

FOR RELEASE: THURSDAY, JULY 13, 2000, 4:00 P.M.

Fewer See Choice of President as Important
VOTER TURNOUT MAY SLIP AGAIN

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Fewer See Choice of President as Important
VOTER TURNOUT MAY SLIP AGAIN

Americans are more satisfied with their choice of presidential candidates this year than in 1996 and 1992, and they are, if anything, less critical of the way the campaigns are being conducted and covered by the news media than they were at comparable points in those elections. Yet voters are more disengaged than they have been in the recent past, and these early indications suggest that turnout may be even lower than it was four years ago.

Two main factors appear to underlie flagging voter interest. First, many citizens say that who is elected president is not as important as it once was. Secondly, younger Americans are more cynical and disconnected from politics than even in the recent past. These are the principal findings of a nationwide survey of voter attitudes by the Pew Research Center, which is comparable to polls conducted by the Center at about this stage in the two previous presidential elections.

At this point, there is a good chance that voter turnout will be lower than in 1996, when just 49% of age-eligible citizens cast ballots. And it seems virtually certain that participation will fall below the 55% who voted in 1992. There are several signs pointing to a possible decline in voter turnout, despite the highly competitive nature of the race between Al Gore and George W. Bush.

First, fewer respondents say they have been following news about the campaign than in 1996 and 1992, and an increasing number say they are less interested in politics this year. While the poll finds no decline in the percentage of Americans registered to vote, not as many potential voters say they are focused on the campaign as in the past.

At the same time, there are strong indications Americans do not place as much importance as they once did on who is elected president. One-in-five flatly agree with the statement that who is elected is not as important as it was in the 1970s and 1980s. Perhaps more tellingly, 30% said it does not make much difference who is elected, up from 18% in surveys conducted in 1992 and 1976.

Dwindling Voter Interest			
	1992	1996	2000
<i>Follow election news ...</i>	%	%	%
Very closely	20	22	23
Fairly closely	45	40	32
Not too/at all closely	35	37	44
Don't know	*	1	1
	100	100	100
<i>Interest in politics this year...</i>			
More	55	42	38
Less	24	38	38
Same (Vol.)	19	19	22
Don't know	2	1	2
	100	100	100
<i>Thought given to election ...+</i>			
Quite a lot	63	55	46
Some/Only a little	35	44	49
None (Vol.)	1	1	5
Don't know	1	*	*
	100	100	100
<i>Registered to vote ...</i>			
Yes	73	75	75
No	26	25	25
Don't know	1	*	*
	100	100	100

+ Based on registered voters.

Cynicism over what the next president can achieve is running at the same level as it was in August 1976, when the country was still recovering from Watergate and the oil shortages of the mid-1970s. Then, as now, nearly half agreed that “things will pretty much be the same” no matter who is elected.

In this vein, while 37% say they are having trouble choosing between Gore and Bush because they believe *neither* is qualified, almost as many say they are having trouble because *either* would be qualified. A bare majority of voters think Gore and Bush have different positions on issues. In fact, the percentage saying the two men take similar positions is somewhat higher than it was before the campaigns began in earnest a year ago (33% vs. 24%).

Generational factors are evident in both the declining voter interest and the diminishing view of the presidency. While Americans in all age groups are less engaged by the current presidential campaign, the falloff is sharper among voters under 50 years of age. Only about half of those in that age group are paying close attention to news about this year’s presidential campaign, compared to nearly two-thirds of those age 50 and older. This generation gap in attentiveness was not as apparent four years ago at this time. In addition, increasing numbers of younger people say they don’t vote because of their distaste for politics and dislike of candidates.

A Less Important Choice?				
	----- Age -----			
	<u>18-29</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>
	%	%	%	%
Presidential election is not as important as the 70's and 80's				
Yes	26	26	17	12
No	70	69	80	80
Don't know	<u>4</u>	<u>5</u>	<u>3</u>	<u>8</u>
	100	100	100	100
<i>2000 presidential election ...</i>				
Really matters who wins	38	45	49	50
Things will be the same regardless	59	50	44	40
Don't know	<u>3</u>	<u>5</u>	<u>7</u>	<u>10</u>
	100	100	100	100
It does NOT matter who is elected president				
1992	19	18	19	18
2000	39	29	27	23

Younger Americans are also much more likely to express doubts about the power and prestige of the presidency. Those under age 50 are much more likely than older Americans to say that it is less important who is elected; more younger people also believe the next president won’t change things. Since 1992, a growing number of people in every age group say it does not matter who is elected president. But the increase among those under age 50 holding this view is more than *double* the increase among older people.

In part, these trends reflect uncertainty and divisions over how much change the country actually wants. A slim plurality supports making major policy changes to solve problems rather than staying the course. While there is an obvious partisan undertone in the debate over change vs. continuity, nearly one-third of Republicans support staying the course and independents are fairly evenly split on the desire for change.

Paradoxically, the signs of the public’s political listlessness are surfacing at a time when many more Americans express satisfaction with their choice of candidates than did so four years ago. Satisfaction with the presidential field has risen dramatically among Republicans; nearly three-quarters (73%) express satisfaction with the candidates compared to 49% in 1996. Independents and Democrats are also more pleased with the field than they were in 1996. Similarly, the Bush campaign is getting better grades from voters than did GOP standard-bearer Bob Dole’s campaign of four years ago. Gore’s effort is less highly-rated, but is judged about the same as Clinton’s campaign was during the summer of 1996.

Many indicators in the survey suggest that the presidential race is still wide open, especially when compared to the relatively unchanging tenor of voter opinions four years ago. The Pew Center’s surveys have fluctuated since the primary season ended in the spring. In mid-March, after the primaries, Gore moved out to a six-point lead among registered voters. In contrast, surveys in May and early June found the race dead even. The most recent survey, conducted from June 23-30 — after the renewed controversy over Gore’s possible fund-raising improprieties — found a small lead for Bush (42%-35%). Four years ago, Clinton held a consistent lead over Dole in all Pew Research Center post-primary surveys.

The poll also finds voters expressing less conclusive attitudes toward the candidates this time. Four years ago, 74% of registered voters had firmly decided *not* to cast a ballot for either Clinton or Dole. This year fewer (66%) have made that judgment regarding Gore and Bush. Independents are especially non-committal — only 56% have ruled out one of the candidates, compared to 64% four years ago. The current polling also finds slightly more undecided voters (9%) than in June 1996 (5%), but fewer than in June 1992 (14%).

Less Voter Commitment		
	July <u>1996</u>	June <u>2000</u>
<i>Definitely decided not to vote for ...</i>	%	%
Clinton/Gore	36	34
Dole/Bush	<u>40</u>	<u>33</u>
Total*	74%	66%
<i>Undecided Voters</i>	5%	9%
<i>Strong supporter of ...</i>		
Clinton/Gore	22	18
Dole/Bush	<u>13</u>	<u>20</u>
Total	35%	38%

* Represents net percentage who have decided not to vote for one or both of the candidates.

But Bush's campaign can point to promising signs. Currently, the Texas governor has an enthusiasm edge over Gore; his support is firmer than the vice president's, particularly from within his own party base. In addition, core Republicans, especially conservatives, are more likely to say who gets elected matters and they are paying closer attention to the race than liberal Democrats.

Gender continues to be one of the most important prisms for understanding the presidential race. Men have more consistently favored Bush, while women have vacillated in their support for Gore. Younger women, who decisively favored Clinton over Dole four years ago, are especially torn between Bush and Gore. Suburbanites, white Catholics, mainline Protestants, and middle-income voters have also been consistently on the fence in recent months.

While the majority of Americans regard the presidential race as dull, fewer feel that way than did four years ago (65% vs. 73%). And they are not inclined to blame the news media for their lack of interest in the campaign. Nearly half of Americans (48%) rate the media's coverage of the campaign as good or excellent, compared to 42% in 1996. But while the public is moderately satisfied with how the press is reporting on the campaign, relatively few Americans are actively seeking out election news. In yet another indication of the public's inattentiveness to this election, just 15% say they actually seek news about the campaign while 83% come across it by chance.

Although the public overwhelmingly wants the news media to focus on *issues* in covering this election, as opposed to stories about the candidates' backgrounds and personal experiences, Americans rate a candidate's reputation for *honesty* as the most important thing to learn before the election. No single issue dominates the voters' concerns, but recent signs that the economy is cooling appear to have attracted increasing public interest. Relegated to the second-tier of issues a year ago, the economy is now one of a quartet of subjects — along with education, health care and Social Security — that voters want candidates to discuss.

Other Findings

- A narrow majority of Americans believe that Bush will win the presidential election. At this point, Republicans are much more confident in their party's chances in November than Democrats are in theirs.
- The public is receptive to the idea of replacing paid TV ads with more frequent candidate debates. Republicans are slightly more enthused by that proposal — which Gore has promoted — than are Democrats.

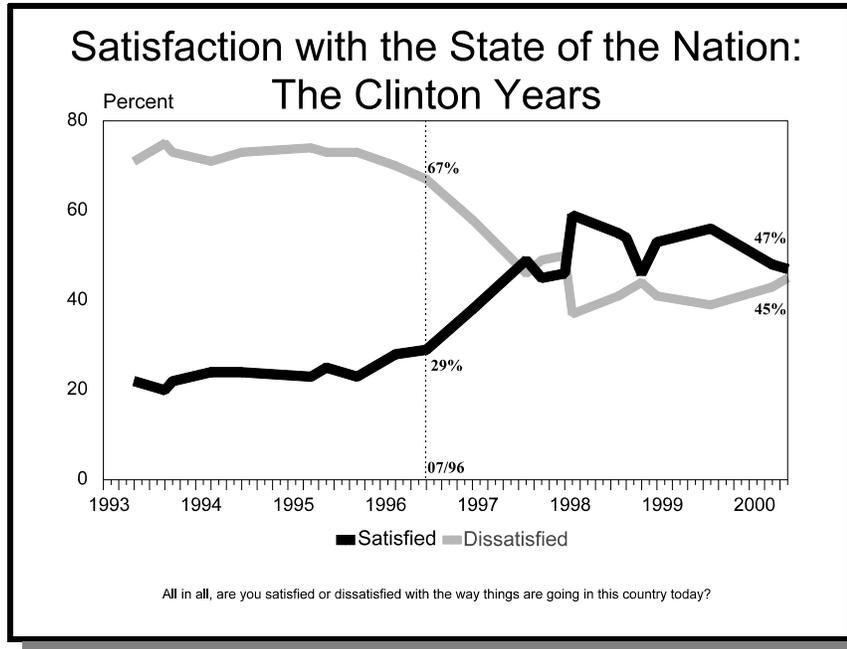
- Americans are divided over whether major new policy changes are needed, but just 40% want the next president to continue the programs and policies of the Clinton Administration.
- Fewer people are getting news about the campaign from traditional media sources, including broadcast and cable television, radio and newspapers compared to four years ago. But among the minority of Americans who actively look for campaign news, nearly two-thirds turn to newspapers and cable.
- While white evangelical Protestants overwhelmingly favor Bush over Gore, seculars are divided. Gore holds a slight lead over Bush among members of this group in a two-way race. But Green Party candidate Ralph Nader draws some of the vice president's secular supporters, and in a four-way race (including Nader and Pat Buchanan) Gore and Bush run even.

This survey was conducted June 14-28, 2000 among a nationwide sample of 2,174 adults. The margin of error for the main survey is plus or minus 2.5 percentage points. Information on additional survey components can be found in the Methodology on page 43.

I. THE CAMPAIGN: A WIDE-OPEN RACE

The Public's Mood Mellows

Satisfaction with the state of the nation is down slightly over the past 12 months, though still high relative to the early 1990s. In the current survey, 47% of citizens say they are satisfied with the way things are going in the country, down from recent highs of 56% in August 1999 and 59% in February of 1998. Dissatisfaction is at 45%, the highest level since January 1998.



This recent falloff in satisfaction has occurred in nearly all segments of society, but has been particularly pronounced among Hispanics and African-Americans. Only 39% of blacks say they are satisfied with the state of the nation, and 50% say they are dissatisfied; in August 1999, fully 56% of African-Americans were satisfied and 39% dissatisfied. A similar decline has occurred among Hispanics. Just 52% of Hispanics say they are satisfied today, compared to 67% last summer.

Politically, Democrats remain more satisfied with the nation's direction than Republicans, by a 56% to 39% margin. But the partisan divide has narrowed since last August — when it stood at 70%-47% — because of a 14-percentage point drop in satisfaction among those identifying themselves as Democrats. Dissatisfaction also remains high among self-described conservatives, 55% of whom are unhappy compared to 39% of moderates and 40% of liberals.

This rising public dissatisfaction appears to be rooted, in part, in moral, social, and political concerns. Dissatisfied citizens are more likely to say that they want to hear the presidential candidates talk about moral and social issues — such as abortion, crime and drugs, child care, and poverty — than those who are satisfied with the state of the nation.

Whether this shift in the public mood will negatively affect Gore's electoral prospects is unclear. On the one hand, satisfaction is clearly related to candidate preferences. Among those who say they are satisfied with the state of the nation, Gore leads Bush by a solid margin, 57% to 36%. Among those dissatisfied, Gore trails 34% to 55%. Yet Clinton was able to win reelection four years ago although public satisfaction was much *lower* than it is now.

Accompanying this latest shift in mood is a modest increase in concern over the economy. More Americans (24%) expect economic conditions to be worse a year from now than expect to see the economy improve (15%). By contrast, in the fall of 1998 only 17% thought the economy would get worse in the next year and 18% were optimistic. But this rising anxiety may reflect a perception that the economy is already so strong that it is unlikely to improve even more, rather than a deepening pessimism.

In fact, the dominant view among the public is that the economy will probably not change one way or the other over the next year. Most Americans (55%) believe economic conditions in the country will remain the same. Moreover, 52% of respondents say their personal financial situation is either excellent or good, a percentage which has remained steady since the mid-1990s.

Dissatisfied Americans Have Different Concerns*		
	<u>Satisfied</u>	<u>Dissatisfied</u>
	%	%
<i>Presidential candidates should address...</i>		
Economic Issues <i>economy, taxes gas prices, unemployment</i>	26	24
Elderly/Health <i>Social Security, Medicare health care, elderly</i>	23	20
Social Issues <i>gun control, environment child care, poverty</i>	15	18
Education Issues <i>education quality/reforms</i>	14	10
Moral Issues <i>abortion, crime, drugs</i>	8	14
Foreign Policy <i>defense, involvement</i>	5	8
Government/Politics <i>less government, reform</i>	2	4
Other Issues	5	8
Don't Know/No answer	18	13

* Italicized examples reflect the top responses in each category.

Fund-raising Flap Boosts Bush

While the presidential race has remained close over the past several months, the renewed focus on Gore's role in the Democrats' 1996 fund-raising efforts appears to have boosted Bush's standing. The Pew Research Center poll was conducted in two waves, with the first set of interviews ending June 21, the day before newspapers reported there had been a new recommendation for an Independent Counsel to look into Gore's 1996 activities.

At that point, the vote in a two-way match-up was evenly divided: Gore 46%, Bush 45%. The race was equally tight with third-party candidates Pat Buchanan and Ralph Nader on the hypothetical ballot: Gore 42%, Bush 41%, Buchanan 3% and Nader 4%. But in polling conducted June 23-30, after the fund-raising story broke, Bush had a slight edge over the vice president, 42%-35%.

	June <u>14-21</u> %	June <u>23-30</u> %
Gore	42	35
Bush	41	42
Buchanan	3	2
Nader	4	2
Undecided	<u>10</u>	<u>19</u>
	100	100

* Based on registered voters; includes leaners.

Many Democrats Ambivalent

Voters are surprisingly ambivalent about the outcome of this election, perhaps because of the competitiveness of the race and the lack of defining issues. Significant minorities say it is difficult to choose between Gore and Bush because *either* would make a good president, or alternatively, because *neither* could do the job.

As with many issues, there is a clear generational pattern in responses to these questions, with those under age 50 more likely to have a hard time choosing between Gore and Bush. Among this younger group, 36% say either candidate would make a good president, compared to 27% of those over age 50. Similarly, 41% of those under age 50 say neither would make a good president, compared to 29% of those 50 and older.

There are also significant partisan differences, which point to Gore's potential weakness within his own party base. Democrats are more likely than Republicans to say either candidate would make a good president. And fully 37% of Democratic Party loyalists say it's difficult to choose between Gore and Bush, because neither would make a good president — hardly a vote of confidence for the vice president. This compares with only 23% of Republicans who say neither man is capable of performing as president. Independents are more likely than either major party group to share this negative sentiment: fully 49% think neither candidate is up to the job.

	<u>Rep</u> %	<u>Dem</u> %	<u>Ind</u> %
<i>Either</i> would make a good president ...			
Agree	25	36	36
Disagree	71	58	56
Don't know	<u>4</u>	<u>6</u>	<u>8</u>
	100	100	100
<i>Neither</i> would make a good president ...			
Agree	23	37	49
Disagree	72	56	44
Don't know	<u>5</u>	<u>7</u>	<u>7</u>
	100	100	100

* Note: Each question was asked of half the sample.

This lack of enthusiasm on the part of Democrats is again demonstrated in the intensity of each candidate's support. Respondents were asked whether they support their candidate of choice strongly or only moderately. Overall, Bush has slightly more strong supporters than does Gore: 44% vs. 40%, respectively.

But Bush receives strong support from a solid majority of the Republicans who support him (56%), while fewer than half (47%) of the Democrats who support Gore characterize themselves as strong supporters. At this point, independents are not firmly in either candidate's camp. However, Bush's independent voters are slightly more likely than Gore's to identify themselves as strong supporters.

	-- Gore Voters --			-- Bush Voters --		
	Ind/lean			Ind/lean		
	<u>Dem</u>	<u>Ind</u>	<u>Dem</u>	<u>Rep</u>	<u>Ind</u>	<u>Rep</u>
<i>Support candidate ...</i>	%	%	%	%	%	%
Strongly	47	22	24	56	28	30
Moderately	51	76	72	43	71	69
Don't know	<u>2</u>	<u>2</u>	<u>4</u>	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100	100	100
<i>(Number of Interviews)</i>	(454)	(152)	(115)	(409)	(184)	(138)

Majority Says Bush Will Win

All of this means that the race is extremely fluid. At this point, for instance, there doesn't seem to be a significant gap between likely and unlikely voters in terms of their candidate preferences. Likely voters divide evenly between Bush and Gore — 47% for each, with 6% undecided.¹ Those who are less likely to vote are also evenly divided, though more are undecided (13%).

But in spite of the inability of many people to make up their minds, a thin majority of the public thinks Bush will prevail in November. When asked who they think the likely victor will be, regardless of who they themselves support, 51% of Americans point to Bush, only 34% think Gore will win, and 15% aren't sure how it will turn out.

	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
<i>Regardless of who you support, who'll win?</i>	%	%	%	%
Gore	34	18	53	29
Bush	51	71	33	58
Don't know	<u>15</u>	<u>11</u>	<u>14</u>	<u>13</u>
	100	100	100	100

Republicans have much more confidence in their nominee than Democrats have in theirs. Fully 71% of Republicans think Bush will win the election, compared to only 53% of Democrats who say the same about Gore. By a two-to-one margin, independents expect Bush to triumph. The public's predictions were quite accurate in the summer of 1996, when 71% said Clinton would likely win the election and only 19% said the same about Dole.

¹

Likely voters are identified by their answers to five questions concerning interest in the election and past voting behavior.

Bush's Edge on Personal Traits

Gore supporters continue to point to his stand on the issues as his strongest selling point, and voters give him little credit for his more personal qualities. When asked what they like *most* about the vice president, 42% of Gore voters say it's his stand on the issues, 29% point to his experience, and only 20% choose his personality (7%) or leadership ability (13%). These numbers have changed very little since the fall, suggesting that voters are no more attracted to Gore on a personal level today than they were at the outset of the campaign.

Bush supporters are also drawn primarily to the governor's policy positions. Fully 50% of them say Bush's stand on the issues is what they like most. But Bush receives slightly higher marks than Gore on the more personal dimensions: 29% cite his personality (10%) and leadership ability (19%) as his strongest selling points. Not surprisingly, experience is less of a plus for Bush. Only 11% say this is what they like most about the candidate. Again, these numbers are largely unchanged from recent months.

	<i>Like MOST about ...</i>		<i>Like LEAST about ...</i>	
	<u>Gore</u> %	<u>Bush</u> %	<u>Gore</u> %	<u>Bush</u> %
Issues positions	42	50	43	34
Experience	29	11	6	10
Leadership	13	19	19	13
Personality	7	10	17	26
Don't know	<u>9</u>	<u>10</u>	<u>15</u>	<u>17</u>
	100	100	100	100

When asked what they like *least* about each of the candidates, a plurality of Bush supporters point to his issue positions as his biggest liability. More than four-in-ten (43%) of Gore's detractors say his stand on the issues is what they like least about the vice president. Roughly one-third (36%) point to personal qualities (17% personality and 19% leadership). A mere 6% take issue with Gore's experience.

Among Bush detractors, personal qualities are more of a turnoff than the governor's issue positions. Roughly four-in-ten Gore supporters (39%) say what they don't like about Bush is his personality (26%) or leadership ability (13%). Slightly fewer (34%) point to his policy positions.

Bush's stand on the issues is more of a problem for young voters than older ones. Fully 54% of Gore supporters under 30 say Bush's position on the issues is what they like least about him, compared to only 19% of those 65 or older.

Gore Leads on Key Issues

On the issues citizens most want to hear about from the candidates — education, health care, Social Security and the economy — Gore is generally seen as the superior candidate. When asked which candidate would do the better job improving the health care system, 43% choose Gore, while just 29% opt for Bush. Gore also leads Bush by nine points on education (43% to 34%) and six points on keeping Social Security and Medicare sound (41% to 35%). Gore's advantage on education represents a significant change from the spring. In March, Bush was seen as the candidate better able to improve education, by a 44% to 41% margin.

	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>	<u>Don't Know</u>
	%	%	%	%
Health care	43	29	7	21=100
Education	43	34	6	17=100
Social Sec./Medicare	41	35	6	18=100
Economy	39	38	6	17=100
Gun control	35	35	5	25=100
Strengthen Families	37	38	8	17=100
Reduce Partisanship	28	30	18	24=100
Gas prices	26	29	18	27=100
Taxes	34	38	8	20=100
Death penalty	29	37	4	30=100
Defense policy	33	43	6	18=100

Bush has the edge when it comes to who is better able to make wise defense policy decisions (43% Bush, 33% Gore) and representing people's views on the death penalty (37% Bush, 29% Gore). But a sizable minority (30%) is unsure of which candidate best represents their views on that controversial issue.

Neither candidate has a clear advantage in being viewed as better able to control the price of gasoline. While 29% choose Bush and 26% say Gore would do better, 18% volunteer that neither would do a good job and 27% are undecided. Bush held a formidable advantage on this issue in March. At that time, he out-pollled Gore on being better able to control gas prices, 41% to 25%.

Education, Social Security, Medicare and health care are seen as Gore's strongest issues by those who support him for his policy positions. Roughly eight-in-ten of these voters say Gore would do a better job than Bush of dealing with each of these issues. On the other hand, Bush voters who say they like the governor's policy positions view foreign policy, family values and taxes as his biggest strengths. More than three-quarters say Bush could best Gore on each of these issues.

Character Crucial for Bush

Though Bush trails Gore on a number of issues, he receives far better marks when it comes to character evaluations — particularly those relating to the candidates' leadership abilities. Fully 44% think Bush is more "willing to take a stand, even if it's unpopular," and 43% see Bush as the candidate who "can get things done." Gore gets the nod on these traits from only 32% and 30% of the public, respectively.

	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>	<u>Both</u>	<u>Don't Know</u>
	%	%	%	%	%
Can get things done	30	43	8	7	12=100
Takes unpopular stands	32	44	10	5	9=100
Good judgment in crisis	36	41	6	6	11=100
Has new ideas	31	36	13	8	12=100
Personally likeable	36	40	7	9	8=100
Shares my values	35	38	12	5	10=100
Honest and truthful	30	33	20	7	10=100
Connects well w/people	38	39	7	7	9=100
A typical politician	36	34	1	21	8=100
Personally qualified	37	36	10	10	7=100

Bush also leads Gore in being perceived as using good judgment in a crisis (41% Bush, 36% Gore), having new ideas (36% Bush, 31% Gore), and being personally likeable (40% Bush, 36% Gore), though by smaller margins. When it comes to other traits such as honesty, qualifications and the ability to connect well with ordinary Americans, neither candidate has a clear edge. However, a certain amount of voter cynicism can be seen in the fact that 21% of respondents volunteered that the phrase "a typical politician" described both candidates well, and 20% offered that neither candidate was "honest and truthful."

Younger Women, Older Men Divided

The dynamics of the presidential race continue to be influenced in part by the fluctuating preferences of women. While men have consistently preferred Bush to Gore over the past 18 months, women have frequently changed course. Most recently, women favored Gore over Bush by an eight-point margin in the first wave of interviewing for this survey. In the second wave, however, they divided equally between Gore and Bush. In 1996, Clinton's advantage in the women's vote never faltered. Throughout the year, he sustained a double-digit lead over Dole among women.

	<i>June 14-21</i>		<i>June 23-30</i>	
	<u>Women</u>	<u>Men</u>	<u>Women</u>	<u>Men</u>
	%	%	%	%
Gore	46	37	38	31
Bush	38	45	38	47
Buchanan	3	3	2	3
Nader	2	6	3	1
Undecided	<u>11</u>	<u>9</u>	<u>19</u>	<u>18</u>
	100	100	100	100

But not all women are having doubts about Gore. Women age 50 and older have generally supported the vice president, but Gore's support tends to be weaker among women under age 50. For Bush, older men pose a challenge. Men age 50 and older have gone from favoring Gore by 10 points in March, to preferring Bush over Gore by an equal margin in May, and now opting narrowly for Bush. Until these swing groups settle into one camp or the other, the race may continue to fluctuate.

In addition to the gender gap, there is a particularly large "marriage gap" in voting preferences this year. Overall, Gore trails Bush by 13 percentage points among married people (39% to 52%) but leads Bush by 18 points among those who are unmarried (55% to 37%). In June 1996, Clinton led in both groups, though by a smaller margin among the married (50%-46%) than the unmarried (62%-33%).

The differences between 1996 and 2000 are even more striking when both marital status and gender are considered at the same time. While Clinton led Dole among married women 53% to 43%, Gore trails Bush 42% to 50%. In June 1996, married men were evenly split between Clinton and Dole. This year Bush holds a commanding 54% to 36% lead in this group.

Clinton's 20-point lead over Dole among single men has shrunk to a mere 4-point Democratic edge this year (48% Gore, 44% Bush). Gore's strongest support comes from single women, who prefer him nearly two-to-one over Bush (60% to 31%). However, even this 29-point lead among single women still falls short of Clinton's commanding 37-point advantage over Dole among single women in 1996.

Bush Leads Among Parents

Gore has failed to attract strong support among parents with children under 18 in the home, who make up 33% of the registered voters sampled. In particular, while Clinton was able to win the support of 54% of mothers, Gore currently trails Bush among mothers 45% to 48%. Bush holds a 17-point lead of 53% to 36% among fathers, who were evenly split between Clinton and Dole at this time in 1996.

Gore's difficulties among men extend to those who do not have children as well. Clinton led Dole 53% to 42% among male non-parents in 1996, while Gore trails Bush 44% to 48% this year. And though Gore does lead among women who are not parents, 53% to 37%, this still falls short of Clinton's 62% to 35% advantage among these women in 1996.

Catholics Narrowly Favor Bush

Members of major religious groups are also expressing different preferences in this election cycle compared to 1996. Not surprisingly, Bush leads Gore among white evangelical Protestants (65%-28%).

However, the candidates are running even among mainline Protestants and white Catholics. In 1996, Clinton enjoyed an 11-point lead over Dole among non-evangelicals, and Catholics preferred him by nearly a two-to-one margin (62%-34%).

Gore leads Bush among secular voters in the two-way match-up (46%-40%). However, in a four-way contest (with Nader and Buchanan included), some of these voters abandon the vice president in favor of Nader. Seculars are three times more likely than the general public to support Nader (13% vs. 4% of the general public). In 1996, Clinton held a commanding 67%-30% lead among seculars.

Ultimately, however, the race will hinge on the preferences of political moderates. Fully 91% of conservative Republicans and liberal Democrats are solidly behind their respective candidates. However, among moderate-to-liberal Republicans and moderate-to-conservative Democrats, roughly 20% currently support the other party's candidate.

The Parent Gap*				
-----June 1996-----				
	Parent		Non-Parent	
	<u>Father</u>	<u>Mother</u>	<u>Men</u>	<u>Women</u>
	%	%	%	%
Clinton	49	54	53	62
Dole	48	40	42	35
Don't know	<u>3</u>	<u>6</u>	<u>5</u>	<u>3</u>
	100	100	100	100
<i>Dem Advantage</i>	+1	+14	+11	+27
-----June 2000-----				
	Parent		Non-Parent	
	<u>Father</u>	<u>Mother</u>	<u>Men</u>	<u>Women</u>
	%	%	%	%
Gore	36	45	44	53
Bush	53	48	48	37
Don't know	<u>11</u>	<u>7</u>	<u>8</u>	<u>10</u>
	100	100	100	100
<i>Dem Advantage</i>	-17	-3	-4	+16

* Based on registered voters; includes leaners.

Nader, Buchanan Have Little Effect

The overall impact of adding Nader and Buchanan to the race is, at this point, negligible. Combined, the two pull in a mere 7% of the vote. Buchanan's strongest support comes from men under age 30, 7% of whom say they would vote for the former TV talk show host. Nader's strongest supporters are middle-aged men and political independents. Nonetheless, neither of the third party hopefuls are able to draw in even 10% of any major demographic group.

More Candidates, Same Result*

<i>Two-way</i>	<u>%</u>	<i>Four-way</i>	<u>%</u>
Gore	46	Gore	41
Bush	45	Bush	42
Undecided	<u>9</u>	Buchanan	3
	100	Nader	4
		Undecided	<u>10</u>
			100

* Interviews collected June 14-21. Based on registered voters; includes leaners.

The supporters of these alternative candidates have distinctive views about the campaign and the candidates. Overall, they are much less satisfied with the state of the nation than are most Americans. By a margin of 57%-38% they say they are dissatisfied with the way things are going in the country today. This compares with 45% dissatisfied vs. 47% satisfied among the general public. They are also less approving of the job Clinton is doing (49% approve vs. 56% of all Americans). Even so, they prefer Gore over Bush, when forced to choose between the two (48%-38%).

These voters are extremely dissatisfied with their choices for president this year. Fully 70% say they're not satisfied with the likely presidential candidates, compared to only 34% of the public. In addition, nearly half (46%) see Bush and Gore as pretty similar in their positions on issues; just 33% of the public takes that view. And fully four-in-ten say, if given the chance, they would cast a vote of no confidence in all the candidates running for office this year. Only 19% of the public expresses this view.

II. VOTER ENGAGEMENT

Tuned Out

The presidential campaign is not on the minds of most Americans. Fewer than half of registered voters (46%) say they have thought a lot about the election. That represents a modest decline from a similar point in the campaign four years ago (when 50% said they gave the campaign a lot of thought) and a substantial decrease from June 1992, when 63% were fully engaged.

Interest in the campaign is down among nearly all demographic groups, but particularly among younger voters. The percentage saying they are giving a lot of thought to the election has declined by more than 20 percentage points among those under age 50 since 1992. The decline in interest among young people has been most pronounced among the well-educated: In June 1992, 68% of 18-34 year-old college graduates said they had given a lot of thought to that year's election. Today, just 39% agree.

Less Thought Given to Election*		
	<i>Given "Quite a Lot" Of Thought</i>	
	<u>1992</u>	<u>2000</u>
	<u>%</u>	<u>%</u>
Total	63	46
18-34	56	36
35-49	67	42
50-64	68	54
65+	63	55

* Based on registered voters.

By comparison, there has been a smaller decrease in interest among older Americans. Today, 55% of registered voters age 65 and older have given a lot of thought to the election, down only eight percentage points from 63% in 1992.

Interest in politics has changed slightly along partisan lines compared to 1992, when the GOP was the incumbent party and the Democrats were challenging. In 1992, just 17% of Republicans were following election news very closely, compared to 23% of Democrats. Today, 28% of Republicans and 24% of Democrats are paying close attention.

Few Familiar with Positions

Lack of interest in the campaign is also reflected in limited public awareness of candidate positions. When asked which candidate has proposed building a missile defense system and reducing the number of U.S. nuclear weapons, even if Russia refuses to do the same, only 18% correctly identified Bush, while 20% incorrectly guessed Gore.

Slightly more people correctly identified Gore as the candidate who has proposed using surplus Medicare funds to protect the program's future and Bush as the candidate who has proposed allowing workers to invest some of their Social Security contributions in stocks and bonds. But the vast majority were in the dark on these questions.

Unfamiliarity with specific policy positions taken by the candidates does not signify a complete lack of attention to the campaign, however. Fully 40% of respondents correctly identified Tipper Gore as the candidate's wife who has spoken out about the need to help Americans with mental illness.

Knowledge of Candidate Positions			
	<u>Correct</u>	<u>Incorrect</u>	<u>DK</u>
<i>Which candidate proposed ...</i>	%	%	%
<i>A missile defense system and disarmament? (Bush)</i>	18	22	60=100
<i>Using surplus Medicare funds to protect the program's future? (Gore)</i>	27	15	58=100
<i>Some privatization of Social Security? (Bush)</i>	29	10	61=100
<i>Which candidate's wife ...</i>			
<i>Has spoken out about mental health issues? (Gore's)</i>	40	8	52=100
Correct answers in italics.			

Men typically are more familiar with candidate policy positions than women. But as many women as men are aware of Tipper Gore's activities (42% of women, 39% of men). Moreover, older voters consistently do better than younger ones at identifying candidate positions and campaign events.

Do Elections Still Matter?

Not only are many Americans turned off by the current campaign, a significant number say it doesn't much matter who is eventually elected. Nearly half of Americans (49%) believe things will pretty much stay the same regardless of who is elected; less than half (45%) say that, as far as making progress on the important issues facing the country is concerned, it really matters who wins the 2000 presidential election.

While there is a clear generational divide on these questions, with younger people more skeptical that the election matters, education and income are also important factors. For example, 57% of those whose education ended with high school say conditions in the country will be the same regardless of who is elected in November. That compares to only 38% of college graduates.

Independents are more likely than party loyalists to express doubt about the election's significance. Fully 37% of independents say it doesn't make much difference who's elected president, compared to 28% of Democrats and 23% of Republicans. Similarly, 58% of independents say things will be the same regardless of who is elected in 2000, vs. 45% of Democrats and 41% of Republicans.

Beyond that, fully one-third of the public believe that Gore and Bush do not have well-defined policy differences. This perception is strongly linked to feelings about the importance of the upcoming election. Among those who say the candidates have similar issue positions, 62% say things will remain the same, regardless of who wins in November. Among those who perceive the candidates as having different positions, only 38% hold this view.

Attitudes Associated with Voting

The diminished relevance of the election in many citizens' minds is one factor contributing to the possibility of low voter turnout in this year's election. Fully 81% of likely voters feel that it makes a difference whether Bush or Gore is elected, while only 56% of unlikely voters agree.

A more exciting campaign over the coming months still might serve to drive up voter participation in November, as voting is strongly connected to interest in the campaign.

More than a third (37%) of likely voters say the campaign has been interesting so far, compared to only 19% among those less likely to vote. By comparison, evaluations of the quality of the campaigns and press coverage have little effect on the likelihood of voting.

	Likely Voters	Unlikely Voters
<i>Percent who say ...</i>	%	%
It makes a difference who is elected	81	56
Campaign is interesting so far	37	19
Satisfied with candidates	66	59
Frustrated with federal government	56	50
Press has done excellent/good job	49	47
Average grade of B or higher given to the campaigns	16	19

Note: Likely voters and unlikely voters are identified by their answers to five questions concerning interest in the election and past voting behavior.

For Non-voters: It's the Candidates

Taking a longer view, Americans generally blame the poor quality of candidates and an aversion to getting involved in politics as reasons they don't always vote. Fully 72% of those who do not always vote say it is because they sometimes don't like any of the candidates, up from 65% in 1992. This increase has been most dramatic among non-voters age 50 or older, who now express nearly as much dissatisfaction as younger voters. In 1992, just 55% said dissatisfaction with candidates was a reason for not voting, compared to 68% today. Among those under age 50, 73% list dissatisfaction with candidates, compared to 68% in 1992.

Indeed, those who are least likely to vote in *this* election are slightly less satisfied with the Gore-Bush match-up (59% satisfied) than those who are likely to vote (66% satisfied).

In addition to dissatisfaction with the candidates, a growing proportion of non-voters express a distaste for politics as a reason for sitting out elections. Today, 36% say

not wanting to involve themselves with politics is a reason for not always voting, up from only 24% in June of 1992. Independents, in particular, are finding politics a turnoff. Today, 40% give this as a reason for not voting, compared to only 23% in 1992.

Among other factors cited for not voting, fully 47% of those who don't always vote say they could make more of a difference by getting involved in the community than by participating in elections. This view is more prevalent among younger people and liberals than older Americans and conservatives. Almost half (49%) of those age 18-29 who don't always vote say they can make more of a difference getting involved in the community than by voting in elections; 40% of those age 65 and older agree. More than half (53%) of those who don't always vote and identify themselves as liberals feel this way, compared to 43% of non-voting conservatives.

However, people who give this reason for failing to vote are *not* necessarily more likely to involve themselves in community activities. Only 49% of respondents agreeing with this reason for not voting report actually doing volunteer work for a church, charity or community group, compared to 52% of the general public.

Relatively few cite difficulty getting to the polls (26%) or the complications of registering (13%) as reasons for non-voting. By comparison, 64% of people who don't always vote say not knowing enough about the candidates is one reason for their non-participation.

	Total	18-29	30-49	50-64	65+
<i>Percent who agree ...</i>	%	%	%	%	
Don't like candidates	72	70	75	72	60
Unfamiliar with candidates	64	69	65	58	60
Can make greater impact in community affairs	47	49	48	41	40
Don't want to get involved in politics	36	37	34	34	47
Difficult to get to polls	26	30	25	16	32
Complicated to register	13	14	14	8	20

* Based on those who don't always vote.

Many Young People Unregistered

Despite the declining interest in this campaign, more general measures of voter involvement — such as registration and propensity to vote — have changed little over the past few elections. Currently, three-quarters of Americans report being "absolutely certain" they are registered, compared to 73% in June 1992. When asked specifically about this year's race, more than eight-in-ten (84%) of those registered to vote are "absolutely certain" they will vote in November's election, compared to 88% in 1992 .

Age, more than income, education and party identification, continues to be the most critical factor in registration and voting patterns. Only 55% of those age 18-29 are registered, compared to 87% of those age 50 and older. Barely half (54%) of those age 18-29 say they plan to vote this fall, compared to 80% of those age 50 and older.

	<u>18-29</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>
<i>Percent who ...</i>	%	%	%	%
Are registered	55	73	87	88
Are not registered				
Were in past	17	17	9	7
Never have been	27	9	3	5
Always vote	24	41	58	72
Plan to vote	54	68	80	78

Well-educated and high-income Americans also register and vote at higher rates than those who are less educated and have lower incomes. More than eight-in-ten college graduates (82%) say they are "absolutely certain" they will vote in November's election, compared to only 66% of high school graduates and 52% of those with less than a high school education. Similarly, three-fourths of those with household incomes over \$50,000 say they are sure to vote in the fall, compared to only 61% of those making under \$30,000.

Registration rates and voting intentions are highest among Republicans, with 85% registered and 82% planning to vote. By comparison, 79% of those who identify themselves as Democrats are registered, and only three-fourths say they are certain to vote this fall. Independents lag even further behind, with only 64% registered and 55% planning to vote. Women are just slightly more likely to be registered than men (76% to 73%) and to be certain about voting in this year's election (71% to 68%).

Voting Via Internet

Almost half of the public (47%) would choose voting over the Internet or voting by mail over a voting booth if they had a choice. Almost one-quarter (24%) specifically would prefer the Internet. Young people would much rather use the Internet as a voting tool. Some 46% of men age 18-29, and 41% women age 18-29 would prefer to vote over the Internet. More independents (31%) would like to vote over the Internet than Democrats (19%) or Republicans (24%).

	<u>Polling Booth</u>	<u>Internet Voting</u>	<u>Mail Voting</u>	<u>None/DK</u>
<i>Among...</i>	%	%	%	%
18-29	32	43	22	3=100
30-49	45	29	24	2=100
50-64	61	12	23	4=100
65+	76	1	18	5=100
Democrats	56	19	22	3=100
Republicans	55	24	19	2=100
Independents	41	31	25	3=100

Disabled Voters

For the most part, voter registration and intentions to vote are as high among people with disabilities as in the rest of the population. There is one important exception: Those who identify themselves as having physical, mental or emotional conditions that increase the difficulty of learning, remembering or concentrating report lower rates of registration and regular voting than the general public.

However, Americans with vision or hearing loss and conditions which limit physical activities are just as likely to be registered to vote as the general population and as likely to say they always vote in elections. The survey explored the possibility that the older age profile of people with disabilities masked a turnout problem among them, as older people turnout at higher rates than younger people.

<i>Percent who ...</i>	<u>All</u>	<i>-----Impairment-----</i>		
		<u>Hearing</u>	<u>Physical Limits</u>	<u>Mental/Emotional</u>
	%	%	%	%
Are registered to vote	75	72	76	55
Always vote	46	51	54	37
Plan to vote this year*	84	74	82	82
		(n=143)	(n=285)	(n=103)

*Among registered voters.

But even when age was taken into account, only minor differences in registration and intention to vote were observed between disabled and non-disabled Americans.

While disabled people vote at relatively high rates, they more often cite getting to the polls as a barrier to voting compared to the general public. Among those who do not always vote, 44% of people with conditions that impair physical activity mention this as a reason for not voting. By contrast, only 26% of the public cites this as a reason for not voting.

Disabilities are measured on the survey using definitions from the U.S. Census. Overall, 21% of respondents identified themselves as having at least one of the three types of conditions listed, with 7% citing vision or hearing impairment, 14% citing conditions that limit physical activities, and 6% citing mental or emotional conditions.

III. VOTERS JUDGE THE CANDIDATES, THE CAMPAIGN AND THE MEDIA

Far More Republicans Satisfied Than in '96

While Americans are more indifferent to the presidential election than at this stage in the campaigns of 1992 or 1996, they also are more satisfied with their choice of candidates. Indeed, more than six-in-ten (62%) express satisfaction with the candidates, far more than at a comparable point in the Clinton-Dole campaign of four years ago (46%), or the 1992 race between Clinton and Bush (37%).

The biggest jump in satisfaction comes among Republicans, many of whom were turned off by the Clinton-Dole match-up. Nearly three-quarters of Republicans (73%) are content with this year's candidate slate, a 24% increase from 1996. The change in GOP attitudes is striking; in 1996, nearly as many Republicans were dissatisfied by their choices as satisfied (48%-49%). It also represents a major shift from 1992, when just 47% of Republicans were satisfied with the candidates.

	----1996----			---- 2000 ----		
	Dem	Rep	Ind	Dem	Rep	Ind
<i>Opinion of candidates ...</i>	%	%	%	%	%	%
Satisfied	56	49	36	66	73	52
Not satisfied	40	48	61	30	25	45
Don't Know	<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>3</u>
	100	100	100	100	100	100
<i>Campaign so far...</i>						
Interesting	27	22	14	31	31	24
Dull	68	73	81	63	62	70
Neither	1	3	3	3	5	3
Don't Know	<u>4</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>
	100	100	100	100	100	100

Democrats and independents are also more pleased with their choices this election. Two-thirds of Democrats (66%) express satisfaction with the Gore-Bush contest, up 10 percentage points from four years ago and 30 points from eight years ago. A majority of independents are satisfied with the match-up (52%), compared to 36% who were content at this stage in 1996 and 30% in 1992.

This rise in satisfaction with the candidates has been accompanied by a more modest increase in the number of people who find the current campaign interesting. Still, fewer than three-in-ten (28%) rate the campaign to date as interesting, while 65% label it dull. Among Republicans, there has been a nine-percentage point gain since 1996 in the number who find the campaign interesting (from 22% to 31%) along with a 10-point gain among independents (from 14% to 24%).

There is no consensus among those turned off by the campaign as to *why* they find it boring: Approximately equal numbers point the finger at the quality of the candidates (17%), their campaign styles (18%), and press coverage of the election (17%).

While satisfaction with the candidates has increased, nearly half of Americans (46%) say it is at least possible that they would cast a vote of no confidence in all of the candidates if they had the chance. The number of people who are open to voting for “none of the above” is down from 1992, when a 54% majority expressed at least some interest in casting votes of no confidence.

Reflecting their lower rates of satisfaction with the candidates, far more independents than Democrats or Republicans prefer the none-of-the-above option. Fully six-in-ten independents say it is at least possible they would cast a vote of no confidence with the candidates, compared to 41% of Democrats and 35% of Republicans.

Bush Gets Better Grades

Rating the candidates on their persuasive abilities, the public gives Bush slightly higher grades than Gore. Equally important, Bush’s campaign is much more highly regarded than Dole’s was at a comparable stage in the campaign four years ago.

Four-in-ten registered voters award Bush letter grades of “A” or “B” for making a convincing case for his election; just over half that number (22%) gave the same grades to Dole in July 1996. Bush has made significant gains among GOP partisans. While 64% of Republican voters give Bush an A or a B, just 41% awarded those grades to Dole.

Bush’s narrow edge over Gore probably reflects his lead in the presidential horse race. While 40% give Bush the highest grades, slightly more than one-third (35%) give Gore an A or B. Bush also gets higher marks from Democrats (24% award him an A or B) than Gore earns among Republicans (15%). And more independents give Bush the top letter grades (35%) than Gore (29%).

Few Seek Campaign News

The public’s declining interest in politics is shown in the shrinking audiences for campaign coverage provided by newspapers, television news and other traditional media. And these smaller audiences, by and large, are not comprised of political junkies. Only a small minority (15%) actually goes through the effort of *looking* for campaign news; the vast majority (83%) typically comes across such information by happenstance.

Most Americans (65%) cite television as their primary source for campaign news, but that figure is down sharply from the last presidential campaign, when about eight-in-ten cited television as their top election news source. The television audience has also slipped since the beginning of this year, when 75% named TV news as the main source of campaign information. Network news, which as recently as 1992 was named as a top source by half of Americans, now is mentioned by fewer than one-in-five (17%).

	April 1996	Sept 1996	Jan 2000	June 2000
	%	%	%	%
Television	81	75	75	65
Network	39	29	24	17
Local	34	31	25	24
Cable	23	25	31	25
Newspapers	48	44	31	27
Radio	21	14	12	11
Magazines	6	5	3	2
Internet	2	2	6	5

One-quarter mention cable news as their primary source for election news, about the same as in 1996 and down from 31% in January of this year, a period when both parties were waging primaries battles.

Newspapers are cited as a primary source by one-quarter of Americans, down significantly from four years ago when more than four-in-ten named newspapers as the top source. Newspapers are far more popular as an election news source among college graduates (36%) than either network news (18%) or cable news (22%). Older, affluent Americans are also more reliant on newspapers than other news outlets to keep up with the campaign.

Not even the rise of the Internet as a news source has been able to stem the overall decline in the audience for campaign news. Just 5% of the public — and 8% of those who go online — cite the Internet as their main election news source. While young people are more likely than those in other age groups to cite the Internet, less than one-in-ten of those age 18-29 (9%) name the Internet as their primary source for campaign news.

Active Consumers Prefer Newspapers, Cable

Older Americans are more likely than younger people to actively seek campaign news. Still, only 21% of those age 50 and over — who tend to be heavier consumers of most types of news — say they go looking for election news while 77% say they do not. Less than one-in-ten of those age 18-29 (9%) and 12% of those 30-49 search for campaign news.

Those who go looking for campaign news turn to different outlets than the much larger group that does not intentionally seek such information. Fewer active consumers of political news turn to television (58%) than those who do not search for such news (66%). Active consumers are slightly more likely to use newspapers (32%) and cable (31%) to learn about the campaign than passive consumers of political news (26% and 24%, respectively).

Where Political Junkies Turn		
	<i>-- Campaign News --</i>	
	<u>Look for it</u>	<u>Come across it</u>
	%	%
Television	58	66
Network	15	18
Local	12	26
Cable	31	24
Newspapers	32	26
Radio	8	12
Magazines	2	2
Internet	6	5

Local television news is named as the primary source for political information by fully one-quarter (26%) of the passive political news audience, compared to only 12% of the active consumers of such news. Both groups are about as likely, or unlikely, to turn to the Internet for political news, with 6% of the active group and 5% of passive consumers of political news going online to learn more about the campaign.

Fair Ratings for Press Coverage

A solid majority of Americans (60%) are satisfied with the amount of coverage the media is devoting to the presidential campaign. Fewer (48%) rate that coverage good or excellent. But that 48% represents an increase of six percentage points from July 1996.

For the most part, Americans who say they are less interested in the current election than the 1996 campaign do not blame the media. Indeed, those who are less interested give the media almost the same high marks as the general public, with 46% of this group rating coverage good or excellent. Slightly more than half (51%) of those who are *more* interested in the current campaign grade coverage as good or excellent.

Republicans, who are far more satisfied with the candidates this time around, are also more content with the way the press is covering the campaign. During the last campaign, just over one-third of Republicans (34%) rated coverage good or excellent; 44% consider coverage of the current campaign good or excellent. Democrats and independents are slightly more satisfied with press coverage this time around.

More Rate Press Coverage Positively						
	<i>--- 1996 ---</i>			<i>--- 2000 ---</i>		
	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
	%	%	%	%	%	%
Excellent/Good	34	50	43	44	55	47
Only Fair/Poor	63	49	56	53	42	50
Don't Know	<u>3</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>4</u>	<u>3</u>
	100	100	100	100	100	100

Most Americans are satisfied with the amount of campaign coverage, regardless of their partisan leanings. Solid majorities of all age groups also say news organizations are providing the right amount of coverage. But young people, who are tuning into campaign 2000 at lower rates than their elders, are somewhat more likely to say that the media is devoting too *little* coverage to the campaign. A sizable minority of those age 18-29 (24%) say news organizations are giving too little coverage to the campaign; 19% of those age 30-49 and 10% of those age 50 and older agree that the amount of coverage has been inadequate.

Republicans Like Gore Plan

Nearly seven-in-ten Americans (69%) say they plan to watch this year's presidential debates. That figure is likely to grow as the debates approach. In October 1992, for instance, fully eight-in-ten (83%) said they planned to watch that fall's debates.

Young people and those who have not registered to vote are less interested in viewing the debates. About six-in-ten of those age 18-29 (61%) say they plan to watch the debates, compared to 69% of those 30-49 and 73% of those 50 and older. More registered voters intend to watch the debates (73%) than those who are not registered (58%).

Americans are favorably disposed to the notion of replacing campaign political advertising with a series of weekly debates by the candidates. A majority (54%) say they would prefer a campaign in which the candidates faced off in weekly debates, while 36% opt for the current system of political ads with only a few debates.

Interestingly, slightly more Republicans than Democrats are enthused about the weekly debate proposal — although the idea has been promoted by Gore, the Democratic standard-bearer. While 58% of Republicans prefer more debates and no paid ads, 53% of Democrats agree. Independents also opt for the weekly debates, by a 55%-38% margin.

IV. WHAT THE VOTERS WANT

Coverage of Issues, Debates Popular ...

Most Americans say they want news organizations to tell them what the candidates stand for — not what they are like personally. Fully 85% say they want more news coverage of the candidates discussing their positions on issues, while 64% want more coverage of the candidates debating each other.

At the same time, half of Americans say they want *less* news coverage of the candidates discussing their personal backgrounds and experiences. This level of dissatisfaction with coverage of candidates' backgrounds and experiences reflects a significant jump from the 41% who wanted less of this type of coverage in the fall of 1991.

	Public's Appetite for Campaign News			
	<i>This year, would like to see ...</i>			
	More	Less	Same	Don't
	<u>Coverage</u>	<u>Coverage</u>	<u>Amount</u>	<u>Know</u>
<i>News about ...</i>	%	%	%	%
Candidates' issue positions	85	9	3	3=100
Candidates debating	64	28	5	3=100
Sources of campaign funds	49	44	2	5=100
Which candidate is leading	44	42	6	8=100
Candidates' backgrounds	42	50	4	4=100
Candidate strategies	41	47	5	7=100

The public is more evenly divided over news coverage of campaign finances — 49% would like more coverage about the sources of candidates' campaign money, while 44% would like to see less coverage. Similarly, 44% would like more coverage about which candidate is leading in the polls and just 41% would like more news about the strategies candidates are using in their campaigns.

Men are slightly more interested than women in news coverage about the debates and candidate fund-raising. Fully 69% of men say they want more coverage of the candidates debating, for example, compared to 58% of women. Similarly, more than half of men (52%) would like more coverage about the sources of candidates' campaign money, compared to just 45% of women.

There are few real differences between those who want to see more coverage of these topics and those who want to see *less* coverage when it comes to rating press coverage of the campaign, with one exception. Among those who would like to see more news coverage of which candidate is leading in the polls, 55% give press coverage of the campaign a rating of excellent or good. In contrast, just 46% of those who would like *less* coverage about which candidate is ahead give the press as favorable a rating.

... But Character Still Most Important

Even as Americans look for more coverage of campaign issues and less coverage of candidates' backgrounds and experiences, several key *personal* characteristics nonetheless remain at the top of the list of things voters want to learn before Election Day. Fully 84% of Americans say it is very important for them to learn about a candidate's reputation for honesty, and 67% say it's very important to learn how well a candidate connects with average people.

Notably, each of these factors are seen as important by more people than say the same about a candidate's voting record or policy positions, which is rated as very important by 60% of Americans. Just 42% say learning about a candidate's major campaign contributors is very important, while one-in-four want to learn about a candidate's experiences growing up.

	<i>How Important?</i>			
	<u>Very</u>	<u>Somewhat</u>	<u>Not</u>	<u>DK</u>
<i>To learn about a candidate's ...</i>	%	%	%	%
Reputation for honesty	84	11	4	1=100
Ability to connect	67	24	7	2=100
Voting record and positions	60	27	11	2=100
Major contributors	42	29	26	3=100
Experiences growing up	25	33	40	2=100
Spouse	21	27	51	1=100
Personal finances	14	23	62	1=100

For some of these characteristics, the things voters want most to learn about the candidates varies across party lines. Republicans are nearly unanimous in rating a candidate's reputation for honesty as very important (92%), while 84% of independents and just 78% of Democrats say the same. In contrast, Democrats care more about whether candidates can connect with average people. Fully 71% of Democrats say this is a very important quality to learn about, compared to 62% of Republicans.

Economy, Gas Prices Emerging Issues

Education, health care, and Social Security top the list of issues people want the candidates to talk about this year. But the economy may be emerging as a more important campaign issue for voters, as well.

Roughly one-in-ten Americans (11%) mentioned economic issues when asked what *one* issue they would most like to hear the candidates talk about. This puts the economy on a par with education (12%), health care (11%), and Social Security (10%), and is a substantial increase from

<i>What one issue should candidates talk about?</i>	Sept	July	June
	<u>1996</u>	<u>1999</u>	<u>2000</u>
	%	%	%
Education	11	9	12
Economy	13	4	11
Health care	14	18	11
Social Security	–	14	10
Taxes	16	9	7
Foreign policy	4	6	6
Crime/drugs	6	7	5
Gun control	–	7	5
Gas prices	–	–	4

the 4% who volunteered issues having to do with the economy a year ago. Another 4% of Americans mentioned gas prices as the one issue they want the candidates to focus on.

Talk about the government's budget surplus over the past several years seems to have eased much of the public concern about federal spending and the national debt. Just 2% mentioned the federal budget and debt as the issue they most want candidates to talk about, down from as many as 14% in 1995.

Many See Need for Change

If this election is a debate over change versus continuity, Americans are narrowly divided on the question— though slightly more see a need for major change. Nearly half (47%) say it is more important for the next president to make major changes in national policy to solve problems that are not getting any better, while 41% say the next president should continue policies that are now leading to improved conditions around the country.

Not surprisingly, most Republicans — 61% — say the country needs major changes, while on balance Democrats favor continuity (49% say continue current policies, 40% say make major changes). Independents are evenly divided, with 42% favoring current policies and 45% favoring major change.

Americans are not as narrowly divided on the question of continuing the policies of the *Clinton* presidency, however. Just 40% say they would like the next president to offer programs similar to those of the Clinton administration, while 52%

want a president who offers different policies and programs. While opinion on this question falls sharply along party lines, fully half of independents say they want the next president to pursue different programs and policies.

	--- Party ID ---			
	<u>All</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
	%	%	%	%
<i>Which is more important for next president to do ...</i>				
Continue current policies	41	31	49	42
Make major changes	47	61	40	45
Both (Vol.)	7	4	6	8
Don't know	<u>5</u>	<u>4</u>	<u>5</u>	<u>5</u>
	100	100	100	100
<i>Should the next president offer programs and policies ...</i>				
Similar to Clinton	40	13	63	42
Different from Clinton	52	81	29	50
Don't know	<u>8</u>	<u>6</u>	<u>8</u>	<u>8</u>
	100	100	100	100

But regardless of party, Americans across the board believe the country needs strong leadership that tries to solve problems "without worrying how Congress and the Supreme Court might feel." Nearly two-thirds (63%) favor strong leadership, while just 27% take the opposite view, saying strong leadership might be dangerous. Support for a strong presidency is unchanged from eight years ago, but substantially greater than in the post-Watergate period of 1976.

News Interest Index: Gas Prices Top News Story

The escalating price of gasoline was the month's top news story. Interest was particularly strong in the Midwest, where gas prices have been highest. Overall, 61% of the public followed this story very closely, but nearly seven-in-ten (69%) of those living in the Midwest tracked it very closely. Interest in gas prices has not been this high since the Persian Gulf crisis in October 1990.

Interest in the presidential campaign has increased slightly, with 23% following it very closely in June compared to 18% in April. More Republicans are paying close attention to the campaign (28%) than either Democrats (24%) or independents (19%). Americans under age 30 continue to show less interest than older people in the election; only 16% are following it very closely, compared to 31% of those age 50 and older.

A federal judge's ruling that Microsoft should be broken up was followed very closely by 28% of the public. Internet users have taken a particularly strong interest in this story. Nearly one-third (32%) of those who go online followed the ruling very closely compared to 22% of non-Internet users. Men have paid much more attention to this story than women (34% vs. 21%).

One-quarter of the public paid close attention to the reports about missing files from the Los Alamos nuclear laboratory. Republicans have been more interested in this story than Democrats or independents (35% compared to 21% and 22%, respectively).

The recent summit between President Clinton and Russian President Putin was followed very closely by only 9% of the public. That is about the same percentage that paid close attention to Clinton's 1997 summit with former Russian President Boris Yeltsin. There has been a steep decline in attention to these meetings since the end of the Cold War; fully one-third of the public closely followed President George Bush's summit with Soviet leader Mikhail Gorbachev a decade ago.

SATISFACTION WITH THE STATE OF THE NATION

	--- August 1999 ---			--- June 2000 ---			Change in Satisfied
	Satisfied	Dissatisfied	DK/Ref	Satisfied	Dissatisfied	DK/Ref	
	%	%	%	%	%	%	
Total	56	39	5=100	47	45	8=100	-10
Sex							
Male	61	34	5	51	42	7	-10
Female	53	43	4	44	48	8	-9
Race							
White	57	39	4	48	45	7	-9
Non-white	57	39	4	45	46	9	-12
Black	56	39	5	39	50	11	-17
Hispanic*	67	29	4	52	43	5	-15
Race and Sex							
White Men	60	35	5	51	43	6	-9
White Women	53	43	4	45	47	8	-8
Age							
Under 30	60	38	2	54	39	7	-6
30-49	59	38	3	48	45	7	-11
50-64	55	40	5	44	49	7	-11
65+	48	42	10	42	50	8	-6
Sex and Age							
Men							
18-29	63	35	2	59	34	7	-4
30-49	65	31	4	50	44	6	-15
50+	55	37	8	46	47	7	-9
Women							
18-29	57	40	3	50	43	7	-7
30-49	53	45	2	45	47	8	-8
50+	49	44	7	41	51	8	-8
Education							
College Grad.	65	31	4	59	35	6	-6
Some College	59	38	3	47	46	7	-12
High School Grad.	56	41	3	44	49	7	-12
<H.S. Grad.	45	45	10	37	50	13	-8

* The designation Hispanic is unrelated to the white-black categorization.

Question: Now I'd like your views of the state of the nation...All in all, are you satisfied or dissatisfied with the way things are going in this country today?

Continued ...

	--- August 1999 ---			--- June 2000 ---			Change in Satisfied
	Satisfied	Dissatisfied	DK/Ref	Satisfied	Dissatisfied	DK/Ref	
	%	%	%	%	%	%	
Total	56	39	5=100	47	45	8=100	-10
Family Income							
\$75,000+	67	30	3	59	36	4	-8
\$50,000-\$74,999	61	36	3	53	42	5	-8
\$30,000-\$49,999	59	37	4	43	49	8	-16
\$20,000-\$29,999	50	46	4	52	41	7	+2
<\$20,000	47	47	6	40	51	9	-7
Region							
East	63	32	5	48	44	8	-15
Midwest	55	40	5	49	44	7	-6
South	52	45	3	43	49	8	-9
West	61	34	5	51	42	7	-10
Religious Affiliation							
Total White Protestant	52	45	3	45	49	6	-7
White Protestant Evangelical	40	56	4	34	59	6	-6
White Prot. Non-Evangelical	63	34	3	55	39	6	-8
White Catholic	67	29	4	52	40	8	-15
Community Size							
Large City	64	33	3	48	45	7	-16
Suburb	58	39	3	54	39	7	-4
Small City/Town	58	37	5	48	44	8	-10
Rural Area	44	50	6	37	55	8	-7
Party ID							
Republican	47	49	4	39	55	6	-8
Democrat	70	27	3	56	37	7	-14
Independent	53	41	5	47	45	8	-6
Party and Ideology							
Conservative Republican		n/a		35	60	5	n/a
Moderate/Liberal Republican		n/a		46	48	6	n/a
Conservative/Moderate Dem.		n/a		54	40	6	n/a
Liberal Democrat		n/a		62	30	8	n/a
Clinton Approval							
Approve	69	26	5	61	32	7	-8
Disapprove	34	63	3	27	65	6	-7
1996 Presidential Vote							
Clinton	69	27	4	58	36	6	-11
Dole	40	57	3	31	64	5	-9
2000 Vote Preference							
Gore/Lean Gore	68	27	5	56	36	8	-12
Bush/Lean Bush	49	47	4	41	53	6	-8

TREND IN PRESIDENTIAL TRIAL HEAT*

(Based on Registered Voters)

	--- March 2000 ---			--- May 2000 ---			--- June 2000 ---			May-June Change	
	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	in Gore	(N)
	%	%	%	%	%	%	%	%	%		
Total	49	43	8=100	45	46	9=100	46	45	9=100	+1	(1509)
Sex											
Male	46	47	7	43	50	7	41	50	9	-2	(675)
Female	52	39	9	48	43	9	50	41	9	+2	(834)
Race											
White	45	47	8	41	51	8	41	50	9	0	(1253)
Non-white	78	17	5	69	23	8	73	19	8	+4	(234)
Black	82	14	4	76	16	8	85	8	7	+9	(162)
Hispanic†	53	41	6	54	41	5	56	34	10	+2	(70)
Race and Sex											
White Men	40	53	7	39	54	7	36	55	9	-3	(562)
White Women	48	42	9	43	47	10	45	46	9	+2	(691)
Age											
Under 30	44	49	7	48	48	4	44	49	7	-4	(264)
30-49	46	47	7	45	47	8	45	46	9	0	(565)
50-64	49	41	10	40	51	9	50	44	6	+10	(377)
65+	62	30	8	49	40	11	45	42	13	-4	(282)
Sex and Age											
Men under 50	43	50	8	43	50	7	40	51	9	-3	(397)
Women under 50	45	7	48	44	8	49	44	7	+1	(432)	
Men 50+	52	42	6	41	51	8	44	47	9	+3	(274)
Women 50+	58	30	12	47	41	12	52	39	9	+5	(385)
Education											
College Grad.	48	47	5	46	48	6	47	45	8	+1	(532)
Some College	48	43	9	42	48	10	41	52	7	-1	(349)
H.S. Grad & Less	51	40	9	46	45	9	48	42	10	+2	(618)

* Figures for June 2000 collected June 14-21, 2000; Includes leaners.

† The designation Hispanic is unrelated to the white-black categorization. Note small sample size.

Question: Suppose there were only two major candidates for president and you had to choose between Al Gore, the Democrat; and George W. Bush, the Republican. Who would you vote for?
As of TODAY, do you LEAN more to Gore, the Democrat; or Bush, the Republican?

Continued ...

	--- March 2000 ---			--- May 2000 ---			--- June 2000 ---			May-June	
	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	Change	(N)
	%	%	%	%	%	%	%	%	%	in Gore	
Total	49	43	8=100	45	46	9=100	46	45	9=100	+1	(1509)
Family Income											
\$75,000+	43	52	5	43	49	8	42	55	3	-1	(252)
\$50,000-\$74,999	38	54	8	43	50	7	45	49	6	+2	(242)
\$30,000-\$49,999	50	45	5	45	48	7	47	46	7	+2	(366)
\$20,000-\$29,999	52	37	11	53	41	6	53	38	9	0	(190)
<\$20,000	64	29	7	50	42	8	53	36	11	+3	(209)
Region											
East	61	30	9	51	37	12	48	41	11	-3	(276)
Midwest	46	46	8	47	44	9	44	48	8	-3	(367)
South	48	45	7	39	54	7	45	46	9	+6	(579)
West	44	46	10	49	45	6	47	45	8	-2	(287)
Religious Affiliation											
Total White Protestant	36	54	10	34	58	8	37	56	7	+3	(734)
White Protestant Evangelical	31	61	8	27	66	7	28	65	7	+1	(363)
White Prot. Non-Evangelical	43	46	11	41	50	9	46	46	8	+5	(371)
White Catholic	50	45	5	43	44	13	45	48	7	+2	(259)
Community Size											
Large City	61	32	7	55	37	8	55	34	11	0	(311)
Suburb	50	46	4	42	50	8	50	43	7	+8	(341)
Small City/Town	44	45	11	44	48	8	42	50	8	-2	(530)
Rural Area	45	45	10	43	49	8	41	50	9	-2	(318)
Party ID											
Republican	8	88	4	7	87	6	11	84	5	+4	(476)
Democrat	85	10	5	86	10	4	81	13	6	-5	(566)
Independent	47	39	14	41	46	13	40	49	11	-1	(376)
Party and Ideology											
Conservative Republican		n/a			n/a		6	91	3	n/a	(312)
Moderate/Liberal Republican		n/a			n/a		20	74	6	n/a	(156)
Conservative/Moderate Dem.		n/a			n/a		77	17	6	n/a	(387)
Liberal Democrat		n/a			n/a		91	5	4	n/a	(162)
Clinton Approval											
Approve	74	20	6	68	25	7	69	23	8	+1	(837)
Disapprove	13	79	8	12	82	6	11	81	8	-1	(562)
Labor Union											
Union Household	59	36	5	55	37	8	56	37	7	+1	(232)
Non-Union Household	48	44	8	43	49	8	44	47	9	+1	(1249)

THOUGHT GIVEN TO THE ELECTION

(Based on Registered Voters)

	--- June 1996 --			--- June 2000 ---			Change in Quite A Lot
	Quite A Lot	Some/A Little/None	DK/Ref	Quite A Lot	Some/A Little/None	DK/Ref	
	%	%	%	%	%	%	
Total	50	49	1=100	46	54	*=100	-4
Sex							
Male	51	47	2	46	53	1	-5
Female	49	50	1	46	54	*	-3
Race							
White	51	48	1	47	53	*	-4
Non-white	45	55	*	40	59	1	-5
Black	44	56	0	36	63	1	-8
Hispanic*	42	56	2	43	57	0	+1
Race and Sex							
White Men	51	47	2	48	52	*	-3
White Women	50	49	1	46	53	1	-4
Age							
Under 30	35	65	0	35	65	0	0
30-49	49	50	1	41	59	*	-8
50-64	56	43	1	54	45	1	-2
65+	56	40	4	55	43	2	-1
Sex and Age							
Men							
18-29	39	61	0	38	62	0	-1
30-49	53	46	1	43	57	*	-10
50+	55	42	3	54	45	1	-1
Women							
18-29	30	70	0	33	67	0	+3
30-49	46	54	*	39	61	0	-7
50+	57	42	1	55	44	1	-2
Education							
College Grad.	64	35	1	53	47	*	-11
Some College	51	48	1	50	50	*	-1
High School Grad.	45	54	1	43	56	1	-2
<H.S. Grad.	32	66	2	34	64	2	+2

* The designation Hispanic is unrelated to the white-black categorization.

Question: How much thought have you given to the upcoming Presidential election — quite a lot or only a little?

Continued ...

	--- June 1996 ---			--- June 2000 ---			Change in Quite A Lot
	Quite A Lot	Some/A Little/None	DK/Ref	Quite A Lot	Some/A Little/None	DK/Ref	
	%	%	%	%	%	%	
Total	50	49	1=100	46	54	*=100	-4
Family Income							
\$75,000+	58	41	1	54	46	0	-4
\$50,000-\$74,999	63	36	1	47	53	0	-16
\$30,000-\$49,999	51	49	*	47	53	*	-4
\$20,000-\$29,999	49	51	*	37	62	1	-12
<\$20,000	36	61	3	44	55	1	+8
Region							
East	45	54	1	46	54	*	+1
Midwest	49	49	2	43	57	*	-6
South	51	47	2	47	52	1	-4
West	52	47	1	48	52	0	-4
Religious Affiliation							
Total White Protestant	55	44	-	49	50	1	-6
White Protestant Evangelical	52	46	2	55	45	*	+3
White Prot. Non-Evangelical	56	44	*	44	55	1	-12
White Catholic	47	52	1	45	55	*	-2
Community Size							
Large City	49	50	1	46	54	*	-3
Suburb	51	48	1	49	50	1	-2
Small City/Town	50	49	1	45	54	1	-5
Rural Area	48	50	2	45	55	*	-3
Party ID							
Republican	55	44	1	56	43	1	+1
Democrat	50	50	*	45	54	1	-5
Independent	44	54	2	38	62	*	-6
Party and Ideology							
Conservative Republican	58	40	2	60	39	1	+2
Moderate/Liberal Republican	49	50	1	48	51	1	-1
Conservative/Moderate Dem.	46	53	1	46	53	1	0
Liberal Democrat	59	41	*	49	51	0	-10
Clinton Approval							
Approve	45	54	1	40	60	*	-5
Disapprove	59	39	2	59	40	1	0
1992/1996 Presidential Vote							
Clinton	52	47	1	44	56	*	-8
Bush/Dole	60	38	2	67	33	*	+7
2000 Vote Preference							
Gore/Lean Gore		n/a		43	57	*	n/a
Bush/Lean Bush		n/a		52	47	1	n/a

REASONS FOR NOT VOTING
(Based on Those Who Don't Always Vote)

	<u>Don't Like Candidates</u>	<u>Don't Know Enough</u>	<u>Can make more Difference in Other Ways</u>	<u>Not Involved in Politics</u>
	%	%	%	%
Total	72	64	47	36
Sex				
Male	74	60	51	34
Female	70	69	42	38
Race				
White	72	65	46	36
Non-white	70	64	49	38
Black	71	66	50	36
Hispanic*	65	71	50	35
Race and Sex				
White Men	74	60	50	34
White Women	70	69	42	39
Age				
Under 30	70	69	49	37
30-49	75	65	48	34
50-64	72	58	41	34
65+	60	60	40	47
Sex and Age				
Men				
18-29	74	62	54	37
30-49	76	61	51	32
50+	69	56	46	34
Women				
18-29	66	75	45	37
30-49	74	68	45	37
50+	67	62	35	43
Education				
College Grad.	74	60	41	24
Some College	72	63	48	28
High School Grad.	73	66	47	40
<H.S. Grad.	67	70	50	52

* The designation Hispanic is unrelated to the white-black categorization.

Question: I am going to read some reasons why some people have told us they don't always vote. For each statement, please tell me whether you completely agree with it, mostly agree with it, mostly disagree with it or completely disagree with it. The first one is... (I sometimes don't like any of the candidates; I sometimes feel I don't know enough about the candidates to vote; I can make more of a difference by getting involved in my community than by voting in elections; I don't want to involve myself with politics)

Continued ...

	<u>Don't Like</u> <u>Candidates</u>	<u>Don't Know</u> <u>Enough</u>	<u>Can make more</u> <u>Difference in</u> <u>Other Ways</u>	<u>Not Involved</u> <u>in Politics</u>
	%	%	%	%
<i>Total</i>	72	64	47	36
<i>Family Income</i>				
\$75,000+	75	59	41	33
\$50,000-\$74,999	71	58	44	26
\$30,000-\$49,999	74	66	40	32
\$20,000-\$29,999	76	70	53	40
<\$20,000	63	67	53	45
<i>Region</i>				
East	71	63	46	37
Midwest	70	63	49	32
South	72	64	47	38
West	74	67	44	38
<i>Religious Affiliation</i>				
Total White Protestant	72	67	44	36
White Protestant Evangelical	71	67	44	40
White Prot. Non-Evangelical	72	67	44	33
White Catholic	72	60	43	30
<i>Community Size</i>				
Large City	70	63	49	33
Suburb	74	62	44	32
Small City/Town	68	65	46	38
Rural Area	78	67	47	40
<i>Party ID</i>				
Republican	71	63	47	30
Democrat	69	69	42	36
Independent	77	63	50	40
<i>Party and Ideology</i>				
Conservative Republican	70	60	49	28
Moderate/Liberal Republican	74	65	46	31
Conservative/Moderate Dem.	71	69	38	36
Liberal Democrat	68	71	55	37
<i>Clinton Approval</i>				
Approve	71	65	45	34
Disapprove	75	62	46	37
<i>2000 Vote Preference</i>				
Gore/Lean Gore	69	67	46	35
Bush/Lean Bush	74	65	47	34
<i>Registered To Vote</i>				
Yes	73	64	41	30
No	71	65	54	45

PROFILE OF THE ELECTORATE

	<u>Total Voting Age Population</u> %	<u>Registered Voters</u> %	<u>NOT Registered Voters</u> %	<u>Likely Voters</u> %	<u>NOT Likely Voters</u> %
Sex					
Male	48	47	51	48	48
Female	<u>52</u>	<u>53</u>	<u>49</u>	<u>52</u>	<u>52</u>
	100	100	100	100	100
Race					
White	81	82	79	83	78
Non-white	18	17	20	15	20
Black	11	12	10	10	12
Hispanic*	9	7	14	6	12
Race and Sex					
White Men	39	39	40	40	37
White Women	42	43	39	43	41
Age					
Under 30	22	16	39	11	33
30-49	40	40	42	38	43
50-64	21	24	11	29	13
65+	17	20	8	22	11
Sex and Age					
Men					
18-29	11	8	19	6	15
30-49	20	19	24	18	23
50+	17	20	7	24	9
Women					
18-29	11	8	20	5	18
30-49	20	21	18	20	20
50+	20	23	11	27	14
Education					
College Grad.	24	26	17	31	16
Some College	23	25	20	26	22
High School Grad.	37	37	38	34	40
<H.S. Grad.	16	12	25	9	22
	(N=2174)	(N=1673)	(N=501)	(N=1170)	(N=1004)

* The designation Hispanic is unrelated to the white-black categorization.

Reading this Table: This table shows the percentage of each of these groups — *Total Voting Age Population, Registered Voters, Not Registered Voters, Likely Voters, and Not Likely Voters* — that are Men, Women, etc. For example, the first column shows that approximately 48% of the Total Voting Age Population are men, while the second column shows that 47% of Registered Voters are men, the third column shows that 51% of non-Registered Voters are men, the fourth column shows that 48% of Likely Voters are men, and the fifth column shows that 48% of non-Likely Voters are men.

Continued ...

	<u>Total Voting Age Population</u> %	<u>Registered Voters</u> %	<u>NOT Registered Voters</u> %	<u>Likely Voters</u> %	<u>NOT Likely Voters</u> %
<i>Family Income</i>					
\$75,000+	14	15	10	18	10
\$50,000-\$74,999	14	15	11	16	12
\$30,000-\$49,999	23	25	20	26	21
\$20,000-\$29,999	14	13	16	12	15
<\$20,000	18	15	26	13	23
<i>Region</i>					
East	20	19	22	19	20
Midwest	24	25	22	25	23
South	35	36	33	35	36
West	21	20	23	21	21
<i>Religious Affiliation</i>					
Total White Protestant	44	47	36	49	39
White Protestant Evangelical	22	24	18	25	19
White Prot. Non-Evangelical	22	23	18	24	20
White Catholic	16	16	15	17	15
<i>Community Size</i>					
Large City	21	21	22	20	22
Suburb	21	21	22	23	20
Small City/Town	37	36	39	36	37
Rural Area	21	22	17	21	21
<i>Party ID</i>					
Republican	27	31	17	34	20
Democrat	36	38	29	39	31
Independent	29	25	41	22	37
<i>Party and Ideology</i>					
Conservative Republican	17	20	8	23	10
Moderate/Liberal Republican	10	11	8	10	10
Conservative/Moderate Dem.	24	26	20	28	21
Liberal Democrat	10	10	7	11	8
<i>Clinton Approval</i>					
Approve	56	56	58	54	59
Disapprove	35	37	29	41	29
<i>2000 Vote Preference</i>					
Gore/Lean Gore	45	45	44	47	43
Bush/Lean Bush	45	46	42	47	43
	(N=2176)	(N=1673)	(N=501)	(N=1170)	(N=1004)

THE NEWS MEDIA'S COVERAGE OF THE PRESIDENTIAL CAMPAIGN?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't know</u>
	%	%	%	%	%
Total	7	41	38	10	4=100
Sex					
Male	8	38	39	12	3
Female	8	43	36	8	5
Race					
White	8	42	37	9	4
Non-white	8	35	42	11	4
Black	10	33	42	11	4
Hispanic*	15	34	39	10	2
Race and Sex					
White Men	8	39	39	11	3
White Women	7	45	35	8	5
Age					
Under 30	8	43	39	7	3
30-49	6	41	40	10	3
50-64	7	44	33	13	3
65+	12	34	40	9	5
Sex and Age					
Men					
18-29	8	43	39	8	2
30-49	5	39	41	12	3
50+	11	35	38	14	2
Women					
18-29	8	42	39	6	5
30-49	7	44	38	8	3
50+	8	43	34	9	6
Education					
College Grad.	5	42	39	12	2
Some College	7	40	40	10	3
High School Grad.	7	45	34	10	4
<H.S. Grad.	14	30	41	8	7
Family Income					
\$75,000+	8	42	39	10	1
\$50,000-\$74,999	5	45	37	10	3
\$30,000-\$49,999	7	43	39	8	3
\$20,000-\$29,999	8	37	38	12	5
<\$20,000	9	42	38	7	4

* The designation Hispanic is unrelated to the white-black categorization.

Question: All in all, how would you rate the job the press has done in covering the presidential campaign so far — excellent, good, only fair, or poor?

Continued ...

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't know</u>
	%	%	%	%	%
Total	7	41	38	10	4=100
Region					
East	7	43	36	11	3
Midwest	6	42	38	9	5
South	10	41	38	8	3
West	6	37	40	13	4
Religious Affiliation					
Total White Protestant	8	41	39	9	3
White Protestant Evangelical	8	40	39	9	4
White Prot. Non-Evangelical	7	43	38	9	3
White Catholic	5	48	34	9	4
Community Size					
Large City	7	40	37	12	4
Suburb	7	43	37	9	4
Small City/Town	8	40	40	9	3
Rural Area	8	40	36	11	5
Party ID					
Republican	4	40	41	12	3
Democrat	10	44	34	8	4
Independent	8	39	39	11	3
Party and Ideology					
Conservative Republican	5	39	40	13	3
Moderate/Liberal Republican	3	41	44	10	2
Conservative/Moderate Dem.	10	46	34	7	3
Liberal Democrat	11	42	36	9	2
Clinton Approval					
Approve	10	44	37	6	3
Disapprove	3	38	41	15	3
2000 Vote Preference					
Gore/Lean Gore	10	42	37	8	3
Bush/Lean Bush	6	41	40	11	2
Primary News Source					
Newspapers	6	41	39	9	5
Radio	7	27	41	16	9
Television	8	40	41	8	3
Network	9	37	40	11	3
Local	5	42	41	7	5
Cable	8	41	42	7	2

ABOUT THE SURVEYS

Results for the main survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 2,174 adults, 18 years of age or older, during the period June 14-28, 2000. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.5 percentage points. For results based on either Form 1 (N=1,089) or Form B (N=1,085), the sampling error is plus or minus 3.5 percentage points. For results based on Registered Voters(N=1,673), the sampling error is plus or minus 3 percentage points.

Results for Q.9/Q.9a through Q.14 concerning candidate preferences are based on interviews conducted June 14-21, 2000 (N=1,509 Registered Voters), the sampling error is plus or minus 3 percentage points. In addition Q.9/Q.9a was asked of a separate sample during the period June 23-30, 2000 (N=463 Registered Voters), with a sampling error of plus or minus 5 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

SURVEY METHODOLOGY IN DETAIL

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed). The design of the sample ensures this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

The telephone exchanges were selected with probabilities proportional to their size. The first eight digits of the sampled telephone numbers (area code, telephone exchange, bank number) were selected to be proportionally stratified by county and by telephone exchange within county. That is, the number of telephone numbers randomly sampled from within a given county is proportional to that county's share of telephone numbers in the U.S. Only working banks of telephone numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential listings.

The sample was released for interviewing in replicates. Using replicates to control the release of sample to the field ensures that the complete call procedures are followed for the entire sample. The use of replicates also insures that the regional distribution of numbers called is appropriate. Again, this works to increase the representativeness of the sample.

At least five attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home." If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who is at home." This systematic respondent selection technique has been shown empirically to produce samples that closely mirror the population in terms of age and gender.

Non-response in telephone interview surveys produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis.

The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 1999). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone.

The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JUNE 2000 VOTER ATTITUDES SURVEY — 21ST CENTURY VOTER
— FINAL TOPLINE —
June 14 - 28, 2000
N=2,174

FORM 1, ASK Q.1 THEN Q.2; FORM 2, ASK Q.2, THEN Q.1

My first question is...

Q.1 Do you approve or disapprove of the way Bill Clinton is handling his job as President? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way Bill Clinton is handling his job as President? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
June, 2000	56	35	9=100
May, 2000	57	33	10=100
April, 2000	57	31	12=100
March, 2000	57	35	8=100
February, 2000	58	33	9=100
January, 2000	56	35	9=100
December, 1999	55	35	10=100
October, 1999	59	34	7=100
Late September, 1999	59	33	8=100
September, 1999	56	36	8=100
August, 1999	60	32	8=100
July, 1999	58	31	11=100
June, 1999	55	35	10=100
May, 1999	56	34	10=100
April, 1999	56	38	6=100
March, 1999	62	31	7=100
February, 1999	64	30	6=100
Mid-January, 1999	66	29	5=100
January, 1999	63	30	7=100
Late December, 1998	71	27	2=100
Early December, 1998	61	32	7=100
November, 1998	65	29	6=100
September 21-22, 1998	62	33	5=100
September 19-20, 1998	55	36	9=100
Early September, 1998	61	33	6=100
Late August, 1998	62	32	6=100
Early August, 1998	63	28	9=100
June, 1998	59	32	9=100
May, 1998	62	28	10=100
April, 1998	62	28	10=100
March, 1998	65	26	9=100
Early February, 1998	71	26	3=100
January, 1998	61	30	9=100
November, 1997	58	31	11=100
September, 1997	58	29	13=100
August, 1997	59	32	9=100
June, 1997	54	34	12=100
May, 1997	57	34	9=100

Q.1 CONTINUED ...

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
April, 1997	55	34	11=100
February, 1997	60	32	8=100
Early February, 1997	57	30	13=100
January, 1997	59	31	10=100
November, 1996	57	34	9=100
July, 1996	54	38	8=100
June, 1996	54	38	8=100
April, 1996	53	39	8=100
March, 1996	55	38	7=100
February, 1996	51	39	10=100
January, 1996	50	43	7=100
October, 1995	48	42	10=100
September, 1995	45	42	13=100
August, 1995	44	44	12=100
June, 1995	50	40	10=100
April, 1995	47	43	10=100
March, 1995	44	44	12=100
February, 1995	44	44	12=100
December, 1994	41	47	12=100
November, 1994	48	40	12=100
October, 1994	41	47	12=100
Early October, 1994	38	47	15=100
September, 1994	41	52	7=100
July, 1994	45	46	9=100
June, 1994	42	44	14=100
May, 1994	46	42	12=100
March, 1994	45	42	13=100
January, 1994	51	35	14=100
Early January, 1994	48	35	17=100
December, 1993	48	36	16=100
October, 1993	44	42	14=100
September, 1993	49	35	16=100
Early September, 1993	43	43	14=100
August, 1993	39	46	15=100
May, 1993	39	43	18=100
Early May, 1993	45	37	18=100
April, 1993	49	29	22=100
February, 1993	56	25	19=100

On another subject...

Q.2 Now I'd like your views on the state of the nation...

All in all, are you satisfied or dissatisfied with the way things are going in this country today?

	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>No Opinion</u>
June, 2000	47	45	8=100
April, 2000	48	43	9=100
August, 1999	56	39	5=100
January, 1999	53	41	6=100
November, 1998	46	44	10=100
Early September, 1998	54	42	4=100
Late August, 1998	55	41	4=100
Early August, 1998	50	44	6=100
February, 1998	59	37	4=100
January, 1998	46	50	4=100
September, 1997	45	49	6=100
August, 1997	49	46	5=100
January, 1997	38	58	4=100
July, 1996	29	67	4=100
March, 1996	28	70	2=100
October, 1995	23	73	4=100
June, 1995	25	73	2=100
April, 1995	23	74	3=100
July, 1994	24	73	3=100
March, 1994	24	71	5=100
October, 1993	22	73	5=100
September, 1993	20	75	4=100
May, 1993	22	71	7=100
January, 1993	39	50	11=100
January, 1992	28	68	4=100
November, 1991	34	61	5=100
<i>Late February, 1991 (Gallup)</i>	<i>66</i>	<i>31</i>	<i>3=100</i>
August, 1990	47	48	5=100
May, 1990	41	54	5=100
January, 1989	45	50	5=100
September, 1988	50	45	5=100
May, 1988	41	54	5=100
January, 1988	39	55	6=100

Q.3 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely?
[INSERT ITEM; ROTATE ITEMS]

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref.
a. News about candidates for the 2000 presidential election	23	32	23	21	1=100
April, 2000	18	33	26	23	*=100
Early April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
December, 1999	16	36	24	23	1=100
October, 1999	17	32	28	22	1=100
September, 1999	15	31	33	20	1=100
July, 1999	15	38	24	22	1=100
June, 1999	11	25	29	34	1=100
July, 1996	22	40	23	14	1=100
July, 1992	20	45	26	9	*=100
May, 1988	22	46	23	6	3=100
b. A federal judge's ruling that the computer company Microsoft should be broken up into two separate companies, because it engaged in unfair business practices	28	37	17	17	1=100
May, 2000 ²	16	33	26	25	*=100
c. Recent increases in the price of gasoline	61	25	9	5	*=100
March, 2000	58	28	10	4	*=100
October, 1990	62	26	8	4	*=100
September, 1990	56	28	11	5	*=100
August, 1990	57	27	10	5	1=100
d. The recent summit in Moscow between President Clinton and Russian President Putin	9	20	28	42	1=100
April, 1997 ³	6	20	33	40	1=100
e. Reports that computer files containing nuclear secrets are missing from Los Alamos national laboratory	25	27	19	28	1=100

² In May 2000, the story was listed as "The government's recommendation that the computer software company Microsoft should be broken up into two separate companies, because it engaged in unfair business practices."

³ In April 1997, the story was listed as "The recent summit in Helsinki between President Clinton and Russian President Boris Yeltsin."

Q.4 How much thought have you given to the coming Presidential election — quite a lot or only a little?

BASED ON REGISTERED VOTERS [N=1,673]:

		Late Early										----- Gallup -----				
		May	Nov	Oct	Sept	Sept	July	June	Oct	Sept	Aug	June	Nov	Oct	Aug	Sept
		<u>2000</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1988</u>	<u>1988</u>	<u>1988</u>	<u>1988</u>
46	Quite a lot	48	67	65	61	56	55	50	77	69	72	63	73	69	61	57
6	Some (VOL.)	4	8	7	7	3	3	5	5	3	4	6	8	9	10	18
43	Only a little	42	22	26	29	36	41	41	16	26	23	29	17	20	27	23
5	None (VOL.)	5	3	1	2	4	1	3	1	1	1	1	2	2	2	2
*	DK/Refused	<u>1</u>	*	<u>1</u>	<u>1</u>	<u>1</u>	*	<u>1</u>	<u>1</u>	<u>1</u>	*	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
100		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.5 Are you more interested or less interested in politics this year than you were in 1996 — the last presidential election year?⁴

		July	June	June	March
		<u>1996</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>
38	More	42	41	55	57
38	Less	38	35	24	27
22	Same (VOL.)	19	22	19	14
<u>2</u>	Don't know/Refused	<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>
100		100	100	100	100

Q.6 How have you been getting most of your news about the Presidential election campaign? From television, from newspapers, from radio, from magazines, or from the Internet? (ACCEPT TWO ANSWERS; IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE) Any others?⁵

		Feb	Jan	Sept	April	Feb	Sept	Jun	May	March	Feb
		<u>2000</u>	<u>2000</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>
65	Television	73	75	75	81	85	83	84	86	83	80
27	Newspapers	33	31	44	48	56	49	55	51	48	49
11	Radio	15	12	14	21	21	13	18	17	14	18
2	Magazines	2	3	5	6	5	5	7	6	4	4
5	Internet	7	6	2	2	2	n/a	n/a	n/a	n/a	n/a
2	Other	2	3	2	3	1	4	4	3	3	3
2	Don't know/Refused	1	1	1	1	1	1	*	1	*	1

⁴ In 1996 the question referenced politics in 1992; in 1992 it referenced politics in 1988.

⁵ In 1996 the "Internet" category was worded "computer on-line sources."

IF RESPONDENT ANSWERED '1' TELEVISION IN Q.6 ASK:

Q.7 Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from cable news networks such as CNN and MSNBC?⁶ (**ACCEPT TWO ANSWERS; DO NOT PROBE**)

QUESTION ASKED JUNE 19-28, 2000 [N=797]:

		Feb <u>2000</u>	Jan <u>2000</u>	Sept <u>1996</u>	April <u>1996</u>
17	Network	20	24	29	39
24	Local	28	25	31	34
25	Cable	30	31	25	23
1	Other (VOL.)	2	1	1	2
*	Don't know/Refused	1	1	1	1

Q.8 Ordinarily, do you find that you go looking for the latest news about the presidential campaign, OR do you typically happen to come across campaign news without looking for it?

15 Go looking for campaign news
 83 Come across campaign news without looking
2 Don't know/Refused
 100

Q.9 Now, suppose the 2000 presidential election were being held TODAY. If you had to choose between Al Gore, the Democrat; George W. Bush, the Republican; Pat Buchanan, of the Reform Party; and Ralph Nader, of the Green Party — who would you vote for?

IF RESPONDENT ANSWERED '5' OTHER OR '9' DON'T KNOW IN Q.9, ASK:

Q.9a As of TODAY, do you LEAN more to Gore, the Democrat; Bush, the Republican; Buchanan, of the Reform Party; or Nader, of the Green Party?

BASED ON REGISTERED VOTERS:

June <u>23-30</u>	June <u>14-21</u>	
35	42	Gore/Lean Gore
42	41	Bush/Lean Bush
2	3	Buchanan/Lean Buchanan
2	4	Nader/Lean Nader
<u>19</u>	<u>10</u>	Undecided/Other/DK
100	100	
(N=463)	(N=1,509)	

⁶ In 1996, the question was worded: "Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from CNN?"

NOTE: Q.10-Q.14 BASED ON RESPONDENTS INTERVIEWED JUNE 14-21,2000 [N=1,958]

ASK ALL:

Q.10 Suppose there were only two major candidates for president and you had to choose between Al Gore, the Democrat; and George W. Bush, the Republican. Who would you vote for?

IF RESPONDENT ANSWERED '1' GORE OR '2' BUSH IN Q.10, ASK:

Q.10a Do you support (INSERT CHOICE FROM Q.10) strongly, or only moderately?

IF RESPONDENT ANSWERED '3' OTHER OR '9' DON'T KNOW IN Q.10, ASK:

Q.10b As of TODAY, do you LEAN more to Gore, the Democrat; or Bush, the Republican?

BASED ON REGISTERED VOTERS [N=1,509]:

June 14-21		May 2000	March 2000	Feb 2000	Dec 1999	Oct 1999 ⁷	Sept 1999	Aug 1999	July 1999	March 1999 ⁸	Jan 1999	Sept 1998
46	Gore/Lean Gore	45	49	45	40	39	39	41	42	41	44	40
18	Strongly	-	-	18	-	-	-	-	-	-	-	-
27	Moderately	-	-	26	-	-	-	-	-	-	-	-
1	Don't Know	-	-	1	-	-	-	-	-	-	-	-
45	Bush/Lean Bush	46	43	46	55	54	54	53	53	54	50	53
20	Strongly	-	-	19	-	-	-	-	-	-	-	-
25	Moderately	-	-	27	-	-	-	-	-	-	-	-
*	Don't Know	-	-	*	-	-	-	-	-	-	-	-
<u>9</u>	Undecided/Other/DK	<u>9</u>	<u>8</u>	<u>9</u>	<u>5</u>	<u>7</u>	<u>7</u>	<u>6</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>7</u>
100		100	100	100	100	100	100	100	100	100	100	100

	<u>June 1996</u>	<u>June 1992</u>
Clinton/Lean Clinton	55	41
Strongly	22	9
Moderately	32	32
Don't Know	1	-
Dole/Lean Dole or Bush/Lean Bush	40	45
Strongly	13	14
Moderately	26	31
Don't Know	1	-
Undecided/Other/Don't know	<u>5</u>	<u>14</u>
	100	100

IF DID NOT CHOOSE GORE IN Q.10 OR Q.10b ASK [N=832]:

Q.11 Do you think there is a chance that you might vote for Al Gore in November, or have you definitely decided not to vote for him?

BASED ON REGISTERED VOTERS:

June 14-21		<u>July 1996</u>
14	Chance might vote for him	8
34	Decided not to vote for him	36
<u>6</u>	Don't know/Refused	<u>4</u>
54%		48%

⁷ October 1999 results taken from the Typology re-interview survey.

⁸ In previous months, the question asked: "Suppose the 2000 presidential election were being held TODAY, and the candidates were Al Gore, the Democrat and Texas Governor George W. Bush, the Republican..."

IF DID NOT CHOOSE BUSH IN Q.10 OR Q.10b, ASK [N=803]:

Q.12 Do you think there is a chance that you might vote for George W. Bush in November, or have you definitely decided not to vote for him?

BASED ON REGISTERED VOTERS:

June		— Dole —
<u>14-21</u>		<u>July 1996</u>
15	Chance might vote for him	15
33	Decided not to vote for him	40
<u>7</u>	Don't know/Refused	<u>3</u>
55%		58%

Q.13 What do you like most about (INSERT NAME CHOSEN FROM Q.10 OR Q.10b) — his personality, his leadership ability, his experience, or his stand on issues?

BASED ON REGISTERED VOTERS WHO CHOSE GORE OR BUSH IN Q.10/Q.10b:

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on issues</u>	<u>Don't know</u>	
Al Gore (6/14-21)	7	13	29	42	9=100	(N=677)
May, 2000	10	13	30	40	7=100	
March, 2000	10	14	28	40	8=100	
October, 1999 ⁹	8	11	32	43	6=100	
George W. Bush (6/14-21)	10	19	11	50	10=100	(N=706)
May, 2000	12	22	8	51	7=100	
March, 2000	14	24	10	42	10=100	
October, 1999 ⁹	13	25	11	42	9=100	

Q.14 What do you like LEAST about (INSERT NAME NOT CHOSEN FROM Q.10 OR Q.10b) — his personality, his leadership ability, his experience, or his stand on issues?

BASED ON REGISTERED VOTERS WHO CHOSE GORE OR BUSH IN Q.10/Q.10b:

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on Issues</u>	<u>Don't know</u>	
Al Gore (6/14-21)	17	19	6	43	15=100	(N=706)
May, 2000	22	22	6	41	9=100	
March, 2000	22	20	5	43	10=100	
October, 1999 ⁹	24	22	5	39	10=100	
George W. Bush (6/14-21)	26	13	10	34	17=100	(N=677)
May, 2000	25	13	13	35	14=100	
March, 2000	33	8	13	35	11=100	
October, 1999 ⁹	19	11	13	41	16=100	

⁹ October 1999 results taken from the Typology re-interview survey.

ASK ALL:

Q.15 So far, do you think news organizations are giving too much coverage to the 2000 presidential campaign, too little coverage to the campaign, or the right amount of coverage?

		March <u>2000</u>	Feb <u>2000</u>	Sept <u>1999</u>	July <u>1999</u>	March <u>1996</u>	Oct <u>1995</u>	Sept <u>1992</u>	Feb <u>1992</u>	Oct <u>1991</u>	May <u>1988</u>	Nov <u>1987</u>
19	Too much	25	22	28	18	29	18	22	19	12	24	21
16	Too little	10	10	14	13	10	18	11	15	22	7	16
60	Right amount	61	63	49	59	58	60	62	62	58	62	58
<u>5</u>	Don't know/Refused	<u>4</u>	<u>5</u>	<u>9</u>	<u>10</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>4</u>	<u>8</u>	<u>7</u>	<u>5</u>
100		100	100	100	100	100	100	100	100	100	100	100

Q.16 What one issue would you most like to hear presidential candidates talk about? (OPEN-END. ACCEPT UP TO THREE MENTIONS.)

QUESTION ASKED JUNE 14-21 [N=1,958]:

		July <u>1999</u>	Sep <u>1996</u>	Oct <u>1995</u>	Oct <u>1991</u>
12	Education/Education reform	9	11	6	11
11	Economy	4	13	14	43
11	Health care reform/Health care in general	18	14	20	8
10	Social Security	14	-	-	-
7	Taxes	9	16	8	6
6	Foreign Policy	6	4	5	-
5	Crime/Drugs	7	6	9	5
5	Gun control	7	-	-	-
4	Gas prices	-	-	-	-
3	Moral issues/Ethics	6	5	8	-
3	Abortion	1	4	-	-
2	Child care/Family issues	-	-	-	-
2	Medicare	11	-	-	-
2	Senior citizens/elderly	-	-	-	-
2	The job situation/Unemployment	2	8	6	15
2	Poverty/Homelessness	-	-	-	-
2	Size of government	-	-	-	-
2	Federal budget/Budget deficit/National debt	8	10	14	8
1	Welfare reform	2	12	8	-
1	Race relations	1	*	2	-
1	Campaign finance reform	1	3	4	-
13	Other issues	10	16	10	27
16	Don't know/Refused	13	6	6	13

Q.17 As it's shaping up so far, what's your opinion of the likely presidential candidates for this year? Would you say that you are very satisfied, fairly satisfied, not too satisfied, or not at all satisfied with the likely choices?

— Based on Registered Voters —

<u>Total</u>	<u>RVs</u>		Late				<u>June</u>	<u>Oct</u>	<u>Aug</u>	<u>June</u>
			<u>March</u>	<u>July</u>	<u>Oct</u>	<u>Sept</u>				
13	14	Very satisfied	13	13	11	11	9	10	11	6
49	50	Fairly satisfied	47	40	48	50	37	41	42	31
22	22	Not too satisfied	27	25	27	26	31	33	31	35
12	11	Not at all satisfied	11	12	11	10	19	14	15	26
<u>4</u>	<u>3</u>	Don't know/Refused	<u>2</u>	<u>10</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>1</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100

(N=1,673)

Q.18 What's your impression...do George W. Bush and Al Gore take different positions on the issues, or are they pretty similar in their positions on the issues?

— July 1999 —

<u>Total</u>	<u>RVs</u>		<u>Total</u>	<u>RVs</u>
49	51	Different	43	47
33	33	Similar	25	24
<u>18</u>	<u>16</u>	Don't know/Refused	<u>32</u>	<u>29</u>
100	100		100	100

(N=1,673)

ASK FORM 1 ONLY [N=1,089]:

Q.19 Some people think who we elect as president is not as important THESE DAYS compared to the 1970s and 1980s. Other people think who we elect as president THESE DAYS is just as important as then. Which comes closer to your view?

21	Who we elect as president is not as important these days compared to the 1970s and 1980s
74	Who we elect as president these days is just as important as then
<u>5</u>	Don't know/Refused
100	

ASK FORM 2 ONLY [N=1,085]:

Q.20 As far as making progress on the important issues facing the country is concerned, does it really matter who wins the 2000 presidential election, or will things be pretty much the same regardless of who is elected president?

Opinion Research Corporation
Aug 1976¹¹

45	Really matters who wins the 2000 presidential election	45
49	Things will pretty much be the same regardless of who is elected president	46
<u>6</u>	Don't know/Refused	<u>9</u>
100		100

¹⁰ In previous years the question was worded "What's your opinion of the presidential candidates this year? Would you say that you are very satisfied, fairly satisfied, not too satisfied, or not at all satisfied with the choices?"

¹¹ Question was asked about the 1976 presidential election.

ASK FORM 1 ONLY [N=1,089]:

Q.21 Some people feel it is difficult to choose between Al Gore and George W. Bush because EITHER ONE would make a good president. Do you agree, or disagree?

32 Agree
 61 Disagree
7 Don't know/Refused
 100

ASK FORM 2 ONLY [N=1,085]:

Q.22 Some people feel it is difficult to choose between Al Gore and George W. Bush because NEITHER ONE would make a good president. Do you agree, or disagree?

37 Agree
 55 Disagree
8 Don't know/Refused
 100

On another subject...

Q.23 A year from now, do you expect that economic conditions in the country as a whole will be better than they are at present, or worse, or just about the same as now?

		Early							
		Sept	May	Feb	Sept	May	Jan	Jan	
		1998	1990	1989	1988	1988	1988	1984	
15	Better	18	18	25	24	24	22	35	
24	Worse	17	31	22	16	20	26	13	
55	Same	61	45	49	51	46	45	49	
<u>6</u>	Don't know/Refused	<u>4</u>	<u>6</u>	<u>4</u>	<u>9</u>	<u>10</u>	<u>7</u>	<u>3</u>	
100		100	100	100	100	100	100	100	

Q.24 How would you rate your own personal financial situation? Would you say you are in excellent shape, good shape, only fair shape, or poor shape?

		— U.S. News & World Report —										
		Aug	May	Sept	Mar	Dec	Jan	Oct	Aug	May	Jan	
		1999	1997	1996 ¹²	1994	1993	1993	1992	1992	1992	1992	
9	Excellent shape	6	7	8	5	5	4	6	5	4	4	
43	Good shape	43	43	47	41	34	33	34	30	35	32	
35	Only fair shape	41	38	34	40	45	46	40	47	45	45	
11	OR poor shape	9	11	10	13	15	16	19	17	15	18	
<u>2</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	
100		100	100	100	100	100	100	100	100	100	100	

Q.25 Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Other's aren't that interested. Would you say you follow what's going on in- government and public affairs most of the time, some of the time, only now and then, or hardly at all?

	<u>Most of The Time</u>	<u>Some of the Time</u>	<u>Only Now and Then</u>	<u>Hardly at All</u>	<u>Don't know/ Refused</u>
June, 2000	38	32	19	11	*=100
Late September, 1999	39	32	20	9	*=100
August, 1999	40	35	17	8	*=100
November, 1998	46	27	14	13	*=100
October, 1998 (RVs)	57	29	10	4	*=100
Early October, 1998 (RVs)	51	33	11	5	*=100
Early September, 1998	45	34	15	6	*=100
June, 1998	36	34	21	9	*=100
November, 1997	41	36	16	7	*=100
November, 1996 (RVs)	52	32	12	4	*=100
October, 1996 (RVs)	43	37	13	6	1=100
June, 1996	41	34	17	8	*=100
October, 1995	46	35	14	5	*=100
April, 1995	43	35	16	6	*=100
November, 1994	49	30	13	7	1=100
October, 1994	45	35	14	6	*=100
July, 1994	46	33	15	6	*=100
May, 1990	39	34	18	9	*=100
February, 1989	47	34	14	4	1=100
October, 1988	52	33	11	4	*=100
September, 1988	58	32	8	2	*=100
May, 1988	37	37	17	6	3=100
January, 1988	37	35	18	8	2=100
November, 1987	49	32	14	4	1=100
May, 1987	41	35	15	7	2=100
July, 1985	36	33	18	12	1=100

Q.26 These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

IF RESPONDENT ANSWERED '1' YES IN Q.26, ASK:

Q.27 Are you absolutely certain that you are registered to vote or is there a chance that your registration has lapsed because you moved or for some other reason?

	<u>Yes, Registered</u>	<u>Absolutely Certain</u>	<u>Chance Lapsed</u>	<u>DK/ Ref</u>	<u>No, Not Registered</u>	<u>DK/Ref.</u>
June, 2000	79	75	4	*	21	*=100
Late September, 1999	74	69	5	*	24	2=100
Early September, 1998	77	74	3	*	22	1=100
Late August, 1998	78	75	3	*	22	*=100
June, 1998	78	73	4	1	22	*=100
November, 1997	80	75	4	1	20	*=100
September, 1997	79	76	3	*	20	1=100
November, 1996	76	69	2	*	24	*=100
June, 1996	79	75	4	0	21	*=100
October, 1995	76	73	3	*	23	1=100
April, 1995	76	74	2	0	23	1=100

Q.26/Q.27 CONTINUED ...

	<u>Yes,</u> <u>Registered</u>	<u>Absolutely</u> <u>Certain</u>	<u>Chance</u> <u>Lapsed</u>	<u>DK/</u> <u>Ref</u>	<u>No, Not</u> <u>Registered</u>	<u>DK/</u> <u>Ref.</u>
December, 1994	74	70	3	1	24	2=100
November, 1994	73	70	2	1	26	1=100
Late October, 1994	77	74	3	0	22	1=100
Early October, 1994	76	72	4	*	23	1=100
July, 1994	79	75	4	0	20	1=100
May, 1993	82	-	-	-	17	1=100
June, 1992	76	73	3	0	23	1=100
November, 1990	80	-	-	-	20	0=100

IF RESPONDENT ANSWERED '2' NO OR '9' NOT SURE IN Q.26 OR '2' CHANCE OR '9' NOT SURE IN Q.27 ASK:

Q.28 Do you plan to register to vote, or is there a chance that you may not register?

IF RESPONDENT ANSWERED '2' NO OR '9' NOT SURE IN Q.26 OR '2' CHANCE OR '9' NOT SURE IN Q.27 ASK:

Q.29 Have you ever, at any time, been registered to vote, or haven't you ever had the chance to register?

	<u>June 1992</u>
25% Not registered	27%
11 Never have been	11
14 Have been in the past	16
* Not sure if ever	*
13 Plan to register	17
11 Chance may not	9
1 Don't know/Refused	1

Q.30 Do you, yourself, plan to vote in the election this November?

IF YES IN Q.30, ASK:

Q.31 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

BASED ON REGISTERED VOTERS [N=1,673]:

	<u>Yes, Plan</u> <u>To Vote</u>	<u>Absolutely</u> <u>Certain</u>	<u>Fairly</u> <u>Certain</u>	<u>Not</u> <u>Certain</u>	<u>No, Don't</u> <u>Plan To</u>	<u>Can't Say/</u> <u>Don't know</u>
June, 2000	95	84	10	1	2	3=100
Late October, 1998 [†]	91	-	-	-	6	3=100
Early October, 1998†	92	-	-	-	4	4=100
Early September, 1998†	95	-	-	-	2	3=100
Late August, 1998†	93	75	17	1	3	4=100
June, 1998†	95	74	19	2	3	2=100
November, 1996	96	-	-	-	2	2=100
October, 1996	98	87	10	1	1	1=100
September, 1996	98	89	8	1	1	1=100
September, 1996	96	83	11	2	2	2=100

† Non-Presidential elections

Q.30/Q.31 CONTINUED ...

	Yes, Plan <u>To Vote</u>	Absolutely <u>Certain</u>	Fairly <u>Certain</u>	Not <u>Certain</u>	No, Don't <u>Plan To</u>	Can't Say/ <u>Don't know</u>
July, 1996	95	82	12	1	3	2=100
June, 1996	96	84	11	1	2	2=100
November, 1994†	71	-	-	-	26	3=100
October, 1994†	95	-	-	-	3	2=100
October, 1992	98	91	6	1	1	1=100
September, 1992	98	85	11	2	1	1=100
August, 1992	97	89	8	*	1	2=100
June, 1992	97	88	8	1	1	2=100
Gallup: November, 1988	97	87	9	1	2	1=100
Gallup: October, 1988	98	-	-	-	1	1=100

† Non-Presidential elections

ASK FORM 1 ONLY [N=1,089]:

Q.32 Regardless of who you support, which one of the presidential candidates — Al Gore or George W. Bush — do you think would do the best job of (INSERT ITEM; ROTATE ITEMS).

(IF ANSWERS ANYONE OTHER THAN GORE OR BUSH, ASK: If you had to choose between Gore and Bush...)

		George			
		<u>Al Gore</u>	<u>W. Bush</u>	<u>Neither</u>	<u>DK/Ref.</u>
a.	Keeping the economy strong March, 2000	39 44	38 43	6 4	17=100 9=100
b.	Keeping Social Security and Medicare financially sound March, 2000	41 47	35 36	6 5	18=100 12=100
c.	Improving the health care system March, 2000	43 49	29 33	7 5	21=100 13=100
d.	Dealing with taxes March, 2000	34 42	38 40	8 6	20=100 12=100
e.	Improving education March, 2000	43 41	34 44	6 4	17=100 11=100
f.	Representing your views on gun control March, 2000	35 41	35 37	5 5	25=100 17=100
g.	Protecting and strengthening families March, 2000	37 43	38 37	8 6	17=100 14=100
h.	Making wise decisions about the country's defense policy	33	43	6	18=100
i.	Reducing partisan bickering and conflict in Washington	28	30	18	24=100
j.	Representing your views on the death penalty	29	37	4	30=100
ITEM ONLY ASKED JUNE 15-28 [N=918]:					
k.	Controlling the price of gasoline March, 2000	26 25	29 41	18 14	27=100 20=100

ASK FORM 2 ONLY [N=1,085]:

Q.33 Now a few more questions about the presidential campaign... As I read a list of phrases, tell me if you think each phrase better describes George W. Bush or Al Gore. **(INSERT ITEM; ROTATE ITEMS)**

		<u>Al Gore</u>	<u>George W. Bush</u>	<u>Neither</u>	<u>Both Equally</u>	<u>DK/ Ref.</u>
a.	Would use good judgement in a crisis	36	41	6	6	11=100
b.	Personally likeable	36	40	7	9	8=100
c.	A typical politician	36	34	1	21	8=100
d.	Can get things done	30	43	8	7	12=100
e.	Honest and truthful	30	33	20	7	10=100
f.	Has new ideas	31	36	13	8	12=100
g.	Personally qualified to be president	37	36	10	10	7=100
h.	Shares my values	35	38	12	5	10=100
i.	Connects well with ordinary Americans	38	39	7	7	9=100
j.	Willing to take a stand, even if it's unpopular	32	44	10	5	9=100

Q.34 Again thinking about the presidential campaign...
How would you describe the presidential election campaign so far — is it interesting to you, or would you say it is dull?

IF RESPONDENT ANSWERED '2' DULL IN Q.34, ASK:

Q.35 Why is the campaign not interesting to you? Is it because of — **(READ RESPONSES; ROTATE ORDER)**...

		<u>July 1996</u>
28	Interesting	21
65	Dull	73
17	The quality of the candidates	20
18	The way the candidates are campaigning, OR	25
17	The way the press is covering the election.	16
9	Something else (VOL.)	10
4	Don't know/Refused	2
4	Neither (VOL.)	3
<u>3</u>	Don't know/Refused	<u>3</u>
100		100

ROTATE ORDER OF Q.36 AND Q.37

Q.36 What grade would you give Al Gore as to how good a job he is doing in convincing you to vote for him? Would you grade his election campaign: A, B, C, D, or F?

BASED ON REGISTERED VOTERS [N=1,673]:		— Clinton —
		<u>July 1996</u>
9	A	9
26	B	28
31	C	30
13	D	12
16	F	18
<u>5</u>	Don't know/Refused	<u>3</u>
100		100

Q.37 What grade would you give George W. Bush as to how good a job he is doing in convincing you to vote for him? Would you grade his election campaign: A, B, C, D, or F?

BASED ON REGISTERED VOTERS [N=1,673]:		— Dole —
		<u>July 1996</u>
10	A	3
30	B	19
29	C	36
13	D	19
13	F	20
<u>5</u>	Don't know/Refused	<u>3</u>
100		100

Q.38 All in all, how would you rate the job the press has done in covering the presidential campaign so far — excellent, good, only fair, or poor?

		<u>March</u>	<u>Feb</u>	<u>Sept</u>	<u>July</u>	<u>Feb</u>	<u>Sept</u>	<u>May</u>	<u>March</u>	<u>Feb</u>
		<u>2000</u>	<u>2000</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>
7	Excellent	10	13	13	7	16	12	10	12	11
41	Good	46	50	44	35	45	45	44	51	45
38	Only fair	32	25	29	42	25	27	33	28	32
10	Poor	9	7	11	14	10	11	10	6	7
<u>4</u>	Don't know/Refused	<u>3</u>	<u>5</u>	<u>3</u>	<u>2</u>	<u>4</u>	<u>5</u>	<u>3</u>	<u>3</u>	<u>5</u>
100		100	100	100	100	100	100	100	100	100

Q.39 Regardless of who you support, who do you think WILL be elected President in November — Al Gore, or George W. Bush?

		<u>Oct 1999¹⁴</u>	<u>July 1996</u>		
34	Al Gore	23	71	⇒	Clinton
51	George W. Bush	70	19	⇒	Dole
n/a	Other (VOL.)	1	2	⇒	Perot
<u>15</u>	Don't know/Refused	<u>6</u>	<u>8</u>		
100		100	100		

¹⁴

In October 1999 the wording was: "Regardless of who you might support, who do you think is most likely to win the coming presidential election if the candidates are Al Gore and George W. Bush?"

Q.40 Do you plan to watch the televised debates between the presidential candidates, or not?

		<u>Oct 1992</u>
69	Yes, plan to watch	83
27	No	11
<u>4</u>	Don't know/Refused	<u>6</u>
100		100

Q.41 Which would you prefer...(READ; ROTATE ORDER)

36	A campaign where the candidates talked about the issues and each other in TV ads and in one or two debates
	OR
54	A campaign where the candidates talked about the issues and each other in weekly debates, but ran NO TV ads
<u>10</u>	Don't know/Refused
100	

On another subject...

Q.42 How often would you say you vote — always, nearly always, part of the time, or seldom?

	<u>Always</u>	Nearly <u>Always</u>	Part of <u>The time</u>	<u>Seldom</u>	(VOL.) <u>Other</u>	<u>Never</u>	DK/ <u>Ref.</u>
June, 2000	46	24	11	11	1	7	*=100
Late September, 1999	28	41	15	9	1	5	1=100
Early September, 1998	43	29	13	11	3	0	1=100
Late August, 1998	38	30	16	14	*	6	*=100
June, 1998	40	29	15	12	4	0	*=100
November, 1997	33	38	15	9	*	5	*=100
September, 1997	51	23	11	10	*	5	*=100
June, 1996	41	30	12	12	1	4	*=100
February, 1996	32	34	15	11	1	6	1=100
October, 1995	41	32	12	11	*	3.	1=100
April, 1995	42	29	12	11	*	6	*=100
November, 1994	43	24	11	13	1	8	*=100
October, 1994	43	28	13	10	5	1	*=100
July, 1994	40	30	14	11	*	5	*=100
June, 1992	47	26	10	11	1	5	*=100
May, 1992	41	32	13	11	*	3	*=100
November, 1991	38	37	13	9	0	3	*=100
May, 1990	33	35	12	10	1	8	1=100
February, 1989	45	30	10	8	1	6	*=100
January, 1988	39	33	12	8	1	6	1=100
May, 1987	34	37	11	6	2	9	1=100

IF RESPONDENT ANSWERED ANYTHING OTHER THAN “ALWAYS” IN Q.42, ASK [N=1,131]:

Q.43 I am going to read some reasons why some people have told us they don't always vote. For each statement, please tell me whether you completely agree with it, mostly agree with it, mostly disagree with it or completely disagree with it. The first one is... **(READ ITEMS; ROTATE)**

		Completely <u>Agree</u>	Mostly <u>Agree</u>	Mostly <u>Disagree</u>	Completely <u>Disagree</u>	DK/ <u>Ref.</u>
a.	I sometimes feel I don't know enough about the candidates to vote June, 1992	23 21	41 42	21 22	12 14	3=100 1=100
c.	It's complicated to register to vote where I live June, 1992	5 4	8 8	26 29	57 56	4=100 3=100
d.	It's difficult for me to get out to the polls to vote June, 1992	10 8	16 17	28 29	44 44	2=100 2=100
e.	I sometimes don't like any of the candidates June, 1992	32 24	40 41	15 22	10 12	3=100 1=100
f.	I don't want to involve myself with politics June, 1992	16 7	20 17	28 28	34 46	2=100 2=100
g.	I can make more of a difference by getting involved in my community than by voting in elections	19	28	26	23	4=100

Q.44 Some people feel that what this country needs is some really strong leadership that would try to solve problems directly without worrying how Congress and the Supreme Court might feel. Others think that such strong leadership might be dangerous. What do you think?

		June <u>1992</u>	Newsweek <u>1976</u>
63	Need Strong leadership	63	49
27	Strong leadership might be dangerous	27	44
<u>10</u>	Don't know/Refused	<u>10</u>	<u>7</u>
100		100	100

Q.45 Suppose there was a place on the ballot where you could refuse to vote for any of the candidates — a vote of no confidence in all of the candidates running for office? How likely is it that you would vote that way? **(READ LIST)**

		June <u>1992</u>	Newsweek <u>1976</u>
19	Very likely	24	21
27	Possibly likely	30	32
51	Not at all likely	43	41
<u>3</u>	(DO NOT READ) Don't know/Refused	<u>3</u>	<u>6</u>
100		100	100

Q.46 In your opinion, does it really make much difference who is elected President?

		June <i>Newsweek</i>	
		<u>1992</u>	<u>1976</u>
69	Yes	80	80
30	No	18	18
<u>1</u>	Don't know	<u>2</u>	<u>2</u>
100		100	100

ASK FORM 1 [N=1,089]:

Q.47 Looking ahead to the next presidential election, would you like to see a president who offers policies and programs similar to those of the Clinton administration, OR would you like to see a president who offers different policies and programs?

		Feb	Aug	June	Feb
		<u>2000</u>	<u>1999</u>	<u>1999</u>	<u>1999</u>
40	Policies and programs similar to Clinton Administration	41	43	43	54
52	Different policies and programs	51	50	50	41
<u>8</u>	Don't know/Refused	<u>8</u>	<u>7</u>	<u>7</u>	<u>5</u>
100		100	100	100	100

ASK FORM 2 [N=1,085]:

Q.48 Which is more important for the next president to do — **(READ; ROTATE ORDER) ?**
(IF ANSWERS “BOTH,” PROBE ONCE WITH: Well, which would you say is MORE important? IF STILL SAYS “BOTH,” CODE AS “BOTH.”)

41	Continue policies that are now leading to improved conditions around the country
47	Make major changes in national policy to solve problems that are now not getting better
7	Both (VOLUNTEERED AFTER PROBE)
<u>5</u>	Don't know/Refused
100	

ASK FORM 1 ONLY [N=1,089]:

Q.49 I am going to read some things news organizations can do to cover a presidential election campaign. For each, tell me if it is something you would like to see MORE of, or like to see LESS of in coverage of the 2000 campaign. Thinking of...(INSERT ITEM; ROTATE ITEMS) — would you like to see more coverage of this or less coverage of this than in previous presidential elections?

		More	Less	Same	Don't know/
		<u>Coverage</u>	<u>Coverage</u>	<u>Amount</u>	<u>Refused</u>
a.	The candidates debating each other	64	28	5	3=100
	October, 1991	58	28	9	5=100
c.	The candidates discussing their personal	42	50	4	4=100
	backgrounds and experiences	46	41	8	5=100
	October, 1991				
d.	The candidates discussing their positions on issues	85	9	3	3=100
	October, 1991	80	11	5	4=100

Q.49 CONTINUED ...

		More <u>Coverage</u>	Less <u>Coverage</u>	Same <u>Amount</u>	Don't know/ <u>Refused</u>
f.	Which candidate is leading in the latest polls	44	42	6	8=100
g.	The strategies the candidates are using	41	47	5	7=100
h.	The sources of candidates' campaign money	49	44	2	5=100

ASK FORM 2 ONLY [N=1,085]:

Q.50 Thinking about the presidential candidates and what you will learn about them over the next year, please rate the importance of each of the following things. How important is it for YOU to learn about **(INSERT ITEM; ROTATE ITEMS)** — very important, somewhat important, not too important, or not at all important?

		Very <u>Important</u>	Somewhat <u>Important</u>	Not too <u>Important</u>	Not at all <u>Important</u>	(VOL.) <u>DK/Ref</u>
a.	How well a candidate connects with average people	67	24	4	3	2=100
	October, 1999	71	23	5	1	*=100
d.	A candidate's personal finances	14	23	26	36	1=100
	October, 1999	13	25	31	30	1=100
e.	A candidate's voting record or policy positions in public offices he or she previously held	60	27	6	5	2=100
	October, 1999	58	31	7	3	1=100
f.	A candidate's spouse	21	27	23	28	1=100
g.	A candidate's reputation for honesty	84	11	2	2	1=100
	October, 1999	82	13	3	1	1=100
h.	A candidate's major campaign contributors	42	29	13	13	3=100
	October, 1999	37	38	14	10	1=100
i.	A candidate's experiences growing up	25	33	22	18	2=100
	October, 1999	20	37	29	14	*=100

- Q.51 Here are some things that have been in the news recently. Not everyone will have heard about them. Do you happen to know which candidate has proposed allowing workers to invest some of their Social Security contributions in stocks and bonds? **(IF YES, ASK: Which candidate is that?)**
- 29 Bush (*correct answer*)
 9 Gore
 1 Other
61 Don't know/Refused
 100
- Q.52 Do you happen to know which candidate's wife has spoken out about the need to help Americans with mental illnesses? **(IF YES, ASK: Which candidate's wife is that?)**
- 6 Bush/Bush's wife/Laura Bush
 40 Gore/Gore's wife/Tipper Gore (*correct answer*)
 2 Other
52 Don't know/Refused
 100
- Q.53 Do you happen to know which candidate has proposed a missile defense system and to reduce the number of U.S. nuclear warheads, even if Russia refuses to do the same? **(IF YES, ASK: Which candidate is that?)**
- 18 Bush (*correct answer*)
 20 Gore
 2 Other
60 Don't know/Refused
 100
- Q.54 Do you happen to know which candidate has proposed using surplus Medicare funds to protect the program's future? **(IF YES, ASK: Which candidate is that?)**
- 14 Bush
 27 Gore (*correct answer*)
 1 Other
58 Don't know/Refused
 100

Q.55 In the last year or so, have you done any volunteer work for any church, charity, or community group?

		<u>June 1997</u>
52	Yes	58
47	No	42
<u>1</u>	Don't know/Refused	<u>*</u>
100		100

IF RESPONDENT SAID '1' YES IN Q.55, ASK [N=1,210]:

Q.56 Was that a one-time thing, or do you do volunteer work on an occasional basis, or on a regular basis? (**IF RESPONDENT DOES NOT UNDERSTAND THE QUESTION, ASK:** The volunteer work you did in the last year or so for any church, charity, or community group.)

		<u>June 1997</u>
6	One-time thing	10
43	Occasional basis	44
51	Regular basis	46
<u>*</u>	Don't know/Refused	<u>*</u>
100		100

Q.57 In general, would you describe your political views as... (**READ**)

		Early						
		Oct	Sept	May	June	June	April	July
		<u>1999</u>	<u>1998</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1996</u>	<u>1994</u>
7	Very conservative	7	8	7	7	7	7	7
29	Conservative	26	30	30	30	32	31	32
39	Moderate	41	38	37	40	38	39	39
15	Liberal, OR	16	15	15	14	14	14	15
5	Very liberal?	6	6	6	5	6	5	4
<u>5</u>	DK/Refused(DON'T READ)	<u>4</u>	<u>3</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>3</u>
100		100	100	100	100	100	100	100

Q.58 Some people say they are basically content with the federal government, others say they are frustrated, and others say they are angry. Which of these best describes how you feel?

		Feb	Oct
		<u>2000</u>	<u>1997</u>
28	Basically content	33	29
53	Frustrated	54	56
13	Angry	10	12
<u>6</u>	Don't know/Refused (VOL)	<u>3</u>	<u>3</u>
100		100	100

Q.59 Now I am going to read you a series of statements that will help us understand how you feel about a number of things. For each statement, please tell me whether you completely agree with it, mostly agree with it, mostly disagree with it or completely disagree with it.
[DO NOT ROTATE ITEMS]

		Completely <u>Agree</u>	Mostly <u>Agree</u>	Mostly <u>Disagree</u>	Completely <u>Disagree</u>	Don't <u>Know</u>
c.	I feel it's my duty as a citizen to always vote	63	26	6	4	1=100
	September, 1999	64	27	5	3	1=100
	November, 1997	63	26	7	4	*=100
	July, 1994	66	27	4	3	*=100
	May, 1993	66	28	4	1	1=100
	June, 1992	69	22	6	2	1=100
	Nov, 1991	72	21	4	2	1=100
	May, 1990	50	35	9	4	2=100
	February, 1989	64	26	6	2	2=100
	May, 1988	56	32	7	2	3=100
	May, 1987	46	39	9	3	3=100
e.	I'm generally bored by what goes on in Washington	19	34	29	15	3=100
	September, 1999	19	39	28	12	2=100
	November, 1997	14	37	34	14	1=100
	July, 1994	17	34	33	15	1=100
	June, 1992	20	35	31	13	1=100
	Nov, 1991	16	36	30	16	2=100
	May, 1990	12	36	38	12	2=100
	February, 1989	10	37	37	13	3=100
	May, 1988	11	37	38	12	2=100
	May, 1987	8	34	41	13	4=100
f.	I'm pretty interested in following local politics	24	42	21	11	2=100
	September, 1999	18	48	26	6	2=100
	November, 1997	20	48	25	6	1=100
	July, 1994	24	52	18	5	1=100
	June, 1992	26	47	21	5	1=100
	Nov, 1991	29	48	16	5	2=100
	May, 1990	17	53	23	6	1=100
	February, 1989	24	49	21	5	1=100
	May, 1988	21	51	22	5	1=100
	May, 1987	16	54	22	4	4=100
g.	Most issues discussed in Washington don't affect me personally	11	19	36	31	3=100
	September, 1999	8	30	42	18	2=100
	November, 1997	8	27	45	19	1=100
	July, 1994	5	25	42	27	1=100
	June, 1992	7	26	43	22	2=100
	Nov, 1991	8	25	41	23	3=100
	May, 1990	7	28	46	16	3=100
	February, 1989	7	26	44	20	3=100
	May, 1988	7	29	45	17	2=100
	May, 1987	5	26	50	15	4=100

Q.59 CONTINUED...

		Completely <u>Agree</u>	Mostly <u>Agree</u>	Mostly <u>Disagree</u>	Completely <u>Disagree</u>	Don't <u>Know</u>
h.	I feel guilty when I don't get a chance to vote	38	23	15	18	6=100
	September, 1999	36	32	20	9	3=100
	November, 1997	36	32	17	12	3=100
	July, 1994	38	32	18	9	3=100
	June, 1992	39	30	16	9	6=100
	Nov, 1991	46	28	14	8	4=100
	May, 1990	30	37	22	8	3=100
	February, 1989	38	34	17	7	4=100
	May, 1988	32	37	18	8	5=100
	May, 1987	25	41	22	6	6=100
i.	Sometimes I vote for a candidate without really knowing enough about him or her	18	29	22	27	4=100
	September, 1999	12	42	26	17	3=100
	November, 1997	14	38	26	20	2=100
	July, 1994	14	38	27	20	1=100
	June, 1992	14	38	25	20	3=100
	Nov, 1991	18	36	22	22	2=100
	May, 1990	12	41	27	15	5=100
	February, 1989	15	41	24	17	3=100
	May, 1988	12	44	24	15	15=100
	May, 1987	9	44	28	13	6=100

Q.60 There are many ways for people to vote, and some prefer one way over another. If you had the choice of voting in a booth at a polling place on election day, OR over the Internet, OR through the mail during the weeks leading up to election day, which would you prefer?

		March <u>2000</u>	Feb <u>1996</u> ¹⁵
50	Voting in booth	52	54
24	Voting over Internet	26	n/a
23	Voting by mail	20	43
1	None (VOL)	1	2
<u>2</u>	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100

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In February 1996 the question was worded "There are different ways for people to vote, and some prefer one way over another. If you had the choice of voting in a booth at a polling place on election day OR voting through the mail during the weeks leading up to election day, which would you prefer?"

Q.61 Some people say we should have a third major political party in this country in addition to the Democrats and Republicans. Do you agree or disagree?

		Early						ABC/Washington Post ¹⁶		
		Aug	Sept	Aug	July	Oct	April	July	Jan	Sept
		1999	1998	1997	1996	1995	1995	1994	1984	1982
52	Agree	54	46	47	58	59	57	53	41	44
42	Disagree	40	47	46	37	37	38	43	48	44
<u>6</u>	Don't know/Refused	<u>6</u>	<u>7</u>	<u>7</u>	<u>5</u>	<u>4</u>	<u>5</u>	<u>4</u>	<u>11</u>	<u>12</u>
100		100	100	100	100	100	100	100	100	100

Q.62 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	Yes	No	DK/Refused
June, 2000	68	31	1=100
April, 2000	68	32	*=100
March, 2000 ¹⁷	72	28	0=100
February, 2000	67	33	*=100
January, 2000	68	32	*=100
December, 1999	67	33	*=100
October, 1999	67	33	*=100
Late September, 1999	68	32	*=100
September, 1999	70	30	*=100
August, 1999	67	33	*=100
July, 1999	68	32	*=100
June, 1999	64	35	1=100
May, 1999	66	33	1=100
April, 1999	71	29	*=100
March, 1999	68	32	*=100
February, 1999	68	32	*=100
January, 1999	69	31	*=100
Early December, 1998	64	36	*=100
Early September, 1998	64	36	*=100
Late August, 1998	66	34	0=100
Early August, 1998	66	34	*=100
April, 1998	61	39	*=100
January, 1998	65	35	*=100
November, 1997	66	34	*=100
June, 1997	60	40	0=100
Early September, 1996	56	44	*=100
July, 1996	56	44	*=100
April, 1996	58	42	*=100
March, 1996	61	39	*=100
February, 1996	60	40	0=100
January, 1996	59	41	0=100

¹⁶ In January 1984, the ABC/Washington Post trend was worded: "Can you please tell me if you tend to agree or disagree with the following statement, of if, perhaps, you have no opinion about the statement: We should have a third major political party in this country in addition to the Democrats and Republicans."

In September 1982, the ABC/Washington Post trend was worded: "I'm going to read a few statements. For each, can you please tell me if you tend to agree or disagree with it, or if, perhaps, you have no opinion about the statements... We should have a third party in this country in addition to the Democrats and Republicans."

¹⁷ In March 2000, "or anywhere else" was added to the question wording.

IF USE A COMPUTER, ASK:

Q.63 Do you ever go online to access the Internet or World Wide Web, or to send and receive email?

BASED ON TOTAL RESPONDENTS:

	<u>Goes Online</u>	<u>Doesn't Go Online</u>	<u>DK/Refused</u>
June, 2000	56	44	*=100
April, 2000	54	46	*=100
March, 2000	61	39	0=100
February, 2000	52	48	0=100
January, 2000	52	48	*=100
December, 1999	53	47	0=100
October, 1999	50	50	0=100
Late September, 1999	52	48	*=100
September, 1999	53	47	0=100
August, 1999	52	48	0=100
July, 1999	49	51	0=100
June, 1999	50	50	*=100
May, 1999	48	52	0=100
April, 1999	51	49	*=100
March, 1999	49	51	*=100
February, 1999	49	51	*=100
January, 1999	47	53	*=100
Early December, 1998	42	58	0=100
November, 1998	37	63	*=100
Early September, 1998	42	58	*=100
Late August, 1998	43	57	*=100
Early August, 1998	41	59	*=100
April, 1998	36	64	0=100
January, 1998	37	63	0=100
November, 1997	36	63	1=100
July, 1996	23	77	0=100
April, 1996	21	79	*=100
March, 1996	22	78	0=100
February, 1996	21	79	*=100
January, 1996	21	79	0=100
June, 1995 ¹⁸	14	86	*=100

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The 1995 figure combines responses from two separate questions:

(1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?)

(2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?