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Bradley and McCain Bios Count More
CAMPAIGN INCIDENTS HAVE LITTLE PUNCH

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Bradley and McCain Bios Count More
CAMPAIGN INCIDENTS HAVE LITTLE PUNCH

The rhetoric and events of the presidential campaign so far are having little impact on the attitudes of voters nationwide. Voter preferences are being shaped more by general impressions of the candidates than by what they are saying or by what is happening to them along the campaign trail.

While many Americans have heard of such widely-publicized incidents as George W. Bush's inability to respond to a reporter's pop quiz, Al Gore's hiring of feminist writer Naomi Wolf, or criticisms of John McCain's temper, these episodes are not meaningfully affecting opinions of the candidates. On more substantive issues, relatively few people are able to associate candidates with their main policy proposals, although many people have heard about health insurance, tax cuts and campaign finance proposals as campaign themes.

McCain and Bill Bradley are both registering slightly increased support in campaigns for their parties' nominations, according to the latest nationwide Pew Research Center survey of 1,073 adults conducted Dec. 8-12, 1999. Bradley's status as a former professional basketball player has more of an impact on his support than his plan to provide health insurance for the uninsured, which relatively few Americans know about. Similarly, knowing about McCain's past as a prisoner of war in Vietnam has a direct bearing on his support, while the recent flap over his temper is having no adverse effect on opinion about him. By the same token, awareness of Bush's failure to correctly answer questions about the names of world leaders has had no impact on his standing in the polls or on impressions of his qualifications to be president.

The poll, which asked voters to rate the leading candidates on their qualifications, positions on issues and personalities, found that general impressions are more relevant to voter attitudes at this stage than many of the things that have happened in the campaign so far. In addition, views on the general qualifications of the presidential candidates are more important than the specific

Background Noise	
<u>Heard A Lot/Something About</u>	<u>%</u>
Bush's pop quiz	59
McCain a POW	55
McCain's temper	53
Bradley's basketball career	51
Gore hiring Naomi Wolf	36
<u>Heard Themes/Policies</u>	
<i>Compassionate conservatism</i>	29
<i>Associated with ...</i>	
Bush	15
<i>Health insurance for uninsured</i>	79
<i>Associated with ...</i>	
Gore	31
Bradley	9
Bush	9
<i>Campaign finance reform</i>	61
<i>Associated with ...</i>	
McCain	11
Bush	10
Gore	9
Bradley	5
<i>Middle/lower class tax cuts</i>	72
<i>Associated with ...</i>	
Bush	22
Gore	12

stands on issues taken by Bush, Bradley and McCain. Personality was also a less important factor in opinions of all three. However, feelings about Gore's personality are nearly as crucial to his support as beliefs about his qualifications. And the poll found that the vice president is relatively less likeable than the other major candidates.

Tightening Democratic Race

As Bradley's insurgent campaign continues to gain ground, the race for the Democratic nomination has tightened up in recent weeks. At the same time, Bush has increased his lead over Gore in a possible general election match-up.

Gore now leads Bradley among registered Democratic voters and those who lean Democratic by a margin of 53% to 38%. The vice president's share of the Democratic vote has fallen seven percentage points since October, precisely the same size as Bradley's gain.

	July 1999	Sept 1999	Oct 1999	Dec 1999
	%	%	%	%
Gore	65	58	60	53
Bradley	29	32	31	38
None of them	2	5	5	4
Don't know/Refused	<u>4</u>	<u>5</u>	<u>4</u>	<u>5</u>
	100	100	100	100

* Based on Registered Democrats/Lean Democrat

Much of the movement away from Gore has come from women, particularly white women. In October, white women overwhelmingly preferred Gore over Bradley — 68% to 23%. This month the margin has narrowed significantly — 50% to 38%.

McCain's Steady Climb

The race for the Republican nomination remains largely unchanged from October, with Bush maintaining his commanding lead. However, McCain has gained support in recent weeks and has quadrupled his share of the vote since July. Today, 64% of Republican voters and Independents who lean Republican say Bush is their first choice for the GOP nomination. That is virtually unchanged from October when 63% considered him their first choice.

But McCain is now the first choice of 17% of Republican voters. This represents a significant increase from October when McCain's support stood at 10%. In addition, McCain is becoming the most viable alternative to Bush for many voters. Fully 25% now consider the Arizona senator their second choice, up from 12% two months ago.

McCain has greater appeal among older voters than among young and middle-aged voters. In the current poll, 26% of those 50 and older named McCain as their first choice for the GOP nomination; this compares with 10% of those under 50. Much of McCain's increase in support in recent months can be attributed to his popularity with older voters: In October, 13% in this group said McCain was their first choice vs. the 26% who say so now.

The rest of the Republican field remains in single digits. Steve Forbes is the first choice of 8% of GOP voters. Alan Keyes, Orrin Hatch and Gary Bauer all fall below 5%.

Recent GOP debates appear to have had only a marginal impact on voter preferences. Republican voters who closely followed the debates in New Hampshire and Arizona are slightly more likely to support McCain as their first choice for the party's nomination, as opposed to those who paid little or no attention — 24% vs. 15%, respectively. Close followers of the debates are slightly *less* likely to prefer Bush (60% vs. 66%).

Gore's Struggles

Despite some criticism Bush received from political pundits over his debate performance and lack of foreign policy expertise, the Texas governor actually increased his lead over Gore in recent weeks. Bush's lead, which had narrowed somewhat between September and October, is back to double-digits. Registered voters now favor Bush over Gore by a margin of 55% to 40%, a slight gain from his 51%-44% advantage in October.

As has been the case throughout the fall, female indecision about Gore is behind much of the fluctuation in the two-way match-up with Bush. In October, women favored Gore over Bush 50% to 45%. Women's preferences have shifted significantly since then; they now prefer Bush over Gore 52%-43%.

Gore has lost support among other key Democratic constituencies as well. Non-whites, while they still prefer Gore over Bush, have shifted away from the vice president in significant numbers. In October, 73% said they would vote for Gore compared to 58% today.

Gore Struggling with Key Democratic Groups*

	October 1999			December 1999			Change in Gore
	<u>Gore</u> %	<u>Bush</u> %	<u>DK</u> %	<u>Gore</u> %	<u>Bush</u> %	<u>DK</u> %	
Total	44	51	5=100	40	55	5=100	-4
Female	50	45	5	43	52	5	-7
Non-white	73	21	6	58	35	7	-15
65+	52	43	5	40	50	10	-12

* Based on Registered Voters

Senior citizens have also migrated away from Gore. In October, voters 65 and older preferred Gore over Bush by a margin of 52% to 43%. Today, they prefer Bush 50%-40%. While Gore has made some gains among independent voters, he has lost the support of some of his own party faithful. Today, 73% of Democrats say they'll vote for Gore over Bush. The Texas governor has more solid support from his own party loyalists — 90% of Republicans say they'll vote for him over Gore.

Bradley fares about as well as Gore in a two-way match-up with Bush. Under this scenario, 54% of voters say they would vote for Bush, while 41% say they would vote for Bradley. Bradley does run stronger than Gore among higher-income voters and those with a college degree.

The Public Remains Disconnected

In spite of the accelerated pace of the 2000 presidential campaign, only 16% of the public is following news about candidates very closely. Interest in the campaign has not meaningfully increased since July, despite competitive contests for both parties' nominations.

Even fewer Americans closely followed the recent GOP candidate debates. Less than one-in-ten (8%) have followed the debates very closely; fully 48% haven't followed them at all. Even among Republicans, interest in the debates has been low: 12% have followed very closely.

Lack of interest in the campaign is reflected as well in the public's inattentiveness to several recent campaign developments. Only about one-third (36%) of the public heard about Al Gore hiring Naomi Wolf as a campaign advisor. Just 51% of Americans know that Bill Bradley was a professional basketball player before entering politics. And similarly small majorities have heard reports about John McCain's temper (53%) and his experience as a prisoner of war in Vietnam (55%). Slightly more (59%) heard about George W. Bush's inability to name foreign leaders in a pop quiz posed by a television reporter. Even so, fully 41% of Americans did not hear about this widely reported event.

Campaign, Debates Spark Little Interest

	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
<i>Following campaign</i>	%	%	%	%
Very closely	16	21	16	13
Fairly closely	36	41	37	32
Not too closely	24	24	25	25
Not at all closely	23	14	21	29
Don't know	<u>1</u>	<u>0</u>	<u>1</u>	<u>1</u>
	100	100	100	100
<i>Followed debates</i>				
Very closely	8	12	7	5
Fairly closely	17	18	18	16
Not too closely	26	33	27	21
Not at all closely	48	35	47	57
Don't know	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>
	100	100	100	100

In addition, the public is having difficulty associating key themes and issues with the candidates who are advocating them. Less than one-third of Americans (29%) have heard about “compassionate conservatism,” which is Bush’s campaign theme. Only 15% associate this phrase with the Texas governor. While Republicans are slightly more likely than Democrats and Independents to have heard about compassionate conservatism, 60% of GOP loyalists are unfamiliar with this phrase.

Americans are more aware of other issues and themes tested in the poll, however, they are less clear about which candidates to associate with those issues. More than three-quarters (79%) of Americans say they have heard the candidates talking about providing health insurance to people currently uninsured. Yet Bradley, who has made this issue central to his campaign, receives very little credit for it. Only 9% of the public associates the former New Jersey senator with expanding health care coverage. Voters are just as likely to associate Bush with this issue. Gore is seen by about one-third of the public (31%) as championing this issue.

Roughly seven-in-ten Americans (72%) have heard the candidates talking about tax cuts targeted at lower and middle-income groups. One-in-five (22%) associate this issue with Bush, who has made tax cuts a centerpiece of his campaign. Another 12% links Gore with this issue.

Though campaign finance reform has been a primary focus of McCain’s Senate career, as well as his presidential campaign, very few Americans associate the Arizona senator with this issue. Fully 61% of the public has heard this issue discussed over the course of the campaign, but only 11% credits McCain.

By and large, these campaign events and issues have had little bearing on voter preferences. Whether the subject is Bush’s failed pop quiz, his theme of compassionate conservatism or his tax cut plan, none of these items have a statistically significant relationship to support for him among GOP voters. Similarly, Democratic voters who heard about Gore’s hiring of Naomi Wolf are no more or less likely to support the vice president in his nomination race with Bradley.

There are a few important exceptions to this pattern. Certain facts about the candidates, relating to their life stories, do seem to make a difference. Taking into account other factors that might influence support

Impact of Campaign Events and Issues	
<i>Know about ...</i>	Link to <u>Vote Pref.</u> *
War experience (McCain)	High
Temper (McCain)	Medium
Basketball (Bradley)	Medium
Pop quiz (Bush)	None
Naomi Wolf (Gore)	None

* Based on multiple regression analysis. Entries represent strength of relationship. See Methodology, page 17.

for McCain, Republican voters who have heard about the senator’s experiences as a POW in Vietnam are more likely than those who have not heard about this to support McCain for the GOP nomination. Perhaps surprisingly, those who are aware that McCain is reported to have a temper are also more likely to support him in the nomination race.

For Bradley, his experience as a basketball player is a real plus, at least among those Democrats who are aware of his years as a New York Knick. Holding constant other factors, Democratic voters who know that Bradley played in the NBA are more likely to support him for their party’s nomination than those who don’t know this.

Bush Seen as Qualified

General impressions of the candidates — perceptions of their qualifications, their positions and their personalities — are more closely linked to support for their campaigns than the issues and events discussed above. Overall, the public views Bush, McCain, Gore and Bradley as qualified to be president. There is no evidence in this poll to suggest that Bush is seen as lacking in stature or experience. If anything, the Texas governor is seen as the most qualified candidate in the group. Gore is not viewed as being any more qualified than Bradley.

By and large, the public gives the candidates high marks for their stands on the issues and for being personally likeable. However, Gore lags behind on both of the qualities. Six-in-ten (61%) of those able to rate the vice president say he has good positions on the issues. This compares with 70% or better for Bradley, McCain and Bush. Similarly, 67% find Gore personally likeable compared to 80% or better for the other three contenders.

In most cases, candidate qualifications matter more than issue positions in determining whom voters support. Among Republican voters, assessments of Bush’s qualifications are more closely linked to his support than are feelings about his stands on the issues or views of him personally. The same is true for McCain and, among Democratic voters, for Bradley.

Factors in Voter Choice				
	<i>Rep Nomination</i>		<i>Dem Nomination</i>	
	<u>Bush</u>	<u>McCain</u>	<u>Gore</u>	<u>Bradley</u>
<i>Index of Relative Influence*</i>				
Qualified to be president	.95	.63	.57	.52
Good issue positions	.38	.46	.32	.41
Personally likeable	ns	.37	.53	ns

* Based on multiple regression analysis. Values represent unstandardized regression coefficients (ns=not statistically significant).

For Gore, however, personality matters almost as much as qualifications. Whether or not Democratic voters see Gore as personally likeable is nearly as strong a predictor of support for Gore as are voters' assessments of his qualifications. Overall, Gore is seen as being less likeable than Bradley.

Modest Support for Canal Treaty

More than two decades after the bitter political debate over the Panama Canal treaty, Americans remain divided over the prospect of actually turning the canal over to Panama. With the Dec. 31 deadline for transferring the canal approaching, 46% say they favor the treaty, against 40% who oppose the agreement. Not much has changed in public attitudes on this subject since the Senate ratified the treaties in 1978. In February of that year, shortly before the Senate debate, 43% favored the pact, with 38% opposed.

While control over the canal has receded as a political issue, most of those surveyed (60%) are aware that the official turnover will take place at year's end. But there is a clear generation gap in terms of support for the treaty between senior citizens and younger Americans.

Three-quarters (76%) of those aged 65 and over say they have heard about the canal transfer. But half of those 65 and older oppose the agreement — the only age group in which opponents outnumber supporters — while 33% favor it. Among those 65 and older who know about the transfer, opposition is even more lopsided, with 58% opposed and just 35% in favor. People under age 50 tend to be less aware, but more supportive, of the transfer and treaty.

	<u>Favor</u>	<u>Oppose</u>	<u>Don't Know</u>
<i>Age</i>	%	%	%
18-29	46	38	16=100
30-49	48	38	14=100
50-64	53	38	9=100
65+	33	50	17=100

Almost as many Americans in the 50-64 age group (74%) as in the older group are aware that the United States is about to relinquish control over the canal. But people in this category have a more favorable impression of the treaty, supporting it 53% to 38%. Among 18-29 year-olds, who either were not born when the canal debate raged or were probably too young to remember it, only 42% are aware of the transfer — the lowest percentage of any age group. But this group also favors the treaty, 46% to 38%. And those in this category who have heard of the transfer support the treaty by a 2-to-1 margin, 62% to 31%.

Conservative Republicans vehemently opposed the treaty in the late 1970s, and many Republicans still harbor doubts about the pact. Republicans are generally more aware of the canal transfer than Democrats (69% to 56%). Republicans narrowly favor the treaty (47% to 44%) while Democrats support it by a wider margin (49% to 36%).

Optimism Reigns

Americans look back at 1999 with satisfaction and approach the start of the 21st century with high hopes. Two-thirds (66%) believe 2000 will be better than 1999, up from 59% last year and the highest percentage since the question was first posed by Gallup in 1981.

This has been a good year for most Americans personally, and, despite an unpopular presidential impeachment, a slim majority considers 1999 to have been a good year for the nation. When asked to assess 1999 from a personal standpoint, nearly three-quarters (74%) consider it a good year, approximately the same as last year. That percentage declines to 57% — also similar to last year’s result — when people consider how well the country fared in 1999.

Looking Forward to 2000							
	----- <i>December surveys</i> -----						
<i>Will 2000 be better or worse than 1999?</i>	<u>1981</u>	<u>1984</u>	<u>1986</u>	<u>1990</u>	<u>1993</u>	<u>1998</u>	<u>1999</u>
	%	%	%	%	%	%	%
Better	41	61	53	48	64	59	66
Worse	44	20	25	42	20	25	19
Don't know/Refused	<u>15</u>	<u>19</u>	<u>22</u>	<u>10</u>	<u>16</u>	<u>16</u>	<u>15</u>
	100	100	100	100	100	100	100

Source: For 1981 through 1993, Gallup polls; for 1998 and 1999, Pew Research Center polls. For complete trend, see the Topline.

An overwhelming majority (86%) of those in the highest annual income bracket — \$75,000 or more — say 1999 has been good for them; a smaller but healthy majority (64%) of those making \$20,000 or less agree. Optimism dampens only slightly when predicting what 2000 will bring: 75% of the high income group believes the new year will be better than 1999, compared to 60% of those with the lowest incomes.

Men have a more positive assessment of 1999 than women. Two-thirds (66%) of men say 1999 has been good for the country compared to less than half (49%) of women. And a strong majority (72%) of men say 2000 will be better than 1999 while 61% of women agree.

As the millennium approaches, Americans are increasingly blasé about the start of the new century. Only 23% say the year 2000 has special significance, down 10 percentage points from April of this year. Nearly three-quarters (74%) are indifferent about 2000: They say it is just another year on the calendar.

	April 1999	Sept 1999	Dec 1999
<i>The year 2000 is ...</i>	%	%	%
Of special significance	33	29	23
Just another year on calendar	64	68	74
Don't know/Refused	<u>3</u>	<u>3</u>	<u>3</u>
	100	100	100

News Interest Index

Reports of the crash of EgyptAir flight 990 and the investigation into what happened topped the news interest index for the month. Three-in-ten people say they followed news about the crash very closely. Just 18% say the same of the failure of the Mars Polar Lander spacecraft to send data back to Earth.

News about the protests at the World Trade Organization meeting in Seattle captured the attention of one-in-five Americans (18%), with people in the West expressing the greatest interest in the story. Fewer people followed coverage of the agreement allowing China to join the WTO (12%), although more members of labor union households followed news of the agreement with China at least fairly closely (50%) than did those in non-union households (39%).

Only one-in-ten people (11%) say they followed reports of the antitrust trial against Microsoft, relatively unchanged from interest in this story in November 1998. Attention to news about the lawsuit was higher among those who go online than those who do not (52% vs. 32%, respectively, say they followed it at least fairly closely).

Just 11% of Americans say they paid any attention to news about the fighting between the Russian military and rebels in Chechnya. Interest in the conflict has changed little since it was measured four years ago. More men than women say they followed coverage of Russian military action in the area at least fairly closely (16% vs. 7%).

E-shopping Expansion

The number of people purchasing goods or services over the Internet has increased significantly over the past year. Nearly three-in-ten (28%) say they have made a purchase online, up from 17% at the beginning of the year, while almost one-in-five (19%) say they have made a purchase within the last month. Among the more affluent and better educated Americans, more than half (61% and 55%, respectively) say they have bought something over the Internet.

More generally, the year ends with a majority of Americans going online (53%), up from 47% in January 1999. Continuing the trend toward a broadening of the Internet population, the increase was slightly greater among those with only a high school degree (up 8 percentage points) than among those with a college degree (up 5 percentage points). Likewise, the largest gains in going online by income were among those earning less than \$20,000 a year (34% up from 22% in January). Overall, the largest increase in online usage over the past year was among men ages 18-29 (82% up from 66%).

A Majority Go Online

	<i>Goes online...</i>	
	<u>Jan 1999</u>	<u>Dec 1999</u>
	%	%
<i>Total</i>	47	53
College	74	79
Some college	58	64
High school	34	42
Less than HS	24	24

Genetically-Altered Foods Little Known

Most Americans know little about genetically-altered foods yet they overwhelmingly support labeling such products. The vast majority — 84% — wants the Food and Drug Administration to require labels identifying products that have been genetically-altered to taste better, last longer, or increase crop yields. Those who have heard a lot about this subject and even those who have purchased genetically-altered foods agree that labels are needed.

About half (49%) of Americans have heard at least something about genetically-altered foods. Half also say that, to their knowledge, they have never bought such foods, and a plurality — 40% — don't know whether their grocer stocks these items. Yet news reports paint a different picture. American grocery stores *do* carry many genetically-altered products and people have most likely eaten such foods whether they are aware of it or not, according to recent news reports in Time magazine and elsewhere.

Men, college graduates, and those with higher incomes tend to be more aware of genetically-altered foods and somewhat less concerned about them. While 28% of men say they have bought these foods, only 17% of women agree. Yet 90% of women want the FDA to require labels, compared to 77% of men.

Among college graduates, 35% say their grocer sells modified foods and 73% support labeling. Among those who have completed high school, those figures are 20% and 89%, respectively. Almost one-third (32%) of those with at least a \$75,000 annual income say they have bought genetically-altered foods, compared to just 18% of those making \$20,000 or less. Three-quarters of those in the highest income bracket want these foods labeled while 88% of those making \$20,000 or less want labels.

	<u>Total</u>	<u>College Grad</u>	<u>Some College</u>	<u>H.S. Grad</u>	<u>< High School</u>
<i>Genetically altered foods...</i>	%	%	%	%	%
Heard a lot about	22	33	25	16	15
Grocery store sells	26	35	27	20	28
Have bought	22	33	26	16	15
FDA should label	84	73	83	89	89

An overwhelming majority, regardless of whether or not they have heard a lot about genetically-altered foods or have consumed such products, wants labels. Of the relatively small group that has heard a lot about this subject, nearly three-quarters (74%) support labeling. Similarly, most people (72%) who say they have bought genetically-altered foods want the FDA to require labels. By contrast, almost nine-in-ten Americans (89%) who have heard nothing at all about genetically-altered foods want labels. Of those who say they are not aware of purchasing genetically-altered foods, 90% support labeling.

**PERCENT FOLLOWING EACH
NEWS STORY "VERY CLOSELY"**

	EgyptAir Crash+	Mars Polar Lander+	WTO Protests In Seattle	2000 Presidential Election News	U.S./China Trade Pact	Microsoft Trial+	Conflict in Chechnya+	Republican Candidate Debates	(N)
	%	%	%	%	%	%	%	%	
Total	30	18	18	16	12	11	11	8	(1073)
Sex									
Male	32	19	19	17	14	16	16	9	(512)
Female	28	17	17	15	10	8	7	7	(561)
Race									
White	31	18	18	16	12	11	11	8	(865)
* Hispanic	23	19	23	14	14	8	10	13	(70)
Black	19	15	13	17	12	19	4	10	(123)
Age									
Under 30	22	10	14	12	9	5	11	7	(232)
30-49	26	20	15	15	10	12	11	6	(444)
50+	39	20	23	20	16	15	12	10	(395)
Education									
College Grad.	34	24	22	21	15	18	14	10	(282)
Some College	26	19	19	17	11	9	10	8	(271)
High School Grad.	30	15	16	14	12	10	9	7	(396)
<H.S. Grad.	30	13	12	12	9	10	13	8	(120)
Region									
East	34	18	13	17	12	10	12	9	(198)
Midwest	22	13	17	12	11	9	8	7	(252)
South	30	16	16	16	10	11	13	7	(426)
West	36	25	27	20	17	16	12	10	(197)
Party ID									
Republican	32	21	18	21	14	17	13	12	(293)
Democrat	36	18	19	16	13	14	13	7	(361)
Independent	25	15	16	13	10	5	8	5	(335)

Question: 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?

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

+ These items are based on split sample; the 'N' does not apply.

DEMOCRATIC PREFERENCE BY DEMOGRAPHIC GROUPS

(Based on Registered Democrats/Lean Democrat)

	----- October 1999 -----			----- December 1999 -----			Change in Gore
	<u>Gore</u>	<u>Bradley</u>	<u>Undecided</u>	<u>Gore</u>	<u>Bradley</u>	<u>Undecided</u>	
	%	%	%	%	%	%	
Total	60	31	9=100	53	38	9=100	-7
Sex							
Male	50	45	5	53	42	5	+3
Female	68	20	12	54	35	11	-14
Race							
White	58	34	8	49	42	9	-9
Race and Sex							
White Men	44	50	6	48	47	5	+4
White Women	68	23	9	50	38	12	-18
Age							
Under 50	61	30	9	55	37	8	-6
50+	60	31	9	52	40	8	-8
Education							
College Grad.	51	40	9	46	46	8	-5
Some College	61	27	12	57	33	10	-4
H. S. Grad. & Below	65	27	8	55	37	8	-10
Family Income							
\$50,000+	50	45	5	45	49	6	-5
\$30,000-\$49,999	61	33	6	57	34	9	-4
<\$30,000	68	18	14	62	31	7	-6

Question: There are now two candidates for the Democratic nomination for President in 2000, Al Gore and Bill Bradley. Please tell me which one you would most like to see nominated as the Democratic Party's candidate for President? Well as of today, to whom do you most lean?

REPUBLICAN PREFERENCE BY DEMOGRAPHIC GROUPS

(Based on "First Choice/Lean" Registered Republicans/Lean Republican)

	----- October 1999 -----			----- December 1999 -----			Change in McCain
	<u>Bush</u>	<u>McCain</u>	<u>Other/DK</u>	<u>Bush</u>	<u>McCain</u>	<u>Other/DK</u>	
	%	%	%	%	%	%	
Total	63	10	27=100	64	17	19=100	+7
Sex							
Male	62	14	24	62	20	18	+6
Female	63	6	31	66	14	20	+8
Race							
White	63	10	27	65	17	18	+7
Race and Sex							
White Men	62	14	24	64	19	17	+5
White Women	64	6	30	65	15	20	+9
Age							
Under 50	64	8	28	68	10	22	+2
50+	60	13	27	59	26	15	+13
Education							
College Grad.	60	17	23	56	24	20	+7
Some College	57	7	36	66	13	21	+6
H. S. Grad. & Below	68	7	25	69	15	16	+8
Family Income							
\$50,000+	63	12	25	62	20	18	+8
\$30,000-\$49,999	58	8	34	62	19	19	+11
<\$30,000	65	8	27	73	13	14	+5
Party ID							
Republican	68	8	24	65	18	17	+10
Democrat	-	-	-	-	-	-	-
Independent	54	13	33	62	19	19	+6

Question: Now I am going to read you the names of some possible candidates for the Republican nomination for President in 2000. AFTER I READ ALL THE NAMES, please tell me which one you would most like to see nominated as the Republican Party's candidate for President? (READ AND ROTATE) And who would be your SECOND choice? Well as of today, to whom do you most lean?

TREND IN PRESIDENTIAL TRIAL HEAT*

(Based on Registered Voters)

	----- October 1999 -----			----- December 1999 -----			Change in Gore
	<u>Gore</u> %	<u>Bush</u> %	<u>Undecided</u> %	<u>Gore</u> %	<u>Bush</u> %	<u>Undecided</u> %	
Total	44	51	5=100	40	55	5=100	-4
Sex							
Male	37	58	5	37	57	6	0
Female	50	45	5	43	52	5	-7
Race							
White	39	56	5	38	58	4	-1
Non-white	73	21	6	58	35	7	-15
Race and Sex							
White Men	32	63	5	34	60	6	+2
White Women	46	49	5	40	55	5	-6
Age							
Under 30	43	53	4	47	52	1	+4
30-49	40	56	4	38	58	4	-2
50-64	45	48	7	41	54	5	-4
65+	52	43	5	40	50	10	-12
Education							
College Grad.	46	51	3	37	57	6	-9
Some College	36	58	6	42	54	4	+6
H.S. Grad & Below	46	48	6	41	53	6	-5
Family Income							
\$75,000+	40	56	4	30	66	4	-10
\$50,000-\$74,999	42	57	1	39	58	3	-3
\$30,000-\$49,999	40	57	3	40	56	4	0
\$20,000-\$29,999	52	44	4	55	40	5	+3
<\$20,000	52	39	9	51	45	4	-1

* Includes leaners

Question: Suppose the 2000 presidential election were being held TODAY, and the candidates were 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 ...

	--- October 1999 ---			--- December 1999 ---			Change in Gore
	<u>Gore</u>	<u>Bush</u>	<u>Undecided</u>	<u>Gore</u>	<u>Bush</u>	<u>Undecided</u>	
	%	%	%	%	%	%	
Total	44	51	5=100	40	55	5=100	-4
Region							
East	45	50	5	44	53	3	-1
Midwest	42	49	9	42	52	6	0
South	44	52	4	35	58	7	-9
West	44	53	3	42	55	3	-2
Community Size							
Large City	56	42	2	47	49	4	-9
Suburb	38	59	3	38	56	6	0
Small City/Town	43	48	9	39	56	5	-4
Rural Area	36	61	3	38	57	5	+2
Party ID							
Republican	6	94	*	8	90	2	+2
Democrat	81	16	3	73	24	3	-8
Independent	27	62	11	36	56	8	+9

ABOUT THIS SURVEY

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,073 adults, 18 years of age or older, during the period December 8-12, 1999. 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 3.5 percentage points. For results based on either Form 1 (N=518) or Form 2 (N=555), the sampling error is plus or minus 5 percentage points. For results based on registered voters (N=745), the sampling error is plus or minus 4 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.

REGRESSION ANALYSES IN DETAIL

The extent to which voters' general opinions about the candidates and awareness of campaign events and issues are related to their support for candidates in the primary elections was analyzed in part with multiple regression analyses. One table in the text presents the unstandardized regression coefficients associated with items included in the analyses. These values are one measure of the relative statistical association between an item and support for a candidate. Items which are not significantly related to support are identified with *ns* (i.e., not statistically significant).

A separate multiple regression analysis was calculated for each candidate. In addition, the impact of campaign events and issues (e.g., having heard about George W. Bush's pop quiz or that Bill Bradley played professional basketball) and the impact of general impressions of the candidates were measured in separate multiple regressions. For each analysis, demographic factors including age, education, sex, race, and region, as well as measures of interest in the campaign, were taken into account by including them as factors in the regression model.

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
DECEMBER 1999 NEWS INTEREST INDEX
— FINAL TOPLINE—
December 8 - 12, 1999
N=1,073

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>
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
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

Q.1 CONTINUED ...

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
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

Q.2 Do you approve or disapprove of the job the Republican leaders in Congress are doing? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the job the Republican leaders in Congress are doing? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
December, 1999	38	42	20=100
October, 1999	34	50	16=100
Late September, 1999	34	46	20=100
September, 1999	35	48	17=100
August, 1999	40	44	16=100
July, 1999	36	45	19=100
June, 1999	37	46	17=100
May, 1999	38	44	18=100
March, 1999	38	47	15=100
February, 1999	37	51	12=100
Mid-January, 1999	36	51	13=100
January, 1999	38	50	12=100
Late December, 1998	39	56	5=100
Early December, 1998	38	49	13=100
November, 1998	41	48	11=100

Q.2 CONTINUED ...

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
September 21-22, 1998	44	44	12=100
September 19-20, 1998	46	41	13=100
Early September, 1998	44	37	19=100
Late August, 1998	48	36	16=100
Early August, 1998	43	37	20=100
June, 1998	42	38	20=100
May, 1998	40	41	19=100
April, 1998	41	40	19=100
March, 1998	43	39	18=100
January, 1998	43	41	16=100
November, 1997	41	43	16=100
August, 1997	42	44	14=100
June, 1997	33	50	17=100
May, 1997	40	44	16=100
April, 1997	40	44	16=100
February, 1997	44	42	14=100
January, 1997	38	47	15=100
November, 1996	40	43	17=100
July, 1996	38	48	14=100
June, 1996	36	50	14=100
April, 1996	39	46	15=100
March, 1996	35	51	14=100
February, 1996	33	53	14=100
January, 1996	36	54	10=100
October, 1995	36	51	13=100
September, 1995	36	50	14=100
August, 1995	38	45	17=100
June, 1995	41	45	14=100
April, 1995	44	43	13=100
March 1995	43	39	18=100
December, 1994	52	28	20=100

Q.3 Looking ahead, so far as you are concerned, do you think that 2000 will be better or worse than 1999?

		----- Gallup End of Year -----										
		<u>Dec</u>	<u>Dec</u>	<u>Dec</u>	<u>Dec</u>	<u>Dec</u>	<u>Dec</u>	<u>Dec</u>	<u>Dec</u>	<u>Dec</u>	<u>Dec</u>	
		<u>1998</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1986</u>	<u>1985</u>	<u>1984</u>	<u>1982</u>	<u>1981</u>
66	Better	59	59	64	61	61	48	53	64	61	50	41
19	Worse	25	28	20	11	31	42	25	20	20	32	44
<u>15</u>	Don't know/Refused	<u>16</u>	<u>13</u>	<u>16</u>	<u>28</u>	<u>8</u>	<u>10</u>	<u>22</u>	<u>17</u>	<u>19</u>	<u>18</u>	<u>15</u>
100		100	100	100	100	100	100	100	100	100	100	100

Q.4 Now looking back at 1999, do you think this has been a good year or a bad year for **(INSERT ITEM; READ IN ORDER)**? How about for...

		Good <u>Year</u>	Bad <u>Year</u>	(VOL) <u>Mixed</u>	DK/ <u>Ref.</u>
a.	You	74	17	9	*=100
	December, 1998	72	17	10	1=100
b.	The country	57	24	16	3=100
	December, 1998	59	25	12	4=100

Q.6 How do you feel about the coming of the year 2000? Do you think this has any special significance or do you think it will be just another year on the calendar?

		<u>Sept</u> <u>1999</u>	<u>April</u> <u>1999</u>
23	Special significance	29	33
74	Just another year on the calendar	68	64
<u>3</u>	Don't know/Refused	<u>3</u>	<u>3</u>
100		100	100

Q.7 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, ALWAYS ENDING WITH "D"]

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	(VOL) <u>DK/Ref.</u>
ASK ALL:					
a.	News about candidates for the 2000 presidential election				
	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
b.	The recent trade agreement between the U.S. and China that would allow China to join the World Trade Organization				
	12	28	29	30	1=100
c.	The protests in Seattle at the World Trade Organization meeting				
	18	30	27	24	1=100
d.	The debates in New Hampshire and Arizona among Republican presidential candidates				
	8	17	26	48	1=100
ASK FORM 1 ONLY [N=518]:					
e.F1	The conflict between the Russian military and the rebels in Chechnya				
	11	22	31	34	2=100
	February, 1995 ¹				
	10	27	27	35	1=100
f.F1	The crash of an EgyptAir plane off the coast of New England and the investigation into what happened				
	30	44	15	10	1=100
ASK FORM 2 ONLY [N=555]:					
g.F2	The antitrust trial against the computer software company Microsoft				
	11	31	29	28	1=100
	November, 1998				
	12	20	31	36	1=100
h.F2	The failure of the Mars Polar Lander space craft to send data back to Earth				
	18	38	22	22	*=100

¹

In February 1995, the story was listed as "Russia's fighting in Chechnya."

ASK ALL:

ROTATE BLOCK Q.8 (8, 8a, 8b) WITH BLOCK Q.9 (9 and 9a)

Q.8 Now I am going to read you the names of some possible candidates for the Republican nomination for President in 2000. AFTER I READ ALL THE NAMES, please tell me which one you would most like to see nominated as the Republican party's candidate for President? **(PROBE: PLEASE WAIT UNTIL I READ THE ENTIRE LIST OF NAMES BEFORE YOU RESPOND.) (READ AND ROTATE)**

Q.8a And who would be your SECOND choice? **(READ LIST AGAIN IF NEEDED), SKIP Q.8b.**

Q.8b Well as of today, to whom do you most lean?

BASED ON REGISTERED REPUBLICANS/LEAN REPUBLICAN [N=310]:

	<u>Dec</u> <u>1999</u>	<u>Oct</u> <u>1999</u>	<u>Sept</u> <u>1999</u>	<u>July</u> <u>1999</u>	<u>Dec</u> <u>1998</u>
George W. Bush					
First Choice/Lean Bush	64	63	56	60	57
Second Choice	20	19	21	19	17
Steve Forbes					
First Choice/Lean Forbes	8	6	5	3	9
Second Choice	18	9	8	11	14
John McCain					
First Choice/Lean McCain	17	10	6	4	4
Second Choice	25	12	6	8	6
Gary Bauer					
First Choice/Lean Bauer	1	3	1	2	1
Second Choice	4	2	1	2	3
Orrin Hatch					
First Choice/Lean Hatch	2	2	3	1	N/A
Second Choice	4	1	2	4	N/A
Alan Keyes					
First Choice/Lean Keyes	3	1	2	N/A	N/A
Second Choice	6	3	2	N/A	N/A
None of them (VOL)					
First Choice	3	3	3	1	5
Second Choice	8	5	4	5	15
Don't know/Refused (VOL)					
First Choice	3	3	4	2	5
Second Choice	8	4	3	2	8

ASK ALL:

- Q.9 There are now two candidates for the Democratic nomination for President in 2000, Al Gore and Bill Bradley. Please tell me which one you would most like to see nominated as the Democratic party's candidate for President?
- Q.9a Well as of today, to whom do you most lean?

BASED ON REGISTERED DEMOCRATS/LEAN DEMOCRAT [N=355]:

		Oct <u>1999</u>	Sept <u>1999</u>	July <u>1999</u>
53	Al Gore/Lean Gore	60	58	65
38	Bill Bradley/Lean Bradley	31	32	29
4	None of them (VOL)	5	5	2
<u>5</u>	Don't know/Refused (VOL)	<u>4</u>	<u>5</u>	<u>4</u>
100		100	100	100

ASK ALL:

ROTATE BLOCK Q.10 WITH BLOCK Q.11

- Q.10 Suppose the 2000 presidential election were being held TODAY, and the candidates were Al Gore, the Democrat and George W. Bush, the Republican. Who would you vote for?
- Q.10a As of TODAY, do you LEAN more to Gore, the Democrat or Bush, the Republican?

BASED ON REGISTERED VOTERS [N=745]:

		Oct <u>1999</u>	Sept <u>1999</u>	July <u>1999</u>	March <u>1999²</u>	Jan <u>1999</u>	Early Sept <u>1998</u>
40	Gore/Lean Gore	44	39	42	41	44	40
55	Bush/Lean Bush	51	54	53	54	50	53
<u>5</u>	Undecided/Other/DK	<u>5</u>	<u>7</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>7</u>
100		100	100	100	100	100	100

- Q.11 Suppose the 2000 presidential election were being held TODAY, and the candidates were Bill Bradley, the Democrat and George W. Bush, the Republican. Who would you vote for?
- Q.11a As of TODAY, do you LEAN more to Bradley, the Democrat or Bush, the Republican?

BASED ON REGISTERED VOTERS [N=745]:

		Oct <u>1999</u>	July <u>1999</u>
41	Bradley/Lean Bradley	41	36
54	Bush/Lean Bush	54	57
<u>5</u>	Undecided/Other	<u>5</u>	<u>7</u>
100		100	100

2

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..."

On another subject...

Now, thinking about some of the candidates for president...

ROTATE Q.14 THRU Q.17 IN BLOCKS

Q.14 As I read some phrases, please tell me if you think each one applies to GEORGE W. BUSH or not. First, **(INSERT ITEM)**, do you think this applies to George W. Bush or not? How about...

BASED ON THOSE WHO COULD RATE:

	Yes, <u>Applies</u>	Does Not <u>Apply</u>	Don't <u>Know</u>
a. He is qualified to be president	79	21=100	8%
b. He has good positions on the issues	73	27=100	14%
c. He is personally likable	84	16=100	9%

Q.15 As I read some phrases, please tell me if you think each one applies to JOHN McCAIN or not. First, **(INSERT ITEM)**, do you think this applies to John McCain or not? How about...

BASED ON THOSE WHO COULD RATE:

	Yes, <u>Applies</u>	Does Not <u>Apply</u>	Don't <u>Know</u>
a. He is qualified to be president	73	27=100	36%
b. He has good positions on the issues	72	28=100	39%
c. He is personally likable	80	20=100	37%

Q.16 As I read some phrases, please tell me if you think each one applies to BILL BRADLEY or not. First, **(INSERT ITEM)**, do you think this applies to Bill Bradley or not? How about...

BASED ON THOSE WHO COULD RATE:

	Yes, <u>Applies</u>	Does Not <u>Apply</u>	Don't <u>Know</u>
a. He is qualified to be president	74	26=100	26%
b. He has good positions on the issues	70	30=100	32%
c. He is personally likable	84	16=100	26%

Q.17 As I read some phrases, please tell me if you think each one applies to AL GORE or not. First, **(INSERT ITEM)**, do you think this applies to Al Gore or not? How about...

BASED ON THOSE WHO COULD RATE:

	Yes, <u>Applies</u>	Does Not <u>Apply</u>	Don't <u>Know</u>
a. He is qualified to be president	72	28=100	8%
b. He has good positions on the issues	61	39=100	13%
c. He is personally likable	67	33=100	9%

Q.18 Now I want to ask you a few questions about some things that have been in the news about politics and the presidential campaign. Not everyone will have heard of them. As I read each item, tell me if you have heard A LOT about it, SOMETHING about it, or NEVER HEARD about it. **(ROTATE ITEMS)**

	Heard <u>A Lot</u>	Heard <u>Something</u>	Never <u>Heard</u>	<u>DK/Ref.</u>
ASK ALL:				
a. Al Gore hiring writer Naomi Wolf as an advisor on women's issues	13	23	61	3=100
b. George W. Bush's inability to name leaders of foreign countries in a pop quiz posed by a television reporter	32	27	39	2=100
c. Bill Bradley having been a professional basketball player	30	21	47	2=100
ASK FORM 1 ONLY [N=518]:				
d.F1 John McCain having been a prisoner of war in Vietnam	33	22	43	2=100
ASK FORM 2 ONLY [N=555]:				
e.F2 Criticisms of John McCain for his temper	21	32	46	1=100

ROTATE BLOCKS 19 AND 20

ASK FORM 1 ONLY [N=518]:

Q.19F1 While the presidential campaign has just begun, the candidates are already beginning to talk about certain issues. As I read from a list tell me whether or not you have heard of each theme or issue. First, have you heard about **(INSERT ITEM)** or not?

a. Compassionate conservatism
 29 Heard of -- **GO TO Q.19b**
71 Has not -- **GO TO NEXT PAIR**
 100

b. Which candidate do you most associate with this theme? **(DO NOT READ RESPONSES)**

BASED ON TOTAL

15 George W. Bush
 * Steve Forbes
 2 John McCain
 * Gary Bauer
 0 Orrin Hatch
 * Alan Keyes
 3 Al Gore
 2 Bill Bradley
 1 Other (**SPECIFY**)
6 Don't know/Refused
 29%

Q.20F1

- a. Providing health insurance to people currently uninsured

79 Heard of -- **GO TO Q.20b**
21 Has not -- **GO TO NEXT PAIR**
100

- b. Which candidate do you most associate with this issue? (**DO NOT READ RESPONSES**)

BASED ON TOTAL

9 George W. Bush
1 Steve Forbes
2 John McCain
* Gary Bauer
* Orrin Hatch
0 Alan Keyes
31 Al Gore
9 Bill Bradley
6 Other (**SPECIFY**)
21 Don't know/Refused
79%

ROTATE BLOCKS 21 AND 22

ASK FORM 2 ONLY [N=555]:

Q.21F2 While the presidential campaign has just begun, the candidates are already beginning to talk about certain issues. As I read from a list tell me whether or not you have heard of each theme or issue. First, have you heard about (**INSERT ITEM**) or not? What about (**INSERT ITEM**), have you heard about that or not?

- a. Campaign finance reform

61 Heard of -- **GO TO Q.21b**
39 Has not -- **GO TO NEXT PAIR**
100

- b. Which candidate do you most associate with this issue? (**DO NOT READ RESPONSES**)

BASED ON TOTAL

10 George W. Bush
4 Steve Forbes
11 John McCain
0 Gary Bauer
* Orrin Hatch
* Alan Keyes
9 Al Gore
5 Bill Bradley
3 Other (**SPECIFY**)
19 Don't know/Refused
61%

Q.22F2

a. Tax cuts targeted at lower and middle-income Americans

72 Heard of -- **GO TO Q.22b**

28 Has not -- **GO TO NEXT PAIR**

100

b. Which candidate do you most associate with this issue? (**DO NOT READ RESPONSES**)

BASED ON TOTAL

22 George W. Bush

4 Steve Forbes

3 John McCain

* Gary Bauer

* Orrin Hatch

* Alan Keyes

12 Al Gore

5 Bill Bradley

4 Other (**SPECIFY**)

22 Don't know/Refused

72%

ASK ALL:

Q.23 Which of the following types of experience do you think better prepares someone to be President? (**READ**)

		Sept <u>1987</u>
20	Serving as a state's governor and gaining experience as the head of an administration, OR	22
56	Serving as a U.S. Senator or Congressman and gaining experience in Washington and in foreign policy?	66
17	Both equal (VOL - DO NOT READ)	6
<u>7</u> 100	Don't know/Refused (VOL - DO NOT READ)	<u>6</u> 100

Now, on another subject...

Q.24 As you may know, some fruits and vegetables are being genetically altered to make them taste better, last longer, or to increase crop yields. How much, if anything, have you heard about this — a lot, some, only a little, or nothing at all?

22 A lot
27 Some
26 Only a little
24 Nothing at all
1 Don't know/Refused (VOL)
100

Q.25 As far as you know, do the stores where you shop for food sell fruits, vegetables, or other foods that have been genetically altered, or not?

26 Yes, for sale
34 No, not for sale
40 Don't know/Refused (VOL)
100

Q.26 As far as you know, have you ever BOUGHT fruits, vegetables, or foods that have been genetically altered, or not?

22 Yes, have bought
50 No, have not
28 Don't know/Refused (VOL.)
100

Q.27 Do you think the Food and Drug Administration should require labeling on all fruits, vegetables, or foods that have been genetically altered, or don't you think labeling is necessary?

84 Yes, should require labeling
14 No, labeling not necessary
2 Don't know/Refused (VOL)
100

NO QUESTION Q.28

On a different subject...

Q.29 Do you use a computer at your workplace, at school, or at home on at least an occasional basis?

	<u>Yes</u>	<u>No</u>	<u>DK/Ref.</u>
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
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

IF “1, YES” (USE A COMPUTER) IN Q.29, ASK:

Q.30 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/Ref.</u>
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
Early August, 1998	43	57	*=100
November, 1997	36	63	1=100

Q.30 CONTINUED...

	<u>Goes Online</u>	<u>Doesn't Go Online</u>	<u>DK/Ref.</u>
July, 1996	23	77	0=100
June, 1995 ³	14	86	*=100

IF "I, YES" (GO ONLINE) IN Q.30, ASK:

Q.31 Have you ever purchased goods or services online? (**IF YES, ASK:** Have you done this in the past week?) (**IF YES, BUT NOT IN THE PAST WEEK, ASK:** Have you done this in the past month?)

TREND BASED ON ONLINE USERS

<u>Total</u>	<u>Online Users</u>		<u>Jan 1999</u>	<u>Nov 1998</u>	<u>June 1995</u>
28	53	Yes (NET)	37	32	8
10	19	Yes, in past week	9	5	3
9	18	Yes, in past month	15	11	5
9	16	Yes, more than a month ago	13	16	--
<u>72</u>	<u>47</u>	No/Does go online/DK/Refused	<u>63</u>	<u>68</u>	<u>92</u>
100	100		100	100	100

ASK ALL:

On another matter...

Q.32 Do you happen to know that the United States is scheduled to turn over the Panama Canal at the end of 1999 to the government of Panama, or don't you happen to know about this?

60	Know
<u>40</u>	Don't know/Refused (VOL)
100	

Q.33 As you may know, the Panama Canal treaty will give Panama full control over the Canal and the Canal Zone, but the United States retains the right to defend the canal against a third nation. All things considered, do you favor or oppose this treaty between the U.S. and Panama?

			-----Gallup-----		
			<u>Feb 1978</u>	<u>Jan 1978</u>	<u>Oct 1977⁴</u>
46	Favor		43	43	36
40	Oppose		38	37	46
<u>14</u>	Don't know/Refused (VOL)		<u>19</u>	<u>20</u>	<u>19</u>
100			100	100	100

³ 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?

⁴ In 1977-1978, the Gallup question was worded "Actually, the treaties would give Panama full control over the Panama Canal and the Canal Zone by the year 2000, but the United States would retain the right to defend the canal against a third nation. Do you favor or oppose these treaties between the U.S. and Panama?"