

**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 ----- |             |             |             |             |             |             |             |             |             |             |
|-----------|--------------------|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|           |                    | Dec                            | Dec         | Dec         | Dec         | Dec         | Dec         | Dec         | Dec         | Dec         | Dec         | Dec         |
|           |                    | <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<br><u>Year</u> | Bad<br><u>Year</u> | (VOL)<br><u>Mixed</u> | DK/<br><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.5 What do you think was the single most important news event that happened in the nation or in the world in 1999? **(ACCEPT MULTIPLE RESPONSES; PROBE FOR SPECIFICITY.)**

- 20 CLINTON/SCANDAL/IMPEACHMENT (NET)
  - 9 Clinton/Lewinsky scandal
  - 6 Clinton's Senate impeachment
  - 5 Clinton/Everything that's gone on
- 15 SCHOOL SHOOTINGS (NET)
  - 8 High School shooting in Littleton, CO
  - 7 High School shooting in Oregon
  - \* School shootings/violence
- 7 KOSOVO WAR (NET)
  - 5 War in Kosovo (general)
  - 2 War/Conflict/Crisis in Bosnia
  - \* War in Yugoslavia
- 4 NATURAL DISASTERS (NET)
  - 2 Hurricanes/Floods/Natural Disasters
  - 1 Earthquake(s)
  - 1 Earthquake in Turkey
- 3 Death of JFK Jr and two others
- 3 PEACE EFFORTS (NET)
  - 1 Progress on world peace (non-specific)
  - 1 Peace efforts -- Northern Ireland
  - 1 Peace efforts -- Israel
  - \* Peace efforts -- Bosnia
- 2 "The Market"/The Economy on the rise/strong
- 1 World situations/War (non-specific)
- 1 Protests in Seattle against trade agreement/WTO
- 1 Airplane crashes
- 1 Crash of Egypt Air plane
- 1 Failure of Mars Polar Lander
- 1 Y2K Problems/Hype
- 1 Six fireman killed in MA
- 12 Other
- 34 No Response/No Answer

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?

|          |                                   | Sept<br><u>1999</u> | April<br><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"]

|                                 |   | Very<br><u>Closely</u> | Fairly<br><u>Closely</u> | Not too<br><u>Closely</u> | Not at all<br><u>Closely</u> | (VOL)<br><u>DK/Ref.</u> |
|---------------------------------|---|------------------------|--------------------------|---------------------------|------------------------------|-------------------------|
| <b>ASK ALL:</b>                 |   |                        |                          |                           |                              |                         |
| 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                   |
| <b>ASK FORM 1 ONLY [N=518]:</b> |   |                        |                          |                           |                              |                         |
| e.F1                            | The conflict between the Russian military and the rebels in Chechnya  | 11                     | 22                       | 31                        | 34                           | 2=100                   |
|                                 | February, 1995 <sup>1</sup>   | 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                   |

---

<sup>1</sup> In February 1995, the story was listed as "Russia's fighting in Chechnya."

**Q. 7 CONTINUED ...**

|                                 |  | Very<br><u>Closely</u> | Fairly<br><u>Closely</u> | Not too<br><u>Closely</u> | Not at all<br><u>Closely</u> | (VOL)<br><u>DK/Ref.</u> |
|---------------------------------|--|------------------------|--------------------------|---------------------------|------------------------------|-------------------------|
| <b>ASK FORM 2 ONLY [N=555]:</b> |  |                        |                          |                           |                              |                         |
| g.F2                            | The antitrust trial against the computer software company Microsoft November, 1998 | 11<br>12               | 31<br>20                 | 29<br>31                  | 28<br>36                     | 1=100<br>1=100          |
| h.F2                            | The failure of the Mars Polar Lander space craft to send data back to Earth        | 18                     | 38                       | 22                        | 22                           | *=100                   |

**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><br><u>1999</u> | <u>Oct</u><br><u>1999</u> | <u>Sept</u><br><u>1999</u> | <u>July</u><br><u>1999</u> | <u>Dec</u><br><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]:**

|          |                           | <u>Oct</u><br><u>1999</u> | <u>Sept</u><br><u>1999</u> | <u>July</u><br><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]:**

|          |                    | <u>Oct</u><br><u>1999</u> | <u>Sept</u><br><u>1999</u> | <u>July</u><br><u>1999</u> | <u>March</u><br><u>1999<sup>2</sup></u> | <u>Jan</u><br><u>1999</u> | <u>Early Sept</u><br><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]:**

|          |                      | <u>Oct</u><br><u>1999</u> | <u>July</u><br><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                        |

<sup>2</sup>

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..."

**ASK ALL:**

Q.12 I'm going to read you a list of some possible problems with news organizations these days. For each item, please tell me if think this is a major problem, a minor problem, or not a problem? First, news organizations are...(INSERT ITEM)? (Next, news organizations are... **INSERT ITEM**) **OBSERVE SPLIT FORMS**

|   |   | Major<br><u>Problem</u> | Minor<br><u>Problem</u> | Not a<br><u>Problem</u> | (VOL)<br><u>DK/Ref.</u> |
|---|---|-------------------------|-------------------------|-------------------------|-------------------------|
| <b>ASK FORM 1 ONLY (ROTATE ITEMS a, b, f, g) [N=518]:</b> |   |                         |                         |                         |                         |
| a.F1  | Inaccurate and full of errors in their news reports | 41                      | 39                      | 17                      | 3=100                   |
| b.F1  | Too critical  | 35                      | 38                      | 22                      | 5=100                   |

**NO ITEM c**

**ASK FORM 2 ONLY (ROTATE ITEMS d, e, f, g) [N=555]:**

|      |   |    |    |    |       |
|------|---|----|----|----|-------|
| d.F2 | Too focused on reporting the misdeeds and personal failings of public figures | 59 | 24 | 13 | 4=100 |
| e.F2 | Too sensational in their news reports   | 49 | 30 | 16 | 5=100 |

**ASK ALL:**

|    |   |    |    |    |       |
|----|---|----|----|----|-------|
| f. | Too concerned with protecting the interests of their advertisers                    | 35 | 36 | 21 | 8=100 |
| g. | Too concerned with protecting the business interests of the companies that own them | 42 | 33 | 18 | 7=100 |

Q.13 Now, I'm going to read a list of companies. Please tell me which, if any, of these companies owns a news organization such as a newspaper, radio or broadcast news outlet? (**READ AND ROTATE**)

|    |                  | <i>Owns a news organization</i> (VOL) |           |                |
|----|------------------|---------------------------------------|-----------|----------------|
|    |                  | <u>Yes</u>                            | <u>No</u> | <u>DK/Ref.</u> |
| a. | Dow Jones        | 36                                    | 29        | 35=100         |
| b. | IBM              | 28                                    | 35        | 37=100         |
| c. | Walt Disney      | 60                                    | 18        | 22=100         |
| d. | General Electric | 37                                    | 28        | 35=100         |



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,<br><u>Applies</u> | Does Not<br><u>Apply</u> | Don't<br><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,<br><u>Applies</u> | Does Not<br><u>Apply</u> | Don't<br><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,<br><u>Applies</u> | Does Not<br><u>Apply</u> | Don't<br><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,<br><u>Applies</u> | Does Not<br><u>Apply</u> | Don't<br><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<br><u>A Lot</u> | Heard<br><u>Something</u> | Never<br><u>Heard</u> | <u>DK/Ref.</u> |
|---------------------------------|--|-----------------------|---------------------------|-----------------------|----------------|
| <b>ASK ALL:</b>                 |  |                       |                           |                       |                |
| 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          |
| <b>ASK FORM 1 ONLY [N=518]:</b> |  |                       |                           |                       |                |
| d.F1                            | John McCain having been a prisoner of war in Vietnam   | 33                    | 22                        | 43                    | 2=100          |
| <b>ASK FORM 2 ONLY [N=555]:</b> |  |                       |                           |                       |                |
| 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 <b>(SPECIFY)</b> |
| <u>6</u> | 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<br><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 ( <b>VOL - DO NOT READ</b> )  | 6                   |
| <u>7</u><br>100 | Don't know/Refused ( <b>VOL - DO NOT READ</b> )  | <u>6</u><br>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 <sup>3</sup> | 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 1977<sup>4</sup></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                         |

<sup>3</sup> 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?

<sup>4</sup> 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?"