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**Despite Uncertain Outcome**  
**CAMPAIGN 2000 HIGHLY RATED**

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## Despite Uncertain Outcome CAMPAIGN 2000 HIGHLY RATED

Even with an uncertain conclusion, Campaign 2000 gets better grades from the public than most recent presidential contests. Fully 83% of voters say they learned enough from the campaign to make an informed choice — a larger percentage than expressed that view in surveys conducted in the days following the three previous presidential campaigns. There was less mudslinging, more discussion of issues, and the debates were more useful than four years ago, said a sample of voters in the Pew Research Center's quadrennial "weekend after" poll.

The poll, conducted Nov. 10-12 among 1,113 voters, also finds a greater number of respondents satisfied with the choice of candidates this year than in 1988, 1992 and 1996 — although most were only *fairly* satisfied with this year's slate. Voters also are more generous in grading themselves this year, as 60% award themselves a grade of A or B for their performance, up from 43% in Pew's survey following the 1996 campaign. But the public's negative view of the press is unchanged from previous elections. Just 29% give the press top grades, while nearly four-in-ten (39%) graded the media D or F.

Media miscalls of the outcome of the presidential race on Tuesday have only intensified voters' long-standing criticisms of press performance. Seven-in-ten voters (69%) voice anger or disappointment with the networks' premature calls that George W. Bush had won the presidency. More than half of voters (52%) believe the networks' earlier mistake of calling Florida for Gore may have had an effect on how people in other parts of the country voted (with as many as 58% of those in the West supporting this view). Little wonder that the perception that the media had too much of an influence on the outcome climbed to 53% in the current survey from 47% in 1996 and 46% in 1992.

### **Campaign 2000: A Better Experience**

	1988	1992	1996	2000
<i>Satisfied with choice of candidates?</i>	%	%	%	%
Satisfied	62	61	51	68
Not satisfied	37	37	46	27
Don't know	<u>1</u>	<u>2</u>	<u>3</u>	<u>5</u>
	100	100	100	100
<i>Learned enough to make informed choice?</i>				
Learned enough	59	77	75	83
Didn't learn enough	39	20	23	15
Don't know	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>
	100	100	100	100
<i>How helpful were debates?</i>				
Very/somewhat	48	70	41	62
Not too/Not at all	49	24	48	30
Didn't watch (VOL.)	3	5	10	7
Don't know	*	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100
<i>Was there more or less discussion of issues?</i>				
More	--	59	25	46
Less	--	34	65	36
Same (VOL.)	--	4	6	13
Don't know	--	<u>3</u>	<u>4</u>	<u>5</u>
		100	100	100
<i>Was there more or less mudslinging?</i>				
More	--	68	49	34
Less	--	16	36	46
Same (VOL.)	--	14	12	16
Don't know	--	<u>2</u>	<u>3</u>	<u>4</u>
		100	100	100

Roughly nine-in-ten respondents (87%) want the networks to wait to announce winners until nearly all the votes are counted on election night rather than predicting a winner when they feel confident based on early returns. Almost as many (81%) think news organizations make projections in order to be the first to call the winner, rather than because they think it's important that their audience know the outcome as soon as possible.

***More GOP Satisfaction***

In keeping with the enthusiasm advantage Bush enjoyed during the campaign, Republicans were more satisfied than Democrats with the choice of presidential candidates this year: 81% of Republicans vs. 66% of Democrats say they were very or fairly satisfied. This represents a dramatic increase in satisfaction on the part of Republicans, only 39% of whom were content with their choices in 1996. Independents were less satisfied this year than partisans — only 58% liked their choices.

	---- % Satisfied----			
	<u>1988</u>	<u>1992</u>	<u>1996</u>	<u>2000</u>
All Voters	62	61	51	68
Republican	86	42	39	81
Democrats	44	80	76	66
Independents	55	57	37	58

By overwhelming margins, voters say they learned enough about the candidates and the issues to make an informed choice. Again, this represents a significant improvement from recent presidential elections. Men and women, young and old, Republicans and Democrats agree on this point. No major demographic group subscribes to the view that it was difficult to choose among the candidates because they didn't learn enough from the campaign. The widely publicized indecision on the part of voters this year was not due to a lack of information about the candidates or the issues.

The presidential debates were quite influential in helping voters decide which candidate to support. Nearly two-thirds of voters (62%) found the debates helpful — up from 41% in 1996. More women than men say the debates helped them make up their minds (66% vs. 58%). Young voters were more influenced by the debates than older voters — 74% of those under age 30 vs. 57% of those age 65 and older say they found the debates instructive. Bush and Gore voters evaluate the debates about equally. Not only were the debates helpful, but a sizable minority of voters (20%) say they made up their minds definitively during the debate period, up from only 3% in 1996.

On balance, voters say there was more discussion of the issues in this campaign compared to past presidential elections — 46% vs. 36% who say there was less discussion of issues. Again, that is a significant improvement from 1996 when 65% of voters said there had been less discussion of issues.

At the same time, voters saw less mudslinging in this campaign compared to past presidential elections. By a margin of 46%-34%, voters say there was less, not more, negative campaigning this time around; another 16% said there was about the same amount this time. In both 1996 and 1992, voters said negative campaigning was on the increase. Bush and Gore voters have similar evaluations of the campaign in this regard — 49% of Gore voters saw less mudslinging this year. Among Bush voters, 43% said less.

As was the case in both 1992 and 1996, the candidates' commercials were not well received by the voters. Two-thirds say the commercials were *not* helpful to them in deciding which candidate to vote for, down only moderately from 73% in 1996. Young voters are among the most critical of the candidates' commercials — 72% say they were not helpful. Democrats judge the commercials as slightly more helpful than do Republicans (37% vs. 27%). Still most deemed them to be of little importance.

	<u>1992</u>	<u>1996</u>	<u>2000</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Helpful	38	25	29
Not helpful	59	73	66
Don't know	<u>3</u>	<u>2</u>	<u>5</u>
	100	100	100

***Voters Trump Candidates***

In addition to evaluating the campaign process, voters were asked to rate the various players in the campaign. When stacked up against the candidates, the parties and the media establishment, the voters themselves come out on top. More than one-in-five give voters an A, up dramatically from 12% in 1996. In 1996, Bill Clinton came out on top. This time, the voters trump both candidates.

Interestingly, Gore supporters rate themselves more highly than do Bush supporters — 62% vs. 46% A or B. However, when it comes to rating their candidates, Bush voters give their candidate slightly higher marks than Gore voters: 85% of Bush supporters give the Texas governor an A or B vs. 80% of Gore supporters who rate the vice president that highly.

Overall, Gore receives A's and B's from 54% of voters, while Bush gets similar grades from 53%. Ralph Nader and Pat Buchanan receive relatively low marks. Just over one-third of voters (35%) give Nader a grade of A or B; only 22% grade Buchanan A or B. Nader's grades are higher than those received by Ross Perot in 1996, though much lower than Perot's 1992 grades. Neither of the third-party candidates fared significantly better among political independents.

Voters give the Republican Party much higher grades for its performance in this campaign than they did in 1996. This year, 48% of voters give the GOP an A or B, compared to only 29% in 1996. The biggest improvement for the party has come from GOP loyalists themselves. In 1996, only 42% of Republicans gave their party an A or B; this year 76% did so. Evaluations of the Democratic Party have remained much more stable. About half of the voters polled give the Democrats an A or B, basically unchanged from four years ago.

Reflecting, perhaps, voters' satisfaction with the quality and tone of this year's campaign, the grades given to campaign consultants rose from 30% A or B in 1996 to 43% this year. Talk show hosts also improved their standing from 1996. Ratings for the pollsters, on the other hand, continue on a downward trajectory: 34% rate them A or B this year, down from 40% in 1996 and 53% in 1992.

The press winds up at the bottom of the heap, with only 29% giving them high marks for their performance. As many as one-in-five voters give the press a failing grade, a higher percentage than for any other group or person rated. Republicans are by far the most critical of the press, with only 20% giving them an A or B and 27% giving them as F. The press receives high grades from 39% of Democrats and failing grades from only 10%.

<b>Campaign Ratings</b>					
<i>(Among those who gave an answer)</i>					
	<i>% Who Rated</i>				<i>Avg. Grade</i>
	<i>Each an A or B:</i>				
	<u>1988</u>	<u>1992</u>	<u>1996</u>	<u>2000</u>	
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	
Voters	52	67	43	60	B
Al Gore*	39	66	58	54	B-
George W. Bush**	50	31	34	53	B-
Dem Party	34	60	50	49	C+
Rep Party	46	30	29	48	C+
Ralph Nader	--	--	--	35	C
Pat Buchanan	--	--	--	22	C-
Campaign Consultants	30	44	30	43	C+
Talk show hosts	--	49	28	41	C+
Pollsters	46	53	40	34	C
Press	30	37	29	29	C

\* Gore's numbers are compared to past Democratic candidates.  
 \*\* Bush's numbers are compared to past Republican candidates.

### ***Cable Outranks the Networks***

For the first time in a presidential campaign, more voters cite cable news outlets as a primary source of information about the campaign than either network or local television news. More than one-third of voters (36%) say they got most of their news from cable, compared to 22% for the networks and 21% for local television. Since the 1996 campaign, cable has increased by 15%, while the networks have declined by 14%.

Television, broadly defined, remains the leading source of election-related news. Seven-in-ten voters cite either cable, network and/or local news as a primary source of election news, down from 72% in 1996 and 82% in 1992.

There has been a precipitous decline in the number of voters relying on newspapers as a major source of campaign news. Fewer than four-in-ten (39%) say they got most of their news about the presidential campaign from newspapers, down from 60% in 1996. This falloff has occurred across all demographic groups, although it has been somewhat more pronounced among well-educated voters, who traditionally have been steadfast newspaper readers.

In 1996, 70% of college graduates cited newspapers as a major source of campaign news, compared to only 54% of those who had no more than a high school degree. This education gap has narrowed considerably. Today, newspapers are cited as a major source of election news by just 46% of college graduates, compared to 37% of voters with no more than a high school degree.

### ***More Go Online for Election News***

In place of traditional media sources, voters are increasingly going online for election information. Roughly 11% of voters list the Internet as one of their primary sources of campaign news, and another 19% say they got at least *some* of this news from the Internet. The overall total of 30% citing the Internet as a source for election news is three times the 1996 level.

#### **Changing Sources of Campaign News**

	<u>1992</u>	<u>1996</u>	<u>2000</u>
	%	%	%
Television (Net)*	82	72	70
Network	55	36	22
Local	29	23	21
Cable	29	21	36
Newspapers	57	60	39
Radio	12	19	15
Magazines	9	11	4
Internet	n/a	3	11

\*Numbers add to more than 100% because voters could list up to two primary sources.

Though Internet use has risen across the population, more educated and wealthier voters have been the most ready to take advantage of this new resource. Fully 37% of college graduates got at least some news about the campaign from the Internet, compared to just 22% of those with a high school degree or less. More than four-in-ten (42%) of those in households with annual incomes of \$50,000 or more say they went online for campaign news, compared to only 15% of those in households with incomes of less than \$20,000 annually.

Age is another factor associated with Internet use. Four years ago, 16% of voters under 30 got at least some campaign news online, compared to only 1% of those over age 65. Though there have been increases in Internet use among all voters, the disparity between young and old still exists. During the 2000 campaign, 42% of voters under 30 say they went online for campaign news, compared to only 10% of seniors.

The digital divide for election news is based more on age and income than race. While three-in-ten white voters say they went online to learn something about the election, almost as many African-American voters (28%) say the same.

***Too Much Media Influence***

Along with changing media habits, the 2000 election has also been marked by increasing concerns about the news media’s influence. For the first time, a majority of voters (53%) feel that news organizations exerted too much influence on the outcome of this year’s presidential election.

Republicans and Bush supporters are particularly unhappy with the press’ role in the election, with nearly two-thirds (63%) of each group saying the media has excessive influence, compared to 43% of Gore supporters and 42% of Democrats.

Some of this dissatisfaction is evidently linked to perceptions of media fairness in covering the candidates. Overall, 71% of voters feel the press was fair in the way it covered Gore’s election campaign, and 65% say the press was fair to Bush.

But as has been the case in the past, Republicans are less satisfied with press coverage, and more likely to perceive a press bias against their candidate. For many Republicans, perceptions

of press bias go beyond the media’s treatment of their candidate. Less than half of Republicans (47%) believe that news organizations have been fair to both candidates this year, compared to 68%

<b>Media Bias?</b>				
	All	-----Party ID-----		
	<u>Voters</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
<i>The press was ...</i>	%	%	%	%
Fair to both	60	47	68	61
Fair to Gore only	12	23	6	9
Fair to Bush only	5	2	9	5
Unfair to both	18	25	13	18
Don't know	<u>5</u>	<u>3</u>	<u>4</u>	<u>7</u>
	100	100	100	100

of Democrats. While 23% of Republicans say coverage was only fair to Gore, another quarter say the press was unfair to both candidates in covering the campaign.

***High Interest, Deep Concern***

Both voters' interest in the campaign and dissatisfaction with the news media can be seen in their reactions to election coverage. Fully 88% of voters said they followed the returns on election night, with over 40% staying up past 1:00 AM Eastern Time, and 18% still watching at 3:00 AM Eastern Time — late enough to see the networks declare a Bush victory.

Regardless of how late they stayed up, most voters turned thumbs down on the media's performance on that chaotic night. While there was widespread anger and disappointment over the networks' erroneous call of a Bush victory, a majority say the earlier, mistaken call of a Gore win in Florida may have affected voters elsewhere. Republicans were particularly concerned about the early call of Florida for Gore — 62% felt it affected voters in other parts of the country compared to only 42% of Democrats. Republicans and Democrats were equally unhappy with the late night call of Florida for Bush.

Voters are nearly united with respect to the issue of when news organizations should announce the winners in the states. By nearly an eight-to-one margin, they say the media should wait until nearly all the votes are counted, rather than predicting a winner when they feel confident about the outcome based on early returns.

Almost as many voters question the media's motives for making early election calls. The vast majority (81%) says the main reason news organizations sometimes make projections too quickly is because they want to be the first to call the winner, not because they feel it is important for their audience to know the outcome as soon as possible.

<b>Concern Over Wrong Calls</b>	
<i>When you heard about mistaken Bush call were you ...</i>	
	<i>%</i>
Angry	21
Just disappointed	48
Not bothered	27
Didn't hear about (VOL.)	2
Don't know	<u>2</u>
	100
<i>Did early call of Gore win in Florida matter?</i>	
Had an effect on other voters	52
Didn't have any impact	41
Don't know	<u>7</u>
	100
<i>When should the news media announce winners?</i>	
Wait until votes are counted	87
Predict when confident	11
Don't know	<u>2</u>
	100
<i>Why does the media rush to make predictions?</i>	
They want to be first	81
They want to inform audience	13
Both (VOL.)	2
Don't know	<u>4</u>
	100



## HELPFULNESS OF THE PRESIDENTIAL DEBATES

-- 1996 VS. 2000 --

(Among Voters)

	----- 1996 -----			----- 2000 -----		
	<u>Helpful</u>	Not <u>Helpful</u>	Didn't <u>Watch</u>	<u>Helpful</u>	Not <u>Helpful</u>	Didn't <u>Watch</u>
	%	%	%	%	%	%
<b>Total</b>	41	48	10	62	30	7
<b>Sex</b>						
Male	35	54	10	58	35	6
Female	46	42	11	66	26	7
<b>Race</b>						
White	38	50	11	61	32	6
Non-white	66	26	8	70	20	9
Black*	71	24	5	72	18	10
<b>Race and Sex</b>						
White Men	32	56	10	56	36	7
White Women	42	45	12	65	28	6
<b>Age</b>						
Under 30	50	47	4	74	20	6
30-49	39	48	12	65	29	6
50-64	34	48	16	57	36	6
65+	46	46	5	57	31	8
<b>Sex and Age</b>						
Men under 50	41	49	10	61	33	6
Women under 50	47	10	73	20	7	6
Men 50+	27	60	10	55	36	7
Women 50+	50	37	12	59	32	7
<b>Education</b>						
College Grad	28	62	9	58	37	5
Some College	42	49	10	63	32	4
High School Grad	48	41	10	62	28	10
< H.S. Grad*	50	31	18	74	12	10
<b>Family Income</b>						
\$50,000 +	30	57	12	59	36	6
\$30,000 - \$49,999	39	51	9	62	31	5
\$20,000 - \$29,999	45	42	12	70	21	9
< \$20,000	56	32	11	69	20	10

\* Note small sample size.

Question:      How helpful were the presidential debates to you in deciding which candidate to vote for? Would you say they were very helpful, somewhat helpful, not too helpful, or not at all helpful?

Continued ...

	----- 1996 -----			----- 2000 -----		
	<u>Helpful</u>	Not <u>Helpful</u>	Didn't <u>Watch</u>	<u>Helpful</u>	Not <u>Helpful</u>	Didn't <u>Watch</u>
	%	%	%	%	%	%
<b>Total</b>	41	48	10	62	30	7
<b>Region</b>						
East	36	54	9	64	31	5
Midwest	44	42	13	61	27	10
South	43	45	12	65	29	6
West	38	52	8	59	35	6
<b>Community Size</b>						
Large City	46	42	12	67	29	4
Suburb	38	54	7	62	32	5
Small town	41	47	10	61	30	7
Rural	38	46	15	61	28	10
<b>Religious Affiliation</b>						
Total White Protestant	38	49	12	62	30	6
White Prot. Evangelical	41	44	13	71	23	5
White Prot. Non-Evangelical	34	54	11	54	36	7
White Catholic	42	47	11	60	31	10
<b>Party ID</b>						
Republican	37	51	11	63	29	7
Democrat	50	40	10	66	27	6
Independent	35	52	11	58	36	5
Lean Republican	27	59	11	66	28	4
Lean Democrat	45	44	10	59	36	5
<b>Presidential Vote</b>						
Clinton/Gore	54	36	10	64	29	6
Dole/Bush	32	56	12	66	26	6
Perot	21	70	9	n/a	n/a	n/a

**VOTERS GRADE THE "VOTERS"**  
1992 VS. 1996 VS. 2000  
(Among Voters)

	----- 1992 -----			----- 1996 -----			----- 2000 -----		
	'A' or 'B' %	'C' %	'D' or 'F' %	'A' or 'B' %	'C' %	'D' or 'F' %	'A' or 'B' %	'C' %	'D' or 'F' %
<b>Total</b>	61	20	10	39	29	23	53	25	11
<b>Sex</b>									
Male	62	21	10	30	33	28	52	25	14
Female	61	18	10	48	24	18	54	24	9
<b>Race</b>									
White	60	20	11	36	30	24	51	25	11
Non-white	70	16	5	61	22	10	66	19	8
Black*	73	14	3	62	19	11	75	11	6
<b>Race and Sex</b>									
White Men	n/a	n/a	n/a	26	34	30	51	26	14
White Women	n/a	n/a	n/a	45	26	19	52	25	9
<b>Age</b>									
Under 30	69	18	6	50	28	18	64	26	5
30-49	65	19	10	37	31	24	55	26	13
50+	53	21	12	36	27	23	49	24	11
<b>Sex and Age</b>									
Men under 50	64	21	9	31	34	27	56	25	14
Women under 50	16	10	50	26	18	58	26	9	
Men 50+	57	21	14	27	33	28	48	26	14
Women 50+	50	21	25	44	22	19	50	22	9
<b>Education</b>									
College Grad	64	18	8	28	37	26	50	25	14
Some College	61	21	10	37	28	26	55	27	8
High School Grad	58	22	11	44	27	20	56	22	12
< H.S. Grad*	61	15	11	55	17	18	51	27	5

\* Note small sample size.

Question: Students are often given the grades A, B, C, D, or Fail to describe the quality of their work. Looking back over the campaign, what grade would you give to each of the following groups for the way they conducted themselves in the campaign... the voters?

**Continued ...**

	----- 1992 -----			----- 1996 -----			----- 2000 -----			
	'A' or		'D' or	'A' or		'D' or	'A' or		'D' or	
	<u>'B'</u>	<u>'C'</u>	<u>'F'</u>	<u>'B'</u>	<u>'C'</u>	<u>'F'</u>	<u>'B'</u>	<u>'C'</u>	<u>'F'</u>	
	%	%	%	%	%	%	%	%	%	
<b>Total</b>	61	20	10	39	29	23	53	25	11	
<b>Family Income</b>										
\$50,000 +	59	27	10	28	35	29	53	24	12	
\$30,000 - \$49,999	63	17	11	39	26	25	58	23	12	
\$20,000 - \$29,999	59	20	12	44	29	17	54	29	8	
< \$20,000	67	15	7	53	23	15	57	23	8	
<b>Region</b>										
East	64	15	10	39	29	23	58	21	11	
Midwest	61	18	11	44	30	23	52	28	10	
South	59	21	11	41	22	23	54	22	12	
West	62	24	7	30	37	21	50	27	10	
<b>Religious Affiliation</b>										
Total White Protestant	61	19	12	35	28	26	49	27	12	
White Prot. Evangelical	61	20	11	33	30	26	46	27	12	
White Prot. Non-Evangelical	61	18	12	37	26	25	52	26	12	
White Catholic	60	24	9	44	32	18	54	27	9	
<b>Community Size</b>										
Large City	n/a	n/a	n/a	45	31	15	65	19	10	
Suburb	n/a	n/a	n/a	40	24	26	54	25	12	
Small City/Town	n/a	n/a	n/a	35	31	23	50	28	10	
Rural	n/a	n/a	n/a	38	29	24	51	22	12	
<b>Party ID</b>										
Republican	49	23	16	27	30	34	43	30	15	
Democrat	72	15	6	53	25	12	63	21	6	
Independent	62	21	9	38	32	22	52	25	14	
Lean Republican	52	24	16	24	33	35	48	29	15	
Lean Democrat	68	17	3	50	31	11	55	19	14	
<b>Presidential Vote</b>										
Clinton/Gore	73	15	4	54	24	13	62	21	6	
Bush/Dole/Bush	49	24	18	25	33	34	46	28	15	
Perot	59	24	11	38	30	25	n/a	n/a	n/a	

## SOURCES OF CAMPAIGN NEWS

-- 1996 VS. 2000 --  
(Among Voters)

	1996								2000							
	Total TV %	Net-work %	Local %	CNN %	News-paper %	Radio %	Maga-zines %	†On-Line %	Total TV %	Net-work %	Local %	Cable %	News-paper %	Radio %	Maga-zines %	†Inter-net %
<b>Total</b>	72	36	23	21	60	19	11	10	70	22	21	36	39	15	4	30
<b>Sex</b>																
Male	67	34	18	22	63	21	11	14	68	24	17	35	39	18	4	35
Female	76	38	27	20	57	18	12	6	71	21	24	36	39	12	4	25
<b>Race</b>																
White	70	37	22	20	62	19	12	10	70	23	20	35	40	16	4	30
Non-white	80	32	26	29	48	20	5	11	73	18	27	39	35	10	2	31
Black*	80	32	31	25	43	20	6	7	75	16	31	38	32	10	3	28
<b>Race and Sex</b>																
White Men	66	36	18	21	65	21	11	14	69	24	18	36	39	18	4	34
White Women	74	38	26	18	58	17	13	5	70	23	22	35	42	13	4	26
<b>Age</b>																
Under 30	71	29	24	26	42	26	11	16	72	17	26	42	21	20	3	42
30-49	67	36	20	18	63	21	12	13	64	21	17	32	37	18	3	38
50-64	76	39	25	22	58	14	10	8	72	23	24	35	43	13	5	27
65+	76	36	25	22	68	17	11	1	78	28	21	41	51	9	4	10
<b>Sex and Age</b>																
Men under 50	63	31	16	21	62	25	13	20	65	20	16	34	34	21	4	44
Women under 50	73	38	26	19	53	20	11	8	66	19	22	35	33	16	3	35
Men 50+	74	39	20	22	66	15	8	6	72	27	20	37	46	15	5	24
Women 50+	79	36	28	22	60	16	12	3	77	24	25	38	47	8	4	15
<b>Education</b>																
College Grad	59	36	11	16	70	21	17	16	58	22	12	31	46	16	8	37
Some College	75	39	21	26	61	20	9	11	66	20	22	35	35	19	2	35
High School Grad	77	36	29	20	54	16	10	7	79	24	24	39	36	13	2	24
< H.S. Grad*	82	31	34	22	50	21	6	4	82	21	34	41	39	11	0	14

\* Note small sample size.

† This column combines the respondents who answered 'yes' to the following question: "Did you happen to get any news or information about the 2000 elections from the Internet, or not?" and the percent of respondents who volunteered they got *most of their news* about the election from the Internet.

Question: How did you get most of your news about the presidential election campaign? From television, from newspapers, from radio, from magazines or from the Internet? (ACCEPT TWO ANSWERS. IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE)  
IF RESPONDENT ANSWERED '1' TELEVISION ASK:  
Did you get most of your news about the presidential campaign from network TV news, from local TV news, or from cable news networks such as CNN or MSNBC? (ACCEPT TWO ANSWERS; DO NOT PROBE)

Continued ...

	----- 1996 -----								----- 2000 -----							
	Total TV	Net- work	Local	CNN	News- paper	Radio	Maga- zines	†On- Line	Total TV	Net- work	Local	Cable	News- paper	Radio	Maga- zines	†Inter- net
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Total</b>	72	36	23	21	60	19	11	10	70	22	21	36	39	15	4	30
<b>Family Income</b>																
\$50,000 +	60	33	16	18	71	20	14	15	63	23	13	34	43	18	6	42
\$30,000 - \$49,999	72	41	22	19	61	18	10	10	68	18	23	37	41	15	3	29
\$20,000 - \$29,999	78	33	31	22	51	19	13	8	80	29	30	33	34	20	2	20
< \$20,000	82	35	26	27	49	20	9	4	78	21	29	37	32	10	3	15
<b>Region</b>																
East	74	41	25	21	70	17	12	8	65	20	24	30	41	13	4	33
Midwest	71	34	24	22	59	18	12	8	67	22	24	30	43	18	5	28
South	74	38	25	23	55	18	10	10	75	23	17	41	32	14	3	30
West	66	32	16	15	59	24	12	14	68	24	21	37	46	14	4	29
<b>Religious Affiliation</b>																
Total White Protestant	73	38	24	20	61	18	11	9	72	24	21	36	40	16	4	26
Wh. Prot. Evangelical	76	36	28	22	56	18	10	6	71	20	18	42	38	17	3	27
Wh. Prot. Non-Evang.	70	40	21	18	65	18	12	12	72	28	23	31	42	16	4	26
White Catholic	68	38	21	17	64	19	12	8	66	18	18	38	46	11	6	32
<b>Community Size</b>																
Large City	60	29	18	19	59	20	13	10	66	21	25	31	40	13	4	39
Suburb	75	35	26	18	64	19	9	13	67	22	19	34	46	16	5	33
Small City/Town	76	38	22	26	58	16	10	9	73	24	18	42	41	15	3	25
Rural Area	69	39	23	16	60	23	14	7	69	22	26	30	27	17	4	27
<b>Party ID</b>																
Republican	67	36	18	18	59	26	12	11	67	23	16	38	37	20	4	35
Democrat	77	36	26	22	60	14	10	8	74	22	23	39	43	8	2	26
Independent	71	36	24	24	61	17	13	9	65	23	22	29	39	22	6	30
Lean Republican	69	30	28	22	52	19	13	9	68	22	22	30	35	26	6	31
Lean Democrat	74	39	26	30	65	15	11	10	66	21	25	29	38	17	6	31
<b>Presidential Vote</b>																
Clinton/Gore	76	38	25	23	62	15	10	8	72	23	22	35	42	10	3	27
Dole/Bush	65	34	20	17	60	25	13	11	69	21	19	37	36	20	4	34
Perot	84	41	25	29	52	12	9	8	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

**ABOUT THE SURVEY**

The survey results are based on telephone re-interviews conducted November 10-12, 2000 among 1,113 voters under the direction of Princeton Survey Research Associates. ("Voters" are those respondents who said they voted in the 2000 election.) This sample was selected from those identified as registered voters in two previous nationwide surveys of adults 18 years of age or older, the first conducted September 2000 and the second in Early October 2000. For results based on the total sample of voters, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 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.

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS  
NOVEMBER 2000 RE-INTERVIEW SURVEY  
-- FINAL TOPLINE --  
November 10-12, 2000  
N = 1,113 Voters**

**MY FIRST QUESTION IS...**

Q.1 A lot of people have been telling us they didn't get a chance to vote in the election on November 7. How about you... did things come up that kept you from voting, or did you happen to vote?

- Yes, voted — **CONTINUE WITH INTERVIEW**
- No, did not vote — **THANK RESPONDENT AND END**
- Don't remember — **THANK RESPONDENT AND END**
- Refused — **THANK RESPONDENT AND END**

**ASK ALL EXCEPT THOSE WHO ANSWERED '9' DON'T KNOW/CAN'T REMEMBER IN Q.3:**

Q.16 When did you make up your mind definitely to vote for (INSERT CHOICE FROM Q.3; IF 'OTHER' IN Q.3 INSERT 'THE CANDIDATE OF YOUR CHOICE')? (Open-end) (INTERVIEWER: GET TIME AS SPECIFICALLY AS POSSIBLE)

<u>Total</u>	<u>Gore</u>	<u>Bush</u>		<u>Nov</u> <u>1996</u>	<u>Nov</u> <u>1992</u>	<u>Nov</u> <u>1988</u>
5	5	4	On Election Day	6	9	6
2	1	2	On Monday (day before the election)	3	4	3
2	2	3	Over the last week-end	2	4	2
5	6	5	In the last week	6	8	4
20	19	23	Debate period (NET)	3	13	20
17	16	20	During or just after the Presidential debates			
3	3	3	After the vice presidential debate			
9	9	10	In September, after the Conventions	12	6	16
7	7	9	Convention period (NET)	8	12	15
3	6	1	During or after the Democratic Convention			
4	1	8	During or after the Republican Convention			
21	23	23	This year, before the summer, during the primaries	13	18	19
20	25	18	Before 2000	39	12	9
--	--	--	Other	*	8	--
3	3	3	Don't know/Can't remember	2	1	2
<u>6</u>	<u>0</u>	<u>0</u>	Don't remember who voted for	<u>6</u>	<u>5</u>	<u>4</u>
100	100	100		100	100	100

**ASK ALL:**

Q.17 Now that the campaign is over, how satisfied were you with the choice of presidential candidates? Would you say that you were very satisfied, fairly satisfied, not very satisfied, or not at all satisfied?

		Nov <u>1996</u>	Nov <u>1992</u>	Nov <u>1988</u>
24	Very satisfied	18	24	26
44	Fairly satisfied	33	37	36
18	Not very satisfied	24	21	20
9	Not at all satisfied	22	16	17
<u>5</u>	Don't know/Refused	<u>3</u>	<u>2</u>	<u>1</u>
100		100	100	100

Q.18 During this campaign, did you feel you learned enough about the candidates and the issues to make an informed choice between Gore, Bush, Nader and Buchanan, or did you find it difficult to choose because you felt you did not learn enough from the campaign?

		Nov <u>1996</u>	Nov <u>1992</u>	Nov <u>1988</u>
83	Learned enough to make an informed choice	75	77	59
15	Did not learn enough from the campaign	23	20	39
<u>2</u>	Don't know/Refused	<u>2</u>	<u>3</u>	<u>2</u>
100		100	100	100

Q.19 How helpful were the presidential debates to you in deciding which candidate to vote for? Would you say they were very helpful, somewhat helpful, not too helpful, or not at all helpful?

		Nov <u>1996</u>	Nov <u>1992</u>	Nov <u>1988</u>
25	Very helpful	13	31	13
37	Somewhat helpful	28	39	35
14	Not too helpful	23	11	24
16	Not at all helpful	25	13	25
7	Did not watch the debates ( <b>VOL.</b> )	10	5	3
<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>*</u>
100		100	100	100

Q.20 Students are often given the grades A, B, C, D, or Fail to describe the quality of their work. Looking back over the campaign, what grade would you give to each of the following groups for the way they conducted themselves in the campaign? First... (**READ AND ROTATE**)

		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>F</u>	<u>DK</u>
a.	The press	6	22	31	18	20	3=100
	November 1996	6	22	33	19	18	2=100
	November 1992	11	25	29	16	15	4=100
	November 1988	8	22	33	19	16	2=100
b.	The pollsters	7	22	28	15	14	14=100
	November 1996	11	23	29	11	10	16=100
	November 1992	15	31	27	9	6	12=100
	November 1988	13	29	29	12	11	6=100



**Q.20 CONTINUED ...**

		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>F</u>	<u>DK</u>
c.	The talk show hosts	9	22	24	11	10	24=100
	November 1996	6	15	25	13	16	25=100
	November 1992	10	29	25	8	9	19=100
d.	The campaign consultants	5	26	29	8	5	27=100
	November 1996	4	18	33	11	8	26=100
	November 1992	7	26	31	7	4	25=100
	November 1988	5	20	37	14	8	16=100
e.	The Republican Party	10	35	31	10	9	5=100
	November 1996	4	23	39	18	13	3=100
	November 1992	4	25	34	18	15	4=100
	November 1988	11	34	31	12	10	2=100
f.	The Democratic Party	14	33	30	11	8	4=100
	November 1996	12	36	29	11	9	3=100
	November 1992	18	40	26	6	6	4=100
	November 1988	7	26	45	13	7	2=100
g.	Al Gore	17	36	25	10	10	2=100
	<b>Clinton:</b> November 1996	20	37	22	8	11	2=100
	<b>Clinton:</b> November 1992	26	38	21	7	5	3=100
	<b>Dukakis:</b> November 1988	9	29	40	13	7	1=100
h.	George W. Bush	15	37	27	10	9	2=100
	<b>Dole:</b> November 1996	7	26	34	20	12	1=100
	<b>Bush:</b> November 1992	4	26	33	18	16	3=100
	<b>Bush:</b> November 1988	15	34	26	13	11	1=100
i.	Ralph Nader	7	20	26	14	11	22=100
	<b>Perot:</b> November 1996	8	18	30	20	17	7=100
	<b>Perot:</b> November 1992	17	30	27	13	10	3=100
j.	Pat Buchanan	4	12	25	17	15	27=100
k.	The voters	22	31	25	7	4	11=100
	November 1996	12	27	29	13	10	9=100
	November 1992	32	29	20	5	5	9=100
	November 1988	18	31	28	10	7	6=100

**NO Q. 21**

Thinking about the campaign again...

Q.22 How helpful were the candidates' commercials to you in deciding which candidate to vote for? Would you say they were very helpful, somewhat helpful, not too helpful, or not at all helpful?

		Nov <u>1996</u>	Nov <u>1992</u>
6	Very helpful	4	10
23	Somewhat helpful	21	28
24	Not too helpful	27	28
42	Not at all helpful	46	31
<u>5</u>	Don't know/Refused	<u>2</u>	<u>3</u>
100		100	100

Q.23 Compared to past presidential elections, would you say there was more discussion of issues in this campaign or less discussion of issues?

		Nov <u>1996</u>	Nov <u>1992</u>
46	More	25	59
36	Less	65	34
13	Same (VOL.)	6	4
<u>5</u>	Don't know/Refused	<u>4</u>	<u>3</u>
100		100	100

Q.24 Compared to past presidential elections, would you say there was MORE mudslinging or negative campaigning in this campaign or LESS mudslinging or negative campaigning in this campaign?

		Nov <u>1996</u>	Nov <u>1992</u>
34	More	49	68
46	Less	36	16
16	Same (VOL.)	12	14
<u>4</u>	Don't know/Refused	<u>3</u>	<u>2</u>
100		100	100

Q.25 How did you get most of your news about the presidential election campaign? From television, from newspapers, from radio, from magazines or from the Internet? (**ACCEPT TWO ANSWERS. IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE**)

**IF RESPONDENT ANSWERED '1' TELEVISION IN Q.25 ASK:**

Q.25a Did you get most of your news about the presidential campaign from network TV news, from local TV news, or from cable news networks such as CNN or MSNBC? (**ACCEPT TWO ANSWERS; DO NOT PROBE**)

		Nov <u>1996</u>	Nov <u>1992</u>
70	Television	72	82
	22 Network	36	55
	21 Local	23	29
	36 Cable <sup>1</sup>	21	29
	1 Other ( <b>DON'T READ</b> )	4	2
	1 Don't know	2	1
39	Newspapers	60	57
15	Radio	19	12
4	Magazines	11	9
11	Internet	3	--
1	Other	4	6
*	Don't know/Refused	1	1

**ASK ALL EXCEPT THOSE WHO ANSWERED '5' INTERNET IN Q.25**

Q.25b Did you happen to get any news or information about the 2000 elections from the Internet, or not?

		<u>Nov 1996</u>	
19	Yes		7
70	No	90	
*	Don't know/Refused	*	
89		97	

**ASK ALL:**

Q.26 How much influence do you think news organizations had on the outcome of this year's presidential election... too much, too little or about the right amount?

		Nov <u>1996</u>	Nov <u>1992</u>
53	Too much	47	46
4	Too little	4	2
39	About the right amount	46	49
<u>4</u>	Don't know/Refused	<u>3</u>	<u>3</u>
100		100	100

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<sup>1</sup> In 1996 and 1992, "cable news networks" was worded as "CNN."

**ROTATE Q.27 AND Q.28**

Q.27 Would you say the press has been fair or unfair in the way it has covered Al Gore's election campaign?

		— Clinton —	
		<u>Nov 1996</u>	<u>Nov 1992</u>
71	Fair	73	77
24	Unfair	24	19
<u>25</u>	Don't know/Refused	<u>3</u>	<u>4</u>
100		100	100

Q.28 Would you say the press has been fair or unfair in the way it has covered George W. Bush's election campaign?

		<u>Nov 1996</u>	<u>Nov 1992</u>
		— Dole —	— Bush —
65	Fair	65	61
30	Unfair	32	35
<u>5</u>	Don't know/Refused	<u>3</u>	<u>4</u>
100		100	100

**NO Q. 30**

Now thinking about election night...

Q.36 Did you happen to follow election returns on Tuesday night, or not?

**IF "1" YES IN Q.36, ASK:**

Q.37 How late did you follow the coverage on election night? (open end)

88	Yes
14	Before 11 PM EST
31	11 PM to before 1 AM EST
25	1 AM to before 3 AM EST
18	3 AM EST and after
0	Don't know/Refused
12	No
<u>0</u>	Don't know/Refused
100	

**ASK ALL:**

Q.38 In your opinion, what should news organizations do on election night: Wait to announce the winner in a state until nearly all the votes are counted, OR should they PREDICT a winner when they feel confident about the outcome of the election based on early returns?

87	Wait to announce the winner until nearly all votes are counted
11	Predict a winner when they feel confident about the outcome
<u>2</u>	Don't know/Refused
100	

Q.39 What was your reaction when you first learned that news organizations had made a mistake early Wednesday morning in declaring George W. Bush the winner of the presidential election? Were you angry with the news organizations, just disappointed in them, or didn't it bother you that much?

21	Angry
48	Just disappointed
27	Didn't bother
2	Did not know this (VOL.)
<u>2</u>	Don't know/Refused (VOL.)
100	

Q.40 Early on election night, news organizations mistakenly declared Al Gore the winner in Florida. Do you think this mistake had any effect on how people in other parts of the country voted, OR don't you think it had any impact?

52	Had an effect
41	No impact
<u>7</u>	Don't know/Refused
100	

Q.41 Why do you think news organizations sometimes make projections too quickly: Is it mostly because they want to be FIRST to call the winner, OR mostly because they feel it is important for their audience to know the outcome as soon as possible?

81	Want to be first
13	Important for voters to know
2	Both (VOL.)
<u>4</u>	Don't know/Refused
100	