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Turnout Factors Could Help Bush
VOTER OPINIONS STALLED

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Turnout Factors Could Help Bush
VOTER OPINIONS STALLED

With two weeks to go until Election Day, voters still can't choose between Al Gore and George W. Bush. The perceived strengths and weaknesses of both candidates continue to drive voter indecision. People have a better opinion of the Texas governor personally than they had in September, prior to the debates. At the same time, the vice president continues to inspire more confidence on leading issues than his opponent, as he has since the Democratic convention.

Accordingly, the latest Pew Research Center survey finds virtually no change in voting intentions since early October. Gore draws 45% to Bush's 43% in the poll of 997 registered voters conducted October 18-22, 2000. When the sample is narrowed to those most likely to vote, it is dead even — 45% to 45%. This is the fourth survey in a series finding only modest differences in candidate standing when turnout is factored into the horse race. Indeed the profile of the likely electorate is not significantly different demographically from what it was in mid-October 1996. (See table page 12.) And now, as in 1996, findings based on likely voters are only slightly more Republican than those which include all registered voters.

But there is clearly the potential for turnout patterns to loom larger this year. The current poll once again finds Gore voters are generally less enthusiastic than Bush backers, and this could result in a wide turnout gap between the two groups. The poll also reveals that swing voters, who by and large lean to Gore, are less likely to turn out than committed voters. These factors could produce a more GOP-leaning electorate by Nov. 7.

Adding to the tightness of the final leg of the campaign, there has been almost no decline in the number of undecided voters and those saying that they might change their minds between now and Election Day. Nearly one-quarter of the electorate (23%) now falls into the swing voter category, with virtually no change in the past two weeks.

Presidential Trial Heat*				
	Aug 24- Sept 1	Sept 2- Sept 10	Early Oct	Mid- Oct
<i>Registered Voters</i>	%	%	%	%
Gore	48	45	44	45
Bush	41	41	43	43
Nader	3	2	5	4
Buchanan	1	1	*	1
Undecided	<u>7</u>	<u>11</u>	<u>8</u>	<u>7</u>
	100	100	100	100
N=	(1,237)	(762)	(1,009)	(997)
<i>Likely Voters+</i>				
Gore	48	47	44	45
Bush	43	43	45	45
Nader	2	2	5	4
Buchanan	1	1	*	1
Undecided	<u>6</u>	<u>7</u>	<u>6</u>	<u>5</u>
	100	100	100	100
N=	(940)	(555)	(722)	(663)

* Includes leaners
+ Based on a seven question turnout scale which assumes that 50% of the voting age population will go to the polls.

Voter uncertainty may have actually increased in response to the debates, as Bush has improved his personal image, yet has been unable to gain more support on top issues. The GOP nominee has narrowed the qualifications gap, is seen as more likable, and as more of a straight shooter than his Democratic rival. Gore faces the opposite problem — his standing on character and personality traits has remained flat or, in some cases, has declined. Since the debates, more people have cited criticisms of Gore's personality as a reason for not voting for him and many use harsh adjectives to sum him up in one word. But, Gore continues to hold double-digit leads over Bush on health care, Social Security, prescription drug coverage for seniors and stewardship of the economy despite his personal image problems.

Less of a Gender Gap

The gender gap in presidential preference has narrowed slightly in recent weeks. Men now favor Bush over Gore by a smaller margin than they did just a few weeks ago. Similarly, Gore's lead among women is slightly diminished.

Reflecting the closeness of the race, independents are now breaking narrowly for Bush over Gore: 40%-36%. Partisans remain committed to their party nominees, with 92% of Republicans backing Bush and 85% of Democrats voting for Gore.

However, Republican supporters of Bush continue to be much more enthusiastic about their choice, than are Democratic supporters of Gore. Fully 65% of Republicans say they support the governor *strongly*. Among Democrats, only 47% characterize their support as strong.

As a consequence, Bush holds a slight enthusiasm edge overall. Well over half (57%) of his backers say they support the governor strongly, compared to 48% of Gore's supporters. Still neither candidate has increased his proportion of strong supporters in recent weeks.

Swing Vote Undiminished

With nearly a quarter of the electorate still up for grabs, the swing vote remains crucial. This pivotal group is defined as those who are undecided, and those who currently prefer one candidate over the other but say there's a chance they might change their minds. The number of swing voters has shrunk only slightly from 25% in early October to 23% now.

<i>Presidential preference ...</i>	<i>-- Early Oct --</i>		<i>-- Late Oct --</i>	
	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>
	%	%	%	%
Gore	39	49	43	46
Bush	46	40	46	41
Other	8	3	5	4
Undecided	<u>7</u>	<u>8</u>	<u>6</u>	<u>8</u>
	100	100	100	100

* Includes leaners.

Swing voters are less well-educated than average and very few identify themselves as Republicans. Nearly half voted for Bill Clinton in 1996. They currently favor Gore over Bush by a 34%-25% margin. This is not necessarily good news for the vice president as it reflects the fact that his supporters are somewhat less committed to his candidacy than Bush's backers. Nearly one-in-five Gore supporters (18%) say there is a chance they might vote for Bush next month. This compares with 13% of Bush voters who say they would consider voting for Gore.

Also, while swing voters as a group may favor Gore, they are less likely than more committed voters to turn out to vote. Therefore, Gore must not only shore up his support among these ambivalent voters, he faces the challenge of making sure they show up at the polls.

Gore's Personality Woes

While issues continue to drive most voters' choices, personality remains an important factor in the race, particularly among Gore's detractors. When asked what they like *most* about the candidates they support, a plurality of Gore voters (44%) point to his stand on the issues. A significant minority (29%) cite the vice president's experience as his biggest draw. Another 16% choose his leadership ability; very few (8%) point to his personality. Similarly, a majority of Bush supporters (55%) say what they like best about the governor is his stand on issues. Leadership and personality are bigger pluses for Bush than for Gore: 18% and 13%, respectively, see these as Bush's strongest selling points. Only 9% are drawn to Bush because of his experience.

2000 Swing Voters*			
	Total Voters	Committed Voters	Swing Voters
	%	%	%
<i>Sex</i>			
Male	47	48	46
Female	<u>53</u>	<u>52</u>	<u>54</u>
	100	100	100
<i>Education</i>			
College Grad	26	28	22
Some College	26	27	24
HS Grad	34	34	36
Less than HS	13	12	18
<i>Party ID</i>			
Republican	30	35	15
Democrat	36	37	30
Independent	26	23	37
<i>1996 Vote</i>			
Clinton	45	44	49
Dole	23	28	11
Perot	8	8	9
Didn't vote/DK	21	19	25
<i>2000 Pres'l Preference</i>			
Gore	45	48	34
Bush	43	49	25
Other	5	3	11
Undecided	7	--	30

Gore's personality emerged as a real liability during the presidential debates, and those negative perceptions appear to have stuck. Fully 27% of Bush supporters now say what they like *least* about the vice president is his personality. This figure, virtually unchanged from early October, represents a substantial increase from September and Gore's post-convention surge. Gore's issue positions are also a

Issues Still Dominant					
	Person- <u>ality</u>	Leader- <u>ship</u>	Exper- <u>ience</u>	Issues	Don't <u>Know</u>
<i>Like MOST about ...</i>	%	%	%	%	%
Gore	8	16	29	44	3=100
Bush	13	18	9	55	5=100
<i>Like LEAST about ...</i>					
Gore	27	18	5	43	7=100
Bush	18	16	15	43	8=100

sticking point for many Bush supporters. Fully 43% say this is what they like least about Gore. Men in particular find fault with Gore's issue positions (49% vs. 38% of women), while women are somewhat more concerned about the vice president's personality.

Reflecting Bush's recent gains on personal qualities, the governor's personality is much less of a problem for him than for Gore. Gore supporters are relatively more focused on Bush's issue positions: 43% point to issues when asked what they like least about Bush, compared to only 18% who say personality. Sixteen percent are troubled by Bush's leadership ability and a similar proportion (15%) are bothered by his experience.

Bush Narrows Qualifications Gap

In recent weeks, Bush has improved his standing on several important personal characteristics. Since early October, he has nearly doubled his advantage as the candidate more willing to take unpopular positions. He has virtually eliminated Gore's lead on questions relating to judgment and compassion for ordinary people. And the Texas governor has nearly cut in half Gore's 18-point edge on the question of which candidate is personally qualified to do the job.

At the same time, Gore's personal image has faltered somewhat. Fully 45% of voters see him as a typical politician, compared to 37% who felt that way in September, when he held a slight lead in the presidential horse race. Just 29% now regard Bush as a typical politician. And while Bush's rating for honesty has edged up slightly since September (from 35% to 38%), Gore's has declined over the same period from 37% to 30%.

Bush has made impressive gains among key demographic groups on several of these questions. Perhaps most important, Bush has eliminated Gore's lead among whites on the question of which candidate is personally qualified to be president. Gore held a 13-point advantage with whites (46%-33%) in early October; today the two men are in a virtual tie (Gore 40%, Bush 39%). Bush also has increased his advantage among whites — particularly white men — as the candidate viewed as more likable. Whites were divided in September (41% Bush, 39% Gore); now 50% call Bush likable, while 32% say that of Gore. Bush's lead among white men has increased from 12 points in September (46%-34%) to 30 points today (57%-27%).

Gore's problems can be traced partly to the doubts some Democrats harbor about the vice president's personality and character. For instance, a sizable minority of Democrats (31%) regard Gore as a typical politician, while only 14% of Republicans associate that negative trait with Bush. On balance, independents view Gore this way (41%, compared to 29% who say Bush).

Slightly more than half of Democrats (55%) choose Gore as the honest and truthful candidate, but more than one-fifth (22%) say neither man is honest and truthful. Republicans overwhelmingly opt for Bush on this question (75% versus 5% who choose Gore), while independents are divided (32% say Bush, 29% Gore).

Personal Gains For Bush					
	<u>Bush</u>	<u>Gore</u>	<u>Neither</u>	<u>Both</u>	<u>Don't Know</u>
Typical politician	29	45	3	19	4=100
September	37	37	2	20	4=100
June	34	37	1	22	7=100
Willing to take a stand	49	35	6	5	5=100
Early October	43	35	8	6	8=100
September	45	37	8	5	5=100
June	46	32	9	5	8=100
Personally likable	44	38	5	9	4=100
Early October	41	38	4	12	5=100
September	37	44	3	12	4=100
June	42	36	7	9	6=100
Connects with ordinary Americans	45	39	6	7	3=100
June	40	39	7	7	7=100
Good judgment	40	42	5	8	5=100
Early October	36	43	4	10	7=100
September	38	44	3	8	7=100
June	44	37	5	6	8=100
Cares about people	40	42	7	7	4=100
Early October	35	44	11	5	5=100
September	31	47	9	7	6=100
Personally qualified	35	45	6	9	5=100
Early October	31	49	5	11	4=100
June	37	37	10	10	6=100

One silver lining for the vice president is that swing voters give him higher marks than Bush on most of these questions. Fully 46% of voters who are undecided, or still may change their vote, choose Gore as personally qualified to be president, while just 14% choose Bush. More swing voters also choose Gore over Bush as the candidate who would use good judgment in a crisis (42%-24%).

Swing voters are also far less inclined than those who have made up their minds to label Gore as a typical politician. Swing voters are divided on this question (29% view Bush as a typical politician while 32% say Gore); decided voters say that label fits the vice president (50% see him as a typical politician against 29% who choose Bush). Voters who are still up for grabs take a dim view of *both* candidates' capacity for honesty — 25% say Gore, the same number opts for Bush, and 29% say neither man is honest and truthful. Decided voters favor Bush over Gore on this question, 43%-31%.

Gore Maintains Issues Edge

For all of Bush's success on the terrain of personal traits, he has been unable to cut into Gore's lead on major issues. As in early October, the vice president holds substantial leads on Social Security and Medicare (13 points), and making prescription drugs more affordable for seniors (17 points).

The vice president continues to be seen as the candidate best able to keep the economy strong (by 49%-37%), as well as best able to handle a significant economic downturn (44%-35%). Bush holds a slight advantage on the question of reducing political partisanship — an issue he has stressed — by 39%-32%. But on two of his signature issues — taxes and defense — he has not been able to establish a clear advantage over Gore. Slightly more voters choose Gore as Bush as the candidate who reflects their position on the role of government, although the Texas governor has emphasized that theme as well.

Gore Stronger on Issues				
	<u>Bush Gore</u>		<u>Neither</u>	<u>Don't Know</u>
<i>Gore issues ...</i>	%	%	%	%
Prescription drugs	33	50	4	13=100
Social Security/ Medicare	36	49	5	10=100
Maintain economy	37	49	3	11=100
Health care	37	48	4	11=100
Economic downturn	35	44	10	11=100
<i>Up for grabs ...</i>				
World affairs	39	46	3	12=100
Education	40	46	3	11=100
Middle East	41	43	9	7=100
Role of government	40	42	5	13=100
Taxes	41	42	5	12=100
Defense	45	41	3	11=100
<i>Bush's advantage ...</i>				
Reducing partisan conflict	39	32	16	13=100

A bright spot for Bush is that he fares well among independents on some issues. Independents favor Bush by a wide margin over Gore on defense (49%-27%), taxes (45%-27%), and reducing partisan bickering (42%-17%). Independents also are split on education (42% Gore, 41% Bush). But the vice president holds a slight edge among independents on the economy, Social Security and prescription drugs.

And swing voters say Gore is best able to handle most major issues. These voters favor Gore by at least a two-to-one margin on prescription drugs (50%-18%), the economy (48%-21%), health care (47%-20%), Social Security (44%-22%) and foreign policy (45%-23%).

‘One-Worders’ of Gore Turn Harsh

Voters’ reservations about Gore's personal character are evident in the harsh terms they use to describe the vice president. In the spring, many of the critical “one-word” characterizations of Gore that voters gave were light-hearted — poking fun at his wooden public persona. But today more voters associate Gore with patently negative character traits. The one word that most often arises now when voters are asked to give their impression of the vice president is "liar"; other negative characterizations include being arrogant and untrustworthy.

Fully 32% use such negative words to describe Gore now, compared to 23% in March. But Bush is also described negatively or made fun of by roughly one-in-three voters (34%), who use such terms as arrogant, untrustworthy, and inexperienced to describe the Texas governor.

Impressions of Gore More Negative, Bush's Image Unchanged*					
	March	Oct		March	Oct
	<u>2000</u>	<u>2000</u>		<u>2000</u>	<u>2000</u>
<i>One-word descriptions of Gore</i>	%	%	<i>One-word descriptions of Bush</i>	%	%
Positive	28	27	Positive	29	32
<i>Honest, Good, Intelligent</i>			<i>Honest, Good, Sincere</i>		
Negative/Poking Fun	37	38	Negative/Poking Fun	34	34
<i>Liar, Arrogant, Untrustworthy</i>			<i>Arrogant, Dislike, Untrustworthy</i>		
Neutral	18	22	Neutral	19	21
<i>Okay, Fair, Politician</i>			<i>Okay, Fair, President</i>		
No answer/Don't Know	<u>17</u>	<u>13</u>	No answer/Don't Know	<u>18</u>	<u>13</u>
	100	100		100	100

* Italicized examples reflect the top three responses from 10/00 in each category.

Overall, Gore receives slightly more critical descriptions (38% of responses are negative or poking fun at the vice president) than Bush, and somewhat fewer positive descriptions (27% positive for Gore, 32% for Bush). The single term used most frequently to describe Bush is “honest”; other positive assessments laud Bush for sincerity and his leadership. Some of the vice president's most frequently cited positive traits are his honesty, intelligence and competence.

Some Attacks on Bush Connecting

Most voters are familiar with the lines of attack the Gore and Bush campaigns are using against each other. But Gore has had somewhat more success getting across unfavorable descriptions of Bush that resonate with voters. While a plurality says negative campaign messages have not affected them, some charges have registered, particularly among some key swing groups.

Three-quarters of voters say they are aware of the claim, often made by Gore supporters, that Bush cares more about the rich than he does about other Americans; nearly three-in-ten say it makes them less likely to vote for the GOP nominee. Criticism of Bush's record in Texas on such issues as health care and the environment has also registered with most Americans (72%), with 28% saying it decreases their chances of supporting Bush. The Texas governor has been less damaged by the charge that he is not qualified to be president. While 61% say they have heard such remarks, only 15% say it has negatively affected their vote.

Bush supporters have made the most headway with their persistent charge that Gore cannot be trusted because he exaggerates. Nearly seven-in-ten voters are aware of that criticism, and 24% say hearing it makes them less likely to vote for Gore. Other negative messages about Gore have had less of an impact: 58% of voters say they have heard criticism of Gore's irritating personality, and 54% are familiar with the charge

that he wants to bring back the era of big government. However only 15% and 21%, respectively, say such criticisms make them any less likely to support the vice president.

Point, Counterpoint: Which Claims Matter?				
	---- Impact on Vote ----			Total Who Have Heard
	Less Likely	No Effect	More Likely (VOL.)	
<i>Al Gore ...</i>	%	%	%	
Cannot be trusted/exaggerates	24	43	1	⇒ 68%
Will bring back big government	21	32	1	⇒ 54%
Has an irritating personality	15	42	1	⇒ 58%
<i>George W. Bush ...</i>				
Cares more about the rich	29	44	2	⇒ 75%
Has a poor record in Texas	28	42	2	⇒ 72%
Is not qualified	15	44	2	⇒ 61%

Attacks on Bush's record in Texas have been particularly effective with non-whites. The charge that Bush cares more about the rich is taken somewhat more seriously by urban residents, members of union households, and minorities. By contrast, men — particularly older men — respond more than women to the criticisms that Gore cannot be trusted and wants to bring back the era of big government. Similarly, the claim that he cannot be trusted resonates with married and better educated voters, as do concerns about big government. However, few voters in any category put much weight on descriptions of Gore's personality as irritating.

USS Cole Tops News Interest Index

Violent images coming from the Middle East raised the public's interest in the news this month. Fully 44% say they paid very close attention to the deadly bombing of the Navy warship USS Cole, and nearly eight-in-ten (79%) say they followed the story at least *fairly* closely. That is comparable to the level of interest to past incidents of violence against Americans in the region, including the murder of a U.S. Marine in Lebanon in 1989 (49% tracked that story very closely).

More Americans also were drawn to the ongoing violence between Israelis and Palestinians. Over two-thirds (68%) say they paid at least fairly close attention to this story, up from 51% earlier this month. Fully three-in-ten Americans paid very close attention to this story, which is much higher than the news audience for past rounds of Middle East violence in 1997 and 1988.

Attention toward the presidential election rated just behind interest in the attack on Cole and ahead of the Israeli-Palestinian bloodshed. Four-in-ten Americans followed campaign news very closely, while another 37% followed it fairly closely. That is about the same as early October, when 42% followed election news very closely and 36% fairly closely.

One-in five Americans paid very close attention to recent instability in the stock market. Interest in the market's fluctuations has remained at approximately that level all year. Men tracked the shifts in the stock market more closely than women (24% vs. 16%).

TREND IN PRESIDENTIAL TRIAL HEAT*

(Based on Registered Voters)

	---- Early October 2000 ----					---- Mid-October 2000 ----					Change in Gore (N)	
	<u>Gore</u>	<u>Bush</u>	<u>anan</u>	<u>Nader</u>	<u>DK</u>	<u>Gore</u>	<u>Bush</u>	<u>anan</u>	<u>Nader</u>	<u>DK</u>		
	%	%	%	%	%	%	%	%	%	%		
Total	44	43	*	5	8=100	45	43	1	4	7=100	+1	(997)
Sex												
Male	39	46	1	7	7	43	46	1	4	6	+4	(472)
Female	49	40	*	3	8	46	41	*	4	8	-3	(525)
Race												
White	40	48	*	5	7	39	49	1	5	6	-1	(833)
Non-white	73	14	0	3	10	72	16	1	2	9	-1	(152)
Black	83	10	0	2	5	76	13	0	1	8	-7	(92)
Hispanic†	60	20	0	7	13	58	25	3	2	13	-2	(64)
Race and Sex												
White Men	35	50	1	7	7	38	52	1	4	5	+3	(397)
White Women	43	46	*	3	8	41	47	*	5	7	-2	(436)
Age												
Under 30	45	46	1	3	5	51	38	0	6	5	+6	(172)
30-49	41	45	*	6	8	43	47	*	4	6	+2	(411)
50-64	46	41	*	5	8	45	44	2	3	7	-1	(233)
65+	50	38	0	4	8	46	40	1	2	11	-4	(169)
Sex and Age												
Men under 50	36	49	*	7	8	44	45	0	6	5	+8	(305)
Women under 50 49	41	*	3	7	47	43	*	4	6	-2	(278)	
Men 50+	44	41	1	8	6	44	46	2	1	7	0	(164)
Women 50+	51	38	0	2	9	47	39	*	4	10	-4	(238)
Education												
College Grad.	44	44	0	6	6	47	43	*	5	5	+3	(363)
Some College	37	49	0	5	9	46	44	*	5	5	+9	(246)
H.S. Grad & Less	50	38	1	3	8	44	43	1	3	9	-6	(385)

* Includes leaners.

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

Question: If the presidential election were being held TODAY, would you vote for the Democratic ticket of Al Gore and Joe Lieberman, for the Republican ticket of George W. Bush and Dick Cheney, for the Green Party ticket headed by Ralph Nader, or for the Reform Party ticket headed by Pat Buchanan? As of TODAY, do you LEAN more to Gore the Democrat, more to Bush the Republican, more to Nader of the Green Party or more to Buchanan the Reform party candidate?

Continued...

	---- Early October 2000 ----					---- Mid-October 2000 ----					Change in Gore (N)	
	Buch-					Buch-						
	<u>Gore</u>	<u>Bush</u>	<u>anan</u>	<u>Nader</u>	<u>DK</u>	<u>Gore</u>	<u>Bush</u>	<u>anan</u>	<u>Nader</u>	<u>DK</u>		
	%	%	%	%	%	%	%	%	%			
Total	44	43	*	5	8=100	45	43	1	4	7=100	+1	(997)
Family Income												
\$75,000+	33	54	0	5	8	48	46	0	4	2	+15	(201)
\$50,000-\$74,999	41	47	1	5	6	46	48	0	4	2	+5	(164)
\$30,000-\$49,999	46	41	0	4	9	43	47	*	7	3	-3	(235)
\$20,000-\$29,999	58	31	1	7	3	52	40	1	3	4	-6	(110)
<\$20,000	56	35	0	4	5	50	34	1	3	12	-6	(120)
Region												
East	53	32	0	4	11	49	39	*	5	7	-4	(202)
Midwest	39	48	1	5	7	49	42	1	1	7	+10	(221)
South	45	46	0	2	7	40	48	1	3	8	-5	(371)
West	43	41	1	8	7	47	40	*	8	5	+4	(203)
Religious Affiliation												
Total White Protestant	36	55	*	3	6	32	61	*	1	6	-4	(447)
White Protestant Evangelical	31	61	1	2	5	25	71	0	*	4	-6	(219)
White Prot. Non-Evangelical	42	48	0	4	6	38	51	1	3	7	-4	(228)
White Catholic	44	42	1	4	9	49	38	*	6	7	+5	(208)
Secular	47	22	0	19	12	45	33	0	18	4	-2	(88)
Community Size												
Large City	54	35	0	6	5	56	32	*	4	8	+2	(196)
Suburb	43	45	0	5	7	49	41	1	4	5	+6	(265)
Small City/Town	44	43	1	4	8	38	49	*	3	10	-6	(345)
Rural Area	39	47	*	5	9	40	48	1	7	4	+1	(183)
Party ID												
Republican	8	87	0	1	4	6	92	0	1	1	-2	(309)
Democrat	85	8	*	2	5	85	9	0	2	4	0	(333)
Independent	37	37	1	12	13	36	40	2	11	11	-1	(275)
Party and Ideology												
Conservative Republican	5	92	0	0	3	4	94	0	1	1	-1	(199)
Moderate/Liberal Republican	17	77	0	2	4	10	87	0	1	2	-7	(103)
Conservative/Moderate Dem.	84	11	*	1	4	83	12	0	2	3	-1	(236)
Liberal Democrat	89	1	0	5	5	95	1	0	4	0	+6	(86)
Marital Status												
Married	40	48	*	4	8	41	51	1	2	5	+1	(554)
Unmarried	51	35	*	6	8	50	34	1	6	9	-1	(438)
Parental Status												
Parent	39	49	*	4	8	43	47	*	4	6	+4	(350)
Non-Parent	47	40	*	5	8	46	41	1	4	8	-1	(644)
Labor Union												
Union Household	58	32	1	4	5	61	30	1	5	3	+3	(145)
Non-Union Household	42	45	*	5	8	42	46	1	4	7	0	(846)

PROFILES OF REGISTERED AND LIKELY VOTERS

(1996 vs. 2000)

	----- October 1996 -----		----- October 2000 -----	
	<u>Registered Voters</u>	<u>Likely Voters</u>	<u>Registered Voters</u>	<u>Likely Voters</u>
	%	%	%	%
Sex				
Male	46	46	47	47
Female	<u>54</u>	<u>54</u>	<u>53</u>	<u>53</u>
	100	100	100	100
Race				
White	86	88	82	84
Black	10	9	11	9
Hispanic†	4	4	8	6
Age				
Under 30	17	10	16	9
30-49	41	42	42	42
50-64	22	25	23	27
65+	19	22	18	21
Education				
College Grad.	24	28	26	30
Some College	23	23	26	28
High School Grad.	38	37	35	32
< H.S. Grad.	14	12	13	10
Family Income				
\$75,000 +	12	14	18	19
\$50,000-\$74,999	14	16	16	17
\$30,000-\$49,999	26	28	24	25
\$20,000-\$29,999	17	15	11	11
< \$20,000	22	18	14	11
Religious Affiliation				
Total White Protestant	51	53	45	47
White Catholic	24	23	20	20
Secular	6	5	8	7
Community Size				
Large City	17	17	19	18
Suburb	26	26	25	27
Small City/Town	34	34	36	34
Rural Area	22	22	19	20
Party ID				
Republican	31	34	30	34
Democrat	37	39	36	36
Independent	28	23	26	24
Marital Status				
Married	58	64	55	59
Divorced/Separated/Widowed	22	23	25	27
Never Married	20	13	20	13
Parental Status				
Parent	35	35	37	34
Non-Parent	65	65	63	65
	(N=1,546)	(N=1,028)	(N=997)	(N=663)

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

IMPACT OF CANDIDATE CRITICISMS

(Based on those "less likely" to vote for candidate)

	--- Criticisms of Gore ---			--- Criticisms of Bush ---		
	<u>Can Not</u> <u>Be Trusted</u> %	<u>Wants Big</u> <u>Government</u> %	<u>Irritating</u> <u>Personality</u> %	<u>Not</u> <u>Qualified</u> %	<u>Poor Record</u> <u>in Texas</u> %	<u>Cares More</u> <u>About Rich</u> %
Total	24	21	15	15	28	29
Sex						
Male	28	27	16	16	29	29
Female	21	15	14	14	28	29
Race						
White	27	24	17	13	26	27
Non-white	10	6	7	22	38	43
Black	8	4	4	21	34	42
Hispanic†	17	8	14	26	42	36
Race and Sex						
White Men	31	30	19	14	28	27
White Women	23	17	15	12	25	26
Age						
Under 30	21	13	13	18	32	31
30-49	25	19	16	15	29	31
50-64	27	26	16	12	31	29
65+	20	22	13	14	21	25
Sex and Age						
Men under 50	25	21	16	18	31	31
Women under 50	14	15	14	28	31	27
Men 50+	30	34	17	13	26	27
Women 50+	19	16	13	13	26	28
Education						
College Grad.	30	27	17	17	34	30
Some College	26	23	16	15	34	35
H.S. Grad & Less	19	16	14	14	23	26

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

Question: Now I'd like to read a few concerns critics of Vice President Al Gore/Governor George W. Bush have raised during the campaign. Have you heard critics say that (ITEM). Would you say this has made you LESS likely to vote for Gore/Bush, or hasn't this had any effect on your vote?

Continued...

	--- Criticisms of Gore ---			--- Criticisms of Bush ---		
	<u>Can Not Be Trusted</u>	<u>Wants Big Government</u>	<u>Irritating Personality</u>	<u>Not Qualified</u>	<u>Poor Record in Texas</u>	<u>Cares More About Rich</u>
	%	%	%	%	%	%
Total	24	21	15	15	28	29
Family Income						
\$75,000+	29	28	20	19	36	31
\$50,000-\$74,999	28	24	17	14	30	33
\$30,000-\$49,999	27	23	15	11	28	32
\$20,000-\$29,999	24	17	13	16	32	31
<\$20,000	9	10	8	22	22	28
Region						
East	19	23	11	16	30	30
Midwest	26	21	14	13	34	33
South	27	19	19	12	23	25
West	22	20	14	20	31	31
Religious Affiliation						
Total White Protestant	30	28	20	10	22	21
White Protestant Evangelical	33	32	21	6	17	18
White Prot. Non-Evangelical	27	25	18	13	28	24
White Catholic	26	19	15	14	25	30
Secular	20	17	12	22	37	42
Community Size						
Large City	20	18	12	23	39	40
Suburb	26	22	15	18	36	30
Small City/Town	26	19	17	10	20	24
Rural Area	22	21	15	13	24	28
Party ID						
Republican	46	42	27	4	9	6
Democrat	7	6	5	26	44	50
Independent	22	19	17	13	32	27
Party and Ideology						
Conservative Republican	52	49	30	3	9	7
Moderate/Liberal Republican	38	32	21	4	9	5
Conservative/Moderate Dem.	9	6	7	24	41	49
Liberal Democrat	3	3	1	37	60	57
Marital Status						
Married	29	25	18	12	26	28
Unmarried	18	14	11	18	30	38
Parental Status						
Parent	25	18	13	15	28	28
Non-Parent	23	22	16	15	28	30
Labor Union						
Union Household	20	21	11	16	35	38
Non-Union Household	25	20	16	15	27	28

ABOUT THE SURVEY

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,263 (997 registered voters) adults, 18 years of age or older, during the period October 18-22, 2000. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. For results based on registered voters (N=997), the sampling error is plus or minus 3.5 percentage points. For results based on likely voters (N=663), the sampling error is plus or minus 4.5 percentage points. For results based on either Form 1 (N=484) or Form 2 (N=513) registered voters, the sampling error is plus or minus 5 percentage points.

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
MID-OCTOBER 2000 POLITICAL SURVEY
FINAL TOPLINE
October 18-22, 2000
N = 1,263 General Public
N = 997 Registered Voters

NOTE: ALL NUMBERS IN SURVEY, INCLUDING TREND FIGURES, ARE BASED ON REGISTERED VOTERS EXCEPT WHERE NOTED

Q.1 All in all, are you satisfied or dissatisfied with the way things are going in this country today?

	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>No Opinion</u>
Mid-October, 2000	54	39	7=100
September, 2000	52	42	6=100
June, 2000	47	46	7=100
April, 2000	47	44	9=100
August, 1999	58	38	4=100
January, 1999	53	40	7=100
July, 1996	29	67	4=100
October, 1995	24	72	4=100
September, 1988	50	45	5=100
May, 1988	40	55	5=100
January, 1988	38	56	6=100

Q.2 How much thought have you given to the coming Presidential election . . . quite a lot or only a little?

	<u>Quite</u>	<u>(VOL.)</u>	<u>Only a</u>	<u>(VOL.)</u>	<u>DK/</u>
	<u>A lot</u>	<u>Some</u>	<u>Little</u>	<u>None</u>	<u>Ref.</u>
Mid-October, 2000	67	9	19	4	1=100
Early October, 2000	60	8	27	4	1=100
September, 2000	59	8	29	3	1=100
July, 2000	46	6	45	3	*=100
June, 2000	46	6	43	5	*=100
May, 2000	48	4	42	5	1=100
November, 1996	67	8	22	3	*=100
October, 1996	65	7	26	1	1=100
Late September, 1996	61	7	29	2	1=100
Early September, 1996	56	3	36	4	1=100
July, 1996	55	3	41	1	*=100
June, 1996	50	5	41	3	1=100

Q.2 CONTINUED ...

	Quite <u>A lot</u>	(VOL.) <u>Some</u>	Only a <u>Little</u>	(VOL.) <u>None</u>	DK/ <u>Ref.</u>
October, 1992	77	5	16	1	1=100
September, 1992	69	3	26	1	1=100
August, 1992	72	4	23	1	*=100
June, 1992	63	6	29	1	1=100
Gallup: November, 1988	73	8	17	2	0=100
Gallup: October, 1988	69	9	20	2	0=100
Gallup: August, 1988	61	10	27	2	0=100
Gallup: September, 1988	57	18	23	2	0=100

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

		Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref.</u>
a.	News about the presidential election campaign	40	37	15	8	*=100
	Early October, 2000	42	36	15	6	1=100
	September, 2000	27	46	18	8	1=100
	July, 2000 ¹	25	40	19	15	1=100
	June, 2000	27	34	22	16	1=100
	April, 2000	21	36	25	18	*=100
	Early April, 2000	22	43	20	15	*=100
	March, 2000	30	43	16	10	1=100
	November, 1996	34	45	15	6	*=100
	Early September, 1996	29	39	19	13	*=100
	July, 1996	25	42	21	11	1=100
	October, 1992	55	36	7	2	0=100
	September, 1992	47	36	11	6	*=100
	August, 1992	36	51	11	2	0=100
	July, 1992	23	48	24	5	*=100
	October, 1988	43	44	11	2	*=100
	August, 1988	39	45	13	3	*=100

ITEMS b-d BASED ON TOTAL VOTING AGE POPULATION: [N=1,263]

b.	Continued violence in the Middle East between the Palestinians and the Israelis	30	38	18	13	1=100
	Early October, 2000 ²	21	30	27	21	1=100
	January, 1997 ³	12	23	29	35	1=100
	May, 1988 ⁴	18	37	34	9	2=100

1 In March through July 2000 the question was worded "News about candidates for the 2000 presidential election."

2 In Early October 2000 the question was worded "Renewed violence in the Middle East between the Palestinians and the Israelis."

3 In January 1997 the story was listed as "Renewed tensions between Israelis and Palestinians over Hebron."

4 In May 1988 the story was listed as "The conflict in the Middle East between the Palestinians and the Israelis in the occupied territories."

Q.3 CONTINUED ...

	Very closely	Fairly closely	Not too closely	Not at all (VOL.) closely	DK/Ref.
c. The terrorist attack on the navy warship USS Cole	44	35	12	9	*=100
d. Recent major ups and downs in the U.S. stock market	20	26	23	31	1=100
April, 2000	18	28	23	31	*=100
Early April, 2000	19	29	20	32	*=100
March, 2000	23	29	21	26	1=100
March, 1999	18	29	22	31	*=100
January, 1999	24	28	19	28	1=100
Early September, 1998	32	31	20	17	*=100
Mid-August, 1998	17	23	21	39	*=100
January, 1998	21	25	23	31	*=100
November, 1997 ⁵	25	36	18	20	1=100
September, 1997	14	22	23	40	1=100
April, 1997	17	21	22	40	*=100
February, 1996	12	20	25	42	1=100

Q.4 These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register... Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far?

IF RESPONDENT ANSWERED '1' YES IN Q.4, ASK:

Q.4a Are you absolutely certain you are registered to vote, or is there a chance your registration has lapsed because you moved or for some other reason?

BASED ON TOTAL VOTING AGE POPULATION: [N=1,263]

	Yes, <u>Registered</u>	Absolutely <u>Certain</u>	Chance <u>Lapsed</u>	<u>DK/Ref</u>	No, Not <u>Registered</u>	<u>DK/Ref.</u>
Mid-October, 2000	80	77	2	1	20	*=100
Early October, 2000	77	72	4	1	23	*=100
September, 2000	75	69	5	1	25	*=100
June, 2000	79	75	4	*	21	*=100
Late September, 1999	74	69	5	*	24	2=100
Early September, 1998	77	74	3	*	22	1=100
Late August, 1998	78	75	3	*	22	*=100
June, 1998	78	73	4	1	22	*=100
November, 1997	80	75	4	1	20	*=100
September, 1997	79	76	3	*	20	1=100
November, 1996	76	69	2	*	24	*=100
June, 1996	79	75	4	0	21	*=100
October, 1995	76	73	3	*	23	1=100
April, 1995	76	74	2	0	23	1=100
December, 1994	74	70	3	1	24	2=100
November, 1994	73	70	2	1	26	1=100
Late October, 1994	77	74	3	0	22	1=100
Early October, 1994	76	72	4	*	23	1=100
July, 1994	79	75	4	0	20	1=100
May, 1993	82	-	-	-	17	1=100
June, 1992	76	73	3	0	23	1=100
November, 1990	80	-	-	-	20	0=100

⁵ In November 1997, April 1997 and February 1996, the story was listed as "Recent major ups and downs in the stock market."

Now a different kind of question...

[ROTATE Q.5a AND Q.5b]

Q.5a Please tell me what one word best describes your impression of Al Gore. Tell me just the ONE best word that describes him. **(OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS “DON’T KNOW”. ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE).**

Q.5b Please tell me what one word best describes your impression of George W. Bush. Tell me just the ONE best word that describes him. **(OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS “DON’T KNOW”. ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE).**

<u>Top Gore Descriptions</u>	<u>Frequency*</u>	<u>Top Bush Descriptions</u>	<u>Frequency*</u>
Liar	36	Honest	47
Honest	24	Good	28
Good	24	OK/Okay	19
Arrogant	21	Sincere	17
Intelligent	18	Arrogant	13
OK/Okay	17	Fair	13
Untrustworthy/Don't trust	17	Alright/He's alright	13
Dishonest	16	Dislike him/Don't like him	12
Fair	16	Leader	12
Competent	16	Untrustworthy/Not trustworthy	12
Experience/Experienced	14	Trustworthy	11
Boring	13	President	11
Politician	12	Inexperienced	11
Fake	11	Conservative	10
Liberal	11	Reference to Father	9
Capable	11	Republican(s)	9
Alright/He's alright	8	Liar	9
Great	8	Boring	9
President/Presidential	8	I like him	8
Dislike	8	Good man/guy	8
Qualified	8	Stupid	8

* Q.5a/5b The "Frequency" column is the number of respondents who offered each response; the numbers are not percentages.

Q.6 Have you ever voted in your precinct or election district?

		Early Oct <u>2000</u>	Late Oct <u>1998</u>	Early Oct <u>1998</u>	Nov <u>1996</u>	Late Sept <u>1996</u>	Nov <u>1994</u>
82	Yes	84	86	87	85	85	91
18	No	16	14	13	15	15	9
<u>0</u>	Don't know/Refused	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>
100		100	100	100	100	100	100

Q.6a How often would you say you vote... (READ)

	(VOL.)						
	<u>Always</u>	<u>Nearly Always</u>	<u>Part of The time</u>	<u>Seldom</u>	<u>(VOL.) Other</u>	<u>Never Vote</u>	<u>DK/Ref.</u>
Mid-October, 2000	54	27	10	6	*	3	*=100
Early October, 2000	51	29	10	6	3	1	*=100
September, 2000	61	21	9	7	*	2	*=100
June, 2000	58	26	10	4	1	1	*=100
Late September, 1999	40	47	9	3	*	1	*=100
Early September, 1998	53	33	9	4	1	0	*=100
June, 1998	49	33	12	5	1	0	0=100
September, 1997	62	26	8	3	*	1	*=100
November, 1996	55	28	8	6	1	2	*=100
October, 1996	52	30	9	5	2	2	*=100
Late September, 1996	52	31	10	4	1	2	*=100
June, 1996	52	33	9	4	1	1	*=100
February, 1996	42	41	11	4	1	1	*=100
October, 1995	53	35	7	4	*	1	*=100
April, 1995	53	34	9	4	*	*	*=100
November, 1994	58	28	8	5	1	*	0=100
October, 1994	55	32	10	3	*	*	*=100
July, 1994	52	34	10	4	*	*	*=100
June, 1992	60	29	7	3	1	*	*=100
May, 1992	50	35	10	4	*	1	*=100
November, 1991	46	41	9	4	0	*	*=100
May, 1990	42	42	11	4	*	1	*=100
Gallup: November, 1988	57	26	10	4	2	1	*=100
Gallup: October, 1988	56	26	12	4	1	1	*=100
May, 1988	43	41	11	3	1	2	*=100
January, 1988	49	39	9	2	*	1	*=100
May, 1987	43	43	9	3	1	1	*=100

- Q.7F1/Q.8F2 If the presidential election were being held TODAY, would you vote for the Democratic ticket of Al Gore and Joe Lieberman, for the Republican ticket of George W. Bush and Dick Cheney, for the Green Party ticket headed by Ralph Nader, or for the Reform Party ticket headed by Pat Buchanan?
- Q.10F1/Q.11F2 As of TODAY, do you LEAN more to Gore the Democrat, more to Bush the Republican, more to Nader of the Green Party or more to Buchanan the Reform party candidate?
- Q.9 Do you support (INSERT PRESIDENTIAL CHOICE FROM Q.7/Q.8, DO NOT READ VP CHOICE) strongly or only moderately?

		Early Oct <u>2000</u>	Sept <u>2000</u>	July <u>2000</u>	Late June <u>2000</u>	Mid-June <u>2000</u>
45	Gore/Lean Gore	44	47	41	35	42
	22 Strongly	22	25	n/a	n/a	n/a
	23 Only moderately	22	21	n/a	n/a	n/a
	* Don't know	*	1	n/a	n/a	n/a
43	Bush/Lean Bush	43	41	42	42	41
	25 Strongly	26	21	n/a	n/a	n/a
	18 Only moderately	17	19	n/a	n/a	n/a
	* Don't know	*	1	n/a	n/a	n/a
4	Nader/Lean Nader	5	2	6	2	4
	2 Strongly	2	1	n/a	n/a	n/a
	2 Only moderately	3	1	n/a	n/a	n/a
	0 Don't know	0	0	n/a	n/a	n/a
1	Buchanan/Lean Buchanan	*	1	2	2	3
	* Strongly	0	*	n/a	n/a	n/a
	1 Only moderately	*	1	n/a	n/a	n/a
	0 Don't know	0	*	n/a	n/a	n/a
<u>7</u>	Undecided/Other/DK	<u>8</u>	<u>9</u>	<u>9</u>	<u>19</u>	<u>10</u>
100		100	100	100	100	100

IF RESPONDENT DID NOT CHOOSE GORE IN Q.7/8 OR Q.10/11, ASK: [N=558]

- Q.12 Do you think there is a chance that you might vote for Al Gore in November or have you definitely decided not to vote for him?

		Early Oct <u>2000</u>	Sept <u>2000</u>	June <u>2000</u>	<i>Clinton</i> <u>Oct 1996</u>
10	Chance might vote for him	11	13	14	10
40	Decided not to vote for him	38	35	34	35
<u>5</u>	Don't know/Refused	<u>7</u>	<u>5</u>	<u>6</u>	<u>4</u>
55%		56%	53%	54%	49%

IF RESPONDENT DID NOT CHOOSE BUSH IN Q.7/8 OR Q.10/11 ASK: [N=553]

- Q.13 Do you think there is a chance that you might vote for George W. Bush in November or have you definitely decided not to vote for him?

		Early Oct <u>2000</u>	Sept <u>2000</u>	June <u>2000</u>	<i>Dole</i> <u>Oct 1996</u>
12	Chance might vote for him	11	15	15	11
40	Decided not to vote for him	39	38	33	51
<u>5</u>	Don't know/Refused	<u>7</u>	<u>6</u>	<u>6</u>	<u>4</u>
57%		57%	59%	54%	66%

IF RESPONDENT CHOSE A CANDIDATE IN Q.7/8 OR Q.10/11, ASK:

Q.14 What do you like most about (INSERT FROM Q.7/8 OR Q.10/11), his personality, his leadership ability, his experience or his stand on issues?

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on issues</u>	<u>Don't know</u>	
Al Gore	8	16	29	44	3=100	(N=439)
Early October, 2000	6	16	23	49	6=100	
September, 2000	9	15	22	48	6=100	
June, 2000	7	13	29	42	9=100	
May, 2000	10	13	30	40	7=100	
March, 2000	10	14	28	40	8=100	
October, 1999	8	11	32	43	6=100	
George W. Bush	13	18	9	55	5=100	(N=444)
Early October, 2000	8	20	7	58	7=100	
September, 2000	9	19	9	55	8=100	
June, 2000	10	19	11	50	10=100	
May, 2000	12	22	8	51	7=100	
March, 2000	14	24	10	42	10=100	
October, 1999	13	25	11	42	9=100	
Ralph Nader	6	13	6	63	12=100	(N=44)
Early October, 2000	0	4	5	84	7=100	
September, 2000	6	4	9	80	1=100	
Pat Buchanan	n/a	n/a	n/a	n/a		(N=6)
Early October, 2000	n/a	n/a	n/a	n/a		
September, 2000	n/a	n/a	n/a	n/a		

IF RESPONDENT CHOSE BUSH IN Q.7/8 OR Q.10/11, ASK:

Q.15 What do you like LEAST about Al Gore, his personality, his leadership ability, his experience or his stand on issues?

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on Issues</u>	<u>Don't know</u>	
Al Gore	27	18	5	43	7=100	(N=444)
Early October, 2000	26	14	4	44	12=100	
September, 2000	17	17	7	48	11=100	
June, 2000	17	19	6	43	15=100	
May, 2000	22	22	6	41	9=100	
March, 2000	22	20	5	43	10=100	
October, 1999	24	22	5	39	10=100	

IF RESPONDENT CHOSE GORE IN Q.7/8 OR Q.10/11 ASK:

Q.16 What do you like LEAST about George W. Bush, his personality, his leadership ability, his experience or his stand on issues?

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on Issues</u>	<u>Don't know</u>	
George W. Bush	18	16	15	43	8=100	(N=439)
Early October, 2000	25	11	15	37	12=100	
September, 2000	20	12	11	43	14=100	
June, 2000	26	13	10	34	17=100	
May, 2000	25	13	13	35	14=100	
March, 2000	33	8	13	35	11=100	
October, 1999	19	11	13	41	16=100	

ASK ALL:

Q.17 Do you yourself plan to vote in the election this November?

	Yes, Plan To Vote	No, Don't Plan To	Can't Say/ Don't know
Mid-October, 2000	96	2	2=100
Early October, 2000	97	2	1=100
September, 2000	95	3	2=100
June, 2000	95	2	3=100
Late October, 1998 [†]	91	6	3=100
Early October, 1998 [†]	92	4	4=100
Early September, 1998 [†]	95	2	3=100
Late August, 1998 [†]	93	3	4=100
June, 1998 [†]	95	3	2=100
November, 1996	96	2	2=100
October, 1996	98	1	1=100
Late September, 1996	98	1	1=100
Early September, 1996	96	2	2=100
July, 1996	95	3	2=100
June, 1996	96	2	2=100
November, 1994 [†]	93	5	2=100
October, 1994 [†]	95	3	2=100
October, 1992	98	1	1=100
September, 1992	98	1	1=100
August, 1992	97	1	2=100
June, 1992	97	1	2=100
Gallup: November, 1988	97	2	1=100
Gallup: October, 1988	98	1	1=100

† Non-Presidential elections

Q.18 I'd like you to rate your chance of voting in November on a scale of 10 to 1. If 10 represents a person who definitely will vote and 1 represents a person who definitely will not vote, where on this scale of 10 to 1 would you place yourself?

	Definitely will vote										Definitely will not vote	DK/Ref
	10	9	8	7	6	5	4	3	2	1		
Mid-October, 2000	80	7	4	3	1	3	1	*	*	1	1=100	
Early October, 2000	78	7	5	2	2	2	*	1	1	1	1=100	
Late October, 1998	70	6	7	4	1	4	1	1	1	4	1=100	
Early October, 1998	64	9	10	4	2	4	1	2	1	2	1=100	
November, 1996	77	7	7	2	1	2	*	1	*	2	1=100	
October, 1996	77	9	7	2	2	2	*	*	*	1	*=100	
Late September, 1996	78	10	6	2	1	1	*	*	*	1	1=100	
November, 1994	67	9	8	2	2	4	1	1	1	3	2=100	
October, 1994	66	10	9	4	2	4	1	1	*	2	1=100	
Gallup: September, 1992	77	5	4	3	2	4	*	1	*	4	*=100	
Gallup: November, 1988	77	7	6	2	1	3	*	*	*	2	2=100	
Gallup: October, 1988	73	8	7	3	2	3	1	*	*	1	2=100	

6

In late October 1998, November 1996 and November 1994 the question was worded: "Do you yourself plan to vote in the election this Tuesday, or not?"

On another subject...

ASK FORM 1 ONLY: [N=484]

Q.19F1 As I read a list of phrases, tell me if you think each phrase better describes George W. Bush or Al Gore.
(READ AND ROTATE)

		(VOL.)				
		George W. Bush	Al Gore	(VOL.) Neither	Both Equally	DK/Ref.
a.	Would use good judgment in a crisis	40	42	5	8	5=100
	Early October, 2000	36	43	4	10	7=100
	September, 2000	38	44	3	8	7=100
	June, 2000	44	37	5	6	8=100
b.	Personally likable	44	38	5	9	4=100
	Early October, 2000	41	38	4	12	5=100
	September, 2000	37	44	3	12	4=100
	June, 2000	42	36	7	9	6=100
c.	Honest and truthful	38	30	19	6	7=100
	Early October, 2000	36	32	17	8	7=100
	September, 2000	35	37	13	9	6=100
	June, 2000	35	31	19	7	8=100
d.	Cares about people like me	40	42	7	7	4=100
	Early October, 2000	35	44	11	5	5=100
	September, 2000	31	47	9	7	6=100
e.	A strong leader	42	39	9	6	4=100
	Early October, 2000	41	38	7	10	4=100
	September, 2000	44	38	7	6	5=100
f.	Can get things done	41	39	6	8	6=100
	Early October, 2000	37	38	5	11	9=100
	September, 2000	40	40	4	8	8=100
	June, 2000	43	33	8	6	10=100
g.	Willing to take a stand, even if it's unpopular	49	35	6	5	5=100
	Early October, 2000	43	35	8	6	8=100
	September, 2000	45	37	8	5	5=100
	June, 2000	46	32	9	5	8=100
h.	Personally qualified to be president	35	45	6	9	5=100
	Early October, 2000	31	49	5	11	4=100
	June, 2000	37	37	10	10	6=100
i.	A typical politician	29	45	3	19	4=100
	September, 2000	37	37	2	20	4=100
	June, 2000	34	37	1	22	7=100
j.	Has new ideas	42	33	11	8	6=100
	June, 2000	38	32	14	7	9=100
k.	Connects well with ordinary Americans	45	39	6	7	3=100
	June, 2000	40	39	7	7	7=100

ASK FORM 2 ONLY: [N=513]

Q.20F2 Regardless of who you support, which one of the presidential candidates — Al Gore or George W. Bush — do you think would do the best job of (INSERT ITEM; ROTATE. NOTE: ITEM a SHOULD ALWAYS COME FIRST, ITEM j SHOULD ALWAYS COME LAST. IF RESPONDENT MENTIONS ANYONE OTHER THAN GORE OR BUSH PROBE ONCE: "IF YOU HAD TO CHOOSE BETWEEN GORE AND BUSH. . .") ?

		George W. Bush	Al Gore	(VOL.) Neither	DK/Ref.
a.	Improving the health care system	37	48	4	11=100
	Early October, 2000	36	49	5	10=100
	September, 2000	32	51	6	11=100
	June, 2000	31	44	6	19=100
	March, 2000	31	51	6	12=100
b.	Making wise decisions about the country's defense policy	45	41	3	11=100
	Early October, 2000	43	40	6	11=100
	September, 2000	46	40	4	10=100
	June, 2000	42	36	6	16=100
c.	Keeping Social Security and Medicare financially sound	36	49	5	10=100
	Early October, 2000	38	46	5	11=100
	September, 2000	36	49	4	11=100
	June, 2000	36	43	5	16=100
	March, 2000	35	49	5	11=100
d.	Keeping the economy strong	37	49	3	11=100
	Early October, 2000	35	47	6	12=100
	September, 2000	38	46	5	11=100
	June, 2000	38	41	5	16=100
	March, 2000	42	46	4	8=100
e.	Dealing with taxes	41	42	5	12=100
	Early October, 2000	39	42	6	13=100
	September, 2000	41	41	5	13=100
	June, 2000	41	34	7	18=100
	March, 2000	40	44	5	11=100
f.	Improving education	40	46	3	11=100
	Early October, 2000	41	43	6	10=100
	September, 2000	39	45	4	12=100
	June, 2000	34	44	5	17=100
	March, 2000	42	44	3	11=100
g.	Representing your views on America's role in world affairs	39	46	3	12=100
	Early October, 2000	36	44	5	15=100
	September, 2000	39	44	3	14=100

Q.20F2 CONTINUED ...

		George W. Bush	Al Gore	(VOL.) Neither	DK/Ref.
h.	Representing your views on the role of the federal government in solving problems	40	42	5	13=100
	Early October, 2000	41	40	6	13=100
i.	Reducing partisan bickering and conflict in Washington	39	32	16	13=100
	June, 2000	30	27	20	23=100
j.	Making prescription drugs more affordable for seniors	33	50	4	13=100
	Early October, 2000	31	50	6	13=100

[ROTATE Q.21 AND Q.22]

Q.21 Now I'd like to read a few concerns critics of Vice President Al Gore have raised during the campaign. Have you heard critics say that... **[READ AND ROTATE.]**

IF RESPONDENT HAS HEARD STATEMENT, ASK... Would you say this has made you LESS likely to vote for Gore, or hasn't this had any effect on your vote?

	(NET) Have Heard	Of Those Who Heard Statement			Have NOT Heard	DK/ Ref.	
		Less likely to support	No Effect	More likely to support			
a.	Gore cannot be trusted because he tends to exaggerate	68	24	43	1	30	2=100
b.	Gore wants to bring back the era of big government	54	21	32	1	43	3=100
c.	Gore has an irritating personality	58	15	42	1	40	2=100

Q.22 Now I'd like to read a few concerns critics of Governor George W. Bush have raised during the campaign. Have you heard critics say that... **[READ AND ROTATE.]**

IF RESPONDENT HAS HEARD STATEMENT, ASK... Would you say this has made you LESS likely to vote for Bush, or hasn't this had any effect on your vote?

	(NET) Have Heard	Of Those Who Heard Statement			Have NOT Heard	DK/ Ref.	
		Less likely to support	No Effect	More likely to support			
a.	Bush is not qualified to be the President	61	15	44	2	37	2=100
b.	Bush has a poor record in Texas on such issues as health care and the environment	72	28	42	2	26	2=100
c.	Bush cares more about the rich than he does about other Americans	75	29	44	2	23	2=100

ASK FORM 1 ONLY: [N=484]

Q.23F1 Finally, which candidate for president would be best able to handle a crisis in the Middle East or some other world trouble spot — George W. Bush or Al Gore?

41 George W. Bush
43 Al Gore
5 Both (VOL.)
4 Neither (VOL.)
* Other (VOL.)
7 Don't Know/Refused (VOL.)
100

ASK FORM 2 ONLY: [N=513]

Q.24F2 Finally, which candidate for president would be best able to handle a significant downturn in the national economy — George W. Bush or Al Gore?

35 George W. Bush
44 Al Gore
1 Both (VOL.)
9 Neither (VOL.)
* Other (VOL.)
11 Don't Know/Refused (VOL.)
100

ASK ALL:

Now, I'd like to ask you a few questions for statistical purposes only...

Q.25 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	<u>Yes</u>	<u>No</u>	<u>DK/Ref.</u>
Mid-October, 2000	72	28	0=100
Early October, 2000	73	27	*=100
September, 2000	72	28	0=100

IF YES (USE A COMPUTER), ASK:

Q.26 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

BASED ON TOTAL REGISTERED VOTERS:

	<u>Goes Online</u>	<u>Doesn't Go Online</u>	<u>DK/Ref.</u>
Mid-October, 2000	60	40	0=100
Early October, 2000	62	38	0=100
September, 2000	60	40	0=100