

FOR RELEASE: TUESDAY, OCTOBER 10, 2000, 12:00 P.M.

## **PRESIDENTIAL DEBATE CLOUDS VOTERS' CHOICE**

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## PRESIDENTIAL DEBATE CLOUDS VOTERS' CHOICE

Al Gore's personality may be costing him votes. Although a plurality of voters believe he won the first presidential debate, he has lost his small September lead over George W. Bush. As the race has narrowed, an increasing number of voters who oppose the vice president say they dislike his personality. On the other hand, Bush has a slight edge over Gore on likability and honesty, but a larger percentage now think he is less qualified for the presidency than his rival.

Little wonder that voting intentions are more closely divided than they were in early September, when Al Gore led in a Pew Research Center survey and most other large national polls. Registered voters favor Gore 44%-43% in the current poll, which was conducted Oct. 4-8 among 1,009 respondents. When Pew's sample is narrowed to those most likely to vote, Bush holds a 45%-44% edge. Neither lead is statistically significant.

Enthusiasm for the vice president has ebbed among his core supporters. Just 48% of Democrats now say they are strong backers of his candidacy, while 63% of Republicans back Bush strongly. Gore has lost ground among men, who have consistently been more critical of him in personal terms than women. Bush made gains among affluent voters, and among mothers of children under 18 years of age.

Swing groups — including independents, middle-income voters, suburbanites, white Catholics, and mainline Protestants — continue to be closely divided on their choice. However, the overall size of the swing vote has declined. In the current poll, 20% said they might switch their preferences by Election Day, compared to 25% in September.

While personal judgments about the candidates are mixed, Gore continues to have the confidence of the electorate on leading issues. He has double-digit leads over his rival on health care, making prescription drugs affordable for seniors and handling the economy. Bush has made some progress in gaining voters' confidence on abortion and gun control. But he is only able to muster ties with Gore on the two issues that he has emphasized most on the campaign trail: taxes and education.

<b>Presidential Trial Heat*</b>			
	Aug 24- <u>Sept 1</u>	Sept 2- <u>Sept 10</u>	Early <u>Oct</u>
<i>Registered Voters</i>	%	%	%
Gore	48	45	44
Bush	41	41	43
Nader	3	2	5
Buchanan	1	1	*
Undecided	<u>7</u>	<u>11</u>	<u>8</u>
	100	100	100
N=	(1,237)	(762)	(1,009)
<i>Likely Voters+</i>			
Gore	48	47	44
Bush	43	43	45
Nader	2	2	5
Buchanan	1	1	*
Undecided	<u>6</u>	<u>7</u>	<u>6</u>
	100	100	100
N=	(940)	(555)	(722)
* Includes leaners			
+ Based on a seven question turnout scale which assumes that 50% of the voting age population will go to the polls.			

**Issues Boost, Personalities Drag**

Candidate support continues to be driven in large part by perceptions of the candidates' issue positions. Fully half of those supporting Gore say his position on the issues is what they like *most* about him. Even more Bush supporters (58%) say the governor's issue stands are what they like most. Nonetheless, many Gore voters (23%) also point to the vice president's experience as the main reason they support him, while almost as many Bush backers (20%) are attracted to his leadership ability.

Personality is more a liability than a plus for both candidates in this campaign. Fully 26% of Bush voters say what they like *least* about Gore is his personality. This is up sharply from 17% last month. A similar proportion of Gore supporters (25%) say what they like least about Bush is his personality, up modestly from 20% last month. Still, issues dominate here as well. A plurality of Bush voters (44%) point to Gore's issue positions when asked what they like least about him. Similarly, 37% of Gore voters say Bush's issue positions really turn them off.

When these issue-driven voters were asked what specific issue positions they liked, two distinct sets of issues emerged. Gore's issue voters named education, Social Security, abortion, health care and Medicare most often. Bush's supporters cited taxes, abortion, education, Social Security and guns.

**A Smaller Swing Vote**

There is somewhat less indecision among voters now compared to last month. Only 20% now say they might change their mind and vote for a candidate they're not currently supporting, down from 25% in September.

Bush now enjoys slightly *stronger* support than does Gore. Twenty-six percent of voters strongly back Bush, up from 21% in September. Gore enjoys strong support from 22% of voters, down marginally from 25% in September. Among partisans, the enthusiasm gap is much more striking. Fully 63% of GOP voters express strong support for Bush. This compares with only 48% of Democratic voters who characterize their support for Gore as strong.

A Basis for Judging Candidates					
	Person- <u>ality</u>	Leader- <u>ship</u>	Exper- <u>ience</u>	<u>Issues</u>	Don't <u>Know</u>
<i>Like most</i>	%	%	%	%	%
<i>about Gore</i>	6	16	23	49	6=100
September	9	15	22	48	6=100
<i>Like least</i>					
<i>about Gore</i>	<b>26</b>	14	4	44	12=100
September	<b>17</b>	17	7	48	11=100
<i>Like most</i>					
<i>about Bush</i>	8	20	7	58	7=100
September	9	19	9	55	8=100
<i>Like least</i>					
<i>about Bush</i>	25	11	15	37	12=100
September	20	12	11	43	14=100

Issues That Matter To:*	
<u>Gore Voters</u>	<u>Bush Voters</u>
Education (18%)	Taxes (22%)
Social Security (17%)	Abortion (22%)
Abortion (15%)	Education (21%)
Health care (15%)	Social Security (12%)
Medicare (13%)	Guns (8%)
Taxes (12%)	Morality (7%)
Environment (11%)	Defense (6%)

\* Based on those who said candidates' issue positions are what they like most.

Among Bush's strongest supporters are white men, affluent voters, southerners, and white evangelical Christians. Gore's strongest support comes from blacks, young women, low income voters and labor union members.

**Gaps Galore**

The gender gap continues to be a key campaign prism. Gore now leads Bush among women by a margin of 49%-40%, and Bush has opened up his lead among men (46%-39%). Men under 50 support Bush over Gore by a comfortable margin (49%-36%), while older men continue to narrowly favor Gore. Women under age 50 remain more closely divided than their older counterparts. They prefer Gore over Bush 49%-41%, while older women favor the vice president by a 51%-38% margin.

Since last month, affluent voters have also moved sharply toward Bush. Those with family incomes in excess of \$75,000 gave Bush only a slight edge over Gore last month (47% vs. 44%). Now this group prefers Bush over Gore by a solid 54%-33% margin. In addition, Bush has made some progress in recent weeks in the crucial Midwest region. Midwesterners, who narrowly preferred the vice president a month ago (47%-42%), now choose the Texas governor 48%-39%.

The gap between parents and non-parents had widened over the past month. Parents now favor Bush over Gore by a margin of 49%-39%. Bush has increased his lead among fathers (who now prefer him over Gore 51%-35%), and he holds a narrow lead among mothers — a key swing group — who favored Gore last month.

Independents continue to divide evenly between Gore and Bush (37%-36%), and they don't express a strong preference for either candidate. Much of Ralph Nader's increased support observed in the past month has come from independents, 12% of whom now say if the election were held today, they'd vote for the Green Party candidate.

**The Veeps**

The vice presidential candidates are as evenly matched as their principals. When asked to choose between Lieberman and Cheney, voters divide evenly — 42% for the Democrat, 41% for the Republican. The gender gap in the presidential horse race is mirrored in this question

	Early Sept	Early Oct
<i>Gore Supporters</i>	%	%
Strongly	25	22
Not Strongly	22	22
<i>Non-supporters of Gore</i>		
Chance might vote for	13	11
Definitely won't vote for	35	38
Don't Know	<u>5</u>	<u>7</u>
	100	100
<i>Bush Supporters</i>		
Strongly	21	26
Not Strongly/Lean	20	17
<i>Non-supporters of Bush</i>		
Chance might vote for	15	11
Definitely won't vote for	38	39
Don't Know	<u>6</u>	<u>7</u>
	100	100

	Total	Rep	Dem	Ind
	%	%	%	%
<i>Support Gore</i>	44	9	85	37
Strongly	22	2	<b>48</b>	13
Moderately	22	6	<b>37</b>	24
Don't know	*	1	*	*
<i>Support Bush</i>	43	88	8	36
Strongly	26	<b>63</b>	2	13
Moderately	17	<b>24</b>	6	23
Don't know	*	1	*	0

about the bottom of the ticket. Men prefer Cheney by a 10-point margin, while women choose Lieberman by a similar margin. Independents, who are evenly split on their presidential preference, give Lieberman a slight edge over Cheney, 41%-35%.

**More See a Clear Choice**

Voters increasingly see differences in the issue positions taken by Gore and Bush. By a two-to-one margin (61%-30%) voters say the candidates take different positions on the issues, up from 56% in September and 51% in June. Republicans, in particular, regard the campaign as a clear choice — seven-in-ten say there are differences on the issues, compared to 62% of Democrats and just half of independents.

<b>Candidate Clarification</b>			
<i>Gore and Bush Issue Positions ...</i>			
	<u>Different</u>	<u>Similar</u>	<u>DK</u>
	%	%	%
October, 2000	61	30	9=100
September, 2000	56	32	12=100
June, 2000	51	33	16=100
July, 1999	47	24	29=100

Fully 73% of voters find major differences between Gore and Bush on tax policy, and majorities say the candidates have significantly divergent positions on Social Security, prescription drugs, economic policies and proposals regarding the proper role of government in solving national problems.

Yet while education is a dominant campaign issue, only 49% regard the differences between Gore and Bush in this area as major. Similarly, fewer voters see big differences in their approaches toward foreign policy and gas prices.

**Big Issues to Gore**

As in earlier polls, Gore continues to maintain a significant edge over Bush in voter assessments of who would do a better job in handling many key issues. The vice president holds a 50%-31% edge on being able to make prescription drugs more affordable for seniors. He also is seen as better able to keep Social Security and Medicare financially sound and to improve the health care system. In addition, Gore is seen as the candidate best able keep the economy strong, an issue that was closely contested earlier this fall. He now leads on that issue, 47%-35%.

<b>Where They Differ</b>				
<i>Issues ...</i>	<i>(VOL.)</i>			
	<u>Major</u>	<u>Minor</u>	<u>Same</u>	<u>DK</u>
	%	%	%	%
Tax cuts	73	14	4	9=100
Social Security	63	21	4	12=100
Prescription drugs	59	24	5	12=100
The economy	55	29	5	11=100
Role of government	52	26	6	16=100
Education	49	32	9	10=100
Foreign policy	43	31	5	21=100
Gas prices	43	31	6	20=100

While more voters say Bush represents their views on gun control and abortion, his advantage on these issues is fairly small. Throughout the campaign, Bush has also held a slight edge in voters' judgments about who would make the wiser decisions about the country's defense policies, though his lead here is not statistically significant.

The electorate is more evenly divided over which candidate is better able to handle taxes, education, selecting justices to serve on the Supreme Court, campaign finance reform, and which man better reflects voters' views about the role of government. The parity between Gore and Bush on tax and education policy is particularly significant, in part because they have emerged as major campaign themes, and because it represents a change from the summer. In June, Gore held a 44%-34% lead on education, while Bush was seen by more (41% to 34%) as better able to deal with taxes.

<b>The Issue Divides</b>				
	<u>Bush Gore</u>		<u>Neither</u>	<u>Don't Know</u>
	%	%	%	%
<i>Gore issues ...</i>				
Prescription drugs	31	50	6	13=100
Health care	36	49	5	10=100
Economy	35	47	6	12=100
<i>Social Security/</i>				
Medicare	38	46	5	11=100
World affairs	36	44	5	15=100
<i>Up for grabs ...</i>				
Taxes	39	42	6	13=100
Education	41	43	6	10=100
Selecting justices	37	39	4	20=100
Campaign finance	33	34	13	20=100
Role of government	41	40	6	13=100
Defense	43	40	6	11=100
Abortion	41	38	6	15=100
Gun control	41	35	6	18=100

***Gore Less Likable, More Qualified?***

As in previous surveys, Bush holds the edge over Gore in personal qualities relating to leadership. More voters say Bush is the candidate willing to take a stand even if unpopular, and slightly more rate him as a strong leader, although his three-point lead over Gore (41%-38%) has been cut in half since September.

But Gore has his own personal strengths as well. He is widely seen as more qualified than Bush (by 49%-31%), and more voters view Gore as the candidate who cares about people like themselves. Gore also leads in being seen as the candidate who would use good judgment in a crisis. In June, equal numbers of voters saw Gore and Bush as qualified, and the Texas governor held a 44%-37% lead as the candidate with better judgment.

Despite Gore's edge in qualifications, recent events — including the first debate — appear to have taken a toll on voter perceptions of his honesty and his general likability. In September, 44% of voters said Gore was the more likable candidate, with 37% choosing Bush; today Bush holds a slight 41%-38% edge. Similarly, the number of voters who regard Gore as the more honest and truthful candidate has dropped somewhat from 37% in September to 32%, although Bush's honesty ratings have not increased commensurately. Perhaps most worrisome for the vice president, his recent declines in likability and honesty have been sharper among some of his strongest supporters, particularly women.

***Social Security: Status Quo Favored***

Voters are of two minds about restructuring Social Security. Previous Pew Research Center surveys have shown strong support, in principle, for letting younger workers invest some payroll taxes in private accounts. But the current poll shows that support declines when the risks and rewards of market-based accounts are mentioned.

Overall, 54% of the electorate supports maintaining the current program; 31% would allow younger workers to decide for themselves how some of their contributions are invested, which could cause benefits to be higher or lower depending on how the investments perform. In the Pew survey in September, seven-in-ten supported the general concept of private retirement accounts, but there was no mention that returns from those accounts could affect future benefits.

Not surprisingly, political partisans disagree over this issue. Half of Republicans (51%) support letting younger workers decide how some contributions are invested -- even if that affects future benefits -- while 32% want to maintain the status quo. Solid majorities of Democrats and independents favor keeping guaranteed benefits (72% and 59% respectively). Fully 61% who want to keep the system as is believe Gore would do a better job on Social Security; 63% of those who support permitting younger workers to make some investment decisions say the same about Bush.

There is a significant gender gap on this issue, but almost exclusively among *younger* people. Men under age 50 are evenly split — 45% would let younger workers decide for themselves how to invest some Social Security contributions, and 45% opt for guaranteed benefits. Women under age 50 favor guaranteed benefits by better than a two-to-one margin (60%-24%).

Changing Candidate Perceptions					
	Bush	Gore	Neither	Both	Don't Know
	%	%	%	%	%
<i>Bush's strengths ...</i>					
Willing to take a stand	43	35	8	6	8=100
September	45	37	8	5	5=100
Strong leader	41	38	7	10	4=100
September	44	38	7	6	5=100
<i>Gore's strengths ...</i>					
Personally qualified	31	49	5	11	4=100
June	37	37	10	10	6=100
Cares about people	35	44	11	5	5=100
September	31	47	9	7	6=100
Good judgment	36	43	4	10	7=100
September	38	44	3	8	7=100
<i>Up for grabs ...</i>					
Honest	36	32	17	8	7=100
September	35	37	13	9	6=100
Gets things done	37	38	5	11	9=100
September	40	40	4	8	8=100
Personably likable	41	38	4	12	5=100
September	37	44	3	12	4=100

Gender differences also emerge, with a more surprising result, in voter attitudes toward the FDA's recent approval of the abortion pill RU-486. Overall, the electorate is split, with 43% approving of the FDA action, against 46% who disapprove. Men back the decision (49%-40%), while women, who traditionally are more supportive of abortion rights, oppose it (37%-52%).

Female college graduates tend to be much more supportive of the FDA ruling than other women. A majority of women college graduates (54%) support the RU-486 decision, compared to 39% who oppose the action. Women who have not graduated from college — a much larger group — come down solidly against the abortion pill (56%-31%).

A plurality of voters (47%) believe the United States should develop a missile defense system — a program that Bush has strongly supported. GOP voters back missile defense by nearly a three-to-one margin (62%-21%); Democrats are split (38% in favor, 40% opposed), as are independents (41%-45%).

Fully six-in-ten voters (61%) say the United States and its allies have a moral obligation to use military force to prevent genocide. More Democrats (67%) than Republicans (53%) hold this view.

### ***The Kiss — Men Watched Too***

The passionate kiss by Al and Tipper Gore at the Democratic convention has resonated with voters more than other highly-publicized campaign events, including the appearances by both candidates on the Oprah Winfrey show.

Fully 46% of voters say they heard “a lot” about the Gores’ kiss. Although some pundits have said the kiss “humanized” the vice president for women voters, as many men as women say they heard a great deal about the event.

In general, campaign events register more strongly with men than women. Indeed, more men say they heard a great deal about Gore’s support for tapping the Strategic Petroleum Reserve (52%) than heard of the Gores’ convention kiss, but just 34% of women heard a lot about the oil reserve issue.

### **Gender Gap on Social Security**

	All	Under 50		Over 50	
	<u>RV's</u>	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>
	%	%	%	%	%
Maintain guaranteed monthly benefit	54	45	60	58	56
Let younger workers invest some contributions	31	45	24	30	24
Both/Neither/Don't know	<u>15</u>	<u>10</u>	<u>16</u>	<u>12</u>	<u>20</u>
	100	100	100	100	100

### **A Kiss to Remember**

	<u>All RV's</u>	<u>Men</u>	<u>Women</u>
<i>Heard a lot about ...</i>	%	%	%
The Gores’ convention kiss	46	47	45
Gore’s oil reserve proposal	42	52	34
Bush’s tax cut proposal	35	40	31
Bush’s insult of newspaper reporter	32	33	32
Gore’s criticism of Hollywood	32	37	27
Mystery over Bush debate tape	22	26	19
“Oprah” appearances	20	20	20
Gore’s misstatements about drug prices	19	22	16



Overall, six-in-ten voters say they have given a lot of thought to the presidential election, which is largely unchanged from September. That is only slightly less than the 65% who were paying a lot of attention to the campaign at this stage four years ago, but far less than the 77% who were fully engaged in the 1992 campaign.

But significantly more voters are paying very close attention to *news* about the campaign, at least compared to 1996. More than four-in-ten voters (42%) say they are following campaign news very closely; in November 1996, just 34% said they were following campaign news very closely. The number of people who report following campaign news very closely has jumped 15 percentage points since September.

Interest in the presidential debates has also increased since the Oct. 3 encounter between Gore and Bush. Nearly half of voters (49%) say it is now very likely they will watch the next two debates; before the first debate, 43% said it was very likely they would watch the debates — the same number as in 1996.

More than six-in-ten voters (63%) report watching at least a little of the first debate, while 37% tuned out entirely. A plurality of those who watched (41%) say Gore won the debate, compared to 32% who believe Bush prevailed. Democrats and Republicans overwhelmingly believe their party's standard-bearer won, while independents say Gore won the debate 42%-25%.

### ***Voters See Gore Victory***

In spite of the closeness of the race, a plurality of voters (46%) now believe Gore will ultimately win the election. Roughly one-third think Bush will win, and 21% aren't sure how it will turn out. At a comparable point in 1996, fully 79% of voters predicted Bill Clinton would win. Democrats are much more confident about Gore's prospects than are Republicans about Bush's. More than seven-in-ten Democrats think Gore will win the election, compared to 58% of Republicans who say Bush will prevail. On balance, independents say Gore will win — 47% vs. 32% who pick Bush. In June of this year, voters had a different view. Roughly half thought Bush would win in November, 33% chose Gore.

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### ***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 1,331 (1,009 registered voters) adults, 18 years of age or older, during the period October 4-8, 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=1,009), the sampling error is plus or minus 3.5 percentage points. For results based on either Form 1 (N=494) or Form 2 (N=515) registered voters, the sampling error is plus or minus 5 percentage points.

**TREND IN PRESIDENTIAL TRIAL HEAT\***

(Based on Registered Voters)

	---- September 2000 ----					----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>		
	%	%	%	%	%	%	%	%	%	%		
<b>Total</b>	47	41	1	2	9=100	44	43	*	5	8=100	-3	(1009)
<b>Sex</b>												
Male	43	45	1	3	8	39	46	1	7	7	-4	(462)
Female	50	37	1	2	10	49	40	*	3	8	-1	(547)
<b>Race</b>												
White	42	46	1	2	9	40	48	*	5	7	-2	(846)
Non-white	72	16	1	2	9	73	14	0	3	10	+1	(149)
Black	80	7	1	3	9	83	10	0	2	5	+3	(94)
Hispanic†	56	34	2	1	7	60	20	0	7	13	+4	(39)
<b>Race and Sex</b>												
White Men	37	50	2	3	8	35	50	1	7	7	-2	(395)
White Women	46	42	1	1	10	43	46	*	3	8	-3	(451)
<b>Age</b>												
Under 30	48	40	1	4	7	45	46	1	3	5	-3	(143)
30-49	43	46	1	3	7	41	45	*	6	8	-2	(405)
50-64	48	40	1	1	10	46	41	*	5	8	-2	(243)
65+	52	34	1	1	12	50	38	0	4	8	-2	(206)
<b>Sex and Age</b>												
Men under 50	40	47	2	5	6	36	49	*	7	8	-4	(262)
Women under 50	47	42	1	2	8	49	41	*	3	7	+2	(286)
Men 50+	45	43	1	1	10	44	41	1	8	6	-1	(195)
Women 50+	54	32	1	1	12	51	38	0	2	9	-3	(254)
<b>Education</b>												
College Grad.	45	44	1	3	7	44	44	0	6	6	-1	(361)
Some College	44	44	1	3	8	37	49	0	5	9	-7	(272)
H.S. Grad & Less	49	38	2	1	10	50	38	1	3	8	+1	(372)

\* Includes leaners

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

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...**

	---- September 2000 ----					----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>		
%	%	%	%	%	%	%	%	%	%			
<b>Total</b>	47	41	1	2	9=100	44	43	*	5	8=100	-3	(1009)
<b>Family Income</b>												
\$75,000+	44	47	1	2	6	33	54	0	5	8	-11	(182)
\$50,000-\$74,999	42	48	*	3	7	41	47	1	5	6	-1	(150)
\$30,000-\$49,999	48	41	1	3	7	46	41	0	4	9	-2	(264)
\$20,000-\$29,999	50	38	2	3	7	58	31	1	7	3	+8	(114)
<\$20,000	57	29	2	2	10	56	35	0	4	5	-1	(154)
<b>Region</b>												
East	51	34	3	2	10	53	32	0	4	11	+2	(197)
Midwest	47	42	1	2	8	39	48	1	5	7	-8	(273)
South	44	45	1	1	9	45	46	0	2	7	+1	(366)
West	48	39	1	4	8	43	41	1	8	7	-5	(173)
<b>Religious Affiliation</b>												
Total White Protestant	37	52	1	1	9	36	55	*	3	6	-1	(456)
White Protestant Evangelical	29	59	1	*	11	31	61	1	2	5	+2	(233)
White Prot. Non-Evangelical	44	45	2	2	7	42	48	0	4	6	-2	(223)
White Catholic	47	43	1	2	7	44	42	1	4	9	-3	(206)
Secular	56	21	0	8	15	47	22	0	19	12	-9	(83)
<b>Community Size</b>												
Large City	59	30	1	2	8	54	35	0	6	5	-5	(192)
Suburb	44	44	1	3	8	43	45	0	5	7	-1	(259)
Small City/Town	47	40	1	2	10	44	43	1	4	8	-2	(345)
Rural Area	36	51	1	2	10	39	47	*	5	9	+3	(205)
<b>Party ID</b>												
Republican	7	87	1	*	5	8	87	0	1	4	+1	(334)
Democrat	89	7	*	1	3	85	8	*	2	5	-4	(348)
Independent	39	38	2	6	15	37	37	1	12	13	-2	(272)
<b>Party and Ideology</b>												
Conservative Republican	5	91	1	*	3	5	92	0	0	3	0	(233)
Moderate/Liberal Republican	11	78	1	*	10	17	77	0	2	4	+6	(94)
Conservative/Moderate Dem.	88	8	0	*	4	84	11	*	1	4	-4	(243)
Liberal Democrat	90	5	1	3	1	89	1	0	5	5	-1	(92)
<b>Marital Status</b>												
Married	42	47	1	2	8	40	48	*	4	8	-2	(590)
Unmarried	53	32	2	3	10	51	35	*	6	8	-2	(408)
<b>Parental Status</b>												
Parent	45	46	1	2	6	39	49	*	4	8	-5	(350)
Non-Parent	48	38	1	3	10	47	40	*	5	8	-1	(653)
<b>Labor Union</b>												
Union Household	56	32	1	3	8	58	32	1	4	5	+2	(131)
Non-Union Household	45	43	1	2	9	42	45	*	5	8	-3	(864)

**OPINION ON KEY ISSUES BY DEMOGRAPHIC AND POLITICAL GROUPS**

(Based on Registered Voters)

	<i>Social Security Approach</i>			<i>FDA Decision on RU-486</i>			<i>Moral Obligation to Use Military Force Abroad</i>		
	<u>Guaranteed Benefit</u>	<u>Workers Decide</u>	<u>Both/ Neither/DK</u>	<u>Approve</u>	<u>Disapprove</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%
<b>Total</b>	54	31	15=100	43	46	11=100	61	26	13=100
<b>Sex</b>									
Male	50	39	11	49	40	11	61	30	9
Female	58	24	18	37	52	11	61	24	15
<b>Race</b>									
White	52	33	15	43	46	11	61	27	12
Non-white	69	18	13	40	50	10	57	27	16
Black	73	14	13	44	47	9	59	26	15
Hispanic†	68	20	12	43	52	5	70	21	9
<b>Race and Sex</b>									
White Men	48	40	12	49	39	12	61	30	9
White Women	55	27	18	38	51	11	62	23	15
<b>Age</b>									
Under 30	48	40	12	38	56	6	68	28	4
30-49	54	33	13	45	44	11	64	25	11
50-64	56	28	16	45	43	12	57	27	16
65+	58	24	18	38	47	15	54	26	20
<b>Sex and Age</b>									
Men under 50	45	45	10	49	41	10	62	30	8
Women under 50	60	24	16	37	54	9	68	22	10
Men 50+	58	30	12	49	39	12	60	29	11
Women 50+	56	24	20	36	50	14	52	25	23
<b>Education</b>									
College Grad.	50	36	14	54	37	9	70	23	7
Some College	44	39	17	39	49	12	58	30	12
H.S. Grad & Less	63	23	14	37	51	12	57	26	17

† The designation Hispanic is unrelated to the white-black categorization. Note small sample size (N=39).

Question: People have different opinions about how the Social Security system might be changed for the future. When decisions about Social Security's future are being made, which do you think is MORE important... Keeping Social Security as a program with a GUARANTEED monthly benefit based on a person's earnings during their working life, OR Letting younger workers DECIDE for THEMSELVES how some of their own contributions to Social Security are invested, which would cause their future benefits to be higher or lower depending on how well their investments perform?

The Food and Drug Administration recently approved the abortion pill RU-486. This means that women will now be able to terminate a pregnancy with drugs instead of surgery. Do you approve or disapprove of this decision?

In the future, do you think the U.S. and other Western powers have a moral obligation to use military force in other countries, if necessary, to prevent one group of people from committing genocide against another, or don't you think so?

**Continued...**

	<i>Social Security Approach</i>			<i>FDA Decision on RU-486</i>			<i>Moral Obligation to Use Military Force Abroad</i>		
	Guaranteed	Workers	Both/	<u>Approve</u>	<u>Disapprove</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>
	<u>Benefit</u>	<u>Decide</u>	<u>Neither/DK</u>						
	%	%	%	%	%	%	%	%	%
<b>Total</b>	54	31	15=100	43	46	11=100	61	26	13=100
<b>Family Income</b>									
\$75,000+	39	47	14	52	36	12	67	26	7
\$50,000-\$74,999	49	38	13	44	48	8	63	29	8
\$30,000-\$49,999	54	30	16	48	46	6	59	31	10
\$20,000-\$29,999	59	24	17	41	49	10	64	23	13
<\$20,000	67	19	14	32	57	11	56	24	20
<b>Region</b>									
East	58	25	17	48	41	11	57	28	15
Midwest	50	36	14	41	47	12	62	27	11
South	56	30	14	37	52	11	61	26	13
West	51	33	16	48	40	12	63	25	12
<b>Religious Affiliation</b>									
Total White Protestant	49	35	16	40	51	9	58	30	12
White Protestant Evangelical	48	36	16	24	69	7	59	29	12
White Prot. Non-Evangelical	50	34	16	58	31	11	57	31	12
White Catholic	51	34	15	38	52	10	60	27	13
Secular	57	31	12	74	21	5	61	28	11
<b>Community Size</b>									
Large City	59	27	14	48	41	11	64	22	14
Suburb	51	35	14	46	42	12	62	27	11
Small City/Town	56	29	15	42	49	9	64	25	11
Rural Area	51	32	17	35	52	13	52	32	16
<b>Party ID</b>									
Republican	32	51	17	27	64	9	53	33	14
Democrat	72	14	14	56	36	8	67	21	12
Independent	59	32	9	50	41	9	60	27	13
<b>Party and Ideology</b>									
Conservative Republican	28	56	16	17	73	10	55	33	12
Moderate/Liberal Republican	37	43	20	51	43	6	48	33	19
Conservative/Moderate Dem.	73	13	14	49	43	8	66	23	11
Liberal Democrat	66	18	16	77	15	8	74	15	11
<b>Marital Status</b>									
Married	52	34	14	39	52	9	61	27	12
Unmarried	57	28	15	53	38	9	61	26	13
<b>Parental Status</b>									
Parent	50	36	14	40	52	8	64	27	9
Non-Parent	57	28	15	47	43	10	59	26	15
<b>Labor Union</b>									
Union Household	58	28	14	39	46	15	57	29	14
Non-Union Household	53	32	15	45	47	8	62	26	12

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**EARLY OCTOBER 2000 POLITICAL SURVEY**  
**FINAL TOPLINE**  
**October 4-8, 2000**  
**N = 1,331 General Public**  
**N = 1,009 Registered Voters**

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

Q.1 How much thought have you given to the coming Presidential election... quite a lot or only a little?

	Quite <u>A lot</u>	(VOL.) <u>Some</u>	Only a <u>Little</u>	(VOL.) <u>None</u>	DK/ <u>Ref.</u>
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
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
<b>Gallup:</b> November, 1988	73	8	17	2	0=100
<b>Gallup:</b> October, 1988	69	9	20	2	0=100
<b>Gallup:</b> August, 1988	61	10	27	2	0=100
<b>Gallup:</b> September, 1988	57	18	23	2	0=100

Q.2 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	42	36	15	6	1=100
September, 2000	27	46	18	8	1=100
July, 2000 <sup>1</sup>	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

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

Q.3 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.3 , ASK:**

Q.3a 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=1,331]**

	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>
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

Q.4 Have you ever voted in your precinct or election district?

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

Q.5 Generally speaking, how much interest would you say you have in politics: a great deal, a fair amount, only a little, or no interest at all?

		Oct <u>1996</u>	Late Sept <u>1996</u>	--- Gallup ---	
				Nov 1988	Oct 1988
30	Great deal	25	25	29	27
49	Fair amount	50	50	51	53
16	Only a little	22	22	17	17
5	None	3	3	3	3
*	Don't know/Refused	*	*	*	*
100		100	100	100	100

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

	<u>Always</u>	<u>Nearly Always</u>	<u>Part of the time</u>	<u>Seldom</u>	<u>(VOL.) Other</u>	<u>(VOL.) Never Vote</u>	<u>DK/Ref.</u>
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
<b>Gallup:</b> November, 1988	57	26	10	4	2	1	*=100
<b>Gallup:</b> 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.7F1/8F2 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.10F1/11F2 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.7/8, DO NOT READ VP CHOICE) strongly or only moderately?

		<u>Sept 2000</u>	<u>July 2000</u>	<u>Late June 2000</u>	<u>Mid-June 2000</u>	<u>Gore-Bush Trial Heat</u>	<u>Mid-June 2000</u>
44	Gore/Lean Gore	47	41	35	42	46	Gore/Lean Gore
	22 Strongly	25	n/a	n/a	n/a	18	Strongly
	22 Only moderately	21	n/a	n/a	n/a	27	Only moderately
	* Don't know	1	n/a	n/a	n/a	1	Don't know
43	Bush/Lean Bush	41	42	42	41	45	Bush/Lean Bush
	26 Strongly	21	n/a	n/a	n/a	20	Strongly
	17 Only moderately	19	n/a	n/a	n/a	25	Only moderately
	* Don't know	1	n/a	n/a	n/a	*	Don't know
5	Nader/Lean Nader	2	6	2	4	9	Undec/Other/DK
	2 Strongly	1	n/a	n/a	n/a	100	
	3 Only moderately	1	n/a	n/a	n/a		
	0 Don't know	0	n/a	n/a	n/a		
*	Buchanan/Lean Buchanan	1	2	2	3		
	0 Strongly	*	n/a	n/a	n/a		
	* Only moderately	1	n/a	n/a	n/a		
	0 Don't know	*	n/a	n/a	n/a		
<u>8</u>	Undecided/Other/DK	<u>9</u>	<u>9</u>	<u>19</u>	<u>10</u>		
100		100	100	100	100		



Now, thinking about the presidential election again...

**IF RESPONDENT DID NOT CHOOSE GORE IN Q.7/8 OR Q.10/11, ASK: [N=572]**

Q.13 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?

		Sept <u>2000</u>	June <u>2000</u>	<i>Clinton</i> <u>Late Sept 1996</u>
11	Chance might vote for him	13	14	11
38	Decided not to vote for him	35	34	35
<u>7</u>	Don't know/Refused	<u>5</u>	<u>6</u>	<u>3</u>
56%		53%	54%	49%

**IF RESPONDENT DID NOT CHOOSE BUSH IN Q.7/8 OR Q.10/11 ASK: [N=570]**

Q.14 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?

		Sept <u>2000</u>	June <u>2000</u>	<i>Dole</i> <u>Late Sept 1996</u>
11	Chance might vote for him	15	15	16
39	Decided not to vote for him	38	33	44
<u>7</u>	Don't know/Refused	<u>6</u>	<u>6</u>	<u>5</u>
57%		59%	54%	65%

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

Q.15 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	6	16	23	49	6=100	(N=437)
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	8	20	7	58	7=100	(N=439)
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	0	4	5	84	7=100	(N=49)
September, 2000	6	4	9	80	1=100	
Pat Buchanan	n/a	n/a	n/a	n/a		(N=3)
September, 2000	n/a	n/a	n/a	n/a		

**IF RESPONDENT CHOSE "ISSUES" (Q.15=4), ASK:**

Q.15a What specific issues do you have in mind when you say that? (OPEN-END; ACCEPT MULTIPLE RESPONSES; PROBE ONCE FOR ADDITIONAL RESPONSES)

**GORE VOTERS [N=214]:**

- 18 Education
- 17 Social Security
- 15 Abortion
- 15 Health care
- 13 Medicare
- 12 Tax plan/cuts/reform
- 11 Environment
- 6 Everything/Like his whole platform  
For the poor people/Help the poor/  
working people/middle class
- 6 Prescription drug coverage
- 5 Business
- 4 Equal rights/Women's rights/Gay rights
- 4 Budget/Deficit reduction/Plan for the surplus
- 4 Leadership/Personal qualities/experiences
- 3 Economy
- 2 Democratic issues/Liberal
- 2 Foreign policy/International issues
- 2 The Military/Defense/Veterans rights  
Negative comment about Bush/Bush's stand on  
the issues
- 2 Constitutional issues/Supreme Court nominations
- 1 Gun control
- 1 Government/Big Government/Less Government
- 1 Campaign finance reform
- 1 Employment/Jobs
- \* Energy policy
- 6 Other
- 1 No specific issue
- 8 Don't know/Refused
- 8 ECONOMY (NET)**
- 29 HEALTH CARE (NET)**

**BUSH VOTERS [N=257]**

- 22 Tax plan/cuts/reform
- 22 Abortion
- 21 Education
- 12 Social security
- 8 Gun control
- 7 Morality/Ethics/Honesty
- 6 The Military/Defense/Veterans rights  
Government/Big government/  
Less government
- 6 Medicare
- 4 Continues Republican ideas/Conservative
- 4 Leadership/Personal qualities/experience
- 4 Health care  
Negative comment about Gore/Gore's stand  
on issues
- 3 Everything/Like his whole platform
- 2 Energy policy
- 2 Foreign policy/International issues  
Constitutional issues/Supreme Court  
nominations
- 1 Prescription drug coverage
- 1 "New direction"/"A change"
- 1 Economy
- 1 Budget/Deficit reduction/Plan for Surplus  
For the people/Help for the poor/working  
people/middle class
- \* Employment/Jobs
- \* Equal rights/Women's rights/Gay rights
- \* Environment
- 3 Other
- 5 No specific issue
- 8 Don't know/Refused
- 1 ECONOMY (NET)**
- 9 HEALTH CARE (NET)**

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

Q.16 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	26	14	4	44	12=100	<b>(N=439)</b>
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.17 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	25	11	15	37	12=100	(N=437)
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.18 Do you yourself plan to vote in the election this November?

**IF YES, ASK:**

Q.18a How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

	<u>Yes, Plan To Vote</u>	<u>Absolutely Certain</u>	<u>Fairly Certain</u>	<u>Not Certain</u>	<u>No, Don't Plan To</u>	<u>Can't Say/ Don't know</u>
October, 2000	97	87	9	1	2	1=100
September, 2000	95	84	10	1	3	2=100
June, 2000	95	84	10	1	2	3=100
Late October, 1998†	91	--	--	--	6	3=100
Early October, 1998†	92	--	--	--	4	4=100
Early September, 1998†	95	--	--	--	2	3=100
Late August, 1998†	93	75	17	1	3	4=100
June, 1998†	95	74	19	2	3	2=100
November, 1996	96	--	--	--	2	2=100
October, 1996	98	87	10	1	1	1=100
Late September, 1996	98	89	8	1	1	1=100
Early September, 1996	96	83	11	2	2	2=100
July, 1996	95	82	12	1	3	2=100
June, 1996	96	84	11	1	2	2=100
November, 1994†	93	--	--	--	5	2=100
October, 1994†	95	--	--	--	3	2=100
October, 1992	98	91	6	1	1	1=100
September, 1992	98	85	11	2	1	1=100
August, 1992	97	89	8	*	1	2=100
June, 1992	97	88	8	1	1	2=100
<b>Gallup:</b> November, 1988	97	87	9	1	2	1=100
<b>Gallup:</b> October, 1988	98	--	--	--	1	1=100

† Non-Presidential elections

**ASK ALL:**

Q.19 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
	<u>10</u>	<u>9</u>	<u>8</u>	<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>		
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
<b>Gallup:</b> September, 1992	77	5	4	3	2	4	*	1	*	4		*=100
<b>Gallup:</b> November, 1988	77	7	6	2	1	3	*	*	*	2		2=100
<b>Gallup:</b> October, 1988	73	8	7	3	2	3	1	*	*	1		2=100

**ASK ALL:**

On a different subject...

Q.26 What's your impression... do George W. Bush and Al Gore take different positions on the issues, or are they pretty similar in their positions on the issues?

	<u>Sept 2000</u>	<u>June 2000</u>	<u>July 1999</u>
61 Different	56	51	47
30 Similar	32	33	24
<u>9</u> Don't know/Refused	<u>12</u>	<u>16</u>	<u>29</u>
100	100	100	100

Q.27 If you had to make a choice strictly on the basis of the vice presidential candidates, who would you choose: Joe Lieberman, the Democrat or Dick Cheney, the Republican?

	<u>Late Sept 1996</u>	
42 Lieberman	49	⇒ Gore
41 Cheney	36	⇒ Kemp
<u>17</u> Don't know/Refused	3	⇒ Choate
100	<u>12</u>	⇒ Don't know/Refused
	100	

On another subject...

**ASK FORM 1 ONLY: [N=494]**

Q.35F1 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)**

		George		(VOL.)	(VOL.)	
		W. Bush	Al Gore	Neither	Both	DK/Ref.
					Equally	
a.	Would use good judgment in a crisis	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	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	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	35	44	11	5	5=100
	September, 2000	31	47	9	7	6=100
e.	A strong leader	41	38	7	10	4=100
	September, 2000	44	38	7	6	5=100
f.	Can get things done	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	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	31	49	5	11	4=100
	June, 2000	37	37	10	10	6=100

**ASK FORM 1 ONLY: [N=494]**

Q.36F1 Do you think there are major differences or only minor differences between Gore and Bush when it comes to their policies regarding... **(READ AND ROTATE)**

		Major	Minor	(VOL.)	
				Same	DK/Ref.
a.	The economy	55	29	5	11=100
	Late September, 1996 <sup>3</sup>	59	31	3	7=100
b.	Foreign policy	43	31	5	21=100
	Late September, 1996	40	36	4	20=100
c.	The role of government in solving national problems	52	26	6	16=100
d.	Social Security	63	21	4	12=100
e.	Education	49	32	9	10=100
f.	Prescription drugs for seniors	59	24	5	12=100

<sup>3</sup>

In 1996 the question compared differences between Clinton and Dole.

Q.36F1 CONTINUED ...

		(VOL.)			
		<u>Major</u>	<u>Minor</u>	<u>Same</u>	<u>DK/Ref.</u>
g.	The price of gasoline	43	31	6	20=100
h.	Tax cuts	73	14	4	9=100
	Late September, 1996	63	25	2	10=100

ASK FORM 2 ONLY: [N=515]

Q.37F2 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 COMES FIRST, ITEM m 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 <u>W. Bush</u>	<u>Al Gore</u>	(VOL.)	
				<u>Neither</u>	<u>DK/Ref.</u>
a.	Improving the health care system	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	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	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.	Representing your views on gun control	41	35	6	18=100
	September, 2000	39	37	5	19=100
	June, 2000	37	34	5	24=100
	March, 2000	36	45	5	14=100
e.	Representing your views about abortion	41	38	6	15=100
	September, 2000	34	38	7	21=100
	March, 2000	33	42	7	18=100
f.	Keeping the economy strong	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
g.	Dealing with taxes	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
h.	Improving education	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
i.	Representing your views on America's role in world affairs	36	44	5	15=100
	September, 2000	39	44	3	14=100

**Q.37F2 CONTINUED ...**

		George W. Bush	Al Gore	(VOL.) Neither	DK/Ref.
j.	Selecting justices to serve on the Supreme Court	37	39	4	20=100
k.	Dealing with campaign finance reform	33	34	13	20=100
l.	Representing your views on the role of the federal government in solving problems	41	40	6	13=100
m.	Making prescription drugs more affordable for seniors	31	50	6	13=100

**ASK ALL:**

On a another subject...

Q.42 The Food and Drug Administration recently approved the abortion pill RU-486. This means that women will now be able to terminate a pregnancy with drugs instead of surgery. Do you approve or disapprove of this decision?

43 Approve  
46 Disapprove  
11 Don't know/Refused  
100

Q.43 People have different opinions about how the Social Security system might be changed for the future. When decisions about Social Security's future are being made, which do you think is MORE important... (**READ; ROTATE ITEMS 1 AND 2**)

54 Keeping Social Security as a program with a GUARANTEED monthly benefit based on a person's earnings during their working life?  
OR  
Letting younger workers DECIDE for THEMSELVES how some of their own contributions to Social Security are invested, which would cause their future benefits to be higher or lower depending on how well their investments perform?  
31 Both equally important (VOL.)  
9 Neither is important (VOL.)  
1 Don't know/Refused  
5  
100

Q.44 Some people feel the U.S. should try to develop a ground- and space-based missile defense system to protect the U.S. from missile attack. Others oppose such an effort because they say it would be too costly and might interfere with existing arms treaties with the Russians. Which position comes closer to your view?

		May 2000	Aug 1985 <sup>4</sup>
47	Should develop a ground- and space-based missile defense system	53	57
35	Oppose developing such a system	37	35
<u>18</u>	Don't know/Refused	<u>10</u>	<u>8</u>
100		100	100

4

In August 1985, question was worded: "Some people feel the U.S. should try to develop a space-based "Star Wars" system to protect the U.S. from nuclear attack. Others oppose such an effort because they say it would be too costly and further escalate the arms race. Which position comes closer to your view?"

Q.45 In the future, do you think the U.S. and other Western powers have a moral obligation to use military force in other countries, if necessary, to prevent one group of people from committing genocide against another, or don't you think so?

61 Yes  
 26 No  
13 Don't know/Refused  
 100

Now just a few more questions about the presidential election...

Q.46 Regardless of who you support, who do you think WILL be elected president in November, Al Gore or George W. Bush?

		<u>June 2000</u>	<u>Oct 1999<sup>5</sup></u>	<u>Late Sept 1996</u>		
46	Al Gore	33	23	79	⇒	Clinton
33	George W. Bush	51	70	12	⇒	Dole
n/a	Other ( <b>VOL.</b> )	n/a	1	1	⇒	Perot
<u>21</u>	Don't know/Refused	<u>16</u>	<u>6</u>	<u>8</u>		
100		100	100	100		

Q.47 How likely is it that you will watch the upcoming presidential debates between Al Gore and George W. Bush? (**READ**)

		<u>Late Sept</u>	<u>Sept</u>	<u>----- CBS/NYT<sup>6</sup> -----</u>		
		<u>2000</u>	<u>1996</u>	<u>1992</u>	<u>1988</u>	<u>1984</u>
49	Very likely	43	43	67	55	55
31	Somewhat likely, OR	31	34	24	27	27
19	Not likely	22	22	8	17	16
<u>1</u>	<b>(DON'T READ)</b> Don't know/Refused	<u>4</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>2</u>
100		100	100	100	100	100

Q.48 Did you happen to watch the presidential debate between Al Gore and George W. Bush (last night/this past Tuesday night), or didn't you get a chance to see it? **IF YES, ASK:** How much of the debate did you watch, all of it, some of it, or only a little?

63 Yes (**NET**)  
 32 Yes, all  
 24 Yes, some  
 7 Yes, a little  
 37 No, didn't watch  
\* Don't know/Refused  
 100

<sup>5</sup> In October 1999 the wording was: "Regardless of who you might support, who do you think is most likely to win the coming presidential election if the candidates are Al Gore and George W. Bush?"

<sup>6</sup> Field dates of the trend surveys are comparable to the current survey. The 1988 survey is based on the probable electorate. CBS/NYT surveys asked, "How likely is it that you will watch next/this Sunday's debate between ...?"



**IF RESPONDENT WATCHED DEBATE (Q.48=1-3) ASK: [N=657]**

Q.49 Regardless of which presidential candidate you support, who do you think did the better job in the presidential debate — George W. Bush or Al Gore?

32 Bush  
 41 Gore  
 22 Neither/Both (VOL.)  
5 Don't know/Refused  
 100

Q.50 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. First, how much have you heard about (**READ; ROTATE**)

		<u>A</u> <u>Lot</u>	<u>Some-</u> <u>thing</u>	<u>Never</u> <u>Heard</u>	<u>DK/</u> <u>Ref.</u>
a.	Al Gore and George W. Bush's separate appearances on the Oprah Winfrey show	20	39	40	1=100
b.	Al Gore kissing his wife Tipper at the Democratic national convention	46	28	25	1=100
c.	George W. Bush using vulgar language to describe a New York Times reporter	32	31	36	1=100
d.	Al Gore's misstatement about the cost of prescription drugs for his mother-in-law and his pet dog	19	27	53	1=100
e.	Al Gore's criticism of the entertainment industry for marketing violent films, music and video games to children	32	44	23	1=100
f.	Bush's proposal to cut taxes across all income brackets	35	44	20	1=100
g.	Al Gore's proposal to release some of the United States' strategic oil reserves to make gasoline and home heating oil more affordable	42	40	17	1=100
h.	Questions about how a videotape of George W. Bush rehearsing for the debates ended up with the Gore campaign	22	29	47	2=100