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**VOTERS UNMOVED BY MEDIA CHARACTERIZATIONS OF BUSH AND GORE**

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## **Much Less Convention Interest**

### **VOTERS UNMOVED BY MEDIA CHARACTERIZATIONS OF BUSH AND GORE**

American voters, who continue to divide their support equally between Al Gore and George W. Bush, have not been strongly influenced by the way the American news media have covered the personal character of the presidential candidates. As the conventions approach there is ample opportunity for the campaigns to make powerful appeals to the American public that could greatly shape public opinion, as only one-in-four voters say they know a lot about what each of the candidates stand for.

But voters may put off learning about the candidates until the fall. Only 34% of the public is interested in following what happens at the Republican Convention in Philadelphia next week. That is considerably less enthusiasm for the conventions than was voiced in Pew Research Center surveys taken at comparable points in the campaigns of 1996 (44%) and 1992 (53%).

The latest nationwide survey also found neither candidate strongly associated with the principal character themes emphasized in reporting on the candidates since the primary season ended. Only one-third of Americans see Gore as the candidate who will say what's popular rather than what he really believes. One-in-five regard Bush as a "different kind of Republican." These were the two most common character themes reported by news organizations between April and June, according to a joint analysis by the Project for Excellence in Journalism and the Committee of Concerned Journalists, which studied more than 2,000 selected news stories, broadcasts and cablecasts compiled over a five-month period.<sup>1</sup>

The vice president's competence and knowledge, often emphasized in the media, rang a bell with 38% of the public. But only 26% identified him as scandal-tainted, another common media portrayal. Bush is not singled out by voters as the "candidate who is not a serious person," which clearly has been a strong component of the Bush coverage. But 57% of the public view him as

#### **Media Message and Voter Response**

	<u># of Media Assertions*</u> (April - June)	<u>% of Public Making the Association</u>
<i>Top Themes</i>		
<i>Bush is different kind of Republican</i>	157	21%
<i>Bush lacks intelligence/ is not serious</i>	96	19%
<i>Bush relied on family connections</i>	24	54%
<i>Gore exaggerates, will say anything</i>	105	36%
<i>Gore is scandal-tainted</i>	77	26%
<i>Gore is competent, knowledgeable</i>	71	38%

\* Media analysis by the Project for Excellence in Journalism and the Committee of Concerned Journalists.

<sup>1</sup> For results based on the full five-month study, see "A Question of Character: How the Media Have Handled the Issue and How the Public Has Reacted."

having relied on family connections to get ahead — a subject that has received only modest mention in the media.

Although there is little indication so far that opinions have been decisively shaped by campaigns or the press, the potential to change voter perceptions is apparent in the Pew survey results. Gore seems more vulnerable to a negative attack than Bush. Approximately half the public says they would be less likely to vote for the vice president if they heard charges that Gore panders or stretches the truth. Messages that emphasize scandals involving President Clinton or allegations about Gore's own role in illegal fund-raising would turn off about four-in-ten Americans. Bush would be hurt most by the charge that he does not know enough about the issues. His family advantages, while widely perceived, and claims that he is linked to the right-wing of the GOP would be somewhat less potent.

Bush has a number of potentially powerful campaign themes: his education record, pledge to cut taxes, attempts to reach out to minorities and vows to improve the moral climate in the White House all get a good response from voters. Gore's experience and knowledge of the issues are by far his strongest messages.

The Pew survey, conducted July 19-23 among a national sample of 1,204 adults and 918 registered voters, was taken before Dick Cheney was announced as Bush's running mate. However, the poll did find many voters saying that a candidate with extensive Washington experience and foreign policy experience would add appeal to the GOP ticket. Both qualities, which are widely regarded as the former defense secretary's strong suits, spark a more positive response than would a selection based on gender or a candidate's stand on abortion.

Although just 36% approve of the performance of the Republican congressional leaders, compared to 46% who disapprove, the survey found little indication that the battle over control of Congress is resonating with the public. Fully half of all voters say that which party controls Congress is not that important in deciding which candidate to support, while fewer than one-in-five say national issues rank as the biggest factors in their voting decisions.

### ***Might-Miss TV?***

Just one-in-ten Americans (13%) plan to watch all or most of the television coverage of the GOP convention, while another 28% say they'll watch some of it. Older Americans are both more interested in the convention and more apt to watch the television coverage.

But even among Republicans, there is scant interest in the proceedings in Philadelphia. Less than half of Republicans (47%) say they are interested in the convention, and GOP partisans are no more likely than Democrats to say they'll tune into the TV coverage.

	<u>1992</u>	<u>1996</u>	<u>2000</u>
<i>In following what happens ...</i>	%	%	%
Interested	53	44	34
Not interested	45	55	64
Don't know	<u>2</u>	<u>1</u>	<u>2</u>
	100	100	100

\* 1996 and 2000 refer to the GOP convention; 1992 was the Democratic convention.

Reflecting their overall lack of enthusiasm about the convention, Americans express little interest in specific events that will take place. The GOP platform may be the biggest draw; 23% of the public is very interested in learning about the party's platform, while another 35% is fairly interested. In 1992, there was considerably more interest in learning about the Democratic Party's platform — 38% were very interested. Roughly a quarter of the public (23%) is very interested in watching Bush's acceptance speech, about the same level of interest expressed in Clinton's 1992 speech. A similar number are interested in hearing Bush's running mate speak.

The public takes little interest in hearing what John McCain has to say at the convention. Only 15% say they're very interested in hearing McCain's speech. Independents, many of whom formed the core of the Arizona senator's support, are among the least interested. Just one-in-ten Americans are very interested in Laura Bush's address to the delegates.

	<i>How interested ...</i>				
	<u>Very</u>	<u>Fairly</u>	<u>too</u>	<u>at all</u>	<u>Don't</u>
	%	%	%	%	%
GOP platform	23	35	14	27	1=100
Bush's speech	23	30	12	34	1=100
VP nominee's speech	22	30	13	33	2=100
Roll call of states	17	23	15	44	1=100
McCain's speech	15	23	16	42	4=100
Laura Bush's speech	10	19	19	51	1=100

### ***Horse Race Still Close***

Bush and Gore remain neck-and-neck in the presidential contest. In a two-way match-up, 48% of registered voters favor Bush, 46% support or lean toward Gore, with 6% undecided. This compares to a 46%-45% Gore edge in mid-June, and a 46%-45% Bush advantage in May. The poll shows Bush with a slight lead over Gore among independents (52% to 41%).

A consistently large gender gap underlies these figures. Men prefer Bush 54% to 40%, while Gore leads among women 52% to 42%. Taking race *and* gender into account, Bush is the overwhelming favorite of white men, who back the Texas governor 59% to 36%, while white women are evenly split between Bush and Gore (47% each). As is typically the case, the GOP candidate's advantage among white men is counterbalanced by the support the vice president receives from non-whites, although Bush is currently polling a respectable 23% among non-white registered voters.

Bush's lead among whites is strongest among evangelical Protestants, where he holds greater than a two-to-one advantage (65% to 30%) over Gore. By comparison, his lead among white mainline Protestants (50% to 43%) and white Catholics (50% to 45%) is not significant.

In a four-way race, Bush and Gore remain virtually tied (42% Bush vs. 41% Gore) while Ralph Nader attracts the support of 6% of registered voters, and another 2% support Buchanan. Nader's appeal is stronger among independents (10%) and college graduates (9%). Nader is also attracting 10% of voters who are union members or have a spouse who is a union member, compared to only 5% in non-union households.

Cheney's experience as defense secretary and his long career as a congressman may turn out to be an advantage for Bush. Overall, 38% of respondents say they would be more likely to vote for Bush if he named a running mate with extensive foreign policy experience, and 30% say a vice-presidential candidate with past experience in Washington D.C. might make them more likely to vote for Bush.

By comparison, only 19% of respondents, (14% of men and 23% of women) say choosing a woman would make the ticket more appealing.

<i>If Bush were to choose a VP who...</i>	<i>How Likely to Vote for Bush?</i>			
	<u>More</u>	<u>Less</u>	<u>No Diff.</u>	<u>DK</u>
Has foreign policy experience	38	7	52	3=100
Has D.C. experience	30	8	60	2=100
Is pro-choice	27	22	48	3=100
Is a woman	19	7	72	2=100

Cheney's lengthy resume serves Bush well among Republicans, and it may even help him with independents. Fully 46% of Republicans and 42% of independents say they would be more likely to vote for Bush if his nominee has foreign policy experience, compared to only 30% of Democrats. Republicans and independents are also more supportive of a candidate with past government experience than are Democrats.

**Blurry Candidate Images**

In this highly competitive presidential race, the images of the candidates remain largely unformed. Only one-in-four Americans (26%) say they know a lot about what Gore stands for, and even fewer (23%) know a lot about Bush. Democrats are no more likely than Republicans to say they know a lot about the vice president, while GOP loyalists are nearly twice as likely as Democrats to have a good sense of Bush (34% vs. 18%).

When asked specifically what comes to mind when they think about each candidate, Americans volunteer mostly neutral terms and descriptions. The environment tops the list of what Gore stands for. In addition, he is known most for his ties to the Clinton administration, his honesty, his stance on abortion and for being a Democrat. When asked what comes to mind about Bush, the top response is his honesty and integrity. Bush is also identified as being just like his father and being a conservative, as well as for his stands on the death penalty and taxes.

Several of the most prominent themes that have emerged over the course of the campaign have yet to penetrate the public’s collective consciousness. The poll tested six character themes which have been a common focus of the news media during the months leading up to the party conventions. These same themes were the basis for the content analysis conducted by the Project for Excellence in Journalism and the Committee of Concerned Journalists. That study suggests that while Bush appears to be winning the battle for control of the message, the message may be falling on deaf ears.

Respondents in the Pew poll were asked to link either Bush or Gore to each of the six statements or perceptions. The only one which has clearly registered with most voters is the idea that Bush is the candidate who has relied on family connections to get ahead. More than half of the public associated the Texas governor with this trait.

Bush’s efforts to reach out beyond the traditional Republican base are not widely acknowledged. In fact, the public is more likely to associate *Gore* with this theme than *Bush*. Roughly one-third (32%) chose Gore when asked which candidate “reaches out to all kinds of voters, not just

	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>	<u>Both</u>	<u>Don't Know</u>
<i>Which candidate ...</i>	%	%	%	%	%
Has relied on family connections	12	<b>54</b>	14	10	10=100
Is not a serious person	21	<b>19</b>	44	4	12=100
Reaches out to new voters	32	<b>28</b>	14	15	11=100
Says what’s popular	<b>36</b>	25	16	12	11=100
Has been involved with scandals	<b>26</b>	18	28	13	15=100
Is experienced & knowledgeable	<b>38</b>	25	11	18	8=100

members of his own party,” while 28% picked Bush. Very few Americans accept the notion that Bush “is not a serious person.” Only 19% say this phrase better describes Bush, 21% choose Gore, and fully 44% say this doesn’t accurately describe either candidate.

Gore is seen, more than Bush, as the candidate who is “experienced and knows a lot about the issues.” However, the difference is not overwhelming: 38% choose Gore, while 25% point to Bush. Gore is also more likely to be perceived as the candidate who “says what’s popular rather than what he really believes” (36% vs. 25% Bush) and the one who “has been involved in scandals in the past” (26% vs. 18% Bush). Again, the gaps are not particularly wide.

Not surprisingly, perceptions of the candidates are shaped in large part by partisanship. Republicans are much more likely to pin negative themes to Gore than are Democrats. At the same time, they are less willing to accept negative perceptions of Bush. The same can be said of the Democrats. For example, when asked to identify the candidate who has relied on family connections to get ahead, 65% of Democrats point to Bush, compared to only 42% of Republicans. Similarly, 31% of Democrats choose Bush as the less serious person, compared to only 8% of Republicans. Democrats are much less likely than Republicans to give Bush credit for reaching out to all kinds of voters. In fact, by a margin of 53%-11% they say that description fits Gore best. Republicans say it applies to Bush (46% vs. only 15% who point to the vice president).

Republicans overwhelmingly choose Gore as the candidate who says what’s popular rather than what he really believes (63%). Only 17% of Democrats perceive Gore in this way. Republicans are also more apt to perceive Gore as scandal-tainted (42%, vs. 14% of Democrats).

In spite of his efforts, Bush is *not* seen by the public as a different kind of Republican. Only 21% of Americans say Bush has different views than traditional GOP leaders; fully 62% think his views are similar to those of traditional party leaders. The idea that Bush represents something different from the traditional GOP is largely rejected by Republicans, Democrats and independents alike.

<b>Is Bush a Different Kind of Republican?</b>			
	<u>Different</u>	<u>Similar</u>	<u>Don't know</u>
Total	21	62	17=100
Republican	24	66	10=100
Democrat	20	67	13=100
Independent	21	58	21=100
White	19	63	18=100
Non-white	29	59	12=100

Interestingly, non-whites are slightly more likely than whites to see Bush as a new kind of Republican (29% vs. 19%). But the poll suggests that this perception, though not widely held at this point, could be a plus for Bush in the general election. Among those who do see him as a different kind of Republican, Bush leads Gore by a 58%-38% margin.

***Gore’s Possible Vulnerabilities***

While these campaign themes have not necessarily registered with the public, they have the potential to be quite potent if and when they do sink in. Overall, Gore’s biggest potential weaknesses are that he panders and stretches the truth.

When asked how they would react if they heard that Gore tends to say what’s popular rather than what he really believes, or that he stretches the truth, roughly half of the public says hearing this would make them *less likely* to vote for the vice president. In each case, majorities of independents say these issues might move them away from Gore.

	<b>What If You Heard Gore ...</b>			
	<i>Impact on vote for Gore</i>			
	More <u>Likely</u>	Less <u>Likely</u>	No dif- <u>ference</u>	Don't <u>Know</u>
	%	%	%	%
Says what’s popular, not what he believes	7	<b>52</b>	38	3=100
Stretches the truth	8	<b>49</b>	40	3=100
Took part in unethical fund-raising in 1996	6	<b>43</b>	47	4=100
Was part of scandal-ridden administration	6	<b>40</b>	50	4=100
Is a Washington insider	7	32	58	3=100
Is experienced and knows about issues	<b>51</b>	13	33	3=100
Can carry on Clinton’s economic policies	<b>43</b>	20	32	5=100
Supports women’s right to choose	36	27	34	3=100

Similarly, about four-in-ten Americans say hearing that Gore took part in unethical fund-raising practices during the 1996 presidential campaign, or that Gore has been part of a scandal-ridden Clinton administration would make them less inclined to vote for him for president.

Among those statements tested in the poll, the most potentially positive one for Gore is that he is experienced and has command of the issues. Fully half of the public says hearing this about Gore would make them *more likely* to vote for him. One-third say hearing this wouldn’t impact their vote choice one way or another. On balance, Gore’s promise to carry on Clinton’s successful economic policies is also a potentially positive theme. Roughly four-in-ten (43%) Americans say hearing this would make them more likely to vote for Gore. One-in-five say this would actually make them less likely to vote for him, and 32% say it wouldn’t make a difference.



Gore’s permissive stand on abortion appears to have a mixed impact on voters: 36% say hearing about this would make them more likely to vote for Gore, 27% say less likely, and 34% say this wouldn’t make a difference. Labeling Gore as a “Washington insider” is not likely to have much of an impact. Fully 58% say hearing Gore described this way wouldn’t affect their vote for president; 32% say this would make them less likely to vote for him, only 7% say more likely.

***Another Education President?***

The most common negative themes associated with Bush’s candidacy seem less threatening than those linked to Gore, especially among independents. At the same time, certain positive Bush messages have the potential to draw voters. Bush’s biggest negative is the notion that he doesn’t know enough about the issues to be president. Roughly four-in-ten (42%) say hearing this would make them *less likely* to vote for Bush. Nonetheless, slightly more (47%) say this wouldn’t affect their vote.

Other common criticisms of Bush, that he has relied on family connections to get ahead and that he has too many ties to the right-wing of the Republican Party, appear to have less potential sting. In each case, a narrow majority of voters say hearing about these issues wouldn’t have an impact on their vote.

Bush’s greatest potential strength remains his record on education. Fully 53% of Americans say hearing that Bush has improved the educational system in Texas would make them more likely to vote for him. Even 41% of Democrats say this might lead them to vote for Bush. Bush’s pledge to cut taxes could also be, on

balance, a plus for his campaign. Just under half of the public (47%) says hearing about this would make them more likely to vote for Bush, 38% say this wouldn’t make a difference in their vote, and 12% say it would actually make them less likely to vote for Bush.

	<i>Impact on vote for Bush</i>			
	<u>More Likely</u>	<u>Less Likely</u>	<u>No dif-ference</u>	<u>Don't Know</u>
Doesn't know enough about issues	7%	<b>42</b> %	47%	4=100%
Has relied on family to get ahead	8	<b>35</b>	54	3=100
Has too many ties to GOP's right wing	8	<b>34</b>	52	6=100
Has improved education in Texas	<b>53</b>	7	36	4=100
Will cut taxes	<b>47</b>	12	38	3=100
Will bring morality/ethics to White House	<b>43</b>	14	39	4=100
Reaches out to minorities	<b>43</b>	12	40	5=100
Opposes gun control	33	31	33	3=100
Supports death penalty	25	25	46	4=100

Hearing that he will bring morality and ethics back to the White House is also a potentially positive theme for Bush, as is the idea that Bush has made an effort to reach out to minorities. In each case, 43% of Americans say hearing this would make them more likely to vote for Bush. However, four-in-ten say neither of these things would impact on their vote.

Bush’s position on gun control and his strong support for the death penalty appear to have a mixed effect on voters. Learning that Bush mostly opposes stronger gun control measures would be a wash in terms of his support — one-third of the public would be more likely to vote for him and almost as many (31%) would be less likely. A plurality of Americans (46%) say hearing that, under Bush, Texas has used the death penalty more than any other state wouldn’t affect their vote. Roughly a quarter say this would make them more likely to vote for him, and an equal percentage say this would make them less likely.

***Middling Grades for Congress***

Democrats continue to hold a slight edge in the battle for control of the House. But the Democrats’ 47%-43% lead, with 10% undecided, is not statistically significant. The margin has barely budged since February, when Democrats held a 47%-44% advantage.

Overall, Americans give the Republican Congress so-so marks for performance, although they are far less satisfied with the job done by its leaders. Just 21% of Americans say this Congress has accomplished more than its predecessors, while 55% say it has accomplished the same amount and 15% believe it has achieved less. Still, that represents a modest improvement since last August, when only 15% of respondents said Congress had accomplished more than in recent years.

In the same vein, a solid majority of Americans (54%) say that lawmakers have been bickering more than usual, while just 21% believe they have been relatively cooperative. But again, that marks improvement from August 1999 when — with memories of the impeachment battle still fresh — two-thirds of Americans (68%) said Congress was less harmonious.

<b>Opinion of Congress</b>				
	Nov <u>1997</u>	Aug <u>1998</u>	Aug <u>1999</u>	July <u>2000</u>
	%	%	%	%
<i>Compared to recent Congresses, THIS Congress has accomplished ...</i>				
More	23	18	15	21
Less	12	15	20	15
Same	59	60	60	55
Don't know	<u>6</u>	<u>7</u>	<u>5</u>	<u>9</u>
	100	100	100	100
<i>This year Republicans and Democrats in Congress are ...</i>				
Working together	38	27	20	21
Opposing each other	45	51	68	54
Same as the past	7	8	4	10
Don't know	<u>10</u>	<u>14</u>	<u>8</u>	<u>15</u>
	100	100	100	100

Interestingly, there are only small partisan differences of opinion over what this Congress has accomplished and whether lawmakers are working well together. One-quarter of Democrats and virtually the same number of Republicans (23%) say this Congress has accomplished more than its predecessors; fewer independents (17%) agree. In addition, majorities of Democrats, Republicans and independents agree that lawmakers have been bickering more this year (60%, 56% and 53%, respectively).

***The Other Gender Gap***

While the gender gap in the presidential race has drawn considerable attention, there is an equally formidable divide in the generic congressional measure. Among registered voters, a majority of women (51%) currently support the Democratic candidate in their district, while 37% support the Republican candidate. Among men, the GOP holds a nine-point advantage (51%-42%).

Among women age 50 and over, the partisan gap is even larger. Fully 54% of voters in this group prefer the Democratic candidate for Congress, compared to just 34% who support the GOP candidate. Among men, the GOP’s biggest edge comes from those age 30-49, who back the Republican candidate by a 16-point margin (55%-39%).

	---Men---			---Women---		
	<u>All</u>	<u>&lt;50</u>	<u>50+</u>	<u>All</u>	<u>&lt;50</u>	<u>50+</u>
<i>Congressional Vote</i>	%	%	%	%	%	%
Republican	51	52	49	37	40	34
Democrat	42	41	42	51	49	54
Other/Undecided	<u>7</u>	<u>7</u>	<u>9</u>	<u>12</u>	<u>11</u>	<u>12</u>
	100	100	100	100	100	100

\* Based on registered voters; includes leaners.

***Congressional Control: Does it Matter?***

For all of its importance, the battle for control of Congress is not weighing heavily on the minds of most voters. Half (49%) say the question of which party controls Congress will not be a factor in their votes this fall, while 46% say that issue will affect their decisions when they go to the polls.

In addition, a plurality of Americans (41%) believe it does not matter whether Congress and the White House are controlled by different parties or the same party. Those who say it does matter are split, with 27% preferring divided government and 25% holding the view that the government works best when the president’s party also holds a majority in Congress.

At this stage, Democrats and Republicans are equally motivated by the struggle for Congress. A slim majority of Democratic voters (52%) say the question of control of Capitol Hill will be a factor for them this fall, as do 49% of Republicans. Just 33% of independents share this view.

Pluralities of independents (44%), Democrats (40%) and Republicans (36%) say it is not that important whether or not the two major parties share power. Among those who think the issue matters, independents favor divided government over single-party rule (31%-20%), Democrats are split (27%-27%), and Republicans prefer that one party control the White House and Congress (31%-24%).

For older voters, particularly those age 65 and over, the question of which party controls Congress is important. Fully six-in-ten senior citizens say their votes will be affected by this issue, compared to 45% of registered voters age 50-64, 41% of those 30-49, and 39% of the under-30 group. In addition, more senior citizens than younger Americans prefer that one party control the executive and legislative branches of government; among those 65 and over, 34% back single-party government while 32% say it doesn't matter and 23% opt for divided government. Among Americans under age 50, the prevailing view is that this issue doesn't matter.

### ***All Politics Are Local***

With no single issue dominating this year's campaigns, and voters not yet fully engaged in the struggle for control of Congress, it is not surprising that they attach greater significance to local issues and a congressional candidate's character and experience than to national issues. Four-in-ten voters say state and local issues will be the biggest factor in their decisions, and 32% say the candidate's background ranks as the most important consideration.

National issues are seen as less important, with just 18% rating them as the biggest factor in determining how they will vote. And a candidate's political party is seen as the biggest factor by just 6% of voters.

### ***Cautious Optimism on Gene Breakthrough***

While Americans recognize that there are risks associated with genetic research and the mapping of the human genome, they remain largely positive about the impact these scientific discoveries will have on their lives. More specifically, people are optimistic about the possibility of medical advances resulting from genetic research, even as a significant number express concern over possible discrimination or loss of privacy as a result of gene mapping.

When asked whether the mapping of the human genetic code will be mostly a good thing for society or whether there are some serious risks involved, fully six-in-ten (61%) cite the risks. Still, 45% think the effect of genetic research on their lives will be mostly positive, while only 16% expect mostly negative effects. Another 27% think the research is unlikely to impact them at all.

Similarly, optimism about medical advances based on genetic research is broader than worries about the misuse of genetic information. Eight-in-ten of those who had heard about possible medical advances stemming from genetic mapping were very or somewhat optimistic about the prospect. By comparison, only 56% of those who had heard about genetic information leading to discrimination or loss of privacy said they were worried about such outcomes.

Concerns about the possible dangers of genetic research are stronger among women, 68% of whom see some serious risks for society, compared to only 53% of men. Fully 52% of men say the effect of genetic research on their own lives will be mostly positive, while only 11% see the negatives outweighing the positives. By comparison, only 38% of women see genetic research having a positive effect on their lives, while 21% think the effect will be mostly negative.

<b>Optimism about Genetic Research</b>				
	<i>Effect of research on your life will be ...</i>			
	<u>Mostly Positive</u>	<u>Mostly Negative</u>	<u>No Effect</u>	<u>Mixed/DK</u>
	%	%	%	%
Total	45	16	27	12=100
Men	52	11	27	10=100
Women	38	21	27	14=100
College Grad.	60	12	17	11=100
Some College	52	12	23	13=100
High School Grad.	37	17	32	14=100
< H.S. Grad.	30	27	37	6=100

Those with higher levels of education also tend to be more optimistic about the outcome of genetic research. Fully 60% of college graduates think the mapping of the genetic code will have a positive effect on them and their families, compared to only 35% of those with a high school degree or less.

***News Interest Index***

The completion of the human genome project attracted only moderate public interest. Just 16% of Americans say they followed news stories about scientists discovering how to map the human genetic code very closely, and 34% say they paid virtually no attention to the story at all.

But it is clear that whether or not people paid attention to the news had a bearing on their attitudes about the subject. Those who followed news about the scientific discoveries are far more optimistic about both the social and personal impact of the research than those who paid little or no attention, regardless of their age, education or gender. Fully 49% of those who followed the story very closely believe the research will mostly be a good thing for our society, compared to only 19% of those who did not follow the story.

Among this month's top news stories was the video showing Philadelphia police kicking and beating a carjacking suspect. Slightly more than one-in-five Americans (22%) followed the story very closely. By contrast, nearly half (46%) paid close attention to the videotape of the beating of Rodney King in March 1991. More blacks than whites paid close attention to the Philadelphia police incident (42% vs. 19%).

News about presidential candidates was followed very closely by 21% of the public. Nearly four-in-ten senior citizens (37%) paid close attention to the campaign, compared to just 11% of those age 18-29. Equal percentages of Republicans and Democrats (24%) closely followed election news, compared to only 16% of independents.

Foreign news stories once again proved to be of limited interest to the public. News about the AIDS epidemic in Africa was followed by 19% of the public. Nearly three-in-ten African-Americans (29%) paid close attention to this story. The Middle East peace summit at Camp David was followed very closely by 15% of the public, and just 7% paid close attention to the Mexican election. Still, seven-in-ten (71%) of those who followed the Mexican election very closely believe that nation will become more democratic.

Two major Supreme Court rulings in the past month garnered about the same level of attention. The Court's ruling allowing the Boy Scouts to fire gay troop leaders was followed closely by 16% of the public, while 15% closely followed news of the Court overturning a Nebraska law banning late-term abortions.

## TREND IN PRESIDENTIAL TRIAL HEAT\*

(Based on Registered Voters)

	--- May 2000 ---			--- June 2000 ---			--- July 2000 ---			June-July	
	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	<u>Change</u>	<u>(N)</u>
	%	%	%	%	%	%	%	%	%	in Bush	
<b>Total</b>	45	46	9=100	46	45	9=100	46	48	6=100	+3	(918)
<b>Sex</b>											
Male	43	50	7	41	50	9	40	54	6	+4	(420)
Female	48	43	9	50	41	9	52	42	6	+1	(498)
<b>Race</b>											
White	41	51	8	41	50	9	41	53	6	+3	(760)
Non-white	69	23	8	73	19	8	70	23	7	+4	(147)
Black	76	16	8	85	8	7	76	17	7	+9	(94)
Hispanic†	54	41	5	56	34	10	54	44	2	+10	(44)
<b>Race and Sex</b>											
White Men	39	54	7	36	55	9	36	59	5	+4	(347)
White Women	43	47	10	45	46	9	47	47	6	+1	(413)
<b>Age</b>											
Under 30	48	48	4	44	49	7	49	47	4	-2	(140)
30-49	45	47	8	45	46	9	45	50	5	+4	(375)
50-64	40	51	9	50	44	6	49	43	8	-1	(239)
65+	49	40	11	45	42	13	42	50	8	+8	(157)
<b>Sex and Age</b>											
Men under 50	43	50	7	40	51	9	38	56	6	+5	(245)
Women under 50	44	8	49	44	7	53	42	5	-2	(270)	
Men 50+	41	51	8	44	47	9	42	52	6	+5	(173)
Women 50+	47	41	12	52	39	9	50	41	9	+2	(223)
<b>Education</b>											
College Grad.	46	48	6	47	45	8	41	52	7	+7	(329)
Some College	42	48	10	41	52	7	50	45	5	-7	(239)
H.S. Grad & Less	46	45	9	48	42	10	47	47	6	+5	(348)

\* Includes leaners.

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

Question: Suppose there were only two major candidates for president and you had to choose between Al Gore, the Democrat; and George W. Bush, the Republican. Who would you vote for?  
As of TODAY, do you LEAN more to Gore, the Democrat; or Bush, the Republican?

Continued ...

	--- May 2000 ---			--- June 2000 ---			--- July 2000 ---			June-July	
	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	<u>Gore</u>	<u>Bush</u>	<u>Undec.</u>	<u>Change</u>	<u>(N)</u>
	%	%	%	%	%	%	%	%	%	in Bush	
<b>Total</b>	45	46	9=100	46	45	9=100	46	48	6=100	+3	(918)
<b>Family Income</b>											
\$75,000+	43	49	8	42	55	3	41	55	4	0	(165)
\$50,000-\$74,999	43	50	7	45	49	6	43	52	5	+3	(152)
\$30,000-\$49,999	45	48	7	47	46	7	44	50	6	+4	(217)
\$20,000-\$29,999	53	41	6	53	38	9	48	49	3	+11	(87)
<\$20,000	50	42	8	53	36	11	56	37	7	+1	(114)
<b>Region</b>											
East	51	37	12	48	41	11	46	48	6	+7	(178)
Midwest	47	44	9	44	48	8	49	45	6	-3	(216)
South	39	54	7	45	46	9	42	53	5	+7	(346)
West	49	45	6	47	45	8	50	41	9	-4	(178)
<b>Religious Affiliation</b>											
Total White Protestant	34	58	8	37	56	7	37	57	6	+1	(449)
White Protestant Evangelical	27	66	7	28	65	7	30	65	5	0	(199)
White Prot. Non-Evangelical	41	50	9	46	46	8	43	50	7	+4	(250)
White Catholic	43	44	13	45	48	7	45	50	5	+2	(161)
Secular	59	35	6	50	42	8	51	42	7	+1	(92)
<b>Community Size</b>											
Large City	55	37	8	55	34	11	57	37	6	+3	(191)
Suburb	42	50	8	50	43	7	46	47	7	+4	(206)
Small City/Town	44	48	8	42	50	8	44	51	5	+1	(331)
Rural Area	43	49	8	41	50	9	37	57	6	+7	(181)
<b>Party ID</b>											
Republican	7	87	6	11	84	5	10	87	3	+3	(305)
Democrat	86	10	4	81	13	6	82	13	5	0	(336)
Independent	41	46	13	40	49	11	41	52	7	+3	(227)
<b>Party and Ideology</b>											
Conservative Republican		n/a		6	91	3	6	92	2	+1	(191)
Moderate/Liberal Republican		n/a		20	74	6	17	80	3	+6	(108)
Conservative/Moderate Dem.		n/a		77	17	6	78	16	6	-1	(221)
Liberal Democrat		n/a		91	5	4	93	7	0	+2	(100)
<b>Clinton Approval</b>											
Approve	68	25	7	69	23	8	69	26	5	+3	(506)
Disapprove	12	82	6	11	81	8	14	81	4	0	(337)
<b>Labor Union</b>											
Union Household	55	37	8	56	37	7	55	38	7	+1	(141)
Non-Union Household	43	49	8	44	47	9	44	50	6	+3	(769)



## INTEREST IN PARTY CONVENTIONS

	<u>July 1992+</u>	<u>July 1996</u>	<u>July 2000</u>	<u>Change from 1996-2000</u>
	%	%	%	
<b><i>Total</i></b>	53	44	34	-10
<b><i>Sex</i></b>				
Male	51	47	34	-13
Female	55	42	35	-7
<b><i>Race</i></b>				
White	52	45	35	-10
Non-white	n/a	38	29	-9
Black	65	35	29	-6
Hispanic*	n/a	48	34	-14
<b><i>Race and Sex</i></b>				
White Men	49	48	33	-15
White Women	54	43	37	-6
<b><i>Age</i></b>				
Under 30	46	33	20	-13
30-49	53	43	35	-8
50-64	59	55	36	-19
65+	57	51	49	-2
<b><i>Sex and Age</i></b>				
Men				
18-29	40	37	20	-17
30-49	53	44	36	-8
50+	55	57	41	-16
Women				
18-29	51	29	20	-9
30-49	53	42	34	-8
50+	60	50	43	-7
<b><i>Education</i></b>				
College Grad.	65	59	48	-11
Some College	57	46	34	-12
High School Grad.	49	39	29	-10
<H.S. Grad.	43	36	27	-9

+ In July 1992 the question asked about the Democratic National Convention.

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

Question: Are you interested in following what happens at the upcoming Republican National Convention in Philadelphia, or aren't you that interested in the convention?

**Continued ...**

	<u>July 1992</u>	<u>July 1996</u>	<u>July 2000</u>	<u>Change from 1996-2000</u>
	%	%	%	
<b><i>Total</i></b>	53	44	34	-10
<b><i>Family Income</i></b>				
\$75,000+	n/a	55	43	-12
\$50,000-\$74,999	58	52	41	-11
\$30,000-\$49,999	61	50	34	-16
\$20,000-\$29,999	54	40	27	-13
<\$20,000	43	36	25	-11
<b><i>Region</i></b>				
East	57	39	33	-6
Midwest	50	43	34	-9
South	51	47	35	-12
West	55	45	35	-10
<b><i>Religious Affiliation</i></b>				
Total White Protestant	n/a	47	38	-9
White Protestant Evangelical	n/a	49	45	-4
White Prot. Non-Evangelical	n/a	46	32	-14
White Catholic	n/a	41	36	-5
<b><i>Community Size</i></b>				
Large City	n/a	46	34	-12
Suburb	n/a	47	42	-5
Small City/Town	n/a	42	31	-11
Rural Area	n/a	43	33	-10
<b><i>Party ID</i></b>				
Republican	47	59	47	-12
Democrat	61	41	30	-11
Independent	52	36	29	-7
<b><i>Party and Ideology</i></b>				
Conservative Republican	n/a	n/a	51	-
Moderate/Liberal Republican	n/a	n/a	43	-
Conservative/Moderate Dem.	n/a	n/a	29	-
Liberal Democrat	n/a	n/a	34	-
<b><i>Bush/Clinton Approval</i></b>				
Approve	44	40	31	-9
Disapprove	60	52	44	-8

## PERCEPTIONS OF THE CANDIDATES

	<i>He says what's popular rather than what he really believes</i>			<i>He has been involved in scandals in the past</i>			<i>He is experienced and knows a lot about issues</i>		
	<u>Gore</u> %	<u>Bush</u> %	<u>Neither</u> %	<u>Gore</u> %	<u>Bush</u> %	<u>Neither</u> %	<u>Gore</u> %	<u>Bush</u> %	<u>Neither</u> %
<b>Total</b>	36	25	16	26	18	28	38	25	11
<b>Sex</b>									
Male	42	21	15	31	19	25	38	27	12
Female	30	28	17	21	18	31	39	23	11
<b>Race</b>									
White	38	24	15	26	17	29	36	26	11
Non-white	26	29	22	22	26	26	51	20	11
Black	27	29	25	19	23	28	56	16	10
Hispanic*	31	25	18	20	21	27	33	25	18
<b>Race and Sex</b>									
White Men	44	20	15	32	17	25	35	28	12
White Women	32	28	16	21	16	33	36	25	10
<b>Age</b>									
Under 30	35	25	17	27	22	27	36	29	10
30-49	37	24	17	26	17	28	37	25	9
50-64	35	24	16	20	17	30	37	20	16
65+	33	28	17	30	18	29	46	25	11
<b>Sex and Age</b>									
Men									
18-29	41	23	14	27	24	27	36	28	13
30-49	41	21	17	34	14	24	38	27	8
50+	44	20	14	30	22	24	39	26	15
Women									
18-29	29	28	19	28	21	26	37	31	6
30-49	34	27	16	18	20	31	35	23	10
50+	27	30	18	20	14	34	43	20	13
<b>Education</b>									
College Grad.	33	25	18	29	12	33	38	18	12
Some College	41	23	14	27	18	28	42	22	11
High School Grad.	36	26	15	27	20	24	39	27	9
<H.S. Grad.	33	26	20	16	24	30	31	33	17

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

Question: As I read each of the following items, please tell me whether you think it better describes Al Gore or George W. Bush, or whether you think it doesn't describe either candidate?

**Continued ...**

	<i>He says what's popular rather than what he really believes</i>			<i>He has been involved in scandals in the past</i>			<i>He is experienced and knows a lot about issues</i>		
	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>
	%	%	%	%	%	%	%	%	%
<b>Total</b>	36	25	16	26	18	28	38	25	11
<b>Family Income</b>									
\$75,000+	41	20	20	30	17	32	37	23	12
\$50,000-\$74,999	38	26	16	31	16	30	40	22	10
\$30,000-\$49,999	39	27	12	27	20	27	41	25	9
\$20,000-\$29,999	38	22	17	28	12	25	36	28	10
<\$20,000	31	27	21	22	24	24	42	25	12
<b>Region</b>									
East	36	24	20	23	17	30	45	18	11
Midwest	34	27	16	27	17	25	34	29	9
South	39	23	15	24	18	29	35	27	12
West	33	26	15	30	21	28	41	22	12
<b>Religious Affiliation</b>									
Total White Protestant	42	22	16	29	15	29	34	29	11
White Protestant Evangelical	48	20	11	32	10	30	28	33	10
White Prot. Non-Evangelical	38	24	20	27	19	29	38	26	11
White Catholic	31	31	15	25	22	28	42	25	9
<b>Community Size</b>									
Large City	31	29	15	25	24	23	50	18	9
Suburb	36	24	17	25	17	35	41	21	11
Small City/Town	37	24	17	26	17	27	34	27	11
Rural Area	40	24	15	29	15	27	29	32	13
<b>Party ID</b>									
Republican	63	10	13	42	12	24	17	46	9
Democrat	17	41	20	14	25	35	62	9	11
Independent	33	24	16	25	18	27	35	24	13
<b>Party and Ideology</b>									
Conservative Republican	70	7	9	46	11	22	14	52	8
Moderate/Liberal Republican	53	13	18	38	12	28	21	38	8
Conservative/Moderate Dem.	22	38	19	16	25	33	60	11	11
Liberal Democrat	6	48	21	9	26	40	66	3	12
<b>Clinton Approval</b>									
Approve	24	33	20	17	23	34	52	16	11
Disapprove	59	13	11	45	12	21	18	43	10

## PERCEPTIONS OF THE CANDIDATES

	<i>He has relied on family connections to get ahead</i>			<i>He is not a serious person</i>			<i>He reaches out to all kinds of voters</i>		
	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>
	%	%	%	%	%	%	%	%	%
<b>Total</b>	12	54	14	21	19	44	32	28	14
<b>Sex</b>									
Male	12	53	15	23	18	45	28	32	16
Female	12	56	13	20	19	42	36	24	11
<b>Race</b>									
White	10	55	14	21	17	45	29	30	14
Non-white	21	51	13	21	24	41	46	18	11
Black	23	49	13	23	22	41	52	12	9
Hispanic*	15	47	19	17	20	45	32	26	17
<b>Race and Sex</b>									
White Men	12	52	14	23	16	46	25	34	17
White Women	9	59	14	19	18	43	33	27	11
<b>Age</b>									
Under 30	10	63	12	23	18	44	31	29	13
30-49	11	53	14	21	18	45	34	26	14
50-64	12	50	16	17	21	45	30	28	14
65+	16	54	13	26	17	39	34	30	12
<b>Sex and Age</b>									
Men									
18-29	6	66	15	19	16	49	26	32	18
30-49	9	52	16	23	18	44	27	32	15
50+	20	45	14	25	19	45	29	31	17
Women									
18-29	14	61	10	27	19	38	36	26	8
30-49	14	54	11	19	18	47	40	20	13
50+	9	56	16	18	19	40	34	28	10
<b>Education</b>									
College Grad.	8	53	14	14	17	59	29	24	16
Some College	8	59	14	19	18	49	35	27	10
High School Grad.	13	55	14	24	21	37	33	30	10
<H.S. Grad.	21	49	13	28	18	31	33	27	20

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

Question: As I read each of the following items, please tell me whether you think it better describes Al Gore or George W. Bush, or whether you think it doesn't describe either candidate?

**Continued ...**

	<i>He has relied on family connections to get ahead</i>			<i>He is not a serious person</i>			<i>He reaches out to all kinds of voters</i>		
	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>
	%	%	%	%	%	%	%	%	%
<b>Total</b>	12	54	14	21	19	44	32	28	14
<b>Family Income</b>									
\$75,000+	10	51	17	17	17	56	30	32	16
\$50,000-\$74,999	11	56	12	15	15	56	33	29	15
\$30,000-\$49,999	12	61	11	23	18	43	35	28	11
\$20,000-\$29,999	11	47	18	27	16	36	30	28	14
<\$20,000	16	59	12	27	24	33	33	30	10
<b>Region</b>									
East	18	47	16	18	21	44	32	24	17
Midwest	10	56	13	22	18	43	32	24	16
South	11	57	13	24	17	42	31	31	14
West	11	55	15	19	19	47	35	31	7
<b>Religious Affiliation</b>									
Total White Protestant	12	56	12	23	16	45	28	33	13
White Protestant Evangelical	10	59	13	26	11	47	22	36	11
White Prot. Non-Evangelical	13	54	12	21	19	43	32	31	16
White Catholic	11	55	18	20	23	44	31	28	10
<b>Community Size</b>									
Large City	16	56	8	20	24	40	41	23	13
Suburb	9	57	17	16	20	52	31	28	14
Small City/Town	12	55	15	23	16	44	29	30	13
Rural Area	10	50	15	23	15	40	29	29	12
<b>Party ID</b>									
Republican	16	42	20	32	8	47	15	46	12
Democrat	12	65	10	13	31	44	53	11	11
Independent	10	57	14	22	18	42	28	31	17
<b>Party and Ideology</b>									
Conservative Republican	18	38	21	35	6	46	12	51	11
Moderate/Liberal Republican	13	45	19	26	11	51	19	40	15
Conservative/Moderate Dem.	15	60	12	16	31	41	54	10	11
Liberal Democrat	4	74	9	2	36	53	51	13	10
<b>Clinton Approval</b>									
Approve	13	62	12	17	26	44	44	19	13
Disapprove	13	44	18	32	7	44	18	45	12

## **ABOUT THE SURVEYS**

Results for the main survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,204 adults, 18 years of age or older, during the period July 19-23, 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 3.5 percentage points. For results based on either Form 1 (N=598) or Form B (N=606), the sampling error is plus or minus 4.5 percentage points. For results based on Registered Voters(N=918), the sampling error is plus or minus 4 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

## **SURVEY METHODOLOGY IN DETAIL**

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed). The design of the sample ensures this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

The telephone exchanges were selected with probabilities proportional to their size. The first eight digits of the sampled telephone numbers (area code, telephone exchange, bank number) were selected to be proportionally stratified by county and by telephone exchange within county. That is, the number of telephone numbers randomly sampled from within a given county is proportional to that county's share of telephone numbers in the U.S. Only working banks of telephone numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential listings.

The sample was released for interviewing in replicates. Using replicates to control the release of sample to the field ensures that the complete call procedures are followed for the entire sample. The use of replicates also insures that the regional distribution of numbers called is appropriate. Again, this works to increase the representativeness of the sample.

At least five attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home." If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who is at home." This systematic respondent selection technique has been shown empirically to produce samples that closely mirror the population in terms of age and gender.

Non-response in telephone interview surveys produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis.

The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 1999). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone.

The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.



**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JULY 2000 NEWS INTEREST INDEX**  
**FINAL TOPLINE**  
**July 19 - 23, 2000**  
**N=1,204**

My first question is...

Q.1 Do you approve or disapprove of the way Bill Clinton is handling his job as president? **[IF DON'T KNOW, ENTER AS DON'T KNOW. IF ANSWERS "DEPENDS," PROBE ONCE WITH: Overall, do you approve or disapprove of the way Bill Clinton is handling his job as president? IF STILL "DEPENDS," ENTER AS DON'T KNOW]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
July, 2000	55	34	11=100
June, 2000	56	35	9=100
May, 2000	57	33	10=100
April, 2000	57	31	12=100
March, 2000	57	35	8=100
February, 2000	58	33	9=100
January, 2000	56	35	9=100
December, 1999	55	35	10=100
October, 1999	59	34	7=100
Late September, 1999	59	33	8=100
September, 1999	56	36	8=100
August, 1999	60	32	8=100
July, 1999	58	31	11=100
June, 1999	55	35	10=100
May, 1999	56	34	10=100
April, 1999	56	38	6=100
March, 1999	62	31	7=100
February, 1999	64	30	6=100
Mid-January, 1999	66	29	5=100
January, 1999	63	30	7=100
Late December, 1998	71	27	2=100
Early December, 1998	61	32	7=100
November, 1998	65	29	6=100
September 21-22, 1998	62	33	5=100
September 19-20, 1998	55	36	9=100
Early September, 1998	61	33	6=100
Late August, 1998	62	32	6=100
Early August, 1998	63	28	9=100
June, 1998	59	32	9=100
May, 1998	62	28	10=100
April, 1998	62	28	10=100
March, 1998	65	26	9=100
Early February, 1998	71	26	3=100
January, 1998	61	30	9=100
November, 1997	58	31	11=100
September, 1997	58	29	13=100
August, 1997	59	32	9=100
June, 1997	54	34	12=100
May, 1997	57	34	9=100
April, 1997	55	34	11=100
February, 1997	60	32	8=100

**Q.1 CONTINUED ...**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
Early February, 1997	57	30	13=100
January, 1997	59	31	10=100
November, 1996	57	34	9=100
July, 1996	54	38	8=100
June, 1996	54	38	8=100
April, 1996	53	39	8=100
March, 1996	55	38	7=100
February, 1996	51	39	10=100
January, 1996	50	43	7=100
October, 1995	48	42	10=100
September, 1995	45	42	13=100
August, 1995	44	44	12=100
June, 1995	50	40	10=100
April, 1995	47	43	10=100
March, 1995	44	44	12=100
February, 1995	44	44	12=100
December, 1994	41	47	12=100
November, 1994	48	40	12=100
October, 1994	41	47	12=100
Early October, 1994	38	47	15=100
September, 1994	41	52	7=100
July, 1994	45	46	9=100
June, 1994	42	44	14=100
May, 1994	46	42	12=100
March, 1994	45	42	13=100
January, 1994	51	35	14=100
Early January, 1994	48	35	17=100
December, 1993	48	36	16=100
October, 1993	44	42	14=100
September, 1993	49	35	16=100
Early September, 1993	43	43	14=100
August, 1993	39	46	15=100
May, 1993	39	43	18=100
Early May, 1993	45	37	18=100
April, 1993	49	29	22=100
February, 1993	56	25	19=100

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

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
July, 2000	36	46	18=100
May, 2000	40	42	18=100
March, 2000	38	43	19=100
February, 2000	40	43	17=100
January, 2000	39	41	20=100
December, 1999	38	42	20=100
October, 1999	34	50	16=100
Late September, 1999	34	46	20=100
September, 1999	35	48	17=100
August, 1999	40	44	16=100
July, 1999	36	45	19=100
June, 1999	37	46	17=100
May, 1999	38	44	18=100
March, 1999	38	47	15=100
February, 1999	37	51	12=100
Mid-January, 1999	36	51	13=100
January, 1999	38	50	12=100
Late December, 1998	39	56	5=100
Early December, 1998	38	49	13=100
November, 1998	41	48	11=100
September 21-22, 1998	44	44	12=100
September 19-20, 1998	46	41	13=100
Early September, 1998	44	37	19=100
Late August, 1998	48	36	16=100
Early August, 1998	43	37	20=100
June, 1998	42	38	20=100
May, 1998	40	41	19=100
April, 1998	41	40	19=100
March, 1998	43	39	18=100
January, 1998	43	41	16=100
November, 1997	41	43	16=100
August, 1997	42	44	14=100
June, 1997	33	50	17=100
May, 1997	40	44	16=100
April, 1997	40	44	16=100
February, 1997	44	42	14=100
January, 1997	38	47	15=100
November, 1996	40	43	17=100
July, 1996	38	48	14=100
June, 1996	36	50	14=100
April, 1996	39	46	15=100
March, 1996	35	51	14=100
February, 1996	33	53	14=100
January, 1996	36	54	10=100
October, 1995	36	51	13=100
September, 1995	36	50	14=100
August, 1995	38	45	17=100
June, 1995	41	45	14=100
April, 1995	44	43	13=100

**Q.2 CONTINUED ...**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
March 1995	43	39	18=100
December, 1994	52	28	20=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 news story very closely, fairly closely, not too closely, or not at all closely?  
**[INSERT ITEM; ROTATE ITEMS]**

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<b>(VOL.) DK/Ref.</b>
a. News about candidates for the 2000 presidential election	21	38	20	20	1=100
June, 2000	23	32	23	21	1=100
April, 2000	18	33	26	23	*=100
Early April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
December, 1999	16	36	24	23	1=100
October, 1999	17	32	28	22	1=100
September, 1999	15	31	33	20	1=100
July, 1999	15	38	24	22	1=100
June, 1999	11	25	29	34	1=100
July, 1996	22	40	23	14	1=100
July, 1992	20	45	26	9	*=100
May, 1988	22	46	23	6	3=100
b. Scientists discovering how to map the human genetic code	16	28	21	34	1=100
c. The results of the recent presidential election in Mexico	7	20	18	54	1=100
d. Reports about the AIDS epidemic in Africa	19	32	21	27	1=100
<b>ASK FORM 1 ONLY [N=598]:</b>					
e.F1 The Supreme Court ruling allowing the Boy Scouts to fire gay troop leaders	16	35	20	29	*=100
<b>ASK FORM 2 ONLY [N=606]:</b>					
f.F2 The Supreme Court ruling that a Nebraska law banning late-term abortions was unconstitutional	15	23	18	43	1=100
g. News about real-life TV series such as "Survivor" and "Big Brother"	10	14	18	57	1=100
h. The video showing Philadelphia police kicking and beating a carjacking suspect	22	32	22	23	1=100
i. The Middle East peace summit at Camp David	15	30	24	31	*=100

On another subject...

Q.4 How much thought have you given to the coming presidential election... quite a lot or only a little?

**BASED ON REGISTERED VOTERS [N=918]:**

		Late Early										----- Gallup -----					
		June	May	Nov	Oct	Sept	Sept	July	June	Oct	Sept	Aug	June	Nov	Oct	Aug	Sept
		<u>2000</u>	<u>2000</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>	<u>1988</u>	<u>1988</u>	<u>1988</u>	<u>1988</u>
46	Quite a lot	46	48	67	65	61	56	55	50	77	69	72	63	73	69	61	57
6	Some (VOL.)	6	4	8	7	7	3	3	5	5	3	4	6	8	9	10	18
45	Only a little	43	42	22	26	29	36	41	41	16	26	23	29	17	20	27	23
3	None (VOL.)	5	5	3	1	2	4	1	3	1	1	1	1	2	2	2	2
*	DK/Refused	*	<u>1</u>	*	<u>1</u>	<u>1</u>	<u>1</u>	*	<u>1</u>	<u>1</u>	<u>1</u>	*	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
100		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.5 Suppose the 2000 presidential election were being held TODAY. If you had to choose between Al Gore, the Democrat; George W. Bush, the Republican; Pat Buchanan, of the Reform Party; and Ralph Nader, of the Green Party — who would you vote for?

**IF '5' OTHER, OR '9' DON'T KNOW IN Q.5, ASK:**

Q.5a As of TODAY, do you LEAN more to Gore, the Democrat; Bush, the Republican; Buchanan, of the Reform Party; or Nader, of the Green Party?

**BASED ON REGISTERED VOTERS [N=918]:**

		Late June	Mid-June
		<u>2000</u>	<u>2000</u>
41	Gore/Lean Gore	35	42
42	Bush/Lean Bush	42	41
2	Buchanan/Lean Buchanan	2	3
6	Nader/Lean Nader	2	4
<u>9</u>	Undecided/Other/DK	<u>19</u>	<u>10</u>
100		100	100

**ASK ALL:**

Q.6 Suppose there were only two major candidates for president and you had to choose between Al Gore, the Democrat and George W. Bush, the Republican. Who would you vote for?

**IF '3' OTHER OR '9' DON'T KNOW IN Q.6, ASK:**

Q.6a As of TODAY, do you LEAN more to Gore, the Democrat; or Bush, the Republican?

**BASED ON REGISTERED VOTERS [N=918]:**

		Mid-June <u>2000</u>	May <u>2000</u>	March <u>2000</u>	Feb <u>2000</u>	Dec <u>1999</u>	Oct <u>1999<sup>2</sup></u>	Sept <u>1999</u>	Aug <u>1999</u>	July <u>1999</u>	March <u>1999<sup>3</sup></u>	Jan <u>1999</u>	Sept <u>1998</u>	Early Sept
46	Gore/Lean Gore	46	45	49	45	40	39	39	41	42	41	44	40	
48	Bush/Lean Bush	45	46	43	46	55	54	54	53	53	54	50	53	
<u>6</u>	Undecided/Other/DK	<u>9</u>	<u>9</u>	<u>8</u>	<u>9</u>	<u>5</u>	<u>7</u>	<u>7</u>	<u>6</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>7</u>	
100		100	100	100	100	100	100	100	100	100	100	100	100	

	<u>July 1996</u>	<u>June 1992</u>
Clinton/Lean Clinton	53	41
Dole/Lean Dole or Bush/Lean Bush	42	45
Undecided/Other/Don't know	<u>5</u>	<u>14</u>
	100	100

**ASK ALL:**

**ROTATE Q.7/Q.8 AND Q.9/Q.10**

Q.7 How much would you say you know about what Al Gore stands for? Would you say you know a lot, a little, only some, or nothing?

-- Bill Clinton--

	<u>July 1992</u>
26 A lot	22
31 A little	39
29 Only some	32
13 Nothing	7
<u>1</u> Don't know/Refused	<u>*</u>
100	100

<sup>2</sup> October 1999 results taken from the Typology re-interview survey.

<sup>3</sup> In previous months, the question asked: "Suppose the 2000 presidential election were being held TODAY, and the candidates were Al Gore, the Democrat and Texas Governor George W. Bush, the Republican..."

**IF '1' A LOT, '2' A LITTLE, OR '3' ONLY SOME IN Q.7, ASK [N=1,049]:**

Q.8 What comes to mind when you think about what Al Gore stands for?[ACCEPT UP TO THREE RESPONSES; PROBE ONCE] (Open-end)

9	Environment/Global Warming
8	Just like Clinton/Clinton administration
4	Honest/Trustworthy/Integrity
3	Abortion
3	He's the Democrat
3	Liberal
3	Liar/Sleazy/Phony
3	Education
3	Cares about the people, for the little guy
2	Social Security
2	Middle-class/Working-class issues
2	Democratic policies
2	Politician/Just wants to get elected/Stands for nothing
2	Health care
2	Family values/issues
1	Experience as vice president
1	Gun control
1	Medicare
1	Stand for something
1	Economy
1	Lesser of two evils
1	Senior citizens
1	Taxes
1	Civil rights/Minorities/Race relations
1	Big government
1	Left-wing/Radical left
1	Smart
1	Morals/Traditional values
1	Weak/Wimp
1	Budgets/Deficits/Surpluses
1	Technology
22	Other
24	Don't know/Refused
<b>28</b>	<b>ISSUES (NET)</b>
<b>24</b>	<b>PERSONAL QUALITIES (NET)</b>
<b>20</b>	<b>POLITICAL QUALITIES (NET)</b>
<b>2</b>	<b>EXPERIENCE (NET)</b>

**ASK ALL**

Q.9 How much would you say you know about what George W. Bush stands for? Would you say you know a lot, a little, only some, or nothing?

--George Bush Sr.--

July 1992

23	A lot	47
32	A little	29
31	Only some	21
13	Nothing	3
<u>1</u>	Don't know/Refused	<u>*</u>
100		100

**IF '1' A LOT, '2' A LITTLE, OR '3' ONLY SOME IN Q.9, ASK [N=1,058]:**

Q.10 What comes to mind when you think about what George W. Bush stands for?[ACCEPT UP TO THREE RESPONSES; PROBE ONCE] (Open-end)

7	Honest/Trustworthy
6	Just like George Bush, Sr.
6	Death penalty
5	Conservative
4	Taxes
4	Education
3	Cares more about the rich
3	He's the Republican
3	Abortion
3	Liar/Sleazy/Phony
2	Trying to be his father
2	Family values/issues
2	Big business
2	Gun Control
2	Republican policies
1	Strong leader
1	Experience as Governor
1	Morals/Traditional values
1	Crime/Law/Justice/Prisons
1	Economy
1	Politician/Just wants to be elected/Stands for nothing
1	Cares about the people, for the little guy
1	Not a continuation of Clinton administration
1	Lesser of two evils
1	Stands for something
1	Social Security
1	Middle class/Working class issues
1	Reduce government
1	Compassionate
1	Smart
22	Other
24	Don't know/Refused
<b>29</b>	<b>PERSONAL QUALITITES (NET)</b>
<b>26</b>	<b>ISSUES (NET)</b>
<b>19</b>	<b>POLITICAL QUALITIES (NET)</b>
<b>2</b>	<b>EXPERIENCE (NET)</b>



**ASK ALL:**

On another subject...

Q.11 If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district?

**IF ANSWERED '3' OTHER OR '9' DON'T KNOW IN Q.11, ASK:**

Q.11a As of TODAY, do you LEAN more to the Republican or the Democrat?

**BASED ON REGISTERED VOTERS [N=918]:**

	Republican/ <u>Lean Rep.</u>	Democrat/ <u>Lean Dem.</u>	Other/ <u>Undecided</u>
July, 2000	43	47	10=100
February, 2000	44	47	9=100
October, 1999	43	49	8=100
June, 1999	40	50	10=100
November, 1998	42	48	10=100
Late October, 1998	40	47	13=100
Early October, 1998	43	44	13=100
Early September, 1998	45	46	9=100
Late August, 1998	44	45	11=100
Early August, 1998	42	49	9=100
June, 1998	44	46	10=100
March, 1998	40	52	8=100
February, 1998	41	50	9=100
January, 1998	41	51	8=100
August, 1997	45	48	7=100
Early November, 1996 <sup>4</sup>	44	48	8=100
October, 1996	42	49	9=100
Late September, 1996	43	49	8=100
Early September, 1996	43	51	6=100
July, 1996	46	47	7=100
June, 1996	44	50	6=100
March, 1996	44	49	7=100
January, 1996	46	47	7=100
October, 1995	48	48	4=100
August, 1995	50	43	7=100
November, 1994	45	43	12=100
October, 1994	47	44	9=100
Early October, 1994	52	40	8=100
September, 1994	48	46	6=100
July, 1994	45	47	8=100

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4

Early November 1996 trend based on likely voters.

**ASK ALL:**

Q.12 What will make the biggest difference in how you vote for Congress in your district — national issues, local or state issues, the candidate’s political party, or the candidate’s character or experience? **(IF MORE THAN ONE, PROBE WITH: Well, which is most important?)**

**BASED ON REGISTERED VOTERS [N=918]:**

	National <u>Issues</u>	State/Local <u>Issues</u>	Political <u>Party</u>	Character/ <u>Experience</u>	<u>Other</u>	<u>None</u>	DK/ <u>Ref.</u>
July, 2000	18	40	6	32	1	1	2=100
Late October, 1998	20	39	5	27	3	2	4=100
Early October, 1998	23	36	7	28	1	*	5=100
Early September, 1998	22	34	5	33	2	*	4=100
Early August, 1998	20	38	5	31	2	*	4=100
June, 1998	22	37	4	32	1	1	3=100
March, 1998	18	37	6	35	1	1	2=100
November, 1996	23	38	6	25	2	*	6=100
October, 1996	19	45	7	26	1	1	1=100
Late September, 1996	25	38	6	24	2	*	5=100
Early September, 1996	18	42	6	30	1	*	3=100
November, 1994	22	38	5	30	1	*	4=100
Late October, 1994	22	38	3	29	3	1	4=100
Early October, 1994	22	27	5	39	2	1	4=100
<i>CBS/NYT: 10/24-28, 1986</i>	22	25	6	40	1	1	5=100
<i>CBS/NYT: 9/28-10/1, 1986</i>	20	23	9	41	3	*	4=100

Q.13 Thinking about your vote for Congress this fall, will the issue of which party controls Congress, the Republicans or the Democrats, be a factor in your vote, or not?

**BASED ON REGISTERED VOTERS [N=918]:**

	Late Oct <u>1998</u>	Early Oct <u>1998</u>	Early Sept <u>1998</u>	Early Aug <u>1998</u>	June <u>1998</u>
46 Yes, will be a factor	46	47	41	44	45
49 No, will not	50	49	56	53	51
<u>5</u> Don’t know/Refused	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>
100	100	100	100	100	100

Thinking about the presidential election again...

Q.14 As I read each of the following items, please tell me whether you think it better describes Al Gore or George W. Bush, or whether you think it doesn't describe either candidate. The first one is **(INSERT ITEM; ROTATE)**. Do you think this better describes Gore, Bush or don't you think it describes either of them?

		<u>Al Gore</u>	<u>George W. Bush</u>	<u>Neither</u>	<b>(VOL)</b> <u>Both</u>	<u>DK/Ref.</u>
a.	He has relied on family connections to get ahead	12	54	14	10	10=100
b.	He is not a serious person	21	19	44	4	12=100
c.	He reaches out to all kinds of voters, not just members of his own party	32	28	14	15	11=100
d.	He says what's popular rather than what he really believes	36	25	16	12	11=100
e.	He has been involved in scandals in the past	26	18	28	13	15=100
f.	He is experienced and knows a lot about the issues	38	25	11	18	8=100

Q.15 What do you think about George W. Bush? Does he have different views than traditional Republican leaders or are his views similar to those of traditional Republican leaders?

21	Different
62	Similar
<u>17</u>	Don't know/Refused
100	

On another subject...

Q.16 Are you interested in following what happens at the upcoming Republican National Convention in Philadelphia, or aren't you that interested in the convention?

**IF '1' INTERESTED IN Q.16, ASK:**

Q.17 Would you say you are very interested or fairly interested?

		<u>July 1996<sup>5</sup></u>	<u>July 1992<sup>6</sup></u>
34	Interested	44	53
	14 Very Interested	21	26
	20 Fairly Interested/Don't know	23	27
64	Not interested	55	45
<u>2</u>	Don't know	<u>1</u>	<u>2</u>
100		100	100

<sup>5</sup> In July 1996, the question was worded: "Are you interested in following what happens at next month's Republican National Convention in San Diego or aren't you that interested in the convention?"

<sup>6</sup> In July 1992, the question was worded: "Are you interested in following what happens at next week's Democratic National Convention in New York or aren't you that interested in the convention?"

**ASK ALL**

Q.18 How much of the television coverage of the convention do you plan to watch... do you think you'll watch all or most of the coverage, some of it, just a little, or none of it?

13 All or most of the coverage  
 28 Some of it  
 30 Just a little  
 28 None of it  
1 Don't know/Refused  
 100

Q.19 As I read some things that will happen at the Republican Convention, tell me how interested you are in each event. First, are you very interested, fairly interested, not too interested or not at all interested in **(INSERT ITEM; ROTATE)**?

		Very <u>Interested</u>	Fairly <u>Interested</u>	Not too <u>Interested</u>	Not at all <u>Interested</u>	DK/ <u>Ref.</u>
a.	Watching George W. Bush's acceptance speech July, 1992 ( <i>Clinton's acceptance speech</i> )	23 25	30 32	12 20	34 22	1=100 1=100
b.	Watching the roll call of the states as they cast their ballots July, 1992 ( <i>Democratic Convention</i> )	17 22	23 29	15 25	44 23	1=100 1=100
c.	Learning about the Republican Party's platform July, 1992 ( <i>Democratic Party's platform</i> )	23 38	35 34	14 16	27 11	1=100 1=100
d.	Watching John McCain's speech	15	23	16	42	4=100
e.	Watching George W. Bush's wife Laura's speech	10	19	19	51	1=100
f.	Watching Bush's vice presidential nominee give his or her acceptance speech	22	30	13	33	2=100

Q.20 If George W. Bush were to name a vice presidential candidate who **[INSERT ITEM; ROTATE]**, would that make you more likely to vote for him, less likely to vote for him, or wouldn't it make a difference? [How about if he names a vice presidential candidate who...]

		More <u>Likely</u>	Less <u>Likely</u>	No <u>Difference</u>	<u>DK/Ref.</u>
a.	Supports a woman's right to choose to have an abortion	27	22	48	3=100
b.	Has a lot of experience in Washington D.C.	30	8	60	2=100
c.	Is a woman	19	7	72	2=100
d.	Has a lot of foreign policy experience	38	7	52	3=100

On a different subject...

Q.21 Generally, what's the better situation: that a president's political party also have a controlling majority in Congress, OR is it better that one party controls the White House while the other party controls the Congress... or don't you think it matters too much one way or the other?

		March	Aug	May
		<u>1998</u>	<u>1997</u>	<u>1992</u>
25	President's party also control	19	18	26
27	One party control each	34	32	23
41	Doesn't matter	40	42	40
<u>7</u>	Don't know	<u>7</u>	<u>8</u>	<u>11</u>
100		100	100	100

**ASK FORM 1 ONLY [N=598]:**

Q.22F1 This year, have Republicans and Democrats in Washington been working together more to solve problems, OR have they been bickering and opposing one another more than usual?

		Aug	Aug	Nov	Aug	June	Oct	Aug
		<u>1999</u>	<u>1998</u>	<u>1997</u>	<u>1997</u>	<u>1997</u>	<u>1995</u>	<u>1993</u>
21	Working together more	20	27	38	43	34	21	20
54	Opposing each other more	68	51	45	46	49	72	57
10	Same as in past (VOL.)	4	8	7	3	6	3	13
<u>15</u>	Don't know/Refused	<u>8</u>	<u>14</u>	<u>10</u>	<u>8</u>	<u>11</u>	<u>4</u>	<u>10</u>
100		100	100	100	100	100	100	100

**ASK FORM 2 ONLY [N=606]:**

Q.23F2 Compared to recent Congresses, would you say THIS Congress has accomplished more, accomplished less, or accomplished about the same amount?

		Aug	Early	Early	Nov	April
		<u>1999</u>	<u>1998</u>	<u>1998</u>	<u>1997</u>	<u>1997</u>
21	More	15	25	18	23	10
15	Less	20	15	15	12	22
55	Same	60	55	60	59	59
<u>9</u>	Don't know/Refused	<u>5</u>	<u>5</u>	<u>7</u>	<u>6</u>	<u>9</u>
100		100	100	100	100	100

**ROTATE Q.24 AND Q.25**

Q.24 Now, I will read a series of statements that MIGHT be made about Al Gore. For each statement that I read, please tell me if hearing this would make you MORE likely to vote for Gore, LESS likely to vote for Gore or wouldn't it make a difference. (INSERT STATEMENT; ROTATE) ... **OBSERVE FORM DIFFERENCES**

		More <u>Likely</u>	Less <u>Likely</u>	Wouldn't Make a <u>Difference</u>	<u>DK/Ref.</u>
<b>ASK ITEMS a thru d OF FORM 1 ONLY [N=598]:</b>					
a.F1	Gore has been part of a scandal-ridden Clinton administration	6	40	50	4=100
	March, 2000	5	41	52	2=100
b.F1	Gore strongly supports a woman's right to choose an abortion	36	27	34	3=100
	March, 2000	41	28	28	3=100
c.F1	Gore can carry on Clinton's successful economic policies	43	20	32	5=100
	March, 2000	45	18	35	2=100
d.F1	Gore is too much of a Washington insider	7	32	58	3=100
	March, 2000	8	32	57	3=100

**ASK ITEMS e thru h OF FORM 2 ONLY [N=606]:**

e.F2	Gore took part in unethical fund raising practices during the 1996 presidential campaign	6	43	47	4=100
	March, 2000	6	52	40	2=100
f.F2	Gore stretches the truth	8	49	40	3=100
g.F2	Gore is experienced and knows a lot about the issues	51	13	33	3=100
h.F2	Gore tends to say what's popular rather than what he really believes	7	52	38	3=100

Q.25 Now, I will read a series of statements that MIGHT be made about George W. Bush. For each statement that I read, please tell me if hearing this would make you MORE likely to vote for Bush, LESS likely to vote for Bush or wouldn't it make a difference. (INSERT STATEMENT; ROTATE) ... **OBSERVE FORM DIFFERENCES.**

		More <u>Likely</u>	Less <u>Likely</u>	Wouldn't Make a <u>Difference</u>	<u>DK/Ref.</u>
<b>ASK ITEMS a thru d OF FORM 1 ONLY [N=598]:</b>					
a.F1	Bush has too many ties to the far right wing of the Republican party	8	34	52	6=100
	March, 2000	10	38	48	4=100
b.F1	Bush mostly opposes stronger gun control measures	33	31	33	3=100
	March, 2000	35	34	28	3=100
c.F1	Bush has pledged to cut taxes	47	12	38	3=100
	March, 2000	49	15	34	2=100

**Q.25 CONTINUED ...**

		<u>More Likely</u>	<u>Less Likely</u>	<u>Wouldn't Make a Difference</u>	<u>DK/Ref.</u>
d.F1	Bush has improved the educational system in Texas	53	7	36	4=100
	March, 2000	52	9	35	4=100

**ASK ITEMS e thru i OF FORM 2 ONLY [N=606]:**

e.F2	Bush doesn't know enough about the issues to be president	7	42	47	4=100
	March, 2000	7	47	43	3=100
f.F2	Bush will bring morality and ethics back to the White House	43	14	39	4=100
	March, 2000	48	13	37	2=100
g.F2	Bush has made an effort to reach out to minorities	43	12	40	5=100
h.F2	Under Bush, Texas has used the death penalty more than any other state	25	25	46	4=100
i.F2	Bush has relied on family connections to get where he is	8	35	54	3=100

**ASK ALL:**

On another subject...

Q.26 As you may know, scientists have recently discovered how to map the human genetic code. In your opinion, will this mostly be a GOOD thing for our society, or are there some serious risks involved?

29 Mostly a good thing for our society  
 61 Some serious risks involved  
10 Don't know/Refused  
 100

Q.27 Do you think this genetic research will have a LARGE effect on you and your family, only some effect, very little effect, or no effect at all?

17 Large effect  
 25 Only some effect  
 27 Very little effect  
 27 No effect at all  
4 Don't know/Refused  
 100

**IF “LARGE,” “ONLY SOME” OR “VERY LITTLE” IN Q.27, ASK [N=860]:**

Q.28 In general, do you think the effect of this research on your life will be mostly positive or mostly negative?

64	Mostly positive
24	Mostly negative
5	Mixed ( <b>VOL.</b> )
<u>7</u>	Don't know/Refused
100	

**ASK ALL:**

Q.29 How much, if anything, have you heard about how genetic mapping might lead to advances in curing diseases such as cancer? Have you heard a lot, a little or nothing at all?

26	A lot
55	A little
18	Nothing at all
<u>1</u>	Don't know/Refused
100	

**IF “A LOT” OR “A LITTLE” IN Q.29, ASK [N=1,001]:**

Q.30 Are you VERY optimistic about the possibility of medical advances as a result of genetic research, somewhat optimistic, not too optimistic or not at all optimistic?

36	Very optimistic
44	Somewhat optimistic
11	Not too optimistic
8	Not at all optimistic
<u>1</u>	Don't know/Refused
100	

**ASK ALL:**

Q.31 How much, if anything, have you heard about potential problems in this area such as genetic information being used to discriminate against people in employment or health insurance, or a loss of privacy? Have you heard a lot, a little or nothing at all?

22	A lot
40	A little
37	Nothing at all
<u>1</u>	Don't know/Refused
100	



**IF “A LOT” OR “A LITTLE” IN Q.31, ASK [N=775]:**

Q.32 Are you VERY worried about the possibility of discrimination or loss of privacy as a result of genetic research, somewhat worried, not too worried or not at all worried?

19 Very worried  
 37 Somewhat worried  
 23 Not too worried  
 20 Not at all worried  
1 Don't know/Refused  
 100

**ASK ALL:**

And one question about Mexico...

Q.33 As you may know, a new president was recently elected in Mexico. Do you think having a new ruling government will make Mexico more democratic, less democratic or won't it make much of a difference?

35 More democratic  
 2 Less democratic  
 45 Won't make much of a difference  
18 Don't know/Refused  
 100

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

Q.34 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>
July, 2000	68	31	1=100
June, 2000	68	31	1=100
April, 2000	68	32	*=100
March, 2000 <sup>7</sup>	72	28	0=100
February, 2000	67	33	*=100
January, 2000	68	32	*=100
December, 1999	67	33	*=100
October, 1999	67	33	*=100
Late September, 1999	68	32	*=100
September, 1999	70	30	*=100
August, 1999	67	33	*=100
July, 1999	68	32	*=100
June, 1999	64	35	1=100
May, 1999	66	33	1=100
April, 1999	71	29	*=100
March, 1999	68	32	*=100
February, 1999	68	32	*=100
January, 1999	69	31	*=100
Early December, 1998	64	36	*=100
Early September, 1998	64	36	*=100
Late August, 1998	66	34	0=100
Early August, 1998	66	34	*=100

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In March 2000, "or anywhere else" was added to the question wording.

**Q.34 CONTINUED ...**

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
April, 1998	61	39	*=100
January, 1998	65	35	*=100
November, 1997	66	34	*=100
June, 1997	60	40	0=100
Early September, 1996	56	44	*=100
July, 1996	56	44	*=100
April, 1996	58	42	*=100
March, 1996	61	39	*=100
February, 1996	60	40	0=100
January, 1996	59	41	0=100

**IF '1' YES IN Q.34, ASK:**

Q.35 Do you ever go online to access the Internet or World Wide Web, or to send and receive email?

**BASED ON TOTAL RESPONDENTS:**

	<u>Goes Online</u>	<u>Doesn't Go Online</u>	<u>DK/Ref.</u>
July, 2000	55	45	*=100
June, 2000	56	44	*=100
April, 2000	54	46	*=100
March, 2000	61	39	0=100
February, 2000	52	48	0=100
January, 2000	52	48	*=100
December, 1999	53	47	0=100
October, 1999	50	50	0=100
Late September, 1999	52	48	*=100
September, 1999	53	47	0=100
August, 1999	52	48	0=100
July, 1999	49	51	0=100
June, 1999	50	50	*=100
May, 1999	48	52	0=100
April, 1999	51	49	*=100
March, 1999	49	51	*=100
February, 1999	49	51	*=100
January, 1999	47	53	*=100
Early December, 1998	42	58	0=100
November, 1998	37	63	*=100
Early September, 1998	42	58	*=100
Late August, 1998	43	57	*=100
Early August, 1998	41	59	*=100
April, 1998	36	64	0=100
January, 1998	37	63	0=100
November, 1997	36	63	1=100
July, 1996	23	77	0=100
April, 1996	21	79	*=100
March, 1996	22	78	0=100
February, 1996	21	79	*=100
January, 1996	21	79	0=100
June, 1995 <sup>8</sup>	14	86	*=100

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The 1995 figure combines responses from two separate questions:

(1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?)

(2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?