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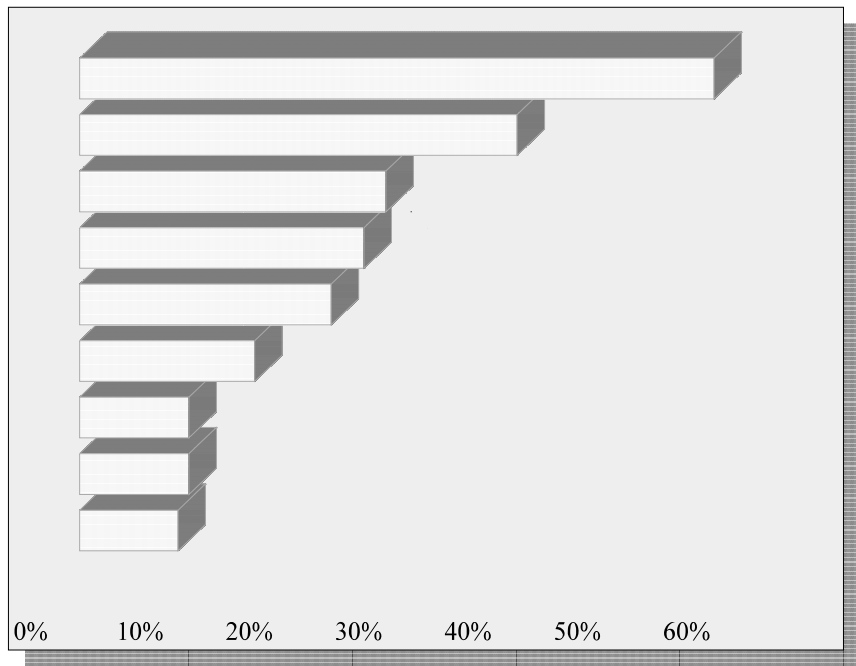
Six-in-Ten Voters Satisfied With Fall Match-Up
BUSH PAYS PRICE FOR PRIMARY VICTORY

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Six-in-Ten Voters Satisfied With Fall Match-Up
BUSH PAYS PRICE FOR PRIMARY VICTORY

The presidential primary season may prove to be a decisive factor in Campaign 2000, not only for who won, but for the way the winners emerged from the process in the eyes of the voters. Al Gore was clearly helped, and George W. Bush was just as clearly hurt. The vice president has improved his personal image, while making gains among two key groups whose support had eluded him last year, independents and men. In contrast, many people have come to dislike Bush personally, especially former supporters of John McCain. As a consequence, the Texas governor now trails Gore for the first time in a nationwide Pew Research Center survey, by 49%-43%.

The survey, conducted March 15-19 among 1,184 adults, finds little indication that voters have been turned off by the outcome of the primaries, or are any more critical of the process this year than at comparable points in previous election cycles. In fact, voters are more satisfied with the choices they face in the fall than they were at this stage four and eight years ago. Further, despite the disappointment of Bradley and McCain supporters, there has been only a modest increase in dissatisfaction with the prospect of a Gore vs. Bush match-up since the middle of last year, and fewer now believe a third-party candidate would be desirable than did so then. Americans once again are dismayed by campaign spending and negative politics, but no more so than four years ago.

Bush's declines in support since December are highly concentrated and may well reflect scarring from his primary battles. Some of his biggest losses and Gore's greatest gains have come among McCain's prime constituencies: Easterners, older men, white Catholics, and independents. Overall, Gore leads Bush by a 51% to 41% margin among voters who describe themselves as former backers of McCain. And Gore leads among the *independents* who backed both McCain and Bradley.

The Primaries Matter*		
	<u>Then</u>	<u>Now</u>
	%	%
<i>Registered voters support for ...</i>		
Gore/Lean Gore	40	49
Bush/Lean Bush	55	43
Undecided	<u>5</u>	<u>8</u>
	100	100
<i>Bush's support among ...</i>		
Independents	56	39
Catholics	64	45
Seniors	50	30
<i>Gore's support among ...</i>		
Women	43	52
Men 50+	36	52
Easterners	44	61
<i>"One-Worders"</i>		
Volunteered a positive adjective for Gore	19	26
Volunteered a negative adjective for Bush	12	31
<i>Oppose Bush because of his ...</i>		
Personality	7	16

* All "then" figures come from Dec. 1999 except the "One-Worders" (March 1999) and Bush personality (Oct. 1999).

Changed personal images of the candidates, not issues, are behind the movement in the presidential horse race. A larger percentage of Gore supporters now cite his personality and leadership abilities as reasons for supporting him than did so in the fall (64% vs. 55%). Conversely, the percentage saying they don't like Bush because of his personality has jumped from 19% to 33% since then. Asked to provide a one-word description of Bush, fully 31% of the public volunteer a negative term — compared to only 12% a year ago.

For all of Gore's gains in the current survey, however, the polling also identifies a number of important points for Bush that could form the basis for a resurgence. First, while the public has more confidence in the vice president on most issues, it thinks Bush could do a better job of controlling the price of gasoline, which is by far the leading item on this month's news interest index. And voters have slightly more confidence in Bush than Gore in being able to handle the top issue on the public's agenda — education. They are also quite likely to react negatively to charges that the vice president was involved in unethical fund raising in 1996. It was the negative campaign theme with the most resonance of six tested in the current survey.

Gore Winning Among Key Groups

Gore's new strength in the two-way race with Bush is boosted in part by big jumps in support among groups where McCain had been gaining in the final weeks of his primary campaign — including older voters, independents, and voters in the Northeast. Gore has moved into a slight lead over Bush after being in a virtual tie (45%-46%) last month, and trailing Bush by double digits (40%-55%) in December.

For the first time since the presidential race began to take shape more than a year ago, Gore has a lead among independents, 47%-39%. This marks a substantial gain for the vice president among these swing voters, who supported Bush by a 56%-36% margin before the primaries began.

Gore also enjoys a sizable 62%-30% lead among senior citizens, compared to a much narrower 48%-44% spread a month ago. Notably, Gore's older supporters are also more likely than other Gore backers to cite Bush's personality as the thing they like least about him (47% among senior citizens, compared to 33% overall).

Gore bests Bush among older men (52%-42%), a group among which he trailed in February (41%-47%), and has closed what was once a substantial gap with Bush among all men. Today, men are evenly divided (46% support Gore, 47% support Bush). This compares with a 20-point Bush lead among men in December. At the same time, Bush still enjoys a significant lead over Gore among *white* men.

Similarly, Gore has his first sizable lead among women, who support the vice president by a 52%-39% margin. The women's vote was more narrowly divided last month, and Bush actually enjoyed a 9 percentage point lead in December.

Primaries Costly for Bush

Gore's recent gains reflect fallout from the GOP primaries in other ways as well. Gore now has a slight edge among white Catholic voters (50%-45%), a group that had heavily supported Bush in December (30%-64%), before the primary season skirmishes over Bob Jones University and the controversy over that institution's stance on Catholics.

Moreover, Gore leads Bush by a 51%-44% margin among voters who say they backed McCain during the primary process.¹ These McCain supporters are especially vocal critics of Bush as a person — nearly half (48%) of those who support Gore point to Bush's personality as the thing they like least about him.

But Gore's most important gains from supporters of McCain and Bradley come among independents who now disproportionately favor the vice president. In contrast, the party regulars have largely returned to the fold, with Republicans supporting Bush and Democrats supporting Gore.

	<i>McCain Backers</i>			<i>Bradley Backers</i>		
	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
<i>Now support ...</i>	%	%	%	%	%	%
Gore	14	88	54	6	82	50
Bush	78	8	31	92	10	39
Undecided	<u>8</u>	<u>4</u>	<u>15</u>	<u>2</u>	<u>8</u>	<u>11</u>
	100	100	100	100	100	100
(N)	(111)	(168)	(153)	(104)	(81)	(90)

* Based on all registered voters who said they had hoped McCain/Bradley would win the nomination (Q.28 and Q.29).

Bush's Image Suffers

More importantly, perhaps, the battles of the primary season substantially altered the images of Bush and Gore in many voters' minds. Bush's personality is a much bigger liability for the Texas governor today than it was five months ago. In contrast, Gore's personality and leadership abilities are now more of a plus for the vice president.

¹ Unless otherwise noted, former McCain and Bradley backers/supporters are those who say they strongly supported McCain/Bradley for their parties' nomination.

New concerns about Bush's personality are evident in voters' one-word descriptions of the Texas governor. In past months, the most frequently mentioned words were uniformly positive, including *good*, *okay*, and *alright*. Today, *good* and *okay* are still mentioned most, but *arrogant* ranks as a close third. Overall, 31% of Americans now use a negative word to describe Bush, up from 21% in September and just 12% a year ago.

For his part, Gore is still viewed by many as *boring*, although the number of Americans who mention words that poke fun at the vice president is down slightly from September. Instead, the frequency of both negative and positive phrases has increased somewhat over the past year as Gore has moved more fully into the public spotlight as a presidential candidate.

What's more, the vice president's personality and leadership abilities are becoming more of a plus for him. Today, fully 64% of Gore supporters say they like his personality and leadership skills more than his ties to the Clinton administration, an increase from 55% in October. And while most Gore opponents cite his ties to the Clinton administration as the main reason for voting against him (54%), the number citing his personality and leadership abilities as a reason to vote against him is down as well (29%, compared to 38% in October).

Buchanan Not The Answer

The battle for McCain supporters may well continue to be waged between Bush and Gore, because possible Reform Party candidate Pat Buchanan has not emerged as a strong alternative. Overall, Buchanan garners the support of only 6% of voters in a three-way match-up against Bush and Gore. Including Buchanan in the presidential match-up does not hurt Bush or significantly alter the race, with Gore remaining just slightly ahead — 47% vs. 40%, with 6% for Buchanan.

Buchanan fails to draw significantly more support from independents (9%) or McCain supporters (8%). Buchanan also remains weak among white Evangelicals (7%), who strongly support Bush.

Changing Candidate Images		
	October	March
<i>Like LEAST</i>	<u>1999</u>	<u>2000</u>
<i>about Bush ...*</i>	%	%
Personality	19	33
Leadership ability	11	8
Experience	13	13
Stands on issues	41	35
<i>Like LEAST</i>		
<i>about Gore ...**</i>		
Personality	24	22
Leadership ability	22	20
Experience	5	5
Stand on issues	39	43
<i>Main reason you</i>		
<i>SUPPORT Gore ...*</i>		
Personality/leadership	55	64
Ties to Clinton admin	36	27
<i>Main reason you</i>		
<i>OPPOSE Gore ...**</i>		
Personality/leadership	38	29
Ties to Clinton admin	51	54
* Based on registered voters who support Gore.		
** Based on registered voters who support Bush.		

Issues Edge For Gore

Gore not only has improved his image, he holds a commanding lead over Bush as the candidate best able to handle most major policy issues. The vice president out-polls Bush on nine of 15 issues tested. The biggest gaps come on traditional Democratic issues, such as improving conditions for minority groups and dealing with the problems of the poor. But Gore is also seen as the candidate best able to improve the health care system, prevent the spread of weapons of mass destruction, and keep Social Security and Medicare financially sound.

Bush has a clear advantage on only two issues, but they are potentially important topics in the campaign. By a 41%-25% margin, Bush is seen as the candidate best able to control the price of gasoline, an issue that has already captured the public's attention. Bush also bests Gore on campaign finance reform — an issue the vice president has emphasized more heavily since McCain's departure from the race.

Bush also runs even with Gore on keeping the economy strong and improving education — two issues which frequently top the public's list of most important priorities. But on taxes, a centerpiece of Bush's campaign, Gore holds him to a virtual tie (42% for Gore, 40% for Bush).

Former McCain backers now prefer Gore over Bush on 10 of the 15 issues. And in almost every case, they support Gore more enthusiastically than the general public. On the issue of campaign finance reform, McCain backers prefer Bush over Gore (38% vs. 27%). However, more than one-third (35%) don't see either candidate as best able to deal with this issue.

Which Candidate Would Do The Best Job?				
	<u>Gore</u>	<u>Bush</u>	<u>Neither</u>	<u>Don't Know</u>
<i>Would do the best job with/for ...</i>	%	%	%	%
Minorities	55	28	4	13=100
The environment	55	30	3	12=100
Poor & needy	55	32	5	8=100
Health care	49	33	5	13=100
Spread of weapons	43	31	7	19=100
Social Security & Medicare	47	36	5	12=100
Abortion	40	33	6	21=100
Families	43	37	6	14=100
Gun control	41	37	5	17=100
Foreign policy	44	41	4	11=100
Taxes	42	40	6	12=100
Economy	44	43	4	9=100
Education	41	44	4	11=100
Campaign finance	32	39	13	16=100
Gasoline prices	25	41	14	20=100

Clinton Ties Go Both Ways

While Gore’s ties to the Clinton administration are a liability in some respects, the credit Clinton receives for the current economic prosperity works to Gore’s benefit. Nearly one-third (31%) of Americans give Clinton a great deal of credit for improved conditions in the country these days, and another 44% give him some credit. Among those who give Clinton a great deal of credit, fully 77% say Gore could do a better job than Bush in ensuring that conditions continue to improve.

	Total %	Clinton Credit For Good Conditions ...		
		Great Deal %	Some any/None %	Hardly any/None %
<i>Would do better job maintaining prosperity ...</i>				
Gore	46	77	45	8
Bush	43	17	43	78
Neither/Both	5	2	5	8
Don’t know	<u>6</u>	<u>4</u>	<u>7</u>	<u>6</u>
	100	100	100	100
		(31%)	(44%)	(24%)

Still, the public is divided over the effect Clinton has had on the political system. A plurality of Americans (39%) say Clinton has made things better, 28% say he’s made things worse, and another 28% say he hasn’t had much of an effect. When asked which candidate could do a better job of improving the way things work in Washington, the public divides fairly evenly — 44% choose Bush and 40% opt for Gore.

Gore’s Vulnerability

Americans’ reactions to a number of possible campaign themes underscore the pluses and minuses of Gore’s links to Clinton. Gore’s ability to carry on Clinton’s successful economic policies is perhaps his strongest selling point. Fully 45% of the public said hearing about this would make them *more likely* to vote for the vice president in the fall. Still, 35% said hearing this wouldn’t make any difference in their vote choice.

On the other hand, hearing that Gore took part in unethical fund raising practices during the 1996 presidential campaign would make a majority of Americans (52%) *less* inclined to vote for him. This message resonates with more potential voters than any of the others included in the poll. Furthermore, hearing that Gore has been part of a scandal-ridden administration would turn off 41% of voters. About half of the public (52%) say this wouldn’t make any difference.

Gore’s stand on abortion is seen, on balance, as a positive for the vice president. Roughly four-in-ten Americans (41%) say hearing that Gore strongly supports a woman’s right to choose an abortion would make them more likely to vote for him; 28% say this would make them less likely to vote for Gore.

But Gore's attempt to sell himself as a champion of campaign finance reform may not register strongly with voters. A plurality (44%) says their vote choice wouldn't be affected by this statement, while 39% say this would make them more likely to vote for Gore. Former McCain supporters are an exception to this: Fully 53% say hearing Gore supports campaign finance reform would make them more likely to vote for him, only 33% say they would be unaffected by this statement. But more in this group still say Bush rather than Gore would do a better job of dealing with campaign finance reform.

	Reactions to Messages about Gore			
	<i>Impact on Vote</i>			
	<u>More</u>	<u>Less</u>	<u>No diff-</u>	<u>Don't</u>
<i>What if you heard Gore ...</i>	<u>Likely</u>	<u>Likely</u>	<u>erence</u>	<u>Know</u>
	%	%	%	%
Can carry on Clinton's economic policies	45	18	35	2=100
Supports women's right to choose	41	28	28	3=100
Backs campaign finance reform	39	15	44	2=100
Is too much of a Washington insider	8	32	57	3=100
Took part in unethical fundraising in 1996	6	52	40	2=100
Was part of scandal-ridden administration	5	41	52	2=100

Bush Strength on Education

Bush's record in improving the Texas educational system might prove to be his strongest campaign theme. Fully 52% of Americans say hearing that Bush has improved the educational system in Texas would make them more likely to vote for him. Even among Democrats, 37% say this message would make them more likely to vote for Bush.

Other central themes of the Bush campaign, such as his calls for cutting taxes and restoring integrity to the White House, are also positive for the governor. About half (49%) of Americans say hearing that Bush has pledged to cut taxes would make them more likely to vote for him; 15% say this would make them less likely to vote for Bush, and 34% say it wouldn't make a difference. Bush's pledge to bring morality back to the White House would make 48% of voters more likely to vote for him; 37% say this message wouldn't affect their vote one way or another.

Of all the themes tested, Bush's biggest negative is the contention he doesn't know enough about the issues to be president. Nearly half of the public (47%) says hearing this about the governor would make them less likely to vote for him; 43% say it would make no difference.

Even among Republicans this message may prove damaging. More than one-third (36%) of GOP loyalists say the notion that Bush may not know enough to be president would make them less likely to support him in the fall.

On balance, the charge that Bush has too many ties to the far-right wing of the Republican Party has only a modest impact. Nearly half of Americans (48%) say hearing this about Bush would not affect their vote; 38% say this would make them less likely to vote for him. His stance on gun control is neither a positive nor a negative. One-third (34%) say hearing that Bush mostly opposes stronger gun control measures would make them less likely to vote for him; a nearly equal percentage (35%) says this would make them more likely to vote for him.

For former McCain enthusiasts, however, these two issues have a slightly greater impact. Nearly half (48%) of McCain supporters say hearing about Bush's links to the far right would make them less likely to vote for him. Similarly, McCain supporters show less ambivalence on the issue of Bush's stand on gun control. Fully 46% say this would make them less likely to support Bush, 29% say more likely and 24% say it wouldn't make a difference.

Public Satisfied with Candidates ...

Overall, Americans are content with their choices for this year's presidential election. More than seven-in-ten were able to name the probable nominees on an unprompted basis, and fully 60% say they are very or fairly satisfied with the likely choices. This represents a significant increase from 1996, when 47% of voters expressed satisfaction, and an even larger increase from 1992 when only 35% were satisfied.

	<i>Impact on Vote</i>			
	<u>More Likely</u>	<u>Less Likely</u>	<u>No difference</u>	<u>Don't Know</u>
<i>What if you heard Bush ...</i>	%	%	%	%
Has improved education in Texas	52	9	35	4=100
Will cut taxes	49	15	34	2=100
Will bring morality/ethics back to White House	48	13	37	2=100
Mostly opposes gun control	35	34	28	3=100
Has too many ties to GOP's right wing	10	38	48	4=100
Doesn't know enough about issues	7	47	43	3=100

	<i>Satisfied with Presidential Candidates</i>			
	<u>Very</u>	<u>Fairly</u>	<u>Not</u>	<u>DK/Ref</u>
	%	%	%	%
Current	13	47	38	2=100
June, 1996	10	37	49	4=100
June, 1992	6	29	63	2=100

* Based on registered voters.

Republican and Democrat voters are equally satisfied with their choices — 69% and 71%, respectively. On balance, independents are dissatisfied with the choice of candidates (57% vs. 42% satisfied). However, they're much happier than they were in the last two presidential elections, both of which included a viable independent candidate.

When voters were asked specifically how satisfied they were with the choices of Bush and Gore, 63% expressed overall satisfaction. This is down marginally from July, when 76% said they would be satisfied if Bush and Gore were to become the nominees. Not surprisingly, more than half of former McCain supporters (56%) are unsatisfied with the current lineup, and 25% say they are *not at all* satisfied.

	--- 1992 ---			--- 2000 ---		
	Rep	Dem	Ind	Rep	Dem	Ind
<i>How satisfied with choices?</i>	%	%	%	%	%	%
Very/Fairly	45	35	27	69	71	42
Not too/Not at all	53	63	71	28	28	57
Don't know	<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>1</u>
	100	100	100	100	100	100

* Based on registered voters.

Relatively few Americans would like to see a third-party candidate get into the race for president. Only 36% say that, with Bush and Gore as the nominees, they are *more* interested in a third party candidate; most (56%) say they're less interested. When the question was posed in July, the public divided more evenly — 40% more interested, 46% less interested.

... But Not the Process

In spite of its seeming contentment with the nominees, the public gives lukewarm ratings to the primary process. Only 41% say they think this year's presidential primaries have been a good way of determining the best qualified nominees. Fully 50% give the primaries a failing grade. Still, the process is rated slightly higher than it was in either 1996 or 1992, when nearly 60% of Americans said the primaries didn't do a good job selecting the nominees.

McCain and Bradley supporters are among the most critical of the primary process — roughly six-in-ten say the primaries were not a good way to pick the candidates. Republicans are among the most satisfied, with 49% giving the process a thumbs up.

				<i>Strong Backers Of...</i>	
	Rep	Dem	Ind	McCain	Bradley
<i>Good way of choosing nominees?</i>	%	%	%	%	%
Yes	49	41	34	38	37
No	43	50	57	58	61
Don't know	<u>8</u>	<u>9</u>	<u>9</u>	<u>4</u>	<u>2</u>
	100	100	100	100	100

When asked what bothers them most about election campaigns, the amount of money spent by the candidates and the negative tenor of campaigns tops the list. Americans are less bothered by the things politicians say to get elected, and they express relatively little concern about political advertising. News coverage of campaigns is the least bothersome aspect; only 13% say this bothers them very much.

In 1996 concern over negative campaigning edged out the amount of money spent. However, in the wake of record-breaking expenditures this year — and a renewed focus on campaign finance reform — money is now the top concern.

There are significant generational differences on these issues. Older Americans express much more outrage about the money in campaigns and

political advertising than do their younger counterparts. Fully 68% of those over age 65 say they are very bothered by the amount of money spent, compared to 58% of those age 30-49 and only 47% of those under age 30. Concern over negative campaigning is nearly universal, though middle-aged Americans express the strongest opinions on this matter.

**Campaign Practices:
What Bothers People Most?**

	<i>Bothers you personally ...</i>				
	<u>Very much</u>	<u>Some-what</u>	<u>Not too Much</u>	<u>Not at all</u>	<u>Don't know</u>
	%	%	%	%	%
Money spent	59	20	9	12	*=100
Negative campaigning	57	20	11	10	2=100
Political rhetoric	46	30	13	10	1=100
TV advertising	25	27	25	22	1=100
News coverage	13	26	31	29	1=100

Online Voting Favored by Young

The idea of voting over the Internet is attracting the public's interest. When asked to choose between voting in a booth at a polling place on Election Day, and casting ballots over the Internet through the mail during the weeks leading up to Election Day, more than one-in-four (26%) Americans opt for voting online. But old-fashioned ballot voting is still the choice of a majority (52%) of Americans.

Young people and those making more than \$75,000 stand out as the only two demographic groups who would rather vote over the Internet than in a booth at a polling place or by mail. More than four-in-ten (41%) of those age 18-29 would prefer to bypass more conventional methods, compared to just 5% of those age 65 and over. A similar percentage (42%) of people making over \$75,000 would prefer to vote via the Internet compared to 29% of those earning \$30,000 to \$49,999, and 17% of those making less than \$30,000.

Generation Gap over Voting Online

	<u>18-29</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>
<i>Would prefer voting ...</i>	%	%	%	%
In a booth	37	47	56	74
By mail	20	22	18	19
Over the Internet	41	29	24	5
Don't Know	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
	100	100	100	100

Although college graduates and online users in general don't choose the Internet over voting in a booth, both groups are very interested in having that option. Fully 35% of college graduates and 31% of those with some college education say they would rather vote online compared to 23% of high school graduates and 14% of those with less than a high school education. Online users narrowly prefer booth voting to Internet voting, 43% to 40% respectively.

Those who live in the West, where voting by mail is more prevalent, are less inclined toward booth voting. Only 38% of Westerners prefer this traditional method, compared to 53% of those in the East and in the South, and 60% of those in the Midwest. Westerners are also among the most likely to prefer Internet voting (33%).

Little Pro-McCain Bias Seen

Americans generally approve of press coverage of the presidential campaign, and most people are satisfied with the amount of coverage. Complaints that the media have been too easy on John McCain appear to have little resonance beyond the Beltway, as strong majorities say coverage of the major candidates — including McCain — has been fair.

Overall, more than half (56%) of the public rates coverage of the campaign as good or excellent, while 41% considers it fair or poor. The number of people giving the press favorable ratings is down slightly from last month, when 63% called coverage good or excellent. In February 1996, at a comparable point in the last presidential campaign, 61% rated coverage good or excellent.

For the most part, Americans do not feel overloaded by the amount of campaign news provided by the media. More than six-in-ten (61%) say news organizations are giving the right amount of campaign coverage, while 25% say it has been too much and 10% believe it has been too little. But Americans over age 65 are more likely to say they have been deluged by campaign news; 40% of this group says there has been too much coverage, while 50% believe the media has provided the right amount of news.

Most Americans say press coverage of McCain, Bush and Gore has been fair. Nearly six-in-ten (59%) believe coverage of McCain has been fair, against 14% who say the press has been too tough on the Arizona senator and 12% who believe it has been too easy. Despite allegations of McCain's favorable treatment, more people believe the press has been too tough on McCain compared to either Gore (8%) or Bush (10%).

No Free Ride for McCain			
	<u>John McCain</u>	<u>Al Gore</u>	<u>George W. Bush</u>
<i>Press coverage has been ...</i>	%	%	%
Too Easy	12	17	14
Too Tough	14	8	10
Fair	59	65	65
Don't know	<u>15</u>	<u>10</u>	<u>11</u>
	100	100	100

Nearly two-thirds of Americans (65%) say coverage of both the Gore and Bush campaigns has been fair. But a sizable number of Republicans (28%) believe the press has been too easy on Gore, while 54% rate coverage of the vice president's campaign as fair. Just 14% of Democrats say that the press has been too easy on Bush, compared to 72% who say coverage has been fair.

New Interest Index

Most Americans (58%) are paying close attention to the rapid increase in gasoline prices, making it the month's most closely followed news story. Only two other stories in the past year have captured as much public interest: the Columbine shootings at 68% and the death of John F. Kennedy Jr. at 54%. The jump in gas prices is of particular interest to women, African-Americans and those with less than a high school education.

News about the shooting of a six-year-old girl in Michigan is the second-rated story, with 40% of the public paying close attention. Interest in the shooting has been greater among women (48%) than men (30%), and among blacks (52%) than whites (37%).

The acquittal of the four New York police officers who shot and killed Amadou Diallo, an African immigrant, has drawn close attention from more than one-quarter (28%) of the public. The story registers strongest among blacks (57%) and those who live in the East (44%).

Slightly fewer people (26%) say they paid close attention to the presidential campaign this month. That is the same percentage that closely followed the campaign last month. An identical percentage reported closely following the last presidential campaign in March 1996.

One-in-four Americans (23%) say they paid very close attention to the ups and downs in the stock market this month, and 29% say they followed this news fairly closely. That is roughly similar to the percentages who have closely followed the market during volatile periods in recent years. Since November 1997, about half the public has registered at least some interest in wild market swings. Only about one-third of the public followed market turmoil in the mid-1990s.

Following Campaign News		
	Very Closely	Fairly Closely
	%	%
<i>News about ...</i>		
<i>2000 presidential election</i>		
Current	26	41
February, 2000	26	36
January, 2000	19	34
<i>GOP candidates</i>		
March, 1996	26	41
January, 1996	10	34
<i>Democratic candidates</i>		
January, 1992	11	25
<i>1988 presidential campaign</i>		
May, 1988	22	46

News about Pope John Paul II's plea for God's forgiveness for sins committed by the Roman Catholic Church received relatively little attention. Only 16% of Americans say they followed this story very closely, although one-quarter of white, non-Hispanic Catholics report paying close attention.

News of the multi-millionaire who met and married a woman on national television and flood rescue efforts in Mozambique both attracted close interest from 10% of the public. More African-Americans say they followed the Mozambique story very closely than whites (26% to 8%, respectively). Despite receiving considerable publicity, relatively few people say they paid close attention to the TV marriage, although young people were slightly more interested in the story.

On the international front, the American public remained relatively unmoved by news of increasing tensions between China and Taiwan as Taiwan's presidential election drew near, with a mere 9% of the American public paying very close attention. When tensions between China and Taiwan increased during Taiwan's presidential election in 1996, 19% of the American public paid very close attention.

One-Word Descriptions for Bush and Gore

Gore Image Improves*			
<i>Gore "one-word" descriptions ...</i>	<u>3/99</u>	<u>9/99</u>	<u>3/00</u>
	%	%	%
Positive	19	20	26
<i>Good, Capable, Honest</i>			
Poking Fun	22	19	13
<i>Boring, Dull, Stiff</i>			
Negative	15	17	21
<i>Dislike, Dishonest, Incompetent</i>			
Neutral	22	19	19
<i>Fair, Okay, Politician</i>			
No answer/Don't know	<u>22</u>	<u>25</u>	<u>21</u>
	100	100	100

* Italicized examples reflect the top three responses from 3/00 in each category.

Bush Image Worsens*			
<i>Bush "one-word" descriptions ...</i>	<u>3/99</u>	<u>9/99</u>	<u>3/00</u>
	%	%	%
Positive	36	34	29
<i>Good, Honest, Integrity</i>			
Negative	12	21	31
<i>Arrogant, Dislike, Untrustworthy</i>			
Neutral	28	21	19
<i>Okay, Father, Fair</i>			
No answer/Don't know	<u>24</u>	<u>24</u>	<u>21</u>
	100	100	100

* Italicized examples reflect the top three responses from 3/00 in each category.

PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	Increased Gasoline Prices+	Shooting of 6yr-old in Michigan+	Diallo Verdict+	2000 Presidential Election	Stock Market+	Pope's Plea+	Millionaire's Television Marriage+	Mozambique Flood+	China/Taiwan Tension	(N)
	%	%	%	%	%	%	%	%	%	
Total	58	40	28	26	23	16	10	10	9	(1184)
Sex										
Male	54	30	27	29	29	13	7	7	12	(568)
Female	61	48	29	23	16	19	13	12	7	(616)
Race										
White	56	37	24	26	24	16	10	8	9	(961)
Black	67	52	57	24	--	--	--	26	11	(129)
Age										
Under 30	65	38	15	19	16	14	14	8	6	(285)
30-49	54	36	29	25	24	12	11	7	8	(456)
50+	57	44	34	30	26	22	7	14	13	(428)
Education										
College Grad.	49	38	31	35	36	19	6	10	13	(379)
Some College	55	38	26	30	27	11	10	9	9	(322)
H.S. Grad. & Less	63	41	28	20	14	17	12	10	8	(1480)
Region										
East	52	44	44	27	29	18	6	15	9	(229)
Midwest	63	45	21	24	20	16	9	11	10	(308)
South	63	41	29	26	22	15	11	9	9	(413)
West	47	26	20	25	20	14	14	5	9	(234)
Party ID										
Republican	56	40	23	31	26	10	9	7	11	(348)
Democrat	63	43	37	24	19	20	13	10	10	(388)
Independent	57	38	26	23	24	19	9	12	9	(363)
Internet User										
Yes	57	39	29	29	27	15	10	8	10	(769)
No	59	39	27	20	16	18	10	12	8	(415)

Question: 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?

+ These items are based on split sample; the 'N' does not apply.

TREND IN PRESIDENTIAL TRIAL HEAT*

(Based on Registered Voters)

	--- December 1999 ---			--- February 2000 ---			--- March 2000 ---			Change in Gore+
	<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>	
	%	%	%	%	%	%	%	%	%	
Total	40	55	5=100	45	46	9=100	49	43	8=100	+4
Sex										
Male	37	57	6	40	50	10	46	47	7	+6
Female	43	52	5	50	43	7	52	39	9	+2
Race										
White	38	58	4	42	50	8	45	47	8	+3
Non-white	58	35	7	66	25	9	78	17	5	+12
Black	--	--	--	74	17	9	82	14	4	+8
Race and Sex										
White Men	34	60	6	36	54	10	40	53	7	+4
White Women	40	55	5	47	46	7	48	42	9	+1
Age										
Under 30	47	52	1	43	52	5	44	49	7	+1
30-49	38	58	4	42	49	9	46	47	7	+4
50-64	41	54	5	50	38	12	49	41	10	-1
65+	40	50	10	48	44	8	62	30	8	+14
Education										
College Grad.	37	57	6	44	49	7	48	47	5	+4
Some College	42	54	4	46	46	8	48	43	9	+2
H.S. Grad & Less	41	53	6	46	44	10	51	40	9	+5
Family Income										
\$75,000+	30	66	4	41	52	8	43	52	5	+2
\$50,000-\$74,999	39	58	3	44	48	8	38	54	8	-6
\$30,000-\$49,999	40	56	4	45	48	7	50	45	5	+5
\$20,000-\$29,999	55	40	5	47	49	4	52	37	11	+5
<\$20,000	51	45	4	48	41	11	64	29	7	+16
Region										
East	44	53	3	46	43	11	61	30	9	+15
Midwest	42	52	6	45	46	9	46	46	8	+1
South	35	58	7	46	47	7	48	45	7	+2
West	42	55	3	43	48	9	44	46	10	+1

* Includes leaners

+ Change compares February 2000 and March 2000

Question: Suppose the 2000 presidential election were being held TODAY, and the candidates were Al Gore, the Democrat and George W. Bush, the Republican. Who would you vote for?
As of TODAY, do you LEAN more to Gore, the Democrat or Bush, the Republican?

Continued ...

	--- December 1999 ---			--- February 2000 ---			--- March 2000 ---			Change in Gore
	<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>	
	%	%	%	%	%	%	%	%	%	
Total	40	55	5=100	45	46	9=100	49	43	8=100	+4
Religious Affiliation										
Total White Protestant	35	61	4	37	56	7	36	54	10	-1
White Protestant Evangelical	32	65	3	34	60	6	31	61	8	-3
White Prot. Non-Evangelical	39	56	5	41	51	8	43	46	11	+2
White Catholic	30	64	6	45	44	11	50	45	5	+5
Community Size										
Large City	47	49	4	51	43	6	61	32	7	+10
Suburb	38	56	6	45	43	12	50	46	4	+5
Small City/Town	39	56	5	47	45	8	44	45	11	-3
Rural Area	38	57	5	38	55	7	45	45	10	+7
Party ID										
Republican	8	90	2	9	87	4	8	88	4	-1
Democrat	73	24	3	83	14	3	85	10	5	+2
Independent	36	56	8	40	45	15	47	39	14	+7
Ind who lean Republican	9	90	1	14	80	6	10	82	8	-4
Ind who lean Democrat	63	30	7	76	18	6	81	13	6	+5
Clinton Approval										
Approve	61	34	5	68	25	7	74	20	6	+6
Disapprove	11	85	4	12	80	8	13	79	8	+1
GOP Congressional Approval										
Approve	18	79	3	22	72	6	29	67	4	+7
Disapprove	57	38	5	66	26	8	69	23	8	+3
1996 Presidential Vote										
Clinton	68	28	4	75	20	5	80	15	5	+5
Dole	3	97	0	8	87	5	7	88	5	-1
1998 Congressional Vote										
Republican	8	87	5	16	78	6	18	75	7	+2
Democrat	71	25	4	77	17	6	79	14	7	+2

PREFERENCE OF VOTING LOCATION

	<u>Booth</u> %	<u>Internet</u> %	<u>Mail</u> %	<u>None/DK</u> %
Total	52	26	20	2=100
Sex				
Male	51	30	17	2=100
Female	52	23	24	1=100
Race				
White	52	28	19	1=100
Non-white	49	22	24	5=100
Black	50	20	25	5=100
Hispanic*	43	30	26	1=100
Race and Sex				
White Men	51	32	16	1=100
White Women	53	23	23	1=100
Age				
Under 30	37	41	20	2=100
30-49	47	29	22	2=100
50-64	56	24	18	2=100
65+	74	5	19	2=100
Education				
College Grad.	48	35	15	2=100
Some College	50	31	16	3=100
High School Grad.	51	23	25	1=100
<H.S. Grad.	59	14	24	3=100
Family Income				
\$75,000+	40	42	17	1=100
\$50,000-\$74,999	52	31	15	2=100
\$30,000-\$49,999	50	29	20	1=100
\$20,000-\$29,999	59	16	23	2=100
<\$20,000	52	18	28	2=100
Region				
East	53	29	16	2=100
Midwest	60	23	15	2=100
South	53	23	22	2=100
West	38	33	27	2=100

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

Question: There are many ways for people to vote, and some prefer one way over another. If you had the choice of voting in a booth at a polling place on election day OR over the Internet OR through the mail during the weeks leading up to election day, which would you prefer?

Continued ...

	<u>Booth</u>	<u>Internet</u>	<u>Mail</u>	<u>None/DK</u>
	%	%	%	%
<i>Total</i>	52	26	20	2=100
<i>Religious Affiliation</i>				
Total White Protestant	57	24	17	2=100
White Protestant Evangelical	60	22	17	1=100
White Protestant Non-Evangelical	53	25	18	4=100
White Catholic	50	31	18	1=100
<i>Community Size</i>				
Large City	48	30	19	3=100
Suburb	53	26	19	2=100
Small City/Town	54	24	21	1=100
Rural Area	48	28	22	2=100
<i>Party ID</i>				
Republican	52	29	17	2=100
Democrat	58	22	19	1=100
Independent	45	30	23	2=100
<i>Clinton Approval</i>				
Approve	50	26	22	2=100
Disapprove	54	28	17	1=100
<i>GOP Congressional Approval</i>				
Approve	47	32	20	1=100
Disapprove	55	25	19	1=100
<i>1996 Presidential Vote</i>				
Clinton	57	23	19	1=100
Dole	60	26	13	1=100
<i>1998 Congressional Vote</i>				
Republican	61	23	15	1=100
Democrat	63	20	16	1=100

ABOUT THIS SURVEY

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,184 adults, 18 years of age or older, during the period March 15-19, 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=585) or Form 2 (N=599), the sampling error is plus or minus 5 percentage points. For results based on registered voters (N=912), 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
MARCH 2000 NEWS INTEREST INDEX
— FINAL TOPLINE —
March 15-19, 2000
N =1,184

Q.1 Do you approve or disapprove of the way Bill Clinton is handling his job as President? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way Bill Clinton is handling his job as President? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
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
Early February, 1997	57	30	13=100
January, 1997	59	31	10=100

Q.1 CONTINUED ...

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
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>
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
March 1995	43	39	18=100
December, 1994	52	28	20=100

[NO Q.3, Q.4]

Now a different kind of question...

FORM 1 ONLY:

Q.5F1 Please tell me what one word best describes your impression of Al Gore. Tell me just the ONE best word that describes him. (OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS "DON'T KNOW". ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE).

March 2000	Frequency*	Sept 1999	Frequency*	Sept 1997	Frequency*	Early Sept 1996	Frequency*
Boring	24	Boring	61	Okay	59	Intelligent	20
Good	12	Good	46	Good	52	Good	16
Fair	9	Okay	36	Boring	42	Environmentalist	15
Capable	9	Quiet	20	Stiff	30	Honest	14
Honest	9	Dull	18	Intelligent	27	Leadership	14
Okay	8	Stiff	18	Honest	27	Smart	14
Politician	7	Nice	16	Fair	25	Quiet	13
Dull	7	Alright	14	Quiet	24	Stiff	13
I like him	7	Fair	14	Wimp	24	Fair	12
Dishonest	6	Intelligent	11	Environmentalist	21	Boring	11
Incompetent	6	Honest	10	Competent	21	Follower	11
Environmentalist	6	Idiot	10	Nice	20	Nice	11
Dislike	6	Likable	10	Invisible	19	Alright	9
Follower	6	Weak	10	Dull	18	Dull	9
Great	5	Competent	9	Unknown	15	Personable	9
Weak	5	Dislike	9	Phony	14	Sincere	9
Intelligent	5	Follower	9	Alright	13	Wimp	8
Alright	5	Incompetent	9	Fine	13	OK	7
Mediocre	5	Unimpressed	9	Follower	13	Politician	6
Fake	5	Bad	7	Adequate	13	Puppet	5
	(N=585)		(N=1205)		(N=2000)		(N=750)

* Q.5F1 The "Frequency" column is the number of respondents who offered each response; the numbers are not percentages.

FORM 2 ONLY:

Q.6F2 Please tell me what one word best describes your impression of George W. Bush. Tell me just the ONE best word that describes him. **(OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS “DON’T KNOW”. ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE).**

March 2000	Frequency*	Sept 1999	Frequency*	March 1999	Frequency*
Good	17	Good	63	Good	42
Okay	11	Okay	37	Okay	25
Arrogant	10	Alright	27	Unknown	24
Reference to Father	9	Likable	27	Leader	20
Honest	8	Honest	22	Honest	16
Dislike	8	Unknown	20	Great	15
Integrity	7	Dislike	15	Conservative	14
Fair	6	Intelligent	13	Fair	13
Conservative	6	Rich	12	Old	11
Untrustworthy	6	Conservative	11	Alright	11
President	6	Fair	10	Intelligent	10
Determined	6	Impressive	10	Excellent	9
I like him	5	Interesting	10	Republican	8
Inexperienced	5	Politician	10	Potential	7
Great	5	Aggressive	9	Interesting	7
Wimp	5	Arrogant	9	Confident	6
Bad	5	Leader	9	Fine	6
Cocky	5	Smart	8	Nice	6
Excellent	5	Young	8	Strong	6
Leader	5	Confident	7	Competent	6
	(N=599)		(N=1205)		(N=893)

* Q.6F2 The "Frequency" column is the number of respondents who offered each response; the numbers are not percentages.

ASK ALL:

Q.7 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely? **[INSERT ITEM; ROTATE]**

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	(VOL) DK
ASK ALL:					
a. News about candidates for the 2000 presidential election	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

Q.7 CONTINUED ...

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	(VOL) DK
b.	Increasing tensions between China and Taiwan	9	21	28	41	1=100
	Late July, 1999	8	20	25	47	*=100
ASK FORM 1 [N=585]:						
c.F1	Recent increases in the price of gasoline	58	28	10	4	*=100
	October, 1990	27	29	25	18	1=100
d.F1	Flood rescue efforts in Mozambique	10	26	30	34	*=100
e.F1	The shooting of a 6-year-old girl at a Michigan school	40	38	15	7	*=100
f.F1	The acquittal of four New York policemen who shot and killed Amadou Diallo, an African immigrant	28	35	20	17	0=100
ASK FORM 2 [N=599]:						
g.F2	Reports about the multi-millionaire who met and married a woman on national television	10	24	32	33	1=100
h.F2	Recent major ups and downs in the U.S. stock market	23	29	21	26	1=100
	March, 1999	18	29	22	31	*=100
	January, 1999	24	28	19	28	1=100
	Early September, 1998	32	31	20	17	*=100
	Mid-August, 1998	17	23	21	39	*=100
	January, 1998	21	25	23	31	*=100
	November, 1997 ²	25	36	18	20	1=100
	September, 1997	14	22	23	40	1=100
	April, 1997	17	21	22	40	*=100
	February, 1996	12	20	25	42	1=100
i.F2	Pope John Paul asking for God's forgiveness for sins committed by the Roman Catholic church	16	27	25	31	1=100

² In November 1997, April 1997 and February 1996, the story was listed as "Recent major ups and downs in the stock market."

Q.8 Thinking about the presidential primaries so far, generally do you think they have been a good way of determining who the best qualified nominees are or not?

		March <u>1996</u>	March <u>1992</u>	Gallup <u>1988</u>	Newsweek <u>1980</u>
41	Yes	35	31	48	40
50	No	58	59	37	48
<u>9</u>	Don't know/Refused	<u>7</u>	<u>10</u>	<u>15</u>	<u>12</u>
100		100	100	100	100

Q.9 All in all, how would you rate the job the press has done in covering the presidential campaign so far: excellent, good, only fair, or poor?

		Feb <u>2000</u>	Sept <u>1996</u>	July <u>1996</u>	Feb <u>1996</u>	Sept <u>1992</u>	May <u>1992</u>	March <u>1992</u>	Feb <u>1992</u>
10	Excellent	13	13	7	16	12	10	12	11
46	Good	50	44	35	45	45	44	51	45
32	Only fair	25	29	42	25	27	33	28	32
9	Poor	7	11	14	10	11	10	6	7
<u>3</u>	Don't know/Refused	<u>5</u>	<u>3</u>	<u>2</u>	<u>4</u>	<u>5</u>	<u>3</u>	<u>3</u>	<u>5</u>
100		100	100	100	100	100	100	100	100

I would like to ask you about some things that have been in the news. Not everyone will have heard about them...

Q.10 Do you happen to know who will probably be the Democratic presidential nominee?

72	Al Gore (<i>correct answer</i>)
3	Other
<u>25</u>	Don't Know/Refused (VOL)
100	

Q.11 Do you happen to know who will probably be the Republican presidential nominee?

75	George W. Bush (<i>correct answer</i>)
2	Other
<u>23</u>	Don't Know/Refused (VOL)
100	

Q.12 Suppose the 2000 presidential election were being held TODAY, and the candidates were Al Gore, the Democrat and George W. Bush, the Republican. Who would you vote for?

IF '3' OTHER OR '9' DON'T KNOW/REFUSED in Q.12, ASK:

Q.12a As of TODAY, do you LEAN more to Gore, the Democrat or Bush, the Republican?

BASED ON REGISTERED VOTERS [N=912]:

		Feb 2000	Dec 1999	Oct 1999 ³	Sept 1999	July 1999	March 1999 ⁴	Jan 1999	Sept 1998
49	Gore/Lean Gore	45	40	39	39	42	41	44	40
43	Bush/Lean Bush	46	55	54	54	53	54	50	53
<u>8</u>	Undecided/Other/Don't know	<u>9</u>	<u>5</u>	<u>7</u>	<u>7</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>7</u>
100		100	100	100	100	100	100	100	100

Q.13 What do you like most about (INSERT FROM Q.12 OR Q.12a), his personality, his leadership ability, his experience or his stand on issues?

BASED ON REGISTERED VOTERS WHO CHOSE GORE OR BUSH IN Q.12/Q.12a:

		<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on issues</u>	<u>Don't know</u>	
Al Gore		10	14	28	40	8=100	(N=443)
	October, 1999 ³	8	11	32	43	6=100	
George W. Bush		14	24	10	42	10=100	(N=397)
	October, 1999 ³	13	25	11	42	9=100	

Q.14 What do you like LEAST about (INSERT NAME NOT CHOSEN IN Q.12 OR Q.12a), his personality, his leadership ability, his experience or his stand on issues?

BASED ON REGISTERED VOTERS WHO CHOSE GORE OR BUSH IN Q.12/Q.12a:

		<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on Issues</u>	<u>Don't know</u>	
Al Gore		22	20	5	43	10=100	(N=397)
	October, 1999 ³	24	22	5	39	10=100	
George W. Bush		33	8	13	35	11=100	(N=443)
	October, 1999 ³	19	11	13	41	16=100	

³ October 1999 results taken from the Typology re-interview survey.

⁴ In previous months, the question asked: "Suppose the 2000 presidential election were being held TODAY, and the candidates were Al Gore, the Democrat and Texas Governor George W. Bush, the Republican..."

ASK ALL:

Q.15 Which of the following is the most important reason why you **(IF “1, GORE” IN Q.12 or Q.12a ASK: support; IF “2, BUSH in Q.12 or Q.12a, or 3, other, or 9, Don't know in 12a ASK: don't support)** Al Gore for president — his personality and leadership abilities, OR his ties to the Clinton administration?

BASED ON REGISTERED VOTERS:

	<i>Why Support Gore</i>		<i>Why Don't Support Gore</i>	
	<u>March 00</u>	<u>Oct 99⁵</u>	<u>March 00</u>	<u>Oct 99⁵</u>
Personality and leadership abilities	64	55	29	38
Ties to the Clinton administration	27	36	54	51
(DO NOT READ) Other/Neither	8	7	11	7
Don't know/Refused	<u>1</u>	<u>2</u>	<u>6</u>	<u>4</u>
	100	100	100	100
	(N=443)		(N=469)	

Q.16 Suppose the 2000 presidential election were being held TODAY, and the candidates were Al Gore, the Democrat, George W. Bush, the Republican, and Pat Buchanan of the Reform Party. Who would you vote for?

IF '4' OTHER OR '9' DON'T KNOW/REFUSED IN Q.16, ASK:

Q.16a As of TODAY, do you LEAN more to Gore, the Democrat, Bush, the Republican, or Buchanan of the Reform Party?

BASED ON REGISTERED VOTERS [N=912]:		<u>Jan 2000</u>	<u>Sept 1999</u>
47	Gore/Lean Gore	39	35
40	Bush/Lean Bush	51	49
6	Buchanan/Lean Buchanan	4	10
<u>7</u>	Other/Don't Know/Refused	<u>6</u>	<u>6</u>
100		100	100

ASK ALL:

Now a few questions about press coverage of the presidential candidates...

Q.17 So far, do you think news organizations are giving too much coverage to the 2000 presidential campaign, too little coverage to the campaign, or the right amount of coverage?

		Feb	Sept	July	March	Oct	Sept	Feb	Oct	May	Nov
		<u>2000</u>	<u>1999</u>	<u>1999</u>	<u>1996</u>	<u>1995</u>	<u>1992</u>	<u>1992</u>	<u>1991</u>	<u>1988</u>	<u>1987</u>
25	Too much	22	28	18	29	18	22	19	12	24	21
10	Too little	10	14	13	10	18	11	15	22	7	16
61	Right amount	63	49	59	58	60	62	62	58	62	58
<u>4</u>	Don't know/Refused	<u>5</u>	<u>9</u>	<u>10</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>4</u>	<u>8</u>	<u>7</u>	<u>5</u>
100		100	100	100	100	100	100	100	100	100	100

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October 1999 results taken from the Typology re-interview survey.

Q.18-Q.21. ASK FORM 1 ONLY [N=585]

[ROTATE Q.18, Q.19, Q.20]:

Q.18F1 Would you say the press has been too easy, too tough or fair in the way it has covered John McCain's campaign?

12 Too easy
 14 Too Tough
 59 Fair
15 Don't Know/Refused (VOL)
 100

Q.19F1 Would you say the press has been too easy, too tough, or fair in the way it has covered Al Gore's campaign?

17 Too easy
 8 Too Tough
 65 Fair
10 Don't Know/Refused (VOL)
 100

Q.20F1 Would you say the press has been too easy, too tough, or fair in the way it has covered George W. Bush's campaign?

14 Too easy
 10 Too Tough
 65 Fair
11 Don't Know/Refused (VOL)
 100

Q.21F1 As it's shaping up so far, what's your opinion of the likely presidential candidates for this year? Would you say that you are very satisfied, fairly satisfied, not too satisfied, or not at all satisfied with the likely choices?

--- Registered Voters ---

Total	RVs		Late		June	Oct	Aug	June
			July	Oct				
			<u>1999</u>	<u>1996⁶</u>	<u>1996</u>	<u>1996</u>	<u>1992</u>	<u>1992</u>
12	13	Very satisfied	13	11	11	9	10	11
48	47	Fairly satisfied	40	48	50	37	41	42
26	27	Not too satisfied	25	27	26	31	33	31
11	11	Not at all satisfied	12	11	10	19	14	15
<u>3</u>	<u>2</u>	Don't know/Refused	<u>10</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>1</u>
100	100		100	100	100	100	100	100
(N=585)	(N=457)							

6 In previous years the question was worded "What's your opinion of the presidential candidates this year? Would you say that you are very satisfied, fairly satisfied, not too satisfied, or not at all satisfied with the choices?"

Q.22-Q.23 ASK FORM 2 ONLY:

Q.22F2 It looks certain that George W. Bush will become the Republican candidate for President and Al Gore the Democratic candidate for President. How satisfied are you with these choices... very satisfied, fairly satisfied, not too satisfied, or not at all satisfied?

<u>Total</u>	<u>RVs</u>		Registered Voters <u>July 1999</u> ⁷
21	22	Very satisfied	26
44	41	Fairly satisfied	50
21	22	Not too satisfied	15
11	13	Not at all satisfied	7
<u>3</u>	<u>2</u>	Don't know/Refused	<u>2</u>
100	100		100
(N=599)	(N=455)		

Q.23 Assuming that George W. Bush becomes the Republican candidate for President and Al Gore the Democratic candidate for President, are you more interested in seeing a third party candidate run for President or are you less interested in seeing a third party candidate run for President?

<u>Total</u>	<u>RVs</u>		Registered Voters <u>July 1999</u> ⁸
36	37	More interested	40
56	56	Less interested	46
4	3	Neither (VOL)	10
<u>4</u>	<u>4</u>	Don't know/Refused	<u>4</u>
100	100		100
(N=599)	(N=455)		

[NO Q.24, Q.25, Q.26, Q.27]

[ROTATE BLOCK Q.28/28a WITH BLOCK Q.29/29a]

Q.28 At any point in the presidential campaign, did you want John McCain to win the Republican nomination?
IF "1 YES" IN Q.28, ASK:

Q.28a Were you a strong supporter of his, or not?

44	Yes	
	19	Yes, strong supporter
	24	No, not a strong supporter
	1	Don't know/Refused (VOL)
48	No	
<u>8</u>	Don't know/Refused (VOL)	
100		

⁷ In July 1999 the question was worded "If George W. Bush becomes the Republican candidate for President and Al Gore the Democratic candidate for President, how satisfied would you be with the choices... very satisfied, fairly satisfied, not too satisfied, or not at all satisfied?"

⁸ In July 1999 the question was worded "If George W. Bush becomes the Republican candidate for President and Al Gore the Democratic candidate for President, would that make you more interested in seeing a third party candidate run for President or would that make you less interested in seeing a third party candidate run for President?"

ASK ALL:

Q.29 At any point in the presidential campaign, did you want Bill Bradley to win the Democratic nomination?

IF "1 YES" IN Q.29, ASK:

Q.29a Were you a strong supporter of his, or not?

28	Yes
9	Yes, strong supporter
19	No, not a strong supporter
*	Don't know/Refused (VOL)
60	No
<u>12</u>	Don't know/Refused (VOL)
100	

On another subject...

C.1 How much credit, if any, do you give Bill Clinton for improved conditions in the country these days? A great deal of credit, some credit, hardly any credit or none at all?

31	A great deal
44	Some
13	Hardly any
11	None
*	Conditions are not improved (VOL)
<u>1</u>	Don't know/Refused
100	

C.2 In your opinion, which presidential candidate would do a better job of making sure that things continue to improve in the country... Al Gore or George W. Bush?

46	Al Gore
43	George W. Bush
4	Neither (VOL)
1	Both (VOL)
<u>6</u>	Don't know/Refused
100	

C.3 All in all, what effect has Bill Clinton had on politics and the way government works in Washington, has he made things better, made things worse, or hasn't he had much of an effect?

39	Made better
28	Made worse
28	Not much of an effect
<u>5</u>	Don't know/Refused
100	

C.4 In your opinion, which presidential candidate would do a better job of improving politics and the way government works in Washington... Al Gore or George W. Bush?

40 Al Gore
 44 George W. Bush
 7 Neither (VOL)
 1 Both (VOL)
 8 Don't know/Refused
 100

Q.30 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 IF RESPONDENT MENTIONS ANYONE OTHER THAN GORE OR BUSH PROBE ONCE: "IF YOU HAD TO CHOOSE BETWEEN GORE AND BUSH ... ") ?

		Al Gore	George W. Bush	Neither	DK/Ref
ASK ALL:					
a.	Keeping the economy strong	44	43	4	9=100
b.	Making wise decisions about foreign policy	44	41	4	11=100
c.	Keeping Social Security and Medicare financially sound	47	36	5	12=100
d.	Representing your views on gun control	41	37	5	17=100
e.	Improving conditions for minority groups	55	28	4	13=100
f.	Improving the health care system	49	33	5	13=100
ASK FORM 1 ONLY [N=585]:					
g.F1	Protecting and strengthening families	43	37	6	14=100
h.F1	Representing your views about abortion	40	33	6	21=100
i.F1	Preventing the spread of weapons of mass destruction	43	31	7	19=100
j.F1	Dealing with taxes	42	40	6	12=100
ASK FORM 2 ONLY [N=599]:					
k.F2	Improving education	41	44	4	11=100
l.F2	Dealing with campaign finance reform	32	39	13	16=100
m.F2	Protecting the environment	55	30	3	12=100
n.F2	Dealing with the problems of poor and needy people	55	32	5	8=100
o.F2	Controlling the price of gasoline	25	41	14	20=100

[NO Q.31 OR Q.32]

ASK FORM 2 ONLY [N=599]:

Q.33F2 As I read a list of different aspects of election campaigns, please tell me how much, if at all, each one bothers you personally. First, how much does (INSERT AND ROTATE) bother you -- very much, somewhat, not too much, or not at all?⁹

		Very <u>Much</u>	Some- <u>what</u>	Not too <u>much</u>	Not <u>at all</u>	Don't <u>Know</u>
a.F2	The amount of money politicians spend on campaigns	59	20	9	12	*=100
	February, 1996	56	17	13	13	1=100
	PSRA: July, 1994	69	16	7	7	1=100
b.F2	Political advertising on television	25	27	25	22	1=100
	February, 1996	32	24	26	17	1=100
	PSRA: July, 1994	31	29	23	16	1=100
c.F2	What politicians say to get elected	46	30	13	10	1=100
	February, 1996	53	25	11	10	1=100
	PSRA: July, 1994	61	23	9	5	2=100
d.F2	News coverage about campaigns	13	26	31	29	1=100
	February, 1996	15	26	30	27	2=100
	PSRA: July, 1994	23	31	25	20	1=100
e.F2	Negative campaigning	57	20	11	10	2=100
	February, 1996	60	17	11	10	2=100

ASK ALL:

On a different subject...

Q.34 There are many ways for people to vote, and some prefer one way over another. If you had the choice of voting in a booth at a polling place on election day OR over the Internet OR through the mail during the weeks leading up to election day, which would you prefer?

		<u>February 1996</u> ¹⁰
52	Voting in booth	54
26	Voting over Internet	n/a
20	Voting by mail	43
1	None (VOL)	2
<u>1</u>	Don't know/Refused	<u>1</u>
100		100

⁹ In March 2000 "if at all" was added to the question wording.

¹⁰ In February 1996 the question was worded "There are different ways for people to vote, and some prefer one way over another. If you had the choice of voting in a booth at a polling place on election day OR voting through the mail during the weeks leading up to election day, which would you prefer?"

On a different subject...

Q.35 Do you use a computer at your workplace, at school, at home or anywhere else on at least an occasional basis?¹¹

	<u>Yes</u>	<u>No</u>	<u>DK/Refused</u>
March, 2000	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
Early August, 1998	66	34	*=100
April, 1998	61	39	*=100
January, 1998	65	35	*=100
November, 1997	66	34	*=100
June, 1997	60	40	0=100
Early September, 1996	56	44	*=100
July, 1996	56	44	*=100
April, 1996	58	42	*=100
March, 1996	61	39	*=100
February, 1996	60	40	0=100
January, 1996	59	41	0=100

¹¹

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

IF "1, YES" (USE A COMPUTER) IN Q.35, ASK:

Q.35a 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/Refused</u>
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
Early August, 1998	43	57	*=100
November, 1997	36	63	1=100
July, 1996	23	77	0=100
June, 1995 ¹²	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?

[ROTATE M.1 AND M.2]

M.1 Now I will read a series of statements that might be made about Al Gore over the course of the presidential campaign. Tell me if each statement would make you more likely to vote for Al Gore, less likely to vote for him or wouldn't it make a difference. First, **(INSERT STATEMENT; ROTATE)**...

	<u>More Likely</u>	<u>Less Likely</u>	<u>Wouldn't Make a Difference</u>	<u>DK/Ref</u>
a. Gore has been part of a scandal-ridden Clinton administration	5	41	52	2=100
b. Gore strongly supports a woman's right to choose an abortion	41	28	28	3=100
c. Gore took part in unethical fund raising practices during the 1996 presidential campaign	6	52	40	2=100
d. Gore can carry on Clinton's successful economic policies	45	18	35	2=100
e. Gore is too much of a Washington insider	8	32	57	3=100
f. Gore is a strong backer of campaign finance reform	39	15	44	2=100

M.2 Now I will read a series of statements that might be made about George W. Bush over the course of the presidential campaign. Tell me if each statement would make you more likely to vote for George W. Bush, less likely to vote for him or wouldn't it make a difference...

	<u>More Likely</u>	<u>Less Likely</u>	<u>Wouldn't Make a Difference</u>	<u>DK/Ref</u>
a. Bush has too many ties to the far right wing of the Republican party	10	38	48	4=100
b. Bush mostly opposes stronger gun control measures	35	34	28	3=100
c. Bush has pledged to cut taxes	49	15	34	2=100
d. Bush has improved the educational system in Texas	52	9	35	4=100
e. Bush doesn't know enough about the issues to be president	7	47	43	3=100
f. Bush will bring morality and ethics back to the White House	48	13	37	2=100