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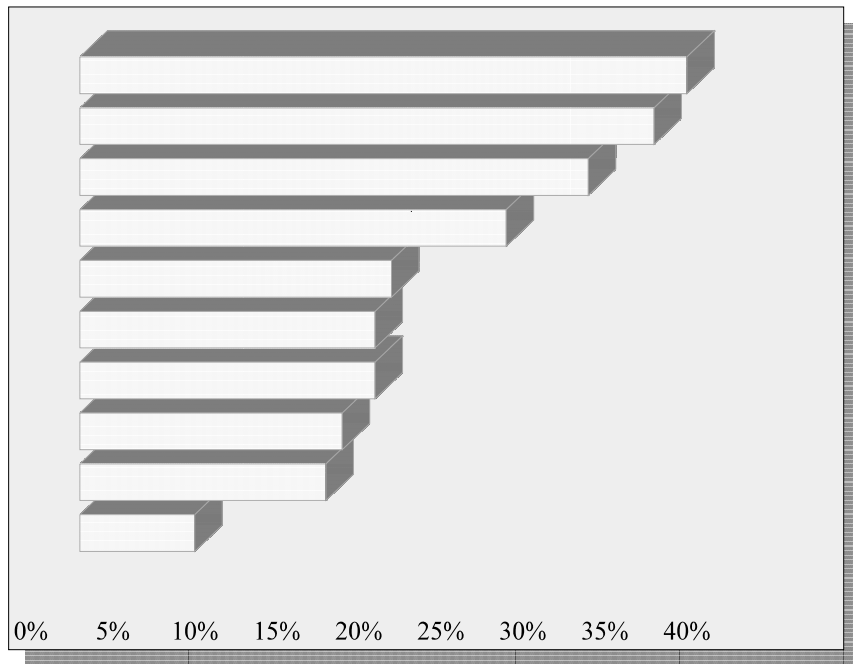
**Gender and Generation Could Be Decisive This Fall**  
**MCCAIN APPEALS TO PIVOTAL OLDER VOTERS AND INDEPENDENTS**

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*FOR FURTHER INFORMATION CONTACT:*

Andrew Kohut, Director  
Kim Parker, Research Director  
Greg Flemming, Survey Director  
Scott Nolde & Pam Hunter, Survey Analysts  
Carroll Doherty, Editor  
Pew Research Center for The People & The Press  
202/293-3126  
<http://www.people-press.org>



## **Gender and Generation Could Be Decisive This Fall**

### **MCCAIN APPEALS TO PIVOTAL OLDER VOTERS AND INDEPENDENTS**

The outcome of the New Hampshire primary has changed candidate support patterns that last year seemed all but cast in stone. Al Gore has drawn into a statistical dead-heat with George W. Bush in a general-election ballot test, largely because core Democrats are rallying behind the vice president. At the same time, John McCain, who still trails Bush in the GOP primary contest, now looks like the stronger Republican candidate in November. The Arizona senator and former Vietnam POW not only appeals to such traditional GOP constituencies as white males and affluent voters, but he attracts support from two groups whose allegiances have swung back and forth in recent elections — political independents and older Americans. McCain is particularly appealing to draft-era men who would support him by a two-to-one margin over Gore.

McCain leads Gore, 49% to 41%, in the latest nationwide survey by the Pew Research Center, conducted Feb. 9-14 among 1,330 adults. By contrast, his GOP rival Bush is only able to achieve a statistical tie with the vice president (46%-45%, respectively). However, the survey finds major gender and generational differences in these test races. Voters over age 50 prefer McCain to Gore. But if the race is between Bush and Gore, the vice president does better with older voters, especially women.

Among younger people, the patterns are different. Voters under age 50 prefer Bush to Gore, although men support Bush by a much wider margin than women. But there is a gender gap in McCain's support among those under 50: He easily wins the support of men (56%-33%), but loses the backing of women to Gore by a similar margin (39%-53%).

	<b>Age and Sex Matter</b>			
	<i>Presidential Preference *</i>			
	<u>McCain</u>	<u>Gore</u>	<u>Bush</u>	<u>Gore</u>
	%	%	%	%
<i>Total</i>	49	41	46	45
<i>Sex</i>				
Men	58	31	50	40
Women	41	49	43	50
<i>Age</i>				
Under 30	40	54	52	43
30-49	50	39	49	42
50-64	50	38	38	50
65+	53	35	44	48
<i>Sex and Age</i>				
Men under 50	56	33	53	38
Men 50+	60	28	47	41
Women under 50	39	53	48	46
Women 50+	43	45	35	57
<i>Party ID</i>				
Republican	86	8	87	9
Democrat	17	79	14	83
Independent	52	34	45	40

\* Based on registered voters; includes leaners.

When matched against Gore, McCain leads among Independents 52%-34%. Bush holds a more modest 45%-40% lead over the vice president among these key voters. Independent men are particularly drawn to McCain, backing him by a nearly two-to-one margin over Gore. And Sen. McCain wins more support than Gov. Bush from voters who are critical of the GOP congressional leaders (35% to 26%).

Since the end of last year, Gore has dramatically improved his standing in the head-to-head contest against Bush, whom he trailed by 15 percentage points. Since December, Gore has boosted his support from Democrats (by 10 points) and such key Democratic groups as non-whites (8 points) and women over age 50 (13 points). He also made gains among Southerners (11 points) and those making over \$75,000 a year (11 points). And the vice president draws strong backing from unmarried women, who are among his strongest supporters. Gore leads Bush among this group, 57%-36%.

<b>A Bigger Clinton Boost</b>			
	<i>Among voters who approve of Clinton</i>		
	<u>Sept</u>	<u>Dec</u>	<u>Feb</u>
<i>Presidential Preference*</i>	%	%	%
Gore/Lean Gore	58	61	68
Bush/Lean Bush	36	34	25
Other/Don't know	<u>6</u>	<u>5</u>	<u>7</u>
	100	100	100

\* Based on registered voters.

***Bush Still GOP Front-Runner***

Despite McCain’s surprisingly easy win in New Hampshire, he trails Bush nationwide for the Republican Party nomination by 62% to 30% among registered GOP partisans and Republican-leaning Independents. Still, McCain has trimmed Bush’s lead, which stood at 69% to 17% in January. Bush owes his continued front-runner status to the strong backing of Republicans, who support him 67% to 24%. He does not fare as well among Republican-leaning Independents, who favor Bush by a much narrower 52% to 42%. McCain’s greater strength in a general election match-up than in the primary race reflects his appeal among Independents.

While gender differences are playing a key role in presidential politics, they also are having an impact on the race for control of Congress. Democrats hold a slight 47%-44% lead in this contest, down from the 49%-43% advantage they held in October. Democrats hold a lopsided 17 point edge among women in the congressional preference question, while Republicans have a 14 point lead among men.

It is doubtful that the budget debate on Capitol Hill is having much impact on congressional voting intentions, as only 29% of Americans even know the government is running a budget surplus. Public sentiment on how to use the surplus has not changed markedly over the past year. A plurality of Americans (44%) favor using the surplus to secure Medicare and Social Security, while 24% support increased spending on education, the environment and other domestic programs. Only 12% favor tapping the surplus to finance tax cuts.

Americans are paying closer attention to the presidential campaign, but they were less focused on the New Hampshire primaries. Fully one-quarter (26%) of the public now says it is paying close attention to the campaign, up from 19% last month. But only 18% paid close attention to the New Hampshire primaries, and less than half could name the winners of those contests.

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***GOP Independents Boost McCain***

While Bush maintains a solid lead in the race for the GOP nomination, McCain has made some inroads in recent weeks. He is now favored by 30% of registered Republicans and Independents who lean Republican, up from 17% last month.

McCain has made substantial gains among women, those over age 50, college graduates, Midwesterners, and Independents. He continues to draw more support from Independents who lean Republican than from Republican Party loyalists. McCain's post-New Hampshire bounce among Independents has come less as a result of Independents moving away from Bush and more from their migration toward McCain as the GOP field has narrowed.

	<b>Bush vs. McCain: Independent Shift*</b>					
	--- January 2000 ---			--- February 2000 ---		
	<u>Bush</u>	<u>McCain</u>	<u>Other/ Undec</u>	<u>Bush</u>	<u>McCain</u>	<u>Other/ Undec</u>
Republican	73	15	12=100	67	24	9=100
Independent/ Lean Republican	<b>55</b>	<b>25</b>	20=100	<b>52</b>	<b>42</b>	6=100

\* Based on registered voters; includes leaners.

When asked what they like *most* about Bush, supporters say they are attracted to his stand on issues (40%) and his leadership ability (29%). Experience and personality are less important factors in support for Bush; 16% and 10%, respectively, mention these traits in describing what they like most about him.

McCain supporters overwhelmingly consider his stand on issues to be his greatest asset. Half of those who prefer McCain as their party's nominee say his issue positions are what they like most about him. The senator's leadership ability (17%), experience (16%) and personality (14%) are viewed as less important.

When supporters of McCain are asked what they like *least* about his main rival, a plurality cite Bush's personality (34%). Roughly one-in-four (27%) say what they like least about Bush is his stand on issues, 14% point to his experience and 11% cite his leadership ability.

The factor that McCain supporters regard as his greatest strength — his position on issues — his opponents view as his greatest liability. Fully 38% of those Republicans or GOP Independents who don't support McCain for the party's nomination say his stand on issues is what they like least about him. One-in-five (23%) cite the senator's personality; very few point to his experience (9%) or leadership ability (6%).

### ***The Eye of the Beholder***

In addition to these general impressions, respondents were asked to evaluate the candidates on a series of specific traits and qualities. Bush came out ahead in all but one of the eight categories listed. When paired against McCain, Bush is clearly seen as the candidate most able to get things done (61% vs. 24% for McCain). By a better than two-to-one margin, Republicans and Independents who lean to the GOP view Bush, rather than McCain, as a strong leader (62% vs. 27%) and personally likeable (61% vs. 26%).

Bush also enjoys a significant advantage on the questions of which candidate would use good judgment in a crisis (52% vs. 32%) and which one cares about ordinary people (50% vs. 31%). In addition, Bush leads McCain, though more narrowly, on being described as honest and truthful (45% vs. 34%) and well-informed (46% vs. 34%). The two candidates are tied on the issue of who has new ideas: 41% of Republicans say Bush is best described by this phrase; 42% say this phrase better describes McCain.

Just as Republican loyalists and GOP leaners differ in their candidate preferences, there are significant differences between these groups in their evaluations of the candidates' qualities. GOP partisans see Bush as the more honest and truthful candidate (52% vs. 29% who say McCain). Republican-leaning Independents, on the other hand, give McCain an edge on this quality — 45% vs. 33%

	--- Republicans ---			GOP Leaning --- Independents ---		
	Bush	McCain	Other/ Undec.	Bush	McCain	Other/ Undec.
	%	%	%	%	%	%
Judgment in crisis	55	30	15=100	45	38	17=100
Likeable	65	24	11=100	51	31	18=100
Honest/truthful	52	29	19=100	33	45	22=100
Has new ideas	45	39	16=100	34	49	17=100
Cares	53	29	18=100	40	38	22=100
Strong leader	65	24	11=100	57	33	10=100
Get things done	64	22	14=100	56	29	15=100
Well-informed	49	33	18=100	40	37	23=100

who choose Bush. Similarly, when asked which man has new ideas, party loyalists identify Bush (45% vs. 39% over McCain), while GOP Independents go with McCain (49% vs. 34% for Bush). Finally, Republicans are much more likely to see Bush as the candidate who cares about people like them (53% vs. 29% for McCain). GOP leaners divide evenly: 40% say Bush, 38% McCain.

Overall, voters' evaluations of whether or not a candidate is a strong leader are important in deciding how they actually vote. This quality is more closely linked than any other to voting preferences. But for GOP Independents, perceptions of McCain as the candidate of new ideas is what *most* distinguishes him from Bush. These impressions about McCain are a leading factor in his support among Republican-leaning Independents.<sup>1</sup>

***Experience Now a Plus For Gore***

The Democratic primary contest remains largely unchanged from last month. Gore maintains a commanding 65%-28% lead over Bill Bradley. Gore enjoys strong support from nearly all major demographic groups. His strongest supporters are women over the age of 50, non-whites and suburbanites. Bradley draws much of his support from white men, Independents, and those living in the West. However, even among these groups, no more than 40% support the former NBA star in the match-up with Gore.

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<sup>1</sup> Based on multivariate analysis of candidate qualities (Q.33) as predictors of support for Bush or McCain among Republicans and Republican-leaning Independents.

Gore's connection to Clinton has now become one of his greatest assets. When Democratic voters who support Gore for the party's nomination were asked what they like most about the vice president, a plurality (38%) point to his *experience*. This represents a significant change from October 1999, when Gore supporters were placing far more emphasis on his issue positions; at the time, 45% cited this trait as what they liked most, while far fewer (28%) cited Gore's experience. In this month's survey, the number of Gore supporters who say issues are most important fell to 33%, while leadership ability (15%) and personality (11%) continue to rank as less important attributes.

	<b>Democrats' Strengths: Experience Matters For Gore</b>			
	<i>Supporters of ...</i>			
	<i>Gore</i>		<i>Bradley</i>	
	Oct '99	Feb '00	Oct '99	Feb '00
<i>Like most ...</i>	%	%	%	%
Experience	28	38	5	12
Issues	45	33	53	52
Leadership	15	15	16	18
Personality	6	11	21	9
Don't know	<u>6</u>	<u>3</u>	<u>5</u>	<u>9</u>
	100	100	100	100

Bradley's greatest strength, in the eyes of his supporters, remains his stand on issues. More than half (52%) of those who prefer Bradley over Gore for the Democratic nomination say what they like most about the former New Jersey senator are his issue positions. Bradley's supporters place far less emphasis on his leadership ability (18%), experience (12%) or personality (9%).

Gore opponents cite his personality (39%) and issue positions (31%) as the main reasons they don't like the vice president. Most Bradley opponents identify his stand on issues (26%), as well as his personality (22%), as negatives.

Gore bests Bradley on all eight of the candidate qualities tested in the poll. His biggest advantages come on questions of which candidate is well-informed (62% Gore vs. 20% Bradley), which would use good judgment in a crisis (59% vs. 23%) and is able to get things done (61% vs. 23%). Wide gaps also exist on which candidate is perceived as a strong leader (58% Gore vs. 28% Bradley), as caring about people (55% vs. 26%) and is seen as personally likeable (52% vs. 33%). Gore leads Bradley by a narrower margin on the issue of which candidate is most honest and truthful: 48% associate this quality with the vice president, while 29% say it better describes Bradley. The only quality on which Bradley comes close to parity with Gore is on having new ideas — 47% say this best describes Gore, 39% choose Bradley.



### ***Congressional Race Tight***

The Democrats now hold a very slight lead in the race for control of Congress: 47% of registered voters say, if the election was held today, they would vote for the Democratic candidate from their district; 44% would vote for the Republican. Democrats held a slightly bigger lead in October (49%-43%). Among the Republican Party's biggest supporters are men — particularly white men and those under 30 — white evangelical Protestants and high-income voters. Among the Democrats' most solid backers are blacks, women under age 30 and low-income voters.

The gender gap on congressional preference has widened substantially in recent months. In October 1999, men narrowly preferred Republicans over Democrats (47%-45%) while women chose Democrats over Republicans by a margin of 54%-39%. This month, men are leaning much more heavily toward the GOP — 53% vs. 39%. Women's preferences remain largely unchanged (37% Republican, 54% Democratic).

	--- Oct '99 ---		--- Feb '00 ---	
	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>
	%	%	%	%
Republican	47	39	53	37
Democrat	45	54	39	54
Undecided	<u>8</u>	<u>7</u>	<u>8</u>	<u>9</u>
	100	100	100	100

\* Based on registered voters; includes leaners.

### ***More Attention to Presidential Campaign***

Attention to the presidential campaign is continuing to increase. More than six-in-ten (62%) Americans are paying some attention to the campaign, up from the 53% who were doing so only a month ago. The percentage of Americans who are following the 2000 election very closely has jumped to 26% this month from 19% in January.

Republicans are more attentive to the campaign than either Democrats or Independents. Among Republicans, 34% say they are paying very close attention to election news, compared to 22% of Democrats and 23% of Independents.

	<u>Very Closely</u>	<u>Fairly Closely</u>
	%	%
<i>News about 2000 presidential election ...</i>		
February 2000	26	36
January 2000	19	34
December 1999	16	36
October 1999	17	32
September 1999	15	31
July 1999	15	38
June 1999	11	25
<i>News about GOP candidates ...</i>		
January 1996	10	34
<i>News about Democratic candidates ...</i>		
January 1992	11	25

Women are not following campaign news as closely as men. Fully 29% of men are watching this story very closely compared to 22% of women. Young women, in particular, are not closely following the campaign. College-educated Americans are among the most attentive to campaign news, with 40% following very closely. Reflecting their gender and education profiles, Internet users are watching the 2000 campaign very closely. Fully 31% of those who go online are following election news very closely compared to only 20% of those who do not go online.

The New Hampshire primaries, however, have not garnered as much attention as the overall presidential campaign. Only 18% of Americans say they paid very close attention to the Granite State's primaries; 27% paid fairly close attention. Less than half of the Pew Research Center's respondents could name the winners of either race. Only 41% knew, without prompting, that John McCain won the Republican primary in New Hampshire. Slightly more, 46%, were aware that Al Gore won the Democratic primary. This is far less than the 62% who correctly named Pat Buchanan as the winner of the 1996 Republican primary in New Hampshire in surveys four years ago.

More Republicans than Democrats knew the winner of the GOP primary. Just over half (54%) of Republicans could name McCain as the GOP winner, compared to 38% of Democrats. Additionally, Republicans were slightly more likely than Democrats to know that Gore had won the Democratic primary (53% vs. 49%).

***Hillary Interest Ebbing?***

Even though Hillary Clinton recently announced her candidacy for the U.S. Senate in New York, interest in her campaign has fallen somewhat since last summer. Only 15% are watching that story very closely compared to 21% in July 1999. Democrats are slightly more interested than Republicans in the first lady's race: 22% of Democrats are paying very close attention to Clinton's Senate bid, against 16% of Republicans and 10% of Independents. Senior citizens are also more interested in the New York Senate race than younger Americans. A quarter of those over age 65 are paying close attention to this story compared to only 9% of those under age 30.

A strong majority of the public approves of the amount of news coverage the media has devoted to the presidential campaign. Fully 63% consider the coverage to be the right amount, an increase of 14 percentage points since the question was last asked in September. Only 22% say there is too much campaign coverage, down somewhat from September when 28% gave that answer.

<b>Enough Coverage?</b>		
	Sept 1999	Feb 2000
<i>Media coverage of campaign is ...</i>	%	%
Too Much	28	22
Too Little	14	10
Right Amount	49	63
Don't know/Refused	<u>9</u>	<u>5</u>
	100	100

***Elian Top News Story***

While attention to the 2000 presidential election is increasing, the plight of 6-year-old Elian Gonzalez tops the news interest index for the second month in a row. Fully 37% are following this story very closely, similar to last month's 39%.

Older Americans and blacks register strong interest in this story. Almost half (49%) of senior citizens are paying very close attention to this story; 24% of those under age 30 are doing so. Among African-Americans, 44% are very closely tuned into the story whereas 36% of whites report showing this level of interest.

The crash of an Alaska Airlines jet near Los Angeles is another story that garners strong interest. More than a third (35%) are following this story very closely, slightly more than the 30% who paid very close attention to the crash of an EgyptAir jet off the coast of New England last December. Interest was also higher in the Alaska Airlines crash than that of an American Airlines disaster last summer in Arkansas, when only 19% followed the story very closely.

Not surprisingly, Westerners are more interested in the Alaska Airlines crash than Americans living in other regions. More than half (53%) of Westerners have followed this story very closely compared to 28% of those in the South and the Midwest.

Another domestic story, the Super Bowl, received very close attention from almost a third (31%) of Americans, with younger men showing the strongest interest. About half (49%) of men under age 30 were very closely watching that story, compared to a quarter of women (26%) in the same age group and 36% of men age 50 and over.

News about the computer hackers who attacked online commerce sites received relatively little attention. Only 18% of Americans followed this story very closely, nearly the same percentage that is paying very close attention to the controversy over flying the Confederate flag over the South Carolina capitol (19%). Of those who go online, a quarter say they paid very close attention to the hackers story, compared to 11% of those who don't go online.

<b>Attention to Airline Crashes</b>	
	Following "very closely" %
TWA crash near New York, 7/96	69
United Airlines crash in Iowa, 8/89	53
<b>Alaska Airlines crash near Los Angeles, 2/00</b>	<b>35</b>
Colombia airliner crash near New York City, 2/90	33
EgyptAir crash near New England, 12/99	30
American Airlines crash in Arkansas, 6/99	19
Swiss Air crash near Nova Scotia, 9/98	19

The suspension of baseball player John Rocker gained the very close attention of 16% of the public. Roughly one-in-five men (21%) say they followed this story very closely compared to 11% of women. And 23% of blacks report paying very close attention, compared to only 14% of whites.

In international news, the furor over the inclusion of a right-wing political party in a governing coalition in Austria received the least attention of any story tested this month. Only 7% say they followed this story very closely. Among men age 50 and older, 14% paid very close attention to this story, compared to 7% of women in the same age group and 6% of men under age 30.

***Don't Tax Internet Purchases***

Americans do not want Internet purchases taxed. When asked if there should be a sales tax on items bought over the Internet, a majority (52%) say no. That opposition increases to 60% when it is pointed out that there are currently no sales taxes on Internet purchases.

Online users, especially those who have bought goods over the Internet, are particularly opposed to such taxes. Fully 63% of those who go online say that Internet purchases should not be taxed; 39% of those who do not go online agree. And of those who have made online buys, 71% do not want a sales tax. Interestingly, roughly half (52%) of online users report they have made a purchase over the Internet.

<b>Taxes on the Internet?</b>			
	<u>Yes</u>	<u>No</u>	<u>DK</u>
	%	%	%
Should there be a sales tax on Internet purchases?	38	52	10=100
There are currently no sales taxes on Internet purchases.			
Should the laws be changed to tax Internet purchases?	27	60	13=100

**PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"**

	Rescued Cuban <u>Boy</u> %	Alaska Airlines <u>Crash</u> %	The Super <u>Bowl</u> %	2000 Presidential <u>Elections</u> %	Confederate Flag <u>Debate</u> %	New Hampshire <u>Primaries</u> %	Computer Hackers <u>Online</u> %	John Rocker <u>Suspension</u> %	Hillary's Senate <u>Run</u> %	Austria Government <u>Controversy</u> %	(N)
<b>Total</b>	37	35	31	26	19	18	18	16	15	7	(1330)
<b>Sex</b>											
Male	36	34	38	29	22	20	20	21	17	9	(664)
Female	38	36	25	22	16	16	16	11	13	5	(666)
<b>Race</b>											
White	36	35	30	26	17	19	17	14	13	7	(1084)
Black	44	30	38	22	34	15	23	23	26	5	(135)
<b>Age</b>											
Under 30	24	21	36	18	14	11	15	13	9	4	(266)
30-49	36	34	29	24	18	15	19	15	13	5	(552)
50+	46	44	30	31	23	26	19	18	22	10	(495)
<b>Education</b>											
College Grad.	36	38	30	40	19	28	21	18	18	8	(429)
Some College	35	35	33	26	21	20	22	17	16	7	(332)
High School Grad.	38	33	32	19	17	14	15	14	13	5	(440)
<H.S. Grad.	40	32	29	15	20	10	14	15	14	8	(123)
<b>Region</b>											
East	42	35	27	30	17	27	22	21	22	10	(265)
Midwest	41	28	34	23	14	16	17	10	12	4	(335)
South	36	28	32	23	25	15	17	17	16	6	(455)
West	30	53	32	28	15	17	18	15	11	8	(275)
<b>Party ID</b>											
Republican	36	34	33	34	18	23	18	16	16	6	(364)
Democrat	40	38	34	22	21	17	18	17	22	6	(400)
Independent	35	32	28	23	18	18	17	14	10	7	(459)
<b>Internet User</b>											
Yes	34	33	33	31	19	21	25	18	15	7	(745)
No	40	36	29	20	19	15	11	13	15	6	(585)

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?

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

## PRESIDENTIAL PREFERENCE BY DEMOGRAPHIC GROUPS\*

(Based on Registered Voters)

	<u>Gore</u>	<u>McCain</u>	<u>Undecided</u>	<u>(N)</u>
	%	%	%	
<b>Total</b>	41	49	10=100	(971)
<b>Sex</b>				
Male	31	58	11	(472)
Female	49	41	10	(499)
<b>Race</b>				
White	36	54	10	(811)
Non-white	69	19	12	(144)
<b>Sex and Race</b>				
White Men	27	63	10	(392)
White Women	44	46	10	(419)
<b>Age</b>				
Under 30	54	40	6	(132)
30-49	39	50	11	(402)
50-64	38	50	12	(232)
65+	35	53	12	(196)
<b>Sex and Age</b>				
Men Under 50	33	56	11	(264)
Women Under 50	53	39	8	(270)
Men 50+	28	60	12	(205)
Women 50+	45	43	12	(223)
<b>Education</b>				
College Grad.	37	58	5	(361)
Some College	41	51	8	(271)
H. S. Grad.& Below	43	42	15	(338)
<b>Family Income</b>				
\$75,000+	33	60	7	(182)
\$50,000-\$74,999	40	54	6	(170)
\$30,000-\$49,999	40	51	9	(243)
\$20,000-\$29,999	40	51	9	(120)
<\$20,000	55	28	17	(132)

\* Includes leaners

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

Continued ...

	<u>Gore</u>	<u>McCain</u>	<u>Undecided</u>	<u>(N)</u>
	%	%	%	
<b><i>Total</i></b>	41	49	10=100	(971)
<b><i>Region</i></b>				
East	41	49	10	(191)
Midwest	40	50	10	(254)
South	43	44	13	(329)
West	37	56	7	(197)
<b><i>Community Size</i></b>				
Large City	48	41	11	(190)
Suburb	39	49	12	(233)
Small City/Town	42	50	8	(325)
Rural Area	35	52	13	(210)
<b><i>Party ID</i></b>				
Republican	8	86	6	(287)
Democrat	79	17	4	(315)
Independent	34	52	14	(307)
Men	29	57	14	(171)
Women	40	45	15	(136)
<b><i>Marital Status</i></b>				
Married	37	55	8	(594)
Men	29	62	9	(319)
Women	45	47	8	(275)
Unmarried	46	41	13	(377)
Men	35	50	15	(153)
Women	53	35	12	(224)

## TREND IN PRESIDENTIAL TRIAL HEAT\*

(Based on Registered Voters)

	----- December 1999 -----			----- February 2000 -----			Change in Gore
	<u>Gore</u>	<u>Bush</u>	<u>Undecided</u>	<u>Gore</u>	<u>Bush</u>	<u>Undecided</u>	
	%	%	%	%	%	%	
<b>Total</b>	40	55	5=100	45	46	9=100	+5
<b>Sex</b>							
Male	37	57	6	40	50	10	+3
Female	43	52	5	50	43	7	+7
<b>Race</b>							
White	38	58	4	42	50	8	+4
Non-white	58	35	7	66	25	9	+8
<b>Sex and Race</b>							
White Men	34	60	6	36	54	10	+2
White Women	40	55	5	47	46	7	+7
<b>Age</b>							
Under 30	47	52	1	43	52	5	-4
30-49	38	58	4	42	49	9	+4
50-64	41	54	5	50	38	12	+9
65+	40	50	10	48	44	8	+8
<b>Sex and Age</b>							
Men under 50	39	57	4	38	53	9	-1
Women under 50	42	55	3	48	6	+4	
Men 50+	36	56	8	41	47	12	+5
Women 50+	44	49	7	57	35	8	+13
<b>Education</b>							
College Grad.	37	57	6	44	49	7	+7
Some College	42	54	4	46	46	8	+4
H.S. Grad & Below	41	53	6	46	44	10	+5
<b>Family Income</b>							
\$75,000+	30	66	4	41	52	8	+11
\$50,000-\$74,999	39	58	3	44	48	8	+5
\$30,000-\$49,999	40	56	4	45	48	7	+5
\$20,000-\$29,999	55	40	5	47	49	4	-8
<\$20,000	51	45	4	48	41	11	-3

\* Includes leaners

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 -----			Change in Gore
	<u>Gore</u>	<u>Bush</u>	<u>Undecided</u>	<u>Gore</u>	<u>Bush</u>	<u>Undecided</u>	
	%	%	%	%	%	%	
<b>Total</b>	40	55	5=100	45	46	9=100	+5
<b>Region</b>							
East	44	53	3	46	43	11	+2
Midwest	42	52	6	45	46	9	+3
South	35	58	7	46	47	7	+11
West	42	55	3	43	48	9	+1
<b>Community Size</b>							
Large City	47	49	4	51	43	6	+4
Suburb	38	56	6	45	43	12	+7
Small City/Town	39	56	5	47	45	8	+8
Rural Area	38	57	5	38	55	7	0
<b>Party ID</b>							
Republican	8	90	2	9	87	4	+1
Democrat	73	24	3	83	14	3	+10
Independent	36	56	8	40	45	15	+4
Men	35	57	8	37	46	17	+2
Women	37	55	8	44	44	12	+7
<b>Marital Status</b>							
Married	33	62	5	41	50	9	+8
Men	31	64	5	38	52	10	+7
Women	35	61	4	44	49	7	+9
Not married	51	43	6	51	40	9	0
Men	48	46	6	41	47	12	-7
Women	54	41	5	57	36	7	+3

## TREND IN REPUBLICAN PRESIDENTIAL NOMINATION\*

(Based on Registered Republicans/Lean Republican)

	----- January 2000 -----			----- February 2000 -----			Change in McCain
	<u>Bush</u> %	<u>McCain</u> %	<u>Other/ Undecided+</u> %	<u>Bush</u> %	<u>McCain</u> %	<u>Other/ Undecided+</u> %	
<b>Total</b>	69	17	14=100	62	30	8=100	+13
<b>Sex</b>							
Male	68	19	13	63	29	8	+10
Female	71	15	14	61	30	9	+15
<b>Race</b>							
White	69	17	14	62	29	9	+12
<b>Sex and Race</b>							
White Men	67	20	13	63	28	9	+8
White Women	71	14	15	60	31	9	+17
<b>Age</b>							
Under 50	67	18	15	65	26	9	+8
50+	72	16	12	57	35	8	+19
<b>Sex and Age</b>							
Men under 50	68	19	13	61	29	10	+10
Women under 50	66	16	18	22	7	+6	
Men 50+	67	19	14	65	30	5	+11
Women 50+	80	11	9	48	40	12	+29
<b>Education</b>							
College Grad.	73	16	11	55	34	11	+18
Some College	63	21	16	59	33	8	+12
H. S. Grad. & Below	71	15	14	70	23	7	+8
<b>Family Income</b>							
Under \$50,000	65	17	18	61	29	10	+12
\$50,000+	73	18	9	63	31	6	+13

\* Includes leaners

+ "Other" category includes other candidates running at the time of the survey.

Question: Now I am going to read you the names of some possible candidates for the Republican nomination for President in 2000. AFTER I READ ALL THE NAMES, please tell me which one you would most like to see nominated as the Republican Party's candidate for President? (READ AND ROTATE) Well as of today, to whom do you most lean?

Continued ...

	----- January 2000 -----			----- February 2000 -----			Change in <u>McCain</u>
	<u>Bush</u>	<u>McCain</u>	<u>Other/ Undecided+</u>	<u>Bush</u>	<u>McCain</u>	<u>Other/ Undecided+</u>	
	%	%	%	%	%	%	
<b>Total</b>	69	17	14=100	62	30	8=100	+13
<b>Region</b>							
East	65	22	13	54	38	8	+16
Midwest	70	8	22	60	32	8	+24
South	71	19	10	72	22	6	+3
West	--	--	--	58	28	14	--
<b>Community Size</b>							
Large City	--	--	--	--	--	--	--
Suburb	71	16	13	63	26	11	+10
Small City/Town	65	20	15	56	36	8	+16
Rural Area	72	12	16	63	28	9	+16
<b>Party ID</b>							
Republican	73	15	12	67	24	9	+9
Democrat	--	--	--	--	--	--	--
Independent	55	25	20	52	42	6	+17
<b>Marital Status</b>							
Married	68	18	14	59	30	11	+12
Men	67	19	14	61	28	11	+9
Women	69	16	15	56	33	11	+17
Not married	73	15	12	67	29	4	+14
Men	--	--	--	--	--	--	--
Women	--	--	--	--	--	--	--

## DEMOCRATIC NOMINATION PREFERENCE BY DEMOGRAPHICS\*

(Based on Registered Democrats/Lean Democrat)

	<u>Gore</u>	<u>Bradley</u>	<u>Undecided</u>
	%	%	%
<b><i>Total</i></b>	65	28	7=100
<b><i>Sex</i></b>			
Male	59	34	7
Female	68	24	8
<b><i>Race</i></b>			
White	63	31	6
Non-white	71	19	10
<b><i>Sex and Race</i></b>			
White Men	55	39	6
White Women	67	26	7
<b><i>Age</i></b>			
Under 50	62	30	8
50 +	68	26	6
<b><i>Sex and Age</i></b>			
Men Under 50	60	35	5
Women Under 50	63	27	10
Men 50+	58	33	9
Women 50+	75	21	4
<b><i>Education</i></b>			
College Grad.	60	32	8
Some College	62	30	8
H. S. Grad. & Below	69	24	7
<b><i>Family Income</i></b>			
\$75,000+	56	32	12
\$50,000-\$74,999	69	28	3
\$30,000-\$49,999	67	29	4
<\$30,000	69	26	5

\* Includes leaners

Question: There are now two candidates for the Democratic nomination for President in 2000, Al Gore and Bill Bradley. Please tell me which one you would most like to see nominated as the Democratic Party's candidate for President? Well as of today, to whom do you most lean?

**Continued ...**

	<u>Gore</u>	<u>Bradley</u>	<u>Undecided</u>
	%	%	%
<b><i>Total</i></b>	65	28	7=100
<b><i>Region</i></b>			
East	62	27	11
Midwest	70	25	5
South	65	27	8
West	58	35	7
<b><i>Community Size</i></b>			
Large City	60	28	12
Suburb	71	25	4
Small City/Town	65	31	4
Rural Area	63	27	10
<b><i>Party ID</i></b>			
Republican	--	--	--
Democrat	68	24	8
Independent	54	40	6
<b><i>Marital Status</i></b>			
Married	66	26	8
Men	63	29	8
Women	69	23	8
Unmarried	63	31	6
Men	53	42	5
Women	67	26	7

## DEMOCRATIC NOMINATION PREFERENCE BY DEMOGRAPHICS\*

(Based on Registered Voters)

	---- October 1999 ----			---- February 2000 ----		
	<u>Republican</u>	<u>Democratic</u>	<u>Undecided</u>	<u>Republican</u>	<u>Democratic</u>	<u>Undecided</u>
	%	%	%	%	%	%
<b>Total</b>	43	49	8=100	44	47	9=100
<b>Sex</b>						
Male	47	45	8	53	39	8
Female	39	54	7	37	54	9
<b>Race</b>						
White	48	44	8	49	42	9
Non-white	17	80	3	17	75	8
<b>Sex and Race</b>						
White Men	51	40	9	58	34	8
White Women	44	48	8	41	49	10
<b>Age</b>						
Under 30	40	53	7	48	48	4
30-49	47	47	6	47	44	9
50-64	38	52	10	35	50	15
65+	42	49	9	46	47	7
<b>Sex and Age</b>						
Men Under 50	50	43	7	56	36	8
Women Under 50	40	55	5	40	53	7
Men 50+	43	48	9	49	42	9
Women 50+	38	52	10	33	54	13
<b>Education</b>						
College Grad.	46	49	5	49	45	6
Some College	46	46	8	44	49	7
H. S. Grad.& Below	39	52	9	41	47	12
<b>Family Income</b>						
\$75,000+	49	45	6	53	41	6
\$50,000-\$74,999	50	45	5	46	47	7
\$30,000-\$49,999	43	49	8	47	46	7
\$20,000-\$29,999	33	59	8	50	46	4
<\$20,000	35	58	7	30	55	15

\* Includes leaners

Question: 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?  
As of TODAY, do you LEAN more to the Republican or the Democrat?

Continued ...

	---- October 1999 ----			---- February 2000 ----		
	<u>Republican</u>	<u>Democratic</u>	<u>Undecided</u>	<u>Republican</u>	<u>Democratic</u>	<u>Undecided</u>
	%	%	%	%	%	%
<b>Total</b>	43	49	8=100	44	47	9=100
<b>Region</b>						
East	42	48	10	47	44	9
Midwest	41	51	8	46	43	11
South	44	50	6	41	49	10
West	45	48	7	45	50	5
<b>Community Size</b>						
Large City	30	63	7	37	54	9
Suburb	47	46	7	45	48	7
Small City/Town	42	49	9	44	47	9
Rural Area	52	41	7	51	39	10
<b>Party ID</b>						
Republican	92	5	3	94	5	1
Democrat	5	93	2	8	90	2
Independent	41	45	14	41	43	16

## **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 1,330 adults, 18 years of age or older, during the period February 9-14, 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=661) or Form 2 (N=669), the sampling error is plus or minus 5 percentage points. For results based on registered voters (N=971), 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**  
**FEBRUARY 2000 NEWS INTEREST INDEX**  
**—FINAL TOPLINE—**  
**February 9-14, 2000**  
**N=1,330**

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>
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>
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

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; ITEM a SHOULD ALWAYS COME BEFORE ITEM b]**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK (VOL)</u>
<b>ASK ALL:</b>					
a.	News about candidates for the 2000 presidential election				
	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
b.	The primaries in New Hampshire				
	18	27	26	29	*=100
	February, 1996 <sup>2</sup>				
	22	35	20	23	*=100
	February, 1992 <sup>3</sup>				
	19	31	26	23	1=100
	February, 1992 <sup>4</sup>				
	19	31	26	24	*=100
c.	The controversy over the new government in Austria that includes a right-wing political party				
	7	14	23	55	1=100
d.	The debate about flying the Confederate flag over the state capitol in South Carolina				
	19	29	24	27	1=100
e.	The Super Bowl				
	31	22	15	32	0=100
	February, 1990				
	22	22	19	37	0=100
f.	The crash of an Alaskan Airlines jet near Los Angeles				
	35	40	17	8	*=100
g.	Hillary Clinton's U.S. Senate campaign in New York <sup>5</sup>				
	15	31	27	26	1=100
	July, 1999				
	21	37	26	15	1=100
	June, 1999				
	14	32	31	22	1=100
	February, 1999				
	19	35	24	21	1=100

<sup>2</sup> In 1996, the category was worded: "The Republican primary in New Hampshire."

<sup>3</sup> In 1992, the category was worded: "The Republican primary in New Hampshire."

<sup>4</sup> In 1992, the category was worded: "The Democratic primary in New Hampshire."

<sup>5</sup> In 1999, the category was worded: "Reports that Hillary Clinton might run for the U.S. Senate."

**Q.3 CONTINUED ...**

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK (VOL)</u>
h.	The suspension of baseball player John Rucker for remarks he made about minorities during a magazine interview	16	27	23	34	*=100
i.	The debate over whether a 6-year-old boy rescued at sea should be returned to his father in Cuba	37	41	15	6	1=100
	January, 2000	39	38	14	8	1=100
j.	Computer hackers who attacked Yahoo and other commerce sites on the Internet	18	30	26	25	1=100

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

**ASK FORM 1 ONLY [N=661]:**

Q.4F1 Do you happen to know which Republican candidate won the New Hampshire primary?

		<u>Feb 1996</u>
41	John McCain ( <i>correct</i> )	62 Buchanan ( <i>correct</i> )
14	Other answer (NET)	10
13	George W. Bush	n/a
*	Steve Forbes	n/a
*	Alan Keyes	n/a
0	Gary Bauer	n/a
1	Other mention	n/a
<u>45</u>	Don't know/Refused ( <b>VOL</b> )	<u>28</u>
100		100

**ASK FORM 2 ONLY [N=669]:**

Q.5F2 Do you happen to know which Democratic candidate won the New Hampshire primary?

46	Al Gore ( <i>correct</i> )
3	Bill Bradley
5	Other
<u>46</u>	Don't Know/Refused ( <b>VOL</b> )
100	

**ASK FORM 1 ONLY [N=661]:**

Q.6F1 Do you happen to know in what year the next United States census will be taken?

52	2000/this year ( <i>correct</i> )
10	Other answer
<u>38</u>	Don't know/Refused ( <b>VOL</b> )
100	

**ASK FORM 2 ONLY [N=669]:**

Q.7F2 Do you happen to know if the federal government is spending MORE money than it is taking in this year, or spending LESS money than it is taking in?

		<u>Aug 1999</u>	<u>Feb 1989</u>
34	Spending more than it is taking in	41	81
29	Spending less than it is taking in	31	6
1	<b>(DO NOT READ)</b> About equal	1	3
<u>36</u>	Don't know/Refused	<u>27</u>	<u>10</u>
100		100	100

**ASK ALL:**

Q.8 In politics today, do you consider yourself a Republican, Democrat or Independent?

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>(VOL) No Preference</u>	<u>(VOL) Other Party</u>	<u>Don't know</u>
February, 2000	27	30	34	6	1	2=100
Late September, 1999	24	31	36	5	1	3=100
August, 1999	25	33	37	3	*	2=100
November, 1997	25	32	38	3	*	2=100
June, 1996	30	33	34	2	*	1=100
February, 1996	30	32	32	3	1	2=100
October, 1995	30	30	35	3	*	2=100
April, 1995	30	29	37	3	*	1=100
March, 1995	35	28	32	--	2	3=100
February, 1995	33	30	33	--	2	2=100
December, 1994	35	31	30	--	2	2=100
November, 1994	28	31	35	4	*	2=100
October, 1994	31	32	33	3	*	1=100
Early October, 1994	33	30	32	-	2	3=100
July, 1994	29	33	35	2	*	1=100
June, 1992	28	32	36	1	*	3=100
May, 1990	28	33	28	9	*	2=100
February, 1989	31	38	23	7	*	1=100
May, 1988	28	38	26	6	*	2=100
January, 1988	27	39	26	6	*	2=100
May, 1987	25	37	28	8	*	2=100

**IF ANSWERED 3, 4, 5 OR 9 IN Q.8, ASK [N=566]:**

Q.8a As of today do you lean more to the Republican Party or more to the Democratic Party?

31	Republican
32	Democrat
<u>37</u>	Other/Don't know/Refused <b>(VOL)</b>
100	

**IF ANSWERED "1" REPUBLICAN IN Q.8 OR Q.8a, ASK:**

Q.9 Now I am going to read you the names of some possible candidates for the Republican nomination for President in 2000. AFTER I READ ALL THE NAMES, please tell me which one you would most like to see nominated as the Republican party's candidate for President? **(PROBE: PLEASE WAIT UNTIL I READ THE ENTIRE LIST OF NAMES BEFORE YOU RESPOND.) (READ AND ROTATE)**

Q.9a Well as of today, to whom do you most lean?

**BASED ON REGISTERED REPUBLICANS/LEAN REPUBLICAN [N=412]:**

		Jan 2000	Dec 1999	Oct 1999	Sept 1999	July 1999	Dec 1998
62	George W. Bush/Lean Bush	69	64	63	56	60	57
30	John McCain/Lean McCain	17	17	10	6	4	4
6	Alan Keyes/Lean Keyes	2	3	1	2	n/a	n/a
1	None of them (VOL)	1	3	3	3	1	5
<u>1</u>	Don't know/Refused (VOL)	3	3	3	4	2	5
100							

**IF ANSWERED "1" GEORGE W. BUSH OR "2" JOHN McCAIN IN Q.9 OR Q.9a, ASK:**

Q.10 What do you like most about (INSERT FROM Q.9 OR Q.9a), his personality, his leadership ability, his experience or his stand on issues?

**BASED ON REGISTERED REPUBLICANS/LEAN REPUBLICAN WHO CHOSE BUSH OR MCCAIN IN Q.9/9a:**

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	Stand on <u>Issues</u>	<u>DK/Ref</u>	
George W. Bush	10	29	16	40	5=100	(N=243)
John McCain	14	17	16	50	3=100	(N=134)

**IF ANSWERED "1" GEORGE W. BUSH OR "3" ALAN KEYES IN Q.9 OR Q.9a, ASK:**

Q.11 What do you like LEAST about John McCain, his personality, his leadership ability, his experience or his stand on issues?

**BASED ON REGISTERED REPUBLICANS/LEAN REPUBLICAN WHO DID NOT CHOOSE MCCAIN IN Q.9/9a:**

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	Stand on <u>Issues</u>	<u>DK/Ref</u>	
John McCain	23	6	9	38	24=100	(N=266)

**IF ANSWERED "2" JOHN McCAIN OR "3" ALAN KEYES IN Q.9 OR Q.9a, ASK:**

Q.12 What do you like LEAST about George W. Bush, his personality, his leadership ability, his experience or his stand on issues?

**BASED ON REGISTERED REPUBLICANS/LEAN REPUBLICAN WHO DID NOT CHOOSE BUSH IN Q.9/9a:**

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	Stand on <u>Issues</u>	<u>DK/Ref</u>	
George W. Bush	34	11	14	27	14=100	(N=157)

**NO QUESTION 13 OR 14**



**IF ANSWERED "2" DEMOCRAT IN Q.8 or Q.8a, ASK:**

- Q.15 There are now two candidates for the Democratic nomination for President in 2000, Al Gore and Bill Bradley. Please tell me which one you would most like to see nominated as the Democratic party's candidate for President?
- Q.15a Well as of today, to whom do you most lean?

**BASED ON REGISTERED DEMOCRATS/LEAN DEMOCRAT [N=446]:**

		Jan 2000	Dec 1999	Oct 1999	Sept 1999	July 1999
65	Al Gore/Lean Gore	68	53	60	58	65
28	Bill Bradley/Lean Bradley	24	38	31	32	29
3	None of them (VOL)	4	4	5	5	2
<u>4</u>	Don't know/Refused (VOL)	<u>4</u>	<u>5</u>	<u>4</u>	<u>5</u>	<u>4</u>
100		100	100	100	100	100

**IF ANSWERED "1" AL GORE OR "2" BILL BRADLEY IN Q.15 OR 15a, ASK:**

- Q.16 What do you like most about (INSERT FROM Q.15 OR Q.15a), his personality, his leadership ability, his experience or his stand on issues?

**BASED ON REGISTERED DEMOCRATS/LEAN DEMOCRAT WHO CHOSE GORE OR BRADLEY IN Q15/Q15a:**

		Personality	Leadership	Experience	Stand on Issues	DK/Ref
Al Gore		11	15	38	33	3=100 (N=284)
	October, 1999	6	15	28	45	6=100
Bill Bradley		9	18	12	52	9=100 (N=129)
	October, 1999	21	16	5	53	5=100

- Q.17 What do you like LEAST about (INSERT NAME NOT CHOSEN IN Q.15 OR Q.15a), his personality, his leadership ability, his experience or his stand on issues?

**BASED ON REGISTERED DEMOCRATS/LEAN DEMOCRAT WHO CHOSE GORE OR BRADLEY IN Q15/Q15a:**

		Personality	Leadership	Experience	Stand on Issues	DK/Ref
Al Gore		39	16	5	31	9=100 (N=129)
	October, 1999	27	29	11	23	10=100
Bill Bradley		22	11	16	26	25=100 (N=284)
	October, 1999	17	5	19	15	44=100

**ASK ALL:**

Q.18 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?

		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>
13	Excellent	13	7	16	12	10	12	11
50	Good	44	35	45	45	44	51	45
25	Only fair	29	42	25	27	33	28	32
7	Poor	11	14	10	11	10	6	7
<u>5</u>	Don't know/Refused	<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

Q.19 How have you been getting most of your news about the presidential election campaign? From television, from newspapers, from radio, from magazines or from the Internet? (**ACCEPT TWO ANSWERS. IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE.**) Any others?<sup>6</sup>

		Jan <u>2000</u>	Sept <u>1996</u>	April <u>1996</u>	Feb <u>1996</u>	Sept <u>1992</u>	Jun <u>1992</u>	May <u>1992</u>	March <u>1992</u>	Feb <u>1992</u>
73	Television	75	75	81	85	83	84	86	83	80
33	Newspapers	31	44	48	56	49	55	51	48	49
15	Radio	12	14	21	21	13	18	17	14	18
2	Magazines	3	5	6	5	5	7	6	4	4
7	Internet	6	2	2	2	n/a	n/a	n/a	n/a	n/a
2	Other	3	2	3	1	4	4	3	3	3
1	Don't know/Refused	1	1	1	1	1	*	1	*	1

**IF RESPONDENT ANSWERED '1' TELEVISION IN Q.19, ASK:**

Q.19a Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from cable news networks such as CNN and MSNBC?<sup>7</sup> (**ACCEPT TWO ANSWERS; DO NOT PROBE**)

**BASED ON TOTAL RESPONDENTS:**

		Jan <u>2000</u>	Sept <u>1996</u>	April <u>1996</u>
20	Network	24	29	39
28	Local	25	31	34
30	Cable	31	25	23
2	Other (VOL)	1	1	2
1	Don't know/Refused	1	1	1

<sup>6</sup> In 1996, the "Internet" category was worded "computer on-line sources."

<sup>7</sup> In 1996, the question was worded: "Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from CNN?"

**ASK ALL:**

Q.20 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?

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

Q.21F1/25F2 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?

Q.21aF1/25aF2 Do you support (INSERT CHOICE FROM Q.21/25) strongly or only moderately?

Q.21bF1/25bF2 As of TODAY, do you LEAN more to Gore, the Democrat or Bush, the Republican?

**BASED ON REGISTERED VOTERS [N=971]:**

		Dec <u>1999</u>	Oct <u>1999</u>	Sept <u>1999</u>	July <u>1999</u>	March <u>1999</u> <sup>8</sup>	Jan <u>1999</u>	Early Sept <u>1998</u>
45	Gore/Lean Gore	40	44	39	42	41	44	40
18	Strongly	-	-	-	-	-	-	-
26	Moderately	-	-	-	-	-	-	-
1	DK/Refused	-	-	-	-	-	-	-
46	Bush/Lean Bush	55	51	54	53	54	50	53
19	Strongly	-	-	-	-	-	-	-
27	Moderately	-	-	-	-	-	-	-
*	DK/Refused	-	-	-	-	-	-	-
<u>9</u>	Undecided/Other/Don't know	<u>5</u>	<u>5</u>	<u>7</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>7</u>
100		100	100	100	100	100	100	100

Q.22F1/24F2 Suppose the 2000 presidential election were being held TODAY, and the candidates were Al Gore, the Democrat and John McCain, the Republican. Who would you vote for?

Q.22aF1/24aF2 Do you support (INSERT CHOICE FROM Q. 22/24) strongly or only moderately?

Q.22bF1/24bF2 As of TODAY, do you LEAN more to Gore, the Democrat or McCain, the Republican?

**BASED ON REGISTERED VOTERS [N=971]**

41	Gore/Lean Gore
17	Strongly
24	Moderately
*	DK/Refused
49	McCain/Lean McCain
14	Strongly
34	Moderately
1	DK/Refused
<u>10</u>	Don't know/Refused (VOL)
100	

**NO QUESTION 23**  
**NO QUESTION 26**

**ASK ALL:**

On a different subject...

Q.27 Do you use a computer at your workplace, at school, or at home on at least an occasional basis?

	<u>Yes</u>	<u>No</u>	<u>DK/Refused</u>
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

**IF "1, YES" (USE A COMPUTER) IN Q.27, ASK:**

Q.28 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>
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

**Q.28 CONTINUED ...**

	<u>Goes Online</u>	<u>Doesn't Go Online</u>	<u>DK/Refused</u>
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 <sup>9</sup>	14	86	*=100

**IF RESPONDENT ANSWERED "1" YES IN Q. 28 ASK:**

Q.28a Do you ever go online to get information on current events, public issues and politics? **IF YES:** How often do you go online for this type of information... everyday, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

**BASED ON TOTAL RESPONDENTS:**

	Nov 1998 <sup>10</sup>	Sept 1996	July 1996	April 1996	March 1996	Feb 1996	Jan 1996
9 Everyday	3	2	1	1	2	1	2
7 3-5 days/week	4	2	3	1	3	2	2
9 1-2 days/week	6	4	4	4	5	4	3
5 Once every few weeks	5	3	3	4	3	3	3
2 Less Often	5	1	2	1	1	2	1
20 No/Never	11	10	10	10	8	9	10
* Don't know/Refused	*	0	0	*	0	0	*
15 PC user, Does not go online	23	34	33	37	39	39	38
<u>33</u> Not a computer user	<u>43</u>	<u>44</u>	<u>44</u>	<u>42</u>	<u>39</u>	<u>40</u>	<u>41</u>
100	100	100	100	100	100	100	100

<sup>9</sup>

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?

<sup>10</sup>

In November 1998, question was asked in a series with several other items. Worded: "Get news and information on..."

**IF RESPONDENT ANSWERED 1,2,3 OR 4 IN Q.28a ASK:**

Q.29 Do you ever go online to get information about the 2000 presidential campaign? **IF YES:** How often do you go online for this type of information... everyday, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

**BASED ON TOTAL RESPONDENTS:**

		Sept <u>1996</u>	July <u>1996</u>	April <u>1996</u>	March <u>1996</u>	Feb <u>1996</u>
3	Everyday	1	*	*	*	*
2	3-5 days/week	1	1	1	1	1
4	1-2 days/week	2	1	1	2	2
2	Once every few weeks	1	1	1	1	1
1	Less Often	*	*	*	*	*
18	No/Never	6	8	7	9	6
*	Don't know/Refused	0	0	*	0	0
22	Does not go online for political/public issues	11	12	11	9	11
15	PC user, Does not go online	34	33	37	39	39
<u>33</u>	Not a computer user	<u>44</u>	<u>44</u>	<u>42</u>	<u>39</u>	<u>40</u>
100		100	100	100	100	100

**ASK FORM 1 ONLY:**

Q.30F1 In your opinion, should there be a sales tax on purchases made on the Internet?

<u>Total</u>	<u>Online Users</u>	
38	31	Yes
52	64	No
<u>10</u>	<u>5</u>	Don't know/Refused ( <b>VOL</b> )
100	100	
(N=661)	(N=380)	

**ASK FORM 2 ONLY:**

Q.31F2 There are currently no sales taxes on purchases made on the Internet. Should the laws be changed to tax Internet purchases, or not?

<u>Total</u>	<u>Online Users</u>	
27	20	Yes, should be changed
60	73	No, should not be changed
<u>13</u>	<u>7</u>	Don't know/Refused ( <b>VOL</b> )
100	100	
(N=669)	(N=365)	

**IF "1, YES" (GO ONLINE) IN Q.28, ASK:**

Q.32 Have you ever purchased goods or services online?

		<b>TREND BASED ON ONLINE USERS</b>			
		Dec	Jan	Nov	June
<u>Total</u>	<u>Online Users</u>	<u>1999</u>	<u>1999</u>	<u>1998</u>	<u>1995</u>
27	52	53	37	32	8
<u>73</u>	<u>48</u>	<u>47</u>	<u>63</u>	<u>68</u>	<u>92</u>
100	100	100	100	100	100
(N=745)					

Now a few more questions about the presidential campaigns...

**IF ANSWERED "1" REPUBLICAN IN Q.8 OR Q.8a, ASK:**

Q.33 As I read a list of phrases, tell me if you think this phrase better describes George W. Bush or John McCain. **(READ AND ROTATE)**

**BASED ON REPUBLICANS/LEAN REPUBLICAN [N=543]:**

		<u>Bush</u>	<u>McCain</u>	<u>(VOL) Neither</u>	<u>(VOL) Both</u>	<u>(VOL) DK/Ref</u>
a.	Would use good judgment in a crisis	52	32	2	6	8=100
b.	Personally likable	61	26	1	8	4=100
c.	Honest and truthful	45	34	6	8	7=100
d.	Has new ideas	41	42	4	3	10=100
e.	Cares about people like me	50	31	5	6	8=100
f.	A strong leader	62	27	2	4	5=100
g.	Can get things done	61	24	1	7	7=100
h.	Well-informed	46	34	2	11	7=100

**IF ANSWERED "2" DEMOCRAT IN Q.8 OR Q.8a, ASK:**

Q.34 As I read a list of phrases, tell me if you think this phrase better describes Al Gore or Bill Bradley. **(READ AND ROTATE)**

**BASED ON DEMOCRATS/LEAN DEMOCRAT [N=586]:**

		<u>Gore</u>	<u>Bradley</u>	<u>(VOL) Neither</u>	<u>(VOL) Both</u>	<u>(VOL) DK/Ref</u>
a.	Would use good judgment in a crisis	59	23	3	6	9=100
b.	Personally likable	52	33	2	6	7=100
c.	Honest and truthful	48	29	5	7	11=100
d.	Has new ideas	47	39	3	3	8=100
e.	Cares about people like me	55	26	4	6	9=100
f.	A strong leader	58	28	4	2	8=100
g.	Can get things done	61	23	3	4	9=100
h.	Well-informed	62	20	2	10	6=100

**ASK ALL:**

Q.35 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 RESPONDENT ANSWERED '3' OR '9' IN Q.35 , ASK:**

Q.35a As of TODAY, do you LEAN more to the Republican or the Democrat?

**BASED ON REGISTERED VOTERS [N=971]:**

	Republican/ <u>Lean Rep.</u>	Democrat/ <u>Lean Dem.</u>	Other/ <u>Undecided</u>
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>11</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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11

Early November 1996 trend based on likely voters.



**ASK ALL:**

Q.36 Looking ahead to the next presidential election, would you like to see a president who offers policies and programs similar to those of the Clinton administration, OR would you like to see a president who offers different policies and programs?

		Aug <u>1999</u>	June <u>1999</u>	Feb <u>1999</u>
41	Policies and programs similar to Clinton Administration	43	43	54
51	Different policies and program	50	50	41
<u>8</u>	Don't know/Refuse	<u>7</u>	<u>7</u>	<u>5</u>
100		100	100	100

Q.37 As you may know, the federal government now has a budget SURPLUS. In your opinion, which ONE of the following should be done with the available money? Should the money be used **(INSERT ITEM; ROTATE ITEMS)**... For a tax cut; to pay off the national debt more quickly; for increased spending on domestic programs such as health, education, and the environment; or to help make the Social Security and Medicare programs financially sound?<sup>12</sup>

	Tax <u>Cut</u>	National <u>Debt</u>	Domestic <u>Programs</u>	Social Security/ <u>Medicare</u>	<b>(VOL)</b> <u>DK/Ref</u>
February, 2000	12	18	24	44	2=100
Mid-January, 1999	14	12	21	50	3=100
Early August, 1998	10	19	29	39	3=100
June, 1998	9	17	28	44	2=100
January, 1998	11	22	33	32	2=100

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<sup>12</sup>

In previous years the question was worded: "If it turns out that the federal government has a budget SURPLUS this year, in your opinion, which ONE of the following should be done with the available money? Should the money be used ..."