

FOR RELEASE: MONDAY, OCTOBER 18, 1999, 9:00 A.M.

CANDIDATE QUALITIES MAY TRUMP ISSUES IN 2000

Also Inside ...

- * A Wobbly Gender Gap.
- * A McCain Boost.
- * Internet News Up.
- * The Uninsured Top HMO Reform.

FOR FURTHER INFORMATION CONTACT:

Andrew Kohut, Director
Kim Parker, Research Director
Greg Flemming, Survey Director
Scott Nolde & Pam Hunter, Survey Analysts
Pew Research Center for The People & The Press

CANDIDATE QUALITIES MAY TRUMP ISSUES IN 2000

Even though Americans say that issues matter most, candidates' personal qualities may be decisive in a campaign without dominant issues. Voters make fine distinctions, however, about what they want to know about candidates personally.

Americans strongly reject press inquiry into most avenues of candidates' private lives, yet at the same time place high priority on knowing certain things about them personally. Fully 82% say it is very important to learn about a candidate's *reputation for honesty*, and almost as many (71%) say the same about getting a sense of *how well they connect with average people*.

Such judgements stand behind the most surprising development in the campaign so far — lack of public support for Al Gore. Criticisms of the vice president's personality and leadership ability are often cited as reasons for *not supporting* him in favor of Republican frontrunner George W. Bush. They are also given by Democrats who prefer his rival Bill Bradley for their party's nomination. In fact, almost as many voters cite Gore's own personal shortcomings (38%) as his ties to Clinton (49%) as a reason for non-support in a two-way match-up with Bush. (See table page 3.)

Candidate criticisms are less often given as reasons for not backing Bush or Bradley. Bush's positions on issues is his big negative, while many voters don't know enough about Bradley at this point to cite a specific reason for not supporting him.

The nationwide Pew Research Center poll, taken after the debut of Gore's more assertive campaign, found that the vice president has pulled marginally closer to Bush in a general election ballot test. He currently trails the Texas governor by 7 percentage points (44% to 51%), compared to an 11-15 percentage point deficit in three previous surveys. The poll did not find Gore losing more ground against Bradley as he had in Pew's September survey. He leads the former NY Knick and New Jersey senator by a margin of 60% to 31% among Democrats and Independents who lean Democratic, compared to 58%-32% a month ago.

What's Not To Like About:*

(Based on Registered Voters)

	<u>Gore</u>	<u>Bush</u>	<u>Bradley</u>
	%	%	%
Personality	26	22	17
Leadership Ability	23	6	5
Experience	8	13	19
Stand on Issues	29	41	15
Don't know	<u>14</u>	<u>18</u>	<u>44</u>
	100	100	100

*Based on registered voters who support the opponent in a general election match-up between Gore and Bush; or who oppose Bradley in a Democratic nomination match-up.

No single issue or group of issues emerge as overarching concerns to voters, and there are few specific policy issues that many voters say they have heard a lot about. Proposals to provide health insurance to the uninsured is one of the few policy problems that has the potential to rouse voters. News interest in recent candidate proposals to deal with this problem ran high, and it tests as one of the few issues that majorities say they would like to hear the candidates discuss, according to the survey of 1,032 adults conducted October 7-11, 1999. The poll has a margin of error of plus or minus 3.5 percentage points.

A 57% majority said they paid attention to news about candidate proposals to extend health insurance to the uninsured — with 24% following very closely and 33% fairly closely. In contrast, overall interest in the campaign remains modest. Just 17% said they paid very close attention to general campaign news and fewer than half followed it at all (49%).

In addition to the interest in health insurance, the poll found a 56% majority saying it is very important to hear about candidate positions on the use of American forces in humanitarian interventions. Many also gave high priority to knowing about a candidate's stand on proposals to shore up Medicare (50%) and whether to privatize some portion of Social Security funds (46%).

A Wobbly Gender Gap

The latest Pew Research Center survey suggests women may be having a harder time than men making up their minds about whom to vote for. Increased support from women accounts for much of Gore's slight gain in the general election match-up over the past month — 50% would vote for Gore today compared to 40% in September. Among men, support for Gore remains unchanged from last month at 37%. Indeed, most of the movement in the contest between Gore and Bush throughout 1999 has been associated with shifts in support among women voters. Support for Gore among women has fluctuated between a 13-point *deficit* to Bush in September and the 5-point lead he enjoys today. In contrast, men have consistently supported Bush over Gore by 12 percentage points or more throughout the year.

Female Indecision*					
<i>Preference</i>	<i>Among women</i>				
	<u>Jan</u>	<u>March</u>	<u>July</u>	<u>Sept</u>	<u>Oct</u>
	%	%	%	%	%
Gore	46	42	46	40	50
Bush	48	52	50	53	45
Other/DK	<u>6</u>	<u>6</u>	<u>4</u>	<u>7</u>	<u>5</u>
	100	100	100	100	100
<i>Preference</i>	<i>Among men</i>				
	<u>Jan</u>	<u>March</u>	<u>July</u>	<u>Sept</u>	<u>Oct</u>
	%	%	%	%	%
Gore	41	40	37	37	37
Bush	53	57	58	56	58
Other/DK	<u>6</u>	<u>3</u>	<u>5</u>	<u>7</u>	<u>5</u>
	100	100	100	100	100

* Based on registered voters

The vice president's marginal gains in the general election match-up with Bush come despite a lack of public enthusiasm for him personally. Only 17% of those who back him like his personality and leadership most. Three-in-ten (29%) say the same of Bush. For both candidates, support in the general election hinges largely on their positions on the issues. Nearly half of Bush supporters and Gore supporters say the candidate's stand on the issues is what they most like (47% for each). More than one-in-four who support Gore like his experience most, compared to 16% of Bush supporters.

	<u>Gore</u>	<u>Bush</u>
	%	%
Personality	5	12
Leadership	12	17
Experience	28	16
Stand on Issues	47	47
Don't know	<u>8</u>	<u>8</u>
	100	100

*Opinions of registered voters who support each candidate in the general election.

Gore's personal image is less of a problem with women than men. Nearly one-in-four women (23%) who would vote for Gore cite either his personality or leadership as the quality they most like about him, compared to just 9% of men who choose leadership and none who cite his personality.

Fatigue Still a Factor

Gore's connection to Clinton continues to challenge his run for the presidency. When asked which factor — Gore's personality and leadership ability or his ties to the Clinton administration — is the more important reason for *not* supporting the vice president, half (49%) say his ties to the administration. Gore's personal qualities are the most important factor for 38% of those who don't support him. On the other hand, 60% of voters who *support* the vice president do so because of his personality and leadership, with half this number (30%) citing ties to the administration.

	<i>Reason for...</i>	
	Supporting	Opposing
	<u>Gore</u>	<u>Gore</u>
	%	%
Ties to administration	30	49
Personality/leadership	60	38
Other/neither	7	8
Don't know	<u>3</u>	<u>5</u>
	100	100

* Based on registered voters' preferences in a general election match-up with Bush.

The impact of Clinton fatigue on Gore's performance with the voters is greatest among Republicans, 61% of whom cite ties to the administration as the more important reason for not voting for Gore. But it is also apparent among Democrats and Independents who favor Bush over Gore: 38% cite ties to Clinton, while 44% point to problems with Gore's personality and leadership.

A Small Boost for McCain

Little has changed over the past month in the races for the Democratic and Republican presidential nominations. Recent news coverage of problems with Gore's campaign has done little to hurt him among Democrats, who continue to support him by a nearly two-to-one margin over Bradley (60% vs. 31%). In the GOP race, Bush maintains a commanding lead over his challengers, with fully 63% of registered Republicans and Independents who lean Republican choosing him as their first choice. Elizabeth Dole follows a distant second, with only 10% saying she is their first choice and 27% their second choice.

In one shift over the past month, a significant gain in support for John McCain has moved him up in the ranks: 22% of registered Republicans choose him as their first or second choice, placing him as a clear third behind Dole.

Ventura Remarks Register

With the exception of Minnesota Governor Jesse Ventura's comments in Playboy magazine, recent political news has captured little public attention. Nearly half of all Americans (47%) say they haven't heard about the proposed debates between Gore and Bradley, although eight-in-ten Democrats (and even 52% of Republicans) would be interested in watching the two debate. Likewise, 47% haven't heard anything about Bush's recent criticisms of Republican Party policies. Roughly one-in-ten have heard a lot about either story.

Only 22% of the public have heard a lot about the possibility that Pat Buchanan may leave the Republican party. One-in-four (24%) have heard a great deal about Dan Quayle dropping out of the primaries — another 52% say they have heard something about Quayle's decision.

Speculation about Warren Beatty entering the race for the White House also failed to garner much attention, with just 21% saying they have heard a lot about it. Only the recent comments of Jesse Ventura on organized religion and other topics stand out in the public's mind — 42% have heard a lot about this story, and another 33% have heard something.

Two Year Low for GOP Approval

Even though Bush's criticism of the efforts by congressional Republicans was not closely followed by the public, in the week following his remarks the job approval for Republican leaders in Congress hit 34% — the lowest approval level since June 1997, when just 33% approved of the Republican leaders' performance. Job approval for President Clinton stands at 59%.

Are They Honest, Can They Connect?

Overwhelming majorities place honesty and connecting with people at the top of the list of items that are very important to know about presidential candidates. Fully 82% say that learning about a candidate's reputation for honesty is very important. A solid majority (71%) say the same of a candidate's ability to connect with average people.

The only other factor that is ranked as very important by a majority (58%) is a candidate's past voting record or policy positions in public office.

Notably, many other aspects of candidates' personal lives are considered less critical. Whether a candidate is an active church member is considered very important by only one-quarter of Americans. Less than 20% of the public rate other factors such as a spouse's professional background, personal finances, and a candidate's children as very important.

A candidate's military background, a subject often covered by the news media, is rated by only 19% as very important. Among men over age 50, however, 36% see it as very important, compared to less than 20% of men under 50.

What's Important to Know About a Presidential Candidate?

	Percent Who Say <u>Very Important</u>
Reputation for honesty	82
Ability to connect with people	71
Past voting record	58
Major contributors	37
Church involvement	25
Clubs and organizations	24
Spouse's personal qualities	21
Experiences growing up	20
Military background	19
Spouse's professional life	15
Personal finances	13
A candidate's children	8

These findings are in line with last month's Pew Research Center poll which showed that Americans are increasingly telling the news media to back off reporting about candidates' personal lives. Majorities said the press should almost always report spouse abuse, income tax evasion, and lies about military service and academic records. But most people also said that a past extramarital affair, marijuana use as a young adult, the use of anti-depressants, or a female candidate's abortion should not be covered by the media. Pluralities said that a presidential candidate's homosexuality or past cocaine use should almost never be reported.¹

¹ For more information, see "Too Much Money, Too Much Media Say Voters," Pew Research Center, September 15, 1999.

In the current poll, the importance of a candidate’s honesty is stressed across the board. However, more Republicans than Democrats say honesty is very important, at 92% and 75%, respectively. Non-whites are particularly sensitive to a candidate’s ability to connect with average people, with 83% saying it is very important compared to 68% of whites.

Although the public considers learning about presidential candidates’ personal qualities such as honesty and the ability to connect with average people as critical, it continues to say that news organizations should devote the most attention to candidates’ stands on issues. Nearly two-in-three (63%) say a candidate’s beliefs about important issues should get the most coverage from the news media. In contrast, only 27% say a candidate’s past accomplishments, and 8% cite a candidate’s personal qualities as deserving the spotlight.

Women place more emphasis on the issues than men. Fully 69% of women say news organizations should focus on issues compared to 58% of men. Almost one-third (32%) of men want the media to concentrate on a candidate’s past accomplishments; 22% of women agree.

No Consensus on Issues

Despite the importance voters place on issues, no single issue currently dominates the public agenda. When asked what *one* issue should be the next president’s top priority, nearly equal percentages of Americans choose shoring up Social Security and Medicare, keeping the economy strong and improving the educational system.²

Next in line are dealing with the nation’s moral breakdown and improving the health care system. Americans give less priority to preventing the spread of weapons of mass destruction, dealing with the problems of the poor and needy, dealing with taxes, and reducing crime.

No One Issue Dominates Public Agenda	
<i>President’s top priority should be...</i>	<i>%</i>
Social Security/Medicare	17
Economy	16
Education	15
Moral breakdown	13
Health care	12
Weapons proliferation	7
Poor and needy	6
Taxes	5
Crime	3
Other/Don’t know	<u>6</u>
	100

In the past, single issues have more clearly dominated the public’s agenda. In October 1995, balancing the budget and dealing with the moral breakdown were the two top priorities. In November 1991, jobs and education were foremost in the public’s mind.

² This lack of consensus is also apparent when the public is asked what one issue they would like to hear the presidential candidates talk about. See “Third Party Chances Limited,” Pew Research Center, July 22, 1999.

Agendas differ substantially depending on party affiliation. Republicans would like to see the president focus on the economy above other issues. Democrats rank Social Security and Medicare first. The biggest partisan divide can be seen on the issue of morality. One-in-five Republicans say this should be the president’s top priority, compared to only 8% of Democrats.

Partisan Agendas: Top Five Priorities for Party Groups		
<u>Republicans</u>	<u>Democrats</u>	<u>Independents</u>
Economy (20%)	Social Security/Medicare (18%)	Education (16%)
Moral breakdown (20%)	Education (16%)	Social Security/Medicare (14%)
Social Security/Medicare (16%)	Economy (15%)	Moral breakdown (14%)
Education (12%)	Health care (14%)	Health care (14%)
Health care (9%)	Weapons proliferation (9%)	Economy (13%)

THE POTENTIAL APPEAL OF POLICY QUESTIONS TO AMERICAN VOTERS

The Pew survey tested a series of more specific policy questions to gauge their potential resonance with the public, as well as their relevance for the upcoming campaign. The issues ranged from the so-called digital divide to the role of the U.S. military in internal conflicts around the world. Respondents were asked how much they had heard about the issues, whether they had discussed the issues with family and friends, and how interested they were in learning where the presidential candidates stand on the issues.

Only two of the eleven issues tested in the poll are clearly on the public's radar screen. Roughly 40% of Americans have heard *a lot* about the debate over whether U.S. troops should go into another country to stop the killing of innocent civilians in a civil war. As many have heard a lot about how to provide health insurance to children and adults who cannot afford it. Eight-in-ten have heard at least something about these issues.

Half as many have heard about a second tier of issues. Only 23% have heard a lot about whether to invest a portion of Social Security funds in the stock market. Even fewer (20%) have heard a lot about whether the U.S. and other western nations have a greater responsibility than less developed countries to deal with global environmental damage. Roughly as many have heard a lot about the move to ban soft money contributions to political parties (19%). And 18% have heard a lot about how to make the workplace better suit the needs of working parents and how to reduce the gap between rich and poor people and rich and poor school districts.

A third tier of issues has yet to penetrate. Only 17% have heard a lot about specific proposals designed to keep Medicare financially sound. One-in-ten Americans (11%) have heard about how the international financial system can be changed to make the world economy more stable. Similarly, 9% have heard a lot about the digital divide — that is, how to make sure poorer families have access to computers and

What Americans are Hearing And Talking About		
	Heard A Lot	Talked About
	%	%
Whether U.S. troops should get involved in internal conflicts	45	65
How to provide health insurance to the uninsured	43	62
Whether to invest Social Security funds in market	23	39
Whether U.S. has more responsibility for global clean-up	20	38
Whether to ban soft money	19	31
How to make workplace more flexible for parents	18	47
How to reduce gap between rich and poor people	18	50
How to reduce gap between rich and poor school districts	18	44
How to fix Medicare	17	44
How to reform int'l financial system	11	32
How to insure Internet access for poor	9	23

the Internet.

Many Americans say they have talked about some of these issues with family, friends and coworkers. U.S. troop involvement overseas and how to provide health insurance to all Americans are the two most discussed issues, just as they are the two problems tested that Americans have heard the most about.

Nearly half of the public say they have talked about workplace flexibility and Medicare reforms — two issues with potential implications for people’s day-to-day lives. The gap between rich and poor people has also been a topic of conversation for many Americans, though most have not heard much about this issue. Campaign finance, the global economy, and the digital divide are areas that have not fully engaged the public.

There are significant racial gaps on these issues. Black Americans are significantly more likely to have both heard and talked about providing health insurance to those who can’t afford it, reducing the gap between rich and poor school districts and making sure poorer people have access to computers. Nearly half (45%) have talked about the digital divide with family and friends, compared to only 19% of whites.

Whites, on the other hand, are more likely to have heard and talked about investing Social Security funds in the stock market. In addition, more whites than blacks have talked about U.S. troop involvement in civil wars abroad and banning soft money contributions to political parties.

Men are much more likely than women to have heard a lot about most of these issues. Nonetheless, women are often more likely to have talked about them with family and friends. For example, more women than men have talked about Medicare reforms, workplace issues and the gap between rich and poor. Men are more likely than women to have discussed U.S. troop involvement and America’s global environmental responsibility.

	<u>Men</u>	<u>Women</u>
<i>Have discussed...</i>	%	%
U.S. troop involvement overseas	74	58
U.S. role in global environment	42	34
Gap between rich and poor	47	52
Flexibility for working parents	42	50
Medicare reforms	39	48

Americans have at least *some* interest in hearing where the candidates stand on most of these issues. However, only three issues stand out as attracting *strong* interest from most citizens. Fully 62% of Americans say it’s very important for them to hear what position the candidates take on the issue of providing health insurance to those who can’t afford it. Nearly as many say it’s very

important for them to learn where the candidates stand on the role of the U.S. military in conflicts abroad. Half of the public places great importance on hearing what the candidates have to say about reforming the Medicare system.

The debate over whether to privatize part of Social Security is deemed very important by 46% of the public. Roughly 40% say it's very important to learn where the candidates stand on reducing the gap between rich and poor people and, more specifically, rich and poor school districts (44% and 41%, respectively). Americans are relatively less interested in where candidates stand on soft money contributions (35% very important), workplace flexibility (34%) and efforts to strengthen the global economy (33%).

While Americans have heard a good deal about the United States' responsibility for dealing with global environmental damage, few consider this a very important issue. More than half (54%) have heard at least something about this issue, yet only 32% feel it is very important to know where the candidates stand.

Gaining access to computers and the Internet for the underprivileged is an issue which has clearly not captured the public's imagination. Only 9% of Americans have heard a lot about this issue, and 18% are very interested in what the candidates have to say about it.

Interest in what the candidates have to say about several of these issues varies according to level of education and income. Lower income and less educated Americans place more emphasis on policies that may affect them more directly, such as health insurance, Medicare and reducing the gap between the rich and poor. Two-thirds of those with family incomes under \$30,000 are very interested in hearing where the candidates stand on Medicare, this compares with 37% of those with incomes over \$50,000. Although there is strong interest across the board in the issue of providing health insurance to children and adults who can't afford

The Most Important Questions For Candidates

	Very Important To Hear About %
Providing health insurance for all	62
U.S. troop involvement overseas	56
Medicare reforms	50
Investing Social Security funds	46
Gap between rich and poor people	44
Rich/poor gap in school districts	41
Banning soft money	35
Flexibility for working parents	34
Reforming int'l financial system	33
U.S. role in global environment	32
Digital divide	18

Differing Agendas for the Have and Have-Nots

	% Who Say Very Important	
	More than \$50,000	Less than \$30,000
Universal health care	56	67
Medicare reforms	37	66
Rich/poor gap	42	53

it, people who never attended college or have family incomes under \$30,000 show slightly more concern (63% and 67%, respectively), than college graduates (59%) and those making over \$50,000 (56%).

For the most part, the public thinks the issues tested are of interest to ordinary Americans. However, a few are viewed as elite issues that mainly interest experts and people in Washington. Six-in-ten Americans think the United States' responsibility with regard to the global environment is an issue that mainly interests experts rather than ordinary citizens. Nearly as many (58%) say the same about efforts to make the world economy more stable by changing the international economic system.

In addition, proposals to ban soft money contributions to political parties are viewed as somewhat more of an elite issue than one that interests the masses (51% vs. 46%). And in spite of the very real implications for ordinary people, the debate over how to make sure poorer Americans get access to computers and the Internet is seen on balance as an inside-the-Beltway issue (50% vs. 46% who say it interests ordinary folks).

In contrast, roughly eight-in-ten Americans say workplace flexibility, universal health coverage and Medicare reforms interest ordinary people. Approximately seven-in-ten say the gap between rich and poor, the role of the U.S. military in conflicts around the world, and what to do about Social Security are of interest to most Americans.

The Uninsured Top HMO Reform

While HMO reform has dominated the health care debate in Washington this year, most Americans feel priority should be given to insuring the uninsured. When asked which health care problem is more important, 57% choose providing health insurance coverage for those who cannot afford it, 38% say reforming HMOs and managed care plans. Many Americans have followed the recent proposals by presidential candidates for expanding health care coverage, and a strong majority are interested in learning where the candidates stand on this issue.

Less affluent Americans are most in favor of focusing on expanding coverage. Among those

	Who's Interested in These Issues?	
	Ordinary People %	Elites %
Flexibility for working parents	84	14
Providing health insurance for all	82	17
Medicare reforms	79	18
Gap between rich and poor people	72	26
U.S. troop involvement overseas	69	29
Rich/poor gap in school districts	69	29
Investing Social Security funds	67	31
Digital divide	46	50
Banning soft money	46	51
Reforming int'l financial system	39	58
U.S. role in global environment	37	60

who have never attended college, 63% think providing health insurance for the uninsured is the more significant problem, 30% cite HMO reform. College graduates divide evenly among the two: 47% say expanding coverage is more important, 49% name HMOs. Similarly, those with household incomes of less than \$30,000 a year opt for providing health insurance for all over reforming HMOs by a margin of 65% to 28%. Those with incomes over \$50,000 a year split evenly: 48% to 49%.

Democrats place more importance on expanding coverage than do Republicans. Nonetheless, when given the choice, each group opts for coverage over HMO reform.

Online News Surge!

Most Americans (80%) continue to get their national and international news from television, but the percent getting most of their news online has nearly doubled from 6% in January to 11% today. And, the percent of online news enthusiasts who say they use other news sources less often has increased by 6 percentage points since 1998 (11% to the current 17%). The online news habit may be starting accidentally. More than one-half — 55% — of online users say that they come across news items when they are on the Internet for another purpose, a slight increase from 48% who said this in November 1998.

	Jan. <u>1999</u>	Oct. <u>1999</u>	<u>Change</u>
<i>Most national and international news from...</i>	%	%	
Television	82	80	-2
Newspapers	42	48	+6
Radio	18	19	+1
Magazines	4	5	+1
Online sources	6	11	+5

Of those who get most of their news from TV, cable news networks garner 35% of the audience, local TV news gets 31%, and 22% mainly watch network TV news. Newspapers are preferred by almost one-half of Americans (48%), a 6 percentage point increase since January.

Overall, young people and men are more apt to go online for most of their news about national and international issues compared to other gender and age groups. Among those under age 30, 18% are major users of the Internet for news, compared to just 3% of senior citizens. Young people also tend to go online for news at about the same rate as they principally rely on the radio (18%) but more than magazines (3%). Men more than women get most of their national and international news from the Internet at 14% and 8%, respectively.

More specifically, the increase in the use of the Internet for news has been greater among young women and middle-aged men, groups whose online use has lagged in the past. Earlier this year, 7% of women under 30 said online was their primary news source compared to 18% today. Similarly, in January 1999, only 8% of men aged 30 to 49 used the Internet as their main news source vs. 21% now.

Those who use the Internet as their primary source of news generally had similar interest in prominent news stories this month as those who rely on TV or newspapers.

News Interest Index

Hurricane Floyd was the top news interest index story this month, with 45% following it very closely. Hurricane Floyd drew a larger audience than Hurricane Mitch last year (36%) but less than Hurricane Andrew in 1992 (66%). The San Francisco earthquake in 1989 was the all time natural disaster attention-getter with 73% having followed it very closely.

In other recent stories, almost one-quarter (24%) of Americans closely followed proposals by presidential candidates to provide health insurance to people currently uninsured. However, news in general about candidates for the 2000 presidential election was followed very closely by 17%, similar to last month's 15%.

Blacks, Democrats, and older Americans paid the most attention to news about the health insurance proposals. While 22% of whites paid very close attention to this story, 41% of blacks did the same. Four-in-ten senior citizens followed this health care story very closely compared to 15% of those under age 30. And 34% of Democrats watched very closely compared to 19% of Republicans and 20% of Independents.

The earthquake in Taiwan was watched very closely by 17% of the public; in comparison, the earthquake in Turkey in August was followed very closely by 27%. In other international news, the political unrest and violence in East Timor was followed very closely by 7%. In comparison, the civil war in Zaire in 1997 was followed very closely by 4%.

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

	Hurricane Floyd	Candidates' Health Care Proposals	Earthquake In Taiwan	2000 Presidential Election News	Political Unrest In East Timor	(N)
	%	%	%	%	%	
Total	45	24	17	17	7	(1032)
Sex						
Male	45	25	18	18	11	(498)
Female	45	24	17	16	4	(534)
Race						
White	43	22	16	16	7	(847)
* Hispanic	45	24	17	21	6	(68)
Black	61	41	28	26	11	(103)
Age						
Under 30	32	15	10	12	6	(213)
30-49	42	20	14	15	7	(449)
50+	57	35	25	23	8	(352)
Education						
College Grad.	46	25	18	26	12	(320)
Some College	41	19	10	17	6	(277)
High School Grad.	43	23	16	13	4	(338)
<H.S. Grad.	57	35	30	13	9	(90)
Region						
East	54	27	16	14	9	(206)
Midwest	34	22	18	12	7	(250)
South	55	27	17	21	7	(385)
West	33	20	19	18	7	(191)
Party ID						
Republican	45	19	12	21	5	(286)
Democrat	50	34	24	19	11	(363)
Independent	40	20	15	12	6	(324)

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.

TREND IN PRESIDENTIAL TRIAL HEAT

(Based on Registered Voters)

	--- September 1999 ---			--- October 1999 ---			Change in Gore
	Gore/ <u>Lean Gore</u>	Bush <u>Lean Bush</u>	Don't <u>Know</u>	Gore <u>Lean Gore</u>	Bush/ <u>Lean Bush</u>	Don't <u>Know</u>	
	%	%	%	%	%	%	
Total	39	54	7=100	44	51	5=100	+5
Sex							
Male	37	56	7	37	58	5	0
Female	40	53	7	50	45	5	+10
Race							
White	34	59	7	39	56	5	+5
Non-white	67	25	8	73	21	6	+6
Black*	74	18	8	80	15	5	+6
Age							
Under 30	43	46	11	43	53	4	0
30-49	37	58	5	40	56	4	+3
50-64	41	53	6	45	48	7	+4
65+	37	55	8	52	43	5	+15
Education							
College Grad.	37	56	7	46	51	3	+9
Some College	38	55	7	36	58	6	-2
H.S. Grad and less	39	54	7	46	48	6	+7
Family Income							
\$75,000+	33	62	5	40	56	4	+7
\$50,000-\$74,999	35	62	3	42	57	1	+7
\$30,000-\$49,999	39	54	7	40	57	3	+1
\$20,000-\$29,999	44	50	6	52	44	4	+8
<\$20,000	44	45	11	52	39	9	+8
Region							
East	43	48	9	45	50	5	+2
Midwest	42	53	5	42	49	9	0
South	34	59	7	44	52	4	+10
West	37	56	7	44	53	3	+7

* Note small sample size in October 1999 (N=70).

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 ...

	--- September 1999 ---			--- October 1999 ---			Change in Gore
	Gore/ <u>Lean Gore</u>	Bush <u>Lean Bush</u>	Don't <u>Know</u>	Gore <u>Lean Gore</u>	Bush/ <u>Lean Bush</u>	Don't <u>Know</u>	
	%	%	%	%	%	%	
Total	39	54	7=100	44	51	5=100	+5
Religious Affiliation							
Total White Protestant	31	62	6	32	62	6	+1
White Prot. Evangelical	26	66	8	34	61	5	+8
White Prot. Non-Evangel.	39	58	4	31	62	7	-8
White Catholic	36	59	5	42	54	4	+6
Community Size							
Large City	42	49	9	56	42	2	+14
Suburb	38	54	8	38	59	3	0
Small City/Town	39	56	5	43	48	9	+4
Rural Area	36	58	6	36	61	3	0
Party ID							
Republican	7	90	3	6	94	*	-1
Democrat	78	16	6	81	16	3	+3
Independent	32	58	10	27	62	11	-5
Clinton Approval							
Approve	58	36	6	64	32	4	+6
Disapprove	10	83	7	13	84	3	+3
GOP Congressional Approval							
Approve	19	76	5	24	76	*	+5
Disapprove	55	38	7	57	38	5	+2

CANDIDATES' POSITIONS ON ISSUES

(Percent Who Say It's "Very Important" to Hear Where Candidates Stand)

	Health Insurance	U.S. Troops	Medicare	Social Security	Income Gap	School Districts	Campaign Funds	Work Place	Int'l Finance	Global Envir.	Internet
	%	%	%	%	%	%	%	%	%	%	%
Total	62	56	50	46	44	41	35	34	33	32	18
Sex											
Male	58	61	45	45	41	37	41	28	34	31	21
Female	65	52	55	47	46	44	28	40	32	33	16
Race											
White	60	55	50	49	42	38	36	33	32	29	13
Non-white	71	61	50	33	51	56	27	42	36	44	41
Age											
Under 30	63	54	25	31	33	43	19	32	26	32	11
30-49	62	58	46	44	43	37	35	37	30	28	21
50+	61	56	69	58	49	43	43	33	40	38	20
Education											
College Grad.	59	52	43	49	42	47	41	27	28	31	19
Some College	62	64	39	45	37	38	30	36	33	39	17
H.S. Grad and less	63	55	59	46	46	39	34	37	35	29	18
Family Income											
\$50,000+	56	55	37	43	42	38	34	30	25	29	14
\$30,000-\$49,999	61	54	52	45	38	40	31	30	29	25	17
Under \$30,000	67	58	66	52	53	44	37	42	43	41	21
Region											
East	67	52	50	38	40	43	33	33	30	35	16
Midwest	57	53	46	44	39	38	37	34	35	30	15
South	61	57	58	52	48	44	36	37	40	30	21
West	62	65	42	46	44	37	31	32	20	37	21
Religious Affiliation											
Total White Prot.	55	56	55	50	43	40	35	31	34	27	10
White Prot. Evan.	56	60	58	52	46	41	35	38	41	29	10
Wh. Prot. Non-Evan.	53	51	52	47	41	39	35	24	25	23	10
White Catholic	66	50	47	49	37	32	40	31	30	25	11

Question: How important is it for you personally to hear what positions presidential candidates take on this issue — very important, somewhat important, not too important, or not at all important?

Continued ...

	<u>Health</u>	<u>U.S.</u>		<u>Social</u>	<u>Income</u>	<u>School</u>	<u>Campaign</u>	<u>Work</u>	<u>Int'l</u>	<u>Global</u>	
	<u>Insurance</u>	<u>Troops</u>	<u>Medicare</u>	<u>Security</u>	<u>Gap</u>	<u>Districts</u>	<u>Funds</u>	<u>Place</u>	<u>Finance</u>	<u>Envir.</u>	<u>Internet</u>
	%	%	%	%	%	%	%	%	%	%	%
<i>Total</i>	62	56	50	46	44	41	35	34	33	32	18
<i>Community Size</i>											
Large City	70	62	55	47	56	51	37	36	34	47	26
Suburb	58	52	42	43	38	35	32	30	28	26	10
Small City/Town 61	57	50	48	43	44	37	38	35	32	20	
Rural Area	57	51	56	46	37	29	33	30	33	21	14
<i>Party ID</i>											
Republican	50	57	41	49	42	29	32	32	33	22	11
Democrat	69	53	61	48	49	49	41	38	36	39	27
Independent	63	57	50	44	41	41	33	37	28	31	15
<i>Clinton Approval</i>											
Approve	65	52	54	47	45	46	35	37	34	34	20
Disapprove	57	67	50	47	44	35	38	31	33	28	13
<i>GOP Congressional Approval</i>											
Approve	57	56	46	43	37	40	32	28	29	32	15
Disapprove	69	60	56	50	50	45	39	38	36	33	21

SOURCES OF NATIONAL AND INTERNATIONAL NEWS

	<u>Television</u>	<u>Newspapers</u>	<u>Radio</u>	<u>Magazines</u>	<u>Online</u>	<u>(N)</u>
	%	%	%	%	%	
<i>Total</i>	80	48	19	5	11	(1032)
<i>Sex</i>						
Male	77	46	19	5	14	(498)
Female	82	50	18	5	8	(534)
<i>Race</i>						
White	79	47	20	5	11	(847)
Non-white	81	51	12	4	13	(170)
Black	81	55	10	5	13	(103)
<i>Age</i>						
Under 30	78	37	18	3	18	(213)
30-49	75	45	23	5	14	(449)
50-64	83	63	14	4	5	(198)
65+	90	53	15	8	3	(154)
<i>Education</i>						
College Grad.	74	53	23	9	17	(320)
Some College	74	49	22	4	16	(277)
High School Grad.	84	50	16	3	8	(338)
<H.S. Grad.	89	35	17	4	3	(90)
<i>Family Income</i>						
\$75,000+	75	51	20	6	13	(196)
\$50,000-\$74,999	78	55	21	8	16	(157)
\$30,000-\$49,999	79	51	19	4	12	(275)
\$20,000-\$29,999	80	50	17	5	10	(141)
<\$20,000	87	36	19	4	8	(156)
<i>Region</i>						
East	74	53	19	3	10	(206)
Midwest	79	49	23	4	12	(250)
South	83	45	16	7	10	(385)
West	79	48	18	4	13	(191)

Question: How have you been getting most of your news about national and international issues? From television, from newspapers, from radio, from magazines, or from computer online sources? (ACCEPT TWO ANSWERS)

Continued ...

	<u>Television</u>	<u>Newspapers</u>	<u>Radio</u>	<u>Magazines</u>	<u>Online</u>	<u>(N)</u>
	%	%	%	%	%	
<i>Total</i>	80	48	19	5	11	(1032)
<i>Religious Affiliation</i>						
Total White Protestant	82	47	21	5	9	(449)
White Prot. Evangelical	81	45	23	5	9	(220)
White Prot. Non-Evangel.	84	49	19	5	9	(229)
White Catholic	79	47	19	3	13	(217)
<i>Community Size</i>						
Large City	79	50	17	5	16	(213)
Suburb	79	50	20	5	7	(235)
Small City/Town	82	48	18	3	11	(384)
Rural Area	78	45	23	7	11	(192)
<i>Party ID</i>						
Republican	76	45	24	6	11	(286)
Democrat	83	54	15	4	10	(363)
Independent	79	44	19	5	13	(324)
<i>Clinton Approval</i>						
Approve	83	50	17	4	10	(594)
Disapprove	74	48	24	6	12	(361)
<i>GOP Congressional Approval</i>						
Approve	81	48	20	4	10	(348)
Disapprove	79	51	18	6	13	(522)

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 1,032 adults, 18 years of age or older, during the period October 7-11, 1999. 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=495) or Form 2 (N=537), the sampling error is plus or minus 5 percentage points. For results based on registered voters (N=739), 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 1998). 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
OCTOBER 1999 NEWS INTEREST INDEX
FINAL TOPLINE
OCTOBER 7 - 11, 1999
N=1,032

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>
October, 1999	59	34	7=100
September, 1999	56	36	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
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

Q.1 CONTINUED ...

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
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>
October, 1999	34	50	16=100
September, 1999	35	48	17=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

Q.2 CONTINUED ...

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
--	----------------	-------------------	-------------------

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, ALWAYS ENDING WITH “g”]**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK (VOL.)</u> *=100
a. The earthquake in Taiwan	17	36	31	16	
b. News about candidates for the 2000 presidential election	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
c. Political unrest and violence in East Timor near Indonesia	7	22	29	41	1=100

Q.3 CONTINUED ...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK <u>(VOL.)</u>
NO ITEM 3d					
e. The flooding and destruction caused by Hurricane Floyd	45	38	12	5	*=100
NO ITEM 3f					
g. Proposals by presidential candidates to provide health insurance to people currently uninsured	24	33	23	20	*=100

Q.4 How have you been getting most of your news about national and international issues? From television, from newspapers, from radio, from magazines, or from computer online sources? **(ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSES)**

IF RESPONDENT ANSWERED '1' TELEVISION IN Q.4 ASK [N=796]:

Q.4a Do you get most of your news about national and international issues from network TV news, from local TV news, or from cable news networks such as CNN and MSNBC? **(ACCEPT TWO ANSWERS BUT DO NOT PROBE)**

	Jan <u>1999³</u>	Jan <u>1996</u>	Sept <u>1995⁴</u>	Jan <u>1994</u>	Sept <u>1993</u>	Jan <u>1993</u>
80 Television	82	88	82	83	83	83
22 Network TV news	--	--	--	--	--	39
31 Local TV news	--	--	--	--	--	30
35 Cable news ⁵	--	--	--	--	--	38
2 Other	--	--	--	--	--	2
* Don't know	--	--	--	--	--	1
48 Newspapers	42	61	63	51	60	52
19 Radio	18	25	20	15	17	17
5 Magazines	4	8	10	10	9	5
11 Online sources	6	--	--	--	--	--
2 Other (VOL.)	2	2	1	5	3	1
* Don't know/Refused	*	*	1	1	*	1

³ Beginning in January 1999, question wording included "computer online sources."

⁴ In September 1995, question wording did not include "international."

⁵ "Cable news networks such as CNN and MSNBC" has been substituted for "CNN," which was used previously.

ROTATE BLOCK Q.5 THROUGH Q.5b WITH BLOCK Q.6 THROUGH Q.8

ASK ALL:

On another subject...

Q.5 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.5a And who would be your SECOND choice? **(READ LIST AGAIN IF NEEDED) — IF RESPONDENT GIVES SECOND CHOICE, SKIP Q.5b.**

Q.5b Well as of today, to whom do you most lean?

BASED ON REGISTERED REPUBLICANS/LEAN REPUBLICAN [N=319]:

	<u>Oct</u> <u>1999</u>	<u>Sept</u> <u>1999</u>	<u>July</u> <u>1999</u>	<u>Dec</u> <u>1998</u>
George W. Bush				
First Choice/Lean Bush	63	56	60	57
Second Choice	19	21	19	17
Elizabeth Dole				
First Choice/Lean Dole	10	15	13	N/A
Second Choice	27	28	27	N/A
Steve Forbes				
First Choice/Lean Forbes	6	5	3	9
Second Choice	9	8	11	14
Patrick Buchanan				
First Choice/Lean Buchanan	3	3	4	5
Second Choice	12	8	6	11
John McCain				
First Choice/Lean McCain	10	6	4	4
Second Choice	12	6	8	6
Gary Bauer				
First Choice/Lean Bauer	3	1	2	1
Second Choice	2	1	2	3
Orrin Hatch				
First Choice/Lean Hatch	2	3	1	N/A
Second Choice	1	2	4	N/A
Alan Keyes				
First Choice/Lean Keyes	1	2	N/A	N/A
Second Choice	3	2	N/A	N/A
None of them (VOL.)				
First Choice	3	3	1	5
Second Choice	5	4	5	15
Don't know/Refused (VOL.)				
First Choice	3	4	2	5
Second Choice	4	3	2	8

ASK ALL:

- Q.6 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.6a Well as of today, to whom do you most lean?

BASED ON REGISTERED DEMOCRATS/LEAN DEMOCRAT [N=355]:

		Sept <u>1999</u>	July <u>1999</u>
60	Al Gore/Lean Gore	58	65
31	Bill Bradley/Lean Bradley	32	29
5	None of them (VOL)	5	2
<u>4</u>	Don't know/Refused (VOL)	<u>5</u>	<u>4</u>
100		100	100

ASK FORM 1 ONLY:

- Q.7 What do you like most about (INSERT NAME FROM Q.6 OR Q.6a), his personality, his leadership ability, his experience or his stand on issues?

BASED ON REGISTERED DEMOCRATS/LEAN DEMOCRAT WHO CHOSE GORE OR BRADLEY IN Q.6/Q.6a:

		Stand on				
		<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Issues</u>	<u>DK/Refused</u>
Al Gore	6	15	28	45	6=100	(N=101)
Bill Bradley	21	16	5	53	5=100	(N=60)

- Q.8 What do you like LEAST about (INSERT NAME NOT CHOSEN IN Q.6 OR Q.6a), his personality, his leadership ability, his experience or his stand on issues?

BASED ON REGISTERED DEMOCRATS/LEAN DEMOCRAT WHO CHOSE GORE OR BRADLEY IN Q.6/Q.6a:

		Stand on				
		<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Issues</u>	<u>DK/Refused</u>
Al Gore	27	29	11	23	10=100	(N=60)
Bill Bradley	17	5	19	15	44=100	(N=101)

ASK ALL:

Q.9 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.9, ASK:

Q.9a As of TODAY, do you LEAN more to Gore, the Democrat or Bush, the Republican?

BASED ON REGISTERED VOTERS [N=739]:

		Sept <u>1999</u>	July <u>1999</u>	March <u>1999⁶</u>	Jan <u>1999</u>	Early Sept <u>1998</u>
44	Gore/Lean Gore	39	42	41	44	40
51	Bush/Lean Bush	54	53	54	50	53
<u>5</u>	Undecided/Other/DK	<u>7</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>7</u>
100		100	100	100	100	100

ASK FORM 2 ONLY:

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 VOTERS WHO CHOSE GORE OR BUSH IN Q. 9/Q. 9a:

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on issues</u>	<u>DK</u>	
Al Gore	5	12	28	47	8=100	(N=156)
George W. Bush	12	17	16	47	8=100	(N=204)
Bill Clinton						
September, 1996	14	24	6	49	7=100	
Bob Dole						
September, 1996	3	25	33	35	4=100	
Ross Perot						
September, 1996	8	17	13	54	8=100	

Q.11 What do you like LEAST about (INSERT NAME NOT CHOSEN IN Q.9 OR Q.9a), his personality, his leadership ability, his experience or his stand on issues?

BASED ON REGISTERED VOTERS WHO CHOSE GORE OR BUSH IN Q. 9/Q.9a:

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on Issues</u>	<u>DK/Refused</u>	
Al Gore	26	23	8	29	14	(N=204)
George W. Bush	22	6	13	41	18	(N=156)

⁶ 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.12 Now I want to ask you a few questions about some things that have been in the news about politics and the presidential campaign. Not everyone will have heard of them. As I read a list of names or events tell me if you have heard A LOT about it, SOMETHING about it, or NEVER HEARD of it. **(ROTATE ITEMS)**

	Heard <u>A Lot</u>	Heard <u>Something</u>	Never <u>Heard</u>	DK/ <u>Refused</u>
a. The proposed debates between Al Gore and Bill Bradley	10	43	47	*=100
b. Pat Buchanan possibly leaving the Republican Party for the Reform Party	22	37	41	*=100
c. Dan Quayle dropping out of the race for the Republican presidential nomination	24	52	23	1=100

NO ITEM 12d

e. Warren Beatty possibly running for president	21	47	31	1=100
f. Minnesota Governor Jesse Ventura’s remarks to Playboy magazine about organized religion and other topics	42	33	25	*=100
g. George W. Bush’s recent criticisms of the Republican Party’s policies toward poor people	14	39	47	*=100

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

BASED ON REGISTERED VOTERS:

	Why Support <u>Gore</u>	Why don't <u>support Gore</u>
Personality and leadership abilities	60	38
Ties to the Clinton administration	30	49
(DO NOT READ) Other/Neither	7	8
Don’t know/Refused	<u>3</u>	<u>5</u>
	100	100
	(N=311)	(N=428)

On another subject...

Q.14 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/Ref</u>
October, 1999	67	33	*=100
September, 1999	70	30	*=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.14, ASK:

Q.15 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

BASED ON TOTAL RESPONDENTS

	Sept 1999	July 1999	June 1999	May 1999	April 1999	March 1999	Feb 1999	Jan 1999	Dec 1998	Nov 1998	Early Sept 1998	Early Aug 1998	Nov 1997	July 1996	June 1995 ⁷
50 Goes online	53	49	50	48	51	49	49	47	42	37	42	43	36	23	14
50 Does not go online	47	51	50	52	49	51	51	53	58	63	58	57	63	77	86
<u>0</u> DK/Refused	<u>0</u>	<u>0</u>	<u>*</u>	<u>0</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>0</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>1</u>	<u>0</u>	<u>*</u>
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

7

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?

IF “1, YES” (GO ONLINE) IN Q.15 ASK [N=560]:

Q.16 When did you first start going online, was it within the last 6 months, a year ago, two or three years ago, or more than three years ago?

		July <u>1999</u>	Nov <u>1998</u>	Oct <u>1996</u>
15	Within last 6 months	17	20	26
22	1 year ago	23	26	38
32	2-3 years ago	32	34	24
31	More than 3 years ago	28	19	12
<u>0</u>	Don't know/Refused	<u>*</u>	<u>1</u>	<u>*</u>
100		100	100	100

Q.17 How frequently do you go online to get NEWS...would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

		July <u>1999</u>	June <u>1999</u>	Early Dec <u>1998</u>	Nov <u>1998</u>	Early Sept <u>1998</u>	April <u>1998</u>	June <u>1995</u>
25	Everyday	21	22	25	10	23	18	6
14	3-5 days per week	15	18	17	11	16	17	9
22	1-2 days per week	22	22	22	16	21	20	15
11	Once every few weeks	14	14	10	13	14	15	13
20	Less often	19	18	18	20	19	21	28
8	No/Never (VOL.)	9	7	8	30	7	9	29
<u>*</u>	Don't know/Refused	<u>0</u>	<u>0</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>
100		100	100	100	100	100	100	100

ASK Q.18 AND Q.19 ONLY OF THOSE WHO ANSWERED “1-3” IN Q.17 [N=339]:

Q.18 Would you say you get more of your news from online sources, or from traditional sources such as TV news, newspapers, and magazines?

		Nov <u>1998</u>	June <u>1995</u>
18	More online	16	8
78	More traditional print and broadcast	75	87
4	Equal (VOL.)	8	4
<u>0</u>	Don't Know/Refused	<u>1</u>	<u>1</u>
100		100	100

Q.19 Since you started getting news online, are you using other sources of news MORE often, LESS often, or about the same as you used to?

		Nov <u>1998</u>	April <u>1998</u>	June <u>1995</u>
9	Yes, more often	16	8	4
17	Yes, less often	11	11	12
6	Yes, some more, others less	10	5	8
68	No, about the same	63	76	76
<u>*</u>	Don't know/Refused	<u>*</u>	<u>*</u>	<u>0</u>
100		100	100	100

ASK ALL ONLINE USERS (THOSE WHO ANSWERED “1, YES” IN Q.15) [N=560]:

Q.20 When you go online do you ever encounter or come across news and information on current events, public

issues or politics when you may have been going online for a purpose other than to get the news?

		Nov <u>1998</u>	April <u>1998</u>	Oct <u>1996</u> ⁸
55	Yes	48	54	53
44	No	51	45	45
<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>2</u>
100		100	100	100

NO QUESTION 21

ASK ALL:

On another matter...

Q.22 In reporting on a presidential candidate, what ONE factor do you think news organizations should pay the most attention to...(READ)

		Feb <u>1999</u>	Oct <u>1995</u>	Oct <u>1991</u> ⁹	Nov <u>1987</u>
8	What a candidate is like as a person,	12	6	7	9
63	What a candidate believes about important issues, OR	49	69	46	41
27	What a candidate has accomplished in the past?	36	23	42	45
<u>2</u>	(DO NOT READ) Don't know/Refused	<u>3</u>	<u>2</u>	<u>5</u>	<u>5</u>
100		100	100	100	100

Q.23 Thinking about the presidential candidates and what you will learn about them over the next year, please rate the importance of each of the following things. How important it is for YOU to learn about **(INSERT ITEM; ROTATE ITEMS)** — very important, somewhat important, not too important, or not at all important?

	Very <u>Important</u>	Somewhat <u>Important</u>	Not too <u>Important</u>	Not at all <u>Important</u>	DK/Refused (VOL.)
ASK FORM 1 ONLY [N=495]:					
a. How well a candidate connects with average people	71	23	5	1	*=100
b. The clubs and organizations a candidate belongs to	24	40	19	16	1=100
c. Whether a candidate is an active church member	25	32	21	22	*=100
d. A candidate's military background	19	37	23	21	*=100

Q.23 CONTINUED ...

Very Somewhat Not too Not at all DK/Refused

⁸ In 1996 this question was worded, "When you go online are you ever exposed to news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news?"

⁹ For October 1991 and November 1987 trend figures based on slightly different question, "In reporting on a presidential candidate, what *one* factor do you think news organizations should pay the most attention to... a candidate's personal character, a candidate's stand on issues, OR a candidate's past experiences and qualifications."

	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>Important</u>	<u>(VOL)</u>
e. A candidate's personal finances	13	25	31	30	1=100
f. The personal qualities of a candidate's spouse	21	30	28	21	0=100
ASK FORM 2 ONLY [N=537]					
g. A candidate's children	8	19	32	41	*=100
h. A candidate's voting record or policy positions in public offices he or she previously held	58	31	7	3	1=100
i. The professional background of a candidate's spouse	15	33	26	25	1=100
j. A candidate's reputation for honesty	82	13	3	1	1=100
k. A candidate's major campaign contributors	37	38	14	10	1=100
l. A candidate's experiences growing up	20	37	29	14	*=100

ASK ALL:

On a different subject...

Q.24 Now, as I read from a list, tell me which ONE of the following items is the most important thing for the next President TO DO? Please wait until I read the entire list before you respond. **(INSERT ITEM: READ AND ROTATE)**

Q.24a And which should be the President's second highest priority? **(READ ITEMS AGAIN, IF NECESSARY -- SAME ORDER USED IN Q.24; OMIT RESPONSE IN Q.24)**

	<u>First Priority</u>	<u>Second Priority</u>
Keep the economy strong	16	12
Improve the nation's health care system	12	15
Improve the educational system	15	16
Deal with the moral breakdown in the country	13	7
Work to reduce crime	3	7
Deal with taxes	5	7
Deal with the problems of poor and needy people	6	10
Keep Social Security and Medicare financially sound ⁷	16	
Prevent the spread of weapons of mass destruction	7	8
Other (DO NOT READ: SPECIFY)	2	2
None of the above (DO NOT READ)	1	0
Don't know (DO NOT READ)	$\frac{3}{100}$	$\frac{*}{100}$
		(N=1000)¹⁰

¹⁰

If respondent did not choose a first priority in Q.24, they were skipped out of this question.

INTRO TO Q'S 25-28: Now I'd like to ask you about some specific issues. Not everyone will have heard of them.

Q.25 The (first one/next one) is...(INSERT ITEM; ROTATE). How much have you heard or read about this issue — a lot, some, not much, or nothing at all? **CONTINUE WITH Q'S 26-28 BEFORE REPEATING QUESTION FOR NEXT ITEM.**

ASK FORM 1 ONLY (ROTATE ITEMS a THROUGH e) [N=495]:

	<u>A lot</u>	<u>Some</u>	<u>Not Much</u>	<u>Nothing At All</u>	<u>DK (VOL.)</u>
a. How to reduce the gap between rich and poor school districts in a fair way	18	29	27	25	1=100
b. The debate about whether U.S. troops should go into another country to stop the killing of innocent civilians in a civil war	45	37	10	8	*=100
c. How to provide health insurance to children and adults who can't afford it	43	37	14	6	0=100
d. How to make sure poorer American families get access to computers and the Internet	9	19	25	47	0=100
e. Whether the U.S. and other western nations have a greater responsibility than less developed countries to deal with global environmental damage	20	34	27	18	1=100

ASK FORM 2 ONLY (ROTATE ITEMS f THROUGH k) [N=537]:

f. Whether to increase premiums or raise the age of eligibility in order to keep Medicare financially sound	17	31	30	22	0=100
g. How to reduce the gap between rich people and poor people in this country	18	31	26	25	0=100
h. How the international financial system can be changed to make the world economy more stable	11	30	32	26	1=100
i. Whether to ban the unlimited campaign contributions that corporations and unions can now make to political parties	19	33	18	30	*=100
j. How to make the work place better suit the needs of working parents	18	35	27	20	*=100
k. Whether to invest a portion of Social Security funds in the stock market	23	28	17	32	0=100

Q.26 Is this issue something you've talked about with family, friends, or co-workers, or not? (**REPEAT ISSUE IF NECESSARY**)

ASK FORM 1 ONLY (ROTATE ITEMS a THROUGH e) [N=495]:

	<u>Yes, talked about</u>	<u>No</u>	<u>DK/ Refused</u>
a. How to reduce the gap between rich and poor school districts in a fair way	44	56	*=100
b. The debate about whether U.S. troops should go into another country to stop the killing of innocent civilians in a civil war	65	35	0=100
c. How to provide health insurance to children and adults who can't afford it	62	38	0=100
d. How to make sure poorer American families get access to computers and the Internet	23	77	0=100
e. Whether the U.S. and other western nations have a greater responsibility than less developed countries to deal with global environmental damage	38	62	*=100

ASK FORM 2 ONLY (ROTATE ITEMS f THROUGH k) [N=537]:

f. Whether to increase premiums or raise the age of eligibility in order to keep Medicare financially sound	44	56	*=100
g. How to reduce the gap between rich people and poor people in this country	50	50	*=100
h. How the international financial system can be changed to make the world economy more stable	32	67	1=100
i. Whether to ban the unlimited campaign contributions that corporations and unions can now make to political parties	31	69	*=100
j. How to make the work place better suit the needs of working parents	47	53	*=100
k. Whether to invest a portion of Social Security funds in the stock market	39	61	0=100

Q.27 How important is it for you personally to hear what positions presidential candidates take on this issue — very important, somewhat important, not too important, or not at all important? **(REPEAT ISSUE IF NECESSARY)**

ASK FORM 1 ONLY (ROTATE ITEMS a THROUGH e) [N=495]:

	Very <u>Imp</u>	Somewhat <u>Imp</u>	Not <u>Imp</u>	Not at all <u>Imp</u>	DK/ <u>Refused</u>
a. How to reduce the gap between rich and poor school districts in a fair way	41	39	12	7	1=100
b. The debate about whether U.S. troops should go into another country to stop the killing of innocent civilians in a civil war	56	35	6	2	1=100
c. How to provide health insurance to children and adults who can't afford it	62	29	6	2	1=100
d. How to make sure poorer American families get access to computers and the Internet	18	32	26	23	1=100
e. Whether the U.S. and other western nations have a greater responsibility than less developed countries to deal with global environmental damage	32	46	15	7	0=100

ASK FORM 2 ONLY (ROTATE ITEMS f THROUGH k) [N=537]:

f. Whether to increase premiums or raise the age of eligibility in order to keep Medicare financially sound	50	37	7	6	*=100
g. How to reduce the gap between rich people and poor people in this country	44	37	10	9	*=100
h. How the international financial system can be changed to make the world economy more stable	33	40	16	10	1=100
i. Whether to ban the unlimited campaign contributions that corporations and unions can now make to political parties	35	35	17	12	1=100
j. How to make the work place better suit the needs of working parents	34	40	15	11	*=100
k. Whether to invest a portion of Social Security funds in the stock market	46	35	10	8	1=100

Q.28 Do you think this is an issue that interests ordinary people or is it more of an issue that mostly interests experts and people in Washington? **(REPEAT ISSUE IF NECESSARY)**

ASK FORM 1 ONLY (ROTATE ITEMS a THROUGH e) [N=495]:

	<u>Ordinary People</u>	<u>Experts</u>	<u>DK/ Refused</u>
a. How to reduce the gap between rich and poor school districts in a fair way	69	29	2=100
b. The debate about whether U.S. troops should go into another country to stop the killing of innocent civilians in a civil war	69	29	2=100
c. How to provide health insurance to children and adults who can't afford it	82	17	1=100
d. How to make sure poorer American families get access to computers and the Internet	46	50	4=100
e. Whether the U.S. and other western nations have a greater responsibility than less developed countries to deal with global environmental damage	37	60	3=100

ASK FORM 2 ONLY (ROTATE ITEMS f THROUGH k) [N=537]:

f. Whether to increase premiums or raise the age of eligibility in order to keep Medicare financially sound	79	18	3=100
g. How to reduce the gap between rich people and poor people in this country	72	26	2=100
h. How the international financial system can be changed to make the world economy more stable	39	58	3=100
i. Whether to ban the unlimited campaign contributions that corporations and unions can now make to political parties	46	51	3=100
j. How to make the work place better suit the needs of working parents	84	14	2=100
k. Whether to invest a portion of Social Security funds in the stock market	67	31	2=100

On another subject...

ASK FORM 1 ONLY [N=495]:

Q.29 Which of the following is the more significant health care problem facing the country today? Is it providing health insurance coverage for those who cannot afford it, or reforming HMOs and managed care plans?

- 57 Providing health insurance coverage for those who cannot afford it
- 38 Reforming HMOs and managed care plans
- 5 Don't know/Refused (**VOL.**)
- 100

ASK FORM 2 ONLY [N=537]:

Q.30 Which of the following health care concerns should be given a higher priority? Is it providing health insurance coverage for those who cannot afford it, or reforming HMOs and managed care plans?

- 58 Providing health insurance coverage for those who cannot afford it
- 38 Reforming HMOs and managed care plans
- 4 Don't know/Refused (**VOL.**)
- 100

ASK ALL:

Now for a couple last questions about politics...

Q.31 Democratic presidential candidates Al Gore and Bill Bradley may have a series of debates. How interested would you be in watching them debate — very interested, somewhat interested, not too interested, or not at all interested?

- 32 Very interested
- 35 Somewhat interested
- 15 Not too interested
- 17 Not at all interested
- 1 Don't know/No response
- 100

Q.32 In general, would you describe your political views as... (**READ**)

		Early					
		Sept	May	June	June	April	July
		<u>1998</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1996</u>	<u>1994</u>
7	Very conservative	8	7	7	7	7	7
26	Conservative	30	30	30	32	31	32
41	Moderate	38	37	40	38	39	39
16	Liberal, OR	15	15	14	14	14	15
6	Very liberal?	6	6	5	6	5	4
<u>4</u>	Don't know/Refused (DO NOT READ)	<u>3</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>3</u>
100		100	100	100	100	100	100