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Bush Bests Gore and Buchanan
TOO MUCH MONEY, TOO MUCH MEDIA SAY VOTERS

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Bush Bests Gore and Buchanan

TOO MUCH MONEY, TOO MUCH MEDIA SAY VOTERS

Americans are showing signs of disaffection with a presidential campaign that is just beginning. The public thinks the press and large campaign contributors are having too much influence on who gets nominated, and a 60% majority thinks voters themselves have too little say.

The latest Pew Research Center survey, conducted on the heels of protracted controversy about coverage of alleged cocaine use by George W. Bush, found public reservations about news coverage of most “character issues” ranging from youthful drug use to psychological counseling. The poll also shows only a 53% majority of Americans now saying that press scrutiny of political candidates is *worth it* and a plurality rating political coverage as only fair or poor.

	Whose Views Matter			
	<i>Amount of Influence ...</i>			
	<u>Too Much</u>	<u>Too Little</u>	<u>Right Amount</u>	<u>Don't Know</u>
	%	%	%	%
News Media				
1987	59	5	31	5=100
1999	64	4	30	2=100
Political Donors	74	6	16	4=100
Party Leaders	46	12	38	4=100
The Voters	8	62	28	2=100

The response of the public is to tune out. Few are paying close attention to campaign news, while at the same time an increasing number of people think the press is overcovering the campaigns. Not surprisingly in this light, many Americans cannot even name a single candidate for the two parties' nominations. Fully 37% of Pew's respondents could not offer up the name of a GOP candidate, and even more — 50% — could not name a Democratic candidate, without prompting.

Public inattention to the campaign is about the only hopeful sign in this survey for Al Gore's candidacy. Opinion about the vice president is not improving. As in other recent nationwide surveys, Gore continues to lag behind Bush in the general election matchup. This poll also shows his support for the Democratic nomination softening.

These are the principal findings of a September 1-12, 1999, Pew Research Center nationwide telephone poll of 1,205 adults. The allowance for sampling error and other random effects is plus or minus 3 percentage points.

More Uncertainty Among Democrats

With Bill Bradley now formally in the race for the Democratic nomination, support for Gore as the party's nominee has slipped, especially among Independents who lean Democratic. The latest survey finds 58% of *all* Democrats and Independents who lean Democratic saying they would like to see Gore become the nominee — down from 65% in July. But the vice president's support has tumbled more among Independent Democrats who now divide their loyalties about equally between Bradley and Gore. In July, they favored Gore to Bradley — 61% to 33%. As well as helping Bradley, Gore's declining support has created uncertainty among Democratic voters. The percent of Democrats who say they won't vote for either or are undecided has nearly doubled since July — 6% then to 10% now.

Gore's personal image remains largely unchanged, as he is not penetrating the public's consciousness. Remarkably, less than half (46%) of the public and only 50% of Democrats can even come up with Gore's name when asked to name Democrats running for their party's nomination. As to image, the same number of Americans describe Gore in positive terms as did in April (20% vs. 19%). Still nearly as many use words which, while not necessarily negative, poke fun at the vice president, such as "boring," "stiff" or "dull."

Big Bush Lead

Bush's lead over Gore in the presidential horse race remains firm, just as Gore's support from within his own party has begun to show signs of weakening. Bush now leads Gore among registered voters in a hypothetical matchup by 54% to 39%.

At this early stage, Bush's big lead over Gore does not appear vulnerable to a third party challenge from Pat Buchanan. However, in a closer race a Reform Party bid by the conservative commentator might mean trouble for Bush. Currently, Bush runs nearly as strong in a hypothetical

Gore Support Slips*

First Choice for Nomination

	<u>Gore</u>	<u>Bradley</u>	<u>None/DK</u>
	%	%	%
<i>All</i>			
July	65	29	6=100
Sept	58	32	10=100
<i>Democrats</i>			
July	67	29	4=100
Sept	63	27	10=100
<i>Indep Dems</i>			
July	61	33	6=100
Sept	41	46	13=100

* Based on Registered Democrats and Independents who lean Democratic.

Al Gore "One-Word" Descriptions*

	<u>3/99</u>	<u>9/99</u>
	%	%
Positive	19	20
<i>Good, Nice, Alright</i>		
Poking fun	22	19
<i>Boring, Stiff, Dull</i>		
Negative	15	17
<i>Follower, Idiot, Incompetent</i>		
Neutral	22	19
<i>Okay, Quiet, Environmentalist</i>		
No answer/Don't know	<u>22</u>	<u>25</u>
	100	100

* Italicized examples reflect the top three responses from 9/99 in each category.

three-way matchup as he does in the two-way contest with Gore. When choosing among Bush, Gore, and Pat Buchanan as a Reform Party candidate, fully 49% of registered voters prefer Bush; 35% would vote for Gore and 10% opt for Buchanan. However, more Bush supporters than Gore voters migrate to Buchanan. Of those registered voters who choose Buchanan in the three-way contest, 62% chose Bush in a two-way match up; only 30% chose Gore.

Within his party Bush maintains his big lead in popular support for the GOP nomination. When asked in an open-ended format to name any of the Republican presidential contenders, fully 54% of Americans and six-in-ten Republicans can identify Bush. Only 16% of the public and 22% of Republicans can name Elizabeth Dole. The names of the rest of the field are recalled by about 10% of Republicans or fewer.

Bush is the first choice nominee of 56% of Republicans and Independents who lean Republican, and 21% say he is their second choice. These numbers are largely unchanged from the 60% and 19%, respectively, who voiced support for Bush in July. There are no signs that any other GOP candidate has begun to break through at the national level. Bush's closest competition comes from Elizabeth Dole: 15% of Republican voters say she is their first choice, 28% make her their second choice. None of the other GOP hopefuls reach double digit support. Forbes and McCain stand at 5% and 6%, while Quayle, Keyes, Hatch and Bauer all fall at 5% or below.

While Bush remains highly popular in and out of his party, the Texas governor's *image* has been tarnished in recent months. More Americans now describe Bush in negative terms than did in March. Then, 36% used positive words or phrases to describe Governor Bush, 12% volunteered negative descriptors. Now, while positive descriptions still dominate, 21% use negative terms. Fewer now describe Bush in neutral terms.

Bush "One-Word" Descriptions A More Negative View		
	<u>3/99</u>	<u>9/99</u>
	%	%
Positive	36	34
<i>Good, Honest, Alright</i>		
Negative	12	21
<i>Dislike, Dishonest, Arrogant</i>		
Neutral	28	21
<i>Okay, Unknown, Conservative</i>		
No Answer/Don't know	<u>24</u>	<u>24</u>
	100	100

* Italicized examples reflect the top three responses from 9/99 in each category.

Hands Off Personal Lives

In the midst of controversy over press coverage of Bush's past, the public draws some clear lines about what is fair game for news media scrutiny. Out of 13 hypothetical stories about presidential candidates' personal lives, clear majorities believe the press should almost always report on only four of them. Nearly three-quarters of the public (71%) believe that if a candidate is known

to have physically abused a spouse, the press should almost always report the story. Just under two-thirds (65%) think a candidate's failure to pay income taxes should almost always be reported. Majorities also believe lying about one's academic or military record should be pursued by reporters (61% for both).

Past marital infidelity should not be covered say most Americans. Only 23% say such a story should almost always be reported on; 21% say this should sometimes be reported. If a candidate is having an affair during the course of the campaign, the public is much less forgiving. Forty-three percent say this conduct should almost always be reported, another 20% say it should sometimes be reported. These numbers are largely unchanged from 1987 when 41% said ongoing affairs should almost always be reported and 25% said they should sometimes be reported.

The public expresses some ambivalence about the newsworthiness of past drug use. Only 23% believe news organizations should almost always pursue a story about a candidate smoking marijuana as a young adult. Another 19% say this should sometimes be reported depending on the particular circumstances. A 57% majority say such a story should almost never be reported. Cocaine use is viewed as somewhat more newsworthy. Just over one-third (35%) of Americans think stories about a candidate using cocaine as a young adult should almost always be reported. Still, fully 40% say these stories should almost never be reported. Similarly, 36% of the public says the press should almost always report on a candidate who is found to have had a drinking problem in the past.

Reporting on Candidates' Personal Lives			
<i>Press should almost always report ...</i>	<u>Total</u>	<u>Rep</u>	<u>Dem</u>
	%	%	%
Spouse abuse	71	75	65
Income tax evasion	65	67	61
Exaggerated military record	61	71	52
Exaggerated academic record	61	71	53
Ongoing affair	43	57	30
Homosexuality	38	44	33
Past drinking problem	36	36	33
Cocaine use	35	36	35
Psychiatric treatment	28	29	29
Past affair	23	31	16
Marijuana use	23	26	17
Antidepressant use	20	20	19
Abortion	17	21	13

Americans are much less interested in hearing about the sexual orientation of political candidates nowadays than was the case a decade ago. Today, only 38% of Americans say if a candidate is a homosexual, this should almost always be reported by the media. This is down from 55% in 1987. The public is relatively uninterested in hearing about a candidate's psychiatric background. Fewer than three-in-ten (28%) think that the media should almost always report if a candidate has been treated by a psychiatrist in the past, with one-in-five interested in whether a candidate has taken antidepressants. Of least interest to the public is whether a female candidate has had an abortion — 17% say this should always be reported.

Republicans and Democrats have markedly different views about what is and is not newsworthy. On eight out of the 13 examples, Republicans are significantly more likely than Democrats to endorse a more aggressive role for the media. The most polarizing issue involves marital infidelity. Fully 57% of Republicans say that if a candidate is having an affair during the campaign, news organizations should almost always report on this. Only 30% of Democrats share this view.

Republicans are also tougher than Democrats on lying. Seven-in-ten GOP backers (71%) think the media should always report if a candidate has exaggerated his or her military or academic record. Among Democrats, a bare majority consider such stories newsworthy (52% and 53%, respectively).

Republicans are more likely than Democrats to say the press should pursue stories about past marijuana use: 26% of Republicans vs. 17% of Democrats think this should always be reported. However, when it comes to cocaine use, the two groups are largely in agreement — 36% of Republicans and 35% of Democrats consider this highly newsworthy.

Hillary, Fatigue and Gore

Memories of the impeachment trial have begun to fade. Only 43% of Americans remember that Clinton's Senate trial ended in 1999. This compares with 76% who knew in November 1991 that the Gulf War had ended earlier that year. Nonetheless, Clinton fatigue is still apparent. While Bill Clinton's job approval ratings remain near 60%, fully 74% of Americans say they are tired of all the problems associated with the Clinton administration and only 31% say they wish Clinton could run for a third term.

Women, among Clinton's strongest supporters historically, are even more tired of the current administration than are men. Fully 77% of women say they are tired of all the Clinton problems; 71% of men share this sentiment. Nearly two-thirds of Democrats (63%) are tired of the administration's problems, as are 76% of Independents and 85% of Republicans. Clinton fatigue continues to dog Gore in the presidential horse race. Only 25% of Independents who say they are tired of the Clinton administration choose Gore over Bush in a hypothetical two-way matchup.

Hillary Clinton's Senate run may be furthering this sentiment as 48% of voters say they have heard too much news about the first lady's possible Senate run in New York, up from 40% in July.

Polls at this Time

While polls taken at this stage of the campaign cycle are not necessarily predictive of the eventual outcome, the *trend* in opinion is usually telling. A review of the polls conducted in the first quarter of the year preceding an election and the fall of that year found the trends in these poll numbers indicative of things to come. In the last five presidential elections, the winning side gained some ground over that period. In the current race, there has been no significant change in voter intentions since March 1999.

Presidential Trial Heats 1979-1999					
	<u>3/99</u>	<u>9/99</u>		<u>4/87</u>	<u>10/87</u>
	%	%		%	%
<i>Gore</i>	41	39	Bush	42	53
<i>Bush</i>	54	54	Hart/Cuomo	50	37
<i>Don't know</i>	<u>5</u>	<u>7</u>	Don't know	<u>8</u>	<u>10</u>
	100	100		100	100
	<u>2/95</u>	<u>9/95</u>		<u>2/83</u>	<u>9/83</u>
	%	%		%	%
Clinton	45	51	Reagan	41	47
Dole	51	44	Mondale	47	44
Don't know	<u>4</u>	<u>5</u>	Don't know	<u>12</u>	<u>9</u>
	100	100		100	100
	<u>3/91</u>	<u>10/91</u>		<u>3/79</u>	<u>9/79</u>
	%	%		%	%
Bush	78	63	Carter	52	47
Cuomo	17	29	Reagan	38	46
Don't know	<u>5</u>	<u>8</u>	Don't know	<u>10</u>	<u>7</u>
	100	100		100	100

Source: For 1979 through 1995 Gallup polls; for 1999 Pew Research Center.

Public Inattentive

Not only is the public disengaged from news about the presidential campaign, growing numbers consider the press too influential and too intrusive. Increasingly, people say that news coverage of the 2000 presidential election is excessive, and a majority think the news media has too much influence over who is nominated president. Moreover, there is some criticism that the press is too tough on underdogs and, if anything, too easy on frontrunners.

At this point, 15% of Americans are following news about candidates for the 2000 presidential election very closely; 31% are following fairly closely. There is little change in those numbers since July. Additionally, about the same number are paying close attention now as were at this time in 1987 — the last "open" presidential race.

More Americans than at comparable times in recent presidential elections report they are tired of campaign coverage. Today, 28% say there's too much coverage of the 2000 presidential campaign, up 10 percentage points from just two months ago. In comparison, 18% said there was too much coverage in October 1995, and only 12% thought so in October 1991; 21% made that complaint in November 1987.

In fact, leading newspapers *have* dedicated considerably more space to the campaign this year than in the same periods in either 1995 or 1991, according to a special content analysis conducted for this report. But the Tyndall Weekly Report, which measures air time on the three nightly network newscasts, says there have been fewer minutes devoted to the presidential campaign by television network news in the first eight months of 1999 than the same time period in 1995.

Following Campaign News		
	<u>Very Closely</u> %	<u>Fairly Closely</u> %
<i>News about candidates for the 2000 presidential election ...</i>		
September, 1999	15	31
July, 1999	15	38
June, 1999	11	25
<i>News about the Republican presidential candidates ...</i>		
September, 1995	12	36
August, 1995	13	34
June, 1995	11	31
November, 1987	13	28
<i>News about Democratic presidential candidates ...</i>		
December, 1991	10	28
October, 1991	12	26
November, 1987	15	28
<i>Coverage of Democratic and Republican presidential candidates ...</i>		
September, 1987	14	34

Presidential Campaign Coverage By National Newspapers and Network News			
	<u>Jan 1 - Aug 31</u>		
	<u>1991</u>	<u>1995</u>	<u>1999</u>
Number of stories by four national newspapers*	392	575	687
Minutes on the three nightly network newscasts**	29	149	111
* Based on a content analysis of the Los Angeles Times, the New York Times, USA Today, and the Washington Post by Princeton Survey Research Associates (see description, page 17).			
** Compiled by the Tyndall Weekly Report.			

Too Much Money, Too Much Media

The public complains that the media as well as big contributors are too influential in presidential campaigns. An overwhelming 74% believe that large political donors have too much influence on which candidates become presidential nominees, and a solid majority (64%) says news organizations are too influential. However, 62% think the average voter has too *little* influence.

The public, however, sees little partisan bias in news coverage: 19% say there is bias towards the Democrats and 14% note Republican bias while more than half (52%) say there is no bias. But when asked about the coverage of Gore and Bush, one-quarter (26%) answer that news organizations are biased in favor of Bush; 14% see bias in favor of Gore. Three-in-ten Americans say the media is too easy on presidential candidates who are frontrunners; that number has doubled from 15% in 1987. On the other hand, nearly one-half (45%) say the press is too tough on female candidates and 39% think the media is too tough on African-American presidential candidates and candidates associated with religious groups.

People are also critical of the media’s scrutiny of political candidates. Since 1987, the percentage of Americans who say that close scrutiny of political candidates by news organizations is not worth it because it discourages too many good people from running for president has risen 10 percentage points from 32% to the current 42%.

Furthermore, Americans say that news editors care more about the opinions of politicians and political insiders than their audiences when deciding which stories to cover during an election. A plurality (36%) also believe that the press plays the most influential role in determining which issues and events are considered important.

		Coverage is ...			
		Too Easy	Too Tough	Fair	Don't Know
<i>Treatment of a candidate who ...</i>		%	%	%	%
Is a frontrunner		30	22	41	7=100
November 1987		15	24	55	6=100
Has liberal views		24	28	42	6=100
November 1987		15	22	55	8=100
Has conservative views		17	30	46	7=100
November 1987		10	23	60	7=100
Is far behind in the race		15	40	37	8=100
November 1987		12	31	48	9=100
Associates with a religious group		12	39	42	7=100
November 1987		10	36	46	8=100
Is female		10	45	40	5=100
November 1987		5	48	40	7=100
Is African-American		9	39	44	8=100
November 1987		9	30	55	6=100

Not surprisingly, few Americans have a positive opinion of the news coverage of the Democratic or Republican campaigns, so far. Less than half rate news about these races as excellent or good. Republicans and Democrats are equally critical in this regard.

Tax Cuts

Overwhelming majorities of Americans from all walks of life agree that the current GOP tax cut proposal will not help everyone equally — 82% of the public says that the tax cut will benefit some Americans more than others, only 12% say that the tax cut will be fair to all people. Among those who think that the tax cut will benefit some more than others, eight-in-ten say that the wealthy will be the main beneficiaries; 9% say the middle class and 6% the poor.

More Republicans (23%) than Democrats (7%) think the proposed tax cut will be fair; fewer than one-in-ten Independents say the same. Democrats in particular believe that the wealthy will benefit: 87% compared to 77% and 79% among Republicans and Independents.

A plurality (40%) expect their own federal taxes to go down by less than \$100 with the proposed tax cut, with an additional 26% who say that they will save between \$100 and \$500 a year. Those with household incomes in excess of \$75,000 see the greatest personal benefit from the tax cut; 22% from this group think their annual savings will be greater than \$1,000. Half (49%) of Americans with household incomes between \$30,000 and \$50,000 say they expect their tax savings to be less than \$100 a year.

Concern over the Environment Unchanged

Despite the drought and high heat throughout much of the East Coast in the latter portion of the summer, public concern over global warming has increased only slightly from 1997. Three-in-ten people say they worry about the greenhouse effect a great deal, up from 24% in November 1997.

Impressions of the Tax Cut				
	<u>All</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
	%	%	%	%
<i>Will the tax cut be fair?*</i>				
Benefit some more than others	82	70	89	86
Be fair	12	23	7	9
Other (VOL)	2	2	2	1
Don't know	<u>4</u>	<u>5</u>	<u>2</u>	<u>4</u>
	100	100	100	100
<i>Who will benefit the most?*</i>				
Wealthy	80	77	87	79
Middle class	9	11	5	11
Poor	6	6	5	5
Other (VOL)	1	2	1	2
Don't know	<u>4</u>	<u>4</u>	<u>2</u>	<u>3</u>
	100	100	100	100
<i>How much will your taxes go down?*</i>				
Less than \$100	40	41	42	39
\$100-\$500	26	26	29	26
\$500-\$1,000	9	7	7	11
\$1,000+	5	8	4	4
No change (VOL)	3	2	4	3
Will increase (VOL)	*	0	0	1
Don't know	<u>17</u>	<u>16</u>	<u>14</u>	<u>16</u>
	100	100	100	100
* Based on those who think tax cut will benefit some more than others.				

Concern about an increase in the Earth's temperature is highest on the East Coast, where 39% of those surveyed express a great deal of concern — fewer than one-third of the public in other regions of the country say the same (26%, 29% and 29% in the Midwest, the South and the West, respectively).

Worry over other environmental problems has changed little in the past two years. Pollution of rivers, lakes and reservoirs and contamination of soil and water by toxic waste are still the public's greatest concerns — around six-in-ten worry about these issues a great deal. Half of Americans (49%) say they are very worried about air pollution, with 39% worried about damage to the Earth's ozone layer. Alarm over these environmental problems is higher among Democrats than Republicans.

Environmental Concerns		
	<u>1997</u>	<u>1999</u>
<i>Worry a great deal about...</i>	%	%
Water pollution	61	59
Toxic waste	59	57
Air pollution	47	49
Ozone layer damage	40	39
Global warming	24	30

News Interest Index

The shootings at a Jewish community center in Los Angeles tops the list of late-summer stories followed by the public. Three-in-ten (29%) say they followed this story very closely, another 34% followed it fairly closely. Nearly as many people (27%) say they paid very close attention to news about last month's earthquake in Turkey, more than those who said they followed very closely news about the 1995 earthquake in Japan (23%) or the 1990 earthquake in Iran (20%).

International Natural Disasters	
<i>News followed very closely ...</i>	<u>%</u>
Hurricane Mitch (11/98)	36
Earthquake in Turkey	27
Earthquake in Japan (2/95)	25
Cyclone in Bangladesh (5/91)	23
Earthquake in Iran (7/90)	20

In other national news, recent revelations about the FBI's actions during the 1993 standoff with Branch Davidians in Waco, Texas were followed very closely by 22% of the public. More men than women say they were very interested in this story (26% vs.19%). Fewer than one-in-five Americans (18%) say they followed news about the tax cut debate in Washington very closely, up only slightly from 14% in July.

Interest in the situation in Kosovo declined over the past month, with one-quarter (26%) of the public paying very close attention to news from the region, down from 32% in July. Less than one-in-ten people say they followed stories about the political instability in Russia very closely.

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

	Shootings At Jewish Center	Earth- Quake in Turkey	Situation in Kosovo	Charges Against FBI in Waco	Tax Cut Debate in Washington	News About Presidential Candidates	Political Instability in Russia	(N)
	%	%	%	%	%	%	%	
Total	29	27	26	22	18	15	9	(1205)
Sex								
Male	25	24	28	26	21	16	10	(490)
Female	34	30	24	19	15	14	8	(715)
Race								
White	27	27	26	22	17	14	10	(919)
* Hispanic	38	34	34	31	25	20	14	(87)
Black	43	28	29	24	21	19	6	(157)
Age								
Under 30	24	21	25	16	12	12	5	(271)
30-49	28	21	23	21	15	13	8	(483)
50+	35	38	30	27	25	19	12	(447)
Education								
College Grad.	27	27	30	24	17	16	11	(347)
Some College	28	22	25	21	18	14	6	(309)
High School Grad.	32	28	27	19	18	14	10	(414)
<H.S. Grad.	33	35	22	29	17	18	6	(131)
Region								
East	30	31	29	23	19	21	11	(214)
Midwest	21	25	22	23	19	12	9	(283)
South	32	30	26	23	18	16	8	(464)
West	35	23	29	18	14	12	8	(244)
Party ID								
Republican	30	25	31	23	23	19	11	(336)
Democrat	36	34	27	22	20	16	7	(370)
Independent	25	26	24	23	14	12	9	(418)

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)

	--- July 1999 ---			--- September 1999 ---			Change In Gore
	<u>Gore</u>	<u>Bush</u>	<u>Undecided</u>	<u>Gore</u>	<u>Bush</u>	<u>Undecided</u>	
	%	%	%	%	%	%	
Total	42	53	5=100	39	54	7=100	-3
Sex							
Male	37	58	5	37	56	7	0
Female	46	50	4	40	53	7	-6
Race							
White	38	58	4	34	59	7	-4
Non-white	67	25	8	67	25	8	0
Black	73	20	7	74	18	8	+1
Age							
Under 30	46	47	7	43	46	11	-3
30-49	40	57	3	37	58	5	-3
50-64	41	55	4	41	53	6	0
65+	43	51	6	37	55	8	-6
Education							
College Grad.	43	51	6	37	56	7	-6
Some College	43	53	4	38	55	7	-5
H.S. Grad	38	58	4	39	54	7	+1
< H.S.	45	47	8	42	52	6	-3
Family Income							
\$75,000+	42	55	3	33	62	5	-9
\$50,000-\$74,999	38	59	3	35	62	3	-3
\$30,000-\$49,999	38	58	4	39	54	7	+1
\$20,000-\$29,999	45	51	4	44	50	6	-1
<\$20,000	48	48	4	44	45	11	-4
Region							
East	47	47	6	43	48	9	-4
Midwest	33	61	6	42	53	5	+9
South	41	57	2	34	59	7	-7
West	49	44	7	37	56	7	-12

* 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 ...

	--- July 1999 ---			--- September 1999 ---			Change In Gore
	<u>Gore</u>	<u>Bush</u>	<u>Undecided</u>	<u>Gore</u>	<u>Bush</u>	<u>Undecided</u>	
	%	%	%	%	%	%	
Total	42	53	5=100	39	54	7=100	-3
Religious Affiliation							
Total White Protestant	33	64	3	31	62	6	-2
White Prot. Evangelical	25	73	2	26	66	8	+1
White Prot. Non-Evangel.	42	54	4	39	58	4	-3
White Catholic	39	55	6	36	59	5	-3
Community Size							
Large City	51	42	7	42	49	9	-9
Suburb	41	55	4	38	54	8	-3
Small City/Town	43	52	5	39	56	5	-4
Rural Area	30	66	4	36	58	6	+6
Party ID							
Republican	6	93	1	7	90	3	+1
Democrat	78	19	3	78	16	6	0
Independent	34	58	8	32	58	10	-2
Clinton Approval							
Approve	62	34	4	58	36	6	-4
Disapprove	8	88	4	10	83	7	+2
GOP Congressional Approval							
Approve	20	77	3	19	76	5	-1
Disapprove	58	37	5	55	38	7	-3
1996 Presidential Vote							
Clinton	68	29	3	65	28	7	-3
Dole	2	96	2	5	93	2	+3

YOUTHFUL COCAINE USE — NEWSWORTHY OR NOT?

	<u>Almost Always</u> %	<u>Sometimes</u> %	<u>Almost Never</u> %	<u>Don't Know</u> %
Total	35	24	40	1=100
Sex				
Male	40	22	36	2
Female	30	26	43	1
Race				
White	34	25	40	1
Non-white	43	20	35	2
Black	45	19	36	*
Age				
Under 30	35	28	37	*
30-49	34	25	39	2
50-64	38	23	39	*
65+	35	18	45	2
Education				
College Grad.	29	26	44	1
Some College	33	27	39	1
High School Grad.	36	25	38	1
<H.S. Grad.	44	15	38	3
Family Income				
\$75,000+	35	21	44	*
\$50,000-\$74,999	31	27	41	1
\$30,000-\$49,999	33	22	44	1
\$20,000-\$29,999	33	28	37	2
<\$20,000	45	21	33	1
Region				
East	35	20	43	2
Midwest	38	22	39	1
South	34	25	39	2
West	34	28	38	*

Question: For each of the following stories about presidential candidates, please tell me whether you feel it should almost always be reported, whether it should sometimes be reported depending on the particular circumstances, or whether it should almost never be reported... a candidate is found to have used cocaine as a young adult?

Continued ...

	<u>Almost Always</u> %	<u>Sometimes</u> %	<u>Almost Never</u> %	<u>Don't Know</u> %
<i>Total</i>	35	24	40	1=100
<i>Religious Affiliation</i>				
Total White Protestant	34	25	40	1
White Prot. Evangelical	39	27	33	1
White Prot. Non-Evangel.	28	24	47	1
White Catholic	34	25	41	*
<i>Community Size</i>				
Large City	36	27	36	1
Suburb	33	24	43	*
Small City/Town	33	25	41	1
Rural Area	40	20	39	1
<i>Party ID</i>				
Republican	36	28	35	1
Democrat	35	23	42	*
Independent	35	22	42	1
<i>Clinton Approval</i>				
Approve	33	23	43	1
Disapprove	37	26	36	1
<i>GOP Congressional Approval</i>				
Approve	38	23	38	1
Disapprove	34	25	40	1
<i>1996 Presidential Vote</i>				
Clinton	33	24	42	1
Dole	35	29	36	0

PRESS SCRUTINY OF PRESIDENTIAL CANDIDATES

November 1987 vs. September 1999

	--- November 1987 ---		--- September 1999 ---		Change in Not Worth It
	<u>Not Worth It</u>	<u>Worth It</u>	<u>Not Worth It</u>	<u>Worth It</u>	
	%	%	%	%	
Total	32	59	42	53	+10
Sex					
Male	35	57	43	52	+8
Female	29	61	40	55	+11
Race					
White	33	59	42	53	+9
Black	31	61	40	57	+9
Age					
Under 30	34	59	41	55	+7
30-49	32	61	42	54	+10
50+	29	58	41	52	+12
Education					
College Grad.	35	59	41	54	+6
Some College	35	59	38	59	+3
High School Grad.	32	60	44	51	+12
<H.S. Grad.	25	60	42	48	+17
Region					
East	31	60	37	58	+6
Midwest	34	57	44	49	+10
South	31	61	41	53	+10
West	30	59	43	54	+13
Party ID					
Republican	33	61	42	54	+9
Democrat	27	63	40	54	+13
Independent	35	55	43	52	+8
Reagan/Clinton Approval					
Approve	32	60	40	55	+8
Disapprove	34	57	44	50	+10

Question: Some say that close scrutiny of political candidates by news organizations is not worth it because it discourages too many good people from running for President. Others say that press scrutiny is worth it because it lets voters really know who is and is not personally qualified to be President. Which comes closer to your view?

ABOUT THIS SURVEY

Results for the main survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,205 adults, 18 years of age or older, during the period September 1-12, 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 percentage points. For results based on either Form 1 (N=592) or Form 2 (N=613), the sampling error is plus or minus 4.5 percentage points. For results based on registered voters (N=867), 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.

The comparison of the amount of campaign coverage with past years is based on a content analysis conducted by Princeton Survey Research Associates using a Nexis search of the Los Angeles Times, the New York Times, USA Today, and the Washington Post. For any article included in this analysis, at least 50% of the article dealt with the presidential campaign, election, or race. Articles appearing between January 1 through August 31 of 1991, 1995, and 1999 were included in the content analysis.

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
SEPTEMBER 1999 NEWS INTEREST INDEX
FINAL TOPLINE
September 1-12, 1999
N=1,205

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>
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>
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

AND NOW FOR A DIFFERENT KIND OF QUESTION ...

Q.2a Please tell me what one word best describes your impression of Al Gore. Tell me just the ONE best word that describes him. **(OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS "DON'T KNOW". ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE. RECORD EXACT WORD(S) RESPONDENT GIVES).**

Sept 1999	Frequency*	March 1999	Frequency*	Sept 1997	Frequency*	Early Sept 1996	Frequency*
Boring	61	Boring	66	Okay	59	Intelligent	20
Good	46	Quiet	38	Good	52	Good	16
Okay	36	Good	38	Boring	42	Environmentalist	15
Quiet	20	Okay	33	Stiff	30	Honest	14
Dull	18	Weak	29	Intelligent	27	Leadership	14
Stiff	18	Honest	27	Honest	27	Smart	14
Nice	16	Dull	27	Fair	25	Quiet	13
Alright	14	Wimp	22	Quiet	24	Stiff	13
Fair	14	Competent	21	Wimp	24	Fair	12
Intelligent	11	Incompetent	20	Environmentalist	21	Boring	11
Honest	10	Stiff	19	Competent	21	Follower	11
Idiot	10	Unknown	18	Nice	20	Nice	11
Likable	10	Intelligent	18	Invisible	19	Alright	9
Weak	10	Follower	17	Dull	18	Dull	9
Competent	9	Environmentalist	17	Unknown	15	Personable	9
Dislike	9	Idiot	16	Phony	14	Sincere	9
Follower	9	Alright	14	Alright	13	Wimp	8
Incompetent	9	Bland	13	Fine	13	OK	7
Unimpressed	9	Puppet	11	Follower	13	Politician	6
Bad	7	Stupid	11	Adequate	13	Puppet	5
	(N=1205)		(N=1786)		(N=2000)		(N=750)

* Q.2a The "Frequency" column is the number of respondents who offered each response; the numbers are not percentages.

Q.2b Please tell me what one word best describes your impression of George W. Bush. Tell me just the ONE best word that describes him. **(OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS “DON’T KNOW”. ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE).**

Sept 1999	Frequency*	March 1999	Frequency*
Good	63	Good	42
Okay	37	Okay	25
Alright	27	Unknown	24
Likable	27	Leader	20
Honest	22	Honest	16
Unknown	20	Great	15
Dislike	15	Conservative	14
Intelligent	13	Fair	13
Rich	12	Old	11
Conservative	11	Alright	11
Fair	10	Intelligent	10
Impressive	10	Excellent	9
Interesting	10	Republican	8
Politician	10	Potential	7
Aggressive	9	Interesting	7
Arrogant	9	Confident	6
Leader	9	Fine	6
Smart	8	Nice	6
Young	8	Strong	6
Confident	7	Competent	6
	(N=1205)		(N=893)

* Q.2b The "Frequency" column is the number of respondents who offered each response; the numbers are not percentages.

Q.3 Do you happen to know in what year President Clinton’s impeachment trial in the Senate ENDED?
IF ANSWER “1 YES” IN QUESTION 3, ASK:

Q.4 Which year? **(OPEN-ENDED; DO NOT READ RESPONSES)**

43	Yes, 1999
57	Incorrect/Don't know
28	Yes, 1998
2	Earlier than 1998
27	No/Don't know/Refused
<u>100</u>	

ASK ALL:

Q.5 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely?
[INSERT ITEM; ROTATE ITEMS]

		Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK (VOL)
a.	The earthquake in Turkey	27	37	23	12	1=100
b.	News about candidates for the 2000 presidential election	15	31	33	20	1=100
	July, 1999	15	38	24	22	1=100
	June, 1999	11	25	29	34	1=100
c.	Political instability in Russia	9	23	34	33	1=100
	September, 1998 ¹	18	30	28	24	*=100
	Late August, 1998 ²	8	22	29	41	*=100
d.	The debate and discussion in Washington over how much to cut taxes	18	30	28	23	1=100
	July, 1999	14	34	21	31	*=100
e.	The shootings in a Jewish community center in Los Angeles	29	34	22	14	1=100
f.	The situation in Kosovo	26	35	23	15	1=100
	July, 1999	32	42	16	10	*=100
	June, 1999 ³	32	42	15	10	1=100
	May, 1999	32	38	19	10	1=100
	Late April, 1999	41	39	13	7	*=100
	April, 1999	41	37	16	6	0=100
	March, 1999 ⁴	43	32	15	9	1=100
	February, 1999 ⁵	11	30	28	30	1=100
	Mid-January, 1999 ⁶	9	21	24	44	2=100
	March, 1998 ⁷	5	12	26	55	2=100

1 In September 1998, the story was listed as "Economic and political instability in Russia."

2 In Late August 1998, the story was listed as "Economic problems in Russia."

3 In April, May and June, 1999, the story was listed as "NATO air strikes against Serbian forces."

4 In March 1999, the story was listed as "NATO air strikes against Serbian forces in Kosovo."

5 In February 1999, the story was listed as "NATO efforts to end ethnic conflict in Kosovo, Serbia."

6 In Mid-January 1999, the story was listed as "The massacre of 45 people in Kosovo, Serbia."

7 In March 1998, the story was listed as "Ethnic conflict in Kosovo, Serbia."

Q.5 CONTINUED ...

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK (VOL)</u>
g.	New charges about the FBI's actions at the Branch Davidian compound in Waco, Texas	22	28	29	20	1=100

ASK FORM 1 ONLY [N=592]:

Q.6F1 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?

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

ASK FORM 2 ONLY [N=613]:

Q.7F2 So far, do you think news organizations are giving too much coverage to Hillary Clinton's possible Senate campaign in New York, too little coverage to the campaign, or the right amount of coverage?

		<u>July 1999</u>
48	Too Much	40
6	Too little	7
39	Right amount	45
<u>7</u>	Don't know/Refused	<u>8</u>
100		100

ON ANOTHER SUBJECT ...

Y1. How do you feel about the coming of the year 2000? Do you think this has any special significance or do you think it will be just another year on the calendar?

		<u>April 1999</u>
29	Special significance	33
68	Just another year on the calendar	64
<u>3</u>	Don't know/Refused	<u>3</u>
100		100

Y2. Now I'm going to read a list. Please tell me if each item describes how you feel about the coming of the year 2000. (First,) **(READ; ROTATE)**, does this describe how you feel about the coming of the year 2000, or not? What about ...

		<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a.	Hopeful	81	18	1=100
	April, 1999	79	20	1=100
b.	Curious	64	35	1=100
	April, 1999	68	31	1=100
c.	Excited	42	57	1=100
	April, 1999	43	56	1=100
d.	Worried	16	83	1=100
	April, 1999	25	74	1=100

ON ANOTHER SUBJECT ...

ROTATE Q.7a AND Q.7b

Q.7a Do you happen to know the names of any of the Republicans running for their party's presidential nomination? Who are they? **(OPEN-END; DO NOT READ RESPONSES; ACCEPT MULTIPLE RESPONSES; PROBE FOR MULTIPLE RESPONSES: "CAN YOU NAME ANY OTHERS?")**

		<u>Republican/ Lean Rep</u>
7	Dan Quayle	9
54	George W. Bush	60
16	Elizabeth Dole	22
11	Steve Forbes	13
7	Patrick Buchanan	10
7	John McCain	10
2	Gary Bauer	3
2	Orrin Hatch	3
4	Alan Keyes	4
2	Other	2
8	Could not recall names	6
29	Don't know/Refused	24
		(N=491)

Q.7b Do you happen to know the names of any of the Democrats running for their party's presidential nomination? Who are they? **(OPEN-END; DO NOT READ RESPONSES; ACCEPT MULTIPLE RESPONSES; PROBE FOR MULTIPLE RESPONSES: "CAN YOU NAME ANY OTHERS?")**

		<u>Democrat/ Lean Dem</u>
46	Al Gore	47
16	Bill Bradley	15
2	Other	3
48	Don't know/Refused	47
		(N=531)

NOW A FEW MORE QUESTIONS ABOUT THE PRESIDENTIAL RACE ...

ROTATE BLOCK Q.7c THROUGH Q.7e WITH BLOCK Q.7f THROUGH Q.7g; RANDOMIZE ORDER OF NAMES:

- Q.7c 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.7d And who would be your SECOND choice? **(READ LIST AGAIN IF NEEDED) — IF RESPONDENT GIVES SECOND CHOICE, SKIP Q.7e.**
- Q.7e Well as of today, to whom do you most lean?

BASED ON REGISTERED REPUBLICANS/LEAN REPUBLICAN [N=369]:

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

Q.7c2 Would you say you are a strong supporter of **(CHOICE FROM Q.7c)** or aren't you strongly committed to this candidate for the Republican nomination?

BASED ON REGISTERED REPUBLICANS/LEAN REPUBLICAN:

George W. Bush (N=197)

53	Strong supporter
45	Are not strongly committed
<u>2</u>	Other/Don't know/Refused
100	

All other possible candidates (N=144)

49	Strong supporter
50	Are not strongly committed
<u>1</u>	Other/Don't know/Refused
100	

ASK ALL:

Q.7f 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.7g Well as of today, to whom do you most lean?

BASED ON REGISTERED DEMOCRATS/LEAN DEMOCRAT [N=388]:

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

Q.7f2 Would you say you are a strong supporter of **(CHOICE FROM Q.7f)** or aren't you strongly committed to this candidate for the Democratic party?

BASED ON REGISTERED DEMOCRATS/LEAN DEMOCRAT:

Al Gore (N=208)

55	Strong supporter
43	Are not strongly committed
<u>2</u>	Other/Don't know/Refused
100	

Bill Bradley (N=120)

37	Strong supporter
60	Are not strongly committed
<u>3</u>	Other/Don't know/Refused
100	

ASK ALL:

Q.8 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, ASK:

Q.8a As of TODAY, do you LEAN more to Gore, the Democrat or Bush, the Republican?

BASED ON REGISTERED VOTERS [N=867]:

		July 1999	March 1999 ⁸	Jan 1999	Early Sept 1998
39	Gore/Lean Gore	42	41	44	40
54	Bush/Lean Bush	53	54	50	53
<u>7</u>	Undecided/Other/DK	<u>5</u>	<u>5</u>	<u>6</u>	<u>7</u>
100		100	100	100	100

ASK ALL:

Q.9 Suppose the 2000 presidential election were being held TODAY, and the candidates were Al Gore, the Democrat, George W. Bush, the Republican, and Pat Buchanan of the Reform Party. Who would you vote for?

IF '4' OTHER OR '9' DON'T KNOW/REFUSED, ASK:

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

BASED ON REGISTERED VOTERS [N=867]:

35	Gore/Lean Gore
49	Bush/Lean Bush
10	Buchanan/Lean Buchanan
<u>6</u>	Other/Don't Know/Refused
100	

ASK ALL:

Q.10 Now I'd like to ask you some questions about how good a job the news media are doing these days. How good a job are news organizations doing at reporting about... **(INSERT ITEM: READ AND ROTATE)** an excellent job, a good job, only a fair job, or a poor job. And how good of a job are they doing at reporting **(NEXT ITEM)**...

		Excellent	Good	Only Fair	Poor	DK/Ref
a.	The activities of Congress September, 1995	5 7	32 38	38 38	17 12	8=100 5=100
b.	The race for the Republican presidential nomination September, 1995	6 6	40 39	34 38	11 9	9=100 8=100
c.	The race for the Democratic presidential nomination	6	36	37	12	9=100
d.	The situation in Kosovo	15	42	26	9	7=100

8

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..."

NO QUESTION 11

Q.12 Now I am going to read you a series of statements. For each, please tell me if you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it. (The first one is...) **(INSERT ITEM; ROTATE ITEMS)**

	Completely <u>Agree</u>	Mostly <u>Agree</u>	Mostly <u>Disagree</u>	Completely <u>Disagree</u>	DK/ <u>Refused</u>
a. I am tired of all the problems associated with the Clinton administration	48	26	14	10	2=100
March, 1999	46	28	15	8	3=100
b. I wish Bill Clinton could run for a third term	17	14	19	48	2=100
March, 1999	16	13	19	50	2=100

ON ANOTHER SUBJECT ...

Q.13 As you may know, there has been discussion in Washington recently about a major tax cut that would take place over the next 10 years. If this bill becomes law, do you think the tax cuts will generally be fair to everyone, OR will the tax cuts mainly benefit some people much more than others?

12	Will be fair
82	Benefit some people much more than others
2	Other (VOL)
<u>4</u>	Don't know/Refused
100	

IF '2' BENEFIT SOME PEOPLE MORE THAN OTHERS" IN Q.13, ASK [N=984]:

Q.13a Who will mainly benefit from the tax cuts: the wealthy, the middle class, or the poor?

80	Wealthy
9	Middle class
6	Poor
1	Other (VOL)
<u>4</u>	Don't know/Refused
100	

ASK ALL:

Q.14 If taxes are cut by as much as proposed, how much do you think YOUR OWN federal taxes will go down per year: by less than \$100, \$100 to \$500, \$500 to \$1,000, or more than \$1,000?

40	Less than \$100
26	\$100 to \$500
9	\$500 to \$1,000
5	More than \$1,000
3	Taxes will stay the same (VOL)
*	Taxes will increase (VOL)
<u>17</u>	Don't know/Refused
100	

NO QUESTION 15

ON ANOTHER SUBJECT...

Q.15a Which one of the following groups plays the most influential role in determining which issues and events are considered important these days? (**READ LIST**)

		<u>Jan 1994</u>
19	Business leaders	11
24	Political leaders in Washington	22
36	The press	43
6	Religious leaders	7
9	Hollywood	10
<u>6</u>	Don't know/Refused	<u>7</u>
100		100

ON ANOTHER SUBJECT...

Q.16 In deciding which stories to cover during an election, do you think news editors care more about the opinions of their audience, or do news editors care more about the opinions of politicians and political insiders?

34	Audience
59	Politicians and political insiders
<u>7</u>	Don't know/Refused
100	

NO QUESTION 17

ASK ALL:

Q.18 How much influence do you think news organizations have on which candidates become presidential nominees: too much, too little or about the right amount?

		<u>Feb 1992</u>	<u>Jan 1992⁹</u>	<u>May 1988</u>	<u>Jan 1988</u>	<u>Nov 1987¹⁰</u>
64	Too much	58	53	47	51	59
4	Too little	5	4	4	4	5
30	About the right amount	33	40	41	37	31
<u>2</u>	Don't know/Refused	<u>4</u>	<u>3</u>	<u>8</u>	<u>8</u>	<u>5</u>
100		100	100	100	100	100

⁹ In January 1988, May 1988 and January 1992, the question was asked: "How much influence do you feel news organizations have on which candidates become presidential nominees?"

¹⁰ In November 1987, the question asked: "How much influence do you feel news organizations have on which candidates become their parties' presidential nominees?"

ROTATE Q. 19, Q.20, AND Q.21

Q.19 How much influence do you think large political donors have on which candidates become presidential nominees: too much, too little, or about the right amount?

74 Too much
 6 Too little
 16 About the right amount
4 Don't know/Refused
 100

Q.20 How much influence do you think the average voter has on which candidates become presidential nominees: too much, too little, or about the right amount?

8 Too much
 62 Too little
 28 About the right amount
2 Don't know/Refused
 100

Q.21 How much influence do you think party leaders have on which candidates become presidential nominees: too much, too little, or about the right amount?

46 Too much
 12 Too little
 38 About the right amount
4 Don't know/Refused
 100

NO QUESTION 22

ASK FORM 1 ONLY [N=592]:

Q.23F1 In the way they have been covering the Presidential race so far, do you think that news organizations are biased in favor of the Democrats, biased in favor of the Republicans, or don't you think news organizations have shown any bias one way or the other?

		April <u>1996</u>	Aug <u>1988</u>	Jan <u>1988</u>	Nov <u>1987</u>
19	Democratic bias	20	22	9	16
14	Republican bias	14	7	10	11
52	No bias	53	58	58	62
<u>15</u>	Don't know/Refused	<u>13</u>	<u>13</u>	<u>23</u>	<u>11</u>
100		100	100	100	100

ASK FORM 2 ONLY [N=613]:

Q.23F2 In the way they have been covering the Presidential race so far, do you think that news organizations are biased in favor of Al Gore, or biased in favor of George W. Bush, or don't you think news organizations have shown any bias one way or the other?

14 Biased in favor of Gore
 26 Biased in favor in Bush
 45 No bias
 4 Other (VOL)
11 Don't know/Refused
 100

ASK ALL:

Q.24 All in all, do you think that news organizations are too easy, too tough, or are they generally fair in their coverage of the following types of presidential candidates: **[ROTATE ITEMS]**

		Too <u>Easy</u>	Too <u>Tough</u>	<u>Fair</u>	DK/ <u>Refused</u>
a.	A candidate who is the frontrunner November, 1987	30 15	22 24	41 55	7=100 6=100
b.	A female candidate November, 1987	10 5	45 48	40 40	5=100 7=100
c.	A candidate who is far behind in the race November, 1987	15 12	40 31	37 48	8=100 9=100
d.	A candidate with liberal views November, 1987	24 15	28 22	42 55	6=100 8=100
e.	A candidate who is associated with a religious group November, 1987	12 10	39 36	42 46	7=100 8=100
f.	An African-American candidate November, 1987 ¹¹	9 9	39 30	44 55	8=100 6=100
g.	A candidate with conservative views November, 1987	17 10	30 23	46 60	7=100 7=100

¹¹ In November 1987, the category was listed as "A black candidate."

Q.25 Some say that close scrutiny of political candidates by news organizations is not worth it because it discourages too many good people from running for President. Others say that press scrutiny is worth it because it lets voters really know who is and is not personally qualified to be President. Which comes closer to your view?

			<u>Nov 1987</u>
42	Not worth it		32
53	Worth it		59
<u>5</u>	Don't know/Refused		<u>9</u>
100			100

Q.26 For each of the following stories about presidential candidates, please tell me whether you feel it should almost always be reported, whether it should sometimes be reported depending on the particular circumstances, or whether it should almost never be reported?

		<u>Almost always</u>	<u>Sometimes</u>	<u>Almost never</u>	<u>DK/ Refused</u>
ASK ALL:					
a.	A candidate is found to have used cocaine as a young adult	35	24	40	1=100
(ROTATE ITEMS b THROUGH g)					
ASK FORM 1 ONLY [N=592]:					
b.F1	A candidate is having an extramarital affair	43	20	36	1=100
	November, 1987	41	25	32	2=100
c.F1	A candidate is found to have been treated by a psychiatrist in the past	28	29	41	2=100
d.F1	A candidate is a homosexual	38	15	44	3=100
	November, 1987	55	17	26	2=100
e.F1	A candidate is known to have physically abused a spouse	71	17	10	2=100
f.F1	A candidate is found to have exaggerated his or her academic record	61	23	14	2=100
	November, 1987 ¹²	64	25	9	2=100
g.F1	A candidate is found to have had a drinking problem in the past	36	30	33	1=100
(ROTATE ITEMS h THROUGH m)					
ASK FORM 2 ONLY [N=613]:					
h.F2	A candidate is found to have used marijuana as a young adult	23	19	57	1=100

¹²

In November 1987, the category was listed as "A candidate is found to have exaggerated his academic record."

Q.26 CONTINUED ...

		<u>Almost always</u>	<u>Sometimes</u>	<u>Almost never</u>	<u>DK/ Refused</u>
i.F2	A female candidate is found to have had an abortion	17	11	70	2=100
j.F2	A candidate is found to have exaggerated his or her record of military service November, 1987 ¹³	61	23	14	2=100
		68	22	8	2=100
k.F2	A candidate is found to have not paid federal income tax once in the past November, 1987 ¹⁴	65	21	12	2=100
		65	22	11	2=100
l.F2	A candidate is found to have had an extramarital affair in the past	23	21	55	1=100
m.F2	A candidate is found to have taken anti-depressants	20	23	55	2=100

ON ANOTHER SUBJECT ...

Q.27 I'm going to read you a list of environmental problems. As I read each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little, or not at all? First, how much do you personally worry about... **[INSERT ITEM. ROTATE]** . . a great deal, a fair amount, only a little, or not at all? How about **[INSERT NEXT ITEM]**

	<u>Great Deal</u>	<u>Fair Amount</u>	<u>Only a Little</u>	<u>Not At All</u>	<u>DK/ Refused</u>
a. The "greenhouse effect" or global warming November, 1997 <i>Gallup</i> : October, 1997 <i>Gallup</i> : April, 1990 <i>Gallup</i> : May, 1989	30	29	25	14	2=100
	24	30	26	15	5=100
	24	26	29	17	4=100
	30	27	20	16	6=100
	35	28	18	12	7=100
b. Damage to the earth's ozone layer November, 1997 <i>Gallup</i> : October, 1997 <i>Gallup</i> : April, 1990 <i>Gallup</i> : May, 1989	39	30	19	11	1=100
	40	28	21	9	2=100
	33	27	25	13	2=100
	43	28	15	10	4=100
	51	26	13	8	2=100
c. Contamination of soil and water by toxic waste November, 1997 <i>Gallup</i> : April, 1990 <i>Gallup</i> : May, 1989	57	27	11	4	1=100
	59	24	13	4	*=100
	63	22	10	5	*=100
	69	21	7	3	*=100

¹³ In November 1987, the category was listed as "A candidate is found to have exaggerated his record of military service."

¹⁴ In November 1987, the category was listed as "A candidate is found to have not paid federal income tax once in his past."

Q.27 CONTINUED ...

	<u>Great Deal</u>	<u>Fair Amount</u>	<u>Only a Little</u>	<u>Not At All</u>	<u>DK/Refused</u>
d. Air pollution	49	32	14	5	*=100
November, 1997	47	34	14	4	1=100
<i>Gallup</i> : October, 1997	42	34	18	5	1=100
<i>Gallup</i> : April, 1990	58	29	9	4	*=100
<i>Gallup</i> : May, 1989	63	25	8	4	*=100
e. Pollution of rivers, lakes, and reservoirs	59	27	9	4	1=100
November, 1997	61	27	9	3	*=100
<i>Gallup</i> : April, 1990	64	23	9	4	*=100
<i>Gallup</i> : May, 1989	72	19	5	3	1=100

NO QUESTION 28

AND ON ANOTHER MATTER ...

ASK ALL:

Q.29 Would you favor or oppose a law that banned the sale of handguns?

	<u>May 1999</u>	<u>Dec 1993</u>
46 Favor	44	45
50 Oppose	50	51
<u>4</u> Don't know/Refused	<u>6</u>	<u>4</u>
100	100	100

Q.30 Now I am going to read you a list of some programs and proposals that are being discussed in this country today. For each one, please tell me whether you strongly favor, favor, oppose, or strongly oppose it. The first one is... **(READ AND ROTATE)**.

	<u>Strongly Favor</u>	<u>Favor</u>	<u>Oppose</u>	<u>Strongly Oppose</u>	<u>DK/Refused</u>
a. The death penalty for persons convicted of murder	41	33	15	7	4=100
June, 1996	43	35	11	7	4=100
b. Allowing gays and lesbians to adopt children	10	28	27	30	5=100
c. Requiring that women under 18 years get the consent of at least one parent before they are allowed to have an abortion	42	27	18	10	3=100
May, 1992	73		23		4=100

ON ANOTHER SUBJECT...

Q.31 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>
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 YES (USE A COMPUTER) IN Q.31, ASK:

Q.32 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

BASED ON TOTAL RESPONDENTS:

	July	June	May	April	March	Feb	Jan	Early	Early	Early	July	June		
	<u>1999</u>	<u>1999</u>	<u>1999</u>	<u>1999</u>	<u>1999</u>	<u>1999</u>	<u>1999</u>	<u>1998</u>	<u>1998</u>	<u>1998</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1995</u> ¹⁵
53 Goes online	49	50	48	51	49	49	47	42	37	42	43	36	23	14
47 Does not go online	51	50	52	49	51	51	53	58	63	58	57	63	77	86
<u>0</u> DK/Refused	<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

¹⁵

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?