

ALL RESPONDENTS SELECTED

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HORIZONTAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SELECTED RESP	48	48	0	2		DEM CHANGE FROM 1996PRES
SEX						
MALE	48	42	53	0	3	-1
FEMALE	52	54	43	0	2	+0
WHITE						
MALE	48	36	60	0	3	
FEMALE	52	48	49	0	2	
RACE						
WHITE	81	42	54	0	3	
BLACK	10	90	9	0	1	
HISP	7	62	35	1	2	
ASIAN	2	55	41	1	3	
OTHER	1	55	39	0	4	
AGE						
18-29	17	48	46	1	5	-5
30-44	33	48	49	0	2	+0
45-59	28	48	49	1	2	+0
60+	22	51	47	0	2	+3

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PAGE: 1

VERTICAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SEL RESP (HORZ%)	48	48	0	2		
SEX						
MALE	48	42	53		54	
FEMALE	52	58	47		46	
WHITE						
MALE	48	40	53		54	
FEMALE	52	60	47		46	
RACE						
WHITE	81	70	91		86	
BLACK	10	18	2		3	
HISP	7	8	5		6	
ASIAN	2	2	1		2	
OTHER	1	2	1		2	
AGE						
18-29	17	17	16		32	
30-44	33	32	33		29	
45-59	28	28	29		24	
60+	22	23	21		15	

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ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE FROM 1996PRES

AGE-65 & OVER

18-64 86 48 48 0 3 -1
65+ 14 50 47 0 2 +0

EDUCATION

NOHS 5 59 39 1 1 +0
HSGRAD 21 48 49 1 1 -3
SOMCOL/ASSOC 32 45 51 0 3 -3
COLGRAD 24 45 51 0 3 +1
POSTGRAD 18 52 44 0 3 +0

COLLEGE EDUCATION

NOTCOMPLETED 58 47 49 1 2
COMPLETED 42 48 48 0 3

VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2

AGE-65 & OVER

18-64 86 85 86 89
65+ 14 15 14 11

EDUCATION

NOHS 5 6 4 2
HSGRAD 21 22 22 11
SOMCOL/ASSOC 32 30 34 34
COLGRAD 24 23 25 30
POSTGRAD 18 19 16 23

COLLEGE EDUCATION

NOTCOMPLETED 58 58 59 47
COMPLETED 42 42 41 53

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE FROM 1996PRES

INCOME

LESS15K	7	57	37	1	4	-2
15-30K	16	54	41	1	3	+1
30-50K	24	49	48	0	2	+1
50-75K	25	46	51	0	2	+0
75-100K	13	45	52	0	2	+1
OVER100K	15	43	54	0	2	+5

MARRIED

YES	65	44	53	1	2
NO	35	57	38	0	4

CHILDREN IN HH

YES	39	45	52	0	2
NO	61	50	46	1	3

MARRIED W/ CHILDR

YES	31	41	56	0	2
NO	69	51	44	1	3

VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2

INCOME

LESS15K	7	8	5	11
15-30K	16	18	14	21
30-50K	24	25	24	23
50-75K	25	24	26	17
75-100K	13	12	14	12
OVER100K	15	13	17	15

MARRIED

YES	65	59	72	50
NO	35	41	28	50

CHILDREN IN HH

YES	39	36	42	31
NO	61	64	58	69

MARRIED W/ CHILDR

YES	31	26	36	22
NO	69	74	64	78

ALL RESPONDENTS SELECTED

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HORIZONTAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SELECTED RESP	48	48	0	2		DEM CHANGE FROM 1996PRES
WORK FULL TIME						
YES	67	49	48	0	2	
NO	33	47	48	1	3	
WORKING WOMEN						
YES	31	58	39	0	2	
NO	69	44	52	1	3	
PARTY ID						
DEMOCRAT	39	86	11	0	2	+2
REPUBLICAN	35	8	91	0	1	-5
IND/OTHER	27	45	47	1	6	+2
UNION HOUSEHOLD						
YES	26	59	37	1	3	
NO	74	44	52	0	2	
UNION MEMBER						
I . AM	16	62	34	1	3	
ELSE . IN . HH	10	54	41	1	3	
NO	74	44	52	0	2	

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VERTICAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SEL RESP(HORZ%)	48	48	0	2		
WORK FULL TIME						
YES	67	68	67		62	
NO	33	32	33		38	
WORKING WOMEN						
YES	31	37	25		28	
NO	69	63	75		72	
PARTY ID						
DEMOCRAT	39	69	9		24	
REPUBLICAN	35	6	65		12	
IND/OTHER	27	25	26		64	
UNION HOUSEHOLD						
YES	26	32	20		28	
NO	74	68	80		72	
UNION MEMBER						
I . AM	16	20	11		16	
ELSE . IN . HH	10	12	9		12	
NO	74	68	80		72	

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ALL RESPONDENTS SELECTED

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HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130

ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE FROM 1996PRES

CLASS

UPPER 4 56 39 0 3

UPPERMIDDLE 27 43 54 0 3

MIDDLE 46 48 49 0 2

WORKING 18 51 46 0 3

LOWER 2

POLITICAL PHIL

LIBERAL 20 80 13 1 6 +2

MODERATE 50 52 44 0 2 -4

CONSERV 29 17 81 0 1 -3

FIRST TIME VOTER

YES 9 52 43 1 4

NO 91 48 48 0 2

GAY, LESBIAN, BIS

YES 4 70 25 0 4

NO 96 47 50 0 3

=====

VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130

ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2

CLASS

UPPER 4 5 3

UPPERMIDDLE 27 24 29

MIDDLE 46 46 46

WORKING 18 19 17

LOWER 2 3 1

POLITICAL PHIL

LIBERAL 20 34 5 45

MODERATE 50 55 46 47

CONSERV 29 11 49 8

FIRST TIME VOTER

YES 9 10 8 13

NO 91 90 92 87

GAY, LESBIAN, BIS

YES 4 6 2 5

NO 96 94 98 95

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ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE FROM 1996PRES

1996 PRES VOTE

CLINTON 46 82 15 1 2
DOLE 31 7 91 0 1
PEROT 6 27 64 1 7
OTHER 2 26 52 1 15
NOVOTE 13 44 52 0 3

REG INTERNET USER

YES 64 47 49 1 3
NO 36 51 46 1 2

INTERNT POLITIC I

YES 30 47 48 1 3
NO 70 49 47 0 3

GUN OWNER HH

YES 48 36 61 0 2
NO 52 58 39 0 3

VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2

1996 PRES VOTE

CLINTON 46 78 14 37
DOLE 31 5 60 15
PEROT 6 4 9 19
OTHER 2 1 3 14
NOVOTE 13 11 14 14

REG INTERNET USER

YES 64 62 65 66
NO 36 38 35 34

INTERNT POLITIC I

YES 30 29 30 30
NO 70 71 70 70

GUN OWNER HH

YES 48 36 60
NO 52 64 40

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ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
 ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE FROM 1996PRES

DECIDED TO VOTE

LAST.3DAYS 11 48 46 0 5
 LASTWEEK 6 48 44 1 5
 LAST.MONTH 13 49 45 1 5
 BEFORE 69 48 50 0 1

DECIDE VOTE PRES

INLASTWEEK 17 48 45 0 5
 BEFORELSTWK 82 48 50 0 2

RELIGION

PROT/CHRIST 54 42 56 0 2 +0
 CATHOLIC 26 50 47 1 2 -3
 JEWISH 4 79 19 0 1 +1
 OTHER 6 62 28 1 7 +2
 NONE 9 61 30 0 7 +2

VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
 ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2

DECIDED TO VOTE

LAST.3DAYS 11 11 10
 LASTWEEK 6 6 6
 LAST.MONTH 13 13 12
 BEFORE 69 69 71

DECIDE VOTE PRES

INLASTWEEK 17 17 16
 BEFORELSTWK 82 82 84

RELIGION

PROT/CHRIST 54 47 63 33
 CATHOLIC 26 27 26 23
 JEWISH 4 6 1 1
 OTHER 6 8 4 17
 NONE 9 12 6 25

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE
FROM 1996PRES

RELIGION-WHITES

PROT/CHRIST 56 34 63 1 2
CATHOLIC 25 45 52 0 2
JEWISH 4 80 17 0 1
OTHER 5 53 35 0 8
NONE 9 57 33 1 8

ATTEND CHURCH

MORETHAN1AWK 14 36 63 0 1
ONCEAWEEK 28 40 57 0 2
AFEWAMONTH 14 51 46 1 2
AFEWAYEAR 28 54 42 0 3
NEVER 14 61 32 1 6

WHITE RELIG RIGHT

YES 14 18 80 1 1
NO 83 54 42 0 3

VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2

RELIGION-WHITES

PROT/CHRIST 56 46 66 34
CATHOLIC 25 27 24 22
JEWISH 4 8 1 2
OTHER 5 7 3 16
NONE 9 12 6 27

ATTEND CHURCH

MORETHAN1AWK 14 11 19 6
ONCEAWEEK 28 24 33 21
AFEWAMONTH 14 15 13 10
AFEWAYEAR 28 31 24 31
NEVER 14 17 9 30

WHITE RELIG RIGHT

YES 14 5 24 3
NO 83 92 73 96

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ALL RESPONDENTS SELECTED

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HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130

ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE FROM 1996PRES

ABORTION POSITION

ALWYSLGL 23 70 25 0 4

MOSTLGL 33 58 38 0 3

MOSTILL 27 29 69 0 1

ALWYSILL 13 22 74 2 1

LIEBER REL, GOOD

MORELIKELY 17 61 36 1 1

LESSLIKELY 8 22 72 0 5

NOEFFECT 72 49 47 0 3

ISSUE MATTERS MOS

WORLDAFFAIRS 12 40 54 1 4

MEDICARE/RX 7 60 39 0 1

HEALTHCARE 8 64 33 0 3

ECON/JOBS 18 59 37 0 2

TAXES 14 17 80 0 2

EDUCATION 15 52 44 0 3

SOCIALSECUR 14 58 40 1 1

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VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130

ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2

ABORTION POSITION

ALWYSLGL 23 34 12 37

MOSTLGL 33 40 26 41

MOSTILL 27 16 39 12

ALWYSILL 13 6 20 7

LIEBER REL, GOOD

MORELIKELY 17 21 13 8

LESSLIKELY 8 3 12 14

NOEFFECT 72 73 71 73

ISSUE MATTERS MOS

WORLDAFFAIRS 12 10 14 19

MEDICARE/RX 7 9 6 4

HEALTHCARE 8 10 5 9

ECON/JOBS 18 22 14 16

TAXES 14 5 23 10

EDUCATION 15 16 13 18

SOCIALSECUR 14 17 11 4

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ALL RESPONDENTS SELECTED

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HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130

ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE FROM 1996PRES

QUALITY MATTERS M

COMPLEXISSUE	13	75	19	0	4
HONEST	24	15	80	1	3
CARES	12	63	31	1	5
EXPERIENCE	15	82	17	0	1
LIKEABLE	2	38	59	0	2
STRONGLEADER	14	34	64	0	1
GOODJUDGMENT	13	48	50	0	1

ISS/QUAL PRES VO

ISSUES	62	55	40	1	3
PERSONALQUAL	35	35	62	0	2

SAY ANYTHNG GET E

ONLYGORE	33	15	83	0	1
ONLYBUSH	17	83	16	0	2
BOTH	41	57	38	0	4
NEITHER	7	57	39	0	2

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VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130

ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2

QUALITY MATTERS M

COMPLEXISSUE	13	20	5	22
HONEST	24	8	41	33
CARES	12	16	8	21
EXPERIENCE	15	25	5	4
LIKEABLE	2	2	3	2
STRONGLEADER	14	10	18	5
GOODJUDGMENT	13	13	13	7

ISS/QUAL PRES VO

ISSUES	62	71	52	70
PERSONALQUAL	35	26	45	25

SAY ANYTHNG GET E

ONLYGORE	33	11	55
ONLYBUSH	17	29	5
BOTH	41	50	32
NEITHER	7	9	6

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ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SELECTED RESP		48	48	0	2	DEM CHANGE FROM 1996PRES
GORE SAY ANYTHING						
YES	74	39	58	0	2	
NO	24	75	23	0	2	
BUSH SAY ANYTHING						
YES	58	64	32	0	3	
NO	40	23	76	0	1	
HAS PRES KNOWLEDG						
ONLYGORE	37	92	5	0	2	
ONLYBUSH	24	4	95	0	0	
BOTH	30	27	71	0	2	
NEITHER	7	40	45	2	11	
GORE PRES KNOWLED						
YES	67	63	34	0	2	
NO	30	12	84	0	3	
BUSH PRES KNOWLED						
YES	54	17	81	0	1	
NO	44	84	11	0	4	

VERTICAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SEL RESP(HORZ%)		48	48	0	2	
GORE SAY ANYTHING						
YES	74	60	87			
NO	24	38	11			
BUSH SAY ANYTHING						
YES	58	79	37			
NO	40	19	61			
HAS PRES KNOWLEDG						
ONLYGORE	37	72	4			
ONLYBUSH	24	2	45			
BOTH	30	17	43			
NEITHER	7	6	6			
GORE PRES KNOWLED						
YES	67	90	47			
NO	30	8	51			
BUSH PRES KNOWLED						
YES	54	19	88			
NO	44	78	10			

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SELECTED RESP		48	48	0	2	DEM CHANGE FROM 1996PRES
GORE POS ON ISSUE						
TOOLIBERAL	43	7	91	0	1	
TOOCONSERVAT	9	45	42	0	10	
ABOUTRIGHT	44	89	9	0	2	
BUSH POS ON ISSUE						
TOOLIBERAL	13	81	15	1	3	
TOOCONSERVAT	34	83	11	0	5	
ABOUTRIGHT	47	10	89	0	1	
GORE HONEST						
YES	52	81	16	0	2	
NO	45	11	84	1	3	
BUSH HONEST						
YES	55	25	73	0	1	
NO	40	79	14	1	5	
DESCRIBE PRES VOT						
NORESERTNS	55	46	51	0	2	
RESERVATIONS	43	50	47	0	2	

VERTICAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SEL RESP(HORZ%)		48	48	0	2	
GORE POS ON ISSUE						
TOOLIBERAL	43	7	78			
TOOCONSERVAT	9	8	7			
ABOUTRIGHT	44	81	8			
BUSH POS ON ISSUE						
TOOLIBERAL	13	22	4			
TOOCONSERVAT	34	59	7			
ABOUTRIGHT	47	10	85			
GORE HONEST						
YES	52	87	18		40	
NO	45	10	79		54	
BUSH HONEST						
YES	55	28	86		19	
NO	40	66	12		73	
DESCRIBE PRES VOT						
NORESERTNS	55	52	57			
RESERVATIONS	43	45	42			

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ALL RESPONDENTS SELECTED

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HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130

ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE FROM 1996PRES

FEELING IF GORE W

EXCITED	17	94	6	0	1
OPTIMIST	31	82	14	0	3
CONCERND	27	22	74	0	3
SCARED	23	4	94	1	1

FEELING IF BUSH W

EXCITED	21	4	95	0	1
OPTIMIST	29	11	87	0	1
CONCERND	21	82	13	0	4
SCARED	26	94	1	1	3

HANDLE INTL CRISI

ONLYGORE	35	92	5	1	2
ONLYBUSH	27	5	93	0	1
BOTH	29	40	57	0	2
NEITHER	7	35	48	2	12

GORE HANDLE CRISI

YES	64	69	28	1	2
NO	34	11	84	1	3

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VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130

ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2

FEELING IF GORE W

EXCITED	17	32	2		
OPTIMIST	31	52	9		
CONCERND	27	12	41		
SCARED	23	2	45		

FEELING IF BUSH W

EXCITED	21	2	42		
OPTIMIST	29	6	51		
CONCERND	21	36	6		
SCARED	26	52	1		

HANDLE INTL CRISI

ONLYGORE	35	67	3		31
ONLYBUSH	27	3	53		11
BOTH	29	23	34		20
NEITHER	7	5	7		33

GORE HANDLE CRISI

YES	64	91	38		51
NO	34	8	59		44

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ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SELECTED RESP	48	48	0	2		DEM CHANGE FROM 1996PRES
BUSH HANDLE CRISI						
YES	55	23	75	0	1	
NO	42	83	12	1	4	
SHARE MY GOVT VIE						
ONLYGORE	29	95	4	0	1	
ONLYBUSH	33	4	95	0	1	
BOTH	17	50	48	0	2	
NEITHER	18	52	37	1	8	
GORE SHARES GOVTV						
YES	46	78	20	0	1	
NO	51	21	75	1	3	
BUSH SHARES GOVTV						
YES	51	20	79	0	1	
NO	47	78	17	0	4	
MORE IMP IN PRES						
MANAGEGOVT	60	61	34	0	3	
MORALLEADER	34	27	70	1	2	

VERTICAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SEL RESP(HORZ%)	48	48	0	2		
BUSH HANDLE CRISI						
YES	55	26	87		32	
NO	42	72	10		63	
SHARE MY GOVT VIE						
ONLYGORE	29	56	2			
ONLYBUSH	33	3	64			
BOTH	17	18	17			
NEITHER	18	19	14			
GORE SHARES GOVTV						
YES	46	75	19			
NO	51	22	78			
BUSH SHARES GOVTV						
YES	51	21	81			
NO	47	76	16			
MORE IMP IN PRES						
MANAGEGOVT	60	76	44		67	
MORALLEADER	34	19	50		28	

ALL RESPONDENTS SELECTED

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HORIZONTAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SELECTED RESP	48	48	0	2		DEM CHANGE FROM 1996PRES
IF ONLY GORE/BUSH						
GORE	48	96	1	0	2	
BUSH	49	2	96	0	1	
WOULDNOTVOTE	2	23	28	9	31	
ATTACK OTHER UNFA						
GOREDID	25	8	91	0	1	
BUSHDID	14	92	6	0	2	
BOTHDID	35	52	43	0	4	
NEITHERDID	21	54	44	0	2	
GORE ATTACK BUSH						
YES	60	33	63	0	3	
NO	35	69	29	0	2	
BUSH ATTACK GORE						
YES	49	63	33	0	3	
NO	46	29	69	0	1	
VOTE ONLY FOR VP:						
LIEBERMAN	46	84	12	1	3	
CHENEY	48	15	82	0	2	

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VERTICAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SEL RESP(HORZ%)	48	48	0	2		
IF ONLY GORE/BUSH						
GORE	48	95	1		47	
BUSH	49	2	96		21	
WOULDNOTVOTE	2	1	1		30	
ATTACK OTHER UNFA						
GOREDID	25	4	46			
BUSHDID	14	28	2			
BOTHDID	35	38	30			
NEITHERDID	21	24	19			
GORE ATTACK BUSH						
YES	60	42	76			
NO	35	52	20			
BUSH ATTACK GORE						
YES	49	66	32			
NO	46	29	64			
VOTE ONLY FOR VP:						
LIEBERMAN	46	80	12		46	
CHENEY	48	15	83		36	

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HORIZONTAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SELECTED RESP	48	48	0	2		DEM CHANGE FROM 1996PRES
MCCAIN SUPPORTER						
YES	34	37	59	1	2	
NO	58	56	40	1	3	
GOVT SHOULD DO:						
MORE	43	74	23	0	3	
LESS	53	25	71	1	2	
MORE IMPORTANT						
PROENVIR	46	59	36	1	4	
PROGRWTH	48	39	58	0	1	
NEW PRES DO FIRST						
CUTTAXES	26	27	71	0	1	
CURBRXPRICES	11	56	39	1	3	
IMPROVEEDUC	30	58	37	0	4	
SOCIALSECURI	23	58	40	0	1	
BETTER PRES AND C						
SAMEPARTY	53	48	50	0	1	
DIFFPARTY	40	49	45	1	4	

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VERTICAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SEL RESP(HORZ%)	48	48	0	2		
MCCAIN SUPPORTER						
YES	34	26	42		33	
NO	58	67	49		61	
GOVT SHOULD DO:						
MORE	43	66	20		45	
LESS	53	28	77		46	
MORE IMPORTANT						
PROENVIR	46	56	35		73	
PROGRWTH	48	39	59		18	
NEW PRES DO FIRST						
CUTTAXES	26	14	39		15	
CURBRXPRICES	11	13	9		15	
IMPROVEEDUC	30	36	24		43	
SOCIALSECURI	23	28	19		12	
BETTER PRES AND C						
SAMEPARTY	53	53	56		23	
DIFFPARTY	40	40	37		62	

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ALL RESPONDENTS SELECTED

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HORIZONTAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SELECTED RESP		48	48	0	2	DEM CHANGE FROM 1996PRES
PAST8YRS- MILITAR						
STRONGER	17	68	26	1	5	
WEAKER	47	25	72	1	2	
STAYEDSAME	34	71	25	1	2	
HELP SENIORS PAY						
MEDICARE	57	60	37	0	3	
PRIVATEINSUR	36	30	67	0	2	
PRIORITY FOR SURP						
CUTFEDINCTAX	28	29	69	0	1	
REDUCNATDEBT	24	50	47	0	2	
SOCIALSECURI	35	57	41	0	2	
OTHRPROGRAMS	5	64	25	0	10	
INVEST SOC SECURI						
SUPPORT	57	32	66	0	2	
OPPOSE	39	69	27	0	3	
PREFER TAX PLAN						
ACROSSBOARD	51	29	68	0	2	
TARGETED	44	67	29	0	3	

=====

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VERTICAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SEL RESP(HORZ%)		48	48	0	2	
PAST8YRS- MILITAR						
STRONGER	17	24	10		33	
WEAKER	47	24	71		34	
STAYEDSAME	34	49	18		30	
HELP SENIORS PAY						
MEDICARE	57	72	42			
PRIVATEINSUR	36	23	49			
PRIORITY FOR SURP						
CUTFEDINCTAX	28	17	39			
REDUCNATDEBT	24	25	23			
SOCIALSECURI	35	42	28			
OTHRPROGRAMS	5	7	3			
INVEST SOC SECURI						
SUPPORT	57	39	76			
OPPOSE	39	57	21			
PREFER TAX PLAN						
ACROSSBOARD	51	31	69			
TARGETED	44	63	26			

=====

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

	ALL	GORE	BUSH	BCHN	NADR	DEM CHANGE FROM 1996PRES
SELECTED RESP	48	48	0	2		
WHEN SCHOOL FAILI						
FIXSCHOOL	78	55	42	0	2	
PAY4PRIVATE	16	20	76	0	2	
STRICTER GUN LAWS						
SUPPORT	60	62	34	0	3	
OPPOSE	36	23	74	0	2	
FINANCIAL SITUATI						
BETTER	50	61	36	0	2	-5
WORSE	11	33	63	0	4	+6
SAME	38	35	60	1	3	-11
CURRENT NAT ECONO						
EXCEL	19	70	26	0	2	
GOOD	66	45	52	1	2	
NOTGOOD	12	33	62	1	3	
POOR	2	33	58	1	6	

VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%)	48	48	0	2	
WHEN SCHOOL FAILI					
FIXSCHOOL	78	90	66		
PAY4PRIVATE	16	7	24		
STRICTER GUN LAWS					
SUPPORT	60	79	42		
OPPOSE	36	18	54		
FINANCIAL SITUATI					
BETTER	50	64	37	41	
WORSE	11	7	14	16	
SAME	38	28	48	42	
CURRENT NAT ECONO					
EXCEL	19	28	11	17	
GOOD	66	61	71	64	
NOTGOOD	12	8	15	14	
POOR	2	1	2	4	

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SELECTED RESP	48	48	0	2		DEM CHANGE FROM 1996PRES
ECONOMY IN ONE YE						
BETTER	28	53	46	0	1	
WORSE	12	38	53	2	6	
SAME	57	47	49	0	3	
HAVE INVESTMENTS						
YES	70	46	51	0	2	
NO	30	52	44	0	3	
FUTURE OF STOCK M						
VERYWORRIED	7	54	39	1	4	
SOMEWHATWORR	36	50	47	0	2	
NOTTOOWORRIE	40	44	54	0	2	
NOTATALLWORR	14	45	52	0	3	
INVESTORS ONLY						
VERYWORRIED	7	53	38	2	4	
SOMEWHATWORR	39	51	47	0	2	
NOTTOOWORRIE	43	42	56	0	2	
NOTATALLWORR	10	37	59	0	3	

VERTICAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SEL RESP(HORZ%)	48	48	0	2		
ECONOMY IN ONE YE						
BETTER	28	31	26		9	
WORSE	12	9	13		28	
SAME	57	56	58		61	
HAVE INVESTMENTS						
YES	70	68	73			
NO	30	32	27			
FUTURE OF STOCK M						
VERYWORRIED	7	8	6			
SOMEWHATWORR	36	38	34			
NOTTOOWORRIE	40	37	43			
NOTATALLWORR	14	13	14			
INVESTORS ONLY						
VERYWORRIED	7	8	5			
SOMEWHATWORR	39	43	36			
NOTTOOWORRIE	43	39	46			
NOTATALLWORR	10	8	11			

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE FROM 1996PRES

CLINTON APPROVAL
APPROVE 57 77 20 1 2
DISAPPR 41 9 88 0 2
CLINTON AS PERSON
FAVORABLE 36 83 13 1 2
UNFAVORABLE 60 26 70 0 3
CLINTON JOB/PERSO
APP/FAV 35 85 12 1 2
APP/UNFAV 20 63 33 0 4
DIS/FAV 1 43 50 1 6
DIS/UNFAV 39 7 89 0 2
HISTORY - CLINTON
LEADERSHIP 29 83 14 1 2
SCANDALS 68 33 63 1 3

VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2
CLINTON APPROVAL
APPROVE 57 91 23 55
DISAPPR 41 7 74 39
CLINTON AS PERSON
FAVORABLE 36 63 10 29
UNFAVORABLE 60 33 87 65
CLINTON JOB/PERSO
APP/FAV 35 61 9 26
APP/UNFAV 20 26 14 28
DIS/FAV 1 1 1 3
DIS/UNFAV 39 6 72 35
HISTORY - CLINTON
LEADERSHIP 29 49 8 21
SCANDALS 68 47 90 74

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE FROM 1996PRES

CLIN SCANDAL PRES

VERYIMP 24 18 80 1 1
SOMEWHAT 20 28 70 0 1
NOTTOOIMP 17 59 37 1 2
NOTATALL 37 75 19 1 4

REASON FOR PRES V

SUPPORTCLIN 10 94 4 1 1
OPPOSECLIN 18 5 92 1 2
NEITHER 70 53 43 0 3

PREFER NEXT PRES:

CLINPOLICY 40 87 11 0 2
MORECONSERV 46 13 85 0 1
MORELIBERAL 10 56 36 0 7

CLIN RESP. FOR EC

VERYRESPONSI 28 79 18 1 1
SOMEWHATRESP 40 52 43 0 4
NOTTOORESPON 19 15 82 0 2
NOTATALLRESP 10 5 91 0 2

VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2

CLIN SCANDAL PRES

VERYIMP 24 9 41 12
SOMEWHAT 20 11 30 11
NOTTOOIMP 17 21 13 12
NOTATALL 37 57 15 63

REASON FOR PRES V

SUPPORTCLIN 10 19 1 4
OPPOSECLIN 18 2 34 12
NEITHER 70 77 62 82

PREFER NEXT PRES:

CLINPOLICY 40 72 9
MORECONSERV 46 13 80
MORELIBERAL 10 12 8

CLIN RESP. FOR EC

VERYRESPONSI 28 47 11 14
SOMEWHATRESP 40 44 36 59
NOTTOORESPON 19 6 32 17
NOTATALLRESP 10 1 19 8

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SELECTED RESP	48	48	0	2		DEM CHANGE FROM 1996PRES
COUNTRY IS ON:						
RIGHTDIR	65	61	36	0	2	
WRONGTRACK	31	20	74	1	4	
MORAL-COUNTRY IS						
RIGHTDIR	39	70	27	0	2	
WRONGTRACK	57	33	62	1	3	
LIFE NEXT GENERAT						
BETTER	48	53	45	0	2	
WORSE	21	37	58	0	4	
SAME	29	50	46	1	3	
THE COUNTRY NEEDS						
FRESHSTART	41	24	71	1	4	
STAYONCOURSE	56	68	29	1	2	
CHILD GROW UP PRE						
YES	31	51	45	1	2	
NO	66	47	49	1	3	

VERTICAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SEL RESP(HORZ%)	48	48	0	2		
COUNTRY IS ON:						
RIGHTDIR	65	83	49		43	
WRONGTRACK	31	13	47		51	
MORAL-COUNTRY IS						
RIGHTDIR	39	56	23		33	
WRONGTRACK	57	39	75		60	
LIFE NEXT GENERAT						
BETTER	48	52	45		30	
WORSE	21	16	25		30	
SAME	29	30	28		32	
THE COUNTRY NEEDS						
FRESHSTART	41	20	62		63	
STAYONCOURSE	56	77	34		33	
CHILD GROW UP PRE						
YES	31	32	29		25	
NO	66	64	68		71	

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SELECTED RESP 48 48 0 2 DEM CHANGE FROM 1996PRES

BREAKING NEWS

VERYIMP 14 77 20 1 2
SOMEWHAT 14 76 21 0 3
NOTTOOIMP 20 56 40 1 3
NOTATALL 48 29 67 1 3

REGION

EAST 23 56 39 0 3
MIDWEST 26 48 49 1 2
SOUTH 31 43 55 0 1
WEST 21 48 46 0 4

POPULATION OF ARE

OVER500K 9 71 26 0 3
50-500K 20 57 40 0 2
SUBURBS 43 47 49 0 3
10-50K 5 38 59 0 2
RURAL 23 37 59 1 2

VERTICAL %'S FOR: USA GENL PRES #RESPONDENTS: 13130
ALL GORE BUSH BCHN NADR

SEL RESP(HORZ%) 48 48 0 2

BREAKING NEWS

VERYIMP 14 22 6 10
SOMEWHAT 14 21 6 15
NOTTOOIMP 20 23 17 20
NOTATALL 48 29 68 52

REGION

EAST 23 26 19 32
MIDWEST 26 26 26 21
SOUTH 31 27 35 13
WEST 21 21 20 34

POPULATION OF ARE

OVER500K 9 13 5 10
50-500K 20 23 17 20
SUBURBS 43 42 45 47
10-50K 5 4 6 3
RURAL 23 17 28 20

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SELECTED RESP	48	48	0	2		DEM CHANGE FROM 1996PRES
POP OF AREA						
CITYOVER50K	29	61	35	0	2	
SUBURBS	43	47	49	0	3	
RURAL	28	37	59	1	2	
GOVERNOR VOTE						
DEM	49	71	26	1	2	
REP	50	7	91	0	0	
OTHER	1					
SENATOR VOTE						
DEM	48	85	11	1	3	
REP	50	14	84	0	2	
OTHER	2	39	32	2	19	
HOUSE VOTE						
DEM	49	85	11	1	3	
REP	49	12	86	0	1	
OTHER	2	35	42	2	15	

VERTICAL %'S FOR:	USA	GENL	PRES			#RESPONDENTS:
	ALL	GORE	BUSH	BCHN	NADR	13130
SEL RESP(HORZ%)	48	48	0	2		
POP OF AREA						
CITYOVER50K	29	36	21		30	
SUBURBS	43	42	45		47	
RURAL	28	21	34		24	
GOVERNOR VOTE						
DEM	49	90	21			
REP	50	10	79			
OTHER	1	0	0			
SENATOR VOTE						
DEM	48	84	12		51	
REP	50	14	87		34	
OTHER	2	1	1		15	
HOUSE VOTE						
DEM	49	87	11		58	
REP	49	12	87		27	
OTHER	2	2	2		15	

ALL RESPONDENTS SELECTED

=====

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

SEX

MALE 48 44 54 -1

FEMALE 52 53 45 -1

WHITE

MALE 48 38 59

FEMALE 52 47 50

RACE

WHITE 81 43 55

BLACK 10 88 11

HISP 6 64 35

ASIAN 2 58 40

OTHER 1 60 36

AGE

18-29 16 49 48 -5

30-44 33 47 50 -1

45-59 29 49 49 +0

60+ 22 51 47 +3

=====

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SEL RESP(HORZ%) 49 49

SEX

MALE 48 43 52

FEMALE 52 57 48

WHITE

MALE 48 42 52

FEMALE 52 58 48

RACE

WHITE 81 71 91

BLACK 10 17 2

HISP 6 8 5

ASIAN 2 2 1

OTHER 1 2 1

AGE

18-29 16 16 16

30-44 33 32 34

45-59 29 29 29

60+ 22 23 21

=====

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

AGE-65 & OVER

18-64 86 49 49 -1
65+ 14 50 48 +1

EDUCATION

NOHS 5 57 41 -7
HSGRAD 21 49 49 -4
SOMCOL/ASSOC 32 47 51 -2
COLGRAD 24 45 53 +2
POSTGRAD 18 53 45 +3

COLLEGE EDUCATION

NOTCOMPLETED 58 48 49
COMPLETED 42 48 49

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SEL RESP(HORZ%) 49 49

AGE-65 & OVER

18-64 86 85 86
65+ 14 15 14

EDUCATION

NOHS 5 5 4
HSGRAD 21 21 21
SOMCOL/ASSOC 32 31 33
COLGRAD 24 23 26
POSTGRAD 18 20 16

COLLEGE EDUCATION

NOTCOMPLETED 58 58 58
COMPLETED 42 42 42

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

INCOME

LESS15K	6	58	39	-3
15-30K	16	56	42	+2
30-50K	24	50	48	+1
50-75K	25	47	51	+0
75-100K	13	44	54	+1
OVER100K	15	43	55	+7

MARRIED

YES	65	44	54
NO	35	57	40

CHILDREN IN HH

YES	39	45	53
NO	61	51	47

MARRIED W/ CHILDR

YES	31	41	57
NO	69	52	46

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SEL RESP(HORZ%) 49 49

INCOME

LESS15K	6	7	5
15-30K	16	18	14
30-50K	24	25	24
50-75K	25	24	26
75-100K	13	12	14
OVER100K	15	13	17

MARRIED

YES	65	59	72
NO	35	41	28

CHILDREN IN HH

YES	39	36	42
NO	61	64	58

MARRIED W/ CHILDR

YES	31	26	36
NO	69	74	64

=====

ALL RESPONDENTS SELECTED

=====

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HORIZONTAL %'S FOR:	USA	GENL	HOUS	#RESPONDENTS:	11578
	ALL	DEM	REP		
SELECTED RESP		49	49	DEM CHANGE FROM	1996HOUS
WORK FULL TIME					
YES	67	49	48		
NO	33	47	50		
WORKING WOMEN					
YES	31	57	41		
NO	69	45	53		
PARTY ID					
DEMOCRAT	39	87	11	+2	
REPUBLICAN	36	8	91	-2	
IND/OTHER	26	46	49	-1	
UNION HOUSEHOLD					
YES	27	60	38		
NO	73	44	53		
UNION MEMBER					
I . AM	16	64	34		
ELSE . IN . HH	11	54	44		
NO	73	44	53		

=====

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VERTICAL %'S FOR:	USA	GENL	HOUS	#RESPONDENTS:	11578
	ALL	DEM	REP		
SEL RESP(HORZ%)		49	49		
WORK FULL TIME					
YES	67	68	66		
NO	33	32	34		
WORKING WOMEN					
YES	31	36	25		
NO	69	64	75		
PARTY ID					
DEMOCRAT	39	69	9		
REPUBLICAN	36	6	66		
IND/OTHER	26	25	26		
UNION HOUSEHOLD					
YES	27	33	21		
NO	73	67	79		
UNION MEMBER					
I . AM	16	21	11		
ELSE . IN . HH	11	12	10		
NO	73	67	79		

=====

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

CLASS

UPPER 4 55 45
UPPERMIDDLE 27 45 54
MIDDLE 46 49 49
WORKING 18 57 41
LOWER 2

POLITICAL PHIL

LIBERAL 21 81 16 +1
MODERATE 50 53 45 -3
CONSERV 30 19 80 -2

FIRST TIME VOTER

YES 9 50 48
NO 91 48 49

GAY, LESBIAN, BIS

YES 4 64 31
NO 96 47 51

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SEL RESP(HORZ%) 49 49

CLASS

UPPER 4 4 4
UPPERMIDDLE 27 25 31
MIDDLE 46 45 46
WORKING 18 20 15
LOWER 2 3 2

POLITICAL PHIL

LIBERAL 21 34 7
MODERATE 50 54 45
CONSERV 30 12 48

FIRST TIME VOTER

YES 9 9 8
NO 91 91 92

GAY, LESBIAN, BIS

YES 4 5 2
NO 96 95 98

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

1996 PRES VOTE

CLINTON 46 80 18
DOLE 33 10 88
PEROT 6 30 64
OTHER 2 38 52
NOVOTE 12 44 54

REG INTERNET USER

YES 65 47 50
NO 35 53 45

INTERNT POLITIC I

YES 30 47 50
NO 70 50 48

GUN OWNER HH

YES 48 39 60
NO 52 59 40

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SEL RESP(HORZ%) 49 49

1996 PRES VOTE

CLINTON 46 75 17
DOLE 33 7 59
PEROT 6 4 8
OTHER 2 2 2
NOVOTE 12 11 13

REG INTERNET USER

YES 65 62 67
NO 35 38 33

INTERNT POLITIC I

YES 30 29 31
NO 70 71 69

GUN OWNER HH

YES 48 38 58
NO 52 62 42

=====

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

RELIGION				
PROT/CHRIST	55	42	56	+0
CATHOLIC	26	50	48	-3
JEWISH	4	74	24	+1
OTHER	6	66	29	-4
NONE	9	62	32	+2

RELIGION-WHITES				
PROT/CHRIST	57	35	63	
CATHOLIC	25	46	52	
JEWISH	4	76	22	
OTHER	5	59	34	
NONE	9	58	36	

ATTEND CHURCH				
MORETHAN1AWK	15	38	61	
ONCEAWEEK	28	42	56	
AFEWAMONTH	14	50	47	
AFEWAYEAR	28	53	44	
NEVER	13	58	38	

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SEL RESP(HORZ%) 49 49

RELIGION				
PROT/CHRIST	55	48	63	
CATHOLIC	26	27	25	
JEWISH	4	6	2	
OTHER	6	8	4	
NONE	9	12	6	

RELIGION-WHITES				
PROT/CHRIST	57	46	66	
CATHOLIC	25	27	24	
JEWISH	4	7	2	
OTHER	5	7	3	
NONE	9	12	6	

ATTEND CHURCH				
MORETHAN1AWK	15	12	18	
ONCEAWEEK	28	24	32	
AFEWAMONTH	14	15	14	
AFEWAYEAR	28	31	25	
NEVER	13	16	10	

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

WHITE RELIG RIGHT
YES 15 21 77
NO 83 54 44

ABORTION POSITION
ALWYSLGL 24 68 29
MOSTLGL 33 56 41
MOSTILL 27 32 67
ALWYSILL 13 28 70

LIEBER REL, GOOD
MORELIKELY 17 59 38
LESSLIKELY 8 27 72
NOEFFECT 72 50 48

ISS/QUAL PRES VO
ISSUES 62 54 44
PERSONALQUAL 35 38 59

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SEL RESP(HORZ%) 49 49

WHITE RELIG RIGHT
YES 15 6 23
NO 83 92 74

ABORTION POSITION
ALWYSLGL 24 33 14
MOSTLGL 33 38 28
MOSTILL 27 18 37
ALWYSILL 13 7 19

LIEBER REL, GOOD
MORELIKELY 17 20 13
LESSLIKELY 8 4 11
NOEFFECT 72 73 71

ISS/QUAL PRES VO
ISSUES 62 70 55
PERSONALQUAL 35 28 43

ALL RESPONDENTS SELECTED

=====

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HORIZONTAL %'S FOR:	USA			HOUS	#RESPONDENTS: 11578
	ALL	DEM	REP		
SELECTED RESP		49	49	DEM CHANGE FROM	1996HOUS
SAY ANYTHING GET E					
ONLYGORE	33	23	75		
ONLYBUSH	17	79	19		
BOTH	40	57	41		
NEITHER	7	57	41		
GORE SAY ANYTHING					
YES	74	42	56		
NO	24	73	26		
BUSH SAY ANYTHING					
YES	58	64	35		
NO	40	29	69		
HAS PRES KNOWLEDG					
ONLYGORE	37	86	13		
ONLYBUSH	24	11	87		
BOTH	30	35	64		
NEITHER	7	46	48		

=====

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VERTICAL %'S FOR:	USA			HOUS	#RESPONDENTS: 11578
	ALL	DEM	REP		
SEL RESP(HORZ%)		49	49		
SAY ANYTHING GET E					
ONLYGORE	33	16	51		
ONLYBUSH	17	28	7		
BOTH	40	47	34		
NEITHER	7	8	6		
GORE SAY ANYTHING					
YES	74	62	85		
NO	24	36	13		
BUSH SAY ANYTHING					
YES	58	74	41		
NO	40	24	57		
HAS PRES KNOWLEDG					
ONLYGORE	37	64	10		
ONLYBUSH	24	5	42		
BOTH	30	21	39		
NEITHER	7	6	7		

=====

ALL RESPONDENTS SELECTED

=====

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

GORE PRES KNOWLED

YES 67 63 36

NO 31 19 78

BUSH PRES KNOWLED

YES 54 24 74

NO 44 80 19

GORE POS ON ISSUE

TOOLIBERAL 44 14 84

TOOCONSERVAT 8 58 39

ABOUTRIGHT 44 84 15

BUSH POS ON ISSUE

TOOLIBERAL 13 78 20

TOOCONSERVAT 34 80 19

ABOUTRIGHT 47 17 82

GORE HONEST

YES 53 76 22

NO 45 18 80

=====

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SEL RESP(HORZ%) 49 49

GORE PRES KNOWLED

YES 67 86 49

NO 31 12 49

BUSH PRES KNOWLED

YES 54 26 81

NO 44 71 17

GORE POS ON ISSUE

TOOLIBERAL 44 13 76

TOOCONSERVAT 8 9 6

ABOUTRIGHT 44 74 14

BUSH POS ON ISSUE

TOOLIBERAL 13 21 5

TOOCONSERVAT 34 55 13

ABOUTRIGHT 47 16 78

GORE HONEST

YES 53 82 24

NO 45 16 74

=====

ALL RESPONDENTS SELECTED

=====

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

BUSH HONEST

YES 55 28 70

NO 41 76 21

DESCRIBE PRES VOT

NORESERVTNS 55 49 49

RESERVATIONS 43 51 47

FEELING IF GORE W

EXCITED 17 91 8

OPTIMIST 30 77 22

CONCERNND 28 32 66

SCARED 23 9 88

FEELING IF BUSH W

EXCITED 22 10 89

OPTIMIST 28 22 75

CONCERNND 21 75 23

SCARED 27 89 9

=====

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SEL RESP(HORZ%) 49 49

BUSH HONEST

YES 55 32 80

NO 41 63 17

DESCRIBE PRES VOT

NORESERVTNS 55 54 56

RESERVATIONS 43 44 42

FEELING IF GORE W

EXCITED 17 31 3

OPTIMIST 30 46 13

CONCERNND 28 18 38

SCARED 23 4 42

FEELING IF BUSH W

EXCITED 22 4 40

OPTIMIST 28 12 44

CONCERNND 21 31 10

SCARED 27 49 5

=====

ALL RESPONDENTS SELECTED

=====

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

HANDLE INTL CRISI

ONLYGORE	36	87	11
ONLYBUSH	27	9	89
BOTH	29	42	56
NEITHER	7	42	52

GORE HANDLE CRISI

YES	64	67	31
NO	34	16	82

BUSH HANDLE CRISI

YES	55	26	72
NO	42	80	18

SHARE MY GOVT VIE

ONLYGORE	29	91	8
ONLYBUSH	33	11	88
BOTH	17	53	46
NEITHER	18	54	41

=====

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SEL RESP(HORZ%) 49 49

HANDLE INTL CRISI

ONLYGORE	36	63	8
ONLYBUSH	27	5	49
BOTH	29	24	33
NEITHER	7	6	7

GORE HANDLE CRISI

YES	64	87	41
NO	34	11	56

BUSH HANDLE CRISI

YES	55	29	82
NO	42	69	15

SHARE MY GOVT VIE

ONLYGORE	29	53	5
ONLYBUSH	33	7	60
BOTH	17	18	16
NEITHER	18	20	16

=====

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

GORE SHARES GOVTV
YES 47 77 22
NO 52 26 71

BUSH SHARES GOVTV
YES 51 25 73
NO 48 77 21

MORE IMP IN PRES
MANAGEGOVT 61 61 37
MORALLEADER 35 29 69

IF ONLY GORE/BUSH
GORE 47 86 11
BUSH 49 12 86
WOULDNOTVOTE 2 44 41

ATTACK OTHER UNFA
GOREDID 25 15 83
BUSHDID 15 88 11
BOTHDID 34 53 45
NEITHERDID 21 53 44

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SEL RESP(HORZ%) 49 49

GORE SHARES GOVTV
YES 47 72 22
NO 52 27 76

BUSH SHARES GOVTV
YES 51 26 77
NO 48 73 21

MORE IMP IN PRES
MANAGEGOVT 61 76 46
MORALLEADER 35 21 49

IF ONLY GORE/BUSH
GORE 47 85 11
BUSH 49 12 86
WOULDNOTVOTE 2 2 2

ATTACK OTHER UNFA
GOREDID 25 8 43
BUSHDID 15 26 3
BOTHDID 34 37 31
NEITHERDID 21 23 19

=====

ALL RESPONDENTS SELECTED

=====

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

	ALL	DEM	REP	DEM CHANGE FROM	1996HOUS
SELECTED RESP		49	49		
GORE ATTACK BUSH					
YES	60	37	61		
NO	36	68	31		
BUSH ATTACK GORE					
YES	49	64	35		
NO	47	33	65		
VOTE ONLY FOR VP:					
LIEBERMAN	47	80	18		
CHENEY	48	20	79		
MCCAIN SUPPORTER					
YES	34	37	61		
NO	59	56	41		
GOVT SHOULD DO:					
MORE	43	72	26		
LESS	53	28	69		
MORE IMPORTANT					
PROENVIR	46	59	39		
PROGRWTH	48	40	58		

=====

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SEL RESP(HORZ%)		49	49		
GORE ATTACK BUSH					
YES	60	45	75		
NO	36	49	23		
BUSH ATTACK GORE					
YES	49	63	35		
NO	47	31	63		
VOTE ONLY FOR VP:					
LIEBERMAN	47	76	17		
CHENEY	48	19	77		
MCCAIN SUPPORTER					
YES	34	26	43		
NO	59	67	50		
GOVT SHOULD DO:					
MORE	43	63	23		
LESS	53	31	75		
MORE IMPORTANT					
PROENVIR	46	56	37		
PROGRWTH	48	39	57		

=====

ALL RESPONDENTS SELECTED

=====

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

NEW PRES DO FIRST

CUTTAXES 27 32 66

CURBRXPRICES 11 57 42

IMPROVEEDUC 30 56 42

SOCIALSECURI 23 57 42

BETTER PRES AND C

SAMEPARTY 54 49 50

DIFFPARTY 40 49 48

PAST8YRS- MILITAR

STRONGER 17 66 32

WEAKER 46 28 70

STAYEDSAME 35 70 28

HELP SENIORS PAY

MEDICARE 57 62 36

PRIVATEINSUR 37 32 66

=====

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SEL RESP(HORZ%) 49 49

NEW PRES DO FIRST

CUTTAXES 27 17 37

CURBRXPRICES 11 13 10

IMPROVEEDUC 30 34 26

SOCIALSECURI 23 26 19

BETTER PRES AND C

SAMEPARTY 54 54 55

DIFFPARTY 40 40 39

PAST8YRS- MILITAR

STRONGER 17 23 11

WEAKER 46 26 67

STAYEDSAME 35 49 20

HELP SENIORS PAY

MEDICARE 57 72 42

PRIVATEINSUR 37 24 50

=====

ALL RESPONDENTS SELECTED

=====

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

PRIORITY FOR SURP

CUTFEDINCTAX	28	32	67
REDUCNATDEBT	24	50	48
SOCIALSECURI	35	58	41
OTHRPROGRAMS	6	70	25

INVEST SOC SECURI

SUPPORT	57	36	62
OPPOSE	39	69	30

PREFER TAX PLAN

ACROSSBOARD	51	34	64
TARGETED	44	66	32

WHEN SCHOOL FAILI

FIXSCHOOL	78	57	42
PAY4PRIVATE	16	21	77

STRICTER GUN LAWS

SUPPORT	60	62	36
OPPOSE	37	29	70

=====

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SEL RESP(HORZ%) 49 49

PRIORITY FOR SURP

CUTFEDINCTAX	28	18	38
REDUCNATDEBT	24	24	24
SOCIALSECURI	35	41	29
OTHRPROGRAMS	6	8	3

INVEST SOC SECURI

SUPPORT	57	42	73
OPPOSE	39	54	23

PREFER TAX PLAN

ACROSSBOARD	51	35	67
TARGETED	44	59	29

WHEN SCHOOL FAILI

FIXSCHOOL	78	89	67
PAY4PRIVATE	16	7	24

STRICTER GUN LAWS

SUPPORT	60	76	44
OPPOSE	37	21	52

=====

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

FINANCIAL SITUATI

BETTER 50 58 40 -6
WORSE 10 33 63 +1
SAME 38 39 58 -7

CURRENT NAT ECONO

EXCEL 20 67 31
GOOD 66 45 52
NOTGOOD 11 35 63
POOR 2 35 59

ECONOMY IN ONE YE

BETTER 28 52 47
WORSE 12 41 54
SAME 57 47 50

HAVE INVESTMENTS

YES 71 48 51
NO 29 55 43

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SEL RESP(HORZ%) 49 49

FINANCIAL SITUATI

BETTER 50 61 41
WORSE 10 7 13
SAME 38 31 45

CURRENT NAT ECONO

EXCEL 20 28 12
GOOD 66 62 70
NOTGOOD 11 8 15
POOR 2 1 2

ECONOMY IN ONE YE

BETTER 28 30 27
WORSE 12 10 13
SAME 57 56 58

HAVE INVESTMENTS

YES 71 68 74
NO 29 32 26

ALL RESPONDENTS SELECTED

=====

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

FUTURE OF STOCK M

VERYWORRIED 8 59 40

SOMEWHATWORR 36 50 49

NOTTOOWORRIE 40 46 52

NOTATALLWORR 14 49 48

INVESTORS ONLY

VERYWORRIED 7 58 41

SOMEWHATWORR 39 50 49

NOTTOOWORRIE 42 44 54

NOTATALLWORR 10 39 59

CLINTON APPROVAL

APPROVE 56 74 24

DISAPPR 41 14 83

CLINTON AS PERSON

FAVORABLE 36 81 16

UNFAVORABLE 60 28 70

=====

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SEL RESP(HORZ%) 49 49

FUTURE OF STOCK M

VERYWORRIED 8 9 6

SOMEWHATWORR 36 37 37

NOTTOOWORRIE 40 37 42

NOTATALLWORR 14 14 14

INVESTORS ONLY

VERYWORRIED 7 9 6

SOMEWHATWORR 39 42 37

NOTTOOWORRIE 42 39 44

NOTATALLWORR 10 8 12

CLINTON APPROVAL

APPROVE 56 86 28

DISAPPR 41 12 70

CLINTON AS PERSON

FAVORABLE 36 61 12

UNFAVORABLE 60 35 85

=====

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

CLINTON JOB/PERSO

APP/FAV 34 83 15
APP/UNFAV 20 59 39
DIS/FAV 1 49 43
DIS/UNFAV 40 13 85

HISTORY - CLINTON

LEADERSHIP 29 81 18
SCANDALS 68 35 63

CLIN SCANDAL PRES

VERYIMP 24 22 75
SOMEWHAT 20 29 70
NOTTOOIMP 17 56 41
NOTATALL 38 73 25

REASON FOR PRES V

SUPPORTCLIN 10 91 8
OPPOSECLIN 18 11 85
NEITHER 70 52 45

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SEL RESP(HORZ%) 49 49

CLINTON JOB/PERSO

APP/FAV 34 59 10
APP/UNFAV 20 24 16
DIS/FAV 1 1 1
DIS/UNFAV 40 10 68

HISTORY - CLINTON

LEADERSHIP 29 47 10
SCANDALS 68 48 88

CLIN SCANDAL PRES

VERYIMP 24 11 37
SOMEWHAT 20 12 28
NOTTOOIMP 17 19 14
NOTATALL 38 56 19

REASON FOR PRES V

SUPPORTCLIN 10 19 2
OPPOSECLIN 18 4 32
NEITHER 70 75 64

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

PREFER NEXT PRES:

CLINPOLICY 40 83 17
MORECONSERV 46 19 79
MORELIBERAL 10 63 33

CLIN RESP. FOR EC

VERYRESPONSI 28 76 23
SOMEWHATRESP 41 52 45
NOTTOORESPON 19 19 78
NOTATALLRESP 11 10 86

COUNTRY IS ON:

RIGHTDIR 65 60 38
WRONGTRACK 31 24 73

MORAL-COUNTRY IS

RIGHTDIR 40 69 30
WRONGTRACK 57 35 63

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SEL RESP(HORZ%) 49 49

PREFER NEXT PRES:

CLINPOLICY 40 66 14
MORECONSERV 46 17 76
MORELIBERAL 10 13 7

CLIN RESP. FOR EC

VERYRESPONSI 28 44 13
SOMEWHATRESP 41 44 37
NOTTOORESPON 19 7 30
NOTATALLRESP 11 2 18

COUNTRY IS ON:

RIGHTDIR 65 81 51
WRONGTRACK 31 15 46

MORAL-COUNTRY IS

RIGHTDIR 40 55 24
WRONGTRACK 57 40 74

ALL RESPONDENTS SELECTED

=====

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

LIFE NEXT GENERAT

BETTER 48 53 46

WORSE 21 39 58

SAME 29 50 48

THE COUNTRY NEEDS

FRESHSTART 41 29 68

STAYONCOURSE 56 65 34

CHILD GROW UP PRE

YES 32 52 45

NO 65 48 50

BREAKING NEWS

VERYIMP 13 75 24

SOMEWHAT 14 74 24

NOTTOOIMP 20 54 43

NOTATALL 49 32 66

=====

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SEL RESP(HORZ%) 49 49

LIFE NEXT GENERAT

BETTER 48 52 45

WORSE 21 17 25

SAME 29 30 29

THE COUNTRY NEEDS

FRESHSTART 41 25 58

STAYONCOURSE 56 73 39

CHILD GROW UP PRE

YES 32 34 30

NO 65 63 67

BREAKING NEWS

VERYIMP 13 20 7

SOMEWHAT 14 21 7

NOTTOOIMP 20 22 17

NOTATALL 49 32 67

=====

ALL RESPONDENTS SELECTED

=====

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

REGION

EAST 23 56 40

MIDWEST 27 49 50

SOUTH 29 43 55

WEST 21 49 49

POPULATION OF ARE

OVER500K 9 71 26

50-500K 20 58 41

SUBURBS 43 48 50

10-50K 5 36 63

RURAL 23 38 59

POP OF AREA

CITYOVER50K 29 62 36

SUBURBS 43 48 50

RURAL 28 37 59

=====

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578

ALL DEM REP

SEL RESP(HORZ%) 49 49

REGION

EAST 23 27 19

MIDWEST 27 27 27

SOUTH 29 25 33

WEST 21 21 21

POPULATION OF ARE

OVER500K 9 13 5

50-500K 20 23 16

SUBURBS 43 42 44

10-50K 5 4 6

RURAL 23 18 28

POP OF AREA

CITYOVER50K 29 37 21

SUBURBS 43 42 44

RURAL 28 21 34

=====

ALL RESPONDENTS SELECTED

HORIZONTAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SELECTED RESP 49 49 DEM CHANGE FROM 1996HOUS

GOVERNOR VOTE

DEM 50 76 16
REP 49 12 83
OTHER 1

SENATOR VOTE

DEM 48 85 14
REP 50 14 84
OTHER 2 39 20

PRESIDENTIAL VOTE

GORE 48 87 12
BUSH 49 11 87
BUCHANAN 0
NADER 2 58 27
OTHER 1

VERTICAL %'S FOR: USA GENL HOUS #RESPONDENTS: 11578
ALL DEM REP

SEL RESP(HORZ%) 49 49

GOVERNOR VOTE

DEM 50 86 17
REP 49 14 83
OTHER 1 1 0

SENATOR VOTE

DEM 48 84 14
REP 50 15 86
OTHER 2 1 1

PRESIDENTIAL VOTE

GORE 48 85 12
BUSH 49 11 86
BUCHANAN 0 1 0
NADER 2 3 1
OTHER 1 0 1

=====