



Republican National Committee

Findings from the 2000 Post-Election Survey

November 8, 2000

Conducted by:

Ayres, McHenry & Associates, Inc.

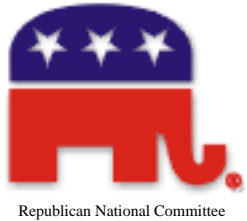
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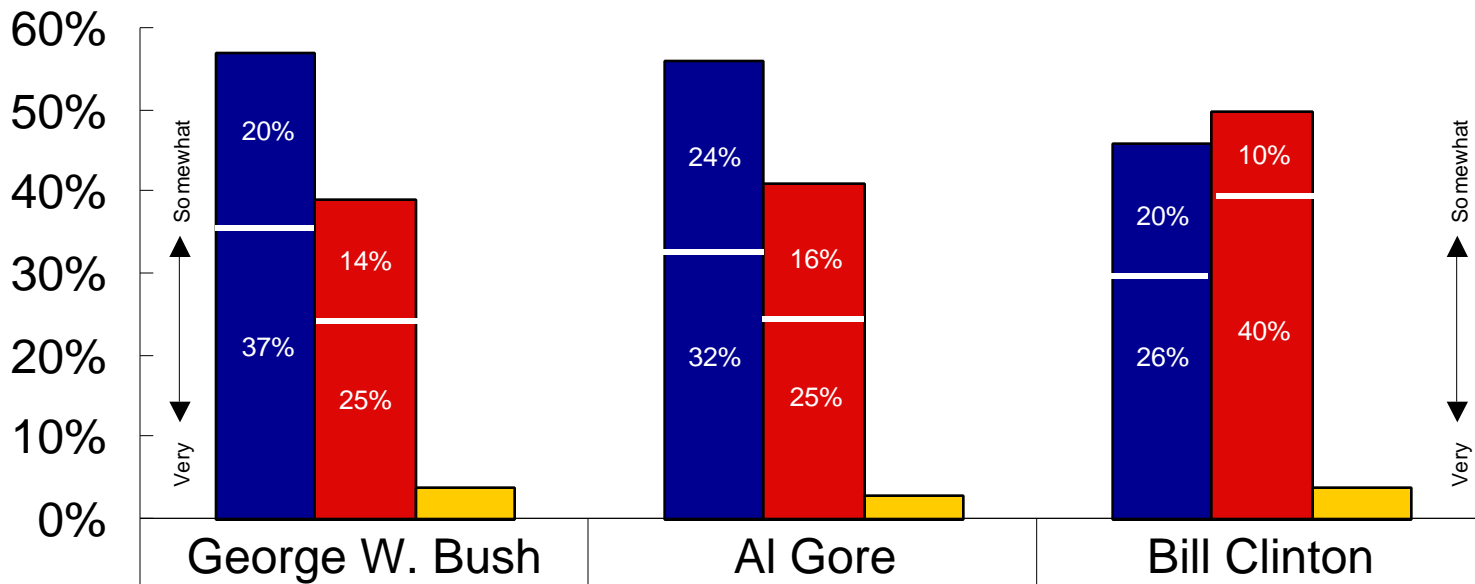
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Images and Issues in the Presidential Race

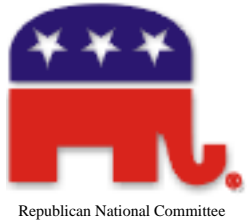


George W. Bush's image and Al Gore's image were as close as their votes, although Bill Clinton's negatives outweigh his positives.

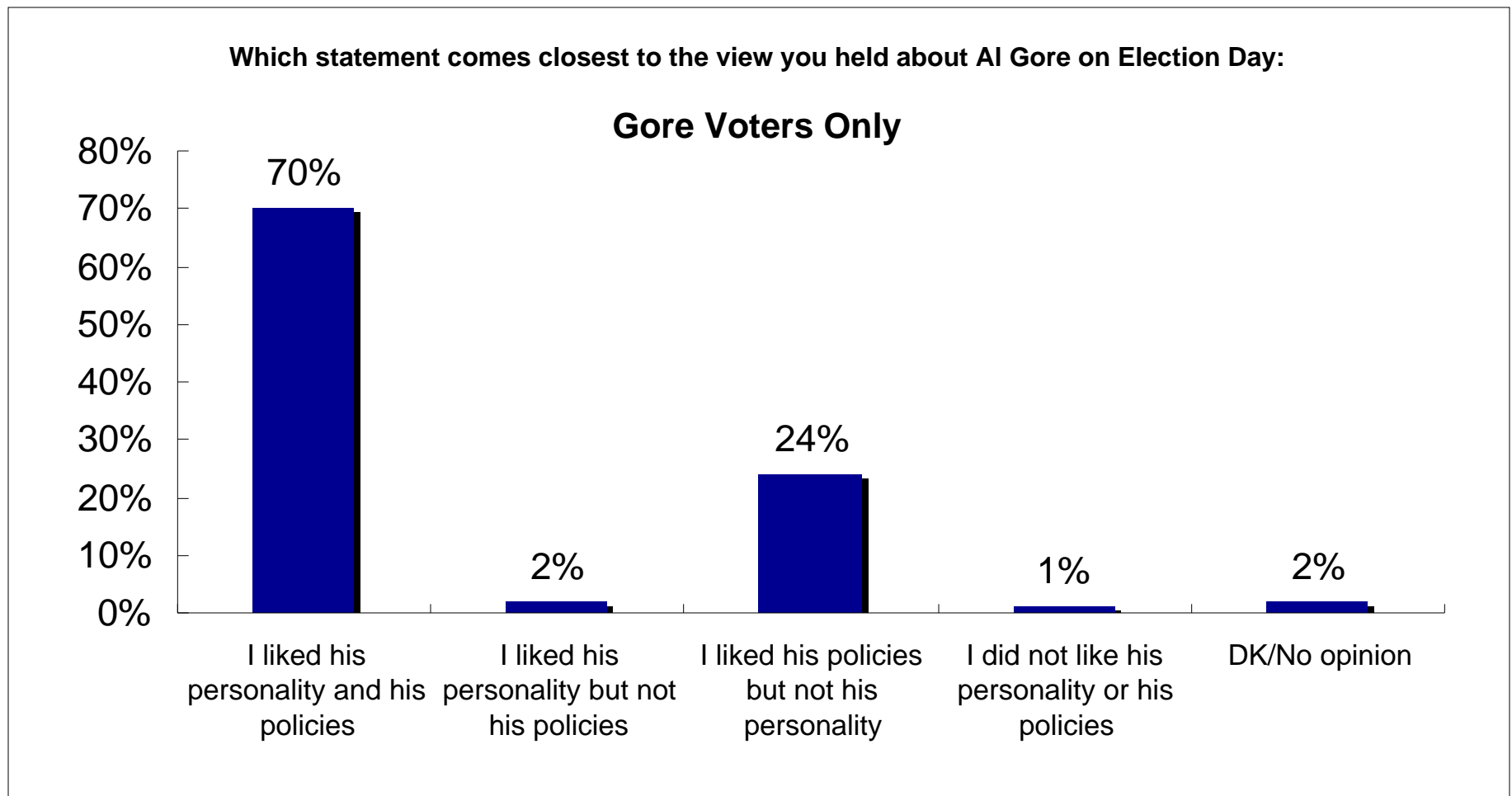
I would like to read you a list of names of people and groups and have you tell me, for each one, whether you've heard of that person or group and, if so, whether you have a favorable or unfavorable opinion on them:

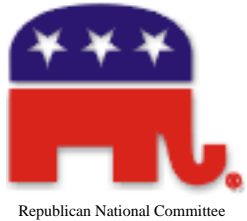


■ Favorable	57%	56%	46%
■ Unfavorable	39%	41%	50%
■ No Opinion	4%	3%	4%

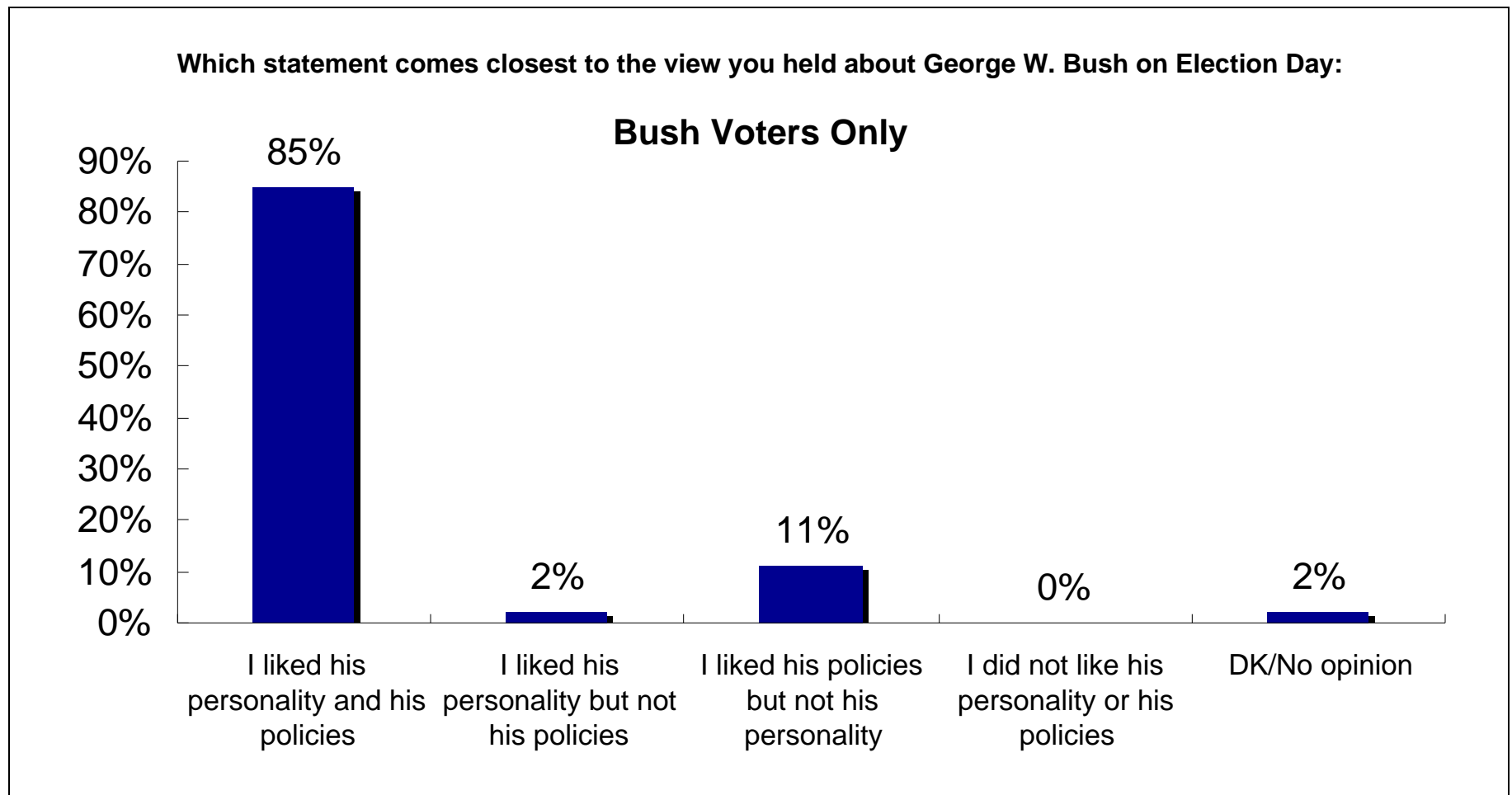


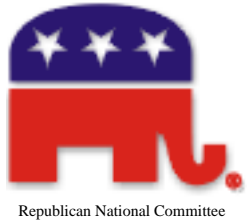
One-fourth of Al Gore voters liked his policies but not his personality . . .





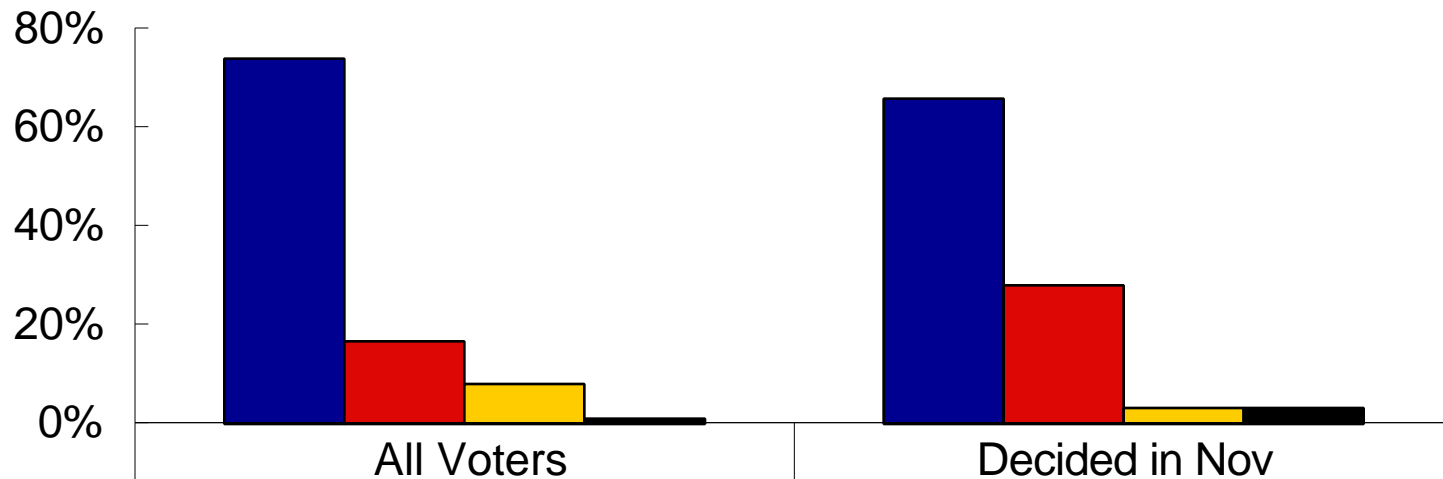
. . . while only two percent of George W. Bush voters liked his personality but not his policies.



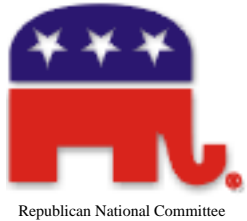


Consequently, Bush's vote was a positive rather than negative vote.

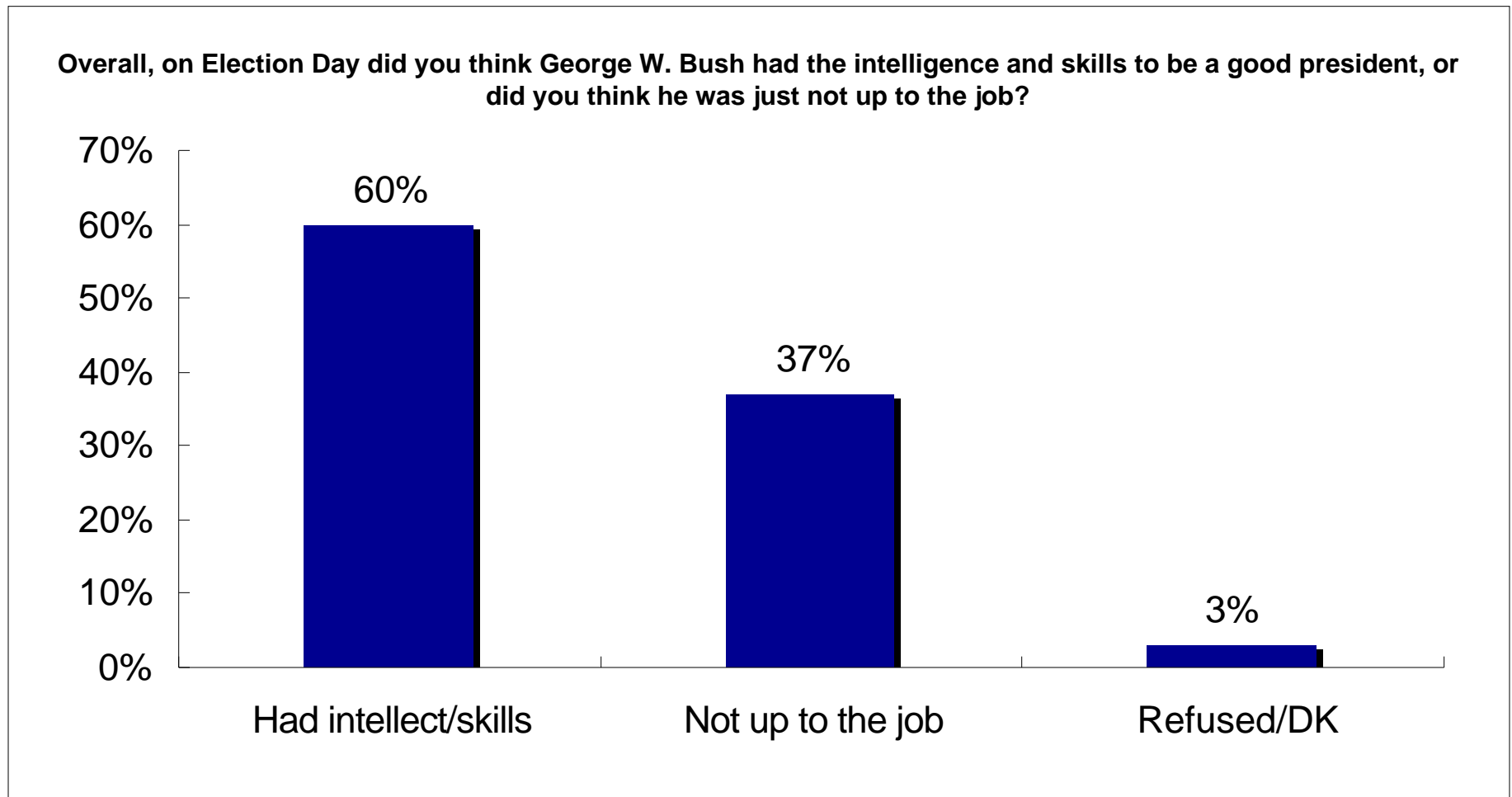
Would you describe your vote for president more as a vote for George W. Bush, or more as a vote against Al Gore?

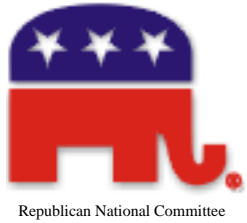


	All Voters	Decided in Nov
■ For Bush	74%	66%
■ Against Gore	17%	28%
■ Both	8%	3%
■ DK/No opinion	1%	3%

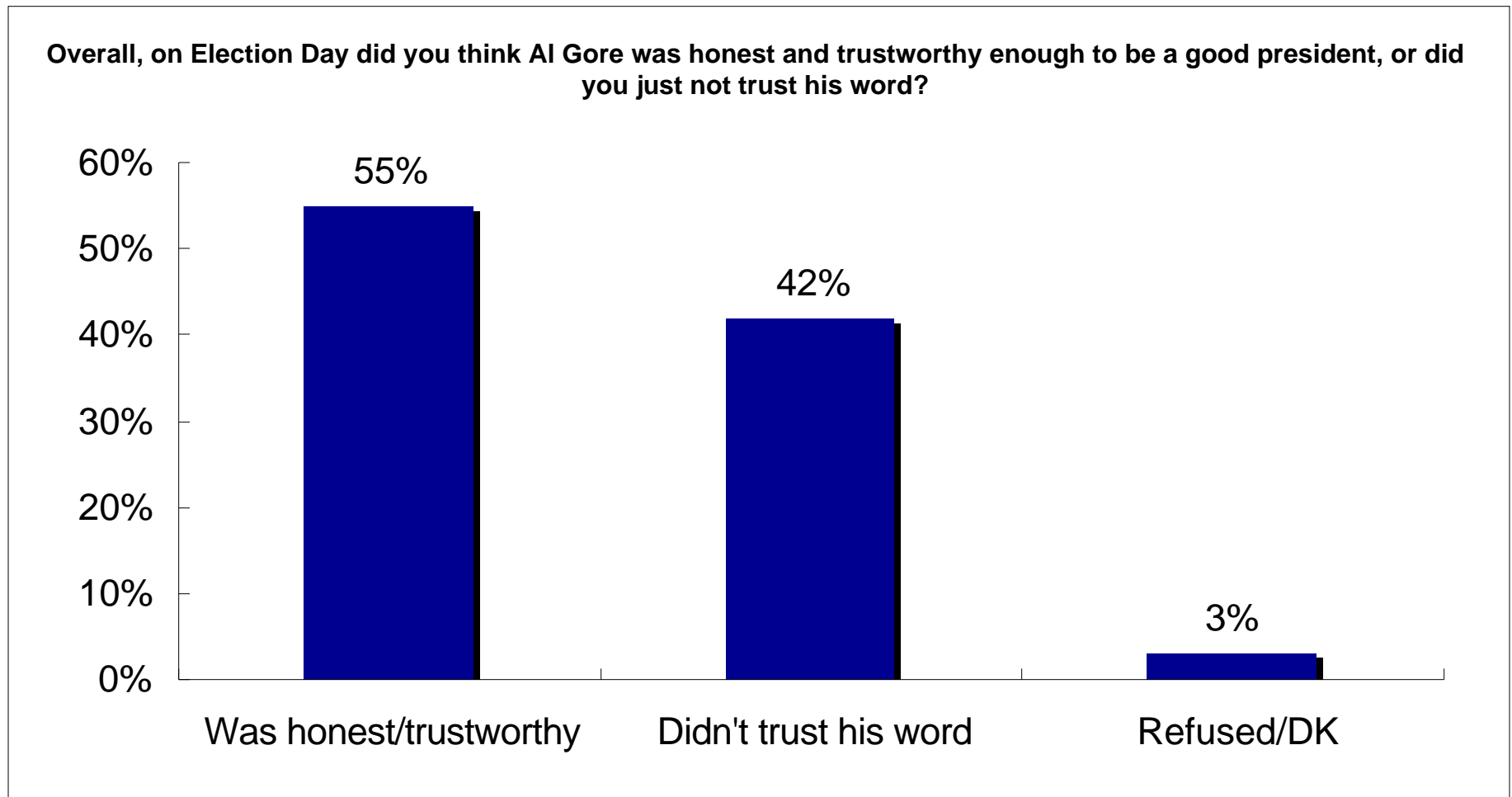


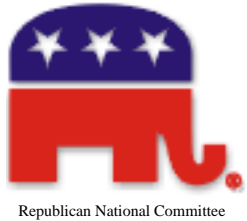
Bush was more successful at convincing voters he had the intelligence and skills to be a good president . . .



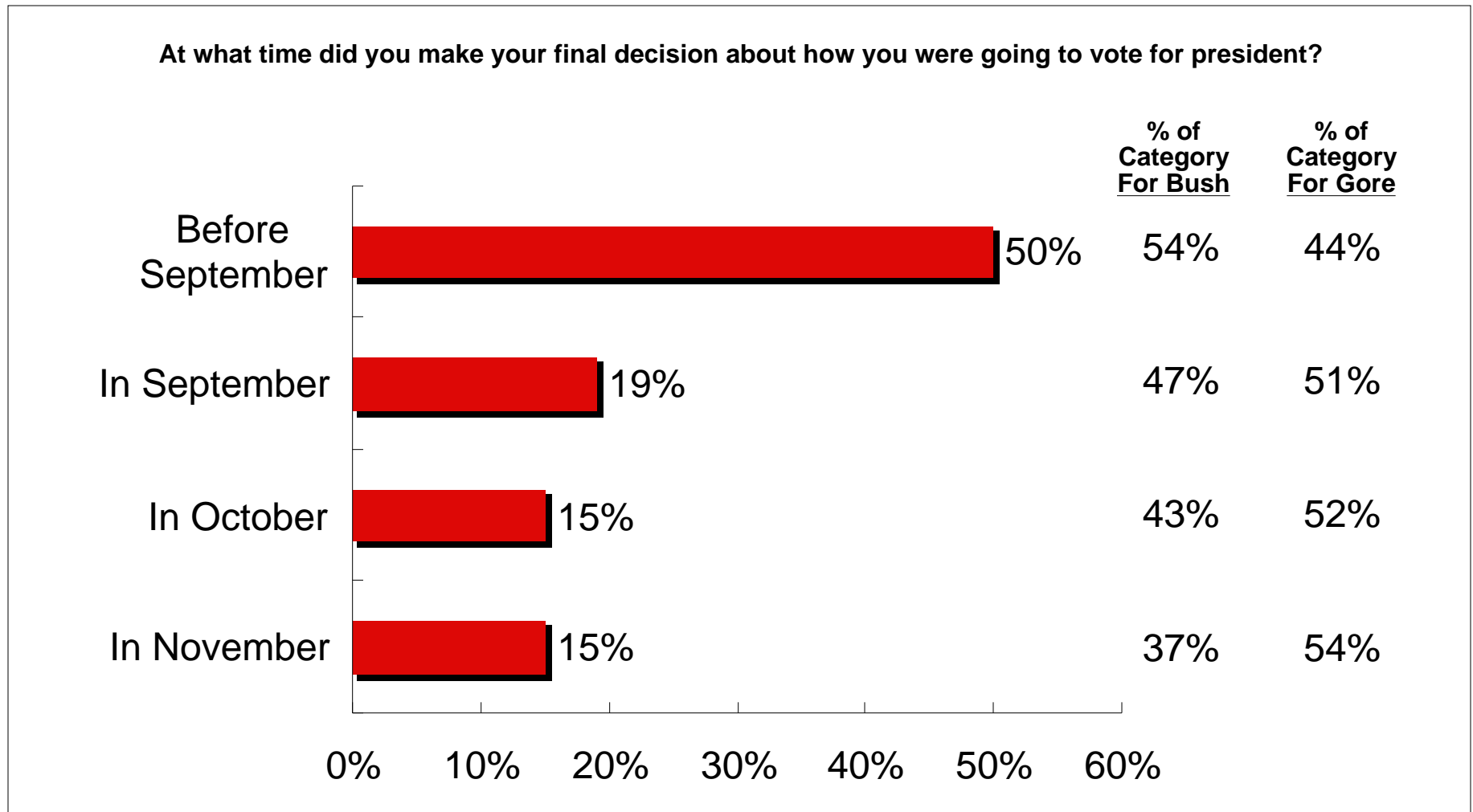


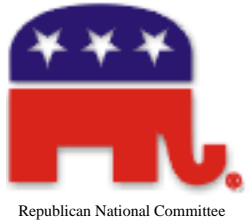
... than Gore was convincing voters he was honest and trustworthy.





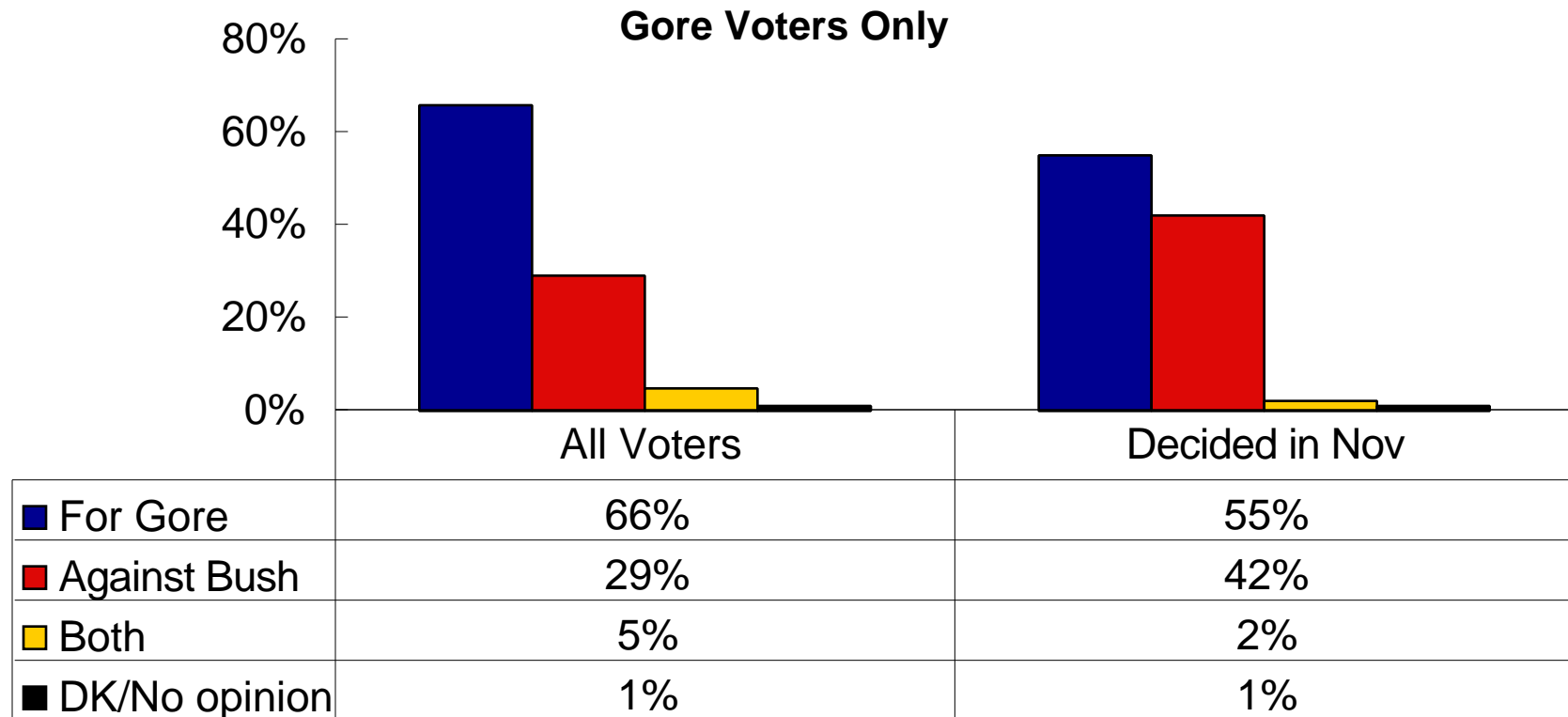
Gore won the last week of the election . . .





... primarily by making late-deciding Gore voters dislike Bush ...

Would you describe your vote for president more as a vote for Al Gore, or more as a vote against George W. Bush?

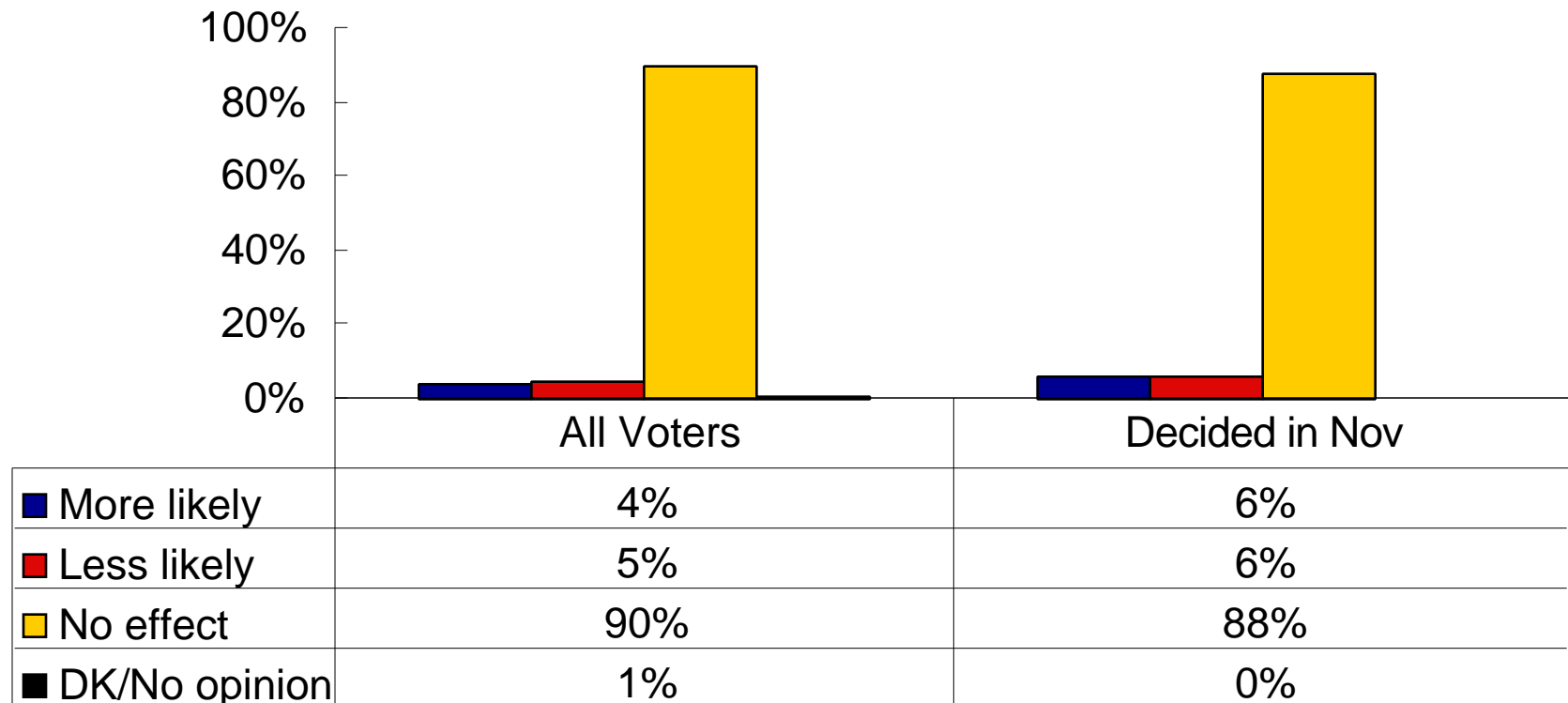


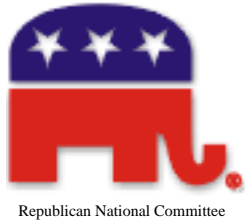


Republican National Committee

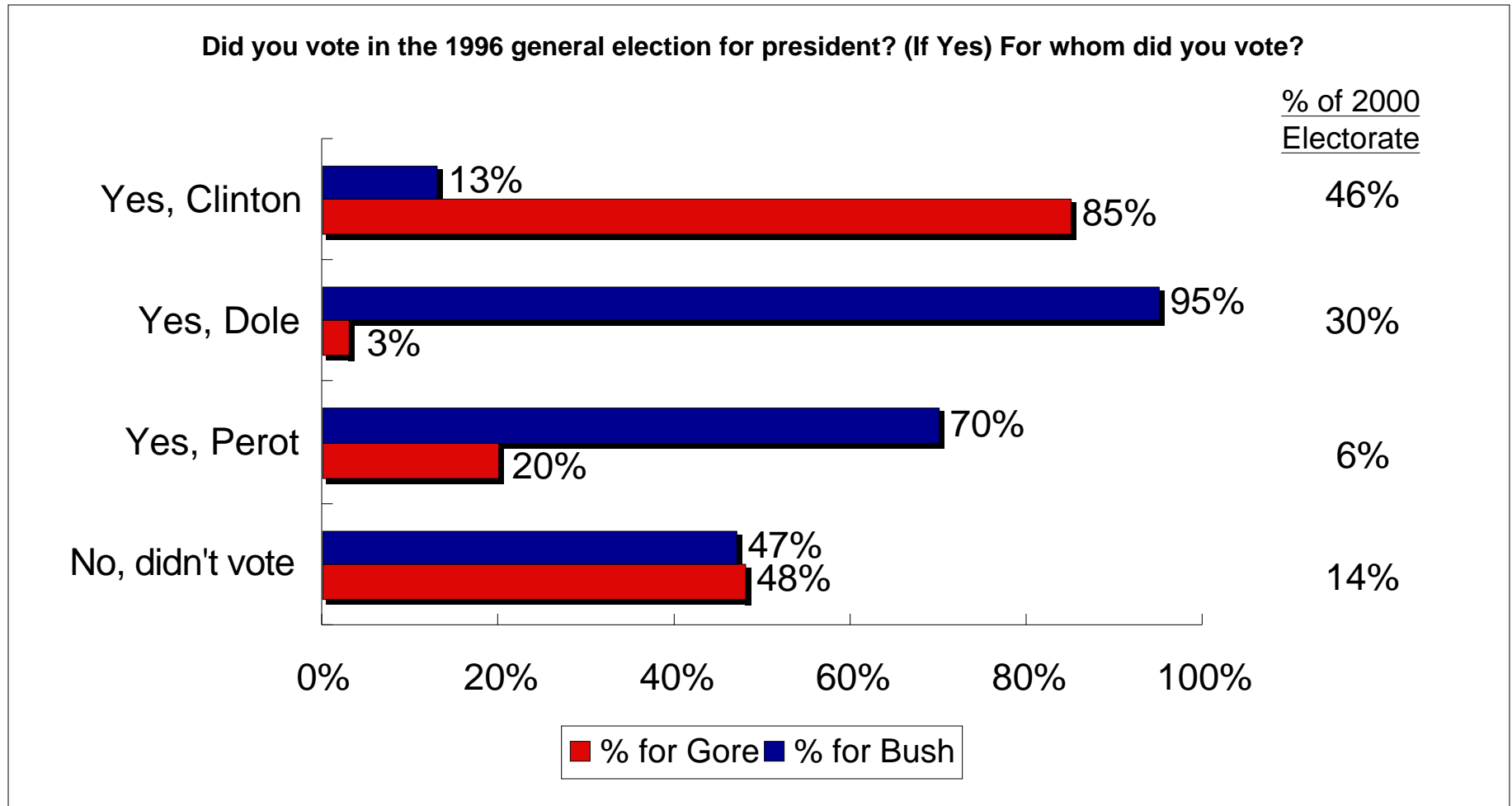
. . . not because of the DUI charge.

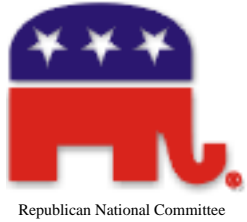
Did the story about George W. Bush being charged with driving under the influence 24 years ago, and Bush's and Gore's reactions to that story, make you more likely to vote for Bush, less likely to vote for Bush, or did the story and reactions have no effect on your vote?



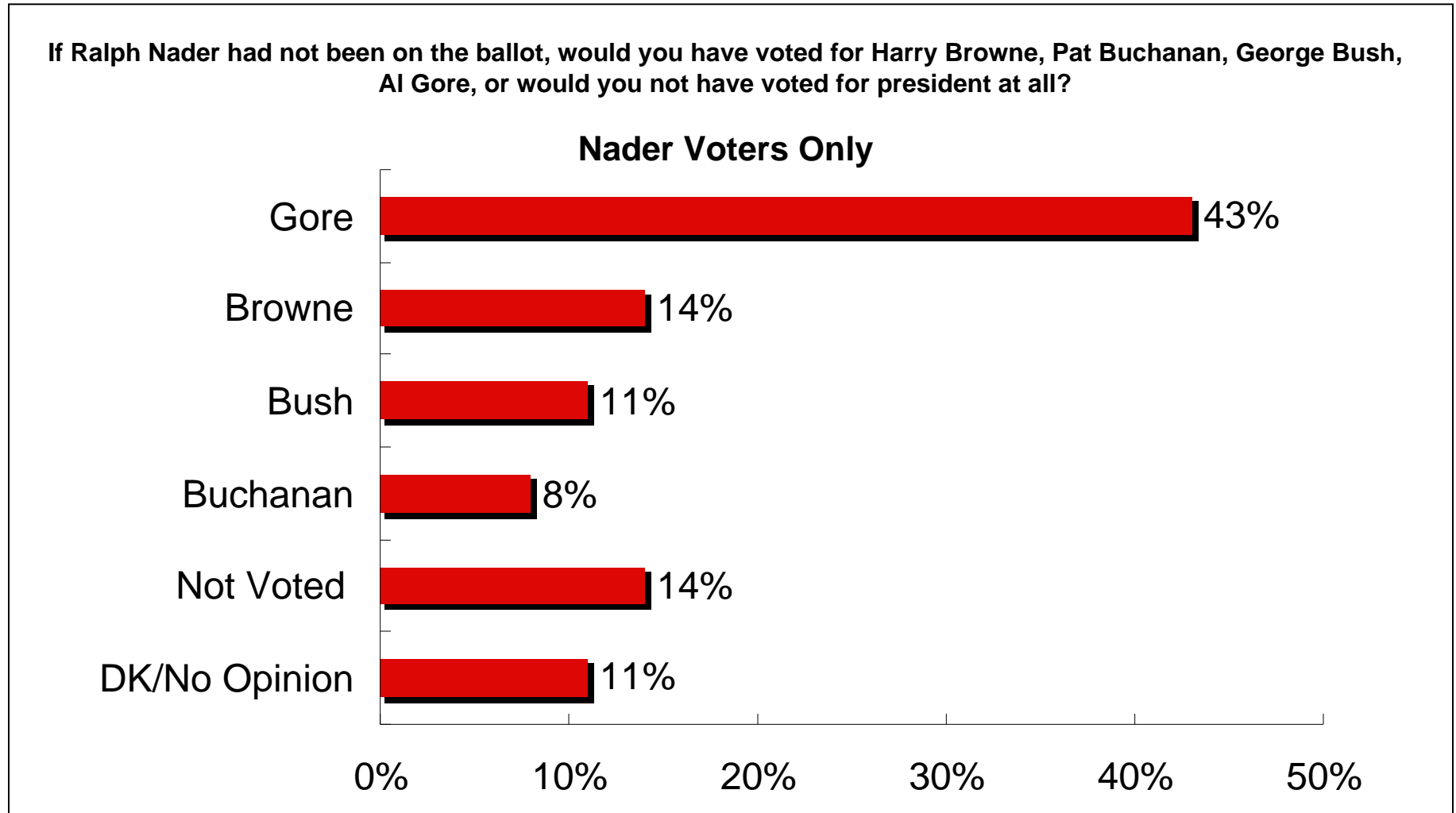


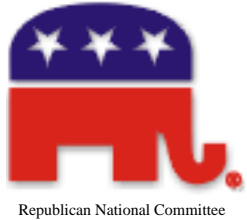
1996 Perot voters went overwhelmingly for George W. Bush in 2000...





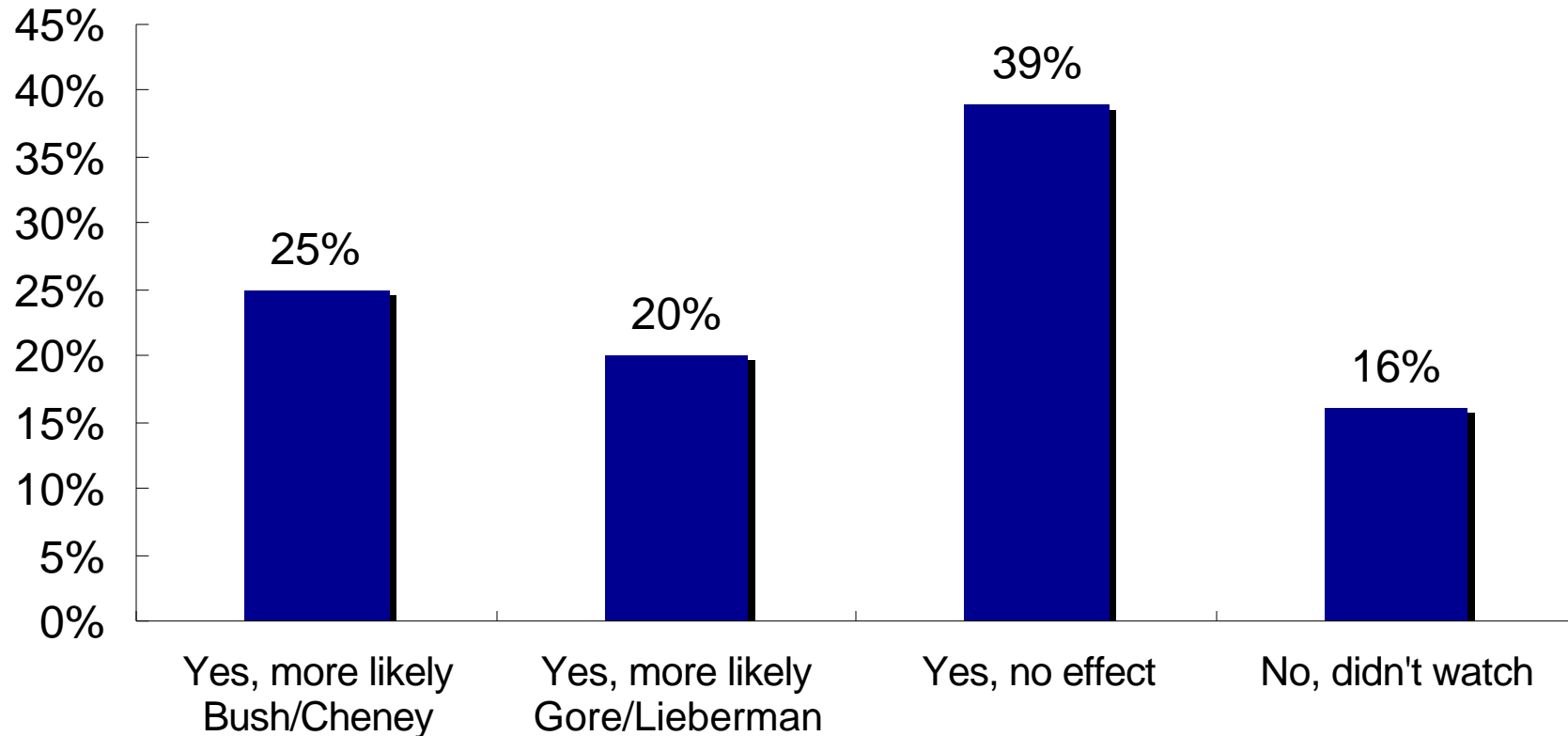
...and Al Gore would have received fewer than half the Nader votes if Nader had not been on the ballot.

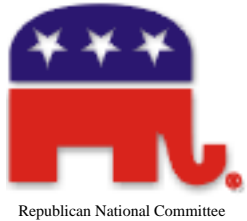




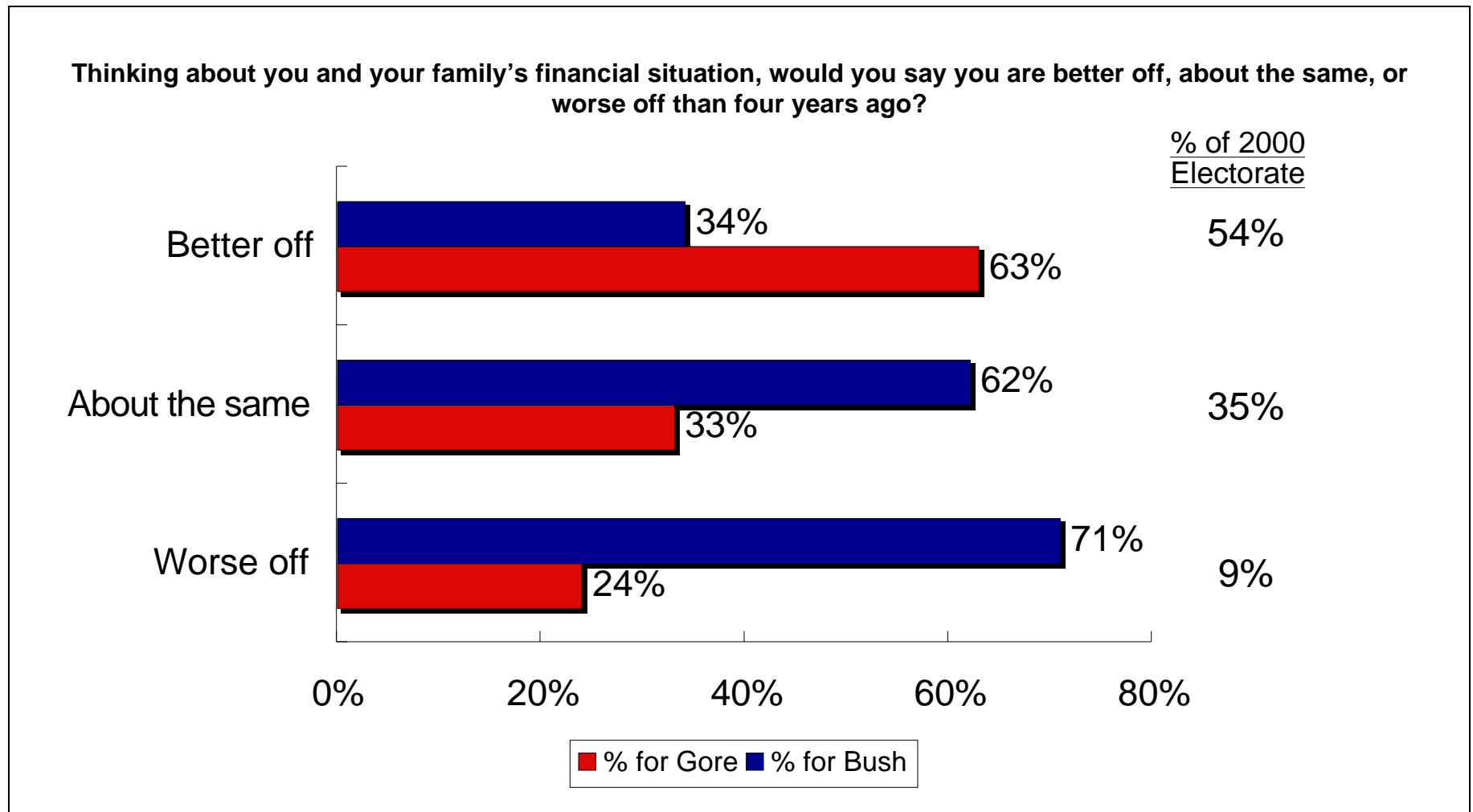
The debates produced a small net advantage for the Bush/Cheney ticket.

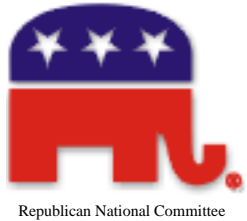
Did you watch any of the presidential or vice-presidential debates? (If Yes) Did the debates make you more likely to vote for George W. Bush and Dick Cheney, more likely to vote for Al Gore and Joe Lieberman, or did the debates have no real effect on your voting decision?



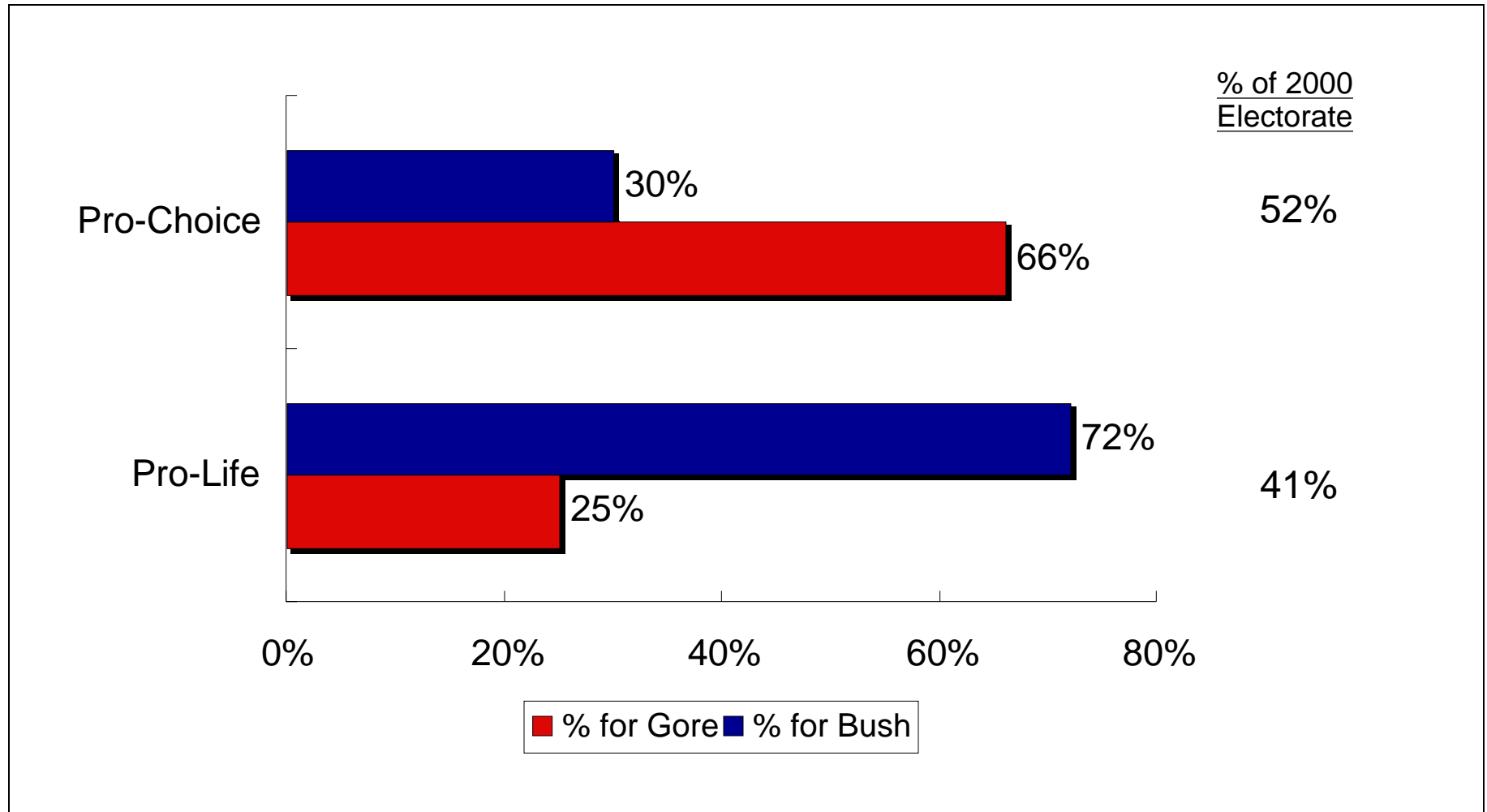


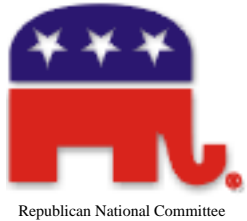
Voters who are financially better off now than four years ago went for Gore...



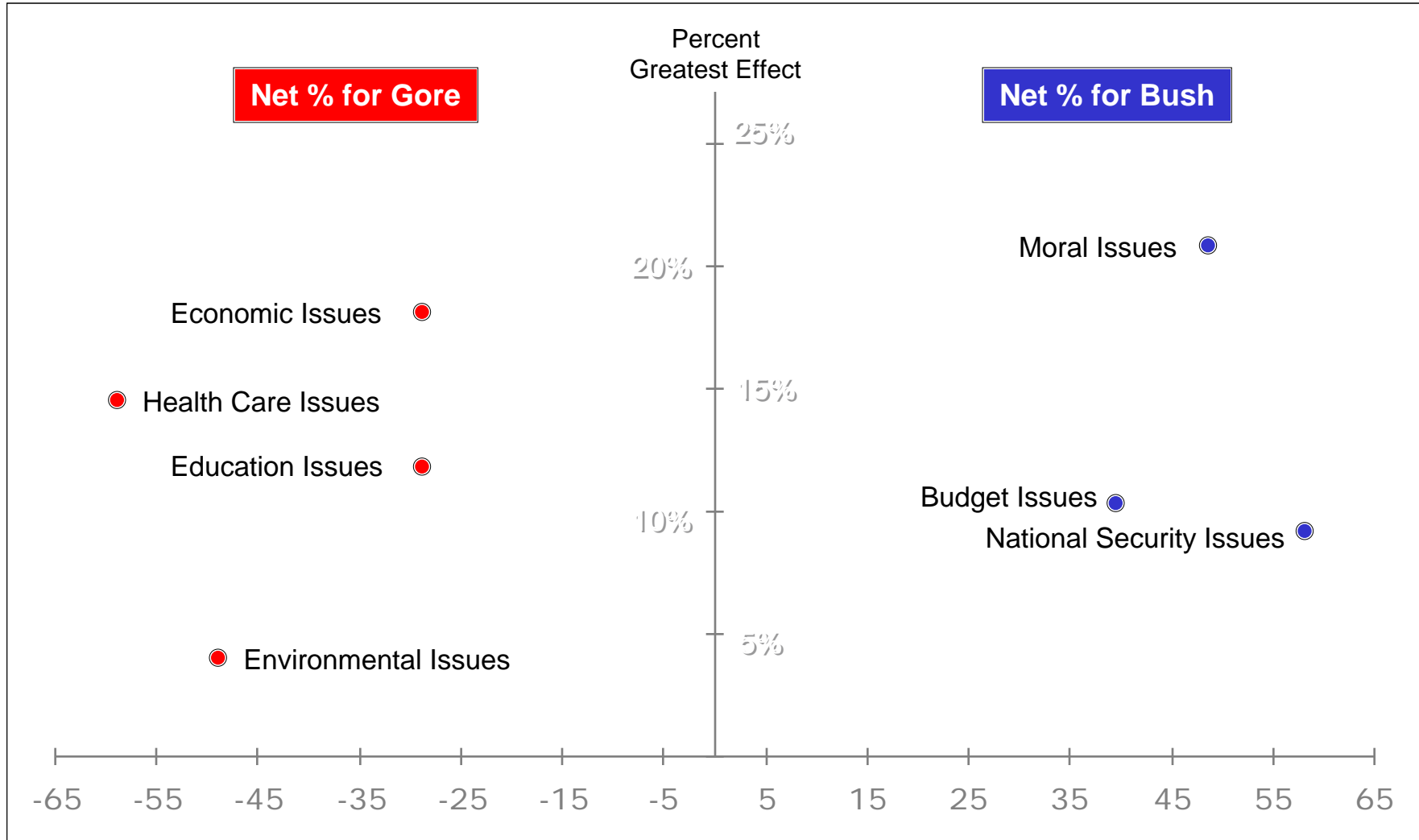


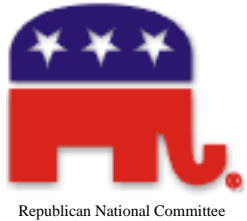
...while two-thirds of pro-choice voters went for Gore, and three-fourths of pro-life voters went for Bush.



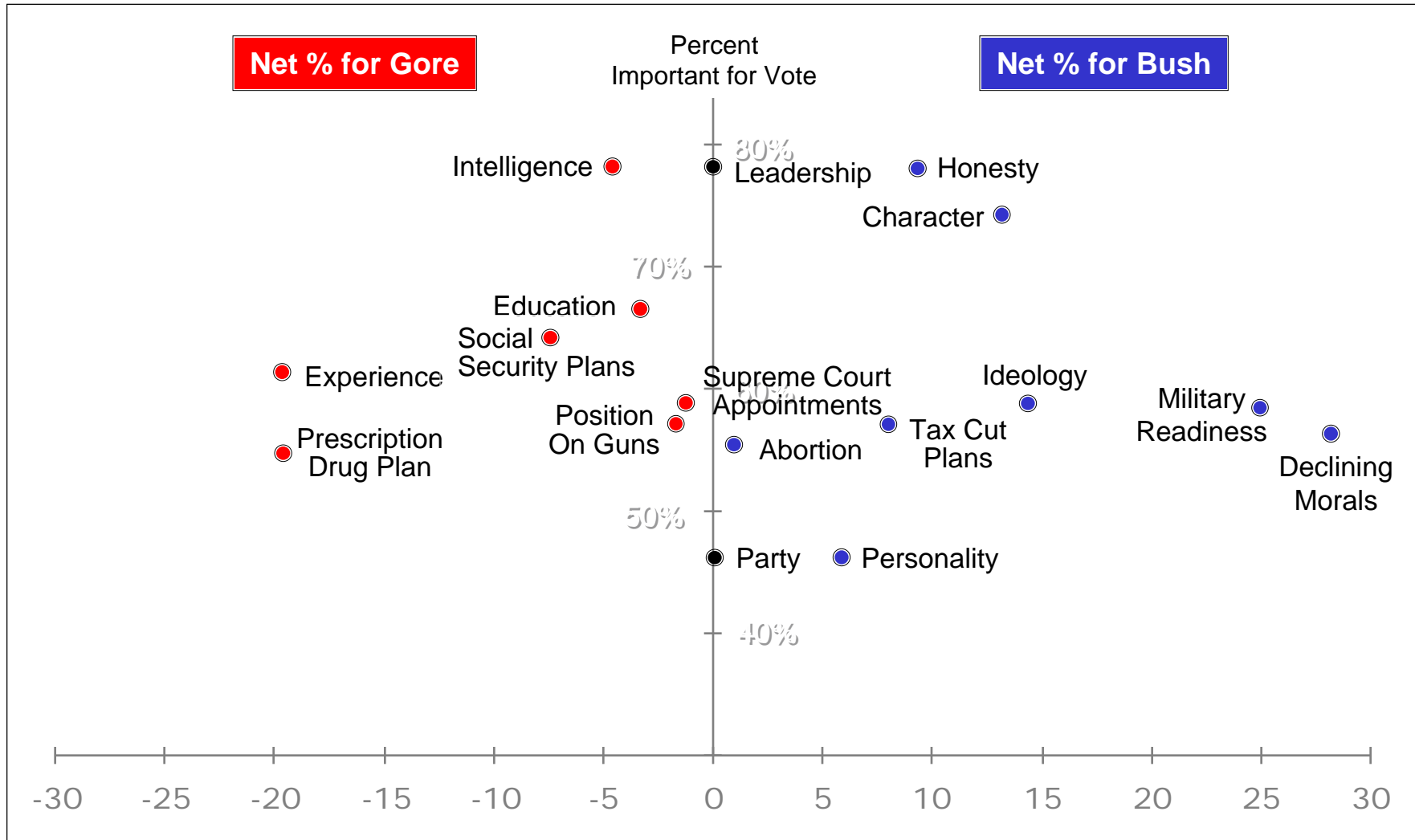


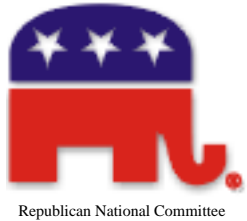
Bush had a net advantage on moral, budget, and national security issues, while Gore had an advantage on economic, health care, education, and environmental issues.



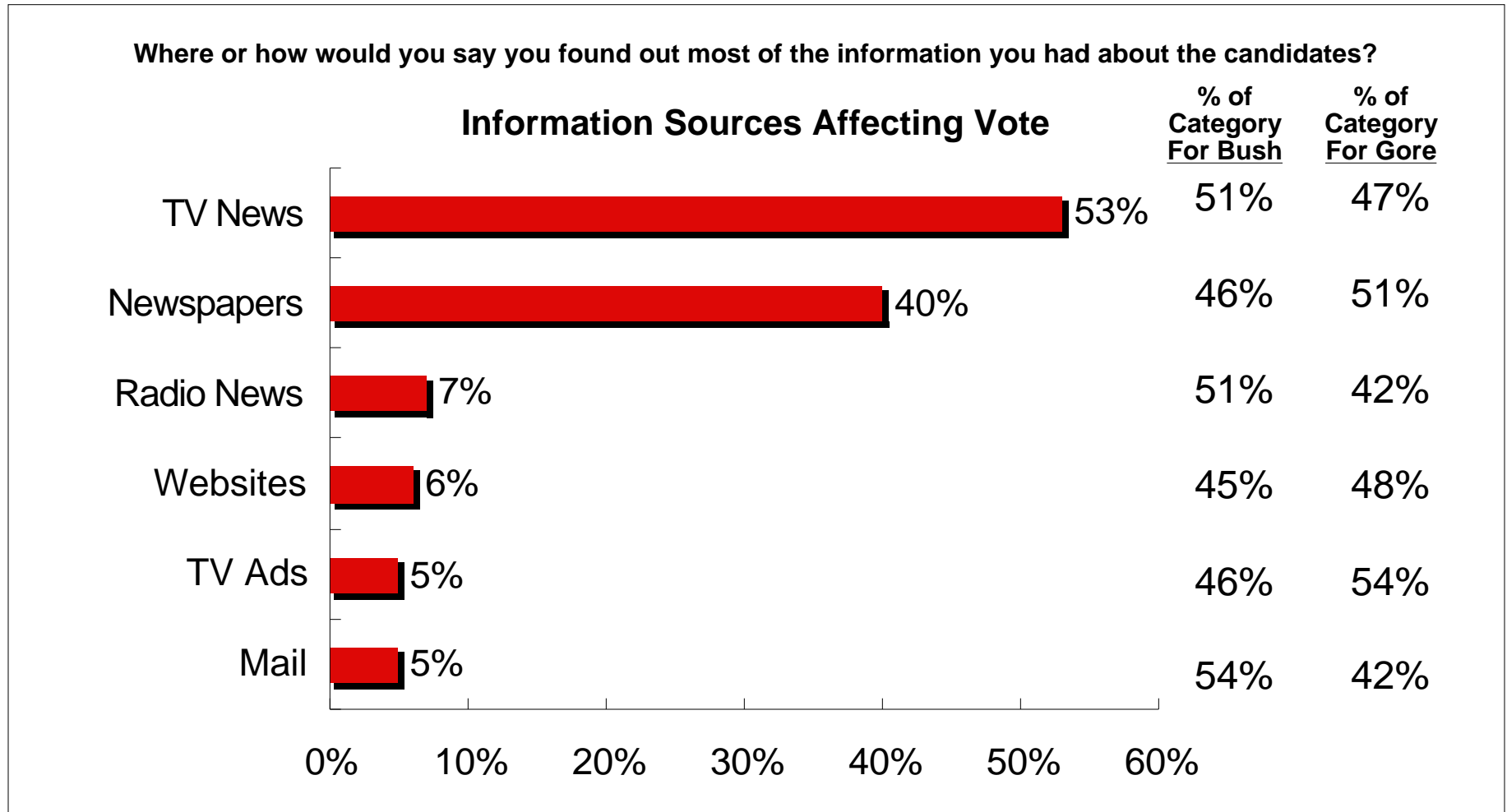


Other net advantages for Bush include honesty, character, taxes, military readiness, ideology, and declining morality.

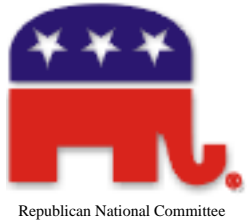




Voters got the information that affected their vote from TV news and newspapers, followed by radio news, Websites, TV ads, and campaign mail.

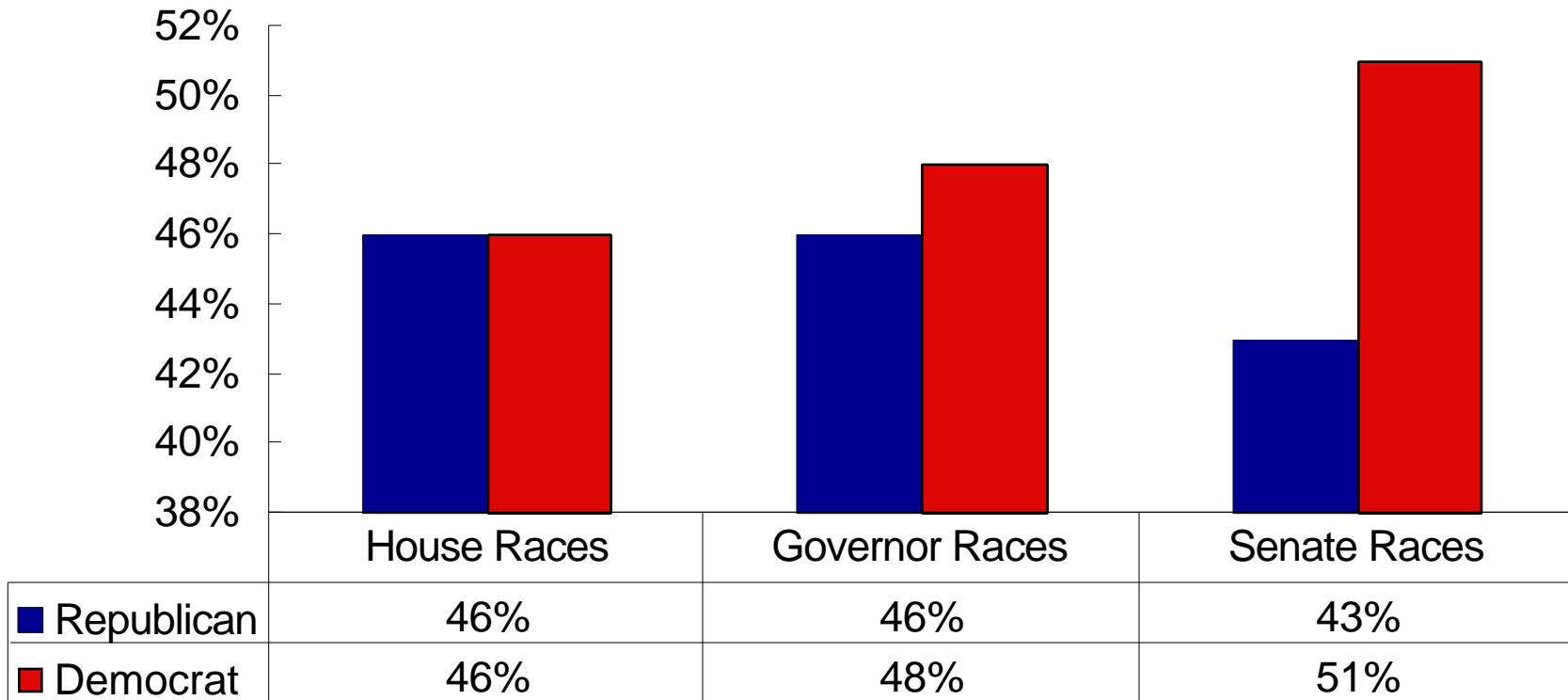


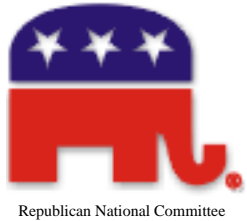
Congressional and State Races



The electorate split evenly in their House votes, while the Democrats had a slight advantage in governors' races, and a significant advantage in Senate races.

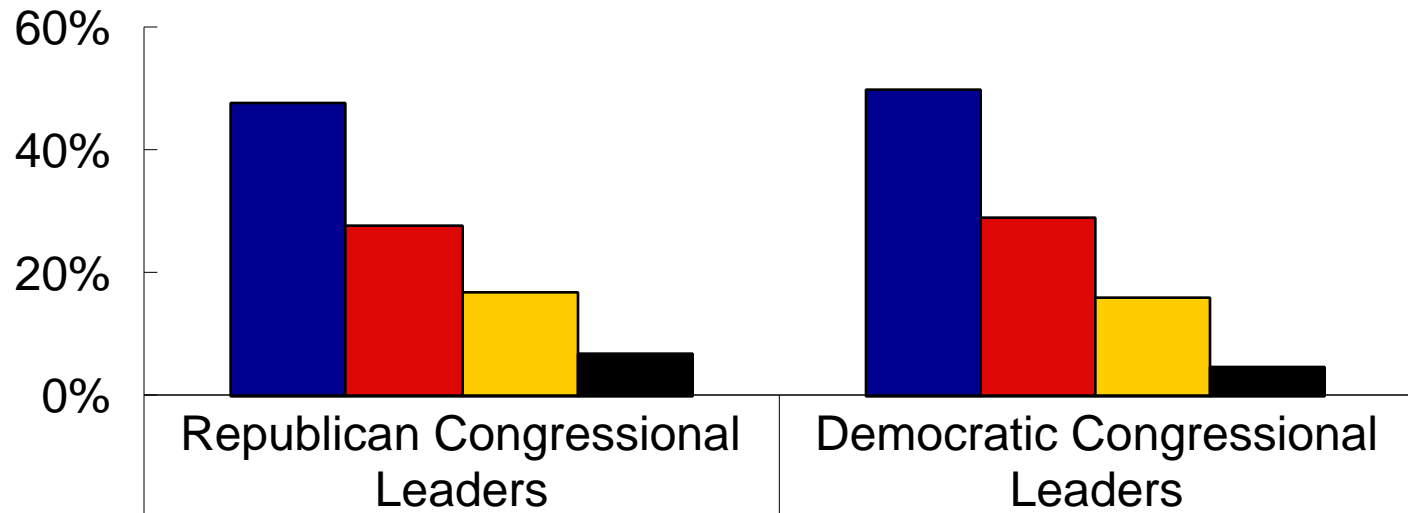
In the election for U.S. House of Representatives in your congressional district/governor in your state/U.S.Senate, did you vote for the Republican candidate or the Democratic candidate?





Republican and Democratic leaders in Congress have similar images...

I would like to read you a list of names of people and groups and have you tell me, for each one, whether you've heard of that person or group and, if so, whether you have a favorable or unfavorable opinion on them:



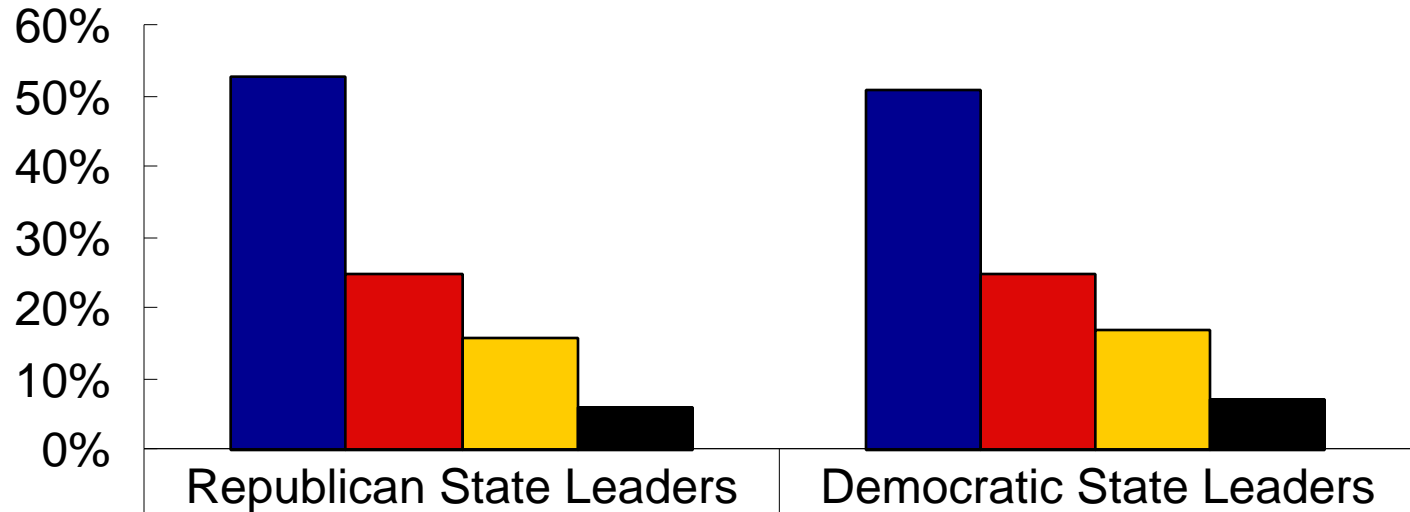
■ Favorable	48%	50%
■ Unfavorable	28%	29%
■ No Opinion	17%	16%
■ Never Heard Of	7%	5%



Republican National Committee

as do Republican and Democratic leaders in state government.

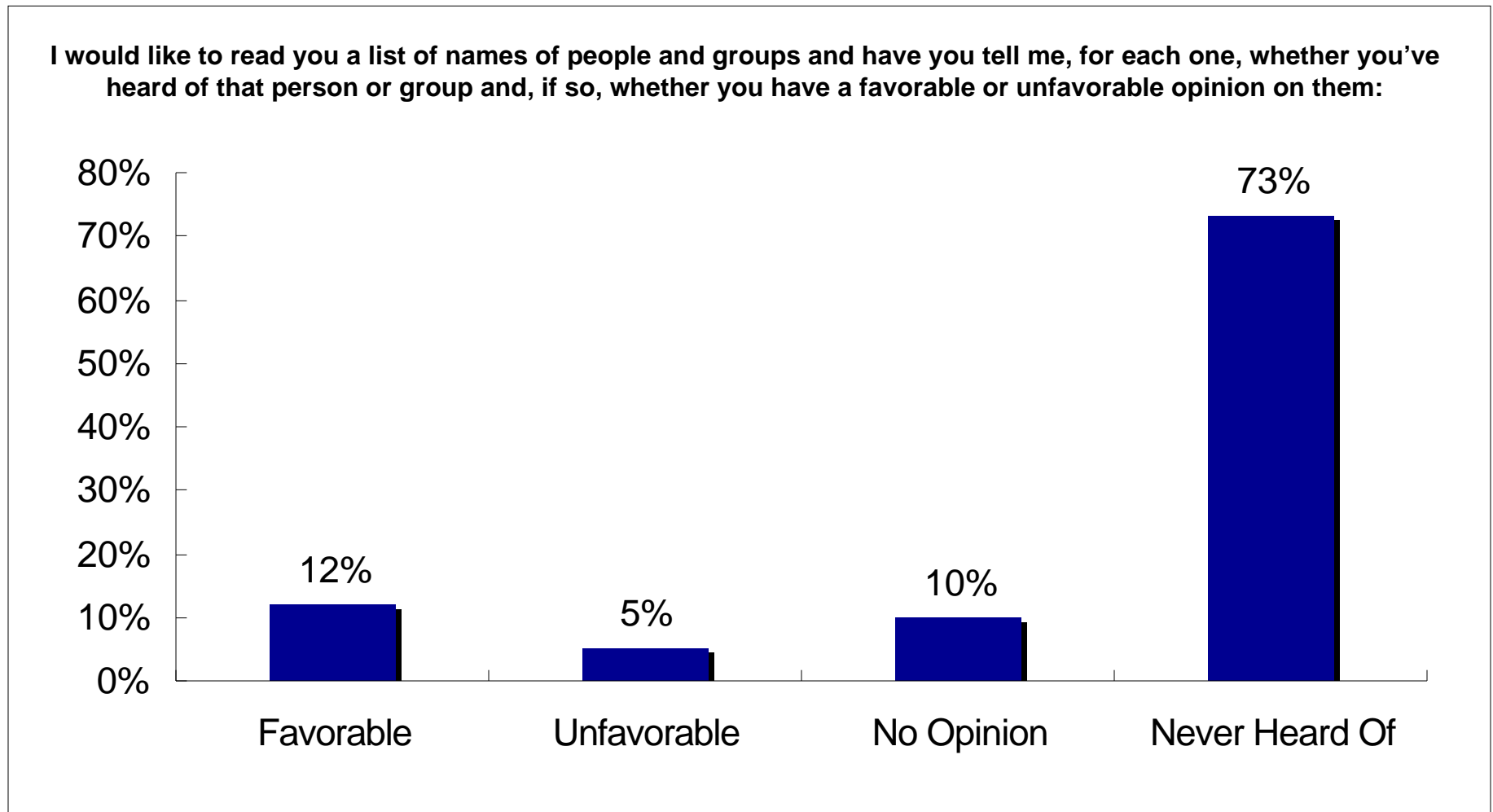
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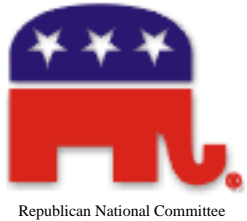


■ Favorable	53%	51%
■ Unfavorable	25%	25%
■ No Opinion	16%	17%
■ Never Heard Of	6%	7%

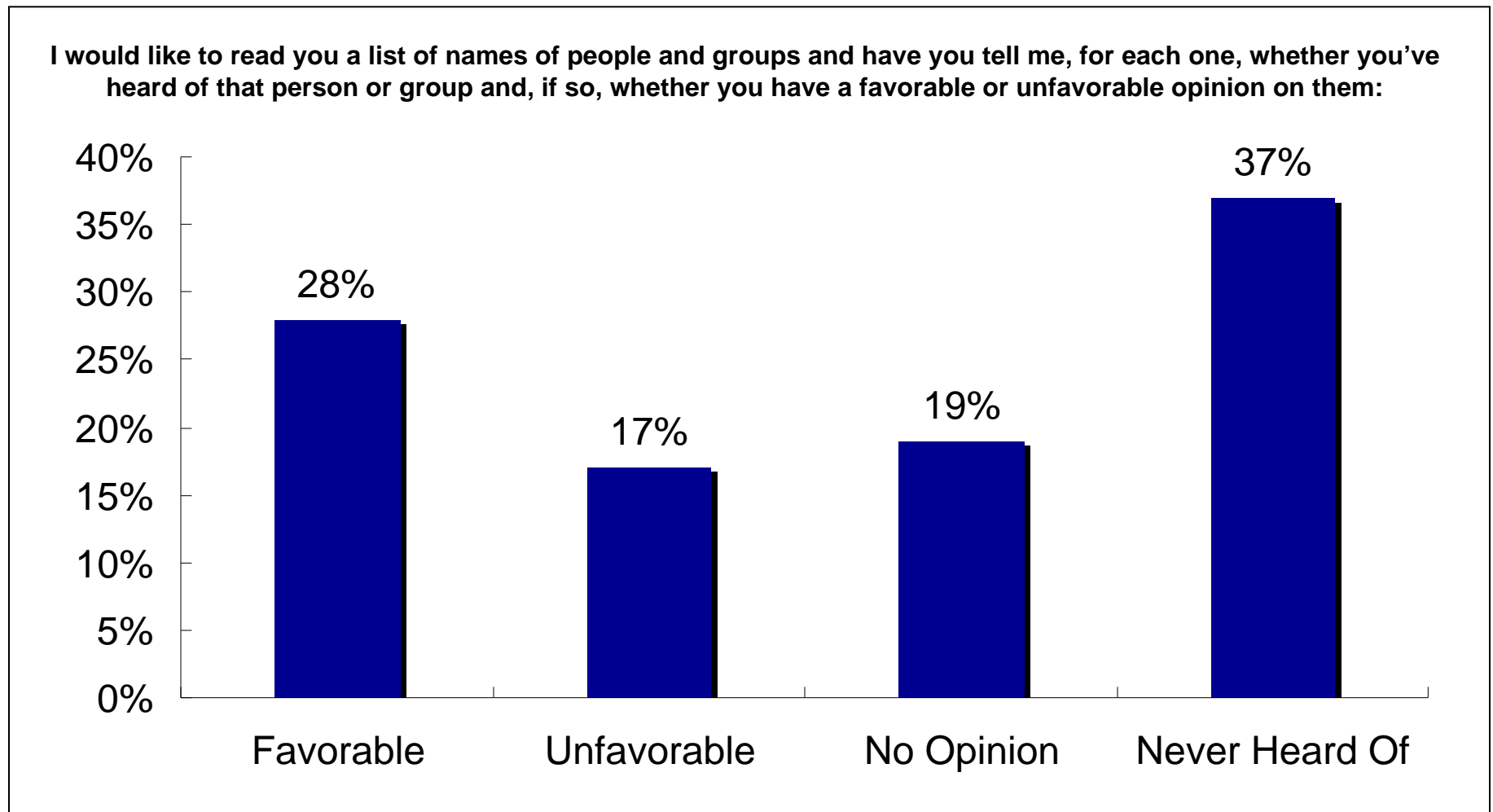


Dennis Hastert is known to about one-quarter of the electorate. . .

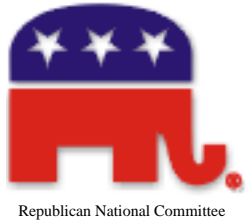




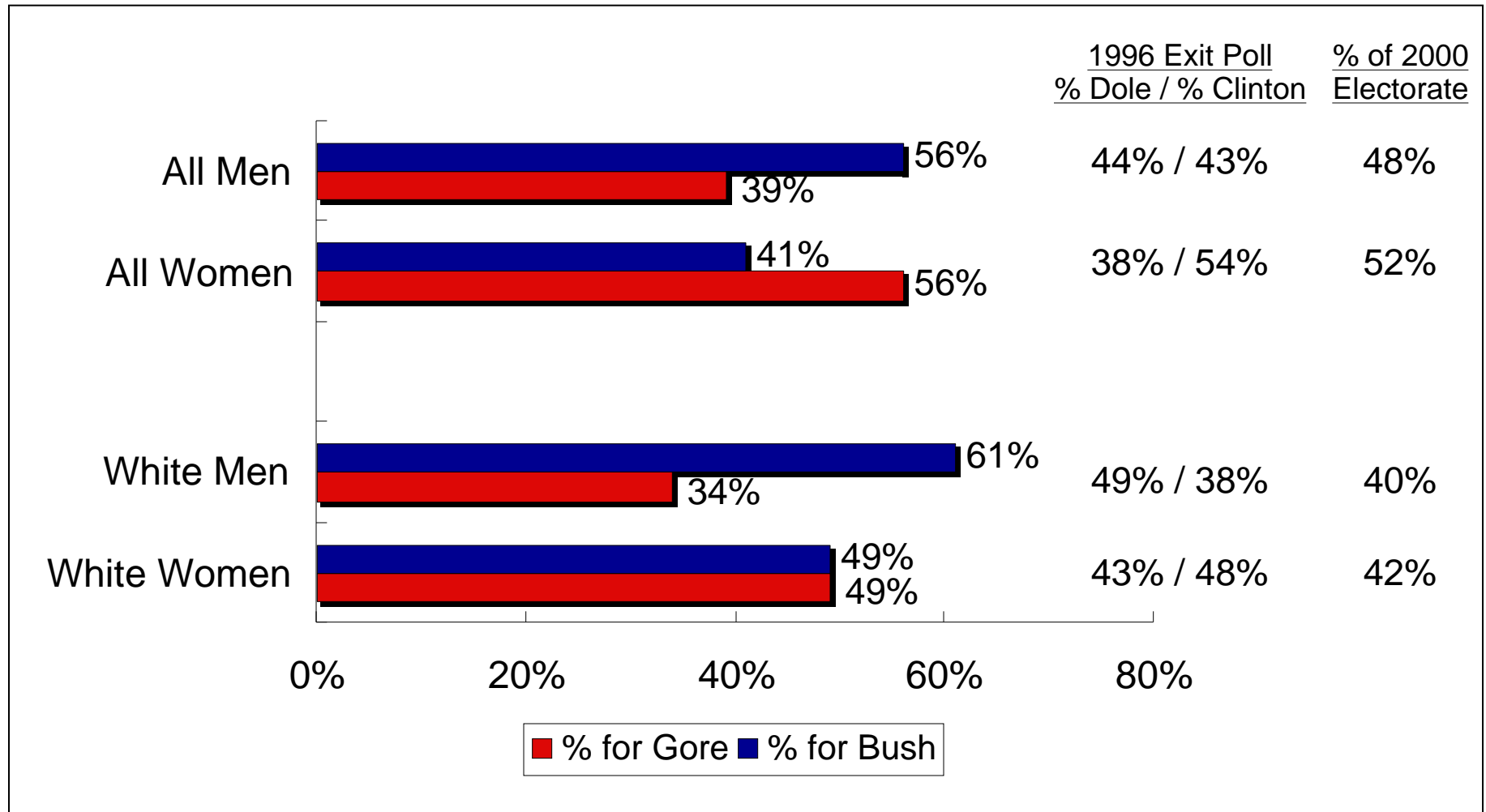
...while Trent Lott is known to about two-thirds of the electorate.

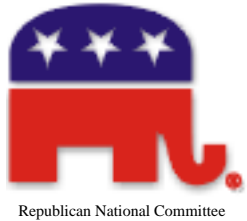


The Presidential Race Among Demographic Groups

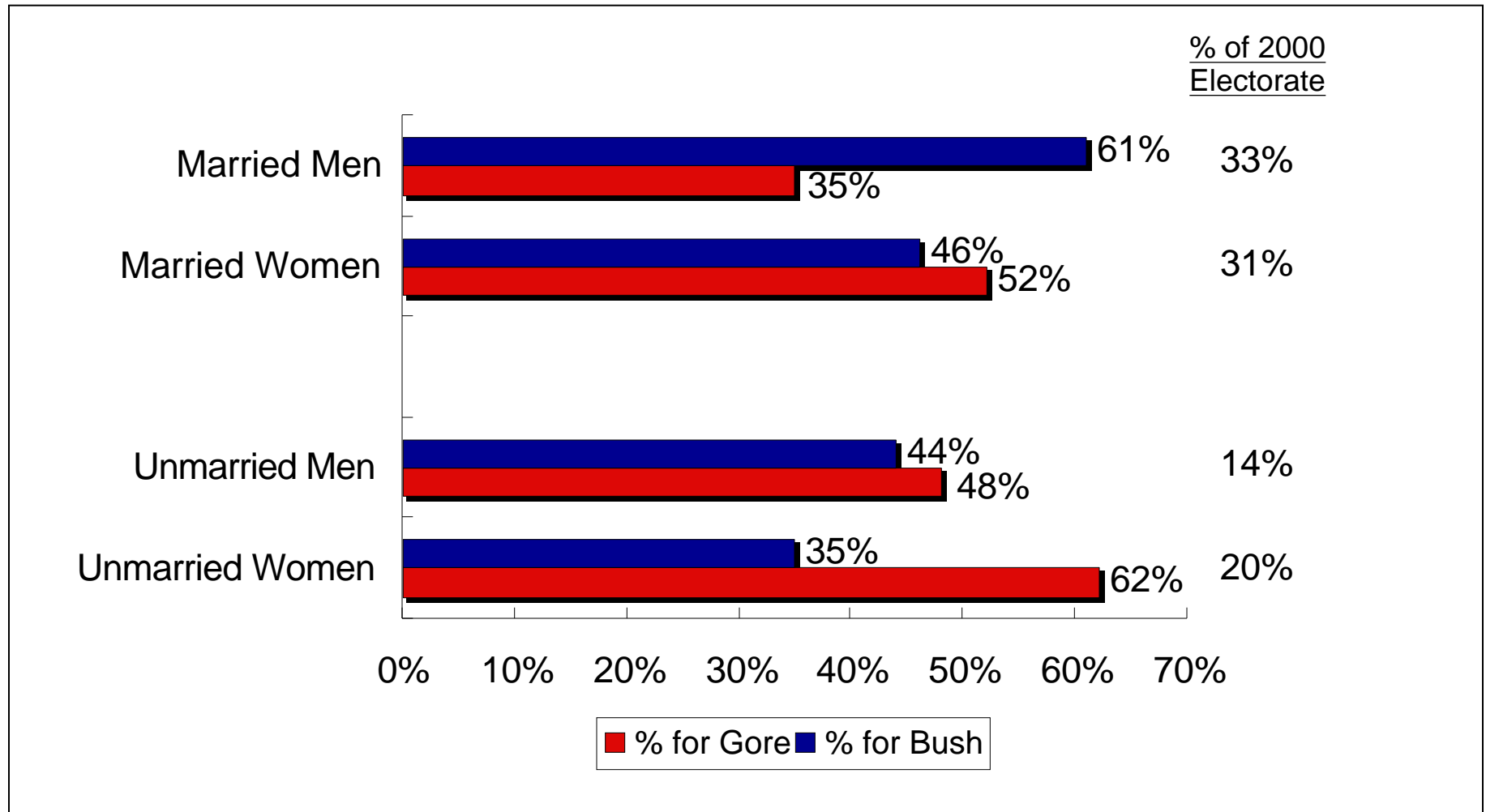


Bush won white men, while white women split evenly.



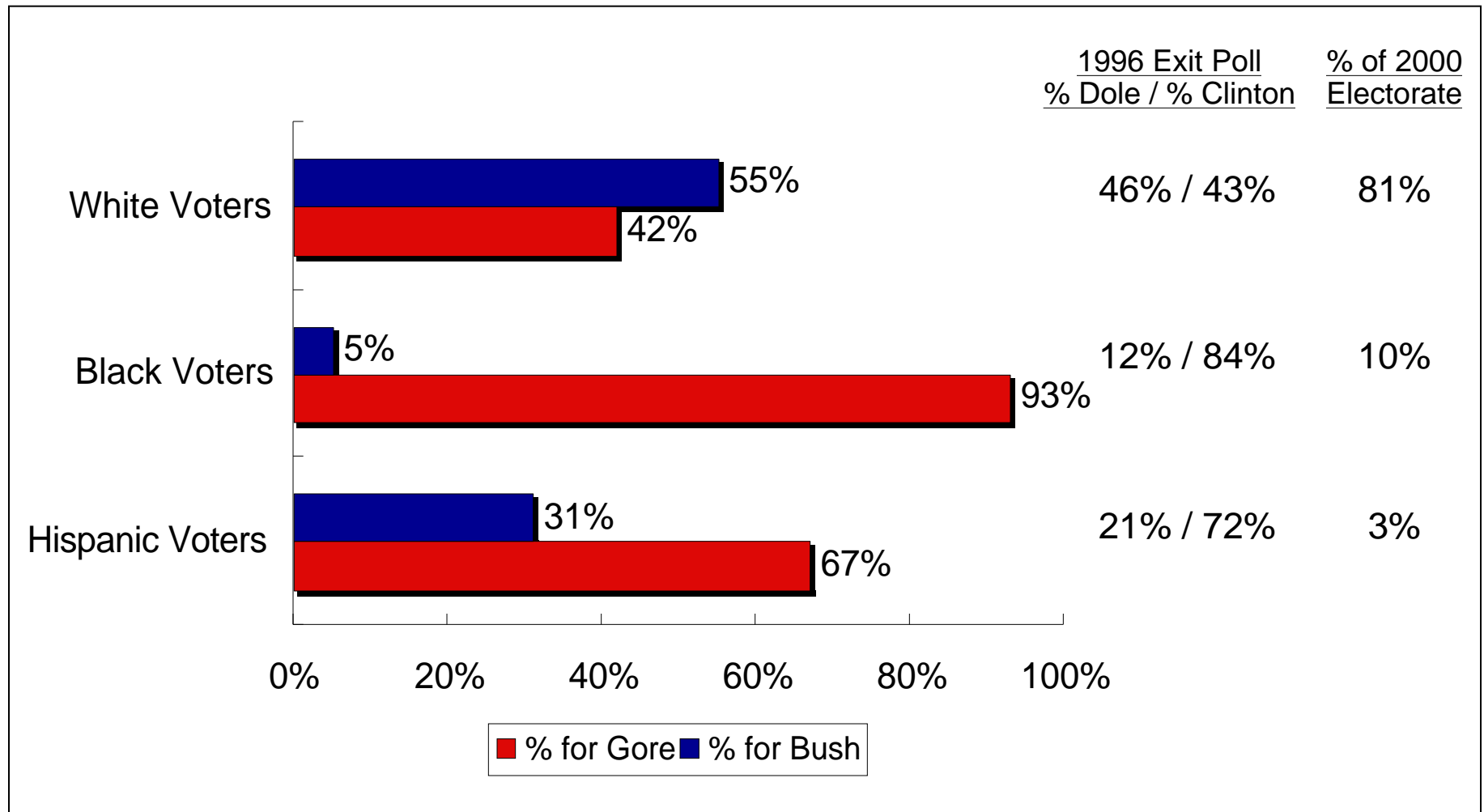


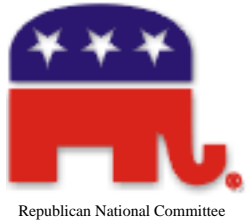
Bush won comfortably among married men, while Gore carried married women and unmarried voters.



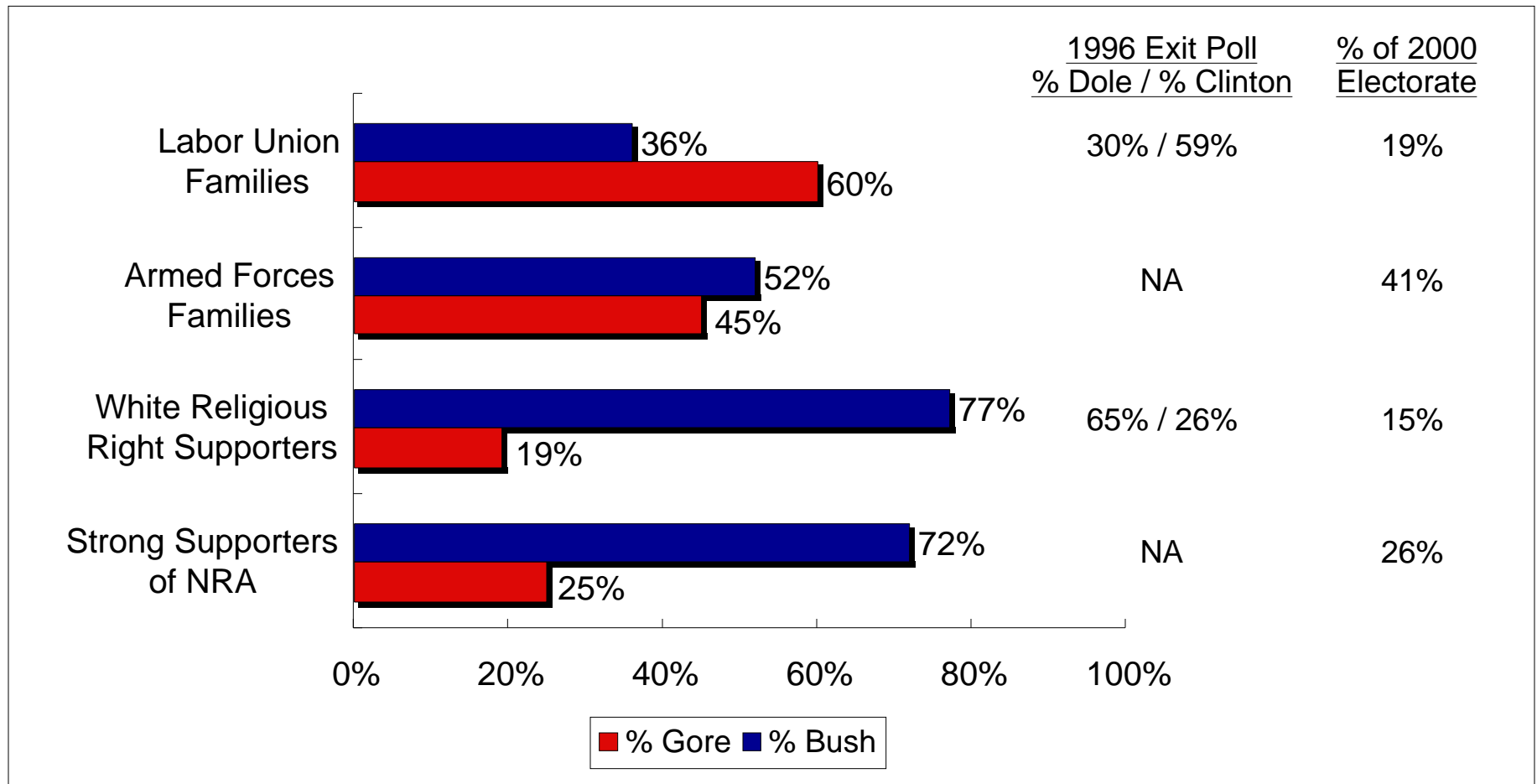


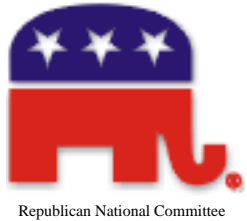
Bush won one-third of the Hispanic vote.



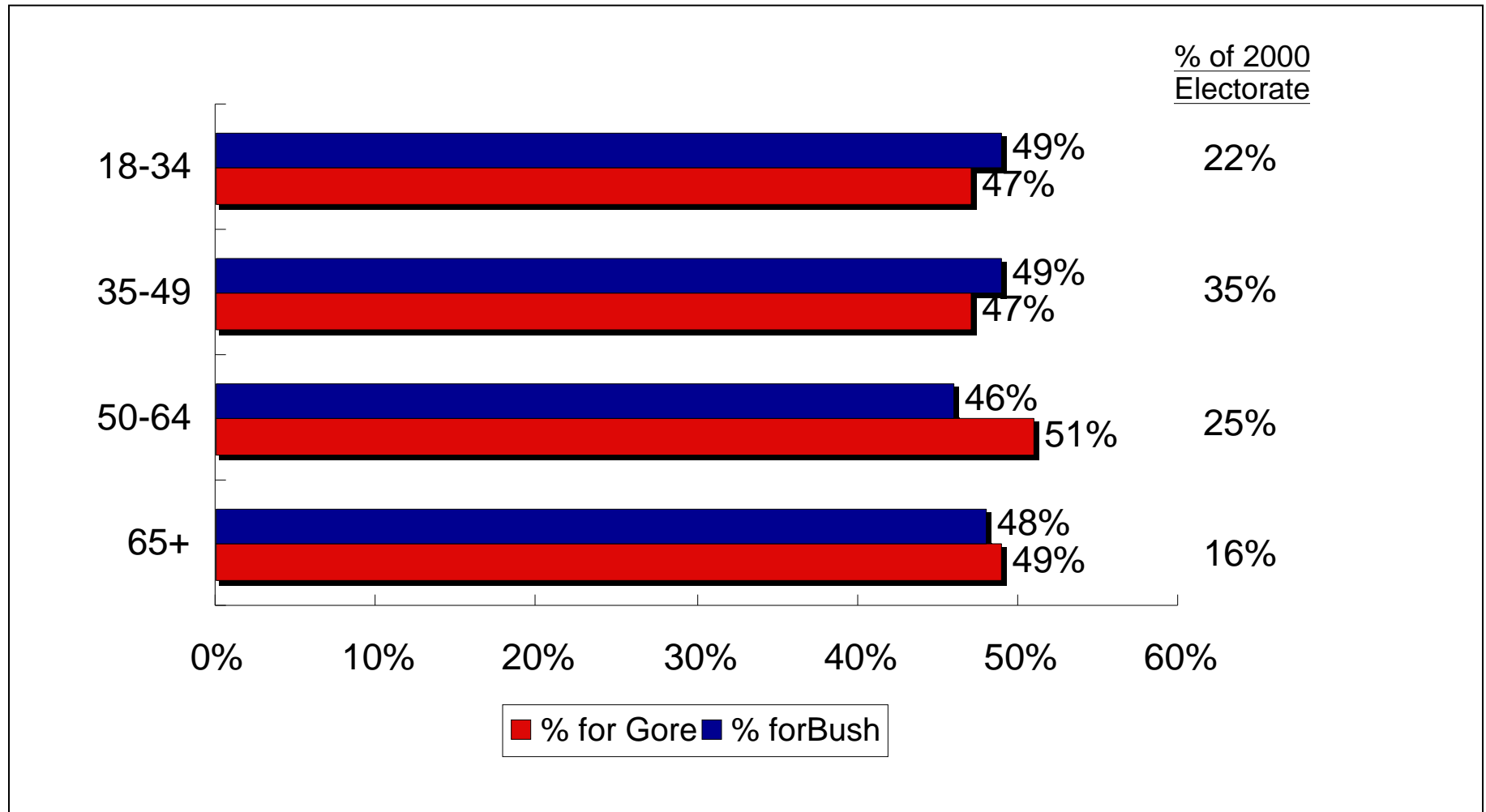


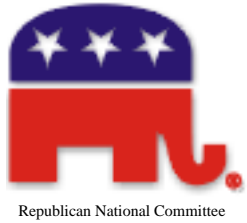
Bush won about one-third of the votes of union households, over half of the votes of military families, more than three-fourths of the votes of white religious conservatives, and three-fourths of the votes of strong supporters of the NRA.



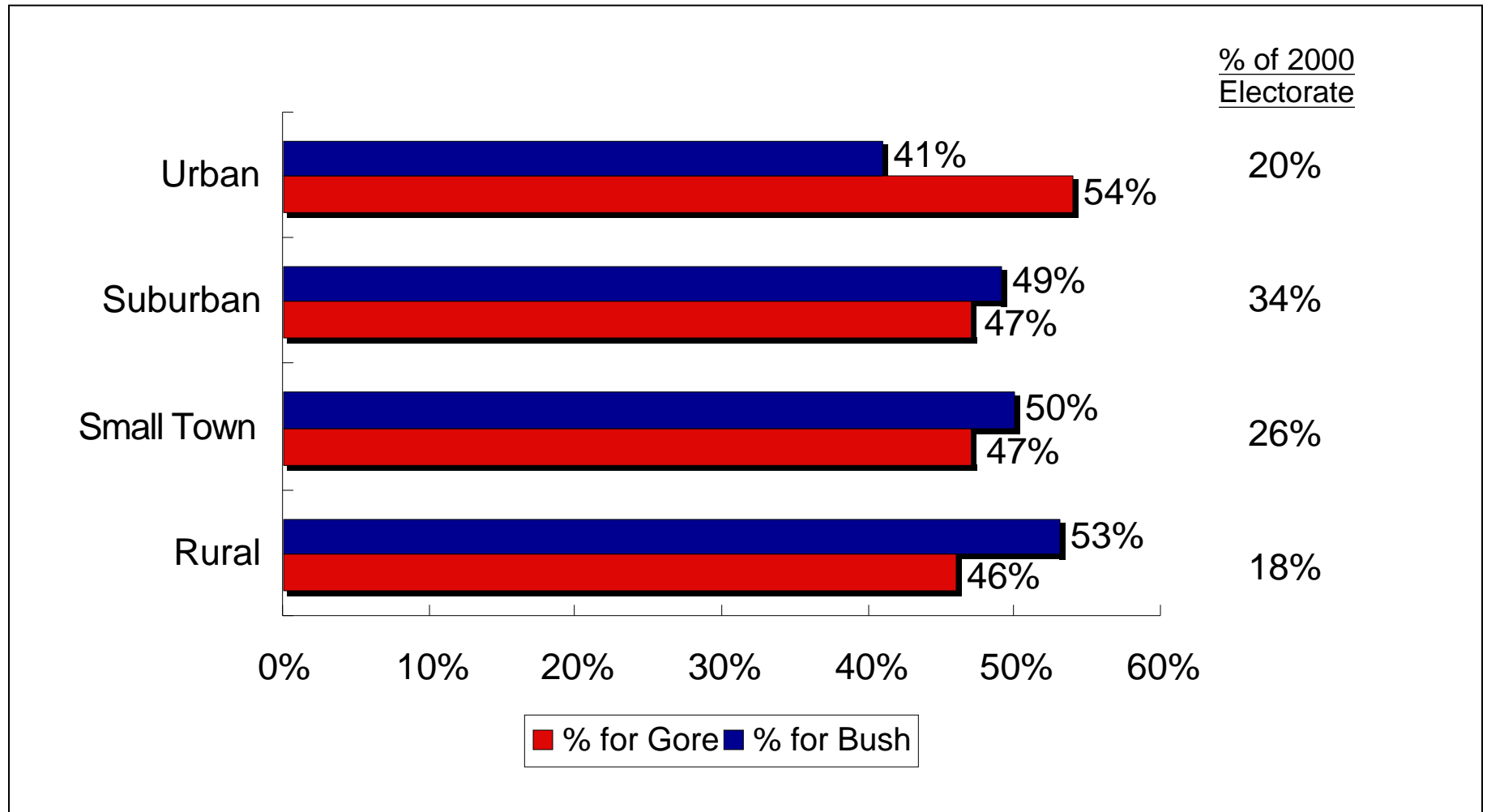


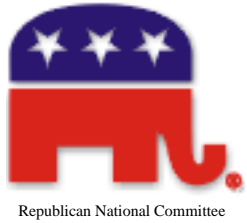
Bush had a slight advantage among younger voters, Gore had a slight advantage among the middle aged, and seniors split evenly.



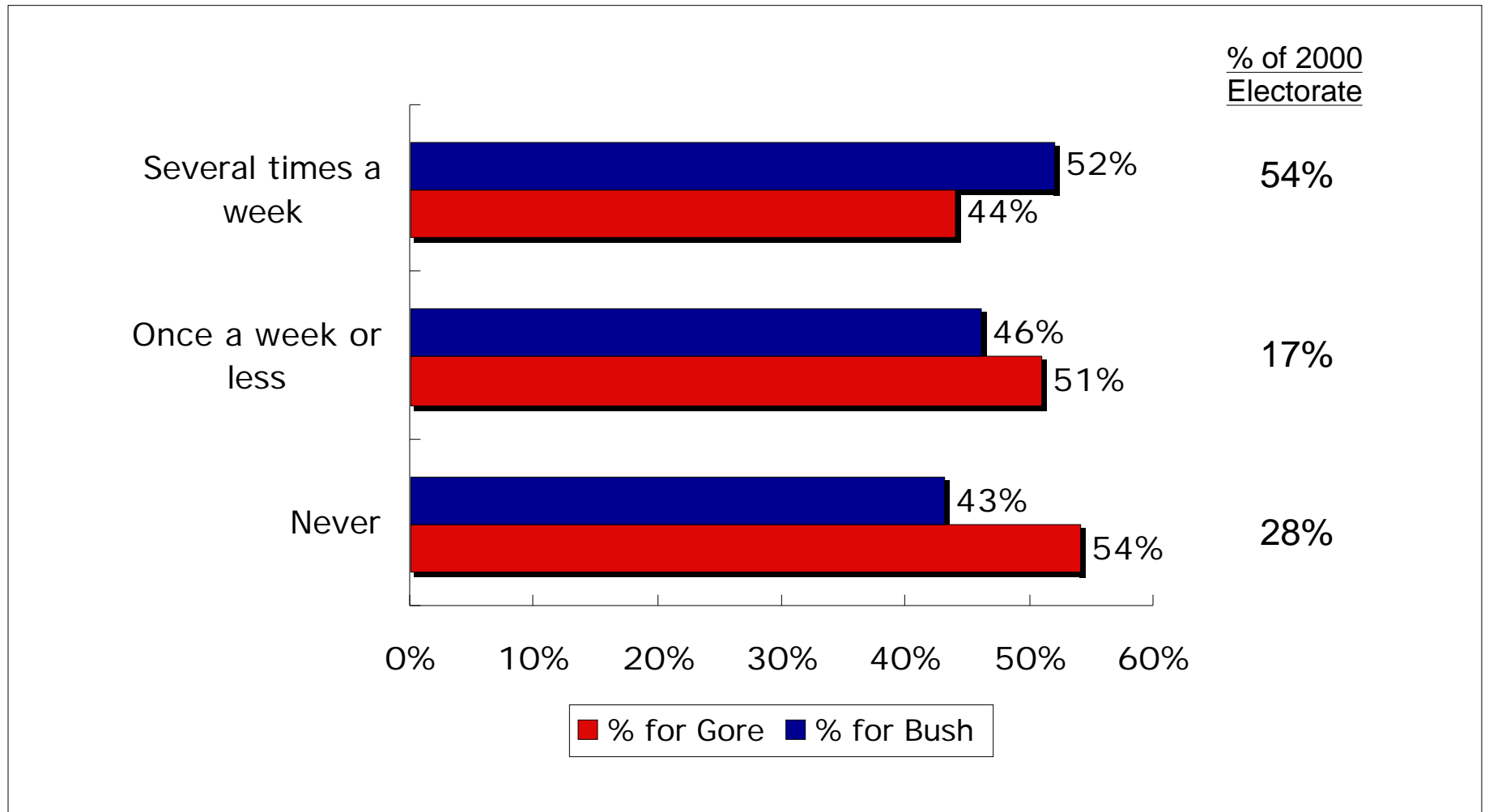


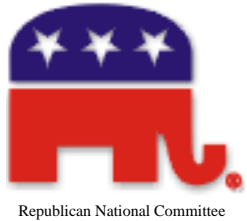
Urban voters went strongly for Gore, while voters in other communities went by varying margins for Bush.



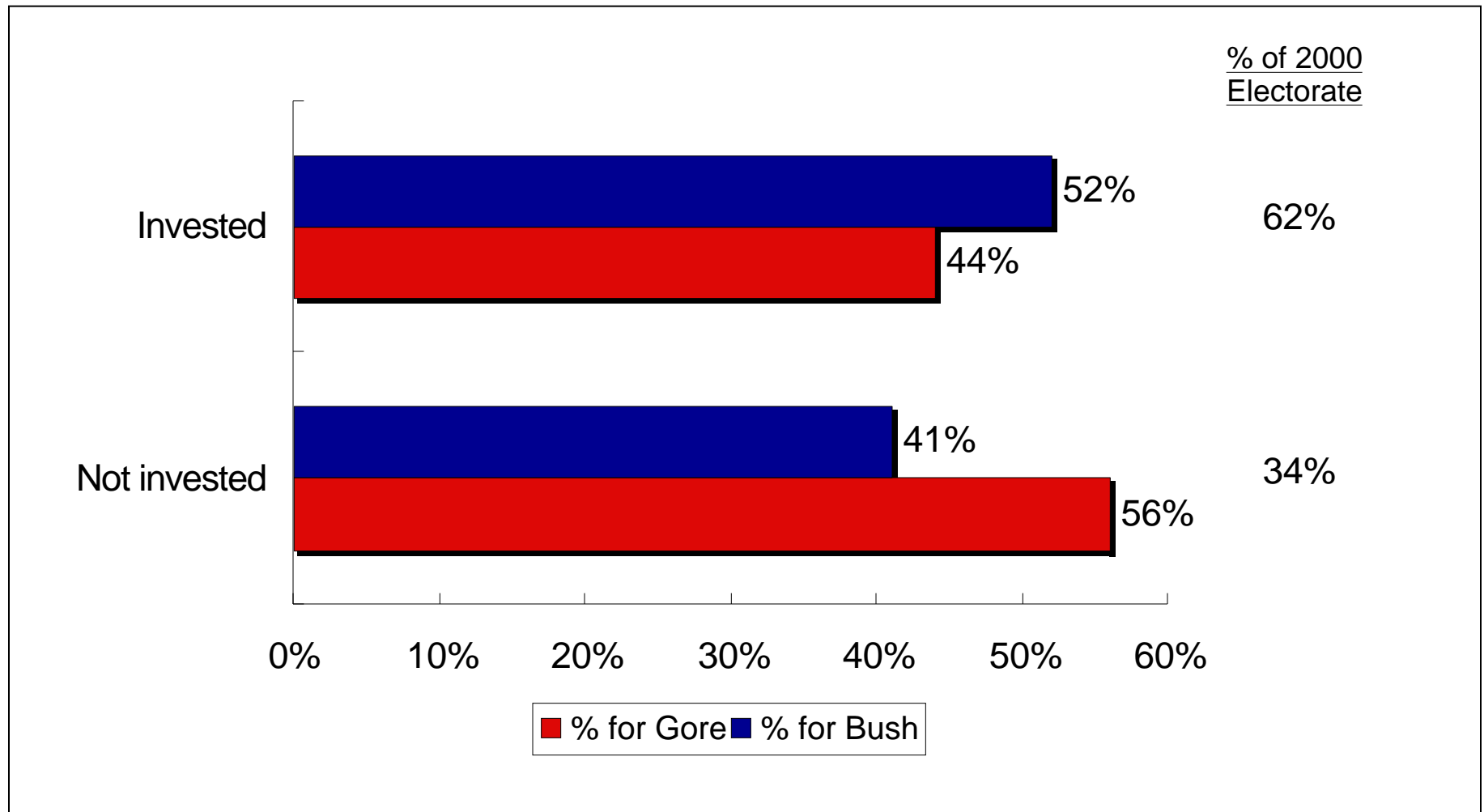


Regular internet users favored Bush...





...as did voters with personal assets or retirement funds invested in the stock market.





Republican National Committee

Key Conclusions

- **George W. Bush's supporters voted for his agenda and his personality, not just for his personality.**
- **More voters think Bush is intelligent than think Al Gore is honest.**
- **Bush did well because of honesty, character, ideology, concerns about declining morals and military readiness, and preference for his tax cut plan.**
- **Gore did well because of experience, his prescription drug plan, and Social Security.**



Republican National Committee

Key Conclusions

- **The candidates tied on leadership, education plans, guns, abortion, Supreme Court appointees, and party preference.**
- **Gore won the last week because his campaign made late-deciding Gore voters dislike Bush, not because of the DUI charge.**

**REPUBLICAN NATIONAL COMMITTEE
NATIONAL POST-ELECTION SURVEY
NOVEMBER 8, 2000**

TOTAL; PERCENT OF CATEGORY FOR BUSH; PERCENT OF CATEGORY FOR GORE

Hello, this is _____ with Western Wats, a public opinion research company. We're talking with people today for just a few minutes about the election yesterday. We are not trying to sell anything, your answers are completely confidential, and we would really appreciate your cooperation (DO NOT PAUSE).

A. Some people have a chance to vote, while others cannot because of their job, family commitments, health problems, or other reasons. How about you? Did you get a chance to vote in the election yesterday?

YES.....GO TO QUESTION 1
NO..... GO TO QUESTION B

B. Is there anyone else in your household who did vote in the election?

YES....May I speak with that person please? GO TO INTRO
NO.....THANK AND CLOSE

1. In the election for president, did you vote for (ROTATE: Harry Browne, the Libertarian, Pat Buchanan, the Reform Party candidate, George W. Bush, the Republican, Al Gore, the Democrat, Ralph Nader, the Green Party candidate) or someone else?

	<u>ALL</u>
BROWNE	0%
BUCHANAN.....	0%
BUSH.....	48%
GORE	48%
NADER.....	3%
SOMEONE ELSE.....	0%

2. What would you say was the single most important factor that led you to vote for (Browne/Buchanan/Bush/Gore/Nader/someone else)?

Percentages may not equal 100 percent due to rounding.
Percentages for ALL are based on 1200 weighted respondents with a margin of error of ± 2.89 percent.

2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

Now, I would like to read you a list of names of people and groups and have you tell me, for each one, whether you've heard of that person or group and, if so, whether you have a favorable or unfavorable opinion of them. If you haven't heard of them, just say so (ROTATE):

IF FAVORABLE/UNFAVORABLE: Would that be very (FAVORABLE/UNFAVORABLE) or just somewhat (FAVORABLE/UNFAVORABLE)?

		<u>VERY FAV</u>	<u>SMWHT FAV</u>	<u>SMWHT UNFAV</u>	<u>VERY UNFAV</u>	<u>NO OPINION</u>	<u>NEVER HRD OF</u>
3. Republican leaders	ALL	17%	31%	15%	13%	17%	7%
in Congress	%FOR BUSH	91%	73%	11%	4%	32%	38%
	%FOR GORE	8%	26%	80%	90%	65%	60%
4. Republican leaders	ALL	21%	32%	13%	12%	16%	6%
in your state	%FOR BUSH	88%	62%	15%	9%	33%	31%
government	%FOR GORE	12%	35%	77%	87%	62%	68%
5. Democratic leaders	ALL	19%	31%	16%	13%	16%	5%
in Congress	%FOR BUSH	8%	35%	84%	91%	53%	44%
	%FOR GORE	92%	61%	9%	5%	42%	56%
6. Democratic leaders	ALL	21%	30%	13%	12%	17%	7%
in your state	%FOR BUSH	12%	39%	82%	90%	53%	50%
government	%FOR GORE	88%	56%	14%	7%	42%	48%
7. George W. Bush	ALL	37%	20%	14%	25%	4%	0%
	%FOR BUSH	98%	56%	3%	1%	9%	-
	%FOR GORE	1%	40%	92%	93%	83%	-
8. Bill Clinton	ALL	26%	20%	10%	40%	4%	0%
	%FOR BUSH	7%	15%	53%	92%	32%	-
	%FOR GORE	90%	80%	42%	5%	58%	-
9. Al Gore	ALL	32%	24%	16%	25%	3%	0%
	%FOR BUSH	2%	31%	92%	95%	64%	-
	%FOR GORE	97%	63%	3%	1%	32%	-
10. Dennis Hastert	ALL	4%	8%	3%	2%	10%	73%
	%FOR BUSH	80%	59%	28%	18%	42%	48%
	%FOR GORE	16%	36%	58%	75%	56%	49%
11. Trent Lott	ALL	10%	18%	8%	9%	19%	37%
	%FOR BUSH	83%	71%	27%	9%	44%	44%
	%FOR GORE	15%	27%	65%	82%	53%	53%

Percentages may not equal 100 percent due to rounding.
Percentages for ALL are based on 1200 weighted respondents with a margin of error of ±2.89 percent.

2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

IF QUESTION 1 EQUALS 3 (BUSH) ASK:

12. Would you describe your vote for president more as a vote for George W. Bush, or more as a vote against Al Gore?

	<u>ALL</u>
FOR BUSH	74%
AGAINST GORE.....	17%
BOTH (VOLUNTEERED)	8%
DON'T KNOW/NO OPINION.....	1%

IF QUESTION 1 EQUALS 4 (GORE) ASK:

13. Would you describe your vote for president more as a vote for Al Gore, or more as a vote against George W. Bush?

	<u>ALL</u>
FOR GORE.....	67%
AGAINST BUSH	29%
BOTH (VOLUNTEERED)	5%
DON'T KNOW/NO OPINION.....	1%

IF QUESTION 1 EQUALS 5 (NADER) ASK:

14. If Ralph Nader had not been on the ballot, would you have voted for Harry Browne, Pat Buchanan, George Bush, Al Gore, or would you not have voted for president at all?

	<u>ALL</u>
BROWNE	14%
BUCHANAN	8%
BUSH.....	11%
GORE	43%
NOT VOTED AT ALL.....	14%
DON'T KNOW/NO OPINION.....	11%

15. At what time did you make your final decision about how you were going to vote for president: (ROTATE TOP TO BOTTOM/BOTTOM TO TOP: On Election Day, in the last few days before the election, sometime in October, sometime in September, or earlier than September)?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
ON ELECTION DAY.....	5%	41%	50%
LAST FEW DAYS BEFORE ELECTION.....	10%	36%	56%
IN OCTOBER.....	15%	43%	52%
IN SEPTEMBER.....	19%	47%	51%
EARLIER THAN SEPTEMBER.....	50%	54%	44%
DON'T KNOW/NO OPINION.....	1%	51%	49%

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2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

16. Did you vote at your polling place on Election Day, or did you vote earlier by absentee ballot or some other method?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
AT POLLING PLACE ON ELECTION DAY....	85%	48%	49%
EARLIER THAN ELECTION DAY.....	14%	51%	47%
DON'T KNOW/NO OPINION.....	1%	92%	0%

17. Did you watch any of the presidential or vice-presidential debates?

IF YES ASK: Did the debates make you more likely to vote for George W. Bush and Dick Cheney, more likely to vote for Al Gore and Joe Lieberman, or did the debates have no real effect on your voting decision?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
YES/MORE LIKELY BUSH AND CHENEY.....	25%	95%	3%
YES/MORE LIKELY GORE AND LIEBERMAN.....	20%	1%	96%
YES/NO EFFECT	39%	43%	52%
NO, DID NOT WATCH	16%	46%	50%
DON'T KNOW/NO OPINION.....	1%	25%	72%

18. Which of the following types of issues had the greatest effect on your vote in the election for president, those involving: (ROTATE: economic issues like jobs and inflation, moral issues like abortion and values, budget issues like taxes and spending, health care issues like Medicare and prescription drugs, education issues like achievement and accountability, environmental issues like pollution and waste, or national security issues like foreign policy and the military)?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
ECONOMIC ISSUES	18%	32%	63%
MORAL ISSUES.....	20%	75%	23%
BUDGET ISSUES.....	11%	70%	28%
HEALTH CARE ISSUES	16%	20%	77%
EDUCATION ISSUES.....	13%	35%	62%
ENVIRONMENTAL ISSUES.....	4%	20%	68%
NATIONAL SECURITY ISSUES.....	9%	79%	18%
DON'T KNOW/NO OPINION.....	8%	48%	50%

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2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

19. Did the story about George W. Bush being charged with driving under the influence 24 years ago, and Bush's and Gore's reactions to that story, make you more likely to vote for Bush, less likely to vote for Bush, or did the story and reactions have no effect on your vote?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
MORE LIKELY FOR BUSH.....	4%	87%	8%
LESS LIKELY FOR BUSH.....	5%	6%	93%
NO EFFECT.....	90%	49%	48%
DON'T KNOW/NO OPINION.....	1%	41%	59%

Voters normally consider a lot of factors in determining whom to support for president. I am going to read a list of factors that might have affected your vote. On a scale of one to five, with one being the single most important factor, and five being not an important factor at all, would you please tell me how important each factor was in your voting decision (ROTATE):

	ALL	<i>SINGLE MOST IMPORTANT</i>			<i>NOT IMPORTANT AT ALL</i>		DON'T KNOW
		<u>ONE</u>	<u>TWO</u>	<u>THREE</u>	<u>FOUR</u>	<u>FIVE</u>	
20. The political party of the candidates	ALL	29%	18%	21%	9%	22%	1%
	%FOR BUSH	46%	54%	50%	43%	48%	43%
	%FOR GORE	52%	43%	46%	54%	47%	54%
21. The character of the candidates	ALL	52%	22%	13%	4%	7%	1%
	%FOR BUSH	59%	45%	24%	27%	41%	33%
	%FOR GORE	39%	50%	74%	66%	52%	64%
22. The ideology of the candidates, that is, whether they are liberal, moderate, or conservative	ALL	30%	29%	23%	7%	10%	2%
	%FOR BUSH	60%	50%	40%	32%	39%	33%
	%FOR GORE	37%	47%	55%	63%	60%	64%
23. The experience of the candidates	ALL	37%	24%	24%	6%	8%	1%
	%FOR BUSH	29%	55%	68%	59%	47%	63%
	%FOR GORE	69%	40%	28%	39%	47%	37%
24. The personality of the candidates	ALL	22%	24%	30%	11%	12%	1%
	%FOR BUSH	48%	56%	49%	47%	35%	15%
	%FOR GORE	51%	41%	47%	50%	56%	85%
25. The leadership skills of the candidates	ALL	50%	28%	10%	4%	6%	1%
	%FOR BUSH	44%	55%	56%	45%	38%	44%
	%FOR GORE	53%	40%	39%	52%	62%	56%
26. The honesty of the candidates	ALL	60%	18%	9%	4%	7%	1%
	%FOR BUSH	58%	36%	24%	32%	39%	41%
	%FOR GORE	39%	60%	71%	65%	58%	59%

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2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

		<i>SINGLE MOST IMPORTANT</i>			<i>NOT IMPORTANT AT ALL</i>			<i>DON'T KNOW</i>
		<i>ONE</i>	<i>TWO</i>	<i>THREE</i>	<i>FOUR</i>	<i>FIVE</i>		
27. The intelligence of the candidates	ALL	52%	26%	11%	4%	6%	1%	
	%FOR BUSH	42%	55%	67%	45%	42%	35%	
	%FOR GORE	55%	40%	31%	55%	55%	56%	
28. The education plans of the candidates	ALL	38%	28%	19%	7%	6%	1%	
	%FOR BUSH	40%	57%	55%	59%	31%	38%	
	%FOR GORE	58%	38%	42%	39%	62%	59%	
29. The tax cut plans of the candidates	ALL	32%	25%	26%	7%	9%	1%	
	%FOR BUSH	54%	52%	46%	39%	32%	46%	
	%FOR GORE	44%	46%	49%	54%	65%	51%	
30. The Social Security plans of the candidates	ALL	39%	25%	20%	8%	7%	2%	
	%FOR BUSH	36%	59%	59%	50%	49%	39%	
	%FOR GORE	61%	38%	37%	44%	49%	54%	
31. The plans of the candidates on providing prescription drugs for seniors	ALL	32%	23%	21%	12%	11%	2%	
	%FOR BUSH	33%	48%	63%	54%	60%	38%	
	%FOR GORE	65%	49%	32%	40%	37%	53%	
32. The plans of the candidates on military readiness	ALL	35%	24%	24%	9%	8%	1%	
	%FOR BUSH	65%	55%	31%	31%	26%	27%	
	%FOR GORE	33%	42%	64%	66%	66%	71%	
33. The position of the candidates on abortion	ALL	37%	18%	18%	7%	18%	2%	
	%FOR BUSH	50%	47%	49%	47%	47%	37%	
	%FOR GORE	47%	49%	48%	47%	49%	60%	
34. The position of the candidates on declining morals	ALL	37%	21%	19%	7%	14%	3%	
	%FOR BUSH	70%	48%	31%	31%	26%	31%	
	%FOR GORE	29%	48%	64%	65%	68%	68%	
35. The position of the candidates on guns	ALL	36%	20%	22%	8%	11%	2%	
	%FOR BUSH	47%	48%	53%	52%	42%	29%	
	%FOR GORE	49%	48%	45%	45%	54%	67%	
36. The appointments the candidates would make to the Supreme Court	ALL	38%	20%	21%	8%	10%	3%	
	%FOR BUSH	47%	48%	54%	48%	42%	41%	
	%FOR GORE	49%	48%	42%	50%	56%	55%	

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2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

Now I am going to read the same list again. Regardless of the candidate you voted for, would you please tell me whether you preferred George W. Bush or Al Gore on that factor alone.

		<i>PREFERRED BUSH</i>	<i>PREFERRED GORE</i>	<i>NEITHER ONE/SAME</i>	<i>DON'T KNOW</i>
37. The political party of the candidates	ALL	43%	44%	11%	2%
	%FOR BUSH	93%	4%	49%	53%
	%FOR GORE	5%	92%	45%	47%
38. The character of the candidates	ALL	49%	43%	7%	1%
	%FOR BUSH	92%	3%	26%	51%
	%FOR GORE	5%	94%	65%	49%
39. The ideology of the candidates, that is, whether they are liberal, moderate, or conservative	ALL	46%	45%	7%	2%
	%FOR BUSH	93%	5%	35%	38%
	%FOR GORE	5%	91%	55%	53%
40. The experience of the candidates	ALL	33%	60%	6%	1%
	%FOR BUSH	95%	20%	71%	81%
	%FOR GORE	4%	76%	23%	16%
41. The personality of the candidates	ALL	50%	38%	11%	1%
	%FOR BUSH	83%	6%	36%	47%
	%FOR GORE	14%	92%	56%	53%
42. The leadership skills of the candidates	ALL	43%	48%	8%	1%
	%FOR BUSH	94%	6%	54%	72%
	%FOR GORE	4%	90%	37%	28%
43. The honesty of the candidates	ALL	49%	37%	13%	1%
	%FOR BUSH	90%	2%	25%	38%
	%FOR GORE	8%	96%	66%	62%
44. The intelligence of the candidates	ALL	34%	51%	14%	1%
	%FOR BUSH	95%	15%	54%	71%
	%FOR GORE	3%	81%	42%	29%
45. The education plans of the candidates	ALL	42%	47%	8%	3%
	%FOR BUSH	91%	9%	48%	64%
	%FOR GORE	6%	88%	43%	32%
46. The tax cut plans of the candidates	ALL	46%	43%	8%	3%
	%FOR BUSH	89%	5%	35%	66%
	%FOR GORE	9%	91%	54%	34%
47. The Social Security plans of the candidates	ALL	42%	48%	7%	3%
	%FOR BUSH	93%	8%	52%	58%
	%FOR GORE	5%	89%	37%	38%

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2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

		<i>PREFERRED BUSH</i>	<i>PREFERRED GORE</i>	<i>NEITHER ONE/SAME</i>	<i>DON'T KNOW</i>
48. The plans of the candidates on providing prescription drugs for seniors	ALL %FOR BUSH %FOR GORE	37% 92% 6%	47% 11% 85%	12% 57% 36%	5% 58% 36%
49. The plans of the candidates on military readiness	ALL %FOR BUSH %FOR GORE	53% 83% 15%	34% 4% 93%	9% 24% 66%	3% 25% 73%
50. The position of the candidates on abortion	ALL %FOR BUSH %FOR GORE	42% 87% 10%	44% 12% 84%	10% 47% 46%	4% 41% 52%
51. The position of the candidates on declining morals	ALL %FOR BUSH %FOR GORE	48% 88% 10%	36% 4% 93%	12% 28% 64%	4% 31% 60%
52. The position of the candidates on guns	ALL %FOR BUSH %FOR GORE	47% 86% 12%	44% 8% 88%	6% 46% 45%	4% 47% 50%
53. The appointments the candidates would make to the Supreme Court	ALL %FOR BUSH %FOR GORE	40% 94% 4%	44% 5% 92%	9% 56% 40%	6% 51% 46%

54. Which statement comes closest to the view you held about Al Gore on Election Day:

- a) I liked Al Gore's personality and his policies.
- b) I liked Al Gore's personality but not his policies.
- c) I liked Al Gore's policies but not his personality.
- d) I did not like either Al Gore's personality or his policies.

	<i>ALL</i>	<i>% FOR BUSH</i>	<i>% FOR GORE</i>
LIKED PERSONALITY AND POLICIES	36%	5%	93%
LIKED PERSONALITY BUT NOT POLICIES.....	9%	84%	13%
LIKED POLICIES BUT NOT PERSONALITY.....	16%	22%	72%
DID NOT LIKE PERSONALITY OR POLICIES	36%	94%	2%
DON'T KNOW/NO OPINION.....	3%	59%	37%

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2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

55. Which statement comes closest to the view you held about George W. Bush on Election Day:

- a) I liked George W. Bush's personality and his policies.
- b) I liked George W. Bush's personality but not his policies.
- c) I liked George W. Bush's policies but not his personality.
- d) I did not like either George W. Bush's personality or his policies.

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
LIKED PERSONALITY AND POLICIES	43%	95%	3%
LIKED PERSONALITY BUT NOT POLICIES.....	15%	6%	88%
LIKED POLICIES BUT NOT PERSONALITY.....	9%	56%	39%
DID NOT LIKE PERSONALITY OR POLICIES	30%	0%	95%
DON'T KNOW/NO OPINION.....	3%	37%	62%

56. Overall, on Election Day did you think George W. Bush had the intelligence and skills to be a good president, or did you think he was just not up to the job?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
HAD INTELLIGENCE AND SKILLS.....	60%	79%	19%
NOT UP TO THE JOB.....	37%	1%	94%
REFUSED/DON'T KNOW	3%	16%	84%

57. Overall, on Election Day did you think Al Gore was honest and trustworthy enough to be a good president, or did you just not trust his word?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
WAS HONEST AND TRUSTWORTHY	55%	14%	83%
DID NOT TRUST HIS WORD.....	42%	92%	4%
REFUSED/DON'T KNOW	3%	59%	41%

58. In the election for U.S. House of Representatives in your congressional district, did you vote for (ROTATE: the Republican candidate or the Democratic candidate)?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
REPUBLICAN.....	46%	86%	13%
DEMOCRATIC	46%	10%	86%
OTHER.....	3%	51%	25%
REFUSED/DON'T KNOW	5%	55%	44%

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2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

IN SENATE STATES, ASK:

59. In the election for U.S. Senate, did you vote for (ROTATE: the Republican candidate or the Democratic candidate)?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
REPUBLICAN.....	43%	84%	12%
DEMOCRATIC	51%	12%	85%
OTHER.....	2%	58%	20%
REFUSED/DON'T KNOW	4%	46%	51%

IN GOVERNOR STATES, ASK:

60. In the election for governor in your state, did you vote for (ROTATE: the Republican candidate or the Democratic candidate)?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
REPUBLICAN.....	46%	90%	6%
DEMOCRATIC	48%	23%	74%
OTHER.....	2%	0%	0%
REFUSED/DON'T KNOW	3%	81%	19%

61. Some states allow voters to vote a straight party ticket—that is, for all the candidates of one party—by punching or marking one spot on the ballot or by pulling one lever on the machine. Did you vote a straight party ticket this year or not?

IF YES, ASK: Did you vote (ROTATE: straight Republican or straight Democratic)?

IF NO, ASK: Which best describes how you voted in the races in your state this year (ROTATE TOP TO BOTTOM/BOTTOM TO TOP: mostly Republican, a few more Republicans than Democrats, about equally for both parties, a few more Democrats than Republicans, mostly Democratic)?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
YES/STRAIGHT REPUBLICAN.....	17%	93%	5%
NO/MOSTLY REPUBLICAN.....	21%	92%	6%
NO/FEW MORE REPUBLICANS.....	6%	82%	17%
NO/EQUALLY FOR BOTH PARTIES	11%	44%	49%
NO/FEW MORE DEMOCRATS.....	5%	5%	84%
NO/MOSTLY DEMOCRATIC.....	19%	10%	85%
YES/STRAIGHT DEMOCRATIC.....	19%	1%	98%
REFUSED/DON'T KNOW	2%	39%	51%

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2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

62. Where or how would you say you found out most of the information you had about the candidates? (DO NOT READ RESPONSES/TAKE UP TO THREE MENTIONS)

FOR EACH MENTION, ASK: Did it affect your vote, or did it have no real effect on your vote?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
TV NEWS/AFFECTED VOTE.....	53%	49%	49%
TV NEWS/DID NOT AFFECT VOTE	13%	49%	48%
TV SHOWS LIKE OPRAH/AFFECTED VOTE.....	2%	33%	67%
TV SHOWS LIKE OPRAH/DID NOT AFFECT VOTE.....	1%	84%	16%
TV ADS/AFFECTED VOTE.....	5%	45%	54%
TV ADS/DID NOT AFFECT VOTE	2%	39%	54%
RADIO NEWS/AFFECTED VOTE.....	7%	51%	42%
RADIO NEWS/DID NOT AFFECT VOTE	3%	54%	44%
RADIO ADS/AFFECTED VOTE.....	1%	63%	31%
RADIO ADS/DID NOT AFFECT VOTE	0%	61%	39%
TALK RADIO SHOWS/AFFECTED VOTE.....	2%	63%	31%
TALK RADIO SHOWS/DID NOT AFFECT VOTE	1%	57%	39%
NEWSPAPERS/AFFECTED VOTE.....	40%	46%	51%
NEWSPAPERS/DID NOT AFFECT VOTE.....	8%	50%	47%
CMPGN LIT IN THE MAIL/AFFECTED VOTE	5%	54%	42%
CMPGN LIT IN THE MAIL/DID NOT AFFECT VOTE.....	1%	17%	83%
WEBSITES/AFFECTED VOTE.....	6%	49%	46%
WEBSITES/DID NOT AFFECT VOTE.....	2%	55%	33%
CMPGN PHONE CALLS/AFFECTED VOTE.....	0%	34%	66%
CMPGN PHONE CALLS/DID NOT AFFECT VOTE	0%	0%	0%
TALKING TO FRNDS/RELATIVES/AFFECTED VOTE.....	3%	46%	51%
TALKING TO FRNDS/RELATIVES/DID NOT AFFECT VOTE.....	2%	35%	57%
OTHER (WRITE IN).....	10%	49%	48%
DON'T KNOW/REFUSED.....	0%	18%	68%

62a. Did you vote in the 1996 general election for president? (IF YES, ASK: For whom did you vote?)

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
YES, CLINTON.....	46%	13%	85%
YES, DOLE.....	30%	95%	3%
YES, PEROT.....	6%	70%	20%
YES, OTHER CANDIDATE (SPECIFY)	2%	70%	0%
NO, DIDN'T VOTE.....	14%	47%	48%
REFUSED	2%	64%	36%

Now I have a few questions just for statistical purposes.

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2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

63. Thinking about you and your family's financial situation, would you say you are better off, about the same, or worse off than four years ago?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
BETTER OFF.....	54%	34%	63%
SAME	35%	62%	33%
WORSE OFF.....	9%	71%	24%
DON'T KNOW/NO OPINION.....	2%	70%	29%

64. When thinking about politics today, do you normally consider yourself to be (ROTATE: very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative)?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
VERY LIBERAL.....	6%	10%	76%
SOMEWHAT LIBERAL.....	18%	13%	84%
MODERATE.....	26%	32%	63%
SOMEWHAT CONSERVATIVE.....	33%	72%	26%
VERY CONSERVATIVE.....	15%	82%	17%
NO OPINION.....	3%	40%	53%

65. In politics today, do you normally think of yourself as (ROTATE: a Republican, an independent, or a Democrat)?

		<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
IF "REPUBLICAN" OR "DEMOCRAT", ASK:	STRONG REP.....	22%	97%	3%
Would you consider yourself a strong or a not-so-strong Republican/Democrat?	N-S-S REP.....	11%	86%	12%
	IND LEAN REP	10%	86%	12%
	IND/NO PREF.....	10%	47%	46%
IF "INDEPENDENT," ASK:	IND LEAN DEM.....	9%	10%	76%
Do you think of yourself as closer to the (ROTATE: Republican or Democratic Party)?	N-S-S D.....	12%	17%	80%
	STRONG DEM	25%	2%	97%
	REFUSED.....	2%	41%	44%

66. Are you, or is any member of your immediate family, a member of a labor union?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
YES.....	19%	36%	60%
NO.....	79%	51%	46%
DON'T KNOW/REFUSED	1%	56%	42%

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2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

67. Are you, or is any member of your immediate family, on active duty or a veteran of the armed forces?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
YES/ACTIVE DUTY.....	8%	46%	50%
YES/VETERAN.....	33%	54%	44%
NO.....	58%	45%	51%
DON'T KNOW/REFUSED	1%	57%	39%

68. Do you consider yourself part of the conservative Christian political movement, also known as the religious right?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
YES.....	19%	65%	32%
NO.....	77%	43%	53%
DON'T KNOW/REFUSED	5%	60%	37%

69. What is your religious affiliation?

IF PROTESTANT, ASK: What denomination is that?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
PROTESTANT -- BAPTIST.....	17%	51%	48%
PROTESTANT -- METHODIST.....	8%	53%	45%
PROTESTANT -- PRESBYTERIAN	3%	67%	30%
PROTESTANT -- EPISCOPALIAN	2%	44%	53%
PROTESTANT -- OTHER.....	7%	53%	44%
CATHOLIC.....	25%	41%	55%
OTHER CHRISTIAN.....	16%	57%	41%
JEWISH	1%	7%	93%
MUSLIM.....	0%	34%	66%
OTHER NON-CHRISTIAN	4%	58%	37%
ATHEIST/AGNOSTIC.....	1%	38%	55%
NONE.....	10%	36%	53%
DON'T KNOW/REFUSED	5%	52%	46%

70. Which of the following best describes how often you use the Internet: never, once a month, once a week, or several times a week.

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
NEVER	28%	43%	54%
ONCE A MONTH	7%	48%	51%
ONCE A WEEK.....	10%	44%	51%
SEVERAL TIMES A WEEK.....	54%	52%	45%
DON'T KNOW.....	1%	42%	55%

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2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

71. Do you, or does your retirement plan, currently have any money invested in the stock market?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
YES.....	62%	52%	44%
NO.....	34%	41%	56%
DON'T KNOW.....	3%	48%	44%

72. In general, do you consider yourself to be (ROTATE: pro-choice or pro-life) on abortion?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
PRO-CHOICE.....	52%	30%	66%
PRO-LIFE.....	41%	72%	25%
NEITHER/DON'T KNOW/NO OPINION.....	7%	42%	55%

73. Would you say you strongly support, somewhat support, or do not support the goals of the National Rifle Association, also known as the NRA?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
STRONGLY SUPPORT.....	26%	72%	25%
SOMEWHAT SUPPORT.....	32%	59%	39%
DO NOT SUPPORT.....	34%	20%	75%
DON'T KNOW/REFUSED	8%	50%	49%

74. What was the last year of school you completed?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
LESS THAN HIGH SCHOOL.....	4%	34%	64%
HIGH SCHOOL GRADUATE.....	28%	44%	54%
SOME COLLEGE.....	25%	54%	42%
COLLEGE GRADUATE.....	29%	51%	44%
POST-COLLEGE.....	13%	42%	53%
REFUSED	1%	51%	43%

75. Would you please stop me when I read the correct category for your age?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
18 TO 34.....	22%	50%	47%
35 TO 49.....	35%	49%	47%
50 TO 64.....	25%	46%	51%
65 OR OLDER.....	16%	48%	49%
REFUSED	1%	50%	48%

Percentages may not equal 100 percent due to rounding.
Percentages for ALL are based on 1200 weighted respondents with a margin of error of ±2.89 percent.

2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

76. Would you describe the area where you live as urban, suburban, small town, or rural?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
URBAN.....	20%	41%	54%
SUBURBAN.....	34%	49%	48%
SMALL TOWN.....	26%	50%	47%
RURAL	18%	53%	46%
DON'T KNOW/REFUSED	2%	47%	45%

77. Are you single, married, divorced, or widowed? And do you have any children under the age of 18?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
SINGLE, WITHOUT YOUNG CHILDREN	15%	40%	53%
SINGLE, WITH YOUNG CHILDREN	3%	20%	79%
MARRIED, WITHOUT YOUNG CHILDREN	35%	52%	45%
MARRIED, WITH YOUNG CHILDREN	29%	55%	41%
DIVORCED, WITHOUT YOUNG CHILDREN.....	6%	38%	56%
DIVORCED, WITH YOUNG CHILDREN.....	3%	34%	66%
WIDOWED, WITHOUT YOUNG CHILDREN.....	6%	48%	50%
WIDOWED, WITH YOUNG CHILDREN.....	1%	39%	57%
REFUSED	2%	38%	61%

78. What would you say is your main racial or ethnic heritage?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
WHITE.....	81%	55%	42%
BLACK.....	10%	5%	93%
HISPANIC.....	3%	31%	67%
ASIAN	1%	46%	54%
OTHER.....	3%	44%	52%
REFUSED	2%	37%	60%

79. Would you please stop me when I read the correct category for your total household income?

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
\$15,000 OR LESS	7%	32%	64%
\$15,000 TO \$30,000.....	13%	38%	58%
\$30,000 TO \$50,000.....	27%	50%	48%
\$50,000 TO \$75,000.....	20%	56%	38%
\$75,000 OR MORE.....	21%	51%	46%
REFUSED	13%	48%	50%

Percentages may not equal 100 percent due to rounding.
Percentages for ALL are based on 1200 weighted respondents with a margin of error of ±2.89 percent.

2000 RNC Post-Election Survey
Total; Percent of Category for Bush; Percent of Category for Gore

80. Gender (from observation)

	<u>ALL</u>	<u>% FOR BUSH</u>	<u>% FOR GORE</u>
MALE.....	48%	56%	40%
FEMALE.....	52%	41%	56%

That's all the questions I have. Thank you very much for sharing your opinions with us.

81. WRITE IN STATE FIPS CODE: _____

Percentages may not equal 100 percent due to rounding.
Percentages for ALL are based on 1200 weighted respondents with a margin of error of ±2.89 percent.

METHODOLOGY
RNC NATIONAL POST-ELECTION SURVEY
NOVEMBER 8, 2000

This sample for the RNC National Post-Election Survey consists of 1,200 respondents drawn randomly from throughout the 50 states plus the District of Columbia. Respondents were selected through random digit dialing to insure that households with both listed and unlisted telephone numbers are included. The sample was produced by Western Wats according to the specifications designed by Ayres, McHenry & Associates, Inc. All respondents indicated that they had voted in the November general election.

Consistent with 2000 exit poll data, 48 percent of the respondents are male and 52 percent are female. By race, 81 percent of the respondents are white and 19 percent are non-white. The sample was stratified by state according to 2000 turnout in the general election. The regional breakdown of respondents (using Census Bureau definitions) is as follows:

1) Northeast, 19.67 percent of respondents, defined as Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

2) Midwest, 26.75 percent of respondents, defined as Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

3) South, 34.58 percent of respondents, defined as Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

4) West/Mountains, 19.0 percent of respondents, defined as Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

The margin of error is plus or minus 2.89 percentage points when the results are based on the entire sample and when respondents split evenly on a question, say 50 percent for one response and 50 percent for another. In other words, 95 times out of 100, the measure based on the 1,200 respondents will fall within plus or minus 2.89 percentage points of the "true" measure if the entire population were interviewed.

The margin of error declines as the split in the respondents becomes less even. For example, the margin of error is plus or minus 2.50 percentage points when the respondents split 75 percent for one response and 25 percent for the other.

The margin of error is higher for subgroups of the sample. For example, when respondents split evenly on a question the margin of error increases from 2.89 percent to 4.08 percent for subsamples of 600 and to 5.77 percent for subsamples of 300.

Computer analysis was conducted on a Macintosh iMac computer system using SPSS-Tables for the Macintosh, a statistical software product of SPSS, Inc.

AYRES, MCHENRY & ASSOCIATES, INC.

Ayres, McHenry & Associates, Inc., is a national public opinion and public affairs research firm located in metropolitan Atlanta that specializes in providing quality research and strategic advice to corporations, associations, and political candidates. *Roll Call*, a widely-read newspaper on Capitol Hill, called the firm "one of the best in the nation." *Campaigns & Elections* magazine profiled Whit Ayres, the company's president, as one of the country's "movers and shakers," and named Jon McHenry, the company's vice-president, as a "rising star of American politics."

The firm's political clients include the 1996 Lamar Alexander for President campaign, former Governors Carroll Campbell and David Beasley of South Carolina, U.S. Senators Strom Thurmond of South Carolina, Jeff Sessions of Alabama, Bill Frist of Tennessee, and the late Senator Paul Coverdell of Georgia, U.S. Representatives Bob Barr of Georgia, Floyd Spence of South Carolina, and Charlie Bass of New Hampshire. Corporate clients include Georgia-Pacific Corporation, AT&T, Home Depot, the Sea Island Company, the American Association of Health Plans, and the American Council of Life Insurance.

Ayres' comments and analysis appear periodically in *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *The Los Angeles Times*, *USA Today*, *The Atlanta Constitution*, ABC Nightly News, NBC News, the Today show, CNN's Inside Politics, National Public Radio, and numerous regional newspapers.

Before establishing the firm, Ayres served as Senior Executive Assistant for Budget and Policy to Governor Carroll Campbell in South Carolina. He has also served as a tenured member of the political science faculty at the University of South Carolina.

Ayres graduated cum laude from Davidson College in Davidson, North Carolina, with a major in political science. He received an M.A. and Ph.D. in political science from the University of North Carolina at Chapel Hill.

Jon McHenry has worked with a variety of political and corporate clients. In addition to working with the firm's statewide and congressional clients, he has worked extensively with organizations to target resources for multiple state house and state senate races. His corporate work has focused on telecommunications, transportation, health care, and employee attitude surveys.

McHenry graduated cum laude from the University of New Hampshire with a degree in political science and received his M.A. in political science from the University of Georgia, with an emphasis on American politics and statistics.

Cheryl Martin, administrative director, attended the University of South Carolina. She has an extensive background in survey research, and data management. She specializes in creative graphic presentation of survey data.

Lauren Willson, research analyst, graduated as valedictorian of her class from Washington and Lee University with a degree in political science. Her strengths include insightful and clearly written analyses of complex survey data.