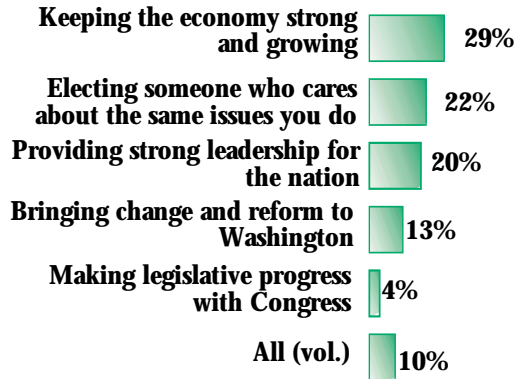
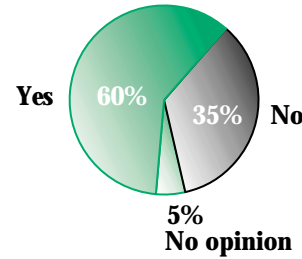


Question: Please tell me which one of the following is your most important goal for the 2000 presidential election?



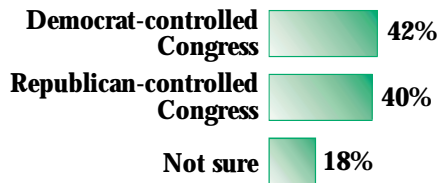
Source: Survey by NBC News/ *Wall Street Journal*, March 2-5, 2000.

Question: ...Please try to answer each question based on what you may have heard or read so far about the campaign and the candidates. First, ...Are the presidential candidates talking about issues you really care about, or not?



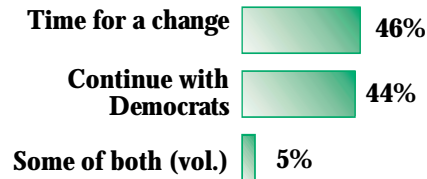
Source: Survey by the Gallup Organization for CNN/ *USA Today*, March 10-12, 2000.

Question: What is your preference for the outcome of the November 2000 congressional elections—a Congress controlled by Republicans or a Congress controlled by Democrats?



Source: Survey by NBC News/ *Wall Street Journal*, March 2-5, 2000.

Question: Which one of the following statements do you agree with more?... After eight years of the Clinton-Gore Administration, it's time for a change; With the nation at peace and the economy as strong as it is, we should continue with the Democrats in the White House.



Source: Survey by NBC News/ *Wall Street Journal*, March 2-5, 2000.

What Really Bothers Us

Question: ...[P]lease tell me how much, if at all, each... [different aspect of an election campaign] bothers you personally. First, how much does... bother you—very much, somewhat, not too much, or not at all?

The amount of money politicians spend on campaigns



Negative campaigning



What politicians say to get elected



Political advertising on television



News coverage about campaigns



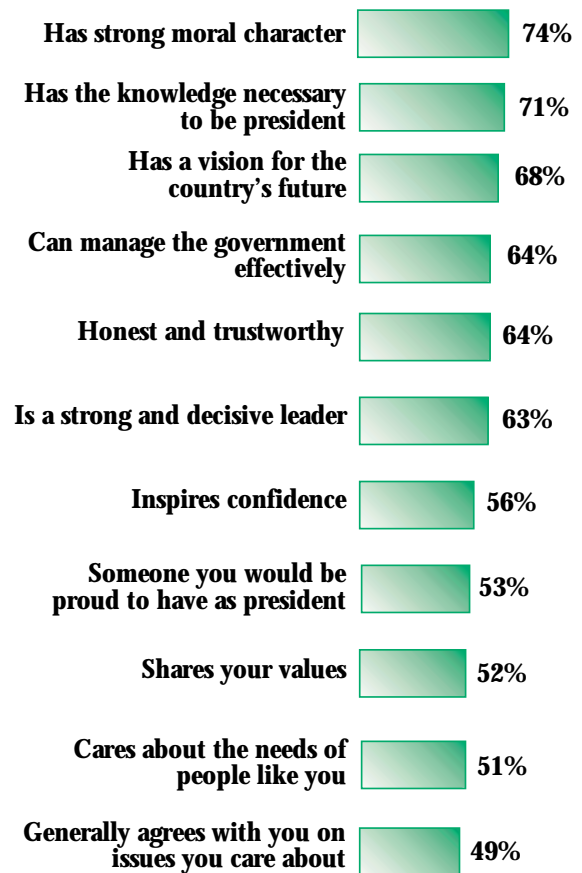
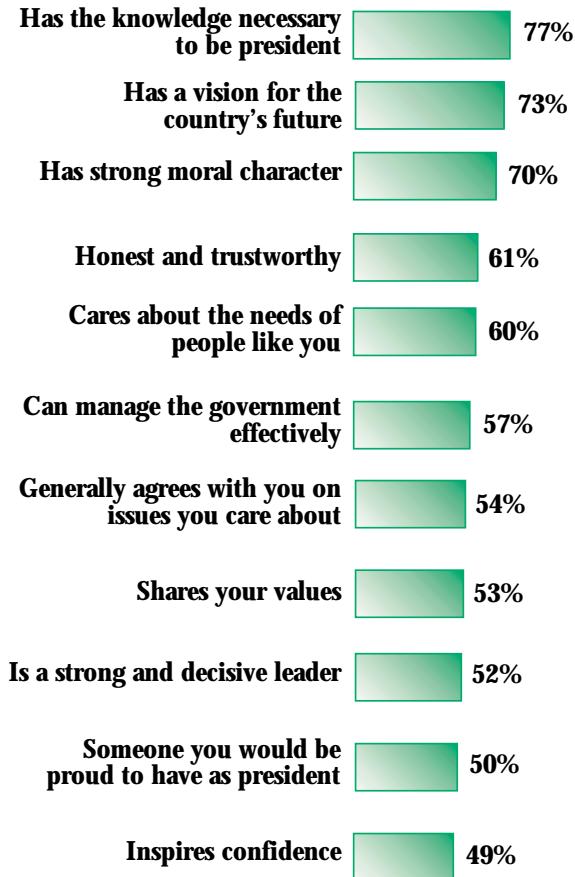
Source: Survey by Princeton Survey Research Associates for the Pew Research Center, March 15-19, 2000.

Tale of the Tape

Question: Thinking about the following characteristics and qualities, please say whether you think it applies or doesn't apply to... [Al Gore/George W. Bush].

Applies to Al Gore

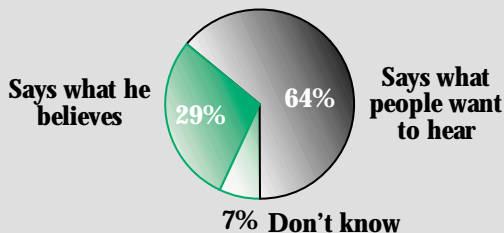
Applies to George W. Bush



Source: Survey by the Gallup Organization for CNN/*USA Today*, March 10-12, 2000.

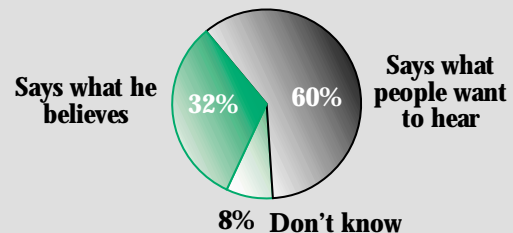
Give Us Straight Talk

Question: Do you think Al Gore says what he really believes most of the time, or does he say what he thinks people want to hear?



Note: Asked of registered voters.
Source: Survey by CBS News, March 19-21, 2000.

Question: Do you think George W. Bush says what he really believes most of the time, or does he say what he thinks people want to hear?



Note: Asked of registered voters.
Source: Survey by CBS News, March 19-21, 2000.