

**WISCONSIN PUBLIC RADIO/ST. NORBERT COLLEGE
THE WISCONSIN SURVEY
ALL 1999**

TOPIC: 2000 Presidential Election Straw Poll
RELEASE DATE: November 1, 1999
SAMPLE SIZE: Wisconsin Residents over the age of 18
MARGIN OF ERROR: +/-4.8

GENERAL IMPRESSIONS OF PRESIDENTIAL CANDIDATES

"I would like to ask you a series of questions about next years presidential election. For each of the candidates that I mention please tell me if you have heard of this person, and if so tell me if your general impression of that person is favorable or unfavorable.

	Favorable	Unfavorable	Neutral	Unfamiliar	Not Sure
Al Gore	41%	48%	11%	<1%	<1%
Bill Bradley	32	16	17	34	<1
George W. Bush	56	30	11	3	<1
Steve Forbes	30	28	17	24	<1
Elizabeth Dole	58	26	11	5	<1
Gary Bauer	6	12	7	75	<1
John McCain	20	11	12	56	1
Pat Buchanan	18	51	18	11	1

REPUBLICAN PRESIDENTIAL RACE

"I'm going to read you a list of possible candidates for the Republican Party's presidential nomination in the year 2000. Which of these candidates would you prefer the Republican party to choose as its nominee in the year 2000?"

	ALL RESIDENTS	ALL RESIDENTS	REPUBLICANS
CANDIDATE	SPRING 99	FALL 99	FALL 99
Steve Forbes	5%	7	9%
Dan Quayle	8	**	**
Elizabeth Dole	27	22	13
John McCain	3	11	5
George W. Bush	31	41	62
Jack Kemp	7	**	**
Pat Buchanan	6	6	2
John Kasich	<1	**	**

Robert Smith	<1	**	**
Gary Bauer	**	3	4

** Indicates candidate was not included on the Survey Questionnaire

"If the Republican Presidential Primary was held today, and Elizabeth Dole and George W. Bush, were the candidates on the ballot, who would you vote for?"

	ALL RESIDENTS	REPUBLICANS	REPUBLICANS
CANDIDATE	FALL 1999	SPRING 1999	FALL 1999
Elizabeth Dole	35%	32%	21%
George W. Bush	49	59	75
Neither	9	2	0
Not Sure	7	7	4

DEMOCRATIC RACE

"If the Democratic Presidential Primary was held today, and Bill Bradley and Al Gore were the candidates on the ballot, who would you vote for?"

	ALL RESIDENTS	DEMOCRATS	DEMOCRATS
CANDIDATE	FALL 1999	SPRING 1999	FALL 1999
Bill Bradley	44%	26%	39%
Al Gore	38	68	54
Neither	9	1	3
Not Sure	9	5	5

GENERAL ELECTION

"If the next presidential election were held today, and Al Gore was the Democratic nominee, and George W. Bush was the Republican nominee, which candidate would you vote for?"

CANDIDATE	SPRING 1999	FALL 1999
Al Gore	42%	36%
George W. Bush	50	51
Neither	4	6
Not Sure	4	8

"If the next presidential election were held today, and Bill Bradley was the Democratic nominee, and George W. Bush was the Republican nominee, which candidate would you vote for?"

CANDIDATE	SPRING 1999	FALL 1999
Bill Bradley	**	30%
George W. Bush	**	54
Neither	**	5
Not Sure	**	11

"Does Al Gore's affiliation with President Clinton make you more or less likely to support his candidacy for the presidency?"

RESPONSE	%
More Likely	21
Less Likely	44
No Effect	33
Not Sure	2

SUMMARY

With the Wisconsin Presidential Primary only a few months away the campaign for the presidency is gaining momentum, with an increasingly competitive race for the Democratic Party nomination, and a growing lead for the Republican frontrunner in the Fall 2000 general election. Texas Governor George W. Bush has built an overwhelming lead among Republican candidates, while Vice President Al Gore and former Senator Bill Bradley are engaged in an increasingly competitive battle for the Democratic Party selection. In terms of the general election race Governor Bush easily out distances both of the leading Democratic contenders. These are the findings of the most recent Wisconsin Public Radio/St. Norbert College Survey Center Wisconsin Survey released today.

The Republican Race

With the recent departure of a number of challengers for the Republican nomination, George W. Bush has further consolidated his lead in the race for his party's nomination. Of Republican challengers, including the recently withdrawn Elizabeth Dole and Pat Buchanan, Governor Bush has emerged as an overwhelming favorite among Wisconsin voters. Bush was identified by 62% of the state's Republicans as their preferred choice for the party nomination. Dole finished a very distant second with 13% support, while Steve Forbes (9%) and John McCain (5%) placed third and fourth in the preference ratings. Bush's position is strengthened by a 97% recognition level among the Badger state's voters, and a near two to one favorable to unfavorable ratio (56% - 30%). The only other Republican contender with similar recognition and favorability levels was Elizabeth Dole with a 95% recognition level and a very

positive 58% to 26% favorable to unfavorable rating. Forbes, while recognized by three out of four adults in the state, carries an almost 1 to 1 favorable to unfavorable rating (30-28), with McCain holding a respectable two to one favorable to unfavorable ratio but is not recognized by over half (56%) of the state's residents. These findings indicate that Bush has further consolidated his lead and is not currently being challenged in a serious manner by the Republican contenders for the nomination.

The Democratic Race

On the Democratic side of the ledger the race for the nomination has tightened considerably from the Spring. Vice President Gore's lead over former New Jersey Senator Bill Bradley has narrowed to a 15% gap among Wisconsin Democrats. This marks a 27% change from the Spring of this year when Gore's lead among Democrats was 68% to 26%. While possessing name recognition over 99%, Gore is suffering from a poor favorable to unfavorable ratio, with 48% of Wisconsinites holding an unfavorable opinion of Gore and only 41% indicating they have a favorable view. Bradley, while only recognized by 2 out of 3 individuals in the state, maintains a two to one favorable to unfavorable ratio, with 32% of respondents indicating a positive view of the challenger and 16% viewing him negatively. Among Democrats Gore's position is more sound, with 63% rating him favorably and only 27% indicating an unfavorable view of the Vice President. Similarly, Bradley is regarded more positively among the state's Democrats who provide him with a 36% to 10% favorable to unfavorable ratio.

The General Election

The survey examined the most likely general election match-ups in next year's presidential race. The results indicate that Bush maintains a substantial lead over both of the primary Democratic challengers, with no major changes from the spring of 1999. In a match-up of the Texas Governor and Vice President Gore, Bush holds a 51% to 36% lead at this time. Support levels among men and women are almost identical for the two candidates, with 37% of men and 36% of women supporting Gore, and 53% of men and 49% of women supporting Bush. This finding marks a change from the 92 and 96 presidential elections when Democrat Bill Clinton drew high levels of support from women voters in the state. It appears Gore has been unable to protect this constituency for his election bid. Gore also appears to be trailing in the important middle income groups (40,000 to 75,000 family income) where he gains 31% of the vote compared to Bush's 48%. Perhaps most ominous for the Vice President's presidential aspirations is the so called "Clinton Factor." Many pundits have argued that Gore's campaign is being weighed down by a backlash against the Clinton administration. This concept is tested in the survey when respondents were asked if Gore's affiliation with Clinton made them more or less likely to vote for the Vice President. Forty-four percent of Wisconsin residents indicate that Gore's affiliation with the President damages their likelihood of voting for him, while only 21% said this relationship makes them more likely to support the Vice President. In addition, 1 in 3 respondents said it would have no effect on their vote. Among members of his own party 29% said that they were less likely to vote for Gore because of his affiliation with Clinton, with 36% indicating that they were more likely to support Gore because of his affiliation with the President.

In a Bush-Bradley match-up, the Texas Governor holds a substantial 16 point lead over the former Senator. The survey results indicate that Bush leads Bradley 54% to 30%, with even greater liabilities among women in the state. Bradley draws support from one out of every four female Wisconsinites, which is under half of the 54% support that women give to Bush's candidacy for President.

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