

THE TARRANCE GROUP, INC. / LAKE SNELL PERRY & ASSOC.
 Battleground GOP Track #8327: Marginals / Day 1
 July 30 - August 3, 2000

		July 31	TOTAL
LIKELIHOOD OF VOTING IN UPCOMING ELECTION	Certain to vote	80.5%	80.5%
	Probably vote	15.4%	15.4%
	50:50 chance	4.1%	4.1%
N=		507	507
UNAIDED PRESIDENTIAL BALLOT	George W. Bush	36.7%	36.7%
	Al Gore	25.8%	25.8%
	Ralph Nader	1.4%	1.4%
	Named other	1.6%	1.6%
	Unsure	34.5%	34.5%
N=		507	507
DIRECTION THINGS IN COUNTRY ARE GOING	Right direction / strongly	20.3%	20.3%
	Right direction / somewhat	22.7%	22.7%
	Unsure	16.6%	16.6%
	Wrong track / somewhat	12.0%	12.0%
	Wrong track / strongly	28.4%	28.4%
N=		507	507
DIRECTION THINGS IN COUNTRY ARE GOING/C	Right direction	43.0%	43.0%
	Unsure	16.6%	16.6%
	Wrong track	40.4%	40.4%
N=		507	507
MOST IMPORTANT ISSUE / NEXT PRESIDENT	Taxes	7.3%	7.3%
	Health care	10.8%	10.8%
	Economy	4.1%	4.1%
	Education	15.2%	15.2%
	SS & Medicare	10.7%	10.7%
	Crime & drugs	4.3%	4.3%
	Moral values	15.2%	15.2%
	Gov't spending	4.7%	4.7%
	Foreign affairs	1.4%	1.4%
	Environment	3.4%	3.4%
	Gun control	4.1%	4.1%
	Combination / equally	16.8%	16.8%
	Unsure	2.0%	2.0%
N=		507	507
GEORGE W. BUSH NAME ID	Favorable / strongly	36.7%	36.7%
	Favorable / somewhat	25.0%	25.0%
	Unfavorable / somewhat	10.8%	10.8%
	Unfavorable / strongly	16.2%	16.2%
	No opinion	10.3%	10.3%
	Never heard of	1.0%	1.0%

(cont.)

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		July 31	TOTAL
N=		507	507
GEORGE W. BUSH NAME ID/C	Favorable	61.7%	61.7%
	Unfavorable	27.0%	27.0%
	No opinion	10.3%	10.3%
	Never heard of	1.0%	1.0%
N=		507	507
AL GORE NAME ID	Favorable / strongly	24.1%	24.1%
	Favorable / somewhat	26.8%	26.8%
	Unfavorable / somewhat	13.0%	13.0%
	Unfavorable / strongly	24.9%	24.9%
	No opinion	9.7%	9.7%
	Never heard of	1.6%	1.6%
N=		507	507
AL GORE NAME ID/C	Favorable	50.9%	50.9%
	Unfavorable	37.9%	37.9%
	No opinion	9.7%	9.7%
	Never heard of	1.6%	1.6%
N=		507	507
DICK CHENEY NAME ID	Favorable / strongly	24.3%	24.3%
	Favorable / somewhat	22.5%	22.5%
	Unfavorable / somewhat	6.7%	6.7%
	Unfavorable / strongly	9.5%	9.5%
	No opinion	22.3%	22.3%
	Never heard of	14.8%	14.8%
N=		507	507
DICK CHENEY NAME ID/C	Favorable	46.7%	46.7%
	Unfavorable	16.2%	16.2%
	No opinion	22.3%	22.3%
	Never heard of	14.8%	14.8%
N=		507	507
BILL CLINTON JOB APPROVAL	Approve / strongly	31.8%	31.8%
	Approve / somewhat	24.9%	24.9%
	Unsure	6.7%	6.7%
	Disapprove / somewhat	9.7%	9.7%
	Disapprove / strongly	27.0%	27.0%
N=		507	507
BILL CLINTON JOB APPROVAL/C	Approve	56.6%	56.6%
	Unsure	6.7%	6.7%
	Disapprove	36.7%	36.7%
N=		507	507

(cont.)

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		July 31	TOTAL
BILL CLINTON PERSONAL APPROVAL	Approve / strongly	11.0%	11.0%
	Approve / somewhat	16.0%	16.0%
	Unsure	13.4%	13.4%
	Disapprove / somewhat	16.8%	16.8%
	Disapprove / strongly	42.8%	42.8%
N=		507	507
BILL CLINTON PERSONAL APPROVAL/C	Approve	27.0%	27.0%
	Unsure	13.4%	13.4%
	Disapprove	59.6%	59.6%
N=		507	507
CLINTON APPROVAL CONSISTENCY	Consistent approve	24.9%	24.9%
	Drop-off	31.8%	31.8%
	Consistent disapprove	33.1%	33.1%
	Other	10.3%	10.3%
N=		507	507
GENERIC PRESIDENTIAL BALLOT	Republican	37.9%	37.9%
	Lean Republican	3.2%	3.2%
	Undecided	17.8%	17.8%
	Will not vote	.8%	.8%
	Reform Party / Buchanan	.6%	.6%
	Green Party / Nader	.2%	.2%
	Lean Democrat	3.2%	3.2%
	Democrat	36.5%	36.5%
N=		507	507
GENERIC PRESIDENTIAL BALLOT/C	Republican	41.0%	41.0%
	Undecided / other	19.3%	19.3%
	Democrat	39.6%	39.6%
N=		507	507
2-WAY PRESIDENTIAL BALLOT	Bush / definitely	39.1%	39.1%
	Bush / probably	6.1%	6.1%
	Bush / lean	.8%	.8%
	Undecided	15.4%	15.4%
	Gore / lean	2.8%	2.8%
	Gore / probably	6.9%	6.9%
	Gore / definitely	29.0%	29.0%
N=		507	507
2-WAY PRESIDENTIAL BALLOT/C	Bush	46.0%	46.0%
	Undecided	15.4%	15.4%
	Gore	38.7%	38.7%
N=		507	507

(cont.)

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4-WAY PRESIDENTIAL BALLOT	Bush / definitely	38.1%	38.1%
	Bush / probably	5.1%	5.1%
	Bush / lean	.8%	.8%
	Gore / definitely	26.8%	26.8%
	Gore / probably	7.7%	7.7%
	Gore / lean	1.6%	1.6%
	Buchanan / definitely	.8%	.8%
	Buchanan / probably	.8%	.8%
	Nader / definitely	1.8%	1.8%
	Nader / probably	1.2%	1.2%
	Nader / lean	.4%	.4%
	Undecided	15.0%	15.0%
N=		507	507
4-WAY PRESIDENTIAL BALLOT/C	Bush	44.0%	44.0%
	Gore	36.1%	36.1%
	Buchanan	1.6%	1.6%
	Nader	3.4%	3.4%
	Undecided	15.0%	15.0%
N=		507	507
S/R/H ABOUT BUSH CAMPAIGN	Yes	77.7%	77.7%
	Unsure	1.8%	1.8%
	No	20.5%	20.5%
N=		507	507
S/R/H ABOUT BUSH CAMPAIGN/C	Yes	77.7%	77.7%
	No	22.3%	22.3%
N=		507	507
VOTE BUSH / WHAT YOU SRH	More likely / strongly	29.7%	29.7%
	More likely / somewhat	15.5%	15.5%
	Unsure	5.6%	5.6%
	No difference	16.0%	16.0%
	Less likely / somewhat	11.4%	11.4%
	Less likely / strongly	21.8%	21.8%
N=		394	394
VOTE BUSH / WHAT YOU SRH/C	More likely	45.2%	45.2%
	Unsure	5.6%	5.6%
	No difference	16.0%	16.0%
	Less likely	33.2%	33.2%
N=		394	394
S/R/H ABOUT GORE CAMPAIGN	Yes	68.2%	68.2%
	Unsure	3.0%	3.0%
	No	28.8%	28.8%

(cont.)

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N=		507	507
S/R/H ABOUT GORE CAMPAIGN/C	Yes	68.2%	68.2%
	No	31.8%	31.8%
N=		507	507
VOTE GORE / WHAT YOU SRH	More likely / strongly	20.5%	20.5%
	More likely / somewhat	12.7%	12.7%
	Unsure	7.5%	7.5%
	No difference	18.2%	18.2%
	Less likely / somewhat	15.0%	15.0%
	Less likely / strongly	26.0%	26.0%
N=		346	346
VOTE GORE / WHAT YOU SRH/C	More likely	33.2%	33.2%
	Unsure	7.5%	7.5%
	No difference	18.2%	18.2%
	Less likely	41.0%	41.0%
N=		346	346
GENERIC CONGRESSIONAL BALLOT	Republican	32.1%	32.1%
	Lean Republican	4.7%	4.7%
	Undecided	26.4%	26.4%
	Will not vote	1.4%	1.4%
	Independent / other	1.8%	1.8%
	Lean Democrat	2.4%	2.4%
	Democrat	31.2%	31.2%
N=		507	507
GENERIC CONGRESSIONAL BALLOT/C	Republican	36.9%	36.9%
	Undecided / other	29.6%	29.6%
	Democrat	33.5%	33.5%
N=		507	507
RESPONDENT'S AGE	18-24	4.1%	4.1%
	25-29	5.3%	5.3%
	30-34	7.9%	7.9%
	35-39	10.7%	10.7%
	40-44	10.3%	10.3%
	45-54	21.9%	21.9%
	55-64	16.4%	16.4%
	65-69	5.1%	5.1%
	70-74	6.7%	6.7%
	75-79	4.9%	4.9%
	80-84	3.0%	3.0%
	85-89	1.0%	1.0%
	90 or over	.2%	.2%
	Unsure / refused	2.6%	2.6%

(cont.)

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N=		507	507
RESPONDENT'S AGE/C	18-34	17.4%	17.4%
	35-44	20.9%	20.9%
	45-64	38.3%	38.3%
	65 or over	23.5%	23.5%
N=		507	507
RESPONDENT'S IDEOLOGY	Very conservative	13.8%	13.8%
	Somewhat conservative	43.2%	43.2%
	Moderate	8.7%	8.7%
	Somewhat liberal	23.9%	23.9%
	Very liberal	5.3%	5.3%
	Unsure / refused	5.1%	5.1%
N=		507	507
RESPONDENT'S IDEOLOGY/C	Conservative	57.0%	57.0%
	Moderate	13.8%	13.8%
	Liberal	29.2%	29.2%
N=		507	507
PARTY IDENTIFICATION	Republican / strongly	18.9%	18.9%
	Republican	10.3%	10.3%
	Lean Republican	4.7%	4.7%
	Independent	28.6%	28.6%
	Lean Democrat	3.7%	3.7%
	Democrat	9.9%	9.9%
	Democrat / strongly	16.2%	16.2%
	No preference	3.9%	3.9%
	Other	.2%	.2%
	Unsure / refused	3.6%	3.6%
N=		507	507
PARTY IDENTIFICATION/C	Republican	33.9%	33.9%
	Independent	36.3%	36.3%
	Democrat	29.8%	29.8%
N=		507	507
RESPONDENT'S EDUCATION	Some grade school	1.6%	1.6%
	Some high school	3.9%	3.9%
	High school graduate	19.5%	19.5%
	Technical / vocational	1.6%	1.6%
	Some college	27.2%	27.2%
	Graduated college	27.4%	27.4%
	Grad / prof school	16.6%	16.6%
	Unsure / refused	2.2%	2.2%
N=		507	507

(cont.)

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		July 31	TOTAL
RESPONDENT'S EDUCATION/C	Less than high school	7.7%	7.7%
	High school graduate	21.1%	21.1%
	Some college	27.2%	27.2%
	College graduate	44.0%	44.0%
N=		507	507
AGE / EDUCATION LEVEL	Non-college younger	8.5%	8.5%
	College younger	29.8%	29.8%
	Non-college older	20.3%	20.3%
	College older	41.4%	41.4%
N=		507	507
MEMBER OF LABOR UNION	Labor union member	11.2%	11.2%
	Labor union household	5.1%	5.1%
	Non-union household	77.1%	77.1%
	Unsure / refused	6.5%	6.5%
N=		507	507
MARITAL STATUS	Single	15.6%	15.6%
	Married	63.5%	63.5%
	Separated	1.0%	1.0%
	Divorced	9.3%	9.3%
	Widowed	8.3%	8.3%
	Unsure / refused	2.4%	2.4%
N=		507	507
MARITAL STATUS/C	Single	15.6%	15.6%
	Married	63.5%	63.5%
	No longer married	20.9%	20.9%
N=		507	507
HAVE CHILDREN LIVING AT HOME	Yes	33.5%	33.5%
	No	64.5%	64.5%
	Unsure / refused	2.0%	2.0%
N=		507	507
HAVE CHILDREN LIVING AT HOME/C	Yes	33.5%	33.5%
	No	66.5%	66.5%
N=		507	507

(cont.)

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		July 31	TOTAL
RESPONDENT'S RELIGION	AME	.2%	.2%
	Baptist / American	3.4%	3.4%
	Baptist / Missionary	2.4%	2.4%
	Baptist / Southern	11.0%	11.0%
	Christian Church	7.5%	7.5%
	Christian Reformed	.4%	.4%
	Church of Christ	.6%	.6%
	Church of God	.2%	.2%
	Episcopalian	1.2%	1.2%
	Fundamentalist	.2%	.2%
	Eastern / Greek Orthodox	.2%	.2%
	Jewish	1.0%	1.0%
	Lutheran	3.9%	3.9%
	Mennonite	.2%	.2%
	Methodist	5.7%	5.7%
	Mormon / LDS	.6%	.6%
	Nazarene	.2%	.2%
	Non-denominational	2.6%	2.6%
	Other Protestant	10.1%	10.1%
	Pentecostal / Charismatic	2.0%	2.0%
	Presbyterian	3.7%	3.7%
Quaker / Amish	.2%	.2%	
Roman Catholic	19.3%	19.3%	
Other	2.0%	2.0%	
None	9.1%	9.1%	
Unsure / refused	12.2%	12.2%	
N=		507	507
RESPONDENT'S RELIGION/C	Catholic	19.3%	19.3%
	Protestant	15.2%	15.2%
	Baptist	16.8%	16.8%
	Fundamentalist / Pentecostal	24.3%	24.3%
	Other	3.2%	3.2%
	No affiliation	21.3%	21.3%
N=		507	507
EVANGELICAL OR BORN-AGAIN	Born-again / evangelical	41.9%	41.9%
	Not born-again	52.1%	52.1%
	Refused	6.0%	6.0%
N=		399	399

(cont.)

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		July 31	TOTAL
RESPONDENT'S RACE	White	81.7%	81.7%
	Black / African American	8.7%	8.7%
	Hispanic / Latino	3.2%	3.2%
	Asian / Pacific American	1.4%	1.4%
	Native American	.4%	.4%
	Other	.2%	.2%
	Unsure / refused	4.5%	4.5%
N=		507	507
RESPONDENT'S RACE/C	White	81.7%	81.7%
	Black / African American	8.7%	8.7%
	Hispanic / Latino	3.2%	3.2%
	Other	6.5%	6.5%
N=		507	507
HISPANIC PROBE	Yes	1.0%	1.0%
	No	95.8%	95.8%
	Unsure / refused	3.2%	3.2%
N=		496	496
INTERNET USE	Several hours per day	13.0%	13.0%
	Once per day	16.8%	16.8%
	Several times a week	15.6%	15.6%
	Once a week	4.1%	4.1%
	A few times a month	3.7%	3.7%
	Rarely	5.9%	5.9%
	Never	37.5%	37.5%
	Unsure	3.4%	3.4%
N=		507	507
USE INTERNET FOR POLITICAL INFO	Yes	34.3%	34.3%
	No	65.7%	65.7%
N=		300	300
USE INTERNET FOR POLITICAL INFO/C	Yes	34.3%	34.3%
	No	65.7%	65.7%
N=		300	300

(cont.)

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		July 31	TOTAL
RESPONDENT'S SEX / EMPLOYMENT	Male / employed	34.3%	34.3%
	Male / homemaker	.8%	.8%
	Male / retired	11.0%	11.0%
	Male / not in labor force	1.0%	1.0%
	Female / employed	28.2%	28.2%
	Female / homemaker	6.7%	6.7%
	Female / retired	14.4%	14.4%
	Female / not in labor force	.2%	.2%
	Male / refused	.8%	.8%
Female / refused	2.6%	2.6%	
N=		507	507
RESPONDENT'S SEX / EMPLOYMENT/C	Male / employed	34.3%	34.3%
	Male / not employed	13.6%	13.6%
	Female / employed	28.2%	28.2%
	Female / not employed	23.9%	23.9%
N=		507	507
RESPONDENT'S SEX / EMPLOYMENT/C	Men / employed	34.3%	34.3%
	Men / retired	11.0%	11.0%
	Women / employed	28.2%	28.2%
	Women / home	6.7%	6.7%
	Women / retired	14.4%	14.4%
	Other / mixed	5.3%	5.3%
N=		507	507
RESPONDENT'S SEX	Male	47.9%	47.9%
	Female / home	23.9%	23.9%
	Female / employed	28.2%	28.2%
N=		507	507
GENDER	Male	47.9%	47.9%
	Female	52.1%	52.1%
N=		507	507
MARITAL STATUS BY SEX	Married men	32.7%	32.7%
	Married women	30.8%	30.8%
	Unmarried men	15.2%	15.2%
	Unmarried women	21.3%	21.3%
N=		507	507
PARENTS	Dad	57.1%	57.1%
	Mom	42.9%	42.9%
N=		170	170
SEX / BORN-AGAIN	Born-again males	44.3%	44.3%
	Born-again females	55.7%	55.7%
N=		167	167

(cont.)

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		July 31	TOTAL
SEX / PARTY ID/C	Male / GOP	16.0%	16.0%
	Female / GOP	17.9%	17.9%
	Male / DEM	13.6%	13.6%
	Female / DEM	16.2%	16.2%
	Male / IND	18.3%	18.3%
	Female / IND	17.9%	17.9%
N=		507	507
AGE / PARTY ID/C	Under 45 / GOP	12.6%	12.6%
	45 & over / GOP	21.3%	21.3%
	Under 45 / DEM	11.0%	11.0%
	45 & over / DEM	18.7%	18.7%
	Under 45 / IND	14.6%	14.6%
	45 & over / IND	21.7%	21.7%
N=		507	507
TARGET GROUPS	Republican	33.9%	33.9%
	Independent	36.3%	36.3%
	Conservative Democrat	10.7%	10.7%
	Mod / lib Democrat	19.1%	19.1%
N=		507	507
AGE / SEX/C	Male / under 45	20.7%	20.7%
	Male / 45+	27.2%	27.2%
	Female / home / under 45	3.9%	3.9%
	Female / home / 45+	19.9%	19.9%
	Female / work / under 45	13.6%	13.6%
	Female / work / 45+	14.6%	14.6%
N=		507	507
GEOGRAPHIC AREAS ONE	Northeast	22.7%	22.7%
	Midwest	17.8%	17.8%
	South	21.7%	21.7%
	South Central	8.9%	8.9%
	Central Plains	8.3%	8.3%
	Mountain States	5.9%	5.9%
	West	14.8%	14.8%
N=		507	507
GEOGRAPHIC AREAS TWO	California	10.3%	10.3%
	Florida	5.3%	5.3%
	Texas	5.7%	5.7%
	New York	6.7%	6.7%
	Rest of country	72.0%	72.0%
N=		507	507

(cont.)

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PARTY OF REPRESENTATIVE	GOP Rep	53.3%	53.3%
	DEM Rep	46.7%	46.7%
N=		507	507
HOUSEUP	GOP Rep up	47.7%	47.7%
	DEM Rep up	45.4%	45.4%
	Open seat	6.9%	6.9%
N=		507	507
SWING DISTRICTS	Swing CD	10.8%	10.8%
	Non-swing CD	89.2%	89.2%
N=		507	507