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THE WASHINGTON POST/KAISER FAMILY FOUNDATION/HARVARD UNIVERSITY

Issues in the 2000 Election: Values

September 2000

Methodology

The Washington Post/Kaiser Family Foundation/Harvard University Survey Project is a three-way partnership that began in 1995 as an experiment in combining survey research and reporting to better inform the public. Researchers at the *Washington Post*, Kaiser, and Harvard jointly design and analyze surveys examining public knowledge, perceptions, and misperceptions on major issues. The *Washington Post* then reports the results as well as facts to dispel myths and misperceptions. Our hope is that this project contributes to a better understanding of public knowledge on major issues facing the country as well as more effective efforts by the media to educate, inform, and engage citizens in national debates.

This survey on values is the third in a series of surveys to be conducted to examine issues in the national elections over the course of the 2000 election season. This survey of a nationally representative sample of 1,477 registered voters was conducted by *The Washington Post*, the Henry J. Kaiser Family Foundation and Harvard University by telephone between September 7 and 17, 2000. The survey included an oversample of 455 registered voters who said that moral values would be one of the most important issues helping them to decide which presidential candidate to support for a total of 634 voters who were classified as "Values Voters." The margin of error for all voters is plus or minus 3 percentage points, for Values Voters it is plus or minus 4.3 percentage points. Sampling error is only one of many potential sources of error in this or any other public opinion poll. Fieldwork was conducted by ICR/International Communications Research of Media, Pennsylvania.

Representatives of *The Washington Post*, The Henry J. Kaiser Family Foundation, and Harvard University worked together to develop the survey questionnaire and analyze the results. Each organization bears the sole responsibility for the work that appears under its name. The project team included Richard Morin, *The Washington Post* director of polling and Claudia Deane, assistant director of polling; Drew E. Altman, president of the Kaiser Family Foundation, Mollyann Brodie, vice president and director of public opinion and media research, and Annie Steffenson, research associate; and Robert J. Blendon, professor of health policy and political analysis at the John F. Kennedy School of Government and the Harvard School of Public Health, and John M. Benson, deputy director of the Harvard Opinion Research Program in the Harvard School of Public Health.

Copies of the survey topline publication #3061 are available online at www.kff.org, or by calling the Foundation's publications request line at 1-800-656-4533.

NOTE: Some results will not add to 100% because of rounding.

Total = Total registered voters

Total Moral Values = Total "moral values" registered voters

VOL. = Respondent volunteered the response

DK = Don't know

Ref. = Refused

1. Some people are registered to vote and others are not. Are you currently registered to vote at your present address?

	Yes	No	Don't know
Total	72	27	1
Total Moral Values	100	-	-

B. TRIAL HEAT AND ISSUES

2b. If the election for president in November 2000 were being held today, and the candidates were (Al Gore, the Democrat), (George W. Bush, the Republican), Pat Buchanan, the Reform Party candidate, and Ralph Nader, the Green Party candidate, for whom would you vote?

	Al Gore	George W. Bush	Pat Buchanan	Ralph Nader	Other	Neither (vol.)	Don't know
Total	43	40	1	3	*	3	10
Total Moral Values	16	68	2	2	1	4	8

(Asked of voters who said Other, None, Don't know, or Refused)

2c. Who do you lean toward, (Al Gore), (George W. Bush), Pat Buchanan, or Ralph Nader?

	Al Gore	George W. Bush	Pat Buchanan	Ralph Nader	Other	Neither (vol.)	Don't know
Total	28	27	1	3	*	11	29
Total Moral Values	23	31	5	4	2	10	25

Q.2B/2C

	Al Gore	George W. Bush	Pat Buchanan	Ralph Nader	Other	Neither (vol.)	Don't know
Total	47	43	1	3	*	1	4
Total Moral Values	19	72	2	2	*	1	3

3. Now I'm going to read you a list of issues that might be discussed during this year's presidential campaign. (READ LIST) Which of these issues do you think will be MOST important in deciding your vote for president. Here are the choices again...(READ LIST)
 And which do you think will be the second most important in deciding your vote for president?

	Total	Total Moral Values
Education	40	25
The economy	24	15
Social Security	32	11
Taxes	24	22
Crime	13	6
Moral values	17	100
Medicare	18	5
Health care	26	11
Abortion	*	*
National	1	1
Defense/Defense		
Readiness		
Defending Civil	*	*
Rights/Defending		
Civil Rights		
All Issues	*	-
Important		
None/Issues will	*	-
not be important		
Other issues	2	2
Don't know	1	-

(Asked of Moral Values Voters)

5. When you say moral values is an important issue, can you tell me more specifically what you mean?

	Total Moral Values
Abortion (Net)	15
Abortion/prochoice	1
Abortion (not specified)	8
Abortion/prolife	7
Homosexuality (Net)	4
Against Homosexuality	2
Homosexuality (not specified)	1
More Gay/lesbian rights	1
Integrity/honesty in political candidates (trustworthiness, honor)	18
Lack of moral values in political candidates/improve moral values of political candidates	12
Lack of moral values in the country/improve moral values of the country	10
Respect for each other (president, children etc.)	4
More religious rights/beliefs (bible in classroom, less separation of church vs. state	11
Clinton issue/affair	10
Character /family values (teaching family values in the home etc.)	12
More diversity in accepting each other/giving everyone equal opportunities	1
Improving what children/kids/adults see/hear in the media	5
Other	21
Don't know	2

6. Next, I'd like you to rate your satisfaction with the state of the nation in some different areas. For each of the following areas, please tell me whether you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied. How about (READ ITEM)? Are you...?

	-----Satisfied-----			-----Not Satisfied-----			Don't know
	Net	Very	Somewhat	Net	Not too	Not at all	
Total							
a. The state of the nation's economy	81	36	45	18	11	7	1
b. The moral values in this country	31	5	26	68	32	36	1
c. The state of the nation's public schools	44	7	37	54	33	21	3
d. The state of national defense and the military	66	21	45	29	16	13	5
e. The availability and affordability of health care	41	8	34	56	30	26	2
	-----Satisfied-----			-----Not Satisfied-----			Don't know
	Net	Very	Somewhat	Net	Not too	Not at all	
Total Moral Values							
a. The state of the nation's economy	82	28	54	17	12	5	1
b. The moral values in this country	12	1	11	88	31	58	-
c. The state of the nation's public schools	34	4	30	63	35	29	3
d. The state of national defense and the military	49	14	35	48	23	25	3
e. The availability and affordability of health care	48	9	39	50	26	24	2

7. Now I'm going to read you a list of issues. For each one, please tell me whether you think of it as a "moral" issue involving your beliefs about what is morally right and wrong or you don't think of it as a moral issue. How about... (READ ITEM)?

Total	Yes	No	Don't know
a. The differences in income between people with high incomes and people with low incomes	38	60	3
b. Abortion	70	27	3
c. Gun control	54	44	2
d. Campaign finance reform	40	56	3
f. The death penalty	63	32	6
g. The break-up of the family	76	22	2
i. Protecting the environment	64	35	1
j. Sex and violence in the media	74	24	2
k. Expanding health care coverage to all Americans	65	33	1
l. Inequality between whites and minorities	63	34	3
m. Taxes and the tax system	41	57	2
n. The example a president sets by his personal behavior	73	25	2

Total Moral Values	Yes	No	Don't know
a. The differences in income between people with high incomes and people with low incomes	25	73	2
b. Abortion	86	13	1
c. Gun control	41	58	2
d. Campaign finance reform	39	57	4
f. The death penalty	63	32	5
g. The break-up of the family	91	7	2
i. Protecting the environment	52	46	2
j. Sex and violence in the media	89	11	1
k. Expanding health care coverage to all Americans	52	45	3
l. Inequality between whites and minorities	64	33	2
m. Taxes and the tax system	34	65	1
n. The example a president sets by his personal behavior	92	8	1

(Asked of those who said () is a moral issue)*

8. Will this be one of the most important issues in deciding your vote for president, or not?

Total	Yes	No	Don't know
a. The differences in income between people with high incomes and people with low incomes	69	30	1
b. Abortion	53	47	*
c. Gun control	64	35	1
d. Campaign finance reform	55	44	1
f. The death penalty	37	62	*
g. The break-up of the family	43	56	1
i. Protecting the environment	65	34	1
j. Sex and violence in the media	49	50	1
k. Expanding health care coverage to all Americans	80	19	1
l. Inequality between whites and minorities	56	43	1
m. Taxes and the tax system	78	22	*
n. The example a president sets by his personal behavior	64	36	1
Total Moral Values	Yes	No	Don't know
a. The differences in income between people with high incomes and people with low incomes	57	41	3
b. Abortion	68	31	1
c. Gun control	61	37	2
d. Campaign finance reform	41	57	2
f. The death penalty	32	68	*
g. The break-up of the family	62	36	2
i. Protecting the environment	48	50	2
j. Sex and violence in the media	60	39	1
k. Expanding health care coverage to all Americans	66	34	-
l. Inequality between whites and minorities	49	50	1
m. Taxes and the tax system	78	20	1
n. The example a president sets by his personal behavior	82	18	*

Q.7/8 Summary Table

Total	-----Moral Issue-----				
	Net	Most Important	Not most important	Not a Moral Issue	Don't know
a. The differences in income between people with high incomes and people with low incomes	38	26	11	60	3
b. Abortion	70	37	33	27	3
c. Gun control	54	35	19	44	2
d. Campaign finance reform	40	22	18	56	3
f. The death penalty	63	23	39	32	6
g. The break-up of the family	76	33	42	22	2
i. Protecting the environment	64	42	22	35	1
j. Sex and violence in the media	74	36	37	24	2
k. Expanding health care coverage to all Americans	65	53	12	33	1
l. Inequality between whites and minorities	63	35	27	34	3
m. Taxes and the tax system	41	32	9	57	2
n. The example a president sets by his personal behavior	73	47	26	25	2

Total Moral Values	-----Moral Issue-----				
	Net	Most Important	Not most important	Not a Moral Issue	Don't know
a. The differences in income between people with high incomes and people with low incomes	25	14	10	73	2
b. Abortion	86	58	27	13	1
c. Gun control	41	25	15	58	2
d. Campaign finance reform	39	16	22	57	4
f. The death penalty	63	20	42	32	5
g. The break-up of the family	91	57	33	7	2
i. Protecting the environment	52	25	26	46	2
j. Sex and violence in the media	89	53	35	11	1
k. Expanding health care coverage to all Americans	52	34	18	45	3
l. Inequality between whites and minorities	64	32	32	33	2
m. Taxes and the tax system	34	27	7	65	1
n. The example a president sets by his personal behavior	92	75	16	8	1

(Asked of half sample)

9. Which presidential candidate, (Al Gore the Democrat) or (George W. Bush the Republican) do you think would do a better job improving the nation's moral values?

	Gore	Bush	Both (vol.)	Neither (vol.)	Don't know
Total	42	43	3	5	7
Total Moral Values	17	71	2	5	5

(Asked of half sample)

10. Which candidates for president and vice president do you think would do a better job improving the nation's moral values—(Al Gore and Joseph Lieberman the Democrats) or (George W. Bush and Dick Cheney the Republicans)?

	Gore/ Lieberman	Bush/ Cheney	Both (vol.)	Neither (vol.)	Don't Know
Total	49	39	1	4	8
Total Moral Values	23	68	-	4	5

(Asked of half sample)

10A. Overall, do you think the presidential candidates have spent too much time, too little time, or about the right amount of time talking about religion?

	Too much	Too little	About Right	Don't know
Total	18	32	43	7
Total Moral Values	11	39	43	7

(Asked of half sample)

10B. Do you think that Gore and Lieberman have spent too much, too little, or about the right amount of time talking about religion?

	Too much	Too little	About Right	Don't know
Total	20	17	43	20
Total Moral Values	21	23	34	22

(Asked of half sample)

10C. Do you think that Bush and Cheney have spent too much, too little, or about the right amount of time talking about religion?

	Too much	Too little	About Right	Don't know
Total	15	20	41	23
Total Moral Values	6	26	48	21

11. Do you think the federal government should or should not be involved in promoting moral values in our society?

	Should be	Should not be	Don't know
Total	59	37	4
Total Moral Values	72	25	2

13. Which of these statements comes closer to your own opinion ? A) We should put limits on the amount of money people can give to political candidates. B) People should be able to contribute as much money as they want to any candidate they choose.

	Limit Campaign contributions	Do not limit Campaign contributions	Neither (vol)	Don't know
Total	61	36	1	2
Total Moral Values	58	39	1	2

14. Do you think the federal government should regulate sex and violence on television, radio, and in the movies, or should that be left up to the entertainment industry itself?

	Government should regulate	Leave to Entertainment Industry	Neither (vol)	Don't know
Total	46	47	5	2
Total Moral Values	59	31	7	3

15. Under the new welfare law, people are only allowed to receive welfare benefits for five years. Do you think the law should be changed so that a person who is willing to work but cannot find a job can continue to receive welfare benefits or do you think the person's welfare benefits should be cut off after five years?

	Continue Welfare	Cut Welfare off after 5 years	Don't know
Total	38	57	5
Total Moral Values	30	64	6

16. In order to give minorities more opportunity, do you believe race or ethnicity should be a factor when deciding who is hired, promoted, or admitted to college, or that hiring, promotions, and college admissions should be based strictly on merit and qualifications other than race or ethnicity?

	Race should be factor	Race should not be factor	Don't know
Total	11	86	3
Total Moral Values	6	92	2

17. If someone is terminally ill, is in great pain and wants to kill themselves, should it be legal for a doctor to help them to commit suicide or not?

	Yes, legal	No, not legal	Don't know
Total	49	45	6
Total Moral Values	32	62	6

19. Do you favor or oppose providing parents with tax money in the form of school vouchers to help pay for their children to attend private or religious schools?

	Favor	Oppose	Don't know
Total	49	47	3
Total Moral Values	69	28	3

20. Do you favor or oppose allowing public schools to start each day with a prayer?

	Favor	Oppose	Don't know
Total	73	24	3
Total Moral Values	84	13	3

21. Which of the following four statements comes closest to your own views on abortion?

- 1) Abortion should be legal under all circumstances.
- 2) Abortion should be legal under most circumstances.
- 3) Abortion should be legal only in cases of rape, incest, or to save the life of the mother.
- 4) Abortion should not be legal under any circumstances.

	All cases	Most cases	Only certain cases	Not legal	Don't know
Total	16	25	44	13	1
Total Moral Values	9	13	53	24	1

22. If a presidential candidate were to take stands on abortion that were different from your own, would you vote against that candidate on the basis of that issue alone, or would you consider other things before deciding whom to vote for?

	Vote against	Consider other things	Don't know
Total	12	86	2
Total Moral Values	22	77	1

23. Do you favor or oppose expanding women's access to early abortion options such as the French abortion pill, RU-486?

	Favor	Oppose	Don't know
Total	45	43	12
Total Moral Values	29	62	9

24. Do you favor or oppose a law that would ban a certain abortion procedure conducted in the last six months of pregnancy, which opponents call "partial-birth abortion," except when necessary to save the life of the mother?

	Favor	Oppose	Don't know
Total	48	49	4
Total Moral Values	45	53	2

25. Would you favor or oppose a federal law that would impose additional penalties on people who commit crimes out of prejudice toward gays and lesbians?

	Favor	Oppose	Don't know
Total	56	40	4
Total Moral Values	40	55	5

18. Do you favor or oppose the death penalty for persons convicted of murder?

	Favor	Oppose	Don't know
Total	66	27	7
Total Moral Values	71	22	7

27. Which political party, the Democrats or the Republicans, would do a better job improving the nation's moral values?

	Democrats	Republican s	Both (vol.)	Neither (vol.)	Don't know
Total	38	39	3	10	9
Total Moral Values	17	66	1	9	8

26. Generally speaking, which political party, the Republicans or the Democrats, do you think is more (READ ITEMS)?

Total	Democrats	Republicans	Both (vol.)	Neither (vol.)	Don't know
a. tolerant of different kinds of people and different points of view	62	22	4	4	8
b. sympathetic to religion and religious people	41	36	6	5	11
c. sympathetic to the problems and the needs of the less fortunate	65	21	4	4	6
d. interested in protecting individual rights and freedoms	48	36	6	3	8

Total Moral Values	Democrats	Republicans	Both (vol.)	Neither (vol.)	Don't know
a. tolerant of different kinds of people and different points of view	45	34	5	7	9
b. sympathetic to religion and religious people	18	62	6	5	9
c. sympathetic to the problems and the needs of the less fortunate	42	40	6	6	6
d. interested in protecting individual rights and freedoms	24	59	7	4	5

28. Now I'd like to ask you about the presidential candidates on these issues. Generally speaking, which candidate, Bush or Gore, do you think is more (READ ITEMS)?

Total	Bush	Gore	Both (vol.)	Neither (vol.)	Don't know
a. tolerant of different kinds of people and different points of view	27	57	5	2	8
b. sympathetic to religion and religious people	36	43	7	3	10
c. sympathetic to the problems and the needs of the less fortunate	27	60	4	3	6
d. interested in protecting individual rights and freedoms	40	47	5	2	7
Total Moral Values					
a. tolerant of different kinds of people and different points of view	44	37	6	4	9
b. sympathetic to religion and religious people	63	20	6	4	7
c. sympathetic to the problems and the needs of the less fortunate	47	36	8	3	6
d. interested in protecting individual rights and freedoms	61	24	4	4	7

29. Which kind of president would you prefer? 1) A president who often talked publicly about his religious beliefs. 2) A president who felt his religious beliefs were personal and should not be discussed publicly.

	Talks publicly about religion	Believes religion is personal	Don't know
Total	42	54	4
Total Moral Values	58	37	5

30. In general, do you think government policies have generally strengthened Americans' moral values, generally weakened Americans' moral values, or haven't they affected values either way?

	Strengthened	Weakened	No Affect	Both/Depends (vol.)	Don't know
Total	11	48	36	1	4
Total Moral Values	4	74	20	1	2

32. Which of the following worries you more about the future? 1) That the country will become too **TOLERANT** of behaviors that are **bad** for society. 2) That the country will become too **INTOLERANT** of behaviors that don't do any real harm to society.

	Too Tolerant	Too Intolerant	Don't know
Total	66	28	6
Total Moral Values	80	16	4

34. I'm going to read you a list of statements. Will you tell me for each one whether it is something you personally agree or disagree with?

a. The husband should have the final say in all financial and family decisions

	-----Agree-----			-----Disagree-----			Neither (vol.)	Don't know
	Net	Strongly	Somewhat	Net	Somewhat	Strongly		
Total	13	7	7	86	17	69	NA	1
Total Moral Values	24	12	13	75	21	54	NA	1

b. A couple that is unhappy should get divorced even if they have young children

	-----Agree-----			-----Disagree-----			Neither (vol.)	Don't know
	Net	Strongly	Somewhat	Net	Somewhat	Strongly		
Total	48	24	24	49	23	25	NA	4
Total Moral Values	29	13	16	67	23	43	NA	4

c. It may be necessary for mothers to be working because the family needs money, but it would be better if she could stay home and take care of the house and children

	-----Agree-----			-----Disagree-----			Neither (vol.)	Don't know
	Net	Strongly	Somewhat	Net	Somewhat	Strongly		
Total	79	52	28	19	11	8	NA	2
Total Moral Values	88	66	21	11	8	3	NA	1

39. Which view comes closest to your own? 1) Government should promote policies and programs discouraging homosexuality. 2) Government should promote policies and programs that treat homosexuality as an acceptable lifestyle. 3) Government should not get involved in this issue.

	Discourage Homosexuality	Acceptable lifestyle	Not get involved	Don't know
Total	16	14	69	1
Total Moral Values	28	8	63	1

36. Now I will read you some statements. Will you tell me for each one whether it is something you personally agree with or disagree with?

a. The world is always changing and we should adjust our morals and values to those changes

	-----Agree-----			-----Disagree-----			Neither (vol.)	Don't know
	Net	Strongly	Somewhat	Net	Somewhat	Strongly		
Total	39	17	22	60	19	40	NA	1
Total Moral Values	18	8	10	81	15	66	NA	1

b. We should be more tolerant of people who choose to live according to their own moral standards even if we think they are wrong

	-----Agree-----			-----Disagree-----			Neither (vol.)	Don't know
	Net	Strongly	Somewhat	Net	Somewhat	Strongly		
Total	71	37	35	26	14	12	NA	2
Total Moral Values	56	21	35	40	16	24	NA	4

c. Americans are too tolerant and accepting of behaviors that in the past were considered immoral or wrong

	----- Agree -----			----- Disagree -----			Neither (vol.)	Don't know
	Net	Strongly	Somewhat	Net	Somewhat	Strongly		
Total	70	43	28	28	16	12	NA	2
Total Moral Values	84	63	21	14	8	6	NA	2

d. If people were treated more equally in this country, we would have many fewer problems

	----- Agree -----			----- Disagree -----			Neither (vol.)	Don't know
	Net	Strongly	Somewhat	Net	Somewhat	Strongly		
Total	80	58	22	19	10	9	NA	2
Total Moral Values	68	48	20	29	16	14	NA	2

e. We have gone too far in pushing equal rights in this country

	----- Agree -----			----- Disagree -----			Neither (vol.)	Don't know
	Net	Strongly	Somewhat	Net	Somewhat	Strongly		
Total	39	21	17	59	24	35	NA	2
Total Moral Values	53	31	22	44	21	22	NA	3

37. I am going to read two statements. Please tell me which one is closer to your own view. 1) Most poor people are poor because they don't work hard enough OR 2) They are poor because of circumstances beyond their control?

	Don't work hard enough	Circumstances beyond control	Both/Depends (vol.)	Don't know
Total	16	71	11	2
Total Moral Values	19	56	20	5

38. Which of these views comes closer to your own? 1) The government in Washington should do everything possible to improve the standard of living of all Americans 2) This is not the government's responsibility, each person should take care of themselves.

	Improve standard of living	Each person should take care of themselves	Don't know
Total	57	38	5
Total Moral Values	42	53	5

40. Do you personally agree or disagree with the following statements? (READ ITEMS)

a. A person should always be concerned about the well-being of others

	-----Agree-----			-----Disagree-----			Neither (vol.)	Don't know
	Net	Strongly	Somewhat	Net	Somewhat	Strongly		
Total	94	72	22	5	3	2	NA	1
Total Moral Values	96	77	19	4	3	1	NA	*

b. It is best not to get too involved in taking care of other people's needs

	-----Agree-----			-----Disagree-----			Neither (vol.)	Don't know
	Net	Strongly	Somewhat	Net	Somewhat	Strongly		
Total	34	11	23	63	27	36	NA	3
Total Moral Values	29	9	21	67	26	42	NA	3

c. It is important to me personally to help others who are less fortunate

	-----Agree-----			-----Disagree-----			Neither (vol.)	Don't know
	Net	Strongly	Somewhat	Net	Somewhat	Strongly		
Total	95	67	28	5	3	2	NA	1
Total Moral Values	95	73	22	4	2	2	NA	1
	92	60	32	7	5	2	*	1

41. Some people believe that Religious, charitable, and community organizations can do the best job of providing services to people in need. Others believe that The government can do the best job of providing services to people in need. Which comes closer to your view?

	Organizations	Government	Both (vol.)	Neither (vol.)	Don't know
Total	58	29	9	2	2
Total Moral Values	73	16	8	1	2

42. Religion has had an increasing impact on the political views of many Americans. Which of the following two statements comes closer to your view? 1) Organized religious groups of all kinds should stay out of politics. 2) It is important for organized religious groups to stand up for their belief in politics.

	Organized religion stay out of politics	Organized religion stand up in politics	Neither (vol.)	Don't know
Total	45	51	2	2
Total Moral Values	30	67	2	2

43. Would you rather see religious and spiritual values have **GREATER** influence in politics and public life than they do now, **LESS** influence, or about **THE SAME** influence as they do now?

	Greater	Lesser	The Same	Don't know
Total	37	21	40	1
Total Moral Values	62	11	25	1

46. Which of these statements comes closest to describing your feelings about the Bible?

1) The Bible is the actual word of God and is to be taken literally, word for word. 2) The Bible is the inspired word of God, but not everything in it should be taken literally. 3) The Bible is an ancient book of fables, legends, history, and moral precepts recorded by man.

	Actual word	Inspired word	Book of fables	Don't know
Total	36	49	13	2
Total Moral Values	49	43	7	*

47. Generally speaking, which of the following statements comes closer to describing your own values? 1) I am someone who tends to have traditional, old-fashioned values.

2) I am someone who tends to have more modern values.

	Traditional values	Modern values	Neither/In between (vol.)	Don't Know
Total	61	29	9	1
Total Moral Values	80	12	7	*

48. In order to improve values and morality in this country, do you think we must put more emphasis on religion, or can we improve values and morality without necessarily placing more emphasis on religion?

	More emphasis on religion	Not necessary to place more emphasis on religion	Don't know
Total	45	53	2
Total Moral Values	62	36	2

44. How important is religion in your everyday life: The most important thing in your life; extremely important, but not the most important thing; very important; somewhat important; or not too important?

	-----Important-----				-----Not Important-----			Don't know
	Net	Most	Extremely	Very	Net	Somewhat	Not too	
Total	44	21	23	25	30	20	10	*
Total Moral Values	64	40	24	20	17	12	5	-

DEMOGRAPHICS

D01. In politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

	Republican	Democrat	Independent	Something else	Don't know
Total	30	38	23	8	1
Total Moral Values	53	18	20	7	2

(Asked of registered voters who consider themselves Republicans)

D01a. Do you consider yourself a strong Republican or not a very strong Republican?

	Strong Republican	Not a very strong Republican	Don't know
Total	52	48	1
Total Moral Values	59	40	1

(Asked of registered voters who consider themselves Democrats)

D01b. Do you consider yourself a strong Democrat or not a very strong Democrat?

	Strong Democrat	Not a very strong Democrat	Don't know
Total	58	41	1
Total Moral Values	42	58	1

(Asked of all registered voters who consider themselves Independents)

D01c. Do you consider yourself closer to the Republican Party or the Democratic Party?

	Closer to the Republican Party	Closer to the Democratic	Don't know
Total	47	43	9
Total Moral Values	73	20	7

(Asked of all registered voters)

Q.DO1/Q.DO1A/Q.DO1B/Q.DO1C

	-----Republican-----			-----Democrat-----			-----Independent-----			Something Else	Don't know
	(NET)	Strong	Not Strong	(NET)	Strong	Not Strong	(NET)	Closer to Rep.	Closer to Dem.		
Total	30	16	15	38	22	15	23	10	9	8	1
Total Moral Values	53	31	21	18	7	10	20	14	4	7	2

(Asked of all registered voters)

Q.DO1/DOC Leaned Party Table

	-----Republican-----			-----Democrat-----				Something else	Don't know
	(NET)	Unleaned	Leaned	(NET)	Unleaned	Leaned	Independent		
Total	41	30	10	47	38	9	3	8	1
Total Moral Values	67	53	14	21	18	4	2	7	2

(Asked of all registered voters)

D02. Would you say your views in most political matters are very liberal, liberal, moderate, conservative, or very conservative?

	-----Liberal-----				-----Conservative-----			Don't know
	(NET)	Very liberal	Liberal	Moderate	(NET)	Conservative	Very conservative	
Total	19	NA	NA	46	33	NA	NA	3
Total Moral Values	9	NA	NA	29	61	NA	NA	1

(Asked of all registered voters)

D03. I'd like you to rate the chances that you will vote in the next election for president. Are you absolutely certain to vote, will you probably vote, or are the chances 50-50 or less that you will vote?

	Absolutely certain to vote	Probably vote	Chances 50-50 or less	Don't know
Total	84	10	6	*
Total Moral Values	88	8	4	-

(Asked of all registered voters)

D04 As you may know, around half the public does not vote in presidential elections. How about you - did you vote in the presidential election in 1996 when Bill Clinton ran against Bob Dole and Ross Perot, or did you skip that one?

	Yes, voted	No, skipped that one	Don't know/no opinion
Total	82	17	1
Total Moral Values	86	14	*

(Asked of all registered voters who voted in 1996 presidential election)

D04a Which candidate did you vote for? (DO NOT READ)

	Clinton	Dole	Perot	Nader	Other	Don't know/no opinion
Total	55	32	9	*	1	2
Total Moral Values	22	65	10	*	1	1

(Asked of all registered voters)

Q.D04/Q.D04a

	-----Voted-----						Did not vote	Don't Know/no opinion
	(NET)	Clinton	Dole	Perot	Nader	Other		
Total	82	44	26	7	*	1	17	1
Total Moral Values	86	18	53	8	*	1	14	*

(Asked of all registered voters)

D05. Are you currently married, living with a partner, widowed, divorced, separated, or have you never been married?

	Currently married	Living with a partner	Widowed	Divorced	Separated	Never been married
Total	56	6	9	11	2	15
Total Moral Values	65	4	8	11	1	11

(Asked of all registered voters)

D06. Including yourself, how many adults, 18 or older, are there living in your household?

	-----Number of adults living in household-----										Don't know
	1	2	3	4	5	6	7	8	9	10	
Total	27	57	11	4	1	*	*	-	-	-	-
Total Moral Values	22	62	11	3	1	*	*	-	-	-	-

(Asked of all registered voters)

D06a. How many people living in your household are under the age of 18?

	-----Number of people <18 living in household-----												Don't know
	0	Net	1	2	3	4	5	6	7	8	9	10	
Total	59	41	17	17	6	2	1	*	*	-	-	-	-
Total Moral Values	55	45	16	15	9	3	1	*	*	-	-	-	-

(Asked of all registered voters)

D06B. Thinking about the past month, have you spent time participating in any sort of volunteer or charitable activity in your community, or haven't you had time to do this?

	Yes	No	Don't know
Total	51	49	*
Total Moral Values	59	41	*

(Asked of all registered voters)

D07a. What is your religious preference? Are you Protestant, Roman Catholic, Jewish, some other religion, or no religion?

	Protestant	Roman Catholic	Jewish	Some other religion	No religion	Don't know
Total	48	25	2	16	9	*
Total Moral Values	57	21	2	16	5	-

(Asked of all registered voters who are some other religion)

D07B. Do you consider yourself a Christian?

	Yes	No	Don't know
Total	84	15	1
Total Moral Values	88	9	2

(Asked of all registered voters who are Protestant or some other religion/Christian)

D07C. Would you consider yourself as a born-again or evangelical Christian, or not?

	Yes	No	Don't know
Total	59	38	3
Total Moral Values	76	22	2

(Asked of all registered voters)

Q.D07A/Q.D07B

	--Protestant/Other Christian--							
	(NET)	Protestant	Other Christia n	Roman Catholi c	Jewish	Some Other	No Religion	Don't know
Total	62	48	14	25	2	3	9	*
Total Moral Values	71	57	15	21	2	2	5	-

(Asked of all registered voters)

Q.D07A/ Q.D07B/ Q.D07C

	Total	Total Moral Values
Born again Protestants or some other Religion/Christian	36	54
Protestant not born again	20	12
Roman catholic	25	21
Jewish	2	2
Some other/not Christian	3	2
Other Christian not born again	5	6
No religion	9	5
Don't know	*	-

D08. What is the last grade or class that you completed in school? (DO NOT READ)

(Asked of all registered voters)

	Total	Total Moral Values
High school graduate or less (net)	46	42
<i>Less than high school graduate (subnet)</i>	<i>13</i>	<i>9</i>
<i>High school graduate + (subnet)</i>	<i>32</i>	<i>33</i>
Some college or more (net)	54	58
<i>Some college, no 4-year degree (subnet)</i>	<i>27</i>	<i>32</i>
<i>College graduate + (subnet)</i>	<i>27</i>	<i>26</i>
Don't know	*	-

D09. WHAT IS YOUR AGE?

(Asked of all registered voters)

	18-29	30-49	50-64	65+
Total	15	44	22	19
Total Moral Values	14	47	21	18

(Asked of all registered voters)

D10. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or other Latin American background?

	Yes	No	Don't know
Total	7	93	-
Total Moral Values	5	95	-

(Asked of all registered voters)

D11. Do you consider yourself to be white, black or African-American, Asian-American, or some other race?

	White	Black or African American	Asian American	Some other race	Don't know
Total	81	11	1	6	*
Total Moral Values	88	6	1	5	*

(Asked of all registered voters)

Q.D10/Q.D11

	Total	Total Moral Values
White non-Hispanic	79	86
Black or African-American non-Hispanic	11	6
Asian-American	1	1
Some other race	2	3
Hispanic (net)	7	5
<i>White Hispanic</i>	2	3
<i>Black Hispanic</i>	*	*
<i>Hispanic (unspecified)</i>	5	1
Don't know	*	*

(Asked of all registered voters)

Q.D12

	Total	Total Moral Values
Less than \$50,000 (net)	55	54
<i>Less than \$20,000</i>	<i>15</i>	<i>12</i>
<i>\$20,000 but less than \$30,000</i>	<i>16</i>	<i>14</i>
<i>\$30,000 but less than \$50,000 (subnet)</i>	<i>22</i>	<i>26</i>
\$50,000 or more (net)	43	45
<i>\$50,000 but less than \$75,000</i>	<i>20</i>	<i>22</i>
<i>\$75,000 or more(subnet)</i>	<i>21</i>	<i>20</i>
Don't know	2	1



The Henry J. Kaiser Family Foundation

2400 Sand Hill Road
Menlo Park, CA 94025

650-854-9400 Facsimile: 650-854-4800

Washington Office:

1450 G Street N.W., Suite 250
Washington, DC 20005

202-347-5270 Facsimile: 202-347-5274

<http://www.kff.org>

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