



**Leadership 2000**  
**Shaping the Future of Business and Government**  
**Presented by**  
**Junior Achievement Inc.**

**October 2000**  
**Number 9 In the Interprise Poll Series**

**Executive Summary**

The twentieth century was called the American Century because of the rise of the United States as a world military, diplomatic, cultural and economic power. With the dawn of the twenty-first century, America is experiencing the longest period of sustained, peacetime economic expansion in the history of the country.

Just as America is leading the world, American leaders, in government and the private sector, are being charged with greater responsibility – to lead not just the country but the world into an era of even greater peace and prosperity.

**The Importance of the Upcoming Election**

The upcoming election provides an important opportunity for Americans to choose the next leader of the free world. Young people are too often derided for lack of participation in the political system; during the last election cycle, only one-third of eligible voters under the age of 30 cast a ballot for the presidency.

This election may be different. For one thing, the current presidential race is the closest in forty years. A recent Gallup poll found that sixty percent of registered voters are paying "quite a lot" of attention to the presidential election. As the race continues to remain close into the final weeks of the contest, this figure is likely to increase. A close election is will likely increase voter turnout among all age groups.

**The Role of the Poll**

The Interprise Poll on Leadership examines perceptions of leadership among America's teens. The survey was distributed in classrooms throughout the country. More than 1,000 students aged 13 to 19 responded, sharing their views on the presidency, on the economy and on the future of our country. The results are promising.

This generation of young people is confident and engaged. They are also intelligent, perceptive and discerning. Most importantly, they are the future leaders of our country. Their views on public and private leadership will affect the tenor of our government and our economy in the years to come.

Wherever possible, the answers of these 1,014 students have been compared to those of adults who have participated in similar polls over the last couple months.

**The Best Presidential Leader for the Economy**

With the economy as an extremely important issue and credit for the success of the economy being claimed by leaders in both the public and private sectors, the question of which candidate would be the best political leader for ensuring continuing the economic prosperity is very important.

**Comparison polls**

Since early in the election cycle, likely voters have expressed more confidence in the ability of George W. Bush to continue the current economic prosperity. An ABC News/Washington Post Poll conducted July 20-23 showed that voters trust Bush with the economy more than Gore. Forty-eight percent said Bush would do a better job on the economy, compared to 38 percent for Gore. A CNN/USA Today poll from early August found an increased confidence in Bush to steward the economy – 52 percent to 39 percent.

Just as the economy is an important issue in the election, being a businessperson can also be helpful. While Al Gore has spent more than 20 years in government positions, George W. Bush only recently left the boardroom for the governor's mansion. Thus, it is not surprising that a Fox News/Opinion Dynamics Poll found that 50 percent of registered voters would choose to be more likely

to choose to be a business partner with George W. Bush than Al Gore.

### **Students pick Bush as the best economic steward**

The student respondents believe that George W. Bush is the best candidate for continuing the unprecedented economic success we are currently experiencing. Fifty-three percent of teens believe Bush would be the best for the economy, while 41 percent think Gore would be the best for the economy. Five percent support Nader and 2 percent support Buchanan.

#### **Among eligible teen voters**

Even with a small sample of eligible voters, it is very clear that respondents who are 18 or older overwhelmingly believe that George W. Bush is the best candidate for the economy. Nearly two-thirds (62%) of these students believe Bush is the best candidate for the economy, compared to 32 percent for Gore, five percent for Nader and one percent for Buchanan.

#### **Among likely teen voters**

The respondents who expect to vote this election are more likely than non-voters to think Bush is the best candidate for the economy. While 62 percent of likely voters think Bush would be the best for the economy, only 50 percent of non-likely voters feel this way.

#### **Girls are more likely to support Bush**

Girls are slightly more likely to believe George W. Bush will be the best president for the economy. Among female respondents, 54 percent support Bush and 40 percent support Gore. Among male respondents, 53 percent choose Bush and 41 percent choose Gore. There is no statistical difference based on gender for support of Ralph Nader or Pat Buchanan.

#### **Race and ethnicity – a deciding factor**

Gore and Bush are virtually tied among Asian voters with 49 percent and 47 percent respectively. Gore has an almost three to one lead among black voters – 71 percent to 26 percent. Still, the fact that Bush is retaining one-quarter of the African-American vote is a significant improvement over Bob Dole's performance among Blacks in 1996.

Bush's aggressive push to reach Hispanic voters seems to have transferred to young Hispanics as well. While Gore still leads among young Hispanics, the lead is not very significant. Gore has 49 percent, compared to Bush's 41 percent.

Surprisingly, Bush has a dominating lead among Native American teens, 71 percent to Gore and Nader each at 14 percent. Bush also has a significant lead among White voters, pulling six out of ten voters, compared to 35 percent for Gore, 4 percent for Nader and 2 percent for Buchanan.

Despite having the only African-American running mate, Buchanan registers no support among either Blacks and Native Americans. He fares little better among Hispanics and Asians, at 4 percent and 2 percent respectively.

#### **Corporate influence and economic stewardship**

Nader and Buchanan supporters are much more likely to believe that there is too much corporate influence on government. While half of Nader and Buchanan supporters think there is too much corporate influence, only 37 percent of Gore supporters and 32 percent of Bush supporters feel this way. Approximately one-tenth of Bush, Gore and Nader backers think there is not enough corporate influence, while nearly one-third of Buchanan supporters think there is not enough corporate influence.

### **Leadership qualities**

America's teens believe that the ability to effectively communicate is the most important leadership quality, followed by intelligence and strength of character. Adult leaders are explicitly viewed as role models; therefore, being a positive role model is a very important leadership trait. On the other hand, being tech-savvy or good-looking register last on the list of nine leadership traits.

#### **Most important leadership qualities**

Communication skills (92)  
Intelligence (91)  
Strength of character (87)  
Positive role model (87)

Good speaker (83)  
Experience (82)  
Independence (79)  
Tech-savvy (64)  
Good looking (25)

### **Effectively communicating is the most important leadership trait**

Today's high school students were born when Ronald Reagan, the Great Communicator, was president. They have lived the formative years during the tenure of President Clinton, who is also regularly praised as an extremely effective speaker, so much so that his political capital has often depended on his ability to command loyalty and attention because of his presentation. This is the brand of political leadership that today's high school students are familiar with. They believe that the ability to effectively communicate is the most important leadership quality.

### **Intelligence**

In a time when great ideas are being rewarded with millions of dollars in venture capital –it is not surprising that intelligence is seen as an extremely important leadership quality. Ninety-six percent of respondents believe intelligence is important or extremely important for a leader. Bill Gates and President Bill Clinton – are both regularly touted for the intelligence. It has even become a campaign issue this year with the Gore camp openly questioning the intelligence of rival George W. Bush.

### **Strength of character**

With character being raised so often in the context of political leadership over the last eight years, it is not surprising that strength of character is the third most important leadership quality. Ninety-four percent of respondents believe character is important or extremely important to being a leader. Merely one percent believe it is not too important or not important at all.

### **Positive role model**

Our political and business leaders serve as valuable examples for today's young people, our future leaders. Eighty-eight percent of teen respondents believe that being a positive role model is an important part of being a leader. Nearly two-thirds believe it is extremely important.

### **Good speaker**

More specific than communication skills, which may include more than mere speech-making, being a good speaker is an extremely valuable leadership characteristic according to half of the respondents. Another 37 percent believe speaking skills is an important characteristic of being a leader.

### **Experience**

Eighty-five percent of the student respondents believe experience is an important or extremely important leadership quality. With a booming economy, the number of prominent business leaders receiving significant attention in the media and therefore significant recognition among adults and teens alike, experience in both the private and public sector can become leadership commodities.

### **Independence**

Leaders often must stand on their own, against the masses, as a majority of one. Strength of conviction often means exercising one's independence. Thirty-seven percent of respondents believe independence is extremely important to being a leader. An additional 44 percent think it is important. Only three percent think it is not too important or not important at all.

### **Tech-savvy**

Though the technology sector is driving the booming economy, being tech-savvy is not a leadership quality that many believe is extremely important. Only 14 percent of respondents believe it is extremely important. Still, many respondents think that it does play a role in leadership. Four-out-of-ten teens believe being tech-savvy is an important leadership quality. Another 36 percent think it is somewhat important.

### **Good looking**

We live in an image-conscious society, but being good looking is not an important leadership quality according to teen respondents. Merely 14 percent of respondents believe it is important or extremely important. Forty-two percent think it is not

important at all and another 17 percent believe it is not too important.

## **Leadership Qualities and the Presidential Candidates**

### **What adults have been saying**

Pollsters have been asking voters which presidential candidate they think is the best leader for many months. In mid-June, an ABC News/Washington Post Poll from mid-June asked 1,204 adults if they believe Gore or Bush are strong leaders. While 65 percent said Bush is a strong leader, only 48 percent of respondents concurred with the statement as it pertains to Gore.

A NBC News/Wall Street Journal Poll conducted in late July showed an even greater discrepancy in relation to leadership qualities. The poll revealed that voters believe Bush is more likely to have the "strong leadership qualities needed to be president" – 46 percent to 26 percent.

As the election predictions narrowed in August and September, so did the figures on leadership capabilities. The figures were much closer in a Newsweek Poll of 1,002 registered voters conducted by Princeton Survey Research Associates during the last week of September. The poll found that voters are more likely to believe George W. Bush has strong leadership qualities compared to Al Gore, but with a much smaller margin – 64 percent and 61 percent respectively.

Following the first presidential debate, a CNN/USA Today Poll showed the leadership gap widening yet again. A poll conducted October 6-8 found that 48 percent of respondents believe Bush is a decisive leader and merely 38 percent think the same for Gore.

### **The Interprise Poll**

The Interprise Poll on Leadership makes a more detailed examination of leadership as it pertains to the presidential candidates. The respondents were asked to rate the leadership qualities that are most important for leaders in government and the private sector. Comparing the students' answers on leadership characteristics with their choice for who would be the best leader of the American economy, provides an interesting insight into why young voters would support each candidate.

#### **Bush**

Having the ability to communicate effectively is the most important leadership quality for supporters of George W. Bush. Opponents of Bush have questioned his intelligence, but his supporters do not seem to be concerned about his smarts. They ranked intelligence as the second most important leadership quality. Bush has openly questioned whether Clinton and Gore are role models or people of high character, thus it is not surprising that these two qualities are seen as very important to Bush supporters.

#### **Gore**

Al Gore has been widely characterized as an intelligent person, even a policy wonk. It is therefore consistent with presentation that his supporters believe intelligence is the most important leadership quality. Perhaps signaling that he has effectively distanced himself from the character and reputation of President Clinton, being a role model is the second most important leadership quality for his supporters. Although communication skills is the top leadership characteristic overall, it is only the third most important for Gore supporters. Fittingly, he is not known as a particularly dynamic speaker.

#### **Nader**

Ralph Nader, a near perennial candidate for the Green Party, has piqued more interest in this election cycle than in any past. He is intelligent and articulate, praised for his character, and viewed as an independent thinker beyond the touch of special interests. These are the leadership qualities that his supporters value: intelligence above all others, then communication skills and character.

#### **Buchanan**

Pat Buchanan, a former speechwriter and television host, is a powerful communicator who rallies his brigades with fiery rhetoric. It is therefore not surprising that the ability to effectively communicate is the most important leadership quality for his supporters. His strongly conservative and highly moralistic message resonates with his supporters even as it draws ire from his opponents. Though being a role model is the fourth most important leadership quality for all respondents, it is second for his supporters.

## **Responsible for Economic Success**

The economy has become a very important issue in the presidential election. According to an ABC News/Washington Post poll conducted of registered voters September 4-6, three-quarters of respondents believe the economy is a "very important" issue this election. Education is the only issue receiving a higher level of importance. A Business Week/Harris Poll from late July also ranked education and the economy as the most important issues, with 84 percent and 81 percent of respondents respectively finding them "very important."

### **The economy as a political issue**

Al Gore has made the success of the American economy during the Clinton/Gore administration a central reason for why he should be elected to the presidency. George W. Bush has countered Gore's contention, claiming that the hard work of the American people should be given credit for our economic prosperity, not government.

The Interprise Poll respondents agree with Bush. They overwhelmingly believe that business leaders, not government officials, are responsible for the unprecedented growth in the economy. This is true regardless of which candidate they believe would be best for maintaining the current economic prosperity.

### **Gender and age play a role**

There are some differences in the respondents who are more likely to attribute credit to the private sector over the government's efforts. Boys are more likely to give businesspeople credit for the economic expansion. While 72 percent of boys think business leaders are responsible for the positive economy, 69 percent of girls believe the same.

Respondents who are in their final year of high school are more likely to attribute credit for the successful economy to business leaders compared to juniors, sophomores and freshmen.

### **Corporate influence**

The relationship between private industry and government also involves corporations spending significant amounts of money to influence legislative and executive decisions. However, there is no statistically significant relationship between the attribution of responsibility for the booming economy and the view of whether or not there is too much corporate influence in politics.

## **Most Influential Business Leader**

With credit for the unparalleled economic success of the last eight years going to the business community over politicians, it is important to know who young people are crediting for leading the crusade to even greater prosperity.

### **Three-quarters choose Bill Gates as the top corporate crusader**

For today's youth, Bill Gates is the icon for economic success. He took a small but revolutionary idea and changed the world. In the process, he became the wealthiest man in the world. His wealth, ingenuity and raw impact on our day-to-day lives have propelled him to the top of the list. Interestingly, his tangle with the federal government's antitrust officials has made his corporate endeavors public fare, further demonstrating the tightly bound relationship between politics and private industry.

The list of the most important business leaders continues with Disney's Michael Eisner, Time Warner's Gerald Levin and General Electric's John Welch. Among these four, Bill Gates is the overwhelming choice as America's number one corporate crusader with 74 percent of the respondents selecting him, followed by eight percent for Michael Eisner, and seven percent for Gerald Levin and John Welch.

Additional answers include Alan Greenspan and Bill Clinton, Donald Trump, Ted Turner and Michael Jordan.

### **Everyone chooses Gates**

Gates's overwhelming support exists among all groups surveyed. Both boys and girls are equally likely to overwhelmingly select Bill Gates as the most influential business leader. Girls are more likely to believe Michael Eisner (11% to 6%) or John Welch (8% to 5%) is the most influential business leader. Boys are more likely to choose Gerald Levin as the most influential business leader (9% to 6%).

Native American, Hispanic and Black students are most likely to think Bill Gates is the most influential business leader. While he is also the overwhelming number one choice for Asian (67%) and White (77%) students, the former is two-and-a-half times more

likely than any other group to select Michael Eisner as the most influential business leader. Hispanic students are the most likely to select John Welch as the leading business figure. White students select Gerald Levin as the most influential more than any other ethnicity.

### **His leadership qualities admired by teens**

The most important leadership quality exhibited by Bill Gates is intelligence, according to the students who believe he is the most influential business leader in America. The ability to effectively communicate is also seen as extremely important. Both qualities scored a 92 out of 100 in terms of importance.

Surprisingly, being tech-savvy is not a quality that the respondents overwhelmingly feel is important to Gates as a leader. They are more likely to think that being a good role model, character, being a good speaker, experience and independence are more important than being tech-savvy.

### **Corporate Influence in Politics**

Campaign finance reform has been an important issue in the presidential campaign since the primaries. Student respondents were asked whether they believe there is too much corporate influence in the political system, just the right amount, or not enough. The specific question read:

**A big issue in the upcoming presidential election is campaign finance reform. Some people say that companies are allowed to give too much money to political campaigns--- resulting in too much control over government, while others say that corporate influence with the major parties is a necessary reality to keep government responsive and competitive. (check one)**

#### **Do companies...**

\_\_\_ Have too much influence over government?

\_\_\_ have just the right amount of influence?

\_\_\_ not have enough influence?

#### **One-third believe there is too much influence**

One-third of the student respondents believe that companies have too much influence over government. Half of teens believe that companies and government strike a good balance – that there is not too much influence of private companies over the government. Thirteen-percent of the students think that corporate America should have more influence over government.

#### **Boys want the money out of the system**

Boys are more likely than girls to think that there is too much corporate influence over the political system. While 39 percent of teenage boys think this is true, only 33 percent of teenage girls think so. Girls are slightly more likely to believe that there is not enough money in politics – 14 percent to 11 percent.

#### **Buchanan and Nader supporters are the most adamant**

Nader and Buchanan supporters are much more likely to believe that there is too much corporate influence on government. While half of Nader and Buchanan supporters think there is too much corporate influence, only 37 percent of Gore supporters and 32 percent of Bush supporters feel this way. Approximately one-tenth of Bush, Gore and Nader backers think there is not enough corporate influence, while nearly one-third of Buchanan supporters think there is not enough corporate influence.

#### **Among eligible and likely voters**

Respondents who are eligible to vote are sharply divided about the influence of corporate America on the political system. One segment is slightly more likely to think that there is too much corporate influence in government – 37% to 36%. Another segment of the group feels quite the opposite. Eligible voters are also more likely to think there is not enough corporate influence – 17% to 12%.

Likely voters are more apt than non-likely voters to think that there is too much corporate influence in the political system, but because of the small sample, the data is questionable.

## **Choosing a Female President**

From England to India, Israel to Pakistan, many countries have elected female heads of state. The United States lags behind not just in terms of executive positions, but also legislative. America has fewer female members of the federal and state legislative branches than the majority of industrialized states.

As young people take their place in the electorate, this is likely to change. Eighty-four percent of the respondents would vote for a female president.

### **Girls are more likely to vote for a female candidate**

There is a large gender gap concerning whether or not respondents would vote for a female presidential candidate. Boys are four times more likely to say that they would not be willing to vote for a female presidential candidate under any circumstance (27% to 6%). That means 94 percent of girls would be willing to vote for a female presidential candidate, while only 73 percent of boys would do so.

Even with the high percentage of women who would vote for a female candidate, it is surprising that 6 percent of teenage girls would never vote for a female presidential candidate.

### **Race matters**

Asian students are the most likely to vote for a female presidential candidate with 88 percent of respondents answering in the affirmative. Hispanic and Native American students are the least likely to vote for a female candidate. Merely 71 percent of Native American respondents and 73 percent of Hispanic respondents said they would vote for a female presidential candidate. Eighty-five percent of Black teens and 84 percent of White teens said they would vote for a female presidential candidate.

### **Candidate differences**

Reflecting more progressive tendencies of different candidates and therefore of their likely voters, supporters of Ralph Nader are the most likely to vote for a female presidential candidate—88 percent. Bush supporters are the least likely. Still 81 percent of those who would vote for Bush would vote for a female presidential candidate.

### **Among eligible and likely voters**

The respondents who are eligible to vote are slightly less likely to be willing to vote for a female presidential candidate (81% to 84%). Teens who are likely voters are slightly less likely to vote for a female presidential candidate. The difference is well within the margin of error, which is high because of the small number of eligible and likely voters in the sample.

## **Twenty-four Years Until the First Female President**

The 2000 presidential election brought to the fore the most viable female presidential candidate ever. The very qualified Elizabeth Dole made a strong early challenge to George W. Bush, but eventually bowed out of the race and endorsed her Republican rival. Nearly one-in-ten respondents believe that 2004 will be the magic year for Dole or another female presidential candidate.

Forty-one percent think we will elect a female president in the next 10 years. Two-thirds think the next 20 years will bring the first female president. Eighty-three percent believe that by 2050, America will elect a female president.

On average, respondents believe it will be 24 years before we have a female president. Still, 12 percent think America will never elect a female president.

### **Girls believe a female president will be elected sooner than boys**

Girls are much more likely to believe that America will elect its first female president sooner than boys. Girls are nearly twice as likely to believe that this feat will be accomplished in the next election cycle (12% to 7%) or in the next 10 years (53% to 30%).

Eight-in-ten girls think there will be a female president of the United States within 20 years. Nine-out-of-ten female respondents think this will happen by 2050.

On average, girls think it will be 20 years before we elect a female president, compared to an expectation of 29 years for boys. Boys are also three times as likely to believe that America will never elect a female president (17% to 6%).

## **Likely voters think it will take longer**

The respondents who are likely to vote this election think it will be longer before America elects a female president than those who are not likely to vote. The average likely voter thinks it will be 24 years before we elect a female president, compared to 20 years for the non-voter.

## **Half who would not vote for a female president think we will never have one**

Whether a person would be willing to vote for a female presidential candidate has a strong impact on their view of how long it will be before America elects a female president. In fact, nearly half of those who say they would not vote for a female presidential candidate think America will never elect a female president.

Among those who would vote for a female presidential candidate, 46 percent think a female president will be elected in the next 10 years. Ninety-one percent of those think we will have a female president in the next 50 years. Only 5 percent of the respondents willing to vote for a female president think America will never elect a female president.

Among those who entertain the possibility that we will someday elect a female president, those who would not vote for such a candidate think it will take nearly twice as long for this to become reality (38 years to 22 years).

## **Likely Voters**

Because the presidential election is at the beginning of the school year, few high school students have turned 18 soon enough to participate in this year's vote. This survey sample includes 100 such voters. Though the margin of error is therefore large for this sample, their views are still important to consider. They are the voters with the most vested in the system; they are the ones that will have to live by its rules and regulations for the longest time to come.

## **Very confident they will vote**

Eighty-five percent of the respondents who are eligible to vote say that they will vote in this presidential election. This data is questionable due to the small sampling size and inconsistency with past trends indicating that less than a third of young voters typically show at the polls, still it displays that they believe it is important to cast a ballot.

## **Overwhelmingly support Bush**

Among eligible voters, 62 percent would vote for Bush, compared to 32 percent for Gore, 5 percent for Nader and 1 percent for Buchanan. Among likely voters, the numbers change only slightly. Bush still garners 62 percent of the vote, compared to 33 percent for Gore, four percent for Nader and still only one percent for Buchanan. Even despite the small sample size, the margin between Bush and Gore is large enough that we can statistically assume that the characterization is valid.

## **Voting on the Internet**

With merely one-third of eligible voters under the age of 30 choosing to cast a ballot in the last presidential election, it is apparent that current candidate appeals and voter participation programs are inadequate. Candidates, the media, the government establishment and political enthusiasts must find a better way to engage and therefore energize young voters.

## **The Internet as a news source and voting booth**

A Pew Foundation poll found that young people are more likely to use the Internet than any other source to find out about news in general, and politics in specific. These young people are Internet savvy and live in a world that is Internet friendly.

The 2000 Arizona presidential primary successfully demonstrated that voting via the Internet is viable. The Interprise Poll on Leadership shows that the Web may also be the best way to get them to participate in the political system.

## **The prospect – Increasing voter turnout by 50%**

The majority of teens surveyed said they would be more likely to vote if they were offered the opportunity to vote via the Internet. Adding 51 percent of young people to the rolls of a young electorate would turn record low rates of turnout to record highs. This figure provides dramatic support for the Internet as a simple yet effective way to boost voter participation.

## **Three-quarters of non-voters say they would vote with the Internet**

Seventy-four percent of teens that are eligible to vote but are choosing not to vote this election say they would be more likely to vote if they were given the opportunity to vote using the Internet. This is in addition to the 56 percent of eligible teen voters who say they are intending to vote in this election but would be even more likely to do so if voting were conducted over the Internet.

## **Overcoming the Digital Divide**

Much has been made in the last year over the Digital Divide, the relative difference in access to technology for different communities. The findings of the Interprise Poll show that providing access to the Internet and further, providing voting via the Internet, could dramatically increase minority participation in politics.

Ethnic minority students are much more likely to vote if given the opportunity to do so via the Internet, compared to White students. While 63 percent of minority students would be more likely to vote if the Internet were an option, only 48 percent of White students agree. In fact, three-quarters of Native American students, and two-thirds of Asian students would be more likely to vote using the Internet than the traditional voting booth.

## **Demographics**

### **Age**

The survey was specifically targeted to older teens to provide a sample richer in eligible voters. The average age of the respondents is 16.5 years old. Nearly half of the respondents are 17 years old. One-tenth are 18 years or older and are therefore eligible to vote in the 2000 presidential election. Twenty-nine percent are 16 or younger.

### **Grade**

The average grade of the respondents is 11<sup>th</sup>. Merely two percent are in 9<sup>th</sup> grade, while 16 percent are in 10<sup>th</sup> grade and 29 percent are in 11<sup>th</sup> grade. More than half of the respondents are in 12<sup>th</sup> grade. Older students were particularly targeted in this sample to increase the percentage of respondents who are eligible to vote in this election cycle. Because it is the beginning of the school year, many 12<sup>th</sup> graders have yet to turn 18 years old.

### **Seniors**

Since more than half of the respondents are in their final year of high school and most will be eligible to vote by the time they finish this school year, seniors provide a good snapshot of the voters of the near future. While only one-fifth of this group are currently eligible to vote, they are more likely to be following the political process and will join the electorate in the near future.

Respondents who are in their final year of high school are more likely to attribute credit for the successful economy to business leaders than juniors, sophomores and freshman. Seniors are slightly more likely to think there is too much corporate influence in the political system.

Fifty-four percent of seniors choose Bush, compared to 40 percent for Gore, four percent for Nader and two percent for Buchanan. Fifty-two percent of seniors and 51 percent non-seniors would be more likely to vote if given the opportunity to do so via the Internet. Eighty-three percent of high school seniors would vote for a female presidential candidate. They expect that it will be 24 years before we elect a female president.

### **Gender**

The sample is representative based on gender. It is evenly divided between boys (503 respondents) and girls (502 respondents).

Gender was a factor in many of the questions asked in the Interprise Poll on Leadership.

Girls are slightly more likely to believe George W. Bush will be the best president for the economy. Boys are more likely to give businesspeople credit for the economic expansion. Both boys and girls are equally likely to overwhelmingly select Bill Gates as the most influential business leader. Boys are more likely than girls to think that there is too much corporate influence over the political system.

There is a large gender gap concerning whether or not respondents would vote for a female presidential candidate. Boys are four times more likely to say that they would not be willing to vote for a female presidential candidate under any circumstance (27% to 6%). Girls are much more likely to believe that America will elect its first female president sooner than boys.

The boys surveyed are more likely to vote in this election. They are also slightly more likely to say they would be more likely to vote

if given the opportunity to do so over the Internet.

## **Race**

The sample is essentially representative with respect to race. Seventy-two percent of the respondents are White, compared to 11 percent who are Black/African-American, six percent who are Hispanic, five percent who are Asian and one percent who are Native American. Additionally, 5 percent of respondents identified themselves as mixed ethnicity.

Race plays a role in the answers to a number of the questions included in the Interprise Poll. Native American, Hispanic and Black students are most likely to think Bill Gates is the most influential business leader. White respondents are most likely to think that companies have too much influence in the political system. Native Americans and Blacks are the least likely to think there is too much money in politics.

Gore and Bush are virtually tied among Asian voters with 49 percent and 47 percent respectively. Gore has an almost three-to-one lead among black voters – 71 percent to 26 percent. While Gore still leads among young Hispanics, the lead is not very significant. Gore has 49 percent, compared to Bush's 41 percent. Bush has a dominating lead among Native American teens, 71 percent to Gore and Nader each at 14 percent.

Asian students are most likely to vote for a female presidential candidate with 88 percent of respondents answering in the affirmative. Hispanic and Native American students are least likely to vote for a female candidate. Minority students are much more likely to vote if given the opportunity to do so via the Internet, compared to White students.

## **Survey Methods**

Results are based on classroom surveys with 1,014 students, aged 13 to 19. For results based on the total sample of national students, one can say with 95 percent confidence that the margin of sampling error is +/- 3.1 percentage points. The margin of error for results based on sub-samples are identified with the specific queries.

For a full copy of the data report for this survey, contact Edwin Bodensiek at [ebodensiek@ja.org](mailto:ebodensiek@ja.org) or (719) 540-6297.

[Copyright © Junior Achievement Inc. 2001](#)