

WINNING THE ISSUES NATIONAL BRAND SURVEY

April 2002

1000 RVs

1. Generally speaking, would you say things in the country are headed in the right direction, or are things seriously headed off on the wrong track?

1. Right Direction	53
2. Don't Know/Refused (DO NOT READ)	15
3. Wrong Track	32

2. Overall would you say that you approve or disapprove of the job George Bush is doing as President?

1. Approve	72
2. Don't know/refused (DO NOT READ)	6
3. Disapprove	22

Please tell me for each of the following whether you have a favorable or an unfavorable impression. (IF CHOICE IS MADE, ASK:) Would you say you have a strongly (FAVORABLE/UNFAVORABLE) impression or just a somewhat (FAVORABLE/UNFAVORABLE) impression? (ROTATE 3-4)

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. Republicans in Congress	99	55	32	13
4. Democrats in Congress	100	52	35	12

5. Which of the following issues would you say is most important to you in deciding how to vote for Congress? (ROTATE)

1. Economy	18
2. Education	16
3. Social Security/Retirement	13
4. National Defense/Foreign Affairs	11

5. Health care/Rx	10
6. Terrorism	8
7. Jobs	5
8. Taxes	5
9. National Debt	2
10. Crime and Safety	2
11. Environment	2
12. Campaign Finance	1
13. Other	1
14. Don't know/Refused (DO NOT READ)	5

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q7-14), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
6. Education	37	45
7. Social Security	35	49
8. Health Care/Rx	32	49
9. Economy/Jobs	44	41
10. Taxes	47	37
11. Crime and Safety	45	31
12. National Debt	42	40
13. National Defense/Foreign Affairs/Terrorism	58	25

14. In the last couple of weeks have you seen, heard or read anything that Congressional Republicans were doing?

1. Yes	26
2. No	74

15. What was it? (ROTATE?)

1. Terrorism/September 11	28
2. National Defense/Foreign Affairs/Military	13
3. Campaign Finance Reform	11
4. Economy	10
5. War in Israel	10
6. Environment/Alaskan Drilling/Pollution/Oil	9
7. Education Related	8
8. Taxes/Reform/Cuts/Bill	7
9. Social Security	5
10. National Debt	5
11. Read or Heard Something/Don't Remember	4
12. Enron	4
13. Health Care/Rx/Medicare	3
14. Getting/Not Getting Along with Other Party	2
15. Job Crunch	2
16. Home Utilities Costs and Energy Prices	2
17. Upcoming Election Issues/Current Campaigns	2
18. Democrats' Opposition to Bush Judicial Nominees	1
19. Trying to Pass Bills/Start Programs	1
20. Arguing/Fighting Within Party	1
21. Abortion	1
22. Other	8
23. Don't Know/Refused (DO NOT READ)	3

16. Did it make you more or less likely to vote for Congressional Republican candidates?

1. More Likely	41
2. Less Likely	34
3. No Difference	25

17. In the last couple of weeks have you seen, heard or read anything that Congressional Democrats were doing?

1. Yes	20
2. No	80

18. What was it? (ROTATE?)

1. Terrorism/September 11	17
2. Campaign Finance	12
3. Economy/Unemployment	9
4. Environment/Arctic Drilling	9
5. Attacking Bush/Oppose all things Bush does	8
6. Education Related	8
7. Social Security	8
8. Getting/Not Getting Along with Other Party	7
9. Taxes	6
10. National Defense/Foreign Affairs	5
11. Read or Heard Something/Don't Remember	5
12. Health Care/Rx/Medicare/Patients' Bill of Rights	4
13. Budget/Cutting Funding/Programs	4
14. Democrats Being Too Negative	3
15. War in Israel	3
16. Trying to Pass Bills	3
17. Stem Cell Research	2
18. Enron	2
19. Arguing/Fighting Within Bills	1
20. Democrats' Opposition to Bush Judicial Nominees	1
21. Crime and Safety	1
22. Job Crunch	1
23. Public Lands	1
24. Elections/Issues	1
25. Tax Refunds	1
26. Other	11
27. Don't Know/Refused (DO NOT READ)	2

19. Did it make you more or less likely to vote for Congressional Democratic candidates?

1. More Likely	37
2. Less Likely	38
3. No Difference	25

20. If the elections were held today for U.S. Congress, would you be more likely to vote for the (ROTATE) Republican candidate or the Democratic candidate? (IF UNDECIDED ASK:) would you be leaning toward (ROTATE) the Republican candidate or the Democratic candidate?

1. Republican	39
2. Lean Republican	3
3. Undecided	13
4. Lean Democrat	2
5. Democrat	40
6. Don't Know/Refused (DO NOT READ)	3
TOTAL REPUBLICAN	42
TOTAL DEMOCRAT	42

21. Which statement do you agree with more?

President Bush was not paying enough attention to the Middle East and is somewhat to blame for things getting out of control in Israel. Or...

President Bush was paying attention to the conflict in the Middle East, but it is so volatile that situations can escalate very quickly.

1. Was not paying enough attention	20
2. Too volatile	73
3. Don't Know/Refused (DO NOT READ)	6

22. In thinking about your retirement, which one of the following list concerns you the most?

1. Health Care Costs	27
2. That I will get my Social Security benefits	21
3. That my 401k and/or IRA accounts will be there when I need them	16
4. Being able to afford prescription drugs	14
5. That I won't be able to retire	11
6. Other	-
7. Don't Know/Refused (DO NOT READ)	10

23. How important do you think high speed Internet service, also known as broadband, will be to you in the next 3-5 years?

1. Very Important	35
2. Somewhat Important	27
3. Not Very Important	16
4. Not Important At All	16
5. Don't Know/Refused (DO NOT READ)	6
TOTAL IMPORTANT	62
TOTAL NOT IMPORTANT	32

27. Now I would like to ask you several questions about telecommuting, the means to work from home using the Internet: How many total minutes round trip do you spend a day commuting?

1. Don't Commute	31
2. 0-30 Minutes	29
3. 30-60 Minutes	20
4. 60-90 Minutes	7
5. Over 90 Minutes	10
6. Don't Know/Refused (DO NOT READ)	4

28. Do you feel that being able to work from home via telecommuting would make you a better parent or spouse?

1. Yes	43
2. No	46
3. Don't Know/Refused (DO NOT READ)	11

29. How likely is it that telecommuting would improve your quality of life?

1. Very Likely	22
2. Somewhat Likely	32
3. Somewhat Not Likely	8
4. Not Likely At All	33
5. Don't Know/Refused (DO NOT READ)	4
TOTAL LIKELY	54
TOTAL NOT LIKELY	42

30. Would you say you agree with or disagree with the following statement?

Telecommuting would improve the quality of my work because not having to commute would give me more time for work and eliminate a significant amount of daily stress. Being at home would let me better control my work environment, which would make me more productive.

1. Agree	46
2. Disagree	39
3. Don't Know/Refused (DO NOT READ)	14

31. If you were given a choice between two jobs—one with a higher salary, but without the ability to telecommute, or one with a lower salary, but with the option to telecommute, which would you choose?

1. Higher Salary	47
2. Telecommute	36
3. Depends on Amount	7
4. Don't Know/Refused (DO NOT READ)	11

32. Which of the following items is the biggest concern you have about telecommuting?

1. Not having enough contact with co-workers	20
2. Not being able to separate my home and work environment	19
3. Being out of the 'information loop'	10
4. Not enough face time with your boss or other higher ups	6
5. Not being able to handle computer problems I might have from home	5
6. Missing good assignments or opportunities because I was not at the office	5
7. Not being able to attend key meetings	3
8. Not being able to access memos or files that I need	3
9. I have no concerns	13
10. Don't Know/Refused (DO NOT READ)	14

33. If telecommuting is not an option in your current job, why not?

1. Nature of my job	36
2. Doesn't fit culture/style of organization	10
3. Never been considered	8
4. My company doesn't have the technological capability	5
5. Management resistance	3
6. It is an option	13
7. Don't Know/Refused (DO NOT READ)	24

34. If, through technology, you were able to have immediate face to face contact from home with any co-worker, perform any task you might otherwise perform at work, and be able to attend and organize meetings from home that made it seem like you were really at the meeting, how much more likely would you be willing to telecommute?

1. Much more likely	27
2. Somewhat more likely	23
3. It would make no difference	43
4. Don't Know/Refused (DO NOT READ)	7
TOTAL MORE LIKELY	50
TOTAL NO DIFFERENCE	43

Now just a few demographic questions for statistical purposes only—

35. In what year were you born?

1. 18-34	17
2. 35-44	21
3. 45-54	22
4. 55-64	16
5. 65+	22
6. Refused (DO NOT READ)	3

36. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?

1. Republican	33
2. Democrat	35
3. Independent	27
4. Other	4
5. Don't Know/Refused (DO NOT READ)	1

37. If you had to classify yourself, would you say you are (ROTATE) liberal, moderate, or conservative in your political beliefs?

1. Liberal	19
2. Moderate	49
3. Conservative	30
4. Don't Know/Refused (DO NOT READ)	2

38. Are there children in your household under the age of 18 years old?

1. Yes	35
2. No	64
3. Don't Know/Refused (DO NOT READ)	1

39. What is your current marital status?

1. Single, never married	16
2. Married	62
3. Separated	-
4. Divorced	10
5. Widowed	10
6. Don't Know/Refused (DO NOT READ)	2

40. What is the annual income of your household before taxes? Is it...

1. Less than 15K	8
2. 15K-30K	14
3. 30K-50K	19
4. 50K-75K	17
5. 75K-100K	10
6. Over 100K	10
7. Don't Know/Refused (DO NOT READ)	21

41. What is your religion?

1. Mainline Protestant	41
2. Catholic	23
3. Evangelical/Fundamentalist Protestant	6
4. Atheist/Agnostic	3
5. Jewish	2
6. Mormon	2
7. Other	15
8. Don't Know/Refused (DO NOT READ)	9

42. What is your race?

1. White	79
2. African-American	8
3. Hispanic	4
4. Asiatic	1
5. Other	2
6. Don't Know/Refused (DO NOT READ)	6

43. Gender (by observation)

1. Male	48
2. Female	52

44. What type of area do you live in? (TAKEN FROM SAMPLE)

1. Urban	25
2. Suburban	51
3. Rural	24

45. Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	27
3. Midwest	21
4. Plains/Mountains	17
5. West Coast	16