WINNING THE ISSUES NATIONAL BRAND SURVEY
August 29-30, 2001
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	**40**
2. Don't Know/Refused **(DO NOT READ)**	**16**
3. Wrong Track	**44**

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

1. Approve	**51**
2. Don't know/refused **(DO NOT READ)**	**9**
3. Disapprove	**40**

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**	**100**	**49**	**39**	**11**
4. **Democrats in Congress**	**100**	**51**	**36**	**12**

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

1. Education	**19**
2. Social Security	**15**
3. Health Care/Rx	**11**
4. The Economy	**18**
5. Taxes	**8**
6. Crime and Safety	**4**
7. Environment	**4**
8. National Defense/Foreign Affairs	**6**
9. National Debt	**4**
10. Home Utility Costs and Gas and Energy Prices	**3**
11. Campaign Finance	**1**
12. Other	**4**
13. Don't know/Refused **(DO NOT READ)**	**3**

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

	REPUBLICAN PARTY	DEMOCRATIC PARTY
6. Education	**38**	**47**
7. Social Security	**36**	**49**
8. Health Care/Rx	**32**	**49**
9. Economy	**42**	**45**
10. Taxes	**47**	**40**
11. Crime and Safety	**42**	**35**
12. National Debt	**39**	**45**
13. Home Utilities Costs and Gas and Energy Prices	**35**	**43**

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

1. Yes	**36**
2. No	**64**

15. What was it? (ROTATE?)

1. Taxes	**25**
2. Social Security	**18**
3. Environment/Drilling/Oil	**9**
4. Budget/Cutting Funding	**9**
5. Defense/Foreign Affairs	**7**
6. Economy	**7**
7. Don't Remember	**7**
8. Education	**6**
9. Home Utility Costs/Energy Prices	**6**
10. Health Care/Prescription Drugs	**5**
11. Stem Cell	**4**
12. Chandra Levy/Condit	**4**
13. National Debt	**3**
14. Campaign Finance Reform	**3**
15. Trying to pass bills	**2**
16. Gun control	**1**
17. Corruption/Scandal	**1**
18. Not getting along with Dems	**1**
19. Other	**6**
20. Don't Know/Refused **(DO NOT READ)**	**6**

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

1. More Likely	**28**
2. Less Likely	**48**
3. No Difference **(DO NOT READ)**	**24**

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

1.	Yes	**29**
2.	No	**71**

18. What was it? (ROTATE?)

1.	Social Security	**25**
2.	Condit/Chandra Levy	**18**
3.	Taxes	**18**
4.	Don't remember	**9**
5.	Health Care/Prescription Drugs	**9**
6.	Budget/Cutting Funding	**8**
7.	Attack Bush	**6**
8.	Economy	**6**
9.	Environment	**5**
10.	Education	**5**
11.	Not getting along with GOP	**4**
12.	Defense/Foreign Affairs	**3**
13.	Home Utility Costs/Energy Prices	**2**
14.	Dems too negative	**2**
15.	Campaign Finance	**2**
16.	Stem Cell	**1**
17.	Gun Control	**1**
18.	National Debt	**1**
19.	Other	**8**
20.	Don't Know/Refused **(DO NOT READ)**	**3**

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

1.	More Likely	**41**
2.	Less Likely	**38**
3.	No Difference **(DO NOT READ)**	**21**

20. **If the elections were held today for US Congress in your state, would you be more likely to vote for (ROTATE) the Republican candidate or the Democrat candidate? (IF UNDECIDED ASK:) would you be leaning toward (ROTATE) the Republican candidate or the Democrat candidate?**

1.	Republican	**36**
2.	Lean Republican	**4**
3.	Undecided	**11**
4.	Lean Democrat	**3**
5.	Democrat	**43**
6.	Don't know/Refused **(DO NOT READ)**	**3**
	TOTAL REPUBLICAN	**40**
	TOTAL DEMOCRAT	**46**

21. **If the elections were held today for U.S. Congress, would you be more likely to vote for: (ROTATE)**

The Republican candidate, who says the reduction in the surplus was caused by a slowing economy, and that the recently passed tax cuts will spur the economy, and create jobs. Republicans will protect Social Security, Medicare, and fund Bush's education initiatives. The biggest threat to the surplus and economy is government spending.

The Democratic candidate, who says that the reduction in the deficit was caused by the huge Bush tax cuts which are returning the country to Reagan style deficits, and threatening key programs such as Social Security, Medicare, and education. We need leadership that will provide a more balanced and responsible approach to the economy.

(IF UNDECIDED ASK:) would you be leaning toward (ROTATE) the Republican candidate or the Democratic candidate?

1.	Republican	**45**
2.	Lean Republican	**3**
3.	Undecided	**5**
4.	Lean Democrat	**2**
5.	Democrat	**41**
6.	Don't Know/Refused **(DO NOT READ)**	**3**

TOTAL REPUBLICAN	**49**
TOTAL DEMOCRAT	**44**

22. Given that new government estimates show that the government surplus will be smaller than anticipated, what do you think is the most important reason for the decrease in the surplus? (ROTATE)

1.	Slowing economy	**45**
2.	Recent tax cuts	**24**
3.	Increased government spending	**22**
4.	Don't know/Refused **(DO NOT READ)**	**9**

23. With the slowdown in the economy, less tax revenue is being collected than had been expected. Of the following two ways of dealing with this, which one do you think is best? (ROTATE)

1.	To put triggers on the recently passed tax cuts that would let them go into effect only when we can afford them	**27**
2.	To slow down the rate at which federal government spending is increasing	**63**
3.	Neither **(DO NOT READ)**	**4**
4.	Some of both **(DO NOT READ)**	**3**
5.	Don't know/Refused **(DO NOT READ)**	**4**

24. If the government had to use Social Security funds to pay for the budget, Republicans would say it was caused by a slowing economy, and Democrats would say it was caused by the huge Bush tax cut. After hearing this, if the elections were held today for U.S. Congress, would you be more likely to vote for (ROTATE) the Republican candidate or the Democrat candidate?

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

1.	Republican	**43**
2.	Lean Republican	**2**
3.	Undecided	**7**
4.	Lean Democrat	**1**
5.	Democrat	**45**

6. Don't Know/Refused **(DO NOT READ)**	**2**
TOTAL REPUBLICAN	**45**
TOTAL DEMOCRAT	**46**

Now just a few questions on a different topic,

25. Is either DSL or Cable modem available in your home area?

1. Yes	**64**
2. No	**18**
3. Don't know	**17**
4. Refused **(DO NOT READ)**	*****

26. Which of the following services do you use at home for accessing the Internet?

1. Fast	**19**
2. Slow	**49**
3. Don't know	**33**
4. Don't access the Internet	**32**
5. Refused **(DO NOT READ)**	**1**

27. A. What is the <u>most</u> important reason you got this higher speed service?

1. Ability to have more than one PC connected (GO TO Q29)	**5**
2. Dial up connections are too slow (GO TO Q29)	**32**
3. Faster access to high bandwidth content	**31**
4. Used for home office or small business (GO TO Q29)	**17**
5. Don't know (GO TO Q29)	**13**
6. Refused **(DO NOT READ)**	**2**

B. What is the most important reason why you don't use a higher speed service?

1. Too expensive (GO TO Q28)	**32**
2. Not available (GO TO Q28)	**17**
3. Not interested (GO TO Q28)	**21**
4. Waiting for a really compelling reason (GO TO Q28)	**8**
5. Didn't know it was available (GO TO Q28)	**6**
6. Don't know/unsure (GO TO Q28)	**14**
7. Refused **(DO NOT READ)** (GO TO Q28)	**3**

28. If you could do the following things because of high speed Internet access, would you purchase high speed services?
- **Acquire new education or training for you or your children**
- **Work from home part time or full time**
- **Improve the range of health care information available to you or a family member**
- **High definition video – movies and other video over your PC**
- **CD quality internet radio**
- **On-line gameplay**

(IF ANSWERED YES/NO ASK:) Is that definitely (YES/NO) or probably (YES/NO)?

1. Definitely yes	**17**
2. Probably yes	**27**
3. Probably no	**15**
4. Definitely no	**25**
5. Don't know/unsure (GO TO Q29)	**13**
6. Refused **(DO NOT READ)** (GO TO Q29)	**2**
TOTAL YES	**44**
TOTAL NO	**41**

29. Would you agree or disagree that faster Internet access at home would make it more possible for you to telecommute?

1. Agree	**58**
2. Disagree	**21**
3. Don't know/unsure	**19**
4. Don't Know/Refused **(DO NOT READ)**	**2**

Now just a few demographic questions for statistical purposes only—

30. In what year were you born?

1.	18-34	**26**
2.	35-44	**19**
3.	45-54	**21**
4.	55-64	**13**
5.	65+	**19**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

31. 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**

32. If you had to classify yourself, would you say you are a 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**

33. 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**

34. What is your current marital status?

1.	Single, never married	**21**
2.	Married	**60**
3.	Separated	**2**
4.	Divorced	**8**
5.	Widowed	**8**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

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

1.	Less than 15K	**9**
2.	15K-30K	**15**
3.	30K-50K	**20**
4.	50K-75K	**17**
5.	75K-100K	**8**
6.	Over 100K	**11**
7.	Don't Know/Refused **(DO NOT READ)**	**21**

36. What is your religion?

1.	Mainline Protestant	**25**
2.	Catholic	**25**
3.	Evangelical/Fundamentalist Protestant	**7**
4.	Atheist/Agnostic	**4**
5.	Jewish	**1**
6.	Mormon	**2**
7.	Other	**25**
8.	Don't Know/Refused **(DO NOT READ)**	**10**

37. What is your race?

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

33. Gender (by observation)

1. Male	**48**
2. Female	**52**

34. Region (TAKEN FROM SAMPLE)

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