WINNING THE ISSUES NATIONAL BRAND SURVEY
January 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	**62**
2. Don't Know/Refused **(DO NOT READ)**	**24**
3. Wrong Track	**14**

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

1. Approve	**79**
2. Don't know/refused **(DO NOT READ)**	**7**
3. Disapprove	**14**

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	56	29	15
4. **Democrats in Congress**	100	51	34	15

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

1. Economy	**22**
2. Education	**15**
3. National Defense/Foreign Affairs	**10**
4. Health Care/Rx	**10**

5. Social Security	8
6. Jobs	6
7. Taxes	6
8. Terrorism	6
9. Environment	3
10.Crime and Safety	2
11.Home Utility Costs and Gas and Energy Prices	2
12.Campaign Finance	2
13.National Debt	1
14.Other	1
15.Don't know/Refused **(DO NOT READ)**	7

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

	REP	DEM
6. **Education**	42	42
7. **Social Security**	36	46
8. **Health Care/Rx**	31	49
9. **Economy/Jobs**	45	40
10. **Taxes**	50	36
11. **Crime and Safety**	49	29
12. **National Debt**	45	39
13. **Home Utilities and Energy Prices**	37	41
14. **National Defense/Foreign Affairs/Terrorism**	62	22

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

1. Yes	**31**
2. No	**69**

16. What was it? (ROTATE?)

1. Taxes/Reform/Cuts/Bill	**22**
2. Terrorism/September 11	**22**
3. The Economy	**19**
4. Enron	**13**
5. Education Related	**11**
6. National Defense/Foreign Affairs/Military	**9**
7. Read or heard something/Don't remember	**6**
8. Trying to pass bills/Start programs	**5**
9. Getting/Not getting along with other party	**4**
10. Health Care/Rx/Medicare	**3**
11. Environment/Alaskan drilling/Pollution/Oil	**3**
12. Crime and Safety	**3**
13. Budget/Cutting Funding/Programs	**2**
14. Airline Industry/Subsidizing Big Business	**2**
15. Bush being attacked/Don't agree with Bush	**2**
16. Job Crunch	**1**
17. Social Security	**1**
18. Upcoming Election Issues/Current Campaigns	**1**
19. Tribunal Courts/Prison System	**1**
20. Home Utilities Costs and Energy Prices	**1**
21. Other	**3**
22. Don't Know/Refused **(DO NOT READ)**	**6**

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

1. More Likely	**42**
2. Less Likely	**33**
3. No Difference	**25**

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

1.	Yes	**30**
2.	No	**70**

19. What was it? (ROTATE?)

1.	Taxes	**31**
2.	The Economy	**16**
3.	Enron	**12**
4.	Attacking Bush/Oppose all things Bush does	**11**
5.	Education Related	**10**
6.	Terrorism/September 11	**8**
7.	Social Security	**7**
8.	Budget/Cutting Funding/Programs	**6**
9.	Getting/Not getting along with other party	**5**
10.	Trying to pass bills	**5**
11.	Health Care/Rx/Medicare/Patients' Bill of Rights	**5**
12.	National Debt	**4**
13.	National Defense/Foreign Affairs	**4**
14.	Read or heard something/Don't remember	**4**
15.	Job Crunch	**3**
16.	Elections/Issues	**2**
17.	Environment	**2**
18.	Tax Refunds	**2**
19.	Campaign Finance	**1**
20.	Senate Majority	**1**
21.	Home Utilities Costs and Energy Prices	**1**
22.	Corruption/Scandal/Cleaning up after Clinton	**1**
23.	Democrats being too negative	**1**
24.	Airports	**1**
25.	Public Lands	**1**
26.	Other	**4**
27.	Don't Know/Refused **(DO NOT READ)**	**5**

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

1.	More Likely	**35**
2.	Less Likely	**43**
3.	No Difference	**21**

21. 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	**39**
2.	Lean Republican	**4**
3.	Undecided	**15**
4.	Lean Democrat	**3**
5.	Democrat	**36**
6.	Don't Know/Refused **(DO NOT READ)**	**2**
	TOTAL REPUBLICAN	**43**
	TOTAL DEMOCRAT	**39**

22. If the elections were held today for U.S. Congress, would you be more likely to vote for:

The (ROTATE) Republican candidate, who supports the President's plan to turn the economy around, create jobs, and improve retirement savings.

The Democratic candidate, who supports the President on the war on terrorism, but wants to delay the Republican tax cuts so we don't have to use Social Security trust money to pay for them and wants to extend unemployment and health care benefits to those thrown out of work as a result of 9/11, is concerned that the Republicans are too close to big business at the expense of the average American, like the Enron situation which has shown how risky Republican policies on retirement are.

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

1.	Republican	**46**
2.	Lean Republican	**3**
3.	Undecided	**9**
4.	Lean Democrat	**3**
5.	Democrat	**37**
6.	Don't Know/Refused **(DO NOT READ)**	**3**
	TOTAL REPUBLICAN	**48**
	TOTAL DEMOCRAT	**39**

23. **Recently the Enron Corporation collapse has been in the news. Which one of the following statements about Enron is closer to your views?**

    Enron officials engaged in unethical or illegal business practices and deceived their own employees and the government.

    The problem occurred because of lax government oversight due to Enron's close connection and campaign contributions to key political figures.

1.	Engaged in Illegal Practices	**68**
2.	Lax Government Oversight	**14**
3.	Don't Know/Refused **(DO NOT READ)**	**17**

Now just a few demographic questions for statistical purposes only—

24. In what year were you born?

1.	18-34	**21**
2.	35-44	**20**
3.	45-54	**23**
4.	55-64	**14**
5.	65+	**20**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

25. 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**

26. 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**

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

1.	Yes	**34**
2.	No	**65**
3.	Don't Know/Refused **(DO NOT READ)**	**1**

29. What is your current marital status?

1.	Single, never married	**19**
2.	Married	**61**
3.	Separated	**1**
4.	Divorced	**8**
5.	Widowed	**9**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

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

1.	Less than 15K	**8**
2.	15K-30K	**12**
3.	30K-50K	**22**
4.	50K-75K	**18**
5.	75K-100K	**10**
6.	Over 100K	**11**
7.	Don't Know/Refused **(DO NOT READ)**	**20**

31. What is your religion?

1.	Mainline Protestant	**25**
2.	Catholic	**24**
3.	Evangelical/Fundamentalist Protestant	**8**
4.	Atheist/Agnostic	**4**
5.	Jewish	**2**
6.	Mormon	**2**
7.	Other	**26**
8.	Don't Know/Refused **(DO NOT READ)**	**10**

32. What is your race?

1. White	**83**
2. African-American	**6**
3. Hispanic	**4**
4. Asiatic	**2**
5. Other	**1**
6. Don't Know/Refused **(DO NOT READ)**	**3**

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**