

WINNING THE ISSUES NATIONAL BRAND SURVEY
July 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	43
2. Don't Know/Refused (DO NOT READ)	16
3. Wrong Track	41

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

1. Approve	64
2. Don't know/refused (DO NOT READ)	29
3. Disapprove	7

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	51	36	13
4. Democrats in Congress	100	51	36	13

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

1. The Economy	17
2. Education	15
3. Social Security/Retirement	11

4. National Defense/Foreign Affairs	10
5. Health care/Rx	9
6. Terrorism	8
7. Environment	4
8. Jobs	4
9. Taxes	4
10. Corporate Accountability	3
11. Crime and Safety	3
12. National Debt	1
13. Campaign Finance	1
14. Other	4
15. Don't know/Refused (DO NOT READ)	6

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	36	49
7. Social Security	31	51
8. Health Care/Rx	30	51
9. Economy/Jobs	42	43
10. Taxes	44	39
11. Crime and Safety	43	33
12. National Debt	39	43
13. National Defense/Foreign Affairs/Terrorism	56	28

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. Enron/Corporate Accountability/Inspection	36
2. Terrorism/September 11	31
3. Upcoming Election Issues/Current Campaigns	12
4. Health Care/Rx/Medicare	9
5. Economy/Employment/Budget	9
6. Environment/Alaskan Drilling/Pollution/Oil	5
7. Arguing/Fighting/Partisan Relations	4
8. George Bush mention	3
9. Education Related	2
10. National Defense/Foreign Affairs/Military	2
11. Democrats' Opposition to Bush Judicial Nominees	1
12. Crime and Safety	1
13. Taxes/Reform/Cuts/Bill	1
15. Read or heard something/Don't remember	3
16. Other	11
17. 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	38
2. Less Likely	35
3. No Difference	27

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. Arguing/Fighting/Partisan Issues	30
2. Enron/Corporate Accountability	29
3. Health Care/Rx/Medicare/Patients' Bill of Rights	13
4. The Economy/Unemployment	13
5. Terrorism/September 11/CIA/FBI	12
6. Education Related	6
7. Crime and Safety	5
8. Trying to pass bills	4
9. Social Security	3
10. Environment/Arctic Drilling	2
11. Democrats' Opposition to Bush Judicial Nominees	1
12. Taxes	1
13. Campaign Finance	1
14. Elections/Issues	1
15. Read or heard something/Don't remember	4
16. Other	16
17. 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	38
2. Less Likely	36
3. No Difference	26

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	36
2. Democrat	39
3. Undecided	13
4. Lean Republican	4
5. Lean Democrat	4
6. Don't Know/Refused (DO NOT READ)	4
TOTAL REPUBLICAN	41
TOTAL DEMOCRAT	42

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 issue of corporate accountability is primarily unethical behavior by executives and the solution is to make sure they are prosecuted and go to jail, and pass laws that make the punishment for this behavior tougher and close accounting loopholes.

The Democratic candidate, who says the present corporate accountability problem is business-wide and fundamental change needs to occur, and that the Bush administration and Republicans will never do this because they are too close to business.

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

1. Republican	49
2. Democrat	34
3. Undecided	7
4. Lean Republican	4
5. Lean Democrat	3
6. Don't Know/Refused (DO NOT READ)	4
TOTAL REPUBLICAN	52
TOTAL DEMOCRAT	37

22. In regards to immigration, which of the following statements comes closest to your view?

President Bush and the Republicans are to blame for this because they are just too close to business and they have not taken the needed steps to correct the problem.

Democrats are just playing partisan politics and they are going overboard in response, which could hurt the economy rather than help.

The discussion of these issues that I see on the news and coming from Washington is too focused on the impact it will have on the political parties, I just want this problem solved.

Washington should just stay out of this, and not make it any worse

1. Bush and Republicans are to blame	18
2. Democrats playing partisan politics	19
3. I just want this problem solved	39
4. Washington should stay out of this	11
5. Don't Know/Refused (DO NOT READ)	13

Now just a few demographic questions for statistical purposes only—

23. In what year were you born?

1. 18-34	21
2. 35-44	18
3. 45-54	20
4. 55-64	16
5. 65+	23
6. Refused (DO NOT READ)	2

24. 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

25. 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

26. Are you or your spouse currently investing in any stocks and/or mutual funds or do you or your spouse have a pension, IRA, 401K or any sort of retirement savings plan?

1. Yes	74
2. No	24
3. Don't Know/Refused (DO NOT READ)	2

27. 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

28. What is your current marital status?

1. Single, never married	19
2. Married	60
3. Separated	1
4. Divorced	9
5. Widowed	9
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	9
2. 15K-30K	15
3. 30K-50K	21
4. 50K-75K	18
5. 75K-100K	9
6. Over 100K	10
7. Don't Know/Refused (DO NOT READ)	18

30. What is your religion?

1. Catholic	23
2. Mainline Protestant	21
3. Evangelical/Fundamentalist Protestant	8
4. Atheist/Agnostic	5
5. Jewish	2
6. Mormon	2

7. Other	29
8. Don't Know/Refused (DO NOT READ)	11

31. What is your race?

1. White	82
2. African-American	8
3. Hispanic	4
4. Asiatic	1
5. Other	1
6. Don't Know/Refused (DO NOT READ)	3

32. Gender (by observation)

1. Male	48
2. Female	52

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

1. Urban	26
2. Suburban	52
3. Rural	21

34. Region (TAKEN FROM SAMPLE)

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