

**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	<b>43</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>16</b>
3. Wrong Track	<b>41</b>

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

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

**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
<b>3. Republicans in Congress</b>	<b>100</b>	<b>51</b>	<b>36</b>	<b>13</b>
<b>4. Democrats in Congress</b>	<b>100</b>	<b>51</b>	<b>36</b>	<b>13</b>

- 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	<b>17</b>
2. Education	<b>15</b>
3. Social Security/Retirement	<b>11</b>

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

**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
<b>6. Education</b>	<b>36</b>	<b>49</b>
<b>7. Social Security</b>	<b>31</b>	<b>51</b>
<b>8. Health Care/Rx</b>	<b>30</b>	<b>51</b>
<b>9. Economy/Jobs</b>	<b>42</b>	<b>43</b>
<b>10. Taxes</b>	<b>44</b>	<b>39</b>
<b>11. Crime and Safety</b>	<b>43</b>	<b>33</b>
<b>12. National Debt</b>	<b>39</b>	<b>43</b>
<b>13. National Defense/Foreign Affairs/Terrorism</b>	<b>56</b>	<b>28</b>

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

1. Yes	<b>36</b>
2. No	<b>64</b>

**15. What was it? (ROTATE?)**

1. Enron/Corporate Accountability/Inspection	<b>36</b>
2. Terrorism/September 11	<b>31</b>
3. Upcoming Election Issues/Current Campaigns	<b>12</b>
4. Health Care/Rx/Medicare	<b>9</b>
5. Economy/Employment/Budget	<b>9</b>
6. Environment/Alaskan Drilling/Pollution/Oil	<b>5</b>
7. Arguing/Fighting/Partisan Relations	<b>4</b>
8. George Bush mention	<b>3</b>
9. Education Related	<b>2</b>
10. National Defense/Foreign Affairs/Military	<b>2</b>
11. Democrats' Opposition to Bush Judicial Nominees	<b>1</b>
12. Crime and Safety	<b>1</b>
13. Taxes/Reform/Cuts/Bill	<b>1</b>
15. Read or heard something/Don't remember	<b>3</b>
16. Other	<b>11</b>
17. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>6</b>

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

1. More Likely	<b>38</b>
2. Less Likely	<b>35</b>
3. No Difference	<b>27</b>

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

1. Yes	<b>29</b>
2. No	<b>71</b>

**18. What was it? (ROTATE?)**

1. Arguing/Fighting/Partisan Issues	<b>30</b>
2. Enron/Corporate Accountability	<b>29</b>
3. Health Care/Rx/Medicare/Patients' Bill of Rights	<b>13</b>
4. The Economy/Unemployment	<b>13</b>
5. Terrorism/September 11/CIA/FBI	<b>12</b>
6. Education Related	<b>6</b>
7. Crime and Safety	<b>5</b>
8. Trying to pass bills	<b>4</b>
9. Social Security	<b>3</b>
10. Environment/Arctic Drilling	<b>2</b>
11. Democrats' Opposition to Bush Judicial Nominees	<b>1</b>
12. Taxes	<b>1</b>
13. Campaign Finance	<b>1</b>
14. Elections/Issues	<b>1</b>
15. Read or heard something/Don't remember	<b>4</b>
16. Other	<b>16</b>
17. Don't Know/Refused <b>(DO NOT READ)</b>	<b>3</b>

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

1. More Likely	<b>38</b>
2. Less Likely	<b>36</b>
3. No Difference	<b>26</b>

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

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

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	<b>18</b>
2. Democrats playing partisan politics	<b>19</b>
3. I just want this problem solved	<b>39</b>
4. Washington should stay out of this	<b>11</b>
5. Don't Know/Refused <b>(DO NOT READ)</b>	<b>13</b>

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 ( <b>DO NOT READ</b> )	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 ( <b>DO NOT READ</b> )	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 ( <b>DO NOT READ</b> )	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 ( <b>DO NOT READ</b> )	2

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

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

**28. What is your current marital status?**

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

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

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

**30. What is your religion?**

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

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

**31. What is your race?**

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

**32. Gender (by observation)**

1. Male	<b>48</b>
2. Female	<b>52</b>

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

1. Urban	<b>26</b>
2. Suburban	<b>52</b>
3. Rural	<b>21</b>

**34. Region (TAKEN FROM SAMPLE)**

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