

WINNING THE ISSUES NATIONAL BRAND SURVEY
June 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	51
2. Don't Know/Refused (DO NOT READ)	33
3. Wrong Track	17

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

1. Approve	68
2. Don't know/refused (DO NOT READ)	7
3. Disapprove	25

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	57	34	9
4. Democrats in Congress	100	57	33	10

- 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	16
2. Education	14
3. National Defense/Foreign Affairs	11

4. Social Security/Retirement	11
5. Terrorism	10
6. Health Care/Prescription Drugs	8
7. Taxes	6
8. Jobs	6
9. Environment	3
10. National Debt	2
11. Crime and Safety	2
12. Campaign Finance	1
13. Other	5
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 Q6-13), (ROTATE) the Republican Party or the Democratic Party?

	REPUBLICAN PARTY	DEMOCRATIC PARTY
6. Education	36	47
7. Social Security	34	48
8. Health Care/Rx	31	48
9. Economy/Jobs	44	41
10. Taxes	45	38
11. Crime and Safety	46	29
12. National Debt	40	42
13. National Defense/Foreign Affairs/Terrorism	55	26

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

1. Yes	38
2. No	62

15. What was it? (ROTATE?)

1. Terrorism/September 11	29
2. FBI/CIA Investigations/Mergers	8
3. National Defense/Foreign Affairs/Military	7
4. Taxes/Reform/Cuts/Bill	6
5. Environment/Alaskan Drilling/Pollution/Oil	5
6. Health Care/Rx/Medicare	5
7. Trying to pass bills/Start programs	4
8. Social Security	4
9. Budget/Cutting Funding/Programs	3
10. Security Issues	3
11. Education Related	2
12. Enron	2
13. Campaign Finance Reform	2
14. Bush Being Attacked/Don't Agree with Bush	2
15. George Bush General Positive	1
16. The Economy	1
17. Crime and Safety	1
18. Getting/Not getting along with other party	1
19. National Debt	1
20. Upcoming Election Issues/Current Campaigns	1
21. War in Israel	1
22. Job Crunch	1
23. Tribunal Courts/Prison System	1
24. Read or heard something/Don't remember	11
25. Other	10
26. Don't Know/Refused (DO NOT READ)	9

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

1. More Likely	37
2. Less Likely	37
3. No Difference	26

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

1. Yes	34
2. No	66

18. What was it? (ROTATE?)

1. Possible Foreknowledge of Terrorist Attacks	16
2. FBI/CIA Investigations	14
3. Terrorism/September 11	12
4. Health Care/Prescription Drugs/Medicare/Patients' Bill of Rights	7
5. Attacking Bush/Oppose All Things Bush Does	7
6. Environment/Arctic Drilling	6
7. Getting/Not getting along with other party	4
8. National Defense/Foreign Affairs	4
9. Social Security	4
10. Enron	3
11. Crime and Safety	3
12. Education Related	3
13. Campaign Finance	2
14. Taxes	2
15. Budget/Cutting Funding/Programs	2
16. Judges	2
17. Trying to Pass	2
18. Democrats being too negative	1
19. National Debt	1
20. War in Israel	1

21. The Economy/Unemployment	1
22. Airports	1
23. Democrats Opposition to Bush Judicial Nominees	1
24. Read or Heard Something/Don't Remember	14
25. Other	12
26. 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	34
2. Less Likely	41
3. No Difference	25

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	37
2. Lean Republican	5
3. Undecided	14
4. Lean Democrat	7
5. Democrat	35
6. Don't Know/Refused (DO NOT READ)	3
TOTAL REPUBLICAN	42
TOTAL DEMOCRAT	41

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 federal deficit has been caused by the recession and the war on terrorism, and that President Bush's tax cuts helped to rein in the recession and make us stronger economically. Or...

The Democratic candidate, who says President Bush's irresponsible tax cuts for the rich are causing huge deficits which are resulting in the government spending Social Security Trust funds.

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

1. Republican	44
2. Lean Republican	3
3. Undecided	9
4. Lean Democrat	4
5. Democrat	35
6. Don't Know/Refused (DO NOT READ)	4
TOTAL REPUBLICAN	48
TOTAL DEMOCRAT	39

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

Congress does not need to pass additional immigration laws because existing immigration laws are sufficient if they were better enforced. Or...

Congress needs to pass additional immigration laws because the present system is ineffective.

1. Does not need additional laws	43
2. Needs to pass additional laws	50
3. Don't Know/Refused (DO NOT READ)	7

23. Would you favor or oppose Patients' Bill of Rights legislation if it raised health care premiums and increased lawsuits against employers and small business owners?

- | | |
|--|-----------|
| 1. Favor | 26 |
| 2. Oppose | 61 |
| 3. Don't Know/Refused (DO NOT READ) | 14 |

24. Which of the following two candidates for Congress would you be more likely to vote for?

- | | |
|---|-----------|
| 1. A candidate for Congress who is supported by small business | 65 |
| 2. A candidate for Congress who is supported by organized labor | 24 |
| 3. Don't Know/Refused (DO NOT READ) | 11 |

25. Which of the following two candidates for Congress would you be more likely to vote for?

A candidate for Congress who supports making President Bush's 2001 tax cut package permanent? Or...

A candidate for Congress who does not support making President Bush's 2001 tax cut package permanent?

- | | |
|--|-----------|
| 1. Supports Bush | 47 |
| 2. Does not support Bush | 41 |
| 3. Don't Know/Refused (DO NOT READ) | 13 |

26. Which of the following two candidates for Congress would you be more likely to vote for?

A candidate for Congress who supports making the elimination of the federal death tax permanent. Or...

A candidate for Congress who does not support making the elimination of the federal death tax permanent?

- | | |
|--|-----------|
| 1. Supports Death Tax | 50 |
| 2. Does not support death tax | 30 |
| 3. Don't Know/Refused (DO NOT READ) | 21 |

27. In general, do you favor or oppose having gambling, also called gaming, on Indian lands?

1. Strongly favor	25
2. Somewhat favor	26
3. Don't Know/Refused (DO NOT READ)	14
4. Somewhat oppose	12
5. Strongly oppose	23
TOTAL FAVOR	52
TOTAL OPPOSE	35

28. Currently federal law requires that in order for Indian tribes to offer Las Vegas style gambling on their reservation, tribes have an agreement with the state government that must be approved by both the Indian tribes and either the state government or by a majority of voter in a statewide ballot. Additionally, Indian gaming is also regulated by tribal commissions and by the federal government. Based on this information, do you approve or disapprove of the current system of how Indian tribes may offer gambling on their reservations?

1. Approve	59
2. Disapprove	30
3. Don't Know/Refused (DO NOT READ)	11

29. I am going to ask you about the issue of Indian governments and taxes. Individual Indians do not pay state taxes, just as residents of U.S. military bases do not. However, they do pay federal income taxes and are subject to tribal taxation. Indian tribal governments, similar to state and local governments do not pay federal income tax because their revenues are used to provide government services. Having heard this do you agree or disagree with the following statement?

Tribal casinos, which are owned by tribal governments, should not pay taxes because the proceeds go to the tribal governments and are used to fund essential services like education and health care.

1. Agree	52
2. Disagree	38
3. Don't Know/Refused (DO NOT READ)	10

Now just a few demographic questions for statistical purposes only—

30. In what year were you born?

1. 18-34	18
2. 35-44	17
3. 45-54	22
4. 55-64	18
5. 65+	24
6. DK/Refused (DO NOT READ)	1

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

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

1. Yes	31
2. No	68
3. Don't Know/Refused (DO NOT READ)	1

35. What is your current marital status?

1. Single, never married	20
2. Married	58
3. Separated	1
4. Divorced	8
5. Widowed	11
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	8
2. 15K-30K	14
3. 30K-50K	21
4. 50K-75K	18
5. 75K-100K	8
6. Over 100K	11
7. Don't Know/Refused (DO NOT READ)	19

37. What is your religion?

1. Catholic	22
2. Mainline Protestant	21
3. Evangelical/Fundamentalist Protestant	7
4. Atheist/Agnostic	3
5. Jewish	2
6. Mormon	2
7. Other	33
8. Don't Know/Refused (DO NOT READ)	10

38. What is your race?

1. White	81
2. African-American	6
3. Hispanic	4
4. Asiatic	2
5. Other	4
6. Don't Know/Refused (DO NOT READ)	4

39. Gender (by observation)

1. Male	48
2. Female	52

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

1. Urban	26
2. Suburban	50
3. Rural	24

41. Region (TAKEN FROM SAMPLE)

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