

## Budget and Tax Policy Message Survey

Q1	Are you registered to vote at this address?	Yes - <b>PROCEED</b> ..... 100% No → <b>Terminate</b>
Q2	Do you consider yourself to be a Republican, Independent, or a Democrat?	Strong Democrat..... 15% Not so Strong Democrat..... 16 Independent Democrat..... 12 Independent..... 14 Independent Republican..... 8 Not so Strong Republican .... 14 Strong Republican ..... 21
	Q3. (If Democrat/Republican) Do you consider yourself to be a strong (Democrat/Republican) or a not so strong (Democrat/Republican)?	
	Q4. (If Independent) Do you lean more towards the Republican Party or the Democratic Party?	Total Democrat ..... 32% Total Independent ..... 34 Total Republican..... 35
		Democrat w/Ind leaners..... 44% Republican w/Ind leaners .... 42
Q5	Thinking about the country as a whole, are you satisfied or dissatisfied with the way things are going in the United States today?	Satisfied..... 34% Dissatisfied..... 59 (Don't Know)..... 7
Q6	When today's children in the United States grow up, do you think they will be better off or worse off than people are now?	Better off..... 34% Worse off ..... 44 (Same/Depends)..... 8 (Don't Know)..... 13
Q7	How would you rate your personal financial situation today – would you say it is excellent, good, only fair, or poor?	Excellent..... 8% Good ..... 48 Only Fair..... 32 Poor ..... 11 (Don't Know)..... *
Q8	Are you the parent of a child under 18 currently living in your household?	Yes..... 40% No..... 60
Q9	Are you a grandparent of a child under 18?	Yes..... 32% No..... 68

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Now I am going to read you a list of concerns that people have in their lives. For each, one tell me how concerned you are with that. (Read Item) Are you very concerned, somewhat concerned, not too concerned, or not concerned at all about that?

Ranked by 'Total Concern'	Very Concerned	Somewhat Concerned	Not too Concerned	Not Concerned At All	(DK / Doesn't Apply)	Total Concerned	Total Not Concerned
Q11 That there will be another terrorist attack in this country similar to nine eleven.....	43%	44	9	4	*	87%	13
Q12 That your taxes will increase .....	42%	29	16	12	*	72%	28
Q13 That you will lose your health insurance or your benefits will decrease.....	34%	28	20	18	*	62%	38
Q10 That your personal financial situation will get worse in the next few years .....	32%	26	23	19	*	58%	42
Q15 (If parent/grandparent) That your (grand)children might not have enough opportunities to succeed.....	27%	26	26	20	*	53%	47
Q14 That you or your spouse will lose your job.....	16%	14	29	40	1	31%	68

Q16 How familiar are you with President Bush's budget and tax policies – very familiar, somewhat familiar, not too familiar, or not familiar at all?

Very Familiar .....	18%
Somewhat Familiar .....	50
Not too Familiar .....	25
Not Familiar at All .....	6
(Don't Know).....	*

TOTAL FAMILIAR..... 68%  
TOTAL NOT FAMILIAR... 32

Q17 Generally speaking, do you support or oppose President Bush's recent tax and budget proposal? (If support/oppose) Do you strongly (support/oppose) this or only somewhat (support/oppose)?

Strongly Support .....	20%
Somewhat Support .....	28
Somewhat Oppose.....	17
Strongly Oppose.....	21
(Don't Know).....	13

TOTAL SUPPORT..... 48%  
TOTAL OPPOSE..... 38

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<p><b>Q18</b> Regardless of whether you support or oppose it, what do you like most about President Bush's recent tax and budget proposal? <b>(Open-Ended)</b></p>	<p>Cuts my taxes..... 23%</p> <p>Will improve the economy.... 10</p> <p>Ends the dividend tax ..... 5</p> <p>(Other) ..... 3</p> <p>(Nothing) ..... 30</p> <p>(Don't Know) ..... 30</p>
<p><b>Q19</b> And what do you like least about President Bush's recent tax and budget proposal? <b>(Open-Ended)</b></p>	<p>Large deficits ..... 18%</p> <p>Cuts taxes on the rich..... 15</p> <p>Won't help the economy ..... 6</p> <p>The plan is not fair ..... 3</p> <p>Will hurt the poor..... 1</p> <p>(Other) ..... 5</p> <p>(Nothing) ..... 19</p> <p>(Don't Know)..... 34</p>
<p><b>Q20</b> Do you think that President Bush's tax and budget proposal is fair to you?</p>	<p>Yes..... 49%</p> <p>No..... 32</p> <p>(Don't Know)..... 19</p>
<p><b>Q21</b> Regardless of regardless of how you feel about the President's tax and budget proposal, who do you think benefits more – wealthier Americans or ordinary working families?</p>	<p>Wealthier Americans ..... 60%</p> <p>Ordinary Working Families ... 13</p> <p>(Both/Neither) ..... 25</p> <p>(Don't Know)..... 2</p>
<p><b>Q22</b> Which comes closer to your view about how children's needs – such as health care, child abuse prevention, pre-school education, and after-school programs – are addressed in the Congress:</p> <p>➤ Congress does a lot to help working families with children, OR..... 24%</p> <p>➤ The needs of children regularly get elbowed off the table in the Congress by stronger special interests?..... 63</p> <p style="padding-left: 100px;">(Depends) ..... 1</p> <p style="padding-left: 100px;">(Don't Know) ..... 13</p>	
<p><b>Q23</b> As you may know, the key elements of President Bush's recent budget and tax proposal include substantial increases in defense and homeland security spending, freezes or cuts in most domestic spending including children's programs, and a substantial tax cut that includes eliminating the taxes on stock dividends. The President acknowledges his plan will cause more than \$600 billion dollars in deficits over the next two years but says they are affordable. Based on this information, do you support or oppose President Bush's tax and budget proposal? <b>(If support/oppose)</b> Do you strongly <b>(support /oppose)</b> this or only somewhat <b>(support /oppose)</b> it?</p>	<p>Strongly Support..... 18%</p> <p>Somewhat Support ..... 23</p> <p>Somewhat Oppose..... 19</p> <p>Strongly Oppose..... 32</p> <p>(Don't Know)..... 7</p> <p>TOTAL SUPPORT..... 42%</p> <p>TOTAL OPPOSE..... 51</p>

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<p><b>Q24</b> While most people might agree with the President’s proposal to increase spending for defense and homeland security, many say that there are better ways than another massive tax cut to create long-term economic growth.</p> <p>For instance, many people say the unmet needs of children and average working families are a higher priority than tax cuts on stock dividends. They would rather provide a limited tax cut directed to average working families, increase aid to the states, which are a prime deliverer of children’s services, and invest more in proven programs that benefit all children through better education and keep them healthy, safe, and out of trouble. Do you support or oppose this approach? <b>(If support/oppose)</b> Do you strongly <b>(support /oppose)</b> this or only somewhat <b>(support /oppose)</b> it?</p>	<p>Strongly Support ..... 34%</p> <p>Somewhat Support ..... 32</p> <p>Somewhat Oppose ..... 14</p> <p>Strongly Oppose ..... 12</p> <p>(Don’t Know) ..... 8</p> <p>TOTAL SUPPORT ..... 66%</p> <p>TOTAL OPPOSE ..... 26</p>
<p><b>Q25</b> Overall, which budget and tax approach do you prefer – President Bush’s approach that focuses on large tax cuts or an approach that aims smaller tax cuts at working families and makes substantial new investments in proven programs to benefit children?</p>	<p>President Bush ..... 24%</p> <p>Invest in Kids ..... 68</p> <p>(Don’t Know) ..... 8</p>
<p><b>Q26</b> Supporters of investing more in children say studies show that for every dollar invested in children and families as much as seven dollars are returned by improving schools, preventing child abuse, assuring access to health care, and providing quality after-school programs that prevent crime and keep youth out of trouble. Congress may soon be considering such new investments in children, investments that could be paid for by eliminating <u>only</u> the portion of the proposed new tax cuts going to those making more than two hundred thousand dollars a year and <u>not</u> by increasing taxes on middle-class families.</p> <p>Do you support or oppose investing more in children’s programs that help families? <b>(If support/oppose)</b> Would you strongly <b>(support /oppose)</b> or only somewhat <b>(support /oppose)</b> this?</p>	<p>Strongly Support ..... 48%</p> <p>Somewhat Support ..... 20</p> <p>Somewhat Oppose ..... 21</p> <p>Strongly Oppose ..... 10</p> <p>(Don’t Know) ..... 1</p> <p>TOTAL SUPPORT ..... 67%</p> <p>TOTAL OPPOSE ..... 31</p>

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Now I would like to talk a bit about some specific elements of investing more nationally in children and families. For each one, regardless of whether you support or oppose this idea overall, I want you to tell me how much of a priority you think that issue should be. (Read Item) How much of a priority should that be – the top priority, a high priority but not the top, somewhat of a priority, not too much of a priority, or not a priority at all?

Ranked by 'Top/High'		Top	High	Some	Not Much	Not at All	(DK)	Top/High	Top/High/Some
Q30	Assuring children access to health care.....	46%	38	12	4	1	*	84%	95%
Q29	Preventing child abuse and neglect.....	48%	34	14	3	*	*	82%	96%
Q27	Improving schools.....	42%	29	20	8	1	0	72%	91%
Q28	Reducing taxes for working families with children.....	29%	41	24	6	1	*	70%	94%
Q33	Quality after-school programs that prevent crime and keep youth out of trouble.....	31%	32	24	12	1	*	62%	86%
Q32	Increasing aid to the states and cities for children's services.....	28%	32	28	10	1	*	60%	88%
Q31	Access to affordable preschool education that prepares children for school.....	28%	28	28	14	1	*	56%	84%

Now I am going to read you arguments made by supporters for investing more in children and families. On a scale from one to 10, where 10 is extremely persuasive and one is not persuasive at all – I want you to tell me how persuasive you find that argument in favor of investing more in children and families. You can use one, 10, or any number in between. We should invest more in children and families because: (Read Statement) How persuasive do you find that on a scale from one to 10, where 10 is extremely persuasive and one is not persuasive at all?

Ranked by '9-10'		Highly Persuasive (9-10)	Persuasive (6-10)	Neutral (5)	Not Persuasive (1-4)	(Don't Know)
Q36	It is our moral responsibility to make sure all children have the opportunity to succeed.....	65%	82%	7	10	*
Q37	The terrorist attack on 9-11 killed nearly 3000 innocent people. Last year 6000 children died from abuse, neglect and suicide. We need to do more to protect children from domestic violence....	64%	81%	9	10	*
Q34	We can afford it. The United States is the richest country in the world and we need a bold plan to help the nine million children who have no health insurance, the three million reported abused or neglected, and the 13 million in poverty. ....	56%	73%	9	17	*
Q41	If you don't get childhood right it can result in more crime, more people in prison, more alcohol and drug abuse, greater mental health problems, and more people on welfare. ....	53%	73%	11	16	*
Q39	A good way to help the economy <u>today</u> is to invest in children and direct tax cuts to working families. It will create thousands of new jobs while ensuring that children are healthy and ready to learn.....	52%	74%	11	15	*

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		Highly Persuasive (9-10)	Persuasive (6-10)	Neutral (5)	Not Persuasive (1-4)	(Don't Know)
	<b>Ranked by '9-10'</b>					
Q35	47 of 50 states are facing large budget shortfalls. Now is not the time to cut federal support to states for proven programs that help average working families and keep all children healthier, better educated, and out of trouble.....	51%	72%	11	17	*
Q42	Many parents who have to work have a tough job balancing their job and family. Preschool education and after-school programs are good investments because they give working parents peace of mind while their children are learning and being kept out of trouble.....	51%	72%	10	18	*
Q40	And there are long-term economic benefits as well – for example, every dollar invested in pre-school education results in over seven dollars of savings over a child's lifetime while producing adults who can pay taxes, finance the Social Security system, avoid prison, and help expand the country's economy. ....	46%	67%	10	23	1
Q43	Studies show that at least 500,000 cases of child abuse and neglect could be prevented each year if government invested more in parenting programs and funded adequate staffing levels in child protection agencies. ....	46%	66%	12	22	*
Q38	President Bush's first tax cut in 2001 was unfair to working people because a majority of the benefits went to the very rich and didn't result in an improved economy as promised. Investing in children and families could provide just as much tax relief for working families while also investing in children through health, education, and child abuse prevention. ....	45%	61%	9	29	1

Q44	Sometimes during a survey like this people change their minds and sometimes they don't. Would you support or oppose more investment in children and families? <b>(If support/oppose)</b> Would you strongly <b>(support/oppose)</b> or only somewhat <b>(support/oppose)</b> this?	Strongly Support.....	51%
		Somewhat Support.....	23
		Somewhat Oppose.....	21
		Strongly Oppose.....	4
		(Don't Know).....	1
		TOTAL SUPPORT.....	74%
		TOTAL OPPOSE.....	25

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<p><b>Q45</b> From what I read, what stands out to you as the best reason to invest more in children and families? <b>(Do Not Read List)</b></p>	<p>Long-term investments ..... 25%</p> <p>Get childhood right..... 20</p> <p>Balancing work and family ..... 11</p> <p>Condition of children ..... 10</p> <p>Moral responsibility ..... 9</p> <p>Domestic terror ..... 1</p> <p>2001 Tax cuts were not fair.... *</p> <p>Short-term investments ..... *</p> <p>Help the states ..... *</p> <p>(Don't Know) ..... 22</p>
<p><b>Q46</b> And what stands out to you as the least compelling reason to invest more in children and families? <b>(Do Not Read List)</b></p>	<p>Domestic terror ..... 19%</p> <p>Just the facts ..... 4</p> <p>Balancing work and family ..... 4</p> <p>Help the states ..... 1</p> <p>Moral responsibility ..... 1</p> <p>2001 Tax cuts were not fair.... 1</p> <p>Long-term investments ..... 1</p> <p>Short-term investments ..... 1</p> <p>Get childhood right..... *</p> <p>(Don't Know) ..... 53</p>

Now I have a few final questions for statistical purposes only.

<p><b>SEX</b> Sex</p>	<p>Male ..... 48%</p> <p>Female ..... 52</p>
<p><b>AGE</b> What is your age?</p>	<p>18-24 ..... 7%</p> <p>25-34 ..... 15</p> <p>35-44 ..... 19</p> <p>45-54 ..... 27</p> <p>55-64 ..... 19</p> <p>65+ ..... 13</p> <p>(DK/Refused) ..... *</p>
<p><b>EMPLOY</b> Are you currently employed, unemployed, retired, or a homemaker?</p>	<p>Employed ..... 68%</p> <p>Unemployed ..... 7</p> <p>Retired ..... 16</p> <p>Homemaker ..... 9</p> <p>(Other) ..... *</p> <p>(DK/Refused) ..... *</p>
<p><b>MARITAL</b> Are you currently married, separated, divorced, widowed, or have you never been married?</p>	<p>Married ..... 66%</p> <p>Sep/Div/Wid ..... 20</p> <p>Never married ..... 14</p> <p>(DK/Refused) ..... *</p>

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<b>EDUC</b>	What was the last grade you completed in school?	No high school (1-8)..... * High school no graduate (9-11).... 2 High school graduate ..... 32 Technical/Vocational ..... 3 Some college ..... 19 College graduate ..... 31 Graduate/professional ..... 12 (DK/Refused) ..... *
<b>IDEOLOGY</b>	Do you consider yourself liberal, somewhat liberal, moderate, somewhat conservative, or conservative?	Liberal ..... 15% Somewhat liberal ..... 9 Moderate ..... 26 Somewhat conservative ..... 24 Conservative ..... 26 (DK/Refused) ..... 1  TOTAL LIBERAL ..... 24% TOTAL CONSERVATIVE ..... 50
<b>VOTER</b>	Sometimes things come up that prevent people from voting. How about you, did you vote in the Presidential election of 2000?	Yes ..... 92% No ..... 8 (DK/Refused) ..... *
<b>RACE</b>	In terms of your race or ethnicity, Do you generally consider yourself: <b>(READ CHOICES)</b>	White ..... 79% Black ..... 10 Hispanic or Latino ..... 9 (Other) ..... 1 (Refused) ..... *
<b>INCOME</b>	Is your total household income: <b>(READ CHOICES)</b>	Less than \$25,000 ..... 11% \$25,000-\$34,999 ..... 17 \$35,000-\$49,999 ..... 23 \$50,000-\$74,999 ..... 19 \$75,000+ ..... 18 (Refused) ..... 12
<b>REGION</b>	Region	East ..... 22% Midwest ..... 22 South ..... 32 West ..... 24

Thank you for your time and have a great evening.