NEW MODELS NATIONAL BRAND SURVEY
September 1999
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	**48**
2. Don't Know/Refused **(DO NOT READ)**	**16**
3. Wrong Track	**37**

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

1. Approve	**57**
2. Don't Know/Refused **(DO NOT READ)**	**36**
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 3-5)

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. **Republicans in Congress**	100	52	37	11
4. **Democrats in Congress**	100	55	35	11
5. **JC Watts**	42	18	9	16

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

1. Education	**16**
2. Moral Values	**14**
3. The Economy	**14**
4. Health Care	**11**
5. Social Security	**9**
6. Taxes	**6**
7. National Defense/Foreign Affairs	**6**
8. Crime/Drugs	**6**
9. Medicare	**5**
10. Environment	**3**
11. Campaign Finance	**1**
12. Other	**4**
13. Don't Know/Refused **(DO NOT READ)**	**4**

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q7-17), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM	BOTH	NEITHER
7. Education	33	49	5	6
8. Social Security	32	49	3	8
9. Medicare	31	50	3	7
10. Economy	43	41	3	7
11. Taxes	45	38	2	8
12. Crime/drugs	39	34	5	13
13. Moral Values	46	25	4	18
14. Environment	27	54	4	8
15. National Defense/Foreign Affairs	54	29	5	5

16. Health Care	**31**	**51**	**3**	**8**
17. Campaign Finance	**33**	**29**	**4**	**22**

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

1.	Yes	**23**
2.	No	**77**

19. What was it?

1.	Tax Issues	**37**
2.	Budget/national debt/surplus money	**11**
3.	Iowa poll/campaigning	**11**
4.	General negative mentions	**8**
5.	Investigation mentions	**6**
6.	Gun Control	**5**
7.	Republicans not compromising	**4**
8.	Bill before Congress and President	**4**
9.	Social Security	**3**
10.	General positive mentions	**2**
11.	Medicare/health care	**1**
12.	Drug mentions	**1**
13.	Other	**9**
14.	Don't Know/Refused **(DO NOT READ)**	**14**

20. 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**

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

1.	Yes	**23**
2.	No	**77**

22. What was it?

1.	Tax Issues	**20**
2.	Budget/National Debt/Surplus money	**11**
3.	Education mentions	**11**
4.	Upcoming elections	**11**
5.	Medicare/health care	**8**
6.	Social security	**6**
7.	Gun control	**6**
8.	General negative	**6**
9.	Fighting with republicans	**4**
10.	General positive	**3**
11.	Same issues as Republicans	**1**
12.	Hillary Clinton	**1**
13.	Other	**16**
14.	Don't Know/Refused **(DO NOT READ)**	**15**

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

1.	More Likely	**40**
2.	Less Likely	**32**
3.	No Difference	**28**

24. 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	36
2.	Lean Republican	5
3.	Undecided	15
4.	Lean Democrat	5
5.	Democrat	34
6.	Don't Know/Refused **(DO NOT READ)**	5
	TOTAL REPUBLICAN	41
	TOTAL DEMOCRAT	39

25. If the Presidential election were held today and the candidates were George W. Bush, the Republican and Al Gore, the Democrat for whom would you vote?

1.	Bush	48
2.	Lean Bush	4
3.	Undecided	9
4.	Lean Gore	4
5.	Gore	31
6.	Don't Know/Refused **(DO NOT READ)**	4
	TOTAL BUSH	52
	TOTAL GORE	35

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

The Republican candidate who says that for more than forty years Congress has raided the Social Security trust funds to pay for federal spending and now in order to more than just preserve social security, but to also secure a safe retirement for our children, Republicans want to lock away 100% of social security trust funds, to be used just for social security.

Or, the Democrat candidate who says that we cannot afford the risky Republican tax cut, and after preserving social security we should pay down the debt and invest more in education and Medicare and then provide targeted tax cuts.

Would you be leaning toward the Republican candidate or the Democratic candidate?

1.	Republican	**41**
2.	Lean Republican	**4**
3.	Undecided	**7**
4.	Lean Democrat	**8**
5.	Democrat	**36**
6.	Don't Know/Refused **(DO NOT READ)**	**4**
	TOTAL REPUBLICAN	**45**
	TOTAL DEMOCRAT	**44**

Now just a few demographic questions for statistical purposes only—

27. In what year were you born?

1.	18-34	**20**
2.	35-44	**22**
3.	45-54	**22**
4.	55-64	**15**
5.	65+	**19**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

28. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?

1.	Republican	**30**
2.	Democrat	**35**
3.	Independent	**27**
4.	Other	**7**
5.	Don't Know/Refused **(DO NOT READ)**	**2**

29. If you had to classify yourself, would you say you are a liberal, moderate or conservative in your political beliefs?

1.	Liberal	**18**
2.	Moderate	**49**
3.	Conservative	**30**
4.	Don't Know/Refused **(DO NOT READ)**	**4**

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

1.	Yes	**37**
2.	No	**62**
3.	Don't Know/Refused **(DO NOT READ)**	**1**

31. What is your current marital status?

1.	Single, never married	**18**
2.	Married	**62**
3.	Separated	**2**
4.	Divorced	**9**
5.	Widowed	**8**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

32. Are both spouses employed in your household?

1.	Yes	**57**
2.	No	**43**

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

1.	Less than 15K	**8**
2.	15K-30K	**13**
3.	30K-50K	**26**
4.	50K-75K	**20**
5.	75K-100K	**9**
6.	Over 100K	**10**
7.	Don't Know/Refused **(DO NOT READ)**	**15**

34. What is your religion?

1.	Catholic	**25**
2.	Mainline Protestant	**17**
3.	Evangelical Protestant	**8**
4.	4. Fundamentalist Protestant	**5**
5.	Atheist/Agnostic	**3**
6.	Jewish	**2**
7.	Mormon	**1**

8. Other	**32**
9. Don't Know/Refused **(DO NOT READ)**	**8**

I am going to read you a list of news sources and for each tell me what level of information you receive from each – a lot of news, some news, a little news, no news at all.

35. Television cable

1. A lot of news	**49**
2. Some news	**22**
3. A little news	**11**
4. No news at all	**15**
5. Don't Know/Refused **(DO NOT READ)**	**2**

36. Radio

1. A lot of news	**25**
2. Some news	**34**
3. A little news	**26**
4. No news at all	**14**
5. Don't Know/Refused **(DO NOT READ)**	**2**

37. Magazines

1. A lot of news	**13**
2. Some news	**31**
3. A little news	**32**
4. No news at all	**23**
5. Don't Know/Refused **(DO NOT READ)**	**2**

38. Internet

1. A lot of news	**11**
2. Some news	**17**

3.	A little news	21
4.	No news at all	49
5.	Don't Know/Refused **(DO NOT READ)**	2

39. Newspapers

1.	A lot of news	46
2.	Some news	30
3.	A little news	14
4.	No news at all	8
5.	Don't Know/Refused **(DO NOT READ)**	1

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

1.	Yes	73
2.	No	22
3.	Don't Know/Refused **(DO NOT READ)**	5

41. What is your race?

1.	White	79
2.	African-American	8
3.	Hispanic	5
4.	Asiatic	1
5.	Other	2
6.	Don't Know/Refused **(DO NOT READ)**	4

Gender (by observation)

1.	Male	48
2.	Female	52

Region (TAKEN FROM SAMPLE)

1.	Northeast	**23**
2.	Midwest	**18**
3.	South	**23**
4.	Southwest	**12**
5.	Plains/Mountains	**9**
6.	West Coast	**15**

Congressional Districts

1.	Targeted	**13**
2.	Not targeted	**87**