

NEW MODELS NATIONAL BRAND SURVEY
October 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)	38
3. Wrong Track	14

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

1. Approve	58
2. Don't Know/Refused (DO NOT READ)	36
3. Disapprove	6

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 3-7)

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. Republican Party	100	49	41	9
4. Democratic Party	100	54	38	9
5. JC Watts	41	16	9	16
6. Republicans in Congress	100	44	45	11
7. Democrats in Congress	100	51	38	11

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

1. Education	17
2. Social Security	13
3. Moral Values	12
4. Health Care	11
5. The Economy	11
6. Taxes	9
7. National Defense/Foreign Affairs	6
8. Crime/Drugs	5
9. Medicare	5
10. Environment	4
11. Campaign Finance	2
12. Other	3
13. Don't Know/Refused (DO NOT READ)	2

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q9-19), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM	BOTH	NEITHER
9. Education	31	47	5	10
10. Social Security	30	49	3	10
11. Medicare	29	52	3	9
12. Economy	40	43	4	7
13. Taxes	43	39	2	8
14. Crime/Drugs	36	37	5	13
15. Moral Values	42	29	4	18
16. Environment	24	55	4	8
17. National Defense/Foreign Affairs	45	36	5	7

18. Health Care	27	55	2	10
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19. Campaign Finance	30	29	3	24
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20. In the last couple of weeks have you seen, heard or read anything that Congressional Republicans were doing?

1. Yes	35
2. No	65

21. What was it?

1. Nuclear test ban treaty	23
2. Budget/national debt/surplus money	15
3. Iowa poll/campaigning/campaign finance	13
4. Tax issues	8
5. Social Security	6
6. Republicans not compromising	4
7. General negative mentions	3
8. Bill before Congress and President	3
9. Medicare/health care	3
10. Gun control	3
11. General positive mentions	1
12. Drug mentions	1
13. Other	14
14. Don't Know/Refused (DO NOT READ)	16

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

1. More Likely	30
2. Less Likely	46
3. No Difference	24

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

1. Yes	32
2. No	68

24. What was it?

1. Nuclear treaty mentions	19
2. Budget/national debt/surplus money	15
3. Medicare/health care	10
4. Upcoming elections/campaign mentions	8
5. Social Security	8
6. Fighting with Republicans	6
7. Tax issues	5
8. General negative	5
9. Education mentions	4
10. Same issues as Republicans	3
11. Gun control	2
12. General positive	2
13. Other	15
14. Don't Know/Refused (DO NOT READ)	13

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

1. More Likely	42
2. Less Likely	34
3. No Difference	24

26. If the elections were held today for US Congress, 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	31
2. Lean Republican	6
3. Undecided	13
4. Lean Democrat	7
5. Democrat	37
6. Don't Know/Refused (DO NOT READ)	6
TOTAL REPUBLICAN	37
TOTAL DEMOCRAT	44

27. 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	47
2. Lean Bush	4
3. Undecided	9
4. Lean Gore	4
5. Gore	32
6. Don't Know/Refused (DO NOT READ)	5
TOTAL BUSH	50
TOTAL GORE	35

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

The Republican candidate who supports a 1% across the board spending cut so that we can preserve social security and pay down the national debt.

Or, the Democrat candidate who supports increasing tobacco taxes so that we can save social security and spend more on education.

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

1. Republican	39
2. Lean Republican	4
3. Undecided	6
4. Lean Democrat	5
5. Democrat	42
6. Don't Know/Refused (DO NOT READ)	3
TOTAL REPUBLICAN	43
TOTAL DEMOCRAT	47

Now just a few demographic questions for statistical purposes only—

29. In what year were you born?

1. 18-34	23
2. 35-44	22
3. 45-54	19
4. 55-64	14
5. 65+	19
6. Don't Know/Refused (DO NOT READ)	2

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

1. Republican	30
2. Democrat	35
3. Independent	26
4. Other	7
5. Don't Know/Refused (DO NOT READ)	2

31. 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

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

1. Yes	36
2. No	63
3. Don't Know/Refused (DO NOT READ)	1

33. What is your current marital status?

1. Single, never married	20
2. Married	62
3. Separated	1
4. Divorced	8
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	1

34. Are both spouses employed in your household?

1. Yes	58
2. No	42

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

1. Less than 15K	7
2. 15K-30K	16
3. 30K-50K	24
4. 50K-75K	17
5. 75K-100K	9
6. Over 100K	8
7. Don't Know/Refused (DO NOT READ)	19

36. What is your religion?

1. Catholic	24
2. Mainline Protestant	21
3. Evangelical Protestant	8
4. Fundamentalist Protestant	5
5. Atheist/Agnostic	4
6. Jewish	2
7. Mormon	2

8. Other	23
9. Don't Know/Refused (DO NOT READ)	11

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.

37. Television cable

1. A lot of news	50
2. Some news	24
3. A little news	10
4. No news at all	14
5. Don't Know/Refused (DO NOT READ)	1

38. Radio

1. A lot of news	26
2. Some news	33
3. A little news	25
4. No news at all	14
5. Don't Know/Refused (DO NOT READ)	1

39. Magazines

1. A lot of news	12
2. Some news	31
3. A little news	33
4. No news at all	23
5. Don't Know/Refused (DO NOT READ)	1

40. Internet

1. A lot of news	10
2. Some news	14

3. A little news	18
4. No news at all	57
5. Don't Know/Refused (DO NOT READ)	1

41. Newspapers

1. A lot of news	52
2. Some news	27
3. A little news	13
4. No news at all	7
5. Don't Know/Refused (DO NOT READ)	1

42. 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	70
2. No	26
3. Don't Know/Refused (DO NOT READ)	4

43. What is your race?

1. White	80
2. African-American	8
3. Hispanic	4
4. Asiatic	1
5. Other	2
6. Don't Know/Refused (DO NOT READ)	5

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	16
2. Not targeted	84