



**NEW MODELS NATIONAL BRAND SURVEY
September 3-4, 2003, 1000RV**

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 | 37 |
| 2. Don't Know/Refused (DO NOT READ) | 13 |
| 3. Wrong Track | 51 |

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

- | | |
|--|-----------|
| 1. Approve | 49 |
| 2. Don't Know/Refused (DO NOT READ) | 5 |
| 3. Disapprove | 46 |

Please tell me for each of the following whether you have a favorable or an unfavorable impression of that group. **(IF CHOICE IS MADE, ASK:)** Would you say you have a strongly **(FAVORABLE/UNFAVORABLE)** impression or just a somewhat **(FAVORABLE/UNFAVORABLE)** impression? **(ROTATE)**

	Strongly Fav	Somewhat Fav	Somewhat Unfav	Strongly Unfavorable	No opinion	Never heard of
3. Republicans in Congress	20	30	17	22	1	10
4. Democrats in Congress	16	30	22	21	N/A	10

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

- | | |
|---|------------|
| 1. Education | 10 |
| 2. Social Security/Retirement | 8 |
| 3. Terrorism | 4 |
| 4. Health Care/Prescription Drugs | 9 |
| 5. The Economy | 25 |
| 6. Jobs | 8 |
| 7. Taxes | 4 |
| 8. Crime and Safety | 2 |
| 9. Environment | 3 |
| 10. National Defense/Foreign Affairs | 10 |
| 11. National Debt | 2 |
| 12. Campaign Finance | N/A |
| 13. Corporate Accountability | 2 |
| 14. Other (SPECIFY) | 6 |
| 15. Don't Know/Refused (DO NOT READ) | 4 |

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

	<u>Democratic Party</u>	<u>Republican Party</u>	<u>DK/Refused</u>
6. Education	50	36	14
7. Social Security	51	35	15
8. Health Care/Prescription Drugs	49	34	17
9. Economy/Jobs	48	42	11
10. Taxes	43	44	12
11. National Debt	46	38	16
12. National Defense/Foreign Affairs/Terrorism	34	53	14

(ROTATE 13-15 WITH 16-18)

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

1. Yes (GO TO QUESTION 15)	33
2. No (GO TO QUESTION 17)	65
3. DK/Refused (DO NOT READ – GO TO QUESTION 17)	3

14. What was it?

National Defense/Homeland Security/Foreign Policy/War with Iraq	30
Prescription Drugs/Health Care/Medicare	15
Economy/Employment/Budget	13
Tax Cuts	12
Terrorism	10
Energy Issues	6
Opposition to Bush Judicial Nominees	5
George Bush Mention	4
Arguing/Fighting/Partisan relations	4
Environment/Pollution	3
Upcoming election issues/current campaigns	3
Trying to pass bills/start programs	3
Education	2
Social Security	2
California Governor Race	2
Support the President	1
Abortion/Moral Issues	1
Support the President	1
Saw/Read/Heard Something/Can't Remember	7
Other	14
Don't Know/Refused	7

15. Did it make you more favorable or less favorable towards Congressional Republican candidates?

- | | |
|---|----|
| 1. More Favorable | 40 |
| 2. Less Favorable | 43 |
| 3. No Difference (DO NOT READ) | 17 |

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

- | | |
|--|----|
| 1. Yes (GO TO QUESTION 17) | 29 |
| 2. No (GO TO QUESTION 19) | 68 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 19) | 3 |

17. What was it?

Elections/Issues/Democrats Running for President	18
Health Care/Prescription Drugs/Medicare	14
Foreign Policy/War with Iraq/Terrorism	11
Economy/Unemployment	9
Democrats Opposition to Judges	9
Opposing Bush	8
Tax Cuts	5
Arguing/Fighting/Partisan relations	5
Democrats opposition to Judges	5
Energy Bill	4
Environment/Pollution	2
Social Security	2
Education	2
Debating Bush's Decision to go to War	1
Election in California	1
Abortion/Moral Issues	1
Saw/Read/Heard Something/Can't Remember	6
Other	16
Don't Know/Refused	7

18. Did it make you more favorable or less favorable toward Congressional Democratic candidates?

- | | |
|---|----|
| 1. More Favorable | 44 |
| 2. Less Favorable | 38 |
| 3. No Difference (DO NOT READ) | 18 |

19. If the elections were held today for U.S. 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 Democratic candidate?

- | | |
|------------------------------------|-----------|
| 1. Republican | 35 |
| 2. Lean Republican | 5 |
| 3. Undecided | 11 |
| 4. Lean Democrat | 6 |
| 5. Democrat | 39 |
| 6. DK/Refused (DO NOT READ) | 4 |

20. Which candidate do you agree with more? **(ROTATE)**

- | | |
|--|-----------|
| 1. The Republican candidate who says we just passed an economic stimulus package to create jobs that is starting to take effect. Economic growth has improved since the beginning of the year, and experts agree that we are finally coming out of the economic hole that September 11 and the dot-com collapse caused. We still have a ways to go, but the policy of stimulating job growth by cutting taxes is the right solution. | 42 |
| 2. The Democratic candidate who says the Bush economic policy is a failure because the country has lost over 3 million jobs and we now have the largest deficit in the history of the country. We need a new direction. We need to rescind tax cuts for the wealthy and make it easier for people to find jobs. | 51 |
| 3. Neither (DO NOT READ) | 4 |
| 4. DK/Refused (DO NOT READ) | 2 |

21. Again, which candidate do you agree with more? **(ROTATE)**

- | | |
|--|-----------|
| 1. The Republican candidate who says we just passed an economic stimulus package to create jobs that is starting to take effect. Economic growth has improved since the beginning of the year, and experts agree that we are finally coming out of the economic hole that September 11 and the dot-com collapse caused. We still have a ways to go, but the policy of stimulating job growth by cutting taxes is the right solution. The Democrats have criticized the Republican policy but offer no alternatives of their own. | 44 |
| 2. The Democratic candidate who says the Bush economic policy is a failure because the country has lost over 3 million jobs and we now have the largest deficit in the history of the country. We need a new direction. We need to rescind tax cuts for the wealthy and make it easier for people to find jobs. | 48 |
| 3. Neither (DO NOT READ) | 4 |
| 4. DK/Refused (DO NOT READ) | 3 |

22. Do you believe that even though there are flaws in the current Medicare and prescription drug proposal before Congress, it represents progress and should be passed this year?

- | | |
|--|-----------|
| 1. Yes (GO TO QUESTION 23) | 49 |
| 2. No (GO TO QUESTION 24) | 29 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 24) | 22 |

23. Who do you think is mostly to blame if the current Medicare and prescription drug reform plan is not passed in Congress and never reaches the President's desk to become law?

- | | |
|--------------------------------------|-----------|
| 1. President Bush | 9 |
| 2. Republicans in Congress | 26 |
| 3. Democrats in Congress | 13 |
| 4. Democratic Leadership | 25 |
| 5. Other | 8 |
| 6. DK/Refused (DO NOT READ) | 18 |

24. Which approach to the issue of energy do you agree with more? (**ROTATE**)

- | | |
|---|-----------|
| 1. Republicans support President Bush's comprehensive approach to our energy needs, which includes improving the power grids, and also calls for exploration and the development of alternative energy sources. We need a thorough approach to America's energy policy which will make us less dependent on foreign oil, not the piecemeal approach that the Democrats advocate. | 49 |
| 2. Democrats support passing a bill that will make sure that electric grids are more stable so that blackouts won't occur. Republicans insist including in their proposal drilling in ANWAR which will help their business friends like Halliburton but will severely damage the environment. These are two separate issues, but Republicans won't let us pass what is needed immediately – fixing the grids. | 42 |
| 3. Neither (DO NOT READ) | 5 |
| 4. DK/Refused (DO NOT READ) | 4 |

25. Which of the following two statements comes closest to your view? (**ROTATE**)

- | | |
|--|-----------|
| 1. Class action lawsuits are often the sole means of enabling individuals, especially those with serious injuries, to remedy injustices committed by powerful, multi-million dollar corporations and institutions. It is one of the few legal remedies individuals have to protect their interests and keep corporate interests in check. | 34 |
| 2. Class action lawsuits have abused the judicial system, resulting in frivolous lawsuits which allow attorneys to reap millions in attorneys' fees when claimants receive little or nothing. These lawsuits have clogged the legal system, meaning legitimate cases sometimes take years to be heard often times preventing settlements from being reached. | 51 |
| 3. Neither (DO NOT READ) | 7 |
| 4. DK/Refused (DO NOT READ) | 8 |

26. Do you believe class action lawsuits (**ROTATE**) increase the cost of products you buy, decrease the cost of products you buy or make no difference in the cost of products you buy?

- | | |
|--------------------------------------|-----------|
| 1. Increase cost of products | 74 |
| 2. Decrease cost of products | 2 |
| 3. Make no difference | 18 |
| 4. DK/Refused (DO NOT READ) | 6 |

27. Again, which statement do you agree with more? (**ROTATE**)

- | | |
|---|-----------|
| 1. Lawsuits are costing America jobs because businesses have had to spend huge amounts of money in settlements and legal fees, which have resulted in layoffs and job losses. Many of these lawsuits are frivolous and lawyers have taken advantage of the situation at the expense of working Americans. | 48 |
| 2. Lawsuits have been a positive force in the workplace by making companies create safer workplaces, pay fair wages, and not discriminate against women and minorities when hiring. Companies that are forced to shut down, do so not because of lawyers, but because they violated the law. | 38 |
| 3. DK/Refused (DO NOT READ) | 13 |

28. What do you think has a greater impact on the outcome of a lawsuit – (**ROTATE**) the law or the lawyers?

- | | |
|--------------------------------------|-----------|
| 1. The law | 24 |
| 2. The lawyers | 69 |
| 3. DK/Refused (DO NOT READ) | 6 |

29. Taking a look at the amount of litigation and lawsuits which occur in the United States, do you think there is (**ROTATE**) too much, too little or just the right amount taking place?

- | | |
|--------------------------------------|-----------|
| 1. Too much | 80 |
| 2. Too little | 6 |
| 3. Right amount | 9 |
| 4. DK/Refused (DO NOT READ) | 5 |

30. Which of these statements is closest to your view? (**ROTATE**)

- | | |
|--|-----------|
| 1. Certainly, trial attorneys are working in order to earn a living, but they are most focused on making sure people have adequate representation before the law and that the poor have equal access to justice. | 32 |
| 2. Trial attorneys are only focused on making money and take advantage of people to fulfill their own self interest in the guise of doing a public service. | 56 |
| 3. DK/Refused (DO NOT READ) | 13 |

Now just a few demographic questions for statistical purposes only - -

31. Age

1. 18-34	19
2. 35-44	16
3. 45-54	21
4. 55-64	19
5. 65+	23
6. Refused	1

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

1. Republican	34
2. Democrat	36
3. Independent	26
4. Other	3
5. DK/Refused (DO NOT READ)	1

33. 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	46
3. Conservative	33
4. DK/Refused (DO NOT READ)	2

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

1. Yes	33
2. No	66
3. DK/Refused (DO NOT READ)	1

35. What is your current marital status?

1. Single, never married	18
2. Married	62
3. Separated	1
4. Divorced	9
5. Widowed	9
6. DK/Refused (DO NOT READ)	2

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

1. Less than 15K	9
2. 15K-30K	14
3. 30K-50K	19
4. 50K-75K	17
5. 75K-100K	12
6. Over 100K	14
7. DK/Refused (DO NOT READ)	16

37. What is your religion?

1. Evangelical/Fundamentalist Protestant	10
2. Mainline Protestant	15
3. Catholic	22
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	3
7. Other	24
8. DK/Refused (DO NOT READ)	10

38. What is your race?

1. Hispanic	5
2. African-American	5
3. Asiatic	1
4. White	82
5. Other (SPECIFY)	3
6. DK/Refused (DO NOT READ)	4

Gender: (**BY OBSERVATION**)

1. Male	48
2. Female	52

Region: (**Region taken from sample information**)

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

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

1. Urban	25
2. Suburban	52
3. Rural	23