



NEW MODELS AUGUST NATIONAL BRAND SURVEY
August 27-28, 2003
N=1000 RV

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 **38**
- 2. Don't Know/Refused (**DO NOT READ**) **13**
- 3. Wrong Track **49**

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

- 1. Approve **51**
- 2. Don't Know/Refused (**DO NOT READ**) **5**
- 3. Disapprove **44**

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

	Favorable	Unfavorable	Never Heard of	No Opinion
3. Republicans in the US Senate	48	40	1	11
4. Democrats in the US Senate	46	42		12
5. Conservatives	47	36	1	16
6. Liberals	34	48	2	16

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

- 1. Education **9**
- 2. Social Security **5**
- 3. Retirement and Investments **1**
- 4. Terrorism **5**
- 5. Health Care **7**
- 6. Prescription Drugs **4**
- 7. The Economy **23**
- 8. Jobs **7**

9. Taxes	4
10. Crime and Safety	2
11. Environment	3
12. National Defense/Foreign Affairs	11
13. National Debt	4
14. Corporate Accountability	2
15. Civil Rights	2
16. Energy	-
17. Other (SPECIFY)	6
18. Don't Know/Refused (DO NOT READ)	3

Which party do you have more confidence in to handle the issue of (**ROTATE LIST BELOW**), (**ROTATE**) the Republican Party or the Democratic Party? (**ANSWER OPTIONS ARE REPUBLICAN PARTY, DEMOCRATIC PARTY, AND DK/REFUSED**)

	Rep	Dem	DK/Ref
8. Education	36	51	13
9. Social Security	34	49	17
10. Retirement and Investments	41	41	17
11. Health Care/Prescription Drugs	32	51	16
12. The economy	39	46	14
13. Jobs	37	50	13
14. Taxes	44	42	13
15. National Defense/Foreign Affairs/Terrorism	54	34	12
16. Energy	35	48	17

(ROTATE 17-19 WITH 20-22)

17. In the last couple of weeks, have you seen, heard or read anything that U.S. Senate Republicans were doing?

1. Yes (GO TO QUESTION 18)	28
2. No (GO TO QUESTION 20)	69
3. DK/Refused (DO NOT READ – GO TO QUESTION 20)	3

18. What was it?

Defense/Foreign Affairs/Military/Iraq	19
Health Care/Prescription Drugs	11
Taxes/Reform/Tax Cuts	8
Economy/Unemployment	8
Environment/Pollution/Oil	6
Terrorism/9-11	5
Arguing/Fighting/Partisanship	5
Education Issues	4
Trying to Pass Bills	4
Support the President	3
Energy Issues	3
Bush Mention	3
Deficit Spending/Budget Deficit	2
Social Security	2
Upcoming Election Issues/Current Campaigns	2
Debating Bush's Decision to go to War	2
California Governor Race	1

Abortion/Moral Issues	1
10 Commandments Statue	1
Don't Remember	10
Other	11
DK/Refused	5
19. Did it make you more favorable or less favorable to U.S. Senate Republican candidates?	
1. More Favorable	35
2. Less Favorable	47
3. No Difference (DO NOT READ)	19
20. In the last couple of weeks have you seen, heard or read anything that U.S. Senate Democrats were doing?	
1. Yes (GO TO QUESTION 21)	24
2. No (GO TO QUESTION 23)	72
3. DK/Refused (DO NOT READ – GO TO QUESTION 23)	4
21. What was it?	
Health Care/Prescription Drugs	13
Foreign Affairs/Military/Iraq	10
Economy/Unemployment	10
Complaining/Attacking Bush	8
Arguing/Fighting/Partisanship	8
Elections/Issues/Dems Running for President	7
Taxes	6
Energy/Energy Bill	5
Environment	4
Democrats Opposition to Bush Judicial Nominees	4
Democrats Obstruction of Republican Bills	2
Terrorism/9-11	2
Election in California	2
WMD in Iraq/Uranium in Africa/SOU Mistake	2
Debating Bush's Decision to go to War	2
Trying to Pass Bills	4
Illegal Aliens/Immigrations Issues	1
Education Related	1
Gay Marriage/Gay Issues	1
Don't Remember	14
Other	9
DK/Refused	4
22. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?	
1. More Favorable	35
2. Less Favorable	43
3. No Difference (DO NOT READ)	22
23. If the elections were held today for US Senate 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 Democratic candidate?

- | | |
|------------------------------------|-----------|
| 1. Republican | 36 |
| 2. Lean Republican | 4 |
| 3. Undecided | 10 |
| 4. Lean Democrat | 5 |
| 5. Democrat | 41 |
| 6. DK/Refused (DO NOT READ) | 3 |

24. Are you **(ROTATE)** optimistic, pessimistic or neutral about the direction of the economy over the next year?

- | | |
|------------------------------------|-----------|
| 1. Optimistic | 43 |
| 2. Pessimistic | 34 |
| 3. Neutral | 22 |
| 4. DK/Refused (DO NOT READ) | 2 |

25. Do you think that the continued violence and attacks in Iraq are because **(ROTATE)**

- | | |
|---|-----------|
| 1. The Bush administration did not have a plan about how to handle post-war Iraq. | 44 |
|---|-----------|

Or

- | | |
|--|-----------|
| 2. It is just taking time to root out the terrorists and Hussein's regime. | 47 |
| 3. DK/Refused (DO NOT READ) | 9 |

26. To deal with the issue of energy, who do you agree with more? **(ROTATE)**

- | | |
|--|-----------|
| 1. The Republican who says we need a comprehensive energy bill that upgrades electricity and power infrastructure to prevent blackouts, but the bill needs to include a variety of energy provisions that address this problem at a broader level, such as finding new natural resources in Alaska and construction of nuclear power plants. | 41 |
| 2. The Democrat who says we need a specific bill that upgrades electricity and power infrastructure to prevent blackouts, but Republicans are putting the interests of energy companies ahead of the interest of the American people by insisting that energy legislation includes a provision to allow drilling in the Alaskan wildlife refuge. | 48 |
| 3. DK/Refused (DO NOT READ) | 12 |

Turning to a different topic...

27. Which Senator do you agree with more? **(ROTATE)**

- | | |
|---|-----------|
| 1. Senator A says that as a result of the rising cost of medical liability insurance, doctors are reducing services, and we need legislation that limits damages in lawsuits for doctors who deliver babies and provide OB-GYN care. We must ensure that people have access to affordable medical services. | 56 |
| 2. Senator B says that legislation for "malpractice reform" is nothing more than a gift to the insurance companies. It would rob those hurt by genuine medical mistakes of fair | |

compensation, while benefiting insurance companies with bottomless pockets and armies of lawyers. **27**

3. DK/Refused (**DO NOT READ**) **17**

28. Assume for the moment that Congress has not resolved Medicare and prescription drug legislation and that there is a race for US Senate in your state in which the incumbent Senator is running for re-election. Please tell me for which candidate you are most likely to vote. (**ROTATE**)

1. The incumbent Senator who says that there were flaws in the Medicare/prescription drug legislation, so until we can have the right kind of reform, we shouldn't pass just any Medicare reform. **41**

2. The challenger candidate who says that the incumbent Senator was unable to pass a Medicare prescription drug plan that would help seniors get the drugs they need. The bill that was before Congress may not have been the perfect plan, but it was progress. **42**

3. DK/Refused (**DO NOT READ**) **17**

Turning to a different topic...

29. Do you favor or oppose gay marriage?

1. Favor **25**

2. Oppose **60**

3. DK/Refused (**DO NOT READ**) **15**

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

30. Age

18-34 **19**

35-44 **16**

45-54 **22**

55-64 **19**

65+ **21**

31. 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**

32. 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
33. Are you, or your spouse, currently investing in any stocks and/or mutual funds or do you or your spouse have a pension, IRA, 401-K or any sort of retirement savings plan?	
1. Yes	74
2. No	23
3. DK/Refused (DO NOT READ)	3
34. Are there children in your household under the age of 18 years old?	
1. Yes	31
2. No	68
3. DK/Refused (DO NOT READ)	1
35. What is your current marital status?	
1. Single, never married	19
2. Married	61
3. Separated	1
4. Divorced	8
5. Widowed	10
6. DK/Refused (DO NOT READ)	1
36. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	7
2. 15K-30K	13
3. 30K-50K	23
4. 50K-75K	20
5. 75K-100K	12
6. Over 100K	10
7. DK/Refused (DO NOT READ)	17
37. Are you or any person in your household a member of a union?	
1. Yes, I am a member.	12
2. Yes, I am a member and someone in my household is a member.	3
3. Yes, someone in my household is a member.	5
4. No	79
5. DK/Refused (DO NOT READ)	2
38. What is your religion?	
1. Evangelical/Fundamentalist Protestant	9
2. Mainline Protestant	13
3. Catholic	22
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	4
7. Other	37
8. DK/Refused (DO NOT READ)	11

39. What is your race?

- | | |
|--------------------------------------|----|
| 1. Hispanic | 6 |
| 2. African-American | 7 |
| 3. Asiatic | 1 |
| 4. White | 80 |
| 5. Other (SPECIFY) | 3 |
| 6. DK/Refused (DO NOT READ) | 3 |

Gender: (**BY OBSERVATION**)

- | | |
|-----------|----|
| 1. Male | 48 |
| 2. Female | 52 |

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

- | | |
|-------------|----|
| 1. Urban | 26 |
| 2. Suburban | 52 |
| 3. Rural | 21 |

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

- | | |
|---------------------|----|
| 1. Northeast | 19 |
| 2. South | 27 |
| 3. Midwest | 21 |
| 4. Plains/Mountains | 17 |
| 5. West Coast | 15 |