



NEW MODELS SENATE MAY NATIONAL BRAND SURVEY
May 14-15, 2003
1,000 Registered Voters

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 | 52 |
| 2. Don't Know/Refused (DO NOT READ) | 12 |
| 3. Wrong Track | 36 |

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

- | | |
|--|-----------|
| 1. Approve | 62 |
| 2. Don't Know/Refused (DO NOT READ) | 6 |
| 3. Disapprove | 31 |

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	53	34	1	12
4. Democrats in the US Senate	47	41	1	11

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	9
2. Social Security	8
3. Retirement and Investments	3
4. Terrorism	5
5. Health Care	8
6. Prescription Drugs	3
7. The Economy	25
8. Jobs	5
9. Taxes	5
10. Crime and Safety	2
11. Environment	2
12. National Defense/Foreign Affairs	9
13. National Debt	2
14. Corporate Accountability	1
15. Civil Rights	4
16. Other (SPECIFY)	5
17. 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?

	Rep	Dem
6. Education	39	47
7. Social Security	36	48
8. Retirement and Investments	45	42
9. Health Care/Prescription Drugs	36	49
10. The economy	45	44
11. Jobs	43	47
12. Taxes	50	38
13. National Defense/Foreign Affairs/Terrorism	59	29

(ROTATE 14-16 WITH 17-19)

14. 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 15)	42
2. No (GO TO QUESTION 17)	57
3. DK/Refused (DO NOT READ – GO TO QUESTION 17)	2

15. What was it?

1. Taxes/Reform/Cuts/Bill	39
2. National Defense/Foreign Affairs/ Military/War with Iraq/Korea	11
3. Economy/Employment/Budget	9
4. Terrorism/September 11	5
5. Trying to pass bills/Start programs	4
6. Democrats opposition to Bush judicial nominees	4
7. George Bush mention	4
8. Health care/Prescription drugs/Medicare	3
9. Support the President	3
10. Education related	2
11. Arguing/Fighting/Partisan relations	1
12. Gun control	1
13. Social security	1
14. Don't remember	7
15. Other	8
16. Don't Know/Refused	3

16. Did it make you more favorable or less favorable to U.S. Senate Republican candidates?

1. More Favorable	47
2. Less Favorable	38
3. No Difference (DO NOT READ)	15

17. 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 18)	37
2. No (GO TO QUESTION 20)	60
3. DK/Refused (DO NOT READ – GO TO QUESTION 20)	3

18. What was it?

1. Taxes	27
2. Arguing/Fighting/Partisan issues	16
3. Democrats opposition to Bush Judicial nominees	9
4. The Economy/Unemployment	7
5. Elections/Issues/Running for President	5
6. Health care/Prescription drugs/Medicare/ Patients Bill of Rights	5
7. Foreign Affairs/War with Iraq	5
8. Terrorism/Sept. 11/CIA/FBI	3
9. Education related	2
10. Gun Control	1
11. Racial relations	1
12. Trying to pass bills	1
13. Tom Daschle mention	1
14. Don't remember	6
15. Other	8
16. Don't Know/Refused	3

19. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?

- | | |
|---|----|
| 1. More Favorable | 36 |
| 2. Less Favorable | 50 |
| 3. No Difference (DO NOT READ) | 14 |

20. 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 | 45 |
| 2. Undecided | 8 |
| 3. Democrat | 42 |
| 4. DK/Refused (DO NOT READ) | 5 |

21. Who do you trust more to handle your health care benefits? (**ROTATE**)

- | | |
|--|----|
| 1. Private insurance companies with government oversight | 58 |
| 2. The government | 27 |
| 3. DK/Refused (DO NOT READ) | 15 |

22. Which of the following approaches to prescription drugs do you prefer? (**ROTATE**)

- | | |
|---|----|
| 1. Giving all Medicare beneficiaries the same prescription drug benefit determined by the government | 23 |
| 2. Giving seniors a choice of a Medicare package with the kind of health care and drug coverage that suits them | 68 |
| 3. DK/Refused (DO NOT READ) | 8 |

23. Which Medicare prescription drug program would you prefer? (**ROTATE**)

- | | |
|---|----|
| 1. An \$800 billion package that provides all Medicare beneficiaries the same drug benefit | 38 |
| 2. A \$400 billion package that emphasizes providing benefits to those with limited incomes or high drug expenditures | 50 |
| 3. DK/Refused (DO NOT READ) | 12 |

24. (**ROTATE**) Should a Medicare prescription drug benefit cover medications from overseas sources beyond the reach of FDA regulations and protections, or should Medicare cover only those medications produced and distributed in the US under current protections and assurances regulated by the FDA?

- | | |
|--------------------------------------|----|
| 1. Medications from overseas sources | 29 |
| 2. Only those regulated by the FDA | 62 |
| 3. DK/Refused (DO NOT READ) | 9 |

Turning to the subject of the economy...

25. Who or what is most responsible for the current state of the economy? **(ROTATE)**

1. President Bush	14
2. September 11 and the war on terrorism	20
3. Corporate scandals	14
4. Republicans in Congress	6
5. Democrats in Congress	8
6. Natural ups and downs in economic cycles	26
7. Collapse of tech companies	3
8. DK/Refused (DO NOT READ)	9

26. In thinking about how you vote in 2004, do you think that your vote for US Senate will be largely determined by **(ROTATE)**

1. The security of your job or your spouse's job	5
2. The national rate of unemployment	3
3. The security of your retirement savings	6
4. The outlook of the overall economy	34
5. Whether you have seen any improvements in your local schools and the quality of education	9
6. The status of health care in this country	4
7. How you perceive the war on terrorism and homeland security	8
8. Your political party affiliation	17
9. DK/Refused (DO NOT READ)	14

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

27. In what year were you born?

1. 18-34	19
2. 35-44	19
3. 45-54	20
4. 55-64	18
5. 65+	23
6. Refused	1

28. 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

29. 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	73
2. No	25
3. DK/Refused (DO NOT READ)	2

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

1. Yes	35
2. No	64
3. DK/Refused (DO NOT READ)	1

31. What is your current marital status?

1. Single, never married	21
2. Married	58
3. Separated	2
4. Divorced	8
5. Widowed	10
6. DK/Refused (DO NOT READ)	1

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

1. Less than 15K	9
2. 15K-30K	16
3. 30K-50K	21
4. 50K-75K	17
5. 75K-100K	10

6. Over 100K	12
7. DK/Refused (DO NOT READ)	15
33. Are you or any person in your household a member of a union?	
1. Yes	20
2. No	79
3. DK/Refused (DO NOT READ)	1
34. What is your religion?	
1. Evangelical/Fundamentalist Protestant	8
2. Mainline Protestant	15
3. Catholic	26
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	3
7. Other	35
8. DK/Refused (DO NOT READ)	9
35. (IF ANSWERED 1 – 5) How often do you attend religious services? Would you say... (READ – ROTATE TOP TO BOTTOM, BOTTOM TO TOP)	
1. Once a week, or more	50
2. At least once a month, but not every week	22
3. Seldom, like only on Holidays	22
4. Never	6
5. Don't Know/Refused (DO NOT READ)	1
36. What is your race?	
1. Hispanic	5
2. African-American	9
3. Asiatic	1
4. White	80
5. Other (SPECIFY)	2
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	27
2. Suburban	51
3. Rural	22
Region: (Region taken from sample information)	
1. Northeast	19

2. South	27
3. Midwest	21
4. Plains/Mountains	18
5. West Coast	16