



NEW MODELS OCTOBER NATIONAL BRAND SURVEY
October 29-30, 2003
N=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 | 42 |
| 2. Don't Know/Refused (DO NOT READ) | 12 |
| 3. Wrong Track | 47 |

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 |

(RESUME WITH ALL)

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
3. Republicans in the US Senate	49	40
4. Democrats in the US Senate	48	41

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 | 12 |
| 2. Social Security | 6 |
| 3. Retirement and Investments | 2 |
| 4. Terrorism | 5 |
| 5. Health Care | 9 |
| 6. Prescription Drugs | 3 |
| 7. The Economy | 23 |
| 8. Jobs | 7 |
| 9. Taxes | 4 |
| 10. Crime and Safety | 2 |

11. Environment	2
12. National Defense/Foreign Affairs	10
13. National Debt	2
14. Corporate Accountability	1
15. Civil Rights	3
16. Energy	1
17. Other (SPECIFY)	5
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
6. Education	37	51
7. Social Security	36	53
8. Retirement and Investments	45	42
9. Health Care/Prescription Drugs	34	53
10. The economy	43	47
11. Jobs	40	50
12. Taxes	47	43
13. National Defense/Foreign Affairs/Terrorism	55	36
14. Energy	38	48

(ROTATE 15-17 WITH 18-20)

15. 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 16)	37
2. No (GO TO QUESTION 18)	60
3. DK/Refused (DO NOT READ – GO TO QUESTION 18)	2

16. What was it?

Defense/Terrorism/Iraq	37
Health Care/RX	18
Abortion/Moral Issues	7
Trying to Pass Bills	7
Opposition to Bush Judicial Nominees	6
Economy/Employment	6
Arguing/Fighting/Partisanship	5
Taxes/Tax Cuts	5
Energy	3
Support the President	3
Environment/Pollution/Oil	3
Deficit/Budget	2
Social Security	2
Education	2

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

1. More Favorable	42
2. Less Favorable	41

- | | |
|---|-----------|
| 3. No Difference (DO NOT READ) | 17 |
|---|-----------|
18. 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 19) | 39 |
| 2. No (GO TO QUESTION 21) | 60 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 21) | 2 |
19. What was it?
- | | |
|-------------------------------------|-----------|
| Defense/Terrorism/Iraq | 24 |
| Health Care/RX | 18 |
| Complaining/Attacking Bush | 14 |
| Arguing/Fighting/Partisanship | 7 |
| Elections/Running for President | 7 |
| Opposition to Judicial Nominees | 7 |
| Taxes | 5 |
| Debating Bush Decision to Go to War | 4 |
| Abortion/Moral Issues | 3 |
| Economy/Unemployment | 3 |
| Environment | 3 |
| Social Security | 2 |
| Education | 2 |
| Trying to Pass Bills | 2 |
| Immigration/Illegal Aliens | 1 |
| Energy | 1 |
| Obstruction of Republican Bills | 1 |
| Hillary Clinton | 1 |
| CIA Operative Scandal | 1 |
| Don't Remember | 9 |
| Other | 10 |
| Don't Know/Refused | 2 |
20. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?
- | | |
|---|-----------|
| 1. More Favorable | 40 |
| 2. Less Favorable | 45 |
| 3. No Difference (DO NOT READ) | 15 |
21. 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 | 41 |
| 2. Undecided | 7 |
| 3. Democrat | 48 |
| 4. DK/Refused (DO NOT READ) | 4 |
22. Have you seen, read, or heard anything recently about new jobs being created?
- | | |
|--------|-----------|
| 1. Yes | 39 |
| 2. No | 60 |

3. DK/Refused (**DO NOT READ**) **1**

23. Please tell me if the following statement would cause you to be more favorable, less favorable or would have no impact in voting for a Democrat candidate for Congress based on that statement.

The current economic policy is a failure because the country has lost over 2.6 million jobs.

1. More favorable	36
2. Less favorable	25
3. No impact	34
4. DK/Refused (DO NOT READ)	5

24. Recently Democrats blocked a Republican bill to deal with class action lawsuits. The Democrats had 41 votes to block the votes, and 59 other Senators voted for the legislation. Even though 59 Senators voted for the bill, the legislation was blocked, also known as filibustered, because Senate rules require 60 votes to override a filibuster. Do you think that (**ROTATE**) Democrats have a right to block legislation with 41 votes, or because 59 Senators voted for the bill that class action legislation should have been passed?

1. Democrats have a right	46
2. It should have been passed	39
3. DK/Refused (DO NOT READ)	15

25. If certain schools in your state were rated as underperforming according to education standards resulting from the No Child Left Behind Act, do you think that (**ROTATE**)

1. The schools really are underperforming and truly need help	63
2.	
Or	
3. The education standards resulting from No Child Left Behind are Unreasonable	24
4. DK/Refused (DO NOT READ)	13

26. According to the No Child Left Behind Act, states are required to set standards for teacher quality. Do you favor or oppose this system of rating teachers? **(ROTATE)**

- | | |
|------------------------------------|-----------|
| 1. Favor | 77 |
| 2. Oppose | 16 |
| 3. DK/Refused (DO NOT READ) | 7 |

27. Because of the standards resulting from the No Child Left Behind Act, a significant number of schools are shown to need improvement. In some states, governors are complaining that the funding needed to achieve the goals of No Child Left Behind is not sufficient. Do you think **(ROTATE)**

- | | |
|--|-----------|
| 1. The lack of funding is the real problem | 48 |
|--|-----------|

Or

- | | |
|---|-----------|
| 2. Governors are using the funding issue to avoid the blame for underperforming schools | 41 |
| 3. DK/Refused (DO NOT READ) | 11 |

28. The Mayor of Washington, DC has Congress to allow parents in DC the option of using school vouchers to allow students to transfer out of failing schools into better ones. **(ROTATE)**

Senate Republicans say we should give parents with children in Washington, DC schools the option of school choice because poor parents deserve the same options as wealthy parents.

Senate Democrats, along with the Congressional delegate from DC, oppose school vouchers and say that DC schools need more money and that vouchers will be harmful to the public school system.

Who do you agree with more?

- | | |
|------------------------------------|-----------|
| 1. Senate Republicans | 52 |
| 2. Senate Democrats | 39 |
| 3. DK/refused (DO NOT READ) | 8 |

29. If a majority of Senators wanted to pass legislation to allow DC school vouchers and Senate Democrats were to filibuster the bill so that the Senate could not vote on it, would you support or oppose the Senate Democrats' filibuster?

- | | |
|------------------------------------|-----------|
| 1. Support | 39 |
| 2. Oppose | 52 |
| 3. DK/Refused (DO NOT READ) | 9 |

30. Has Arnold Schwarzenegger's recent election as governor of California made you more favorable, less favorable or had no impact on the chances of you voting for a Republican candidate in the future?

- | | |
|------------------------------------|-----------|
| 1. More favorable | 10 |
| 2. Less favorable | 14 |
| 3. No impact | 74 |
| 4. DK/Refused (DO NOT READ) | 2 |

31. Do you think it is acceptable or not acceptable to have a pro-choice nominee to the Supreme Court? **(ROTATE)**

- | | |
|------------------------------------|-----------|
| 1. Acceptable | 67 |
| 2. Not acceptable | 22 |
| 3. DK/Refused (DO NOT READ) | 11 |

32. If the elections were held today for President and the candidates are George W. Bush as the Republican nominee and Howard Dean as the Democrat nominee, would you be more likely to vote for **(ROTATE)** George W. Bush - the Republican candidate, or Howard Dean – the Democrat candidate? **(IF UNDECIDED ASK)** would you be leaning toward George W. Bush – the Republican candidate, or Howard Dean – the Democrat candidate?

- | | |
|------------------------------------|-----------|
| 1. Bush | 51 |
| 2. Dean | 42 |
| 3. Undecided | 6 |
| 4. DK/Refused (DO NOT READ) | 2 |

Turning to a different topic...

33. Within 3 years of leaving Foster Care, a majority of children will have been homeless for a week and will attend several schools throughout their youth. Knowing this, would you favor or oppose a federal grant for a public - private partnership that places foster youth in internships and apprenticeships that can lead to a lifetime of stable employment?

- | | |
|------------------------------------|-----------|
| 1. Favor | 76 |
| 2. Oppose | 12 |
| 3. DK/Refused (DO NOT READ) | 12 |

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

34. In what year were you born?

- | | |
|--------------|-----------|
| 18-34 | 18 |
| 35-44 | 20 |
| 45-54 | 21 |
| 55-64 | 20 |
| 65+ | 21 |

35. 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 |

36. If you had to classify yourself, would you say you are **(ROTATE)** liberal, moderate, or conservative in your political beliefs?

- | | |
|------------------------------------|----|
| 1. Liberal | 17 |
| 2. Moderate | 48 |
| 3. Conservative | 33 |
| 4. DK/Refused (DO NOT READ) | 2 |

37. 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 | 77 |
| 2. No | 20 |
| 3. DK/Refused (DO NOT READ) | 3 |

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

- | | |
|------------------------------------|----|
| 1. Yes | 34 |
| 2. No | 66 |
| 3. DK/Refused (DO NOT READ) | 0 |

39. What is your current marital status?

- | | |
|------------------------------------|----|
| 1. Single, never married | 17 |
| 2. Married | 64 |
| 3. Separated | 1 |
| 4. Divorced | 8 |
| 5. Widowed | 9 |
| 6. DK/Refused (DO NOT READ) | 1 |

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

- | | |
|------------------------------------|----|
| 1. Less than 15K | 9 |
| 2. 15K-30K | 15 |
| 3. 30K-50K | 19 |
| 4. 50K-75K | 17 |
| 5. 75K-100K | 11 |
| 6. Over 100K | 13 |
| 7. DK/Refused (DO NOT READ) | 16 |

41. Are you or any person in your household a member of a union?

- | | |
|--|----|
| 1. Yes, I am a member. | 11 |
| 2. Yes, I am a member and someone in my household is a member. | 1 |
| 3. Yes, someone in my household is a member. | 6 |
| 4. No | 81 |
| 5. DK/Refused (DO NOT READ) | 1 |

42. What is your religion?

- | | |
|--|----|
| 1. Evangelical/Fundamentalist Protestant | 11 |
|--|----|

2. Mainline Protestant	19
3. Catholic	24
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	4
7. Other	29
8. DK/Refused (DO NOT READ)	8

43. What is your race?

1. Hispanic	6
2. African-American	8
3. Asiatic	1
4. White	82
5. Other (SPECIFY)	2
6. DK/Refused (DO NOT READ)	2

Gender: (**BY OBSERVATION**)

1. Male	48
2. Female	52

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

1. Urban	29
2. Suburban	52
3. Rural	20

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

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