



**NEW MODELS NATIONAL BRAND SURVEY**  
**July 11-12, 2005**  
**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                           | <b>39</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>9</b>  |
| 3. Wrong Track                               | <b>53</b> |

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

- |  |           |
|--|-----------|
| 1. Approve                                   | <b>49</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>3</b>  |
| 3. Disapprove                                | <b>48</b> |

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	50	44
4. Democrats in the US Senate	50	44

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                      | <b>9</b>  |
| 2. Social Security                | <b>11</b> |
| 3. Retirement and Investments     | <b>2</b>  |
| 4. Terrorism                      | <b>8</b>  |
| 5. Health Care/Prescription Drugs | <b>9</b>  |
| 6. The Economy                    | <b>19</b> |
| 7. Jobs                           | <b>4</b>  |
| 8. Taxes                          | <b>4</b>  |
| 9. Crime and Safety               | <b>2</b>  |
| 10. Environment                   | <b>2</b>  |

11. National Defense/Foreign Affairs/Iraq	<b>17</b>
12. National Deficit	<b>3</b>
13. Energy	<b>1</b>
14. Gas prices	<b>2</b>
15. Other ( <b>SPECIFY</b> )	<b>4</b>
16. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>3</b>

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

	<b>Rep</b>	<b>Dem</b>
6. Education	<b>41</b>	<b>49</b>
7. Social Security	<b>38</b>	<b>52</b>
8. Health Care/Prescription Drugs	<b>34</b>	<b>54</b>
9. The economy	<b>46</b>	<b>46</b>
10. Jobs	<b>41</b>	<b>51</b>
11. War in Iraq	<b>49</b>	<b>40</b>
12. Energy and Gas Prices	<b>37</b>	<b>50</b>
13. Finding solutions	<b>42</b>	<b>44</b>

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

	<b>Rep</b>	<b>Dem</b>
14. Security	<b>53</b>	<b>38</b>
15. Freedom	<b>46</b>	<b>44</b>
16. Opportunity	<b>41</b>	<b>49</b>
17. Compassion	<b>36</b>	<b>54</b>
18. Financial Stability	<b>49</b>	<b>44</b>

**(ROTATE 19-21 WITH 22-24)**

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

1. Yes ( <b>GO TO QUESTION 20</b> )	<b>45</b>
2. No ( <b>GO TO QUESTION 22</b> )	<b>52</b>
3. DK/Refused ( <b>DO NOT READ – GO TO QUESTION 22</b> )	<b>2</b>

20. What was it?

Defense, Foreign Affairs and Iraq	<b>26</b>
Social Security	<b>20</b>
Judicial Appointments	<b>16</b>
Supreme Court Vacancy	<b>13</b>
Economy/Trade	<b>6</b>
Terrorism	<b>6</b>
Health Care/Rx	<b>4</b>
High Gas Prices/Energy	<b>4</b>
Environment/Drilling	<b>3</b>
Filibuster Rules Change/Nuclear Option	<b>3</b>
Politics as usual/Infighting	<b>2</b>

Education	2
Jobs	2
Deficit/Budget	1
Taxes	1
House Ethics	1
They compromised on the filibuster issue	1
Stem cell	1
Gun control	1
Immigration	1
McCain Mention	1
Bolton Nomination and Hearings	1
Other	13
DK/Refused	12

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

1. More Favorable	40
2. Less Favorable	45
3. No Difference ( <b>DO NOT READ</b> )	15

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

1. Yes ( <b>GO TO QUESTION 23</b> )	42
2. No ( <b>GO TO QUESTION 25</b> )	57
3. DK/Refused ( <b>DO NOT READ – GO TO QUESTION 25</b> )	2

23. What was it?

Defense, Foreign Affairs and Iraq	22
Opposition to Judicial Appts.	21
Social Security Discussion	13
Supreme Court Vacancy	13
Dems are Obstructionists	8
Health Care/Rx	6
Debate over Filibuster	4
Terrorism	4
Education	3
Economy/Trade	3
Environment/Drilling	2
Ted Kennedy	2
Hillary Clinton	2
Deficit/Budget	2
High Gas/Energy	1
Taxes	1
Closing Military Bases	1
Jobs	1
Gun Control	1
Tried to Raise Minimum Wage	1
Harry Reid	1
Immigration	1
Gay Marriage	1
They Compromised on the Filibuster Issue	1
Other	15

DK/Refused	11
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24. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?

1. More Favorable	41
2. Less Favorable	47
3. No Difference ( <b>DO NOT READ</b> )	12

25. 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	44
2. Undecided	6
3. Democrat	47
4. DK/Refused ( <b>DO NOT READ</b> )	3

Turning to the subject of health care...

26. With regard to health care, which aspect should Congress focus its efforts on the most? (**ROTATE**)

1. Reducing the increasing cost of health insurance	48
2. Expanding access to health insurance	26
3. Improving the quality of health care	22
4. DK/Refused ( <b>DO NOT READ</b> )	5

27. Do you favor or oppose medical liability reform?

1. Favor	61
2. Oppose	20
3. DK/Refused ( <b>DO NOT READ</b> )	19

28. Which of the following would you find most effective in improving health care? (**ROTATE**)

1. Providing doctors and pharmacists with better access to medical records through information technology	14
2. Cutting red tape	22
3. Eliminating waste, fraud and abuse in health care costs	60
4. DK/Refused ( <b>DO NOT READ</b> )	3

Turning to a different topic...

29. Which of the following themes best represents what you think Congress should be doing? (**ROTATE**)

1. Delivering on America's priorities	6
2. Keeping our promises to America	13

3. Finding solutions	19
4. Creating jobs and strengthening America's economy	34
5. Strengthening America	12
6. Delivering results for all Americans	7
7. Doing America's business	4
8. DK/Refused (DO NOT READ)	4

30. Turning to the subject of the Supreme Court....when it comes to a nomination to the Supreme Court, do you want a nominee who is **(ROTATE)** more conservative, exactly the same, or more liberal than Sandra Day O'Connor?

1. More conservative	34
2. Exactly the same	36
3. More liberal	24
4. DK/Refused (DO NOT READ)	7

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

31. What are the two main sources of your news about national issues such as politics, Iraq, the economy, education, and health care? **(DO NOT READ – ALLOW THEM TO VOLUNTEER A RESPONSE AND CODE AS FOLLOWS)**

1. ABC News	8
2. NBC News	8
3. CBS News	5
4. Local TV news	30
5. CNN News	20
6. MSNBC/CNBC News	3
7. Fox News	18
8. CSpan	0
9. Daily newspaper	52
10. News magazines such as Time, US News, and Newsweek	5
11. Opinion magazines like Weekly Standard	0
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	10
14. News Pages of Internet Service Providers such as Yahoo News and MSN News	4
15. Opinion websites like Drudge Report or slate.com	0
16. National Public Radio	8
17. Religious radio shows	0
18. Talk radio like Rush Limbaugh	2
19. General radio news station	4
20. Comedy Shows like the Daily Show with Jon Stewart	0
21. Late Night TV Shows like Jay Leno	0
22. Morning TV shows like Today, Good Morning America	0
23. Political Talk Shows on cable, such as CNN's Crossfire	1

and MSNBC's Hardball	
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	0
25. Other	11
26. DK/Refused	1

32. In what year were you born?

1. 18-34	14
2. 35-44	15
3. 45-54	22
4. 55-64	19
5. 65+	28
6. Refused	2

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

1. Republican	36
2. Democrat	36
3. Independent	25
4. Other DK/Refused ( <b>DO NOT READ</b> )	3

34. 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	34
4. DK/Refused ( <b>DO NOT READ</b> )	1

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

1. Yes	31
2. No	69
3. DK/Refused ( <b>DO NOT READ</b> )	0

36. What is your current marital status?

1. Single, never married	16
2. Married	65
3. Separated	1
4. Divorced	9
5. Widowed	8
6. DK/Refused ( <b>DO NOT READ</b> )	1

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

1. Less than 15K	11
2. 15K-30K	10
3. 30K-50K	22
4. 50K-75K	20

5. 75K-100K	<b>10</b>
6. Over 100K	<b>12</b>
7. DK/Refused ( <b>DO NOT READ</b> )	<b>15</b>
38. What is your religion?	
1. Evangelical/Fundamentalist Protestant	<b>10</b>
2. Mainline Protestant	<b>20</b>
3. Catholic	<b>24</b>
4. Jewish	<b>2</b>
5. Mormon	<b>1</b>
6. Atheist/ Agnostic	<b>4</b>
7. Other	<b>32</b>
8. DK/Refused ( <b>DO NOT READ</b> )	<b>7</b>
39. What is your race?	
1. Hispanic	<b>5</b>
2. African-American	<b>7</b>
3. Asiatic	<b>1</b>
4. White	<b>83</b>
5. Other ( <b>SPECIFY</b> )	<b>2</b>
6. DK/Refused ( <b>DO NOT READ</b> )	<b>2</b>
Gender: ( <b>BY OBSERVATION</b> )	
1. Male	<b>47</b>
2. Female	<b>53</b>
What type of area do you live in? ( <b>TAKEN FROM SAMPLE</b> )	
1. Urban	<b>29</b>
2. Suburban	<b>50</b>
3. Rural	<b>20</b>
Region: ( <b>Region taken from sample information</b> )	
1. Northeast	<b>19</b>
2. South	<b>29</b>
3. Midwest	<b>21</b>
4. Plains/Mountains	<b>17</b>
5. West Coast	<b>14</b>