



NEW MODELS NATIONAL BRAND SURVEY AGGREGATES
N=1000RV
March 13-14, 2005

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 | 45 |
| 2. Don't Know/Refused (DO NOT READ) | 8 |
| 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 | 52 |
| 2. Don't Know/Refused (DO NOT READ) | 2 |
| 3. Disapprove | 46 |

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	52	41
4. Democrats in the US Senate	51	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 | 6 |
| 2. Social Security | 15 |
| 3. Retirement and Investments | 2 |
| 4. Terrorism | 6 |
| 5. Health Care/Prescription Drugs | 10 |
| 6. The Economy | 18 |
| 7. Jobs | 6 |
| 8. Taxes | 4 |
| 9. Crime and Safety | 1 |
| 10. Environment | 2 |
| 11. National Defense/Foreign Affairs/Iraq | 12 |
| 12. National Deficit | 4 |
| 13. Corporate Accountability | 1 |
| 14. Civil Rights | 2 |
| 15. Gay Marriage | 2 |
| 16. Other (SPECIFY) | 3 |

17. Don't Know/Refused (**DO NOT READ**)

5

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	40/50
7. Social Security	39/50
8. Retirement and Investments	43/44
9. Health Care/Prescription Drugs	35/53
10. The economy	47/44
11. Jobs	44/46
12. Taxes	48/42
13. National Defense/Foreign Affairs/Terrorism	54/37
14. Fiscal Responsibility	44/44
15. War in Iraq	51/37

(ROTATE 16-18 WITH 19-21)

16. 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 17)	46
2. No (GO TO QUESTION 19)	53
3. DK/Refused (DO NOT READ – GO TO QUESTION 19)	2

17. What was it?

Social Security Reform/Private Investment Accounts	62
National Defense/Foreign Affairs/Iraq	14
New Bankruptcy Bill/Helps the Rich and Hurts the Poor	7
Health Care/Prescription Drugs	6
Taxes	4
Judicial Appointments	4
The Economy	3
National Deficit/Budget	3
Education	3
Environment/Energy Exploration/Drilling in ANWAR	3
They Didn't Raise the Minimum Wage	2
Gay Marriage	2
Terrorism	2
Immigration	1
Jobs	1
Politics as Usual/Political Infighting	1
Retirement and Investments	1
Tort Reform/Cap on Damages	1
Nuclear Weapons/Iran/North Korea	1
The Current Situation in Syria/Lebanon	1
Bush Appointed John Negroponte as the UN Ambassador	1
Cabinet Confirmation Hearings	1
Gun Control	-
Nothing	2
Other	5
Read or Heard Something/Don't Remember/Refused	11

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

- | | |
|---|----|
| 1. More Favorable | 39 |
| 2. Less Favorable | 46 |
| 3. No Difference (DO NOT READ) | 16 |

19. 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 20) | 36 |
| 2. No (GO TO QUESTION 22) | 63 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 22) | 1 |

20. What was it?

- | | |
|--|----|
| Opposing Social Security Reform | 33 |
| Social Security/General Discussion | 20 |
| National Defense/Foreign Affairs/Iraq | 10 |
| Democrats are Obstructionists/Oppose Bush on Everything | 8 |
| Health Care/Prescription Drugs | 7 |
| New Bankruptcy Bill | 6 |
| Judicial Appointments/Opposition to Education | 5 |
| Ted Kennedy Mention | 4 |
| The Economy | 3 |
| Environment/Energy Exploration/Drilling in ANWAR | 3 |
| They Tried to Raise the Minimum Wage | 2 |
| Taxes | 2 |
| Gay Marriage | 2 |
| Jobs | 2 |
| Cabinet Confirmation Hearings/Opposition to Hillary Clinton Mention/She'll Run for President in 2008 | 2 |
| Tort Reform/Cap on Damages | 1 |
| National Deficit/Budget | 1 |
| Terrorism | 1 |
| Harry Reid Mention | 1 |
| Nuclear Weapons/Iran/North Korea | 1 |
| Retirement and Investments | 1 |
| Crime and Safety | - |
| Howard Dean is the New Chairman of DNC | - |
| State of the Union Address | - |
| Immigration | - |
| The Current Situation in Syria/Lebanon | - |
| Gun Control | - |
| Nothing | 2 |
| Other | 7 |
| Don't Know/Don't Remember/Refused | 10 |

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

- | | |
|---|----|
| 1. More Favorable | 44 |
| 2. Less Favorable | 42 |
| 3. No Difference (DO NOT READ) | 14 |

Turning to the subject of Social Security.....

22. Do you favor or oppose allowing workers to invest part of their Social Security funds in personal retirement accounts?

- 1. Favor 51
- 2. Oppose 42
- 3. DK/Refused (**DO NOT READ**) 7

Which party do you have more confidence in to handle the issue of (**ROTATE LIST BELOW**), (**ROTATE**) Republicans in the Senate, or Democrats in the Senate?

- | | Rep/Dem |
|---|----------------|
| 23. Ensuring that your retirement will be financially secure | 39/49 |
| 24. Making sure that existing benefits for seniors and those nearing retirement are not cut | 37/53 |

25. Do you think that President Bush and Republicans are trying to (**ROTATE**)

- 1. Privatize Social Security 37
- 2. Allow younger workers to invest part of their Social Security funds in personal retirement accounts 48
- 3. DK/Refused (**DO NOT READ**) 15

26. Do you think that Democrats in Congress are trying to (**ROTATE**)

- 1. Save the Social Security system 48
- 2. Block Social Security reform for partisan reasons 40
- 3. DK/Refused (**DO NOT READ**) 12

I am going to read a series of statements to you. Please tell me if you believe or do not believe each statement. (**ROTATE 27-31**)

27. There is a crisis in Social Security.

- 1. Believe 68
- 2. Do not believe 29
- 3. DK/Refused (**DO NOT READ**) 3

28. Under the Republican proposal, Social Security benefits will not change for seniors or people nearing retirement.

- 1. Believe 53
- 2. Do not believe 41
- 3. DK/Refused (**DO NOT READ**) 6

29. The President's proposal for Social Security will give Americans more financial security for their retirement.

- 1. Believe 40
- 2. Do not believe 55
- 3. DK/Refused (**DO NOT READ**) 5

30. Personal retirement accounts will give me more financial security for my retirement.

- | | |
|--------------------------------------|-----------|
| 1. Believe | 47 |
| 2. Do not believe | 47 |
| 3. DK/Refused (DO NOT READ) | 6 |

31. On a scale of 1-10 with 1 being not important at all and 10 being very important, how important is it that a plan for Social Security reform be bipartisan?

8.07 (mean)

32. Democrats are refusing to allow personal retirement accounts to be discussed as part of overall Social Security reform. Do you agree or disagree with the Democrats' position?

- | | |
|--------------------------------------|-----------|
| 1. Agree | 38 |
| 2. Disagree | 56 |
| 3. DK/Refused (DO NOT READ) | 6 |

Now I would like to read you a list of phrases related to Social Security, and after I read each phrase, please tell me whether you believe the phrase best describes (**ROTATE**) President Bush or the Democrats. (**ROTATE Q33-35**)

33. Trust to make the right kinds of changes

- | | |
|--------------------------------------|-----------|
| 1. Bush | 49 |
| 2. Democrats | 42 |
| 3. Both (DO NOT READ) | 3 |
| 4. Neither (DO NOT READ) | 4 |
| 5. DK/Refused (DO NOT READ) | 3 |

34. Is offering the right kind of ideas.

- | | |
|--------------------------------------|-----------|
| 1. Bush | 48 |
| 2. Democrats | 40 |
| 3. Both (DO NOT READ) | 1 |
| 4. Neither (DO NOT READ) | 6 |
| 5. DK/Refused (DO NOT READ) | 4 |

35. Is willing to work with both political parties to find a solution.

- | | |
|--------------------------------------|-----------|
| 1. Bush | 52 |
| 2. Democrats | 36 |
| 3. Both (DO NOT READ) | 3 |
| 4. Neither (DO NOT READ) | 6 |
| 5. DK/Refused (DO NOT READ) | 3 |

Please tell me if you believe or do not believe the following statement.

36. Republicans in the Senate have an agenda to grow the economy and help create jobs.

- | | |
|--------------------------------------|-----------|
| 1. Believe | 60 |
| 2. Do not believe | 37 |
| 3. DK/Refused (DO NOT READ) | 3 |

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

37. 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	9
2. NBC News	10
3. CBS News	6
4. Local TV news	22
5. CNN News	21
6. MSNBC/CNBC News	3
7. Fox News	18
8. CSpan	1
9. Daily newspaper	54
10. News magazines such as Time, US News, and Newsweek	6
11. Opinion magazines like Weekly Standard	1
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	9
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	4
14. Opinion websites like Drudge Report or slate.com	-
15. National Public Radio	6
16. Religious radio shows	-
17. Talk radio like Rush Limbaugh	3
18. General radio news station	5
19. Public television news shows like McNeil Lehrer	1
20. Comedy Shows like the Daily Show with Jon Stewart	-
21. Late Night TV Shows like Jay Leno	-
22. Morning TV shows like Today, Good Morning America	1
23. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	-
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
25. Other	10
26. DK/Refused	2

38. In what year were you born?

1. 18-34	15
2. 35-44	19
3. 45-54	21
4. 55-64	18
5. 65+	26
6. Refused	1

39. 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	2
5. DK/Refused (DO NOT READ)	1

40. 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 **(DO NOT READ)** 1
41. Are there children in your household under the age of 18 years old?
1. Yes 33
 2. No 67
 3. DK/Refused **(DO NOT READ)** 1
42. What is your current marital status?
1. Single, never married 14
 2. Married 64
 3. Separated 2
 4. Divorced 9
 5. Widowed 10
 6. DK/Refused **(DO NOT READ)** 1
43. What is the annual income of your household before taxes? Is it...
1. Less than 15K 9
 2. 15K-30K 15
 3. 30K-50K 17
 4. 50K-75K 19
 5. 75K-100K 13
 6. Over 100K 14
 7. DK/Refused **(DO NOT READ)** 14
44. What is your religion?
1. Evangelical/Fundamentalist Protestant 11
 2. Mainline Protestant 19
 3. Catholic 27
 4. Jewish 2
 5. Mormon 1
 6. Atheist/ Agnostic 3
 7. Other 28
 8. DK/Refused **(DO NOT READ)** 8
45. What is your race?
1. Hispanic 5
 2. African-American 7
 3. Asiatic 1
 4. White 82
 5. Other **(SPECIFY)** 1
 6. DK/Refused **(DO NOT READ)** 3

Gender: (BY OBSERVATION)

- | | |
|-----------|----|
| 1. Male | 47 |
| 2. Female | 53 |

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

- | | |
|-------------|----|
| 1. Urban | 29 |
| 2. Suburban | 52 |
| 3. Rural | 19 |

Region: (Region taken from sample information)

- | | |
|---------------------|----|
| 1. Northeast | 19 |
| 2. South | 28 |
| 3. Midwest | 22 |
| 4. Plains/Mountains | 17 |
| 5. West Coast | 15 |