



NEW MODELS NATIONAL BRAND SURVEY
August 15-16, 2004
N=1000 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 | 45 |
| 2. Don't Know/Refused (DO NOT READ) | 7 |
| 3. Wrong Track | 48 |

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

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

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	Name ID
3. Republicans in the US Senate	49	41	-
4. Democrats in the US Senate	49	43	-
5. John Kerry	49	45	100
6. George W. Bush	51	48	100
7. The No Child Left Behind Act	52	27	91

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

- | | |
|-----------------------------------|-----------|
| 1. Education | 8 |
| 2. Social Security | 6 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 11 |
| 5. Health Care/Prescription Drugs | 10 |
| 6. The Economy | 22 |
| 7. Jobs | 6 |
| 8. Taxes | 3 |
| 9. Crime and Safety | 2 |

10. Environment	1
11. National Defense/Foreign Affairs	14
12. National Debt	2
13. Corporate Accountability	1
14. Civil Rights	2
15. Fiscal Responsibility	4
16. Other (SPECIFY)	4
17. 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?

	Rep	Dem
9. Education	40	51
10. Social Security	38	51
11. Retirement and Investments	43	44
12. Health Care/Prescription Drugs	36	53
13. The economy	47	46
14. Jobs	42	50
15. Taxes	48	45
16. National Defense/Foreign Affairs/Terrorism	51	42
17. Fiscal Responsibility	44	46
18. War in Iraq	47	44

(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 (GO TO QUESTION 20)	38
2. No (GO TO QUESTION 22)	60
3. DK/Refused (DO NOT READ – GO TO QUESTION 22)	1

20. What was it?

Defense/Foreign Affairs/Iraq	20
Terrorism/9-11 Commission	16
Upcoming Election/Campaigns	9
Gay Marriage/Constitutional Amendment	9
Taxes/Cuts	7
Arguing/Partisanship	6
Economy/Employment	6
New CIA Chief	4
Bush Mention	4
Health Care/RX	4
John Kerry Mention	3
Support the President	2
Trying to Pass Bills/Start Programs	2
Alan Keyes/Illinois Senate	2
Education	2
Hurricane in Florida	2

Social Security	1
Debate Over Judicial Nominees	1
Republican Convention	1
McGreevey/New Jersey Governor	1
Enron/Corporate Accountability	1
Stem Cell Research	1
Deficit/Budget	1
Environment/Pollution/Oil	1
Don't Remember	6
Other	3
DK/Refused	17

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

1. More Favorable	39
2. Less Favorable	44
3. No Difference (DO NOT READ)	18

22. 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 23)	36
2. No (GO TO QUESTION 25)	62
3. DK/Refused (DO NOT READ – GO TO QUESTION 25)	2

23. What was it?

Foreign Affairs/War with Iraq	13
Terrorism/9-11 Commission	12
Kerry/Campaign	11
Elections/Running for President	9
Health Care/RX	8
Complaints About Bush/Attacking Bush	8
Arguing/Partisanship	8
Economy/Jobs	6
Taxes	5
Democratic Convention	5
Opposition to Judicial Nominees	4
Gay Marriage/Amendment	3
Congressional Recess	3
Abortion/Stem Cell	3
New CIA Chief	3
Education	2
McGreevey/New Jersey Governor	2
Debating Bush's Decision To Go To War	2
Environment	2
Obstruction of Republican Bills	2
Social Security	2
Trying To Pass Bills	1
Bush Mention	1
Outsourcing	1
Barack Obama/Illinois Senate	1
Energy	1
Hillary Clinton	1

Corruption/Scandal	1
Gun Control	1
Don't Remember	8
Other	3
DK/Refused	12

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

1. More Favorable	46
2. Less Favorable	40
3. No Difference (DO NOT READ)	14

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	45
2. Undecided	5
3. Democrat	48
4. DK/Refused (DO NOT READ)	2

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

1. Bush	47
2. Lean Bush	1
3. Undecided	2
4. Lean Kerry	1
5. Kerry	47
6. DK/Refused (DO NOT READ)	2

TOTAL BUSH	48
TOTAL KERRY	48

27. Generally speaking, would you say the economy is headed in the right direction, or is it seriously headed off on the wrong track?

1. Right Direction	48
2. Don't Know/Refused (DO NOT READ)	5
3. Wrong Track	47

28. Have you seen, read or heard anything about new jobs being created?

1. Yes	61
2. No	39
3. DK/Refused (DO NOT READ)	1

I am going to read a series of statements to you. Please tell me if you believe or do not believe that statement. **(ROTATE 29-32)**

29. John Kerry will raise taxes on people like me.

- | | |
|------------------------------------|----|
| 1. Believe | 51 |
| 2. Do not believe | 41 |
| 3. DK/Refused (DO NOT READ) | 8 |

30. America's kids will have a safer future as a result of Saddam Hussein being removed from power.

- | | |
|------------------------------------|----|
| 1. Believe | 56 |
| 2. Do not believe | 40 |
| 3. DK/Refused (DO NOT READ) | 4 |

31. Republicans have cut veterans benefits.

- | | |
|------------------------------------|----|
| 1. Believe | 38 |
| 2. Do not believe | 41 |
| 3. DK/Refused (DO NOT READ) | 21 |

32. If John Kerry is President, America can create better jobs.

- | | |
|------------------------------------|----|
| 1. Believe | 44 |
| 2. Do not believe | 50 |
| 3. DK/Refused (DO NOT READ) | 6 |

33. From what you have seen, read or heard, are you favorable or unfavorable to what you saw, read or heard about the Democratic convention?

- | | |
|------------------------------------|----|
| 1. Favorable | 48 |
| 2. Unfavorable | 35 |
| 3. DK/Refused (DO NOT READ) | 16 |

34. With regard to making the decision to go to war in Iraq, do you think that President Bush **(ROTATE)**

- | | |
|---|----|
| 1. Deliberately lied to the country | 33 |
| 2. Acted based on the intelligence he was given | 60 |
| 3. DK/Refused (DO NOT READ) | 6 |

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

35. 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 | 10 |
| 3. CBS News | 5 |
| 4. Local TV news | 20 |

- | | |
|--|----|
| 5. CNN News | 21 |
| 6. MSNBC/CNBC News | 3 |
| 7. Fox News | 17 |
| 8. CSpan | 1 |
| 9. Daily newspaper | 52 |
| 10. News magazines such as Time, US News,
and Newsweek | 7 |
| 11. Opinion magazines like Weekly Standard | 0 |
| 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV
station websites | 8 |
| 13. News Pages of Internet Service Providers such as Yahoo News and
MSN News | 3 |
| 14. Opinion websites like Drudge Report or
slate.com | 1 |
| 15. National Public Radio | 6 |
| 16. Religious radio shows | 0 |
| 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 | 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 and MSNBC's
Hardball | 0 |
| 24. Sunday News Shows such as NBC's Meet the Press and ABC's This
Week | 0 |
| 25. Other | 14 |
| 26. DK/Refused | 3 |
36. 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 |
37. 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 |
38. Do you own a passport?
- | | |
|--------------------------------------|----|
| 1. Yes | 41 |
| 2. No | 57 |
| 3. DK/Refused (DO NOT READ) | 2 |

Gender:

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