



NEW MODELS NATIONAL BRAND SURVEY
Sept. 11-12, 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 | 43 |
| 2. Don't Know/Refused (DO NOT READ) | 9 |
| 3. Wrong Track | 49 |

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

- | | |
|--|-----------|
| 1. Approve | 50 |
| 2. Don't Know/Refused (DO NOT READ) | 4 |
| 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	Name ID
3. Republicans in the US Senate	47	39	
4. Democrats in the US Senate	50	39	
5. John Kerry	48	46	100
6. George W. Bush	52	46	100
7. Zell Miller	23	23	59
8. Arnold Schwarzenegger	59	27	99

9. 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 | 12 |
| 6. The Economy | 19 |
| 7. Jobs | 7 |
| 8. Taxes | 2 |
| 9. Crime and Safety | 1 |
| 10. Environment | 2 |

11. National Defense/Foreign Affairs	14
12. National Debt	2
13. Corporate Accountability	1
14. Civil Rights	2
15. Fiscal Responsibility	5
16. Other (SPECIFY)	2
17. Don't Know/Refused (DO NOT READ)	6

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

	Republican/Democrat
10. Education	39/52
11. Social Security	37/51
12. Retirement and Investments	43/45
13. Health Care/Prescription Drugs	35/53
14. The Economy	44/49
15. Jobs	41/51
16. Taxes	47/44
17. National Defense/Foreign Affairs/Terrorism	52/41
18. Fiscal Responsibility	42/46
19. War in Iraq	49/42

(ROTATE 20-22 WITH 23-25)

20. 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 21)	35
2. No (GO TO QUESTION 23)	63
3. DK/Refused (DO NOT READ – GO TO QUESTION 23)	2

21. What was it?

National Defense/Foreign Affairs/Military/Iraq	21
Economy/Employment/New Overtime Bill	11
Gun Control/Bill to Ban Assault Weapons	10
Terrorism/Sept 11/ 9-11 Commission	9
Upcoming Election Issues/Current Campaigns	7
Health Care/Prescription Drugs/Medicare	7
Republican Convention	7
Taxes/Reform/Tax Cuts	5
George Bush Mention (Positive)	5
Arguing/Fighting/Partisan Relations/Congressional Inefficiency	4
Gay Marriage/Constitutional Amendment	4
Social Security	4
George Bush Mention (Negative)	3
John Kerry's Military Record	2
Education Issues	2
Trying to Pass Bills/Start Programs	2
New CIA Chief	2
Mention of George Bush's Military Record	1

John Kerry Mention	1
Recent Hurricane in Florida	1
Abortion/Moral Issues	1
Environment/Pollution/Oil	1
Patriot Act/Guantanamo Detainees/POWs	1
Terrorist Events in Russia	--
Illegal Immigration	--
Stem Cell Research	--
Religion	--
Opposition of Judicial Nominees	--
Read or Heard Something/Don't Remember	13
Other	2
Don't Know/Refused	8

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

1. More Favorable	38
2. Less Favorable	49
3. No Difference (DO NOT READ)	13

23. 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 24)	33
2. No (GO TO QUESTION 26)	65
3. DK/Refused (DO NOT READ – GO TO QUESTION 26)	2

24. What was it?

Health Care/RX/Medicare	12
Economy/Employment/New Overtime Bill	11
Election Issues/Democrats Running for President	11
Foreign Affairs/War With Iraq/National Security	10
Complaints About/Attacking Pres. Bush	10
Gun Control/Bill to Ban Assault Weapons	9
John Kerry Campaign Mention (General)	8
Terrorism/Sept 11/ 9-11 Commission	7
Arguing/Fighting/Partisan Issues	6
Education Related	4
Social Security	4
George Bush's Military Record	3
Taxes	3
Gay Marriage/Gay Issues/Marriage Amendment	3
GOP Convention/Zell Miller	3
Trying to Pass Bills	2
Democratic Convention	2
Budget/Deficit	2
Abortion/Moral Issues/Stem Cell Research	1
Democrat's Obstruction of Republican Bills	1
New CIA Chief	1
Democrats Obstruction of Bush Judicial Nominees	1
George Bush Mention	1
Environment	1
Read or Heard Something/Don't Remember	10

- | | |
|--------------------|---|
| Other | 3 |
| Don't Know/Refused | 7 |
25. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?
- | | |
|---|----|
| 1. More Favorable | 41 |
| 2. Less Favorable | 42 |
| 3. No Difference (DO NOT READ) | 17 |
26. 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 | 42 |
| 2. Lean Republican | 3 |
| 3. Undecided | 5 |
| 4. Lean Democrat | 3 |
| 5. Democrat | 45 |
| 6. DK/Refused (DO NOT READ) | 2 |
| Total Republican | 45 |
| Total Democrat | 48 |
27. 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 | 48 |
| 2. Lean Bush | 1 |
| 3. Undecided | 3 |
| 4. Lean Kerry | 2 |
| 5. Kerry | 45 |
| 6. DK/Refused (DO NOT READ) | 1 |
| Total Bush | 50 |
| Total Kerry | 47 |
28. 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 | 46 |
| 2. Don't Know/Refused (DO NOT READ) | 6 |
| 3. Wrong Track | 48 |
29. Have you seen, read or heard anything about new jobs being created?
- | | |
|--------------------------------------|----|
| 1. Yes | 57 |
| 2. No | 43 |
| 3. DK/Refused (DO NOT READ) | -- |

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

- | | |
|--------------------------------------|-----------|
| 1. Favorable | 44 |
| 2. Unfavorable | 39 |
| 3. DK/Refused (DO NOT READ) | 16 |

I am going to read a series of statements to you. Please tell me if you believe or do not believe each statement. (**ROTATE 31-35**)

31. John Kerry flip flops on the issues.

- | | |
|--------------------------------------|-----------|
| 1. Believe | 60 |
| 2. Don't believe | 35 |
| 3. DK/Refused (DO NOT READ) | 6 |

32. It is difficult to compare economic conditions today with 2000 because 9/11 so dramatically changed things.

- | | |
|--------------------------------------|-----------|
| 1. Believe | 60 |
| 2. Don't believe | 37 |
| 3. DK/Refused (DO NOT READ) | 3 |

33. No matter what it costs, the government should provide health insurance for every child in America.

- | | |
|--------------------------------------|-----------|
| 1. Believe | 65 |
| 2. Don't Believe | 32 |
| 3. DK/Refused (DO NOT READ) | 3 |

34. The country will be safer with Bush as President rather than Kerry.

- | | |
|--------------------------------------|-----------|
| 1. Believe | 49 |
| 2. Don't Believe | 46 |
| 3. DK/Refused (DO NOT READ) | 5 |

35. As John Kerry says, George Bush has made the wrong choices.

- | | |
|--------------------------------------|-----------|
| 1. Believe | 49 |
| 2. Don't Believe | 48 |
| 3. DK/Refused (DO NOT READ) | 3 |

36. Would you be more favorable or less favorable to a candidate who made the following statement:

The prescription drug benefit that was passed by Congress shows progress and is a good first step to addressing the issue of prescription drug costs. The benefit provides immediate help to poor seniors and gives all seniors some help with the cost of prescription drugs.

- | | |
|--------------------------------------|-----------|
| 1. More Favorable | 57 |
| 2. Less Favorable | 33 |
| 3. DK/Refused (DO NOT READ) | 10 |

37. Do you think that the major reason that the cost of health care has gone up is because....
(ROTATE)

- 1. The Bush administration has not addressed the issue **33**
- 2. Medical malpractice lawsuits are driving up the cost of health care **52**
- 3. DK/Refused **(DO NOT READ)** **15**

38. Are you more favorable or less favorable to voting for John Kerry knowing that he has proposed a 1.6 trillion dollar health care plan?

- 1. More favorable **46**
- 2. Less favorable **44**
- 3. DK/Refused **(DO NOT READ)** **11**

Turning to other topics...

39. Do you favor or oppose a constitutional amendment that bans flag burning?

- 1. Favor **46**
- 2. Oppose **46**
- 3. DK/Refused **(DO NOT READ)** **8**

40. Do you approve or disapprove of the way that Congress is handling the recommendations from the 9/11 Commission?

- 1. Approve **44**
- 2. Disapprove **30**
- 3. DK/Refused **(DO NOT READ)** **26**

Turning to a different topic...

41. Would you say that you have been following the story about the terrorist siege of a school in Russia **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

- 1. Very closely **22**
- 2. Somewhat closely **43**
- 3. A little **19**
- 4. Not closely at all **14**
- 5. DK/Refused **(DO NOT READ)** **1**

Please tell me for each of the following whether you have a favorable or an unfavorable impression of that group. **(IF CHOICE IS MADE, ASK:)** Would you say you have a strongly **(FAVORABLE/UNFAVORABLE)** impression or just a somewhat **(FAVORABLE/UNFAVORABLE)** impression? **(ROTATE 42-43)**

	Favorable	Unfavorable
42. Republicans in Congress	47	45
43. Democrats in Congress	52	39

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

44. 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	11
3. CBS News	7
4. Local TV news	22
5. CNN News	23
6. MSNBC/CNBC News	4
7. Fox News	15
8. CSpan	2
9. Daily newspaper	50
10. News magazines such as Time, US News, and Newsweek	5
11. Opinion magazines like Weekly Standard	--
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	--
15. National Public Radio	8
16. Religious radio shows	--
17. Talk radio like Rush Limbaugh	2
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	9
26. DK/Refused	1

45. In what year were you born?

18-34	15
35-44	18
45-54	24
55-64	17
65+	23
Refused	2

46. 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

47. 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

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

1. Yes	37
2. No	62
3. DK/Refused (DO NOT READ)	1

49. What is your current marital status?

1. Single, never married	18
2. Married	63
3. Separated	1
4. Divorced	8
5. Widowed	10
6. DK/Refused (DO NOT READ)	1

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

1. Less than 15K	8
2. 15K-30K	14
3. 30K-50K	19
4. 50K-75K	18
5. 75K-100K	11
6. Over 100K	14
7. DK/Refused (DO NOT READ)	16

51. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	16
3. Catholic	25
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	2
7. Other	32
8. DK/Refused (DO NOT READ)	8

52. What is your race?

1. Hispanic	5
2. African-American	7
3. Asiatic	1
4. White	82
5. Other (SPECIFY)	2
6. DK/Refused (DO NOT READ)	4

Gender: (**BY OBSERVATION**)

1. Male	48
2. Female	52

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

1. Urban	26
2. Suburban	55
3. Rural	20

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

1. Northeast	19
2. South	28
3. Midwest	21
4. Plains/Mountains	17
5. West Coast	14