



NEW MODELS SENATE NATIONAL BRAND SURVEY

July 21-22, 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	46
2. Don't Know/Refused (DO NOT READ)	6
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	51
2. Don't Know/Refused (DO NOT READ)	3
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)**

	Total Favorable	Total Unfavorable	Name ID
3. Republicans in the US Senate	52	38	-
4. Democrats in the US Senate	51	40	-
5. John Kerry	49	43	99
6. Teresa Heinz Kerry	34	24	83
7. John Edwards	56	26	95

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

11. National Defense/Foreign Affairs	13
12. National Debt	1
13. Corporate Accountability	1
14. Civil Rights	2
15. Fiscal Responsibility	4
16. Other (SPECIFY)	5
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	39	52
11. Retirement and Investments	47	44
12. Health Care/Prescription Drugs	35	54
13. The economy	47	47
14. Jobs	42	51
15. Taxes	50	43
16. National Defense/Foreign Affairs/Terrorism	53	40
17. Fiscal Responsibility	44	46
18. War in Iraq	48	42

(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) | 42 |
| 2. No (GO TO QUESTION 22) | 56 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 22) | 1 |

20. What was it?

Gay Marriage/Constitutional Amendment	20
Defense/Foreign Affairs/Iraq	16
Terrorism/9-11 Commission	15
Economy/Employment	6
Arguing/Fighting/Congressional Inefficiency	6
Taxes/Cuts	5
Sandy Berger/Stealing Documents	5
Health Care/RX	5
Upcoming Election Issues/Campaigns	4
Bush	4
Trying to Pass Bills/Start Programs	4
Debate Over Judicial Nominees	3
Abortion/Moral Issues	3
John Kerry	2
Deficit/Budget	2
Support the President	2
Environment/Oil/Pollution	2
Social Security	1
Gun Control	1
Michael Moore/Fahrenheit 9/11	1
Don't Remember	9
Other	3
DK/Refused	13

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

- | | |
|---|-----------|
| 1. More Favorable | 40 |
| 2. Less Favorable | 46 |
| 3. No Difference (DO NOT READ) | 13 |

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) | 39 |
| 2. No (GO TO QUESTION 25) | 59 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 25) | 2 |

23. What was it?

Terrorism/9-11 Commission	15
Gay Marriage	13

Foreign Affairs/Iraq	12
John Kerry	11
Elections/Running for President	8
Arguing/Fighting	7
Sandy Berger/Stealing Documents	6
Complaining/Attacking Bush	6
Economy/Unemployment	5
Education	4
Health Care/RX	4
Taxes	4
Social Security	3
Debating Bush Decision to Go to War	3
Opposition to Judicial Nominees	3
John Edwards	2
Obstruction of Bills	2
Trying to Pass Bills	1
Stem Cell	1
Environment	1
Michael Moore/Fahrenheit 9-11	1
Don't Remember	7
Other	3
DK/Refused	14

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

1. More Favorable	44
2. Less Favorable	43
3. No Difference (DO NOT READ)	13

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	42
2. Lean Republican	2
3. Undecided	6
4. Lean Democrat	2
5. Democrat	46
6. DK/Refused (DO NOT READ)	2
Total Republican	44
Total Democrat	48

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	2
3. Undecided	2
4. Lean Kerry	1

5. Kerry	46
6. DK/Refused (DO NOT READ)	2
Total Bush	49
Total Kerry	47

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	55
2. Don't Know/Refused (DO NOT READ)	5
3. Wrong Track	41

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

1. Yes	60
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 is a liberal.

1. Believe	66
2. Do not believe	24
3. DK/Refused (DO NOT READ)	10

30. Iraq was a threat that we could not ignore.

1. Believe	58
2. Do not believe	38
3. DK/Refused (DO NOT READ)	4

31. Regardless of what you think about President Bush, Hollywood has gone too far in attacking the President.

1. Believe	57
2. Do not believe	38
3. DK/Refused (DO NOT READ)	5

32. Republicans in the Senate have made important accomplishments, such as passing a job creation package and adding a prescription drug benefit to Medicare.

1. Believe	53
2. Do not believe	41
3. DK/Refused (DO NOT READ)	7

Turning to a different subject.....

33. Do you think that the supporters of the Senate's proposed constitutional amendment regarding marriage were trying to **(ROTATE)**

- | | |
|---|-----------|
| 1. Define marriage in an attempt to protect the traditional definition of marriage as between a man and a woman | 51 |
| 2. Ban gay marriage | 36 |
| 3. DK/Refused (DO NOT READ) | 13 |

34. 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 |

35. 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 |