

NEW MODELS NATIONAL BRAND SURVEY
1,000 Registered Voters
April 2001

- 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	50
2. Don't Know/Refused	17
3. Wrong Track	33

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

1. Approve	57
2. Don't know/Refused	15
3. Disapprove	28

For each of the following, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable impression? (ROTATE 3-4)

	NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. Republicans in Congress	100	56	33	11
4. Democrats in Congress	100	57	33	10

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

1. Education	20
2. The Economy	18
3. Taxes	11
4. Social Security	10
5. Health Care/Prescription Drugs	10
6. Environment	6

7. National Defense/Foreign Affairs	6
8. Crime and Safety	4
9. Home Utilities Costs and Energy Prices	4
10. National Debt	2
11. Campaign Finance	2
12. Other	4
13. Don't know/Refused	5

Which party do you have more confidence in to handle each of the following issues - (ROTATE) the Republican Party or the Democratic Party? (ROTATE 6-13)

	REP	DEM	BOTH	NEITHER
6. Education	42	43	4	6
7. Social Security	39	45	3	6
8. Health Care/Prescription Drugs	38	45	3	8
9. Economy	44	43	3	5
10. Taxes	49	38	2	5
11. Crime and Safety	44	34	5	7
12. National Debt	41	44	2	7
13. Home Utilities Costs and Gas and Energy Prices	38	41	3	9

14. In the last couple of weeks have you seen, heard, or read anything that Congressional Republicans were doing?

1. Yes	36
2. No	64

15. What was it?

1. Tax Reform/Cuts/Bill	54
2. China relations/Freed men in China	12
3. Campaign Finance/Reform	9
4. Budget/Cutting Funding/Programs	9
5. Education	5
6. Environment/Drilling/Pollution	5

7. National Defense/Foreign Affairs/Military	4
8. Health Care/Prescription Drugs/Medicare	3
9. The Economy	3
10. Social Security	3
11. Corruption/Scandal	3
12. National Debt	2
13. Home Utilities Costs and Energy Prices	2
14. Tax Refund	1
15. Arsenic in the water	1
16. Getting/Not getting along with other party	1
17. Abortion	1
18. Trade	1
19. Crime and safety	1
20. Stock market	1
21. Don't remember	3

16. Did it make you more likely or less likely to vote for Congressional Republican candidates?

1. More Likely	43
2. Less Likely	36
3. No Difference	21

17. In the last couple of weeks have you seen, heard, or read anything that Congressional Democrats were doing?

1. Yes	25
2. No	75

18. What was it?

1. Tax Reform/Oppose Tax Cut	49
2. Health care/Prescription Drugs/Medicare/Patient Bill of Rights	8
3. Budget/Cutting Funding/Programs	7

4. Attacking Bush	6
5. Campaign Finance	6
6. China Relations/Freed Men in China	6
7. Education	6
8. Environment	6
9. Getting/Not getting along with other party	3
10. Social Security	3
11. The Economy	3
12. Home Utilities Costs and Energy Prices	2
13. National Debt	2
14. Tax Refunds	2
15. Corruption/Scandal	1
16. National Defense/Foreign Affairs	1
17. Job Layoffs/Crunch	1
18. Crime and Safety	1
19. Don't remember	2

19. Did it make you more likely or less likely to vote for Congressional Democratic candidates?

1. More likely	38
2. Less likely	39
3. No difference	23

20. If the elections were held today for US Congress, would you be more likely to vote for (ROTATE) the Republicans candidate or the Democrat candidate? (IF UNDECIDED ASK:) Would you be leaning toward (ROTATE) the Republican candidate or the Democratic candidate?

1. Republican	41
2. Lean Republican	2
3. Undecided	12
4. Lean Democrat	4
5. Democrat	39
6. Don't know/Refused	3

TOTAL REPUBLICAN	43
TOTAL DEMOCRAT	42

21. If the elections were held today for US Congress, would you be more likely to vote for: (ROTATE)

- | | |
|--|----|
| 1. The Republican candidate who wants to improve education by increasing children's reading skills and making schools more responsive to parents. | 47 |
| 2. The Democratic candidate, who wants a smaller tax cut focused on working Americans and not the 1.6 trillion dollar tax cut for the rich, wants to spend more on improving public education and health care, expand Medicare so that seniors can get their prescription drugs. | 47 |

22. If the elections were held today for US Congress, would you be more likely to vote for: (ROTATE)

- | | |
|---|----|
| 1. The Republican candidate who wants to improve education by increasing children's reading skills and making schools more responsive to parents. | 41 |
| 2. The Democratic candidate, who wants to expand health coverage for children rather than the Republican proposals that protect profits for drug companies and HMOs, and who also wants to keep our present environmental laws in place so that our air and water remain clean, rather than the Republican proposals that were developed by big business to avoid paying for the pollution they create. | 50 |

23. Which party do you believe cares most about you? The (ROTATE) Republican Party or the Democratic Party? (ROTATE)

- | | |
|------------------------------------|----|
| 1. Republican Party | 32 |
| 2. Democratic Party | 40 |
| 3. Neither/Both/Don't know/Refused | 28 |

24. Who do you have more confidence in to protect and improve the economy? (ROTATE)

1. Small business	22
2. US Congress	19
3. Bush Administration	18
4. Federal Reserve	18
5. Corporations	4
6. Wall Street Executives	1
7. Don't know/Refused	18

25. Which group do you trust most to protect and restore our prosperity? (ROTATE)

1. Small business	37
2. Organized labor	20
3. Political parties	13
4. Corporations	12
5. Don't know/Refused	18

26. Of the 43 million Americans without health insurance, 60% have a head of the family that is either self-employed or works in a small business. To deal with those who are uninsured, which of the following would you support more? (ROTATE)

1. A plan to allow small businesses to pool together to buy health insurance at cheaper rates for their employees and families	66
2. A plan to create a nationally, government run health care system that controls costs and provides access to all employees	28
3. Don't know/Refused	5

Now just a few demographic questions for statistical purposes only—

27. In what year were you born?

1. 18-34	26
2. 35-44	22
3. 45-54	23
4. 55-64	12
5. 65+	17
6. Refused	-

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

1. Republican	33
2. Democrat	35
3. Independent	27
4. Other	4
5. Don't Know/Refused	1

29. If you had to classify yourself, would you say you are very liberal, somewhat liberal, moderate, somewhat conservative or very conservative in your political beliefs?

1. Liberal	19
2. Moderate	49
3. Conservative	30
4. Don't Know	2

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

1. Yes	37
2. No	61
3. Don't Know/Refused	1

31. What is your current marital status?

1. Single, never married	21
2. Married	59
3. Separated	1
4. Divorced	9
5. Widowed	7
6. Don't Know/Refused	2

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

1. Less than 15K	7
2. 15K-30K	14
3. 30K-50K	19
4. 50K-75K	19
5. 75K-100K	9
6. Over 100K	10
7. Don't Know/Refused	21

33. What is your religion?

1. Mainline Protestant	26
2. Catholic	24
3. Evangelical/Fundamentalist Protestant	11
4. Atheist/Agnostic	3
5. Jewish	2
6. Mormon	2
7. Other	21
8. Don't Know/Refused	11

34. What is your race?

1.	Hispanic	4
2.	African-American	8
3.	Asiatic	1
4.	White	82
5.	Other	1
6.	Don't Know/Refused	4

Gender

1.	Male	48
2.	Female	52

Region

1.	Northeast	19
2.	South	27
3.	Midwest	21
4.	Plains/Mountains	17
5.	West Coast	16