NEW MODELS NATIONAL BRAND SURVEY
1,000 Registered Voters
May 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	**45**
2. Don't Know/Refused	**17**
3. Wrong Track	**38**

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

1. Approve	**53**
2. Don't know/Refused	**13**
3. Disapprove	**34**

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**	**99**	**53**	**35**	**11**
4. **Democrats in Congress**	**100**	**55**	**34**	**11**

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

1. Education	**19**
2. The Economy	**16**
3. Health Care/Rx	**12**
4. Taxes	**9**
5. Social Security	**8**
6. National Defense/Foreign Affairs	**7**

7. Home Utility Costs and Gas and Energy Prices	**7**
8. Environment	**5**
9. National Debt	**4**
10. Crime and Safety	**3**
11. Campaign Finance	**1**
12. Other	**7**
13. Don't know/Refused	**3**

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**	**38**	**46**	**5**	**5**
7. **Social Security**	**37**	**47**	**3**	**5**
8. **Health Care/Prescription Drugs**	**34**	**49**	**3**	**6**
9. **Economy**	**43**	**44**	**2**	**4**
10. **Taxes**	**48**	**39**	**2**	**6**
11. **Crime and Safety**	**41**	**37**	**6**	**7**
12. **National Debt**	**41**	**45**	**2**	**5**
13. **Home Utilities Costs and Gas and Energy Prices**	**33**	**48**	**2**	**9**

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

1. Yes	**51**
2. No	**49**

15. What was it?

1. Taxes/Reform/Cuts/Bill	**55**
2. Jim Jeffords Defection	**17**
3. Environment/Drilling/Pollution/Oil	**14**
4. Home Utilities Costs/Energy Prices	**13**
5. Education	**5**
6. National Defense/Foreign Affairs	**4**

7.	National Debt	**1**
8.	Health Care/Prescription Drugs/Medicare	**1**
9.	Social Security	**1**
10.	Crime and Safety	**1**
11.	Don't remember	**4**

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

1.	More Likely	**40**
2.	Less Likely	**36**
3.	No Difference	**24**

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

1.	Yes	**39**
2.	No	**61**

18. What was it?

1.	Taxes	**30**
2.	Senate Majority	**18**
3.	Jefford's Defection	**13**
4.	Home Utility Costs/Energy Prices	**12**
5.	Attacking Bush	**9**
6.	Health Care/Prescription Drugs/Medicare/Patient Bill of Rights	**6**
7.	Environment	**5**
8.	Education	**5**
9.	Not getting along with other party	**4**
10.	Being too negative	**4**
11.	Social Security	**3**
12.	Trying to pass bills	**2**
13.	Arguing/Fighting within bills	**2**

14. Budget/Cutting Funding/Programs	**2**
15. The Economy	**1**
16. Tax Refunds	**1**
17. Abortion	**1**
18. National Defense/Foreign Affairs	**1**
19. Campaign Finance	**1**
20. Don't remember	**3**

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

1. More likely	**38**
2. Less likely	**40**
3. No difference	**22**

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	**38**
2. Lean Republican	**4**
3. Undecided	**10**
4. Lean Democrat	**4**
5. Democrat	**42**
6. Don't know/Refused	**3**
TOTAL REPUBLICAN	**42**
TOTAL DEMOCRAT	**46**

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

1. The Republican candidate who says to solve the energy and gas problem, we need to support a balanced approach of conservation and developing new energy resources with environmentally sound new technologies, and is opposed to price caps because they have never worked in the past and they make shortages worse.	**45**
2. The Democratic candidate, who says the Republican Energy plan doesn't address the immediate problem of skyrocketing prices, and lets the oil companies make record level profits at the expense of consumers, and drill for oil in wildlife reserves. The Democratic plan would use price caps to lower prices now and bring immediate relief to consumers, and protect our environment.	**47**
3. Undecided	**6**
4. Don't know/Refused	**2**

22. Who is most responsible for rising gasoline and energy prices? (ROTATE)

1. Congress	**4**
2. President Bush	**7**
3. Former President Clinton	**7**
4. Oil and energy utility companies	**27**
5. Oil producing countries in the Middle East	**26**
6. State governments	**5**
7. Automobile companies	**2**
8. Consumers	**6**
9. Environmentalists	**5**
10. Don't know/Refused	**11**

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

1. The Republican candidate, who wants to improve health care bypassing a patient bill of rights to make health care more accessible and affordable, and allow people to appeal HMO decisions to an independent board of doctors.	**47**
2. The Democratic candidate, who says that a patient bill of rights must include the right for patients to sue their HMOs so that HMOs won't arbitrarily deny needed health care to patients in order to save money.	**43**
3. Undecided	**6**
4. Don't know/Refused	**3**

Now just a few demographic questions for statistical purposes only—

24. In what year were you born?

1. 18-34	**26**
2. 35-44	**19**
3. 45-54	**20**
4. 55-54	**15**
5. 65+	**20**
6. Refused	**1**

25. 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**

26. 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**

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

1. Yes	**34**
2. No	**65**
3. Don't Know/Refused	*****

28. What is your current marital status?

1.	Single, never married	**19**
2.	Married	**62**
3.	Separated	**1**
4.	Divorced	**9**
5.	Widowed	**8**
6.	Don't Know/Refused	**1**

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

1.	Less than 15K	**8**
2.	15K-30K	**14**
3.	30K-50K	**21**
4.	50K-75K	**17**
5.	75K-100K	**10**
6.	Over 100K	**11**
7.	Don't Know/Refused	**18**

30. What is your religion?

1.	Mainline Protestant	**40**
2.	Catholic	**27**
3.	Evangelical/Fundamentalist Protestant	**11**
4.	Atheist/Agnostic	**3**
5.	Jewish	**2**
6.	Mormon	**1**
7.	Other	**4**
8.	Don't Know/Refused	**10**

31. What is your race?

1.	Hispanic	**6**
2.	African-American	**8**
3.	Asiatic	**2**
4.	White	**79**
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**