

NEW MODELS NATIONAL BRAND SURVEY
1,000 Registered Voters
February 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	49
2. Don't Know/Refused	18
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	53
2. Don't know/Refused	24
3. Disapprove	23

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	55	32	13
4. Democrats in Congress	100	57	31	12

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

1. Education	17
2. The Economy	13
3. Moral Values	12
4. Health Care	8
5. Medicare/Prescription Drugs	7
6. Social Security	7

7. Taxes	6
8. National Defense/Foreign Affairs	6
9. Environment	4
10. Crime/Drugs	3
11. Gas and Energy Prices	3
12. Gun control	3
13. Campaign Finance	2
14. National Debt	2
15. Other	3
16. 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 7-19)

	REP	DEM	BOTH	NEITHER
6. Education	44	39	7	5
7. Social Security	37	44	4	8
8. Health Care	36	46	3	7
9. Medicare/Prescription Drugs	35	46	5	5
10. Economy	42	42	4	5
11. Taxes	48	35	3	6
12. Crime/Drugs	43	29	7	9
13. Moral Values	53	24	4	12
14. Environment	29	53	5	5
15. National Defense	54	29	5	4
16. National Debt	40	44	4	5
17. Gun Control	39	40	3	8
18. Gas and Energy Prices	40	35	3	9

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

1. Yes	31
2. No	69

20. What was it?

1. Tax Issues	45
2. Arguing/fighting within party	17
3. Education Issues	16
4. Defense	9
5. Foreign Affairs	7
6. Medicare/Health Care	4
7. Gas Prices/Issues	4
8. Campaign Strategies/Issues	3
9. National Spending	3
10. Read about or saw something on TV	3
11. Bills trying to be passed	3
12. Issues with Social Security	2
13. Environmental concerns	2
14. Campaign Finance	1
15. Gun Control	1

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

1. More Likely	37
2. Less Likely	37
3. No Difference	26

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

1. Yes	21
2. No	79

23. What was it?

1. Tax Issues/Reform	39
2. Mudslinging	23
3. Education Issues	10
4. Medicare/Health care	6
5. Environmental Issues	5
6. National Spending	4
7. Campaigning mentions	4
8. Foreign policy issues	3
9. Heard/saw things on TV/newspaper	2
10. Social Security issues	2
11. Bills trying to be passed	2
12. Campaign Finance Reform	1

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

1. More likely	28
2. Less likely	38
3. No difference	34

25. 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	39
2. Lean Republican	3
3. Undecided	11
4. Lean Democrat	4
5. Democrat	39
6. Don't know/Refused	4
TOTAL REPUBLICAN	42
TOTAL DEMOCRAT	43

26. 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.	48
2. Undecided	4
3. 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.	45
4. Don't know/Refused (DO NOT READ)	3

27. 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. Undecided	4
3. 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.	52
4. Don't know/Refused (DO NOT READ)	3

28. There has been a lot of discussion about tax cuts recently – which of the following tax cut proposals do you prefer most? (ROTATE)

1. Across the board income tax rate cut	33
2. Eliminate the marriage penalty	20
3. Increase the child tax credit	13
4. Eliminate the death tax	10
5. No tax cuts – pay down the debt	17
6. Don't know/Refused	7

29. In thinking about the Republican Congress, which of the following statements do you agree with most? (ROTATE)

1. Republicans have balanced the budget for four straight years, paid off \$600 billion of the national debt, while securing Social Security and Medicare.	53
2. Republicans are trying to pass a tax cut that will stop us from paying off the debt and is not good for the economy	33
3. Don't know/Refused	14

30. How important is it for Congress to support efforts to make home buying more affordable and lowering the costs of home ownership? (ROTATE)

1. Very important	54
2. Somewhat important	31
3. Not very important	8
4. Not important at all	4
5. Don't know/Unsure	2

31. How important are making home buying more affordable and lowering the costs of home ownership in keeping our country prosperous? (ROTATE)

1. Very important	58
2. Somewhat important	31
3. Not very important	5
4. Not important at all	3
5. Don't know/Unsure	3

32. How favorably or unfavorably would you view a company for which making home buying more affordable and lowering the costs of home ownership is a key corporate priority? (ROTATE)

1. Favorably	81
2. Unfavorably	10
3. Don't know/Unsure	9

Now just a few demographic questions for statistical purposes only—

33. In what year were you born?

1. 18-34	22
2. 35-44	20
3. 45-54	21
4. 55-54	14
5. 65+	21
6. Refused	2

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

1. Republican	33
2. Democrat	36
3. Independent	25
4. Other	4
5. Don't Know/Refused	1

35. 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

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

1. Yes	36
2. No	63
3. Don't Know/Refused	1

37. What is your current marital status?

1. Married	62
2. Single, never married	21
3. Widowed	7
4. Divorced	7
5. Separated	1
6. Don't Know/Refused	1

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

1. Less than 15K	9
2. 15K-30K	14
3. 30K-50K	17
4. 50K-75K	17
5. 75K-100K	10
6. Over 100K	9
7. Don't Know/Refused	23

39. What is your religion?

1. Catholic	26
2. Mainline Protestant	21
3. Evangelical/Fundamentalist Protestant	15
4. Atheist/Agnostic	3
5. Mormon	1
6. Jewish	1
7. Other	24
8. Refused	8

40. What is your race?

1. Hispanic	3
2. African-American	10
3. Asiatic	*
4. White	79
5. Other	3
6. Don't Know/Refused	3

Gender

1. Male	48
2. Female	52