



**NEW MODELS NATIONAL BRAND SURVEY**  
**September 16-17, 2006**  
**N=1000 RV**

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                           | <b>35</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>7</b>  |
| 3. Wrong Track                               | <b>58</b> |

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

- |  |           |
|--|-----------|
| 1. Approve                                   | <b>42</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>4</b>  |
| 3. Disapprove                                | <b>53</b> |

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
3. Republicans in the US Senate	44	49
4. Democrats in the US Senate	49	44

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

- |   |           |
|---|-----------|
| 1. Education                              | <b>7</b>  |
| 2. Social Security                        | <b>7</b>  |
| 3. Retirement and Investments             | <b>--</b> |
| 4. Terrorism                              | <b>10</b> |
| 5. Health Care/Prescription Drugs         | <b>7</b>  |
| 6. The Economy                            | <b>15</b> |
| 7. Jobs                                   | <b>3</b>  |
| 8. Taxes                                  | <b>3</b>  |
| 9. Crime and Safety                       | <b>2</b>  |
| 10. Environment                           | <b>3</b>  |
| 11. National Defense/Foreign Affairs/Iraq | <b>24</b> |
| 12. National Deficit                      | <b>3</b>  |
| 13. Energy                                | <b>1</b>  |

14. Gas prices	1
15. Immigration	7
16. Other <b>(SPECIFY)</b>	2
17. Don't Know/Refused <b>(DO NOT READ)</b>	5

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

	<b>GOP</b>	<b>Dem</b>
6. Education	<b>35</b>	<b>53</b>
7. Social Security	<b>36</b>	<b>53</b>
8. Health Care/Prescription Drugs	<b>33</b>	<b>55</b>
9. The Economy	<b>44</b>	<b>47</b>
10. Jobs	<b>40</b>	<b>48</b>
11. War in Iraq	<b>43</b>	<b>46</b>
12. Energy and Gas Prices	<b>35</b>	<b>51</b>
13. War on Terror	<b>49</b>	<b>40</b>

**(ROTATE 14-16 WITH 17-19)**

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

1. Yes <b>(GO TO QUESTION 15)</b>	<b>51</b>
2. No <b>(GO TO QUESTION 17)</b>	<b>48</b>
3. DK/Refused <b>(DO NOT READ – GO TO QUESTION 17)</b>	<b>1</b>

15. What was it?

1. Geneva Convention/Interrogation/Prisoners/Torture	<b>26</b>
2. Iraq War/Soldiers in Iraq/Issues Entering War	<b>23</b>
3. Immigration/Border Control	<b>12</b>
4. Terrorism	<b>11</b>
5. High Gas Prices/Energy Problems/Oil	<b>7</b>
6. Democrats are Obstructionists/Oppose Bush/Political Infighting	<b>6</b>
7. John McCain Mention	<b>4</b>
8. NSA Wiretapping	<b>4</b>
9. The Economy/Trade	<b>4</b>
10. Taxes	<b>3</b>
11. Upcoming Election	<b>3</b>
12. National Defense/Security/Foreign Affairs	<b>2</b>
13. General Republican Negative	<b>2</b>
14. Health Care/Prescription Drugs	<b>2</b>
15. Jobs/Minimum Wage	<b>2</b>
16. National Deficit/Budget	<b>2</b>
17. Education/No Child Left Behind	<b>2</b>
18. Environment/Energy Exploration/ANWR	<b>1</b>
19. Social Security/Private Investment Accounts	<b>1</b>
20. Gay Marriage/Marriage Amendment	<b>1</b>
21. Lobbyists/Bribery Issues	<b>1</b>
22. Issues With Iran	<b>1</b>
23. Crime/Safety	<b>1</b>
24. Abortion	<b>--</b>
25. Stem Cell Research	<b>--</b>
26. Issues Between Israel and Lebanon	<b>--</b>

27. Corporate Accountability/Big Business	--
28. Nothing	2
29. Other	2
30. Don't Know/Don't Remember/Refused	12
16. Did it make you more favorable or less favorable to U.S. Senate Republican candidates?	
1. More Favorable	40
2. Less Favorable	47
3. No Difference ( <b>DO NOT READ</b> )	13
17. In the last couple of weeks have you seen, heard or read anything that U.S. Senate Democrats were doing?	
1. Yes ( <b>GO TO QUESTION 18</b> )	42
2. No ( <b>GO TO QUESTION 20</b> )	57
3. DK/Refused ( <b>DO NOT READ – GO TO QUESTION 20</b> )	1
18. What was it?	
1. Iraq War/Soldiers at War/Issues with Entering War	28
2. Geneva Convention/Prisoners/Interrogation	14
3. Politics as Usual/Political Infighting	13
4. Immigration/Border Control	7
5. Health Care/Prescription Drugs	6
6. Terrorism	5
7. Jobs/Minimum Wage	5
8. Upcoming Election	5
9. Education/No Child Left Behind	4
10. High Gas Prices/Energy Problems/Oil	4
11. National Defense/Foreign Affairs/Security	3
12. The Economy/Trade	3
13. General Democrat Negative	3
14. Taxes	3
15. Social Security/Private Investment Accounts	2
16. NSA Wiretapping	2
17. Environment/Drilling in ANWR/Exploration	2
18. Hillary Clinton Mention	2
19. Gay Marriage/Marriage Amendment	1
20. National Deficit/Budget	1
21. Ted Kennedy Mention	1
22. Corporate Accountability/Big Business	1
23. Hurricane Issue	1
24. Retirement/Investments	1
25. Civil Rights	1
26. Issues Between Israel and Lebanon	--
27. Stem Cell Research	--
28. Crime and Safety	--
29. Lieberman Mention	--
30. Issues with Iran	--
31. Nancy Pelosi Mention	--
32. Abortion Issues	--
33. Gun Control	--
34. Nothing	2

35. Other	5
36. Don't Know/Don't Remember/Refused	15
19. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?	
1. More Favorable	51
2. Less Favorable	41
3. No Difference ( <b>DO NOT READ</b> )	8
20. If the elections were held today for US Senate in your state, would you be more likely to vote for ( <b>ROTATE</b> ) the Republican candidate or the Democrat candidate? ( <b>IF UNDECIDED ASK:</b> ) would you be leaning toward ( <b>ROTATE</b> ) the Republican candidate or the Democratic candidate?	
1. Republican	40
2. Lean Republican	2
3. Undecided	5
4. Lean Democrat	1
5. Democrat	50
6. DK/Refused ( <b>DO NOT READ</b> )	2
<b>TOTAL REPUBLICAN:</b>	<b>42</b>
<b>TOTAL DEMOCRAT:</b>	<b>51</b>
21. 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	45
2. Don't Know/Refused ( <b>DO NOT READ</b> )	5
3. Wrong Track	50
22. Do you believe or not believe the following statement: Gas prices are coming down.	
1. Believe	78
2. Do not believe	20
3. DK/Refused ( <b>DO NOT READ</b> )	2
23. Which of the following would you say will be most important in how you vote in the Congressional elections this November? ( <b>ROTATE</b> )	
1. Security issues, including Iraq and the war on terror	40
2. Domestic issues, such as the economy, health care and gas prices	43
3. Social and moral issues, such as gay marriage and abortion	13
4. DK/Refused ( <b>DO NOT READ</b> )	4
I am going to read a series of issues and news stories to you. On a scale of 1-9, with 1 being that you do not follow it closely at all, and 9 being that you follow it very closely, how closely or not closely do you follow news coverage about each of the following: ( <b>ROTATE LIST</b> )	
24. War in Iraq	7.29 (mean)
25. 5 <sup>th</sup> anniversary of September 11	6.30 (mean)

26. Gas prices	6.88 (mean)
27. Immigration reform	6.19 (mean)
28. Border security	6.33 (mean)
29. War on Terror	7.41 (mean)
30. The upcoming elections	6.36 (mean)

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

31. 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	5
2. NBC News	8
3. CBS News	5
4. Local TV news	32
5. CNN News	20
6. MSNBC/CNBC News	3
7. Fox News	18
8. CSpan	--
9. Daily newspaper	49
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	9
13. News Pages of Internet Service Providers such as Yahoo! News and MSN News	6
14. Opinion websites like Drudge Report or slate.com	--
15. National Public Radio	8
16. Religious radio shows	--
17. Talk radio like Rush Limbaugh	4
18. General radio news station	4
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	--
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

32. In what year were you born?

1. 18-34	11
2. 35-44	15
3. 45-54	24
4. 55-64	20
5. 65+	29

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

1. Republican	36
2. Democrat	36
3. Independent	25
4. Other	2
5. DK/Refused ( <b>DO NOT READ</b> )	1
34. If you had to classify yourself, would you say you are ( <b>ROTATE</b> ) liberal, moderate, or conservative in your political beliefs?	
1. Liberal	19
2. Moderate	46
3. Conservative	34
4. DK/Refused ( <b>DO NOT READ</b> )	1
35. Are there children in your household under the age of 18 years old?	
1. Yes	31
2. No	68
3. DK/Refused ( <b>DO NOT READ</b> )	1
36. What is your current marital status?	
1. Single, never married	12
2. Married	66
3. Separated	1
4. Divorced	9
5. Widowed	11
6. DK/Refused ( <b>DO NOT READ</b> )	1
37. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	7
2. 15K-30K	15
3. 30K-50K	17
4. 50K-75K	15
5. 75K-100K	12
6. Over 100K	15
7. DK/Refused ( <b>DO NOT READ</b> )	18
38. What is your religion?	
1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	21
3. Catholic	24
4. Jewish	1
5. Mormon	1
6. Atheist/Agnostic	5
7. Other	25
8. DK/Refused ( <b>DO NOT READ</b> )	10
39. What is your race?	

1. Hispanic	<b>6</b>
2. African-American	<b>6</b>
3. Asiatic	<b>1</b>
4. White	<b>83</b>
5. Other ( <b>SPECIFY</b> )	<b>1</b>
6. DK/Refused ( <b>DO NOT READ</b> )	<b>2</b>

**Gender: (BY OBSERVATION)**

1. Male	<b>47</b>
2. Female	<b>53</b>

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

1. Urban	<b>29</b>
2. Suburban	<b>51</b>
3. Rural	<b>20</b>

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

1. Northeast	<b>19</b>
2. South	<b>31</b>
3. Midwest	<b>19</b>
4. Plains/Mountains	<b>17</b>
5. West Coast	<b>15</b>