NEW MODELS NATIONAL BRAND SURVEY AGGREGATES
Jan. 21-23, 2006
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	**37**
2.	Don't Know/Refused **(DO NOT READ)**	**9**
3.	Wrong Track	**54**

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

1.	Approve	**44**
2.	Don't Know/Refused **(DO NOT READ)**	**5**
3.	Disapprove	**51**

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	NAME ID
3.	Republicans in the US Senate	46	48	100
4.	Democrats in the US Senate	47	46	100

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	**9**
2.	Social Security	**7**
3.	Retirement and Investments	**1**
4.	Terrorism	**8**
5.	Health Care/Prescription Drugs	**10**
6.	The Economy	**21**
7.	Jobs	**4**
8.	Taxes	**4**
9.	Crime and Safety	**2**
10.	Environment	**2**
11.	National Defense/Foreign Affairs/Iraq	**13**
12.	National Deficit	**5**
13.	Energy	**1**
14.	Gas prices	**3**
15.	Immigration	**4**

    16. Other **(SPECIFY)**   **2**
    17. Don't Know/Refused **(DO NOT READ)**   **2**

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**
6. Education	**38**	**51**
7. Social Security	**34**	**53**
8. Health Care/Prescription Drugs	**33**	**53**
9. The economy	**44**	**45**
10. Jobs	**42**	**49**
11. War in Iraq	**44**	**42**
12. Energy and Gas Prices	**34**	**51**
13. Fiscal Responsibility	**40**	**44**

14. Do you approve or disapprove of the job the US Senate is doing?

    1.   Approve   **40**
    2.   Disapprove   **51**
    3.   DK/Refused **(DO NOT READ)**   **8**

(ROTATE 15-17 WITH 18-20)

15. 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 16)**   **51**
    2.   No **(GO TO QUESTION 18)**   **48**
    3.   DK/Refused **(DO NOT READ – GO TO QUESTION 18)**   **1**

16. What was it?

    1.   Alito Mentioned/Supreme Court Nominations   **36**
    2.   Iraq War/Issues About Entering War/Soldiers in Iraq   **17**
    3.   Lobbyist Control   **9**
    4.   NSA Wire Tapping   **7**
    5.   Republican Negative   **7**
    6.   Healthcare/Prescription Drugs   **6**
    7.   Economy/Trade   **5**
    8.   High Gas and Energy Problems/Oil   **5**
    9.   Democrats are Obstructionists/Oppose Bush on Everything   **5**
    10. Terrorism   **4**
    11. National Defense/Foreign Affairs/Iraq   **3**
    12. Immigration   **3**
    13. Jobs   **3**
    14. Taxes   **2**
    15. National Deficit/Budget   **2**
    16. Social Security/General Discussion   **2**
    17. Tom DeLay and his Ethical Problems   **2**
    18. Hurricane Issue   **2**
    19. Abortion Issue   **2**

20. Education/No Child Left Behind	**1**
21. Patriot Act	**1**
22. Environment/Energy Exploration/ANWR	**1**
23. Crime and Safety	**1**
24. John McCain Mention	**1**
25. Roberts Mention	**1**
26. Tried to Raise Minimum Wage/Fighting for Poor People	**1**
27. Bill Frist Mention	**1**
28. Corporate Accountability	**---**
29. Retirement and Investments	**---**
30. Nothing	**1**
31. Other	**6**
32. Don't Know/Don't Remember/Refused	**11**

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

1.	More Favorable	**33**
2.	Less Favorable	**53**
3.	No Difference **(DO NOT READ)**	**14**

18. 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 19)**	**48**
2.	No **(GO TO QUESTION 21)**	**52**
3.	DK/Refused **(DO NOT READ – GO TO QUESTION 21)**	**1**

19. What was it?

1.	Alito Mentioned/Supreme Court Nominations	**42**
2.	Iraq War/Issues About Entering War/Soldiers in Iraq	**16**
3.	Politics as Usual/Political Infighting	**13**
4.	NSA Wire Tapping	**7**
5.	Lobbyist Control	**6**
6.	Healthcare/Prescription Drugs	**5**
7.	Democrat Negative	**5**
8.	Terrorism	**3**
9.	Hillary Clinton Mention/Running for President in 2008	**3**
10.	Economy/Trade	**3**
11.	High Gas and Energy Problems/Oil	**3**
12.	Ted Kennedy Mention	**3**
13.	National Defense/Foreign Affairs/Iraq	**2**
14.	Education/No Child Left Behind	**2**
15.	Hurricane Issue	**2**
16.	National Deficit/Budget	**2**
17.	Taxes	**2**
18.	Jobs	**2**
19.	Immigration	**1**
20.	Social Security/General Discussion	**1**
21.	Abortion Issue	**1**
22.	Patriot Act	**1**
23.	Environment/Energy Exploration/Drilling in ANWR	**1**
24.	Tom DeLay and His Ethical Problems	**1**
25.	Corporate Accountability	**---**

26.	Crime and Safety	---
27.	Gay Marriage	---
28.	Nothing	1
29.	Other	6
30.	Don't Know/Don't Remember/Refused	8

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

1.	More Favorable	37
2.	Less Favorable	51
3.	No Difference **(DO NOT READ)**	12

21. 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	38
2.	Lean Republican	2
3.	Undecided	9
4.	Lean Democrat	3
5.	Democrat	46
6.	DK/Refused **(DO NOT READ)**	2
	TOTAL REPUBLICAN	**41**
	TOTAL DEMOCRAT	**49**

ECON/JOBS

22. 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	43
2.	Don't Know/Refused **(DO NOT READ)**	5
3.	Wrong Track	52

ALITO

23. Do you favor or oppose the nomination of Samuel Alito to the Supreme Court?

1.	Favor	52
2.	Oppose	28
3.	DK/Refused **(DO NOT READ)**	20

I am going to read a series of proposals designed, in theory, to strengthen higher education's ability to meet the demands of the 21st Century. For each proposal tell me whether you favor or oppose it. **(ROTATE LIST)**

24. Annually recruit 10,000 science and math teachers by awarding 4 year scholarships

1. Favor	**76**
2. Oppose	**19**
3. DK/Refused **(DO NOT READ)**	**5**

25. Provide 25,000, 4 year competitive undergraduate scholarships in key fields to US citizens

1. Favor	**79**
2. Oppose	**16**
3. DK/Refused **(DO NOT READ)**	**5**

26. Fund 5,000 graduate fellowships for US Citizens in subject areas of "national need"

1. Favor	**76**
2. Oppose	**17**
3. DK/Refused **(DO NOT READ)**	**6**

27. Provide a tax credit to employers to allow them to fund their employees to continue their higher education

1. Favor	**83**
2. Oppose	**14**
3. DK/Refused **(DO NOT READ)**	**3**

28. I'm going to list six recommendations that have been proposed to increase the number of highly educated students and workers in the United States, and I'd like you to tell me which ONE you think is the most important. **(ROTATE) (IF MORE THAN ONE, ASK:)** Well, if you had to choose just one, which one would you say is the MOST important? **

1. Motivate U.S. students to study and pursue science, technology, engineering, and mathematics careers, with a special effort geared to those in currently underrepresented groups	**31**
2. Provide tax incentives for U.S. based innovation	**11**
3. Build public support for making science, technology, engineering, and math a national priority	**24**
4. Reform visa and immigration policies to enable the United States to attract and retain the best and brightest science, technology, math, and engineering students from around the world to study for advanced degrees and stay to work in the United States	**10**
5. Boost and sustain funding for basic research, especially in the physical sciences and engineering	**10**
6. Require U.S. educated foreign nationals who have gotten degrees in math and science with U.S. tax dollars to work in the U.S. for at least two years.	**6**
7. None **(DO NOT READ)**	**9**

IDEOLOGY

29. On economic issues like taxes and jobs, would you say that you are **(ROTATE)** liberal, moderate or conservative?

     1.   Liberal   **17**
     2.   Moderate   **42**
     3.   Conservative   **39**
     4.   DK/Refused **(DO NOT READ)**   **2**

30. On social issues like health care and education, would you say that you are **(ROTATE)** liberal, moderate or conservative?

     1.   Liberal   **28**
     2.   Moderate   **40**
     3.   Conservative   **30**
     4.   DK/Refused **(DO NOT READ)**   **1**

31. On moral issues like abortion and gay marriage, would you say that you are **(ROTATE)** liberal, moderate or conservative?

     1.   Liberal   **28**
     2.   Moderate   **25**
     3.   Conservative   **43**
     4.   DK/Refused **(DO NOT READ)**   **4**

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

32. 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   **7**
     2.   NBC News   **9**
     3.   CBS News   **5**
     4.   Local TV news   **27**
     5.   CNN News   **20**
     6.   MSNBC/CNBC News   **3**
     7.   Fox News   **14**
     8.   CSpan   **---**
     9.   Daily newspaper   **55**
    10.   News magazines such as Time, US News,
        and Newsweek   **6**
    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   **5**
    14.   Opinion websites like Drudge Report or slate.com   **---**
    15.   National Public Radio   **9**
    16.   Religious radio shows   **---**
    17.   Talk radio like Rush Limbaugh   **3**
    18.   General radio news station   **3**
    19.   Public television news shows like McNeil Lehrer   **2**

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   **2**