NEW MODELS NATIONAL BRAND SURVEY
N=1000 RV
OCTOBER 23-24, 2006

B. In thinking about this year's election for Congress, based on scale of 1 to 9, where 1 is that you will not be voting and 9 is that you will absolutely be voting, how likely are you to vote in the election?

MEAN: 8.33

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	**36**
2.	Don't Know/Refused **(DO NOT READ)**	**8**
3.	Wrong Track	**57**

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

1.	Approve	**43**
2.	Don't Know/Refused **(DO NOT READ)**	**4**
3.	Disapprove	**53**

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	41	51
4.	Democrats in the US Senate	51	43

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	**6**
2.	Social Security	**6**
3.	Retirement and Investments	**1**
4.	Terrorism	**11**
5.	Health Care/Prescription Drugs	**8**
6.	The Economy	**14**
7.	Jobs	**3**
8.	Taxes	**4**
9.	Crime and Safety	**2**
10.	Environment	**3**

11. National Defense/Foreign Affairs/Iraq	25
12. National Deficit	1
13. Energy	1
14. Gas prices	1
15. Immigration	7
16. Other **(SPECIFY)**	4
17. Don't Know/Refused **(DO NOT READ)**	3

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	55
7. Social Security	36	53
8. Health Care/Prescription Drugs	34	55
9. The economy	45	48
10. Jobs	44	49
11. War in Iraq	42	47
12. Energy and Gas Prices	36	52
13. War on terror	49	42

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

15. What was it?

1. Iraq War/Soldiers in Iraq/Issues Entering War	27
2. Mark Foley Investigation	17
3. Immigration/Border Control	13
4. Upcoming Election	7
5. Democrats are Obstructionists/Political Infighting	6
6. Political Scandals	6
7. Taxes	6
8. The Economy/Trade	6
9. General Republican Negative	4
10. High Gas Prices/Energy Problems/Oil	4
11. Terrorism	4
12. Support President Bush	4
13. Health Care/RX	3
14. Social Security/Private Investment Accounts	3
15. National Defense/Security/Foreign Affairs	3
16. Geneva Convention/Interrogation/Torture/Prisoners	3
17. Jobs/Minimum Wage	2
18. National Deficit/Budget	1
19. Education/NCLB	1
20. Gay Marriage/Marriage Amendment	1
21. North Korean Crisis	1

22.	Corporate Accountability	1
23.	Environment/Energy Exploration/ANWR	1
24.	Abortion	1
25.	Retirement/Investments	1
26.	Hurricane Issue	--
27.	Stem Cell Research	--
28.	Bill Frist Mention	--
29.	Civil Rights	--
30.	Tom Delay Mention	--
31.	Bribery/Lobbyists	--
32.	Gun Control	--
33.	Nothing	2
34.	Other	3
35.	DK/Don't Remember/Refused	13

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

1.	More Favorable	34
2.	Less Favorable	53
3.	No Difference **(DO NOT READ)**	13

17. 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 18)**	45
2.	No **(GO TO QUESTION 20)**	54
3.	DK/Refused **(DO NOT READ – GO TO QUESTION 20)**	1

18. What was it?

1.	Iraq War/Soldiers At War/Issues With Entering War	26
2.	Politics as Usual/Political Infighting	15
3.	Upcoming Election	10
4.	Foley Mention	8
5.	Health Care/Prescription Drugs	6
6.	Immigration/Border Control	6
7.	Taxes	6
8.	High Gas Prices/Energy Problems/Oil	5
9.	The Economy/Trade	4
10.	Hillary Clinton Mention	4
11.	Environment/Drilling in ANWR/Exploration	4
12.	Education/NCLB	4
13.	Political Scandals	3
14.	Jobs/Minimum Wage	3
15.	Social Security/Private Investment Accounts	3
16.	Pelosi Mention	2
17.	Terrorism	2
18.	General Democrat Negative	2
19.	National Deficit/Budget	2
20.	Geneva Convention/Prisoners/Interrogation	1
21.	National Defense/Foreign Affairs/Security	1
22.	Corporate Accountability/Big Business	1
23.	North Korean Crisis	1

24. John Kerry Mention		**1**
25. Gay Marriage/Amendment		**1**
26. Stem Cell Research		**1**
27. Abortion Issues		**--**
28. Crime and Safety		**--**
29. Lobbyist Control/Bribery Issues		**--**
30. Nothing		**2**
31. Other		**3**
32. DK/Don't Remember/Refused		**16**

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

1.	More Favorable	**46**
2.	Less Favorable	**42**
3.	No Difference **(DO NOT READ)**	**13**

20. 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	**41**
2.	Lean Republican	**2**
3.	Undecided	**3**
4.	Lean Democrat	**2**
5.	Democrat	**49**
6.	DK/Refused**(DO NOT READ)**	**2**
	TOTAL REPUBLICAN	**43**
	TOTAL DEMOCRAT	**51**

ECON/JOBS

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

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate:

22.	Your own political ideology	**5.77**
23.	Ideology of the Republican Party	**6.55**
24.	Ideology of the Democrat Party	**4.00**

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

25. 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	**7**
3.	CBS News	**4**
4.	Local TV news	**29**
5.	CNN News	**17**
6.	MSNBC/CNBC News	**3**
7.	Fox News	**18**
8.	CSpan	**--**
9.	Daily newspaper	**51**
10.	News magazines such as Time, US News, and Newsweek	**5**
11.	Opinion magazines like Weekly Standard	**1**
12.	Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	**8**
13.	News Pages of Internet Service Providers such as Yahoo News and MSN News	**6**
14.	Opinion websites like Drudge Report or slate.com	**1**
15.	National Public Radio	**9**
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	**1**
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	**12**
26.	DK/Refused	**3**

26. In what year were you born?

1.	18-34	**12**
2.	35-44	**18**
3.	45-54	**21**
4.	55-64	**22**
5.	65+	**26**

27. 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 **(DO NOT READ)**	**1**

28. In 2004, did you consider yourself **(ROTATE)** a Republican, a Democrat, an Independent, or something else?

1.	Republican	**39**
2.	Democrat	**38**
3.	Independent	**19**
4.	Other	**3**
5.	DK/Refused **(DO NOT READ)**	**2**

29. If you had to classify yourself, would you say you are **(ROTATE)** liberal, moderate, or conservative in your political beliefs?

1.	Liberal	**19**
2.	Moderate	**46**
3.	Conservative	**34**
4.	DK/Refused **(DO NOT READ)**	**1**

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

1.	Yes	**30**
2.	No	**69**
3.	DK/Refused **(DO NOT READ)**	**1**

31. What is your current marital status?

1.	Single, never married	**15**
2.	Married	**65**
3.	Separated	**1**
4.	Divorced	**9**
5.	Widowed	**8**
6.	DK/Refused **(DO NOT READ)**	**2**

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

1.	Less than 15K	**7**
2.	15K-30K	**10**
3.	30K-50K	**16**
4.	50K-75K	**18**
5.	75K-100K	**13**
6.	Over 100K	**17**
7.	DK/Refused **(DO NOT READ)**	**19**

33. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**14**
2.	Mainline Protestant	**19**
3.	Catholic	**22**
4.	Jewish	**3**
5.	Mormon	**2**
6.	Atheist/ Agnostic	**4**
7.	Other	**27**
8.	DK/Refused **(DO NOT READ)**	**9**

34. What is your race?

1.	Hispanic	**6**
2.	African-American	**8**
3.	Asiatic	**1**
4.	White	**82**
5.	Other **(SPECIFY)**	**1**
6.	DK/Refused **(DO NOT READ)**	**3**

Gender: **(BY OBSERVATION)**

1.	Male	**47**
2.	Female	**53**

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

1.	Urban	**27**
2.	Suburban	**55**
3.	Rural	**18**