

## NEW MODELS NATIONAL BRAND SURVEY January 16-17, 2007 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	32
2.	Don't Know/Refused (DO NOT READ)	9
3.	Wrong Track	59

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

1.	Approve	35
2.	Don't Know/Refused (DO NOT READ)	4
3.	Disapprove	61

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 Congress	37	55	100
4.	Democrats in Congress	54	37	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	7
2.	Social Security	7
3.	Retirement and Investments	
4.	Terrorism	4
5.	Health Care/Prescription Drugs	11
6.	The Economy	14
7.	Jobs	4
8.	Taxes	4
9.	Crime and Safety	1
10.	Environment	4
11.	National Defense/Foreign Affairs/Iraq	27
12.	National Deficit	2
13.	Energy	2
14.	Gas prices	1
15.	Immigration	7

6.

7.

28. Nothing29. Other

30. DK/Don't Remember/Refused

	Other <b>(SPECIFY)</b> Don't Know/Refused <b>(DO NOT READ)</b>	2 3
	the last couple of weeks, have you seen, read or heard anything that Cong publicans were doing?	ressional
	Yes  (GO TO Q7) No  (GO TO Q9) DK/Refused (DO NOT READ) (GO TO Q9)	39 60 1
Wh	at was it?	
1. 2. 3.	Iraq War/Soldiers in Iraq/Issues Entering War Supports Bush Jobs/Minimum Wage	56 6 5
4. 5. 6.	Democrats are Obstructionists/Politics as Usual Immigration/Border Control Taxes	4 3 3
	Upcoming Election Health Care/Prescription Drugs General Republican Negative	3 2 2
11.	Environment/Energy Exploration/ANWR National Deficit/Budget The Economy/Trade	2 1 1
13. 14.	National Defense/Security/Foreign Affairs Corporate Accountability/Big Business Social Security/Private Investment Accounts	1 1 1
16. 17.	John McCain Mention High Gas Prices/Energy Problems/Oil	1 1
19.	Lobbyists/Bribery Issues Terrorism Stem Cell Research	1 1 1
22.	Education/No Child Left Behind Crime/Safety Scandals	1 
24.	Gun Control Bill Frist Mention	
	Gay Marriage/Marriage Amendment Abortion	

8. Did it make you more favorable or less favorable to Congressional Republicans?

1.	More Favorable	34
2.	Less Favorable	51
3.	No Difference (DO NOT READ)	15

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

1.	Yes (GO TO Q10)	57
		•••

1

10

14

	2.	No (GO TO Q12)	42
	3.	DK/Refused (DO NOT READ)(GO TO Q12)	1
10.	Wh	at was it?	
	1.	Iraq War/Soldiers at War/Issues Entering War	44
		Jobs/Minimum Wage	31
		Health Care/Prescription Drugs	14
		Taxes	5
	5.	Stem Cell Research	5
	6.	Pelosi Mention	5
	7.	Lobbyist Control/Bribery Issues	
	8.	Democrats are Obstructionists/Infighting	5 3 3 2
	9.	Education/No Child Left Behind	3
	10.	Upcoming Election	3
		The Economy/Trade	
		Immigration/Border Control	2
		General Democrat Negative	2
		Social Security/Private Investment Accounts	2
		National Deficit/Budget	2
	-	Terrorism	1
		National Defense/Foreign Affairs/Security	1
		High Gas Prices/Energy Problems/Oil	1
		Environment/Drilling in ANWR/Exploration	1
		Hillary Clinton Mention	
		Ted Kennedy Mention	
		Gay Marriage/Marriage Amendment	
		Abortion Issues	
		Nothing	1
	-	Other	9
	26.	DK/Don't Remember/Refused	8
11.	Did	it make you more favorable or less favorable to Congressional Democrats?	

1.	More Favorable	58
2.	Less Favorable	30
3.	No Difference (DO NOT READ)	12

12. If the elections were held today for US Congress 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	34
2.	Lean Republican	3
3.	Undecided	5
4.	Lean Democrat	3
5.	Democrat	52
6.	DK/Refused (DO NOT READ)	3
TOTAL REPUBLICAN TOTAL DEMOCRAT		37 55

13. Do you approve or disapprove of the job Congress is doing?

1.	Approve	41
2.	Disapprove	47
3.	DK/Refused (DO NOT READ)	13

## Economy/Taxes

14. 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	49
2.	DK/Refused (DO NOT READ)	6
3.	Wrong Track	45

15. Do you believe or not believe this statement: Given the cost of living these days, now is not the time to raise taxes.

1.	Believe	65
2.	Do Not Believe	31
3.	DK/Refused (DO NOT READ)	4

16. Do you believe or not believe this statement: Democrats say they only want to raise taxes on the super rich, but they'll actually be raising taxes on small business owners who need that money to invest in their business and grow the economy.

1.	Believe	49
2.	Do Not Believe	48
3.	DK/Refused (DO NOT READ)	4

17. Do you believe or not believe this statement: The federal deficit is going down.

1.	Believe	21
2.	Do Not Believe	74
3.	DK/Refused (DO NOT READ)	5

18. Who do you agree with more (ROTATE):

The Republican congressman who says we can pay for unmet needs in education and health care without raising taxes by putting an end to the excessive waste, fraud and abuse within the federal government.

-- OR –

The Democrat congressman who says raising taxes on the super rich will raise additional tax revenues to help pay for unmet needs such as education and health care.

1.	Republican Congressman	50
2.	Democrat Congressman	41
3.	DK/Refused (DO NOT READ)	9

## Iraq and Benchmarks for Success

19. If we lose in Iraq without establishing a stable democracy, would terrorism increase, decrease or stay the same?

1.	Increase	44
2.	Decrease	8
3.	Stay the same	41
4.	DK/Refused (DO NOT READ)	8

20. Do you believe or not believe this statement: If we leave Iraq without achieving our objectives, Iraq will become an important haven for terrorists, allowing them to spread into other countries in the area.

1.	Believe	62
2.	Do Not Believe	34
3.	DK/Refused (DO NOT READ)	4

I'm now going to read you a few proposed benchmarks for success in Iraq. For each, please tell me whether you think the benchmark is achievable or not achievable

21. Finalize an oil law that will share the profits of Iraq's resources among various ethnic sects and regions in a way that unites the country.

1.	Achievable	50
2.	Not achievable	44
3.	DK/Refused (DO NOT READ)	6

22. Ease the policy of "de-Baathification," which purged ex-members of Saddam Hussein's Sunni-led Baathist rule from the top layers of government institutions.

1.	Achievable	38
2.	Not achievable	47
3.	DK/Refused (DO NOT READ)	15

23. Hold provincial elections to bring Sunnis back into the political process at the local level

1.	Achievable	61
2.	Not achievable	30
3.	DK/Refused (DO NOT READ)	9

24. Increase the transfer of security to Iraqi security forces by the end of the year.

1.	Achievable	51
2.	Not achievable	44
3.	DK/Refused (DO NOT READ)	5

25. Some members of Congress are talking about cutting off funding for the War in Iraq in order to bring it to an end. Would you favor or oppose this action?

1.	Favor	38
2.	Oppose	59
3.	DK/Refused (DO NOT READ)	3

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

26. 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	8
	3.	CBS News	5
	4.	Local TV news	26
	5.	CNN News	20
	6.	MSNBC/CNBC News	3
	7.	Fox News	14
	8.	CSpan	1
		Daily newspaper	50
		News magazines such as Time, US News, and Newsweek	4
		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
		Opinion websites like Drudge Report or slate.com	1
		National Public Radio	8
		Religious radio shows	
		Talk radio like Rush Limbaugh	3
		General radio news station	4
		Public television news shows like McNeil Lehrer	
		Comedy Shows like the Daily Show with Jon Stewart	
		Late Night TV Shows like Jay Leno Morning TV shows like Today, Good Morning America	
		Political Talk Shows on cable, such as CNN's Crossfire	
	25.	and MSNBC's Hardball	
	24	Sunday News Shows such as NBC's Meet the Press and	
	27.	ABC's This Week	
	25	Other	12
		DK/Refused	5
	20.		•
27.	ln v	vhat year were you born?	
	1.	18-34	9
		35-44	13
		45-54	24
		55-64	24
		65+	29
28.		nerally speaking, do you consider yourself <b>(ROTATE)</b> a Republican, a Democrat, ependent, or something else?	an
	1.	Republican	35
	2.	Democrat	37
		Independent	25
		Other	2
		DK/Refused (DO NOT READ)	1
29.	-	ou had to classify yourself, would you say you are <b>(ROTATE)</b> liberal, moderate, or servative in your political beliefs?	r
	1	Liberal	20

1.	Liberal	20
2.	Moderate	46
3.	Conservative	32

	4.	DK/Refused (DO NOT READ)	2		
30.	Are	there children in your household under the age of 18 years old?			
	1. 2.	Yes No	28 71		
		DK/Refused (DO NOT READ)	1		
31.	. What is your current marital status?				
	1. 2.	Single, never married Married	13 66		
		Separated	1		
		Divorced	9		
		Widowed	9		
	6.	DK/Refused (DO NOT READ)	2		
32.	Wh	at is the annual income of your household before taxes? Is it			
	1.	Less than 15K	7		
		15K-30K	12		
		30K-50K 50K-75K	18 17		
		75K-100K	11		
		Over 100K	17		
	7.	DK/Refused (DO NOT READ)	17		
33.	Wh	at is your religion?			
	1.	Evangelical/Fundamentalist Protestant	12		
	2.	Mainline Protestant	16		
		Catholic	26		
		Jewish Mormon	2 2		
		Atheist/ Agnostic	7		
	7.		27		
	8.	DK/Refused (DO NOT READ)	8		
34.	4. What is your race?				
	1.	Hispanic	5		
		African-American	8		
		Asiatic	2		
		White Other (SPECIFY)	82 1		
		DK/Refused (DO NOT READ)	2		
Gender: (BY OBSERVATION)					
	1.	Male	48		
	2.	Female	52		

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

1.	Urban	28				
2.	Suburban	53				
3.	Rural	19				
Region: (Region taken from sample information)						
1.	Northeast	19				
2.	South	30				
3.	Midwest	19				
4.	Plains/Mountains	14				
5.	West Coast	15				