



**NEW MODELS NATIONAL BRAND SURVEY**  
**Nov. 7-8, 2005**  
**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**) **7**
- 3. Wrong Track **61**

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

- 1. Approve **42**
- 2. Don't Know/Refused (**DO NOT READ**) **4**
- 3. Disapprove **55**

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	48	44	-
4. Democrats in the US Senate	49	44	-
5. Samuel Alito	32	14	72

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

- 1. Education **8**
- 2. Social Security **8**
- 3. Retirement and Investments **1**
- 4. Terrorism **8**
- 5. Health Care/Prescription Drugs **9**
- 6. The Economy **18**
- 7. Jobs **5**
- 8. Taxes **4**
- 9. Crime and Safety **2**
- 10. Environment **3**
- 11. National Defense/Foreign Affairs/Iraq **18**
- 12. National Deficit **4**

13. Energy	<b>2</b>
14. Gas prices	<b>2</b>
15. Immigration	<b>3</b>
16. Other ( <b>SPECIFY</b> )	<b>4</b>
17. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>3</b>

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>Rep</b>	<b>Dem</b>
7. Education	<b>38</b>	<b>53</b>
8. Social Security	<b>36</b>	<b>56</b>
<b>9.</b> Health Care/Prescription Drugs	<b>34</b>	<b>55</b>
10. The economy	<b>43</b>	<b>49</b>
11. Jobs	<b>42</b>	<b>50</b>
12. War in Iraq	<b>42</b>	<b>48</b>
13. Energy and Gas Prices	<b>35</b>	<b>54</b>
14. Fiscal Responsibility	<b>40</b>	<b>48</b>

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

1. Yes	<b>49</b>
2. No	<b>50</b>
3. DK/Refused ( <b>DO NOT READ</b> )	<b>2</b>

16. What was it?

Supreme Court Vacancy/Alito	<b>33</b>
Defense/Foreign Affairs/Iraq/Terrorism	<b>17</b>
Investigation about CIA	<b>12</b>
High Gas/Energy/Oil/Drilling	<b>8</b>
Hurricane/Disaster Relief	<b>6</b>
Taxes	<b>6</b>
Health Care/RX	<b>4</b>
Deficit/Budget	<b>4</b>
Investigation of Pre-War Intel/WMDs	<b>4</b>
Social Security	<b>4</b>
Democrats Having Closed Session	<b>4</b>
Harriet Miers	<b>3</b>
Economy/Trade	<b>3</b>
Treatment of Prisoners	<b>2</b>
Immigration	<b>2</b>
Frist Mention	<b>2</b>
House Ethics	<b>2</b>
Avian Flu	<b>1</b>
Abortion	<b>1</b>
President's Trip to South America	<b>1</b>
Environment	<b>1</b>
Roberts Mention	<b>1</b>
Jobs	<b>1</b>
Nothing	<b>1</b>
Other	<b>9</b>
Don't Know	<b>10</b>

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

- |   |    |
|---|----|
| 1. More Favorable                       | 35 |
| 2. Less Favorable                       | 51 |
| 3. No Difference ( <b>DO NOT READ</b> ) | 15 |

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

- |                                      |    |
|--------------------------------------|----|
| 1. Yes                               | 45 |
| 2. No                                | 54 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 1  |

19. What was it?

- |                                     |    |
|-------------------------------------|----|
| Supreme Court Vacancy/Alito         | 29 |
| Closed Session                      | 16 |
| Defense/Iraq                        | 15 |
| Investigation of Pre-War Intel/WMDs | 13 |
| Investigation about CIA             | 11 |
| Politics as Usual/Infighting        | 7  |
| Harriet Miers                       | 4  |
| Hurricane                           | 3  |
| High Gas/Energy/Oil/Drilling        | 3  |
| Social Security                     | 3  |
| Taxes                               | 3  |
| Health Care/RX                      | 2  |
| Economy/Trade                       | 2  |
| Education                           | 1  |
| Deficit/Budget                      | 1  |
| Abortion                            | 1  |
| Jobs                                | 1  |
| Harry Reid Mention                  | 1  |
| Ted Kennedy Mention                 | 1  |
| Crime and Safety                    | 1  |
| Nothing                             | 2  |
| Other                               | 9  |
| Don't Know                          | 8  |

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

- |   |    |
|---|----|
| 1. More Favorable                       | 44 |
| 2. Less Favorable                       | 45 |
| 3. No Difference ( <b>DO NOT READ</b> ) | 11 |

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                      | 41 |
| 2. Undecided                       | 5  |
| 3. Democrat                        | 52 |
| 4. DK/Refused <b>(DO NOT READ)</b> | 2  |

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                         | 40 |
| 2. Don't Know/Refused <b>(DO NOT READ)</b> | 5  |
| 3. Wrong Track                             | 55 |

Turning to the subject of energy...

23. Do you believe or not believe the following statement: energy conservation is an effective way to lower gas prices and energy costs quickly.

- |                                    |    |
|------------------------------------|----|
| 1. Believe                         | 62 |
| 2. Do not believe                  | 35 |
| 3. DK/Refused <b>(DO NOT READ)</b> | 3  |

24. Do you believe that exploring and finding new sources of energy in the United States is likely to be an effective or ineffective way to pursue energy independence?

- |                                    |    |
|------------------------------------|----|
| 1. Effective                       | 77 |
| 2. Ineffective                     | 21 |
| 3. DK/Refused <b>(DO NOT READ)</b> | 2  |

Turning to a different topic...

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

- |                                    |    |
|------------------------------------|----|
| 1. Favor                           | 48 |
| 2. Oppose                          | 21 |
| 3. DK/Refused <b>(DO NOT READ)</b> | 31 |

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	8
2. NBC News	8
3. CBS News	4
4. Local TV news	31
5. CNN News	22
6. MSNBC/CNBC News	3
7. Fox News	14
8. CSpan	1
9. Daily newspaper	52
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	6
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	5
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	8
16. Religious radio shows	---
17. Talk radio like Rush Limbaugh	3
18. General radio news station	5
19. Public television news shows like McNeil Lehrer	---
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	1
23. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	1
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	---
25. Other	11
26. DK/Refused	1
27. In what year were you born?	
1. 18-34	14
2. 35-44	16
3. 45-54	22
4. 55-64	19
5. 65+	27
6. DK/Refused	2
28. Generally speaking, do you consider yourself ( <b>ROTATE</b> ) a Republican, a Democrat, an Independent, or something else?	
1. Republican	36
2. Democrat	36
3. Independent	25
4. Other DK/Refused ( <b>DO NOT READ</b> )	3

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 <b>(DO NOT READ)</b> | 1  |

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

- |                                    |    |
|------------------------------------|----|
| 1. Yes                             | 32 |
| 2. No                              | 67 |
| 3. DK/Refused <b>(DO NOT READ)</b> | 1  |

31. What is your current marital status?

- |                                    |    |
|------------------------------------|----|
| 1. Single, never married           | 18 |
| 2. Married                         | 60 |
| 3. Separated                       | 1  |
| 4. Divorced                        | 8  |
| 5. Widowed                         | 11 |
| 6. DK/Refused <b>(DO NOT READ)</b> | 1  |

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

- |                                    |    |
|------------------------------------|----|
| 1. Less than 15K                   | 9  |
| 2. 15K-30K                         | 13 |
| 3. 30K-50K                         | 19 |
| 4. 50K-75K                         | 19 |
| 5. 75K-100K                        | 11 |
| 6. Over 100K                       | 12 |
| 7. DK/Refused <b>(DO NOT READ)</b> | 16 |

33. What is your religion?

- |  |    |
|--|----|
| 1. Evangelical/Fundamentalist Protestant | 14 |
| 2. Mainline Protestant                   | 16 |
| 3. Catholic                              | 26 |
| 4. Jewish                                | 2  |
| 5. Mormon                                | 1  |
| 6. Atheist/ Agnostic                     | 2  |
| 7. Other                                 | 30 |
| 8. DK/Refused <b>(DO NOT READ)</b>       | 9  |

34. What is your race?

- |                                    |    |
|------------------------------------|----|
| 1. Hispanic                        | 5  |
| 2. African-American                | 7  |
| 3. Asiatic                         | 1  |
| 4. White                           | 83 |
| 5. Other <b>(SPECIFY)</b>          | 1  |
| 6. DK/Refused <b>(DO NOT READ)</b> | 2  |

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>27</b> |
| 2. Suburban | <b>54</b> |
| 3. Rural    | <b>20</b> |

Region: **(TAKEN FROM SAMPLE)**

- |                     |           |
|---------------------|-----------|
| 1. Northeast        | <b>19</b> |
| 2. South            | <b>28</b> |
| 3. Midwest          | <b>20</b> |
| 4. Plains/Mountains | <b>17</b> |
| 5. West Coast       | <b>16</b> |