



NEW MODELS NATIONAL BRAND SURVEY
October 15-16, 2005
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 | 32 |
| 2. Don't Know/Refused (DO NOT READ) | 8 |
| 3. Wrong Track | 60 |

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) | 3 |
| 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
3. Republicans in the US Senate	44	47
4. Democrats in the US Senate	51	40

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 | 8 |
| 2. Social Security | 9 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 5 |
| 5. Health Care/Prescription Drugs | 7 |
| 6. The Economy | 24 |
| 7. Jobs | 4 |
| 8. Taxes | 3 |
| 9. Crime and Safety | 1 |
| 10. Environment | 3 |
| 11. National Defense/Foreign Affairs/Iraq | 14 |
| 12. National Deficit | 4 |
| 13. Energy | 3 |
| 14. Gas prices | 4 |

- 15. Immigration **4**
- 16. Other (**SPECIFY**) **2**
- 17. Don't Know/Refused (**DO NOT READ**) **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?

	Rep	Dem
6. Education	39	52
7. Social Security	37	52
8. Health Care/Prescription Drugs	35	53
9. The economy	42	49
10. Jobs	39	52
11. War in Iraq	44	42
12. Energy and Gas Prices	34	52
13. Immigration	37	42
14. Government spending	39	48

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**) **44**
- 2. No (**GO TO QUESTION 18**) **55**
- 3. DK/Refused (**DO NOT READ – GO TO QUESTION 18**) **1**

16. What was it?

Harriet Miers/SCOTUS	32
Defense/Iraq	21
Hurricane	15
High Gas/Energy/Oil	9
Tom Delay/Ethics	7
Frist Mention	5
Social Security	5
Roberts	5
Taxes	4
Immigration	3
Economy/Trade	3
Health Care/RX	3
Democrats are Obstructionists	2
Environment/Drilling in ANWR	2
Deficit/Budget	1
Crime/Safety	1
Education/NCLB	1
Abortion	1
Jobs	1
John McCain	1
Retirement/Investments	1
Bankruptcy Bill	1
Corporate Accountability	1
Other	5
DK/Refused	11

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

1. More Favorable	32
2. Less Favorable	52
3. No Difference (DO NOT READ)	16
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)	33
2. No (GO TO QUESTION 21)	66
3. DK/Refused (DO NOT READ – GO TO QUESTION 21)	2
19. What was it?	
Supreme Court Vacancy/Harriet Miers	32
Hurricane	14
Against Bush	12
Defense/Iraq	9
High Gas/Energy	7
Health Care/RX	4
Economy/Trade	4
Social Security/Private Accounts	3
Education	3
Roberts	3
Tom Delay	2
Hillary Clinton	2
Deficit/Budget	2
Taxes	2
Politics as usual	1
Jobs	1
Environment/Energy/ANWR	1
Abortion	1
Immigration	1
Ted Kennedy	1
Gay marriage	1
Judicial appointments	1
Other	5
DK/Refused	12
20. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?	
1. More Favorable	44
2. Less Favorable	42
3. No Difference (DO NOT READ)	13

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	42
2. Undecided	7
3. Democrat	49
4. DK/Refused (DO NOT READ)	2

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	33
2. Don't Know/Refused (DO NOT READ)	5
3. Wrong Track	62

23. In light of the unprecedented demands on the nation's charities in the wake of Hurricane Katrina, the Senate is considering broad legislation that would provide tax incentives to encourage more private charitable giving. Would you favor or oppose this legislation?

1. Favor	68
2. Oppose	25
3. DK/Refused (DO NOT READ)	8

Turning to the subject of energy...

24. Do you think that recent increases in gas prices and energy costs are mostly due to...**(ROTATE)**

1. Price gouging by oil and gas companies	59
2. Rising demand for oil and gas as well as the damage to refineries from the recent hurricanes	33
3. DK/Refused (DO NOT READ)	8

25. Do you favor or oppose drilling in the Arctic National Wildlife Refuge?

1. Favor	50
2. Oppose	45
3. DK/Refused (DO NOT READ)	6

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?

1. ABC News	7
2. NBC News	9
3. CBS News	6
4. Local TV news	30
5. CNN News	20
6. MSNBC/CNBC News	2
7. Fox News	17
8. CSpan	-
9. Daily newspaper	52
10. News magazines such as Time, US News, and Newsweek	7
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	4
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	8
16. Religious radio shows	1
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	-
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	2

27. On a scale from 1-10 with 1 being not concerned at all, and 10 being that you are extremely concerned, how concerned are you about the issue of the avian flu?

1. Not Concerned At All	8
2.	6
3.	7
4.	6
5. Moderately Concerned	22
6.	8
7.	9
8.	11
9.	4
10. Extremely Concerned	17
DK/Refused (DO NOT READ)	3

Mean **5.93**