



**APRIL 2006 NEW MODELS NATIONAL BRAND SURVEY
April 8-9, 2006**

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 | 29 |
| 2. Don't Know/Refused (DO NOT READ) | 9 |
| 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 | 37 |
| 2. Don't Know/Refused (DO NOT READ) | 3 |
| 3. Disapprove | 60 |

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	No Opinion	Name ID
3. Republicans in the US Senate	41	51	8	100
4. Democrats in the US Senate	44	47	9	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 | 8 |
| 2. Social Security | 7 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 5 |
| 5. Health Care/Prescription Drugs | 10 |
| 6. The Economy | 18 |
| 7. Jobs | 3 |
| 8. Taxes | 3 |
| 9. Crime and Safety | 1 |
| 10. Environment | 4 |
| 11. National Defense/Foreign Affairs/Iraq | 16 |
| 12. National Deficit | 5 |
| 13. Energy | 1 |
| 14. Gas prices | 5 |

- 15. Immigration **8**
- 16. Other (**SPECIFY**) **2**
- 17. Don't Know/Refused (**DO NOT READ**) **4**

Which party do you have more confidence in to handle the issue of (**ROTATE LIST BELOW**), (**ROTATE**) the Republican Party or the Democratic Party?

	Republican	Democratic	DK/Refused
6. Education	38	52	11
7. Social Security	35	52	14
8. Health Care/Prescription Drugs	32	52	16
9. The economy	41	47	11
10. Jobs	40	48	12
11. War in Iraq	41	44	15
12. Energy and Gas Prices	31	52	17
13. Fiscal Responsibility	38	45	17
14. Immigration	36	41	23
15. Border Security	41	36	23

(ROTATE 16-18 WITH 19-21)

16. 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 17**) **54**
- 2. No (**GO TO QUESTION 19**) **45**
- 3. DK/Refused (**DO NOT READ – GO TO QUESTION 19**) **2**

17. What was it?

- 1. Immigration **69**
- 2. Iraq War/Soldiers in Iraq **14**
- 3. Deficit **5**
- 4. House Ethics **4**
- 5. Taxes **3**
- 6. Economy/Trade **3**
- 7. Democrats as Obstructionists **3**
- 8. Health Care/Rx **2**
- 9. Jobs **2**
- 10. Republican Negative **2**
- 11. High Gas and Energy Problems/Oil **2**
- 12. Education/No Child Left Behind **2**
- 13. Social Security **2**
- 14. NSA Wiretapping **2**
- 15. Terrorism **2**
- 16. Lobbyist Control **2**
- 17. National Defense/Foreign Affairs **1**
- 18. Sale of US Ports/Port Security **1**
- 19. John McCain Mention **1**
- 20. Issues w/ Iran **1**
- 21. Environment/Energy Exploration/Drilling **1**
- 22. Abortion **0**

23. Patriot Act	0
24. Bill Frist Mention	0
25. Gay Marriage	0
26. Alito Mention/Supreme Court Nominations	0
27. Nothing	1
28. Other	3
29. DK/Refused	7

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

1. More Favorable	29
2. Less Favorable	58
3. No Difference (DO NOT READ)	13

19. 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 20)	45
2. No (GO TO QUESTION 22)	54
3. DK/Refused (DO NOT READ – GO TO QUESTION 22)	1

20. What was it?

1. Immigration	58
2. Iraq War/Soldiers in Iraq	16
3. Infighting/Politics as usual	14
4. Health Care/Rx	4
5. General Negative mention	3
6. Gas and Energy Problems/Oil	3
7. National Deficit/Budget	3
8. Jobs	2
9. Social Security	2
10. Taxes	2
11. NSA Wiretapping	2
12. Education/No Child Left Behind	1
13. Terrorism	1
14. Ted Kennedy Mention	1
15. Environment/Energy/Drilling	1
16. National Defense/Foreign Affairs	1
17. House Ethics	1
18. Lobbyist Control	1
19. Alito Mention/SC Nominations	1
20. Hurricane Issue	1
21. The Economy/Trade	1
22. Sale of US Ports/Port Security	1
23. Abortion	0
24. John Roberts Mention	0
25. Gay Marriage	0
26. Nothing	2
27. Other	4
28. DK/Refused	8

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

- | | |
|---|-----------|
| 1. More Favorable | 43 |
| 2. Less Favorable | 47 |
| 3. No Difference (DO NOT READ) | 11 |

22. 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 | 37 |
| 2. Lean Republican | 3 |
| 3. Undecided | 8 |
| 4. Lean Democrat | 2 |
| 5. Democrat | 48 |
| 6. DK/Refused (DO NOT READ) | 2 |

TOTAL REPUBLICAN:	40
TOTAL DEMOCRAT:	50

ECON/JOBS

23. 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 | 41 |
| 2. Don't Know/Refused (DO NOT READ) | 6 |
| 3. Wrong Track | 53 |

Immigration/Border Security

Turning to the subject of immigration...

24. Do you think that illegal immigrants should or should not be able to apply for temporary work visas?

- | | |
|--------------------------------------|-----------|
| 1. Should | 62 |
| 2. Should not | 33 |
| 3. DK/Refused (DO NOT READ) | 5 |

25. Do you favor or oppose sealing off the US-Mexico border with a fence or wall?

- | | |
|--------------------------------------|-----------|
| 1. Favor | 50 |
| 2. Oppose | 43 |
| 3. DK/Refused (DO NOT READ) | 7 |

It is estimated that there are approximately 11 million illegal immigrants in the United States, and a variety of proposals have been offered to deal with those who are already here. For each of the following, please tell me favor or oppose the proposal.

26. Immediate deportation for all illegal immigrants

- 1. Favor **37**
- 2. Oppose **58**
- 3. DK/Refused (**DO NOT READ**) **5**

27. Grant amnesty to illegal immigrants already here and begin enforcement from here on out

- 1. Favor **43**
- 2. Oppose **51**
- 3. DK/Refused (**DO NOT READ**) **6**

28. If illegal immigrants who are already in the US can apply for temporary work visas, what should the end result be when their authorized work period is over? (**ROTATE**)

- 1. They should be required to leave the country **37**
- 2. They should be able to gain legal permanent residence in the US **53**
- 3. DK/Refused (**DO NOT READ**) **10**

29. Which comes closer to your view? (**ROTATE**)

- 1. Illegal immigrants are taking away jobs from Americans. **34**
- 2. Illegal immigrants perform jobs that Americans will not do. **57**
- 3. DK/Refused (**DO NOT READ**) **9**

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

- 30. Your own political ideology **5.65 (mean)**
- 31. Ideology of the Republican Party **6.58 (mean)**
- 32. Ideology of the Democrat Party **3.86 (mean)**
- 33. Ideology of Republicans in the Senate **6.27 (mean)**
- 34. Ideology of Democrats in the Senate **4.02 (mean)**
- 35. Ideology of President Bush **6.64 (mean)**
- 36. Ideology of Fox News **6.06 (mean)**
- 37. Ideology of CNN **4.53 (mean)**
- 38. Ideology of Network News like ABC, CBS and NBC **4.55 (mean)**
- 39. Ideology of Howard Dean **3.66 (mean)**

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

40. 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	11
2. NBC News	11
3. CBS News	10
4. Local TV news	24
5. CNN News	22
6. MSNBC/CNBC News	3
7. Fox News	19
8. CSpan	1
9. Daily newspaper	43
10. News magazines such as Time, US News, and Newsweek	4
11. Opinion magazines like Weekly Standard	--
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	7
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	9
16. Religious radio shows	--
17. Talk radio like Rush Limbaugh	3
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	--
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	10
26. DK/Refused	3

41. In what year were you born?

1. 18-34	13
2. 35-44	16
3. 45-54	23
4. 55-64	21
5. 65+	26
6. DK/Refused	1

42. 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 DK/Refused (DO NOT READ) | 3 |
43. 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 |
44. Are there children in your household under the age of 18 years old?
- | | |
|-----------------------------|----|
| 1. Yes | 31 |
| 2. No | 69 |
| 3. DK/Refused (DO NOT READ) | 1 |
45. What is your current marital status?
- | | |
|-----------------------------|----|
| 1. Single, never married | 15 |
| 2. Married | 64 |
| 3. Separated | 1 |
| 4. Divorced | 8 |
| 5. Widowed | 11 |
| 6. DK/Refused (DO NOT READ) | 1 |
46. What is the annual income of your household before taxes? Is it...
- | | |
|-----------------------------|----|
| 1. Less than 15K | 9 |
| 2. 15K-30K | 14 |
| 3. 30K-50K | 17 |
| 4. 50K-75K | 16 |
| 5. 75K-100K | 11 |
| 6. Over 100K | 16 |
| 7. DK/Refused (DO NOT READ) | 16 |
47. What is your religion?
- | | |
|--|----|
| 1. Evangelical/Fundamentalist Protestant | 15 |
| 2. Mainline Protestant | 18 |
| 3. Catholic | 25 |
| 4. Jewish | 2 |
| 5. Mormon | 2 |
| 6. Atheist/ Agnostic | 5 |
| 7. Other | 25 |
| 8. DK/Refused (DO NOT READ) | 9 |
48. What is your race?
- | | |
|-------------|---|
| 1. Hispanic | 8 |
|-------------|---|

2. African-American	6
3. Asiatic	1
4. White	81
5. Other (SPECIFY)	2
6. DK/Refused (DO NOT READ)	2

Gender: (BY OBSERVATION)

1. Male	47
2. Female	53

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

1. Urban	29
2. Suburban	52
3. Rural	20

Region: (Region taken from sample information)

1. Northeast	19
2. South	27
3. Midwest	21
4. Plains/Mountains	17
5. West Coast	16