



**NEW MODELS SENATE NATIONAL BRAND SURVEY  
August 29-30, 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                           | <b>34</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>8</b>  |
| 3. Wrong Track                               | <b>58</b> |

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

- |  |           |
|--|-----------|
| 1. Approve                                   | <b>41</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>4</b>  |
| 3. Disapprove                                | <b>55</b> |

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)**

	<b>FAVORABLE</b>	<b>UNFAVORABLE</b>
3. Republicans in the US Senate	<b>46</b>	<b>45</b>
4. Democrats in the US Senate	<b>46</b>	<b>48</b>

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                              | <b>8</b>  |
| 2. Social Security                        | <b>5</b>  |
| 3. Retirement and Investments             | <b>1</b>  |
| 4. Terrorism                              | <b>9</b>  |
| 5. Health Care/Prescription Drugs         | <b>9</b>  |
| 6. The Economy                            | <b>15</b> |
| 7. Jobs                                   | <b>3</b>  |
| 8. Taxes                                  | <b>3</b>  |
| 9. Crime and Safety                       | <b>2</b>  |
| 10. Environment                           | <b>4</b>  |
| 11. National Defense/Foreign Affairs/Iraq | <b>20</b> |
| 12. National Deficit                      | <b>3</b>  |
| 13. Energy                                | <b>2</b>  |
| 14. Gas prices                            | <b>4</b>  |

- |   |   |
|---|---|
| 15. Immigration                               | 7 |
| 16. Other ( <b>SPECIFY</b> )                  | 2 |
| 17. Don't Know/Refused ( <b>DO NOT READ</b> ) | 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?

	<b>REP</b>	<b>DEM</b>
6. Education	40	51
7. Social Security	37	52
8. Health Care/Prescription Drugs	34	54
9. The economy	43	48
10. Jobs	40	50
11. War in Iraq	45	43
12. Energy and Gas Prices	33	53
13. Fiscal Responsibility	40	47

14. Do you approve or disapprove of the job the US Senate is doing?

- |                                      |    |
|--------------------------------------|----|
| 1. Approve                           | 38 |
| 2. Disapprove                        | 56 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 7  |

**(ROTATE 15-17 WITH 18-20)**

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

- |  |    |
|--|----|
| 1. Yes ( <b>GO TO QUESTION 16</b> )                      | 31 |
| 2. No ( <b>GO TO QUESTION 18</b> )                       | 68 |
| 3. DK/Refused ( <b>DO NOT READ – GO TO QUESTION 18</b> ) | 1  |

16. What was it?

- |  |    |
|--|----|
| 1. Iraq War/Soldiers in Iraq/Issues Entering War | 36 |
| 2. Immigration/Border Control                    | 14 |
| 3. High Gas Prices/Energy Problems/Oil           | 10 |
| 4. The Economy/Trade                             | 6  |
| 5. Taxes   | 6  |
| 6. Terrorism                                     | 5  |
| 7. Hurricane Issue                               | 4  |
| 8. National Defense/Security/Foreign Affairs     | 4  |
| 9. Jobs/Minimum Wage                             | 4  |
| 10. Environment/Energy Exploration/ANWR          | 4  |
| 11. General Republican Negative                  | 4  |
| 12. National Deficit/Budget                      | 3  |
| 13. Health Care/Prescription Drugs               | 3  |
| 14. Social Security/Private Investment Accounts  | 3  |
| 15. Education/No Child Left Behind               | 3  |
| 16. CIA Director                                 | 2  |
| 17. Upcoming Election                            | 2  |
| 18. NSA Wiretapping                              | 1  |
| 19. Gay Marriage/Marriage Amendment              | 1  |
| 20. Issues Between Israel and Lebanon            | 1  |

21. John McCain Mention	1
22. Crime/Safety	1
23. Retirement/Investments	1
24. Issues with Iran	1
25. Politics as Usual/Political Infighting	1
26. Corporate Accountability/Big Business	--
27. Bill Frist Mention	--
28. Abortion	--
29. Nothing	1
30. Other	8
31. Don't Remember/Don't Know/Refused	17
17. Did it make you more favorable or less favorable to U.S. Senate Republican candidates?	
1. More Favorable	31
2. Less Favorable	55
3. No Difference ( <b>DO NOT READ</b> )	14
18. In the last couple of weeks have you seen, heard or read anything that U.S. Senate Democrats were doing?	
1. Yes ( <b>GO TO QUESTION 19</b> )	28
2. No ( <b>GO TO QUESTION 21</b> )	70
3. DK/Refused ( <b>DO NOT READ – GO TO QUESTION 21</b> )	2
19. What was it?	
1. Iraq War/Soldiers at War/Issues with Entering War	32
2. Democrats are Obstructionists/Infighting	13
3. Immigration/Border Control	6
4. High Gas Prices/Energy Problems/Oil	5
5. Hurricane Issue	5
6. Health Care/Prescription Drugs	5
7. The Economy/Trade	5
8. Jobs/Minimum Wage	4
9. Taxes	3
10. Education/No Child Left Behind	3
11. Upcoming Election	3
12. General Democrat Negative	3
13. CIA Director	3
14. Nancy Pelosi Mention	2
15. Environment/Drilling in ANWR/Exploration	2
16. Social Security/Private Investment Accounts	2
17. National Deficit/Budget	2
18. Hillary Clinton Mention	2
19. Retirement/Investments	1
20. Issues With Iran	1
21. Terrorism	1
22. Flag Burning Amendment	1
23. National Defense/Foreign Affairs/Security	1
24. John Kerry Mention	--
25. Civil Rights	--

26. Corporate Accountability/Big Business	--
27. Gun Control	--
28. Crime and Safety	--
29. Nothing	3
30. Other	5
31. Don't Know/Don't Remember/Refused	19
20. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?	
1. More Favorable	46
2. Less Favorable	43
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 ( <b>ROTATE</b> ) the Republican candidate or the Democrat candidate? ( <b>IF UNDECIDED ASK:</b> ) would you be leaning toward ( <b>ROTATE</b> ) the Republican candidate or the Democratic candidate?	
1. Republican	42
2. Lean Republican	2
3. Undecided	4
4. Lean Democrat	2
5. Democrat	47
6. DK/Refused ( <b>DO NOT READ</b> )	3
<b>TOTAL REPUBLICAN</b>	<b>44</b>
<b>TOTAL DEMOCRAT</b>	<b>49</b>

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

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

23. What are the two main sources of your news about national issues such as politics, Iraq, the economy, education, and health care? ( <b>DO NOT READ – ALLOW THEM TO VOLUNTEER A RESPONSE AND CODE AS FOLLOWS</b> )	
1. ABC News	6
2. NBC News	7
3. CBS News	4
4. Local TV news	32
5. CNN News	20
6. MSNBC/CNBC News	3
7. Fox News	15
8. CSpan	1

9. Daily newspaper	48
10. News magazines such as Time, US News, and Newsweek	5
11. 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	5
14. Opinion websites like Drudge Report or slate.com	--
15. National Public Radio	9
16. Religious radio shows	--
17. Talk radio like Rush Limbaugh	2
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	1
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	--
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	--
25. Other	10
26. DK/Refused	3

24. In what year were you born?

1. 18-34	11
2. 35-44	16
3. 45-54	21
4. 55-64	24
5. 65+	27

25. 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 ( <b>DO NOT READ</b> )	1

26. 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

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

- |                                      |    |
|--------------------------------------|----|
| 1. Yes                               | 31 |
| 2. No                                | 68 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 1  |

28. What is your current marital status?

- |                                      |    |
|--------------------------------------|----|
| 1. Single, never married             | 13 |
| 2. Married                           | 67 |
| 3. Separated                         | 1  |
| 4. Divorced                          | 8  |
| 5. Widowed                           | 9  |
| 6. DK/Refused ( <b>DO NOT READ</b> ) | 1  |

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

- |                                      |    |
|--------------------------------------|----|
| 1. Less than 15K                     | 7  |
| 2. 15K-30K                           | 13 |
| 3. 30K-50K                           | 18 |
| 4. 50K-75K                           | 18 |
| 5. 75K-100K                          | 12 |
| 6. Over 100K                         | 14 |
| 7. DK/Refused ( <b>DO NOT READ</b> ) | 18 |

30. What is your religion?

- |  |    |
|--|----|
| 1. Evangelical/Fundamentalist Protestant | 15 |
| 2. Mainline Protestant                   | 18 |
| 3. Catholic                              | 24 |
| 4. Jewish                                | 2  |
| 5. Mormon                                | 1  |
| 6. Atheist/ Agnostic                     | 4  |
| 7. Other                                 | 26 |
| 8. DK/Refused ( <b>DO NOT READ</b> )     | 11 |

31. What is your race?

- |                                      |    |
|--------------------------------------|----|
| 1. Hispanic                          | 5  |
| 2. African-American                  | 8  |
| 3. Asiatic                           | 1  |
| 4. White                             | 84 |
| 5. Other ( <b>SPECIFY</b> )          | -- |
| 6. DK/Refused ( <b>DO NOT READ</b> ) | 2  |