



**NEW MODELS NATIONAL BRAND SURVEY
December 26-27, 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 | 33 |
| 2. Don't Know/Refused (DO NOT READ) | 11 |
| 3. Wrong Track | 57 |

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

- | | |
|--|-----------|
| 1. Approve | 40 |
| 2. Don't Know/Refused (DO NOT READ) | 4 |
| 3. Disapprove | 56 |

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	40	53	100
4. Democrats in the US Senate	51	41	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 | 6 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 8 |
| 5. Health Care/Prescription Drugs | 8 |
| 6. The Economy | 16 |
| 7. Jobs | 3 |
| 8. Taxes | 4 |
| 9. Crime and Safety | 2 |
| 10. Environment | 3 |
| 11. National Defense/Foreign Affairs/Iraq | 24 |
| 12. National Deficit | 2 |
| 13. Energy | 1 |

14. Gas prices	2
15. Immigration	6
16. Other (SPECIFY)	3
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?

	REP	DEM
6. Education	34	55
7. Social Security	33	56
8. Health Care/Prescription Drugs	32	57
9. The economy	44	48
10. Jobs	37	53
11. War in Iraq	40	48
12. Energy and Gas Prices	32	53
13. War on terror	45	42

14. 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 15)	30
2. No (GO TO QUESTION 17)	68
3. DK/Refused (DO NOT READ – GO TO QUESTION 17)	2

15. What was it?

1. Iraq War/Soldiers in Iraq/Issues Entering War	42
2. Immigration/Border Control	6
3. General GOP Negative	5
4. National Deficit/Budget	4
5. The Economy/Trade	3
6. Taxes	3
7. High Gas Prices/Energy Problems/Oil	3
8. Environment/Energy Exploration/ANWR	3
9. New Secretary of Defense	3
10. Working with Democrats/Cooperation	3
11. Terrorism	3
12. Health Care/RX	2
13. Jobs/Minimum Wage	2
14. Lobbyists/Bribery	2
15. Mark Foley Investigation	2
16. Vacation/Christmas Break	2
17. Democrat Senator Dying	2
18. Social Security/Private Accounts	2
19. National Defense/Security/Foreign Affairs	2
20. John McCain Mention	2
21. Upcoming Election	1
22. Democrats are Obstructionists/Infighting	1
23. Hurricane Issue	1

24. Education/NCLB	1
25. Stem Cell Research	1
26. Corporate Accountability	--
27. Abortion	--
28. NSA Wiretapping	--
29. Nothing	3
30. Other	8
31. DK/Refused	15
16. Did it make you more favorable or less favorable to U.S. Senate Republican candidates?	
1. More Favorable	34
2. Less Favorable	48
3. No Difference (DO NOT READ)	18
17. 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 18)	37
2. No (GO TO QUESTION 20)	62
3. DK/Refused (DO NOT READ – GO TO QUESTION 20)	2
18. What was it?	
1. Iraq War/Soldiers in Iraq/Issues Entering War	33
2. Jobs/Minimum Wage	9
3. Planning for Next Year	9
4. Health Care/RX	7
5. Upcoming Election	6
6. Politics as Usual/Infighting	6
7. Immigration/Border Control	5
8. Taxes	4
9. Environment/Energy Exploration/ANWR	3
10. Pelosi Mention	3
11. Hillary Clinton Mention	3
12. Social Security/Private Accounts	3
13. New Secretary of Defense	3
14. National Deficit/Budget	2
15. High Gas Prices/Energy Problems/Oil2Vacation/Christmas Break	2
16. National Defense/Security/Foreign Affairs	2
17. Democrat Senator Dying	2
18. General Democrat Negative	2
19. Education/NCLB	2
20. Lobbyists/Bribery	2
21. The Economy/Trade	2
22. Crime and Safety	1
23. Terrorism	1
24. Ted Kennedy Mention	--

25. Gun Control	--
26. Hurricane Issue	--
27. Nothing	3
28. Other	9
29. DK/Refused	16
19. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?	
1. More Favorable	54
2. Less Favorable	32
3. No Difference (DO NOT READ)	14
20. 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	38
2. Lean Republican	2
3. Undecided	6
4. Lean Democrat	2
5. Democrat	50
6. DK/Refused (DO NOT READ)	2
	TOTAL REPUBLICAN 40
	TOTAL DEMOCRAT 52
ECON/JOBS	
21. 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	48
2. Don't Know/Refused (DO NOT READ)	7
3. Wrong Track	45
22. Which approach is more likely to increase federal revenues? (ROTATE)	
1. Increasing taxes	13
2. Increasing economic growth	81
3. DK/Refused (DO NOT READ)	7
23. In thinking about how you were making decisions between the candidates in the last election, which of the following was more important? (ROTATE)	
1. Corruption and scandals like the handling of the Mark Foley incident and the Jack Abramoff corruption scandal	20
2. Competency and the ability to govern, such as the handling of Hurricane Katrina and the Dubai Ports issue	61
3. DK/Refused (DO NOT READ)	19

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

24. 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	7
3. CBS News	4
4. Local TV news	30
5. CNN News	17
6. MSNBC/CNBC News	4
7. Fox News	14
8. CSpan	--
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	8
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	6
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	--
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	13
26. DK/Refused	5

25. In what year were you born?

1. 18-34	10
2. 35-44	14
3. 45-54	23
4. 55-64	24
5. 65+	28

26. Generally speaking, do you consider yourself **(ROTATE)** a Republican, a Democrat, an Independent, or something else?

Republican	35
Democrat	37
Independent	25
Other	2
DK/Refused (DO NOT READ)	1
27. If you had to classify yourself, would you say you are (ROTATE) liberal, moderate, or conservative in your political beliefs?	
1. Liberal	20
2. Moderate	46
3. Conservative	32
4. DK/Refused (DO NOT READ)	2
28. Are there children in your household under the age of 18 years old?	
1. Yes	28
2. No	71
3. DK/Refused (DO NOT READ)	--
29. What is your current marital status?	
1. Single, never married	13
2. Married	62
3. Separated	1
4. Divorced	10
5. Widowed	12
6. DK/Refused (DO NOT READ)	1
30. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	8
2. 15K-30K	14
3. 30K-50K	17
4. 50K-75K	18
5. 75K-100K	11
6. Over 100K	15
7. DK/Refused (DO NOT READ)	17
31. What is your religion?	
1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	18
3. Catholic	25
4. Jewish	3
5. Mormon	2
6. Atheist/ Agnostic	5
7. Other	26
8. DK/Refused (DO NOT READ)	7

32. What is your race?

1. Hispanic	5
2. African-American	7
3. Asiatic	1
4. White	84
5. Other (SPECIFY)	1
6. 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	25
2. Suburban	52
3. Rural	22