



NEW MODELS NATIONAL BRAND SURVEY
February 6-7, 2006
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 | 38 |
| 2. Don't Know/Refused (DO NOT READ) | 7 |
| 3. Wrong Track | 55 |

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

- | | |
|--|-----------|
| 1. Approve | 45 |
| 2. Don't Know/Refused (DO NOT READ) | 4 |
| 3. Disapprove | 52 |

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	47	47	-
4. Democrats in the US Senate	48	46	-

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 | 10 |
| 2. Social Security | 7 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 7 |
| 5. Health Care/Prescription Drugs | 9 |
| 6. The Economy | 17 |
| 7. Jobs | 4 |
| 8. Taxes | 4 |
| 9. Crime and Safety | 2 |
| 10. Environment | 4 |
| 11. National Defense/Foreign Affairs/Iraq | 14 |
| 12. National Deficit | 4 |

13. Energy	3
14. Gas prices	4
15. Immigration	4
16. Other (SPECIFY)	5
17. Don't Know/Refused (DO NOT READ)	3

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

	GOP	Dem
6. Education	40	50
7. Social Security	37	51
8. Health Care/Prescription Drugs	34	53
9. The economy	44	48
10. Jobs	42	49
11. War in Iraq	46	42
12. Energy and Gas Prices	36	50
13. Fiscal Responsibility	40	47

(ROTATE 14-16 WITH 17-19)

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)	55
2. No (GO TO QUESTION 17)	44
3. DK/Refused (DO NOT READ – GO TO QUESTION 17)	1

15. What was it?

Alito/SCOTUS	41
Iraq/War/Terrorism	13
NSA Wiretapping	12
Health Care/RX	8
National Deficit/Budget	6
Negative	6
Lobbyist Control	5
Social Security	4
High Gas/Energy/Oil	4
Taxes	3
Democrats are Obstructionists	3
State of the Union	3
Education/NCLB	3
Patriot Act	2
Environment/ANWR	2
House Ethics	2
Abortion	1
Iran	1
Hurricane	1
Jobs	1
Nothing	1

Other	4
Don't Know	8
16. Did it make you more favorable or less favorable to U.S. Senate Republican candidates?	
1. More Favorable	38
2. Less Favorable	49
3. No Difference (DO NOT READ)	13
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)	48
2. No (GO TO QUESTION 20)	51
3. DK/Refused (DO NOT READ – GO TO QUESTION 20)	1
18. What was it?	
Alito/SCOTUS	45
NSA Wiretapping	15
Iraq/War/Terrorism/Defense	12
Infighting	11
Health Care/RX	5
Negative	5
State of the Union	4
Education/NCLB	3
Ted Kennedy	3
Deficit/Budget	3
Patriot Act	2
Social Security	2
High Gas/Energy/Oil	2
Lobbyist Control	2
Environment/ANWR	2
Economy/Trade	1
Hillary Clinton/2008	1
Taxes	1
Abortion	1
Jobs	1
Hurricane	1
Nothing	1
Other	4
Don't Know	6
19. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?	
1. More Favorable	37
2. Less Favorable	50
3. No Difference (DO NOT READ)	13

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 | 43 |
| 2. Undecided | 6 |
| 3. Democrat | 50 |
| 4. DK/Refused (DO NOT READ) | 2 |

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 | 43 |
| 2. Don't Know/Refused (DO NOT READ) | 4 |
| 3. Wrong Track | 52 |

22. Which of the following is the best way to create a strong, growing economy? **(ROTATE)**

- A. What is your first choice?
- B. What is your second choice?

FIRST CHOICE

- | | |
|--|-----------|
| 1. Balance budget | 15 |
| 2. Develop and maintain highest skilled workforce in the world | 7 |
| 3. Promote math and science education to ensure America's competitiveness in the world | 14 |
| 4. Cut poverty in half and expand homeownership | 5 |
| 5. End frivolous lawsuits | 6 |
| 6. Eliminate barriers for growth of America's small businesses | 5 |
| 7. Create jobs | 22 |
| 8. Helping Americans have more of their own money to spend, save and invest | 17 |
| 9. Strengthen economic leadership in the world | 3 |
| 10. DK/Refused (DO NOT READ) | 5 |

SECOND CHOICE

- | | |
|--|-----------|
| 1. Balance budget | 14 |
| 2. Develop and maintain highest skilled workforce in the world | 12 |
| 3. Promote math and science education to ensure America's competitiveness in the world | 15 |
| 4. Cut poverty in half and expand homeownership | 7 |
| 5. End frivolous lawsuits | 6 |
| 6. Eliminate barriers for growth of America's small businesses | 8 |
| 7. Create jobs | 15 |
| 8. Helping Americans have more of their own money to spend, save and invest | 13 |

- 9. Strengthen economic leadership in the world **6**
- 10. DK/Refused (**DO NOT READ**) **3**

COMBINED CHOICES

- 1. Balance budget **29**
- 2. Develop and maintain highest skilled workforce in the world **19**
- 3. Promote math and science education to ensure America's competitiveness in the world **29**
- 4. Cut poverty in half and expand homeownership **12**
- 5. End frivolous lawsuits **12**
- 6. Eliminate barriers for growth of America's small businesses **13**
- 7. Create jobs **38**
- 8. Helping Americans have more of their own money to spend, save and invest **30**
- 9. Strengthen economic leadership in the world **11**
- 10. DK/Refused (**DO NOT READ**) **8**

23. Which of the following is the best way to secure America's freedom and borders? (**ROTATE**)

- 1. Protect our nation from the threat of terrorism through effective global intelligence and a flexible and strong military **31**
- 2. Strengthen border protection and end illegal immigration **35**
- 3. Promote religious freedom and democracy around the world **11**
- 4. Promote democratic reforms around the broader Middle East **3**
- 5. Prevent the Iranian regime from gaining nuclear weapons **12**
- 6. DK/Refused (**DO NOT READ**)

24. Which of the following is the best way to secure America's energy independence? (**ROTATE**)

- 1. Expand our energy supply through clean renewables and biofuels **26**
- 2. Invest in technology to improve and encourage conservation **16**
- 3. Eliminate reliance on Middle Eastern oil **26**
- 4. Develop affordable and reliable energy **28**
- 5. DK/Refused (**DO NOT READ**) **4**

25. Which of the following is the best way to secure affordable and accessible health care for all Americans? (**ROTATE**)

- A. What is your first choice?
- B. What is your second choice?

FIRST CHOICE

- 1. Ensure that every American owns a personal health insurance plan **19**
- 2. End cancer and AIDS deaths and prevent Alzheimers through ethical research and prevention **3**
- 3. Establish a modernized, choice-based health care delivery system **10**
- 4. Promote a culture of life **2**
- 5. Reduce the rising cost of health care **16**
- 6. Make health care more affordable, portable, transparent and efficient **34**
- 7. Lead the world in cutting edge medicine **2**
- 8. Provide assistance for poor and vulnerable Americans **8**
- 9. DK/Refused (**DO NOT READ**) **6**

SECOND CHOICE

- | | |
|--|-----------|
| 1. Ensure that every American owns a personal health insurance plan | 15 |
| 2. End cancer and AIDS deaths and prevent Alzheimers through ethical research and prevention | 7 |
| 3. Establish a modernized, choice-based health care delivery system | 9 |
| 4. Promote a culture of life | 5 |
| 5. Reduce the rising cost of health care | 18 |
| 6. Make health care more affordable, portable, transparent and efficient | 21 |
| 7. Lead the world in cutting edge medicine | 6 |
| 8. Provide assistance for poor and vulnerable Americans | 14 |
| 9. DK/Refused (DO NOT READ) | 7 |

COMBINED CHOICES

- | | |
|--|-----------|
| 1. Ensure that every American owns a personal health insurance plan | 34 |
| 2. End cancer and AIDS deaths and prevent Alzheimers through ethical research and prevention | 10 |
| 3. Establish a modernized, choice-based health care delivery system | 19 |
| 4. Promote a culture of life | 7 |
| 5. Reduce the rising cost of health care | 34 |
| 6. Make health care more affordable, portable, transparent and efficient | 55 |
| 7. Lead the world in cutting edge medicine | 8 |
| 8. Provide assistance for poor and vulnerable Americans | 22 |
| 9. DK/Refused (DO NOT READ) | 13 |

26. Which of the following is the best way to secure a quality education for all Americans?
(**ROTATE**)

- | | |
|---|-----------|
| 1. Promote math and science education to ensure America's economic competitiveness in the future | 23 |
| 2. Close the education achievement gap between white and minority students | 13 |
| 3. Offer all children the opportunity to learn in a safe and enriching environment and empower parents through expanded options | 47 |
| 4. Prepare children for the responsibilities of citizenship | 12 |
| 5. DK/Refused (DO NOT READ) | 5 |

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

27. 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 | 8 |
| 3. CBS News | 3 |
| 4. Local TV news | 27 |
| 5. CNN News | 20 |
| 6. MSNBC/CNBC News | 2 |
| 7. Fox News | 16 |
| 8. CSpan | 1 |
| 9. Daily newspaper | 52 |

10. News magazines such as Time, US News, and Newsweek	6
11. Opinion magazines like Weekly Standard	1
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	10
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	4
14. Opinion websites like Drudge Report or slate.com	--
15. National Public Radio	10
16. Religious radio shows	--
17. Talk radio like Rush Limbaugh	4
18. General radio news station	3
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	13
26. DK/Refused	2

28. In what year were you born?

1. 18-34	15
2. 35-44	16
3. 45-54	22
4. 55-64	22
5. 65+	25

29. 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

30. 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

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

- | | |
|--------------------------------------|----|
| 1. Yes | 35 |
| 2. No | 65 |
| 3. DK/Refused (DO NOT READ) | -- |

32. What is your current marital status?

- | | |
|--------------------------------------|----|
| 1. Single, never married | 14 |
| 2. Married | 63 |
| 3. Separated | 2 |
| 4. Divorced | 11 |
| 5. Widowed | 10 |
| 6. DK/Refused (DO NOT READ) | 1 |

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

- | | |
|--------------------------------------|----|
| 1. Less than 15K | 10 |
| 2. 15K-30K | 12 |
| 3. 30K-50K | 17 |
| 4. 50K-75K | 17 |
| 5. 75K-100K | 12 |
| 6. Over 100K | 15 |
| 7. DK/Refused (DO NOT READ) | 16 |

34. What is your religion?

- | | |
|--|----|
| 1. Evangelical/Fundamentalist Protestant | 13 |
| 2. Mainline Protestant | 19 |
| 3. Catholic | 25 |
| 4. Jewish | 1 |
| 5. Mormon | 2 |
| 6. Atheist/ Agnostic | 4 |
| 7. Other | 29 |
| 8. DK/Refused (DO NOT READ) | 7 |

35. What is your race?

- | | |
|--------------------------------------|----|
| 1. Hispanic | 5 |
| 2. African-American | 9 |
| 3. Asiatic | 1 |
| 4. White | 80 |
| 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 | 28 |
|----------|----|

- | | |
|-------------|-----------|
| 2. Suburban | 53 |
| 3. Rural | 19 |

Region: **(Region taken from sample information)**

- | | |
|---------------------|-----------|
| 1. Northeast | 19 |
| 2. South | 29 |
| 3. Midwest | 20 |
| 4. Plains/Mountains | 17 |
| 5. West Coast | 15 |