



**NEW MODELS NATIONAL BRAND SURVEY
May 16-17, 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 | 30 |
| 2. Don't Know/Refused (DO NOT READ) | 7 |
| 3. Wrong Track | 63 |

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) | 4 |
| 3. Disapprove | 59 |

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	40	52
4. Democrats in the US Senate	43	48

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 | 7 |
| 5. Health Care/Prescription Drugs | 8 |
| 6. The Economy | 17 |
| 7. Jobs | 4 |
| 8. Taxes | 3 |
| 9. Crime and Safety | 1 |
| 10. Environment | 2 |
| 11. National Defense/Foreign Affairs/Iraq | 17 |
| 12. National Deficit | 3 |
| 13. Energy | 1 |

14. Gas prices	6
15. Immigration	7
16. Other (SPECIFY)	3
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?

	REP	DEM
6. Education	35	53
7. Social Security	34	54
8. Health Care/Prescription Drugs	32	53
9. The economy	41	49
10. Jobs	39	50
11. War in Iraq	41	46
12. Energy and Gas Prices	31	52
13. Fiscal Responsibility	39	45
14. Immigration	41	41
15. Border Security	44	38

(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)	50
2. No (GO TO QUESTION 19)	48
3. DK/Refused (DO NOT READ – GO TO QUESTION 19')	1

17. What was it?

1. Immigration	65
2. High Gas Prices/Energy/Oil	15
3. Iraq War/Issues About War/Soldiers in Iraq	11
4. Taxes	11
5. Health Care/Rx	8
6. Democrats are obstructionists	3
7. Environment/Energy Exploration/Drilling in ANWR	3
8. Economy/Trade	2
9. National Defense/Foreign Affairs/Iraq	2
10. General Republican Negative	2
11. Social Security/General Discussion	2
12. CIA Director Nominated	2
13. NSA Wiretapping/Privacy	2
14. National Deficit/Budget	2
15. Terrorism	1
16. Education/NCLB	1
17. Jobs	1
18. Gay Marriage	1
19. Lobbyist Control	1
20. Issues With Iran	1
21. Upcoming Presidential Election	1

22. Abortion Issue	1
23. John McCain Mention	1
24. Alito Mentioned/SCOTUS Nominations	1
25. Bill Frist Mention	--
26. DeLay/Ethics	--
27. Gun Control	--
28. Retirement and Investments	--
29. Crime and Safety	--
30. Hurricane Issue	--
31. Corporate Accountability	--
32. Other	3
33. Don't Know/Don't Remember/Refused	8
18. Did it make you more favorable or less favorable to U.S. Senate Republican candidates?	
1. More Favorable	37
2. Less Favorable	50
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)	39
2. No (GO TO QUESTION 22)	60
3. DK/Refused (DO NOT READ – GO TO QUESTION 22)	1
20. What was it?	
1. Immigration	47
2. Politics As Usual/Political Infighting	18
3. High Gas Prices and Energy Problems/Oil	11
4. Iraq War/Issues About Entering War/Soldiers in Iraq	11
5. Health Care/Rx	7
6. NSA Wiretapping	5
7. Taxes	4
8. Education/NCLB	3
9. CIA Director Nominated	2
10. The Economy/Trade	2
11. General Democrat Negative	2
12. Environment/Energy Exploration/Drilling in ANWR	1
13. National Deficit/Budget	1
14. Nancy Pelosi Mention	1
15. Jobs	1
16. Social Security/General Discussion	1
17. National Defense/Foreign Affairs/Iraq	1
18. Alito Mention/SCOTUS Nominations	1
19. Hurricane Issue	1
20. Gay Marriage	1
21. Crime and Safety	--
22. Issues With Iran	--
23. Abortion Issue	--
24. Ted Kennedy Mention	--
25. Lobbyist Control	--
26. Other	4

27. Don't Know/Don't Remember/Refused	12
21. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?	
1. More Favorable	43
2. Less Favorable	45
3. No Difference (DO NOT READ)	12
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	38
2. Lean Republican	3
3. Undecided	6
4. Lean Democrat	3
5. Democrat	48
6. DK/Refused (DO NOT READ)	2
TOTAL REPUBLICAN	41
TOTAL DEMOCRAT	51

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)	4
3. Wrong Track	55

IMMIGRATION

24. Do you favor or oppose the comprehensive immigration reform bill that the Senate is considering, which includes border security and a temporary worker program?	
1. Favor	58
2. Oppose	30
3. DK/Refused (DO NOT READ)	12
25. Do you favor or oppose the temporary use of the National Guard to help seal the US-Mexico border?	
1. Favor	63
2. Oppose	32
3. DK/Refused (DO NOT READ)	4
26. Who do you agree with more? (ROTATE)	
1. Senator A who supports the use of the National Guard for border security because we need to give our states help, and we must secure our border whatever it takes.	

- | | |
|---|-----------|
| | 58 |
| 2. Senator B who opposes the use of the National Guard for border security because National Guard forces are too overextended and depleted by service in Iraq and the Gulf Coast. | |
| | 36 |
| 3. DK/Refused (DO NOT READ) | |

WIRETAPPING

27. Regarding the call records database, which statement do you agree with more? (ROTATE)
- | | |
|--|-----------|
| 1. We should continue the program because we must do whatever we can within the law to prevent another terrorist attack. | 60 |
| 2. We should not continue the program because this infringes on the right to privacy. | 36 |
| 3. DK/Refused (DO NOT READ) | 4 |

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

28. 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 | 9 |
| 2. NBC News | 10 |
| 3. CBS News | 6 |
| 4. Local TV news | 28 |
| 5. CNN News | 22 |
| 6. MSNBC/CNBC News | 3 |
| 7. Fox News | 15 |
| 8. CSpan | 1 |
| 9. Daily newspaper | 51 |
| 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 | 7 |
| 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 | 5 |
| 16. Religious radio shows | -- |
| 17. Talk radio like Rush Limbaugh | 3 |
| 18. General radio news station | 6 |
| 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	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	11
26. DK/Refused	2

29. In what year were you born?

1. 18-34	14
2. 35-44	17
3. 45-54	20
4. 55-64	23
5. 65+	25
6. DK/Refused	2

30. 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

31. 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

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

1. Yes	31
2. No	68
3. DK/Refused (DO NOT READ)	1

33. What is your current marital status?

1. Single, never married	14
2. Married	65
3. Separated	1

4. Divorced	9
5. Widowed	8
6. DK/Refused (DO NOT READ)	2
34. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	7
2. 15K-30K	11
3. 30K-50K	17
4. 50K-75K	18
5. 75K-100K	12
6. Over 100K	14
7. DK/Refused (DO NOT READ)	19
35. What is your religion?	
1. Evangelical/Fundamentalist Protestant	12
2. Mainline Protestant	17
3. Catholic	25
4. Jewish	2
5. Mormon	1
6. Atheist/ Agnostic	4
7. Other	29
8. DK/Refused (DO NOT READ)	10
36. What is your race?	
1. Hispanic	5
2. African-American	7
3. Asiatic	2
4. White	83
5. Other (SPECIFY)	1
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	51
3. Rural	20
Region: (Region taken from sample information)	
1. Northeast	19
2. South	28
3. Midwest	21
4. Plains/Mountains	17
5. West Coast	15