



**NEW MODELS NATIONAL BRAND SURVEY  
February 21-22, 2007**

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>31</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>8</b>  |
| 3. Wrong Track                               | <b>61</b> |

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

- |  |           |
|--|-----------|
| 1. Approve                                   | <b>38</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>3</b>  |
| 3. Disapprove                                | <b>59</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)**

	FAVORABLE	UNFAVORABLE	NAME ID
3. Republicans in Congress	43	52	100
4. Democrats in Congress	53	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                              | <b>8</b>  |
| 2. Social Security                        | <b>9</b>  |
| 3. Retirement and Investments             | <b>1</b>  |
| 4. Terrorism                              | <b>6</b>  |
| 5. Health Care/Prescription Drugs         | <b>11</b> |
| 6. The Economy                            | <b>13</b> |
| 7. Jobs                                   | <b>4</b>  |
| 8. Taxes                                  | <b>3</b>  |
| 9. Crime and Safety                       | <b>2</b>  |
| 10. Environment                           | <b>3</b>  |
| 11. National Defense/Foreign Affairs/Iraq | <b>22</b> |
| 12. National Deficit                      | <b>3</b>  |
| 13. Energy                                | <b>1</b>  |
| 14. Gas prices                            | <b>2</b>  |
| 15. Immigration                           | <b>7</b>  |

- 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?

	<b>REB</b>	<b>DEM</b>
6. Education	<b>35</b>	<b>57</b>
7. Social Security	<b>35</b>	<b>55</b>
8. Health Care/Prescription Drugs	<b>33</b>	<b>57</b>
9. The economy	<b>44</b>	<b>49</b>
10. Jobs	<b>41</b>	<b>52</b>
11. War in Iraq	<b>40</b>	<b>50</b>
12. Energy and Gas Prices	<b>33</b>	<b>55</b>
13. War on terror	<b>46</b>	<b>44</b>
14. Fiscal responsibility	<b>39</b>	<b>51</b>

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

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

- 1. Yes (**GO TO Q16**) **43**
- 2. No (**GO TO Q18**) **56**
- 3. DK/Refused (**DO NOT READ**) (**GO TO Q18**) **1**

16. What was it?

1. Iraq War/Soldiers at War/Issues with Entering War	<b>70</b>
2. Democrats are Obstructionists/Politics as usual	<b>5</b>
3. Health care/Prescription Drugs	<b>4</b>
4. Taxes	<b>4</b>
5. Terrorism	<b>4</b>
6. Immigration/Border Control	<b>3</b>
7. Economy/Trade	<b>3</b>
8. Upcoming Election	<b>3</b>
9. Jobs/Minimum Wage	<b>2</b>
10. General Republican Negative	<b>2</b>
11. Stem Cell Research	<b>2</b>
12. Social Security/Private Investment Accounts	<b>2</b>
13. Education/No Child Left Behind	<b>2</b>
14. National Deficit/Budget	<b>1</b>
15. National Defense/Security/Foreign Affairs	<b>1</b>
16. High Gas Prices/Energy Problems/Oil	<b>1</b>
17. John McCain Mention	<b>1</b>
18. Environment/Energy Exploration/ANWR	<b>1</b>
19. Crime/Safety	<b>1</b>
20. Political Scandals	<b>--</b>
21. Lobbyists/Bribery Issues	<b>--</b>
22. Abortion	<b>--</b>
23. Gun Control	<b>--</b>
24. Hurricane Issue	<b>--</b>
25. Retirement/Investments	<b>--</b>
26. NSA Wiretapping	<b>--</b>
27. Lobbyists/Bribery Issues	<b>--</b>
28. Corporate Accountability/Big Business	<b>--</b>
29. Civil Rights	<b>--</b>

30. Tom Delay Mention	--
31. Gay Marriage/Marriage Amendment	--
32. Bill Frist Mention-	--
33. Nothing	<b>1</b>
34. Other	<b>6</b>
35. DK/Don't Remember/Refused	<b>8</b>
17. Did it make you more favorable or less favorable to Congressional Republicans?	
1. More Favorable	<b>38</b>
2. Less Favorable	<b>52</b>
3. No Difference <b>(DO NOT READ)</b>	<b>10</b>
18. In the last couple of weeks have you seen, read or heard anything that Congressional Democrats were doing?	
1. Yes <b>(GO TO Q19)</b>	<b>57</b>
2. No <b>(GO TO Q21)</b>	<b>42</b>
3. DK/Refused <b>(DO NOT READ)(GO TO Q21)</b>	<b>1</b>
19. What was it?	
1. Iraq War/Soldiers at War/Issues with Entering War	<b>66</b>
2. Democrats are Obstructionists/Infighting	<b>7</b>
3. Jobs/Minimum Wage	<b>7</b>
4. Health Care/Prescription Drugs	<b>6</b>
5. New Plans after taking over the majority	<b>5</b>
6. Pelosi Mention	<b>3</b>
7. Upcoming Election	<b>3</b>
8. Environment/Drilling in ANWR/Exploration	<b>3</b>
9. Taxes	<b>3</b>
10. Education/No child left behind	<b>3</b>
11. Terrorism	<b>2</b>
12. High Gas Prices/Energy Problems/Oil	<b>2</b>
13. General Democrat Negative	<b>2</b>
14. Immigration/Border Control	<b>2</b>
15. Social Security/Private Investment Accounts	<b>1</b>
16. Hillary Clinton Mention	<b>1</b>
17. The Economy/Trade	<b>1</b>
18. National Deficit/Budget	<b>1</b>
19. Lobbyist Control/Bribery Issues	<b>1</b>
20. Corporate Accountability/Big Business	<b>1</b>
21. Scandals	--
22. John Kerry Mention	--
23. Retirement/Investments	--
24. Hurricane Issue	--
25. Stem Cell Research	--
26. National Defense/Foreign Affairs/Security	--
27. Crime and Safety	--
28. Gun control	--
29. Abortion Issues	--
30. Gay Marriage/Marriage Amendment	--
31. NSA Wiretapping	--
32. Ted Kennedy Mention	--
33. Civil Rights	--

34. Nothing	--
35. Other	4
36. DK/Refused/Don't Remember	8

20. Did it make you more favorable or less favorable to Congressional Democrats?

1. More Favorable	51
2. Less Favorable	41
3. No Difference ( <b>DO NOT READ</b> )	8

21. If the elections were held today for US Congress 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	4
4. Lean Democrat	2
5. Democrat	51
6. DK/Refused ( <b>DO NOT READ</b> )	2

<b>TOTAL REPUBLICAN</b>	<b>41</b>
<b>TOTAL DEMOCRAT</b>	<b>53</b>

22. Do you approve or disapprove of the job Congress is doing?

1. Approve	38
2. Disapprove	50
3. DK/Refused ( <b>DO NOT READ</b> )	11

### Economy/Taxes

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	51
2. DK/Refused ( <b>DO NOT READ</b> )	6
3. Wrong Track	43

24. Do you believe that eliminating the death tax would or would not help the middle class and small businesses?

1. Would	49
2. Would not	31
3. DK/Refused ( <b>DO NOT READ</b> )	20

### Democrats

25. Do you think that the Congressional Democrats' 100 hour agenda was a (**ROTATE**) success or failure?

1. Success	32
2. Failure	36

3. DK/Refused (**DO NOT READ**) **32**

**Iraq**

26. Do you believe or not believe the following statement: Politicians are trying to determine the terms under which the war is being waged, but the war would end sooner if politicians would stay out of it and be supportive of what the military commanders on the ground in Iraq recommend.

1. Believe **70**  
 2. Do not believe **26**  
 3. DK/Refused (DO NOT READ) **4**

27. Do you believe or not believe the following statement: The Democrats' resolution to express opposition to the increase in troops is a political tactic that has no impact on the actual conduct of the war.

1. Believe **51**  
 2. Do not believe **44**  
 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 **7**  
 2. NBC News **7**  
 3. CBS News **4**  
 4. Local TV news **33**  
 5. CNN News **15**  
 6. MSNBC/CNBC News **27**  
 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 **--**  
 15. National Public Radio **8**  
 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	<b>12</b>
26. DK/Refused	<b>4</b>
29. In what year were you born?	
1. 18-34	<b>11</b>
2. 35-44	<b>15</b>
3. 45-54	<b>21</b>
4. 55-64	<b>22</b>
5. 65+	<b>29</b>
30. Generally speaking, do you consider yourself ( <b>ROTATE</b> ) a Republican, a Democrat, an Independent, or something else?	
1. Republican	<b>35</b>
2. Democrat	<b>37</b>
3. Independent	<b>25</b>
4. Other	<b>2</b>
5. DK/Refused ( <b>DO NOT READ</b> )	<b>1</b>
31. If you had to classify yourself, would you say you are ( <b>ROTATE</b> ) liberal, moderate, or conservative in your political beliefs?	
1. Liberal	<b>20</b>
2. Moderate	<b>46</b>
3. Conservative	<b>32</b>
4. DK/Refused ( <b>DO NOT READ</b> )	<b>2</b>
32. Are there children in your household under the age of 18 years old?	
1. Yes	<b>29</b>
2. No	<b>70</b>
3. DK/Refused ( <b>DO NOT READ</b> )	<b>1</b>
33. What is your current marital status?	
1. Single, never married	<b>13</b>
2. Married	<b>63</b>
3. Separated	<b>1</b>
4. Divorced	<b>10</b>
5. Widowed	<b>12</b>
6. DK/Refused ( <b>DO NOT READ</b> )	<b>1</b>
34. What is the annual income of your household before taxes? Is it...	

1. Less than 15K	8
2. 15K-30K	13
3. 30K-50K	19
4. 50K-75K	16
5. 75K-100K	14
6. Over 100K	15
7. DK/Refused ( <b>DO NOT READ</b> )	15

## 35. What is your religion?

1. Evangelical/Fundamentalist Protestant	12
2. Mainline Protestant	22
3. Catholic	26
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	5
7. Other	24
8. DK/Refused ( <b>DO NOT READ</b> )	6

## 36. What is your race?

1. Hispanic	5
2. African-American	7
3. Asiatic	1
4. White	83
5. Other ( <b>SPECIFY</b> )	1
6. DK/Refused ( <b>DO NOT READ</b> )	2

Gender: (**BY OBSERVATION**)

1. Male	48
2. Female	52

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

1. Urban	24
2. Suburban	56
3. Rural	21

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

1. Northeast	19
2. South	30
3. Midwest	19
4. Plains/Mountains	13
5. West Coast	16