



**NEW MODELS NATIONAL BRAND SURVEY**  
**May 30-31, 2007**  
**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 **28**
- 2. Don't Know/Refused (**DO NOT READ**) **64**
- 3. Wrong Track **8**

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

- 1. Approve **35**
- 2. Don't Know/Refused (**DO NOT READ**) **5**
- 3. Disapprove **60**

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)**

	Total Favorable	Total Unfavorable	Name ID	No Opinion
3. Republicans in Congress	<b>42</b>	<b>51</b>	<b>100</b>	<b>7</b>
4. Democrats in Congress	<b>48</b>	<b>47</b>	<b>100</b>	<b>5</b>
5. Nancy Pelosi	<b>41</b>	<b>37</b>	<b>92</b>	<b>14</b>

6. 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 **2**
- 4. Terrorism **6**
- 5. Health Care/Prescription Drugs **10**
- 6. The Economy **11**
- 7. Jobs **2**
- 8. Taxes **2**
- 9. Crime and Safety **1**
- 10. Environment **4**
- 11. National Defense/Foreign Affairs/Iraq **25**
- 12. National Deficit **2**
- 13. Energy **1**

14. Gas prices	<b>4</b>
15. Immigration	<b>9</b>
16. Other ( <b>SPECIFY</b> )	<b>2</b>
17. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>4</b>

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>GOP</b>	<b>DEM</b>	<b>Don't Know</b>
7. Education	<b>33</b>	<b>57</b>	<b>10</b>
8. Social Security	<b>36</b>	<b>53</b>	<b>11</b>
9. Health Care/Prescription Drugs	<b>32</b>	<b>57</b>	<b>12</b>
10. The economy	<b>44</b>	<b>49</b>	<b>7</b>
11. Jobs	<b>40</b>	<b>51</b>	<b>9</b>
12. War in Iraq	<b>38</b>	<b>52</b>	<b>11</b>
13. Energy and Gas Prices	<b>28</b>	<b>57</b>	<b>15</b>
14. War on terror	<b>47</b>	<b>42</b>	<b>11</b>
15. Fiscal responsibility	<b>39</b>	<b>47</b>	<b>15</b>

**(ROTATE 16-18 and 19-21)**

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

1. Yes ( <b>GO TO Q17</b> )	<b>42</b>
2. No ( <b>GO TO Q19</b> )	<b>57</b>
3. DK/Refused ( <b>DO NOT READ</b> ) ( <b>GO TO Q19</b> )	<b>2</b>

17. What was it?

Iraq War/Funding and Timelines/Soldiers in Iraq	<b>49</b>
Immigration Control	<b>36</b>
National Deficit/Budget/Finance	<b>15</b>
High Gas Prices/Energy Problems/Oil	<b>5</b>
Oppose the Democrats/Political Infighting	<b>4</b>
Support President Bush	<b>4</b>
Taxes	<b>3</b>
Attorney General Issues	<b>3</b>
Voting Against/Not Supporting Bush	<b>2</b>
Environment/Energy Exploration/Drilling in ANWR	<b>2</b>
The Economy/Trade	<b>2</b>
Health Care/Prescription Drugs	<b>2</b>
Upcoming Election/Presidential Election	<b>2</b>
Terrorism	<b>2</b>
Political Scandals	<b>1</b>
General Republican Negative	<b>1</b>
Jobs/Minimum Wage	<b>1</b>
Abortion	<b>1</b>
Social Security/Private Investment Accounts	<b>1</b>
Education/No Child Left Behind	<b>1</b>
Corporate Accountability/Big Business/Special Interest	<b>1</b>
National Defense/Security/Foreign Affairs	<b>1</b>
Gay Marriage/Marriage Amendment	<b>*</b>

Stem Cell Research	*
Natural Disaster Relief/Hurricane Issue	*
Nothing	1
Other	4
Don't Know/Don't Remember/Refused	10

18. Did it make you more favorable or less favorable to Congressional Republicans?

1. More Favorable	37
2. Less Favorable	52
3. No Difference <b>(DO NOT READ)</b>	11

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

1. Yes <b>(GO TO Q20)</b>	52
2. No <b>(GO TO Q22)</b>	46
3. DK/Refused <b>(DO NOT READ)(GO TO Q22)</b>	1

20. What was it?

Iraq War/Funding and Timelines/Soldiers in Iraq	56
Immigration Control	25
National Deficit/Budget/Finance	17
Health Care/Prescription Drugs	6
Politics as Usual/Political Infighting	5
Jobs/Minimum Wage	4
High Gas Prices/Energy Problems/Oil	4
Pelosi mention/Trip to Syria and Iran	3
Environment/Energy Exploration/Drilling in ANWR	3
General Democrat Negative	3
Attorney General Issues	2
Taxes	2
Upcoming Election/Presidential Election	2
Social Security/Private Investment Accounts	2
New plans after taking over majority	1
Voting Against/Not Supporting Bush	1
The Economy/Trade	1
Terrorism	1
Ted Kennedy mention	1
Hillary Clinton Mention	1
Political Scandals	1
Abortion	1
Education/No Child Left Behind	1
Corporate Accountability/Big Business/Special Interest	1
National Defense/Security/Foreign Affairs	1
Gay Marriage/Marriage Amendment	1
Harry Reid Mention	1
Civil Rights	*
Crime and Safety	*
Gun Control	*
Nothing	2
Other	2

Don't Know/Don't Remember/Refused	<b>9</b>
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21. Did it make you more favorable or less favorable to Congressional Democrats?

1. More Favorable	<b>44</b>
2. Less Favorable	<b>48</b>
3. No Difference <b>(DO NOT READ)</b>	<b>9</b>

22. 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	<b>36</b>
2. Lean Republican	<b>3</b>
3. Undecided	<b>7</b>
4. Lean Democrat	<b>2</b>
5. Democrat	<b>49</b>
6. DK/Refused <b>(DO NOT READ)</b>	<b>3</b>

<b>TOTAL REPUBLICAN</b>	<b>39</b>
<b>TOTAL DEMOCRAT</b>	<b>51</b>

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

1. Approve	<b>36</b>
2. Disapprove	<b>57</b>
3. DK/Refused <b>(DO NOT READ)</b>	<b>7</b>

### Economy/Taxes

24. 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	<b>45</b>
2. DK/Refused <b>(DO NOT READ)</b>	<b>5</b>
3. Wrong Track	<b>50</b>

### TERRORISM

25. How serious or not serious do you perceive the threat from terrorism— very serious, somewhat serious, somewhat not serious, not serious at all? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. Very serious	<b>54</b>
2. Somewhat serious	<b>36</b>
3. Somewhat not serious	<b>5</b>
4. Not serious at all	<b>4</b>
5. DK/Refused <b>(DO NOT READ)</b>	<b>1</b>

26. Do you think that terrorism consists of—(ROTATE)

1. Small terrorist cells in areas around the world that operate independently	<b>43</b>
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2. A widespread, coordinated global network of terrorists	47
3. DK/Refused ( <b>DO NOT READ</b> )	10
27. Who do you think that the US is at war with? (ROTATE)	
1. Radical Islam	15
2. Radical jihadists	15
3. Terrorists	31
4. Muslim extremists	10
5. We are not at war	7
6. DK/Refused (DO NOT READ)	20
28. Do you favor or oppose immediate withdrawal from Iraq?	
1. Favor	41
2. Oppose	54
3. DK/Refused (DO NOT READ)	4
29. Which statement do you agree with more? (ROTATE)	
1. Iraq is in a civil war and the US should not be involved in that	42
2. Iraq is in a civil war which is being fueled by Al Qaeda, and we have to confront Al Qaeda there rather than here	50
3. DK/Refused (DO NOT READ)	8
30. Do you believe or not believe that establishing democracy in Iraq is an important step to defeating terrorism?	
1. Believe	55
2. Do not believe	41
3. DK/Refused (DO NOT READ)	4
31. Which statement do you agree with more: ( <b>ROTATE</b> )	
1. We are engaged in a global war against terrorists who are trying to destroy the United States and our way of life	57
2. The global war on terror is basically an ideological doctrine that has been exaggerated by the Bush administration to justify the war in Iraq	39
3. DK/Refused (DO NOT READ)	5
32. Do you believe or not believe the following statement: if we leave Iraq, we will have to confront terrorism here in the United States.	
1. Believe	55
2. Do not believe	40
3. DK/Refused (DO NOT READ)	5

## IMMIGRATION

Turning to the subject of immigration...

33. Based on what you have seen, read or heard about the most recent immigration bill, are you favorable or unfavorable to that?

- |                             |    |
|-----------------------------|----|
| 1. Favorable                | 35 |
| 2. Unfavorable              | 50 |
| 3. DK/Refused (DO NOT READ) | 16 |

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

34. 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   | 4  |
| 4. Local TV news  | 23 |
| 5. CNN News   | 20 |
| 6. MSNBC/CNBC News  | 3  |
| 7. Fox News   | 16 |
| 8. CSpan  | 1  |
| 9. Daily newspaper  | 44 |
| 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                        | 6  |
| 14. Opinion websites like Drudge Report or slate.com  | 0  |
| 15. National Public Radio   | 8  |
| 16. Religious radio shows   | 0  |
| 17. Talk radio like Rush Limbaugh   | 3  |
| 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   | 0  |
| 22. Morning TV shows like Today, Good Morning America   | 0  |
| 23. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball                     | 0  |
| 24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week                              | 0  |
| 25. Other   | 13 |
| 26. DK/Refused  | 6  |

35. In what year were you born?

- |          |    |
|----------|----|
| 1. 18-34 | 11 |
| 2. 35-44 | 12 |

3. 45-54	20
4. 55-64	25
5. 65+	31
36. Generally speaking, do you consider yourself <b>(ROTATE)</b> a Republican, a Democrat, an Independent, or something else?	
1. Republican	35
2. Democrat	37
3. Independent	25
4. Other	2
5. DK/Refused <b>(DO NOT READ)</b>	1
37. If you had to classify yourself, would you say you are <b>(ROTATE)</b> liberal, moderate, or conservative in your political beliefs?	
1. Liberal	20
2. Moderate	46
3. Conservative	32
4. DK/Refused <b>(DO NOT READ)</b>	2
38. Are there children in your household under the age of 18 years old?	
1. Yes	29
2. No	70
3. DK/Refused <b>(DO NOT READ)</b>	1
39. What is your current marital status?	
1. Single, never married	14
2. Married	64
3. Separated	1
4. Divorced	9
5. Widowed	11
6. DK/Refused <b>(DO NOT READ)</b>	1
40. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	7
2. 15K-30K	14
3. 30K-50K	17
4. 50K-75K	18
5. 75K-100K	9
6. Over 100K	17
7. DK/Refused <b>(DO NOT READ)</b>	19
41. What is your religion?	
1. Evangelical/Fundamentalist Protestant	11
2. Mainline Protestant	21
3. Catholic	24
4. Jewish	2
5. Mormon	1
6. Atheist/ Agnostic	6

- 7. Other **26**
- 8. DK/Refused (**DO NOT READ**) **9**

42. What is your race?

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

Gender: (**BY OBSERVATION**)

- 1. Male **48**
- 2. Female **52**