



**NEW MODELS NATIONAL BRAND SURVEY**  
**January 16-17, 2007**  
**N=1000 RV**

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>32</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>9</b>  |
| 3. Wrong Track                               | <b>59</b> |

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

- |  |           |
|--|-----------|
| 1. Approve                                   | <b>35</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>4</b>  |
| 3. Disapprove                                | <b>61</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	37	55	100
4. Democrats in Congress	54	37	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>7</b>   |
| 2. Social Security                        | <b>7</b>   |
| 3. Retirement and Investments             | <b>---</b> |
| 4. Terrorism                              | <b>4</b>   |
| 5. Health Care/Prescription Drugs         | <b>11</b>  |
| 6. The Economy                            | <b>14</b>  |
| 7. Jobs                                   | <b>4</b>   |
| 8. Taxes                                  | <b>4</b>   |
| 9. Crime and Safety                       | <b>1</b>   |
| 10. Environment                           | <b>4</b>   |
| 11. National Defense/Foreign Affairs/Iraq | <b>27</b>  |
| 12. National Deficit                      | <b>2</b>   |
| 13. Energy                                | <b>2</b>   |
| 14. Gas prices                            | <b>1</b>   |
| 15. Immigration                           | <b>7</b>   |

16. Other ( <b>SPECIFY</b> )	<b>2</b>
17. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>3</b>
6. In the last couple of weeks, have you seen, read or heard anything that Congressional Republicans were doing?	
1. Yes ( <b>GO TO Q7</b> )	<b>39</b>
2. No ( <b>GO TO Q9</b> )	<b>60</b>
3. DK/Refused ( <b>DO NOT READ</b> ) ( <b>GO TO Q9</b> )	<b>1</b>
7. What was it?	
1. Iraq War/Soldiers in Iraq/Issues Entering War	<b>56</b>
2. Supports Bush	<b>6</b>
3. Jobs/Minimum Wage	<b>5</b>
4. Democrats are Obstructionists/Politics as Usual	<b>4</b>
5. Immigration/Border Control	<b>3</b>
6. Taxes	<b>3</b>
7. Upcoming Election	<b>3</b>
8. Health Care/Prescription Drugs	<b>2</b>
9. General Republican Negative	<b>2</b>
10. Environment/Energy Exploration/ANWR	<b>2</b>
11. National Deficit/Budget	<b>1</b>
12. The Economy/Trade	<b>1</b>
13. National Defense/Security/Foreign Affairs	<b>1</b>
14. Corporate Accountability/Big Business	<b>1</b>
15. Social Security/Private Investment Accounts	<b>1</b>
16. John McCain Mention	<b>1</b>
17. High Gas Prices/Energy Problems/Oil	<b>1</b>
18. Lobbyists/Bribery Issues	<b>1</b>
19. Terrorism	<b>1</b>
20. Stem Cell Research	<b>1</b>
21. Education/No Child Left Behind	<b>1</b>
22. Crime/Safety	<b>---</b>
23. Scandals	<b>---</b>
24. Gun Control	<b>---</b>
25. Bill Frist Mention	<b>---</b>
26. Gay Marriage/Marriage Amendment	<b>---</b>
27. Abortion	<b>---</b>
28. Nothing	<b>1</b>
29. Other	<b>10</b>
30. DK/Don't Remember/Refused	<b>14</b>
8. Did it make you more favorable or less favorable to Congressional Republicans?	
1. More Favorable	<b>34</b>
2. Less Favorable	<b>51</b>
3. No Difference ( <b>DO NOT READ</b> )	<b>15</b>
9. In the last couple of weeks have you seen, read or heard anything that Congressional Democrats were doing?	
1. Yes ( <b>GO TO Q10</b> )	<b>57</b>

2. No ( <b>GO TO Q12</b> )	42
3. DK/Refused ( <b>DO NOT READ</b> )( <b>GO TO Q12</b> )	1
10. What was it?	
1. Iraq War/Soldiers at War/Issues Entering War	44
2. Jobs/Minimum Wage	31
3. Health Care/Prescription Drugs	14
4. Taxes	5
5. Stem Cell Research	5
6. Pelosi Mention	5
7. Lobbyist Control/Bribery Issues	5
8. Democrats are Obstructionists/Infighting	3
9. Education/No Child Left Behind	3
10. Upcoming Election	3
11. The Economy/Trade	2
12. Immigration/Border Control	2
13. General Democrat Negative	2
14. Social Security/Private Investment Accounts	2
15. National Deficit/Budget	2
16. Terrorism	1
17. National Defense/Foreign Affairs/Security	1
18. High Gas Prices/Energy Problems/Oil	1
19. Environment/Drilling in ANWR/Exploration	1
20. Hillary Clinton Mention	---
21. Ted Kennedy Mention	---
22. Gay Marriage/Marriage Amendment	---
23. Abortion Issues	---
24. Nothing	1
25. Other	9
26. DK/Don't Remember/Refused	8
11. Did it make you more favorable or less favorable to Congressional Democrats?	
1. More Favorable	58
2. Less Favorable	30
3. No Difference ( <b>DO NOT READ</b> )	12
12. If the elections were held today for US Congress in your state, would you be more likely to vote for ( <b>ROTATE</b> ) the Republican candidate or the Democrat candidate? ( <b>IF UNDECIDED ASK:</b> ) would you be leaning toward ( <b>ROTATE</b> ) the Republican candidate or the Democratic candidate?	
1. Republican	34
2. Lean Republican	3
3. Undecided	5
4. Lean Democrat	3
5. Democrat	52
6. DK/Refused ( <b>DO NOT READ</b> )	3
<b>TOTAL REPUBLICAN</b>	<b>37</b>
<b>TOTAL DEMOCRAT</b>	<b>55</b>

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

- |                                      |    |
|--------------------------------------|----|
| 1. Approve                           | 41 |
| 2. Disapprove                        | 47 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 13 |

### Economy/Taxes

14. 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                   | 49 |
| 2. DK/Refused ( <b>DO NOT READ</b> ) | 6  |
| 3. Wrong Track                       | 45 |

15. Do you believe or not believe this statement: Given the cost of living these days, now is not the time to raise taxes.

- |                                      |    |
|--------------------------------------|----|
| 1. Believe                           | 65 |
| 2. Do Not Believe                    | 31 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 4  |

16. Do you believe or not believe this statement: Democrats say they only want to raise taxes on the super rich, but they'll actually be raising taxes on small business owners who need that money to invest in their business and grow the economy.

- |                                      |    |
|--------------------------------------|----|
| 1. Believe                           | 49 |
| 2. Do Not Believe                    | 48 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 4  |

17. Do you believe or not believe this statement: The federal deficit is going down.

- |                                      |    |
|--------------------------------------|----|
| 1. Believe                           | 21 |
| 2. Do Not Believe                    | 74 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 5  |

18. Who do you agree with more (**ROTATE**):

The Republican congressman who says we can pay for unmet needs in education and health care without raising taxes by putting an end to the excessive waste, fraud and abuse within the federal government.

-- OR --

The Democrat congressman who says raising taxes on the super rich will raise additional tax revenues to help pay for unmet needs such as education and health care.

- |                                      |    |
|--------------------------------------|----|
| 1. Republican Congressman            | 50 |
| 2. Democrat Congressman              | 41 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 9  |

### Iraq and Benchmarks for Success

19. If we lose in Iraq without establishing a stable democracy, would terrorism increase, decrease or stay the same?

- 1. Increase **44**
- 2. Decrease **8**
- 3. Stay the same **41**
- 4. DK/Refused (**DO NOT READ**) **8**

20. Do you believe or not believe this statement: If we leave Iraq without achieving our objectives, Iraq will become an important haven for terrorists, allowing them to spread into other countries in the area.

- 1. Believe **62**
- 2. Do Not Believe **34**
- 3. DK/Refused (**DO NOT READ**) **4**

I'm now going to read you a few proposed benchmarks for success in Iraq. For each, please tell me whether you think the benchmark is achievable or not achievable

21. Finalize an oil law that will share the profits of Iraq's resources among various ethnic sects and regions in a way that unites the country.

- 1. Achievable **50**
- 2. Not achievable **44**
- 3. DK/Refused (**DO NOT READ**) **6**

22. Ease the policy of "de-Baathification," which purged ex-members of Saddam Hussein's Sunni-led Baathist rule from the top layers of government institutions.

- 1. Achievable **38**
- 2. Not achievable **47**
- 3. DK/Refused (**DO NOT READ**) **15**

23. Hold provincial elections to bring Sunnis back into the political process at the local level

- 1. Achievable **61**
- 2. Not achievable **30**
- 3. DK/Refused (**DO NOT READ**) **9**

24. Increase the transfer of security to Iraqi security forces by the end of the year.

- 1. Achievable **51**
- 2. Not achievable **44**
- 3. DK/Refused (**DO NOT READ**) **5**

25. Some members of Congress are talking about cutting off funding for the War in Iraq in order to bring it to an end. Would you favor or oppose this action?

- 1. Favor **38**
- 2. Oppose **59**
- 3. DK/Refused (**DO NOT READ**) **3**

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

26. 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	5
4. Local TV news	26
5. CNN News	20
6. MSNBC/CNBC News	3
7. Fox News	14
8. CSpan	1
9. Daily newspaper	50
10. News magazines such as Time, US News, and Newsweek	4
11. Opinion magazines like Weekly Standard	---
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	9
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	6
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	8
16. Religious radio shows	---
17. Talk radio like Rush Limbaugh	3
18. General radio news station	4
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	12
26. DK/Refused	5
27. In what year were you born?	
1. 18-34	9
2. 35-44	13
3. 45-54	24
4. 55-64	24
5. 65+	29
28. 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
29. 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
30. Are there children in your household under the age of 18 years old?	
1. Yes	28
2. No	71
3. DK/Refused ( <b>DO NOT READ</b> )	1
31. What is your current marital status?	
1. Single, never married	13
2. Married	66
3. Separated	1
4. Divorced	9
5. Widowed	9
6. DK/Refused ( <b>DO NOT READ</b> )	2
32. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	7
2. 15K-30K	12
3. 30K-50K	18
4. 50K-75K	17
5. 75K-100K	11
6. Over 100K	17
7. DK/Refused ( <b>DO NOT READ</b> )	17
33. What is your religion?	
1. Evangelical/Fundamentalist Protestant	12
2. Mainline Protestant	16
3. Catholic	26
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	7
7. Other	27
8. DK/Refused ( <b>DO NOT READ</b> )	8
34. What is your race?	
1. Hispanic	5
2. African-American	8
3. Asiatic	2
4. White	82
5. Other ( <b>SPECIFY</b> )	1
6. DK/Refused ( <b>DO NOT READ</b> )	2
Gender: ( <b>BY OBSERVATION</b> )	
1. Male	48
2. Female	52

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	30
3. Midwest	19
4. Plains/Mountains	14
5. West Coast	15