



**NEW MODELS NATIONAL BRAND SURVEY**  
**September 4-5, 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                           | <b>30</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>37</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>3</b>  |
| 3. Disapprove                                | <b>60</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)**

	Total Favorable	Total Unfavorable	Never Heard of	No Opinion
3. Republicans in the US Senate	42	51	*	6
4. Democrats in the US Senate	47	47	*	6
5. General David Petraeus	36	16	24	25

6. 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                        | <b>39</b>     |
| 2. Lean Republican                   | <b>2</b>      |
| 3. Undecided                         | <b>7</b>      |
| 4. Lean Democrat                     | <b>4</b>      |
| 5. Democrat                          | <b>45</b>     |
| 6. DK/Refused ( <b>DO NOT READ</b> ) | <b>3</b>      |
| <br>Total Republican                 | <br><b>42</b> |
| Total Democrat                       | <b>49</b>     |

**MESSAGING****Taxes/Spending**

I am going to read a series of statements. For each, please tell me if you believe or do not believe the statement.

7. Taxes should not be increased as long as Congress continues to waste the tax money it already receives.

- |                             |           |
|-----------------------------|-----------|
| 1. Believe                  | <b>75</b> |
| 2. Do not believe           | <b>23</b> |
| 3. DK/Refused (DO NOT READ) | <b>3</b>  |

8. If the budget is balanced, taxes should not be increased.

- |                             |           |
|-----------------------------|-----------|
| 1. Believe                  | <b>76</b> |
| 2. Do not believe           | <b>22</b> |
| 3. DK/Refused (DO NOT READ) | <b>3</b>  |

9. Raising taxes on small businesses and entrepreneurs will slow our economy's growth and prevent companies from creating new jobs.

- |                             |           |
|-----------------------------|-----------|
| 1. Believe                  | <b>64</b> |
| 2. Do not believe           | <b>31</b> |
| 3. DK/Refused (DO NOT READ) | <b>4</b>  |

10. When Democrats try to raise taxes on the rich, it will raise taxes on people like me too.

- |                             |           |
|-----------------------------|-----------|
| 1. Believe                  | <b>56</b> |
| 2. Do not believe           | <b>40</b> |
| 3. DK/Refused (DO NOT READ) | <b>4</b>  |

11. Because Congress wastes a lot of money you pay in taxes, taxes should be cut.

- |                             |           |
|-----------------------------|-----------|
| 1. Believe                  | <b>57</b> |
| 2. Do not believe           | <b>39</b> |
| 3. DK/refused (DO NOT READ) | <b>4</b>  |

**Health Care**

Turning to the subject of health care...

12. Do you think that Medicare should or should not be cut in order to pay for children's health care?

- |                             |           |
|-----------------------------|-----------|
| 1. Should                   | <b>9</b>  |
| 2. Should not               | <b>87</b> |
| 3. DK/Refused (DO NOT READ) | <b>4</b>  |

13. Which statement do you agree with more? **(ROTATE)**

- |   |           |
|---|-----------|
| 1. Insuring the uninsured is important, but my taxes should not be increased to pay for it. | <b>49</b> |
|---|-----------|

- 2. Insuring the uninsured is important, and we need to repeal tax cuts for the wealthy to pay for it. **45**
- 3. DK/Refused (DO NOT READ) **6**

14. Do you favor or oppose Congress amending the tax code to make it possible for individuals to afford the purchase of their own health insurance rather than relying on an employer to provide insurance? (IF CHOICE IS MADE, ASK: Would that be strongly/somewhat favor or strongly/somewhat oppose?)

- 1. Strongly favor **28**
- 2. Somewhat favor **32**
- 3. Somewhat oppose **16**
- 4. Strongly oppose **16**
- 5. DK/Refused (DO NOT READ) **9**
  
- Total Favor **60**
- Total Oppose **31**

15. Do you believe or not believe the following statement: Democrats want to implement a government-run health care system.

- 1. Believe **61**
- 2. Do not believe **32**
- 3. DK/Refused (DO NOT READ) **8**

**Iraq**

16. Do you believe or not believe the following statement: We need to keep troops in Iraq as long as the generals recommend in order to avoid the risk of a humanitarian crisis and genocide in Iraq.

- 1. Believe **50**
- 2. Do not believe **47**
- 3. DK/Refused (DO NOT READ) **2**

17. Do you believe or not believe the following statement: We need to keep troops in Iraq as long as the generals recommend in order to avoid emboldening Al Qaeda.

- 1. Believe **46**
- 2. Do not believe **52**
- 3. DK/Refused (DO NOT READ) **3**

18. Do you believe that fighting the war in Iraq **(ROTATE)**

- 1. Is making your family safer **43**
- 2. Is making your family less safe **26**
- 3. Has no impact on the safety of your family **29**
- 4. DK/Refused (DO NOT READ) **2**

I am going to read a series of items to you that your member of Congress may or may not support, and ask you to rate each of the following in terms of importance, with 1 being that it is not important at all to you, 5 being moderately important and 9 being extremely important to you.

**(ROTATE LIST)**

	<u>Mean</u>
19. Supports reducing spending	<b>7.08</b>
20. Supports a balanced budget	<b>7.38</b>
21. Supports lower taxes	<b>6.50</b>
22. Is for the middle class	<b>6.93</b>
23. Supports smaller government	<b>6.09</b>
24. Is for a strong national defense	<b>7.41</b>
25. Supports reforming entitlements	<b>5.70</b>
26. Wants to reduce the number of uninsured	<b>6.76</b>
27. Wants to provide health care coverage for all Americans	<b>6.93</b>
28. Is for lower gas prices	<b>6.74</b>
29. Against tax breaks for the wealthy and corporations	<b>5.64</b>
30. Is for lowering the cost of prescription drugs	<b>7.22</b>
31. Is for protecting the environment	<b>7.09</b>

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

32. 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. Daily newspaper	<b>47</b>
2. Local TV news	<b>27</b>
3. CNN News	<b>19</b>
4. Fox News	<b>13</b>
5. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	<b>9</b>
6. National Public Radio	<b>8</b>
7. ABC News	<b>7</b>
8. News Pages of Internet Service Providers such as Yahoo News and MSN News	<b>7</b>
9. News magazines such as Time, US News, and Newsweek	<b>6</b>
10. NBC News	<b>6</b>
11. CBS News	<b>3</b>
12. Talk radio like Rush Limbaugh	<b>3</b>
13. General radio news station	<b>3</b>
14. MSNBC/CNBC News	<b>3</b>
15. CSpan	<b>1</b>
16. Opinion websites like Drudge Report or slate.com	<b>1</b>
17. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	<b>1</b>
18. Opinion magazines like Weekly Standard	<b>*</b>
19. Religious radio shows	<b>*</b>
20. Public television news shows like McNeil Lehrer	<b>*</b>
21. Comedy Shows like the Daily Show with Jon Stewart	<b>*</b>
22. Late Night TV Shows like Jay Leno	<b>*</b>

23. Morning TV shows like Today, Good Morning America	*
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	*
25. Other	<b>14</b>
26. DK/Refused	<b>6</b>

33. In what year were you born?

<b>18-34</b>	<b>10</b>
<b>35-44</b>	<b>16</b>
<b>45-54</b>	<b>19</b>
<b>55-64</b>	<b>25</b>
<b>65+</b>	<b>28</b>

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34. Generally speaking, do you consider yourself (**ROTATE**) 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>

35. If you had to classify yourself, would you say you are (**ROTATE**) 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>

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

1. Yes	<b>30</b>
2. No	<b>70</b>
3. DK/Refused ( <b>DO NOT READ</b> )	<b>1</b>

37. What is your current marital status?

1. Single, never married	<b>14</b>
2. Married	<b>64</b>
3. Separated	<b>1</b>
4. Divorced	<b>9</b>
5. Widowed	<b>10</b>
6. DK/Refused ( <b>DO NOT READ</b> )	<b>1</b>

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

1. Less than 15K	<b>6</b>
2. 15K-30K	<b>10</b>
3. 30K-50K	<b>19</b>
4. 50K-75K	<b>20</b>
5. 75K-100K	<b>15</b>
6. Over 100K	<b>26</b>
7. DK/Refused ( <b>DO NOT READ</b> )	
 39. What is your religion?	
1. Evangelical/Fundamentalist Protestant	<b>11</b>
2. Mainline Protestant	<b>21</b>
3. Catholic	<b>26</b>
4. Jewish	<b>3</b>
5. Mormon	<b>1</b>
6. Atheist/ Agnostic	<b>4</b>
7. Other	<b>25</b>
8. DK/Refused ( <b>DO NOT READ</b> )	<b>8</b>
 40. What is your race?	
1. Hispanic	<b>5</b>
2. African-American	<b>7</b>
3. Asiatic	<b>2</b>
4. White	<b>83</b>
5. Other ( <b>SPECIFY</b> )	<b>1</b>
6. DK/Refused ( <b>DO NOT READ</b> )	<b>2</b>
 Gender: ( <b>BY OBSERVATION</b> )	
1. Male	<b>48</b>
2. Female	<b>52</b>
 What type of area do you live in? ( <b>TAKEN FROM SAMPLE</b> )	
1. Urban	<b>25</b>
2. Suburban	<b>55</b>
3. Rural	<b>20</b>
 Region: ( <b>Region taken from sample information</b> )	
1. Northeast	<b>20</b>
2. South	<b>30</b>
3. Midwest	<b>19</b>
4. Plains/Mountains	<b>14</b>
5. West Coast	<b>15</b>