



NEW MODELS NATIONAL BRAND SURVEY
May 31-June 1, 2008
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 | 18 |
| 2. Don't Know/Refused (DO NOT READ) | 8 |
| 3. Wrong Track | 73 |

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

- | | |
|--|-----------|
| 1. Approve | 32 |
| 2. Don't Know/Refused (DO NOT READ) | 5 |
| 3. Disapprove | 63 |

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

- | | |
|--------------------------------------|-----------|
| 1. Approve | 16 |
| 2. Disapprove | 75 |
| 3. DK/Refused (DO NOT READ) | 9 |

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
4. Republicans in Congress	36	59
5. Democrats in Congress	40	55
6. Conservatives	45	46
7. Liberals	36	53

8. Which of the following issues would you say is the most important to you in deciding how to vote for Congress? **(ROTATE)**

- | | |
|-----------------------------------|-----------|
| 1. Education | 4 |
| 2. Social Security | 4 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 3 |
| 5. Health Care/Prescription Drugs | 8 |
| 6. The Economy | 29 |
| 7. Jobs | 3 |

8. Taxes	3
9. Crime and Safety	-
10. Environment	2
11. National Defense/Foreign Affairs/Iraq	15
12. National Deficit/Spending	4
13. Energy	4
14. Gas prices	8
15. Immigration	4
16. Other (SPECIFY)	5
17. Don't Know/Refused (DO NOT READ)	3

9. 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	40
2. Lean Republican	3
3. Undecided	5
4. Lean Democrat	3
5. Democrat	47
6. DK/Refused (DO NOT READ)	3
TOTAL REPUBLICAN	43
TOTAL DEMOCRAT	50

IDEOLOGY

10. What group of issues concerns you the most? (**ROTATE**)

1. Economic - like taxes, budget, and jobs	44
2. Social – like education, health care, and the environment	23
3. Moral – like prayer in school, abortion, and gay rights	13
4. Foreign Affairs - like defense, terrorism and international relations	18
5. DK/Refused (DO NOT READ)	2

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

11. The free market is a better way to solve problems than government.

1. Believe	56
2. Do not believe	34
3. DK/Refused (DO NOT READ)	11

12. Lowering taxes will benefit the economy.

1. Believe	60
2. Do not believe	36
3. DK/Refused (DO NOT READ)	4

13. Increasing taxes on the rich would hurt the economy.

- | | |
|--------------------------------------|----|
| 1. Believe | 32 |
| 2. Do not believe | 66 |
| 3. DK/Refused (DO NOT READ) | 3 |

14. Government should help people.

- | | |
|--------------------------------------|----|
| 1. Believe | 79 |
| 2. Do not believe | 16 |
| 3. DK/Refused (DO NOT READ) | 5 |

15. I prefer a free market solution, but I would consider a government solution if there isn't a free market solution.

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|--------------------------------------|----|
| 1. Believe | 66 |
| 2. Do not believe | 24 |
| 3. DK/Refused (DO NOT READ) | 10 |

16. On the issue of health care, we should let the free market solve that problem rather than getting government involved.

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|--------------------------------------|----|
| 1. Believe | 47 |
| 2. Do not believe | 48 |
| 3. DK/Refused (DO NOT READ) | 5 |

17. Cutting government spending is the most important thing that we could do to get the economy back on track.

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|--------------------------------------|----|
| 1. Believe | 66 |
| 2. Do not believe | 31 |
| 3. DK/Refused (DO NOT READ) | 3 |

18. The most important issue facing our economy is dealing with entitlements.

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|--------------------------------------|----|
| 1. Believe | 32 |
| 2. Do not believe | 52 |
| 3. DK/Refused (DO NOT READ) | 16 |

19. America should have universal health care coverage.

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|--------------------------------------|----|
| 1. Believe | 58 |
| 2. Do not believe | 38 |
| 3. DK/Refused (DO NOT READ) | 4 |

20. The only way to ensure equal opportunities based on class, race and gender is through government; the private sector cannot be entrusted to do that.

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|--------------------------------------|----|
| 1. Believe | 32 |
| 2. Do not believe | 65 |
| 3. DK/Refused (DO NOT READ) | 4 |

21. We need a national education policy to ensure we remain competitive with the rest of the world.

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|--------------------------------------|----|
| 1. Believe | 68 |
| 2. Do not believe | 29 |
| 3. DK/Refused (DO NOT READ) | 3 |

22. Illegal immigration is significantly hurting the country.

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|--------------------------------------|----|
| 1. Believe | 62 |
| 2. Do not believe | 34 |
| 3. DK/Refused (DO NOT READ) | 3 |

23. Even if it hurts the economy, we need to protect the environment, such as not drilling for oil off the coast.

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|--------------------------------------|----|
| 1. Believe | 43 |
| 2. Do not believe | 53 |
| 3. DK/Refused (DO NOT READ) | 4 |

24. We should sit down and negotiate with any country or group with no pre-conditions.

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|--------------------------------------|----|
| 1. Believe | 37 |
| 2. Do not believe | 59 |
| 3. DK/Refused (DO NOT READ) | 4 |

25. The war in Afghanistan is more important to America's security than the war in Iraq.

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|--------------------------------------|----|
| 1. Believe | 37 |
| 2. Do not believe | 50 |
| 3. DK/Refused (DO NOT READ) | 13 |

26. America has the right to act unilaterally to protect our interests.

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|--------------------------------------|----|
| 1. Believe | 65 |
| 2. Do not believe | 28 |
| 3. DK/Refused (DO NOT READ) | 7 |

27. America has been arrogant in dealing with the rest of the world.

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|--------------------------------------|----|
| 1. Believe | 55 |
| 2. Do not believe | 42 |
| 3. DK/Refused (DO NOT READ) | 2 |

28. Terrorism is the most important security threat facing the country.

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|--------------------------------------|----|
| 1. Believe | 60 |
| 2. Do not believe | 37 |
| 3. DK/Refused (DO NOT READ) | 3 |

29. We should withdraw troops from Iraq immediately.

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|------------|----|
| 1. Believe | 38 |
|------------|----|

2. Do not believe	58
3. DK/Refused (DO NOT READ)	4
30. Who do you have more confidence in to provide/offer solutions to America's problems? (ROTATE)	
1. Conservatives	49
2. Liberals	33
3. Neither (DO NOT READ)	12
4. DK/Refused (DO NOT READ)	6

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

31. 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	45
2. Local TV news	23
3. CNN News	19
4. Fox News	13
5. Websites of news organizations such as cnn.com, msnbc.com,	13
6. nytimes.com, and TV station websites	
7. NBC News	8
8. ABC News	6
9. News magazines such as Time, US News,	6
10. and Newsweek	
11. National Public Radio	6
12. News Pages of Internet Service Providers such as	5
13. Yahoo News and MSN News	
14. CBS News	4
15. MSNBC/CNBC News	4
16. Talk radio like Rush Limbaugh	4
17. General radio news station	3
18. Public television news shows like McNeil Lehrer	1
19. CSpan	-
20. Opinion magazines like Weekly Standard	-
21. Opinion websites like Drudge Report or slate.com	-
22. Religious radio shows	-
23. Comedy Shows like the Daily Show with Jon Stewart	-
24. Late Night TV Shows like Jay Leno	-
25. Morning TV shows like Today, Good Morning America	-
26. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	-
27. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
28. Other	16
29. DK/Refused	6

32. In what year were you born?

1. 18-34	9
2. 35-44	15
3. 45-54	20
4. 55-64	23
5. 65+	31
33. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?	
1. Republican	35
2. Democrat	37
3. Independent	25
4. Other	2
5. DK/Refused (DO NOT READ)	1
34. If you had to classify yourself, would you say you are (ROTATE) liberal, moderate, or conservative in your political beliefs?	
1. Liberal	20
2. Moderate	46
3. Conservative	32
4. DK/Refused (DO NOT READ)	2
35. Are there children in your household under the age of 18 years old?	
1. Yes	30
2. No	69
3. DK/Refused (DO NOT READ)	1
36. What is your current marital status?	
1. Single, never married	13
2. Married	65
3. Separated	1
4. Divorced	8
5. Widowed	11
6. DK/Refused (DO NOT READ)	1
37. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	7
2. 15K-30K	10
3. 30K-50K	14
4. 50K-75K	18
5. 75K-100K	14
6. Over 100K	20
7. DK/Refused (DO NOT READ)	16
38. What is your religion?	
1. Evangelical/Fundamentalist Protestant	9
2. Mainline Protestant	16

3. Catholic	24
4. Jewish	3
5. Mormon	2
6. Atheist/ Agnostic	5
7. Other	35
8. DK/Refused (DO NOT READ)	7

39. What is your race?

1. Hispanic	5
2. African-American	7
3. Asiatic	1
4. White	84
5. Other (SPECIFY)	1
6. DK/Refused (DO NOT READ)	2

Gender: (**BY OBSERVATION**)

1. Male	48
2. Female	52

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

1. Urban	26
2. Suburban	55
3. Rural	18

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

• Northeast	18
• South	28
• Midwest	22
• Plains/Mountains	17
• West Coast	16