



**NEW MODELS POST-ELECTION SURVEY  
November 4, 2008**

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 21
- 2. Don't Know/Refused (**DO NOT READ**) 9
- 3. Wrong Track 70

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

- 1. Approve 29
- 2. Don't Know/Refused (**DO NOT READ**) 6
- 3. Disapprove 65

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	40	55	100	5
4. Democrats in Congress	44	52	100	4
5. John McCain	52	46	100	3
6. Barack Obama	58	40	100	2
7. Sarah Palin	48	48	100	4

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 5
- 2. Social Security 4
- 3. Retirement and Investments 1
- 4. Terrorism 2
- 5. Health Care/Prescription Drugs 5
- 6. The Economy 44
- 7. Jobs 4
- 8. Taxes 4
- 9. Crime and Safety 1
- 10. Environment 2
- 11. National Defense/Foreign Affairs/Iraq 14
- 12. National Deficit/Spending 5
- 13. Energy 2

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

**(ROTATE 9-10 and 11-12)**

9. What was the theme or issue that you heard Republican campaigns and candidates talking about most?

1. Economy/economic plans	31
2. Their stance on tax/tax issues	19
3. Stance on war/War in Iraq	16
4. Negative ads about Obama/criticizing Obama/attacking of Dem candidates	16
5. National Security/national Defense	8
6. Healthcare/health insurance	5
7. More jobs for the people	4
8. Energy issues/gas/oil/offshore drilling	4
9. Talk about terrorism	4
10. Talk about "Change"/change in the government	3
11. Pro-life their stance on abortion	2
12. Foreign affairs	3
13. Their stance on immigration/immigration issues	1
14. Other	8
15. None/nothing/don't know	10

10. Did it make you more favorable or less favorable to vote for Republican candidates?

1. More Favorable	39
2. Less Favorable	55
3. No Difference ( <b>DO NOT READ</b> )	6

11. What was the theme or issue that you heard Democratic campaigns and candidates talking about most?

1. Economy/fixing the economy	46
2. Healthcare/health insurance	16
3. Taxes (tax cuts/lower taxes/raising taxes/tax plan)	20
4. Representing change	17
5. War (Iraq War, pulling the troops, end the war)	9
6. Jobs/employment (creating jobs/more jobs)	7
7. Energy (oil, drilling, energy policy, energy sources, gas prices)	6
8. Education	3
9. Spreading or distribution of wealth	3
10. Social Security/social care	1
11. Helping the middle class people	2
12. Talking negatively about Bush	2
13. Talking negatively about the Republican candidate(s)/ Blaming Republicans	1
14. Moral issues (abortion, pro-life, cloning)	1
15. Wall Street/Bailout	1
16. National Defense/National Security	1
17. Welfare of the country/Uniting the country/Bringing the country on track	1

18. Immigration issues	1
19. Negative comments about the Dems in general	1
20. Paid no attention/not interested	1
21. Heard nothing/can't recall	1
22. Positive comments about the Dems in general	-
23. Other	4
24. Not sure/None/DK/ Refused	3
12. Did it make you more favorable or less favorable to vote for Democrat candidates?	
1. More Favorable	53
2. Less Favorable	42
3. No Difference ( <b>DO NOT READ</b> )	5
13. Which is more important to you when deciding to vote for a candidate for Congress? ( <b>ROTATE</b> )	
1. His or her ability to do things that help people in your Congressional district	37
2. You agree with his or her positions on major national issues	57
3. DK/Refused ( <b>DO NOT READ</b> )	6
14. For which presidential candidate did you vote? ( <b>ROTATE</b> ) John McCain, the Republican nominee; Barack Obama, the Democrat nominee; Bob Barr, the Libertarian candidate, or Ralph Nader, the independent candidate?	
1. Obama	51
2. McCain	44
3. Barr	-
4. Nader	1
5. Other ( <b>DO NOT READ</b> )	1
6. Did not vote in Presidential race ( <b>DO NOT READ</b> )	-
7. DK/Refused ( <b>DO NOT READ</b> )	2
15. For which candidate did you vote for US Congress from your district? ( <b>ROTATE</b> )	
1. Republican candidate	41
2. Democratic candidate	49
3. Independent or third party candidate	3
4. Didn't vote in Congressional race ( <b>DO NOT READ</b> )	2
5. DK/Refused ( <b>DO NOT READ</b> )	4
I am going to read a list of specific issues. On a scale of 1-9, please tell me how important each issue was in determining how you voted in this election, with 1 being not important at all and 9 being extremely important. ( <b>ROTATE LIST</b> )	
	<b>MEAN</b>
16. The war in Iraq and war on terror	7.22
17. The economy and recent financial crisis	7.72
18. Congress' bailout of financial institutions	6.34
19. Gas prices and energy independence	6.77
20. Education	6.72
21. Health care	6.92
22. Gay marriage and abortion	5.05
23. Government spending	7.20

24. Jeremiah Wright and Bill Ayers	3.70
25. McCain voting with Bush over 90% of the time	5.46
26. Taxes and the concept of spreading the wealth around	6.54
27. Barack Obama's level of experience	5.66

### Ideology

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate (ROTATE)

28. Your own political ideology	5.88
29. Ideology of Republicans in Congress	6.32
30. Ideology of Democrats in Congress	4.09
31. Ideology of Barack Obama	3.99
32. Ideology of John McCain	6.30
33. Ideology of the media	3.95

34. What should be the focus of government economic policy? (ROTATE)

1. Keeping taxes and regulations low so that businesses can create jobs	65
2. Redistribution of wealth	23
3. DK/Refused (DO NOT READ)	12

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

35. 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	35
2. Local TV news	22
3. CNN News	21
4. Fox News	20
5. Websites of news organizations such as cnn.com, msnbc.com,	16
6. nytimes.com, and TV station websites	
7. National Public Radio	10
8. News Pages of Internet Service Providers such as Yahoo News and MSN News	10
9. NBC News	8
10. MSNBC/CNBC News	7
11. News magazines such as Time, US News,	6
12. and Newsweek	
13. Talk radio like Rush Limbaugh	5
14. ABC News	4
15. CBS News	3
16. General radio news station	2
17. Opinion websites like Drudge Report or slate.com	2
18. Opinion magazines like Weekly Standard	1
19. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	1

20. CSpan	-
21. Religious radio shows	-
22. Public television news shows like McNeil Lehrer	-
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.	
27. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
28. Other	13
29. DK/Refused	4

36. In what year were you born?

18-34	21
35-44	23
45-54	19
55-64	21
65+	16

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37. Generally speaking, do you consider yourself (**ROTATE**) a Republican, a Democrat, an Independent, or something else?

1. Republican	32
2. Democrat	39
3. Independent	27
4. Other	1
5. DK/Refused ( <b>DO NOT READ</b> )	1

38. If you had to classify yourself, would you say you are (**ROTATE**) liberal, moderate, or conservative in your political beliefs?

1. Liberal	21
2. Moderate	44
3. Conservative	33
4. DK/Refused ( <b>DO NOT READ</b> )	2

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

1. Yes	41
2. No	59
3. DK/Refused ( <b>DO NOT READ</b> )	-

40. What is your current marital status?

1. Single, never married	16
2. Married	70
3. Separated	1
4. Divorced	7

5. Widowed	6
6. DK/Refused ( <b>DO NOT READ</b> )	-
41. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	8
2. 15K-30K	9
3. 30K-50K	17
4. 50K-75K	17
5. 75K-100K	13
6. Over 100K	25
7. DK/Refused ( <b>DO NOT READ</b> )	10
42. What is your religion?	
1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	16
3. Catholic	24
4. Jewish	2
5. Mormon	3
6. Atheist/ Agnostic	8
7. Other	27
8. DK/Refused ( <b>DO NOT READ</b> )	6
43. What is your race?	
1. Hispanic	9
2. African-American	10
3. Asiatic	2
4. White	76
5. Other ( <b>SPECIFY</b> )	2
6. DK/Refused ( <b>DO NOT READ</b> )	1
Gender: ( <b>BY OBSERVATION</b> )	
1. Male	47
2. Female	53
What type of area do you live in? ( <b>TAKEN FROM SAMPLE</b> )	
1. Urban	31
2. Suburban	52
3. Rural	17
Region: ( <b>Region taken from sample information</b> )	
1. Northeast	19
2. South	26
3. Midwest	21
4. Plains/Mountains	18
5. West Coast	16