

NEW MODELS NATIONAL BRAND SURVEY
July 22-23, 2009

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? [Q]

	MARCH 2009	JUNE 2009	JULY 2009
1. Right Direction	49	48	45
2. Don't Know/Refused (DO NOT READ)	9	8	11
3. Wrong Track	42	43	44

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

	MARCH 2009	JUNE 2009	JULY 2009
1. Approve	62	58	54
2. Don't know/refused	7	6	7
3. Disapprove	31	36	39

3. 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)

		NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. Republicans in Congress	MARCH 2009	99	39	52	11
	JUNE 2009	100	38	55	7
	JULY 2009	100	41	50	9
4. Democrats in Congress	MARCH 2009	100	53	41	6
	JUNE 2009	100	49	46	5
	JULY 2009	100	48	45	6
5. Nancy Pelosi	MARCH 2009	93	36	48	9
	JUNE 2009	96	34	53	10
	JULY 2009	93	30	49	14

6. Which of the following issues would you say is most important to you in deciding how to vote for Congress?

	MARCH 2009	JUNE 2009	JULY 2009
1. Education	6	8	8
2. Social Security	4	5	5
3. Retirement and Investments	2	2	1
4. Terrorism	2	2	1
5. Healthcare/Rx	9	8	13
6. The Economy	41	37	37
7. Jobs	7	5	6
8. Taxes	5	4	3
9. Crime and Safety	1	1	-
10. Environment	2	2	2
11. National Defense/Foreign Affairs/Iraq	7	9	6
12. National Deficit/Spending	8	7	7
13. Energy	1	1	2
14. Gas prices	-	1	-
15. Immigration	2	3	3
16. Other	1	1	1
17. Don't know/Refused	4	3	4

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW), (ROTATE) the Republican Party or the Democratic Party?

		REP	DEM
7. Health Care/Rx	MARCH 2009	30	59
	JUNE 2009	30	58
	JULY 2009	35	52
8. The Economy	MARCH 2009	35	55
	JUNE 2009	40	49
	JULY 2009	39	50
9. Jobs	MARCH 2009	33	57
	JUNE 2009	-	-
	JULY 2009	39	48

10. Energy and Gas Prices	MARCH 2009	31	59
	JUNE 2009	35	53
	JULY 2009	34	53
11. Fiscal Responsibility	MARCH 2009	37	50
	JUNE 2009	40	45
	JULY 2009	44	42
12. Taxes	MARCH 2009	42	50
	JUNE 2009	-	-
	JULY 2009	46	43

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

1. Yes	49
2. No	50
3. DK/Refused (DO NOT READ)	2

14. What was it?

1. Health care/insurance	61
2. General Republicans blocking/obstructing	13
3. Supreme Court/Sotomayor	10
4. Government spending	3
5. Against cap and trade	3
6. Economy	3
7. Stimulus package	2
8. Taxes	2
9. Trying to solve/do their job	2
10. Energy	1
11. Jobs	1
12. Gun control/law	1
13. War	1
14. F-22	1
15. Nothing	5
16. Other	6
17. Don't Know	1

**15. Did it make you more favorable or less favorable to Congressional Republicans?
(ROTATE)**

1. More favorable	40
2. Less favorable	50
3. No difference (DO NOT READ)	10

**16. In the last couple of weeks, have you seen, read or heard anything that
Congressional Democrats were doing? (ROTATE)**

1. Yes	66
2. No	32
3. DK/Refused (DO NOT READ)	2

17. What was it?

1. Health care issues	77
2. Tax issues	5
3. Cap and trade	5
4. Sotomayor	5
5. Economy	4
6. Government spending/budget	4
7. Stimulus package	3
8. Negative comments	2
9. Defense budget	1
10. Positive comments	1
11. Energy bill	1
12. Gun control/law	1
13. War	1
14. Education	1
15. Nothing	1
16. Other	5
17. Don't Know	2

**18. Did it make you more favorable or less favorable to Congressional Democrats?
(ROTATE)**

1. More favorable	40
2. Less favorable	49
3. No difference (DO NOT READ)	10

19. 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?

	MARCH 2009	JUNE 2009	JULY 2009
1. Republican	42	43	44
2. Undecided	6	9	9
3. Democrat	52	48	47

20. Generally speaking, would you say the economy is headed in the right direction, or is it seriously headed off on the wrong track? (ROTATE)

1. Right direction	49
2. Wrong track	44
3. Don't Know (DO NOT READ)	7

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

21. Because of the policies being proposed by Democrats in Congress, taxes on small businesses will increase.

1. Believe	56
2. Do not believe	39
3. Don't Know (DO NOT READ)	6

22. Increasing taxes will cost jobs.

1. Believe	53
2. Do not believe	42
3. Don't Know (DO NOT READ)	5

23. We have to fix health care in order to fix the economy.

1. Believe	44
2. Do not believe	53
3. Don't Know (DO NOT READ)	3

24. Do you think that at this point, the state of the economy is more the result of (ROTATE) President Obama's policies, or President Bush's policies?

1. President Obama's policies	29
2. President Bush's policies	56
3. Don't Know (DO NOT READ)	15

25. Do you think that the economic stimulus package recently passed by Congress is or is not working? (ROTATE)

1. Is working	37
2. Is not working	52
3. Don't Know (DO NOT READ)	11

26. Six months from now, do you think that the economic stimulus package recently passed by Congress will or will not be working? (ROTATE)

1. Will	47
2. Will not	42
3. Don't Know (DO NOT READ)	10

27. Would you favor or oppose a second economic stimulus package later this year (IF CHOICE IS MADE, ASK: Would that be strongly favor/oppose or somewhat favor/oppose)?

1. Strongly favor	15
2. Somewhat favor	18
3. Somewhat oppose	17
4. Strongly oppose	40
5. DK/Refused (DO NOT READ)	10
TOTAL FAVOR	33
TOTAL OPPOSE	57

28. In your opinion, which will do more to get the US out of the current recession? (ROTATE)

1. Increasing government spending	21
2. Reducing taxes on businesses	61
3. Don't Know (DO NOT READ)	17

29. Do you favor or oppose President Obama's health care plan? (ROTATE)

1. Favor	45
2. Oppose	42
3. Don't Know (DO NOT READ)	13

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

30. 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)

	MARCH 2009	JUNE 2009	JULY 2009
ABC News	8	7	9
NBC News	8	9	10
CBS News	5	4	5
Local TV news	16	20	16
CNN News	22	21	21
MSNBC/CNBC News	7	5	6
Fox News	19	21	19
CSpan	1	-	1
Daily newspaper	36	36	32
News magazines such as Time, US News, and Newsweek	5	6	4
Opinion magazines like The Weekly Standard	1	1	-
Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	15	15	12
News Pages of Internet Service Providers such as Yahoo News and MSN News	11	10	10
Opinion websites like Drudge Report or slate.com	1	1	1
National Public Radio	6	8	5
Religious radio shows	1	-	-
Talk radio like Rush Limbaugh	4	3	4
General radio news station	2	2	3
Public television shows like McNeil Lehrer	-	-	-
Comedy shows like the Daily Show with Jon Stewart	-	-	1
Late night TV shows like Jay Leno	-	-	-
Morning TV shows like Today, Good Morning America	1	-	-
Political talk shows on cable, such as MSNBC's Hardball	1	-	-
Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-	-	-
Other	14	12	13

Don't Know/Refused (DO NOT READ)	5	4	5
---	---	---	---

31. In what year were you born?

1. 18-34	20
2. 35-44	18
3. 45-54	23
4. 55-64	21
5. 65+	18

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

1. Republican	33
2. Democrat	38
3. Independent	27
4. Other	1
5. Don't Know/Refused (DO NOT READ)	1

33. 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	45
3. Conservative	33
4. Don't Know/Refused (DO NOT READ)	2

34. Are their children in your household under the age of 18 years old?

1. Yes	41
2. No	59
3. Don't Know/Refused (DO NOT READ)	-

35. What is your current marital status?

1. Single, never married	16
2. Married	66
3. Separated	2
4. Divorced	8
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	7
2. 15K-30K	11
3. 30K-50K	16
4. 50K-75K	18
5. 75K-100K	12
6. Over 100K	18
7. Don't Know/Refused (DO NOT READ)	18

37. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	16
3. Catholic	21
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	8
7. Other	25
8. Don't Know/Refused (DO NOT READ)	12

38. What is your race?

1. Hispanic	5
2. African-American	9
3. Asiatic	2
4. White	81
5. Other	1
6. Don't Know/Refused (DO NOT READ)	3

Gender (by observation)

1. Male	48
2. Female	52

Area

1. Urban	24
2. Suburban	56
3. Rural	19

Region

1. Northeast	19
2. South	29
3. Midwest	21
4. Plains/Mountains	17
5. West Coast	14