

**NEW MODELS NATIONAL BRAND SURVEY**  
**June 2-3, 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?

- |                                     |           |
|-------------------------------------|-----------|
| 1. Right Direction                  | <b>48</b> |
| 2. Don't Know/Refused (DO NOT READ) | <b>8</b>  |
| 3. Wrong Track                      | <b>43</b> |

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

- |                                     |           |
|-------------------------------------|-----------|
| 1. Approve                          | <b>58</b> |
| 2. Don't Know/Refused (DO NOT READ) | <b>6</b>  |
| 3. Disapprove                       | <b>36</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)

	<b>TOTAL FAVORABLE</b>	<b>TOTAL UNFAVORABLE</b>	<b>NAME ID</b>	<b>NO OPINION</b>
3. Republicans in Congress	<b>38</b>	<b>55</b>	<b>100</b>	<b>7</b>
4. Democrats in Congress	<b>49</b>	<b>46</b>	<b>100</b>	<b>5</b>
5. Nancy Pelosi	<b>34</b>	<b>53</b>	<b>96</b>	<b>10</b>
6. Sonia Sotomayor	<b>42</b>	<b>21</b>	<b>86</b>	<b>22</b>

(ROTATE 7-8)

7. What is the first thing that comes to mind when you hear the term “Republicans in Congress”?

1. For the Rich/big business/special interests	<b>3</b>
2. Religion/values	<b>2</b>
3. Corrupt	<b>1</b>
4. Outnumbered	<b>6</b>
5. Best Alternative	<b>-</b>
6. Time for a change	<b>2</b>
7. Incompetent	<b>7</b>
8. Economy	<b>1</b>
9. Partisan/political	<b>2</b>
10. Cheating	<b>-</b>
11. General positive	<b>11</b>
12. Overspending	<b>1</b>
13. Don't care about middle class/people/poor	<b>2</b>
14. Conservative/less liberal	<b>9</b>
15. Status quo	<b>3</b>
16. Tax cuts/conservative fiscal policy	<b>1</b>
17. Military	<b>-</b>
18. Deficit/Debt	<b>-</b>
19. Individual empowerment	<b>1</b>
20. Don't know	<b>7</b>
21. Other	<b>8</b>
22. None	<b>5</b>
23. General Negative	<b>18</b>
24. Obstructionist/opposition	<b>6</b>
25. George Bush/Bush Administration	<b>2</b>
26. Money Driven/Greedy	<b>2</b>
27. Not doing the right thing/wrong direction	<b>3</b>
28. Not conservative enough/too liberal	<b>1</b>
29. Disorganized	<b>1</b>
30. McCain	<b>-</b>
31. Republicans are the same as Democrats	<b>1</b>

8. What is the first thing that comes to mind when you hear the term “Democrats in Congress”?

1. Best Alternative	<b>-</b>
2. General Positive	<b>14</b>
3. Don't know	<b>4</b>
4. Other	<b>3</b>
5. None/nothing/can't remember	<b>7</b>
6. Socialism/socialists	<b>4</b>
7. Obama/Pelosi/Democrats	<b>3</b>
8. Majority	<b>4</b>
9. Control/limit	<b>2</b>
10. General negative/unfavorable	<b>3</b>
11. Money	<b>1</b>
12. Taxes	<b>3</b>
13. Partisan/political	<b>2</b>
14. Hope/things will change/will do the right thing	<b>9</b>

15. Fighting for the people	<b>4</b>
16. Power hungry/greedy	<b>1</b>
17. Defeatism	<b>-</b>
18. Liberal	<b>7</b>
19. Spending/big government	<b>9</b>
20. Incompetent/can't govern/do nothing	<b>8</b>
21. War/ ending the war/cut and run	<b>1</b>
22. Corrupt	<b>1</b>
23. Trying to govern/make things better	<b>5</b>
24. Economy	<b>1</b>
25. For workers/jobs	<b>1</b>
26. Immigration	<b>-</b>
27. Indecisive (flip-flopper)	<b>1</b>
28. Poor values	<b>9</b>

9. 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>8</b>
2. Social Security	<b>5</b>
3. Retirement and Investments	<b>2</b>
4. Terrorism	<b>2</b>
5. Health Care/Prescription Drugs	<b>8</b>
6. The Economy	<b>37</b>
7. Jobs	<b>5</b>
8. Taxes	<b>4</b>
9. Crime and Safety	<b>1</b>
10. Environment	<b>2</b>
11. National Defense/Foreign Affairs/Iraq	<b>9</b>
12. National Deficit/Spending	<b>7</b>
13. Energy	<b>1</b>
14. Gas prices	<b>1</b>
15. Immigration	<b>3</b>
16. Other (SPECIFY)	<b>1</b>
17. Don't Know/Refused (DO NOT READ)	<b>3</b>

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

	<b>Rep</b>	<b>Dem</b>
10. Health Care/Prescription Drugs	<b>30</b>	<b>58</b>
11. The economy	<b>40</b>	<b>49</b>
12. Energy and Gas Prices	<b>35</b>	<b>53</b>
13. War on terror	<b>49</b>	<b>41</b>
14. Fiscal responsibility	<b>40</b>	<b>45</b>

15. Which party do you believe is more concerned about the middle class? (ROTATE)

1. Republican Party	<b>30</b>
2. Democrat Party	<b>58</b>
3. DK/Refused (DO NOT READ)	<b>12</b>

16. 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	<b>40</b>
2. Lean Republican	<b>3</b>
3. Undecided	<b>6</b>
4. Lean Democrat	<b>3</b>
5. Democrat	<b>45</b>
6. DK/Refused (DO NOT READ)	<b>3</b>

List of concerns

I am going to read a series of issues to you. On scale of 1-9 with 1 being that it is important, 5 being very important, and 9 being that it is extremely important, please tell me how important the issue is in deciding how you will vote for Congress next year. (ROTATE LIST)

	<b>Mean</b>
17. President Obama and Democrats in Congress having too much power and not enough accountability	<b>6.0</b>
18. The size of government spending and national debt	<b>7.3</b>
19. Having universal health care coverage for all Americans/cost of health care	<b>6.5</b>
20. Unemployment	<b>7.0</b>
21. Environment and climate change	<b>5.7</b>
22. Dependence on foreign oil	<b>6.6</b>
23. Terrorism	<b>7.2</b>
24. Ethics in Congress	<b>7.2</b>
25. Home values	<b>6.4</b>
26. Taxes	<b>7.0</b>
27. Reforming entitlements	<b>6.0</b>

I am going to read a series of statements. For each please tell me if you believe or do not believe that statement. (ROTATE 28-30)

28. We need checks and balances on President Obama and Democrats in Congress.

1. Believe	<b>81</b>
2. Do not believe	<b>17</b>
3. DK/Refused (DO NOT READ)	<b>2</b>

29. President Obama and Democrats in Congress have unbridled power and no accountability.

1. Believe	<b>42</b>
2. Do not believe	<b>57</b>
3. DK/Refused (DO NOT READ)	<b>1</b>

30. The government is penalizing responsible middle-class Americans and subsidizing irresponsible behavior.

1. Believe	<b>58</b>
2. Do not believe	<b>40</b>

- 3. DK/Refused (DO NOT READ) **2**
  
- 31. We need a Republican check and balance on President Obama and Democrats in Congress.
  - 1. Believe **64**
  - 2. Do not believe **33**
  - 3. DK/Refused (DO NOT READ) **2**
  
- 32. (AMONG THOSE WHO BELIEVE WE NEED CHECKS AND BALANCES – Q28) On what issue is it most important for there to be checks and balances on President Obama and Democrats in Congress? (ROTATE LIST)

A. What is your first choice?  
 B. What is your second choice?

	<b>FIRST CHOICE</b>	<b>SECOND CHOICE</b>
1. Spending and national debt	<b>45</b>	<b>13</b>
2. Taxes	<b>12</b>	<b>18</b>
3. Energy and climate change	<b>3</b>	<b>6</b>
4. Health care	<b>10</b>	<b>16</b>
5. Foreign affairs and national security	<b>14</b>	<b>20</b>
6. Education	<b>4</b>	<b>9</b>
7. Social Security/retirement	<b>9</b>	<b>13</b>
8. DK/Refused (DO NOT READ)	<b>3</b>	<b>1</b>

**RESUME WITH ALL**

- 33. Who do you agree with more? (ROTATE)
  - 1. The Republican who says we need checks and balances on President Obama and Democrats in Congress because the country is being run by one party with complete power and no accountability. **47**
  - 2. The Democrat who says President Obama needs a strong Democratic majority to stop Republicans from derailing the changes that the country needs. We can put an end to their obstruction and move forward with the needed reforms for America. **47**
  - 3. DK/Refused (DO NOT READ) **6**
  
- 34. Who do you agree with more? (ROTATE)
  - 1. The Republican who says the economy is losing jobs at a staggering rate and middle class Americans are suffering. We need to take action to help small businesses rebound and start creating jobs, instead of increasing the size of government. **55**
  - 2. The Democrat who says while the economy is still struggling and we have made progress, we are taking steps to save and create millions of jobs. **41**
  - 3. DK/Refused (DO NOT READ). **4**
  
- 35. Do you believe that the CIA did or did not mislead Speaker Nancy Pelosi about the use of waterboarding and torture?
  - 1. Did **27**
  - 2. Did not **49**
  - 3. DK/Refused (DO NOT READ) **24**

36. Who do you agree with more? (ROTATE)
1. Those who say the middle class has been left behind by President Obama because he has reduced the size of the middle tax cut he promised, will increase energy prices through his cap and trade policy, will tax health care benefits, and raise taxes on small businesses. **42**
  2. Those who say President Obama is working to help the middle class by trying to pass universal health care coverage for all Americans, give a tax cut to the middle class, make college tuition more affordable, and save and create millions of jobs. **54**
  3. DK/Refused (DO NOT READ). **4**

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

37. 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 **9**
  3. CBS News **4**
  4. Local TV news **20**
  5. CNN News **21**
  6. MSNBC/CNBC News **5**
  7. Fox News **21**
  8. CSpan **--**
  9. Daily newspaper **36**
  10. News magazines such as Time, US News, and Newsweek **6**
  11. Opinion magazines like Weekly Standard **1**
  12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites **15**
  13. News Pages of Internet Service Providers such as Yahoo News and MSN News **10**
  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 **2**
  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 **4**

38. 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
39. 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. DK/Refused (DO NOT READ)	1
40. 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. DK/Refused (DO NOT READ)	2
41. Are there children in your household under the age of 18 years old?	
1. Yes	38
2. No	62
3. DK/Refused (DO NOT READ)	1
42. What is your current marital status?	
1. Single, never married	17
2. Married	64
3. Separated	2
4. Divorced	10
5. Widowed	6
6. DK/Refused (DO NOT READ)	1
43. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	9
2. 15K-30K	10
3. 30K-50K	15
4. 50K-75K	18
5. 75K-100K	14
6. Over 100K	21
7. DK/Refused (DO NOT READ)	14
44. What is your religion?	
1. Evangelical/Fundamentalist Protestant	12

2. Mainline Protestant	14
3. Catholic	29
4. Jewish	3
5. Mormon	1
6. Atheist/ Agnostic	6
7. Other	26
8. DK/Refused (DO NOT READ)	9

## 45. What is your race?

1. Hispanic	7
2. African-American	8
3. Asiatic	1
4. White	81
5. Other (SPECIFY)	1
6. DK/Refused (DO NOT READ)	1

## Gender: (BY OBSERVATION)

1. Male	48
2. Female	52

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

1. Urban	29
2. Suburban	54
3. Rural	17

## Region: (Region taken from sample information)

1. Northeast	18
2. South	27
3. Midwest	21
4. Plains/Mountains	17
5. West Coast	16