



NEW MODELS NATIONAL BRAND SURVEY

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 74

2. Overall would you say that you approve or disapprove of the job George Bush is doing as President?
 1. Approve 33
 2. Don't Know/Refused (**DO NOT READ**) 4
 3. Disapprove 63

3. Do you approve or disapprove of the job Congress is doing?
 1. Approve 16
 2. Disapprove 76
 3. DK/Refused (**DO NOT READ**) 8

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	33	61
5. Democrats in Congress	39	55

6. Which of the following issues would you say is the most important to you in deciding how to vote for Congress? **(ROTATE)**
 1. The Economy 34
 2. National Defense/Foreign Affairs/Iraq 14
 3. Health Care/Prescription Drugs 8
 4. Gas prices 6
 5. Immigration 5
 6. Education 4
 7. Social Security 4
 8. National Deficit/Spending 4
 9. Energy 3
 10. Terrorism 3
 11. Jobs 3
 12. Environment 2

13. Taxes	2
14. Crime and Safety	1
15. Retirement and Investments	1
16. Other (SPECIFY)	2
17. Don't Know/Refused (DO NOT READ)	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. Education	34	55
8. Health Care/Prescription Drugs	32	57
9. The economy	39	50
10. Jobs	38	52
11. War in Iraq	42	49
12. Energy and Gas Prices	31	53
13. War on terror	49	42
14. Fiscal responsibility	37	48
15. Taxes	44	47

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	39
2. Lean Republican	2
3. Undecided	6
4. Lean Democrat	2
5. Democrat	48
6. DK/Refused (DO NOT READ)	3

TOTAL REPUBLICAN 41
TOTAL DEMOCRAT 50

17. Which party controls Congress? (**ROTATE**)

1. Democrat	70
2. Republican	22
3. DK/Refused (DO NOT READ)	8

18. *If you knew that Democrats controlled Congress and 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	2
3. Undecided	4
4. Lean Democrat	1
5. Democrat	50

6. DK/Refused (DO NOT READ)	3
TOTAL REPUBLICAN	42
TOTAL DEMOCRAT	51

19. Who is more responsible for how you feel about the direction of the country? (**ROTATE**)

1. President Bush	58
2. Democrats in Congress	34
3. DK/Refused (DO NOT READ)	8

ECONOMY

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

1. Right Direction	16
2. Wrong Track	80
3. DK/Refused (DO NOT READ)	3

Turning to the issue of energy...

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

1. As much as I'm concerned about the economy, we cannot afford to open up our natural resources to drilling for oil because of environmental risks.	32
2. The price of gas has gotten so high that we need to begin drilling for oil in an environmentally-sensitive way.	62
3. DK/Refused (DO NOT READ)	6

22. Do you think that offshore drilling for oil can or cannot be done in a way that does not harm the environment?

1. Can	73
2. Cannot	19
3. DK/Refused (DO NOT READ)	9

23. Do you think that Congress does or does not have the ability to lower gas prices?

1. Does	58
2. Does not	35
3. DK/Refused (DO NOT READ)	6

Turning to the issue of health care -

24. Do you believe or not believe the following statement: Universal health care coverage would require tax increases, new mandates, and government regulation.

1. Believe	70
2. Do not believe	24
3. DK/Refused (DO NOT READ)	6

VALUES

Turning to values...

25. When you think about values, do you tend to think more about **(ROTATE)**

- | | |
|---|----|
| 1. Moral - such as abortion, marriage and religion | 32 |
| 2. Individual - such as empowerment and work ethic | 27 |
| 3. Social - such as race issues and class equality | 17 |
| 4. National - such as patriotism and national pride | 15 |
| 5. DK/Refused (DO NOT READ) | 8 |

26. When you hear Republicans talking about values, do you tend to think they are talking about **(ROTATE)**

- | | |
|---|----|
| 1. Moral - such as abortion, marriage and religion | 38 |
| 2. National - such as patriotism and national pride | 25 |
| 3. Individual - such as empowerment and work ethic | 15 |
| 4. Social - such as race issues and class equality | 9 |
| 5. DK/Refused (DO NOT READ) | 14 |

27. When you hear Democrats talking about values, do you tend to think they are talking about **(ROTATE)**

- | | |
|---|----|
| 1. Moral - such as abortion, marriage and religion | 10 |
| 2. Social - such as race issues and class equality | 45 |
| 3. Individual - such as empowerment and work ethic | 17 |
| 4. National - such as patriotism and national pride | 16 |
| 5. DK/Refused (DO NOT READ) | 12 |

28. Which of the following categories of values would you like for Washington to focus on the most? **(ROTATE)**

- | | |
|---|----|
| 1. Moral - such as abortion, marriage and religion | 20 |
| 2. Social - such as race issues and class equality | 21 |
| 3. Individual - such as empowerment and work ethic | 26 |
| 4. National - such as patriotism and national pride | 27 |
| 5. DK/Refused (DO NOT READ) | 5 |

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

- | | |
|---|----|
| 1. We need to fix America's problems now | 58 |
| 2. We need to address America's needs now | 36 |
| 3. DK/Refused (DO NOT READ) | 6 |

I am going to read a series of proposals to you. On a scale of 1-9, please rate each of the proposals in terms of how important it is to you, with 1 being that it is not important at all to you, 5 being somewhat important, and 9 being that it is extremely important to you. **(ROTATE LIST)**

- | | |
|---|-------------|
| | MEAN |
| 30. No tax increases | 6.57 |
| 31. Help employers create jobs by lowering the tax burden | 6.58 |
| 32. Make sure children are ready for a 21 st century education | 7.97 |

33. Expand nuclear energy	6.11
34. Increase domestic oil production in an environmentally sensitive way	6.98
35. Balance the budget in 4 years	6.99
36. Eliminate waste, fraud and abuse in government spending	8.17
37. Allow Americans to take affordable health insurance with them from job-to-job.	7.52
38. Help small businesses provide insurance to employees	7.03
39. Ensure that everyone who wants health insurance can get it affordably	7.63
40. Provide access for our citizen soldiers in the reserves and the National Guard to high quality health care and benefits when they come home as active duty military.	8.22
41. Keep Americans safe from terrorists	8.05
42. Improve community safety through cracking down on child predators and gangs	7.79
43. Secure the borders	7.16
44. Give tax filers the option of a simplified flat tax	6.00
45. Who do you agree with more? (ROTATE)	
1. The candidate who says we need to work for a better future. Washington is broken and we need to fix America's problems now for a safer, healthier and more prosperous future.	52
2. The candidate who says we need to solve the problems we've been talking about for decades as one nation. We can do better and bring about real change.	40
3. DK/Refused (DO NOT READ)	8
46. Who do you agree with more? (ROTATE)	
1. The Republican who says we need to work for a better future. Washington is broken and we need to fix America's problems now for a safer, healthier and more prosperous future.	44
2. The Democrat who says we need to solve the problems we've been talking about for decades as one nation. We can do better and bring about real change.	50
3. DK/Refused (DO NOT READ)	7
47. Who do you agree with more? (ROTATE)	
1. The Democrat who says we need to give Americans universal health care coverage, stop shipping jobs overseas, end the Bush tax cuts for the wealthy and give tax relief to the middle class.	48
2. The Republican who says we need to help Americans with the cost of living by making health insurance more affordable, stopping tax increases, balancing the budget in 4 years, and lowering energy prices by decreasing dependence on foreign oil and developing alternative energy sources.	49
3. DK/Refused (DO NOT READ)	4
48. Who do you agree with more? (ROTATE)	
1. The Democrat who says we need to give Americans universal health care coverage, stop shipping jobs overseas, end the Bush tax cuts for the wealthy	50

and give tax relief to the middle class.

- | | |
|--|-----------|
| 2. The Republican who says we need to make private health care more affordable for anyone who wants it, lower energy prices by increasing domestic production in an environmentally sensitive manner, and create jobs by lowering tax burdens on employers and small businesses. | 46 |
|--|-----------|

- | | |
|--------------------------------------|----------|
| 3. DK/Refused (DO NOT READ) | 4 |
|--------------------------------------|----------|

49. Do you believe or not believe the following statement: Our laws do not provide most women with the flexibility they need in the 21st Century to meet their work and family obligations.

- | | |
|--------------------------------------|-----------|
| 1. Believe | 51 |
| 2. Do not believe | 43 |
| 3. DK/Refused (DO NOT READ) | 5 |

Ideology

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

	MEAN
50. Your own political ideology	5.85
51. Ideology of Republicans in Congress	6.06
52. Ideology of Democrats in Congress	4.39
53. Ideology of Barack Obama	4.10
54. Ideology of John McCain	5.94

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

55. 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	26
3. CNN News	18
4. Fox News	16
5. Websites of news organizations such as cnn.com, msnbc.com,	11
6. nytimes.com, and TV station websites	
7. National Public Radio	9
8. ABC News	6
9. NBC News	6
10. News Pages of Internet Service Providers such as Yahoo	6
11. News and MSN News	
12. MSNBC/CNBC News	5
13. News magazines such as Time, US News, and Newsweek	5
14. CBS News	4
15. Talk radio like Rush Limbaugh	3
16. General radio news station	3
17. Opinion websites like Drudge Report or slate.com	1

18. Public television news shows like McNeil Lehrer	1
19. CSpan	-
20. Opinion magazines like Weekly Standard	-
21. Religious radio shows	-
22. Comedy Shows like the Daily Show with Jon Stewart	-
23. Late Night TV Shows like Jay Leno	-
24. Morning TV shows like Today, Good Morning America	-
25. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	-
26. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
27. Other	16
28. DK/Refused	5
56. In what year were you born?	
1. 18-34	8
2. 35-44	16
3. 45-54	20
4. 55-64	23
5. 65+	32

57. 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
58. 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
59. 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
60. What is your current marital status?	

1. Single, never married	12
2. Married	66
3. Separated	1
4. Divorced	10
5. Widowed	9
6. DK/Refused (DO NOT READ)	2
61. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	6
2. 15K-30K	11
3. 30K-50K	16
4. 50K-75K	18
5. 75K-100K	14
6. Over 100K	19
7. DK/Refused (DO NOT READ)	15
62. What is your religion?	
1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	18
3. Catholic	22
4. Jewish	3
5. Mormon	2
6. Atheist/ Agnostic	5
7. Other	30
8. DK/Refused (DO NOT READ)	7
63. What is your race?	
1. Hispanic	5
2. African-American	7
3. Asiatic	2
4. White	83
5. Other (SPECIFY)	1
6. DK/Refused (DO NOT READ)	2
64. If the elections were held today for President and the candidates are John McCain as the Republican nominee and Barack Obama as the Democrat nominee, would you be more likely to vote for (ROTATE) John McCain - the Republican candidate, or Barack Obama – the Democrat candidate? (IF UNDECIDED ASK) would you be leaning toward John McCain – the Republican candidate, or Barack Obama – the Democrat candidate?	
1. McCain	48
2. Lean McCain	2
3. Undecided	5
4. Lean Obama	1
5. Obama	42
6. DK/Refused (DO NOT READ)	5

Gender: (**BY OBSERVATION**)

- | | |
|-----------|----|
| 1. Male | 48 |
| 2. Female | 52 |

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

- | | |
|-------------|----|
| 1. Urban | 27 |
| 2. Suburban | 55 |
| 3. Rural | 18 |

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

- | | |
|---------------------|----|
| 1. Northeast | 18 |
| 2. South | 28 |
| 3. Midwest | 21 |
| 4. Plains/Mountains | 18 |
| 5. West Coast | 15 |