



**NEW MODELS NATIONAL BRAND SURVEY  
August 30-31, 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	<b>27</b>
2. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>9</b>
3. Wrong Track	<b>65</b>
  
2. Overall would you say that you approve or disapprove of the job George Bush is doing as President?
 

1. Approve	<b>35</b>
2. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>4</b>
3. Disapprove	<b>61</b>
  
3. Do you approve or disapprove of the job Congress is doing?
 

1. Approve	<b>17</b>
2. Disapprove	<b>76</b>
3. DK/Refused ( <b>DO NOT READ</b> )	<b>7</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>
4. Republicans in Congress	<b>34</b>	<b>62</b>
5. Democrats in Congress	<b>42</b>	<b>53</b>

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	<b>35</b>
2. National Defense/Foreign Affairs/Iraq	<b>13</b>
3. Health Care/Prescription Drugs	<b>7</b>
4. Education	<b>6</b>
5. Jobs	<b>5</b>
6. Immigration	<b>5</b>
7. Taxes	<b>4</b>
8. National Deficit/Spending	<b>4</b>
9. Energy	<b>4</b>
10. Social Security	<b>3</b>

11. Gas prices	3
12. Terrorism	2
13. Environment	2
14. Retirement and Investments	1
15. Crime and Safety	-
16. Other ( <b>SPECIFY</b> )	3
17. Don't Know/Refused ( <b>DO NOT READ</b> )	3

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>REPUBLICAN</b>	<b>DEMOCRAT</b>
7. Education	34	57
8. Health Care/Prescription Drugs	33	57
9. The economy	41	52
10. Jobs	38	54
11. War in Iraq	43	50
12. Energy and Gas Prices	38	52
13. War on terror	46	44
14. Fiscal responsibility	40	49
15. Taxes	44	49

**(ROTATE 16-18 and 19-21)**

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

1. Yes ( <b>GO TO Q17</b> )	34
2. No ( <b>GO TO Q19</b> )	64
3. DK/Refused ( <b>DO NOT READ</b> ) ( <b>GO TO Q19</b> )	2

17. What was it?

1. High gas prices/energy problems/oil issues	24
2. Environment/Energy exploration/Drilling in ANWAR	16
3. Iraq War/Funding for troops/timetables	12
4. The Economy/Trade	6
5. Republican negative	5
6. Oppose the Democrats/political infighting	4
7. John McCain: Mention	4
8. Up-coming election/presidential election	4
9. Taxes	3
10. National defense/foreign affairs/national security	3
11. National deficit/budget/finance	2
12. Health Care/Prescription Drugs	2
13. Jobs/Minimum Wage	1
14. Social Security/Private Investment Accounts	1
15. Political scandals	1
16. Gay marriage/marriage amendment	-
17. None/nothing	-
18. Others	8
19. Don't know/refused	13

18. Did it make you more favorable or less favorable to Congressional Republicans?

1. More Favorable	50
2. Less Favorable	43
3. No Difference ( <b>DO NOT READ</b> )	7
19. In the last couple of weeks have you seen, read or heard anything that Congressional Democrats were doing?	
1. Yes ( <b>GO TO Q20</b> )	39
2. No ( <b>GO TO Q22</b> )	59
3. DK/Refused ( <b>DO NOT READ</b> )( <b>GO TO Q22</b> )	1
20. What was it?	
1. Environment/Energy exploration/drilling in ANWAR	20
2. High gas prices/energy problems/oil issues/energy bill issues	16
3. Iraq war/funding for troops/time tables	10
4. Healthcare/Prescription drugs	8
5. Economy/trade	9
6. Jobs/minimum wage	3
7. Upcoming election/presidential election/elected Obama	8
9. Democratic convention	7
10. Taxes	5
11. Nancy Pelosi	4
12. Wanted to go on vacation	4
13. Education/No Child Left Behind	3
14. Politics as usual/political infighting/opposing Bush	2
15. New plans after taking over the majority	2
16. Democrats negative	2
17. Housing bill	2
18. Gay marriage/ marriage amendment	1
19. Immigration/ border control	1
20. Nancy Pelosi	1
21. Nothing	1
22. Other	8
23. DK/Refused	15
21. Did it make you more favorable or less favorable to Congressional Democrats?	
1. More Favorable	52
2. Less Favorable	40
3. No Difference ( <b>DO NOT READ</b> )	8
22. If the elections were held today for US Congress in your state, would you be more likely to vote for ( <b>ROTATE</b> ) the Republican candidate or the Democrat candidate? ( <b>IF UNDECIDED ASK:)</b> would you be leaning toward ( <b>ROTATE</b> ) the Republican candidate or the Democratic candidate?	
1. Republican	40
2. Lean Republican	2
3. Undecided	2
4. Lean Democrat	2
5. Democrat	51

6. DK/Refused ( <b>DO NOT READ</b> )	2
TOTAL REPUBLICAN	42
TOTAL DEMOCRAT	53
<b>BELIEF STATEMENTS</b>	
I am going to read a series of statements. For each please tell me if you believe or do not believe the statement.	
23. We should allow expansion of drilling in new areas and use the tax revenues from oil companies to fund alternative energy.	
1. Believe	66
2. Do not believe	28
3. DK/Refused ( <b>DO NOT READ</b> )	6
24. By not allowing expansion of drilling and the revenues it would generate, we are limiting our ability to increase funding for alternative energy.	
1. Believe	55
2. Do not believe	41
3. DK/Refused ( <b>DO NOT READ</b> )	4
25. Congress should pass the most aggressive bill it can to address our energy situation.	
1. Believe	79
2. Do not believe	17
3. DK/Refused ( <b>DO NOT READ</b> )	4
26. A serious energy package, including drilling, alternative energy, nuclear energy, and conservation would create 5 million jobs.	
1. Believe	64
2. Do not believe	27
3. DK/Refused ( <b>DO NOT READ</b> )	10
27. Do you believe or not believe the following statement: If all areas were opened to drilling and revenues, taxes and royalties from those areas were devoted to alternative energy, we could raise \$300 billion over the next ten years to fund alternative energy research.	
1. Believe	53
2. Do not believe	35
3. DK/Refused ( <b>DO NOT READ</b> )	13
28. Do you believe or not believe the following statement: If we opened up only half the restricted areas to drilling, this would mean we would only raise half the amount of revenue that we could possibly get for alternative energy, than if we opened up all restricted areas to drilling.	
1. Believe	41

- |                             |    |
|-----------------------------|----|
| 2. Do not believe           | 47 |
| 3. DK/Refused (DO NOT READ) | 12 |

29. Do you believe or not believe the following statement: a John McCain presidency would basically be a third Bush term.

- |                                      |    |
|--------------------------------------|----|
| 1. Believe                           | 50 |
| 2. Do not believe                    | 48 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 2  |

30. Do you believe or not believe the following statement: Barack Obama is too inexperienced to be President.

- |                                      |    |
|--------------------------------------|----|
| 1. Believe                           | 44 |
| 2. Do not believe                    | 53 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 3  |

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   | 37 |
| 2. Local TV news   | 23 |
| 3. CNN News  | 20 |
| 4. Fox News  | 17 |
| 5. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites | 15 |
| 6. News Pages of Internet Service Providers such as  |    |
| 7. Yahoo News and MSN News   | 9  |
| 8. NBC News  | 8  |
| 9. ABC News  | 5  |
| 10. CBS News   | 4  |
| 11. News magazines such as Time, US News, and Newsweek   | 4  |
| 12. MSNBC/CNBC News  | 3  |
| 13. Talk radio like Rush Limbaugh  | 3  |
| 14. General radio news station   | 2  |
| 15. Opinion websites like Drudge Report or slate.com   | 1  |
| 16. National Public Radio  |    |
| 17. Public television news shows like McNeil Lehrer  | 1  |
| 18. CSpan  | 1  |
| 19. Morning TV shows like Today, Good Morning America  | 1  |
| 20. Sunday News Shows such as NBC's Meet the Press and   |    |
| 21. ABC's This Week  | 1  |
| 22. Comedy Shows like the Daily Show with Jon Stewart  | -  |

23. Opinion magazines like Weekly Standard	-
24. Religious radio shows	-
25. Late Night TV Shows like Jay Leno	-
26. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	-
27. Other	16
28. DK/Refused	7
32. In what year were you born?	
1. 18-34	18
2. 35-44	21
3. 45-44	19
4. 55-64	22
5. 65+	20
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33. Generally speaking, do you consider yourself ( <b>ROTATE</b> ) a Republican, a Democrat, an Independent, or something else?	
1. Republican	35
2. Democrat	38
3. Independent	25
4. Other	1
5. DK/Refused ( <b>DO NOT READ</b> )	1
34. If you had to classify yourself, would you say you are ( <b>ROTATE</b> ) liberal, moderate, or conservative in your political beliefs?	
1. Liberal	20
2. Moderate	46
3. Conservative	32
4. DK/Refused ( <b>DO NOT READ</b> )	2
35. Are there children in your household under the age of 18 years old?	
1. Yes	38
2. No	62
3. DK/Refused ( <b>DO NOT READ</b> )	1
36. What is your current marital status?	
1. Single, never married	17
2. Married	64
3. Separated	1
4. Divorced	10
5. Widowed	7
6. DK/Refused ( <b>DO NOT READ</b> )	1
37. What is the annual income of your household before taxes? Is it...	

1. Less than 15K	6
2. 15K-30K	11
3. 30K-50K	17
4. 50K-75K	19
5. 75K-100K	12
6. Over 100K	20
7. DK/Refused ( <b>DO NOT READ</b> )	15

## 38. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	18
3. Catholic	26
4. Jewish	1
5. Mormon	2
6. Atheist/ Agnostic	7
7. Other	26
8. DK/Refused ( <b>DO NOT READ</b> )	7

## 39. What is your race?

1. Hispanic	6
2. African-American	10
3. Asiatic	2
4. White	80
5. Other ( <b>SPECIFY</b> )	1
6. DK/Refused ( <b>DO NOT READ</b> )	1

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	54
3. Rural	20

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

1. Northeast	19
2. South	28
3. Midwest	21
4. Plains/Mountains	16
5. West Coast	16