



## 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                           | 32 |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | 14 |
| 3. Wrong Track                               | 54 |

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

- |  |    |
|--|----|
| 1. Approve                                   | 61 |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | 25 |
| 3. Disapprove                                | 13 |

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	38	52	100	9
4. Democrats in Congress	47	45	100	8

5. 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                           | 39 |
| 2. National Defense/Foreign Affairs/Iraq | 8  |
| 3. Health Care/Prescription Drugs        | 7  |
| 4. Jobs                                  | 7  |
| 5. National Deficit/Spending             | 6  |
| 6. Education                             | 5  |
| 7. Social Security                       | 4  |
| 8. Terrorism                             | 3  |
| 9. Taxes                                 | 3  |
| 10. Immigration                          | 3  |
| 11. Retirement and Investments           | 2  |
| 12. Environment                          | 2  |
| 13. Energy                               | 2  |
| 14. Crime and Safety                     | 1  |
| 15. Gas prices                           | -  |
| 16. Other ( <b>SPECIFY</b> )             | 5  |

17. Don't Know/Refused (**DO NOT READ**) 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?

	REP	DEM
6. Education	<b>28</b>	<b>61</b>
7. Health Care/Prescription Drugs	<b>28</b>	<b>60</b>
8. The economy	<b>31</b>	<b>56</b>
9. Jobs	<b>30</b>	<b>59</b>
10. War in Iraq	<b>41</b>	<b>48</b>
11. Energy and Gas Prices	<b>29</b>	<b>58</b>
12. War on terror	<b>45</b>	<b>43</b>
13. Fiscal responsibility	<b>33</b>	<b>50</b>
14. Taxes	<b>38</b>	<b>51</b>

15. 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>36</b>
2. Lean Republican	<b>3</b>
3. Undecided	<b>6</b>
4. Lean Democrat	<b>4</b>
5. Democrat	<b>47</b>
6. DK/Refused ( <b>DO NOT READ</b> )	<b>4</b>

TOTAL REPUBLICAN	<b>39</b>
TOTAL DEMOCRAT	<b>51</b>

16. What do you think the Republican Party stands for?

1. They are for the rich/favor the rich/helping only the wealthy	<b>16</b>
2. Conservative values/morals	<b>14</b>
3. They are for big business/corporation/enterprise	<b>13</b>
4. Negative comment	<b>8</b>
5. Lower taxes/tax breaks	<b>7</b>
6. Less government	<b>7</b>
7. Greed	<b>5</b>
8. Strong military/defense	<b>5</b>
9. Positive comment	<b>4</b>
10. Country	<b>4</b>
11. War	<b>3</b>
12. Corruption	<b>2</b>
13. Freedom	<b>2</b>
14. Money	<b>2</b>
15. Fiscal responsibility	<b>2</b>
16. More for the people (middle class and poor)	<b>2</b>
17. Weak economy	<b>2</b>
18. Change	<b>1</b>
19. Higher taxes	<b>1</b>
20. Health care	<b>1</b>
21. Strong economy	<b>1</b>

22. Education	1
23. Jobs	1
24. Guns	1
25. International concerns/foreign affairs	1
26. Nothing/doesn't stand for anything	1
27. Over-spending	1
28. Equality/fairness	1
29. Other	6
30. Refused/Don't know/no idea	11
17. What do you think the Democrat Party stands for?	
1. Concern for people/look after the lower and middle classes	29
2. Bigger government/more government control	9
3. High taxes/raising taxes/tax issue	7
4. Fairness and equality	7
5. For change/reform	6
6. Socialism/socialized system	6
7. More liberal/liberalism	6
8. In touch with social programs/issues	5
9. General positive comment	5
10. Job opportunities/create more jobs	4
11. Get the economy better	4
12. Better health care/health issues	4
13. For spending money/overspending/too much spending	3
14. Against war in Iraq/getting the troops out of war	2
15. Increase in welfare	2
16. Freedom	2
17. Self-interest/only think of themselves	2
18. Pro-choice/abortion	2
19. Improvement in education	1
20. General negative comment	1
21. Other	9
22. Don't know/Refused	10
18. When it comes to health care, which of the following is most important to you? (ROTATE)	
1. Access and affordability	42
2. Choice	10
3. Quality of care	26
4. Personal ownership	5
5. Security that you won't lose your health care if you change jobs	13
6. DK/Refused (DO NOT READ)	3
19. Which statement do you agree with more? (ROTATE)	
1. The free market works, but because of the economic crisis the nation is facing, we may need occasional intervention from government to help stabilize the economy.	58
2. The recent financial crisis proves that the free market is unreliable and we need a greater role from government to help stabilize the economy.	33
3. DK/Refused (DO NOT READ)	9

20. Do you favor or oppose the recent bailout of financial institutions?
- |                                      |    |
|--------------------------------------|----|
| 1. Favor                             | 33 |
| 2. Oppose                            | 61 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 6  |
21. Do you favor or oppose the bailout of the auto industry?
- |                                      |    |
|--------------------------------------|----|
| 1. Favor                             | 39 |
| 2. Oppose                            | 58 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 4  |
22. Do you believe or not believe the following statement: increased government spending will generate economic growth.
- |                                      |    |
|--------------------------------------|----|
| 1. Believe                           | 42 |
| 2. Do not believe                    | 52 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 6  |
23. Do you believe or not believe the following statement: increased government spending on infrastructure, like roads and bridges, will generate economic growth.
- |                                      |    |
|--------------------------------------|----|
| 1. Believe                           | 68 |
| 2. Do not believe                    | 30 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 2  |
24. What should be the primary goal of economic policy? (ROTATE)
- |                                      |    |
|--------------------------------------|----|
| 1. Economic growth                   | 32 |
| 2. Creating jobs                     | 63 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 5  |
25. Do you believe or not believe the following statement: Economic growth will create more jobs.
- |                                      |    |
|--------------------------------------|----|
| 1. Believe                           | 85 |
| 2. Do not believe                    | 11 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 4  |
26. Do you believe or not believe the following statement: Tax cuts will create economic growth.
- |                                      |    |
|--------------------------------------|----|
| 1. Believe                           | 54 |
| 2. Do not believe                    | 41 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 6  |
27. Do you believe or not believe the following statement: Cutting spending will create economic growth.
- |                                      |    |
|--------------------------------------|----|
| 1. Believe                           | 45 |
| 2. Do not believe                    | 47 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | 8  |
28. In thinking about the federal government's efforts to improve the economy which comes closest to what you believe: (**ROTATE**)

- |   |           |
|---|-----------|
| 1. The bailout approach is not working.   | <b>41</b> |
| 2. It will take additional time for the bailout to begin to have a positive effect. | <b>54</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> )  | <b>4</b>  |
29. Do you believe or not believe the following statement: The environment and threat of global warming are important enough that the American people should be willing to pay more for gasoline and energy to keep the environment safe by not drilling for oil or expanding nuclear power.
- |                             |           |
|-----------------------------|-----------|
| 1. Believe                  | <b>33</b> |
| 2. Not believe              | <b>62</b> |
| 3. DK/Refused (DO NOT READ) | <b>5</b>  |
30. In thinking about the best way to handle states with financial problems and budget shortfalls, do you think that (ROTATE)
- |  |           |
|--|-----------|
| 1. The federal government stimulus package should include increased funding for states | <b>35</b> |
| 2. States should reduce spending   | <b>59</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> )   | <b>6</b>  |
31. Do you think that the new 700 billion dollar stimulus package being proposed by President-elect Obama will improve the economy?
- |                                      |           |
|--------------------------------------|-----------|
| 1. Yes                               | <b>60</b> |
| 2. No                                | <b>32</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | <b>8</b>  |
32. President-elect Barack Obama says that his economic plan will create 3 million jobs. Do you believe or not believe that he will be able to meet this goal?
- |                                      |           |
|--------------------------------------|-----------|
| 1. Believe                           | <b>48</b> |
| 2. Do not believe                    | <b>44</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | <b>8</b>  |

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

33. 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  | <b>38</b> |
| 2. Local TV news  | <b>23</b> |
| 3. CNN News   | <b>23</b> |
| 4. Fox News   | <b>19</b> |
| 5. Websites of news organizations such as cnn.com, msnbc.com, |           |
| 6. nytimes.com, and TV station websites                       | <b>14</b> |
| 7. ABC News   | <b>8</b>  |
| 8. NBC News   | <b>7</b>  |
| 9. News Pages of Internet Service Providers such as           |           |

Yahoo News and MSN News	7
10. National Public Radio	7
11. MSNBC/CNBC News	6
12. News magazines such as Time, US News,	
13. and Newsweek	6
14. CBS News	4
15. Talk radio like Rush Limbaugh	3
16. General radio news station	2
17. Public television news shows like McNeil Lehrer	1
18. Opinion magazines like Weekly Standard	1
19. CSpan	-
20. Opinion websites like Drudge Report or slate.com	-
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	
26. MSNBC's Hardball	-
27. Sunday News Shows such as NBC's Meet the Press and	
28. ABC's This Week	-
29. Other	14
30. DK/Refused	2
34. In what year were you born?	
1. 18-34	20
2. 35-44	18
3. 45-54	23
4. 45-64	21
5. 65+	18
-----	
35. Generally speaking, do you consider yourself ( <b>ROTATE</b> ) a Republican, a Democrat, an Independent, or something else?	
1. Republican	33
2. Democrat	38
3. Independent	27
4. Other	1
5. DK/Refused ( <b>DO NOT READ</b> )	1
36. 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	45
3. Conservative	33
4. DK/Refused ( <b>DO NOT READ</b> )	2

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

- |                                      |    |
|--------------------------------------|----|
| 1. Yes                               | 37 |
| 2. No                                | 63 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | -  |

38. What is your current marital status?

- |                                      |    |
|--------------------------------------|----|
| 1. Single, never married             | 18 |
| 2. Married                           | 65 |
| 3. Separated                         | 1  |
| 4. Divorced                          | 8  |
| 5. Widowed                           | 6  |
| 6. DK/Refused ( <b>DO NOT READ</b> ) | 1  |

39. 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                          | 13 |
| 6. Over 100K                         | 21 |
| 7. DK/Refused ( <b>DO NOT READ</b> ) | 15 |

40. What is your religion?

- |  |    |
|--|----|
| 1. Evangelical/Fundamentalist Protestant | 12 |
| 2. Mainline Protestant                   | 12 |
| 3. Catholic                              | 23 |
| 4. Jewish                                | 3  |
| 5. Mormon                                | 1  |
| 6. Atheist/ Agnostic                     | 5  |
| 7. Other                                 | 37 |
| 8. DK/Refused ( <b>DO NOT READ</b> )     | 8  |

41. What is your race?

- |                                      |    |
|--------------------------------------|----|
| 1. Hispanic                          | 6  |
| 2. African-American                  | 8  |
| 3. Asiatic                           | 1  |
| 4. White                             | 78 |
| 5. Other ( <b>SPECIFY</b> )          | 1  |
| 6. DK/Refused ( <b>DO NOT READ</b> ) | 4  |

Gender: (**BY OBSERVATION**)

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

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

- |          |    |
|----------|----|
| 1. Urban | 26 |
|----------|----|

- |             |    |
|-------------|----|
| 2. Suburban | 55 |
| 3. Rural    | 19 |

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

- |                     |    |
|---------------------|----|
| 1. Northeast        | 19 |
| 2. South            | 27 |
| 3. Midwest          | 21 |
| 4. Plains/Mountains | 17 |
| 5. West Coast       | 16 |