



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 | 24 |
| 2. Don't Know/Refused (DO NOT READ) | 9 |
| 3. Wrong Track | 68 |

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

- | | |
|--|----|
| 1. Approve | 32 |
| 2. Don't Know/Refused (DO NOT READ) | 5 |
| 3. Disapprove | 64 |

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	No Opinion
3. Republicans in Congress	37	56	7
4. Democrats in Congress	46	47	7

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 | 30 |
| 2. National Defense/Foreign Affairs/Iraq | 15 |
| 3. Health Care/Prescription Drugs | 9 |
| 4. Immigration | 8 |
| 5. Education | 4 |
| 6. Social Security | 4 |
| 7. National Deficit/Spending | 4 |
| 8. Terrorism | 4 |
| 9. Jobs | 3 |
| 10. Taxes | 3 |
| 11. Environment | 2 |
| 12. Energy | 2 |
| 13. Gas prices | 2 |
| 14. Retirement and Investments | 1 |
| 15. Crime and Safety | 1 |
| 16. Other (SPECIFY) | 3 |
| 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?

	<u>REP</u>	<u>DEM</u>	<u>DK/REFUSED</u>
6. Education	30	58	12
7. Health Care/Prescription Drugs	29	60	11
8. The economy	37	54	9
9. Jobs	35	54	11
10. War in Iraq	43	49	9
11. Energy and Gas Prices	29	56	16
12. War on terror	47	43	10
13. Fiscal responsibility	37	50	13
14. Taxes	42	49	10

(ROTATE 15-17 and 18-20)

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

1. Yes (GO TO Q16)	34
2. No (GO TO Q18)	64
3. DK/Refused (DO NOT READ) (GO TO Q18)	2

16. What was it?

1. Tax / Tax rebate	18
2. War / Iraq	17
3. Economy (general, gas prices, cost of living)	10
4. Economic stimulus package / helping the economy	9
5. FISA Bill (Foreign Intelligence Surveillance Act) / Wiretapping issue	8
6. Election / Political Candidates	6
7. Immigration issues	6
8. Terrorism / national security issues	6
9. Health care	4
10. Opposing the Democrats / Walked out of Congress / Bickering each other	4
11. Government budget	3
12. Education	2
13. Housing / Mortgage rate	2
14. Just heard, seen or read (unspecified)	1
13. Jobs	1
14. Social security / Retirement	1
15. Not doing anything	1
16. Baseball Scandal	1
17. They're doing something (unspecified)	1
18. Political processes / Bills (unspecified)	1
19. None / Can't think of anything	5
20. I can't remember	7
21. Others	5
22. Don't know / Refused	6

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

1. More Favorable	43
-------------------	----

2. Less Favorable	40
3. No Difference (DO NOT READ)	17
18. In the last couple of weeks have you seen, read or heard anything that Congressional Democrats were doing?	
1. Yes (GO TO Q19)	38
2. No (GO TO Q21)	59
3. DK/Refused (DO NOT READ)(GO TO Q21)	3
19. What was it?	
1. Iraq War (They're trying to get troops out of Iraq, against funding the war)	19
2. Healthcare	15
3. Economic Stimulus Package / Economy issues	14
4. FISA Bill (Foreign Intelligence Surveillance Act) / wiretapping issue / Terrorism / National Security Issues	12
5. Political Candidates / Presidential election campaigns / Debates	10
6. Taxes / Tax Rebates / Refunds	9
7. Immigration	4
8. Fighting among themselves / Opposition to some issues	3
9. Funding for Education	3
10. Energy and Gas Prices	3
11. Government Budget	2
12. Jobs / Increase of minimum wage	2
13. Baseball Scandal	2
14. Political processes / Bills (unspecified)	2
15. They're doing the best they can	1
16. Financial mortgage issues	1
17. Terrorism / National Security Issues	-
18. Moral Issues (abortion, values, etc.)	-
19. I can't remember	12
20. Other	7
21. Don't Know / Refused	2
20. Did it make you more favorable or less favorable to Congressional Democrats?	
1. More Favorable	50
2. Less Favorable	40
3. No Difference (DO NOT READ)	10
21. 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	38
2. Lean Republican	2
3. Undecided	4
4. Lean Democrat	2
5. Democrat	52
6. DK/Refused (DO NOT READ)	3

TOTAL REPUBLICAN: 40
TOTAL DEMOCRAT: 53

22. Do you approve or disapprove of the job Congress is doing?

- 1. Approve **27**
- 2. Disapprove **64**
- 3. DK/Refused (**DO NOT READ**) **9**

ECONOMY

23. 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 **18**
- 2. Wrong Track **78**
- 3. DK/Refused (**DO NOT READ**) **5**

24. Do you believe or not believe the following statement: Allowing the Bush tax cuts to expire will hurt the economy.

- 1. Believe **44**
- 2. Do not believe **48**
- 3. DK/Refused (**DO NOT READ**) **9**

25. Which of the following would you like to see addressed first? (**ROTATE**)

	<u>1st CHOICE</u>	<u>2nd CHOICE</u>	<u>COMBINED</u>
1. Health care costs	30	28	58
2. Gas prices	18	26	44
3. College tuition costs	2	11	12
4. Wasteful government spending	41	20	61
5. Property taxes	7	14	21
6. DK/Refused (DO NOT READ)	2	2	3

26. Do you think that US businesses pay (**ROTATE**) higher, lower or about the same amount of taxes as foreign businesses do in their countries?

- 1. Higher **28**
- 2. Lower **34**
- 3. Same amount **13**
- 4. DK/Refused (**DO NOT READ**) **26**

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

- 1. Free trade gives US businesses access to foreign markets which create American jobs **41**
- 2. Free trade causes businesses to ship American jobs overseas. **50**
- 3. DK/Refused (**DO NOT READ**) **9**

28. In terms of the recent downward trend in the housing market, do you think that this is because (**ROTATE**)

- | | |
|---|----|
| 1. Predatory lenders took advantage of potential homebuyers | 41 |
| 2. People made bad decisions and took on more debt than they could afford | 49 |
| 3. DK/Refused (DO NOT READ) | 10 |

29. Do you believe or not believe the following statement: The Democrats have criticized the Republican economic policy but offer no alternatives of their own.

- | | |
|--------------------------------------|----|
| 1. Believe | 52 |
| 2. Do not believe | 44 |
| 3. DK/Refused (DO NOT READ) | 3 |

FISA

30. In thinking about the issue of the terrorist surveillance program and liability protection for companies who cooperate, who do you agree with more? (**ROTATE**)

- | | |
|---|----|
| 1. The Republican who says that, if a company cooperates with the US government in tracking down terrorists, it should be protected from lawsuits. Otherwise, no company could afford the risk of helping our own government stop terrorists. | 52 |
| 2. The Democrat who says the President wants to immunize telecommunications companies that may have helped him illegally listen in on phone calls of innocent Americans. | 37 |
| 3. DK/Refused (DO NOT READ) | 11 |

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. ABC News | 5 |
| 2. NBC News | 8 |
| 3. CBS News | 4 |
| 4. Local TV news | 28 |
| 5. CNN News | 18 |
| 6. MSNBC/CNBC News | 3 |
| 7. Fox News | 14 |
| 8. CSpan | - |
| 9. Daily newspaper | 47 |
| 10. News magazines such as Time, US News, and Newsweek | 5 |
| 11. Opinion magazines like Weekly Standard | 1 |
| 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites | 11 |
| 13. News Pages of Internet Service Providers such as Yahoo News and MSN News | 6 |
| 14. Opinion websites like Drudge Report or slate.com | - |
| 15. National Public Radio | 7 |

16. Religious radio shows	-
17. Talk radio like Rush Limbaugh	2
18. General radio news station	4
19. Public television news shows like McNeil Lehrer	1
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	16
25. Other	6
26. DK/Refused	
32. In what year were you born?	
1. 18-34	9
2. 35-44	13
3. 45-54	22
4. 55-64	23
5. 65+	30
33. 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
34. If you had to classify yourself, would you say you are (ROTATE) liberal, moderate, or conservative in your political beliefs?	
1. Liberal (GO TO 35)	20
2. Moderate (GO TO 36)	46
3. Conservative (GO TO 35)	32
4. DK/Refused (DO NOT READ – GO TO 36)	2
35. Is that very liberal/conservative or somewhat liberal/conservative?	
1. Very liberal	6
2. Very conservative	13
3. Somewhat liberal	13
4. Somewhat conservative	18
5. DK/Refused (DO NOT READ)	1

RESUME WITH ALL

36. Are there children in your household under the age of 18 years old?	
1. Yes	29

2. No	71
3. DK/Refused (DO NOT READ)	-
37. What is your current marital status?	
1. Single, never married	12
2. Married	64
3. Separated	1
4. Divorced	10
5. Widowed	12
6. DK/Refused (DO NOT READ)	2
38. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	8
2. 15K-30K	13
3. 30K-50K	14
4. 50K-75K	18
5. 75K-100K	12
6. Over 100K	19
7. DK/Refused (DO NOT READ)	15
39. What is your religion?	
2. Evangelical/Fundamentalist Protestant	13
3. Mainline Protestant	18
4. Catholic	24
5. Jewish	2
6. Mormon	2
7. Atheist/ Agnostic	5
8. Other	27
9. DK/Refused (DO NOT READ)	9
40. What is your race?	
1. Hispanic	6
2. African-American	6
3. Asiatic	2
4. White	83
5. Other (SPECIFY)	2
6. DK/Refused (DO NOT READ)	2
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	19
Region: (Region taken from sample information)	

1. Northeast	19
2. South	28
3. Midwest	21
4. Plains/Mountains	18
5. West Coast	15