



**NEW MODELS NATIONAL BRAND SURVEY  
JANUARY 19-20, 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>23</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>6</b>  |
| 3. Wrong Track                               | <b>71</b> |

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

- |  |           |
|--|-----------|
| 1. Approve                                   | <b>34</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>4</b>  |
| 3. Disapprove                                | <b>62</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)**

	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. Republicans in Congress	36	58	7
4. Democrats in Congress	43	51	7

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>
5. Education	<b>36</b>	<b>53</b>
6. Health Care/Prescription Drugs	<b>33</b>	<b>55</b>
7. The economy	<b>40</b>	<b>50</b>
8. Jobs	<b>38</b>	<b>51</b>
9. War in Iraq	<b>40</b>	<b>48</b>
10. Energy and Gas Prices	<b>31</b>	<b>53</b>
11. War on terror	<b>46</b>	<b>41</b>
12. Fiscal responsibility	<b>40</b>	<b>47</b>
13. Taxes	<b>46</b>	<b>44</b>

14. 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                      | 40 |
| 2. Lean Republican                 | 1  |
| 3. Undecided                       | 6  |
| 4. Lean Democrat                   | 2  |
| 5. Democrat                        | 48 |
| 6. DK/Refused <b>(DO NOT READ)</b> | 3  |

<b>TOTAL REPUBLICAN:</b>	<b>41</b>
<b>TOTAL DEMOCRAT:</b>	<b>50</b>

### ISSUES

15. In thinking about health care, which of the following concerns you most? **(ROTATE)**

- |   |    |
|---|----|
| 1. The cost of health care                  | 44 |
| 2. Losing your health care through your job | 15 |
| 3. Not having your choice of doctor         | 11 |
| 4. The quality of your health care          | 26 |
| 5. DK/Refused <b>(DO NOT READ)</b>          | 4  |

16. In thinking about taxes and the economy, which of the following concerns you most? **(ROTATE)**

- |   |    |
|---|----|
| 1. My personal tax burden                           | 13 |
| 2. The cost of child care                           | 3  |
| 3. The effective use of my tax dollars              | 45 |
| 4. My ability to pay my bills and support my family | 37 |
| 5. DK/Refused <b>(DO NOT READ)</b>                  | 2  |

17. In thinking about your concerns about the economy, which of the following concerns you most? **(ROTATE)**

- |   |    |
|---|----|
| 1. Fear of losing your savings in the stock market                                  | 18 |
| 2. Fear of losing your job  | 11 |
| 3. Fear of losing your home or a significant decline in your home's value           | 16 |
| 4. Fear of credit card debt   | 6  |
| 5. Fears about managing your cost of living, such as health care and property taxes | 41 |
| 6. DK/Refused <b>(DO NOT READ)</b>  | 8  |

18. In thinking about Congress, which of the following concerns you most? **(ROTATE)**

- |   |    |
|---|----|
| 1. Partisan bickering and gridlock                              | 29 |
| 2. Congress has lost touch with the concerns of people like you | 39 |
| 3. Members of Congress behaving unethically                     | 17 |
| 4. Congress is a rubber-stamp for President Bush                | 9  |
| 5. DK/Refused <b>(DO NOT READ)</b>                              | 5  |

**PROPOSALS**

I am going to read a series of proposals to you. On a scale of 1-9 with 1 being that you are very unfavorable to the proposal, 5 being neutral, and 9 being very favorable to the proposal, please rate each in terms of your reaction to that proposal. **(ROTATE LIST)**

- |   |             |
|---|-------------|
| 19. Help families by passing new federal tax cuts for the middle class, including permanently doubling the child tax credit, eliminating the marriage tax penalty for good and keeping tax rates low for workers. | <b>7.26</b> |
| 20. Protect American homebuyers from predatory lenders by establishing a nationwide database of convicted offenders.  | <b>7.09</b> |
| 21. Reduce dependence on foreign oil by removing current government obstacles to building alternative energy sources like wind and nuclear power  | <b>7.59</b> |
| 22. Reduce dependence on foreign oil and reduce energy costs by creating substantial tax breaks to help families and businesses making their homes and offices more energy efficient.                             | <b>7.42</b> |
| 23. Eliminate the uninsured and allow Americans to take affordable health insurance with them from job-to-job.  | <b>7.13</b> |
| 24. Reduce the cost of health care and promote good health by giving Americans tax breaks for getting a yearly medical physical.  | <b>6.98</b> |
| 25. Ensure the best care for seniors by implementing criminal penalties and revoking federal funding for nursing homes that fail to provide a safe place for seniors.   | <b>7.54</b> |
| 26. 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.  | <b>8.04</b> |
| 27. Help veterans with health care costs by enabling them to fill prescriptions written by private doctors at lower-cost VA pharmacies.   | <b>7.74</b> |
| 28. Ensure that the federal government operates within its means and does not grow faster than the rate of inflation  | <b>7.49</b> |
| 29. Reduce waste, fraud and abuse in the bureaucracy by giving bonuses to government workers who blow the whistle on wasteful and abusive practices   | <b>6.75</b> |
| 30. Ensure that families are not penalized for having children and staying together, so we should make tax relief for married couples permanent and increase the child tax credit and extend it to more families. | <b>6.98</b> |
| 31. Fund college scholarships for young adults who take up "critical need" languages – such as Arabic, Chinese, Russian, and Persian.   | <b>5.03</b> |
| 32. Improve community safety through cracking down on child predators and gangs   | <b>7.64</b> |
| 33. Secure the border by constructing the southern border fence within 3 years to stop illegal immigration and to keep terrorists and drug dealers out.   | <b>6.30</b> |

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

34. 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>46</b> |
| 2. Local TV news   | <b>25</b> |
| 3. CNN News        | <b>18</b> |
| 4. Fox News        | <b>14</b> |

5. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	<b>9</b>
6. NBC News	<b>7</b>
7. National Public Radio	<b>7</b>
8. ABC News	<b>6</b>
9. News Pages of Internet Service Providers such as Yahoo News and MSN News	<b>6</b>
10. News magazines such as Time, US News, and Newsweek	<b>6</b>
11. CBS News	<b>5</b>
12. General radio news station	<b>4</b>
13. Talk radio like Rush Limbaugh	<b>3</b>
14. Public television news shows like McNeil Lehrer	<b>2</b>
15. MSNBC/CNBC News	<b>2</b>
16. Opinion websites like Drudge Report or slate.com	<b>2</b>
17. Morning TV shows like Today, Good Morning America	<b>1</b>
18. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	<b>1</b>
19. CSpan	<b>1</b>
20. Opinion magazines like Weekly Standard	<b>*</b>
21. Comedy Shows like the Daily Show with Jon Stewart	<b>*</b>
22. Religious radio shows	<b>*</b>
23. Late Night TV Shows like Jay Leno	<b>*</b>
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	<b>-</b>
25. Other	<b>15</b>
26. DK/Refused	<b>7</b>
35. In what year were you born?	
1. 18-34	<b>9</b>
2. 35-44	<b>12</b>
3. 45-54	<b>23</b>
4. 55-64	<b>25</b>
5. 65+	<b>29</b>
36. Generally speaking, do you consider yourself ( <b>ROTATE</b> ) a Republican, a Democrat, an Independent, or something else?	
1. Republican	<b>35</b>
2. Democrat	<b>37</b>
3. Independent	<b>25</b>
4. Other	<b>2</b>
5. DK/Refused ( <b>DO NOT READ</b> )	<b>1</b>
37. If you had to classify yourself, would you say you are ( <b>ROTATE</b> ) liberal, moderate, or conservative in your political beliefs?	
1. Liberal	<b>20</b>
2. Moderate	<b>46</b>
3. Conservative	<b>32</b>

4. DK/Refused ( <b>DO NOT READ</b> )	2
38. Are there children in your household under the age of 18 years old?	
1. Yes	28
2. No	71
3. DK/Refused ( <b>DO NOT READ</b> )	1
39. What is your current marital status?	
1. Single, never married	13
2. Married	67
3. Separated	1
4. Divorced	10
5. Widowed	7
6. DK/Refused ( <b>DO NOT READ</b> )	2
40. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	7
2. 15K-30K	12
3. 30K-50K	18
4. 50K-75K	17
5. 75K-100K	14
6. Over 100K	17
7. DK/Refused ( <b>DO NOT READ</b> )	16
41. What is your religion?	
2. Evangelical/Fundamentalist Protestant	14
3. Mainline Protestant	16
4. Catholic	24
5. Jewish	2
6. Mormon	2
7. Atheist/ Agnostic	7
8. Other	28
9. DK/Refused ( <b>DO NOT READ</b> )	8
42. What is your race?	
1. Hispanic	5
2. African-American	5
3. Asiatic	2
4. White	85
5. Other ( <b>SPECIFY</b> )	1
6. DK/Refused ( <b>DO NOT READ</b> )	2
Gender: ( <b>BY OBSERVATION</b> )	
1. Male	48
2. Female	52

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

1. Urban	28
2. Suburban	54
3. Rural	19

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

1. Northeast	18
2. South	28
3. Midwest	21
4. Plains/Mountains	17
5. West Coast	16