



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 | 20 |
| 2. Don't Know/Refused (DO NOT READ) | 10 |
| 3. Wrong Track | 70 |

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

- | | |
|--|----|
| 1. Approve | 31 |
| 2. Don't Know/Refused (DO NOT READ) | 5 |
| 3. Disapprove | 64 |

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

- | | |
|--------------------------------------|----|
| 1. Approve | 17 |
| 2. Disapprove | 76 |
| 3. DK/Refused (DO NOT READ) | 6 |

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	36	60
5. Democrats in Congress	41	54
6. Colleges and universities	72	20

7. 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 | 36 |
| 2. National Defense/Foreign Affairs/Iraq | 11 |
| 3. Health Care/Prescription Drugs | 6 |
| 4. Energy | 5 |
| 5. Gas prices | 5 |
| 6. Education | 4 |
| 7. Social Security | 4 |
| 8. National Deficit/Spending | 4 |
| 9. Immigration | 4 |
| 10. Terrorism | 3 |
| 11. Jobs | 3 |

12. Taxes	3
13. Retirement and Investments	1
14. Crime and Safety	1
15. Environment	1
16. Other (SPECIFY)	3
17. Don't Know/Refused (DO NOT READ)	5

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
8. Education	32	56
9. Health Care/Prescription Drugs	32	56
10. The economy	37	53
11. Jobs	38	53
12. War in Iraq	45	46
13. Energy and Gas Prices	37	51
14. War on terror	49	41
15. Fiscal responsibility	37	49
16. Taxes	46	45

(ROTATE 17-19 and 20-22)

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

1. Yes (GO TO Q18)	45
2. No (GO TO Q20)	53
3. DK/Refused (DO NOT READ) (GO TO Q20)	1

18. What was it?

1. Oil Issues/Oil Drilling/Gas Prices	40
2. Energy Policy/Energy Plans	12
3. War in Iraq/Terrorism	10
4. Tax Issues	2
5. Political Issues	9
6. Economy/Economic Strategies	5
7. Other negative issues/negative comment	5
8. Health Care	2
9. Voting onto bills/different issues about other bills	3
10. About Republications vs. Democrats	3
11. Mortgage policy	3
12. Immigration Policy	1
13. Working on the environment	1
14. Security measures	1
15. Gun laws/gun control rights	-
16. 16. Others	7
17. DK/Refused	12

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

1. More Favorable	45
2. Less Favorable	47

3. No Difference (DO NOT READ)	8
20. In the last couple of weeks have you seen, read or heard anything that Congressional Democrats were doing?	
1. Yes (GO TO Q21)	47
2. No (GO TO Q23)	51
3. DK/Refused (DO NOT READ)(GO TO Q23)	1
21. What was it?	
1. Oil drilling/oil exploration issues	31
2. Bill Related Issues	15
3. War In Iraq Issues	9
4. Gas/oil issues	9
5. Politicians' Debates/Political Campaigns (Arguing with each other)	8
6. Tax Concerns	7
7. Health care/medicare issues	5
8. They are doing nothing/nothing is getting done	5
9. Economic	5
10. Education Issues	3
11. Housing Programs/Benefits	3
12. Jobs/Employment Issues	1
13. Immigration	1
14. Environment	1
15. Security/Wiretapping Issues	1
16. Other	9
17. DK/Refused	13
22. Did it make you more favorable or less favorable to Congressional Democrats?	
1. More Favorable	46
2. Less Favorable	46
3. No Difference (DO NOT READ)	8
23. 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	42
2. Lean Republican	1
3. Undecided	2
4. Lean Democrat	2
5. Democrat	48
6. DK/Refused (DO NOT READ)	4
TOTAL REPUBLICAN	43
TOTAL DEMOCRAT	51

24. 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 | 19 |
| 2. Wrong Track | 75 |
| 3. DK/Refused (DO NOT READ) | 6 |

25. Some critics say this is a do-nothing Congress. Who is more responsible? (ROTATE)

- | | |
|--|----|
| 1. The Democrat majority not trying hard enough to work with Republicans to pass legislation | 40 |
| 2. Republicans blocking legislation so that Democrats don't have any accomplishments | 38 |
| 3. DK/Refused (DO NOT READ) | 22 |

26. At the end of September, the Congressional ban on opening additional areas to drilling in the United States expires. Should Congress renew this ban, or let it expire?

- | | |
|--------------------------------------|----|
| 1. Renew | 41 |
| 2. Let it expire | 53 |
| 3. DK/Refused (DO NOT READ) | 7 |

27. Do you believe or not believe the following statement: Congress should not leave go home to campaign for the election in November until they have had an up or down vote on drilling.

- | | |
|-----------------------------|----|
| 1. Believe | 68 |
| 2. Do not believe | 24 |
| 3. DK/Refused (DO NOT READ) | 8 |

28. Would you favor or oppose a proposal that would open up additional areas to allow oil companies to purchase leases and require that the income from the purchases of the leases be used only for alternative energy research?

- | | |
|-----------------------------|----|
| 1. Favor | 62 |
| 2. Oppose | 29 |
| 3. DK/Refused (DO NOT READ) | 8 |

29. Which of the following would do more to help lower gas prices? (ROTATE)

- | | |
|---|----|
| 1. Opening up additional areas for drilling | 47 |
| 2. Imposing a windfall profits tax on oil companies | 40 |
| 3. DK/Refused (DO NOT READ) | 12 |

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

- | | |
|---|----|
| 1. We can find a solution to America's energy problems without opening additional areas for drilling. | 32 |
| 2. Opening additional areas to drilling here in the United States is a critical step to achieving energy independence, along with | 64 |

- | | |
|--------------------------------------|----------|
| conservation and alternative energy | |
| 3. DK/Refused (DO NOT READ) | 4 |

31. If the elections were held today for US Congress in your state, would you be more likely to vote for (**ROTATE**) the Republican candidate who says we need an all of the above approach to energy that includes expanding alternative energy, building nuclear power plants, opening up new areas to drilling, and creating new incentives for conservation, or the Democrat candidate who says we should focus on alternative energy and conservation, and oppose opening new areas to drilling and building nuclear power plants? (**IF UNDECIDED ASK:**) would you be leaning toward (**ROTATE**) the Republican candidate or the Democratic candidate?

- | | |
|--------------------------------------|-----------|
| 1. Republican | 53 |
| 2. Lean Republican | 1 |
| 3. Undecided | 1 |
| 4. Lean Democrat | 1 |
| 5. Democrat | 41 |
| 6. DK/Refused (DO NOT READ) | 4 |

TOTAL REPUBLICAN	54
TOTAL DEMOCRAT	42

32. If the elections were held today for US Congress in your state, would you be more likely to vote for (**ROTATE**) the Republican candidate who says we need an all of the above approach to energy that includes expanding alternative energy, building nuclear power plants, opening up new areas to drilling and creating new incentives for conservation, or the Democrat candidate who says before opening up new areas to drilling, we need to thoroughly explore the 68 million areas that are leased to oil companies. If we don't find what we need there, then we should look at opening up additional areas? (**IF UNDECIDED ASK:**) would you be leaning toward (**ROTATE**) the Republican candidate or the Democratic candidate?

- | | |
|--------------------------------------|-----------|
| 1. Republican | 47 |
| 2. Lean Republican | - |
| 3. Undecided | 1 |
| 4. Lean Democrat | 1 |
| 5. Democrat | 46 |
| 6. DK/Refused (DO NOT READ) | 4 |

TOTAL REPUBLICAN	47
TOTAL DEMOCRAT	48

33. Do you believe or not believe the following statement: Democrats are trying to pass legislation to help the energy situation and lower gas prices, but Republicans are blocking their efforts.

- | | |
|-----------------------------|-----------|
| 1. Believe | 42 |
| 2. Do not believe | 51 |
| 3. DK/Refused (DO NOT READ) | 6 |

34. Have you ever had to pay more than \$1500 in out of pocket health care costs?

1. Yes	54
2. No	45
3. DK/Refused (DO NOT READ)	1

35. Do you believe or not believe the following statement: Barack Obama will raise taxes on people like me.

1. Believe	53
2. Do not believe	41
3. DK/Refused (DO NOT READ)	6

ADD-ONS

Turning to a different topic...

36. Do you think that most colleges and universities are charging a fair price for a college education?

1. Yes	31
2. No	63
3. Don't Know/Refused	6

37. Do you agree or disagree with this statement: Colleges and universities try to make college affordable by reducing wasteful spending. Would that be strongly/somewhat agree, or strongly/somewhat disagree?

1. Strongly agree	11
2. Somewhat agree	20
3. Somewhat disagree	25
4. Strongly disagree	35
5. Don't Know/Refuse	8
6.	

TOTAL AGREE	31
TOTAL DISAGREE	61

38. Do you agree or disagree with this statement: Colleges and universities try to make college more affordable to most students by providing financial aid. Would that be strongly/somewhat agree, or strongly/somewhat disagree?

1. Strongly agree	28
2. Somewhat agree	39
3. Somewhat disagree	12
4. Strongly disagree	16
5. Don't Know/Refused	5

TOTAL AGREE	67
TOTAL DISAGREE	28

39. Which one or two of the following entities should be most responsible for paying for a student's college education? (ROTATE - ALLOW UP TO TWO RESPONSES)

1. The student	50
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2. The students' parents	40
3. The students' college or university	8
4. The federal government	25
5. State governments	19
6. All of the above (DO NOT READ)	3
7. Other (DO NOT READ, RECORD RESPONSE)	-
8. Don't Know/Refused	3

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

40. 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	40
2. Local TV news	24
3. CNN News	17
4. Fox News	13
5. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	9
6. NBC News	7
7. ABC News	5
8. CBS News	3
10.	
11. MSNBC/CNBC News	4
12. News magazines such as Time, US News, and Newsweek	4
13. CSpan	1
14. News Pages of Internet Service Providers such as Yahoo News and MSN News	9
15. National Public Radio	7
16. General radio news station	4
17. Talk radio like Rush Limbaugh	3
18. Opinion websites like Drudge Report or slate.com	1
19. Public television news shows like McNeil Lehrer	1
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	19
28. DK/Refused	5

41. In what year were you born?

1. 18-34	18
2. 35-44	21
3. 45-54	19
4. 55-64	22
5. 65+	20

42. 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

43. Four years ago, would you have considered yourself (**ROTATE**) a Republican, a Democrat, an Independent, or something else?

1. Republican	38
2. Democrat	38
3. Independent	20
4. Other	3
5. DK/Refused (DO NOT READ)	1

44. 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

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

1. Yes	38
2. No	62
3. DK/Refused (DO NOT READ)	1

46. What is your current marital status?

1. Single, never married	15
2. Married	67
3. Separated	1
4. Divorced	9
5. Widowed	7
6. DK/Refused (DO NOT READ)	1

47. What is the annual income of your household before taxes? Is it...

1. Less than 15K	7
2. 15K-30K	11

3. 30K-50K	18
4. 50K-75K	16
5. 75K-100K	14
6. Over 100K	20
7. DK/Refused (DO NOT READ)	14

48. What is your religion?

1. Evangelical/Fundamentalist Protestant	11
2. Mainline Protestant	17
3. Catholic	27
4. Jewish	3
5. Mormon	2
6. Atheist/ Agnostic	4
7. Other	25
8. DK/Refused (DO NOT READ)	11

49. What is your race?

1. Hispanic	7
2. African-American	9
3. Asiatic	2
4. White	80
5. Other (SPECIFY)	-
6. DK/Refused (DO NOT READ)	3

50. 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	44
2. Lean McCain	2
3. Undecided	4
4. Lean Obama	2
5. Obama	45
6. DK/Refused (DO NOT READ)	3

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	19

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

1. Northeast	18
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2. South	28
3. Midwest	20
4. Plains/Mountains	18
5. West Coast	15