



**NEW MODELS NATIONAL BRAND SURVEY**  
**June 28-30, 2008**  
**N=1000 Registered Voters**

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 17
- 2. Don't Know/Refused (**DO NOT READ**) 9
- 3. Wrong Track 74

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**) 4
- 3. Disapprove 64

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

- 1. Approve 15
- 2. Disapprove 78
- 3. DK/Refused (**DO NOT READ**) 8

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)**

	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	Never Heard of	No Opinion
4. Republicans in Congress	9	23	27	35	-	6
5. Democrats in Congress	12	28	24	29	-	7

6. Which of the following issues would you say is the most important to you in deciding how to vote for Congress? **(ROTATE)**

- 1. Education 3
- 2. Social Security 3
- 3. Retirement and Investments 1
- 4. Terrorism 4
- 5. Health Care/Prescription Drugs 7
- 6. The Economy 36
- 7. Jobs 4
- 8. Taxes 3

9. Crime and Safety	1
10. Environment	2
11. National Defense/Foreign Affairs/Iraq	14
12. National Deficit/Spending	5
13. Energy	3
14. Gas prices	6
15. Immigration	3
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>REP</b>	<b>DEM</b>
7. Education	34	58
8. Health Care/Prescription Drugs	33	56
9. The economy	41	49
10. Jobs	38	51
11. War in Iraq	43	49
12. Energy and Gas Prices	34	53
13. War on terror	49	42
14. Fiscal responsibility	38	47
15. Taxes	44	45

**(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> )	38
2. No ( <b>GO TO Q19</b> )	58
3. DK/Refused ( <b>DO NOT READ</b> ) ( <b>GO TO Q19</b> )	3

17. What was it?

• Tax Reforms/Not Raising Taxes	8
• Economy/Economic Strategies	8
• Healthcare	3
• Gas Issues/Prices	16
• War in Iraq/Terrorism	12
• Immigration	3
• Energy Alternative/Energy	8
• Working on the Environment	2
• Politics	2
• Wiretapping Bill/Immunity to Telecom	2
• Gun Laws/Gun Control/Gun Rights	4
• Strengthening National Security	2
• Acting Like Democrats	1
• Education Issues	1
• Offshore Drilling	22
• Prices (General)	1
• Jobs/Unemployment	1
• Against Democrats	2

- Spending/Fiscal Responsibility **2**
- Positive **3**
- Negative **6**
- Others **8**
- Don't Know/Can't Remember/Not Sure/Can't Tell You **15**

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

- 1. More Favorable **44**
- 2. Less Favorable **44**
- 3. No Difference **(DO NOT READ)** **12**

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

- 1. Yes **(GO TO Q20)** **40**
- 2. No **(GO TO Q22)** **58**
- 3. DK/Refused **(DO NOT READ)(GO TO Q22)** **2**

20. What was it?

- Gas/Oil Prices **21**
- Health Care/Medicare Issues **11**
- Oil Drilling/Oil Exploration **12**
- Jobs/Employment **2**
- War in Iraq **10**
- Tax Concerns **8**
- Bill-Related Issues **9**
- Immigration **1**
- Environment **6**
- Housing Programs Benefits **2**
- Security/Wiretapping **3**
- Political Campaigns/Debates **11**
- Economic Issues **4**
- Education **1**
- Other **4**
- Don't Know/Refused/Not Sure **16**

21. Did it make you more favorable or less favorable to Congressional Democrats?

- 1. More Favorable **44**
- 2. Less Favorable **46**
- 3. No Difference **(DO NOT READ)** **10**

22. 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 **41**
- 2. Lean Republican **2**
- 3. Undecided **3**
- 4. Lean Democrat **2**
- 5. Democrat **49**

6. DK/Refused ( <b>DO NOT READ</b> )	3
<b>TOTAL REPUBLICAN</b>	<b>43</b>
<b>TOTAL DEMOCRAT</b>	<b>51</b>
<b>IDEOLOGY</b>	
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	14
2. Wrong Track	79
3. DK/Refused ( <b>DO NOT READ</b> )	6
24. Which of the following do you believe is most responsible for gas price increases? ( <b>ROTATE</b> )	
1. OPEC and oil producing nations in Middle East	24
2. Oil companies	23
3. President Bush	15
4. Increased consumer demand	16
5. Environmental laws	6
6. Congress	8
7. DK/Refused ( <b>DO NOT READ</b> )	7
25. Do you favor or oppose drilling in the Arctic National Wildlife Refuge?	
1. Favor	57
2. Oppose	38
3. DK/Refused ( <b>DO NOT READ</b> )	5
26. Which concerns you more about opening up new areas for drilling? ( <b>ROTATE</b> )	
1. The risk of oil spills	23
2. It would encourage America to remain dependent on gasoline when we should be focusing on new technologies	60
3. DK/Refused ( <b>DO NOT READ</b> )	17
27. Which statement do you agree with more? ( <b>ROTATE</b> )	
1. We can find a solution to America's energy problems without opening additional areas for drilling.	34
2. Opening additional areas to drilling here in the United States is a critical step to achieving energy independence, along with conservation and alternative energy	61
3. DK/Refused ( <b>DO NOT READ</b> )	4
28. Which of the following do you believe is most responsible for gas price increases? ( <b>ROTATE</b> )	
1. Oil companies	24
2. Market speculators	31
3. OPEC	16
4. Politicians who refuse to open domestic oil resources	21
5. DK/Refused ( <b>DO NOT READ</b> )	8

29. Which comes closest to how you feel about nuclear power? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

- |  |           |
|--|-----------|
| 1. I favor nuclear power and would not oppose a nuclear power plant being built in my community. | <b>42</b> |
| 2. I favor nuclear power but would oppose a nuclear power plant being built in my community.     | <b>24</b> |
| 3. I oppose nuclear power.   | <b>30</b> |
| 4. DK/Refused (DO NOT READ)  | <b>4</b>  |

30. Which is more important to you when deciding to vote for a candidate for Congress? **(ROTATE)**

- |  |           |
|--|-----------|
| 1. His or her ability to do things that help people in your Congressional district | <b>34</b> |
| 2. You agree with his or her positions on major national issues                    | <b>62</b> |
| 3. DK/Refused <b>(DO NOT READ)</b>   | <b>4</b>  |

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   | <b>4</b>  |
| 2. NBC News   | <b>6</b>  |
| 3. CBS News   | <b>4</b>  |
| 4. Local TV news  | <b>28</b> |
| 5. CNN News   | <b>19</b> |
| 6. MSNBC/CNBC News  | <b>7</b>  |
| 7. Fox News   | <b>14</b> |
| 8. CSpan  | <b>*</b>  |
| 9. Daily newspaper  | <b>45</b> |
| 10. News magazines such as Time, US News, and Newsweek  | <b>4</b>  |
| 11. Opinion magazines like Weekly Standard  | <b>*</b>  |
| 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites | <b>11</b> |
| 13. News Pages of Internet Service Providers such as Yahoo News and MSN News                        | <b>8</b>  |
| 14. Opinion websites like Drudge Report or slate.com  | <b>1</b>  |
| 15. National Public Radio   | <b>7</b>  |
| 16. Religious radio shows   | <b>*</b>  |
| 17. Talk radio like Rush Limbaugh   | <b>4</b>  |
| 18. General radio news station  | <b>3</b>  |
| 19. Public television news shows like McNeil Lehrer   | <b>*</b>  |

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	1
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	*
25. Other	16
26. DK/Refused	4

32. 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

33. Generally speaking, do you consider yourself (**ROTATE**) 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. Four years ago, would you have considered yourself (**ROTATE**) a Republican, a Democrat, an Independent, or something else?

1. Republican	38
2. Democrat	39
3. Independent	20
4. Other	2
5. DK/Refused ( <b>DO NOT READ</b> )	1

35. 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 ( <b>DO NOT READ</b> )	2

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

1. Yes	36
2. No	63
3. DK/Refused ( <b>DO NOT READ</b> )	*

37. What is your current marital status?

1. Single, never married	15
2. Married	67
3. Separated	1
4. Divorced	8
5. Widowed	7
6. DK/Refused ( <b>DO NOT READ</b> )	1

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

1. Less than 15K	5
2. 15K-30K	11
3. 30K-50K	16
4. 50K-75K	20
5. 75K-100K	16
6. Over 100K	20
7. DK/Refused ( <b>DO NOT READ</b> )	12

39. What is your religion?

1. Evangelical/Fundamentalist Protestant	12
2. Mainline Protestant	17
3. Catholic	27
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	6
7. Other	29
8. DK/Refused ( <b>DO NOT READ</b> )	6

40. What is your race?

1. Hispanic	7
2. African-American	7
3. Asiatic	2
4. White	82
5. Other ( <b>SPECIFY</b> )	1
6. DK/Refused ( <b>DO NOT READ</b> )	1

41. 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	46
2. Lean McCain	2
3. Undecided	3
4. Lean Obama	3
5. Obama	44
6. DK/Refused ( <b>DO NOT READ</b> )	3

<b>TOTAL MCCAIN</b>	<b>48</b>
<b>TOTAL OBAMA</b>	<b>47</b>

**Gender: (BY OBSERVATION)**

1. Male	<b>48</b>
2. Female	<b>52</b>

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

1. Urban	<b>27</b>
2. Suburban	<b>54</b>
3. Rural	<b>19</b>

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

1. Northeast	<b>19</b>
2. South	<b>28</b>
3. Midwest	<b>22</b>
4. Plains/Mountains	<b>17</b>
5. West Coast	<b>15</b>