



**NEW MODELS HOUSE NATIONAL BRAND SURVEY**  
**September 29-30, 2007**  
**N=1000 RV**

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 **26**
- 2. Don't Know/Refused (**DO NOT READ**) **10**
- 3. Wrong Track **64**

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

- 1. Approve **35**
- 2. Don't Know/Refused (**DO NOT READ**) **5**
- 3. Disapprove **60**

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
3. Republicans in Congress	38	54	100
4. Democrats in Congress	43	50	100
5. General David Petraeus	46	19	81

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 **5**
- 2. Social Security **7**
- 3. Retirement and Investments **1**
- 4. Terrorism **5**
- 5. Health Care/Prescription Drugs **11**
- 6. The Economy **15**
- 7. Jobs **2**
- 8. Taxes **4**
- 9. Crime and Safety **2**
- 10. Environment **3**
- 11. National Defense/Foreign Affairs/Iraq **21**
- 12. National Deficit/Spending **3**
- 13. Energy **1**

- |   |   |
|---|---|
| 14. Gas prices                                | 2 |
| 15. Immigration                               | 7 |
| 16. Other ( <b>SPECIFY</b> )                  | 4 |
| 17. Don't Know/Refused ( <b>DO NOT READ</b> ) | 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
7. Education	37	53
8. Health Care/Prescription Drugs	33	57
9. The economy	42	48
10. Jobs	38	51
11. War in Iraq	42	45
12. Energy and Gas Prices	32	53
13. War on terror	47	40
14. Fiscal responsibility	39	47

**(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 ( <b>GO TO Q16</b> )                               | 42 |
| 2. No ( <b>GO TO Q18</b> )                                | 55 |
| 3. DK/Refused ( <b>DO NOT READ</b> ) ( <b>GO TO Q18</b> ) | 3  |

16. What was it? (Republican message)

- |   |    |
|---|----|
| 1. War in Iraq  | 27 |
| 2. Healthcare issues                                      | 13 |
| 3. Political campaigns                                    | 7  |
| 4. Pull the troops in Iraq                                | 7  |
| 5. Spending for the Iraq troops                           | 6  |
| 6. General Petraeus/Moveon.org                            | 6  |
| 7. Improving healthcare funding                           | 5  |
| 8. Economy/jobs/taxes                                     | 5  |
| 9. Arguing/partisan politics/doing nothing                | 4  |
| 10. Healthcare budget cuts/disapproval of healthcare bill | 4  |
| 11. Immigration/border problems                           | 4  |
| 12. Budget issues   | 3  |
| 13. Morality/sex scandal                                  | 3  |
| 14. Education issues                                      | 1  |
| 15. Social security                                       | 1  |
| 16. Environmental issues                                  | 1  |
| 17. Nothing   | 2  |
| 18. Can't remember  | 9  |
| 19. Other   | 7  |
| 20. Don't know/refused                                    | 7  |

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

- |   |    |
|---|----|
| 1. More Favorable                       | 38 |
| 2. Less Favorable                       | 54 |
| 3. No Difference ( <b>DO NOT READ</b> ) | 8  |

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

- |  |           |
|--|-----------|
| 1. Yes ( <b>GO TO Q19</b> )                              | <b>47</b> |
| 2. No ( <b>GO TO Q21</b> )                               | <b>51</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> )( <b>GO TO Q21</b> ) | <b>2</b>  |

19. What was it? (Democrat message)

- |   |           |
|---|-----------|
| 1. Healthcare issues                                      | <b>24</b> |
| 2. War in Iraq  | <b>16</b> |
| 3. Pull the troops in Iraq                                | <b>12</b> |
| 4. Political campaigns                                    | <b>6</b>  |
| 5. Economy/jobs/taxes                                     | <b>6</b>  |
| 6. Arguing/partisan politics/doing nothing                | <b>6</b>  |
| 7. Spending for the Iraq troops                           | <b>5</b>  |
| 8. General Petraeus/Moveon.org                            | <b>5</b>  |
| 9. Immigration/border problems                            | <b>2</b>  |
| 10. Education issues                                      | <b>1</b>  |
| 11. Budget issues   | <b>1</b>  |
| 12. Social security                                       | <b>*</b>  |
| 13. Morality/sex scandal                                  | <b>*</b>  |
| 14. Environmental issues                                  | <b>*</b>  |
| 15. Healthcare budget cuts/disapproval of healthcare bill | <b>-</b>  |
| 16. Improving healthcare funding                          | <b>-</b>  |
| 17. Nothing   | <b>*</b>  |
| 18. Can't remember  | <b>6</b>  |
| 19. Other   | <b>5</b>  |
| 20. Don't know/refused                                    | <b>2</b>  |

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

- |   |           |
|---|-----------|
| 1. More Favorable                       | <b>48</b> |
| 2. Less Favorable                       | <b>45</b> |
| 3. No Difference ( <b>DO NOT READ</b> ) | <b>7</b>  |

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                        | <b>37</b> |
| 2. Lean Republican                   | <b>3</b>  |
| 3. Undecided                         | <b>6</b>  |
| 4. Lean Democrat                     | <b>3</b>  |
| 5. Democrat                          | <b>49</b> |
| 6. DK/Refused ( <b>DO NOT READ</b> ) | <b>3</b>  |

<b>TOTAL REPUBLICAN</b>	<b>39</b>
<b>TOTAL DEMOCRAT</b>	<b>52</b>

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

- 1. Approve **24**
- 2. Disapprove **67**
- 3. DK/Refused (**DO NOT READ**) **9**

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 **35**
- 2. DK/Refused (**DO NOT READ**) **6**
- 3. Wrong Track **59**

**BELIEF STATEMENTS**

Please tell me if you believe or do not believe the following statements: (**ROTATE 26-28**)

24. If we leave Iraq, terrorists will follow us home and attack us on US soil.

- 1. Believe **46**
- 2. Do not believe **49**
- 3. DK/Refused (**DO NOT READ**) **5**

25. Terrorism is the result of US policy.

- 1. Believe **30**
- 2. Do not believe **65**
- 3. DK/Refused (**DO NOT READ**) **6**

26. Terrorists have legitimate grievances.

- 1. Believe **22**
- 2. Do not believe **72**
- 3. DK/Refused (**DO NOT READ**) **6**

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

- 1. The Republican who believes that terrorist detainees at Guantanamo Bay prison should be prosecuted by the military for their crimes **59**

Or

- 2. The Democrat who believes that terrorist detainees should have access to the US court system to be able to challenge their detention in federal court, and the same legal rights as US citizens **31**
- 3. DK/Refused (**DO NOT READ**) **10**

**SCHIP**

Turning to the subject of health care...

28. Who would you agree with more? (**ROTATE**)

1. The Republican who says we need to cover uninsured children near or below the poverty line, and give a tax credit to the uninsured who are slightly above the poverty line to help them purchase insurance coverage. **42**
  2. The Democrat who says we need to expand the children's health care program to insure 3 million more children in working families by increasing the tax on a pack of cigarettes. **50**
  3. DK/Refused (DO NOT READ) **8**
29. Do you believe or not believe the following statement: Democrats in Congress are trying to pass a children's health bill that goes beyond its original intent of covering uninsured children only, and expands government coverage to families earning up to \$80,000 a year, which will cause people to move from private insurance to government coverage.
1. Believe **42**
  2. Do not believe **45**
  3. DK/Refused (DO NOT READ) **13**
30. If President Bush decided to veto this bill, would you favor or oppose his veto?
1. Favor **45**
  2. Oppose **45**
  3. DK/Refused (DO NOT READ) **10**

**SPENDING**

31. Which statement do you agree with more? **(ROTATE)**
1. Congressman A who says that it is a Congressman's responsibility to fight for their communities' fair share of federal funds by securing funding for local projects known as earmarks. **34**
  2. Congressman B who says that earmarks lead to irresponsible pork barrel spending that wastes taxpayer money. **56**
  3. DK/Refused (DO NOT READ) **11**
32. Do you think that Congress should or should not require all taxpayer funded earmarks to be publicly disclosed and debated before they become law, even if it would cause significant delays in passing important bills?
1. Should **78**
  2. Should not **15**
  3. DK/Refused (DO NOT READ) **7**

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 **46**
  2. Local TV news **26**
  3. CNN News **16**

4. Fox News	<b>14</b>
5. National Public Radio	<b>10</b>
6. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	<b>9</b>
7. ABC News	<b>6</b>
8. NBC News	<b>6</b>
9. News magazines such as Time, US News, and Newsweek	<b>5</b>
10. CBS News	<b>4</b>
11. News Pages of Internet Service Providers such as Yahoo News and MSN News	<b>4</b>
12. General radio news station	<b>4</b>
13. MSNBC/CNBC News	<b>2</b>
14. Talk radio like Rush Limbaugh	<b>2</b>
15. CSpan	<b>1</b>
16. Religious radio shows	<b>1</b>
17. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	<b>1</b>
18. Public television news shows like McNeil Lehrer	<b>1</b>
19. Opinion magazines like Weekly Standard	<b>*</b>
20. Opinion websites like Drudge Report or slate.com	<b>*</b>
21. Comedy Shows like the Daily Show with Jon Stewart	<b>*</b>
22. Late Night TV Shows like Jay Leno	<b>*</b>
23. Morning TV shows like Today, Good Morning America	<b>*</b>
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	<b>*</b>
25. Other	<b>17</b>
26. DK/Refused	<b>7</b>

34. In what year were you born?

1. 18-34	<b>9</b>
2. 35-44	<b>13</b>
3. 45-54	<b>24</b>
4. 55-64	<b>24</b>
5. 65+	<b>28</b>

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35. Generally speaking, do you consider yourself (**ROTATE**) 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>

36. 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
37. Are there children in your household under the age of 18 years old?
1. Yes 27
  2. No 72
  3. DK/Refused **(DO NOT READ)** 1
38. What is your current marital status?
1. Single, never married 15
  2. Married 60
  3. Separated 1
  4. Divorced 10
  5. Widowed 11
  6. DK/Refused **(DO NOT READ)** 2
39. What is the annual income of your household before taxes? Is it...
1. Less than 15K 8
  2. 15K-30K 11
  3. 30K-50K 17
  4. 50K-75K 18
  5. 75K-100K 13
  6. Over 100K 16
  7. DK/Refused **(DO NOT READ)** 18
40. What is your religion?
1. Catholic 26
  2. Mainline Protestant 18
  3. Evangelical/Fundamentalist Protestant 13
  4. Atheist/ Agnostic 5
  5. Jewish 2
  6. Mormon 2
  7. Other 25
  8. DK/Refused **(DO NOT READ)** 8
41. What is your race?
1. White 80
  2. African-American 8
  3. Hispanic 6
  4. Asiatic 2
  5. Other **(SPECIFY)** 1
  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 | 54 |
| 3. Rural    | 19 |

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

- |                     |    |
|---------------------|----|
| 1. Northeast        | 19 |
| 2. South            | 30 |
| 3. Midwest          | 19 |
| 4. Plains/Mountains | 14 |
| 5. West Coast       | 15 |