



**NEW MODELS NATIONAL BRAND SURVEY
December 15-16, 2007**

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) | 8 |
| 3. Wrong Track | 66 |

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

- | | |
|--|-----------|
| 1. Approve | 33 |
| 2. Don't Know/Refused (DO NOT READ) | 3 |
| 3. Disapprove | 63 |

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)**

	FAVORABLE	UNFAVORABLE	NAME ID
3. Republicans in Congress	36	57	100
4. Democrats in Congress	42	52	100

5. 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 | 37 |
| 2. Lean Republican | 3 |
| 3. Undecided | 6 |
| 4. Lean Democrat | 3 |
| 5. Democrat | 47 |
| 6. DK/Refused (DO NOT READ) | 3 |

TOTAL REPUBLICAN:	40
TOTAL DEMOCRAT:	50

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

- | | |
|------------|-----------|
| 1. Approve | 28 |
|------------|-----------|

- | | |
|--|-----------|
| 2. Disapprove | 65 |
| 3. DK/Refused (DO NOT READ) | 7 |
| 7. 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 | 25 |
| 2. DK/Refused (DO NOT READ) | 6 |
| 3. Wrong Track | 69 |
| 8. Generally speaking, would you say your personal financial situation is headed in the right direction, or is it seriously headed off on the wrong track? | |
| 1. Right Direction | 66 |
| 2. DK/Refused (DO NOT READ) | 6 |
| 3. Wrong Track | 28 |
| 9. What group of issues concerns you the most? (ROTATE) | |
| 1. Economic - like taxes, budget, and jobs | 27 |
| 2. Social – like education, health care, and the environment | 31 |
| 3. Moral – like prayer in school, abortion, and gay rights | 15 |
| 4. Foreign Affairs - like defense, terrorism and international relations | 23 |
| 5. DK/Refused (DO NOT READ) | 5 |

Now I am going to read a list of possible outcomes and goals. On a scale of 1-9 with 1 being somewhat important, 5 very important, and 9 extremely important, please tell me how important it is to achieve that goal. (**ROTATE**)

- | | MEAN |
|---|-------------|
| 10. Ensuring that every child in America can read | 8.03 |
| 11. Giving every American the opportunity to go to college | 6.70 |
| 12. Balancing the budget without raising taxes | 7.13 |
| 13. Reducing waste, fraud and abuse in government spending | 8.07 |
| 14. Winning the war against radical Islam | 6.55 |
| 15. Securing the borders | 6.88 |
| 16. Establishing a stable government in Iraq | 5.68 |
| 17. Making communities and schools safer | 7.55 |
| 18. Ensuring that every American has access to affordable health coverage | 7.54 |
| 19. Curing diseases like cancer and diabetes | 7.54 |
| 20. Helping doctors have more time with patients | 6.76 |
| 21. Helping Americans be healthier through wellness and prevention | 7.08 |
| 22. Stopping tax increases | 6.49 |
| 23. Creating 5 million jobs over the next 4 years | 6.85 |
| 24. Ensuring wages rise faster than expenses | 6.65 |
| 25. Stabilizing and improving the value of homes | 6.25 |
| 26. Eliminating dependence on foreign oil | 7.65 |
| 27. Reducing global warming | 6.31 |
| 28. Creating better economic opportunities for every American | 7.30 |

SPECIFIC ISSUE QUESTIONS**SECURITY**

29. In thinking about security and safety, which concerns you more? **(ROTATE)**

- | | |
|-----------------------------|----|
| 1. Terrorism | 43 |
| 2. Crime in your local area | 55 |
| 3. DK/Refused (DO NOT READ) | 3 |

30. Which approach would make the country safer? **(ROTATE)**

- | | |
|---|----|
| 1. Strengthening alliances and working more closely with our allies | 57 |
| 2. Maintaining our military strength to act and putting our national interest first even if our allies object | 38 |
| 3. DK/Refused (DO NOT READ) | 4 |

HEALTH CARE

31. Do you feel that you do or do not have enough choices in health care?

- | | |
|--------------------------------------|----|
| 1. Do | 55 |
| 2. Do not | 43 |
| 3. DK/Refused (DO NOT READ) | 2 |

32. Do you feel that you do or do not have enough control over your own health care?

- | | |
|--------------------------------------|----|
| 1. Do | 60 |
| 2. Do not | 39 |
| 3. DK/Refused (DO NOT READ) | 1 |

ECONOMY

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

- | | |
|---|----|
| 1. The federal government should focus on protecting existing jobs by penalizing employers who move jobs overseas | 46 |
| 2. The federal government should focus on helping employers create new jobs | 48 |
| 3. DK/Refused (DO NOT READ) | 6 |

34. If we focused on eliminating dependence on foreign oil by creating a substance to replace gasoline, do you think that is achievable or not achievable?

- | | |
|--------------------------------------|----|
| 1. Achievable | 82 |
| 2. Not achievable | 15 |
| 3. DK/Refused (DO NOT READ) | 3 |

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

35. 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	45
2. Local TV news	24
3. CNN News	19
4. Fox News	14
5. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV ABC News	11
6. National Public Radio	8
7. ABC News	7
8. NBC News	7
9. News Pages of Internet Service Providers such as Yahoo News and MSN News	6
10. CBS News	5
11. News magazines such as Time, US News, and Newsweek	5
12. General radio news station	4
13. Talk radio like Rush Limbaugh	4
14. MSNBC/CNBC News	2
15. Opinion websites like Drudge Report or slate.com	1
16. Religious radio shows	1
17. CSpan	1
18. Opinion magazines like Weekly Standard	1
19. Public television news shows like McNeil Lehrer	1
20. Morning TV shows like Today, Good Morning America	*
21. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	*
22. Comedy Shows like the Daily Show with Jon Stewart	-
23. Late Night TV Shows like Jay Leno	-
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
25. Other	16
26. DK/Refused	6

36. In what year were you born?

1. 18-34	9
2. 35-44	16
3. 45-54	22
4. 55-64	22
5. 65+	29

37. 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
6. DK/Refused (DO NOT READ)	1
38. 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
39. Are there children in your household under the age of 18 years old?	
1. Yes	29
2. No	70
3. DK/Refused (DO NOT READ)	1
40. What is your current marital status?	
1. Single, never married	11
2. Married	65
3. Separated	1
4. Divorced	10
5. Widowed	11
6. DK/Refused (DO NOT READ)	1
41. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	7
2. 15K-30K	13
3. 30K-50K	16
4. 50K-75K	19
5. 75K-100K	11
6. Over 100K	17
7. DK/Refused (DO NOT READ)	16
42. What is your religion?	
6. Evangelical/Fundamentalist Protestant	13
7. Mainline Protestant	17
8. Catholic	24
9. Jewish	3
10. Mormon	1
11. Atheist/ Agnostic	6
12. Other	29
13. DK/Refused (DO NOT READ)	7
43. What is your race?	
1. Hispanic	5
2. African-American	7

3. Asiatic	1
4. White	84
5. Other (SPECIFY)	1
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	26
2. Suburban	53
3. Rural	21

Region: (Region taken from sample information)

1. Northeast	19
2. South	31
3. Midwest	19
4. Plains/Mountains	13
5. West Coast	15