



**NEW MODELS NATIONAL BRAND SURVEY
October 29-30, 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 | 24 |
| 2. Don't Know/Refused (DO NOT READ) | 9 |
| 3. Wrong Track | 67 |

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

- | | |
|--|-----------|
| 1. Approve | 36 |
| 2. Don't Know/Refused (DO NOT READ) | 4 |
| 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	Never Heard of	No Opinion
3. Republicans in Congress	36	58	*	6
4. Democrats in Congress	42	53	-	6

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

- | | |
|--|-----------|
| 1. National Defense/Foreign Affairs/Iraq | 22 |
| 2. The Economy | 14 |
| 3. Health Care/Prescription Drugs | 11 |
| 4. Social Security | 10 |
| 5. Immigration | 7 |
| 6. Terrorism | 6 |
| 7. National Deficit/Spending | 5 |
| 8. Jobs | 4 |
| 9. Education | 4 |
| 10. Environment | 4 |
| 11. Taxes | 3 |
| 12. Retirement and Investments | 1 |
| 13. Crime and Safety | 1 |
| 14. Energy | 1 |

- 15. Gas prices 2
- 16. Other (**SPECIFY**) 3
- 17. Don't Know/Refused (**DO NOT READ**) 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?

	<u>REP</u>	<u>DEM</u>	<u>DK</u>
6. Education	37	54	10
7. Health Care/Prescription Drugs	34	56	10
8. The economy	41	50	9
9. Jobs	39	52	9
10. War in Iraq	38	51	11
11. Energy and Gas Prices	32	53	14
12. War on terror	45	43	12
13. Fiscal responsibility	38	48	13
14. Taxes	44	47	9

(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 (**GO TO Q16**) 38
- 2. No (**GO TO Q18**) 60
- 3. DK/Refused (**DO NOT READ**) (**GO TO Q18**) 2

16. What was it?

- 1. War in Iraq 25
- 2. Child Care/SCHIP/SCHIP Veto 22
- 3. Economy/Jobs/Taxes 12
- 4. Healthcare Issues 8
- 5. Arguing/Partisan Politics/Doing Nothing 8
- 6. Immigration/Border Problems 6
- 7. Iran/Terrorism/National Security 5
- 8. Environmental Issues 4
- 9. Hearings/Attorney General Mention 3
- 10. Foreign Affairs Issues 3
- 11. Supporting Bush 3
- 12. Education Issues/Dream Act 3
- 13. Political Campaigns 3
- 14. Energy Issues (Gas Prices) 3
- 15. Morality/Sex Scandal 2
- 16. Social Security 1
- 17. Standing up against Bush 1
- 18. Pulling the troops/Stop funding in Iraq 1
- 19. Nothing/Can't Remember 10
- 20. Other 5
- 21. DK/Refused 5

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

- | | |
|---|----|
| 1. More Favorable | 40 |
| 2. Less Favorable | 50 |
| 3. No Difference (DO NOT READ) | 10 |

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

- | | |
|--|----|
| 1. Yes (GO TO Q19) | 48 |
| 2. No (GO TO Q21) | 52 |
| 3. DK/Refused (DO NOT READ)(GO TO Q21) | 1 |

19. What was it?

- | | |
|--|----|
| 1. Child Care/SCHIP/SCHIP Veto | 25 |
| 2. Healthcare Issues | 11 |
| 3. War in Iraq | 10 |
| 4. Economy/Jobs/Taxes | 9 |
| 5. Arguing/Partisan Politics/Doing Nothing | 7 |
| 6. Pulling the troops/Stop funding in Iraq | 6 |
| 7. Political Campaigns | 6 |
| 8. Standing up against Bush | 5 |
| 9. Immigration/Border Problems | 5 |
| 10. Foreign Affairs Issues | 4 |
| 11. Environmental Issues | 3 |
| 12. Education Issues/Dream Act | 3 |
| 13. Iran/Terrorism/National Security | 1 |
| 14. Energy Issues (Gas Prices) | 1 |
| 15. Hearings/Attorney General Mention | 1 |
| 16. Social Security | 1 |
| 17. Supporting Bush | - |
| 18. Morality/Sex Scandal | - |
| 19. Nothing/Can't Remember | 5 |
| 20. Other | 3 |
| 21. DK/Refused | 1 |

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

- | | |
|---|----|
| 1. More Favorable | 48 |
| 2. Less Favorable | 44 |
| 3. No Difference (DO NOT READ) | 8 |

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 | 39 |
| 2. Lean Republican | 2 |
| 3. Undecided | 5 |
| 4. Lean Democrat | 4 |
| 5. Democrat | 48 |
| 6. DK/Refused (DO NOT READ) | 2 |

Total Republican	41
Total Democrat	52

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

1. Approve	26
2. Disapprove	65
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	32
2. DK/Refused (DO NOT READ)	6
3. Wrong Track	63

TAXES

24. Do you believe or not believe the following statement: The AMT was originally created by Democrats to make sure the rich paid their fair share in taxes, but over time it has come to include over 20 million Americans.

1. Believe	48
2. Do not believe	24
3. DK/Refused (DO NOT BELIEVE)	28

25. Do you believe or not believe the following statement: If taxes are increased, economic growth will be hurt as a result, so it won't raise as much revenue as originally thought.

1. Believe	49
2. Do not believe	44
3. DK/Refused (DO NOT BELIEVE)	8

Ideology

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate:

	<u>MEAN</u>
26. Your own political ideology	5.82
27. Ideology of Republicans in Congress	6.08
28. Ideology of Democrats in Congress	4.27

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

29. 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	27
3. CNN News	18
4. Fox News	16

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

30. In what year were you born?

1. 18-34	10
2. 35-44	14
3. 45-54	22
4. 55-64	23
5. 65+	28

31. 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

32. 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
33. Are there children in your household under the age of 18 years old?	
1. Yes	28
2. No	71
3. DK/Refused (DO NOT READ)	1
34. What is your current marital status?	
1. Single, never married	12
2. Married	62
3. Separated	1
4. Divorced	12
5. Widowed	11
6. DK/Refused (DO NOT READ)	2
35. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	8
2. 15K-30K	11
3. 30K-50K	18
4. 50K-75K	18
5. 75K-100K	11
6. Over 100K	16
7. DK/Refused (DO NOT READ)	16
36. What is your religion?	
1. Catholic	23
2. Mainline Protestant	19
3. Evangelical/Fundamentalist Protestant	16
4. Atheist/ Agnostic	6
5. Jewish	2
6. Mormon	2
7. Other	25
8. DK/Refused (DO NOT READ)	7
37. What is your race?	
1. White	83
2. African-American	8
3. Hispanic	4
4. Asiatic	2
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 | 25 |
| 2. Suburban | 55 |
| 3. Rural | 20 |

Region: (Region taken from sample information)

- | | |
|---------------------|----|
| 1. Northeast | 19 |
| 2. South | 30 |
| 3. Midwest | 20 |
| 4. Plains/Mountains | 14 |
| 5. West Coast | 15 |