



**NEW MODELS NATIONAL BRAND SURVEY
September 16-17, 2008**

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 | 31 |
| 2. Don't Know/Refused (DO NOT READ) | 6 |
| 3. Wrong Track | 63 |

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

- | | |
|--|-----------|
| 1. Approve | 34 |
| 2. Don't Know/Refused (DO NOT READ) | 4 |
| 3. Disapprove | 62 |

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

- | | |
|--------------------------------------|-----------|
| 1. Approve | 17 |
| 2. Disapprove | 77 |
| 3. DK/Refused (DO NOT READ) | 7 |

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
4. Republicans in the US Senate	41	54	100
5. Democrats in the US Senate	45	50	100

6. 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 | 14 |
| 3. Health Care/Prescription Drugs | 8 |
| 4. Education | 5 |
| 5. Taxes | 4 |
| 6. Gas prices | 4 |
| 7. Social Security | 4 |
| 8. Energy | 4 |
| 9. Terrorism | 3 |
| 10. Jobs | 3 |
| 11. National Deficit/Spending | 3 |

12. Immigration	4
13. Environment	2
14. Crime and Safety	1
15. Retirement and Investments	-
16. Other (SPECIFY)	3
17. Don't Know/Refused (DO NOT READ)	2

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	55
8. Health Care/Prescription Drugs	37	54
9. The economy	43	51
10. Jobs	41	52
11. War in Iraq	47	47
12. Energy and Gas Prices	42	51
13. War on terror	49	43
14. Fiscal responsibility	42	48
15. Taxes	46	48
16. Alternative energy	36	55
17. Energy independence	42	51

(ROTATE 18-20 and 21-23)

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

1. Yes (GO TO Q19)	42
2. No (GO TO Q21)	57
3. DK/Refused (DO NOT READ) (GO TO Q21)	1

19. What was it?

1. Off-shore drilling	20
2. National Convention	16
3. War in Iraq/Terrorism	12
4. Energy Issues	11
5. John McCain/Sarah Palin	9
6. Democrats/Republican	7
7. Taxes	7
8. Economy	4
9. Mortgage Crisis	2
10. Healthcare	2
11. Gas Prices	3
12. National Security	3
13. More Jobs	1
14. Immigration Amnesty Program	1
15. Election Issues	1
16. Vacation	1
17. Awareness of Children	1
18. Education	1
19. Abortion/Gay Marriage	1
20. Overall Negative Comment	1

21. Global Warming	-
22. Don't know/can't recall	9
23. Other	7
24. NA	4
20. Did it make you more favorable or less favorable to Senate Republicans?	
1. More Favorable	53
2. Less Favorable	41
3. No Difference (DO NOT READ)	6
21. In the last couple of weeks have you seen, read or heard anything that Senate Democrats were doing?	
1. Yes (GO TO Q22)	39
2. No (GO TO Q24)	60
3. DK/Refused (DO NOT READ)(GO TO Q24)	2
22. What was it?	
1. National Convention	17
2. Energy Issues	16
3. Off-Shore drilling	12
4. War in Iraq/Terrorism	10
5. Healthcare	9
6. Barack Obama/Joe Biden	7
7. Economy	7
8. Education	5
9. Taxes	4
10. Democrats/Republicans	4
11. Vacation/Congress was not in session	3
12. Gas Prices	3
13. Political Candidates	2
14. More Jobs	1
15. Overall negative comment	1
16. Chip Program	1
17. Mortgage Crisis	1
18. Immigration/amnesty program	1
19. National security	-
20. Awareness of children	-
21. Global warming	-
22. Abortion/Gay marriage	-
23. DK/Can't recall	11
24. Other	6
25. NA	3
23. Did it make you more favorable or less favorable to Senate Democrats?	
1. More Favorable	51
2. Less Favorable	40
3. No Difference (DO NOT READ)	9

24. If the elections were held today for US Senate 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	2
3. Undecided	4
4. Lean Democrat	2
5. Democrat	48
6. DK/Refused (DO NOT READ)	2
TOTAL REPUBLICAN	44
TOTAL DEMOCRAT	50

25. 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	26
2. Wrong Track	70
3. DK/Refused (DO NOT READ)	4

26. Do you believe or not believe the following statement: Congress should pass the most aggressive bill it can to address our energy situation.

1. Believe	76
2. Do not believe	18
3. DK/Refused (DO NOT READ)	6

27. Do you favor or oppose drilling in the Arctic National Wildlife Refuge?

1. Favor	56
2. Oppose	39
3. DK/Refused (DO NOT READ)	5

28. Which of the following would you prefer? **(ROTATE)**

1. Open all restricted areas to drilling to generate the government revenues to fund \$300 billion of alternative energy research over the next 10 years	39
2. Open up a limited amount of presently restricted areas in order to preserve the environment and increase taxes to fund \$150 billion on alternative energy research	46
3. DK/Refused (DO NOT READ)	15

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

1. Those who say we can't pass a broad overhaul of America's energy policies because of political differences in Congress, but we can at least take some initial first steps and should pass	
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- | | |
|--|-----------|
| those. | 41 |
| 2. Those who say that Congress should not accept a limited energy package, but rather a broader comprehensive energy reform package. | 44 |
| 3. DK/Refused (DO NOT READ) | 15 |
30. If a Senator said that he or she would filibuster a bill if it did not meet the threshold of \$300 billion for alternative energy without raising taxes, would you support or oppose that position?
- | | |
|-----------------------------|-----------|
| 1. Support | 43 |
| 2. Oppose | 44 |
| 3. DK/Refused (DO NOT READ) | 13 |

Ideology

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

	MEAN
31. Your own political ideology	5.6
32. Ideology of Republicans in the Senate	6.3
33. Ideology of Democrats in the Senate	4.0
34. Ideology of Barack Obama	3.8
35. Ideology of John McCain	6.3
36. Ideology of the media	4.0

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

37. 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 | 39 |
| 2. Local TV news | 28 |
| 3. CNN News | 20 |
| 4. Fox News | 18 |
| 5. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites | 13 |
| 6. National Public Radio | 9 |
| 7. NBC News | 8 |
| 8. News Pages of Internet Service Providers such as Yahoo News and MSN News | 8 |
| 9. ABC News | 7 |
| 10. MSNBC/CNBC News | 6 |
| 11. News magazines such as Time, US News, and Newsweek | 5 |
| 12. CBS News | 4 |
| 13. Talk radio like Rush Limbaugh | 3 |
| 14. General radio news station | 3 |
| 15. Late Night TV Shows like Jay Leno | 1 |

16. Morning TV shows like Today, Good Morning America	1
17. CSpan	1
18. Opinion magazines like Weekly Standard	
19. Opinion websites like Drudge Report or slate.com	1
20. Public television news shows like McNeil Lehrer	1
21. Comedy Shows like the Daily Show with Jon Stewart	-
22. Religious radio shows	-
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	14
26. DK/Refused	2
38. 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

39. 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 (DO NOT READ)	1
40. 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
41. Are there children in your household under the age of 18 years old?	
1. Yes	37
2. No	63
3. DK/Refused (DO NOT READ)	
42. What is your current marital status?	
1. Single, never married	
2. Married	

3. Separated	
4. Divorced	
5. Widowed	
6. DK/Refused (DO NOT READ)	
43. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	5
2. 15K-30K	9
3. 30K-50K	17
4. 50K-75K	17
5. 75K-100K	12
6. Over 100K	22
7. DK/Refused (DO NOT READ)	
44. What is your religion?	
1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	14
3. Catholic	27
4. Jewish	
5. Mormon	
6. Atheist/ Agnostic	
7. Other	
8. DK/Refused (DO NOT READ)	
45. What is your race?	
1. Hispanic	7
2. African-American	9
3. Asiatic	2
4. White	78
5. Other (SPECIFY)	2
6. DK/Refused (DO NOT READ)	2
46. 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	45
2. Lean McCain	1
3. Undecided	3
4. Lean Obama	1
5. Obama	48
6. DK/Refused (DO NOT READ)	2
TOTAL MCCAIN	46
TOTAL OBAMA	49

Gender: **(BY OBSERVATION)**

- | | |
|-----------|-----------|
| 1. Male | 48 |
| 2. Female | 52 |

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

- | | |
|-------------|----|
| 1. Urban | 29 |
| 2. Suburban | 56 |
| 3. Rural | 14 |

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

- | | |
|---------------------|----|
| 1. Northeast | 18 |
| 2. South | 31 |
| 3. Midwest | 18 |
| 4. Plains/Mountains | 16 |
| 5. West Coast | 16 |