



**NEW MODELS NATIONAL BRAND SURVEY
October 22-23, 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 15
 2. Don't Know/Refused (**DO NOT READ**) 8
 3. Wrong Track 77

2. Overall would you say that you approve or disapprove of the job George Bush is doing as President?
 1. Approve 27
 2. Don't Know/Refused (**DO NOT READ**) 5
 3. Disapprove 68

3. Do you approve or disapprove of the job Congress is doing?
 1. Approve 15
 2. Disapprove 78
 3. DK/Refused (**DO NOT READ**) 6

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	NO OPINION
4. Republicans in Congress	31	63	100	5
5. Democrats in Congress	40	55	100	5

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 41
 2. National Defense/Foreign Affairs/Iraq 10
 3. Health Care/Prescription Drugs 6
 4. National Deficit/Spending 5
 5. Education 4
 6. Social Security 4
 7. Jobs 4
 8. Taxes 4
 9. Retirement and Investments 2
 10. Terrorism 2
 11. Environment 3

12. Immigration	3
13. Energy	3
14. Crime and Safety	1
15. Gas prices	1
16. Other (SPECIFY)	3
17. Don't Know/Refused (DO NOT READ)	4

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. The economy	39	53
8. War in Iraq	44	50
9. Energy and Gas Prices	38	53
10. Taxes	44	49
11. Small business	42	50

(ROTATE 12-14 and 15-17)

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

1. Yes (GO TO Q13)	51
2. No (GO TO Q16)	47
3. DK/Refused (DO NOT READ) (GO TO Q16)	2

13. What was it?

1. Bailout	38
2. Stance on Economy	16
3. Stance on Iraq	7
4. Negative	6
5. Financial Crisis	5
6. Taxes	5
7. Stimulus package	5
8. Oil/energy/drilling/gas prices	4
9. Positive	3
10. Attacks on Dems/Obama	3
11. Election/Campaigning	2
12. McCain	2
13. Oppose Democrats	2
14. Real Estate/Mortgages	2
15. Health care	1
16. Employment/jobs	1
17. Can't Remember	7
18. Don't know/ Refused	5
19. Others	8

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

1. More Favorable	35
2. Less Favorable	55
3. No Difference (DO NOT READ)	11

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

- | | |
|--|----|
| 1. Yes (GO TO Q16) | 55 |
| 2. No (GO TO Q18) | 43 |
| 3. DK/Refused (DO NOT READ)(GO TO Q18) | 2 |

16. What was it?

- | | |
|--|----|
| 1. Fixing the economy/economic issues/financial crisis | 23 |
| 2. Financial package/bail out plans/voting for bail out | 22 |
| 3. About the bailout/bailout plan (general) | 15 |
| 4. Discussion on tax/tax issues | 10 |
| 5. About stimulus package/second stimulus package | 8 |
| 6. Pull out troops from Iraq/ against Iraq war | 4 |
| 7. Talking about passing bill for health care/issues on health care | 3 |
| 8. Discussions on election/ getting candidate elected | 3 |
| 9. General negative | 3 |
| 10. Doing nothing/not doing their job | 2 |
| 11. Talks on energy bill issues regarding energy crisis/alter. resources | 2 |
| 12. They want to get jobs for everybody | 2 |
| 13. Budgeting issues/Money spending | 2 |
| 14. Bill to resolve a certain issue/talking on issues | 2 |
| 15. Drilling oil/offshore drilling issues | 1 |
| 16. Education issues/passing a bill for education | 1 |
| 17. Republicans and Democrats debating on issues | 1 |
| 18. DK/Refused | 4 |
| 19. Can't remember | 5 |
| 20. Other | 8 |

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

- | | |
|---|----|
| 1. More Favorable | 42 |
| 2. Less Favorable | 47 |
| 3. No Difference (DO NOT READ) | 11 |

18. 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 | 1 |
| 3. Undecided | 2 |
| 4. Lean Democrat | 2 |
| 5. Democrat | 50 |
| 6. DK/Refused (DO NOT READ) | 3 |

TOTAL DEMOCRAT	52
TOTAL REPUBLICAN	42

19. 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 | 16 |
| 2. Wrong Track | 77 |
| 3. DK/Refused (DO NOT READ) | 7 |
20. What should be the focus of government economic policy? (ROTATE)
- | | |
|-----------------------------|----|
| 1. Economic growth and jobs | 86 |
| 2. Redistribution of wealth | 9 |
| 3. DK/Refused (DO NOT READ) | 5 |
21. Do you believe or not believe the following statement: Government should spread wealth around by raising taxes on those making too much money.
- | | |
|-----------------------------|----|
| 1. Believe | 40 |
| 2. Do not believe | 55 |
| 3. DK/Refused (DO NOT READ) | - |
22. Do you believe or not believe the following statement: We should provide tax cuts to the middle class by increasing taxes on families making over \$250,000 a year.
- | | |
|-----------------------------|----|
| 1. Believe | 52 |
| 2. Do not believe | 44 |
| 3. DK/Refused (DO NOT READ) | 4 |
23. Do you believe or not believe the following statement: Government should give money to those making under \$40,000 who don't have any federal taxes to pay, by raising taxes on families making over \$250,000 a year.
- | | |
|-----------------------------|----|
| 1. Believe | 34 |
| 2. Do not believe | 61 |
| 3. DK/Refused (DO NOT READ) | 6 |
24. Do you believe or not believe the following statement: We should provide a middle class tax cut by taxing the wealthy.
- | | |
|-----------------------------|----|
| 1. Believe | 50 |
| 2. Do not believe | 45 |
| 3. DK/Refused (DO NOT READ) | 5 |
25. If the government gave money to people who do not pay taxes, would you consider this (ROTATE)
- | | |
|-----------------------------|----|
| 1. A tax credit | 29 |
| 2. Welfare | 63 |
| 3. DK/Refused (DO NOT READ) | 8 |
26. Which of the following is the most likely reason for the failure of financial institutions that provide mortgages? (**ROTATE**)
- | | |
|---|----|
| 1. Financial institutions pushed risky mortgages on consumers | 43 |
| 2. The government implemented a policy that made | |

- | | |
|---|----|
| home mortgages more available to people who previously had difficulty qualifying, and in the end, they could not afford their mortgages | 47 |
| 3. DK/Refused (DO NOT READ) | 10 |

27. Do you believe the recent financial crisis is the result of (ROTATE)

- | | |
|--|----|
| 1. The failure of the free market because there are not enough regulations | 40 |
| 2. Reckless government policy of forcing banks to provide high risk loans to people who could not afford it. | 50 |
| 3. DK/Refused (DO NOT READ) | 10 |

28. Do you believe or not believe the following statement: If we cut taxes on small businesses, they will use that money to create jobs.

- | | |
|-----------------------------|----|
| 1. Believe | 71 |
| 2. Do not believe | 25 |
| 3. DK/Refused (DO NOT READ) | 4 |

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 | 40 |
| 2. Local TV news | 30 |
| 3. CNN News | 23 |
| 4. Fox News | 16 |
| 5. Websites of news organizations such as cnn.com, msnbc.com, | |
| 6. nytimes.com, and TV station websites | 13 |
| 7. National Public Radio | 10 |
| 8. News Pages of Internet Service Providers such as Yahoo News and MSN News | 8 |
| 9. NBC News | 7 |
| 10. MSNBC/CNBC News | 6 |
| 11. News magazines such as Time, US News, | |
| 12. and Newsweek | 5 |
| 13. Talk radio like Rush Limbaugh | 4 |
| 14. ABC News | 4 |
| 15. CBS News | 3 |
| 16. General radio news station | 3 |
| 17. Opinion websites like Drudge Report or slate.com | 1 |
| 18. Religious radio shows | 1 |
| 19. Public television news shows like McNeil Lehrer | 1 |
| 20. CSpan | - |
| 21. Opinion magazines like Weekly Standard | - |

22. Comedy Shows like the Daily Show with Jon Stewart	-
23. Late Night TV Shows like Jay Leno	-
24. Morning TV shows like Today, Good Morning America	-
25. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	-
26. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
27. Other	12
28. DK/Refused	3

30. 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

31. 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

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	40
2. No	59
3. DK/Refused (DO NOT READ)	-

34. What is your current marital status?

1. Single, never married	14
2. Married	67
3. Separated	1
4. Divorced	9
5. Widowed	9
6. DK/Refused (DO NOT READ)	1

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

1. Less than 15K	6
2. 15K-30K	10
3. 30K-50K	16
4. 50K-75K	19
5. 75K-100K	12
6. Over 100K	23
7. DK/Refused (DO NOT READ)	13

36. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	14
3. Catholic	25
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	6
7. Other	28
8. DK/Refused (DO NOT READ)	8

37. What is your race?

1. Hispanic	6
2. African-American	8
3. Asiatic	2
4. White	81
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	27
2. Suburban	56
3. Rural	16

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

1. Northeast	18
2. South	28
3. Midwest	21
4. Plains/Mountains	17
5. West Coast	15

General Ballot:

1. Republican	42
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2. Democrat

52