



NEW MODELS NATIONAL BRAND SURVEY
March 24-25, 2009

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 **49**
- 2. Don't Know/Refused **(DO NOT READ)** **9**
- 3. Wrong Track **42**

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

- 1. Approve **62**
- 2. Don't Know/Refused **(DO NOT READ)** **7**
- 3. Disapprove **31**

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
3. Republicans in Congress	39	52	99	8
4. Democrats in Congress	53	41	100	6
5. Timothy Geithner	33	29	76	14
6. Nancy Pelosi	36	48	93	9

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

- 1. Education **6**
- 2. Social Security **4**
- 3. Retirement and Investments **2**
- 4. Terrorism **2**
- 5. Health Care/Prescription Drugs **9**
- 6. The Economy **41**
- 7. Jobs **7**
- 8. Taxes **5**
- 9. Crime and Safety **1**
- 10. Environment **2**
- 11. National Defense/Foreign Affairs/Iraq **7**
- 12. National Deficit/Spending **8**
- 13. Energy **1**
- 14. Gas prices **-**
- 15. Immigration **2**
- 16. Other **(SPECIFY)** **1**
- 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
8. Education	29	61
9. Health Care/Prescription Drugs	30	59
10. The economy	35	55
11. Jobs	33	57
12. Foreign affairs	39	53
13. Energy and Gas Prices	31	59
14. War on terror	45	47
15. Fiscal responsibility	37	50
16. Taxes	42	50

(ROTATE 17-19 and 20-22)

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

1. Yes (GO TO Q18)	45
2. No (GO TO Q20)	53
3. DK/Refused (DO NOT READ) (GO TO Q20)	2

18. What was it?

Economy	8
In favor of stimulus	3
Against stimulus	13
Stimulus (non specific)	5
Budget Proposals	2
Budget (non specific)	4
Against govt. spending	8
Opposing Obama	17
Tax increase/more taxes	1
Tax cuts/lowering taxes	2
AIG	3
Against the Democrats/opposing	8
Not being bipartisan/not working with Dems	3
Against the bailout	3
Bailout (non specific)	5
Building bridges, railroads	-
Fixing the country	1
Republicans keep complaining but offer no answers	1
Opposing the budget proposal	6
Healthcare issues	3
Tax policy/tax reforms	2
Against AIG Bailout	5
War in Iraq	1
Trying to stop the country from becoming socialist	1
Passing of new bill	1
Voting against the bills	1
Making their stand on what they believe in	1
Trying to be cooperative	1
They were with the Dems/acting like Dems	-
Don't pay attention to politics	-
Can't remember	5
Other	7

DK/Refused	2
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19. Did it make you more favorable or less favorable to Congressional Republicans?

1. More Favorable	37
2. Less Favorable	53
3. No Difference (DO NOT READ)	9

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

1. Yes (GO TO Q21)	64
2. No (GO TO Q23)	35
3. DK/Refused (DO NOT READ)(GO TO Q23)	1

21. What was it?

1. Economic stimulus package	21
2. Economy	19
3. Bailout programs	12
4. Budget plans	11
5. Overspending/deficit spending	7
6. Bonuses for AIG	7
7. Health care	7
8. AIG Issues/ Chris Dodd and Aid	6
9. Increase in taxes	4
10. Job creation	4
11. Taxation of Bonuses	4
12. Support for Obama	2
13. Educational Reform	3
14. Not doing their job	3
15. Pass/vote on bills	3
16. War/Iraq war	2
17. They do a good job/do things for people	2
18. Tax rebates	1
19. Oppose Obama's Plan	1
20. Energy/gas prices	1
21. Illegal Immigration	1
22. Negative comments about Democrats	1
23. Support stem cell research	1
24. Lead the country to socialism	1
25. Terrorism Issues	-
26. Get the country into serious debt	-
27. Can't remember	4
28. Other	8
29. DK/Refused	2

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

1. More Favorable	47
2. Less Favorable	45
3. No Difference (DO NOT READ)	8

23. 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 | 3 |
| 3. Undecided | 3 |
| 4. Lean Democrat | 2 |
| 5. Democrat | 50 |
| 6. DK/Refused (DO NOT READ) | 3 |

TOTAL REPUBLICAN	42
TOTAL DEMOCRAT	52

24. Which of the following are you counting on the most for your retirement? **(ROTATE - CHOOSE TWO)**

- | | |
|---|-----------|
| 1. A 401K | 33 |
| 2. Social Security | 37 |
| 3. Pension | 20 |
| 4. Value of your home | 12 |
| 5. Personal savings | 25 |
| 6. Stocks and investments | 16 |
| 7. I plan to continue working rather than retiring. | 15 |
| 8. Other (DO NOT READ) | 4 |
| 9. DK/Refused (DO NOT READ) | 2 |

25. Do you believe that **(ROTATE)**

- | | |
|--|-----------|
| 1. President Obama is trying to take on too many issues and not focusing on the economy as much as he should | 33 |
| OR | |
| 2. President Obama is correct in trying to take on several problems at once | 63 |
| 3. DK/Refused (DO NOT READ) | 4 |

26. Do you favor or oppose President Obama's health care plan?

- | | |
|------------------------------------|-----------|
| 1. Favor | 51 |
| 2. Oppose | 31 |
| 3. DK/Refused (DO NOT READ) | 19 |

27. Do you believe that President Obama will **(ROTATE)**

- | | |
|---|-----------|
| 1. Only increase taxes on people making over \$250,000 a year | 47 |
| 2. Increase taxes on everyone | 47 |
| 3. DK/Refused (DO NOT READ) | 6 |

28. The Congressional Budget Office last week said that President Obama’s budget would produce 9.3 trillion dollars in deficits over the next 10 years. Knowing this should which of the two following statements comes closer to your view? **(ROTATE)**

- 1. These huge deficits reflect too much increased spending and are putting the country’s future at serious risk. We need to significantly reduce the amount of increased government spending being proposed, and get the economy back on track first. **52**
OR
- 2. These large deficits reflect pessimistic economic federal tax revenue projections, and when the stimulus package kicks in, the economy will grow and the amount of tax revenues will increase and the deficit will go down, allowing the country to fund critical health care, education, and climate change initiatives. **44**
- 3. DK/Refused (DO NOT READ) **5**

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

- 1. Government should have regulatory mechanisms regarding bonuses and salaries because of the tax dollars being spent to prop up financial institutions **48**
- 2. Government is going too far injecting itself into the private sector, and we’re heading down a slippery slope where government bureaucrats are making decisions about how people run their businesses. **46**
- 3. DK/Refused (DO NOT READ) **6**

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

30. 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. ABC News **8**
- 2. NBC News **8**
- 3. CBS News **5**
- 4. Local TV news **16**
- 5. CNN News **22**
- 6. MSNBC/CNBC News **7**
- 7. Fox News **19**
- 8. CSpan **1**
- 9. Daily newspaper **36**
- 10. News magazines such as Time, US News, and Newsweek **5**
- 11. Opinion magazines like Weekly Standard **1**
- 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites **15**
- 13. News Pages of Internet Service Providers such as Yahoo News and MSN News **11**

14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	6
16. Religious radio shows	1
17. Talk radio like Rush Limbaugh	4
18. General radio news station	2
19. Public television news shows like McNeil Lehrer	-
20. Comedy Shows like the Daily Show with Jon Stewart	-
21. Late Night TV Shows like Jay Leno	-
22. Morning TV shows like Today, Good Morning America	1
23. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	1
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
25. Other	14
26. DK/Refused	5

31. In what year were you born?

1. 18-34	20
2. 35-44	18
3. 45-54	23
4. 55-64	21
5. 65+	18

32. Generally speaking, do you consider yourself (**ROTATE**) a Republican, a Democrat, an Independent, or something else?

1. Republican	33
2. Democrat	38
3. Independent	27
4. Other	1
5. DK/Refused (DO NOT READ)	1

33. 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	45
3. Conservative	33
4. DK/Refused (DO NOT READ)	2

34. Are there children in your household under the age of 18 years old?

1. Yes	39
2. No	61
3. DK/Refused (DO NOT READ)	-

35. What is your current marital status?

1. Single, never married	16
2. Married	63
3. Separated	1
4. Divorced	10
5. Widowed	9
6. DK/Refused (DO NOT READ)	1

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

1. Less than 15K	9
2. 15K-30K	10
3. 30K-50K	19
4. 50K-75K	17
5. 75K-100K	12
6. Over 100K	22
7. DK/Refused (DO NOT READ)	11

37. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	15
3. Catholic	25
4. Jewish	2
5. Mormon	1
6. Atheist/ Agnostic	6
7. Other	29
8. DK/Refused (DO NOT READ)	9

38. What is your race?

1. Hispanic	6
2. African-American	10
3. Asiatic	3
4. White	79
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	29
2. Suburban	53
3. Rural	18

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

1. Northeast	19
2. South	25

3. Midwest	22
4. Plains/Mountains	18
5. West Coast	15