

NEW MODELS NATIONAL BRAND SURVEY
January 17-18, 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 | 34 |
| 2. Don't Know/Refused (DO NOT READ) | 13 |
| 3. Wrong Track | 53 |

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

- | | |
|----------------------------------------------|-----------|
| 1. Approve | 58 |
| 2. Don't Know/Refused (DO NOT READ) | 26 |
| 3. Disapprove | 17 |

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	37	52	99	11
4. Democrats in Congress	46	47	100	7
5. Nancy Pelosi	38	44	93	11

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 | 45 |
| 2. National Defense/Foreign Affairs/Iraq | 8 |
| 3. Health Care/Prescription Drugs | 6 |
| 4. Jobs | 6 |
| 5. Education | 4 |
| 6. Social Security | 4 |
| 7. National Deficit/Spending | 4 |
| 8. Taxes | 4 |
| 9. Terrorism | 3 |
| 10. Immigration | 3 |
| 11. Environment | 2 |
| 12. Crime and Safety | 1 |
| 13. Retirement and Investments | 1 |
| 14. Energy | 1 |
| 15. Gas prices | 1 |
| 16. Other (SPECIFY) | 2 |
| 17. Don't Know/Refused (DO NOT READ) | 4 |

(ROTATE 7-9 and 10-12)

7. In the last couple of weeks, have you seen, read or heard anything that Congressional Republicans were doing?
- | | |
|------------------------------------------------|-----------|
| 1. Yes (GO TO Q8) | 35 |
| 2. No (GO TO Q10) | 64 |
| 3. DK/Refused (DO NOT READ) (GO TO Q10) | 1 |
8. What was it?
- | | |
|--------------------------------------------------------------|-----------|
| 1. About the bailout | 18 |
| 2. About the stimulus package/bill | 11 |
| 3. Economy/working on the economy | 10 |
| 3. About opposing the bailout | 7 |
| 4. Going against Obama/administration | 5 |
| 5. Supporting Obama/administration | 4 |
| 6. Going against stimulus package/bill | 4 |
| 7. Tax breaks/working on taxes/raise tax credits | 4 |
| 8. Fighting complaining against Democrats | 4 |
| 9. Trying to work hand in hand with the democrats | 2 |
| 10. Giving money to the public | 2 |
| 11. Throwing out money | 2 |
| 12. Discussions about war issues | 2 |
| 13. About cabinet nominees/confirmation of the new cabinet | 2 |
| 14. Negative comments (general) | 3 |
| 15. Many different things/doing the same issues (unspecific) | 3 |
| 16. Controlling/cutting government spending | 1 |
| 17. About Tarp Program | 1 |
| 18. About George W. Bush | 1 |
| 19. Hillary Clinton's appointment as US state secretary | 1 |
| 20. Creating jobs/not in favor of extending unemployment | 1 |
| 21. Dealing with budget | 1 |
| 22. Can't remember | 5 |
| 23. Other | 11 |
| 24. DK/Refused | 3 |
9. Did it make you more favorable or less favorable to Congressional Republicans?
- | | |
|---------------------------------------|-----------|
| 1. More Favorable | 42 |
| 2. Less Favorable | 44 |
| 3. No Difference (DO NOT READ) | 14 |
10. In the last couple of weeks have you seen, read or heard anything that Congressional Democrats were doing?
- | | |
|-----------------------------------------------|-----------|
| 1. Yes (GO TO Q11) | 51 |
| 2. No (GO TO Q13) | 48 |
| 3. DK/Refused (DO NOT READ)(GO TO Q13) | 1 |
11. What was it?
- | | |
|--------------------------------------------------|-----------|
| 1. About the bailout/appropriating bailout funds | 26 |
| 2. About the stimulus/economic package (general) | 22 |
| 3. They are working on the economy | 9 |

4. Government spending/throwing money	8
5. About the economy	5
6. Healthcare issues	5
7. Tax issues	5
8. Job creation/employment issues	4
9. Senator in replacement of Obama's seat	4
10. Working on the country's crisis (general positive)	4
11. Supporting or helping automobile/auto industries	3
12. Hearing on cabinet appointees/choosing cabinet members	3
13. Supporting Obama	2
14. Obama's inauguration	2
15. Housing/home foreclosure/mortgages issues	2
16. Fix financial crisis/financial issues	1
17. Can't remember	5
18. Other	11
19. DK/Refused	4

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

1. More Favorable	50
2. Less Favorable	37
3. No Difference (DO NOT READ)	14

13. Do you support or oppose the economic stimulus plan proposed by Barack Obama?

1. Yes	60
2. No	27
3. DK/Refused (DO NOT READ)	13

14. Are you willing or not willing to significantly add to the national debt to pay for an economic stimulus plan?

1. Willing	48
2. Not willing	44
3. DK/Refused (DO NOT READ)	8

15. Do you believe that further borrowing and spending by the federal government to stimulate the economy will or will not lead to prosperity?

1. Will	40
2. Will not	48
3. DK/Refused (DO NOT READ)	12

BELIEF STATEMENTS

I am going to read a series of statements. For each please tell me if you believe or do not believe the statement. (**ROTATE**)

16. Only government can provide the short-term boost necessary to lift us from a recession this deep and severe.

- | | |
|--------------------------------------|----|
| 1. Believe | 50 |
| 2. Do not believe | 47 |
| 3. DK/Refused (DO NOT READ) | 3 |

17. \$825 billion dollars could provide a \$74,000 a year job for one year for every unemployed person in America.

- | | |
|--------------------------------------|----|
| 1. Believe | 31 |
| 2. Do not believe | 57 |
| 3. DK/Refused (DO NOT READ) | 12 |

18. If Obama's economic stimulus plan is not passed, the nation could face unemployment over 10 percent.

- | | |
|--------------------------------------|----|
| 1. Believe | 64 |
| 2. Do not believe | 31 |
| 3. DK/Refused (DO NOT READ) | 5 |

19. Obama's plan will create 400,000 government jobs.

- | | |
|--------------------------------------|----|
| 1. Believe | 54 |
| 2. Do not believe | 37 |
| 3. DK/Refused (DO NOT READ) | 9 |

20. The economic stimulus plan being proposed by Barack Obama contains wasteful spending.

- | | |
|--------------------------------------|----|
| 1. Believe | 53 |
| 2. Do not believe | 39 |
| 3. DK/Refused (DO NOT READ) | 8 |

21. People who do not pay taxes should not get tax credits as part of an economic stimulus package.

- | | |
|--------------------------------------|----|
| 1. Believe | 70 |
| 2. Do not believe | 26 |
| 3. DK/Refused (DO NOT READ) | 4 |

22. In thinking about the best use of tax cuts to stimulate the economy to create jobs, which approach do you prefer? (ROTATE)

- | | |
|----------------------------------------------------------|----|
| 1. A one-time tax rebate | 18 |
| 2. Permanent tax relief through cutting income tax rates | 52 |
| 3. Tax cuts will not help stimulate the economy | 22 |
| 4. DK/Refused (DO NOT READ) | 8 |

23. Some have projected that the US could lose 2 million additional jobs in 2009. If at the end of the year there were no jobs lost but no additional jobs had been created to reduce the unemployment rate, would this be a satisfactory or unsatisfactory outcome?

- | | |
|-----------------|----|
| 1. Satisfactory | 38 |
|-----------------|----|

- | | |
|--------------------------------------|----|
| 2. Unsatisfactory | 57 |
| 3. DK/Refused (DO NOT READ) | 5 |

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

24. 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 | 41 |
| 2. Local TV news | 21 |
| 3. CNN News | 20 |
| 4. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites | 17 |
| 5. Fox News | 15 |
| 6. News Pages of Internet Service Providers such as Yahoo News and MSN News | 10 |
| 7. NBC News | 8 |
| 8. MSNBC/CNBC News | 7 |
| 9. National Public Radio | 7 |
| 10. ABC News | 6 |
| 11. CBS News | 5 |
| 12. General radio news station | 4 |
| 13. Talk radio like Rush Limbaugh | 3 |
| 14. News magazines such as Time, US News, and Newsweek | 2 |
| 15. Religious radio shows | 1 |
| 16. CSpan | - |
| 17. Opinion magazines like Weekly Standard | - |
| 18. Opinion websites like Drudge Report or slate.com | - |
| 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 | - |
| 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 | 13 |
| 26. DK/Refused | 5 |

25. 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 |

26. 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 |

27. 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 |

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

- | | |
|--------------------------------------|----|
| 1. Yes | 40 |
| 2. No | 60 |
| 3. DK/Refused (DO NOT READ) | - |

29. What is your current marital status?

- | | |
|--------------------------------------|----|
| 1. Single, never married | 16 |
| 2. Married | 66 |
| 3. Separated | 1 |
| 4. Divorced | 9 |
| 5. Widowed | 7 |
| 6. DK/Refused (DO NOT READ) | - |

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

- | | |
|--------------------------------------|----|
| 1. Less than 15K | 7 |
| 2. 15K-30K | 13 |
| 3. 30K-50K | 17 |
| 4. 50K-75K | 19 |
| 5. 75K-100K | 13 |
| 6. Over 100K | 19 |
| 7. DK/Refused (DO NOT READ) | 10 |

31. What is your religion?

- | | |
|------------------------------------------|----|
| 1. Evangelical/Fundamentalist Protestant | 18 |
| 2. Mainline Protestant | 14 |
| 3. Catholic | 24 |
| 4. Jewish | 2 |
| 5. Mormon | 2 |
| 6. Atheist/ Agnostic | 7 |
| 7. Other | 26 |

8. DK/Refused (**DO NOT READ**) 7

32. What is your race?

- | | |
|--------------------------------------|----|
| 1. Hispanic | 6 |
| 2. African-American | 9 |
| 3. Asiatic | 2 |
| 4. White | 81 |
| 5. Other (SPECIFY) | 1 |
| 6. DK/Refused (DO NOT READ) | 1 |

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 | 57 |
| 3. Rural | 19 |

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

- | | |
|---------------------|----|
| 1. Northeast | 20 |
| 2. South | 27 |
| 3. Midwest | 20 |
| 4. Plains/Mountains | 18 |
| 5. West Coast | 14 |