



**NEW MODELS NATIONAL BRAND SURVEY  
September 24-25, 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                           | <b>14</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>7</b>  |
| 3. Wrong Track                               | <b>79</b> |

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

- |  |           |
|--|-----------|
| 1. Approve                                   | <b>31</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>5</b>  |
| 3. Disapprove                                | <b>64</b> |

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

- |                                      |           |
|--------------------------------------|-----------|
| 1. Approve                           | <b>14</b> |
| 2. Disapprove                        | <b>80</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | <b>7</b>  |

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	<b>36</b>	<b>59</b>	<b>100</b>	<b>5</b>
5. Democrats in Congress	<b>41</b>	<b>54</b>	<b>100</b>	<b>5</b>

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                           | <b>45</b> |
| 2. National Defense/Foreign Affairs/Iraq | <b>10</b> |
| 3. Health Care/Prescription Drugs        | <b>5</b>  |
| 4. Energy                                | <b>5</b>  |
| 5. Education                             | <b>4</b>  |
| 6. Social Security                       | <b>4</b>  |
| 7. Terrorism                             | <b>4</b>  |
| 8. Jobs                                  | <b>3</b>  |
| 9. Taxes                                 | <b>4</b>  |
| 10. Gas prices                           | <b>3</b>  |

11. Immigration	<b>3</b>
12. Environment	<b>2</b>
13. National Deficit/Spending	<b>2</b>
14. Retirement and Investments	<b>1</b>
15. Crime and Safety	<b>-</b>
16. Other ( <b>SPECIFY</b> )	<b>3</b>
17. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>3</b>

Which party do you have more confidence in to handle the issue of (**ROTATE LIST BELOW**), (**ROTATE**) the Republican Party or the Democratic Party?

	<b>REP</b>	<b>DEM</b>
7. The economy	<b>41</b>	<b>49</b>
8. War in Iraq	<b>43</b>	<b>49</b>
9. Energy and Gas Prices	<b>38</b>	<b>50</b>
10. Fiscal responsibility	<b>40</b>	<b>48</b>
11. Taxes	<b>44</b>	<b>47</b>

**(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 ( <b>GO TO Q13</b> )	<b>52</b>
2. No ( <b>GO TO Q15</b> )	<b>46</b>
3. DK/Refused ( <b>DO NOT READ</b> ) ( <b>GO TO Q15</b> )	<b>2</b>

13. What was it?

1. Economy	<b>24</b>
2. Bailouts	<b>19</b>
3. Offshore drilling	<b>12</b>
4. Financial crisis/issues	<b>12</b>
5. Wall St. bailout	<b>10</b>
6. War in Iraq	<b>8</b>
7. Energy bill	<b>7</b>
8. Republicans against Democrats	<b>6</b>
9. Taxes	<b>5</b>
10. \$700 billion bailout	<b>5</b>
11. Mortgages	<b>5</b>
12. Gas Prices	<b>4</b>
13. General negative	<b>3</b>
14. Fannie Mae and Freddie Mac Bailout	<b>2</b>
15. Other	<b>10</b>
16. Can't remember/Not sure	<b>4</b>
17. DK/Refused	<b>4</b>

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

1. More Favorable	<b>40</b>
2. Less Favorable	<b>47</b>
3. No Difference ( <b>DO NOT READ</b> )	<b>13</b>

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

1. Yes ( <b>GO TO Q16</b> )	<b>53</b>
2. No ( <b>GO TO Q18</b> )	<b>45</b>
3. DK/Refused ( <b>DO NOT READ</b> )( <b>GO TO Q18</b> )	<b>2</b>
16. What was it?	
1. Talking about wanting to bail out on financial institutions	<b>34</b>
2. Fixing the economy/regarding economic issues	<b>32</b>
3. Pull out troops from Iraq	<b>7</b>
4. Talks on energy bill/energy crisis	<b>7</b>
5. Drilling oil/offshore drilling issues	<b>7</b>
6. Tax issues	<b>4</b>
7. Doing nothing/not doing their job	<b>3</b>
8. Republicans and Democrats debating on issues	<b>3</b>
9. Taking on issues	<b>3</b>
10. Issues on health care	<b>2</b>
11. Education issues	<b>1</b>
12. Don't remember	<b>5</b>
13. Other	<b>9</b>
14. DK/Refused	<b>2</b>
17. Did it make you more favorable or less favorable to Congressional Democrats?	
1. More Favorable	<b>51</b>
2. Less Favorable	<b>37</b>
3. No Difference ( <b>DO NOT READ</b> )	<b>12</b>
18. If the elections were held today for US Congress in your state, would you be more likely to vote for ( <b>ROTATE</b> ) the Republican candidate or the Democrat candidate? ( <b>IF UNDECIDED ASK:</b> ) would you be leaning toward ( <b>ROTATE</b> ) the Republican candidate or the Democratic candidate?	
1. Republican	<b>42</b>
2. Lean Republican	<b>2</b>
3. Undecided	<b>3</b>
4. Lean Democrat	<b>2</b>
5. Democrat	<b>50</b>
6. DK/Refused ( <b>DO NOT READ</b> )	<b>2</b>
TOTAL REPUBLICAN	<b>43</b>
TOTAL DEMOCRAT	<b>51</b>
ECONOMY	
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	<b>14</b>
2. Wrong Track	<b>82</b>
3. DK/Refused ( <b>DO NOT READ</b> )	<b>4</b>
20. How confident or not confident are you in your own financial situation? ( <b>ROTATE TOP TO BOTTOM, BOTTOM TO TOP</b> )	

- |                             |    |
|-----------------------------|----|
| 1. Very confident           | 23 |
| 2. Somewhat confident       | 49 |
| 3. Somewhat not confident   | 14 |
| 4. Not confident at all     | 14 |
| 5. DK/Refused (DO NOT READ) | -  |

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

- |   |    |
|---|----|
| 1. Congress should not bail out financial institutions and Wall Street at taxpayers' expense. | 43 |
|---|----|

OR

- |   |    |
|---|----|
| 2. Congress should act immediately to stabilize the nation's economy. | 48 |
| 3. DK/Refused (DO NOT READ)   | 8  |

## 22. Do you think it is or is not the federal government's responsibility to bail out financial institutions to protect the economy?

- |                             |    |
|-----------------------------|----|
| 1. Is                       | 35 |
| 2. Is not                   | 57 |
| 3. DK/Refused (DO NOT READ) | 8  |

## 23. President Bush and the Treasury Department have asked Congress for the authority to spend as much as \$700 billion to purchase troubled mortgage assets and contain the financial crisis. Do you favor or oppose this proposal?

- |                             |    |
|-----------------------------|----|
| 1. Favor                    | 42 |
| 2. Oppose                   | 50 |
| 3. DK/Refused (DO NOT READ) | 8  |

**IF OPPOSE**24. Do you oppose this proposal because... **(ROTATE)**

- |  |    |
|--|----|
| 1. You don't think it will be effective                                  | 20 |
| 2. You think it costs too much   | 20 |
| 3. Congress will load up the legislation with special interest items     | 16 |
| 4. It is not the federal government's role to bail out financial markets | 37 |
| 5. DK/Refused (DO NOT READ)  | 6  |

**RESUME WITH ALL**

## 25. Do you think that the Treasury Department's proposal will or will not be effective at helping stabilize the nation's economy?

- |                             |    |
|-----------------------------|----|
| 1. Will                     | 48 |
| 2. Will not                 | 38 |
| 3. DK/Refused (DO NOT READ) | 14 |

26. Given the financial events that occurred last week, which statement comes closest to describing how you have or have not been personally impacted by those events? **(ROTATE)**

- |   |    |
|---|----|
| 1. I have been personally impacted  | 25 |
| 2. I haven't been personally impacted yet but am seriously concerned that they might          | 47 |
| 3. The events of last week are very concerning but don't think they will impact me personally | 21 |
| 4. I don't think this situation will be as serious as it is being reported.                   | 6  |
| 5. DK/Refused (DO NOT READ)   | 2  |

27. Which of the following is most for having caused this financial crisis? **(ROTATE)**

- |                                |    |
|--------------------------------|----|
| 1. Lack of regulation          | 25 |
| 2. Corporate greed             | 44 |
| 3. People making bad decisions | 26 |
| 4. DK/Refused (DO NOT READ)    | 4  |

28. 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  | 49 |
| 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 | 45 |
| 3. DK/Refused (DO NOT READ)  | 6  |

29. Which comes closer to your view? **(ROTATE)**

- |  |    |
|--|----|
| 1. We should let the free market work and not bail out financial institutions who made risky and foolhardy decisions and that will be difficult to turn around, putting taxpayers at risk at a cost of \$1 trillion.   | 38 |
| 2. We should bail out these financial institutions because even though they don't deserve it and the risk to the American taxpayer is huge, the collapse of these institutions would have such a negative impact on the economy that we simply have no choice. | 56 |
| 3. DK/Refused (DO NOT READ)  | 6  |

30. Do you think that the recent financial crisis is **(ROTATE)**

- |  |    |
|--|----|
| 1. A normal part of the financial cycle  | 10 |
| 2. A situation that was caused by risky behavior by financial institutions and should be regulated | 84 |
| 3. DK/Refused (DO NOT READ)  | 6  |

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

- |  |           |
|--|-----------|
| 1. The present economic crisis is the result of financial institutions making risky decisions, but it is not reflective of all corporations. | <b>52</b> |
| 2. The present economic crisis is a reflection of risky decisions by corporations as a whole, not just financial institutions.               | <b>42</b> |
| 3. DK/Refused (DO NOT READ)  | <b>6</b>  |

32. Which presidential candidate do you have more confidence in to handle the issue of the economy? **(ROTATE)**

- |                             |           |
|-----------------------------|-----------|
| 1. John McCain              | <b>44</b> |
| 2. Barack Obama             | <b>48</b> |
| 3. DK/Refused (DO NOT READ) | <b>8</b>  |

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

33. 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                                     | <b>39</b> |
| 2. Local TV news                                       | <b>26</b> |
| 3. CNN News  | <b>24</b> |
| 4. Fox News  | <b>17</b> |
| 5. Websites of news organizations such as cnn.com,     |           |
| 6. msnbc.com, nytimes.com, and TV station websites     | <b>13</b> |
| 7. News Pages of Internet Service Providers such as    |           |
| 8. Yahoo News and MSN News                             | <b>9</b>  |
| 9. National Public Radio                               | <b>9</b>  |
| 10. NBC News   | <b>7</b>  |
| 11. ABC News   | <b>6</b>  |
| 12.  |           |
| 13. MSNBC/CNBC News                                    | <b>6</b>  |
| 14. CBS News   | <b>4</b>  |
| 15.  |           |
| 16. News magazines such as Time, US News, and Newsweek | <b>4</b>  |
| 17. Talk radio like Rush Limbaugh                      | <b>3</b>  |
| 18. General radio news station                         | <b>3</b>  |
| 19. Public television news shows like McNeil Lehrer    | <b>1</b>  |
| 20. Morning TV shows like Today, Good Morning America  | <b>1</b>  |
| 21. Political Talk Shows on cable, such as CNN's       |           |
| 22. Crossfire and MSNBC's Hardball                     |           |
| 23. Opinion magazines like Weekly Standard             | -         |
| 24. Opinion websites like Drudge Report or slate.com   | -         |
| 25. Religious radio shows                              | -         |
| 26. CSpan  | -         |

27. Comedy Shows like the Daily Show with Jon Stewart	-
28. Late Night TV Shows like Jay Leno	-
29. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
30. Other	14
31. DK/Refused	2

34. 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

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35. 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 <b>(DO NOT READ)</b>	1

36. 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 <b>(DO NOT READ)</b>	2

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

1. Yes	38
2. No	61
3. DK/Refused <b>(DO NOT READ)</b>	1

38. 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 <b>(DO NOT READ)</b>	1

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

1. Less than 15K	7
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2. 15K-30K	10
3. 30K-50K	18
4. 50K-75K	19
5. 75K-100K	15
6. Over 100K	19
7. DK/Refused ( <b>DO NOT READ</b> )	12

## 40. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	15
3. Catholic	26
4. Jewish	3
5. Mormon	1
6. Atheist/ Agnostic	5
7. Other	29
8. DK/Refused ( <b>DO NOT READ</b> )	7

## 41. What is your race?

1. Hispanic	7
2. African-American	10
3. Asiatic	2
4. White	79
5. Other ( <b>SPECIFY</b> )	1
6. DK/Refused ( <b>DO NOT READ</b> )	2

Gender: (**BY OBSERVATION**)

1. Male	48
2. Female	52

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

1. Urban	28
2. Suburban	52
3. Rural	20

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

1. Northeast	19
2. South	27
3. Midwest	20
4. Plains/Mountains	18
5. West Coast	16