



## NEW MODELS HOUSE NATIONAL BRAND SURVEY

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                           | 28 |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | 8  |
| 3. Wrong Track                               | 64 |

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
2. Republicans in Congress	36	59	100	6
3. Democrats in Congress	44	49	100	6

4. What group of issues concerns you the most? **(ROTATE)**

- |  |    |
|--|----|
| 1. Economic - like taxes, budget, and jobs                               | 30 |
| 2. Foreign Affairs - like defense, terrorism and international relations | 27 |
| 3. Social – like education, health care, and the environment             | 25 |
| 4. Moral – like prayer in school, abortion, and gay rights               | 14 |
| 5. DK/Refused ( <b>DO NOT READ</b> )                                     | 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?

	<u>REP</u>	<u>DEM</u>	<u>DK</u>
5. Economic Security	41	50	9
6. Fiscal Responsibility	38	49	13
7. Health Care	32	56	12
8. Security	47	43	10

9. 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      | 38 |
| 2. Lean Republican | 3  |

3. Undecided	<b>5</b>
4. Lean Democrat	<b>2</b>
5. Democrat	<b>49</b>
6. DK/Refused (DO NOT READ)	<b>3</b>
<b>TOTAL REPUBLICAN:</b>	<b>41</b>
<b>TOTAL DEMOCRAT:</b>	<b>51</b>

**RTBs**

**Section #1 - Economic Security**

I am going to read a series of proposals from Republicans and Democrats dealing with economic security. On a scale of 1-9 with 1 being that the proposal doesn't give you any more confidence in that party's ability to handle the issue, 5 being that it gives you somewhat more confidence, or 9 being that it gives you significantly more confidence in that party's ability to handle the issue, please rate the following proposals.

The following are potential Republican proposals.

10. Help American families deal with the cost of living such as rising gas prices, college tuition and health care costs by keeping their taxes low.	<b>5.47</b>
11. Create two million American jobs by cutting employer taxes to match lower business taxes in other countries.	<b>5.23</b>
12. Make our children ready to compete in the global economy by encouraging America students to pursue math and science.	<b>6.19</b>
13. Help workers achieve economic security by creating tax incentives for job training, wage insurance, health care and retirement planning through the private sector.	<b>5.37</b>
14. Reduce dependence on foreign oil to lower energy costs for American families and minimize U.S. reliance on unstable nations that may fund terrorists.	<b>5.76</b>

The following are potential Democrat proposals.

15. Address problems in the housing market.	<b>5.35</b>
16. Help families afford health care, college and energy costs.	<b>5.73</b>
17. Repeal tax giveaways that encourage companies to move jobs overseas.	<b>5.22</b>

**Section #2 - Fiscal Responsibility**

I am going to read a series of proposals from Republicans and Democrats, dealing with fiscal responsibility. On a scale of 1-9 with 1 being that the proposal doesn't give you any more confidence in that party's ability to handle the issue, 5 being that it gives you somewhat more confidence, or 9 being that it gives you significantly more confidence in that party's ability to handle the issue, please rate the following proposals.

The following are potential Republican proposals.

18. Reduce waste, fraud and abuse in government spending by holding a special session of Congress to eliminate duplicate programs and forcing departments to be accountable for every dollar they spend.	<b>5.47</b>
19. Create a fair, simple and low tax-rate system.	<b>5.56</b>

The following are potential Democrat proposals.

- |   |      |
|---|------|
| 20. Commit to a pay-as-you-go, no new deficit spending.       | 5.55 |
| 21. Not renew the Bush tax cuts for the wealthiest Americans. | 5.69 |
| 22. Conduct oversight of taxpayer dollars in Iraq             | 5.34 |

### Section #3 - Health Care

I am going to read a series of proposals from Republicans and Democrats, dealing with health care. On a scale of 1-9 with 1 being that the proposal doesn't give you any more confidence in that party's ability to handle the issue, 5 being that it gives you somewhat more confidence, or 9 being that it gives you significantly more confidence in that party's ability to handle the issue, please rate the following proposals.

The following are potential Republican proposals.

- |  |      |
|--|------|
| 23. Provide all Americans access to private health care plans which gives them the ability to choose the health care coverage that best meets their personal needs and which they can take with them from job to job without losing their insurance. | 5.58 |
| 24. Reduce the number of uninsured by two million people by allowing small businesses to pool together to get lower cost health insurance.   | 5.75 |

The following are potential Democrat proposals.

- |   |      |
|---|------|
| 25. Provide universally available health care.  | 5.55 |
| 26. Make stem cell research a priority and increase funding for research so that we can find cures for diseases like cancer and diabetes. | 5.92 |

### Section #4 – Security

I am going to read a series of proposals from Republicans and Democrats, dealing with security. On a scale of 1-9 with 1 being that the proposal doesn't give you any more confidence in that party's ability to handle the issue, 5 it gives you somewhat more confidence, or 9 being that it gives you significantly more confidence in that party's ability to handle the issue, please rate the following proposals.

The following are potential Republican proposals.

- |  |      |
|--|------|
| 27. Secure all of our borders, complete construction of the border fence, and enforce our current immigration laws to stem the flow of illegal immigrants and terrorists into our country.                                 | 5.39 |
| 28. Improve community safety by going after gangs and child predators.   | 6.11 |
| 29. Defeat the jihadist threat and protect our interests around the world by strengthening existing alliances and building new ones, transforming our intelligence capabilities, and maintaining our military superiority. | 5.65 |

The following are potential Democrat proposals.

- |  |      |
|--|------|
| 30. Restore America's standing in the world and rebuild alliances through cooperation and diplomacy. | 5.95 |
| 31. End the war in Iraq, bring troops home, and begin a new diplomatic                               |      |

initiative in the region.	5.44
32. Secure the borders, impose strict penalties on employers who hire undocumented workers, and provide a path for earned legal status for those who are here.	5.67
Now just a few demographic questions for statistical purposes only - -	
33. In what year were you born?	
1. 18-34	8
2. 35-44	13
3. 45-54	24
4. 55-64	25
5. 65+	28
34. Generally speaking, do you consider yourself ( <b>ROTATE</b> ) a Republican, a Democrat, an Independent, or something else?	
1. Republican	35
2. Democrat	37
3. Independent	25
4. Other	2
5. DK/Refused ( <b>DO NOT READ</b> )	1
35. If you had to classify yourself, would you say you are ( <b>ROTATE</b> ) 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
36. Are there children in your household under the age of 18 years old?	
1. Yes	27
2. No	72
3. DK/Refused ( <b>DO NOT READ</b> )	1
37. What is your current marital status?	
1. Single, never married	12
2. Married	67
3. Separated	*
4. Divorced	10
5. Widowed	9
6. DK/Refused ( <b>DO NOT READ</b> )	1
38. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	5
2. 15K-30K	11
3. 30K-50K	18
4. 50K-75K	21
5. 75K-100K	13

- 6. Over 100K 18
- 7. DK/Refused (**DO NOT READ**) 14

39. What is your religion?

- 1. Evangelical/Fundamentalist Protestant 14
- 2. Mainline Protestant 18
- 3. Catholic 24
- 4. Jewish 3
- 5. Mormon 3
- 6. Atheist/ Agnostic 6
- 7. Other 26
- 8. DK/Refused (**DO NOT READ**) 7

40. What is your race?

- 1. Hispanic 5
- 2. African-American 7
- 3. Asiatic 2
- 4. White 83
- 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 26
- 2. Suburban 54
- 3. Rural 20

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

- 6. Northeast 18
- 7. South 31
- 8. Midwest 19
- 9. Plains/Mountains 14
- 10. West Coast 15