



**NEW MODELS NATIONAL BRAND SURVEY
November 28-29, 2007**

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 | 25 |
| 2. Don't Know/Refused (DO NOT READ) | 8 |
| 3. Wrong Track | 66 |

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

- | | |
|--|-----------|
| 1. Approve | 33 |
| 2. Don't Know/Refused (DO NOT READ) | 4 |
| 3. Disapprove | 63 |

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)**

	FAV	UNFAV
3. Republicans in Congress	34	60
4. Democrats in Congress	44	50

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

- | | |
|---|-----------|
| 1. Education | 5 |
| 2. Social Security | 6 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 5 |
| 5. Health Care/Prescription Drugs | 11 |
| 6. The Economy | 19 |
| 7. Jobs | 3 |
| 8. Taxes | 4 |
| 9. Crime and Safety | 2 |
| 10. Environment | 3 |
| 11. National Defense/Foreign Affairs/Iraq | 19 |
| 12. National Deficit/Spending | 4 |
| 13. Energy | 1 |
| 14. Gas prices | 4 |
| 15. Immigration | 9 |

- 16. Other (**SPECIFY**) **3**
- 17. Don't Know/Refused (**DO NOT READ**) **3**

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>
6. The economy	39	52
7. Jobs	37	54
8. War in Iraq	39	49
9. Fiscal responsibility	41	47
10. Taxes	45	46

11. 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 **37**
- 2. Lean Republican **3**
- 3. Undecided **4**
- 4. Lean Democrat **2**
- 5. Democrat **50**
- 6. DK/Refused (**DO NOT READ**) **4**

TOTAL REPUBLICAN: 40
TOTAL DEMOCRAT: 52

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

- 1. Approve **25**
- 2. Disapprove **70**
- 3. DK/Refused (**DO NOT READ**) **5**

13. 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 **28**
- 2. DK/Refused (**DO NOT READ**) **4**
- 3. Wrong Track **68**

CONTEXT FOR TAX DEBATE

14. Since 2000, have your taxes...

- 1. Increased (**GO TO Q15**) **58**
- 2. Decreased (**GO TO Q16**) **8**
- 3. Stayed the same (**GO TO Q16**) **31**
- 4. DK/Refused (**DO NOT READ – GO TO Q16**) **3**

AMONG THOSE WHO SAY TAXES HAVE INCREASED

15. Is most of the tax increase coming from...

- | | |
|---|----|
| 1. Local taxes, such as property tax | 48 |
| 2. State taxes, such as state income tax | 16 |
| 3. Federal taxes, such as federal income tax and employment tax | 28 |
| 4. DK/Refused (DO NOT READ) | 8 |

RESUME WITH ALL

16. Which tax concerns you the most?

- | | |
|--------------------------------------|----|
| 1. Federal income taxes | 28 |
| 2. State and local income taxes | 14 |
| 3. Property taxes | 29 |
| 4. Estate taxes | 3 |
| 5. Sales taxes | 5 |
| 6. Social Security taxes | 9 |
| 7. Capital gains taxes | 6 |
| 8. Taxes on businesses | 2 |
| 9. DK/Refused (DO NOT READ) | 4 |

BELIEFS ABOUT TAXES

I am going to read a series of statements to you. Please tell me if you agree or disagree with the statement.

17. Cutting taxes will create jobs.

- | | |
|--------------------------------------|----|
| 1. Agree | 50 |
| 2. Disagree | 45 |
| 3. DK/Refused (DO NOT READ) | 5 |

18. A balanced budget and reduced deficit will create jobs.

- | | |
|-----------------------------|----|
| 1. Agree | 74 |
| 2. Disagree | 21 |
| 3. DK/Refused (DO NOT READ) | 5 |

19. Raising taxes would hurt the economy.

- | | |
|-----------------------------|----|
| 1. Agree | 64 |
| 2. Disagree | 33 |
| 3. DK/Refused (DO NOT READ) | 3 |

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

20. The federal deficit is going down.

- | | |
|--------------------------------------|----|
| 1. Believe | 17 |
| 2. Do not believe | 79 |
| 3. DK/Refused (DO NOT READ) | 4 |

21. Given the cost of living these days, now is not the time to raise taxes.
1. Believe 71
 2. Do not believe 27
 3. DK/Refused (**DO NOT READ**) 2
22. The 2001 tax cuts are set to expire soon, and unless Congress acts to renew them, taxes will go up.
1. Believe 74
 2. Do not believe 17
 3. DK/Refused (**DO NOT READ**) 9
23. Democrats intend to allow the 2001 and 2003 tax cuts to expire, which will result in a tax increase for 120 million Americans.
1. Believe 61
 2. Do not believe 27
 3. DK/Refused (**DO NOT READ**) 12
24. Democrats in Congress are trying to raise taxes.
1. Believe 55
 2. Do not believe 39
 3. DK/Refused (**DO NOT READ**) 6
25. Congress should not raise taxes on some to cut taxes on others.
1. Believe 62
 2. Do not believe 32
 3. DK/Refused (**DO NOT READ**) 6
26. What is the most convincing reason not to allow taxes to go up? (**ROTATE**)
1. Cost of living 40
 2. Uncertainty of the economy 28
 3. Impact on small businesses and job creation 26
 4. DK/Refused (**DO NOT READ**) 6
27. What is the most convincing reason to raise taxes? (**ROTATE**)
1. Reduce the deficit 10
 2. More money for education 8
 3. More money for health care 14
 4. Fairness to the middle class and making sure that the rich pay their share 21
 5. Help the poor 4
 6. There is no convincing reason to raise taxes 39
 7. DK/Refused (**DO NOT READ**) 3

AMT

28. Do you think that the alternative minimum tax is making your taxes higher, lower or having no impact?

- | | |
|--------------------------------------|----|
| 1. Higher | 35 |
| 2. Lower | 5 |
| 3. No impact | 45 |
| 4. DK/Refused (DO NOT READ) | 16 |

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

- | | |
|---|----|
| 1. The Republican who believes that taxes paid by Americans this year are enough to fund the government and should not be increased. | 48 |
| 2. The Democrat who believes any changes to current tax law that result in decreased revenue should be paid for by increasing revenues in other ways. | 44 |
| 3. DK/Refused (DO NOT READ) | 7 |

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 | 4 |
| 2. NBC News | 8 |
| 3. CBS News | 4 |
| 4. Local TV news | 26 |
| 5. CNN News | 18 |
| 6. MSNBC/CNBC News | 2 |
| 7. Fox News | 13 |
| 8. CSpan | 0 |
| 9. Daily newspaper | 48 |
| 10. News magazines such as Time, US News, and Newsweek | 6 |
| 11. Opinion magazines like Weekly Standard | 0 |
| 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites | 10 |
| 13. News Pages of Internet Service Providers such as Yahoo News and MSN News | 5 |
| 14. Opinion websites like Drudge Report or slate.com | 1 |
| 15. National Public Radio | 8 |
| 16. Religious radio shows | 0 |
| 17. Talk radio like Rush Limbaugh | 4 |
| 18. General radio news station | 3 |
| 19. Public television news shows like McNeil Lehrer | 1 |
| 20. Comedy Shows like the Daily Show with Jon Stewart | 0 |
| 21. Late Night TV Shows like Jay Leno | 0 |
| 22. Morning TV shows like Today, Good Morning America | 0 |
| 23. Political Talk Shows on cable, such | 0 |

as CNN's Crossfire and MSNBC's Hardball	
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	0
25. Other	16
26. DK/Refused	6

31. In what year were you born?

1. 18-34	10
2. 35-44	16
3. 45-54	20
4. 55-64	23
5. 65+	29

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

1. Republican	35
2. Democrat	37
3. Independent	25
4. Other	2
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	46
3. Conservative	32
4. DK/Refused (DO NOT READ)	2

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

1. Yes	29
2. No	70
3. DK/Refused (DO NOT READ)	1

35. What is your current marital status?

1. Single, never married	12
2. Married	65
3. Separated	1
4. Divorced	9
5. Widowed	12
6. DK/Refused (DO NOT READ)	2

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

1. Less than 15K	6
2. 15K-30K	12

3. 30K-50K	18
4. 50K-75K	18
5. 75K-100K	12
6. Over 100K	16
7. DK/Refused (DO NOT READ)	17

37. What is your religion?

1. Evangelical/Fundamentalist Protestant	12
2. Mainline Protestant	17
3. Catholic	24
4. Jewish	3
5. Mormon	2
6. Atheist/ Agnostic	7
7. Other	26
8. DK/Refused (DO NOT READ)	9

38. What is your race?

1. Hispanic	5
2. African-American	6
3. Asiatic	2
4. White	83
5. Other (SPECIFY)	1
6. DK/Refused (DO NOT READ)	

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	19

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

1. Northeast	19
2. South	30
3. Midwest	19
4. Plains/Mountains	14
5. West Coast	16