NEW MODELS NATIONAL BRAND SURVEY
August 22-23, 2012
N=1000 RV

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?**

		MAY 2012	JUN 2012	JUL 2012	AUG 2012
1.	Right Direction	35	33	37	32
2.	Don't Know/Refused **(DO NOT READ)**	7	12	8	9
3.	Wrong Track	57	55	55	59

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

		MAY 2012	JUN 2012	JUL 2012	AUG 2012
1.	Approve	45	47	49	48
2.	Don't know/refused	4	5	4	5
3.	Disapprove	51	49	47	47

Please tell me for each of the following whether you have a favorable or an unfavorable impression. (IF CHOICE IS MADE, ASK:) Would you say you have a strongly (FAVORABLE/UNFAVORABLE) impression or just a somewhat (FAVORABLE/UNFAVORABLE) impression?)

			NAME ID	FAVORABLE	UNFAVORABLE	NO OPINION
3.	**Republicans in Congress**	MAY 2012	100	35	57	7
		JUN 2012	100	38	54	8
		JUL 2012	100	35	59	5
		AUG 2012	100	36	57	6
4.	**Democrats in Congress**	MAY 2012	100	39	56	6
		JUN 2012	100	38	57	6
		JUL 2012	100	39	56	5
		AUG 2012	100	39	55	6

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

	MAY 2012	JUN 2012	JUL 2012	AUG 2012
1. Education	7	7	7	9
2. Social Security	8	6	5	9
3. Retirement and Investments	1	1	1	1
4. Terrorism	*	1	*	*
5. Healthcare/Rx	8	6	8	11
6. The Economy	38	33	36	32
7. Jobs	10	11	15	11
8. Taxes	4	2	3	2
9. Crime and Safety	1	1	1	1
10. Environment	1	2	2	3
11. National Defense/Foreign Affairs/Iraq	4	3	2	2
12. National Deficit/Spending	9	10	10	9
13. Energy	1	1	1	1
14. Gas prices	1	2	1	1
15. Immigration	1	3	2	4
16. Other	4	6	2	2
17. Don't know/Refused	2	3	3	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?

		REP	DEM
6. The economy	MAY 2012	47	43
	JUN 2012	45	43
	JUL 2012	46	44
	AUG 2012	48	44
7. Jobs	MAY 2012	45	44
	JUN 2012	43	46
	JUL 2012	46	44
	AUG 2012	46	43
8. Health Care/RX	MAY 2012	42	46
	JUN 2012	39	48
	JUL 2012	41	50
	AUG 2012	42	48
9. Energy and gas prices	MAY 2012	45	43

JUN 2012	**42**	**43**
JUL 2012	**41**	**47**
AUG 2012	**45**	**43**

10. Taxes	MAY 2012	**48**	**43**
	JUN 2012	**47**	**40**
	JUL 2012	**47**	**44**
	AUG 2012	**45**	**45**

(ROTATE 11-13 and 14-16)

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

		APR I 2012	APR II 2012	JUN 2012	AUG 2012
1.	Yes (GO TO Q12)	**46**	**47**	**37**	**41**
2.	No (GO TO Q14)	**53**	**51**	**61**	**57**
3.	DK/Refused (DO NOT READ – GO TO Q14)	**1**	**2**	**1**	**2**

12. What was it?

		AUG 2012
1.	About the national debt/debt ceiling	*****
2.	About taxes	**3**
3.	Increase taxes	**1**
4.	Cutting taxes/not increasing taxes	**3**
5.	About Social Security/cutting Social Security	**1**
6.	About the deficit issues/reducing the deficit	**2**
7.	About the budget/balancing the budget	**8**
8.	About the economy issues	**7**
9.	About spending	**1**
10.	Cut spending/control spending/reduce spending	**1**
11.	About health care/Medicare/Obamacare	**23**
12.	About jobs	**4**
13.	Opposing the president/against Obama	**3**
14.	Blocking everything/not compromising	**4**
15.	Trying to help people/trying to make the world better/doing the best they can	**3**
16.	About campaigns/nominations/elections	**9**
17.	Increasing taxes for poor while lowering taxes for rich	**1**

18. They don't want to tax the rich/wealthy		**1**
19. They only think about their interest/don't care about the country		**1**
20. About rape/abortion/women's rights issues		**17**
21. About immigration/immigrants		**3**
22. About energy/oil/drilling		**3**
23. Trying to pass a bill/proposal		**3**
24. Preparing for their convention		**2**
25. None		*****
26. Others		**9**
27. DK/Refused		**12**

13. Did it make you more favorable or less favorable to Congressional Republicans? (ROTATE)

	APR I 2012	APR II 2012	JUN 2012	AUG 2012
1. More favorable	**46**	**44**	**38**	**40**
2. Less favorable	**46**	**45**	**50**	**49**
3. No difference (DO NOT READ)	**8**	**11**	**12**	**11**

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

	APR I 2012	APR II 2012	JUN 2012	AUG 2012
1. Yes (GO TO Q15)	**34**	**42**	**38**	**33**
2. No (GO TO Q17)	**64**	**56**	**61**	**64**
3. DK/Refused (DO NOT READ – GO TO Q17)	**2**	**2**	**2**	**3**

15. What was it?

	AUG 2012
1. They want to raise taxes/increase taxes for the wealthy	**3**
2. About the debt ceiling/national debt/debt limit/raising it or not	*****
3. About the budget/balancing it/budget issues	**3**
4. About the economy/economic issues/trying to fix it	**7**

5.	Jobs/job creation	7
6.	Not doing anything good for the country/not doing their jobs	8
7.	About Social Security	2
8.	About taxes	6
9.	About the deficits	1
10.	About health care/Medicare/making it available for everyone	23
11.	Cut/control/reduce spending	*
12.	Increase spending	2
13.	Same things as the Republicans	3
14.	Disagreement/opposition between both parties/not united	6
15.	Trying to compromise	1
16.	About the president and what he is doing for the country	3
17.	About gas/energy prices	2
18.	About defense/military	*
19.	Trying to do what is right for the people/doing things the right way	2
20.	About immigration	4
21.	Iraq and Afghanistan/brining troops back	*
22.	Campaigning to be reelected/stay in power	7
23.	Trying to pass a bill/proposal	5
24.	About education/schools	3
25.	About rape/abortion/women's rights	3
26.	None	*
27.	Others	8
28.	DK/Refused/Don't remember	17

16. **Did it make you more favorable or less favorable to Congressional Democrats? (ROTATE)**

		APR I 2012	APR II 2012	JUN 2012	AUG 2012
1.	More favorable	35	41	46	39
2.	Less favorable	53	48	45	49
3.	No difference (DO NOT READ)	12	11	9	12

RESUME WITH ALL

17. **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 Democrat candidate?**

	MAY 2012	JUN 2012	JUL 2012	AUG 2012
1. Republican	44	44	42	45
2. Lean Republican	4	1	2	1
3. Undecided	4	5	4	4
4. Lean Democrat	2	2	2	2
5. Democrat	42	45	47	45
6. Don't Know/Refused (DO NOT READ)	3	3	3	3
TOTAL REPUBLICAN	48	45	44	46
TOTAL DEMOCRAT	44	47	49	47

18. **Who is more focused on job creation and growing the economy? (ROTATE)**

		MAY 2012	JUN 2012	JUL 2012	AUG 2012
1.	President Obama	45	47	48	45
2.	Republicans in Congress	45	42	42	46
3.	Don't Know/Refused (DO NOT READ)	10	11	10	9

19. **Which has caused more problems in the economy? (ROTATE)**

1.	The economic policies of the present	40
2.	The economic policies of the past	51
3.	Don't Know/Refused **(DO NOT READ)**	8

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate… (ROTATE)

	NOV 2010	OCT 2011	AUG 2012
20. Your own political ideology	5.90	5.87	5.70
21. Ideology of Republicans in Congress	6.44	6.38	6.49
22. Ideology of Democrats in Congress	3.54	3.90	3.96
23. Ideology of Barack Obama	3.44	3.75	3.81
24. Ideology of Mitt Romney			6.31
25. Ideology of Joe Biden			3.76
26. Ideology of Paul Ryan			6.58
27. Ideology of the media			3.91

I am going to read a series of descriptions. For each please tell me if you think it describes (ROTATE) Republicans in Congress or Democrats in Congress: (ROTATE 28-32)

28. Has the best understanding of the future

	FEB 2012	AUG 2012
1. Republicans in Congress	**41**	**45**
2. Democrats in Congress	**46**	**44**
3. Don't Know/Refused (DO NOT READ)	**13**	**11**

29. For people like me

	FEB 2012	AUG 2012
1. Republicans in Congress	**40**	**42**
2. Democrats in Congress	**47**	**47**
3. Don't Know/Refused (DO NOT READ)	**13**	**11**

30. For the middle class

	FEB 2012	AUG 2012
1. Republicans in Congress	**40**	**40**
2. Democrats in Congress	**51**	**51**
3. Don't Know/Refused (DO NOT READ)	**9**	**9**

31. Listens to people like me

		FEB 2012	AUG 2012
1.	Republicans in Congress	**35**	**38**
2.	Democrats in Congress	**48**	**47**
3.	Don't Know/Refused (DO NOT READ)	**17**	**15**

32. Has better ideas

		FEB 2012	AUG 2012
1.	Republicans in Congress	**40**	**46**
2.	Democrats in Congress	**47**	**44**
3.	Don't Know/Refused (DO NOT READ)	**13**	**11**

33. Who do you agree with more? (ROTATE)

1.	Democrats, who say the election is about the middle class	**42**
2.	Republicans who say the election is about creating jobs and economic growth	**52**
3.	Don't Know/Refused (DO NOT READ)	**6**

Now just a few demographic questions for statistical purposes only—

34. 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	**10**
3.	CBS News	**6**
4.	Local TV news	**17**
5.	CNN News	**18**
6.	MSNBC/CNBC News	**4**
7.	Fox News	**23**
8.	CSpan	*****
9.	Daily newspaper	**25**
10.	News magazines such as Time, US News, and Newsweek	**4**
11.	Opinion magazines like The Weekly Standard	**1**
12.	Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	**17**
13.	News Pages of Internet Service Providers such as Yahoo News and MSN News	**12**
14.	Opinion websites like Drudge Report or slate.com	**1**
15.	National Public Radio	**7**
16.	Religious radio shows	*****
17.	Talk radio like Rush Limbaugh	**4**
18.	General radio news station	**3**
19.	Public television shows like McNeil Lehrer	**1**
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 MSNBC's Hardball	*****
24.	Sunday News Shows such as NBC's Meet the Press and ABC's This Week	*****
25.	Other	**17**
26.	Don't Know/Refused **(DO NOT READ)**	**4**

35. In what year were you born?

1.	18-34	**20**
2.	35-44	**25**
3.	45-54	**19**
4.	55-64	**19**
5.	65+	**16**

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

1.	Republican	**35**
2.	Democrat	**37**
3.	Independent	**26**
4.	Other	**1**
5.	Don't Know/Refused **(DO NOT READ)**	**1**

37. If you had to classify yourself, would you say you are (ROTATE) liberal, moderate, or conservative in your political beliefs?

1.	Liberal (GO TO Q41A)	**20**
2.	Moderate (GO TO Q42)	**41**
3.	Conservative (GO TO Q41A)	**38**
4.	Don't Know/Refused **(DO NOT READ – GO TO Q42)**	**1**

Q37a among liberals and conservatives in Q37 only

37A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1.	Very liberal	**12**
2.	Somewhat liberal	**21**
3.	Very conservative	**31**
4.	Somewhat conservative	**34**
5.	Don't Know/Refused **(DO NOT READ)**	**2**

RESUME WITH ALL

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

1.	Yes	**39**
2.	No	**60**
3.	Don't Know/Refused **(DO NOT READ)**	**1**

39. What is your current marital status?

1.	Single, never married	**21**
2.	Married	**60**
3.	Separated	**2**
4.	Divorced	**9**
5.	Widowed	**7**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

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

1.	Less than 15K	**7**
2.	15K-30K	**9**
3.	30K-50K	**17**
4.	50K-75K	**17**
5.	75K-100K	**12**
6.	Over 100K	**20**
7.	Don't Know/Refused **(DO NOT READ)**	**17**

41. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**12**
2.	Mainline Protestant	**17**
3.	Catholic	**24**
4.	Jewish	**1**
5.	Mormon	**1**
6.	Atheist/Agnostic	**8**
7.	Other	**24**
8.	Don't Know/Refused **(DO NOT READ)**	**12**

42. What is your race?

1. Hispanic	**8**
2. African-American	**12**
3. Asian	**1**
4. White	**76**
5. Other	**2**
6. Don't Know/Refused **(DO NOT READ)**	**1**

43. Do you consider yourself a part of the tea party movement?

1. Yes	**13**
2. No	**82**

44. If the elections were held today for President and the candidates are Mitt Romney as the Republican nominee and Barack Obama as the Democrat nominee, would you be more likely to vote for (ROTATE) Mitt Romney - the Republican candidate, or Barack Obama – the Democrat candidate? (IF UNDECIDED ASK) would you be leaning toward Mitt Romney – the Republican candidate, or Barack Obama – the Democrat candidate?

1. Romney	**45**
2. Lean Romney	**1**
3. Undecided	**2**
4. Lean Obama	**1**
5. Obama	**48**
6. Don't Know/Refused **(DO NOT READ)**	**4**
TOTAL ROMNEY	**46**
TOTAL OBAMA	**48**

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

1. Urban	**33**
2. Suburban	**46**
3. Rural	**21**

Gender (by observation)

1.	Male	**48**
2.	Female	**52**

Region (TAKEN FROM SAMPLE)

1.	Northeast	**18**
2.	South	**26**
3.	Midwest	**20**
4.	Plains/Mountains	**22**
5.	West Coast	**15**