**NEW MODELS NATIONAL BRAND SURVEY**
**February 4-5, 2012**
**1000 RVs**

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?

|  |  | NOV 2011 | DEC 2011 | JAN 2012 | FEB 2012 |
|---|---|---|---|---|---|
| 1. | Right Direction | 20 | 30 | 27 | 38 |
| 2. | Don't Know/Refused (DO NOT READ) | 10 | 6 | 8 | 7 |
| 3. | Wrong Track | 71 | 64 | 65 | 55 |

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

|  |  | NOV 2011 | DEC 2011 | JAN 2012 | FEB 2012 |
|---|---|---|---|---|---|
| 1. | Approve | 42 | 45 | 44 | 49 |
| 2. | Don't know/refused | 6 | 6 | 5 | 3 |
| 3. | Disapprove | 52 | 50 | 52 | 48 |

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 Q3-5, then Q6-7)

|  |  | NAME ID | FAVORABLE | UNFAVORABLE | NO OPINION |
|---|---|---|---|---|---|
| **3. Republicans in Congress** | NOV 2011 | 100 | 37 | 57 | 5 |
|  | DEC 2011 | 100 | 29 | 64 | 7 |
|  | JAN 2012 | 100 | 29 | 65 | 6 |
|  | FEB 2012 | 100 | 31 | 60 | 9 |
| **4. Democrats in Congress** | NOV 2011 | 100 | 35 | 58 | 6 |
|  | DEC 2011 | 100 | 38 | 57 | 5 |
|  | JAN 2012 | 100 | 35 | 58 | 7 |
|  | FEB 2012 | 100 | 38 | 55 | 7 |

| | | | | | |
|---|---|---|---|---|---|
| 5. | **President Obama** | FEB 2012 | **100** | **50** | **48** | **3** |
| 6. | **Republicans in the US Senate** | FEB 2012 | **100** | **34** | **59** | **7** |
| 7. | **Democrats in the US Senate** | FEB 2012 | **100** | **42** | **52** | **6** |

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

| | NOV 2011 | DEC 2011 | JAN 2012 | FEB 2012 |
|---|---|---|---|---|
| 1. Education | **8** | **6** | **8** | **8** |
| 2. Social Security | **7** | **7** | **7** | **5** |
| 3. Retirement and Investments | **1** | **1** | **1** | **1** |
| 4. Terrorism | **2** | **1** | **\*** | **\*** |
| 5. Healthcare/Rx | **5** | **8** | **7** | **7** |
| 6. The Economy | **35** | **37** | **34** | **39** |
| 7. Jobs | **16** | **13** | **15** | **11** |
| 8. Taxes | **2** | **2** | **2** | **3** |
| 9. Crime and Safety | **1** | **1** | **1** | **\*** |
| 10. Environment | **1** | **1** | **1** | **1** |
| 11. National Defense/Foreign Affairs/Iraq | **2** | **2** | **4** | **3** |
| 12. National Deficit/Spending | **11** | **12** | **11** | **10** |
| 13. Energy | **1** | **1** | **1** | **2** |
| 14. Gas prices | **1** | **\*** | **1** | **3** |
| 15. Immigration | **2** | **2** | **2** | **3** |
| 16. Other | **2** | **2** | **3** | **3** |
| 17. Don't know/Refused | **3** | **3** | **2** | **2** |

**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 |
|---|---|---|---|
| 9. The Economy | NOV 2011 | **45** | **42** |
| | DEC 2011 | **44** | **41** |
| | JAN 2012 | **45** | **42** |
| | FEB 2012 | **45** | **44** |
| 10. Jobs | NOV 2011 | **42** | **43** |
| | DEC 2011 | **45** | **42** |

| | | | |
|---|---|---|---|
| | JAN 2012 | **44** | **42** |
| | FEB 2012 | **44** | **45** |
| 11. Health Care/RX | NOV 2011 | **38** | **50** |
| | DEC 2011 | **38** | **46** |
| | JAN 2012 | **37** | **49** |
| | FEB 2012 | **41** | **47** |
| 12. Energy and gas prices | NOV 2011 | **41** | **41** |
| | DEC 2011 | **43** | **40** |
| | JAN 2012 | **40** | **43** |
| | FEB 2012 | **43** | **44** |
| 13. Taxes | NOV 2011 | **45** | **44** |
| | DEC 2011 | **46** | **42** |
| | JAN 2012 | **45** | **43** |
| | FEB 2012 | **46** | **43** |

**14. 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?**

| | NOV 2011 | DEC 2011 | JAN 2012 | FEB 2012 |
|---|---|---|---|---|
| 1. Republican | **43** | **43** | **42** | **43** |
| 2. Lean Republican | **2** | **3** | **2** | **3** |
| 3. Undecided | **5** | **5** | **6** | **3** |
| 4. Lean Democrat | **3** | **2** | **2** | **2** |
| 5. Democrat | **45** | **43** | **45** | **45** |
| 6. Don't Know/Refused (DO NOT READ) | **3** | **3** | **3** | **4** |
| TOTAL REPUBLICAN | **45** | **46** | **44** | **46** |
| TOTAL DEMOCRAT | **47** | **45** | **47** | **47** |

## PERCEPTIONS OF THE PARTIES

(ROTATE Q15-16)

**15. What is the first thing that comes to mind when you hear the term "Republicans in Congress"?**

| | | |
|---|---|---|
| 1. | Obstructionist/blocking/partisan | **18** |
| 2. | For the rich/corporations | **13** |
| 3. | Don't care about people | **8** |

| | | |
|---|---|---|
| 4. | Do nothing | **9** |
| 5. | Negative/bad | **11** |
| 6. | Other | **6** |
| 7. | Don't know | **13** |
| 8. | Positive | **10** |
| 9. | Conservative/smaller government | **7** |
| 10. | Taxes | **3** |
| 11. | Defense | **1** |
| 12. | Moral issues | **2** |
| 13. | Political figures | **2** |
| 14. | Fiscal responsibility/less spending | **3** |
| 15. | Economy | **2** |
| 16. | Bad economy | ***** |
| 17. | Health care | **1** |
| 18. | Tea party | **1** |
| 19. | Social Security | ***** |
| 20. | Anti-immigration/immigration issues | ***** |

**16. What is the first thing that comes to mind when you hear the term "Democrats in Congress"?**

| | | |
|---|---|---|
| 1. | Incompetent/can't govern | **11** |
| 2. | Too much spending/big government/higher taxes | **18** |
| 3. | Negative | **20** |
| 4. | Positive | **10** |
| 5. | Don't know | **13** |
| 6. | Other/Democrats (general mention) | **9** |
| 7. | For the people/poor | **10** |
| 8. | Political | ***** |
| 9. | Change | **6** |
| 10. | Liberal | **5** |
| 11. | Health care | **3** |
| 12. | Jobs | **2** |
| 13. | Obama | **1** |

| 14. Don't listen | 1 |
|---|---|

**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 Q17-22):**

**17. Has the best understanding of the future**

| | | |
|---|---|---|
| 1. | Republicans in Congress | 41 |
| 2. | Democrats in Congress | 46 |
| 3. | Don't Know/Refused (DO NOT READ) | 13 |

**18. For people like me**

| | | |
|---|---|---|
| 1. | Republicans in Congress | 40 |
| 2. | Democrats in Congress | 47 |
| 3. | Don't Know/Refused (DO NOT READ) | 13 |

**19. For the middle class**

| | | |
|---|---|---|
| 1. | Republicans in Congress | 40 |
| 2. | Democrats in Congress | 51 |
| 3. | Don't Know/Refused (DO NOT READ) | 9 |

**20. For business**

| | | |
|---|---|---|
| 1. | Republicans in Congress | 70 |
| 2. | Democrats in Congress | 23 |
| 3. | Don't Know/Refused (DO NOT READ) | 7 |

**21. Listens to people like me**

| | | |
|---|---|---|
| 1. | Republicans in Congress | 35 |
| 2. | Democrats in Congress | 48 |

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

**22. Has better ideas**

| | | |
|---|---|---|
| 1. | Republicans in Congress | **40** |
| 2. | Democrats in Congress | **47** |
| 3. | Don't Know/Refused (DO NOT READ) | **13** |

**23. Do you have a clear idea of what President Obama wants to accomplish if he were elected to a second term as President?**

| | | |
|---|---|---|
| 1. | Yes | **58** |
| 2. | No | **40** |
| 3. | Don't Know/Refused (DO NOT READ) | **2** |

**24. Do you have a clear idea of what Republicans in Congress want to accomplish if they were elected to a majority in both the House and Senate?**

| | | |
|---|---|---|
| 1. | Yes | **61** |
| 2. | No | **37** |
| 3. | Don't Know/Refused (DO NOT READ) | **2** |

**Do you believe or not believe the following statements: (ROTATE Q25-30)**

**25. President Obama inherited a bad economy but he made it worse.**

| | | JUN I 2011 | FEB 2012 |
|---|---|---|---|
| 1. | Believe | **43** | **46** |
| 2. | Do not believe | **55** | **51** |
| 3. | Don't Know/Refused (DO NOT READ) | **2** | **3** |

**26. If it had not been for President Obama's economic stimulus package, the recession would have been much worse.**

| | | JUN I 2011 | FEB 2012 |
|---|---|---|---|

| | | |
|---|---:|---:|
| 1. Believe | 49 | 48 |
| 2. Do not believe | 47 | 47 |
| 3. Don't Know/Refused (DO NOT READ) | 4 | 5 |

**27. Republicans want to pass the same failed policies that created the economic problems in the first place.**

| | |
|---|---:|
| | |
| 1. Believe | 44 |
| 2. Do not believe | 50 |
| 3. Don't Know/Refused (DO NOT READ) | 6 |

**28. President Obama has made progress in improving the economy.**

| | |
|---|---:|
| | |
| 1. Believe | 53 |
| 2. Do not believe | 45 |
| 3. Don't Know/Refused (DO NOT READ) | 2 |

**29. Republicans have a plan for growing the economy and creating jobs.**

| | NOV 2011 | DEC 2011 | JAN 2012 | FEB 2012 |
|---|---:|---:|---:|---:|
| 1. Believe | 50 | 49 | 43 | 47 |
| 2. Do not believe | 47 | 46 | 51 | 47 |
| 3. Don't Know/Refused (DO NOT READ) | 4 | 5 | 5 | 6 |

**30. President Obama has a plan for growing the economy and creating jobs.**

| | FEB 2011 | JAN 2012 | FEB 2012 |
|---|---:|---:|---:|
| 1. Believe | 57 | 50 | 56 |
| 2. Do not believe | 41 | 47 | 42 |
| 3. Don't Know/Refused (DO NOT READ) | 2 | 3 | 2 |

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

| | NOV 2011 | DEC 2011 | JAN 2012 | FEB 2012 |
|---|---:|---:|---:|---:|

| | | | | |
|---|---|---|---|---|
| 1. President Obama | 48 | 49 | 46 | 49 |
| 2. Republicans in Congress | 40 | 40 | 42 | 41 |
| 3. Don't Know/Refused (DO NOT READ) | 12 | 11 | 12 | 10 |

**32. Do you think that President Obama's economic policies are correct or incorrect?**

| | |
|---|---|
| 1. Correct | 46 |
| 2. Incorrect | 46 |
| 3. Don't Know/Refused (DO NOT READ) | 7 |

**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 | 49 |
| 3. Don't Know/Refused (DO NOT READ) | 9 |

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

| | |
|---|---|
| 1. Democrats, who say the election is about the middle class | 43 |
| 2. Republicans who say the election is about cutting spending and reducing the national debt | 50 |
| 3. Don't Know/Refused (DO NOT READ) | 7 |

**35. For which candidate are you more likely to vote? (ROTATE)**

| | |
|---|---|
| 1. A candidate who will work to stop President Obama's policies that have made the economy worse | 18 |
| 2. A candidate with a plan for jobs and the economy | 72 |
| 3. Don't Know/Refused (DO NOT READ) | 10 |

**KEYSTONE**

**36. The Obama administration recently rejected the request to build the Keystone Pipeline. Do you support or oppose that decision?**

|   | | |
|---|---|---|
| 1. | Support | **34** |
| 2. | Oppose | **47** |
| 3. | Don't Know/Refused **(DO NOT READ)** | **19** |

Now just a few demographic questions for statistical purposes only—

**37. 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 | **7** |
| 2. | NBC News | **7** |
| 3. | CBS News | **5** |
| 4. | Local TV news | **23** |
| 5. | CNN News | **19** |
| 6. | MSNBC/CNBC News | **6** |
| 7. | Fox News | **19** |
| 8. | CSpan | **\*** |
| 9. | Daily newspaper | **29** |
| 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 | **21** |
| 13. | News Pages of Internet Service Providers such as Yahoo News and MSN News | **11** |
| 14. | Opinion websites like Drudge Report or slate.com | **2** |
| 15. | National Public Radio | **7** |
| 16. | Religious radio shows | **\*** |
| 17. | Talk radio like Rush Limbaugh | **3** |
| 18. | General radio news station | **2** |
| 19. | Public television 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 MSNBC's Hardball | | * |
| 24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week | | * |
| 25. Other | | **14** |
| 26. Don't Know/Refused **(DO NOT READ)** | | **3** |

**38. 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** |

**39. 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** |

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

| | | |
|---|---|---|
| 1. | Liberal (GO TO Q40A) | **20** |
| 2. | Moderate (GO TO Q41) | **41** |
| 3. | Conservative (GO TO Q40A) | **38** |
| 4. | Don't Know/Refused **(DO NOT READ – GO TO Q41)** | **1** |

Q40a among liberals and conservatives in Q40 only

**40A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

| | | |
|---|---|---|
| 1. | Very liberal | **11** |

| | | |
|---|---|---|
| 2. | Somewhat liberal | **24** |
| 3. | Very conservative | **27** |
| 4. | Somewhat conservative | **37** |
| 5. | Don't Know/Refused **(DO NOT READ)** | **2** |

**RESUME WITH ALL**

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

| | | |
|---|---|---|
| 1. | Yes | **43** |
| 2. | No | **57** |
| 3. | Don't Know/Refused **(DO NOT READ)** | **1** |

**42. What is your current marital status?**

| | | |
|---|---|---|
| 1. | Single, never married | **20** |
| 2. | Married | **64** |
| 3. | Separated | **1** |
| 4. | Divorced | **8** |
| 5. | Widowed | **6** |
| 6. | Don't Know/Refused **(DO NOT READ)** | **1** |

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

| | | |
|---|---|---|
| 1. | Less than 15K | **8** |
| 2. | 15K-30K | **12** |
| 3. | 30K-50K | **15** |
| 4. | 50K-75K | **16** |
| 5. | 75K-100K | **11** |
| 6. | Over 100K | **25** |
| 7. | Don't Know/Refused **(DO NOT READ)** | **14** |

**44. What is your religion?**

| | | |
|---|---|---|
| 1. | Evangelical/Fundamentalist Protestant | **16** |
| 2. | Mainline Protestant | **18** |

| | | |
|---|---|---|
| 3. | Catholic | **23** |
| 4. | Jewish | **2** |
| 5. | Mormon | **2** |
| 6. | Atheist/Agnostic | **8** |
| 7. | Other | **21** |
| 8. | Don't Know/Refused **(DO NOT READ)** | **9** |

**45. 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** |

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

| | | |
|---|---|---|
| 1. | Yes | **11** |
| 2. | No | **84** |

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

| | | |
|---|---|---|
| 1. | Urban | **26** |
| 2. | Suburban | **52** |
| 3. | Rural | **21** |

**Gender (by observation)**

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

**Region (TAKEN FROM SAMPLE)**

1. Northeast  **17**
2. South  **30**
3. Midwest  **21**
4. Plains/Mountains  **19**
5. West Coast  **14**