

**NEW MODELS NATIONAL BRAND SURVEY**  
**October 29-30, 2011**

**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?**

	AUG II 2011	SEP I 2011	OCT I 2011	OCT II 2011
1. Right Direction	<b>23</b>	<b>25</b>	<b>24</b>	<b>22</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>8</b>
3. Wrong Track	<b>68</b>	<b>66</b>	<b>66</b>	<b>70</b>

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

	AUG II 2011	SEP 2011	OCT I 2011	OCT II 2011
1. Approve	<b>40</b>	<b>44</b>	<b>46</b>	<b>43</b>
2. Don't know/refused	<b>7</b>	<b>6</b>	<b>5</b>	<b>5</b>
3. Disapprove	<b>53</b>	<b>50</b>	<b>49</b>	<b>52</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)**

	NAME ID	FAVORABLE	UNFAVORABLE	NO OPINION	
<b>3. Republicans in Congress</b>	AUG II 2011	<b>100</b>	<b>31</b>	<b>60</b>	<b>9</b>
	SEP 2011	<b>100</b>	<b>33</b>	<b>60</b>	<b>7</b>
	OCT I 2011	<b>100</b>	<b>32</b>	<b>59</b>	<b>10</b>
	OCT II 2011	<b>100</b>	<b>40</b>	<b>53</b>	<b>6</b>
<b>4. Democrats in Congress</b>	AUG II 2011	<b>100</b>	<b>36</b>	<b>57</b>	<b>8</b>
	SEP 2011	<b>100</b>	<b>39</b>	<b>55</b>	<b>6</b>
	OCT I 2011	<b>100</b>	<b>38</b>	<b>54</b>	<b>8</b>
	OCT II 2011	<b>100</b>	<b>40</b>	<b>55</b>	<b>5</b>
<b>5. Occupy Wall Street movement</b>	OCT II 2011	<b>94</b>	<b>34</b>	<b>49</b>	<b>11</b>

<b>6. The tea party movement</b>	NOV Post-Elect 2010	<b>98</b>	<b>45</b>	<b>44</b>	<b>9</b>
	AUG 2011	<b>95</b>	<b>35</b>	<b>46</b>	<b>14</b>
	OCT II 2011	<b>97</b>	<b>42</b>	<b>43</b>	<b>12</b>
<b>7. Wall Street</b>	OCT II 2011	<b>99</b>	<b>30</b>	<b>53</b>	<b>16</b>
<b>8. Business</b>	OCT II 2011	<b>99</b>	<b>58</b>	<b>26</b>	<b>14</b>
<b>9. Apple</b>	OCT II 2011	<b>98</b>	<b>72</b>	<b>6</b>	<b>20</b>

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

	AUG II 2011	SEP 2011	OCT I 2011	OCT II 2011
1. Education	<b>9</b>	<b>9</b>	<b>9</b>	<b>7</b>
2. Social Security	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>
3. Retirement and Investments	<b>1</b>	<b>1</b>	<b>*</b>	<b>1</b>
4. Terrorism	<b>*</b>	<b>1</b>	<b>*</b>	<b>1</b>
5. Healthcare/Rx	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>
6. The Economy	<b>33</b>	<b>34</b>	<b>35</b>	<b>33</b>
7. Jobs	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>
8. Taxes	<b>3</b>	<b>2</b>	<b>2</b>	<b>4</b>
9. Crime and Safety	<b>1</b>	<b>*</b>	<b>*</b>	<b>1</b>
10. Environment	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>
11. National Defense/Foreign Affairs/Iraq	<b>4</b>	<b>4</b>	<b>2</b>	<b>3</b>
12. National Deficit/Spending	<b>10</b>	<b>11</b>	<b>8</b>	<b>9</b>
13. Energy	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>
14. Gas prices	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
15. Immigration	<b>4</b>	<b>2</b>	<b>2</b>	<b>3</b>
16. Other	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
17. Don't know/Refused	<b>3</b>	<b>4</b>	<b>6</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?**

		REP	DEM
11. The Economy	AUG II 2011	<b>48</b>	<b>39</b>
	SEP I 2011	<b>44</b>	<b>43</b>
	OCT I 2011	<b>46</b>	<b>41</b>
	OCT II 2011	<b>45</b>	<b>41</b>
12. Jobs	AUG II 2011	<b>47</b>	<b>40</b>
	SEP 2011	<b>42</b>	<b>45</b>
	OCT I 2011	<b>45</b>	<b>44</b>
	OCT II 2011	<b>45</b>	<b>42</b>
13. Health Care/RX	AUG II 2011	<b>40</b>	<b>47</b>
	SEP 2011	<b>38</b>	<b>49</b>
	OCT I 2011	<b>40</b>	<b>48</b>
	OCT II 2011	<b>41</b>	<b>47</b>
14. Energy and gas prices	AUG II 2011	<b>43</b>	<b>38</b>
	SEP 2011	<b>43</b>	<b>40</b>
	OCT I 2011	<b>42</b>	<b>43</b>
	OCT II 2011	<b>45</b>	<b>41</b>
15. Taxes	AUG II 2011	<b>47</b>	<b>41</b>
	SEP 2011	<b>48</b>	<b>41</b>
	OCT I 2011	<b>45</b>	<b>42</b>
	OCT II 2011	<b>46</b>	<b>42</b>
16. Education	MAY II 2010	<b>35</b>	<b>53</b>
	JUN 2010	<b>36</b>	<b>51</b>
	JUL 2010	<b>39</b>	<b>50</b>
	OCT II 2011	<b>38</b>	<b>47</b>

(ROTATE 17-19 and 20-22)

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

	AUG 2011	AUG II 2011	OCT I 2011	OCT II 2011
1. Yes (GO TO Q18)	<b>64</b>	<b>38</b>	<b>43</b>	<b>42</b>
2. No (GO TO Q20)	<b>33</b>	<b>60</b>	<b>55</b>	<b>58</b>
3. DK/Refused (DO NOT READ – GO TO Q20)	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>

## 18. What was it?

1. Budget/deficit/spending	<b>10</b>
2. Taxes	<b>13</b>
3. Negative/opposing	<b>22</b>
4. For the rich	<b>3</b>
5. Cutting benefits	<b>12</b>
6. They are opposing the jobs bill/President's job plan	<b>13</b>
7. About the economy issues/trying to boost the economy	<b>6</b>
8. It's the same thing with what the Democrats are doing	<b>1</b>
9. About jobs/creation of jobs	<b>14</b>
10. They are not doing anything/not doing enough	<b>4</b>
11. They are trying to help people/they are trying to make the world better	<b>2</b>
12. It is about campaigns/elections/nominations	<b>4</b>
13. They're shutting down the government/putting it on crisis	<b>1</b>
14. About what they voted on	<b>*</b>
15. About revenue/Raising it or not	<b>*</b>
16. About group of people from the tea party/trying to work with Republicans	<b>*</b>
17. About education/schools	<b>2</b>
18. They are having a meeting in their district/state	<b>*</b>
19. Trying to control immigration/immigration issues	<b>2</b>
20. They are having debates/Presidential debate	<b>2</b>
21. Environmental issues/legislations about environment	<b>*</b>
22. Plan to get military troops out of Iraq/Afghanistan	<b>1</b>
23. Other	<b>5</b>
24. Don't know/can't recall/not sure/refused	<b>1</b>

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

	AUG 2011	AUG II 2011	OCT I 2011	OCT II 2011
1. More favorable	<b>33</b>	<b>37</b>	<b>31</b>	<b>37</b>
2. Less favorable	<b>56</b>	<b>56</b>	<b>56</b>	<b>51</b>
3. No difference (DO NOT READ)	<b>7</b>	<b>5</b>	<b>10</b>	<b>10</b>

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

	AUG 2011	AUG II 2011	OCT I 2011	OCT II 2011
1. Yes (GO TO Q21)	<b>59</b>	<b>34</b>	<b>43</b>	<b>38</b>
2. No (GO TO Q23)	<b>38</b>	<b>64</b>	<b>56</b>	<b>60</b>
3. DK/Refused (DO NOT READ – GO TO Q23)	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>

**21. What was it?**

1. Taxes	<b>14</b>
2. Budget/deficit	<b>8</b>
3. Negative	<b>14</b>
4. Support Obama	<b>3</b>
5. Trying to do stuff	<b>17</b>
6. Health care/entitlements	<b>10</b>
7. About the economy/economic issues/trying to fix the economy	<b>4</b>
8. Jobs/job creation	<b>36</b>
9. Same thing/Same with Republicans	<b>1</b>
10. About gas/energy pricing situation	<b>1</b>
11. About issues on immigration/immigrants	<b>2</b>
12. Being involved in War in Iraq and Afghanistan/bringing troops back	<b>1</b>
13. Campaigning to be re-elected/to stay on power/position	<b>1</b>
14. About education/schools	<b>3</b>

15. Nobody wants to compromise/not compromising	*
16. Doing things they are not supposed to	<b>2</b>
17. They only think about their own interest	<b>1</b>
18. They are trying to protect the middle and lower class	*
19. Trying to increase revenue	<b>1</b>
20. They are trying to close the loopholes	*
21. About environmental issues	*
22. About the stimulus	<b>1</b>
23. Talking about student loans	<b>2</b>
24. About Wall Street	<b>1</b>
25. Heard about Super Committee	<b>3</b>
26. Veterans/Troops coming home	<b>1</b>
27. Nothing	*
28. Other	<b>8</b>
29. Don't know/can't recall/not sure/refused	<b>10</b>

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

	AUG 2011	AUG II 2011	OCT I 2011	OCT II 2011
1. More favorable	<b>30</b>	<b>37</b>	<b>45</b>	<b>47</b>
2. Less favorable	<b>57</b>	<b>50</b>	<b>43</b>	<b>43</b>
3. No difference (DO NOT READ)	<b>10</b>	<b>11</b>	<b>9</b>	<b>7</b>

**RESUME WITH ALL**

**23. 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?**

	AUG II 2011	SEP 2011	OCT I 2011	OCT II 2011
1. Republican	<b>42</b>	<b>43</b>	<b>41</b>	<b>46</b>

2. Lean Republican	4	3	2	3
3. Undecided	8	6	5	6
4. Lean Democrat	4	3	2	2
5. Democrat	39	41	44	42
6. Don't Know/Refused (DO NOT READ)	3	4	5	3
TOTAL REPUBLICAN	46	46	43	49
TOTAL DEMOCRAT	43	44	47	43

## JOBS/ECONOMY

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

	AUG II 2011	SEP 2011	OCT I 2011	OCT II 2011
1. President Obama	45	48	46	45
2. Republicans in Congress	40	41	41	43
3. Don't Know/Refused (DO NOT READ)	14	11	2	12

### 25. Do you favor or oppose President Obama's health care plan? (ROTATE)

	NOV 2010 Post- Election Survey	OCT II 2011
1. Favor	44	40
2. Oppose	52	53
3. Don't Know/Refused (DO NOT READ)	4	7

## IDEOLOGY

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate... (ROTATE Q26-31)

	NOV 2010 POST-ELECT	MEAN
26. Your own political ideology	5.90	5.87
27. Ideology of Republicans in Congress	6.44	6.38
28. Ideology of Democrats in Congress	3.54	3.90
29. Ideology of Barack Obama	3.44	3.75
30. Ideology of the tea party movement		6.67
31. Ideology of the Occupy Wall Street movement		3.69

**RANKED**

Ideology of the tea party movement	6.67
Ideology of Republicans in Congress	6.38
Your own political ideology	5.87
Ideology of Democrats in Congress	3.90
Ideology of Barack Obama	3.75
Ideology of the Occupy Wall Street movement	3.69

Now I am going to read a different scale to you. On a scale of 1-9 with 1 being that the group or person does not reflect your views at all, 5 being neutral, and 9 being that the group or person reflects your views completely, how would you rate... (ROTATE Q32-36)

	MEAN
32. Republicans in Congress	4.56
33. Democrats in Congress	4.19
34. Barack Obama	4.25
35. The tea party movement	4.51
36. The Occupy Wall Street movement	3.94

**RANKED**

Republicans in Congress	4.56
The tea party movement	4.51
Barack Obama	4.25
Democrats in Congress	4.19
The Occupy Wall Street movement	3.94

I am going to read a series of statements made in the news recently. For each please tell me if you agree or disagree with the statement. (ROTATE STATEMENTS Q37-43)

**37. The Occupy Wall Street movement represents the beliefs of 99 percent of Americans.**

1. Agree	22
2. Disagree	71
3. Don't Know/Refused <b>(DO NOT READ)</b>	6

**38. Both small and large businesses need to grow in order for the economy to expand and create jobs.**

1. Agree	<b>92</b>
2. Disagree	<b>7</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>1</b>

**39. The rich should pay more than 50 percent of their income in taxes.**

1. Agree	<b>28</b>
2. Disagree	<b>69</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>3</b>

**40. Wall Street is responsible for the recession.**

1. Agree	<b>39</b>
2. Disagree	<b>56</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>5</b>

**41. The richest one percent are writing the rules of the economy and imposing economic inequality.**

1. Agree	<b>49</b>
2. Disagree	<b>46</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>5</b>

**42. If we cut taxes on big businesses, they will use that money to create jobs.**

1. Agree	<b>44</b>
2. Disagree	<b>51</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>5</b>

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

	FEB 2011	MAR 2011	SEP 2011	OCT II 2011
1. Agree	<b>52</b>	<b>45</b>	<b>41</b>	<b>48</b>
2. Disagree	<b>42</b>	<b>51</b>	<b>55</b>	<b>47</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>5</b>

**44. Do you believe that large corporations help or hurt the economy?**

1. Help	<b>63</b>
2. Hurt	<b>28</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>

**45. What should be the focus of the tax system? (ROTATE)**

1. Provide government with the appropriate level of funding	<b>66</b>
2. Redistribute wealth	<b>22</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>12</b>

Now just a few demographic questions for statistical purposes only—

**46. 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	6
2. NBC News	6
3. CBS News	5
4. Local TV news	30
5. CNN News	14
6. MSNBC/CNBC News	5
7. Fox News	19
8. CSpan	*
9. Daily newspaper	31
10. News magazines such as Time, US News, and Newsweek	5
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	19
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	10
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	10
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	2
18. General radio news station	5
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	16
26. Don't Know/Refused <b>(DO NOT READ)</b>	3

**47. 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

**48. 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 ( <b>DO NOT READ</b> )	1

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

1. Liberal (GO TO Q49A)	20
2. Moderate (GO TO Q50)	41
3. Conservative (GO TO Q49A)	38
4. Don't Know/Refused ( <b>DO NOT READ – GO TO Q50</b> )	1

Q49a among liberals and conservatives in Q49 only

**49A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

1. Very liberal	10
2. Somewhat liberal	24
3. Very conservative	31
4. Somewhat conservative	35
5. Don't Know/Refused ( <b>DO NOT READ</b> )	*

## RESUME WITH ALL

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

1. Yes	40
2. No	59
3. Don't Know/Refused <b>(DO NOT READ)</b>	1

### 51. What is your current marital status?

1. Single, never married	22
2. Married	60
3. Separated	2
4. Divorced	9
5. Widowed	6
6. Don't Know/Refused <b>(DO NOT READ)</b>	1

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

1. Less than 15K	8
2. 15K-30K	12
3. 30K-50K	13
4. 50K-75K	17
5. 75K-100K	16
6. Over 100K	19
7. Don't Know/Refused <b>(DO NOT READ)</b>	14

### 53. What is your employment status?

1. Employed, full-time	48
2. Employed, part-time	6
3. Unemployed	8
4. Self-employed	8
5. Homemaker	5
6. Student	3

7. Retired	<b>19</b>
8. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>2</b>

**54. What is your religion?**

1. Evangelical/Fundamentalist Protestant	<b>13</b>
2. Mainline Protestant	<b>16</b>
3. Catholic	<b>23</b>
4. Jewish	<b>2</b>
5. Mormon	<b>4</b>
6. Atheist/Agnostic	<b>7</b>
7. Other	<b>28</b>
8. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>8</b>

**55. What is your race?**

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

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

1. Yes	<b>10</b>
2. No	<b>87</b>

**57. Do you consider yourself a part of the Occupy Wall Street movement?**

1. Yes	<b>10</b>
2. No	<b>88</b>

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

1. Urban	<b>28</b>
2. Suburban	<b>53</b>
3. Rural	<b>18</b>

**Gender (by observation)**

1. Male	<b>48</b>
2. Female	<b>52</b>

**Region (TAKEN FROM SAMPLE)**

1. Northeast	<b>17</b>
2. South	<b>27</b>
3. Midwest	<b>22</b>
4. Plains/Mountains	<b>19</b>
5. West Coast	<b>15</b>