

NEW MODELS NATIONAL BRAND SURVEY
September 12-14, 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?**

	JUN 2012	JUL 2012	AUG 2012	SEP 2012
1. Right Direction	33	37	32	40
2. Don't Know/Refused (DO NOT READ)	12	8	9	6
3. Wrong Track	55	55	59	53

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

	JUN 2012	JUL 2012	AUG 2012	SEP 2012
1. Approve	47	49	48	49
2. Don't know/Refused	5	4	5	3
3. Disapprove	49	47	47	49

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	JUN 2012	100	38	54	8
	JUL 2012	100	35	59	5
	AUG 2012	100	36	57	6
	SEP 2012	100	41	54	5
4. Democrats in Congress	JUN 2012	100	38	57	6
	JUL 2012	100	39	56	5
	AUG 2012	100	39	55	6
	SEP 2012	100	40	56	4

5. Bill Clinton	SEP 2012	99	61	32	6
6. Mitt Romney	SEP 2012	99	46	48	5
7. Barack Obama	FEB 2012	100	42	52	6
	SEP 2012	100	50	48	2

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

	JUN 2012	JUL 2012	AUG 2012	SEP 2012
1. Education	7	7	9	7
2. Social Security	6	5	9	5
3. Retirement and Investments	1	1	1	1
4. Terrorism	1	*	*	*
5. Healthcare/Rx	6	8	11	8
6. The Economy	33	36	32	41
7. Jobs	11	15	11	11
8. Taxes	2	3	2	3
9. Crime and Safety	1	1	1	*
10. Environment	2	2	3	2
11. National Defense/Foreign Affairs/Iraq	3	2	2	3
12. National Deficit/Spending	10	10	9	8
13. Energy	1	1	1	1
14. Gas prices	2	1	1	1
15. Immigration	3	2	4	2
16. Other	6	2	2	3
17. Don't know/Refused	3	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
9. The Economy	JUN 2012	45	43
	JUL 2012	46	44
	AUG 2012	48	44
	SEP 2012	49	45

10. Jobs	JUN 2012	43	46
	JUL 2012	46	44
	AUG 2012	46	43
	SEP 2012	48	46
11. Health Care/RX	JUN 2012	39	48
	JUL 2012	41	50
	AUG 2012	42	48
	SEP 2012	44	49
12. Energy and gas prices	JUN 2012	42	43
	JUL 2012	41	47
	AUG 2012	45	43
	SEP 2012	48	43
13. Taxes	JUN 2012	47	40
	JUL 2012	47	44
	AUG 2012	45	45
	SEP 2012	47	46

(ROTATE 14-16 and 17-19)

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

	APR II 2012	JUN 2012	AUG 2012	SEP 2012
1. Yes (GO TO Q15)	47	37	41	41
2. No (GO TO Q17)	51	61	57	57
3. DK/Refused (DO NOT READ – GO TO Q17)	2	1	2	3

15. What was it?

1. About the national debt/debt ceiling	1
2. Raising the debt ceiling/debt limit	1
3. Decreasing debts/against raising debt limit	1
4. About taxes	5
5. Increase taxes	1
6. Cutting taxes/not increasing taxes	1
7. About Social Security/cutting Social Security	1
8. About the deficit issues/reducing deficit	1
9. About the budget/balancing the budget	9
10. About the economy issues	7

11. About spending	2
12. Cut spending/control spending/reduce spending	3
13. It's the same as what the Democrats are doing	*
14. About health care/Medicare/cut down on Medicare/Obamacare	14
15. About jobs	12
16. They are not doing anything/not doing enough	6
17. They are opposing the President/they are against Obama	5
18. They are blocking everything/not compromising	11
19. They are trying to help people/they are trying to make the world better	1
20. They favor the rich/not helping normal people/middle class people	1
21. It is about campaigns/nominations/elections	7
22. Cutting of social services/programs	*
23. Increasing the taxes for poor while lowering the taxes for the rich	*
24. They don't want to tax the rich/wealthy/they don't want to raise taxes on the rich	*
25. They only think about their interest/they don't care about the country	-
26. About rape/abortion/women's rights issues	4
27. About issues on immigration/immigrants	1
28. About energy/oil drilling issues	3
29. They are trying to pass a bill/proposal	5
30. They are preparing for their congressional convention/meeting	3
31. None	1
32. Other	10
33. DK	12

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

	APR II 2012	JUN 2012	AUG 2012	SEP 2012
1. More favorable	44	38	40	47
2. Less favorable	45	50	49	44
3. No difference (DO NOT READ)	11	12	11	9

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

	APR II 2012	JUN 2012	AUG 2012	SEP 2012
1. Yes (GO TO Q18)	42	38	33	40
2. No (GO TO Q20)	56	61	64	58
3. DK/Refused (DO NOT READ – GO TO Q20)	2	2	3	2

18. What was it?

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	4
4. About the economy/economic issues/trying to fix it	9
5. Jobs/job creation	8
6. Not doing anything good for the country/not doing their jobs	6
7. About Social Security	1
8. About taxes	5
9. About the deficits	1
10. They are trying to raise/extend debt ceiling/debt limit	*
11. About health care/Medicare/making it available for everyone	20
12. Cut/control/reduce spending	*
13. Increase spending	1
14. Same things as the Republicans	*
15. Disagreement/opposition between both parties/not united	6
16. Trying to compromise	-
17. About the government borrowing money	-
18. About the president and what he is doing for the country	5
19. About gas/energy prices	1
20. About defense/military	2

21. Trying to do what is right for the people/doing things the right way	4
22. About immigration	3
23. Iraq and Afghanistan/bringing troops back	1
24. Campaigning to be reelected/stay in power	9
25. Trying to pass a bill/proposal	5
26. About education/schools	3
27. Nobody wants to compromise/not compromising	*
28. Doing things they are not supposed to	-
29. About rape/abortion/women's rights	2
30. About the farm bill/they are trying to help the farmers	2
31. None	2
32. Others	9
33. DK/Refused/Don't remember	15

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

	APR II 2012	JUN 2012	AUG 2012	SEP 2012
1. More favorable	41	46	39	44
2. Less favorable	48	45	49	45
3. No difference (DO NOT READ)	11	9	12	10

RESUME WITH ALL

20. 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?

	JUN 2012	JUL 2012	AUG 2012	SEP 2012
1. Republican	44	42	45	46
2. Lean Republican	1	2	1	1
3. Undecided	5	4	4	3
4. Lean Democrat	2	2	2	2

5. Democrat	45	47	45	46
6. Don't Know/Refused (DO NOT READ)	3	3	3	2
TOTAL REPUBLICAN	45	44	46	47
TOTAL DEMOCRAT	47	49	47	48

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

	JUN 2012	JUL 2012	AUG 2012	SEP 2012
1. President Obama	47	48	45	48
2. Republicans in Congress	42	42	46	45
3. Don't Know/Refused (DO NOT READ)	11	10	9	7

22. Which is causing more problems in the economy? (ROTATE)

	SEP 2012
1. The economic policies of the present	45
2. The economic policies of the past	48
3. Don't Know/Refused (DO NOT READ)	6

23. In thinking about where things were four years ago, are you better off, worse off, or about the same as 4 years ago? (ROTATE)

1. Better off	33
2. Worse off	39
3. About the same	27
4. Don't Know/Refused (DO NOT READ)	1

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

1. Democrats who say that we need to keep making progress on the economy and that we cannot afford to go back to the failed policies of the past that created the economic problems in the first place	45
2. Republicans who say we need to bring the jobs home	51
3. Don't Know/Refused (DO NOT READ)	4

25. Which is the more important question in deciding for whom to vote? (ROTATE)

1. Whether you were better off than you were four years ago	18
2. Whether you believe things will get better in the future	77
3. Don't Know/Refused (DO NOT READ)	6

ROTATE Q26-27

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

1. Democrats who say that we need to keep making progress on the economy by helping US manufacturers, stop rewarding businesses that ship jobs overseas, and reforming the tax code so millionaires will pay their fair share. We cannot afford to go back to the failed policies of the past that created the economic problems in the first place.	48
2. Republicans who say we need to bring the jobs home by reforming the tax code to fuel economic growth, stop regulations that make it harder for small businesses to hire, create jobs by investing in energy to expand domestic production, and reduce the national debt.	49
3. Don't Know/Refused (DO NOT READ)	3

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

1. Democrats who say that we need to rebuild the economy on a strong foundation by helping US manufacturers, stop rewarding businesses that ship jobs overseas, reform the tax code so millionaires will pay their fair share, and invest in education, innovation and infrastructure for the 21 st century. We cannot afford to go back to the failed policies of the past that created the economic problems in the first place.	48
2. Republicans who say we need to bring the jobs home by reforming the tax code to fuel economic growth, stop regulations that make it harder for small businesses to hire, create jobs by investing in energy to expand domestic production, and reduce the national debt.	48
3. Don't Know/Refused (DO NOT READ)	3

Now just a few demographic questions for statistical purposes only—

28. 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	5
2. NBC News	7
3. CBS News	5
4. Local TV news	26
5. CNN News	18
6. MSNBC/CNBC News	6
7. Fox News	20
8. CSpan	1
9. Daily newspaper	24
10. News magazines such as Time, US News, and Newsweek	4
11. Opinion magazines like The Weekly Standard	*
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	14
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	1
20. Comedy shows like the Daily Show with Jon Stewart	-
21. Late night TV shows like Jay Leno	1
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	18
26. Don't Know/Refused (DO NOT READ)	6

29. 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

30. 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

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

1. Liberal (GO TO Q34A)	20
2. Moderate (GO TO Q35)	41
3. Conservative (GO TO Q34A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q35)	1

Q31a among liberals and conservatives in Q31 only

31A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	11
2. Somewhat liberal	22
3. Very conservative	31
4. Somewhat conservative	33
5. Don't Know/Refused (DO NOT READ)	3

RESUME WITH ALL

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

1. Yes	34
2. No	64
3. Don't Know/Refused (DO NOT READ)	1

33. What is your current marital status?

1. Single, never married	23
2. Married	58
3. Separated	1
4. Divorced	10
5. Widowed	5
6. Don't Know/Refused (DO NOT READ)	2

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

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

35. What is your religion?

1. Evangelical/Fundamentalist Protestant	12
2. Mainline Protestant	11
3. Catholic	24
4. Jewish	2
5. Mormon	3
6. Atheist/Agnostic	6
7. Other	33
8. Don't Know/Refused (DO NOT READ)	10

36. 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

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

1. Yes	13
2. No	82

38. 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?

	JUN 2012	JUL 2012	AUG 2012	SEP 2012
1. Romney	42	42	45	45
2. Lean Romney	2	2	1	1
3. Undecided	5	3	2	2
4. Lean Obama	2	2	1	1
5. Obama	44	47	48	46
6. Don't Know/Refused (DO NOT READ)	5	5	4	4
TOTAL ROMNEY	44	44	46	46
TOTAL OBAMA	46	48	48	48

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

1. Mitt Romney who says that present policies are the reason the economy is struggling. The Obama economy has crushed the middle class, family income has fallen, and health insurance premiums, food and gas prices are higher. President Obama's policies have not helped create jobs, and his plan to raise taxes on small businesses will eliminate jobs.	45
2. President Obama who says the failed policies of the past are the reason the economy is struggling. More tax breaks for millionaires will not bring good jobs or pay down the deficit. Rolling back regulations on Wall Street will not help small businesses expand. We tried that, we are not going back, and are moving forward.	47
3. Don't Know/Refused (DO NOT READ)	8

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

1. Urban	31
2. Suburban	47
3. Rural	21

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	16
2. South	28
3. Midwest	22
4. Plains/Mountains	19
5. West Coast	16