

NEW MODELS NATIONAL BRAND SURVEY
February 22-23, 2011
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 II 2010	DEC 2010	JAN 2011	FEB 2011
1. Right Direction	36	37	41	33
2. Don't Know/Refused (DO NOT READ)	9	9	9	9
3. Wrong Track	55	55	50	58

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

	NOV II 2010	DEC 2010	JAN 2011	FEB 2011
1. Approve	49	49	48	46
2. Don't know/refused	3	6	6	6
3. Disapprove	48	45	47	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)

		NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. Republicans in Congress	NOV II 2010	100	43	48	9
	DEC 2010	100	43	46	10
	JAN 2011	100	45	46	9
	FEB 2011	100	47	46	7
	NOV II 2010	99	41	53	6
4. Democrats in Congress	DEC 2010	100	42	52	6
	JAN 2011	100	44	51	5
	FEB 2011	100	43	51	6

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

	NOV II 2010	DEC 2010	JAN 2011	FEB 2011
1. Education	8	8	6	8
2. Social Security	8	6	5	6
3. Retirement and Investments	1	2	1	1
4. Terrorism	1	1	1	1
5. Healthcare/Rx	9	9	8	11
6. The Economy	31	30	33	33
7. Jobs	13	15	15	11
8. Taxes	3	5	2	2
9. Crime and Safety	1	1	1	1
10. Environment	2	2	2	2
11. National Defense/Foreign Affairs/Iraq	4	3	5	4
12. National Deficit/Spending	9	9	10	10
13. Energy	1	1	*	1
14. Gas prices	*	1	1	1

15. Immigration	4	4	3	1
16. Other	2	2	2	3
17. Don't know/Refused	2	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
6. The Economy	NOV II 2010	49	44
	DEC 2010	46	44
	JAN 2011	45	44
	FEB 2011	46	44
7. Jobs	NOV II 2010	47	46
	DEC 2010	45	44
	JAN 2011	45	45
	FEB 2011	44	45
8. Taxes	NOV II 2010	50	43
	DEC 2010	47	42
	JAN 2011	49	42
	FEB 2011	49	42
9. Health Care/RX	NOV II 2010	44	49
	DEC 2010	39	47
	JAN 2011	41	48
	FEB 2011	44	47
10. Fiscal responsibility	NOV II 2010	51	37
	DEC 2010	47	38
	JAN 2011	47	39
	FEB 2011	49	39

(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)

	DEC 2010	JAN 2011	FEB 2011
1. Yes (GO TO Q12)	42	49	51
2. No (GO TO Q14)	57	50	48
3. DK/Refused (DO NOT READ – GO TO Q14)	2	1	1

12. What was it?

	FEB 2011
1. Trying to repeal/prevent/stop health care/health care bill	35
2. Trying to stop/work on/cutting/controlling the budget	26
3. About the cut/control in spending	15
4. Trying to cut/reduce the deficit	5
5. About tax/reducing/cutting taxes	7
6. About jobs/creating more jobs	2
7. Trying to destroy/hurt the unions/labor organization	6
8. About economy/helping economy	5
9. Trying to make abortion illegal	2
10. About collective bargaining agreement	2
11. Get rid of planned parenthood	1
12. Talking about social security	2
13. About the tea party	1
14. They disagree with the Democrats/with Obama	5
15. About immigration	1
16. Trying to get/helping people on the right track	2
17. They/Republicans are supporting the rich/wealthy people	1
18. They are not even doing anything/they're messing everything	3
19. They are getting the troops out	1
20. About education	1
21. Trying to fix/get something done	4
22. Something about taking away the rights of a woman	1
23. Trying to shut down government	1
24. Raising taxes	2
25. Other	2
26. Don't know/refused/don't pay attention	6

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

	DEC 2010	JAN 2011	FEB 2011
1. More favorable	52	49	46
2. Less favorable	39	46	46
3. No difference (DO NOT READ)	8	3	5

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

	DEC 2010	JAN 2011	FEB 2011
1. Yes (GO TO Q15)	46	38	40
2. No (GO TO Q17)	53	61	59
3. DK/Refused (DO NOT READ – GO TO Q17)	1	1	1

15. What was it?

	FEB 2011
1. They are raising taxes	2
2. Cut spending	4
3. Cutting taxes	2
4. About the budget/balancing the budget	19
5. Talks about issues on health care/Obamacare	30
6. Talking about jobs/creating more jobs	9
7. It was about the economy/they are dealing with the economy	6
8. It was about education	2
9. They are against what the Republicans are doing	7
10. Talking about tax/tax issues	4
11. They were doing something about the unions	4
12. They are not doing their jobs/responsibilities	3
13. The Democrats are playing absentee for Wisconsin/walked out	4
14. About social security	1
15. They are doing a good job	1
16. Spending too much	3

17. About an issue/problem in Wisconsin	1
18. About collective bargaining	1
19. None/no/nothing	2
20. Others	10
21. Don't know/can't remember	10

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

	DEC 2010	JAN 2011	FEB 2011
1. More favorable	46	44	43
2. Less favorable	42	42	46
3. No difference (DO NOT READ)	8	9	7

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?

	NOV II 2010	DEC 2010	JAN 2011	FEB 2011
1. Republican	47	44	45	44
2. Lean Republican	2	2	2	3
3. Undecided	4	6	5	5
4. Lean Democrat	2	3	2	2
5. Democrat	43	41	44	43
6. Don't Know/Refused (DO NOT READ)	3	3	3	3
TOTAL REPUBLICAN	49	46	46	47
TOTAL DEMOCRAT	45	45	46	45

Do you believe or not believe the following statements: (ROTATE STATEMENTS)

		Believe	Do not believe	DK/Refused (DO NOT READ)
18. Republicans have a plan for growing the economy and creating jobs.	NOV I 2010	48	49	2
	NOV II 2010	49	45	6
	JAN 2011	48	46	6
	FEB 2011	52	42	6
19. The US government is broke.	FEB 2011	61	37	2
20. If Congress cuts spending, this will help end some of the uncertainty for businesses and encourage them to begin hiring again.	FEB 2011	62	33	5
21. President Obama's budget will bring down deficits to more sustainable levels over the rest of the decade.	FEB 2011	38	55	7
22. Increasing spending in areas such as education, infrastructure, clean energy and research will create jobs.	FEB 2011	69	28	3
23. President Obama's budget will hurt job creation.	FEB 2011	38	53	8
24. President Obama's budget spends, borrows and taxes too much.	FEB 2011	54	41	5
25. The US has the highest corporate tax rate in the world.	FEB 2011	43	36	20

26. Since coming into office, Republicans have not put forward any initiatives to create jobs.	FEB 2011	44	46	10
27. Republicans were elected to cut spending.	FEB 2011	65	28	6
28. The debt is caused by not taxing too little but by spending too much.	FEB 2011	73	22	6
28b. President Obama has a plan for growing the economy and creating jobs.	FEB 2011	57	41	2

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

	JAN 2011	FEB 2011
1. President Obama	49	47
2. Republicans in Congress	43	43
3. Don't Know/Refused (DO NOT READ)	9	10

30. On a scale of 1-9 with 1 being no cuts at all, 5 being a moderate level of cuts and 9 being severe cuts, what level of cuts in government spending is necessary to sufficiently address our nation's fiscal situation and debt?	MEAN
	6.21
31. On a scale of 1-9 with 1 being no cuts at all, 5 being a moderate level of cuts and 9 being severe cuts, what level of cuts in government spending – including education, health care and alternative energy – is necessary to sufficiently address our nation's fiscal situation and debt?	
	4.75

32. Do you believe or not believe this statement: Under the President's proposed budget, the lowest that the deficit will get over the next decade is \$600 billion.

1. Believe	32
2. Do not believe	49
3. Don't Know/Refused (DO NOT READ)	19

33. Is that acceptable or not acceptable?

1. Acceptable	24
2. Not acceptable	64
3. Don't Know/Refused (DO NOT READ)	12

34. In thinking about the President's budget, which statement do you agree with more? (ROTATE)

1. President Obama, who says that his budget is a responsible approach that cuts wasteful spending while keeping the investments we need to grow the economy and create jobs.	47
2. Republicans in Congress who say that President Obama's budget does not come close to cutting spending at the levels that are necessary. It will hurt job creation because it spends, borrows and taxes too much, and does not reduce the deficit below \$600 billion over the next ten years.	49
3. Don't Know/Refused (DO NOT READ)	4

35. In thinking about the President's budget, which statement do you agree with more? (ROTATE)

1. President Obama, who says that his budget will bring down the deficit by \$1 trillion and will cut the deficit in half by 2012, and this will put the nation on a path to living within our means.	41
2. Republicans in Congress who say that President Obama's own budget report states that over the next ten years, the deficit will not get lower than \$600 billion, which is unacceptable.	50
3. Don't Know/Refused (DO NOT READ)	8

MEAN

36. On a scale of 1-9 with 1 being not urgent at all, 5 being moderately urgent and 9 being extremely urgent, how urgent or not urgent is it to undertake entitlement reform – including Social Security and Medicare - starting now?

6.66

37. Do you believe or not believe this statement: The increasing levels of spending in Medicare and Social Security are not sustainable.

1. Believe	63
2. Do not believe	31
3. Don't Know/Refused (DO NOT READ)	6

38. Is it acceptable or not acceptable that the President's proposed budget does not include entitlement reform?

1. Acceptable	30
2. Not acceptable	57
3. Don't Know (DO NOT READ)	13

Now just a few demographic questions for statistical purposes only—

39. 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	5
3. CBS News	5
4. Local TV news	24
5. CNN News	21
6. MSNBC/CNBC News	5
7. Fox News	19
8. CSpan	*
9. Daily newspaper	30
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	18
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	11
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	8
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	2
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	12
26. Don't Know/Refused (DO NOT READ)	4

40. 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

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

1. Republican	35
2. Democrat	37
3. Independent	36
4. Other	1
5. Don't Know/Refused (DO NOT READ)	1

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

1. Liberal (CONTINUE TO Q43)	20
2. Moderate (SKIP TO Q44)	41
3. Conservative (CONTINUE TO Q43)	38
4. Don't Know/Refused (DO NOT READ) (SKIP TO Q44)	1

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

	JAN 2011	FEB 2011
1. Very liberal	11	10
2. Somewhat liberal	22	23
3. Very conservative	28	26
4. Somewhat conservative	37	38
5. Don't Know/Refused (DO NOT READ)	2	3

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

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

45. What is your current marital status?

1. Single, never married	22
2. Married	63
3. Separated	1
4. Divorced	6
5. Widowed	5
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	8
2. 15K-30K	9
3. 30K-50K	16
4. 50K-75K	18
5. 75K-100K	14
6. Over 100K	21
7. Don't Know/Refused (DO NOT READ)	14

47. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	13
3. Catholic	23
4. Jewish	3
5. Mormon	1
6. Atheist/Agnostic	5
7. Other	31
8. Don't Know/Refused (DO NOT READ)	8

48. What is your race?

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

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

1. Yes	14
2. No	82

Gender (by observation)

1. Male	48
2. Female	52

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

1. Urban	23
2. Suburban	49
3. Rural	16

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	30
3. Midwest	22
4. Plains/Mountains	17

