

NEW MODELS NATIONAL BRAND SURVEY
April 2-3, 2012
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?

	FEB I 2012	FEB II 2012	MAR I 2012	APR 2012
1. Right Direction	38	34	38	35
2. Don't Know/Refused (DO NOT READ)	7	8	7	6
3. Wrong Track	55	58	55	59

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

	FEB I 2012	FEB II 2012	MAR 2012	APR 2012
1. Approve	49	46	48	47
2. Don't know/refused	3	5	5	2
3. Disapprove	48	48	47	51

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	FEB I 2012	100	31	60	9
	FEB II 2012	100	35	58	7
	MAR I 2012	100	33	58	9
	APR 2012	100	37	58	5
4. Democrats in Congress	FEB I 2012	100	38	55	7
	FEB II 2012	100	34	59	6
	MAR I 2012	100	37	56	7
	APR 2012	100	35	60	5

5. The Dodd-Frank Act	APR 2012	48	14	23	11
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6. Which of the following issues would you say is most important to you in deciding how to vote for Congress? (ROTATE)

	FEB I 2012	FEB II 2012	MAR I 2012	APR 2012
1. Education	8	8	8	6
2. Social Security	5	7	6	5
3. Retirement and Investments	1	2	1	1
4. Terrorism	*	1	*	1
5. Healthcare/Rx	7	6	7	8
6. The Economy	39	31	38	33
7. Jobs	11	12	10	10
8. Taxes	3	4	2	3
9. Crime and Safety	*	*	1	*
10. Environment	1	3	2	2
11. National Defense/Foreign Affairs/Iraq	3	5	4	4
12. National Deficit/Spending	10	8	11	9
13. Energy	2	1	1	1
14. Gas prices	3	4	3	5
15. Immigration	3	2	2	3
16. Other	3	2	4	4
17. Don't know/Refused	2	3	2	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
7. The Economy	FEB I 2012	45	44
	FEB II 2012	48	40
	MAR I 2012	46	45
	APR 2012	46	45
8. Jobs	FEB I 2012	44	45
	FEB II 2012	44	44
	MAR I 2012	44	44
	APR 2012	44	46
9. Health Care/RX	FEB I 2012	41	47
	FEB II 2012	42	46

	MAR I 2012	42	48
	APR 2012	41	47
10. Energy and gas prices	FEB I 2012	43	44
	FEB II 2012	43	42
	MAR I 2012	44	42
	APR 2012	48	41
11. Taxes	FEB I 2012	46	43
	FEB II 2012	45	45
	MAR I 2012	47	42
	APR 2012	47	43

(ROTATE 12-14 and 15-17)

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

	JAN 2012	FEB II 2012	MAR I 2012	APR 2012
1. Yes (GO TO Q13)	41	45	37	46
2. No (GO TO Q15)	58	52	60	53
3. DK/Refused (DO NOT READ – GO TO Q15)	1	3	3	1

13. What was it?

1. Tax issues	5
2. Health care	17
3. Economy/business	5
4. Gas prices	4
5. Jobs	5
6. Social Security/Work benefits issues	2
7. Debates on the issues	2
8. About the campaign/election	2
9. Budget	25
10. National debt/deficit	2
11. Control/cut/lower spending	5
12. The president/Obama/going against him	3
13. Republicans and Democrats opposing each other	6
14. Passing a bill/law/proposal	16

15. They were compromising	-
16. About the candidates	3
17. Social issues (contraception/birth control/religion)	4
18. Just heard/saw/read things on tv/radio/newspapers	1
19. Obama care issues	7
20. Energy/oil/gas/drilling	5
21. Issues on the pipeline	2
22. Immigration	*
23. Education	*
24. Same issues	2
25. Unfavorable/negative	3
26. Trying to do things/getting things done	9
27. National defense/war	1
28. Sending troops/soldiers home	-
29. They are not doing anything/not doing enough	3
30. None	*
31. Others	4
32. DK/Refused	11

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

	JAN 2012	FEB II 2012	MAR I 2012	APR 2012
1. More favorable	31	38	39	46
2. Less favorable	54	51	52	46
3. No difference (DO NOT READ)	9	11	9	8

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

	JAN 2012	FEB II 2012	MAR I 2012	APR 2012
1. Yes (GO TO Q16)	35	37	34	34
2. No (GO TO Q18)	63	60	64	64
3. DK/Refused (DO NOT READ – GO TO Q18)	2	2	2	2

16. What was it?

1. Tax issues	8
2. Health care	26
3. Economy	4
4. Gas prices	6
5. Jobs	7
6. Social Security/Work benefits issues	*
7. Debates on the issues	2
8. State budget	9
9. National debt/deficit	2
10. Cut/lower spending	2
11. The president/Obama	4
12. Republicans and Democrats opposing each other	8
13. Pushing/Passing a bill/law/proposal	10
14. About the candidates/campaign	5
15. Social issues (contraception/birth control/abortion)	3
16. Obama care issues	9
17. Energy/oil/gas	4
18. Issues on the pipeline	3
19. Immigration	*
20. Education	2

21. Drilling	-
22. Same with the Republicans	*
23. It was unfavorable/negative for Democrats	1
24. Natural resources/environment	2
25. They are not doing anything good/enough	4
26. Trying to do things/get things done	12
27. None	*
28. Others	4
29. DK/Refused/Don't remember	14

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

	JAN 2012	FEB II 2012	MAR I 2012	APR 2012
1. More favorable	32	45	49	35
2. Less favorable	53	48	42	53
3. No difference (DO NOT READ)	12	7	9	12

RESUME WITH ALL

18. 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?

	FEB 2012	FEB II 2012	MAR I 2012	APR 2012
1. Republican	43	43	42	45
2. Lean Republican	3	4	3	3
3. Undecided	3	5	6	4
4. Lean Democrat	2	3	2	2
5. Democrat	45	43	44	45
6. Don't Know/Refused (DO NOT READ)	4	3	2	2
TOTAL REPUBLICAN	46	46	46	48
TOTAL DEMOCRAT	47	45	46	46

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

	FEB 2012	FEB II 2012	MAR I 2012	APR 2012
1. President Obama	49	45	48	47
2. Republicans in Congress	41	43	40	43
3. Don't Know/Refused (DO NOT READ)	10	12	11	10

BUDGET

I am going to read a series of statements. For each please tell me if you believe or do not believe the statement.

20. If Congress doesn't pass a budget, it doesn't have a plan how to govern.

	MAY 2010	APR 2012
1. Believe	50	57
2. Do not believe	42	35
3. Don't Know/Refused (DO NOT READ)	8	7

21. Congress' failure to pass a budget means missing an opportunity to rein in government spending and provide the fiscal discipline that economists say is needed to create jobs and grow the economy.

	MAY 2010	APR 2012
1. Believe	62	70
2. Do not believe	32	25
3. Don't Know/Refused (DO NOT READ)	6	5

22. The Democrat-led Senate has not passed a budget in three years.

1. Believe	49
2. Do not believe	41
3. Don't Know/Refused (DO NOT READ)	10

Now just a few demographic questions for statistical purposes only—

23. 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	3
4. Local TV news	25
5. CNN News	18
6. MSNBC/CNBC News	6
7. Fox News	21
8. CSpan	*
9. Daily newspaper	30
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	10
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	5
16. Religious radio shows	1
17. Talk radio like Rush Limbaugh	3
18. General radio news station	4
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	1
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 (DO NOT READ)	5

24. 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

25. 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

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

1. Liberal (GO TO Q26A)	20
2. Moderate (GO TO Q27)	41
3. Conservative (GO TO Q26A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q27)	1

Q26a among liberals and conservatives in Q26 only

26A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	11
2. Somewhat liberal	23
3. Very conservative	31
4. Somewhat conservative	34
5. Don't Know/Refused (DO NOT READ)	1

RESUME WITH ALL

27. 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

28. What is your current marital status?

1. Single, never married	21
2. Married	62
3. Separated	1
4. Divorced	9
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	9
2. 15K-30K	11
3. 30K-50K	13
4. 50K-75K	16
5. 75K-100K	14
6. Over 100K	23
7. Don't Know/Refused (DO NOT READ)	14

30. What is your religion?

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	13
3. Catholic	22
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	7
7. Other	34
8. Don't Know/Refused (DO NOT READ)	7

31. 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

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

1. Yes	13
2. No	82

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

1. Urban	27
2. Suburban	55
3. Rural	18

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	28
3. Midwest	20
4. Plains/Mountains	18
5. West Coast	16