

NEW MODELS NATIONAL BRAND SURVEY

April 30 – May 1, 2011

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 2011 | MAR 2011 | APR I 2011 | APR II 2011 |
|--|-------------|-------------|---------------|----------------|
| 1. Right Direction | 33 | 31 | 28 | 30 |
| 2. Don't Know/Refused (DO NOT READ) | 9 | 11 | 9 | 8 |
| 3. Wrong Track | 58 | 58 | 63 | 62 |

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

| | FEB 2011 | MAR 2011 | APR I 2011 | APR II 2011 |
|-----------------------|-------------|-------------|---------------|----------------|
| 1. Approve | 46 | 48 | 47 | 47 |
| 2. Don't know/refused | 6 | 7 | 6 | 5 |
| 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 | FEB 2011 | 100 | 47 | 46 | 7 |
| | MAR 2011 | 100 | 43 | 51 | 6 |
| | APR I 2011 | 99 | 39 | 53 | 7 |
| | APR II 2011 | 100 | 40 | 53 | 7 |
| 4. Democrats in Congress | FEB 2011 | 100 | 43 | 51 | 6 |
| | MAR 2011 | 100 | 44 | 51 | 5 |
| | APR I 2011 | 99 | 44 | 49 | 6 |
| | APR II 2011 | 100 | 42 | 53 | 5 |

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

| | FEB 2011 | MAR 2011 | APR I 2011 | APR II 2011 |
|---|-------------|-------------|---------------|----------------|
| 1. Education | 8 | 9 | 7 | 8 |
| 2. Social Security | 6 | 6 | 6 | 5 |
| 3. Retirement and Investments | 1 | 1 | 1 | * |
| 4. Terrorism | 1 | * | * | 1 |
| 5. Healthcare/Rx | 11 | 10 | 9 | 10 |
| 6. The Economy | 33 | 34 | 35 | 32 |
| 7. Jobs | 11 | 12 | 11 | 11 |
| 8. Taxes | 2 | 2 | 3 | 3 |
| 9. Crime and Safety | 1 | * | * | * |
| 10. Environment | 2 | 1 | 1 | 2 |
| 11. National Defense/Foreign Affairs/Iraq | 4 | 4 | 3 | 3 |
| 12. National Deficit/Spending | 10 | 10 | 13 | 14 |
| 13. Energy | 1 | * | 1 | 1 |
| 14. Gas prices | 1 | 2 | 3 | 4 |
| 15. Immigration | 1 | 3 | 2 | 2 |
| 16. Other | 3 | 3 | 2 | 2 |
| 17. Don't know/Refused | 2 | 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 |
|--------------------------|-------------|-----------|-----------|
| 6. The Economy | FEB 2011 | 46 | 44 |
| | MAR 2011 | 44 | 43 |
| | APR I 2011 | 46 | 43 |
| | APR II 2011 | 46 | 41 |
| 7. Jobs | FEB 2011 | 44 | 45 |
| | MAR 2011 | 42 | 44 |
| | APR I 2011 | 42 | 48 |
| | APR II 2011 | 43 | 46 |
| 8. Health Care/RX | FEB 2011 | 44 | 47 |
| | MAR 2011 | 41 | 48 |
| | APR I 2011 | 39 | 50 |
| | APR II 2011 | 40 | 49 |
| 9. Energy and gas prices | MAR 2011 | 40 | 42 |
| | APR I 2011 | 42 | 44 |
| | APR II 2011 | 44 | 41 |
| 10. Medicare | APR II 2011 | 40 | 48 |

(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)

| | FEB 2011 | MAR 2011 | APR 2011 | APR II 2011 |
|---|-------------|-------------|-------------|----------------|
| 1. Yes (GO TO Q12) | 51 | 39 | 61 | 48 |
| 2. No (GO TO Q14) | 48 | 60 | 38 | 51 |
| 3. DK/Refused (DO NOT READ – GO TO Q14) | 1 | 1 | 1 | |

12. What was it?

| | |
|--|-----------|
| 1. Budget Issue | 25 |
| 2. Repealing health care | 22 |
| 3. Reducing the budget deficit | 10 |
| 4. Trying to cut spending | 9 |
| 5. Don't know/refused/don't remember/don't pay attention | 8 |
| 6. About bringing down debt/national debt | 7 |

| | |
|--|----------|
| 7. Other | 5 |
| 8. It is about the government shutdown | 4 |
| 9. About taxes/lowering taxes | 4 |
| 10. About social security | 4 |
| 11. They are trying to privatize Medicare | 3 |
| 12. Tax cuts for rich people | 3 |
| 13. About education | 3 |
| 14. They are opposing the President | 3 |
| 15. About the economy | 3 |
| 16. About gas/gas price | 3 |
| 17. Not helping people/middle class people | 2 |
| 18. It is about Obama's birth certificate | 2 |
| 19. Proposing Medicare voucher system | 2 |
| 20. About jobs | 2 |
| 21. They are bickering/Republicans are against Democrats | 2 |
| 22. It is about campaigns/elections | 2 |
| 23. They are not funding planned parenthood | 2 |
| 24. They are doing well/doing the best they can | 1 |
| 25. About abortion | 1 |
| 26. Trying to knock the union out/break the unions | 1 |
| 27. They/Democrats are ruining the country | 1 |
| 28. They are limiting the collective bargaining | 1 |
| 29. Energy issues | 1 |
| 30. They are trying to get drilling/more drilling in the US | 1 |
| 31. Increasing taxes for poor while lowering the taxes for rich people | 1 |
| 32. They are trying to find a candidate for president | * |
| 33. Cutting of social services/programs | * |
| 34. About the situation in Libya/how Obama is handling Libya | * |
| 35. They are trying to do something | * |
| 36. About immigration issues | * |

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

| | FEB 2011 | MAR 2011 | APR 2011 | APR II 2011 |
|--------------------------------|-------------|-------------|-------------|----------------|
| 1. More favorable | 46 | 39 | 44 | 39 |
| 2. Less favorable | 46 | 53 | 49 | 52 |
| 3. No difference (DO NOT READ) | 5 | 5 | 4 | |

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

| | FEB 2011 | MAR 2011 | APR I 2011 | APR II 2011 |
|--|-------------|-------------|---------------|----------------|
| 1. Yes (GO TO Q15) | 40 | 32 | 59 | 39 |
| 2. No (GO TO Q17) | 59 | 66 | 40 | 61 |
| 3. DK/Refused (DO NOT READ – GO TO Q17) | 1 | 2 | 1 | 1 |

15. What was it?

| | |
|--|-----------|
| 1. About health care | 22 |
| 2. Budget issue (general mention) | 18 |
| 3. Don't know/can't remember | 11 |
| 4. About taxes | 8 |
| 5. Trying to fight/block the Republicans | 6 |
| 6. Others | 6 |
| 7. About gas prices | 6 |
| 8. About deficit | 4 |
| 9. Trying to reduce the deficit/cut the spending/financial reform | 4 |
| 10. They are spending too much | 4 |
| 11. About social security | 4 |
| 12. About the economy | 4 |
| 13. They wanted to raise the debt ceiling/limit | 4 |
| 14. About education | 3 |
| 15. They are not doing their jobs | 3 |
| 16. About creation of jobs/reducing unemployment | 3 |
| 17. Trying to help the country/people/they do what is best for the country | 2 |

| | |
|--|---|
| 18. National defense/security | 2 |
| 19. Republicans are not willing to work with them | 2 |
| 20. About energy policies | 2 |
| 21. About abortion | 2 |
| 22. It is about government shutdown | 2 |
| 23. Immigration issues | 1 |
| 24. They are supporting Obama | 1 |
| 25. They are working together with Republicans | 1 |
| 26. They are running for re-elections | 1 |
| 27. Obama's birth certificates/place of birth issue | 1 |
| 28. About the union/Democrats are helping unions | 1 |
| 29. Heard negative things about them | 1 |
| 30. About the crisis in Libya/They are helping what's going on there | 1 |
| 31. About funding for planned parenthood | 1 |
| 32. They are working there/doing their jobs | 1 |
| 33. Support the offshore drilling | 1 |
| 34. They are not for the people/nation/not helping | 1 |
| 35. They are not supporting Obama's plan | 1 |
| 36. About the war/situations in the Middle East | * |
| 37. Transportation/rail road system issues | * |
| 38. Wisconsin issues/they moved out from the state | * |

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

| | FEB 2011 | MAR 2011 | APR I 2011 | APR II 2011 |
|--------------------------------|-------------|-------------|---------------|----------------|
| 1. More favorable | 43 | 37 | 41 | 42 |
| 2. Less favorable | 46 | 52 | 51 | 47 |
| 3. No difference (DO NOT READ) | 7 | 7 | 6 | 9 |

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?

| | FEB 2011 | MAR 2011 | APR I 2011 | APR II 2011 |
|-------------------------------------|-------------|-------------|---------------|----------------|
| 1. Republican | 44 | 44 | 43 | 42 |
| 2. Lean Republican | 3 | 2 | 3 | 3 |
| 3. Undecided | 5 | 5 | 5 | 7 |
| 4. Lean Democrat | 2 | 3 | 2 | 2 |
| 5. Democrat | 43 | 43 | 44 | 44 |
| 6. Don't Know/Refused (DO NOT READ) | 3 | 3 | 3 | 2 |
| TOTAL REPUBLICAN | 47 | 46 | 46 | 45 |
| TOTAL DEMOCRAT | 45 | 46 | 46 | 46 |

IDEOLOGY

18. Which group of issues concerns you most? (ROTATE)

| | |
|--|-----------|
| 1. Economic – like taxes, budget and jobs | 54 |
| 2. Social – like education, health care and the environment | 25 |
| 3. Moral – like prayer in schools, abortion and gay rights | 12 |
| 4. Foreign affairs – like defense, terrorism and international | 6 |
| 5. Don't Know (DO NOT READ) | 2 |

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate... (FIRST Q19, THEN ROTATE Q20-26, THEN Q27, AND THEN ROTATE Q28-31)

| | |
|--|-------------|
| 19. Your own political ideology | MEAN |
| 20. Ideology of Republicans in Congress | 5.84 |
| 21. Ideology of Democrats in Congress | 6.26 |
| 22. Ideology of Barack Obama | 4.12 |
| | 4.01 |

| | |
|---|------|
| 23. Ideology of John Boehner | 6.02 |
| 24. Ideology of Mitt Romney | 6.05 |
| 25. Ideology of Newt Gingrich | 6.36 |
| 26. Ideology of Mike Huckabee | 6.42 |
| 27. Your own political ideology five years ago | 5.72 |
| 28. Economic issues – like taxes, budget and jobs | 5.88 |
| 29. Social issues – like education, health care and the environment | 5.54 |
| 30. Moral issues – like prayer in schools, abortion and gay rights | 5.39 |
| 31. Foreign affairs – like defense, terrorism and international relations | 5.93 |

SPENDING/BUDGET/"SHARED SACRIFICE"

**32. What do you think should be the most important focus for a federal budget?
(ROTATE)**

| | |
|--|-----------|
| 1. Creating jobs and growing the economy | 39 |
| 2. Making sure Medicare and Social Security are sustainable | 18 |
| 3. Balancing the budget | 29 |
| 4. Making sure government spending is no bigger than a fifth of our nation's economy | 12 |
| 5. Don't Know/Refused (DO NOT READ) | 2 |

33. In thinking about the best way to address the deficit and fiscal situation, whose plan do you prefer? (ROTATE)

| | APR I 2011 | APR II 2011 |
|--------------------------------------|---------------|----------------|
| 1. The Republican plan | 43 | 44 |
| 2. The President's plan | 46 | 44 |
| 3. Don't Know (DO NOT READ) | 11 | 12 |

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

34. President Obama's budget plan raises taxes by more than a trillion dollars.

| | |
|--------------------------------------|-----------|
| 1. Believe | 39 |
| 2. Do not believe | 48 |
| 3. Don't Know (DO NOT READ) | 12 |

35. If every millionaire in the US were taxed at a rate of 100%, this would still not make a significant impact on reducing the national debt.

| | |
|------------------------------------|-----------|
| 1. Believe | 42 |
| 2. Do not believe | 52 |
| 3. Don't Know (DO NOT READ) | 6 |

36. In order to deal with the debt and deficits, we will need shared sacrifice from all, including the most fortunate Americans.

| | |
|------------------------------------|-----------|
| 1. Believe | 80 |
| 2. Do not believe | 17 |
| 3. Don't Know (DO NOT READ) | 3 |

37. Everyone should pay some income tax.

| | |
|------------------------------------|-----------|
| 1. Believe | 83 |
| 2. Do not believe | 16 |
| 3. Don't Know (DO NOT READ) | 1 |

38. Less than fifty percent of Americans pay income tax.

| | |
|------------------------------------|-----------|
| 1. Believe | 53 |
| 2. Do not believe | 41 |
| 3. Don't Know (DO NOT READ) | 6 |

39. If the President is going to ask for shared sacrifice, then everyone should pay some income tax, including those with low incomes.

| | |
|------------------------------------|-----------|
| 1. Believe | 63 |
| 2. Do not believe | 34 |
| 3. Don't Know (DO NOT READ) | 3 |

MEDICARE

40. Do you think that the Republican plan will or will not reduce Medicare benefits for those age 55 and over?

| | APR I 2011 | APR II 2011 |
|------------------------------------|---------------|----------------|
| 1. Will | 46 | 46 |
| 2. Will not | 41 | 41 |
| 3. Don't Know (DO NOT READ) | 13 | 13 |

41. Do you believe or not believe the following statement: President Obama does not have a plan for Medicare.

| | |
|------------------------------------|-----------|
| 1. Believe | 35 |
| 2. Do not believe | 59 |
| 3. Don't Know (DO NOT READ) | 6 |

42. In thinking about Medicare, which plan do you agree with more? (ROTATE)

| | |
|--|-----------|
| 1. Republicans who say that doctors are reducing the number of Medicare patients that they accept. This is proof that Medicare as it stands is unsustainable and has to be reformed, and the Republican plan will save the system for future generations while preserving benefits for those 55 and older. | 47 |
| 2. Democrats who say that the Republican budget destroys Medicare and privatizes it as a voucher system. | 43 |
| 3. Don't Know/Refused (DO NOT READ) | 10 |

Turning to the subject of the nation's debt limit..

43. If you knew that not raising the debt limit would cause interest rates on the existing debt to dramatically increase and therefore increase the size of the national debt by over a trillion dollars, then do you favor or oppose the proposal to raise the nation's debt limit?

| | |
|-----------------------------|-----------|
| 1. Favor | 31 |
| 2. Oppose | 58 |
| 3. Don't know (DO NOT READ) | 11 |

Now just a few demographic questions for statistical purposes only—

44. 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 | 10 |
| 2. NBC News | 9 |
| 3. CBS News | 5 |
| 4. Local TV news | 20 |
| 5. CNN News | 20 |
| 6. MSNBC/CNBC News | 7 |
| 7. Fox News | 22 |
| 8. CSpan | * |
| 9. Daily newspaper | 31 |
| 10. News magazines such as Time, US News, and Newsweek | 3 |
| 11. Opinion magazines like The Weekly Standard | * |
| 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites | 15 |
| 13. News Pages of Internet Service Providers such as Yahoo News and MSN News | 10 |
| 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 | 2 |
| 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 | 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 | 13 |
| 26. Don't Know/Refused (DO NOT READ) | 4 |

45. 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 |

46. 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 |

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

| | |
|--|-----------|
| 1. Liberal (GO TO Q47A) | 20 |
| 2. Moderate (GO TO Q48) | 41 |
| 3. Conservative (GO TO Q47A) | 38 |
| 4. Don't Know/Refused (DO NOT READ – GO TO Q48) | 1 |

Q47a among liberals and conservatives in Q47 only

47A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

| | FEB 2011 | MAR 2011 | APR I 2011 | APR II 2011 |
|--|-------------|-------------|---------------|----------------|
| 1. Very liberal | 10 | 10 | 9 | 12 |
| 2. Somewhat liberal | 23 | 24 | 25 | 22 |
| 3. Very conservative | 26 | 29 | 28 | 32 |
| 4. Somewhat conservative | 38 | 36 | 36 | 33 |
| 5. Don't Know/Refused (DO NOT READ) | 3 | 1 | 1 | 1 |

RESUME WITH ALL

48. 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 |

49. What is your current marital status?

| | |
|--|----|
| 1. Single, never married | 22 |
| 2. Married | 61 |
| 3. Separated | 1 |
| 4. Divorced | 7 |
| 5. Widowed | 8 |
| 6. Don't Know/Refused (DO NOT READ) | 1 |

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

| | |
|--|----|
| 1. Less than 15K | 8 |
| 2. 15K-30K | 11 |
| 3. 30K-50K | 16 |
| 4. 50K-75K | 19 |
| 5. 75K-100K | 14 |
| 6. Over 100K | 19 |
| 7. Don't Know/Refused (DO NOT READ) | 14 |

51. What is your religion?

| | |
|--|----|
| 1. Evangelical/Fundamentalist Protestant | 17 |
| 2. Mainline Protestant | 16 |
| 3. Catholic | 22 |
| 4. Jewish | 2 |
| 5. Mormon | 2 |
| 6. Atheist/Agnostic | 7 |
| 7. Other | 23 |
| 8. Don't Know/Refused (DO NOT READ) | 10 |

52. 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 |

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

| | |
|--------|-----------|
| 1. Yes | 15 |
| 2. No | 81 |

Gender (by observation)

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

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

| | |
|-------------|-----------|
| 1. Urban | 25 |
| 2. Suburban | 46 |
| 3. Rural | 15 |

Region (TAKEN FROM SAMPLE)

| | |
|---------------------|-----------|
| 1. Northeast | 17 |
| 2. South | 26 |
| 3. Midwest | 19 |
| 4. Plains/Mountains | 20 |
| 5. West Coast | 18 |