

NEW MODELS NATIONAL BRAND SURVEY
August 3-4, 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?

	JUN 2011	JUN II 2011	JUL 2011	AUG 2011
1. Right Direction	35	33	24	19
2. Don't Know/Refused (DO NOT READ)	9	6	8	11
3. Wrong Track	56	61	68	70

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

	JUN 2011	JUN II 2011	JUL 2011	AUG 2011
1. Approve	49	46	42	44
2. Don't know/refused	4	6	6	6
3. Disapprove	47	47	52	50

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 OPINON	
3. Republicans in Congress	JUN 2011	100	40	53	7
	JUN II 2011	100	40	54	6
	JUL 2011	100	38	55	6
	AUG 2011	99	40	52	7
4. Democrats in Congress	JUN 2011	100	40	54	7
	JUN II 2011	100	39	56	5
	JUL 2011	100	39	55	6
	AUG 2011	99	37	56	6

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

	MAY 2011	JUN 2011	JUN II 2011	JUL 2011	AUG 2011
1. Education	10	9	9	6	7
2. Social Security	7	6	8	9	9
3. Retirement and Investments	*	*	1	1	2
4. Terrorism	*	2	1	1	1
5. Healthcare/Rx	10	9	7	5	5
6. The Economy	28	37	34	35	34
7. Jobs	10	11	13	13	17
8. Taxes	3	2	3	3	3
9. Crime and Safety	*	*	1	1	*
10. Environment	2	2	1	1	2
11. National Defense/Foreign Affairs/Iraq	4	3	2	2	3
12. National Deficit/Spending	15	12	11	14	9
13. Energy	1	1	1	1	2
14. Gas prices	2	1	1	1	1
15. Immigration	2	2	2	3	1
16. Other	2	1	3	3	3
17. Don't know/Refused	3	3	2	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	JUN 2011	43	44
	JUN II 2011	47	42
	JUL 2011	46	42
	AUG 2011	42	41
7. Jobs	JUN 2011	42	46
	JUN II 2011	44	45
	JUL 2011	45	42
	AUG 2011	41	44
8. Health Care/RX	JUN 2011	38	48
	JUN II 2011	39	47
	JUL 2011	39	47
	AUG 2011	39	48
9. Energy and gas prices	JUN 2011	44	41

	JUN II 2011	40	46
	JUL 2011	44	41
	AUG 2011	38	45
	MAY 2011	48	40
10. Taxes	JUN II 2011	49	41
	JUL 2011	49	40
	AUG 2011	45	43

(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)

	JUN 2011	JUN II 2011	JUL 2011	AUG 2011
1. Yes (GO TO Q12)	40	52	60	64
2. No (GO TO Q14)	59	47	38	33
3. DK/Refused (DO NOT READ – GO TO Q14)	1	1	1	3

12. What was it?

1. About the national debt/debt ceiling	33
2. Raising debt ceiling/debt limit	10
3. Decreasing debts/against raising debt limit	2
4. About taxes	3
5. Increase taxes	2
6. Cutting taxes/not increasing taxes	6
7. About social security/cutting social security	3
8. About the deficit issues/reducing deficit	12
9. About the budget/balancing the budget	14
10. About the economy	3
11. About spending	3
12. Cut spending/control spending/reduce spending	9
13. It's the same thing with what the Democrats are doing	2
14. About health care/Medicare/Cut down on Medicare	3
15. About jobs	1
16. They are not doing anything/not doing enough	2

17. They are opposing the President/they are against Obama	3
18. They are blocking everything/not compromising	4
19. They are trying to help people/they are trying to make the world better	2
20. They favor the rich/not helping middle class	2
21. It is about campaigns/election/nominations	1
22. Cutting of social services/programs	*
23. Increasing the taxes for poor while lowering the taxes for rich people	1
24. They don't want to tax the rich/wealthy	*
25. They only think about their interest/they don't care about the country	3
26. They are trying to pass bills (proposed law/budget proposals	5
27. They were holding the country as hostage	1
28. They're going against Democrats	2
29. Democrats are opposing/against the Republicans	1
30. Democrats and Republicans debating/not getting along	2
31. They're shutting down the government	1
32. About how to deal with the FAA	1
33. About John Boehner/Boehner plan	1
34. About what they voted on	1
35. About revenue/Raising it or not	1
36. About a group of people from the tea party/they are trying to compromise	2
37. They are going on a vacation	*
38. About education/schools	2
39. Other	4
40. Don't know/can't recall/not sure	4

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

	JUN 2011	JUN II 2011	JUL 2011	AUG 2011
1. More favorable	42	44	42	33
2. Less favorable	49	49	48	56
3. No difference (DO NOT READ)	6	4	7	7

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

	JUN 2011	JUN II 2011	JUL 2011	AUG 2011
1. Yes (GO TO Q15)	35	47	56	59
2. No (GO TO Q17)	64	52	43	38
3. DK/Refused (DO NOT READ – GO TO Q17)	1	1	2	3

15. What was it?

1. They want to raise taxes/increase taxes for the wealthy	10
2. About the debt ceiling/national debt/debt limit	30
3. About the budget/balancing it	11
4. About the economy/economic issues/trying to fix the economy	5
5. Jobs/Job creation	3
6. They are not doing anything good for the country	4
7. About social security	4
8. About taxes/working on taxes	4
9. About the deficit/trying to do something about it	14
10. They are trying to raise/extend the debt ceiling	12
11. About health care/medicare/making it available for everyone	4
12. Cut/control/reduce spending	1
13. More/increase spending	6
14. Same thing/same with the Republicans	2
15. Disagreement/opposition between both parties/not united	3
16. Trying to compromise	5
17. About the President/Obama and what he is doing for the country	3
18. About gas/energy pricing situation/trying to lower it	1
19. About defense/military	1
20. Trying to do what is right for the people	4
21. Campaigning to be re-elected	1
22. They are trying to pass a bill/proposal	4

23. About education/schools	2
24. Nobody wants to compromise/not compromising	1
25. They only think about their own interest	1
26. They are trying to protect the middle class and lower class people	1
27. Trying to increase revenue	2
28. Republicans are opposing/against the Democrats	1
29. They are helping the president/supporting Obama	1
30. They went on vacation	*
31. They are trying to close loopholes	1
32. Other	5
33. Don't know/can't recall/not sure	4

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

	JUN 2011	JUN II 2011	JUL 2011	AUG 2011
1. More favorable	35	37	40	30
2. Less favorable	50	50	50	57
3. No difference (DO NOT READ)	12	10	6	10

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?

	JUN 2011	JUN II 2011	JUL 2011	AUG 2011
1. Republican	42	44	44	41
2. Lean Republican	1	2	3	3
3. Undecided	6	6	5	9
4. Lean Democrat	2	3	2	3
5. Democrat	44	43	42	40
6. Don't Know/Refused (DO NOT READ)	4	3	4	4

TOTAL REPUBLICAN	43	45	47	44
TOTAL DEMOCRAT	46	46	44	43

JOBS/ECONOMY

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

	JUN 2011	JUN II 2011	JUL 2011	AUG 2011
1. President Obama	48	45	42	42
2. Republicans in Congress	41	43	42	43
3. Don't Know/Refused (DO NOT READ)	11	11	16	15

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

		Believe	Do not believe	DK/Refused (DO NOT READ)
19. Cutting spending will create jobs.	JUNE 2011 (government spending)	38	57	5
	AUG 2011	39	51	9
20. Increasing government spending will create jobs.	DEC 2010	40	54	5
	AUG 2011	34	60	5
21. If Congress cuts spending, this will create a better economic environment that will help promote job creation.	JAN 2010	58	38	4
	AUG 2011	52	39	9

22. In terms of the recent debate over the proposal to raise the nation's debt limit, who do you agree with more? (ROTATE)

	JUL 2011	AUG 2011
1. Republicans in Congress	45	45
2. President Obama	44	44
3. Don't Know (DO NOT READ)	11	10

23. Do you think that the recent debate over raising the nation's debt limit has helped, hurt or had no impact on job creation? (ROTATE)

1. Helped	9
2. Hurt	40
3. Had no impact	41
4. Don't Know/Refused (DO NOT READ)	10

24. Which is more important? (ROTATE)

	AUG 2010	AUG 2011
1. Reducing government spending	33	30
2. Creating jobs	62	65
3. Don't Know/Refused (DO NOT READ)	5	5

25. In terms of the agreement to raise the nation's debt limit, do you favor or oppose that agreement? (ROTATE)

1. Favor	44
2. Oppose	45
3. Don't Know/Refused (DO NOT READ)	11

26. If you knew that the agreement to raise the nation's debt limit did not include tax increases, cut government spending by an amount that exceeds the increase in the debt limit and had bipartisan support, do you favor or oppose that agreement? (ROTATE)

1. Favor	50
2. Oppose	38
3. Don't Know/Refused (DO NOT READ)	12

27. In thinking about the agreement to raise the nation's debt limit, who came closer to achieving their policy goals? (ROTATE)

1. President Obama	30
2. Republicans in Congress	49
3. Don't Know/Refused (DO NOT READ)	20

On a scale of 1-9 with 1 being somewhat important, 5 being very important, and 9 being THE most important, how important is each of the following issues to you personally in deciding how to vote: (ROTATE LIST)

	MEAN
28. Economic growth	7.72
29. Job creation	7.87
30. Cutting government spending	6.87
31. Medicare reform	6.23
32. Immigration	5.69
33. Opening markets through trade	5.55
34. Government regulations	5.41

Now just a few demographic questions for statistical purposes only—

35. 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	7
2. NBC News	10
3. CBS News	5
4. Local TV news	20
5. CNN News	18
6. MSNBC/CNBC News	6
7. Fox News	22
8. CSpan	1
9. Daily newspaper	29
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	17
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	12
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	5
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	2
18. General radio news station	3
19. Public television shows like McNeil Lehrer	*
20. Comedy shows like the Daily Show with Jon Stewart	1
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	10
26. Don't Know/Refused (DO NOT READ)	6

36. 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

37. 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

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

1. Liberal (GO TO Q38A)	20
2. Moderate (GO TO Q39)	41
3. Conservative (GO TO Q38A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q39)	1

Q38a among liberals and conservatives in Q38 only

38A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	10
2. Somewhat liberal	24
3. Very conservative	30
4. Somewhat conservative	35
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

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

1. Yes	35
2. No	63
3. Don't Know/Refused (DO NOT READ)	1

40. What is your current marital status?

1. Single, never married	21
2. Married	60
3. Separated	2
4. Divorced	8
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	8
2. 15K-30K	10
3. 30K-50K	15
4. 50K-75K	18
5. 75K-100K	11
6. Over 100K	23
7. Don't Know/Refused (DO NOT READ)	14

42. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	17
3. Catholic	19
4. Jewish	3
5. Mormon	2
6. Atheist/Agnostic	7
7. Other	25

8. Don't Know/Refused **(DO NOT READ)**

12

43. 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

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

1. Yes	10
2. No	84

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	17
2. South	29
3. Midwest	21
4. Plains/Mountains	18
5. West Coast	15