

NEW MODELS NATIONAL BRAND SURVEY
August 29-30
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 II 2011	JUL 2011	AUG 2011	AUG II 2011
1. Right Direction	33	24	19	23
2. Don't Know/Refused (DO NOT READ)	6	8	11	9
3. Wrong Track	61	68	70	68

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

	JUN II 2011	JUL 2011	AUG 2011	AUG II 2011
1. Approve	46	42	44	40
2. Don't know/refused	6	6	6	7
3. Disapprove	47	52	50	53

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 OPINION	
3. Republicans in Congress	JUN II 2011	100	40	54	6
	JUL 2011	100	38	55	6
	AUG 2011	99	40	52	7
	AUG II 2011	100	31	60	9
4. Democrats in Congress	JUN II 2011	100	39	56	5
	JUL 2011	100	39	55	6
	AUG 2011	99	37	56	6
	AUG II 2011	100	36	57	8

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

	JUN II 2011	JUL 2011	AUG 2011	AUG II 2011
1. Education	9	6	7	9
2. Social Security	8	9	9	7
3. Retirement and Investments	1	1	2	1
4. Terrorism	1	1	1	*
5. Healthcare/Rx	7	5	5	6
6. The Economy	34	35	34	33
7. Jobs	13	13	17	13
8. Taxes	3	3	3	3
9. Crime and Safety	1	1	*	1
10. Environment	1	1	2	1
11. National Defense/Foreign Affairs/Iraq	2	2	3	4
12. National Deficit/Spending	11	14	9	10
13. Energy	1	1	2	1
14. Gas prices	1	1	1	1
15. Immigration	2	3	1	4
16. Other	3	3	3	3
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	JUN II 2011	47	42
	JUL 2011	46	42
	AUG 2011	42	41
	AUG II 2011	48	39
7. Jobs	JUN II 2011	44	45
	JUL 2011	45	42
	AUG 2011	41	44
	AUG II 2011	47	40
8. Health Care/RX	JUN II 2011	39	47
	JUL 2011	39	47
	AUG 2011	39	48
	AUG II 2011	40	47
9. Energy and gas prices	JUN II 2011	40	46
	JUL 2011	44	41
	AUG 2011	38	45
	AUG II 2011	43	38
10. Taxes	JUN II 2011	49	41
	JUL 2011	49	40
	AUG 2011	45	43
	AUG II 2011	47	41

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

12. What was it?

1. About the national debt/debt ceiling	8
2. Raising debt ceiling/debt limit	2
3. Decreasing debts/against raising debt limit	2
4. About taxes	4

5. Increase taxes	2
6. Cutting taxes/not increasing taxes	5
7. About social security/cutting social security	2
8. About the deficit issues/reducing deficit	10
9. About the budget/balancing the budget	8
10. About the economy	7
11. About spending	3
12. Cut spending/control spending/reduce spending	5
13. It's the same thing with what the Democrats are doing	*
14. About health care/Medicare/Cut down on Medicare	8
15. About jobs	6
16. They are not doing anything/not doing enough	1
17. They are opposing the President/they are against Obama	9
18. They are blocking everything/not compromising	5
19. They are trying to help people/they are trying to make the world better	3
20. They favor the rich/not helping middle class	1
21. It is about campaigns/election/nominations	5
22. Cutting of social services/programs	2
23. Increasing the taxes for poor while lowering the taxes for rich people	*
24. They don't want to tax the rich/wealthy	2
25. They only think about their interest/they don't care about the country	1
26. They are trying to pass bills (proposed law/budget proposals	2
27. They were holding the country as hostage	1
28. They're going against Democrats	1
29. Democrats are opposing/against the Republicans	*
30. Democrats and Republicans debating/not getting along	4
31. They're shutting down the government	*
32. About what they voted on	*
33. About revenue/raising it or not	*
34. About group of people from the tea party/trying to work with Republicans	3
35. They are going on a vacation	3
36. About education/schools	1

37. About hurricane/the federal assistance for the disaster	3
38. They are having a meeting in their district/state	2
39. Environmental issues/legislations about environment	2
40. Nothing	1
41. Other	5
42. Don't know/can't recall/not sure	9

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

	JUN II 2011	JUL 2011	AUG 2011	AUG II 2011
1. More favorable	44	42	33	37
2. Less favorable	49	48	56	56
3. No difference (DO NOT READ)	4	7	7	5

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

	JUN II 2011	JUL 2011	AUG 2011	AUG II 2011
1. Yes (GO TO Q15)	47	56	59	34
2. No (GO TO Q17)	52	43	38	64
3. DK/Refused (DO NOT READ – GO TO Q17)	1	2	3	2

15. What was it?

1. They want to raise taxes/increase taxes for the wealthy	11
2. About the debt ceiling/national debt/debt limit	7
3. About the budget/balancing it	9
4. About the economy/economic issues/trying to fix the economy	10
5. Jobs/Job creation	11
6. They are not doing anything good for the country	9
7. About social security	4
8. About taxes/working on taxes	7

9. About the deficit/trying to do something about it	6
10. They are trying to raise/extend the debt ceiling	5
11. About health care/medicare/making it available for everyone	9
12. Cut/control/reduce spending	2
13. More/increase spending	3
14. Same thing/same with the Republicans	2
15. Disagreement/opposition between both parties/not united	2
16. Trying to compromise	3
17. About the President/Obama and what he is doing for the country	6
18. About gas/energy pricing situation/trying to lower it	1
19. About defense/military	*
20. Trying to do what is right for the people	2
21. About issues on immigration/immigrants	2
22. Being involved in war in Iraq and Afghanistan/bringing troops back	*
23. Campaigning to be re-elected/to stay on power	1
24. They are trying to pass a bill/proposal	1
25. About education/schools	2
26. They only think about their own interest	*
27. They are trying to protect the middle class and lower class people	*
28. Trying to increase revenue	*
29. Republicans are opposing/against the Democrats	2
30. They are helping the president/supporting Obama	*
31. They went on vacation	2
32. About the federal assistance for the disaster caused by the hurricane	4
33. They are fixing infrastructures	1
34. Nothing	*
35. Other	9
36. Don't know/recall/not sure/refused	10
37. No Answer	*

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

	JUN II 2011	JUL 2011	AUG 2011	AUG II 2011
1. More favorable	37	40	30	37
2. Less favorable	50	50	57	50
3. No difference (DO NOT READ)	10	6	10	11

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 II 2011	JUL 2011	AUG 2011	AUG II 2011
1. Republican	44	44	41	42
2. Lean Republican	2	3	3	4
3. Undecided	6	5	9	8
4. Lean Democrat	3	2	3	4
5. Democrat	43	42	40	39
6. Don't Know/Refused (DO NOT READ)	3	4	4	3
TOTAL REPUBLICAN	45	47	44	46
TOTAL DEMOCRAT	46	44	43	43

JOBS/ECONOMY

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

	JUN II 2011	JUL 2011	AUG 2011	AUG II 2011
1. President Obama	45	42	42	45
2. Republicans in Congress	43	42	43	40
3. Don't Know/Refused (DO NOT READ)	11	16	15	14

19. Which is more important in how you are thinking about voting in next year's election? (ROTATE)

1. The size and role of government	19
2. Creating jobs and growing the economy	78
3. Don't Know/Refused (DO NOT READ)	3

20. Recently the credit rating of the United States was downgraded. Who do you agree with more? (ROTATE)

1. President Obama, who says that the downgrade resulted from the political system's inability to act.	40
2. Republicans in Congress, who say that the downgrade resulted from out of control government spending.	54
3. Don't Know/Refused (DO NOT READ)	6

21. Which of the following contributed more to the downgrade of the US credit rating? (ROTATE)

1. Not raising taxes on the wealthy as part of a plan to reduce the deficit	38
2. Not cutting enough government spending as part of a plan to reduce the deficit	51
3. Don't Know/Refused (DO NOT READ)	11

Do you believe or not believe the following statements (ROTATE Q22-24)

22. When the US government places regulations on a business, it increases the cost of their product, which makes them less competitive than foreign products.

1. Believe	65
2. Do not believe	30
3. Don't Know/Refused (DO NOT READ)	5

23. If the tax rate on corporations is lowered, companies will use some of that money to hire more people.

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|--|-----------|
| 1. Believe | 48 |
| 2. Do not believe | 48 |
| 3. Don't Know/Refused (DO NOT READ) | 4 |

24. When companies have to spend money on legal costs to comply with government regulation, that takes away money that could be used to create jobs and raises their costs, making them less competitive.

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|--|-----------|
| 1. Believe | 59 |
| 2. Do not believe | 37 |
| 3. Don't Know/Refused (DO NOT READ) | 5 |

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

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|---|-----------|
| 1. President Obama, who says that Republicans in Congress are blocking many of his economic proposals that will create jobs. | 48 |
| 2. Republicans in Congress, who say that they are stopping many of the President's proposals that will raise taxes on small businesses and hurt job creation. | 46 |
| 3. Don't Know/Refused (DO NOT READ) | 6 |

26. In thinking about next year's election, which is the more important question in that election? (ROTATE)

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|--|-----------|
| 1. Where are the jobs? | 63 |
| 2. What should be the size and role of government? | 32 |
| 3. Don't Know/Refused (DO NOT READ) | 5 |

Now just a few demographic questions for statistical purposes only—

27. 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	9
3. CBS News	6
4. Local TV news	20
5. CNN News	23
6. MSNBC/CNBC News	6
7. Fox News	23
8. CSpan	*
9. Daily newspaper	28
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	16
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	5
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	5
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	11
26. Don't Know/Refused (DO NOT READ)	3

28. 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

29. 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

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

1. Liberal (GO TO Q30A)	20
2. Moderate (GO TO Q31)	41
3. Conservative (GO TO Q30A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q33)	1

Q30a among liberals and conservatives in Q30 only

30A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	10
2. Somewhat liberal	23
3. Very conservative	24
4. Somewhat conservative	41
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

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

1. Yes	38
2. No	62
3. Don't Know/Refused (DO NOT READ)	*

32. What is your current marital status?

1. Single, never married	22
2. Married	62
3. Separated	1
4. Divorced	8
5. Widowed	5
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	7
2. 15K-30K	13
3. 30K-50K	14
4. 50K-75K	18
5. 75K-100K	14
6. Over 100K	21
7. Don't Know/Refused (DO NOT READ)	13

34. What is your religion?

1. Evangelical/Fundamentalist Protestant	12
2. Mainline Protestant	19
3. Catholic	26
4. Jewish	2
5. Mormon	3
6. Atheist/Agnostic	5
7. Other	23
8. Don't Know/Refused (DO NOT READ)	10

35. 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

36. 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	26
2. Suburban	54
3. Rural	20

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	27
3. Midwest	19
4. Plains/Mountains	19
5. West Coast	19

Gender (by observation)

1. Male	48
2. Female	52

