

NEW MODELS NATIONAL BRAND SURVEY

February 25-26, 2012

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?

	DEC 2011	JAN 2012	FEB I 2012	FEB II 2012
1. Right Direction	30	27	38	34
2. Don't Know/Refused (DO NOT READ)	6	8	7	8
3. Wrong Track	64	65	55	58

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

	DEC 2011	JAN 2012	FEB I 2012	FEB II 2012
1. Approve	45	44	49	46
2. Don't know/refused	6	5	3	5
3. Disapprove	50	52	48	48

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	DEC 2011	100	29	64	7
	JAN 2012	100	29	65	6
	FEB I 2012	100	31	60	9
	FEB II 2012	100	35	58	7
4. Democrats in Congress	DEC 2011	100	38	57	5
	JAN 2012	100	35	58	7
	FEB I 2012	100	38	55	7
	FEB II 2012	100	34	59	6

5. BusinessFEB II
2012**99****45****38****16****6. Which of the following issues would you say is most important to you in deciding how to vote for Congress? (ROTATE)**

	DEC 2011	JAN 2012	FEB I 2012	FEB II 2012
1. Education	6	8	8	8
2. Social Security	7	7	5	7
3. Retirement and Investments	1	1	1	2
4. Terrorism	1	*	*	1
5. Healthcare/Rx	8	7	7	6
6. The Economy	37	34	39	31
7. Jobs	13	15	11	12
8. Taxes	2	2	3	4
9. Crime and Safety	1	1	*	*
10. Environment	1	1	1	3
11. National Defense/Foreign Affairs/Iraq	2	4	3	5
12. National Deficit/Spending	12	11	10	8
13. Energy	1	1	2	1
14. Gas prices	*	1	3	4
15. Immigration	2	2	3	2
16. Other	2	3	3	2
17. Don't know/Refused	3	2	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	DEC 2011	44	41
	JAN 2012	45	42
	FEB I 2012	45	44
	FEB II 2012	48	40
8. Jobs	DEC 2011	45	42
	JAN 2012	44	42
	FEB I 2012	44	45
	FEB II 2012	44	44
9. Health Care/RX	DEC 2011	38	46
	JAN 2012	37	49
	FEB I 2012	41	47
	FEB II 2012	42	46
10. Energy and gas prices	DEC 2011	43	40
	JAN 2012	40	43
	FEB I 2012	43	44
	FEB II 2012	43	42
11. Taxes	DEC 2011	46	42
	JAN 2012	45	43
	FEB I 2012	46	43
	FEB II 2012	45	45

(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)

	NOV 2011	DEC 2011	JAN 2012	FEB II 2012
1. Yes (GO TO Q13)	39	45	41	45
2. No (GO TO Q15)	60	53	58	52
3. DK/Refused (DO NOT READ – GO TO Q15)	1	2	1	3

13. What was it?

1. Tax issues	21
2. Health care	10
3. Economy/business	8
4. Gas prices	3
5. Jobs	4
6. Social Security/Work benefits issues	3

7. Debates on the issues	5
8. About the campaign/election	4
9. Budget	6
10. National debt/deficit	4
11. Control/cut/lower spending	2
12. The president/Obama/going against him	7
13. Republicans and Democrats opposing each other	9
14. Passing a bill/law/proposal	7
15. They were compromising	1
16. About the candidates	4
17. Social issues (contraception/birth control/religion)	13
18. Just heard/saw/read things on tv/radio/newspapers	1
19. Obama care issues	3
20. Energy/oil/gas/drilling	5
21. Issues on the pipeline	5
22. Immigration	1
23. Education	1
24. Same issues	2
25. Unfavorable/negative	2
26. Trying to do things/getting things done	2
27. National defense/war	1
28. Sending troops/soldiers home	*
29. They are not doing anything/not doing enough	1
30. None	1
31. Others	7
32. DK/Refused	9

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

	NOV 2011	DEC 2011	JAN 2012	FEB II 2012
1. More favorable	31	31	31	38
2. Less favorable	61	62	54	51
3. No difference (DO NOT READ)	5	5	9	11

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

	NOV 2011	DEC 2011	JAN 2012	FEB II 2012
1. Yes (GO TO Q16)	37	41	35	37
2. No (GO TO Q18)	61	58	63	60
3. DK/Refused (DO NOT READ – GO TO Q18)	2	1	2	2

16. What was it?

1. Tax issues	18
2. Health care	13
3. Economy	8
4. Gas prices	3
5. Jobs	14
6. Social Security/Work benefits issues	6
7. Debates on the issues	3
8. State budget	4
9. National debt/deficit	3
10. Cut/lower spending	2
11. The president/Obama	6
12. Republicans and Democrats opposing each other	4
13. Pushing/Passing a bill/law/proposal	6

14. About the candidates/campaign	2
15. Social issues (contraception/birth control/abortion)	16
16. Obama care issues	1
17. Energy/oil/gas	3
18. Issues on the pipeline	5
19. Immigration	2
20. Education	2
21. Drilling	3
22. Same with the Republicans	1
23. It was unfavorable/negative for Democrats	1
24. Natural resources/environment	1
25. They are not doing anything good/enough	2
26. Trying to do things/get things done	1
27. None	1
28. Others	5
29. DK/Refused/Don't remember	8

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

	NOV 2011	DEC 2011	JAN 2012	FEB II 2012
1. More favorable	34	43	32	45
2. Less favorable	54	48	53	48
3. No difference (DO NOT READ)	10	6	12	7

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?

	DEC 2011	JAN 2012	FEB 2012	FEB II 2012
1. Republican	43	42	43	43
2. Lean Republican	3	2	3	4
3. Undecided	5	6	3	5
4. Lean Democrat	2	2	2	3
5. Democrat	43	45	45	43
6. Don't Know/Refused (DO NOT READ)	3	3	4	3
TOTAL REPUBLICAN	46	44	46	46
TOTAL DEMOCRAT	45	47	47	45

Turning to the economy....

19. Generally speaking, would you say the economy is headed in the right direction, or is it seriously headed off on the wrong track?

1. Right Direction	45
2. Don't Know/Refused (DO NOT READ)	6
3. Wrong Track	49

20. Overall would you say that you approve or disapprove of the job Barack Obama is doing in handling the economy?

1. Approve	45
2. Don't know/refused	5
3. Disapprove	50

21. In thinking more specifically about how the economy is doing, which comes closer to your view?

1. The economy is getting better, but the rate of progress is still unacceptable	40
2. The economy is getting better, and the rate of progress is acceptable	24
3. The economy is not getting better at all	36
4. Don't Know/Refused (DO NOT READ)	1

22. What is the current unemployment rate?

	DEC 2009	DEC 2010	FEB 2012
MEAN	10.97	11.50	11.96

23. When President Obama took office, the unemployment rate was 7.6 percent, and the present unemployment rate is 8.3 percent. Knowing this, by the fall of this year, what percentage should the unemployment rate be for you to say that there has been satisfactory progress in reducing unemployment?

	DEC 2009	DEC 2010	FEB 2012
MEAN	5.78	6.71	7.15

24. Do you think that President Obama's economic policies are helping, hurting or having no impact on jobs being shipped overseas?

1. Helping	27
2. Hurting	29
3. Having no impact	33
4. Don't Know/Refused (DO NOT READ)	11

25. Do you believe or not believe this statement: Republicans have a plan for growing the economy and creating jobs.

	DEC 2011	JAN 2012	FEB I 2012	FEB II 2012
1. Believe	49	43	47	44
2. Do not believe	46	51	47	51
3. Don't Know/Refused (DO NOT READ)	5	5	6	5

26. Do you believe or not believe this statement: President Obama has a plan for growing the economy and creating jobs.

	FEB 2011	JAN 2012	FEB I 2012	FEB II 2012
1. Believe	57	50	56	52
2. Do not believe	41	47	42	45
3. Don't Know/Refused (DO NOT READ)	2	3	2	2

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

	DEC 2011	JAN 2012	FEB I 2012	FEB II 2012
1. President Obama	49	46	49	45
2. Republicans in Congress	40	42	41	43
3. Don't Know/Refused (DO NOT READ)	11	12	10	12

28. Do you favor or oppose raising taxes on individuals making over \$250,000 per year?

1. Favor	59
2. Oppose	38
3. Don't Know/Refused (DO NOT READ)	3

29. Do you favor or oppose raising taxes on small businesses making over \$250,000 per year?

1. Favor	26
2. Oppose	70
3. Don't Know/Refused (DO NOT READ)	5

30. Do you believe or not believe this statement: If taxes are raised on those making over \$250,000 per year, it will raise taxes on 894,000 small businesses.

1. Believe	54
2. Do not believe	32
3. Don't Know/Refused (DO NOT READ)	14

31. Former Apple CEO Steve Jobs once said that the US government needed to be more business-friendly, in that it is much easier to build a factory in China but almost impossible to do so these days in America largely because of regulations and unnecessary costs. Do you agree or disagree with that statement?

1. Agree		68
2. Disagree		26
3. Don't Know/Refused (DO NOT READ)		6

Now just a few demographic questions for statistical purposes only—

32. 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	5
4. Local TV news	20
5. CNN News	16
6. MSNBC/CNBC News	6
7. Fox News	18
8. CSpan	*
9. Daily newspaper	28
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	19
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	7
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	3
18. General radio news station	3
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	*
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	15
26. Don't Know/Refused (DO NOT READ)	6

33. 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

34. 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

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

1. Liberal (GO TO Q35A)	20
2. Moderate (GO TO Q36)	41
3. Conservative (GO TO Q35A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q36)	1

Q35a among liberals and conservatives in Q35 only

35A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	13
2. Somewhat liberal	21
3. Very conservative	27
4. Somewhat conservative	37
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

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

1. Yes	41
2. No	58
3. Don't Know/Refused (DO NOT READ)	1

37. What is your current marital status?

1. Single, never married	20
2. Married	62
3. Separated	2
4. Divorced	7
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	7
2. 15K-30K	12
3. 30K-50K	15
4. 50K-75K	17
5. 75K-100K	14
6. Over 100K	22
7. Don't Know/Refused (DO NOT READ)	13

39. What is your religion?

1. Evangelical/Fundamentalist Protestant	10
2. Mainline Protestant	15
3. Catholic	21
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	7
7. Other	35
8. Don't Know/Refused (DO NOT READ)	8

40. 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

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

1. Yes	12
2. No	84

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

1. Urban	25
2. Suburban	55
3. Rural	20

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	17
2. South	29
3. Midwest	20
4. Plains/Mountains	20
5. West Coast	14