

**NEW MODELS NATIONAL BRAND SURVEY
JULY 20-21**

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?

	MAY 2011	JUN 2011	JUN II 2011	JUL 2011
1. Right Direction	31	35	33	24
2. Don't Know/Refused (DO NOT READ)	12	9	6	8
3. Wrong Track	57	56	61	68

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

	MAY 2011	JUN 2011	JUN II 2011	JUL 2011
1. Approve	47	49	46	42
2. Don't know/refused	5	4	6	6
3. Disapprove	47	47	47	52

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	MAY 2011	100	39	51	10
	JUN 2011	100	40	53	7
	JUN II 2011	100	40	54	6
	JUL 2011	100	38	55	6
4. Democrats in Congress	MAY 2011	100	41	52	6
	JUN 2011	100	40	54	7
	JUN II 2011	100	39	56	5
	JUL 2011	100	39	55	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
1. Education	10	9	9	6
2. Social Security	7	6	8	9
3. Retirement and Investments	*	*	1	1
4. Terrorism	*	2	1	1
5. Healthcare/Rx	10	9	7	5
6. The Economy	28	37	34	35
7. Jobs	10	11	13	13
8. Taxes	3	2	3	3
9. Crime and Safety	*	*	1	1
10. Environment	2	2	1	1
11. National Defense/Foreign Affairs/Iraq	4	3	2	2
12. National Deficit/Spending	15	12	11	14
13. Energy	1	1	1	1
14. Gas prices	2	1	1	1
15. Immigration	2	2	2	3
16. Other	2	1	3	3
17. Don't know/Refused	3	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
6. The Economy	MAY 2011	46	41
	JUN 2011	43	44
	JUN II 2011	47	42
	JUL 2011	46	42
7. Jobs	MAY 2011	46	42
	JUN 2011	42	46
	JUN II 2011	44	45
	JUL 2011	45	42
8. Health Care/RX	MAY 2011	41	47
	JUN 2011	38	48
	JUN II 2011	39	47
	JUL 2011	39	47
9. Energy and gas prices	MAY 2011	41	43
	JUN 2011	44	41
	JUN II 2011	40	46
	JUL 2011	44	41
10. Taxes	MAR 2011	46	43
	MAY 2011	48	40
	JUN II 2011	49	41
	JUL 2011	49	40

(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)

	MAY 2011	JUN 2011	JUN II 2011	JUL 2011
1. Yes (GO TO Q12)	44	40	52	60
2. No (GO TO Q14)	54	59	47	38
3. DK/Refused (DO NOT READ – GO TO Q14)	1	1	1	1

12. What was it?

1. About the national debt/debt ceiling	11
2. Raising debt ceiling/debt limit	5
3. Decreasing debts/against raising debt limit	4
4. About taxes	2

5. Increase taxes	2
6. Cutting taxes/not increasing taxes	5
7. About social security/cutting social security	3
8. About the deficit issues/reducing deficit	9
9. About the budget/balancing the budget	12
10. About the economy	3
11. About spending	2
12. Cut spending/control spending/reduce spending	7
13. It's the same thing with what the Democrats are doing	*
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	1
18. They are blocking everything/not compromising	2
19. They are trying to help people/they are trying to make the world better	1
20. They favor the rich/not helping middle class	1
21. It is about campaigns/election/nominations	*
22. Cutting of social services/programs	*
23. Increasing the taxes for poor while lowering the taxes for rich people	*
24. They don't want to tax the rich/wealthy	1
25. They only think about their interest/they don't care about the country	1
26. Nothing	*
27. Other	3
28. Don't know/can't recall/not sure	3
29. No answer	40

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

	MAY 2011	JUN 2011	JUN II 2011	JUL 2011
1. More favorable	44	42	44	42
2. Less favorable	48	49	49	48

3. No difference (DO NOT READ)	6	6	4	7
--------------------------------	----------	----------	----------	----------

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

	MAY 2011	JUN 2011	JUN II 2011	JUL 2011
1. Yes (GO TO Q15)	38	35	47	56
2. No (GO TO Q17)	61	64	52	43
3. DK/Refused (DO NOT READ – GO TO Q17)	1	1	1	2

15. What was it?

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

21. Trying to do what is right for the people	2
22. About issues on immigration/immigrants	*
23. Being involved in war in Iraq and Afghanistan/bringing troops back	*
24. Campaigning to be re-elected/to stay in power	1
25. They are trying to pass a bill/proposal	2
26. About education/schools	1
27. Nobody wants to compromise/not compromising	1
28. Doing things they are not supposed to	*
29. Other	2
30. Don't know/can't recall/not sure	4
31. No answer	44

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

	MAY 2011	JUN 2011	JUN II 2011	JUL 2011
1. More favorable	41	35	37	40
2. Less favorable	48	50	50	50
3. No difference (DO NOT READ)	7	12	10	6

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?

	MAY 2011	JUN 2011	JUN II 2011	JUL 2011
1. Republican	43	42	44	44
2. Lean Republican	2	1	2	3
3. Undecided	7	6	6	5
4. Lean Democrat	2	2	3	2
5. Democrat	44	44	43	42
6. Don't Know/Refused (DO NOT READ)	3	4	3	4

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

JOBS/ECONOMY

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

	MAY 2011	JUN 2011	JUN II 2011	JUL 2011
1. President Obama	44	48	45	42
2. Republicans in Congress	43	41	43	42
3. Don't Know/Refused (DO NOT READ)	13	11	11	16

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

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

20. Do you favor or oppose the proposal to raise the nation's debt limit?

	MAY 2011	JUN 2011	JUN II 2011	JUL 2011
1. Favor	30	29	28	36
2. Oppose	61	63	63	55
3. Don't Know (DO NOT READ)	9	8	9	9

21. If the nation's debt limit is not raised, who is more responsible for that? (ROTATE)

	JUN II 2011	JUL 2011
1. President Obama	28	30
2. Republicans in Congress	58	51
3. Don't Know/Refused (DO NOT READ)	14	19

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

	Believe	Do not believe	DK/Refused (DO NOT READ)
22. Increasing taxes reduces economic activity.	47	47	6
23. President Obama's balanced approach to address the debt limit is the right approach.	43	48	8
24. Not raising the nation's debt limit will delay Social Security checks.	35	53	12
25. If Congress were to fail to raise the country's debt limit, it will lead to higher interest rates and a default on the nation's debt, which would hurt the economy and lead to higher unemployment.	54	38	7

26. In thinking about the proposal to raise the nation's debt limit, who do you agree with more? (ROTATE)

1. President Obama, who says that any increase in the nation's debt limit must be a balanced approach that includes both tax revenue increases as well as spending cuts	47
2. Republicans who say that any increase in the nation's debt limit must include spending cuts but not tax increases that will hurt the economy and job creation.	48
3. Don't Know (DO NOT READ)	6

27. In thinking about the proposal to raise the nation's debt limit, which plan would have a more positive impact on the economy? (ROTATE)

1. Plan A, that would cut \$3 trillion in government spending and increase tax revenues by \$1 trillion	34
2. Plan B, that would cut government spending by \$1.5 trillion and not increase taxes	51
3. Don't Know (DO NOT READ)	14

Turning to a different topic..

28. The Obama administration is considering tightening smog standard regulations that could cost between 20 to 90 billion dollars annually to businesses. Do you support or oppose this proposal?

1. Support	35
2. Oppose	52
3. Don't Know (DO NOT READ)	14

29. In thinking about the proposal to tighten smog standard regulations, who do you agree with more? (ROTATE)

1. The Environmental Protection Agency who says that the proposal would mean significantly cleaner air, helping to prevent up to 12,000 premature deaths and saving up to \$100 billion in health care costs.	43
2. Those who say that this regulation would hurt job creation and is too costly for businesses in this economy.	44
3. Don't Know (DO NOT READ)	13

30. Do you think that the Obama administration should or should not postpone regulations with significant costs for businesses until the economy improves?

1. Should		57
2. Should not		35
3. Don't Know (DO NOT READ)		8

Now just a few demographic questions for statistical purposes only—

31. 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	8
2. NBC News	9
3. CBS News	6
4. Local TV news	19
5. CNN News	22
6. MSNBC/CNBC News	4
7. Fox News	22
8. CSpan	*
9. Daily newspaper	33
10. News magazines such as Time, US News, and Newsweek	3
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	12
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	6
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	6
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	12
26. Don't Know/Refused (DO NOT READ)	5

32. 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

33. 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

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

1. Liberal (GO TO Q34A)	20
2. Moderate (GO TO Q35)	41
3. Conservative (GO TO Q34A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q35)	1

Q34a among liberals and conservatives in Q34 only

34A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	10
2. Somewhat liberal	25
3. Very conservative	28
4. Somewhat conservative	37
5. Don't Know/Refused (DO NOT READ)	1

RESUME WITH ALL

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

1. Yes	39
2. No	60
3. Don't Know/Refused (DO NOT READ)	1

36. What is your current marital status?

1. Single, never married	21
2. Married	59
3. Separated	2
4. Divorced	10
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	2

37. 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	17
5. 75K-100K	13
6. Over 100K	22
7. Don't Know/Refused (DO NOT READ)	15

38. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	20
3. Catholic	24
4. Jewish	1
5. Mormon	1
6. Atheist/Agnostic	6
7. Other	26

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

9

39. 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

40. 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