

NEW MODELS NATIONAL BRAND SURVEY
July 10-11, 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?

	APR II 2012	MAY 2012	JUN 2012	JUL 2012
1. Right Direction	33	35	33	37
2. Don't Know/Refused (DO NOT READ)	8	7	12	8
3. Wrong Track	59	57	55	55

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

	APR II 2012	MAY 2012	JUN 2012	JUL 2012
1. Approve	47	45	47	49
2. Don't know/refused	5	4	5	4
3. Disapprove	49	51	49	47

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	APR II 2012	100	37	55	7
	MAY 2012	100	35	57	7
	JUN 2012	100	38	54	8
	JUL 2012	100	35	59	5
4. Democrats in Congress	APR II 2012	100	39	55	6
	MAY 2012	100	39	56	6
	JUN 2012	100	38	57	6
	JUL 2012	100	39	56	5

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

	APR II 2012	MAY 2012	JUN 2012	JUL 2012
1. Education	9	7	7	7
2. Social Security	7	8	6	5
3. Retirement and Investments	1	1	1	1
4. Terrorism	2	*	1	*
5. Healthcare/Rx	8	8	6	8
6. The Economy	37	38	33	36
7. Jobs	10	10	11	15
8. Taxes	3	4	2	3
9. Crime and Safety	*	1	1	1
10. Environment	2	1	2	2
11. National Defense/Foreign Affairs/Iraq	3	4	3	2
12. National Deficit/Spending	8	9	10	10
13. Energy	1	1	1	1
14. Gas prices	2	1	2	1
15. Immigration	2	1	3	2
16. Other	3	4	6	2
17. Don't know/Refused	2	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	APR II 2012	47	43
	MAY 2012	47	43
	JUN 2012	45	43
	JUL 2012	46	44
7. Jobs	APR II 2012	47	43
	MAY 2012	45	44
	JUN 2012	43	46
	JUL 2012	46	44
8. Health Care/RX	APR II 2012	43	45
	MAY 2012	42	46
	JUN 2012	39	48

	JUL 2012	41	50
	APR II 2012	45	41
9. Energy and gas prices	MAY 2012	45	43
	JUN 2012	42	43
	JUL 2012	41	47
	APR II 2012	48	43
10. Taxes	MAY 2012	48	43
	JUN 2012	47	40
	JUL 2012	47	44

11. 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?

	APR II 2012	MAY 2012	JUN 2012	JUL 2012
1. Republican	44	44	44	42
2. Lean Republican	3	4	1	2
3. Undecided	4	4	5	4
4. Lean Democrat	3	2	2	2
5. Democrat	44	42	45	47
6. Don't Know/Refused (DO NOT READ)	2	3	3	3
TOTAL REPUBLICAN	47	48	45	44
TOTAL DEMOCRAT	47	44	47	49

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

	APR II 2012	MAY 2012	JUN 2012	JUL 2012
1. President Obama	45	45	47	48
2. Republicans in Congress	44	45	42	42
3. Don't Know/Refused (DO NOT READ)	11	10	11	10

HEALTH CARE

13. Do you favor or oppose President Obama's health care plan?

	OCT II 2011	APR II 2012	JUL 2012
1. Favor	40	42	45
2. Oppose	53	53	51
3. Don't Know/Refused (DO NOT READ)	7	6	5

14. Do you favor or oppose repealing President Obama's health care plan?

	NOV II 2010	DEC 2010	JAN 2011	JUL 2012
1. Favor	45	43	47	46
2. Oppose	49	47	47	49
3. Don't Know/Refused (DO NOT READ)	6	9	6	14

15. Do you think that the health care plan will help, hurt or have no impact on small businesses?

	JUL 2012
1. Help	30
2. Hurt	50
3. Have no impact	14
4. Don't Know/Refused (DO NOT READ)	6

16. In thinking about the new requirement that all individuals have health insurance, who do you agree with more? **(ROTATE)**

	JUL 2012
1. The Republican who says it is a tax increase on the middle class.	48
2. The Democrat who says it is not a tax, but a penalty for free riders in the health care system.	44
3. Don't Know/Refused (DO NOT READ)	8

TAX CUT EXTENSION

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

	FEB II 2012	MAR 2012	JUL 2012
1. The economy is getting better, but the rate of progress is still unacceptable	40	40	43
2. The economy is getting better, and the rate of progress is acceptable	24	26	20
3. The economy is not getting better at all	36	32	36
4. Don't Know/Refused (DO NOT READ)	1	2	1

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

	FEB 2012	JUL 2012
1. Favor	59	61
2. Oppose	38	36
3. Don't Know/Refused (DO NOT READ)	3	3

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

	FEB 2012	JUL 2012
1. Favor	26	31
2. Oppose	70	65
3. Don't Know/Refused (DO NOT READ)	5	4

20. 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.

	FEB 2012	JUL 2012
1. Believe	54	45
2. Do not believe	32	38
3. Don't Know/Refused (DO NOT READ)	14	17

21. Do you believe or not believe this statement: Given the state of the deficit, those making over \$250,000 a year should have to pay 40 percent of their income in federal taxes.

	JUL 2012
1. Believe	29
2. Do not believe	65
3. Don't Know/Refused (DO NOT READ)	6

22. Do you believe or not believe this statement: Any tax increase on small businesses right now is unacceptable.

	JUN 2011	JUL 2012
1. Believe	71	61
2. Do not believe	27	35
3. Don't Know/Refused (DO NOT READ)	3	4

23. In thinking about how best to deal with the deficit, who do you agree with more? (ROTATE)

	JUL 2012
1. The Republican who says best way to deal with the deficit is not to create more taxes but to create more taxpayers	50
2. The Democrat who says Congress should roll back the Bush tax cuts on the top two percent of the wealthy	46
3. Don't Know (DO NOT READ)	4

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

	JUL 2012
1. The Republican who says extending tax cuts for everyone will grow the economy and create more federal tax revenues, just as Presidents Reagan and Kennedy did	49
2. The Democrat who says extending tax cuts for the middle class but eliminating tax breaks for the wealthy is the best way to deal with the deficit	45
3. Don't Know (DO NOT READ)	6

25. President Obama has announced a proposal for a one-year extension of tax cuts on taxpayers making less than \$250,000 that are set to expire at the end of this year, but not for those making more than \$250,000. Do you favor or oppose this proposal?

	JUL 2012
1. Favor	61
2. Oppose	35
3. Don't Know/Refused (DO NOT READ)	4

Now just a few demographic questions for statistical purposes only—

26. 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	8
3. CBS News	6
4. Local TV news	27
5. CNN News	16
6. MSNBC/CNBC News	6
7. Fox News	17
8. CSpan	1
9. Daily newspaper	26
10. News magazines such as Time, US News, and Newsweek	5
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	13
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	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	14
26. Don't Know/Refused (DO NOT READ)	5

27. 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

28. 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

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

1. Liberal (GO TO Q33A)	20
2. Moderate (GO TO Q34)	41
3. Conservative (GO TO Q33A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q34)	1

Q29a among liberals and conservatives in Q29 only

29A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	15
2. Somewhat liberal	19
3. Very conservative	27
4. Somewhat conservative	38
5. Don't Know/Refused (DO NOT READ)	1

RESUME WITH ALL

30. 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

31. What is your current marital status?

1. Single, never married	22
2. Married	60
3. Separated	1
4. Divorced	8
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	2

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

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

33. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	15
3. Catholic	24
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	7
7. Other	28
8. Don't Know/Refused (DO NOT READ)	9

34. 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

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

1. Yes	11
2. No	84

36. If the elections were held today for President and the candidates are Mitt Romney as the Republican nominee and Barack Obama as the Democrat nominee, would you be more likely to vote for (ROTATE) Mitt Romney - the Republican candidate, or Barack Obama – the Democrat candidate? (IF UNDECIDED ASK) would you be leaning toward Mitt Romney – the Republican candidate, or Barack Obama – the Democrat candidate?

1. Romney	42
2. Lean Romney	2
3. Undecided	3
4. Lean Obama	2
5. Obama	47
6. Don't Know/Refused (DO NOT READ)	5
TOTAL ROMNEY	44
TOTAL OBAMA	48

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

1. Urban	29
2. Suburban	53
3. Rural	18

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	31
3. Midwest	20
4. Plains/Mountains	19
5. West Coast	13