

NEW MODELS NATIONAL BRAND SURVEY
June 16-17, 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 I 2012	APR II 2012	MAY 2012	JUN 2012
1. Right Direction	35	33	35	33
2. Don't Know/Refused (DO NOT READ)	6	8	7	12
3. Wrong Track	59	59	57	55

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

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

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 I 2012	100	37	58	5
	APR II 2012	100	37	55	7
	MAY 2012	100	35	57	7
	JUN 2012	100	38	54	8
4. Democrats in Congress	APR I 2012	100	35	60	5
	APR II 2012	100	39	55	6
	MAY 2012	100	39	56	6
	JUN 2012	100	38	57	6

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

	APR I 2012	APR II 2012	MAY 2012	JUN 2012
1. Education	6	9	7	7
2. Social Security	5	7	8	6
3. Retirement and Investments	1	1	1	1
4. Terrorism	1	2	*	1
5. Healthcare/Rx	8	8	8	6
6. The Economy	33	37	38	33
7. Jobs	10	10	10	11
8. Taxes	3	3	4	2
9. Crime and Safety	*	*	1	1
10. Environment	2	2	1	2
11. National Defense/Foreign Affairs/Iraq	4	3	4	3
12. National Deficit/Spending	9	8	9	10
13. Energy	1	1	1	1
14. Gas prices	5	2	1	2
15. Immigration	3	2	1	3
16. Other	4	3	4	6
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
6. The Economy	APR I 2012	46	45
	APR II 2012	47	43
	MAY 2012	47	43
	JUN 2012	45	43
7. Jobs	APR 2012	44	46
	APR II 2012	47	43
	MAY 2012	45	44
	JUN 2012	43	46
8. Health Care/RX	APR 2012	41	47
	APR II 2012	43	45
	MAY 2012	42	46
	JUN 2012	39	48
9. Energy and gas prices	APR 2012	48	41
	APR II 2012	45	41
	MAY 2012	45	43
	JUN 2012	42	43
10. Taxes	APR 2012	47	43
	APR II 2012	48	43
	MAY 2012	48	43
	JUN 2012	47	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)

	MAR I 2012	APR I 2012	APR II 2012	JUN 2012
1. Yes (GO TO Q12)	37	46	47	37
2. No (GO TO Q14)	60	53	51	61
3. DK/Refused (DO NOT READ – GO TO Q14)	3	1	2	1

12. What was it?

1. Tax issues	9
2. Health care	12
3. Economy/business	10
4. Gas prices	2
5. Jobs	5

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

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

	MAR I 2012	APR I 2012	APR II 2012	JUN 2012
1. More favorable	39	46	44	38
2. Less favorable	52	46	45	50
3. No difference (DO NOT READ)	9	8	11	12

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

	MAR I 2012	APR I 2012	APR II 2012	JUN 2012
1. Yes (GO TO Q15)	34	34	42	38
2. No (GO TO Q17)	64	64	56	61
3. DK/Refused (DO NOT READ – GO TO Q17)	2	2	2	2

15. What was it?

1. Tax issues	28
2. Health care	25
3. Economy	20
4. Gas prices	7
5. Jobs	8
6. Social Security/Work benefits issues	2
7. Debates on the issues	-
8. State budget	2
9. National debt/deficit	*
10. Cut/lower spending	1
11. The president/Obama	3
12. Republicans and Democrats opposing each other	3
13. Pushing/Passing a bill/law/proposal	5

14. About the candidates/campaign	2
15. Social issues (contraception/birth control/abortion)	4
16. Obama care issues	*
17. Energy/oil/gas	2
18. Issues on the pipeline	*
19. Immigration/DREAM Act	15
20. Education	3
21. Drilling	-
22. Same with the Republicans	2
23. It was unfavorable/negative for Democrats	*
24. Natural resources/environment	*
25. They are not doing anything good/enough	2
26. Trying to do things/get things done	5
27. About the Secret Service issue	-
28. About Child Labor Law	-
29. Helping the middle class/poor	1
30. They've been trying to promote infrastructure	-
31. They want to spend more/increase spending	-
32. None	-
33. Others	10
34. DK/Refused/Don't remember	13

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

	MAR I 2012	APR I 2012	APR II 2012	JUN 2012
1. More favorable	49	35	41	46
2. Less favorable	42	53	48	45
3. No difference (DO NOT READ)	9	12	11	9

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?

	APR I 2012	APR II 2012	MAY 2012	JUN 2012
1. Republican	45	44	44	44
2. Lean Republican	3	3	4	1
3. Undecided	4	4	4	5
4. Lean Democrat	2	3	2	2
5. Democrat	45	44	42	45
6. Don't Know/Refused (DO NOT READ)	2	2	3	3
TOTAL REPUBLICAN	48	47	48	45
TOTAL DEMOCRAT	46	47	44	47

18. Which of the following would have the greater impact on generating economic growth? (ROTATE)

	MAY 2012	JUN 2012
1. Increasing government spending on infrastructure like roads and bridges	21	38
2. Cutting government spending	66	54
3. Don't Know/Refused (DO NOT READ)	12	8

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

	APR I 2012	APR II 2012	MAY 2012	JUN 2012
1. President Obama	47	45	45	47
2. Republicans in Congress	43	44	45	42
3. Don't Know/Refused (DO NOT READ)	10	11	10	11

I am going to read a series of statements. For each please tell me if you believe or do not believe the statement. (ROTATE STATEMENTS Q20-21)

20. Republicans have a plan for growing the economy and creating jobs.

	MAR 2012	APR II 2012	MAY 2012	JUN 2012
1. Believe	52	52	46	52
2. Do not believe	44	45	50	44
3. Don't Know/Refused (DO NOT READ)	4	3	4	4

21. President Obama has a plan for growing the economy and creating jobs.

	MAR 2012	APR II 2012	MAY 2012	JUN 2012
1. Believe	54	51	52	54
2. Do not believe	45	47	46	45
3. Don't Know/Refused (DO NOT READ)	1	2	2	1

22. Which of the following would have the greater impact on generating economic growth? (ROTATE)

1. Increasing government spending on infrastructure like roads and bridges	34
2. Controlling government spending	59
3. Don't Know/Refused (DO NOT READ)	7

I am going to read a series of statements. For each please tell me if you believe or do not believe the statement. (ROTATE Q23-30)

23. Republicans are waging a war on women.

1. Believe	28
2. Do not believe	68
3. Don't Know/Refused (DO NOT READ)	4

24. The war on women is a distraction from the real issues, which are the economy jobs and cost of living.

1. Believe	62
2. Do not believe	32
3. Don't Know/Refused (DO NOT READ)	6

25. President Obama has made progress in improving the economy.

1. Believe	53
2. Do not believe	45
3. Don't Know/Refused (DO NOT READ)	2

26. The private sector is doing fine.

1. Believe	26
2. Do not believe	67
3. Don't Know/Refused (DO NOT READ)	6

27. If nothing is done, taxes will go up significantly for everyone starting next year.

1. Believe	67
2. Do not believe	26
3. Don't Know/Refused (DO NOT READ)	7

28. A moratorium on regulations and extending current tax rates would free employers to begin hiring.

1. Believe	52
2. Do not believe	39
3. Don't Know/Refused (DO NOT READ)	9

29. Reducing the number of regulations is important to getting the economy back on track.

1. Believe	59
2. Do not believe	33
3. Don't Know/Refused (DO NOT READ)	7

30. Federal regulations are one of the major reasons why the economy is struggling.

1. Believe	53
2. Do not believe	41
3. Don't Know/Refused (DO NOT READ)	6

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	6
2. NBC News	9
3. CBS News	5
4. Local TV news	20
5. CNN News	21
6. MSNBC/CNBC News	7
7. Fox News	19
8. CSpan	*
9. Daily newspaper	34
10. News magazines such as Time, US News, and Newsweek	4
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	16
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	9
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	2
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	1
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	14
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	18
2. Somewhat liberal	16
3. Very conservative	25
4. Somewhat conservative	39
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	41
2. No	57
3. Don't Know/Refused (DO NOT READ)	2

36. What is your current marital status?

1. Single, never married	21
2. Married	60
3. Separated	2
4. Divorced	9
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	11
3. 30K-50K	17
4. 50K-75K	15
5. 75K-100K	12
6. Over 100K	22
7. Don't Know/Refused (DO NOT READ)	15

38. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	16
3. Catholic	20
4. Jewish	1
5. Mormon	2
6. Atheist/Agnostic	5
7. Other	28
8. Don't Know/Refused (DO NOT READ)	12

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	11
2. No	84

41. 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	5
4. Lean Obama	2
5. Obama	44
6. Don't Know/Refused (DO NOT READ)	5
TOTAL ROMNEY	44
TOTAL OBAMA	46

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

1. Urban	29
2. Suburban	51
3. Rural	20

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	17
2. South	34
3. Midwest	19
4. Plains/Mountains	18
5. West Coast	13