

NEW MODELS NATIONAL BRAND SURVEY
March 26-27, 2011
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 2010	JAN 2011	FEB 2011	MAR 2011
1. Right Direction	37	41	33	31
2. Don't Know/Refused (DO NOT READ)	9	9	9	11
3. Wrong Track	55	50	58	58

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

	DEC 2010	JAN 2011	FEB 2011	MAR 2011
1. Approve	49	48	46	48
2. Don't know/refused	6	6	6	7
3. Disapprove	45	47	48	45

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	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3. Republicans in Congress	DEC 2010	100	43	46	10
	JAN 2011	100	45	46	9
	FEB 2011	100	47	46	7
	MAR 2011	100	43	51	6
4. Democrats in Congress	DEC 2010	100	42	52	6
	JAN 2011	100	44	51	5
	FEB 2011	100	43	51	6
	MAR 2011	100	44	51	5

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

	DEC 2010	JAN 2011	FEB 2011	MAR 2011
1. Education	8	6	8	9
2. Social Security	6	5	6	6
3. Retirement and Investments	2	1	1	1
4. Terrorism	1	1	1	*
5. Healthcare/Rx	9	8	11	10
6. The Economy	30	33	33	34
7. Jobs	15	15	11	12
8. Taxes	5	2	2	2
9. Crime and Safety	1	1	1	*
10. Environment	2	2	2	1
11. National Defense/Foreign Affairs/Iraq	3	5	4	4
12. National Deficit/Spending	9	10	10	10
13. Energy	1	*	1	*
14. Gas prices	1	1	1	2

15. Immigration	4	3	1	3
16. Other	2	2	3	3
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	NOV II 2010	49	44
	DEC 2010	46	44
	JAN 2011	45	44
	FEB 2011	46	44
	MAR 2011	44	43
7. Jobs	NOV II 2010	47	46
	DEC 2010	45	44
	JAN 2011	45	45
	FEB 2011	44	45
	MAR 2011	42	44
8. Taxes	NOV II 2010	50	43
	DEC 2010	47	42
	JAN 2011	49	42
	FEB 2011	49	42
	MAR 2011	46	43
9. Health Care/RX	NOV II 2010	44	49
	DEC 2010	39	47
	JAN 2011	41	48
	FEB 2011	44	47
	MAR 2011	41	48
10. Fiscal responsibility	NOV II 2010	51	37
	DEC 2010	47	38
	JAN 2011	47	39
	FEB 2011	49	39
	MAR 2011	47	37
11. Energy and gas prices	MAR 2011	40	42

(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)

	DEC 2010	JAN 2011	FEB 2011	MAR 2011
1. Yes (GO TO Q13)	42	49	51	39
2. No (GO TO Q15)	57	50	48	60
3. DK/Refused (DO NOT READ – GO TO Q15)	2	1	1	1

13. What was it?

	MAR 2011
1. Budget Issue	11
2. Repealing health care	22
3. About the economy	4
4. Trying to cut spending	10
5. About the situation in Libya/ Obama is handling Libya	11
6. Spending in Libya	1
7. Reducing the budget deficit	9
8. They are not doing anything/not enough	4
9. They are trying to find a candidate for president	1
10. About taxes/lowering taxes	6
11. About jobs	2
12. They are trying to do something	6
13. About education	4
14. They are bickering/Republicans are against Democrats	5
15. Trying to knock the union out/break the unions	4
16. They are trying to take away/cut funding for NPR	1
17. They are trying to get drilling/more drilling in the US	1
18. About abortion	2
19. About social security	1
20. About Japan crisis	2
21. They are restricting environmental policies/dismantling EPA	1
22. They are opposing the President	1
23. Energy issues	1

24. Not helping people/middle class people	1
25. They are not funding Planned Parenthood	1
26. They/Democrats are ruining the country	4
27. About gas/gas prices	2
28. They are limiting the collective bargaining	1
29. They are funding NPR	1
30. About immigration issues	*
31. About foreign affairs	1
32. They want to change things	1
33. Other	7
34. Don't know/refused/don't remember/don't pay attention	12

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

	DEC 2010	JAN 2011	FEB 2011	MAR 2011
1. More favorable	52	49	46	39
2. Less favorable	39	46	46	53
3. No difference (DO NOT READ)	8	3	5	5

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

	DEC 2010	JAN 2011	FEB 2011	MAR 2011
1. Yes (GO TO Q16)	46	38	40	32
2. No (GO TO Q18)	53	61	59	66
3. DK/Refused (DO NOT READ – GO TO Q18)	1	1	1	2

16. What was it?

	MAR 2011
1. About the economy	6
2. About healthcare	13
3. About the crisis in Libya/They are helping what was going there	12
4. About the war/situations in the Middle East	3

5. They are spending too much	4
6. Trying to fight/block Republicans	6
7. About the union/Democrats are helping the unions	4
8. Budget issues (general mention)	11
9. About gas prices	4
10. Trying to reduce the deficit/cut spending/financial reform	9
11. They are not doing their jobs	4
12. About taxes	5
13. About social security	2
14. They are working together with the Republicans	2
15. About creation of jobs/reducing unemployment	6
16. About energy policies	1
17. About education	3
18. About no-fly zone	1
19. They are running for re-elections	2
20. About the crisis in Japan/giving humanitarian support to them	1
21. Heard negative things about them	1
22. Wisconsin issues/they moved out from the states/don't want to pass the bill	5
23. About foreign affairs/policies	1
24. Immigration issues	1
25. They are not supporting Obama's plan	1
26. About abortion	1
27. Support offshore drilling	1
28. Complaining about the military people who are going to Libya	1
29. They are working there/doing their jobs	2
30. They are supporting Obama	1
31. Transportation/rail road system issues	1
32. State reform	*
33. Republicans are not willing to work with them	3
34. Others	7
35. Don't know/can't remember	15

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

	DEC 2010	JAN 2011	FEB 2011	MAR 2011
1. More favorable	46	44	43	37
2. Less favorable	42	42	46	52
3. No difference (DO NOT READ)	8	9	7	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 2010	JAN 2011	FEB 2011	MAR 2011
1. Republican	44	45	44	44
2. Lean Republican	2	2	3	2
3. Undecided	6	5	5	5
4. Lean Democrat	3	2	2	3
5. Democrat	41	44	43	43
6. Don't Know/Refused (DO NOT READ)	3	3	3	3
TOTAL REPUBLICAN	46	46	47	46
TOTAL DEMOCRAT	45	46	45	46

BUDGET/SPENDING

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

		Believe	Do not believe	DK/Refused (DO NOT READ)
	NOV II 2010	49	45	6
19. Republicans have a plan for growing the economy and creating jobs.	JAN 2011	48	46	6
	FEB 2011	52	42	6
	MAR 2011	45	51	4
20. The economy is improving.		52	45	2
21. Raising taxes will hurt the overall economy.		63	33	5
22. President Obama's budget will raise taxes.		59	31	10
23. In order to create jobs and grow the economy, it is critical that Congress begins dealing with entitlement reform of Medicare and Social Security.		62	32	6
24. Cutting taxes on businesses will create jobs.		52	43	5

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

	JAN 2011	FEB 2011	MAR 2011
1. President Obama	49	47	49
2. Republicans in Congress	43	43	41
3. Don't Know/Refused (DO NOT READ)	9	10	11

26. Which is more important? (ROTATE)

1. Creating jobs	64
2. Balancing the federal budget	30
3. Don't Know/Refused (DO NOT READ)	6

27. Which approach will solve the economic and fiscal problems facing the country? (ROTATE)

1. Cutting spending	40
2. Growing the economy	53
3. Don't Know/Refused (DO NOT READ)	8

28. Do you think that Republican efforts to cut government spending will help, hurt or have no impact on job creation? (ROTATE)

1. Help	42
2. Hurt	24
3. Have no impact	28
4. Don't Know/Refused (DO NOT READ)	7

29. Do you think that Republicans in Congress are trying to cut spending because..? (ROTATE)

1. Of ideological reasons and trying to please the tea party	40
2. The fiscal crisis is very serious and they have no choice but to significantly cut spending	51
3. Don't Know (DO NOT READ)	9

30. Which is more important? (ROTATE)

1. Balancing the federal budget	51
2. Not reducing benefits in Medicare	44
3. Don't Know (DO NOT READ)	6

GAS PRICES

31. Do you think that the Environmental Protection Agency is helping, hurting or having no impact on job creation? (ROTATE)

1. Helping	21
2. Hurting	27
3. Having no impact	43
4. Don't Know (DO NOT READ)	10

32. Do you think that President Obama's policies are helping, hurting or having no impact on the energy situation and gasoline prices? (ROTATE)

1. Helping	22
2. Hurting	36
3. Having no impact	37
4. Don't Know (DO NOT READ)	5

33. Which of the following do you believe is most responsible for gas price increases? (ROTATE)

	AUG 2005	MAR 2011
1. OPEC and oil producing nations in the Middle East	27	39
2. Oil companies	28	29
3. President Obama	18 (Pres. Bush)	6
4. Increased consumer demand	12	7

5. Environmental laws	7	8
6. Congress	3	4
7. Don't Know (DO NOT READ)	5	8

34. Which comes closest to how you feel about nuclear power? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

	JUN 2008	MAR 2011
1. I favor nuclear power and would not oppose a nuclear power plant being built in my community.	42	32
2. I favor nuclear power but would oppose a nuclear power plant being built in my community.	24	30
3. I oppose nuclear power.	30	33
4. Don't Know (DO NOT READ)	4	5

Now just a few demographic questions for statistical purposes only—

35. 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	4
2. NBC News	7
3. CBS News	4
4. Local TV news	19
5. CNN News	22
6. MSNBC/CNBC News	5
7. Fox News	20
8. CSpan	*
9. Daily newspaper	32
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	9
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	8
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	3
18. General radio news station	3
19. Public television shows like McNeil Lehrer	1
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	16
26. Don't Know/Refused (DO NOT READ)	6

36. 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

37. 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

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

1. Liberal (GO TO Q38A)	20
2. Moderate (GO TO Q39)	41
3. Conservative (GO TO Q38A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q39)	1

Q38A among liberals and conservatives in Q38 only

38A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

	JAN 2011	FEB 2011	MAR 2011
1. Very liberal	11	10	10
2. Somewhat liberal	22	23	24
3. Very conservative	28	26	29
4. Somewhat conservative	37	38	36
5. Don't Know/Refused (DO NOT READ)	2	3	1

RESUME WITH ALL

39. 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)	*

40. What is your current marital status?

1. Single, never married	19
2. Married	63
3. Separated	1
4. Divorced	9
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	8
2. 15K-30K	9
3. 30K-50K	15
4. 50K-75K	18
5. 75K-100K	14
6. Over 100K	23
7. Don't Know/Refused (DO NOT READ)	14

42. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	18
3. Catholic	24
4. Jewish	1
5. Mormon	3
6. Atheist/Agnostic	5
7. Other	26

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

7

43. What is your race?

1. Hispanic	8
2. African-American	12
3. Asiatic	1
4. White	76
5. Other	2
6. Don't Know/Refused (DO NOT READ)	1

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

1. Yes	10
2. No	90

Gender (by observation)

1. Male	48
2. Female	52

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

1. Urban	24
2. Suburban	47
3. Rural	15

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	28
3. Midwest	21
4. Plains/Mountains	19

