

NEW MODELS NATIONAL BRAND SURVEY

March 14-15, 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?

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

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

	JAN 2012	FEB I 2012	FEB II 2012	MAR 2012
1. Approve	44	49	46	48
2. Don't know/refused	5	3	5	5
3. Disapprove	52	48	48	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	JAN 2012	100	29	65	6
	FEB I 2012	100	31	60	9
	FEB II 2012	100	35	58	7
	MAR 2012	100	33	58	9
4. Democrats in Congress	JAN 2012	100	35	58	7
	FEB I 2012	100	38	55	7
	FEB II 2012	100	34	59	6
	MAR 2012	100	37	56	7

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

	JAN 2012	FEB I 2012	FEB II 2012	MAR 2012
1. Education	8	8	8	8
2. Social Security	7	5	7	6
3. Retirement and Investments	1	1	2	1
4. Terrorism	*	*	1	*
5. Healthcare/Rx	7	7	6	7
6. The Economy	34	39	31	38
7. Jobs	15	11	12	10
8. Taxes	2	3	4	2
9. Crime and Safety	1	*	*	1
10. Environment	1	1	3	2
11. National Defense/Foreign Affairs/Iraq	4	3	5	4
12. National Deficit/Spending	11	10	8	11
13. Energy	1	2	1	1
14. Gas prices	1	3	4	3
15. Immigration	2	3	2	2
16. Other	3	3	2	4
17. Don't know/Refused	2	2	3	2

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	JAN 2012	45	42
	FEB I 2012	45	44
	FEB II 2012	48	40
	MAR 2012	46	45
7. Jobs	JAN 2012	44	42
	FEB I 2012	44	45
	FEB II 2012	44	44
	MAR 2012	44	44
8. Health Care/RX	JAN 2012	37	49
	FEB I 2012	41	47
	FEB II 2012	42	46
	MAR 2012	42	48
9. Energy and gas prices	JAN 2012	40	43
	FEB I 2012	43	44
	FEB II 2012	43	42

	MAR 2012	44	42
	JAN 2012	45	43
10. Taxes	FEB I 2012	46	43
	FEB II 2012	45	45
	MAR 2012	47	42

(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)

	DEC 2011	JAN 2012	FEB II 2012	MAR 2012
1. Yes (GO TO Q12)	45	41	45	37
2. No (GO TO Q154)	53	58	52	60
3. DK/Refused (DO NOT READ – GO TO Q14)	2	1	3	3

12. What was it?

1. Tax issues	6
2. Health care	15
3. Economy/business	6
4. Gas prices	7
5. Jobs	7
6. Social Security/Work benefits issues	2
7. Debates on the issues	3
8. About the campaign/election	9
9. Budget	5
10. National debt/deficit	1
11. Control/cut/lower spending	2
12. The president/Obama/going against him	11
13. Republicans and Democrats opposing each other	8
14. Passing a bill/law/proposal	9
15. They were compromising	1
16. About the candidates	2
17. Social issues (contraception/birth control/religion)	16
18. Just heard/saw/read things on tv/radio/newspapers	*
19. Obama care issues	1

20. Energy/oil/gas/drilling	4
21. Issues on the pipeline	9
22. Immigration	1
23. Education	2
24. Same issues	1
25. Unfavorable/negative	2
26. Trying to do things/getting things done	4
27. National defense/war	3
28. Sending troops/soldiers home	–
29. They are not doing anything/not doing enough	2
30. None	1
31. Others	6
32. DK/Refused	10

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

	DEC 2011	JAN 2012	FEB II 2012	MAR 2012
1. More favorable	31	31	38	39
2. Less favorable	62	54	51	52
3. No difference (DO NOT READ)	5	9	11	9

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

	DEC 2011	JAN 2012	FEB II 2012	MAR 2012
1. Yes (GO TO Q15)	41	35	37	34
2. No (GO TO Q17)	58	63	60	64
3. DK/Refused (DO NOT READ – GO TO Q17)	1	2	2	2

15. What was it?

1. Tax issues	4
2. Health care	16
3. Economy	9
4. Gas prices	6
5. Jobs	12
6. Social Security/Work benefits issues	1
7. Debates on the issues	1
8. State budget	2
9. National debt/deficit	2
10. Cut/lower spending	4
11. The president/Obama	4
12. Republicans and Democrats opposing each other	7
13. Pushing/Passing a bill/law/proposal	17
14. About the candidates/campaign	2

15. Social issues (contraception/birth control/abortion)	13
16. Obama care issues	1
17. Energy/oil/gas	3
18. Issues on the pipeline	6
19. Immigration	1
20. Education	2
21. Drilling	1
22. Same with the Republicans	3
23. It was unfavorable/negative for Democrats	1
24. Natural resources/environment	1
25. They are not doing anything good/enough	6
26. Trying to do things/get things done	7
27. None	*
28. Others	9
29. DK/Refused/Don't remember	9

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

	DEC 2011	JAN 2012	FEB II 2012	MAR 2012
1. More favorable	43	32	45	49
2. Less favorable	48	53	48	42
3. No difference (DO NOT READ)	6	12	7	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?

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

Turning to the economy....

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

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

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

	JAN 2012	FEB I 2012	FEB II 2012	MAR 2012
1. Believe	43	47	44	52
2. Do not believe	51	47	51	44
3. Don't Know/Refused (DO NOT READ)	5	6	5	4

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

	JAN 2012	FEB I 2012	FEB II 2012	MAR 2012
1. Believe	50	56	52	54
2. Do not believe	47	42	45	45
3. Don't Know/Refused (DO NOT READ)	3	2	2	1

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

	JAN 2012	FEB I 2012	FEB II 2012	MAR 2012
1. President Obama	46	49	45	48
2. Republicans in Congress	42	41	43	40
3. Don't Know/Refused (DO NOT READ)	12	10	12	11

22. Which statement do you agree with more? (ROTATE)

1. President Obama has the right economic policies in place, and they just need more time to work.	43
2. President Obama has not put the right economic policies in place, and we could do better.	54
3. Don't Know/Refused (DO NOT READ)	3

23. Do you believe or not believe the following statement: The economy may be improving but if better policies were implemented, we could make much faster progress. (ROTATE)

1. Believe	71
2. Do not believe	25
3. Don't Know/Refused (DO NOT READ)	4

24. Do you believe or not believe the following statement: Excessive government regulations are making it harder for small businesses to hire workers.

1. Believe	62
2. Do not believe	34
3. Don't Know/Refused (DO NOT READ)	5

25. Do you believe or not believe the following statement: Excessive government regulations like those required by the President's health care law are making it harder for small businesses to hire workers.

1. Believe	57
2. Do not believe	39
3. Don't Know/Refused (DO NOT READ)	4

26. What should Congress focus on more? (ROTATE)

1. Growing the economy	58
2. Cutting spending	36
3. Don't Know/Refused (DO NOT READ)	6

27. Do you favor or oppose improving the nation's infrastructure through boosting America's energy production?

1. Favor	83
2. Oppose	11
3. Don't Know/Refused (DO NOT READ)	6

Now just a few demographic questions for statistical purposes only—

28. 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	5
2. NBC News	9
3. CBS News	5
4. Local TV news	19
5. CNN News	20
6. MSNBC/CNBC News	7
7. Fox News	21
8. CSpan	*
9. Daily newspaper	25
10. News magazines such as Time, US News, and Newsweek	5
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	18
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	13
14. Opinion websites like Drudge Report or slate.com	*
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	*
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	16
26. Don't Know/Refused (DO NOT READ)	5

29. 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

30. 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

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

1. Liberal (GO TO Q31A)	20
2. Moderate (GO TO Q32)	41
3. Conservative (GO TO Q31A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q32)	1

Q31a among liberals and conservatives in Q31 only

31A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	12
2. Somewhat liberal	22
3. Very conservative	27
4. Somewhat conservative	38
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

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

1. Yes	40
2. No	60
3. Don't Know/Refused (DO NOT READ)	1

33. What is your current marital status?

1. Single, never married	19
2. Married	64
3. Separated	2
4. Divorced	9
5. Widowed	5
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	7
2. 15K-30K	11
3. 30K-50K	15
4. 50K-75K	14
5. 75K-100K	16
6. Over 100K	23
7. Don't Know/Refused (DO NOT READ)	14

35. What is your religion?

1. Evangelical/Fundamentalist Protestant	11
2. Mainline Protestant	18
3. Catholic	24
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	9
7. Other	26
8. Don't Know/Refused (DO NOT READ)	7

36. What is your race?

1. Hispanic	8
2. African-American	12
3. Asian	1
4. White	76
5. Other	3

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

1. Yes	14
2. No	82

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

1. Urban	29
2. Suburban	52
3. Rural	19

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	29
3. Midwest	21
4. Plains/Mountains	19
5. West Coast	15