

NEW MODELS NATIONAL BRAND SURVEY
May 26-27, 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?

| | MAR I 2012 | APR I 2012 | APR II 2012 | MAY 2012 |
|--|---------------|---------------|----------------|-------------|
| 1. Right Direction | 38 | 35 | 33 | 35 |
| 2. Don't Know/Refused (DO NOT READ) | 7 | 6 | 8 | 7 |
| 3. Wrong Track | 55 | 59 | 59 | 57 |

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

| | MAR 2012 | APR I 2012 | APR II 2012 | MAY 2012 |
|-----------------------|-------------|---------------|----------------|-------------|
| 1. Approve | 48 | 47 | 47 | 45 |
| 2. Don't know/refused | 5 | 2 | 5 | 4 |
| 3. Disapprove | 47 | 51 | 49 | 51 |

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 | MAR I 2012 | 100 | 33 | 58 | 9 |
| | APR I 2012 | 100 | 37 | 58 | 5 |
| | APR II 2012 | 100 | 37 | 55 | 7 |
| | MAY 2012 | 100 | 35 | 57 | 7 |
| 4. Democrats in Congress | MAR I 2012 | 100 | 37 | 56 | 7 |
| | APR I 2012 | 100 | 35 | 60 | 5 |
| | APR II 2012 | 100 | 39 | 55 | 6 |
| | MAY 2012 | 100 | 39 | 56 | 6 |

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

| | MAR I 2012 | APR I 2012 | APR II 2012 | MAY 2012 |
|---|---------------|---------------|----------------|-------------|
| 1. Education | 8 | 6 | 9 | 7 |
| 2. Social Security | 6 | 5 | 7 | 8 |
| 3. Retirement and Investments | 1 | 1 | 1 | 1 |
| 4. Terrorism | * | 1 | 2 | * |
| 5. Healthcare/Rx | 7 | 8 | 8 | 8 |
| 6. The Economy | 38 | 33 | 37 | 38 |
| 7. Jobs | 10 | 10 | 10 | 10 |
| 8. Taxes | 2 | 3 | 3 | 4 |
| 9. Crime and Safety | 1 | * | * | 1 |
| 10. Environment | 2 | 2 | 2 | 1 |
| 11. National Defense/Foreign Affairs/Iraq | 4 | 4 | 3 | 4 |
| 12. National Deficit/Spending | 11 | 9 | 8 | 9 |
| 13. Energy | 1 | 1 | 1 | 1 |
| 14. Gas prices | 3 | 5 | 2 | 1 |
| 15. Immigration | 2 | 3 | 2 | 1 |
| 16. Other | 4 | 4 | 3 | 4 |
| 17. Don't know/Refused | 2 | 3 | 2 | 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 | MAR I 2012 | 46 | 45 |
| | APR I 2012 | 46 | 45 |
| | APR II 2012 | 47 | 43 |
| | MAY 2012 | 47 | 43 |
| 7. Jobs | MAR I 2012 | 44 | 44 |
| | APR 2012 | 44 | 46 |
| | APR II 2012 | 47 | 43 |
| | MAY 2012 | 45 | 44 |
| 8. Health Care/RX | MAR I 2012 | 42 | 48 |
| | APR 2012 | 41 | 47 |
| | APR II 2012 | 43 | 45 |

| | | | |
|--------------------------|-------------|-----------|-----------|
| | MAY 2012 | 42 | 46 |
| | MAR I 2012 | 44 | 42 |
| 9. Energy and gas prices | APR 2012 | 48 | 41 |
| | APR II 2012 | 45 | 41 |
| | MAY 2012 | 45 | 43 |
| | MAR I 2012 | 47 | 42 |
| 10. Taxes | APR 2012 | 47 | 43 |
| | APR II 2012 | 48 | 43 |
| | MAY 2012 | 48 | 43 |

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?

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

12. Which of the following would have the greater impact on improving the economy and job creation? (ROTATE)

| | |
|-------------------------------------|-----------|
| 1. Increasing Government Spending | 21 |
| 2. Cutting Taxes | 66 |
| 3. Don't Know/Refused (DO NOT READ) | 12 |

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

| | MAR I 2012 | APR I 2012 | APR II 2012 | MAY 2012 |
|-------------------------------------|---------------|---------------|----------------|-------------|
| 1. President Obama | 48 | 47 | 45 | 45 |
| 2. Republicans in Congress | 40 | 43 | 44 | 45 |
| 3. Don't Know/Refused (DO NOT READ) | 11 | 10 | 11 | 10 |

On a scale of 1 to 9, with 1 being not very important, 5 being somewhat important, and 9 being very important, how important are the following policy goals: (ROTATE Q14-20)

| | MEAN |
|---|------|
| 14. Passing policies that will help US Manufacturers | 7.26 |
| 15. Stop rewarding businesses that ship jobs overseas | 7.14 |
| 16. Change the tax code so that millionaires will pay their fair share of taxes | 6.92 |
| 17. Maximizing energy production | 7.33 |
| 18. Fueling economic growth by reforming the tax code | 7.48 |
| 19. Stopping excessive regulations like those in the President's health care law that make it harder for small businesses to hire | 6.63 |
| 20. Controlling government spending | 7.63 |

RANKED

| | |
|--|------|
| 1. Controlling government spending | 7.63 |
| 2. Fueling economic growth by reforming the tax code | 7.48 |
| 3. Maximizing energy production | 7.33 |
| 4. Passing policies that will help US Manufacturers | 7.26 |
| 5. Stop rewarding businesses that ship jobs overseas | 7.14 |
| 6. Change the tax code so that millionaires will pay their fair share of taxes | 6.92 |
| 7. Stopping excessive regulations like those in the President's health care law that make it harder for small businesses to hire | 6.63 |

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 Q21-24)

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

| | FEB II 2012 | MAR 2012 | APR II 2012 | MAY 2012 |
|-------------------------------------|----------------|-------------|----------------|-------------|
| 1. Believe | 44 | 52 | 52 | 46 |
| 2. Do not believe | 51 | 44 | 45 | 50 |
| 3. Don't Know/Refused (DO NOT READ) | 5 | 4 | 3 | 4 |

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

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

23. The reason the unemployment rate has started to get lower is because people have given up looking for a job and left the workforce.

| | |
|-------------------------------------|-----------|
| 1. Believe | 50 |
| 2. Do not believe | 47 |
| 3. Don't Know/Refused (DO NOT READ) | 3 |

24. President Obama inherited a bad economy but his policies have made things worse.

| | JUN I 2011 | FEB 2012 | MAY 2012 |
|-------------------------------------|---------------|-------------|-------------|
| 1. Believe | 43 | 46 | 48 |
| 2. Do not believe | 55 | 51 | 50 |
| 3. Don't Know/Refused (DO NOT READ) | 2 | 3 | 2 |

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

| | |
|--|-----------|
| 1. Democrats who say that we need to keep making progress on the economy, and pass policies that will help US manufacturers, stop rewarding businesses that ship jobs overseas, and change the tax code so that millionaires will pay their fair share of taxes. We cannot afford to go back to the failed policies of the past that created the economic problems in the first place. | 49 |
| 2. Republicans who say that President Obama's economic plan is not working and we need to try something else. Unemployment remains at record levels, job creation is poor, federal spending is out of control, and much of the country is still in recession. | 48 |
| 3. Don't Know/Refused (DO NOT READ) | 3 |

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 | 7 |
| 3. CBS News | 5 |
| 4. Local TV news | 23 |
| 5. CNN News | 18 |
| 6. MSNBC/CNBC News | 5 |
| 7. Fox News | 20 |
| 8. CSpan | * |
| 9. Daily newspaper | 27 |
| 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 | 15 |
| 13. News Pages of Internet Service Providers such as Yahoo News and MSN News | 12 |
| 14. Opinion websites like Drudge Report or slate.com | 2 |
| 15. National Public Radio | 7 |
| 16. Religious radio shows | 1 |
| 17. Talk radio like Rush Limbaugh | 4 |
| 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 | - |
| 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 |

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 Q29A) | 20 |
| 2. Moderate (GO TO Q30) | 41 |
| 3. Conservative (GO TO Q29A) | 38 |
| 4. Don't Know/Refused (DO NOT READ – GO TO Q30) | 1 |

Q29a among liberals and conservatives in Q29 only

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

| | |
|--|----|
| 1. Very liberal | 16 |
| 2. Somewhat liberal | 18 |
| 3. Very conservative | 32 |
| 4. Somewhat conservative | 32 |
| 5. Don't Know/Refused (DO NOT READ) | 2 |

RESUME WITH ALL

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

| | |
|--|----|
| 1. Yes | 39 |
| 2. No | 61 |
| 3. Don't Know/Refused (DO NOT READ) | * |

31. What is your current marital status?

| | |
|--|----|
| 1. Single, never married | 22 |
| 2. Married | 60 |
| 3. Separated | 2 |
| 4. Divorced | 10 |
| 5. Widowed | 6 |
| 6. Don't Know/Refused (DO NOT READ) | 1 |

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

| | |
|--|----|
| 1. Less than 15K | 7 |
| 2. 15K-30K | 12 |
| 3. 30K-50K | 16 |
| 4. 50K-75K | 16 |
| 5. 75K-100K | 12 |
| 6. Over 100K | 19 |
| 7. Don't Know/Refused (DO NOT READ) | 17 |

33. What is your religion?

| | |
|--|----|
| 1. Evangelical/Fundamentalist Protestant | 16 |
| 2. Mainline Protestant | 15 |
| 3. Catholic | 24 |
| 4. Jewish | 2 |
| 5. Mormon | 1 |
| 6. Atheist/Agnostic | 7 |
| 7. Other | 26 |

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 | 12 |
| 2. No | 83 |

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 | 44 |
| 2. Lean Romney | 2 |
| 3. Undecided | 3 |
| 4. Lean Obama | 2 |
| 5. Obama | 44 |
| 6. Don't Know/Refused (DO NOT READ) | 5 |
| TOTAL ROMNEY | 46 |
| TOTAL OBAMA | 46 |

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

| | |
|-------------|-----------|
| 1. Urban | 78 |
| 2. Suburban | 18 |
| 3. Rural | 4 |

Gender (by observation)

| | |
|-----------|-----------|
| 1. Male | 48 |
| 2. Female | 52 |

Region (TAKEN FROM SAMPLE)

| | |
|---------------------|-----------|
| 1. Northeast | 19 |
| 2. South | 31 |
| 3. Midwest | 20 |
| 4. Plains/Mountains | 16 |
| 5. West Coast | 14 |