

**NEW MODELS NATIONAL BRAND SURVEY**  
**November 6, 2012**  
**1000 Voters, Post-Election**

**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?**

	JUL 2012	AUG 2012	SEP 2012	OCT 2012	POST ELECT 2012
1. Right Direction	<b>37</b>	<b>32</b>	<b>40</b>	<b>40</b>	<b>47</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>7</b>	<b>6</b>
3. Wrong Track	<b>55</b>	<b>59</b>	<b>53</b>	<b>54</b>	<b>47</b>

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

	JUL 2012	AUG 2012	SEP 2012	OCT 2012	POST ELECT 2012
1. Approve	<b>49</b>	<b>48</b>	<b>49</b>	<b>47</b>	<b>51</b>
2. Don't know/refused	<b>4</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>2</b>
3. Disapprove	<b>47</b>	<b>47</b>	<b>49</b>	<b>50</b>	<b>47</b>

**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	
<b>3. Republicans in Congress</b>	JUL 2012	<b>100</b>	<b>35</b>	<b>59</b>	<b>5</b>
	AUG 2012	<b>100</b>	<b>36</b>	<b>57</b>	<b>6</b>
	SEP 2012	<b>100</b>	<b>41</b>	<b>54</b>	<b>5</b>
	OCT 2012	<b>100</b>	<b>40</b>	<b>54</b>	<b>6</b>
	POST ELECT 2012	<b>100</b>	<b>39</b>	<b>59</b>	<b>2</b>
<b>4. Democrats in Congress</b>	JUL 2012	<b>100</b>	<b>39</b>	<b>56</b>	<b>5</b>
	AUG 2012	<b>100</b>	<b>39</b>	<b>55</b>	<b>6</b>
	SEP 2012	<b>100</b>	<b>40</b>	<b>56</b>	<b>4</b>
	OCT 2012	<b>100</b>	<b>40</b>	<b>56</b>	<b>4</b>

OCT 2012	<b>100</b>	<b>40</b>	<b>54</b>	<b>6</b>
POST ELECT 2012	<b>100</b>	<b>45</b>	<b>53</b>	<b>2</b>

**5. Which of the following issues was most important to you in deciding how to vote for in the election for Congress? (ROTATE)**

	JUL 2012	AUG 2012	SEP 2012	OCT 2012	POST ELECT 2012
1. Education	<b>7</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>8</b>
2. Social Security	<b>5</b>	<b>9</b>	<b>5</b>	<b>6</b>	<b>5</b>
3. Retirement and Investments	<b>1</b>	<b>1</b>	<b>1</b>	<b>*</b>	<b>*</b>
4. Terrorism	<b>*</b>	<b>*</b>	<b>*</b>	<b>1</b>	<b>*</b>
5. Healthcare/Rx	<b>8</b>	<b>11</b>	<b>8</b>	<b>7</b>	<b>15</b>
6. The Economy	<b>36</b>	<b>32</b>	<b>41</b>	<b>34</b>	<b>36</b>
7. Jobs	<b>15</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>10</b>
8. Taxes	<b>3</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>2</b>
9. Crime and Safety	<b>1</b>	<b>1</b>	<b>*</b>	<b>1</b>	<b>*</b>
10. Environment	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>
11. National Defense/Foreign Affairs/Iraq	<b>2</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>
12. National Deficit/Spending	<b>10</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>8</b>
13. Energy	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
14. Gas prices	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>*</b>
15. Immigration	<b>2</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>
16. Other	<b>2</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>6</b>
17. Don't know/Refused	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>

**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	JUL 2012	<b>46</b>	<b>44</b>
	AUG 2012	<b>48</b>	<b>44</b>
	SEP 2012	<b>49</b>	<b>45</b>
	OCT 2012	<b>49</b>	<b>46</b>
	POST ELECT 2012	<b>49</b>	<b>48</b>
7. Jobs	JUL 2012	<b>46</b>	<b>44</b>
	AUG 2012	<b>46</b>	<b>43</b>
	SEP 2012	<b>48</b>	<b>46</b>
	OCT 2012	<b>49</b>	<b>44</b>
	POST ELECT 2012	<b>51</b>	<b>48</b>

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

	FEB II 2012	MAR 2012	JUL 2012	POST ELECT 2012
1. The economy is getting better, but the rate of progress is still unacceptable	<b>40</b>	<b>40</b>	<b>43</b>	<b>39</b>
2. The economy is getting better, and the rate of progress is acceptable	<b>24</b>	<b>26</b>	<b>20</b>	<b>29</b>
3. The economy is not getting better at all	<b>36</b>	<b>32</b>	<b>36</b>	<b>31</b>
4. Don't Know/Refused (DO NOT READ)	<b>1</b>	<b>2</b>	<b>1</b>	<b>*</b>

On a scale of 1-9 with 1 being somewhat important, 5 being very important, and 9 being extremely important, how important is each of the following issues or items to you in deciding how you voted: (ROTATE LIST)

	MEAN
<b>9. The unemployment rate</b>	<b>7.46</b>
<b>10. Outsourcing of jobs overseas</b>	<b>6.60</b>
<b>11. President Obama's health care plan/health care</b>	<b>7.17</b>
<b>12. Medicare</b>	<b>7.01</b>
<b>13. Women's issues/abortion and contraception</b>	<b>6.19</b>
<b>14. Bush tax cuts/ making sure the wealthy pay their fair share</b>	<b>6.20</b>
<b>15. Libya/Benghazi</b>	<b>5.61</b>
<b>16. Gay marriage</b>	<b>5.12</b>
<b>17. Cost of living</b>	<b>6.99</b>
<b>18. Auto bailout</b>	<b>5.08</b>
<b>19. Government spending/deficit/debt</b>	<b>7.27</b>
<b>20. Spending cuts to programs like PBS/Sesame Street</b>	<b>5.20</b>
<b>21. Hurricane Sandy</b>	<b>5.21</b>

**22. Which group of issues concerns you most? (ROTATE)**

	APR II 2011	POST ELECT 2012
1. Economic – like taxes, budget and jobs	<b>54</b>	<b>52</b>
2. Social – like education, health care and the environment	<b>25</b>	<b>25</b>
3. Moral – like prayer in schools, abortion and gay rights	<b>12</b>	<b>15</b>
4. Foreign affairs – like defense, terrorism and international	<b>6</b>	<b>7</b>
5. Don't Know ( <b>DO NOT READ</b> )	<b>2</b>	<b>1</b>

(ROTATE Q23-24 with Q25-26)

**23. What was the theme or issue that you heard Republican candidates talking about most?**

1. Taxes	<b>3</b>
2. Jobs/Economy	<b>53</b>
3. Budget issues (cutting spending/reducing debt/deficit)	<b>8</b>
4. Women's issues (abortion, rape, etc.)	<b>3</b>
5. National security	<b>*</b>
6. Healthcare/Obamacare	<b>4</b>
7. Reducing/lowering taxes for rich	<b>2</b>
8. Smaller government/less government intrusion	<b>*</b>
9. Moral issues	<b>2</b>
10. About President Obama's record/saying negative things about	<b>4</b>
11. Getting the country back on track	<b>1</b>
12. Higher taxes for middle class	<b>*</b>
13. About changes/they want to change the country	<b>1</b>
14. Immigration	<b>1</b>
15. Foreign affairs	<b>1</b>
16. They are saying/bashing their opponents	<b>2</b>
17. Social Security	<b>*</b>
18. About social issues (general)	<b>*</b>
19. Medicare/privatizing Medicare	<b>1</b>
20. Same sex marriage	<b>1</b>
21. Auto bailout	<b>*</b>
22. Outsourcing jobs	<b>1</b>
23. They are for rich/not for middle class	<b>*</b>
24. They just told a lot of lies	<b>1</b>
25. Education	<b>*</b>
26. Energy independence	<b>*</b>
27. About small business issues (general)	<b>*</b>
28. Preserving our freedom	<b>1</b>
29. Nothing/none	<b>*</b>
30. Other	<b>3</b>
31. Don't know/Refused	<b>5</b>

**24. Did this make you more favorable or less favorable to vote for Republican candidates?**

1. More favorable	<b>44</b>
2. Less favorable	<b>50</b>
3. DK/Refused (DO NOT READ)	<b>5</b>

**25. What was the theme or issue that you heard Democrat candidates talking about most?**

1. Economy/Jobs	<b>34</b>
2. Healthcare	<b>11</b>
3. Education	<b>3</b>
4. Taxes/paying their fair share	<b>7</b>
5. Immigration	<b>1</b>
6. Social issues (general)	<b>4</b>
7. Women's issues (i.e. abortion)	<b>6</b>
8. Infrastructure	<b>*</b>
9. Issues on middle class	<b>2</b>
10. Fiscal responsibilities (i.e. budget, spending, debt)	<b>1</b>
11. Medicare	<b>1</b>
12. About moving forward/staying on track	<b>3</b>
13. Equality	<b>1</b>
14. They are saying/bashing their opponents	<b>6</b>
15. Typical lies/lying just to get votes	<b>2</b>
16. They talked about needing more time	<b>1</b>
17. Social Security	<b>*</b>
18. About auto bailouts	<b>1</b>
19. Moral issues (gay rights, etc.)	<b>1</b>
20. Environmental issues	<b>*</b>
21. Blaming George Bush/it is Bush's fault	<b>1</b>
22. About the war/in Iraq and Afghanistan	<b>1</b>
23. About doing a good job	<b>1</b>
24. About Big Bird	<b>*</b>
25. Welfare	<b>*</b>

26. Being honest	<b>1</b>
27. Same old stuff	*
28. National security	*
29. Nothing	*
30. Other	<b>6</b>
31. Don't know/Refused	<b>5</b>

**26. Did this make you more favorable or less favorable to vote for Democrat candidates?**

1. More favorable	<b>46</b>
2. Less favorable	<b>47</b>
3. DK/Refused (DO NOT READ)	<b>7</b>

**27. For which presidential candidate did you vote? (ROTATE)**

1. Mitt Romney, the Republican candidate	<b>48</b>
2. Barack Obama, Democratic candidate	<b>50</b>
3. Gary Johnson (DO NOT READ)	*
4. Other (DO NOT READ)	<b>1</b>
5. Did not vote in presidential race (DO NOT READ)	*
6. DK/Refused (DO NOT READ)	<b>1</b>

**28. For which candidate did you vote for US Congress from your district? (ROTATE)**

1. Republican candidate	<b>48</b>
2. Democratic candidate	<b>50</b>
3. Independent or third party candidate	<b>1</b>
4. DK/Refused (DO NOT READ)	<b>1</b>

## BELIEF STATEMENTS

I am going to read a series of statements. For each please tell me if you believe or do not believe the statement.

		<b>Believe</b>	<b>Do not believe</b>	<b>DK/Ref</b>
	MAR 2012	<b>54</b>	<b>45</b>	<b>1</b>
	APR II 2012	<b>51</b>	<b>47</b>	<b>2</b>
<b>29. President Obama has a plan for growing the economy and creating jobs.</b>	MAY 2012	<b>52</b>	<b>46</b>	<b>2</b>
	JUN 2012	<b>54</b>	<b>45</b>	<b>1</b>
	POST ELECT 2012	<b>55</b>	<b>44</b>	<b>1</b>
<b>30. Mitt Romney has a plan for growing the economy and creating jobs.</b>	POST ELECT 2012	<b>63</b>	<b>36</b>	<b>1</b>
	DEC 2008	<b>42</b>	<b>52</b>	<b>6</b>
<b>31. Increasing government spending will generate economic growth.</b>	JAN 2012	<b>30</b>	<b>66</b>	<b>4</b>
	POST ELECT 2012	<b>33</b>	<b>62</b>	<b>5</b>
<b>32. Cutting spending will generate economic growth.</b>	POST ELECT 2012	<b>56</b>	<b>41</b>	<b>3</b>
	JUN 2012	<b>53</b>	<b>45</b>	<b>2</b>
<b>33. President Obama has made progress on improving the economy.</b>	POST ELECT 2012	<b>57</b>	<b>43</b>	<b>*</b>
<b>34. Cutting taxes will generate economic growth.</b>	POST ELECT 2012	<b>61</b>	<b>36</b>	<b>3</b>
	JUN 2012	<b>28</b>	<b>68</b>	<b>4</b>
<b>35. Republicans are waging a war on women.</b>	POST ELECT 2012	<b>32</b>	<b>66</b>	<b>2</b>

## IDEOLOGY

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate... (ROTATE LIST)

	MEAN AUG 2012	MEAN POST ELECT 2012
36. Your own political ideology	5.70	5.55
37. Ideology of Republicans in Congress	6.49	6.86
38. Ideology of Democrats in Congress	3.96	3.57
39. Ideology of Barack Obama	3.81	3.41
40. Ideology of Mitt Romney	6.31	6.89
41. Ideology of the media	3.91	3.71

## HANDLING OF THE ECONOMY

42. Which is causing more problems in the economy? (ROTATE)

	AUG 2012	SEP 2012	OCT 2012	POST ELECT 2012
1. The economic policies of the present	40	45	42	44
2. The economic policies of the past	51	48	50	53
3. Don't Know/Refused <b>(DO NOT READ)</b>	8	6	8	3

43. In thinking about how you voted in the presidential election, which statement comes closer to how you decided to vote? (ROTATE)

1. Your decision was based only on President Obama's record	22
2. President Obama's record played a very significant role in your decision, but it was also about the choice of directions for the country that Mitt Romney and President Obama offered	77
3. Don't Know <b>(DO NOT READ)</b>	1



**44. Who do you agree with more? (ROTATE)**

1. The Democrat candidate who says that we need to keep making progress on the economy and that we cannot afford to go back to the failed policies of the past that created the economic problems in the first place	<b>48</b>
2. The Republican candidate who says that the American people are asking “where are the jobs”. We need to bring jobs home by reducing taxes and regulation on small businesses, and reducing government spending.	<b>49</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>3</b>

**HEALTH CARE**

**45. Do you favor or oppose President Obama's health care plan? (ROTATE)**

	NOV II 2010	DEC 2010	JAN 2011	JUL 2012	POST ELECT 2012
1. Favor	<b>45</b>	<b>43</b>	<b>47</b>	<b>46</b>	<b>48</b>
2. Oppose	<b>49</b>	<b>47</b>	<b>47</b>	<b>49</b>	<b>50</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>6</b>	<b>9</b>	<b>6</b>	<b>14</b>	<b>3</b>

I am going to read a series of statements. For each please tell me if you agree or disagree with the statement. (ROTATE STATEMENTS)

**46. Mitt Romney is not a true conservative.**

1. Agree	<b>37</b>
2. Disagree	<b>59</b>
3. Don't Know ( <b>DO NOT READ</b> )	<b>3</b>

**47. I like President Obama personally, but his policies are not working.**

1. Agree	<b>30</b>
2. Disagree	<b>68</b>
3. Don't Know ( <b>DO NOT READ</b> )	<b>2</b>

Now just a few demographic questions for statistical purposes only—

**48. 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	8
2. NBC News	12
3. CBS News	5
4. Local TV news	18
5. CNN News	22
6. MSNBC/CNBC News	8
7. Fox News	23
8. CSpan	*
9. Daily newspaper	25
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	18
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	9
14. Opinion websites like Drudge Report or slate.com	2
15. National Public Radio	8
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	5
18. General radio news station	4
19. Public television shows like McNeil Lehrer	*
20. Comedy shows like the Daily Show with Jon Stewart	1
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	13
26. Don't Know/Refused <b>(DO NOT READ)</b>	1

**49. In what year were you born?**

1. 18-34	24
2. 35-44	21
3. 45-54	19
4. 55-64	19
5. 65+	16
6. Don't Know/Refused (DO NOT READ)	1

**50. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?**

1. Republican	32
2. Democrat	38
3. Independent	28
4. Other	1
5. Don't Know/Refused (DO NOT READ)	1

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

1. Liberal (GO TO Q51A)	24
2. Moderate (GO TO Q52)	40
3. Conservative (GO TO Q51A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q52)	1

**Q51a among liberals and conservatives in Q51 only**

**51A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

1. Very liberal	18
2. Somewhat liberal	22
3. Very conservative	30
4. Somewhat conservative	29
5. Don't Know/Refused (DO NOT READ)	1

## RESUME WITH ALL

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

1. Yes	39
2. No	60
3. Don't Know/Refused <b>(DO NOT READ)</b>	1

### 53. What is your current marital status?

1. Single, never married	19
2. Married	65
3. Separated	1
4. Divorced	8
5. Widowed	6
6. Don't Know/Refused <b>(DO NOT READ)</b>	1

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

1. Less than 15K	7
2. 15K-30K	10
3. 30K-50K	15
4. 50K-75K	20
5. 75K-100K	12
6. 100K-200K	18
7. More than 200K	5
8. Don't Know/Refused <b>(DO NOT READ)</b>	12

### 55. What is your religion?

1. Evangelical/Fundamentalist Protestant	11
2. Mainline Protestant	15
3. Catholic	22
4. Jewish	2
5. Mormon	3
6. Atheist/Agnostic	3
7. Other	38
8. Don't Know/Refused <b>(DO NOT READ)</b>	5

**56. What is your race?**

1. Hispanic	10
2. African-American	13
3. Asiatic	3
4. White	72
5. Other	1
6. Don't Know/Refused ( <b>DO NOT READ</b> )	1

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

1. Yes	15
2. No	85

**58. Did you vote in a polling place on Election Day, by absentee, or through early voting?**

1. Polling place	57
2. Absentee	14
3. Early voting	28
4. Don't Know/Refused (DO NOT READ)	2

**Gender (by observation)**

1. Male	47
2. Female	53

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

1. Urban	26
2. Suburban	54
3. Rural	20

**Region (TAKEN FROM SAMPLE)**

1. Northeast	15
2. South	34
3. Midwest	19
4. Plains/Mountains	20
5. West Coast	13

***[ASK FOLLOWING DEMOS OF CELL PHONE RESPONDENTS ONLY]***

***Do you have a landline telephone in your home?***

1. Yes	57
2. No	42
3. Don't Know/Refused	1

***Would you say you mostly use your cell phone, mostly use your landline, or use both about the same amount? (ROTATE)***

1. Cell mostly	75
2. Landline mostly	2
3. Both the same amount	23
4. Don't Know/Refused	-