

**NEW MODELS NATIONAL BRAND SURVEY**  
**October 8-9, 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?**

	JUL 2012	AUG 2012	SEP 2012	OCT 2012
1. Right Direction	<b>37</b>	<b>32</b>	<b>40</b>	<b>40</b>
1. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>7</b>
2. Wrong Track	<b>55</b>	<b>59</b>	<b>53</b>	<b>54</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
1. Approve	<b>49</b>	<b>48</b>	<b>49</b>	<b>47</b>
2. Don't know/refused	<b>4</b>	<b>5</b>	<b>3</b>	<b>3</b>
3. Disapprove	<b>47</b>	<b>47</b>	<b>49</b>	<b>50</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>
<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>54</b>	<b>6</b>

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

	JUL 2012	AUG 2012	SEP 2012	OCT 2012
1. Education	<b>7</b>	<b>9</b>	<b>7</b>	<b>7</b>
2. Social Security	<b>5</b>	<b>9</b>	<b>5</b>	<b>6</b>
3. Retirement and Investments	<b>1</b>	<b>1</b>	<b>1</b>	<b>*</b>
4. Terrorism	<b>*</b>	<b>*</b>	<b>*</b>	<b>1</b>
5. Healthcare/Rx	<b>8</b>	<b>11</b>	<b>8</b>	<b>7</b>
6. The Economy	<b>36</b>	<b>32</b>	<b>41</b>	<b>34</b>
7. Jobs	<b>15</b>	<b>11</b>	<b>11</b>	<b>13</b>
8. Taxes	<b>3</b>	<b>2</b>	<b>3</b>	<b>4</b>
9. Crime and Safety	<b>1</b>	<b>1</b>	<b>*</b>	<b>1</b>
10. Environment	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>
11. National Defense/Foreign Affairs/Iraq	<b>2</b>	<b>2</b>	<b>3</b>	<b>4</b>
12. National Deficit/Spending	<b>10</b>	<b>9</b>	<b>8</b>	<b>11</b>
13. Energy	<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>
15. Immigration	<b>2</b>	<b>4</b>	<b>2</b>	<b>2</b>
16. Other	<b>2</b>	<b>2</b>	<b>3</b>	<b>4</b>
17. Don't know/Refused	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</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>
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>
8. Health Care/RX	JUL 2012	<b>41</b>	<b>50</b>
	AUG 2012	<b>42</b>	<b>48</b>
	SEP 2012	<b>44</b>	<b>49</b>
	OCT 2012	<b>43</b>	<b>50</b>

9. Energy and gas prices	JUL 2012	<b>41</b>	<b>47</b>
	AUG 2012	<b>45</b>	<b>43</b>
	SEP 2012	<b>48</b>	<b>43</b>
	OCT 2012	<b>48</b>	<b>42</b>
10. Taxes	JUL 2012	<b>47</b>	<b>44</b>
	AUG 2012	<b>45</b>	<b>45</b>
	SEP 2012	<b>47</b>	<b>46</b>
	OCT 2012	<b>49</b>	<b>44</b>

(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)**

	JUN 2012	AUG 2012	SEP 2012	OCT 2012
1. Yes (GO TO Q12)	<b>37</b>	<b>41</b>	<b>41</b>	<b>37</b>
2. No (GO TO Q14)	<b>61</b>	<b>57</b>	<b>57</b>	<b>60</b>
3. DK/Refused (DO NOT READ – GO TO Q14)	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>

**12. What was it?**

1. About the national debt/debt ceiling	<b>*</b>
2. Raising the debt ceiling/debt limit	<b>-</b>
3. Decreasing debts/against raising debt limit	<b>1</b>
4. About taxes	<b>5</b>
5. Increase taxes	<b>1</b>
6. Cutting taxes/not increasing taxes	<b>3</b>
7. About Social Security/cutting Social Security	<b>2</b>
8. About the deficit issues/reducing deficit	<b>5</b>
9. About the budget/balancing the budget	<b>5</b>
10. About the economy issues	<b>6</b>
11. About spending	<b>*</b>
12. Cut spending/control spending/reduce spending	<b>1</b>
13. It's the same as what the Democrats are doing	<b>*</b>
14. About health care/Medicare/cut down on Medicare/Obamacare	<b>11</b>
15. About jobs	<b>10</b>

16. They are not doing anything/not doing enough	<b>2</b>
17. They are opposing the President/they are against Obama	<b>3</b>
18. They are blocking everything/not compromising	<b>6</b>
19. They are trying to help people/they are trying to make the world better	<b>3</b>
20. They favor the rich/not helping normal people/middle class people	<b>3</b>
21. It is about campaigns/nominations/elections	<b>16</b>
22. Cutting of social services/programs	<b>*</b>
23. Increasing the taxes for poor while lowering the taxes for the rich	<b>2</b>
24. They don't want to tax the rich/wealthy/they don't want to raise taxes on the rich	<b>2</b>
25. They only think about their interest/they don't care about the country	<b>1</b>
26. About rape/abortion/women's rights issues	<b>3</b>
27. About issues on immigration/immigrants	<b>3</b>
28. About energy/oil drilling issues	<b>2</b>
29. They are trying to pass a bill/proposal	<b>2</b>
30. They are preparing for their congressional convention/meeting	<b>-</b>
31. Issues/attacks in Libya/they're investigating the attack	<b>4</b>
32. About education	<b>3</b>
33. About military/veterans	<b>1</b>
34. About gas prices/energy cost	<b>1</b>
35. About the Fast and Furious investigation	<b>1</b>
36. None	<b>2</b>
37. Other	<b>9</b>
38. DK	<b>11</b>

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

	JUN 2012	AUG 2012	SEP 2012	OCT 2012
1. More favorable	<b>38</b>	<b>40</b>	<b>47</b>	<b>40</b>
2. Less favorable	<b>50</b>	<b>49</b>	<b>44</b>	<b>51</b>
3. No difference (DO NOT READ)	<b>12</b>	<b>11</b>	<b>9</b>	<b>9</b>

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

	JUN 2012	AUG 2012	SEP 2012	OCT 2012
1. Yes (GO TO Q15)	<b>38</b>	<b>33</b>	<b>40</b>	<b>35</b>
2. No (GO TO Q17)	<b>61</b>	<b>64</b>	<b>58</b>	<b>63</b>
3. DK/Refused (DO NOT READ – GO TO Q17)	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>

**15. What was it?**

1. They want to raise taxes/increase taxes for the wealthy	<b>1</b>
2. About the debt ceiling/national debt/debt limit/raising it or not	<b>*</b>
3. About the budget/balancing it/budget issues	<b>3</b>
4. About the economy/economic issues/trying to fix it	<b>7</b>
5. Jobs/job creation	<b>14</b>
6. Not doing anything good for the country/not doing their jobs	<b>9</b>
7. About Social Security	<b>2</b>
8. About taxes	<b>3</b>
9. About the deficit/trying to do something about it	<b>1</b>
10. They are trying to raise/extend debt ceiling/debt limit	<b>-</b>
11. About health care/Medicare/making it available for everyone	<b>16</b>
12. Cut/control/reduce spending	<b>*</b>
13. More/increase spending	<b>*</b>
14. Same things as the Republicans	<b>1</b>
15. Disagreement/opposition between both parties/not united	<b>4</b>
16. Trying to compromise	<b>*</b>
17. About the government borrowing money	<b>*</b>
18. About the president and what he is doing for the country	<b>5</b>
19. About gas/energy prices	<b>4</b>
20. About defense/military	<b>1</b>

21. Trying to do what is right for the people/doing things the right way	<b>4</b>
22. About immigration	<b>3</b>
23. Iraq and Afghanistan/bringing troops back	<b>*</b>
24. Campaigning to be reelected/stay in power	<b>6</b>
25. Trying to pass a bill/proposal	<b>6</b>
26. About education/schools	<b>5</b>
27. Nobody wants to compromise/not compromising	<b>*</b>
28. Doing things they are not supposed to	<b>-</b>
29. About rape/abortion/women's rights	<b>1</b>
30. None	<b>*</b>
31. Others	<b>9</b>
32. DK/Refused/Don't remember	<b>19</b>

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

	APR II 2012	JUN 2012	AUG 2012	SEP 2012	OCT 2012
1. More favorable	<b>41</b>	<b>46</b>	<b>39</b>	<b>44</b>	<b>45</b>
2. Less favorable	<b>48</b>	<b>45</b>	<b>49</b>	<b>45</b>	<b>39</b>
3. No difference (DO NOT READ)	<b>11</b>	<b>9</b>	<b>12</b>	<b>10</b>	<b>15</b>

**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?**

	JUL 2012	AUG 2012	SEP 2012	OCT 2012
1. Republican	<b>42</b>	<b>45</b>	<b>46</b>	<b>44</b>
2. Lean Republican	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>
3. Undecided	<b>4</b>	<b>4</b>	<b>3</b>	<b>5</b>
4. Lean Democrat	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
5. Democrat	<b>47</b>	<b>45</b>	<b>46</b>	<b>44</b>

6. Don't Know/Refused (DO NOT READ)	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>
TOTAL REPUBLICAN	<b>44</b>	<b>46</b>	<b>47</b>	<b>47</b>
TOTAL DEMOCRAT	<b>49</b>	<b>47</b>	<b>48</b>	<b>46</b>

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

	JUL 2012	AUG 2012	SEP 2012	OCT 2012
1. President Obama	<b>48</b>	<b>45</b>	<b>48</b>	<b>45</b>
2. Republicans in Congress	<b>42</b>	<b>46</b>	<b>45</b>	<b>47</b>
3. Don't Know/Refused (DO NOT READ)	<b>10</b>	<b>9</b>	<b>7</b>	<b>8</b>

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

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

**20. Which party would you say is the party of economic growth? (ROTATE)**

1. Republican Party	<b>51</b>
2. Democratic Party	<b>41</b>
3. Don't Know/Refused (DO NOT READ)	<b>8</b>

**Do you believe or not believe the following statements? (ROTATE Q21-23)**

**21. According to the independent accounting firm Ernst and Young, President Obama's tax increases will cost the country 700,000 jobs.**

1. Believe	<b>42</b>
2. Do not believe	<b>49</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>9</b>

**22. If banks had not been giving people mortgages they weren't qualified to receive the fiscal crisis of 2008 could have been avoided.**

1. Believe	<b>75</b>
2. Do not believe	<b>18</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>7</b>

**23. The bailout of the auto industry was a success and saved the industry.**

1. Believe	<b>54</b>
2. Do not believe	<b>40</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>6</b>

**24. Who do you trust more to get the economy growing again? (ROTATE)**

1. Business	<b>68</b>
2. Government	<b>24</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>

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

	SEP 2012	OCT 2012
1. Democrats who say 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>45</b>	<b>40</b>
2. Republicans who say we need to bring the jobs home	<b>51</b>	<b>54</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>4</b>	<b>6</b>



**26. In thinking about the Presidential Debate last week, who do you think won the debate? (ROTATE)**

1. President Obama	<b>16</b>
2. Governor Romney	<b>68</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>17</b>

**27. Which is the more important goal of our tax system? (ROTATE)**

1. Ensure that all Americans pay their fair share	<b>43</b>
2. Maximize economic growth	<b>48</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>

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

	SEP 2012	OCT 2012
1. Democrats who say that we need to keep making progress on the economy by helping US manufacturers, stop rewarding businesses that ship jobs overseas, and reforming the tax code so millionaires will pay their fair share. 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>	<b>45</b>
2. Republicans who say we need to bring the jobs home by reforming the tax code to fuel economic growth, stop regulations that make it harder for small businesses to hire, create jobs by investing in energy to expand domestic production, and reduce the national debt.	<b>48</b>	<b>50</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>4</b>	<b>5</b>

Now just a few demographic questions for statistical purposes only—

**29. 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	6
3. CBS News	4
4. Local TV news	21
5. CNN News	18
6. MSNBC/CNBC News	5
7. Fox News	26
8. CSpan	*
9. Daily newspaper	25
10. News magazines such as Time, US News, and Newsweek	4
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	11
14. Opinion websites like Drudge Report or slate.com	3
15. National Public Radio	7
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	3
18. General radio news station	1
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	2
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>	3

**30. Which device(s) would you say you get more of your news from? (ROTATE) (ALLOW UP TWO (2) RESPONSES)**

1. Television	<b>58</b>
2. Radio	<b>15</b>
3. iPhone/Smart or Mobile Phone	<b>11</b>
4. iPad or Tablet	<b>7</b>
5. Computer	<b>41</b>
6. iPod or MP3 Player	<b>1</b>
7. Other	<b>5</b>
8. None of these <b>(DO NOT READ)</b>	<b>*</b>
9. Don't Know/Refused <b>(DO NOT READ)</b>	<b>1</b>

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

1. 18-34	<b>20</b>
2. 35-44	<b>25</b>
3. 45-54	<b>19</b>
4. 55-64	<b>19</b>
5. 65+	<b>16</b>

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

1. Republican	<b>35</b>
2. Democrat	<b>37</b>
3. Independent	<b>26</b>
4. Other	<b>1</b>
5. Don't Know/Refused <b>(DO NOT READ)</b>	<b>1</b>

**33. In thinking back to the November 2008 election, would you say at that time that generally speaking, you considered yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?**

1. Republican	<b>34</b>
2. Democrat	<b>41</b>
3. Independent	<b>23</b>
4. Other	<b>2</b>
5. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

**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)	<b>20</b>
2. Moderate (GO TO Q35)	<b>41</b>
3. Conservative (GO TO Q34A)	<b>38</b>
4. Don't Know/Refused ( <b>DO NOT READ – GO TO Q35</b> )	<b>1</b>

Q34a among liberals and conservatives in Q34 only

**34A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

1. Very liberal	<b>13</b>
2. Somewhat liberal	<b>21</b>
3. Very conservative	<b>26</b>
4. Somewhat conservative	<b>39</b>
5. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

**RESUME WITH ALL**

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

44. Yes	<b>38</b>
45. No	<b>62</b>
46. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>*</b>

**36. What is your current marital status?**

1. Single, never married	19
2. Married	62
3. Separated	2
4. Divorced	10
5. Widowed	6
6. Don't Know/Refused ( <b>DO NOT READ</b> )	1

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

1. Less than 15K	7
2. 15K-30K	10
3. 30K-50K	18
4. 50K-75K	17
5. 75K-100K	13
6. Over 100K	23
7. Don't Know/Refused ( <b>DO NOT READ</b> )	12

**38. What is your religion?**

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	17
3. Catholic	21
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	7
7. Other	32
8. Don't Know/Refused ( <b>DO NOT READ</b> )	7

**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 ( <b>DO NOT READ</b> )	1

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

1. Yes	<b>10</b>
2. No	<b>86</b>

**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?**

	JUN 2012	JUL 2012	AUG 2012	SEP 2012	OCT 2012
1. Romney	<b>42</b>	<b>42</b>	<b>45</b>	<b>45</b>	<b>45</b>
2. Lean Romney	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>
3. Undecided	<b>5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
4. Lean Obama	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>
5. Obama	<b>44</b>	<b>47</b>	<b>48</b>	<b>46</b>	<b>46</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>2</b>
TOTAL ROMNEY	<b>44</b>	<b>44</b>	<b>46</b>	<b>46</b>	<b>48</b>
TOTAL OBAMA	<b>46</b>	<b>48</b>	<b>48</b>	<b>48</b>	<b>47</b>

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

1. Urban	<b>34</b>
2. Suburban	<b>51</b>
3. Rural	<b>15</b>

**Gender (by observation)**

1. Male	<b>48</b>
2. Female	<b>52</b>

**Region (TAKEN FROM SAMPLE)**

1. Northeast	<b>19</b>
2. South	<b>27</b>
3. Midwest	<b>19</b>
4. Plains/Mountains	<b>21</b>
5. West Coast	<b>15</b>