

**NEW MODELS NATIONAL BRAND SURVEY**  
**October 1-2, 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?**

	AUG 2011	AUG II 2011	SEP I 2011	OCT I 2011
1. Right Direction	<b>19</b>	<b>23</b>	<b>25</b>	<b>24</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>11</b>	<b>9</b>	<b>9</b>	<b>10</b>
3. Wrong Track	<b>70</b>	<b>68</b>	<b>66</b>	<b>66</b>

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

	AUG 2011	AUG II 2011	SEP 2011	OCT I 2011
1. Approve	<b>44</b>	<b>40</b>	<b>44</b>	<b>46</b>
2. Don't know/refused	<b>6</b>	<b>7</b>	<b>6</b>	<b>5</b>
3. Disapprove	<b>50</b>	<b>53</b>	<b>50</b>	<b>49</b>

**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	FAVORABLE	UNFAVORABLE	NO OPINION	
<b>3. Republicans in Congress</b>	AUG 2011	<b>99</b>	<b>40</b>	<b>52</b>	<b>7</b>
	AUG II 2011	<b>100</b>	<b>31</b>	<b>60</b>	<b>9</b>
	SEP 2011	<b>100</b>	<b>33</b>	<b>60</b>	<b>7</b>
	OCT I 2011	<b>100</b>	<b>32</b>	<b>59</b>	<b>10</b>
<b>4. Democrats in Congress</b>	AUG 2011	<b>99</b>	<b>37</b>	<b>56</b>	<b>6</b>
	AUG II 2011	<b>100</b>	<b>36</b>	<b>57</b>	<b>8</b>
	SEP 2011	<b>100</b>	<b>39</b>	<b>55</b>	<b>6</b>
	OCT I 2011	<b>100</b>	<b>38</b>	<b>54</b>	<b>8</b>

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

	AUG 2011	AUG II 2011	SEP 2011	OCT I 2011
1. Education	7	9	9	9
2. Social Security	9	7	7	7
3. Retirement and Investments	2	1	1	*
4. Terrorism	1	*	1	*
5. Healthcare/Rx	5	6	6	6
6. The Economy	34	33	34	35
7. Jobs	17	13	14	15
8. Taxes	3	3	2	2
9. Crime and Safety	*	1	*	*
10. Environment	2	1	1	3
11. National Defense/Foreign Affairs/Iraq	3	4	4	2
12. National Deficit/Spending	9	10	11	8
13. Energy	2	1	1	2
14. Gas prices	1	1	1	1
15. Immigration	1	4	2	2
16. Other	3	3	3	3
17. Don't know/Refused	3	3	4	6

**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	AUG 2011	42	41
	AUG II 2011	48	39
	SEP I 2011	44	43
	OCT I 2011	46	41
7. Jobs	AUG 2011	41	44
	AUG II 2011	47	40
	SEP 2011	42	45
	OCT I 2011	45	44
8. Health Care/RX	AUG 2011	39	48
	AUG II 2011	40	47

	SEP 2011	<b>38</b>	<b>49</b>
	OCT I 2011	<b>40</b>	<b>48</b>
	AUG 2011	<b>38</b>	<b>45</b>
9. Energy and gas prices	AUG II 2011	<b>43</b>	<b>38</b>
	SEP 2011	<b>43</b>	<b>40</b>
	OCT I 2011	<b>42</b>	<b>43</b>
	AUG 2011	<b>45</b>	<b>43</b>
10. Taxes	AUG II 2011	<b>47</b>	<b>41</b>
	SEP 2011	<b>48</b>	<b>41</b>
	OCT I 2011	<b>45</b>	<b>42</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)**

	JUL 2011	AUG 2011	AUG II 2011	OCT I 2011
1. Yes (GO TO Q12)	<b>60</b>	<b>64</b>	<b>38</b>	<b>43</b>
2. No (GO TO Q14)	<b>38</b>	<b>33</b>	<b>60</b>	<b>55</b>
3. DK/Refused (DO NOT READ – GO TO Q14)	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>

**12. What was it?**

1. Budget/deficit/spending	<b>22</b>
2. Taxes	<b>10</b>
3. Negative/opposing	<b>19</b>
4. For the rich	<b>4</b>
5. Cutting benefits	<b>10</b>
6. They are opposing the jobs bill/President's jobs plan	<b>11</b>
7. About the economy issues/trying to boost the economy	<b>7</b>
8. It's the same thing with what the Democrats are doing	<b>1</b>
9. About jobs/creation of jobs	<b>11</b>
10. They are not doing anything/not doing enough	<b>3</b>
11. They are trying to help people/trying to make the world better	<b>3</b>
12. It is about campaigns/election/nominations	<b>3</b>
13. They're shutting down the government/putting it on crisis	<b>3</b>
14. About John/Boehner/Boehner plan	<b>*</b>

15. About what they voted on	<b>2</b>
16. About group of people from the tea party/trying to work with Republicans	<b>*</b>
17. They are going on a vacation	<b>*</b>
18. About Education/schools	<b>1</b>
19. Trying to control immigration/immigration issues	<b>3</b>
20. About the issues on funding/FEMA funding	<b>3</b>
21. They are having debates/Presidential debate	<b>2</b>
22. Environmental issues/legislations about environment	<b>*</b>
23. Nothing	<b>1</b>
24. Other	<b>7</b>
25. Don't know/recall/not sure/refused	<b>13</b>

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

	JUL 2011	AUG 2011	AUG II 2011	OCT I 2011
1. More favorable	<b>42</b>	<b>33</b>	<b>37</b>	<b>31</b>
2. Less favorable	<b>48</b>	<b>56</b>	<b>56</b>	<b>56</b>
3. No difference (DO NOT READ)	<b>7</b>	<b>7</b>	<b>5</b>	<b>10</b>

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

	JUL 2011	AUG 2011	AUG II 2011	OCT I 2011
1. Yes (GO TO Q15)	<b>56</b>	<b>59</b>	<b>34</b>	<b>43</b>
2. No (GO TO Q17)	<b>43</b>	<b>38</b>	<b>64</b>	<b>56</b>
3. DK/Refused (DO NOT READ – GO TO Q17)	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>

**15. What was it?**

1. Taxes	<b>11</b>
2. Budget/deficit	<b>17</b>

3. Negative	<b>10</b>
4. Support Obama	<b>6</b>
5. Trying to do stuff	<b>13</b>
6. Health care/entitlements	<b>15</b>
7. About the economy/economic issues/trying to fix the economy	<b>11</b>
8. Jobs/job creation	<b>28</b>
9. Same thing/same with the Republicans	<b>2</b>
10. About gas/energy pricing situation/trying to lower it	<b>1</b>
11. About defense/military	<b>*</b>
12. About issues on immigration/immigrants	<b>1</b>
13. Being involved in War in Iraq and Afghanistan/bringing the troops back	<b>2</b>
14. Campaigning to be re-elected/stay on power	<b>*</b>
15. About Education/Schools	<b>2</b>
16. Nobody wants to compromise/not compromising	<b>*</b>
17. They went on vacation	<b>1</b>
18. About the federal assistance for the disaster caused by the hurricane	<b>*</b>
19. About the stimulus	<b>2</b>
20. Nothing	<b>*</b>
21. Other	<b>7</b>
22. Don't know/recall/not sure/refused	<b>2</b>

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

	JUL 2011	AUG 2011	AUG II 2011	OCT I 2011
1. More favorable	<b>40</b>	<b>30</b>	<b>37</b>	<b>45</b>
2. Less favorable	<b>50</b>	<b>57</b>	<b>50</b>	<b>43</b>
3. No difference (DO NOT READ)	<b>6</b>	<b>10</b>	<b>11</b>	<b>9</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?**

	AUG 2011	AUG II 2011	SEP 2011	OCT I 2011
1. Republican	<b>41</b>	<b>42</b>	<b>43</b>	<b>41</b>
2. Lean Republican	<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>
3. Undecided	<b>9</b>	<b>8</b>	<b>6</b>	<b>5</b>
4. Lean Democrat	<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>
5. Democrat	<b>40</b>	<b>39</b>	<b>41</b>	<b>44</b>
6. Don't Know/Refused (DO NOT READ)	<b>4</b>	<b>3</b>	<b>4</b>	<b>5</b>
TOTAL REPUBLICAN	<b>44</b>	<b>46</b>	<b>46</b>	<b>43</b>
TOTAL DEMOCRAT	<b>43</b>	<b>43</b>	<b>44</b>	<b>47</b>

**JOBS/ECONOMY**

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

	AUG 2011	AUG II 2011	SEP 2011	OCT I 2011
1. President Obama	<b>42</b>	<b>45</b>	<b>48</b>	<b>46</b>
2. Republicans in Congress	<b>43</b>	<b>40</b>	<b>41</b>	<b>41</b>
3. Don't Know/Refused (DO NOT READ)	<b>15</b>	<b>14</b>	<b>11</b>	<b>2</b>

**19. Do you favor or oppose the President's economic plan? (ROTATE)**

	SEP 2011	OCT I 2011
1. Favor	<b>45</b>	<b>43</b>
2. Oppose	<b>45</b>	<b>46</b>
3. Don't Know/Refused (DO NOT READ)	<b>10</b>	<b>11</b>

**20. About what percentage of income should someone making a million dollars a year pay in taxes – including federal, state and local taxes?**

1. 0-5%	2
2. 6-10%	10
3. 11-15%	7
4. 16-20%	8
5. 21-25%	7
6. 26-30%	16
7. 31-35%	9
8. 36-40%	8
9. 41-45%	*
10. 46-50%	2
11. 51-100%	1
MEAN	26.77

**21. Do you believe or not believe the following statement: 47 percent of Americans do not pay any federal income taxes.**

1. Believe	64
2. Do not believe	31
3. Don't Know/Refused ( <b>DO NOT READ</b> )	5

**22. President Obama and Democrats in Congress say that the wealthy do not pay their fair share and should therefore pay more in taxes. Do you agree or disagree with his statement?**

1. Agree (GO TO Q23)	65
2. Disagree (GO TO Q24)	31
3. Don't Know/Refused ( <b>DO NOT READ – GO TO Q24</b> )	4

**(AMONG AGREE IN Q22)**

**23. Is this because...(ROTATE)**

1. The government needs more revenue from additional sources of tax money	<b>35</b>
2. It is unjustified for the rich not to pay more in taxes. They should pay more even if the country didn't need the additional revenue.	<b>53</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>12</b>

**RESUME WITH ALL**

**24. Many people say that employers should hire more workers for patriotic reasons and to help the country. Do you agree or disagree with this statement?**

1. Agree	<b>47</b>
2. Disagree	<b>46</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>7</b>

**25. In thinking about business, which statement do you agree with more? (ROTATE)**

1. Businesses could hire more people if they wanted to, but do not because all they care about is profits.	<b>42</b>
2. The increasing costs of regulations and mandates have produced such a level of uncertainty for businesses that they are saving their resources rather than hiring more workers.	<b>50</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>

**26. In thinking about regulations and mandates on businesses, which statement do you agree with more? (ROTATE)**

1. Businesses exaggerate the cost of regulations and mandates in order to persuade lawmakers to reduce their tax burden, which would help them make more profits.	<b>40</b>
2. The impact of regulations and mandates on businesses is real, and poses significant costs to businesses, which prevents job creation.	<b>51</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>



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

**27. Except for defense, any cuts in government would result in fewer services to the middle class and poor.**

1. Agree	<b>57</b>
2. Disagree	<b>38</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>5</b>

**28. The rich should have to pay more in taxes to avoid cuts in government.**

1. Agree	<b>51</b>
2. Disagree	<b>45</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>4</b>

**29. Which is more important? (ROTATE)**

1. Making sure that government has the resources it needs	<b>25</b>
2. Helping the private sector to thrive and create jobs	<b>67</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>8</b>

**30. Do you believe or not believe this statement: The President's economic plan would raise taxes on 750,000 small businesses.**

1. Believe	<b>47</b>
2. Do not believe	<b>36</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>17</b>

**31. When it comes to the corporate tax rate in America, do you believe that it is higher, lower, or about the same as the corporate tax rate in other countries like Germany, France, India, or South Korea? (ROTATE)**

1. Higher	<b>35</b>
2. About the same	<b>11</b>
3. Lower	<b>33</b>
4. Don't Know/Refused <b>(DO NOT READ)</b>	<b>22</b>

**32. Do you believe or not believe this statement: The President's economic plan is driving a "class warfare" policy debate in America.**

1. Believe	<b>58</b>
2. Do not believe	<b>36</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>6</b>

**33. When you think of someone that is "rich," about how much money in annual income do you think qualifies someone as being "rich" in America? (DO NOT READ - ALLOW RESPONSE AND CODE AS FOLLOWS)**

1. Under \$100,000	<b>3</b>
2. \$100,000-\$199,999	<b>9</b>
3. \$200,000-\$249,999	<b>8</b>
4. \$250,000-\$299,999	<b>8</b>
5. \$300,000-\$349,999	<b>5</b>
6. \$350,000-\$499,999	<b>4</b>
7. \$500,000-\$749,999	<b>17</b>
8. \$750,000-\$999,999	<b>4</b>
9. \$1,000,000-\$1,999,999	<b>21</b>
10. \$2,000,000 or more	<b>12</b>
11. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>

Now just a few demographic questions for statistical purposes only—

**34. 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	9
3. CBS News	3
4. Local TV news	24
5. CNN News	17
6. MSNBC/CNBC News	6
7. Fox News	18
8. CSpan	1
9. Daily newspaper	32
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	16
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	12
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	4
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	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	14
26. Don't Know/Refused <b>(DO NOT READ)</b>	3

**35. 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

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

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

1. Liberal (GO TO Q37A)	20
2. Moderate (GO TO Q38)	41
3. Conservative (GO TO Q37A)	38
4. Don't Know/Refused <b>(DO NOT READ – GO TO Q38)</b>	1

Q37A among liberals and conservatives in Q37 only

**37A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

1. Very liberal	12
2. Somewhat liberal	22
3. Very conservative	26
4. Somewhat conservative	39
5. Don't Know/Refused <b>(DO NOT READ)</b>	1

**RESUME WITH ALL**

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

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

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

1. Single, never married	<b>19</b>
2. Married	<b>62</b>
3. Separated	<b>2</b>
4. Divorced	<b>9</b>
5. Widowed	<b>7</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>2</b>

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

1. Less than 15K	<b>9</b>
2. 15K-30K	<b>10</b>
3. 30K-50K	<b>16</b>
4. 50K-75K	<b>19</b>
5. 75K-100K	<b>12</b>
6. Over 100K	<b>19</b>
7. Don't Know/Refused <b>(DO NOT READ)</b>	<b>16</b>

**41. What is your employment status?**

1. Employed, full-time (GO TO Q42)	<b>48</b>
2. Employed, part-time (GO TO Q42)	<b>6</b>
3. Unemployed (GO TO Q43)	<b>7</b>
4. Self-employed (GO TO Q42)	<b>9</b>
5. Homemaker (GO TO Q43)	<b>4</b>
6. Student (GO TO Q43)	<b>2</b>
7. Retired (GO TO Q43)	<b>19</b>
8. Don't Know/Refused <b>(DO NOT READ – GO TO Q43)</b>	<b>4</b>

## Q42 AMONG EMPLOYED ONLY

### 42. About how many people does your workplace employ?

1. 5 or less	16
2. 6-25	14
3. 26-50	11
4. 51-100	6
5. More than 100	52
6. Don't Know/Refused (DO NOT READ)	1

## RESUME WITH ALL

### 43. What is your religion?

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	17
3. Catholic	22
4. Jewish	1
5. Mormon	1
6. Atheist/Agnostic	7
7. Other	27
8. Don't Know/Refused (DO NOT READ)	11

### 44. 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

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

1. Urban	<b>30</b>
2. Suburban	<b>50</b>
3. Rural	<b>20</b>

**Gender (by observation)**

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

**Region (TAKEN FROM SAMPLE)**

1. Northeast	<b>20</b>
2. South	<b>28</b>
3. Midwest	<b>20</b>
4. Plains/Mountains	<b>20</b>
5. West Coast	<b>15</b>