

NEW MODELS NATIONAL BRAND SURVEY
September 12-13, 2011

- 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 2011	AUG 2011	AUG II 2011	SEP 2011
1. Right Direction	24	19	23	25
2. Don't Know/Refused (DO NOT READ)	8	11	9	9
3. Wrong Track	68	70	68	66

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

	JUL 2011	AUG 2011	AUG II 2011	SEP 2011
1. Approve	42	44	40	44
2. Don't know/refused	6	6	7	6
3. Disapprove	52	50	53	50

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	
3. Republicans in Congress	JUL 2011	100	38	55	6
	AUG 2011	99	40	52	7
	AUG II 2011	100	31	60	9
	SEP 2011	100	33	60	7
4. Democrats in Congress	JUL 2011	100	39	55	6
	AUG 2011	99	37	56	6
	AUG II 2011	100	36	57	8
	SEP 2011	100	39	55	6

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

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

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 2011	46	42
	AUG 2011	42	41
	AUG II 2011	48	39
	SEP 2011	44	43
7. Jobs	JUL 2011	45	42
	AUG 2011	41	44
	AUG II 2011	47	40
	SEP 2011	42	45
8. Health Care/RX	JUL 2011	39	47
	AUG 2011	39	48
	AUG II 2011	40	47
	SEP 2011	38	49
9. Energy and gas prices	JUL 2011	44	41
	AUG 2011	38	45
	AUG II 2011	43	38
	SEP 2011	43	40
10. Taxes	JUL 2011	49	40
	AUG 2011	45	43
	AUG II 2011	47	41
	SEP 2011	48	41
11. Business innovation	SEP 2011	48	36

12. 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 2011	AUG 2011	AUG II 2011	SEP 2011
1. Republican	44	41	42	43
2. Lean Republican	3	3	4	3
3. Undecided	5	9	8	6
4. Lean Democrat	2	3	4	3
5. Democrat	42	40	39	41
6. Don't Know/Refused (DO NOT READ)	4	4	3	4
TOTAL REPUBLICAN	47	44	46	46
TOTAL DEMOCRAT	44	43	43	44

JOBS/ECONOMY

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

	JUL 2011	AUG 2011	AUG II 2011	SEP 2011
1. President Obama	42	42	45	48
2. Republicans in Congress	42	43	40	41
3. Don't Know/Refused (DO NOT READ)	16	15	14	11

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

1. Favor	45
2. Oppose	45
3. Don't Know/Refused (DO NOT READ)	10

15. Do you think that the President's speech signals a new policy direction, or continuing the same policies? (ROTATE)

1. New direction	35
2. Continuing the same	52
3. Don't Know/Refused (DO NOT READ)	13

16. Do you think that the President's economic policies are helping, hurting or having no impact on small businesses? (ROTATE)

1. Helping	26
2. Hurting	39
3. Having no impact	29
4. Don't Know/Refused (DO NOT READ)	5

Do you believe or not believe the following statements (ROTATE Q17-19)

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

	JAN 2011	FEB 2011	MAR 2011	SEP 2011
1. Believe	48	52	45	41
2. Do not believe	46	42	51	55
3. Don't Know/Refused (DO NOT READ)	6	6	4	4

18. President Obama's plan is paid for and will not add to the deficit.

1. Believe	28
2. Do not believe	65
3. Don't Know/Refused (DO NOT READ)	7

19. If we don't make the right choices, the economic downturn may last for many years, and would lead to a decline in quality of life.

1. Believe	85
2. Do not believe	12
3. Don't Know/Refused (DO NOT READ)	4

20. In thinking about tax policy, which statement do you agree with more? (ROTATE)

1. All tax loopholes for businesses should be closed	40
2. There are certain tax policies that should be kept in place to achieve a specific economic goal, such as investment in a strategic industry, improved competitiveness or more economic growth.	52
3. Don't Know/Refused (DO NOT READ)	8

**21. Given the current jobs situation, which statement do you agree with more?
(ROTATE)**

1. The government has not spent and invested enough money to create jobs	39
2. Government spending will not create jobs	53
3. Don't Know/Refused (DO NOT READ)	8

22. President Obama has said that we need to reduce the deficit by making additional spending cuts and reforming the tax code to ask the wealthiest Americans and corporations to pay their fair share. Do you think this will or will not raise taxes on you personally? (ROTATE)

1. Will	46
2. Will not	48
3. Don't Know/Refused (DO NOT READ)	6

I am going to read a series of proposals to you. For each please tell me if you think the proposal will or will not cause a loss of jobs. (ROTATE Q23-25)	Will	Will Not	Don't Know/Refused
23. Raising taxes on the wealthy	35	61	5
24. Raising taxes on small businesses	76	21	3
25. Closing tax loopholes for corporations	38	53	9

I am going to read a series of proposals to you. For each please tell me if you think the proposal will or will not CREATE a significant number of jobs. (ROTATE Q26-36)	Will	Will Not	Don't Know/ Refused
26. Lowering the corporate tax rate	55	40	6
27. Extending the 2% reduction in payroll taxes	56	35	9
28. Enabling small businesses to write off investments from their taxes	67	27	6
29. Investing more money in infrastructure like roads and bridges	79	18	3
30. Repairing and modernizing 35,000 schools	79	18	3
31. Providing aid to state and local governments to hire teachers	72	25	3
32. Giving a \$4,000 tax credit if companies hire anyone out of work for more than 6 months	61	35	4
33. Passing free trade agreements to make it easier for American companies to sell their products in other countries	67	29	5
34. Making significant cuts in government spending	50	45	6
35. Evaluating government regulations that have a significant impact on the economy or small business, and requiring Congressional approval for those regulations	49	40	12
36. Allowing American businesses to bring back overseas profits without having to pay a tax penalty	54	41	6
37. Increasing domestic production of energy	84	13	3

Now just a few demographic questions for statistical purposes only—

38. 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	6
3. CBS News	3
4. Local TV news	24
5. CNN News	16
6. MSNBC/CNBC News	6
7. Fox News	19
8. CSpan	*
9. Daily newspaper	35
10. News magazines such as Time, US News, and Newsweek	4
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	21
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	16
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	2
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	9
26. Don't Know/Refused (DO NOT READ)	3

39. 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

40. 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

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

1. Liberal (GO TO Q41A)	20
2. Moderate (GO TO Q42)	41
3. Conservative (GO TO Q41A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q42)	1

Q41a among liberals and conservatives in Q41 only

41A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	10
2. Somewhat liberal	23
3. Very conservative	26
4. Somewhat conservative	37
5. Don't Know/Refused (DO NOT READ)	3

RESUME WITH ALL

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

1. Yes	41
2. No	58
3. Don't Know/Refused (DO NOT READ)	1

43. What is your current marital status?

1. Single, never married	19
2. Married	65
3. Separated	1
4. Divorced	7
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	7
2. 15K-30K	10
3. 30K-50K	14
4. 50K-75K	18
5. 75K-100K	14
6. Over 100K	19
7. Don't Know/Refused (DO NOT READ)	18

45. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	16
3. Catholic	24
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	7
7. Other	27
8. Don't Know/Refused (DO NOT READ)	9

46. 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

47. 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	27
2. Suburban	54
3. Rural	18

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	20
2. South	27
3. Midwest	19
4. Plains/Mountains	19
5. West Coast	14