

**NEW MODELS NATIONAL BRAND SURVEY**  
**December 28-29, 2010**  
**N = 1000 Voters**

**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?**

	OCT I 2010	OCT II 2010	NOV I 2010	NOV II 2010	DEC 2010
1. Right Direction	<b>33</b>	<b>35</b>	<b>35</b>	<b>36</b>	<b>37</b>
2. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>12</b>	<b>11</b>	<b>6</b>	<b>9</b>	<b>9</b>
3. Wrong Track	<b>55</b>	<b>54</b>	<b>59</b>	<b>55</b>	<b>55</b>

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

	OCT I 2010	OCT II 2010	NOV I 2010	NOV II 2010	DEC 2010
1. Approve	<b>48</b>	<b>47</b>	<b>45</b>	<b>49</b>	<b>49</b>
2. Don't know/refused	<b>6</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>6</b>
3. Disapprove	<b>46</b>	<b>48</b>	<b>51</b>	<b>48</b>	<b>45</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	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
<b>3. Republicans in Congress</b>	OCT I 2010	100	43	48	9
	OCT II 2010	100	40	52	8
	NOV I 2010	100	47	48	4
	NOV II 2010	100	43	48	9
	DEC 2010	100	43	46	10
<b>4. Democrats in Congress</b>	OCT I 2010	100	41	50	8
	OCT II 2010	100	43	51	6
	NOV I 2010	100	41	57	2
	NOV II 2010	99	41	53	6
	DEC 2010	100	42	52	6

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

	OCT I 2010	OCT II 2010	NOV I 2010	NOV II 2010	DEC 2010
1. Education	10	8	6	8	8
2. Social Security	5	6	4	8	6
3. Retirement and Investments	1	1	1	1	2
4. Terrorism	2	1	*	1	1
5. Healthcare/Rx	8	10	12	9	9
6. The Economy	31	34	42	31	30
7. Jobs	14	15	12	13	15
8. Taxes	4	3	3	3	5
9. Crime and Safety	1	*	*	1	1
10. Environment	2	1	1	2	2
11. National Defense/ Foreign Affairs/Iraq	4	3	2	4	3
12. National Deficit/ Spending	8	8	10	9	9

13. Energy	<b>1</b>	<b>1</b>	<b>*</b>	<b>1</b>	<b>1</b>
14. Gas prices	<b>-</b>	<b>1</b>	<b>*</b>	<b>*</b>	<b>1</b>
15. Immigration	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>
16. Other	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
17. Don't know/Refused	<b>5</b>	<b>3</b>	<b>2</b>	<b>2</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
	OCT I 2010	<b>46</b>	<b>45</b>
	OCT II 2010	<b>43</b>	<b>46</b>
<b>6. The Economy</b>	NOV I 2010	<b>52</b>	<b>43</b>
	NOV II 2010	<b>49</b>	<b>44</b>
	DEC 2010	<b>46</b>	<b>44</b>
	OCT 2010	<b>44</b>	<b>47</b>
	OCT II 2010	<b>44</b>	<b>46</b>
<b>7. Jobs</b>	NOV I 2010	<b>50</b>	<b>44</b>
	NOV II 2010	<b>47</b>	<b>46</b>
	DEC 2010	<b>45</b>	<b>44</b>
	OCT I 2010	<b>47</b>	<b>44</b>
	OCT II 2010	<b>47</b>	<b>44</b>
<b>8. Taxes</b>	NOV I 2010	<b>53</b>	<b>43</b>
	NOV II 2010	<b>50</b>	<b>43</b>
	DEC 2010	<b>47</b>	<b>42</b>
	OCT I 2010	<b>41</b>	<b>49</b>
	OCT II 2010	<b>42</b>	<b>47</b>
<b>9. Health Care/RX</b>	NOV I 2010	<b>49</b>	<b>46</b>
	NOV II 2010	<b>44</b>	<b>49</b>
	DEC 2010	<b>39</b>	<b>47</b>
	NOV I 2010	<b>53</b>	<b>43</b>
<b>10. Fiscal responsibility</b>	NOV II 2010	<b>51</b>	<b>37</b>
	DEC 2010	<b>47</b>	<b>38</b>

(ROTATE 12-14 and 15-17)

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

	OCT I 2010	OCT II 2010	DEC 2010
1. Yes (GO TO Q12)	<b>41</b>	<b>47</b>	<b>42</b>
2. No (GO TO Q14)	<b>56</b>	<b>52</b>	<b>57</b>
3. DK/Refused (DO NOT READ – GO TO Q14)	<b>2</b>	<b>1</b>	<b>2</b>

**12. What was it?**

	DEC 2010
1. It's about tax/lowering the tax/tax cuts/tax breaks/tax breaks for wealthy people	<b>39</b>
2. It's about the economy/strengthen the economy	<b>3</b>
3. It's about jobs/creating jobs	<b>4</b>
4. It's about the health care/repealing health care bill/Medicare	<b>15</b>
5. It's about the budget/cutting government budget/lowering/reducing the deficit/financial issues	<b>5</b>
6. It's about Social Security	<b>1</b>
7. It's about the treaty	<b>3</b>
8. It's about the "don't ask, don't tell" policy	<b>7</b>
9. It's about unemployment/unemployment benefits	<b>4</b>
10. They are trying to contradict Obama	<b>3</b>
11. They are working with Democrats/supporting Obama's plan/bills	<b>5</b>
12. It's about voting against DREAM Act	<b>2</b>
13. They are NOT willing to work with Democrats/ to prevent legislation/bills being passed	<b>8</b>
14. Gay issue/To have a policy on gays to enter in the military	<b>1</b>
15. Republican are taking over the house/ office	<b>1</b>
16. No/None/Nothing	<b>*</b>
17. Other	<b>9</b>
18. Don't know/Refused/Don't Remember/Don't Pay Attention	<b>8</b>

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

	OCT I 2010	OCT II 2010	NOV I 2010	DEC 2010
1. More favorable	<b>42</b>	<b>41</b>	<b>50</b>	<b>52</b>
2. Less favorable	<b>45</b>	<b>49</b>	<b>45</b>	<b>39</b>
3. No difference (DO NOT READ)	<b>13</b>	<b>11</b>	<b>5</b>	<b>8</b>

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

	OCT I 2010	OCT II 2010	DEC 2010
1. Yes (GO TO Q15)	<b>47</b>	<b>50</b>	<b>46</b>
2. No (GO TO Q17)	<b>51</b>	<b>48</b>	<b>53</b>
3. DK/Refused (DO NOT READ – GO TO Q17)	<b>3</b>	<b>2</b>	<b>1</b>

**15. What was it?**

	DEC 2010
1. It's about the passing of legislation	<b>11</b>
2. It's about the treaty issue/treaty with other countries	<b>7</b>
3. It was about tax/tax cuts/they compromise taxes	<b>31</b>
4. It was about health care/health care bills	<b>14</b>
5. It is about jobs/getting jobs	<b>3</b>
6. It is about the "don't ask, don't tell policy"	<b>18</b>
7. They voted for the nuclear bomb creating act	<b>1</b>
8. Fighting to pass a law for unemployment compensation/About unemployment benefit	<b>7</b>
9. They are talking about gay rights in the military	<b>4</b>
10. It is about lame duck work/session	<b>1</b>
11. Immigration issues	<b>3</b>
12. They are trying to get the budget passed	<b>1</b>
13. They are trying to improve/help the economy	<b>2</b>
14. They are fighting/debating	<b>4</b>
15. Social Security	<b>1</b>
16. It is about the omnibus spending	<b>1</b>
17. They are trying to spend the money	<b>3</b>
18. Trying to push DREAM Act	<b>3</b>

19. They compromise/ compromising with the Republicans	<b>4</b>
20. About the deficit	<b>1</b>
21. They are talking about war	<b>1</b>
22. They are against Obama	<b>1</b>
23. None/No/Nothing	<b>1</b>
24. Others	<b>7</b>
25. Don't know/can't remember	<b>8</b>

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

	OCT I 2010	OCT I 2010	NOV I 2010	DEC 2010
1. More favorable	<b>35</b>	<b>43</b>	<b>41</b>	<b>46</b>
2. Less favorable	<b>50</b>	<b>47</b>	<b>51</b>	<b>42</b>
3. No difference (DO NOT READ)	<b>15</b>	<b>10</b>	<b>7</b>	<b>8</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?**

	OCT I 2010	OCT II 2010	NOV I 2010	NOV II 2010	DEC 2010
1. Republican	<b>45</b>	<b>44</b>		<b>47</b>	<b>44</b>
2. Lean Republican	<b>1</b>	<b>2</b>		<b>2</b>	<b>2</b>
3. Undecided	<b>3</b>	<b>4</b>		<b>4</b>	<b>6</b>
4. Lean Democrat	<b>2</b>	<b>2</b>		<b>2</b>	<b>3</b>
5. Democrat	<b>45</b>	<b>46</b>		<b>43</b>	<b>41</b>
6. Don't Know/Refused (DO NOT READ)	<b>3</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>
TOTAL REPUBLICAN	<b>46</b>	<b>46</b>	<b>52</b>	<b>49</b>	<b>46</b>
TOTAL DEMOCRAT	<b>47</b>	<b>48</b>	<b>45</b>	<b>45</b>	<b>45</b>

Do you believe or not believe the following statements: (ROTATE STATEMENTS)

		Believe	Do not believe	DK/Refused (DO NOT READ)
<b>18. If the tax cuts for those making over \$250,000 a year had not been extended, then 894,000 small businesses would have had to pay higher taxes.</b>	DEC 2010	47	42	11
<b>19. President Obama's health care plan will reduce health care costs.</b>	DEC 2010	34	58	8
<b>20. Cutting spending will create jobs.</b>	DEC 2009	36	58	7
	DEC 2010	43	48	9
<b>21. If Congress cuts spending, this will create a better economic environment that will help promote job creation.</b>	JAN 2010	58	38	4
	DEC 2010	57	34	9
<b>22. Reducing regulations on businesses would help create jobs.</b>	DEC 2010	59	34	7
<b>23. Recently Congress extended all of the 2001 and 2003 tax cuts. Do you think that this will (ROTATE) help, hurt or have no impact on job creation?</b>				
	DEC 2010			
1. Help				47
2. Hurt				9
3. Have no impact				36
4. Don't Know/Refused (DO NOT READ)				8

**24. Some Republicans say that Congress should repeal and replace President Obama's job-killing health care plan. Do you favor or oppose the Republican proposal?**

	NOV II 2010	DEC 2010
1. Favor	<b>45</b>	<b>43</b>
2. Oppose	<b>49</b>	<b>47</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>6</b>	<b>9</b>

**25. What is the current unemployment rate?**

	MEAN
DEC 2009	<b>10.97</b>
DEC 2010	<b>11.50</b>

I am going to read a series of items to you. With 1 being not important at all, 5 being somewhat important and 9 being extremely important, please tell me how important or not important a priority each one should be for the new Congress. (ROTATE LIST)

	MEAN
26. Cutting government spending	<b>7.38</b>
27. Creating jobs	<b>8.29</b>
28. Reducing the deficit	<b>7.65</b>
29. Repealing and replacing President Obama's health care plan	<b>5.33</b>

**30. If the new Congress voted to cut its own budget for the first time in history, which statement would you agree with more? (ROTATE)**

	DEC 2010
1. The new Republican majority in Congress is serious about making tough choices to get the nation's fiscal house in order	<b>60</b>
2. This will not have a significant impact	<b>31</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>



Now just a few demographic questions for statistical purposes only—

**31. 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	5
2. NBC News	6
3. CBS News	4
4. Local TV news	27
5. CNN News	19
6. MSNBC/CNBC News	6
7. Fox News	18
8. CSpan	*
9. Daily newspaper	34
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	20
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	10
14. Opinion websites like Drudge Report or slate.com	*
15. National Public Radio	6
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	3
18. General radio news station	2
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	
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	10

**32. 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

**33. 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

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

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

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

1. Yes	38
2. No	61
3. Don't Know/Refused <b>(DO NOT READ)</b>	1

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

1. Single, never married	21
2. Married	61
3. Separated	1

4. Divorced	9
5. Widowed	6
6. Don't Know/Refused <b>(DO NOT READ)</b>	2

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

1. Less than 15K	8
2. 15K-30K	10
3. 30K-50K	17
4. 50K-75K	18
5. 75K-100K	13
6. Over 100K	21
7. Don't Know/Refused <b>(DO NOT READ)</b>	14

**38. What is your religion?**

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	16
3. Catholic	29
4. Jewish	1
5. Mormon	1
6. Atheist/Agnostic	6
7. Other	22
8. Don't Know/Refused <b>(DO NOT READ)</b>	10

**39. What is your race?**

1. Hispanic	8
2. African-American	12
3. Asiatic	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>13</b>
2. No	<b>83</b>

**41. What type of area do you live in?**

1. Urban	<b>22</b>
2. Suburban	<b>48</b>
3. Rural	<b>17</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>21</b>
4. Plains/Mountains	<b>18</b>
5. West Coast	<b>15</b>