

NEW MODELS NATIONAL BRAND SURVEY
April 28-29, 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?

	FEB II 2012	MAR I 2012	APR I 2012	APR II 2012
1. Right Direction	34	38	35	33
2. Don't Know/Refused (DO NOT READ)	8	7	6	8
3. Wrong Track	58	55	59	59

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

	FEB II 2012	MAR 2012	APR I 2012	APR II 2012
1. Approve	46	48	47	47
2. Don't know/refused	5	5	2	5
3. Disapprove	48	47	51	49

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	
3. Republicans in Congress	FEB II 2012	100	35	58	7
	MAR I 2012	100	33	58	9
	APR I 2012	100	37	58	5
	APR II 2012	100	37	55	7
4. Democrats in Congress	FEB II 2012	100	34	59	6
	MAR I 2012	100	37	56	7
	APR I 2012	100	35	60	5
	APR II 2012	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)

	FEB II 2012	MAR I 2012	APR I 2012	APR II 2012
1. Education	8	8	6	9
2. Social Security	7	6	5	7
3. Retirement and Investments	2	1	1	1
4. Terrorism	1	*	1	2
5. Healthcare/Rx	6	7	8	8
6. The Economy	31	38	33	37
7. Jobs	12	10	10	10
8. Taxes	4	2	3	3
9. Crime and Safety	*	1	*	*
10. Environment	3	2	2	2
11. National Defense/Foreign Affairs/Iraq	5	4	4	3
12. National Deficit/Spending	8	11	9	8
13. Energy	1	1	1	1
14. Gas prices	4	3	5	2
15. Immigration	2	2	3	2
16. Other	2	4	4	3
17. Don't know/Refused	3	2	3	2

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	FEB II 2012	48	40
	MAR I 2012	46	45
	APR I 2012	46	45
	APR II 2012	47	43
7. Jobs	FEB II 2012	44	44
	MAR I 2012	44	44
	APR 2012	44	46
	APR II 2012	47	43
8. Health Care/RX	FEB II 2012	42	46
	MAR I 2012	42	48
	APR 2012	41	47
	APR II 2012	43	45

	FEB II 2012	43	42
9. Energy and gas prices	MAR I 2012	44	42
	APR 2012	48	41
	APR II 2012	45	41
10. Taxes	FEB II 2012	45	45
	MAR I 2012	47	42
	APR 2012	47	43
	APR II 2012	48	43

(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)

	FEB II 2012	MAR I 2012	APR I 2012	APR II 2012
1. Yes (GO TO Q12)	45	37	46	47
2. No (GO TO Q14)	52	60	53	51
3. DK/Refused (DO NOT READ – GO TO Q14)	3	3	1	2

12. What was it?

1. Tax issues	12
2. Health care	14
3. Economy/business	6
4. Gas prices	2
5. Jobs	4
6. Social Security/Work benefits issues	1
7. Debates on the issues	4
8. About the campaign/election	2
9. Budget	11
10. National debt/deficit	3
11. Control/cut/lower spending	2
12. The president/Obama/going against him	5
13. Republicans and Democrats opposing each other	5
14. Passing a bill/law/proposal	7
15. They were compromising	–

16. About the candidates	3
17. Social issues (contraception/birth control/religion)	6
18. Just heard/saw/read things on tv/radio/newspapers	2
19. Obama care issues	2
20. Energy/oil/gas/drilling	2
21. Issues on the pipeline	1
22. Immigration	6
23. Education	21
24. Same issues	*
25. Unfavorable/negative	2
26. Trying to do things/getting things done	1
27. National defense/war	1
28. Sending troops/soldiers home	-
29. They are not doing anything/not doing enough	2
30. None	1
31. Others	4
32. DK/Refused	11

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

	FEB II 2012	MAR I 2012	APR I 2012	APR II 2012
1. More favorable	38	39	46	44
2. Less favorable	51	52	46	45
3. No difference (DO NOT READ)	11	9	8	11

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

	FEB II 2012	MAR I 2012	APR I 2012	APR II 2012
1. Yes (GO TO Q15)	37	34	34	42
2. No (GO TO Q17)	60	64	64	56
3. DK/Refused (DO NOT READ – GO TO Q17)	2	2	2	2

15. What was it?

1. Tax issues	7
2. Health care	15
3. Economy	4
4. Gas prices	4
5. Jobs	6
6. Social Security/Work benefits issues	2
7. Debates on the issues	1
8. State budget	8
9. National debt/deficit	1
10. Cut/lower spending	2
11. The president/Obama	5
12. Republicans and Democrats opposing each other	5
13. Pushing/Passing a bill/law/proposal	7
14. About the candidates/campaign	1
15. Social issues (contraception/birth control/abortion)	7
16. Obama care issues	3
17. Energy/oil/gas	3
18. Issues on the pipeline	*
19. Immigration	2
20. Education	20
21. Drilling	-
22. Same with the Republicans	1
23. It was unfavorable/negative for Democrats	1
24. Natural resources/environment	1
25. They are not doing anything good/enough	4

26. Trying to do things/get things done	1
27. None	1
28. Others	11
29. DK/Refused/Don't remember	14

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

	FEB II 2012	MAR I 2012	APR 2012	APR II 2012
More favorable	45	49	35	41
Less favorable	48	42	53	48
No difference (DO NOT READ)	7	9	12	11

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?

	FEB II 2012	MAR I 2012	APR I 2012	APR II 2012
1. Republican	43	42	45	44
2. Lean Republican	4	3	3	3
3. Undecided	5	6	4	4
4. Lean Democrat	3	2	2	3
5. Democrat	43	44	45	44
6. Don't Know/Refused (DO NOT READ)	3	2	2	2
TOTAL REPUBLICAN	46	46	48	47
TOTAL DEMOCRAT	45	46	46	47

18. Which statement do you agree with more? (ROTATE)

1. All members of Congress, both Republicans and Democrats, should be voted out of office	25
2. Members of Congress who are not focused on solutions and addressing the country's top priorities should be voted out of office	67
3. Don't Know/Refused (DO NOT READ)	8

19. Do you favor or oppose President Obama's health care plan?

	NOV 2010 Post-Election Survey	OCT II 2011	APR II 2012
1. Favor	44	40	42
2. Oppose	52	53	53
3. Don't Know/Refused (DO NOT READ)	4	7	6

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

	FEB II 2012	MAR I 2012	APR I 2012	APR II 2012
1. President Obama	45	48	47	45
2. Republicans in Congress	43	40	43	44
3. Don't Know/Refused (DO NOT READ)	12	11	10	11

I am going to read a series of statements. For each please tell me if you believe or do not believe the statement. (ROTATE STATEMENTS Q21-25)

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

	FEB I 2012	FEB II 2012	MAR 2012	APR II 2012
1. Believe	47	44	52	52
2. Do not believe	47	51	44	45
3. Don't Know/Refused (DO NOT READ)	6	5	4	3

22. President Obama has a plan for growing the economy and creating jobs.

	FEB I 2012	FEB II 2012	MAR 2012	APR II 2012
1. Believe	56	52	54	51
2. Do not believe	42	45	45	47
3. Don't Know/Refused (DO NOT READ)	2	2	1	2

23. Reforming the tax code would fuel economic growth.

1. Believe	63
2. Do not believe	28
3. Don't Know/Refused (DO NOT READ)	9

24. Republicans are waging a war on women.

1. Believe	27
2. Do not believe	68
3. Don't Know/Refused (DO NOT READ)	6

25. Over the past few years, wages, home values and investments have declined, while the costs of living such as groceries and gas prices have gone up.

1. Believe	92
2. Do not believe	7
3. Don't Know/Refused (DO NOT READ)	1

26. Who do you agree with more? (ROTATE)

1. Democrats who say that we need to keep making progress on the economy, and pass policies that will help US manufacturers, stop rewarding businesses that ship jobs overseas, and change the tax code so that millionaires will pay their fair share of taxes. We cannot afford to go back to the failed policies of the past that created the economic problems in the first place.	46
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2. Republicans who say that the solution to the economy is not government – it is the American people. We need to create policies that empower the American people and small businesses to invest and create jobs such as maximizing American energy production.	47
3. Don't Know/Refused (DO NOT READ)	7

27. Which of the following items is giving you the most difficulty? (ROTATE)

1. Cost of health care and insurance	20
2. Taxes	10
3. Gas prices	31
4. Food costs	8
5. Mortgage	5
6. Household utilities and goods	5
7. Cost of education and student loans	11
8. None of these	7
9. Don't Know/Refused (DO NOT READ)	3

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

1. Democrats who say that we need to keep making progress on the economy, and pass policies that will help US manufacturers, stop rewarding businesses that ship jobs overseas, and change the tax code so that millionaires will pay their fair share of taxes. We cannot afford to go back to the failed policies of the past that created the economic problems in the first place.	47
2. Republicans who say that the solution to the economy is not government – it is the American people. We need to create policies that empower the American people and small businesses to invest and create jobs by maximizing American energy production, fueling economic growth by reforming the tax code, stopping excessive regulations like those in the President's health care law that make it harder for small businesses to hire, and controlling government spending.	47
3. Don't Know/Refused (DO NOT READ)	6

29. Which of the following would have the most significant impact on improving the economy and job creation? (ROTATE)

1. Maximizing energy production	11
2. Reforming the tax code	27
3. Stopping excessive regulations like those in the President's health care law that make it harder for small businesses to hire	13
4. Controlling government spending	40
5. Don't Know/Refused (DO NOT READ)	9

30. Which comes closer to what you believe should be the goal of a political party? (ROTATE)

1. Winning elections	10
2. Proving to voters that they are ready to govern	86
3. Don't Know/Refused (DO NOT READ)	4

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	7
2. NBC News	6
3. CBS News	3
4. Local TV news	19
5. CNN News	15
6. MSNBC/CNBC News	5
7. Fox News	21
8. CSpan	*
9. Daily newspaper	34
10. News magazines such as Time, US News, and Newsweek	3
11. Opinion magazines like The Weekly Standard	*
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	11
14. Opinion websites like Drudge Report or slate.com	3
15. National Public Radio	10
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	1
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	6
26. Don't Know/Refused (DO NOT READ)	9

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 (DO NOT READ)	1

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

Q34a among liberals and conservatives in Q34 only

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

1. Very liberal	10
2. Somewhat liberal	24
3. Very conservative	32
4. Somewhat conservative	33
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

35. 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

36. What is your current marital status?

1. Single, never married	18
2. Married	65
3. Separated	1
4. Divorced	9
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	9
2. 15K-30K	12
3. 30K-50K	14
4. 50K-75K	16
5. 75K-100K	15
6. Over 100K	21
7. Don't Know/Refused (DO NOT READ)	13

38. What is your religion?

1. Evangelical/Fundamentalist Protestant	10
2. Mainline Protestant	14
3. Catholic	24
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	9
7. Other	29
8. Don't Know/Refused (DO NOT READ)	9

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 (DO NOT READ)	1

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

1. Yes	12
2. No	85

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?

1. Romney	46
2. Lean Romney	2
3. Undecided	2
4. Lean Obama	2
5. Obama	45
6. Don't Know/Refused (DO NOT READ)	3
TOTAL ROMNEY	48
TOTAL OBAMA	47

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

1. Urban	28
2. Suburban	46
3. Rural	13

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	27
3. Midwest	20
4. Plains/Mountains	20
5. West Coast	15