

**NEW MODELS NATIONAL BRAND SURVEY**  
**May 28-29, 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?**

	MAR 2011	APR I 2011	APR II 2011	MAY 2011
1. Right Direction	<b>31</b>	<b>28</b>	<b>30</b>	<b>31</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>11</b>	<b>9</b>	<b>8</b>	<b>12</b>
3. Wrong Track	<b>58</b>	<b>63</b>	<b>62</b>	<b>57</b>

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

	MAR 2011	APR I 2011	APR II 2011	MAY 2011
1. Approve	<b>48</b>	<b>47</b>	<b>47</b>	<b>47</b>
2. Don't know/refused	<b>7</b>	<b>6</b>	<b>5</b>	<b>5</b>
3. Disapprove	<b>45</b>	<b>47</b>	<b>48</b>	<b>47</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>	MAR 2011	<b>100</b>	<b>43</b>	<b>51</b>	<b>6</b>
	APR I 2011	<b>99</b>	<b>39</b>	<b>53</b>	<b>7</b>
	APR II 2011	<b>100</b>	<b>40</b>	<b>53</b>	<b>7</b>
	MAY 2011	<b>100</b>	<b>39</b>	<b>51</b>	<b>10</b>
<b>4. Democrats in Congress</b>	MAR 2011	<b>100</b>	<b>44</b>	<b>51</b>	<b>5</b>
	APR I 2011	<b>99</b>	<b>44</b>	<b>49</b>	<b>6</b>
	APR II 2011	<b>100</b>	<b>42</b>	<b>53</b>	<b>5</b>
	MAY 2011	<b>100</b>	<b>41</b>	<b>52</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)**

	MAR 2011	APR I 2011	APR II 2011	MAY 2011
1. Education	<b>9</b>	<b>7</b>	<b>8</b>	<b>10</b>
2. Social Security	<b>6</b>	<b>6</b>	<b>5</b>	<b>7</b>
3. Retirement and Investments	<b>1</b>	<b>1</b>	<b>*</b>	<b>*</b>
4. Terrorism	<b>*</b>	<b>*</b>	<b>1</b>	<b>*</b>
5. Healthcare/Rx	<b>10</b>	<b>9</b>	<b>10</b>	<b>10</b>
6. The Economy	<b>34</b>	<b>35</b>	<b>32</b>	<b>28</b>
7. Jobs	<b>12</b>	<b>11</b>	<b>11</b>	<b>10</b>
8. Taxes	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
9. Crime and Safety	<b>*</b>	<b>*</b>	<b>*</b>	<b>*</b>
10. Environment	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
11. National Defense/Foreign Affairs/Iraq	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>
12. National Deficit/Spending	<b>10</b>	<b>13</b>	<b>14</b>	<b>15</b>
13. Energy	<b>*</b>	<b>1</b>	<b>1</b>	<b>1</b>
14. Gas prices	<b>2</b>	<b>3</b>	<b>4</b>	<b>2</b>
15. Immigration	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>

16. Other	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</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	MAR 2011	<b>44</b>	<b>43</b>
	APR I 2011	<b>46</b>	<b>43</b>
	APR II 2011	<b>46</b>	<b>41</b>
	MAY 2011	<b>46</b>	<b>41</b>
7. Jobs	MAR 2011	<b>42</b>	<b>44</b>
	APR I 2011	<b>42</b>	<b>48</b>
	APR II 2011	<b>43</b>	<b>46</b>
	MAY 2011	<b>46</b>	<b>42</b>
8. Health Care/RX	MAR 2011	<b>41</b>	<b>48</b>
	APR I 2011	<b>39</b>	<b>50</b>
	APR II 2011	<b>40</b>	<b>49</b>
	MAY 2011	<b>41</b>	<b>47</b>
9. Energy and gas prices	MAR 2011	<b>40</b>	<b>42</b>
	APR I 2011	<b>42</b>	<b>44</b>
	APR II 2011	<b>44</b>	<b>41</b>
	MAY 2011	<b>41</b>	<b>43</b>
10. Medicare	APR II 2011	<b>40</b>	<b>48</b>
	MAY 2011	<b>42</b>	<b>46</b>
11. Taxes	MAR 2011	<b>46</b>	<b>43</b>
	MAY 2011	<b>48</b>	<b>40</b>

(ROTATE 12-14 and 15-17)

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

	MAR 2011	APR I 2011	APR II 2011	MAY 2011
1. Yes (GO TO Q13)	<b>39</b>	<b>61</b>	<b>48</b>	<b>44</b>
2. No (GO TO Q15)	<b>60</b>	<b>38</b>	<b>51</b>	<b>54</b>
3. DK/Refused (DO NOT READ – GO TO Q15)	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>

### 13. What was it?

1. Repealing the health care	28
2. Budget issue	17
3. Reducing the budget deficit	10
4. Don't know/refused/ don't remember/ don't pay	10
5. Trying to cut spending	10
6. Proposing Medicare voucher system	8
7. Other	7
8. About taxes/lowering taxes	7
9. About bringing down debt/national debt	7
10. About the economy	4
11. About social security	4
12. About jobs	3
13. Tax cuts for rich people	3
14. About immigration issue	3
15. They are bickering/Republicans are against Democrats	3
16. About gas/gas prices	3
17. They are trying to privatize Medicare	2
18. It is about elections/campaigns	2
19. About education	2
20. They are trying to do something	2
21. They are not doing anything/not enough	2
22. They are trying to find a candidate for president	1
23. Energy issues	1
24. About foreign affairs	1
25. About the situation in Libya/how Obama is handling Libya	1
26. They're doing well/doing the best they can	1
27. Cutting of social services	1
28. Increasing the taxes for poor while lowering the taxes for rich people	1
29. They are trying to get drilling/more drilling in the US	1
30. They are opposing the President	1
31. It is about the government shutdown	*
32. Not helping people/middle class people	*
33. They are restricting environmental policies/dismantling EPA	*

34. About abortion	*
35. They are not funding planned parenthood	*
36. They want to change things	*
37. Trying to knock the union out/break the unions	*
38. They/Democrats are ruining the country	*

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

	MAR 2011	APR I 2011	APR II 2011	MAY 2011
1. More favorable	<b>39</b>	<b>44</b>	<b>39</b>	<b>44</b>
2. Less favorable	<b>53</b>	<b>49</b>	<b>52</b>	<b>48</b>
3. No difference (DO NOT READ)	<b>5</b>	<b>4</b>	<b>6</b>	<b>6</b>

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

	MAR 2011	APR I 2011	APR II 2011	MAY 2011
1. Yes (GO TO Q16)	<b>32</b>	<b>59</b>	<b>39</b>	<b>38</b>
2. No (GO TO Q18)	<b>66</b>	<b>40</b>	<b>61</b>	<b>61</b>
3. DK/Refused (DO NOT READ – GO TO Q18)	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>

**16. What was it?**

1. About health care	<b>31</b>
2. Don't know/can't remember	<b>17</b>
3. Trying to fight/block the Republicans	<b>9</b>
4. Budget issue	<b>8</b>
5. Others	<b>7</b>
6. About taxes	<b>5</b>
7. About social security	<b>4</b>
8. About the economy	<b>4</b>
9. They are spending too much	<b>3</b>
10. They wanted to raise the debt ceiling/limit	<b>3</b>
11. About deficit	<b>3</b>
12. Immigration issues	<b>3</b>

13. About creation of jobs/reducing unemployment	3
14. They are not doing their jobs	2
15. Trying to reduce the deficit/cut the spending/financial reform	2
16. About the foreign affairs/policies	2
17. About gas prices	2
18. About energy policies	2
19. Trying to help the country/people/they do what is best for the country	2
20. About the war/situations in the Middle East	2
21. About education	2
22. They are supporting Obama	1
23. National defense/security	1
24. Republicans are not willing to work with them	1
25. They're not for the people/nation/not helping	1
26. About abortion	1
27. Support offshore drilling	1
28. They are running for re-elections	*
29. They are working together with the Republicans	*
30. About the funding for Planned Parenthood	*
31. Wisconsin issues/they moved out from the state/don't want to pass the bill	*
32. They are not supporting Obama's plan	*
33. Heard negative things about them	*
34. About the crisis in Libya/They are helping what was going there	*
35. Transportation/rail road system issues	*
36. About the union/Democrats are helping the unions	*
37. No Answer	4

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

	MAR 2011	APR I 2011	APR II 2011	MAY 2011
1. More favorable	37	41	42	41
2. Less favorable	52	51	47	48
3. No difference (DO NOT READ)	7	6	9	7

**RESUME WITH ALL**

**18. 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?**

	MAR 2011	APR I 2011	APR II 2011	MAY 2011
1. Republican	<b>44</b>	<b>43</b>	<b>42</b>	<b>43</b>
2. Lean Republican	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>
3. Undecided	<b>5</b>	<b>5</b>	<b>7</b>	<b>7</b>
4. Lean Democrat	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
5. Democrat	<b>43</b>	<b>44</b>	<b>44</b>	<b>44</b>
6. Don't Know/Refused (DO NOT READ)	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>
TOTAL REPUBLICAN	<b>46</b>	<b>46</b>	<b>45</b>	<b>45</b>
TOTAL DEMOCRAT	<b>46</b>	<b>46</b>	<b>46</b>	<b>46</b>

**SPENDING/BUDGET/DEBT**

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

	MAR 2011	MAY 2011
1. President Obama	<b>49</b>	<b>44</b>
2. Republicans in Congress	<b>41</b>	<b>43</b>
3. Don't Know/Refused (DO NOT READ)	<b>11</b>	<b>13</b>

**20. Whose budget plan is the best way to address the problems the country faces? (ROTATE)**

1. The House Republican plan	<b>43</b>
2. The President's plan	<b>39</b>
3. Don't Know (DO NOT READ)	<b>18</b>

**21. Do you favor or oppose the proposal to raise the nation's debt limit?**

	JAN 2011	MAY 2011
1. Favor	<b>22</b>	<b>30</b>
2. Oppose	<b>68</b>	<b>61</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>10</b>	<b>9</b>

**22. Do you think that NOT raising the nation's debt limit will help, hurt or have no impact on the US economy? (ROTATE)**

1. Help	<b>27</b>
2. Hurt	<b>41</b>
3. Have no impact	<b>23</b>
4. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>

**Do you believe or not believe the following statements: (ROTATE Q23-35)**

**23. If Congress were to fail to raise the country's debt limit, it will lead to higher interest rates and a decrease in the value of the dollar, which could send the economy back into recession and higher unemployment.**

1. Believe	<b>45</b>
2. Do not believe	<b>48</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>7</b>

**24. If Congress were to fail to raise the country's debt limit, the stock market will plunge and \$5 trillion in wealth would be lost.**

1. Believe	<b>27</b>
2. Do not believe	<b>60</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>13</b>

**25. Congress should not raise the debt limit under any circumstances.**

1. Believe	42
2. Do not believe	52
3. Don't Know <b>(DO NOT READ)</b>	6

**26. If the debt limit is not raised, there would not be enough revenue to pay the military, Social Security and Medicare benefits, and to keep government facilities open.**

1. Believe	37
2. Do not believe	56
3. Don't Know <b>(DO NOT READ)</b>	7

**27. Reports about the drastic consequences of not raising the debt limit are being exaggerated by those who do not want to make serious choices about the nation's debt.**

1. Believe	64
2. Do not believe	28
3. Don't Know <b>(DO NOT READ)</b>	8

**28. Failure to raise the nation's debt limit would result in significant increases in interest rates, which would mean higher cost of living.**

1. Believe	44
2. Do not believe	46
3. Don't Know <b>(DO NOT READ)</b>	10

**29. Congress should not raise the debt limit because there is no other way to force Washington to cut spending and to not spend more than we take in.**

1. Believe	57
2. Do not believe	37
3. Don't Know <b>(DO NOT READ)</b>	6

**30. Congress should cut spending so that the debt limit does not have to be raised.**

1. Believe	<b>77</b>
2. Do not believe	<b>19</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>4</b>

**31. In thinking about the upcoming vote on increasing the nation's debt limit, who do you agree with more? (ROTATE)**

1. President Obama who says that we need a clean bill and that the real challenge is that we need to be bold and courageous in eliminating spending programs that we don't need and we can't afford, but we cannot cut back on investments that have the biggest impact on our economic growth.	<b>47</b>
2. Republicans in Congress who say that we need fiscal discipline now, which means any increase of the nation's debt limit must at the same time include major spending cuts and reforms.	<b>46</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>7</b>

**MEDICARE**

**32. Do you think that the Republican plan will or will not reduce Medicare benefits for those age 55 and over?**

	APR I 2011	APR II 2011	MAY 2011
1. Will	<b>46</b>	<b>46</b>	<b>44</b>
2. Will not	<b>41</b>	<b>41</b>	<b>40</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>13</b>	<b>13</b>	<b>15</b>

Now just a few demographic questions for statistical purposes only—

**33. 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	8
2. NBC News	7
3. CBS News	4
4. Local TV news	18
5. CNN News	22
6. MSNBC/CNBC News	6
7. Fox News	20
8. CSpan	*
9. Daily newspaper	35
10. News magazines such as Time, US News, and Newsweek	5
11. Opinion magazines like The Weekly Standard	*
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	18
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	9
14. Opinion websites like Drudge Report or slate.com	2
15. National Public Radio	8
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	3
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	11
26. Don't Know/Refused <b>(DO NOT READ)</b>	3

**34. 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

**35. 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

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

1. Liberal (GO TO Q36A)	20
2. Moderate (GO TO Q37)	41
3. Conservative (GO TO Q36A)	38
4. Don't Know/Refused <b>(DO NOT READ – GO TO Q37)</b>	1

Q36a among liberals and conservatives in Q36 only

**36A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

1. Very liberal	15
2. Somewhat liberal	20
3. Very conservative	29
4. Somewhat conservative	35
5. Don't Know/Refused <b>(DO NOT READ)</b>	2

**RESUME WITH ALL**

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

1. Yes	40
2. No	59
3. Don't Know/Refused <b>(DO NOT READ)</b>	1

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

1. Single, never married	21
2. Married	64
3. Separated	1
4. Divorced	7
5. Widowed	6
6. Don't Know/Refused <b>(DO NOT READ)</b>	1

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

1. Less than 15K	7
2. 15K-30K	10
3. 30K-50K	15
4. 50K-75K	17
5. 75K-100K	12
6. Over 100K	22
7. Don't Know/Refused <b>(DO NOT READ)</b>	17

**40. What is your religion?**

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	19
3. Catholic	23
4. Jewish	2
5. Mormon	3
6. Atheist/Agnostic	7
7. Other	22
8. Don't Know/Refused <b>(DO NOT READ)</b>	11

**41. What is your race?**

1. Hispanic	<b>8</b>
2. African-American	<b>12</b>
3. Asian	<b>1</b>
4. White	<b>76</b>
5. Other	<b>2</b>
6. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

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

1. Yes	<b>13</b>
2. No	<b>83</b>

**Gender (by observation)**

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

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

1. Urban	<b>22</b>
2. Suburban	<b>51</b>
3. Rural	<b>16</b>

**Region (TAKEN FROM SAMPLE)**

1. Northeast	<b>19</b>
2. South	<b>29</b>
3. Midwest	<b>18</b>
4. Plains/Mountains	<b>19</b>
5. West Coast	<b>16</b>