

NEW MODELS NATIONAL BRAND SURVEY
November 27-28, 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?

	SEP III 2010	OCT I 2010	OCT II 2010	NOV I 2010	NOV II 2010
1. Right Direction	34	33	35	35	36
2. Don't Know/Refused (DO NOT READ)	9	12	11	6	9
3. Wrong Track	56	55	54	59	55

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

	SEP III 2010	OCT I 2010	OCT II 2010	NOV I 2010	NOV II 2010
1. Approve	47	48	47	45	49
2. Don't know/refused	6	6	6	4	3
3. Disapprove	47	46	48	51	48

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
3. Republicans in Congress	SEP III 2010	100	37	54	9
	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
	SEP III 2010	100	43	52	5
4. Democrats in Congress	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
5. The Republican Pledge to America	OCT II 2010	92	40	43	9
	NOV I 2010	93	44	41	8
	NOV II 2010	89	40	37	11
6. John Boehner (pronounced BAY-ner)	NOV I 2010	79	29	33	17
	NOV II 2010	77	27	28	22
7. Nancy Pelosi	NOV I 2010	99	37	58	4
	NOV II 2010	96	33	56	7

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

	SEP III 2010	OCT I 2010	OCT II 2010	NOV I 2010	NOV II 2010
1. Education	8	10	8	6	8
2. Social Security	4	5	6	4	8
3. Retirement and Investments	1	1	1	1	1
4. Terrorism	1	2	1	*	1
5. Healthcare/Rx	12	8	10	12	9

6. The Economy	30	31	34	42	31
7. Jobs	15	14	15	12	13
8. Taxes	4	4	3	3	3
9. Crime and Safety	1	1	*	*	1
10. Environment	1	2	1	1	2
11. National Defense/ Foreign Affairs/Iraq	4	4	3	2	4
12. National Deficit/ Spending	8	8	8	10	9
13. Energy	1	1	1	*	1
14. Gas prices	-	-	1	*	*
15. Immigration	5	3	4	3	4
16. Other	2	3	2	2	2
17. Don't know/Refused	3	5	3	2	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
9. The Economy	SEP III 2010	48	45
	OCT I 2010	46	45
	OCT II 2010	43	46
	NOV I 2010	52	43
	NOV II 2010	49	44
10. Jobs	SEP III 2010	45	48
	OCT 2010	44	47
	OCT II 2010	44	46
	NOV I 2010	50	44
	NOV II 2010	47	46
11. Taxes	SEP III 2010	47	45
	OCT I 2010	47	44
	OCT II 2010	47	44
	NOV I 2010	53	43
	NOV II 2010	50	43
12. Health Care/RX	SEP III 2010	41	50
	OCT I 2010	41	49
	OCT II 2010	42	47
	NOV I 2010	49	46
	NOV II 2010	44	49
13. Fiscal Responsibility	NOV I 2010	53	43
	NOV II 2010	51	37

14. 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?

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

Do you believe or not believe the following statements: (ROTATE STATEMENTS Q16-21)

		Believe	Do not believe	DK/Refused (DO NOT READ)
15. Republicans have a plan for growing the economy and creating jobs.	NOV I 2010	48	49	2
	NOV II 2010	49	45	6
16. The Obama health care plan kills jobs.	NOV II 2010	42	53	5
17. Repealing the Obama health care plan will help job creation.	NOV II 2010	43	51	6
18. Allowing the expiration of tax cuts on the wealthiest Americans will have a negative impact on economic growth.	NOV II 2010	45	48	7

**19. In thinking about the 2001 and 2003 tax cuts, which approach do you prefer?
(ROTATE)**

	NOV II 2010
1. Extending all the tax cuts	42
2. Extending the tax cuts for the middle class, but rolling back the tax cuts on the top two percent of the wealthy	49
3. Don't Know/Refused (DO NOT READ)	9

20. If the unemployment rate does not change over the next year, is that the responsibility of....? (ROTATE)

	NOV II 2010
1. President Obama	36
2. Republicans in Congress	41
3. Don't Know/Refused (DO NOT READ)	23

21. Do you favor or oppose the Republican proposal to repeal and replace President Obama's health care plan?

	NOV I 2010	NOV II 2010
1. Favor	48	47
2. Oppose	46	47
3. Don't Know (DO NOT READ)	6	6

22. Do you think that President Obama's health care plan will (ROTATE)?

	NOV II 2010
1. Help job creation	28
2. Hurt job creation	33
3. Have no impact on job creation	31
4. Don't Know (DO NOT READ)	8

23. 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
1. Favor	45
2. Oppose	49
3. Don't Know (DO NOT READ)	6

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate... (ROTATE)

	APR II 2010	5.69
	SEPT III 2010	5.61
24. Your own political ideology	OCT II 2010	5.86
	NOV I 2010	5.90
	NOV II 2010	5.98
25. Your own political ideology five years ago	OCT II 2010	5.56
	NOV I 2010	5.40
	NOV II 2010	5.52
26. Your own ideology on economic issues – like taxes, budget and jobs	APR II 2010	6.20
	NOV II 2010	6.17
27. Your own ideology on social issues – like education, health care and the environment	APR II 2010	5.50
	NOV II 2010	5.80
28. Your own ideology on moral issues – like prayer in schools, abortion and gay rights	APR II 2010	5.65
	NOV II 2010	5.75
29. Your own ideology on foreign affairs – like defense, terrorism and international relations	APR II 2010	6.15
	NOV II 2010	6.17

30. In thinking about the 2001 and 2003 tax cuts, which approach would create more jobs? (ROTATE)

	NOV II 2010
1. Extending all the tax cuts to ensure that small businesses will not be negatively impacted	54
2. Extending the tax cuts for the middle class, but rolling back the tax cuts on the top two percent of the wealthy	39
3. Don't Know/Refused (DO NOT READ)	7

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	7
3. CBS News	5
4. Local TV news	20
5. CNN News	21
6. MSNBC/CNBC News	6
7. Fox News	22
8. CSpan	*
9. Daily newspaper	39
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	15
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	8
14. Opinion websites like Drudge Report or slate.com	2
15. National Public Radio	8
16. Religious radio shows	1
17. Talk radio like Rush Limbaugh	3
18. General radio news station	2
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	12
26. Don't Know/Refused (DO NOT READ)	2

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

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

1. Yes	42
2. No	57
3. Don't Know/Refused (DO NOT READ)	1

36. What is your current marital status?

1. Single, never married	19
2. Married	62
3. Separated	2
4. Divorced	9
5. Widowed	7

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	8
2. 15K-30K	12
3. 30K-50K	14
4. 50K-75K	20
5. 75K-100K	11
6. Over 100K	20
7. Don't Know/Refused (DO NOT READ)	14

38. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	15
3. Catholic	22
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	6
7. Other	30
8. Don't Know/Refused (DO NOT READ)	9

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 (DO NOT READ)	1

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

1. Yes	18
2. No	82

Gender (by observation)

1. Male	48
2. Female	52

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

3. Urban	25
4. Suburban	47
5. Rural	15

Region (TAKEN FROM SAMPLE)

6. Northeast	18
7. South	30
8. Midwest	19
9. Plains/Mountains	18
10. West Coast	16