

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

	OCT I 2011	OCT II 2011	NOV 2011	DEC 2011
1. Right Direction	24	22	20	30
2. Don't Know/Refused (DO NOT READ)	10	8	10	6
3. Wrong Track	66	70	71	64

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

	OCT I 2011	OCT II 2011	NOV 2011	DEC 2011
1. Approve	46	43	42	45
2. Don't know/refused	5	5	6	6
3. Disapprove	49	52	52	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	OCT I 2011	100	32	59	10
	OCT II 2011	100	40	53	6
	NOV 2011	100	37	57	5
	DEC 2011	100	29	64	7
4. Democrats in Congress	OCT I 2011	100	38	54	8
	OCT II 2011	100	40	55	5
	NOV 2011	100	35	58	6
	DEC 2011	100	38	57	5

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

	OCT I 2011	OCT II 2011	NOV 2011	DEC 2011
1. Education	9	7	8	6
2. Social Security	7	7	7	7
3. Retirement and Investments	*	1	1	1
4. Terrorism	*	1	2	1
5. Healthcare/Rx	6	6	5	8
6. The Economy	35	33	35	37
7. Jobs	15	16	16	13
8. Taxes	2	4	2	2
9. Crime and Safety	*	1	1	1
10. Environment	3	2	1	1
11. National Defense/Foreign Affairs/Iraq	2	3	2	2
12. National Deficit/Spending	8	9	11	12
13. Energy	2	1	1	1
14. Gas prices	1	1	1	*
15. Immigration	2	3	2	2
16. Other	3	3	2	2
17. Don't know/Refused	6	3	3	3

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	OCT I 2011	46	41
	OCT II 2011	45	41
	NOV 2011	45	42
	DEC 2011	44	41
7. Jobs	OCT I 2011	45	44
	OCT II 2011	45	42
	NOV 2011	42	43
	DEC 2011	45	42
8. Health Care/RX	OCT I 2011	40	48
	OCT II 2011	41	47
	NOV 2011	38	50
	DEC 2011	38	46

9. Energy and gas prices	OCT I 2011	42	43
	OCT II 2011	45	41
	NOV 2011	41	41
	DEC 2011	43	40
10. Taxes	OCT I 2011	45	42
	OCT II 2011	46	42
	NOV 2011	45	44
	DEC 2011	46	42

(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)

	OCT I 2011	OCT II 2011	NOV 2011	DEC 2011
1. Yes (GO TO Q12)	43	42	39	45
2. No (GO TO Q14)	55	58	60	53
3. DK/Refused (DO NOT READ – GO TO Q14)	2	1	1	2

12. What was it?

1. Jobs	6
2. Economy (general)	3
3. Taxes	49
4. Budget/deficit/debt/spending	9
5. Supercommittee	*
6. For the rich/Wall St.	1
7. Boehner	*
8. Health care	5
9. Social Security/Entitlements	4
10. Campaign/election/debate	8
11. Negative/opposing/blocking	17
12. Trying to do thing	4
13. Tea Party	1
14. Immigration	*

15. Other	8
16. DK/None	8

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

	OCT I 2011	OCT II 2011	NOV 2011	DEC 2011
1. More favorable	31	37	31	31
2. Less favorable	56	51	61	62
3. No difference (DO NOT READ)	10	10	5	5

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

	OCT I 2011	OCT II 2011	NOV 2011	DEC 2011
1. Yes (GO TO Q15)	43	38	37	41
2. No (GO TO Q17)	56	60	61	58
3. DK/Refused (DO NOT READ – GO TO Q17)	1	2	2	1

15. What was it?

1. Jobs	11
2. Economy (general)	5
3. Taxes/Raise taxes on the wealthy/revenue	43
4. Budget/deficit/debt/spending	15
5. Supercommittee	*
6. Health care	6
7. Social Security/entitlements	4
8. Campaign/election	3
9. Negative/opposing/blocking	9
10. Trying to do things	7
11. Immigration	1

12. Education/loans	1
13. Other	9
14. DK/None	11

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

	OCT I 2011	OCT II 2011	NOV 2011	DEC 2011
1. More favorable	45	47	34	43
2. Less favorable	43	43	54	48
3. No difference (DO NOT READ)	9	7	10	6

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 2011	OCT II 2011	NOV 2011	DEC 2011
1. Republican	41	46	43	43
2. Lean Republican	2	3	2	3
3. Undecided	5	6	5	5
4. Lean Democrat	2	2	3	2
5. Democrat	44	42	45	43
6. Don't Know/Refused (DO NOT READ)	5	3	3	3
TOTAL REPUBLICAN	43	49	45	46
TOTAL DEMOCRAT	47	43	47	45

JOBS/ECONOMY

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

	OCT I 2011	OCT II 2011	NOV 2011	DEC 2011
1. President Obama	46	45	48	49
2. Republicans in Congress	41	43	40	40
3. Don't Know/Refused (DO NOT READ)	2	12	12	11

19. Do you believe or not believe the following statement: Republicans have a plan for growing the economy and creating jobs.

	SEP 2011	OCT II 2011	NOV 2011	DEC 2011
1. Believe	41	48	50	49
2. Do not believe	55	47	47	46
3. Don't Know/Refused (DO NOT READ)	4	5	4	5

KEYSTONE PIPELINE

20. The Obama administration is considering a decision about building the Keystone pipeline, which would transport oil from Canada down to the coast of Texas. Do you think that the Keystone pipeline would or would not create a significant amount of jobs?

1. Would	78
2. Would not	13
3. Don't Know/Refused (DO NOT READ)	9

21. The Obama administration recently announced that it will delay a decision on the Keystone pipeline until 2013. In thinking about the administration's decision, who do you agree with more? (ROTATE)

1. Republicans who say that this delay is costing 20,000 jobs and is being delayed only for political reasons.	45
2. President Obama who says that we should take time to ensure that we fully understand the environmental impact and that questions are answered.	48
3. Don't Know/Refused (DO NOT READ)	7

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

1. All members of Congress, both Republicans and Democrats, should be voted out of office	29
2. Members of Congress who are not focused on solutions and addressing the country's top priorities should be voted out of office	62
3. Don't Know/Refused (DO NOT READ)	9

23. In thinking about the level of economic hardship that you and your family are facing, how would you rate that, with 1 being very little or no economic hardship, 5 moderate economic hardship, and 9 being the most serious economic hardship you and your family have ever faced?

MEAN: 5.10

24. In making a judgment about how you personally think the economy is doing, which of the following is most important to you? (ROTATE)

1. Economic figures like growth rate, inflation or interest rates	23
2. What the job situation and unemployment rate are like	65
3. How the stock market is doing	10
4. Don't Know/Refused (DO NOT READ)	2

Now just a few demographic questions for statistical purposes only—

25. 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	24
5. CNN News	15
6. MSNBC/CNBC News	6
7. Fox News	20
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	17
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	12
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	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	1
23. Political talk shows on cable, such as MSNBC's Hardball	1
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)	4

26. 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

27. 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	1

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

1. Liberal (GO TO Q28A)	20
2. Moderate (GO TO Q29)	41
3. Conservative (GO TO Q28A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q29)	1

Q28a among liberals and conservatives in Q28 only

28A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	13
2. Somewhat liberal	21
3. Very conservative	24
4. Somewhat conservative	40
5. Don't Know/Refused (DO NOT READ)	1

RESUME WITH ALL

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

1. Yes	41
2. No	57
3. Don't Know/Refused (DO NOT READ)	1

30. What is your current marital status?

1. Single, never married	20
2. Married	63
3. Separated	2
4. Divorced	8
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	8
2. 15K-30K	12
3. 30K-50K	16
4. 50K-75K	18
5. 75K-100K	12
6. Over 100K	19
7. Don't Know/Refused (DO NOT READ)	16

32. What is your religion?

1. Evangelical/Fundamentalist Protestant	20
2. Mainline Protestant	17
3. Catholic	26
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	7
7. Other	18

8. Don't Know/Refused (**DO NOT READ**)

10

33. 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

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

1. Yes	12
2. No	83

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

1. Urban	28
2. Suburban	54
3. Rural	17

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	28
3. Midwest	20
4. Plains/Mountains	17
5. West Coast	16

