

**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	<b>34</b>	<b>33</b>	<b>35</b>	<b>35</b>	<b>36</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>6</b>	<b>9</b>
3. Wrong Track	<b>56</b>	<b>55</b>	<b>54</b>	<b>59</b>	<b>55</b>

**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	<b>47</b>	<b>48</b>	<b>47</b>	<b>45</b>	<b>49</b>
2. Don't know/refused	<b>6</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>3</b>
3. Disapprove	<b>47</b>	<b>46</b>	<b>48</b>	<b>51</b>	<b>48</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>	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
<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
<b>5. The Republican Pledge to America</b>	OCT II 2010	92	40	43	9
	NOV I 2010	93	44	41	8
	NOV II 2010	89	40	37	11
<b>6. John Boehner</b>	NOV I 2010	79	29	33	17
	NOV II 2010	77	27	28	22
<b>7. Nancy Pelosi</b>	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	<b>30</b>	<b>31</b>	<b>34</b>	<b>42</b>	<b>31</b>
7. Jobs	<b>15</b>	<b>14</b>	<b>15</b>	<b>12</b>	<b>13</b>
8. Taxes	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>
9. Crime and Safety	<b>1</b>	<b>1</b>	<b>*</b>	<b>*</b>	<b>1</b>
10. Environment	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>
11. National Defense/ Foreign Affairs/Iraq	<b>4</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>4</b>
12. National Deficit/ Spending	<b>8</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>9</b>
13. Energy	<b>1</b>	<b>1</b>	<b>1</b>	<b>*</b>	<b>1</b>
14. Gas prices	<b>-</b>	<b>-</b>	<b>1</b>	<b>*</b>	<b>*</b>
15. Immigration	<b>5</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>
16. Other	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
17. Don't know/Refused	<b>3</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>2</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
<b>9. The Economy</b>	SEP III 2010	<b>48</b>	<b>45</b>
	OCT I 2010	<b>46</b>	<b>45</b>
	OCT II 2010	<b>43</b>	<b>46</b>
	NOV I 2010	<b>52</b>	<b>43</b>
	NOV II 2010	<b>49</b>	<b>44</b>
<b>10. Jobs</b>	SEP III 2010	<b>45</b>	<b>48</b>
	OCT 2010	<b>44</b>	<b>47</b>
	OCT II 2010	<b>44</b>	<b>46</b>
	NOV I 2010	<b>50</b>	<b>44</b>
	NOV II 2010	<b>47</b>	<b>46</b>
<b>11. Taxes</b>	SEP III 2010	<b>47</b>	<b>45</b>
	OCT I 2010	<b>47</b>	<b>44</b>
	OCT II 2010	<b>47</b>	<b>44</b>
	NOV I 2010	<b>53</b>	<b>43</b>
	NOV II 2010	<b>50</b>	<b>43</b>
<b>12. Health Care/RX</b>	SEP III 2010	<b>41</b>	<b>50</b>
	OCT I 2010	<b>41</b>	<b>49</b>
	OCT II 2010	<b>42</b>	<b>47</b>
	NOV I 2010	<b>49</b>	<b>46</b>
	NOV II 2010	<b>44</b>	<b>49</b>
<b>13. Fiscal Responsibility</b>	NOV I 2010	<b>53</b>	<b>43</b>
	NOV II 2010	<b>51</b>	<b>37</b>

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

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

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

**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	<b>42</b>
2. Extending the tax cuts for the middle class, but rolling back the tax cuts on the top two percent of the wealthy	<b>49</b>
3. Don't Know/Refused (DO NOT READ)	<b>9</b>

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

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

**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	<b>48</b>	<b>47</b>
2. Oppose	<b>46</b>	<b>47</b>
3. Don't Know ( <b>DO NOT READ</b> )	<b>6</b>	<b>6</b>

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

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

**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	<b>45</b>
2. Oppose	<b>49</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>6</b>

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

**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	<b>54</b>
2. Extending the tax cuts for the middle class, but rolling back the tax cuts on the top two percent of the wealthy	<b>39</b>
3. Don't Know/Refused (DO NOT READ)	<b>7</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	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 <b>(DO NOT READ)</b>	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?**

6. Republican	35
7. Democrat	37
8. Independent	26
9. Other	1
10. 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 <b>(DO NOT READ)</b>	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 <b>(DO NOT READ)</b>	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 <b>(DO NOT READ)</b>	1

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

1. Yes	<b>18</b>
2. No	<b>82</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>25</b>
2. Suburban	<b>47</b>
3. Rural	<b>15</b>

**Region (TAKEN FROM SAMPLE)**

1. Northeast	<b>18</b>
2. South	<b>30</b>
3. Midwest	<b>19</b>
4. Plains/Mountains	<b>18</b>
5. West Coast	<b>16</b>