

NEW MODELS NATIONAL BRAND SURVEY
November 29-30, 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?

	SEP 2011	OCT I 2011	OCT II 2011	NOV 2011
1. Right Direction	25	24	22	20
2. Don't Know/Refused (DO NOT READ)	9	10	8	10
3. Wrong Track	66	66	70	71

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

	SEP 2011	OCT I 2011	OCT II 2011	NOV 2011
1. Approve	44	46	43	42
2. Don't know/refused	6	5	5	6
3. Disapprove	50	49	52	52

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	SEP 2011	100	33	60	7
	OCT I 2011	100	32	59	10
	OCT II 2011	100	40	53	6
	NOV 2011	100	37	57	5
4. Democrats in Congress	SEP 2011	100	39	55	6
	OCT I 2011	100	38	54	8
	OCT II 2011	100	40	55	5
	NOV 2011	100	35	58	6
5. Occupy Wall Street	OCT II 2011	94	34	49	11

movement NOV 2011 **94** **31** **52** **11**

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

	SEP 2011	OCT I 2011	OCT II 2011	NOV 2011
1. Education	9	9	7	8
2. Social Security	7	7	7	7
3. Retirement and Investments	1	*	1	1
4. Terrorism	1	*	1	2
5. Healthcare/Rx	6	6	6	5
6. The Economy	34	35	33	35
7. Jobs	14	15	16	16
8. Taxes	2	2	4	2
9. Crime and Safety	*	*	1	1
10. Environment	1	3	2	1
11. National Defense/Foreign Affairs/Iraq	4	2	3	2
12. National Deficit/Spending	11	8	9	11
13. Energy	1	2	1	1
14. Gas prices	1	1	1	1
15. Immigration	2	2	3	2
16. Other	3	3	3	2
17. Don't know/Refused	4	6	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
7. The Economy	SEP I 2011	44	43
	OCT I 2011	46	41
	OCT II 2011	45	41
	NOV 2011	45	42
8. Jobs	SEP 2011	42	45
	OCT I 2011	45	44
	OCT II 2011	45	42
	NOV 2011	42	43
9. Health Care/RX	SEP 2011	38	49

	OCT I 2011	40	48
	OCT II 2011	41	47
	NOV 2011	38	50
10. Energy and gas prices	SEP 2011	43	40
	OCT I 2011	42	43
	OCT II 2011	45	41
	NOV 2011	41	41
11. Taxes	SEP 2011	48	41
	OCT I 2011	45	42
	OCT II 2011	46	42
	NOV 2011	45	44
12. Education	JUN 2010	36	51
	JUL 2010	39	50
	OCT II 2011	38	47
	NOV 2011	36	51

(ROTATE 13-15 and 16-18)

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

	AUG II 2011	OCT I 2011	OCT II 2011	NOV 2011
1. Yes (GO TO Q14)	38	43	42	39
2. No (GO TO Q16)	60	55	58	60
3. DK/Refused (DO NOT READ – GO TO Q16)	2	2	1	1

14. What was it?

1. Jobs	11
2. Economy (general)	4
3. Taxes	19
4. Budget/deficit/debt/spending	21
5. Supercommittee	15
6. For the rich/Wall St.	5
7. Boehner	*
8. Health care	8
9. Social Security/Entitlements	*
10. Campaign/election/debate	8

11. Negative/opposing/blocking	30
12. Trying to do thing	8
13. Immigration	1
14. Other	6
15. DK/None	9

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

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

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

	AUG II 2011	OCT I 2011	OCT II 2011	NOV 2011
1. Yes (GO TO Q17)	34	43	38	37
2. No (GO TO Q19)	64	56	60	61
3. DK/Refused (DO NOT READ – GO TO Q19)	2	1	2	2

17. What was it?

1. Jobs	13
2. Economy (general)	5
3. Taxes/Raise taxes on the wealthy/revenue	15
4. Budget/deficit/debt/spending	22
5. Supercommittee	16
6. Wall St./Occupy	2
7. Health care	7
8. Social Security/entitlements	2
9. Campaign/election	2

10. Negative/opposing/blocking	17
11. Trying to do things	12
12. Immigration	1
13. Education/loans	3
14. Other	7
15. DK/None	11

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

	AUG II 2011	OCT I 2011	OCT II 2011	NOV 2011
1. More favorable	37	45	47	34
2. Less favorable	50	43	43	54
3. No difference (DO NOT READ)	11	9	7	10

RESUME WITH ALL

19. 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 2011	OCT I 2011	OCT II 2011	NOV 2011
1. Republican	43	41	46	43
2. Lean Republican	3	2	3	2
3. Undecided	6	5	6	5
4. Lean Democrat	3	2	2	3
5. Democrat	41	44	42	45
6. Don't Know/Refused (DO NOT READ)	4	5	3	3
TOTAL REPUBLICAN	46	43	49	45
TOTAL DEMOCRAT	44	47	43	47

JOBS/ECONOMY

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

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

I am going to read a series of statements made in the news recently. For each please tell me if you believe or do not believe the statement. (ROTATE STATEMENTS)

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

	MAR 2011	SEP 2011	OCT II 2011	NOV 2011
1. Believe	45	41	48	50
2. Do not believe	51	55	47	47
3. Don't Know/Refused (DO NOT READ)	4	4	5	4

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

1. Raising taxes will raise revenues to help pay off the deficit	38
2. Lowering taxes will grow the economy which would raise revenues to help pay off the deficit	51
3. Don't Know/Refused (DO NOT READ)	10

Now just a few demographic questions for statistical purposes only—

23. 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	4
4. Local TV news	25
5. CNN News	16
6. MSNBC/CNBC News	6
7. Fox News	19
8. CSpan	1
9. Daily newspaper	30
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	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	1
15. National Public Radio	7
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	4
18. General radio news station	4
19. Public television shows like McNeil Lehrer	1
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	11
26. Don't Know/Refused (DO NOT READ)	5

24. 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

25. 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

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

1. Liberal (GO TO Q26A)	20
2. Moderate (GO TO Q27)	41
3. Conservative (GO TO Q26A)	38
4. Don't Know/Refused (DO NOT READ – GO TO Q28)	1

Q26a among liberals and conservatives in Q26 only

26A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	12
2. Somewhat liberal	21
3. Very conservative	28
4. Somewhat conservative	37
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

27. 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

28. What is your current marital status?

1. Single, never married	19
2. Married	66
3. Separated	1
4. Divorced	6
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	10
2. 15K-30K	12
3. 30K-50K	14
4. 50K-75K	19
5. 75K-100K	13
6. Over 100K	18
7. Don't Know/Refused (DO NOT READ)	13

30. What is your employment status?

1. Employed, full-time	45
2. Employed, part-time	6
3. Unemployed	8
4. Self-employed	8
5. Homemaker	6
6. Student	3
7. Retired	20

8. Don't Know/Refused (DO NOT READ)	2
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31. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	16
3. Catholic	21
4. Jewish	3
5. Mormon	2
6. Atheist/Agnostic	7
7. Other	29
8. Don't Know/Refused (DO NOT READ)	10

32. 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

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

1. Yes	14
2. No	82

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

1. Urban	27
2. Suburban	54
3. Rural	19

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	30
3. Midwest	19
4. Plains/Mountains	19
5. West Coast	14