

NEW MODELS NATIONAL BRAND SURVEY
March 29-30, 2014
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 2013 | OCT 2013 | NOV 2013 | DEC 2013 | JAN 2014 | FEB 2014 | MAR 2014 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. Right Direction | 30 | 14 | 31 | 35 | 32 | 30 | 34 |
| 2. Don't Know/Refused (DO NOT READ) | 9 | 8 | 8 | 7 | 11 | 10 | 9 |
| 3. Wrong Track | 61 | 77 | 61 | 58 | 57 | 61 | 57 |

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

| | SEPT 2013 | OCT 2013 | NOV 2013 | DEC 2013 | JAN 2014 | FEB 2014 | MAR 2014 |
|-----------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. Approve | 44 | 46 | 42 | 44 | 44 | 43 | 47 |
| 2. Don't know/refused | 6 | 4 | 5 | 3 | 6 | 5 | 5 |
| 3. Disapprove | 50 | 49 | 53 | 52 | 50 | 51 | 48 |

Please tell me for each of the following whether you have a favorable or an unfavorable impression. (IF CHOICE IS MADE, ASK:) Would you say you have a strongly (FAVORABLE/UNFAVORABLE) impression or just a somewhat (FAVORABLE/UNFAVORABLE) impression?)

| | NAME ID | FAVORABLE | UNFAVORABLE | NO OPINION | |
|-----------------------------------|-----------|------------|-------------|------------|-----------|
| 3. Republicans in Congress | SEPT 2013 | 100 | 29 | 60 | 11 |
| | OCT 2013 | 100 | 30 | 64 | 6 |
| | NOV 2013 | 100 | 29 | 61 | 10 |
| | DEC 2013 | 100 | 30 | 63 | 7 |
| | JAN 2014 | 100 | 28 | 63 | 9 |
| | FEB 2014 | 100 | 32 | 59 | 5 |
| | MAR 2014 | 100 | 33 | 60 | 7 |

| | | | | | |
|---------------------------------|-----------|------------|-----------|-----------|----------|
| 4. Democrats in Congress | SEPT 2013 | 100 | 38 | 55 | 7 |
| | OCT 2013 | 100 | 38 | 56 | 6 |
| | NOV 2013 | 100 | 36 | 55 | 9 |
| | DEC 2013 | 100 | 36 | 58 | 5 |
| | JAN 2014 | 100 | 40 | 53 | 7 |
| | FEB 2014 | 100 | 37 | 56 | 3 |
| | MAR 2014 | 100 | 40 | 54 | 6 |

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

| | SEP 2013 | OCT 2013 | NOV 2013 | DEC 2013 | JAN 2014 | FEB 2014 | MAR 2014 |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. Education | 9 | 7 | 6 | 9 | 10 | 10 | 10 |
| 2. Social Security | 9 | 7 | 8 | 8 | 7 | 7 | 7 |
| 3. Retirement and Investments | 1 | * | 2 | 1 | 1 | 1 | 2 |
| 4. Terrorism | * | * | 1 | 1 | 1 | * | * |
| 5. Healthcare/Rx | 12 | 14 | 11 | 10 | 9 | 10 | 10 |
| 6. The Economy | 26 | 31 | 29 | 31 | 30 | 31 | 29 |
| 7. Jobs | 8 | 7 | 10 | 11 | 10 | 9 | 10 |
| 8. Taxes | 2 | 3 | 3 | 1 | 2 | 3 | 1 |
| 9. Crime and Safety | 1 | 1 | * | 1 | 2 | 2 | 1 |
| 10. Environment | 2 | 2 | 3 | 3 | 3 | 2 | 2 |
| 11. National Defense/Foreign Affairs | 5 | 4 | 2 | 5 | 5 | 4 | 6 |
| 12. National Deficit/Spending | 10 | 12 | 11 | 9 | 8 | 9 | 10 |
| 13. Energy | 1 | 1 | * | * | 1 | 1 | * |
| 14. Gas prices | 1 | * | * | 1 | 1 | 1 | 2 |
| 15. Immigration | 3 | 2 | 4 | 2 | 3 | 2 | 3 |
| 16. Other | 4 | 5 | 5 | 5 | 5 | 3 | 5 |
| 17. Don't know/Refused | 4 | 4 | 4 | 3 | 3 | 4 | 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 | SEPT 2013 | 45 | 45 |
| | OCT 2013 | 44 | 44 |
| | NOV 2013 | 46 | 44 |
| | DEC 2013 | 45 | 45 |
| | JAN 2014 | 45 | 44 |
| | FEB 2014 | 46 | 44 |
| | MAR 2014 | 43 | 47 |
| 7. Jobs | SEPT 2013 | 43 | 48 |
| | OCT 2013 | 42 | 46 |
| | NOV 2013 | 44 | 45 |
| | DEC 2013 | 43 | 46 |
| | JAN 2014 | 44 | 46 |
| | FEB 2014 | 45 | 45 |
| | MAR 2014 | 43 | 48 |
| 8. Health Care/RX | SEPT 2013 | 41 | 47 |
| | OCT 2013 | 40 | 49 |
| | NOV 2013 | 40 | 48 |
| | DEC 2013 | 41 | 48 |
| | JAN 2014 | 38 | 50 |
| | FEB 2014 | 42 | 48 |
| | MAR 2014 | 39 | 51 |
| 9. Energy and gas prices | SEPT 2013 | 38 | 48 |
| | OCT 2013 | 43 | 45 |
| | NOV 2013 | 42 | 43 |
| | DEC 2013 | 44 | 44 |
| | JAN 2014 | 42 | 43 |
| | FEB 2014 | 43 | 42 |
| | MAR 2014 | 42 | 45 |
| 10. Taxes | SEPT 2013 | 48 | 42 |
| | OCT 2013 | 47 | 43 |
| | NOV 2013 | 47 | 42 |
| | DEC 2013 | 47 | 43 |
| | JAN 2014 | 46 | 43 |
| | FEB 2014 | 47 | 42 |
| | MAR 2014 | 44 | 45 |

11. 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 2013 | OCT 2013 | NOV 2013 | DEC 2013 | JAN 2014 | FEB 2014 | MAR 2014 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. Republican | 44 | 42 | 43 | 43 | 41 | 44 | 42 |
| 2. Lean Republican | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| 3. Undecided | 4 | 5 | 5 | 4 | 7 | 3 | 5 |
| 4. Lean Democrat | 2 | 3 | 2 | 3 | 3 | 2 | 2 |
| 5. Democrat | 45 | 46 | 44 | 43 | 43 | 43 | 46 |
| 6. Don't Know/Refused (DO NOT READ) | 3 | 2 | 3 | 4 | 3 | 5 | 4 |
| TOTAL REPUBLICAN | 46 | 44 | 45 | 46 | 44 | 47 | 44 |
| TOTAL DEMOCRAT | 47 | 49 | 47 | 46 | 46 | 45 | 49 |

On a scale of 1-9 with 1 being somewhat important, 5 being very important, and 9 being extremely important, how important is each of the following issues or items to you in deciding how you will vote in November (ROTATE LIST Q12-21)

- 12. The unemployment rate
MEAN: 7.10
- 13. President Obama's health care plan
MEAN: 6.14
- 14. Medicare
MEAN: 6.81
- 15. Women's issues, abortion and contraception
MEAN: 6.07
- 16. Gay marriage
MEAN: 4.82
- 17. Government spending, deficit and debt
MEAN: 7.41
- 18. Minimum wage and income inequality
MEAN: 6.54
- 19. Economic growth
MEAN: 7.64
- 20. Immigration
MEAN: 5.71
- 21. Home values
MEAN: 6.34

22. Do you favor or oppose the new health care law?

| | JUL 2012 | POST ELECT 2012 | OCT 2013 | NOV 2013 | DEC 2013 | JAN 2014 | FEB 2014 | MAR 2014 |
|--|-------------|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. Favor | 46 | 48 | 46 | 41 | 39 | 41 | 42 | 45 |
| 2. Oppose | 49 | 50 | 50 | 53 | 51 | 52 | 52 | 50 |
| 3. Don't Know/Refused (DO NOT READ) | 14 | 3 | 4 | 6 | 10 | 7 | 6 | 5 |

HEALTH CARE ALTERNATIVE

--On a scale of 1-9, with 1 being somewhat important, 5 very important, and 9 being essential, how important or not important is each of the following items to any health care reform bill that Congress passes: (ROTATE Q23-30)

23. Bring down health care costs for all Americans

MEAN: 7.77

24. Allows individuals to purchase health care coverage across state lines

MEAN: 7.03

25. Helps make coverage available to the uninsured

MEAN: 7.10

26. Ensures the quality of health care

MEAN: 7.53

27. Protects seniors' Medicare benefits

MEAN: 7.63

28. Helps small businesses to offer health care coverage

MEAN: 6.92

29. Enacts real medical liability reform

MEAN: 6.47

30. Provides more health care choices

MEAN: 6.91

**31. If the new health care law were repealed, which statement would you agree with more?
(ROTATE)**

| | |
|---|-----------|
| 1. The health care system would go back to the way it was before the law was passed | 43 |
| 2. The system has been changed too structurally that it is not possible to go back to the way it was before | 49 |
| 3. Don't Know/Refused (DO NOT READ) | 8 |

**32. In thinking about the elections for Congress this November, would you say that you
(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

| | |
|--|-----------|
| | |
| 1. Have already made up your mind | 23 |
| 2. Are leaning toward a candidate but still deciding | 26 |
| 3. Are unsure | 47 |
| 4. Do not plan to vote | 2 |
| 5. Don't Know/Refused (DO NOT READ) | 2 |

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 | 9 |
| 2. NBC News | 9 |
| 3. CBS News | 6 |
| 4. Local TV news | 18 |
| 5. CNN News | 15 |
| 6. MSNBC/CNBC News | 5 |
| 7. Fox News | 17 |
| 8. CSpan | * |
| 9. Daily newspaper | 26 |
| 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 | 11 |
| 14. Opinion websites like Drudge Report or slate.com | 1 |
| 15. National Public Radio | 6 |
| 16. Religious radio shows | * |
| 17. Talk radio like Rush Limbaugh | 3 |
| 18. General radio news station | 3 |
| 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 | 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 | 19 |
| 26. Don't Know/Refused (DO NOT READ) | 8 |

34. In what year were you born?

| | |
|----------|----|
| 1. 18-34 | 18 |
| 2. 35-44 | 19 |
| 3. 45-54 | 20 |
| 4. 55-64 | 22 |
| 5. 65+ | 20 |

35. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?

| | |
|--|----|
| 1. Republican | 33 |
| 2. Democrat | 37 |
| 3. Independent | 24 |
| 4. Other | 5 |
| 5. Don't Know/Refused (DO NOT READ) | 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) | 21 |
| 2. Moderate (GO TO Q37) | 43 |
| 3. Conservative (GO TO Q36A) | 35 |
| 4. Don't Know/Refused (DO NOT READ – GO TO Q37) | 1 |

(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 | 22 |
| 3. Very conservative | 25 |
| 4. Somewhat conservative | 36 |
| 5. Don't Know/Refused (DO NOT READ) | 2 |

RESUME WITH ALL

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

| | |
|--|----|
| 1. Yes | 35 |
| 2. No | 65 |
| 3. Don't Know/Refused (DO NOT READ) | * |

38. What is your current marital status?

| | |
|--|----|
| 1. Single, never married | 25 |
| 2. Married | 57 |
| 3. Separated | 1 |
| 4. Divorced | 9 |
| 5. Widowed | 7 |
| 6. Don't Know/Refused (DO NOT READ) | 1 |

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

| | |
|--|----|
| 1. Less than 15K | 11 |
| 2. 15K-30K | 13 |
| 3. 30K-50K | 14 |
| 4. 50K-75K | 16 |
| 5. 75K-100K | 11 |
| 6. Over 100K | 20 |
| 7. Don't Know/Refused (DO NOT READ) | 15 |

40. What is your religion?

| | |
|--|----|
| 1. Evangelical/Fundamentalist Protestant | 11 |
| 2. Mainline Protestant | 21 |
| 3. Catholic | 25 |
| 4. Jewish | 2 |
| 5. Mormon | 2 |
| 6. Atheist/Agnostic | 10 |
| 7. Other | 23 |
| 8. Don't Know/Refused (DO NOT READ) | 8 |

41. What is your race?

| | |
|--|----|
| 1. Hispanic | 10 |
| 2. African-American | 12 |
| 3. Asian | 3 |
| 4. White | 73 |
| 5. Other | 1 |
| 6. Don't Know/Refused (DO NOT READ) | 1 |

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

| | |
|--------|----|
| 1. Yes | 10 |
| 2. No | 83 |

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

| | |
|-------------|----|
| 1. Urban | 21 |
| 2. Suburban | 51 |
| 3. Rural | 17 |

Gender (by observation)

| | |
|-----------|----|
| 1. Male | 47 |
| 2. Female | 53 |

Region (TAKEN FROM SAMPLE)

| | |
|---------------------|----|
| 1. Northeast | 19 |
| 2. South | 26 |
| 3. Midwest | 19 |
| 4. Plains/Mountains | 22 |
| 5. West Coast | 15 |