

NEW MODELS NATIONAL BRAND SURVEY
N = 1000 RV NATIONWIDE
October 14-15, 2013

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?

	JAN 2013	FEB 2013	MAR 2013	APR 2013	MAY 2013	JUL I 2013	JUL II 2013	SEPT 2013	OCT 2013
1. Right Direction	39	41	36	39	40	34	37	30	14
2. Don't Know/Refused (DO NOT READ)	9	10	8	8	7	10	10	9	8
3. Wrong Track	52	49	56	53	54	56	53	61	77

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

	JAN 2013	FEB 2013	MAR 2013	APR 2013	MAY 2013	JUL I 2013	JUL II 2013	SEPT 2013	OCT 2013
1. Approve	53	52	48	52	50	45	50	44	46
2. Don't Know/Refused (DO NOT READ)	4	5	4	5	4	6	5	6	4
3. Disapprove	43	42	48	43	46	49	46	50	49

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	JAN 2013	100	27	64	9
	FEB 2013	100	34	56	10
	MAR 2013	100	35	59	7
	APR 2013	100	31	58	11
	MAY 2013	100	35	56	8

14. Gas prices	*	1	2	1	1	2	1	1	*
15. Immigration	3	3	2	5	2	5	3	3	2
16. Other	3	2	2	2	4	3	6	4	5
17. Don't know/Refused	3	4	3	3	3	4	3	4	4

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	JAN 2013	43	45
	FEB 2013	43	44
	MAR 2013	46	43
	APR 2013	41	47
	MAY 2013	43	46
	JUL I 2013	43	42
	JUL II 2013	40	47
	SEPT 2013	45	45
	OCT 2013	44	44
	7. Jobs	JAN 2013	40
FEB 2013		42	45
MAR 2013		42	46
APR 2013		39	49
MAY 2013		41	48
JUL I 2013		44	41
JUL II 2013		39	49
SEPT 2013		43	48
OCT 2013		42	46
8. Health Care/RX		JAN 2013	37
	FEB 2013	38	51
	MAR 2013	38	50
	APR 2013	37	53
	MAY 2013	40	49
	JUL I 2013	40	48
	JUL II 2013	37	50
	SEPT 2013	41	47
	OCT 2013	40	49
	9. Energy and gas prices	JAN 2013	40
FEB 2013		42	43
MAR 2013		44	43
APR 2013		39	46
MAY 2013		41	45
JUL I 2013		42	42
JUL II 2013		38	44
SEPT 2013		38	48
OCT 2013		43	45

	JAN 2013	39	48
	FEB 2013	46	44
	MAR 2013	48	42
	APR 2013	43	46
10. Taxes	MAY 2013	45	44
	JUL I 2013	47	38
	JUL II 2013	42	46
	SEPT 2013	48	42
	OCT 2013	47	43
	JAN 2013	45	41
	FEB 2013	45	43
	MAR 2013	47	40
11. Budget/Deficit	APR 2013	44	44
	MAY 2013	45	44
	JUL I 2013	48	38
	JUL II 2013	45	40
	SEPT 2013	47	41
	OCT 2013	44	43
	MAR 2013	40	47
	APR 2013	40	47
12. Immigration	JUL I 2013	41	45
	JUL II 2013	37	48
	OCT 2013	42	45

(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)

	NOV II 2012	DEC 2012	JAN 2013	FEB 2013	MAR 2013	MAY 2013	SEPT 2013	OCT 2013
1. Yes (GO TO Q14)	35	51	52	41	49	36	40	71
2. No (GO TO Q16)	64	48	47	57	50	63	58	28
3. DK/Refused (DO NOT READ – GO TO Q16)	1	1	1	2	1	2	2	1

14. What was it?

	OCT 2013
1. About the national debt/debt ceiling/raising the debt limit	7
2. Decreasing debts/against raising debt limit	3
3. About taxes	1
4. Increase taxes	-
5. Cutting taxes/not increasing taxes	*

6. About social security/cutting social security	*
7. About deficit issues	5
8. About the budget/balancing the budget	14
9. About the economy	3
10. About spending	1
11. Cut spending/control spending/reduce spending	2
12. It's the same thing with what the Democrats are doing	1
13. About health care/Medicare/cut down on Medicare/Obamacare	37
14. About jobs	1
15. They are not doing anything/not doing enough	8
16. They are opposing the President/they are against Obama	4
17. They are blocking everything/not compromising	41
18. They are trying to help people/make the world better/doing the best they can	3
19. They favor the rich/not helping normal people/middle class people	1
20. It's about campaigns/election/nominations	*
21. Cutting of social services/programs	*
22. Increasing taxes for the poor while lowering taxes for rich people/don't want to raise taxes for the rich	-
23. They only think about their interests/don't care for the country	2
24. About rape/abortion/women's rights issues	1
25. About issues on immigrants/immigrations	*
26. About energy/oil/drilling issues	*
27. They are trying to pass a bill/proposal	3
28. They are preparing for their congressional convention/meeting	-
29. Issues/attacks in Libya/they're investigating the attacking	-
30. About education	-
31. About military/veterans	*
32. About gas prices/energy costs	-
33. About the Fast and the Furious investigation	-
34. Fiscal cliff	*
35. Gun control	-
36. Issues about sequestration/sequester	*

37. Having an appointment with President Obama	1
38. About nomination for CIA director	-
39. Issues on drones/not supporting it	-
40. About filibustering/Rand Paul's filibuster	-
41. Issues about the IRS	-
42. Issues regarding scandals in the White House	-
43. About the issues in Syria	*
44. They are compromising	6
45. Working on the issues of foreign affairs	-
46. None	*
47. Other	3
48. DK	3

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

	NOV II 2012	DEC 2012	JAN 2013	FEB 2013	MAR 2013	MAY 2013	SEPT 2013	OCT 2013
1. More favorable	48	32	33	43	42	40	40	35
2. Less favorable	42	57	57	46	51	48	51	59
3. No difference (DO NOT READ)	10	11	10	11	7	12	10	6

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

	NOV II 2012	DEC 2012	JAN 2013	FEB 2013	MAR 2013	MAY 2013	SEPT 2013	OCT 2013
1. Yes (GO TO Q17)	35	48	53	42	44	34	40	62
2. No (GO TO Q19)	64	51	46	56	55	64	58	37
3. DK/Refused (DO NOT READ – GO TO Q19)	1	1	1	1	1	2	2	1

17. What was it?

	OCT 2013
1. They want to raise taxes/increase taxes for the wealthy/rich	1
2. About the debt ceiling/national debt/government borrowing money/trying to raise debt limit	12
3. About the budget/balancing it/budget issues/about the deficit	14
4. About the economy/economic issues/jobs/job creation	4
5. Not doing anything good for the country/not doing their jobs/same things as Republicans/not doing what they're supposed to	7
6. About Social Security	*
7. About taxes/working on taxes	*
8. About the deficit/trying to do something about it/fix it	4
9. About health care/Medicare/making it available for everyone	28
10. Cut/control/reduce spending	1
11. More/increase spending	3
12. Same thing with Republicans	2
13. Disagreement/opposition between both parties/not united/not compromising	20
14. Trying to compromise/trying to do what is right for the people	9
15. About government borrowing money	*
16. About the President/Obama and what he is doing for the country	3
17. About gas/energy pricing situation/trying to lower it	*
18. About defense/military	-
19. About issues on immigration/immigrants	1
20. Being involved in war in Iraq and Afghanistan/bringing troops back from war	-
21. Campaigning to be re-elected/stay in power/position	-
22. They are trying to pass a bill/proposal	4
23. About education/schools	*
24. Doing things they're not supposed to	-
25. About rape/abortion/women's rights/protecting it	*

26. About fiscal cliff	*
27. About gun control	*
28. It was about the sequestration/sequester	*
29. Approval of the new CIA Director	-
30. About wages/increasing minimum wage	-
31. They are doing a good job	1
32. Issues about IRS	-
33. Issues regarding what happened in Benghazi/Libya	-
34. Justice Department issue/scandal	-
35. About gay marriage issues	*
36. About issues in Syria/the attack/use of chemical weapons	-
37. About environmental issues	*
38. About government shutdown	19
39. None	*
40. Others	6
41. DK/Refused/Don't remember	6

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

	NOV II 2012	DEC 2012	JAN 2013	FEB 2013	MAR 2013	MAY 2013	SEPT 2013	OCT 2013
1. More favorable	49	40	41	44	42	42	41	40
2. Less favorable	41	46	47	42	49	49	47	50
3. No difference (DO NOT READ)	10	13	13	14	8	8	12	9

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?

	JAN 2013	FEB 2013	MAR 2013	APR 2013	MAY 2013	JUL I 2013	JUL II 2013	SEPT 2013	OCT 2013
1. Republican	41	41	41	39	41	42	38	44	42
2. Lean Republican	2	3	3	3	3	3	3	2	2
3. Undecided	6	5	8	6	6	7	6	4	5
4. Lean Democrat	2	1	3	3	3	1	3	2	3
5. Democrat	44	46	43	47	44	44	47	45	46
6. Don't Know/Refused (DO NOT READ)	4	4	3	2	3	2	4	3	2
TOTAL REPUBLICAN	43	44	44	42	44	45	41	46	44
TOTAL DEMOCRAT	46	47	46	50	46	46	49	47	49

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

	JUL II 2013	SEPT 2013	OCT 2013
1. President Obama	50	48	49
2. Republicans in Congress	39	40	40
3. Don't Know/Refused (DO NOT READ)	10	12	11

21. Do you favor or oppose the President's Health Care Law?

	NOV II 2010	DEC 2010	JAN 2011	JUL 2012	POST ELECT 2012	OCT 2013
1. Favor	45	43	47	46	48	46
2. Oppose	49	47	47	49	50	50
3. Don't Know/Refused (DO NOT READ)	6	9	6	14	3	4

BELIEF STATEMENTS (ROTATE 22-25)

I am going to read a series of statements. For each please tell me if you believe or do not believe that statement.

22. The budget sequester is having a serious impact on me and my family.

1. Believe	52
2. Do not believe	45
3. Don't Know/Refused (DO NOT READ)	3

23. Not raising the debt ceiling will have a serious negative effect on the US economy.

1. Believe	62
2. Do not believe	34
3. Don't Know/Refused (DO NOT READ)	5

24. The government shutdown is having a serious impact on the US economy.

1. Believe	76
2. Do not believe	23
3. Don't Know/Refused (DO NOT READ)	1

25. Who was more responsible for causing the government shutdown? (ROTATE)

1. Congressional Republicans	54
2. President Obama	37
3. Don't Know/Refused (DO NOT READ)	9

26. Do you believe that the government shutdown was justified or not justified? (ROTATE)

1. Justified	25
2. Not justified	71
3. Don't Know (DO NOT READ)	4

27. In terms of the recent debate over the government shutdown who do you agree with more? (ROTATE)

1. Congressional Republicans	42
2. President Obama	51
3. Don't Know (DO NOT READ)	7

28. In thinking about the proposal to raise the nation's debt limit, who do you agree with more? (ROTATE)

1. Democrats who say that to avoid a serious economic crisis Congress should raise the nation's debt limit and also restore some of the budget cuts from the sequester for key social programs and the military and pay for those by some entitlement reforms and revenue increases.	44
2. Republicans who say that the country must not default on its debt but that any increase in the nation's debt limit must include spending cuts but not tax increases that will hurt the economy and job creation.	47
3. Don't Know (DO NOT READ)	9

29. In thinking about the agreement being developed by Congress to fund the government, who do you agree with more? (ROTATE)

1. Democrats who say we need to pass a clean agreement to reopen government and then negotiations can occur to work through specific policy debates.	51
2. Republicans who say that because the health care law could be extremely disruptive to the economy we need to include a one year delay on the individual mandate to the agreement that would reopen government.	42
3. Don't Know (DO NOT READ)	6

Now just a few demographic questions for statistical purposes only—

30. 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	6
2. NBC News	7
3. CBS News	6
4. Local TV news	22
5. CNN News	17
6. MSNBC/CNBC News	8
7. Fox News	18
8. CSpan	1
9. Daily newspaper	27
10. News magazines such as Time, US News, and Newsweek	4
11. Opinion magazines like The Weekly Standard	1
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	13
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	6
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	3
18. General radio news station	1
19. Public television shows like McNeil Lehrer	1
20. Comedy shows like the Daily Show with Jon Stewart	1
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	17
26. Don't Know/Refused (DO NOT READ)	7

31. 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

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

1. Republican	33
2. Democrat	37
3. Independent	28
4. Other	1
5. Don't Know/Refused (DO NOT READ)	1

Q32a among Republicans and Democrats in Q32 only

32A How well do you think your party is doing focusing on the issues and policies that are most important to you?

1. Doing well	57
2. Not doing well	38
3. Don't Know/Refused (DO NOT READ)	6

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

1. Liberal (GO TO Q33A)	21
2. Moderate (GO TO Q34)	43
3. Conservative (GO TO Q33A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q34)	1

Q33a among liberals and conservatives in Q33 only

33A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	17
2. Somewhat liberal	20
3. Very conservative	28
4. Somewhat conservative	34
5. Don't Know/Refused (DO NOT READ)	1

RESUME WITH ALL

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

1. Yes	38
2. No	61
3. Don't Know/Refused (DO NOT READ)	1

35. What is your current marital status?

1. Single, never married	21
2. Married	59
3. Separated	2
4. Divorced	9
5. Widowed	8
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	8
2. 15K-30K	11
3. 30K-50K	16
4. 50K-75K	18
5. 75K-100K	12
6. Over 100K	21
7. Don't Know/Refused (DO NOT READ)	14

37. What is your religion?

1. Evangelical/Fundamentalist Protestant	11
2. Mainline Protestant	21
3. Catholic	24
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	7
7. Other	26
8. Don't Know/Refused (DO NOT READ)	8

38. 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

39. 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	31
2. Suburban	50
3. Rural	19

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

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