

NEW MODELS NATIONAL BRAND SURVEY
N = 1000 RV NATIONWIDE
September 4-5, 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
1. Right Direction	39	41	36	39	40	34	37	30
2. Don't Know/Refused (DO NOT READ)	9	10	8	8	7	10	10	9
3. Wrong Track	52	49	56	53	54	56	53	61

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
1. Approve	53	52	48	52	50	45	50	44
2. Don't Know/Refused (DO NOT READ)	4	5	4	5	4	6	5	6
3. Disapprove	43	42	48	43	46	49	46	50

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
	JUL I 2013	100	34	58	8

	JUL II 2013	100	31	60	9
	SEPT 2013	100	29	60	11
4. Democrats in Congress	JAN 2013	100	41	52	7
	FEB 2013	100	44	48	8
	MAR 2013	100	38	56	6
	APR 2013	100	41	50	9
	MAY 2013	100	39	54	7
	JUL I 2013	100	38	55	7
	JUL II 2013	100	44	49	7
	SEPT 2013	100	38	55	7

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

	JAN 2012	FEB 2013	MAR 2013	APR 2013	MAY 2013	JUL I 2013	JUL II 2013	SEPT 2013
1. Education	10	9	8	9	8	10	9	9
2. Social Security	7	9	9	10	9	8	8	9
3. Retirement and Investments	1	2	1	1	1	1	1	1
4. Terrorism	*	1	*	2	1	2	1	*
5. Healthcare/Rx	8	9	8	9	10	9	10	12
6. The Economy	31	28	27	28	27	29	31	26
7. Jobs	9	9	9	10	10	8	8	8
8. Taxes	4	2	4	2	2	3	2	2
9. Crime and Safety	1	1	2	2	2	2	1	1
10. Environment	2	2	2	1	2	3	2	2
11. National Defense/Foreign Affairs	2	3	6	3	5	3	4	5
12. National Deficit/Spending	15	13	16	10	11	9	10	10
13. Energy	*	1	1	1	1	1	1	1
14. Gas prices	*	1	2	1	1	2	1	1
15. Immigration	3	3	2	5	2	5	3	3

16. Other	3	2	2	2	4	3	6	4
17. Don't know/Refused	3	4	3	3	3	4	3	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
7. Jobs	JAN 2013	40	46
	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
8. Health Care/RX	JAN 2013	37	49
	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
9. Energy and gas prices	JAN 2013	40	45
	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
10. Taxes	JAN 2013	39	48
	FEB 2013	46	44
	MAR 2013	48	42
	APR 2013	43	46
	MAY 2013	45	44
	JUL I 2013	47	38

	JUL II 2013	42	46
	SEPT 2013	48	42
11. Budget/Deficit	JAN 2013	45	41
	FEB 2013	45	43
	MAR 2013	47	40
	APR 2013	44	44
	MAY 2013	45	44
	JUL I 2013	48	38
	JUL II 2013	45	40
	SEPT 2013	47	41
12. Defense/Foreign Affairs	JUL II 2013	47	41
	SEPT 2013	48	41

(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
1. Yes (GO TO Q14)	35	51	52	41	49	36	40
2. No (GO TO Q16)	64	48	47	57	50	63	58
3. DK/Refused (DO NOT READ – GO TO Q16)	1	1	1	2	1	2	2

14. What was it?

	SEPT 2013
1. About the national debt/debt ceiling/raising the debt limit	1
2. About taxes	-
3. Increase taxes	-
4. Cutting taxes/not increasing taxes	1
5. About Social Security/cutting Social Security/health care/cutting Medicare/cutting social services and programs	24
6. About the deficit issues/reducing deficit/budget/balancing budget	4
7. About the economy/jobs	5
8. About spending/cut spending/control spending/reduce spending	1
9. It's the same as what the Democrats are doing/not doing anything/not doing enough	5
10. They are opposing the President/against Obama/blocking everything/not compromising	11
11. They are trying to help people/they are trying to make the world better/doing the best they can	1

12. They favor the rich/not helping normal people the middle class/only think about their interests/don't care about the country	1
13. It is about campaigns/nominations/elections	*
14. Increasing the taxes for poor while lowering the taxes for the rich/don't want to tax the wealthy	-
15. About rape/abortion/women's rights issues	2
16. About issues on immigration/immigrants	3
17. About energy/oil drilling issues	-
18. They are trying to pass a bill/proposal/ preparing for their congressional convention/meeting	1
19. Issues/attacks in Libya/they're investigating the attack	1
20. About education	2
21. About military/veterans	*
22. About gas prices/energy cost	-
23. About the Fast and Furious investigation	-
24. Fiscal cliff	*
25. Gun control	*
26. Issues about sequestration/sequester	*
27. Having an appointment with President Obama	*
28. About nomination for CIA director	-
29. Issues on drones/not supporting it	-
30. About filibustering/Rand Paul filibuster	*
31. Issues about the IRS/Internal Revenue Service	*
32. Issues regarding the scandals in the White House	-
33. About the issues in Syria	57
34. They are compromising	3
35. Working on the issues of foreign affairs	1
36. None	-
37. Other	4
38. 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
1. More favorable	48	32	33	43	42	40	40
2. Less favorable	42	57	57	46	51	48	51
3. No difference (DO NOT READ)	10	11	10	11	7	12	10

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
1. Yes (GO TO Q17)	35	48	53	42	44	34	40
2. No (GO TO Q19)	64	51	46	56	55	64	58
3. DK/Refused (DO NOT READ – GO TO Q19)	1	1	1	1	1	2	2

17. What was it?

	SEPT 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	1
3. About the budget/balancing it/budget issues/about the deficit	2
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	5
6. About taxes/working on taxes	*
7. About health care/Medicare/making it available for everyone/Social Security	16
8. Cut/control/reduce spending	-
9. More/increase spending	*
10. Disagreement/opposition between both parties/not united/not compromising	3
11. Trying to compromise/trying to do what is right for the people	*

12. About the president/Obama and what he is doing for the country	4
13. About gas/energy pricing situation/trying to lower it	1
14. About defense/military	1
15. Trying to do what is right for the people/doing things the right way	*
16. About issues on immigration/immigrants	5
17. Being involved in war in Iraq and Afghanistan/bringing troops back from war	1
18. Campaigning to be reelected/to stay in power/position	*
19. Trying to pass a bill/proposal	1
20. About education/schools	3
21. About rape/abortion/women's rights/protecting it	-
22. About the fiscal cliff	-
23. About gun control	1
24. About the sequestration/sequester	-
25. Approval of the new CIA director	-
26. About wages/increasing minimum wage	-
27. They are doing a good job	-
28. Issues about the IRS/Internal Revenue Service	*
29. Issues regarding what happened in Benhgazi/Libya	-
30. Justice Department issue/scandal	-
31. About gay marriage issues	*
32. About issues on Syria/the attack/use of chemical weapons	64
33. About Environmental issues	*
34. None	-
35. Others	5
36. 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
1. More favorable	49	40	41	44	42	42	41
2. Less favorable	41	46	47	42	49	49	47
3. No difference (DO NOT READ)	10	13	13	14	8	8	12

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
1. Republican	41	41	41	39	41	42	38	44
2. Lean Republican	2	3	3	3	3	3	3	2
3. Undecided	6	5	8	6	6	7	6	4
4. Lean Democrat	2	1	3	3	3	1	3	2
5. Democrat	44	46	43	47	44	44	47	45
6. Don't Know/Refused (DO NOT READ)	4	4	3	2	3	2	4	3
TOTAL REPUBLICAN	43	44	44	42	44	45	41	46
TOTAL DEMOCRAT	46	47	46	50	46	46	49	47

20. Do you favor or oppose US military action against Syria?

	SEPT 2013
1. Favor	28
2. Oppose	58
3. Don't Know/Refused (DO NOT READ)	14

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

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

BELIEF STATEMENTS

I am going to read a series of statements. For each please tell me if you believe or do not believe that statement. (ROTATE STATEMENTS Q22-27)

22. Increasing government spending will create jobs.

1. Believe	33
2. Do not believe	64
3. Don't Know/Refused (DO NOT READ)	4

23. Increasing government spending will generate economic growth.

1. Believe	35
2. Do not believe	62
3. Don't Know/Refused (DO NOT READ)	4

24. Pursuing an all of the above energy strategy will generate economic growth.

1. Believe	62
2. Do not believe	31
3. Don't Know/Refused (DO NOT READ)	7

25. Medicare fraud each year adds up to 100 billion dollars.

1. Believe	70
2. Do not believe	21
3. Don't Know/Refused (DO NOT READ)	9

26. The high cost of living these days is proof that present policies aren't working and we need real economic growth.

1. Believe	67
2. Do not believe	30
3. Don't Know/Refused (DO NOT READ)	3

27. If we were to fully pursue our nation's energy potential through an all of the above energy strategy, we could use those additional revenues to create jobs and pay down the deficit.

1. Believe	75
2. Do not believe	20
3. Don't Know/Refused (DO NOT READ)	5

28. What should tax reform focus on more? (ROTATE)

1. Growing the economy	57
2. Fairness in the tax code	36
3. Don't Know (DO NOT READ)	7

29. Which would do more to address the problems the country is facing? (ROTATE)

1. Creating jobs and economic growth	66
2. Reducing the deficit and entitlement reform	27
3. Don't Know (DO NOT READ)	7

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

1. President Obama, who says that Congress should raise the nation's debt limit and will not negotiate with Republicans to place additional conditions on that increase.	36
2. Republicans who say 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.	56
3. Don't Know (DO NOT READ)	8

On a scale of 1-9, please rate what Republicans and Democrats in Congress are saying that they accomplished, with 1 meaning that this has had a very negative impact on you, 5 being it has had no impact on you, and 9 being that it has had a very positive impact on you. **(ROTATE LIST – Q31-37)**

- 31. Republicans say they created a better environment for job creation by slowing government spending after Democrats had increased government spending when they controlled the House, Senate, and Presidency.**

MEAN: 4.96

- 32. Democrats say the President's health care plan has provided insurance to 30 million Americans that did not have it before.**

MEAN: 4.93

- 33. Democrats say they secured tax cuts for the middle class, but increased taxes on the wealthy to help reduce the deficit.**

MEAN: 5.32

- 34. Republicans say they save jobs by stopping tax increases on small business and American Families and secured permanent lower rates for them.**

MEAN: 5.39

- 35. Republicans say they have conducted tough oversight of the Obama administration policies, including the President's health care law and restrictions on energy production, that resulted in improving private sector job creation and the economy.**

MEAN: 4.82

- 36. Democrats say they have improved the quality of education through federal programs like "Race to the Top" that are leading to improved student performance.**

MEAN: 4.98

- 37. Republicans say that by stopping many of President Obama's policies they have helped the country avoid bad outcomes.**

MEAN: 4.58

Now just a few demographic questions for statistical purposes only—

38. 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	5
3. CBS News	5
4. Local TV news	24
5. CNN News	20
6. MSNBC/CNBC News	3
7. Fox News	19
8. CSpan	*
9. Daily newspaper	24
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	16
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	10
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	2
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	18
26. Don't Know/Refused (DO NOT READ)	8

39. 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

40. 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

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

1. Liberal (GO TO Q41A)	21
2. Moderate (GO TO Q42)	43
3. Conservative (GO TO Q41A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q42)	1

Q41a among liberals and conservatives in Q42 only

41A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	12
2. Somewhat liberal	25
3. Very conservative	22
4. Somewhat conservative	40
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

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

1. Yes	36
2. No	63
3. Don't Know/Refused (DO NOT READ)	1

43. What is your current marital status?

1. Single, never married	23
2. Married	56
3. Separated	1
4. Divorced	10
5. Widowed	9
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	8
2. 15K-30K	11
3. 30K-50K	15
4. 50K-75K	17
5. 75K-100K	11
6. Over 100K	21
7. Don't Know/Refused (DO NOT READ)	17

45. What is your religion?

1. Evangelical/Fundamentalist Protestant	10
2. Mainline Protestant	21
3. Catholic	26
4. Jewish	1
5. Mormon	2
6. Atheist/Agnostic	8
7. Other	25
8. Don't Know/Refused (DO NOT READ)	7

46. 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

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

1. Yes	11
2. No	85

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

1. Urban	30
2. Suburban	49
3. Rural	21

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	27
3. Midwest	21
4. Plains/Mountains	22
5. West Coast	13