

NEW MODELS NATIONAL BRAND SURVEY
January 25-26, 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?

	JUL II 2013	SEP 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014
1. Right Direction	37	30	14	31	35	32
2. Don't Know/Refused (DO NOT READ)	10	9	8	8	7	11
3. Wrong Track	53	61	77	61	58	57

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

	JUL II 2013	SEPT 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014
1. Approve	50	44	46	42	44	44
2. Don't know/refused	5	6	4	5	3	6
3. Disapprove	46	50	49	53	52	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	JUL II 2013	100	31	60	9
	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

4. Democrats in Congress	JUL II 2013	100	44	49	7
	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

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

	JUL II 2013	SEP 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014
1. Education	9	9	7	6	9	10
2. Social Security	8	9	7	8	8	7
3. Retirement and Investments	1	1	*	2	1	1
4. Terrorism	1	*	*	1	1	1
5. Healthcare/Rx	10	12	14	11	10	9
6. The Economy	31	26	31	29	31	30
7. Jobs	8	8	7	10	11	10
8. Taxes	2	2	3	3	1	2
9. Crime and Safety	1	1	1	*	1	2
10. Environment	2	2	2	3	3	3
11. National Defense/Foreign Affairs	4	5	4	2	5	5
12. National Deficit/Spending	10	10	12	11	9	8
13. Energy	1	1	1	*	*	1
14. Gas prices	1	1	*	*	1	1
15. Immigration	3	3	2	4	2	3
16. Other	6	4	5	5	5	5
17. Don't know/Refused	3	4	4	4	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
6. The Economy	JUL II 2013	40	47
	SEPT 2013	45	45
	OCT 2013	44	44
	NOV 2013	46	44
	DEC 2013	45	45
	JAN 2014	45	44
7. Jobs	JUL II 2013	39	49
	SEPT 2013	43	48
	OCT 2013	42	46
	NOV 2013	44	45
	DEC 2013	43	46
	JAN 2014	44	46
8. Health Care/RX	JUL II 2013	37	50
	SEPT 2013	41	47
	OCT 2013	40	49
	NOV 2013	40	48
	DEC 2013	41	48
	JAN 2014	38	50
9. Energy and gas prices	JUL II 2013	38	44
	SEPT 2013	38	48
	OCT 2013	43	45
	NOV 2013	42	43
	DEC 2013	44	44
	JAN 2014	42	43
10. Taxes	JUL II 2013	42	46
	SEPT 2013	48	42
	OCT 2013	47	43
	NOV 2013	47	42
	DEC 2013	47	43
	JAN 2014	46	43
11. Budget/Deficit	JUL II 2013	45	40
	SEPT 2013	47	41
	OCT 2013	44	43
	NOV 2013	47	40
	DEC 2013	47	42
	JAN 2014	46	42

(ROTATE 12-14 and 16-17)

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

	MAY 2013	SEPT 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014
1. Yes (GO TO Q13)	36	40	71	40	37	37
2. No (GO TO Q15)	63	58	28	58	62	61
3. DK/Refused (DO NOT READ – GO TO Q15)	2	2	1	2	1	2

13. What was it?

1. About the national debt/debt ceiling/raising the debt limit	1
2. Decreasing debts/against raising debt limit	*
3. About taxes	1
4. Increase taxes	*
5. Cutting taxes/not increasing taxes	*
6. About social security/cutting social security	*
7. About deficit issues	3
8. About the budget/balancing the budget	11
9. About the economy	4
10. About spending	1
11. Cut spending/control spending/reduce spending	1
12. It's the same thing with what the Democrats are doing	*
13. About health care/Medicare/cut down on Medicare/Obamacare	30
14. About jobs	5
15. They are not doing anything/not doing enough	4
16. They are opposing the President/they are against Obama	3
17. They are blocking everything/not compromising	6
18. They are trying to help people/make the world better/doing the best they can	2
19. They favor the rich/not helping normal people/middle class people	*
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	1
24. About rape/abortion/women's rights issues	5

25. About issues on immigrants/immigrations	8
26. About energy/oil/drilling issues	1
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	1
31. About military/veterans	2
32. About gas prices/energy costs	-
33. About the Fast and the Furious investigation	-
34. Fiscal cliff	-
35. Gun control	1
36. Issues about sequestration/sequester	-
37. Having an appointment with President Obama	-
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	1
45. Working on the issues of foreign affairs	*
46. About the government shutdown	1
47. About Benghazi	2
48. About the extension of unemployment benefits/insurance	6
49. None	*
50. Other	9
51. DK	17

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

	MAY 2013	SEPT 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014
1. More favorable	40	40	35	44	50	38
2. Less favorable	48	51	59	44	39	45
3. No difference (DO NOT READ)	12	10	6	12	12	17

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

	MAY 2013	SEPT 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014
1. Yes (GO TO Q16)	34	40	62	42	34	33
2. No (GO TO Q18)	64	58	37	57	65	65
3. DK/Refused (DO NOT READ – GO TO Q18)	2	2	1	1	1	1

16. What was it?

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	3
3. About the budget/balancing it/budget issues/about the deficit	12
4. About the economy/economic issues/jobs/job creation	10
5. Not doing anything good for the country/not doing their jobs/same things as Republicans/not doing what they're supposed to	2
6. About Social Security	*
7. About taxes/working on taxes	1
8. About the deficit/trying to do something about it/fix it	1
9. About health care/Medicare/making it available for everyone	30
10. Cut/control/reduce spending	1
11. More/increase spending	1
12. Same thing with Republicans	1
13. Disagreement/opposition between both parties/not united/not compromising	5
14. Trying to compromise/trying to do what is right for the people	3
15. About government borrowing money	-
16. About the President/Obama and what he is doing for the country	2
17. About gas/energy pricing situation/trying to lower it	*

18. About defense/military	*
19. About issues on immigration/immigrants	7
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	1
24. Doing things they're not supposed to	-
25. About rape/abortion/women's rights/protecting it	1
26. About fiscal cliff	-
27. About gun control	1
28. It was about the sequestration/sequester	-
29. Approval of the new CIA Director	-
30. About wages/increasing minimum wage	2
31. They are doing a good job	*
32. Issues about IRS	2
33. Issues regarding what happened in Benghazi/Libya	1
34. Justice Department issue/scandal	-
35. About gay marriage issues	1
36. About issues in Syria/the attack/use of chemical weapons	-
37. About environmental issues	1
38. About government shutdown	2
39. About Filibuster reform/trying to abolish Filibuster/change the voting	*
40. Working on Foreign policy/issues on Iran/nuclear options	1
41. Website Issues	-
42. Unemployment benefits	8

43. None	*
44. Others	8
45. DK/Refused/Don't remember	18

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

	MAY 2013	SEPT 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014
1. More favorable	42	41	40	37	50	44
2. Less favorable	49	47	50	52	42	47
3. No difference (DO NOT READ)	8	12	9	11	8	9

RESUME WITH ALL

18. 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?

	JUL II 2013	SEP 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014
1. Republican	38	44	42	43	43	41
2. Lean Republican	3	2	2	2	2	3
3. Undecided	6	4	5	5	4	7
4. Lean Democrat	3	2	3	2	3	3
5. Democrat	47	45	46	44	43	43
6. Don't Know/Refused (DO NOT READ)	4	3	2	3	4	3
TOTAL REPUBLICAN	41	46	44	45	46	44
TOTAL DEMOCRAT	49	47	49	47	46	46

POLICY SECTION

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

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

20. Do you favor or oppose raising the minimum wage?

	JUL 2006	JAN 2014
1. Favor	75	67
2. Oppose	21	27
3. Don't Know/Refused (DO NOT READ)	3	6

21. Do you think President Obama's economic policies are correct or incorrect?

	Feb 2012	Jan 2014
1. Correct	46	42
2. Incorrect	46	50
3. Don't Know/Refused (DO NOT READ)	7	8

22. Who do you agree with more? (ROTATE)

1. The Republican who says we need to maximize economic growth and make faster progress on the economy through increasing energy production to help with gas prices, lower taxes to help with cost of living and encourage businesses to hire more workers, and cutting government spending to help make the economy more stable	50
2. The Democrat who says we need to address income inequality in America through raising the minimum wage, helping Americans get covered through the new health care law, and ensuring that the wealthy pay their fair share of taxes.	46
3. Don't Know/Refused (DO NOT READ)	4

(ROTATE q23-25)

23. If Congress does not pass tax reform this year, do you think this will have a positive or negative impact on the economy, or have no impact on the economy? (IF CHOICE IS MADE, would that be very positive/negative or somewhat positive/negative)?

1. Very negative impact	22
2. Somewhat negative impact	30
3. Have no impact on the economy	28
4. Somewhat positive impact	9
5. Very positive impact	3
6. Don't Know/Refused (DO NOT READ)	9
TOTAL NEGATIVE	52
TOTAL POSITIVE	11

24. If Congress does not pass an expansion of energy production this year, do you think this will have a positive or negative impact on the economy, or have no impact on the economy? (IF CHOICE IS MADE, would that be very positive/negative or somewhat positive/negative)?

1. Very negative impact	18
2. Somewhat negative impact	30
3. Have no impact on the economy	32
4. Somewhat positive impact	7
5. Very positive impact	4
6. Don't Know/Refused (DO NOT READ)	8
TOTAL NEGATIVE	49
TOTAL POSITIVE	11

25. If Congress does not raise the minimum wage this year, do you think this will have a positive or negative impact on the economy, or have no impact on the economy? (IF CHOICE IS MADE, would that be very positive/negative or somewhat positive/negative)?

1. Very negative impact	17
2. Somewhat negative impact	23
3. Have no impact on the economy	41
4. Somewhat positive impact	9
5. Very positive impact	6
6. Don't Know/Refused (DO NOT READ)	4
TOTAL NEGATIVE	40
TOTAL POSITIVE	15

26. Do you have a clear idea of what Republicans in Congress want to accomplish if they were elected to a majority in both the House and Senate?

	Feb 2012	Jan 2014
1. Yes	61	48
2. No	37	49
3. Don't Know/Refused (DO NOT READ)	2	3

Now just a few demographic questions for statistical purposes only—

27. 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	6
3. CBS News	7
4. Local TV news	27
5. CNN News	16
6. MSNBC/CNBC News	3
7. Fox News	17
8. CSpan	*
9. Daily newspaper	27
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	12
14. Opinion websites like Drudge Report or slate.com	1
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	1
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)	6

28. 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

29. 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

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

1. Liberal (GO TO Q30A)	21
2. Moderate (GO TO Q31)	43
3. Conservative (GO TO Q30A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q31)	1

Q30a among liberals and conservatives in Q30 only

30A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	14
2. Somewhat liberal	23
3. Very conservative	28
4. Somewhat conservative	33
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

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

1. Yes	37
2. No	62
3. Don't Know/Refused (DO NOT READ)	1

32. What is your current marital status?

1. Single, never married	25
2. Married	53
3. Separated	2
4. Divorced	10
5. Widowed	8
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	10
2. 15K-30K	14
3. 30K-50K	13
4. 50K-75K	17
5. 75K-100K	12
6. Over 100K	20
7. Don't Know/Refused (DO NOT READ)	14

34. What is your religion?

1. Evangelical/Fundamentalist Protestant	11
2. Mainline Protestant	23
3. Catholic	23
4. Jewish	2
5. Mormon	3
6. Atheist/Agnostic	7
7. Other	23
8. Don't Know/Refused (DO NOT READ)	9

35. 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

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

1. Yes	9
2. No	87

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

1. Urban	29
2. Suburban	52
3. Rural	19

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	27
3. Midwest	19
4. Plains/Mountains	22
5. West Coast	15