

### NEW MODELS NATIONAL BRAND SURVEY Total = 1000 RV November 30-December 1

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?

Right Direction	JAN 2013 <b>39</b>	FEB 2013 <b>41</b>	MAR 2013 <b>36</b>	APR 2013 <b>39</b>	MAY 2013 <b>40</b>	JUL I 2013 <b>34</b>	JUL II 2013 <b>37</b>	SEPT 2013 <b>30</b>	OCT 2013 <b>14</b>	NOV 2013 <b>31</b>
2. Don't Know/Refused (DO NOT READ)	9	10	8	8	7	10	10	9	8	8
3. Wrong Track	52	49	56	53	54	56	53	61	77	61

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

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

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
	JAN 2013	100	27	64	9
	FEB <b>2013</b>	100	34	56	10
<ol><li>Republicans in Congress</li></ol>	MAR 2013	100	35	59	7
	APR 2013	100	31	58	11
	MAY	100	35	56	8

	2013 JUL I	400	0.4		
	2013	100	34	58	8
	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
	JAN 2013	100	41	52	7
	FEB 2013	100	44	48	8
4. Democrats in Congress	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
	OCT 2013	100	38	56	6
	NOV 2013	100	36	55	9

## 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	OCT 2013	NOV 2013
1. Education	10	9	8	9	8	10	9	9	7	6
2. Social Security	7	9	9	10	9	8	8	9	7	8
<ol><li>Retirement and Investments</li></ol>	1	2	1	1	1	1	1	1	*	2
4. Terrorism	*	1	*	2	1	2	1	*	*	1
5. Healthcare/Rx	8	9	8	9	10	9	10	12	14	11
6. The Economy	31	28	27	28	27	29	31	26	31	29
7. Jobs	9	9	9	10	10	8	8	8	7	10
8. Taxes	4	2	4	2	2	3	2	2	3	3
9. Crime and Safety	1	1	2	2	2	2	1	1	1	*
10. Environment	2	2	2	1	2	3	2	2	2	3
11. National Defense/Foreign Affairs	2	3	6	3	5	3	4	5	4	2

12. National Deficit/Spending	15	13	16	10	11	9	10	10	12	11
13. Energy	*	1	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	2	4
16. Other	3	2	2	2	4	3	6	4	5	5
17. Don't know/Refused	3	4	3	3	3	4	3	4	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
	JAN 2013	43	45
	FEB 2013	43	44
	MAR 2013	46	43
	APR 2013	41	47
	MAY 2013	43	46
6. The Economy	JUL I 2013	43	42
	JUL II 2013	40	47
	SEPT 2013	45	45
	OCT 2013	44	44
	NOV 2013	46	44
	JAN 2013	40	46
	FEB 2013	42	45
	MAR 2013	42	46
	APR 2013	39	49
	MAY 2013	41	48
7. Jobs	JUL I 2013	44	41
	JUL II 2013	39	49
	SEPT 2013	43	48
	OCT 2013	42	46
	NOV 2013	44	45
	JAN 2013	37	49
	FEB 2013	38	51
	MAR 2013	38	50
	APR 2013	37	53
	MAY 2013	40	49
8. Health Care/RX	JUL I 2013	40	48
	JUL II 2013	37	50
	SEPT 2013	41	47
	OCT 2013	40	49
	NOV 2013	40	48

	JAN 2013	40	45
	FEB 2013	42	43
	MAR 2013	44	43
	APR 2013	39	46
	MAY 2013	41	45
9. Energy and gas prices	JUL I 2013	42	42
	JUL II 2013	38	44
	SEPT 2013	38	48
	OCT 2013	43	45
	NOV 2013	42	43
	JAN 2013	39	48
	FEB 2013	46	44
	MAR 2013	48	42
	APR 2013	43	46
	MAY 2013	45	44
10. Taxes	JUL I 2013	47	38
	JUL II 2013	42	46
	SEPT 2013	48	42
	OCT 2013	47	43
	NOV 2013	47	42
	JAN 2013	45	41
	FEB 2013	45	43
	MAR 2013	47	40
	APR 2013	44	44
11. Budget/Deficit	MAY 2013	45	44
	JUL I 2013	48	38
	JUL II 2013	45	40
	SEPT 2013	47	41
	OCT 2013	44	43
	NOV 2013	47	40

### (ROTATE 12-14 and 15-17)

## 12. 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	NOV 2013
1. Yes (GO TO Q13)	35	51	52	41	49	36	40	71	40
2. No (GO TO Q15)	64	48	47	57	50	63	58	28	58
3. DK/Refused (DO NOT READ – GO TO Q15)	1	1	1	2	1	2	2	1	2

### 13. What was it?

	NOV 2013
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	1
5. Cutting taxes/not increasing taxes	*
6. About social security/cutting social security	1
7. About deficit issues	1
8. About the budget/balancing the budget	3
9. About the economy	5
10. About spending	*
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	60
14. About jobs	2
15. They are not doing anything/not doing enough	2
16. They are opposing the President/they are against Obama	6
17. They are blocking everything/not compromising	10
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	1
21. Cutting of social services/programs	1
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	*
25. About issues on immigrants/immigrations	6
26. About energy/oil/drilling issues	1
27. They are trying to pass a bill/proposal	2
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	1
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	1
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	2
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	1
46. About the government shutdown	4
47. About Benghazi	1
48. None	-
49. Other	4
50. DK	10

## 14. 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	NOV 2013
1. More favorable	48	32	33	43	42	40	40	35	44
2. Less favorable	42	57	57	46	51	48	51	59	44
3 No difference (DO NOT READ)	10	11	10	11	7	12	10	6	12

## 15. 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		NOV 2013
1. Yes (G	O TO Q16)	35	48	53	42	44	34	40	62	42
2. No (G0	O TO Q18)	64	51	46	56	55	64	58	37	57
3. DK/Re GO TO	fused (DO NOT READ –	1	1	1	1	1	2	2	1	1

### 16. What was it?

		NOV 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	5
4.	About the economy/economic issues/jobs/job creation	5
5.	Not doing anything good for the country/not doing their jobs/same things as Republicans/not doing what they're supposed to	3
6.	About Social Security	1
7.	About taxes/working on taxes	1
8.	About the deficit/trying to do something about it/fix it	2
9.	About health care/Medicare/making it available for everyone	59
10.	Cut/control/reduce spending	1
11.	More/increase spending	1
12.	Same thing with Republicans	3
13.	Disagreement/opposition between both parties/not united/not compromising	6
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	1
17.	About gas/energy pricing situation/trying to lower it	*

18. About defense/military	1
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	3
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	*
32. Issues about IRS	1
33. Issues regarding what happened in Benghazi/Libya	1
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	1
38. About government shutdown	2
39. About Filibuster reform/trying to abolish Filibuster/change the voting	8
40. Working on Foreign policy/issues on Iran/nuclear options	5
41. Website Issues	7
42. None	*
43. Others	5
44. DK/Refused/Don't remember	

## 17. 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	NOV 2013
1. More favorable	49	40	41	44	42	42	41	40	37
2. Less favorable	41	46	47	42	49	49	47	50	52
3. No difference (DO NOT READ)	10	13	13	14	8	8	12	9	11

### **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?

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

### POLICY SECTION

### 19. Which is causing more problems in the economy? (ROTATE)

	NOV 2012 (Post-Elect)	NOV 2013
1. The economic policies of the present	44	49
2. The economic policies of the past	53	41
3 Don't Know/Refused (DO NOT READ)	3	9

## 20. Do you believe or not believe this statement: Approving the Keystone pipeline would create 20,000 direct jobs and over 100,000 indirect jobs.

1. Believe	54
2. Do not believe	29
3. Don't Know/Refused (DO NOT READ)	17

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

	NOV II 2010	DEC 2010	JAN 2011	JUL 2012	POST ELECT 2012	OCT 2013	NOV 2013
1. Favor	45	43	47	46	48	46	41
2. Oppose	49	47	47	49	50	50	53
3. Don't Know/Refused (DO NOT READ)	6	9	6	14	3	4	6

## 22. In thinking about the new health care law, which of the following statements comes closest to your view? (ROTATE)

1. The new health care I	law is currently working well 13
	surrounding the new health care law are only due to the ut the policies in the new health care law are working well.
3. The policies in the ne	w health care law will not work. 52
4. Don't Know/Refused	(DO NOT READ) 8

## 23. Do you think that the recent difficulties with the health care exchange websites are the fault of the government or the private sector? (ROTATE)

1. Government	60
2. Private sector	25
3. Don't Know/Refused (DO NOT READ)	15

24. Many people throughout the country have seen changes to their insurance plans, such as having plans cancelled, changed, or increase in cost. Which statement do you agree with more? (ROTATE)

These changes are the result of government policy forcing insurance companies to make those changes in order to comply with the new law	52
<ol><li>Government policy forced insurance companies to make changes, but the insurance companies went much farther than they had to in order to maintain profits</li></ol>	40
3. Don't Know/Refused (DO NOT READ)	8

25. Before the health care law was passed by Congress, the President had made the statement that "if you like your plan, you can keep it". In making that statement, do you think that the President willfully misled the electorate, or that he did not thoroughly understand the consequences of the law? (ROTATE)

1. Willfully misled	38
2. Did not thoroughly understand the consequences of the law	49
3. Don't Know/Refused (DO NOT READ)	13

### TRADE AND TAX REFORM

26. Do you believe or not believe this statement: Tax policy has a significant impact on business investment, economic growth and job creation.

1. Believe	78
2. Do Not Believe	17
3. Don't Know/Refused (DO NOT READ)	5

27. While all may be important, which of the following should be the main goal of tax reform? (ROTATE)

1. Fairness	41
2. Simplicity	12
3. Economic growth	44
4. Don't Know/Refused (DO NOT READ)	3

## 28. When you hear lawmakers talk about economic growth, which comes closer to your view? (ROTATE)

1.	Lawmakers say they want economic growth because they think that's what voters to hear, but aren't serious about achieving it	65
2.	Lawmakers are sincere about wanting economic growth and make that a goal of their policies	26
3.	Don't Know/Refused (DO NOT READ)	9

## 29. 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	5
2.	NBC News	8
3.	CBS News	5
4.	Local TV news	22
5.	CNN News	19
6.	MSNBC/CNBC News	3
7.	Fox News	22
8.	CSpan	*
9.	Daily newspaper	28
10.	News magazines such as Time, US News, and Newsweek	3
11.	Opinion magazines like The Weekly Standard	*
12.	Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	19
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	8
16.	Religious radio shows	1
17.	Talk radio like Rush Limbaugh	2
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	*
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	14
26.	Don't Know/Refused (DO NOT READ)	7

### 30. 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

## 31. 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

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

1. Liberal (GO TO Q32A)	21
2. Moderate (GO TO Q33)	43
3. Conservative (GO TO Q32A)	35
4. Don't Know/Refused (DO NOT READ - GO TO Q33)	1

### Q32a among liberals and conservatives in Q32 only

## 32A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1.	Very liberal	12
2.	Somewhat liberal	25
3.	Very conservative	25
4.	Somewhat conservative	36
5.	Don't Know/Refused (DO NOT READ)	1

### **RESUME WITH ALL**

### 33. 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

### 34. What is your current marital status?

1. Single, never married	21
2. Married	57
3. Separated	1
4. Divorced	11
5. Widowed	8
6. Don't Know/Refused (DO NOT READ)	1

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

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

### 36. What is your religion?

1.	Evangelical/Fundamentalist Protestant	10
2.	Mainline Protestant	24
3.	Catholic	22
4.	Jewish	1
5.	Mormon	2
6.	Atheist/Agnostic	6
7.	Other	26
8.	Don't Know/Refused (DO NOT READ)	10

### 37. What is your race?

Think is your russ.				
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			
Do you consider yourself a part of the tea party movement?				

### 38. 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	33
2. Suburban	53
3. Rural	15

### **Gender (by observation)**

1.	Male	47
2.	Female	53

### Region (TAKEN FROM SAMPLE)

1. Northeast	21
2. South	28
3. Midwest	19
4. Plains/Mountains	20
5. West Coast	15