

**NEW MODELS NATIONAL BRAND SURVEY**  
**January 12-13, 2013**  
**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?

	POST ELECT 2012	NOV II 2012	DEC 2012	JAN 2013
1. Right Direction	47	43	35	39
2. Don't Know/Refused <b>(DO NOT READ)</b>	6	8	10	9
3. Wrong Track	47	50	55	52

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

	POST ELECT 2012	NOV II 2012	DEC 2012	JAN 2013
1. Approve	51	51	52	53
2. Don't know/refused	2	4	6	4
3. Disapprove	47	45	43	43

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	POST ELECT 2012	100	39	59	2
	NOV II 2012	100	36	54	10
	DEC 2012	100	30	61	9
	JAN 2013	100	27	64	9
4. Democrats in Congress	POST ELECT 2012	100	45	53	2
	NOV II 2012	100	41	52	7
	DEC 2012	100	42	50	7
	JAN 2013	100	41	52	7

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

	POST ELECT 2012	NOV II 2012	DEC 2012	JAN 2012
1. Education	<b>8</b>	<b>7</b>	<b>5</b>	<b>10</b>
2. Social Security	<b>5</b>	<b>6</b>	<b>8</b>	<b>7</b>
3. Retirement and Investments	<b>*</b>	<b>1</b>	<b>1</b>	<b>1</b>
4. Terrorism	<b>*</b>	<b>1</b>	<b>1</b>	<b>*</b>
5. Healthcare/Rx	<b>15</b>	<b>10</b>	<b>8</b>	<b>8</b>
6. The Economy	<b>36</b>	<b>33</b>	<b>35</b>	<b>31</b>
7. Jobs	<b>10</b>	<b>11</b>	<b>10</b>	<b>9</b>
8. Taxes	<b>2</b>	<b>2</b>	<b>6</b>	<b>4</b>
9. Crime and Safety	<b>*</b>	<b>*</b>	<b>2</b>	<b>1</b>
10. Environment	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
11. National Defense/Foreign Affairs/Iraq	<b>4</b>	<b>6</b>	<b>3</b>	<b>2</b>
12. National Deficit/Spending	<b>8</b>	<b>10</b>	<b>11</b>	<b>15</b>
13. Energy	<b>1</b>	<b>2</b>	<b>1</b>	<b>*</b>
14. Gas prices	<b>*</b>	<b>1</b>	<b>1</b>	<b>*</b>
15. Immigration	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>
16. Other	<b>6</b>	<b>3</b>	<b>2</b>	<b>3</b>
17. Don't know/Refused	<b>1</b>	<b>4</b>	<b>4</b>	<b>3</b>

**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	POST ELECT 2012	<b>49</b>	<b>48</b>
	NOV II 2012	<b>45</b>	<b>46</b>
	DEC 2012	<b>44</b>	<b>47</b>
	JAN 2013	<b>43</b>	<b>45</b>
7. Jobs	POST ELECT 2012	<b>51</b>	<b>48</b>
	NOV II 2012	<b>45</b>	<b>45</b>
	DEC 2012	<b>43</b>	<b>49</b>
	JAN 2013	<b>40</b>	<b>46</b>
8. Health Care/RX	OCT 2012	<b>43</b>	<b>50</b>
	NOV II 2012	<b>39</b>	<b>49</b>
	DEC 2012	<b>38</b>	<b>51</b>
	JAN 2013	<b>37</b>	<b>49</b>

	OCT 2012	<b>48</b>	<b>42</b>
	NOV II 2012	<b>43</b>	<b>45</b>
9. Energy and gas prices	DEC 2012	<b>42</b>	<b>45</b>
	JAN 2013	<b>40</b>	<b>45</b>
	OCT 2012	<b>49</b>	<b>44</b>
10. Taxes	NOV II 2012	<b>44</b>	<b>46</b>
	DEC 2012	<b>44</b>	<b>47</b>
	JAN 2013	<b>39</b>	<b>48</b>
11. Budget/Deficit	DEC 2012	<b>45</b>	<b>44</b>
	JAN 2013	<b>45</b>	<b>41</b>

**(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)**

	OCT 2012	NOV II 2012	DEC 2012	JAN 2013
1. Yes (GO TO Q13)	<b>37</b>	<b>35</b>	<b>51</b>	<b>52</b>
2. No (GO TO Q15)	<b>60</b>	<b>64</b>	<b>48</b>	<b>47</b>
3. DK/Refused (DO NOT READ – GO TO Q15)	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>

**13. What was it?**

1. About the national debt/debt ceiling/raising the debt limit	<b>8</b>
2. About taxes	<b>8</b>
3. Increase taxes	<b>4</b>
4. Cutting taxes/not increasing taxes	<b>3</b>
5. About Social Security/cutting Social Security/health care/cutting Medicare	<b>4</b>
6. About the deficit issues/reducing deficit/budget/balancing budget	<b>12</b>
7. About the economy/jobs	<b>6</b>
8. About spending/cut spending/control spending/reduce spending	<b>7</b>
9. It's the same as what the Democrats are doing	<b>4</b>
10. They are opposing the President/they are against Obama/blocking everything	<b>16</b>
11. They are trying to help people/they are trying to make the world better	<b>2</b>
12. They favor the rich/not helping normal people/middle class people	<b>1</b>
13. It is about campaigns/nominations/elections	<b>1</b>

14. Increasing the taxes for poor while lowering the taxes for the rich/don't want to tax the wealthy	<b>1</b>
15. About rape/abortion/women's rights issues	<b>1</b>
16. About issues on immigration/immigrants	*
17. About energy/oil drilling issues	*
18. They are trying to pass a bill/proposal	*
19. They are preparing for their congressional convention/meeting	*
20. Issues/attacks in Libya/they're investigating the attack	*
21. About education	-
22. About military/veterans	*
23. About gas prices/energy cost	*
24. Fiscal cliff	<b>29</b>
25. Gun control	<b>14</b>
26. None	*
27. Other	<b>7</b>
28. DK	<b>7</b>

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

	OCT 2012	NOV II 2012	DEC 2012	JAN 2013
1. More favorable	<b>40</b>	<b>48</b>	<b>32</b>	<b>33</b>
2. Less favorable	<b>51</b>	<b>42</b>	<b>57</b>	<b>57</b>
3. No difference (DO NOT READ)	<b>9</b>	<b>10</b>	<b>11</b>	<b>10</b>

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

	OCT 2012	NOV II 2012	DEC 2012	JAN 2013
1. Yes (GO TO Q16)	<b>35</b>	<b>35</b>	<b>48</b>	<b>53</b>
2. No (GO TO Q18)	<b>63</b>	<b>64</b>	<b>51</b>	<b>46</b>
3. DK/Refused (DO NOT READ – GO TO Q18)	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>

## 16. What was it?

1. They want to raise taxes/increase taxes for the wealthy	<b>10</b>
2. About the debt ceiling/national debt/debt limit/raising it or not/borrowing money	<b>7</b>
3. About the budget/balancing it/budget issues/about the deficit	<b>14</b>
4. About the economy/economic issues/jobs/job creation	<b>5</b>
5. Not doing anything good for the country/not doing their jobs/same things as Republicans	<b>4</b>
6. About taxes/working on taxes	<b>10</b>
7. About health care/Medicare/making it available for everyone/Social Security	<b>6</b>
8. Cut/control/reduce spending	<b>1</b>
9. More/increase spending	<b>3</b>
10. Disagreement/opposition between both parties/not united/not compromising	<b>2</b>
11. Trying to compromise/trying to do what is right for the people	<b>6</b>
12. About the president and what he is doing for the country	<b>1</b>
13. About gas/energy prices	<b>*</b>
14. About defense/military	<b>*</b>
15. Trying to do what is right for the people/doing things the right way	<b>3</b>
16. About immigration	<b>2</b>
17. Iraq and Afghanistan/bringing troops back	<b>*</b>
18. Campaigning to be reelected/stay in power	<b>-</b>
19. Trying to pass a bill/proposal	<b>5</b>
20. About education/schools	<b>*</b>
21. About rape/abortion/women's rights	<b>-</b>
22. About the fiscal cliff	<b>25</b>
23. About gun control	<b>24</b>
24. None	<b>1</b>
25. Others	<b>4</b>

26. DK/Refused/Don't remember

7

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

	OCT 2012	NOV II 2012	DEC 2012	JAN 2013
1. More favorable	<b>45</b>	<b>49</b>	<b>40</b>	<b>41</b>
2. Less favorable	<b>39</b>	<b>41</b>	<b>46</b>	<b>47</b>
3. No difference (DO NOT READ)	<b>15</b>	<b>10</b>	<b>13</b>	<b>13</b>

**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?**

	OCT 2012	NOV II 2012	DEC 2012	JAN 2013
1. Republican	<b>44</b>	<b>43</b>	<b>42</b>	<b>41</b>
2. Lean Republican	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>
3. Undecided	<b>5</b>	<b>4</b>	<b>5</b>	<b>6</b>
4. Lean Democrat	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
5. Democrat	<b>44</b>	<b>47</b>	<b>47</b>	<b>44</b>
6. Don't Know/Refused (DO NOT READ)	<b>2</b>	<b>3</b>	<b>3</b>	<b>4</b>
TOTAL REPUBLICAN	<b>47</b>	<b>44</b>	<b>43</b>	<b>43</b>
TOTAL DEMOCRAT	<b>46</b>	<b>49</b>	<b>49</b>	<b>46</b>

**(ROTATE Q19-20)**

**19. What is the first thing that comes to mind when you hear the term "Republicans in Congress"?**

1. Tea Party/conservative	<b>7</b>
2. Fiscally responsible/balance budget/cut/control spending	<b>4</b>
3. Blocking/obstructionists/don't compromise/stubborn against Obama	<b>15</b>
4. General positive mentions (i.e. do a good job, do the right thing)	<b>8</b>

5. General negative mentions (i.e. liars, corrupt, not doing a good job)	<b>24</b>
6. They are working for the economy/business/create jobs	<b>3</b>
7. Rich people/support wealthy people/don't support middle class/increasing taxes for the poor/lower taxes for the rich	<b>12</b>
8. For lower taxes/cut taxes	<b>1</b>
9. Pro-gun/Against Gun Control Amendment	<b>*</b>
10. Healthcare/Medicare	<b>1</b>
11. Reducing deficit	<b>*</b>
12. Fiscally irresponsible/no control over budget or spending	<b>1</b>
13. Racism	<b>*</b>
14. Majority/we have more Republicans in Congress than the Democrats	<b>1</b>
15. They don't have the power/their options are limited/not strong enough	<b>1</b>
16. Supporting democracy/freedom	<b>*</b>
17. Republican politicians (John Boehner, Paul Ryan, Mitt Romney, etc.)	<b>1</b>
18. They want to cut government programs/services	<b>*</b>
19. They are for less/smaller government	<b>1</b>
20. Morality (against abortion/gay marriage)	<b>*</b>
21. Old fashioned/outdated	<b>2</b>
22. None	<b>4</b>
23. Other	<b>10</b>
24. Don't know/refused	<b>10</b>

**20. What is the first thing that comes to mind when you hear the term "Democrats in Congress"?**

1. Higher/increase in taxes/fiscally irresponsible/budget/spending/more government	<b>18</b>
2. Equality/fairness	<b>3</b>
3. General negative (liars, cheaters, not doing anything)	<b>19</b>

4. Anti-gun	<b>1</b>
5. Not doing more for the economy/jobs	<b>4</b>
6. Healthcare/Obama care/Medicare	<b>4</b>
7. Minority/not enough Democrats in Congress	<b>1</b>
8. They are for the low income people/middle class/for the people	<b>12</b>
9. Socialism	<b>2</b>
10. Liberal	<b>5</b>
11. Willing to compromise	<b>1</b>
12. Stubborn/unwilling to compromise	<b>2</b>
13. Deficit/debt	<b>2</b>
14. General positive (good, doing a good job, etc.)	<b>9</b>
15. Education	<b>1</b>
16. Moral Issues (abortion, same sex marriage, etc.)	<b>1</b>
17. Democrat politicians (Nancy Pelosi, etc.)	<b>1</b>
18. Obama/they support Obama	<b>2</b>
19. None	<b>6</b>
20. Other	<b>8</b>
21. Don't know/refused	<b>9</b>

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

	AUG 2012	SEP 2012	OCT 2012	JAN 2013
1. President Obama	<b>45</b>	<b>48</b>	<b>45</b>	<b>53</b>
2. Republicans in Congress	<b>46</b>	<b>45</b>	<b>47</b>	<b>35</b>
3. Don't Know/Refused (DO NOT READ)	<b>9</b>	<b>7</b>	<b>8</b>	<b>11</b>

## DEBT LIMIT

**22. The debt ceiling for the nation was reached at the end of December, meaning the country will not be able to borrow money to fund the government at its current level by the end of February. Would you favor or oppose increasing the debt ceiling?**

1. Favor	<b>34</b>
2. Oppose	<b>58</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>8</b>

**23. If you knew that not increasing the nation's debt ceiling would mean major reductions in Medicare, Education, Defense, and other government programs, would you favor or oppose increasing the debt ceiling?**

1. Favor	<b>37</b>
2. Oppose	<b>54</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>9</b>

**I am going to read you a series of statements. For each please tell me whether you believe or do not believe the statement. (ROTATE QUESTIONS 24-29)**

**24. Cutting spending will create jobs.**

	JUN 2011	AUG 2011	JAN 2013
1. Believe	<b>38</b>	<b>39</b>	<b>37</b>
2. Do not believe	<b>57</b>	<b>51</b>	<b>53</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>5</b>	<b>9</b>	<b>10</b>

**25. Increasing government spending will create jobs.**

	DEC 2010	AUG 2011	JAN 2013
1. Believe	<b>40</b>	<b>34</b>	<b>35</b>
2. Do not believe	<b>54</b>	<b>60</b>	<b>58</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>5</b>	<b>5</b>	<b>7</b>

**26. Government spending is out of control and should be cut across the board.**

	JAN 2013
1. Believe	<b>70</b>
2. Do not believe	<b>28</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>3</b>

**27. Anything President Obama proposes Republicans automatically oppose.**

	JAN 2013
1. Believe	<b>60</b>
2. Do not believe	<b>37</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>3</b>

**28. If Congress does not raise the debt ceiling, it will be failing to meet its responsibility to pay the bills of the United States.**

	JAN 2013
1. Believe	<b>54</b>
2. Do not believe	<b>40</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>7</b>

**29. If Congress refuses to give the United States the ability to pay its bills on time, the consequences for the entire global economy could be catastrophic.**

	JAN 2013
1. Believe	<b>60</b>
2. Do not believe	<b>35</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>6</b>

**30. If the nation's debt limit is not raised, who is more responsible for that? (ROTATE)**

	JAN 2013
1. President Obama	<b>30</b>
2. Republicans in Congress	<b>51</b>
3. Don't Know/Refused (DO NOT READ)	<b>19</b>

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

	JAN 2013
1. President Obama who says he wants an increase in the debt ceiling without a debate with Congress over whether they should pay the country's bills.	<b>41</b>
2. Republicans who say that any increase in the nation's debt limit must be accompanied by spending cuts and reforms of a greater amount.	<b>52</b>
3. Don't Know ( <b>DO NOT READ</b> )	<b>7</b>

**SEQUESTRATION**

**Congress is considering whether to enact a series of spending cuts as a result of previous legislation. For each of the following items please tell me if that action is acceptable or not acceptable. (ROTATE 32-34)**

**32. Cut defense spending by 547 Billion**

	JAN 2013
1. Acceptable	<b>46</b>
2. Not acceptable	<b>47</b>
3. Don't Know/Refused (DO NOT READ)	<b>7</b>

**33. Cut spending across the board for non-defense programs by 547 billion.**

	JAN 2013
1. Acceptable	<b>48</b>
2. Not acceptable	<b>40</b>
3. Don't Know/Refused (DO NOT READ)	<b>11</b>

**34. Cut Medicare payments to providers and plans by 110 billion.**

	JAN 2013
1. Acceptable	<b>27</b>
2. Not acceptable	<b>65</b>
3. Don't Know/Refused (DO NOT READ)	<b>8</b>

Now just a few demographic questions for statistical purposes only—

**35. 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	7
2. NBC News	7
3. CBS News	5
4. Local TV news	28
5. CNN News	19
6. MSNBC/CNBC News	7
7. Fox News	18
8. CSpan	*
9. Daily newspaper	31
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	15
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	7
16. Religious radio shows	1
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	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	12
26. Don't Know/Refused <b>(DO NOT READ)</b>	5

**36. 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

**37. 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 ( <b>DO NOT READ</b> )	1

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

1. Liberal (GO TO Q38A)	21
2. Moderate (GO TO Q39)	43
3. Conservative (GO TO Q38A)	35
4. Don't Know/Refused ( <b>DO NOT READ – GO TO Q39</b> )	1

Q38a among liberals and conservatives in Q38 only

**38A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

1. Very liberal	12
2. Somewhat liberal	25
3. Very conservative	27
4. Somewhat conservative	34
5. Don't Know/Refused ( <b>DO NOT READ</b> )	2

## RESUME WITH ALL

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

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

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

1. Single, never married	20
2. Married	60
3. Separated	2
4. Divorced	8
5. Widowed	7
6. Don't Know/Refused ( <b>DO NOT READ</b> )	2

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

1. Less than 15K	10
2. 15K-30K	12
3. 30K-50K	14
4. 50K-75K	16
5. 75K-100K	15
6. Over 100K	18
7. Don't Know/Refused ( <b>DO NOT READ</b> )	15

### 42. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	24
3. Catholic	24
4. Jewish	2
5. Mormon	3
6. Atheist/Agnostic	7
7. Other	18
8. Don't Know/Refused ( <b>DO NOT READ</b> )	9

**43. 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 ( <b>DO NOT READ</b> )	1

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

1. Yes	12
2. No	81

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

1. Urban	29
2. Suburban	54
3. Rural	4

**Gender (by observation)**

1. Male	47
2. Female	53

**Region (TAKEN FROM SAMPLE)**

1. Northeast	19
2. South	28
3. Midwest	20
4. Plains/Mountains	19
5. West Coast	16