

NEW MODELS NATIONAL BRAND SURVEY
February 1-2, 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	FEB 2013
1. Right Direction	47	43	35	39	41
2. Don't Know/Refused (DO NOT READ)	6	8	10	9	10
3. Wrong Track	47	50	55	52	49

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	FEB 2013
1. Approve	51	51	52	53	52
2. Don't know/refused	2	4	6	4	5
3. Disapprove	47	45	43	43	42

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
	FEB 2013	100	34	56	10
4. Democrats in Congress	POST ELECT 2012	100	45	53	2
	NOV II	100	41	52	7

2012 DEC 2012	100	42	50	7
JAN 2013	100	41	52	7
FEB 2013	100	44	48	8

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	FEB 2013
1. Education	8	7	5	10	9
2. Social Security	5	6	8	7	9
3. Retirement and Investments	*	1	1	1	2
4. Terrorism	*	1	1	*	1
5. Healthcare/Rx	15	10	8	8	9
6. The Economy	36	33	35	31	28
7. Jobs	10	11	10	9	9
8. Taxes	2	2	6	4	2
9. Crime and Safety	*	*	2	1	1
10. Environment	2	3	2	2	2
11. National Defense/Foreign Affairs/Iraq	4	6	3	2	3
12. National Deficit/Spending	8	10	11	15	13
13. Energy	1	2	1	*	1
14. Gas prices	*	1	1	*	1
15. Immigration	1	2	1	3	3
16. Other	6	3	2	3	2
17. Don't know/Refused	1	4	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	POST ELECT 2012	49	48
	NOV II 2012	45	46
	DEC 2012	44	47
	JAN 2013	43	45
	FEB 2013	43	44
7. Jobs	POST ELECT 2012	51	48
	NOV II 2012	45	45
	DEC 2012	43	49
	JAN 2013	40	46
	FEB 2013	42	45
8. Health Care/RX	OCT 2012	43	50
	NOV II 2012	39	49
	DEC 2012	38	51
	JAN 2013	37	49
	FEB 2013	38	51
9. Energy and gas prices	OCT 2012	48	42
	NOV II 2012	43	45
	DEC 2012	42	45
	JAN 2013	40	45
	FEB 2013	42	43
10. Taxes	OCT 2012	49	44
	NOV II 2012	44	46
	DEC 2012	44	47
	JAN 2013	39	48
	FEB 2013	46	44
11. Budget/Deficit	DEC 2012	45	44
	JAN 2013	45	41
	FEB 2013	45	43

(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	FEB 2013
1. Yes (GO TO Q13)	37	35	51	52	41
2. No (GO TO Q15)	60	64	48	47	57
3. DK/Refused (DO NOT READ – GO TO Q15)	3	1	1	1	2

13. What was it?

1. About the national debt/debt ceiling/raising the debt limit	12
2. About taxes	7
3. Increase taxes	1
4. Cutting taxes/not increasing taxes	1
5. About Social Security/cutting Social Security/health care/cutting Medicare/cutting social services and programs	4
6. About the deficit issues/reducing deficit/budget/balancing budget	15
7. About the economy/jobs	7
8. About spending/cut spending/control spending/reduce spending	4
9. It's the same as what the Democrats are doing/not doing anything/not doing enough	4
10. They are opposing the President/against Obama/blocking everything/not compromising	14
11. They are trying to help people/they are trying to make the world better/doing the best they can	4
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	4
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	1
16. About issues on immigration/immigrants	9
17. About energy/oil drilling issues	*
18. They are trying to pass a bill/proposal/ preparing for their congressional convention/meeting	4
19. Issues/attacks in Libya/they're investigating the attack	1
20. About education	1
21. About military/veterans	-
22. About the Fast and Furious investigation	-
23. Fiscal cliff	8
24. Gun control	21
25. None	*
26. Other	9
27. DK	13

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

	OCT 2012	NOV II 2012	DEC 2012	JAN 2013	FEB 2013
1. More favorable	40	48	32	33	43
2. Less favorable	51	42	57	57	46
3. No difference (DO NOT READ)	9	10	11	10	11

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	FEB 2013
1. Yes (GO TO Q16)	35	35	48	53	42
2. No (GO TO Q17)	63	64	51	46	56
3. DK/Refused (DO NOT READ – GO TO Q17)	2	1	1	1	1

16. What was it?

1. They want to raise taxes/increase taxes for the wealthy/rich	3
2. About the debt ceiling/national debt/government borrowing money/trying to raise debt limit	7
3. About the budget/balancing it/budget issues/about the deficit	10
4. About the economy/economic issues/jobs/job creation	7
5. Not doing anything good for the country/not doing their jobs/same things as Republicans/not doing what they're supposed to	4
6. About taxes/working on taxes	6
7. About health care/Medicare/making it available for everyone/Social Security	8
8. Cut/control/reduce spending	1
9. More/increase spending	2
10. Disagreement/opposition between both parties/not united/not compromising	2
11. Trying to compromise/trying to do what is right for the people	5
12. About the president/Obama and what he is doing for the country	2

13. About gas/energy pricing situation/trying to lower it	2
14. About defense/military	3
15. Trying to do what is right for the people/doing things the right way	2
16. About issues on immigration/immigrants	12
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	1
19. Trying to pass a bill/proposal	6
20. About education/schools	1
21. About rape/abortion/women's rights/protecting it	2
22. About the fiscal cliff	6
23. About gun control	37
24. None	1
25. Others	6
26. DK/Refused/Don't remember	12

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

	OCT 2012	NOV II 2012	DEC 2012	JAN 2013	FEB 2013
1. More favorable	45	49	40	41	44
2. Less favorable	39	41	46	47	42
3. No difference (DO NOT READ)	15	10	13	13	14

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	FEB 2013
1. Republican	44	43	42	41	41
2. Lean Republican	3	1	1	2	3

3. Undecided	5	4	5	6	5
4. Lean Democrat	2	2	2	2	1
5. Democrat	44	47	47	44	46
6. Don't Know/Refused (DO NOT READ)	2	3	3	4	4
TOTAL REPUBLICAN	47	44	43	43	44
TOTAL DEMOCRAT	46	49	49	46	47

I am going to read a series of descriptions. For each please tell me if it describes (ROTATE) Republicans in Congress or Democrats in Congress. (ROTATE LIST Q19-24)

19. Listens to people

	FEB 2013
1. Republicans in Congress	30
2. Democrats in Congress	52
3. Don't Know/Refused (DO NOT READ)	18

20. Cares about people like me

	FEB 2013
1. Republicans in Congress	37
2. Democrats in Congress	48
3. Don't Know/Refused (DO NOT READ)	15

21. Solves problems

	FEB 2013
1. Republicans in Congress	37
2. Democrats in Congress	40
3. Don't Know/Refused (DO NOT READ)	24

22. Offers policies that promote economic growth

	FEB 2013
1. Republicans in Congress	46
2. Democrats in Congress	42

3. Don't Know/Refused (DO NOT READ) **13**

23. Understands problems people face

	FEB 2013
1. Republicans in Congress	31
2. Democrats in Congress	52
3. Don't Know/Refused (DO NOT READ)	16

24. Best able to lead the country in the future

	FEB 2013
1. Republicans in Congress	42
2. Democrats in Congress	45
3. Don't Know/Refused (DO NOT READ)	13

Do you believe or not believe the following statements. (ROTATE Q25-26)

25. Cutting spending will promote economic growth.

	FEB 2013
1. Believe	60
2. Do not believe	36
3. Don't Know/Refused (DO NOT READ)	4

26. Passing a budget will promote economic growth.

	FEB 2013
1. Believe	69
2. Do not believe	23
3. Don't Know/Refused (DO NOT READ)	7

27. In 2011, President Obama proposed a series of mandatory spending cuts called a sequester to help reduce the deficit, and this was passed by Congress as part of the 2011 debt limit agreement and scheduled to take effect March 1. Who do you agree with more? (ROTATE)

	FEB 2013
1. Republicans who say the President's sequester should be replaced with other more responsible spending cuts that will help put the country on a path to a balanced budget within 10 years	52
2. Democrats who say the cuts should be replaced with revenue increases or postponed to avoid damaging the economy.	40
3. Don't Know/Refused (DO NOT READ)	9

Turning to a different topic...

28. Generally speaking, would you say the public discourse about politics and issues is headed in the right direction, or are things seriously headed off on the wrong track?

	FEB 2013
1. Right Direction	36
2. Don't Know/Refused (DO NOT READ)	8
3. Wrong Track	56

29. In thinking about how you get information these days, which statement do you agree with more? (ROTATE)

	FEB 2013
1. There is not enough reliable information available to make decisions about issues and politics	35
2. There is so much information being directed at me that many times I have trouble finding reliable information that I can trust to be accurate	54
3. Don't Know/Refused (DO NOT READ)	11

30. Generally speaking, would you say that the news media is (ROTATE) helping, hurting or having no impact on the country?

	FEB 2013
1. Helping	23
2. Hurting	60

3. No impact	11
4. Don't Know/Refused (DO NOT READ)	5

31. Generally speaking, would you say that campaign ads are (ROTATE) helping, hurting or having no impact on the country?

	FEB 2013
1. Helping	13
2. Hurting	57
3. No impact	25
4. Don't Know/Refused (DO NOT READ)	4

32. In the last election, in thinking about the information and stories you heard from the news media, would you say that it did or did not provide you with right information you were looking for to make decisions?

	FEB 2013
1. Did	38
2. Did not	59
3. Don't Know/Refused (DO NOT READ)	4

33. In the last election, in thinking about the information you heard from campaigns, would you say that it did or did not provide you with right information you were looking for to make decisions?

	FEB 2013
1. Did	36
2. Did not	60
3. Don't Know/Refused (DO NOT READ)	5

34. In thinking about the news media, which statement do you agree with more? (ROTATE)

	FEB 2013
1. News is generally fact-based and credible	21
2. News has become like entertainment and too influenced by special interests	75
3. Don't Know/Refused (DO NOT READ)	5

35. In thinking about the role of people like you in the political and public policy discourse about issues, do you think your voice is heard effectively?

	FEB 2013
1. Yes	27
2. No	71
3. Don't Know/Refused (DO NOT READ)	2

36. Do you think there are or are not enough ways for you to make your voice is heard effectively?

	FEB 2013
1. Are	33
2. Are not	64
3. Don't Know/Refused (DO NOT READ)	4

**37. How much time do you spend on social media like Facebook and Twitter per week?
(DO NOT READ OPTIONS – CODE AS FOLLOWS)**

	FEB 2013
1. 10 hours or more	13
2. 6-9 hours	5
3. 3-5 hours	10
4. 1-2 hours	17
5. Less than an hour	12
6. Do not use social media	40
7. Don't Know/Refused (DO NOT READ)	2

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	7
2. NBC News	6
3. CBS News	4
4. Local TV news	25
5. CNN News	16
6. MSNBC/CNBC News	6
7. Fox News	19
8. CSpan	*
9. Daily newspaper	29
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	15
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	13
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	6
16. Religious radio shows	1
17. Talk radio like Rush Limbaugh	3
18. General radio news station	4
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	12
26. Don't Know/Refused (DO NOT READ)	4

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 Q41 only

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

1. Very liberal	13
2. Somewhat liberal	24
3. Very conservative	27
4. Somewhat conservative	35
5. Don't Know/Refused (DO NOT READ)	1

RESUME WITH ALL

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

1. Yes	34
2. No	66
3. Don't Know/Refused (DO NOT READ)	*

43. What is your current marital status?

1. Single, never married	20
2. Married	58
3. Separated	2
4. Divorced	11
5. Widowed	8
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	13
2. 15K-30K	12
3. 30K-50K	14
4. 50K-75K	15
5. 75K-100K	11
6. Over 100K	18
7. Don't Know/Refused (DO NOT READ)	17

45. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	24
3. Catholic	21
4. Jewish	2
5. Mormon	3
6. Atheist/Agnostic	8
7. Other	19
8. Don't Know/Refused (DO NOT READ)	9

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	13
2. No	82

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

1. Urban	31
2. Suburban	50
3. Rural	3

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	29
3. Midwest	20
4. Plains/Mountains	18
5. West Coast	15