

NEW MODELS NATIONAL BRAND SURVEY
April 27-28, 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?

	DEC 2012	JAN 2013	FEB 2013	MAR 2013	APR 2013
1. Right Direction	35	39	41	36	39
2. Don't Know/Refused (DO NOT READ)	10	9	10	8	8
3. Wrong Track	55	52	49	56	53

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

	DEC 2012	JAN 2013	FEB 2013	MAR 2013	APR 2013
1. Approve	52	53	52	48	52
2. Don't know/refused	6	4	5	4	5
3. Disapprove	43	43	42	48	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	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
	MAR 2013	100	35	59	7
	APR 2013	100	31	58	11
	4. Democrats in	NOV II	100	41	52

Congress	2012 DEC	2012 JAN	2013 FEB	2013 MAR	2013 APR
	100	42	50	7	7
	100	41	52	7	7
	100	44	48	8	8
	100	38	56	6	6
	100	41	50	9	9
5. CNN	APR 2013	97	42	31	23
6. MSNBC	APR 2013	95	46	27	21
7. Fox News	APR 2013	98	48	37	13

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

	DEC 2012	JAN 2012	FEB 2013	MAR 2013	APR 2013
1. Education	5	10	9	8	9
2. Social Security	8	7	9	9	10
3. Retirement and Investments	1	1	2	1	1
4. Terrorism	1	*	1	*	2
5. Healthcare/Rx	8	8	9	8	9
6. The Economy	35	31	28	27	28
7. Jobs	10	9	9	9	10
8. Taxes	6	4	2	4	2
9. Crime and Safety	2	1	1	2	2
10. Environment	2	2	2	2	1
11. National Defense/Foreign Affairs	3	2	3	6	3
12. National Deficit/Spending	11	15	13	16	10
13. Energy	1	*	1	1	1
14. Gas prices	1	*	1	2	1
15. Immigration	1	3	3	2	5
16. Other	2	3	2	2	2
17. Don't know/Refused	4	3	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
9. The Economy	NOV II 2012	45	46
	DEC 2012	44	47
	JAN 2013	43	45
	FEB 2013	43	44
	MAR 2013	46	43
	APR 2013	41	47
10. Jobs	NOV II 2012	45	45
	DEC 2012	43	49
	JAN 2013	40	46
	FEB 2013	42	45
	MAR 2013	42	46
	APR 2013	39	49
11. Health Care/RX	NOV II 2012	39	49
	DEC 2012	38	51
	JAN 2013	37	49
	FEB 2013	38	51
	MAR 2013	38	50
	APR 2013	37	53
12. Energy and gas prices	NOV II 2012	43	45
	DEC 2012	42	45
	JAN 2013	40	45
	FEB 2013	42	43
	MAR 2013	44	43
	APR 2013	39	46
13. Taxes	NOV II 2012	44	46
	DEC 2012	44	47
	JAN 2013	39	48
	FEB 2013	46	44
	MAR 2013	48	42
	APR 2013	43	46
14. Budget/Deficit	DEC 2012	45	44
	JAN 2013	45	41
	FEB 2013	45	43
	MAR 2013	47	40
	APR 2013	44	44
15. Immigration	MAR 2013	40	47
	APR 2013	40	47

16. 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?

	DEC 2012	JAN 2013	FEB 2013	MAR 2013	APR 2013
1. Republican	42	41	41	41	39
2. Lean Republican	1	2	3	3	3
3. Undecided	5	6	5	8	6
4. Lean Democrat	2	2	1	3	3
5. Democrat	47	44	46	43	47
6. Don't Know/Refused (DO NOT READ)	3	4	4	3	2
TOTAL REPUBLICAN	43	43	44	44	42
TOTAL DEMOCRAT	49	46	47	46	50

17. In thinking more specifically about how the economy is doing, which comes closer to your view? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

	MAR 2012	JUL 2012	POST ELECT 2012	APR 2013
1. The economy is getting better, but the rate of progress is still unacceptable	40	43	39	43
2. The economy is getting better, and the rate of progress is acceptable	26	20	29	26
3. The economy is not getting better at all	32	36	31	28
4. Don't Know/Refused (DO NOT READ)	2	1	*	3

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

	SEP 2012	OCT 2012	JAN 2013	APR 2013
1. President Obama	48	45	53	51
2. Republicans in Congress	45	47	35	38
3. Don't Know/Refused (DO NOT READ)	7	8	11	11

Do you believe or not believe the following statements. (ROTATE STATEMENTS Q19-22)

19. Additional tax increases on the wealthy are needed to help reduce the deficit.

1. Believe	58
2. Do not believe	38
3. Don't Know/Refused (DO NOT READ)	4

20. The United States is the best place in the world to run a business.

1. Believe	72
2. Do not believe	20
3. Don't Know/Refused (DO NOT READ)	7

21. Countries who have lower business tax rates have a competitive advantage over countries that have higher business tax rates.

1. Believe	60
2. Do not believe	26
3. Don't Know/Refused (DO NOT READ)	14

22. Lowering taxes will benefit the economy.

	MAY 2008	APR 2013
1. Believe	60	57
2. Do not believe	36	36
3. Don't Know/Refused (DO NOT READ)	4	7

23. Do you think that government policies make it (ROTATE) easier, harder or have no impact on running a business?

1. Easier	12
2. Harder	63
3. No impact	17
4. Don't Know/Refused (DO NOT READ)	9

24. In thinking about services that government provides, do you feel that as a taxpayer, you are or are not getting an adequate return on investment for taxes you pay?

1. Are	37
2. Are not	56
3. Don't Know/Refused (DO NOT READ)	7

25. When you hear the term "tax reform", do you think that means...(ROTATE)

1. Increasing taxes on the wealthy	46
2. Lowering the tax rate for businesses	35
3. Don't Know/Refused (DO NOT READ)	19

26. In thinking about the potential impact of an immigration bill on the nation's economy, do you think that passing an immigration policy would (ROTATE) help the economy, hurt the economy, or have no impact on the economy?

1. Help the economy	45
2. Hurt the economy	27
3. Have no impact on the economy	17
4. Don't Know/Refused (DO NOT READ)	11

27. In thinking about the potential impact of an immigration policy on the nation's security, do you think that passing an immigration policy would help the country be (ROTATE) more secure, less secure, or have no impact on the security of the country?

1. More secure	41
2. Less secure	19
3. Have no impact on the security of the country	32
4. Don't Know/Refused (DO NOT READ)	8

28. Do you think the President's health care law is having a (ROTATE) positive impact, negative impact or having no impact on the state of health care?

1. Positive	34
2. Negative	45
3. No impact	15
4. Don't Know/Refused (DO NOT READ)	6

Now just a few demographic questions for statistical purposes only—

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	4
4. Local TV news	17
5. CNN News	18
6. MSNBC/CNBC News	9
7. Fox News	20
8. CSpan	*
9. Daily newspaper	19
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	9
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	9
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	6
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	2
18. General radio news station	2
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	1
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	14
26. Don't Know/Refused (DO NOT READ)	14

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	13
2. Somewhat liberal	23
3. Very conservative	30
4. Somewhat conservative	32
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	32
2. No	67
3. Don't Know/Refused (DO NOT READ)	1

34. What is your current marital status?

1. Single, never married	26
2. Married	54
3. Separated	2
4. Divorced	9
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	11
2. 15K-30K	12
3. 30K-50K	14
4. 50K-75K	14
5. 75K-100K	12
6. Over 100K	19
7. Don't Know/Refused (DO NOT READ)	16

36. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	11
3. Catholic	24
4. Jewish	1
5. Mormon	2
6. Atheist/Agnostic	8
7. Other	30
8. Don't Know/Refused (DO NOT READ)	12

37. 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

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

1. Yes	10
2. No	86

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

1. Urban	32
2. Suburban	47
3. Rural	22

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	27
3. Midwest	20
4. Plains/Mountains	21
5. West Coast	15