

NEW MODELS NATIONAL BRAND SURVEY

Total = 1000 RV

December 28-29, 2013

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?

	JAN 2013	FEB 2013	MAR 2013	APR 2013	MAY 2013	JUL I 2013	JUL II 2013	SEP 2013	OCT 2013	NOV 2013	DEC 2013
1. Right Direction	39	41	36	39	40	34	37	30	14	31	35
2. Don't Know/Refused (DO NOT READ)	9	10	8	8	7	10	10	9	8	8	7
3. Wrong Track	52	49	56	53	54	56	53	61	77	61	58

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

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

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	JAN 2013	100	27	64	9
	FEB 2013	100	34	56	10
	MAR 2013	100	35	59	7
	APR 2013	100	31	58	11
	MAY	100	35	56	8

	2013 JUL I	100	34	58	8
	2013 JUL II	100	31	60	9
	2013 SEPT	100	29	60	11
	2013 OCT	100	30	64	6
	2013 NOV	100	29	61	10
	2013 DEC	100	30	63	7
4. Democrats in Congress	2013 JAN	100	41	52	7
	2013 FEB	100	44	48	8
	2013 MAR	100	38	56	6
	2013 APR	100	41	50	9
	2013 MAY	100	39	54	7
	2013 JUL I	100	38	55	7
	2013 JUL II	100	44	49	7
	2013 SEPT	100	38	55	7
	2013 OCT	100	38	56	6
	2013 NOV	100	36	55	9
	2013 DEC	100	36	58	5
	5. George W. Bush	Post-Election 2004	100	53	46
DEC 2013		100	44	48	8
6. Barack Obama	Post-Election 2008	100	58	40	2
	DEC 2013	100	46	52	2

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

	JAN 2013	FEB 2013	MAR 2013	APR 2013	MAY 2013	JUL I 2013	JUL II 2013	SEP 2013	OCT 2013	NOV 2013	DEC 2013
1. Education	10	9	8	9	8	10	9	9	7	6	9
2. Social Security	7	9	9	10	9	8	8	9	7	8	8
3. Retirement and Investments	1	2	1	1	1	1	1	1	*	2	1

4. Terrorism	*	1	*	2	1	2	1	*	*	1	1
5. Healthcare/Rx	8	9	8	9	10	9	10	12	14	11	10
6. The Economy	31	28	27	28	27	29	31	26	31	29	31
7. Jobs	9	9	9	10	10	8	8	8	7	10	11
8. Taxes	4	2	4	2	2	3	2	2	3	3	1
9. Crime and Safety	1	1	2	2	2	2	1	1	1	*	1
10. Environment	2	2	2	1	2	3	2	2	2	3	3
11. National Defense/Foreign Affairs	2	3	6	3	5	3	4	5	4	2	5
12. National Deficit/Spending	15	13	16	10	11	9	10	10	12	11	9
13. Energy	*	1	1	1	1	1	1	1	1	*	*
14. Gas prices	*	1	2	1	1	2	1	1	*	*	1
15. Immigration	3	3	2	5	2	5	3	3	2	4	2
16. Other	3	2	2	2	4	3	6	4	5	5	5
17. Don't know/Refused	3	4	3	3	3	4	3	4	4	4	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
JAN 2013	43	45
FEB 2013	43	44
MAR 2013	46	43
APR 2013	41	47
MAY 2013	43	46
8. The Economy		
JUL I 2013	43	42
JUL II 2013	40	47
SEPT 2013	45	45
OCT 2013	44	44
NOV 2013	46	44
DEC 2013	45	45
JAN 2013	40	46
FEB 2013	42	45
MAR 2013	42	46
APR 2013	39	49
9. Jobs		
MAY 2013	41	48
JUL I 2013	44	41
JUL II 2013	39	49
SEPT 2013	43	48
OCT 2013	42	46

	NOV 2013	44	45
	DEC 2013	43	46
	JAN 2013	37	49
	FEB 2013	38	51
	MAR 2013	38	50
	APR 2013	37	53
	MAY 2013	40	49
10. 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
	DEC 2013	41	48
	JAN 2013	40	45
	FEB 2013	42	43
	MAR 2013	44	43
	APR 2013	39	46
	MAY 2013	41	45
11. 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
	DEC 2013	44	44
	JAN 2013	39	48
	FEB 2013	46	44
	MAR 2013	48	42
	APR 2013	43	46
	MAY 2013	45	44
12. Taxes	JUL I 2013	47	38
	JUL II 2013	42	46
	SEPT 2013	48	42
	OCT 2013	47	43
	NOV 2013	47	42
	DEC 2013	47	43
	JAN 2013	45	41
	FEB 2013	45	43
	MAR 2013	47	40
	APR 2013	44	44
	MAY 2013	45	44
13. Budget/Deficit	JUL I 2013	48	38
	JUL II 2013	45	40
	SEPT 2013	47	41
	OCT 2013	44	43
	NOV 2013	47	40
	DEC 2013	47	42

(ROTATE 14-16 and 17-19)

14. 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	DEC 2013
1. Yes (GO TO Q15)	35	51	52	41	49	36	40	71	40	37
2. No (GO TO Q17)	64	48	47	57	50	63	58	28	58	62
3. DK/Refused (DO NOT READ – GO TO Q17)	1	1	1	2	1	2	2	1	2	1

15. What was it?

1. About the national debt/debt ceiling/raising the debt limit	2
2. Decreasing debts/against raising debt limit	-
3. About taxes	1
4. Increase taxes	*
5. Cutting taxes/not increasing taxes	1
6. About social security/cutting social security	1
7. About deficit issues	1
8. About the budget/balancing the budget	30
9. About the economy	3
10. About spending	3
11. Cut spending/control spending/reduce spending	1
12. It's the same thing with what the Democrats are doing	2
13. About health care/Medicare/cut down on Medicare/Obamacare	28
14. About jobs	6
15. They are not doing anything/not doing enough	1
16. They are opposing the President/they are against Obama	3
17. They are blocking everything/not compromising	3
18. They are trying to help people/make the world better/doing the best they can	1
19. They favor the rich/not helping normal people/middle class people	1
20. It's about campaigns/election/nominations	1
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	2
23. They only think about their interests/don't care for the country	-
24. About rape/abortion/women's rights issues	*
25. About issues on immigrants/immigrations	3
26. About energy/oil/drilling issues	*
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	1
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	1
41. Issues about the IRS	*
42. Issues regarding scandals in the White House	*
43. About the issues in Syria	1
44. They are compromising	3
45. Working on the issues of foreign affairs	1
46. About the government shutdown	4
47. About Benghazi	1
48. None	-
49. Other	8
50. DK	10

**16. 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	SEP 2013	OCT 2013	NOV 2013	DEC 2013
1. More favorable	48	32	33	43	42	40	40	35	44	50
2. Less favorable	42	57	57	46	51	48	51	59	44	39
3. No difference (DO NOT READ)	10	11	10	11	7	12	10	6	12	12

17. 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	SEP 2013	OCT 2013	NOV 2013	DEC 2013
1. Yes (GO TO Q18)	35	48	53	42	44	34	40	62	42	34
2. No (GO TO Q20)	64	51	46	56	55	64	58	37	57	65
3. DK/Refused (DO NOT READ – GO TO Q20)	1	1	1	1	1	2	2	1	1	1

18. What was it?

1. They want to raise taxes/increase taxes for the wealthy/rich	*
2. About the debt ceiling/national debt/government borrowing money/trying to raise debt limit	*
3. About the budget/balancing it/budget issues/about the deficit	23
4. About the economy/economic issues/jobs/job creation	14
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	*
7. About taxes/working on taxes	1
8. About the deficit/trying to do something about it/fix it	*
9. About health care/Medicare/making it available for everyone	36
10. Cut/control/reduce spending	*
11. More/increase spending	2

12. Same thing with Republicans	2
13. Disagreement/opposition between both parties/not united/not compromising	1
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	1
18. About defense/military	1
19. About issues on immigration/immigrants	5
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	1
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	2
31. They are doing a good job	1
32. Issues about IRS	*
33. Issues regarding what happened in Benghazi/Libya	*
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	-
38. About government shutdown	2
39. About Filibuster reform/trying to abolish Filibuster/change the voting	2
40. Working on Foreign policy/issues on Iran/nuclear options	1
41. Website Issues	2
42. None	-
43. Others	8
44. DK/Refused/Don't remember	12

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

RESUME WITH ALL

20. 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	SEP 2013	OCT 201 3	NOV 2013	DEC 2013
1. Republican	41	41	41	39	41	42	38	44	42	43	43
2. Lean Republican	2	3	3	3	3	3	3	2	2	2	2
3. Undecided	6	5	8	6	6	7	6	4	5	5	4
4. Lean Democrat	2	1	3	3	3	1	3	2	3	2	3
5. Democrat	44	46	43	47	44	44	47	45	46	44	43
6. Don't Know/Refused (DO NOT READ)	4	4	3	2	3	2	4	3	2	3	4
TOTAL REPUBLICAN	43	44	44	42	44	45	41	46	44	45	46
TOTAL DEMOCRAT	46	47	46	50	46	46	49	47	49	47	46

POLICY SECTION

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	DEC 2013
1. Favor	45	43	47	46	48	46	41	39
2. Oppose	49	47	47	49	50	50	53	51
3. Don't Know/Refused (DO NOT READ)	6	9	6	14	3	4	6	10

**22. Which of the following issues could generate the most economic growth? (ROTATE)
COMBINED CHOICES**

1. Tax reform	53
2. Energy	29
3. Trade	18

4. Government investing in infrastructure	32
5. Cutting government spending	55
6. Don't Know/Refused (DO NOT READ)	9

A. What is your first choice?

1. Tax reform	24
2. Energy	11
3. Trade	9
4. Government investing in infrastructure	15
5. Cutting government spending	36
6. Don't Know/Refused (DO NOT READ)	5

B. What is your second choice?

1. Tax reform	29
2. Energy	18
3. Trade	9
4. Government investing in infrastructure	17
5. Cutting government spending	19
6. Don't Know/Refused (DO NOT READ)	3

23. Which statement do you agree with more? (ROTATE)

1. Individual tax reform is needed, but business tax reform is more important	12
2. Business tax reform is needed, but individual tax reform is more important	9
3. Both individual and business tax reform are very important	73
4. Don't Know/Refused (DO NOT READ)	5

24. Do you favor or oppose the recent budget agreement in Congress? (ROTATE)

1. Favor	39
2. Oppose	39
3. Don't Know/Refused (DO NOT READ)	22

25. Do you believe or not believe this statement: Business tax reform is central to getting the economy moving.

1. Believe	64
2. Do not believe	30
3. Don't Know/Refused (DO NOT READ)	6

26. Do you think the Republican Party's economic policy is more focused on (ROTATE) economic growth or cutting spending and austerity?

	March 2013	Dec 2013
1. Economic growth	39	34
2. Cutting spending and austerity	46	51
3. Don't Know/Refused (DO NOT READ)	15	15

27. Which of the following should Congress focus on more? (ROTATE)

1. Stopping bad policies	29
2. Getting things done	68
3. Don't Know/Refused (DO NOT READ)	3

28. Do you believe your Member of Congress is part of the problem in Washington, DC, or is working to find solutions to the problems we face? (ROTATE)

1. Part of the problem	43
2. Working to find solutions to the problems we face	47

3. Don't Know/Refused **(DO NOT READ)** **10**

29. Do you believe or not believe this statement: If the unemployment rate goes down, that will help wages to increase.

1. Believe	49
2. Do not believe	45
3. Don't Know/Refused (DO NOT READ)	5

30. What should Republicans in Congress focus on more? (ROTATE)

1. Being a check and balance on President Obama	27
2. Proposing policies to improve the economy	67
3. Don't Know/Refused (DO NOT READ)	6

Now just a few demographic questions for statistical purposes only—

31. 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	8
3. CBS News	6
4. Local TV news	24
5. CNN News	17
6. MSNBC/CNBC News	4
7. Fox News	18
8. CSpan	*
9. Daily newspaper	31
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, nytimes.com, and TV station websites	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	*
15. National Public Radio	6
16. Religious radio shows	*
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	*
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)	7

32. 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

33. 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

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

1. Liberal (GO TO Q34A)	21
2. Moderate (GO TO Q35)	43
3. Conservative (GO TO Q34A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q35)	1

Q34a among liberals and conservatives in Q34 only

34A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	12
2. Somewhat liberal	25
3. Very conservative	26
4. Somewhat conservative	36
5. Don't Know/Refused (DO NOT READ)	1

RESUME WITH ALL

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

1. Yes	35
2. No	64
3. Don't Know/Refused (DO NOT READ)	1

36. What is your current marital status?

1. Single, never married	24
2. Married	52
3. Separated	3
4. Divorced	11
5. Widowed	8
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	10
2. 15K-30K	13
3. 30K-50K	14
4. 50K-75K	14
5. 75K-100K	10
6. Over 100K	20
7. Don't Know/Refused (DO NOT READ)	18

38. What is your religion?

1. Evangelical/Fundamentalist Protestant	12
2. Mainline Protestant	22
3. Catholic	23
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	9
7. Other	23
8. Don't Know/Refused (DO NOT READ)	9

39. 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

40. 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	47
3. Rural	21

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	28
3. Midwest	20
4. Plains/Mountains	19
5. West Coast	19