

NEW MODELS NATIONAL BRAND SURVEY
N = 1000 RV NATIONWIDE
July 31-August 1, 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
1. Right Direction	39	41	36	39	40	34	37
2. Don't Know/Refused (DO NOT READ)	9	10	8	8	7	10	10
3. Wrong Track	52	49	56	53	54	56	53

- 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
1. Approve	53	52	48	52	50	45	50
2. Don't Know/Refused (DO NOT READ)	4	5	4	5	4	6	5
3. Disapprove	43	42	48	43	46	49	46

- 3. In thinking back to when George W. Bush was president, would you say that you approved or disapproved of the job he did as President?**

1. Approve	40
2. Don't know/refused	7
3. Disapprove	54

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?) (ROTATE Q3-Q4)

	NAME ID	FAVORABLE	UNFAVORABLE	NO OPINION		
4. 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 2013	100	35	56	8	
	JUL I 2013	100	34	58	8	
	JUL II 2013	100	31	60	9	
	5. Democrats in Congress	JAN 2013	100	41	52	7
		FEB 2013	100	44	48	8
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	

6. 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
1. Education	10	9	8	9	8	10	9
2. Social Security	7	9	9	10	9	8	8
3. Retirement and Investments	1	2	1	1	1	1	1
4. Terrorism	*	1	*	2	1	2	1
5. Healthcare/Rx	8	9	8	9	10	9	10
6. The Economy	31	28	27	28	27	29	31

7. Jobs	9	9	9	10	10	8	8
8. Taxes	4	2	4	2	2	3	2
9. Crime and Safety	1	1	2	2	2	2	1
10. Environment	2	2	2	1	2	3	2
11. National Defense/Foreign Affairs	2	3	6	3	5	3	4
12. National Deficit/Spending	15	13	16	10	11	9	10
13. Energy	*	1	1	1	1	1	1
14. Gas prices	*	1	2	1	1	2	1
15. Immigration	3	3	2	5	2	5	3
16. Other	3	2	2	2	4	3	6
17. Don't know/Refused	3	4	3	3	3	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	
7. The Economy	JAN 2013	43	45
	FEB 2013	43	44
	MAR 2013	46	43
	APR 2013	41	47
	MAY 2013	43	46
	JUL I 2013	43	42
	JUL II 2013	40	47
	8. Jobs	JAN 2013	40
FEB 2013		42	45
MAR 2013		42	46
APR 2013		39	49
MAY 2013		41	48
JUL I 2013		44	41
JUL II 2013		39	49
9. Health Care/RX		JAN 2013	37
	FEB 2013	38	51
	MAR 2013	38	50
	APR 2013	37	53
	MAY 2013	40	49
	JUL I 2013	40	48
	JUL II 2013	37	50
	10. Energy and gas prices	JAN 2013	40
FEB 2013		42	43
MAR 2013		44	43
APR 2013		39	46
MAY 2013		41	45

	JUL I 2013	42	42
	JUL II 2013	38	44
	JAN 2013	39	48
	FEB 2013	46	44
	MAR 2013	48	42
11. Taxes	APR 2013	43	46
	MAY 2013	45	44
	JUL I 2013	47	38
	JUL II 2013	42	46
	JAN 2013	45	41
	FEB 2013	45	43
	MAR 2013	47	40
12. Budget/Deficit	APR 2013	44	44
	MAY 2013	45	44
	JUL I 2013	48	38
	JUL II 2013	45	40
13. Education	JUL II 2013	31	54
14. Defense/Foreign Affairs	JUL II 2013	47	41
15. Social Security	JUL II 2013	36	50
16. Tax Reform	JUL II 2013	42	45
	MAR 2013	40	47
	APR 2013	40	47
17. Immigration	JUL I 2013	41	45
	JUL II 2013	37	48

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

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

1. President Obama	50
2. Republicans in Congress	39
3. Don't Know/Refused (DO NOT READ)	10

20. Do you think increasing corporate taxes will help, hurt or have no impact on the economy? (ROTATE)

1. Help	32
2. Hurt	40
3. No impact	18
4. Don't Know/Refused (DO NOT READ)	10

BELIEF STATEMENTS

I am going to read a series of statements. For each please tell me if you believe or do not believe that statement. (ROTATE STATEMENTS Q21-28)

21. The reduction in spending has been a good first step in getting the economy back on track.

1. Believe	62
2. Do not believe	33
3. Don't Know/Refused (DO NOT READ)	5

22. Making most of the 2001 and 2003 tax cuts permanent last January has helped the economy.

1. Believe	48
2. Do not believe	40
3. Don't Know/Refused (DO NOT READ)	12

23. Republican fiscal policies have helped stabilize the economy.

1. Believe	37
2. Do not believe	54
3. Don't Know/Refused (DO NOT READ)	9

24. President Obama's plans for investments in key government programs would improve the economy.

1. Believe	46
2. Do not believe	48
3. Don't Know/Refused (DO NOT READ)	6

25. Government policy to encourage homeownership would help the economy.

1. Believe	63
2. Do not believe	31
3. Don't Know/Refused (DO NOT READ)	6

26. The President's health care law should be repealed even if there is not an alternative plan.

1. Believe	46
2. Do not believe	49
3. Don't Know/Refused (DO NOT READ)	5

27. Many people say that we need to address economic inequality in our country. Which is the better way to address that problem? (ROTATE)

1. Government policy	31
2. Private sector growth	58
3. Don't Know/Refused (DO NOT READ)	11

**28. Some Members of Congress have proposed shutting down the government as a way to defund the President's health care law. Do you favor or oppose that proposal?
(ROTATE)**

1. Favor	23
2. Oppose	71
3. 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	7
3. CBS News	5
4. Local TV news	23
5. CNN News	17
6. MSNBC/CNBC News	5
7. Fox News	15
8. CSpan	*
9. Daily newspaper	28
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	18
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	9
14. Opinion websites like Drudge Report or slate.com	2
15. National Public Radio	6
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	3
18. General radio news station	3
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	17
26. Don't Know/Refused (DO NOT READ)	8

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	24
4. Somewhat conservative	38
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	34
2. No	65
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	12
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	14
4. 50K-75K	17
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	8
2. Mainline Protestant	23
3. Catholic	23
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	6
7. Other	28
8. Don't Know/Refused (DO NOT READ)	9

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	8
2. No	87

What type of area do you live in?

1. Urban	28
2. Suburban	53
3. Rural	19

Gender (by observation)

1. Male	47
2. Female	53

Region

1. Northeast	18
2. South	28
3. Midwest	20
4. Plains/Mountains	21
5. West Coast	15