

NEW MODELS NATIONAL BRAND SURVEY
March 9-10, 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?

	NOV II 2012	DEC 2012	JAN 2013	FEB 2013	MAR 2013
1. Right Direction	43	35	39	41	36
2. Don't Know/Refused (DO NOT READ)	8	10	9	10	8
3. Wrong Track	50	55	52	49	56

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

	NOV II 2012	DEC 2012	JAN 2013	FEB 2013	MAR 2013
1. Approve	51	52	53	52	48
2. Don't know/refused	4	6	4	5	4
3. Disapprove	45	43	43	42	48

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
4. Democrats in Congress	NOV II 2012	100	41	52	7
	DEC 2012	100	42	50	7

JAN 2013	100	41	52	7
FEB 2013	100	44	48	8
MAR 2013	100	38	56	6

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

	NOV II 2012	DEC 2012	JAN 2012	FEB 2013	MAR 2013
1. Education	7	5	10	9	8
2. Social Security	6	8	7	9	9
3. Retirement and Investments	1	1	1	2	1
4. Terrorism	1	1	*	1	*
5. Healthcare/Rx	10	8	8	9	8
6. The Economy	33	35	31	28	27
7. Jobs	11	10	9	9	9
8. Taxes	2	6	4	2	4
9. Crime and Safety	*	2	1	1	2
10. Environment	3	2	2	2	2
11. National Defense/Foreign Affairs	6	3	2	3	6
12. National Deficit/Spending	10	11	15	13	16
13. Energy	2	1	*	1	1
14. Gas prices	1	1	*	1	2
15. Immigration	2	1	3	3	2
16. Other	3	2	3	2	2
17. Don't know/Refused	4	4	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
6. The Economy	NOV II 2012	45	46
	DEC 2012	44	47
	JAN 2013	43	45
	FEB 2013	43	44
	MAR 2013	46	43
7. Jobs	NOV II 2012	45	45
	DEC 2012	43	49
	JAN 2013	40	46
	FEB 2013	42	45
	MAR 2013	42	46
8. Health Care/RX	NOV II 2012	39	49
	DEC 2012	38	51
	JAN 2013	37	49
	FEB 2013	38	51
	MAR 2013	38	50
9. 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
10. Taxes	NOV II 2012	44	46
	DEC 2012	44	47
	JAN 2013	39	48
	FEB 2013	46	44
	MAR 2013	48	42
11. Budget/Deficit	DEC 2012	45	44
	JAN 2013	45	41
	FEB 2013	45	43
	MAR 2013	47	40
12. Immigration	FEB 2013	40	47

(ROTATE 13-15 and 16-18)

13. 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
1. Yes (GO TO Q14)	35	51	52	41	49
2. No (GO TO Q16)	64	48	47	57	50
3. DK/Refused (DO NOT READ – GO TO Q16)	1	1	1	2	1

14. What was it?

1. About the national debt/debt ceiling/raising the debt limit	3
2. About taxes	3
3. Increase taxes	1
4. Cutting taxes/not increasing taxes	2
5. About Social Security/cutting Social Security/health care/cutting Medicare/cutting social services and programs	7
6. About the deficit issues/reducing deficit/budget/balancing budget	22
7. About the economy/jobs	7
8. About spending/cut spending/control spending/reduce spending	9
9. It's the same as what the Democrats are doing/not doing anything/not doing enough	6
10. They are opposing the President/against Obama/blocking everything/not compromising	19
11. They are trying to help people/they are trying to make the world better/doing the best they can	1
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	1
14. Increasing the taxes for poor while lowering the taxes for the rich/don't want to tax the wealthy	1
15. About rape/abortion/women's rights issues	1
16. About issues on immigration/immigrants	5
17. About energy/oil drilling issues	*
18. They are trying to pass a bill/proposal/ preparing for their congressional convention/meeting	1
19. Issues/attacks in Libya/they're investigating the attack	*
20. About education	1
21. About military/veterans	*
22. About the Fast and Furious investigation	-
23. Fiscal cliff	2
24. Gun control	6
25. Issues about sequestration/sequester	17
26. Having an appointment with President Obama	2
27. About nomination for CIA director	3
28. Issues on drones/not supporting it	4

29. About filibustering/Rand Paul filibuster	10
30. None	1
31. Other	5
32. DK	9

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

	NOV II 2012	DEC 2012	JAN 2013	FEB 2013	MAR 2013
1. More favorable	48	32	33	43	42
2. Less favorable	42	57	57	46	51
3. No difference (DO NOT READ)	10	11	10	11	7

16. 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
1. Yes (GO TO Q17)	35	51	52	42	44
2. No (GO TO Q19)	64	48	47	56	55
3. DK/Refused (DO NOT READ – GO TO Q19)	1	1	1	1	1

17. What was it?

1. They want to raise taxes/increase taxes for the wealthy/rich	7
2. About the debt ceiling/national debt/government borrowing money/trying to raise debt limit	3
3. About the budget/balancing it/budget issues/about the deficit	14
4. About the economy/economic issues/jobs/job creation	8
5. Not doing anything good for the country/not doing their jobs/same things as Republicans/not doing what they're supposed to	8
6. About taxes/working on taxes	3
7. About health care/Medicare/making it available for everyone/Social Security	4
8. Cut/control/reduce spending	3

9. More/increase spending	3
10. Disagreement/opposition between both parties/not united/not compromising	11
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	1
13. About gas/energy pricing situation/trying to lower it	*
14. About defense/military	-
15. Trying to do what is right for the people/doing things the right way	2
16. About issues on immigration/immigrants	9
17. Being involved in war in Iraq and Afghanistan/bringing troops back from war	*
18. Campaigning to be reelected/to stay in power/position	1
19. Trying to pass a bill/proposal	1
20. About education/schools	1
21. About rape/abortion/women's rights/protecting it	5
22. About the fiscal cliff	1
23. About gun control	14
24. About the sequestration/sequester	17
25. Approval of the new CIA director	2
26. About wages/increasing minimum wage	1
27. They are doing a good job	2
28. None	*
29. Others	5
30. DK/Refused/Don't remember	14

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

	NOV II 2012	DEC 2012	JAN 2013	FEB 2013	MAR 2013
1. More favorable	49	40	41	44	42
2. Less favorable	41	46	47	42	49
3. No difference (DO NOT READ)	10	13	13	14	8

RESUME WITH ALL

19. 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?

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

Do you believe or not believe the following statements. (ROTATE Q20-23)

20. Balancing the federal budget will help improve my personal financial situation.

1. Believe	57
2. Do not believe	38
3. Don't Know/Refused (DO NOT READ)	4

21. Republican tax reform will help the middle class.

1. Believe	44
2. Do not believe	47
3. Don't Know/Refused (DO NOT READ)	8

22. President Obama has cut the federal budget by 2 trillion dollars over the next ten years.

1. Believe	36
2. Do not believe	56
3. Don't Know/Refused (DO NOT READ)	8

23. The improvements in the economy and the recent tax increases make it possible to balance the budget sooner than previously thought.

1. Believe	34
2. Do not believe	59
3. Don't Know/Refused (DO NOT READ)	7

(Rotate 24-27 and 28-31)

Do think the Republican Budget will: (ROTATE 24-27)

24. Cut wasteful spending.

1. Will	45
2. Will not	51
3. Don't Know/Refused (DO NOT READ)	5

25. Fix the tax code to create jobs and increase wages.

1. Will	45
2. Will not	49
3. Don't Know/Refused (DO NOT READ)	6

26. Strengthen National Security.

1. Will	51
2. Will not	40
3. Don't Know/Refused (DO NOT READ)	8

27. Balance the budget in ten years.

1. Will	33
2. Will not	58
3. Don't Know/Refused (DO NOT READ)	8

Do you think President Obama's budget will (ROTATE 28-31)

28. Cut wasteful spending and reduce the deficit.

1. Will	40
2. Will not	54
3. Don't Know/Refused (DO NOT READ)	7

29. Will preserve important programs like Medicare and education.

1. Will	58
2. Will not	36
3. Don't Know/Refused (DO NOT READ)	6

30. Will improve the economy through a balanced approach of spending cuts and increased revenues.

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

31. Be on a path to balancing the budget.

1. Will	43
2. Will not	52
3. Don't Know/Refused (DO NOT READ)	5

32. Would you say the following statement does or does not apply to you: I am struggling with this month's mortgage and car payments and prices for things like health care, gas, and groceries are increasingly difficult to manage and I worry about my job/income.

1. Does apply	49
2. Does not apply	49
3. Don't Know/Refused (DO NOT READ)	2

33. Who do you agree with more? (ROTATE)

1. The Republicans who say the country needs a balanced plan of spending cuts and policies that grow the economy to generate revenues, which can balance the budget in 10 years.	46
2. President Obama and the Democrats who say the country needs a balanced approach to the budget of both spending cuts and revenues from taxes on the wealthy.	49
3. Don't Know/Refused (DO NOT READ)	4

34. Who do you agree with more? (ROTATE)

1. The Republicans who say President Obama's approach of increasing even more taxes will hurt economic growth. We need a balanced plan that cuts spending and grows the economy through reforming taxes and balancing the budget in 10 years.	48
2. President Obama and the Democrats who say Republican approach of budget austerity will hurt the economic recovery. We need a balanced approach of both cuts and revenues.	45
3. Don't Know/Refused (DO NOT READ)	6

35. Who do you agree with more? (ROTATE)

1. Republicans who say we need to strengthen Medicare. If we act now, we can protect benefits for those in or near retirement. But the longer we wait, the less likely we can keep our promises.	51
2. Democrats who say we shouldn't cut Medicare to protect tax breaks for the rich	44
3. Don't Know/Refused (DO NOT READ)	6

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

1. Economic Growth	39
2. Cutting spending and austerity	46
3. Don't Know/Refuse (DO NOT READ)	15

Now just a few demographic questions for statistical purposes only—

37. 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	4
2. NBC News	7
3. CBS News	4
4. Local TV news	28
5. CNN News	17
6. MSNBC/CNBC News	7
7. Fox News	18
8. CSpan	*
9. Daily newspaper	32
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	16
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	11
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	8
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	1
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	13
26. Don't Know/Refused (DO NOT READ)	5

38. 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

39. 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

40. 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	11
2. Somewhat liberal	26
3. Very conservative	27
4. Somewhat conservative	34
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

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

1. Yes	36
2. No	64
3. Don't Know/Refused (DO NOT READ)	1

42. What is your current marital status?

1. Single, never married	21
2. Married	56
3. Separated	1
4. Divorced	12
5. Widowed	8
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	9
2. 15K-30K	13
3. 30K-50K	16
4. 50K-75K	17
5. 75K-100K	11
6. Over 100K	18
7. Don't Know/Refused (DO NOT READ)	17

44. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	24
3. Catholic	20
4. Jewish	3
5. Mormon	1
6. Atheist/Agnostic	7
7. Other	20
8. Don't Know/Refused (DO NOT READ)	10

45. 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

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

1. Yes	13
2. No	83

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

1. Urban	31
2. Suburban	52
3. Rural	17

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	30
3. Midwest	19
4. Plains/Mountains	20
5. West Coast	14