

**NEW MODELS NATIONAL BRAND SURVEY**  
**May 29-30, 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?

	JAN 2013	FEB 2013	MAR 2013	APR 2013	MAY 2013
1. Right Direction	39	41	36	39	40
2. Don't Know/Refused <b>(DO NOT READ)</b>	9	10	8	8	7
3. Wrong Track	52	49	56	53	54

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
1. Approve	53	52	48	52	50
2. Don't know/refused	4	5	4	5	4
3. Disapprove	43	42	48	43	46

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 2013	100	35	56	8
4. Democrats in Congress	JAN 2013	100	41	52	7
	FEB 2013	100	44	48	8

MAR 2013	<b>100</b>	<b>38</b>	<b>56</b>	<b>6</b>
APR 2013	<b>100</b>	<b>41</b>	<b>50</b>	<b>9</b>
MAY 2013	<b>100</b>	<b>39</b>	<b>54</b>	<b>7</b>

**5. 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
1. Education	<b>10</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>8</b>
2. Social Security	<b>7</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>9</b>
3. Retirement and Investments	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
4. Terrorism	<b>*</b>	<b>1</b>	<b>*</b>	<b>2</b>	<b>1</b>
5. Healthcare/Rx	<b>8</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>10</b>
6. The Economy	<b>31</b>	<b>28</b>	<b>27</b>	<b>28</b>	<b>27</b>
7. Jobs	<b>9</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>10</b>
8. Taxes	<b>4</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>2</b>
9. Crime and Safety	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>
10. Environment	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>
11. National Defense/Foreign Affairs	<b>2</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>5</b>
12. National Deficit/Spending	<b>15</b>	<b>13</b>	<b>16</b>	<b>10</b>	<b>11</b>
13. Energy	<b>*</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
14. Gas prices	<b>*</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
15. Immigration	<b>3</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>2</b>
16. Other	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>4</b>
17. Don't know/Refused	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>

**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
<b>6. The Economy</b>	JAN 2013	<b>43</b>	<b>45</b>
	FEB 2013	<b>43</b>	<b>44</b>
	MAR 2013	<b>46</b>	<b>43</b>
	APR 2013	<b>41</b>	<b>47</b>
	MAY 2013	<b>43</b>	<b>46</b>
<b>7. Jobs</b>	JAN 2013	<b>40</b>	<b>46</b>
	FEB 2013	<b>42</b>	<b>45</b>
	MAR 2013	<b>42</b>	<b>46</b>
	APR 2013	<b>39</b>	<b>49</b>
	MAY 2013	<b>41</b>	<b>48</b>
<b>8. Health Care/RX</b>	JAN 2013	<b>37</b>	<b>49</b>
	FEB 2013	<b>38</b>	<b>51</b>
	MAR 2013	<b>38</b>	<b>50</b>
	APR 2013	<b>37</b>	<b>53</b>
	MAY 2013	<b>40</b>	<b>49</b>
<b>9. Energy and gas prices</b>	JAN 2013	<b>40</b>	<b>45</b>
	FEB 2013	<b>42</b>	<b>43</b>
	MAR 2013	<b>44</b>	<b>43</b>
	APR 2013	<b>39</b>	<b>46</b>
	MAY 2013	<b>41</b>	<b>45</b>
<b>10. Taxes</b>	JAN 2013	<b>39</b>	<b>48</b>
	FEB 2013	<b>46</b>	<b>44</b>
	MAR 2013	<b>48</b>	<b>42</b>
	APR 2013	<b>43</b>	<b>46</b>
	MAY 2013	<b>45</b>	<b>44</b>
<b>11. Budget/Deficit</b>	JAN 2013	<b>45</b>	<b>41</b>
	FEB 2013	<b>45</b>	<b>43</b>
	MAR 2013	<b>47</b>	<b>40</b>
	APR 2013	<b>44</b>	<b>44</b>
	MAY 2013	<b>45</b>	<b>44</b>

(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)**

	JAN 2013	FEB 2013	MAR 2013	MAY 2013
1. Yes (GO TO Q13)	<b>52</b>	<b>41</b>	<b>49</b>	<b>36</b>
2. No (GO TO Q15)	<b>47</b>	<b>57</b>	<b>50</b>	<b>63</b>
3. DK/Refused (DO NOT READ – GO TO	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>

Q15)

**13. What was it?**

1. About the national debt/debt ceiling/raising the debt limit	*
2. Raising debt ceiling/debt limit	-
3. Decreasing debts/against raising debt limit	-
4. About taxes	<b>2</b>
5. Increase taxes	<b>1</b>
6. Cutting taxes/not increasing taxes	*
7. About social security/cutting social security	<b>1</b>
8. About the deficit issues/reducing the deficit	<b>1</b>
9. About the budget/balancing the budget	<b>3</b>
10. About the economy issues	<b>3</b>
11. About spending	<b>1</b>
12. Cut spending/control spending/reduce spending	*
13. It's the same thing with what the Democrats are doing	<b>1</b>
14. About the healthcare/medicare/cut down on Medicare/Obamacare	<b>10</b>
15. About jobs	*
16. They are not doing anything/not doing enough	<b>3</b>
17. They are opposing the President/they are against Obama	<b>10</b>
18. They are blocking everything/not compromising	<b>9</b>
19. They are trying to help people/they are trying to make the world better	<b>3</b>
20. They favor the rich/not helping normal people	<b>1</b>
21. It is about campaigns/election/nominations	<b>1</b>
22. Cutting of social services/programs	*
23. Increasing taxes for the poor while lowering taxes for the rich	<b>1</b>
24. They don't want to tax the rich/wealthy	-
25. They only think about their interests/they don't care about the country	*
26. About rape/abortion/women's rights issues	<b>1</b>
27. About issues on immigration/immigrants	<b>10</b>
28. About energy/oil drilling issues	<b>1</b>

29. They are trying to pass a bill/proposal	<b>2</b>
30. They are preparing for their congressional convention/meeting	<b>*</b>
31. Issues/attacks in Libya/they're investigating the attacking	<b>13</b>
32. About education	<b>1</b>
33. About military/veterans	<b>-</b>
34. About gas prices/energy cost	<b>-</b>
35. About the Fast and the Furious investigation	<b>-</b>
36. Fiscal cliff	<b>-</b>
37. Gun control	<b>6</b>
38. Issues about sequestration/sequester	<b>1</b>
39. Having an appointment with the President	<b>-</b>
40. About nomination for CIA director	<b>-</b>
41. Issues on drones/not supporting it	<b>-</b>
42. About filibustering/Rand Paul's filibuster	<b>-</b>
43. Issues about the IRS/Internal Revenue Services	<b>17</b>
44. Issues regarding scandals in the White House	<b>7</b>
45. Nothing	<b>1</b>
46. Other	<b>6</b>
47. Don't know/recall/not sure/refused	<b>14</b>

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

	JAN 2013	FEB 2013	MAR 2013	MAY 2013
1. More favorable	<b>33</b>	<b>43</b>	<b>42</b>	<b>40</b>
2. Less favorable	<b>57</b>	<b>46</b>	<b>51</b>	<b>48</b>
3. No difference (DO NOT READ)	<b>10</b>	<b>11</b>	<b>7</b>	<b>12</b>

**15. In the last couple of weeks, have you seen, read or heard anything that Congressional Democrats were doing? (ROTATE)**

	JAN 2013	FEB 2013	MAR 2013	MAY 2013
1. Yes (GO TO Q16)	<b>52</b>	<b>42</b>	<b>44</b>	<b>34</b>
2. No (GO TO Q18)	<b>47</b>	<b>56</b>	<b>55</b>	<b>64</b>
3. DK/Refused (DO NOT READ – GO TO Q18)	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>

**16. What was it?**

1. They want to raise taxes/increase taxes for the wealthy/rich	<b>1</b>
2. About the debt ceiling/national debt/government borrowing money/trying to raise debt limit	<b>*</b>
3. About the budget/balancing it/budget issues/about the deficit	<b>3</b>
4. About the economy/economic issues/jobs/job creation	<b>2</b>
5. Jobs/job creation	<b>3</b>
6. They are not doing anything good for the country/not doing their jobs	<b>1</b>
7. About social security	<b>*</b>
8. About the taxes/working on taxes	<b>3</b>
9. About the deficit/trying to do something about it/fixing it	<b>1</b>
10. They are trying to raise/extend the debt ceiling/debt limit/national debt	<b>*</b>
11. About health care/Medicare/making it available for everyone	<b>15</b>
12. Cut/control/reduce spending	<b>1</b>
13. More/increase spending	<b>1</b>
14. Same thing/same with the Republicans	<b>1</b>
15. Disagreement/opposition between parties	<b>2</b>
16. Trying to compromise	<b>1</b>
17. About government borrowing money	<b>-</b>
18. About the President/Obama and what he is doing for the country	<b>2</b>
19. About gas/energy pricing situation/trying to lower it	<b>*</b>

20. About defense/military	<b>1</b>
21. Trying to do what is right for the people	<b>3</b>
22. About issues on immigration/immigrants	<b>20</b>
23. Being involved in war in Iraq and Afghanistan/bringing troops back from war	<b>1</b>
24. Campaigning to be re-elected/to stay in power	<b>1</b>
25. They are trying to pass a bill/proposal	<b>5</b>
26. About education/schools	<b>2</b>
27. Nobody wants to compromise/not compromising	<b>2</b>
28. Doing things they are not supposed to	<b>-</b>
29. About rape/abortion/women's rights	<b>1</b>
30. About fiscal cliff/working on it	<b>-</b>
31. About gun control	<b>11</b>
32. It was about the sequestration/sequester	<b>1</b>
33. Approval of the new CIA director	<b>-</b>
34. About wages/increasing minimum wage	<b>-</b>
35. They are doing a good job	<b>1</b>
36. Issues about the IRS	<b>10</b>
37. Issues regarding what happened in Benghazi/Libya	<b>6</b>
38. Justice Department issue/scandal	<b>3</b>
39. About gay marriage issues	<b>2</b>
40. Nothing	<b>-</b>
41. Other	<b>6</b>
42. Don't know/recall/not sure/refused	<b>13</b>

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

	JAN 2013	FEB 2013	MAR 2013	MAY 2013
1. More favorable	<b>41</b>	<b>44</b>	<b>42</b>	<b>44</b>
2. Less favorable	<b>47</b>	<b>42</b>	<b>49</b>	<b>44</b>
3. No difference (DO NOT READ)	<b>13</b>	<b>14</b>	<b>8</b>	<b>12</b>

**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?**

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



**19. 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	MAY 2013
1. The economy is getting better, but the rate of progress is still unacceptable	<b>40</b>	<b>43</b>	<b>39</b>	<b>43</b>	<b>49</b>
2. The economy is getting better, and the rate of progress is acceptable	<b>26</b>	<b>20</b>	<b>29</b>	<b>26</b>	<b>26</b>
3. The economy is not getting better at all	<b>32</b>	<b>36</b>	<b>31</b>	<b>28</b>	<b>23</b>
4. Don't Know/Refused (DO NOT READ)	<b>2</b>	<b>1</b>	<b>*</b>	<b>3</b>	<b>2</b>

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

	SEP 2012	OCT 2012	JAN 2013	APR 2013	MAY 2013
1. President Obama	<b>48</b>	<b>45</b>	<b>53</b>	<b>51</b>	<b>49</b>
2. Republicans in Congress	<b>45</b>	<b>47</b>	<b>35</b>	<b>38</b>	<b>40</b>
3. Don't Know/Refused (DO NOT READ)	<b>7</b>	<b>8</b>	<b>11</b>	<b>11</b>	<b>12</b>

**21. Who do you agree with more? (ROTATE)**

1. The Republican who says their plan will help create new jobs today, make life work for families across the country, and expand opportunity for everyone without expanding government.	<b>46</b>
2. The Democrat who says their plan focuses on creating the best conditions for American businesses to manufacture their products, innovate and create jobs here in the US.	<b>47</b>
3. Don't Know/Refused (DO NOT READ)	<b>6</b>

**22. While of the following is the reason that the economy is slowly improving? (ROTATE)**

1. Republicans in Congress have worked with the President to make policy adjustments that have helped the economy, such as implementing spending cuts and keeping most tax cuts in place	<b>41</b>
2. President Obama's policies have been key to the initial economic recovery.	<b>40</b>
3. Don't Know/Refused (DO NOT READ)	<b>19</b>

I am going to read a series of economic proposals. For each please rank on a scale of 1-9 with 1 being that it would create no jobs, 5 being that it would create some jobs, and 9 being that it would create a significant amount of jobs. (ROTATE LIST Q23-34)

	<b>MEAN</b>
<b>23. Energy independence</b>	<b>6.96</b>
<b>24. Simplifying the tax code</b>	<b>6.27</b>
<b>25. Controlling spending</b>	<b>6.27</b>
<b>26. Securing our borders and reforming immigration</b>	<b>6.02</b>
<b>27. Stopping waste and fixing broken government</b>	<b>6.50</b>
<b>28. Lowering health care costs and bolstering research</b>	<b>6.43</b>
<b>29. Expanding educational opportunity</b>	<b>6.81</b>
<b>30. Fostering innovation</b>	<b>6.38</b>
<b>31. Reining in red tape</b>	<b>5.68</b>
<b>32. Expanding markets</b>	<b>6.45</b>
<b>33. Adopting and pursuing a national manufacturing strategy</b>	<b>6.16</b>
<b>34. Promoting the export of US goods</b>	<b>6.72</b>

	<b>RANKED</b>
<b>1. Energy independence</b>	<b>6.96</b>
<b>2. Expanding educational opportunity</b>	<b>6.81</b>
<b>3. Promoting the export of US goods</b>	<b>6.72</b>
<b>4. Stopping waste and fixing broken</b>	<b>6.50</b>

<b>government</b>	
<b>5. Expanding markets</b>	<b>6.45</b>
<b>6. Lowering health care costs and bolstering research</b>	<b>6.43</b>
<b>7. Fostering innovation</b>	<b>6.38</b>
<b>8. Simplifying the tax code</b>	<b>6.27</b>
<b>9. Controlling spending</b>	<b>6.27</b>
<b>10. Adopting and pursuing a national manufacturing strategy</b>	<b>6.16</b>
<b>11. Securing our borders and reforming immigration</b>	<b>6.02</b>
<b>12. Reining in red tape</b>	<b>5.68</b>

**35. Do you believe or not believe this statement: The President's health care law is having a negative effect on job creation.**

1. Believe	<b>49</b>
2. Do not believe	<b>47</b>
3. Don't Know/Refused (DO NOT READ)	<b>5</b>

Now just a few demographic questions for statistical purposes only—

**36. 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	7
3. CBS News	5
4. Local TV news	21
5. CNN News	21
6. MSNBC/CNBC News	5
7. Fox News	19
8. CSpan	*
9. Daily newspaper	27
10. News magazines such as Time, US News, and Newsweek	3
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	18
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	8
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	9
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	2
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	*
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 ( <b>DO NOT READ</b> )	8

**37. In what year were you born?**

1. 18-34	<b>18</b>
2. 35-44	<b>19</b>
3. 45-54	<b>20</b>
4. 55-64	<b>22</b>
5. 65+	<b>20</b>

**38. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?**

1. Republican	<b>33</b>
2. Democrat	<b>37</b>
3. Independent	<b>28</b>
4. Other	<b>1</b>
5. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

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

1. Liberal (GO TO Q39A)	<b>21</b>
2. Moderate (GO TO Q40)	<b>43</b>
3. Conservative (GO TO Q39A)	<b>35</b>
4. Don't Know/Refused ( <b>DO NOT READ – GO TO Q40</b> )	<b>1</b>

Q39a among liberals and conservatives in Q39 only

**39A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

1. Very liberal	<b>12</b>
2. Somewhat liberal	<b>25</b>
3. Very conservative	<b>22</b>
4. Somewhat conservative	<b>39</b>
5. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>2</b>

## RESUME WITH ALL

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

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

### 41. What is your current marital status?

1. Single, never married	23
2. Married	56
3. Separated	2
4. Divorced	9
5. Widowed	8
6. Don't Know/Refused <b>(DO NOT READ)</b>	2

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

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

### 43. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	22
3. Catholic	24
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	8
7. Other	20

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

**9**

**44. What is your race?**

1. Hispanic	<b>10</b>
2. African-American	<b>12</b>
3. Asian	<b>3</b>
4. White	<b>73</b>
5. Other	<b>1</b>
6. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

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

1. Yes	<b>9</b>
2. No	<b>86</b>

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

1. Urban	<b>28</b>
2. Suburban	<b>52</b>
3. Rural	<b>19</b>

**Gender (by observation)**

1. Male	<b>47</b>
2. Female	<b>53</b>

**Region (TAKEN FROM SAMPLE)**

1. Northeast	<b>19</b>
2. South	<b>29</b>
3. Midwest	<b>19</b>
4. Plains/Mountains	<b>18</b>
5. West Coast	<b>17</b>