NEW MODELS NATIONAL BRAND SURVEY
Aug 30 – Sept 1, 2015
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?**

1.	Right Direction	**31**
2.	Don't Know/Refused **(DO NOT READ)**	**7**
3.	Wrong Track	**62**

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

1.	Approve	**44**
2.	Don't know/refused **(DO NOT READ)**	**4**
3.	Disapprove	**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? (ROTATE 3-4)

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. **Republicans in Congress**	100	27	64	8
4. **Democrats in Congress**	100	37	56	7

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

1.	Education	**13**
2.	Social Security	**6**
3.	Retirement and Investments	**1**

4. Terrorism	**2**
5. Healthcare/Rx	**6**
6. The Economy	**28**
7. Jobs	**6**
8. Taxes	**3**
9. Crime and Safety	**3**
10. Environment	**4**
11. National Defense/Foreign Affairs	**6**
12. National Deficit/Spending	**6**
13. Energy	**1**
14. Gas prices	**1**
15. Immigration	**6**
16. Other	**5**
17. Don't know/Refused **(DO NOT READ)**	**3**

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q6-9), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
6. **The Economy**	**48**	**42**
7. **Jobs**	**44**	**46**
8. **Health Care/RX**	**38**	**51**
9. **Taxes**	**49**	**42**

10. **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?**

1.	Republican	**44**
2.	Lean Republican	**3**
3.	Undecided	**4**
4.	Lean Democrat	**2**
5.	Democrat	**45**
6.	Don't Know/Refused **(DO NOT READ)**	**3**
	TOTAL REP	**47**
	TOTAL DEM	**47**

11. **Do you favor or oppose the recent deal negotiated with Iran over its nuclear program?**

1.	Favor	**26**
2.	Oppose	**52**
3.	Don't Know/Refused **(DO NOT READ)**	**22**

IDEOLOGY

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate… (ROTATE Q12-19)

	MEAN
12. **Your own political ideology**	5.65
13. **Ideology of Republicans in Congress**	6.31
14. **Ideology of Democrats in Congress**	3.97
15. **Ideology of Barack Obama**	3.74
16. **Ideology of Hillary Clinton**	3.78
17. **Ideology of Donald Trump**	6.13
18. **Ideology of Bernie Sanders**	3.85
19. **Ideology of Jeb Bush**	5.83

ACCOMPLISHMENTS

Do you believe or not believe the following statements: (ROTATE Q20-22)

20. According to the Congressional Budget Office and the Office of Management and Budget, the deficit has been cut in half since 2010.

1.	Believe	**35**
2.	Do not believe	**61**
3.	Don't Know/Refused **(DO NOT READ)**	**3**

21. According to major business news outlets such as Bloomberg and the Wall Street Journal, the United States is now the number one energy producer in the world.

1.	Believe	**51**
2.	Do not believe	**44**
3.	Don't Know/Refused **(DO NOT READ)**	**5**

22. According to the Bureau of Labor Statistics, there have been over 11 million jobs created since 2010.

1.	Believe	**51**
2.	Do not believe	**46**
3.	Don't Know/Refused **(DO NOT READ)**	**3**

23. Which of the following do you think had a more positive impact on the economy? (ROTATE)

1.	Republicans in Congress' efforts to get the President to accept policy adjustments, such as implementing spending cuts, expanding energy exploration, and keeping most of the tax cuts in place.	**45**
2.	President Obama's policies of government investment, health care reform, focus on income inequality, and a balanced approach to the deficit.	**47**
3.	Don't Know/Refused **(DO NOT READ)**	**8**

24. In thinking about the upcoming election and the information and stories you are hearing from the news media, would you say that it is or is not providing you with the right information you are looking for to make decisions?

1.	Is	34
2.	Is not	60
3.	Don't Know/Refused **(DO NOT READ)**	7

25. In thinking about the role of people like you in the political and public policy discourse about issues, do you think your voice is heard effectively?

1.	Yes	28
2.	No	71
3.	Don't Know/Refused **(DO NOT READ)**	1

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 27-28)

	NAME ID	TOTAL FAV	TOTAL UNfAV	NO OPINION
26. Republicans in the US Senate	100	36	60	3
27. Democrats in the US Senate	100	41	56	3

Turning to a different topic…

28. In terms of recent discussions about the continuation of government funding for Planned Parenthood - which of the following comes closest to your view? (ROTATE)

1.	Defund Planned Parenthood, but not shut down the government over it.	31
2.	Defund Planned Parenthood even if it means shutting down the government.	15
3.	Continue funding for Planned Parenthood.	48
4.	Don't Know/Refused **(DO NOT READ)**	7

Now just a few demographic questions for statistical purposes only—

30. 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	**8**
2.	NBC News	**8**
3.	CBS News	**6**
4.	Local TV news	**16**
5.	CNN News	**20**
6.	MSNBC News	**4**
7.	CNBC	**1**
8.	Fox News	**21**
9.	CSpan	*****
10.	Daily newspaper	**20**
11.	Websites of former news magazines such as Time, US News, and Newsweek	**3**
12.	Opinion magazines like The Weekly Standard	**1**
13.	Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	**9**
14.	Internet News Pages such as Yahoo News and MSN News	**16**
15.	Opinion websites like Drudge Report or slate.com	**1**
16.	National Public Radio	**5**
17.	Religious radio shows	*****
18.	Talk radio like Rush Limbaugh	**2**
19.	General radio news station	**2**
20.	Public television shows like PBS News Hour	**1**
21.	Comedy shows like the Daily Show with Jon Stewart	*****
22.	Late night TV shows	**1**
23.	Morning TV shows like Today, Good Morning America	*****
24.	Political talk shows on cable	*****
25.	Sunday News Shows such as NBC's Meet the Press and ABC's This Week	*****
26.	Facebook	**3**

27. Twitter	**1**
28. Buzzfeed	**-**
29. Other	**17**
30. DK/Refused **(DO NOT READ)**	**11**

31. In what year were you born?

1. 18-34	**23**
2. 35-44	**21**
3. 45-54	**18**
4. 55-64	**19**
5. 65+	**18**
6. Refused **(DO NOT READ)**	**1**

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

1. Republican	**34**
2. Democrat	**37**
3. Independent	**23**
4. Other	**5**
5. Don't Know/Refused **(DO NOT READ)**	**1**

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

1. Liberal **(GO TO Q33A)**	**24**
2. Moderate **(GO TO Q34)**	**40**
3. Conservative **(GO TO Q33A)**	**35**
4. Don't Know/Refused **(DO NOT READ – GO TO Q34)**	**1**

Q33a among liberals and conservatives in Q33 only

33A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	**18**
2. Somewhat liberal	**22**
3. Very conservative	**26**
4. Somewhat conservative	**32**
5. Don't Know/Refused **(DO NOT READ)**	**1**

Ideology Scale

Very liberal	**11**
Somewhat liberal	**13**
Moderate	**40**
Very conservative	**19**
Somewhat conservative	**15**
Don't Know/Refused **(DO NOT READ)**	**2**

RESUME WITH ALL

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

1. Yes	**32**
2. No	**66**
3. Don't Know/Refused **(DO NOT READ)**	**2**

35. What is your current marital status?

1.	Single, never married	**26**
2.	Married	**56**
3.	Separated	**1**
4.	Divorced	**9**
5.	Widowed	**6**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

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

1.	Less than 15K	**7**
2.	15K-30K	**10**
3.	30K-50K	**14**
4.	50K-75K	**18**
5.	75K-100K	**13**
6.	Over 100K	**22**
7.	Don't Know/Refused **(DO NOT READ)**	**17**

37. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**11**
2.	Mainline Protestant	**23**
3.	Catholic	**24**
4.	Jewish	**2**
5.	Mormon	**2**
6.	Atheist/Agnostic	**9**
7.	Other	**21**
8.	Don't Know/Refused **(DO NOT READ)**	**8**

38. What is your race?

1.	Hispanic	**10**
2.	African-American	**13**
3.	Asian	**3**
4.	White	**72**
5.	Other	**1**
6.	Don't Know/Refused **(DO NOT READ)**	**1**

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

1.	Yes	**10**
2.	No	**84**

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

1.	Urban	**28**
2.	Suburban	**44**
3.	Rural	**28**

Gender (by observation)

1.	Male	**48**
2.	Female	**52**

Region (TAKEN FROM SAMPLE)

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