THE WINSTON GROUP
making ideas matter™

NEW MODELS NATIONAL BRAND SURVEY
June 30 – July 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	**36**
2.	Don't Know/Refused **(DO NOT READ)**	**8**
3.	Wrong Track	**56**

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

1.	Approve	**46**
2.	Don't know/refused **(DO NOT READ)**	**4**
3.	Disapprove	**50**

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 3-7)

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. Republicans in Congress	**100**	**33**	**56**	**11**
4. Democrats in Congress	**100**	**42**	**50**	**8**
5. The No Child Left Behind Act	**93**	**44**	**40**	**10**
6. Education reform	**94**	**48**	**31**	**15**
7. Fracking	**80**	**30**	**35**	**15**

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

1.	Education	**9**
2.	Social Security	**8**
3.	Retirement and Investments	**2**
4.	Terrorism	**2**
5.	Healthcare/Rx	**9**
6.	The Economy	**24**
7.	Jobs	**8**
8.	Taxes	**3**
9.	Crime and Safety	**2**
10.	Environment	**5**
11.	National Defense/Foreign Affairs	**9**
12.	National Deficit/Spending	**7**
13.	Energy	**1**
14.	Gas prices	*****
15.	Immigration	**5**
16.	Other	**3**
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 Q9-14), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
9. **The Economy**	**46**	**45**
10. **Jobs**	**44**	**48**
11. **Health Care/RX**	**39**	**52**
12. **Education**	**38**	**48**
13. **Trade**	**50**	**39**
14. **Student Loans**	**32**	**52**

15. 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	41
2.	Lean Republican	3
3.	Undecided	6
4.	Lean Democrat	3
5.	Democrat	44
6.	Don't Know/Refused **(DO NOT READ)**	3
	TOTAL REPUBLICAN	44
	TOTAL DEMOCRAT	47

Health Care

16. Do you believe or not believe this statement: health care is not a commodity, but is unique to your health and situation.

1.	Believe	68
2.	Do not believe	24
3.	Don't Know/Refused **(DO NOT READ)**	8

17. Do you favor or oppose the new health care law?

1.	Favor	46
2.	Oppose	48
3.	Don't Know/Refused **(DO NOT READ)**	6

18. In thinking about the new health care law, which statement would you agree with more? (ROTATE)

1. Republicans who say that they will continue efforts to repeal the law and replace it with patient-centered solutions that meet the needs of seniors, small business owners, and middle-class families."	**49**
2. Democrats who say that after two Supreme Court victories, the health care law is no longer just a law to be debated - it is woven into the fabric of our society.	**46**
3. Don't Know/Refused **(DO NOT READ)**	**5**

19. If the health care law were repealed, which statement would you agree with more? (ROTATE)

1. The health care system would go back to the way it was before the law was passed	**33**
2. The system has been changed too structurally that it is not possible to go back to the way it was before	**57**
3. Don't Know/Refused **(DO NOT READ)**	**10**

EDUCATION

20. Generally speaking, would you say education in the country is headed in the right direction, or are things seriously headed off on the wrong track?

1. Right Direction	**34**
2. Don't Know/Refused **(DO NOT READ)**	**6**
3. Wrong Track	**60**

21. In thinking about education, if more authority were transferred to the local level and away from the federal government, do you believe that student performance (ROTATE) would improve, would not improve, or would it make no difference?

1. Would improve	**58**
2. Would not improve	**12**
3. Would make no difference	**25**
4. Don't Know/Refused **(DO NOT READ)**	**5**

22. Which of the following should be the most important priority in education? (ROTATE)

1.	Better high school graduation rates	**32**
2.	Increasing local control in education and limiting the federal role	**30**
3.	The US moves from 27th in international student test scores to 5th in the world	**12**
4.	More school choice	**17**
5.	Don't Know/Refused **(DO NOT READ)**	**9**

TRADE

23. Do you think that because of US corporate tax rates, many US businesses are or are not likely to leave the country?

1.	Are	**57**
2.	Are not	**33**
3.	Don't Know/Refused **(DO NOT READ)**	**10**

Now just a few demographic questions for statistical purposes only—

24. 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	**7**
3. CBS News	**6**
4. Local TV news	**22**
5. CNN News	**19**
6. MSNBC News	**3**
7. CNBC	**1**
8. Fox News	**19**
9. CSpan	*****
10. Daily newspaper	**24**
11. Websites of former news magazines such as Time, US News, and Newsweek	**2**
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	**19**
15. Opinion websites like Drudge Report or slate.com	**1**
16. National Public Radio	**7**
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	**1**
22. Late night TV shows	*****
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	**13**
30. DK/Refused **(DO NOT READ)**	**10**

25. In what year were you born?

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

26. 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**

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

1.	Liberal **(GO TO Q27A)**	**24**
2.	Moderate **(GO TO Q28)**	**40**
3.	Conservative **(GO TO Q27A)**	**35**
4.	Don't Know/Refused **(DO NOT READ – GO TO Q28)**	**1**

Q27a among liberals and conservatives in Q27 only

27A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1.	Very liberal	**14**
2.	Somewhat liberal	**26**
3.	Very conservative	**24**
4.	Somewhat conservative	**35**
5.	Don't Know/Refused **(DO NOT READ)**	**1**

RESUME WITH ALL

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

1.	Yes	**37**
2.	No	**63**
3.	Don't Know/Refused **(DO NOT READ)**	**1**

29. What is your current marital status?

1.	Single, never married	**25**
2.	Married	**60**
3.	Separated	**1**
4.	Divorced	**8**
5.	Widowed	**5**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

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

1.	Less than 15K	**8**
2.	15K-30K	**8**
3.	30K-50K	**13**
4.	50K-75K	**16**
5.	75K-100K	**14**
6.	Over 100K	**25**
7.	Don't Know/Refused **(DO NOT READ)**	**16**

31. What is the highest degree or level of school you have completed?

1.	High school, no diploma	**2**
2.	High school diploma	**17**
3.	Some college or Associate's Degree	**31**
4.	Bachelor's Degree	**27**
5.	Master's or Professional Degree	**17**
6.	Doctorate	**3**
7.	Don't Know/Refused **(DO NOT READ)**	**3**

32. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**8**
2.	Mainline Protestant	**24**
3.	Catholic	**23**
4.	Jewish	**2**
5.	Mormon	**1**
6.	Atheist/Agnostic	**10**
7.	Other	**23**
8.	Don't Know/Refused **(DO NOT READ)**	**10**

33. 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**

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

1.	Yes	**8**
2.	No	**86**

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

1.	Urban	**29**
2.	Suburban	**42**
3.	Rural	**29**

Gender (by observation)

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

Region (TAKEN FROM SAMPLE)

1.	Northeast	**20**
2.	South	**31**
3.	Midwest	**20**
4.	Plains/Mountains	**15**
5.	West Coast	**14**