

NEW MODELS NATIONAL BRAND SURVEY
June 30-July 1, 2014
1000 RVs

B.) In thinking about the November 2014 elections for Congress, based on scale of 1 to 9, where 1 is that you will not be voting and 9 is that you absolutely will be voting, how likely are you to vote in the election?

MEAN: 7.85

- 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 2013 | DEC 2013 | JAN 2014 | FEB 2014 | MAR 2014 | APR 2014 | MAY 2014 | JUN 2014 |
|-----------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. Right Direction | 31 | 35 | 32 | 30 | 34 | 30 | 30 | 25 |
| 2. Don't Know/Refused (DO NOT READ) | 8 | 7 | 11 | 10 | 9 | 10 | 11 | 11 |
| 3. Wrong Track | 61 | 58 | 57 | 61 | 57 | 60 | 59 | 64 |

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

| | NOV 2013 | DEC 2013 | JAN 2014 | FEB 2014 | MAR 2014 | APR 2014 | MAY 2014 | JUN 2014 |
|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. Approve | 42 | 44 | 44 | 43 | 47 | 45 | 41 | 43 |
| 2. Don't know/refused | 5 | 3 | 6 | 5 | 5 | 4 | 6 | 5 |
| 3. Disapprove | 53 | 52 | 50 | 51 | 48 | 51 | 53 | 53 |

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 3-5)

| | NAME ID | FAVORABLE | UNFAVORABLE | NO OPINION | |
|-----------------------------------|-------------|------------|-------------|------------|-----------|
| 3. Republicans in Congress | NOV 2013 | 100 | 29 | 61 | 10 |
| | DEC 2013 | 100 | 30 | 63 | 7 |
| | JAN 2014 | 100 | 28 | 63 | 9 |
| | FEB 2014 | 100 | 32 | 59 | 5 |

| | | | | | |
|---------------------------------|----------|------------|-----------|-----------|-----------|
| | MAR 2014 | 100 | 33 | 60 | 7 |
| | APR 2014 | 100 | 41 | 54 | 5 |
| | MAY 2014 | 100 | 33 | 56 | 11 |
| | JUN 2014 | 99 | 33 | 58 | 9 |
| 4. Democrats in Congress | NOV 2013 | 100 | 36 | 55 | 9 |
| | DEC 2013 | 100 | 36 | 58 | 5 |
| | JAN 2014 | 100 | 40 | 53 | 7 |
| | FEB 2014 | 100 | 37 | 56 | 3 |
| | MAR 2014 | 100 | 40 | 54 | 6 |
| | APR 2014 | 100 | 45 | 52 | 3 |
| | MAY 2014 | 100 | 42 | 48 | 10 |
| | JUN 2014 | 99 | 41 | 52 | 6 |
| 5. Lois Lerner | JUN 2014 | 47 | 7 | 25 | 15 |

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

| | NOV 2013 | DEC 2013 | JAN 2014 | FEB 2014 | MAR 2014 | APR 2014 | MAY 2014 | JUN 2014 |
|--------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. Education | 6 | 9 | 10 | 10 | 10 | 9 | 10 | 9 |
| 2. Social Security | 8 | 8 | 7 | 7 | 7 | 7 | 9 | 8 |
| 3. Retirement and Investments | 2 | 1 | 1 | 1 | 2 | 1 | 2 | 2 |
| 4. Terrorism | 1 | 1 | 1 | * | * | 1 | * | 2 |
| 5. Healthcare/Rx | 11 | 10 | 9 | 10 | 10 | 12 | 8 | 8 |
| 6. The Economy | 29 | 31 | 30 | 31 | 29 | 27 | 29 | 24 |
| 7. Jobs | 10 | 11 | 10 | 9 | 10 | 10 | 9 | 10 |
| 8. Taxes | 3 | 1 | 2 | 3 | 1 | 3 | 4 | 4 |
| 9. Crime and Safety | * | 1 | 2 | 2 | 1 | 1 | 1 | 1 |
| 10. Environment | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 4 |
| 11. National Defense/Foreign Affairs | 2 | 5 | 5 | 4 | 6 | 5 | 5 | 6 |
| 12. National Deficit/Spending | 11 | 9 | 8 | 9 | 10 | 8 | 8 | 7 |
| 13. Energy | * | * | 1 | 1 | * | 2 | * | 1 |

| | | | | | | | | |
|------------------------|---|---|---|---|---|---|---|---|
| 14. Gas prices | * | 1 | 1 | 1 | 2 | 2 | 2 | 1 |
| 15. Immigration | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 5 |
| 16. Other | 5 | 5 | 5 | 3 | 5 | 3 | 4 | 5 |
| 17. Don't know/Refused | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 |

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 | NOV 2013 | 46 | 44 |
| | DEC 2013 | 45 | 45 |
| | JAN 2014 | 45 | 44 |
| | FEB 2014 | 46 | 44 |
| | MAR 2014 | 43 | 47 |
| | APR 2014 | 47 | 45 |
| | MAY 2014 | 46 | 43 |
| | JUN 2014 | 47 | 43 |
| 8. Jobs | NOV 2013 | 44 | 45 |
| | DEC 2013 | 43 | 46 |
| | JAN 2014 | 44 | 46 |
| | FEB 2014 | 45 | 45 |
| | MAR 2014 | 43 | 48 |
| | APR 2014 | 46 | 46 |
| | MAY 2014 | 46 | 44 |
| | JUN 2014 | 45 | 47 |
| 9. Health Care/RX | NOV 2013 | 40 | 48 |
| | DEC 2013 | 41 | 48 |
| | JAN 2014 | 38 | 50 |
| | FEB 2014 | 42 | 48 |
| | MAR 2014 | 39 | 51 |
| | APR 2014 | 43 | 49 |
| | MAY 2014 | 41 | 48 |
| | JUN 2014 | 44 | 45 |
| 10. Energy and gas prices | NOV 2013 | 42 | 43 |
| | DEC 2013 | 44 | 44 |
| | JAN 2014 | 42 | 43 |
| | FEB 2014 | 43 | 42 |
| | MAR 2014 | 42 | 45 |
| | APR 2014 | 44 | 44 |
| | MAY 2014 | 43 | 43 |
| | JUN 2014 | 44 | 42 |
| 11. Taxes | NOV 2013 | 47 | 42 |
| | DEC 2013 | 47 | 43 |
| | JAN 2014 | 46 | 43 |
| | FEB 2014 | 47 | 42 |
| | MAR 2014 | 44 | 45 |

| | | |
|----------|-----------|-----------|
| APR 2014 | 48 | 42 |
| MAY 2014 | 47 | 42 |
| JUN 2014 | 46 | 43 |

12. 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 2013 | DEC 2013 | JAN 2014 | FEB 2014 | MAR 2014 | APR 2014 | MAY 2014 | JUN 2014 |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. Republican | 43 | 43 | 41 | 44 | 42 | 45 | 43 | 46 |
| 2. Lean Republican | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 |
| 3. Undecided | 5 | 4 | 7 | 3 | 5 | 5 | 5 | 4 |
| 4. Lean Democrat | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 1 |
| 5. Democrat | 44 | 43 | 43 | 43 | 46 | 44 | 43 | 43 |
| 6. Don't Know/Refused (DO NOT READ) | 3 | 4 | 3 | 5 | 4 | 2 | 4 | 3 |
| TOTAL REPUBLICAN | 45 | 46 | 44 | 47 | 44 | 47 | 45 | 49 |
| TOTAL DEMOCRAT | 47 | 46 | 46 | 45 | 49 | 46 | 46 | 45 |

13. 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 | JUL 2013 | JUN 2014 |
|----------------------------------------------------------------------------------|-------------|-------------|-----------------------|-------------|-------------|-------------|-------------|
| 1. The economy is getting better, but the rate of progress is still unacceptable | 40 | 43 | 39 | 43 | 49 | 47 | 45 |
| 2. The economy is getting better, and the rate of progress is acceptable | 26 | 20 | 29 | 26 | 26 | 23 | 21 |
| 3. The economy is not getting better at all | 32 | 36 | 31 | 28 | 23 | 28 | 32 |
| 4. Don't Know/Refused (DO NOT READ) | 2 | 1 | * | 3 | 2 | 2 | 1 |

14. Who is more in touch with voters in your Congressional district? (ROTATE)

| | |
|--------------------------------------------|-----------|
| 1. Republicans in Congress | 39 |
| 2. Democrats in Congress | 45 |
| 3. Don't Know/Refused (DO NOT READ) | 16 |

15. Whose priorities are closer to yours? (ROTATE)

| | |
|--------------------------------------------|-----------|
| 1. Republicans in Congress | 45 |
| 2. Democrats in Congress | 48 |
| 3. Don't Know/Refused (DO NOT READ) | 7 |

16. Do you think politicians do or do not know what it is like to live day to day in your shoes?

| | |
|--------------------------------------------|-----------|
| 1. Do | 10 |
| 2. Do not | 86 |
| 3. Don't Know/Refused (DO NOT READ) | 3 |

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

| | JUL 2012 | POST ELECT 2012 | OCT 2013 | NOV 2013 | DEC 2013 | JAN 2014 | FEB 2014 | MAR 2014 | APR 2014 | JUN 2014 |
|-------------------------------------------|-------------|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. Favor | 46 | 48 | 46 | 41 | 39 | 41 | 42 | 45 | 42 | 40 |
| 2. Oppose | 49 | 50 | 50 | 53 | 51 | 52 | 52 | 50 | 52 | 54 |
| 3. Don't Know/Refused (DO NOT READ) | 14 | 3 | 4 | 6 | 10 | 7 | 6 | 5 | 5 | 6 |

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

| | JUL II 2013 | SEPT 2013 | OCT 2013 | APR 2014 | JUN 2014 |
|-------------------------------------|----------------|--------------|-------------|-------------|-------------|
| 1. President Obama | 50 | 48 | 49 | 44 | 44 |
| 2. Republicans in Congress | 39 | 40 | 40 | 46 | 47 |
| 3. Don't Know/Refused (DO NOT READ) | 10 | 12 | 11 | 10 | 9 |

19. Now in thinking about what the relationship of the government and free market SHOULD BE, with 1 being the government should have *absolutely no* oversight and regulation of the free market in the country, and 100 being that the government should have *complete* oversight and regulation of the free market, where should it be in the future?

MEAN: 44.1

20. In thinking about what the relationship of the government and free market is RIGHT NOW, on a scale of 1-100 with 1 being the US government has *absolutely no* oversight and regulation of the free market in the country, and 100 being that the government has *complete* oversight and regulation of the free market in the country, where do you think things stand right now?

MEAN: 56.0

21. In thinking about the recent issues regarding missing emails at the IRS, do you think that the IRS is or is not telling the truth about the missing emails? (ROTATE)

| | |
|-------------------------------------|-----------|
| 1. Is | 13 |
| 2. Is not | 69 |
| 3. Don't Know/Refused (DO NOT READ) | 18 |

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

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1. The Democrat who says people are drowning because jobs don't pay enough to live on. We must help people with affordable college, job training, child care, raise the minimum wage and make sure women get equal pay so families can keep up with cost of living and the economy will work for the middle class. | 47 |
| 2. The Republican who says the American people are still asking the question "where are the jobs." We need to build the Keystone Pipeline to create jobs and expand exploration to lower gas prices, cut regulations, lower taxes, and balance the budget which will generate an economic recovery to get job creation back on track. | 47 |
| 3. Don't Know/Refused (DO NOT READ) | 6 |

Now just a few demographic questions for statistical purposes only—

23. 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 | 7 |
| 3. CBS News | 4 |
| 4. Local TV news | 20 |
| 5. CNN News | 19 |
| 6. MSNBC/CNBC News | 5 |
| 7. Fox News | 19 |
| 8. CSpan | * |
| 9. Daily newspaper | 24 |
| 10. News magazines such as Time, US News, and Newsweek | 4 |
| 11. Opinion magazines like The Weekly Standard | * |
| 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites | 15 |
| 13. News Pages of Internet Service Providers such as Yahoo News and MSN News | 12 |
| 14. Opinion websites like Drudge Report or slate.com | 1 |
| 15. National Public Radio | 7 |
| 16. Religious radio shows | * |
| 17. Talk radio like Rush Limbaugh | 2 |
| 18. General radio news station | 1 |
| 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 | 16 |
| 26. Don't Know/Refused (DO NOT READ) | 9 |

24. 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 |
| 6. Refused | 1 |

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

| | |
|----------------------------------------------|-----------|
| 1. Republican | 33 |
| 2. Democrat | 37 |
| 3. Independent | 24 |
| 4. Other | 5 |
| 5. Don't Know/Refused (DO NOT READ) | 1 |

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

| | |
|----------------------------------------------------------|-----------|
| 1. Liberal (GO TO Q26A) | 21 |
| 2. Moderate (GO TO Q27) | 43 |
| 3. Conservative (GO TO Q26A) | 35 |
| 4. Don't Know/Refused (DO NOT READ – GO TO Q27) | 1 |

Q26a among liberals and conservatives in Q27 only

26A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

| | |
|----------------------------------------------|-----------|
| 1. Very liberal | 13 |
| 2. Somewhat liberal | 25 |
| 3. Very conservative | 26 |
| 4. Somewhat conservative | 36 |
| 5. Don't Know/Refused (DO NOT READ) | 1 |

RESUME WITH ALL

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

| | |
|--------------------------------------------|----|
| 1. Yes | 36 |
| 2. No | 63 |
| 3. Don't Know/Refused (DO NOT READ) | 1 |

28. What is your current marital status?

| | |
|--------------------------------------------|----|
| 1. Single, never married | 22 |
| 2. Married | 56 |
| 3. Separated | 1 |
| 4. Divorced | 11 |
| 5. Widowed | 8 |
| 6. Don't Know/Refused (DO NOT READ) | 2 |

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

| | |
|--------------------------------------------|----|
| 1. Less than 15K | 10 |
| 2. 15K-30K | 10 |
| 3. 30K-50K | 19 |
| 4. 50K-75K | 16 |
| 5. 75K-100K | 13 |
| 6. Over 100K | 16 |
| 7. Don't Know/Refused (DO NOT READ) | 17 |

30. What is your religion?

| | |
|--------------------------------------------|----|
| 1. Evangelical/Fundamentalist Protestant | 13 |
| 2. Mainline Protestant | 20 |
| 3. Catholic | 23 |
| 4. Jewish | 1 |
| 5. Mormon | 1 |
| 6. Atheist/Agnostic | 8 |
| 7. Other | 24 |
| 8. Don't Know/Refused (DO NOT READ) | 9 |

31. 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 |

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

| | |
|--------|----|
| 1. Yes | 12 |
| 2. No | 83 |

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

| | |
|-------------|----|
| 1. Urban | 28 |
| 2. Suburban | 51 |
| 3. Rural | 21 |

Gender (by observation)

| | |
|-----------|----|
| 1. Male | 47 |
| 2. Female | 53 |

Region (TAKEN FROM SAMPLE)

| | |
|---------------------|----|
| 1. Northeast | 19 |
| 2. South | 27 |
| 3. Midwest | 19 |
| 4. Plains/Mountains | 20 |
| 5. West Coast | 17 |