

NEW MODELS NATIONAL BRAND SURVEY
July 30-July 31, 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: 7.87

- 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?**

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

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

	DEC 2013	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014	JUN 2014	JULY 2014
1. Approve	44	44	43	47	45	41	43	45
2. Don't know/refused (DO NOT READ)	3	6	5	5	4	6	5	6
3. Disapprove	52	50	51	48	51	53	53	49

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	FAVORABLE	UNFAVORABLE	NO OPINION
3. Republicans in Congress	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
	JULY 2014	100	33	60	7
4. Democrats in Congress	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
	JULY 2014	100	44	48	7

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

	DEC 2013	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014	JUN 2014	JULY 2014
1. Education	9	10	10	10	9	10	9	8
2. Social Security	8	7	7	7	7	9	8	7
3. Retirement and Investments	1	1	1	2	1	2	2	2
4. Terrorism	1	1	*	*	1	*	2	1
5. Healthcare/Rx	10	9	10	10	12	8	8	8
6. The Economy	31	30	31	29	27	29	24	25
7. Jobs	11	10	9	10	10	9	10	9
8. Taxes	1	2	3	1	3	4	4	3
9. Crime and Safety	1	2	2	1	1	1	1	2
10. Environment	3	3	2	2	3	2	4	3
11. National Defense/Foreign Affairs	5	5	4	6	5	5	6	7
12. National Deficit/Spending	9	8	9	10	8	8	7	7
13. Energy	*	1	1	*	2	*	1	1

14. Gas prices	1	1	1	2	2	2	1	3
15. Immigration	2	3	2	3	3	3	5	7
16. Other	5	5	3	5	3	4	5	5
17. Don't know/Refused	3	3	4	3	3	4	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	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
	JULY 2014	45	45
7. Jobs	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
	JULY 2014	44	48
8. Health Care/RX	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
	JULY 2014	41	48
9. Energy and gas prices	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
	JULY 2014	42	46
10. Taxes	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
JULY 2014	44	46

11. 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?

	DEC 2013	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014	JUN 2014	JULY 2014
1. Republican	43	41	44	42	45	43	46	42
2. Lean Republican	2	3	3	2	2	2	3	3
3. Undecided	4	7	3	5	5	5	4	3
4. Lean Democrat	3	3	2	2	2	3	1	2
5. Democrat	43	43	43	46	44	43	43	47
6. Don't Know/Refused (DO NOT READ)	4	3	5	4	2	4	3	3
TOTAL REPUBLICAN	46	44	47	44	47	45	49	44
TOTAL DEMOCRAT	46	46	45	49	46	46	45	50

Do you believe or not believe the following statements (ROTATE 12-14)

12. It is in the United States' interests to be the best country in the world to headquarter a company.

1. Believe	74
2. Do Not Believe	19
3. Don't Know/Refused (DO NOT READ)	7

13. The US government should not engage in policies that would put U.S. companies at a disadvantage to any foreign company.

1. Believe	73
2. Do Not Believe	23
3. Don't Know/Refused (DO NOT READ)	5

14. Because the US corporate tax rate is the highest in the world, costs are being passed on to American consumers.

1. Believe	74
2. Do Not Believe	22
3. Don't Know/Refused (DO NOT READ)	4

15. If you owned a business, and knew that the United States had a corporate tax rate of 35 percent and that Ireland had a corporate tax rate of 13 percent, where would it make more economic sense to headquarter the business? (ROTATE)

1. United States	35
2. Ireland	56
3. Don't Know/ Refused (DO NOT READ)	9

16. Do you think it is fair or unfair for a company to move from the United States to a country with lower taxes, lower labor and regulatory costs, and a more educated work force in order to compete with companies in other countries?

1. Fair	44
2. Unfair	52
3. Don't Know/ Refused (DO NOT READ)	4

17. Some companies in the US are purchasing foreign companies, and then moving their corporate headquarters there to pay taxes in another country with a lower tax rate than the US. Do you approve or disapprove of US companies doing this?

1. Approve	26
2. Disapprove	71
3. Don't Know/Refused (DO NOT READ)	3

18. If your pension fund owned stock in a company that did this, would you approve of their actions?

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1. Approve	32
2. Disapprove	63
3. Don't Know/Refused (DO NOT READ)	5

19. Do you agree or disagree with this statement: Companies that relocate their headquarters overseas say the high US corporate tax rate leaves them at a competitive disadvantage to their overseas competitors. Paying a lower tax rate helps the company reinvest in itself and ultimately benefits shareholders.

1. Agree	54
2. Disagree	40
3. Don't Know/Refused (DO NOT READ)	6

20. Do you agree or disagree with this statement: Companies that relocate their headquarters overseas to avoid paying US taxes are not being patriotic.

1. Agree	61
2. Disagree	35
3. Don't Know/Refused (DO NOT READ)	4

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

1. The Republican who says we need to bring jobs home by reducing taxes and regulation on businesses, and making this country the best place in the world to do business.	55
2. The Democrat who says we need to bring jobs home by ending subsidies for job exporters while providing tax credits for companies that move jobs and business activities from another country to the United States.	41
3. Don't Know/Refused (DO NOT READ)	4

22. Do you believe or not believe this statement: Until the federal government gets serious about its debt and spending problem, it should not be telling US companies how to run their businesses.

1. Believe	68
2. Do not believe	28
3. Don't Know/Refused (DO NOT READ)	3

Do you believe or not believe the following statement:

23. We need do to everything we can to get the economy moving again, build new infrastructure, cut regulations, get the best overseas talent, cut taxes, pass trade agreements. We shouldn't choose one over the other, we should do it all.

1. Believe	78
2. Do Not Believe	18
3. Don't Know/Refused (DO NOT READ)	3

Turning to the subject of education...

24. If a student entered a grade a year behind where they needed to be, and ended that school year half a year behind where they needed to be, would you consider this a successful student outcome?

1. Yes	37
2. No	58
3. Don't Know/Refused (DO NOT READ)	4

Now just a few demographic questions for statistical purposes only—

25. 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	8
3. CBS News	4
4. Local TV news	26
5. CNN News	19
6. MSNBC/CNBC News	5
7. Fox News	21
8. CSpan	*
9. Daily newspaper	23
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	10
14. Opinion websites like Drudge Report or slate.com	2
15. National Public Radio	5
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	1
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	17
26. Don't Know/Refused (DO NOT READ)	7

26. 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

27. 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

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

1. Liberal (GO TO Q28A)	21
2. Moderate (GO TO Q29)	43
3. Conservative (GO TO Q28A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q29)	1

Q28a among liberals and conservatives in Q28 only

28A. 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	35
5. Don't Know/Refused (DO NOT READ)	1

RESUME WITH ALL

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

1. Yes	33
2. No	66
3. Don't Know/Refused (DO NOT READ)	1

30. What is your current marital status?

1. Single, never married	23
2. Married	55
3. Separated	1
4. Divorced	12
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	10
2. 15K-30K	11
3. 30K-50K	15
4. 50K-75K	16
5. 75K-100K	12
6. Over 100K	21
7. Don't Know/Refused (DO NOT READ)	16

32. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	21
3. Catholic	22
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	10
7. Other	22
8. Don't Know/Refused (DO NOT READ)	5

33. 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

34. 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	31
2. Suburban	51
3. Rural	19

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

1. Northeast	17
2. South	27
3. Midwest	23
4. Plains/Mountains	20
5. West Coast	14