

NEW MODELS NATIONAL BRAND SURVEY
December 29-30, 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	33
2. Don't Know/Refused (DO NOT READ)	7
3. Wrong Track	60

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

1. Approve	49
2. Don't know/Refused (DO NOT READ)	4
3. Disapprove	47

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 FA V	TOTAL UNFAV	NO OPINION
3. Republicans in Congress	100	28	65	6
4. Democrats in Congress	100	40	54	6

- 5. 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	7
3. Retirement and Investments	1
4. Terrorism	7

5. Health care/Rx	7
6. The Economy	20
7. Jobs	7
8. Taxes	1
9. Crime and Safety	3
10. Environment	3
11. National Defense/Foreign Affairs	14
12. National Deficit/Spending	5
13. Energy	*
14. Gas prices	1
15. Immigration	6
16. Other	6
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 Q6-12), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
6. The Economy	48	46
7. Jobs	45	48
8. Health Care/RX	38	54
9. Education	39	52
10. Defense/terrorism	55	37
11. Wages	39	56
12. Immigration	46	47

13. 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	43
2. Lean Republican	2
3. Undecided	4
4. Lean Democrat	2
5. Democrat	48
6. Don't Know/Refused (DO NOT READ)	2
TOTAL REPUBLICAN	45
TOTAL DEMOCRAT	49

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative how would you rate... (ROTATE 14-19)

	MEAN
14. Your own political ideology	5.84
15. Ideology of Republicans in Congress	6.38
16. Ideology of Democrats in Congress	3.94
17. Ideology of Barack Obama	3.83
18. Ideology of Hillary Clinton	3.88
19. Ideology of Donald Trump	5.91

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative how would you rate your own ideology on each of the following? (ROTATE Q 20-23)

	MEAN
20. Economic issues- like taxes, budget, and jobs	5.91
21. Social issues- like education, health care, and the environment	5.51
22. Moral issues- like abortion and gay marriage	5.34
23. Foreign Affairs- like defense, terrorism, and international relations	6.14

24. In thinking more specifically about how the economy is doing, which comes closer to your view? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. The economy is getting better, but the rate of progress is still unacceptable	45
2. The economy is getting better, and the rate of progress is acceptable	30
3. The economy is not getting better at all	24
4. Don't Know/Refused (DO NOT READ)	1

25. Which concerns you more? (ROTATE)

1. The way that health care is today	32
2. The way that health care of the future is going	62
3. Don't Know/Refused (DO NOT READ)	5

Do you believe or not believe the following statements: (ROTATE 26-27)

26. Health care is not a commodity, but is unique to your health and situation.

1. Believe	62
2. Do not believe	31
3. Don't Know/Refused (DO NOT READ)	7

27. As a result of higher corporate tax rates and regulation compliance, I am paying more for products.

1. Believe	70
2. Do not believe	27
3. Don't Know/Refused (DO NOT READ)	3

28. What is defining the Republican agenda more? (ROTATE)

1. The desire to block and reverse President Obama's agenda	67
2. A clear set of Republican policy initiatives	26
3. Don't Know/Refused (DO NOT READ)	7

Please tell me if you think the following description applies to (ROTATE) Republicans in Congress or Democrats in Congress. (ROTATE 29-31)

29. Party of Reform

1. Republicans in Congress	36
2. Democrats in Congress	48
3. Don't Know/Refused (DO NOT READ)	16

30. Party of Ideas

1. Republicans in Congress	32
2. Democrats in Congress	54
3. Don't Know/Refused (DO NOT READ)	14

31. Listens to people

1. Republicans in Congress	30
2. Democrats in Congress	55
3. Don't Know/Refused (DO NOT READ)	16

32. Whose approach on the economy do you agree with more? (ROTATE)

1. Republicans who say that President Obama and the Democrats' policies have not helped the middle class because they have focused on creating government programs to address their concerns. Instead we need to focus on policies to help businesses create jobs, keep jobs in the US, and increase wages.	51
2. Democrats who say the economy is improving but we need to address income inequality if the economic recovery is going to reach everyone. That means increasing the minimum wage, and making sure that corporations and the wealthy pay their fair share in taxes.	46
3. Don't Know/Refused (DO NOT READ)	2

33. Republicans and Democrats in Congress have recently agreed upon total spending for the upcoming year. Who do you agree with more? (ROTATE)

1. Republicans who say that to create an effective and understandable appropriations process, the individual department budgets should be reviewed separately to provide more accountability and oversight.	51
2. Democrats who say the country needs to deal with the budget as one whole item so that Republicans can't pick and choose what programs to defund based on their extremist agenda. This makes Republicans work with Democrats to find solutions, rather than shutting down portions of the government.	44
3. Don't Know/Refused (DO NOT READ)	5

34. In thinking about the news media, which statement do you agree with more? (ROTATE)

1. News is generally fact-based and credible	16
2. News has become like entertainment and too influenced by special interests	81
3. Don't Know/Refused (DO NOT READ)	3

Now just a few demographic questions for statistical purposes only—

35. 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	6
4. Local TV news	15
5. CNN News	21
6. MSNBC News	4
7. CNBC	1
8. Fox News	21
9. CSpan	*
10. Daily newspaper	21
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	12
14. Internet News Pages such as Yahoo News and MSN News	15
15. Opinion websites like Drudge Report or slate.com	2
16. National Public Radio	8
17. Religious radio shows	*
18. Talk radio like Rush Limbaugh	2
19. General radio news station	1
20. Public television shows like PBS News Hour	*
21. Comedy shows like the Daily Show	-
22. Late night TV shows	*
23. Morning TV shows like Today, Good Morning America	1
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	22
30. DK/Refused (DO NOT READ)	10

36. 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

37. 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

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

1. Liberal (GO TO Q38A)	24
2. Moderate (GO TO Q39)	40
3. Conservative (GO TO Q38A)	35
4. Don't Know/Refused (DO NOT READ) (GO TO Q39)	1

Q38A among liberals and conservatives in Q38 only

38A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	18
2. Somewhat liberal	23
3. Very conservative	26
4. Somewhat conservative	32
5. Don't Know/Refused (DO NOT READ)	2

(RESUME WITH ALL)

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

1. Yes	35
2. No	64
3. Don't Know/Refused (DO NOT READ)	1

40. What is your current marital status?

1. Single, never married	27
2. Married	55
3. Separated	1
4. Divorced	9
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	6
2. 15K-30K	10
3. 30K-50K	15
4. 50K-75K	20
5. 75K-100K	13
6. Over 100K	21
7. Don't Know/Refused (DO NOT READ)	16

42. What is your religion?

1. Evangelical/Fundamentalist Protestant	12
2. Mainline Protestant	21
3. Catholic	25
4. Jewish	1
5. Mormon	1
6. Atheist/Agnostic	9
7. Other	25
8. Don't Know/Refused (DO NOT READ)	6

43. 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

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

1. Yes	9
2. No	86

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	21
2. South	29
3. Midwest	20
4. Plains/Mountains	17
5. West Coast	13