

**NEW MODELS NATIONAL BRAND SURVEY**  
**September 30 – October 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	<b>35</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>
3. Wrong Track	<b>57</b>

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

1. Approve	<b>47</b>
2. Don't know/refused <b>(DO NOT READ)</b>	<b>4</b>
3. Disapprove	<b>49</b>

**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
<b>3. Republicans in Congress</b>	<b>99</b>	<b>31</b>	<b>60</b>	<b>8</b>
<b>4. Democrats in Congress</b>	<b>100</b>	<b>39</b>	<b>53</b>	<b>7</b>

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

1. Education	<b>12</b>
2. Social Security	<b>8</b>
3. Retirement and Investments	<b>1</b>

4. Terrorism	<b>3</b>
5. Healthcare/Rx	<b>6</b>
6. The Economy	<b>25</b>
7. Jobs	<b>8</b>
8. Taxes	<b>3</b>
9. Crime and Safety	<b>2</b>
10. Environment	<b>3</b>
11. National Defense/Foreign Affairs	<b>11</b>
12. National Deficit/Spending	<b>5</b>
13. Energy	<b>*</b>
14. Gas prices	<b>*</b>
15. Immigration	<b>6</b>
16. Other	<b>4</b>
17. Don't know/Refused ( <b>DO NOT READ</b> )	<b>2</b>

**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
<b>6. The Economy</b>	<b>45</b>	<b>46</b>
<b>7. Jobs</b>	<b>43</b>	<b>49</b>
<b>8. Health Care/RX</b>	<b>39</b>	<b>50</b>
<b>9. Taxes</b>	<b>45</b>	<b>46</b>

**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	<b>45</b>
2. Lean Republican	<b>2</b>
3. Undecided	<b>4</b>
4. Lean Democrat	<b>3</b>
5. Democrat	<b>44</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>2</b>
TOTAL REPUBLICAN	<b>47</b>
TOTAL DEMOCRAT	<b>47</b>

**11. In thinking about what is happening in Washington, which of the following comes closer to how you feel about the current situation: (ROTATE ANSWERS)**

1. My party leadership has not worked hard enough to get the changes done that I voted for	<b>26</b>
2. The partisanship in Washington is so extreme that nothing can get done	<b>70</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>4</b>

**12. Do you believe or not believe this statement: If Congress were to fail to raise the country's debt limit, it will lead to higher interest rates and a default on the nation's debt, which would hurt the economy and lead to higher unemployment.**

1. Believe	<b>55</b>
2. Do not believe	<b>37</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>

**13. In thinking about the proposal to raise the nation's debt limit, who do you agree with more? (ROTATE)**

1.	Democrats who say that to avoid a serious economic crisis Congress should raise the nation's debt limit and also restore some of the budget cuts from the sequester for key social programs and the military and pay for those by some entitlement reforms and revenue increases.	<b>39</b>
2.	Republicans who say that the country must not default on its debt but that any increase in the nation's debt limit must include spending cuts but not tax increases that will hurt the economy and job creation.	<b>54</b>
3.	Don't Know <b>(DO NOT READ)</b>	<b>7</b>

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

1.	The desire to block and reverse President Obama's agenda	<b>62</b>
2.	A clear set of Republican policy initiatives	<b>31</b>
3.	Don't Know/Refused <b>(DO NOT READ)</b>	<b>7</b>

**15. In thinking about the issue of Hillary Clinton's e-mail server, how serious of an issue do you think this is? (ROTATE)**

1.	Very Serious	<b>40</b>
2.	Somewhat Serious	<b>25</b>
3.	Not Serious	<b>34</b>
4.	Don't Know/Refused <b>(DO NOT READ)</b>	<b>2</b>

**16. In thinking about the upcoming Presidential election and the information and stories you are hearing from the news media, which would you say they focus on more? (ROTATE)**

1.	The personal differences between the candidates	<b>48</b>
2.	The policy differences between the candidates	<b>32</b>
3.	How much money the candidates have raised	<b>15</b>
4.	Don't Know/Refused <b>(DO NOT READ)</b>	<b>4</b>

**17. As you may know, the Obama Administration and the Environmental Protection Agency recently released regulations that require states to reduce carbon dioxide emissions by 32% by 2030.**

**Knowing this, do you (rotate) support or oppose (end rotate) this proposal?**

1. Strongly support	<b>39</b>
2. Somewhat support	<b>27</b>
3. Somewhat oppose	<b>12</b>
4. Strongly oppose	<b>16</b>
5. I'm not familiar with these regulations	<b>3</b>
6. Don't know/Refused <b>(DO NOT READ)</b>	<b>4</b>
TOTAL SUPPORT	<b>66</b>
TOTAL OPPOSE	<b>28</b>

**Now just a few demographic questions for statistical purposes only—**

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

27. Twitter	1
28. BuzzFeed	-
29. Other	20
30. DK/Refused	9

**20. 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 <b>(DO NOT READ)</b>	1

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

1. Republican <b>(GO TO 22)</b>	34
2. Democrat <b>(GO TO 26)</b>	37
3. Independent <b>(GO TO 26)</b>	23
4. Other <b>(GO TO 26)</b>	5
5. Don't Know/Refused <b>(DO NOT READ) (GO TO 26)</b>	1

**(Among Republicans only)**

**22. Since the 2014 midterm election do you think the Republican majorities in the US House and Senate have done all they can to block or reverse the President Obama's agenda?**

1. Yes <b>(GO TO 24)</b>	31
2. No <b>(GO TO 23)</b>	63
3. Don't Know/Refused <b>(DO NOT READ) (GO TO 24)</b>	6

(If No on 22 ask)

**23. And why do you think that is? Is it mainly because:**

1. They didn't want to block President Obama's agenda	<b>3</b>
2. They aren't smart enough to block President Obama's agenda	<b>7</b>
3. They don't have the votes to stop a Democrat filibuster in the Senate	<b>18</b>
4. They would rather fight each other	<b>10</b>
5. They don't have the votes to override a Presidential veto	<b>47</b>
6. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>16</b>

(Continue with Republicans)

**24. With a new Republican Speaker, do you think that Republicans can get their initiatives passed by the Senate and signed by the President?**

1. Yes	<b>41</b>
2. No	<b>47</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>13</b>

**25. If Republicans still can't get their initiatives passed by the Senate and signed by the President, should Republicans then pursue legislative strategies that could lead to conflict with Democrats that would result in a shutdown of government?**

1. Yes	<b>32</b>
2. No	<b>62</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>6</b>

(CONTINUE WITH ALL)



**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)	24
2. Moderate (GO TO Q27)	40
3. Conservative (GO TO Q26A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q27)	1

**Q26a among liberals and conservatives in Q26 only**

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

1. Very liberal	13
2. Somewhat liberal	27
3. Very conservative	21
4. Somewhat conservative	38
5. Don't Know/Refused (DO NOT READ)	1

**Ideology Scale**

1. Very liberal	8
2. Somewhat liberal	16
3. Moderate	40
4. Somewhat conservative	22
5. Very conservative	12
6. Don't Know/Refused (DO NOT READ)	2

**(RESUME WITH ALL)**

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

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

**28. What is your current marital status?**

1. Single, never married	<b>26</b>
2. Married	<b>57</b>
3. Separated	<b>1</b>
4. Divorced	<b>8</b>
5. Widowed	<b>6</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>2</b>

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

1. Less than 15K	<b>7</b>
2. 15K-30K	<b>11</b>
3. 30K-50K	<b>16</b>
4. 50K-75K	<b>16</b>
5. 75K-100K	<b>12</b>
6. Over 100K	<b>23</b>
7. Don't Know/Refused <b>(DO NOT READ)</b>	<b>15</b>

**30. What is your religion?**

1. Evangelical/Fundamentalist Protestant	<b>9</b>
2. Mainline Protestant	<b>23</b>
3. Catholic	<b>25</b>
4. Jewish	<b>1</b>
5. Mormon	<b>1</b>
6. Atheist/Agnostic	<b>10</b>
7. Other	<b>24</b>
8. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>7</b>

**31. What is your race?**

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

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

1. Yes	<b>7</b>
2. No	<b>89</b>

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

1. Urban	<b>26</b>
2. Suburban	<b>47</b>
3. Rural	<b>27</b>

**Gender (by observation)**

1. Male	<b>48</b>
2. Female	<b>52</b>

**Region (TAKEN FROM SAMPLE)**

1. Northeast	<b>19</b>
2. South	<b>33</b>
3. Midwest	<b>19</b>
4. Plains/Mountains	<b>17</b>
5. West Coast	<b>13</b>