

NEW MODELS NATIONAL BRAND SURVEY
November 30 – December 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	29
2. Don't Know/Refused (DO NOT READ)	8
3. Wrong Track	63

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

1. Approve	45
2. Don't know/refused (DO NOT READ)	4
3. Disapprove	51

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	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. Republicans in Congress	100	36	58	6
4. Democrats in Congress	100	41	54	5
5. Hillary Clinton	100	42	54	4

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

1. Education	13
2. Social Security	6
3. Retirement and Investments	1
4. Terrorism	9
5. Healthcare/Rx	6
6. The Economy	20
7. Jobs	6
8. Taxes	2
9. Crime and Safety	2
10. Environment	4
11. National Defense/Foreign Affairs	11
12. National Deficit/Spending	7
13. Energy	1
14. Gas prices	*
15. Immigration	4
16. Other	5
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 Q7-13), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
7. The Economy	49	44
8. Jobs	44	48
9. Health Care/RX	40	52
10. Taxes	51	42
11. Poverty	37	55
12. Welfare Reform	48	46

13. Defense/Terrorism

55

38

14. 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	44
2. Lean Republican	2
3. Undecided	3
4. Lean Democrat	2
5. Democrat	45
6. Don't Know/Refused (DO NOT READ)	3
TOTAL REPUBLICAN	47
TOTAL DEMOCRAT	48

Tax Reform

15. While all may be important, which of the following should be the main goal of tax reform? (ROTATE)

1. Fairness	39
2. Simplicity	16
3. Economic Growth	43
4. Don't know/Refused (DO NOT READ)	1

16. When you hear the term "tax reform", do you think that means... (ROTATE)

1. Increasing taxes on the wealthy	36
2. Lowering the tax rate for businesses and individuals	50
3. Don't Know/Refused (DO NOT READ)	14

Do you believe or not believe the following statements: (ROTATE 17-18)

17. If Congress does not act on tax reform, businesses will continue to leave the country.

1. Believe	69
2. Do not believe	28
3. Don't Know/Refused (DO NOT READ)	2

18. Tax reform is central to getting the economy to improve at a desirable pace.

1. Believe	71
2. Do not believe	26
3. Don't Know/Refused (DO NOT READ)	3

Foreign Policy

19. The House of Representatives recently passed a bill that would suspend the federal refugee program allowing Syrian and Iraqi refugees into the U.S. until key national security agencies certify they don't pose a security risk. Do you support or oppose that bill?

1. Support	51
2. Oppose	44
3. Don't Know/Refused (DO NOT READ)	5

20. Several states have recently said that they will not accept refugees. Which statement do you agree with more? (ROTATE)

1. States should have the right to opt out of accepting refugees.	57
2. This should remain a federal policy, and states do not have the legal authority to opt out.	39
3. Don't Know/Refused (DO NOT READ)	4

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

1. Republicans who say that defense and military should be the top priority for spending appropriations, and Congress should pass this first before getting to other spending items.	38
2. Democrats who say that domestic programs should be treated as equal priorities with defense and military spending, and Congress should deal with all of these spending items at the same time.	58
3. Don't Know/Refused (DO NOT READ)	4

Health Reform

On a scale of 1-9 with 1 being important, 5 very important and 9 the most important priority, how would you rate each of the following potential goals of a health care reform bill? (ROTATE LIST Q23-28)

	MEAN
23. Reducing the number of uninsured	6.29
24. Lowering the cost of insurance premiums, co-pays and deductibles	7.27
25. Lowering the cost of prescription drugs	7.07
26. Protecting choice of your doctor	7.38
27. Improving quality of care	7.47
28. Promoting scientific advancements to develop cures	7.06

Turning to a different topic...

29. When President Obama vetoes a piece of legislation, who does this help more?

1. President Obama	64
2. Republicans in Congress	19
3. Don't Know/Refused (DO NOT READ)	17

30. Republicans in the Senate have the ability to use a legislative procedure to get a bill to the President's desk with only 51 votes, but they can only use this procedure one time. For which of the following two issues would you prefer that they use this procedure? (ROTATE)

1. Repeal of the health care law, which some refer to as Obamacare	41
2. Tax reform	53
3. Don't Know/Refused (DO NOT READ)	6

Now just a few demographic questions for statistical purposes only—

31. 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	5
4. Local TV news	16
5. CNN News	21
6. MSNBC News	4
7. CNBC	1
8. Fox News	17
9. CSpan	*
10. Daily newspaper	21
11. Websites of former news magazines such as Time, US News, and Newsweek	3
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	16
15. Opinion websites like Drudge Report or slate.com	1
16. National Public Radio	9
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	*
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	*
28. BuzzFeed	-
29. Other	21
30. DK/Refused	11

32. 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 (DO NOT READ)	1

33. 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

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

1. Liberal (GO TO Q34A)	24
2. Moderate (GO TO Q35)	40
3. Conservative (GO TO Q34A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q35)	1

Q34A among liberals and conservatives in Q34 only

34A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	15
2. Somewhat liberal	26
3. Very conservative	24
4. Somewhat conservative	35
5. Don't Know/Refused (DO NOT READ)	1

Ideology Scale

1. Very liberal	9
2. Somewhat liberal	15
3. Moderate	40
4. Somewhat conservative	21
5. Very conservative	14
6. Don't Know/Refused (DO NOT READ)	2

(RESUME WITH ALL)

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

1. Yes	34
2. No	65
3. Don't Know/Refused (DO NOT READ)	1

36. What is your current marital status?

1. Single, never married	28
2. Married	57
3. Separated	1
4. Divorced	8
5. Widowed	5
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	8
2. 15K-30K	9
3. 30K-50K	15
4. 50K-75K	16
5. 75K-100K	15
6. Over 100K	23
7. Don't Know/Refused (DO NOT READ)	14

38. What is your religion?

1. Evangelical/Fundamentalist Protestant	9
2. Mainline Protestant	21
3. Catholic	26
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	12
7. Other	22
8. Don't Know/Refused (DO NOT READ)	7

39. 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

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

1. Yes		8
2. No		87

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

1. Urban		33
2. Suburban		48
3. Rural		20

Gender (by observation)

1. Male		48
2. Female		52

Region (TAKEN FROM SAMPLE)

1. Northeast		18
2. South		31
3. Midwest		20
4. Plains/Mountains		16
5. West Coast		15