

NEW MODELS NATIONAL BRAND SURVEY
April 30-May 2, 2015
1000 RV

- 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	30
2. Don't Know/Refused (DO NOT READ)	8
3. Wrong Track	62

- 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)	5
3. Disapprove	50

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
3. Republicans in Congress	100	35	55	9
4. Democrats in Congress	100	39	52	9

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

1. Education	10
2. Social Security	7
3. Retirement and Investments	1
4. Terrorism	2
5. Healthcare/Rx	8
6. The Economy	20
7. Jobs	7
8. Taxes	2
9. Crime and Safety	2
10. Environment	4
11. National Defense/Foreign Affairs	9
12. National Deficit/Spending	8
13. Energy	*
14. Gas prices	1
15. Immigration	6
16. Other	7
17. Don't know/Refused	3

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q6-10), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
6. The Economy	47	44
7. Jobs	46	45
8. Health Care/RX	40	49
9. Education	43	45
10. Defense/Foreign Affairs	53	39

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?

1. Republican	43
2. Lean Republican	4
3. Undecided	3
4. Lean Democrat	4
5. Democrat	43
6. Don't Know/Refused (DO NOT READ)	3
TOTAL REPUBLICAN	47
TOTAL DEMOCRAT	46

Economy

12. 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	25
3. The economy is not getting better at all	29
4. Don't Know/Refused (DO NOT READ)	2

Do you believe or not believe the following statements: (ROTATE Q13-17)

13. The economy could have improved more if Republicans in Congress had not blocked any of President Obama's initiatives to address income inequality.

1. Believe	47
2. Do not believe	48
3. Don't Know/Refused (DO NOT READ)	5

14. Recent improvements in the economy are proof that President Obama's stimulus plan has worked.

1. Believe	42
2. Do not believe	55
3. Don't Know/Refused (DO NOT READ)	3

King v. Burwell

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

1. Favor	43
2. Oppose	51
3. Don't Know/Refused (DO NOT READ)	6

16. Do you think that the new health care law will increase, decrease or have no impact on health care costs in the future? (ROTATE)

1. Increase	62
2. Decrease	16
3. Have no impact	15
4. Don't Know (DO NOT READ)	7

17. Do you think that the new health care law will help, hurt or have no impact on quality of care in the future? (ROTATE)

1. Help	32
2. Hurt	42
3. Have no impact	21
4. Don't Know (DO NOT READ)	5

18. In thinking about the new health care law's requirements for certain benefits and coverage for health insurance plans, which statement do you agree with more? (ROTATE)

1. They require coverage for too many things that are unnecessary and drive up the cost of plans.	53
2. They have improved the quality of coverage, even if costs are higher for some.	39
3. Don't Know (DO NOT READ)	8

19. In thinking about health care in the country, which would you prefer? (ROTATE)

1. The President's health care law	42
2. The Republican alternative to the health care law	45
3. Don't Know (DO NOT READ)	13

20. If mandates on required health insurance benefits were rolled back so that insurance companies could offer lower cost plans but with fewer benefits, which statement do you agree with more? (ROTATE)

1. These kinds of plans will offer inferior coverage, especially because they would not fully cover benefits that affect women such as maternity care and preventive services	42
2. These plans will provide more freedom and affordable choice in the marketplace	46
3. Don't Know (DO NOT READ)	12

21. Do you believe or not believe this statement: If the individual mandate to have health insurance goes away in some states, costs will go up for everyone.

1. Believe	55
2. Do not believe	40
3. Don't Know/Refused (DO NOT READ)	5

Now just a few demographic questions for statistical purposes only—

22. 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	18
5. CNN News	21
6. MSNBC News	3
7. CNBC	*
8. Fox News	19
9. CSpan	-
10. Daily newspaper	22
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	7
17. Religious radio shows	*
18. Talk radio like Rush Limbaugh	1
19. General radio news station	3
20. Public television shows like PBS News Hour	*
21. Comedy shows like the Daily Show with Jon Stewart	*
22. Late night TV shows	*
23. Morning TV shows like Today, Good Morning America	*
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	14
30. DK/Refused	12

23. 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

24. 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

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

1.	Liberal (GO TO Q25A)	24
2.	Moderate (GO TO Q26)	40
3.	Conservative (GO TO Q25A)	35
4.	Don't Know/Refused (DO NOT READ – GO TO Q26)	1

Q25a among liberals and conservatives in Q25 only

25A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1.	Very liberal	13
2.	Somewhat liberal	27
3.	Very conservative	25
4.	Somewhat conservative	31
5.	Don't Know/Refused (DO NOT READ)	4

RESUME WITH ALL

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

1. Yes	38
2. No	61
3. Don't Know/Refused (DO NOT READ)	1

27. What is your current marital status?

1. Single, never married	26
2. Married	56
3. Separated	1
4. Divorced	10
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	8
2. 15K-30K	11
3. 30K-50K	13
4. 50K-75K	18
5. 75K-100K	14
6. Over 100K	19
7. Don't Know/Refused (DO NOT READ)	16

29. What is your religion?

1. Evangelical/Fundamentalist Protestant	10
2. Mainline Protestant	21
3. Catholic	23
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	9
7. Other	25
8. Don't Know/Refused (DO NOT READ)	8

30. 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

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

1. Yes	12
2. No	82

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

1. Urban	33
2. Suburban	49
3. Rural	18

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	27
3. Midwest	20
4. Plains/Mountains	20
5. West Coast	16