

**NEW MODELS NATIONAL BRAND SURVEY**  
**April 29-30, 2014**  
**1000 RVs**

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?

|   | SEP<br>2013 | OCT<br>2013 | NOV<br>2013 | DEC<br>2013 | JAN<br>2014 | FEB<br>2014 | MAR<br>2014 | APR<br>2014 |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. Right Direction                            | <b>30</b>   | <b>14</b>   | <b>31</b>   | <b>35</b>   | <b>32</b>   | <b>30</b>   | <b>34</b>   | <b>30</b>   |
| 2. Don't Know/Refused<br><b>(DO NOT READ)</b> | <b>9</b>    | <b>8</b>    | <b>8</b>    | <b>7</b>    | <b>11</b>   | <b>10</b>   | <b>9</b>    | <b>10</b>   |
| 3. Wrong Track                                | <b>61</b>   | <b>77</b>   | <b>61</b>   | <b>58</b>   | <b>57</b>   | <b>61</b>   | <b>57</b>   | <b>60</b>   |

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

|                       | SEPT<br>2013 | OCT<br>2013 | NOV<br>2013 | DEC<br>2013 | JAN<br>2014 | FEB<br>2014 | MAR<br>2014 | APR<br>2014 |
|-----------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. Approve            | <b>44</b>    | <b>46</b>   | <b>42</b>   | <b>44</b>   | <b>44</b>   | <b>43</b>   | <b>47</b>   | <b>45</b>   |
| 2. Don't know/refused | <b>6</b>     | <b>4</b>    | <b>5</b>    | <b>3</b>    | <b>6</b>    | <b>5</b>    | <b>5</b>    | <b>4</b>    |
| 3. Disapprove         | <b>50</b>    | <b>49</b>   | <b>53</b>   | <b>52</b>   | <b>50</b>   | <b>51</b>   | <b>48</b>   | <b>51</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?

|                               | NAME ID      | FAVORABLE  | UNFAVORABLE | NO OPINION |           |
|-------------------------------|--------------|------------|-------------|------------|-----------|
| 3. Republicans<br>in Congress | SEPT<br>2013 | <b>100</b> | <b>29</b>   | <b>60</b>  | <b>11</b> |
|                               | OCT<br>2013  | <b>100</b> | <b>30</b>   | <b>64</b>  | <b>6</b>  |
|                               | NOV<br>2013  | <b>100</b> | <b>29</b>   | <b>61</b>  | <b>10</b> |

|                                 |           |     |    |    |   |
|---------------------------------|-----------|-----|----|----|---|
|                                 | 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 |
| <b>4. Democrats in Congress</b> | SEPT 2013 | 100 | 38 | 55 | 7 |
|                                 | OCT 2013  | 100 | 38 | 56 | 6 |
|                                 | NOV 2013  | 100 | 36 | 55 | 9 |
|                                 | 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 |

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

|                                      | SEP 2013 | OCT 2013 | NOV 2013 | DEC 2013 | JAN 2014 | FEB 2014 | MAR 2014 | APR 2014 |
|--------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| 1. Education                         | 9        | 7        | 6        | 9        | 10       | 10       | 10       | 9        |
| 2. Social Security                   | 9        | 7        | 8        | 8        | 7        | 7        | 7        | 7        |
| 3. Retirement and Investments        | 1        | *        | 2        | 1        | 1        | 1        | 2        | 1        |
| 4. Terrorism                         | *        | *        | 1        | 1        | 1        | *        | *        | 1        |
| 5. Healthcare/Rx                     | 12       | 14       | 11       | 10       | 9        | 10       | 10       | 12       |
| 6. The Economy                       | 26       | 31       | 29       | 31       | 30       | 31       | 29       | 27       |
| 7. Jobs                              | 8        | 7        | 10       | 11       | 10       | 9        | 10       | 10       |
| 8. Taxes                             | 2        | 3        | 3        | 1        | 2        | 3        | 1        | 3        |
| 9. Crime and Safety                  | 1        | 1        | *        | 1        | 2        | 2        | 1        | 1        |
| 10. Environment                      | 2        | 2        | 3        | 3        | 3        | 2        | 2        | 3        |
| 11. National Defense/Foreign Affairs | 5        | 4        | 2        | 5        | 5        | 4        | 6        | 5        |
| 12. National Deficit/Spending        | 10       | 12       | 11       | 9        | 8        | 9        | 10       | 8        |
| 13. Energy                           | 1        | 1        | *        | *        | 1        | 1        | *        | 2        |

|                        |   |   |   |   |   |   |   |   |
|------------------------|---|---|---|---|---|---|---|---|
| 14. Gas prices         | 1 | * | * | 1 | 1 | 1 | 2 | 2 |
| 15. Immigration        | 3 | 2 | 4 | 2 | 3 | 2 | 3 | 3 |
| 16. Other              | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 3 |
| 17. Don't know/Refused | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 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 |
|---------------------------------|-----------|-----|-----|
| <b>6. The Economy</b>           | SEPT 2013 | 45  | 45  |
|                                 | OCT 2013  | 44  | 44  |
|                                 | NOV 2013  | 46  | 44  |
|                                 | DEC 2013  | 45  | 45  |
|                                 | JAN 2014  | 45  | 44  |
|                                 | FEB 2014  | 46  | 44  |
|                                 | MAR 2014  | 43  | 47  |
|                                 | APR 2014  | 47  | 45  |
| <b>7. Jobs</b>                  | SEPT 2013 | 43  | 48  |
|                                 | OCT 2013  | 42  | 46  |
|                                 | NOV 2013  | 44  | 45  |
|                                 | DEC 2013  | 43  | 46  |
|                                 | JAN 2014  | 44  | 46  |
|                                 | FEB 2014  | 45  | 45  |
|                                 | MAR 2014  | 43  | 48  |
|                                 | APR 2014  | 46  | 46  |
| <b>8. Health Care/RX</b>        | SEPT 2013 | 41  | 47  |
|                                 | OCT 2013  | 40  | 49  |
|                                 | NOV 2013  | 40  | 48  |
|                                 | DEC 2013  | 41  | 48  |
|                                 | JAN 2014  | 38  | 50  |
|                                 | FEB 2014  | 42  | 48  |
|                                 | MAR 2014  | 39  | 51  |
|                                 | APR 2014  | 43  | 49  |
| <b>9. Energy and gas prices</b> | SEPT 2013 | 38  | 48  |
|                                 | OCT 2013  | 43  | 45  |
|                                 | NOV 2013  | 42  | 43  |
|                                 | DEC 2013  | 44  | 44  |
|                                 | JAN 2014  | 42  | 43  |
|                                 | FEB 2014  | 43  | 42  |
|                                 | MAR 2014  | 42  | 45  |
|                                 | APR 2014  | 44  | 44  |

**10. Taxes**

|           |           |           |
|-----------|-----------|-----------|
| SEPT 2013 | <b>48</b> | <b>42</b> |
| OCT 2013  | <b>47</b> | <b>43</b> |
| NOV 2013  | <b>47</b> | <b>42</b> |
| DEC 2013  | <b>47</b> | <b>43</b> |
| JAN 2014  | <b>46</b> | <b>43</b> |
| FEB 2014  | <b>47</b> | <b>42</b> |
| MAR 2014  | <b>44</b> | <b>45</b> |
| APR 2014  | <b>48</b> | <b>42</b> |

**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?**

|  | SEP<br>2013 | OCT<br>2013 | NOV<br>2013 | DEC<br>2013 | JAN<br>2014 | FEB<br>2014 | MAR<br>2014 | APR<br>2014 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. Republican  | <b>44</b>   | <b>42</b>   | <b>43</b>   | <b>43</b>   | <b>41</b>   | <b>44</b>   | <b>42</b>   | <b>45</b>   |
| 2. Lean Republican                                   | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>2</b>    |
| 3. Undecided   | <b>4</b>    | <b>5</b>    | <b>5</b>    | <b>4</b>    | <b>7</b>    | <b>3</b>    | <b>5</b>    | <b>5</b>    |
| 4. Lean Democrat                                     | <b>2</b>    | <b>3</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    |
| 5. Democrat  | <b>45</b>   | <b>46</b>   | <b>44</b>   | <b>43</b>   | <b>43</b>   | <b>43</b>   | <b>46</b>   | <b>44</b>   |
| 6. Don't<br>Know/Refused<br><b>(DO NOT<br/>READ)</b> | <b>3</b>    | <b>2</b>    | <b>3</b>    | <b>4</b>    | <b>3</b>    | <b>5</b>    | <b>4</b>    | <b>2</b>    |
| TOTAL REPUBLICAN                                     | <b>46</b>   | <b>44</b>   | <b>45</b>   | <b>46</b>   | <b>44</b>   | <b>47</b>   | <b>44</b>   | <b>47</b>   |
| TOTAL DEMOCRAT                                       | <b>47</b>   | <b>49</b>   | <b>47</b>   | <b>46</b>   | <b>46</b>   | <b>45</b>   | <b>49</b>   | <b>46</b>   |

**12. Who is doing a better job of focusing on issues? (ROTATE)**

|  | MAY II<br>2010 | APR<br>2014 |
|--|----------------|-------------|
| 1. Republicans in Congress                 | <b>34</b>      | <b>36</b>   |
| 2. Democrats in Congress                   | <b>47</b>      | <b>43</b>   |
| 3. Don't Know/Refused <b>(DO NOT READ)</b> | <b>19</b>      | <b>21</b>   |

**I am going to read a series of descriptions. For each please tell me if it describes (ROTATE) Republicans in Congress or Democrats in Congress. (ROTATE LIST Q13-15)**

**13. Listens to people**

|                                     | FEB 2012<br>(people like me) | AUG 2012<br>(people like me) | FEB 2013  | APR 2014  |
|-------------------------------------|------------------------------|------------------------------|-----------|-----------|
| 1. Republicans in Congress          | <b>35</b>                    | <b>38</b>                    | <b>30</b> | <b>35</b> |
| 2. Democrats in Congress            | <b>48</b>                    | <b>47</b>                    | <b>52</b> | <b>53</b> |
| 3. Don't Know/Refused (DO NOT READ) | <b>17</b>                    | <b>15</b>                    | <b>18</b> | <b>12</b> |

**14. Cares about people like me**

|                                     | FEB 2013  | APR 2014  |
|-------------------------------------|-----------|-----------|
| 1. Republicans in Congress          | <b>37</b> | <b>39</b> |
| 2. Democrats in Congress            | <b>48</b> | <b>51</b> |
| 3. Don't Know/Refused (DO NOT READ) | <b>15</b> | <b>10</b> |

**15. Best able to lead the country in the future**

|                                     | FEB 2013  | APR 2014  |
|-------------------------------------|-----------|-----------|
| 1. Republicans in Congress          | <b>42</b> | <b>47</b> |
| 2. Democrats in Congress            | <b>45</b> | <b>44</b> |
| 3. Don't Know/Refused (DO NOT READ) | <b>13</b> | <b>9</b>  |

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

|                                     | JUL 2012  | POST ELECT 2012 | OCT 2013  | NOV 2013  | DEC 2013  | JAN 2014  | FEB 2014  | MAR 2014  | APR 2014  |
|-------------------------------------|-----------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. Favor                            | <b>46</b> | <b>48</b>       | <b>46</b> | <b>41</b> | <b>39</b> | <b>41</b> | <b>42</b> | <b>45</b> | <b>42</b> |
| 2. Oppose                           | <b>49</b> | <b>50</b>       | <b>50</b> | <b>53</b> | <b>51</b> | <b>52</b> | <b>52</b> | <b>50</b> | <b>52</b> |
| 3. Don't Know/Refused (DO NOT READ) | <b>14</b> | <b>3</b>        | <b>4</b>  | <b>6</b>  | <b>10</b> | <b>7</b>  | <b>6</b>  | <b>5</b>  | <b>5</b>  |

**17. Do you believe or not believe this statement: It is the government's responsibility to guarantee health care for everyone.**

|  | APR<br>2010 | APR<br>2014 |
|--|-------------|-------------|
| 1. Believe                                 | <b>43</b>   | <b>43</b>   |
| 2. Do not believe                          | <b>54</b>   | <b>55</b>   |
| 3. Don't Know/Refused <b>(DO NOT READ)</b> | <b>3</b>    | <b>2</b>    |

**18. Who is more focused on job creation and growing the economy? (ROTATE)**

|  | JUL II<br>2013 | SEPT<br>2013 | OCT<br>2013 | APR<br>2014 |
|--|----------------|--------------|-------------|-------------|
| 1. President Obama                         | <b>50</b>      | <b>48</b>    | <b>49</b>   | <b>44</b>   |
| 2. Republicans in Congress                 | <b>39</b>      | <b>40</b>    | <b>40</b>   | <b>46</b>   |
| 3. Don't Know/Refused <b>(DO NOT READ)</b> | <b>10</b>      | <b>12</b>    | <b>11</b>   | <b>10</b>   |

**19. Which of the following would create more jobs? (ROTATE)**

|  |           |
|--|-----------|
| 1. Tax cuts for businesses   | <b>50</b> |
| 2. Increased government spending on infrastructure, like roads and bridges | <b>44</b> |
| 3. Don't Know/Refused <b>(DO NOT READ)</b>                                 | <b>6</b>  |

**20. Do you believe or not believe this statement: Republicans are waging a war on women.**

|  | JUN<br>2012 | POST-<br>ELECT<br>2012 | APR<br>2014 |
|--|-------------|------------------------|-------------|
| 1. Believe                                 | <b>28</b>   | <b>32</b>              | <b>27</b>   |
| 2. Do not believe                          | <b>68</b>   | <b>66</b>              | <b>68</b>   |
| 3. Don't Know/Refused <b>(DO NOT READ)</b> | <b>4</b>    | <b>2</b>               | <b>5</b>    |

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

|  |           |
|--|-----------|
| 1. The Republican who says we need to move in a new direction from where President Obama is taking us, and the new health care law is just one example of the problems we have had with this presidency. | <b>47</b> |
| 2. The Democrat who says Republicans have no answers to the problems facing the country, and a good first step to addressing the economy is raising the minimum wage.                                    | <b>48</b> |
| 3. Don't Know/Refused <b>(DO NOT READ)</b>   | <b>5</b>  |

**22. Who do you agree with more? (ROTATE)**

|  | NOV 2012<br>Post-<br>Election | APR<br>2014 |
|--|-------------------------------|-------------|
| 1. The Republican candidate who says that the American people are asking "where are the jobs". We need to bring jobs home by reducing taxes and regulation on small businesses, and reducing government spending.    | <b>49</b>                     | <b>56</b>   |
| 2. The Democrat candidate who says that we need to keep making progress on the economy and that we cannot afford to go back to the failed policies of the past that created the economic problems in the first place | <b>48</b>                     | <b>40</b>   |
| 3. Don't Know/Refused <b>(DO NOT READ)</b>   | <b>3</b>                      | <b>4</b>    |

**23. In thinking about how you may vote in the upcoming elections for Congress, which statement comes closer to how you may decide to vote? (ROTATE)**

|  |           |
|--|-----------|
| 1. Your decision will be based only on President Obama's record, but especially the new health care law  | <b>22</b> |
| 2. President Obama's record will play a role in your decision, but it will also be about the choice of directions for the country that Republicans and Democrats offer | <b>70</b> |
| 3. Don't Know <b>(DO NOT READ)</b>   | <b>8</b>  |

Now just a few demographic questions for statistical purposes only—

**24. 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   | 9  |
| 2. NBC News   | 8  |
| 3. CBS News   | 4  |
| 4. Local TV news  | 22 |
| 5. CNN News   | 18 |
| 6. MSNBC/CNBC News  | 5  |
| 7. Fox News   | 18 |
| 8. CSpan  | 1  |
| 9. Daily newspaper  | 25 |
| 10. News magazines such as Time, US News, and Newsweek  | 3  |
| 11. Opinion magazines like The Weekly Standard  | 1  |
| 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites | 14 |
| 13. News Pages of Internet Service Providers such as Yahoo News and MSN News                        | 12 |
| 14. Opinion websites like Drudge Report or slate.com  | 1  |
| 15. National Public Radio   | 5  |
| 16. Religious radio shows   | *  |
| 17. Talk radio like Rush Limbaugh   | 3  |
| 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   | 1  |
| 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   | 20 |
| 26. Don't Know/Refused <b>(DO NOT READ)</b>   | 6  |



**25. AGE**

|            |           |
|------------|-----------|
| 1. 18-34   | <b>18</b> |
| 2. 35-44   | <b>19</b> |
| 3. 45-54   | <b>20</b> |
| 4. 55-64   | <b>22</b> |
| 5. 65+     | <b>20</b> |
| 6. Refused | <b>1</b>  |

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

|  |           |
|--|-----------|
| 1. Republican                              | <b>33</b> |
| 2. Democrat                                | <b>37</b> |
| 3. Independent                             | <b>24</b> |
| 4. Other                                   | <b>5</b>  |
| 5. Don't Know/Refused <b>(DO NOT READ)</b> | <b>1</b>  |

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

|  |           |
|--|-----------|
| 1. Liberal (GO TO Q27A)                                | <b>21</b> |
| 2. Moderate (GO TO Q28)                                | <b>43</b> |
| 3. Conservative (GO TO Q27A)                           | <b>35</b> |
| 4. Don't Know/Refused <b>(DO NOT READ – GO TO Q28)</b> | <b>1</b>  |

Q27a among liberals and conservatives in Q27 only

**27A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

|  |           |
|--|-----------|
| 1. Very liberal                            | <b>12</b> |
| 2. Somewhat liberal                        | <b>24</b> |
| 3. Very conservative                       | <b>24</b> |
| 4. Somewhat conservative                   | <b>37</b> |
| 5. Don't Know/Refused <b>(DO NOT READ)</b> | <b>2</b>  |

## RESUME WITH ALL

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

|  |    |
|--|----|
| 1. Yes                                     | 30 |
| 2. No                                      | 70 |
| 3. Don't Know/Refused <b>(DO NOT READ)</b> | *  |

### 29. What is your current marital status?

|  |    |
|--|----|
| 1. Single, never married                   | 26 |
| 2. Married                                 | 53 |
| 3. Separated                               | 1  |
| 4. Divorced                                | 11 |
| 5. Widowed                                 | 8  |
| 6. Don't Know/Refused <b>(DO NOT READ)</b> | 1  |

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

|  |    |
|--|----|
| 1. Less than 15K                           | 9  |
| 2. 15K-30K                                 | 13 |
| 3. 30K-50K                                 | 16 |
| 4. 50K-75K                                 | 16 |
| 5. 75K-100K                                | 12 |
| 6. Over 100K                               | 18 |
| 7. Don't Know/Refused <b>(DO NOT READ)</b> | 16 |

### 31. What is your religion?

|  |    |
|--|----|
| 1. Evangelical/Fundamentalist Protestant   | 8  |
| 2. Mainline Protestant                     | 14 |
| 3. Catholic                                | 26 |
| 4. Jewish                                  | 2  |
| 5. Mormon                                  | 1  |
| 6. Atheist/Agnostic                        | 6  |
| 7. Other                                   | 37 |
| 8. Don't Know/Refused <b>(DO NOT READ)</b> | 7  |

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

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

|                       |    |
|-----------------------|----|
| 1. Yes                | 10 |
| 2. No                 | 86 |
| 3. Don't Know/Refused | 4  |

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

|             |    |
|-------------|----|
| 1. Urban    | 31 |
| 2. Suburban | 51 |
| 3. Rural    | 18 |

**Gender (by observation)**

|           |    |
|-----------|----|
| 1. Male   | 47 |
| 2. Female | 53 |

**Region (TAKEN FROM SAMPLE)**

|                     |    |
|---------------------|----|
| 1. Northeast        | 17 |
| 2. South            | 28 |
| 3. Midwest          | 23 |
| 4. Plains/Mountains | 19 |
| 5. West Coast       | 15 |