

**NEW MODELS NATIONAL BRAND SURVEY**  
**August 30-31, 2014**  
**1000 RVs**

**B.) 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: 8.00**

**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?**

	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014	JUN 2014	JULY 2014	AUG 2014
1. Right Direction	<b>32</b>	<b>30</b>	<b>34</b>	<b>30</b>	<b>30</b>	<b>25</b>	<b>32</b>	<b>25</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>8</b>	<b>9</b>
3. Wrong Track	<b>57</b>	<b>61</b>	<b>57</b>	<b>60</b>	<b>59</b>	<b>64</b>	<b>60</b>	<b>66</b>

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

	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014	JUN 2014	JULY 2014	AUG 2014
1. Approve	<b>44</b>	<b>43</b>	<b>47</b>	<b>45</b>	<b>41</b>	<b>43</b>	<b>45</b>	<b>44</b>
2. Don't know/refused <b>(DO NOT READ)</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>
3. Disapprove	<b>50</b>	<b>51</b>	<b>48</b>	<b>51</b>	<b>53</b>	<b>53</b>	<b>49</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? (ROTATE 3-5)**

	NAME ID	FAVORABLE	UNFAVORABLE	NO OPINION	
	JAN 2014	<b>100</b>	<b>28</b>	<b>63</b>	<b>9</b>
	FEB 2014	<b>100</b>	<b>32</b>	<b>59</b>	<b>5</b>
<b>3. Republicans in Congress</b>	MAR 2014	<b>100</b>	<b>33</b>	<b>60</b>	<b>7</b>
	APR 2014	<b>100</b>	<b>41</b>	<b>54</b>	<b>5</b>

	2014				
	MAY	<b>100</b>	<b>33</b>	<b>56</b>	<b>11</b>
	2014				
	JUN	<b>99</b>	<b>33</b>	<b>58</b>	<b>9</b>
	2014				
	JULY	<b>100</b>	<b>33</b>	<b>60</b>	<b>7</b>
	2014				
	AUG	<b>100</b>	<b>31</b>	<b>60</b>	<b>8</b>
	2014				
<b>4. Democrats in Congress</b>	JAN	<b>100</b>	<b>40</b>	<b>53</b>	<b>7</b>
	2014				
	FEB	<b>100</b>	<b>37</b>	<b>56</b>	<b>3</b>
	2014				
	MAR	<b>100</b>	<b>40</b>	<b>54</b>	<b>6</b>
	2014				
	APR	<b>100</b>	<b>45</b>	<b>52</b>	<b>3</b>
	2014				
	MAY	<b>100</b>	<b>42</b>	<b>48</b>	<b>10</b>
	2014				
JUN	<b>99</b>	<b>41</b>	<b>52</b>	<b>6</b>	
2014					
JULY	<b>100</b>	<b>44</b>	<b>48</b>	<b>7</b>	
2014					
AUG	<b>100</b>	<b>41</b>	<b>51</b>	<b>8</b>	
2014					
<b>5. Harry Reid</b>	AUG	<b>80</b>	<b>22</b>	<b>41</b>	<b>17</b>
	2014				

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

	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014	JUN 2014	JULY 2014	AUG 2014
1. Education	<b>10</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>8</b>	<b>11</b>
2. Social Security	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>8</b>
3. Retirement and Investments	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>
4. Terrorism	<b>1</b>	<b>*</b>	<b>*</b>	<b>1</b>	<b>*</b>	<b>2</b>	<b>1</b>	<b>3</b>
5. Healthcare/Rx	<b>9</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>
6. The Economy	<b>30</b>	<b>31</b>	<b>29</b>	<b>27</b>	<b>29</b>	<b>24</b>	<b>25</b>	<b>22</b>
7. Jobs	<b>10</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>7</b>
8. Taxes	<b>2</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>
9. Crime and Safety	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
10. Environment	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>3</b>
11. National Defense/Foreign Affairs	<b>5</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
12. National Deficit/Spending	<b>8</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>5</b>

13. Energy	<b>1</b>	<b>1</b>	<b>*</b>	<b>2</b>	<b>*</b>	<b>1</b>	<b>1</b>	<b>1</b>
14. Gas prices	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>
15. Immigration	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>6</b>
16. Other	<b>5</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>
17. Don't know/Refused	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>5</b>

**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
7. The Economy	JAN 2014	<b>45</b>	<b>44</b>
	FEB 2014	<b>46</b>	<b>44</b>
	MAR 2014	<b>43</b>	<b>47</b>
	APR 2014	<b>47</b>	<b>45</b>
	MAY 2014	<b>46</b>	<b>43</b>
	JUN 2014	<b>47</b>	<b>43</b>
	JULY 2014	<b>45</b>	<b>45</b>
	AUG 2014	<b>44</b>	<b>46</b>
8. Jobs	JAN 2014	<b>44</b>	<b>46</b>
	FEB 2014	<b>45</b>	<b>45</b>
	MAR 2014	<b>43</b>	<b>48</b>
	APR 2014	<b>46</b>	<b>46</b>
	MAY 2014	<b>46</b>	<b>44</b>
	JUN 2014	<b>45</b>	<b>47</b>
	JULY 2014	<b>44</b>	<b>48</b>
	AUG 2014	<b>43</b>	<b>48</b>
9. Health Care/RX	JAN 2014	<b>38</b>	<b>50</b>
	FEB 2014	<b>42</b>	<b>48</b>
	MAR 2014	<b>39</b>	<b>51</b>
	APR 2014	<b>43</b>	<b>49</b>
	MAY 2014	<b>41</b>	<b>48</b>
	JUN 2014	<b>44</b>	<b>45</b>
	JULY 2014	<b>41</b>	<b>48</b>
	AUG 2014	<b>41</b>	<b>49</b>
10. Energy and gas prices	JAN 2014	<b>42</b>	<b>43</b>
	FEB 2014	<b>43</b>	<b>42</b>
	MAR 2014	<b>42</b>	<b>45</b>
	APR 2014	<b>44</b>	<b>44</b>
	MAY 2014	<b>43</b>	<b>43</b>
	JUN 2014	<b>44</b>	<b>42</b>
	JULY 2014	<b>42</b>	<b>46</b>
	AUG 2014	<b>42</b>	<b>45</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. Taxes	MAY 2014	<b>47</b>	<b>42</b>
	JUN 2014	<b>46</b>	<b>43</b>
	JULY 2014	<b>44</b>	<b>46</b>
	AUG 2014	<b>45</b>	<b>45</b>

**12. 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?**

	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014	JUN 2014	JULY 2014	AUG 2014
1. Republican	<b>41</b>	<b>44</b>	<b>42</b>	<b>45</b>	<b>43</b>	<b>46</b>	<b>42</b>	<b>42</b>
2. Lean Republican	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>
3. Undecided	<b>7</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>3</b>
4. Lean Democrat	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>
5. Democrat	<b>43</b>	<b>43</b>	<b>46</b>	<b>44</b>	<b>43</b>	<b>43</b>	<b>47</b>	<b>48</b>
6. Don't Know/Refused (DO NOT READ)	<b>3</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>
TOTAL REPUBLICAN	<b>44</b>	<b>47</b>	<b>44</b>	<b>47</b>	<b>45</b>	<b>49</b>	<b>44</b>	<b>45</b>
TOTAL DEMOCRAT	<b>46</b>	<b>45</b>	<b>49</b>	<b>46</b>	<b>46</b>	<b>45</b>	<b>50</b>	<b>49</b>

**13. Do you believe or not believe this statement: We need do to everything we can to get the economy moving again, build new infrastructure, cut regulations, get the best overseas talent, cut taxes, pass trade agreements. We shouldn't choose one over the other, we should do it all.**

1. Believe	<b>76</b>
2. Do Not Believe	<b>20</b>
3. Don't Know/Refused (DO NOT READ)	<b>4</b>

Do you believe or not believe the following statements (ROTATE STATEMENTS)

**14. In less than ten years, the US has become the world's leading producer of oil and natural gas.**

1. Believe	<b>41</b>
2. Do Not Believe	<b>53</b>
3. Don't Know/Refused (DO NOT READ)	<b>6</b>

**15. The US government has a spending problem that is primarily driven by Baby Boomers retiring which is increasing the costs of Medicare and Social Security.**

1. Believe	<b>43</b>
2. Do Not Believe	<b>55</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>2</b>

**16. The tax code is one of the biggest reasons businesses move outside the United States.**

1. Believe	<b>71</b>
2. Do Not Believe	<b>26</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>2</b>

**17. The US has the highest corporate tax rate in the world.**

1. Believe	<b>54</b>
2. Do Not Believe	<b>35</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>11</b>

**18. Lawsuit awards drive up the costs of products and services that I use.**

1. Believe	<b>67</b>
2. Do Not Believe	<b>28</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>6</b>

**19. There should be reasonable limits on lawsuits.**

1. Believe	<b>78</b>
2. Do Not Believe	<b>19</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>4</b>

**20. If the US did not have the current energy boom, prices at the pump would be completely unaffordable.**

1. Believe	54
2. Do Not Believe	39
3. Don't Know/Refused <b>(DO NOT READ)</b>	7

**21. The explosion in domestic energy production supports over a million jobs.**

1. Believe	62
2. Do Not Believe	27
3. Don't Know/Refused <b>(DO NOT READ)</b>	11

**22. As a result of the new energy boom, contributions to family incomes will be \$2000 per household by next year.**

1. Believe	29
2. Do Not Believe	57
3. Don't Know/Refused <b>(DO NOT READ)</b>	14

**23. The additional costs of products as a result of higher corporate tax rates and regulation compliance is just an additional tax I am paying.**

1. Believe	60
2. Do Not Believe	34
3. Don't Know/Refused <b>(DO NOT READ)</b>	6

**24. If you could legally file your income taxes in another state with a lower tax rate, would you...? (ROTATE)**

1. Continue to pay the higher rate in your state	43
2. File in the state with the lower rate to pay less in taxes	53
3. Don't Know/Refused <b>(DO NOT READ)</b>	4

**25. Do you believe or not believe this statement: We need do to everything we can to get the economy moving again: address the debt, reform the tax code and legal system, modernize regulations, and improve the education system. We shouldn't choose one over the other, we should do it all.**

1. Believe	<b>84</b>
2. Do Not Believe	<b>14</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>2</b>

**26. Republicans in the House of Representatives say that they have 46 jobs bills that have been sitting in the Senate without a vote. Do you think that...(ROTATE)**

1. These bills would improve the economy	<b>27</b>
2. This is being done for partisan reasons	<b>51</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>22</b>

**27. Internationally the United States currently ranks 31<sup>st</sup> in math, 24<sup>th</sup> in science, and 21<sup>st</sup> in reading. Would you consider this to be excellent, good, satisfactory, poor, or failing?**

1. Excellent	<b>2</b>
2. Good	<b>6</b>
3. Satisfactory	<b>18</b>
4. Poor	<b>33</b>
5. Failing	<b>38</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>3</b>

**28. Do you agree or disagree with the following statement: The United States is becoming the world's "C" student.**

1. Agree	<b>74</b>
2. Disagree	<b>21</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>5</b>

Now just a few demographic questions for statistical purposes only—

**29. 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	7
2. NBC News	8
3. CBS News	5
4. Local TV news	23
5. CNN News	16
6. MSNBC/CNBC News	5
7. Fox News	18
8. CSpan	*
9. Daily newspaper	24
10. News magazines such as Time, US News, and Newsweek	5
11. Opinion magazines like The Weekly Standard	*
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	16
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	14
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	8
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	3
18. General radio news station	2
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	16
26. Don't Know/Refused <b>(DO NOT READ)</b>	8



**30. In what year were you born?**

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

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

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

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

1. Liberal (GO TO Q32A)	21
2. Moderate (GO TO Q33)	43
3. Conservative (GO TO Q32A)	35
4. Don't Know/Refused ( <b>DO NOT READ – GO TO Q33</b> )	1

Q32a among liberals and conservatives in Q32 only

**32A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

--	--

1. Very liberal	10
2. Somewhat liberal	27
3. Very conservative	26
4. Somewhat conservative	35
5. Don't Know/Refused ( <b>DO NOT READ</b> )	1

**RESUME WITH ALL**

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

1. Yes	36
2. No	63
3. Don't Know/Refused ( <b>DO NOT READ</b> )	1

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

1. Single, never married	21
2. Married	57
3. Separated	1
4. Divorced	11
5. Widowed	8
6. Don't Know/Refused ( <b>DO NOT READ</b> )	2

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

1. Less than 15K	9
2. 15K-30K	13
3. 30K-50K	14
4. 50K-75K	20
5. 75K-100K	12
6. Over 100K	17
7. Don't Know/Refused ( <b>DO NOT READ</b> )	15

**36. What is your religion?**

1. Evangelical/Fundamentalist Protestant	<b>9</b>
2. Mainline Protestant	<b>22</b>
3. Catholic	<b>23</b>
4. Jewish	<b>2</b>
5. Mormon	<b>2</b>
6. Atheist/Agnostic	<b>7</b>
7. Other	<b>26</b>
8. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>9</b>

**37. What is your race?**

1. Hispanic	<b>10</b>
2. African-American	<b>12</b>
3. Asian	<b>3</b>
4. White	<b>73</b>
5. Other	<b>1</b>
6. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

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

1. Yes	<b>14</b>
2. No	<b>84</b>

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

1. Urban	<b>34</b>
2. Suburban	<b>47</b>
3. Rural	<b>19</b>

**Gender (by observation)**

1. Male	<b>47</b>
2. Female	<b>53</b>

**Region (TAKEN FROM SAMPLE)**

1. Northeast	<b>17</b>
2. South	<b>28</b>
3. Midwest	<b>21</b>
4. Plains/Mountains	<b>21</b>
5. West Coast	<b>15</b>