

NEW MODELS NATIONAL BRAND SURVEY
1000 RVs
March 31 - April 1, 2015

- 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	32
2. Don't Know/Refused (DO NOT READ)	9
3. Wrong Track	59

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

1. Approve	46
2. Don't know/refused (DO NOT READ)	4
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	38	55	8
4. Democrats in Congress	100	41	52	8

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	9
3. Retirement and Investments	1
4. Terrorism	3
5. Healthcare/Rx	8
6. The Economy	19
7. Jobs	8
8. Taxes	4
9. Crime and Safety	2
10. Environment	3
11. National Defense/Foreign Affairs	12
12. National Deficit/Spending	8
13. Energy	1
14. Gas prices	1
15. Immigration	4
16. Other	4
17. Don't know/Refused	4

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
6. The Economy	46	43
7. Jobs	41	48
8. Health Care/RX	40	48
9. Education	38	50
10. Energy	42	45
11. Taxes	46	45
12. The national deficit/spending	49	38

13. 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	41
2. Lean Republican	4
3. Undecided	4
4. Lean Democrat	4
5. Democrat	45
6. Don't Know/Refused (DO NOT READ)	3
TOTAL REP	45
TOTAL DEM	48

CREDIT FOR THE ECONOMY

14. Which description comes closest to your family's financial situation? (ROTATE)

1. Getting significantly better	28
2. Trying to sustain your current standard of living and income	54
3. Getting worse	15
4. Don't Know/Refused (DO NOT READ)	3

Do you believe or not believe the following statements: (ROTATE Q16-18)

15. The deficit has been cut in half since 2010.

1. Believe	24
2. Do not believe	71
3. Don't Know/Refused (DO NOT READ)	5

16. The United States is now the number one energy producer in the world.

1. Believe	45
2. Do not believe	47
3. Don't Know/Refused (DO NOT READ)	8

17. There have been over ten million jobs created since 2010.

1. Believe	46
2. Do not believe	49
3. Don't Know/Refused (DO NOT READ)	5

18. If these statements are true, whose policies contributed more toward those accomplishments? (ROTATE)

1. President Obama	50
2. Republicans in Congress	35
3. Both (DO NOT READ)	2
4. Don't Know/Refused (DO NOT READ)	12

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19. If Congress reaches an agreement that would help protect the future of Medicare and seniors' access to doctors, would that personally help you and your family....(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. A lot	34
2. Somewhat	30
3. A little	11
4. Not at all	23
5. Don't Know/Refused (DO NOT READ)	2

On a scale of 1-9 with 1 being that it would not help at all, 5 that it would somewhat help, and 9 being that it would significantly help, how much would each of the following policies *would personally help you and your family?* (ROTATE LIST Q21-28)

	MEAN
20. Passing tax reform to lower taxes on businesses and individuals	6.75
21. Balancing the federal budget	6.83
22. Increase energy exploration to create jobs, and help lower energy costs and transportation costs	6.91
23. Modernizing health care and reducing cost through market reforms	6.63
24. Reducing government regulations on businesses to help keep jobs here and lower costs on products, food and services	7.02
25. Entitlement reform of Social Security and Medicare to help ensure the future of the programs	6.91
26. Improving the education system and helping provide more affordable access to education	7.05
27. Increasing home values	6.44

28. Would you favor or oppose expanding exports of natural gas to fund infrastructure projects like roads and bridges?

1. Favor	70
2. Oppppse	25
3. Don't Know/Refused (DO NOT READ)	5

29. Which of the following do you think had a more positive impact on the economy? (ROTATE)

1. Republicans in Congress' efforts to get the President to accept policy adjustments, such as implementing spending cuts, expanding energy exploration, and keeping most of the tax cuts in place.	48
2. President Obama's policies of government investment, health care reform, focus on income inequality, and a balanced approach to the deficit.	44
3. Don't Know/Refused (DO NOT READ)	8

Now just a few demographic questions for statistical purposes only—

30. 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	5
3. CBS News	6
4. Local TV news	20
5. CNN News	15
6. MSNBC News	5
7. CNBC	1
8. Fox News	16
9. CSpan	1
10. Daily newspaper	23
11. Websites of former news magazines such as Time, US News, and Newsweek	1
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	7
14. Internet News Pages such as Yahoo News and MSN News	21
15. Opinion websites like Drudge Report or slate.com	1
16. National Public Radio	9
17. Religious radio shows	1
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 with Jon Stewart	*
22. Late night TV shows	*
23. Morning TV shows like Today, Good Morning America	1
24. Political talk shows on cable	1
25. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	*
26. Facebook	3
27. Twitter	1
28. BuzzFeed	-
29. Other	15
30. DK/Refused	13

31. 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

32. 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

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

1. Liberal (GO TO Q33A)	24
2. Moderate (GO TO Q34)	40
3. Conservative (GO TO Q33A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q34)	1

Q33a among liberals and conservatives in Q33 only

33A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	19
2. Somewhat liberal	21
3. Very conservative	24
4. Somewhat conservative	35
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

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

1. Yes	37
2. No	62
3. Don't Know/Refused (DO NOT READ)	1

35. What is your current marital status?

1. Single, never married	25
2. Married	57
3. Separated	2
4. Divorced	9
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	8
2. 15K-30K	10
3. 30K-50K	17
4. 50K-75K	16
5. 75K-100K	11
6. Over 100K	24
7. Don't Know/Refused (DO NOT READ)	14

37. 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

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

1. Yes	9
2. No	87
3. Don't Know/Refused (DO NOT READ)	4

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	17
2. South	26
3. Midwest	23
4. Plains/Mountains	21
5. West Coast	15