

NEW MODELS NATIONAL BRAND SURVEY
May 28-29, 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 7.84

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?

	OCT 2013	NOV 2013	DEC 2013	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014
1. Right Direction	14	31	35	32	30	34	30	30
2. Don't Know/Refused (DO NOT READ)	8	8	7	11	10	9	10	11
3. Wrong Track	77	61	58	57	61	57	60	59

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

	OCT 2013	NOV 2013	DEC 2013	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014
1. Approve	46	42	44	44	43	47	45	41
2. Don't know/refused	4	5	3	6	5	5	4	6
3. Disapprove	49	53	52	50	51	48	51	53

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 in Congress	OCT 2013	100	30	64	6
	NOV 2013	100	29	61	10
	DEC 2013	100	30	63	7
	JAN 2014	100	28	63	9

	2014				
	FEB	100	32	59	5
	2014				
	MAR	100	33	60	7
	2014				
	APR	100	41	54	5
	2014				
	MAY	100	33	56	11
	2014				
	OCT	100	38	56	6
	2013				
	NOV	100	36	55	9
	2013				
	DEC	100	36	58	5
	2013				
	JAN	100	40	53	7
	2014				
	FEB	100	37	56	3
	2014				
	MAR	100	40	54	6
	2014				
	APR	100	45	52	3
	2014				
	MAY	100	42	48	10
	2014				

4. Democrats in Congress

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

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

16. Other	5	5	5	5	3	5	3	4
17. Don't know/Refused	4	4	3	3	4	3	3	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	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
	MAY 2014	46	43
7. Jobs	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
	MAY 2014	46	44
8. Health Care/RX	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
	MAY 2014	41	48
9. Energy and gas prices	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
	MAY 2014	43	43

10. Taxes	SEPT 2013	48	42
	OCT 2013	47	43
	NOV 2013	47	42
	DEC 2013	47	43
	JAN 2014	46	43
	FEB 2014	47	42
	MAR 2014	44	45
	APR 2014	48	42
MAY 2014	47	42	

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?

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

12. Who is the party of reform? (ROTATE)

1. Republicans in Congress	35
2. Democrats in Congress	42
3. Don't Know/Refused (DO NOT READ)	24

Economic Issues

13. Who does more to help you and your household? (ROTATE)

1. The private sector and business	67
2. Government	24
3. Don't Know/Refused (DO NOT READ)	9

I am going to read a series of statements to you. For each please tell me if the statement is credible or not a credible statement. (ROTATE Q14-19)

14. The US tax system is outdated and holds the economy back from growth.

1. Credible	65
2. Not credible	31
3. Don't Know/Refused (DO NOT READ)	4

15. The US tax system personally holds you back from being able to compete with workers from other countries.

1. Credible	45
2. Not credible	49
3. Don't Know/Refused (DO NOT READ)	6

16. Regulations are outdated and hold the economy back from growth.

1. Credible	60
2. Not credible	35
3. Don't Know/Refused (DO NOT READ)	5

17. Large businesses and corporations can produce many of the highest paying jobs in America.

1. Credible	66
2. Not credible	31
3. Don't Know/Refused (DO NOT READ)	3

18. It is the government's responsibility to guarantee health care for everyone.

1. Credible	43
2. Not credible	55
3. Don't Know/Refused (DO NOT READ)	2

19. In thinking about the recent problems with the VA, which statement do you agree with more? (ROTATE)

1. This is the result of a government system not working	69
2. This was an isolated incident	20
3. Don't Know/Refused (DO NOT READ)	11

20. Turning to a different subject, which of the following is more credible? (ROTATE)

1. Political ads	22
2. Wall Street	54
3. Neither (DO NOT READ)	17
4. Don't Know/Refused (DO NOT READ)	6

Now just a few demographic questions for statistical purposes only—

21. 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	6
3. CBS News	4
4. Local TV news	26
5. CNN News	16
6. MSNBC/CNBC News	5
7. Fox News	16
8. CSpan	*
9. Daily newspaper	28
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	19
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	11
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	4
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 (DO NOT READ)	5

22. 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

23. 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 (DO NOT READ)	1

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

1. Liberal (GO TO Q24A)	21
2. Moderate (GO TO Q25)	43
3. Conservative (GO TO Q24A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q25)	1

Q24a among liberals and conservatives in Q24 only

24A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	12
2. Somewhat liberal	24
3. Very conservative	22
4. Somewhat conservative	38
5. Don't Know/Refused (DO NOT READ)	3

RESUME WITH ALL

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

1. Yes	39
2. No	60
3. Don't Know/Refused (DO NOT READ)	1

26. What is your current marital status?

1. Single, never married	17
2. Married	60
3. Separated	2
4. Divorced	11
5. Widowed	8
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	8
2. 15K-30K	11
3. 30K-50K	16
4. 50K-75K	16
5. 75K-100K	13
6. Over 100K	21
7. Don't Know/Refused (DO NOT READ)	16

28. What is your religion?

1. Evangelical/Fundamentalist Protestant	11
2. Mainline Protestant	25
3. Catholic	22
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	7
7. Other	22
8. Don't Know/Refused (DO NOT READ)	8

29. 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 (DO NOT READ)	1

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

1. Yes	12
2. No	88

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

1. Urban	33
2. Suburban	50
3. Rural	17

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

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