

**NEW MODELS NATIONAL BRAND SURVEY**  
**July 30-31, 2015**  
**1000 RVs**

- 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	<b>34</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>
3. Wrong Track	<b>57</b>

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

1. Approve	<b>46</b>
2. Don't know/Refused <b>(DO NOT READ)</b>	<b>5</b>
3. Disapprove	<b>49</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 3-4)**

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
<b>3. Republicans in Congress</b>	<b>100</b>	<b>28</b>	<b>62</b>	<b>10</b>
<b>4. Democrats in Congress</b>	<b>100</b>	<b>37</b>	<b>54</b>	<b>10</b>

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

1. Education	<b>10</b>
2. Social Security	<b>8</b>
3. Retirement and Investments	<b>2</b>
4. Terrorism	<b>3</b>
5. Healthcare/Rx	<b>8</b>
6. The Economy	<b>22</b>
7. Jobs	<b>8</b>
8. Taxes	<b>3</b>
9. Crime and Safety	<b>2</b>
10. Environment	<b>4</b>
11. National Defense/Foreign Affairs	<b>7</b>
12. National Deficit/Spending	<b>7</b>
13. Energy	<b>1</b>
14. Gas prices	<b>*</b>
15. Immigration	<b>4</b>
16. Other	<b>6</b>
17. Don't know/Refused ( <b>DO NOT READ</b> )	<b>3</b>

**Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q6-12), (ROTATE) the Republican Party or the Democratic Party?**

	REP	DEM
<b>6. The Economy</b>	<b>46</b>	<b>44</b>
<b>7. Jobs</b>	<b>43</b>	<b>47</b>
<b>8. Health Care/RX</b>	<b>38</b>	<b>50</b>
<b>9. Education</b>	<b>37</b>	<b>49</b>
<b>10. Taxes</b>	<b>49</b>	<b>42</b>
<b>11. Defense/Foreign Affairs</b>	<b>52</b>	<b>38</b>

**12. Creating opportunities****37****50****(ROTATE Q13-15, 16-18)****13. In the last couple of weeks, have you seen, read or heard anything that Congressional Republicans were doing? (ROTATE)**

1. Yes <b>(GO TO Q14)</b>	<b>39</b>
2. No <b>(GO TO Q16)</b>	<b>59</b>
3. Don't Know/Refused <b>(DO NOT READ – GO TO Q16)</b>	<b>2</b>

**14. What was it?**

1. Immigration/Katie's Law	<b>5</b>
2. Iran nuclear agreement	<b>22</b>
3. Budget/debt	<b>1</b>
4. Taxes	<b>1</b>
5. Planned Parenthood	<b>10</b>
6. Healthcare/Obamacare	<b>8</b>
7. Not willing to compromise/work with other party/Blocking Democrats	<b>8</b>
8. Benghazi attack	<b>*</b>
9. Same-sex marriage	<b>1</b>
10. About election/campaigning for their candidates	<b>5</b>
11. They want to get rid of Boehner	<b>2</b>
12. Education	<b>1</b>
13. Issues about abortion	<b>*</b>
14. Issues about Donald Trump	<b>2</b>
15. Bank Issues	<b>1</b>
16. Job/Economy	<b>1</b>
17. Not doing their job	<b>1</b>
18. Issues involving Hillary Clinton	<b>1</b>
19. They're passing a bill	<b>1</b>
20. Changes in minimum wage/salary	<b>*</b>

21. Their stance on foreign affairs/policy	1
22. Trade agreement/policy	1
23. Highway Transportation bill	2
24. Social Security	*
25. Crime/Safety/Security	*
26. Negative mentions about Republicans (cheating, lying, etc)	1
27. Issues regarding a girl killed in San Francisco	*
28. They are not for the people	*
29. Energy issues	1
30. Nothing	1
31. Other	5
32. Don't know	17

**15. Did it make you more favorable or less favorable to Congressional Republicans?  
(ROTATE)**

1. More favorable	36
2. Less favorable	54
3. No difference <b>(DO NOT READ)</b>	10

**16. In the last couple of weeks, have you seen, read or heard anything that Congressional Democrats were doing? (ROTATE)**

1. Yes <b>(GO TO Q17)</b>	31
2. No <b>(GO TO Q19)</b>	68
3. DK/Refused <b>(DO NOT READ – GO TO Q19)</b>	1

**17. What was it?**

1. Education	2
2. Immigration	5
3. Continuation of Healthcare/Obamacare plan	5
4. Social Security	1
5. It was the Iran Nuclear agreement/deal	26

6. Foreign affairs/policy	<b>1</b>
7. They are fighting over Planned Parenthood	<b>2</b>
8. They are trying to solve the problems/will try to do better	<b>2</b>
9. Issues on gun control/second amendment	<b>1</b>
10. About the minimum wage/trying to raise it	<b>2</b>
11. They are blocking/against Republicans	<b>1</b>
12. About Hillary Clinton	<b>2</b>
13. About the non-violent offenders	<b>1</b>
14. They were backing/supporting the President with different issues	<b>2</b>
15. They made a sanctuary city for the criminals	<b>1</b>
16. They talk about Africa	<b>1</b>
17. They are trying to put new banking regulations	<b>2</b>
18. The Highway Bill/highway trust fund	<b>1</b>
19. Not doing their jobs/not giving solutions	<b>1</b>
20. Economy/jobs/unemployment	<b>11</b>
21. They are liars/trying to hide things/can't be trusted	<b>1</b>
22. Same-sex marriage	<b>2</b>
23. Issues on abortion	<b>1</b>
24. About the upcoming election/who will run for president	<b>5</b>
25. ISIS/terrorism	<b>*</b>
26. Issues about Benghazi	<b>-</b>
27. They are fighting against the Kate Steinle law	<b>*</b>
28. It was about the trade agreement	<b>1</b>
29. They are in favor of GMO labeling	<b>1</b>
30. Environmental issues	<b>*</b>
31. Security/National Defense	<b>*</b>
32. Other	<b>6</b>
33. Don't know/can't remember	<b>22</b>

**18. Did it make you more favorable or less favorable to Congressional Democrats?  
(ROTATE)**

1. More favorable	<b>41</b>
2. Less favorable	<b>45</b>
3. No difference <b>(DO NOT READ)</b>	<b>14</b>

**RESUME WITH ALL**

**19. 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	<b>42</b>
2. Lean Republican	<b>3</b>
3. Undecided	<b>4</b>
4. Lean Democrat	<b>2</b>
5. Democrat	<b>45</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>4</b>
TOTAL REP	<b>45</b>
TOTAL DEM	<b>47</b>

**20. 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	<b>48</b>
2. The economy is getting better, and the rate of progress is acceptable	<b>25</b>
3. The economy is not getting better at all	<b>26</b>
4. Don't Know/Refused <b>(DO NOT READ)</b>	<b>2</b>

**21. Do you favor or oppose the recent deal negotiated with Iran over its nuclear program?**

1. Favor	31
2. Oppose	49
3. Don't Know/Refused <b>(DO NOT READ)</b>	20

**Do you believe or not believe the following statements (ROTATE Q22-23)**

**22. The recent Iran nuclear deal will prevent it from being able to develop a nuclear weapon.**

1. Believe	31
2. Do not believe	58
3. Don't Know/Refused <b>(DO NOT READ)</b>	10

**23. Iran will fully comply with all aspects of the recent deal, including allowing inspections of its nuclear facilities, dismantling some facilities and limiting the amount of equipment and material it can have for processing nuclear materials.**

1. Believe	24
2. Do not believe	68
3. Don't Know/Refused <b>(DO NOT READ)</b>	9

**24. Which statement do you agree with more? (ROTATE)**

1. Those who say the deal with Iran was negotiated in secret, without the input of Congress and the American people and will not prevent Iran from making a nuclear weapon.	47
2. Those who say the deal with Iran is the best deal we can get and will give us enough power to monitor Iran and make sure they can't make a nuclear weapon. We can put sanctions back on their economy if they don't comply with all the rules in the deal.	39
3. Don't Know/Refused <b>(DO NOT READ)</b>	14

**25. What should Congress focus on more? (ROTATE)**

1. Creating opportunities	<b>63</b>
2. Providing more of a safety net	<b>29</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>

**Turning to education...**

**26. Do you support or oppose the federal government continuing to require that all students take standardized tests in math and reading each year in grades 3-8 and once in high school?**

1. Support	<b>56</b>
2. Oppose	<b>39</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>5</b>

**27. Which statement do you agree with more? (ROTATE)**

1. All students should take state standardized tests in math and reading	<b>62</b>
2. Parents should decide whether or not their children take these state standardized tests	<b>31</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>6</b>

**28. If you heard of a plan to make changes to the criminal justice system that would reduce mandatory minimum sentences, parole some non-violent offenders and work towards rehabilitating and reintegrating prisoners back into society, would you favor or oppose that plan?**

1. Favor	<b>63</b>
2. Oppose	<b>31</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>6</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	<b>6</b>
2. NBC News	<b>7</b>
3. CBS News	<b>6</b>
4. Local TV news	<b>17</b>
5. CNN News	<b>20</b>
6. MSNBC News	<b>5</b>
7. CNBC	<b>1</b>
8. Fox News	<b>19</b>
9. CSpan	<b>*</b>
10. Daily newspaper	<b>22</b>
11. Websites of former news magazines such as Time, US News, and Newsweek	<b>2</b>
12. Opinion magazines like The Weekly Standard	<b>1</b>
13. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	<b>9</b>
14. Internet News Pages such as Yahoo News and MSN News	<b>19</b>
15. Opinion websites like Drudge Report or slate.com	<b>1</b>
16. National Public Radio	<b>7</b>
17. Religious radio shows	<b>*</b>
18. Talk radio like Rush Limbaugh	<b>3</b>
19. General radio news station	<b>3</b>
20. Public television shows like PBS News Hour	<b>*</b>
21. Comedy shows like the Daily Show with Jon Stewart	<b>*</b>
22. Late night TV shows	<b>1</b>
23. Morning TV shows like Today, Good Morning America	<b>*</b>
24. Political talk shows on cable	<b>*</b>
25. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	<b>*</b>
26. Facebook	<b>2</b>
27. Twitter	<b>*</b>

28. BuzzFeed	-
29. Other	21
30. DK/Refused	9

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

1. 18-34	23
2. 35-44	21
3. 45-54	18
4. 55-65	19
5. 65+	18
6. Don't Know/Refused <b>(DO NOT READ)</b>	1

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

1. Republican	34
4. Democrat	37
5. Independent	23
6. Other	5
7. 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 <b>(GO TO Q32A)</b>	24
2. Moderate <b>(GO TO Q33)</b>	40
3. Conservative <b>(GO TO Q32A)</b>	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	<b>14</b>
2. Somewhat liberal	<b>26</b>
3. Very conservative	<b>23</b>
4. Somewhat conservative	<b>36</b>
5. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

**Ideology Scale**

1. Very liberal	<b>8</b>
2. Somewhat liberal	<b>15</b>
3. Moderate	<b>40</b>
4. Very conservative	<b>21</b>
5. Somewhat conservative	<b>13</b>
6. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>2</b>

**RESUME WITH ALL**

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

1. Yes	<b>33</b>
2. No	<b>66</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

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

1. Single, never married	<b>29</b>
2. Married	<b>54</b>
3. Separated	<b>1</b>
4. Divorced	<b>8</b>
5. Widowed	<b>6</b>
6. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

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

1. Less than 15K	<b>6</b>
2. 15K-30K	<b>10</b>
3. 30K-50K	<b>17</b>
4. 50K-75K	<b>19</b>
5. 75K-100K	<b>11</b>
6. Over 100K	<b>21</b>
7. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>17</b>

**36. What is your religion?**

1. Evangelical/Fundamentalist Protestant	<b>10</b>
2. Mainline Protestant	<b>22</b>
3. Catholic	<b>24</b>
4. Jewish	<b>2</b>
5. Mormon	<b>2</b>
6. Atheist/Agnostic	<b>9</b>
7. Other	<b>24</b>
8. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>8</b>

**37. What is your race?**

1. Hispanic	<b>10</b>
2. African-American	<b>13</b>
3. Asian	<b>3</b>
4. White	<b>72</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>6</b>
2. No	<b>89</b>

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

1. Urban	<b>29</b>
2. Suburban	<b>42</b>
3. Rural	<b>29</b>

**Gender (by observation)**

1. Male	<b>48</b>
2. Female	<b>52</b>

**Region (TAKEN FROM SAMPLE)**

1. Northeast	<b>19</b>
2. South	<b>30</b>
3. Midwest	<b>20</b>
4. Plains/Mountains	<b>15</b>
5. West Coast	<b>15</b>