

NEW MODELS NATIONAL BRAND SURVEY
1000 RVs
May 30-31, 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	36
2. Don't Know/Refused (DO NOT READ)	10
3. Wrong Track	54

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

1. Approve	49
2. Don't know/refused (DO NOT READ)	3
3. Disapprove	48

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	31	60	9
4. Democrats in Congress	100	43	49	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	13
2. Social Security	6
3. Retirement and Investments	2
4. Terrorism	3
5. Healthcare/Rx	6
6. The Economy	25
7. Jobs	9
8. Taxes	3
9. Crime and Safety	2
10. Environment	3
11. National Defense/Foreign Affairs	10
12. National Deficit/Spending	5
13. Energy	*
14. Gas prices	*
15. Immigration	5
16. Other	4
17. Don't know/Refused (DO NOT READ)	3

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q6-9), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM
6. The Economy	44	45
7. Jobs	42	47
8. Health Care/RX	40	50
9. Education	38	50

10. 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	39
2. Lean Republican	3
3. Undecided	5
4. Lean Democrat	3
5. Democrat	46
6. Don't Know/Refused (DO NOT READ)	4
TOTAL REPUBLICAN	42
TOTAL DEMOCRAT	48

I'm going to read a series of potential public policies that are aimed at addressing economic growth and improving economic security for the average American. For each of these, I would like you to rate each policy on a scale of 1 to 9 where 1 would be that the policy would have a negative impact on growth and the average American, 5 would be that the policy would have a neutral impact on growth and the average American and 9 would be that the policy would have a positive impact on growth and the average American. (ROTATE 11-21)

	MEAN
11. Continue growing the energy sector by allowing exports of US produced natural gas and oil while keeping energy costs low through more exploration and investment in additional energy resources.	6.58
12. Rebuild and expand energy infrastructure so that American energy resources can be developed and processed here in the US.	7.13
13. Lower cost of living and prices on things such as food and health care for Americans by reducing and reforming regulations placed on small businesses, so those compliance costs aren't passed on to consumers.	6.61
14. Rebuild our infrastructure like highways and bridges to keep significant transportation projects and jobs going while making infrastructure systems safer and more efficient for all Americans.	7.25

15. Reforming the Federal Aviation Authority by allowing some parts of it to be privatized and modernized which increase the efficiency at airports for both commercial flights and cargo flights and also help cut back on some delays passengers face when flying. 5.60

16. Keep the Internet tax-free by extending a permanent ban on certain taxes that states or local governments would institute based on the amount of data and video you use and certain types of Internet traffic. 6.09

17. Make the student loan process more transparent and simple to families with students and recent graduates by consolidating the 9 different repayment plans, the 6 federal student loan programs and the multiple federal grant programs. 7.06

18. Promote reforms and policies to modernize the health care sector that would lead to advanced, 21st century cures, innovation and job creation. 7.03

19. Repeal the medical device tax that is a part of the Affordable Care Act to encourage investment and innovation in creating new health care devices and keep businesses from having to pass those costs on to consumers. 6.14

20. Repeal the tax on high end health care plans so businesses and unions that are able to provide quality health insurance packages to their employees or members aren't punished for doing so. 6.45

21. Passing Trade Promotion Authority, that would open new markets for American products and services, providing opportunities to create jobs to meet demand. 6.71

22. Now, thinking back to that list of policies, I am going to briefly state the policy again and I would like you to tell me, if you could only pick one, which would be your top policy for increasing economic growth and increasing economic security for the average American. (ROTATE)

1. Expanding energy growth policies	12
2. Reducing regulation costs for businesses	14
3. Rebuilding highways and Infrastructure	20
4. Air Traffic Control Modernization	1
5. Keeping the Internet tax-free	9
6. Promoting new cures and innovation in health care	10
7. Simplifying student loans	16
8. Trade Promotion	2
9. Repeal the Medical device tax and the tax on high end health care insurance	12
10. None (DO NOT READ)	1
11. Other (DO NOT READ)	1
12. Don't Know/Refused (DO NOT READ)	4

23. Now, for that policy you just picked as your top choice, which party in Congress do you trust most to work towards passing those policies? (ROTATE)

1. Republicans in Congress	43
2. Democrats in Congress	48
3. Both (DO NOT READ)	*
4. Neither (DO NOT READ)	6
5. Don't Know/Refused (DO NOT READ)	2

24. If you were to hear about a political party in Congress proposing these policies to promote economic growth, would that make you more or less favorable to that party in Congress? (IF MORE/LESS FAVORABLE ASK: "Would that be strongly more/less favorable or somewhat more/less favorable?")

1. Strongly more favorable	38
2. Somewhat more favorable	42
3. No change/none (DO NOT READ)	6
4. Somewhat less favorable	7
5. Strongly less favorable	4
6. Don't Know/Refused (DO NOT READ)	4

25. Which of the following contributes more to the price difference in products between two countries? (ROTATE)

1. Cost of labor	43
2. Cost of regulations and taxes	50
3. Don't Know/Refused (DO NOT READ)	7

Now just a few demographic questions for statistical purposes only—

26. 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	8
2. NBC News	5
3. CBS News	6
4. Local TV news	17
5. CNN News	17
6. MSNBC News	3
7. CNBC	1
8. Fox News	17
9. CSpan	1
10. Daily newspaper	23
11. Websites of former news magazines such as Time, US News, and Newsweek	3
12. Opinion magazines like The Weekly Standard	*
13. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	14
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	7
17. Religious radio shows	*
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	*
24. Political talk shows on cable	*
25. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
26. Facebook	2

27. Twitter	-
28. BuzzFeed	*
29. Other	19
30. DK/Refused (DO NOT READ)	9

27. 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. Don't Know/Refused (DO NOT READ)	1

28. 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

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

1. Liberal (GO TO Q29A)	24
2. Moderate (GO TO Q30)	40
3. Conservative (GO TO Q29A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q30)	1

Q29A among liberals and conservatives in Q29 only

29A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	15
2. Somewhat liberal	25
3. Very conservative	25
4. Somewhat conservative	34
5. Don't Know/Refused (DO NOT READ)	1

RESUME WITH ALL

30. 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)	2

31. What is your current marital status?

1. Single, never married	25
2. Married	61
3. Separated	1
4. Divorced	6
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	2

32. What is the highest degree or level of school you have completed?

1. High school, no diploma	3
2. High school diploma	19
3. Some college or Associate's Degree	27
4. Bachelor's Degree	31
5. Master's or Professional Degree	15
6. Doctorate	2
7. Don't Know/Refused (DO NOT READ)	3

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

1. Less than 15K	6
2. 15K-30K	8
3. 30K-50K	15
4. 50K-75K	19
5. 75K-100K	12
6. Over 100K	22
7. Don't Know/Refused (DO NOT READ)	18

34. What is your religion?

1. Evangelical/Fundamentalist Protestant	9
2. Mainline Protestant	24
3. Catholic	23
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	8
7. Other	23
8. Don't Know/Refused (DO NOT READ)	10

35. 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

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

1. Yes	11
2. No	84

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

1. Urban	24
2. Suburban	45
3. Rural	31

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	31
3. Midwest	18
4. Plains/Mountains	18
5. West Coast	14