

**NEW MODELS NATIONAL BRAND SURVEY**  
**October 23-24, 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, or have you already voted (10)?**  
**MEAN: 7.87**

**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?**

	MAR 2014	APR 2014	MAY 2014	JUN 2014	JULY 2014	AUG 2014	SEPT 2014	OCT 2014
1. Right Direction	<b>34</b>	<b>30</b>	<b>30</b>	<b>25</b>	<b>32</b>	<b>25</b>	<b>30</b>	<b>28</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>11</b>	<b>11</b>
3. Wrong Track	<b>57</b>	<b>60</b>	<b>59</b>	<b>64</b>	<b>60</b>	<b>66</b>	<b>59</b>	<b>61</b>

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

	MAR 2014	APR 2014	MAY 2014	JUN 2014	JULY 2014	AUG 2014	SEPT 2014	OCT 2014
1. Approve	<b>47</b>	<b>45</b>	<b>41</b>	<b>43</b>	<b>45</b>	<b>44</b>	<b>45</b>	<b>41</b>
2. Don't know/refused <b>(DO NOT READ)</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>8</b>
3. Disapprove	<b>48</b>	<b>51</b>	<b>53</b>	<b>53</b>	<b>49</b>	<b>51</b>	<b>51</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 3-4)**

	NAME ID	FAVORABLE	UNFAVORABLE	NO OPINION	
	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>
	MAY 2014	<b>100</b>	<b>33</b>	<b>56</b>	<b>11</b>
	JUN 2014	<b>99</b>	<b>33</b>	<b>58</b>	<b>9</b>
<b>3. Republicans in Congress</b>	JULY 2014	<b>100</b>	<b>33</b>	<b>60</b>	<b>7</b>
	AUG 2014	<b>100</b>	<b>31</b>	<b>60</b>	<b>8</b>

	SEPT 2014	<b>100</b>	<b>33</b>	<b>61</b>	<b>5</b>
	OCT 2014	<b>100</b>	<b>33</b>	<b>56</b>	<b>10</b>
<b>4. Democrats in Congress</b>	MAR 2014	<b>100</b>	<b>40</b>	<b>54</b>	<b>6</b>
	APR 2014	<b>100</b>	<b>45</b>	<b>52</b>	<b>3</b>
	MAY 2014	<b>100</b>	<b>42</b>	<b>48</b>	<b>10</b>
	JUN 2014	<b>99</b>	<b>41</b>	<b>52</b>	<b>6</b>
	JULY 2014	<b>100</b>	<b>44</b>	<b>48</b>	<b>7</b>
	AUG 2014	<b>100</b>	<b>41</b>	<b>51</b>	<b>8</b>
	SEPT 2014	<b>100</b>	<b>41</b>	<b>53</b>	<b>5</b>
	OCT 2014	<b>100</b>	<b>40</b>	<b>50</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)**

	MAR 2014	APR 2014	MAY 2014	JUN 2014	JULY 2014	AUG 2014	SEPT 2014	OCT 2014
1. Education	<b>10</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>12</b>	<b>11</b>
2. Social Security	<b>7</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>7</b>
3. Retirement and Investments	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>
4. Terrorism	<b>*</b>	<b>1</b>	<b>*</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>4</b>
5. Healthcare/Rx	<b>10</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>9</b>
6. The Economy	<b>29</b>	<b>27</b>	<b>29</b>	<b>24</b>	<b>25</b>	<b>22</b>	<b>22</b>	<b>20</b>
7. Jobs	<b>10</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>7</b>	<b>8</b>	<b>9</b>
8. Taxes	<b>1</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>
9. Crime and Safety	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
10. Environment	<b>2</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>
11. National Defense/Foreign Affairs	<b>6</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>9</b>
12. National Deficit/Spending	<b>10</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>6</b>
13. Energy	<b>*</b>	<b>2</b>	<b>*</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>
14. Gas prices	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>*</b>	<b>*</b>
15. Immigration	<b>3</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>5</b>
16. Other	<b>5</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>
17. Don't know/Refused	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>4</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
	MAR 2014	<b>43</b>	<b>47</b>
	APR 2014	<b>47</b>	<b>45</b>
	MAY 2014	<b>46</b>	<b>43</b>
<b>6. The Economy</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>
	SEPT 2014	<b>45</b>	<b>46</b>
	OCT 2014	<b>47</b>	<b>43</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>
<b>7. Jobs</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>
	SEPT 2014	<b>43</b>	<b>48</b>
	OCT 2014	<b>45</b>	<b>45</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>
<b>8. Healthcare/Rx</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>
	SEPT 2014	<b>41</b>	<b>49</b>
	OCT 2014	<b>43</b>	<b>46</b>
<b>9. War on Terrorism</b>	SEPT 2014	<b>47</b>	<b>38</b>
	OCT 2014	<b>49</b>	<b>36</b>

(ROTATE 10-12 and 13-15)

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

1. Yes (GO TO Q11)	<b>32</b>
2. No (GO TO Q13)	<b>66</b>
3. DK/Refused (DO NOT READ – GO TO Q13)	<b>2</b>

**11. What was it?**

1. Saw ads/TV commercials/flyers/articles	<b>8</b>
2. About Ebola issues	<b>9</b>
3. About terrorism/war issues in middle east/ISIS	<b>16</b>
4. About immigration/reforming immigration	<b>7</b>
5. About healthcare/Obamacare	<b>9</b>
6. They are running/campaigning for office	<b>5</b>
7. About budget/spending	<b>4</b>
8. Opposed to everything the Democratic Party presents/Obama/not willing to make concessions	<b>8</b>
9. Need more information	<b>2</b>
10. Creating jobs/improving the economy	<b>8</b>
11. About women's issues	<b>1</b>
12. They aren't doing anything good/need to do more	<b>5</b>
13. About Social Security	<b>1</b>
14. They are shutting down the government	<b>1</b>
15. They're taking away people's freedom	<b>2</b>
16. They are passing bills	<b>2</b>
17. They lie/can't be trusted	<b>1</b>
18. About energy/gas drilling/coal industry	<b>3</b>
19. About their debates	<b>2</b>
20. About gun laws/issues	<b>1</b>
21. About wage issues	<b>1</b>
22. Negative ads/Ads bashing its opponents	<b>7</b>

23. Negative mentions about Republicans (i.e. trouble maker, etc.)	<b>2</b>
24. About tax issues	<b>1</b>
25. They are not for the people/middle class/only for the rich	<b>1</b>
26. Nothing/none	<b>*</b>
27. Other	<b>8</b>
28. Don't know	<b>16</b>

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

1. More favorable	<b>39</b>
2. Less favorable	<b>51</b>
3. No difference (DO NOT READ)	<b>10</b>

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

1. Yes (GO TO Q14)	<b>35</b>
2. No (GO TO Q16)	<b>64</b>
3. DK/Refused (DO NOT READ – GO TO Q16)	<b>1</b>

**14. What was it?**

1. Job creation/Economy	<b>10</b>
2. Healthcare/health issues (Ebola, etc.)	<b>21</b>
3. Education/schools	<b>4</b>
4. War/terrorism/ISIS	<b>13</b>
5. Government/Politicians	<b>9</b>
6. Raising Minimum Wage	<b>3</b>
7. Voting Issues	<b>2</b>
8. Immigration issues	<b>3</b>

9. They are campaigning/running for election	<b>8</b>
10. They are doing nothing/have not done a good job	<b>11</b>
11. About women's rights	<b>5</b>
12. Just saw/heard/read about them on TV ads, newspaper, online, etc.	<b>3</b>
13. Social Security	<b>4</b>
14. Balancing the budget/ spending	<b>2</b>
15. Foreign Policy	<b>3</b>
16. Blocking the Republicans/attacking their opponents	<b>2</b>
17. About their debates	<b>3</b>
18. Environmental issues/weather/climate change	<b>1</b>
19. Dishonest/cannot be trusted	<b>2</b>
20. They support the veterans/military	<b>1</b>
21. They are doing a good job/doing some things	<b>1</b>
22. About National Security	<b>1</b>
23. Nothing	<b>1</b>
24. Other	<b>6</b>
25. Don't know/refused	<b>18</b>

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

1. More favorable	<b>42</b>
2. Less favorable	<b>48</b>
3. No difference (DO NOT READ)	<b>9</b>

**RESUME WITH ALL**

**16. 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?**

	MAR 2014	APR 2014	MAY 2014	JUN 2014	JUL Y 2014	AUG 2014	SEPT 2014	OCT 2014
1. Republican	42	45	43	46	42	42	43	43
2. Lean Republican	2	2	2	3	3	2	2	3
3. Undecided	5	5	5	4	3	3	3	4
4. Lean Democrat	2	2	3	1	2	2	2	2
5. Democrat	46	44	43	43	47	48	47	45
6. Don't Know/Refused (DO NOT READ)	4	2	4	3	3	3	4	3
TOTAL REPUBLICAN	44	47	45	49	44	45	45	46
TOTAL DEMOCRAT	49	46	46	45	50	49	49	47

**17. In thinking about who you will vote for Congress, have you (ROTATE) already made up your mind, or are you still deciding who to vote for?**

1. Made up mind	43
2. Still deciding	54
3. Don't Know/Refused (DO NOT READ)	3

**18. Would you say that you approve or disapprove of how President Obama is handling the Ebola situation?**

1. Approve	47
2. Don't know/refused (DO NOT READ)	10
3. Disapprove	43

**19. Do you support or oppose a travel ban on countries with Ebola outbreaks?**

1. Support	<b>66</b>
2. Oppose	<b>28</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>6</b>

**20. In thinking about the political campaigns being run in your state by both parties, would you say you are satisfied or not satisfied with the way issues are being discussed?**

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

**21. Will last year's government shutdown play a role in how you decide to vote?**

1. Yes	<b>38</b>
2. No	<b>60</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>2</b>

**22. When the new Congress starts next year, what should be the first bill that is passed?  
(ROTATE)**

1. Job Creation	<b>13</b>
2. Tax Reform	<b>5</b>
3. Immigration Reform	<b>13</b>
4. Repeal of the Health Care Law	<b>18</b>
5. Minimum Wage Increase	<b>14</b>
6. Energy exploration expansion	<b>3</b>
7. Climate change	<b>3</b>
8. Improving education	<b>13</b>
9. Reducing Spending	<b>13</b>
10. Don't Know/Refused <b>(DO NOT READ)</b>	<b>4</b>



**23. Who do you have more confidence in to handle the issue of the economy? (ROTATE)**

1. Business	<b>62</b>
2. Government	<b>30</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>8</b>

**24. In thinking about how you may vote in the upcoming elections for Congress, which statement comes closer to how you may decide to vote? (ROTATE)**

1. Republicans say they have passed important legislation in the House that would move the country forward, but Senate Democrat Majority Leader Reid refused to allow votes to benefit his party. The country needs a Republican Senate so that votes on key bills can move forward.	<b>44</b>
2. Democrats say that Republicans simply oppose anything President Obama is for, and the Republican House passes bills that they know the Senate will not address. The country needs a Democratic Senate to keep policies focused on the needs of average Americans.	<b>44</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>12</b>

**25. Do you have a clear idea of what Republicans in Congress want to accomplish if they were elected to a majority in both the House and Senate?**

1. Yes	<b>48</b>
2. No	<b>49</b>
3. Don't Know/Refused (DO NOT READ)	<b>3</b>

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

1. President Obama has been resistant to negotiating with Republicans on key issues, which is a key reason why progress on those issues has not occurred.	<b>43</b>
2. President Obama has made a good faith effort to negotiate with Republicans on key issues, but they will not allow his policies to move forward.	<b>49</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>9</b>

**27. Do you believe or not believe this statement: Neither party has put forward an economic plan that I have confidence in.**

1. Believe	<b>57</b>
2. Do not believe	<b>39</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>5</b>

## DEMOGRAPHICS

Now just a few demographic questions for statistical purposes only—

**28. 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>6</b>
3. CBS News	<b>4</b>
4. Local TV news	<b>25</b>
5. CNN News	<b>16</b>
6. MSNBC News	<b>4</b>
7. CNBC	<b>1</b>
8. Fox News	<b>18</b>
9. CSpan	<b>*</b>
10. Daily newspaper	<b>29</b>
11. Websites of former news magazines such as Time, US News, and Newsweek	<b>4</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>8</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>*</b>
16. National Public Radio	<b>6</b>
17. Religious radio shows	<b>1</b>
18. Talk radio like Rush Limbaugh	<b>3</b>
19. General radio news station	<b>2</b>
20. Public television shows like PBS News Hour	<b>1</b>
21. Comedy shows like the Daily Show with Jon Stewart	<b>*</b>
22. Late night TV shows	<b>*</b>
23. Morning TV shows like Today, Good Morning America	<b>1</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	15
30. DK/Refused	8

**29. 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. Don't Know/Refused ( <b>DO NOT READ</b> )	1

**30. 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

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

1. Liberal (GO TO Q31A)	21
2. Moderate (GO TO Q32)	43
3. Conservative (GO TO Q31A)	35
4. Don't Know/Refused ( <b>DO NOT READ – GO TO Q32</b> )	1

Q31a among liberals and conservatives in Q31 only

**31A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

1. Very liberal	13
2. Somewhat liberal	24
3. Very conservative	25
4. Somewhat conservative	37
5. Don't Know/Refused <b>(DO NOT READ)</b>	1

**RESUME WITH ALL**

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

1. Yes	38
2. No	61
3. Don't Know/Refused <b>(DO NOT READ)</b>	1

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

1. Single, never married	20
2. Married	60
3. Separated	1
4. Divorced	11
5. Widowed	7
6. Don't Know/Refused <b>(DO NOT READ)</b>	1

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

1. Less than 15K	7
2. 15K-30K	12
3. 30K-50K	15
4. 50K-75K	16
5. 75K-100K	14
6. Over 100K	20
7. Don't Know/Refused <b>(DO NOT READ)</b>	15

**35. What is your religion?**

1. Evangelical/Fundamentalist Protestant	10
2. Mainline Protestant	24
3. Catholic	21
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	9
7. Other	23
8. Don't Know/Refused ( <b>DO NOT READ</b> )	8

**36. 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 ( <b>DO NOT READ</b> )	1

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

1. Yes	10
2. No	85

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

1. Urban	32
2. Suburban	51
3. Rural	17

**Gender (by observation)**

1. Male	47
2. Female	53

**Region (TAKEN FROM SAMPLE)**

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