

NEW MODELS NATIONAL BRAND SURVEY
September 27-28, 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?
MEAN: 7.88

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?

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

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

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

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	
	FEB 2014	100	32	59	5
	MAR 2014	100	33	60	7
	APR 2014	100	41	54	5
3. Republicans in Congress	MAY 2014	100	33	56	11

	JUN 2014	99	33	58	9
	JULY 2014	100	33	60	7
	AUG 2014	100	31	60	8
	SEPT 2014	100	33	61	5
4. Democrats in Congress	FEB 2014	100	37	56	3
	MAR 2014	100	40	54	6
	APR 2014	100	45	52	3
	MAY 2014	100	42	48	10
	JUN 2014	99	41	52	6
	JULY 2014	100	44	48	7
	AUG 2014	100	41	51	8
	SEPT 2014	100	41	53	5

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

	FEB 2014	MAR 2014	APR 2014	MAY 2014	JUN 2014	JULY 2014	AUG 2014	SEPT 2014
1. Education	10	10	9	10	9	8	11	12
2. Social Security	7	7	7	9	8	7	8	7
3. Retirement and Investments	1	2	1	2	2	2	1	1
4. Terrorism	*	*	1	*	2	1	3	3
5. Healthcare/Rx	10	10	12	8	8	8	8	9
6. The Economy	31	29	27	29	24	25	22	22
7. Jobs	9	10	10	9	10	9	7	8
8. Taxes	3	1	3	4	4	3	3	3
9. Crime and Safety	2	1	1	1	1	2	2	2
10. Environment	2	2	3	2	4	3	3	3
11. National Defense/Foreign Affairs	4	6	5	5	6	7	8	9
12. National Deficit/Spending	9	10	8	8	7	7	5	3
13. Energy	1	*	2	*	1	1	1	2
14. Gas prices	1	2	2	2	1	3	1	*

15. Immigration	2	3	3	3	5	7	6	7
16. Other	3	5	3	4	5	5	5	6
17. Don't know/Refused	4	3	3	4	4	3	5	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
	FEB 2014	46	44
	MAR 2014	43	47
	APR 2014	47	45
6. The Economy	MAY 2014	46	43
	JUN 2014	47	43
	JULY 2014	45	45
	AUG 2014	44	46
	SEPT 2014	45	46
	FEB 2014	45	45
	MAR 2014	43	48
	APR 2014	46	46
7. Jobs	MAY 2014	46	44
	JUN 2014	45	47
	JULY 2014	44	48
	AUG 2014	43	48
	SEPT 2014	43	48
	FEB 2014	42	48
	MAR 2014	39	51
	APR 2014	43	49
8. Healthcare/Rx	MAY 2014	41	48
	JUN 2014	44	45
	JULY 2014	41	48
	AUG 2014	41	49
	SEPT 2014	41	49
	FEB 2014	43	42
	MAR 2014	42	45
9. Energy and gas prices	APR 2014	44	44
	MAY 2014	43	43

	JUN 2014	44	42
	JULY 2014	42	46
	AUG 2014	42	45
	SEPT 2014	44	44
	FEB 2014	47	42
	MAR 2014	44	45
	APR 2014	48	42
	MAY 2014	47	42
10. Taxes	JUN 2014	46	43
	JULY 2014	44	46
	AUG 2014	45	45
	SEPT 2014	48	42
11. Education	SEPT 2014	36	52
12. War on Terrorism	SEPT 2014	47	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?

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

I am going to read a series of descriptions. For each please tell me if it describes (ROTATE) Republicans in Congress or Democrats in Congress. (ROTATE Q14-15)

14. Cares about people like me

1. Republicans in Congress	35
2. Democrats in Congress	54
3. Don't Know/Refused (DO NOT READ)	12

15. Best able to lead the country in the future

1. Republicans in Congress	46
2. Democrats in Congress	43
3. Don't Know/Refused (DO NOT READ)	11

16. Which comes closer to what is the focus of most political campaigns? (ROTATE).

1. Why a candidate would be the best for the district or state	49
2. Why the opponent would be the worst for the district or state	31
3. Don't Know/Refused (DO NOT READ)	20

17. Do you favor or oppose the new health care law?

1. Favor	43
2. Oppose	50
3. Don't Know/Refused (DO NOT READ)	8

18. Which is the better economic policy? (ROTATE)

1. Lowering the corporate tax rate so that US companies will stay here	74
2. Prohibiting business practices that would allow US companies to move their headquarters overseas	21
3. Don't Know (DO NOT READ)	5

19. 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. Your decision will be based only on President Obama's record, but especially the new health care law	17
2. President Obama's record will play a role in your decision, but it will also be about the choice of directions for the country that Republicans and Democrats offer	74
3. Don't Know (DO NOT READ)	9

20. Which of the following should be more of a priority? (ROTATE)

1. Addressing global warming	23
2. Economic growth	74
3. Don't Know (DO NOT READ)	3

21. Do you believe or not believe this statement: The new health care law has cost jobs.

1. Believe	50
2. Do not believe	44
3. Don't Know (DO NOT READ)	7

22. Do you believe or not believe this statement: There are 350 bills that have been passed by the House of Representatives, that Senate Majority Leader Harry Reid will not allow the Senate to vote on.

1. Believe	55
2. Do not believe	25
3. Don't Know (DO NOT READ)	19

23. In thinking about terrorism, do you think that terrorism consists of...? (ROTATE)

	MAY 2007	SEPT 2014
1. Small terrorist cells in areas around the world that operate independently	43	43
2. A widespread, coordinated global network of terrorists	47	47
3. Don't Know (DO NOT READ)	10	10

Now just a few demographic questions for statistical purposes only—

24. 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	28
5. CNN News	15
6. MSNBC News	3
7. CNBC	1
8. Fox News	17
9. CSpan	*
10. Daily newspaper	29
11. Websites of former news magazines such as Time, US News, and Newsweek	4
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	8
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	8
17. Religious radio shows	*
18. Talk radio like Rush Limbaugh	1
19. General radio news station	3
20. Public television shows like PBS News Hour	1
21. Comedy shows like the Daily Show with Jon Stewart	*
22. Late night TV shows	1
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	10

30. DK/Refused	8
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25. In what year were you born?

4. 18-34	18
5. 35-44	19
6. 45-54	20
7. 55-64	22
8. 65+	20
9. Refused (DO NOT READ)	1

26. 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

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

1. Liberal (GO TO Q27A)	21
2. Moderate (GO TO Q28)	43
3. Conservative (GO TO Q27A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q28)	1

Q27a among liberals and conservatives in Q27 only

27A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	10
2. Somewhat liberal	26
3. Very conservative	23
4. Somewhat conservative	38
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

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

1. Yes	36
2. No	63
3. Don't Know/Refused (DO NOT READ)	1

29. What is your current marital status?

1. Single, never married	20
2. Married	57
3. Separated	2
4. Divorced	11
5. Widowed	8
6. Don't Know/Refused (DO NOT READ)	3

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

1. Less than 15K	11
2. 15K-30K	9
3. 30K-50K	17
4. 50K-75K	18
5. 75K-100K	10
6. Over 100K	19
7. Don't Know/Refused (DO NOT READ)	17

31. What is your religion?

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	25
3. Catholic	22
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	7
7. Other	19
8. Don't Know/Refused (DO NOT READ)	9

32. 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

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

1. Yes	10
2. No	86

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

1. Urban	31
2. Suburban	52
3. Rural	17

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

1. Northeast	17
2. South	31
3. Midwest	20
4. Plains/Mountains	20
5. West Coast	14