

**NEW MODELS NATIONAL BRAND SURVEY**  
**December 29-30, 2014**  
**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?**

	MAY 2014	JUN 2014	JULY 2014	AUG 2014	SEPT 2014	OCT 2014	POST ELECT 2014	DEC 2014
1. Right Direction	<b>30</b>	<b>25</b>	<b>32</b>	<b>25</b>	<b>30</b>	<b>28</b>	<b>36</b>	<b>34</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>11</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>7</b>	<b>10</b>
3. Wrong Track	<b>59</b>	<b>64</b>	<b>60</b>	<b>66</b>	<b>59</b>	<b>61</b>	<b>57</b>	<b>57</b>

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

	MAY 2014	JUN 2014	JULY 2014	AUG 2014	SEPT 2014	OCT 2014	POST ELECT 2014	DEC 2014
1. Approve	<b>41</b>	<b>43</b>	<b>45</b>	<b>44</b>	<b>45</b>	<b>41</b>	<b>44</b>	<b>46</b>
2. Don't know/refused <b>(DO NOT READ)</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>2</b>	<b>5</b>
3. Disapprove	<b>53</b>	<b>53</b>	<b>49</b>	<b>51</b>	<b>51</b>	<b>51</b>	<b>53</b>	<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	FAVORABLE	UNFAVORABLE	NO OPINION	
<b>3. Republicans in Congress</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>
	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>
	POST ELECT 2014	<b>100</b>	<b>35</b>	<b>59</b>	<b>6</b>

<b>4. Democrats in Congress</b>	DEC 2014	<b>100</b>	<b>32</b>	<b>55</b>	<b>14</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>
	POST ELECT 2014	<b>100</b>	<b>42</b>	<b>54</b>	<b>4</b>
	DEC 2014	<b>100</b>	<b>36</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)**

	MAY 2014	JUN 2014	JULY 2014	AUG 2014	SEPT 2014	OCT 2014	POST ELECT 2014	DEC 2014
1. Education	<b>10</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>12</b>	<b>11</b>	<b>7</b>	<b>12</b>
2. Social Security	<b>9</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>
3. Retirement and Investments	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>
4. Terrorism	<b>*</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>2</b>
5. Healthcare/Rx	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>11</b>
6. The Economy	<b>29</b>	<b>24</b>	<b>25</b>	<b>22</b>	<b>22</b>	<b>20</b>	<b>31</b>	<b>24</b>
7. Jobs	<b>9</b>	<b>10</b>	<b>9</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>6</b>
8. Taxes	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
9. Crime and Safety	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>
10. Environment	<b>2</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>2</b>
11. National Defense/Foreign Affairs	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>7</b>	<b>7</b>
12. National Deficit/Spending	<b>8</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>8</b>
13. Energy	<b>*</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>*</b>	<b>1</b>
14. Gas prices	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>*</b>	<b>*</b>	<b>2</b>	<b>*</b>
15. Immigration	<b>3</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>4</b>
16. Other	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>6</b>
17. Don't know/Refused	<b>4</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>2</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
	47	45
	46	43
<b>6. The Economy</b>	47	43
	45	45
	44	46
	45	46
	47	43
	49	43
	49	42
	46	46
	46	44
<b>7. Jobs</b>	45	47
	44	48
	43	48
	43	48
	45	45
	49	44
	46	42
	43	49
	41	48
<b>8. Healthcare/RX</b>	44	45
	41	48
	41	49
	41	49
	43	46
	45	46
	41	47

<b>9. Foreign Policy</b>	DEC 2014	<b>49</b>	<b>38</b>
<b>10. Education</b>	DEC 2014	<b>40</b>	<b>47</b>
<b>11. Energy</b>	DEC 2014	<b>43</b>	<b>42</b>
<b>12. Taxes</b>	DEC 2014	<b>50</b>	<b>38</b>

**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?**

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

**14. In thinking more specifically about how the economy is doing, which comes closer to your view? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

	MAR 2012	JUL 2012	POST ELECT 2012	APR 2013	MAY 2013	JUL 2013	JUN 2014	DEC 2014
1. The economy is getting better, but the rate of progress is still unacceptable	<b>40</b>	<b>43</b>	<b>39</b>	<b>43</b>	<b>49</b>	<b>47</b>	<b>45</b>	<b>45</b>
2. The economy is getting better, and the rate of progress is acceptable	<b>26</b>	<b>20</b>	<b>29</b>	<b>26</b>	<b>26</b>	<b>23</b>	<b>21</b>	<b>30</b>
3. The economy is not getting better at all	<b>32</b>	<b>36</b>	<b>31</b>	<b>28</b>	<b>23</b>	<b>28</b>	<b>32</b>	<b>22</b>
4. Don't Know/Refused <b>(DO NOT READ)</b>	<b>2</b>	<b>1</b>	<b>*</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>

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

- A. What is your first choice?**  
**B. What is your second choice?**

	FIRST	SECOND	COMBINED
1. Job Creation	<b>13</b>	<b>12</b>	<b>25</b>
2. Tax Reform	<b>8</b>	<b>12</b>	<b>20</b>
3. Immigration Reform	<b>11</b>	<b>12</b>	<b>23</b>
4. Repeal of the Health Care Law	<b>19</b>	<b>11</b>	<b>29</b>
5. Minimum Wage Increase	<b>12</b>	<b>12</b>	<b>24</b>
6. Energy exploration expansion	<b>4</b>	<b>7</b>	<b>11</b>
7. Climate change	<b>3</b>	<b>3</b>	<b>6</b>
8. Improving education	<b>13</b>	<b>17</b>	<b>30</b>
9. Reducing Spending	<b>12</b>	<b>13</b>	<b>24</b>
10. Don't Know/Refused <b>(DO NOT READ)</b>	<b>3</b>	<b>1</b>	<b>4</b>

**Please tell me if you think the following description applies to (ROTATE) Republicans in Congress or Democrats in Congress.**

**16. Has a vision for the future**

1. Republicans in Congress	<b>40</b>
2. Democrats in Congress	<b>40</b>
3. Both <b>(DO NOT READ)</b>	<b>5</b>
4. Neither <b>(DO NOT READ)</b>	<b>10</b>
5. DK/Refused <b>(DO NOT READ)</b>	<b>4</b>

## BELIEF STATEMENTS

I am going to read a series of statements. For each please tell me if you believe or do not believe that statement. (ROTATE Q17-21)

**17. The reduction of the yearly federal deficit by half has helped improve the economy.**

1. Believe	49
2. Do not believe	46
3. Don't Know/Refused (DO NOT READ)	5

**18. The new health care law has helped reduce the cost of living.**

1. Believe	28
2. Do not believe	68
3. Don't Know/Refused (DO NOT READ)	4

**19. The extension of 98% of the 2001 and 2003 tax cuts passed in 2013 has helped the economy.**

1. Believe	44
2. Do not believe	46
3. Don't Know/Refused (DO NOT READ)	10

**20. Since the beginning of 2011, 9.3 million jobs have been created.**

1. Believe	47
2. Do not believe	49
3. Don't Know/Refused (DO NOT READ)	5

**21. Getting the Keystone pipeline will be a good step in helping the economy.**

1. Believe	57
2. Do not believe	32
3. Don't Know/Refused (DO NOT READ)	11

**22. Which of the following do you think had a more positive impact on the economy?  
(ROTATE)**

1. Republicans in Congress' efforts to get the President to accept policy adjustments, such as implementing spending cuts, expanding energy exploration, and keeping most of the tax cuts in place.	<b>50</b>
2. President Obama's policies of government investment, health care reform, focus on income inequality, and a balanced approach to the deficit.	<b>41</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>

**23. Do you think that America's ability to move forward is going to happen through...?  
(ROTATE)**

1. The private sector	<b>63</b>
2. The government	<b>29</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>

**24. What would be the best way to deal with income inequality (ROTATE)**

1. Implement policies that would reduce cost of living for all consumers	<b>39</b>
2. Raising the minimum wage	<b>27</b>
3. Raising taxes on the rich	<b>27</b>
4. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>

Now just a few demographic questions for statistical purposes only—

**25. 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>8</b>
2. NBC News	<b>6</b>
3. CBS News	<b>5</b>
4. Local TV news	<b>25</b>
5. CNN News	<b>16</b>
6. MSNBC News	<b>3</b>
7. CNBC	<b>*</b>
8. Fox News	<b>17</b>
9. CSpan	<b>*</b>
10. Daily newspaper	<b>25</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>*</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>20</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>2</b>
19. General radio news station	<b>1</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>*</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>1</b>
27. Twitter	<b>*</b>
28. BuzzFeed	<b>*</b>



29. Other	<b>19</b>
30. DK/Refused	<b>10</b>

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

1. 18-34	<b>23</b>
2. 35-44	<b>21</b>
3. 45-54	<b>18</b>
4. 55-64	<b>19</b>
5. 65+	<b>18</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>1</b>

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

1. Republican	<b>34</b>
2. Democrat	<b>37</b>
3. Independent	<b>23</b>
4. Other	<b>5</b>
5. Don't Know/Refused <b>(DO NOT READ)</b>	<b>1</b>

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

1. Liberal (GO TO Q28A)	<b>24</b>
2. Moderate (GO TO Q29)	<b>40</b>
3. Conservative (GO TO Q28A)	<b>35</b>
4. Don't Know/Refused <b>(DO NOT READ – GO TO Q29)</b>	<b>1</b>

Q28a among liberals and conservatives in Q32 only

**28A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

1. Very liberal	7
2. Somewhat liberal	16
3. Very conservative	12
4. Somewhat conservative	23
5. Don't Know/Refused ( <b>DO NOT READ</b> )	3

**RESUME WITH ALL**

**29. 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

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

1. Single, never married	23
2. Married	56
3. Separated	2
4. Divorced	11
5. Widowed	6
6. Don't Know/Refused ( <b>DO NOT READ</b> )	2

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

1. Less than 15K	9
2. 15K-30K	11
3. 30K-50K	17
4. 50K-75K	15
5. 75K-100K	12
6. Over 100K	20
7. Don't Know/Refused ( <b>DO NOT READ</b> )	16

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

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

1. Yes	9
2. No	86

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

1. Urban	31
2. Suburban	49
3. Rural	20

**Gender (by observation)**

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

**Region (TAKEN FROM SAMPLE)**

1. Northeast	<b>17</b>
2. South	<b>29</b>
3. Midwest	<b>21</b>
4. Plains/Mountains	<b>20</b>
5. West Coast	<b>15</b>