

**NEW MODELS NATIONAL BRAND SURVEY**  
**Jan 31 – Feb 1, 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?**

	JUN 2014	JULY 2014	AUG 2014	SEPT 2014	OCT 2014	POST ELECT 2014	DEC 2014	JAN 2015
1. Right Direction	<b>25</b>	<b>32</b>	<b>25</b>	<b>30</b>	<b>28</b>	<b>36</b>	<b>34</b>	<b>39</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>7</b>	<b>10</b>	<b>10</b>
3. Wrong Track	<b>64</b>	<b>60</b>	<b>66</b>	<b>59</b>	<b>61</b>	<b>57</b>	<b>57</b>	<b>51</b>

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

	JUN 2014	JULY 2014	AUG 2014	SEPT 2014	OCT 2014	POST ELECT 2014	DEC 2014	JAN 2015
1. Approve	<b>43</b>	<b>45</b>	<b>44</b>	<b>45</b>	<b>41</b>	<b>44</b>	<b>46</b>	<b>49</b>
2. Don't know/refused <b>(DO NOT READ)</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>2</b>	<b>5</b>	<b>5</b>
3. Disapprove	<b>53</b>	<b>49</b>	<b>51</b>	<b>51</b>	<b>51</b>	<b>53</b>	<b>49</b>	<b>46</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>	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>
	DEC 2014	<b>100</b>	<b>32</b>	<b>55</b>	<b>14</b>

	JAN 2015	<b>100</b>	<b>39</b>	<b>53</b>	<b>8</b>
<b>4. Democrats in Congress</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>
	JAN 2015	<b>100</b>	<b>40</b>	<b>53</b>	<b>7</b>

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

	JUN 2014	JULY 2014	AUG 2014	SEPT 2014	OCT 2014	POST ELECT 2014	DEC 2014	JAN 2015
1. Education	<b>9</b>	<b>8</b>	<b>11</b>	<b>12</b>	<b>11</b>	<b>7</b>	<b>12</b>	<b>11</b>
2. Social Security	<b>8</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>6</b>
3. Retirement and Investments	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>
4. Terrorism	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>3</b>
5. Healthcare/Rx	<b>8</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>8</b>
6. The Economy	<b>24</b>	<b>25</b>	<b>22</b>	<b>22</b>	<b>20</b>	<b>31</b>	<b>24</b>	<b>25</b>
7. Jobs	<b>10</b>	<b>9</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>6</b>	<b>8</b>
8. Taxes	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>4</b>
9. Crime and Safety	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>
10. Environment	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>2</b>
11. National Defense/Foreign Affairs	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>10</b>
12. National Deficit/Spending	<b>7</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>6</b>
13. Energy	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>*</b>	<b>1</b>	<b>1</b>
14. Gas prices	<b>1</b>	<b>3</b>	<b>1</b>	<b>*</b>	<b>*</b>	<b>2</b>	<b>*</b>	<b>1</b>
15. Immigration	<b>5</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>6</b>
16. Other	<b>5</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>2</b>
17. Don't know/Refused	<b>4</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>3</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	
	MAY 2014	<b>46</b>	<b>43</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>
<b>6. The Economy</b>	SEPT 2014	<b>45</b>	<b>46</b>
	OCT 2014	<b>47</b>	<b>43</b>
	POST ELECT 2014	<b>49</b>	<b>43</b>
	DEC 2014	<b>49</b>	<b>42</b>
	JAN 2015	<b>46</b>	<b>45</b>
	MAY 2014	<b>46</b>	<b>44</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>
<b>7. Jobs</b>	SEPT 2014	<b>43</b>	<b>48</b>
	OCT 2014	<b>45</b>	<b>45</b>
	POST ELECT 2014	<b>49</b>	<b>44</b>
	DEC 2014	<b>46</b>	<b>42</b>
	JAN 2015	<b>44</b>	<b>47</b>
	MAY 2014	<b>41</b>	<b>48</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>
<b>8. Health Care/RX</b>	SEPT 2014	<b>41</b>	<b>49</b>
	OCT 2014	<b>43</b>	<b>46</b>
	POST ELECT 2014	<b>45</b>	<b>46</b>
	DEC 2014	<b>41</b>	<b>47</b>
	JAN 2015	<b>41</b>	<b>49</b>
<b>9. Foreign Policy</b>	DEC 2014	<b>49</b>	<b>38</b>
	JAN 2015	<b>51</b>	<b>38</b>
	SEPT 2014	<b>36</b>	<b>52</b>
<b>10. Education</b>	DEC 2014	<b>40</b>	<b>47</b>
	JAN 2015	<b>37</b>	<b>53</b>

<b>11. Energy</b>	DEC 2014	<b>43</b>	<b>42</b>
	JAN 2015	<b>45</b>	<b>44</b>
<b>12. Taxes</b>	FEB 2014	<b>47</b>	<b>42</b>
	MAR 2014	<b>44</b>	<b>45</b>
	APR 2014	<b>48</b>	<b>42</b>
	MAY 2014	<b>47</b>	<b>42</b>
	JUN 2014	<b>46</b>	<b>43</b>
	JULY 2014	<b>44</b>	<b>46</b>
	AUG 2014	<b>45</b>	<b>45</b>
	SEPT 2014	<b>48</b>	<b>42</b>
	DEC 2014	<b>50</b>	<b>38</b>
	JAN 2015	<b>49</b>	<b>43</b>
<b>13. Wages</b>	JAN 2015	<b>44</b>	<b>48</b>

**14. 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?**

	MAY 2014	JUN 2014	JUL 2014	AUG 2014	SEPT 2014	OCT 2014	DEC 2014	JAN 2015
1. Republican	<b>43</b>	<b>46</b>	<b>42</b>	<b>42</b>	<b>43</b>	<b>43</b>	<b>44</b>	<b>47</b>
2. Lean Republican	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>
3. Undecided	<b>5</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>
4. Lean Democrat	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>
5. Democrat	<b>43</b>	<b>43</b>	<b>47</b>	<b>48</b>	<b>47</b>	<b>45</b>	<b>44</b>	<b>43</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>2</b>
TOTAL REPUBLICAN	<b>45</b>	<b>49</b>	<b>44</b>	<b>45</b>	<b>45</b>	<b>46</b>	<b>47</b>	<b>49</b>
TOTAL DEMOCRAT	<b>46</b>	<b>45</b>	<b>50</b>	<b>49</b>	<b>49</b>	<b>47</b>	<b>47</b>	<b>45</b>

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

	JUL 2012	POST ELECT 2012	APR 2013	MAY 2013	JUL 2013	JUN 2014	DEC 2014	JAN 2015
1. The economy is getting better, but the rate of progress is still unacceptable	<b>43</b>	<b>39</b>	<b>43</b>	<b>49</b>	<b>47</b>	<b>45</b>	<b>45</b>	<b>48</b>
2. The economy is getting better, and the rate of progress is acceptable	<b>20</b>	<b>29</b>	<b>26</b>	<b>26</b>	<b>23</b>	<b>21</b>	<b>30</b>	<b>31</b>
3. The economy is not getting better at all	<b>36</b>	<b>31</b>	<b>28</b>	<b>23</b>	<b>28</b>	<b>32</b>	<b>22</b>	<b>20</b>
4. Don't Know/Refused <b>(DO NOT READ)</b>	<b>1</b>	<b>*</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>

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

**16. Is addressing middle class concerns**

1. Republicans in Congress	<b>35</b>
2. Democrats in Congress	<b>53</b>
3. Both <b>(DO NOT READ)</b>	<b>1</b>
4. Neither <b>(DO NOT READ)</b>	<b>6</b>
5. DK/Refused <b>(DO NOT READ)</b>	<b>5</b>

**17. Which concerns you more? (ROTATE)**

1. The way that health care is today	<b>30</b>
2. The way that health care of the future is going	<b>60</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>10</b>

**18. Who would you say treats you more fairly? (ROTATE)**

1. Business	65
2. Government	25
3. Both <b>(DO NOT READ)</b>	*
4. Neither <b>(DO NOT READ)</b>	5
5. Don't Know/Refused <b>(DO NOT READ)</b>	5

**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 STATEMENTS Q19-26)

**19. Government is trying to solve too many problems that should be left to individuals and business.**

1. Believe	71
2. Do not believe	27
3. Don't Know/Refused <b>(DO NOT READ)</b>	2

**20. The problem of income inequality isn't that some make too much money, it is that many people don't make enough money.**

1. Believe	69
2. Do not believe	27
3. Don't Know/Refused <b>(DO NOT READ)</b>	4

**21. The best kind of help for the middle class would be the repeal of Obamacare, overturning the President's executive order on Immigration, and building the XL pipeline.**

1. Believe	50
2. Do not believe	45
3. Don't Know/Refused <b>(DO NOT READ)</b>	5

**22. Government should be able to determine the appropriate amount of money you get to keep.**

1. Believe	<b>21</b>
2. Do not believe	<b>75</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>4</b>

**23. Government should be able to determine the appropriate amount of money a business gets to keep.**

1. Believe	<b>25</b>
2. Do not believe	<b>72</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>3</b>

**24. Trade agreements have a proven record of opening markets for US products.**

	JAN 2015
1. Believe	<b>58</b>
2. Do not believe	<b>34</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>8</b>

**25. If overseas markets are opened to US companies, those companies will hire more workers.**

	JAN 2015
1. Believe	<b>55</b>
2. Do not believe	<b>40</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>5</b>

**26. If the business you worked for had to pay more in taxes, would that have a positive, negative, or no impact on you? (ROTATE)**

1. Positive	<b>10</b>
2. Negative	<b>52</b>
3. No Impact	<b>34</b>
4. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>4</b>

Now just a few demographic questions for statistical purposes only—

**27. 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>20</b>
5. CNN News	<b>17</b>
6. MSNBC News	<b>2</b>
7. CNBC	<b>1</b>
8. Fox News	<b>16</b>
9. CSpan	<b>*</b>
10. Daily newspaper	<b>23</b>
11. Websites of former news magazines such as Time, US News, and Newsweek	<b>3</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>7</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>4</b>
17. Religious radio shows	<b>-</b>
18. Talk radio like Rush Limbaugh	<b>2</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>2</b>
24. Political talk shows on cable	<b>1</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	<b>-</b>



29. Other	22
30. DK/Refused	13

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

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

**30. 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 Q30A)</b>	24
2. Moderate <b>(GO TO Q31)</b>	40
3. Conservative <b>(GO TO Q30A)</b>	35
4. Don't Know/Refused <b>(DO NOT READ – GO TO Q31)</b>	1

Q30a among liberals and conservatives in Q30 only

**30A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?**

1. Very liberal	12
2. Somewhat liberal	28
3. Very conservative	23
4. Somewhat conservative	35
5. Don't Know/Refused ( <b>DO NOT READ</b> )	2

**RESUME WITH ALL**

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

1. Yes	35
2. No	64
3. Don't Know/Refused ( <b>DO NOT READ</b> )	1

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

1. Single, never married	26
2. Married	52
3. Separated	2
4. Divorced	11
5. Widowed	7
6. Don't Know/Refused ( <b>DO NOT READ</b> )	2

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

1. Less than 15K	9
2. 15K-30K	12
3. 30K-50K	18
4. 50K-75K	16
5. 75K-100K	13
6. Over 100K	18
7. Don't Know/Refused <b>(DO NOT READ)</b>	13

**34. 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

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

1. Yes	10
2. No	86
3. Don't Know/Refused <b>(DO NOT READ)</b>	5

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

1. Urban	28
2. Suburban	51
3. Rural	21

**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>28</b>
3. Midwest	<b>21</b>
4. Plains/Mountains	<b>20</b>
5. West Coast	<b>16</b>