

NEW MODELS NATIONAL BRAND SURVEY
November 4, 2014
N = 1000 Voters, Post-Election

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?

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

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

| | APR 2014 | MAY 2014 | JUN 2014 | JULY 2014 | AUG 2014 | SEPT 2014 | OCT 2014 | POST ELECT 2014 |
|---|-------------|-------------|-------------|--------------|-------------|--------------|-------------|-----------------------|
| 1. Approve | 45 | 41 | 43 | 45 | 44 | 45 | 41 | 44 |
| 2. Don't know/refused (DO NOT READ) | 4 | 6 | 5 | 6 | 5 | 4 | 8 | 2 |
| 3. Disapprove | 51 | 53 | 53 | 49 | 51 | 51 | 51 | 53 |

Please tell me for each of the following whether you have a favorable or an unfavorable impression of that group or person. (IF CHOICE IS MADE, ASK:) Would you say you have a strongly (FAVORABLE/UNFAVORABLE) impression or just a somewhat (FAVORABLE/UNFAVORABLE) impression? (ROTATE)

| | NAME ID | FAVORABLE | UNFAVORABLE | NO OPINION | |
|-----------------------------------|------------|------------|-------------|------------|-----------|
| 3. Republicans in Congress | APR 2014 | 100 | 41 | 54 | 5 |
| | 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 |
| | OCT 2014 | 100 | 33 | 56 | 10 |
| | POST ELECT | 100 | 35 | 59 | 6 |

2014

| | | | | | |
|---------------------------------|-----------------|------------|-----------|-----------|-----------|
| 4. Democrats in Congress | 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 |
| | OCT 2014 | 100 | 40 | 50 | 10 |
| | POST ELECT 2014 | 100 | 42 | 54 | 4 |

5. Which of the following issues was most important to you in deciding who to vote for in the election for Congress? (ROTATE)

| | |
|---|-----------|
| 1. Education | 7 |
| 2. Social Security | 7 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 2 |
| 5. Healthcare/Rx | 10 |
| 6. The Economy | 31 |
| 7. Jobs | 9 |
| 8. Taxes | 2 |
| 9. Crime and Safety | 1 |
| 10. Environment | 4 |
| 11. National Defense/Foreign Affairs/Iraq | 7 |
| 12. National Deficit/Spending | 6 |
| 13. Energy | * |
| 14. Gas prices | 2 |
| 15. Immigration | 5 |
| 16. Other (SPECIFY) | 5 |
| 17. Don't know/Refused (DO NOT READ) | 2 |

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 | 43 | 47 |
| | APR 2014 | 47 | 45 |
| | MAY 2014 | 46 | 43 |
| 6. The Economy | JUN 2014 | 47 | 43 |
| | JULY 2014 | 45 | 45 |
| | AUG 2014 | 44 | 46 |
| | SEPT 2014 | 45 | 46 |
| | OCT 2014 | 47 | 43 |
| | POST ELECT 2014 | 49 | 43 |
| | MAR 2014 | 43 | 48 |
| | APR 2014 | 46 | 46 |
| | MAY 2014 | 46 | 44 |
| 7. Jobs | JUN 2014 | 45 | 47 |
| | JULY 2014 | 44 | 48 |
| | AUG 2014 | 43 | 48 |
| | SEPT 2014 | 43 | 48 |
| | OCT 2014 | 45 | 45 |
| | POST ELECT 2014 | 49 | 44 |
| | MAR 2014 | 39 | 51 |
| | APR 2014 | 43 | 49 |
| | MAY 2014 | 41 | 48 |
| 8. Healthcare/Rx | JUN 2014 | 44 | 45 |
| | JULY 2014 | 41 | 48 |
| | AUG 2014 | 41 | 49 |
| | SEPT 2014 | 41 | 49 |
| | OCT 2014 | 43 | 46 |
| | POST ELECT 2014 | 45 | 46 |

On a scale of 1-9 with 1 being somewhat important, 5 being very important, and 9 being extremely important, how important is each of the following issues or items to you in deciding how you voted: (ROTATE LIST Q9-15)

| | MEAN |
|--|-------------|
| 9. Economy and Jobs | 7.73 |
| 10. Minimum wage | 5.57 |
| 11. President Obama's health care plan/health care | 6.54 |
| 12. Women's issues/abortion and contraception | 5.97 |
| 13. National security, and the situation in the Middle East | 7.04 |
| 14. Government spending/deficit/debt | 7.01 |
| 15. How frequently a candidate voted with President Obama | 5.58 |

(ROTATE 16-17 with Q18-19)

16. What was the theme or issue that you heard Republican candidates and their campaigns talking about most?

| | |
|---|-----------|
| | 27 |
| 1. Jobs/economy | 16 |
| 2. They are against the Democrats/President Obama | 24 |
| 3. Healthcare/Obamacare issues | 2 |
| 4. Social Security issues | 11 |
| 5. Border/illegal immigration | 2 |
| 6. Minimum wage | 5 |
| 7. Taxes | 10 |
| 8. Controlling budget/spending / Reducing deficit/debts | 9 |
| 9. National security/public safety | 1 |
| 10. Energy issues | 5 |
| 11. Education | 3 |
| 12. Government/Leadership issues | 1 |
| 13. Gun control | 3 |
| 14. Foreign affairs/policy | 4 |
| 15. Women's rights (abortion, etc) | 2 |
| 16. Trying to work things out/making changes | 2 |
| 17. None | 2 |
| 18. Other | 9 |
| 19. Don't know/can't recall/refused | |

17. Did this make you more favorable or less favorable to vote for Republican candidates?

| | |
|------------------------------------|-----------|
| 1. More favorable | 49 |
| 2. Less favorable | 45 |
| 3. DK/Refused (DO NOT READ) | 7 |

18. What was the theme or issue that you heard Democrat candidates talking about most?

| | |
|--|-----------|
| 1. Education | 8 |
| 2. Economy/jobs | 24 |
| 3. Negative things about Republicans | 8 |
| 4. Immigration | 7 |
| 5. Healthcare/Obamacare/Ebola | 20 |
| 6. Women's issues (abortion, etc) | 13 |
| 7. Taxes | 2 |
| 8. Social Security | 1 |
| 9. Minimum wage | 7 |
| 10. They are going to fix the country | 1 |
| 11. Safety/Terrorism/ISIS | 4 |
| 12. They don't support Obama/against Obama | 2 |
| 13. Foreign affairs/policy | 1 |
| 14. Racial issues | 3 |
| 15. Social issues | 1 |
| 16. Democrats and Republicans are bashing/attacking each other | 1 |
| 17. Budget (spending, debt, deficit) | 4 |
| 18. Infrastructure | * |
| 19. Environmental issues | 1 |
| 20. They are supporting/helping middle class | * |
| 21. They are willing to compromise/work together with Republicans | * |
| 22. Same-sex marriage | * |
| 23. About the election/want to be re-elected/stay longer in office | 1 |
| 24. Energy/gas | * |

| | |
|-------------------------------------|-----------|
| 25. They are supporting Obama | 1 |
| 26. Obama's record/policies | * |
| 27. None | 3 |
| 28. Other | 8 |
| 29. Don't know/can't recall/refused | 14 |

19. Did this make you more favorable or less favorable to vote for Democrat candidates?

| | |
|------------------------------------|-----------|
| 1. More favorable | 42 |
| 2. Less favorable | 52 |
| 3. DK/Refused (DO NOT READ) | 7 |

20. For which candidate did you vote for US Congress from your district? (ROTATE)

| | |
|---|-----------|
| 1. Republican candidate | 52 |
| 2. Democratic candidate | 46 |
| 3. Independent or third party candidate | 1 |
| 4. DK/Refused (DO NOT READ) | 1 |

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

21. Cares about people like me

| | APRIL 2014 | SEPT 2014 | POST ELECT 2014 |
|------------------------------------|---------------|--------------|-----------------------|
| 1. Republicans in Congress | 39 | 35 | 37 |
| 2. Democrats in Congress | 51 | 54 | 45 |
| 3. Both (DO NOT READ) | | | 3 |
| 4. Neither (DO NOT READ) | | | 11 |
| 5. DK/Refused (DO NOT READ) | 10 | 12 | 4 |

IDEOLOGY

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate... (ROTATE LIST Q25-29)

| | POST ELECT 2010 | APR 2011 | AUG 2012 | POST ELECT 2012 | FEB 2014 | POST ELECT 2014 |
|--|-----------------------|-------------|-------------|-----------------------|-------------|-----------------------|
| 22. Your own political ideology | 5.90 | 5.84 | 5.70 | 5.55 | 5.87 | 5.79 |
| 23. Ideology of Republicans in Congress | 6.44 | 6.26 | 6.49 | 6.86 | 6.18 | 6.60 |
| 24. Ideology of Democrats in Congress | 3.54 | 4.12 | 3.94 | 3.57 | 4.10 | 3.67 |
| 25. Ideology of Barack Obama | 3.44 | 4.01 | 3.81 | 3.41 | 3.83 | 3.37 |
| 26. Ideology of Hillary Clinton | - | - | - | - | - | 3.60 |

SPECIFIC ISSUES

27. In thinking about how you voted in the election for Congress, which statement comes closer to how you decided to vote? (ROTATE)

| | |
|--|-----------|
| 1. Your decision was based primarily on President Obama's record and policies | 25 |
| 2. President Obama's record played a very significant role in your decision, but it was also about the choice of directions for the country that Republicans and Democrats offered | 64 |
| 3. Don't Know (DO NOT READ) | 10 |

28. Do you favor or oppose the new health care law? (ROTATE)

| | FEB 2014 | MAR 2014 | APR 2014 | JUN 2014 | SEPT 2014 | POST ELECT 2014 |
|------------------------------------|-------------|-------------|-------------|-------------|--------------|-----------------------|
| 1. Favor | 42 | 45 | 42 | 40 | 43 | 43 |
| 2. Oppose | 52 | 50 | 52 | 54 | 50 | 49 |
| 3. Don't Know (DO NOT READ) | 6 | 5 | 5 | 6 | 8 | 8 |

29. What should Republicans in Congress focus on more? (ROTATE)

| | |
|---|-----------|
| 1. Being a check and balance on President Obama | 23 |
| 2. Proposing policies to improve the economy | 71 |
| 3. Don't Know/Refused (DO NOT READ) | 5 |

On a scale of 1-9 with 1 being not at all the reason why you voted the way you did, 5 being it was part of the reason, and 9 being the most important reason why you voted, how important was each of the following in why you voted the way you did: (ROTATE LIST)

| | MEAN |
|---|-------------|
| 30. Stop the President's policies | 5.17 |
| 31. Offer policies to generate economic growth | 6.96 |
| 32. Repeal the new health care law | 5.02 |
| 33. Address spending and the national debt | 6.49 |

Now just a few demographic questions for statistical purposes only—

34. In what year were you born?

| | |
|-----------------------------------|----|
| 1. 18-34 | 18 |
| 2. 35-44 | 17 |
| 3. 45-54 | 13 |
| 4. 55-64 | 29 |
| 5. 65+ | 22 |
| 6. Refused (DO NOT READ) | 1 |

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

| | |
|--|----|
| 1. Republican | 36 |
| 2. Democrat | 35 |
| 3. Independent | 27 |
| 4. Other | 1 |
| 5. Don't Know/Refused (DO NOT READ) | 1 |

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

| | |
|--|----|
| 1. Liberal (GO TO Q36A) | 22 |
| 2. Moderate (GO TO Q37) | 40 |
| 3. Conservative (GO TO Q36A) | 37 |
| 4. Don't Know/Refused (DO NOT READ – GO TO Q37) | 1 |

Q36a among liberals and conservatives in Q36 only

36A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

| | |
|--|----|
| 1. Very liberal | 16 |
| 2. Somewhat liberal | 21 |
| 3. Very conservative | 33 |
| 4. Somewhat conservative | 29 |
| 5. Don't Know/Refused (DO NOT READ) | 1 |

RESUME WITH ALL

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

| | |
|--|----|
| 1. Yes | 27 |
| 2. No | 72 |
| 3. Don't Know/Refused (DO NOT READ) | 1 |

38. What is your current marital status?

| | |
|--|----|
| 1. Single, never married | 23 |
| 2. Married | 55 |
| 3. Separated | 1 |
| 4. Divorced | 12 |
| 5. Widowed | 8 |
| 6. Don't Know/Refused (DO NOT READ) | 1 |

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

| | |
|--|----|
| 1. Less than 15K | 8 |
| 2. 15K-30K | 11 |
| 3. 30K-50K | 18 |
| 4. 50K-75K | 17 |
| 5. 75K-100K | 14 |
| 6. Over 100K | 16 |
| 7. Don't Know/Refused (DO NOT READ) | 4 |

40. What is your race?

| | |
|--|----|
| 1. Hispanic | 8 |
| 2. African-American | 12 |
| 3. Asian | 3 |
| 4. White | 75 |
| 5. Other | 1 |
| 6. Don't Know/Refused (DO NOT READ) | 1 |

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

| | |
|--------|-----------|
| 1. Yes | 12 |
| 2. No | 86 |

Gender (by observation)

| | |
|-----------|-----------|
| 1. Male | 49 |
| 2. Female | 51 |

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

| | |
|-------------|-----------|
| 1. Urban | 35 |
| 2. Suburban | 47 |
| 3. Rural | 18 |

Region (TAKEN FROM SAMPLE)

| | |
|---------------------|-----------|
| 1. Northeast | 18 |
| 2. South | 28 |
| 3. Midwest | 21 |
| 4. Plains/Mountains | 22 |
| 5. West Coast | 14 |