

NEW MODELS NATIONAL BRAND SURVEY
1000 RVs
Feb 28 – Mar 1, 2015

- 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?**

1. Right Direction	34
2. Don't Know/Refused (DO NOT READ)	10
3. Wrong Track	56

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

1. Approve	46
2. Don't know/refused (DO NOT READ)	5
3. Disapprove	48

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
3. Republicans in Congress	100	34	58	8
4. Democrats in Congress	100	44	49	7

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

1. Education	11
2. Social Security	6
3. Retirement and Investments	2
4. Terrorism	5
5. Healthcare/Rx	10
6. The Economy	21
7. Jobs	7
8. Taxes	3
9. Crime and Safety	1
10. Environment	2
11. National Defense/Foreign Affairs	10
12. National Deficit/Spending	7
13. Energy	2
14. Gas prices	1
15. Immigration	5
16. Other	3
17. Don't know/Refused	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
6. The Economy	47	42
7. Jobs	44	45
8. Health Care/RX	39	49
9. Education	40	48
10. Energy	47	42
11. Taxes	46	41

12. 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?

1. Republican	42
2. Lean Republican	3
3. Undecided	5
4. Lean Democrat	1
5. Democrat	46
6. Don't Know/Refused (DO NOT READ)	3

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)

	MEAN
13. Your own political ideology	5.85
14. Ideology of Republicans in Congress	6.32
15. Ideology of Democrats in Congress	4.24

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

16. Solves problems

1. Republicans in Congress	33
2. Democrats in Congress	38
3. Both (DO NOT READ)	4
4. Neither (DO NOT READ)	21
5. DK/Refused (DO NOT READ)	4

17. Party of reform

1. Republicans in Congress	36
2. Democrats in Congress	42
3. Both (DO NOT READ)	2
4. Neither (DO NOT READ)	11
5. DK/Refused (DO NOT READ)	8

18. Do you believe or not believe this statement: Every child should be reading by the 3rd grade.

1. Believe	90
2. Do not believe	8
3. Don't Know/Refused (DO NOT READ)	2

19. President Obama just vetoed the bill passed by the Congress to build the Keystone Pipeline. Do you agree or disagree with his veto?

1. Agree	40
2. Disagree	50
3. Don't Know/Refused (DO NOT READ)	10

20. In June the Supreme Court will decide on whether low-income people can continue to get subsidies for health insurance if they have purchased it through a federal exchange, like those living in states that have set up a state exchange. If the Supreme Court rules against subsidies for those in federal exchanges, several million people in 36 states will lose their subsidies. If this occurred, who would you agree with more? (ROTATE)

1. President Obama who says the law can easily be amended to allow subsidies to be used in all 50 states.	45
2. Republicans in Congress who say they would pass an extension for those affected through the end of 2017, and then let a new President work with Congress to resolve the situation.	47
3. Don't Know (DO NOT READ)	8

21. If you knew that the individual mandate to have health insurance may go away in states where subsidies are no longer available, which statement would you agree with more? (ROTATE)

1. Subsidies should be re-instated in some way	66
2. Subsidies should not be re-instated	28
3. Don't Know (DO NOT READ)	6

Now just a few demographic questions for statistical purposes only—

22. 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	6
2. NBC News	6
3. CBS News	4
4. Local TV news	26
5. CNN News	15
6. MSNBC News	3
7. CNBC	1
8. Fox News	19
9. CSpan	*
10. Daily newspaper	26
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	9
14. Internet News Pages such as Yahoo News and MSN News	17
15. Opinion websites like Drudge Report or slate.com	1
16. National Public Radio	7
17. Religious radio shows	1
18. Talk radio like Rush Limbaugh	2
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	*
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	4
27. Twitter	1
28. BuzzFeed	-
29. Other	18
30. DK/Refused	7

23. 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. Refused (DO NOT READ)	1

24. 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 (DO NOT READ)	1

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

1. Liberal (GO TO Q25A)	24
2. Moderate (GO TO Q26)	40
3. Conservative (GO TO Q25A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q26)	1

Q25A among liberals and conservatives in Q25 only

25A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	15
2. Somewhat liberal	25
3. Very conservative	26
4. Somewhat conservative	32
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

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

1. Yes	41
2. No	58
3. Don't Know/Refused (DO NOT READ)	1

27. What is your current marital status?

1. Single, never married	23
2. Married	56
3. Separated	2
4. Divorced	10
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	9
2. 15K-30K	12
3. 30K-50K	15
4. 50K-75K	16
5. 75K-100K	11
6. Over 100K	22
7. Don't Know/Refused (DO NOT READ)	15

29. What is your religion?

1. Evangelical/Fundamentalist Protestant	11
2. Mainline Protestant	24
3. Catholic	22
4. Jewish	1
5. Mormon	2
6. Atheist/Agnostic	8
7. Other	24
8. Don't Know/Refused (DO NOT READ)	9

30. 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 (DO NOT READ)	1

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

1. Yes	11
2. No	85

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

3. Urban	32
4. Suburban	49
5. Rural	19

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	21
2. South	27
3. Midwest	20
4. Plains/Mountains	22
5. West Coast	13