NEW MODELS NATIONAL BRAND SURVEY
April 30-May 2, 2010
1000 RVs

B. In thinking about next year's election for Congress, based on scale of 1 to 9, where 1 is that you will not be voting and 9 is that you will absolutely be voting, how likely are you to vote in the election?

	DEC 2009	JAN 2010	FEB 2010	MAR 2010	APR 2010	MAY 2010
MEAN	8.11	8.2	8.15	8.34	8.14	8.01

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?**

		DEC 2009	JAN 2010	FEB 2010	MAR 2010	APR 2010	MAY 2010
1.	Right Direction	41	35	37	39	39	39
2.	DK/Refused **(DO NOT READ)**	9	10	11	9	8	9
3.	Wrong Track	50	55	53	52	53	52

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

		DEC 2009	JAN 2010	FEB 2010	MAR 2010	APR 2010	MAY 2010
1.	Approve	49	46	49	48	46	49
2.	DK/Refused **(DO NOT READ)**	6	6	6	5	7	7
3.	Disapprove	45	48	44	47	47	45

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	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
	DEC 2009	100	39	53	8
	JAN 2010	100	39	54	6
3. Republicans in	FEB 2010	100	39	54	7
Congress	MAR 2010	100	43	49	7
	APR 2010	100	40	52	7
	MAY 2010	100	35	57	8
	DEC 2009	100	44	49	6
	JAN 2010	100	41	54	5
4. Democrats in	FEB 2010	100	41	53	6
Congress	MAR 2010	100	43	50	7
	APR 2010	100	43	52	5
	MAY 2010	100	42	51	7

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

	DEC 2009	JAN 2010	FEB 2010	MAR 2010	APR 2010	MAY 2010
1. Education	6	4	5	8	8	7
2. Social Security	5	4	5	3	5	5
3. Retirement and Investments	1	1	1	1	1	1
4. Terrorism	1	2	1	1	1	1
5. Healthcare/Rx	17	15	17	12	15	11
6. The Economy	30	31	30	30	29	28
7. Jobs	12	15	15	16	12	13
8. Taxes	3	3	3	3	5	4
9. Crime and Safety	2	-	-	1	1	1
10. Environment	3	2	1	2	2	3
11. National Defense/Foreign Affairs/Iraq	6	5	5	6	4	6
12. National Deficit/Spending	6	10	10	8	9	10
13. Energy	1	-	1	1	-	2
14. Gas prices	-	1	-	-	-	1
15. Immigration	2	2	2	2	3	3
16. Other	2	2	3	2	3	2
17. DK/Refused **(DO NOT READ)**	3	3	2	3	3	3

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. Health Care/Rx	DEC 2009	**40**	**50**
	JAN 2010	**43**	**45**
	FEB 2010	**40**	**47**
	MAR 2010	**42**	**48**
	APR 2010	**44**	**45**
	MAY 2010	**39**	**49**
7. The Economy	DEC 2009	**44**	**46**
	JAN 2010	**44**	**45**
	FEB 2010	**46**	**43**
	MAR 2010	**49**	**43**
	APR 2010	**47**	**42**
	MAY 2010	**43**	**44**
8. Jobs	DEC 2009	**40**	**49**
	JAN 2010	**42**	**46**
	FEB 2010	**42**	**46**
	MAR 2010	**46**	**44**
	APR 2010	**44**	**44**
	MAY 2010	**41**	**45**
9. Fiscal Responsibility	DEC 2009	**43**	**42**
	JAN 2010	**46**	**38**
	MAR 2010	**48**	**38**
	APR 2010	**49**	**36**
	MAY 2010	**44**	**41**
10. Taxes	DEC 2009	**47**	**43**
	JAN 2010	**48**	**41**
	MAR 2010	**49**	**42**
	APR 2010	**50**	**40**
	MAY 2010	**47**	**41**

11. 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?

	DEC 2009	JAN 2010	FEB 2010	MAR 2010	APR 2010	MAY 2010
1. Republican	44	43	41	45	44	41
2. Lean Republican	2	4	3	1	2	2
3. Undecided	6	5	5	4	6	5
4. Lean Democrat	1	2	4	2	1	2
5. Democrat	45	42	42	44	44	45
6. Don't Know/Refused **(DO NOT READ)**	3	4	5	3	3	5
TOTAL REPUBLICAN	46	47	44	47	46	43
TOTAL DEMOCRAT	46	44	46	46	45	47

12. Do you favor or oppose President Obama's health care plan? (ROTATE)

	DEC 2009	JAN 2010	FEB 2010	MAR 2010	APR 2010	MAY 2010
1. Favor	43	40	40	44	42	43
2. Oppose	49	52	48	49	50	49
3. Don't Know **(DO NOT READ)**	7	9	12	6	7	8

13. Which group of issues concerns you most?

	MAY 2010
1. Economic – like taxes, budget and jobs	55
2. Social – like education, health care and the environment	23
3. Moral – like prayer in schools, abortion and gay rights	9
4. Foreign affairs – like defense, terrorism and international	10
5. Don't Know **(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…

	MEAN
14. Your own political ideology	5.69
15. Ideology of Republicans in Congress	6.24
16. Ideology of Democrats in Congress	3.89
17. Ideology of Barack Obama	3.99
18. Ideology of President Obama's health care plan	3.82

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate your own ideology on each of the following…?

	MEAN
19. Economic issues – like taxes, budget and jobs	6.20
20. Social issues – like education, health care and the environment	5.50
21. Moral issues – like prayer in schools, abortion and gay rights	5.65
22. Foreign affairs – like defense, terrorism and international	6.15

I am going to read a series of statements. For each, please tell me whether you believe or do not believe the statement.

23. The US has gone from recession to recovery.

1. Believe	41
2. Do not believe	56
3. Don't Know/Refused **(DO NOT READ)**	2

24. The US has made more progress in the war on terror in the last eight months than was made in the preceding eight years.

1. Believe	33
2. Do not believe	61
3. Don't Know/Refused **(DO NOT READ)**	6

25. Two million more people or more have jobs today who wouldn't have without the bold action taken by President Obama and Democrats in Congress.

1.	Believe	**41**
2.	Do not believe	**54**
3.	Don't Know/Refused **(DO NOT READ)**	**5**

26. The Democrat Party is the party of results.

1.	Believe	**44**
2.	Do not believe	**52**
3.	Don't Know/Refused **(DO NOT READ)**	**4**

27. The free market creates inequality and should be regulated to generate more equal outcomes.

1.	Believe	**48**
2.	Do not believe	**46**
3.	Don't Know/Refused **(DO NOT READ)**	**6**

28. Lowering taxes will benefit the economy and create jobs.

1.	Believe	**64**
2.	Do not believe	**32**
3.	Don't Know/Refused **(DO NOT READ)**	**4**

29. Government spending is out of control and should be cut across the board.

1. Believe	76
2. Do not believe	21
3. Don't Know **(DO NOT READ)**	3

30. During a recession, government spending is needed to stimulate the economy.

1. Believe	56
2. Do not believe	40
3. Don't Know **(DO NOT READ)**	4

31. It is the government's responsibility to guarantee health care for everyone.

1. Believe	43
2. Do not believe	54
3. Don't Know **(DO NOT READ)**	3

32. The government is trying to do too many things that should be left to businesses and individuals.

1. Believe	63
2. Do not believe	34
3. Don't Know **(DO NOT READ)**	3

33. Taxes on businesses are too high.

1. Believe	60
2. Do not believe	34
3. Don't Know **(DO NOT READ)**	6

34. Do you approve or disapprove of the recent immigration law passed in Arizona?

1.	Approve	**43**
2.	Disapprove	**35**
3.	Don't Know/Refused **(DO NOT READ)**	**22**

35. Which is more important to you? (ROTATE)

		APR 2010	MAY 2010
1.	Reducing the unemployment rate	**58**	**58**
2.	Modernizing America's financial rules and holding Wall Street accountable	**36**	**37**
3.	Don't Know/Refused **(DO NOT READ)**	**6**	**5**

Now just a few demographic questions for statistical purposes only—

36. 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	**8**
3.	CBS News	**5**
4.	Local TV news	**30**
5.	CNN News	**19**
6.	MSNBC/CNBC News	**6**
7.	Fox News	**17**
8.	CSpan	**1**
9.	Daily newspaper	**33**
10.	News magazines such as Time, US News, and Newsweek	**5**
11.	Opinion magazines like The Weekly Standard	**-**
12.	Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	**19**
13.	News Pages of Internet Service Providers such as Yahoo News and MSN News	**9**
14.	Opinion websites like Drudge Report or slate.com	**1**
15.	National Public Radio	**5**
16.	Religious radio shows	**-**
17.	Talk radio like Rush Limbaugh	**3**
18.	General radio news station	**4**
19.	Public television shows like McNeil Lehrer	**-**
20.	Comedy shows like the Daily Show with Jon Stewart	**-**
21.	Late night TV shows like Jay Leno	**-**
22.	Morning TV shows like Today, Good Morning America	**-**
23.	Political talk shows on cable, such as MSNBC's Hardball	**-**
24.	Sunday News Shows such as NBC's Meet the Press and ABC's This Week	**-**
25.	Other	**12**
26.	Don't Know/Refused **(DO NOT READ)**	**3**

37. In what year were you born?

1.	18-34	**20**
2.	35-44	**17**
3.	45-54	**23**
4.	55-64	**21**
5.	65+	**17**

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

1.	Republican	**33**
2.	Democrat	**38**
3.	Independent	**27**
4.	Other	**1**
5.	Don't Know/Refused **(DO NOT READ)**	**1**

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

1.	Liberal	**20**
2.	Moderate	**45**
3.	Conservative	**33**
4.	Don't Know/Refused **(DO NOT READ)**	**2**

40. Are their children in your household under the age of 18 years old?

1.	Yes	**39**
2.	No	**60**
3.	Don't Know/Refused **(DO NOT READ)**	**1**

41. What is your current marital status?

1.	Single, never married	**22**
2.	Married	**63**
3.	Separated	**1**
4.	Divorced	**5**
5.	Widowed	**7**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

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

1.	Less than 15K	**7**
2.	15K-30K	**10**
3.	30K-50K	**15**
4.	50K-75K	**18**
5.	75K-100K	**11**
6.	Over 100K	**20**
7.	Don't Know/Refused **(DO NOT READ)**	**18**

43. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**13**
2.	Mainline Protestant	**12**
3.	Catholic	**26**
4.	Jewish	**2**
5.	Mormon	**2**
6.	Atheist/Agnostic	**7**
7.	Other	**29**
8.	Don't Know/Refused **(DO NOT READ)**	**9**

44. What is your race?

1.	Hispanic	**8**
2.	African-American	**9**
3.	Asiatic	**2**
4.	White	**75**
5.	Other	**3**
6.	Don't Know/Refused **(DO NOT READ)**	**3**

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

1.	Yes	**15**
2.	No	**85**

46. How often do you attend church?

1.	More than once a week	**13**
2.	Once a week	**27**
3.	Once or twice a month	**13**
4.	Several times a year	**12**
5.	Hardly ever	**15**
6.	Never	**14**
7.	Don't Know/Refused **(DO NOT READ)**	**6**

Gender (by observation)

1.	Male	**48**
2.	Female	**52**

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

1.	Urban	**25**
2.	Suburban	**58**
3.	Rural	**18**

Region (TAKEN FROM SAMPLE)

1.	Northeast	**19**
2.	South	**27**
3.	Midwest	**20**
4.	Plains/Mountains	**17**
5.	West Coast	**17**