NEW MODELS NATIONAL BRAND SURVEY
MAY 19-20, 2010

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	APR II 2010	MAY I 2010
MEAN	8.11	8.2	8.15	8.34	8.14	8.01	8.13

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	APR II 2010	MAY I 2010
1.	Right Direction	41	35	37	39	39	39	36
2.	Don't Know/Refused **(DO NOT READ)**	9	10	11	9	8	9	11
3.	Wrong Track	50	55	53	52	53	52	54

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	APR II 2010	MAY I 2010
1.	Approve	49	46	49	48	46	49	51
2.	Don't know/refused **(DO NOT READ)**	6	6	6	5	7	7	5
3.	Disapprove	45	48	44	47	47	45	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
3. **Republicans in Congress**	DEC 2009	100	39	53	8
	JAN 2010	100	39	54	6
	FEB 2010	100	39	54	7
	MAR 2010	100	43	49	7
	APR 2010	100	40	52	7
	APR II 2010	100	35	57	8
	MAY I 2010	100	33	59	7
4. **Democrats in Congress**	DEC 2009	100	44	49	6
	JAN 2010	100	41	54	5
	FEB 2010	100	41	53	6
	MAR 2010	100	43	50	7
	APR 2010	100	43	52	5
	APR II 2010	100	42	51	7
	MAY I 2010	100	44	51	6

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	APR II 2010	MAY I 2010
1. Education	6	4	5	8	8	7	8
2. Social Security	5	4	5	3	5	5	5
3. Retirement and Investments	1	1	1	1	1	1	1
4. Terrorism	1	2	1	1	1	1	1
5. Healthcare/Rx	17	15	17	12	15	11	9
6. The Economy	30	31	30	30	29	28	29
7. Jobs	12	15	15	16	12	13	13
8. Taxes	3	3	3	3	5	4	3
9. Crime and Safety	2	-	-	1	1	1	1
10. Environment	3	2	1	2	2	3	3
11. National Defense/Foreign Affairs/Iraq	6	5	5	6	4	6	5
12. National Deficit/Spending	6	10	10	8	9	10	8
13. Energy	1	-	1	1	-	2	1
14. Gas prices	-	1	-	-	-	1	-
15. Immigration	2	2	2	2	3	3	6
16. Other	2	2	3	2	3	2	2
17. Don't know/Refused **(DO NOT READ)**	3	3	2	3	3	3	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. Health Care/Rx	DEC 2009	**40**	**50**
	JAN 2010	**43**	**45**
	FEB 2010	**40**	**47**
	MAR 2010	**42**	**48**
	APR 2010	**44**	**45**
	APR II 2010	**39**	**49**
	MAY I 2010	**40**	**50**
7. The Economy	DEC 2009	**44**	**46**
	JAN 2010	**44**	**45**
	FEB 2010	**46**	**43**
	MAR 2010	**49**	**43**
	APR 2010	**47**	**42**
	APR II 2010	**43**	**44**
	MAY I 2010	**43**	**46**
8. Jobs	DEC 2009	**40**	**49**
	JAN 2010	**42**	**46**
	FEB 2010	**42**	**46**
	MAR 2010	**46**	**44**
	APR 2010	**44**	**44**
	APR II 2010	**41**	**45**
	MAY I 2010	**41**	**50**
9. Fiscal Responsibility	DEC 2009	**43**	**42**
	JAN 2010	**46**	**38**
	MAR 2010	**48**	**38**
	APR 2010	**49**	**36**
	APR II 2010	**44**	**41**
	MAY I 2010	**46**	**41**
10. Taxes	DEC 2009	**47**	**43**
	JAN 2010	**48**	**41**
	MAR 2010	**49**	**42**
	APR 2010	**50**	**40**
	APR II 2010	**47**	**41**
	MAY I 2010	**45**	**45**
11. Energy and gas prices	APR 2010	**39**	**48**
	MAY I 2010	**39**	**48**
12. Education	APR 2010	**39**	**49**
	MAY I 2010	**36**	**53**

(ROTATE 13-15 and 16-18)

13. In the last couple of weeks, have you seen, read or heard anything that Congressional Republicans were doing? (ROTATE)

		APR 2010	MAY I 2010
1.	Yes **(GO TO Q14)**	**47**	**40**
2.	No **(GO TO Q16)**	**52**	**59**
3.	DK/Refused **(DO NOT READ – GO TO Q16)**	**1**	**1**

14. What was it?

		MAY I 2010
1.	They are resisting democrats/Obama	**29**
2.	Tackling and handling issues on National Boundary	**15**
3.	Tackling and handling issues on the Financial…	**13**
4.	They are doing obstruction/blocking	**12**
5.	Don't know/Refused	**11**
6.	Other	**8**
7.	Election (general mention)	**7**
8.	Tackling and handling issues on the taxes	**4**
9.	Tackling and handling issues on the budget	**4**
10.	Tackling and handling issues on the Judicial system	**4**
11.	Tackling and handling issues about the economy	**3**
12.	Tackling and handling issues about the gulf spill	**3**
13.	Tackling and handling issues on jobs and unemployment	**3**
14.	Tackling and handling issues on how to stop government…	**2**
15.	Not working together/argue	**2**
16.	Negative mentions about Republicans	**2**
17.	Energy policy/Energy issues	**2**
18.	Not doing anything/Did not do their job	**2**
19.	About the Tea party issues	**1**
20.	None/N/A	**1**
21.	Healthcare (general mention)	**-**

15. Did it make you more favorable or less favorable to Congressional Republicans? (ROTATE)

	APR 2010	MAY I 2010
1. More favorable	**46**	**41**
2. Less favorable	**45**	**44**
3. No difference **(DO NOT READ)**	**8**	**15**

16. In the last couple of weeks, have you seen, read or heard anything that Congressional Democrats were doing? (ROTATE)

	APR 2010	MAY I 2010
1. Yes **(GO TO Q17)**	**61**	**52**
2. No **(GO TO Q19)**	**37**	**47**
3. DK/Refused **(DO NOT READ – GO TO Q19)**	**1**	**1**

17. What was it?

	MAY I 2010
1. They are working on National Healthcare	**28**
2. They are talking about financial crisis…	**20**
3. Tackling/Handling National Boundary Issues…	**13**
4. It was about the talks about the spill in the gulf	**9**
5. They are talking about unemployment	**8**
6. Don't know/refused	**8**
7. Tackling/Handling issues on the Economy (general)	**7**
8. Tackling/Handling issues regarding national…	**5**
9. Tackling issues on the Judiciary system…	**5**
10. Other	**4**
11. Tackling issues related to taxes (i.e. tax mapping…)	**4**
12. They are working cap and trade bill	**4**
13. Tackling handling issues on Congress-related things…	**3**
14. Tackling/Handling environment issues	**3**
15. Tackling/Handling issues on Government overspending	**3**

16. None/N/A	3
17. They're having an election	2
18. General negative comments	2
19. Tackling/Handling energy issues	2
20. Tackling/Handling education	2
21. Tackling/Handling issues on how the government runs	2
22. They're attacking/fighting each other/both parties	-

18. Did it make you more favorable or less favorable to Congressional Democrats? (ROTATE)

	APR 2010	MAY I 2010
1. More favorable	43	43
2. Less favorable	51	50
3. No difference **(DO NOT READ)**	6	8

RESUME WITH ALL

19. 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	APR II 2010	MAY I 2010
1. Republican	44	43	41	45	44	41	43
2. Lean Republican	2	4	3	1	2	2	2
3. Undecided	6	5	5	4	6	5	4
4. Lean Democrat	1	2	4	2	1	2	3
5. Democrat	45	42	42	44	44	45	45
6. Don't Know/Refused **(DO NOT READ)**	3	4	5	3	3	5	3
TOTAL REPUBLICAN	46	47	44	47	46	43	45
TOTAL DEMOCRAT	46	44	46	46	45	47	48

20. Generally speaking, would you say the economy is headed in the right direction, or is it seriously headed off on the wrong track?

		APR II 2010	MAY I 2010
1.	Right direction	45	45
2.	Wrong track	49	49
3.	Don't Know **(DO NOT READ)**	6	7

21. Earlier this month, it was reported that the economy added 290,000 jobs during April, but the unemployment rate increased to 9.9%. Knowing this, would you say the economy is headed in the right direction, or is it seriously headed off on the wrong track?

1.	Right direction	43
2.	Wrong track	51
3.	Don't Know/Refused **(DO NOT READ)**	7

22. Which is more important to you in defining the outlook on jobs? (ROTATE)

1.	The number of jobs added or lost per month	45
2.	The unemployment rate	48
3.	Don't Know/Refused **(DO NOT READ)**	7

BELIEF STATEMENTS

I am going to read a series of statements to you. For each please tell me if you believe or do not believe the statement. (ROTATE STATEMENTS Q23-33)

23. If Congress doesn't pass a budget, it doesn't have a plan how to govern.

1.	Believe	50
2.	Do not believe	42
3.	Don't Know/Refused **(DO NOT READ)**	8

24. **Congress' failure to pass a budget means missing an opportunity to rein in government spending and provide the fiscal discipline that economists say is needed to create jobs and grow the economy.**

1.	Believe	**62**
2.	Do not believe	**32**
3.	Don't Know/Refused **(DO NOT READ)**	**6**

25. **Given the state of the deficit and debt, Congress should evaluate each government program in terms of whether it is worth forcing our children and grandchildren to pay for it.**

1.	Believe	**67**
2.	Do not believe	**29**
3.	Don't Know/Refused **(DO NOT READ)**	**4**

26. **The most basic responsibility of governing is to pass a budget.**

1.	Believe	**53**
2.	Do not believe	**44**
3.	Don't Know/Refused **(DO NOT READ)**	**3**

27. **Republicans are not doing their part to solve the nation's problems.**

1.	Believe	**53**
2.	Do not believe	**44**
3.	Don't Know/Refused **(DO NOT READ)**	**4**

28. Republicans in Congress will reduce government spending.

1.	Believe	**45**
2.	Do not believe	**51**
3.	Don't Know/Refused **(DO NOT READ)**	**4**

29. Democrats in Congress will reduce government spending.

1.	Believe	**24**
2.	Do not believe	**72**
3.	Don't Know/Refused **(DO NOT READ)**	**4**

30. Republicans in Congress have a plan to create jobs.

1.	Believe	**42**
2.	Do not believe	**50**
3.	Don't Know/Refused **(DO NOT READ)**	**8**

31. Democrats in Congress have a plan to create jobs.

1.	Believe	**53**
2.	Do not believe	**42**
3.	Don't Know/Refused (DO NOT READ)	**5**

32. Republicans in Congress are able to govern the country.

1. Believe	**47**
2. Do not believe	**49**
3. Don't Know/Refused **(DO NOT READ)**	**4**

33. President Obama and Democrats in Congress are able to govern the country.

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

ATTRIBUTES (ROTATE Q34-36)

Turning to a different topic…

34. Do you think that President Obama is listening to people like you?

1. Yes	**49**
2. No	**49**
3. Don't Know **(DO NOT READ)**	**3**

35. Do you think that Republicans in Congress are listening to people like you?

1. Yes	**38**
2. No	**59**
3. Don't Know **(DO NOT READ)**	**3**

36. Do you think that Democrats in Congress are listening to people like you?

1. Yes	**40**
2. No	**58**
3. Don't Know **(DO NOT READ)**	**2**

HEALTH CARE

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

		DEC 2009	JAN 2010	FEB 2010	MAR 2010	APR 2010	APR II 2010	MAY II 2010
1.	Favor	**43**	**40**	**40**	**44**	**42**	**43**	**45**
2.	Oppose	**49**	**52**	**48**	**49**	**50**	**49**	**49**
3.	Don't Know **(DO NOT READ)**	**7**	**9**	**12**	**6**	**7**	**8**	**7**

38. Some Republicans say that President Obama's health care plan should be repealed and replaced. Do you favor or oppose this proposal?

		MAR 2010	APR 2010	MAY 2010
1.	Favor	**49**	**49**	**47**
2.	Oppose	**47**	**44**	**47**
3.	Don't Know **(DO NOT READ)**	**4**	**8**	**6**

39. In thinking about the financial difficulties in the nation of Greece, who do you agree with more? (ROTATE)

1.	In a time when the US is running record deficits and debt and we have a struggling economy, American taxpayers should not be asked to bail out Greece.	**63**
2.	Market instability and limited credit in European markets caused by the debt crisis could impact the US economy, limit the ability of US companies to hire workers and hinder the US economic recovery.	**27**
3.	Don't Know **(DO NOT READ)**	**10**

Now just a few demographic questions for statistical purposes only—

40. **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	**7**
3. CBS News	**5**
4. Local TV news	**25**
5. CNN News	**21**
6. MSNBC/CNBC News	**6**
7. Fox News	**16**
8. CSpan	**-**
9. Daily newspaper	**40**
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	**7**
16. Religious radio shows	**-**
17. Talk radio like Rush Limbaugh	**3**
18. General radio news station	**2**
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	**11**
26. Don't Know/Refused **(DO NOT READ)**	**3**

41. 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**

42. 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**

43. 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**

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

1.	Yes	**38**
2.	No	**61**
3.	Don't Know/Refused **(DO NOT READ)**	**1**

45. What is your current marital status?

1.	Single, never married	**22**
2.	Married	**60**
3.	Separated	**1**
4.	Divorced	**9**
5.	Widowed	**6**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

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

1.	Less than 15K	**9**
2.	15K-30K	**10**
3.	30K-50K	**17**
4.	50K-75K	**17**
5.	75K-100K	**12**
6.	Over 100K	**17**
7.	Don't Know/Refused **(DO NOT READ)**	**18**

47. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**11**
2.	Mainline Protestant	**14**
3.	Catholic	**27**
4.	Jewish	**1**
5.	Mormon	**2**
6.	Atheist/Agnostic	**6**
7.	Other	**28**
8.	Don't Know/Refused **(DO NOT READ)**	**11**

48. What is your race?

1.	Hispanic	**6**
2.	African-American	**11**
3.	Asiatic	**3**
4.	White	**76**
5.	Other	**2**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

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

1.	Yes	**14**
2.	No	**80**

Gender (by observation)

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

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

1.	Urban	**26**
2.	Suburban	**54**
3.	Rural	**19**

Region (TAKEN FROM SAMPLE)

1.	Northeast	**20**
2.	South	**28**
3.	Midwest	**18**
4.	Plains/Mountains	**18**
5.	West Coast	**16**