

NEW MODELS NATIONAL BRAND SURVEY
September 3-5, 2010
1000 RVs

B. In thinking about this 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?

	APR II 2010	MAY I 2010	MAY II 2010	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010	SEP 2010
MEAN	8.01	8.13	8.16	8.30	8.01	7.91	8.09	7.94

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?

	MAY I 2010	MAY II 2010	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010	SEP 2010
1. Right Direction	36	39	35	34	35	35	36
2. Don't Know/Refused (DO NOT READ)	11	11	10	10	12	10	9
3. Wrong Track	54	50	55	56	53	56	55

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

	MAY I 2010	MAY II 2010	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010	SEP 2010
1. Approve	51	50	49	46	47	45	47
2. Don't know/refused	5	6	4	5	7	6	5
3. Disapprove	45	44	47	48	45	49	49

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	MAY I 2010	100	33	59	7	
	MAY II 2010	99	43	50	7	
	JUN 2010	100	37	54	8	
	JUL I 2010	100	39	51	10	
	JUL II 2010	99	40	52	8	
	AUG 2010	100	39	54	7	
	SEP 2010	100	39	56	5	
	4. Democrats in Congress	MAY I 2010	100	44	51	6
		MAY II 2010	100	43	51	5
JUN 2010		100	43	51	6	
JUL 2010		100	42	51	7	
AUG 2010		100	45	49	6	
SEP 2010		100	45	51	4	

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

	MAY I 2010	MAY II 2010	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010	SEP 2010
1. Education	8	7	7	6	6	8	7
2. Social Security	5	6	4	5	5	6	5
3. Retirement and Investments	1	1	1	1	1	1	1
4. Terrorism	1	2	1	2	1	1	1
5. Healthcare/Rx	9	8	8	8	7	9	9
6. The Economy	29	29	31	30	35	30	35

7. Jobs	13	11	11	13	16	14	12
8. Taxes	3	3	3	3	3	3	4
9. Crime and Safety	1	1	1	1	1	1	1
10. Environment	3	3	4	3	1	2	2
11. National Defense/Foreign Affairs/Iraq	5	4	7	4	4	4	4
12. National Deficit/Spending	8	8	10	9	8	10	8
13. Energy	1	1	2	2	1	1	1
14. Gas prices	-	1	-	-	1	-	1
15. Immigration	6	8	4	4	5	5	5
16. Other	2	4	2	3	2	1	2
17. Don't know/Refused	4	4	3	5	3	5	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	
6. The Economy	MAY I 2010	43	46
	MAY II 2010	44	45
	JUN I 2010	44	43
	JUL I 2010	47	43
	JUL II 2010	46	45
	AUG 2010	44	44
	SEP 2010	44	44
	7. Jobs	MAY I 2010	41
MAY II 2010		41	47
JUN 2010		44	44
JUL I 2010		43	46
JUL II 2010		44	46
AUG 2010		42	46
SEP 2010		43	47
8. Taxes		MAY I 2010	45
	MAY II 2010	44	42
	JUN 2010	47	41
	JUL I 2010	48	42
	JUL II 2010	47	42
	AUG 2010	49	40
	SEP 2010	47	44
	9. Health Care/RX	MAY I 2010	40
MAY II 2010		41	48
JUN 2010		39	49
JUL 2010		43	48
SEP 2010		38	51

(ROTATE 10-12 and 13-15)

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

1. Yes (GO TO Q11)	34
2. No (GO TO Q13)	65
3. DK/Refused (DO NOT READ – GO TO Q13)	1

11. What was it?

1. Just read/saw/heard something (non-specific)	3
2. Discussing/doing something related to Health care Bill	13
3. Discussing/doing something related to taxes/Bush tax	13
4. Discussing/doing something related to foreign affairs	5
5. Discussing/doing something related to war/security	3
6. Discussing/doing something related to jobs/unemployment	5
7. Discussing/doing something related to budget/financial	8
8. Discussing/doing something related to laws/bills	4
9. Discussing/doing something related to Congressional Duties	6
10. Discussing/doing something related to domestic issues (i.e. Muslims)	-
11. Discussing/doing something related to the economy	5
12. Not doing much/anything/screwing/messing things	1
13. Discussing/doing something related to education	1
14. Discussing/doing something that Obama wants them to...	-
15. Opposing/Criticizing/Fighting Democrats...	11
16. Criticizing/Opposing Obama and his plans/actions	6
17. Discussing/doing something for the election/Politics	4
18. I am pleased with them/what they are doing/they are in...	1
19. About the tea party	3
20. They are opposed by Democrats	1
21. They are having a rally	1
22. About Social Security	1
23. Helping businesses/about small business issues	2
24. None/NA/Nothing specific	1

25. Other	8
26. DK/Refused	18

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

1. More favorable	41
2. Less favorable	48
3. No difference (DO NOT READ)	12

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

1. Yes (GO TO Q14)	43
2. No (GO TO Q16)	56
3. DK/Refused (DO NOT READ – GO TO Q16)	1

14. What was it?

1. Just read/saw/heard something (non-specific)	1
2. Discussing/doing something related to Health care Bill	15
3. Discussing/doing something related to taxes/Bush tax	8
4. Discussing/doing something related to foreign affairs	6
5. Discussing/doing something related to war/security	8
6. Discussing/doing something related to jobs/unemployment	19
7. Discussing/doing something related to budget/financial	11
8. Discussing/doing something related to laws/bills	8
9. Discussing/doing something related to Congressional Duties	2
10. Discussing/doing something related to domestic issues (i.e. Muslims)	1
11. Discussing/doing something related to the economy	10
12. Not doing much/anything/screwing/messing things	2
13. Discussing/doing something related to education	2
14. Discussing/doing something that Obama wants them to...	1
15. Opposing/Criticizing/Fighting Republicans...	1
16. Discussing/doing something that has to do with the business sector	3
17. All about elections	1

18. About Nancy Pelosi	1
19. Debate between Boxer and Fiorina	1
20. Social Security	-
21. None/NA/Nothing specific	3
22. Others	9
23. Don't know/refused	15

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

1. More favorable	44
2. Less favorable	47
3. No difference (DO NOT READ)	10

RESUME WITH ALL

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

I am going to read three statements. For each please tell me if you believe or do not believe the statement. (ROTATE STATEMENTS)

	Believe	Do not believe	DK/Refused (DO NOT READ)
17. Regardless of a candidate's party or background, I would vote for the candidate who has the best plan to create jobs.	79	18	3
18. We need more pro-business members of Congress.	61	34	5

Republicans are talking about possibly proposing an agenda this fall. I am going to read some statements that Republicans and Democrats might be making if this occurs and get your reaction to them. (ROTATE 19-21 with 22-25)

Now I am going to read some statements that Republicans may be saying and get your reaction.

19. If the Republican agenda were focused on repealing the health care bill recently passed by Congress, would that cause you to be more favorable or less favorable to Republicans, or would it have no impact?

1. More favorable	41
2. Less favorable	37
3. No impact	20
4. Don't Know/Refused (DO NOT READ)	2

Now I am going to read some statements that Democrats may be saying and get your reaction. (ROTATE 20-22)

20. If Democrats said that a Republican agenda was simply going back to Bush policies, would that cause you to be more favorable or less favorable to Democrats, or would it have no impact?

1. More favorable	25
2. Less favorable	39
3. No impact	34
4. Don't Know/Refused (DO NOT READ)	2

21. If Democrats said that a Republican agenda was going to provide tax breaks to ship jobs overseas, would that cause you to be more favorable or less favorable to Democrats, or would it have no impact?

1. More favorable	24
2. Less favorable	41
3. No impact	33
4. Don't Know/Refused (DO NOT READ)	3

22. If Democrats said that a Republican agenda was going to provide tax breaks for the wealthy which would increase the deficit, would that cause you to be more favorable or less favorable to Democrats, or would it have no impact?

1. More favorable	29
2. Less favorable	36
3. No impact	33
4. Don't Know/Refused (DO NOT READ)	2

23. Who would you be more likely to vote for? (ROTATE)

1. The Republican candidate, who says their Democrat opponent will support Nancy Pelosi for Speaker of the House of Representatives	40
2. The Democrat candidate, who says their Republican opponent wants to go back to same agenda as Bush	43
3. Don't Know/Refused (DO NOT READ)	17

24. Who do you agree with more? (ROTATE)

1. The Republican who says that we need to bring jobs home to the US by lowering the tax rate on US businesses, which is the second highest in the world.	64
2. The Democrat who says Republicans want to give huge tax breaks to companies that ship jobs overseas.	29
3. Don't Know/Refused (DO NOT READ)	6

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

	Believe	Do not believe	DK/Refused (DO NOT READ)
25. Republicans want to pass the same failed policies that led to lost jobs, a massive trade imbalance, and Wall Street bailouts.	44	50	6
26. Democrats are anti-business.	32	63	5
27. Democrats are out of touch with America.	45	53	2
28. Republicans want to cut off unemployment benefits to those looking for jobs.	44	51	5
29. Democrats are not focused enough on jobs and the economy.	44	52	4
30. Republicans want to give huge tax breaks to companies that ship jobs overseas.	42	51	7
31. Republicans want to go back to the exact same agenda as George W. Bush.	43	51	6
32. Democrats want to raise taxes on working families and small businesses.	40	58	2
33. President Bush left the economy in bad shape, but President Obama's policies have made things worse.	45	52	3

Now just a few demographic questions for statistical purposes only—

34. 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	8
2. NBC News	7
3. CBS News	5
4. Local TV news	21
5. CNN News	20
6. MSNBC/CNBC News	7
7. Fox News	19
8. CSpan	-
9. Daily newspaper	35
10. News magazines such as Time, US News, and Newsweek	6
11. Opinion magazines like The Weekly Standard	-
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	20
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	8
16. Religious radio shows	-
17. Talk radio like Rush Limbaugh	3
18. General radio news station	1
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	7
26. Don't Know/Refused (DO NOT READ)	3

35. 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

36. 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

37. 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

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

1. Yes	36
2. No	64
3. Don't Know/Refused (DO NOT READ)	1

39. What is your current marital status?

1. Single, never married	18
2. Married	64
3. Separated	-
4. Divorced	8
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	8
2. 15K-30K	10
3. 30K-50K	14
4. 50K-75K	18
5. 75K-100K	13
6. Over 100K	20
7. Don't Know/Refused (DO NOT READ)	17

41. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	17
3. Catholic	26
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	7
7. Other	25
8. Don't Know/Refused (DO NOT READ)	10

42. What is your race?

1. Hispanic	8
2. African-American	10
3. Asiatic	2
4. White	76
5. Other	3
6. Don't Know/Refused (DO NOT READ)	1

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

1. Yes	16
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	50
3. Rural	12

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	27
3. Midwest	20
4. Plains/Mountains	18
5. West Coast	16