

NEW MODELS NATIONAL BRAND SURVEY
December 28-29, 2009

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? **MEAN: 8.11**

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? [Q]

	JUL 2009	OCT 2009	DEC 2009
1. Right Direction	45	46	41
2. Don't Know/Refused (DO NOT READ)	11	8	9
3. Wrong Track	44	46	50

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

	JULY 2009	OCT. 2009	DEC 2009
1. Approve	54	51	49
2. Don't know/refused	7	5	6
3. Disapprove	39	43	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	JUL 2009	100	41	50	9
	OCT 2009	100	37	52	11
	DEC 2009	100	39	53	8
4. Democrats in Congress	JUL 2009	100	48	45	6
	OCT 2009	100	45	48	7
	DEC 2009	100	44	49	6
5. Nancy Pelosi	JUL 2009	93	30	49	14
	OCT 2009	95	34	49	11
	DEC 2009	95	33	51	11

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

	JUL 2009	OCT 09	DEC 2009
1. Education	8	6	6
2. Social Security	5	5	5
3. Retirement and Investments	1	2	1
4. Terrorism	1	2	1
5. Healthcare/Rx	13	20	17
6. The Economy	37	29	30
7. Jobs	6	8	12
8. Taxes	3	5	3
9. Crime and Safety	-	1	2
10. Environment	2	1	3
11. National Defense/Foreign Affairs/Iraq	6	6	6
12. National Deficit/Spending	7	7	6
13. Energy	2	1	1
14. Gas prices	-	1	-
15. Immigration	3	2	2
16. Other	1	2	2
17. Don't know/Refused	4	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
7. Health Care/Rx	JUL 2009	35	52
	OCT 2009	37	52
	DEC 2009	40	50
8. The Economy	JUL 2009	39	50
	OCT 2009	41	48
	DEC 2009	44	46
9. Jobs	JUL 2009	39	48
	OCT 2009	41	49
	DEC 2009	40	49
10. Energy and Gas Prices	JUL 2009	34	53
	OCT 2009	36	53
	DEC 2009	37	49
11. Fiscal Responsibility	JUL 2009	44	42
	OCT 2009	43	43
	DEC 2009	43	42
12. Taxes	JUL 2009	46	43
	OCT 2009	45	44
	DEC 2009	47	43

(ROTATE 13-15, 16-18)

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

1. Yes (GO TO Q14)	56
2. No (GO TO Q16)	44
3. DK/Refused (DO NOT READ – GO TO Q16)	1

14. What was it?

1. Health care reform/promoting a new health care plan	85
2. Oppose Obama's plans/Say no to anything Obama proposes	3
3. War fronts/sending more troops over in Afghanistan	2
4. Oppose everything that Democrats are doing	9
5. About taxes/tax system	1
6. Overspending/unnecessary spending	1
7. About jobs	1
8. Economy/economic issues	2
9. General negative comments	2
10. Tort reform	-
11. Moral issues (gay marriage, pro-life, etc.)	1
12. Nothing/none	1
13. Other	6
14. Don't know/Refused/Don't remember	2

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

	JUL 2009	OCT 2009	DEC 2009
1. More favorable	40	42	44
2. Less favorable	50	50	48
3. No difference (DO NOT READ)	10	8	8

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

1. Yes (GO TO Q17)	70
2. No (GO TO Q19)	29
3. DK/Refused (DO NOT READ – GO TO Q19)	1

17. What was it?

1. Health Care/Health Care Reform/Public Option	90
2. War in Afghanistan/national defense/military	2
3. Jobs/unemployment	2
4. Economy/economic issues	3
5. Foreign Affairs/international relations/foreign policy	1
6. Increase tax/tax issues	2
7. Cap and trade	-
8. Energy/coal/gas/alternative energy	-
9. Overspending/national debt/deficit	3
10. Oppose Obama's plans/don't agree with them	1
11. Republicans and Democrats can't get together/don't agree	3
12. Not doing anything/screwing the country/turn us socialist	2
13. Trying to get the country back on right track	2
14. Others	3
15. DK/Refused/Don't remember	2

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

	JUL 2009	OCT 2009	DEC 2009
1. More favorable	40	36	35
2. Less favorable	49	56	57
3. No difference (DO NOT READ)	10	8	8

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 Democratic candidate?

	JUL 2009	OCT 2009	DEC 2009
1. Republican	42	42	44
2. Lean Republican	2	2	2
3. Undecided	5	5	6
4. Lean Democrat	2	3	1
5. Democrat	45	46	45
6. Don't Know/Refused (DO NOT READ)	4	2	3
7. TOTAL REPUBLICAN	44	44	46
8. TOTAL DEMOCRAT	47	49	46

20. Do you think that the economic stimulus package recently passed by Congress is or is not working? (ROTATE)

	JUL 2009	OCT 2009	DEC 2009
1. Is working	37	37	35
2. Is not working	52	52	54
3. Don't Know (DO NOT READ)	11	11	10

21. Are you aware of anything that might occur to federal tax rates next year? (ALLOW THEM TO VOLUNTEER RESPONSE – CATEGORIZE AS FOLLOWS)

	Dec 2009
1. Taxes will go up/tax cuts expire	33
2. Anything else	10
3. Don't Know (DO NOT READ)	57

BELIEF STATEMENTS

I am going to read a series of statements. For each please tell me if you believe or do not believe the statement. (ROTATE 22-30)

22. Increased government spending will create jobs.

1. Believe	40
2. Do not believe	54
3. Don't Know (DO NOT READ)	5

23. Increased government spending on infrastructure, like roads and bridges, will create jobs.

1. Believe	79
2. Do not believe	19
3. Don't Know (DO NOT READ)	2

24. Cutting spending will create jobs.

1. Believe	36
2. Do not believe	58
3. Don't Know (DO NOT READ)	7

25. Tax cuts will create jobs.

1. Believe	48
2. Do not believe	46
3. Don't Know (DO NOT READ)	7

26. The Republican Party is the party of no.

1. Believe	37
2. Do not believe	52
3. Don't Know (DO NOT READ)	11

27. The recession is over.

1. Believe	11
2. Do not believe	87
3. Don't Know (DO NOT READ)	1

28. The economic stimulus package has already created or saved 1.6 million jobs.

1. Believe	27
2. Do not believe	62
3. Don't Know (DO NOT READ)	11

29. Increasing taxes will cause job losses.

1. Believe	53
2. Do not believe	41
3. Don't Know (DO NOT READ)	5

30. When tax provisions that are set to expire next year go into effect, taxes on people like me will increase.

1. Believe	62
2. Do not believe	29
3. Don't Know (DO NOT READ)	10

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

1. The deficit	30
2. The unemployment rate	67
3. Don't Know/Refused (DO NOT READ)	3

On a scale of 1-9 with 1 being important, 5 being moderately important and 9 being extremely important, how important are each of the following to you: (ROTATE 32-35)

	MEAN
32. Creating new jobs	8.01
33. Cutting spending	6.75
34. Not having your taxes go up	6.93
35. Reducing the deficit	7.06

RANK

1. Creating new jobs	8.01
2. Reducing the deficit	7.06
3. Not having your taxes go up	6.93
4. Cutting spending	6.75
36. What is the current unemployment rate?	10.97

37. Do you think that developing regulations and taxes on businesses in order to lower carbon emissions will create jobs, cost jobs or have no impact on jobs? (ROTATE)

1. Create jobs	22
2. Cost jobs	35
3. No impact on jobs	37
4. Don't Know/Refused (DO NOT READ)	6

MEAN

38. When President Obama took office, the unemployment rate was 7.6 percent. The unemployment rate is presently 10 percent. Knowing this, by the end of 2010, what percentage should the unemployment rate be for you to say that there HAS been satisfactory progress?

5.78

39. What percentage would the unemployment rate be for you to say that there HAS NOT been satisfactory progress?

7.95

40. In proposing the economic stimulus package passed earlier this year, President Obama said that the unemployment rate would not go above 8 percent. Knowing this, now what would you say that the unemployment would be for you to say that there HAS NOT been satisfactory progress?

7.28

41. President Obama has proposed a job creation plan that would help small businesses grow, boost investment in the nation's infrastructure and create incentives for consumers to retrofit their homes to become more energy efficient. Do you favor or oppose this plan?

1. Favor	68
2. Oppose	26
3. Don't Know (DO NOT READ)	5

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

	JUL 2009	OCT 2009	DEC 2009
1. Favor	45	44	43
2. Oppose	42	47	49
3. Don't Know (DO NOT READ)	13	9	7

(ROTATE 43-44)

43. If Democrats were to retain their majority in Congress in next year's midterm elections, what do you think that a Democrat Congress would do?

1. Reform Health care/pass health care bill	19
2. Create more jobs/decrease unemployment rate	11
3. Cut spending/lower the deficits/balance budget	2
4. Lower taxes/will not raise taxes/cut taxes	2
5. Energy/Environmental issues	3
6. Will pass bills/reforms/programs/stimulus package	5
7. Improve the country/economy/will do good	15
8. Increase spending/increase debt/deficit	11
9. Job loss/increase unemployment	3
10. Will raise taxes	10
11. Socialism/Socialize America/take away our freedom	2
12. Will make things worse/will control everything	16
13. They will support/help Obama	4
14. They should/will do/continue the same thing	8
15. Focus on war/troops in Iraq and Afghanistan	5
16. None/nothing	2
17. Other	6
18. DK/No idea/Not sure/Refused	14

44. If Republicans were to win the majority in Congress in next year's midterm elections, what do you think that a Republican Congress would do?

1. Stop/repeal/evaluate health care bill	19
2. Be more bipartisan	-
3. Lower taxes	15
4. Create jobs/lessen unemployment	9
5. Improve economy/country	4
6. Cut spending/decrease deficit	10
7. Stop stimulus package	-
8. Regulate cap and trade policy	2
9. Help businesses/not regulate business	2
10. Raise taxes	3
11. Make improvements/Do better than Democrats	9
12. Negative - do nothing/do the same	12
13. Do the opposite/reverse of what Democrats are doing	4
14. Oppose Obama's plans	6
15. Increase national security/defense	1
16. Create problems/more trouble	4
17. Focus on war/military issues	2
18. Continue spending money/create more debt	2
19. Be more conservative	1
20. Help/listen to people/constituents	-
21. None/no idea/Can't predict/It depends	10
22. Other	3
23. Don't know/not sure	8

(ROTATE 45-46)

45. Do you think that Democrats can or cannot govern the country? (ROTATE)

1. Can	63
2. Cannot	32
3. Don't Know/Refused (DO NOT READ)	6

46. Do you think that Republicans can or cannot govern the country? (ROTATE)

1. Can	65
2. Cannot	28
3. Don't Know/Refused (DO NOT READ)	7

Now just a few demographic questions for statistical purposes only--

47. 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)

	Dec 2009
ABC News	5
NBC News	7
CBS News	5
Local TV news	23
CNN News	24
MSNBC/CNBC News	6
Fox News	19
CSpan	-
Daily newspaper	39
News magazines such as Time, US News, and Newsweek	7
Opinion magazines like The Weekly Standard	-
Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	15
News Pages of Internet Service Providers such as Yahoo News and MSN News	8
Opinion websites like Drudge Report or slate.com	1
National Public Radio	8
Religious radio shows	-
Talk radio like Rush Limbaugh	3
General radio news station	1
Public television shows like McNeil Lehrer	-
Comedy shows like the Daily Show with Jon Stewart	-
Late night TV shows like Jay Leno	-
Morning TV shows like Today, Good Morning America	-
Political talk shows on cable, such as MSNBC's Hardball	-
Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
Other	13
Don't Know/Refused (DO NOT READ)	3

48. 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

49. 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

50. 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

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

1. Yes	33
2. No	66
3. Don't Know/Refused (DO NOT READ)	1

52. What is your current marital status?

1. Single, never married	19
2. Married	64
3. Separated	1
4. Divorced	9
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	9
2. 15K-30K	11
3. 30K-50K	15
4. 50K-75K	18
5. 75K-100K	14
6. Over 100K	21
7. Don't Know/Refused (DO NOT READ)	12

54. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	16
3. Catholic	23
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	8
7. Other	25
8. Don't Know/Refused (DO NOT READ)	10

55. What is your race?

1. Hispanic	7
2. African-American	8
3. Asiatic	1
4. White	79
5. Other	3
6. Don't Know/Refused (DO NOT READ)	3

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

1. Yes	17
2. No	76

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	53
3. Rural	22

Region (TAKEN FROM SAMPLE)

1. Northeast	20
2. South	26
3. Midwest	19
4. Plains/Mountains	19
5. West Coast	16