

NEW MODELS NATIONAL BRAND SURVEY
October 10-11, 2009
1000 Registered Voters

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?

	JUNE 2009	JULY 2009	OCT. 2009
1. Right Direction	48	45	46
2. Don't Know/Refused (DO NOT READ)	8	11	8
3. Wrong Track	43	44	46

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

	JUNE 2009	JULY 2009	OCT. 2009
1. Approve	58	54	51
2. Don't know/refused	6	7	5
3. Disapprove	36	39	43

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	Oct. 2009	100	37	52	11
	July 2009	100	41	50	9
	June 2009	100	38	55	7
4. Democrats in Congress	Oct. 2009	100	45	48	7
	July 2009	100	48	45	6
	June 2009	100	49	46	5
5. Nancy Pelosi	Oct. 2009	95	34	49	11
	July 2009	93	30	49	14
	June 2009	96	34	53	10
6. John Boehner	Oct. 2009	69	19	22	28

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

	JUNE 2009	JULY 2009	OCT. 09
1. Education	8	8	6
2. Social Security	5	5	5
3. Retirement and Investments	2	1	2
4. Terrorism	2	1	2
5. Healthcare/Rx	8	13	20
6. The Economy	37	37	29
7. Jobs	5	6	8
8. Taxes	4	3	5
9. Crime and Safety	1	-	1
10. Environment	2	2	1
11. National Defense/Foreign Affairs/Iraq	9	6	6
12. National Deficit/Spending	7	7	7
13. Energy	1	2	1
14. Gas prices	1	-	1

15. Immigration	3	3	2
16. Other	1	1	2
17. Don't know/Refused	3	4	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
8. Health Care/Rx	Oct. 2009	37	52
	July 2009	35	52
	June 2009	30	58
9. The Economy	Oct. 2009	41	48
	July 2009	39	50
	June 2009	40	49
10. Jobs	Oct. 2009	41	49
	July 2009	39	48
	June 2009	-	-
11. Energy and Gas Prices	Oct. 2009	36	53
	July 2009	34	53
	June 2009	35	53
12. Fiscal Responsibility	Oct. 2009	43	43
	July 2009	44	42
	June 2009	40	45
13. Taxes	Oct. 09	45	44
	July 2009	46	43
	June 2009	-	-

(ROTATE 14-16 and 17-19)

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

1. Yes	41
2. No	57
3. DK/Refused (DO NOT READ)	2

15. What was it?

1. Health care reform/amendments/promoting...	16
2. Oppose Obama's plans/Say no to anything that Obama proposes	5
3. War fronts/Sending more troops over in Afghanistan	7
4. Health Insurance	2
5. Obama getting a peace prize/about Nobel Prize	2
6. Oppose everything that the Democrats are doing	8
6. Voting against/opposing the health care reform bill	29
7. Health care (general)	23
8. About taxes/tax system	2
9. Overspending/unnecessary spending	1
10. About jobs	2
11. Economy/economic issue	4
12. General negative comments	6
13. Tort reform	1
14. Moral issues (gay, marriage, pro-life, abortion, etc.)	1
15. Nothing/none	2
16. Other	6
17. Don't know/Refused/Don't remember	6

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

1. More favorable	42
2. Less favorable	50
3. No difference (DO NOT READ)	8

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

1. Yes	55
2. No	44
3. DK/Refused (DO NOT READ)	1

18. What was it?

1. Health care/health care reform/insurance/socialized	79
2. War in Afghanistan/national defense	8
3. Jobs/unemployment	3
4. Economy/economic issues	4
5. Public Option/Choice/Freedom to choose	5
6. Abortion/same sex marriage/moral issues	2
7. Increase tax/tax issues	3
8. Cap and trade	1
9. Energy/coal/gas/alternative energy	1
10. Overspending/national debt/deficit	3
11. Oppose Obama's plans/health care/don't agree with them	5
12. Republicans and Democrats can't get together/don't agree	2
13. Not doing anything/screwing the country	4
14. Trying to get the country back on right track	1
15. Foreign affairs/international relations/foreign policy	2
16. Obama getting a peace prize/about the peace prize	1
17. Other	6
18. DK/Refused/Don't remember	5

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

1. More favorable	36
2. Less favorable	56
3. No difference (DO NOT READ)	8

RESUME WITH ALL

20. 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?

	June 2009	July 2009	Oct. 09
1. Republican	40	42	42
2. Lean Republican	3	2	2
3. Undecided	6	5	5
4. Lean Democrat	3	2	3
5. Democrat	45	45	46
6. Don't Know/Refused (DO NOT READ)	3	4	2
7. TOTAL REPUBLICAN	43	44	44
8. TOTAL DEMOCRAT	48	47	49

21. Which statement do you agree with more? (ROTATE)

1. The economy is starting to recover.	42
2. The economy is not in recovery until jobs are being created.	56
3. Don't Know (DO NOT READ)	2

22. Do you think that at this point, the state of the economy is more the result of (ROTATE) President Obama's policies, or President Bush's policies?

	July 2009	Oct. 2009
1. President Obama's policies	29	42
2. President Bush's policies	56	42
3. Don't Know (DO NOT READ)	15	16

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

	July 2009	Oct. 2009
1. Is working	37	37
2. Is not working	52	52
3. Don't Know (DO NOT READ)	11	11

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

1. Republicans who say Congress should be focusing on long-term policies that create jobs, like small business and family tax relief, and controlling federal spending to get our economy moving again.	54
2. Democrats say that health insurance reform is key to jump-starting the economy by expanding coverage to the uninsured, lowering costs, and restricting the worst insurance company practices and we must get it done this year.	40
3. Don't Know/Refused (DO NOT READ)	5

HEALTH CARE

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

	July 2009	Oct. 2009
1. Favor	45	44
2. Oppose	42	47
3. Don't Know (DO NOT READ)	13	9

26. The Congressional Budget Office recently announced that if the proposed health care plan is passed, 25 million people would still be uninsured by 2019. Knowing this, do you favor or oppose President Obama's health care plan?

1. Favor	38
2. Oppose	54
3. Don't Know (DO NOT READ)	8

IDEOLOGY

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
27. Your own political ideology	5.75
28. Ideology of Republicans in Congress	6.35
29. Ideology of Democrats in Congress	3.71
30. Ideology of Barack Obama	3.78
31. Ideology of the media	3.84
32. Ideology of Fox News	6.27
33. Ideology of CNN	4.47
34. Ideology of NPR	4.17
35. Ideology of Bill Clinton	4.20

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

1. Vice President Joe Biden who says the stimulus package has worked well beyond his expectations	38
2. Republican House Minority Leader John Boehner who says the unemployment numbers are evidence that the stimulus is not working	54
3. DK/Refused (DO NOT READ)	9

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

37. 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)

	JUNE 2009	JULY 2009	Oct. 09
ABC News	7	9	8
NBC News	9	10	9
CBS News	4	5	5
Local TV news	20	16	18
CNN News	21	21	25
MSNBC/CNBC News	5	6	5
Fox News	21	19	22
CSpan	-	1	-
Daily newspaper	36	32	33
News magazines such as Time, US News, and Newsweek	6	4	3
Opinion magazines like The Weekly Standard	1	-	-

Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	15	12	12
News Pages of Internet Service Providers such as Yahoo News and MSN News	10	10	8
Opinion websites like Drudge Report or slate.com	1	1	1
National Public Radio	8	5	7
Religious radio shows	-	-	1
Talk radio like Rush Limbaugh	3	4	3
General radio news station	2	3	3
Public television shows like McNeil Lehrer	-	-	1
Comedy shows like the Daily Show with Jon Stewart	-	1	-
Late night TV shows like Jay Leno	-	-	-
Morning TV shows like Today, Good Morning America	-	-	1
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	12	13	15
Don't Know/Refused (DO NOT READ)	4	5	5

38. 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

39. 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

40. 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

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

1. Yes	37
2. No	62
3. Don't Know/Refused (DO NOT READ)	1

42. What is your current marital status?

1. Single, never married	21
2. Married	62
3. Separated	2
4. Divorced	7
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	6
2. 15K-30K	11
3. 30K-50K	19
4. 50K-75K	17
5. 75K-100K	15
6. Over 100K	17
7. Don't Know/Refused (DO NOT READ)	16

44. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	15
3. Catholic	26
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	7
7. Other	23
8. Don't Know/Refused (DO NOT READ)	12

45. What is your race?

1. Hispanic	8
2. African-American	10
3. Asiatic	2
4. White	77
5. Other	2
6. Don't Know/Refused (DO NOT READ)	1

Gender (by observation)

1. Male	48
2. Female	52

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

1. Urban	28
2. Suburban	54
3. Rural	18

Region (TAKEN FROM SAMPLE)

1.	Northeast	18
2.	South	27
3.	Midwest	21
4.	Plains/Mountains	16
5.	West Coast	17