

**NEW MODELS NATIONAL BRAND SURVEY  
APRIL 13-14, 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
MEAN	<b>8.11</b>	<b>8.2</b>	<b>8.15</b>	<b>8.34</b>	<b>8.14</b>

**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
1. Right Direction	<b>41</b>	<b>35</b>	<b>37</b>	<b>39</b>	<b>39</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>8</b>
3. Wrong Track	<b>50</b>	<b>55</b>	<b>53</b>	<b>52</b>	<b>53</b>

**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
1. Approve	<b>49</b>	<b>46</b>	<b>49</b>	<b>48</b>	<b>46</b>
2. Don't know/Refused <b>(DO NOT READ)</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>7</b>
3. Disapprove	<b>45</b>	<b>48</b>	<b>44</b>	<b>47</b>	<b>47</b>

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
<b>3. Republicans in Congress</b>	DEC 2009	<b>100</b>	<b>39</b>	<b>53</b>	<b>8</b>
	JAN 2010	<b>100</b>	<b>39</b>	<b>54</b>	<b>6</b>
	FEB 2010	<b>100</b>	<b>39</b>	<b>54</b>	<b>7</b>
	MAR 2010	<b>100</b>	<b>43</b>	<b>49</b>	<b>7</b>
	APR 2010	<b>100</b>	<b>40</b>	<b>52</b>	<b>7</b>
<b>4. Democrats in Congress</b>	DEC 2009	<b>100</b>	<b>44</b>	<b>49</b>	<b>6</b>
	JAN 2010	<b>100</b>	<b>41</b>	<b>54</b>	<b>5</b>
	FEB 2010	<b>100</b>	<b>41</b>	<b>53</b>	<b>6</b>
	MAR 2010	<b>100</b>	<b>43</b>	<b>50</b>	<b>7</b>
	APR 2010	<b>100</b>	<b>43</b>	<b>52</b>	<b>5</b>
<b>5. Fannie Mae</b>	APR 2010	<b>88</b>	<b>21</b>	<b>48</b>	<b>20</b>
<b>6. Harry Reid</b>	APR 2010	<b>82</b>	<b>25</b>	<b>40</b>	<b>17</b>

**7. 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
1. Education	<b>6</b>	<b>4</b>	<b>5</b>	<b>8</b>	<b>8</b>
2. Social Security	<b>5</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>5</b>
3. Retirement and Investments	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
4. Terrorism	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
5. Healthcare/Rx	<b>17</b>	<b>15</b>	<b>17</b>	<b>12</b>	<b>15</b>
6. The Economy	<b>30</b>	<b>31</b>	<b>30</b>	<b>30</b>	<b>29</b>
7. Jobs	<b>12</b>	<b>15</b>	<b>15</b>	<b>16</b>	<b>12</b>
8. Taxes	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>5</b>
9. Crime and Safety	<b>2</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>1</b>
10. Environment	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>
11. National Defense/Foreign Affairs/Iraq	<b>6</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>
12. National Deficit/Spending	<b>6</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>9</b>
13. Energy	<b>1</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>-</b>
14. Gas prices	<b>-</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>
15. Immigration	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
16. Other	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>
17. Don't know/Refused (DO NOT READ)	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>

**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
<b>8. Health Care/Rx</b>	DEC 2009	<b>40</b>	<b>50</b>
	JAN 2010	<b>43</b>	<b>45</b>
	FEB 2010	<b>40</b>	<b>47</b>
	MAR 2010	<b>42</b>	<b>48</b>
	APR 2010	<b>44</b>	<b>45</b>
<b>9. The Economy</b>	DEC 2009	<b>44</b>	<b>46</b>
	JAN 2010	<b>44</b>	<b>45</b>
	FEB 2010	<b>46</b>	<b>43</b>
	MAR 2010	<b>49</b>	<b>43</b>
	APR 2010	<b>47</b>	<b>42</b>
<b>10. Jobs</b>	DEC 2009	<b>40</b>	<b>49</b>
	JAN 2010	<b>42</b>	<b>46</b>
	FEB 2010	<b>42</b>	<b>46</b>
	MAR 2010	<b>46</b>	<b>44</b>
	APR 2010	<b>44</b>	<b>44</b>
<b>11. Fiscal Responsibility</b>	DEC 2009	<b>43</b>	<b>42</b>
	JAN 2010	<b>46</b>	<b>38</b>
	MAR 2010	<b>48</b>	<b>38</b>
	APR 2010	<b>49</b>	<b>36</b>
	<b>12. Taxes</b>	DEC 2009	<b>47</b>
JAN 2010		<b>48</b>	<b>41</b>
MAR 2010		<b>49</b>	<b>42</b>
APR 2010		<b>50</b>	<b>40</b>
<b>13. Energy and gas prices</b>		APR 2010	<b>39</b>
<b>14. Education</b>	APR 2010	<b>39</b>	<b>49</b>

(ROTATE 15-17 and 18-20)

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

1. Yes (GO TO Q16)	<b>47</b>
2. No (GO TO Q18)	<b>52</b>
3. DK/Refused (DO NOT READ – GO TO Q18)	<b>1</b>

## 16. What was it?

1. Opposing/Repealing/Making recommendation on...	<b>57</b>
2. Jobs/Growth of unemployment	<b>3</b>
3. Bashing/fighting against politics/politician	<b>1</b>
4. Economy/Fiscal/Budget	<b>5</b>
5. Oppose/Hate Democrats/ Obama	<b>10</b>
6. Blocking/Extension of unemployment benefits	<b>2</b>
7. Tax/taxes	<b>3</b>
8. Spending/Deficit issues	<b>3</b>
9. Against Tea Party/No to party	<b>1</b>
10. Obstructing progress/opposing (general)	<b>5</b>
11. Preparing to run for office/election	<b>2</b>
12. They were on vacation when there are still many work...	<b>1</b>
13. Supreme Court Justice	<b>3</b>
14. Education	<b>1</b>
15. Nuclear bill/treaty	<b>2</b>
16. They are very negative	<b>1</b>
17. Insurance (health)	<b>1</b>
18. Present alternative to House bill/Constitution	<b>3</b>
19. Energy regulation	<b>1</b>
20. Limiting abortion	<b>-</b>
21. Childish/Act like a child	<b>1</b>
22. All about tea party	<b>1</b>
23. They are not doing anything/not cooperate	<b>2</b>
24. All about Republican committee	<b>1</b>
25. None/N/A	<b>1</b>
26. Other	<b>7</b>
27. Don't know/Refused	<b>7</b>

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

1. More favorable	<b>46</b>
2. Less favorable	<b>45</b>
3. No difference <b>(DO NOT READ)</b>	<b>8</b>

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

1. Yes <b>(GO TO Q19)</b>	<b>61</b>
2. No <b>(GO TO Q21)</b>	<b>37</b>
3. DK/Refused <b>(DO NOT READ – GO TO Q21)</b>	<b>1</b>

**19. What was it?**

1. About health care/Health care reform/Passing...	<b>65</b>
2. Health care bill – step in the wrong direction/against it	<b>8</b>
3. Jobs/ jobs bill/ extending unemployment benefits	<b>7</b>
4. Economy	<b>4</b>
5. Taxes/Raising taxes	<b>4</b>
6. Cap and trade/energy bill/environment issues	<b>3</b>
7. Destroying the country/not in favor with what...	<b>3</b>
8. Nuclear summit/nuclear pact/treaty/Issue on nuclear...	<b>5</b>
9. Immigration issues/Push immigration reform	<b>2</b>
10. Banking for financial regulation/financial reform	<b>7</b>
11. Spending money out of control	<b>3</b>
12. Social Security	<b>1</b>
13. Tea are against the Tea Party	<b>1</b>
14. Working on Education/Education funds/School loans	<b>2</b>

15. Working for a bigger government/more government	1
16. Supreme court nominee	1
17. National Debt	1
18. Making the country better/doing their work	2
19. Issue on terrorism/ foreign affairs	2
20. Harry Reid's re-election	-
21. House bill/modification program on housing/home loans	1
22. They are blaming/fighting each other	1
23. Talking about candidates/endorsements/elections	-
24. About NASA/Putting funds for NASA program	1
25. None/N/A	1
26. Other	2
27. Don't know/Refused/Can't Remember	3

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

1. More favorable	43
2. Less favorable	51
3. No difference <b>(DO NOT READ)</b>	6

**RESUME WITH ALL**

**21. 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
1. Republican	<b>44</b>	<b>43</b>	<b>41</b>	<b>45</b>	<b>44</b>
2. Lean Republican	<b>2</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>2</b>
3. Undecided	<b>6</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>6</b>
4. Lean Democrat	<b>1</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>1</b>
5. Democrat	<b>45</b>	<b>42</b>	<b>42</b>	<b>44</b>	<b>44</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>3</b>
TOTAL REPUBLICAN	<b>46</b>	<b>47</b>	<b>44</b>	<b>47</b>	<b>46</b>
TOTAL DEMOCRAT	<b>46</b>	<b>44</b>	<b>46</b>	<b>46</b>	<b>45</b>

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

1. Right direction	<b>45</b>
2. Wrong track	<b>49</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>6</b>

**23. Earlier this month, it was reported that the economy added 162,000 jobs during March, but the unemployment rate of 9.7% did not change. 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	<b>44</b>
2. Wrong track	<b>51</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>5</b>

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

1. The number of jobs added or lost per month	<b>49</b>
2. The unemployment rate	<b>46</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>5</b>

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

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

**26. 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
1. Favor	<b>49</b>	<b>49</b>
2. Oppose	<b>47</b>	<b>44</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>4</b>	<b>8</b>

**FINANCIAL REGULATORY REFORM**

**27. Do you believe the recent financial crisis is the result of...(ROTATE)**

1. Failure of financial institutions not having enough regulations	<b>42</b>
2. Reckless government policy of forcing banks to provide high risk loans to people who could not afford it	<b>48</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>10</b>

**28. If a major financial institution were to fail in the future, do you think the best approach is to...(ROTATE)**

1. Force the institution to declare bankruptcy, like other businesses must do	<b>58</b>
2. Establish an orderly process for shutting down failed institutions, supported by government funds as a safety net.	<b>30</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>12</b>



## **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 Q29-35)**

**29. The Democrats' plan for financial reform creates massive new government bureaucracy that lets politicians pick winners and losers.**

1. Believe	<b>46</b>
2. Do not believe	<b>45</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>

**30. Congress should not allow any more taxpayer funded bailouts for failed financial firms.**

1. Believe	<b>75</b>
2. Do not believe	<b>22</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>4</b>

**31. Real financial reform means forcing failed financial firms, like all other businesses, to declare bankruptcy.**

1. Believe	<b>65</b>
2. Do not believe	<b>29</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>7</b>

**32. The Federal Reserve is out of control.**

1. Believe	53
2. Do not believe	40
3. Don't Know/Refused <b>(DO NOT READ)</b>	7

**33. Democrats want to make bailouts permanent by creating a bailout fund through taxing large financial firms, including those that did not cause the crisis.**

1. Believe	38
2. Do not believe	54
3. Don't Know/Refused <b>(DO NOT READ)</b>	8

**34. The financial crisis is the result of the Bush administration's direction of Fannie Mae and Freddie Mac to substantially increase the number of subprime mortgages.**

1. Believe	50
2. Do not believe	43
3. Don't Know/Refused <b>(DO NOT READ)</b>	7

**35. The Democrats' plan for financial reform does not address the root causes of the housing meltdown and financial crisis.**

1. Believe	50
2. Do not believe	40
3. Don't Know/Refused <b>(DO NOT READ)</b>	9

**36. In thinking about the financial regulatory reform to prevent predatory lending and other bad financial practices, which approach would you prefer?**

1. Establish a new consumer financial protection agency	<b>33</b>
2. Reform Fannie Mae and Freddie Mac, and stop endless bailouts for Wall Street	<b>60</b>
3. Don't Know <b>(DO NOT READ)</b>	<b>8</b>

**37. Do you favor or oppose phasing out taxpayer subsidies of Fannie Mae and Freddie Mac?**

1. Favor	<b>49</b>
2. Oppose	<b>34</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>16</b>

**38. Do you think Congress' proposal to modernize America's financial rules and hold Wall Street accountable will create jobs, cost jobs, or have no impact on jobs? (ROTATE)**

1. Create jobs	<b>23</b>
2. Cost jobs	<b>22</b>
3. No impact	<b>42</b>
4. Don't Know/Refused <b>(DO NOT READ)</b>	<b>13</b>

**39. Which is more important to you? (ROTATE)**

1. Reducing the unemployment rate	<b>58</b>
2. Modernizing America's financial rules and holding Wall Street accountable	<b>36</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>6</b>

**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	9
3. CBS News	5
4. Local TV news	20
5. CNN News	18
6. MSNBC/CNBC News	6
7. Fox News	21
8. CSpan	1
9. Daily newspaper	39
10. News magazines such as Time, US News, and Newsweek	5
11. Opinion magazines like The Weekly Standard	1
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	16
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	10
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	4
18. General radio news station	3
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	1
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 <b>(DO NOT READ)</b>	5

**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 <b>(DO NOT READ)</b>	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 <b>(DO NOT READ)</b>	2

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

1. Yes	41
2. No	59
3. Don't Know/Refused <b>(DO NOT READ)</b>	1

**45. What is your current marital status?**

1. Single, never married	<b>17</b>
2. Married	<b>67</b>
3. Separated	<b>2</b>
4. Divorced	<b>8</b>
5. Widowed	<b>6</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>1</b>

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

1. Less than 15K	<b>7</b>
2. 15K-30K	<b>9</b>
3. 30K-50K	<b>16</b>
4. 50K-75K	<b>18</b>
5. 75K-100K	<b>14</b>
6. Over 100K	<b>20</b>
7. Don't Know/Refused <b>(DO NOT READ)</b>	<b>16</b>

**47. What is your religion?**

1. Evangelical/Fundamentalist Protestant	<b>13</b>
2. Mainline Protestant	<b>15</b>
3. Catholic	<b>27</b>
4. Jewish	<b>2</b>
5. Mormon	<b>1</b>
6. Atheist/Agnostic	<b>6</b>
7. Other	<b>28</b>
8. Don't Know/Refused <b>(DO NOT READ)</b>	<b>8</b>

**48. What is your race?**

1. Hispanic	7
2. African-American	9
3. Asiatic	1
4. White	78
5. Other	2
6. Don't Know/Refused <b>(DO NOT READ)</b>	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	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