

NEW MODELS NATIONAL BRAND SURVEY
August 11-12, 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
MEAN	8.01	8.13	8.16	8.30	8.01	7.91	8.09

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?

	APR II 2010	MAY I 2010	MAY II 2010	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010
1. Right Direction	39	36	39	35	34	35	35
2. Don't Know/Refused (DO NOT READ)	9	11	11	10	10	12	10
3. Wrong Track	52	54	50	55	56	53	56

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

	APR II 2010	MAY I 2010	MAY II 2010	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010
1. Approve	49	51	50	49	46	47	45
2. Don't know/refused	7	5	6	4	5	7	6
3. Disapprove	45	45	44	47	48	45	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	APR II 2010	100	35	57	8	
	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	
	4. Democrats in Congress	APR II 2010	100	42	51	7
		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	

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

	APR II 2010	MAY I 2010	MAY II 2010	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010
1. Education	7	8	7	7	6	6	8
2. Social Security	5	5	6	4	5	5	6
3. Retirement and Investments	1	1	1	1	1	1	1
4. Terrorism	1	1	2	1	2	1	1
5. Healthcare/Rx	11	9	8	8	8	7	9
6. The Economy	28	29	29	31	30	35	30
7. Jobs	13	13	11	11	13	16	14
8. Taxes	4	3	3	3	3	3	3

9. Crime and Safety	1	1	1	1	1	1	1
10. Environment	3	3	3	4	3	1	2
11. National Defense/Foreign Affairs/Iraq	6	5	4	7	4	4	4
12. National Deficit/Spending	10	8	8	10	9	8	10
13. Energy	2	1	1	2	2	1	1
14. Gas prices	1	-	1	-	-	1	-
15. Immigration	3	6	8	4	4	5	5
16. Other	2	2	4	2	3	2	1
17. Don't know/Refused	3	4	4	3	5	3	5

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	APR II 2010	43	44
	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
7. Jobs	APR II 2010	41	45
	MAY I 2010	41	50
	MAY II 2010	41	47
	JUN 2010	44	44
	JUL I 2010	43	46
	JUL II 2010	44	46
	AUG 2010	42	46
8. Taxes	APR II 2010	47	41
	MAY I 2010	45	45
	MAY II 2010	44	42
	JUN 2010	47	41
	JUL I 2010	48	42
	JUL II 2010	47	42
	AUG 2010	49	40

9. 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?

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

10. Whose economic policies have been more effective? (ROTATE)

1. President Obama's	48
2. President Bush's	36
3. Don't Know/Refused (DO NOT READ)	16

11. During the Bush administration, did federal tax revenues increase, decrease or stay the same? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

1. Increase	32
2. Decrease	26
3. Stay the same	24
4. Don't Know/Refused (DO NOT READ)	18

I am going to read a series of statements about economic and tax policy. For each please tell me if you believe or do not believe the statement. (ROTATE STATEMENTS 12-21)

	Believe	Do not believe	DK/Refused (DO NOT READ)
12. Congress should focus on creating more taxpayers, not creating more taxes.	76	19	5
13. We aren't going to eliminate the deficit until Congress cuts spending and the country has real economic growth, and we won't have real economic growth if we raise taxes on small businesses.	65	31	4
14. Now is not the time to raise taxes on anyone.	65	33	2
15. The reason that the country went from surplus to deficit is because of increased government spending, not the tax cuts.	72	23	5
16. The reason that the economy is not creating jobs is because of uncertainty in the markets.	67	28	4
17. Republicans want to take the country back to the policies of the Bush era.	49	46	5
18. Rolling back the tax cuts on the top two percent of the wealthy means raising taxes.	40	52	8
19. Allowing the expiration of tax cuts on the wealthiest Americans will not have a negative impact on economic growth.	42	51	7
20. Only 3 percent of small business owners would be affected by the tax policy changes, leaving 97 percent who would not pay a penny more.	31	60	9
21. By raising taxes on those making over	45	50	5

\$250,000 a year, this will increase taxes on small businesses and will hurt job creation.

(DO NOT ROTATE 22 AND 23)

22. Reducing taxes is the best way to grow the economy, which will increase federal tax revenues.	52	42	6
23. As President John Kennedy said, reducing taxes is the best way to grow the economy, which will increase federal tax revenues.	60	34	6

24. Which approach is more likely to increase federal revenues? (ROTATE)

1. Increasing taxes	7
2. Increasing economic growth	89
3. Don't Know/Refused (DO NOT READ)	4

25. Which is more important? (ROTATE)

1. Creating jobs	62
2. Reducing government spending	33
3. Don't Know/Refused (DO NOT READ)	5

26. If tax cuts expire on the top 2 percent of income earners, who would you agree with more? (ROTATE)

1. Republicans who say that this would significantly impact small businesses that file their income through the owner's individual tax returns.	46
2. Treasury Secretary Geithner, who says that only 3 percent of small business owners would be affected by the tax policy changes, leaving 97 percent who would not pay a penny more.	41
3. Don't Know/Refused (DO NOT READ)	12

27. Which candidate would you be most likely to vote for? (ROTATE)

1. The candidate who can create the most jobs	61
2. The candidate who will cut spending the most	34
3. Don't Know/Refused (DO NOT READ)	5

(ROTATE Q28-32)

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

1. The Republican who says Congress should work to create more jobs so that there are more taxpayers	66
2. The Democrat who says Congress should roll back the Bush tax cuts on the top two percent of the wealthy	29
3. Don't Know/Refused (DO NOT READ)	5

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

1. The Republican who says cutting taxes for everyone will grow the economy and create more federal tax revenues, just as Presidents Reagan and Kennedy did.	58
2. The Democrat who says cutting taxes for the wealthy is going back to Bush policies.	36
3. Don't Know/Refused (DO NOT READ)	6

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

1. The Republican who says raising taxes instead of cutting spending will hurt the economy and make it harder to eliminate the annual budget deficit.	48
2. The Democrat who says rolling back the Bush tax cuts for the top two percent of the wealthy and holding the line on current spending will produce more revenue and make it easier to eliminate the annual budget deficit.	45
3. Don't Know/Refused (DO NOT READ)	7

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

1. The Republican who says we aren't going to eliminate the deficit until Congress cuts spending and the country has real economic growth, and we won't have real economic growth if we raise taxes on small businesses.	55
2. The Democrat who says rolling back the Bush tax cuts for the top two percent of the wealthy and holding the line on current spending will produce more revenue and make it easier to eliminate the annual budget deficit.	39
3. Don't Know/Refused (DO NOT READ)	6

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

1. The Republican who says raising taxes instead of cutting spending will hurt the economy and make it harder to eliminate the annual budget deficit.	51
2. The Democrat who says that if we don't roll back the Bush tax cuts for the top two percent of the wealthy, the deficit will increase by \$700 billion.	41
3. Don't Know/Refused (DO NOT READ)	8

Now just a few demographic questions for statistical purposes only—

33. 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	8
3. CBS News	4
4. Local TV news	21
5. CNN News	17
6. MSNBC/CNBC News	4
7. Fox News	22
8. CSpan	-
9. Daily newspaper	30
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	18
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	8
14. Opinion websites like Drudge Report or slate.com	2
15. National Public Radio	6
16. Religious radio shows	-
17. Talk radio like Rush Limbaugh	4
18. General radio news station	2
19. Public television shows like McNeil Lehrer	1
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	12
26. Don't Know/Refused (DO NOT READ)	6

34. 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

35. 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

36. 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

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

1. Yes	35
2. No	64
3. Don't Know/Refused (DO NOT READ)	1

38. What is your current marital status?

1. Single, never married	22
2. Married	58
3. Separated	2
4. Divorced	9
5. Widowed	6
6. Don't Know/Refused (DO NOT READ)	3

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

1. Less than 15K	9
2. 15K-30K	10
3. 30K-50K	15
4. 50K-75K	16
5. 75K-100K	13
6. Over 100K	20
7. Don't Know/Refused (DO NOT READ)	16

40. What is your religion?

1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	13
3. Catholic	26
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	8
7. Other	27
8. Don't Know/Refused (DO NOT READ)	10

41. What is your race?

1. Hispanic	8
2. African-American	11
3. Asiatic	2
4. White	74
5. Other	3
6. Don't Know/Refused (DO NOT READ)	2

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

1. Yes	15
2. No	79

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	45
3. Rural	15

Region (TAKEN FROM SAMPLE)

1. Northeast	21
2. South	25
3. Midwest	30
4. Plains/Mountains	35
5. West Coast	10