

**NEW MODELS NATIONAL BRAND SURVEY**  
**February 22-23, 2010**  
**1000 RVs**

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
MEAN	<b>8.11</b>	<b>8.2</b>	<b>8.15</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? [Q]**

	DEC 2009	JAN 2010	FEB 2010
1. Right Direction	<b>41</b>	<b>35</b>	<b>37</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>	<b>10</b>	<b>11</b>
3. Wrong Track	<b>50</b>	<b>55</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
1. Approve	<b>49</b>	<b>46</b>	<b>49</b>
2. Don't know/refused	<b>6</b>	<b>6</b>	<b>6</b>
3. Disapprove	<b>45</b>	<b>48</b>	<b>44</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>
<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>

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

**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?**

	DEC 2009	JAN 2010	FEB 2010
1. Republican	<b>44</b>	<b>43</b>	<b>41</b>
2. Lean Republican	<b>2</b>	<b>4</b>	<b>3</b>
3. Undecided	<b>6</b>	<b>5</b>	<b>5</b>
4. Lean Democrat	<b>1</b>	<b>2</b>	<b>4</b>
5. Democrat	<b>45</b>	<b>42</b>	<b>42</b>
6. Don't Know/Refused (DO NOT READ)	<b>3</b>	<b>4</b>	<b>5</b>
TOTAL REPUBLICAN	<b>46</b>	<b>47</b>	<b>44</b>
TOTAL DEMOCRAT	<b>46</b>	<b>44</b>	<b>46</b>

**10. Which of the following would create more jobs? (ROTATE)**

	FEB 2010
1. Tax cuts for small businesses	<b>52</b>
2. Cutting government spending	<b>39</b>
3. Don't Know (DO NOT READ)	<b>9</b>

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

	DEC 2009	JAN 2010	FEB 2010
1. Favor	<b>43</b>	<b>40</b>	<b>40</b>
2. Oppose	<b>49</b>	<b>52</b>	<b>48</b>
3. Don't Know (DO NOT READ)	<b>7</b>	<b>9</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 Q12-15)**

**12. If we don't act on comprehensive health insurance reform, premiums will continue to rise for those with insurance, millions more will lose their coverage, and our deficits will continue to grow larger.**

	FEB 2010
1. Believe	<b>63</b>
2. Do not believe	<b>32</b>
3. Don't Know (DO NOT READ)	<b>5</b>

**13. President Obama's health care plan was crafted in a bipartisan way and includes several Republican proposals.**

	FEB 2010
1. Believe	<b>40</b>
2. Do not believe	<b>52</b>
3. Don't Know (DO NOT READ)	<b>8</b>

**14. Given the state of the economy, Congress should pass basic health care reforms, not a comprehensive overhaul of the health care system.**

	FEB 2010
1. Believe	<b>60</b>
2. Do not believe	<b>34</b>
3. Don't Know (DO NOT READ)	<b>5</b>

**15. President Obama's health care plan includes a 2000 page government takeover of health care that will raise taxes, increase health premiums, cut Medicare, spend \$2.7 trillion, and put bureaucrats between patients and their doctors.**

	FEB 2010
1. Believe	<b>43</b>
2. Do not believe	<b>49</b>
3. Don't Know (DO NOT READ)	<b>7</b>

**16. Do you think that Republicans in Congress have or have not offered an alternative health care plan to what President Obama is proposing?**

	FEB 2010
1. Have	<b>40</b>
2. Have not	<b>51</b>
3. Don't Know/Refused (DO NOT READ)	<b>8</b>

**In terms of the current health care bill being proposed by President Obama, do you think that his bill does or does not achieve the following? (ROTATE Q17-28)**

**17. Brings down health care costs for all Americans**

	FEB 2010
1. Does	<b>39</b>
2. Does not	<b>54</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>7</b>

**18. Allows insurance companies to sell health care coverage across state lines**

	FEB 2010
1. Does	<b>38</b>
2. Does not	<b>35</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>26</b>

**19. Provides adequate protection against abuses by the insurance industry**

	FEB 2010
1. Does	<b>39</b>
2. Does not	<b>45</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>16</b>

**20. Makes coverage affordable and available to working Americans who do not have insurance**

	FEB 2010
1. Does	<b>58</b>
2. Does not	<b>34</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>8</b>

**21. Ensures the quality of health care**

	FEB 2010
1. Does	<b>35</b>
2. Does not	<b>57</b>
3. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>8</b>

## 22. Ensures that you can keep the health care coverage you have

	FEB 2010
1. Does	<b>52</b>
2. Does not	<b>39</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>

## 23. Protects seniors' Medicare benefits

	FEB 2010
1. Does	<b>45</b>
2. Does not	<b>44</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>11</b>

## 24. Raises taxes

	FEB 2010
1. Does	<b>66</b>
2. Does not	<b>25</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>

## 25. Helps small businesses to offer health care coverage without taxing job creation

	FEB 2010
1. Does	<b>41</b>
2. Does not	<b>47</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>12</b>

## 26. Enacts real medical liability reform

	FEB 2010
1. Does	<b>33</b>
2. Does not	<b>47</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>20</b>

**27. Expands entitlements and forces Americans into a government-run plan**

	FEB 2010
1. Does	<b>53</b>
2. Does not	<b>38</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>10</b>

**28. Reduces the deficit**

	FEB 2010
1. Does	<b>22</b>
2. Does not	<b>69</b>
3. Don't Know/Refused <b>(DO NOT READ)</b>	<b>9</b>

**On a scale of 1-9, with 1 being not important at all, and 9 being extremely important, how important or not important is each of the following items to any health care reform bill that Congress passes: (ROTATE Q29-42)**

	MEAN
<b>29. Bring down health care costs for all Americans</b>	<b>7.66</b>
<b>30. Allows insurance companies to sell health care coverage across state lines</b>	<b>6.56</b>
<b>31. Provide adequate protection against abuses by the insurance industry</b>	<b>7.72</b>
<b>32. Make coverage affordable and available to working Americans who do not have insurance</b>	<b>7.77</b>
<b>33. Ensure the quality of health care</b>	<b>7.82</b>
<b>34. Ensure that you can keep the health care coverage you have</b>	<b>7.82</b>
<b>35. Guarantees affordable coverage for patients with preexisting conditions</b>	<b>7.94</b>
<b>36. Protects seniors' Medicare benefits</b>	<b>8.01</b>
<b>37. Does not raise taxes</b>	<b>7.03</b>
<b>38. Helps small businesses to offer health care coverage without taxing job creation</b>	<b>7.45</b>
<b>39. Enacts real medical liability reform</b>	<b>7.20</b>
<b>40. Prohibits government funding of abortions</b>	<b>5.63</b>
<b>41. Does not expand entitlements and force Americans into a government-run plan</b>	<b>6.97</b>
<b>42. Reduces the deficit</b>	<b>6.90</b>



## RANK

1. Protects seniors' Medicare benefits	8.01
2. Guarantees affordable coverage for patients with preexisting conditions	7.94
3. Ensure the quality of health care	7.82
4. Ensure that you can keep the health care coverage you have	7.82
5. Make coverage affordable and available to working Americans who do not have insurance	7.77
6. Provide adequate protection against abuses by the insurance industry	7.72
7. Bring down health care costs for all Americans	7.66
8. Helps small businesses to offer health care coverage without taxing job creation	7.45
9. Enacts real medical liability reform	7.20
10. Does not raise taxes	7.03
11. Does not expand entitlements and force Americans into a government-run plan	6.97
12. Reduces the deficit	6.90
13. Allows insurance companies to sell health care coverage across state lines	6.56
14. Prohibits government funding of abortions	5.63

President Obama has invited Republicans in Congress to a meeting at the White House next week for bipartisan discussion on health care reform.

### 43. There are two potential categories of discussion for the meeting. Which one do you think is more important to the future of health care?

	FEB 2010
1. Group A which would include insurance reforms, cost containment, expanding coverage, and the impact health reform legislation will have on deficit reduction.	<b>26</b>
2. Group B which would include protecting existing quality of health care, making sure you and your doctor are in charge of health care decisions, helping small businesses offer health care coverage to employees, and no tax increases.	<b>70</b>
3. Don't Know (DO NOT READ)	<b>4</b>

**44. Do you agree or disagree with Republicans in Congress who say that if the President is sincere about moving forward in a bipartisan way, we need to start over with a new health care bill.**

	FEB 2010
1. Agree	<b>60</b>
2. Disagree	<b>36</b>
3. Don't Know (DO NOT READ)	<b>4</b>

**45. Do you agree or disagree with Republicans in Congress who say that in order for there to be truly bipartisan discussions about health care, President Obama and Democrats in Congress must agree to eliminate the possibility that they will push health care reform through Congress by using the reconciliation process, which would require only 51 votes rather than the usual 60 votes.**

	FEB 2010
1. Agree	<b>54</b>
2. Disagree	<b>40</b>
3. Don't Know (DO NOT READ)	<b>6</b>

**46. If the starting point for the meeting is the current health care bill rather than a new bill, Republicans in Congress say that they may not participate in the meeting. If they did not participate for these reasons, would you find this acceptable or not acceptable?**

	FEB 2010
1. Acceptable	<b>29</b>
2. Not acceptable	<b>67</b>
3. Don't Know/Refused (DO NOT READ)	<b>3</b>

**47. Do you think that President Obama's push for immediate passage of his health care plan is because of.... (ROTATE)**

	FEB 2010
1. Policy reasons	<b>39</b>
2. Political reasons	<b>55</b>
3. Don't Know/Refused (DO NOT READ)	<b>7</b>

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

**48. 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)**

ABC News	6
NBC News	12
CBS News	5
Local TV news	21
CNN News	21
MSNBC/CNBC News	5
Fox News	18
CSpan	-
Daily newspaper	35
News magazines such as Time, US News, and Newsweek	5
Opinion magazines like The Weekly Standard	-
Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	16
News Pages of Internet Service Providers such as Yahoo News and MSN News	5
Opinion websites like Drudge Report or slate.com	1
National Public Radio	6
Religious radio shows	1
Talk radio like Rush Limbaugh	5
General radio news station	2
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	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	1
Other	13
Don't Know/Refused <b>(DO NOT READ)</b>	4

**49. 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

**50. 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

**51. 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

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

1. Yes	41
2. No	58
3. Don't Know/Refused <b>(DO NOT READ)</b>	1

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

1. Single, never married	<b>18</b>
2. Married	<b>67</b>
3. Separated	<b>1</b>
4. Divorced	<b>7</b>
5. Widowed	<b>6</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>1</b>

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

1. Less than 15K	<b>6</b>
2. 15K-30K	<b>11</b>
3. 30K-50K	<b>16</b>
4. 50K-75K	<b>16</b>
5. 75K-100K	<b>15</b>
6. Over 100K	<b>21</b>
7. Don't Know/Refused <b>(DO NOT READ)</b>	<b>15</b>

**55. What is your religion?**

1. Evangelical/Fundamentalist Protestant	<b>8</b>
2. Mainline Protestant	<b>18</b>
3. Catholic	<b>26</b>
4. Jewish	<b>2</b>
5. Mormon	<b>1</b>
6. Atheist/Agnostic	<b>6</b>
7. Other	<b>29</b>
8. Don't Know/Refused <b>(DO NOT READ)</b>	<b>10</b>

**56. What is your race?**

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

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

1. Yes	<b>16</b>
2. No	<b>84</b>

**Gender (by observation)**

1. Male	<b>48</b>
2. Female	<b>52</b>

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

1. Urban	<b>24</b>
2. Suburban	<b>58</b>
3. Rural	<b>18</b>

**Region (TAKEN FROM SAMPLE)**

1. Northeast		<b>19</b>
2. South		<b>28</b>
3. Midwest		<b>20</b>
4. Plains/Mountains		<b>16</b>
5. West Coast		<b>17</b>