

**NEW MODELS NATIONAL BRAND SURVEY**  
**January 25-26, 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?

<b>MEAN</b>	<b>DEC</b>	<b>JAN</b>
	<b>2009</b>	<b>2010</b>
	<b>8.11</b>	<b>8.2</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]**

	JUL 2009	OCT 2009	DEC 2009	JAN 2010
1. Right Direction	<b>45</b>	<b>46</b>	<b>41</b>	<b>35</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>10</b>
3. Wrong Track	<b>44</b>	<b>46</b>	<b>50</b>	<b>55</b>

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

	JUL 2009	OCT 2009	DEC 2009	JAN 2010
1. Approve	<b>54</b>	<b>51</b>	<b>49</b>	<b>46</b>
2. Don't know/refused	<b>7</b>	<b>5</b>	<b>6</b>	<b>6</b>
3. Disapprove	<b>39</b>	<b>43</b>	<b>45</b>	<b>48</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>	JUL 2009	<b>100</b>	<b>41</b>	<b>50</b>	<b>9</b>
	OCT 2009	<b>100</b>	<b>37</b>	<b>52</b>	<b>11</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>
<b>4. Democrats in Congress</b>	JUL 2009	<b>100</b>	<b>48</b>	<b>45</b>	<b>6</b>
	OCT 2009	<b>100</b>	<b>45</b>	<b>48</b>	<b>7</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>

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

	JUL 2009	OCT 2009	DEC 2009	JAN 2010
1. Education	<b>8</b>	<b>6</b>	<b>6</b>	<b>4</b>
2. Social Security	<b>5</b>	<b>5</b>	<b>5</b>	<b>4</b>
3. Retirement and Investments	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
4. Terrorism	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>
5. Healthcare/Rx	<b>13</b>	<b>20</b>	<b>17</b>	<b>15</b>
6. The Economy	<b>37</b>	<b>29</b>	<b>30</b>	<b>31</b>
7. Jobs	<b>6</b>	<b>8</b>	<b>12</b>	<b>15</b>
8. Taxes	<b>3</b>	<b>5</b>	<b>3</b>	<b>3</b>
9. Crime and Safety	<b>-</b>	<b>1</b>	<b>2</b>	<b>-</b>
10. Environment	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>
11. National Defense/Foreign Affairs/Iraq	<b>6</b>	<b>6</b>	<b>6</b>	<b>5</b>
12. National Deficit/Spending	<b>7</b>	<b>7</b>	<b>6</b>	<b>10</b>
13. Energy	<b>2</b>	<b>1</b>	<b>1</b>	<b>-</b>
14. Gas prices	<b>-</b>	<b>1</b>	<b>-</b>	<b>1</b>
15. Immigration	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
16. Other	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>
17. Don't know/Refused	<b>4</b>	<b>3</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>6. Health Care/Rx</b>	JUL 2009	<b>35</b>	<b>52</b>
	OCT 2009	<b>37</b>	<b>52</b>
	DEC 2009	<b>40</b>	<b>50</b>
	JAN 2010	<b>43</b>	<b>45</b>
<b>7. The Economy</b>	JUL 2009	<b>39</b>	<b>50</b>
	OCT 2009	<b>41</b>	<b>48</b>
	DEC 2009	<b>44</b>	<b>46</b>
	JAN 2010	<b>44</b>	<b>45</b>
<b>8. Jobs</b>	JUL 2009	<b>39</b>	<b>48</b>
	OCT 2009	<b>41</b>	<b>49</b>
	DEC 2009	<b>40</b>	<b>49</b>
	JAN 2010	<b>42</b>	<b>46</b>
<b>9. Energy and Gas Prices</b>	JUL 2009	<b>34</b>	<b>53</b>
	OCT 2009	<b>36</b>	<b>53</b>
	DEC 2009	<b>37</b>	<b>49</b>
	JAN 2010	<b>38</b>	<b>48</b>
<b>10. Fiscal Responsibility</b>	JUL 2009	<b>44</b>	<b>42</b>
	OCT 2009	<b>43</b>	<b>43</b>
	DEC 2009	<b>43</b>	<b>42</b>
	JAN 2010	<b>46</b>	<b>38</b>
<b>11. Taxes</b>	JUL 2009	<b>46</b>	<b>43</b>
	OCT 2009	<b>45</b>	<b>44</b>
	DEC 2009	<b>47</b>	<b>43</b>
	JAN 2010	<b>48</b>	<b>41</b>
<b>12. Corruption</b>	JAN 2010	<b>35</b>	<b>39</b>

**13. 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?**

	JUL 2009	OCT 2009	DEC 2009	JAN 2010
1. Republican	<b>42</b>	<b>42</b>	<b>44</b>	<b>43</b>
2. Lean Republican	<b>2</b>	<b>2</b>	<b>2</b>	<b>4</b>
3. Undecided	<b>5</b>	<b>5</b>	<b>6</b>	<b>5</b>
4. Lean Democrat	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>
5. Democrat	<b>45</b>	<b>46</b>	<b>45</b>	<b>42</b>
6. Don't Know/Refused (DO NOT READ)	<b>4</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>TOTAL REPUBLICAN</b>	<b>44</b>	<b>44</b>	<b>46</b>	<b>47</b>
<b>TOTAL DEMOCRAT</b>	<b>47</b>	<b>49</b>	<b>46</b>	<b>44</b>

**14. In thinking about how you make decisions between candidates and how you may vote in this year's election for Congress, which of the following is more important to you? (ROTATE)**

	JAN 2010
1. Corruption and scandals	<b>17</b>
2. Issue positions of the candidates	<b>79</b>
3. Don't Know (DO NOT READ)	<b>4</b>

**15. Many members of Congress say that we need to significantly reduce government spending. If government spending were significantly reduced, do you think it would or would not impact you and your family?**

	JAN 2010
1. Would	<b>70</b>
2. Would not	<b>26</b>
3. Don't Know (DO NOT READ)	<b>4</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 Q16-19)

### 16. If Congress cuts spending, this will create a better economic environment that will help promote job creation.

	JAN 2010
1. Believe	<b>58</b>
2. Do not believe	<b>38</b>
3. Don't Know (DO NOT READ)	<b>4</b>

### 17. Republicans have no solutions or ideas to offer.

	JAN 2010
1. Believe	<b>28</b>
2. Do not believe	<b>70</b>
3. Don't Know (DO NOT READ)	<b>2</b>

### 18. Democrats are spending, taxing and borrowing too much.

	JAN 2010
1. Believe	<b>61</b>
2. Do not believe	<b>37</b>
3. Don't Know (DO NOT READ)	<b>3</b>

### 19. President Obama and Democrats in Congress have unbridled power and no accountability.

	JUN 2009	JAN 2010
1. Believe	<b>42</b>	<b>45</b>
2. Do not believe	<b>57</b>	<b>52</b>
3. Don't Know (DO NOT READ)	<b>1</b>	<b>3</b>

## 20. Who do you agree with more? (ROTATE)

	JUN 2009	JAN 2010
1. The Republican who says we need checks and balances on President Obama and Democrats in Congress because the country is being run by one party with complete power and no accountability.	<b>47</b>	<b>51</b>
2. The Democrat who says President Obama needs a strong Democratic majority to stop Republicans from derailing the changes that the country needs. We can put an end to their obstruction and move forward with the needed reforms for America.	<b>47</b>	<b>42</b>
3. Don't Know/Refused (DO NOT READ)	<b>6</b>	<b>7</b>

## 21. Who do you agree with more? (ROTATE)

	JUN 2009	JAN 2010
1. The Republican who says the economy is losing jobs at a staggering rate and middle class Americans are suffering. We need to take action to help small businesses rebound and start creating jobs, instead of increasing the size of government.	<b>55</b>	<b>64</b>
2. The Democrat who says while the economy is still struggling and we have made progress, we have saved or created 2 million jobs.	<b>41</b>	<b>31</b>
3. Don't Know/Refused (DO NOT READ)	<b>4</b>	<b>5</b>

## 22. What of the following would create more jobs? (ROTATE)

	JAN 2010
1. Tax cuts for small businesses	<b>61</b>
2. Increased government spending on infrastructure, like roads and bridges	<b>31</b>
3. Don't Know (DO NOT READ)	<b>8</b>

## 23. Which of the following would create more jobs? (ROTATE)

	JAN 2010
1. Cutting government spending	<b>47</b>
2. Reducing the national deficit	<b>36</b>
3. Don't Know (DO NOT READ)	<b>17</b>

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

	JAN 2010
1. Increasing government spending on infrastructure like roads and bridges	<b>42</b>
2. Reducing the national deficit	<b>49</b>
3. Don't Know (DO NOT READ)	<b>9</b>

**25. Which of the following is more important to achieve? (ROTATE)**

	JAN 2010
1. Balancing the federal budget	<b>32</b>
2. Reducing the unemployment rate to 5%	<b>64</b>
3. Don't Know (DO NOT READ)	<b>4</b>

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

	JAN 2010
1. We need to focus on tax cuts to small business to create jobs.	<b>50</b>
2. We need to get government spending under control to reduce the national deficit.	<b>43</b>
3. Don't Know (DO NOT READ)	<b>7</b>

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

	JUL 2009	OCT 2009	DEC 2009	JAN 2010
1. Favor (GO TO Q29)	<b>45</b>	<b>44</b>	<b>43</b>	<b>40</b>
2. Oppose (GO TO Q28)	<b>42</b>	<b>47</b>	<b>49</b>	<b>52</b>
3. Don't Know (DO NOT READ – GO TO Q28)	<b>13</b>	<b>9</b>	<b>7</b>	<b>9</b>

AMONG OPPOSE AND DON'T KNOW IN Q27

**28. If Congress passes President Obama's health care plan, do you think that Congress should repeal the plan, not repeal the plan, or repeal the plan and replace it with a better one? (ROTATE)**

	JAN 2010
1. Repeal the plan	<b>41</b>
2. Not repeal the plan	<b>3</b>
3. Repeal the plan and replace it with a better one	<b>46</b>
4. Don't Know (DO NOT READ)	<b>10</b>

RESUME WITH ALL

**29. Do you think that President Obama's health care plan will create jobs, cost jobs or have no impact on jobs? (ROTATE)**

	JAN 2010
1. Create jobs	<b>30</b>
2. Cost jobs	<b>33</b>
3. No impact on jobs	<b>27</b>
4. Don't Know/Refused (DO NOT READ)	<b>9</b>

**30. Do you agree or disagree with this statement: I want health care reform, but I do not support the health care bill being proposed by Democrats in Congress.**

	JAN 2010
1. Agree	<b>58</b>
2. Disagree	<b>36</b>
3. Don't Know (DO NOT READ)	<b>6</b>



**31. For which candidate are you more likely to vote? (ROTATE)**

	JAN 2010
1. The Democrat who says we need to pass President Obama's health care bill to provide meaningful health insurance reform that will bring additional security and stability to all Americans.	<b>41</b>
2. The Republican who says we need to stop Congress from passing President Obama's health care bill which will includes job killing mandates, new taxes and drastic Medicare cuts. We need to pass a practical, fiscally responsible plan to lower health care costs for American families and guarantee access to quality, affordable health insurance.	<b>55</b>
3. Don't Know/Refused (DO NOT READ)	<b>4</b>

**32. For which candidate are you more likely to vote? (ROTATE)**

	JAN 2010
1. The Democrat who says we need to create jobs through helping small businesses grow, boost investment in the nation's infrastructure and create incentives for consumers to retrofit their homes to become more energy efficient.	<b>54</b>
2. The Republican who says we need to stop President Obama and Democrats in Congress from more spending, more tax hikes, and more debt for our children.	<b>41</b>
3. Don't Know/Refused (DO NOT READ)	<b>4</b>

**33. For which candidate are you more likely to vote? (ROTATE)**

	JAN 2010
1. The Democrat who says we need to create jobs through helping small businesses grow, boost investment in the nation's infrastructure and create incentives for consumers to retrofit their homes to become more energy efficient.	<b>47</b>
2. The Republican who says we need to stop President Obama and Democrats in Congress from more spending, more tax hikes, and more debt for our children. We need to pass an economic plan that will create jobs through stopping wasteful spending and tax hikes, help small businesses and remove unnecessary barriers to domestic energy production.	<b>50</b>
3. Don't Know/Refused (DO NOT READ)	<b>3</b>

**34. Who do you agree with more? (DO NOT ROTATE OPTIONS)**

	JAN 2010
1. The Democrat who says President Obama's plan will create jobs through helping small businesses grow, boost investment in the nation's infrastructure and create incentives for consumers to retrofit their homes to become more energy efficient.	<b>51</b>
2. The Republican who says President Obama's plan will not provide tax cuts for small businesses but will just create more government spending.	<b>46</b>
3. Don't Know/Refused (DO NOT READ)	<b>3</b>

**35. Which economic plan do you prefer? (ROTATE)**

	JAN 2010
1. President Obama's plan that will create jobs through helping small businesses grow, boost investment in the nation's infrastructure and create incentives for consumers to retrofit their homes to become more energy efficient.	<b>44</b>
2. The Republican plan that will create jobs through cutting taxes on small businesses, reduce the deficit by cutting government waste, and implement an "all of the above" energy plan to expand nuclear, oil and alternative energy resources.	<b>53</b>
3. Don't Know/Refused (DO NOT READ)	<b>3</b>

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

	JAN 2010
1. Holding Wall Street accountable	<b>47</b>
2. Answering the question "where are the jobs?"	<b>49</b>
3. Don't Know/Refused (DO NOT READ)	<b>4</b>

**37. What is the best way to create jobs? (ROTATE)**

	JAN 2010
1. Tax cuts for small businesses	<b>28</b>
2. Increased government spending on infrastructure like roads and bridges	<b>13</b>
3. Cracking down on illegal immigration	<b>16</b>
4. Reducing health care costs for small businesses	<b>11</b>
5. Expanding development of all energy resources including oil, natural gas, nuclear and alternative energy	<b>24</b>
6. Don't Know/Refused (DO NOT READ)	<b>8</b>

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

**38. 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	7
NBC News	7
CBS News	4
Local TV news	22
CNN News	20
MSNBC/CNBC News	5
Fox News	21
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	15
News Pages of Internet Service Providers such as Yahoo News and MSN News	9
Opinion websites like Drudge Report or slate.com	2
National Public Radio	7
Religious radio shows	-
Talk radio like Rush Limbaugh	3
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	-
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	15
Don't Know/Refused <b>(DO NOT READ)</b>	7

**39. 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

**40. 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

**41. 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

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

1. Yes	37
2. No	63
3. Don't Know/Refused <b>(DO NOT READ)</b>	1

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

1. Single, never married	<b>20</b>
2. Married	<b>63</b>
3. Separated	<b>2</b>
4. Divorced	<b>7</b>
5. Widowed	<b>6</b>
6. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>1</b>

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

1. Less than 15K	<b>9</b>
2. 15K-30K	<b>12</b>
3. 30K-50K	<b>15</b>
4. 50K-75K	<b>16</b>
5. 75K-100K	<b>14</b>
6. Over 100K	<b>19</b>
7. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>14</b>

**45. What is your religion?**

1. Evangelical/Fundamentalist Protestant	<b>11</b>
2. Mainline Protestant	<b>15</b>
3. Catholic	<b>23</b>
4. Jewish	<b>2</b>
5. Mormon	<b>1</b>
6. Atheist/Agnostic	<b>8</b>
7. Other	<b>28</b>
8. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>11</b>

**46. What is your race?**

1. Hispanic	<b>7</b>
2. African-American	<b>9</b>
3. Asiatic	<b>3</b>
4. White	<b>77</b>
5. Other	<b>3</b>
6. Don't Know/Refused <b>(DO NOT READ)</b>	<b>1</b>

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

1. Yes	<b>18</b>
2. No	<b>70</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>28</b>
2. Suburban	<b>56</b>
3. Rural	<b>17</b>

**Region (TAKEN FROM SAMPLE)**

1.	Northeast	<b>19</b>
2.	South	<b>26</b>
3.	Midwest	<b>20</b>
4.	Plains/Mountains	<b>17</b>
5.	West Coast	<b>18</b>