

NEW MODELS NATIONAL BRAND SURVEY
July 17-18, 2010

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 |
|------|----------------|---------------|----------------|-------------|---------------|----------------|
| MEAN | 8.01 | 8.13 | 8.16 | 8.30 | 8.01 | 7.91 |

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 |
|---|----------------|---------------|----------------|-------------|---------------|----------------|
| 1. Right Direction | 39 | 36 | 39 | 35 | 34 | 35 |
| 2. Don't Know/Refused (DO NOT READ) | 9 | 11 | 11 | 10 | 10 | 12 |
| 3. Wrong Track | 52 | 54 | 50 | 55 | 56 | 53 |

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 |
|-----------------------|----------------|---------------|----------------|-------------|---------------|----------------|
| 1. Approve | 49 | 51 | 50 | 49 | 46 | 47 |
| 2. Don't know/refused | 7 | 5 | 6 | 4 | 5 | 7 |
| 3. Disapprove | 45 | 45 | 44 | 47 | 48 | 45 |

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 |
| | 4. Democrats in Congress | APR II 2010 | 100 | 42 | 51 |
| 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 |
| JUL II 2010 | | 100 | 43 | 51 | 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 |
|---|-------------|------------|-------------|-----------|------------|-------------|
| 1. Education | 7 | 8 | 7 | 7 | 6 | 6 |
| 2. Social Security | 5 | 5 | 6 | 4 | 5 | 5 |
| 3. Retirement and Investments | 1 | 1 | 1 | 1 | 1 | 1 |
| 4. Terrorism | 1 | 1 | 2 | 1 | 2 | 1 |
| 5. Healthcare/Rx | 11 | 9 | 8 | 8 | 8 | 7 |
| 6. The Economy | 28 | 29 | 29 | 31 | 30 | 35 |
| 7. Jobs | 13 | 13 | 11 | 11 | 13 | 16 |
| 8. Taxes | 4 | 3 | 3 | 3 | 3 | 3 |
| 9. Crime and Safety | 1 | 1 | 1 | 1 | 1 | 1 |
| 10. Environment | 3 | 3 | 3 | 4 | 3 | 1 |
| 11. National Defense/Foreign Affairs/Iraq | 6 | 5 | 4 | 7 | 4 | 4 |
| 12. National Deficit/Spending | 10 | 8 | 8 | 10 | 9 | 8 |
| 13. Energy | 2 | 1 | 1 | 2 | 2 | 1 |
| 14. Gas prices | 1 | - | 1 | - | - | 1 |

| | | | | | | |
|------------------------|----------|----------|----------|----------|----------|----------|
| 15. Immigration | 3 | 6 | 8 | 4 | 4 | 5 |
| 16. Other | 2 | 2 | 4 | 2 | 3 | 2 |
| 17. Don't know/Refused | 3 | 4 | 4 | 3 | 5 | 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 |
|-----------------------|-------------|-----------|-----------|
| 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 |
| 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 |
| 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 |

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 |
|-------------------------------------|----------------|---------------|-------------------|-------------|---------------|----------------|
| 1. Republican | 41 | 43 | 41 | 44 | 44 | 46 |
| 2. Lean Republican | 2 | 2 | 1 | 2 | 2 | 1 |
| 3. Undecided | 5 | 4 | 6 | 5 | 3 | 5 |
| 4. Lean Democrat | 2 | 3 | 1 | 3 | 3 | 2 |
| 5. Democrat | 45 | 45 | 47 | 43 | 45 | 43 |
| 6. Don't Know/Refused (DO NOT READ) | 5 | 3 | 3 | 3 | 2 | 2 |
| TOTAL REPUBLICAN | 43 | 45 | 43 | 46 | 46 | 47 |
| TOTAL DEMOCRAT | 47 | 48 | 48 | 46 | 48 | 46 |

I am going to read a series of proposals to you. On a scale of 1-9 with 1 being not important, 5 neutral, and 9 being extremely important, how important is it that Congress makes that proposal a top priority? (ROTATE STATEMENTS 10-32)

RANK

| | MEAN |
|---|------|
| 10. Ensure that defense spending meets our national security needs and stays within our financial means | 7.56 |
| 11. Stop the 2011 tax increases so that families and small businesses do not receive a large tax increase next year | 7.09 |
| 12. Implement tax cuts for small businesses | 7.09 |
| 13. Not allow our military to be tried by foreign courts | 7.09 |
| 14. Make all spending votes on-the-record like other laws passed by Congress, and eliminate the present process known as earmarks | 6.93 |
| 15. Not support any more bailouts for private corporations, states or municipalities | 6.74 |

| | |
|--|------|
| 16. Reduce frivolous lawsuits through litigation reform | 6.74 |
| 17. Freeze federal spending for any program with an authorization that has expired | 6.53 |
| 18. Remove unnecessary barriers to domestic energy production and implement an “all of the above” approach | 6.53 |
| 19. Shrink the size of government and freeze government pay | 6.44 |
| 20. Not support any legislation that reduces the availability and increases the cost of energy | 6.44 |
| 21. Fully fund and complete the border fence along the border with Mexico | 6.42 |
| 22. Repeal the health care reform law passed earlier this year and replace it with a bill that reduces costs and premiums | 6.36 |
| 23. Lift the ban on offshore drilling that is forcing tens of thousands of people out of work | 6.35 |
| 24. Try terrorists in military tribunals rather than in civilian courts where they would have the same rights as US citizens | 6.34 |
| 25. Freeze federal spending for any program with an authorization that has expired | 6.34 |
| 26. Cancel unused funds from TARP, the bill that bailed out the banks | 6.31 |
| 27. Not pass extraneous spending that is tied to funding the troops | 6.22 |
| 28. Pass a Constitutional amendment that limits federal spending to 20 percent of the Gross Domestic Product | 6.12 |
| 29. Cancel unused funds from last year’s 787 billion dollar stimulus package | 5.99 |

30. Not pass card check or any version of it **5.80**

31. Not support federal funding of abortion **5.62**

**32. Pass the pending free trade agreements with
Panama, Columbia and South Korea** **5.28**

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)

| | JUL II 2010 |
|---|-------------|
| 1. ABC News | 7 |
| 2. NBC News | 7 |
| 3. CBS News | 6 |
| 4. Local TV news | 26 |
| 5. CNN News | 16 |
| 6. MSNBC/CNBC News | 5 |
| 7. Fox News | 18 |
| 8. CSpan | - |
| 9. Daily newspaper | 33 |
| 10. News magazines such as Time, US News, and Newsweek | 4 |
| 11. Opinion magazines like The Weekly Standard | - |
| 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites | 20 |
| 13. News Pages of Internet Service Providers such as Yahoo News and MSN News | 12 |
| 14. Opinion websites like Drudge Report or slate.com | 2 |
| 15. National Public Radio | 6 |
| 16. Religious radio shows | 1 |
| 17. Talk radio like Rush Limbaugh | 5 |
| 18. General radio news station | 4 |
| 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 | - |
| 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 | 9 |
| 26. Don't Know/Refused (DO NOT READ) | 5 |

34. In what year were you born?

| | JUL II 2010 |
|----------|-------------|
| 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?

| | JUL II 2010 |
|--|-------------|
| 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?

| | JUL II 2010 |
|--|-------------|
| 1. Liberal | 20 |
| 2. Moderate | 45 |
| 3. Conservative | 33 |
| 4. Don't Know/Refused (DO NOT READ) | 2 |

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

| | JUL II 2010 |
|--|-------------|
| 1. Yes | 36 |
| 2. No | 63 |
| 3. Don't Know/Refused (DO NOT READ) | 1 |

38. What is your current marital status?

| | JUL II 2010 |
|--|-------------|
| 1. Single, never married | 20 |
| 2. Married | 63 |
| 3. Separated | 2 |
| 4. Divorced | 8 |
| 5. Widowed | 6 |
| 6. Don't Know/Refused (DO NOT READ) | 2 |

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

| | JUL II 2010 |
|--|-------------|
| 1. Less than 15K | 7 |
| 2. 15K-30K | 12 |
| 3. 30K-50K | 16 |
| 4. 50K-75K | 16 |
| 5. 75K-100K | 15 |
| 6. Over 100K | 18 |
| 7. Don't Know/Refused (DO NOT READ) | 17 |

40. What is your religion?

| | JUL II 2010 |
|--|-------------|
| 1. Evangelical/Fundamentalist Protestant | 15 |
| 2. Mainline Protestant | 19 |
| 3. Catholic | 22 |
| 4. Jewish | 2 |
| 5. Mormon | 1 |
| 6. Atheist/Agnostic | 6 |
| 7. Other | 22 |
| 8. Don't Know/Refused (DO NOT READ) | 12 |

41. What is your race?

| | JUL II 2010 |
|--|----------------|
| 1. Hispanic | 8 |
| 2. African-American | 10 |
| 3. Asiatic | 2 |
| 4. White | 76 |
| 5. Other | 3 |
| 6. Don't Know/Refused (DO NOT READ) | 1 |

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

| | JUL II 2010 |
|--------|-------------|
| 1. Yes | 14 |
| 2. No | 81 |

Gender (by observation)

| | JUL II 2010 |
|-----------|-------------|
| 1. Male | 48 |
| 2. Female | 52 |

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

| | |
|-------------|-----------|
| 1. Urban | 23 |
| 2. Suburban | 51 |
| 3. Rural | 13 |

Region (TAKEN FROM SAMPLE)

| | | |
|---------------------|--|-----------|
| | | |
| 1. Northeast | | 19 |
| 2. South | | 28 |
| 3. Midwest | | 19 |
| 4. Plains/Mountains | | 19 |
| 5. West Coast | | 16 |