

NEW MODELS NATIONAL BRAND SURVEY
June 16-17, 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 2010	APR II 2010	MAY I 2010	MAY II 2010	JUN 2010
MEAN	8.14	8.01	8.13	8.16	8.30

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 2010	APR II 2010	MAY I 2010	MAY II 2010	JUN 2010
1. Right Direction	39	39	36	39	35
2. Don't Know/Refused (DO NOT READ)	8	9	11	11	10
3. Wrong Track	53	52	54	50	55

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

	APR 2010	APR II 2010	MAY I 2010	MAY II 2010	JUN 2010
1. Approve	46	49	51	50	49
2. Don't know/refused	7	7	5	6	4
3. Disapprove	47	45	45	44	47

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 2010	100	40	52	7
	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
4. Democrats in Congress	APR 2010	100	43	52	5
	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

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

	APR 2010	APR II 2010	MAY I 2010	MAY II 2010	JUN 2010
1. Education	8	7	8	7	7
2. Social Security	5	5	5	6	4
3. Retirement and Investments	1	1	1	1	1
4. Terrorism	1	1	1	2	1
5. Healthcare/Rx	15	11	9	8	8
6. The Economy	29	28	29	29	31
7. Jobs	12	13	13	11	11
8. Taxes	5	4	3	3	3
9. Crime and Safety	1	1	1	1	1
10. Environment	2	3	3	3	4
11. National Defense/Foreign Affairs/Iraq	4	6	5	4	7
12. National Deficit/Spending	9	10	8	8	10
13. Energy	-	2	1	1	2
14. Gas prices	-	1	-	1	-
15. Immigration	3	3	6	8	4
16. Other	3	2	2	4	2
17. Don't know/Refused	3	3	4	4	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. Health Care/Rx	APR 2010	44	45
	APR II 2010	39	49
	MAY I 2010	40	50
	MAY II 2010	41	48
	JUN 2010	39	49
7. The Economy	APR 2010	47	42
	APR II 2010	43	44
	MAY I 2010	43	46
	MAY II 2010	44	45
	JUN 2010	44	43
8. Jobs	APR 2010	44	44
	APR II 2010	41	45
	MAY I 2010	41	50
	MAY II 2010	41	47
	JUN 2010	44	44
9. Fiscal Responsibility	APR 2010	49	36
	APR II 2010	44	41
	MAY I 2010	46	41
	MAY II 2010	47	38
	JUN 2010	48	35
10. Taxes	APR 2010	50	40
	APR II 2010	47	41
	MAY I 2010	45	45
	MAY II 2010	44	42
	JUN 2010	47	41
11. Energy and gas prices	APR 2010	39	48
	MAY I 2010	39	48
	MAY II 2010	35	50
	JUN 2010	36	49
12. Education	APR 2010	39	49
	MAY I 2010	36	53
	MAY II 2010	35	53
	JUN 2010	36	51

(ROTATE 13-15 and 16-18)

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

1. Yes (GO TO Q14)	35
2. No (GO TO Q16)	63
3. DK/Refused (DO NOT READ – GO TO Q16)	2

14. What was it?

	JUNE 2010
1. Response about oil spill/concerns on the handling of...	24
2. Against health care reform bill	7
3. Opposing tax increase	3
4. About social security	1
5. Dealing with energy bill	4
6. Focusing on job creation	3
7. Reducing government spending/balance budget	6
8. About immigration/trying to pass immigration law	7
9. Holding up financial reform bill/banking regulations	3
10. Stopping offshore drilling	1
11. Against Cap and Trade Bill/environmental issues	3
12. Opposing/obstructing policies/against everything	17
13. Putting Obama/Democrats down/criticizing/blaming	11
14. Getting economy back in shape/economic reform	5
15. Doing right/straightening things up – General	3
16. Incompetent/Not doing much	3
17. I am against/don't agree	1
18. About healthcare/Working/modifying healthcare	6
19. Stopped the extension of unemployment benefits	1
20. Talking about fiscal responsibility	1
21. They are the minority/outnumbered	1
22. Talking about who is running/candidates	1
23. None/nothing	3
24. Other	4

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

1. More favorable	38
2. Less favorable	50
3. No difference (DO NOT READ)	12

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

1. Yes (GO TO Q17)	48
2. No (GO TO Q19)	50
3. DK/Refused (DO NOT READ – GO TO Q19)	2

17. What was it?

	JUNE 2010
1. Fixing/Handling the oil spill	29
2. Passed a Health Care Reform Bill/Working on Health...	21
3. Raising taxes/Energy tax	4
4. Pushing for energy bill/about energy policies	4
5. Pushing to have BP accountable for the oil spill	4
6. Working on the job situation/working on extending	7
7. Spending too much money/Increasing budget deficit	5
8. About immigration law/Arguments or discussion about...	5
9. Working on Financial Reform Bill/Banking Regulations	9
10. About Education increases	2
11. About the War in Afghanistan issues	3
12. Working on the economy/Economic issues	5
13. About Oil prices	1
14. Election campaigns/preparations	3
15. Talking about Stimulus plan/package/Voting for...	3

16. Environmental issues/EPA/Pushing an Environment Bill	8
17. Bailout money for teachers' unions/labor unions	-
18. Not doing a good job/not doing much to the country	3
19. Backing/following what Obama is doing	-
20. Doesn't know how to handle the issue in the Gulf...	3
21. Busy fighting with the Republicans	1
22. None/nothing	1
23. Other	5
24. Don't know/Can't remember/Refused	9

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

1. More favorable	40
2. Less favorable	47
3. No difference (DO NOT READ)	13

RESUME WITH ALL

19. 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 2010	APR II 2010	MAY I 2010	MAY II 2010	JUN 2010
1. Republican	44	41	43	41	44
2. Lean Republican	2	2	2	1	2
3. Undecided	6	5	4	6	5
4. Lean Democrat	1	2	3	1	3
5. Democrat	44	45	45	47	43
6. Don't Know/Refused (DO NOT READ)	3	5	3	3	3
TOTAL REPUBLICAN	46	43	45	43	46
TOTAL DEMOCRAT	45	47	48	48	46

20. Do you think that the jobs situation is (ROTATE TOP TO BOTTOM, BOTTOM TO TOP) getting better, getting worse or not changing?

1. Better	34
2. Worse	26
3. Not changing	38
4. Don't Know/Refused (DO NOT READ)	2

(ROTATE Q21-22)

**21. Which of the following descriptions best represents Republicans in Congress?
(ROTATE)**

1. Obstructionists	15
2. Looking out for their own interests	28
3. Economic issues	11
4. Conservative	26
5. Not for the poor	7
6. Corrupt	3
7. Something else (SPECIFY)	3
8. Don't Know/Refused (DO NOT READ)	7

**22. Which of the following descriptions best represents Democrats in Congress?
(ROTATE)**

1. Incompetent and can't govern	17
2. Government spending	16
3. For the poor	11
4. Liberal	20
5. Change	18
6. Corrupt	8
7. Something else (SPECIFY)	3
8. Don't Know/Refused (DO NOT READ)	7

23. Who is more concerned about you? (ROTATE)

1. Republicans in Congress	35
2. Democrats in Congress	44
3. Don't Know (DO NOT READ)	21

BELIEF STATEMENTS

I am going to read a series of statements to you. For each please tell me if you believe or do not believe the statement. (ROTATE STATEMENTS)

24. Republicans in Congress are obstructionists.

1. Believe	45
2. Do not believe	49
3. Don't Know/Refused (DO NOT READ)	6

25. Republicans in Congress are looking out for their own interests.

1. Believe	66
2. Do not believe	31
3. Don't Know/Refused (DO NOT READ)	3

26. Democrats in Congress are incompetent and can't govern.

1. Believe	40
2. Do not believe	57
3. Don't Know/Refused (DO NOT READ)	4

27. President Obama's administration is incompetent and can't govern.

1. Believe	38
2. Do not believe	58
3. Don't Know/Refused (DO NOT READ)	4

28. In order to create jobs and grow the economy, Congress must pass a budget to rein in government spending and provide fiscal discipline.

1. Believe	80
2. Do not believe	17
3. Don't Know/Refused (DO NOT READ)	3

**29. Do you think that the difficulties that President Obama has had are due to....?
(ROTATE)**

1. Isolated difficult situations	45
2. A systemic problem with his administration's handling of critical situations	40
3. Don't Know (DO NOT READ)	14

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

1. It is good for Republicans to be the party of no because they are stopping bad policies.	36
2. It is not good for Republicans to be the party of no because they are not helping solve the nation's problems, and are simply opposing for political reasons.	53
3. Don't Know (DO NOT READ)	10

CONTRASTS

I am going to read a series of policy position contrasts and ask you to tell me who you agree with more. ...(ROTATE q31-35)

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

1. The Republican who says we need checks and balances on President Obama and Democrats in Congress.	34
2. The Democrat who says we need to create jobs, cut the deficit, and bring accountability to Wall Street and Washington.	60
3. Don't Know (DO NOT READ)	5

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

1. The Republican who says we need checks and balances on President Obama and Democrats in Congress.	46
2. The Democrat who says we need to get things done in Washington, and Republicans are obstructing and not helping solve the nation's problems, simply opposing for political reasons.	48
3. Don't Know (DO NOT READ)	6

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

1. The Republican who says in order to create jobs and grow the economy, Congress must pass a budget to rein in government spending and provide fiscal discipline.	46
2. The Democrat who says we need to create jobs, cut the deficit, and bring accountability to Wall Street and Washington.	50
3. Don't Know (DO NOT READ)	4

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

1. The Republican who says in order to create jobs and grow the economy, Congress must pass a budget to rein in government spending and provide fiscal discipline.	58
2. The Democrat who says Republicans do not have a plan to create jobs, and without a jobs plan, should not be back in the majority because they don't know how to govern.	36
3. Don't Know (DO NOT READ)	7

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

1. The Republican who says Democrats have not created jobs, and instead have increased government spending.	45
2. The Democrat who says Republicans do not have a plan to create jobs, but Democrats will create jobs through investment in infrastructure like roads and bridges, which Republicans oppose.	49
3. Don't Know (DO NOT READ)	6

36. Who are you more likely to vote for? (ROTATE)

1. The Republican candidate who says he or she has a plan to reduce government spending.	44
2. The Democrat candidate who says he or she has a plan to create jobs.	51
3. Don't Know (DO NOT READ)	5

**37. Which will play a larger role in how you will vote for Congress this November?
(ROTATE)**

1. Who has a better plan for job creation and the economy	69
2. What President Obama and Democrats in Congress have accomplished	25
3. Don't Know (DO NOT READ)	6

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)

1. ABC News	6
2. NBC News	8
3. CBS News	5
4. Local TV news	20
5. CNN News	20
6. MSNBC/CNBC News	5
7. Fox News	20
8. CSpan	-
9. Daily newspaper	35
10. News magazines such as Time, US News, and Newsweek	4
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	9
14. Opinion websites like Drudge Report or slate.com	2
15. National Public Radio	8
16. Religious radio shows	-
17. Talk radio like Rush Limbaugh	3
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	-
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	11
26. Don't Know/Refused (DO NOT READ)	6

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 (DO NOT READ)	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 (DO NOT READ)	2

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

1. Yes	33
2. No	66
3. Don't Know/Refused (DO NOT READ)	2

43. What is your current marital status?

1. Single, never married	19
2. Married	63
3. Separated	1
4. Divorced	8
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	9
2. 15K-30K	10
3. 30K-50K	14
4. 50K-75K	17
5. 75K-100K	12
6. Over 100K	20
7. Don't Know/Refused (DO NOT READ)	18

45. What is your religion?

1. Evangelical/Fundamentalist Protestant	11
2. Mainline Protestant	15
3. Catholic	23
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	6
7. Other	29
8. Don't Know/Refused (DO NOT READ)	12

46. What is your race?

1. Hispanic	8
2. African-American	9
3. Asiatic	1
4. White	78
5. Other	3
6. Don't Know/Refused (DO NOT READ)	2

47. 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	17

Region (TAKEN FROM SAMPLE)

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

