

NEW MODELS NATIONAL BRAND SURVEY
November 2, 2010
N = 1000 Voters, Post-Election

- 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?**

1. Right Direction	35
2. Don't Know/Refused (DO NOT READ)	6
3. Wrong Track	59

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

1. Approve	45
2. Don't know/refused	4
3. Disapprove	51

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	FAVORABLE	UNFAVORABLE	NO OPINON
3. Republicans in Congress	100	47	48	4
4. Democrats in Congress	100	41	57	2
5. The Republican Pledge to America	93	44	41	8
6. John Boehner	79	29	33	17
7. Nancy Pelosi	99	37	58	4
8. The tea party movement	98	45	44	9

9. Which of the following issues was most important to you in deciding who to vote for in the election for Congress? (ROTATE)

1. Education	6
2. Social Security	4
3. Retirement and Investments	1
4. Terrorism	*
5. Healthcare/Rx	12
6. The Economy	42
7. Jobs	12
8. Taxes	3
9. Crime and Safety	*
10. Environment	1
11. National Defense/Foreign Affairs/Iraq	2
12. National Deficit/Spending	10
13. Energy	*
14. Gas prices	*
15. Immigration	3
16. Other	2
17. Don't know/Refused	2

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
10. The Economy	52	43
11. Jobs	50	44
12. Taxes	53	43
13. Health Care/RX	49	46
14. Fiscal responsibility	53	43

On a scale of 1-9 with 1 being somewhat important, 5 being very important, and 9 being extremely important, how important is each of the following issues or items to you in deciding how you voted for Congress: (ROTATE LIST)

	MEAN
15. The unemployment rate	7.22
16. Health care	7.37
17. Outsourcing of jobs overseas	6.43
18. Government spending/national deficit	7.18
19. Repeal and replace President Obama's health care plan	5.65
20. Need for a check and balance on President Obama and Democrats in Congress	6.11
21. Nancy Pelosi	5.46

(ROTATE Q22-23 with Q24-25)

22. What was the theme or issue that you heard Republican campaigns and candidates talking about most?

1. About cutting taxes/About taxes	16
2. It was about the deficit	9
3. It is about job/s	21
4. It was about economy	18
5. About healthcare/Obamacare	28
6. About spending/Cutting spending	12
7. About changes in general	2
8. About illegal immigration/aliens	5
9. Less government	3
10. It was about the budget	2
11. About the national debt	1
12. About the fiscal responsibility	3
13. About helping small businesses/businesses	1
14. About social security	1
15. Throwing negative things about the other party/opponent/Opposing democrats agendas	11
16. About getting the country back on track	1
17. Talking about Obama and about replacing him	1
18. None	3
19. Other	6
20. Don't/Not Sure/Can't recall	4

23. Did this make you more favorable or less favorable to vote for Republican candidates?

1. More favorable	50
2. Less favorable	45
3. DK/Refused (DO NOT READ)	5

24. What was the theme or issue that you heard Democrat campaigns and candidates talking about most?

1. They are talking about the economy	19
2. They are talking about jobs/job creation/unemployment/jobs being sent overseas	25
3. They are talking about healthcare/ health care plan/medical	19
4. It is about social security	1
5. They are talking about immigration/illegal immigration	1
6. They are talking about taxes/tax policies/tax breaks	6
7. It is about George Bush/ They are blaming George Bush	1
8. It is about the Republicans/ they are attacking the Republicans/tea party movement	5
9. They are talking about deficit/ debt/ fiscal responsibility	2
10. They are talking about Government spending	2
11. It is about the stimulus bill/plan	1
12. They have negative campaigns/ mudslinging	6
13. They are talking about war	*
14. They are lying/ don't believe them	1
15. They are talking about education	6
16. They are talking about Obama/ they are supporting Obama	2
17. General negative comments about the Democrats	3
18. They want to get reelected	1
19. The republicans and democrats are running each other down	2
20. They said that they need more time/ more time in fixing things	2
21. They are talking about their accomplishments/about what they have done	1
22. They are talking about change	1
23. They said that they are on the right track/direction	2

24. They said that they were experienced	*
25. They are trying to get things back in order/ they are moving forward/they are trying to finish the job that they started	2
26. Healthcare is not good/ they don't do enough on healthcare	1
27. They did not do anything to create jobs	1
28. They said that they inherited the problems/issues	*
29. They are talking about energy	*
30. They talked about the environment	*
31. None	1
32. Other	8
33. Don't Know/Not Sure/Can't recall/ Don't listen to it	12

25. Did this make you more favorable or less favorable to vote for Democrat candidates?

1. More favorable	41
2. Less favorable	51
3. DK/Refused (DO NOT READ)	7

26. For which candidate did you vote for US Congress from your district? (ROTATE)

1. Republican candidate	52
2. Democratic candidate	45
3. Independent or third party candidate	2
4. DK/Refused (DO NOT READ)	1

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.

	Believe	Do not believe	DK/Refused (DO NOT READ)
27. Republicans have a plan for growing the economy and creating jobs.	48	49	2

28. The government is penalizing responsible middle-class Americans who played by the rules and bailing out those who acted irresponsibly.	61	36	3
29. Congress should implement significant spending cuts, even if it means cuts to health care, Social Security and education.	40	57	3

IMAGES OF THE PARTIES

(ROTATE 30-31)

	MEAN
30. On a scale of 1-9 with 1 being that you have no idea, 5 Somewhat familiar and 9 being very familiar, how well or not well do you know where Republicans stand on major national issues?	6.62
31. On a scale of 1-9 with 1 being that you have no idea, 5 somewhat familiar and 9 being very familiar, how well or not well do you know where Democrats stand on major national issues?	6.83

IDEOLOGY

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate... (ROTATE Q32-37)

	MEAN
32. Your own political ideology	5.90
33. Ideology of Republicans in Congress	6.44
34. Ideology of Democrats in Congress	3.54
35. Ideology of Barack Obama	3.44
36. Ideology of Fox News	6.67
37. Ideology of NPR	3.65

Now in thinking back a few years, on a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate...

	MEAN
38. Your own political ideology five years ago	5.40

PARTY HANDLING OF THE ECONOMY

39. Do you think that the economic stimulus package recently passed by Congress is or is not working?

1. Is working	33
2. Is not working	62
3. Don't Know/Refused (DO NOT READ)	6

40. Do you think that at this point, the state of the economy is more the result of (ROTATE)

1. President Obama's policies	51
2. President Bush's policies	39
3. Don't Know/Refused (DO NOT READ)	10

41. During the past year, many people have posed the question "where are the jobs". Would you agree or disagree that this was THE central question in this election?

1. Agree	77
2. Disagree	20
3. Don't Know/Refused (DO NOT READ)	3

HEALTH CARE

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

1. Favor	44
2. Oppose	52
3. Don't Know (DO NOT READ)	4

43. Do you favor or oppose the Republican proposal to repeal and replace President Obama's health care plan?

1. Favor	48
2. Oppose	46
3. Don't Know (DO NOT READ)	6

TECHNOLOGY AND SOURCES OF INFORMATION

44. Which was more influential in how you voted? (ROTATE)

A. What is your first choice?

B. What is your second choice?

FIRST CHOICE

1. Information from news organizations such as TV and cable news, talk radio, newspapers and other media sources	65
2. Information from campaign television ads and campaign mail you received	4
3. Discussion with friends and neighbors	10
4. Advertisements and information from 527 advocacy groups such as Moveon.org and American Crossroads	2
5. Congressional candidate debates	5
6. Popular culture influences such as Jon Stewart and Glenn Beck	2
7. Social networks such as twitter and Facebook	1
8. Political blogs	2
9. Campaign websites	3
10. OTHER (DO NOT READ) (RECORD RESPONSE)	2
11. DK/REFUSED (DO NOT READ)	4

SECOND CHOICE

1. Information from news organizations such as TV and cable news, talk radio, newspapers and other media sources	15
2. Information from campaign television ads and campaign mail you received	13
3. Discussion with friends and neighbors	19
4. Advertisements and information from 527 advocacy groups such as Moveon.org and American Crossroads	3
5. Congressional candidate debates	14

6. Popular culture influences such as Jon Stewart and Glenn Beck	13
7. Social networks such as twitter and Facebook	1
8. Political blogs	4
9. Campaign websites	4
10. OTHER (DO NOT READ) (RECORD RESPONSE)	6
11. DK/REFUSED (DO NOT READ)	5

COMBINED CHOICES

1. Information from news organizations such as TV and cable news, talk radio, newspapers and other media sources	80
2. Information from campaign television ads and campaign mail you received	17
3. Discussion with friends and neighbors	30
4. Advertisements and information from 527 advocacy groups such as Moveon.org and American Crossroads	5
5. Congressional candidate debates	18
6. Popular culture influences such as Jon Stewart and Glenn Beck	15
7. Social networks such as twitter and Facebook	3
8. Political blogs	6
9. Campaign websites	7
10. OTHER (DO NOT READ) (RECORD RESPONSE)	8
11. DK/REFUSED (DO NOT READ)	8

Now just a few demographic questions for statistical purposes only—

45. 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	7
2. NBC News	9
3. CBS News	6
4. Local TV news	14
5. CNN News	14
6. MSNBC/CNBC News	6
7. Fox News	29
8. CSpan	*
9. Daily newspaper	35
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	14
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	9
14. Opinion websites like Drudge Report or slate.com	3
15. National Public Radio	4
16. Religious radio shows	1
17. Talk radio like Rush Limbaugh	9
18. General radio news station	3
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	*
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	15
26. Don't Know/Refused (DO NOT READ)	3

46. In what year were you born?

4. 18-34	17
5. 35-44	19
6. 45-54	19
7. 55-64	23
8. 65+	21
9. Don't Know/Refused (DO NOT READ)	1

47. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?

1. Republican	35
2. Democrat	35
3. Independent	28
4. Other	1
5. Don't Know/Refused (DO NOT READ)	1

48. If you had to classify yourself, would you say you are (ROTATE) liberal, moderate, or conservative in your political beliefs?

1. Liberal	19
2. Moderate	38
3. Conservative	42
4. Don't Know/Refused (DO NOT READ)	1

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

1. Yes	36
2. No	64
3. Don't Know/Refused (DO NOT READ)	*

50. What is your current marital status?

1. Single, never married	15
2. Married	65
3. Separated	3
4. Divorced	8
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	1

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

1. Less than 15K	5
2. 15K-30K	8
3. 30K-50K	15
4. 50K-75K	24
5. 75K-100K	15
6. Over 100K	20
7. Don't Know/Refused (DO NOT READ)	13

52. What is your religion?

1. Evangelical/Fundamentalist Protestant	11
2. Mainline Protestant	21
3. Catholic	21
4. Jewish	3
5. Mormon	2
6. Atheist/Agnostic	12
7. Other	26
8. Don't Know/Refused (DO NOT READ)	6

53. What is your race?

1. Hispanic	8
2. African-American	11
3. Asiatic	1
4. White	77
5. Other	2
6. Don't Know/Refused (DO NOT READ)	1

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

1. Yes	15
2. No	82

Gender (by observation)

1. Male	48
2. Female	52

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

1. Urban	26
2. Suburban	58
3. Rural	17

Region (TAKEN FROM SAMPLE)

1. Northeast	22
2. South	28
3. Midwest	17
4. Plains/Mountains	15
5. West Coast	18