

NEW MODELS NATIONAL BRAND SURVEY
October 13-14, 2010
1000 RVs

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?

	JUL I 2010	JUL II 2010	AUG 2010	SEP I 2010	SEP II 2010	SEP III 2010	OCT I 2010
MEAN	8.01	7.91	8.09	7.94	8.13	8.06	8.12

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?

	JUL I 2010	JUL II 2010	AUG 2010	SEP I 2010	SEP II 2010	SEP III 2010	OCT I 2010
1. Right Direction	34	35	35	36	35	34	33
2. Don't Know/Refused (DO NOT READ)	10	12	10	9	10	9	12
3. Wrong Track	56	53	56	55	55	56	55

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

	JUL I 2010	JUL II 2010	AUG 2010	SEP 2010	SEP II 2010	SEP III 2010	OCT I 2010
1. Approve	46	47	45	47	46	47	48
2. Don't know/refused	5	7	6	5	5	6	6
3. Disapprove	48	45	49	49	48	47	46

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	JUL I 2010	100	39	51	10
	JUL II 2010	99	40	52	8
	AUG 2010	100	39	54	7
	SEP I 2010	100	39	56	5
	SEP II 2010	100	41	52	7
	SEP III 2010	100	37	54	9
	OCT I 2010	100	43	48	9
	4. Democrats in Congress	JUL 2010	100	42	51
JUL II 2010		100	43	51	6
AUG 2010		100	45	49	6
SEP I 2010		100	45	51	4
SEP II 2010		100	44	50	6
SEP III 2010		100	43	52	5
OCT I 2010		100	41	50	8
5. John Boehner		MAR 2010	64	18	25
	JUL 2010	61	14	23	24
	SEP III 2010	68	20	28	19
	OCT I 2010	69	22	25	21
6. Nancy Pelosi	MAR 2010	94	35	53	6
	SEP III 2010	95	35	54	6
	OCT I 2010	96	34	53	9
7. The Pledge to America	OCT I 2010	74	44	17	13

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

	JUL I 2010	JUL II 2010	AUG 2010	SEP I 2010	SEP II 2010	SEP III 2010	OCT I 2010
1. Education	6	6	8	7	8	8	10
2. Social Security	5	5	6	5	5	4	5
3. Retirement and Investments	1	1	1	1	1	1	1
4. Terrorism	2	1	1	1	2	1	2
5. Healthcare/Rx	8	7	9	9	8	12	8
6. The Economy	30	35	30	35	37	30	31
7. Jobs	13	16	14	12	12	15	14
8. Taxes	3	3	3	4	3	4	4
9. Crime and Safety	1	1	1	1	1	1	1
10. Environment	3	1	2	2	1	1	2
11. National Defense/Foreign Affairs/Iraq	4	4	4	4	5	4	4
12. National Deficit/Spending	9	8	10	8	7	8	8
13. Energy	2	1	1	1	1	1	1
14. Gas prices	-	1	-	1	*	-	-
15. Immigration	4	5	5	5	4	5	3
16. Other	3	2	1	2	1	2	3
17. Don't know/Refused	5	3	5	2	3	3	5

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
9. The Economy	JUL I 2010	47	43
	JUL II 2010	46	45
	AUG 2010	44	44
	SEP 2010	44	44
	SEP II 2010	46	43
	SEP III 2010	48	45
	OCT 2010	46	45
10. Jobs	JUL I 2010	43	46
	JUL II 2010	44	46
	AUG 2010	42	46

	SEP 2010	43	47
	SEP II 2010	42	47
	SEP III 2010	45	48
	OCT 2010	44	47
	JUL I 2010	48	42
	JUL II 2010	47	42
	AUG 2010	49	40
11. Taxes	SEP 2010	47	44
	SEP II 2010	46	46
	SEP III 2010	47	45
	OCT 2010	47	44
	JUL 2010	43	48
12. Health Care/RX	SEP 2010	38	51
	SEP II 2010	40	50
	SEP III 2010	41	50
	OCT 2010	41	49

(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)

	SEP I 2010	SEP II 2010	SEP III 2010	OCT 2010
1. Yes (GO TO Q14)	34	41	47	41
2. No (GO TO Q16)	65	57	51	56
3. DK/Refused (DO NOT READ – GO TO Q16)	1	2	2	2

14. What was it?

1. They're talking about repealing health care bill/Obamacare	12
2. Expanding/extending Bush tax cuts	10
3. Concerns about the economy/making economy better	8
4. It was about jobs/bringing more jobs	6
5. About education/fixing education system	1
6. They are working/active with programs/doing their jobs	5
7. Obstructionism/Blocking of passage laws/bills/they say no to everything	11
8. They have no done anything	3
9. Pledge to America/New contracts/platform	12
10. About Social Security	2
11. Fighting with the Democrats/Blaming/fighting each other	5

12. About health care – general	4
13. Raising of taxes	6
14. Stop/lower spending of government/deficits	6
15. Immigration/stop immigration/aliens	3
16. Talking about budget/balancing the budget	1
17. They are running for election/reelection	4
18. It was all negative/negative campaign	4
19. Mainly about campaigns	3
20. Opposed the president/Obama	3
21. It was about the tea party	1
22. Heard/seen the debate	1
23. None/NA/Nothing specific	3
24. Others	4
25. Don't know/refused/can't remember	16

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

	SEP I 2010	SEP II 2010	SEP III 2010	OCT 2010
1. More favorable	41	44	43	42
2. Less favorable	48	48	50	45
3. No difference (DO NOT READ)	12	8	7	13

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

	SEP I 2010	SEP II 2010	SEP III 2010	OCT 2010
1. Yes (GO TO Q17)	43	51	52	47
2. No (GO TO Q19)	56	47	46	51
3. DK/Refused (DO NOT READ – GO TO Q19)	1	2	2	3

17. What was it?

1. It is about the taxes/tax credits/tax break/repealing Bush tax credit	14
2. They are working on the healthcare/healthcare bill	18
3. They are spending money/they are spending money for infrastructure/for creating jobs	5
4. They are working on the insurance/medical/health insurance	2
5. It is about immigration/immigration bill/policy	2
6. They are talking about education/improving education/strengthening education	1
7. It is about the economy/they are trying to improve the economy	6
8. They are extending the unemployment benefits	2
9. They are trying to get jobs/they are creating jobs	10
10. They are blaming Bush	-
11. They are working on the don't ask, don't tell policy	3
12. Trying to convince people to vote for them/to be reelected/hold on to their seats	3
13. They are talking about the election/they are running for the election	2
14. They are trying to pass the small business bill/help small business	2
15. They are attacking the Republicans/making negative advertisements	6
16. They are not doing the job/for the country/for the economy	5
17. They are working on the financial problem/they have enacted financial legislation to monitor wall street	4
18. They were talking about Social Security/working on cheaper Social Security	1
19. They are working with regard to stimulus	2
20. Don't like Democrats/do not agree with them/don't vote for them	4
21. They are working on energy	1
22. Republican blocks them off/can't do anything because of Republicans	1
23. They are talking about the war/Iraq/Afghanistan	2
24. Backing away/backtracking from President's agenda	1
25. They are trying to pass the legislation for the home foreclosure	2
26. They are trying to pass the bill/talking about the bill	2
27. They are raising the deficit/debt	1
28. They are lying/in their campaign/about what they are doing	2
29. They are busy with their campaign/have lots of campaigns	3
30. They are doing everything for the country/they are good	3

31. They took a vacation	1
32. They are promoting environmental issues	1
33. None/NA/Nothing specific	2
34. Others	8
35. Don't remember/Don't know/Can't remember	13

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

	SEP I 2010	SEP II 2010	SEP III 2010	OCT 2010
1. More favorable	44	42	41	35
2. Less favorable	47	48	49	50
3. No difference (DO NOT READ)	10	10	10	15

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?

	JUL I 2010	JUL II 2010	AUG 2010	SEP I 2010	SEP II 2010	SEP III 2010	OCT 2010
1. Republican	44	46	42	41	43	45	45
2. Lean Republican	2	1	3	2	3	2	1
3. Undecided	3	5	5	6	3	3	3
4. Lean Democrat	3	2	2	3	3	3	2
5. Democrat	45	43	45	46	46	45	45
6. Don't Know/Refused (DO NOT READ)	2	2	5	2	2	2	3
TOTAL REPUBLICAN	46	47	44	43	46	47	46
TOTAL DEMOCRAT	48	46	46	48	49	48	47

**20. In thinking about the 2001 and 2003 tax cuts, which approach do you prefer?
(ROTATE)**

	AUG I 2010	SEP III 2010	OCT 2010
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1. Extending all the tax cuts	41	42	41
2. Extending the tax cuts for the middle class, but rolling back the tax cuts on the top two percent of the wealthy	52	51	52
3. Don't Know/Refused (DO NOT READ)	7	7	7

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

		Believe	Do not believe	DK/Refused (DO NOT READ)
21. Republicans have a plan for the economy.	SEP II 2010	50	46	4
	SEP III 2010	51	45	4
	OCT 2010	48	48	4
22. Democrats don't want to talk about their own record on the economy, so they are attacking Republicans.	OCT 2010	50	46	5
	SEP II 2010	47	43	10
23. President Obama's tax proposal will raise taxes on 50 percent of small business income in America.	SEP III 2010	44	48	8
	OCT 2010	45	46	9

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

	SEP III 2010	OCT 2010
1. Republicans have proposed a legislative agenda with a plan to create jobs, reduce government spending, and making government more accountable.	46	45
2. Republicans have not offered any ideas or solutions, and simply oppose everything President Obama and Democrats offer.	50	49
3. Don't Know/Refused (DO NOT READ)	5	5

25. Republicans proposed a legislative agenda a few weeks ago. Who do you agree with more? (ROTATE)

	SEP III 2010	OCT 2010
1. The Republican who says their agenda outlines proposals to create jobs, reduce government spending, and making government more accountable.	47	46
2. The Democrat who says the Republican agenda is just a return to failed Bush policies.	45	44
3. Don't Know/Refused (DO NOT READ)	8	9

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 to vote for Congress: (ROTATE LIST)

	MEAN
26. Immigration	6.29
27. Job creation	8.17
28. Health care	7.55
29. Outsourcing of jobs overseas	6.16
30. Government spending	7.42
31. Voting to oppose President Obama	4.47
32. Voting for a Republican controlled Congress	4.85
33. Voting to repeal and replace President Obama's health care plan	5.46

34. Do you think that Republicans will or will not win a majority in Congress this year? (ROTATE)

1. Will	55
2. Will not	33
3. Don't Know/Refused (DO NOT READ)	12

Now just a few demographic questions for statistical purposes only—

35. 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	6
3. CBS News	3
4. Local TV news	15
5. CNN News	16
6. MSNBC/CNBC News	4
7. Fox News	21
8. CSpan	-
9. Daily newspaper	30
10. News magazines such as Time, US News, and Newsweek	5
11. Opinion magazines like The Weekly Standard	-
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	13
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	9
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	7
16. Religious radio shows	-
17. Talk radio like Rush Limbaugh	3
18. General radio news station	2
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	1
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
25. Other	13
26. Don't Know/Refused (DO NOT READ)	9

36. In what year were you born?

4. 18-34	20
5. 35-44	17
6. 45-54	23
7. 55-64	21
8. 65+	17

37. 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

38. 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

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

1. Yes	36
2. No	63
3. Don't Know/Refused (DO NOT READ)	1

40. What is your current marital status?

1. Single, never married	18
2. Married	62
3. Separated	1
4. Divorced	9

5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	3

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

1. Less than 15K	8
2. 15K-30K	11
3. 30K-50K	16
4. 50K-75K	18
5. 75K-100K	12
6. Over 100K	21
7. Don't Know/Refused (DO NOT READ)	14

42. What is your religion?

1. Evangelical/Fundamentalist Protestant	9
2. Mainline Protestant	15
3. Catholic	24
4. Jewish	3
5. Mormon	2
6. Atheist/Agnostic	7
7. Other	29
8. Don't Know/Refused (DO NOT READ)	11

43. What is your race?

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

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

1. Yes	13
2. No	87

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	45
3. Rural	29

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	28
3. Midwest	21
4. Plains/Mountains	17
5. West Coast	16