

NEW MODELS NATIONAL BRAND SURVEY
October 23-24, 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 II 2010	AUG 2010	SEP I 2010	SEP II 2010	SEP III 2010	OCT I 2010	OCT II 2010
MEAN	7.91	8.09	7.94	8.13	8.06	8.12	8.24

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 II 2010	AUG 2010	SEP I 2010	SEP II 2010	SEP III 2010	OCT I 2010	OCT II 2010
1. Right Direction	35	35	36	35	34	33	35
2. Don't Know/Refused (DO NOT READ)	12	10	9	10	9	12	11
3. Wrong Track	53	56	55	55	56	55	54

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

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

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 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
	OCT II 2010	100	40	52	8
	JUL II 2010	100	43	51	6
	AUG 2010	100	45	49	6
4. Democrats in Congress	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
	OCT II 2010	100	43	51	6
5. The Republican Pledge to America	OCT II 2010	92	40	43	9

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

	JUL II 2010	AUG 2010	SEP I 2010	SEP II 2010	SEP III 2010	OCT I 2010	OCT II 2010
1. Education	6	8	7	8	8	10	8
2. Social Security	5	6	5	5	4	5	6
3. Retirement and Investments	1	1	1	1	1	1	1
4. Terrorism	1	1	1	2	1	2	1
5. Healthcare/Rx	7	9	9	8	12	8	10
6. The Economy	35	30	35	37	30	31	34
7. Jobs	16	14	12	12	15	14	15

8. Taxes	3	3	4	3	4	4	3
9. Crime and Safety	1	1	1	1	1	1	*
10. Environment	1	2	2	1	1	2	1
11. National Defense/ Foreign Affairs/Iraq	4	4	4	5	4	4	3
12. National Deficit/ Spending	8	10	8	7	8	8	8
13. Energy	1	1	1	1	1	1	1
14. Gas prices	1	-	1	*	-	-	1
15. Immigration	5	5	5	4	5	3	4
16. Other	2	1	2	1	2	3	2
17. Don't know/Refused	3	5	2	3	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
7. The Economy	JUL II 2010	46	45
	AUG 2010	44	44
	SEP 2010	44	44
	SEP II 2010	46	43
	SEP III 2010	48	45
	OCT I 2010	46	45
	OCT II 2010	43	46
	8. Jobs	JUL II 2010	44
AUG 2010		42	46
SEP 2010		43	47
SEP II 2010		42	47
SEP III 2010		45	48
OCT 2010		44	47
OCT II 2010		44	46
9. Taxes	JUL II 2010	47	42
	AUG 2010	49	40
	SEP 2010	47	44
	SEP II 2010	46	46
	SEP III 2010	47	45
	OCT I 2010	47	44
	OCT II 2010	47	44
10. Health Care/RX	SEP 2010	38	51
	SEP II 2010	40	50
	SEP III 2010	41	50
	OCT I 2010	41	49
	OCT II 2010	42	47

(ROTATE 11-13 and 14-16)

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

	SEP II 2010	SEP III 2010	OCT I 2010	OCT II 2010
1. Yes (GO TO Q12)	41	47	41	47
2. No (GO TO Q14)	57	51	56	52
3. DK/Refused (DO NOT READ – GO TO Q14)	2	2	2	1

12. What was it?

	OCT II 2010
1. They're talking about repealing health care bill/Obamacare	13
2. Expanding/extending Bush tax cuts/ its about lowering/ reducing taxes	10
3. Concerns about the economy/making economy better	7
4. It was about jobs/bringing more jobs	8
5. About education/fixing education system	*
6. They are working/active with programs/doing their jobs/ working for the country	2
7. Obstructionism/Blocking of passage laws/bills/they say no to everything	4
8. They have not done anything	2
9. Pledge to America/New contracts/platform	6
10. About Social Security	1
11. Fighting with the Democrats/Blaming/fighting each other	6
12. About health care – general	6
13. Raising of taxes	1
14. Stop/lower spending of government/deficits	5
15. Immigration/stop immigration/aliens	2
16. Talking about budget/balancing the budget	1
17. They are running for election/reelection	5
18. It was all negative/negative campaign	5
19. Mainly about campaigns/ tv ads	6
20. Opposed the president/Obama	3
21. It was about the tea party	2
22. Heard/seen the debate	2

23. They talked about taxes	4
24. I don't like it I don't like them	1
25. None/NA/Nothing specific	1
26. Others	7
27. Don't know/refused/can't remember	21

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

	SEP II 2010	SEP III 2010	OCT I 2010	OCT II 2010
1. More favorable	44	43	42	41
2. Less favorable	48	50	45	49
3. No difference (DO NOT READ)	8	7	13	11

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

	SEP II 2010	SEP III 2010	OCT I 2010	OCT II 2010
1. Yes (GO TO Q15)	51	52	47	50
2. No (GO TO Q17)	47	46	51	48
3. DK/Refused (DO NOT READ – GO TO Q17)	2	2	3	2

15. What was it?

	OCT II 2010
1. It is about the taxes/tax credits/tax break/repealing Bush tax credit/their stand on the new tax law/they are raising taxes	13
2. They are working on the healthcare/healthcare bill	18
3. They are spending money/they are spending money for infrastructure/for creating jobs/for stimulus/to bail out banks	5
4. They are working on the insurance/medical/health insurance	1
5. It is about immigration/immigration bill/policy	3
6. They are talking about education/improving education/strengthening education	2
7. It is about the economy/they are trying to improve the economy	9
8. They are extending the unemployment benefits	1
9. They are trying to get jobs/they are creating jobs	11
10. They are blaming/bashing Bush	-

11. They are working on the don't ask, don't tell policy	1
12. Trying to convince people to vote for them/to be reelected/hold on to their seats	2
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	1
15. They are attacking the Republicans/making negative advertisements	7
16. They are not doing the job/for the country/for the economy	2
17. They are working on the financial problem/they have enacted financial legislation to monitor wall street/working on the bank reform	2
18. They were talking about Social Security/working on cheaper Social Security	2
19. They are working with regard to stimulus	2
20. Don't like Democrats/do not agree with them/don't vote for them/unfavorable/not convincing	2
21. They are working on energy	*
22. Republican blocks them off/can't do anything because of Republicans	1
23. They are talking about the war/Iraq/Afghanistan	1
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	3
29. They are busy with their campaign/have lots of campaigns	4
30. They are doing everything for the country/they are good	2
31. They took a vacation	-
32. They are promoting environmental issues/opening bill on drilling	1
33. It is about the unions	1
34. It is about the cap and trade	1
35. It is about Obama/ supporting Obama	2
36. Democrats are going to cut the unemployment budget	1
37. None/NA/Nothing specific	1
38. Others	7
39. Don't remember/Don't know/Can't remember	16

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

	SEP II 2010	SEP III 2010	OCT I 2010	OCT I 2010
1. More favorable	42	41	35	43
2. Less favorable	48	49	50	47
3. No difference (DO NOT READ)	10	10	15	10

RESUME WITH ALL

17. 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 II 2010	AUG 2010	SEP I 2010	SEP II 2010	SEP III 2010	OCT I 2010	OCT II 2010
1. Republican (GO TO Q18)	46	42	41	43	45	45	44
2. Lean Republican (GO TO Q19)	1	3	2	3	2	1	2
3. Undecided (GO TO Q19)	5	5	6	3	3	3	4
4. Lean Democrat (GO TO Q19)	2	2	3	3	3	2	2
5. Democrat (GO TO Q18)	43	45	46	46	45	45	46
6. Don't Know/Refused (DO NOT READ - GO TO Q19)	2	5	2	2	2	3	2
TOTAL REPUBLICAN	47	44	43	46	47	46	46
TOTAL DEMOCRAT	46	46	48	49	48	47	48

18. In thinking about who you will vote for Congress, have you already made up your mind, or are you still deciding who to vote for?

	OCT II 2010
1. Made up mind	55
2. Still deciding	39
3. Don't Know/Refused (DO NOT READ)	1

RESUME WITH ALL

Do you believe or not believe the following statement:

		Believe	Do not believe	DK/ Refused (DO NOT READ)
19. Republicans have a plan for the economy.	SEP II 2010	50	46	4
	SEP III 2010	51	45	4
	OCT I 2010	48	48	4
	OCT II 2010	55	41	5

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

	SEP III 2010	OCT I 2010	OCT II 2010
1. Republicans have proposed a legislative agenda with a plan to create jobs, reduce government spending, and making government more accountable.	46	45	45
2. Republicans have not offered any ideas or solutions, and simply oppose everything President Obama and Democrats offer.	50	49	48
3. Don't Know/Refused (DO NOT READ)	5	5	7

21. Some Republicans say that President Obama's health care plan should be repealed and replaced. Do you favor or oppose this proposal?

	APR 2010	MAY 2010	SEP III 2010	OCT II 2010
1. Favor (GO TO Q22)	49	47	48	50
2. Oppose (GO TO Q23)	44	47	45	41
3. Don't Know (DO NOT READ – GO TO Q24)	8	6	6	9

(Q22 among “favor” in Q21)

22. Why do you favor repealing and replacing President Obama's health care plan?

	OCT II 2010
1. General Negative Comments - Don't like/agree/believe	9
2. Can't afford/It's costly	25
3. Will raise taxes	4
4. Will not work/will not solve problem/not helping	15
5. Not needed	2

6. Too much government involvement/should be free to choose own healthcare	16
7. Not good/right/fair/too many problems/unconstitutional	17
8. Hurts small businesses	2
9. It's socialist/socialist medicine	3
10. Not good for the country/economy/will bankrupt economy	5
11. Create debt/too much spending	3
12. They didn't read it before passing	4
13. Hurts middle class/poor people	2
14. Don't like the way he handles abortion	1
15. Will not improve quality of healthcare	2
16. Don't like Obama	1
17. Don't understand the bill	1
18. It will be good for everybody	1
19. None/NA/Nothing specific	1
20. Others	7
21. Don't know/refused/can't remember	4

(Q23 among “oppose in Q21)

23. Why do you oppose repealing and replacing President Obama’s health care plan?

	OCT II 2010
1. It is a good plan/good for everybody/for the country	14
2. It gives/help people to have insurance	5
3. It is important/everybody needs healthcare/everyone deserves health care	16
4. Republicans don't do good for the country/they do not have plans/their plans are better than nothing/against Obama's plan	12
5. It/He should be given a chance	5
6. I don't like republicans/don't agree with them	2
7. It brings/heading us into a right direction	3
8. It is a start/something has to be started/needed to be done	3
9. I believe/trust Obama/ he is doing a good job/he is giving health care to everyone	10
10. The country needs a national health care plan	3
11. It helps people/it will benefit people who cannot afford health care (i.e, high hospital bills)	8
12. I opposed to/not in favor/don't like/agree to remove the health care plan	4

13. I am in favor/agree/approved/happy of health care plan/don't want it to be replaced/no need to change it	14
14. It needs some work/to be modified/upgraded/to be added	4
15. Health care plan is too expensive/costly/unaffordable	4
16. They're not doing a good job in the health care plan/don't do any good	3
17. Everything is doing good/doing well/fine/it is working	2
18. It stops insurance fraud/ stop insurance company charging too high	2
19. It doesn't offer benefits to older people/seniors	1
20. It is a legislation that has to be decided	1
21. None/NA/Nothing specific	3
22. Others	7
23. Don't know/refused/can't remember	1

RESUME WITH ALL

24. If repealing the health care bill meant that insurance companies could deny coverage because of pre-existing conditions and would reinstate gaps in prescription drug coverage under Medicare, do you favor or oppose repealing and replacing President Obama's health care plan? (ROTATE)

1. Favor	41
2. Oppose	47
3. Don't Know/Refused (DO NOT READ)	12

25. Which is the greater problem facing the country? (ROTATE)

1. Government spending	43
2. Job creation	51
3. Don't Know/Refused (DO NOT READ)	6

26. If Republicans win the majority in Congress, who has the most responsibility to fix the economy? (ROTATE)

1. Republicans in Congress	55
2. President Obama	25
3. Don't Know/Refused (DO NOT READ)	19

27. If Republicans were to win the majority in Congress, does that mean that President Obama....? (ROTATE)

1. Should change his policies	36
2. Should not change his policies but rather attempt to win Republican support	52
3. Don't Know/Refused (DO NOT READ)	11

28. Do you think that President Obama's economic policies are...

1. Correct	40
2. Incorrect	45
3. Don't Know/Refused (DO NOT READ)	14

29. Do you favor or oppose returning government spending levels to where they were before bailouts and before the stimulus package? (ROTATE)

1. Favor	55
2. Oppose	31
3. Don't Know/Refused (DO NOT READ)	13

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

1. The Republican who says that the American people are asking "where are the jobs". Congress needs to end the uncertainty for businesses and get America working again through their plan to create jobs, reduce government spending, and make government more accountable.	50
2. The Democrat who says we need to keep moving forward and not go back to the economic policies that got us into this mess in the first place.	44
3. Don't Know/Refused (DO NOT READ)	6

Now just a few demographic questions for statistical purposes only—

31. 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	7
3. CBS News	3
4. Local TV news	22
5. CNN News	18
6. MSNBC/CNBC News	7
7. Fox News	21
8. CSpan	1
9. Daily newspaper	34
10. News magazines such as Time, US News, and Newsweek	6
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	8
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	8
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	3
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	1
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)	4

32. 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

33. 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	1

34. 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

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

MEAN

35. Your own political ideology	5.86
36. Your own political ideology five years ago	5.56

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

1. Yes	37
2. No	62
3. Don't Know/Refused (DO NOT READ)	1

38. What is your current marital status?

1. Single, never married	22
2. Married	61
3. Separated	1
4. Divorced	9
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...

1. Less than 15K	6
2. 15K-30K	10
3. 30K-50K	18
4. 50K-75K	17
5. 75K-100K	12
6. Over 100K	22
7. Don't Know/Refused (DO NOT READ)	15

40. What is your religion?

1. Evangelical/Fundamentalist Protestant	12
2. Mainline Protestant	17
3. Catholic	26
4. Jewish	2
5. Mormon	2
6. Atheist/Agnostic	8
7. Other	24
8. Don't Know/Refused (DO NOT READ)	9

41. 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

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

1. Yes	13
2. No	87

43. In thinking about the elections for Congress on November 2, have you already voted through early voting or absentee voting, or have you not voted?

1. Early voting	7
2. Absentee	6
3. Have not voted	85
4. Don't Know/Refused (DO NOT READ)	2

44. What type of area do you live in?

1. Urban	29
2. Suburban	52
3. Rural	19

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

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