

NEW MODELS NATIONAL BRAND SURVEY
September 11-12, 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?

	MAY II 2010	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010	SEP I 2010	SEP II 2010
MEAN	8.16	8.30	8.01	7.91	8.09	7.94	8.13

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?

	MAY II 2010	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010	SEP I 2010	SEP II 2010
1. Right Direction	39	35	34	35	35	36	35
2. Don't Know/Refused (DO NOT READ)	11	10	10	12	10	9	9
3. Wrong Track	50	55	56	53	56	55	56

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

	MAY II 2010	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010	SEP 2010	SEP II 2010
1. Approve	50	49	46	47	45	47	46
2. Don't know/refused	6	4	5	7	6	5	5
3. Disapprove	44	47	48	45	49	49	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	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
	AUG 2010	100	39	54	7
	SEP I 2010	100	39	56	5
	SEP II 2010	100	41	52	7
	MAY II 2010	100	43	51	5
	JUN 2010	100	43	51	6
4. Democrats in Congress	JUL 2010	100	42	51	7
	AUG 2010	100	45	49	6
	SEP I 2010	100	45	51	4
	SEP II 2010	100	44	50	6
5. Conservative	SEP II 2010	99	47	42	10
6. Liberal	SEP II 2010	99	35	53	11
7. Moderate	SEP II 2010	96	55	25	16

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

	MAY II 2010	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010	SEP I 2010	SEP II 2010
1. Education	7	7	6	6	8	7	8
2. Social Security	6	4	5	5	6	5	5
3. Retirement and Investments	1	1	1	1	1	1	1

4. Terrorism	2	1	2	1	1	1	2
5. Healthcare/Rx	8	8	8	7	9	9	8
6. The Economy	29	31	30	35	30	35	37
7. Jobs	11	11	13	16	14	12	12
8. Taxes	3	3	3	3	3	4	3
9. Crime and Safety	1	1	1	1	1	1	1
10. Environment	3	4	3	1	2	2	1
11. National Defense/Foreign Affairs/Iraq	4	7	4	4	4	4	5
12. National Deficit/Spending	8	10	9	8	10	8	7
13. Energy	1	2	2	1	1	1	1
14. Gas prices	1	-	-	1	-	1	*
15. Immigration	8	4	4	5	5	5	4
16. Other	4	2	3	2	1	2	1
17. Don't know/Refused	4	3	5	3	5	2	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
9. The Economy	MAY II 2010	44	45
	JUN I 2010	44	43
	JUL I 2010	47	43
	JUL II 2010	46	45
	AUG 2010	44	44
	SEP 2010	44	44
	SEP II 2010	46	43
	10. Jobs	MAY II 2010	41
JUN 2010		44	44
JUL I 2010		43	46
JUL II 2010		44	46
AUG 2010		42	46
SEP 2010		43	47
SEP II 2010		42	47
11. Taxes		MAY II 2010	44
	JUN 2010	47	41
	JUL I 2010	48	42
	JUL II 2010	47	42
	AUG 2010	49	40
	SEP 2010	47	44
	SEP II 2010	46	46

12. Health Care/RX	MAY II 2010	41	48
	JUN 2010	39	49
	JUL 2010	43	48
	SEP 2010	38	51
	SEP II 2010	40	50

(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
1. Yes (GO TO Q14)	34	41
2. No (GO TO Q16)	65	57
3. DK/Refused (DO NOT READ – GO TO Q16)	1	2

14. What was it?

1. They are against higher taxes/ they reduced the taxes	4
2. They will be repealing the health care bill/ modifying the health care plan	14
3. They will secure more jobs for the people	7
4. Republicans bashing off the Democrats/ against everything the Democrats want to do	5
5. They are against everything/ complains about everything	7
6. They've been trying to continue the tax cuts/ extending Bush tax cuts	15
7. They are against/ criticizing Obama/ opposing Obama's plan	9
8. They are working on improving the economy/ trying to get the economy on track	5
9. They are trying to stop the spending in Congress/ trying to keep spending down	8
10. They were talking about economy	5
11. They were doing something about immigration	2
12. Issues on what was going on with the war/ terrorism	3
13. They were talking about taxes/ tax cuts	4
14. They are filibustering/ stonewalling	2
15. Talking about the mosque	1
16. It is about education	2
17. It was talking against the need of a stimulus package	2
18. They had blocked the extension on unemployment benefits	1
19. They are going to try to get taxes raised	2

20. About the energy bill	1
21. They won't pass the bill that would help creating jobs	1
22. It is about some of the stuff they are trying to do	2
23. They are having a campaign of false lies	1
24. They were holding up a bill/ bill for small business	1
25. They're talking about John Boehner	2
26. Supporting British Petroleum	*
27. They are talking mainly about elections	*
28. They're talking about political finances/ money issues	1
29. None/NA/Nothing specific	2
30. Other	10
31. DK/Refused	10

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

	SEP I 2010	SEP II 2010
1. More favorable	41	44
2. Less favorable	48	48
3. No difference (DO NOT READ)	12	8

**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
1. Yes (GO TO Q17)	43	51
2. No (GO TO Q19)	56	47
3. DK/Refused (DO NOT READ – GO TO Q19)	1	2

17. What was it?

1. They are trying to cope with the jobs problem	15
2. Issues about the economy	10
3. Plans to pass the bill for small business	5
4. That they are spending more money/ too much spending from the budget	9

5. Proposing for more taxes/ increase taxes	19
6. How to deal with stimulus package	6
7. About the health care reform issues	17
8. Trying to push \$50 billion plan	2
9. Trying to pass the cap and trade bill	1
10. It was about the immigration law they passed	3
11. Talking about education	3
12. About the war in Iraq	4
13. Talking about building the mosque at ground zero	1
14. They are blaming Bush/ previous administration for what is currently happening	3
15. Pulling out/ bringing back/ home the soldiers/ troops	2
16. National/ Social Security	1
17. Stuff about the oil spill	1
18. Trying to stop a guy from burning the Koran	1
19. Haven't done anything good	2
20. Trying to get things done/ resolve the issues	3
21. They are trying to stay away from their president	1
22. Obama's giving a speech (about what he was doing)	1
23. Obama is not doing a good job	1
24. About the bill regulating Wall Street	*
25. Talking about the election	3
26. Talking about political rivalry (general unspecified)	1
27. Other issues (general unspecified)	*
28. They are talking/ getting the country more into debt	*
29. None/NA/Nothing specific	1
30. Others	9
31. Don't know/refused	11

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

	SEP I 2010	SEP II 2010
1. More favorable	44	42
2. Less favorable	47	48
3. No difference (DO NOT READ)	10	10

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?

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

**20. In thinking about the best approach to the economy, which would you prefer?
(ROTATE)**

1. Raise revenues	21
2. Lower spending	71
3. Don't Know/Refused (DO NOT READ)	8

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

1. Raising taxes will raise revenues to help pay off the deficit.	24
2. Lowering taxes will grow the economy which would raise revenues to help pay off the deficit.	69
3. Don't Know/Refused (DO NOT READ)	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 Q22-28)

	Believe	Do not believe	DK/Refused (DO NOT READ)
22. Republicans have a plan for the economy.	50	46	4
23. Republicans are holding hostage middle class tax relief to give a permanent tax cut to the wealthiest two percent of Americans.	45	50	4
24. If we can provide businesses with more certainty, then we can get the economy moving again.	83	13	5
25. If nothing is done, American families will pay higher taxes next year.	77	19	4
26. President Obama's tax proposal will raise taxes on 50 percent of small business income in America.	47	43	10
27. The Republican plan to give tax cuts to the wealthy would add \$700 billion to the deficit.	43	47	10
28. Even if taxes on the wealthy go up, it will raise taxes on the middle class too.	54	42	4

I am going to read a series of economic proposals. For each please tell me if you think that it will or will not create jobs. (ROTATE STATEMENTS Q29-35)

	Will	Will not	DK/Refused (DO NOT READ)
29. Rebuild America's roads, bridges and runways to renew and expand our transportation infrastructure	77	21	2
30. Expand, simplify and make permanent the research and experimentation tax credit for businesses	63	27	11
31. Accelerate business investment by allowing companies to fully deduct qualified capital investments through the end of next year	55	32	12
32. Freeze current tax rates for two years to prevent a job killing tax hike and provide greater certainty to small businesses	66	27	7
33. Cut government spending back to 2008 levels, before bailouts and stimulus spending sprees began, which would save 100 billion dollars a year	56	35	10
34. Lower taxes on large employers	52	42	6
35. Raise taxes on businesses	10	86	4

36. Which plan do you prefer? (ROTATE)

1. The Republican plan that would freeze current tax rates to stop tax increases and cut government spending back to 2008 levels to save 100 billion dollars a year.	51
2. The Democrat plan that would rebuild America's infrastructure; expand, simplify and make permanent the research and experimentation tax credit for businesses; and allow companies to fully deduct qualified capital investments, with the cost of this package being 350 billion dollars.	41
3. Don't Know/Refused (DO NOT READ)	8

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

1. The Republican candidate who says we need to create jobs, cut spending and reduce the size of government, keep our nation secure at home and abroad, reform Congress, and repeal and replace the new health care law.	51
2. The Democrat candidate who says we need to focus on the economy and job creation through rebuilding America's infrastructure; expanding, simplifying and making permanent the research and experimentation tax credit for businesses; and allowing companies to fully deduct qualified capital investments.	45
3. Don't Know/Refused (DO NOT READ)	5

38. Do you believe or not believe the following statement: both small and large businesses need to grow in order for the economy to expand and create jobs (ROTATE)

1. Believe	90
2. Do not believe	9
3. Don't Know/Refused (DO NOT READ)	2

39. Will increased government regulation help or hurt economic growth? (ROTATE)

1. Help	32
2. Hurt	57
3. Don't Know/Refused (DO NOT READ)	11

Now just a few demographic questions for statistical purposes only—

40. 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	8
2. NBC News	8
3. CBS News	5
4. Local TV news	17
5. CNN News	18
6. MSNBC/CNBC News	5
7. Fox News	20
8. CSpan	*
9. Daily newspaper	34
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	1
15. National Public Radio	7
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	1
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	15
26. Don't Know/Refused (DO NOT READ)	6

41. 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

42. 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

43. 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

44. In thinking back to the November 2008 election, would you say that at the time, you were (ROTATE) liberal, moderate, or conservative in your political beliefs?

1. Liberal	23
2. Moderate	40
3. Conservative	34
4. Don't Know/Refused (DO NOT READ)	3

45. In thinking back to five years ago, would you say that at the time, you were (ROTATE) liberal, moderate, or conservative in your political beliefs?

1. Liberal	22
2. Moderate	37
3. Conservative	37
4. Don't Know/Refused (DO NOT READ)	4

46. 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

47. What is your current marital status?

1. Single, never married	20
2. Married	62
3. Separated	1
4. Divorced	9
5. Widowed	5
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	7
2. 15K-30K	11
3. 30K-50K	17
4. 50K-75K	16
5. 75K-100K	14
6. Over 100K	19
7. Don't Know/Refused (DO NOT READ)	15

49. What is your religion?

1. Evangelical/Fundamentalist Protestant	8
2. Mainline Protestant	17
3. Catholic	24
4. Jewish	1
5. Mormon	2
6. Atheist/Agnostic	9
7. Other	32
8. Don't Know/Refused (DO NOT READ)	8

50. 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

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

1. Yes	16
2. No	84

52. What type of area do you live in?

1. Urban	24
2. Suburban	50
3. Rural	13

Gender (by observation)

1. Male	48
2. Female	52

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	30
3. Midwest	19
4. Plains/Mountains	17
5. West Coast	15