

NEW MODELS NATIONAL BRAND SURVEY
September 29-30, 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?

	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010	SEP I 2010	SEP II 2010	SEP III 2010
MEAN	8.30	8.01	7.91	8.09	7.94	8.13	8.06

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?

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

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

	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010	SEP 2010	SEP II 2010	SEP III 2010
1. Approve	49	46	47	45	47	46	47
2. Don't know/refused	4	5	7	6	5	5	6
3. Disapprove	47	48	45	49	49	48	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	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
	SEP III 2010	100	37	54	9
	JUN 2010	100	43	51	6
	JUL 2010	100	42	51	7
4. Democrats in Congress	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
	MAR 2010	64	18	25	22
5. John Boehner	JUL 2010	61	14	23	24
	SEP III 2010	68	20	28	19
6. Nancy Pelosi	MAR 2010	94	35	53	6
	SEP III 2010	95	35	54	6

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

	JUN 2010	JUL I 2010	JUL II 2010	AUG 2010	SEP I 2010	SEP II 2010	SEP III 2010
1. Education	7	6	6	8	7	8	8
2. Social Security	4	5	5	6	5	5	4
3. Retirement and Investments	1	1	1	1	1	1	1
4. Terrorism	1	2	1	1	1	2	1
5. Healthcare/Rx	8	8	7	9	9	8	12
6. The Economy	31	30	35	30	35	37	30
7. Jobs	11	13	16	14	12	12	15
8. Taxes	3	3	3	3	4	3	4
9. Crime and Safety	1	1	1	1	1	1	1
10. Environment	4	3	1	2	2	1	1
11. National Defense/Foreign Affairs/Iraq	7	4	4	4	4	5	4
12. National Deficit/Spending	10	9	8	10	8	7	8
13. Energy	2	2	1	1	1	1	1
14. Gas prices	-	-	1	-	1	*	-
15. Immigration	4	4	5	5	5	4	5
16. Other	2	3	2	1	2	1	2
17. Don't know/Refused	3	5	3	5	2	3	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
8. The Economy	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
	SEP III 2010	48	45
9. Jobs	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
	SEP III 2010	45	48
	JUN 2010	47	41
	JUL I 2010	48	42
	JUL II 2010	47	42
10. Taxes	AUG 2010	49	40
	SEP 2010	47	44
	SEP II 2010	46	46
	SEP III 2010	47	45
	JUN 2010	39	49
11. Health Care/RX	JUL 2010	43	48
	SEP 2010	38	51
	SEP II 2010	40	50
	SEP III 2010	41	50

(ROTATE 12-14 and 15-17)

12. 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
1. Yes (GO TO Q13)	34	41	47
2. No (GO TO Q15)	65	57	51
3. DK/Refused (DO NOT READ – GO TO Q15)	1	2	2

13. What was it?

1. They will continue Bush's tax cuts/They want to reduce taxes	21
2. A Pledge/Contract to America – Plans for the country in general	18
3. Others	13
4. They repeal health care bill/Talks on health care	12
5. They oppose or attack anything the Democrats, Obama or current administration do/Filibustering	11
6. Against spending/Plan to reduce spending or deficit	5
7. Talks about jobs/Trying to bring jobs in America	5
8. It's about the tea party	4
9. They will help/strengthen the economy	3
10. They are not doing anything	3
11. Issue on Immigration policy/Opposing the immigration policy	2
12. They opposed/against/blocking anything/progress	2

13. Negative-mention (lying, something I wasn't happy about, not doing a good job)	2
14. They are campaigning/doing campaigns	2
15. They are not voting for the "Don't ask, don't tell" policy	1
16. Education Bill/Funding Education	1
17. Vote to get the military troops out of Iraq or Afghanistan	1
18. Positive-mentions (listening to the people/On the right direction)	1
19. None/NA/Nothing Specific	-
20. Don't know/Refused/Can't remember	-

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

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

15. 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
1. Yes (GO TO Q16)	43	51	52
2. No (GO TO Q18)	56	47	46
3. DK/Refused (DO NOT READ – GO TO Q18)	1	2	2

16. What was it?

1. Taxes/tax cuts/raises/repeal/extend Bush tax cuts	22
2. Health care/health care cost/ Obama's health care plan	20
3. Don't Know/Refused/Can't remember anything	16
4. Jobs/employment/unemployment workers	11
5. Won't vote/delayed a vote on anything before election	8
6. Bailout/Stimulus bill/stimulus money for small business	8
7. About the economy/Financial status of the country	6

8. Education/schools/no child left behind policy	5
9. Obama-related issues/actions (i.e. withdrawal of support for Obama, Obama's actions/plans)	4
10. Not doing anything/don't know what they're doing	3
11. Others	3
12. Spending too much money/wasteful spending/budget/debt	3
13. Foreign issues/immigration	3
14. About military-related thing/issues (i.e. Don't ask, don't tell policy)	3
15. About the 9/11 tragedy and victims	2
16. About other issues they are tackling (i.e. political reform, environment, energy, right to life, gun control)	2
17. Negative mentions (i.e. don't like/won't vote/support Democrats/etc.)	2
18. About Security, War and issue in Afghanistan/Iraq	2
19. Try to keep Democrat in majority/Strengthening the party	1
20. Benefits for 911 respondents/Firefighter/police/medical rescue workers	1
21. Tea party and their actions	1
22. None/NA/Nothing Specific	1
23. About bills to be passed/legislation (non-specific)	1
24. About cap and trade and related programs	1
25. Making up for the wrong things they did/trying to get things done	1
26. About social security	-
27. Positive mentions	-
28. Opposing arguing/different views with the Republicans	-

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

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

RESUME WITH ALL

18. 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?

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

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

	MAR 2010	APR 2010	APR II 2010	MAY II 2010	SEP III 2010
1. Favor	44	42	43	45	46
2. Oppose	49	50	49	49	48
3. Don't Know (DO NOT READ)	6	7	8	7	6

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

	MAR 2010	APR 2010	MAY 2010	SEP III 2010
1. Favor	49	49	47	48
2. Oppose	47	44	47	45
3. Don't Know (DO NOT READ)	4	8	6	6

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

	AUG I 2010	SEP III 2010
1. Extending all the tax cuts	41	42
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
3. Don't Know/Refused (DO NOT READ)	7	7

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

1. Stopping tax increases on anyone	39
2. Extending the tax cuts for the middle class, but rolling back the tax cuts on the top two percent of the wealthy	54
3. Don't Know/Refused (DO NOT READ)	7

**23. Do you approve or disapprove of the Congressional Democrat leadership's decision to postpone a vote on extension of tax cuts until after the election?
(ROTATE)**

1. Approve	35
2. Disapprove	58
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)

		Believe	Do not believe	DK/Refused (DO NOT READ)
24. Republicans have a plan for the economy.	SEP II 2010	50	46	4
	SEP III 2010	51	45	4
25. Republicans are holding hostage middle class tax	SEP II 2010	45	50	4

relief to give a permanent tax cut to the wealthiest two percent of Americans.	SEP III 2010	47	48	5
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26. Democrats are attacking Republicans because they don't want to talk about their own record on the economy.	SEP III 2010	56	41	3
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27. Congress should not adjourn without an up or down vote to stop all the tax hikes set to take effect on January 1, in order to end the uncertainty for small businesses and families.	SEP III 2010	69	23	8
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28. President Obama's tax proposal will raise taxes on 50 percent of small business income in America.	SEP II 2010	47	43	10
	SEP III 2010	44	48	8

29. The Republican plan to give tax cuts to the wealthy would add \$700 billion to the deficit.	SEP II 2010	43	47	10
	SEP III 2010	44	49	7

29a. Cutting government spending back to 2008 levels would save 100 billion dollars a year.	SEP III 2010	49	37	14
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30. Which statement do you agree with more? (ROTATE)

1. Republicans have proposed a legislative agenda with a plan to create jobs, reduce government spending and the size of government.	46
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2. Republicans have not offered any ideas or solutions, and simply oppose everything President Obama and Democrats offer.	50
3. Don't Know/Refused (DO NOT READ)	5

31. Republicans proposed a legislative agenda last week. Who do you agree with more? (ROTATE)

1. The Republican who says their agenda outlines proposals to create jobs, reduce government spending and size of government.	47
2. The Democrat who says the Republican agenda is just a return to failed Bush policies.	45
3. Don't Know/Refused (DO NOT READ)	8

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate... (ROTATE Q32-36)

	MEAN
32. Your own political ideology	5.61
33. Ideology of Republicans in Congress	6.46
34. Ideology of Democrats in Congress	3.84
35. Ideology of Barack Obama	3.82
36. Ideology of the tea party movement	6.83

Now just a few demographic questions for statistical purposes only—

37. 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	7
3. CBS News	4
4. Local TV news	19
5. CNN News	20
6. MSNBC/CNBC News	7
7. Fox News	20
8. CSpan	1
9. Daily newspaper	29
10. News magazines such as Time, US News, and Newsweek	3
11. Opinion magazines like The Weekly Standard	-
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	11
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	11
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	1
20. Comedy shows like the Daily Show with Jon Stewart	-
21. Late night TV shows like Jay Leno	1
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	16
26. Don't Know/Refused (DO NOT READ)	7

38. 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

39. 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

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

1. Liberal (GO TO Q41)	20
2. Moderate (GO TO Q42)	45
3. Conservative (GO TO Q41)	33
4. Don't Know/Refused (DO NOT READ- GO TO Q42)	2

Q41 among liberals and conservatives in Q40 only

41. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	16
2. Somewhat liberal	22
3. Very conservative	30
4. Somewhat conservative	31
5. Don't Know/Refused (DO NOT READ)	1

RESUME WITH ALL

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

1. Yes	32
2. No	67
3. Don't Know/Refused (DO NOT READ)	1

43. What is your current marital status?

1. Single, never married	20
2. Married	58
3. Separated	1
4. Divorced	10
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	3

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

1. Less than 15K	8
2. 15K-30K	14
3. 30K-50K	14
4. 50K-75K	18
5. 75K-100K	13
6. Over 100K	17
7. Don't Know/Refused (DO NOT READ)	17

45. What is your religion?

1. Evangelical/Fundamentalist Protestant	10
2. Mainline Protestant	16
3. Catholic	25
4. Jewish	2
5. Mormon	1
6. Atheist/Agnostic	7

7. Other	29
8. Don't Know/Refused (DO NOT READ)	9

46. 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

47. 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	43
3. Rural	17

Region (TAKEN FROM SAMPLE)

1. Northeast	19
2. South	27
3. Midwest	21
4. Plains/Mountains	18

