

Battleground 2010 (XLII)

FINAL

STUDY #12882 THE TARRANCE GROUP and LAKE RESEARCH PARTNERS N = 1,000 Registered "likely" voters Margin of error <u>+</u> 3.1% Field Dates: October 17-20, 2010

Hello, I'm ______ of The Tarrance Group, a national survey research firm. We're talking to people today about public leaders and issues facing us all. May I please speak with a (male/female) in the household who is registered to vote?

A. Are you registered to vote in your state?

<u>IF "NO," ASK</u>: Is there someone else at home who is registered to vote? (**IF "YES," THEN ASK: MAY I SPEAK WITH HIM/HER?**)

> Yes (CONTINUE) No (THANK AND TERMINATE)

Thinking ahead to the elections that will be held in November--

B. What is the likelihood of your voting in the elections to be held in November-- are you extremely likely, very likely, somewhat likely, or not very likely at all to vote?

	Extremely Likely	
(CONTINUE)	Very Likely	
	Somewhat Likely	
	Already voted (DNR)	
(THANK AND TERMINATE)	Not Very Likely	
	UNSURE (DNR)	
LECT)		

(UPELECT)

C. Are you, or is anyone in your household, employed with an advertising agency, newspaper, television or radio station, or political campaign?

Yes (THANK AND TERMINATE) No (CONTINUE)

*=less than .5%

Now, thinking for a moment about things in the country--

1. Do you feel things in the country are going in the right direction, or do you feel things have gotten off on the wrong track?

	Right direction/strongly	
IF CHOICE MADE, ASK: And	Right direction/somewhat	14%
do you feel strongly or	UNSURE (DNR)	7%
somewhat about that?	Wrong track/somewhat	
	Wrong track/strongly	
	8	

(DIRECT)

IF WRONG TRACK IN Q1, THEN ASK:

 And, what would you say is the reason that the country is on the wrong track? (DO NOT READ RESPONSES, JUST RECORD) NOTE TO INTERVIEWER: After completion of interview, double check this question for proper coding. Try to fit "Others" into a pre-existing category.

Economic Issues

Jobs/Unemployment	6%
Inflation/Interest rates	1%
Taxes/tax increases	1%
Cost of living	2%
Energy costs	
Trade/jobs lost overseas	
5	

National Security Issues

National Defense	*
Foreign affairs	*
Terrorism	*
Wars in Iraq & Afghanistan	

Social Issues

Crime	1%
Drugs	
Guns	
Violence	*
Environment/pollution	*
Immigration	*

Moral Issues

Moral/religious concerns/values	5%
Television/violence & sex	*
Gay marriage	*

(WTCD)

Health Care and Seniors Issues
Health care (cost/quality of)
Health insurance (cost/lack of)*
Medicare/Medicaid*
Prescription drugs
Health care reform law
Education/Children's Issues
Education*
Child care
Government/Political Issues
President Barack Obama
Republicans
Democrats
Congress
Budget deficit/national debt
Government spending
Sovernment spending
Local Issues
Roads/highways
Traffic
Growth/development*
Sprawl
Spiawi
Other specify (DND) 270/
Other, specify (DNR)
Unsure/refused (DNR)7%

****ASK OF EVERYONE****

Now, thinking about your feelings about the direction of the country...

3. Would you say that you are: **RANDOMIZE CHOICES**

- Angry,
- Excited,
- Hopeful,
- Concerned,
- Frustrated, or
- Something else

about the direction of the country?

Angry	
Excited	
Hopeful	
Concerned	
Frustrated	
Something else	4%
UNSURE/REFUSED (DNR)	

(HCREMO)

And, still thinking about the 2010 elections...

4. If the election for CONGRESS were being held today, and you had to make a choice, would you be voting for -- (ROTATE) –

• the Republican candidate or

• the Democratic candidate, in your Congressional district?

Republican	
Lean Republican	
UNDECIDED (DNR)	
Lean Democratic	
Democratic	
	Republican Lean Republican UNDECIDED (DNR) Lean Democratic Democratic

(GENERCG)

And,

5. Will your vote be more: (ROTATE CHOICES):

- For your candidate, OR
- Against their opponent?

IF FOR CANDIDATE, THEN ASK: And is that more because you know that candidate's agenda and believe it's better, or is it more to send a message with your vote?

For candidate – better choice	46%
For candidate – send a message with vote	14%
For candidate (both) (DNR).	
Against opponent	23%
UNSURE/REFUSED (DNR)	

(VOTEXP)

SPLIT SAMPLE A

Thinking about your vote for Congress in a different way...

6A. In thinking about your vote, would you say it is... (ROTATE CHOICES, TOP TO BOTTOM, BOTTOM TO TOP)

- A vote for Barack Obama and the Congressional Democrats
- A vote against Barack Obama and the Congressional Democrats
- A vote for Republicans taking control of Congress, OR
- A vote against Republicans taking control of Congress?

For Obama/Congressional Democrats	31%
Against Obama/Congressional Democrats	23%
For GOP taking control of Congress	25%
Against Republicans taking control of Congress	
UNSURE/REFUSED (DNR)	11%

(VTDECA)

SPLIT SAMPLE B

Thinking about your vote for Congress in a different way...

- 6B. In thinking about your vote, would you say it is... (ROTATE CHOICES, TOP TO BOTTOM, BOTTOM TO TOP)
 - A vote for Barack Obama,
 - A vote against Barack Obama,
 - A vote for the Congressional Democrats,
 - A vote against the Congressional Democrats
 - A vote for Republicans taking control of Congress, OR
 - A vote against Republicans taking control of Congress?

For Obama	
Against Obama	14%
For Congressional Democrats	
Against Congressional Democrats	9%
For GOP taking control of Congress	
Against Republicans taking control of Congress	
UNSURE/REFUSED (DNR)	13%

(VTDECB)

ASK OF EVERYONE

Now I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and if so, whether you have a favorable or an unfavorable impression of them. If you do not recognize the name, just say so.

WAIT FOR RESPONSE, THEN ASK: Would that be a strongly (favorable/unfavorable) impression or just a somewhat (favorable/unfavorable) impression?

(ROTA	ATE NAMES)	FAVO <u>Strng</u>	RABLE <u>Smwht</u>	UNFAVO <u>Smwht</u>	ORABLE <u>Strng</u>	NO <u>OPIN.</u>	NEVER <u>HEARD</u>
7.	Barack Obama (BOID)	33%	13%	12%	39%	4%	
8.	Nancy Pelosi ("PUH-LOW-SEE") (NPID)	12%	14%	11%	45%	10%	8%
9.	John Boehner (BAY-nur) (JBOID)	7%	11%	6%	9%	13%	54%
10.	Karl Rove (KRID)	11%	12%	11%	21%	16%	29%
11.	The Democratic Party (DPID)	24%	18%	14%	36%	7%	*
12.	The Republican Party (RPID)	22%	28%	16%	25%	8%	1%
13.	The Tea Party (TEAID)	22%	19%	11%	27%	14%	7%

(END ROTATION)

Now, thinking about this issue in just one more way...

- 14. In your view, what worries you more about these elections: (ROTATE CHOICES)
 - President Obama and the Congressional Democrats having two more years to enact their • policies, OR
 - Republicans taking control of Congress and returning to their policies of the past under the • Bush administration?

	Obama/Congressional Democrats with 2 more years	
	Republicans taking control of Congress	
	UNSURE/REFUSED (DNR)	
(VOTECON)		

VUIECON)

Now, turning to President Barack Obama...

15. How would you rate the job Barack Obama has been doing as President? Do you approve or disapprove of the job he is doing?

IF CHOICE MADE, ASK: And do you feel *strongly* about that?

Approve/strongly	
Approve	
UNSURE (DNR)	
Disapprove	
Disapprove/strongly	

(BHOJA)

And,

16. Whether you approve or disapprove of the way Barack Obama is handling his job as President, what is your impression of Barack Obama as a person? Do you approve or disapprove of him?

IF CHOICE MADE, ASK:	Approve/strongly	
And do you <i>strongly</i>	Approve/somewhat	
(approve/disapprove)	UNSURE (DNR)	
or somewhat (approve/	Disapprove/somewhat	
disapprove)?	Disapprove/strongly	

(BHOPA)

SPLIT SAMPLE A

Now, I would like to read you a list of issues that some people from this part of the country have said are important for the Congress to deal with. Please listen as I read the list and tell me, for each one, who will better handle this issue -- (**ROTATE**) • **Republicans in Congress or Democrats in Congress.** Here is the first one:

(RANDOMIZE)

		GOP IN <u>CONG</u>	DEM IN <u>CONG</u>	<u>BOTH</u> (DNR)	NEITHER (DNR)	UNSURE (DNR)
17A.	Turning the economy around (PROMPT: WHO DO YOU THINK WILL BETTER HANDLE THIS ISSUE (ROTATE) REPUBLICANS IN CONGRESS OR DEMOCRATS IN CONGRESS?)	46%	45%	1%	6%	3%
18A.	Creating jobs	45%	45%	1%	5%	4%
19A.	Sharing your values	46%	44%	2%	4%	4%
20A.	Controlling the deficit	51%	37%	2%	6%	4%
21A.	Health care	45%	46%	*	4%	5%
22A.	Social Security	45%	44%	1%	5%	5%
(HANI	D1A-6A)					

(END RANDOMIZATION)

SPLIT SAMPLE B

Now, I would like to read you a list of issues that some people from this part of the country have said are important for the Congress to deal with. Please listen as I read the list and tell me, for each one, who will better handle this issue -- (**ROTATE**) • **Republicans in Congress or President Obama.** Here is the first one:

(RANDOMIZE)

		GOP IN <u>CONG</u>	PRES <u>OBAMA</u>	<u>BOTH</u> (DNR)	<u>NEITHER</u> (DNR)	UNSURE (DNR)
17B.	Turning the economy around (PROMPT: WHO DO YOU THINK WILL BETTER HANDLE THIS ISSUE (ROTATE) REPUBLICANS IN CONGRESS OR PRESIDENT OBAMA?)	48%	42%	1%	5%	5%
		1070	1270	170	570	570
18B.	Creating jobs	50%	39%	1%	5%	6%
19B.	Sharing your values	44%	43%	*	7%	6%
20B.	Controlling the deficit	50%	34%	1%	8%	7%
21B.	Health care	49%	42%	*	5%	4%
22B.	Social Security	47%	39%	*	5%	8%

(HAND1B-6B)

(END RANDOMIZATION)

ASK OF EVERYONE

Still thinking about the upcoming Congressional elections...

- 23. In your view, who has done the <u>most</u> negative campaigning this year? Would you say it is: (**RANDOMIZE CHOICES**)
 - Congressional Democrats,
 - Congressional Republicans, or
 - President Obama?

Congressional Democrats	28%
Congressional Republicans	39%
President Obama	9%
UNSURE/REFUSED (DNR)	25%

(NEGCAM)

And,

24. If you had to make a choice, which party – (**ROTATE CHOICES**) the Republicans or the Democrats – do you think has been more specific this year in proposing policies and solutions for our nation's problems?

	Republicans
	Democrats
	UNSURE/REFUSED (DNR)19%
(CAMSPEC)	

Now, thinking for just a moment about the 2012 Presidential election even though it is a long way off -

25. If the 2012 election for President were held today and you had to make a choice, for whom would you vote...(ROTATE NAMES)

-- The Republican candidate, or -- Barack Obama, the Democrat?

IF "UNDECIDED", ASK:

And which candidate do you lean toward slightly?

IF CHOICE MADE, ASK:

Would you say that you are <u>definitely</u> going to vote for him/her, or <u>probably</u> going to vote for him/her?

The Republican candidate/definitely 35% The Republican candidate/probably 11% The Republican candidate/lean 2% UNDECIDED (DNR) 11% Obama/lean 2% Obama/probably 10% Obama/definitely 30%

(PRESBAL)

SPLIT SAMPLE A

Now, thinking about a different topic...

26A. Please tell me if you agree or disagree with this statement: The economic stimulus legislation passed by President Obama and Congress is working.

IF CHOICE MADE, ASK:

And do you strongly (agree/disagree) or somewhat (agree/ disagree) with that?

Agree/strongly	
Agree/somewhat	
UNSURE (DNR)	
Disagree/somewhat	
Disagree/strongly	
0 0,	

(STIMAD)

SPLIT SAMPLE B

Now, thinking about a different topic...

26B. Please tell me if you agree or disagree with this statement: The economic recovery legislation passed by President Obama and Congress is starting to work.

IF CHOICE MADE, ASK:	Agree/strongly	
And do you strongly	Agree/somewhat	
(agree/disagree)	UNSURE (DNR)	
or somewhat (agree/	Disagree/somewhat	
disagree) with that?	Disagree/strongly	
8 ,	0 05	

(RECAD)

ASK OF EVERYONE

Thinking for a moment about the issue of health care reform....

27. As you may know, a new health reform bill was signed into law earlier this year. Given what you know about the new health reform law, do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of it?

Very favorable	
Somewhat favorable	
Somewhat unfavorable	
Very unfavorable	
UNŠURE (DNR)	
REFUSED (DNR)	

(HCRFAV)

And,

28. Would you say that you have more faith or less faith in government than you did two years ago?

	More faith/strongly	
IF CHOICE MADE, ASK: And	More faith/somewhat	
do you feel strongly or	UNSURE (DNR)	
somewhat about that?	Less faith/somewhat	
	Less faith/strongly	

(FAITHG)

Now, just a few final questions for statistical purposes only --

D1. What is your age, please?

18-24	
25-29	
30-34	
35-39	
40-44	
45-54	
55-64	
65-69	
70-74	
75-79	
80-84	
85-89	
90 or over	
REFUSED	

(ACTAGE)

D2.	What is the highest level of education you have con (DO NOT READ, JUST RECORD)	npleted?	
		Some grade school (1-8)	1%
		Some high school (9-11)	4%
		Graduated high school (12)	22%
		Technical/vocational (12)	
		Some college (13-15)	
		Graduated college (16)	29%
		Graduate/professional school (16 or more)	18%
		Unsure/Refused	*
(EDUC	C)		
D3.	When thinking about politics and government, do y	ou consider yourself to be	

D3. When thinking about politics and government, do you consider yoursels (READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

	Very conservative	
	Somewhat conservative	
	MODERATE (DNR)	
	Somewhat liberal	
	Very liberal	
	UNSURE/REFUSED (DNR)	
(IDEOL)		

D4. Generally speaking, do you think of yourself as a Republican, a Democrat, or an Independent?

IF REPUBLICAN OR DEMOCRAT, ASK: Would you call yourself a strong or a not very strong (Republican/Democrat)?	Republican/strong
(Independent17%
	Lean Democrat7%
IF INDEPENDENT OR ANYTHING	Democrat/not strong10%
ELSE, ASK: Do you think of yourself as closer to the	Democrat/strong
Republican or Democratic Party?	NO PREFERENCE (DNR)1% OTHER (DNR)
	UNSURE/REFUSED (DNR)

(PARTYID)

Now, thinking about the election for President that was held in 2008 --

D5. Which candidate for President of the United States did you vote for? Was it -- (ROTATE) -- • John McCain, or Barack Obama?

John McCain	
Barack Obama	
Ralph Nader (DNR)	*
OTHER (DNR)	4%
REFUSED (DNR)	
UNSURE (DNR)	

(PRES08)

D6. Which of these statements best describes how you have usually voted in past elections?

(READ LIST, ROTATE TOP TO	Straight Republican11%
BOTTOM, BOTTOM TO TOP)	Mostly Republican
	A few more Republicans than Democrats
	INDEPENDENT/THE PERSON (DNR)4%
	A few more Democrats than Republicans
	Mostly Democratic
	Straight Democratic15%
	UNSURE/REFUSED (DNR)
(PARTY)	

(PARTY)

D7. Are you a member of a labor union, including trade unions, service employee unions, public employee unions, and teachers unions?

IF NO, THEN ASK:	Is anyone in your household a member of or unions?	ne of these types of labor
	Labor Union Mer	nber11%
	Labor Union Hou	sehold
	Non-Union Hous	ehold
	UNSURE/REFU	SED (DNR)1%
\cap		

(UNION)

D8. What is your current marital status -- are you -- • single and never married, • married, • separated,
• divorced, or •widowed?

Single	
Married	
Separated	
Divorced	
Widowed	
UNSURE/REFUSED (DNR)	1%

(MARITAL)

D9. Do you have children under the age of 18 living at home?

Yes	
No	69%
UNSURE/REFUSED (DNR)	*

(CHILD)

D10. What is the church you or your family attends most often? <u>IF BAPTIST, ASK</u>: Is that Southern Baptist or some other Baptist church? (DO NOT READ RESPONSES, JUST RECORD)

AME (Africa Methd. Episcopal)	*
Assemblies of God	
Baptist/American	
Baptist/Missionary or Indep.	
or Primitive or other	
Baptist/Southern	
Bible Church	*
Christian Church	
Christian Reformed Church	
Church of Christ	
Church of God	
Disciples of Christ	*
Episcopalian	
Evangelical	
Friends	
Fundamentalist	
Eastern/Greek Orthodox	
Jewish	

Mennonite* Presbyterian/United Presb 3% Quaker/Amish Reformed Church in America* Roman Catholic.....18% United Church of Christ* None (TO D11)......19% DK/REFUSED (TO D11)......5%

(DENOM)

IF ANY RELIGIOUS AFFILIATION IN D10, ASK:

D10-1. And how often do you attend church (or synagogue)?

More than once a week	
Once a week	
Several times a month	16%
Once a month	
Several times a year	13%
Only on holidays	
NEVER/DON'T ATTEND	
UNSURE/REFUSED	

(DENOMFRQ)

IF ANY RELIGION NAMED IN D10 EXCEPT CODE 17, THEN ASK:

D10-2. Do you consider yourself to be a born-again or evangelical Christian?

Born-again/evangelical	50%
Not born-again	
REFUSED (DNR)	

(BORN)

****ASK OF EVERYONE****

D11. What do you consider to be your race? Are you white, African-American, Hispanic, Asian, Native American or some other race?

White	.78%
Black/African-American	.12%
Hispanic/Latino (TO D12)	5%
Asian/Pacific American	1%
Native American	1%
Other (Specify)	
UNSURE/REFUSED (DNR) (TO D12)	

(RACE)

FOR ALL RESPONSES EXCEPT "HISPANIC/LATINO," ASK:

D11-1. And, do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

Yes	
No	
UNSURE/REFUSED (DNR)	1%

(HISP)

ASK OF EVERYONE

D12. Sex/Emp (BY OBSERVATION)

ASK OF EVERYONE: Are you employed outside the house, are you a homemaker, or are you retired?

Male/employed	
Male/homemaker	
Male/retired	1
Male/not in labor force	
Female/employed	2
Female/homemaker	
Female/retired	1
Female/not in labor force	

(SEXEMP)