## Battleground 2010 (XLII)

FINAL
STUDY \#12882
THE TARRANCE GROUP and LAKE RESEARCH PARTNERS
N = 1,000 Registered "likely" voters
Margin of error $\pm 3.1 \%$
Field Dates: October 17-20, 2010

Hello, I'm $\qquad$ 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?

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

## Yes (CONTINUE) <br> 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 ................................................... 68\%

> Very Likely...............................................................20\%
Somewhat Likely ..... 9\%
Already voted (DNR) ..... 4\%
(THANK AND TERMINATE)
Not Very Likely
UNSURE (DNR)
(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)

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?

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

Right direction/strongly...........................................15\%
Right direction/somewhat 14\%
UNSURE (DNR) ....................................................... 7\%
Wrong track/somewhat .8\%
Wrong track/strongly ..... 56\%
(DIRECT)

## IF WRONG TRACK IN Q1, THEN ASK:

2. 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 ..... 1\%
Trade/jobs lost overseas ..... *
National Security Issues
National Defense ..... *
Foreign affairs ..... *
Terrorism .....
Wars in Iraq \& Afghanistan. ..... 2\%
Social Issues
Crime ..... 1\%
DrugsGuns..............................................................
Violence. ..... *
Environment/pollution .....
Immigration ..... *
Moral Issues
Moral/religious concerns/values ..... 5\%
Television/violence \& sex ..... *
Gay marriage

$\qquad$ ..... *
(WTCD)
Health Care and Seniors Issues
Health care (cost/quality of)2\%
Health insurance (cost/lack of) .....
Medicare/Medicaid ..... *
Prescription drugs
1\%
Health care reform law
Education/Children's Issues
Education. ..... *
Child care.
Government/Political Issues
President Barack Obama ..... 21\%
Republicans ..... 1\%
Democrats. ..... 5\%
Congress ..... 8\%
Budget deficit/national debt. ..... 3\%
Government spending ..... 7\%
Local Issues
Roads/highways
Traffic.
Growth/development .....
SprawlOther, specify (DNR)27\%
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?


#### Abstract

Angry 12\%


Excited ..... 2\%
Hopeful ..... 26\%
Concerned ..... 34\%
Frustrated ..... 20\%
Something else ..... 4\%
UNSURE/REFUSED (DNR) .....  $\%$

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?

IF "UNDECIDED", ASK: And which party's candidate do you lean toward at this time?

Republican...............................................................45\%
Lean Republican........................................................3\%
UNDECIDED (DNR).............................................11\%
Lean Democratic ....................................................... 2\%
Democratic .............................................................. $40 \%$
(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)............................................................... 7\%
Against opponent ..............................................................................23\%
UNSURE/REFUSED (DNR)............................................................. $10 \%$
(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 .................. 11\%
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 Obai | 18\% |
| :---: | :---: |
| Against Obama | 14\% |
| For Congressional Democrats. | 10\% |
| Against Congressional Democrats. | 9\% |
| For GOP taking control of Congress | 24\% |
| Against Republicans taking control of Congress | 12\% |
| UNSURE/REFUSED (DNR) . | 13\% |

## ***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?

| (ROTATE NAMES) |  | FAVORABLE |  | UNFAVORABLE |  | $\begin{gathered} \text { NO } \\ \text { OPIN. } \end{gathered}$ | NEVER <br> HEARD |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Strng | Smwht | Smwht | Strng |  |  |
| 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?

[^0](VOTECON)

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:

Approve/strongly.....................................................31\%
And do you feel strongly
Approve
14\%
about that?
UNSURE (DNR) ......................................................4\%
Disapprove . 8
Disapprove/strongly ................................................42\%
(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:

And do you strongly
Approve/strongly
42\%
(approve/disapprove)
Approve/somewhat 23\%
or somewhat (approve/
UNSURE (DNR) 11\%
disapprove)?
Disapprove/somewhat ..............................................6\%
Disapprove/strongly ................................................18\%
(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:


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 | PRES |  |  |
| :--- | :--- | :--- | :--- |
| CONG | $\underline{\text { OBAMA }}$ | $\underline{\text { BOTH }}$ | $\frac{\text { NEITHER }}{\text { (DNR) }}$ |

17B. Turning the economy around
(PROMPT: WHO DO YOU
THINK WILL BETTER HANDLE THIS ISSUE -(ROTATE) REPUBLICANS IN CONGRESS OR PRESIDENT $\begin{array}{llllll}\text { OBAMA?) } & 48 \% & 42 \% & 1 \% & 5 \% & 5 \%\end{array}$

| 18B. | Creating jobs | $50 \%$ | $39 \%$ | $1 \%$ | $5 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| 19B. | Sharing your values | $44 \%$ | $43 \%$ | $*$ | $7 \%$ |
| 20B. | Controlling the deficit | $50 \%$ | $34 \%$ | $1 \%$ | $8 \%$ |
| 21B. | Health care | $49 \%$ | $42 \%$ | $*$ | $5 \%$ |
| 22B. | Social Security | $47 \%$ | $39 \%$ | $*$ | $5 \%$ |

(HAND1B-6B)
(END RANDOMIZATION)

## ***ASK OF EVERYONE***

Still thinking about the upcoming Congressional elections...
23. In your view, who has done the most 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\% |

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 .............................................39\%
Democrats ............................................... $42 \%$
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
definitely going to vote
for him/her, or probably 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: Agree/strongly ...........................................................15\%

And do you strongly Agree/somewhat.....................................................20\%
(agree/disagree) UNSURE (DNR)..................................................... 5\%
or somewhat (agree/ Disagree/somewhat ................................................14\%
disagree) with that?
Disagree/strongly....................................................45\%
(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: <br> Agree/strongly <br> 16\%

And do you strongly
Agree/somewhat
21\%
(agree/disagree)
UNSURE (DNR)...................................................... $6 \%$
or somewhat (agree/
Disagree/somewhat
14\%
disagree) with that?
Disagree/strongly 43\%

## (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 .......................................................14\%
Somewhat favorable .30\%
Somewhat unfavorable ..........................................13\%
Very unfavorable ..................................................40\%
UNSURE (DNR)................................................... 3\%
REFUSED (DNR) ......................................................*
(HCRFAV)

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

IF CHOICE MADE, ASK: And do you feel strongly or somewhat about that?
More faith/strongly ..... 19\%
More faith/somewhat. ..... 13\%
UNSURE (DNR) ..... 6\%
Less faith/somewhat. ..... 14\%
Less faith/strongly ..... 48\%

Now, just a few final questions for statistical purposes only --
D1. What is your age, please?

|  | 18-24................................................................ 6\% |
| :---: | :---: |
|  | 25-29..................................................................6\% |
|  | 30-34.................................................................4\% |
|  | 35-39................................................................. 9\% |
|  | 40-44................................................................12\% |
|  | 45-54................................................................21\% |
|  | 55-64...............................................................19\% |
|  | 65-69..................................................................6\% |
|  | 70-74.................................................................6\% |
|  | 75-79................................................................. $4 \%$ |
|  | 80-84................................................................. 3\% |
|  | 85-89.................................................................. $2 \%$ |
|  | 90 or over............................................................ $1 \%$ |
|  | REFUSED .......................................................... $2 \%$ |
| (ACTAGE) |  |

D2. What is the highest level of education you have completed?

## (DO NOT READ, JUST RECORD)

Some grade school (1-8) ..... 1\%
Some high school (9-11) ..... 4\%
Graduated high school (12) ..... 22\%
Technical/vocational (12). ..... 2\%
Some college (13-15) ..... 24\%
Graduated college (16) ..... 29\%
Graduate/professional school (16 or more) ..... 18\%
Unsure/Refused .....  *
(EDUC)
D3. When thinking about politics and government, do you consider yourself to be.. (READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)
Very conservative....................................................24\%
Somewhat conservative ..... 38\%
MODERATE (DNR) ..... 2\%
Somewhat liberal ..... 25\%
Very liberal ..... 10\%
UNSURE/REFUSED (DNR) ..... 2\%

D4. Generally speaking, do you think of yourself as a Republican, a Democrat, or an Independent?
IF REPUBLICAN OR DEMOCRAT, Republican/strong ..... 21\%
ASK: Would you call yourself a Republican/not strong ..... 11\%
strong or a not very strong Lean Republican ..... 10\%
(Republican/Democrat)?
Independent ..... 17\%
Lean Democrat ..... 7\%
IF INDEPENDENT OR ANYTHING Democrat/not strong ..... 10\%
ELSE, ASK: Do you think Democrat/strong ..... 24\%
of yourself as closer to theRepublican or Democratic Party?
NO PREFERENCE (DNR) ..... 1\%
OTHER (DNR)
(PARTYID)
$1 \%$
UNSURE/REFUSED (DNR)

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. ..... 44\%
Barack Obama ..... 47\%
Ralph Nader (DNR) .....  *
OTHER (DNR) .....  $\%$
REFUSED (DNR) ..... 3\%
UNSURE (DNR) ..... 2\%
(PRES08)
D6. Which of these statements best describes how you have usually voted in past elections?
(READ LIST, ROTATE TOP TO Straight Republican ..... 11\%
BOTTOM, BOTTOM TO TOP) Mostly Republican ..... 25\%
A few more Republicans than Democrats ..... 11\%
INDEPENDENT/THE PERSON (DNR) ..... 4\%
A few more Democrats than Republicans ..... 9\%
Mostly Democratic ..... 22\%
Straight Democratic ..... 15\%
UNSURE/REFUSED (DNR) ..... 4\%
(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 one of these types of labor unions?
Labor Union Member ..... 11\%
Labor Union Household .....  $\%$
Non-Union Household ..... 87\%
UNSURE/REFUSED (DNR) ..... 1\%
(UNION)

D8. What is your current marital status -- are you -- • single and never married, • married, • separated, - divorced, or •widowed?
Single ..... 18\%
Married ..... 60\%
Separated ..... 2\%
Divorced ..... 11\%
Widowed ..... 9\%
UNSURE/REFUSED (DNR) ..... 1\%
(MARITAL)
D9. Do you have children under the age of 18 living at home?
Yes ..... 31\%
No. ..... 69\%
UNSURE/REFUSED (DNR) .....  *
(CHILD)
D10. What is the church you or your family attends most often?
IF BAPTIST, ASK: Is that Southern Baptist or some other Baptist church? (DO NOT READ RESPONSES, JUST RECORD)
AME (Africa Methd. Episcopal) ..... *
Lutheran ..... 4\%
Assemblies of God ..... 1\%
Mennonite .....
Baptist/American ..... 3\%
Baptist/Missionary or Indep.
or Primitive or other ..... 3\%
Baptist/Southern ..... 9\%
Bible Church .....
Christian Church ..... 4\%
Christian Reformed Church .....
Church of Christ ..... 2\%
Church of God ..... *
Disciples of Christ ..... *
Episcopalian ..... 2\%
Evangelical .....
Friends

$\qquad$
FundamentalistEastern/Greek Orthodox..............................1\%1\%
Jewish ..... 1\%
Methodist/United Methodist ..... 7\%
Mormon/Latter Day Saints ..... 2\%
Nazarene ..... 1\%
Non-denominational ..... 5\%
Other Protestant ..... 2\%
Pentecostal/Charismatic ..... 1\%
Presbyterian/United Presb ..... 3\%
Quaker/AmishReformed Church in America ......................**
Roman Catholic ..... 18\%
Seventh Day Adventist ..... 1\%
United Church of Christ ..... *
OTHER (SPECIFY) ..... 5\%
None (TO D11) ..... 19\%
DK/REFUSED (TO D11) ..... 5\%

## IF ANY RELIGIOUS AFFILIATION IN D10, ASK:

D10-1. And how often do you attend church (or synagogue)?
More than once a week ..... 18\%
Once a week ..... 34\%
Several times a month ..... 16\%
Once a month. ..... 9\%
Several times a year ..... 13\%
Only on holidays ..... 7\%
NEVER/DON'T ATTEND ..... 2\%
UNSURE/REFUSED ..... 1\%(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 ..... 45\%
REFUSED (DNR) ..... 5\%
(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) ................ $3 \%$
(RACE)

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

D11-1. And, do you consider yourself a Hispanic, Latino, or Spanish-speaking American?
Yes ..... 4\%
No. ..... 96\%
UNSURE/REFUSED (DNR) ..... 1\%

## ***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/employe | 31\% |
| :---: | :---: |
| Male/homemaker. | * |
| Male/retired | 14\% |
| Male/not in labor force. | 3\% |
| Female/employed | 25\% |
| Female/homemaker | . $9 \%$ |
| Female/retired. | 15\% |
| Female/not in labor force ... | ... 3\% |
| MALE/REFUSED (DNR). |  |
| FEMALE/REFUSED (DNR) | .....1\% |


[^0]:    Obama/Congressional Democrats with 2 more years. .48\%
    Republicans taking control of Congress............................................ $43 \%$
    UNSURE/REFUSED (DNR)............................................................. 9\%

