



Battleground 2010 (XL)

FINAL

STUDY #12676

THE TARRANCE GROUP and LAKE RESEARCH PARTNERS

N = 1,000 Registered "likely" voters

Margin of error is $\pm 3.1\%$

Field Dates: September 7-9, 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?

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)
 No (THANK AND TERMINATE)

Thinking ahead to the elections that will be held in November 2010--

B. What is the likelihood of your voting in the elections to be held in November 2010 -- are you extremely likely, very likely, somewhat likely, or not very likely at all to vote?

(CONTINUE)	Extremely Likely	67%
	Very Likely.....	24%
	Somewhat Likely.....	10%

(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)

*=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?

<u>IF CHOICE MADE, ASK:</u> And	Right direction/strongly.....	13%
do you feel strongly or	Right direction/somewhat	15%
somewhat about that?	UNSURE (DNR)	10%
	Wrong track/somewhat	13%
	Wrong track/strongly.....	50%

(DIRECT)

And, still thinking about the 2010 elections...

2. 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?

<u>IF "UNDECIDED", ASK:</u> And	Republican.....	39%
which party's candidate do	Lean Republican.....	4%
you lean toward at this	UNDECIDED (DNR).....	15%
time?	Lean Democratic	5%
	Democratic	38%

(GENERCG)

Now, thinking about the 2010 elections in a different way...

As you may already know, every member of the US House is up for re-election in November 2010. House Democrats currently are the majority party in the US House. Republicans would need to win 40 additional seats to become the majority party in the US House. With this in mind...

3. Regardless of how you plan to vote, who do you think will be the majority party in the US House after the November 2010 elections? Do you think it will be..

(ROTATE CHOICES)

- The Republican Party, OR
- The Democratic Party?

Republican Party	45%
Democratic Party	36%
UNSURE/REFUSED (DNR)	19%

(HSCON)

Now, thinking about the 2010 US Senate elections...

As you may already know, thirty-seven members of the US Senate are up for re-election in November 2010. The Democratic Party is currently the majority party in the US Senate. Republicans would need to win 10 additional seats to become the majority party in the US Senate. With this in mind...

4. Regardless of how you plan to vote, who do you think will be the majority party in the US Senate after the November 2010 elections? Do you think it will be..
(ROTATE CHOICES)

- The Republican Party, OR
- The Democratic Party?

Republican Party	46%
Democratic Party	37%
UNSURE/REFUSED (DNR)	17%

(SENCON)

Now I would like to read you a list of issues that some people from this part of the country have said are important to them. Please listen as I read the list and tell me which one issue is most important for Congress to work on.

(READ AND ROTATE ISSUES)

(PROMPT IF COMBINATION/EQUALLY: “BUT IF YOU HAD TO PICK JUST ONE, WHICH WOULD YOU SAY IS MOST IMPORTANT?”)

AFTER INITIAL CHOICE MADE, THEN ASK:

And which issue do you think is next most important?

	<u>Q5 MOST IMPORTANT</u>	<u>Q6 NEXT IMPORTANT</u>
• The Wars in Iraq and Afghanistan	7%	12%
• Illegal immigration	4%	9%
• Taxes	4%	8%
• Terrorism and homeland security	3%	7%
• Government spending	13%	13%
• Health care reform	8%	16%
• Retirement and Social Security	5%	8%
• The economy and jobs	46%	18%
• Reforming Wall Street	2%	5%
• COMBINATION/EQUALLY (DNR)	7%	2%
• OTHER (DNR)	1%	1%
• NONE (DNR)	*	1%
• UNSURE (DNR)	1%	1%

(CONGIS1-2)

Thinking again about Congress...

7. How would you rate the job Congress has been doing this year? Do you approve or disapprove of the job they are doing?

IF CHOICE MADE, ASK:

And do you feel *strongly* about that?

Approve/strongly	9%
Approve	16%
UNSURE (DNR)	11%
Disapprove	16%
Disapprove/strongly	47%

(CONGJA)

ROTATE Qs 8-9

Now, still thinking about this issue in a different way...

8. Thinking specifically about the Democrats in Congress, do you approve or disapprove of the job the Democrats in Congress are doing?

<u>IF CHOICE MADE, ASK:</u>	Approve/strongly	15%
And do you feel <i>strongly</i>	Approve	19%
about that?	UNSURE (DNR)	9%
	Disapprove.....	14%
	Disapprove/strongly	43%

(CDEMJA)

9. Thinking specifically about the Republicans in Congress, do you approve or disapprove of the job the Republicans in Congress are doing?

<u>IF CHOICE MADE, ASK:</u>	Approve/strongly	8%
And do you feel <i>strongly</i>	Approve	18%
about that?	UNSURE (DNR)	16%
	Disapprove.....	21%
	Disapprove/strongly	38%

(CGOPJA)

(END ROTATION)

Now, turning to President Barack Obama...

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

<u>IF CHOICE MADE, ASK:</u>	Approve/strongly	27%
And do you feel <i>strongly</i>	Approve	18%
about that?	UNSURE (DNR)	7%
	Disapprove.....	11%
	Disapprove/strongly	38%

(BHOJA)

And,

11. 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?

<u>IF CHOICE MADE, ASK:</u>	Approve/strongly	42%
And do you <i>strongly</i>	Approve/somewhat.....	23%
(approve/disapprove)	UNSURE (DNR).....	11%
or <i>somewhat</i> (approve/	Disapprove/somewhat	7%
disapprove)?	Disapprove/strongly	17%

(BHOPA)

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		NO	NEVER
		<u>Strng</u>	<u>Smwht</u>	<u>Smwht</u>	<u>Strng</u>	<u>OPIN.</u>	<u>HEARD</u>
12.	Barack Obama (BOID)	32%	21%	13%	31%	3%	
13.	Nancy Pelosi (“ PUH-LOW-SEE ”) (NPID)	13%	18%	11%	41%	10%	7%
14.	Joe Biden (“ BYE-DEN ”) (JBID)	21%	25%	15%	25%	11%	3%
15.	John Boehner (BAY-nur) (JBOID)	5%	11%	7%	14%	19%	45%
16.	Harry Reid (HRID)	4%	15%	10%	27%	16%	28%
17.	Mitch McConnell (MMID)	4%	12%	9%	11%	26%	38%

(END ROTATION)

Now, even though it is a long way off –

18. 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?

The Republican candidate/definitely 31%
 The Republican candidate/probably 11%
 The Republican candidate/lean..... 3%

UNDECIDED (DNR)..... 12%

IF CHOICE MADE, ASK:

Would you say that you are definitely going to vote for him, or probably going to vote for him?

Obama/lean..... 3%
 Obama/probably 11%
 Obama/definitely 28%

(PRESBAL)

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)

	<u>GOP IN CONG</u>	<u>DEM IN CONG</u>	<u>BOTH (DNR)</u>	<u>NEITHER (DNR)</u>	<u>UNSURE (DNR)</u>
19. Turning the economy around (PROMPT: WHO DO YOU THINK WILL BETTER HANDLE THIS ISSUE -- (ROTATE) REPUBLICANS IN CONGRESS OR DEMOCRATS IN CONGRESS?)	39%	37%	6%	10%	8%
20. Controlling wasteful spending	42%	28%	2%	20%	8%
21. Holding down taxes	53%	26%	3%	10%	8%
22. Sharing your values	39%	39%	4%	10%	8%
23. Creating jobs	39%	39%	4%	11%	8%
24. Controlling the deficit	45%	28%	4%	16%	8%

(HAND1-6)

(END RANDOMIZATION)

25. 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 15%
Agree/somewhat..... 22%
UNSURE (DNR)..... 8%
Disagree/somewhat 13%
Disagree/strongly..... 41%

(STIMAD)

One last question about the national economy...

26. Who or what do you think is MOST responsible for the current state of the national economy?
Would you say it is:

(RANDOMIZE CHOICES)

- George W. Bush
- The US Congress
- Barack Obama
- Large financial firms,
- The normal economic cycle, OR
- Global economic forces?

George W. Bush	25%
The US Congress.....	15%
Barack Obama	11%
Large financial firms	20%
The normal economic cycle	8%
Global economic forces.....	10%
OTHER (DNR)	6%
UNSURE/REFUSED (DNR)	6%

(ECONRES)

And, thinking about this in a different way...

27. In thinking about the economy, how would you rate your personal economic situation?
(READ LIST – ROTATE TOP TO BOTTOM / BOTTOM TO TOP)

Excellent	7%
Good	38%
Just Fair	38%
Poor	15%
UNSURE/REFUSED (DNR)	1%

(PEREC)

Now, thinking one more time about the elections this fall. I am going to read you several sources that people use to get news. For each one, please tell me if yes, you do use this source or no, you do not use this source to get news about the elections this fall. Here is first one...

(RANDOMIZE)

	<u>YES</u>	<u>NO</u>	<u>UNSURE/ REFUSED (DNR)</u>
28. Cable TV news channels like CNN, FOX News, or MSNBC (PROMPT: IS THIS A SOURCE YOU USE FOR NEWS ABOUT THE FALL ELECTIONS?)	80%	19%	1%
29. National broadcast TV news channels like ABC, NBC, or CBS	71%	28%	1%
30. Local TV news	74%	25%	1%
31. Newspapers or newspaper websites	76%	23%	1%
32. Independent websites or blogs	31%	69%	1%
33. Conversations with friends and family	74%	25%	1%
34. Radio programming	52%	48%	1%
35. Political advertisements	31%	67%	2%

(INFOS1-8)

(END RANDOMIZATION)

TWO QUESTIONS REGARDING GOVERNMENT SERVICE WILL BE RELEASED ON OCTOBER 1st.

And,

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

D1. What is your age, please?

18-24	6%
25-29	6%
30-34	5%
35-39	9%
40-44	11%
45-54	22%
55-64	19%
65-69	6%
70-74	5%
75-79	5%
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)	*
Some high school (9-11)	5%
Graduated high school (12).....	19%
Technical/vocational (12).....	3%
Some college (13-15)	26%
Graduated college (16).....	31%
Graduate/professional school (16 or more)	14%
Unsure/Refused	2%

(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.....	22%
Somewhat conservative.....	36%
MODERATE (DNR)	6%
Somewhat liberal.....	24%
Very liberal	8%
UNSURE/REFUSED (DNR)	4%

(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.....	17%
Republican/not strong	9%
Lean Republican.....	15%
Independent	7%

IF INDEPENDENT OR ANYTHING

ELSE, ASK: Do you think of yourself as closer to the Republican or Democratic Party?

Lean Democrat	11%
Democrat/not strong	10%
Democrat/strong	21%
NO PREFERENCE (DNR)	7%
OTHER (DNR)	*
UNSURE/REFUSED (DNR)	4%

(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.....	38%
Barack Obama	47%
Ralph Nader (DNR)	*
OTHER (DNR)	6%
REFUSED (DNR)	6%
UNSURE (DNR)	3%

(PRES08)

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

**(READ LIST, ROTATE TOP TO
BOTTOM, BOTTOM TO TOP)**

Straight Republican9%
Mostly Republican21%
A few more Republicans than Democrats.....13%
INDEPENDENT/THE PERSON (DNR)6%
A few more Democrats than Republicans.....11%
Mostly Democratic21%
Straight Democratic.....14%
UNSURE/REFUSED (DNR)6%

(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.....2%
Non-Union Household 84%
UNSURE/REFUSED (DNR)4%

(UNION)

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

Single 19%
Married 60%
Separated 1%
Divorced 9%
Widowed 8%
UNSURE/REFUSED (DNR) 2%

(MARITAL)

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

Yes 35%
No.....64%
UNSURE/REFUSED (DNR) 1%

(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 7%
Baptist/American 6%	Methodist/United Methodist
Baptist/Missionary or Indep. or Primitive or other 2%	Mormon/Latter Day Saints..... 1%
Baptist/Southern 8%	Nazarene *
Bible Church..... 1%	Non-denominational 3%
Christian Church..... 7%	Other Protestant..... 4%
Christian Reformed Church *	Pentecostal/Charismatic 2%
Church of Christ 2%	Presbyterian/United Presb 2%
Church of God 1%	Quaker/Amish
Disciples of Christ *	Reformed Church in America
Episcopalian 1%	Roman Catholic..... 18%
Evangelical 1%	Seventh Day Adventist..... 1%
Friends *	United Church of Christ 1%
Fundamentalist *	OTHER (SPECIFY).....
Eastern/Greek Orthodox..... *	None (TO D11) 21%
Jewish 1%	DK/REFUSED (TO D11)..... 7%

(DENOM)

IF ANY RELIGIOUS AFFILIATION IN D10, ASK:

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

More than once a week..... 15%
Once a week 41%
Several times a month..... 14%
Once a month..... 9%
Several times a year..... 10%
Only on holidays..... 5%
NEVER/DON'T ATTEND 5%
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..... 48%
Not born-again..... 44%
REFUSED (DNR) 9%

(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 13%
Hispanic/Latino (**TO D12**)..... 5%
Asian/Pacific American..... 1%
Native American..... 1%
Other (**Specify _____**).....
UNSURE/REFUSED (**DNR**) (**TO D12**) 2%

(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%

(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 29%
Male/homemaker 1%
Male/retired 13%
Male/not in labor force 5%

Female/employed 28%
Female/homemaker 8%
Female/retired..... 13%
Female/not in labor force 3%

MALE/REFUSED (**DNR**) 1%
FEMALE/REFUSED (**DNR**) 1%

(SEXEMP)
