



# Battleground 2010 (XLI)

*FINAL*

STUDY #12725

THE TARRANCE GROUP and LAKE RESEARCH PARTNERS

N = 1,000 Registered "likely" voters

Margin of error  $\pm$  3.1%

Field Dates: September 19-22, 2010

Split Sample Version A/B

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.....	64%
	Very Likely.....	27%
	Somewhat Likely.....	10%

(THANK AND TERMINATE)	Not Very Likely
	UNSURE ( <b>DNR</b> )

(UPELECT)

\*=less than .5%

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)

Still thinking about the elections that will be held this November --

1. Please tell me, using a scale from 0 to 10, where 0 means "not at all interested" and 10 means "extremely interested," how interested you are, personally, in this upcoming election.  
 (PLEASE RECORD "UNSURE" AS VALUE 11)

<u>Not at all</u> <u>Interested</u>											<u>Extremely</u> <u>Interested</u>
2%	*	1%	2%	2%	9%	3%	7%	16%	8%	51%	

(INTELE)

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

2. 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 do you feel strongly or somewhat about that?	Right direction/strongly..... 18% Right direction/somewhat ..... 12% UNSURE (DNR) ..... 7% Wrong track/somewhat ..... 8% Wrong track/strongly..... 55%
--	--

(DIRECT)

And, still thinking about the 2010 elections...

3. 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 which party's candidate do you lean toward at this time?	Republican ..... 45% Lean Republican..... 2% UNDECIDED (DNR) ..... 10% Lean Democratic ..... 3% Democratic ..... 40%
---	--

(GENERCG)

Now, thinking a bit more about the Congressional elections...

4. If the Republican Party becomes the majority party in both the US House and the US Senate, do you believe that the Republicans could successfully repeal laws that have been passed during the last two years?

<b><u>IF CHOICE MADE, ASK:</u></b>	Yes/strongly .....	39%
And do you feel strongly about that?	Yes .....	14%
	UNSURE (DNR) .....	14%
	No.....	7%
	No/strongly .....	26%

Thinking again about Congress...

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

<b><u>IF CHOICE MADE, ASK:</u></b>	Approve/strongly .....	16%
And do you feel <i>strongly</i> about that?	Approve .....	12%
	UNSURE (DNR) .....	6%
	Disapprove.....	7%
	Disapprove/strongly .....	59%

(CONGJA)

\*\*\*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)

	<u>GOP IN</u> <u>CONG</u>	<u>DEM IN</u> <u>CONG</u>	<u>BOTH</u> <u>(DNR)</u>	<u>NEITHER</u> <u>(DNR)</u>	<u>UNSURE</u> <u>(DNR)</u>
6A. Turning the economy around <b>(PROMPT: WHO DO YOU THINK WILL BETTER HANDLE THIS ISSUE -- (ROTATE) REPUBLICANS IN CONGRESS OR DEMOCRATS IN CONGRESS?)</b>	44%	46%	*	5%	4%
7A. Creating jobs	44%	45%	1%	5%	4%

(HAND1A-2A)

(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)

	<u>GOP IN CONG</u>	<u>PRES OBAMA</u>	<u>BOTH (DNR)</u>	<u>NEITHER (DNR)</u>	<u>UNSURE (DNR)</u>
6B. Turning the economy around <b>(PROMPT: WHO DO YOU THINK WILL BETTER HANDLE THIS ISSUE -- (ROTATE) REPUBLICANS IN CONGRESS OR PRESIDENT OBAMA?)</b>	49%	41%	1%	5%	4%
7B. Creating jobs	51%	40%	*	5%	3%

(HAND1B-2B)

(END RANDOMIZATION)

And, thinking more about President Obama...

8. 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 ..... 35%
And do you feel <i>strongly</i>	Approve ..... 11%
about that?	UNSURE (DNR) ..... 3%
	Disapprove ..... 6%
	Disapprove/strongly ..... 45%

(BHOJA)

And,

9. 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 ..... 47%
And do you <i>strongly</i>	Approve/somewhat ..... 18%
(approve/disapprove)	UNSURE (DNR) ..... 10%
or <i>somewhat</i> (approve/	Disapprove/somewhat ..... 6%
disapprove)?	Disapprove/strongly ..... 19%

(BHOPA)

As you may already heard, there are likely to be several candidates and organizations that should have a prominent role in 2012 elections. I would like to read you the names of several of these people or organizations. For each one, please tell me whether you have heard of that person or organization and if so, whether you have a favorable or an unfavorable impression of that person or organization. If you do not recognize the name, just say so. Here is the first one ...

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

<b>(ROTATE NAMES)</b>		<b>FAVORABLE</b>		<b>UNFAVORABLE</b>		<b>NO</b>	<b>NEVER</b>
		<b><u>Strng</u></b>	<b><u>Smwht</u></b>	<b><u>Smwht</u></b>	<b><u>Strng</u></b>	<b><u>OPIN.</u></b>	<b><u>HEARD</u></b>
10.	Mitt Romney (MRID)	16%	29%	13%	15%	12%	15%
11.	Mike Huckabee (MHID)	23%	26%	11%	14%	15%	12%
12.	Tim Pawlenty (TPID)	5%	9%	6%	4%	13%	64%
13.	Haley Barbour (HBID)	4%	8%	5%	5%	16%	62%
14.	Mitch Daniels (MDID)	3%	5%	3%	3%	13%	75%
15.	John Thune (JTID)	3%	4%	1%	2%	9%	81%
16.	Newt Gingrich (NGID)	17%	22%	10%	29%	13%	9%
17.	Sarah Palin (SPID)	22%	22%	10%	39%	5%	2%
18.	Tea Party Movement (TPID)	25%	18%	9%	26%	14%	8%
19.	Barack Obama (BOID)	39%	15%	8%	37%	2%	*

---

**(END ROTATION)**

Now, thinking again about Barack Obama –

20. Do you think President Obama has performed his job as President well enough to deserve re-election, will you consider voting for someone else, or do you think you will vote to replace Barack Obama?

Deserves re-election ..... 38%  
 Will consider voting for someone else..... 13%  
 Will vote to replace Barack Obama ..... 44%  
 UNSURE/REFUSED (DNR) ..... 6%

(SOBAL)

---

\*\*\*ROTATE Qs 21 and 22\*\*\*

Even though it is a long way off...

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

- Sarah Palin, the Republican candidate,
- or*
- Barack Obama, the Democratic candidate?

**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?

Sarah Palin/definitely .....	32%
Sarah Palin/probably.....	8%
Sarah Palin/lean .....	2%
UNDECIDED (DNR).....	8%
Obama/lean.....	1%
Obama/probably .....	5%
Obama/definitely .....	45%

(SPBOBAL)

---

And...

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

- Mitch Daniels, the Republican candidate,
- or*
- Barack Obama, the Democratic candidate?

**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, or probably going to vote for him?

Daniels /definitely.....	26%
Daniels /probably.....	13%
Daniels /lean .....	2%
UNDECIDED (DNR).....	13%
Obama/lean.....	1%
Obama/probably .....	8%
Obama/definitely .....	38%

(MDBOBAL)

---

And, just one more question about President Obama...

23. Thinking about Barack Obama's political ideology, do you think of him as:  
**(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

Very conservative.....5%  
Somewhat conservative.....5%  
Moderate.....19%  
Somewhat liberal.....24%  
Very liberal.....42%  
UNSURE/DK (DNR).....5%

(OBIDEO)

---

Now, thinking about former Alaska Governor Sarah Palin...

24. Thinking about Sarah Palin's political ideology, do you think of her as:  
**(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

Very conservative.....44%  
Somewhat conservative.....26%  
Moderate.....10%  
Somewhat liberal.....6%  
Very liberal.....6%  
UNSURE/DK (DNR).....8%

(SPIDEO)

---

Thinking one last time about Sarah Palin...

As you may already know, Sarah Palin has been the Governor of Alaska and was the Republican nominee for Vice President in 2008. She resigned from her position as Governor in 2009 and currently runs a political action committee and works as a news commentator for Fox News.

25. Based on what you know, would you say that Sarah Palin's efforts since resigning as Governor in 2009 have made you more likely or less likely to support her if she runs for President?

**IF CHOICE IS MADE, ASK:**

And is that strongly or somewhat (more likely/less likely)?

More likely/strongly.....17%  
More likely/somewhat.....14%  
UNSURE (DNR).....5%  
NO DIFFERENCE (DNR).....7%  
Less likely/somewhat.....13%  
Less likely/strongly.....45%

(SPLIK)

---

And, thinking about just one more possible candidate for President...

26. If Michael Bloomberg ran for President as an Independent candidate, would you consider voting for him or would you not consider voting for him?

Yes, would consider.....32%  
No, would not consider.....56%  
UNSURE/REFUSED (DNR).....12%

(MBCAN)

---

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 .....	18%
Somewhat favorable .....	24%
Somewhat unfavorable .....	13%
Very unfavorable .....	41%
UNSURE (DNR) .....	4%
REFUSED (DNR) .....	*

(HCRFAV)

---

Now, thinking one more time about the elections this fall. I am going to read you several types of media that people use to get news and information. 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 or their websites <b>(PROMPT: IS THIS A SOURCE YOU USE FOR NEWS ABOUT THE FALL ELECTIONS?)</b>	81%	19%	*
29. National broadcast TV news channels like ABC, NBC, or CBS or their websites	71%	29%	*
30. Local TV news or their websites	73%	26%	1%
31. Newspapers or newspaper websites	72%	28%	*
32. Other websites or blogs	39%	61%	*
33. Conversations with friends and family	79%	21%	*
34. Radio programming	58%	41%	*
35. Political advertisements	37%	62%	1%

(INFOS1-8)

---

**(END RANDOMIZATION)**



**IF “YES” IN Q28, THEN ASK:**

36. When you use cable TV news channels to get news about the election, would you say you are mainly getting information from CNN, Fox News, MSNBC or some other cable news channel or website?

Mainly CNN .....30%  
 Mainly Fox News .....42%  
 Mainly MSNBC.....12%  
 Other cable news channel/website..... 9%  
 UNSURE/REFUSED (**DNR**) ..... 7%

(CABNEWS)

---

Thinking now about some of the people who provide opinion and commentary about politics and elections...

I am going to read you a list of some of these people. For each one, please tell me if you think this person has a positive impact or a negative impact on political debate in this country. If you do not recognize the name, just say so. Here is the first one ...

(RANDOMIZE)	<u>POSITIVE IMPACT</u>	<u>NEGATIVE IMPACT</u>	<u>NEVER HEARD OF</u>	<u>UNSURE/ REFUSED (DNR)</u>
37. Rush Limbaugh	36%	52%	5%	7%
38. Rachel Maddow	18%	18%	55%	9%
39. Glenn Beck	38%	32%	23%	7%
40. Keith Olbermann	23%	25%	42%	11%
41. Ed Schultz	11%	11%	70%	8%
42. Sean Hannity	35%	25%	34%	7%
43. Bill O’Reilly	49%	32%	12%	7%
44. Jon Stewart	34%	22%	34%	10%

(MEDIMP1-8)

---

**(END RANDOMIZATION)**

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

D1. What is your age, please?

18-24 .....	5%
25-29 .....	7%
30-34 .....	7%
35-39 .....	7%
40-44 .....	11%
45-54 .....	20%
55-64 .....	21%
65-69 .....	6%
70-74 .....	6%
75-79 .....	4%
80-84 .....	2%
85-89 .....	2%
90 or over .....	*
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) .....	3%
Graduated high school (12) .....	22%
Technical/vocational (12) .....	3%
Some college (13-15) .....	23%
Graduated college (16) .....	31%
Graduate/professional school (16 or more) .....	17%
Unsure/Refused .....	1%

(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 .....	25%
Somewhat conservative .....	38%
MODERATE (DNR) .....	3%
Somewhat liberal .....	24%
Very liberal .....	7%
UNSURE/REFUSED (DNR) .....	3%

(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..... 24%  
 Republican/not strong ..... 11%  
 Lean Republican..... 6%

Independent ..... 16%

Lean Democrat ..... 7%  
 Democrat/not strong ..... 9%  
 Democrat/strong ..... 26%

**IF INDEPENDENT OR ANYTHING**

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

NO PREFERENCE (DNR) ..... 1%

OTHER (DNR) ..... 1%

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..... 45%

Barack Obama ..... 48%

Ralph Nader (DNR) ..... \*

OTHER (DNR) ..... 3%

REFUSED (DNR)..... 3%

UNSURE (DNR) ..... 1%

(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 Republican ..... 10%

Mostly Republican ..... 24%

A few more Republicans than Democrats..... 14%

INDEPENDENT/THE PERSON (DNR) ..... 3%

A few more Democrats than Republicans..... 10%

Mostly Democratic ..... 22%

Straight Democratic..... 14%

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..... 12%

Labor Union Household..... 1%

Non-Union Household ..... 86%

UNSURE/REFUSED (DNR) ..... 1%

(UNION)

---

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

Single ..... 20%  
 Married ..... 59%  
 Separated ..... 2%  
 Divorced ..... 10%  
 Widowed ..... 8%  
 UNSURE/REFUSED (DNR) ..... 1%

(MARITAL)

---

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

Yes ..... 33%  
 No..... 67%  
 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 ..... 5%
Assemblies of God ..... 1%	Mennonite ..... 1%
Baptist/American ..... 3%	Methodist/United Methodist ..... 5%
Baptist/Missionary or Indep. or Primitive or other ..... 5%	Mormon/Latter Day Saints..... 2%
Baptist/Southern ..... 8%	Nazarene ..... 1%
Bible Church..... *	Non-denominational ..... 4%
Christian Church..... 6%	Other Protestant..... 2%
Christian Reformed Church ..... *	Pentecostal/Charismatic ..... 3%
Church of Christ ..... 1%	Presbyterian/United Presb ..... 2%
Church of God ..... 1%	Quaker/Amish ..... *
Disciples of Christ ..... 1%	Reformed Church in America ..... 1%
Episcopalian ..... 1%	Roman Catholic ..... 19%
Evangelical ..... 1%	Seventh Day Adventist..... 1%
Friends ..... *	United Church of Christ ..... *
Fundamentalist ..... 1%	OTHER (SPECIFY) ..... 3%
Eastern/Greek Orthodox..... *	None (TO D11)..... 20%
Jewish ..... 1%	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.....	16%
Once a week .....	39%
Several times a month.....	14%
Once a month.....	6%
Several times a year.....	14%
Only on holidays.....	8%
NEVER/DON'T ATTEND .....	3%
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.....	46%
REFUSED (DNR) .....	6%

(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.....	77%
Black/African-American .....	12%
Hispanic/Latino (TO D12).....	7%
Asian/Pacific American.....	1%
Native American.....	1%
Other (Specify _____).....	*
UNSURE/REFUSED (DNR) .....	3%

(RACE)

---

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

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

Yes .....	3%
No.....	95%
UNSURE/REFUSED (DNR) .....	3%

(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 .....	32%
Male/homemaker.....	1%
Male/retired .....	13%
Male/not in labor force .....	3%
Female/employed .....	28%
Female/homemaker .....	9%
Female/retired.....	12%
Female/not in labor force .....	3%
MALE/REFUSED ( <b>DNR</b> ).....	*
FEMALE/REFUSED ( <b>DNR</b> ) .....	1%

(SEXEMP)

---