

**GREENBERG QUINLAN ROSNER** RESEARCH

PUBLIC OPINION STRATEGIES



January 27, 2010

# National Public Radio

National Survey Results



January 20 – 23, 2010

800 Likely Voters



## The survey

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**This survey was conducted by Public Opinion Strategies in conjunction with Greenberg Quinlan Rosner Research for National Public Radio and is the 29<sup>th</sup> survey in the NPR series.**

**These findings are based on a national telephone survey of 800 likely voters conducted January 20-23, 2010. The survey has a margin of error of +/- 3.46 percent.**



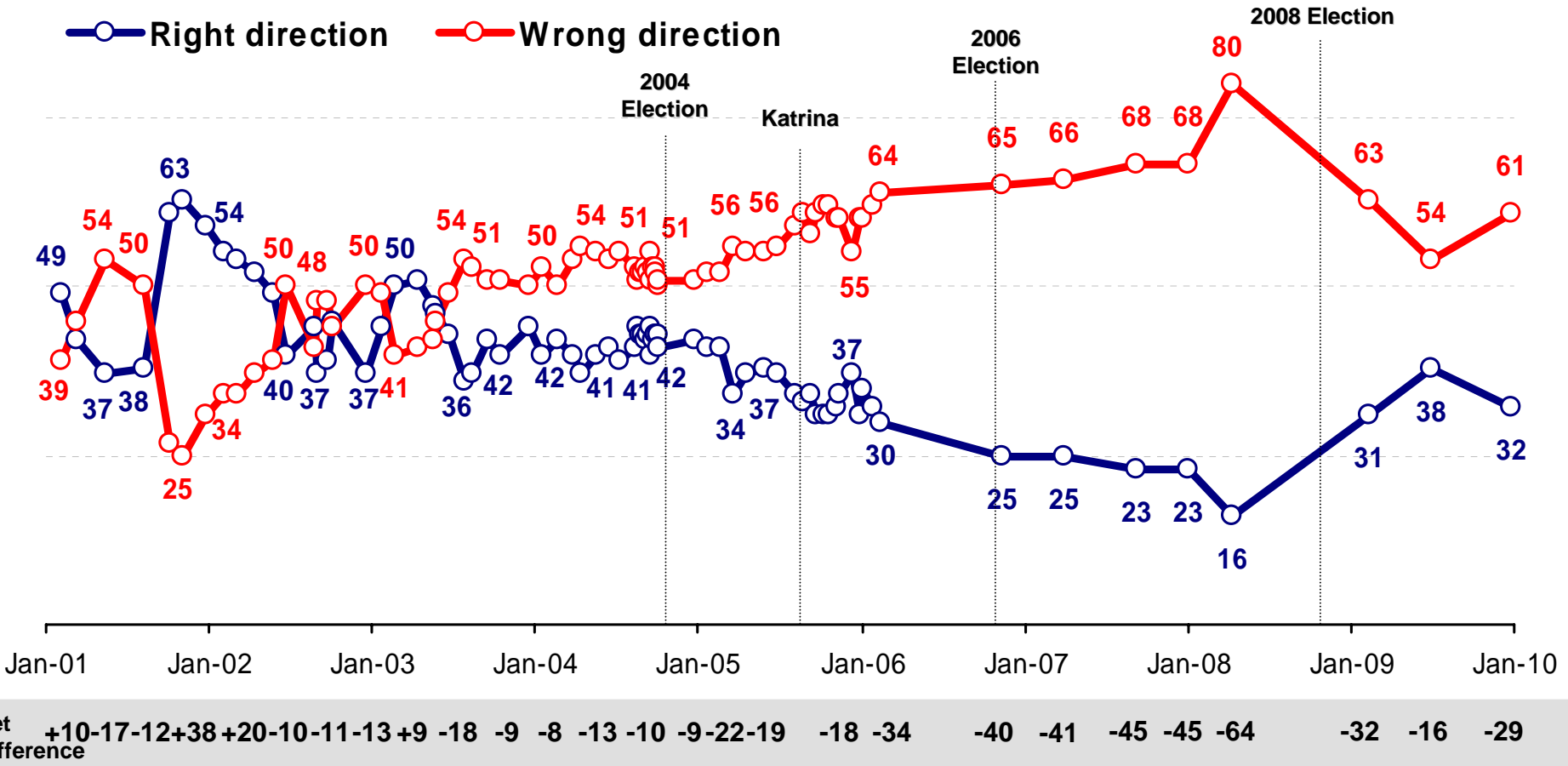
# Direction of the Country

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# Slight increase in number saying things are off on the wrong track

Generally speaking, would you say that things in the COUNTRY are going in the right direction, or have they pretty seriously gotten off on the wrong track?

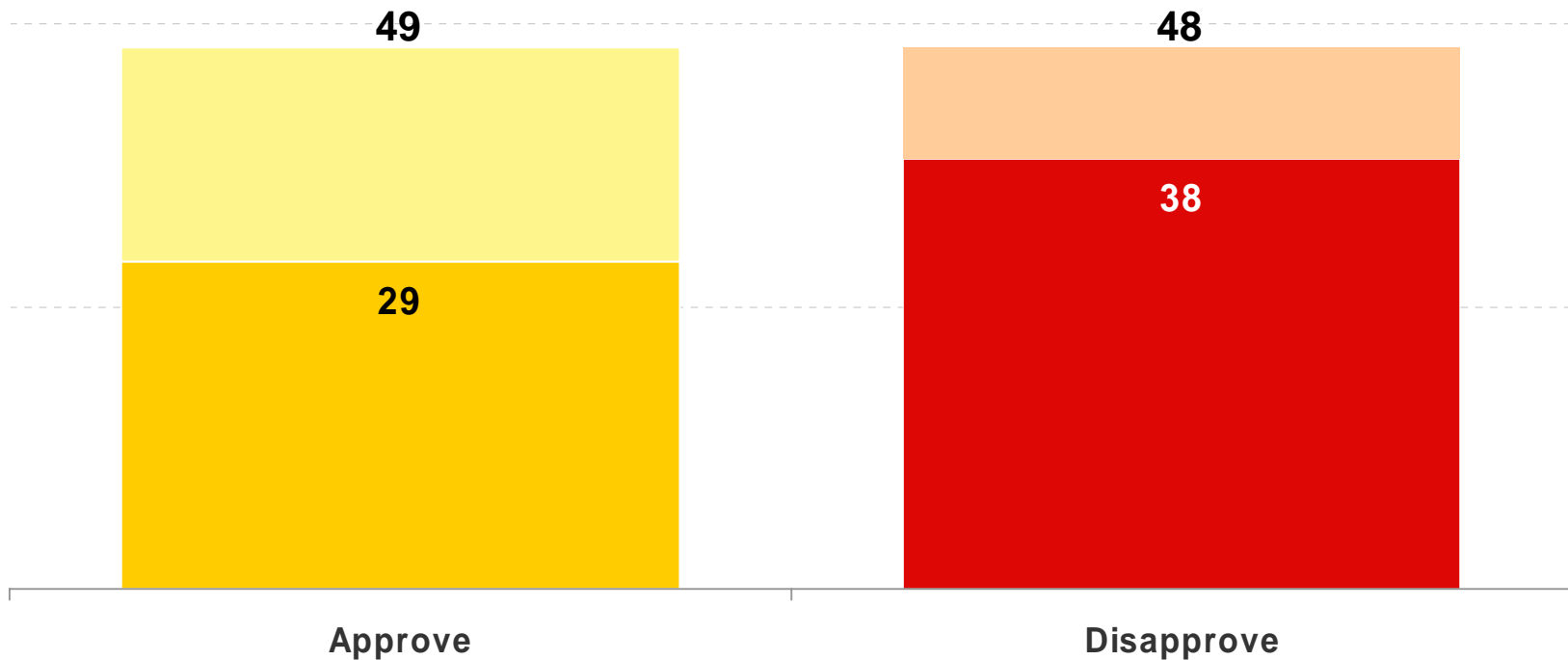




# Obama approval at 49 percent

*Do you approve or disapprove of the way Barack Obama is handling his job as president?*

■ Strongly approve ■ Strongly disapprove

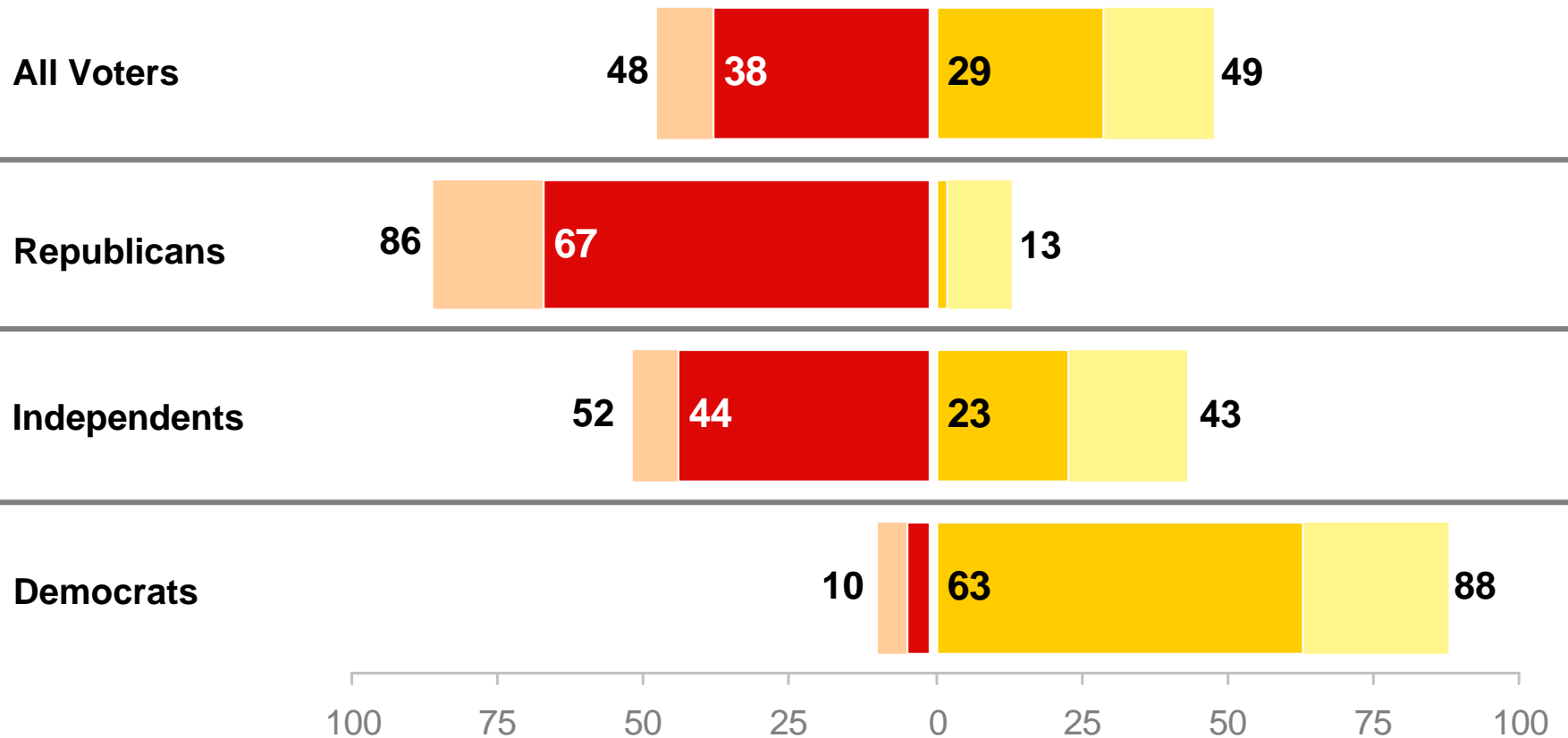




# Partisan breakdown of Obama's approval

Do you approve or disapprove of the way Barack Obama is handling his job as president?

■ Strongly disapprove ■ Strongly approve

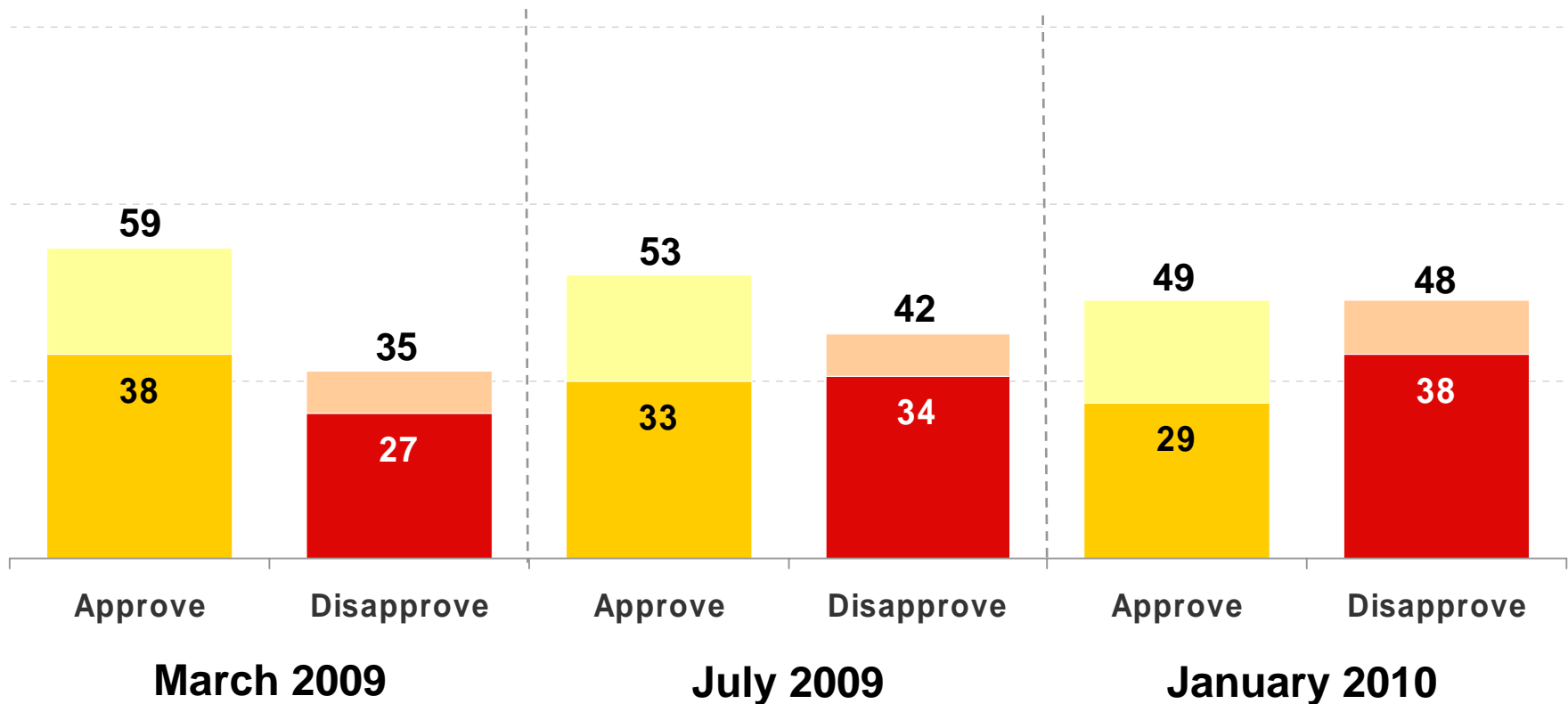




# Obama's approval matches his disapproval

Do you approve or disapprove of the way Barack Obama is handling his job as president?

■ Strongly Approve    
 ■ Strongly Disapprove



National Public Radio, January 2010

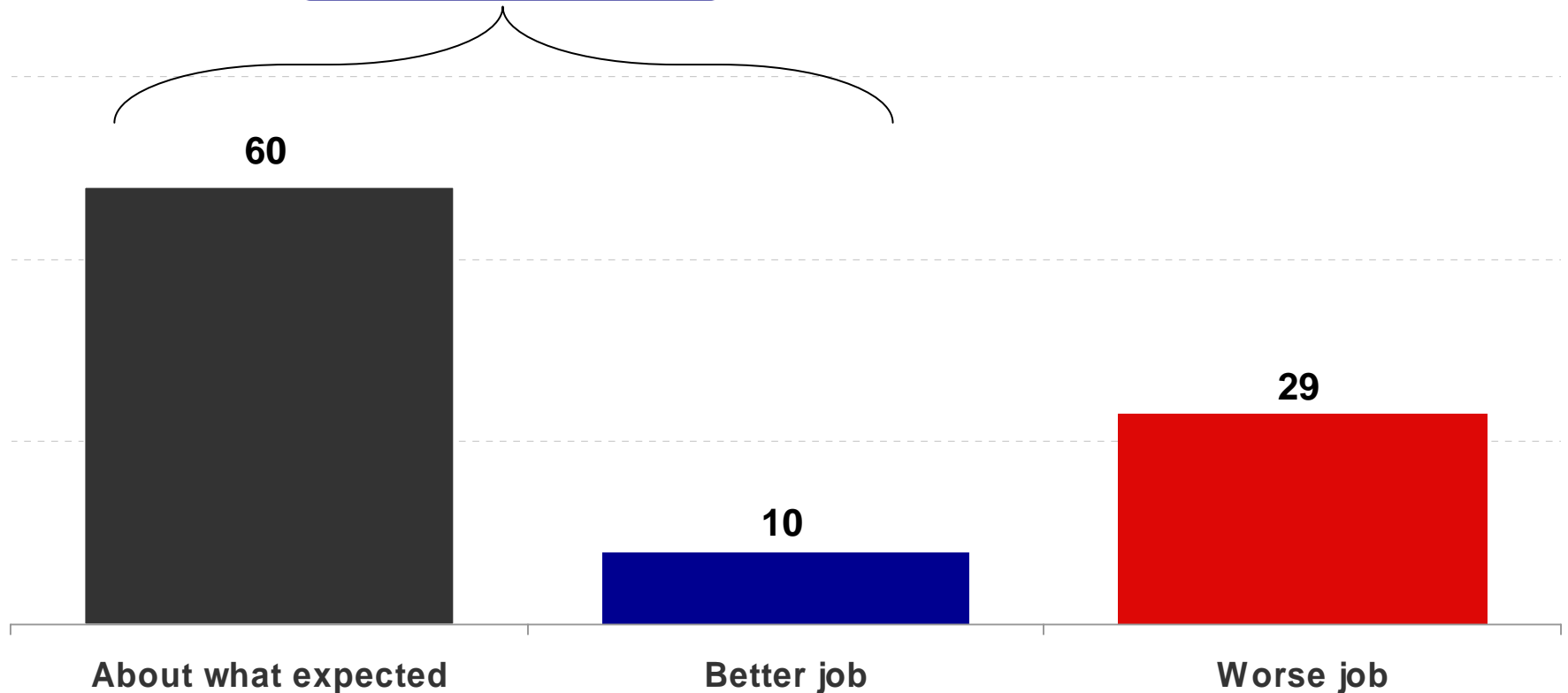
*\*Note: March and July data from NPR national surveys conducted March 10-14, 2009, reflecting 800 likely 2010 voters, and July 22-26, 2009, reflecting 850 likely 2010 voters.*



## Most say Obama's presidency what they expected after first year

*Thinking now about President Obama's first year in office, would you say Obama is doing a better job than you expected, a worse job than you expected, or is his job performance about what you expected?*

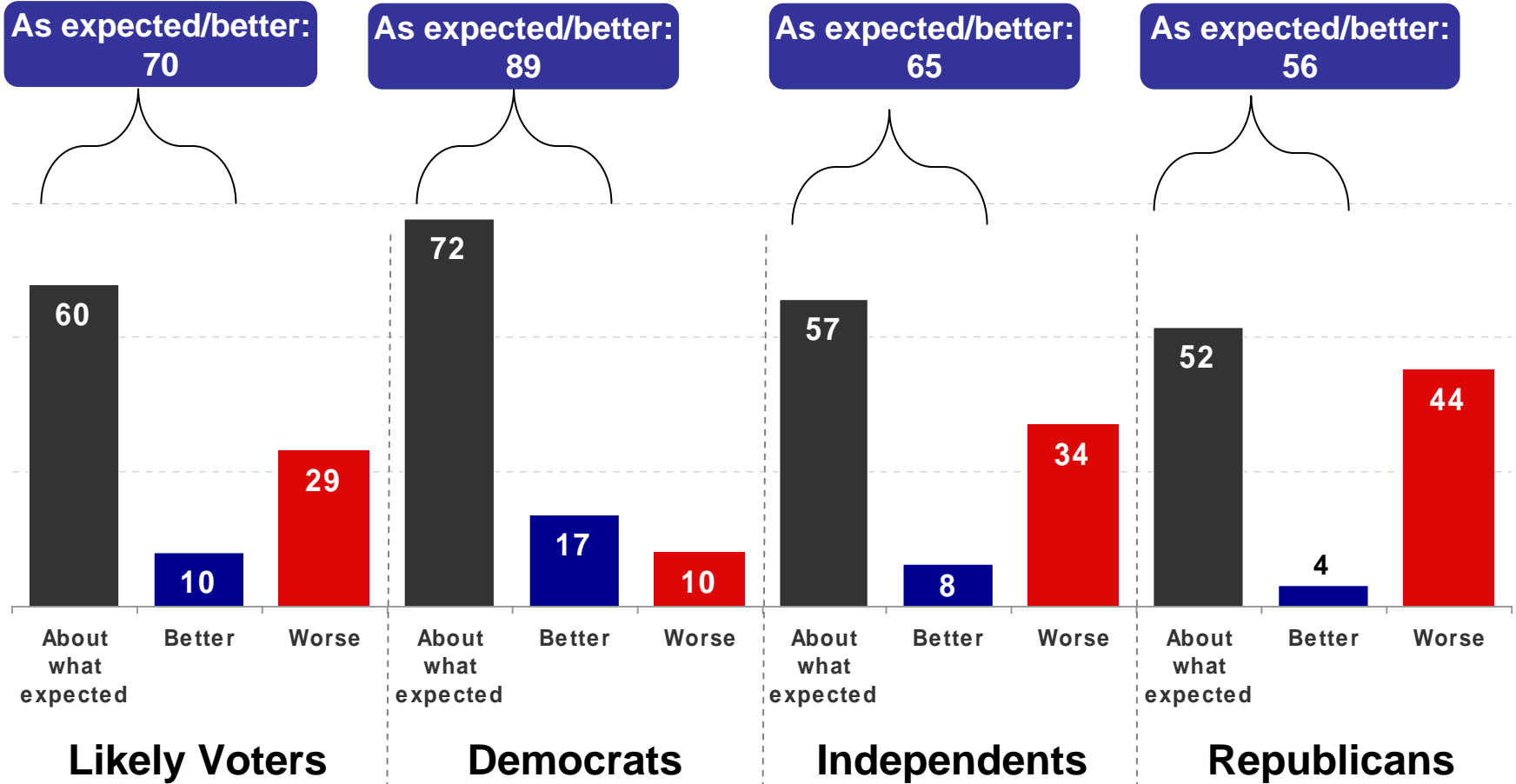
**Total about what you  
expected or better: 70**





# Performing as expected across party lines

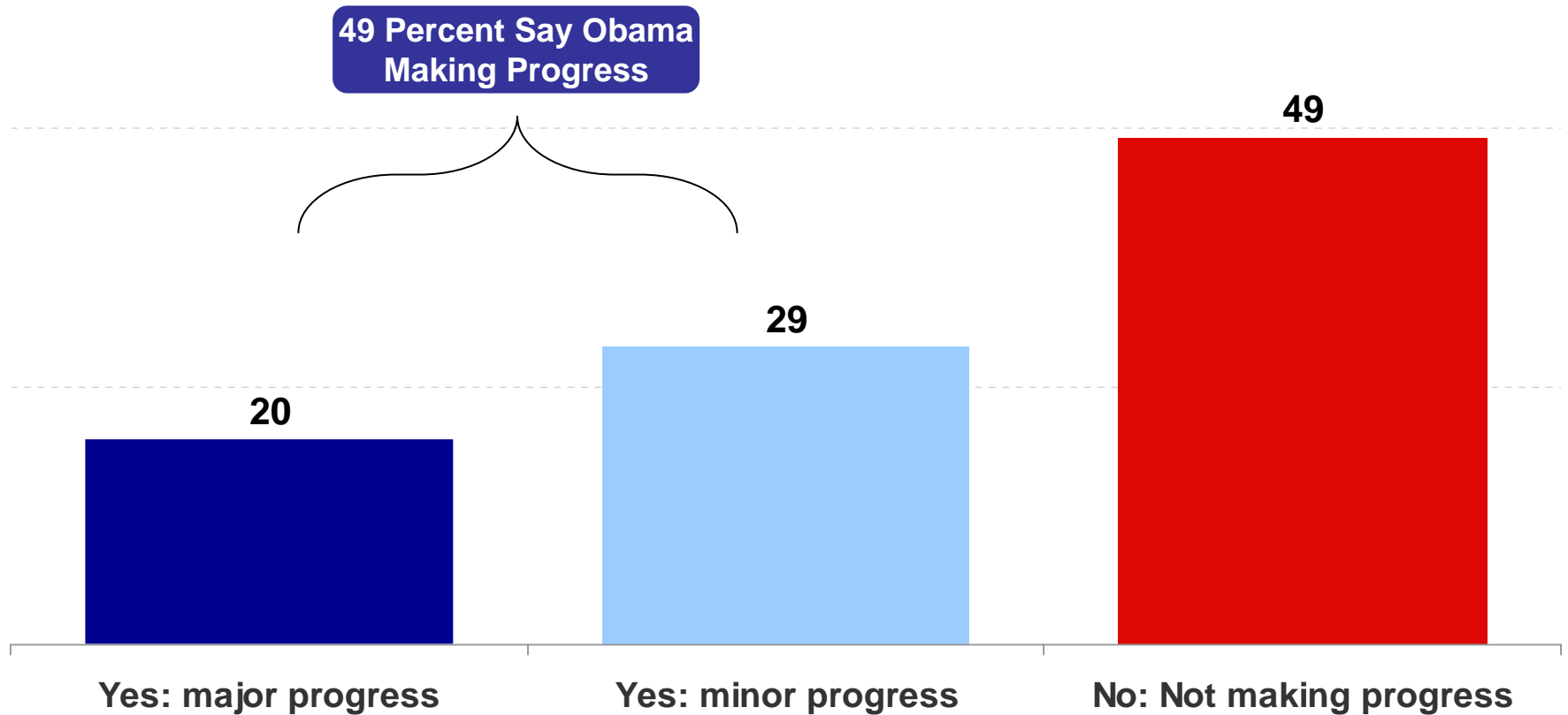
Thinking now about President Obama's first year in office, would you say Obama is doing a better job than you expected, a worse job than you expected, or is his job performance about what you expected?





# Voters split on whether Obama is making progress

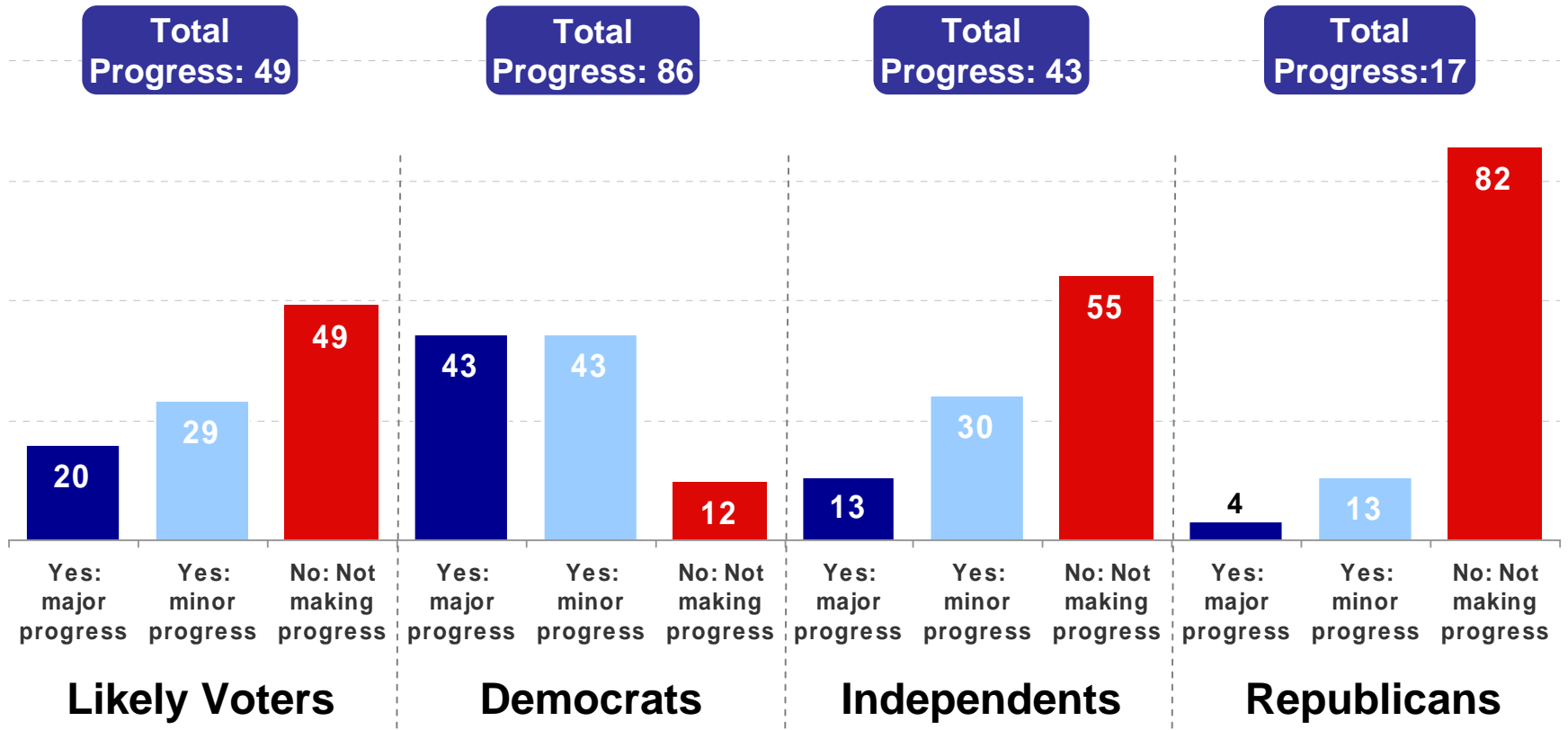
*And, is President Obama making progress addressing the problems facing the country, or is Obama not making progress addressing the problems facing the country? And, is Obama making major progress or minor progress addressing the problems facing the country?*





# Independents feel less strongly about progress

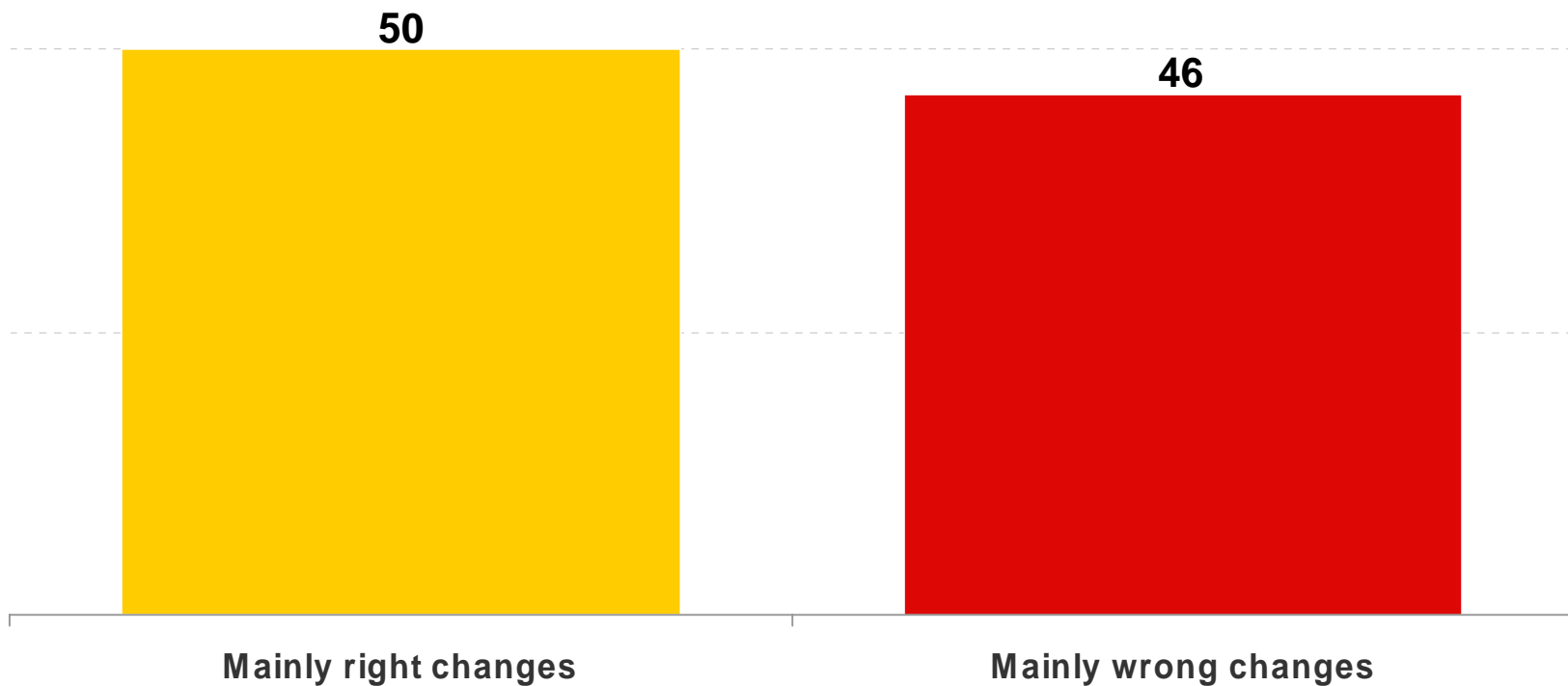
*And, is President Obama making progress addressing the problems facing the country, or is Obama not making progress addressing the problems facing the country? And, is Obama making major progress or minor progress addressing the problems facing the country?*





## Small majority believe Obama is making the right choices

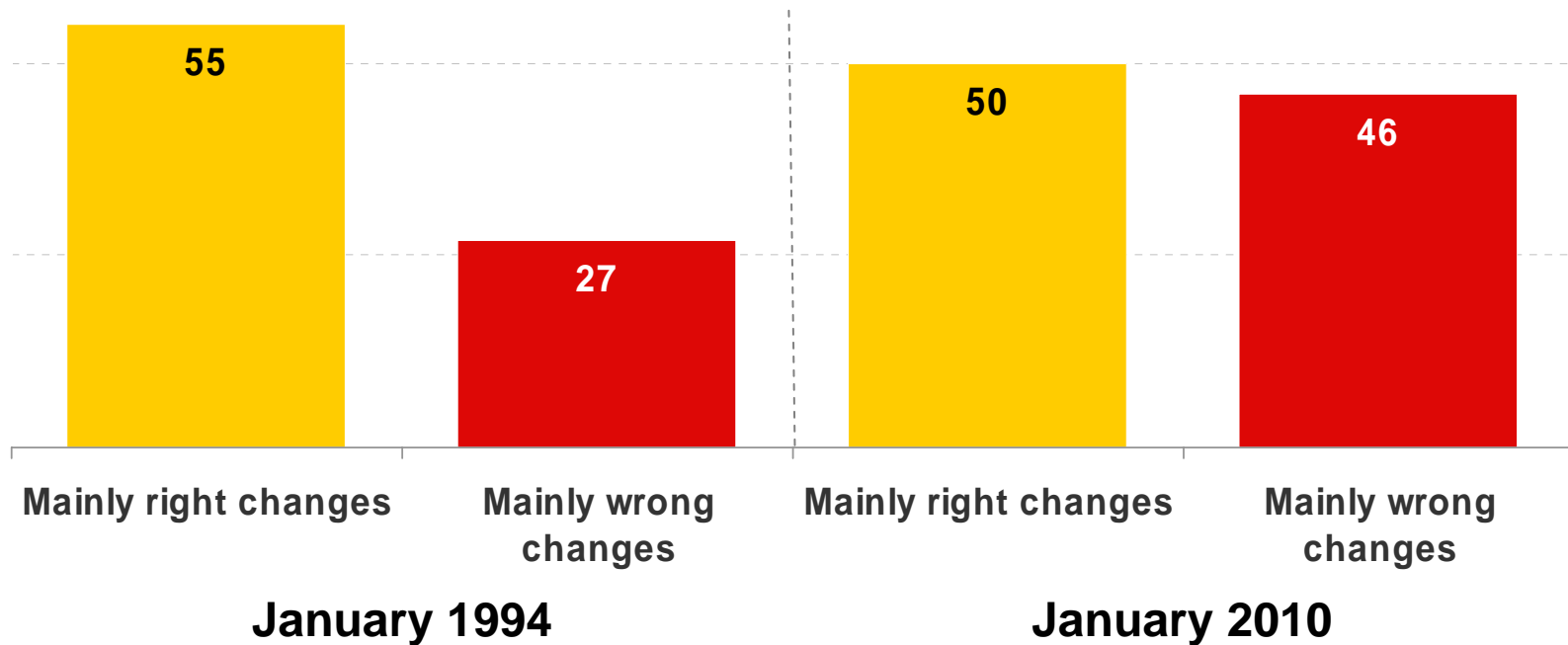
*And, do you think the changes President Obama is seeking are mainly the right changes or mainly the wrong changes for the country?*





# More thought Clinton was instituting the right changes after first year

*And, do you think the changes President Obama is seeking are mainly the right changes or mainly the wrong changes for the country?*



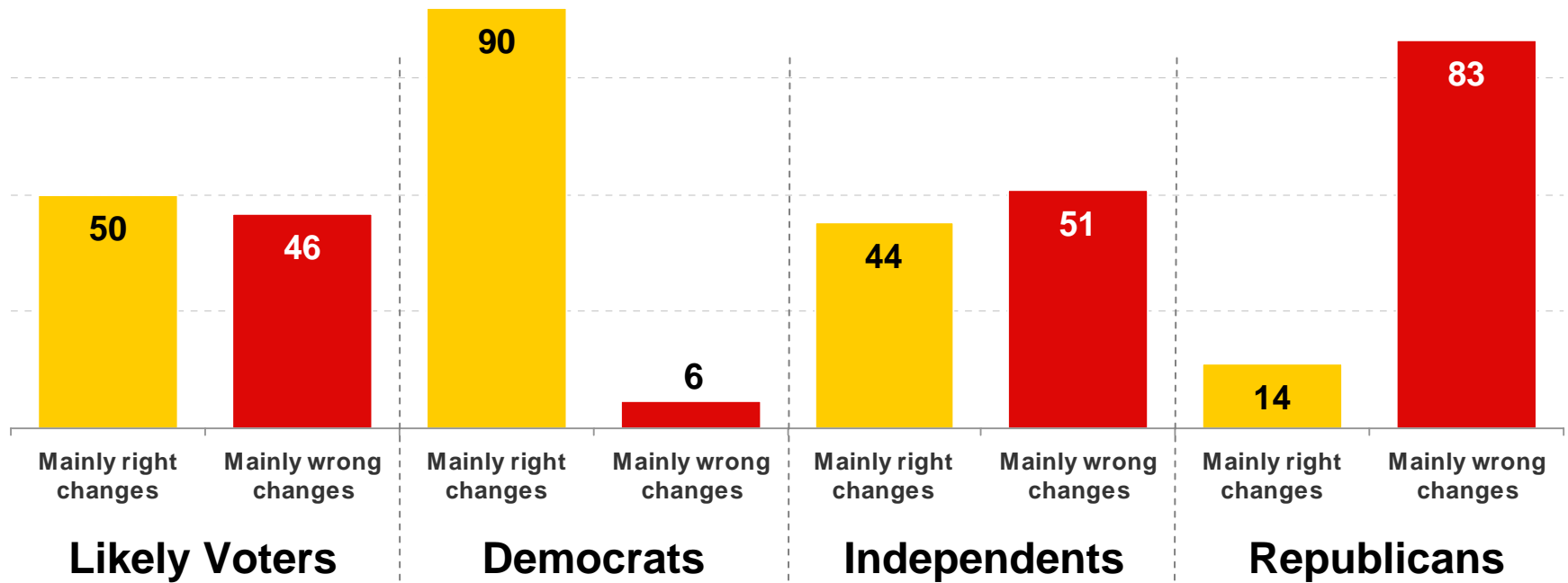
National Public Radio, January 2010

*\*Note: January 1994 data from a survey conducted by ABC/Washington Post from January 20-23, 1994, reflecting 1,507 adults.*



# Slim majority of independents think Obama is making wrong changes

*And, do you think the changes President Obama is seeking are mainly the right changes or mainly the wrong changes for the country?*





# Congress and the 2010 Elections

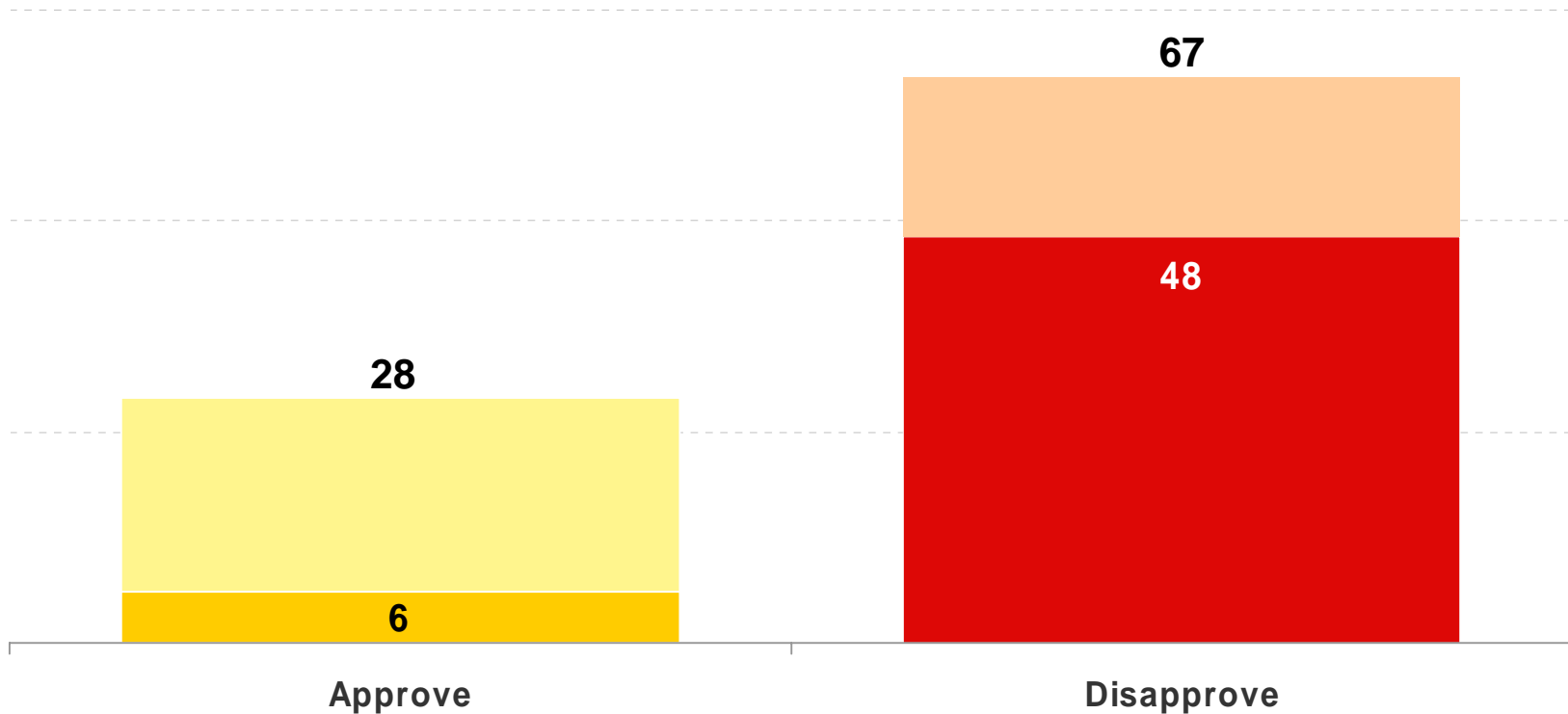
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# Congressional approval very low

And, do you approve or disapprove of the way the U.S. Congress is handling its job?

■ Strongly approve ■ Strongly disapprove

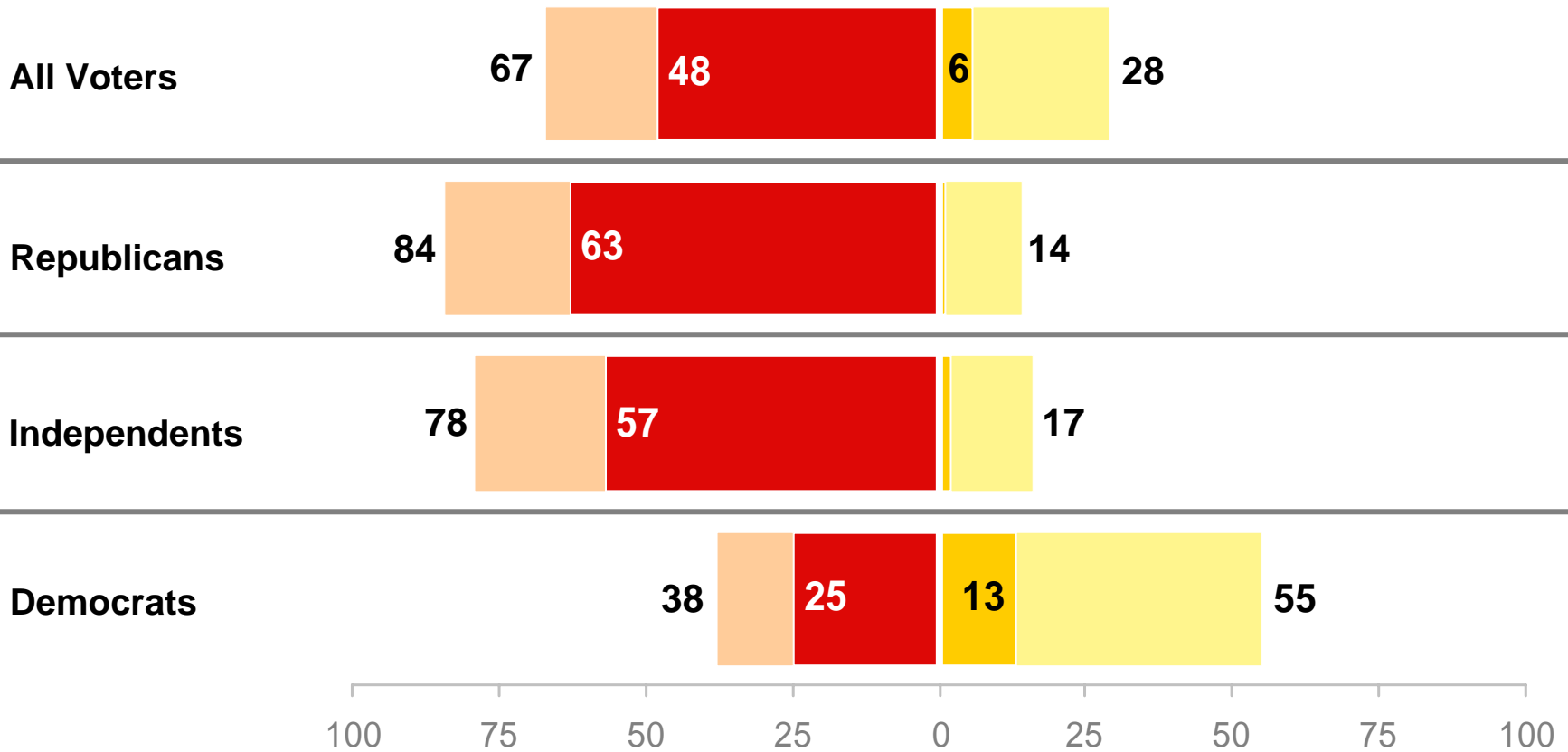




# Congressional approval low among independents

And, do you approve or disapprove of the way the U.S. Congress is handling its job?

■ Strongly disapprove ■ Strongly approve

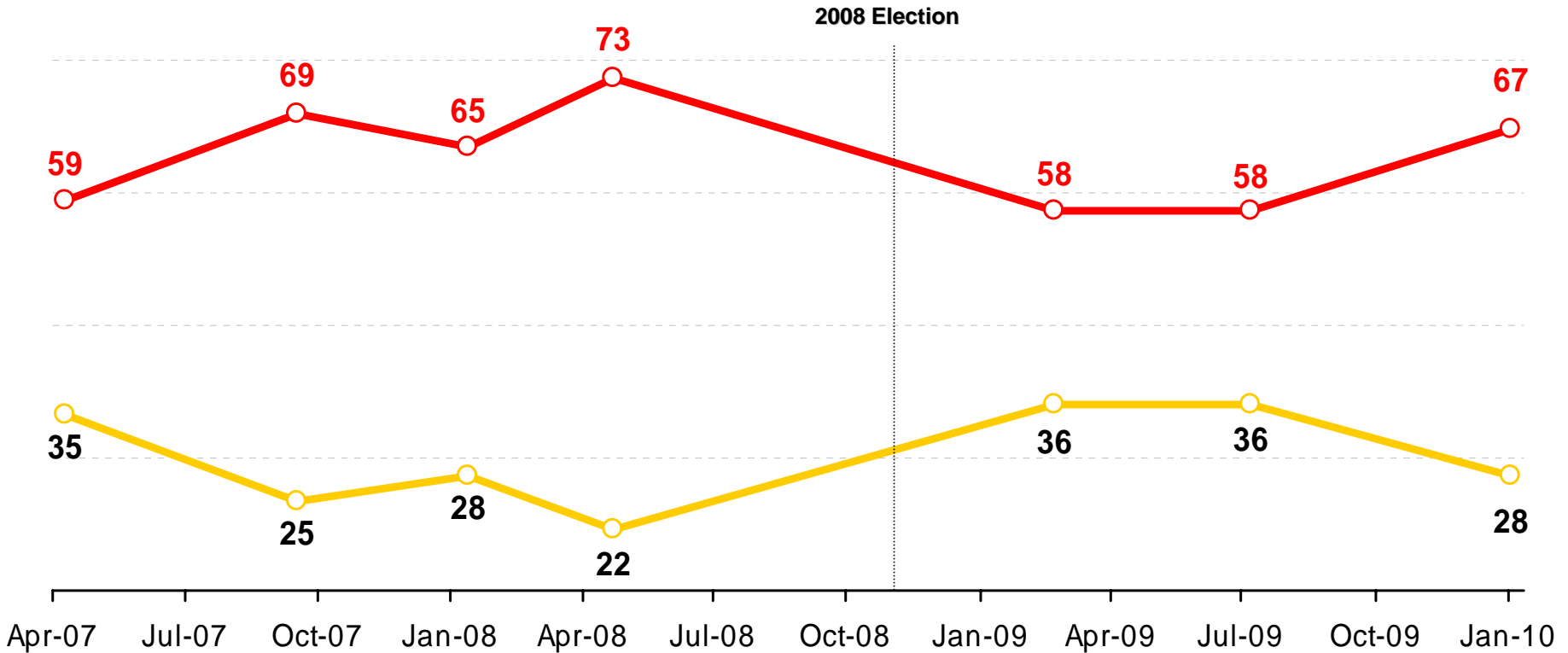




# Congressional disapproval on the rise

And, do you approve or disapprove of the way the U.S. Congress is handling its job?

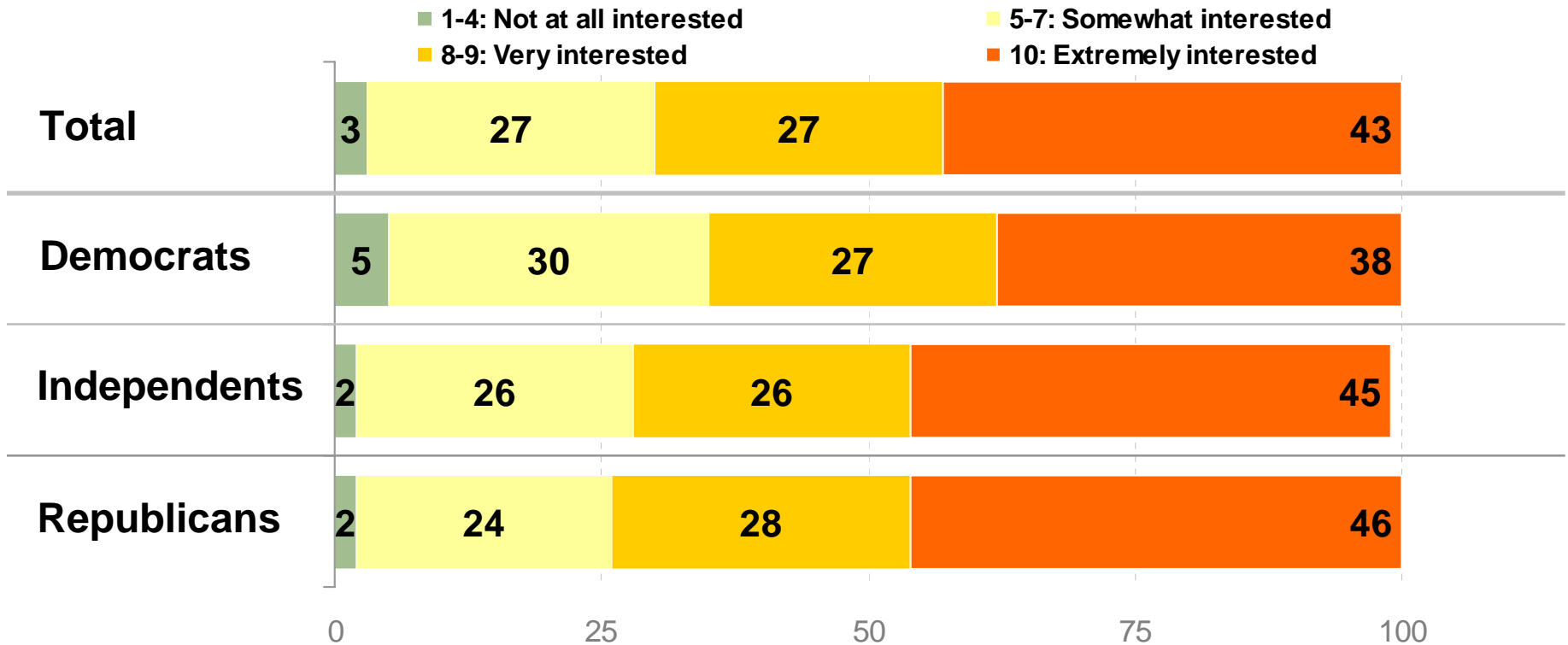
○ Total approve    ○ Total disapprove





# Interest level among Democrats lags behind independents and Republicans

*And, how interested are you in the November elections for U.S. Congress and other state and local offices? Please rate your interest from one to ten, with one meaning that you have no interest in this election and ten meaning that you are extremely interested. Of course, you can choose any number between one and ten.*

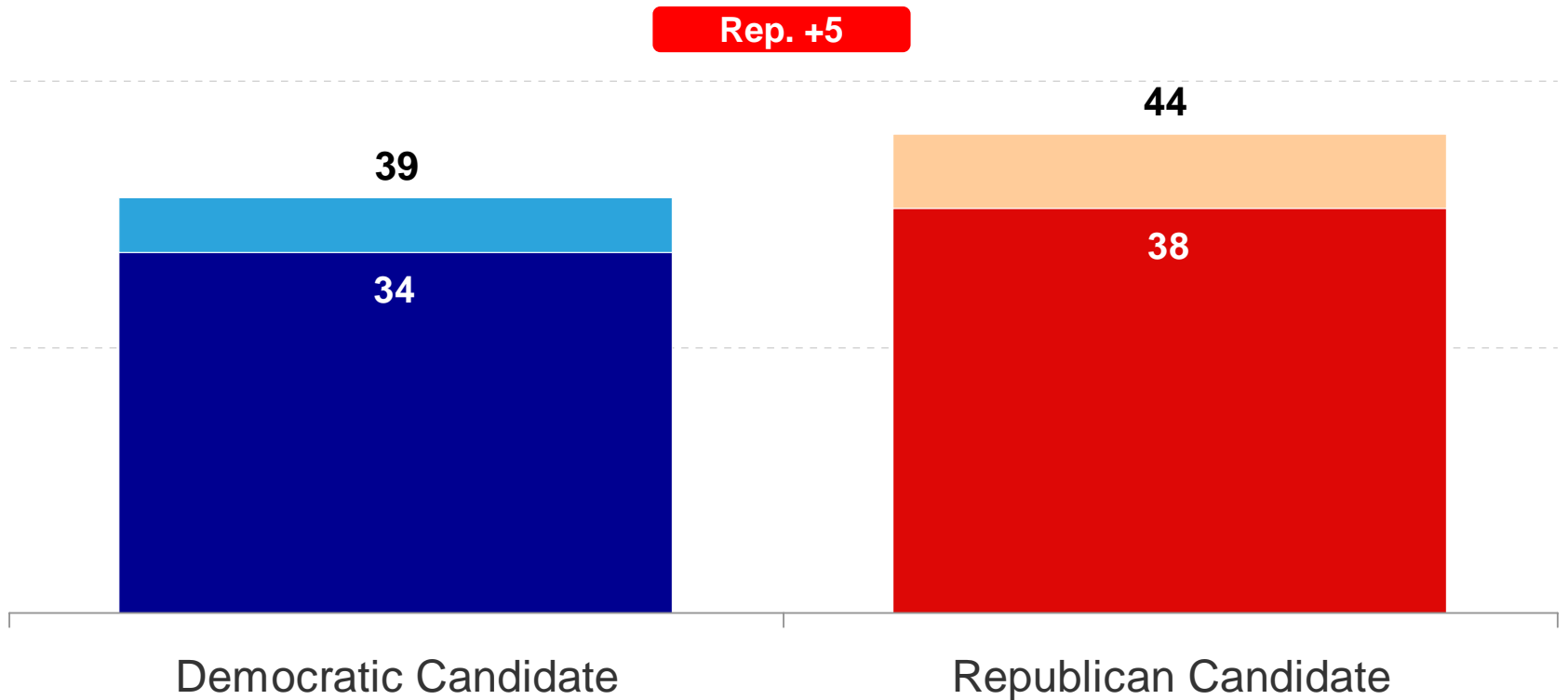




# Republicans hold small lead on generic congressional vote

*If the 2010 elections for United States Congress were being held today, for whom would you vote: the Democratic candidate or the Republican candidate in this district?*

■ Democratic Candidate    ■ Republican Candidate

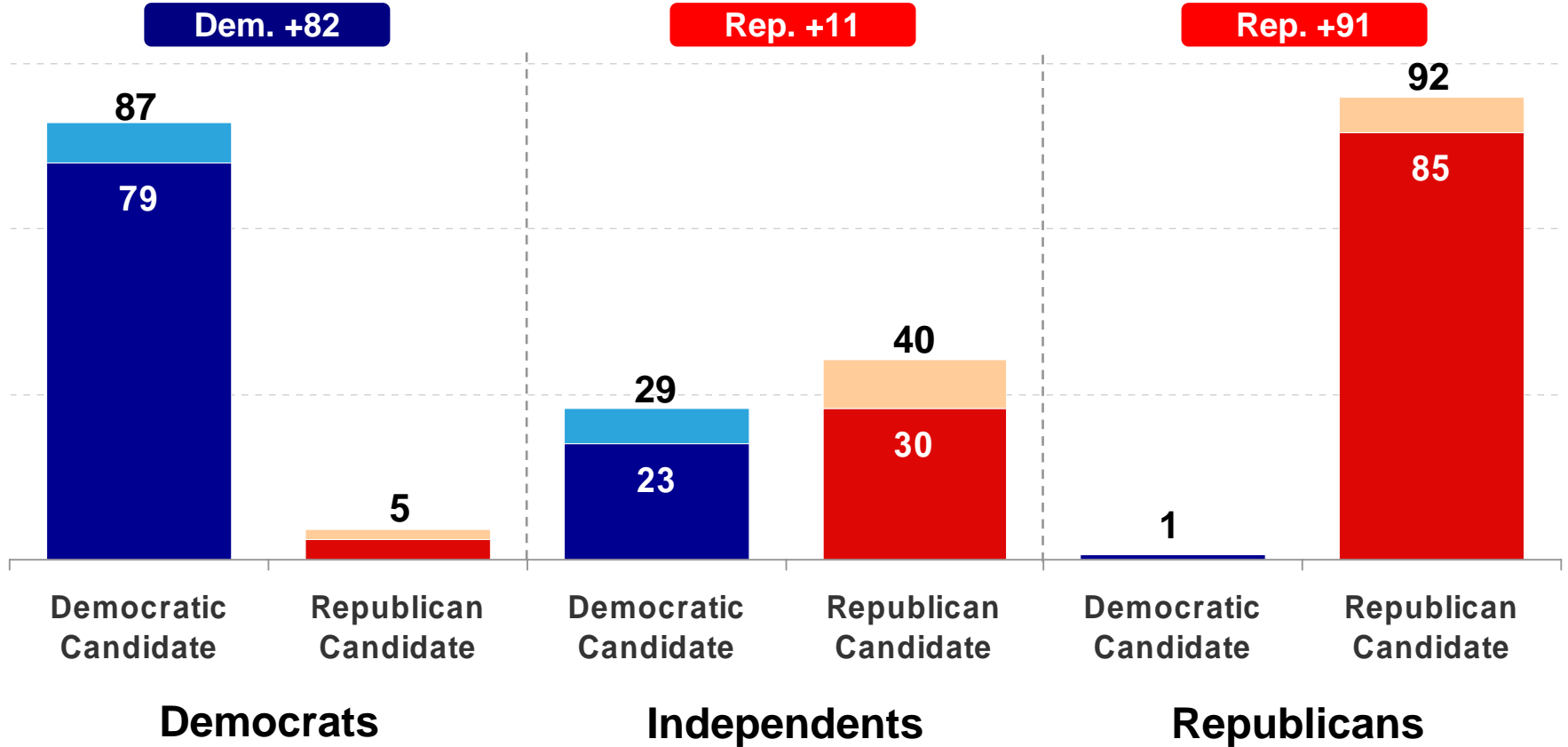




# Independents support Republican candidate by double-digit margin

*If the 2010 elections for United States Congress were being held today, for whom would you vote: the Democratic candidate or the Republican candidate in this district?*

■ Democratic Candidate ■ Republican Candidate

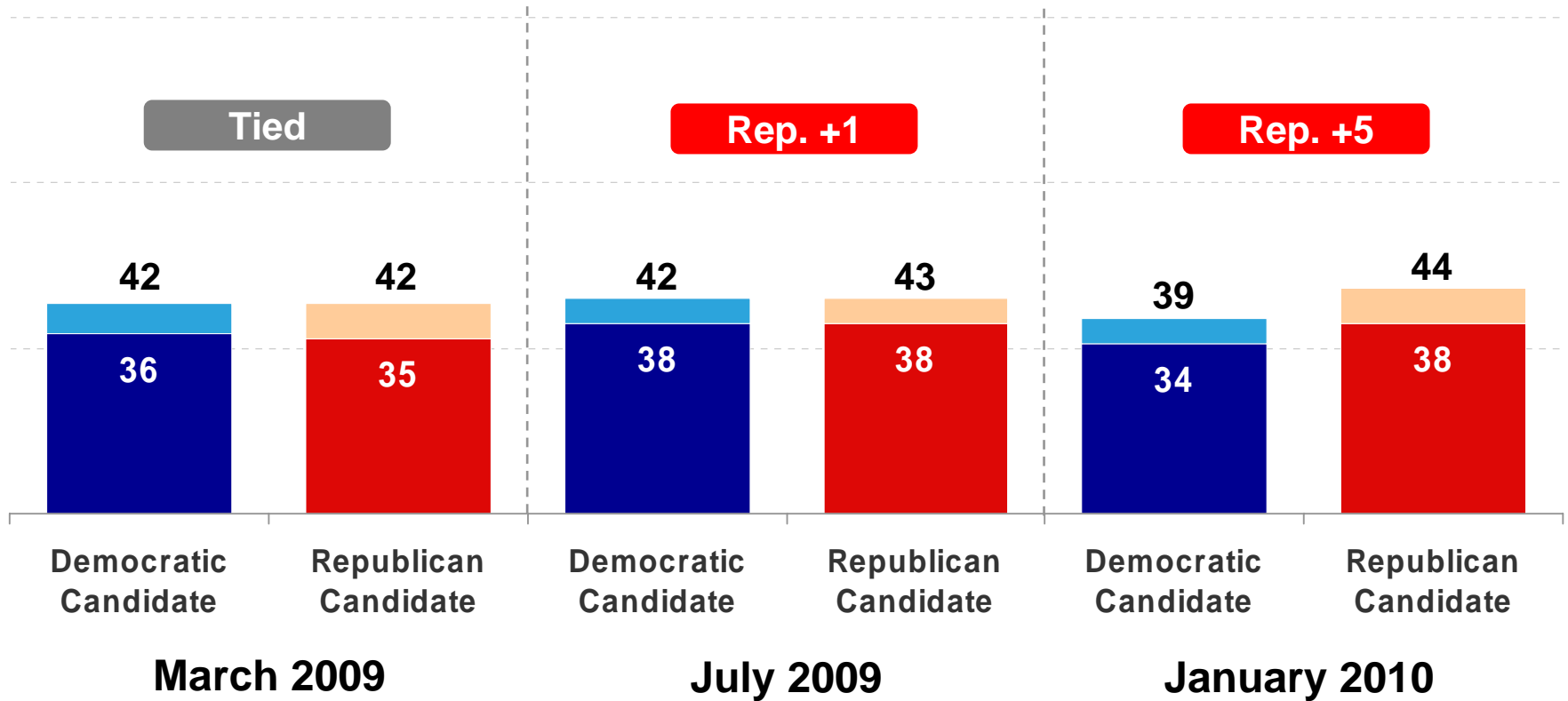




# Republicans continue to gain on generic ballot

If the 2010 elections for United States Congress were being held today, for whom would you vote: the Democratic candidate or the Republican candidate in this district?

■ Democratic Candidate ■ Republican Candidate



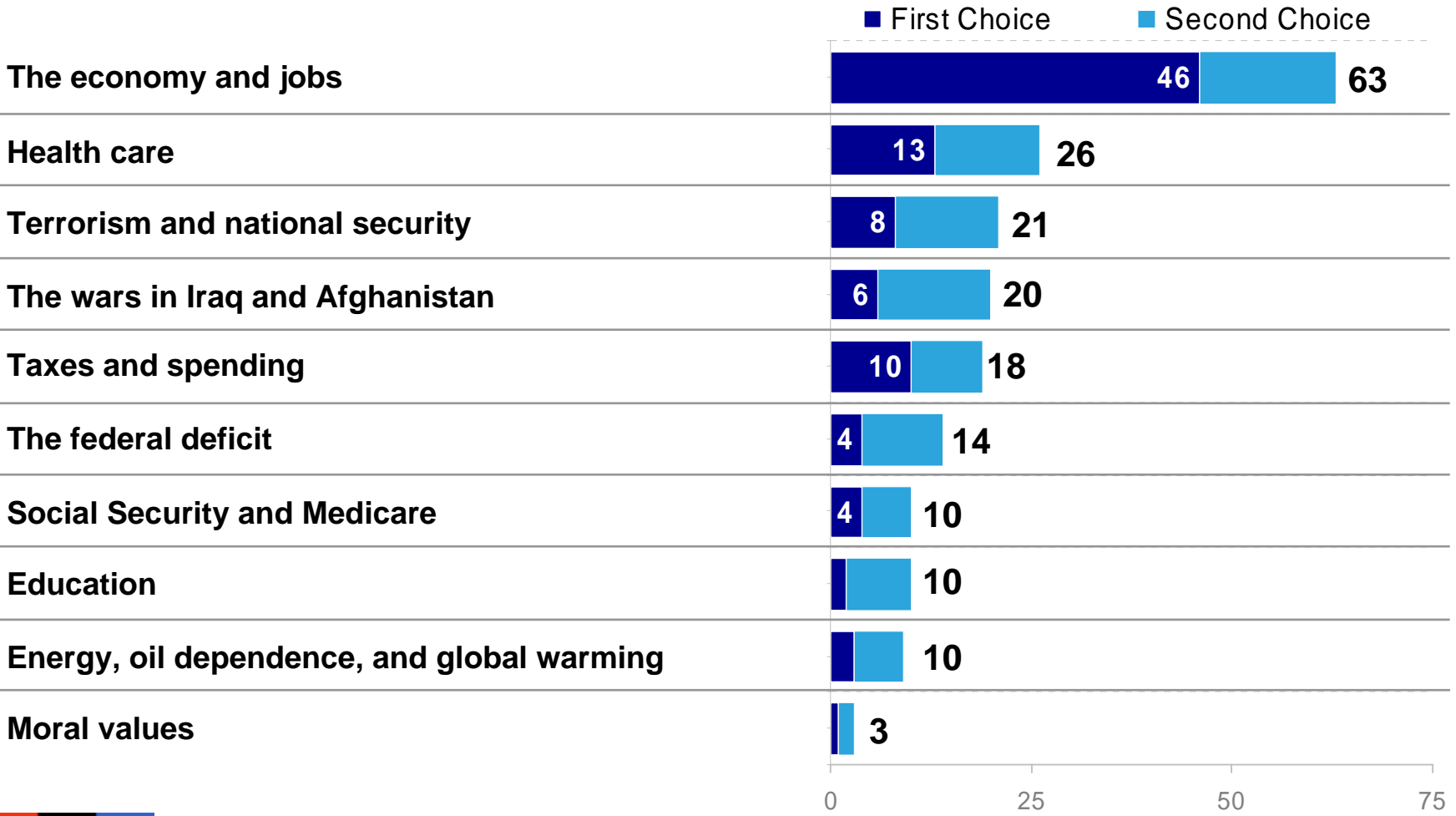
National Public Radio, January 2010

\*Note: March and July data from NPR national surveys conducted March 10-14, 2009, reflecting 800 likely 2010 voters, and July 22-26, 2009, reflecting 850 likely 2010 voters.



# Presidential/congressional focus should be on economy and jobs

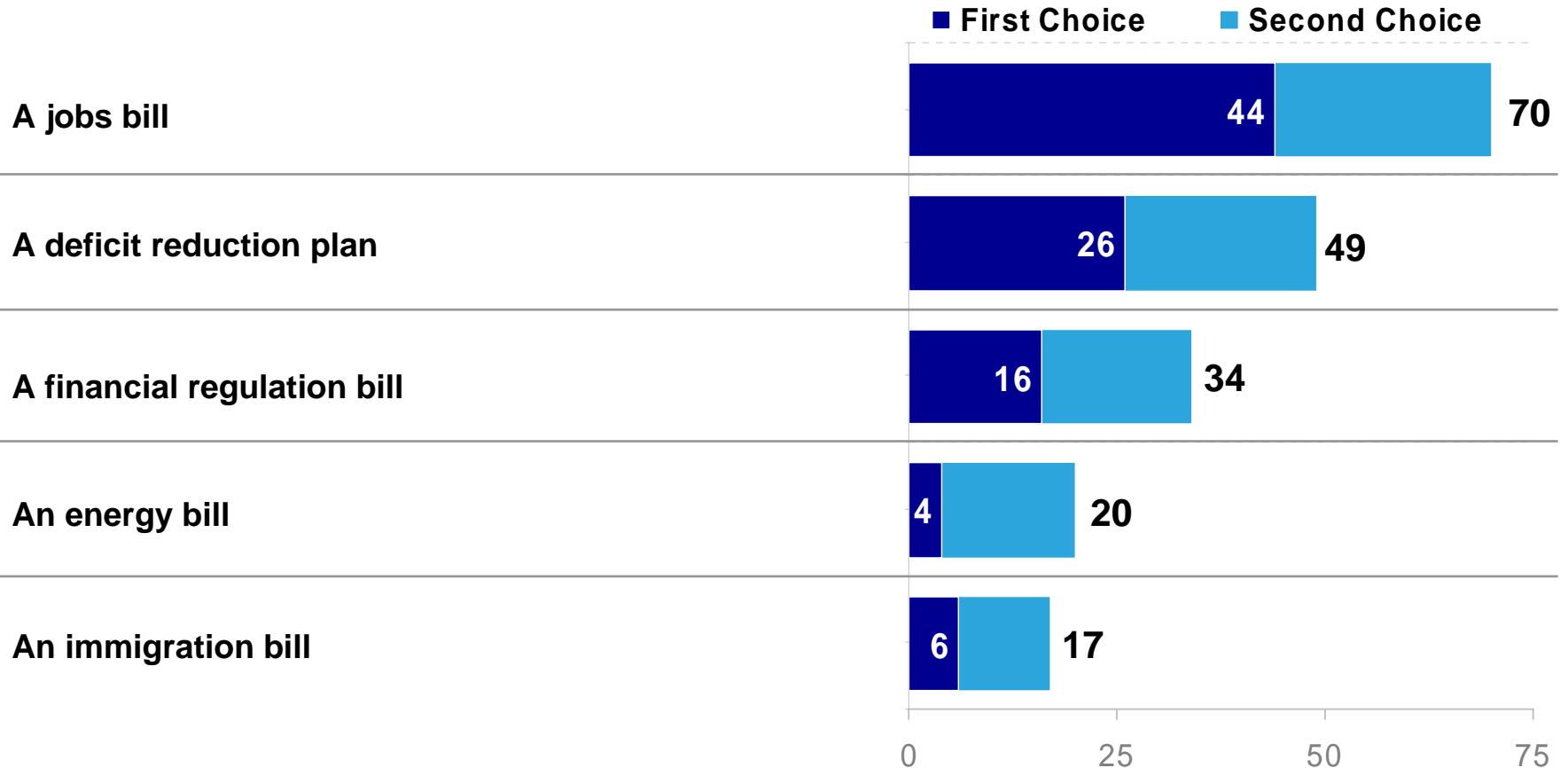
*Which ONE of the following issues do you think the President and Congress should be paying most attention to? And which of the following should the President and Congress be paying the next most attention to?*





# What should focus be in the State of the Union? Jobs and deficit

As you may know, President Obama is scheduled to give the annual State of the Union Address to Congress on January 27th. Which ONE of the following issues would you like President Obama to address and focus on in the months following the address? And which of the following should the President next focus on?





# The Economy

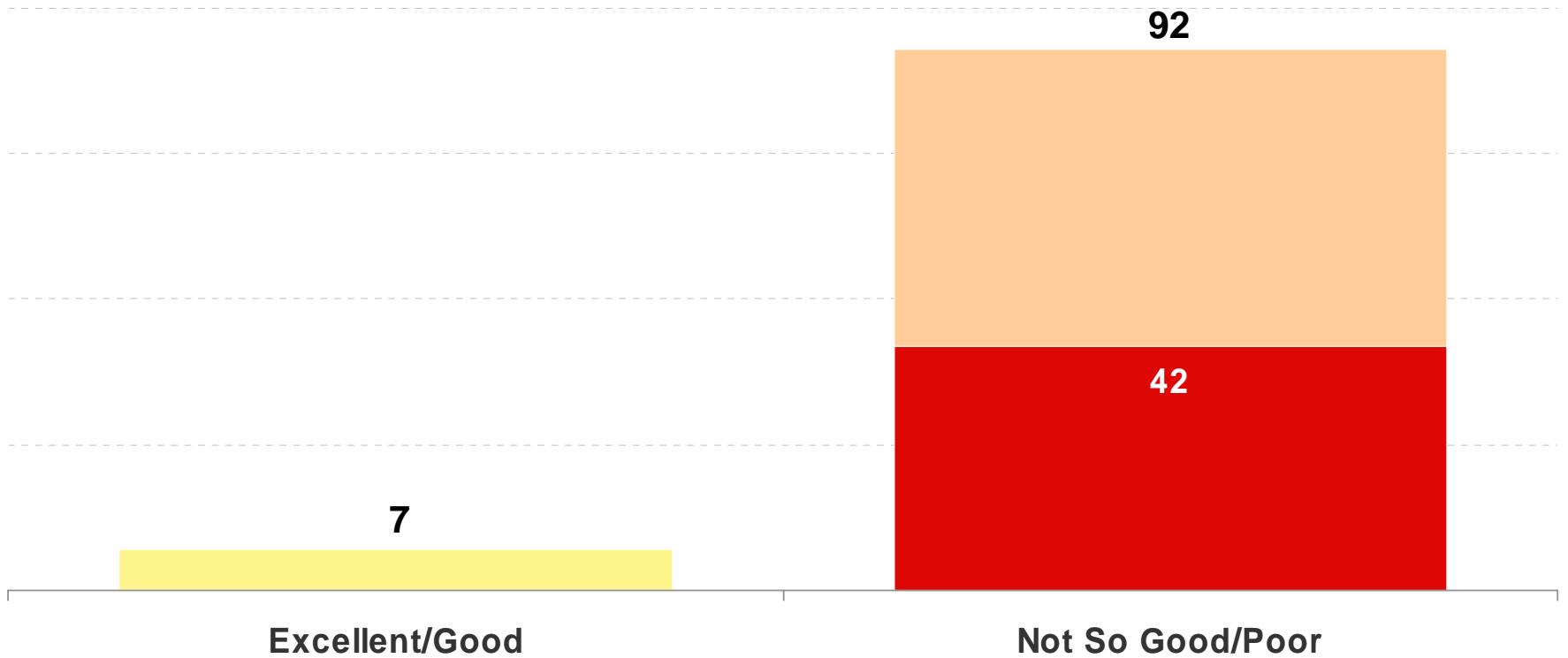
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# Very bleak view of the current state of the economy

*Now I would like to talk to you about the state of the economy. Would you describe the state of the nation's economy these days as excellent, good, not so good, or poor?*

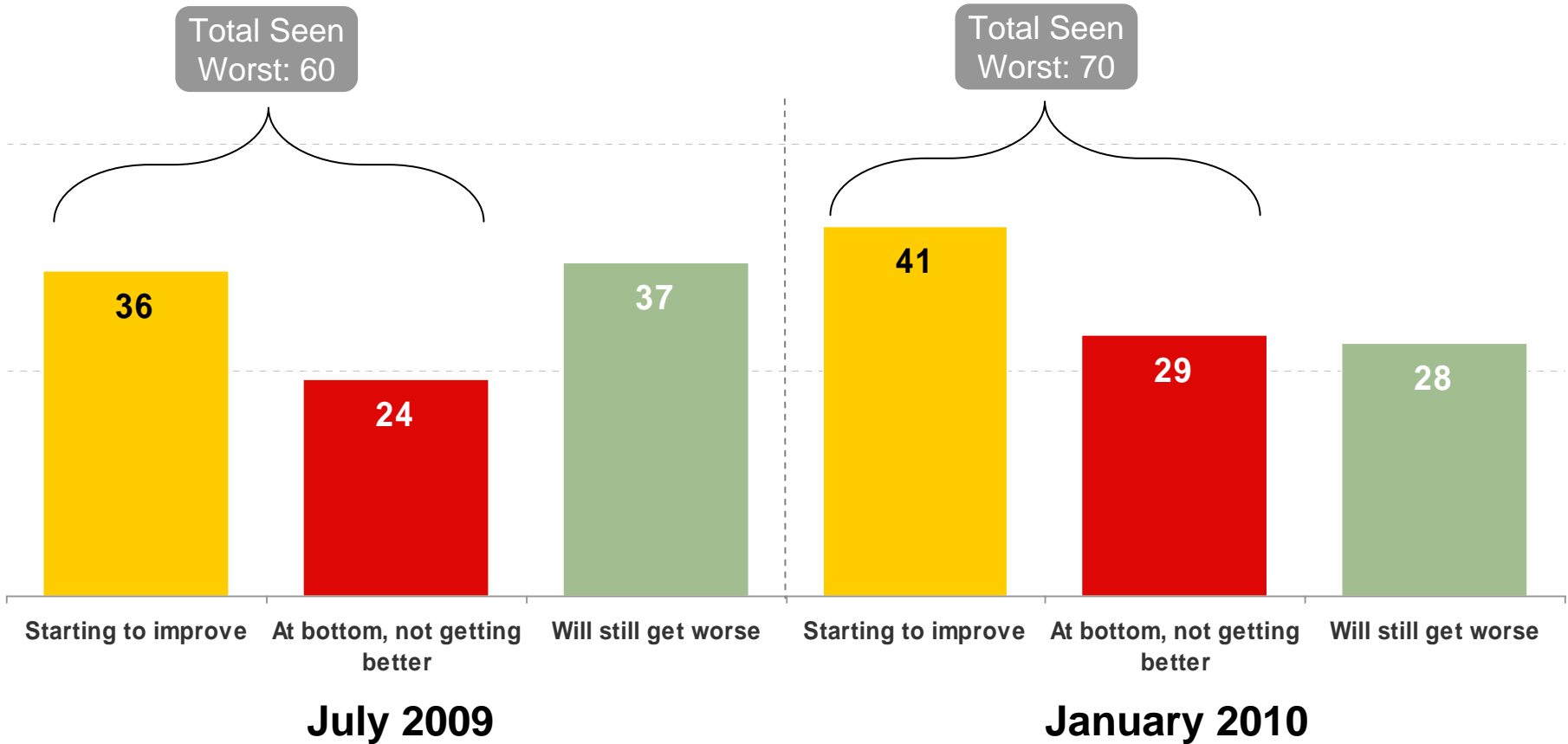
■ Excellent    ■ Poor





# However, optimism increasing as more believe the worst has passed

*Thinking some more about the economy, do you believe the economy has already bottomed out and is starting to improve, is at the bottom but is not yet getting any better or has not yet bottomed out and will still get worse?*



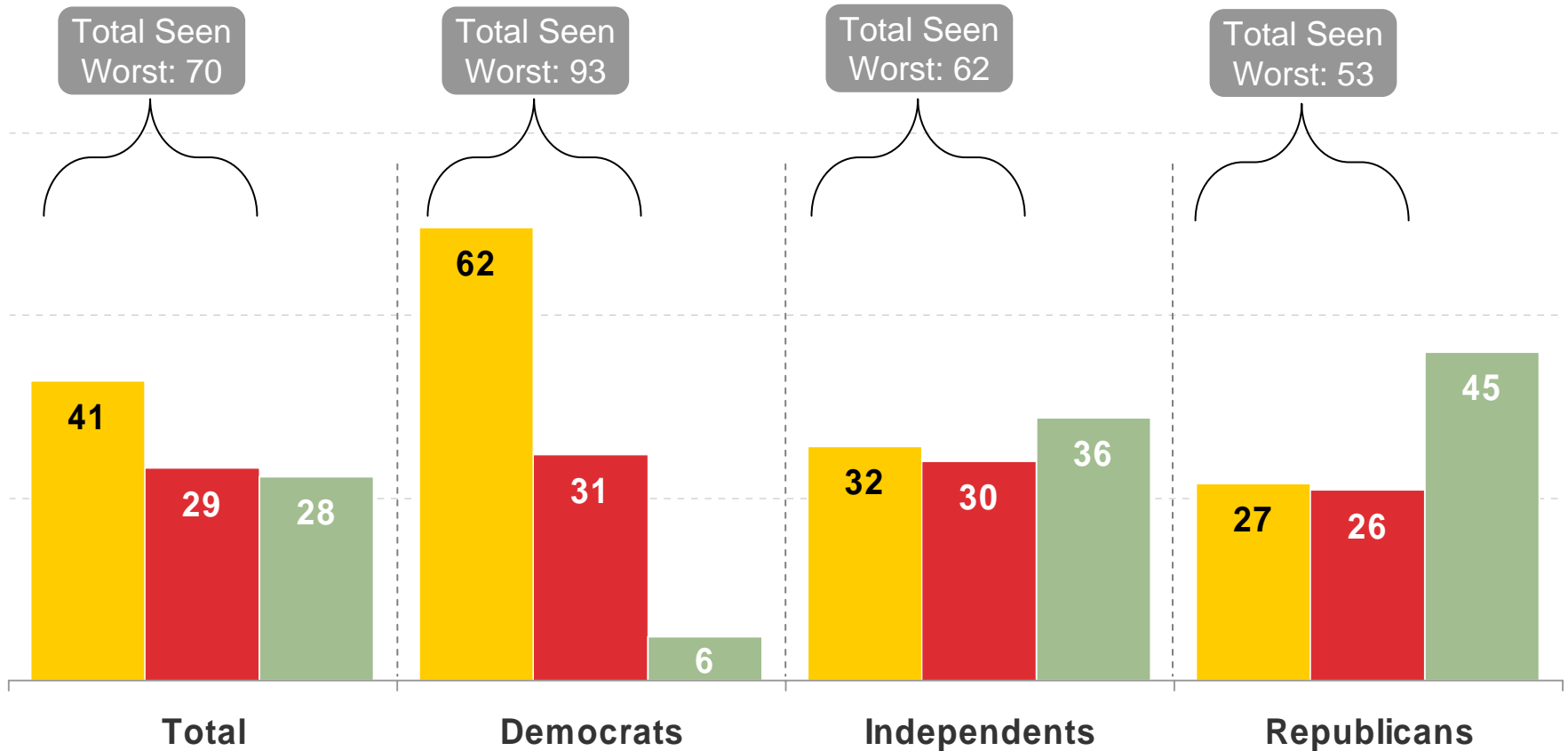
National Public Radio, January 2010

*\*Note: July data from NPR national survey conducted July 22-26, 2009. Data reflects 850 likely 2010 voters.*



# Majority of all partisan groups believe the worst is over

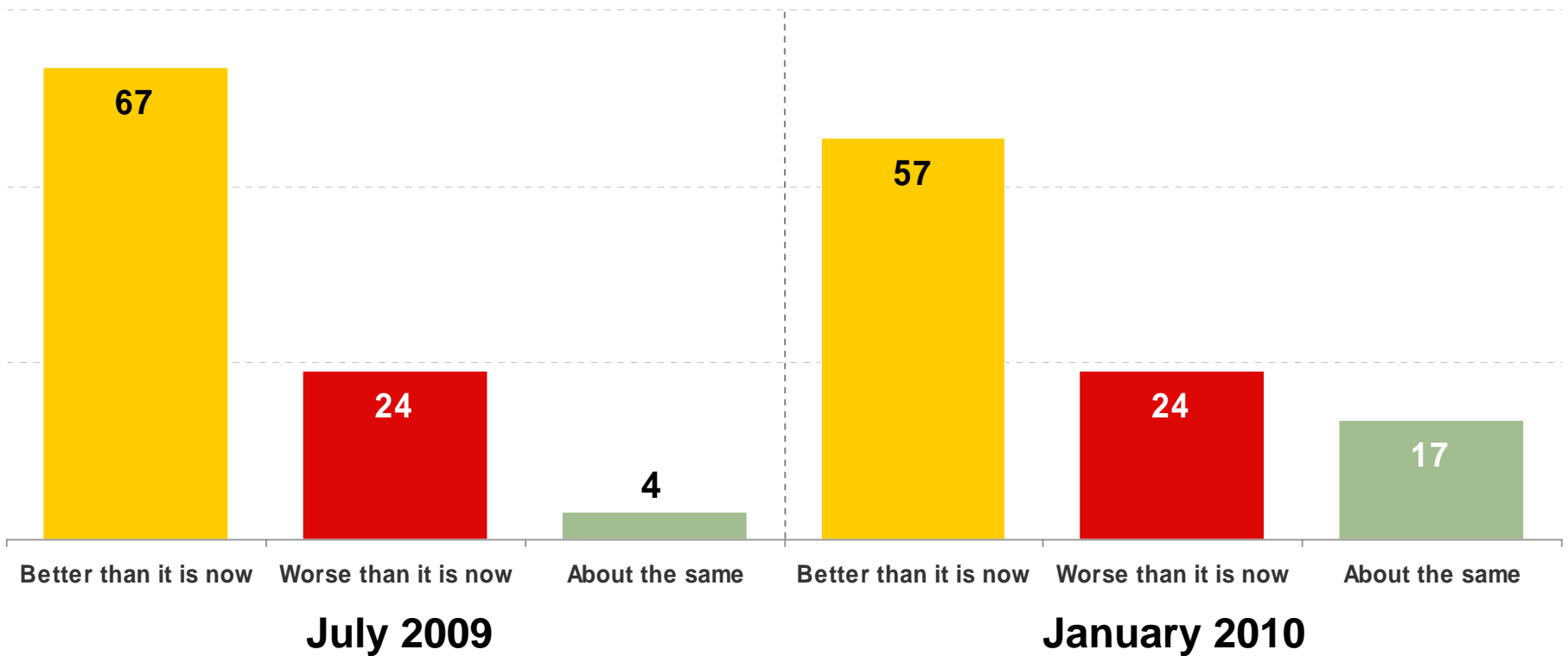
*Thinking some more about the economy, do you believe the economy has already bottomed out and is starting to improve, is at the bottom but is not yet getting any better or has not yet bottomed out and will still get worse?*





# Outlook on the economy a year from now

And, looking ahead, do you think that a year from now the economy will be better than it is now, or worse than it is now?



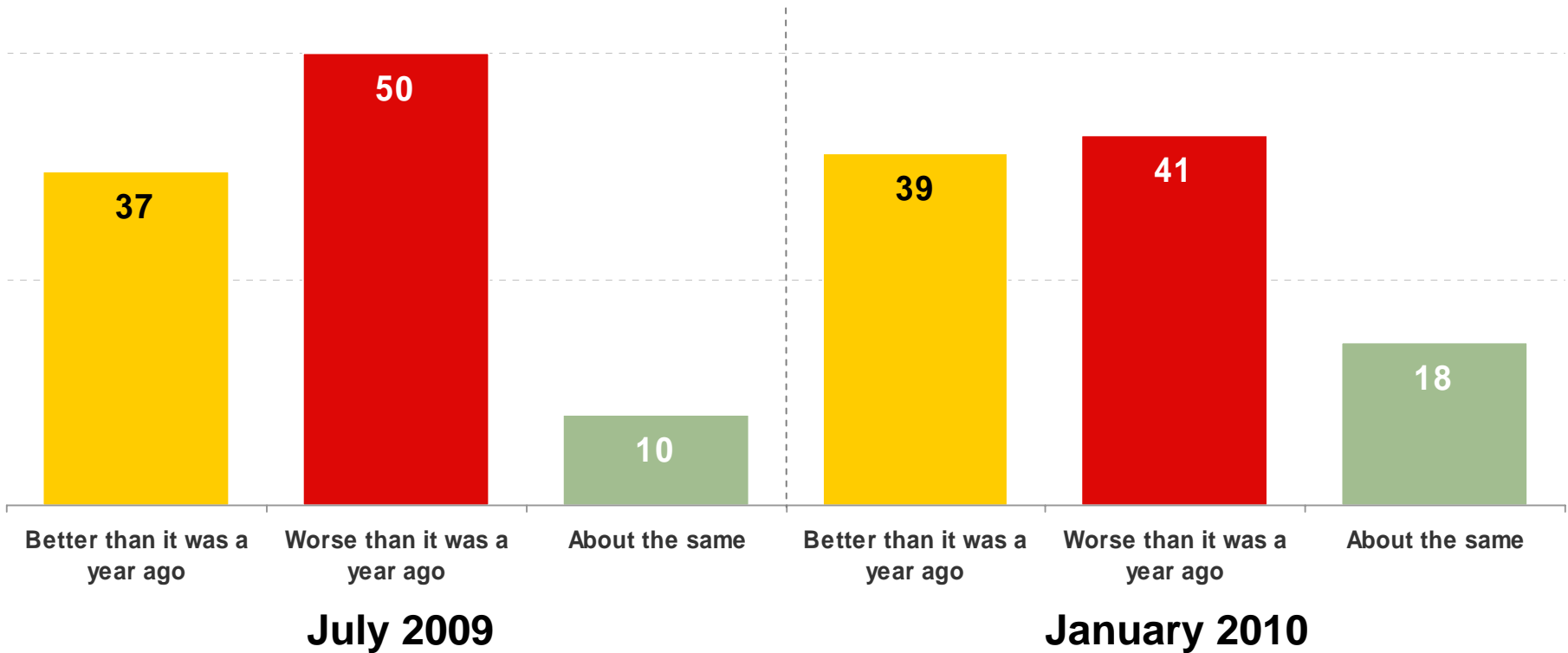
National Public Radio, January 2010

*\*Note: July data from NPR national survey conducted July 22-26, 2009. Data reflects 850 likely 2010 voters.*



# Fewer say things are worse now than did six months ago

And, would you say that the economy right now is better than it was a year ago or worse than it was a year ago?



National Public Radio, January 2010

*\*Note: July data from NPR national survey conducted July 22-26, 2009. Data reflects 850 likely 2010 voters. Previous survey asked about "six months ago."*

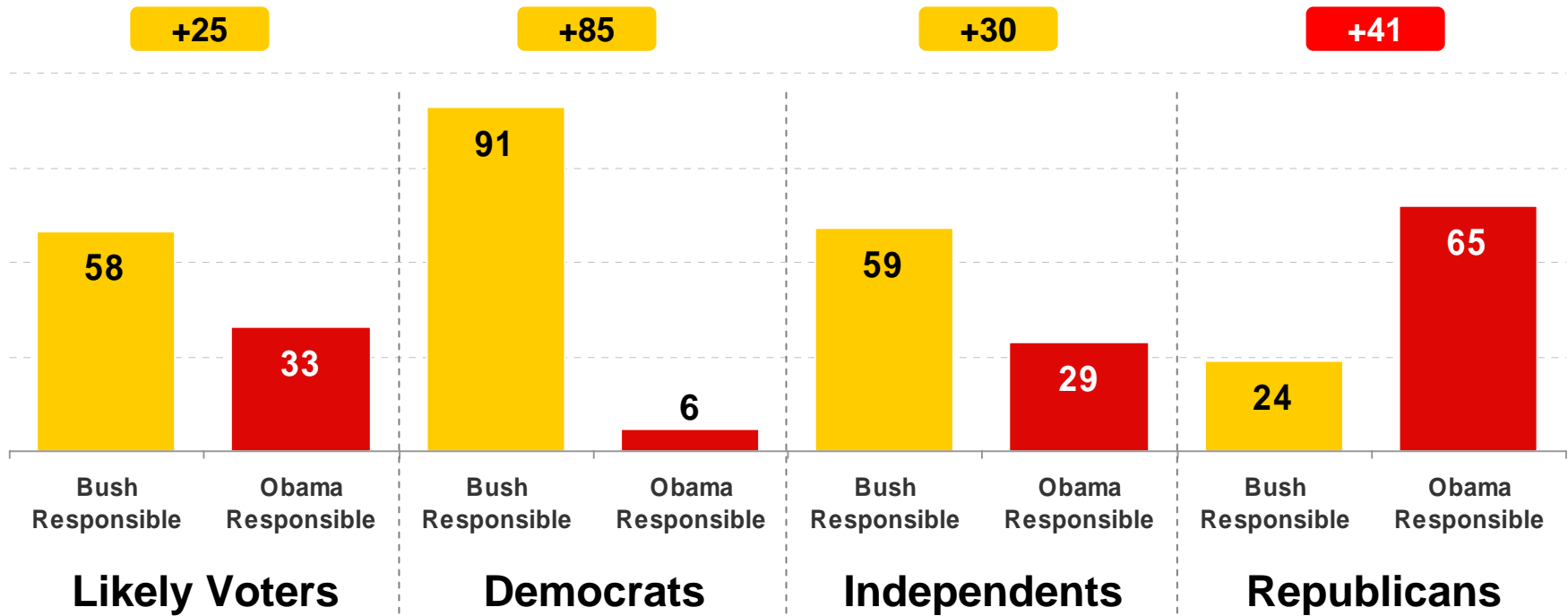


# Bush more responsible for current state of economy

Now I am going to read you two statements, and please tell me which one comes closest to your opinion.

**First Statement:** Former President Bush is more responsible for the current state of the economy.

**Second Statement:** President Obama is more responsible for the current state of the economy.



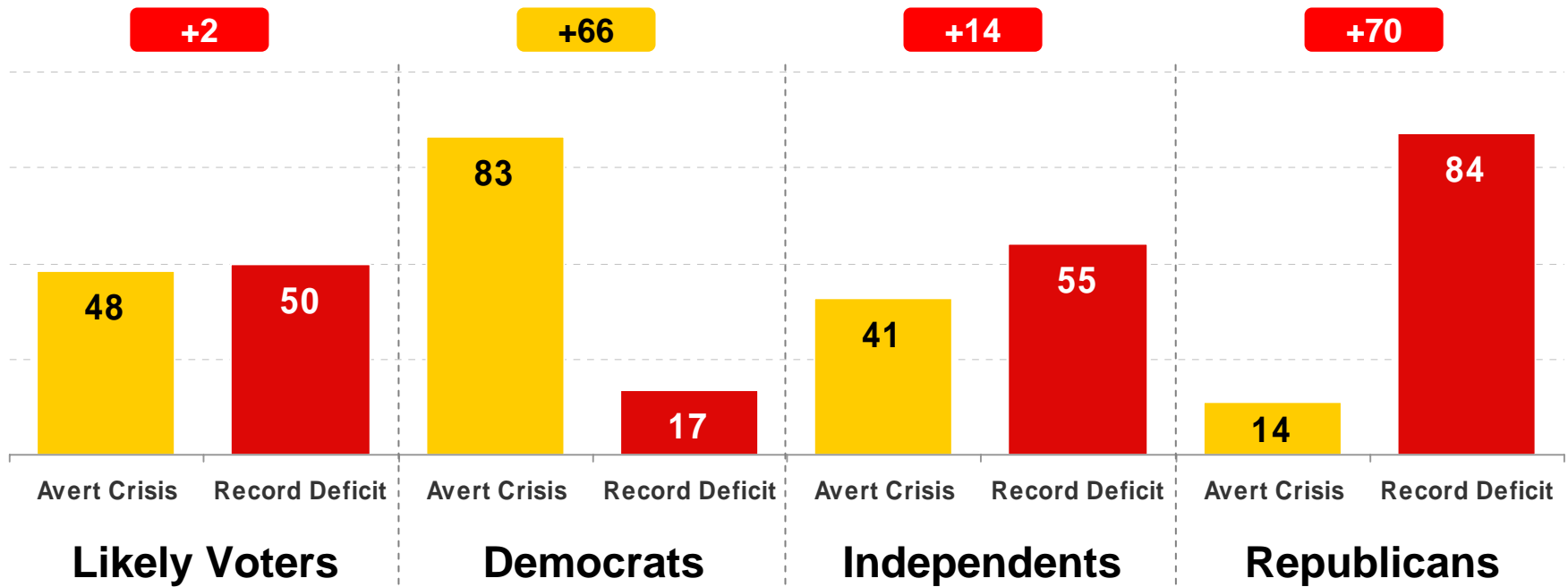


# Voters split on if Obama economic policies have helped or not

Now I am going to read you two statements, and please tell me which one comes closest to your opinion.

**First Statement:** President Obama's economic policies were successful in averting an even worse crisis and are laying the foundation for an eventual economic recovery.

**Second Statement:** President Obama's economic policies have run up a record federal deficit while failing to end the recession or slow the record pace of job losses.



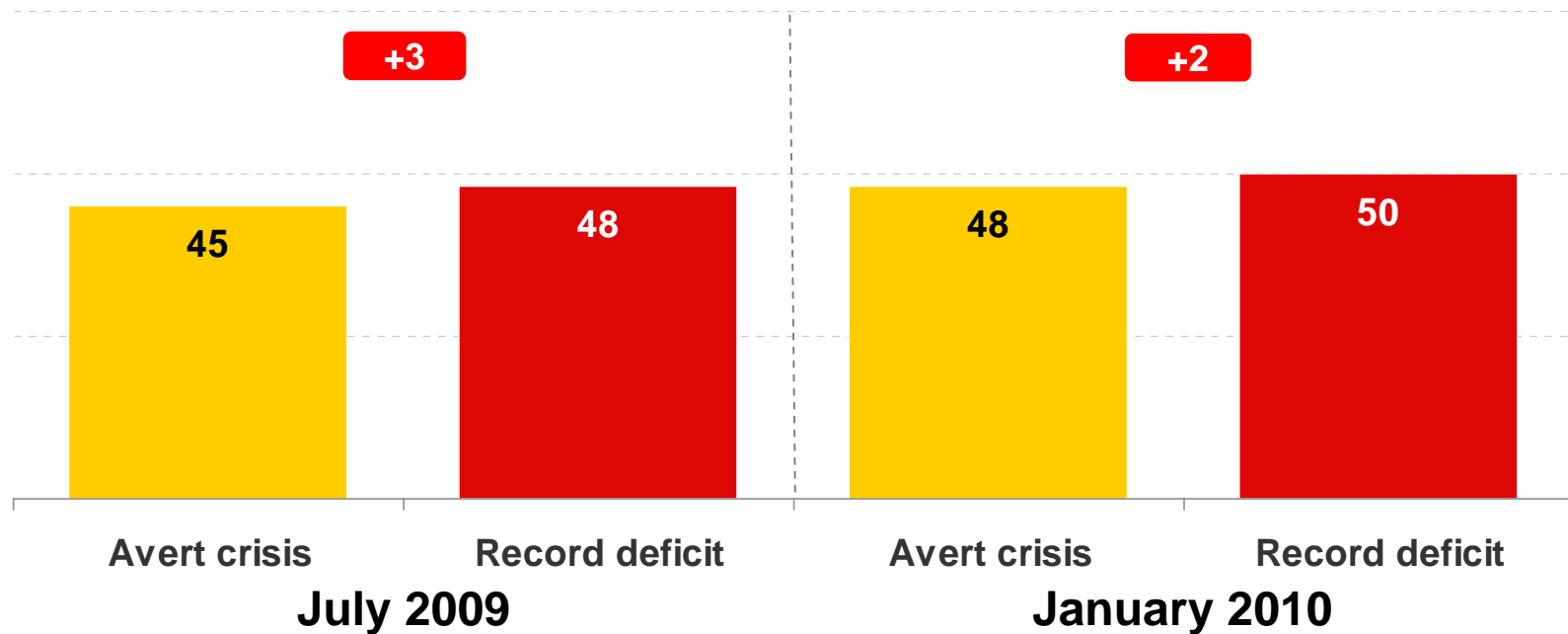


# Nation still split on whether Obama's economic policies averted crisis

Now I am going to read you two statements, and please tell me which one comes closest to your opinion.

**First Statement:** President Obama's economic policies were successful in averting an even worse crisis and are laying the foundation for an eventual economic recovery.

**Second Statement:** President Obama's economic policies have run up a record federal deficit while failing to end the recession or slow the record pace of job losses.





# Voters split on which Party they agree with on jobs and economy

*Next, I'm going to read you some more pairs of statements about where the two parties stand on some key issues after Obama's first year in office. After I read each pair, please tell me which statement comes closer to your own view, even if neither is exactly right. On the issue of **jobs and the economy**...*

## Democratic Statement: Inherited a bad economy and took necessary action

Democrats say Barack Obama inherited an economy that was on the verge of collapse, losing seven hundred and fifty thousand jobs a month, and had rising and record deficits. So Obama and the Democrats took action to address the crisis, cut taxes, save jobs of teachers and policemen, and create jobs in new energy and transportation, while helping ordinary Americans get through the crisis by extending unemployment benefits and health care for those who lost jobs. Now we need to move aggressively to put Americans back to work and help small businesses grow and create jobs, while committing to a long-term deficit reduction plan that will cut our deficit in half in the next five years.



Democratic statement

## Republican Statement: Democrats are for tax and spend policies, not creating jobs

Republicans say that Barack Obama and the Democrats who run Congress promised that all of the additional spending and debt would keep unemployment at no higher than eight percent. Instead, unemployment has risen from seven point seven percent when Obama took office to ten percent. The number of foreclosures by month has risen by seventy-five thousand, the public debt has risen by one point seven trillion dollars, and there is no clear cut sign that the economy has turned the corner. Republicans say that higher taxes are coming, and that the tax and spend approach of the Democrats won't get the economy moving again. Now we need to create jobs by keeping taxes from increasing and cutting wasteful spending.



Republican Statement



# Other Issues

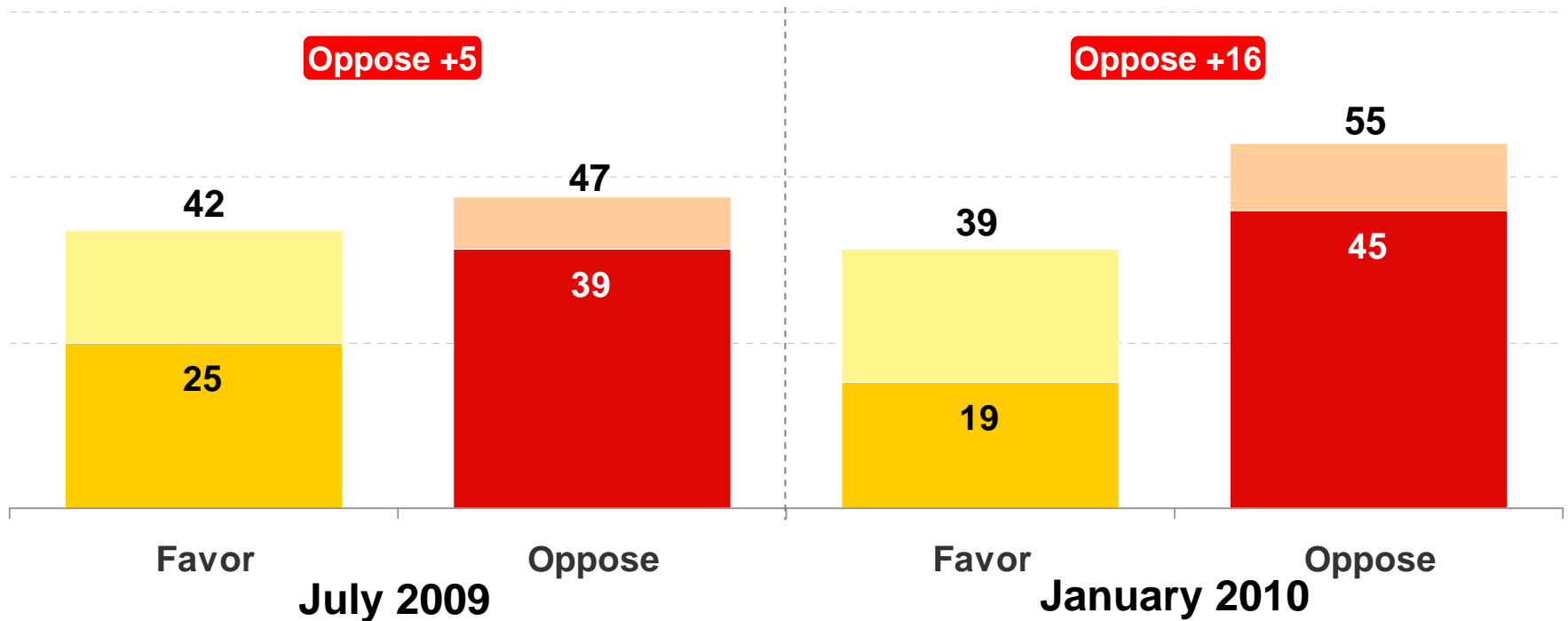
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# Support for health care proposals erodes further

As you may have heard, President Obama has proposed a plan to change the health care system that recently passed in the House of Representatives. From what you have heard about this plan, do you favor or oppose Obama's health care proposal?

■ Strongly Favor    ■ Strongly Oppose



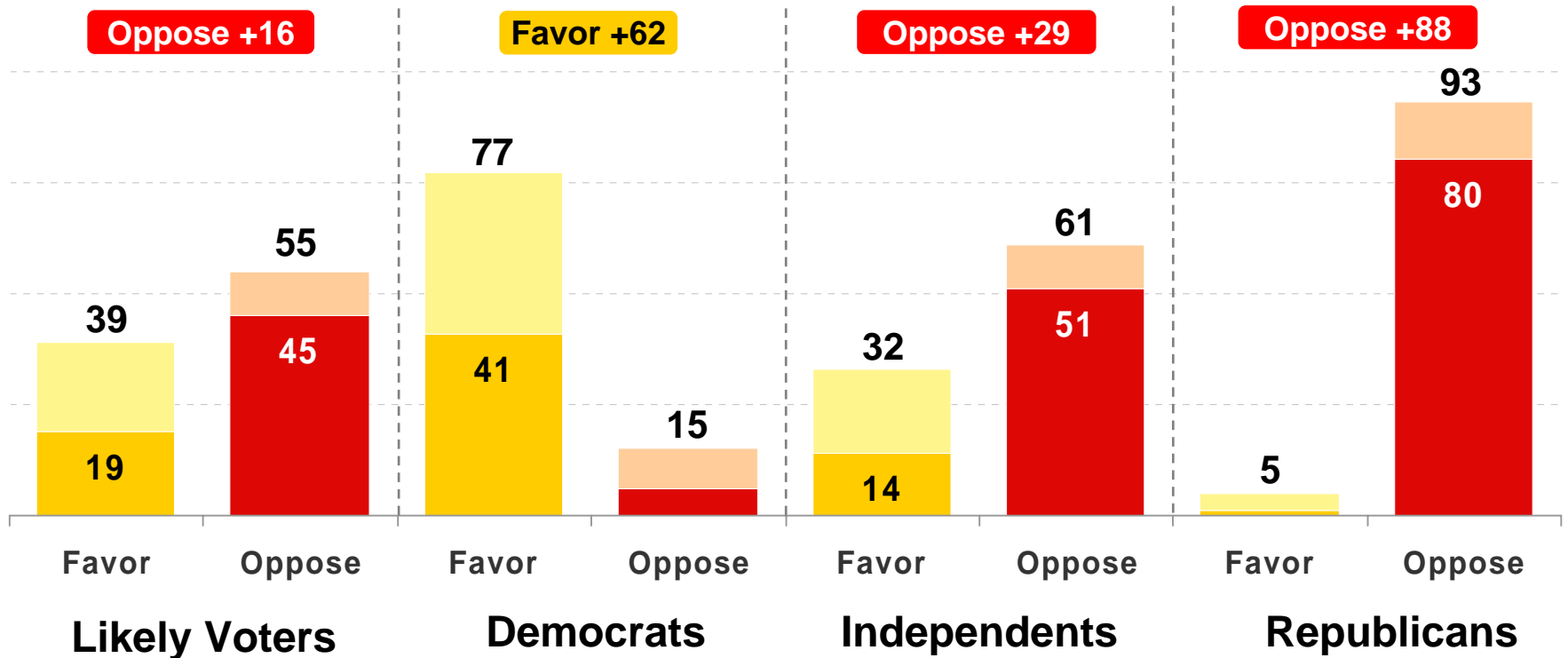
*\*Note: July data from NPR national survey conducted July 22-26, 2009. Data reflects 850 likely 2010 voters. Question wording in July survey was, "As you may have heard, President Obama and the Democrats in Congress are preparing a plan to change the health care system..."*



## Partisan support for health care plan shows strong independent disapproval

*As you may have heard, President Obama has proposed a plan to change the health care system that recently passed in the House of Representatives. From what you have heard about this plan, do you favor or oppose Obama's health care proposal?*

■ Strongly Favor   ■ Strongly Oppose





## In debate voters near split over health care

*Next, I'm going to read you some more pairs of statements about where the two parties stand on some key issues after Obama's first year in office. After I read each pair, please tell me which statement comes closer to your own view, even if neither is exactly right. On the issue of **health care**...*

### Democratic Statement: Working to provide peace of mind, cost cuts

Democrats say health care costs are skyrocketing and families lose insurance when they get sick or lose a job. Obama and the Democrats have worked to fix that by passing changes that give everyone the peace of mind of knowing they will have affordable coverage they can't lose and make it illegal for insurance companies to deny you coverage because of pre-existing condition or if you get sick. Experts say these changes will cut out-of-pocket expenses, reduce the deficit and create up to four hundred thousand jobs a year. If we stick with the current system, premiums will double and insurance companies will continue to call the shots.



45

Democratic  
statement

### Republican Statement: Government takeover will bust budget

Republicans say we need to reform health care, but that the Democratic bill would cost too much money and put government in charge of our entire health care system. The Democrats' plan would increase the deficit even further, and put Washington bureaucrats between us and our doctor. The Democratic plan does nothing to control costs for individuals and families, and will result in fewer choices and improvements in health care. Democrats should work with Republicans to address the real problems with our health care system instead of forcing an expensive, government run system on the American public.



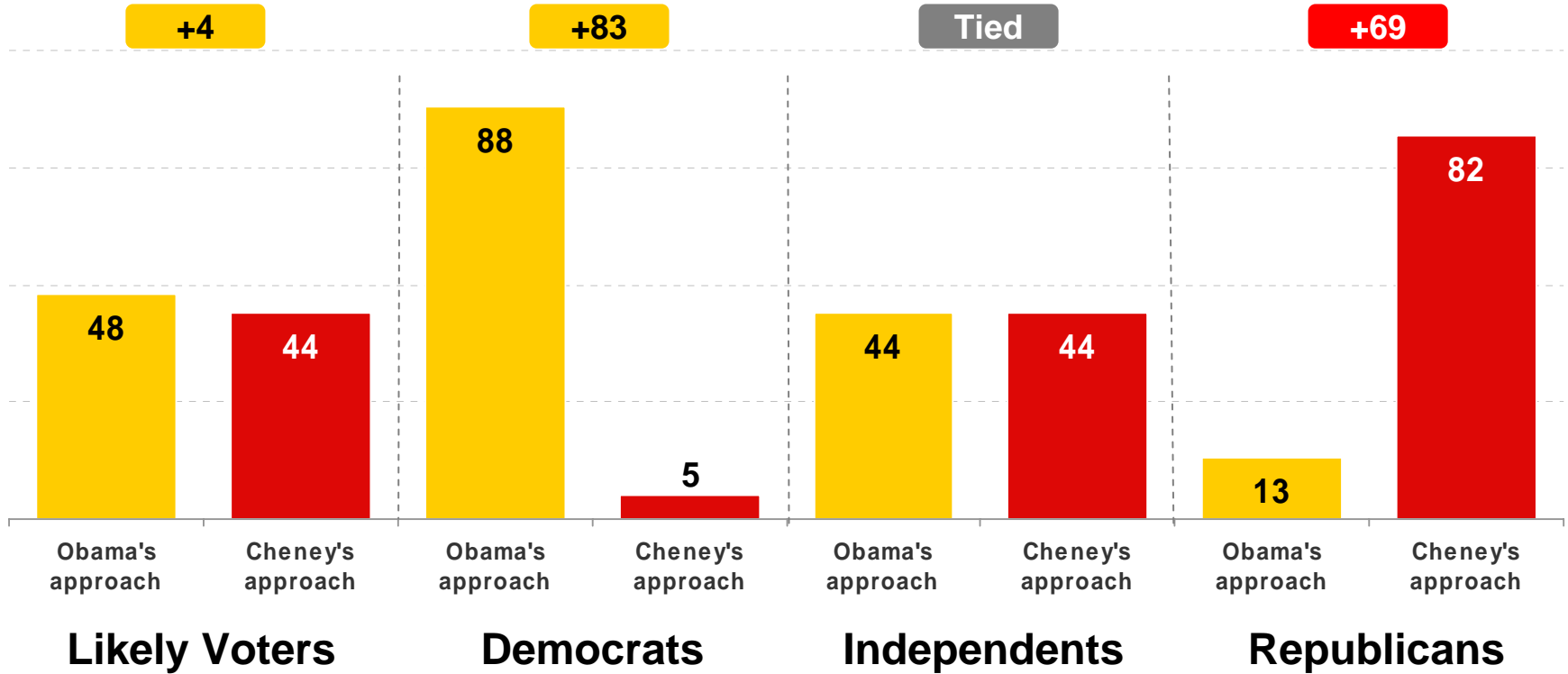
51

Republican  
Statement



# More agree with Obama approach on terrorism than Cheney approach

*Do you think that on the issues of terrorism and national security, you have more confidence in President Obama's approach when it comes to keeping America safe from terrorism, or you have more confidence in former Vice President Dick Cheney's approach when it comes to keeping America safe from terrorism?*





# Voters torn over whether Obama has kept us more safe from terrorism

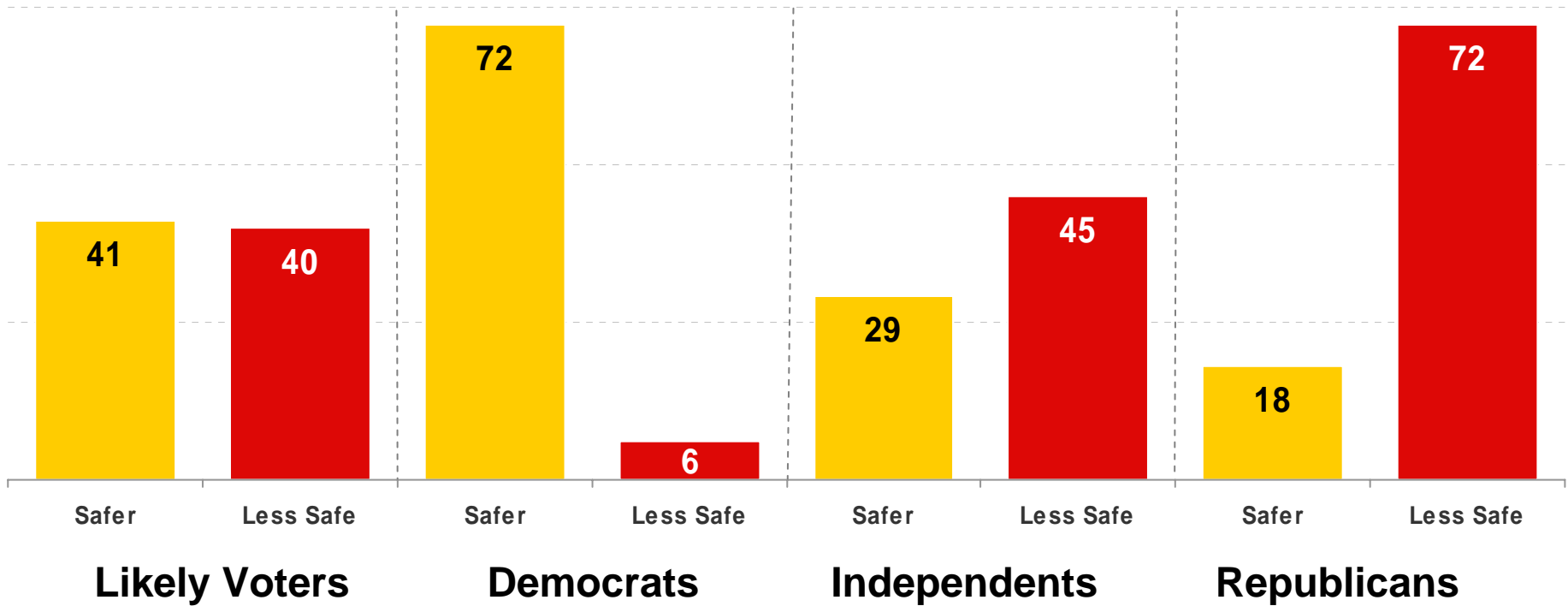
*Do you think the policies of the Obama administration have made the United States safer or less safe from terrorism?*

+1

+66

+16

+54





# Messaging Assessing Obama's First Year

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## Reflection on Obama after one year

*Now let me read you two statements about Obama and the Democrats' health care plan. After I read these statements, please tell me which one comes closer to your own view, even if neither is exactly right. Now, thinking again about President Obama and his first year in office...*

### Democratic Statement: Obama pressing ahead to make change and help the economy

Democrats say that President Obama was elected to bring change. He inherited two unfinished wars, record deficits and an economy losing seven hundred and fifty thousand jobs every month. Washington had done nothing about health care costs or Middle East oil. Republicans sided with oil and insurance interests and rejected bipartisan cooperation, but Obama has pressed ahead to bring change. He is reducing U.S. troops in Iraq and restored respect for America. His economic plan tries to stabilize the economy, save local jobs, and get credit to small businesses. His health care reforms would make insurance affordable for all and his energy reforms shift America to renewable, domestic energy. It is time to work together for change to get a new jobs bill and deficit reduction plan.



49

Democratic  
statement

### Republican Statement: Obama has recklessly spent without creating jobs

Republicans say that Barack Obama came into office making many promises about working across party lines and pledging to put people first. Instead, Obama has gone on a reckless spending spree, is trying to force through a government-run health care program, took control of car companies, is giving terrorists rights as criminals instead of treating them as enemy fighters, and has spent more time apologizing to foreign countries than standing up for America's interests. Obama's current approach is more government control and more government spending. During this year, unemployment has skyrocketed because Obama has all but ignored jobs. Obama and the Democrats who run Congress are not listening to the American people, so we need more balance in Washington.



48

Republican  
Statement



## Voters agree with Democrats on Responsibility Fee

*As you may know President Obama recently proposed what some are calling a responsibility fee and others are calling a bank tax on the largest financial institutions. Now I am going to read you two statements about this proposal and please tell me which statement comes closer to your own view, even if neither is exactly right.*

### Democratic Statement: Responsibility fee ensures accountability

Democrats say that if the Wall Street banks are healthy enough to pay enormous bonuses to their CEOs, then they are healthy enough to pay back every dime they received from taxpayers. This responsibility fee will discourage big bonus payouts and ensure the big banks that caused the crisis pay for the bailout.



Democratic  
statement

### Republican Statement: Responsibility fee will result in tax on consumers

Republicans say that taxing banks that fully paid their government funds back with interest in order to pay for other overspending by the government will end up being a tax on consumers in the form of higher fees. This tax will also make it harder for businesses to get loans, grow, and create more jobs.



Republican  
Statement



## Voters prefer Republican statement on energy slightly

*Next, I'm going to read you some more pairs of statements about where the two parties stand on some key issues after Obama's first year in office. After I read each pair, please tell me which statement comes closer to your own view, even if neither is exactly right. On the issue of **energy**...*

### Democratic Statement: Need alternative energy legislation to create jobs, lower oil dependence

Democrats say we have relied too long on dirty energy from the Middle East. Obama and the Democrats have moved to change that, passing an energy bill in the House that will reward companies that reduce pollution and increase production of cleaner, alternative energy. It requires that more of our energy come from alternative sources like wind and solar. Now we need to pass this bill into law because it uses America's technological know-how to re-charge our economy with new industries, creating one point seven million new jobs while reducing our dependence on foreign oil. It will cost families less than fifteen dollars a month.



Democratic  
statement

### Republican Statement: Cap and trade will be an energy tax on businesses

Republicans say that Democrats are trying to pass a bill called cap and trade that will be an energy tax on businesses. The bill will lead to thousands of lost jobs, including sending more manufacturing jobs to China, higher energy costs to all Americans, and higher costs for products made here in the U.S.A. Republicans say it makes no sense to increase energy costs during a recession and we should encourage the production of all forms of energy here in the United States – oil, wind, solar, nuclear, clean coal, and biofuels to make us less dependent on foreign oil and will create jobs here.



Republican  
Statement

# GREENBERG QUINLAN ROSNER RESEARCH

PUBLIC OPINION STRATEGIES



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