THE WINSTON GROUP
making ideas matter™

NEW MODELS NATIONAL BRAND SURVEY
January 29-30, 2011
N = 1000 Voters

1. **Generally speaking, would you say things in the country are headed in the right direction, or are things seriously headed off on the wrong track?**

		NOV I 2010	NOV II 2010	DEC 2010	JAN 2011
1.	Right Direction	35	36	37	41
2.	Don't Know/Refused **(DO NOT READ)**	6	9	9	9
3.	Wrong Track	59	55	55	50

2. **Overall would you say that you approve or disapprove of the job Barack Obama is doing as President?**

		NOV I 2010	NOV II 2010	DEC 2010	JAN 2011
1.	Approve	45	49	49	48
2.	Don't know/refused	4	3	6	6
3.	Disapprove	51	48	45	47

Please tell me for each of the following whether you have a favorable or an unfavorable impression of that group or person. (IF CHOICE IS MADE, ASK:) Would you say you have a strongly (FAVORABLE/UNFAVORABLE) impression or just a somewhat (FAVORABLE/UNFAVORABLE) impression? (ROTATE)

			NAME ID	TOTAL FAVORABLE	TOTAL UNFAVORABLE	NO OPINION
3.	**Republicans in Congress**	NOV I 2010	100	47	48	4
		NOV II 2010	100	43	48	9
		DEC 2010	100	43	46	10
		JAN 2011	100	45	46	9
4.	**Democrats in Congress**	NOV I 2010	100	41	57	2
		NOV II 2010	99	41	53	6
		DEC 2010	100	42	52	6
		JAN 2011	100	44	51	5

5. Which of the following issues would you say is most important to you in deciding how to vote for Congress? (ROTATE)

	NOV I 2010	NOV II 2010	DEC 2010	JAN 2011
1. Education	6	8	8	6
2. Social Security	4	8	6	5
3. Retirement and Investments	1	1	2	1
4. Terrorism	*	1	1	1
5. Healthcare/Rx	12	9	9	8
6. The Economy	42	31	30	33
7. Jobs	12	13	15	15
8. Taxes	3	3	5	2
9. Crime and Safety	*	1	1	1
10. Environment	1	2	2	2
11. National Defense/Foreign Affairs/Iraq	2	4	3	5
12. National Deficit/Spending	10	9	9	10
13. Energy	*	1	1	*
14. Gas prices	*	*	1	1
15. Immigration	3	4	4	3
16. Other	2	2	2	2
17. Don't know/Refused	2	2	3	2

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW), (ROTATE) the Republican Party or the Democratic Party?

		REP	DEM
6. The Economy	NOV I 2010	52	43
	NOV II 2010	49	44
	DEC 2010	46	44
	JAN 2011	45	44
7. Jobs	NOV I 2010	50	44
	NOV II 2010	47	46
	DEC 2010	45	44
	JAN 2011	45	45

	NOV I 2010	**53**	**43**
	NOV II 2010	**50**	**43**
8. Taxes	DEC 2010	**47**	**42**
	JAN 2011	**49**	**42**
	NOV I 2010	**49**	**46**
	NOV II 2010	**44**	**49**
9. Health Care/RX	DEC 2010	**39**	**47**
	JAN 2011	**41**	**48**
	NOV I 2010	**53**	**43**
10. Fiscal responsibility	NOV II 2010	**51**	**37**
	DEC 2010	**47**	**38**
	JAN 2011	**47**	**39**

(ROTATE 11-13 and 14-16)

11. In the last couple of weeks, have you seen, read or heard anything that Congressional Republicans were doing? (ROTATE)

	DEC 2010	JAN 2011
1. Yes (GO TO Q12)	**42**	**49**
2. No (GO TO Q14)	**57**	**50**
3. DK/Refused (DO NOT READ – GO TO Q14)	**2**	**1**

12. What was it?

	JAN 2011
1. About health care/ repealing health care/Obama health care	**76**
2. About tax/trying to lower our taxes	**10**
3. Reduce/ take care of the deficit	**4**
4. Trying to get jobs	**4**
5. About the economy	**3**
6. Immigration issues	**1**
7. About Tea party	**1**
8. Cutting/reducing spending	**10**
9. Working on the budget	**2**
10. Their response to the state of the union speech	**5**
11. Fighting against the Democrats/Obama	**2**
12. About education	**1**
13. Trying to work with Social Security	*****

14. Trying to work together	**1**
15. Other	**4**
16. Don't know/Refused/Don't Remember/Don't Pay Attention	**4**

13. Did it make you more favorable or less favorable to Congressional Republicans? (ROTATE)

		DEC 2010	JAN 2011
1.	More favorable	**52**	**49**
2.	Less favorable	**39**	**46**
3.	No difference (DO NOT READ)	**8**	**3**

14. In the last couple of weeks, have you seen, read or heard anything that Congressional Democrats were doing? (ROTATE)

		DEC 2010	JAN 2011
1.	Yes (GO TO Q15)	**46**	**38**
2.	No (GO TO Q17)	**53**	**61**
3.	DK/Refused (DO NOT READ – GO TO Q17)	**1**	**1**

15. What was it?

	JAN 2011
1. About healthcare bill/Healthcare/Obamacare issues	**44**
2. About increasing taxes	**2**
3. About tax cuts/lowering taxes	**2**
4. Something about job/employment	**12**
5. About education	**4**
6. About spending money	**6**
7. About the economy/improving the economy	**8**
8. Something about immigration	**3**
9. About Social Security	**2**
10. State of the union speech/state address	**4**
11. Don't ask, don't tell policy	**2**
12. Tying to work together	**4**
13. They are against Republicans/blocking-up their doings	**4**

14. They were talking about the budget/deficit	**2**
15. They are trying to push gun control	**1**
16. About Filibusters	**1**
17. About the debt/national debt	*****
18. They are doing well/going in the right direction/Obama is doing his best	**4**
19. They do nothing good for the country	**1**
20. Trying to change the senate	**2**
21. They are investing more for infrastructures	**1**
22. Others	**9**
23. Don't know/can't remember	**8**

16. Did it make you more favorable or less favorable to Congressional Democrats? (ROTATE)

	DEC 2010	JAN 2011
1. More favorable	**46**	**44**
2. Less favorable	**42**	**42**
3. No difference (DO NOT READ)	**8**	**9**

RESUME WITH ALL

17. If the elections were held today for US Congress in your state, would you be more likely to vote for (ROTATE) the Republican candidate or the Democrat candidate? (IF UNDECIDED ASK:) would you be leaning toward (ROTATE) the Republican candidate or the Democrat candidate?

	NOV I 2010	NOV II 2010	DEC 2010	JAN 2011
1. Republican		**47**	**44**	**45**
2. Lean Republican		**2**	**2**	**2**
3. Undecided		**4**	**6**	**5**
4. Lean Democrat		**2**	**3**	**2**
5. Democrat		**43**	**41**	**44**
6. Don't Know/Refused (DO NOT READ)	**1**	**3**	**3**	**3**
TOTAL REPUBLICAN	**52**	**49**	**46**	**46**
TOTAL DEMOCRAT	**45**	**45**	**45**	**46**

Do you believe or not believe the following statements: (ROTATE STATEMENTS)

		Believe	Do not believe	DK/Refused (DO NOT READ)
18. Republicans have a plan for growing the economy and creating jobs.	NOV I 2010	48	49	2
	NOV II 2010	49	45	6
	JAN 2011	48	46	6
19. The Republican plan to cut spending will slow down the economic recovery and risk throwing Americans out of work.	JAN 2011	33	61	6
20. Cutting spending will create jobs.	DEC 2009	36	58	7
	DEC 2010	43	48	9
	JAN 2011	36	56	7
21. If Congress cuts spending, this will create a better economic environment that will help promote job creation.	JAN 2010	58	38	4
	DEC 2010	57	34	9
	JAN 2011	52	41	7

22. Who is more focused on job creation and growing the economy? (ROTATE)

	JAN 2011
1. President Obama	49
2. Republicans in Congress	43
3. Don't Know/Refused (DO NOT READ)	9

23. Based on what you have seen, read or heard about the State of the Union speech on Tuesday night, did you have a favorable or unfavorable reaction to what the President said? (ROTATE)

		JAN 2011
1.	Favorable	**47**
2.	Unfavorable	**24**
3.	Don't Know/Refused (DO NOT READ)	**29**

24. Do you think that the President's speech signals a new policy direction, or continuing the same policies? (ROTATE)

		JAN 2011
1.	New direction	**36**
2.	Continuing the same policies	**45**
3.	Don't Know/Refused (DO NOT READ)	**19**

HEALTH CARE

25. Some Republicans say that Congress should repeal and replace President Obama's job-destroying health care plan. Do you favor or oppose the Republican proposal?

		NOV II 2010	DEC 2010	JAN 2011
1.	Favor	**45**	**43**	**47**
2.	Oppose	**49**	**47**	**47**
3.	Don't Know **(DO NOT READ)**	**6**	**9**	**6**

26. If the new health care law were successfully repealed, do you think that the quality of your health care would… ? (ROTATE)

		JAN 2011
1.	Get better	**22**
2.	Get worse	**25**
3.	Not change	**49**
4.	Don't Know/Refused **(DO NOT READ)**	**5**

SPENDING

27. What is the best way to grow the economy and create jobs? (ROTATE)

	JAN 2011
1. Cut government spending	**53**
2. Increase government investment in infrastructure	**37**
3. Don't Know/Refused **(DO NOT READ)**	**10**

28. What is the best way to reduce the national deficit? (ROTATE)

	JAN 2011
1. Cut government spending	**47**
2. Increase taxes	**11**
3. Grow the economy	**35**
4. Don't Know/Refused **(DO NOT READ)**	**7**

Now just a few demographic questions for statistical purposes only—

29. What are the two main sources of your news about national issues such as politics, Iraq, the economy, education, and health care? (DO NOT READ – ALLOW THEM TO VOLUNTEER A RESPONSE AND CODE AS FOLLOWS)

1.	ABC News	**5**
2.	NBC News	**7**
3.	CBS News	**5**
4.	Local TV news	**21**
5.	CNN News	**19**
6.	MSNBC/CNBC News	**5**
7.	Fox News	**21**
8.	CSpan	*****
9.	Daily newspaper	**34**
10.	News magazines such as Time, US News, and Newsweek	**4**
11.	Opinion magazines like The Weekly Standard	*****
12.	Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	**21**
13.	News Pages of Internet Service Providers such as Yahoo News and MSN News	**10**
14.	Opinion websites like Drudge Report or slate.com	**1**
15.	National Public Radio	**7**
16.	Religious radio shows	*****
17.	Talk radio like Rush Limbaugh	**2**
18.	General radio news station	**1**
19.	Public television shows like McNeil Lehrer	*****
20.	Comedy shows like the Daily Show with Jon Stewart	*****
21.	Late night TV shows like Jay Leno	*****
22.	Morning TV shows like Today, Good Morning America	
23.	Political talk shows on cable, such as MSNBC's Hardball	*****
24.	Sunday News Shows such as NBC's Meet the Press and ABC's This Week	*****
25.	Other	**11**
26.	Don't Know/Refused **(DO NOT READ)**	**4**

30. In what year were you born?

1.	18-34	**20**
2.	35-44	**25**
3.	45-54	**19**
4.	55-64	**19**
5.	65+	**16**

31. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?

1.	Republican	**35**
2.	Democrat	**37**
3.	Independent	**26**
4.	Other	**1**
5.	Don't Know/Refused **(DO NOT READ)**	**1**

32. If you had to classify yourself, would you say you are (ROTATE) liberal, moderate, or conservative in your political beliefs?

1.	Liberal (GO TO Q33)	**20**
2.	Moderate (GO TO Q34)	**41**
3.	Conservative (GO TO Q33)	**38**
4.	Don't Know/Refused **(DO NOT READ – GO TO Q33)**	**1**

(AMONG LIBERALS AND CONSERVATIVES ONLY)

33. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1.	Very liberal	**11**
2.	Somewhat liberal	**22**
3.	Very conservative	**28**
4.	Somewhat conservative	**37**
5.	Don't Know/Refused **(DO NOT READ)**	**2**

34. Are there children in your household under the age of 18 years old?

1.	Yes	**40**
2.	No	**59**
3.	Don't Know/Refused **(DO NOT READ)**	**1**

35. What is your current marital status?

1.	Single, never married	**22**
2.	Married	**62**
3.	Separated	**2**
4.	Divorced	**6**
5.	Widowed	**6**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

36. What is the annual income of your household before taxes? Is it…

1.	Less than 15K	**9**
2.	15K-30K	**11**
3.	30K-50K	**14**
4.	50K-75K	**14**
5.	75K-100K	**15**
6.	Over 100K	**22**
7.	Don't Know/Refused **(DO NOT READ)**	**15**

37. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**15**
2.	Mainline Protestant	**14**
3.	Catholic	**27**
4.	Jewish	**2**
5.	Mormon	**1**
6.	Atheist/Agnostic	**6**
7.	Other	**25**

8. Don't Know/Refused **(DO NOT READ)**	10

38. What is your race?

1. Hispanic	8
2. African-American	12
3. Asiatic	1
4. White	76
5. Other	2
6. Don't Know/Refused **(DO NOT READ)**	1

39. Do you consider yourself a part of the tea party movement?

1. Yes	12
2. No	84

Gender (by observation)

1. Male	48
2. Female	52

What type of area do you live in? (TAKEN FROM SAMPLE)

1. Urban	26
2. Suburban	47
3. Rural	14

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	27
3. Midwest	20
4. Plains/Mountains	19
5. West Coast	16