THE WINSTON GROUP
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NEW MODELS NATIONAL BRAND SURVEY
February 24-25, 2014
1000 RVs

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?**

		JUL II 2013	SEP 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014	FEB 2014
1.	Right Direction	37	30	14	31	35	32	30
2.	Don't Know/Refused **(DO NOT READ)**	10	9	8	8	7	11	10
3.	Wrong Track	53	61	77	61	58	57	61

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

		JUL II 2013	SEPT 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014	FEB 2014
1.	Approve	50	44	46	42	44	44	43
2.	Don't know/refused	5	6	4	5	3	6	5
3.	Disapprove	46	50	49	53	52	50	51

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

		NAME ID	FAVORABLE	UNFAVORABLE	NO OPINION
		JUL II 2013	100	31	60	9
		SEPT 2013	100	29	60	11
		OCT 2013	100	30	64	6
3. **Republicans in Congress**	NOV 2013	100	29	61	10
	DEC 2013	100	30	63	7
	JAN 2014	100	28	63	9
	FEB 2014	100	32	59	5

4. Democrats in Congress					
	JUL II 2013	100	44	49	7
	SEPT 2013	100	38	55	7
	OCT 2013	100	38	56	6
	NOV 2013	100	36	55	9
	DEC 2013	100	36	58	5
	JAN 2014	100	40	53	7
	FEB 2014	100	37	56	3

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

	JUL II 2013	SEP 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014	FEB 2014
1. Education	9	9	7	6	9	10	10
2. Social Security	8	9	7	8	8	7	7
3. Retirement and Investments	1	1	*	2	1	1	1
4. Terrorism	1	*	*	1	1	1	*
5. Healthcare/Rx	10	12	14	11	10	9	10
6. The Economy	31	26	31	29	31	30	31
7. Jobs	8	8	7	10	11	10	9
8. Taxes	2	2	3	3	1	2	3
9. Crime and Safety	1	1	1	*	1	2	2
10. Environment	2	2	2	3	3	3	2
11. National Defense/Foreign Affairs	4	5	4	2	5	5	4
12. National Deficit/Spending	10	10	12	11	9	8	9
13. Energy	1	1	1	*	*	1	1
14. Gas prices	1	1	*	*	1	1	1
15. Immigration	3	3	2	4	2	3	2
16. Other	6	4	5	5	5	5	3
17. Don't know/Refused	3	4	4	4	3	3	4

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	JUL II 2013	40	47
	SEPT 2013	45	45
	OCT 2013	44	44
	NOV 2013	46	44
	DEC 2013	45	45
	JAN 2014	45	44
	FEB 2014	46	44
7. Jobs	JUL II 2013	39	49
	SEPT 2013	43	48
	OCT 2013	42	46
	NOV 2013	44	45
	DEC 2013	43	46
	JAN 2014	44	46
	FEB 2014	45	45
8. Health Care/RX	JUL II 2013	37	50
	SEPT 2013	41	47
	OCT 2013	40	49
	NOV 2013	40	48
	DEC 2013	41	48
	JAN 2014	38	50
	FEB 2014	42	48
9. Energy and gas prices	JUL II 2013	38	44
	SEPT 2013	38	48
	OCT 2013	43	45
	NOV 2013	42	43
	DEC 2013	44	44
	JAN 2014	42	43
	FEB 2014	43	42
10. Taxes	JUL II 2013	42	46
	SEPT 2013	48	42
	OCT 2013	47	43
	NOV 2013	47	42
	DEC 2013	47	43
	JAN 2014	46	43
	FEB 2014	47	42
11. Budget/Deficit	JUL II 2013	45	40
	SEPT 2013	47	41
	OCT 2013	44	43
	NOV 2013	47	40
	DEC 2013	47	42
	JAN 2014	46	42
	FEB 2014	47	41

12. 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?

	JUL II 2013	SEP 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014	FEB 2014
1. Republican	38	44	42	43	43	41	44
2. Lean Republican	3	2	2	2	2	3	3
3. Undecided	6	4	5	5	4	7	3
4. Lean Democrat	3	2	3	2	3	3	2
5. Democrat	47	45	46	44	43	43	43
6. Don't Know/Refused **(DO NOT READ)**	4	3	2	3	4	3	5
TOTAL REPUBLICAN	41	46	44	45	46	44	47
TOTAL DEMOCRAT	49	47	49	47	46	46	45

13. Do you favor or oppose the new health care law?

	JUL 2012	POST ELECT 2012	OCT 2013	NOV 2013	DEC 2013	JAN 2014	FEB 2014
1. Favor	46	48	46	41	39	41	42
2. Oppose	49	50	50	53	51	52	52
3. Don't Know/Refused (DO NOT READ)	14	3	4	6	10	7	6

14. In thinking about the new health care law, which comes closer to your view about what should be done about the law? (ROTATE)

1. Repeal and replace it	40
2. Keep the law in place but make key modifications to improve it	57
3. Don't Know/Refused (DO NOT READ)	3

15. Do you favor or oppose raising the minimum wage?

	JUL 2006	JAN 2014	FEB 2014
1. Favor	**75**	**67**	**68**
2. Oppose	**21**	**27**	**29**
3. Don't Know/Refused (DO NOT READ)	**3**	**6**	**3**

16. Who do you agree with more? (ROTATE)

1. The Republican who says if we had real economic growth and job creation so that businesses had to compete for workers, then wages would naturally increase.	**49**
2. The Democrat who says we need to address income inequality in America through raising the minimum wage to $10.10 an hour.	**46**
3. Don't Know/Refused (DO NOT READ)	**5**

17. Do you have a favorable or unfavorable impression of "hydrofracking"?

1. Favorable	**30**
2. Unfavorable	**30**
3. Never heard of **(DO NOT READ)**	**15**
4. No opinion **(DO NOT READ)**	**11**
5. Don't Know/Refused **(DO NOT READ)**	**14**

18. Which of the following will play a larger role in how you decide to vote in the elections for Congress? (ROTATE)

1. The new health care law	**21**
2. Jobs and the economy	**74**
3. Don't Know/Refused (DO NOT READ)	**5**

19. What group of issues concerns you the most? (ROTATE)

1.	Economic- like taxes, budget, and jobs	**51**
2.	Social- like education, health care, and the environment	**27**
3.	Moral- like abortion and gay marriage	**10**
4.	Foreign Affairs- like defense, terrorism and international relations	**9**
5.	Don't know/Refused **(DO NOT READ)**	**2**

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate… (FIRST Q20, THEN ROTATE Q21-23)

	NOV 2010	APR 2011	AUG 2012	FEB 2014
20. Your own political ideology	**5.91**	**5.84**	**5.70**	**5.87**
21. Ideology of Republicans in Congress	**6.47**	**6.26**	**6.49**	**6.18**
22. Ideology of Democrats in Congress	**3.54**	**4.12**	**3.96**	**4.10**
23. Ideology of Barack Obama	**3.44**	**4.01**	**3.81**	**3.83**

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate your own ideology on each of the following…? THEN ROTATE Q24-27)

	APR 2010	NOV 2010	APR 2011	FEB 2014
24. Economic issues – like taxes, budget and jobs	**6.20**	**6.17**	**5.88**	**5.97**
25. Social issues – like education, health care and environment	**5.50**	**5.80**	**5.54**	**5.50**
26. Moral issues – like abortion and gay marriage	**5.65**	**5.75**	**5.39**	**5.12**
27. Foreign affairs – like defense, terrorism and international relations	**6.15**	**6.17**	**5.93**	**5.96**

Now just a few demographic questions for statistical purposes only—

20. 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	7
2.	NBC News	9
3.	CBS News	5
4.	Local TV news	21
5.	CNN News	19
6.	MSNBC/CNBC News	5
7.	Fox News	17
8.	CSpan	*
9.	Daily newspaper	25
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	15
13.	News Pages of Internet Service Providers such as Yahoo News and MSN News	11
14.	Opinion websites like Drudge Report or slate.com	1
15.	National Public Radio	4
16.	Religious radio shows	*
17.	Talk radio like Rush Limbaugh	3
18.	General radio news station	2
19.	Public television shows like McNeil Lehrer	*
20.	Comedy shows like the Daily Show with Jon Stewart	1
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	21
26.	Don't Know/Refused **(DO NOT READ)**	8

21. In what year were you born?

1.	18-34	**18**
2.	35-44	**19**
3.	45-54	**20**
4.	55-64	**22**
5.	65+	**20**

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

1.	Republican	**33**
2.	Democrat	**37**
3.	Independent	**28**
4.	Other	**1**
5.	Don't Know/Refused **(DO NOT READ)**	**1**

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

1.	Liberal (GO TO Q23A)	**21**
2.	Moderate (GO TO Q24)	**43**
3.	Conservative (GO TO Q23A)	**35**
4.	Don't Know/Refused **(DO NOT READ – GO TO Q24)**	**1**

(among liberals and conservatives in Q23 only)

23A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1.	Very liberal	**17**
2.	Somewhat liberal	**20**
3.	Very conservative	**25**
4.	Somewhat conservative	**36**
5.	Don't Know/Refused **(DO NOT READ)**	**2**

RESUME WITH ALL

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

1.	Yes	**37**
2.	No	**61**
3.	Don't Know/Refused **(DO NOT READ)**	**2**

25. What is your current marital status?

1.	Single, never married	**24**
2.	Married	**56**
3.	Separated	**1**
4.	Divorced	**9**
5.	Widowed	**8**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

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

1.	Less than 15K	**9**
2.	15K-30K	**12**
3.	30K-50K	**14**
4.	50K-75K	**15**
5.	75K-100K	**11**
6.	Over 100K	**22**
7.	Don't Know/Refused **(DO NOT READ)**	**16**

27. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**11**
2.	Mainline Protestant	**21**
3.	Catholic	**26**
4.	Jewish	**2**
5.	Mormon	**2**
6.	Atheist/Agnostic	**8**
7.	Other	**23**
8.	Don't Know/Refused **(DO NOT READ)**	**8**

28. What is your race?

1.	Hispanic	**10**
2.	African-American	**12**
3.	Asian	**3**
4.	White	**73**
5.	Other	**1**
6.	Don't Know/Refused **(DO NOT READ)**	**1**

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

1.	Yes	**11**
2.	No	**86**

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

1.	Urban	**31**
2.	Suburban	**51**
3.	Rural	**18**

Gender (by observation)

1.	Male	**47**
2.	Female	**53**

Region (TAKEN FROM SAMPLE)

1.	Northeast	**17**
2.	South	**28**
3.	Midwest	**19**
4.	Plains/Mountains	**20**
5.	West Coast	**17**