THE WINSTON GROUP
making ideas matter™

NEW MODELS NATIONAL BRAND SURVEY
January 17-18, 2012
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?**

		OCT II 2011	NOV 2011	DEC 2011	JAN 2012
1.	Right Direction	**22**	**20**	**30**	**27**
2.	Don't Know/Refused **(DO NOT READ)**	**8**	**10**	**6**	**8**
3.	Wrong Track	**70**	**71**	**64**	**65**

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

		OCT II 2011	NOV 2011	DEC 2011	JAN 2012
1.	Approve	**43**	**42**	**45**	**44**
2.	Don't know/refused	**5**	**6**	**6**	**5**
3.	Disapprove	**52**	**52**	**50**	**52**

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	FAVORABLE	UNFAVORABLE	NO OPINION
3. Republicans in Congress	OCT II 2011	**100**	**40**	**53**	**6**
	NOV 2011	**100**	**37**	**57**	**5**
	DEC 2011	**100**	**29**	**64**	**7**
	JAN 2012	**100**	**29**	**65**	**6**
4. Democrats in Congress	OCT II 2011	**100**	**40**	**55**	**5**
	NOV 2011	**100**	**35**	**58**	**6**
	DEC 2011	**100**	**38**	**57**	**5**
	JAN 2012	**100**	**35**	**58**	**7**

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

	OCT II 2011	NOV 2011	DEC 2011	JAN 2012
1. Education	7	8	6	8
2. Social Security	7	7	7	7
3. Retirement and Investments	1	1	1	1
4. Terrorism	1	2	1	*
5. Healthcare/Rx	6	5	8	7
6. The Economy	33	35	37	34
7. Jobs	16	16	13	15
8. Taxes	4	2	2	2
9. Crime and Safety	1	1	1	1
10. Environment	2	1	1	1
11. National Defense/Foreign Affairs/Iraq	3	2	2	4
12. National Deficit/Spending	9	11	12	11
13. Energy	1	1	1	1
14. Gas prices	1	1	*	1
15. Immigration	3	2	2	2
16. Other	3	2	2	3
17. Don't know/Refused	3	3	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	OCT II 2011	45	41
	NOV 2011	45	42
	DEC 2011	44	41
	JAN 2012	45	42
7. Jobs	OCT II 2011	45	42
	NOV 2011	42	43
	DEC 2011	45	42
	JAN 2012	44	42
8. Health Care/RX	OCT II 2011	41	47
	NOV 2011	38	50
	DEC 2011	38	46
	JAN 2012	37	49
9. Energy and gas prices	OCT II 2011	45	41
	NOV 2011	41	41
	DEC 2011	43	40
	JAN 2012	40	43
10. Taxes	OCT II 2011	46	42
	NOV 2011	45	44
	DEC 2011	46	42
	JAN 2012	45	43

(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)

	OCT II 2011	NOV 2011	DEC 2011	JAN 2012
1. Yes (GO TO Q12)	42	39	45	41
2. No (GO TO Q14)	58	60	53	58
3. DK/Refused (DO NOT READ – GO TO Q14)	1	1	2	1

12. What was it?

1. Jobs		8
2. Economy (general)		4
3. Taxes		15
4. Budget/deficit/debt/spending		16
5. Supercommittee		*

6.	For the rich/Wall St.	**2**
7.	Boehner	**1**
8.	Health care	**8**
9.	Social Security/Entitlements	**2**
10.	Campaign/election/debate	**13**
11.	Negative/opposing/blocking	**21**
12.	Trying to do thing	**2**
13.	Tea Party	*****
14.	Immigration	*****
15.	National defense authorization act/NDAA	**2**
16.	Stop Online Piracy Act/SOPA/Internet	**3**
17.	Doing a good job/helping people	**1**
18.	Pipeline from Canada	**7**
19.	Energy/gas prices	**3**
20.	Doing nothing/poor job/not helping people	**3**
21.	Other	**8**
22.	DK/None	**11**

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

		OCT II 2011	NOV 2011	DEC 2011	JAN 2012
1.	More favorable	**37**	**31**	**31**	**31**
2.	Less favorable	**51**	**61**	**62**	**54**
3.	No difference (DO NOT READ)	**10**	**5**	**5**	**9**

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

		OCT II 2011	NOV 2011	DEC 2011	JAN 2012
1.	Yes (GO TO Q15)	**38**	**37**	**41**	**35**
2.	No (GO TO Q17)	**60**	**61**	**58**	**63**
3.	DK/Refused (DO NOT READ – GO TO Q17)	**2**	**2**	**1**	**2**

15. What was it?

1.	Jobs	**10**
2.	Economy (general)	**5**
3.	Taxes/Raise taxes on the wealthy/revenue	**16**
4.	Budget/deficit/debt/spending	**9**
5.	Wall St/occupy	*****
6.	Health care	**8**
7.	Social Security/entitlements	**2**
8.	Campaign/election	**3**
9.	Negative/opposing/blocking	**17**
10.	Trying to do things	**20**
11.	Immigration	*****
12.	Education/loans	**2**
13.	What President Obama is trying to do	**7**
14.	National Defense Authorization Act/NDAA	**2**
15.	They are on leave/vacation	**3**
16.	About the pipeline from Canada	**5**
17.	About Harry Reid	**2**
18.	Internet Piracy/SOPA/Internet issues	**7**
19.	Bring the troops/soliders home	**1**
20.	Tea Party	**1**
21.	Resizing the government	**1**
22.	Energy/getting energy (oil, gas)	**1**
23.	Other	**4**
24.	DK/None	**16**

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

	OCT II 2011	NOV 2011	DEC 2011	JAN 2012
1. More favorable	47	34	43	32
2. Less favorable	43	54	48	53
3. No difference (DO NOT READ)	7	10	6	12

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?

	OCT II 2011	NOV 2011	DEC 2011	JAN 2012
1. Republican	46	43	43	42
2. Lean Republican	3	2	3	2
3. Undecided	6	5	5	6
4. Lean Democrat	2	3	2	2
5. Democrat	42	45	43	45
6. Don't Know/Refused (DO NOT READ)	3	3	3	3
TOTAL REPUBLICAN	49	45	46	44
TOTAL DEMOCRAT	43	47	45	47

JOBS/ECONOMY

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

	OCT II 2011	NOV 2011	DEC 2011	JAN 2012
1. President Obama	45	48	49	46
2. Republicans in Congress	43	40	40	42
3. Don't Know/Refused (DO NOT READ)	12	12	11	12

19. Do you believe or not believe the following statement: the economy is getting better.

1.	Believe	**43**
2.	Do not believe	**54**
3.	Don't Know/Refused **(DO NOT READ)**	**3**

I am going to read a series of statements. For each please tell me if you believe or do not believe that statement. (ROTATE STATEMENTS Q20-25)

20. Republicans have a plan for growing the economy and creating jobs.

		OCT II 2011	NOV 2011	DEC 2011	JAN 2012
1.	Believe	**48**	**50**	**49**	**43**
2.	Do not believe	**47**	**47**	**46**	**51**
3.	Don't Know/Refused **(DO NOT READ)**	**5**	**4**	**5**	**5**

21. President Obama has a plan for growing the economy and creating jobs.

		FEB 2011	JAN 2012
1.	Believe	**57**	**50**
2.	Do not believe	**41**	**47**
3.	Don't Know/Refused **(DO NOT READ)**	**2**	**3**

22. Republicans in Congress do not have to offer any alternatives because the presidential election will be about President Obama's record.

1.	Believe	**40**
2.	Do not believe	**54**
3.	Don't Know/Refused **(DO NOT READ)**	**6**

23. If Congress cuts spending, this will create a better economic environment that will help promote job creation.

		JAN 2010	AUG 2011	JAN 2012
1.	Believe	58	52	55
2.	Do not believe	38	39	39
3.	Don't Know/Refused **(DO NOT READ)**	4	9	6

24. Increasing government spending will generate economic growth.

		DEC 2008	JAN 2012
1.	Believe	42	30
2.	Do not believe	52	66
3.	Don't Know/Refused **(DO NOT READ)**	6	4

25. Increasing debt will hurt the economy.

1.	Believe	76
2.	Do not believe	19
3.	Don't Know/Refused **(DO NOT READ)**	5

26. In thinking about this year's election, which is the more important question in that election? (ROTATE)

1.	Where are the jobs?	58
2.	What should be the size and role of government?	37
3.	Don't Know/Refused **(DO NOT READ)**	5

27. Do you think that Congress is or is not doing enough to help create jobs?

1.	Is	10
2.	Is not	84
3.	Don't Know/Refused **(DO NOT READ)**	6

28. Do you believe or not believe the following statement: Democrats in the Senate will not vote on 27 jobs bills that have been passed in the House of Representatives.

1.	Believe	**40**
2.	Do not believe	**40**
3.	Don't Know/Refused **(DO NOT READ)**	**20**

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	**7**
2. NBC News	**7**
3. CBS News	**5**
4. Local TV news	**19**
5. CNN News	**17**
6. MSNBC/CNBC News	**6**
7. Fox News	**18**
8. CSpan	**1**
9. Daily newspaper	**30**
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	**19**
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	**13**
14. Opinion websites like Drudge Report or slate.com	**2**
15. National Public Radio	**7**
16. Religious radio shows	*****
17. Talk radio like Rush Limbaugh	**3**
18. General radio news station	**4**
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	**14**
26. Don't Know/Refused **(DO NOT READ)**	**4**

30. In what year were you born?

1.	18-34	**5**
2.	35-44	**15**
3.	45-54	**25**
4.	55-64	**19**
5.	65+	**19**

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	**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 Q32A)	**20**
2.	Moderate (GO TO Q33)	**41**
3.	Conservative (GO TO Q32A)	**38**
4.	Don't Know/Refused **(DO NOT READ – GO TO Q33)**	**1**

Q32a among liberals and conservatives in Q32 only

32A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1.	Very liberal	**10**
2.	Somewhat liberal	**24**
3.	Very conservative	**28**
4.	Somewhat conservative	**36**
5.	Don't Know/Refused **(DO NOT READ)**	**2**

RESUME WITH ALL

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

1.	Yes	**39**
2.	No	**60**
3.	Don't Know/Refused **(DO NOT READ)**	**1**

34. What is your current marital status?

1.	Single, never married	**18**
2.	Married	**64**
3.	Separated	*****
4.	Divorced	**10**
5.	Widowed	**7**
6.	Don't Know/Refused **(DO NOT READ)**	**1**

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

1.	Less than 15K	**9**
2.	15K-30K	**13**
3.	30K-50K	**16**
4.	50K-75K	**15**
5.	75K-100K	**13**
6.	Over 100K	**21**
7.	Don't Know/Refused **(DO NOT READ)**	**13**

36. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**16**
2.	Mainline Protestant	**17**
3.	Catholic	**22**
4.	Jewish	**2**
5.	Mormon	**2**
6.	Atheist/Agnostic	**7**
7.	Other	**25**
8.	Don't Know/Refused **(DO NOT READ)**	**8**

37. What is your race?

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

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

1.	Yes	**13**
2.	No	**83**

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

1.	Urban	**30**
2.	Suburban	**51**
3.	Rural	**18**

Gender (by observation)

1.	Male	**48**
2.	Female	**52**

Region (TAKEN FROM SAMPLE)

1.	Northeast	**20**
2.	South	**26**
3.	Midwest	**20**
4.	Plains/Mountains	**19**
5.	West Coast	**16**