THE WINSTON GROUP
making ideas matter™

NEW MODELS NATIONAL BRAND SURVEY
N = 1000 RV NATIONWIDE
JULY 1-2, 2013

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?**

		JAN 2013	FEB 2013	MAR 2013	APR 2013	MAY 2013	JUL 2013
1.	Right Direction	39	41	36	39	40	34
2.	Don't Know/Refused **(DO NOT READ)**	9	10	8	8	7	10
3.	Wrong Track	52	49	56	53	54	56

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

		JAN 2013	FEB 2013	MAR 2013	APR 2013	MAY 2013	JUL 2013
1.	Approve	53	52	48	52	50	45
2.	Don't Know/Refused **(DO NOT READ)**	4	5	4	5	4	6
3.	Disapprove	43	42	48	43	46	49

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?) (ROTATE Q3-Q4)

			NAME ID	FAVORABLE	UNFAVORABLE	NO OPINION
3.	Republicans in Congress	JAN 2013	100	27	64	9
		FEB 2013	100	34	56	10
		MAR 2013	100	35	59	7
		APR 2013	100	31	58	11
		MAY 2013	100	35	56	8
		JUL 2013	100	34	58	8

4. Democrats in Congress	JAN 2013	**100**	**41**	**52**	**7**
	FEB 2013	**100**	**44**	**48**	**8**
	MAR 2013	**100**	**38**	**56**	**6**
	APR 2013	**100**	**41**	**50**	**9**
	MAY 2013	**100**	**39**	**54**	**7**
	JUL 2013	**100**	**38**	**55**	**7**

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

	JAN 2012	FEB 2013	MAR 2013	APR 2013	MAY 2013	JUL 2013
1. Education	**10**	**9**	**8**	**9**	**8**	**10**
2. Social Security	**7**	**9**	**9**	**10**	**9**	**8**
3. Retirement and Investments	**1**	**2**	**1**	**1**	**1**	**1**
4. Terrorism	*****	**1**	*****	**2**	**1**	**2**
5. Healthcare/Rx	**8**	**9**	**8**	**9**	**10**	**9**
6. The Economy	**31**	**28**	**27**	**28**	**27**	**29**
7. Jobs	**9**	**9**	**9**	**10**	**10**	**8**
8. Taxes	**4**	**2**	**4**	**2**	**2**	**3**
9. Crime and Safety	**1**	**1**	**2**	**2**	**2**	**2**
10. Environment	**2**	**2**	**2**	**1**	**2**	**3**
11. National Defense/Foreign Affairs	**2**	**3**	**6**	**3**	**5**	**3**
12. National Deficit/Spending	**15**	**13**	**16**	**10**	**11**	**9**
13. Energy	*****	**1**	**1**	**1**	**1**	**1**
14. Gas prices	*****	**1**	**2**	**1**	**1**	**2**
15. Immigration	**3**	**3**	**2**	**5**	**2**	**5**
16. Other	**3**	**2**	**2**	**2**	**4**	**3**
17. Don't know/Refused	**3**	**4**	**3**	**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	JAN 2013	43	45
	FEB 2013	43	44
	MAR 2013	46	43
	APR 2013	41	47
	MAY 2013	43	46
	JUL 2013	43	42
7. Jobs	JAN 2013	40	46
	FEB 2013	42	45
	MAR 2013	42	46
	APR 2013	39	49
	MAY 2013	41	48
	JUL 2013	44	41
8. Health Care/RX	JAN 2013	37	49
	FEB 2013	38	51
	MAR 2013	38	50
	APR 2013	37	53
	MAY 2013	40	49
	JUL 2013	40	48
9. Energy and gas prices	JAN 2013	40	45
	FEB 2013	42	43
	MAR 2013	44	43
	APR 2013	39	46
	MAY 2013	41	45
	JUL 2013	42	42
10. Taxes	JAN 2013	39	48
	FEB 2013	46	44
	MAR 2013	48	42
	APR 2013	43	46
	MAY 2013	45	44
	JUL 2013	47	38
11. Budget/Deficit	JAN 2013	45	41
	FEB 2013	45	43
	MAR 2013	47	40
	APR 2013	44	44
	MAY 2013	45	44
	JUL 2013	48	38
12. Immigration	MAR 2013	40	47
	APR 2013	40	47
	JUL 2013	41	45

13. 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?

	JAN 2013	FEB 2013	MAR 2013	APR 2013	MAY 2013	JUL 2013
1. Republican	41	41	41	39	41	42
2. Lean Republican	2	3	3	3	3	3
3. Undecided	6	5	8	6	6	7
4. Lean Democrat	2	1	3	3	3	1
5. Democrat	44	46	43	47	44	44
6. Don't Know/Refused **(DO NOT READ)**	4	4	3	2	3	2
TOTAL REPUBLICAN	43	44	44	42	44	45
TOTAL DEMOCRAT	46	47	46	50	46	46

14. In thinking more specifically about how the economy is doing, which comes closer to your view? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

	MAR 2012	JUL 2012	POST ELECT 2012	APR 2013	MAY 2013	JUL 2013
1. The economy is getting better, but the rate of progress is still unacceptable	40	43	39	43	49	47
2. The economy is getting better, and the rate of progress is acceptable	26	20	29	26	26	23
3. The economy is not getting better at all	32	36	31	28	23	28
4. Don't Know/Refused **(DO NOT READ)**	2	1	*	3	2	2

15. In January the Congress passed and President Obama signed the extension of most of the 2003 tax cuts. In that debate Republicans in Congress convinced President Obama to go beyond extending the tax cuts to just those making up to $250,000 to those making up to $450,000. Do you think this result helped, hurt, or had no impact on the economy? (ROTATE HELPED AND HURT)

1.	Helped	**30**
2.	Hurt	**24**
3.	No Impact	**39**
4.	Don't Know/Refused **(DO NOT READ)**	**7**

16. In March, government spending for the rest of the year was cut by 80 billion dollars as a part of something called a sequester. President Obama opposed this sequester, while Republicans supported it. Do you think the sequester helped, hurt, or had no impact on the economy? (ROTATE HELPED AND HURT)

1.	Helped	**20**
2.	Hurt	**36**
3.	No Impact	**32**
4.	Don't Know/Refused **(DO NOT READ)**	**13**

17. Which of the following do you think had a more positive impact on the economy? (ROTATE)

1.	Republicans in Congress' efforts to get the President to accept policy adjustments, such as implementing spending cuts and keeping most of the tax cuts in place.	**49**
2.	President Obama's policies of government investment and a balanced approach to the deficit.	**40**
3.	Don't Know/Refused **(DO NOT READ)**	**12**

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

1.	The Republican who says the way to create jobs and get the economy moving is through simplifying the tax code, controlling spending, stopping waste and fixing broken government.	**49**
2.	The Democrat who says the way to create jobs and grow the economy is through developing a national manufacturing policy, promoting trade, and expanding educational opportunities.	**44**
3.	Don't Know/Refused **(DO NOT READ)**	**7**

I am going to read a series of economic proposals. For each please rank on a scale of 1-9 with 1 being that it would have a minimal impact on you personally, 5 being that it would have some impact on your personally, and 9 being that it would have a significant impact on you personally. **(ROTATE LIST Q19-31)**

	MEAN
19. Energy independence	7.14
20. Simplifying the tax code	6.91
21. Controlling spending	7.15
22. Securing our borders and reforming immigration	6.21
23. Stopping waste and fixing broken government	7.15
24. Lowering health care costs and bolstering research	7.25
25. Expanding educational opportunity	6.60
26. Fostering innovation	5.92
27. Reining in red tape	5.75
28. Expanding markets	5.75
29. Adopting and pursuing a national manufacturing strategy	5.64
30. Building the Keystone pipeline	5.53
31. Promoting the export of US goods	6.31

32. **Do you believe or not believe this statement: The President's health care law is having a positive effect on the quality of health care.**

1. Believe	39
2. Do not believe	55
3. Don't Know/Refused **(DO NOT READ)**	6

33. Do you believe or not believe this statement: The President's health care law is having a positive effect on small businesses.

1.	Believe	**32**
2.	Do not believe	**61**
3.	Don't Know/Refused **(DO NOT READ)**	**7**

Now just a few demographic questions for statistical purposes only—

34. 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	**6**
3.	CBS News	**3**
4.	Local TV news	**28**
5.	CNN News	**15**
6.	MSNBC/CNBC News	**5**
7.	Fox News	**17**
8.	CSpan	**0**
9.	Daily newspaper	**28**
10.	News magazines such as Time, US News, and Newsweek	**3**
11.	Opinion magazines like The Weekly Standard	**0**
12.	Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	**16**
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	**1**
17.	Talk radio like Rush Limbaugh	**3**
18.	General radio news station	**3**
19.	Public television shows like McNeil Lehrer	**1**
20.	Comedy shows like the Daily Show with Jon Stewart	**0**
21.	Late night TV shows like Jay Leno	**1**
22.	Morning TV shows like Today, Good Morning America	**0**
23.	Political talk shows on cable, such as MSNBC's Hardball	**1**
24.	Sunday News Shows such as NBC's Meet the Press and ABC's This Week	**0**
25.	Other	**13**
26.	Don't Know/Refused **(DO NOT READ)**	**6**

35. 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**
6.	Don't Know/Refused **(DO NOT READ)**	**1**

36. 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**

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

1.	Liberal (GO TO Q37A)	**21**
2.	Moderate (GO TO Q38)	**43**
3.	Conservative (GO TO Q37A)	**35**
4.	Don't Know/Refused **(DO NOT READ – GO TO Q38)**	**1**

Q37a among liberals and conservatives in Q37 only

37A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1.	Very liberal	**13**
2.	Somewhat liberal	**24**
3.	Very conservative	**27**
4.	Somewhat conservative	**34**
5.	Don't Know/Refused **(DO NOT READ)**	**2**

RESUME WITH ALL

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

1.	Yes	**32**
2.	No	**68**
3.	Don't Know/Refused **(DO NOT READ)**	**0**

39. What is your current marital status?

1.	Single, never married	**23**
2.	Married	**55**
3.	Separated	**3**
4.	Divorced	**10**
5.	Widowed	**8**
6.	Don't Know/Refused **(DO NOT READ)**	**1**

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

1.	Less than 15K	**12**
2.	15K-30K	**11**
3.	30K-50K	**14**
4.	50K-75K	**17**
5.	75K-100K	**11**
6.	Over 100K	**19**
7.	Don't Know/Refused **(DO NOT READ)**	**16**

41. What is your religion?

1.	Evangelical/Fundamentalist Protestant	**13**
2.	Mainline Protestant	**22**
3.	Catholic	**23**
4.	Jewish	**1**
5.	Mormon	**1**
6.	Atheist/Agnostic	**5**
7.	Other	**25**
8.	Don't Know/Refused **(DO NOT READ)**	**8**

42. 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**

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

1.	Yes	**12**
2.	No	**85**

What type of area do you live in?

1.	Urban	**26**
2.	Suburban	**54**
3.	Rural	**20**

Gender (by observation)

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

Region (TAKEN FROM SAMPLE)

1.	Northeast	**18**
2.	South	**29**
3.	Midwest	**20**
4.	Plains/Mountains	**20**
5.	West Coast	**16**