



MEMORANDUM

TO: NATIONAL CENTER FOR PUBLIC POLICY RESEARCH
 FREEDOM WORKS

FROM: TYLER HARBER, PRC

SUBJECT: COMPANIES LIKE GENERAL ELECTRIC (GE) AND JOHNSON & JOHNSON SHOULD FEAR TEA PARTY

DATE: NOVEMBER 22, 2010

The National Center for Public Policy Research and Freedom Works commissioned Wilson Research Strategies (WRS) to conduct a survey of conservative voters nationally. WRS polled n=801 registered voters who self-identified as being “somewhat” or “very” conservative over four nights (October 10-14, 2010) via live operator calls. The sample is demographically and geographically representative of the conservative voter population nationwide and has a margin of error of ±3.46 in 95 out of 100 cases.

The following are key findings.

- **The images of GE and Johnson & Johnson take a significant nose-dive once conservative voters hear that each company support Obama’s policies**
 - Respondents were read a series of statements about how GE lobbied to pass Obama’s stimulus plan and cap and trade, as well as how Johnson & Johnson ran ads to help pass the health care reform legislation.
 - Unfavorable opinions about the companies double while favorability falls:

▪	<u>GE Image</u>	<u>Pre-message</u>	<u>Post-message</u>
	Favorable	51%	20%
	Unfavorable	25%	50%
▪	<u>J&J Image</u>	<u>Pre-message</u>	<u>Post-message</u>
	Favorable	69%	16%
	Unfavorable	5%	49%

- **A solid majority of conservative voters say they are less likely to buy products from companies that have actively lobbied for key parts Obama’s legislative agenda.**
 - Fully 60% of conservative voters indicate that they would be less likely to buy products from companies that “actively lobbied to pass healthcare reform, Obama’s seven hundred and eighty seven billion dollar stimulus plan, or Cap and Trade.”
 - However, the statistic that should be troubling for GE and Johnson & Johnson is that 40% of these voters say they would be much less likely to buy products made by companies that backed some of Obama’s legislative agenda.

- **Those active in the tea party movement already disapprove of GE’s liberal leanings without hearing the messages.**
 - Conservative voters active in the tea party movement maintain an unfavorable opinion of GE (28% favorable – 43% unfavorable) citing GE’s support of liberal policies and legislation.



- **Hearing that GE lobbied for the \$787 billion stimulus package evaporates remaining favorability among conservative voters active in the tea party.**
 - *Unfavorability for GE skyrockets as conservative voters active in the tea party hear that GE “actively lobbied for President Obama’s seven-hundred eighty seven billion dollar economic stimulus plan and then the company received tens of millions of dollars in related government grants and contracts.”*

<u>GE Image</u>	<u>Pre-message</u>	<u>Post-message</u>
Favorable	28%	13%
Unfavorable	43%	67%

- **Those active in the Tea Party movement are initially more favorable of Johnson & Johnson, but become very negative about the company after learning J&J lobbied for Cap and Trade and ran ads nationwide to pass the health care reform legislation.**
 - *Unlike the negative opinion they have for GE, conservative voters active in the Tea Party hold a solidly favorable opinion of Johnson and Johnson – one of the strongest brands in the nation.*
 - *Once respondents learn that Johnson & Johnson actively lobbied for the passage of Cap and Trade, and funded a national advertising campaign in favor of the health care reform legislation, conservative voters active in the Tea Party become very unfavorable of J & J:*

<u>J&J Image</u>	<u>Pre-message</u>	<u>Post-message</u>
Favorable	60%	8%
Unfavorable	8%	61%

- **Tea party activists could realistically lead a boycott of products from companies who lobbied for the stimulus, like GE.**
 - *More than eight in ten (81%) conservative voters active in the tea party movement say that they would be “less likely to buy products from companies that actively lobbied to pass Obama’s \$787 billion stimulus plan.”*
 - *Over half (57%) of this same population say that they would be much less likely to buy products “from companies that actively lobbied to pass Obama’s \$787 billion stimulus plan.”*
 - *Fully 61% of conservative voters active in the tea party say they would be “very likely” or “somewhat likely” to “blog, tweet, post a message on facebook, or upload a video to YouTube about NOT buying products from a company that has lobbied to pass Obama’s \$787 billion stimulus plan.”*

There is no doubt that any company caught in the cross-hairs of voters active in the tea party movement would certainly feel economic consequences of lobbying for legislation opposed by this ever-growing group of fed-up Americans.

About Wilson Research Strategies

Since 1998, Wilson Research Strategies has been a leading provider of political polling for Republican campaigns and conservative-leaning organizations. WRS has served as pollster for campaigns from Mayor and City Council to Governor and U.S. Senate in 49 states and over a dozen foreign countries. By the end of 2010, WRS had polled for more than 120 current or former Republican members of Congress and five Presidential campaigns making it one of the top two largest Republican pollsters in the nation.

In addition to our political and policy research, WRS’s corporate research arm has provided market research to 109 of Fortune 500 companies and to hundreds of small and medium businesses nationwide.

The New York Times’ Five-Thirty Eight blog rated Wilson Research Strategies as one of the top two most accurate Republican polling firms in the nation.