



CBS NEWS/KNOWLEDGE NETWORKS POLL  
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 FOR IMMEDIATE RELEASE

**Reaction to the State of the Union  
 January 27<sup>th</sup>, 2010**

Americans who watched President Barack Obama's State of the Union Address generally approve of the proposals he outlined in his speech. According to a CBS News Poll conducted online by Knowledge Networks immediately after the President's address, six in 10 think he has a clear plan for creating jobs, and seven in 10 think his economic plans will help ordinary Americans. Another seven in 10 thinks President Obama has the same priorities for the country as they have.

Still, 57% thinks he will not be able to accomplish all of the goals he set out in his speech.

83% of speech watchers approve of the proposals the President made in his speech. Just 17% disapproves - typical of the high support a president generally receives among those who choose to watch the State of the Union. In January 2002 - when George W. Bush gave the State of the Union Address a year into his presidency - 85% of speech watchers approved.

**PROPOSALS IN THE SPEECH**

(Among speech viewers)

Approve	83%
Disapprove	17

An overwhelming 99% of Democrats and 79% of independents approve of the proposals in the speech, and even 57% of Republicans watching the speech approve.

Most speech watchers think Barack Obama has the same priorities for the country as they have. The same individuals were interviewed both before and after tonight's State of the Union, and after the speech, 70% think President Obama shares their priorities for the country, up from 57% before the speech.

**DOES BARACK OBAMA SHARE YOUR  
 PRIORITIES FOR THE COUNTRY?**

(Among speech viewers)

	After	Before
Yes	70%	57%
No	30	42

Most Democrats and independents who watched think the president shares their priorities, while most Republicans do not.

But most viewers are doubtful that the President will be able to accomplish all the goals he set out in his speech: 57% think he will not. Most Democrats who viewed the speech believe President Obama can accomplish all of his goals, while Republicans and independents are more skeptical.

**WILL OBAMA BE ABLE TO ACCOMPLISH ALL OF HIS GOALS IN THE SPEECH?**

(Among speech viewers)

	Total	Dems	Reps	Ind
Yes	42%	63%	11%	33%
No	57	37	89	66

**PRESIDENT OBAMA'S PLANS FOR THE ECONOMY**

In his speech President Obama said jobs would be "the number one focus in 2010", and here the president seems to have changed the minds of many speech watchers. 59% of viewers think Barack Obama has a clear plan for creating jobs, while 41% think he does not. Before the speech these numbers were reversed.

**DOES BARACK OBAMA HAVE A CLEAR PLAN FOR CREATING JOBS?**

(Among speech viewers)

	After	Before
Yes	59%	40%
No	41	59

76% of speech watchers generally approve of Barack Obama's plans for dealing with the economy, up 21 percentage points from before the speech. President Obama laid out a plan for freezing spending for discretionary government programs for three years starting in 2011, and this seems to have resonated. 72% of speech watchers approve of the president's plans for dealing with government spending.

**APPROVAL OF BARACK OBAMA'S PLANS FOR DEALING WITH...?**

(Among speech viewers)

	After	Before
The economy	76%	55%
Government spending	72%	--

Viewers are also more optimistic about the impact of President Obama's economic plans after watching the speech. 71% think his economic plans will help ordinary Americans - up from 55% before the speech - and now 56% think his plans will reduce the budget deficit in the long run, up from 41%.

**BARACK OBAMA'S ECONOMIC PLANS WILL...**

(Among speech viewers)

	After	Before
Help ordinary Americans	71%	55%
Reduce the budget deficit in the long run	56%	41%

## OTHER ISSUES

President Obama reiterated the need for health care reform, and most speech watchers approve of the president's plan for dealing with this issue. 67% of viewers approve, up from 54% before tonight's speech. Approval of the president's plans for dealing with Afghanistan rose as well - from 58% before the speech to 74% after.

### APPROVAL OF BARACK OBAMA'S PLANS FOR DEALING WITH...

(Among speech viewers)

	After	Before
Health Care	67%	54%
Afghanistan	74%	58%

## SPEECH VIEWERS AND PARTY AFFILIATION

Americans who watched the speech are more Democratic than the nation as a whole. That is not surprising; historically, a President's supporters are more likely than his opponents to watch State of the Union addresses. 44% of speech viewers in this poll are Democrat and 21% are Republican. In the most recent CBS News poll of all Americans, conducted January 14-17, 2010, the breakdown is more even between the parties: 36% Democrat and 28% Republican.

### SPEECH VIEWERS AND AMERICANS' PARTY AFFILIATION

	Viewers	All Americans
Democrat	44%	36%
Republican	21	28
Independent	35	36

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This CBS News Poll was conducted online by Knowledge Networks among a nationwide random sample of 522 viewers of the President's Address to Congress. Knowledge Networks, a Silicon Valley company, conducted the poll among a sample of adult members of its household panel who said in recent days that they intended to watch the speech. The Knowledge Networks panel is a nationally representative sample given access to the Internet. This is a scientifically representative poll of viewers' reaction to the speech. The margin of sampling error could be plus or minus 4 percentage points for the entire sample of speech watchers.

CBS News/Knowledge Networks Poll  
 The State of the Union  
 January 27, 2010

Q2. In general, do you approve or disapprove of the proposals the President made in his speech tonight?

	** SPEECH WATCHERS **
Approve	83%
Disapprove	17

Q3. Do you think President Obama will or will not be able to accomplish all the goals he set out in his speech tonight?

Will be able to	42%
Will not be able to	57

Q4. From what you have seen or heard, do you generally approve or disapprove of Barack Obama's plans for dealing with...?

	After	Before
<u>Health care</u>		
Approve	67%	54%
Disapprove	33	44
<u>Afghanistan</u>		
Approve	74%	58%
Disapprove	25	40
<u>The economy</u>		
Approve	76%	55%
Disapprove	24	44
<u>Government spending</u>		
Approve	72%	
Disapprove	28	

Q5. Regardless of what you hope will happen, do you think Barack Obama's economic plans will...

Help ordinary Americans?		
Yes	71%	55%
No	29	44
Reduce the budget deficit in the long run?		
Yes	56%	41%
No	43	58

Q6. Do you think Barack Obama has...

\*\* SPEECH WATCHERS \*\*

The same priorities for the  
country as you have?

	After	Before
Yes	70%	57%
No	30	42

A clear plan for creating jobs?

Yes	59%	40%
No	41	59

Q7. Generally speaking, do you usually consider yourself a:

Republican	21%
Democrat	44
Independent/Other	35

Q8. How would you describe your views on most political matters? Generally do you think of yourself as...

Liberal	23%
Moderate	48
Conservative	28

\*Some numbers do not add up to 100 due to rounding.

Total Viewers 522