THE WINSTON GROUP
making ideas matter™

NEW MODELS NATIONAL BRAND SURVEY
August 1999
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?**

1. Right Direction	**48**
2. Don't Know/Refused **(DO NOT READ)**	**16**
3. Wrong Track	**36**

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

1. Approve	**57**
2. Don't Know/Refused **(DO NOT READ)**	**6**
3. Disapprove	**37**

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 3-5)

	NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3. **Republican Party**	99	53	37	10
4. **Democrat Party**	100	52	38	9
5. **JC Watts**	39	17	9	14

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

1.	Education	**14**
2.	Moral Values	**14**
3.	The Economy	**14**
4.	Social Security	**11**
5.	Taxes	**9**
6.	Health Care	**9**
7.	Crime/Drugs	**5**
8.	National Defense/Foreign Affairs	**5**
9.	Environment	**3**
10.	Medicare	**3**
11.	Campaign Finance	**2**
12.	Other	**8**
13.	Don't Know/Refused **(DO NOT READ)**	**3**

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q7-17), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM	BOTH	NEITHER
7. Education	**34**	**47**	**5**	**9**
8. Social Security	**34**	**49**	**3**	**10**
9. Medicare	**32**	**49**	**4**	**10**
10. Economy	**42**	**42**	**4**	**8**
11. Taxes	**44**	**39**	**2**	**10**
12. Crime/Drugs	**40**	**34**	**7**	**13**
13. Moral Values	**46**	**26**	**4**	**18**
14. Environment	**26**	**54**	**4**	**9**
15. National Defense/Foreign Affairs	**51**	**31**	**6**	**7**

16. Health Care	**31**	**52**	**4**	**9**
17. Campaign Finance	**36**	**26**	**4**	**22**

18. On the issue of education, why do you have more confidence in the Republican party?

1. Negative Democrat mentions	**12**
2. General positive mentions	**11**
3. All other education mentions	**10**
4. State and local control/parental control	**9**
5. General positive Republican mentions	**8**
6. Funding mentions	**5**
7. Doing good/fine	**5**
8. Think the way I do/fits my needs	**4**
9. Doing better job/work harder	**4**
10. I am a Republican	**4**
11. Family values/morals	**4**
12. More for the people	**3**
13. All other general negative mentions	**3**
14. Government mentions	**3**
15. Democrats concerned about education	**2**
16. General positive Democrat mentions	**2**
17. Imply support of public education	**2**
18. Done more/better than Republicans	**2**
19. More federal involvement	**1**
20. Vouchers/voucher system	**1**
21. More control/level-headed	**1**
22. Will fight/won't let go	**1**
23. Better plan/could do better	**1**
24. What they have done/track record	**1**
25. Other	**7**
26. Don't Know/Refused **(DO NOT READ)**	**11**

18B. On the issue of education, why do you have more confidence in the Democrat party?

1.	All other education mentions	**13**
2.	More for the people	**13**
3.	General positive mentions	**7**
4.	Democrats concerned about education	**7**
5.	General positive Democrat mentions	**7**
6.	Funding mentions	**6**
7.	Doing good/fine	**5**
8.	Negative Republican mentions	**5**
9.	Don't more/better than Republicans	**5**
10.	Doing better job/work harder	**4**
11.	State and local control/parental control	**3**
12.	Think the way I do/fits my needs	**3**
13.	General positive Republican mentions	**2**
14.	All other general negative mentions	**2**
15.	I am a Democrat	**2**
16.	What they have done/track record	**1**
17.	Imply support of public education	**1**
18.	Negative Democrat mentions	**1**
19.	They address it more	**1**
20.	Better plan/could do better	**1**
21.	Government mentions	**1**
22.	Social issues	**1**
23.	More federal involvement	**1**
24.	Family values/morals	**1**
25.	Will fight/won't let go	**1**
26.	Other	**8**
27.	Don't Know/Refused **(DO NOT READ)**	**9**

18C. On the issue of education, why do you have more confidence in both parties?

1.	All other education mentions	**14**
2.	Doing good/fine	**12**
3.	General positive mentions	**10**
4.	State and local control/parental control	**6**
5.	Imply support of public education	**6**
6.	Better plan/could do better	**6**
7.	More for the people	**4**
8.	Doing better job/work harder	**4**
9.	General positive Republican mentions	**4**
10.	All other general negative mentions	**4**
11.	Making schools safer	**2**
12.	Vote for person not party	**2**
13.	Negative Democrat mentions	**2**
14.	General positive Democrat mentions	**2**
15.	Will fight/won't let go	**2**
16.	Vouchers/voucher system	**2**
17.	Other	**18**
18.	Don't Know/Refused **(DO NOT READ)**	**14**

18D. On the issue of education, why do you have more no confidence in either party?

1.	Don't do anything/understand about education	**26**
2.	Politicians/parties only for themselves	**12**
3.	Do nothing	**12**
4.	Neither is interested	**10**
5.	Kids don't learn/can't read	**6**
6.	Don't care about/follow politics	**5**
7.	Taking/borrowing money	**4**
8.	Interested in themselves	**4**
9.	Both parties doing good	**4**
10.	Government mentions	**1**
11.	Other	**8**

12. Don't Know/Refused **(DO NOT READ)**	17

19. On the issue of Social Security, why do you have more confidence in the Republican party?

1. General positive mentions	**16**
2. Negative Democrat mentions	**12**
3. Social Security	**9**
4. Funding mentions	**8**
5. General positive Republican mentions	**7**
6. More for the people	**6**
7. All other general negative mentions	**4**
8. Doing better job/work harder	**3**
9. Think the way I do/fits my needs	**3**
10. Taxes	**3**
11. Better plan/could do better	**3**
12. Doing good/fine	**2**
13. Don't more/better than Republicans	**2**
14. I am a Republican	**1**
15. What they have done/track record	**1**
16. Family values/morals	**1**
17. More control/level-headed	**1**
18. Government mentions	**1**
19. Will fight/won't let go	**1**
20. They address it more	**1**
21. Negative Republican mentions	**1**
22. General positive Democrat mentions	**1**
23. Other	**9**
24. Don't Know/Refused **(DO NOT READ)**	**14**

19B. On the issue of Social Security, why do you have more confidence in the Democrat party?

1. More for the people	**19**
2. Social Security	**13**

3. General positive mentions	**11**
4. Negative Republican mentions	**10**
5. General positive Democrat mentions	**10**
6. Funding mentions	**4**
7. Doing good/fine	**3**
8. Doing better job/work harder	**3**
9. Will fight/won't let go	**3**
10. Don't more/better than Republicans	**3**
11. Think the way I do/fits my needs	**2**
12. They started it	**2**
13. Better plan/could do better	**2**
14. General positive Republican mentions	**2**
15. Taxes	**2**
16. I am a Democrat	**2**
17. All other general negative mentions	**2**
18. Social issues	**1**
19. What they have done/track record	**1**
20. Other	**8**
21. Don't Know/Refused **(DO NOT READ)**	**9**

19C. On the issue of education, why do you have more confidence in both parties?

1. Social Security	**15**
2. General positive mentions	**9**
3. Will fight/won't let go	**9**
4. Doing good/fine	**6**
5. All other general negative mentions	**6**
6. More for the people	**3**
7. Family values/morals	**3**
8. Funding mentions	**3**
9. Vote for person not party	**3**
10. Negative Democrat mentions	**3**
11. General positive Republican mentions	**3**
12. They address it more	**3**

13. Government mentions	**3**
14. Other	**24**
15. Don't Know/Refused **(DO NOT READ)**	**18**

19D. On the issue of Social Security, why do you have more no confidence in either party?

1. Don't do anything/understand about education	**15**
2. Taking/borrowing money	**14**
3. Politicians/parties only for themselves	**12**
4. Do nothing	**12**
5. Neither is interested	**8**
6. Social security mentions	**7**
7. Don't care about/follow politics	**6**
8. Interested in themselves	**3**
9. Both parties doing good	**1**
10. Other	**9**
11. Don't Know/Refused **(DO NOT READ)**	**19**

20. In the last couple of weeks have you seen, heard or read anything that Congressional Republicans were doing?

1. Yes	**28**
2. No	**72**

21. What was it?

1. Tax issues	**49**
2. Iowa poll/campaigning	**14**
3. Budget/national debt/surplus money	**8**
4. Republicans not compromising	**6**
5. Bill before Congress and President	**4**
6. Gun control	**4**
7. Social Security	**3**

8.	Medicare/health care	2
9.	Drug mentions	1
10.	Fundraising	1
11.	Other	9
12.	Don't Know/Refused **(DO NOT READ)**	12

22. Did it make you more or less likely to vote for Congressional Republican candidates?

1.	More Likely	37
2.	Less Likely	37
3.	No Difference	25

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

1.	Yes	24
2.	No	76

24. What was it?

1.	Tax issues	32
2.	Budget/national debt/surplus money	11
3.	Gun control	10
4.	Medicare/health care	9
5.	Social Security	8
6.	Upcoming elections	3
7.	Education mentions	3
8.	General negative	3
9.	Same issues as Republicans	3
10.	Hillary Clinton	2
11.	General positive	2
12.	Fighting with Republicans	2
13.	Other	10
14.	Don't Know/Refused **(DO NOT READ)**	12

25. Did it make you more or less likely to vote for Congressional Democratic candidates?

1.	More Likely	**36**
2.	Less Likely	**44**
3.	No Difference	**19**

26. 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?

1.	Republican	**36**
2.	Lean Republican	**4**
3.	Undecided	**19**
4.	Lean Democrat	**6**
5.	Democrat	**33**
6.	Don't Know/Refused **(DO NOT READ)**	**3**
	TOTAL REPUBLICAN	**39**
	TOTAL DEMOCRAT	**38**

27. If the Presidential election were held today and the candidates were George W. Bush, the Republican and Al Gore, the Democrat for whom would you vote?

1.	Bush	**51**
2.	Lean Bush	**3**
3.	Undecided	**9**
4.	Lean Gore	**4**
5.	Gore	**29**
6.	Don't Know/Refused **(DO NOT READ)**	**4**
	TOTAL BUSH	**54**
	TOTAL GORE	**32**

Now just a few demographic questions for statistical purposes only—

28. In what year were you born?

1.	18-34	**22**
2.	35-44	**22**
3.	45-54	**21**
4.	55-64	**13**
5.	65+	**19**
6.	Don't Know/Refused **(DO NOT READ)**	**3**

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

1.	Republican	**30**
2.	Democrat	**35**
3.	Independent	**27**
4.	Other	**7**
5.	Don't Know/Refused **(DO NOT READ)**	**2**

30. If you had to classify yourself, would you say you are a liberal, moderate or conservative in your political beliefs?

1.	Liberal	**15**
2.	Moderate	**47**
3.	Conservative	**35**
4.	Don't Know/Refused **(DO NOT READ)**	**4**

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

1.	Yes	**38**
2.	No	**61**
3.	Don't Know/Refused **(DO NOT READ)**	**2**

32. What is your current marital status?

1.	Single, never married	**18**
2.	Married	**61**
3.	Separated	**1**
4.	Divorced	**9**
5.	Widowed	**9**
6.	Don't Know/Refused **(DO NOT READ)**	**2**

33. Are both spouses employed in your household?

1.	Yes	**58**
2.	No	**41**

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

1.	Less than 15K	**6**
2.	15K-30K	**12**
3.	30K-50K	**20**
4.	50K-75K	**16**
5.	75K-100K	**8**
6.	Over 100K	**9**
7.	Don't Know/Refused **(DO NOT READ)**	**29**

35. What is your religion?

1.	Catholic	**24**
2.	Mainline Protestant	**29**
3.	Evangelical Protestant	**8**
4.	Fundamentalist Protestant	**3**
5.	Atheist/Agnostic	**3**
6.	Jewish	**2**
7.	Mormon	**2**

8. Other	**18**
9. Don't Know/Refused **(DO NOT READ)**	**12**

I am going to read you a list of news sources and for each tell me what level of information you receive from each – a lot of news, some news, a little news, no news at all.

36. Television cable

1. A lot of news	**56**
2. Some news	**20**
3. A little news	**11**
4. No news at all	**11**
5. Don't Know/Refused **(DO NOT READ)**	**3**

37. Radio

1. A lot of news	**26**
2. Some news	**31**
3. A little news	**25**
4. No news at all	**15**
5. Don't Know/Refused **(DO NOT READ)**	**3**

38. Magazines

1. A lot of news	**16**
2. Some news	**30**
3. A little news	**31**
4. No news at all	**21**
5. Don't Know/Refused **(DO NOT READ)**	**3**

39. Internet

1. A lot of news	**11**
2. Some news	**14**

3.	A little news	**20**
4.	No news at all	**52**
5.	Don't Know/Refused **(DO NOT READ)**	**3**

40. Newspapers

1.	A lot of news	**52**
2.	Some news	**26**
3.	A little news	**12**
4.	No news at all	**8**
5.	Don't Know/Refused **(DO NOT READ)**	**3**

41. Are you currently investing in any stocks and/or mutual funds or do you have a pension, IRA, 401K or any sort of retirement savings plan?

1.	Yes	**67**
2.	No	**27**
3.	Don't Know/Refused **(DO NOT READ)**	**5**

42. What is your race?

1.	White	**80**
2.	African-American	**8**
3.	Hispanic	**4**
4.	Asiatic	**1**
5.	Other	**1**
6.	Don't Know/Refused **(DO NOT READ)**	**6**

Gender (by observation)

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

Region (TAKEN FROM SAMPLE)

1. Northeast	**22**
2. Midwest	**18**
3. South	**23**
4. Southwest	**12**
5. Plains/Mountains	**-**
6. West Coast	**16**

Congressional Districts

1. Targeted	**13**
2. Not targeted	**87**