THE WINSTON GROUP
making ideas matter™

NEW MODELS NATIONAL BRAND SURVEY
November 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	**53**
2.	Don't Know/Refused **(DO NOT READ)**	**14**
3.	Wrong Track	**32**

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

1.	Approve	**58**
2.	Don't Know/Refused **(DO NOT READ)**	**6**
3.	Disapprove	**35**

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 3-7)

		NAME ID	TOTAL FAV	TOTAL UNFAV	NO OPINION
3.	**Republican Party**	100	48	41	11
4.	**Democratic Party**	100	53	36	10
5.	**JC Watts**	38	16	9	14
6.	**Republicans in Congress**	99	46	41	12
7.	**Democrats in Congress**	100	55	34	11

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

1. Education	**17**
2. Moral Values	**14**
3. The Economy	**13**
4. Health Care	**12**
5. Social Security	**11**
6. Taxes	**7**
7. National Defense/Foreign Affairs	**6**
8. Crime/Drugs	**5**
9. Medicare	**4**
10. Environment	**2**
11. Campaign Finance	**2**
12. Other	**4**
13. Don't Know/Refused **(DO NOT READ)**	**4**

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW Q9-19), (ROTATE) the Republican Party or the Democratic Party?

	REP	DEM	BOTH	NEITHER
9. Education	32	48	6	9
10. Social Security	32	48	3	9
11. Medicare	30	50	4	8
12. Economy	43	40	4	6
13. Taxes	42	39	4	8
14. Crime/Drugs	40	34	6	12
15. Moral Values	44	26	4	18
16. Environment	25	55	4	8
17. National Defense/Foreign Affairs	49	32	5	5

18. Health Care	**29**	**53**	**4**	**8**
19. Campaign Finance	**32**	**30**	**4**	**23**

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

1.	Yes	**32**
2.	No	**68**

21. What was it?

1.	Budget/national debt/surplus money	**26**
2.	Bill before Congress and President	**11**
3.	Medicare/health care	**11**
4.	Social Security	**9**
5.	General positive mentions	**8**
6.	General negative mentions	**7**
7.	Tax issues	**6**
8.	Iowa poll/campaigning/campaign finance	**4**
9.	Nuclear test ban treaty	**4**
10.	Gun control	**3**
11.	Republicans not compromising	**1**
12.	Other	**8**
13.	Don't Know/Refused **(DO NOT READ)**	**19**

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

1.	More Likely	**41**
2.	Less Likely	**37**
3.	No Difference	**22**

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

1.	Yes	**31**
2.	No	**69**

24. What was it?

1.	Budget/national debt/surplus money	**20**
2.	Medicare/health care	**15**
3.	Social Security	**10**
4.	Upcoming elections/campaign mentions	**9**
5.	General negative	**8**
6.	Fighting with Republicans	**8**
7.	Education mentions	**5**
8.	General positive	**4**
9.	Gun control	**3**
10.	Nuclear treaty mentions	**2**
11.	Same issues as Republicans	**2**
12.	Tax issues	**2**
13.	Other	**9**
14.	Don't Know/Refused **(DO NOT READ)**	**20**

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

1.	More Likely	**45**
2.	Less Likely	**35**
3.	No Difference	**20**

26. If the elections were held today for US Congress, 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	**37**
2.	Lean Republican	**3**
3.	Undecided	**13**
4.	Lean Democrat	**4**
5.	Democrat	**39**
6.	Don't Know/Refused **(DO NOT READ)**	**5**
	TOTAL REPUBLICAN	**39**
	TOTAL DEMOCRAT	**43**

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	**46**
2.	Lean Bush	**3**
3.	Undecided	**8**
4.	Lean Gore	**3**
5.	Gore	**33**
6.	Don't Know/Refused **(DO NOT READ)**	**6**
	TOTAL BUSH	**49**
	TOTAL GORE	**36**

28. Which party do you believe cares most about you? The Democrat Party or the Republican Party?

1.	Republican	**31**
2.	Democrat	**44**
3.	Don't Know/Refused **(DO NOT READ)**	**25**

29. **If the elections were held today for U.S. Congress, would you be more likely to vote for:**

The Republican candidate who says to insure that we don't spend social security funds, government should be able to save one penny out of every dollar by identifying waste, fraud and abuse.

Or, the Democrat candidate who says that across the board reductions would cause deep cuts in critical programs that would impact the quality of education for our children, the effectiveness of law enforcement to reduce crime, and extent that we can protect the environment.

Would you be leaning toward the Republican candidate or the Democratic candidate?

1.	Republican	**48**
2.	Lean Republican	**3**
3.	Undecided	**8**
4.	Lean Democrat	**3**
5.	Democrat	**33**
6.	Don't Know/Refused **(DO NOT READ)**	**5**
	TOTAL REPUBLICAN	**51**
	TOTAL DEMOCRAT	**36**

30. **If the elections were held today for U.S. Congress, would you be more likely to vote for:**

The Republican candidate who says that we will give our children a better education by gibing local schools the flexibility to hire new teachers, purchase new books, provide teacher training, buy computers, and repair classrooms.

Or, the Democrat candidate who says that by funding 100,000 teachers we will improve the quality of education by reducing class size.

Would you be leaning toward the Republican candidate or the Democratic candidate?

1.	Republican	**53**
2.	Lean Republican	**3**
3.	Undecided	**2**
4.	Lean Democrat	**7**
5.	Democrat	**30**
6.	Don't Know/Refused **(DO NOT READ)**	**5**

TOTAL REPUBLICAN	56
TOTAL DEMOCRAT	32

Now just a few demographic questions for statistical purposes only—

31. In what year were you born?

1.	18-34	**23**
2.	35-44	**20**
3.	45-54	**21**
4.	55-64	**13**
5.	65+	**20**
6.	Don't Know/Refused **(DO NOT READ)**	**3**

32. 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**

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

1.	Liberal	**18**
2.	Moderate	**30**
3.	Conservative	**49**
4.	Don't Know/Refused **(DO NOT READ)**	**4**

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

1.	Yes	**34**
2.	No	**64**
3.	Don't Know/Refused **(DO NOT READ)**	**2**

35. What is your current marital status?

1. Single, never married	**20**
2. Married	**60**
3. Separated	**2**
4. Divorced	**8**
5. Widowed	**8**
6. Don't Know/Refused **(DO NOT READ)**	**2**

36. Are both spouses employed in your household?

1. Yes	**57**
2. No	**43**

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

1. Less than 15K	**8**
2. 15K-30K	**15**
3. 30K-50K	**22**
4. 50K-75K	**16**
5. 75K-100K	**9**
6. Over 100K	**9**
7. Don't Know/Refused **(DO NOT READ)**	**20**

38. What is your religion?

1. Catholic	**26**
2. Mainline Protestant	**10**
3. Evangelical Protestant	**9**
4. Fundamentalist Protestant	**4**
5. Atheist/Agnostic	**2**
6. Jewish	**2**
7. Mormon	**2**

8. Other	**36**
9. Don't Know/Refused **(DO NOT READ)**	**8**

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.

39. Television cable

1. A lot of news	**50**
2. Some news	**21**
3. A little news	**12**
4. No news at all	**15**
5. Don't Know/Refused **(DO NOT READ)**	**3**

40. Radio

1. A lot of news	**26**
2. Some news	**31**
3. A little news	**26**
4. No news at all	**14**
5. Don't Know/Refused **(DO NOT READ)**	**2**

41. Magazines

1. A lot of news	**12**
2. Some news	**27**
3. A little news	**33**
4. No news at all	**24**
5. Don't Know/Refused **(DO NOT READ)**	**3**

42. Internet

1. A lot of news	**9**
2. Some news	**16**

3. A little news	**20**
4. No news at all	**51**
5. Don't Know/Refused **(DO NOT READ)**	**3**

43. Newspapers

1. A lot of news	**49**
2. Some news	**27**
3. A little news	**15**
4. No news at all	**6**
5. Don't Know/Refused **(DO NOT READ)**	**3**

44. 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	**69**
2. No	**26**
3. Don't Know/Refused **(DO NOT READ)**	**5**

45. What is your race?

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

Gender (by observation)

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

Region (TAKEN FROM SAMPLE)

1.	Northeast	**23**
2.	Midwest	**18**
3.	South	**23**
4.	Southwest	**12**
5.	Plains/Mountains	**9**
6.	West Coast	**15**

Congressional Districts

1.	Targeted	**12**
2.	Not targeted	**88**