THE WINSTON GROUP

NEW MODELS NATIONAL BRAND SURVEY

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 **22**
   2. Don't Know/Refused **(DO NOT READ)** **8**
   3. Wrong Track **70**

2. Overall would you say that you approve or disapprove of the job George Bush is doing as President?

   1. Approve **34**
   2. Don't Know/Refused **(DO NOT READ)** **3**
   3. Disapprove **63**

Please tell me for each of the following whether you have a favorable or an unfavorable impression of that group or person. **(IF CHOICE IS MADE, ASK:)** Would you say you have a strongly **(FAVORABLE/UNFAVORABLE)** impression or just a somewhat **(FAVORABLE/UNFAVORABLE)** impression? **(ROTATE)**

	Total Favorable	Total Unfavorable	Name ID
3. Republicans in Congress	38	56	-
4. Democrats in Congress	46	48	-
5. Hugo Chavez	10	51	79

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

   1. The Economy **30**
   2. National Defense/Foreign Affairs/Iraq **16**
   3. Health Care/Prescription Drugs **8**
   4. Education **5**
   5. Social Security **5**
   6. Immigration **5**
   7. Gas prices **4**
   8. National Deficit/Spending **4**
   9. Terrorism **4**
   10. Jobs **3**
   11. Taxes **3**
   12. Environment **3**
   13. Retirement and Investments **1**
   14. Crime and Safety **1**
   15. Energy **1**
   16. Other **(SPECIFY)** **4**
   17. Don't Know/Refused **(DO NOT READ)** **3**

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
7. Education	31	57
8. Health Care/Prescription Drugs	29	58
9. The economy	39	51
10. Jobs	38	52
11. War in Iraq	41	50
12. Energy and Gas Prices	30	55
13. War on terror	47	43
14. Fiscal responsibility	39	47
15. Taxes	44	47

(ROTATE 16-18 and 19-21)

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

1. Yes **(GO TO Q17)**	33
2. No **(GO TO Q19)**	65
3. DK/Refused **(DO NOT READ) (GO TO Q19)**	2

17. What was it?

▪ War in Iraq	25
▪ Economic Stimulus Package/Helping the Economy	18
▪ Taxes/Tax Rebate	13
▪ Education	7
▪ Economy (General, Gas Prices, Cost of Living)	4
▪ Immigration Issues	4
▪ Jobs	4
▪ Opposing the Democrats/Walked out of Congress/ Bickering	4
▪ Health Care	2
▪ Election/Political Candidates	2
▪ Social Security/Retirement	2
▪ Just Heard, Seen or Read	1
▪ Terrorism/National Security Issues	-
▪ FISA Bill/Wiretapping Issue	-
▪ Not Doing Anything	-
▪ Government Budget	-
▪ Housing/Mortgage Rate	-
▪ Baseball Scandal	-
▪ They're Doing Something	-
▪ Political Processes/Bills	-
▪ None/Can't think of anything	-
▪ I Can't Remember	-
▪ Others	16
▪ DK/Refused	19

18. Did it make you more favorable or less favorable to Congressional Republicans?

     1. More Favorable   **34**
     2. Less Favorable   **49**
     3. No Difference **(DO NOT READ)**   **17**

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

     1. Yes **(GO TO Q20)**   **36**
     2. No **(GO TO Q22)**   **61**
     3. DK/Refused **(DO NOT READ)(GO TO Q20)**   **2**

20. What was it?

     ▪ Jobs/ Increase of Min. Wage   **16**
     ▪ War in Iraq   **13**
     ▪ FISA Bill/Wiretapping Issue   **12**
     ▪ Economic Stimulus Package/Helping the Economy   **12**
     ▪ Government Budget   **7**
     ▪ Election/Political Candidates/Campaigns/Debates   **6**
     ▪ Baseball Scandal   **3**
     ▪ Immigration Issues   **2**
     ▪ Taxes/Tax Rebate   **2**
     ▪ Health Care   **2**
     ▪ Social Security/Retirement   **2**
     ▪ Just Heard, Seen or Read   **1**
     ▪ Terrorism/National Security Issues   **1**
     ▪ Moral Issues   **1**
     ▪ Fighting Among Themselves/Opposition to Some Issues   **-**
     ▪ Not Doing Anything   **-**
     ▪ Financial Mortgage Issues   **-**
     ▪ Funding for Education   **-**
     ▪ Energy and Gas Prices   **-**
     ▪ They're Doing the Best They Can   **-**
     ▪ Political Processes/Bills   **-**
     ▪ None/Can't think of anything   **-**
     ▪ I Can't Remember   **-**
     ▪ Others   **22**
     ▪ DK/Refused   **18**

21. Did it make you more favorable or less favorable to Congressional Democrats?

     1. More Favorable   **45**
     2. Less Favorable   **45**
     3. No Difference **(DO NOT READ)**   **10**

22. 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 Democratic candidate?

     1. Republican   **40**

2.	Lean Republican	**2**
3.	Undecided	**4**
4.	Lean Democrat	**2**
5.	Democrat	**49**
6.	DK/Refused **(DO NOT READ)**	**3**

TOTAL REPUBLICAN **42**
TOTAL DEMOCRAT **51**

23. Do you approve or disapprove of the job Congress is doing?

1.	Approve	**27**
2.	Disapprove	**66**
3.	DK/Refused **(DO NOT READ)**	**7**

ECONOMY

24. Generally speaking, would you say the economy is headed in the right direction, or is it seriously headed off on the wrong track?

1.	Right Direction	**16**
2.	Wrong Track	**78**
3.	DK/Refused **(DO NOT READ)**	**6**

Mean

25. What percentage of your income do you pay in taxes, including federal, state, local and property taxes? — **27.19**

26. What percentage of your income should you pay in taxes, including federal, state, local and property taxes? — **18.37**

27. For those who make more than $250,000 per year, what percentage should they pay in taxes, including federal, state, local and property taxes? — **26.73**

28. Do you believe or not believe the following statement: Virtually all exports from Colombia enter our country without tariffs, while many US exports to Colombia face heavy tariffs.

1.	Believe	**40**
2.	Do not believe	**29**
3.	DK/Refused **(DO NOT READ)**	**31**

29. In thinking about the upcoming US-Colombia free trade agreement, who do you agree with more? (ROTATE)

1. Supporters who say that this agreement would advance our national security by strengthening a key democratic ally, bring economic gains for both countries, and level the playing field for American products. **34**

2. Opponents who say that this would tighten the grip that large corporations have on the country's natural resources, and would likely displace hundreds of thousands of poor Colombians from their lands. U.S. trade unions have opposed any action on the agreement because the Colombian government avoids prosecuting anyone for the murder of trade unionists. **31**

3. DK/Refused **(DO NOT READ)**   **35**

30. Hugo Chavez, who has spoken out against the US, has deployed troops to the border of Colombia, a key ally of the US. Knowing this, do you favor or oppose the US strengthening its ties with Colombia through a free trade agreement to support them against Hugo Chavez?

    1. Favor   **40**
    2. Oppose   **40**
    3. DK/Refused **(DO NOT READ)**   **20**

31. Hugo Chavez is an ally of Iranian President Mahmoud Ahmadinejad and is a supporter of known terrorist organizations. Knowing this, do you believe that he does or does not have intentions of harming the United States?

    1. Does   **60**
    2. Does not   **23**
    3. DK/Refused **(DO NOT READ)**   **17**

HOUSING

32. In thinking about the best way to stabilize the housing market, which approach do you prefer? **(ROTATE)**

    1. Government funding and use of tax dollars for purchasing foreclosed homes   **21**
        and writing down mortgage payments
    2. Incentives for banks and lenders to modify mortgages, and tax cuts to   **62**
        promote the purchase of foreclosed homes
    3. DK/Refused **(DO NOT READ)**   **16**

33. In thinking about how Congress should help stabilize the housing market, which group should Congress focus on to help with their housing needs? **(ROTATE)**

    1. People whose homes have decreased in value   **24**
    2. People who can no longer afford the mortgage after an interest rate increase   **58**
    3. DK/Refused **(DO NOT READ)**   **19**

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. Daily newspaper   **44**
    2. Local TV news   **25**
    3. CNN News   **19**
    4. Fox News   **14**
    5. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com,   **10**
    6. and TV station websites
    7. ABC News   **8**
    8. NBC News   **7**
    9. News Pages of Internet Service Providers such as Yahoo   **7**
    10. News magazines such as Time, US News,   **7**
        and Newsweek

11. National Public Radio	**6**
12. CBS News	**5**
13. News and MSN News MSNBC/CNBC News	**4**
14. General radio news station	**4**
15. Talk radio like Rush Limbaugh	**3**
16. CSpan	**1**
17. Opinion magazines like Weekly Standard	**1**
18. Opinion websites like Drudge Report or slate.com	**1**
19. Public television news shows like McNeil Lehrer	**1**
20. Morning TV shows like Today, Good Morning America	**1**
21. Comedy Shows like the Daily Show with Jon Stewart	-
22. Late Night TV Shows like Jay Leno	-
23. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	-
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	-
25. Religious Radio Shows	-
26. Other	**16**
27. DK/Refused	**4**

35. In what year were you born?

1. 18-34	**10**
2. 35-44	**14**
3. 45-54	**22**
4. 55-64	**26**
5. 65+	**25**

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

1.	Republican	**35**
2.	Democrat	**37**
3.	Independent	**25**
4.	Other	**2**
5.	DK/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	**20**
2.	Moderate	**46**
3.	Conservative	**32**
4.	DK/Refused **(DO NOT READ)**	**2**

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

1.	Yes	**32**
2.	No	**67**

   3. DK/Refused **(DO NOT READ)**   **1**

39. What is your current marital status?

   1. Single, never married   **15**
   2. Married   **64**
   3. Separated   **2**
   4. Divorced   **9**
   5. Widowed   **9**
   6. DK/Refused **(DO NOT READ)**   **2**

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

   1. Less than 15K   **9**
   2. 15K-30K   **9**
   3. 30K-50K   **17**
   4. 50K-75K   **20**
   5. 75K-100K   **12**
   6. Over 100K   **19**
   7. DK/Refused **(DO NOT READ)**   **15**

41. What is your religion?

   1. Evangelical/Fundamentalist Protestant   **13**
   2. Mainline Protestant   **14**
   3. Catholic   **26**
   4. Jewish   **2**
   5. Mormon   **1**
   6. Atheist/ Agnostic   **4**
   7. Other   **30**
   8. DK/Refused **(DO NOT READ)**   **10**

42. What is your race?

   1. Hispanic   **5**
   2. African-American   **8**
   3. Asiatic   **1**
   4. White   **82**
   5. Other **(SPECIFY)**   **2**
   6. DK/Refused **(DO NOT READ)**   **2**

Gender: **(BY OBSERVATION)**

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

What type of area do you live in? **(TAKEN FROM SAMPLE)**

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

Region: **(Region taken from sample information)**

1. Northeast   **19**
2. South   **28**
3. Midwest   **21**
4. Plains/Mountains   **17**
5. West Coast   **16**