



NEW MODELS HOUSE NATIONAL BRAND SURVEY

Introduction: Good evening. My name is _____ and I'm calling from The Winston Group, a national public opinion firm. This evening we're conducting a political survey and we'd like to get your opinions.

A. Are you registered to vote?

IF "NO," ASK: Is there someone else at home who is registered to vote?

IF "YES," THEN ASK: May I speak with him or her?

1. Yes (**CONTINUE**)
2. No (**THANK AND TERMINATE**)

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 | 38 |
| 2. Don't Know/Refused (DO NOT READ) | 15 |
| 3. Wrong Track | 47 |

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

- | | |
|--|-----------|
| 1. Approve | 54 |
| 2. Don't Know/Refused (DO NOT READ) | 6 |
| 3. Disapprove | 40 |

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)**

	Fav	Unfav	No opinion	Never heard of
3. Republicans in Congress	53	36	11	--
4. Democrats in Congress	49	39	12	--

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

1. Education	13
2. Social Security/Retirement	10
3. Terrorism	5
4. Health Care/Prescription Drugs	9
5. The Economy	23
6. Jobs	5
7. Taxes	5
8. Crime and Safety	2
9. Environment	3
10. National Defense/Foreign Affairs	13
11. National Debt	1
12. Campaign Finance	1
13. Corporate Accountability	2
14. Other (SPECIFY)	2
15. Don't Know/Refused (DO NOT READ)	6

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

	<u>Democratic</u> <u>Party</u>	<u>Republican</u> <u>Party</u>	<u>Both</u> <u>(DO</u> <u>NOT</u> <u>READ)</u>	<u>Neither</u> <u>(DO NOT</u> <u>READ)</u>	<u>No</u> <u>Opinion</u> <u>(DO NOT</u> <u>READ)</u>
6. Education	49	35	5	5	6
7. Social Security	49	34	3	8	6
8. Health Care/Prescription Drugs	48	34	2	9	6
9. Economy/Jobs	46	42	3	5	5
10. Taxes	42	45	3	6	5
11. Crime and Safety	33	45	7	7	8
12. National Debt	43	40	3	8	6
13. National Defense/Foreign Affairs/Terrorism	32	53	6	5	5

(ROTATE 15-17 WITH 18-20)

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

1. Yes	42
2. No	58

15. What was it? (among those who heard/read about REP)
- | | |
|--|----|
| 1. War w/ Iraq/Support Bush | 37 |
| 2. Tax cuts/Economy/Budget | 37 |
| 3. National Defense/Homeland Security/
Foreign Policy | 12 |
| 4. General negative comment | 11 |
| 5. Changing leadership/Judge/Trent Lott | 9 |
| 6. General positive comment | 6 |
| 7. Terrorism | 6 |
| 8. Prescription drugs/Health care | 5 |
| 9. Television mention | 4 |
| 10. Education | 4 |
| 11. Abortion/ Roe v. Wade | 4 |
| 12. Democratic mention | 3 |
| 13. Unemployment | 3 |
| 14. Environment/Pollution | 3 |
| 15. Affirmative action | 3 |
| 16. Newspaper mention | 2 |
| 17. United Nations | 1 |
| 18. Saw/Read/Heard something/Can't remember | 5 |
| 19. Other | 7 |
| 20. Don't know/Refused | 1 |
16. Did it make you more favorable or less favorable towards Congressional Republican candidates?
- | | |
|--------------------------------|----|
| 1. More Likely | 42 |
| 2. Less Likely | 41 |
| 3. No Difference (DO NOT READ) | 17 |
17. In the last couple of weeks have you seen, heard or read anything that Congressional Democrats were doing?
- | | |
|--------|----|
| 1. Yes | 34 |
| 2. No | 66 |
18. What was it? (among those who heard/read about DEM)
- | | |
|--|----|
| 1. Against tax cuts/Taxes/Economy | 31 |
| 2. War with Iraq/Against it | 23 |
| 3. Opposition to Republicans/Bush (General) | 20 |
| 4. Lieberman/Candidates running for office | 10 |
| 5. General negative | 7 |
| 6. Ted Kennedy | 5 |
| 7. Health care/Prescription drugs | 5 |
| 8. Education | 4 |
| 9. Assistance for Unemployed/Low income | 4 |
| 10. National security/Foreign policy/Terrorism | 3 |

11. Abortion	2
12. General positive	2
13. Tom Daschle	2
14. Television mention	2
15. Hillary Clinton	1
16. Big business issues	1
17. Environment	--
18. Saw/Read/Heard something/Can't remember	6
19. Other	13
19. Did it make you more favorable or less favorable toward Congressional Democratic candidates?	
1. More Likely	37
2. Less Likely	43
3. No Difference (DO NOT READ)	20
20. If the elections were held today for U.S. 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 Democratic candidate?	
1. Republican	42
2. Democrat	44
3. Undecided	11
4. DK/Refused (DO NOT READ)	3
21. Recently President Bush took a position opposing the affirmative action admissions policies of the University of Michigan. In his statement he said that University's use of race in their admissions policy is in conflict with the constitution. Would you say that you agree or disagree with the President's position?	
1. Agree	58
2. Disagree	29
3. DK/Refused (DO NOT READ)	13
22. Which of the following two statements comes closest to your views? (ROTATE)	
1. Taxing the rich more than others is necessary for fairness.	48
....or...	
2. Cutting taxes for the rich will encourage them to invest which will help the economy grow.	35
3. DK/Refused (DO NOT READ)	16

Now just a few demographic questions for statistical purposes only - -

23. In what year were you born?
- | | |
|------------|----|
| 1. 18-34 | 18 |
| 2. 35-44 | 17 |
| 3. 45-54 | 24 |
| 4. 55-64 | 18 |
| 5. 65+ | 22 |
| 6. Refused | 2 |
24. Generally speaking, do you consider yourself (**ROTATE**) a Republican, a Democrat, an Independent, or something else?
- | | |
|--------------------------------------|----|
| 1. Republican | 34 |
| 2. Democrat | 36 |
| 3. Independent | 26 |
| 4. Other | 3 |
| 5. DK/Refused (DO NOT READ) | 1 |
25. If you had to classify yourself, would you say you are (**ROTATE**) liberal, moderate, or conservative in your political beliefs?
- | | |
|--------------------------------------|----|
| 1. Liberal | 19 |
| 2. Moderate | 46 |
| 3. Conservative | 33 |
| 4. DK/Refused (DO NOT READ) | 2 |
26. Are you, or your spouse, currently investing in any stocks and/or mutual funds or do you, or your spouse, have a pension, IRA, 401-K or any sort of retirement savings plan?
- | | |
|--------------------------------------|----|
| 1. Yes | 77 |
| 2. No | 21 |
| 3. DK/Refused (DO NOT READ) | 2 |
27. Are there children in your household under the age of 18 years old?
- | | |
|--------------------------------------|----|
| 1. Yes | 33 |
| 2. No | 67 |
| 3. DK/Refused (DO NOT READ) | -- |
28. What is your current marital status?
- | | |
|--------------------------|----|
| 1. Single, never married | 16 |
| 2. Married | 64 |
| 3. Separated | 2 |
| 4. Divorced | 8 |
| 5. Widowed | 9 |

6.	DK/Refused (DO NOT READ)	1
29.	What is the annual income of your household before taxes? Is it...	
1.	Less than 15K	9
2.	15K-30K	14
3.	30K-50K	18
4.	50K-75K	21
5.	75K-100K	10
6.	Over 100K	11
7.	DK/Refused (DO NOT READ)	17
30.	What is your religion?	
1.	Evangelical/Fundamentalist Protestant	7
2.	Mainline Protestant	24
3.	Catholic	25
4.	Jewish	2
5.	Mormon	2
6.	Atheist/ Agnostic	3
7.	Other	30
8.	DK/Refused (DO NOT READ)	7
Gender: (BY OBSERVATION)		
1.	Male	48
2.	Female	52
Region: (Region taken from sample information)		
1.	Northeast	19
2.	South	27
3.	Midwest	21
4.	Plains/Mountains	17
5.	West Coast	16
What type of area do you live in? (TAKEN FROM SAMPLE)		
1.	Urban	27
2.	Suburban	53
3.	Rural	20