



THE WINSTON GROUP

NEW MODELS NATIONAL BRAND SURVEY AGGREGATES
July 22-23, 2006
N=1000 RV

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 | 31 |
| 2. Don't Know/Refused (DO NOT READ) | 7 |
| 3. Wrong Track | 63 |

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

- | | |
|--|----|
| 1. Approve | 41 |
| 2. Don't Know/Refused (DO NOT READ) | 3 |
| 3. Disapprove | 56 |

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)**

	Favorable	Unfavorable
3. Republicans in the US Senate	43	49
4. Democrats in the US Senate	44	50

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 | 6 |
| 2. Social Security | 7 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 7 |
| 5. Health Care/Prescription Drugs | 7 |
| 6. The Economy | 17 |
| 7. Jobs | 3 |
| 8. Taxes | 3 |
| 9. Crime and Safety | 1 |
| 10. Environment | 5 |
| 11. National Defense/Foreign Affairs/Iraq | 18 |
| 12. National Deficit | 2 |
| 13. Energy | 2 |
| 14. Gas prices | 4 |
| 15. Immigration | 8 |
| 16. Other (SPECIFY) | 3 |

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?

	GOP	Dem
6. Education	39	51
7. Social Security	36	54
8. Health Care/Prescription Drugs	35	54
9. The economy	43	48
10. Jobs	41	49
11. War in Iraq	43	46
12. Energy and Gas Price	33	52
13. Fiscal Responsibility	41	45

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

1. Yes (GO TO QUESTION 15)	45
2. No (GO TO QUESTION 17)	53
3. DK/Refused (DO NOT READ – GO TO QUESTION 17)	2

15. What was it?

1. Stem Cell Research	31
2. Immigration/Border Control	17
3. Iraq War/Soldiers in Iraq/Issues Entering War	13
4. Issues With the Middle East	10
5. Gay Marriage/Marriage Amendment	5
6. High Gas Prices/Energy Problems/Oil	4
7. General Republican Negative	4
8. Flag Burning Amendment	4
9. Health Care/Prescription Drugs	4
10. The Economy/Trade	3
11. Jobs/Minimum Wage	3
12. Terrorism	3
13. Politics as Usual/Political Infighting	2
14. National Deficit/Budget	2
15. Taxes	2
16. Education/No Child Left Behind	2
17. Social Security/Private Investment Accounts	2
18. National Defense/Security/Foreign Affairs	1
19. Upcoming Election	1
20. Environment/Energy Exploration/ANWR	1
21. Port Deal	1
22. Abortion	1
23. Hurricane Issue	1
24. Pledge of Allegiance	1
25. Corporate Accountability/Big Business	1
26. Lobbyists/Bribery Issues	--
27. Crime/Safety	--
28. NSA Wiretapping	--
29. Civil Rights	--

30. John McCain Mention	--
31. Retirement/Investments	--
32. Bill Frist Mention	--
33. Nothing	1
34. Other	3
35. Don't Remember/Don't Know/Refused	12
16. Did it make you more favorable or less favorable to U.S. Senate Republican candidates?	
1. More Favorable	39
2. Less Favorable	50
3. No Difference (DO NOT READ)	11
17. In the last couple of weeks have you seen, heard or read anything that U.S. Senate Democrats were doing?	
1. Yes (GO TO QUESTION 18)	37
2. No (GO TO QUESTION 20)	61
3. DK/Refused (DO NOT READ – GO TO QUESTION 20)	1
18. What was it?	
1. Stem Cell Research	22
2. Iraq War/Soldiers at War/Issues with Entering War	18
3. Immigration/Border Control	10
4. Issues with Middle East	7
5. Democrats are Obstructionists/Infighting	7
6. Health Care/Prescription Drugs	6
7. General Democrat Negative	5
8. The Economy/Trade	5
9. High Gas Prices/Energy Problems/Oil	5
10. Terrorism	3
11. Education/No Child Left Behind	3
12. Taxes	2
13. Jobs/Minimum Wage	2
14. Gay Marriage/Marriage Amendment	2
15. Upcoming Election	2
16. Environment/Drilling in ANWR/Exploration	1
17. National Deficit/Budget	1
18. Harry Reid Mention	1
19. Civil Rights	1
20. Retirement/Investments	1
21. Social Security/Private Investment Accounts	1
22. Flag Burning Amendment	1
23. National Defense/Foreign Affairs/Security	1
24. Hillary Clinton Mention	1
25. Abortion Issues	--
26. NSA Wiretapping	--
27. John Kerry Mention	--
28. Crime and Safety	--
29. Nothing	1
30. Other	4
31. Don't Know/Don't Remember/Refused	15

19. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?

- | | |
|--------------------------------|----|
| 1. More Favorable | 47 |
| 2. Less Favorable | 42 |
| 3. No Difference (DO NOT READ) | 11 |

20. If the elections were held today for US Senate 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 | 38 |
| 2. Lean Republican | 2 |
| 3. Undecided | 5 |
| 4. Lean Democrat | 2 |
| 5. Democrat | 49 |
| 6. DK/Refused (DO NOT READ) | 2 |

TOTAL REPUBLICAN: 41
TOTAL DEMOCRAT: 51

ECONOMY/JOB

21. 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 | 38 |
| 2. Don't Know/Refused (DO NOT READ) | 5 |
| 3. Wrong Track | 57 |

MIDDLE EAST

22. Do you approve or disapprove of President Bush's handling of the Israel-Lebanon situation?

- | | |
|-----------------------------|----|
| 1. Approve | 51 |
| 2. Disapprove | 39 |
| 3. DK/Refused (DO NOT READ) | 10 |

23. In thinking about the current Middle East situation with Israel and Lebanon, do you think that (ROTATE)

- | | |
|--|----|
| 1. Israel is justified in conducting airstrikes in Lebanon to disarm the terrorist organization, Hezbollah, and to demand the return of kidnapped Israeli soldiers | 51 |
| 2. Israel is being overly aggressive in conducting airstrikes on Lebanon, risking the lives of innocent civilians | 36 |
| 3. DK/Refused (DO NOT READ) | 13 |

24. Do you approve or disapprove of President Bush's handling of North Korea?

- | | |
|---------------|----|
| 1. Approve | 52 |
| 2. Disapprove | 36 |

3. DK/Refused (**DO NOT READ**) 12

25. Which is a more serious threat to the United States? (**ROTATE**)

1. Iran 50
 2. North Korea 38
 3. DK/Refused (**DO NOT READ**) 12

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

26. 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. ABC News 6
 2. NBC News 7
 3. CBS News 5
 4. Local TV news 30
 5. CNN News 20
 6. MSNBC/CNBC News 3
 7. Fox News 15
 8. CSpan 1
 9. Daily newspaper 51
 10. News magazines such as Time, US News,
 and Newsweek 5
 11. Opinion magazines like Weekly Standard 1
 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station
 websites 10
 13. News Pages of Internet Service Providers such as Yahoo News and
 MSN News 5
 14. Opinion websites like Drudge Report or
 slate.com 1
 15. National Public Radio 6
 16. Religious radio shows --
 17. Talk radio like Rush Limbaugh 3
 18. General radio news station 6
 19. Public television news shows like McNeil Lehrer 1
 20. Comedy Shows like the Daily Show with Jon
 Stewart --
 21. Late Night TV Shows like Jay Leno --
 22. Morning TV shows like Today, Good Morning
 America 1
 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. Other 11
 26. DK/Refused 2

27. In what year were you born?

1. 18-34	10
2. 35-44	14
3. 45-54	24
4. 55-64	21
5. 65+	30
28. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?	
1. Republican	36
2. Democrat	36
3. Independent	25
4. Other	2
5. DK/Refused (DO NOT READ)	1
29. 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	34
4. DK/Refused (DO NOT READ)	1
30. Are there children in your household under the age of 18 years old?	
1. Yes	29
2. No	71
3. DK/Refused (DO NOT READ)	--
31. What is your current marital status?	
1. Single, never married	14
2. Married	64
3. Separated	2
4. Divorced	9
5. Widowed	12
6. DK/Refused (DO NOT READ)	1
32. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	10
2. 15K-30K	15
3. 30K-50K	16
4. 50K-75K	16
5. 75K-100K	11
6. Over 100K	18
7. DK/Refused (DO NOT READ)	14
33. What is your religion?	
1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	20
3. Catholic	24

4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	5
7. Other	26
8. DK/Refused (DO NOT READ)	6
34. What is your race?	
1. Hispanic	6
2. African-American	8
3. Asiatic	1
4. White	82
5. Other (SPECIFY)	2
6. DK/Refused (DO NOT READ)	1
35. Gender: (BY OBSERVATION)	
1. Male	47
2. Female	53
36. What type of area do you live in? (TAKEN FROM SAMPLE)	
1. Urban	28
2. Suburban	52
3. Rural	21
Region: (TAKEN FROM SAMPLE)	
1. Northeast	19
2. South	29
3. Midwest	18
4. Plains/Mountains	18
5. West Coast	16