



THE WINSTON GROUP

NEW MODELS HOUSE NATIONAL BRAND SURVEY
August 27-28, 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 | 32 |
| 2. Don't Know/Refused (DO NOT READ) | 10 |
| 3. Wrong Track | 59 |

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) | 4 |
| 3. Disapprove | 55 |

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	NAME ID
3. Republicans in Congress	40	54	100
4. Democrats in Congress	44	48	100

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 | 7 |
| 2. Social Security | 7 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 9 |
| 5. Health Care/Prescription Drugs | 6 |
| 6. The Economy | 17 |
| 7. Jobs | 3 |
| 8. Taxes | 3 |
| 9. Crime and Safety | 1 |
| 10. Environment | 4 |
| 11. National Defense/Foreign Affairs/Iraq | 21 |
| 12. National Deficit | 2 |
| 13. Energy | 2 |
| 14. Gas prices | 4 |
| 15. Immigration | 7 |
| 16. Other (SPECIFY) | 3 |

17. Don't Know/Refused (**DO NOT READ**) 5

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	35	54
7. Social Security	33	54
8. Health Care/Prescription Drugs	32	54
9. The economy	43	46
10. Jobs	40	50
11. War in Iraq	43	43
12. Energy and Gas Prices	32	52
13. Fiscal Responsibility	41	44
14. Immigration	39	43
15. War on Terror	48	39

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

1. Yes	38
2. No	60
3. DK/Refused (DO NOT READ)	2

17. What was it?

1. Iraq War/Soldiers in Iraq/Issues Entering War	34
2. Immigration/Border Control	19
3. Terrorism	9
4. Taxes	5
5. High Gas Prices/Energy Problems/Oil	5
6. National Defense/Security/Foreign Affairs	5
7. Issues Between Israel and Lebanon	4
8. Politics as Usual/Political Infighting	4
9. Upcoming Election	4
10. The Economy/Trade	4
11. National Deficit/Budget	4
12. Hurricane Issue	3
13. General Republican Negative	3
14. Jobs/Minimum Wage	3
15. Education/No Child Left Behind	3
16. Environment/Energy Exploration/ANWR	2
17. Health Care/Prescription Drugs	2
18. Social Security/Private Investment Accounts	2
19. Retirement/Investments	2
20. Issues with Iran	1
21. Abortion	1
22. NSA Wiretapping	1
23. Gay Marriage/Marriage Amendment	1
24. Lobbyists/Bribery Issues	1
25. Corporate Accountability/Big Business	1
26. John McCain Mention	1
27. Civil Rights	--

28. Crime/Safety	--
29. Tom DeLay Mention	--
30. CIA Director	--
31. Stem Cell Research	--
32. Pledge of Allegiance	--
33. Flag Burning Amendment	--
34. Bill Frist Mention	--
35. Nothing	3
36. Other	5
37. Don't Know/Don't Remember/Refused	15
18. Did it make you more favorable or less favorable to Congressional Republicans?	
1. More Favorable	40
2. Less Favorable	49
3. No Difference (DO NOT READ)	11
19. In the last couple of weeks have you seen, read or heard anything that Congressional Democrats were doing?	
1. Yes	32
2. No	67
3. DK/Refused (DO NOT READ)	2
20. What was it?	
1. Iraq War/Soldiers at War/Issues with Entering War	30
2. Democrats are Obstructionists/Infighting	12
3. Immigration/Border Control	9
4. Upcoming Election	6
5. Jobs/Minimum Wage	4
6. General Democrat Negative	4
7. The Economy/Trade	4
8. Social Security/Private Investment Accounts	3
9. National Defense/Foreign Affairs/Security	3
10. Hillary Clinton Mention	3
11. Issues Between Israel and Lebanon	3
12. Health Care/Prescription Drugs	2
13. Hurricane Issue	2
14. High Gas Prices/Energy Problems/Oil	2
15. Education/No Child Left Behind	2
16. Terrorism	2
17. Pelosi Mention	2
18. Taxes	2
19. Environment/Drilling in ANWR/Exploration	2
20. Lieberman Mention	2
21. National Deficit/Budget	1
22. Abortion Issues	1
23. NSA Wiretapping	1
24. Corporate Accountability	--
25. Gay Marriage/Marriage Amendment	--
26. Issues with Iran	--
27. Retirement/Investments	--
28. Civil Rights	--

29. John Kerry Mention	--
30. CIA Director	--
31. Stem Cell Research	--
32. Pledge of Allegiance	--
33. Ted Kennedy Mention	--
34. Crime and Safety	--
35. Lobbyist Control/Bribery Issues	--
36. Nothing	1
37. Other	8
38. Don't Know/Don't Remember/Refused	15

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

1. More Favorable	46
2. Less Favorable	42
3. No Difference (DO NOT READ)	11

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	38
2. Lean Republican	2
3. Undecided	5
4. Lean Democrat	3
5. Democrat	49
6. DK/Refused (DO NOT READ)	4

TOTAL REPUBLICAN: 40
TOTAL DEMOCRAT: 52

23. 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	40
2. Don't Know/Refused (DO NOT READ)	7
3. Wrong Track	54

24. Do you believe or not believe this statement: The War in Iraq is another example that Islamic extremists are waging a war against the west.

1. Believe	61
2. Do Not Believe	32
3. DK/Refused (DO NOT READ)	7

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

40. 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	5
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2. NBC News	6
3. CBS News	3
4. Local TV news	33
5. CNN News	22
6. MSNBC/CNBC News	2
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	--
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	7
14. Opinion websites like Drudge Report or slate.com	--
15. National Public Radio	7
16. Religious radio shows	--
17. Talk radio like Rush Limbaugh	3
18. General radio news station	4
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	1
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	--
25. Other	9
26. DK/Refused	2
41. In what year were you born?	
1. 18-34	9
2. 35-44	15
3. 45-54	24
4. 55-64	21
5. 65+	28
42. 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	3
5. DK/Refused (DO NOT READ)	--
43. 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
44. Are there children in your household under the age of 18 years old?	
1. Yes	31
2. No	68
3. DK/Refused (DO NOT READ)	1
45. What is your current marital status?	
1. Single, never married	13
2. Married	66
3. Separated	1
4. Divorced	8
5. Widowed	11
6. DK/Refused (DO NOT READ)	1
46. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	7
2. 15K-30K	13
3. 30K-50K	18
4. 50K-75K	16
5. 75K-100K	12
6. Over 100K	16
7. DK/Refused (DO NOT READ)	17
47. What is your religion?	
1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	19
3. Catholic	24
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	5
7. Other	27
8. DK/Refused (DO NOT READ)	8
48. What is your race?	
1. Hispanic	5
2. African-American	8
3. Asiatic	2
4. White	83
5. Other (SPECIFY)	1
6. DK/Refused (DO NOT READ)	1
Gender: (BY OBSERVATION)	
1. Male	47
2. Female	53

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

- | | |
|-------------|-----------|
| 1. Urban | 24 |
| 2. Suburban | 56 |
| 3. Rural | 20 |

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

- | | |
|---------------------|-----------|
| 1. Northeast | 19 |
| 2. South | 30 |
| 3. Midwest | 19 |
| 4. Plains/Mountains | 16 |
| 5. West Coast | 16 |