



THE WINSTON GROUP

NEW MODELS HOUSE NATIONAL BRAND SURVEY
July 24-25, 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 | 62 |

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

- | | |
|--|----|
| 1. Approve | 39 |
| 2. Don't Know/Refused (DO NOT READ) | 3 |
| 3. Disapprove | 58 |

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	53	100
4. Democrats in Congress	46	46	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 | 6 |
| 2. Social Security | 8 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 6 |
| 5. Health Care/Prescription Drugs | 8 |
| 6. The Economy | 18 |
| 7. Jobs | 3 |
| 8. Taxes | 3 |
| 9. Crime and Safety | 1 |
| 10. Environment | 3 |
| 11. National Defense/Foreign Affairs/Iraq | 19 |
| 12. National Deficit | 3 |
| 13. Energy | 2 |
| 14. Gas prices | 5 |
| 15. Immigration | 7 |
| 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?

	REP	DEM
6. Education	37	52
7. Social Security	35	53
8. Health Care/Prescription Drugs	33	55
9. The economy	40	49
10. Jobs	40	50
11. War in Iraq	44	44
12. Energy and Gas Prices	31	53
13. Fiscal Responsibility	39	46
14. Immigration	40	42
15. Cost of Living	37	51
16. Taxes	46	46
17. War on Terror	49	39

(ROTATE 18-20 WITH 21-23)

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

1. Yes (GO TO Q17)	42
2. No (GO TO Q19)	57
3. DK/Refused (DO NOT READ) (GO TO Q19)	1

19. What was it?

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

27. Bill Frist Mention	--
28. Nothing	1
29. Other	6
30. Don't Know/Don't Remember/Refused	9
20. Did it make you more favorable or less favorable to Congressional Republicans?	
1. More Favorable	40
2. Less Favorable	50
3. No Difference (DO NOT READ)	10
21. In the last couple of weeks have you seen, read or heard anything that Congressional Democrats were doing?	
1. Yes (GO TO Q20)	34
2. No (GO TO Q22)	65
3. DK/Refused (DO NOT READ)(GO TO Q22)	1
22. What was it?	
1. Iraq War/Soldiers in Iraq/Issues Entering War	26
2. Stem Cell Research	13
3. Immigration/Border Control	12
4. Democrats are Obstructionists/Infighting	10
5. Issues with Middle East	7
6. Health Care/Prescription Drugs	6
7. The Economy/Trade	5
8. General Democrat Negative	5
9. High Gas Prices/Energy Problems/Oil	5
10. Taxes	5
11. Jobs/Minimum Wage	4
12. Environment/Drilling in ANWR/Exploration	4
13. Education/No Child Left Behind	3
14. Terrorism	3
15. Social Security/Private Investment Accounts	2
16. Upcoming Election	2
17. National Deficit/Budget	2
18. Gay Marriage/Marriage Amendment	1
19. National Defense/Foreign Affairs/Security	1
20. Civil Rights	1
21. Flag Burning Amendment	1
22. Hillary Clinton Mention	1
23. NSA Wiretapping	1
24. John Kerry Mention	1
25. Abortion Issues	1
26. Port Deal	--
27. Crime and Safety	--
28. Retirement/Investments	--
29. Lobbyist Control/Bribery Issues	--
30. Ted Kennedy Mention	--
31. Nothing	1
32. Other	6
33. Don't Know/Refused	14

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

- 1. More Favorable **49**
- 2. Less Favorable **41**
- 3. No Difference **(DO NOT READ)** **10**

24. 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 **39**
- 2. Lean Republican **3**
- 3. Undecided **4**
- 4. Lean Democrat **3**
- 5. Democrat **49**
- 6. DK/Refused **(DO NOT READ)** **2**

TOTAL REPUBLICAN **42**
TOTAL DEMOCRAT **52**

Economy/Jobs/Spending

25. 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 **36**
- 2. Don't Know/Refused **(DO NOT READ)** **5**
- 3. Wrong Track **59**

Deep Sea Energy Exploration

26. Do you favor or oppose deep sea energy exploration?

- 1. Favor **63**
- 2. Oppose **24**
- 3. DK/Refused **(DO NOT READ)** **13**

War on Terror

27. Do you believe or not believe this statement: The United States is a world leader when it comes to ensuring civil liberties for all people and therefore should give suspected terrorists the same legal rights given to any international citizen.

- 1. Believe **27**
- 2. Do Not Believe **69**
- 3. DK/Refused **(DO NOT READ)** **4**

28. Do you believe or not believe the following statements: The War in Iraq is part of the War on Terrorism

- 1. Believe **56**
- 2. Do not believe **42**

- | | |
|--------------------------------------|---|
| 3. DK/Refused (DO NOT READ) | 2 |
|--------------------------------------|---|

Line-Item Veto

29. Do you think a line item veto would help eliminate wasteful spending in the federal budget?

- | | |
|--------------------------------------|----|
| 1. Yes | 56 |
| 2. No | 33 |
| 3. DK/Refused (DO NOT READ) | 12 |

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

39. 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 | 7 |
| 2. NBC News | 8 |
| 3. CBS News | 5 |
| 4. Local TV news | 31 |
| 5. CNN News | 20 |
| 6. MSNBC/CNBC News | 3 |
| 7. Fox News | 14 |
| 8. CSpan | 1 |
| 9. Daily newspaper | 52 |
| 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 | 7 |
| 13. News Pages of Internet Service Providers
such as Yahoo News and MSN News | 7 |
| 14. Opinion websites like Drudge Report or
slate.com | 1 |
| 15. National Public Radio | 8 |
| 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 | -- |
| 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 | -- |
| 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 | 3 |

40. In what year were you born?

1. 18-34	11
2. 35-44	16
3. 45-54	24
4. 55-64	19
5. 65+	29
41. 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)	--
42. In the 2004 presidential election, whether you voted or not, did you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?	
1. Republican	39
2. Democrat	38
3. Independent	19
4. Other	3
5. DK/Refused (DO NOT READ)	1
AMONG REPUBLICANS AND DEMOCRATS FROM Q42 ONLY	
43. Do you consider yourself part of your party's base?	
1. Yes	65
2. No	27
3. DK/Refused (DO NOT READ)	8
RESUME WITH ALL	
44. 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
45. Are there children in your household under the age of 18 years old?	
1. Yes	30
2. No	69
3. DK/Refused (DO NOT READ)	1
46. What is your current marital status?	
1. Single, never married	12
2. Married	66

3. Separated	1
4. Divorced	9
5. Widowed	9
6. DK/Refused (DO NOT READ)	2
47. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	8
2. 15K-30K	12
3. 30K-50K	18
4. 50K-75K	16
5. 75K-100K	13
6. Over 100K	14
7. DK/Refused (DO NOT READ)	18
48. What is your religion?	
1. Evangelical/Fundamentalist Protestant	12
2. Mainline Protestant	20
3. Catholic	24
4. Jewish	2
5. Mormon	1
6. Atheist/ Agnostic	7
7. Other	28
8. DK/Refused (DO NOT READ)	7
49. What is your race?	
1. Hispanic	5
2. African-American	6
3. Asiatic	2
4. White	84
5. Other (SPECIFY)	1
6. DK/Refused (DO NOT READ)	7
Gender: (BY OBSERVATION)	
1. Male	47
2. Female	53
What type of area do you live in? (TAKEN FROM SAMPLE)	
1. Urban	28
2. Suburban	52
3. Rural	21
Region: (Region taken from sample information)	
1. Northeast	18
2. South	31
3. Midwest	19
4. Plains/Mountains	18

5. West Coast

15