



THE WINSTON GROUP

NEW MODELS NATIONAL BRAND SURVEY
June 20-21, 2007

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 | 25 |
| 2. Don't Know/Refused (DO NOT READ) | 10 |
| 3. Wrong Track | 65 |

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

- | | |
|--|----|
| 1. Approve | 33 |
| 2. Don't Know/Refused (DO NOT READ) | 4 |
| 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	Never Heard of	No Opinion
3. Republicans in Congress	35	59	-	6
4. Democrats in Congress	44	50	-	6

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

- | | |
|---|----------|
| 16. Other (SPECIFY) | 2 |
| 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?

	<u>GOP</u>	<u>DEM</u>
6. The economy	43	48
7. War in Iraq	37	49
8. Security	45	42

(ROTATE 9-11 and 12-14)

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

- | | |
|---|-----------|
| 1. Yes (GO TO Q10) | 45 |
| 2. No (GO TO Q12) | 53 |
| 3. DK/Refused (DO NOT READ) (GO TO Q12) | 3 |

10. What was it?

Immigration/Border control	45
Iraq War/Funding and Timelines/Soldiers in Iraq	28
Stem Cell Research	9
Taxes	3
Oppose the Democrats/Political Infighting	3
High Gas Prices/Energy Problems/Oil	3
The Economy/Trade	3
Health Care/Prescription Drugs	3
Attorney General Issues	3
General Republican Negative	2
National Defense/Security/Foreign Affairs	2
Voting Against/Not Supporting Bush	2
Education/No Child Left Behind	2
National Deficit/Budget/Finance	1
Support President Bush	1
Jobs/Minimum Wage	1
Terrorism	1
Corporate Accountability/Big Business/Special Interests	1
Political Scandals	1
Social Security/Private Investment Accounts	1
Natural Disaster Relief/Hurricane Issue	1
Civil Rights	*
Environment/Energy Exploration/Drilling in ANWR	*
Nothing	1
Other	5
Don't Know/Don't Remember/Refused	13

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

- | | |
|-------------------|-----------|
| 1. More Favorable | 33 |
| 2. Less Favorable | 57 |

3. No Difference (DO NOT READ)	10
12. In the last couple of weeks have you seen, read or heard anything that Congressional Democrats were doing?	
1. Yes (GO TO Q13)	50
2. No (GO TO Q15)	47
3. DK/Refused (DO NOT READ)(GO TO Q15)	3
13. What was it?	
Iraq War/Soldiers at War/Issues with Entering War	37
Immigration/Border Control	36
Stem Cell Research	12
High Gas Prices/Energy Problems/Oil	5
Politics as Usual/Infighting	5
Health Care/Prescription Drugs	4
Attorney General Hearings	3
The Economy/Trade	3
Upcoming Election	3
Taxes	3
Environment/Drilling in ANWR/Exploration	3
Jobs/Minimum Wage	2
Education/No Child Left Behind	2
Pelosi Mention/Trip to Syria and Iran	2
Hilary Clinton Mention	1
Social Security/Private Investment Accounts	1
General Democrat Negative	1
National Deficit/Budget	1
Gun Control	1
Terrorism	1
Crime and Safety	1
Harry Reid Mention	1
National Defense/Foreign Affairs/Security	1
Ted Kennedy Mention	1
Abortion Issues	*
New Plans After Taking Over Majority	*
Nothing	1
Other	5
Don't Know/Don't Remember/Refused	14
14. Did it make you more favorable or less favorable to Congressional Democrats?	
1. More Favorable	49
2. Less Favorable	43
3. No Difference (DO NOT READ)	8
15. 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?	
• Republican	35
• Lean Republican	4

• Undecided	5
• Lean Democrat	2
• Democrat	50
• DK/Refused (DO NOT READ)	4
TOTAL REPUBLICAN	39
TOTAL DEMOCRAT	52

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

16. 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
2. NBC News	8
3. CBS News	4
4. Local TV news	32
5. CNN News	18
6. MSNBC/CNBC News	2
7. Fox News	13
8. CSpan	1
9. Daily newspaper	48
10. News magazines such as Time, US News, and Newsweek	6
11. Opinion magazines like Weekly Standard	1
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	8
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	6
14. Opinion websites like Drudge Report or slate.com	*
15. National Public Radio	6
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	4
18. General radio news station	4
19. Public television news shows like McNeil Lehrer	2
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	12
26. DK/Refused	5

17. In what year were you born?

18-34	9
35-44	15
45-54	25
55-64	22
65+	28

18. 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

19. 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

20. 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

21. What is your current marital status?

1. Single, never married	13
2. Married	65
3. Separated	1
4. Divorced	10
5. Widowed	10
6. DK/Refused (DO NOT READ)	1

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

1. Less than 15K	8
2. 15K-30K	12
3. 30K-50K	17
4. 50K-75K	15
5. 75K-100K	12
6. Over 100K	15
7. DK/Refused (DO NOT READ)	20

23. What is your religion?

1. Evangelical/Fundamentalist Protestant	11
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2. Mainline Protestant	18
3. Catholic	27
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	4
7. Other	28
8. DK/Refused (DO NOT READ)	9

24. What is your race?

1. Hispanic	6
2. African-American	8
3. Asiatic	1
4. White	83
5. Other (SPECIFY)	1
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	55
3. Rural	19

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

1. Northeast	19
2. South	30
3. Midwest	20
4. Plains/Mountains	13
5. West Coast	15