



THE WINSTON GROUP

NEW MODELS NATIONAL BRAND SURVEY

March 26-27, 2007

N=1000 Registered Voters

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 | 29 |
| 2. Don't Know/Refused (DO NOT READ) | 8 |
| 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 | 38 |
| 2. Don't Know/Refused (DO NOT READ) | 4 |
| 3. Disapprove | 59 |

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	45	47	100
4. Democrats in Congress	49	43	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 | 5 |
| 3. Retirement and Investments | -- |
| 4. Terrorism | 8 |
| 5. Health Care/Prescription Drugs | 11 |
| 6. The Economy | 14 |
| 7. Jobs | 3 |
| 8. Taxes | 3 |
| 9. Crime and Safety | 2 |
| 10. Environment | 4 |
| 11. National Defense/Foreign Affairs/Iraq | 24 |
| 12. National Deficit | 2 |
| 13. Energy | 1 |
| 14. Gas prices | 3 |

15. Immigration	5
16. Other (SPECIFY)	3
17. Don't Know/Refused (DO NOT READ)	4

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>DEM</u>	<u>REP</u>
6. Education	54	35
7. Social Security	54	35
8. Health Care/Prescription Drugs	58	32
9. The economy	48	44
10. Jobs	48	42
11. War in Iraq	50	39
12. Energy and Gas Prices	54	33
13. War on terror	44	46
14. Fiscal responsibility	47	39

(ROTATE 15-17 and 18-20)

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

1. Yes (GO TO Q16)	44
2. No (GO TO Q18)	53
3. DK/Refused (DO NOT READ) (GO TO Q18)	3

16. What was it?

1. Iraq War / Funding and Timelines / Soldiers in Iraq	50
2. Attorney General Issues	27
3. Dems are obstructionists/Politics as Usual	8
4. Immigration / Border Control	4
5. Support President Bush	3
6. The Economy / Trade	3
7. Environment / Energy Exploration / Drilling in ANWR	3
8. Education / No Child Left Behind	2
9. Taxes	2
10. Healthcare / Prescription Drugs	2
11. General Republican (Negative)	2
12. Social Security / Private Investment Accounts	2
13. National Deficit / Budget / Finance	2
14. Upcoming Election / Presidential Election	1
15. Terrorism	1
16. High Gas Prices / Energy Problems / Oil	1
17. National Defense / Security / Foreign Affairs	1
18. Political Scandals	1
19. Scooter Libby Investigation	1
20. Jobs / Minimum Wage	1
21. Gay Marriage / Marriage Amendment	--
22. Tom Delay Mention	--
23. NSA Wiretapping	--
24. Retirement / Investments	--
25. Lobbyist / Bribery Issues	--
26. Natural Disaster / Hurricane Issue	--
27. John McCain Mention	--

28. Stem Cell Research	--
29. Bill Frist Mention	--
30. Abortion	--
31. Corporate Accountability / Big Business/ Special Interests	--
32. Civil Rights	--
33. Crime / Safety	--
34. Gun Control	--
35. Nothing	2
36. Other	5
37. Don't Know / Don't Remember / Refused	13
17. Did it make you more favorable or less favorable to Congressional Republicans?	
1. More Favorable	36
2. Less Favorable	51
3. No Difference (DO NOT READ)	13
18. In the last couple of weeks have you seen, read or heard anything that Congressional Democrats were doing?	
1. Yes (GO TO Q19)	58
2. No (GO TO Q21)	40
3. DK/Refused (DO NOT READ)(GO TO Q21)	2
19. What was it?	
1. Iraq War / Soldiers at War / Issues with Entering War	68
2. Attorney General Issue	22
3. Politics as Usual / Infighting	6
4. Health Care / Prescription Drugs	5
5. Upcoming Election	4
6. Environment / Drilling in ANWR / Exploration	3
7. National Deficit / Budget	3
8. Jobs / Minimum Wage	3
9. High Gas Prices / Energy Problems / Oil	3
10. Immigration / Border Patrol	2
11. Taxes	2
12. General Democrat (Negative)	2
13. Hillary Clinton Mention	1
14. Economy / Trade	1
15. Pelosi Mention	1
16. Scandals	1
17. Social Security / Private Investment Accounts	1
18. Education / No Child Left Behind	1
19. Terrorism	--
20. Lobbyist Control / Bribery Issues	--
21. National Defense / Foreign Affairs / Security	--
22. Gun Control	--
23. Gay Marriage / Marriage Amendment	--
24. Hurricane Issue	--
25. Crime and Safety	--
26. NSA Wiretapping	--
27. Abortion Issues	--
28. Stem Cell Research	--
29. Retirement / Investments	--
30. Corporate Accountability / Big Business	--

31. John Kerry Mention	--
32. Civil Rights	--
33. Ted Kennedy Mention	--
34. Nothing	1
35. Other	3
36. Don't Know / Don't Remember / Refused	7

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

1. More Favorable	51
2. Less Favorable	41
3. No Difference (DO NOT READ)	8

21. 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	3
3. Undecided	6
4. Lean Democrat	3
5. Democrat	47
6. DK/Refused (DO NOT READ)	2

Economy/Taxes

22. 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	44
2. DK/Refused (DO NOT READ)	6
3. Wrong Track	50

23. If Congress allows the tax cuts to expire, do you think that your taxes will or will not increase?

1. Will	73
2. Will not	18
3. DK/Refused (DO NOT READ)	9

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

24. 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	4
4. Local TV news	31
5. CNN News	17
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	9
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	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	--
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	--
25. Other	15
26. DK/Refused	3
25. In what year were you born?	
1. 18-34	9
2. 35-44	13
3. 45-54	22
4. 55-64	23
5. 65+	31
26. 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
27. 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

28. Are there children in your household under the age of 18 years old?

- | | |
|--------------------------------------|----|
| 1. Yes | 28 |
| 2. No | 72 |
| 3. DK/Refused (DO NOT READ) | 1 |

29. What is your current marital status?

- | | |
|--------------------------------------|----|
| 1. Single, never married | 13 |
| 2. Married | 64 |
| 3. Separated | 1 |
| 4. Divorced | 9 |
| 5. Widowed | 11 |
| 6. DK/Refused (DO NOT READ) | 1 |

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

- | | |
|--------------------------------------|----|
| 1. Less than 15K | 7 |
| 2. 15K-30K | 13 |
| 3. 30K-50K | 16 |
| 4. 50K-75K | 17 |
| 5. 75K-100K | 13 |
| 6. Over 100K | 16 |
| 7. DK/Refused (DO NOT READ) | 17 |

31. What is your religion?

- | | |
|--|----|
| 1. Evangelical/Fundamentalist Protestant | 12 |
| 2. Mainline Protestant | 19 |
| 3. Catholic | 22 |
| 4. Jewish | 1 |
| 5. Mormon | 2 |
| 6. Atheist/ Agnostic | 5 |
| 7. Other | 30 |
| 8. DK/Refused (DO NOT READ) | 9 |

32. What is your race?

- | | |
|--------------------------------------|----|
| 1. Hispanic | 5 |
| 2. African-American | 6 |
| 3. Asiatic | 1 |
| 4. White | 86 |
| 5. Other (SPECIFY) | 1 |
| 6. DK/Refused (DO NOT READ) | 1 |

Gender: (**BY OBSERVATION**)

- | | |
|-----------|----|
| 1. Male | 58 |
| 2. Female | 52 |

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

- | | |
|----------|----|
| 1. Urban | 28 |
|----------|----|

- | | |
|-------------|----|
| 2. Suburban | 53 |
| 3. Rural | 19 |

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

- | | |
|---------------------|----|
| 1. Northeast | 18 |
| 2. South | 30 |
| 3. Midwest | 19 |
| 4. Plains/Mountains | 14 |
| 5. West Coast | 16 |