



THE WINSTON GROUP

NEW MODELS HOUSE NATIONAL BRAND SURVEY
November 29-30, 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 **35**
 2. Don't Know/Refused **(DO NOT READ)** **9**
 3. Wrong Track **56**

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
3. Republicans in Congress	38	56
4. Democrats in Congress	50	43

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 **8**
 2. Social Security **7**
 3. Retirement and Investments **2**
 4. Terrorism **7**
 5. Health Care/Prescription Drugs **9**
 6. The Economy **14**
 7. Jobs **4**
 8. Taxes **3**
 9. Crime and Safety **2**
 10. Environment **3**
 11. National Defense/Foreign Affairs/Iraq **25**
 12. National Deficit **3**
 13. Energy **1**
 14. Gas prices **2**
 15. Immigration **5**
 16. Other **(SPECIFY)** **2**
 17. Don't Know/Refused **(DO NOT READ)** **4**

6. 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	3
4. Lean Democrat	2
5. Democrat	52
6. DK/Refused (DO NOT READ)	3
TOTAL REPUBLICAN:	41
TOTAL DEMOCRAT:	53

Ideology

On a scale of 1-9 with 1 being very liberal, 5 being moderate, and 9 being very conservative, how would you rate:

	(mean)
7. Your own political ideology	5.55
8. Ideology of Republicans in Congress	6.19
9. Ideology of Democrats in Congress	4.16
10. Ideology of Nancy Pelosi	3.60
11. Ideology of George W. Bush	6.59

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

36. 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	8
3. CBS News	4
4. Local TV news	28
5. CNN News	18
6. MSNBC/CNBC News	2
7. Fox News	17
8. CSpan	--
9. Daily newspaper	49
10. News magazines such as Time, US News, and Newsweek	7
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	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	5

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	--
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	12
26. DK/Refused	2
37. In what year were you born?	
1. 18-34	13
2. 35-44	13
3. 45-54	22
4. 55-64	23
5. 65+	28
38. Many people sometimes don't get a chance to vote in a particular election due to health problems, their job, or personal circumstances. Thinking back to the election on November 7, did you get a chance to vote in the election for Congress?	
1. Yes	89
2. No	10
3. DK/Refused (DO NOT READ)	1
39. 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
40. 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
41. 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
42. What is your current marital status?	
1. Single, never married	14
2. Married	64
3. Separated	1
4. Divorced	9

5. Widowed	11
6. DK/Refused (DO NOT READ)	1
43. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	9
2. 15K-30K	13
3. 30K-50K	18
4. 50K-75K	17
5. 75K-100K	11
6. Over 100K	16
7. DK/Refused (DO NOT READ)	15
44. What is your religion?	
1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	21
3. Catholic	26
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	5
7. Other	24
8. DK/Refused (DO NOT READ)	7
45. How often do you attend church?	
1. More than once a week	12
2. Once a week	30
3. Once or twice a month	13
4. Several times a year	13
5. Hardly ever	16
6. Never	11
7. DK/Refused (DO NOT READ)	4
46. What is your race?	
1. Hispanic	5
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	27
2. Suburban	51
3. Rural	23

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

1. Northeast	19
2. South	30
3. Midwest	19
4. Plains/Mountains	13
5. West Coast	16