



THE WINSTON GROUP

**NEW MODELS HOUSE NATIONAL BRAND SURVEY**  
**October 30-31, 2006**  
**N=1000 RV**

1. In thinking about this year's election for Congress, based on scale of 1 to 9, where 1 is that you will not be voting and 9 is that you will absolutely be voting, how likely are you to vote in the election?

**MEAN: 8.45**

2. On a scale of 1-9 with 1 being not excited at all, 5 being neutral, and 9 being very excited, how excited are you about this year's election for Congress?

**MEAN: 6.05**

3. 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                           | <b>32</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>9</b>  |
| 3. Wrong Track                               | <b>59</b> |

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

- |                                              |           |
|----------------------------------------------|-----------|
| 1. Approve                                   | <b>41</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>4</b>  |
| 3. Disapprove                                | <b>56</b> |

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
5. Republicans in Congress	40	53	100
6. Democrats in Congress	48	46	100
7. Nancy Pelosi	26	35	78

8. Which of the following issues would you say is the most important to you in deciding how to vote for Congress? **(ROTATE)**

- |                                   |           |
|-----------------------------------|-----------|
| 1. Education                      | <b>6</b>  |
| 2. Social Security                | <b>6</b>  |
| 3. Retirement and Investments     | <b>1</b>  |
| 4. Terrorism                      | <b>8</b>  |
| 5. Health Care/Prescription Drugs | <b>9</b>  |
| 6. The Economy                    | <b>14</b> |
| 7. Jobs                           | <b>3</b>  |

8. Taxes	3
9. Crime and Safety	1
10. Environment	3
11. National Defense/Foreign Affairs/Iraq	28
12. National Deficit	2
13. Energy	1
14. Gas prices	1
15. Immigration	7
16. Other <b>(SPECIFY)</b>	2
17. Don't Know/Refused <b>(DO NOT READ)</b>	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?

	<b>REP</b>	<b>DEM</b>
9. Education	36	52
10. Social Security	36	53
11. Health Care/Prescription Drugs	33	54
12. The economy	43	48
13. Jobs	42	50
14. War in Iraq	41	48
15. Energy and Gas Prices	34	52
16. Fiscal Responsibility	41	46
17. Immigration	41	44
18. War on Terror	47	43

**(ROTATE 19-21 WITH 22-24)**

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

1. Yes <b>(GO TO Q20)</b>	56
2. No <b>(GO TO Q22)</b>	43
3. DK/Refused <b>(DO NOT READ) (GO TO Q22)</b>	1

20. What was it?

1. Iraq War/Soldiers in Iraq/Issues Entering War	23
2. Immigration/Border Control	18
3. Upcoming Election	13
4. Foley Mention	12
5. Democrats Are Obstructionists/Politics as Usual	7
6. The Economy/Trade	6
7. Political Scandals	6
8. Taxes	4
9. General Republican Negative	4
10. Terrorism	4
11. Supports President Bush	3
12. National Defense/Security/Foreign Affairs	3
13. Social Security/Private Investment Accounts	3
14. Health Care/Prescription Drugs	3
15. High Gas Prices/Energy Problems/Oil	2
16. Jobs/Minimum Wage	2
17. Gay Marriage/Marriage Amendment	2

18. National Deficit/Budget	2
19. Education/No Child Left Behind	1
20. Abortion	1
21. Stem Cell Research	1
22. Environment/Energy Exploration/ANWR	1
23. Lobbyists/Bribery Issues	1
24. Issues with North Korea	1
25. John McCain Mention	1
26. Civil Rights	--
27. Tom DeLay Mention	--
28. NSA Wiretapping	--
29. Geneva Convention/Interrogation/Handling Prisoners/Torture Detainees	--
30. Crime/Safety	--
31. Hurricane Issue	--
32. Retirement/Investments	--
33. Gun Control	--
34. Issues Between Israel and Lebanon	--
35. Corporate Accountability/Big Business	--
36. Bill Frist Mention	--
37. Nothing	3
38. Other	3
39. Don't Know/Don't Remember/Refused	13
21. Did it make you more favorable or less favorable to Congressional Republicans?	
1. More Favorable	35
2. Less Favorable	52
3. No Difference <b>(DO NOT READ)</b>	13
22. In the last couple of weeks have you seen, read or heard anything that Congressional Democrats were doing?	
1. Yes <b>(GO TO Q23)</b>	47
2. No <b>(GO TO Q25)</b>	50
3. DK/Refused <b>(DO NOT READ)(GO TO Q25)</b>	2
23. What was it?	
1. Iraq War/Soldiers at War/Issues Entering War	25
2. Democrats Are Obstructionists/Infighting	17
3. Upcoming Election	16
4. Immigration/Border Control	6
5. Health Care/Prescription Drugs	6
6. Jobs/Minimum Wage	5
7. Social Security/Private Investment Accounts	5
8. General Democrat Negative	5
9. Education/No Child Left Behind	4
10. The Economy/Trade	4
11. Taxes	4
12. Foley Mention	4
13. High Gas Prices/Energy Problems/Oil	3
14. Pelosi Mention	3
15. National Deficit/Budget	2
16. Gay Marriage/Marriage Amendment	1

17. Environment/Drilling in ANWR/Exploration	1
18. Terrorism	1
19. Scandals (General)	1
20. Hillary Clinton Mention	1
21. Stem Cell Research	1
22. Abortion Issues	1
23. Retirement/Investments	1
24. National Defense/Foreign Affairs/Security	--
25. John Kerry Mention	--
26. NSA Wiretapping	--
27. Issues With North Korea	--
28. Civil Rights	--
29. Reid Mention	--
30. Hurricane Issue	--
31. Geneva Convention/Interrogation/Handling Prisoners/Torture Detainees	--
32. Ted Kennedy Mention	--
33. Issues Between Israel and Lebanon	--
34. Lobbyist Control/Bribery Issues	--
35. Gun Control	--
36. Crime and Safety	--
37. Corporate Accountability/Big Business	--
38. Nothing	6
39. Other	4
40. Don't Know/Don't Remember/Refused	12

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

1. More Favorable	48
2. Less Favorable	42
3. No Difference <b>(DO NOT READ)</b>	10

25. 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	41
2. Lean Republican	1
3. Undecided	3
4. Lean Democrat	1
5. Democrat	51
6. DK/Refused <b>(DO NOT READ)</b>	2

<b>TOTAL REPUBLICAN:</b>	<b>43</b>
<b>TOTAL DEMOCRAT:</b>	<b>52</b>

**IF CHOICE MADE IN Q25:**

26. On a scale of 1-9, with 1 being you are absolutely certain of who you are going to vote for Congress and 9 being that you may change your vote, how likely would you say you are to change your vote before the election?

**MEAN: 2.83**

**Economy/Jobs/Spending**

27. 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 47
- 2. Don't Know/Refused (**DO NOT READ**) 6
- 3. Wrong Track 47

**Belief Statements**

I am going to read a series of statements. For each, please tell me if you believe or do not believe the statement. (**ROTATE STATEMENTS 28-31**)

28. Democrats have a plan to put America back on the right track.

- 1. Believe 45
- 2. Do Not Believe 51
- 3. DK/Refused (**DO NOT READ**) 4

29. If the Democrats take control of Congress in November, your family and you will be safer in the War on Terror.

- 1. Believe 37
- 2. Do Not Believe 57
- 3. DK/Refused (**DO NOT READ**) 6

30. While the War in Iraq has been more difficult than anticipated, it is essential for us to win in order to succeed in the overall War on Terror.

- 1. Believe 52
- 2. Do Not Believe 44
- 3. DK/Refused (**DO NOT READ**) 4

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

33. 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 8
- 2. NBC News 8
- 3. CBS News 4
- 4. Local TV news 28
- 5. CNN News 19
- 6. MSNBC/CNBC News 4
- 7. Fox News 15
- 8. CSpan 1
- 9. Daily newspaper 50
- 10. News magazines such as Time, US News, and Newsweek 6
- 11. Opinion magazines like Weekly Standard --
- 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	<b>5</b>
14. Opinion websites like Drudge Report or slate.com	--
15. National Public Radio	<b>8</b>
16. Religious radio shows	--
17. Talk radio like Rush Limbaugh	<b>3</b>
18. General radio news station	<b>4</b>
19. Public television news shows like McNeil Lehrer	<b>1</b>
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	<b>1</b>
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	<b>14</b>
26. DK/Refused	<b>3</b>
34. In what year were you born?	
1. 18-34	<b>12</b>
2. 35-44	<b>13</b>
3. 45-54	<b>22</b>
4. 55-64	<b>24</b>
5. 65+	<b>28</b>
35. Generally speaking, do you consider yourself <b>(ROTATE)</b> a Republican, a Democrat, an Independent, or something else?	
1. Republican	<b>36</b>
2. Democrat	<b>36</b>
3. Independent	<b>25</b>
4. Other	<b>2</b>
5. DK/Refused <b>(DO NOT READ)</b>	<b>1</b>
36. If you had to classify yourself, would you say you are <b>(ROTATE)</b> liberal, moderate, or conservative in your political beliefs?	
1. Liberal	<b>19</b>
2. Moderate	<b>46</b>
3. Conservative	<b>34</b>
4. DK/Refused <b>(DO NOT READ)</b>	<b>1</b>
37. Are there children in your household under the age of 18 years old?	
1. Yes	<b>29</b>
2. No	<b>71</b>
3. DK/Refused <b>(DO NOT READ)</b>	--
38. In thinking back to 2002, did you vote in the general election?	
1. Yes, at a polling place	<b>81</b>
2. Yes, through absentee ballot	<b>11</b>
3. No	<b>6</b>
4. DK/Refused <b>(DO NOT READ)</b>	<b>1</b>

39. What is your current marital status?	
1. Single, never married	13
2. Married	65
3. Separated	--
4. Divorced	9
5. Widowed	11
6. DK/Refused ( <b>DO NOT READ</b> )	1
40. 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	19
5. 75K-100K	11
6. Over 100K	16
7. DK/Refused ( <b>DO NOT READ</b> )	15
41. What is your religion?	
1. Evangelical/Fundamentalist Protestant	14
2. Mainline Protestant	19
3. Catholic	23
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	5
7. Other	27
8. DK/Refused ( <b>DO NOT READ</b> )	8
42. How often do you attend church?	
1. More than once a week	14
2. Once a week	30
3. Once or twice a month	13
4. Several times a year	12
5. Hardly ever	16
6. Never	11
7. DK/Refused ( <b>DO NOT READ</b> )	4
43. What is your race?	
1. Hispanic	6
2. African-American	7
3. Asiatic	1
4. White	84
5. Other ( <b>SPECIFY</b> )	1
6. DK/Refused ( <b>DO NOT READ</b> )	2
44. Do you own an iPod or other type of portable mp3 player?	
1. Yes	19
2. No	79

3. DK/Refused (**DO NOT READ**) **2**

**Gender: (BY OBSERVATION)**

1. Male **47**  
2. Female **53**

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

1. Urban **25**  
2. Suburban **54**  
3. Rural **20**

**Region: (TAKEN FROM SAMPLE)**

1. Northeast **19**  
2. South **30**  
3. Midwest **19**  
4. Plains/Mountains **14**  
5. West Coast **15**