



THE WINSTON GROUP

NEW MODELS NATIONAL BRAND SURVEY AGGREGATES
July 22-23, 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 | 63 |

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) | 3 |
| 3. Disapprove | 56 |

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 the US Senate | 43 | 49 |
| 4. Democrats in the US Senate | 44 | 50 |

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 | 7 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 7 |
| 5. Health Care/Prescription Drugs | 7 |
| 6. The Economy | 17 |
| 7. Jobs | 3 |
| 8. Taxes | 3 |
| 9. Crime and Safety | 1 |
| 10. Environment | 5 |
| 11. National Defense/Foreign Affairs/Iraq | 18 |
| 12. National Deficit | 2 |
| 13. Energy | 2 |
| 14. Gas prices | 4 |
| 15. Immigration | 8 |
| 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?

| | GOP | Dem |
|-----------------------------------|------------|------------|
| 6. Education | 39 | 51 |
| 7. Social Security | 36 | 54 |
| 8. Health Care/Prescription Drugs | 35 | 54 |
| 9. The economy | 43 | 48 |
| 10. Jobs | 41 | 49 |
| 11. War in Iraq | 43 | 46 |
| 12. Energy and Gas Price | 33 | 52 |
| 13. Fiscal Responsibility | 41 | 45 |

14. In the last couple of weeks, have you seen, heard or read anything that U.S. Senate Republicans were doing?

- | | |
|--|----|
| 1. Yes (GO TO QUESTION 15) | 45 |
| 2. No (GO TO QUESTION 17) | 53 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 17) | 2 |

15. What was it?

- | | |
|--|----|
| 1. Stem Cell Research | 31 |
| 2. Immigration/Border Control | 17 |
| 3. Iraq War/Soldiers in Iraq/Issues Entering War | 13 |
| 4. Issues With the Middle East | 10 |
| 5. Gay Marriage/Marriage Amendment | 5 |
| 6. High Gas Prices/Energy Problems/Oil | 4 |
| 7. General Republican Negative | 4 |
| 8. Flag Burning Amendment | 4 |
| 9. Health Care/Prescription Drugs | 4 |
| 10. The Economy/Trade | 3 |
| 11. Jobs/Minimum Wage | 3 |
| 12. Terrorism | 3 |
| 13. Politics as Usual/Political Infighting | 2 |
| 14. National Deficit/Budget | 2 |
| 15. Taxes | 2 |
| 16. Education/No Child Left Behind | 2 |
| 17. Social Security/Private Investment Accounts | 2 |
| 18. National Defense/Security/Foreign Affairs | 1 |
| 19. Upcoming Election | 1 |
| 20. Environment/Energy Exploration/ANWR | 1 |
| 21. Port Deal | 1 |
| 22. Abortion | 1 |
| 23. Hurricane Issue | 1 |
| 24. Pledge of Allegiance | 1 |
| 25. Corporate Accountability/Big Business | 1 |
| 26. Lobbyists/Bribery Issues | -- |
| 27. Crime/Safety | -- |
| 28. NSA Wiretapping | -- |
| 29. Civil Rights | -- |

| | |
|--|----|
| 30. John McCain Mention | -- |
| 31. Retirement/Investments | -- |
| 32. Bill Frist Mention | -- |
| 33. Nothing | 1 |
| 34. Other | 3 |
| 35. Don't Remember/Don't Know/Refused | 12 |
| 16. Did it make you more favorable or less favorable to U.S. Senate Republican candidates? | |
| 1. More Favorable | 39 |
| 2. Less Favorable | 50 |
| 3. No Difference (DO NOT READ) | 11 |
| 17. In the last couple of weeks have you seen, heard or read anything that U.S. Senate Democrats were doing? | |
| 1. Yes (GO TO QUESTION 18) | 37 |
| 2. No (GO TO QUESTION 20) | 61 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 20) | 1 |
| 18. What was it? | |
| 1. Stem Cell Research | 22 |
| 2. Iraq War/Soldiers at War/Issues with Entering War | 18 |
| 3. Immigration/Border Control | 10 |
| 4. Issues with Middle East | 7 |
| 5. Democrats are Obstructionists/Infighting | 7 |
| 6. Health Care/Prescription Drugs | 6 |
| 7. General Democrat Negative | 5 |
| 8. The Economy/Trade | 5 |
| 9. High Gas Prices/Energy Problems/Oil | 5 |
| 10. Terrorism | 3 |
| 11. Education/No Child Left Behind | 3 |
| 12. Taxes | 2 |
| 13. Jobs/Minimum Wage | 2 |
| 14. Gay Marriage/Marriage Amendment | 2 |
| 15. Upcoming Election | 2 |
| 16. Environment/Drilling in ANWR/Exploration | 1 |
| 17. National Deficit/Budget | 1 |
| 18. Harry Reid Mention | 1 |
| 19. Civil Rights | 1 |
| 20. Retirement/Investments | 1 |
| 21. Social Security/Private Investment Accounts | 1 |
| 22. Flag Burning Amendment | 1 |
| 23. National Defense/Foreign Affairs/Security | 1 |
| 24. Hillary Clinton Mention | 1 |
| 25. Abortion Issues | -- |
| 26. NSA Wiretapping | -- |
| 27. John Kerry Mention | -- |
| 28. Crime and Safety | -- |
| 29. Nothing | 1 |
| 30. Other | 4 |
| 31. Don't Know/Don't Remember/Refused | 15 |

19. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?

- | | |
|---|----|
| 1. More Favorable | 47 |
| 2. Less Favorable | 42 |
| 3. No Difference (DO NOT READ) | 11 |

20. If the elections were held today for US Senate 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 | 2 |
| 3. Undecided | 5 |
| 4. Lean Democrat | 2 |
| 5. Democrat | 49 |
| 6. DK/Refused (DO NOT READ) | 2 |

TOTAL REPUBLICAN: 41
TOTAL DEMOCRAT: 51

ECONOMY/JOB

21. 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 | 38 |
| 2. Don't Know/Refused (DO NOT READ) | 5 |
| 3. Wrong Track | 57 |

MIDDLE EAST

22. Do you approve or disapprove of President Bush's handling of the Israel-Lebanon situation?

- | | |
|--------------------------------------|----|
| 1. Approve | 51 |
| 2. Disapprove | 39 |
| 3. DK/Refused (DO NOT READ) | 10 |

23. In thinking about the current Middle East situation with Israel and Lebanon, do you think that **(ROTATE)**

- | | |
|--|----|
| 1. Israel is justified in conducting airstrikes in Lebanon to disarm the terrorist organization, Hezbollah, and to demand the return of kidnapped Israeli soldiers | 51 |
| 2. Israel is being overly aggressive in conducting airstrikes on Lebanon, risking the lives of innocent civilians | 36 |
| 3. DK/Refused (DO NOT READ) | 13 |

24. Do you approve or disapprove of President Bush's handling of North Korea?

- | | |
|---------------|----|
| 1. Approve | 52 |
| 2. Disapprove | 36 |

3. DK/Refused (**DO NOT READ**) 12

25. Which is a more serious threat to the United States? (**ROTATE**)

1. Iran 50
 2. North Korea 38
 3. DK/Refused (**DO NOT READ**) 12

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

26. 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 7
 3. CBS News 5
 4. Local TV news 30
 5. CNN News 20
 6. MSNBC/CNBC News 3
 7. Fox News 15
 8. CSpan 1
 9. Daily newspaper 51
 10. News magazines such as Time, US News, and Newsweek 5
 11. Opinion magazines like Weekly Standard 1
 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites 10
 13. News Pages of Internet Service Providers such as Yahoo News and MSN News 5
 14. Opinion websites like Drudge Report or slate.com 1
 15. National Public Radio 6
 16. Religious radio shows --
 17. Talk radio like Rush Limbaugh 3
 18. General radio news station 6
 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 11
 26. DK/Refused 2

27. In what year were you born?

| | |
|--|----|
| 1. 18-34 | 10 |
| 2. 35-44 | 14 |
| 3. 45-54 | 24 |
| 4. 55-64 | 21 |
| 5. 65+ | 30 |
| 28. 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 | 2 |
| 5. DK/Refused (DO NOT READ) | 1 |
| 29. 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 |
| 30. Are there children in your household under the age of 18 years old? | |
| 1. Yes | 29 |
| 2. No | 71 |
| 3. DK/Refused (DO NOT READ) | -- |
| 31. What is your current marital status? | |
| 1. Single, never married | 14 |
| 2. Married | 64 |
| 3. Separated | 2 |
| 4. Divorced | 9 |
| 5. Widowed | 12 |
| 6. DK/Refused (DO NOT READ) | 1 |
| 32. What is the annual income of your household before taxes? Is it... | |
| 1. Less than 15K | 10 |
| 2. 15K-30K | 15 |
| 3. 30K-50K | 16 |
| 4. 50K-75K | 16 |
| 5. 75K-100K | 11 |
| 6. Over 100K | 18 |
| 7. DK/Refused (DO NOT READ) | 14 |
| 33. What is your religion? | |
| 1. Evangelical/Fundamentalist Protestant | 15 |
| 2. Mainline Protestant | 20 |
| 3. Catholic | 24 |

| | |
|---|----|
| 4. Jewish | 2 |
| 5. Mormon | 2 |
| 6. Atheist/ Agnostic | 5 |
| 7. Other | 26 |
| 8. DK/Refused (DO NOT READ) | 6 |
| 34. What is your race? | |
| 1. Hispanic | 6 |
| 2. African-American | 8 |
| 3. Asiatic | 1 |
| 4. White | 82 |
| 5. Other (SPECIFY) | 2 |
| 6. DK/Refused (DO NOT READ) | 1 |
| 35. Gender: (BY OBSERVATION) | |
| 1. Male | 47 |
| 2. Female | 53 |
| 36. What type of area do you live in? (TAKEN FROM SAMPLE) | |
| 1. Urban | 28 |
| 2. Suburban | 52 |
| 3. Rural | 21 |
| Region: (TAKEN FROM SAMPLE) | |
| 1. Northeast | 19 |
| 2. South | 29 |
| 3. Midwest | 18 |
| 4. Plains/Mountains | 18 |
| 5. West Coast | 16 |