



THE WINSTON GROUP

**NEW MODELS NATIONAL BRAND SURVEY AGGREGATES**  
**June 14-15, 2006**  
**N=1,000RV**

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 ( <b>DO NOT READ</b> ) | 8  |
| 3. Wrong Track                               | 57 |

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

- |  |    |
|--|----|
| 1. Approve                                   | 40 |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | 3  |
| 3. Disapprove                                | 57 |

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	47	46

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                        | 7  |
| 3. Retirement and Investments             | 1  |
| 4. Terrorism                              | 6  |
| 5. Health Care/Prescription Drugs         | 8  |
| 6. The Economy                            | 19 |
| 7. Jobs                                   | 3  |
| 8. Taxes                                  | 3  |
| 9. Crime and Safety                       | 2  |
| 10. Environment                           | 3  |
| 11. National Defense/Foreign Affairs/Iraq | 18 |
| 12. National Deficit                      | 3  |
| 13. Energy                                | 2  |
| 14. Gas prices                            | 4  |
| 15. Immigration                           | 8  |
| 16. Other ( <b>SPECIFY</b> )              | 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?

	<b>Rep/Dem</b>
6. Education	<b>38/51</b>
7. Social Security	<b>37/53</b>
8. Health Care/Prescription Drugs	<b>35/53</b>
9. The economy	<b>43/49</b>
10. Jobs	<b>41/50</b>
11. War in Iraq	<b>44/46</b>
12. Energy and Gas Prices	<b>35/52</b>
13. Fiscal Responsibility	<b>40/47</b>

**(ROTATE 14-16 WITH 17-19)**

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

1. Yes ( <b>GO TO QUESTION 15</b> )	<b>47</b>
2. No ( <b>GO TO QUESTION 17</b> )	<b>50</b>
3. DK/Refused ( <b>DO NOT READ – GO TO QUESTION 17</b> )	<b>3</b>

15. What was it?

1. Immigration	<b>29</b>
2. Iraq War/Issues About War/Soldiers in Iraq	<b>27</b>
3. Gay Marriage	<b>15</b>
4. High Gas Prices/Energy/Oil	<b>9</b>
5. Taxes	<b>8</b>
6. National Deficit/Budget	<b>6</b>
7. Republican Negative (General)	<b>6</b>
8. Health Care/Rx	<b>4</b>
9. Economy/Trade	<b>4</b>
10. President travels overseas/Visits Middle East	<b>3</b>
11. Flag Burning Amendment	<b>3</b>
12. Democrats are obstructionists/Oppose Bush on everything	<b>2</b>
13. Jobs	<b>2</b>
14. Education/NCLB	<b>2</b>
15. Environment/Energy Exploration/Drilling in ANWR	<b>2</b>
16. Social Security/General Discussion	<b>2</b>
17. Hurricane Issue	<b>2</b>
18. Terrorism	<b>1</b>
19. Upcoming Presidential Election	<b>1</b>
20. NSA Wiretapping/Privacy	<b>1</b>
21. National Defense/Foreign Affairs/Iraq	<b>1</b>
22. Corporate Accountability	<b>1</b>
23. Lobbyist Control	<b>1</b>
24. DeLay/Ethics	<b>1</b>
25. CIA Director Nominated	<b>1</b>
26. Abortion Issue	<b>--</b>
27. Crime and Safety	<b>--</b>
28. John McCain Mention	<b>--</b>
29. Issues with Iran	<b>--</b>

30. Nothing	2
31. Other	5
32. Don't Know/Don't Remember/Refused	11
16. Did it make you more favorable or less favorable to U.S. Senate Republican candidates?	
1. More Favorable	31
2. Less Favorable	58
3. No Difference <b>(DO NOT READ)</b>	11
17. In the last couple of weeks have you seen, heard or read anything that U.S. Senate Democrats were doing?	
1. Yes <b>(GO TO QUESTION 18)</b>	39
2. No <b>(GO TO QUESTION 20)</b>	58
3. DK/Refused <b>(DO NOT READ – GO TO QUESTION 20)</b>	2
18. What was it?	
1. Iraq War/Issues About Entering War/Soldiers in Iraq	30
2. Immigration	24
3. Politics As Usual/Political Infighting	13
4. Health Care/Rx	7
5. Gay Marriage	7
6. High Gas Prices and Energy Problems/Oil	5
7. Hillary Clinton Mention	4
8. Environment/Energy Exploration/Drilling in ANWR	3
9. Taxes	3
10. The Economy/Trade	3
11. Social Security/General Discussion	3
12. General Democrat Negative	3
13. Education/NCLB	2
14. Jobs	2
15. Ted Kennedy Mention	2
16. Upcoming Election	2
17. National Deficit/Budget	2
18. John Kerry Mention	2
19. Hurricane Issue	1
20. Nancy Pelosi Mention	1
21. Al Gore Mention	1
22. Lobbyist Control	1
23. Abortion Issue	1
24. Issues with Iran	1
25. NSA Wiretapping	1
26. Terrorism	--
27. Crime and Safety	--
28. Corporate Accountability	--
29. CIA Director Nominated	--
30. National Defense/Foreign Affairs/Iraq	--
31. Nothing	4
32. Other	4
33. Don't Know/Don't Remember/Refused	11
19. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?	

1. More Favorable	<b>43</b>
2. Less Favorable	<b>45</b>
3. No Difference <b>(DO NOT READ)</b>	<b>12</b>
20. If the elections were held today for US Senate in your state, would you be more likely to vote for <b>(ROTATE)</b> the Republican candidate or the Democrat candidate? <b>(IF UNDECIDED ASK:)</b> would you be leaning toward <b>(ROTATE)</b> the Republican candidate or the Democratic candidate?	
1. Republican	<b>38</b>
2. Lean Republican	<b>3</b>
3. Undecided	<b>6</b>
4. Lean Democrat	<b>2</b>
5. Democrat	<b>48</b>
6. DK/Refused <b>(DO NOT READ)</b>	<b>2</b>
<b>TOTAL REPUBLICAN</b>	<b>41</b>
<b>TOTAL DEMOCRAT</b>	<b>50</b>

**ECON/JOBS**

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	<b>41</b>
2. Don't Know/Refused <b>(DO NOT READ)</b>	<b>6</b>
3. Wrong Track	<b>54</b>

On a scale of 1-9 with 1 being poor, 5 being neutral and 9 excellent, how would you rate the current state of each of the following:

22. The national economy	<b>4.92 (mean)</b>
23. Your household finances	<b>5.85 (mean)</b>

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	<b>7</b>
2. NBC News	<b>9</b>
3. CBS News	<b>5</b>
4. Local TV news	<b>29</b>
5. CNN News	<b>18</b>
6. MSNBC/CNBC News	<b>3</b>
7. Fox News	<b>15</b>
8. CSpan	<b>1</b>
9. Daily newspaper	<b>50</b>
10. News magazines such as Time, US News, and Newsweek	<b>8</b>
11. Opinion magazines like Weekly Standard	<b>--</b>

12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	<b>8</b>
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>2</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>10</b>
26. DK/Refused	<b>2</b>
25. In what year were you born?	
1. 18-34	<b>13</b>
2. 35-44	<b>13</b>
3. 45-54	<b>18</b>
4. 55-64	<b>25</b>
5. 65+	<b>28</b>
6. Refused	<b>2</b>
26. 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 DK/Refused <b>(DO NOT READ)</b>	<b>3</b>
27. 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>
28. Are there children in your household under the age of 18 years old?	
1. Yes	<b>28</b>
2. No	<b>71</b>
3. DK/Refused <b>(DO NOT READ)</b>	<b>1</b>
29. What is your current marital status?	
1. Single, never married	<b>15</b>

2. Married	62
3. Separated	2
4. Divorced	9
5. Widowed	10
6. DK/Refused ( <b>DO NOT READ</b> )	2
30. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	10
2. 15K-30K	12
3. 30K-50K	17
4. 50K-75K	18
5. 75K-100K	13
6. Over 100K	14
7. DK/Refused ( <b>DO NOT READ</b> )	17
31. Which of the following best describes how you are invested?	
1. IRA, 401K, pension, and/or retirement plan only	34
2. Stock, CDs, bonds, and/or mutual funds only	8
3. Both	35
4. Neither	16
5. DK/Refused ( <b>DO NOT READ</b> )	7
32. What is your religion?	
1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	16
3. Catholic	23
4. Jewish	3
5. Mormon	1
6. Atheist/ Agnostic	6
7. Other	26
8. DK/Refused ( <b>DO NOT READ</b> )	10
33. What is your race?	
1. Hispanic	5
2. African-American	6
3. Asiatic	2
4. White	82
5. Other ( <b>SPECIFY</b> )	2
6. DK/Refused ( <b>DO NOT READ</b> )	2
Gender: ( <b>BY OBSERVATION</b> )	
1. Male	47
2. Female	53
What type of area do you live in? ( <b>TAKEN FROM SAMPLE</b> )	
1. Urban	29
2. Suburban	54
3. Rural	18

Region: **(TAKEN FROM SAMPLE)**

1. Northeast	<b>19</b>
2. South	<b>27</b>
3. Midwest	<b>21</b>
4. Plains/Mountains	<b>17</b>
5. West Coast	<b>15</b>