



THE WINSTON GROUP

**NEW MODELS NATIONAL BRAND SURVEY AGGREGATES**  
**January 22-23, 2005**  
**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                           | 49 |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | 6  |
| 3. Wrong Track                               | 45 |

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

- |  |    |
|--|----|
| 1. Approve                                   | 53 |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | 3  |
| 3. Disapprove                                | 44 |

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 the US Senate | 54        | 39          | 100     |
| 4. Democrats in the US Senate   | 54        | 38          | 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                              | 6  |
| 2. Social Security                        | 12 |
| 3. Retirement and Investments             | 1  |
| 4. Terrorism                              | 7  |
| 5. Health Care/Prescription Drugs         | 8  |
| 6. The Economy                            | 16 |
| 7. Jobs                                   | 6  |
| 8. Taxes                                  | 4  |
| 9. Crime and Safety                       | 2  |
| 10. Environment                           | 2  |
| 11. National Defense/Foreign Affairs/Iraq | 19 |
| 12. National Deficit                      | 3  |
| 13. Corporate Accountability              | 1  |
| 14. Civil Rights                          | 2  |
| 15. Gay Marriage                          | 3  |
| 16. Other ( <b>SPECIFY</b> )              | 3  |

|   |           |
|---|-----------|
| 17. Don't Know/Refused ( <b>DO NOT READ</b> )   | <b>4</b>  |
|   |           |
| 6. In thinking about how to fight poverty, which approach do you prefer? ( <b>ROTATE</b> )  |           |
| 1. Fighting poverty by helping those in need  | <b>38</b> |
| 2. Fighting poverty by empowering those in need   | <b>55</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> )  | <b>7</b>  |
|   |           |
| I am going to read two statements to you. Please tell me if you agree or disagree with each statement. (ROTATE 7-8)                         |           |
|   |           |
| 7. We need to protect marriage – the core social institution that is critical for our children – from redefinition by the courts.           |           |
| 1. Agree  | <b>64</b> |
| 2. Disagree   | <b>30</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> )  | <b>6</b>  |
|   |           |
| 8. We need to protect marriage – the core institution that is critical for our children – from redefinition by activist judges.             |           |
| 1. Agree  | <b>59</b> |
| 2. Disagree   | <b>35</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> )  | <b>7</b>  |
|   |           |
| 9. Are you more favorable or less favorable to a member of Congress who says we need to protect marriage as the union of a man and a woman? |           |
| 1. More favorable   | <b>67</b> |
| 2. Less favorable   | <b>28</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> )  | <b>4</b>  |
|   |           |
| 10. Are you more favorable or less favorable to a member of Congress who says we need to confirm fair judges through a fair process?        |           |
| 1. More favorable   | <b>88</b> |
| 2. Less favorable   | <b>8</b>  |
| 3. DK/Refused ( <b>DO NOT READ</b> )  | <b>5</b>  |
|   |           |
| 11. With regard to Social Security, which approach is most important? ( <b>ROTATE</b> )   |           |
| A. What is your first choice?   |           |
| 1. Strengthening Social Security  | <b>15</b> |
| 2. Preserving and strengthening Social Security   | <b>35</b> |
| 3. Saving Social Security   | <b>14</b> |
| 4. Securing Social Security   | <b>10</b> |
| 5. Modernizing Social Security  | <b>23</b> |
| 6. DK/Refused ( <b>DO NOT READ</b> )  | <b>3</b>  |

B. What is your second choice?

|   |           |
|---|-----------|
| 1. Strengthening Social Security                | <b>23</b> |
| 2. Preserving and strengthening Social Security | <b>20</b> |
| 3. Saving Social Security                       | <b>19</b> |
| 4. Securing Social Security                     | <b>15</b> |
| 5. Modernizing Social Security                  | <b>15</b> |
| 6. DK/Refused ( <b>DO NOT READ</b> )            | <b>4</b>  |

**COMBINED FIRST AND SECOND CHOICES:**

|   |           |
|---|-----------|
| 1. Strengthening Social Security                | <b>38</b> |
| 2. Preserving and strengthening Social Security | <b>55</b> |
| 3. Saving Social Security                       | <b>33</b> |
| 4. Securing Social Security                     | <b>26</b> |
| 5. Modernizing Social Security                  | <b>38</b> |
| 6. DK/Refused ( <b>DO NOT READ</b> )            | <b>6</b>  |

12. In thinking about Social Security benefits for seniors, which of the following approaches would you prefer? (**ROTATE**)

|  |           |
|--|-----------|
| 1. No reduction in benefits                  | <b>21</b> |
| 2. Maintaining the current level of benefits | <b>19</b> |
| 3. Protecting promised benefits              | <b>30</b> |
| 4. Preserving current benefits               | <b>27</b> |
| 5. None of these ( <b>DO NOT READ</b> )      | <b>1</b>  |
| 6. DK/Refused ( <b>DO NOT READ</b> )         | <b>2</b>  |

13. Are you more favorable or less favorable to a member of Congress who made the following statement?

We will work to strengthen and modernize Social Security by allowing younger workers to place some of their own earnings in a voluntary personal retirement account – a nest egg they can call their own and pass on to their children and grandchildren – while protecting promised benefits for today’s seniors and those near retirement.

|                                      |           |
|--------------------------------------|-----------|
| 1. More favorable                    | <b>61</b> |
| 2. Less favorable                    | <b>36</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> ) | <b>3</b>  |

14. With regard to the nation’s energy policy, which of the following is most important to you? (**ROTATE**)

A. What is your first choice?

|   |           |
|---|-----------|
| 1. Creating more and better jobs  | <b>13</b> |
| 2. Self-sufficiency from foreign energy sources                         | <b>19</b> |
| 3. Energy independence to ensure national security                      | <b>19</b> |
| 4. Making sure we have clean and environmentally friendly energy source | <b>23</b> |
| 5. Affordability  | <b>8</b>  |
| 6. Using innovation and new technologies                                | <b>16</b> |
| 7. DK/Refused ( <b>DO NOT READ</b> )                                    | <b>2</b>  |

B. What is your second choice?

- 1. Creating more and better jobs 11
- 2. Self-sufficiency from foreign energy sources 15
- 3. Energy independence to ensure national security 18
- 4. Making sure we have clean and environmentally friendly energy sources 17
- 5. Affordability 12
- 6. Using innovation and new technologies 22
- 7. DK/Refused (**DO NOT READ**) 3

**COMBINED FIRST AND SECOND CHOICES**

- 1. Creating more and better jobs 25
- 2. Self-sufficiency from foreign energy sources 33
- 3. Energy independence to ensure national security 36
- 4. Making sure we have clean and environmentally friendly energy sources 41
- 5. Affordability 20
- 6. Using innovation and new technologies 38
- 7. DK/Refused (**DO NOT READ**) 5

15. With regard to Congress' fiscal policy and the federal budget, which of the following is most important to you? (**ROTATE**)

A. What is your first choice?

- 1. Cutting the deficit in half within five years 17
- 2. Targeting wasteful spending 24
- 3. Putting national security first in spending decisions 13
- 4. Rejecting tax increases 9
- 5. Curbing the growth of entitlements 7
- 6. Helping the economy create jobs 29
- 7. DK/Refused (**DO NOT READ**) 2

B. What is your second choice?

- 1. Cutting the deficit in half within five years 12
- 2. Targeting wasteful spending 23
- 3. Putting national security first in spending decisions 13
- 4. Rejecting tax increases 13
- 5. Curbing the growth of entitlements 9
- 6. Helping the economy create jobs 25
- 7. DK/Refused (**DO NOT READ**) 2

**COMBINED FIRST AND SECOND CHOICES**

- 1. Cutting the deficit in half within five years 29
- 2. Targeting wasteful spending 47
- 3. Putting national security first in spending decisions 26
- 4. Rejecting tax increases 22
- 5. Curbing the growth of entitlements 15
- 6. Helping the economy create jobs 55
- 7. DK/Refused (**DO NOT READ**) 4

18. Which of the following comes closest to the kind of economic goal that you want Congress to pursue? **(ROTATE)**

- 1. Sustaining economic stability by cutting the deficit in half within five years **26**
- 2. Cutting the deficit in half within five years to create jobs and ensure financial stability **68**
- 3. DK/Refused **(DO NOT READ)** **6**

19. With regard to how Congress approaches the issue of lawsuits and legal reform, which of the following is most important for Congress to address? **(ROTATE)**

A. What is your first choice?

- 1. Frivolous lawsuits **29**
- 2. The impact of lawsuits on jobs and economic growth **8**
- 3. Fairness for plaintiffs and defendants **13**
- 4. Protecting a consumer's right to sue **11**
- 5. Making sure true victims deserve compensation **16**
- 6. Limiting trial lawyer settlements **19**
- 7. DK/Refused **(DO NOT READ)** **4**

B. What is your second choice?

- 1. Frivolous lawsuits **19**
- 2. The impact of lawsuits on jobs and economic growth **10**
- 3. Fairness for plaintiffs and defendants **16**
- 4. Protecting a consumer's right to sue **12**
- 5. Making sure true victims deserve compensation **19**
- 6. Limiting trial lawyer settlements **17**
- 7. DK/Refused **(DO NOT READ)** **3**

**COMBINED FIRST AND SECOND CHOICES**

- 1. Frivolous lawsuits **49**
- 2. The impact of lawsuits on jobs and economic growth **18**
- 3. Fairness for plaintiffs and defendants **30**
- 4. Protecting a consumer's right to sue **23**
- 5. Making sure true victims deserve compensation **34**
- 6. Limiting trial lawyer settlements **36**
- 7. DK/Refused **(DO NOT READ)** **7**

20. With regard to education, which of the following is most important to you? **(ROTATE)**

A. What is your first choice?

- 1. Strengthening academic standards and accountability **15**
- 2. Promoting parental choice **9**
- 3. Enhancing local flexibility **7**
- 4. Maximizing the effectiveness of federal investment in education **8**
- 5. Ensuring that college is accessible and affordable **32**
- 6. Job training **10**

- 7. Expanding No Child Left Behind to increase accountability at the high school level **17**
- 8. DK/Refused (**DO NOT READ**) **2**

**B. What is your second choice?**

- 1. Strengthening academic standards and accountability **13**
- 2. Promoting parental choice **9**
- 3. Enhancing local flexibility **7**
- 4. Maximizing the effectiveness of federal investment in education **11**
- 5. Ensuring that college is accessible and affordable **22**
- 6. Job training **16**
- 7. Expanding No Child Left Behind to increase accountability at the high school level **17**
- 8. DK/Refused (**DO NOT READ**) **3**

**COMBINED FIRST AND SECOND CHOICES**

- 1. Strengthening academic standards and accountability **28**
- 2. Promoting parental choice **18**
- 3. Enhancing local flexibility **13**
- 4. Maximizing the effectiveness of federal investment in education **19**
- 5. Ensuring that college is accessible and affordable **55**
- 6. Job training **26**
- 7. Expanding No Child Left Behind to increase accountability at the high school level **34**
- 8. DK/Refused (**DO NOT READ**) **5**

**21. With regard to economic goals that you want Congress to achieve, which of the following is most important to you? (ROTATE)**

**A. What is your first choice?**

- 1. Ensuring competitiveness in the global economy **7**
- 2. Making taxes simple and fair **27**
- 3. Keeping taxes low **15**
- 4. Providing stability for entrepreneurs and small businesses **11**
- 5. Eliminating burdensome regulations **3**
- 6. Providing support for free trade **3**
- 7. Helping the economy create jobs **32**
- 8. DK/Refused (**DO NOT READ**) **2**

**B. What is your second choice?**

- 1. Ensuring competitiveness in the global economy **11**
- 2. Making taxes simple and fair **20**
- 3. Keeping taxes low **17**
- 4. Providing stability for entrepreneurs and small businesses **16**
- 5. Eliminating burdensome regulations **5**
- 6. Providing support for free trade **5**
- 7. Helping the economy create jobs **21**
- 8. DK/Refused (**DO NOT READ**) **2**

C. What is your third choice?

|   |           |
|---|-----------|
| 1. Ensuring competitiveness in the global economy             | <b>13</b> |
| 2. Making taxes simple and fair                               | <b>13</b> |
| 3. Keeping taxes low  | <b>13</b> |
| 4. Providing stability for entrepreneurs and small businesses | <b>16</b> |
| 5. Eliminating burdensome regulations                         | <b>11</b> |
| 6. Providing support for free trade                           | <b>9</b>  |
| 7. Helping the economy create jobs                            | <b>13</b> |
| 8. DK/Refused ( <b>DO NOT READ</b> )                          | <b>7</b>  |

**COMBINED FIRST, SECOND, AND THIRD CHOICES**

|   |           |
|---|-----------|
| 1. Ensuring competitiveness in the global economy             | <b>31</b> |
| 2. Making taxes simple and fair                               | <b>60</b> |
| 3. Keeping taxes low  | <b>45</b> |
| 4. Providing stability for entrepreneurs and small businesses | <b>43</b> |
| 5. Eliminating burdensome regulations                         | <b>20</b> |
| 6. Providing support for free trade                           | <b>16</b> |
| 7. Helping the economy create jobs                            | <b>67</b> |
| 8. DK/Refused ( <b>DO NOT READ</b> )                          | <b>11</b> |

22. What is the most important health care crisis at the moment? (**ROTATE**)

|   |           |
|---|-----------|
| 1. Covering the 45 million uninsured in America   | <b>25</b> |
| 2. The cost of prescription drugs   | <b>16</b> |
| 3. Patients being denied access to health care because doctors are forced out of business due to high liability costs | <b>19</b> |
| 4. The cost of health insurance   | <b>27</b> |
| 5. Medicare   | <b>6</b>  |
| 6. Long term care like nursing homes and hospice care   | <b>5</b>  |
| 7. Other ( <b>SPECIFY</b> )   | <b>1</b>  |
| 8. DK/Refused ( <b>DO NOT READ</b> )  | <b>2</b>  |

23. Which approach to health care do you prefer? (**ROTATE**)

|  |           |
|--|-----------|
| 1. Ensuring that patients have access to quality and affordable care by preventing lawsuit abuse to help reduce the cost of health insurance, while enhancing medical care for seniors and coverage for the uninsured. | <b>41</b> |
| 2. Ensuring that patients have access to quality and more affordable health care while lowering the cost of health insurance, offering more choices for services, and increasing coverage for the uninsured.           | <b>56</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> )   | <b>3</b>  |

Turning to the subject of national security....

24. While all of these may be important, which of the following is most important to you? (**ROTATE**)

A. What is your first choice?

|                           |           |
|---------------------------|-----------|
| 1. Support for our troops | <b>30</b> |
|---------------------------|-----------|

- 2. Fighting terrorism abroad **7**
- 3. Protecting our homeland **43**
- 4. Expanding freedom across the globe **5**
- 5. Having an active, cooperative foreign policy **13**
- 6. DK/Refused (**DO NOT READ**) **2**

**B. What is your second choice?**

- 1. Support for our troops **33**
- 2. Fighting terrorism abroad **15**
- 3. Protecting our homeland **27**
- 4. Expanding freedom across the globe **8**
- 5. Having an active, cooperative foreign policy **13**
- 6. DK/Refused (**DO NOT READ**) **3**

**COMBINED FIRST AND SECOND CHOICES**

- 1. Support for our troops **62**
- 2. Fighting terrorism abroad **22**
- 3. Protecting our homeland **70**
- 4. Expanding freedom across the globe **13**
- 5. Having an active, cooperative foreign policy **26**
- 6. DK/Refused (**DO NOT READ**) **5**

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    |
|-----------------------------|-----------|-------------|------------|
| 25. Republicans in Congress | <b>54</b> | <b>40</b>   | <b>100</b> |
| 26. Democrats in Congress   | <b>56</b> | <b>38</b>   | <b>100</b> |

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

**27. 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 **10**
- 2. NBC News **11**
- 3. CBS News **5**
- 4. Local TV news **23**
- 5. CNN News **20**
- 6. MSNBC/CNBC News **3**
- 7. Fox News **17**
- 8. CSpan **1**
- 9. Daily newspaper **51**
- 10. News magazines such as Time, US News, and Newsweek **6**
- 11. Opinion magazines like Weekly Standard **1**



|  |           |
|--|-----------|
| 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites  | <b>9</b>  |
| 13. News Pages of Internet Service Providers such as Yahoo News and MSN News   | <b>3</b>  |
| 14. Opinion websites like Drudge Report or slate.com   | <b>1</b>  |
| 15. National Public Radio  | <b>7</b>  |
| 16. Religious radio shows  | <b>-</b>  |
| 17. Talk radio like Rush Limbaugh  | <b>4</b>  |
| 18. General radio news station   | <b>4</b>  |
| 19. Public television news shows like McNeil Lehrer  | <b>-</b>  |
| 20. Comedy Shows like the Daily Show with Jon Stewart  | <b>-</b>  |
| 21. Late Night TV Shows like Jay Leno  | <b>-</b>  |
| 22. Morning TV shows like Today, Good Morning America  | <b>-</b>  |
| 23. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball  | <b>-</b>  |
| 24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week   | <b>-</b>  |
| 25. Other  | <b>14</b> |
| 26. DK/Refused   | <b>2</b>  |
| <br>   |           |
| 28. In what year were you born?  |           |
| 1. 18-34   | <b>20</b> |
| 2. 35-44   | <b>16</b> |
| 3. 45-54   | <b>20</b> |
| 4. 55-64   | <b>22</b> |
| 5. 65+   | <b>20</b> |
| <br>   |           |
| 29. 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>  |
| <br>   |           |
| 30. 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>  |
| <br>   |           |
| 31. Are there children in your household under the age of 18 years old?  |           |
| 1. Yes   | <b>33</b> |
| 2. No  | <b>66</b> |
| 3. DK/Refused ( <b>DO NOT READ</b> )   | <b>-</b>  |
| <br>   |           |
| 32. What is your current marital status?   |           |
| 1. Single, never married   | <b>18</b> |

|  |    |
|--|----|
| 2. Married   | 62 |
| 3. Separated   | 2  |
| 4. Divorced  | 10 |
| 5. Widowed   | 9  |
| 6. DK/Refused ( <b>DO NOT READ</b> )                                   | 1  |
| 33. What is the annual income of your household before taxes? Is it... |    |
| 1. Less than 15K   | 10 |
| 2. 15K-30K   | 14 |
| 3. 30K-50K   | 18 |
| 4. 50K-75K   | 20 |
| 5. 75K-100K  | 11 |
| 6. Over 100K   | 14 |
| 7. DK/Refused ( <b>DO NOT READ</b> )                                   | 13 |
| 34. What is your religion?   |    |
| 1. Evangelical/Fundamentalist Protestant                               | 13 |
| 2. Mainline Protestant   | 20 |
| 3. Catholic  | 22 |
| 4. Jewish  | 2  |
| 5. Mormon  | 1  |
| 6. Atheist/ Agnostic   | 5  |
| 7. Other   | 30 |
| 8. DK/Refused ( <b>DO NOT READ</b> )                                   | 7  |
| 35. What is your race?   |    |
| 1. Hispanic  | 5  |
| 2. African-American  | 9  |
| 3. Asiatic   | 1  |
| 4. White   | 82 |
| 5. Other ( <b>SPECIFY</b> )  | 1  |
| 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   | 31 |
| 2. Suburban  | 51 |
| 3. Rural   | 19 |
| Region: ( <b>Region taken from sample information</b> )                |    |
| 1. Northeast   | 19 |
| 2. South   | 28 |
| 3. Midwest   | 21 |
| 4. Plains/Mountains  | 17 |

5. West Coast

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