



THE WINSTON GROUP

**NEW MODELS NATIONAL BRAND SURVEY**  
**May 16-17, 2005**  
**N=1000 Registered Voters**

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                           | 38 |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | 7  |
| 3. Wrong Track                               | 55 |

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

- |  |    |
|--|----|
| 1. Approve                                   | 45 |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | 3  |
| 3. Disapprove                                | 52 |

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	49	43	100
4. Democrats in the US Senate	46	45	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                              | 8  |
| 2. Social Security                        | 13 |
| 3. Retirement and Investments             | 2  |
| 4. Terrorism                              | 4  |
| 5. Health Care/Prescription Drugs         | 10 |
| 6. The Economy                            | 21 |
| 7. Jobs                                   | 5  |
| 8. Taxes                                  | 3  |
| 9. Crime and Safety                       | 1  |
| 10. Environment                           | 3  |
| 11. National Defense/Foreign Affairs/Iraq | 16 |
| 12. National Deficit                      | 3  |
| 13. Energy                                | 1  |
| 14. Civil Rights                          | 1  |
| 15. Gay Marriage                          | 3  |

- |   |          |
|---|----------|
| 16. Other ( <b>SPECIFY</b> )                  | <b>3</b> |
| 17. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>3</b> |

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>
6. Education	<b>40</b>	<b>51</b>
7. Social Security	<b>35</b>	<b>54</b>
8. Health Care/Prescription Drugs	<b>34</b>	<b>54</b>
9. The economy	<b>43</b>	<b>48</b>
10. Jobs	<b>40</b>	<b>52</b>
11. War in Iraq	<b>45</b>	<b>43</b>
12. Energy and Gas Prices	<b>35</b>	<b>51</b>

**(ROTATE 13-15 WITH 16-18)**

13. 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 14</b> )                      | <b>52</b> |
| 2. No ( <b>GO TO QUESTION 16</b> )                       | <b>47</b> |
| 3. DK/Refused ( <b>DO NOT READ – GO TO QUESTION 16</b> ) | <b>1</b>  |

14. What was it?

Debating Filibuster Rules Changes/Nuclear Option	<b>30</b>
Social Security/Private Investment Accounts	<b>27</b>
Judicial Appointments	<b>14</b>
Defense/Foreign Affairs/Iraq	<b>14</b>
House Ethics	<b>7</b>
Bolton Nomination/Hearings	<b>7</b>
Environment/Energy/Drilling in ANWR	<b>5</b>
Health Care/RX	<b>4</b>
Economy/Trade	<b>3</b>
Military Base Closings	<b>3</b>
High Gas/Energy Problems	<b>3</b>
Education	<b>2</b>
Immigration/Border Control/Drivers License/Minutemen	<b>2</b>
Terrorism	<b>2</b>
Politics as Usual/Infighting	<b>2</b>
Deficit/Budget	<b>2</b>
Jobs	<b>1</b>
Frist Mention	<b>1</b>
Gay Marriage	<b>1</b>
New Bankruptcy Bill	<b>1</b>
Didn't Raise Minimum Wage	<b>1</b>
Taxes	<b>1</b>
Other	<b>8</b>
DK/Refused	<b>8</b>

15. Did it make you more favorable or less favorable to U.S. Senate Republican candidates?

- 1. More Favorable **34**
- 2. Less Favorable **53**
- 3. No Difference **(DO NOT READ)** **13**

Reception to Senate GOP Messaging on Judges: 39-50 more-less favorable

16. 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 17)** **44**
- 2. No **(GO TO QUESTION 19)** **55**
- 3. DK/Refused **(DO NOT READ – GO TO QUESTION 19)** **1**

17. What was it?

- Debate Over Filibuster Rule/Want to Keep Filibuster **39**
- Judicial Appointments/Opposition To **15**
- Social Security/General Discussion **14**
- Opposing Social Security Reform **11**
- Bolton Nomination **11**
- Democrats are Obstructionists/Oppose Bush on Everything **8**
- Defense/Iraq **7**
- House Ethics **4**
- Health Care/RX **3**
- Environment/Energy/ANWR **3**
- Education **1**
- Closing Military Bases **1**
- Taxes **1**
- Economy/Trade **1**
- Immigration **1**
- High Gas/Energy prices **1**
- Hillary Clinton/Run for President in 08 **1**
- Harry Reid **1**
- Other **5**
- DK/Refused **7**

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

- 1. More Favorable **46**
- 2. Less Favorable **44**
- 3. No Difference **(DO NOT READ)** **11**

Reception to Senate Dem Messaging on Judges: 37-55 more-less favorable

19. 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 **39**
- 2. Undecided **9**
- 3. Democrat **50**
- 4. DK/Refused (**DO NOT READ**) **2**

Turning to the subject of Social Security.....

20. Do you favor or oppose allowing workers to invest part of their Social Security funds in personal retirement accounts?

- 1. Favor **49**
- 2. Oppose **47**
- 3. DK/Refused (**DO NOT READ**) **4**

21. Please tell me if you believe or do not believe the following statement: The President's proposal for Social Security will give Americans more financial security for their retirement.

- 1. Believe **38**
- 2. Do not believe **58**
- 3. DK/Refused (**DO NOT READ**) **4**

22. Do you think that President Bush and Republicans are trying to (**ROTATE**)

- 1. Privatize Social Security **41**
- 2. Allow younger workers to invest part of their Social Security funds in personal retirement accounts **48**
- 3. DK/Refused (**DO NOT READ**) **11**

Turning to the subject of the legal system and judges....

23. Republicans in the Senate are considering a proposal that would prevent the use of the filibuster on judicial nominations only. Do you favor or oppose this proposal?

- 1. Favor **37**
- 2. Oppose **50**
- 3. DK/Refused (**DO NOT READ**) **13**

24. With regard to President Bush's judicial nominees, do you think that Republicans in the Senate are trying to (**ROTATE**)

- 1. Restore the majority vote and get a fair up or down vote on judicial nominees that have been blocked by Democrats **43**

Or

- 2. Change the rules to push through extremist judicial nominees out of arrogance of power **42**
- 3. DK/Refused (**DO NOT READ**) **15**

Please tell me if you believe or do not believe the following statements. **(ROTATE 27-28)**

25. The Bush administration is the first administration to have judicial nominees blocked by a filibuster.

- |                                    |           |
|------------------------------------|-----------|
| 1. Believe                         | <b>27</b> |
| 2. Do not believe                  | <b>55</b> |
| 3. DK/Refused <b>(DO NOT READ)</b> | <b>18</b> |

Turning to the subject of gas prices...

26. Who or what is most responsible for high gas prices? **(ROTATE)**

- |  |           |
|--|-----------|
| 1. OPEC and oil producing nations in Middle East | <b>31</b> |
| 2. Oil companies                                 | <b>22</b> |
| 3. President Bush                                | <b>17</b> |
| 4. Increased consumer demand                     | <b>15</b> |
| 5. Environmental laws                            | <b>6</b>  |
| 6. Congress                                      | <b>4</b>  |
| 7. DK/Refused <b>(DO NOT READ)</b>               | <b>5</b>  |

27. Which of the following approaches would you prefer to address the high cost of fuel and energy? **(ROTATE)**

- |   |           |
|---|-----------|
| 1. Using technology to improve conservation and efficiency  | <b>20</b> |
| 2. Increasing domestic energy production  | <b>18</b> |
| 3. Diversifying the nation's energy supply through renewable and alternative energy sources like hydrogen and ethanol | <b>42</b> |
| 4. Modernizing the nation's energy infrastructure   | <b>13</b> |
| 5. DK/Refused <b>(DO NOT READ)</b>  | <b>6</b>  |

28. Would you favor or oppose temporarily suspending the federal tax on gasoline to lower gas prices, even though it would increase the deficit?

- |                                    |           |
|------------------------------------|-----------|
| 1. Favor                           | <b>32</b> |
| 2. Oppose                          | <b>63</b> |
| 3. DK/Refused <b>(DO NOT READ)</b> | <b>4</b>  |

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

29. 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>8</b>  |
| 2. NBC News        | <b>10</b> |
| 3. CBS News        | <b>6</b>  |
| 4. Local TV news   | <b>23</b> |
| 5. CNN News        | <b>21</b> |
| 6. MSNBC/CNBC News | <b>2</b>  |
| 7. Fox News        | <b>16</b> |
| 8. CSpan           | <b>--</b> |

9. Daily newspaper	52
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	9
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	3
14. Opinion websites like Drudge Report or slate.com	--
15. National Public Radio	8
16. Religious radio shows	1
17. Talk radio like Rush Limbaugh	4
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	9
26. DK/Refused	2
30. In what year were you born?	
1. 18-34	15
2. 35-44	16
3. 45-54	22
4. 55-64	21
5. 65+	25
6. Refused	--
31. Generally speaking, do you consider yourself <b>(ROTATE)</b> a Republican, a Democrat, an Independent, or something else?	
1. Republican	36
2. Democrat	36
3. Independent	25
4. Other DK/Refused <b>(DO NOT READ)</b>	3
32. If you had to classify yourself, would you say you are <b>(ROTATE)</b> liberal, moderate, or conservative in your political beliefs?	
1. Liberal	19
2. Moderate	46
3. Conservative	34
4. DK/Refused <b>(DO NOT READ)</b>	1

33. Are there children in your household under the age of 18 years old?

- |                                    |           |
|------------------------------------|-----------|
| 1. Yes                             | <b>34</b> |
| 2. No                              | <b>66</b> |
| 3. DK/Refused <b>(DO NOT READ)</b> | <b>--</b> |

34. What is your current marital status?

- |                                    |           |
|------------------------------------|-----------|
| 1. Single, never married           | <b>16</b> |
| 2. Married                         | <b>65</b> |
| 3. Separated                       | <b>1</b>  |
| 4. Divorced                        | <b>8</b>  |
| 5. Widowed                         | <b>8</b>  |
| 6. DK/Refused <b>(DO NOT READ)</b> | <b>2</b>  |

35. What is the annual income of your household before taxes? Is it...

- |                                    |           |
|------------------------------------|-----------|
| 1. Less than 15K                   | <b>10</b> |
| 2. 15K-30K                         | <b>15</b> |
| 3. 30K-50K                         | <b>16</b> |
| 4. 50K-75K                         | <b>16</b> |
| 5. 75K-100K                        | <b>14</b> |
| 6. Over 100K                       | <b>14</b> |
| 7. DK/Refused <b>(DO NOT READ)</b> | <b>15</b> |

36. What is your religion?

- |  |           |
|--|-----------|
| 1. Evangelical/Fundamentalist Protestant | <b>10</b> |
| 2. Mainline Protestant                   | <b>19</b> |
| 3. Catholic                              | <b>26</b> |
| 4. Jewish                                | <b>2</b>  |
| 5. Mormon                                | <b>2</b>  |
| 6. Atheist/ Agnostic                     | <b>3</b>  |
| 7. Other                                 | <b>30</b> |
| 8. DK/Refused <b>(DO NOT READ)</b>       | <b>7</b>  |

37. What is your race?

- |                                    |           |
|------------------------------------|-----------|
| 1. Hispanic                        | <b>5</b>  |
| 2. African-American                | <b>7</b>  |
| 3. Asiatic                         | <b>1</b>  |
| 4. White                           | <b>82</b> |
| 5. Other <b>(SPECIFY)</b>          | <b>2</b>  |
| 6. DK/Refused <b>(DO NOT READ)</b> | <b>2</b>  |

Gender: **(BY OBSERVATION)**

- |           |           |
|-----------|-----------|
| 1. Male   | <b>47</b> |
| 2. Female | <b>53</b> |

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

- |          |           |
|----------|-----------|
| 1. Urban | <b>29</b> |
|----------|-----------|

2. Suburban	<b>52</b>
3. Rural	<b>20</b>

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

1. Northeast	<b>19</b>
2. South	<b>28</b>
3. Midwest	<b>21</b>
4. Plains/Mountains	<b>17</b>
5. West Coast	<b>15</b>