THE WINSTON GROUP

NEW MODELS HOUSE NATIONAL BRAND SURVEY
January 6-7, 2004
N = 1000RV

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 **(DO NOT READ)**	14
3.	Wrong Track	38

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

1.	Approve	54
2.	Don't Know/Refused **(DO NOT READ)**	7
3.	Disapprove	39

Please tell me for each of the following whether you have a favorable or an unfavorable impression of that group. **(IF CHOICE IS MADE, ASK:)** Would you say you have a strongly **(FAVORABLE/UNFAVORABLE)** impression or just a somewhat **(FAVORABLE/UNFAVORABLE)** impression? **(ROTATE)**

		Fav	Unfav	No opinion
3.	Republicans in Congress	48	40	12
4.	Democrats in Congress	45	42	12

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	13
2.	Social Security/Retirement	7
3.	Terrorism	6
4.	Health Care/Prescription Drugs	9
5.	The Economy	21
6.	Jobs	6
7.	Taxes	5
8.	Crime and Safety	3
9.	Environment	3
10.	National Defense/Foreign Affairs	11
11.	National Deficit	3
12.	Corporate Accountability	2
13.	Energy	1

14. Other **(SPECIFY)**   **6**
15. 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?

	Democratic Party	Republican Party
6. Education	**49**	**36**
7. Social Security	**48**	**38**
8. Health Care/Prescription Drugs	**48**	**35**
9. Economy/Jobs	**46**	**42**
10. Taxes	**41**	**46**
11. National Deficit	**46**	**39**
12. National Defense/Foreign Affairs/Terrorism	**35**	**53**

(ROTATE 13-15 WITH 16-18)

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

    1. Yes **(GO TO QUESTION 14)**   **28**
    2. No **(GO TO QUESTION 16)**   **67**
    3. DK/Refused **(DO NOT READ – GO TO QUESTION 16)**   **4**

14. What was it?

    1. Health Care/Prescription drugs/Medicare   **29**
    2. National defense/Foreign affairs/War with Iraq   **16**
    3. Immigration   **10**
    4. Taxes/Reform/Tax cuts   **6**
    5. Social security   **6**
    6. Terrorism/September 11   **6**
    7. Education issues   **6**
    8. Economy/Employment   **5**
    9. Trying to pass bills/Start programs   **5**
    10. Upcoming elections issues/Current campaigns   **4**
    11. Energy issues   **3**
    12. George W. Bush mention   **2**
    13. Arguing/Fighting/Partisan relations   **2**
    14. Deficit spending/Budget   **2**
    15. Support Bush   **2**
    16. Opposition to Bush judicial nominees   **2**
    17. Capture of Saddam   **2**
    18. Environment/Pollution   **1**
    19. Abortion/Moral issues   **1**
    20. Read/Heard Don't remember   **12**
    21. Other   **12**
    22. DK/Refused   **4**

15. Did it make you more favorable or less favorable towards Congressional Republican candidates?

       1.   More Favorable   **37**
       2.   Less Favorable   **44**
       3.   No Difference **(DO NOT READ)**   **19**

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

       1.   Yes **(GO TO QUESTION 17)**   **24**
       2.   No **(GO TO QUESTION 19)**   **73**
       3.   DK/Refused **(DO NOT READ – GO TO QUESTION 19)**   **4**

17. What was it?

       1.   Health care/Prescription drugs/Patients Bill of Rights   **22**
       2.   Election issues/Democrats running for President   **20**
       3.   Foreign affairs/War with Iraq   **9**
       4.   Complaining/Attacking Bush   **9**
       5.   Arguing/Fighting/Partisan relations   **9**
       6.   Education related   **5**
       7.   Taxes   **5**
       8.   Social security   **4**
       9.   Economy/Unemployment   **4**
       10. Democrats opposition to Bush judicial nominees   **4**
       11. Terrorism/September 11/CIA   **2**
       12. Democrat's obstruction of Republican bills   **2**
       13. Debating Bush's decision to go to war   **2**
       14. Environment   **1**
       15. Illegal aliens/Immigration issues   **1**
       16. Energy/Energy bill   **1**
       17. Election in California   **1**
       18. Hillary Clinton mention   **1**
       19. Tom Daschle mention   **1**
       20. Read or Heard something/Don't remember   **11**
       21. Other   **10**
       22. DK/Refused   **3**

18. Did it make you more favorable or less favorable toward Congressional Democratic candidates?

       1.   More Favorable   **36**
       2.   Less Favorable   **44**
       3.   No Difference **(DO NOT READ)**   **20**

19. If the elections were held today for U.S. Congress, 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	**42**
2.	Undecided	**11**
3.	Democrat	**43**
4.	DK/Refused **(DO NOT READ)**	**4**

20. What is the most important health care problem at the moment? **(ROTATE 1-6)**

1.	Covering the 41 million uninsured in America	**21**
2.	High cost of prescription drugs for seniors	**19**
3.	Patients being denied access to health care because doctors are forced out of business due to high liability costs	**13**
4.	Lack of funding for hospitals	**3**
5.	Increasing cost of health insurance	**27**
6.	Reforming the Medicare system	**5**
7.	Other **(SPECIFY)**	**5**
8.	DK/Refused **(DO NOT READ)**	**6**

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

21. In what year were you born?

1.	18-34	**21**
2.	35-44	**17**
3.	45-54	**20**
4.	55-64	**17**
5.	65+	**22**
6.	DK/Refused **(DO NOT READ)**	**2**

22. Generally speaking, do you consider yourself **(ROTATE)** a Republican, a Democrat, an Independent, or something else?

1.	Republican	**34**
2.	Democrat	**36**
3.	Independent	**26**
4.	Other	**3**
5.	DK/Refused **(DO NOT READ)**	**1**

23. If you had to classify yourself, would you say you are **(ROTATE)** liberal, moderate, or conservative in your political beliefs?

1.	Liberal	**17**
2.	Moderate	**48**
3.	Conservative	**33**
4.	DK/Refused **(DO NOT READ)**	**2**

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

     1. Yes   **33**
     2. No   **66**
     3. DK/Refused **(DO NOT READ)**   **1**

25. What is your current marital status?

     1. Single, never married   **20**
     2. Married   **60**
     3. Separated   **1**
     4. Divorced   **8**
     5. Widowed   **9**
     6. DK/Refused **(DO NOT READ)**   **1**

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

     1. Less than 15K   **8**
     2. 15K-30K   **13**
     3. 30K-50K   **19**
     4. 50K-75K   **18**
     5. 75K-100K   **11**
     6. Over 100K   **12**
     7. DK/Refused **(DO NOT READ)**   **21**

27. What is your religion?

     1. Evangelical/Fundamentalist Protestant   **8**
     2. Mainline Protestant   **14**
     3. Catholic   **25**
     4. Jewish   **2**
     5. Mormon   **2**
     6. Atheist/ Agnostic   **3**
     7. Other   **34**
     8. DK/Refused **(DO NOT READ)**   **11**

28. What is your race?

     1. Hispanic   **6**
     2. African-American   **7**
     3. Asiatic   **1**
     4. White   **81**
     5. Other **(SPECIFY)**   **3**
     6. DK/Refused **(DO NOT READ)**   **3**

Gender: **(BY OBSERVATION)**

     1. Male   **48**
     2. Female   **52**

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

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

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

1. Urban	**26**
2. Suburban	**53**
3. Rural	**21**