



THE WINSTON GROUP

NEW MODELS SENATE DECEMBER NATIONAL BRAND SURVEY
December 29-30, 2003
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 | 55 |
| 2. Don't Know/Refused (DO NOT READ) | 10 |
| 3. Wrong Track | 35 |

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

- | | |
|--|----|
| 1. Approve | 59 |
| 2. Don't Know/Refused (DO NOT READ) | 5 |
| 3. Disapprove | 36 |

(RESUME WITH ALL)

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)**

	Favorable	Unfavorable
3. Republicans in the US Senate	53	37
4. Democrats in the US Senate	46	42
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	12	
2. Social Security	8	
3. Retirement and Investments	1	
4. Terrorism	5	
5. Health Care	8	
6. Prescription Drugs	2	
7. The Economy	19	
8. Jobs	8	
9. Taxes	4	

10. Crime and Safety	1
11. Environment	2
12. National Defense/Foreign Affairs	10
13. National Debt	1
14. Corporate Accountability	2
15. Civil Rights	3
16. Energy	0
17. Fiscal responsibility	6
18. Other (SPECIFY)	3
19. 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? (**ANSWER OPTIONS ARE REPUBLICAN PARTY, DEMOCRATIC PARTY, AND DK/REFUSED**)

	Rep	Dem
6. Education	39	48
7. Social Security	36	51
8. Retirement and Investments	46	41
9. Health Care/Prescription Drugs	35	52
10. The economy	48	41
11. Jobs	42	47
12. Taxes	48	41
13. National Defense/Foreign Affairs/Terrorism	57	33
14. Fiscal responsibility	44	43
15. Medicare/prescription drugs	34	52

(ROTATE 16-18 WITH 19-21)

16. 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 17)	29
2. No (GO TO QUESTION 19)	69
3. DK/Refused (DO NOT READ – GO TO QUESTION 19)	2

17. What was it?

Health care/Prescription Drugs	43
Defense/Terrorism/War in Iraq	25
Economy/Jobs	9
Deficit/Budget	5
Elections/Campaigns	4
Arguing/Partisanship	4
Taxes	3
Environment/Oil	3
Energy	3
Gay Marriage	2
Bush	2
Trying to Pass Bills	2
Capture of Saddam Hussein	2
Support the President	2
Education	2
Abortion/Moral Issues	1

Debate over Judicial Nominees	1
Mad Cow Disease	1
Social Security	1
Crime and Safety	1
Don't Remember	13
Other	5
DK/Refused	4

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

1. More Favorable	37
2. Less Favorable	50
3. No Difference (DO NOT READ)	14

19. 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 20)	27
2. No (GO TO QUESTION 22)	72
3. DK/Refused (DO NOT READ – GO TO QUESTION 22)	1

20. What was it?

Health Care/Prescription Drugs	35
Elections/Running for President	12
Arguing/Partisanship	9
War in Iraq	8
Attacking Bush	8
Opposition to Judicial Nominees	7
Debating Bush Decision to Go to War	6
Economy/Jobs	5
Taxes	4
Social Security	4
Education	2
Obstruction of Bills	2
Environment	2
Hillary Clinton	1
Terrorism	1
Energy	1
Daschle	1
Trying to Pass Bills	1
California Election	1
Abortion	1
Don't Remember	13
Other	8
DK/Refused	1

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

1. More Favorable	38
2. Less Favorable	42
3. No Difference (DO NOT READ)	21

22. 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	43
2. Undecided	10
3. Democrat	45
4. DK/Refused (DO NOT READ)	2

23. Generally speaking, would you say that the economy is headed in the right direction, or are things seriously headed off on the wrong track?

1. Right Direction	63
2. Don't Know/Refused (DO NOT READ)	5
3. Wrong Track	32

I am going to read a series of statements to you. For each, please tell me if you believe or do not believe each statement.

24. Because the economy is recovering, the deficit will naturally go down.

1. Believe	41
2. Do Not Believe	55
3. DK/Refused (DO NOT READ)	5

25. The increase in government spending is largely due to the war on terrorism.

1. Believe	71
2. Do Not Believe	26
3. DK/Refused (DO NOT READ)	3

26. The Bush deficit is holding back our economy.

1. Believe	42
2. Do Not Believe	53
3. DK/Refused (DO NOT READ)	5

Turning to a different topic....

27. Which statement comes closer to your view? **(ROTATE)**

- 1. The capture of Saddam Hussein means that the war in Iraq is a success. **42**
- 2. The war in Iraq will be justified only if weapons of mass destruction are found. **35**
- 3. DK/Refused **(DO NOT READ)** **23**

28. Who do you agree with more? **(ROTATE)**

The Democrat who says the Bush administration made a mistake in launching a preemptive war in Iraq. President Bush misled the American people and the world in making its case for war, and failed to plan adequately for the peace.

The Republican who says Saddam Hussein was a danger to the world, and America is safer because Hussein is no longer in power.

- 1. Democrat **37**
- 2. Republican **57**
- 3. DK/Refused **(DO NOT READ)** **6**

Turning to a different topic....

29. Would you favor or oppose a constitutional amendment that defines marriage as the union of a man and a woman?

- 1. Favor **51**
- 2. Oppose **34**
- 3. DK/Refused **(DO NOT READ)** **5**

Turning to a different topic....

30. Who do you agree with more? **(ROTATE)**

- 1. The Republican who says the best approach to education is to give parents tax credits to help pay for education expenses, reducing bureaucratic paperwork for teachers so they can spend more time with students, and encouraging parents to save for education through tuition savings accounts. **52**
- 2. The Democrat who says that No Child Left Behind is an unfunded mandate and the federal government needs to fully fund this program. **39**
- 3. DK/Refused **(DO NOT READ)** **9**

31. Who do you agree with more? **(ROTATE)**

- 1. The Republican who says that No Child Left Behind is having a positive impact by making schools more accountable to parents and is effectively funded. Complaints that the funding is insufficient are because school administrators are using this as an excuse for failing schools. **45**

- 2. The Democrat who says that No Child Left Behind is an unfunded mandate and the federal government needs to fully fund this program. **43**
- 3. DK/Refused (**DO NOT READ**) **12**

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

32. In what year were you born?

- 18-34** **19**
- 35-44** **17**
- 45-54** **23**
- 55-64** **17**
- 65+** **22**

33. 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**

34. 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**

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

- 1. Yes **34**
- 2. No **65**
- 3. DK/Refused (**DO NOT READ**) **0**

36. What is your current marital status?

- 1. Single, never married **20**
- 2. Married **59**
- 3. Separated **2**
- 4. Divorced **10**
- 5. Widowed **9**
- 6. DK/Refused (**DO NOT READ**) **1**

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

1. Less than 15K	9
2. 15K-30K	14
3. 30K-50K	20
4. 50K-75K	19
5. 75K-100K	10
6. Over 100K	14
7. DK/Refused (DO NOT READ)	15

38. Are you or any person in your household a member of a union?

1. Yes, I am a member.	10
2. Yes, I am a member and someone in my household is a member.	2
3. Yes, someone in my household is a member.	6
4. No	80
5. DK/Refused (DO NOT READ)	1

39. What is your religion?

1. Evangelical/Fundamentalist Protestant	8
2. Mainline Protestant	20
3. Catholic	28
4. Jewish	2
5. Mormon	1
6. Atheist/ Agnostic	4
7. Other	29
8. DK/Refused (DO NOT READ)	8

40. What is your race?

1. Hispanic	4
2. African-American	8
3. Asiatic	1
4. White	82
5. Other (SPECIFY)	2
6. DK/Refused (DO NOT READ)	3

Gender: (**BY OBSERVATION**)

1. Male	48
2. Female	52

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

1. Urban	27
2. Suburban	51
3. Rural	22

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

1. Northeast	19
2. South	28
3. Midwest	22
4. Plains/Mountains	17
5. West Coast	15