



THE WINSTON GROUP

**NEW MODELS SEPTEMBER NATIONAL BRAND SURVEY
N=1000 RV
Sept.30-Oct. 1, 2003**

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?

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|--|-----------|
| 1. Right Direction | 39 |
| 2. Don't Know/Refused (DO NOT READ) | 15 |
| 3. Wrong Track | 46 |

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

- | | |
|--|-----------|
| 1. Approve | 50 |
| 2. Don't Know/Refused (DO NOT READ) | 7 |
| 3. Disapprove | 43 |

(QUESTIONS 3 & 4 AMONG WRONG TRACK FROM QUESTION 1 ONLY. RIGHT TRACK AND DON'T KNOW GO TO QUESTION 5.)

3. You said that you believe that the country is on the wrong track. Is this because of the situation with (**ROTATE**)

- | | |
|---|-----------|
| 1. The economy | 20 |
| 2. Jobs | 7 |
| 3. Retirement and Social Security | 2 |
| 4. Iraq | 17 |
| 5. Health care | 3 |
| 6. Education | 4 |
| 7. Other (SPECIFY – DO NOT READ) | 41 |
| 8. DK/Refused (DO NOT READ) | 5 |

4. Who do you blame (**DO NOT READ OPTIONS – CODE AS FOLLOWS**)

1. President Bush	37
2. Republicans in Congress	12
3. Democrats in Congress	3
4. Corporations	8
5. Other (Specify)	31
6. DK/Refused (DO NOT READ)	10

(RESUME WITH ALL)

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
5. Republicans in the US Senate	50	39
6. Democrats in the US Senate	49	40

7. Which of the following issues would you say is the most important to you in deciding how to vote for Congress? (**ROTATE**)

1. Education	9
2. Social Security	6
3. Retirement and Investments	1
4. Terrorism	5
5. Health Care	8
6. Prescription Drugs	3
7. The Economy	23
8. Jobs	6
9. Taxes	4
10. Crime and Safety	2
11. Environment	1
12. National Defense/Foreign Affairs	10
13. National Debt	2
14. Corporate Accountability	1
15. Civil Rights	1
16. Energy	0
17. Other (SPECIFY)	13
18. Don't Know/Refused (DO NOT READ)	3

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
8. Education	34	49
9. Social Security	34	48
10. Retirement and Investments	42	41
11. Health Care/Prescription Drugs	33	51
12. The economy	41	46
13. Jobs	37	50
14. Taxes	45	41
15. National Defense/Foreign Affairs/Terrorism	53	33
16. Energy	37	45

(ROTATE 17-19 WITH 20-22)

17. 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 18)	33
2. No (GO TO QUESTION 20)	59
3. DK/Refused (DO NOT READ – GO TO QUESTION 20)	7

18. What was it?

Defense/Foreign Affairs/Military/Iraq	31
CIA Operative Scandal	10
Health Care/Prescription Drugs/Medicare	7
Tax/Reform/Cuts	6
Do Not Call List/Telemarketers	6
Terrorism/9-11	5
Arguing/Fighting/Partisan Relations	5
Bush Mention	4
Opposition to Bush Judicial Nominees	4
Energy Issues	4
Economy/Employment	4
Environment/Pollution/Oil	3
Deficit Spending/Budget	3
California Governor Race	3
Support the President	2
Upcoming Election Issues	2
Debating Bush's Decision to go to War	1
WMD in Iraq/Uranium	1
Education	1
Abortion/Moral Issues	1
Social Security	1
Don't Remember	17
Other	14
DK/Refused	1

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

1. More Favorable	33
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- | | |
|---|----|
| 2. Less Favorable | 40 |
| 3. No Difference (DO NOT READ) | 27 |
20. 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 21) | 38 |
| 2. No (GO TO QUESTION 23) | 56 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 23) | 6 |
21. What was it?
- | | |
|---|----|
| Foreign Affairs/Iraq | 17 |
| CIA Operative Scandal | 13 |
| Health Care/Prescription Drugs/Medicare | 11 |
| Complaining/Attacking Bush | 10 |
| Elections/Running for President | 10 |
| Arguing/Partisanship | 9 |
| Debating Bush's Decision to go to War | 8 |
| Economy/Unemployment | 7 |
| Opposition to Judicial Nominees | 4 |
| Education | 4 |
| Taxes | 3 |
| Terrorism/9-11/CIA/FBI | 3 |
| Social Security | 3 |
| Do Not Call List/Telemarketers | 3 |
| Hillary Clinton | 2 |
| Election in California | 2 |
| Obstruction of Republican Bills | 2 |
| Energy | 1 |
| Environment | 1 |
| Trying to Pass Bills | 1 |
| Don't Remember | 7 |
| Other | 9 |
| DK/Refused | 4 |
22. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?
- | | |
|---|----|
| 1. More Favorable | 38 |
| 2. Less Favorable | 43 |
| 3. No Difference (DO NOT READ) | 19 |
23. 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 | 42 |
| 2. Undecided | 7 |
| 3. Democrat | 45 |
| 4. DK/Refused (DO NOT READ) | 6 |

24. Do you think it is acceptable or not acceptable to have a pro-life nominee to the Supreme Court? **(ROTATE)**

- | | |
|------------------------------------|-----------|
| 1. Acceptable | 57 |
| 2. Not acceptable | 29 |
| 3. DK/Refused (DO NOT READ) | 14 |

25. Senate Democrats have threatened to filibuster a number of proposals that Senate Republicans and the President have offered. Do you think that they oppose Republican proposals because **(ROTATE)** Democrats deliberately block Republican proposals for partisan reasons or because Democrats truly have better solutions of their own to bring to the table?

- | | |
|--|-----------|
| 1. Deliberately blocked Republican proposals | 50 |
| 2. Democrats have better solutions | 32 |
| 3. DK/Refused (DO NOT READ) | 18 |

26. As a result of what you have seen, read or heard about the recent Democratic presidential debates, are you more favorable or less favorable toward Democratic presidential candidates?

- | | |
|------------------------------------|-----------|
| 1. More favorable | 43 |
| 2. Less favorable | 40 |
| 3. DK/Refused (DO NOT READ) | 18 |