



THE WINSTON GROUP

NEW MODELS NATIONAL BRAND SURVEY
April 28-29, 2004
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 | 42 |
| 2. Don't Know/Refused (DO NOT READ) | 8 |
| 3. Wrong Track | 50 |

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) | 3 |
| 3. Disapprove | 46 |

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
3. Republicans in the US Senate	52	40
4. Democrats in the US Senate	51	40
5. Patriot Act	43	26

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

- What is your first choice?
- What is your second choice?

FIRST CHOICE

- | | |
|-----------------------------------|-----------|
| 1. Education | 10 |
| 2. Social Security | 7 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 10 |
| 5. Health Care/Prescription Drugs | 9 |
| 6. The Economy | 22 |

7. Jobs	8
8. Taxes	4
9. Crime and Safety	1
10. Environment	2
11. National Defense/Foreign Affairs	13
12. National Debt	3
13. Corporate Accountability	1
14. Civil Rights	2
15. Fiscal Responsibility	5
16. Other (SPECIFY)	3
17. Don't Know/Refused (DO NOT READ)	2

SECOND CHOICE

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

Which party do you have more confidence in to handle the issue of (**ROTATE LIST BELOW**), (**ROTATE**) the Republican Party or the Democratic Party?

	Rep	Dem
7. Education	37	53
8. Social Security	36	52
9. Retirement and Investments	43	47
10. Health Care/Prescription Drugs	33	55
11. The economy	44	50
12. Jobs	39	53
13. Taxes	46	46
14. National Defense/Foreign Affairs/Terrorism	52	39
15. Fiscal Responsibility	42	46

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**) **40**
- 2. No (**GO TO QUESTION 19**) **58**
- 3. DK/Refused (**DO NOT READ – GO TO QUESTION 19**) **2**

17. What was it?

- Defense/Foreign Affairs/Terrorism/Iraq **37**
- Taxes **11**
- Economy/Employment **8**
- Health Care/RX **7**
- Arguing/Fighting/Partisanship **7**
- Election/Campaigns **5**
- Deficit/Budget **5**
- Patriot Act/Guantanamo/POWs **5**
- Social Security **4**
- Abortion/Moral **4**
- Environment/Oil **4**
- Bush Mention **3**
- Gay Marriage **2**
- Education **2**
- Kerry's Military Record **1**
- Debating Bush Decision to Go to War **1**
- Kerry Mention **1**
- Support the President **1**
- Illegal Immigration **1**
- Trying to Pass Bills **1**
- Debate over Judicial Nominees **1**
- Crime and Safety **1**
- Don't Remember **15**
- Other **6**
- Don't Know/Refused **4**

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

- 1. More Favorable **40**
- 2. Less Favorable **45**
- 3. No Difference (**DO NOT READ**) **15**

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**) **37**
- 2. No (**GO TO QUESTION 22**) **62**
- 3. DK/Refused (**DO NOT READ – GO TO QUESTION 22**) **1**

20. What was it?

- Complaining/Attacking Bush **14**
- Elections/Running for President **14**
- Debating Bush's Decision to Go to War **10**

Foreign Affairs/Iraq	10
Health Care/RX	9
Economy/Unemployment	9
Terrorism/9-11/CIA/FBI	8
Arguing/Fighting/Partisanship	7
Taxes	6
Education	4
Abortion/Moral	3
Obstruction of Republican Bills	3
Opposition to Judicial Nominees	2
Social Security	2
Budget/Deficit	2
Trying to Pass Bills	2
Gay Marriage	1
Environment	1
Hillary Clinton	1
Corruption/Cleaning Up After Clinton	1
Faith Based/Religion	1
Don't Remember	11
Other	9
Don't Know/Refused	7

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

1. More Favorable	44
2. Less Favorable	45
3. No Difference (DO NOT READ)	11

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	5
3. Democrat	50
4. DK/Refused (DO NOT READ)	3

23. In the US Senate, a filibuster protects a minority party's rights by blocking the majority with only 41 votes. In other words, 41 senators may defeat the effort of 59 senators using the filibuster. Who do you agree with more? **(ROTATE)**

1. Republicans say Democrats are using the filibuster to block bills in order to win back control of Congress and the White House	43
2. Democrats say Republicans control majorities in the Congress and White House and Republicans have the responsibility to pass bills	40
3. DK/Refused (DO NOT READ)	17

Turning to the economy...

24. Have you seen, read or heard anything about new jobs being created?

- 1. Yes **57**
- 2. No **43**
- 3. DK/Refused (**DO NOT READ**) **1**

Turning to the subject of Iraq,

25. Do you favor or oppose giving more control of Iraq to the United Nations?

- 1. Favor **58**
- 2. Oppose **38**
- 3. DK/Refused (**DO NOT READ**) **4**

26. If you knew that this would mean that US troops have to serve under UN authority rather than a US command only, would you favor or oppose giving more control of Iraq to the United Nations?

- 1. Favor **40**
- 2. Oppose **54**
- 3. DK/Refused (**DO NOT READ**) **6**

Which party do you have more confidence in to handle the value of (**ROTATE LIST BELOW**), (**ROTATE**) the Republican Party or the Democratic Party?

	Rep	Dem
27. Security	52	40
28. Freedom	46	46
29. Opportunity	43	49
30. Compassion	36	55