



THE WINSTON GROUP

NEW MODELS NATIONAL BRAND SURVEY
May 18-19, 2004
N=1,000 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?

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| 1. Right Direction | 36 |
| 2. Don't Know/Refused (DO NOT READ) | 8 |
| 3. Wrong Track | 56 |

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

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| 1. Approve | 46 |
| 2. Don't Know/Refused (DO NOT READ) | 5 |
| 3. Disapprove | 49 |

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 Congress	50	42
4. Democrats in Congress	49	43

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

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|--------------------------------------|-----------|
| 1. Education | 9 |
| 2. Social Security/Retirement | 8 |
| 3. Terrorism | 7 |
| 4. Health Care/Prescription Drugs | 9 |
| 5. The Economy | 20 |
| 6. Jobs | 6 |
| 7. Taxes | 4 |
| 8. Crime and Safety | 2 |
| 9. Environment | 2 |
| 10. National Defense/Foreign Affairs | 14 |
| 11. National Debt | 3 |
| 12. Corporate Accountability | 1 |
| 13. Energy | 1 |
| 14. Fiscal Responsibility | 6 |

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| 15. Other (SPECIFY) | 5 |
| 16. 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?

	<u>Democratic Party</u>	<u>Republican Party</u>
6. Education	53	38
7. Social Security	52	37
8. Health Care/Prescription Drugs	52	35
9. Economy/Jobs	49	43
10. Taxes	44	48
11. National Deficit	49	39
12. National Defense/Foreign Affairs/Terrorism	39	52

(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?

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| 1. Yes (GO TO QUESTION 14) | 41 |
| 2. No (GO TO QUESTION 16) | 58 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 16) | 1 |

14. What was it?

- | | |
|--|-----------|
| 1. National Defense/Foreign Affairs/Military/War with Iraq | 48 |
| 2. Terrorism/September 11 | 13 |
| 3. Healthcare/Prescription Drug/Medicare | 9 |
| 4. Economy/Employment | 8 |
| 5. Taxes/Reform/Tax Cuts | 7 |
| 6. George Bush mention | 6 |
| 7. Arguing/Fighting/Partisan relations | 5 |
| 8. Support the President | 5 |
| 9. Gay marriage | 4 |
| 10. Education Issues | 3 |
| 11. Environment/Pollution/Oil | 3 |
| 12. Upcoming Election Issues/current campaigns | 3 |
| 13. Trying to Pass Bills/start programs | 2 |
| 14. Deficit Spending/Budget Deficit | 2 |
| 15. Donald Rumsfeld mention (general) | 1 |
| 16. Enron/Corporate Accountability/Inspection | 1 |
| 17. Opposition to Bush judicial nominees/judicial appointments | 1 |
| 18. John Kerry mention | 1 |
| 19. Social Security | 1 |
| 20. Energy Issues | 1 |
| 21. High gas/oil prices | 1 |
| 22. Gun Control | 1 |
| 23. Read or heard something/don't remember | 9 |
| 24. Other | 5 |
| 25. DK/Refused | 2 |

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

- 1. More Favorable 39
- 2. Less Favorable 44
- 3. No Difference **(DO NOT READ)** 17

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)** 40
- 2. No **(GO TO QUESTION 19)** 59
- 3. DK/Refused **(DO NOT READ – GO TO QUESTION 19)** 1

17. What was it?

- 1. Foreign Affairs/War with Iraq 34
- 2. Complaining/attacking President Bush 10
- 3. Healthcare/Prescription Drug/Medicare/Patients Bill of Rights 9
- 4. Terrorism/September 11/CIA/FBI 9
- 5. The economy/unemployment 6
- 6. John Kerry mention (general) 6
- 7. Education related 5
- 8. Arguing/Fighting/Partisan issues 5
- 9. Elections/issues/Democrats running for President 4
- 10. Gas/oil prices 4
- 11. Gay marriage/gay issues 3
- 12. Social Security 3
- 13. Budget/Deficit 3
- 14. Debating Bush's decision to go to war 2
- 15. Taxes 2
- 16. Democrats' opposition to Bush's judicial nominees 2
- 17. Democrats' obstruction of Republican bills 1
- 18. Trying to pass bills 1
- 19. Gun control 1
- 20. Environment 1
- 21. Crime and safety 1
- 22. Enron/Corporate Accountability 1
- 23. Hillary Clinton mention 1
- 24. Energy/energy bill 1
- 25. Corruption/scandal/cleaning up after Clinton 1
- 26. Abortion/moral issues 1
- 27. Tom Daschle mention 1
- 28. Illegal aliens/immigration issues --
- 29. Read or heard something/don't remember 8
- 30. Other 7
- 31. DK/Refused 1

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

- 1. More Favorable 40
- 2. Less Favorable 46
- 3. No Difference **(DO NOT READ)** 14

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	41
2. Lean Republican	3
3. Undecided	7
4. Lean Democrat	2
5. Democrat	45
6. DK/Refused (DO NOT READ)	1
TOTAL Republican	44
TOTAL Democrat	47

20. If the elections were held today for President and the candidates are George W. Bush as the Republican nominee and John Kerry as the Democrat nominee, would you be more likely to vote for **(ROTATE)** George W. Bush - the Republican candidate, or John Kerry – the Democrat candidate? **(IF UNDECIDED ASK)** would you be leaning toward George W. Bush – the Republican candidate, or John Kerry – the Democrat candidate?

1. Bush	46
2. Lean Bush	1
3. Undecided	5
4. Lean Kerry	2
5. Kerry	44
6. DK/Refused (DO NOT READ)	2
TOTAL Bush	47
TOTAL Kerry	46

Turning to the subject of Iraq...

21. Do you agree or disagree with the following statement:

The war in Iraq is part of the war on terrorism.

1. Agree	61
2. Disagree	37
3. DK/Refused (DO NOT READ)	2

22. With regard to the behavior of prison guards in the photos from the Iraqi prison, which statement do you agree with more? **(ROTATE)**

1. The soldiers were simply following orders from their superiors and this reflects a problem with the military leadership.	38
2. These were unfortunate isolated incidents and are not characteristic of the way our soldiers treat prisoners.	52
3. DK/Refused (DO NOT READ)	10

23. Do you agree or disagree with the following statement?

The incidents of prisoner abuse in the Iraqi prison were unfortunate and should be dealt with, but we should not lose sight of the larger goal which is rooting out terrorism and establishing a democracy in Iraq.

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|--------------------------------------|-----------|
| 1. Agree | 78 |
| 2. Disagree | 18 |
| 3. DK/Refused (DO NOT READ) | 4 |

Turning to a different topic –

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

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|--|-----------|
| 1. The Democrat who says we need a fair and balanced energy policy that lowers prices and protects the environment. The Republican energy bill is simply a payoff to the oil and gas companies who are Republican campaign contributors. | 45 |
| 2. The Republican who says we need a balanced and comprehensive energy policy that makes America less dependent on foreign oil and expands safe exploration here at home to lower gas prices and utility bills. It is time for Senate Democrats to stop blocking legislation and allow the Senate to vote on an energy bill. | 49 |
| 3. DK/Refused (DO NOT READ) | 5 |