



THE WINSTON GROUP

NEW MODELS SENATE NATIONAL BRAND SURVEY
January 26-27, 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 | 45 |
| 2. Don't Know/Refused (DO NOT READ) | 10 |
| 3. Wrong Track | 45 |

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

- | | |
|--|----|
| 1. Approve | 51 |
| 2. Don't Know/Refused (DO NOT READ) | 4 |
| 3. Disapprove | 45 |

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	49	41
4. Democrats in the US Senate	49	41

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 | 6 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 5 |
| 5. Health Care | 10 |
| 6. Prescription Drugs | 3 |
| 7. The Economy | 22 |
| 8. Jobs | 7 |
| 9. Taxes | 3 |
| 10. Crime and Safety | 1 |
| 11. Environment | 1 |
| 12. National Defense/Foreign Affairs | 11 |
| 13. National Debt | 2 |

- 14. Corporate Accountability **1**
- 15. Civil Rights **2**
- 16. Fiscal Responsibility **6**
- 17. Other (**SPECIFY**) **4**
- 18. Don't Know/Refused (**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?

	Republican	Democrat
6. Education	37	50
7. Social Security	33	50
8. Retirement and Investments	44	43
9. Health Care/Prescription Drugs	31	53
10. The economy	44	45
11. Jobs	38	51
12. Taxes	45	44
13. National Defense/Foreign Affairs/Terrorism	52	37

(ROTATE 14-16 WITH 17-19)

14. 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 15**) **34**
- 2. No (**GO TO QUESTION 17**) **63**
- 3. DK/Refused (**DO NOT READ – GO TO QUESTION 17**) **3**

15. What was it?

Health Care/RX/Medicare	25
Defense/Terrorism/Terrorism	17
Taxes/Reform/Cuts	12
Deficit	8
Economy/Unemployment	6
Trying to pass bills/start programs	5
Social Security	5
Upcoming Election/Campaigns	5
Immigration	4
Education	3
State of the Union	3
Bush	3
Support the President	3
Arguing/Fighting/Partisanship	2
Uranium in Africa/State of the Union	2
Abortion/Moral	2
Space Exploration	1
CIA Operative Scandal	1
Environment/Pollution	1
Debate over Bush's Judicial Nominees	1
Debating Bush's Decision to Go To War	1
Don't Remember	13
Other	8

Don't Know **2**

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

- 1. More Favorable **33**
- 2. Less Favorable **51**
- 3. No Difference **(DO NOT READ)** **16**

17. 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 18)** **34**
- 2. No **(GO TO QUESTION 20)** **64**
- 3. DK/Refused **(DO NOT READ – GO TO QUESTION 20)** **2**

18. What was it?

- Elections/Running for President **19**
- Health Care/RX **16**
- Foreign Affairs/Iraq/Terrorism **11**
- Complaining/Attacking Bush **9**
- Obstruction of Republican Bills **7**
- Economy/Unemployment **7**
- Taxes **5**
- Arguing/Partisanship **5**
- Opposition to Judicial Nominees **4**
- WMD/Uranium in Africa **4**
- Social Security **3**
- Trying to Pass Bills **3**
- Education **2**
- Debating Bush's Decision to Go To War **2**
- Environment **1**
- Hillary Clinton **1**
- Immigration **1**
- Abortion/Moral **1**
- Gay Marriage **1**
- Don't Remember **11**
- Other **9**
- Don't Know **3**

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

- 1. More Favorable **39**
- 2. Less Favorable **41**
- 3. No Difference **(DO NOT READ)** **20**

20. 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 **9**
- 3. Democrat **46**
- 4. DK/Refused (**DO NOT READ**) **3**

21. I am going to read a list of several values to you. (**ROTATE**)

- o Ensure that all Americans have the same rights, freedoms and opportunities, regardless of their background, race, and ethnicity.
- o To be left alone to make the best decisions for myself and my family.
- o Knowing that I and my property are safe from the threat of criminals or terrorists.
- o Knowing that the government is managing the economy to protect it from instability.
- o Ensuring that my job is safe and that I'll be able to provide for my family.
- o Being a better parent
- o Ensuring that the truly needy are cared for
- o Protecting America from moral decay
- o Making sure that kids will get the education they need
- o Getting the quality of health care that I and my family need
- o Ensuring that my retirement savings will be there when I need it
- o Protecting basic freedoms from government intrusion
- o Putting progress over partisanship
- o Making sure that America continues to be a world leader

While many of these may be important, which one is most important to you?

- 1. Ensure that all Americans have the same rights, freedoms and opportunities **14**
- 2. Making sure that kids will get the education they need **13**
- 3. Protecting America from moral decay **11**
- 4. Getting the quality of health care that I and my family need **11**
- 5. Ensuring that my job is safe and that I'll be able to provide for my family. **10**
- 6. Protecting basic freedoms from government intrusion **8**
- 7. Knowing that I and my property are safe from the threat of criminals or terrorists. **5**
- 8. To be left alone to make the best decisions for myself and my family. **5**
- 9. Ensuring that my retirement savings will be there when I need it **5**
- 10. Being a better parent **4**
- 11. Ensuring that the truly needy are cared for **3**
- 12. Making sure that America continues to be a world leader **3**
- 13. Don't Know **7**

22. Which party do you have more confidence in to handle your most important value? (**ROTATE**)

- 1. The Republican Party **41**
- 2. The Democratic Party **47**
- 3. Both (**DO NOT READ**) **2**
- 4. Neither (**DO NOT READ**) **6**
- 5. DK/Refused (**DO NOT READ**) **3**

Now turning to a different topic...

23. What are the two main sources of your news about national issues such as politics, Iraq, the economy, education, and health care? **(DO NOT READ – ALLOW THEM TO VOLUNTEER A RESPONSE AND CODE AS FOLLOWS)**

1. ABC News	10
2. NBC News	10
3. CBS News	6
4. Local TV news	25
5. CNN News	19
6. MSNBC/CNBC News	4
7. Fox News	16
8. CSpan	1
9. Daily newspaper	48
10. News magazines such as Time, US News, and Newsweek	5
11. Opinion magazines like Weekly Standard	0
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	7
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	3
14. Opinion websites like Drudge Report or slate.com	0
15. National Public Radio	7
16. Religious radio shows	1
17. Talk radio like Rush Limbaugh	4
18. General radio news station	4
19. Public television news shows like McNeil Lehrer	1
20. Comedy Shows like the Daily Show with Jon Stewart	0
21. Late Night TV Shows like Jay Leno	1
22. Morning TV shows like Today, Good Morning America	1
23. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball	1
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	0
25. Other	10
26. DK/Refused	2

24. What kind of magazine or publication do you read most often? **(ROTATE)**

1. Beauty/Entertainment/Celebrities	5
2. Sports/Hobbies/Recreation	14
3. Business/Industry/Technology	11
4. General News/Global Affairs	27
5. Home and Garden	10
6. Food/Nutrition/Health	7
7. Travel/Transportation	2
8. Ethnic and Minority Focused	1
9. Other	12
10. DK/Refused (DO NOT READ)	12

25. What kind of radio station do you listen to the most? **(ROTATE)**

1. News/public affairs/talk radio	29
2. Country	13
3. Rock/Alternative	10
4. Contemporary/pop	6
5. Easy listening/jazz	7
6. R & B/Rap	4
7. Oldies	8
8. Christian	11
9. Hispanic/Foreign Language	1
10. Other	7
11. DK/Refused (DO NOT READ)	5

26. How often do you read a newspaper? **(ROTATE)**

1. Every day	56
2. A couple of times of a week	19
3. Once a week	11
4. A couple of times a month	5
5. Once a month or less	4
6. Never	4
7. DK/Refused (DO NOT READ)	0

27. What Internet sites do you visit most frequently? **(ROTATE)**

1. News	19
2. Entertainment	5
3. Health and Medical	3
4. Weather and Travel	8
5. Sports	6
6. Education and Research	11
7. Financial	7
8. Retail	4
9. Don't Access the Internet	31
10. DK/Refused (DO NOT READ)	7