



THE WINSTON GROUP

NEW MODELS SENATE NATIONAL BRAND SURVEY AGGREGATES
October 17-20, 2004
N=1200RV

1. Did you register to vote **(ROTATE)**

- | | |
|------------------------------------|----|
| 1. Since January 1, 2004 | 10 |
| 2. Before January 1, 2004 | 89 |
| 3. DK/Refused (DO NOT READ) | 1 |

2. 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 | 43 |
| 2. Don't Know/Refused (DO NOT READ) | 8 |
| 3. Wrong Track | 50 |

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

- | | |
|--------------------------------------------|----|
| 1. Approve | 49 |
| 2. Don't Know/Refused (DO NOT READ) | 3 |
| 3. Disapprove | 48 |

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	Name ID
4. Republicans in the US Senate	48	42	100
5. Democrats in the US Senate	49	39	100
6. John Kerry	50	46	100
7. George W. Bush	51	47	100

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

- | | |
|-----------------------------------|----|
| 1. Education | 8 |
| 2. Social Security | 7 |
| 3. Retirement and Investments | 1 |
| 4. Terrorism | 11 |
| 5. Health Care/Prescription Drugs | 9 |
| 6. The Economy | 18 |
| 7. Jobs | 5 |

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

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/Democratic
9. Education	41/50
10. Social Security	40/51
11. Retirement and Investments	44/44
12. Health Care/Prescription Drugs	37/53
13. The economy	45/48
14. Jobs	43/51
15. Taxes	50/41
16. National Defense/Foreign Affairs/Terrorism	52/41
17. Fiscal Responsibility	44/47
18. War in Iraq	49/43

(ROTATE 19-21 WITH 22-24)

19. 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 20)	38
2. No (GO TO QUESTION 22)	60
3. DK/Refused (DO NOT READ – GO TO QUESTION 22)	2

20. What was it?

National Defense/Foreign Affairs/Military/Iraq	18
Taxes/Reform/Tax Cuts	13
Upcoming Election Issues/Current Campaigns	13
Health Care/Prescription Drugs/Medicare	9
Economy/Employment/New Overtime Bill	8
The Debate	7
Trying to Pass Bills/Start Programs	5
Gay Marriage/Constitutional Amendment	5
Social Security	4
Terrorism/Sept 11/ 9-11 Commission	3
Education Issues	3
Gun Control/Bill to Ban Assault Weapons	3
Arguing/Fighting/Partisan Relations/Congressional Inefficiency	3
Another Draft	2
Support the President	2
George Bush Mention (Positive)	2
Abortion/Moral Issues	2

John Kerry Mention	2
George Bush Mention (Negative)	1
Environment/Pollution/Oil	1
Crime and Safety	1
Deficit Spending/Budget Deficit/Budget Problems	1
Opposition to Bush Judicial Nominees/Appointments	1
Debating Bush's Decision to go to War	1
Recent Hurricane in Florida	1
Stem Cell Research	1
WMD in Iraq/Uranium in Africa/State of the Union Mistake	-
John Kerry's Military Record	-
Handover of Power in Iraq	-
Tobacco	-
Religion	-
Enron/Corporate Accountability/Inspection	-
High Gas/Oil Prices	-
Read or Heard Something/Don't Remember	14
Other	7
Don't Know/Refused	4
21. Did it make you more favorable or less favorable to U.S. Senate Republican candidates?	
1. More Favorable	41
2. Less Favorable	44
3. No Difference (DO NOT READ)	15
22. 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 23)	32
2. No (GO TO QUESTION 25)	65
3. DK/Refused (DO NOT READ – GO TO QUESTION 25)	2
23. What was it?	
Health Care/Prescription Drugs/Medicare/Patients Bill of Rights	15
Elections/Issues/Democrats Running for President	10
Foreign Affairs/War with Iraq/National Security	10
The Economy/Unemployment/Overtime Bill	8
Taxes	8
Social Security	7
The Debate	6
Complaints About/Attacking President Bush	6
John Kerry Campaign Mention (General)	6
Education Related	4
Abortion/Moral Issues/Stem Cell Research	3
Another Draft	3
Gay Marriage/Gay Issues/Marriage Amendment	3
Terrorism/September 11/September 11 th Commission	3
Gun Control/Bill to Ban Assault Rifles	2
Budget/Deficit	2
Arguing/Fighting/Partisan Issues	2
Environment	2
Democrats' Obstruction of Republican Bills	2

Democrats' Opposition to Bush Judicial Nominees	1
Trying to Pass Bills	1
Crime and Safety	1
John Edwards Mention (General)	1
Debating Bush's Decision to Go to War	1
George Bush Mention	1
Stem Cell Research/Cloning	1
Faith Based Initiative/Religion	1
Job Outsourcing	-
Illegal Aliens/Immigration Issues	-
Congress is on a Recess	-
Read or Heard Something /Don't Remember	15
Other	9
Don't Know/Refused	3

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

1. More Favorable	43
2. Less Favorable	40
3. No Difference (DO NOT READ)	17

25. 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. Lean Republican	3
3. Undecided	5
4. Lean Democrat	2
5. Democrat	46
6. DK/Refused (DO NOT READ)	2

TOTAL Republican	44
TOTAL Democrat	48

26. 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 (GO TO Q27)	47
2. Lean Bush (GO TO Q27)	1
3. Undecided (GO TO Q29)	2
4. Lean Kerry (GO TO Q28)	2
5. Kerry (GO TO Q28)	48
6. DK/Refused (DO NOT READ – GO TO Q29)	1

TOTAL Bush	48
TOTAL Kerry	49

AMONG BUSH/LEAN BUSH FROM Q26

27. By supporting George Bush, are you **(ROTATE)** voting for George Bush or voting against John Kerry?

- | | |
|-----------------------------------------------|-----------|
| 1. For George Bush (GO TO 29) | 82 |
| 2. Against John Kerry (GO TO 29) | 14 |
| 3. DK/Refused (DO NOT READ – GO TO 29) | 3 |

AMONG KERRY/LEAN KERRY FROM Q26

28. By supporting John Kerry, are you **(ROTATE)** voting for John Kerry or voting against George Bush?

- | | |
|-----------------------------------------------|-----------|
| 1. For John Kerry (GO TO 29) | 58 |
| 2. Against George Bush (GO TO 29) | 37 |
| 3. DK/Refused (DO NOT READ – GO TO 29) | 5 |

RESUME WITH ALL

29. Did you watch the presidential debate last Wednesday night?

- | | |
|------------------------------------|-----------|
| 1. Yes | 75 |
| 2. No | 25 |
| 3. DK/Refused (DO NOT READ) | - |

30. Based on what you saw, read or heard about the debates, are you more favorable to voting for **(ROTATE)** John Kerry or George Bush, or did the debate have no impact?

- | | |
|------------------------------------|-----------|
| 1. John Kerry | 33 |
| 2. George Bush | 20 |
| 3. Had no impact | 45 |
| 4. DK/Refused (DO NOT READ) | 2 |

31. Generally speaking, would you say the economy is headed in the right direction, or is it seriously headed off on the wrong track?

- | | |
|--------------------------------------------|-----------|
| 1. Right Direction | 45 |
| 2. Don't Know/Refused (DO NOT READ) | 6 |
| 3. Wrong Track | 49 |

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

- | | |
|------------------------------------|-----------|
| 1. Yes | 56 |
| 2. No | 43 |
| 3. DK/Refused (DO NOT READ) | 1 |

I am going to read a series of statements to you. Please tell me whether you believe or do not believe each statement.

33. The war in Iraq is part of the war on terror.

- | | |
|------------------------------------|-----------|
| 1. Believe | 59 |
| 2. Do not believe | 38 |
| 3. DK/Refused (DO NOT READ) | 2 |

34. John Kerry will not raise taxes on the middle class.

- | | |
|--------------------------------------|----|
| 1. Believe | 30 |
| 2. Do not believe | 65 |
| 3. DK/Refused (DO NOT READ) | 6 |

35. It was inappropriate for John Kerry to bring up Dick Cheney's daughter in the presidential debate.

- | | |
|--------------------------------------|----|
| 1. Believe | 59 |
| 2. Do not believe | 35 |
| 3. DK/Refused (DO NOT READ) | 6 |

36. Iraq had nothing to do with terrorists.

- | | |
|--------------------------------------|----|
| 1. Believe | 32 |
| 2. Do not believe | 64 |
| 3. DK/Refused (DO NOT READ) | 4 |

37. John Kerry will not be able to pay for the programs he is proposing without raising taxes on people like me.

- | | |
|--------------------------------------|----|
| 1. Believe | 60 |
| 2. Do not believe | 33 |
| 3. DK/Refused (DO NOT READ) | 7 |

38. Would you be more favorable or less favorable to a Senate candidate who made the following statement, or would the statement have no impact?

We need to pass medical liability reform immediately so that doctors are not forced to reduce critical services, such as delivering babies and emergency room care.

- | | |
|--------------------------------------|----|
| 1. More favorable | 55 |
| 2. Less favorable | 14 |
| 3. Have no impact | 24 |
| 4. DK/Refused (DO NOT READ) | 7 |

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

39. 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	20
5. CNN News	22
6. MSNBC/CNBC News	3
7. Fox News	16
8. CSpan	-
9. Daily newspaper	50
10. News magazines such as Time, US News, and Newsweek	7
11. Opinion magazines like Weekly Standard	1
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	5
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	8
16. Religious radio shows	1
17. Talk radio like Rush Limbaugh	3
18. General radio news station	5
19. Public television news shows like McNeil Lehrer	1
20. Comedy Shows like the Daily Show with Jon Stewart	-
21. Late Night TV Shows like Jay Leno	-
22. Morning TV shows like Today, Good Morning America	-
23. Political Talk Shows on cable, such as CNN’s Crossfire and MSNBC’s Hardball	-
24. Sunday News Shows such as NBC’s Meet the Press and ABC’s This Week	-
25. Other	10
26. DK/Refused	2

40. 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

41. 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
42. Have you already voted by absentee ballot or early voting?	
1. Yes	10
2. No	89
3. DK/Refused (DO NOT READ)	1
Gender: (BY OBSERVATION)	
1. Male	48
2. Female	52