



THE WINSTON GROUP

NEW MODELS NATIONAL BRAND SURVEY
June 23-24, 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 | 43 |
| 2. Don't Know/Refused (DO NOT READ) | 7 |
| 3. Wrong Track | 49 |

2. 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 | 47 |

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	50	40
4. Democrats in the US Senate	55	35
5. George W. Bush	52	47
6. John Kerry	43	45
7. Bill Clinton	50	47

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	10
2. Social Security	8
3. Retirement and Investments	1
4. Terrorism	11
5. Health Care/Prescription Drugs	10
6. The Economy	17
7. Jobs	7
8. Taxes	3
9. Crime and Safety	2
10. Environment	2
11. National Defense/Foreign Affairs	12
12. National Debt	3
13. Corporate Accountability	1
14. Civil Rights	2
15. Fiscal Responsibility	4
16. Other (SPECIFY)	4
17. 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?

	Repub. Party	Dem. Party	DK/Refused
9. Education	36	54	11
10. Social Security	36	53	11
11. Retirement and Investments	44	45	11
12. Health Care/Prescription Drugs	33	56	12
13. The economy	46	47	7
14. Jobs	42	50	8
15. Taxes	48	43	9
16. National Defense/Foreign Affairs/Terrorism	52	39	9
17. Fiscal Responsibility	44	45	11
18. War in Iraq	49	41	11

(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)	36
2. No (GO TO QUESTION 22)	62
3. DK/Refused (DO NOT READ – GO TO QUESTION 22)	1

20. What was it?

National Defense / Foreign Affairs / War with Iraq	23
Terrorism / September 11 / 9/11 Commission	11
Economy / Employment	9

Health Care / Prescription Drugs / Medicare	9
Arguing / Fighting / Partisan Relations / Congressional Inefficiency	8
Taxes / Reform / Tax Cuts	6
Gay Marriage / Constitutional Amendment	5
John Kerry Mention	5
Upcoming Election Issues / Current Campaigns	5
Trying to Pass Bills / Start Programs	5
Iraq Prisoner Abuse	4
George Bush Mention	4
Deficit Spending / Budget Deficit / Budget Problems	3
Education Issues	3
Debating Bush's Decision to Go to War	3
Beheading of Prisoners / Kidnapping in Iraq	2
Social Security	2
Handover of Power in Iraq	2
Enron / Corporate Accountability / Inspection	1
Support the President	1
Opposition to Bush Judicial Nominees / Judicial Appointments	1
Environment / Pollution / Oil	1
Other	3
Don't Know / Refused	13

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

1. More Favorable	40
2. Less Favorable	44
3. No Difference (DO NOT READ)	16

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)	31
2. No (GO TO QUESTION 25)	67
3. DK/Refused (DO NOT READ – GO TO QUESTION 25)	2

23. What was it?

Foreign Affairs / War with Iraq	25
Health Care / Prescription Drugs / Medicare / Patients Bill of Rights	12
John Kerry Mention (General)	10
Terrorism / September 11 / CIA/FBI	7
The Economy / Unemployment	7
Arguing / Fighting / Partisan Issues	7
Taxes	4
Gay Marriage / Gay Issues	4
Complaining / Attacking President Bush	4
Elections / Issues / Democrats Running for President	4
Education Related	4
Trying to Pass Bills	3
Social Security	2
Debating Bush's Decision to Go to War	2
Budget / Deficit	2
Democrats Opposition to Bush Judicial Nominees	2
Democrat's Obstruction of Republican Bills	1

Hillary Clinton Mention	1
Gas / Oil Prices	1
Environment	1
Corruption / Scandal / Cleaning Up After Clinton	1
Read or Heard Something / Don't Remember	14
Other	8
Don't Know / Refused	5
24. Did it make you more favorable or less favorable to U.S. Senate Democratic candidates?	
1. More Favorable	41
2. Less Favorable	41
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. Undecided	7
3. Democrat	49
4. DK/Refused (DO NOT READ)	2
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	46
2. Lean Bush	2
3. Undecided	3
4. Lean Kerry	3
5. Kerry	44
6. DK/Refused (DO NOT READ)	2
TOTAL BUSH	48
TOTAL KERRY	47
27. If the elections were held today for President and the candidates are George W. Bush as the Republican nominee, John Kerry as the Democrat nominee, and Ralph Nader running as an independent candidate, would you be more likely to vote for (ROTATE) George W. Bush - the Republican candidate, John Kerry – the Democrat candidate, or Ralph Nader – the independent candidate? (IF UNDECIDED ASK) would you be leaning toward George W. Bush – the Republican candidate, John Kerry – the Democrat candidate, or Ralph Nader –the independent candidate?	
1. Bush	45
2. Lean Bush	1
3. Undecided	2
4. Lean Kerry	2
5. Kerry	43
6. Lean Nader	1

7. Nader	5
8. DK/Refused (DO NOT READ)	1
TOTAL BUSH	46
TOTAL KERRY	45
TOTAL NADER	6
28. 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	54
2. Don't Know/Refused (DO NOT READ)	4
3. Wrong Track	41
29. Have you seen, read or heard anything about new jobs being created?	
1. Yes	68
2. No	32
3. DK/Refused (DO NOT READ)	--
Turning to the subject of prescription drugs –	
30. Have you seen, read or heard anything about the new Medicare prescription drug discount card?	
1. Yes	79
2. No	20
3. DK/Refused (DO NOT READ)	--
31. Based on what you know about the Medicare discount drug card, do you have a favorable or unfavorable reaction to it?	
1. Favorable	39
2. Unfavorable	40
3. DK/Refused (DO NOT READ)	22
32. Based on what you have heard so far, do you think that signing up for the Medicare discount drug card is (ROTATE)	
1. Relatively easy	30
2. Too difficult	35
3. DK/Refused (DO NOT READ)	34
33. Which statement comes closer to your view about prescription drugs? (ROTATE)	
1. I would buy and use only FDA approved prescription drugs.	75
2. I would buy and use prescription drugs that are not approved by the FDA.	21
3. DK/Refused (DO NOT READ)	4

34. Congress is considering allowing the importation of drugs from other countries. Do you think that Congress should consider allowing importation of drugs **(ROTATE)**

- | | |
|---|-----------|
| 1. Only from Western nations like Canada | 66 |
| 2. From any country, like Pakistan, Greece or India | 20 |
| 3. DK/Refused (DO NOT READ) | 14 |

Turning to a different topic...

35. Do you favor or oppose gay marriage?

- | | |
|------------------------------------|-----------|
| 1. Favor | 27 |
| 2. Oppose | 58 |
| 3. DK/Refused (DO NOT READ) | 15 |

36. Do you favor or oppose a constitutional amendment that defines marriage as a union between a man and woman?

- | | |
|------------------------------------|-----------|
| 1. Favor | 57 |
| 2. Oppose | 38 |
| 3. DK/Refused (DO NOT READ) | 6 |

37. Do you favor or oppose a constitutional amendment that bans gay marriage?

- | | |
|------------------------------------|-----------|
| 1. Favor | 40 |
| 2. Oppose | 53 |
| 3. DK/Refused (DO NOT READ) | 7 |

38. 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 |

39. 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 |