



THE WINSTON GROUP

NEW MODELS NATIONAL BRAND SURVEY

January 6, 2003

N=1000RV

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	40
2. Don't Know/Refused (DO NOT READ)	14
3. Wrong Track	46

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

1. Approve	58
2. Don't Know/Refused (DO NOT READ)	6
3. Disapprove	36

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)**

	Fav	Unfav	Never heard of
3. Republicans in the Senate	57	33	10
4. Democrats in the Senate	54	37	10

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	9
2. Social Security/Retirement	9
3. Terrorism	6
4. Health Care/Prescription Drugs	10
5. The Economy	24
6. Jobs	7
7. Taxes	5
8. Crime and Safety	1
9. Environment	3
10. National Defense/Foreign Affairs	13
11. National Debt	2
12. Corporate Accountability	2
13. Other (SPECIFY)	2

14. Don't Know/Refused (**DO 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?

	Rep	Dem
6. Education	39	45
7. Social Security	35	49
8. Retirement and Investments	43	40
9. Health Care/Prescription Drugs	34	49
10. The economy	45	41
11. Jobs	40	45
12. Taxes	47	40
13. National Defense/Foreign Affairs/Terrorism	58	27

(ROTATE 15-17 WITH 18-20)

14. In the last couple of weeks, have you seen, heard or read anything that Senate Republicans were doing?

1. Yes (GO TO QUESTION 16)	45
2. No (GO TO QUESTION 18)	53
3. DK/Refused (DO NOT READ – GO TO QUESTION 18)	2

15. What was it?

1. National Defense/Foreign Affairs/Military/War with Iraq/Korea	25
2. December controversy	24
3. Taxes/Reform/Cuts/Bill	24
4. Economy/Employment/Budget	18
5. Terrorism/September 11	8
6. George Bush mention	8
7. Health care/Prescription Drugs/Medicare	7
8. Trying to pass bills/start legislation	3
9. Arguing/Fighting/Partisan relations	2
10. Social security	2
11. Education related	2
12. Upcoming election issues/Current campaigns	1
13. Racial relations	1
14. Read or heard something/Don't remember	5
15. Other	8
16. DK/Refused	3

16. Did it make you more likely or less likely to vote for Senate Republican candidates?

1. More Likely	36
2. Less Likely	34
3. No Difference (DO NOT READ)	30

17. In the last couple of weeks have you seen, heard or read anything that Senate Democrats were doing?

- | | |
|--|----|
| 1. Yes (GO TO QUESTION 19) | 35 |
| 2. No (GO TO QUESTION 21) | 62 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 21) | 2 |
18. What was it?
- | | |
|--|----|
| 1. The Economy/Unemployment | 26 |
| 2. December controversy | 21 |
| 3. Taxes | 18 |
| 4. Foreign Affairs/War with Iraq | 18 |
| 5. Elections/Issues/Running for President | 17 |
| 6. Terrorism/September 11/CIA/FBI | 11 |
| 7. Arguing/Fighting/Partisan Issues | 10 |
| 8. Health care/Prescription drugs/Medicare/Patients Bill of Rights | 8 |
| 9. Democrats opposition to Bush judicial nominees | 4 |
| 10. Social security | 2 |
| 11. Education related | 2 |
| 12. Environment/Arctic drilling | 1 |
| 13. Read or Heard something/Don't remember | 5 |
| 14. Other | 10 |
| 15. DK/Refused | 1 |
19. Did it make you more likely or less likely to vote for Senate Democratic candidates?
- | | |
|---|----|
| 1. More Likely | 37 |
| 2. Less Likely | 39 |
| 3. No Difference (DO NOT READ) | 24 |
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 | 44 |
| 2. Undecided | 9 |
| 3. Democrat | 43 |
| 4. DK/Refused (DO NOT READ) | 4 |
21. As you know, the country is experiencing a general economic downturn, which was made worse by the terrorist attack last year. As a result, the federal government is currently in deficit spending. How long is it acceptable for the federal government to continue in deficit spending?
- | | |
|--|----|
| 1. Deficit spending is not acceptable (DO NOT READ) | 29 |
| 2. 1-5 years | 40 |
| 3. 6-10 years | 7 |
| 4. More than 10 years | 3 |
| 5. It is not important that we are deficit spending | 9 |

6. DK/Refused (**DO NOT READ**) **13**
22. President Bush recently made a proposal to eliminate the taxes individuals pay on stock dividends. Which of the following two statements do you agree with more? (**ROTATE**)
- 1. Democrats say that this would benefit only the wealthiest taxpayers. **47**
 - 2. Republicans say this will improve the value of stocks, which will increase the value of 401Ks, pension funds, IRAs and other retirement savings. **45**
 - 3. DK/Refused (**DO NOT READ**) **8**
23. Which of the following approaches to coverage for prescription drugs in the Medicare program do you prefer? (**ROTATE**)
- 1. A targeted benefit for seniors without drug coverage who are most in need **18**
 - 2. A universal benefit for all seniors **33**
 - 3. Medicare needs to be strengthened and improved which should include a prescription drug benefit **42**
 - 4. DK/Refused (**DO NOT READ**) **6**

I am going to read to you a list of values. You will likely find all of these values to be important, but please try and decide which values are most important. For each I would like to you to rate them on a scale of 1 to 10, with 1 being "somewhat important to you" and 10 being "extremely important." (**ROTATE LIST BELOW**)

- 24. Opportunity **8.00**
- 25. Personal Security and Safety **8.60**
- 26. Compassion **7.91**
- 27. Personal Responsibility **8.94**
- 28. Financial Security **8.42**
- 29. Fairness **8.46**

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 |
|----------------------------------|------------|------------|
| 30. Opportunity | 40 | 46 |
| 31. Personal Security and Safety | 56 | 30 |
| 32. Compassion | 33 | 52 |
| 33. Personal Responsibility | 47 | 36 |
| 34. Financial Security | 47 | 41 |
| 35. Fairness | 36 | 47 |

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

36. In what year were you born?
- 1. 18-34 **19**
 - 2. 35-44 **20**
 - 3. 45-54 **22**

4. 55-64	16
5. 65+	20
6. Refused	1
37. 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
38. If you had to classify yourself, would you say you are (ROTATE) liberal, moderate, or conservative in your political beliefs?	
1. Liberal	19
2. Moderate	46
3. Conservative	33
4. DK/Refused (DO NOT READ)	2
39. Are you, or your spouse, currently investing in any stocks and/or mutual funds or do you, or your spouse, have a pension, IRA, 401-K or any sort of retirement savings plan?	
1. Yes	75
2. No	23
3. DK/Refused (DO NOT READ)	2
40. Are there children in your household under the age of 18 years old?	
1. Yes	34
2. No	65
3. DK/Refused (DO NOT READ)	1
41. What is your current marital status?	
1. Single, never married	17
2. Married	63
3. Separated	2
4. Divorced	9
5. Widowed	8
6. DK/Refused (DO NOT READ)	1
42. What is the annual income of your household before taxes? Is it...	
1. Less than 15K	9
2. 15K-30K	15
3. 30K-50K	19
4. 50K-75K	20
5. 75K-100K	11
6. Over 100K	9

7. DK/Refused (DO NOT READ)	17
43. Are you or any person in your household a member of a union?	
1. Yes, I am a member.	11
2. Yes, I am a member and someone in my household is a member.	2
3. Yes, someone in my household is a member.	5
4. No	81
5. DK/Refused (DO NOT READ)	1
44. What is your religion?	
1. Evangelical/Fundamentalist Protestant	9
2. Mainline Protestant	18
3. Catholic	27
4. Jewish	2
5. Mormon	1
6. Atheist/ Agnostic	2
7. Other	31
8. DK/Refused (DO NOT READ)	8
45. (IF ANSWERED 1 – 5) How often do you attend religious services? Would you say... (READ – ROTATE TOP TO BOTTOM, BOTTOM TO TOP)	
1. Once a week, or more	51
2. At least once a month, but not every week	20
3. Seldom, like only on Holidays	24
4. Never	4
5. Don't Know/Refused (DO NOT READ)	1
46. What is your race?	
1. Hispanic	3
2. African-American	7
3. Asiatic	1
4. White	83
5. Other (SPECIFY)	2
6. DK/Refused (DO NOT READ)	4
Gender: (BY OBSERVATION)	
1. Male	48
2. Female	52
What type of area do you live in? (TAKEN FROM SAMPLE)	
1. Urban	24
2. Suburban	49
3. Rural	27
Region: (Region taken from sample information)	

1. Northeast	20
2. South	32
3. Midwest	26
4. Plains/Mountains	16
5. West Coast	5