



THE WINSTON GROUP

NEW MODELS NATIONAL BRAND SURVEY

April 23-24, 2003

N=1,000RV

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	55
2. Don't Know/Refused (DO NOT READ)	12
3. Wrong Track	34

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

1. Approve	62
2. Don't Know/Refused (DO NOT READ)	6
3. Disapprove	32

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	55	35
4. Democrats in Congress	44	44

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/Retirement	9
3. Terrorism	5
4. Health Care/Prescription Drugs	9
5. The Economy	25
6. Jobs	6
7. Taxes	4
8. Crime and Safety	3
9. Environment	3
10. National Defense/Foreign Affairs	8
11. National Debt	4
12. Campaign Finance	0
13. Corporate Accountability	1
14. Other (SPECIFY)	6
15. 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?

	<u>Democratic</u> <u>Party</u>	<u>Republican</u> <u>Party</u>
6. Education	49	35
7. Social Security	45	37
8. Health Care/Prescription Drugs	48	33
9. Economy/Jobs	43	42
10. Taxes	39	46
11. National Debt	44	38
12. National Defense/Foreign Affairs/Terrorism	26	58

(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?

1. Yes (GO TO QUESTION 14)	37
2. No (GO TO QUESTION 16)	58
3. DK/Refused (DO NOT READ – GO TO QUESTION 16)	5

14. What was it?

Tax Cuts/Economy/Budget	48
War with Iraq/Support Bush	29
General Negative Comments	6
Education	3
National Defense/Homeland Security/Foreign Policy	3
Prescription Drugs/Health Care	3
TV Mention	3
Changing Leadership/Judge/Trent Lott	3

Terrorism	3
Democrat Mention	3
Newspaper Mention	3
General Positive Comment	2
Environment/Pollution	2
United Nations	1
Unemployment	1
Saw/Read/Heard Something/Can't Remember	8
Other	10
Don't Know/Refused	1

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

1. More Favorable	41
2. Less Favorable	38
3. No Difference (DO NOT READ)	22

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)	32
2. No (GO TO QUESTION 19)	65
3. DK/Refused (DO NOT READ – GO TO QUESTION 19)	4

17. What was it?

Against Tax Cuts/Taxes/Economy	34
War with Iraq/Against It	16
Opposition to Republicans/Bush	15
Health Care/Prescription Drugs	12
General Negative	7
Lieberman/Candidates Running for Office	7
National Security/Foreign Policy/Terrorism	4
Education	4
Environment	2
Daschle	2
Assistance for Unemployed/Low Income	2
TV Mention	2
Abortion	1
Saw/Read/Heard Something/Can't Remember	10
Other	10
Don't Know/Refused	1

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

1. More Favorable	34
2. Less Favorable	49
3. No Difference (DO NOT READ)	17

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 | 44 |
| 2. Democrat | 43 |
| 3. Undecided | 11 |
| 4. DK/Refused (DO NOT READ) | 3 |

20. As part of a plan to add a prescription drug benefit for Medicare, Congress is considering a proposal to limit Medicare prescription drug benefits for seniors with higher incomes. While all seniors would be entitled to help with prescription drug costs, seniors above a certain income threshold would have a more limited benefit for catastrophic costs. Do you favor or oppose this proposal?

- | | |
|--|----|
| 1. Favor (GO TO QUESTION 21) | 56 |
| 2. Oppose (GO TO QUESTION 22) | 30 |
| 3. DK/Refused (DO NOT READ – GO TO QUESTION 22) | 14 |

21. What do you think is an appropriate household income level at which Medicare prescription drug benefits become limited? **(DO NOT READ OPTIONS – ALLOW THEM TO VOLUNTEER A RESPONSE AND CODE AS FOLLOWS – PLEASE KEEP A RECORD OF THE ACTUAL NUMBER AS WELL SO WE CAN SEE MEAN AND MODE)**

- | | |
|------------------------------------|----|
| 1. Less than \$25,000 | 6 |
| 2. \$25,000-39,999 | 10 |
| 3. \$40,000-49,000 | 7 |
| 4. \$50,000-59,000 | 15 |
| 5. \$60,000-69,999 | 6 |
| 6. \$70,000-79,999 | 7 |
| 7. \$80,000-99,999 | 4 |
| 8. \$100,000 or more | 17 |
| 9. DK/Refused (DO NOT READ) | 28 |

22. I am going to read you statements from two fictitious Members of Congress. Please tell me which one you agree with more. **(ROTATE)**

Congressman A says that \$350 billion in tax cuts is a reasonably-sized economic stimulus package that can create jobs and opportunities without ballooning budget deficits.

Congressman B says that a tax cut package of \$550 billion is the amount that President Bush has asked for to create the maximum number of jobs and stimulate the economy. We owe it to American workers to do whatever it takes to put people back to work as soon as possible.

- | | |
|--|----|
| 1. Congressman A, who supports a \$350 billion tax cut | 43 |
| 2. Congressman B, who supports a \$550 billion tax cut | 46 |
| 3. DK/Refused (DO NOT READ) | 11 |

In thinking about the following characteristics and qualities, please say whether you think it applies or does not apply to President Bush: **(QUESTIONS 23-24)**

23. Cares about the needs of people like you

- | | |
|------------------------------------|-----------|
| 1. Applies | 57 |
| 2. Does not apply | 39 |
| 3. DK/Refused (DO NOT READ) | 3 |

24. Is a strong and decisive leader

- | | |
|------------------------------------|-----------|
| 1. Applies | 75 |
| 2. Does not apply | 21 |
| 3. DK/Refused (DO NOT READ) | 4 |

Turning to a different topic –

25. Which of the following statements comes closest to your view? **(ROTATE)**

Americans should have the right to sue for any amount so that unethical behavior from individuals or corporations can be punished.

Or

Americans should have the right to sue, but damages need to be capped to keep lawsuits from getting out of control.

- | | |
|---|-----------|
| 1. Right to sue for any amount | 21 |
| 2. Right to sue but with capped damages | 72 |
| 3. DK/Refused (DO NOT READ) | 7 |

26. Would you be more likely or less likely to vote for a candidate who supports tort reform?

- | | |
|------------------------------------|-----------|
| 1. More Likely | 47 |
| 2. Less Likely | 17 |
| 3. DK/Refused (DO NOT READ) | 37 |

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

27. In what year were you born?

1. 18-34	21
2. 35-44	18
3. 45-54	20
4. 55-64	16
5. 65+	21
6. Refused	3

28. 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

29. 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

30. Are there children in your household under the age of 18 years old?

1. Yes	32
2. No	67
3. DK/Refused (DO NOT READ)	1

31. What is your current marital status?

1. Single, never married	22
2. Married	58
3. Separated	1
4. Divorced	9
5. Widowed	8
6. DK/Refused (DO NOT READ)	2

32. What is the annual income of your household before taxes? Is it...

1. Less than 15K	9
2. 15K-30K	12
3. 30K-50K	19
4. 50K-75K	18
5. 75K-100K	12
6. Over 100K	10
7. DK/Refused (DO NOT READ)	20

33. What is your religion?

1. Evangelical/Fundamentalist Protestant	6
2. Mainline Protestant	14
3. Catholic	24
4. Jewish	2
5. Mormon	2
6. Atheist/ Agnostic	3
7. Other	37
8. DK/Refused (DO NOT READ)	12

34. What is your race?

1. Hispanic	5
2. African-American	7
3. Asiatic	1
4. White	80
5. Other (SPECIFY)	3
6. DK/Refused (DO NOT READ)	4

Gender: (**BY OBSERVATION**)

1. Male	48
2. Female	52

Region: (**Region taken from sample information**)

1. Northeast	19
2. South	27
3. Midwest	21
4. Plains/Mountains	17
5. West Coast	16

What type of area do you live in? (**TAKEN FROM SAMPLE**)

1. Urban	28
2. Suburban	51
3. Rural	21