



THE WINSTON GROUP

**NEW MODELS NATIONAL BRAND SURVEY
1000 Registered Voters
July 1-2, 2003**

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?

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| 1. Right Direction | 46 |
| 2. Don't Know/Refused (DO NOT READ) | 14 |
| 3. Wrong Track | 40 |

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

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|--|-----------|
| 1. Approve | 57 |
| 2. Don't Know/Refused (DO NOT READ) | 6 |
| 3. Disapprove | 37 |

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)**

	Name ID	Favorable	Unfavorable
3. Republicans in Congress		51	38
4. Democrats in Congress		46	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	13
2. Social Security/Retirement	10
3. Terrorism	4
4. Health Care/Prescription Drugs	11
5. The Economy	22
6. Jobs	6
7. Taxes	4
8. Crime and Safety	2
9. Environment	2
10. National Defense/Foreign Affairs	11
11. National Debt	3
12. Campaign Finance	0
13. Corporate Accountability	2
14. Other (SPECIFY)	3
15. Don't Know/Refused (DO NOT READ)	6

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 Party</u>	<u>Republican Party</u>
6. Education	49	37
7. Social Security	51	37
8. Health Care/Prescription Drugs	49	36
9. Economy/Jobs	46	43
10. Taxes	41	48
11. National Debt	47	39
12. National Defense/Foreign Affairs/Terrorism	31	57
13. Homeland Security	31	55

(ROTATE 14-16 WITH 17-19)

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

1. Yes (GO TO QUESTION 15)	39
2. No (GO TO QUESTION 17)	58
3. DK/Refused (DO NOT READ – GO TO QUESTION 17)	3

15. What was it?

Prescription Drugs/Health Care/Medicare	36
Tax Cuts	21
National Defense/Homeland Security/Foreign Policy/War with Iraq	12
Terrorism	10
Economy/Employment/Budget	8
Education	4
Social Security	3
Overtime/Workweek Issues	3
Abortion/Moral Issues	2
Gay Marriage/Gay Issues	2
Arguing/Fighting/Partisan relations	1
Environment/Pollution	1
Saw/Read/Heard Something/Can't Remember	15
Other	9
Don't Know/Refused	1

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

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

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

1. Yes (GO TO QUESTION 18)	29
2. No (GO TO QUESTION 20)	67
3. DK/Refused (DO NOT READ – GO TO QUESTION 20)	4

18. What was it?

Prescription Drugs/Health Care/Medicare	25
National Defense/Homeland Security/Foreign Policy/War with Iraq	10
Tax Cuts	10
Elections/Presidential Candidates	9
Opposing Bush	6
Democrats opposition to Judges	5
Social Security	5
Budget/Spending	5
The Economy/Unemployment	4
Arguing/Fighting/Partisan relations	3
Education	3
Terrorism/CIA	3
Redefining Congressional Districts	2
Democrats doing a poor job	2
Overtime/Workweek Issues	2
Gay Marriage/Gay Issues	2
Environment/Pollution	2
Abortion/Moral Issues	2
Thurmond Died	2
Saw/Read/Heard Something/Can't Remember	15
Other	13
Don't Know/Refused	2

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

1. More Favorable	35
2. Less Favorable	46
3. No Difference (DO NOT READ)	19

20. 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	42
2. Democrat	43
3. Undecided	10
4. DK/Refused (DO NOT READ)	5

21. Some Members of Congress believe that only tax payers are entitled to tax relief and that the child tax credit should not be extended to lower income families who don't pay federal income taxes. Which statement do you agree with more? **(ROTATE)**

Poor families deserve all the help they can get, even if they don't pay federal income taxes.

Or

Tax relief should only apply to those who pay taxes. Otherwise this is just a government welfare program.

- | | |
|--|-----------|
| 1. Poor families deserve all the help they can get | 45 |
| 2. Tax relief should only apply to those who pay taxes | 48 |
| 3. DK/Refused (DO NOT READ) | 7 |

22. Who do you believe is doing the most to help improve the economic situation? **(ROTATE)**

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|------------------------------------|-----------|
| 1. President Bush | 22 |
| 2. Republicans in Congress | 13 |
| 3. Democrats in Congress | 19 |
| 4. Alan Greenspan | 22 |
| 5. Your governor | 7 |
| 6. Other (DO NOT READ) | 3 |
| 7. DK/Refused (DO NOT READ) | 14 |

23. Would you favor or oppose a 5 cent per gallon tax increase on gasoline to improve state highway systems?

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|------------------------------------|-----------|
| 1. Favor | 32 |
| 2. Oppose | 65 |
| 3. DK/Refused (DO NOT READ) | 3 |

24. Experts think that there will be natural gas shortages later this year, resulting in higher home heating costs this winter. It is possible that home utility bills could double. To address this problem, which of the following would you prefer? **(ROTATE)**

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|--|-----------|
| 1. Easing environmental restrictions on coal in order to increase the use of coal for heating instead of natural gas | 16 |
| 2. Exploring for new sources of natural gas on federal lands | 50 |
| 3. Paying more for heating homes rather than doing anything that might harm the environment | 22 |
| 4. None of these (DO NOT READ) | 8 |
| 5. DK/Refused (DO NOT READ) | 4 |

25. Please tell me which of the following approaches to prescription drug coverage you prefer. **(ROTATE)**

The Republican plan which will provide prescription drug coverage for all Medicare recipients, but seniors will now be able to choose the benefits package that best fits their needs. They can choose to receive their drug benefit through traditional, government-run Medicare or enroll in a preferred provider organization with comprehensive coverage that includes catastrophic costs and help for low income seniors.

Or

The Democrat plan which lowers prescription drug costs for all Americans and provides the same prescription drug coverage for all Medicare recipients. Beneficiaries will not be forced into an HMO or other private insurer to get the medicine they need.

- | | |
|------------------------------------|-----------|
| 1. Republican plan | 37 |
| 2. Democrat plan | 51 |
| 3. Neither (DO NOT READ) | 7 |
| 4. DK/Refused (DO NOT READ) | 5 |

26. Who do you agree with more? **(ROTATE)**

The Republican who says that we need a prescription drug plan that not only provides drug coverage for seniors, but also modernizes and strengthens Medicare so that Medicare will be there in years to come. The \$1 trillion Democrat plan does nothing to keep Medicare from going bankrupt.

Or

The Democrat who says we need a Medicare prescription drug plan that covers all seniors and brings down the cost of prescription drugs. The Republican plan forces seniors into big HMOs and does nothing to lower the cost of prescription drugs.

- | | |
|------------------------------------|-----------|
| 1. Republican | 42 |
| 2. Democrat | 44 |
| 3. Neither (DO NOT READ) | 8 |
| 4. DK/Refused (DO NOT READ) | 5 |

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	22
4. 55-64	16
5. 65+	22
6. Refused	2

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	35
2. No	67
3. DK/Refused (DO NOT READ)	1

31. What is your current marital status?

1. Single, never married	20
2. Married	60
3. Separated	1
4. Divorced	10
5. Widowed	9
6. DK/Refused (DO NOT READ)	1

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

1. Less than 15K	9
2. 15K-30K	16
3. 30K-50K	19
4. 50K-75K	17
5. 75K-100K	11
6. Over 100K	11
7. DK/Refused (DO NOT READ)	27

33. What is your religion?

1. Evangelical/Fundamentalist Protestant	7
2. Mainline Protestant	15
3. Catholic	26
4. Jewish	1
5. Mormon	2
6. Atheist/ Agnostic	2
7. Other	37
8. DK/Refused (DO NOT READ)	10

34. What is your race?

1. Hispanic	5
2. African-American	9
3. Asiatic	1
4. White	81
5. Other (SPECIFY)	1
6. DK/Refused (DO NOT READ)	3

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	18
5. West Coast	16

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

1. Urban	25
2. Suburban	51
3. Rural	24