



THE WINSTON GROUP

## NEW MODELS JULY NATIONAL BRAND SURVEY

July 23-24, 2003

1000 RV

Margin of Error +/- 3.1

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	45
2. Don't Know/Refused ( <b>DO NOT READ</b> )	11
3. Wrong Track	43

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

1. Approve	54
2. Don't Know/Refused ( <b>DO NOT READ</b> )	5
3. Disapprove	40

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	53	38
4. Democrats in the US Senate	50	39

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	11
2. Social Security	8
3. Retirement and Investments	2
4. Terrorism	4
5. Health Care	8
6. Prescription Drugs	4
7. The Economy	23
8. Jobs	8
9. Taxes	5
10. Crime and Safety	2
11. Environment	3

12. National Defense/Foreign Affairs	<b>9</b>
13. National Debt	<b>2</b>
14. Corporate Accountability	<b>1</b>
15. Civil Rights	<b>2</b>
16. Other ( <b>SPECIFY</b> )	<b>4</b>
17. Don't Know/Refused ( <b>DO NOT READ</b> )	<b>3</b>

Which party do you have more confidence in to handle the issue of (**ROTATE LIST BELOW**), (**ROTATE**) the Republican Party or the Democratic Party?

	<b>Rep</b>	<b>Dem</b>
6. Education	<b>38</b>	<b>51</b>
7. Social Security	<b>35</b>	<b>51</b>
8. Retirement and Investments	<b>44</b>	<b>43</b>
9. Health Care/Prescription Drugs	<b>35</b>	<b>49</b>
10. The economy	<b>42</b>	<b>47</b>
11. Jobs	<b>39</b>	<b>50</b>
12. Taxes	<b>45</b>	<b>45</b>
13. National Defense/Foreign Affairs/Terrorism	<b>55</b>	<b>34</b>

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

1. Yes	<b>34</b>
2. No	<b>63</b>

15. What was it?

Health Care/Prescription Drugs	<b>24</b>
Defense/Foreign Affairs/Military/Iraq	<b>15</b>
Taxes/Reform/Tax Cuts	<b>13</b>
Terrorism/9-11	<b>8</b>
Economy/Unemployment	<b>7</b>
WMD in Iraq/Uranium in Africa/State of the Union	<b>6</b>
Debating Bush's Decision to Go to War	<b>6</b>
Opposition to Judicial Nominees	<b>6</b>
Arguing/Fighting/Partisanship	<b>5</b>
Support the President	<b>5</b>
Education	<b>3</b>
Trying to Pass Bills	<b>3</b>
Death of Hussein's Sons	<b>2</b>
Deficit Spending/Budget Deficit	<b>2</b>
Social Security	<b>2</b>
Liberia	<b>2</b>
Abortion/Moral	<b>2</b>
Bush Mention	<b>1</b>
Gun Control	<b>1</b>
Environment/Pollution/Oil	<b>1</b>
Don't Remember	<b>11</b>
Other	<b>12</b>
DK/Refused	<b>2</b>

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

- |   |    |
|---|----|
| 1. More Favorable                       | 35 |
| 2. Less Favorable                       | 43 |
| 3. No Difference ( <b>DO NOT READ</b> ) | 22 |

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

- |        |    |
|--------|----|
| 1. Yes | 35 |
| 2. No  | 63 |

18. What was it?

- |  |    |
|--|----|
| Health care/Prescription Drugs                   | 14 |
| Foreign Affairs/Iraq                             | 14 |
| WMD in Iraq/Uranium in Africa/State of the Union | 13 |
| Complaining/Attacking President Bush             | 10 |
| Arguing/Fighting/Partisanship                    | 8  |
| Opposition to Judicial Nominees                  | 8  |
| Debating Bush's Decision to Go to War            | 7  |
| Taxes  | 7  |
| Economy/Unemployment                             | 7  |
| Elections/Running for President                  | 4  |
| Terrorism/9-11/CIA/FBI                           | 4  |
| Education  | 3  |
| Obstruction of Republican Bills                  | 3  |
| Trying to Pass Bills                             | 2  |
| Social Security                                  | 1  |
| Liberia  | 1  |
| Environment                                      | 1  |
| Death of Hussein's Sons                          | 1  |
| Race Relations                                   | 1  |
| Abortion/Moral                                   | 1  |
| Don't Remember                                   | 7  |
| Other  | 11 |
| DK/Refused                                       | 2  |

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

- |   |    |
|---|----|
| 1. More Favorable                       | 42 |
| 2. Less Favorable                       | 42 |
| 3. No Difference ( <b>DO NOT READ</b> ) | 16 |

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	<b>43</b>
2. Undecided	<b>10</b>
3. Democrat	<b>47</b>

21. Regardless of what your top voting issue is, what should be the top priority for your Senator? **(ROTATE)**

1. Education	<b>14</b>
2. Social Security	<b>5</b>
3. Retirement and Investments	<b>1</b>
4. Terrorism	<b>4</b>
5. Health Care	<b>8</b>
6. Prescription Drugs	<b>2</b>
7. The Economy	<b>23</b>
8. Jobs	<b>12</b>
9. Taxes	<b>5</b>
10. Crime and Safety	<b>2</b>
11. Environment	<b>2</b>
12. National Defense/Foreign Affairs	<b>8</b>
13. National Debt	<b>3</b>
14. Corporate Accountability	<b>1</b>
15. Civil Rights	<b>1</b>
16. Another state or local issue <b>(SPECIFY)</b>	<b>1</b>
17. Other <b>(SPECIFY)</b>	<b>5</b>
18. Don't Know/Refused <b>(DO NOT READ)</b>	<b>4</b>

22. In making a judgment about how you personally think the economy is doing, which of the following is most important to you? **(ROTATE)**

1. Economic figures like growth rate, inflation, or interest rates	<b>24</b>
2. What the job situation is like and what the unemployment rate is	<b>60</b>
3. How the stock market is doing	<b>14</b>
4. Don't Know/Refused <b>(DO NOT READ)</b>	<b>2</b>

23. What should Congress do to get the economy on the right track? **(ROTATE)**

1. Restrain government spending	<b>26</b>
2. Pass additional tax cuts for businesses to encourage job creation	<b>14</b>
3. Keep the deficit from getting larger	<b>20</b>
4. Pass additional tax cuts for individuals to stimulate consumer spending	<b>11</b>
5. Hold business leaders accountable for corporate corruption	<b>19</b>
6. DK/Refused <b>(DO NOT READ)</b>	<b>11</b>

24. Which is more important to you when deciding to vote for a candidate for Congress?  
(ROTATE)

- |   |    |
|---|----|
| 1. His or her ability to do things that help people in your Congressional district or state | 46 |
| 2. You agree with his or her positions on major national issues                             | 49 |
| 3. DK/Refused (DO NOT READ)   | 4  |

25. Which statement do you agree with more? (ROTATE)

- |   |    |
|---|----|
| 1. President Bush's No Child Left Behind Act passed in 2001 requires states to make their schools accountable, but states are facing massive budget problems that make it impossible to fulfill those obligations without federal help. This is just an unfunded mandate.   | 37 |
| 2. America's children should not be trapped in the dead end of low-performing schools. The No Child Left Behind Act passed in 2001 gives more federal funding to schools than ever before, but it also raises standards and accountability in schools, provides more information to parents about their child's progress, and provides for teacher testing so that there is a quality teacher in every classroom. | 50 |
| 3. DK/Refused (DO NOT READ)   | 13 |

26. What two items from the following list do you think Congress should address to improve the quality of education in America's schools? (ROTATE) (GET TWO RESPONSES)

- |  |    |
|--|----|
| 1. Increasing funding for schools                  | 25 |
| 2. Smaller class size                              | 28 |
| 3. School construction                             | 3  |
| 4. Teacher training and testing                    | 33 |
| 5. School choice                                   | 9  |
| 6. Annual performance testing of students          | 10 |
| 7. Crime and safety in schools                     | 11 |
| 8. Computers in the classroom                      | 10 |
| 9. Increasing teacher pay                          | 27 |
| 10. Higher academic standards                      | 20 |
| 11. Education savings accounts/Tuition tax credits | 7  |
| 12. Other (SPECIFY)                                | 4  |
| 13. Don't Know/Refused (DO NOT READ)               | 3  |

27. Do you approve or disapprove of the Medicare prescription drug benefit that Congress passed a few weeks ago? **(ROTATE)**

- |                                    |           |
|------------------------------------|-----------|
| 1. Approve                         | <b>36</b> |
| 2. Disapprove                      | <b>25</b> |
| 3. DK/Refused <b>(DO NOT READ)</b> | <b>38</b> |

Turning to a different topic...

28. In light of September 11 and the war on terrorism, how confident are you in the US' intelligence operation? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

- |                                    |           |
|------------------------------------|-----------|
| 1. Very confident                  | <b>23</b> |
| 2. Somewhat confident              | <b>36</b> |
| 3. Neutral                         | <b>13</b> |
| 4. Not very confident              | <b>19</b> |
| 5. Not confident at all            | <b>7</b>  |
| 6. DK/Refused <b>(DO NOT READ)</b> | <b>2</b>  |

<b>TOTAL CONFIDENT</b>	<b>59</b>
<b>TOTAL NOT CONFIDENT</b>	<b>26</b>

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

29. Age

<b>18-34</b>	<b>20</b>
<b>35-44</b>	<b>19</b>
<b>45-54</b>	<b>22</b>
<b>55-64</b>	<b>18</b>
<b>65+</b>	<b>21</b>

30. Generally speaking, do you consider yourself (**ROTATE**) a Republican, a Democrat, an Independent, or something else?

1. Republican	<b>34</b>
2. Democrat	<b>36</b>
3. Independent	<b>26</b>
4. Other	<b>3</b>
5. DK/Refused ( <b>DO NOT READ</b> )	<b>1</b>

31. 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	<b>72</b>
2. No	<b>25</b>
3. DK/Refused ( <b>DO NOT READ</b> )	<b>3</b>

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

1. Yes	<b>34</b>
2. No	<b>66</b>
3. DK/Refused ( <b>DO NOT READ</b> )	<b>1</b>

33. What is your current marital status?

1. Single, never married	<b>18</b>
2. Married	<b>61</b>
3. Separated	<b>2</b>
4. Divorced	<b>10</b>
5. Widowed	<b>8</b>
6. DK/Refused ( <b>DO NOT READ</b> )	<b>1</b>

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

1. Less than 15K	<b>10</b>
2. 15K-30K	<b>15</b>
3. 30K-50K	<b>20</b>
4. 50K-75K	<b>17</b>
5. 75K-100K	<b>12</b>
6. Over 100K	<b>11</b>
7. DK/Refused ( <b>DO NOT READ</b> )	<b>14</b>

35. Are you or any person in your household a member of a union?

- |  |    |
|--|----|
| 1. Yes, I am a member.   | 10 |
| 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 ( <b>DO NOT READ</b> )                           | 1  |

36. What is your religion?

- |  |    |
|--|----|
| 1. Evangelical/Fundamentalist Protestant | 10 |
| 2. Mainline Protestant                   | 17 |
| 3. Catholic                              | 24 |
| 4. Jewish                                | 2  |
| 5. Mormon                                | 2  |
| 6. Atheist/ Agnostic                     | 3  |
| 7. Other                                 | 31 |
| 8. DK/Refused ( <b>DO NOT READ</b> )     | 10 |

37. (**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                      | 46 |
| 2. At least once a month, but not every week | 22 |
| 3. Seldom, like only on Holidays             | 25 |
| 4. Never                                     | 6  |
| 5. Don't Know/Refused ( <b>DO NOT READ</b> ) | 1  |

38. What is your race?

- |                                      |    |
|--------------------------------------|----|
| 1. Hispanic                          | 3  |
| 2. African-American                  | 7  |
| 3. Asiatic                           | 1  |
| 4. White                             | 83 |
| 5. Other ( <b>SPECIFY</b> )          | 3  |
| 6. DK/Refused ( <b>DO NOT READ</b> ) | 4  |

Gender: (**BY OBSERVATION**)

- |           |    |
|-----------|----|
| 1. Male   | 48 |
| 2. Female | 52 |

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

- |             |    |
|-------------|----|
| 1. Urban    | 27 |
| 2. Suburban | 51 |
| 3. Rural    | 22 |

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

- |              |    |
|--------------|----|
| 1. Northeast | 19 |
| 2. South     | 27 |
| 3. Midwest   | 21 |



- 4. Plains/Mountains **17**
- 5. West Coast **16**