



THE WINSTON GROUP

NEW MODELS SENATE APRIL NATIONAL BRAND SURVEY
April 5-6, 2003
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 | 59 |
| 2. Don't Know/Refused (DO NOT READ) | 10 |
| 3. Wrong Track | 32 |

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

- | | |
|--|-----------|
| 1. Approve | 64 |
| 2. Don't Know/Refused (DO NOT READ) | 4 |
| 3. Disapprove | 32 |

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	Name ID
3. Republicans in the US Senate	55	34	
4. Democrats in the US Senate	46	42	
5. Tom Daschle	28	40	85

6. 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	0
4. Terrorism	5
5. Health Care	8
6. Prescription Drugs	3
7. The Economy	24
8. Jobs	5
9. Taxes	5
10. Crime and Safety	1
11. Environment	2
12. National Defense/Foreign Affairs	11
13. National Debt	3
14. Corporate Accountability	2
15. Civil Rights	2
16. Other (SPECIFY)	6
17. Don't Know/Refused (DO NOT READ)	5

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

1. Yes	36
2. No	62

8. What was it?

Defense/Foreign Affairs/Iraq/Korea	50
Taxes/Reform/Cuts/Bill	32
Support the President	12
Trying to Pass Bills/Start Programs	11
Bush Mention	9
Economy/Employment/Budget	6
Health Care/Prescription Drugs/Medicare	4
Arguing/Fighting/Partisan Relations	4
Environment/Drilling/Oil	4
Upcoming Election Issues/Campaigns	3
Education	2
Terrorism/9-11	2
Social Security	2
Abortion/Moral Issues	1
Public Lands	1
Don't Remember	6
Other	6
Don't Know/Refused	4

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

1. More Favorable	46
2. Less Favorable	34
3. No Difference (DO NOT READ)	19

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

- 1. Yes **33**
- 2. No **66**
- 3.

11. What was it?

- Foreign Affairs/Iraq **42**
- Arguing/Fighting/Partisan Issues **29**
- Taxes **27**
- Health Care/Prescription Drugs/Medicare **5**
- Opposition to Judicial Nominees **5**
- Daschle Mention **5**
- Elections/Running for President **4**
- Social Security **3**
- Environment/Arctic Drilling **3**
- Economy/Unemployment **2**
- Crime/Safety **2**
- Trying to Pass Bills **1**
- Racial Relations **1**
- Terrorism/9-11 **1**
- Education **1**
- Don't Remember **4**
- Other **6**
- Don't Know/Refused **6**

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

- 1. More Favorable **36**
- 2. Less Favorable **49**
- 3. No Difference **(DO NOT READ) 15**

13. 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 **43**
- 2. Undecided **10**
- 3. Democrat **43**
- 4. DK/Refused **(DO NOT READ) 3**

14. Given what you have heard about President Bush's economic growth package, do you favor or oppose it?

- 1. Favor **47**
- 2. Oppose **39**
- 3. DK/Refused **(DO NOT READ) 14**

15. What do you think the goal of the economic growth package should be? **(ROTATE)**

- 1. Make my job more secure **6**

- | | |
|---|-----------|
| 2. Create jobs for the unemployed | 35 |
| 3. Put more money back into people's pockets through tax relief | 22 |
| 4. Help increase people's retirement savings | 7 |
| 5. Increase the value of people's stocks, bonds, or mutual funds holdings | 4 |
| 6. Help me pay off my debts and save money | 6 |
| 7. Help small businesses grow | 11 |
| 8. DK/Refused (DO NOT READ) | 8 |
16. What is the best way to increase revenue for the federal government? (**ROTATE**)
- | | |
|---|-----------|
| 1. Raise taxes | 7 |
| 2. Create jobs to create more taxpayers | 88 |
| 3. DK/Refused (DO NOT READ) | 5 |
17. What is more important right now – (**ROTATE**) creating jobs or keeping the deficit smaller?
- | | |
|--------------------------------------|-----------|
| 1. Creating jobs | 77 |
| 2. Keeping the deficit smaller | 17 |
| 3. DK/Refused (DO NOT READ) | 6 |
18. Recently there has been some discussion about eliminating the tax on stock dividends. Do you favor or oppose eliminating this tax?
- | | |
|--------------------------------------|-----------|
| 1. Favor | 49 |
| 2. Oppose | 33 |
| 3. DK/Refused (DO NOT READ) | 17 |
19. If you knew that eliminating the tax on stock dividends would create over 400,000 jobs, would you favor or oppose eliminating this tax?
- | | |
|--------------------------------------|-----------|
| 1. Favor | 77 |
| 2. Oppose | 16 |
| 3. DK/Refused (DO NOT READ) | 8 |
20. If you knew that stockholders are currently paying double tax because the company has already paid taxes on the dividends, would favor or oppose eliminating the dividend tax?
- | | |
|--------------------------------------|-----------|
| 1. Favor | 59 |
| 2. Oppose | 33 |
| 3. DK/Refused (DO NOT READ) | 8 |
21. If you knew that eliminating the tax on stock dividends would cause stock values to go up, would you favor or oppose eliminating this tax?
- | | |
|--------------------------------------|-----------|
| 1. Favor | 64 |
| 2. Oppose | 25 |
| 3. DK/Refused (DO NOT READ) | 11 |
22. If you knew that seniors are not getting the full benefit of their investments for retirement because those investments are being taxed twice, would you favor or oppose eliminating this tax?
- | | |
|----------|-----------|
| 1. Favor | 67 |
|----------|-----------|

- | | |
|--------------------------------------|-----------|
| 2. Oppose | 29 |
| 3. DK/Refused (DO NOT READ) | 5 |
23. If your Senator voted against the President's economic growth package, would you be more favorable or less favorable toward your Senator in the next election?
- | | |
|--------------------------------------|-----------|
| 1. More favorable | 40 |
| 2. Less favorable | 45 |
| 3. DK/Refused (DO NOT READ) | 15 |
24. Do you think that the Senate Democrats have deliberately blocked proposals that Senate Republicans and the President have offered, or do you think that they oppose Republican proposals because Democrats truly have better solutions of their own to bring to the table?
- | | |
|--|-----------|
| 1. Deliberately blocked Republican proposals | 50 |
| 2. Democrats have better solutions | 36 |
| 3. DK/Refused (DO NOT READ) | 14 |
25. (Among Those Who Think They Have Deliberately Blocked Republican Proposals) Do you think that the reason is because (**ROTATE**)
- | | |
|---|-----------|
| 1. Democrats are too influenced by special interest groups such as unions, trial lawyers and Hollywood | 14 |
| 2. Democrats are leftist in their ideology | 9 |
| 3. Democrats just want to regain the majority in Congress | 19 |
| 4. Democrats want voters to think that Republicans can't accomplish anything even though they control both the House and Senate | 13 |
| 5. Democrats are doing everything they can to ruin Bush's chances for re-election | 24 |
| 6. Democrats don't have plans of their own to offer so they simply attack everything that Bush and Republicans offer | 12 |
| 7. DK/Refused (DO NOT READ) | 8 |

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

26. In what year were you born?

18-34	17
35-44	20
45-54	23
55-64	19
65+	19

27. 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

28. 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

29. 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	24
3. DK/Refused (DO NOT READ)	1

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

1. Yes	36
2. No	64
3. DK/Refused (DO NOT READ)	1

31. What is your current marital status?

1. Single, never married	19
2. Married	62
3. Separated	1
4. Divorced	10
5. Widowed	7
6. DK/Refused (DO NOT READ)	1

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

- 1. Less than 15K **10**
- 2. 15K-30K **13**
- 3. 30K-50K **20**
- 4. 50K-75K **18**
- 5. 75K-100K **12**
- 6. Over 100K **12**
- 7. DK/Refused (**DO NOT READ**) **15**

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

- 1. Yes, I am a member. **9**
- 2. Yes, I am a member and someone in my household is a member. **5**
- 3. Yes, someone in my household is a member. **6**
- 4. No **79**
- 5. DK/Refused (**DO NOT READ**) **1**

34. What is your religion?

- 1. Evangelical/Fundamentalist Protestant **8**
- 2. Mainline Protestant **19**
- 3. Catholic **24**
- 4. Jewish **2**
- 5. Mormon **3**
- 6. Atheist/ Agnostic **4**
- 7. Other **31**
- 8. DK/Refused (**DO NOT READ**) **9**

35. (**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 **19**
- 3. Seldom, like only on Holidays **25**
- 4. Never **4**
- 5. Don't Know/Refused (**DO NOT READ**) **1**

36. What is your race?

- 1. Hispanic **81**
- 2. African-American **7**
- 3. Asiatic **5**
- 4. White **1**
- 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 | 27 |
| 2. Suburban | 50 |
| 3. Rural | 23 |

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

- | | |
|---------------------|----|
| 1. Northeast | 19 |
| 2. South | 27 |
| 3. Midwest | 21 |
| 4. Plains/Mountains | 17 |
| 5. West Coast | 15 |