

CBS NEWS/KNOWLEDGE NETWORKS POLL  
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**THE 2003 STATE OF THE UNION ADDRESS**  
January 28, 2003

President George W. Bush's State of the Union Address reassured viewers that he shares their priorities for the nation, convinced them that his tax cut proposals would be good for the economy, and solidified his case for military action against Iraq.

**The case against Iraq**

The speech helped Bush make the case for war against Iraq. Before the speech, support for a military strike was already high among viewers, with two-thirds in favor. After the speech, it climbed to 77% of viewers now favoring military action.

**U.S. MILITARY ACTION TO REMOVE SADDAM HUSSEIN?**

	Among viewers	
	Before speech	After speech
Approve	67%	77%
Disapprove	32	22

Although viewers backed the idea of a military strike, when it comes to the timing of any action, after the speech they were evenly split on whether the U.S. should take action now or give the U.N. inspectors more time.

**WHAT SHOULD U.S. DO NOW WITH IRAQ?**

	Among viewers
Take military action soon	51%
Give U.N. more time	49

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This CBS News Poll was conducted online by Knowledge Networks among a nationwide random sample of 638 State of the Union viewers. 571 of these viewers also responded to questions concerning the Democratic response. This is a scientifically representative poll of viewers' reaction to the speech. Knowledge Networks, a Silicon Valley company, conducted the poll among a sample of adult members of its household panel who said in recent days that they intended to watch the speech. The Knowledge Networks panel is a nationally representative sample given access to the Internet via Web TV. The margin of sampling error could be plus or minus four percentage points for the entire sample of speech watchers.

And while support for action was strong across party lines, it was far stronger among Republicans than Democrats. 94% of Republicans who watched tonight now approve of military action and just one-third of them want to give the U.N. any more time. 67% of Democrats now support action, but over six in ten still want to give the U.N. more time right.

**PARTISAN DIFFERENCES AND WAR WITH IRAQ**

	Among viewers	
	Reps	Dems
Approve of military action	94%	67%
Want to give U.N. more time	33%	62%

**The economy**

Viewers heard President Bush's new tax proposals tonight, which two-thirds believe would be good for the economy. In 2002, 49% of speech watchers thought that the Bush tax cut proposals he announced that year would be good for the economy.

But there were large partisan differences on this as well. An overwhelming number of Republicans think the cuts will be a cure for the economy's ills, while only 43% of Democrats agree.

**DO YOU THINK BUSH TAX PROPOSALS WILL BE...?**

	Among viewers		
	All	Reps	Dems
Good for the economy	66%	89%	43%
Bad for the economy	10	3	19
Will make no difference	24	8	38

Bush reassured viewers about the fate of their future tax bills. Prior to the speech, a majority of viewers believed their taxes were bound to increase in the coming two years. Following the speech, just 27% came away thinking their taxes are going up.

**IN THE NEXT TWO YEARS WILL YOUR TAXES...?**

	Among viewers	
	Before speech	After speech
Increase	54%	27%
Decrease	15	41
Stay the same	30	31

Overall, 81% of viewers now believe that George W. Bush had the same priorities for the nation as they do, a dramatic increase from the 54% who thought so before the speech. In 2001, 71% of people who watched Bush's first address to Congress came away thinking he shared their priorities.

**DOES BUSH HAVE SAME PRIORITIES FOR NATION AS YOU DO?**

	Among viewers	
	Before speech	After speech
Yes	54%	81%
No	46	19

Those who watched the speeches tonight were more Republican than the nation as a whole. Historically, a President's supporters are more likely to watch his speeches. The viewers in this poll were 37% Republican. The latest CBS News Poll of January 22<sup>nd</sup> shows 29% of Americans identify themselves as Republicans.

**SPEECH VIEWERS AND AMERICANS' PARTY AFFILIATION**

	Viewers	All Americans
Republican	37%	29%
Democrat	28	32
Independent	35	39

**The Democrats' response**

Respondents who also watched the Democratic response to the State of the Union believed that Washington Governor Gary Locke and the Democrats did not present a clear alternative to Bush. Only a minority, 46%, said they did. Viewers of Locke's response also did not believe that the Democrat plan would do a better job than Bush's of stimulating the economy, only 42% thought so.

But the speech did find favor among Democrats who watched: 73% of them said Locke presented a clear alternative, and 71% of them said their party's plan was the better one.

**THE DEMOCRATIC PLAN...**

	Among viewers		
	All	Reps	Dems
Presented a clear alternative	46%	21%	73%
Would do a better job stimulating the economy	42%	10%	71%

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**THE STATE OF THE UNION 2003**  
**January 28, 2003**

Q1. Do you think George W. Bush has the same priorities for the country as you have?

	**** SPEECH VIEWERS ****	
	AFTER SPEECH %	BEFORE SPEECH %
Yes	81	54
No	19	46

Q2. Do you think the tax cuts proposed by George W. Bush in his speech tonight will be:

Good for the economy	66
Bad for the economy	10
Won't make much difference	24

Q3. In the next two years, do you think your taxes will:

Increase	27	54
Decrease	41	15
Stay the same	31	30
DK/NA	1	1

Q4. Do you approve or disapprove of the United States taking military action against Iraq to try to remove Saddam Hussein from power?

Approve	77	67
Disapprove	22	32
DK/NA	1	1

Q5. Should the United States take military action against Iraq fairly soon, or should the U.S. wait and give the United Nations and weapons inspectors more time?

Take action fairly soon	51
Give UN inspectors more time	49

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**DEMOCRATIC RESPONSE 2003**  
**January 28, 2003**

Q1. In general, do you think in the speech tonight the Democrats presented a clear alternative to George W. Bush's proposals, or not?

	SPEECH VIEWERS(*)
	AFTER
	SPEECH
	%
Yes	46
No	54

(\*)Slightly less viewers watched both the President's State of the Union and the Democratic Response.

Q2. Whose plan will do a better job stimulating the economy - George W. Bush's or the Democrats?

George W. Bush's	56
The Democrats' plan	42
DK/NA	2

	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Total Speech Viewers	638	
Total Speech Viewers (both speeches)	571	534
Total Republican Viewers	239	231
Total Democratic Viewers	204	173
Total Independent Viewers	195	212