

**Sent:** Tue, 28 Oct 2003 15:52:52 -0500  
**From:** "Besanceney, Brian R." </O=EOP/OU=FIRST ADMINISTRATIVE  
GROUP/CN=RECIPIENTS/CN=BRIAN\_R\_BESANCENEY>

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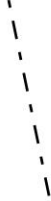
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**Subject:** An Analysis from the WH Office of Strategic Initiatives  
[03.10.28 by the numbers.pdf](#)

## **Americans Overwhelmingly Support Medicare Rx Drug Legislation**

Surveys reveal:

### **Americans overwhelmingly support Medicare Rx drug plan.**

- Americans favor plan by 75% to 20% margin. – ABC/*Washington Post*

\*

### **Approximately three in four voters back plan, regardless of party.**

- After hearing details of plans, voters favor legislation by 74% to 18% margin.
- Ticket-splitters favor legislation by 78% to 14% margin.
- Republicans favor it by 75% to 18% margin.
- Democrats favor it by 71% to 22% margin. – American Viewpoint

\*

### **By 46-point margin, voters more likely to support Member of Congress who backs Medicare Rx drug legislation.**

- By 52% to 6% margin, voters more likely to support Member who votes for Medicare Rx drug plan. – American Viewpoint

\*

### **Medicare Rx drug benefit top-tier issue among seniors.**

- Medicare Rx drug plan nearly ties jobs/economic growth as most important issue in determining how seniors will vote for Congress.

<b>Jobs/Economic Growth</b>	<b>18%</b>
<b>Medicare Rx Drug Benefit</b>	<b>17%</b>



<b>Taxes/Government Spending</b>	<b>11%</b>
<b>Cost/Availability of Health Care</b>	<b>9%</b>

– American Viewpoint

**Sources:** *ABC/Washington Post*, October 9-13, 2003 (N=1,000 Adults);  
*American Viewpoint*, September 2-7, 2003 (N=800 RVs; N=500 Seniors 65+)



# BY THE NUMBERS

From the Office of Strategic Initiatives

October 28, 2003

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