



THE WINSTON GROUP

**NEW MODELS NATIONAL BRAND SURVEY**  
**March 20-21, 2004**  
**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                           | <b>45</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>7</b>  |
| 3. Wrong Track                               | <b>48</b> |

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

- |  |           |
|--|-----------|
| 1. Approve                                   | <b>49</b> |
| 2. Don't Know/Refused ( <b>DO NOT READ</b> ) | <b>4</b>  |
| 3. Disapprove                                | <b>47</b> |

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)**

	<b>Favorable</b>	<b>Unfavorable</b>
3. Republicans in the US Senate	<b>50</b>	<b>40</b>
4. Democrats in the US Senate	<b>52</b>	<b>39</b>

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                         | <b>10</b> |
| 2. Social Security                   | <b>11</b> |
| 3. Retirement and Investments        | <b>1</b>  |
| 4. Terrorism                         | <b>7</b>  |
| 5. Health Care                       | <b>7</b>  |
| 6. Prescription Drugs                | <b>2</b>  |
| 7. The Economy                       | <b>19</b> |
| 8. Jobs                              | <b>8</b>  |
| 9. Taxes                             | <b>3</b>  |
| 10. Crime and Safety                 | <b>1</b>  |
| 11. Environment                      | <b>2</b>  |
| 12. National Defense/Foreign Affairs | <b>10</b> |

13. National Debt	<b>3</b>
14. Corporate Accountability	<b>1</b>
15. Civil Rights	<b>2</b>
16. Fiscal Responsibility	<b>5</b>
17. Other ( <b>SPECIFY</b> )	<b>4</b>
18. 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>52</b>
7. Social Security	<b>39</b>	<b>50</b>
8. Retirement and Investments	<b>43</b>	<b>44</b>
9. Health Care/Prescription Drugs	<b>37</b>	<b>51</b>
10. The economy	<b>44</b>	<b>48</b>
11. Jobs	<b>39</b>	<b>51</b>
12. Taxes	<b>46</b>	<b>45</b>
13. National Defense/Foreign Affairs/Terrorism	<b>53</b>	<b>39</b>
14. Fiscal Responsibility	<b>43</b>	<b>44</b>

**(ROTATE 15-17 WITH 18-20)**

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

1. Yes ( <b>GO TO QUESTION 16</b> )	<b>36</b>
2. No ( <b>GO TO QUESTION 18</b> )	<b>62</b>
3. DK/Refused ( <b>DO NOT READ – GO TO QUESTION 18</b> )	<b>2</b>

16. What was it?

Defense/Foreign Affairs/Iraq	<b>28</b>
Health Care/RX/Medicare	<b>17</b>
Gay Marriage	<b>8</b>
Economy/Jobs	<b>8</b>
Elections/Campaigns	<b>7</b>
Social Security	<b>6</b>
Taxes	<b>5</b>
Deficit/Budget	<b>5</b>
Arguing/Partisanship	<b>5</b>
Trying to Pass Bills	<b>4</b>
Support the President	<b>4</b>
Education	<b>2</b>
Debating War	<b>1</b>
Abortion/Moral	<b>1</b>
WMD	<b>1</b>
Environment/Oil	<b>1</b>
Debate Over Judicial Nominees	<b>1</b>
Bush	<b>1</b>
Illegal Immigration	<b>1</b>
Don't Remember	<b>18</b>
Other	<b>6</b>

DK/Refused 2

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

- 1. More Favorable 44
- 2. Less Favorable 45
- 3. No Difference **(DO NOT READ)** 11

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

- 1. Yes **(GO TO QUESTION 19)** 33
- 2. No **(GO TO QUESTION 21)** 65
- 3. DK/Refused **(DO NOT READ – GO TO QUESTION 21)** 2

19. What was it?

- Health Care/RX 16
- Foreign Affairs/Terrorism/Iraq 16
- Elections/Campaigns 15
- Economy/Jobs 11
- Arguing/Partisanship 9
- Complaining/Attacking Bush 6
- Taxes 6
- Budget/Deficit 4
- Social Security 4
- Education 3
- Debating War 3
- WMD 2
- Obstruction of Republican Bills 2
- Trying to Pass Bills 2
- Opposition to Judicial Nominees 2
- Gay Marriage 1
- Abortion/Moral 1
- Energy 1
- Don't Remember 9
- Other 9
- DK/Refused 8

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

- 1. More Favorable 43
- 2. Less Favorable 46
- 3. No Difference **(DO NOT READ)** 11

21. 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 6

- 3. Democrat **49**
- 4. DK/Refused (**DO NOT READ**) **2**

22. Have you seen, read or heard anything about new jobs being created?

- 1. Yes **51**
- 2. No **48**
- 3. DK/Refused (**DO NOT READ**) **1**

Turning to a different topic...

23. Which comes closer to what marriage means to you? (**ROTATE**)

- 1. Formalizing a loving relationship **48**
- 2. An institution for creating and raising children **43**
- 3. DK/refused (**DO NOT READ**) **9**

24. Do you favor or oppose gay marriage? (**IF CHOICE IS MADE, ASK:)** Would you say you strongly (**FAVOR/OPPOSE**) or somewhat (**FAVOR/OPPOSE**)?

- 1. Strongly Favor **14**
- 2. Somewhat Favor **13**
- 3. Somewhat Oppose **11**
- 4. Strongly Oppose **50**
- 5. DK/Refused (**DO NOT READ**) **12**

**TOTAL FAVOR 27**  
**TOTAL OPPOSE 61**

25. Do you favor or oppose allowing civil unions for gay couples? (**IF CHOICE IS MADE, ASK:)** Would you say you strongly (**FAVOR/OPPOSE**) or somewhat (**FAVOR/OPPOSE**)?

- 1. Strongly Favor **24**
- 2. Somewhat Favor **25**
- 3. Somewhat Oppose **10**
- 4. Strongly Oppose **34**
- 5. DK/Refused (**DO NOT READ**) **8**

**TOTAL FAVOR 48**  
**TOTAL OPPOSE 43**

26. Do you favor or oppose a constitutional amendment that defines marriage as a union between a man and woman? (**IF CHOICE IS MADE, ASK:)** Would you say you strongly (**FAVOR/OPPOSE**) or somewhat (**FAVOR/OPPOSE**)?

- 1. Strongly Favor **49**
- 2. Somewhat Favor **9**
- 3. Somewhat Oppose **9**
- 4. Strongly Oppose **29**
- 5. DK/Refused (**DO NOT READ**) **4**

**TOTAL FAVOR 57**  
**TOTAL OPPOSE 39**

27. Do you favor or oppose a constitutional amendment that bans gay marriage? **(IF CHOICE IS MADE, ASK:)** Would you say you strongly **(FAVOR/OPPOSE)** or somewhat **(FAVOR/OPPOSE)**?

1. Strongly Favor	<b>36</b>
2. Somewhat Favor	<b>7</b>
3. Somewhat Oppose	<b>14</b>
4. Strongly Oppose	<b>40</b>
5. DK/Refused <b>(DO NOT READ)</b>	<b>4</b>
<b>TOTAL FAVOR</b>	<b>43</b>
<b>TOTAL OPPOSE</b>	<b>54</b>

28. Would you favor or oppose a law in your own state that allowed gay marriage? **(IF CHOICE IS MADE, ASK:)** Would you say you strongly **(FAVOR/OPPOSE)** or somewhat **(FAVOR/OPPOSE)**?

1. Strongly Favor	<b>18</b>
2. Somewhat Favor	<b>12</b>
3. Somewhat Oppose	<b>10</b>
4. Strongly Oppose	<b>54</b>
5. DK/Refused <b>(DO NOT READ)</b>	<b>6</b>
<b>TOTAL FAVOR</b>	<b>30</b>
<b>TOTAL OPPOSE</b>	<b>64</b>

29. Do you think that gay marriage is more of **(ROTATE)**

1. A civil rights issue	<b>44</b>
2. A family issue	<b>45</b>
3. DK/Refused <b>(DO NOT READ)</b>	<b>11</b>

I am going to read a series of statements to you. For each, please tell me whether you agree or disagree with each statement. **(ROTATE 30-37)**

30. Marriage in the United States should consist only of the union between a man and a woman.

1. Agree	<b>67</b>
2. Disagree	<b>31</b>
3. DK/Refused <b>(DO NOT READ)</b>	<b>2</b>

31. A constitutional amendment to define marriage as a union between a man and a woman would discriminate against gay citizens.

1. Agree	<b>47</b>
2. Disagree	<b>50</b>
3. DK/refused <b>(DO NOT READ)</b>	<b>4</b>

32. Legalizing gay marriage would send the message that children don't need a mother and father and that marriage is about adult preferences and feelings and not the well being of children.

- 1. Agree **48**
- 2. Disagree **46**
- 3. DK/refused (**DO NOT READ**) **5**

33. Gay marriage is a personal issue about how people lead their private lives, and it is not up to the government to approve or disapprove of lifestyles.

- 1. Agree **61**
- 2. Disagree **36**
- 3. DK/refused (**DO NOT READ**) **3**

34. The debate surrounding gay marriage now is similar to discrimination debates from the past like interracial marriage.

- 1. Agree **43**
- 2. Disagree **53**
- 3. DK/refused (**DO NOT READ**) **4**

35. Gays and lesbians have a right to live as they choose, but they don't have a right to redefine marriage for our entire society.

- 1. Agree **71**
- 2. Disagree **26**
- 3. DK/refused (**DO NOT READ**) **3**

36. The federal government has a legitimate role to protect and promote marriage as a fundamental social institution bringing together a man and a woman to create an environment that is best for children.

- 1. Agree **64**
- 2. Disagree **34**
- 3. DK/refused (**DO NOT READ**) **2**

37. I believe that gay marriage is morally wrong based on my religious beliefs.

- 1. Agree **59**
- 2. Disagree **39**
- 3. DK/refused (**DO NOT READ**) **2**

38. Which statement do you agree with more concerning the debate over gay marriage?  
**(ROTATE)**

- 1. All legal avenues should be pursued first before resorting to a constitutional amendment **53**
- 2. A constitutional amendment should be passed as soon as possible to keep judges and mayors from taking the law into their own hands **41**
- 3. DK/Refused (**DO NOT READ**) **6**