



POLLING MEMORANDUM

TO: INTERESTED PARTIES
FROM: WPA OPINION RESEARCH
SUBJECT: MARRIAGE ISSUES
DATE: APRIL 17, 2014

The following memo highlights the key findings regarding marriage conducted on behalf of the Family Research Council. The survey of 801 Republican and Republican leaning independents was conducted March 18-20, 2014. The full sample has a margin of error equal to $\pm 3.5\%$.

Marriage

- On marriage, Republican voters overwhelmingly agree that marriage should be defined only as a union between a man and a woman.

Question: "Would you say you agree or disagree with the following statement: I believe marriage should be defined ONLY as a union between one man and one woman?"

- Nearly three-quarters (74%) "definitely" agree with the statement.
- At its most basic element, Republican and Republican leaning independents agree that marriage should be between one man and woman.

	Overall
Total Agree	82%
Total Disagree	14%
Definitely Agree	74%
Somewhat Agree	8%
Undecided	4%
Somewhat Disagree	5%
Definitely Disagree	9%

- And, on legislative activism, Republican voters overwhelmingly disagree that politicians “should support the redefinition of marriage to include same-sex couples.”

Question: “Would you say you agree or disagree that politicians should support the redefinition of marriage to include same-sex couples?”

- More than two-thirds (67%) “definitely” disagree that politicians should be redefining marriage.

	Overall
Total Agree	18%
Total Disagree	75%
Definitely Agree	11%
Somewhat Agree	7%
Undecided	6%
Somewhat Disagree	9%
Definitely Disagree	67%

Methodology

WPA Opinion Research conducted a national study of 801 Republican and Republican leaning independent voters nationwide. Respondents were screened to ensure that they were not a member of the news media, a public relations company, or a political campaign. Respondents were then screened by which party they identify with. Those who indicated they identify as Independent were included if they stated they leaned “toward the Republican Party.”

The sample for this survey was stratified based on gender, age, and geography. This methodology allows us to minimize post-survey “weighting” which can reduce the reliability of survey results. Respondents were contacted by phone via a live telephone operator interview March 18-20, 2014. The study has a sample size of 801 Republican and Republican leaning Independent voters and a margin of error equal to $\pm 3.5\%$.

About Wilson Perkins Allen Opinion Research

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2011-2012 election cycle, even with Obama at the top of the ticket, more than 65% of WPA direct campaign clients won.

WPA has been nationally recognized for our efforts to provide cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a “Pollie” to WPA for our Predictive Analytics. The award highlighted WPA’s Adaptive Sampling and Predictive Analytics methodologies which allowed us to buck national GOP polling trends and deliver industry-leading results.

In rankings released by Nate Silver’s fivethirtyeight.com of 2008 election data, Wilson Perkins Allen Opinion Research was statistically tied as the most accurate partisan pollster and we find that WPA was significantly more accurate than other partisan pollsters.