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## Family Research Council

Conducted on January 13-15, 2008

n=800 Likely Voters

MoE=  $\pm 3.46\%$  @ 95% Confidence Interval

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## Methodology and Demographics



## Methodology

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On behalf of the Family Research Council, Wilson Research Strategies conducted a research study of likely voters across the nation.

Respondents were sampled using Random Digit Dialing (RDD) methodology. The sample was stratified to represent the distribution the national demographic landscape.

Respondents were contacted by phone January 13-15. The study has a sample size of n= 800 likely voters . The margin of error is equal to  $\pm 3.46\%$  at the 95% confidence interval.

Respondents were screened to ensure that they intended to vote in the upcoming November 2008 elections and were not a member of a political campaign or media organization.



## Demographics

Age	Response
18-24	2%
25-35	12%
35-44	18%
45-54	25%
55-64	22%
65 and over	20%
Gender	
Men	48%
Women	52%
Urban/Suburban/Rural	
Urban	26%
Suburban	54%
Rural	20%

Party Affiliation	Response
Republican	29%
Independent/Something Else	34%
Democrat	37%
Ideology	
Very Conservative	22%
Somewhat Conservative	14%
Moderate	41%
Somewhat Liberal	11%
Very Liberal	9%





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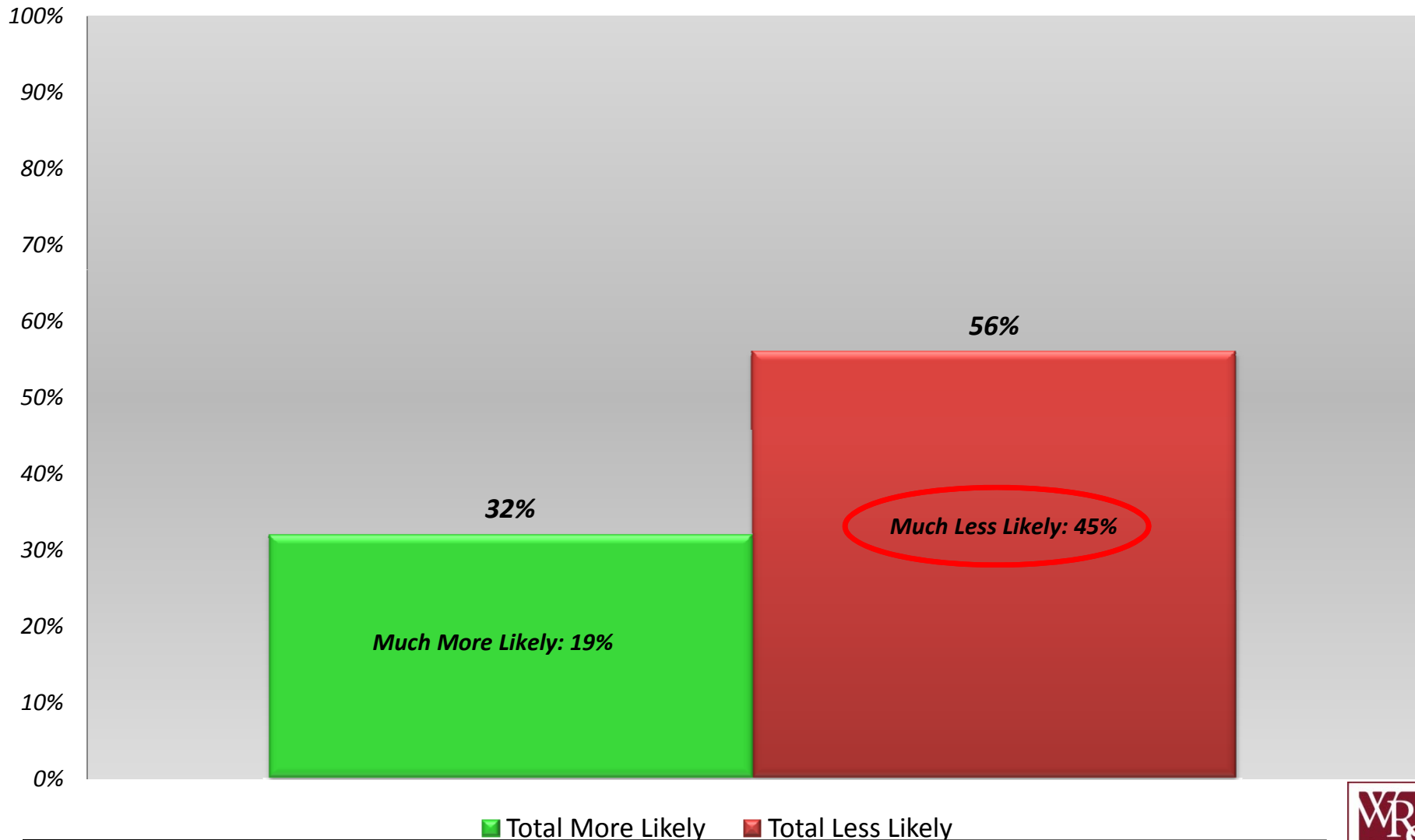
# National Health Care Plan Coverage of Abortion



The majority of voters would be less likely to vote for a presidential candidate if the candidate proposed a national health care plan with universal coverage of abortion at taxpayer expense. Note the intensity of those who oppose such a plan.



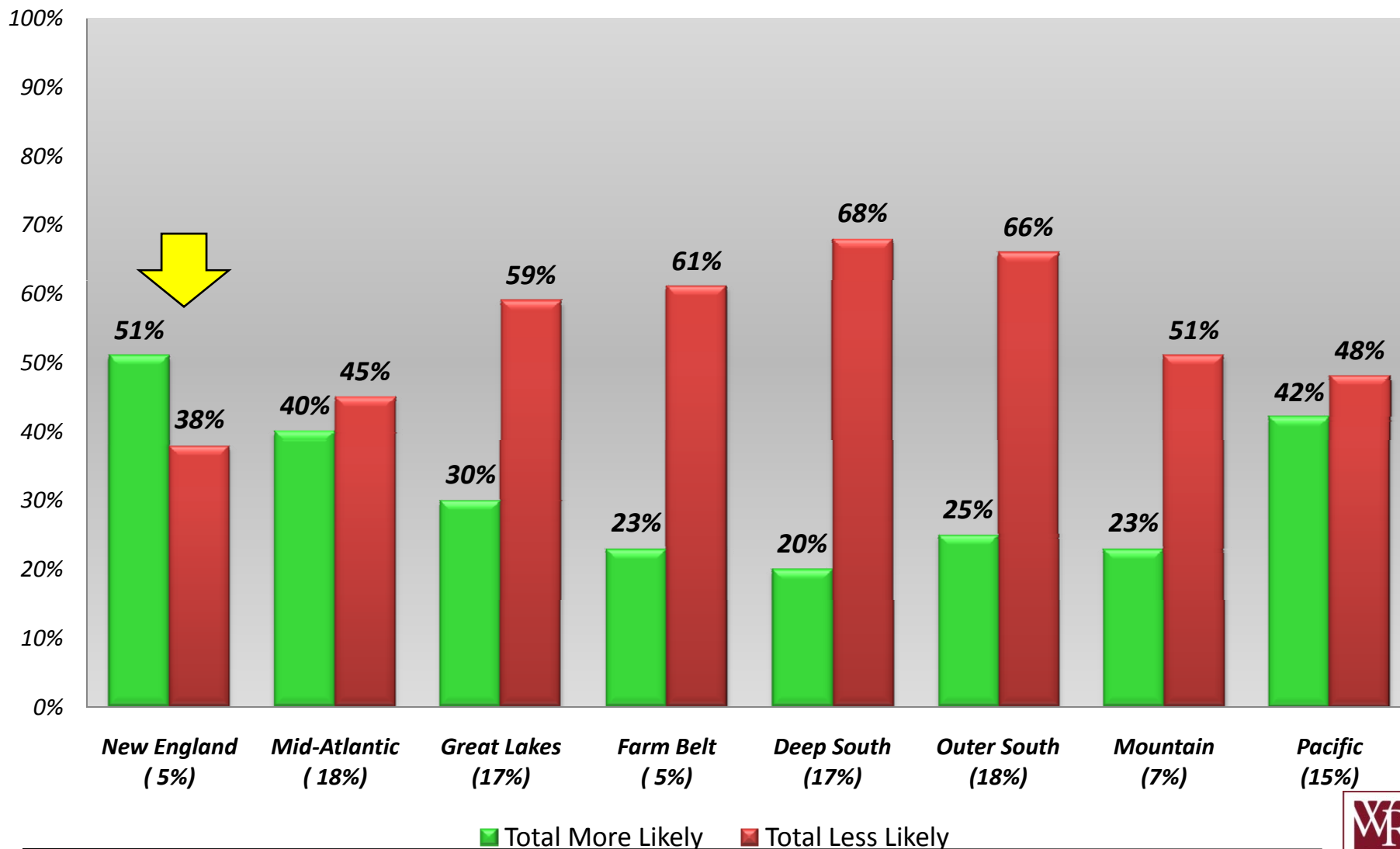
*If a candidate for the Presidency proposed a national health care plan with universal coverage of abortion at taxpayer expense, would you be more or less likely to vote for that candidate?*





## Opposition to a plan that covers abortion spans all but one region in the U.S.

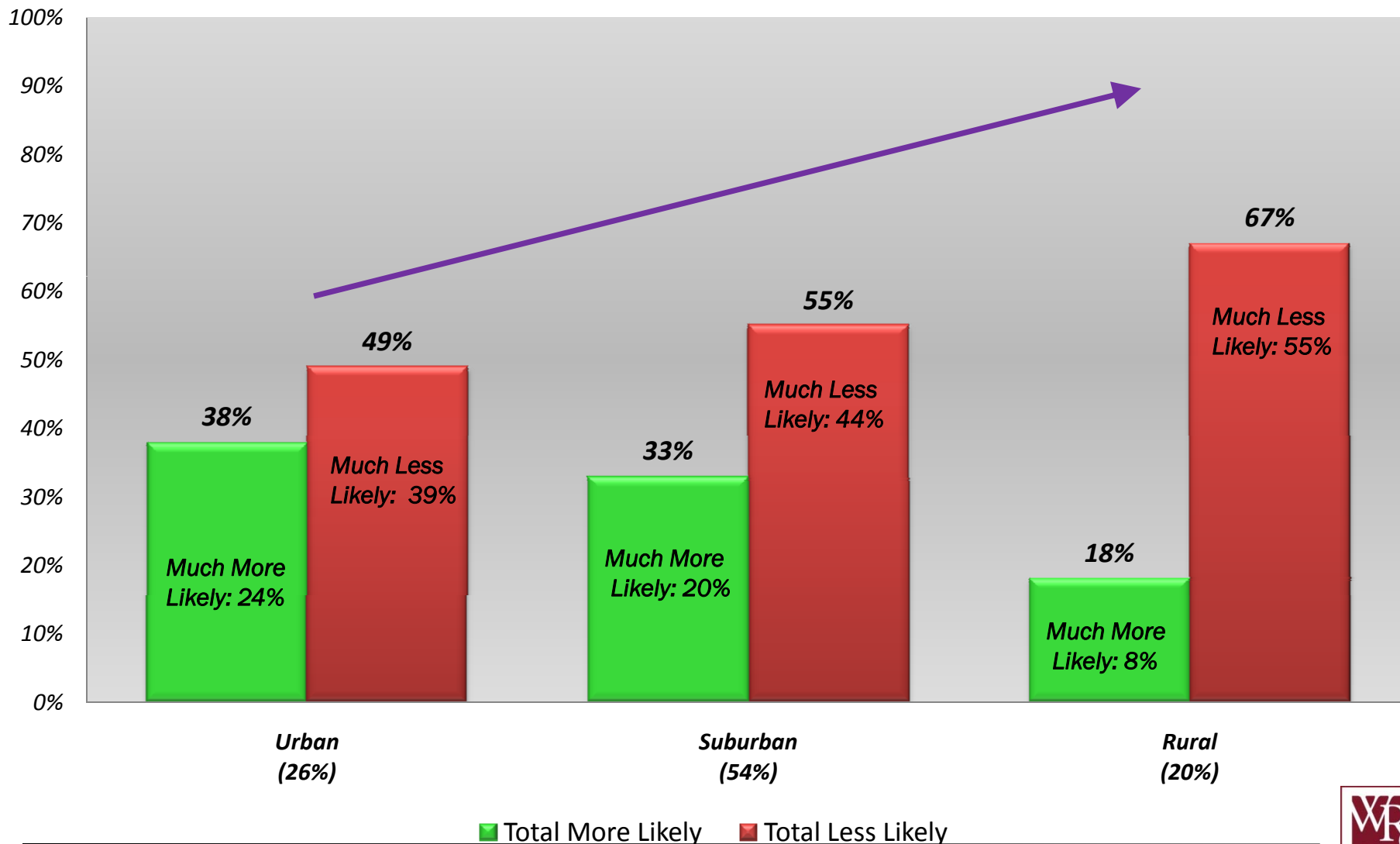
If a candidate for the Presidency proposed a national health care plan with universal coverage of abortion at taxpayer expense, would you be more or less likely to vote for that candidate?



Opposition is strongest in rural areas, but a plurality of urban and a majority of suburban voters would be less likely to vote for a presidential candidate that proposed a national health care plan with universal coverage of abortion at taxpayer expense.



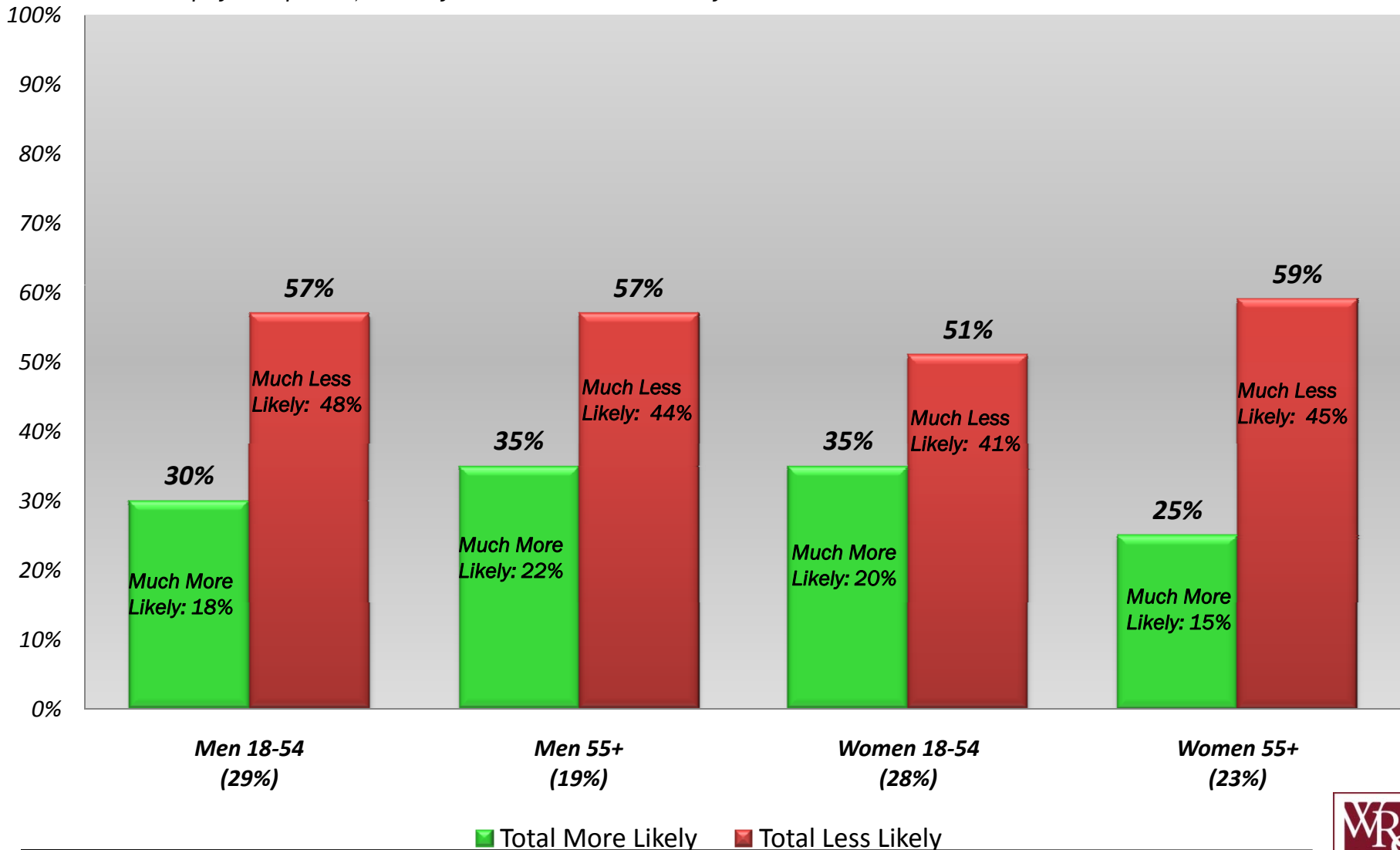
If a candidate for the Presidency proposed a national health care plan with universal coverage of abortion at taxpayer expense, would you be more or less likely to vote for that candidate?



# Opposition to the abortion coverage remains consistent between genders and ages.



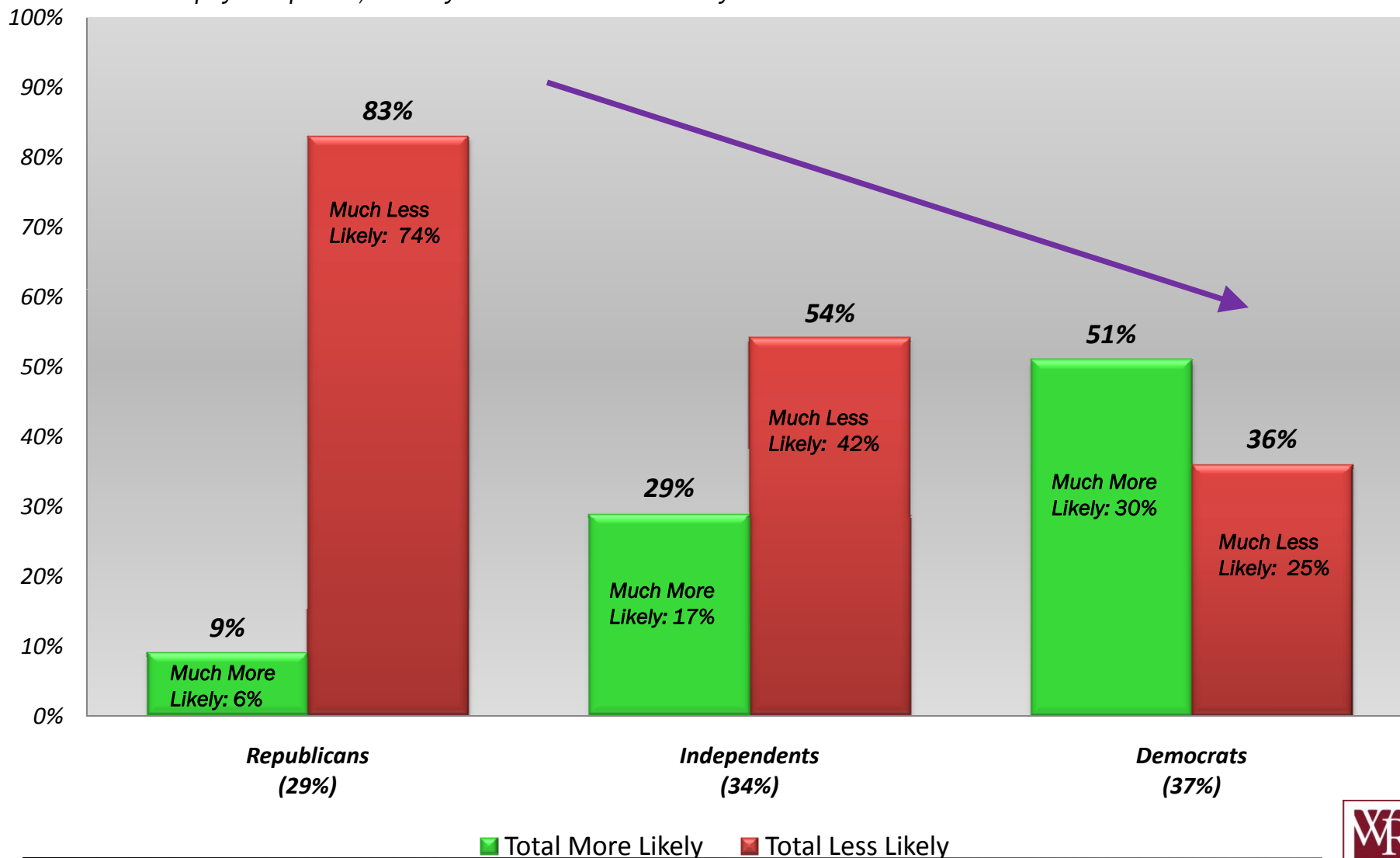
If a candidate for the Presidency proposed a national health care plan with universal coverage of abortion at taxpayer expense, would you be more or less likely to vote for that candidate?



Republican and Independents align in their opposition, as a majority of Democrats would support a candidate that proposed a national health care plan with universal coverage of abortion at taxpayer expense.



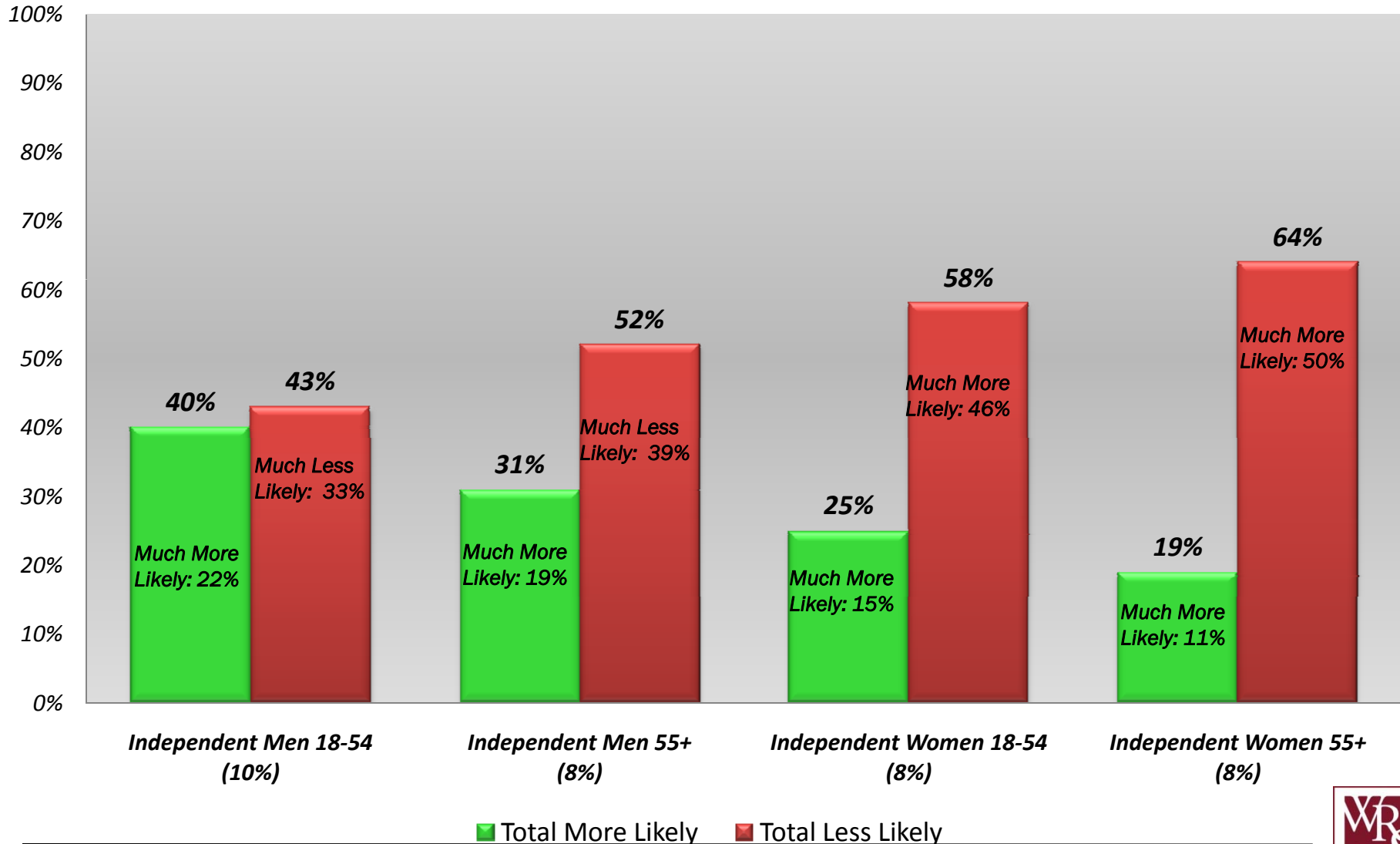
If a candidate for the Presidency proposed a national health care plan with universal coverage of abortion at taxpayer expense, would you be more or less likely to vote for that candidate?



A closer look reveals that a plurality of Independent voters of all ages and gender would be less likely to vote for a presidential candidate that proposed a national health care plan with universal coverage of abortion at taxpayer expense.



*If a candidate for the Presidency proposed a national health care plan with universal coverage of abortion at taxpayer expense, would you be more or less likely to vote for that candidate?*





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## Summary of Findings





## Summary

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-Opposition to presidential candidates who support a national health care plan with universal coverage for abortion is clearly apparent, not only across the nation, but also across gender and age groups.

-Clearly, opposition to this issue appeals to more conservative and rural voters that tend to vote Republican; however, support among Democratic voters is soft at best, falling short of the intensity demonstrated by voters that stand opposite them on the issue.

-Opposition is not limited to Republicans, but includes Independents as well, making this a critical issue to presidential campaigns that rely heavily on this ever important bloc, specifically due to their role electing the modern President.

-Independent women of all ages, who are being courted heavily by Democratic candidates, are substantially less likely to vote for a candidate that would entertain such a plan. This represents a significant point for “selling” the campaigns on taking a stand against a plan with abortion coverage.



WILSON RESEARCH STRATEGIES

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We do much more than collect information. We interpret and analyze data to develop actionable strategies and tactics to best position our client versus the competition.

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