

MEMORANDUM

Date: November 29, 2010

Topic: Nationwide Survey of Military Respondents on Don't Ask and Don't Tell Policy

From November 22, 2010 through November 27, 2010, ccAdvertising conducted a nationwide survey to on behalf of the Family Research Council and the Center for Security Policy to identify current and former Military personal or their families from all branches of the United States Military to ask their answer to the following question:

**“DO YOU BELIEVE CONGRESS SHOULD OVERTURN THE CURRENT DON'T ASK DON'T TELL POLICY WHICH PROHIBITS OPEN HOMOSEXUAL BEHAVIOR IN THE MILITARY?”**

Below are details from the answer to this question:

1. This survey obtained 10,028 responses to this question from current or former Military Personal or a Military family member. The breakdown by service branch was:
  - a. 49.61% - Army respondents
  - b. 26.34% - Navy respondents.
  - c. 9.17% - Marine Corps respondents
  - d. 12.63% - Air Force respondents
  - e. 0.70% - Coast Guard respondents
  - f. 1.56% - Decline to state service respondents
2. Overall Military responses regarding Congressional Overturning of the Current “Don't Ask, Don't Tell” (DADT) policy is:
  - a. Yes = 37.53%
  - b. No = 62.47%
3. The breakdown by Military Branch of service on the Overturn of DADT question is:
  - a. Army:
    - i. Yes = 38.62%
    - ii. No = 61.38%
  - b. Navy:
    - i. Yes = 37.98%
    - ii. No = 62.02%
  - c. Marine Corps:
    - i. Yes = 31.88%
    - ii. No = 68.12%
  - d. Air Force:
    - i. Yes = 33.88%
    - ii. No = 66.12%
  - e. Coast Guard:
    - i. Yes = 40.91%
    - ii. No = 59.09%
4. The breakdown by Gender on the Overturn of DADT question is:

- a. Male:
    - i. Yes = 32.91%
    - ii. No = 67.09%
  - b. Female:
    - i. Yes = 42.24%
    - ii. No = 57.76%
5. The breakdown by Age on the Overturn of DADT question is:
- a. Under 50:
    - i. Yes = 34.78%
    - ii. No = 65.22%
  - b. Over 50:
    - i. Yes = 39.55%
    - ii. No = 60.45%
6. Those identified as “Tea-Party” supporters responded to the Overturning of DADT as follows:
- a. Yes = 22.64%
  - b. No = 77.36%
7. Facts about the homes loaded into this survey:
- a. The survey was run until 10,028 respondents answered “Yes” to the Military service question – “**ARE YOU, OR IS SOMEONE IN YOUR FAMILY, A VETERAN OR ACTIVE DUTY MEMBER OF THE MILITARY?**”
  - b. Each respondent is supported by a complete name, address and longitude and latitude coordinate of where the respondent home is located.
  - c. All respondents and their answers are “self-identified.”
  - d. Error rate on this survey is +/- 2%.
  - e. The survey was conducted under the business name “Policy Research.”
8. Base locations targeted for this survey included:
- a. Army - Fort Hood, 306 East Avenue D, Copperas Cove, TX 76522
  - b. Navy - Naval Station Norfolk, 2228 Princess Anne Road, Virginia Beach, VA 23456-3536
  - c. Air Force - Eglin AFB, 200 Gaffney Road, Eglin AFB, FL 32542
  - d. Marine - Camp Lejeune, 566 Sandridge Road, Hubert, NC 28539-4361
  - e. Coast Guard - Clearwater Air Station, 5656 150th Avenue North, Clearwater, FL 33760

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**Brief Overview:**

This survey identified 10,028 military homes across the country near military installations per the ccAdvertising database. The purpose of this survey was to identify the level of military family support of *Don't Ask, Don't Tell*, as well as to gauge their opinions on current and local issues.

**Summary of Military Family Respondents:**

- 89% are registered to vote (8,491 people).
- 63% believe that Congress should **not** overturn the current *Don't Ask, Don't Tell* policy (5,783 people).
- 50% are, or have someone in their family that is a veteran or an active duty member of the Army (4,809 people), 26% Navy (2,553 people), 9% Marine Corps (889 people), 13% Air Force (1,224 people), 1% Coast Guard (68 people) and 2% of all respondents did not specify a branch of service (151 people).
- 50% oppose requiring military medical facilities to provide elective abortions (4,450 people).
- 43% are supporters of the Tea Party movement (3,691 people).
- Demographically, 62% are pro-life, 70% support traditional marriage 70% are historical contributors, 45% are male and 71% are 50 years of age or older.

**Response Rate:**

This survey had a completion rate of 74.66%. This means that a live voice was detected (39.39% including hang-ups) or an answering device (35.27%) in 74.66% of all the homes targeted.

Below are the results from this survey:

1. 73,713 live responses were detected. This is 29.49% of all targeted households. This means that each of these households heard at least 10 seconds of the survey.
2. 10,028 live respondents answered one or more questions. This is 4.01% of all households and 13.60% of all live respondents.
3. 8,348 live respondents completed the entire survey. This is 3.34% of all households and 11.33% of all live respondents.

**Survey Questions:**

1. Registered to Vote?

HELLO, THIS IS SURVEY 2010 WITH A BRIEF SURVEY. ARE YOU REGISTERED TO VOTE? (10,028 plays)

Yes ..... 88.89%  
No..... 11.11%

2. Overturn DADT?

THIS SURVEY DEALS WITH ONE OF THE MOST IMPORTANT ISSUES FACING OUR COUNTRY TODAY, THE AMERICAN MILITARY. LET'S GET RIGHT TO IT. DO YOU BELIEVE CONGRESS SHOULD OVERTURN THE CURRENT DON'T ASK DON'T TELL POLICY WHICH PROHIBITS OPEN HOMOSEXUAL BEHAVIOR IN THE MILITARY? (10,028 plays)

Yes ..... 37.14%  
No..... 62.86%

3. Military Family?

ARE YOU, OR IS SOMEONE IN YOUR FAMILY, A VETERAN OR ACTIVE DUTY MEMBER OF THE MILITARY? (10,028 plays) (ALL "YES" RESPONSES GO TO SEGMENT 4 AND ALL "NO" RESPONSES GO TO SEGMENT 9.)

Yes ..... 100.00%  
No..... 0.00%

4. Army?

DID YOU, OR YOUR FAMILY MEMBER, SERVE IN THE ARMY? (9,982 plays) (ALL "YES" RESPONSES GO TO SEGMENT 9 AND ALL OTHER RESPONSES GO TO SEGMENT 5.)

Yes ..... 49.52%  
No..... 50.48%

5. Navy?

DID YOU, OR YOUR FAMILY MEMBER, SERVE IN THE NAVY? (5,069 plays) (ALL "YES" RESPONSES GO TO SEGMENT 9 AND ALL "NO" RESPONSES GO TO SEGMENT 6.)

Yes .....	51.78%
No.....	48.22%

6. Marine Corps?

DID YOU, OR YOUR FAMILY MEMBER, SERVE IN THE MARINE CORPS? (2,372 plays) (ALL "YES" RESPONSES GO TO SEGMENT 9 AND ALL OTHER RESPONSES GO TO SEGMENT 7.)

Yes .....	38.12%
No.....	61.88%

7. Air Force?

DID YOU, OR YOUR FAMILY MEMBER, SERVE IN THE AIR FORCE? (1,480 plays) (NOTE: ALL "YES" RESPONSES GO TO SEGMENT 9 AND ALL OTHER RESPONSES GO TO SEGMENT 8.)

Yes .....	88.31%
No.....	11.69%

8. Coast Guard?

DID YOU, OR YOUR FAMILY MEMBER, SERVE IN THE COAST GUARD? (252 plays)

Yes .....	31.05%
No.....	68.95%

Military Branch	"Yes"	Percent
Army?	4,809	49.61%
Navy?	2,553	26.34%
Marine Corps?	889	9.17%
Air Force?	1,224	12.63%
Coast Guard?	68	0.70%
Other	151	1.56%
<b>Total</b>	<b>9,694</b>	<b>100.00%</b>

9. Oppose Military Abortions?

IN THE PRESENT DEFENSE AUTHORIZATION BILL, WHICH THE SENATE IS SCHEDULED TO VOTE ON IN THE NEXT TWO WEEKS, MILITARY MEDICAL FACILITIES WILL BE REQUIRED TO PERFORM ELECTIVE ABORTIONS. DO YOU OPPOSE REQUIRING MILITARY MEDICAL FACILITY TO PROVIDE ELECTIVE ABORTIONS? (9,604 plays)

Yes ..... 49.50%  
 No..... 50.50%

10. Tea Party Supporter?

DO YOU CONSIDER YOURSELF TO BE A SUPPORTER OF THE TEA PARTY MOVEMENT? (9,209 plays)

Yes ..... 42.83%  
 No..... 57.17%

11. Pro-Life?

ON THE ISSUE OF ABORTION, DO YOU CONSIDER YOURSELF TO BE PRO LIFE? (8,588 plays)

Yes ..... 62.30%  
 No..... 37.70%

12. Pro-Traditional Marriage?

DO YOU AGREE THAT ONLY MARRIAGE BETWEEN ONE MAN AND ONE WOMAN SHOULD BE LEGALLY ALLOWED AND RECOGNIZED IN THE UNITED STATES? (8,503 plays)

Yes ..... 69.66%  
No..... 30.34%

13. Historical Contributor?

HAVE YOU EVER CONTRIBUTED TO OR FINANCIALLY SUPPORTED A POLITICAL CAMPAIGN, CHURCH, OR NON-PROFIT ORGANIZATION? (8,390 plays)

Yes ..... 70.10%  
No..... 29.90%

14. Male?

ARE YOU MALE? (8,374 plays)

Yes ..... 45.40%  
No..... 54.60%

15. 50 +?

ARE YOU 50 YEARS OF AGE OR OLDER? (8,348 plays)

Yes ..... 70.58%  
No..... 29.42%

FRC - DADT - Military Family Survey - 2010						
Segment	Total Plays	Yes	No	No Response	Responding Percent "Yes"	Responding Percent "No"
Registered to Vote?	10,028	8,491	1,061	476	88.89%	11.11%
Overturn DADT?	10,028	3,417	5,783	828	37.14%	62.86%
Military Family?	10,028	10,028	-	-	100.00%	0.00%
Army?	9,982	4,809	4,903	270	49.52%	50.48%
Navy?	5,069	2,553	2,377	139	51.78%	48.22%
Marine Corps?	2,372	889	1,443	40	38.12%	61.88%
Air Force?	1,480	1,224	162	94	88.31%	11.69%
Coast Guard?	252	68	151	33	31.05%	68.95%
Oppose Military Abortions?	9,604	4,450	4,539	615	49.50%	50.50%
Tea Party Supporter?	9,209	3,691	4,927	591	42.83%	57.17%
Pro-Life?	8,588	5,003	3,028	557	62.30%	37.70%
Pro-Traditional Marriage?	8,503	5,414	2,358	731	69.66%	30.34%
Historical Contributor?	8,390	5,698	2,430	262	70.10%	29.90%
Male?	8,374	3,569	4,292	513	45.40%	54.60%
50+?	8,348	5,393	2,248	707	70.58%	29.42%

Military Branch	"Yes"	Percent
Army?	4,809	49.61%
Navy?	2,553	26.34%
Marine Corps?	889	9.17%
Air Force?	1,224	12.63%
Coast Guard?	68	0.70%
Other	151	1.56%
Total	9,694	100.00%