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For questions or comments related to
this study, please contact:

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Family Research Council National Omnibus Study

Conducted June 25-26, 29, 2008

n=800 Likely Voters

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

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Methodology & Demographics



Methodology

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

Respondents were sampled using a Registration Digit Dialing (RDD) methodology.

Respondents were contacted by phone via a live operator June 25-26 and 29, 2008. The study has a sample size of n=800 likely voters. The margin of error is equal to $\pm 3.4\%$ in 95 out of 100 cases.

Respondents were screened to ensure that they intended to vote in the upcoming general elections.



Demographics

Age	Survey Breakdown
18-34	10%
35-44	18%
45-54	20%
55-64	28%
65-74	11%
75 and over	9%
Gender	
Men	48%
Women	52%

Party	Survey Breakdown
Republican	32%
Independent/DTS	27%
Democrat	38%
Region	
Northeast	22%
Central	22%
South	34%
West	22%

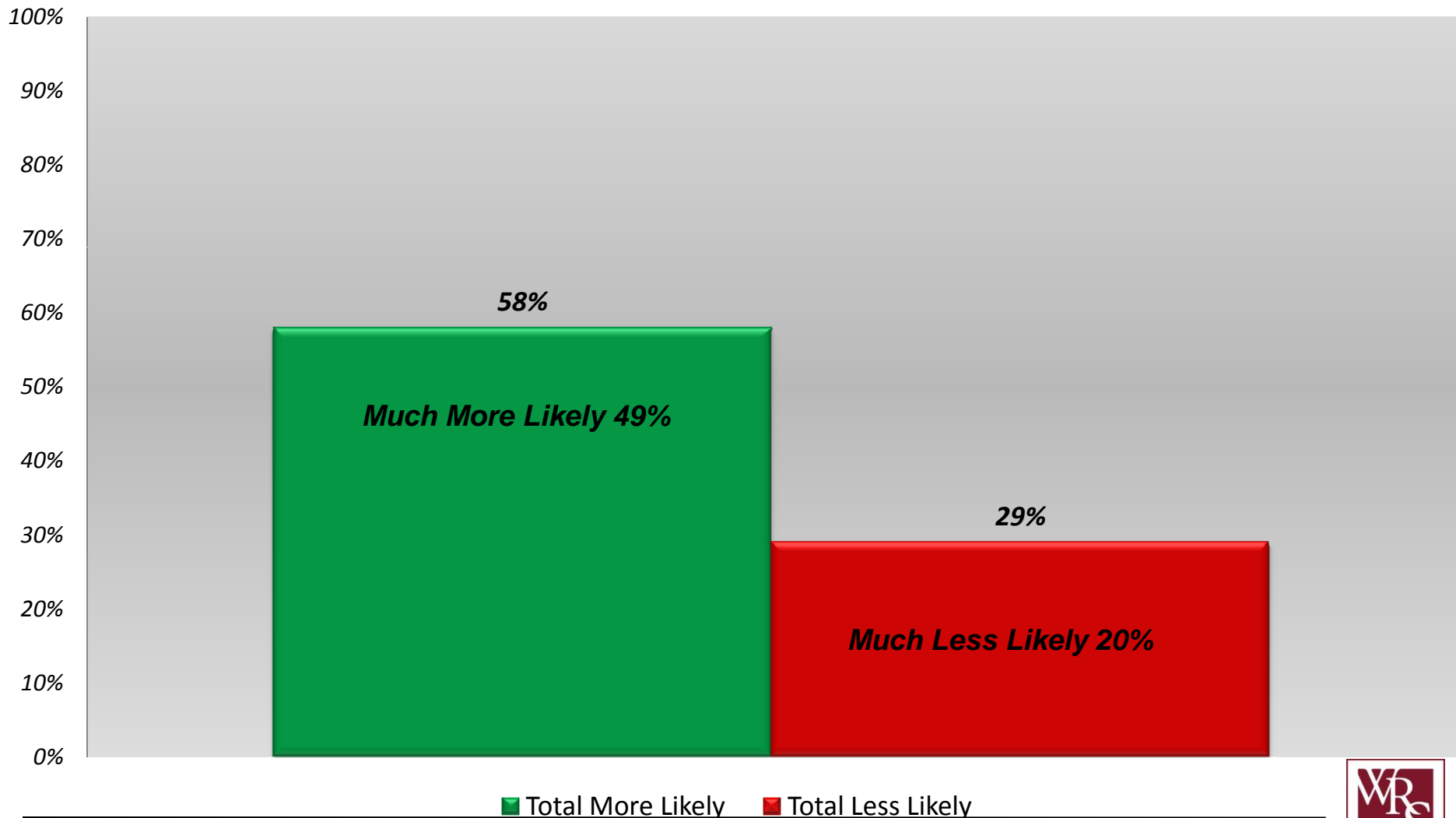


Marriage Amendment

A majority of voters would vote for a candidate that supports marriage amendments that will be on the ballot in a few states. Note the intensity of those who support the move.



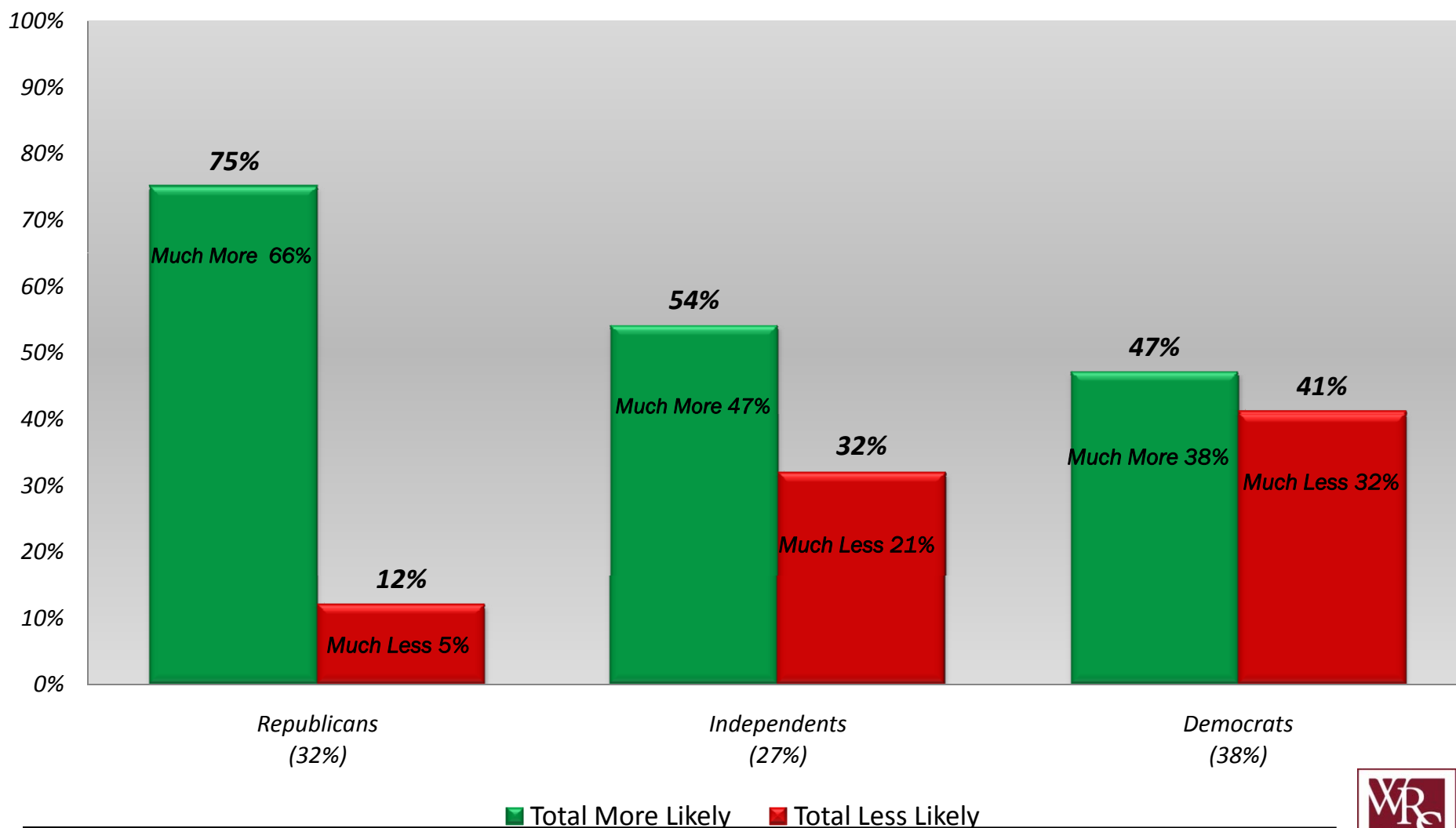
Q1: As you may know, several states have measures on the November ballot that would amend their state constitutions to define marriage as the union of one man and one woman. Would you be more likely or less likely to vote for a presidential candidate who supports those amendments?



Republicans and Independents are in agreement, leaving Democrats endorsing the move by a slight margin.



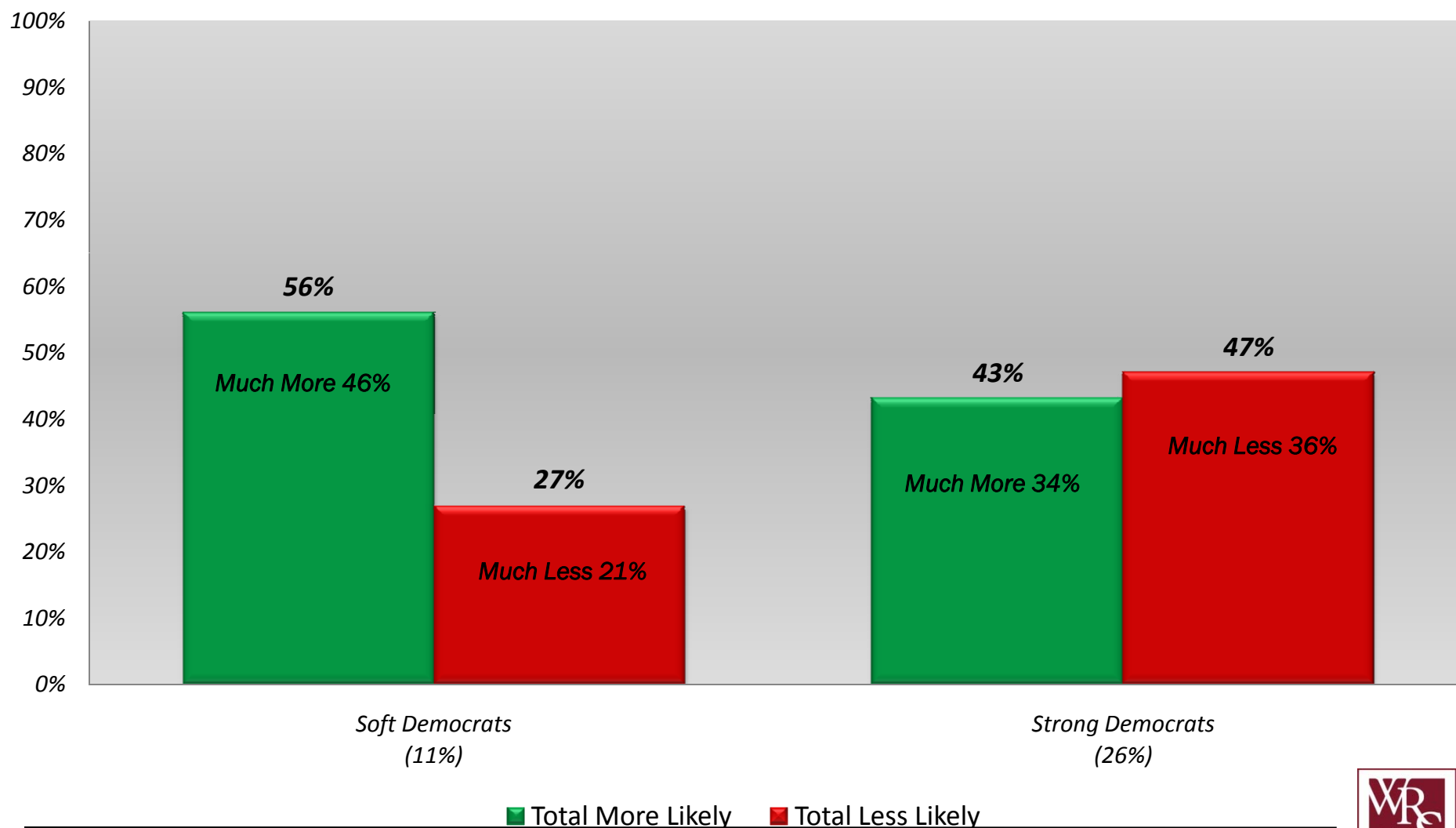
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An important point is that a majority of soft Democrats would vote for a candidate that supports the amendments. This could create a base problem for Obama if he holds out.



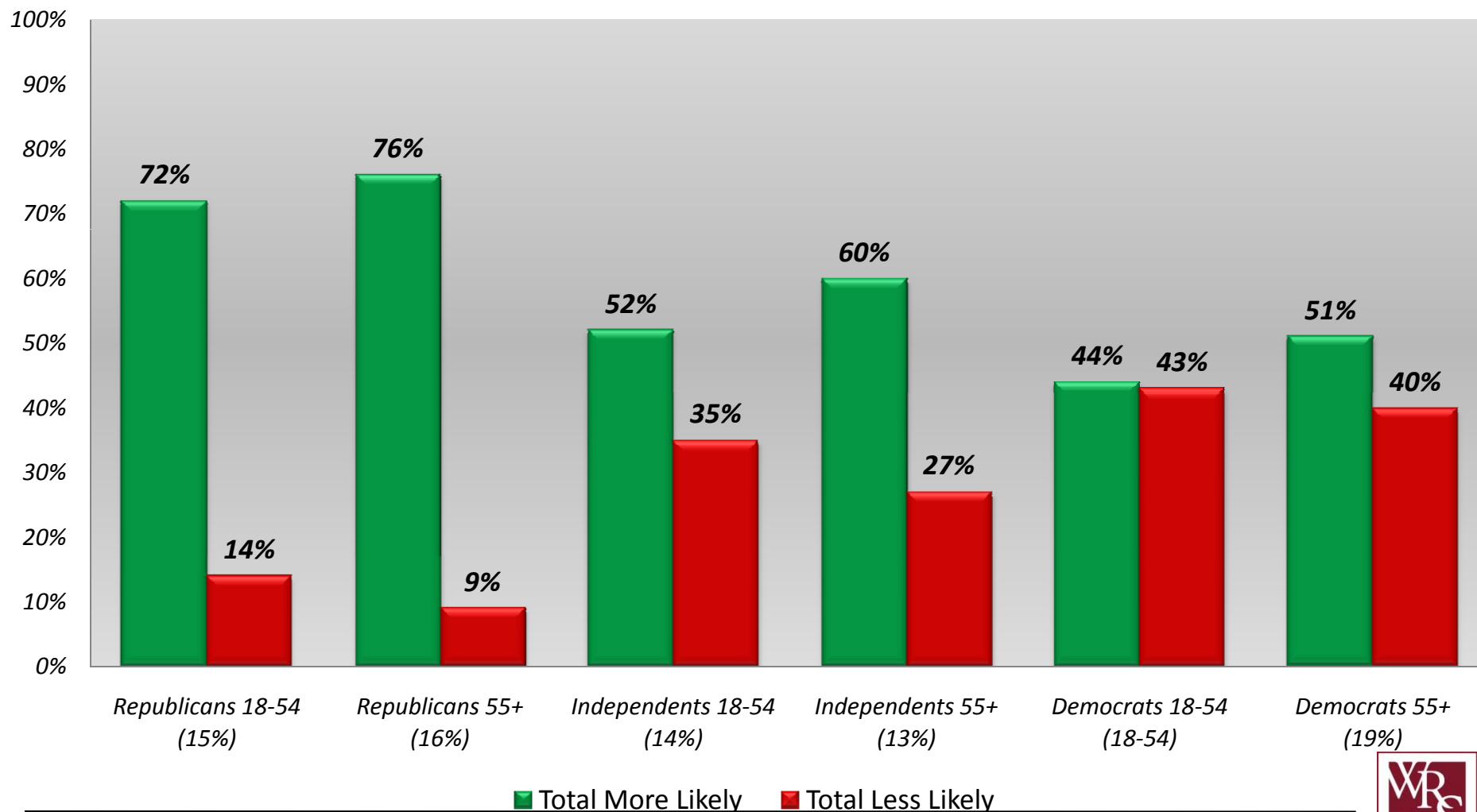
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Another point of caution for Obama comes as older Democrats indicate that they would vote for a candidate that supports the amendments, leaving only younger Democrats as the only group to not support the move by a solid margin.



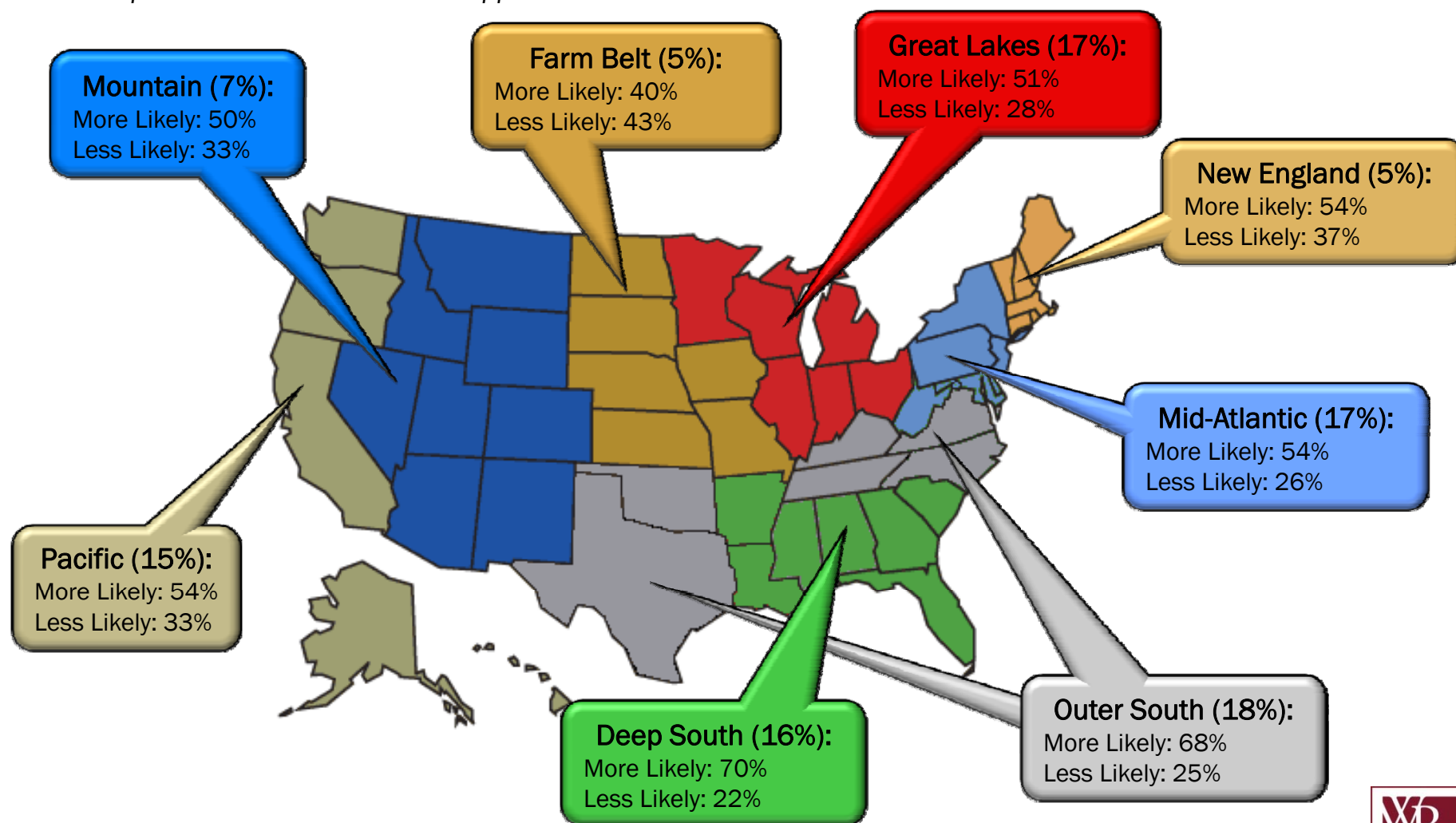
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Voters in the Deep South and Pacific regions, the two areas where marriage amendments will appear on the ballot, are solidly behind candidates that support the amendments.



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Summary of Findings



Summary of Findings

- Overall, voters are more likely to support a candidate who supports statewide amendments to define marriage as the union of one man and one woman.
 - The fact that 49% are much more likely to vote for a candidate who supports these amendments, vs. 29% who are overall less likely, demonstrates strength of voters feelings.
- Independent and older voters in particular are receptive to this position.
- This issue, if effectively communicated, has the potential to put Obama in a difficult position vis-à-vis his Independent and soft Democrat supporters.
 - This is particularly true for states in the Pacific and the Deep South, where these amendments will be on the ballot.
- Given his perceived difficulties in shoring up his conservative base, as well as the data's obvious strengths among Independents and soft Democrats, this position is one that should resonate with possible McCain voters..
- Ultimately, this data shows that this issue is a potential liability for Democrats in the upcoming election.



WILSON RESEARCH STRATEGIES

For additional information about this data please feel free to contact:

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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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