



POLLING MEMORANDUM

TO: INTERESTED PARTIES
FROM: WPA OPINION RESEARCH
SUBJECT: THE MAJORITY OF AMERICANS SUPPORT TRADITIONAL MARRIAGE AND FREEDOM OF BELIEF
DATE: FEBRUARY 20, 2015

The following memo highlights the key findings in a national survey about social issues in the United States conducted on behalf of the Family Research Council. The survey found that a majority of Americans support the traditional position on marriage and religious freedom. The survey of 800 Registered Voters was conducted February 2-4, 2015. The full sample has a margin of error equal to ± 3.5

Definition of Marriage

- **A Majority of Americans believe that marriage should be defined only as a union between one man and one woman.**
 - Fifty-three percent of Americans agree that marriage should be defined only as a union between one man and one woman.

“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?”

Breakouts by gender-age, ethnicity and church attendance	Agree	Disagree
Men 18-54	55%	41%
Men 55+	64%	36%
Women 18-54	40%	55%
Women 55+	57%	37%
White	53%	43%
African American	57%	39%
Hispanic	47%	50%
Attends church one a week or more	73%	24%
Attends Church once/couple times a month	51%	44%
Attends Church once/couple times a year	46%	51%
Never Attends Church	30%	65%

Freedom to Live in Accordance with Moral Beliefs

- The overwhelming majority, (81%) of Americans agree that government should leave people free to follow their beliefs about marriage as they live their daily lives at work and in the way they run their businesses.
 - Americans from all key demographic groups overwhelmingly support freedom to practice one’s beliefs.
 - Hispanics make up the largest group supporting freedom to practice one’s beliefs (89%).
 - Eight in ten (80%) of non-religious Americans strongly support freedom to practice one’s beliefs.
 - Nearly eight in ten (78%) younger to middle aged men and over eight in ten (84%) younger to middle aged women support freedom to practice one’s beliefs.

“Would you say you agree or disagree with the following statement?
Government should leave people free to follow their beliefs about marriage as they live their daily lives at work and in the way they run their businesses.”

<i>Breakouts by gender-age, ethnicity and church attendance</i>	<i>Agree</i>	<i>Disagree</i>
Men 18-54	78%	13%
Men 55+	81%	13%
Women 18-54	84%	10%
Women 55+	82%	13%
White	81%	12%
African American	77%	15%
Hispanic	89%	5%
Attends church one a week or more	77%	15%
Attends Church once/couple times a month	79%	14%
Attends Church once/couple times a year	84%	9%
Never Attends Church	80%	12%

Supreme Court Versus States

- **More Americans than not believe that states and citizens should be able to define marriage, not the Supreme Court.**
 - Six in ten (61%) of Americans agree that states and citizens should remain free to uphold marriage as the union of a man and a woman and the Supreme Court should not force all 50 states to redefine marriage.
 - Support for this belief greatly outweighs opposition in all key demographic groups except among non-religious Americans. However, more non-religious Americans than not (47% to 41%) support the idea that states should decide the definition of marriage, not the Supreme Court.

“Would you say you agree or disagree with the following statement? States and citizens should remain free to uphold marriage as the union of a man and a woman and the Supreme Court shouldn’t force all 50 states to redefine marriage.”

<i>Breakouts by gender-age, ethnicity and church attendance</i>	<i>Agree</i>	<i>Disagree</i>
Men 18-54	64%	30%
Men 55+	66%	28%
Women 18-54	53%	37%
Women 55+	61%	31%
White	60%	33%
African American	66%	29%
Hispanic	61%	31%
Attends church one a week or more	75%	21%
Attends Church once/couple times a month	60%	31%
Attends Church once/couple times a year	61%	32%
Never Attends Church	47%	41%

Methodology

WPA Opinion Research conducted a national study of 800 Registered Voters. Respondents were screened to ensure that they were not a member of the news media, a public relations company, or a political campaign. The sample for this survey was stratified based on gender, age, ethnicity, 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 February 2-4, 2015. The study has a sample size of 800 registered 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.