



Memorandum

To: ADF Team
Fr: Gene Ulm
Date: June 17, 2011
Re: Methodology

On behalf of Alliance Defense Fund, Public Opinion Strategies conducted a national telephone survey of 1,500 adults completed May 16-19, 2011. The survey has a margin of error of plus or minus 2.53%. The national survey of adults (18+) was stratified by region and included a mix of both land-lines and cell phones.

A combination of land-line and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Individuals were selected proportionate to the nation's population in accordance with a probability sample design that gives all land-line telephone numbers (both listed and unlisted) an equal chance to be included. Adults (age 18 years old or over) were selected by a systematic procedure to provide a balance of respondents by sex. The cell phone sample was drawn from a list of cell phone users nationally.

Quotas were set for age, region, gender and ethnicity.

Land-line

Age 18-44 minimum of 40%

Region - state quotas - proportionate to the nation's population

Cell

Gender- Maximum of 55% of either gender

Overall

Ethnicity - African American minimum of 11%, Hispanics minimum of 11%

Age — Maximum of 65+21%

Minimal weights have been applied to age and ethnicity. Respondents ages 65+ came in at 21% and weighted down to 18%, African Americans were weighted from 10% to 11% and Hispanics were 8% and weighted to 11%.

Survey: (ACTUAL WORDING)

Hello, I'm _____ of _____, a national research firm. We're talking with people around the country today, and would like to ask you a few questions on a confidential basis. We are not calling to sell anything nor will this call result in any future sales calls. We are simply speaking to people for research purposes only. (DO NOT PAUSE)

(IF CELL SAMPLE, ASK:)

C1. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

- 1 Yes, cell and in safe place
 - 2 Yes, cell not in safe place (**THANK AND TERMINATE**)
 - 3 No, not on cell
 - 4 DK/NA/REFUSED (**DON'T READ**) (**THANK AND TERMINATE**)
-

(IF CELL SAMPLE, ASK:)

C2. In which state do you currently live? (list out all 50 states+DC)

(ASK ALL :)

A. First, are you or is anyone in your household employed by a newspaper, television or radio station, a political party, or volunteers for a political campaign?

- 1 Yes/All other responses (**THANK AND TERMINATE**)
 - 2 No (**CONTINUE**)
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B. Are you 18 years of age or older?

- 1 YES (**CONTINUE**)
 - 2 IF NO THEN ASK: May I please speak to someone in your household who is 18 years of age or older? (**REPEAT QUESTION A WITH NEW RESPONDENT**)
-

C. Do you write your own blog or frequently comment on blogs regarding political issues?

- 1 YES (**THANK AND TERMINATE**)
 - 2 NO (**CONTINUE**)
 - 3 NOT SURE/REFUSED (**DO NOT READ - THANK AND TERMINATE**)
-

D1. And, just to be sure we have a representative sample; in what year were you born?

_____ (9999 = DK/REFUSED)
(QUOTA AGE 65+ AT 21%)

IF REFUSE:

Please keep in mind that this is for statistical purposes only. Are you..(DO NOT ROTATE)

- 1 18-25
 - 2 26-40
 - 3 41-55
 - 4 56-65
 - 5 Over 65

 - 6 REFUSED (DO NOT READ)
-

D. Thinking ahead to the 2012 elections for US President, United States Senate, Congress and other offices... how likely would you say you are to vote in these elections? Would you say you are...? (ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)

- 1 VERY LIKELY
 - 2 SOMEWHAT LIKELY
 - 3 NOT VERY LIKELY
 - 4 NOT AT ALL LIKELY

 - 5 NOT SURE/REFUSED (DO NOT READ)
-

1. Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

- 1 RIGHT DIRECTION
 - 2 WRONG TRACK

 - 3 DON'T KNOW/REFUSED (DO NOT READ)
-

I am going to read a number of different issues and please rate the importance each one is to you personally. As you respond, please keep in mind that not every issue can be a top priority.

The first/next one is...(READ STATEMENT)...And do you think this issue should be an absolute top priority, a high but not top priority, a medium priority, or a lower priority or do you think this should not be a priority?

TOP PRIORITY 1	HIGH PRIORITY 2	MEDIUM PRIORITY 3	LOWER PRIORITY 4	NOT A PRIORITY 5	(DNR) DK 6	(DNR) REF 7
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2. Improving the job and economic situation
3. Securing health and welfare for children
4. Preventing terrorism
5. Stopping the decline in moral values
6. Protecting the environment
7. Protecting traditional marriage
8. Reducing the size and interference of government
9. Defending personal freedoms
10. Legalizing same-sex marriage

Now changing topics...

11. And do you agree or disagree with the following statement. The statement reads..."I believe MARRIAGE should be defined ONLY as a union between one man and one woman."
(IF CHOICE, ASK :) And, would you DEFINITELY (choice) or just SOMEWHAT (choice) with that statement?

- | | |
|---|----------------------------------|
| 1 | DEFINITELY AGREE |
| 2 | SOMEWHAT AGREE |
| 3 | SOMEWHAT DISAGREE |
| 4 | DEFINITELY DISAGREE |
| 5 | DO NOT KNOW (DO NOT READ) |
| 6 | REFUSED (DO NOT READ) |