

TO: Marjorie Dannenfelser, President
Emily Buchanan, Executive Director
The Susan B. Anthony List

FROM: Kellyanne Conway, President and CEO
Kevin Quinley, Research Analyst
the polling company, inc./WomanTrend

RE: Should Tax Dollars for Family Planning Go To Organizations That Perform Abortions?

DATE: April 12, 2011

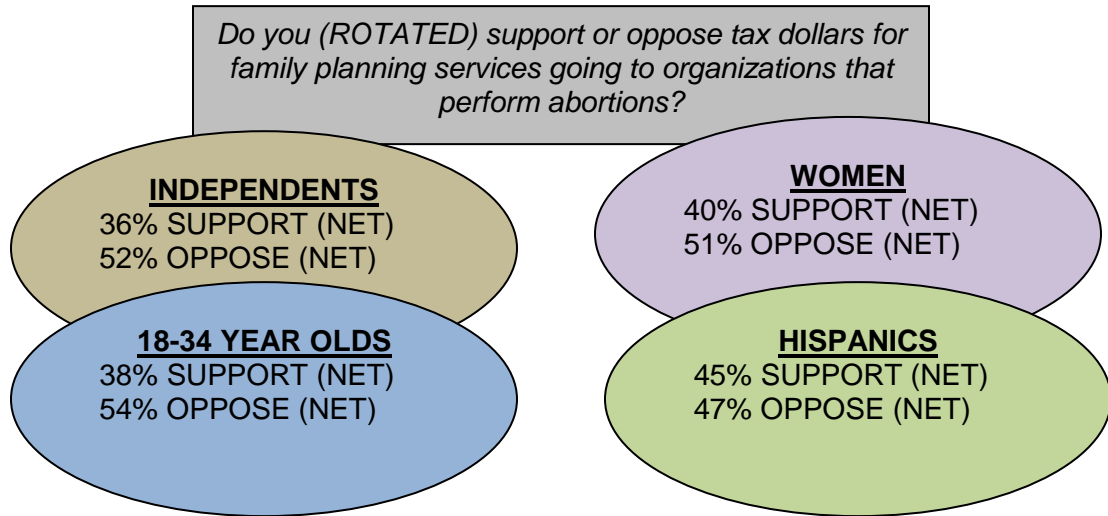
ANALYSIS

A 54%-majority of Americans opposed using tax dollars earmarked for family planning to subsidize organizations that provide abortions. Intensity was notable, with 43% STRONGLY opposed to this concept (43%) – more than twice the percentage STRONGLY supporting the idea that tax dollars for family planning services could be fungible at places like Planned Parenthood (20%).

Respondents' positions on abortion provided the sharpest contrast on the question. As illustrated in the adjacent table. Seventy (70%) of pro-choice respondents supported tax dollars intended for family planning services going to abortion providers, while 82% of pro-lifers opposed this idea. Even 26% of **pro-choice adherents rejected diverting taxpayer dollars for family planning organizations that provide abortions.** Less than half that figure (12%) of pro-lifers supported it.

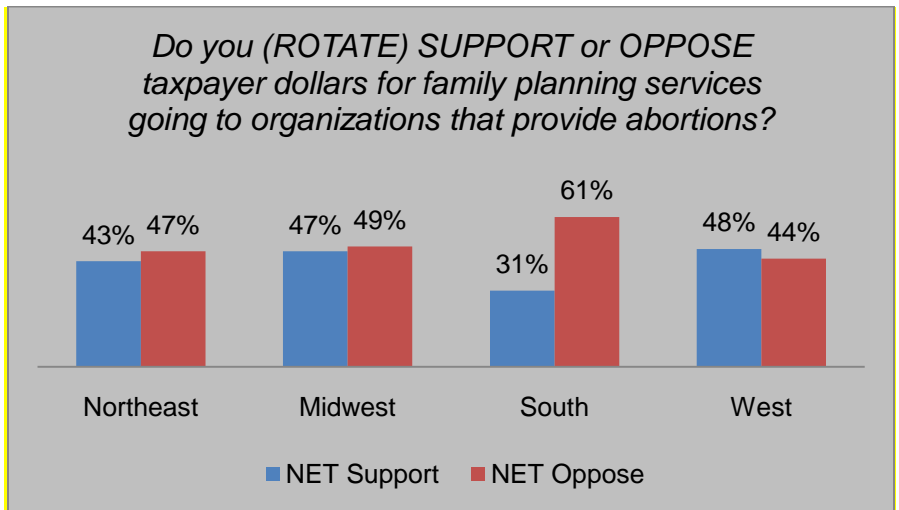
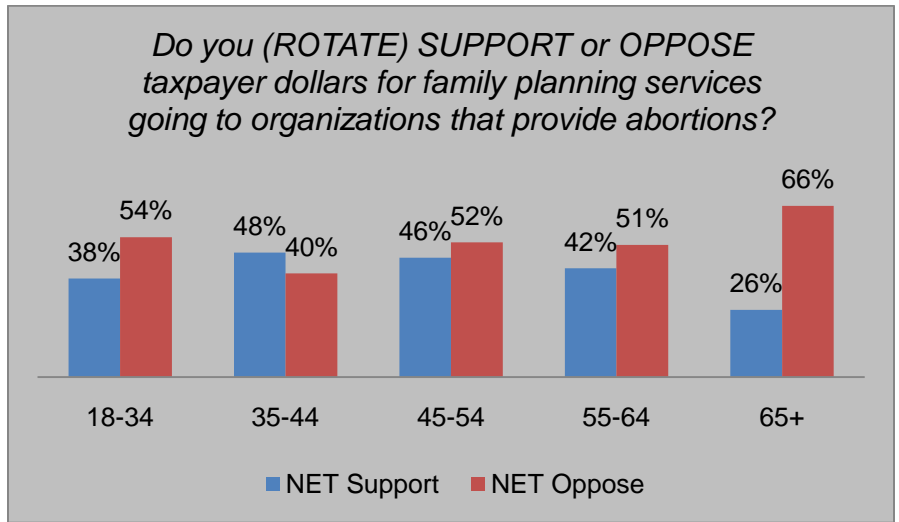
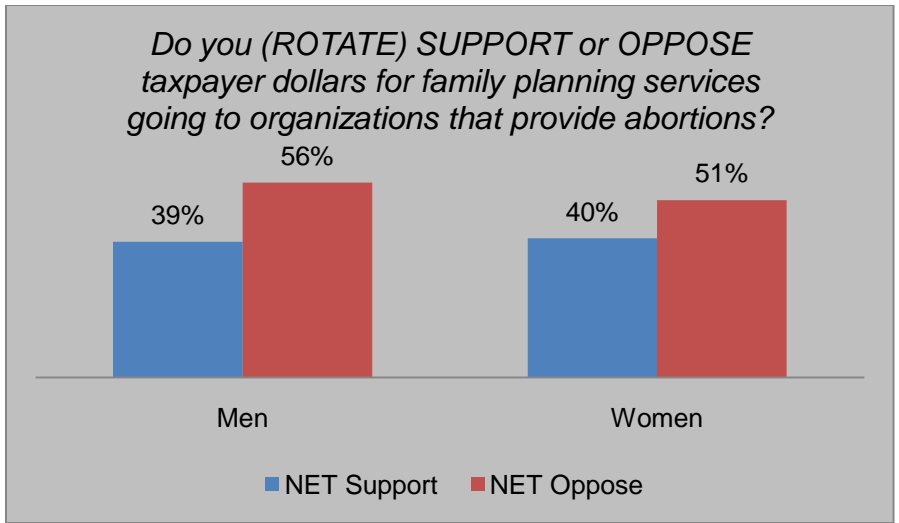
Do you (ROTATED) support or oppose tax dollars for family planning services going to organizations that perform abortions? (PROBED: And would that be SOMEWHAT or STRONGLY support/oppose?)			
All Respondents	Pro-Choice	Pro-Life	
39%	70%	12%	TOTAL SUPPORT (NET)
20%	38%	5%	STRONGLY SUPPORT
19%	32%	7%	SOMEWHAT SUPPORT
54%	26%	82%	TOTAL OPPOSE (NET)
11%	11%	10%	SOMEWHAT OPPOSE
43%	15%	72%	STRONGLY OPPOSE

SPOTLIGHT ON . . .

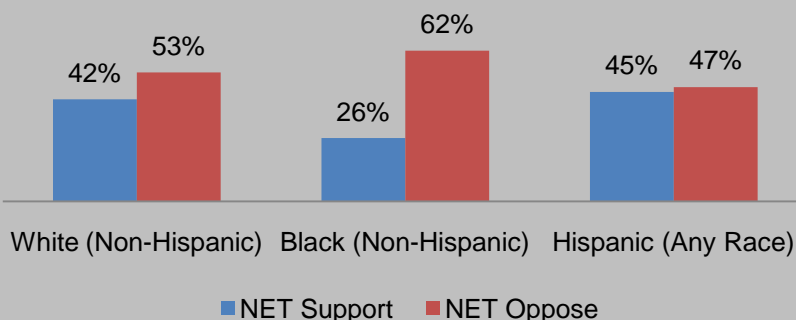


Each of these key subgroups were more likely to oppose funneling tax dollars earmarked for family planning services to organizations that provide abortions.

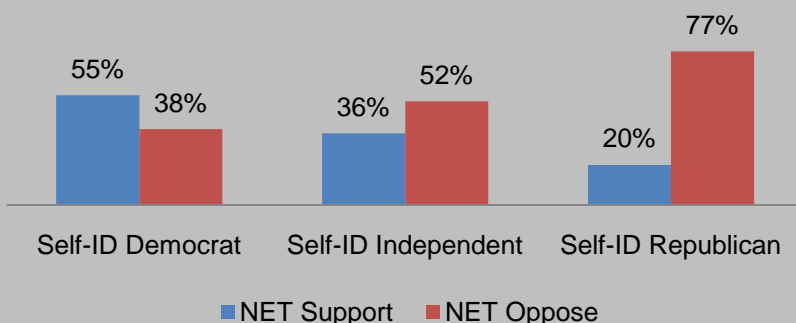
Subgroups more likely than average to SUPPORT tax dollars going to family planning services that provide abortions included. . .	HHI \$75K-100K (57%) College Graduates (56%) HHI \$100K+ (53%) West region (47%)
Subgroups more likely than average to OPPOSE tax dollars going to family planning services that provide abortions included. . .	High school graduates (71%) 65+ year olds (66%) HHI <35K (62%) South region (61%) HHI \$35K-50K (60%)



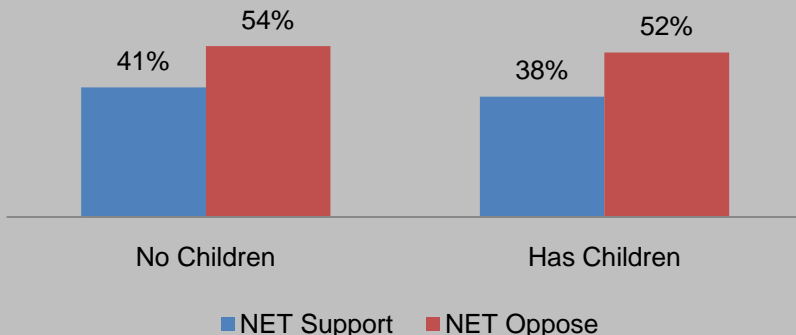
Do you (ROTATE) SUPPORT or OPPOSE taxpayer dollars for family planning services going to organizations that provide abortions?



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The debate over federal funding for family planning services that provide abortions has largely become a referendum on Planned Parenthood. Most existing polling questions on the topic reflect this dynamic and name the organization in the question language. As a result, majorities in at least three recent publicly-released polls have opposed any changes to federal funding of Planned Parenthood. None of these questions mention the word “abortion.” Our findings are consistent with the 61% opposition to “using public funds for abortions when the woman cannot afford it” found in the latest CNN/Opinion Research poll. A majority of Americans do not want taxpayer dollars designated for family planning organizations funneled to abortion providers. Some Americans may have positive attitudes toward Planned Parenthood, but may also reject the underlying premise that federal funding for family planning organizations should be fungible for abortions.

Polling questions that include the just the name “Planned Parenthood” and exclude the word “abortion” are incomplete and misleading. The question debated during last week’s budget discussion and this week’s up-or-down U.S. Senate vote go to whether taxpayer dollars intended for family planning purposes ought to go to organizations that furnish abortions. A majority of Americans say “no.”

METHODOLOGY

the polling company™, inc./WomanTrend added two questions to a nationwide omnibus survey of adults (18+) living in the United States on behalf of **The Susan B. Anthony List**.

This nationwide survey of 1,000 Americans aged 18+ was conducted April 7-10, 2011 at a Computer Assisted Telephone Interviewing (CATI) phone facility using live callers. The sample was drawn utilizing a Random Digit Dial (RDD) in which phone numbers were generated by a computer to ensure that every household in the nation had an equal chance to be surveyed.

Sampling controls were used to ensure that a proportional and representative number of adults were interviewed from such demographic groups as age, gender, race and ethnicity, and geographic region.

The margin of error is calculated at +/- 3.1% at the 95% confidence level, meaning that in 19 out of 20 cases, the results obtained would differ by no more than three point one percentage points in either direction if the entire adult population nationwide were to be surveyed.

the polling company, inc./WomanTrend
on behalf of
The Susan B. Anthony List

Survey of 1000 American Adults
TOPLINE DATA

Field Dates: April 7-10, 2011
Margin of Error=±3.1

1. Do you (ROTATED) support or oppose tax dollars for family planning services going to organizations that perform abortions?

(PROBED: And would that be SOMEWHAT or STRONGLY support/oppose?)

ALL	PRO-CHOICE (N=460)	PRO-LIFE (N=463)	
39%	70%	12%	TOTAL SUPPORT (NET)
20%	38%	5%	STRONGLY SUPPORT
19%	32%	7%	SOMEWHAT SUPPORT
54%	26%	82%	TOTAL OPPOSE (NET)
11%	11%	10%	SOMEWHAT OPPOSE
43%	15%	72%	STRONGLY OPPOSE
5%	3%	5%	DO NOT KNOW (DO NOT READ)
2%	1%	1%	REFUSED (DO NOT READ)

2. And, on the topic of abortion, do you consider yourself (ROTATED) pro-life or pro-choice?

(PROBED IF UNSURE/NEUTRAL/IT DEPENDS: Which position do you lean toward on abortion: (ROTATED) pro-life or pro-choice?)

47%	TOTAL PRO-LIFE (NET)
44%	PRO-LIFE
3%	LEAN PRO-LIFE
46%	TOTAL PRO-CHOICE (NET)
3%	LEAN PRO-CHOICE
43%	PRO-CHOICE
6%	HARD NEUTRAL/UNSURE/IT DEPENDS (DO NOT READ)
1%	REFUSED (DO NOT READ)