

SurveyUSA interviewed 893 adults nationwide, **Monday 06/04/12 through Wednesday 06/06/12**. Research conceptualized and commissioned by iMediaEthics.org. Adults reachable on a home telephone (69% of respondents) were interviewed on their home telephone in the recorded voice of a professional announcer. The youngest-male method of respondent selection was used on these landline calls. Respondents unreachable on a home telephone (aka: "cell phone respondents")(31% of respondents), were contacted by live operators, who hand-dialed the telephone, remained on the line throughout the duration of the call, read the questions to respondents, and recorded the answers. Blended sample for both landlines and cellphones were provided by SSI of Fairfield CT. Responses were minimally weighted to U.S. Census targets for gender, age, race and region. Each respondent was randomly assigned at the time of the interview to one of two different paths through the survey; depending on the path, respondents heard slightly different question wording. Where further necessary, questions and answer choices were rotated to prevent order bias, recency and latency effects. SurveyUSA assigns to each question within the instrument a theoretical margin of sampling error, but such error is useful only in theory, and though commonly cited in the presentation of research results, sampling error is only one of many types of error that may influence the outcome of an opinion research study. More practical concerns include the inability to contact some, the refusal of others to be interviewed and the inability of still others to speak the language. It is difficult to quantify non-sampling errors.

Nature of the Sample – USA Adults		
iMediaEthics Poll, conducted by SurveyUSA, JUNE 4-6, 2012; N=893; MOE = +/- 3.3%. For half samples Form A: N=470, MOE= +/- 5%; Form B: N=424, MOE= +/- 5%.		
		Weighted %
USA Adults		100
Region	Northeast	18
	Midwest	22
	South	35
	West	25
Gender	Female	51
	Male	49
Income	<\$40K	32
	\$40-\$80K	31
	>\$80K	31
	DK/NA	5
Race	White	67
	Black	12
	Hispanic	14
	Other	7

Age	18-34	31
	34-49	27
	50-64	26
	65+	16
Age <50/50+	18-49	58
	50+	42
Education	High School or less	23
	Some College	31
	College grad	45
	NA	1
Party Affiliation1	Republican	30
	Independent	42
	Democrat	28
Party Affiliation2	Republican w/leaners	41
	Independent no lean	20
	Democrat w/ leaners	39
Ideology	Very conservative	16
	Conservative	22
	Moderate	29
	Liberal	17
	Very liberal	6
	Not sure	10
Interviewer Type	Recorded voice	69
	Live interviewer	31

ASK ALL

Q1. How closely have you been following the issue of same-sex marriage:

%

29 Very closely

34 Somewhat closely

17 Not too closely

18 Not at all closely

1 No opinion

All in Form A [N=470]

Q1A. Based on what you've read or heard, do you think marriages between couples of the same sex should or should not be recognized by the law as valid, with the same rights as traditional marriages?

- %
- 53 Should
- 41 Should not
- 6 No opinion

If “should”, ask Q2A and Q3A:[N=248]

Q2A. How upset are you that today, marriages between couple of the same sex are NOT recognized by the law as valid in most states? Are you:

- %
- 30 Very upset
- 29 Somewhat upset
- 22 Not too upset
- 19 Not upset at all
- 1 No opinion

Q3A. Overall, would you say you feel strongly or not strongly about making same-sex marriage legal?

- %
- 73 Strongly
- 26 Not strongly
- 1 No opinion

If “should not”, ask Q4A and Q5A [N=194]

Q4A. If marriages between couples of the same sex DO become recognized by the law as valid in most or all states, how upset would you be:

- %
- 61 Very upset
- 19 Somewhat upset
- 12 Not too upset
- 7 Not upset at all
- 1 No opinion

Q5A. Overall, would you say you feel strongly or not strongly about making same-sex marriage legal?

- %
- 36 Strongly
- 61 Not strongly
- 3 No opinion

All in Form A [N=470]

Q6A. In your view, is being gay or lesbian:

- %
- 48 due to factors beyond a person’s control, or
- 42 is it something a person chooses?
- 10 No opinion – volunteered) [GO TO Q8]

IF GIVE AN OPINION, ASK: [N=424]

Q7A. Do you feel very sure about that, or just somewhat sure?

- %
- 73 Very sure
- 26 Somewhat sure
- 1 No opinion

FORM B [ASK OTHER HALF SAMPLE; N=423]

Q1B. Based on what you've read or heard, do you think marriages between couples of the same sex should or should not be recognized by the law as valid, with the same rights as traditional marriages – or doesn't it matter to you one way or the other?

%

- 38 Should
- 35 Should not
- 23 Doesn't matter to you
- 3 No opinion

If "should", ask Q2B and Q3B:[N=162]

Q2B. How upset are you that today, marriages between couple of the same sex are NOT recognized by the law as valid in most states? Are you:

%

- 32 Very upset
- 33 Somewhat upset
- 13 Not too upset
- 18 Not upset at all
- 3 No opinion

Q3B. Overall, would you say you feel strongly or not strongly about making same-sex marriage legal?

%

- 68 Strongly
- 28 Not strongly
- 4 No opinion

If "should not", ask Q4B and Q5B: [N=150]

Q4B. If marriages between couples of the same sex DO become recognized by the law as valid in most or all states, how upset would you be:

%

- 59 Very upset
- 20 Somewhat upset
- 11 Not too upset
- 8 Not upset at all
- 2 No opinion

Q5B. Overall, would you say you feel strongly or not strongly about making same-sex marriage legal?

%

- 49 Strongly
- 45 Not strongly
- 6 No opinion

ASK ALL IN FORM B [N=423]

Q6B. In your view, is being gay or lesbian

%

- 41 Something a person chooses, or
- 47 Is it due to factors beyond a person's control?
- 11 No opinion

IF GIVE AN OPINION, ASK: [N=375]

Q7B. Do you feel very sure about that, or just somewhat sure?

%

71 Very sure

28 Somewhat sure

1 No opinion

ASK ALL [N=893]

Q8. Do you personally know anyone who is gay or lesbian?

%

85 Yes

14 No

1 No opinion

IF YES IN Q8, ASK: [N=759]

Q9. Is any gay or lesbian person you know either a close family member or a close friend?

%

20 Close family member

33 Close friend

16 Both

31 Neither