



2004 The Caring Outreach Television Campaign

Post Polling Report – Spring, 2004

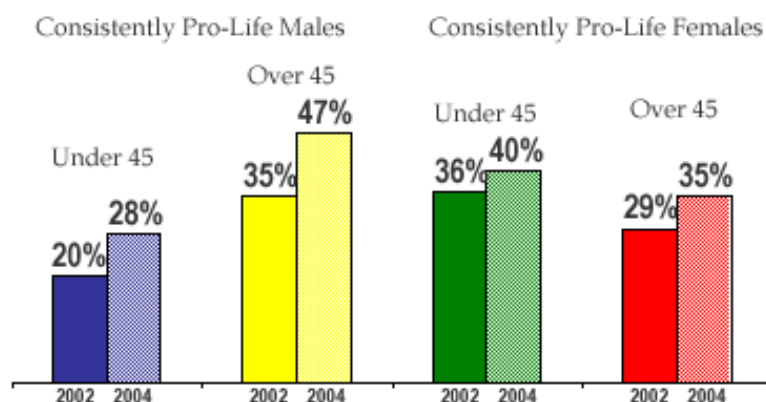
Professional polling following the Caring Outreach 2004 Media Campaign indicated that significant numbers of viewers not only saw the ads but remembered them when questioned.

52% of females ages 18-45 recalled seeing at least one of our ads. Statistically that would be 945,360 women in the child bearing years in the Chicago media market. 48% of all those surveyed responded that they saw at least one ad.

We also can extrapolate that 901,800 adults saw both of our pro-life ads and that two million adults saw “Firefighter” at least one time.

It was found that 40% of females under 45 who recalled seeing one or both ads were termed Consistent Pro-Life whereas females under 45 who could not recall either ad were only 23% were termed Consistent Pro-Life. Our goal in this television campaign was to move hearts and minds to a pro-life position.

Increase in "Pro-Lifeness" of People Who Saw Ads



A poll in 2002 was used to compare those by age category who consistently gave a pro-life response to those who were polled in 2004. All categories showed significant movement to a pro-life position.

In addition, **51% of females under 45 stated that one or more of the commercials was persuasive in making them feel more strongly against abortion.**

27% of respondents in the Middle said that one or more of these commercials caused them to be less tolerant of abortion and 19% of those who were pro-abortion agreed with this statement.

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One-third (33%) percent of respondents were termed “Consistent Pro-Life” since they believed that abortion should never be legal, or legal only in cases of rape, of incest, or when the life of the mother is in danger. 32% of females under 45 fell into the Consistent Pro-Life category.

Twenty-nine percent (29%) of respondents were termed “Consistent Pro-Abortion” since they believe that abortion should be legal for any reason during the first three months of a woman’s pregnancy. 35% of females under 45 fell into the Consistent Pro-Abortion category.

38% of respondents were in the Broad Middle and 35% of women in our target audience are still in the Middle on this vital issue. We urgently need to reach these individuals and persuade them to a pro-life perspective.

Baselice & Associates, Inc. of Austin Texas was retained to conduct survey research for the purpose of studying attitudes and opinions of adults in the Chicago media market regarding the issue of abortion and unexpected pregnancies. This survey was conducted by phone among 503 randomly selected adult respondents at the end of an eight week television campaign. The sample in this survey was controlled for gender in that approximately two-thirds of the respondents were female and one-third were male since the target audience had been females 18-45.

The Caring Outreach – www.TheCaringOutreach.org
2500 Sheridan Road #256 - Zion, Illinois 60099
caringoutreach@prodigy.net - Phone: 847 336-6270