


# Methodology & Selected Findings



## Who we surveyed


- 1,200 likely general-election voters, fielded June 14–16, 2026.
- Universe: voters on the center-right – self-identified conservatives and moderates (left-leaning moderates excluded). Roughly three-quarters Republican, one-quarter independent.
- Margin of error  $\pm 2.83\%$ ; weighted to the likely general-election voter universe.
- Conducted by The Decision Co., an independent survey research firm.

## What they told us




**96%**

of conservative + moderate voters say it is important for a child to be raised with both an involved mother and father.



**82%**

of these voters agree no child should be deliberately denied a mother or a father.




**78%**


of conservative + moderate voters agree children's needs should come before adult desires.

**66%**

of conservative + moderate voters reject the claim that being raised by same-sex parents is no different for a child than being raised by an adoptive mother and father.



**63%** say children are harmed when they lose their mother or father to a same-sex household.



**72%**

Support for legally recognizing every child as having a mother and father increased after voters engaged with the issue.

