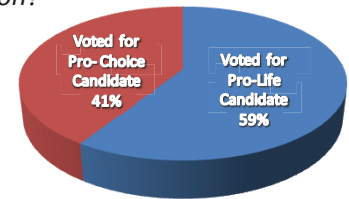


National Right to Life's Advantage

2014 MID-TERM ELECTION: 7% NET GAIN FOR PRO-LIFE CANDIDATES

Generally speaking, did the abortion issue affect the way you voted in today's election?

YES	39%
Voted for pro-life candidate	23%
Voted for pro-choice candidate	16%
Advantage for pro-life candidates	7%



November 4, 2014, the polling company™, inc. (N=806, margin of error +/- 3.5%)

Of those who considered abortion when voting, 59% voted for the pro-life candidate, while 41% voted for the pro-choice candidate. The terms "pro-life" and "pro-choice" are the terms used in most polling.

ABORTION ATTITUDES DIFFER BY PARTY

	REPUBLICANS	INDEPENDENTS	DEMOCRATS
Pro-life	75%	47%	27%
Pro-choice	14%	39%	64%

November 6, 2012, the polling company™, inc. (N=1,000, margin of error +/- 3.1%)

76% OF VOTERS RECOGNIZE NATIONAL RIGHT TO LIFE

Recognition of National Right to Life tops any other local, state, or national pro-life group.

When asked about "single-issue pro-life organizations which work on policies relating to the issues of abortion, infanticide, euthanasia and stem-cell research," **76% of voters had heard of National Right to Life.**

November 2-5, 2010, Zogby International (N=2,185, margin of error +/- 2.1%)

2014 ELECTIONS: 28% OF VOTERS RECALLED BEING CONTACTED BY NRL

Do you recall hearing or seeing any advertising, receiving any information in the mail, receiving any literature, or receiving a telephone call from the National Right to Life?

YES 28% recalled being contacted by National Right to Life (more than one of every four voters)
(17% recalled being contacted by NRL state affiliates, 10% by Americans United for Life, and 9% by Susan B. Anthony.)

November 4, 2014, the polling company™, inc. (N=806, margin of error +/- 3.5%)

21% OF VOTERS SAY CANDIDATE MUST SHARE VIEWS ON ABORTION

According to Gallup, twenty-one percent of Americans would "only vote for a candidate who shares their views on abortion." The poll demonstrates that pro-life Americans remain more likely to hold this view.

May 6-10, 2015, Gallup (N=1,024, margin of error +/- 4%)

National Right to Life endorsed 287 federal candidates in 2014. 90% won!