
MEMORANDUM

To: Interested Parties
From: Alex Gage – TargetPoint Consulting
Adam Geller – National Research Inc.
Brock McCleary – Harper Polling
Jan van Lohuizen – V/CR
Robert Jones – G² Public Strategies
Date: July 1, 2015
Re: AUF/PRS National and Early State Non-Discrimination Results

A national survey was conducted on behalf of American Unity Fund and Project Right Side heading up to the Supreme Court decision on marriage equality. These results showed positive movement on marriage equality support and showed that the nation was ready to accept the Supreme Court decision as the law of the land. There is still national debate around discrimination protections for the LGBT community and how voters view the role of religious freedom in the context of business services. The data from this survey gives us the information we need to evaluate national opinion on these policies and what it means for elected officials and presidential campaigns alike.

Our national poll surveyed 2000 registered voters from June 9-17, 2015. From the national poll we have observations from 798 Republican and lean-Republican voters. The margin of error for the full survey is +/- 2.19%. At the same time we also surveyed 500 registered voters from June 9-17, 2015 in the four first early states: Iowa, New Hampshire, Nevada, and South Carolina. The margin of error for each of the statewide surveys is +/- 4.38%.

As the Supreme Court decision continues to spur national debate on LGBT rights and protections, consider the following:

1. **Voters across America believe that gay and lesbian couples should be given the freedom to marry.** 57% of registered voters favor allowing gays and lesbians to marry legally, including a high of 39% of Republicans. Asked differently, 60% say gay and lesbian couples should have the same legal right to marry as heterosexual couples (though 14% are reluctant to call it marriage). Among Republicans, 43% believe same sex couples should have the same legal rights as heterosexual couples. This shows the steady but meaningful shift among Republican voters: in a 2013 poll we commissioned for Project Right Side we found 25% support for gay and lesbian couples' freedom to marry – that's an 18 point shift in opinion in the last two years.

2. **The majority of voters, regardless of their position on same-sex marriages, were ready to accept a ruling in favor of marriage equality as the law of the land.** 59% say they will accept the court's ruling as the law of the land, while only 33% would support a constitutional amendment allowing states to ban same sex marriage. Republicans are more evenly split on this: 44% would accept it as the law of the land, 48% would support amending the constitution. Moreover, 53% of Republicans agree with the reconciliatory statement that, "Things are changing, so at the end of the day, being for traditional marriage without animosity is where I stand. If the Supreme Court rules sometime this year that same-sex marriage bans are unconstitutional, it will be time for us to move forward as a society."
3. **There is strong national support for a federal non-discrimination law that protects LGBT people in employment, housing, public accommodations, credit, and education.** 71% of all voters favor a federal law that would protect gay and transgender people from discrimination in employment (59% among GOP). In the early states: 70% in Iowa, 78% in New Hampshire, 75% in Nevada, and 46% in South Carolina favor a federal non-discrimination law. A variety of key voting blocks support a comprehensive federal non-discrimination policy: among millennial voters (77%), millennial GOP voters (79%), the Northeast (78%), women under 45 (79%), Catholics (74%) and African Americans (76%).

When asked about a federal non-discrimination law that includes exemptions for religious organizations we see a dip in support nationally but a boost in support among voters in the early state South Carolina where it increases from 46% to 61% favoring this type of federal non-discrimination policy. We also see a significant increase in support among Hispanic voters – from 69% favoring this federal policy to 78% favor with the exemptions.

4. **Voters believe businesses or retail stores should not be allowed to discriminate against LGBT customers, and a plurality would be less likely to shop there if they did.** 70% nationally, including 54% of Republican voters believe businesses such as hair salons, retail stores, gyms, gas stations, law or accounting firms, hotels or restaurants should be required to provide services to same-sex couples or LGBT customers.

There is a clear consensus among all voters that businesses should be required to provide services to paying customers. Across the board 79% of voters agree, "Businesses serving the public should not be allowed to discriminate against customers due to their race, gender, religion, or sexual orientation."

Businesses that refuse to serve LGBT customers are at risk of losing a lot of their customers: 47% nationally would be less likely to shop at a business that refused to serve LGBT people. Of further concern should be the majority of women (51%) and middle-aged (50%) customers who would be less likely to shop at a business that refused to serve gay, lesbian, or transgender customers.

Similar implications exist for candidates running for office: 40% of voters, including 23% of GOP voters, would be more likely to support a candidate who publicly endorses a national law to protect LGBT Americans from discrimination.

5. **All voters – including overwhelmingly strong Republican majorities – do not want to roll back current protections for same-sex couples.** On all the protections currently in place for legally married same-sex couple we asked respondents about, at least two-thirds of GOP voters supported each one. Voters clearly don't want to turn back the progress that has already been made on these protections:
- 87% of all voters and 83% of GOP voters believe that hospital patients should be able to designate anyone – including a same-sex partner – to make decisions on their behalf.
 - 79% of all voters and 68% of GOP voters believe that Federal employees in same sex marriages now have many of the same benefits as straight couples, such as health, dental, life, long-term care etc.
 - 79% of all voters and 67% of GOP voters believe the IRS should allow all legally married couples – gay and straight – to file jointly.
 - 74% of all voters and 65% of GOP voters believe that surviving spouses who were in a same sex marriage should be eligible for death benefits from the Social Security Administration.
6. **There is broad support for keeping existing federal laws in place and moving forward with others protections for LGBT Americans among GOP voters in the first four states up in picking presidential nominees.**

The early state data below reflects trends we're seeing in our National data:

IOWA VOTERS

- 64% of voters believe gay and lesbian couples should have the same legal right to marry (47% among GOP Primary Voters).
- 61% of all voters in Iowa and 46% of GOP Primary voters will accept the court's ruling in favor of marriage equality as the law of the land.
- 70% favor a federal non-discrimination law protecting LGBT people in employment, housing, public accommodations, credit, and education. Among GOP Primary voters in Iowa only 34% support a federal non-discrimination policy, but when paired with religious exemptions 54% favor these protections for the LGBT community.
- 67% of voters believe businesses such as hair salons, retail stores, gyms, gas stations, law or accounting firms, hotels or restaurants should be required to provide services to same-sex couples or LGBT customers.

- 76% total agree with the statement, “Businesses serving the public should not be allowed to discriminate against customers due to their race, gender, religion, or sexual orientation,” including 60% with the maximum agreement rating the message a 10.

NEW HAMPSHIRE VOTERS

- An overwhelming majority of 70% of voters, and 58% of GOP Primary voters, believe gay and lesbian couples should have the same legal right to marry.
- 68% of all voters and 55% of GOP Primary voters will accept the court's ruling in favor of marriage equality as the law of the land.
- 78% favor a federal non-discrimination law protecting LGBT people in employment, housing, public accommodations, credit, and education. Among GOP Primary voters in New Hampshire 67% support these same protections.
- 72% of voters believe businesses such as hair salons, retail stores, gyms, gas stations, law or accounting firms, hotels or restaurants should be required to provide services to same-sex couples or LGBT customers.
- 78% total agree in New Hampshire, “Businesses serving the public should not be allowed to discriminate against customers due to their race, gender, religion, or sexual orientation,” including 68% with the maximum agreement rating the message a 10.

NEVADA VOTERS

- 58% of voters believe gay and lesbian couples should have the same legal right to marry (45% among GOP Primary voters).
- 59% of all voters and 46% of GOP Primary voters will accept the court's ruling in favor of marriage equality as the law of the land.
- 75% favor a federal non-discrimination law protecting LGBT people in employment, housing, public accommodations, credit, and education. Among GOP Primary voters in Nevada 61% support these same protections. Here, adding in religious exemptions does not increase support among GOP Primary voters.
- 70% of voters believe businesses such as hair salons, retail stores, gyms, gas stations, law or accounting firms, hotels or restaurants should be required to provide services to same-sex couples or LGBT customers.
- 81% total agree in Nevada, “Businesses serving the public should not be allowed to discriminate against customers due to their race, gender, religion, or sexual orientation,” including 67% with the maximum agreement rating of 10.

SOUTH CAROLINA VOTERS

- 43% of voters, and 39% of GOP Primary voters, believe gay and lesbian couples should have the same legal right to marry. Here we see a lower, but still nationally reflective, number in support for the freedom to marry among the early states surveyed, however 26% of voters and 35% of GOP Primary voters believe that there should be domestic partnerships or some other legal rights for same-sex couples.
- A plurality of 45% including 41% of GOP Primary voters would accept the court's ruling in favor of marriage equality.
- 46% favor a federal non-discrimination law protecting LGBT people in employment, housing, public accommodations, credit, and education. Among GOP Primary voters in South Carolina 41% support a federal non-discrimination policy, but when paired with religious exemptions 57% favor these protections for the LGBT community.
- 62% of voters believe businesses such as hair salons, retail stores, gyms, gas stations, law or accounting firms, hotels or restaurants should be required to provide services to same-sex couples or LGBT customers.
- 76% total agree in South Carolina, "Businesses serving the public should not be allowed to discriminate against customers due to their race, gender, religion, or sexual orientation," including 60% with the maximum agreement rating the message a 10.
- At least 56% of all voters support the existing federal LGBT protections we tested. Among GOP Primary voters a majority support each of the existing federal LGBT protections with the highest support at 73% for medical decision-making rights.