

TO: Interested Parties
FROM: Alex Lundry, TargetPoint Consulting
DATE: September 16, 2013
RE: ENDA National Poll Results

TargetPoint Consulting conducted a national survey of 2,000 registered voters September 3-8, 2013 regarding attitudes towards the Employment Non-Discrimination Act (ENDA). The margin of error for the survey is +/- 2%.

OVERALL TAKEAWAY

Following key victories in the last year for gay rights both at the ballot box and in the Supreme Court, this national poll of registered voters finds overwhelming support for passage of the Employment Non-Discrimination Act, which would protect gay, lesbian and transgender Americans from workplace discrimination.

KEY FINDINGS

- 1. Discrimination against lesbian, gay, bisexual and transgender people is an existing problem that in their minds is currently illegal under federal law.** A full 60% of national registered voters believe that such discrimination is at least a minor problem, with nearly a third – 31% - saying it represents a major problem. Moreover, an incredible 8 out of 10 voters believe it is currently illegal under federal law to fire or refuse to hire someone because they are gay or transgender. Another 10% don't know whether it is legal or illegal, while an incredibly small minority of 8% accurately say this practice is currently legal. 54% of Republicans say discrimination is a problem while 80% believe it is currently illegal.
- 2. An overwhelming majority of Americans – including Republicans – support a federal law that protects gays, lesbians and transgender Americans from discrimination in the workplace.** Here – unlike other surveys on similar topics – we asked specifically about federal legislation: 68% of registered voters support federal protection, with only 21% oppose. And indeed, intensity here very much lies with the supporters, as 46% strongly favor the law while only 15% strongly oppose it. When it comes to Republicans, 56% support a federal anti-discrimination law, while only 32% oppose.
- 3. Majority support for ENDA across all 50 states.** An innovative statistical modeling method (multi-level regression and post-stratification) allows us to estimate support for ENDA in all 50 states by combining data from our national survey with state level census data. The result? We estimate that across all 50 states a majority of voters support passing federal non-discrimination protections. The model projects, for instance, support well over 60% in New Hampshire, Pennsylvania, Arizona, and Arkansas.

4. **Electoral consequences of support are more positive than negative.** 39% of voters say they would support the re-election of a member of Congress that voted for a bill that prohibits employment discrimination against gay and transgender Americans, while 33% say they would oppose their re-election. On this Republicans are split into thirds: 34% would support the candidate's re-election, 33% would oppose it, and 34% say it would not matter. And while only 13% of Republicans would actively campaign against their re-election, there are nearly as many Republicans (9%) that would actively campaign for them.

5. **Messages broadly supportive of ENDA resonate strongly across all partisans.** Our top message, which polls at a near universal 89% agreement is “We should all follow the Golden Rule and treat others as we’d like to be treated, including gay, lesbian and transgender Americans.” 86% of Republicans agreed with this message as well. Other popular messages include:
 - **88% overall, 86% Republicans:** “Everyone has a right to earn a living – including gay, lesbian and transgender Americans - and workers should be judged on the job they do – nothing more, nothing less.”
 - **88% overall, 84% Republicans:** “Companies should hire and fire based solely on a person’s qualifications not quotas – gay and transgender employees should have an equal opportunity to everyone else.”

6. **Gay marriage retains its majority support status.** Finally, we added a question on gay marriage to the survey, and here, as we've seen in countless other national surveys this year, we see majority support at 53%, and only 38% opposition, with 9% saying they don't know. Republicans remain relative holdouts here, especially compared to their support levels for ENDA: only 34% favor allowing gays and lesbians to legally marry, while 59% oppose it. Still, it is important to remember that as recently as 8 years ago Republican support for same sex marriage was only 15.