SAME-SEX MARRIAGE

NATIONAL SURVEY FINDINGS

- 800 Registered Voters
- Conducted via Mixed Mode
- May 27 - June 1, 2025
- moe = +/- 3%

CENTERLINE LIBERTIES

PROJECT RIGHT SIDE

ECHELON INSIGHTS

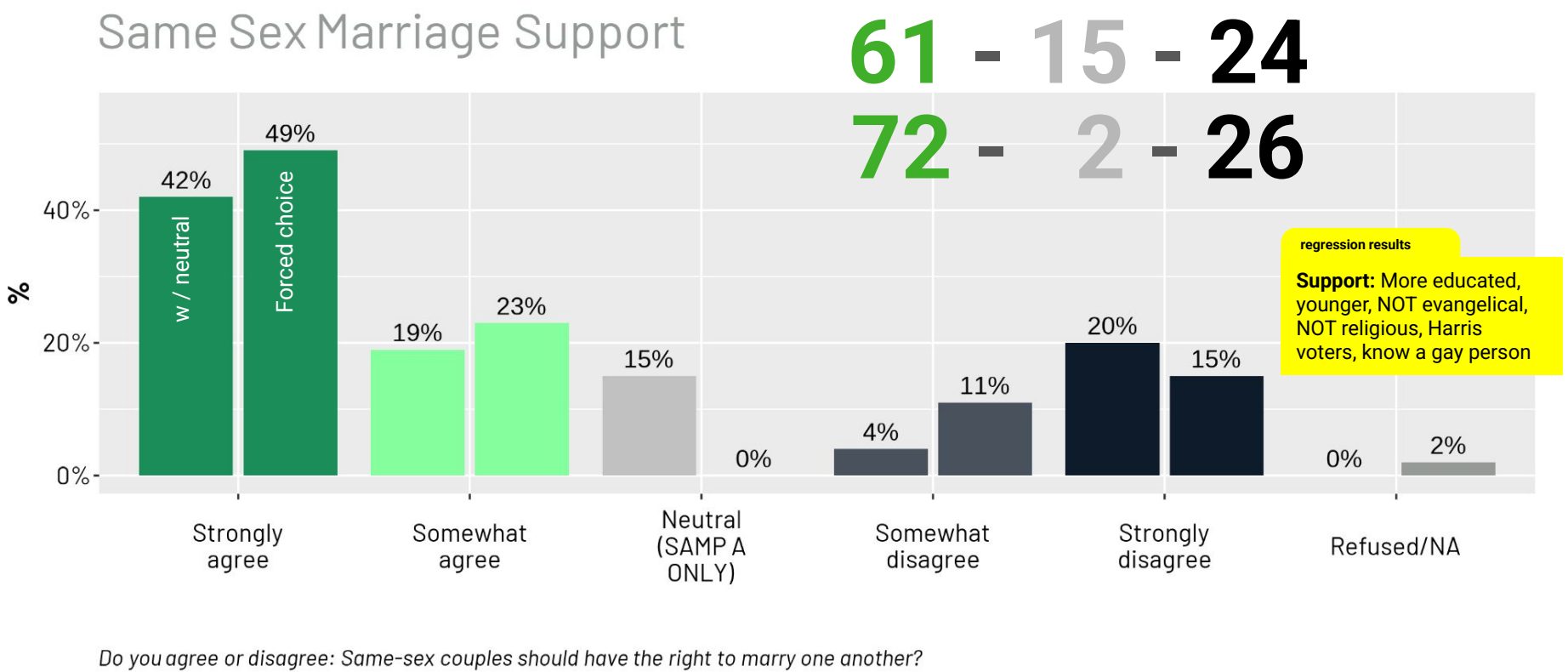
REDBUD CONSULTING

NATIONAL RESEARCH INC.

7 Headlines

- Support for Same Sex Marriage is Strong, Stable & Settled
- Majority of Republicans Support the Respect For Marriage Act
- SSM Seen as Non-Controversial & the New Normal
- Opposition Lacks Intensity and Enthusiasm
- Conservative & Values-Based Messaging Highly Effective
- Primary Driver of Increased Support: Personal Interaction
- Significant Headwinds For Attempts to Challenge Status-Quo

Broad Agreement For SSM, Especially Without a Neutral Option Provided

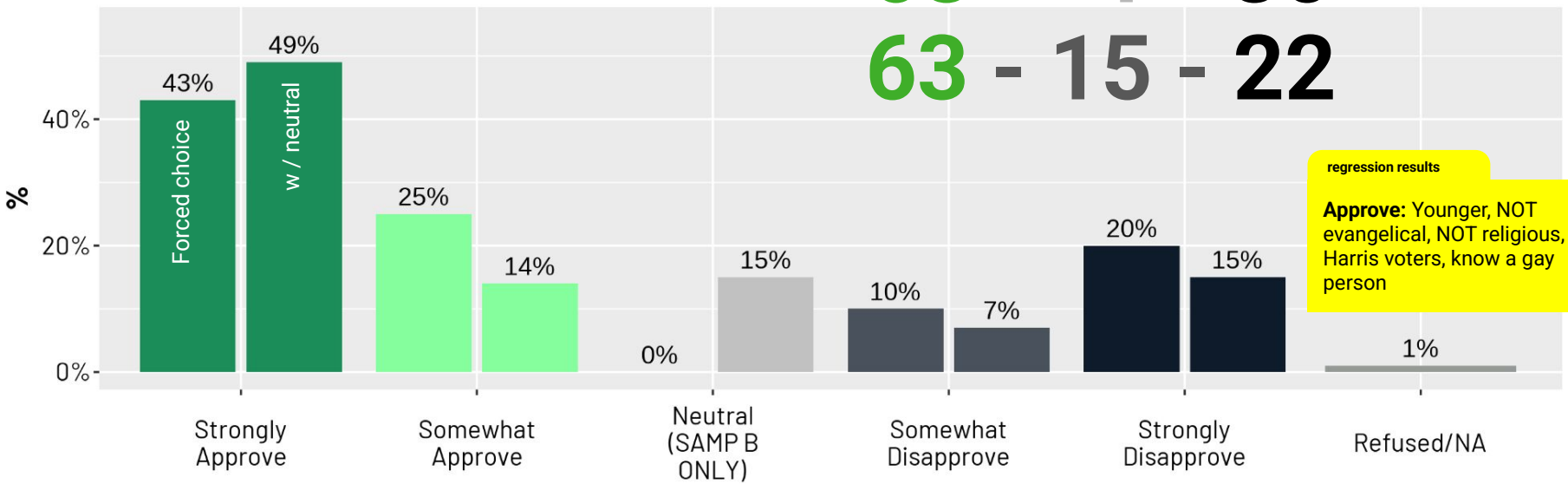


Do you agree or disagree: Same-sex couples should have the right to marry one another?

Two-Thirds Approval for SCOTUS Ruling Guaranteeing a Right to SSM

Obergefell Ruling Approval

68 - 1 - 30
63 - 15 - 22

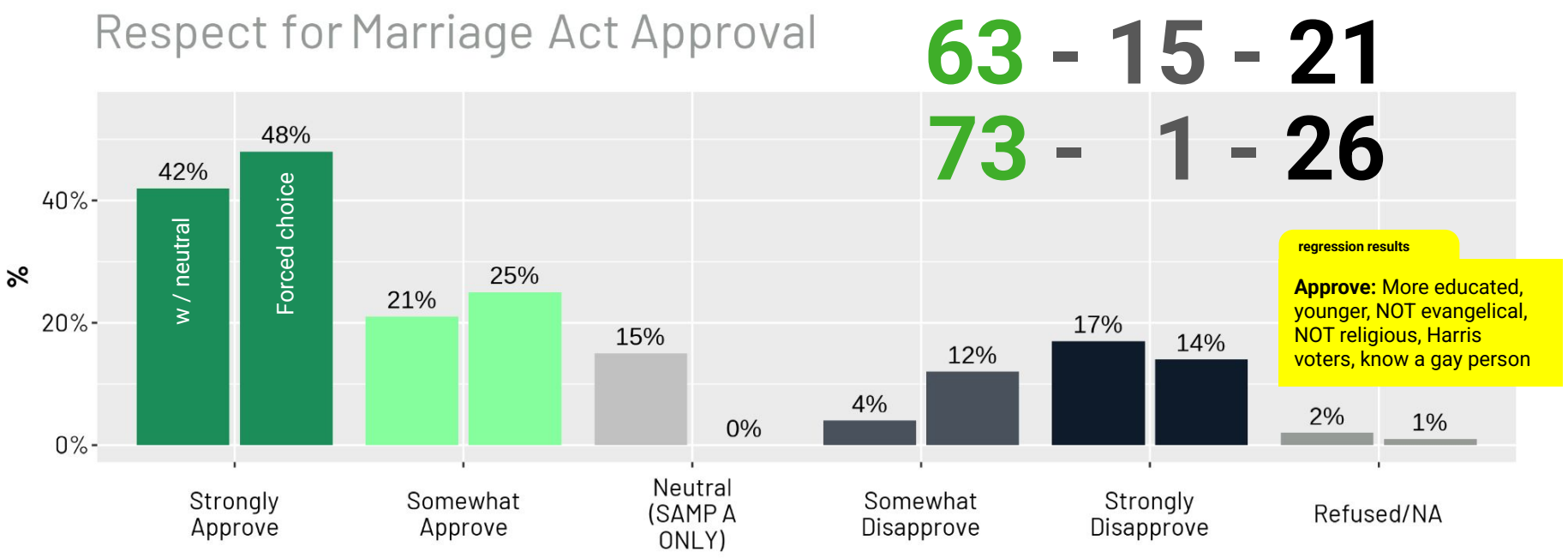


regression results

Approve: Younger, NOT evangelical, NOT religious, Harris voters, know a gay person

In 2015 the Supreme Court ruled that the Constitution guarantees a right to same-sex marriage. Do you approve or disapprove of this decision? (IF HALF SAMPLE B) If you neither approve nor disapprove you can tell me that as well.

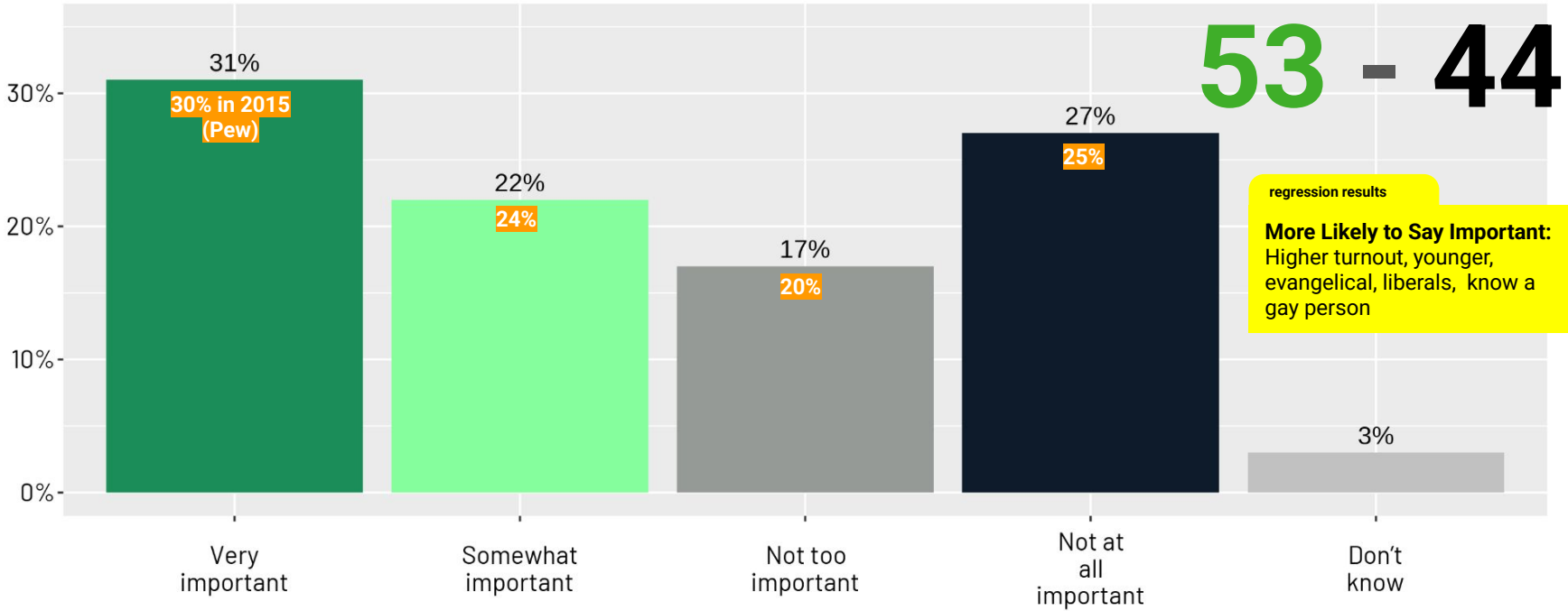
Incredible 70% + Approval of the Respect For Marriage Act Without Neutral Option



In 2022, the US Congress enacted the Respect for Marriage Act that guarantees the federal government and all states will recognize the validity of legally sanctioned same-sex marriages in the United States while also protecting religious freedom. Do you approve or disapprove of the Respect for Marriage Act?

SSM Just As Important As It Was 10 Years Ago

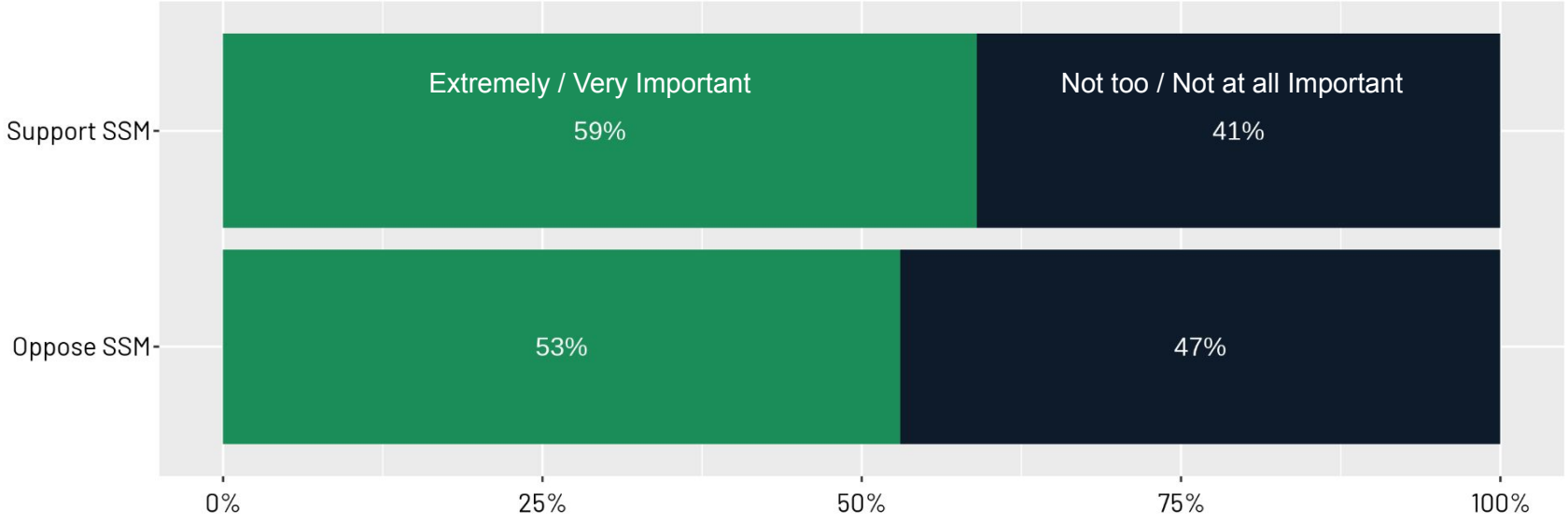
Same Sex Marriage Importance



How important is the issue of same-sex marriage to you?

SSM Supporters See It As More Important Issue Than Opponents

Same Sex Marriage Importance by SSM Support

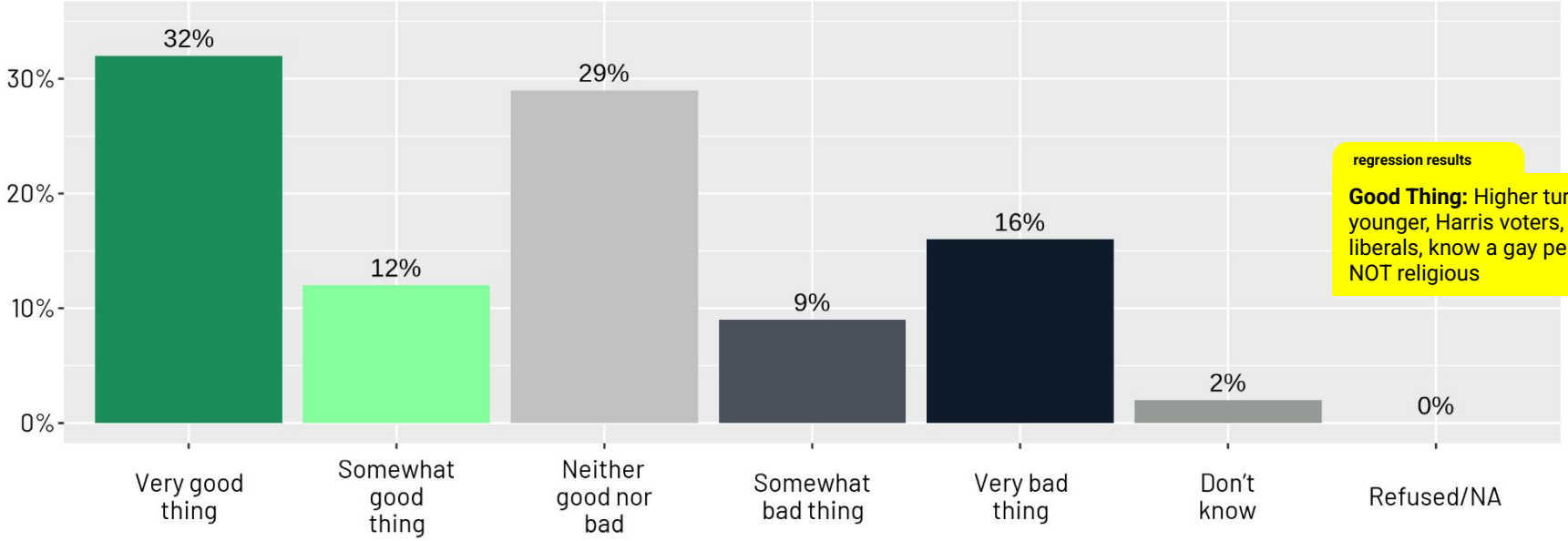


How important is the issue of same-sex marriage to you?

Plurality Believe Same Sex Marriage a Good Thing for Society; Nearly a Third Neutral

Societal Impact of SSM

44 - 29 - 25



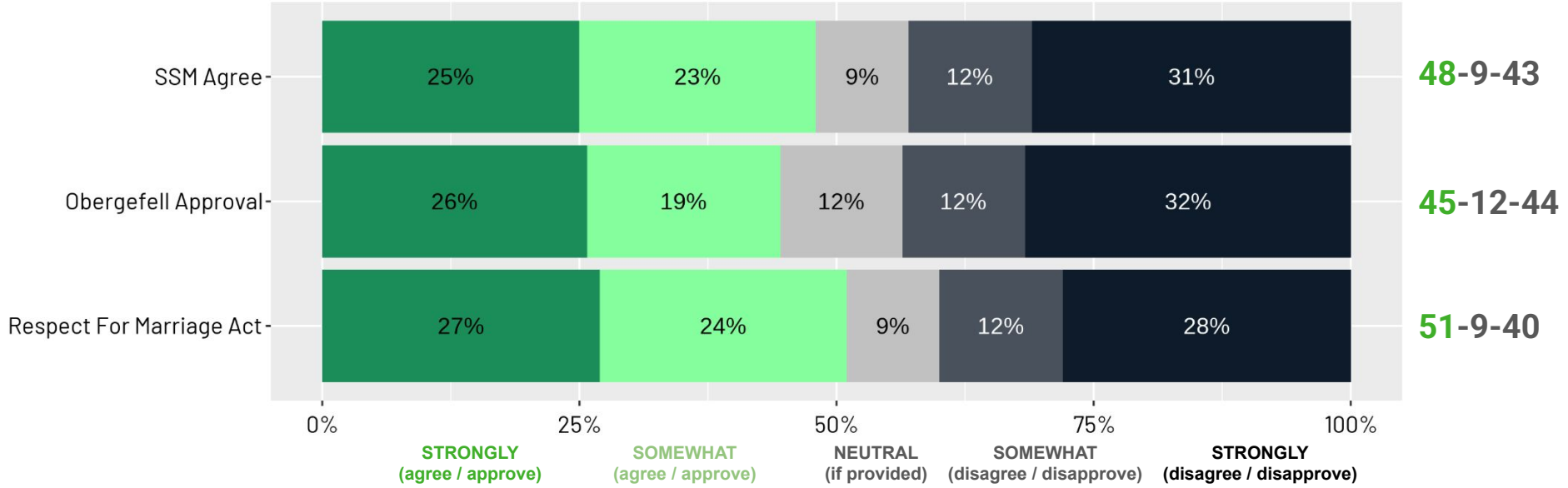
regression results

Good Thing: Higher turnout, younger, Harris voters, liberals, know a gay person, NOT religious

Do you think legal same-sex marriage in the United States is a good thing or bad thing for our society, or would you say it's neither a good thing nor a bad thing?

GOP Supporters of SSM Outnumber Opponents, Particularly on the RMA

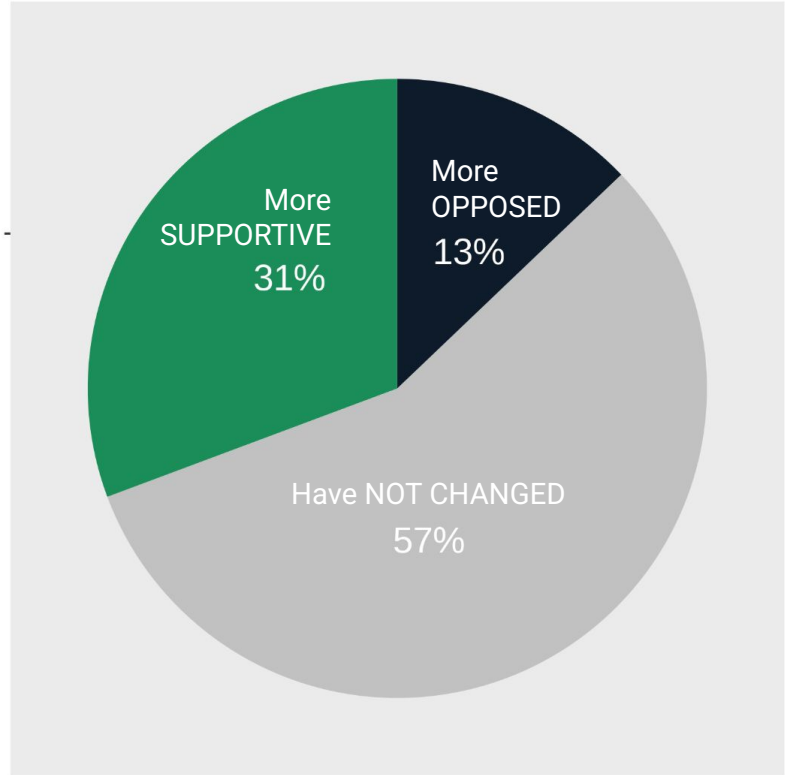
Republican Attitudes on Key SSM Issues



I'm going to read to you some arguments people have made supporting legal same-sex marriage. For each one, please tell me how convincing the argument is to you personally...

More Than Two-to-One Advantage on Voters Becoming More Supportive of SSM vs Less

How SSM Views Have Changed



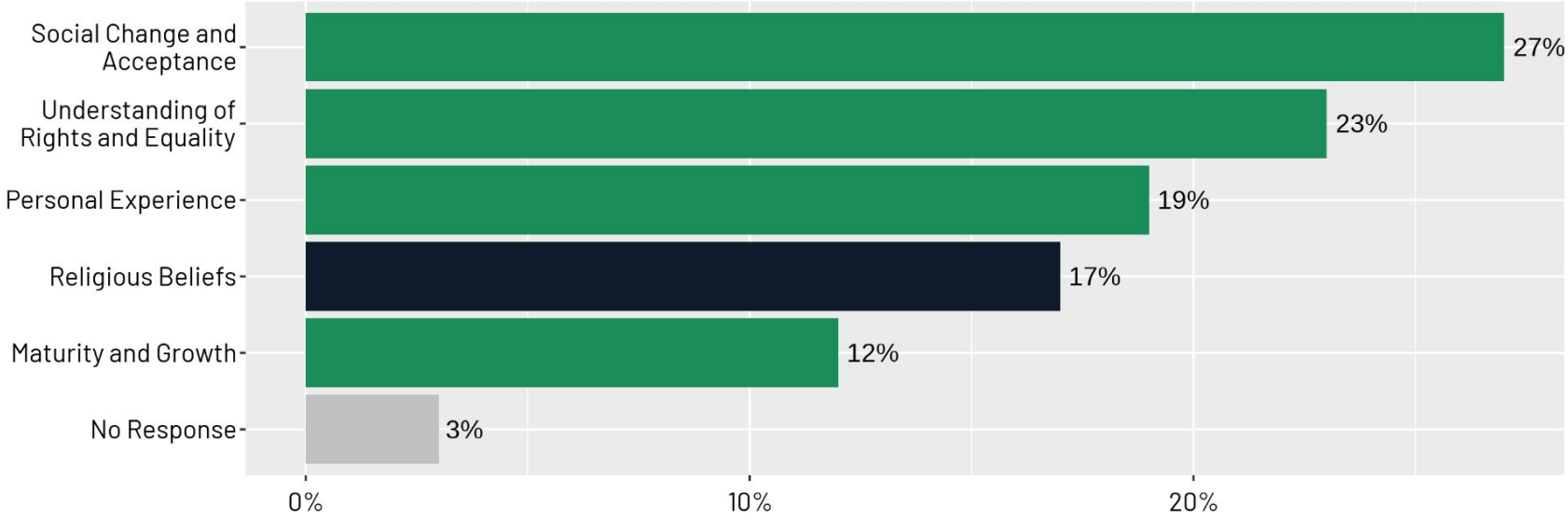
regression results

More Supportive: Upper income, NOT evangelicals, NOT religious, Harris voters, know a gay person

Thinking back, are your current views about the legality of same-sex marriage generally more supportive, more opposed, or have they not changed over the course of your lifetime?

Social Change & Personal Experience Driving Positive Growth

Coded Responses Among Voters with Changed Views



What would you say is the main reason your opinion on same-sex marriage has changed?

More Supportive Through More Exposure; More Opposed Primarily Driven by Religion

The main reason my opinion on same-sex marriage has changed is a deeper understanding of equality and the importance of love and legal rights for all, regardless of gender

More SUPPORTIVE

Conversations with gay persons and gay couples. Also, I'm a pastor. I have a better understanding of why people are gay. I've changed dramatically over the years.

I believe everyone deserves to be happy. I am a firm believer in my religion that states same sex marriage should not be practiced, but I don't agree with everything associated with my religion. I am also a republican.

I have met more same-sex couples who are open and I have more family who is open about their sexuality, so I've come to know and respect individuals which has just influenced how I feel.

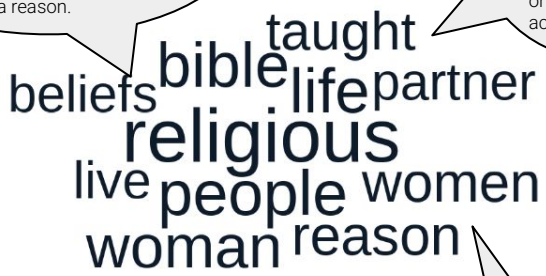
I've changed my opinion on same-sex marriage because I've come to understand that love, commitment, and the right to form a family should be respected regardless of gender. Seeing friends and public figures live happy, stable lives in same-sex marriages helped me realize it's about equality and dignity for all.

What would you say is the main reason your opinion on same-sex marriage has changed?

More OPPOSED

It's just religious my beliefs. I respect everybody else's opinions and their beliefs as well but with mine. I just like there's a man and women and they were made that way for a reason.

I believe what the Bible teaches. in the Bible, it says that a man and a woman should marry. And that should be the only marriage acceptable.

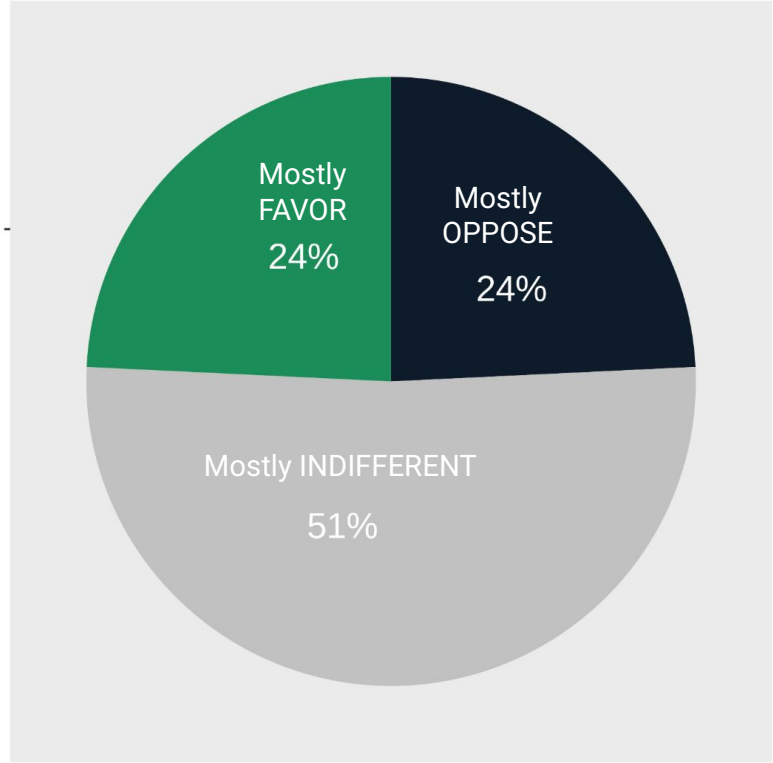


I have a different view on it, but just the way I was raised It were always taught was wrong just because of religious reasons. You go straight to hell when you don't make it into the gates of Heaven, that's the way I was always taught.

I just feel like a man should be with a woman naturally and biologically

Most People Think Americans are Indifferent on Same Sex Marriage

Perceptions of American Views on SSM



regression results

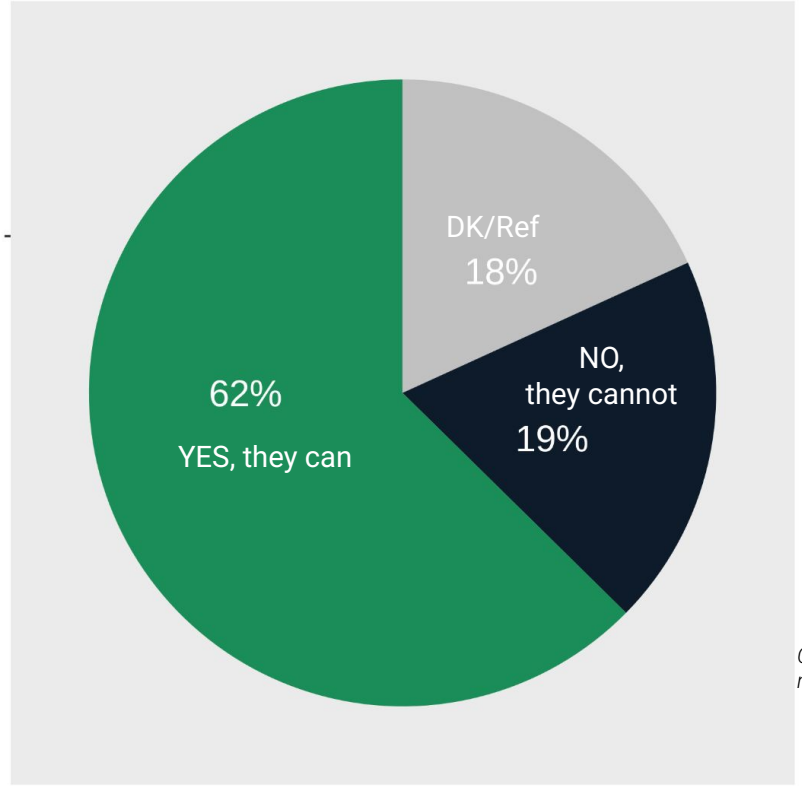
Mostly Favor: More educated, younger, NOT religious, Harris voters, know a gay person

Do you think that Americans overall are mostly in favor of same-sex marriage, mostly indifferent toward same-sex marriage or mostly opposed to same-sex marriage?

REPUBLICANS only

GOP Doesn't See A Problem with Pro-SSM Republicans

Self-Identified GOP on Whether Pro-SSM Can be Republicans



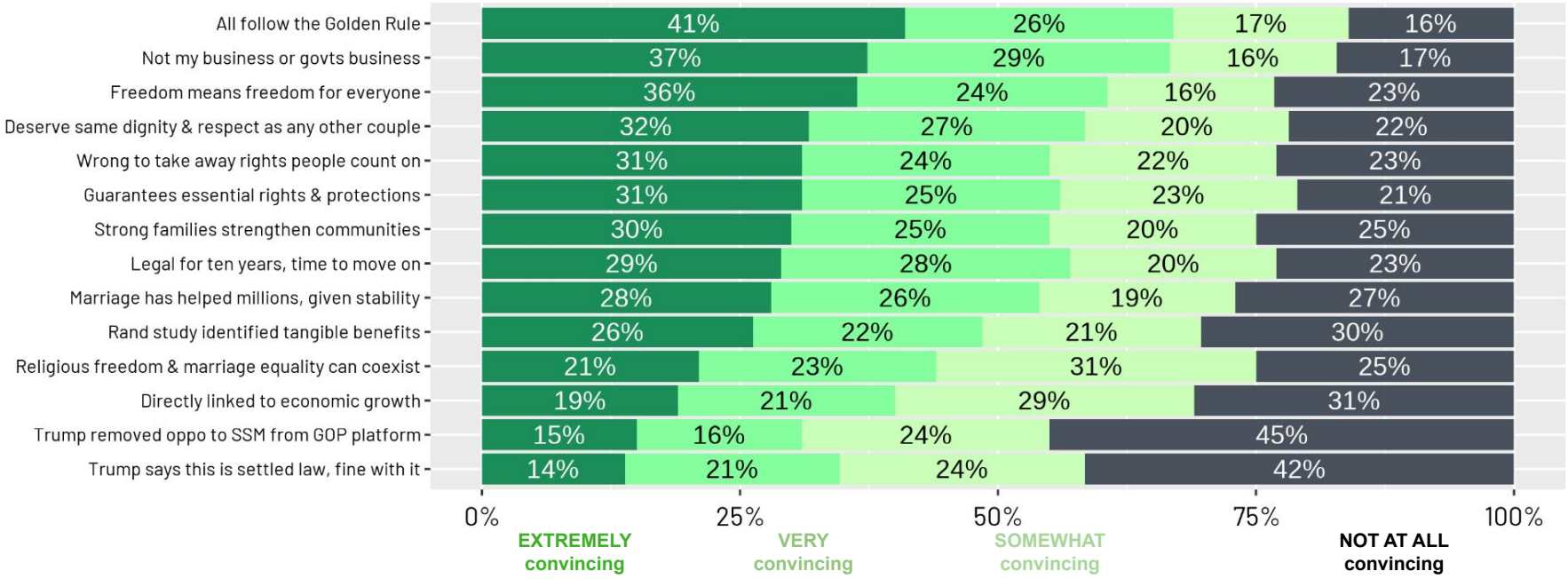
regression results

Yes: Upper income, younger, know a gay person, NOT religious

Can someone who supports allowing same sex marriage be considered a Republican, or not?

Conservative Themed Messages Do Especially Well Among ALL Voters

Reactions to Pro-SSM Messaging



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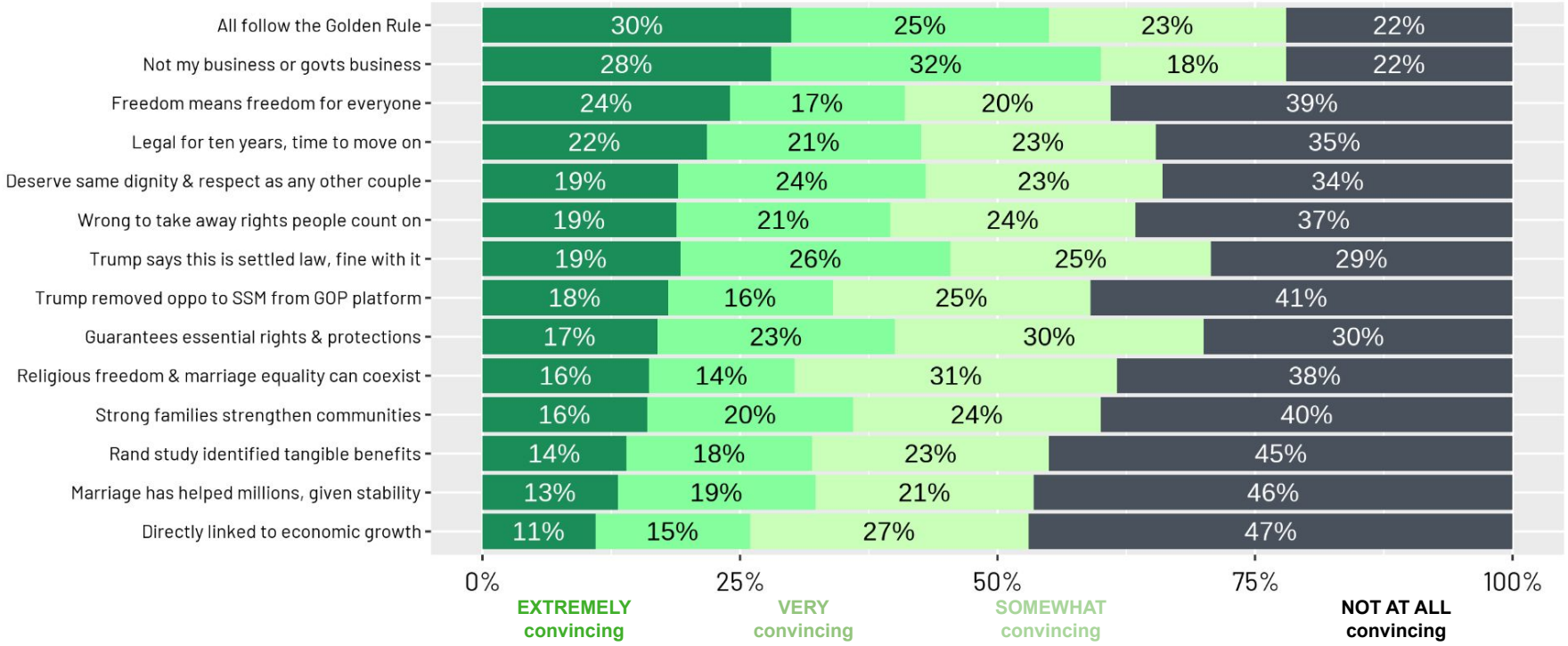
REPUBLICANS only

Among Republican Voters Trump Messaging Also Does Well

GOP Only: Reactions to Pro-SSM Messaging



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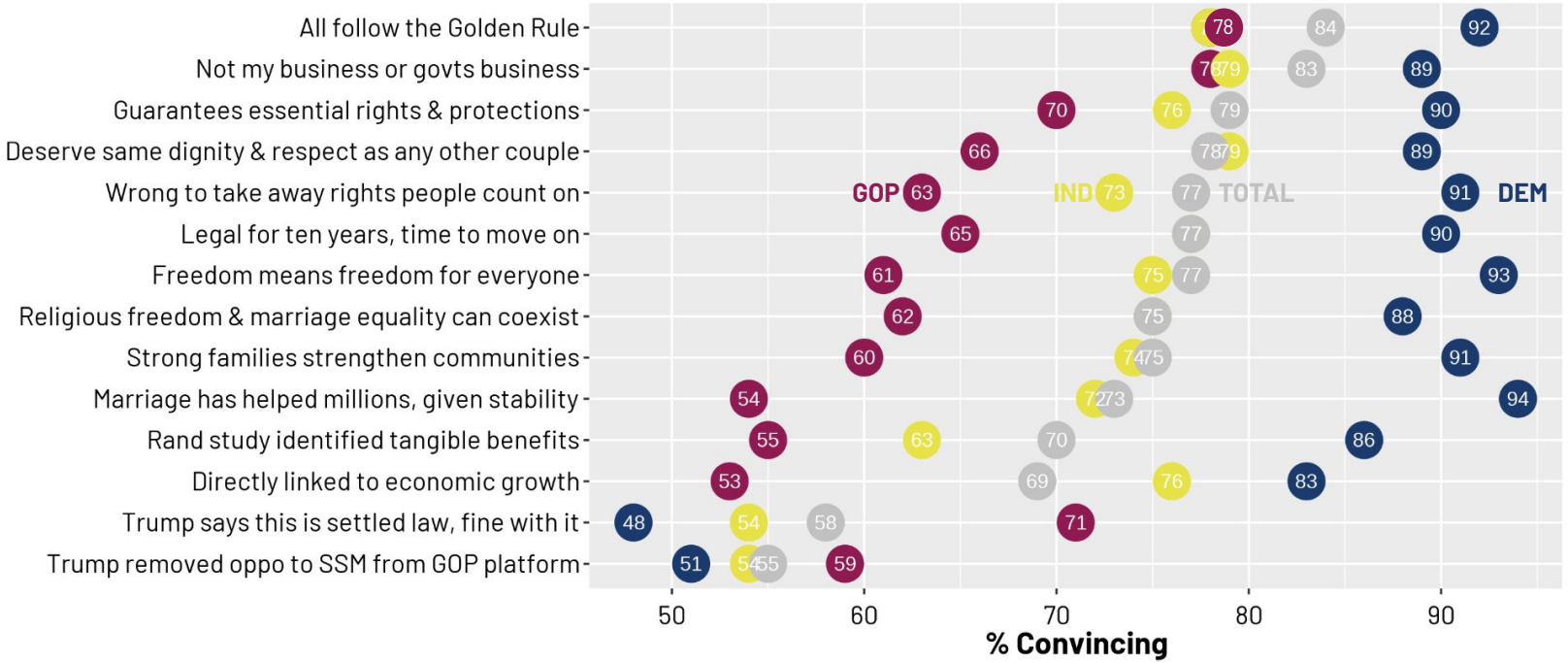
A Majority of GOP Find ALL of These Messages Convincing

Pro-SSM Messages % Convincing by Party



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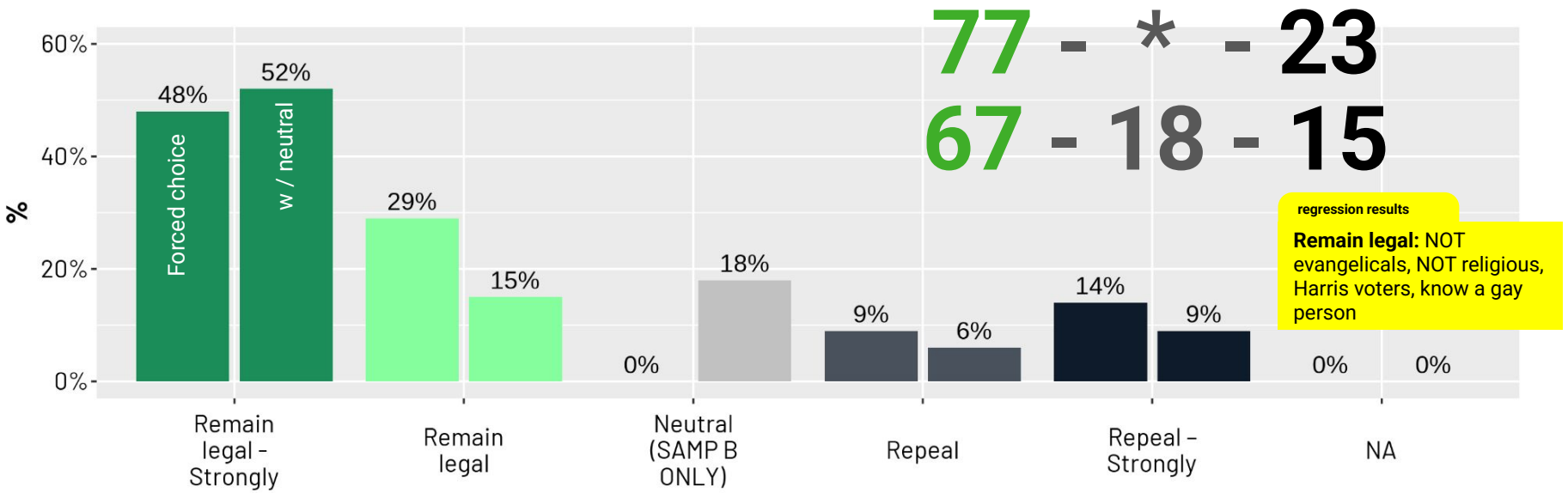
After Messaging Support Gets as High as 77% for Keeping Same Sex Marriage Legal

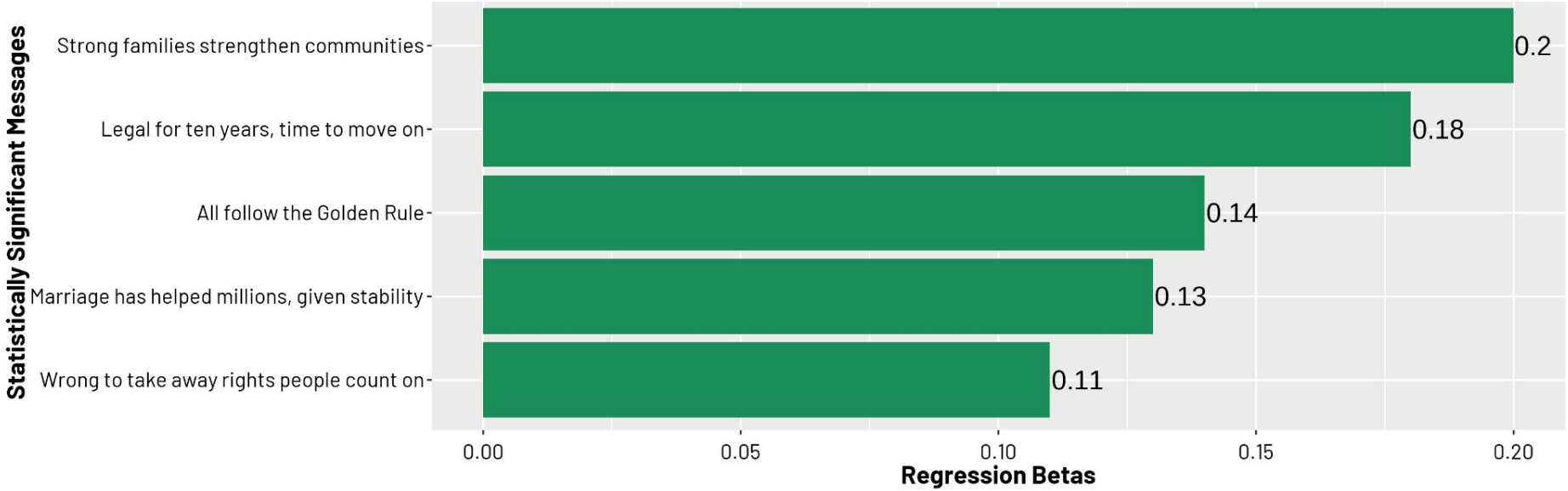
Post Messaging SSM Attitudes - Repeal or Keep?



As you've seen in this survey, same-sex marriage has been legal throughout the United States for ten years. There are now seven hundred eighty-one thousand married same-sex households according to the US Census. Regardless of how you initially felt, do you think same-sex marriage should remain legal, or should it be repealed?

Emphasizing Settled Law & Taking Rights Away Helps Sway Hesitant Voters

Messages most likely to move voters



Stepwise regression of all messaging variables on the post ballot while controlling for pre-messaging ballot

1. A decade after the landmark Obergefell decision, **support for same sex marriage is strong, stable, and settled** in the minds of the American public.
2. Despite recent legislative challenges, approximately **7 out of 10 Americans are satisfied with the legal status** of same-sex marriage.
3. Same-sex marriage has transitioned from a divisive political issue to an **accepted social norm**: 44% see it as a good thing for society, another 31% say it has been neither good nor bad.
4. **A majority of Republicans approve of the Respect for Marriage Act**. Without neutral options, we consistently see about half of Republicans supporting SSM, and 63% of Republicans believe you can be a Republican AND support SSM.
5. The energy on this issue lies almost entirely with its supporters, leaving opponents with no advantages, as demonstrated by **an importance gap, an intensity gap, and a conversion gap**.
6. Continued increases in support for same-sex marriage have primarily been driven by **Interactions with same-sex couples, gay friends and neighbors**.
7. **Conservative messaging works:** Freedom- and faith-based frames are powerful tools for reinforcing support, particularly within the GOP. President Trump's position also helps.
8. Messages reinforcing this as a **settled issue are particularly persuasive**, e.g. it has been legal for ten years and it is time to move on, or that it is wrong to take away rights that people have come to count on.
9. The data suggests **attempts to relitigate same sex marriage would face significant opposition** across the political spectrum, including among Republicans.

Key Ideas / Final Thoughts...

questions? email alex@redbud.consulting