To: Interested Parties
From: Alex Lundry, *Redbud Consulting*
Adam Geller, *National Research*
Kristen Soltis Anderson, *Echelon Insights*
Date: June 16, 2025
Re: Same Sex Marriage Survey Results

Below are the key findings from a nationwide survey on attitudes toward same-sex marriage, conducted for Project Right Side and Centerline Liberties in June 2025 by Redbud Consulting, Echelon Insights and National Research. The survey, which reached 800 registered voters using a mixed-mode methodology, finds that a decade after the landmark Obergefell decision, **support for same sex marriage is strong, stable, and settled** in the minds of the American public.

Context: This June marks the ten-year anniversary of the Supreme Court's Obergefell v. Hodges ruling, which guaranteed the right to same-sex marriage nationwide. This follows the bipartisan passage of the Respect for Marriage Act (RMA) in 2022, which codified federal protections for same-sex couples. This research project takes a deep dive into Americans' attitudes at this key moment, investigating the durability of support in light of recent challenges to the freedom to marry.

Executive Summary: Same sex marriage has been settled as a matter of law for ten years now; these survey results show it is also a matter of settled public opinion. Despite recent legislative challenges, approximately 7 out of 10 Americans are satisfied with the legal status of same-sex marriage, and there is little energy or enthusiasm among its few remaining opponents. Same-sex marriage has transitioned from a divisive political issue to an accepted social norm. The data suggests attempts to relitigate same sex marriage would face significant political headwinds across the electorate, including among Republicans.

Key Findings

1. Broad and Consistent Support for the Freedom to Marry.

Support for same-sex marriage is remarkably strong across multiple measures, consistently polling around 70% among registered voters. Opposition is limited to approximately a quarter of the electorate.

- **Right to Marry:** 61% agree that same-sex couples should have the right to marry, with 15% remaining neutral. In a forced-choice format, support soars to 72%.
- ***Obergefell* Ruling:** 63% approve of the Supreme Court's decision (15% neutral). This climbs to 68% when forced to choose.
- **Respect for Marriage Act (RMA):** The act garners 62% support (17% neutral), which increases to 73% in a forced-choice scenario.
- **Post-Messaging:** After hearing pro-marriage equality messages, 77% of voters believe same-sex marriage should remain legal when forced to choose.

2. Majority of Republicans Show Support, Particularly for the Respect for Marriage Act

A majority of Republican voters approve of the RMA, and support for the freedom to marry itself is at or near 50% depending on the question format. Support climbs as high as 59% following messaging.

- A clear majority of Republicans, 55%, approve of the Respect for Marriage Act.
- In a forced choice format, 56% of Republicans agree with the right to marry. When offered a neutral option, 40% of Republicans agree with the right to marry (17% neutral).
- Approval for *Obergefell* among Republicans is 48% when forced to choose, 41% approval and 15% neutral when given the option.
- Nearly 6 out of 10 Republicans (59%) believe that SSM should remain legal after hearing pro-SSM messages.
- Crucially, 63% of Republicans believe a person who supports same-sex marriage can still be considered a Republican, indicating broad acceptance within the party.

3. The 'New Normal': Voters Increasingly See Same-Sex Marriage as Non-Controversial

After a decade of nationwide legality, a significant portion of the electorate views same-sex marriage with neutrality or as a settled issue.

- While 44% of voters believe legal same-sex marriage has been a "good thing for society," another 31% say it has been neither good nor bad. This means three-quarters of voters do not view it negatively.
- A plurality of voters (44%) believe that most Americans are indifferent to the issue.
- Approximately 15% of voters consistently choose neutral or "no opinion" options on key questions, suggesting the issue is not a source of conflict for them.

4. Opposition Lacks Intensity and Enthusiasm

The energy on this issue lies almost entirely with its supporters.

- **Importance Gap:** 59% of same sex marriage supporters say the issue is very or somewhat important to them, while nearly half (49%) of opponents say it is not too or not at all important.
- **Intensity Gap:** "Strong" supporters consistently outnumber "strong" opponents by a margin of more than 2-to-1.
- **Conversion Gap:** When indifferent voters were forced to choose between sides, marriage support numbers tend to grow twice as much as opposition numbers.
- **Shifting Views:** More than twice as many voters report their views have become more supportive over time (31%) than less supportive (13%).

5. Conservative and Values-Based Messaging Proves Highly Effective

Messages rooted in conservative principles like the Golden Rule, personal liberty, and freedom performed exceptionally well across all demographics, including with Republicans.

- **The Golden Rule:** *"We should all follow the Golden Rule and treat others as we'd like to be treated, including gays and lesbians."*
    - All Voters: 84% convincing (41% extremely)
    - Republicans: 78% convincing (33% extremely)

- **Limited Government:** *"What two consenting adults do in their personal lives is none of my business -- and it shouldn't be the government's either. Government is already too big and intrusive."*
    - All Voters: 83% convincing (37% extremely)
    - Republicans: 78% convincing (30% extremely)

- **Freedom for All:** *"Freedom means freedom for everybody, including gays and lesbians... If adults can pay taxes, vote, serve in the military, or start a business, they should have the freedom to marry the person they love."*
    - All Voters: 77% convincing (36% extremely)
    - Republicans: 61% convincing (28% extremely)

- **Trump's Position:** Among Republicans, a message citing President Trump's position was also a top performer, with 71% finding it convincing (23% extremely).
    - *"President Trump has stated that the question of same-sex marriage has been asked and answered. When asked about marriage for same-sex couples, President Trump said, 'These cases have gone to the Supreme Court. They've been settled. And I'm fine with that.'"*

6. Primary Driver of Increased Support: Personal Interaction

The data suggests that continued growth in support for same-sex marriage is primarily driven by personal interactions with gay friends, family, and neighbors.

- Demographic analysis reveals that having a close friend, family member or colleague that is gay is a dominant reason behind positive feelings on the issue.
- When asked directly why their views have become more positive on same-sex marriage, many cite their exposure to loving and committed same-sex couples.
- Here are Americans in their own words, answering the question, *What would you say is the main reason your opinion on same-sex marriage has changed?*
    - "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 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.”
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- “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.”

7. Implications

The survey reveals that same-sex marriage has achieved profound levels of support across the American population. Despite recent challenges to the freedom to marry, these findings suggest public opinion is stable and unlikely to shift. The key implications for policy, messaging, and future trends are as follows:

- **Policy and Political Stability:** With broad, cross-partisan acceptance and low intensity among opponents, legislative or legal attempts to roll back the freedom to marry are politically risky and unlikely to gain meaningful public traction. Campaigns would be wise to avoid the issue as it does not move voters - they are either for same sex marriage, don't care, or are unenthusiastically opposed.

- **Messaging Opportunities:** Reinforcing support is most effective using freedom- and faith-based frames, such as the Golden Rule and limited government. For Republican audiences, leveraging President Trump’s stated position that the issue is “settled” is also highly persuasive.

- **The Power of a 'Settled' Narrative:** The concept of the issue being settled is highly resonant. Messages emphasizing that same-sex marriage has been legal for a decade—and that it is wrong to take away established rights people now count on—further increase public support.

- **Future Growth & The Flywheel Effect:** The primary driver of growing acceptance remains the increased visibility of same-sex couples in everyday life. This visibility creates a positive feedback loop (a "flywheel effect") that further normalizes and mainstreams the issue, solidifying its broad acceptance for the future.