

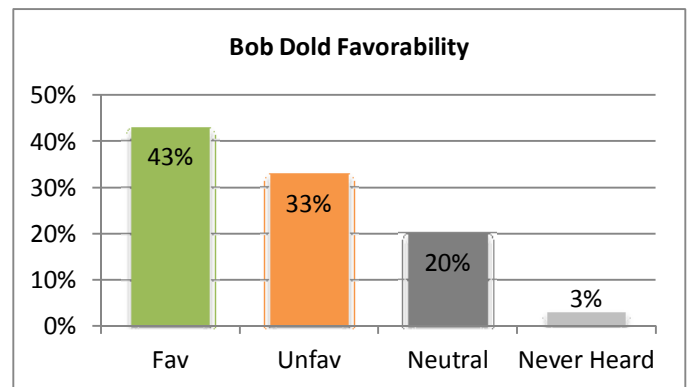
To: Interested Parties
From: John Hagner, Clarity Campaign Labs
Date: August 14, 2015
Subject: IL-10 Voters Show Strong Support for Federal LGBT Non-Discrimination Protections

A new poll conducted by Clarity Campaign Labs on behalf of the Human Rights Campaign shows strong support for a new federal LGBT non-discrimination bill (The Equality Act) in the district of Congressman Bob Dold. The same survey shows Dold starts with a narrow lead over former Congressman Brad Schneider and is well under 50%.

Support for the new Equality Act was widespread. Voters in IL-10 support it by a 21 point margin, with 49% saying Congress should pass it and 28% saying they should not. Democrats support it by wide margins – 70% to 10%, but equally important is the strong support from Independents: 59% to 21%. There is substantial Republican support as well, with 22% of Republicans saying Congress should pass the bill.

We described the law neutrally, reading voters this summary: “The Equality Act is a bill that would extend existing non-discrimination laws to protect gay, lesbian, bisexual, and transgender people in housing, services and public spaces, credit, and employment.”

Voters who are undecided on this new non-discrimination bill appear highly persuadable. 71 percent of those undecided on the Equality Act are either Democratic or Independent voters. Importantly, Congressman Dold’s willingness to oppose the Equality Act could have significant implications for his re-election. If he opposes the Equality Act, 18% of his current supporters say they would be less likely to vote for him next November, and 29% of people who are currently undecided say they’d be less likely to support him. Only 18% of undecided voters say they’d be more likely to support him.



We find that in the race for Congress in 2016, the incumbent Republican Dold starts out with a narrow lead, within the poll’s margin of error. Including leaners, 44% of voters are supporting Dold, with 40% supporting former Congressman Brad Schneider.

The voters of the district have divided opinions on Dold, with 43% having a favorable view and 33% an unfavorable one.

Methodology: A poll of registered voters in Illinois’s Tenth Congressional District. We surveyed 530 voters with an IVR survey and we matched the sample to the voter file and weighted it to reflect the electorate in this district. The margin of error is +/- 5.16% at a 95% confidence interval.

