



TO: Interested Parties
FROM: Alex Lundry, TargetPoint Consulting
DATE: June 17, 2014
RE: LGBT Workplace Protections National Poll Results

TargetPoint Consulting conducted a national survey of 1,200 registered voters June 6-10, 2014 regarding their attitudes towards workplace non-discrimination protections for gay and transgender Americans on behalf of the Human Rights Campaign. The survey was conducted using live interviewers and 30% of respondents were contacted via cell phone. The margin of error is +/- 2.8%.

KEY SURVEY FINDINGS

- **Marriage support is holding at a clear majority.** Like every other public poll of the last year, this data shows a distinct majority of 56% support for allowing gays and lesbians to marry legally, and only 37% opposing. Indeed, a near majority of 44% STRONGLY support legal gay marriage, while only 28% strongly oppose.
 - **Support for equality is strong across many demographics, but interesting gaps still exist.**
 - Support for marriage is at 70% among 18-24 year olds, with just 24% opposed. Among those 65+, opinions are evenly split—45% support, 45% oppose.
 - A massive generation gulf has emerged among Republicans. Among Republicans aged 18-40, 59% support equal marriage, and only 36% oppose. Among those 41+, the numbers are flipped. 29% support marriage equality and 64% oppose it.
 - But support is high and consistent across core groups.
 - Among 2014 likely voters, 55% support marriage equality, 38% oppose.
 - Among those with a high school education or less, 50% support, 46% oppose.
 - Among men over 40, 48% support, 47% oppose.
 - And across the South, 47% support, and 47% oppose.
- **A world with marriage wouldn't be any different.** 62% of voters say America wouldn't be all that different if gays and lesbians were allowed to marry, while 74% say their life wouldn't change. But then, even among those that say things would be different, a significant number of them say it would be a change for the better: 20% thought this different country would be a generally positive thing and 30% said their lives would be changed for the better.
- **Marriage opponents reluctant to put money in the game.** We sought to measure the intensity of our respondents' stances on gay marriage in a unique way: we asked them how much they would be willing to pay to ensure that gays and lesbians could or could not legally marry. Among marriage opponents, nearly 4 out 10 were so unenthusiastic about

their support they were unwilling to pay anything, while only 31% of marriage supporters were similarly unwilling to pay. On average, supporters were willing to pay about \$8500, while the average opponent would only pony up about \$2600. In total, the support side put up around \$3 million; the opposition could muster just \$600,000.

Marriage opponents don't agree with NOM's messaging. Survey respondents were asked to react to recent statements made by Family Research Council President Tony Perkins. Unfortunately for Mr. Perkins, our data indicates his views just aren't resonating that strongly with his constituents, as only 18% agree with him on this statement while 59% either strongly disagree or somewhat disagree:

"If the Supreme Court steps in and says, 'We're redefining marriage, same-sex marriage will be the law across the land,' it will create a firestorm of opposition. This will be the straw that broke the camel's back. When you have a nation that is so divided along these moral and cultural issues, you could have a revolt. A revolution. You will see Americans saying, 'You know what? Enough of this.' It could explode and just break this nation apart."

- **Nothing. That's what most marriage opponents would do if gay marriage became the law of the land.** When asked what they would do if the Supreme Court gave gays and lesbians nationwide the ability to legally marry, most marriage opponents said they wouldn't do anything. In all, 58% of marriage opponents said they would do nothing, or that there wasn't anything they would do, or that they would abide by the law of the land:
 - "I will not like it, but I will do nothing."
 - "I would do nothing, but just tolerate it."
 - "I would be very disappointed, but I would accept the law."
 - "If that's the decision of the Supreme Court, then I respect that."

Ultimately, there were extremely few marriage opponents that anticipate any sort of aggressive action should gay marriage become legal. Only one directly mentions the word "revolution," five voters threaten to leave the country, and a scant fifteen people (3% of opponents) mention any form of protest. Clearly, there is no real threat of widespread calamity should we extend the freedom to marry to gays and lesbians.