



GREENBERG QUINLAN ROSNER RESEARCH

TargetPoint 

Victory in Sight

Human Rights Campaign

March 26, 2014

Methodology

- This presentation is based on our latest national survey conducted by Greenberg Quinlan Rosner and TargetPoint for the Human Rights Campaign.
- The survey of 1000 likely 2016 voters (800 Base Sample + 200 Oversample of likely 2016 voters under 30) nationwide, was conducted from March 9-16, 2014.
- Unless otherwise noted, overall margin of error= +/-3.10 percentage points at 95% confidence.
- Overall, we reached 38 percent of our respondents by cell phone, in order to account for ever-changing demographics and trying to accurately sample the full American electorate.

Main Findings

- As is the case with most public polling, support for marriage equality lands at a majority, but this survey probes much deeper, exploring which groups have evolved, voters' assumptions around marriage equality, and what voters believe a country where marriage equality is legal would look like.
- There has been a huge shift toward social equality, with favorability ratings for “gay and lesbian” people increasing and the number of people who knows a gay or lesbian person reaching 75 percent. Even in football, the crucible of American culture, voters judge a player by his ability, not his orientation.
- A 55 percent majority support marriage equality. While young people are at the vanguard of change, this survey also shows increased support among older voters, Catholics, non-college educated voters, and Republicans.

Main Findings (con't)

- Rather than uniform opposition, marriage equality now splits the right, with younger conservatives disagreeing with older conservatives.
- Pro-marriage equality forces are winning the fight over kids, culture and even faith, the issues that have traditionally inhibited support for marriage equality.
- But the most important finding in this survey are some of the assumptions voters draw about what the country would look like if gay marriage was legal in 50 states. Nearly 8 in 10 voters believe there will be less discrimination, it will be easier to grow up gay, and same-sex families would have more protection. In other words, this is not just about legal definitions of marriage. This is about equality.

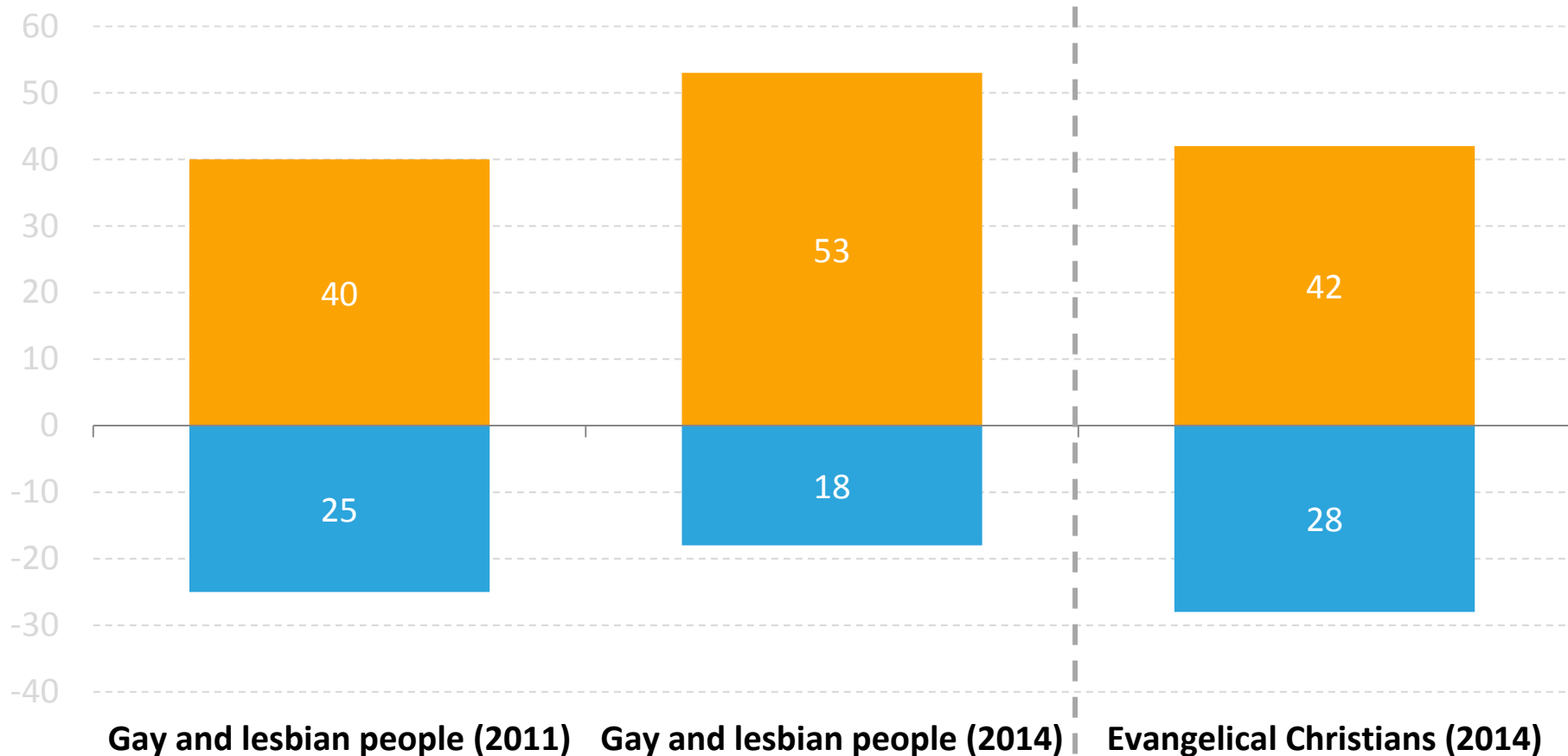
Social Acceptance

Acceptance

Now, I'd like to rate your feelings toward some people, things, and organizations, with "100" meaning a VERY FAVORABLE feeling; "0" meaning a VERY UNFAVORABLE feeling; and "50" meaning not particularly favorable or unfavorable.

■ % Unfavorable

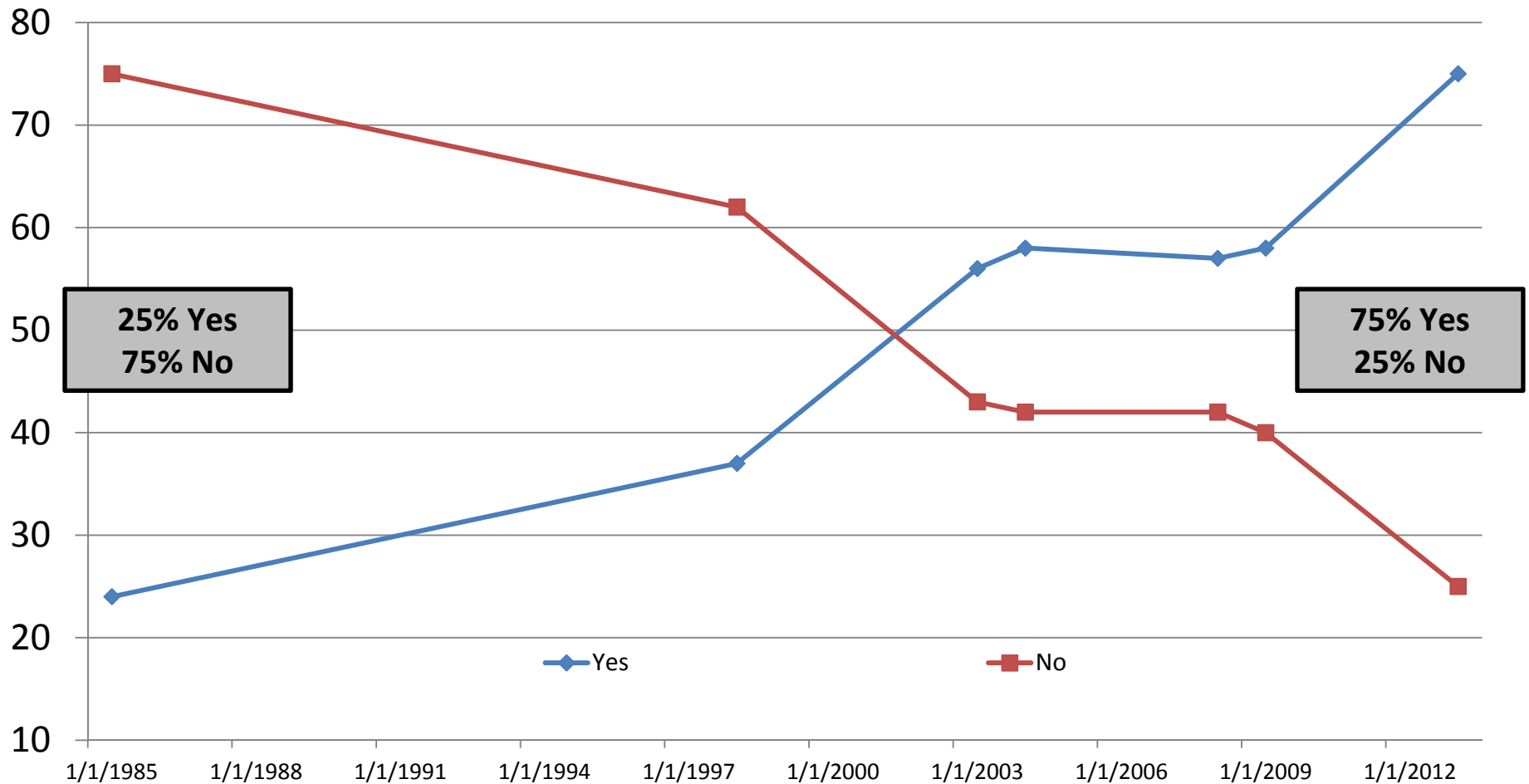
■ % Favorable



Note: 2011 data among adults.

Out of the Closet

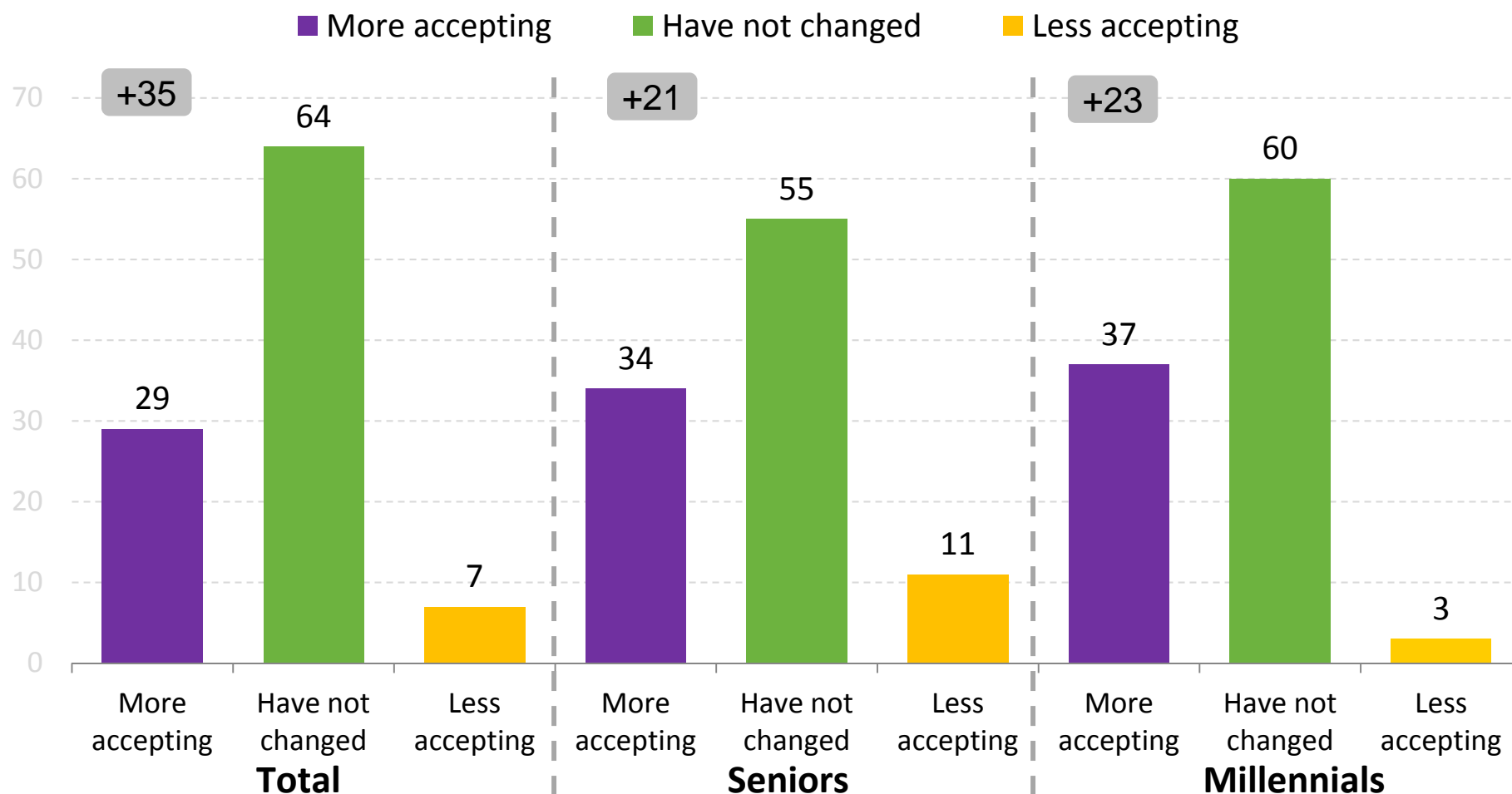
Do you have a work colleague, close friend or relative who is gay or lesbian?



Timeseries data provided by Gallup National tracking.

Voters More Accepting

Over the last five or ten years, have your feelings towards gay, lesbian, bisexual, or transgender people become much more accepting, somewhat more accepting, somewhat less accepting, much less accepting or have they not changed?



Personal Contact Drives Acceptance Among Millennials

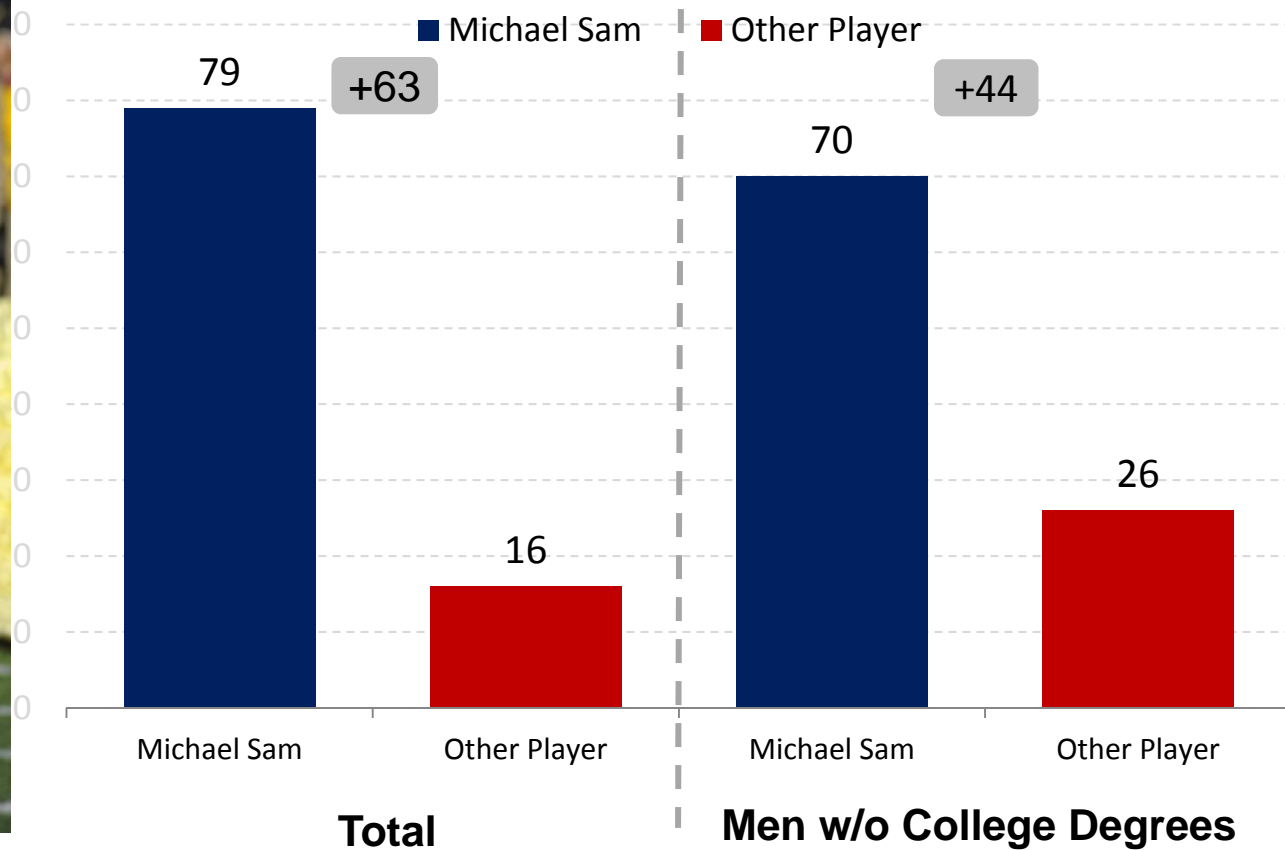
(ONLY IF MUCH MORE OR SOMEWHAT MORE ACCEPTING) What do you think caused your feelings toward gay, lesbian, bisexual, or transgender people to become MORE accepting?

	Total	Millennial
PHILOSOPHICAL	35	21
Equality	17	14
Not my business	10	3
Religious views	5	1
KNOW SOMEONE	33	43
Know someone who is LGBT/Met		
someone who is LGBT	15	18
LGBT family members	9	8
LGBT friends/acquaintances	9	17
LGBT co-worker	3	2
PERSONAL CHANGE	21	29
Educated self	10	14
Generally more accepting	8	10
Matured/grew up	6	14
GENERAL CHANGE	21	27
LGBT more visible	12	19
LGBT more visible in the media	6	7
LGBT more accepted	5	3
OTHER	9	4

Most Important, Can He Play?



The NFL draft is next month. As you may have heard, a highly touted University of Missouri player named Michael Sam announced he was gay earlier this year and will be eligible for the draft. If you were a general manager or coach of an NFL team and had to decide between Michael Sam and a straight player who was almost but not quite as good as Michael Sam, whom would you choose?



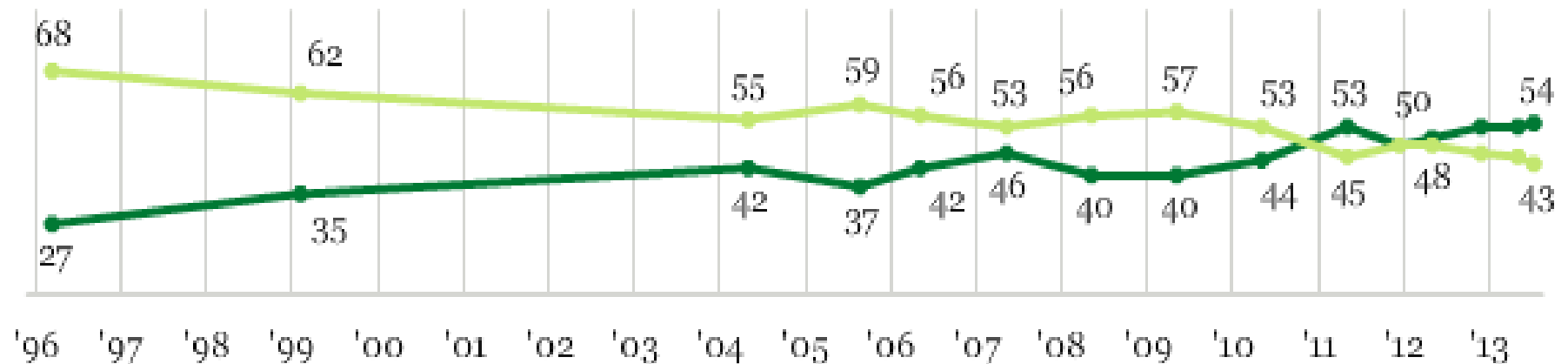
The Long Road to Marriage Equality

Huge Change Over Short Period of Time

Do you think marriages between same-sex couples should or should not be recognized by the law as valid, with the same rights as traditional marriages?

■ % Should be valid

■ % Should not be valid



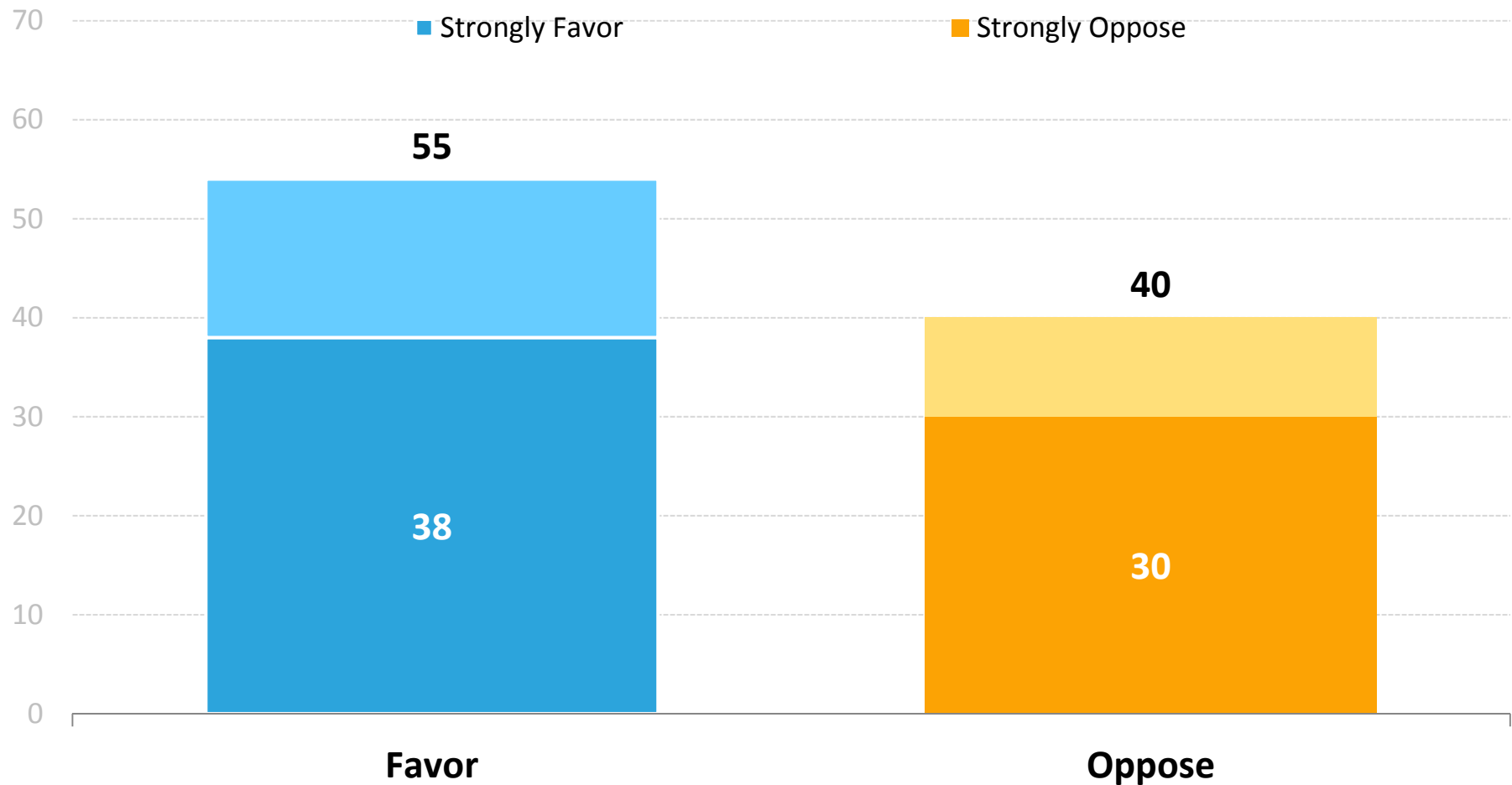
Note: Trend shown for polls in which same-sex marriage question followed questions on gay/lesbian rights and relations

1996-2005 wording: "Do you think marriages between homosexuals ..."

GALLUP

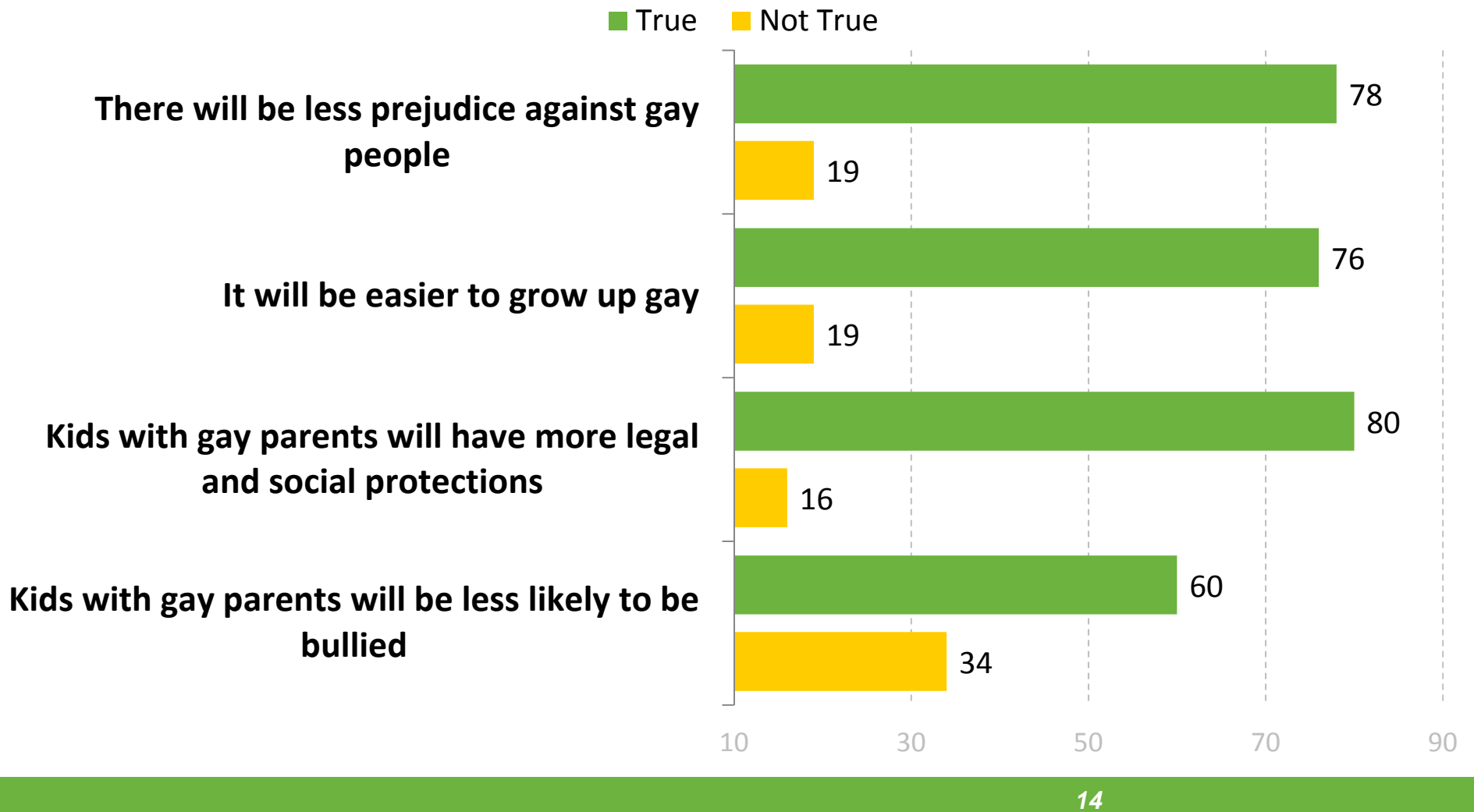
Firm Majority Support Marriage Equality

Please tell me if you favor or oppose allowing gay and lesbian couples to marry legally?



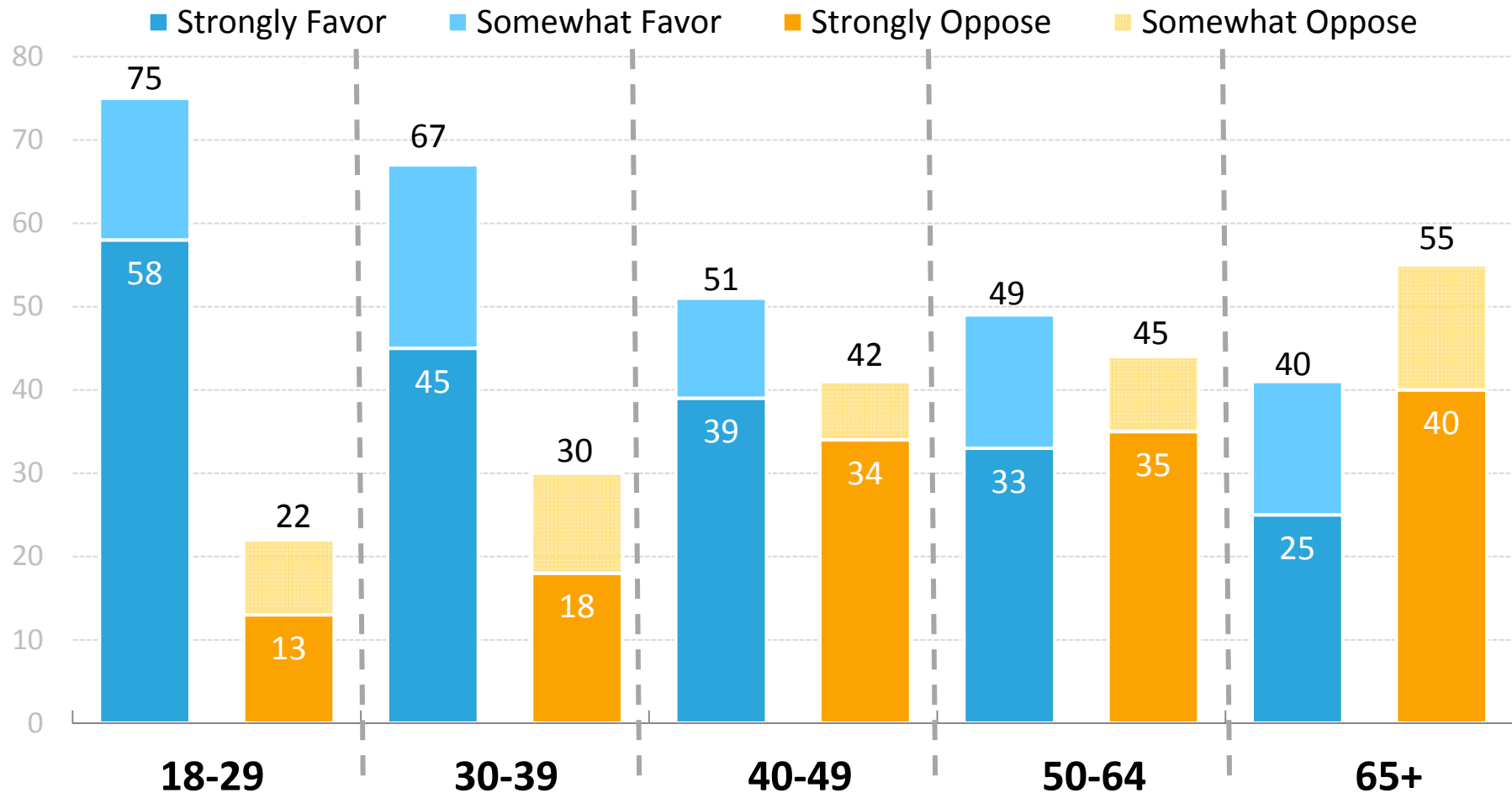
Marriage Equality = Equality

Imagine it is 2024--ten years in the future--and gay marriage is legal in all 50 states. Please tell me if you think the following will be true or not true.



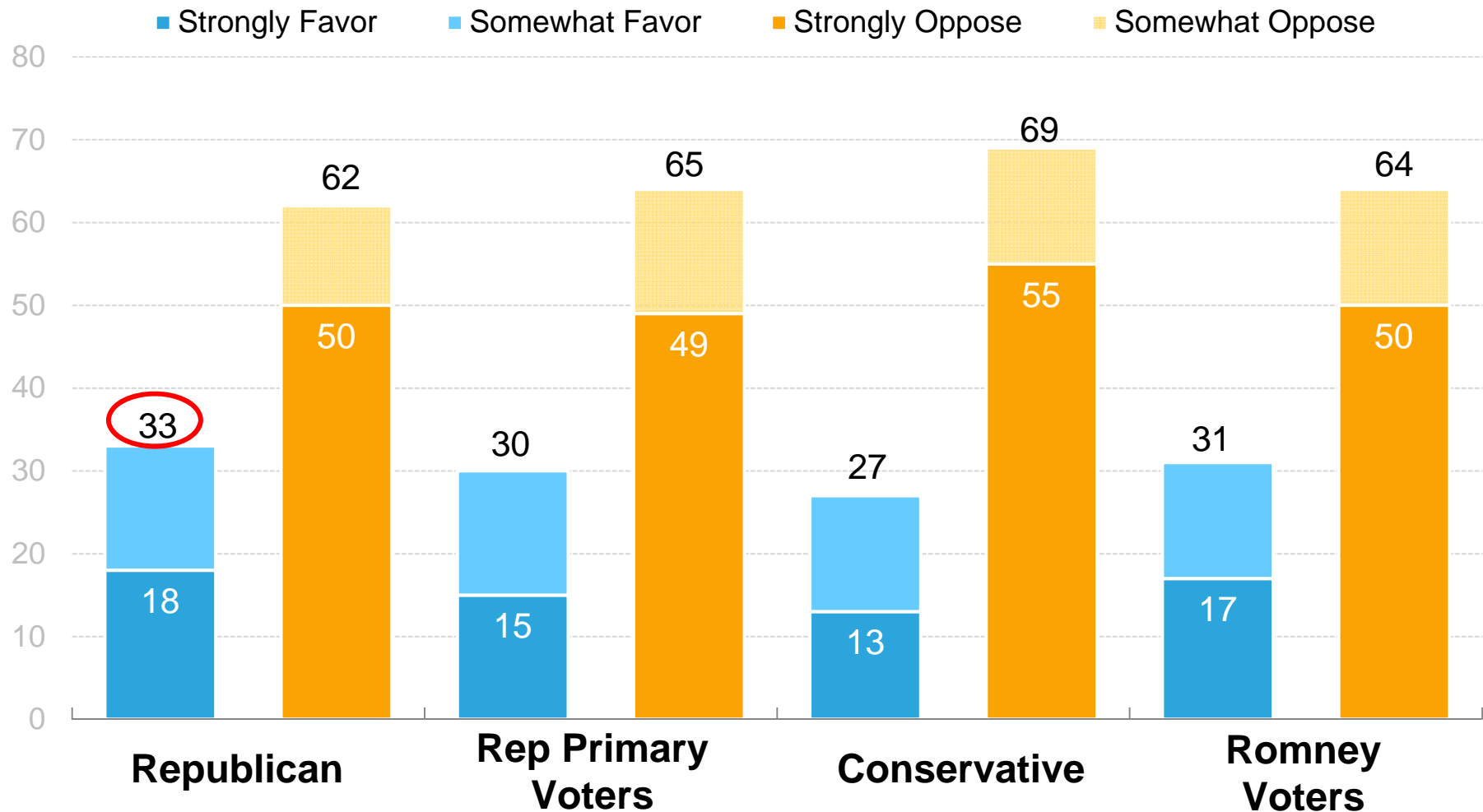
Millennials on Vanguard of Change

Please tell me if you favor or oppose allowing gay and lesbian couples to marry legally?



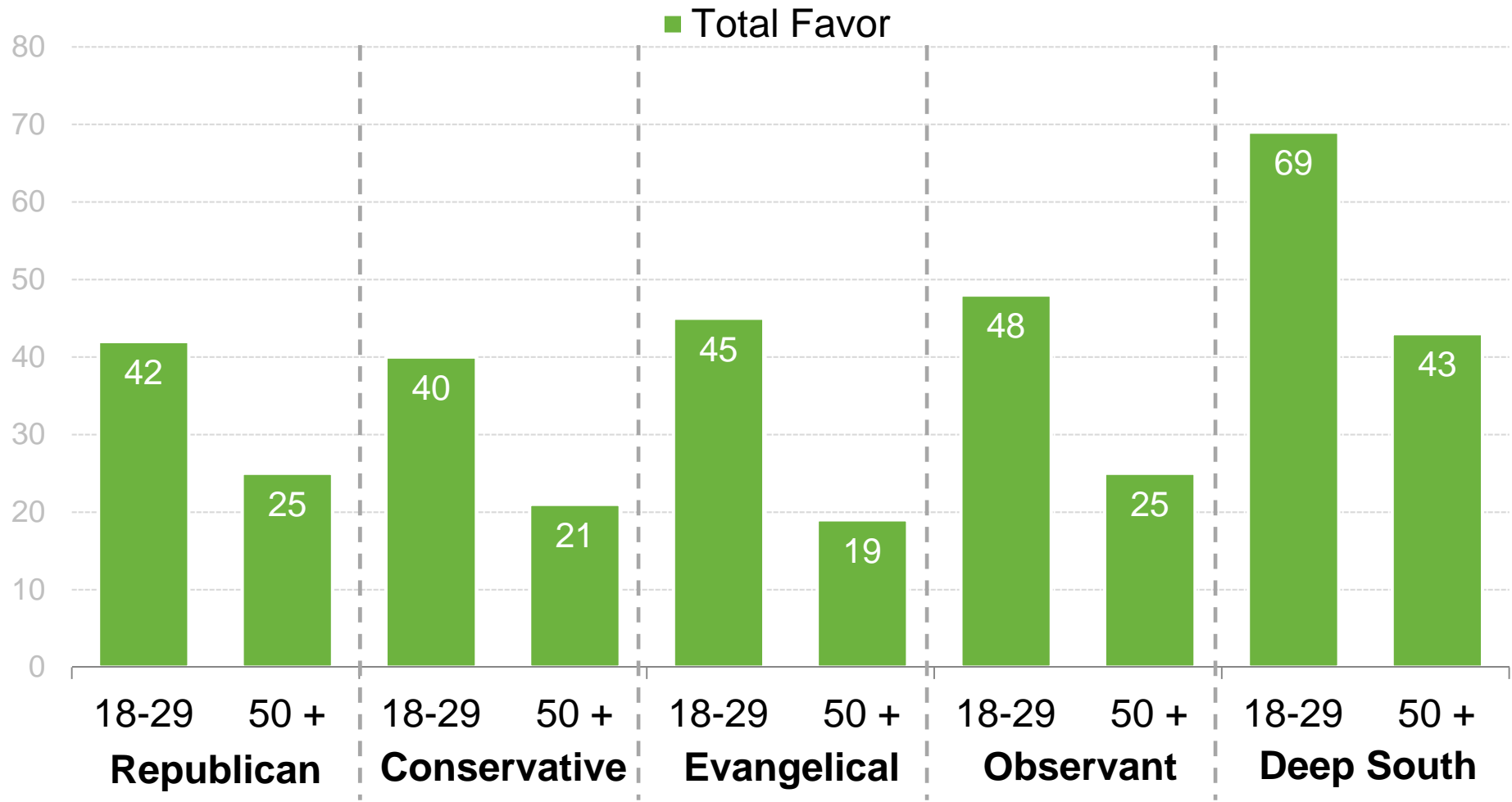
Around One Third of Conservatives Support Marriage

Please tell me if you favor or oppose allowing gay and lesbian couples to marry legally?



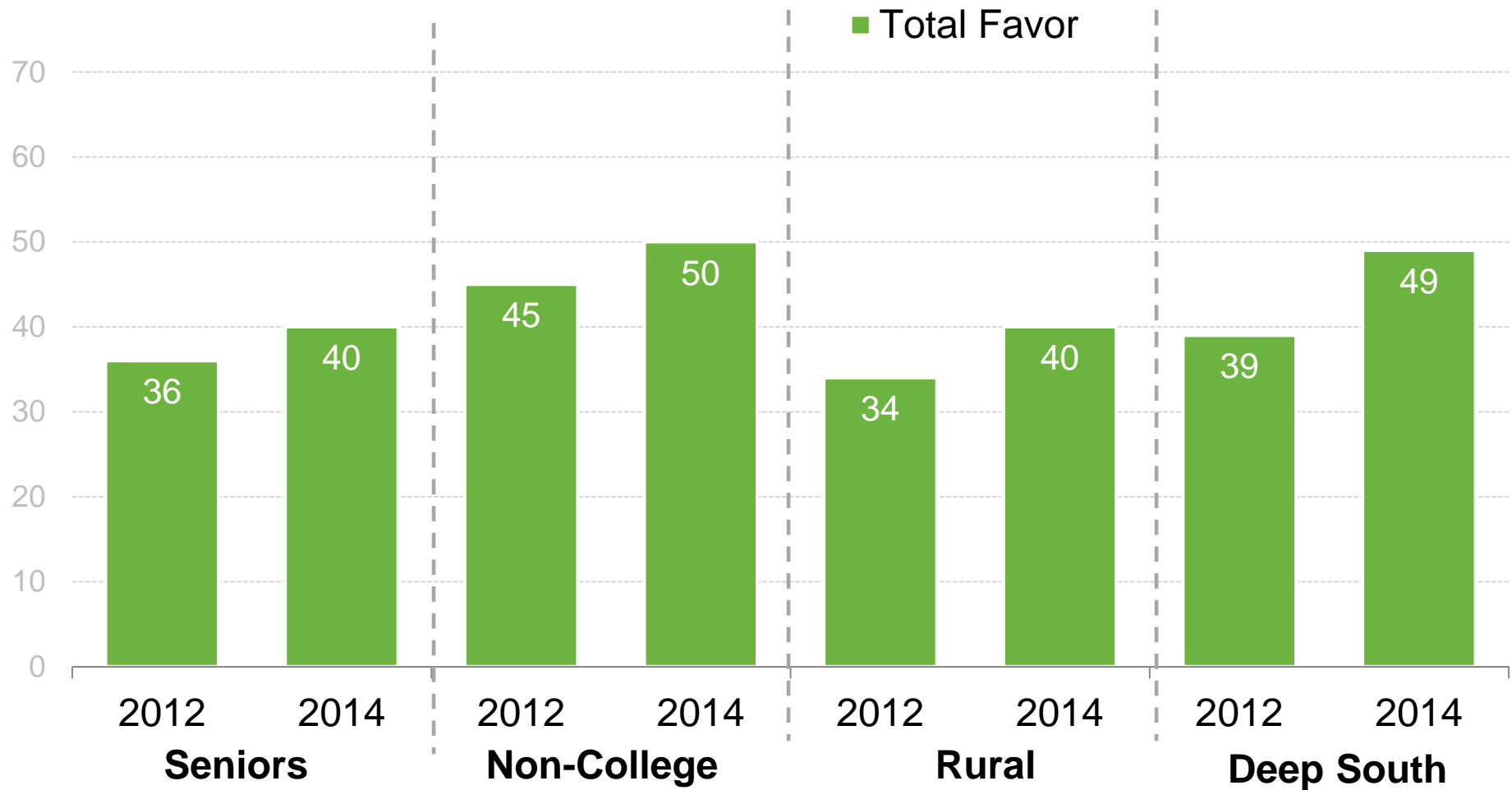
Higher Among Younger Conservatives

Please tell me if you favor or oppose allowing gay and lesbian couples to marry legally?



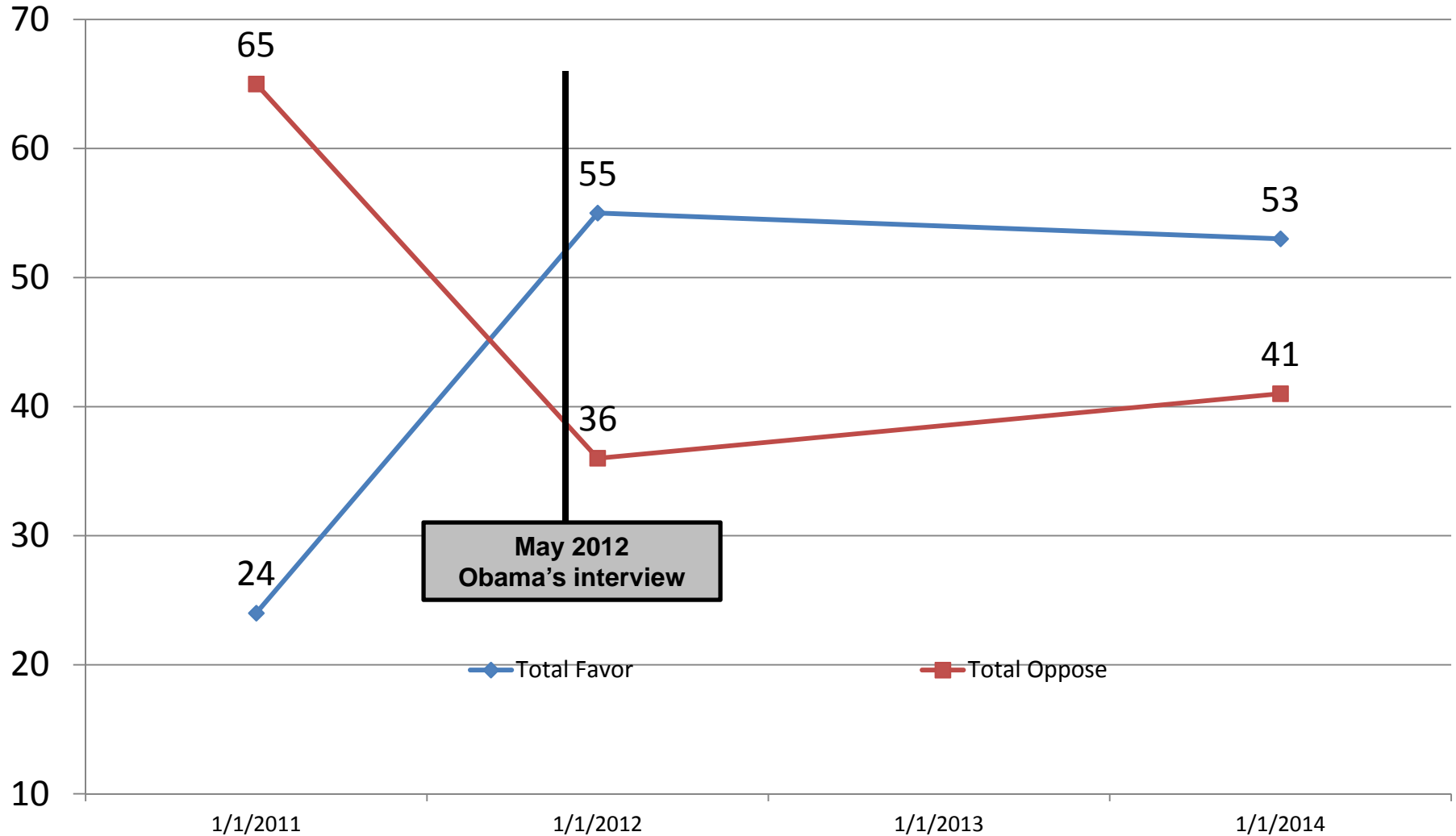
Other Traditional Marriage Opponents Wavering

Please tell me if you favor or oppose allowing gay and lesbian couples to marry legally?



Significant Movement Among African-Americans

Please tell me if you favor or oppose allowing gay and lesbian couples to marry legally?



Note: 2011 data among adults.

Winning the Argument on Kids, Culture and Faith

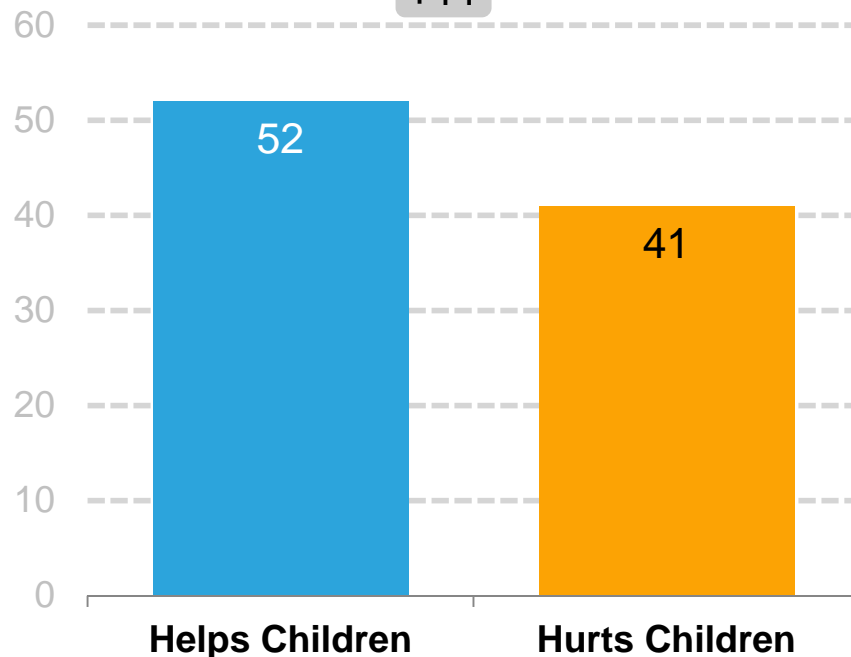
Voters Embrace Justice Kennedy's Argument and Believe Same-Sex Couples are Competent Parents

Now I'm going to read you some pairs of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

Allowing gay marriage helps children by giving the children of same-sex couples the same legal rights and sense of family as other families in their community.

Allowing gay marriage hurts children by encouraging same-sex couples to have children; boys need fathers and girls need mothers

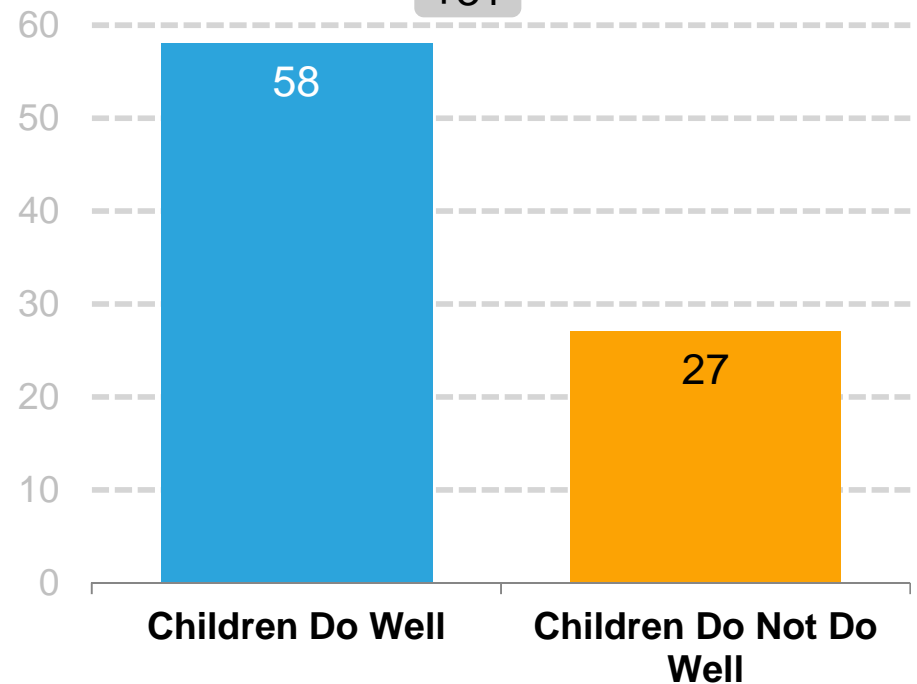
+11



Children raised by same-sex couples do as well in terms of education, emotional stability and long term outcomes as children raised by a mother and a father.

Children raised by same-sex couples DO NOT do as well in terms of education, emotional stability and long term outcomes as children raised by a mother and a father.

+31

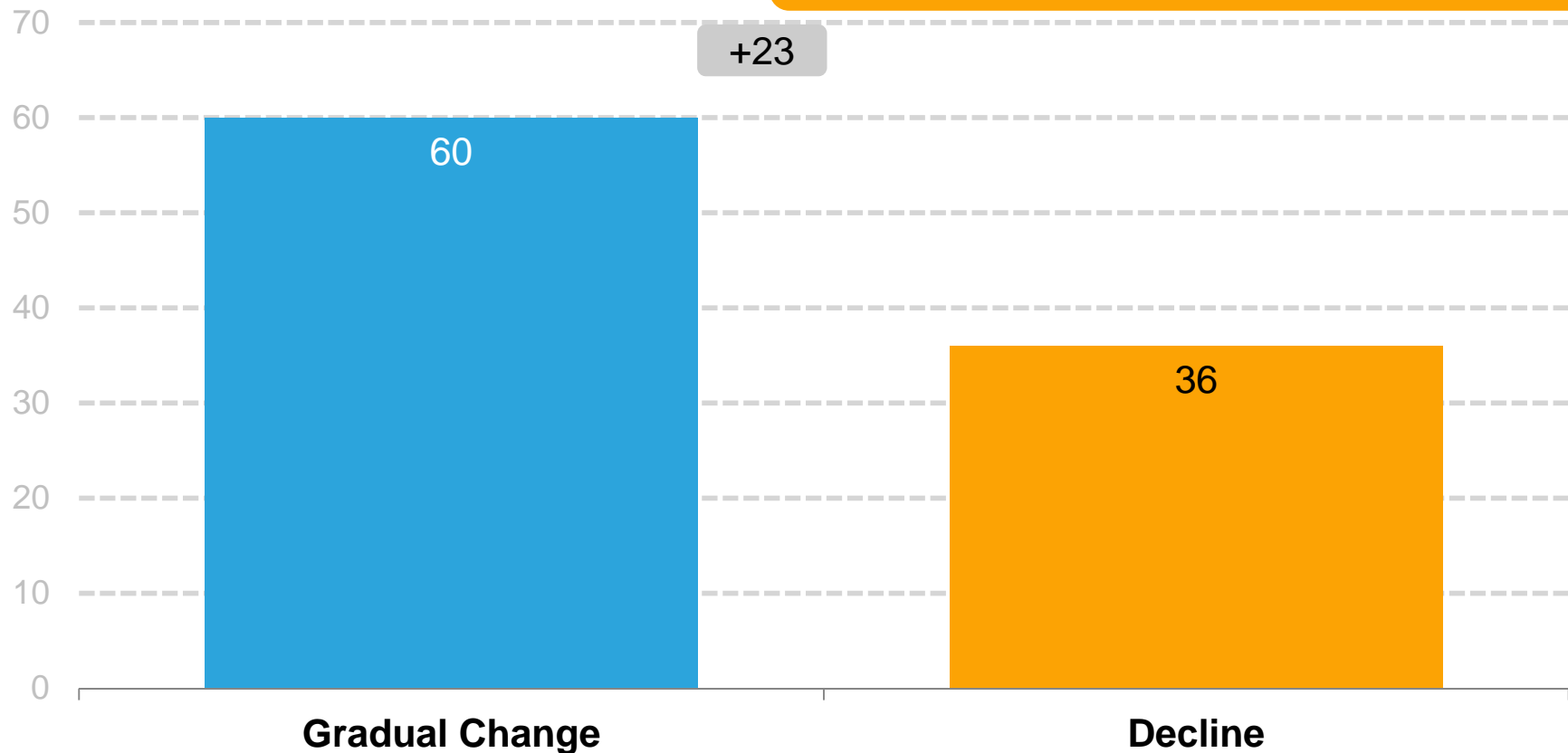


Voters Do not Equate Gay Marriage with Decline

Now I'm going to read you some pairs of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

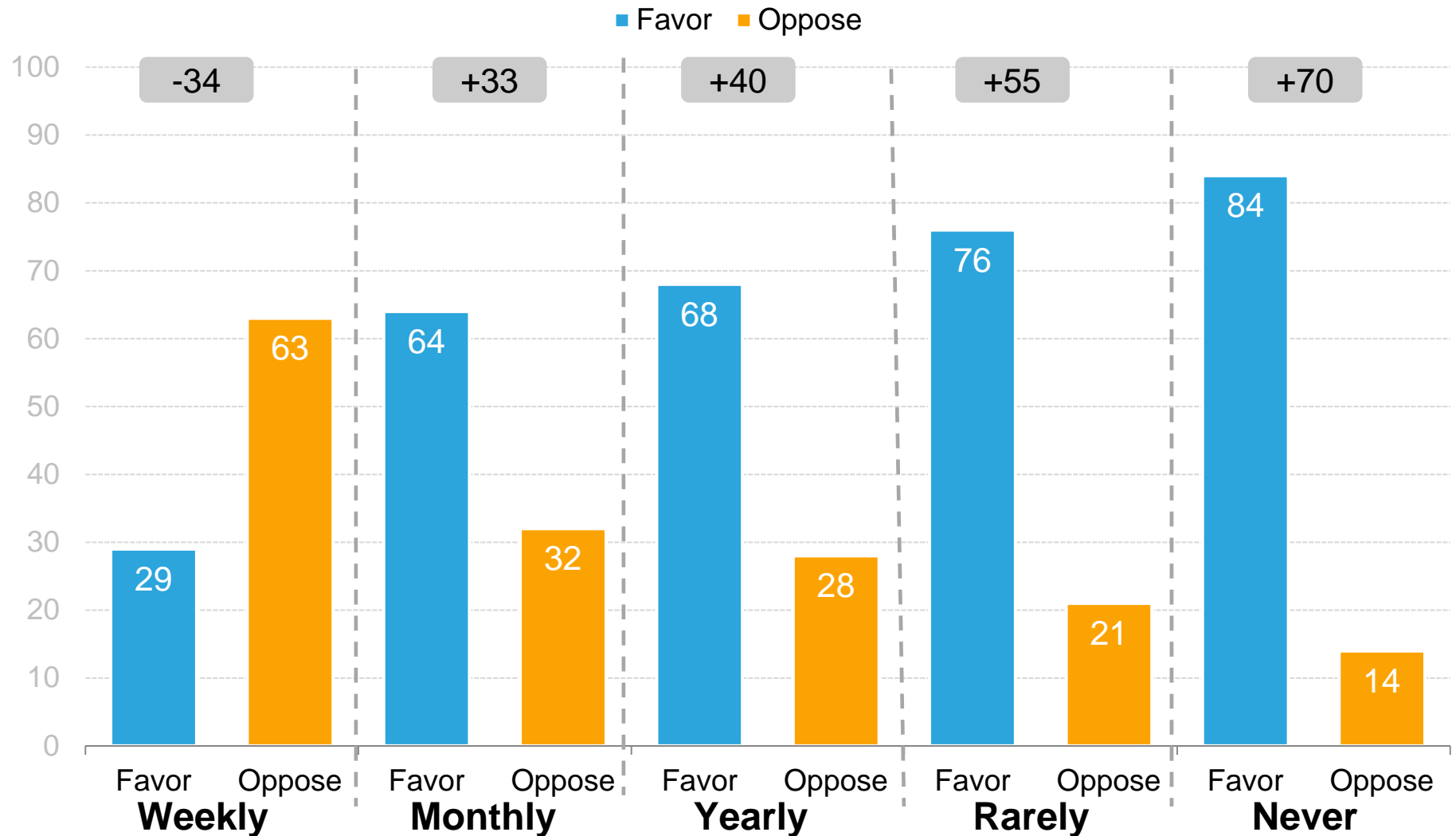
Our society has become gradually more accepting of non-traditional families. Legally recognizing gay marriages is simply a sign of this gradual change.

Acceptance of homosexuality has grown dramatically over the last few years. Legal recognition for gay marriages amounts to a social revolution within our culture and a decline in how we define families.



Marriage Views Strongly Correlated with Faith, But....

Please tell me if you favor or oppose allowing gay and lesbian couples to marry legally?

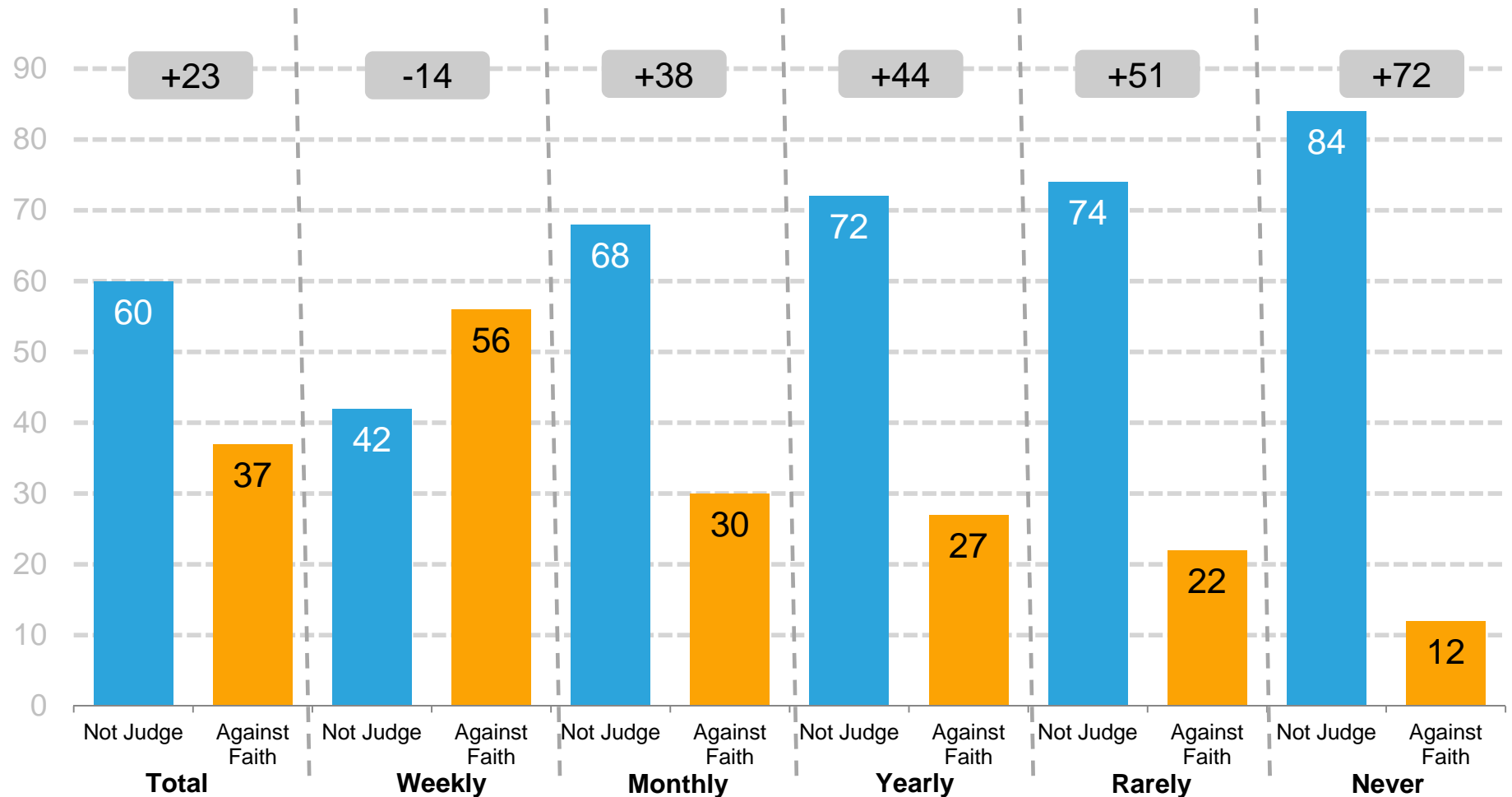


Many People Willing to Separate Issue From Faith

Now I'm going to read you some pairs of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

While some people object to gay marriage, it is not for me to judge.

Gay marriage is morally wrong and against my faith.

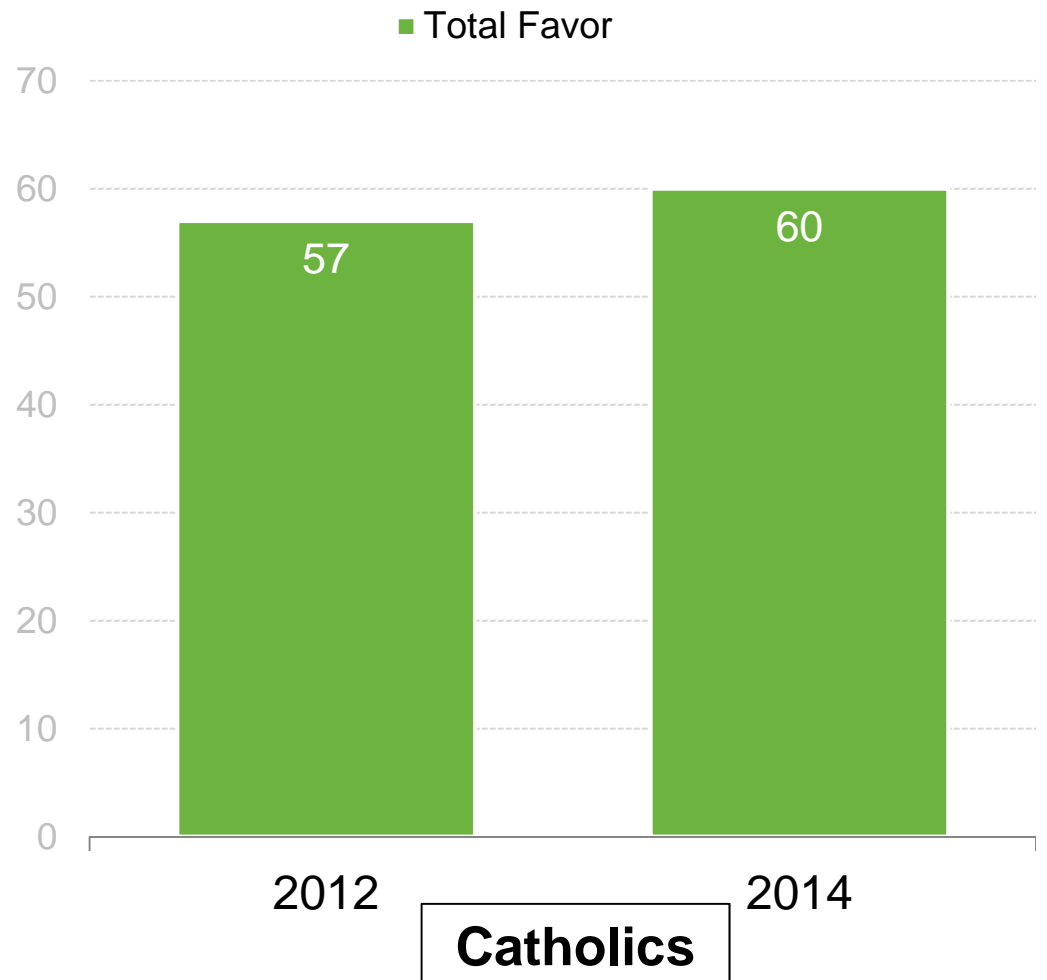


Catholics Supportive

Please tell me if you favor or oppose allowing gay and lesbian couples to marry legally?



"Tell me: when God looks at a gay person, does he endorse the existence of this person with love, or reject and condemn this person? ... We have to find a new balance; otherwise even the moral edifice of the church is likely to fall like a house of cards, losing the freshness and fragrance of the Gospel."
– Pope Francis, July 29, 2013

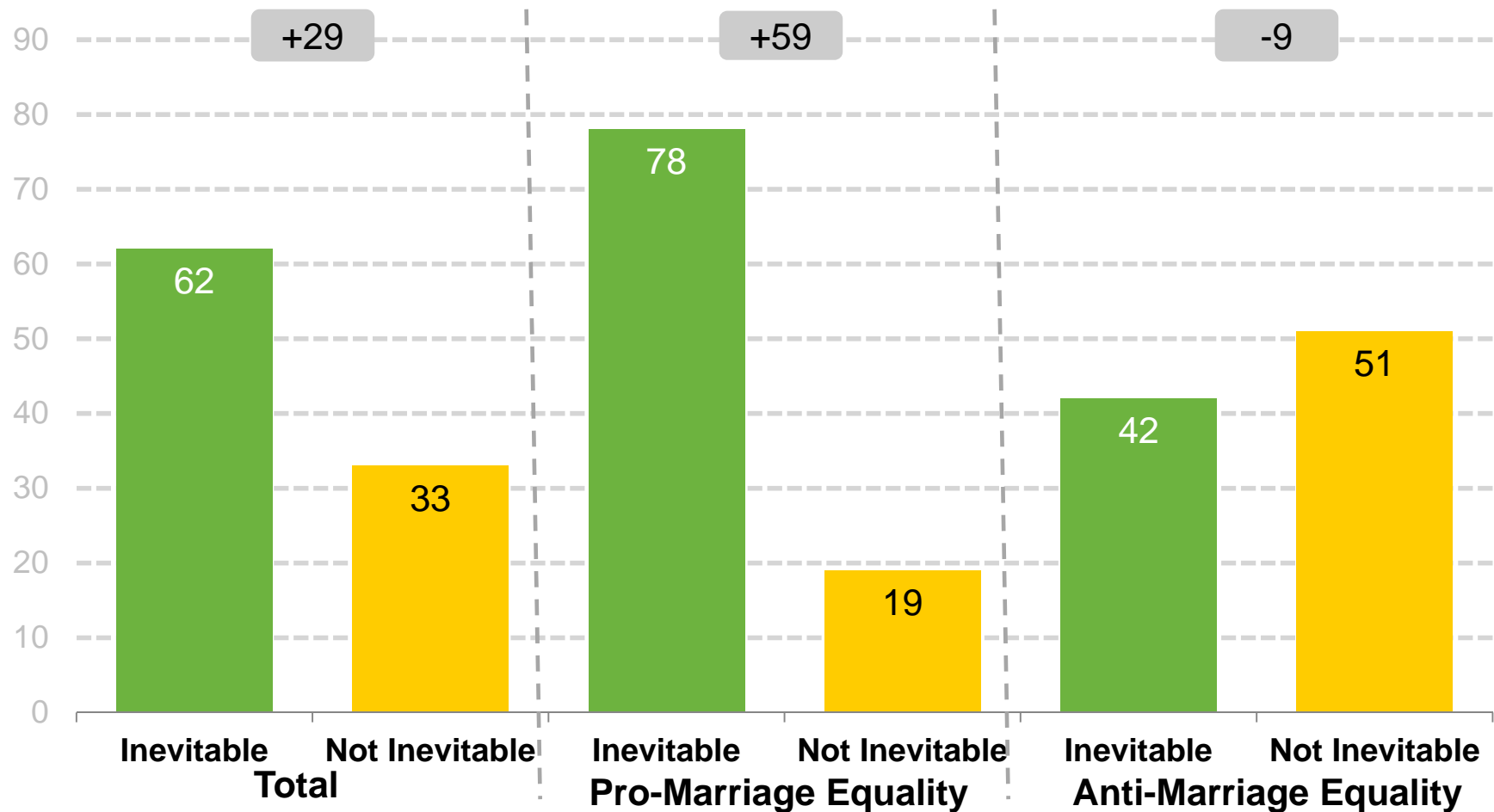


Inevitable

Now I'm going to read you some pairs of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

It is inevitable that gay marriages will be legally recognized by the Supreme Court.

It is NOT inevitable that gay marriages will be legally recognized by the Supreme Court.



GREENBERG QUINLAN ROSNER RESEARCH

WORLD HEADQUARTERS
10 G Street, NE
Suite 500
Washington, DC 20002
T: 202.478.8300
F: 202.478.8301

EUROPEAN HEADQUARTERS
405 Carrington House
6 Hertford Street
London, UK W1J 7SU
T: +44.(0).207.096.5070
F: +44.(0).207.096.5068

LATIN AMERICAN HEADQUARTERS
Cabrera 6060, 7D
C1414 BHN
Ciudad de Buenos Aires, Argentina
T: +54.11.4772.0813

www.greenbergresearch.com | www.gqrr.com