

GREENBERG QUINLAN ROSNER RESEARCH

February 9, 2015

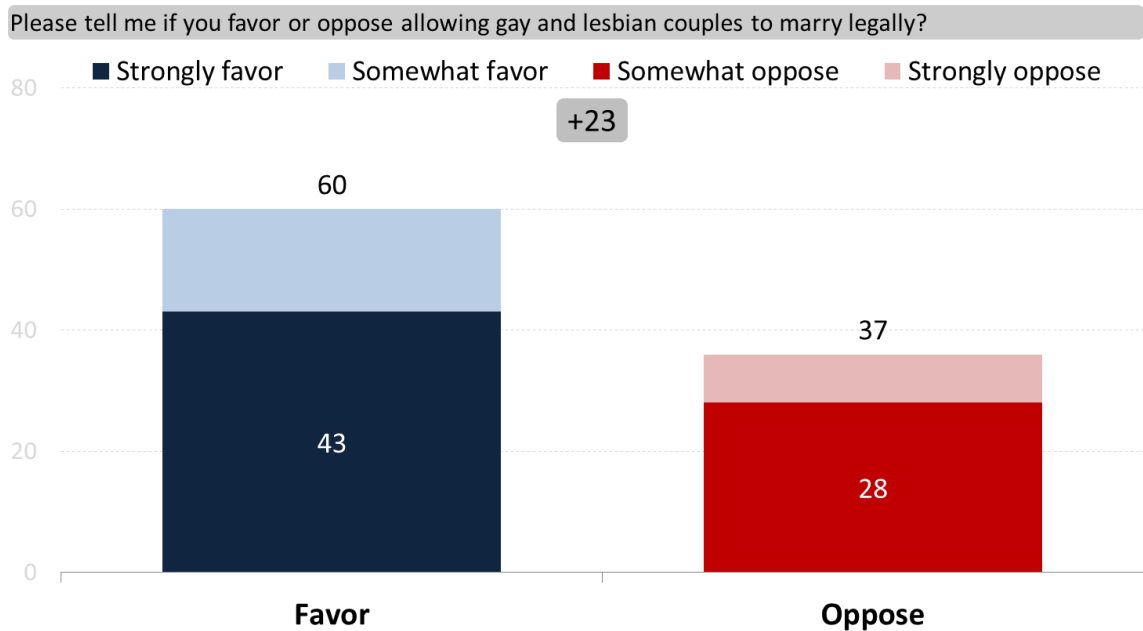
Support for Marriage Equality Reaches New High

To: The Human Rights Campaign

From: Anna Greenberg and David Walker, Greenberg Quinlan Rosner Research

At a time when marriage equality is legal in 37 states and the Supreme Court sits poised to decide this issue for the rest of nation, voters in a national likely voter survey deliver a record majority in their support for marriage: now 60 percent favor, 37 percent oppose¹.

■ Figure 1: Support for Marriage Equality



¹ This memo is based on a national survey conducted January 25 – January 31, 2015. The sample size is 1,000 likely voters in the 2016 general presidential election, and has a margin of error of 3.10 percent at a 95 percent confidence level.

This new majority reflects accelerating growth in support for marriage and is up from 55 percent support that HRC recorded in a poll taken nearly a year ago and from 56 percent support in an ABC News/Washington Post Poll from October 2014. It also results from huge gains among groups that have traditionally been opposed to marriage, including seniors, non-college voters, voters in the South and Catholics. Even among Republicans, the anti-marriage margin has been cut in half over the last four years and among Republicans and Independents who lean Republican under the age of 35, support for marriage equality has reached a majority.

Perhaps most notably, in the 37 states where marriage is now legal, support for marriage equality jumps to 64 percent. Among voters who know a married same-sex couple or same-sex couple who had a commitment ceremony (46 percent of voters), support reaches 75 percent.

For most of the country, this debate is over. However, there are some who pledge to continue to fight history and our system of government, often using violent rhetoric in the process. These views find little purchase among voters, even among many voters who oppose marriage equality.

We asked voters' reactions to a verbatim quote from Family Research Council President Tony Perkins:

I think if the court steps in at this moment and says that we are redefining marriage and that same-sex marriage will be the law in every land, I think you will create a firestorm of opposition. This will be the straw that broke the camel's back. When you look at a nation that is so divided along these moral and cultural issues, you could have a revolt or revolution. I think you could see Americans saying, "You know what? Enough of this." And I think it could explode and just break this nation apart.

A 70 percent majority disagree with this argument, including a 57 percent majority of Republican voters. Even among voters who oppose marriage equality, 49 percent disagree with these sentiments, just 47 percent agree.

Conclusion

In some of our previous reports to HRC, sometimes in the face of stubborn anti-marriage majority, we have noted the movement toward equality over time and said this question is not a matter of "if" but "when." For voters, "when" is "now."

This is a settled issue.