



GREENBERG QUINLAN ROSNER RESEARCH

September 15, 2015

Rear-Guard Action Will Not Stop Equality Americans Oppose Discrimination for Any Reason

To: The Human Rights Campaign

From: Greenberg Quinlan Rosner Research

Recent events in Kentucky and legislative activity at the federal and state level have exposed a conservative rear-guard attempt to prevent equality. However, Americans oppose discrimination in all forms and for all reasons, even for “religious reasons.” Consequently, they strongly oppose—by a 44-point margin--allowing government officials to refuse service to LGBT people for religious reasons. Even among Republicans, 50 percent oppose this idea.

This memorandum reflects a national survey of 1008 adults, ages 18 or older, conducted via live telephone interviews on both landlines and cell phones, for the Human Rights Campaign on September 9-13, 2015. The margin of error for results is +/-3.09 percentage points at a 95 percent confidence interval.

- By a 68 to 24 percent majority, Americans oppose allowing government employees to cite their religious beliefs as a reason to deny service to lesbian, gay, bisexual and transgender people.
- This majority includes 50 percent of Republican, 67 percent of non-college respondents, 62 percent of seniors and 62 percent of Southerners.
- This margin generally holds after respondents hear from both sides:

Some lawmakers have proposed bills which give government officials the right to refuse service to someone if that service violates their religious beliefs.

Supporters say that this legislation ensures the government does not penalize Americans for following their religious convictions regarding traditional definitions of marriage.

WORLD HEADQUARTERS
10 G Street, NE, Suite 500
Washington, DC 20002

NEW YORK
54 West 40th St.
New York, NY 10018

EUROPE
22 Bloomsbury Square
London, UK WC1A 2NS

LATIN AMERICA
Cabrera 6060, 7D
C1414 BHN
Ciudad de Buenos Aires,
Argentina

CANADA
350-1 First Canadian Place
Toronto Board of Trade Tower
Toronto, ON M5K 1C1

Opponents argue that this law will make discrimination legal and that government officials in particular should follow the law without prejudice.

- After Americans hear these arguments, which were rotated within the survey, 63 percent oppose this legislation, and just 28 percent support.
- By a 60 to 22 margin, Americans are less likely to support a candidate for president who supports such a law. Again, even Republicans are divided on this issue (40 percent more likely, 38 percent less likely), while Independents, and other people critical to the outcome in 2016, take a decidedly dim view of candidates pandering so nakedly to their base: 62 percent less likely among Independents, 63 percent less likely among seniors, and 62 percent less likely among non-college respondents.

Conclusion

There are some issues that divide Americans. This is not one of them. Like the broader issue of marriage equality itself, this is settled. Candidates are fairly warned.