

To: Interested Parties
From: John Hagner, Clarity Campaign Labs
Date: August 14, 2015
Subject: WI-1 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 Paul Ryan.

Support for the new Equality Act was widespread. Voters in WI-1 support the Equality Act overall by a 23 point margin, with 46% saying Congress should pass it and 23% saying they should not. Democrats support it by wide margins – 73% to 6%, but equally important is the strong support from Independents: 53% to 21%. There is substantial Republican support for the bill, with 19% 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. 65 percent of those undecided on the Equality Act are either Democratic or Independent voters. Importantly, Congressman Ryan’s willingness to oppose the Equality Act could have significant implications for his re-election. If he opposes the Equality Act, 11% of his current supporters say they would be less likely to vote for him next November. Among people who are undecided for Congress, 27% say they’d be more likely to oppose a candidate who opposes the Equality Act; only 12% of undecideds say they’d be more likely to support one.

We find that in the race for Congress in 2016, the incumbent Republican Paul Ryan starts out in the lead, but with less than fifty percent of the vote. 47% of voters are supporting Ryan, with 38% supporting an generic Democratic candidate.

Ryan has strong approval ratings, but they don’t translate directly to votes. 55% of the district has a favorable view of their Congressman, but only 74% of people who view him favorably say they’ll vote for him in 2016.

Methodology: A poll of registered voters in Wisconsin’s First Congressional District. We surveyed 556 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 +/- 4.57% at a 95% confidence interval.

