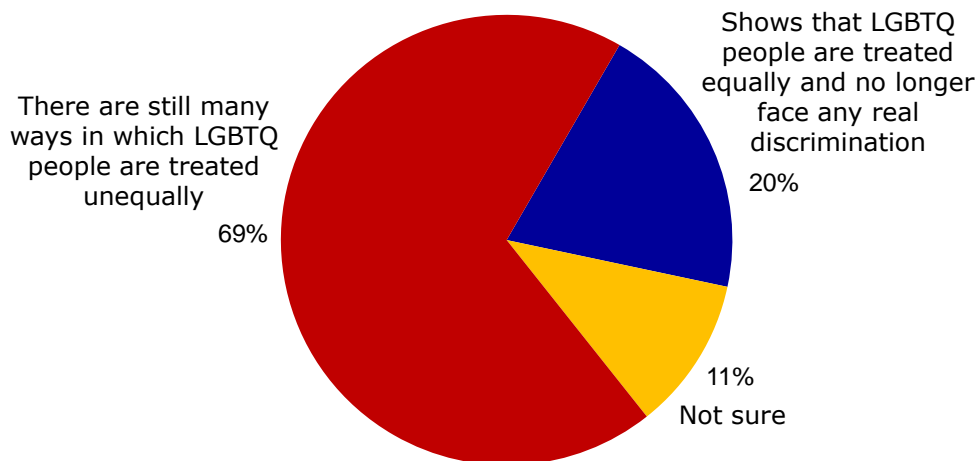


**TO: All Interested Parties**  
**FROM: Hart Research Associates**  
**DATE: December 14, 2017**  
**RE: Key Findings from Wisconsin Survey on LGBTQ Equality**

*From November 9 to 16, 2017, Hart Research conducted a statewide survey among voters in Wisconsin. A total of 500 voters were interviewed by telephone; the survey's margin of error is  $\pm 4.5$  percentage points for the full sample and is higher for subgroups of the sample. This memorandum highlights the key findings that emerge from this research.*

- **Wisconsin voters know that LGBTQ people still face discrimination and** that marriage is not the final word on LGBTQ equality. As outlined below, a significant majority of Wisconsin voters support marriage equality for same-sex couples. But they also know that being able to marry does not preclude discrimination against LGBTQ people in other areas. Seven in 10 (69%) voters say that there are still many ways in which LGBTQ people are treated unequally.

**Two years ago the U.S. Supreme Court made it legal for same-sex couples to get married in all 50 states: Which statement about this comes closer to your point of view?**



## Hart Research Associates

- **Support for pro-LGBTQ policy proposals is very high.** Large majorities of Wisconsinites support a range of pro-LGBTQ positions; granting family and medical leave to LGBTQ workers is especially popular. About half (49%) oppose allowing business owners to deny services to LGBTQ people based on religious objections. Fewer than 30% of voters take an anti-LGBTQ position on any issue.

### Favor/Oppose LGBTQ Policies

|   | <u>Favor</u><br>% | <u>Oppose</u><br>% |
|---|-------------------|--------------------|
| Giving LGBTQ employees access to paid family and medical leave—for the birth or adoption of a child, or to care for a sick family member—without fear of losing a paycheck or their job | <b>72</b>         | 9                  |
| Making it against the law to discriminate against LGBTQ people in housing   | <b>65</b>         | 19                 |
| Allowing LGBTQ people to legally adopt children   | <b>62</b>         | 19                 |
| Making it against the law to discriminate against LGBTQ people in employment, including in hiring and firing decisions  | <b>62</b>         | 19                 |
| Allowing same-sex couples to get legally married  | <b>58</b>         | 26                 |

- **At the same time, high proportions of Wisconsinites oppose two major Trump administration anti-LGBTQ policies.** Voters oppose efforts to impinge upon LGBTQ equality as much as they favor proactive policies to protect it. Each of the major LGBTQ-related policies the Trump administration has proposed receives major pushback from Wisconsin's voters.

### Favor/Oppose Trump Administration LGBTQ Policies

|  | <u>Favor</u><br>% | <u>Oppose</u><br>% |
|--|-------------------|--------------------|
| Allowing business owners to deny services to LGBTQ people if they say doing so would violate their religious beliefs | 28                | <b>49</b>          |
| Banning transgender people from serving in the U.S. armed forces   | 20                | <b>59</b>          |

- **A federal Equality Act and a group of state-specific protections also receive high levels of support.** Fifty-six percent (56%) of Wisconsin voters support a federal Equality Act that would make it against the law to deny services to LGBTQ people and would ban discrimination against LGBTQ people in employment and housing. Only 17% oppose this.

Voters also favor state-specific protections for LGBTQ people in Wisconsin by a margin of three to one (49% favor, 16% oppose), including:

- ✓ Banning so-called conversion therapy; and
- ✓ Extending all non-discrimination laws to include transgender people.

Notably, *strong* supporters outnumber strong opponents by 30 percentage points (38% to 8%).

- **Right-leaning voters endorse most of these pro-LGBTQ positions.** It is not solely liberals who take the side of LGBTQ equality on these issues. Republican voters are more likely to adopt a pro-LGBTQ position than an anti-LGBTQ position on each of these issues, except for marriage equality and public accommodations, for which they take the opposite view. In particular, majorities of Republicans favor family and medical leave protections (54%) and prohibiting discrimination in housing (52%).
- **Wisconsin voters take a very negative view of anti-LGBTQ elected officials.** Early in the survey, even before respondents have heard the types of LGBTQ protections in question, nearly half (45%) of voters say that if an elected official opposed LGBTQ equality it would make them feel less favorable toward that official; just 10% say they would feel more favorable toward the official, a margin of 35 points on the negative side.