

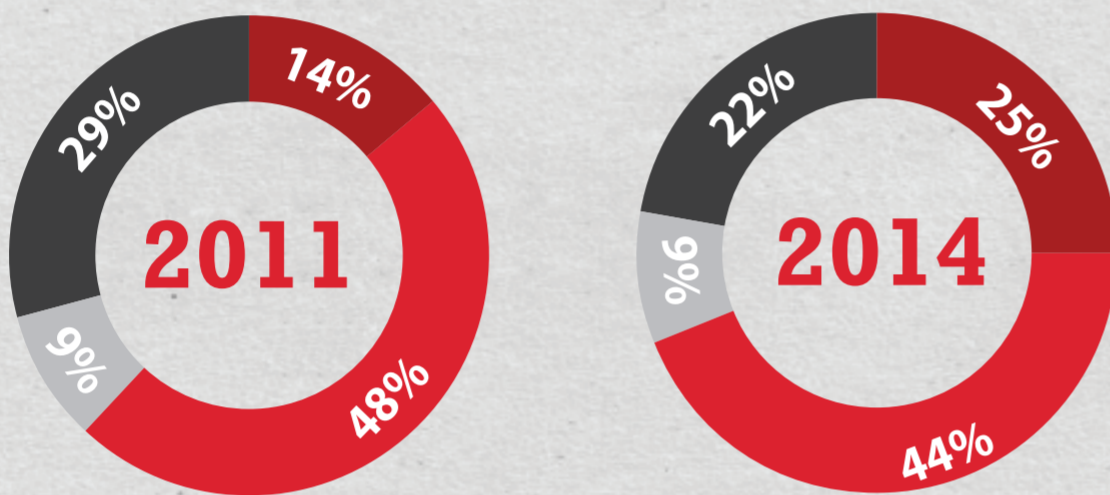
AN EMERGING
Republican Majority
 FOR MARRIAGE

The world is changing,
 and so are Republicans.

Republican Marriage Support Increasing:

Since 2011, Republican support for full legal rights has grown by 11 points, while opposition to any legal recognition has fallen by 7 points.

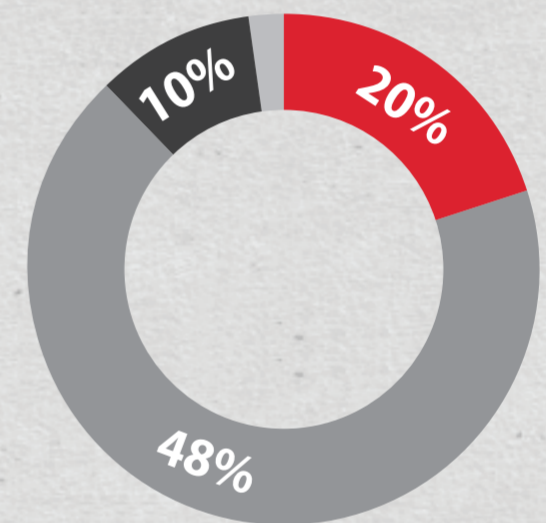
■ FULL LEGAL RIGHTS ■ SOME LEGAL RIGHTS ■ NO LEGAL RIGHTS ■ UNCERTAIN



Republicans Evolving on the Issue

Compared to your views five years ago, are your current views about the legality of same sex marriage generally more supportive, more opposed or have they not changed?

■ MORE SUPPORTIVE ■ MORE OPPOSED
 ■ HAVE NOT CHANGED

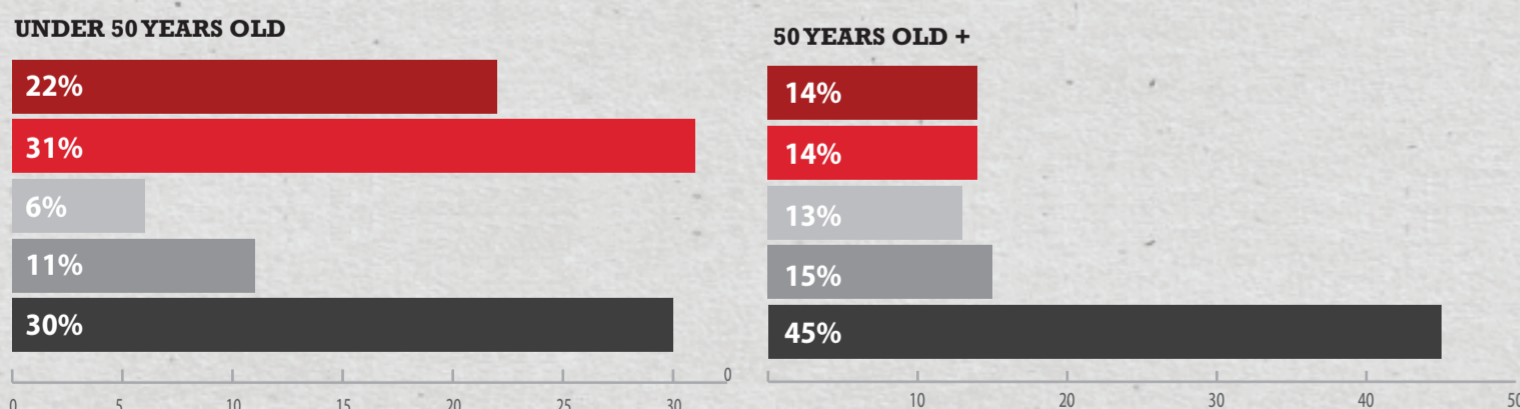


The Future of the Republican Party is PRO-FREEDOM TO MARRY

This isn't just Millennial Republicans that are more supportive - a majority of Republicans under the age of 50 support same sex marriage:

Do you favor or oppose allowing gays and lesbians to marry legally?

■ STRONGLY FAVOR ■ SOMEWHAT FAVOR ■ DK/REF ■ SOMEWHAT OPPOSE ■ STRONGLY OPPOSE



53%
FAVOR

41%
OPPOSE

28%
FAVOR

60%
OPPOSE

For every one Republican that has become more opposed to same sex marriage in the last five years,

TWO
HAVE BECOME
MORE
SUPPORTIVE
OF IT.

PROJECT**RIGHT**SIDE

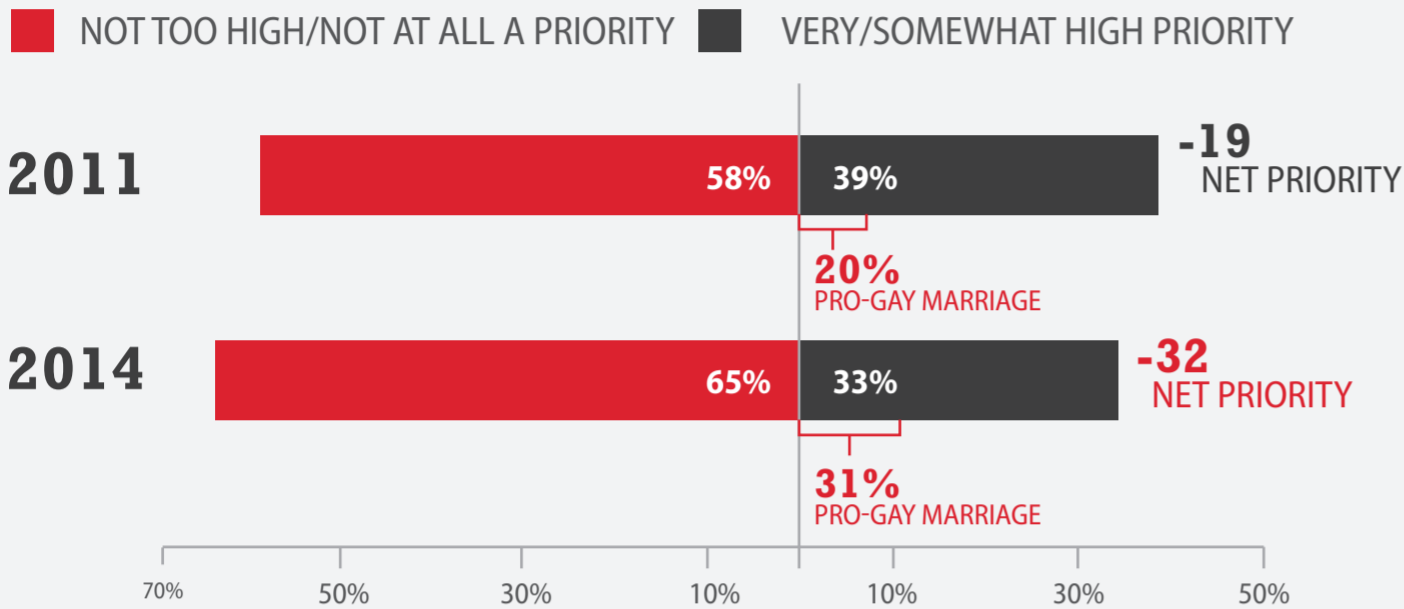
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TargetPoint Consulting conducted a national survey of 1,200 self identified Republicans and Independents that lean Republican May 9-16, 2014. The interviews were conducted using live operators and 15% were conducted via cell phone. The margin of error for the survey is +/- 2.8%.

CHANGING PRIORITIES

The number of Republicans saying gay marriage should be a high priority has fallen. And among those high priority voters, an **increasing proportion are actually for gay marriage.**

Compared to other issues that candidates will be addressing this year such as the economy and jobs, **how high a priority do you think they should place on social issues like gay marriage?**

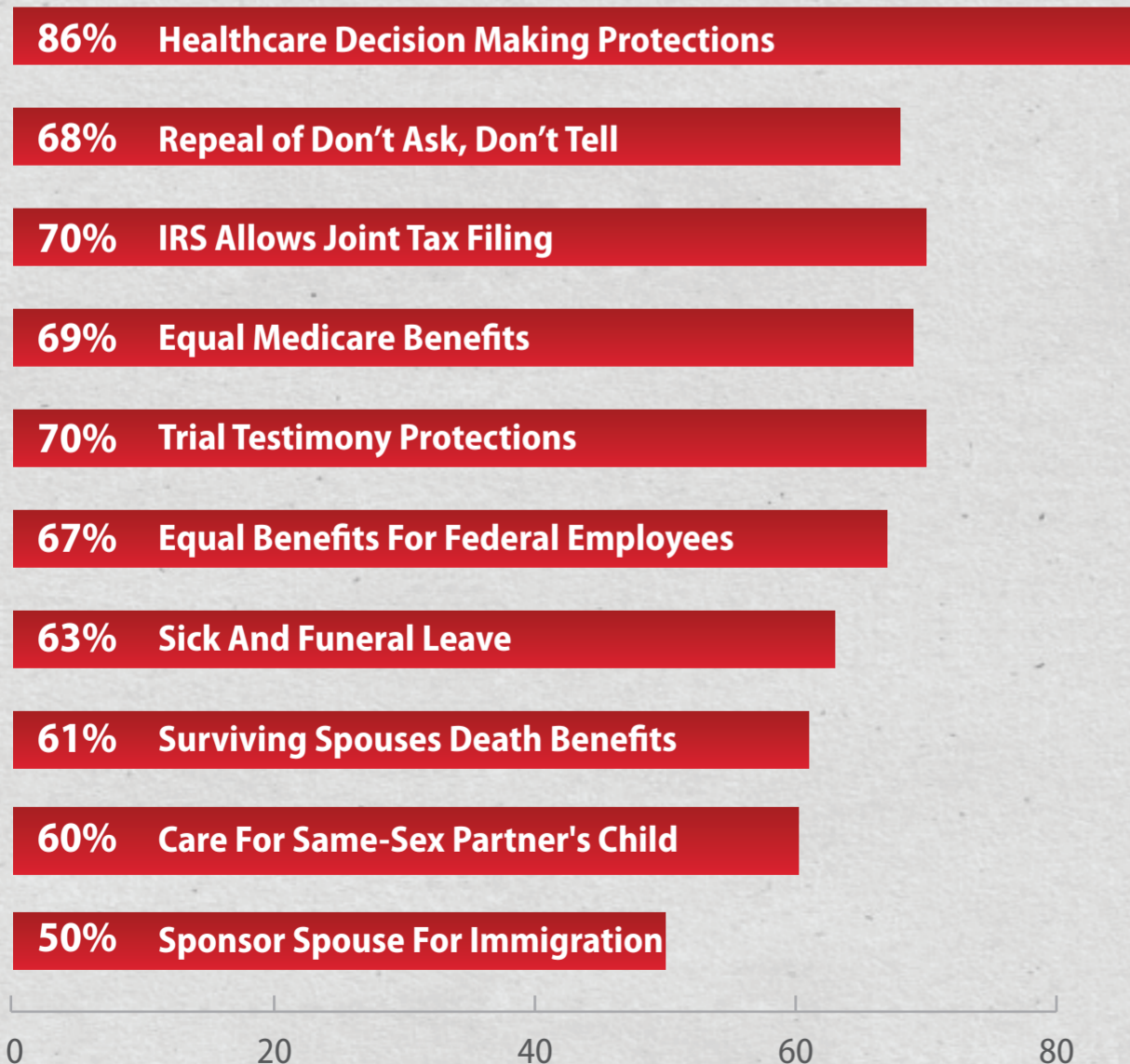


Republicans don't want to turn back progress on recent LGBT policies

There is strong and robust support for every recent change made to federal law concerning the LGBT community.

Now, I am going to read you some **recent changes to federal law** concerning gays and lesbians. Please tell me if you **support or oppose** each of these new policies.

% REPUBLICANS SUPPORT



How to Talk to Republicans about LGBT Protections

There are a number of ways to frame support around the freedom to marry and other LGBT protections that resonate with Republicans.

% REPUBLICANS STRONGLY AGREE

We should all follow the Golden Rule and treat others as we'd like to be treated, including gays and lesbians.



The government should stay out of the private lives of adults, including gays and lesbians.



Businesses using the public square to make a profit should not be allowed to discriminate against customers due to their race, gender, religion or sexual orientation.



Freedom means freedom for everybody, including gays and lesbians, who should have the freedom to enter into relationships with each other.



0 10 20 30 40 50 60 70

CLOSER LOOK:

Iowa, New Hampshire, Nevada and South Carolina

There are significant numbers of Republicans in these key states that are sympathetic to a freedom to marry message.



61%

of NV Republicans support the party's recent removal of opposition to gay marriage from their platform.



54%

of NH Republicans favor allowing gays and lesbians to have legal civil marriage.



51%

of IA Republicans strongly agree that "the government should stay out of the private lives of adults, including gays and lesbians."



74%

of SC Republicans strongly agree that "we should all follow the Golden Rule and treat others as we'd like to be treated, including gays and lesbians."

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