

# JUST WIN

research

**TO: INTERESTED PARTIES**  
**FROM: ASHLEE RICH STEPHENSON**  
**DATE: DECEMBER 2016**  
**RE: MAJORITIES OF GEORGIA VOTERS SUPPORT STATE LGBT NONDISCRIMINATION PROTECTIONS**

The following key findings are based on survey results for a study conducted on behalf of the Project Right Side Foundation from December 7-10, 2016. This study was conducted among n=600 likely voters, and has a margin of error of  $\pm 4.00\%$ . Interviews were fielded among 70% landline and 30% mobile phone respondents.

*This study revealed that a majority of Georgia voters are in favor of legal measures and a battery of messaging that support LGBT nondiscrimination in the areas of employment, housing and public accommodations. However, a majority think it's already illegal in the state to discriminate, underscoring an educational need on issues relating to discrimination. Further, Georgians are more likely to vote for a candidate who supports a state based nondiscrimination law.*

## GEORGIANS HAVE A POSITIVE VIEW OF THE DIRECTION OF THE STATE; ELECTED LEADERS

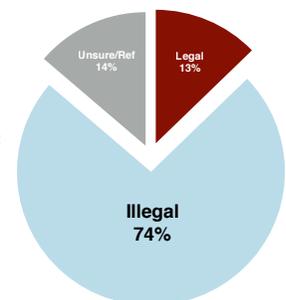
This study illustrates a positive political environment in the state of Georgia. A near majority of Georgians think the state is headed in the right direction (47%) while President-elect Donald Trump enjoys net positive favorability ratings.

- » Forty-seven percent (47%) think Georgia is going in the right direction, while forty percent (40%) believe the state is on the wrong track.
- » President-elect Donald Trump enjoys a 1.2:1 favorable (48%) - unfavorable (40%) ratio among the Georgia voting electorate.

## VOTERS THINK IT'S ALREADY ILLEGAL TO DISCRIMINATE AGAINST LGBT GEORGIANS; LARGE MAJORITIES ARE IN FAVOR OF A MEASURE TO PREVENT DISCRIMINATION AND MESSAGE TESTING REINFORCES STRONG SUPPORT

While large numbers of Georgia voters support measures to prevent discrimination among gay and transgender citizens in the areas of employment, housing and public accommodations (74%), just as many think it's already illegal under state law to fire, refused to hire, deny housing or public accommodations access to these citizens (74%). This underscores the significant amount of educational work required to inform Georgians about the lack of laws protecting LGBT citizens. Indeed, while there is a challenge in educating Georgians about the lack of current protections, this data reveals there is an immense opportunity to solidify and grow the support for a state based nondiscrimination law.

To the best of your knowledge, is it legal or illegal under Georgia state law to fire, refuse to hire, deny housing or public accommodations access to someone because they are gay or transgender?

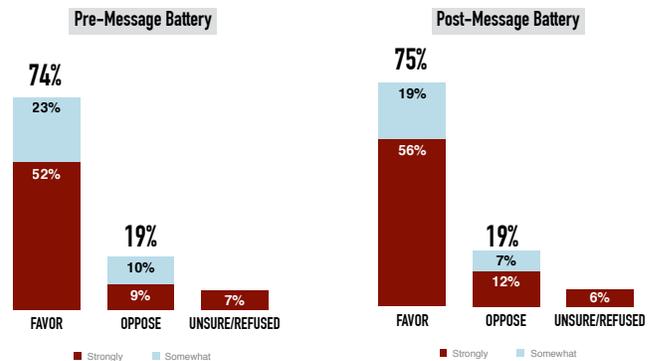


- » **3 out of 4 Georgia voters (74%) think it’s illegal under state law to fire, refuse to hire, deny housing or public accommodations access to someone because they are gay or transgender.** Just thirteen percent (13%) think it is legal, and fourteen percent (14%) are unsure. Near even majorities across party lines think it’s currently illegal under state law (Republicans 73%, Democrats 76%, Independents 73%).
- » **Similarly, three quarters (74%) favor the passing of a state law to protect gay and transgender Georgians in the areas of employment, housing and public accommodations. After listening to a battery of messages about this issue, support increases a point to seventy-five percent (75%).** Indeed, those who strongly support the proposed state law increases 4-points (52%-56%), while those who strongly oppose grew 3-points (9%-12%). The movement among the intensity measures highlights the doubling down among voters from both sides of the spectrum after being served a focused battery of messages aimed to build support for a potential new state law.

- Support for a state law that would protect LGBT Georgians from discrimination is driven by a majority (52%) who indicate they strongly support this measure. Those who “strongly support” this law increases to fifty-six percent (56%) when tested again following the message series.
- Support transcends partisan breaks, driven by substantial majorities of Democrats (88%), Independents (73%) and Republicans (63%) alike.

Additional demographic groups driving support for a nondiscrimination law include voters in the metro Atlanta region (80%), women (79%), younger voters ages 18-34 (78%), African Americans (83%), younger white voters (81%) and younger African American voters (83%), single voters (80%), moderates (80%) and liberal voters (89%).

Currently, gay and transgender citizens who live in the state of Georgia are not protected from discrimination in the workplace, access to housing and public accommodations. Learning this, would you favor or oppose the passing of a Georgia state law to protect gay and transgender citizens in the areas of employment, housing and public accommodations?



## SUPPORT FOR NONDISCRIMINATION MESSAGING RECEIVES STRONG SUPPORT

**Large majorities support nondiscrimination messaging, with more than eighty percent (80%) of Georgians “agreeing,” with eight of the ten concepts tested in this study.** Indeed, the highest testing messages cover a broad range of concepts from the “golden rule,” to expanding economic opportunity for individuals and the state as a whole, to common sense.

The messaging tested in this study proved palatable to key demographics and across partisan breaks in the state, further evidencing the depth of support for measures to protect individuals against discrimination in the areas of employment, housing and public accommodations across the state.

- » A statistical review of the data, referred to as a regression analysis reveals the following messages have the strongest impact in moving voters to be supportive of a new nondiscrimination law:
  - *Protecting people from discrimination, including those who identify as gay or transgender, is about following the Golden Rule and treating others as we want to be treated.*
  - *All of us, including transgender people, care about safety and privacy in bathrooms.*
  - *Everyone has an opportunity to earn a living - including gay and transgender Americans - and workers should be judged on performance, nothing more, nothing less.*

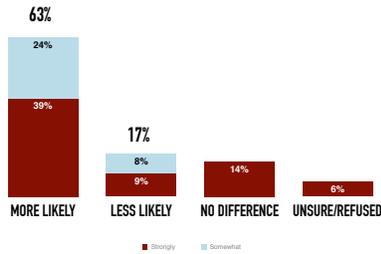
### **Employment & General Nondiscrimination Battery**

	Agree	Disagree
Everyone has an opportunity to earn a living - including gay and transgender Americans - and workers should be judged on performance, nothing more, nothing less.	95%	4%
Protecting people from discrimination, including those who identify as gay or transgender, is about following the Golden Rule and treating others as we want to be treated.	91%	8%
Common sense is being lost in this debate about discrimination, we need to find a middle ground that respects peoples deeply held religious beliefs while ensuring gay and transgender Americans can earn a living, have fair access to housing and public places.	89%	8%
Creating a competitive economy means attracting the brightest talent and businesses to Georgia. Doing that means we ensure all workers in our state are protected when it comes to employment and Georgia is welcoming to all of those who want to earn a living or create jobs.	86%	10%
Businesses open to the public should be open to everyone on the same terms, including customers who are gay or transgender. Nobody should be turned away because of their race, religion, gender or sexual orientation.	85%	12%
My faith or the faith of others may not condone a certain lifestyle, but religion should not be an excuse for discrimination.	81%	14%
Updating our state law would protect gay and transgender people from discrimination while including reasonable exemptions for small business employers and landlords, and protecting the constitutional rights of churches and religious organizations.	65%	22%

### **Public Accommodations and Restroom Battery**

	Agree	Disagree
All of us, including transgender people, care about safety and privacy in bathrooms.	86%	9%
The issue of which bathroom transgender Americans should use was not a problem until politicians decided they needed to fix something that wasn't broken.	83%	12%
People can figure out which bathroom to use without asking the government for permission.	78%	15%

Would you be more likely, or less likely to vote for a candidate who supports the passing of a Georgia state law to protect gay and transgender citizens in the areas of employment, housing and public accommodations? And is that strongly or somewhat?



**Sixty-three percent (63%) are more likely to vote for a candidate who supports the passing of a state nondiscrimination law to protect gay and transgender citizens in the areas of employment, housing and public accommodations.** A majority of Democrats (82%) and Independents (64%) are more likely to vote for a candidate who would support a state based nondiscrimination law to protect gay and transgender citizens, while Republicans are still net “more likely” but not by way of a majority (43% more likely, 30% less likely, 19% no difference).

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