

# JUST WIN

research

**TO: INTERESTED PARTIES**  
**FROM: ASHLEE RICH STEPHENSON**  
**DATE: JANUARY 13, 2017**  
**RE: GEORGIA REPUBLICANS AND NONDISCRIMINATION MESSAGING**

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 ± 4.00%. Interviews were fielded among 70% landline and 30% mobile phone respondents.

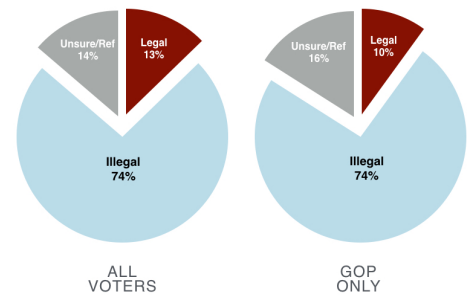
## 74% OF REPUBLICANS THINK IT'S ALREADY ILLEGAL TO DISCRIMINATE AGAINST LGBT GEORGIANS; 63% ARE IN FAVOR OF A MEASURE TO PREVENT DISCRIMINATION

While a majority of Republican voters support measures to prevent discrimination among gay and transgender citizens in the areas of employment, housing and public accommodations (63%), three out of four (74%) think it's already illegal under state law to fire, refused to hire, deny housing or public accommodations access to these citizens.

Indeed, similar to the findings presented among all voters, these figures among Republicans underscore the significant amount of educational work required to inform Georgians about the lack of laws protecting LGBT Georgians.

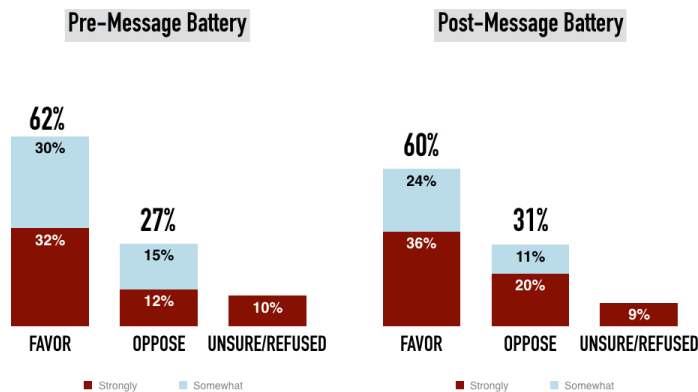
**A majority of Republicans support the passing of a state law to protect gay and transgender Georgians in the areas of employment, housing and public accommodations. After listening to a battery of messages about this issue, there is little change in total support (62%-60%), but there is a measurable shift among the intensity measures.** Favor strongly increases by 4-points (32%-36%), while favor somewhat declines by 6-points (30%-24%). Those in opposition climbed 4-points overall (27%-31%), and the oppose strongly increased by 8-points (12%-20%) while the oppose somewhat declined by 4-points (15%-11%).

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



### GOP ONLY

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? And is that strongly or somewhat?



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For reference, the full set of respondents favored this measure with seventy-four percent support (74%) before the message series, and with seventy-five percent support (75%) support after the positive battery of information flow. While Republicans trail the total sample in support, it's important to be mindful that GOP'ers in favor still cross the majority threshold, indicating an opening and opportunity for education.

**SUPPORT FOR NONDISCRIMINATION MESSAGING RECEIVES STRONG SUPPORT ACROSS PARTISAN BREAKS; SIGNIFICANT MAJORITIES OF REPUBLICANS AGREE WITH EVERY POSITIVE MESSAGE**

**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**

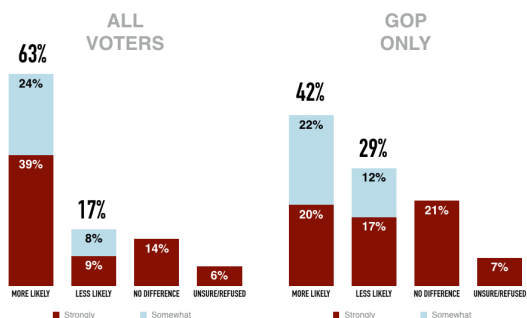
	AGREE			
	All Voters	Republicans	Democrats	Independents
Everyone has an opportunity to earn a living - including gay and transgender Americans - and workers should be judged on performance, nothing more, nothing less.	95%	95%	96%	95%
Protecting people from discrimination, including those who identify as gay or transgender, is about following the Golden Rule and treating others as we want to be treated.	91%	84%	95%	92%
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%	87%	90%	91%
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%	85%	86%	87%
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%	75%	93%	89%
My faith or the faith of others may not condone a certain lifestyle, but religion should not be an excuse for discrimination.	81%	69%	92%	80%
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%	66%	62%	69%

**Public Accommodations and Restroom Battery**

	AGREE			
	All Voters	Republicans	Democrats	Independents
All of us, including transgender people, care about safety and privacy in bathrooms.	86%	80%	87%	92%
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%	84%	82%	82%
People can figure out which bathroom to use without asking the government for permission.	78%	72%	81%	82%

**A PLURALITY OF REPUBLICANS MORE LIKELY TO VOTE FOR A CANDIDATE WHO SUPPORTS NONDISCRIMINATION LAW**

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?



**A plurality of Republicans (42%) are more likely to vote for a candidate who supports nondiscrimination law, while nearly one out of three (29%) are less likely, twenty-one percent (21%) say it makes no difference, and seven percent (7%) are unsure.** The intensity is split among more likely voters (20% strongly, 22% somewhat), while there is slightly more intensity among those who are less likely strongly vs. somewhat (17%-12%). It's particularly notable that one out of five voters simply say it makes no difference (21%).

The following table illustrates performance for this question among key Republican demographic breaks.

	More Likely	Less Likely	No Difference	Unsure/refused
Registered Republicans	42%	29%	21%	7%
Identify as a Republican	43%	30%	19%	7%
Metro Atlanta Republicans	46%	24%	22%	8%
North Republicans	34%	34%	25%	7%
Central Republicans	45%	34%	18%	4%
Republican Women	48%	30%	15%	6%
Republican Men	38%	29%	26%	7%
Republicans 45-64 Years Old	46%	27%	19%	8%
Republicans Ages 65+	41%	34%	20%	5%
Married Republicans	43%	29%	21%	7%
Republicans with children at home	36%	34%	23%	7%
Republicans without children at home	45%	28%	21%	7%

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