

SCREENERS
Q1. How old are you?

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|----------------|--------------------------------|---------------------------|
| Under 18 | 0 | 0 |
| 18 to 24 years | 11 | 27 |
| 25 to 29 years | 8 | 10 |
| 30 to 34 years | 11 | 8 |
| 35 to 39 years | 11 | 9 |
| 40 to 44 years | 6 | 10 |
| 45 to 49 years | 7 | 9 |
| 50 to 54 years | 9 | 8 |
| 55 to 59 years | 9 | 7 |
| 60 to 64 years | 10 | 5 |
| 65 to 69 years | 12 | 5 |
| 70 to 74 years | 4 | 2 |
| 75 to 79 years | 1 | 1 |
| 80 or older | 1 | 0 |

Q2. Which state do you live in? (*responses grouped by Census region*)

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|-----------|--------------------------------|---------------------------|
| Northeast | 20 | 26 |
| Midwest | 20 | 19 |
| South | 37 | 32 |
| West | 24 | 23 |

Q3. How do you describe yourself?

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|---------|--------------------------------|---------------------------|
| A man | 50 | 50 |
| A woman | 50 | 49 |
| Other | 0 | 1 |

QOrientation. For statistical purposes only, do you consider yourself:

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|--------------------------|--------------------------------|---------------------------|
| Heterosexual or straight | 96 | 0 |
| Gay or lesbian | 1 | 46 |
| Bisexual | 2 | 51 |
| Other | 0 | 3 |

Asked of LGBTQ+ only

Q4. Which of the following best describes you:

| | LGBTQ+ (n=616) |
|--------------------------------|---------------------------|
| Cisgender (or not transgender) | 60 |
| Transgender | 5 |
| Non-binary | 6 |
| Genderqueer | 5 |
| Genderfluid | 4 |
| Other | 10 |
| Prefer not to answer | 11 |

Q5. For statistical purposes only, which of the following describes your race or ethnicity? Check all that apply to you. *(Multiple responses accepted)*

| | Gen Pop <i>(n=600)</i> | LGBTQ+ <i>(n=616)</i> |
|------------------------------|----------------------------------|---------------------------------|
| White or Caucasian | 73 | 67 |
| Black or African American | 12 | 15 |
| Latino, Hispanic, or Mexican | 14 | 15 |
| Asian or Pacific Islander | 6 | 8 |
| Native American | 1 | 3 |
| Other | 0 | 2 |

Q6. What is the last grade or level of school you have completed?

| | Gen Pop <i>(n=600)</i> | LGBTQ+ <i>(n=616)</i> |
|---|----------------------------------|---------------------------------|
| Less than high school diploma | 1 | 1 |
| High school graduate | 31 | 24 |
| Some college - but less than two years of college | 13 | 9 |
| Some college - two years or more/AA degree | 17 | 14 |
| Technical or trade school | 4 | 2 |
| College graduate/Bachelor's degree/BA/BS | 18 | 26 |
| Postgraduate courses | 3 | 4 |
| Master's degree | 7 | 14 |
| MBA or Law degree | 3 | 1 |
| Ph.D. or MD | 2 | 4 |
| <COLLEGE | 67 | 50 |
| COLLEGE+ | 33 | 50 |

ISSUE INTRODUCTION

Today you will be asked your opinions on some different issues being talked about in your state. Your opinions are very important, and we appreciate your honesty and participation.

- Q7.** Here is a story you may or may not have seen or heard in the news. The Supreme Court has agreed to hear a case concerning a Colorado baker who refused to sell a wedding cake to a gay couple. Under Colorado's non-discrimination law, businesses cannot refuse service to customers based on race, sex, marital status, gender identity or sexual orientation. The baker says that being required by law to create a wedding cake for the gay couple would violate his Constitutional right to freedom of speech and freedom of religion. The Supreme Court will decide whether Colorado and other states can enforce their non-discrimination laws when businesses say that following those laws infringes on their freedom of speech or religion.

Before today, how much had you heard about this issue, if anything?

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|--------------------------|--------------------------------|---------------------------|
| A great deal | 17 | 32 |
| Some | 43 | 46 |
| Not much | 20 | 10 |
| Nothing at all | 21 | 11 |
| A GREAT DEAL/SOME | 60 | 78 |
| NOT MUCH/NOTHING | 40 | 22 |

- Q8&Q9.** Should businesses be exempt from following non-discrimination laws if those laws conflict with their moral or religious beliefs?

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|-----------------------|--------------------------------|---------------------------|
| Yes, strongly | 38 | 11 |
| Yes, not too strongly | 13 | 7 |
| No, not too strongly | 18 | 12 |
| No, strongly | 31 | 70 |
| YES | 51 | 18 |
| NO | 49 | 82 |

Q10. In this particular case, which side do you agree with more?

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|---|---------------------------|--------------------------|
| The bakery should have to follow the state non-discrimination law that says businesses cannot refuse to serve customers simply because of their sexual orientation. | 55 | 84 |
| The bakery should not be required to create a wedding cake for a gay wedding if doing so goes against the bakery owner's deeply-held religious beliefs. | 45 | 16 |

Asked of LGBTQ+ who had at least minimal knowledge of this issue

Q11. Before today, how much have you talked with friends or family about this issue, if at all?

| | LGBTQ+ (n=546) |
|--------------------------|--------------------------|
| A great deal | 18 |
| Some | 47 |
| Not much | 23 |
| Not at all | 12 |
| A GREAT DEAL/SOME | 65 |
| NOT MUCH/NOTHING | 35 |

Q12. How important do you feel this issue is to you and your family?

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|----------------------|---------------------------|--------------------------|
| Very important | 31 | 44 |
| Somewhat important | 35 | 36 |
| Not too important | 21 | 17 |
| Not important at all | 13 | 4 |
| IMPORTANT | 66 | 79 |
| NOT IMPORTANT | 34 | 21 |

Asked of LGBTQ+ who oppose giving businesses an exemption

Q13. How likely are you to get involved in these types of issues - for example, by calling your elected officials, signing and forwarding or posting a petition, donating money, or attending a rally or meeting? Would you:

| | LGBTQ+ <i>(n=505)</i> |
|-----------------------------------|---------------------------------|
| Definitely would get involved | 26 |
| Probably would | 26 |
| Might or might not get involved | 29 |
| Probably would not | 14 |
| Definitely would not get involved | 5 |
| WOULD | 52 |
| WOULD NOT | 19 |

OPPONENT VIDEO

Q14. In your own words, what was the main message of this video? (*open end question; responses still being coded*)

Q15. How convincing an argument was this?

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|-----------------------|---------------------------|--------------------------|
| Very convincing | 39 | 14 |
| Somewhat convincing | 30 | 22 |
| Not that convincing | 18 | 27 |
| Not convincing at all | 13 | 37 |
| | | |
| CONVINCING | 70 | 36 |
| NOT CONVINCING | 30 | 64 |

Q16. How believable was this video?

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|-----------------------|---------------------------|--------------------------|
| Very believable | 57 | 31 |
| Somewhat believable | 33 | 36 |
| Not too believable | 7 | 16 |
| Not believable at all | 3 | 18 |
| | | |
| BELIEVABLE | 90 | 66 |
| NOT BELIEVABLE | 10 | 34 |

Asked of those who said Not believable in previous

Q17. What in this video was not believable? Please be as specific as possible. (*open end question; responses still being coded*)

Q18. How important do you feel this issue is to you and your family?

| | Gen Pop <i>(n=600)</i> | LGBTQ+ <i>(n=616)</i> |
|----------------------|----------------------------------|---------------------------------|
| Very important | 33 | 46 |
| Somewhat important | 36 | 35 |
| Not too important | 20 | 13 |
| Not important at all | 11 | 6 |
| <hr/> | | |
| IMPORTANT | 69 | 81 |
| NOT IMPORTANT | 31 | 19 |

Asked of LGBTQ+ only

Q19. Having heard more about this issue, how likely are you to talk to your friends or family about it?

| | LGBTQ+ <i>(n=616)</i> |
|-------------------|---------------------------------|
| Very likely | 34 |
| Somewhat likely | 42 |
| Not that likely | 17 |
| Not at all likely | 8 |
| <hr/> | |
| LIKELY | 76 |
| NOT LIKELY | 24 |

OUR SIDE'S VIDEOS

VIDEO A (SHOWN TO HALF): “EMPATHY” (starts with man proposing to woman)

VIDEO B (SHOWN TO OTHER HALF): “LICENSE TO DISCRIMINATE” (starts with text)

Q20. In your own words, what was the main message of this video? *(open end question; responses still being coded)*

Q21. How convincing an argument was this?

Gen Pop:

| | VIDEO A <i>(n=300)</i> | VIDEO B <i>(n=300)</i> |
|-----------------------|----------------------------------|----------------------------------|
| Very convincing | 46 | 36 |
| Somewhat convincing | 28 | 37 |
| Not that convincing | 14 | 13 |
| Not convincing at all | 12 | 14 |
| CONVINCING | 74 | 73 |
| NOT CONVINCING | 26 | 27 |

LGBTQ+:

| | VIDEO A <i>(n=308)</i> | VIDEO B <i>(n=308)</i> |
|-----------------------|----------------------------------|----------------------------------|
| Very convincing | 65 | 57 |
| Somewhat convincing | 23 | 27 |
| Not that convincing | 7 | 8 |
| Not convincing at all | 5 | 7 |
| CONVINCING | 88 | 84 |
| NOT CONVINCING | 12 | 16 |

Asked of those who said Convincing in previous

Q22. What ideas, phrases, images, or other things were particularly convincing to you? *(open end question; responses still being coded)*

Asked of those who said Not convincing in Q21

Q23. What specifically did you find NOT convincing about this video? What could be done to make the argument in this video MORE convincing? *(open end question; responses still being coded)*

Q24 & Q25. Sometimes in a survey like this, people change their minds. Given what you've seen, should businesses be exempt from following non-discrimination laws if those laws conflict with their moral or religious beliefs?

Gen Pop:

| | VIDEO A (n=300) | VIDEO B (n=300) |
|-----------------------|---------------------------|---------------------------|
| Yes, strongly | 34 | 37 |
| Yes, not too strongly | 7 | 9 |
| No, not too strongly | 17 | 17 |
| No, strongly | 41 | 37 |
| YES | 42 | 46 |
| NO | 58 | 54 |

LGBTQ+:

| | VIDEO A (n=308) | VIDEO B (n=308) |
|-----------------------|---------------------------|---------------------------|
| Yes, strongly | 11 | 13 |
| Yes, not too strongly | 3 | 5 |
| No, not too strongly | 9 | 5 |
| No, strongly | 78 | 78 |
| YES | 14 | 17 |
| NO | 86 | 83 |

Q26. In this particular case, which side do you agree with more?

Gen Pop:

| | VIDEO A (n=300) | VIDEO B (n=300) |
|---|---------------------------|---------------------------|
| The bakery should have to follow the state non-discrimination law that says businesses cannot refuse to serve customers simply because of their sexual orientation. | 58 | 57 |
| The bakery should not be required to create a wedding cake for a gay wedding if doing so goes against the bakery owner's deeply-held religious beliefs. | 42 | 43 |

LGBTQ+:

| | VIDEO A (n=308) | VIDEO B (n=308) |
|---|---------------------------|---------------------------|
| The bakery should have to follow the state non-discrimination law that says businesses cannot refuse to serve customers simply because of their sexual orientation. | 88 | 87 |
| The bakery should not be required to create a wedding cake for a gay wedding if doing so goes against the bakery owner's deeply-held religious beliefs. | 12 | 13 |

Q27. How important do you feel this issue is to you and your family?

Gen Pop:

| | VIDEO A <i>(n=300)</i> | VIDEO B <i>(n=300)</i> |
|----------------------|----------------------------------|----------------------------------|
| Very important | 43 | 40 |
| Somewhat important | 31 | 32 |
| Not too important | 18 | 13 |
| Not important at all | 9 | 15 |
| IMPORTANT | 73 | 72 |
| NOT IMPORTANT | 27 | 28 |

LGBTQ+:

| | VIDEO A <i>(n=308)</i> | VIDEO B <i>(n=308)</i> |
|----------------------|----------------------------------|----------------------------------|
| Very important | 56 | 52 |
| Somewhat important | 32 | 34 |
| Not too important | 9 | 10 |
| Not important at all | 3 | 4 |
| IMPORTANT | 88 | 86 |
| NOT IMPORTANT | 12 | 14 |

Asked of LGBTQ+ only

Q28. Having heard more about this issue, how likely are you to talk to your friends or family about it?

| | VIDEO A <i>(n=308)</i> | VIDEO B <i>(n=308)</i> |
|-------------------|----------------------------------|----------------------------------|
| Very likely | 40 | 38 |
| Somewhat likely | 42 | 43 |
| Not that likely | 12 | 11 |
| Not at all likely | 5 | 8 |
| LIKELY | 82 | 81 |
| NOT LIKELY | 18 | 19 |

Asked of LGBTQ+ who oppose giving businesses an exemption

Q29. Given what you've seen, how likely are you to get involved in these types of issues - for example, by calling your elected officials, signing and forwarding or posting a petition, donating money, or attending a rally or meeting? Would you:

| | VIDEO A (n=266) | VIDEO B (n=255) |
|-----------------------------------|---------------------------|---------------------------|
| Definitely would get involved | 33 | 32 |
| Probably would | 21 | 30 |
| Might or might not get involved | 28 | 24 |
| Probably would not | 12 | 10 |
| Definitely would not get involved | 5 | 4 |
| WOULD | 55 | 62 |
| WOULD NOT | 18 | 14 |

Asked of LGBTQ+ who oppose giving businesses an exemption

Q30. How likely would you be to forward a video about this issue or post about or engage in discussion about this issue on Facebook, Twitter, or other social media?

| | VIDEO A (n=266) | VIDEO B (n=255) |
|---|---------------------------|---------------------------|
| Definitely would email or post about this issue | 29 | 29 |
| Probably would | 28 | 30 |
| Might or might not | 17 | 24 |
| Probably would not | 15 | 11 |
| Definitely would not email or post about this issue | 10 | 6 |
| WOULD | 57 | 59 |
| WOULD NOT | 26 | 17 |

DEMOGRAPHICS

Asked of Non-LGBTQ+

QLGBTQFamily. Do you have a friend or family member that identifies as LGBTQ?

| | Gen Pop (n=579) |
|----------|---------------------------|
| Yes | 51 |
| No | 45 |
| Not sure | 4 |

Asked of LGBTQ+ only

Q31. Which of the following do you do at least a few times a week?

| | LGBTQ+ (n=616) |
|-----------------------------|--------------------------|
| Look at Facebook | 80 |
| Post something on Facebook | 50 |
| Look at Twitter | 41 |
| Tweet (post on Twitter) | 28 |
| Look at Instagram | 40 |
| Post something on Instagram | 26 |
| Other | 6 |

Q32. In general, do you consider yourself a:

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|-------------------|---------------------------|--------------------------|
| Strong Democrat | 25 | 44 |
| Weak Democrat | 12 | 13 |
| Weak Republican | 14 | 6 |
| Strong Republican | 15 | 5 |
| Independent | 31 | 29 |
| Other | 3 | 3 |
| | | |
| DEMOCRAT | 37 | 57 |
| REPUBLICAN | 29 | 11 |
| INDEPENDENT | 34 | 32 |

Q33. Do you consider yourself:

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|-----------------------|--------------------------------|---------------------------|
| Very conservative | 14 | 4 |
| Somewhat conservative | 19 | 10 |
| Moderate | 43 | 31 |
| Somewhat liberal | 12 | 22 |
| Very liberal | 13 | 33 |
| CONSERVATIVE | 32 | 14 |
| LIBERAL | 25 | 55 |

Q34. Do you have children age 18 or under living with you at home, including on a part-time basis?

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|-----|--------------------------------|---------------------------|
| Yes | 31 | 32 |
| No | 69 | 68 |

Q35. Do you live in:

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|-------------------|--------------------------------|---------------------------|
| A city | 32 | 37 |
| A suburb | 45 | 45 |
| A more rural area | 23 | 18 |

Q36. How often do you attend religious services?

| | Gen Pop (n=600) | LGBTQ+ (n=616) |
|-----------------------|--------------------------------|---------------------------|
| Twice a week or more | 7 | 4 |
| Every week | 19 | 13 |
| Once or twice a month | 14 | 7 |
| Several times a year | 18 | 11 |
| Rarely or never | 42 | 65 |