

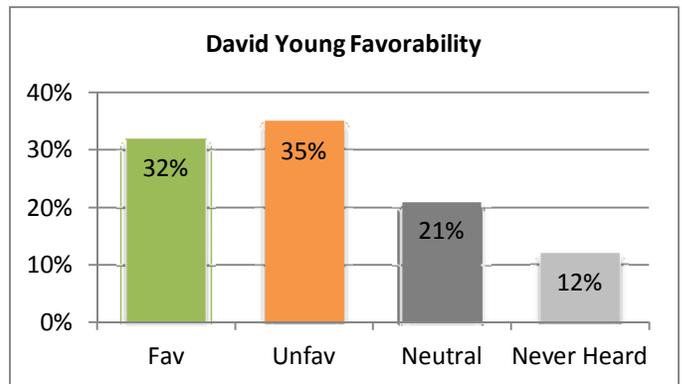
To: Interested Parties
From: John Hagner, Clarity Campaign Labs
Date: August 14, 2015
Subject: IA-3 Voters Show Strong Support for Federal LGBT Non-Discrimination Protections

A new poll conducted by Clarity Campaign Labs on behalf of the Human Rights Campaign shows strong support for a new federal LGBT non-discrimination bill (The Equality Act) in the district of Congressman David Young. The same survey shows Young starts behind an unnamed Democratic candidate and has low approval ratings for an incumbent.

Support for the new Equality Act was widespread. Voters in IA-3 support it by a 22-point margin, with 48% saying Congress should pass it and 26% saying they should not. Democrats support it by wide margins – 74% to 5%, but equally important is the strong support from Independents: 42% to 30%. 22% of Republicans say Congress should pass the bill.

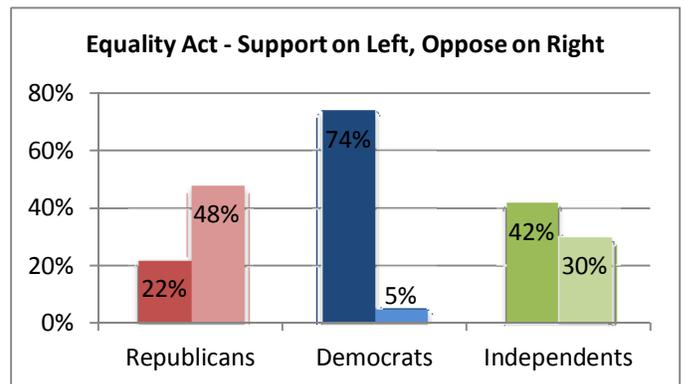
We described the law neutrally, reading voters this summary: “The Equality Act is a bill that would extend existing non-discrimination laws to protect gay, lesbian, bisexual, and transgender people in housing, services and public spaces, credit, and employment.”

Voters who are undecided on this new non-discrimination bill appear highly persuadable. 62 percent of those undecided on the Equality Act are either Democratic or Independent voters. Importantly, Congressman Young’s willingness to oppose the Equality Act could have significant implications for his re-election. If he opposes the Equality Act, 14% of his current supporters say they would be less likely to vote for him next November. Among people undecided in the race for Congress, 27% say they’d be less likely to support someone who opposes the Equality Act, while only 22% say they’d be more likely to support an Equality Act opponent.



We find that in the race for Congress in 2016, the incumbent Republican Young starts out behind an unnamed Democratic challenger. Including leaners, 42% of voters are supporting Young, with 41% supporting a Democratic candidate.

Congressman Young is unpopular in his district. 35% of voters have an unfavorable view of him, while 32% have a favorable one. 12% of the district’s voters say they’ve never heard of their Congressman.



Methodology: A poll of registered voters in Iowa’s Third Congressional District. We surveyed 600 voters with an IVR survey and we matched the sample to the voter file and weighted it to reflect the electorate in this district. The margin of error is +/- 4.28% at a 95% confidence interval.