“Open to All”
Movement in the Post-Masterpiece Era

October 4, 2018
Survey Method

This survey was conducted online within the United States by The Harris Poll on behalf of Out & Equal and Witeck Communications between September 13 and 17, 2018 among 2,006 US adults aged 18 and older, of whom 184 self-identify (over 9%) as LGBT. Figures have been weighted by age, gender, race/ethnicity, education, household income and household makeup where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online.
Many Americans Support Federal Nondiscrimination Protections for LGBTQ People
7 out of 10 Americans favor a federal law to protect lesbian, gay, bisexual or transgender people from discrimination in employment, public accommodations, housing and credit.

Prepared for: Out & Equal and Witeck Communications
Source: The Harris Poll, September 2018

Q6 As you may know, federal law prohibits discrimination in employment, public accommodations (e.g., at a retail store, library, courthouse, or restaurant), housing and credit, on the basis of race, national origin, religion or disability. However, federal law does NOT explicitly protect someone who is lesbian, gay, bisexual or transgender. Would you favor or oppose a federal law that would protect gay or transgender people from discrimination in employment, public accommodations, housing and credit?
Likelihood to *shop at or support* a business that takes a public stance in support of LGBTQ equality is high (as more than 2/3rds Americans agree).

**Would Shop At or Support a Business That Takes A Public Stance in Support of LGBTQ Equality**

- Affordable healthcare: 35% Somewhat Likely, 50% Very Likely, 85% Total Likely
- Racial justice: 38% Somewhat Likely, 40% Very Likely, 78% Total Likely
- Gun control and safety: 34% Somewhat Likely, 40% Very Likely, 74% Total Likely
- Immigrant rights: 37% Somewhat Likely, 32% Very Likely, 69% Total Likely
- LGBTQ equality: 36% Somewhat Likely, 32% Very Likely, 68% Total Likely

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Source: The Harris Poll, September 2018
Q1 How likely would you be to shop at or support a business that takes a public stance in support of...
Attitudes toward LGBTQ Workplace-Welcoming Practices

Agreement with LGBTQ issues (Strongly/Somewhat Agree)

- Employers should learn everyone’s pronouns and preferred name and use them in the workplace: 74% (2018) vs 73% (2016)
- Employers should intervene when an employee regularly misuses a co-worker’s pronouns or preferred name: 65% (2018) vs 63% (2016)
- Regularly misusing a colleague’s pronouns or preferred name is a form of workplace harassment: 58% (2018) vs 59% (2016)
- Employers should make health insurance coverage available to transgender people who wish to seek gender affirmation surgery: 54% (2018) vs 44% (2016)

Source: The Harris Poll, September 2018

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Q8 How much do you agree or disagree with each of the following statements?
There is not yet a consensus on gender identity. More feel it is exclusively male or female (40%), yet nearly one-third disagree (31%) and remaining are unsure (28%).

Similarly comfort around gender neutral pronouns is mixed, yet improving.

Nearly 2 in 10 say they know someone who doesn’t identify as either male or female.
Most Americans have not moved or considered moving to a new location to live in a community more accepting of all sexual orientations/gender identities.

Have Moved or Considered Moving...

- **85%** No

This is unsurprisingly *less true* among LGBT individuals given that half (51%) have moved or considered such a move.

Have Moved or Considered Moving...

- **51%** Yes

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Source: The Harris Poll, September 2018

Q9 Have you ever moved or seriously considered moving to a new geographic location in order to live in a community and legal climate that is more accepting of all sexual orientations/gender identities?
Americans Agree: Businesses Should Be Open to All
80% or more say businesses should not be able to deny service based on race, ethnicity, national origin, sex, sexual orientation, gender identity, religion or disability.

Businesses open to the public should not be allowed to deny services based on...

- Disability: 88%
- Sex: 87%
- Race, ethnicity or national origin: 87%
- Religion: 85%
- Sexual orientation: 81%
- Gender identity: 80%

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Source: The Harris Poll, September 2018
Q2 When a business is open to the public, should it or should it not be allowed to deny services to certain customers based on a customer's...
Likelihood to **support or shop** at a business, that says it is open to all, that does not discriminate based on race, ethnicity, national origin, sex, sexual orientation, gender identity, religion or disability is very high (89%).

Likelihood to **work for** a business, that says it is open to all, that does not discriminate based on race, ethnicity, national origin, sex, sexual orientation, gender identity, religion or disability is equally high (89%).

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**Prepared for:** Out & Equal and Witeck Communications  
**Source:** The Harris Poll, September 2018  
**Q4** How likely would you be to support or shop at a business that says it is open to all and does not discriminate based on race, ethnicity, national origin, sex, sexual orientation, gender identity, religion or disability?  
**Q5** How likely would you be to work for a business that says it is open to all and does not discriminate based on race, ethnicity, national origin, sex, sexual orientation, gender identity, religion or disability?
Three-quarters (75%) feel that when a business opens their doors to the public, they should be open to all and serve everyone on the same terms.

75% When businesses open their doors to the public, they should be open to all and serve everyone on the same terms.

Businesses should be able to refuse to provide services to certain customers if that would go against their religious beliefs. 25%

Prepared for: Out & Equal and Witeck Communications
Source: The Harris Poll, September 2018
Q3 Which of the following statements comes closest to your view, even if neither is exactly correct?
Most Americans believe that a business owner that provides wedding services should be required to provide the same services to same-sex couples as they would to all other customers.

Business owners who provide wedding services should...

- Be required to provide the same services to same-sex couples as they would to all other customers: 37%
- Be allowed to refuse to provide those services to same-sex couples if it violates their religious beliefs: 63%

Prepared for: Out & Equal and Witeck Communications
Source: The Harris Poll, September 2018
Q7 If a business owner provides wedding services, such as catering, flowers or wedding cakes, should that business owner...