

**MEMORANDUM**

To: Interested Parties  
 From: Alicia Downs, Meredith King, TargetPoint Consulting  
 Date: August 31, 2022  
 Re: Same-sex Marriage – Survey Findings in North Carolina

TargetPoint Consulting conducted a statewide survey in North Carolina among 600 registered voters from August 25-28 to gauge public opinion about same-sex marriage and support for the Respect for Marriage Act (RMA). The survey indicates that a majority of North Carolina voters agree that same-sex marriage should be legal and key voting blocs are more likely to support a Senator who votes yes on the RMA.

**North Carolina Voters Support Valid and Legal Same-Sex Marriage**

**52% of North Carolina voters believe that same-sex marriage should be valid, and 56% of voters agree that the laws recognizing same-sex marriage should remain in place.**

Should Same-Sex Marriage be Legally Valid?		Should Same-Sex Marriage Law Remain in Place?		Likelihood to Support a Senator Who Votes for RMA?		
Yes	No	Yes	No	More Likely	No Impact*	Less Likely
52%	36%	56%	29%	43%	28%	29%

The plurality of North Carolina voters are more likely to support a Senator who votes for the Respect for Marriage Act. **Overall, 71% of North Carolinians said they were more likely to support a Senator who votes for the RMA or report no negative impact on their vote.** Further, nearly a third of voters are *much more likely* to likely to support a Senator who votes for the RMA.

54% of North Carolina Republicans said they were more likely to support a Senator who voted for the RMA or that it would have no impact on their vote.

**Key Voting Blocs are Major Supporters of Same-Sex Marriage and the Respect for Marriage Act**

Young and middle-aged voters, including young conservatives, are the most supportive of gay marriage and the Respect for Marriage Act.

- Overall, 54% of North Carolina Independents believe that same-sex marriages should be recognized by law, while 61% of Independents believe same-sex marriage should remain in place.
- **74% of young voters think that same-sex marriage should be valid**, and the laws permitting it ought to remain in place. This includes:
  - 66% of Independents under 45 who believe in valid and legal same sex marriage
  - 51% of Republicans under 45 who believe in valid and legal same sex marriage
- 61% of voters under 34 are more likely to support a pro-RMA Senator.
- Intuitively, young democrats are leading this charge, but **51% of Independents under 45 and 39% of Republicans under 45 are more likely to support a pro-RMA senator.** Switch to 45

- 55% of suburban voters think that same-sex marriage should be valid, and the laws permitting it ought to remain in place.

## **North Carolinians Agree that the Freedom to Marry is a Fundamental American Right**

**67% of all voters agree and 46% strongly agree** with the statement:

*Strong families and lasting relationships strengthen communities and marriage is a fundamental freedom deeply rooted in the history and traditions of our country. American citizens should have the freedom to marry the person they love.*

2 in 3 of all voters agree that the RMA treats all families as each of us would want to be treated.

**70% of Republican voters agree that the Respect for Marriage act maintains the status quo and no religious leader would be forced to consecrate a marriage against their beliefs.**

*A total of 600 interviews were conducted among registered voters statewide in North Carolina. Interviews were conducted August 25-28, 2022 with a margin of error of +/- 4.0%. The survey was conducted using web-based interviews and was weighted to reflect statewide demographics including gender, age, race, education and 2020 Presidential vote.*

*\*Total "no impact" responses also include "don't know" responses.*