

MEMORANDUM

To: Interested Parties
 From: Alicia Downs, Meredith King, TargetPoint Consulting
 Date: August 30, 2022
 Re: Same-sex Marriage – Survey Findings in West Virginia

TargetPoint Consulting conducted a statewide survey in West Virginia among 600 registered voters from August 23-28 to gauge public opinion about same-sex marriage and support for the Respect for Marriage Act (RMA). The survey indicates that a majority of West Virginia 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.

West Virginia Voters Support Valid and Legal Same Sex Marriage

A majority of West Virginian voters believe same-sex marriages should be recognized as valid by the law. 56% of voters agree that the current law of the land, legal 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
51%	35%	56%	30%	37%	34%	29%

Overall, 2 in 3 West Virginians said they are more likely to support a Senator who votes for the RMA or report no negative impact on their vote. Just under a fourth of voters are *much more likely* to support a Senator who votes for the RMA.

55% of West Virginia Republicans said they were more likely to support a Senator who votes for the RMA or report no negative impact on their vote.

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

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

- **50% of young voters are more likely to support a pro-RMA Senator.**
- 69% of voters under the age of 35 think same sex marriage should be valid, and the laws permitting it should remain in place.
- 72% of Independents under 45 and **53% of Republicans under 45 believe same-sex marriage should remain in place.**
- 47% of Suburban voters, and **52% of suburban women, are more likely to support a pro-RMA Senator.**



West Virginians Agree that the Freedom to Marry is a Fundamental American Right

70% of all voters agree and 51% 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.

7 in 10 Republicans 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 West Virginia. Interviews were conducted August 23-28, 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.*