

MEMORANDUM

TO: INTERESTED PARTIES
FROM: MATT GAMMON, SENIOR VICE PRESIDENT
SUBJECT: BATHROOM AND OTHER FACILITIES POLICY
DATE: JULY 12, 2016

The following memo highlights the key findings of a national survey conducted July 7-10, 2016. The survey found that adults disapprove of government mandates on bathrooms and other facilities across the political and generational spectrum.

Overall Importance

When asked the question about whether the government should force organizations to open bathrooms and other facilities to people of the opposite gender, 66% of adults disapprove, with over half of adults showing very strong disapproval.

Do you approve or disapprove of government forcing schools, businesses, and non-profit organizations to open the showers, changing facilities, locker rooms, and bathrooms designated for women and girls, to biological males and vice versa? And, would you say you STRONGLY approve/disapprove, or just SOMEWHAT?

Among Adults

Category	Percentage
Total Approve	28%
Total Disapprove	66%
Strongly Approve	15%
Somewhat Approve	13%
Don't Know/Refused	7%
Somewhat Disapprove	14%
Strongly Disapprove	52%

When asked of Republicans, disapproval increases even further.

Republicans

Category	Percentage
Total Approve	13%
Total Disapprove	84%
Strongly Approve	5%
Somewhat Approve	8%
Don't Know/Refused	3%
Somewhat Disapprove	11%
Strongly Disapprove	73%

Democrats were more split on the issue than other demographics but still disapproved overall (46%), and a plurality of Democrats strongly disapproved (30%).

Democrats

Category	Percentage
Total Approve	45%
Total Disapprove	46%
Strongly Approve	26%
Somewhat Approve	19%
Don't Know/Refused	9%
Somewhat Disapprove	16%
Strongly Disapprove	30%

Disapproval of these government policies by independents mirrors that of the overall results.

Independents

Category	Percentage
Total Approve	29%
Total Disapprove	64%
Strongly Approve	14%
Somewhat Approve	15%
Don't Know/Refused	6%
Somewhat Disapprove	15%
Strongly Disapprove	50%

There is little difference between genders in the disapproval of the current government policies forcing organizations to open facilities to people of the opposite gender.

Gender

Category	Men	Women
Total Approve	25%	30%
Total Disapprove	66%	65%
Strongly Approve	13%	16%
Somewhat Approve	12%	13%
Don't Know/Refused	8%	5%
Somewhat Disapprove	12%	15%
Strongly Disapprove	54%	51%

Regardless of generation, disapproval of these policies are very high with a majority in each disapproving.

Generation

Category	Millenials (Ages 18-35)	Generation X (Ages 36-51)	Baby Boomers (Ages 52-70)
Total Approve	37%	30%	20%
Total Disapprove	55%	63%	75%
Strongly Approve	21%	14%	11%
Somewhat Approve	16%	16%	9%
Don't Know/Refused	8%	7%	5%
Somewhat Disapprove	19%	14%	8%
Strongly Disapprove	37%	48%	66%

Methodology

WPA Opinion Research conducted a national study of n=1,012 adults nationwide. The final results for this survey were stratified based on gender, age, ethnicity, education, and geography. Respondents were contacted by phone via a live telephone operator interview July 12, 2016. The margin of error is equal to $\pm 3.1\%$.

About Wilson Perkins Allen Opinion Research

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2013-2014 election cycle, 83% of WPA clients won. WPA clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPA has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a "Pollie" to WPA for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national GOP polling trends and deliver industry-leading results.

In addition to our political and policy research, WPA has conducted market research for more than 110 fortune 500 corporations, donor research for more than 200 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.