

Opinion Poll

Colorado Small Businesses Oppose Denying Services to LGBT Customers Based on Religious Beliefs

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Small Business Majority

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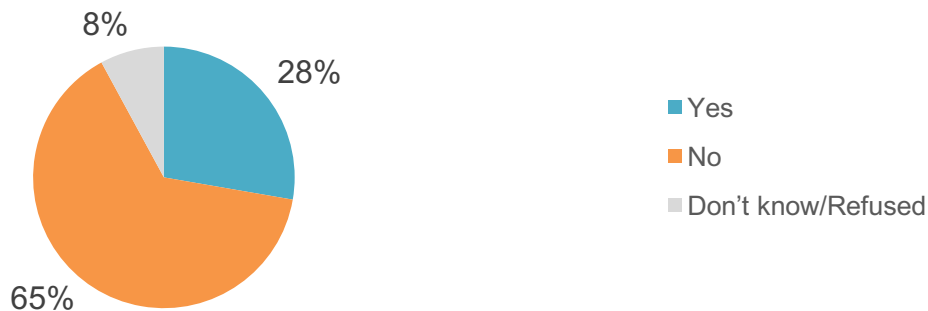
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Executive Summary

Around the country, a number of states including Colorado have recently passed or considered legislation that would allow business owners to deny services to LGBT people based on the owner's religious beliefs. These laws are also sometimes known as religious freedom measures and are often modeled on the federal Religious Freedom Restoration Act (RFRA). Supporters of these laws often claim small businesses favor them, but a new scientific poll of Colorado small business owners challenges this assumption. The poll finds 65% of Colorado small business owners believe business owners should not be allowed to deny services to LGBT individuals based on the owner's religious beliefs.

Figure 1: Small businesses believe business owners should not be able to deny goods and services to LGBT individuals based on the owner's religious beliefs.

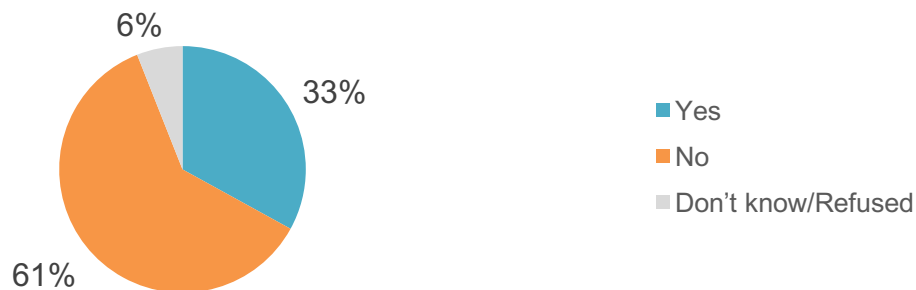
Do you believe that a business owner should be able to deny goods or services to someone who is lesbian, gay, bisexual or transgender based on the owner's religious beliefs?



This sentiment extends to wedding-related services, with 61% of respondents saying they believe business owners should not be able to deny services related to a wedding for same-sex couples based on the owner's beliefs.

Figure 2: Small business owners believe business owners should not be able to deny services related to a wedding for same-sex couples based on the owner's beliefs.

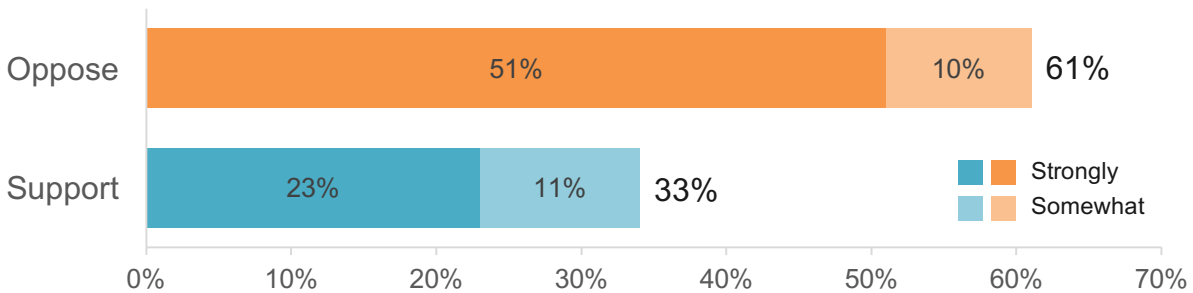
Do you believe that a business owner should be able to deny services related to a wedding for same-sex couples based on the owner's religious beliefs?



The Colorado House of Representatives considered a bill last March that would have allowed business owners to deny goods and services to someone who is LGBT based on the business owner's religious beliefs. While the bill failed, supporters of this legislation sought to place a measure on the November ballot that would make it legal for businesses to deny services to LGBT individuals based on religious beliefs. The measure did not reach the ballot, and the survey shows it would not have received support from most small employers: More than 6 in 10 (61%) small business owners said they would oppose a ballot initiative allowing this type of discrimination, with more than half (51%) strongly opposing it.

Figure 3: Small business owners oppose a potential law that would allow small business owners to deny goods or services to LGBT people based on the owner's religious beliefs.

The Colorado House of Representatives defeated a bill that would have allowed business owners to deny goods and services to someone who is lesbian, gay, bisexual or transgender based on the business owner's religious beliefs. Supporters of this legislation are expected to work to place an initiative on the November ballot to allow business to deny goods and services to someone who is lesbian, gay, bisexual or transgender based on the business owner's religious beliefs. Do you support or oppose allowing business owners to deny goods and services to people who are lesbian, gay, bisexual or transgender based on their own religious beliefs?



Additionally, small business owners expressed trepidation about the impact that this initiative would have on Colorado's business climate. In fact, nearly 6 in 10 respondents (59%) say that an initiative like this would hurt the business climate in Colorado, while only 35% say it would not.

It's important to note that this research primarily polled mom-and-pop businesses, with 71% of respondents owning businesses with 10 or fewer full-time employees and 26% in the restaurant, retail or retail services industries. Additionally, respondents represented an array of political ideologies, with 44% identifying as Republican or Republican-leaning, 31% identifying as Democrat or Democrat-leaning, 18% as pure independent and 8% as other.

Methodology

This poll reflects a combined internet and telephone survey of 400 Colorado small business owners, conducted by Chesapeake Beach Consulting with a margin of error of +/- 5%. The survey was conducted from April 20 to 28, 2016.

About Us

Small Business Majority was founded and is run by small business owners to focus on solving the biggest problems facing small businesses today and to ensure that America's entrepreneurs are a key part of an inclusive, equitable, diverse economy. Since 2005, we have actively engaged small business owners and policymakers in support of public policy solutions, and have delivered information and resources to entrepreneurs that promote small business growth and drive a strong, sustainable job-creating economy. We are a team of 26 working from our 10 offices in Washington, D.C., and eight states: California, Colorado, Illinois, Maryland, Missouri, Ohio, New York and Virginia. We regularly engage our network of more than 50,000 small business owners along with a formal strategic partnership program of more than 150 business organizations, enabling us to reach more than 500,000 entrepreneurs. Our extensive scientific polling, focus groups and economic research help us educate and inform policymakers, the media and other stakeholders about key issues impacting small businesses and freelancers, including access to capital, taxes, healthcare, retirement, entrepreneurship, workforce development, and more.

Poll Toplines

Small Business Majority
April 20-28, 2016
400 Colorado Small Business Owners

1. Record respondent's gender

Total	Phone	Online	
48%	46%	53%	Male
52%	54%	47%	Female

2. Do you own your own business?

Total	Phone	Online	
100%	100%	100%	Yes

3. How many people do you employ full-time, including yourself but not including contractors?

Total	Phone	Online	
20%	8%	54%	1
20%	17%	27%	2-3
14%	16%	8%	4-5
17%	21%	6%	6-10
16%	21%	2%	11-20
14%	17%	3%	21+
0%	0%	0%	Refused

4. How many people do you employ part-time? These would be people you employ who require a W-2 form.

Total	Phone	Online	
43%	35%	68%	0
14%	14%	16%	1
12%	12%	11%	2
11%	13%	3%	3-5
10%	12%	2%	6-10
11%	14%	0%	11+
0%	0%	0%	Refused

5. Approximately how many people have you employed as contractors or 1099 employees over the past year?

Total	Phone	Online	
38%	36%	44%	0
9%	7%	13%	1
10%	10%	10%	2
11%	10%	14%	3-4
14%	14%	14%	5-10
19%	23%	5%	11+
0%	0%	0%	Refused

6. How long have you been in business?

Total	Phone	Online	
4%	3%	5%	Less than one year
8%	5%	17%	One to three years
11%	12%	8%	Four to six years
11%	10%	13%	Seven to 10 years
66%	69%	57%	More than 10 years
1%	1%	0%	Don't know/Refused

7. Do you believe that a business owner should be able to deny goods or services to someone who is lesbian, gay, bisexual or transgender based on the owner's religious beliefs??

Total	Phone	Online	
28%	27%	29%	Yes
65%	67%	59%	No
8%	6%	12%	Don't know/Refused

8. Do you believe that a business owner should be able to deny services related to a wedding for same-sex couples based on the owner's religious beliefs?

Total	Phone	Online	
33%	32%	36%	Yes
61%	63%	55%	No
6%	5%	9%	Don't know/Refused

9. Last month the Colorado House of Representatives defeated a bill that would have allowed business owners to deny goods and services to someone who is lesbian, gay, bisexual or transgender based on the business owner's religious beliefs. Supporters of this legislation are expected to work to place an initiative on the November ballot to allow business to deny goods and services to someone who is lesbian, gay, bisexual or transgender based on the business owner's religious beliefs. Do you support or oppose allowing business owners to deny goods and services to people who are lesbian, gay, bisexual or transgender based on their own religious beliefs?

Total	Phone	Online	
23%	22%	24%	Strongly support
11%	10%	14%	Somewhat support
10%	11%	5%	Somewhat oppose
51%	52%	48%	Strongly oppose
6%	5%	9%	Don't know/Refused
33%	32%	38%	TOTAL SUPPORT
61%	63%	53%	TOTAL OPPOSE

10. If this ballot initiative were to make it to the ballot and be approved by the voters...What effect do you think it would have on the business climate in Colorado?

Total	Phone	Online	
30%	27%	36%	Would definitely hurt the business climate
29%	31%	23%	Would probably hurt the business climate
24%	27%	17%	Would probably not hurt the business climate
11%	10%	12%	Would definitely not hurt the business climate
6%	4%	12%	Don't know/Refused
59%	59%	59%	TOTAL WOULD HURT
35%	37%	29%	TOTAL WOULD NOT HURT

Now, I have just a few questions for statistical purposes...

11. How would you categorize your business?

Total	Phone	Online	
3%	3%	3%	Administrative support and accounting
4%	5%	1%	Agriculture
7%	5%	12%	Arts, entertainment and recreation
8%	9%	4%	Construction
5%	4%	7%	Finance and insurance
2%	2%	4%	Information technology
2%	1%	4%	Legal
7%	7%	5%	Manufacturing
7%	8%	4%	Medical or dental
4%	4%	6%	Real estate
11%	14%	1%	Restaurant or food service
9%	9%	9%	Retail (such as a shop or store)
6%	6%	5%	Retail services (such as car repair, home repair, landscaping)
2%	1%	4%	Scientific and technical services
3%	2%	5%	Wholesale trade
22%	21%	25%	Other
1%	1%	1%	Not sure/Refused to answer

12. In what year were you born?

Total	Phone	Online	
11%	12%	5%	18-29
17%	16%	19%	30-44
22%	23%	20%	45-54
30%	30%	29%	55-64
19%	16%	27%	65+
3%	3%	0%	Refused

13. Generally speaking, do you think of yourself as a **(ROTATE)** Republican, a Democrat, or an Independent?

Total	Phone	Online	
20%	18%	25%	Democrat
46%	51%	30%	Independent
28%	24%	38%	Republican
3%	2%	4%	Other
5%	5%	3%	Don't know/Refused

14. IF INDEPENDENT, OR OTHER OR DON'T KNOW, ASK: Do you think of yourself as closer to the (ROTATE) Republican or Democratic Party? N=195

Total	Phone	Online	
24%	25%	17%	Closer to Democrats
32%	31%	36%	Closer to Republicans
37%	38%	33%	Neither
8%	5%	14%	Don't know/Refused

15. Again, just for statistical purposes, what was the gross revenue of your business in 2015? Just stop me when I get to the right category.

Total	Phone	Online	
20%	10%	51%	Less than \$100,000
13%	12%	15%	Between \$100,000 and \$250,000
13%	13%	10%	Between \$250,001 and \$500,000
14%	17%	5%	Between \$500,001 and \$1 million
11%	14%	3%	Between \$1 million and \$2 million
9%	10%	6%	Between \$2 million and \$5 million
5%	6%	0%	More than \$5 million
16%	17%	10%	Don't know/Refused

16. What is your race?

Total	Phone	Online	
80%	78%	85%	White
1%	1%	2%	African American or Black
5%	4%	5%	Hispanic of Chicano
2%	2%	3%	Asian or Pacific Islander
<1%	<1%	0%	American Indian
1%	1%	0%	Other
5%	6%	2%	Biracial or multiracial
7%	8%	3%	Don't know/Refused