



HUMAN
RIGHTS
CAMPAIGN®

EQUALITY VOTERS

**INSIDE THE GROWING
POWER OF LGBTQ
VOTERS AND ALLIES**



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INTRODUCTION

Since January 20, 2017, the Trump-Pence Administration has launched unceasing attacks on millions of the most vulnerable Americans. But, they have also sparked an unprecedented wave of action and defiance that has brought interconnected movements closer than ever before. LGBTQ people are as diverse as the nation, and the Trump-Pence Administration's attacks on women, people of color, immigrants, Muslims, Jews, people with disabilities, LGBTQ people and others have been met with a fiercely united resistance.

The Trump-Pence administration has rescinded key protections for transgender students, banned transgender troops from serving openly in the military, repeatedly sought to allow discrimination against LGBTQ people in healthcare, housing, public accommodations and other aspects of life, and refused to advance bipartisan federal rights legislation — the Equality Act — which overwhelmingly passed through the U.S. House of Representatives in May 2019. Meanwhile, anti-equality state legislators have introduced more than 400 anti-LGBTQ bills since 2017. HRC has worked in coalition to aggressively fight these threats to equality by those who seek to undermine our rights. From so-called “religious freedom” bills that create a “license to discriminate” based on personal religious beliefs, to measures targeting transgender and non-binary people, HRC is doing whatever it takes to protect the rights and fundamental equality of every LGBTQ person in this country.

In 2017, HRC launched its largest-ever grassroots expansion more than a year in advance of the 2018 midterms. Robust investments in c3, c4, traditional PAC, and Super PAC work enabled early and sustained engagement in battleground states and districts. Dozens of new HRC staff were hired in six priority states (AZ, MI, NV, OH, PA, and WI) and existing staff were deployed to critical swing states and districts nationwide to organize volunteers, partner with the campaigns of pro-equality candidates, and train thousands of volunteers to become leaders in the fight for equality. Thousands of HRC volunteers who are now trained with valuable campaign experience contributed to the most expansive electoral victories in the organization's 40-year history.

The 2020 election will be unlike any in modern history with record-breaking enthusiasm from voters across the political spectrum. HRC will continue our grassroots expansion by maintaining and growing our operations to protect gains in the House of Representatives, mobilize voters to elect a pro-equality Senate, and deploy resources toward securing critically needed electoral votes in swing states to defeat Donald Trump and elect a pro-equality president so that in 2021, we have a fully pro-equality Congress and a pro-equality administration that will finally achieve full legal equality through passage of the Equality Act.

The 11.4 million LGBTQ voters and our allies — Equality Voters — will make a significant difference in the 2020 elections both during the primary and caucus season and in the general election. HRC has identified more than 57 million voters for whom issues of equality are a make-or-break issue. LGBTQ and Equality Voters are a force to be reckoned with and a constituency to court.



THE POWER OF THE PRO-LGBTQ VOTE

TOPLINES

- The LGBTQ voting bloc is growing
- Despite polarization on most issues, the American people are increasingly united in their support for equality
- HRC is focused on mobilizing a new rising Equality Vote
- Equality issues played a significant and direct role in driving 2018 vote choice

This moment in time presents an historic opportunity, unique to the LGBTQ movement.

The LGBTQ voting bloc is growing. A 2017 Gallup survey found that 11.4 million American adults, aged 18 and older, identify as LGBTQ. This number continues to grow as more individuals in all income and education groups feel more comfortable coming out. At the same time, exit polls show 7 million LGBT voters turned out to vote in 2018 (6% of the electorate), exceeding the proportion of LGBTQ voters in the 2016 electorate (5%). By comparison, the number of black, Latinx, Asian American, and Jewish voters as a proportion of the electorate decreased slightly from 2016 to 2018.

2016 EXIT POLLS

2018 EXIT POLLS

12%	BLACK	11%
11%	LATINX	11%
5%	IDENTIFIED AS LGBTQ	6%
4%	ASIAN-AMERICAN	3%
3%	JEWISH	2%

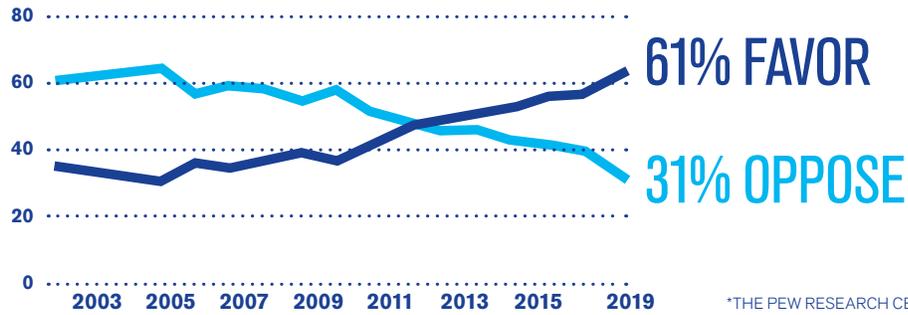
*CNN EXIT POLLS

Despite polarization on most issues, the American people are increasingly united in their support for equality. The LGBTQ community has made tremendous strides in a short period of time with increasing support for equality throughout partisan, ideological, and demographic groups. Years of [polling](#) by the Pew Research Center shows the American public increasingly supports issues important to the LGBTQ community. One prime example is marriage equality, now favored by a 61%-to-31% margin in the United States. That represents a significant increase from the 46%-to-44% margin supporting marriage equality just eight years ago.



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SUPPORT FOR MARRIAGE EQUALITY*

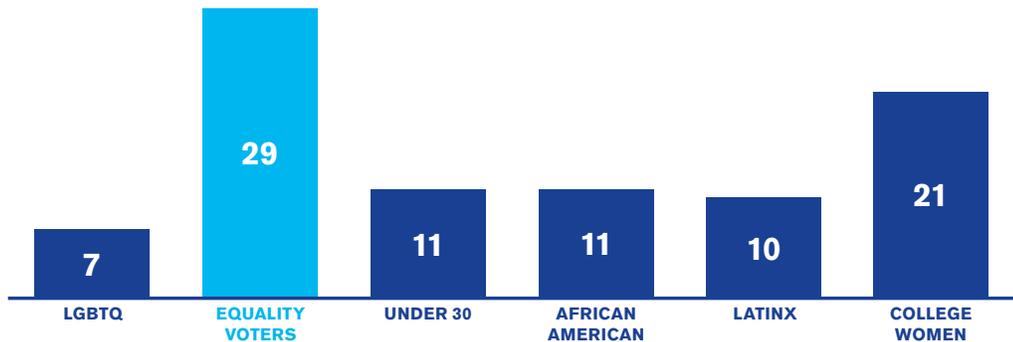


Furthermore, the nonpartisan Public Religion Research Institute found that public support for legislation like the Equality Act, which would protect LGBTQ people from discrimination in jobs, housing, and public accommodations tops 70%—including a majority of Democrats, Republicans, and Independents. And a 2019 Quinnipiac survey found 70% of Americans believe transgender people should be able to serve in the U.S. military.

HRC is focused on mobilizing a new rising Equality Vote. Increasing support for equality means our movement is no longer limited to organizing and mobilizing self-identified LGBTQ people. A new rising “Equality Vote,” made up of self-identified LGBTQ individuals and their friends, family, and allies, has the potential to put equality issues at the center of electoral decision-making and activism, and ultimately achieve full legal equality for LGBTQ individuals with passage of the Equality Act.

With this in mind, in 2016, HRC engaged Catalist, a data and analytics firm, to create an Equality Support model that reflects the degree to which a person is likely to support progressive LGBTQ policies such as same-sex marriage, adoption by LGBTQ people, and laws that would prohibit discrimination on the basis of sexual orientation or gender identity.

HRC is now able to use this model to identify and direct outreach to millions of pro-equality voters in crucial battleground states, moving them to action in support of our legislative and issue agenda as well as our endorsed candidates.



*GQR RESEARCH, NOVEMBER 2018



Equality Voters accounted for 29% of the 2018 electorate. By comparison, African Americans, Latinx voters, and voters under 30 years old were only 10 to 11% of the 2018 electorate, and college educated women were only 21% of the electorate. Furthermore, Equality Voters delivered an 83% to 16% margin for Democrats in the 2018 election.

Equality issues played a significant and direct role in driving 2018 vote choice. Democratic messaging during the 2018 cycle was dominated by the health care issue and that issue's impact cannot be overstated. But in a national election night survey, HRC found that 2018 voters recognize in Trump a significant threat to the values of the country. Trump and Republican messaging at the end of the campaign likely amplified this fear. Among those who voted for Democratic U.S. House candidates, the leading reason for their support was, "they stand up for immigrants, people of color, LGBTQ people and others targeted by Trump and the Republicans."

	TOTAL
They stand up for immigrants, people of color, LGBTQ people and others targeted by Trump and the Republicans.	48
Their support for expanding and lowering the cost of health care.	42
Their support for gun violence prevention and common sense gun laws.	41
Their support for protecting Social Security and Medicare.	35
Their support for abortion and women's issues.	24
Their opposition to Donald Trump.	22
Their support for increasing economic opportunity for working people and the middle class.	21
Their refusal to accept campaign contributions by special interests and big money donors.	18

*GQR RESEARCH, NOVEMBER 2018