



# EQUALITY VOTERS

## EARLY STATES VOTER SNAPSHOT

### INTRODUCTION

**2020 provides us the starkest choice in American history: to elect a pro-equality champion as president or to face four more years of a Trump-Pence administration that has attacked LGBTQ people at every opportunity.**

Over the last few decades, LGBTQ voters have grown their political power joining together with allies to oust anti-equality candidates like former North Carolina Gov. Pat McCrory and elect historic LGBTQ candidates in greater numbers than ever before. It's clear the 2020 Democratic presidential candidates have increasingly taken notice. During Pride Month 2019, candidate after candidate released extensive LGBTQ-focused policies, attended Pride parades, hosted debate watch parties in LGBTQ bars and hosted major campaign events in queer spaces — the extent of which is almost entirely unprecedented in presidential campaign history.

The 2020 Democratic Primary has cemented the LGBTQ vote and our pro-equality voting allies as a force to be reckoned with and a constituency to court. This document will outline the impact of LGBTQ voters and our allies, which HRC calls “Equality Voters,” in the four early voting states: Iowa, New Hampshire, Nevada and South Carolina.

### What is an “Equality Voter”?

Increasing support for equality means the LGBTQ 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.

Today, there are an estimated minimum of 11 million LGBTQ voters nationwide — and millions more allies — who will play a decisive role in the 2020 elections. Using decades of HRC polling, membership information and other proprietary data, HRC worked with data-analytics firm Catalist to identify 57 million “Equality Voters” nationwide who prioritize LGBTQ-inclusive policies when making decisions about which candidates to support. In 2018, HRC utilized this data to mobilize “Equality Voters” in key races across the country and we succeeded. “Equality Voters” accounted for 29% of the 2018 electorate, making it one of the most substantial voting blocs in the election. Their turnout increased from 36% in the 2014 midterm election to 56% in 2018, a dramatic increase that is expected to continue in 2020.

### Why This Election Matters:

Over the last two years, the Trump-Pence Administration has rescinded key protections for transgender students, appointed two new anti-LGBTQ justices to the Supreme Court, banned transgender troops from serving openly in the military, and has repeatedly sought to allow discrimination against LGBTQ people in healthcare, housing, public accommodations and other aspects of life. Despite campaigning on a promise to be a “friend” to the LGBTQ community, President Trump designated notoriously anti-LGBTQ Mike Pence as his vice president, and has refused to advance bipartisan federal civil rights legislation — the Equality Act — which overwhelmingly passed through the U.S. House of Representatives this spring.

With the most pro-equality field of Democratic presidential candidates in history, the contrast couldn't be stronger. The LGBTQ community is at a crossroads, and we must identify a leader who can defeat the anti-LGBTQ Trump-Pence ticket and reverse their many attacks on LGBTQ people.

## BY THE NUMBERS

# 82%

of **LGBTQ VOTERS**  
voted for Democrats in 2018<sup>1</sup>

<sup>1</sup> <https://www.nbcnews.com/feature/nbc-out/record-lgbt-support-democrats-midterms-nbc-news-exit-poll-shows-n934211>

## DEMOGRAPHICS OF EQUALITY VOTERS

- **60%** Women
- **48%** People of Color
- **30%** Under Age 35

### IOWA



**2 MILLION** registered voters

**171,109** Estimated 2016 Democratic Caucus Turnout<sup>2</sup>

**449,000** Equality Voters (23% of all registered voters, 262% of estimated 2016 participants)

**87,000** LGBTQ voters (4% of all registered voters, 51% of estimated 2016 participants)

<sup>2</sup> [https://www.huffpost.com/entry/iowa-caucus-turnout-what-it-means\\_b\\_9141408](https://www.huffpost.com/entry/iowa-caucus-turnout-what-it-means_b_9141408)

### NEW HAMPSHIRE



**971,000** registered voters

**253,062** 2016 Democratic Primary Turnout

**346,000** Equality Voters (36% of all registered voters, 137% of estimated 2016 participants)

**51,000** LGBTQ voters (5% of all registered voters, 20% of 2016 participants<sup>3</sup>)

<sup>3</sup> <http://sos.nh.gov/2016DemPresPrim.aspx?id=8589955148>

### NEVADA



**1.5 MILLION** registered voters

**84,000** Estimated Democratic 2016 Caucus Turnout<sup>4</sup>

**654,000** Equality Voters (43% of all registered voters, 779% of 2016 estimated participants)

**127,000** LGBTQ voters (8% of all registered voters, 151% of 2016 estimated participants)

<sup>4</sup> <https://lasvegassun.com/news/2016/feb/22/nevada-democratic-caucus-turnout-lower-than-in-200/>

### SOUTH CAROLINA



**3.1 MILLION** registered voters

**370,904** 2016 Democratic Primary Turnout<sup>5</sup>

**289,000** Equality Voters (9% of all registered voters, 78% of 2016 participants)

**137,000** LGBTQ voters (4% of all registered voters, 37% of 16 participants)

<sup>5</sup> <http://www.enr-scvotes.org/SC/59277/162732/en/reports.html#>