

MARCH STATE 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 largest states with the most delegates at stake in March.

THE POWER OF LGBTQ VOTERS

Despite representing 4.5% of U.S. adults, LGBTQ people have consistently punched above our weight electorally representing 5% of the electorate in 2016, and 6% in 2018. All of the data from this year's presidential primary, the 2018 midterms, and the 2016 presidential election shows the LGBTQ voting bloc is growing and that LGBTQ voters are difference makers and a constituency to court. We turn out at rates much higher than the general public and we overwhelmingly support pro-equality candidates. The reason for this is simple. The fate of LGBTQ people and our rights have been on the ballot for decades, compelling us to register to vote and participate in politics as opposed to letting others decide our rights for us.

82%
of LGBTQ VOTERS
voted for Democrats in 2018¹

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

STATE	LGBTQ VOTERS AS % OF SUPER TUESDAY VOTERS	LGBTQ PEOPLE AS % OF ADULTS
Alabama	6%	3.1%
California	10%	5.3%
Colorado	9%	4.6%
Maine	13%	4.9%
Massachusetts	13%	5.4%
Minnesota	8%	4.1%
North Carolina	7%	4%
Oklahoma	8%	3.8%
Tennessee	8%	3.5%
Texas	10%	4.1%
Vermont	10%	5.2%
Virginia	8%	3.9%

BY THE NUMBERS

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.

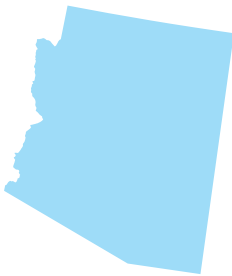
Today, there are an estimated minimum of 11 million LGBTQ voters nationwide — and millions more allies — who will play a decisive role in the 2020 elections. Using decades of HRC polling, membership information and other proprietary data, HRC worked with data-analytics firm Catalist to identify 57

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.

DEMOGRAPHICS OF EQUALITY VOTERS

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

SELECTED MARCH STATES



ARIZONA

3.9 million Registered Voters²
466,235 2016 Democratic Primary Turnout³
242,000 LGBTQ Adults (4.5% of all adults)
1,066,000 Equality Voters (27.3% of registered voters)

² <https://azsos.gov/elections/voter-registration-historical-election-data>

³ <https://apps.azsos.gov/election/2016/PPE/canvass2016ppe.pdf>



FLORIDA

13.6 million Registered Voters⁴
1,709,183 2016 Democratic Primary Turnout⁵
772,000 LGBTQ Adults (4.6% of all adults)
3,943,000 Equality Voters (29% of registered voters)

⁴ <https://dos.myflorida.com/elections/data-statistics/voter-registration-statistics/voter-registration-reports/voter-registration-by-county-and-party/>

⁵ <http://www.thegreenpapers.com/P16/FL-D>



GEORGIA

6.85 million Registered Voters⁶
765,366 2016 Democratic Primary Turnout⁷
356,000 356,000 LGBTQ Adults (4.5% of all adults)
1,287,000 Equality Voters (18.8% of registered voters)

⁶ https://sos.ga.gov/index.php/Elections/voter_registration_statistics

⁷ <http://www.thegreenpapers.com/P16/GA-D>

SELECTED MARCH STATES (continued)



ILLINOIS

8 million registered voters⁸
2,056,047 2016 Democratic Primary Turnout⁹
426,000 LGBTQ Adults (4.3% of all adults)
2,760,000 Equality Voters (34.5% of registered voters)

⁸ Catalyst data
⁹ <http://www.thegreenpapers.com/P16/IL-D>



MICHIGAN

7.5 million Registered Voters¹⁰
1,205,552 2016 Democratic Primary Turnout¹¹
311,000 LGBTQ Adults (4% of all adults)
1,090,000 Equality Voters (14.5% of registered votes)

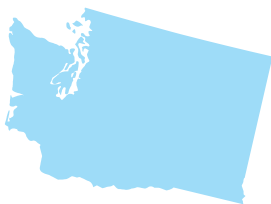
¹⁰ Catalyst data
¹¹ <http://www.thegreenpapers.com/P16/MI-D>



OHIO

7.7 million Registered Voters¹²
1,241,478 2016 Democratic Primary Turnout¹³
389,000 LGBTQ Adults (4.3% of all adults)
2,050,000 Equality Voters (26.6% of registered voters)

¹² Catalyst data
¹³ <http://www.thegreenpapers.com/P16/OH-D>



WASHINGTON

4.4 million Registered Voters¹⁴
230,000 Estimated 2016 Democratic Caucus Turnout¹⁵
300,000 LGBTQ Voters (5.2% of all adults)
1,783,000 Equality (40.5% of registered voters)

¹⁴ <https://www.sos.wa.gov/elections/research/age-demographics.aspx>
¹⁵ <https://www.opb.org/news/article/washingtons-caucus-voter-turnout-2008-record/>

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.

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.