



Project LPAC

Findings based on focus groups and a
national online dial survey

October 2019

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Methodology – Survey

- Lake Research Partners designed and administered this survey that was conducted online from August 21st – 27th, 2019. The survey reached a total of 1,000 adults with oversamples of 400 LGBTQ adults and 100 transgender adults nationwide.
- The base sample was weighted slightly by gender, region, age, educational attainment, race, race by gender, and party identification. The LGBTQ oversample was weighted by gender, region, age, educational attainment, and race. The transgender oversample was weighted by race, educational attainment, and party identification. The oversamples were weighted down into the base to reflect their actual proportion of the population of adults nationwide.
- The margin of error for the total sample is +/-3.1%, the margin of error for the LGBTQ oversample is +/- 4.9%, the margin of error for LGBTQ women is +/- 6.0%, and the margin of error for the transgender oversample is +/- 9.8%.
- Transgender adults are defined as people who self-identify as transgender, non-binary, and gender-nonconforming. LGBTQ adults are defined as people who self-identify as LGBTQ.
- “All adults” or “adults overall” includes LGBTQ and transgender people who were weighted down into the base to reflect their actual proportion of the population. LGBTQ adults include some transgender adults.
- LGBTQ adults make up 14% of this survey universe, and transgender adults make up 2%.
- In the survey, adults reacted to messages and “dialed” their reactions, moving a slider up and down as they listened. The data from the dial ratings are referred to as “unconscious ratings,” while the rating they gave the message in a follow up question is called the “conscious rating” in this reporting.

Methodology – Focus Groups

- Lake Research Partners conducted six focus groups in July among the following groups:

Philadelphia, PA (7/17/19)

- **LGBTQ less-politically involved voters**
- **POC LGBTQ women and/or non-binary voters**

Chicago, IL (7/18/19)

- **White LGBTQ women and/or non-binary voters**
- **LGBTQ politically involved voters**

Online (7/23 – 7/24/19)

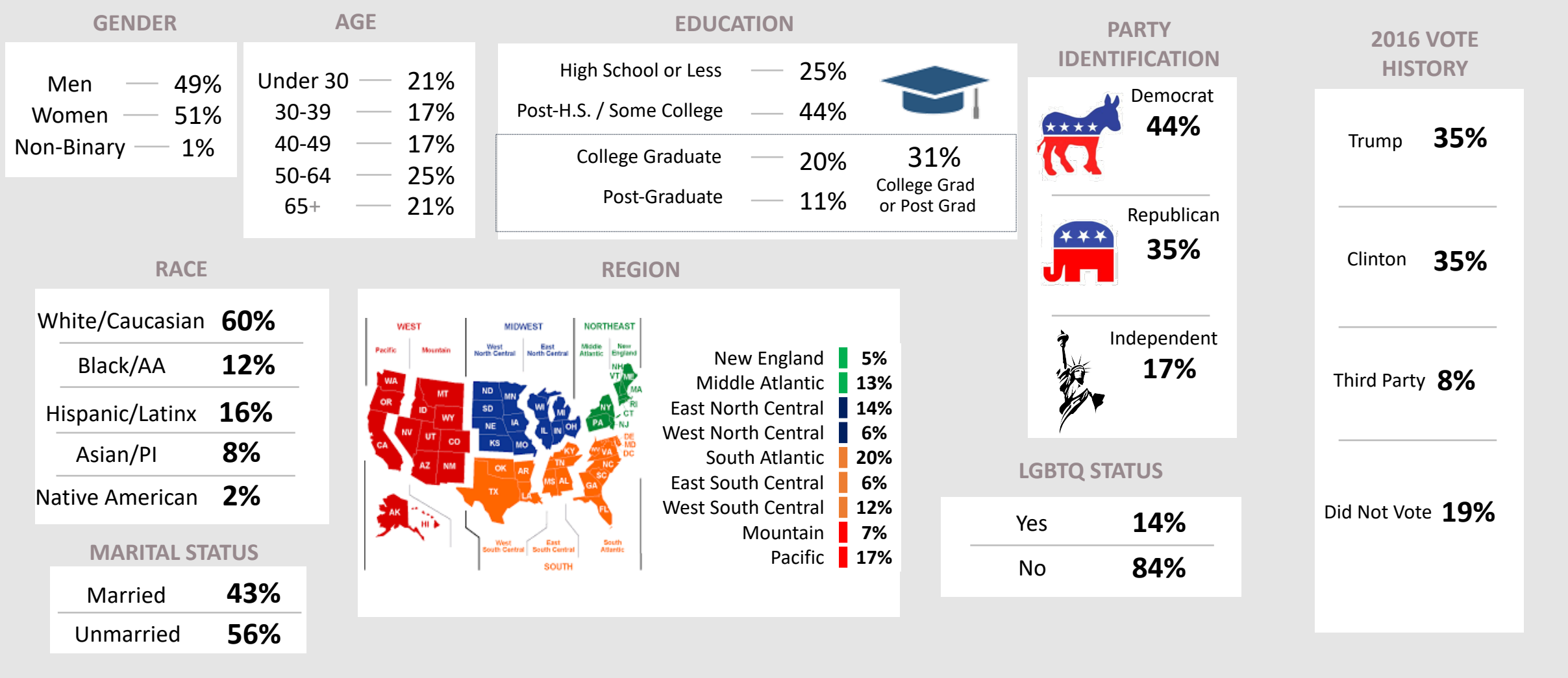
- **White transgender women and non-binary people**
- **POC transgender women and non-binary people**

- Participants were recruited to reflect a mix of ages, party identification (excluding Strong Republicans and limiting Strong Democrats), education levels, marital status, and parental status. The in person groups were composed of registered voters while the online groups were a mix of people who were registered voters and not.
- Politically involved was defined as people who pay attention to a variety of news sources daily, and have done four or more of the following political actions: Attended a public meeting about an issue or cause, Contacted your elected officials, Attended a political rally or protest, Donated money to a political or issue campaign, Actively participated in a civic or political organization, Written an opinion piece about a political issue or candidate, Commented about politics on a message board, internet site, or Facebook, Posted on Twitter, Facebook, or other social media about a specific political issue or policy that's important to you, Shared information online about a political issue or policy that's important to you.
- Less politically involved was defined as people who pay attention to a variety of news sources daily, and have done fewer than four of the political actions.

Qualitative Research Statement of Limitations

- In opinion research, qualitative research seeks to develop insight and direction rather than quantitate precise or absolute measures. Because of the limited number of respondents and the restrictions of recruiting, this research must be considered in a qualitative frame of reference.
- The reader may find that some of the information seems inconsistent in character upon first reading this report. These inconsistencies should be considered as valid data from the participant's point of view. That is, the participant may be misinformed or simply wrong in his or her knowledge or judgment, and we should interpret this as useful information about their level of understanding.
- This study cannot be considered reliable or valid in the statistical sense. This type of research is intended to provide knowledge, awareness, attitudes, and opinions about issues and concerns.
- The following limitations are inherent in qualitative research and are stated here to remind the reader that the qualitative data presented here cannot be projected to any universe of individuals.
 - Statement 1. Participants who respond to the invitation of a stranger to participate in this research show themselves to be risk takers and may be somewhat more assertive than non-participants.
 - Statement 2. Some participants speak more often and more forcefully in focus group sessions than other participants, so their opinions tend to carry more weight in the findings.
 - Statement 3. Participants "self-select" themselves.
 - Statement 4. Participants were not selected randomly; as a result each person in the pool of possible participants did not have an equal chance to be selected.

Demographics of Adults Overall: About 14% of adults surveyed identify within the LGBTQ community.



Demographics of LGBTQ Adults

GENDER

Men — 48%
Women — 48%
Non-Binary — 3%

AGE

Under 30 — 26%
30-39 — 24%
40-49 — 9%
50-64 — 23%
65+ — 19%

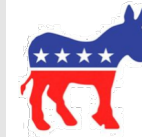
EDUCATION

High School or Less — 23%
Post-H.S. / Some College — 40%
College Graduate — 20%
Post-Graduate — 16%

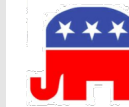


36%
College Grad
or Post Grad

PARTY IDENTIFICATION



Democrat
63%



Republican
18%



Independent
16%

2016 VOTE HISTORY

Trump **18%**

Clinton **54%**

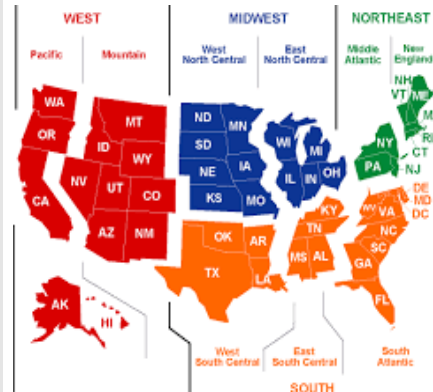
Third Party **9%**

Did Not Vote **17%**

RACE

White/Caucasian **68%**
Black/AA **11%**
Hispanic/Latinx **13%**
Asian/PI **6%**
Native American **1%**

REGION



New England **6%**
Middle Atlantic **14%**
East North Central **14%**
West North Central **6%**
South Atlantic **20%**
East South Central **4%**
West South Central **10%**
Mountain **7%**
Pacific **19%**

LGBTQ STATUS

Lesbian **19%**
Gay **35%**
Bisexual **34%**
Queer **3%**
Transgender **10%**

MARITAL STATUS

Married **28%**
Unmarried **72%**

Demographics of Transgender Adults

GENDER

Men — 28%
Women — 36%
Non-Binary — 29%

AGE

Under 30 — 28%
30-39 — 37%
40-49 — 15%
50-64 — 13%
65+ — 7%

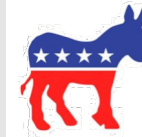
EDUCATION

High School or Less — 32%
Post-H.S. / Some College — 32%
College Graduate — 25%
Post-Graduate — 10%

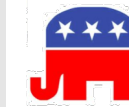


35%
College Grad
or Post Grad

PARTY IDENTIFICATION



Democrat
51%



Republican
27%



Independent
18%

2016 VOTE HISTORY

Trump **17%**

Clinton **43%**

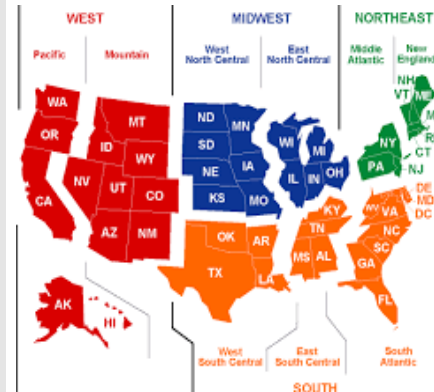
Third Party **12%**

Did Not Vote **20%**

RACE

White/Caucasian **68%**
Black/AA **14%**
Hispanic/Latinx **13%**
Asian/PI **1%**
Native American **1%**

REGION



New England **5%**
Middle Atlantic **18%**
East North Central **18%**
West North Central **6%**
South Atlantic **20%**
East South Central **5%**
West South Central **11%**
Mountain **6%**
Pacific **11%**

MARITAL STATUS

Married **26%**
Unmarried **73%**



Key Findings

Summary of Key Findings – Themes

- LGBTQ women emerge as a core constituency for this work. LGBTQ women and transgender adults are the most supportive cohort of adults in the majority of our motivation questions, messages, and value statements.
- There are clear and key differences that emerge between American adults overall and the LGBTQ community in concern about bias, motivation to take action, importance of electing queer representatives, and more.
- LGBTQ adults are more likely to be politically involved and motivated than adults overall. LGBTQ women and transgender adults tend to express even higher levels of motivation and political involvement than the broader LGBTQ community.
 - Within the community itself, there are many key demographics that emerge as attitudinal drivers. Among them are age, educational attainment, household income, race, and gender.
 - Transgender adults are less likely to vote in federal elections despite more engagement in political issues and actions.

Summary of Key Findings – Themes Continued

- The LGBTQ community is significantly more likely to recognize the importance of electing LGBTQ people to all levels of public office, and also more likely to say it is important to elect lesbian, bisexual, gay, queer, transgender, and gender non-conforming people to public office.
 - Transgender adults are the most likely to say it is very important to elect LGBTQ people to all levels of public office.
- Equality emerges as a key value for the LGBTQ community. Candidates making equality a part of their platform are more favorable, and the importance creating more diversity in political representation is a clear priority for LGBTQ adults, LGBTQ women, and transgender adults.
- Messages that center on electing varied groups to higher office are most salient.
- While adults overall are more likely to say that it doesn't matter whether or not a straight man or an LGBTQ woman leads on certain issues, the LGBTQ community is more likely to say that an LGBTQ woman would be better on a plethora of issues. They give an LGBTQ woman the largest advantage on abortion and equality. LGBTQ women and transgender adults give the most advantages to an LGBTQ woman on these issues.
 - Other research* has shown voters typically give women representatives an advantage on equality, education, and healthcare. However, bringing LGBTQ status into the picture, this research shows adults overall rate a straight man better than an LGBTQ woman on education and healthcare, breaking from usual patterns research shows about men and women leaders.

<https://www.pewsocialtrends.org/2015/01/14/chapter-2-what-makes-a-good-leader-and-does-gender-matter/>

Summary of Key Findings – Political Engagement

- Compared to adults overall, LGBTQ and transgender adults have higher levels of political engagement.
 - LGBTQ and transgender adults are more likely than adults overall to say they have signed a petition, donated, shared an opinion on social media or in person at a town hall, public hearing, or meeting, boycotted a product or company, contacted an elected official or government representative, and attended a rally or protest.
 - Transgender adults are less likely than adults overall to say they have voted in local and state elections, and especially federal races in the past year or two.
 - Adults overall are slightly more likely to be not registered to vote than LGBTQ and transgender adults.
- Among both LGBTQ and transgender voters, 86% say they are likely to vote in 2020, compared to 79% of adults overall. LGBTQ men are 13-points more likely to say they are almost certain to vote than LGBTQ women.
- Two-thirds of adults overall say they are motivated to take action on issues they care about, and for candidates who represent them.
 - LGBTQ adults are slightly more motivated than adults overall. Transgender adults are more motivated than adults by double digit margins.
- Turnout efforts should be focused on LGBTQ women, particularly younger LGBTQ women, and transgender adults who are all core supporters of LGBTQ diversity in political office. Motivation to take action is driven by issue importance, age, education, votership and partisanship, and household income. There are unique turnout opportunities where contours of support emerge.
- Throughout the survey, adults overall and the LGBTQ community increase in how important they believe it is to elect LGBTQ people to public office, though their motivation to take action on issues they care about does not make meaningful gains.

Summary of Key Findings – Issues

- When asked about which issues are most important to them, the top issues for adults overall are healthcare and prescription drug prices (27% said this is a top issue), social security and Medicare (22%), immigration (20%), and gun control (19%).
- The top issues for the LGBTQ community overall are LGBTQ equality (28%), healthcare and prescription drug prices (27%), the environment and climate change (24%), and gun control (22%).
- The top issue for the transgender community is LGBTQ equality (54%). This is distantly followed by healthcare and prescription drug prices (23%), social security and Medicare (16%), the environment and climate change (15%), and racism (15%).
- Candidates focusing on issues people care about makes adults more interested in getting involved politically, and candidates focusing specifically on issues facing LGBTQ people makes LGBTQ and transgender adults more interested in political involvement.
 - LGBTQ and transgender adults also respond more positively to a fictional candidate for office who has focused on LGBTQ issues and tackling discrimination than a candidate who has not made LGBTQ issues part of their platform, even when that candidate is a member of the LGBTQ community.

Summary of Key Findings – Values Statements

- We tested value statements around voting, political involvement, and LGBTQ representation. The statement that *voting is necessary to make our voices heard* is a core value for all groups with at least 3 in 5 strongly agreeing. LGBTQ adults are more likely than adults overall or transgender adults to strongly agree.
- A majority of LGBTQ and transgender adults also strongly agree that *if we are all engaged and active, we can really change our country for the better*. A majority of transgender and LGBTQ adults strongly agree that *LGBTQ, young people, women, and people of color running for office makes me more interested in elections*, though transgender adults agree with slightly more intensity. Candidates' stances on equality is also a powerful value for LGBTQ adults, and especially for transgender adults.
- LGBTQ and transgender adults are far more likely than adults overall to strongly agree that issues around LGBTQ equality and rights influence their motivation to vote.

Summary of Key Findings – Values Statements Continued

- LGBTQ adults are more likely than adults overall and transgender adults to strongly agree that their personal political involvement has increased since Trump was elected.
 - Saying *Trump election* is more salient than *2016 election*.
- LGBTQ and transgender adults are more likely to agree that *having LGBTQ, young people, women, and people of color run for office makes me more interested in elections*.
 - Fifty-one percent (51%) of LGBTQ and 61% of transgender adults strongly agree with this, compared to 25% of adults overall who say they strongly agree.
 - In focus groups, we heard from LGBTQ people that they agree that LGBTQ women are specifically underrepresented in politics, more so than LGBTQ cis-men. This is a concern, and participants were clear that they want to see more representation of LGBTQ women, with the caveat that the person needs to be a good leader and share their values, and that LGBTQ women cannot win support based on their identity alone.

Summary of Key Findings – Perceptions of the Lay of the Land for LGBTQ People

- LGBTQ and transgender adults are concerned about bias against the LGBTQ community at much higher rates than adults overall and transgender adults are more likely to say they are very concerned about bias against transgender people specifically.
 - By a small margin, adults overall are net unconcerned about bias against both LGBTQ and transgender people.
- However, adults overall believe that LGBTQ and transgender people are under attack or threatened today but levels of agreement are significantly higher among LGBTQ adults, LGBTQ women, and transgender adults.
 - About a third of adults overall strongly agree that LGBTQ and transgender people are under attack or threatened today.
 - Over half of LGBTQ people strongly agree that LGBTQ people are under attack or threatened while two-thirds of LGBTQ adults, LGBTQ women, and transgender adults believe that transgender people are under attack or threatened today.
- About half of adults agree that women are underrepresented in government, particularly LGBTQ women. Agreement is much higher among LGBTQ and transgender adults.
- Legal inequalities are much more motivating factors to LGBTQ adults than to adults overall.
 - Nearly half of adults overall feel motivated by the legality of discrimination towards LGBTQ people in housing and employment while over half of LGBTQ and transgender adults feel very motivated by these factors.
 - Legal discrimination in military and blood donation is less motivating than civil rights discriminations.

Summary of Key Findings – Electing LGBTQ Women and Non-Binary People

- In focus groups, participants were clear about the desire not to exclude transgender and non-binary people from LGBTQ representation.
 - Participants recognized that the intersection of patriarchy and LGBTQ discrimination compounds uniquely for LGBTQ women. They also discussed how racism intersects when the person is an LGBTQ woman of color, and there was broad agreement that representation of these groups is important.
 - However, there was hesitation to support a candidate based solely on their identity. Focus group participants highlighted the need for elected officials, government representatives, and candidates for public office to share their values in order to win support.
 - Focus groups also revealed a bit of a divide between the LGBTQ community itself. Younger LGBTQ participants showed less faith in the current political system in place, and often referred to the need for big, structural reform.
- In the survey, adults overall said they did not think it was important to elect lesbian, gay, bisexual, and queer women, gender-nonconforming people, and transgender women to public office. However, LGBTQ and transgender adults said it was important to elect these groups by a wide margin.
 - LGBTQ adults are more likely to think it is important to elect lesbian, gay, bisexual, and queer women than gender-nonconforming people and transgender women, whereas transgender adults are more likely to think it is important to elect transgender women. Transgender adults are most likely to think it is very important.
 - Younger adults, Black adults, Democrats, and those with more education are more likely to say it is very important.
- Throughout the survey, adults overall are sensitive to “identity politics” or perceptions of exceptionalism.

Summary of Key Findings – Candidate Profiles

- We tested two fictional candidates, a lesbian woman and a non-binary person, running for office. The profile of the non-binary person tested stronger.
- Both profiles were more favorable to LGBTQ adults, LGBTQ women, and transgender adults than adults overall.
- Quinn Jones, a non-binary candidate for City Council who rose from their seat on the School Board, was rated more favorable and as more qualified among adults overall and LGBTQ adults, LGBTQ women, and transgender adults.
 - In dial testing, we see that Quinn Jones' most favorable traits included listening to their constituents and taking action accordingly, as well as taking action to lift up people from diverse backgrounds. This is a finding that reflects what we learned in the focus groups.
- Ronda Smith, a lesbian woman who works on voter suppression and is running for Governor, was somewhat less favorable and qualified than Quinn Jones but a strong candidate for LGBTQ women, LGBTQ adults, and transgender adults, with at least two-thirds seeing her as qualified and likeable.
 - Dial testing showed that Ronda Smith's lengthy political experience is favorable to all groups, including adults overall. While adults overall dial down at the mention of her being married to a woman, LGBTQ groups dial up. However, LGBTQ groups dial down sharply when informed that she has not made LGBTQ rights a big part of her platform. She recovers ground when people hear she focuses on economic stability.
 - LGBTQ adults throughout the survey make it clear that when candidates and politicians focus on LGBTQ issues, this is a major positive.

Summary of Key Findings – Messages

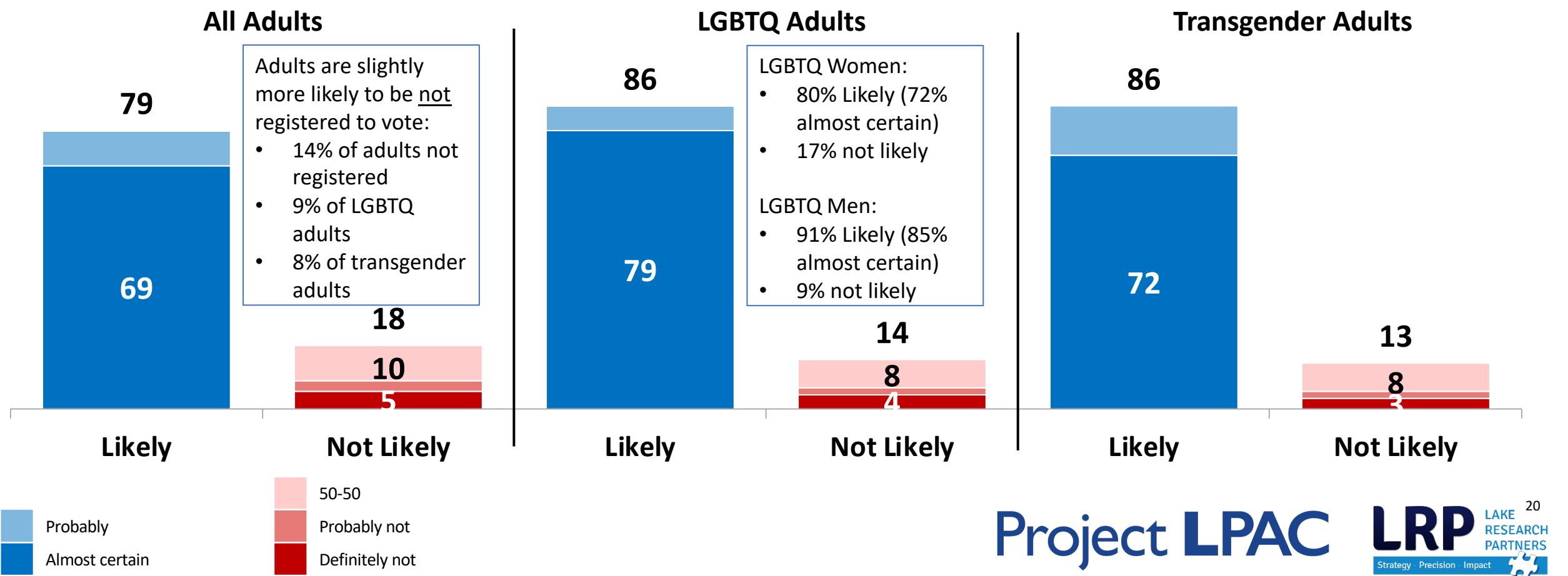
- We tested a variety of messages about voting and political involvement. The top message for adults overall and LGBTQ adults focuses on electing “people like us” to Congress, language that was developed through focus group findings.
 - The opposition message has significant salience among adults overall but is the weakest message among LGBTQ and transgender adults.
- LGBTQ and transgender adults rate the messages higher on average than adults overall, except the opposition message which has a higher average rating among adults overall. However, transgender adults and adults overall give the opposition message the same unconscious average rating. LGBTQ adults, women, and transgender adults unconsciously rate Congress the highest, though Varied and Identity have the same salience for transgender adults.
- LGBTQ adults say Congress is the most convincing on average, LGBTQ women rate Congress the most convincing on average, closely followed by Varied. Transgender adults rate Right Direction and Intersectional the highest, closely followed by Identity, Congress, and Varied.
- Dial testing shows that parts of messages that focus on uplifting LGBTQ candidates and addressing LGBTQ issues are points of excitement for LGBTQ adults, LGBTQ women, and transgender adults.



Issues & Engagement

People report they are likely to vote next year. LGBTQ adults show more intensity in their likelihood to vote, but LGBTQ and transgender adults are slightly more likely to say they will vote in the 2020 election than adults overall. LGBTQ women are less likely than LGBTQ men to vote.

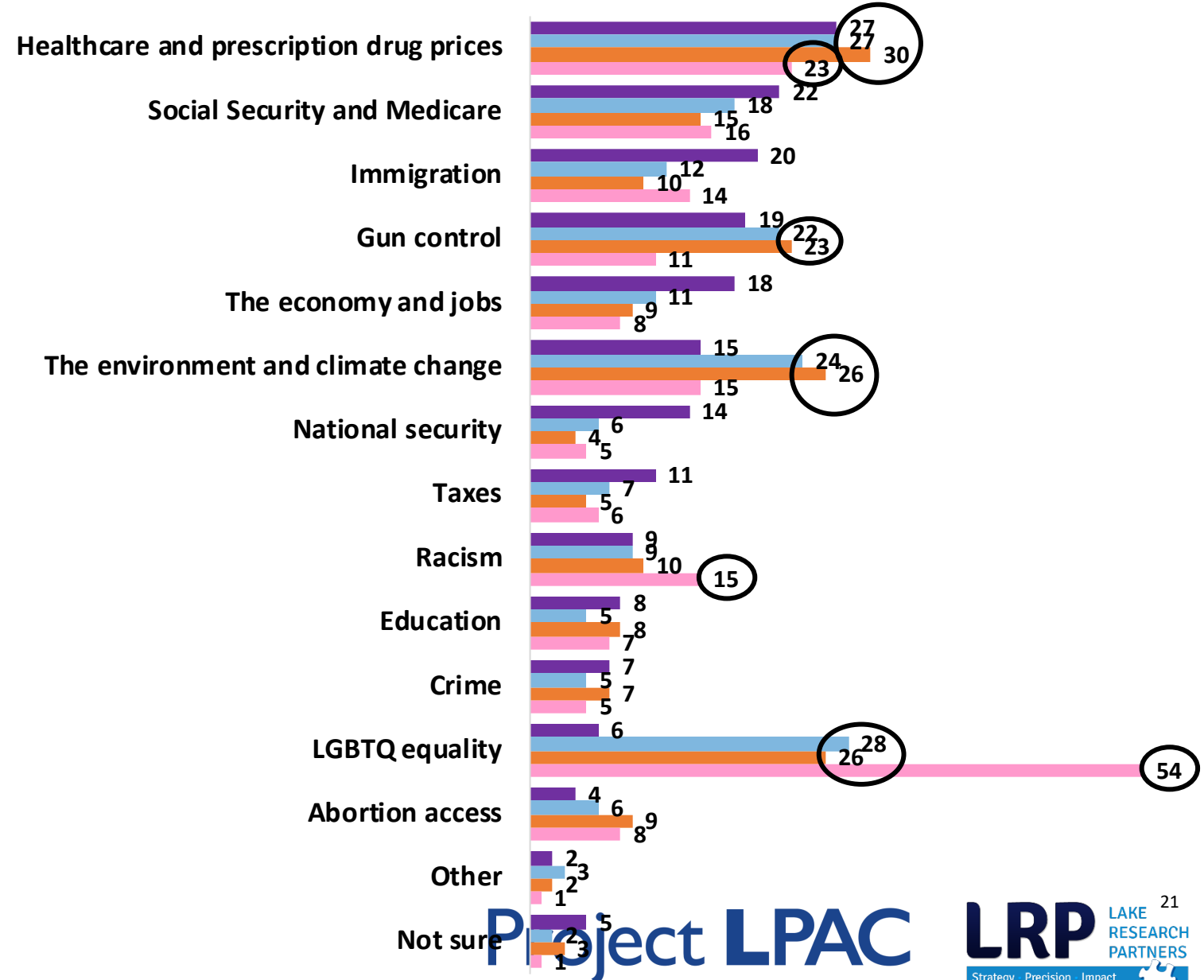
How likely are you to vote in the election in November 2020 for President, Senate, Congress, and other offices?



While health care and prescription drug prices is the top issue to all adults, LGBTQ adults split between LGBTQ equality, healthcare and prescription drug prices, and the environment and climate change. These are also the top issues for LGBTQ women.

LGBTQ equality is the top issue for transgender people by a wide margin, followed by health care and prescription drug prices.

Now, you will see a list of concerns that some people have mentioned. Please indicate which one or two you think are the most important issues for you and your loved ones. [Select one or two]



- All Adults
- LGBTQ Adults
- LGBTQ Women
- Transgender Adults

Focus groups explored why LGBTQ equality is such an acute concern. Focus group participants are worried about being personally discriminated against for being LGBTQ, they are worried about violence against transgender people, and believe sexism and racism compounds with homophobia and creates deeper issues for people of color and women. Some say that social and legal acceptance has improved in recent years. Others are worried that representation for LGBTQ women isn't keeping up with representation of LGBTQ men.

Focus group discussion of issues facing the LGBTQ community

"Human beings being murdered and that's, absolutely no reason. Like if somebody decided that they're the opposite gender, what does that have to do with somebody else." – Less Politically Active LGBTQ Voter, Philadelphia

- *"People are more **accepting**."* – POC Transgender Woman or Non-binary Person, Online
- *"Gay marriage.. legal **acceptance** in relations. Adoption in many states."* – POC Transgender Woman or Non-binary Person, Online

*"I mean it's **scary in the current climate that we live in**. I mean, and it's funny because I've been out since the mid 80's and needless to say you know, we've seen a lot of progress and a lot of change since then. Um, but even having said that, even the fact that I've been with my partner 18 years, even the fact that, you know we're legally married now and everything, there's **always a part of me that if we're sitting on the train together and if she happens to like touch my leg**, and I don't mean anything like you know over the top, or just like put her head on my shoulder, **I've always got one eye looking around to see; is somebody watching us who's going to have an issue with this**."* - Politically Active LGBTQ Voter, Chicago

*"These issues are worse for LGBTQ women and QTPOC because **in general women and POC are discriminated in larger society**. These two groups also face discrimination from within the queer community. Marriage equality for example was largely pushed by rich white cis gay men republicans. Mostly for their benefit. **With all the other issues we face, where are they now?**"* – POC Transgender Woman or Non-binary Person, Online

*"It has possibility to be worse because it is **intertwined with sexism and racism**."* – POC Transgender Woman or Non-binary Person, Online

*"I'm thinking, **representation in the media, I think a lot of things are like focused on gay men and kind of gay women aren't as big a topic...**"* – Less Politically Active LGBTQ Voter, Philadelphia

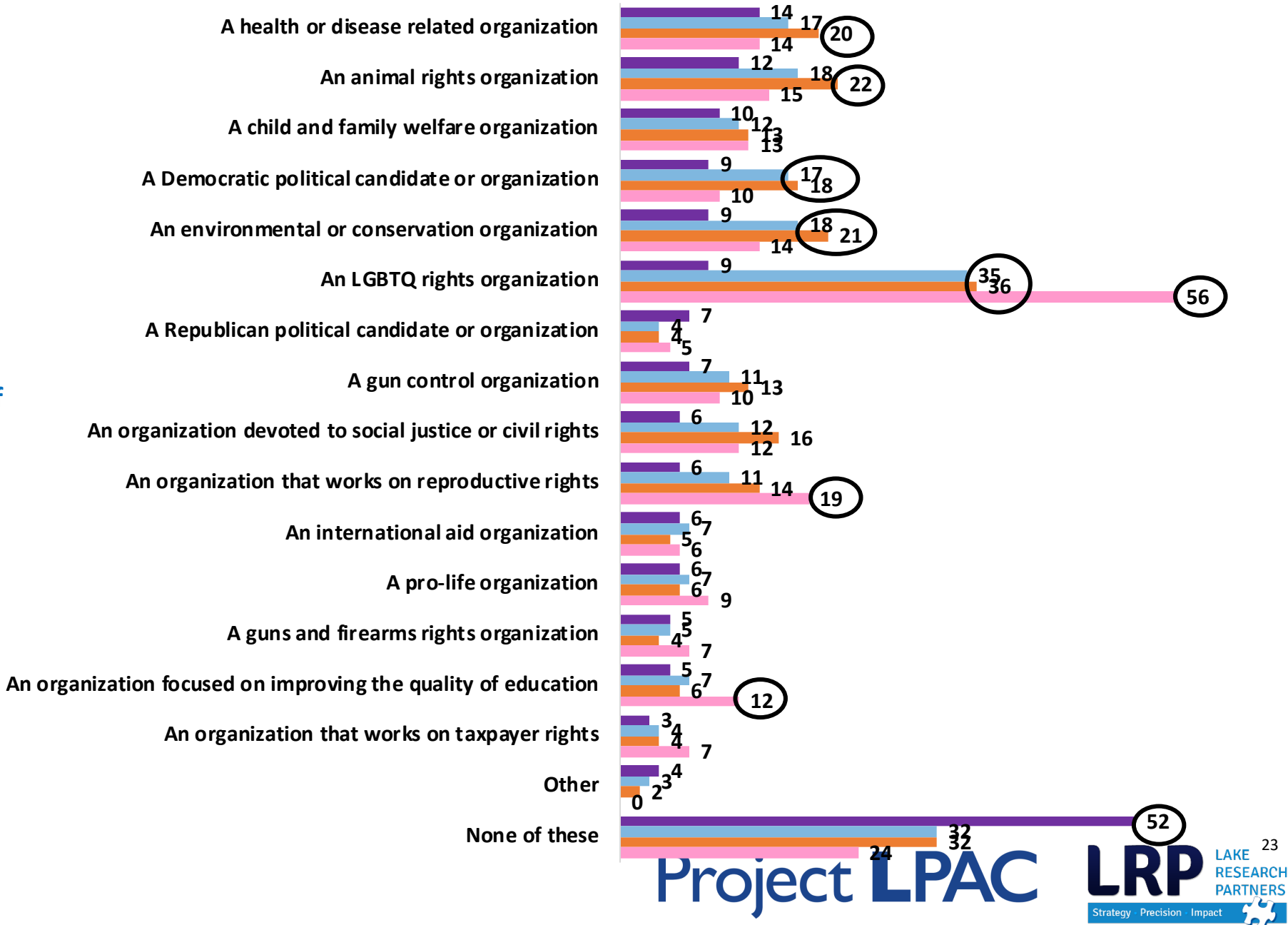
Transgender and LGBTQ adults, including LGBTQ women, are most likely to donate their time or money to an LGBTQ rights organization. Few adults overall do the same.

About half of adults overall say they donate to none of these, compared to a third of LGBTQ adults and a quarter of transgender adults.

Transgender adults are also more likely to donate to a reproductive rights organization and an organization improving the quality of education.

LGBTQ adults and LGBTQ women are more likely to donate to a Democratic political candidate or organization, an environmental or conservation organization, an animal rights organization, and a health and disease related organization than adults overall.

What causes, issues, organizations, elected officials, or candidates have you donated your time or money to in the past few years? [Select all that apply]



LGBTQ people are more likely to donate to an LGBTQ rights organization by a wide margin, and also more likely to donate to a Democratic political candidate or organization as well as an environmental or conservation organization. There are various contours in support among demographics driving this action. Those who donate to LGBTQ rights organizations tend to be LGBTQ and transgender people who are younger, Democratic, and college educated. Those more likely to donate to a Democratic political candidate or organization are older, Democratic, Black, married, and are LGBTQ. Finally, those more likely to donate to an environmental or conservation organization are non-binary adults, and LGBTQ women who have a higher household income, college educated people, likely voters, and Democrats.

What causes, issues, organizations, elected officials, or candidates have you donated your time or money to in the past few years? [Select all that apply]

An LGBTQ Rights Organization	A Democratic political candidate or organization	An environmental or conservation organization
Total: 9% LGBTQ: 35% Transgender: 56%	Total: 9% LGBTQ: 17% Transgender: 10%	Total: 9% LGBTQ: 18% Transgender: 14%
Transgender Democrats: 70% College educated transgender adults: 62% Non-binary adults: 61% Transgender under 50: 59% College LGBTQ under 50: 52% LGBTQ Democrats under 50: 49% Black LGBTQ: 49% LGBTQ people of color under 50: 45% LGBTQ Clinton 2016 voters: 44% LGBTQ under 30: 43% College LGBTQ men: 41% LGBTQ in West region: 41% LGBTQ Democrats: 41% LGBTQ under 50: 40% LGBTQ women of color: 40% College LGBTQ: 40%	LGBTQ Democrats 50+: 32% LGBTQ Women 50+: 29% College LGBTQ 50+: 29% Black adults 50+: 27% LGBTQ 65+: 27% College LGBTQ women: 26% LGBTQ Clinton 2016 voters: 26% Married LGBTQ women: 25% LGBTQ Democrats: 25% Lesbian women: 24% College LGBTQ: 24% LGBTQ 50+: 23% LGBTQ women with household income above \$50k: 23% LGBTQ in West region: 23%	Non-binary adults: 30% LGBTQ women with household income above \$50k: 26% College LGBTQ women: 25% LGBTQ women likely to vote: 25% Democratic LGBTQ women: 24% LGBTQ women 50+: 24% Married LGBTQ adults: 23% College LGBTQ: 22% LGBTQ in West region: 22% Rural LGBTQ adults: 22% LGBTQ women: 21% LGBTQ Democrats 50+: 21% LGBTQ 65+: 21% College transgender adults: 19%

Issue importance correlates with donations. Those who choose an issue as their top issue are much more likely to say they donate to LGBTQ rights or environmental organizations. Democratic donors tend to be focused on racism, Social Security and Medicare, and gun control.

What causes, issues, organizations, elected officials, or candidates have you donated your time or money to in the past few years? [Select all that apply]

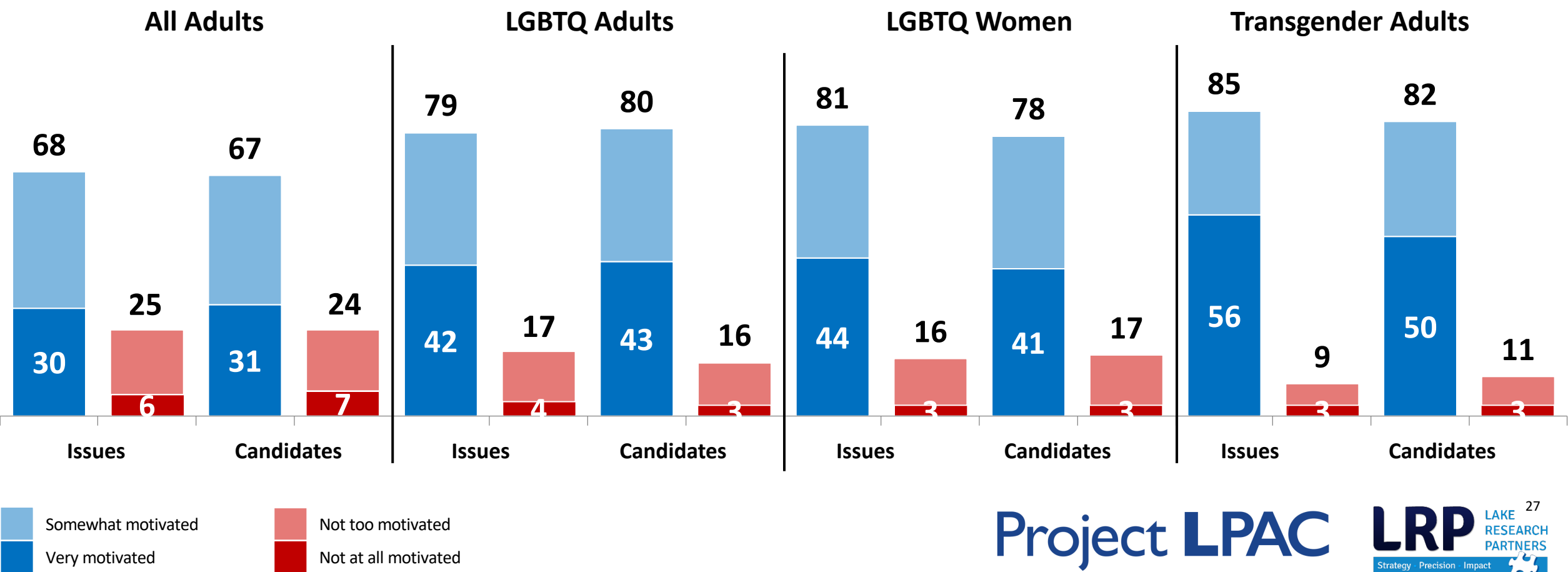
An LGBTQ Rights Organization	A Democratic political candidate or organization	An environmental or conservation organization
Total: 9% LGBTQ: 35% Transgender: 56%	Total: 9% LGBTQ: 17% Transgender: 10%	Total: 9% LGBTQ: 18% Transgender: 14%
Those who say LGBTQ equality is the most important issue are much more likely to donate to an LGBTQ rights organization: <ul style="list-style-type: none">• 52% of adults overall• 57% of LGBTQ adults• 76% of transgender adults	LGBTQ adults who say racism is the most important issue are more likely to donate to a Democratic political candidate or organization (29%). LGBTQ adults who say Social Security and Medicare is the most important issue are also more likely to donate to this cause (25%). Additionally, LGBTQ adults who say gun control is the most important issue are also slightly more likely to donate to this cause (22%).	Those who say the environment and climate change are the most important issues are more likely to donate to an environmental or conservation organization: <ul style="list-style-type: none">• 38% of LGBTQ adults• 32% of adults overall LGBTQ adults who say racism is the most important issue are also more likely to donate to an environmental or conservation organization (29%).



Political Involvement

Two-thirds of adults are motivated to take action on issues and for candidates. Transgender adults are most motivated to take action on issues they care about and for candidates who represent the issues they care about. LGBTQ and transgender adults are more motivated to do both than adults overall. Transgender adults are slightly more likely to be very motivated than LGBTQ adults.

Some people feel very motivated to take action on the issues they care about while others don't feel motivated at all, and many are in between. How about you--how motivated are you to take action on the issues you care about? And how motivated are you to take action for candidates who represent you and the issues you care about?



Across demographic and attitudinal groups, adults are motivated to take action on the issues they care about. Motivation is driven by race, age, partisanship, household income, and region of the country.

Some people feel very motivated to take action on the issues they care about while others don't feel motivated at all, and many are in between. How about you--how motivated are you to take action on the issues you care about?

All Adults	LGBTQ Adults	LGBTQ Women	Transgender Adults
<div>Most likely to be very motivated (30% overall):</div> <ul style="list-style-type: none">• Transgender adults (56%)• Black adults (44%)• Latinx adults (44%)	<div>Most likely to be very motivated (42% overall):</div> <ul style="list-style-type: none">• LGBTQ Black^ (59%)• Republicans (57%)• Transgender adults (56%)• Adults under 50 (50%)	<div>Most likely to be very motivated (44% overall)</div> <ul style="list-style-type: none">• LGBTQ women in the Midwest region^ (53%)• LGBTQ women likely to vote (50%)	<div>Most likely to be very motivated (56% overall)</div> <ul style="list-style-type: none">• Transgender adults with household income above \$50k^ (69%)• Transgender adults likely to vote (62%)

^note N size smaller than 75 cases

Motivation to take action for candidates who represent the issues people care about is driven by the issues that they express are top concerns, age, educational attainment, race, votership, gender, and party ID.

And how motivated are you to take action for candidates who represent you and the issues you care about?

All Adults

Most likely to be very motivated (31% overall):

- Adults who say LGBTQ issues are their top concern (54%)
- Age 30-39 (48%)
- Adults who say abortion access is their top concern^ (43%)
- Adults who say racism is their top concern (41%)

LGBTQ Adults

Most likely to be very motivated (43% overall):

- College educated LGBTQ adults under 50 (58%)
- Black LGBTQ adults^ (56%)
- LGBTQ Republicans (55%)
- LGBTQ age 30-39 (54%)
- College educated LGBTQ men (54%)
- Non-binary adults (52%)
- LGBTQ adults in the Southern region (50%)

LGBTQ Women

Most likely to be very motivated (41% overall)

- Lesbian women (53%)
- LGBTQ women likely to vote (48%)
- LGBTQ women Clinton 2016 voters (47%)

Transgender Adults

Most likely to be very motivated (50% overall)

- Transgender adults with household income above \$50k^ (62%)
- Transgender Democrats^ (56%)
- Transgender adults registered to vote and likely to vote (both 56%)

^note N size smaller than 75 cases

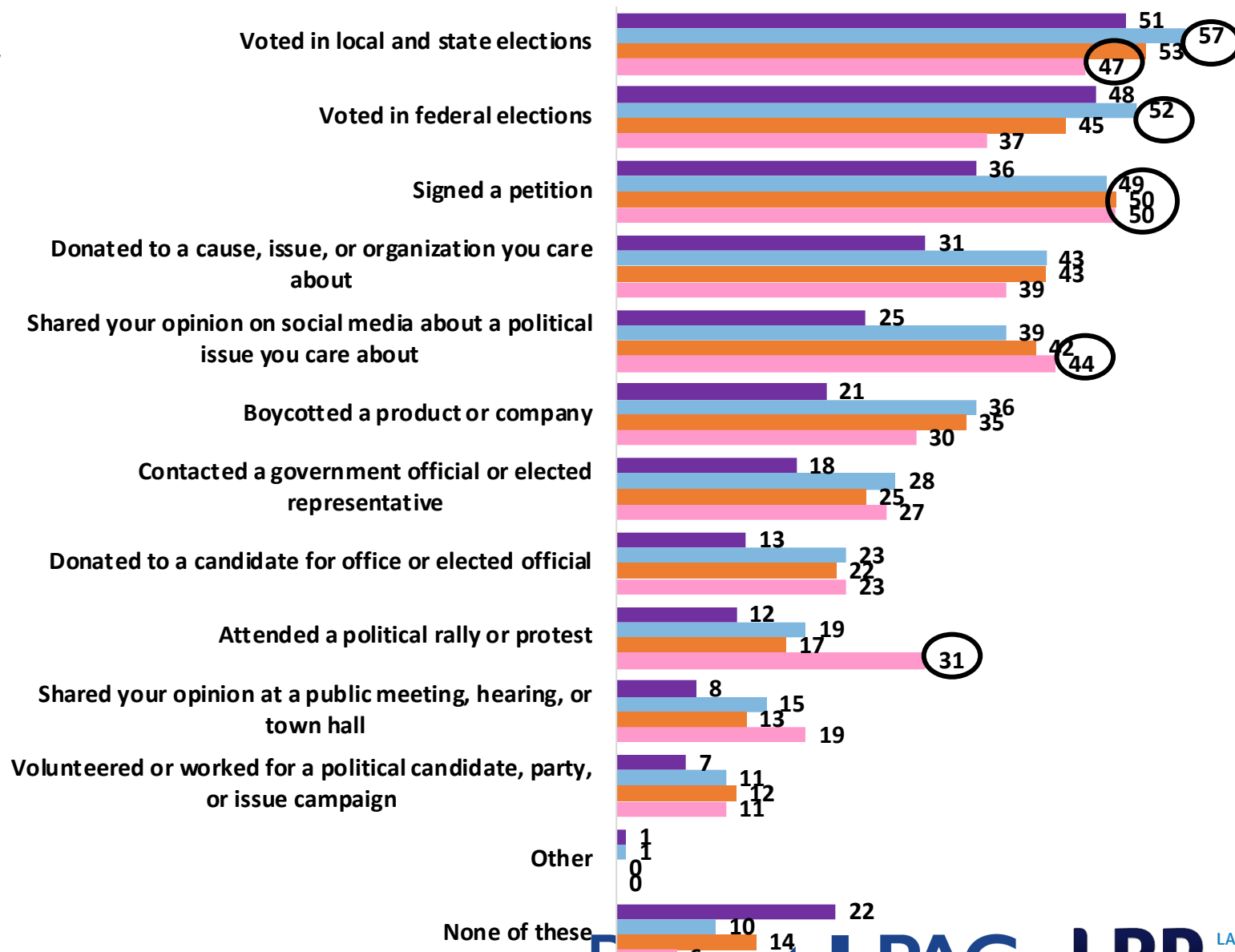
LGBTQ and transgender adults are more likely than adults overall to have taken many of the civic engagement actions than adults overall.

Adults overall are most likely to have taken none of these actions while transgender adults are least likely to have taken no actions.

Among all adults, the top actions are voting in elections and signing a petition. While these are the same top actions for LGBTQ adults, the frequency is higher among LGBTQ adults than adults overall.

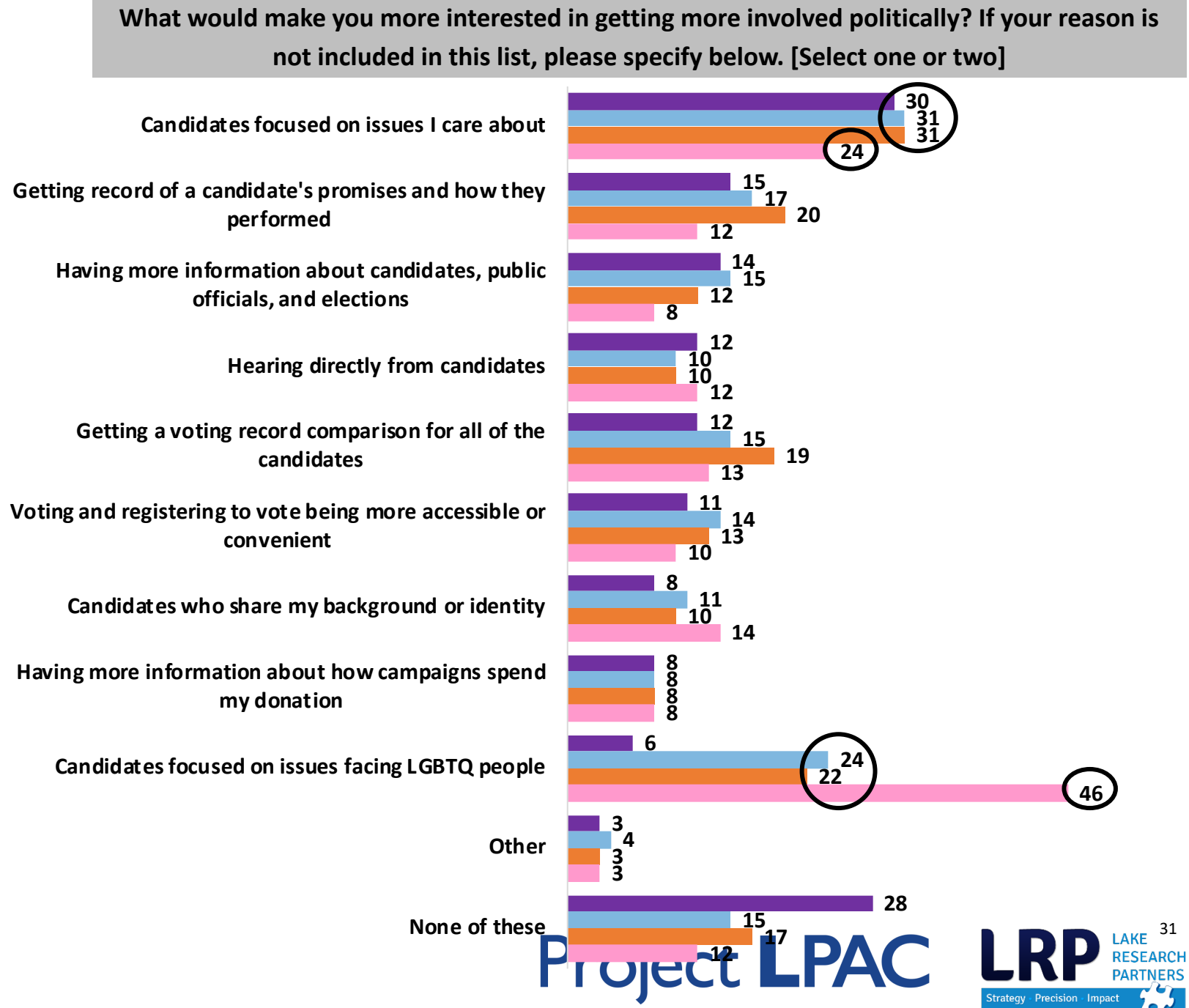
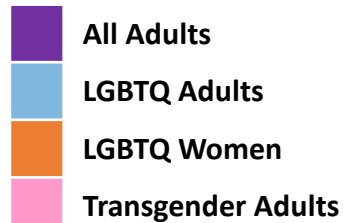
Among transgender adults, the top actions are signing a petition, voting in local and state elections, and sharing their opinion on social media. They are noticeably less likely to vote in federal elections.

For each action below, please select the ones you have done in the past few years.
[Select all that apply]



Candidates focusing on issues people care about makes people more interested in getting involved politically.

Candidates focusing specifically on issues facing LGBTQ people makes LGBTQ and transgender adults more interested in political involvement. Transgender adults are more interested by a wider margin.



Focus group participants feel motivated to be involved politically due to the current climate in our government, Trump, and the desire to replace the bad people in politics. One noted that she feels more compelled to be involved when there is a president that is disliked.

What compels you to be politically involved?

*"Our **climate in our government** really makes me want to make a change."* – Less Politically Active LGBTQ Voter, Philadelphia

*"I feel the only way we're ever going to have a meaningful change is if we **vote in numbers too big to manipulate**, because all the interference and the voter suppression; to vote in numbers too big to manipulate in every major race."* – Politically Active LGBTQ Voter, Chicago

*"I think so. We realize that there's a lot of bad people in politics, so how do we change that? **We get involved and we elect people who can take those bad people down.** And I guess **personally getting involved in politics, like if you have, like good morals and right mindset** here and you're steering away from the hate, then yeah, get involved."* – POC LGBTQ woman or non-binary person, Philadelphia

*"We don't vote and we don't vote and up until like I, it was like ignorance, I thought that like the president rules the country and that's it so I only saw that as important. **I didn't realize how far back it goes until Donald Trump got into office and then that's when I started paying attention.** It was like we got to get more involved from the beginning and have I been that since then, no, that's just like laziness on my part, but that's when I started to realize how important it is to start."* – Less Politically Active LGBTQ Voter, Philadelphia

*"Donald Trump, like looking at him made me look like at everything, because with Obama it was like okay we got a black president, yeah, like it was a good thing, but and then people pointed that he hasn't done much for the black community and it made me wonder like how much attention did we really pay to him. **Like I said we didn't pay much attention because we were comfortable, but we should have been paying attention because he should have been held to the same standard as every other president.**"* – Less Politically Active LGBTQ Voter, Philadelphia

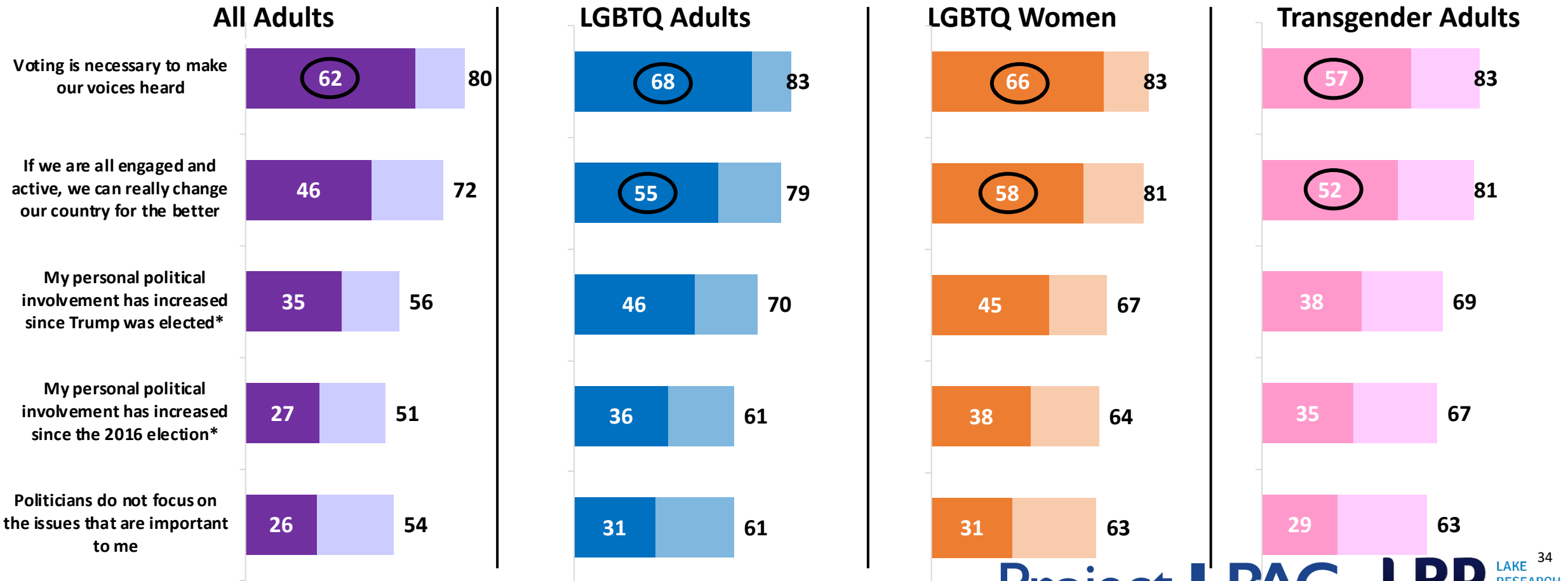
*"That's saying that **when like Bush was president like that made me more involved** because that was very, I didn't like agree with a lot of him. **Then I kind of like you didn't have to pay attention as much under Obama, like you kind of had a feeling that things are going to go, he's not going to be that wild and crazy and like do certain things.** Like you didn't have to pay attention as much, and **now I feel more like compelled to pay attention as much as possible.**"* – Less Politically Active LGBTQ Voter, Philadelphia



Values Statements

The statement that *voting is necessary to make our voices heard* is a core value for all groups, though LGBTQ adults are most likely to strongly agree. A majority of LGBTQ and transgender adults also strongly agree that *if we are all engaged and active, we can really change our country for the better*. LGBTQ adults are more likely to agree that their personal political involvement has increased *since Trump was elected* than *since the 2016 election*.

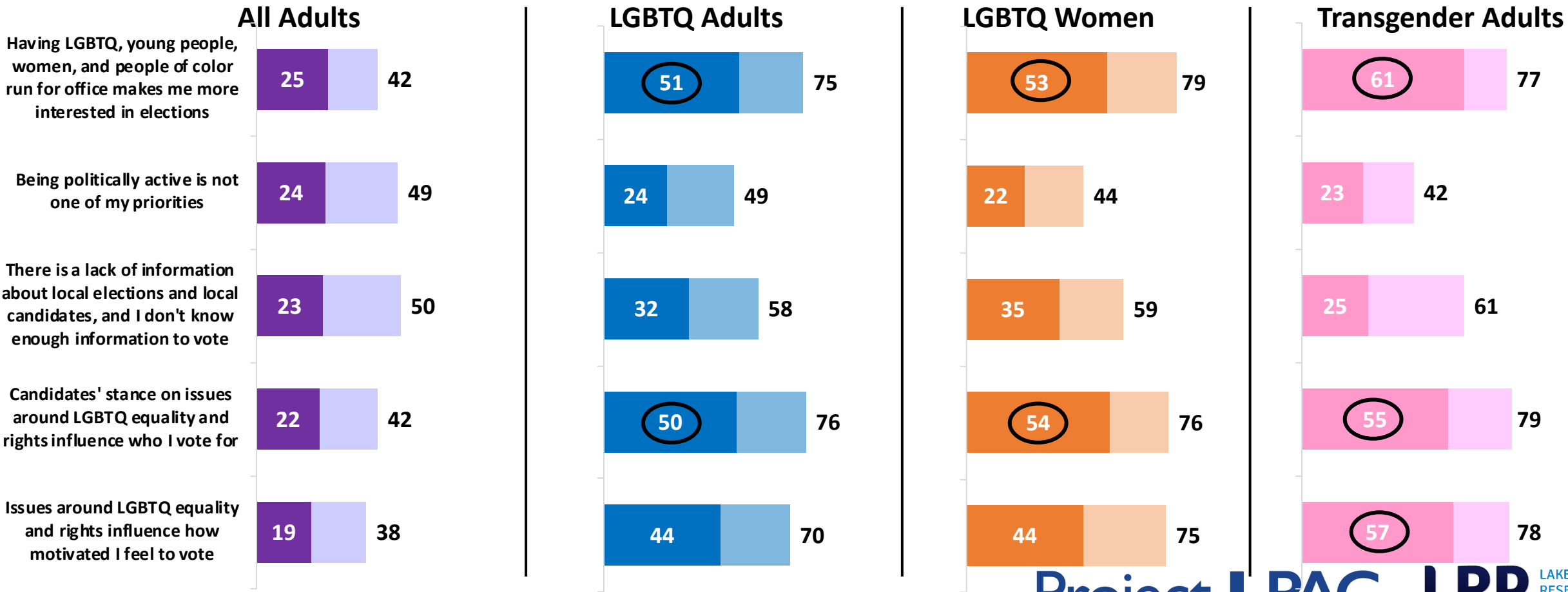
Now you will see a series of statements around being politically engaged and active. For each, please indicate if you agree or disagree



Darker colors indicate “strongly agree,” lighter colors indicate “total agree”

Values that are second tier for adults overall are core values for LGBTQ and transgender adults, especially the values around LGBTQ and diverse candidates running for office and taking a stand on LGBTQ issues. A plurality of LGBTQ adults agree that issues around LGBTQ equality and rights influence how motivated they feel to vote. Transgender adults strongly agree that LGBTQ, young people, women, and people of color running makes them more interested in elections and respond to themes of LGBTQ equality and change.

Now you will see a series of statements around being politically engaged and active. For each, please indicate if you agree or disagree



Darker colors indicate “strongly agree,” lighter colors indicate “total agree”

In rank order, the top two value statements for adults overall, LGBTQ adults, and LGBTQ women are about voting and engagement while the top two value statements for transgender adults are around having LGBTQ and diverse candidates as well as voting. LGBTQ adults and women, and transgender adults say that they are more interested in elections when LGBTQ and diverse candidates run, and their votes are influenced by candidates’ stance on LGBTQ issues.

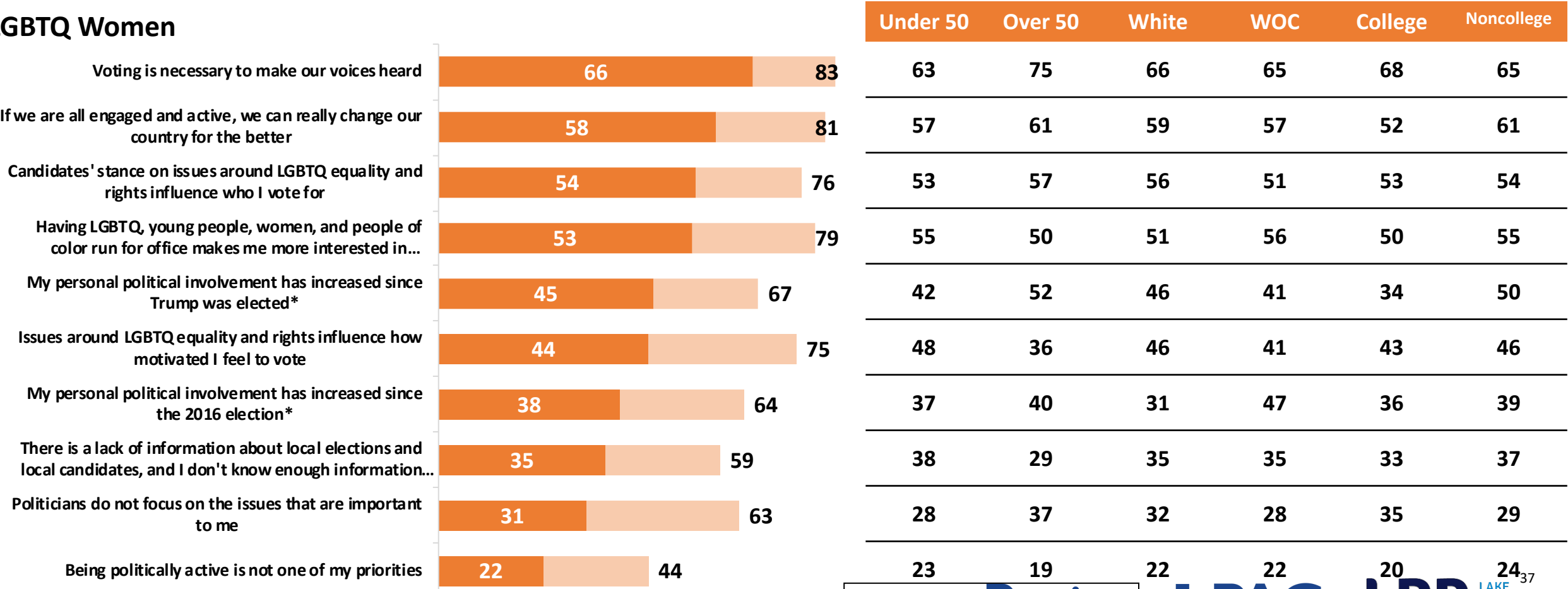
All Adults	LGBTQ Adults	LGBTQ Women	Transgender Adults
Top Value Statements: 1. Voting is necessary to make our voices heard 2. If we are all engaged and active, we can really make a difference for the better	Top Value Statements: 1. Voting is necessary to make our voices heard 2. If we are all engaged and active, we can really make a difference for the better 3. Having LGBTQ, young people, women, and people of color run for office makes me more interested in elections 4. Candidates' stance on issues around LGBTQ equality and rights influence who I vote for	Top Value Statements: 1. Voting is necessary to make our voices heard 2. If we are all engaged and active, we can really make a difference for the better 3. Candidates' stance on issues around LGBTQ equality and rights influence who I vote for 4. Having LGBTQ, young people, women, and people of color run for office makes me more interested in elections	Top Value Statements: 1. Having LGBTQ, young people, women, and people of color run for office makes me more interested in elections 2. Voting is necessary to make our voices heard 3. Issues around LGBTQ equality and rights influence how motivated I feel to vote 4. Candidates' stance on issues around LGBTQ equality and rights influence who I vote for 5. If we are all engaged and active, we can really change our country for the better

Darker colors indicate “strongly agree,” lighter colors indicate “total agree”

LGBTQ women are most likely to agree with statements around voting as a way to make their voices heard. This is a top value for LGBTQ women across age, race, and education level. They are also focused on engaging in politics to change our country, candidates focusing on LGBTQ issues, and the importance of a diverse cohort running for office. It is more powerful to say that *a candidate's stance* on LGBTQ issues is important, rather than just *issues around LGBTQ equality*. LGBTQ women respond more intensely to *Trump* than the *2016 election*.

Now you will see a series of statements around being politically engaged and active. For each, please indicate if you agree or disagree

LGBTQ Women



Darker colors indicate “strongly agree,” lighter colors indicate “total agree”

% Strongly Agree Shown Above

* Split sampled

In focus groups, we explored views on the issues facing the community, who is on our side, and attitudes about LGBTQ women in particular. There was a lot of discussion around identity and intersectionality.

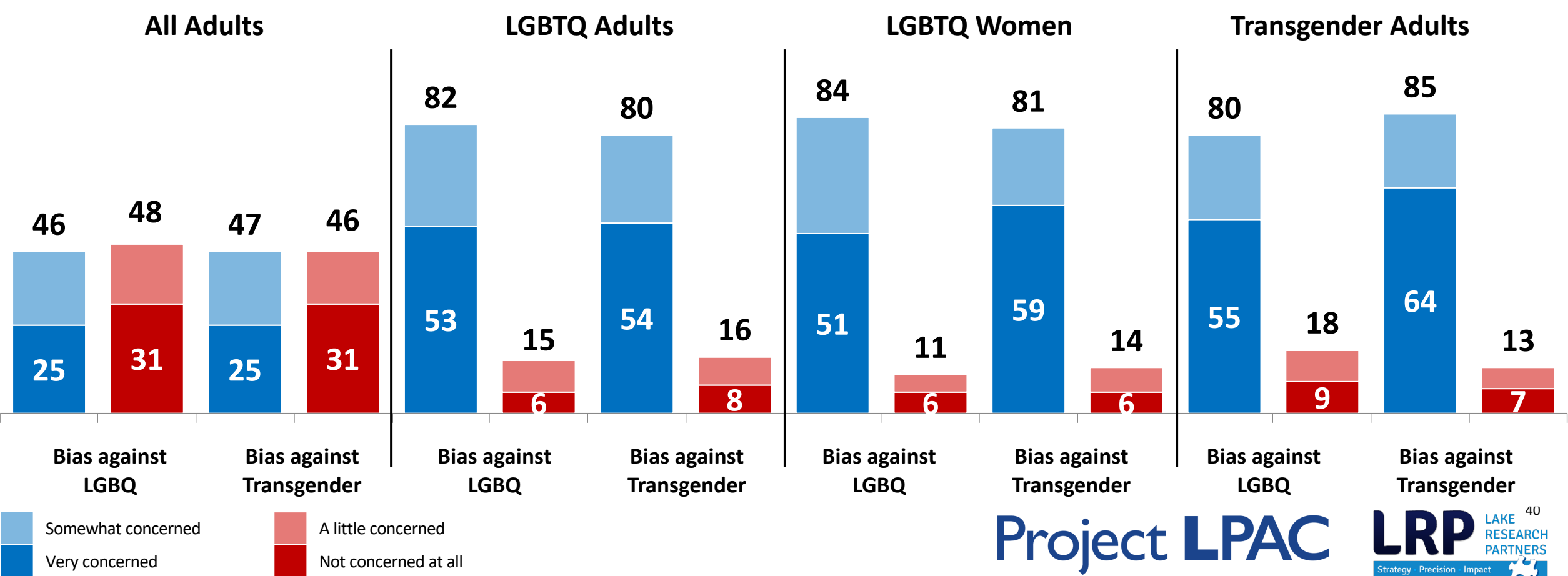
Who is on your side?	Have the issues facing the LGBTQ community changed?	Are LGBTQ issues worse for LGBTQ women?
<p>"AOC." – Politically Active LGBTQ Voter, Chicago</p> <p>"Bernie Sanders, I think he walks the f***** walk." – Politically Active LGBTQ Voter, Chicago</p>	<p>"I really haven't seen a genuine change it's more show than anything or a trendy subject to jump on." – POC Transgender Woman or Non-binary Person, Online</p>	<p>"I feel that people of color such as myself often have a rough time just for being a person of color so adding the fact of LGBTQ just heightens it at times." – POC Transgender Woman or Non-binary Person, Online</p>
<p>"My mom, my sister who is also gay, my little brother who is now, he took care of us, and God, and people try to separate us a lot from God, I know God for myself, I have a personal relationship with him, I don't feel any less love or accepted because of being gay. I feel protected." – Less Politically Active LGBTQ Voter, Philadelphia</p>	<p>"Ever since I came out I have noticed things change in my community, from making restrooms better for those who didn't label themselves either as man or woman, being able to have gay marriages, making it possible for those who do not want to label themselves as man or woman on their birth certificate to have the ability to change it and be able to have a third option." – POC Transgender Woman or Non-binary Person, Online</p>	<p>"Representation in the media, it's like focused on gay men and kind of gay women aren't as big a topic..." – Less Politically Active LGBTQ Voter, Philadelphia</p>
<p>"Planned Parenthood for sure." – Politically Active LGBTQ Voter, Chicago</p>		
<p>"Some politicians are.. with a push from people doing the work on the floor...'we are not from the left or the right, we are from the bottom coming for the top.'" – POC Transgender Woman or Non-Binary Person, Online</p>	<p>"I think they've changed and gotten better in the bigger cities, but I still think the smaller ones it's still where it was is how I feel." – Politically Active LGBTQ Voter, Chicago</p>	<p>"I'm only speaking gay men versus lesbians, but transgender women I feel like their fight is a whole different one on another level than any of ours." – Less Politically Active LGBTQ Voter, Philadelphia</p>



Perceptions of Discrimination and Inequality

Adults overall are split in their concern about bias against LGBTQ people and transgender people in the United States, with nearly a third who say they are not concerned at all and a quarter who say they are very concerned. Among LGBTQ and transgender adults, a solid majority are very concerned. Transgender adults are more likely to say they are concerned about bias against transgender people, with nearly two-thirds who are very concerned.

How concerned are you about bias against gay, lesbian, bisexual, and queer people in the United States? And how concerned are you about bias against transgender people in the United States?



Concern around bias against LGBTQ people in the United States is driven by partisanship, age, education level, region of the country, gender, and race. Attitudes are also driven by marital status, 2016 vote, and urbanicity.

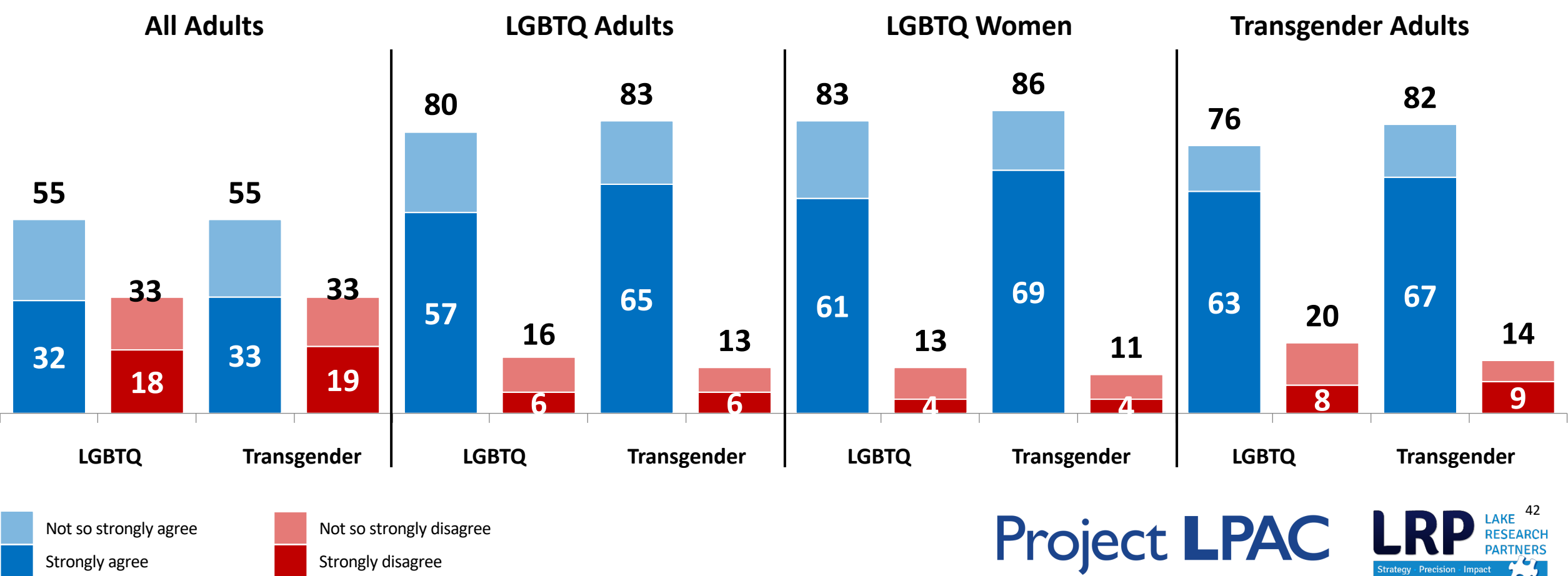
How concerned are you about bias against gay, lesbian, bisexual, and queer people in the United States? And how concerned are you about bias against transgender people in the United States? [Combined data for LGBTQ and Transgender shown below]

All Adults	LGBTQ Adults	LGBTQ Women	Transgender Adults
<p>Most likely to be very concerned about both (42% overall):</p> <ul style="list-style-type: none">• Democrats (61%)• Age 30-39 (59%)• Graduate degree or higher (55%)• Black adults (53%)• Urban (51%)• College educated under 50 (49%)• Northeast region (49%)	<p>Most likely to be very concerned about both (76% overall):</p> <ul style="list-style-type: none">• LGBTQ Democrats (83%)• Married LGBTQ (82%)• College LGBTQ (81%)	<p>Most likely to be very concerned about both (78% overall)</p> <ul style="list-style-type: none">• Lesbian women (87%)• LGBTQ Clinton 2016 voters (86%)	<p>Most likely to be very concerned about both (79% overall)</p> <ul style="list-style-type: none">• Transgender Democrats under 50^ (93%)• Transgender Democrats^ (91%)• Transgender Clinton 2016 voters^ (89%)

^note N size smaller than 75 cases

A majority of adults overall agree that LGBTQ and transgender people are under attack or threatened today, though levels of agreement from the LGBTQ and transgender community is much higher. LGBTQ adults and LGBTQ women are slightly more likely to strongly agree that transgender people are under attack. Transgender adults and LGBTQ women are also slightly more likely to believe that transgender people are under attack.

Do you agree or disagree that LGBTQ people today are under attack or threatened? And do you agree or disagree that transgender people today are under attack or threatened?



Attitudes on agreement around LGBTQ and transgender people being under attack or threatened today are driven by a variety of demographic factors. Across LGBTQ status, Democrats show up as one of the groups most likely to agree. College education, gender, age, and region of the country are also attitudinal drivers.

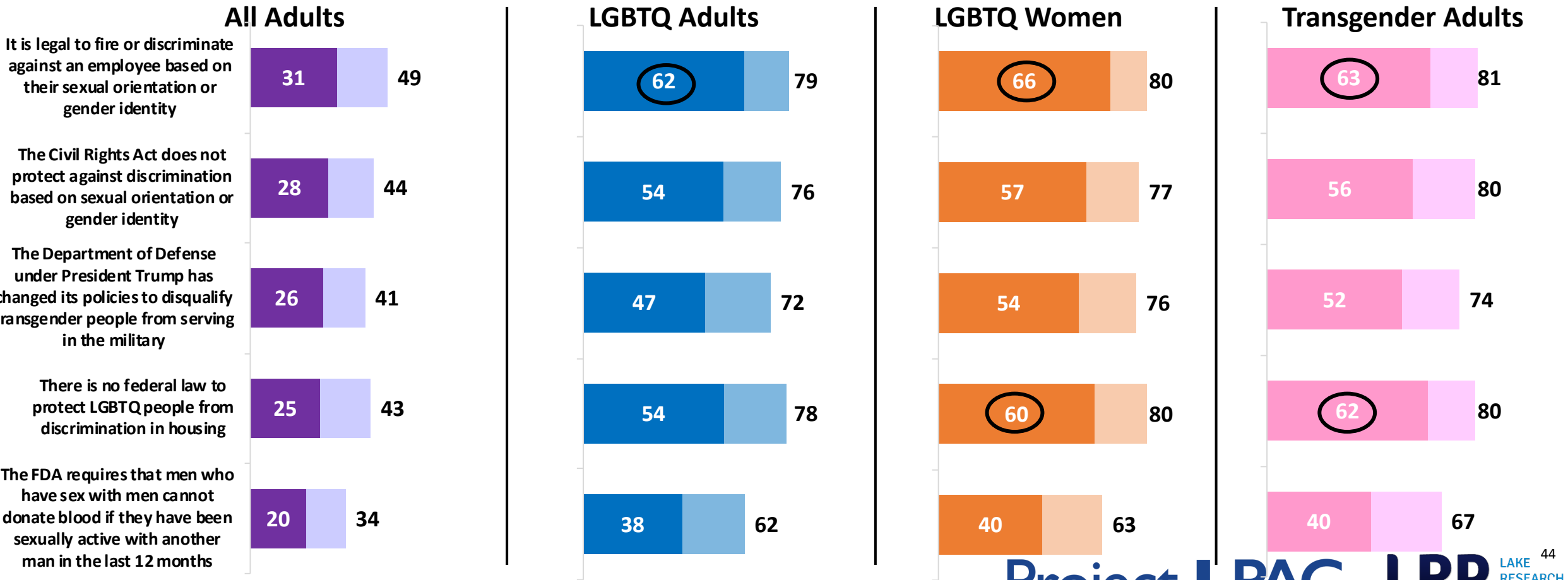
Do you agree or disagree that LGBTQ people today are under attack or threatened? And do you agree or disagree that transgender people today are under attack or threatened? [Combined data for LGBTQ and Transgender shown below]

All Adults	LGBTQ Adults	LGBTQ Women	Transgender Adults
Most likely to agree with both (51% overall): <ul style="list-style-type: none">Democratic women (75%)Democrats 50+ (74%)Northeast women (70%)Black adults (64%)	Most likely to agree with both (77% overall): <ul style="list-style-type: none">LGBTQ 65+ (85%)College LGBTQ under 50 (84%)LGBTQ Democrats (84%)LGBTQ adults in the West (84%)	Most likely to agree with both (80% overall): <ul style="list-style-type: none">LGBTQ women in the West (89%)Democratic LGBTQ women (88%)Lesbian women (87%)	Most likely to agree with both (74% overall): <ul style="list-style-type: none">College transgender adults^ (81%)Transgender adults in the South^ (81%)

^note N size smaller than 75 cases

LGBTQ and transgender adults are significantly more motivated by each of these facts than adults overall, though a plurality of adults overall are motivated by the legality of discrimination towards LGBTQ people. Furthermore, LGBTQ and transgender adults express similar levels of motivation, and their top motivators are also the lack of protections from discrimination in employment and housing.

Here are some facts about government programs or laws that are not applied equally to LGBTQ people, or exclude certain LGBTQ people in policy. For each, please mark how motivated to get involved politically you feel because of each program or law not being applied equally to LGBTQ people.

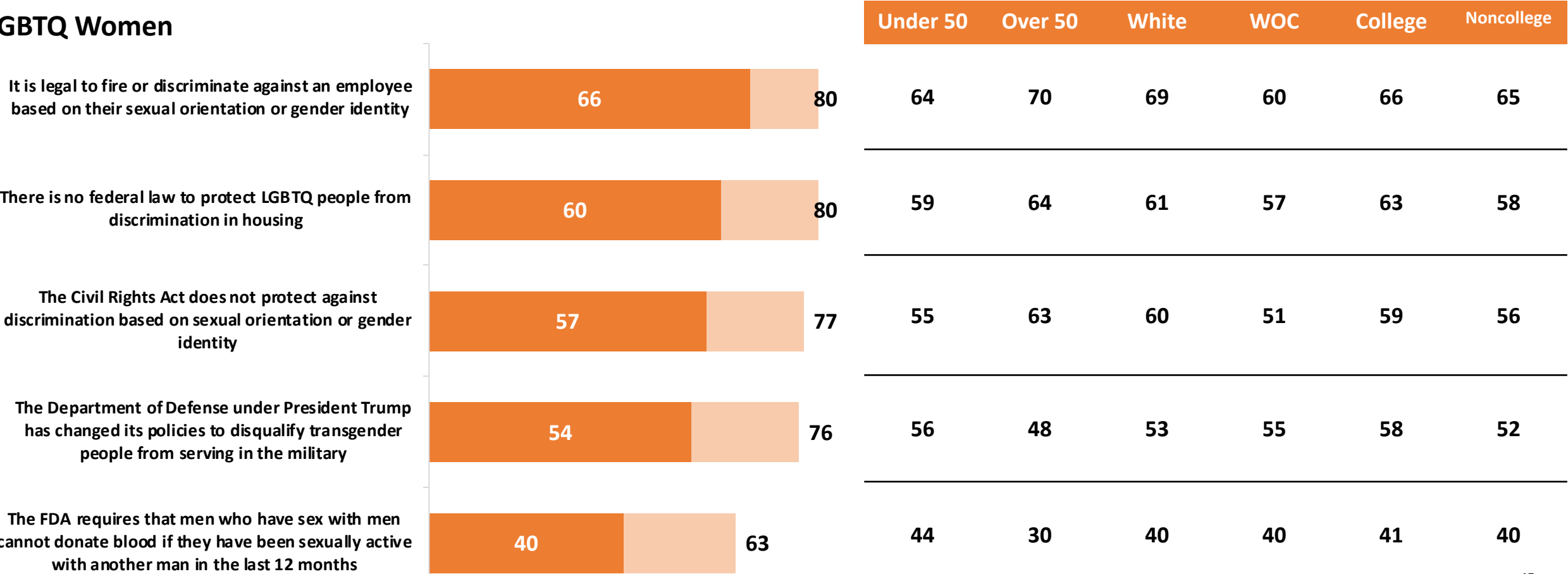


Darker colors indicate “very motivated,” lighter colors indicate “total motivated”

LGBTQ women are most motivated by discrimination in employment, followed by housing, in the Civil Rights Act, and the military. Workplace discrimination is particularly motivating for over 50, white, and noncollege LGBTQ women. LGBTQ Women of color and college women are equally motivated by workplace and housing discrimination. The FDA provision is less intense in all groups.

Now you will see a series of statements around being politically engaged and active. For each, please indicate if you agree or disagree

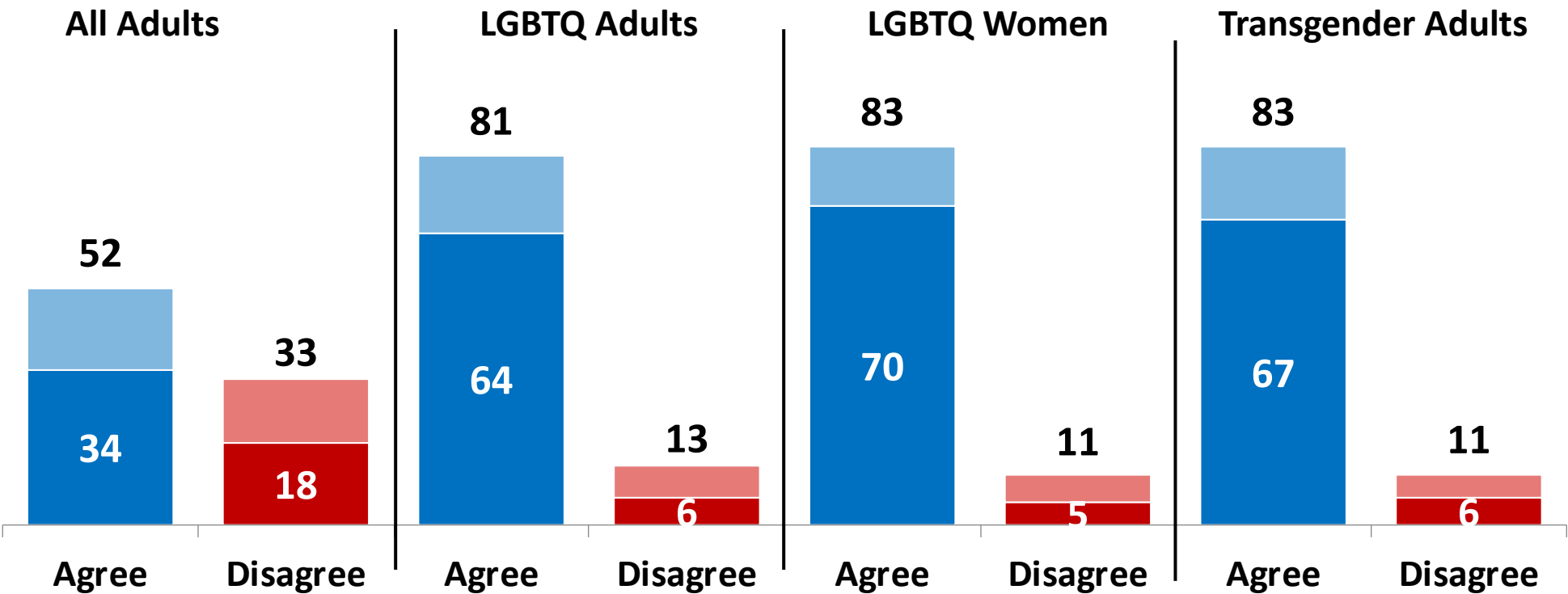
LGBTQ Women



Darker colors indicate “very motivated,” lighter colors indicate “total motivated”

About half of adults overall agree that women are underrepresented in government, particularly LGBTQ women, while agreement is much higher for LGBTQ and transgender adults. LGBTQ women are slightly more likely to strongly agree.

Please indicate if you agree or disagree with the following statement: Women are very underrepresented in government, and LGBTQ women in particular are disproportionately underrepresented.



LGBTQ women are the most likely to strongly agree that LGBTQ women are particularly underrepresented in government. Democrats, likely voters, college educated adults, and Northeast LGBTQ women drive this attitude.

Please indicate if you agree or disagree with the following statement: Women are very underrepresented in government, and LGBTQ women in particular are disproportionately underrepresented.

All Adults	LGBTQ Adults	LGBTQ Women	Transgender Adults
Most likely to strongly agree (34% overall): <ul style="list-style-type: none">• Democrats (54%)• Northeast women (49%)• Graduate degree or higher (44%)• Age 30-39 (43%)• College women (41%)• College educated under 50 (41%)	Most likely to strongly agree (64% overall): <ul style="list-style-type: none">• LGBTQ Clinton 2016 voters (77%)• LGBTQ Democrats (74%)• College LGBTQ under 50 (73%)• Married LGBTQ adults (71%)• Graduate degree or higher (70%)• LGBTQ Likely voters (70%)	Most likely to strongly agree (70% overall): <ul style="list-style-type: none">• LGBTQ women Clinton 2016 voters (83%)• Democratic LGBTQ women (81%)• Lesbian women (78%)• LGBTQ women likely to vote (78%)	Most likely to strongly agree (67% overall): <ul style="list-style-type: none">• Transgender Clinton 2016 voters^ (85%)• Transgender with household income above \$50k^ (79%)• White transgender (77%)

^note N size smaller than 75 cases

Similar to quantitative findings, LGBTQ participants in the focus groups did agree that LGBTQ women are underrepresented, many of whom chalk this up to sexism.

Some people have said there is a gap in involvement and representation of LGBTQ women. How does that strike you?

*"It's a lot about **privilege**, but to be honest **when I think of Congress people senators that are Queer, they're all women.**" – White Transgender Woman or Non-binary Person, Online*

*"People know they will be **targets**. That's hard." – White Transgender Woman or Non-binary Person, Online*

*"Because **men are always considered first** (cis white men specifically), so we most often see gay white men represented before we see gay white women, and further down you'll see POC LGBTQIA+ people and much further down trans people." – White Transgender Woman or Non-binary Person, Online*

*"I think **gender is a construct but for female-presenting people, there is a grave amount of discrimination** so it does not surprise me. I think it happens because our society is built on these things." – White Transgender Woman or Non-binary Person, Online*

*"I mean, I think **straight up sexism**. The gay community has much more attention than even the lesbian community." – White Transgender Woman or Non-binary Person, Online*

*"The **fewer resources you have, the less time you have to spread your message** and make your voice heard, until you have nothing left to lose." – White Transgender Woman or Non-binary Person, Online*

*"I do agree. There are more services um, for LGBTQ men than women, especially like um, if you're young you get more services, **but if you're a female you can't get the things such as housing and security** that you need, you know, so I definitely see the difference there." – Politically Active LGBTQ Voter, Chicago*

*"They **ignore your sexuality, they care very deeply about your gender** because, you know, women, transwomen of color are at the bottom, just like women of color are at the bottom in regular society. And then you just take it, and we drag sexuality into the same structure." – Politically Active LGBTQ Voter, Chicago*

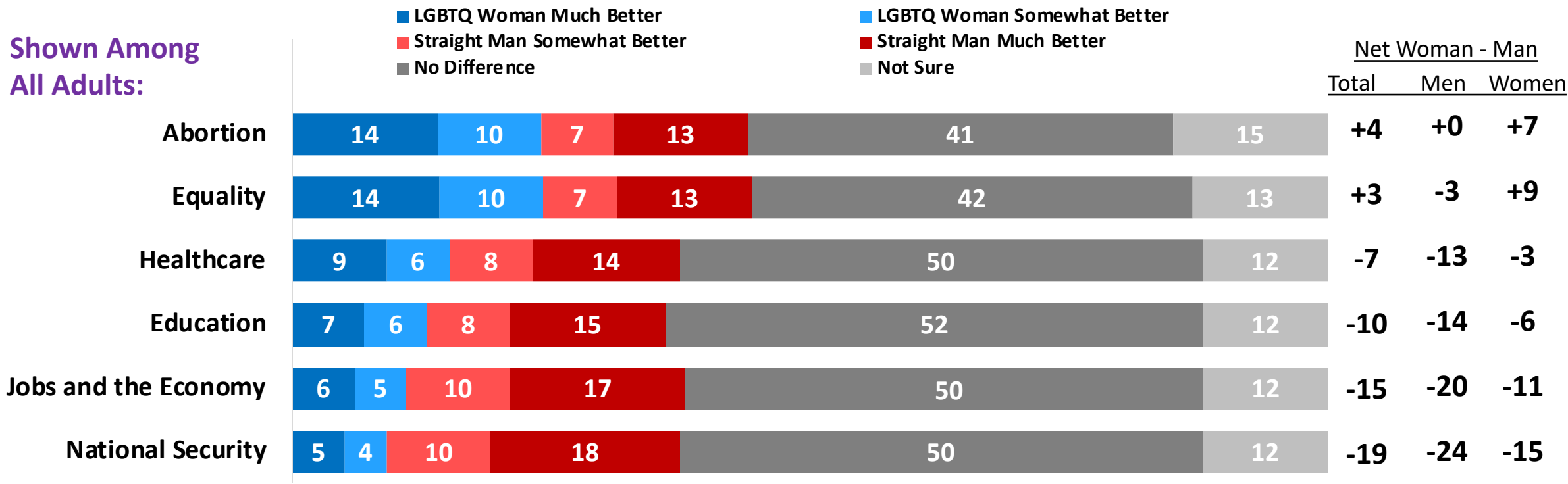


LGBTQ Leaders

Adults overall tend to believe that it makes no difference what type of elected official addresses issues. They are slightly more likely to believe that LGBTQ women are better at handling abortion and equality, while they are more likely to believe that straight men are better at handing national security, jobs and the economy, education, and healthcare. The advantages on education and healthcare are different than what we usually see in male/female candidate comparisons, possibly because LGBTQ status was brought in.

Now you will see some issues being addressed by elected officials. For each, please indicate whether you think a straight man candidate or a LGBTQ woman candidate would do a better job with this issue or does it make no difference.

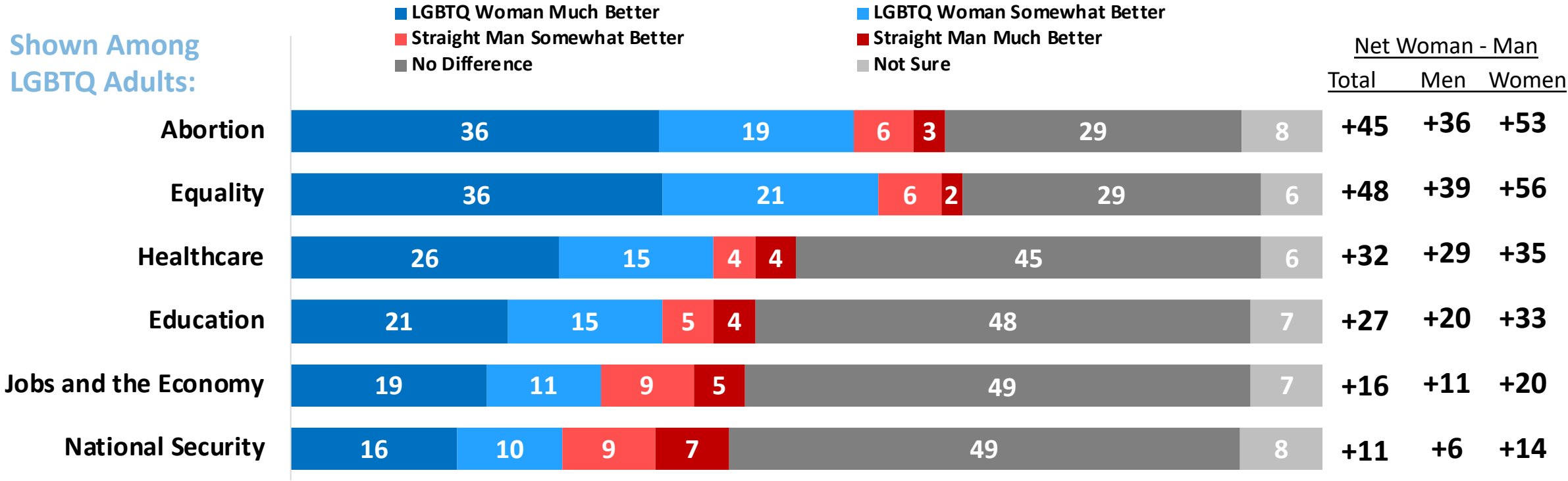
Shown Among
All Adults:



LGBTQ adults are more likely than adults overall to say that LGBTQ women are better at handling all the issues, and significantly less likely to say straight men are better. A majority of LGBTQ adults believe LGBTQ women are better at handling the issues of equality and abortion, while many also say healthcare. They tend to say it makes no difference on education, jobs and the economy, and national security. For all issues, LGBTQ adults give an LGBTQ woman a net positive rating over a straight man.

Now you will see some issues being addressed by elected officials. For each, please indicate whether you think a straight man candidate or a LGBTQ woman candidate would do a better job with this issue or does it make no difference.

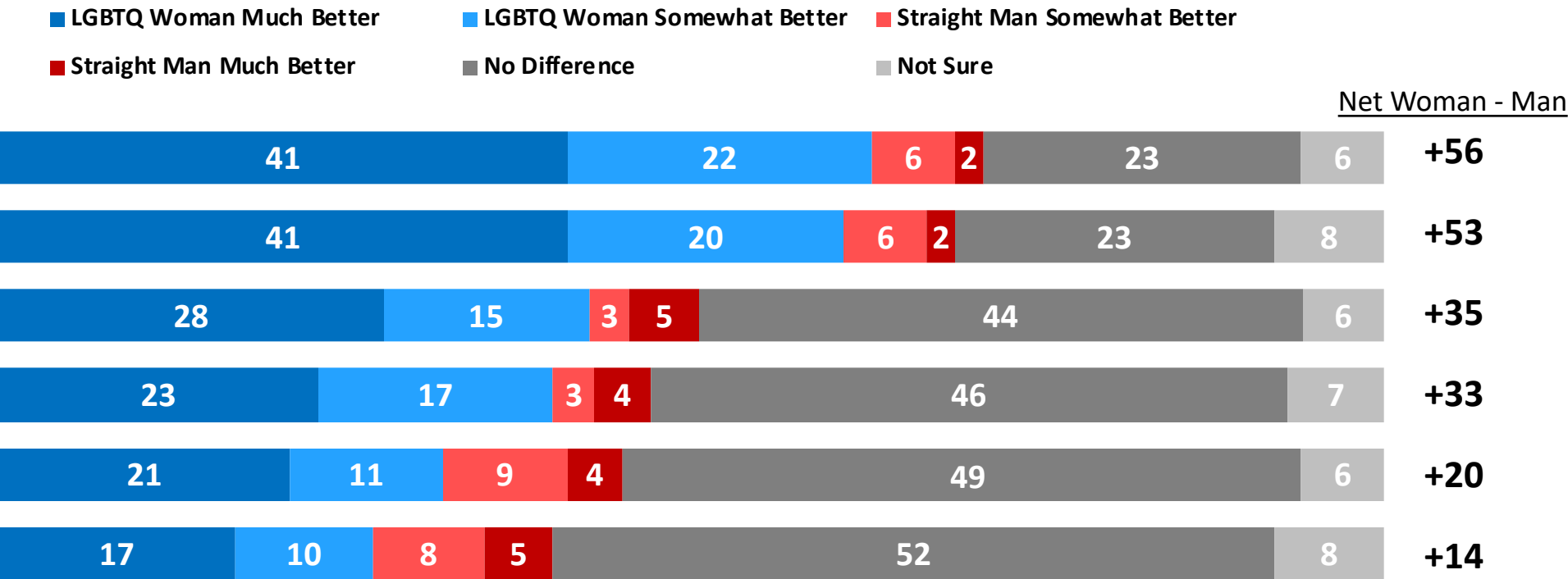
Shown Among
LGBTQ Adults:



LGBTQ women are slightly more likely than LGBTQ adults overall to say that an LGBTQ woman is better at handling each of these issues. A majority say that LGBTQ women are better at handling equality and abortion, and many say healthcare. They tend to say it makes no difference who leads on national security, jobs and the economy, and education. For all issues, LGBTQ women give an LGBTQ woman a net positive rating over a straight man.

Now you will see some issues being addressed by elected officials. For each, please indicate whether you think a straight man candidate or a LGBTQ woman candidate would do a better job with this issue or does it make no difference.

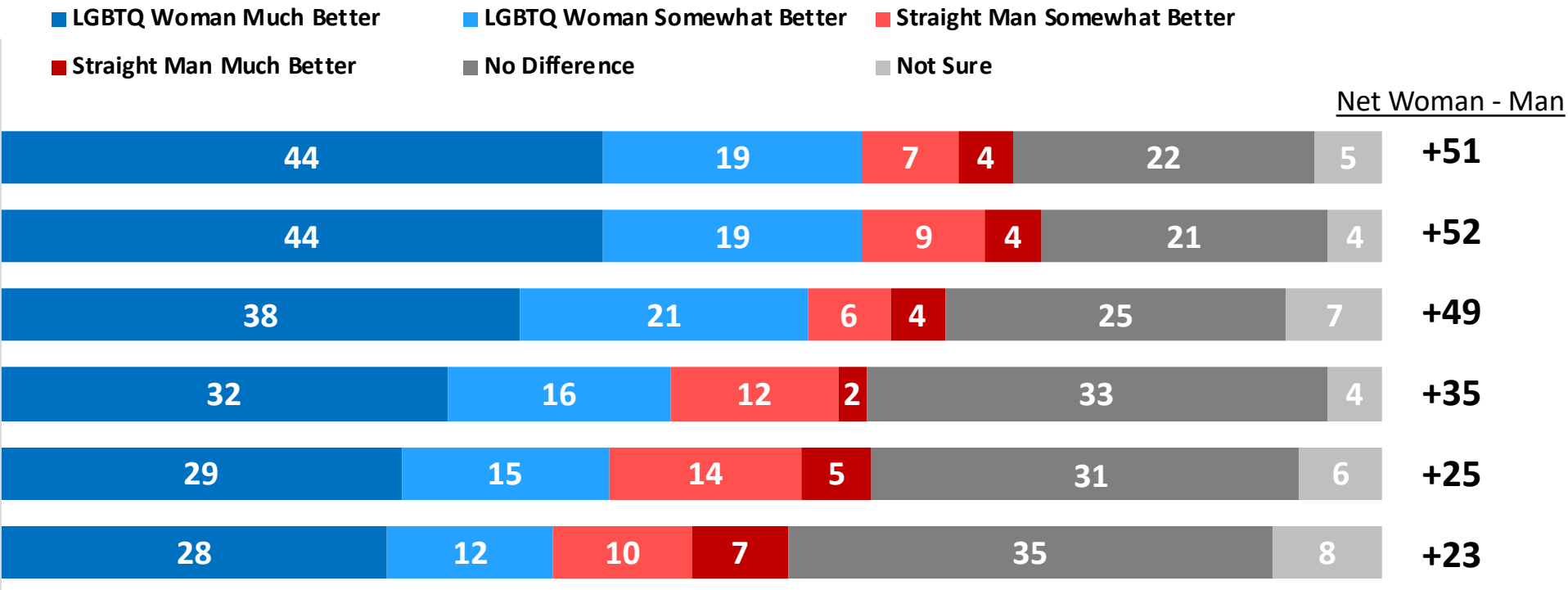
Shown Among
LGBTQ Women:



Transgender adults say that an LGBTQ woman would lead better on all issues. They feel most intensely about equality and abortion, followed by healthcare. On each issue, they give an LGBTQ woman a net positive over a straight man by a large margin.

Now you will see some issues being addressed by elected officials. For each, please indicate whether you think a straight man candidate or a LGBTQ woman candidate would do a better job with this issue or does it make no difference.

Shown Among
Transgender Adults:



In focus groups, participants talked about how the current political climate is discouraging for women to involve themselves in politics, and how it is difficult to feel represented as an LGBTQ+ person in these political circumstances.

Do you feel represented?	Do you think there is a gap in political involvement and representation of LGBTQ women?
<p><i>“This political climate, it’s like if anything you’re trying to be sure we’re not represented if you really want us like to get real, so there’s the opposite of representation.”</i> – Less Politically Active LGBTQ Voter, Philadelphia</p>	<p><i>“People know they will be targets. That’s hard.”</i> – White Transgender Woman or Non-binary Person, Online</p>
<p><i>“Locally I think that we have a lot of representation, but then as it gets up to the top of course it’s been like isn’t the gay, lesbian and the whole thing with its not even on a website or anything. Didn’t they wipe all that off?”</i> – Politically Active LGBTQ Voter, Chicago</p>	
<p><i>“No, I see some queer representation in terms of sexuality, but I don’t see much if anything about being nonbinary.”</i> – White Transgender Woman or Non-binary Person, Online</p>	<p><i>“When white men kind of dominate everything and so in a field like politics it’s very locker roomie. You’ve got your Brett Kavanaughs and your Donald Trumps and so why would an LGBT woman want to put themselves in that environment where they’re everywhere? Like they don’t respect you or care about who you are, like putting a lot of yourself on the line for what? Like yes you may be able to make changes but that’s....”</i> – Politically Active LGBTQ Voter, Chicago</p>
<p><i>“No. It’s like I said, if somebody was going to represent me they’d have to be completely against everything about politics.”</i> – Politically Active LGBTQ Voter, Chicago</p>	

In focus groups, participants described the perfect candidate to represent them. Thematically, they want someone progressive, authentic, honest, open minded, and someone that truly cares. Diversity is a strength.

Describe the perfect candidate to represent you.

- “I would like to see an **actual member of our community** be elected.”
- “Someone **humble and wise enough to listen to the young people who are screaming** regardless of who the candidate is or where they came from.”
- “It would be lovely to have a very **progressive democratic socialist**, in terms of representation it would be **extra lovely to have a POC, LGBTQIA+ person, disabled person, etc.**”

– White Transgender Woman or Non-binary People, Online

- “Kind and considerate.”
- “Decent and honest.”
- “Open minded.”
- “Empathetic.”
- “Understanding.”
- “Tough.”
- “Hard working.”
- “Committed.”
- “Realistic.”
- “Strategic.”
- “Responsible.”
- “Maybe adaptable, because **we want change in some way. You should also want to adapt to whatever change we kind of want.**”

– Less Politically Active LGBTQ Voters, Philadelphia

- “Giving a s***.”
- “I want to know that this really how you feel and **you're not just playing the political game** because that feels insulting.”
- “Advanced law degree like someone who actually is a **law and order candidate who actually wants to enforce laws**, so a law degree.”
- “I think **some part identity that is a minority whether it's race, sexuality, gender.**”
- “Empathetic.”

– Politically Active LGBTQ Voters, Chicago

- “**Their actions match their words.** Their actions are matching their words. Because you can say you’re pro all these things and then your voting record shows that you can say something to the exact opposite.”
- “**Humble.**”
- “**Anti-racist.**”
- “**Reformer.**”
- “Educated, but not fake educated like **they didn’t buy their way into the school** they went to.”
- “I would prefer somebody who **wasn’t the born into money.** I mean if you’ve made a couple of dollars in your life, that’s fine.”

– Politically Active LGBTQ Voters, Chicago

- “Sense of humor.”
- “Empathetic.”
- “Grounded.”
- “Authentic.”
- “Smart.”
- “Emotionally regulated.”
- “Diplomatic.”
- “Accepting.”
- “Open minded.”
- “I’d say strategic, the ability to put like things into action and not like talk about what he wants to do.”

--LGBTQ People of Color, Philadelphia

Adults overall think it is not important to elect more LGBTQ people to federal office. LGBTQ adults overall and LGBTQ women believe it is important at similar rates. Transgender adults are even more likely than LGBTQ adults overall to say it is important, and react with more intensity than LGBTQ adults overall.

How important is it to you personally to elect more LGBTQ people to the following public offices?

Federal Office

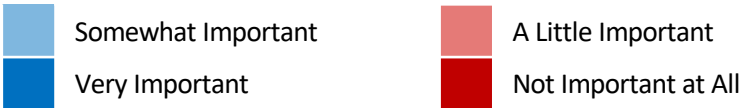
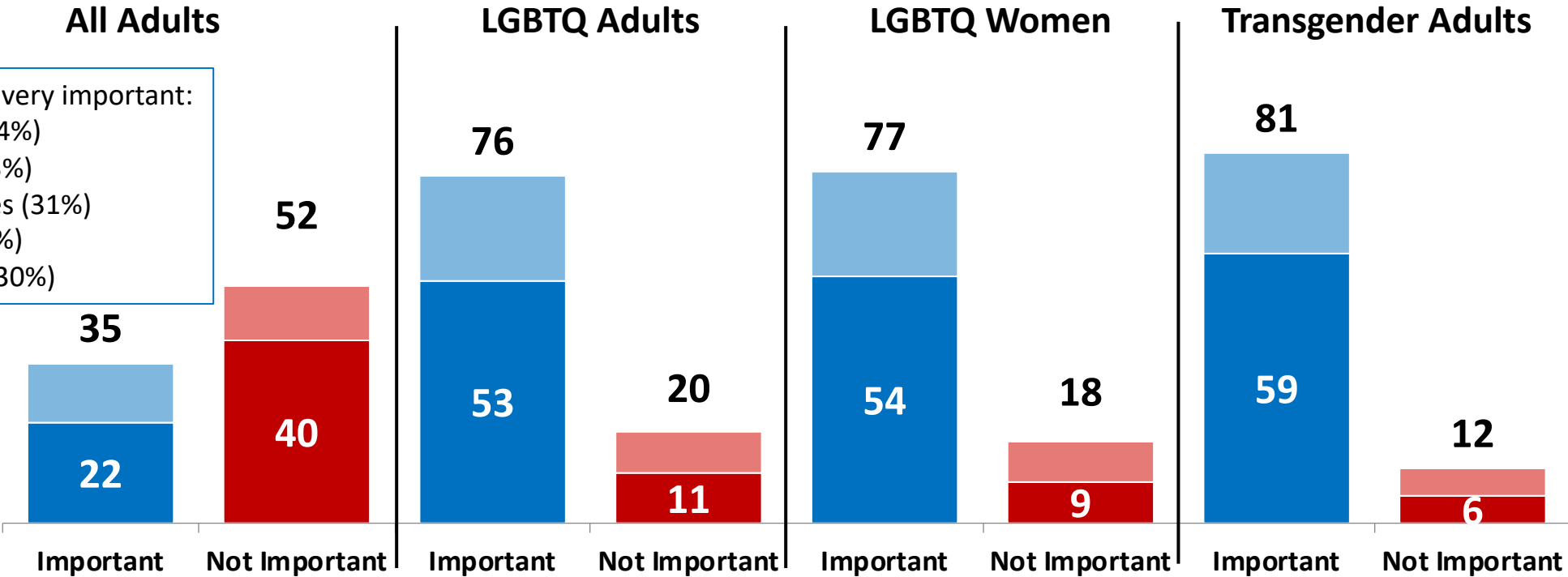
All Adults

LGBTQ Adults

LGBTQ Women

Transgender Adults

- Most likely to say very important:
- Democrats (34%)
 - Age 30-39 (33%)
 - Post-graduates (31%)
 - Under 30 (30%)
 - Black adults (30%)



Similarly, for state office, adults overall say it isn't important, while LGBTQ and transgender adults say it is. Transgender adults respond with slightly more intensity. Among adults overall, those with higher education, younger adults, Democrats, and Black adults are most likely to say it is very important.

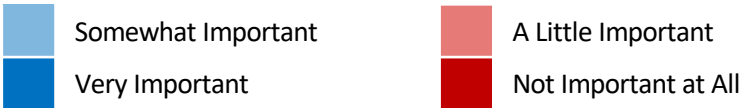
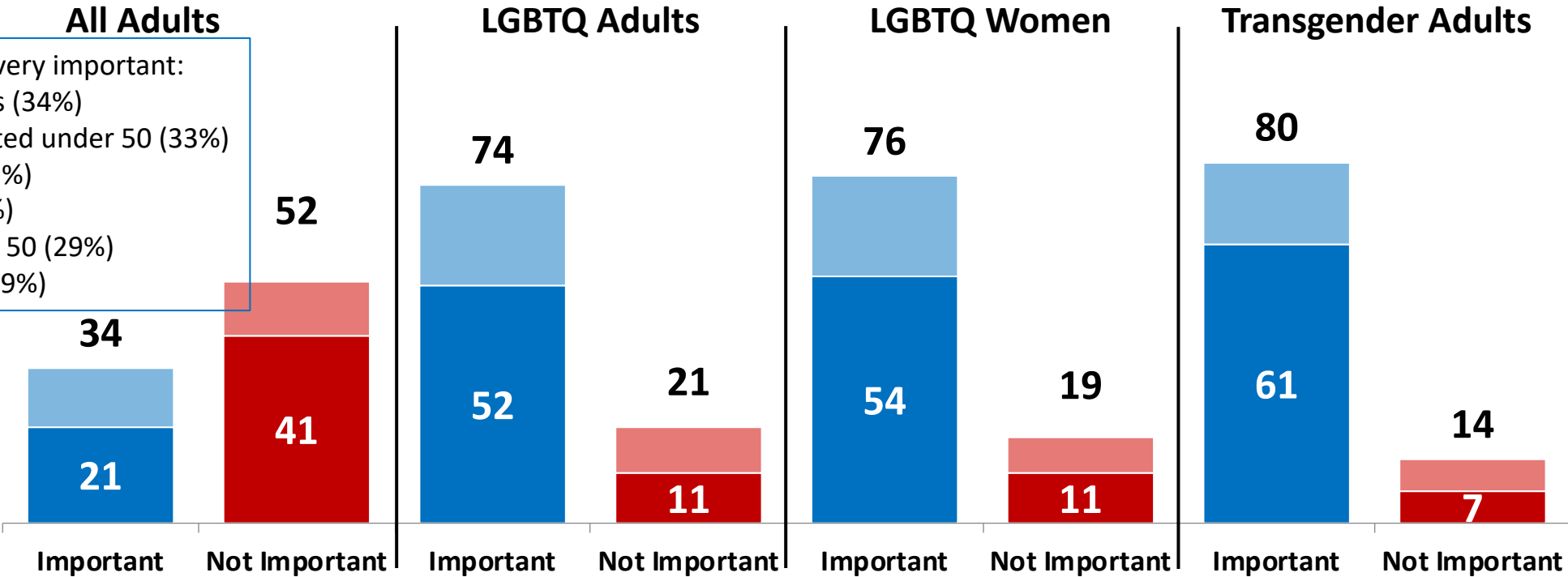
How important is it to you personally to elect more LGBTQ people to the following public offices?

State Office

All Adults

Most likely to say very important:

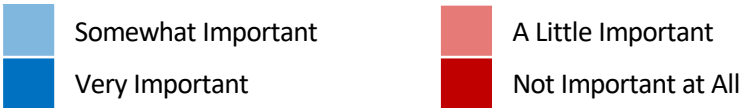
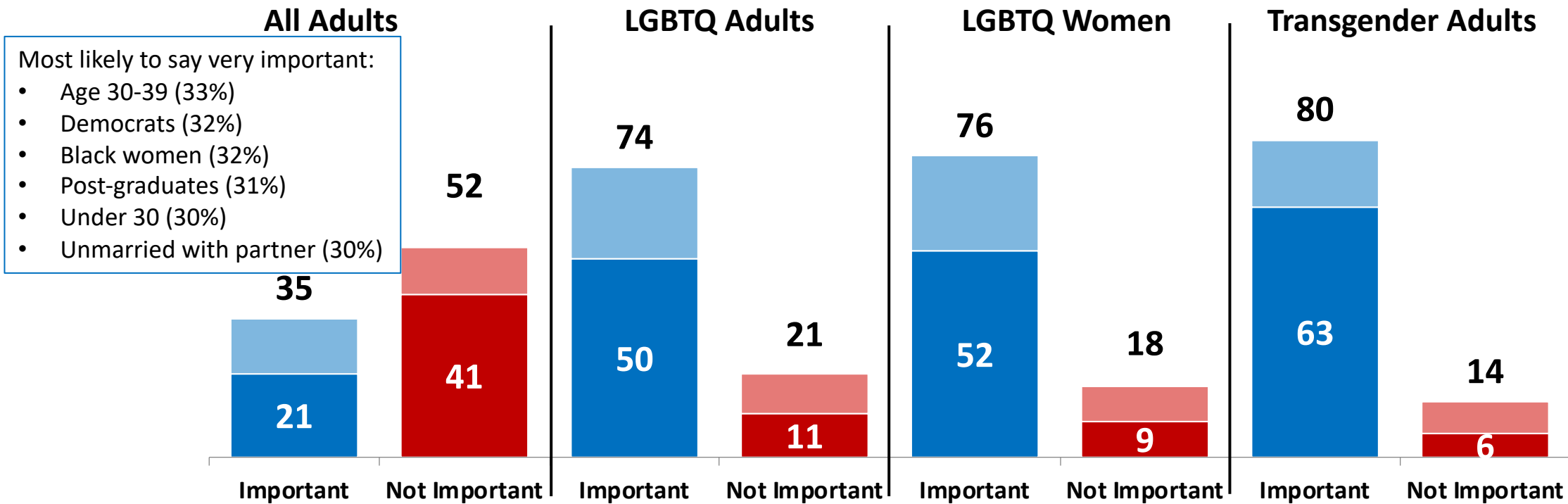
- Post-graduates (34%)
- College educated under 50 (33%)
- Democrats (33%)
- Under 40 (32%)
- Women under 50 (29%)
- Black adults (29%)



This pattern holds for local office as well. Among adults overall, Democrats, Black women, post-graduates, those under 40, and those who are unmarried with a partner are most likely to say it is very important.

How important is it to you personally to elect more LGBTQ people to the following public offices?

Local Office



Adults overall think it is net not important to elect lesbian, gay, bisexual, and queer women while LGBTQ and transgender adults think these are important by a wide margin. Transgender adults, followed by LGBTQ women, are most likely to think it is very important to elect lesbian, gay, bisexual, and queer women to office.

How important is it to you personally to elect more of the following groups of people to public office?

Lesbian, gay, bisexual, and queer women

All Adults

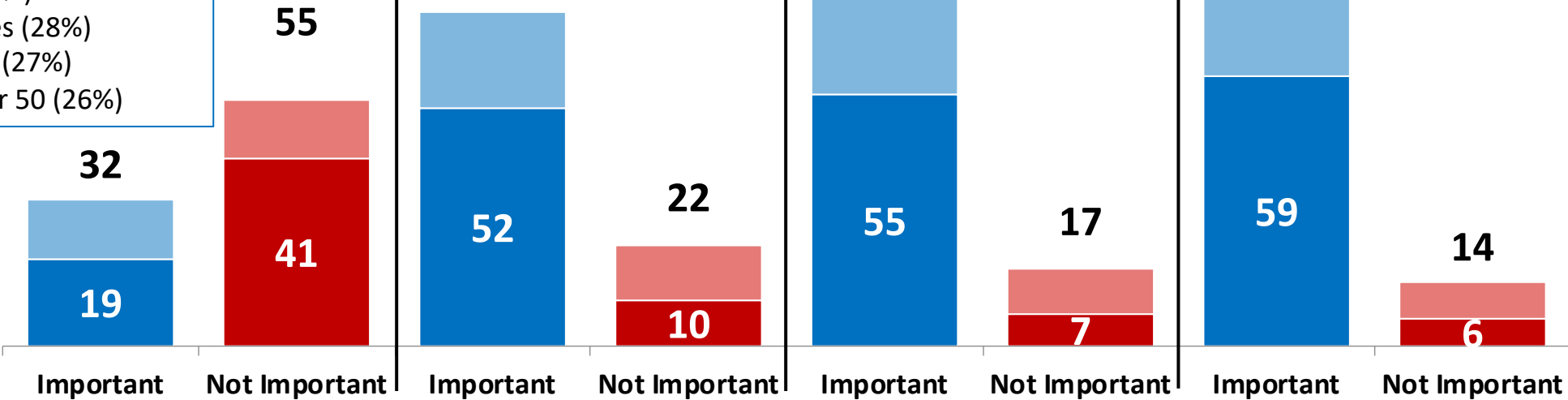
LGBTQ Adults

LGBTQ Women

Transgender Adults

Most likely to say very important:

- Democrats (30%)
- Age 30-39 (29%)
- Post-graduates (28%)
- Black women (27%)
- Women under 50 (26%)



Somewhat Important
Very Important

A Little Important
Not Important at All

There is some drop off in enthusiasm for electing gender non-conforming people, though a solid majority of transgender adults find it very important and a plurality of LGBTQ women and adults believe it is very important. A plurality of adults overall say it is not important at all.

How important is it to you personally to elect more of the following groups of people to public office?

Gender non-conforming people

All Adults

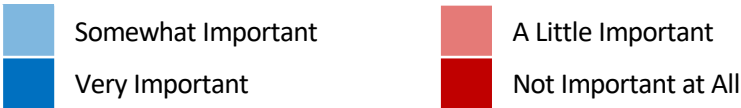
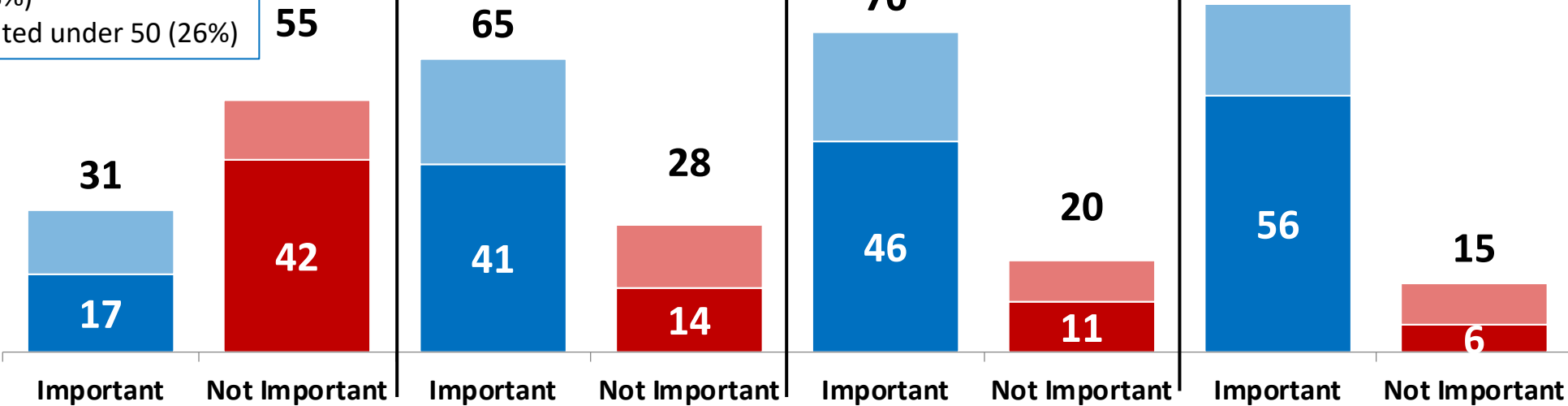
LGBTQ Adults

LGBTQ Women

Transgender Adults

Most likely to say very important:

- Democratic women (29%)
- Age 30-39 (28%)
- College educated under 50 (26%)



Transgender adults are the most likely to say it is very important to elect transgender women to public office, followed by LGBTQ women. Adults overall hold steady in their belief that it is not important at all.

How important is it to you personally to elect more of the following groups of people to public office?

Transgender women

All Adults

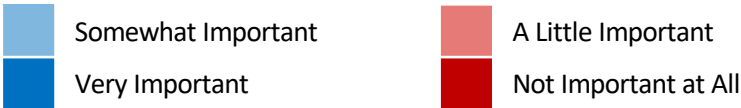
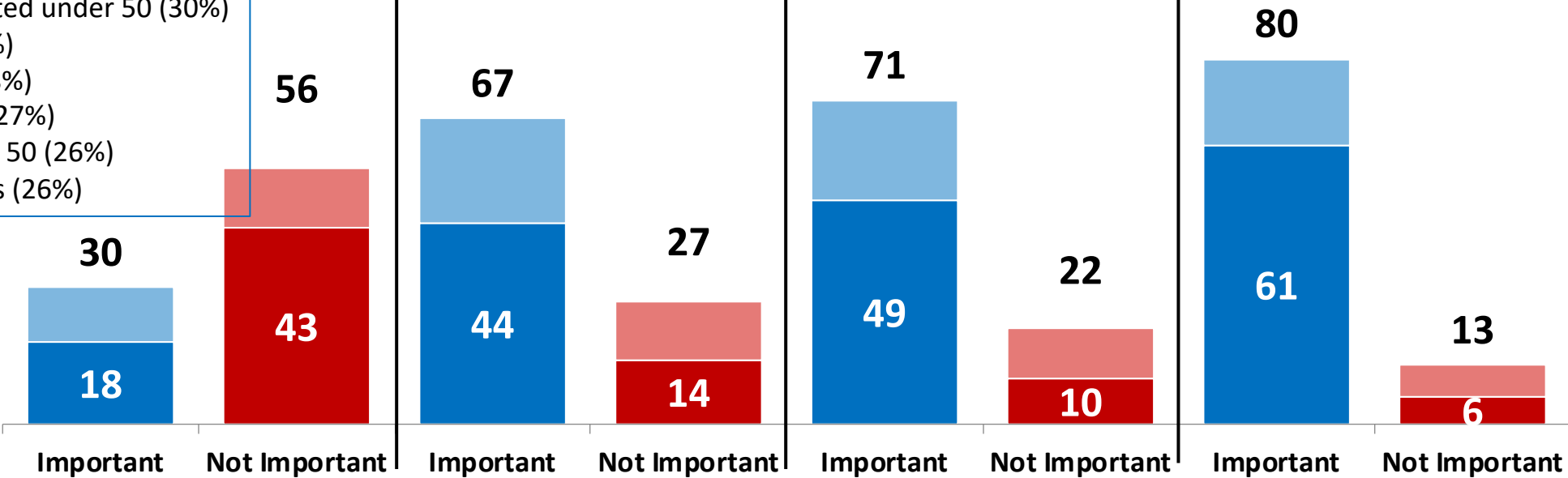
LGBTQ Adults

LGBTQ Women

Transgender Adults

Most likely to say very important:

- College educated under 50 (30%)
- Under 40 (29%)
- Democrats (28%)
- Latinx adults (27%)
- Women under 50 (26%)
- Post-graduates (26%)



Focus group participants want to see action that lines up with their beliefs from elected officials. Participants say they can tell who represents them through an elected officials' voting record, the issues they focus on and the people they support, and their willingness to be wrong and correct their errors.

How can you tell that an elected official represents you?

- | | | | |
|---|---|--|---|
| <ul style="list-style-type: none"> • <i>"They are on the forefront of issues affecting you."</i> – White Transgender Woman or Non-binary Person, Online • <i>"Yeah, their voting and publicly stated opinions."</i> – White Transgender Woman or Non-binary Person, Online • <i>"Their voting and action records, what they say in the media and their own personal identities."</i> – White Transgender Woman or Non-binary Person, Online • <i>"Voting and public support of marginalized peoples"</i> – White Transgender Woman or Non-binary Person, Online • <i>"If someone is privileged and wants to help me out. That's fine with me. You have to prove you know what's up."</i> – White Transgender Woman or Non-binary Person, Online | <ul style="list-style-type: none"> • <i>"I also would like to see someone who can look at past mistakes they have made (having voted the wrong way on an issue that society later got smarter about) and to be able to acknowledge and apologize for these things in earnest."</i> – White Transgender Woman or Non-binary Person, Online • <i>"I hear, well I hear about someone who is humble and willing to admit when they're wrong instead of actually entering the dialogue and not just bear down and not hear. Like I want someone that can change their mind. So like track record yes, and like did they have an experience where they like cost them to vote differently or think differently."</i> – Politically Active LGBTQ Voter, Chicago | <ul style="list-style-type: none"> • <i>"I mean most of them don't really do nothing, I mean but when you look at it, the big picture is about, like mostly for charity, like donating money... I don't really see the bigger representation of us." – Less Politically Active LGBTQ Voter, Philadelphia</i> • <i>"I feel like we'll know when we see it because I haven't seen that yet, so I honestly don't know what it would look like. But when we, when it actually happens then we'll know okay we're starting to feel, we're starting to feel represented." – Less Politically Active LGBTQ Voter, Philadelphia</i> | <ul style="list-style-type: none"> • <i>"For me it's like it's not even what they say, what I want them to say, it's what I want them to do. You know, because you can talk a great game and do absolutely nothing, you talk a big game to get votes and then once you got the votes it's like, we don't need you anymore." – Less Politically Active LGBTQ Voter, Philadelphia</i> • <i>"It's trendy to sound inclusive, but then when they get into office they don't do anything, yeah, it's like what you said like with the noise, like getting passed that and not listening to what they say, listen to what they're, see what they do."</i> – Less Politically Active LGBTQ Voter, Philadelphia |
|---|---|--|---|



Candidate Profiles

We tested two fictional LGBTQ candidates running for office. Below is the full text of their profiles.

[RONDA SMITH] Ronda Smith is a current State Senator and was a candidate for Governor in a swing state who just narrowly lost her race. Prior to running for Governor, she had served in the state Legislature for ten years and was chair of the Budget and Joint Economic Committee. In her volunteer time she often focused on mobilizing people to turnout to vote because she worries about the fate of our democracy if everyone's voice is not being heard. In addition to inspiring people to vote, she also volunteers at her local Boys and Girls Club.

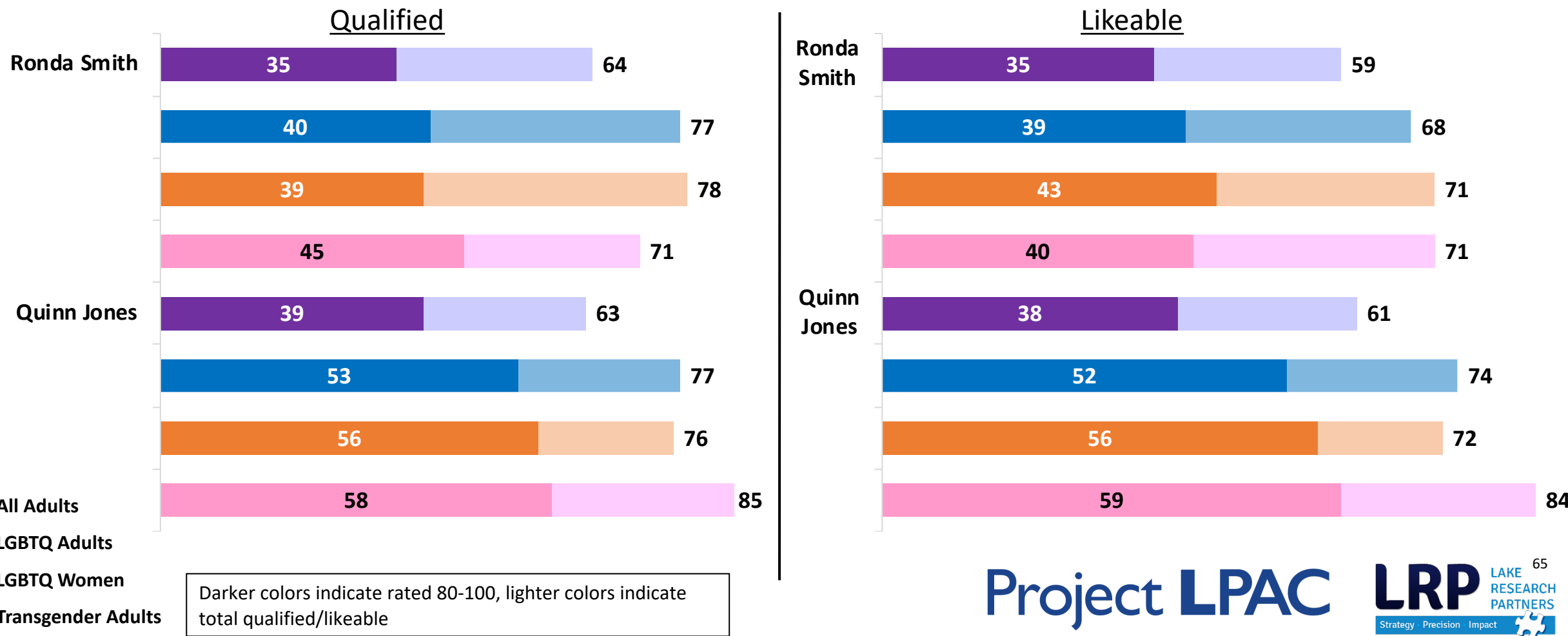
Smith is married to a woman and has two children in college. Smith's family is often present at events, but Smith has not focused on LGBTQ rights. She focuses on economic stability for working-class families, creating good paying jobs, increasing funding for new small businesses, and improving education funding for all schools in the state.

[QUINN JONES] Quinn Jones is a first-time candidate running for City Council in their district. They are known for working hard to help their constituents. They came out as non-binary in high school, facing adversity from their peers and their family but graduated top of their class and moved on to work as a high-school government teacher and guidance counselor, working to ensure that students of all races, economic backgrounds, gender identities and sexual orientations have equal opportunities after and during high school.

After teaching, Jones ran for a seat on the Board of Education and has gone on to serve two-terms which they just finished. During their time on the Board, Jones worked to increase teacher pay and reduce class-size. They listened to public comments from parents who felt their children were experiencing unequal treatment by their school. Jones worked with the bipartisan school board to adopt a new requirement for local schools to ensure equal treatment for all students, started a racial competency training program for all teachers, and hired a counselor in all schools to help students access resources and services.

Both candidates have positive profiles, but have modest intensity with adults overall on being perceived as likeable and qualified. Reactions were slightly more positive for Quinn Jones than Ronda Smith, and LGBTQ and transgender adults responded significantly more positively to Quinn Jones. Transgender adults are slightly more likely to find Ronda Smith qualified than likeable. LGBTQ women favor Quinn Jones over Ronda Smith in both dimensions.

Based on everything you heard, please give this candidate a rating from 0 to 100 in the entry box below, where 100 means the candidate for office seems very [qualified/likeable] for the position and 0 means they seem not [qualified/likeable] at all and you can be anywhere in between



In focus groups, participants had some mixed reactions to the fictional candidates. Some were concerned that Quinn Jones did not have the experience to run for City Council, but highlighted that listening to people and advancing racial equality are strengths. For Ronda Smith, some felt that she did not need to make her LGBTQ status a focal point, but also brought up that some people may want to see that representation.

Quinn Jones

*"They've also gone through the rural the board of education which does a lot of similar things on a smaller scale than the city council. They do that budget, they do hiring and firing and they take care of school size. **They make a lot of decisions involving like a mini city, a school, you know.**"* – Politically Active LGBTQ Voter, Chicago

*"Worked with bi-partisan, connecting with parents, **listening to parents**, so they occupy this position of authority, it seems like the person is trying to connect with different people and **trying to be sensitive to the experiences of different people** that may not be their own." – Politically Active LGBTQ Voter, Chicago*

*"All I know about Quinn Jones is that they have a background in education and they have an interest in economic...oh sorry, racial equality it seems like. But I don't really know, **I mean when you're on city council, you have to be understood in a lot more than that** because you're assigned to different committees. **So I'd want to know like...where they stand on those issues and what other interests that they have.**"* – LGBTQ POC woman or non-binary person, Philadelphia

Ronda Smith

"It would strike me if she was the first black woman and she was also LGBTQ." – Less Politically Active LGBTQ Voter, Philadelphia

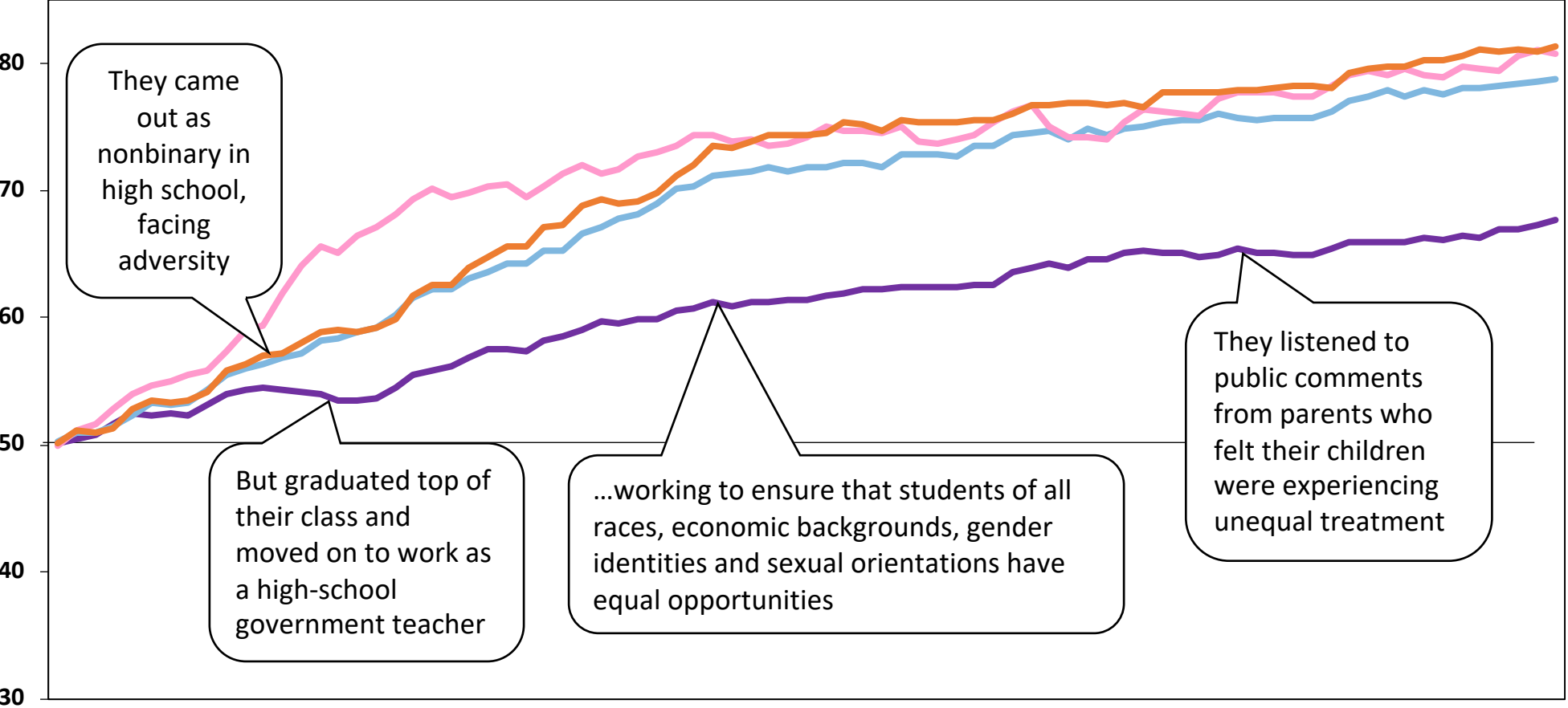
*"**I liked that she worked on suppression, that shows equality, and I like that she's focusing on like the family and stability and everything like that.**"* – Less Politically Active LGBTQ Voter, Philadelphia

*"**Because I mean she could have included [LGBTQ issues] in it, you know, I don't really want to make it the focal point, but you have so many people that want to be represented.**"* – Less Politically Active LGBTQ Voter, Philadelphia



Adults dial up steadily for non-binary candidate Quinn Jones.

Adults overall are more tepid than LGBTQ and trans adults.



They came out as nonbinary in high school, facing adversity

But graduated top of their class and moved on to work as a high-school government teacher

...working to ensure that students of all races, economic backgrounds, gender identities and sexual orientations have equal opportunities

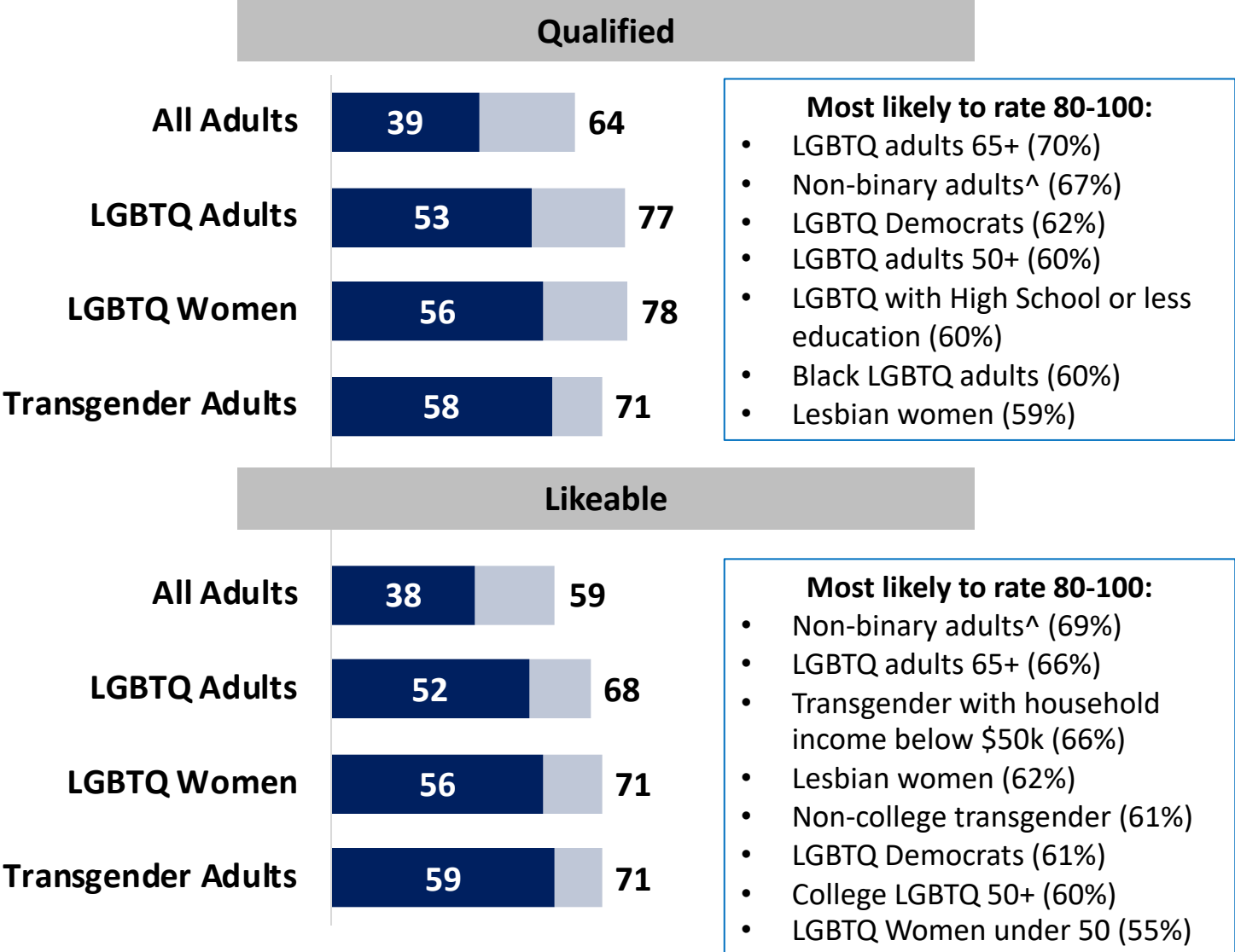
They listened to public comments from parents who felt their children were experiencing unequal treatment

Quinn Jones is a first-time candidate running for City Council in their district. They are known for working hard to help their constituents. They came out as non-binary in high school, facing adversity from their peers and their family but graduated top of their class and moved on to work as a high-school government teacher and guidance counselor, working to ensure that students of all races, economic backgrounds, gender identities and sexual orientations have equal opportunities after and during high school.

After teaching, Jones ran for a seat on the Board of Education and has gone on to serve two-terms which they just finished. During their time on the Board, Jones worked to increase teacher pay and reduce class-size. They listened to public comments from parents who felt their children were experiencing unequal treatment by their school. Jones worked with the bipartisan school board to adopt a new requirement for local schools to ensure equal treatment for all students, started a racial competency training program for all teachers, and hired a counselor in all schools to help students access resources and services.

- All Adults (60 MEAN)
- LGBTQ Adults (68 MEAN)
- LGBTQ Women (70 MEAN)
- Transgender Adults (71 MEAN)

Quinn Jones



WHAT WORKS

- ✓ Strong take off
- ✓ Engaging to transgender adults quickly
- ✓ Engaging to LGBTQ adults and LGBTQ women throughout the message

WHAT FALLS SHORT

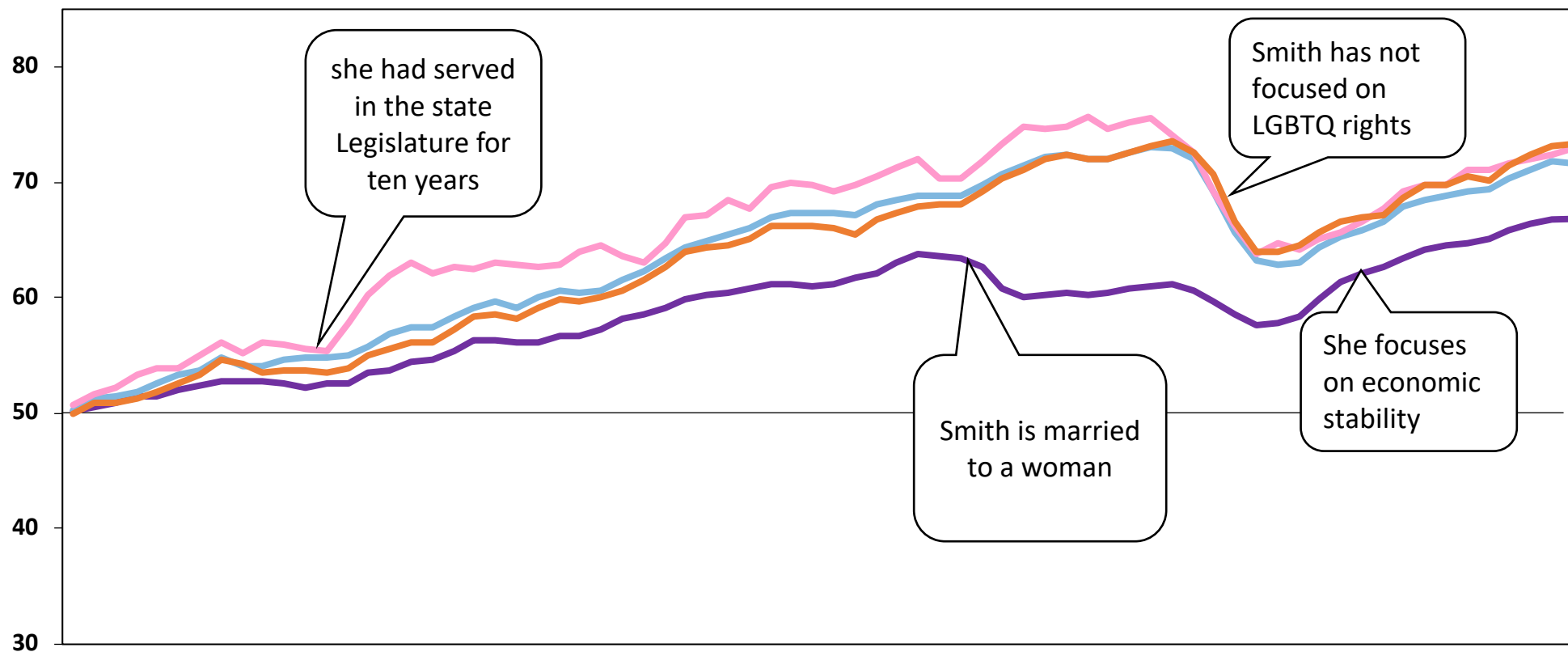
- X Adults overall dial down slightly when non-binary is brought up
- X Not as salient to adults overall

Rated 80-100 Very Qualified/Likeable
 Rated 51-99 – Total Qualified/Likeable

^note N size smaller than 75 cases



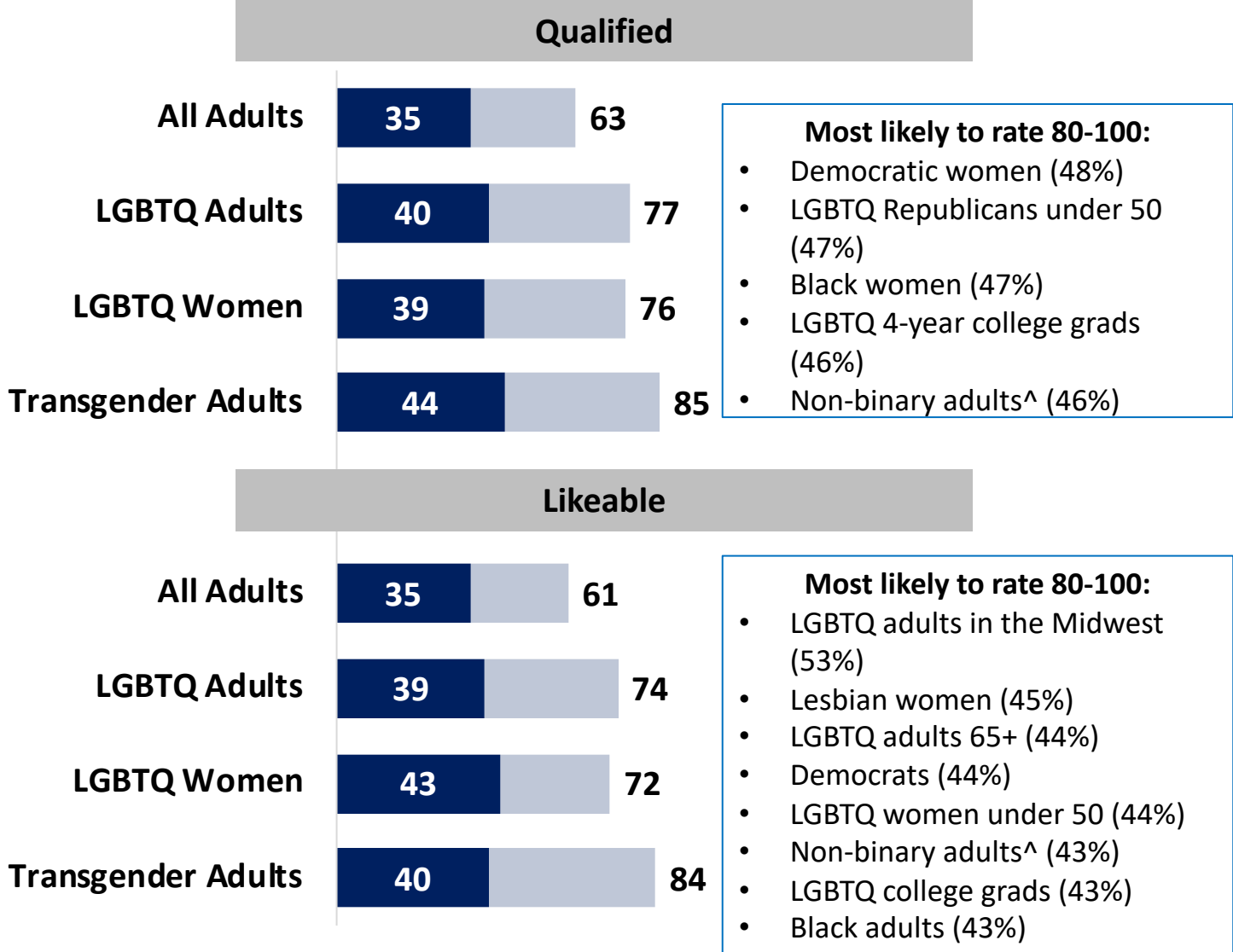
People dial up for Ronda Smith's profile, although her being in a same-sex marriage is a slight negative for all adults and her lack of focus on LGBTQ rights is a big negative for LGBTQ people.



Ronda Smith is a current State Senator and was a candidate for Governor in a swing state who just narrowly lost her race. Prior to running for Governor, she had served in the state Legislature for ten years and was chair of the Budget and Joint Economic Committee. In her volunteer time she often focused on mobilizing people to turnout to vote because she worries about the fate of our democracy if everyone's voice is not being heard. In addition to inspiring people to vote, she also volunteers at her local Boys and Girls Club. Smith is married to a woman and has two children in college. Smith's family is often present at events, but Smith has not focused on LGBTQ rights. She focuses on economic stability for working-class families, creating good paying jobs, increasing funding for new small businesses, and improving education funding for all schools in the state.

- All Adults (59 MEAN)
- LGBTQ Adults (64 MEAN)
- LGBTQ Women (63 MEAN)
- Transgender Adults (66 MEAN)

Ronda Smith



WHAT WORKS	
✓	Significant strength among LGBTQ women from the beginning
✓	Strong end of message to all groups with focus on economic stability
WHAT FALLS SHORT	
X	Dip from adults overall when told Smith has a wife
X	Overall dial down because Smith doesn't focus on LGBTQ rights, with strong downward trend among LGBTQ and transgender adults
X	Not as strong to adults overall
X	Slower start than Quinn Jones

Rated 80-100 Very Qualified/Likeable
 Rated 51-99 – Total Qualified/Likeable

^note N size smaller than 75 cases



Message Dial Testing

LGBTQ and transgender adults rate the messages higher on average than adults overall, except the opposition message which has a higher average rating among adults overall. However, transgender adults and adults overall give the opposition message the same unconscious average rating. LGBTQ adults, women, and transgender adults unconsciously rate Congress the highest, though Varied and Identity have the same salience for transgender adults.

Summary of Message Ratings (Sorted by All Adults Unconscious Rating)	Mean Convincing Rating (Conscious)				Mean Dial Rating (Unconscious)			
	All Adults	LGBTQ Adults	LGBTQ Women	Transgender Adults	All Adults	LGBTQ Adults	LGBTQ Women	Transgender Adults
[CONGRESS]	64	76	78	78	61	68	69	70
[VARIED]	61	75	77	78	60	67	67	70
[OPPOSITION]	62	52	48	55	59	57	54	59
[INTERSECTIONAL]	58	73	76	79	56	65	66	67
[IDENTITY]	58	74	75	78	56	65	65	70
[RIGHT DIRECTION]	56	74	75	79	52	64	64	68

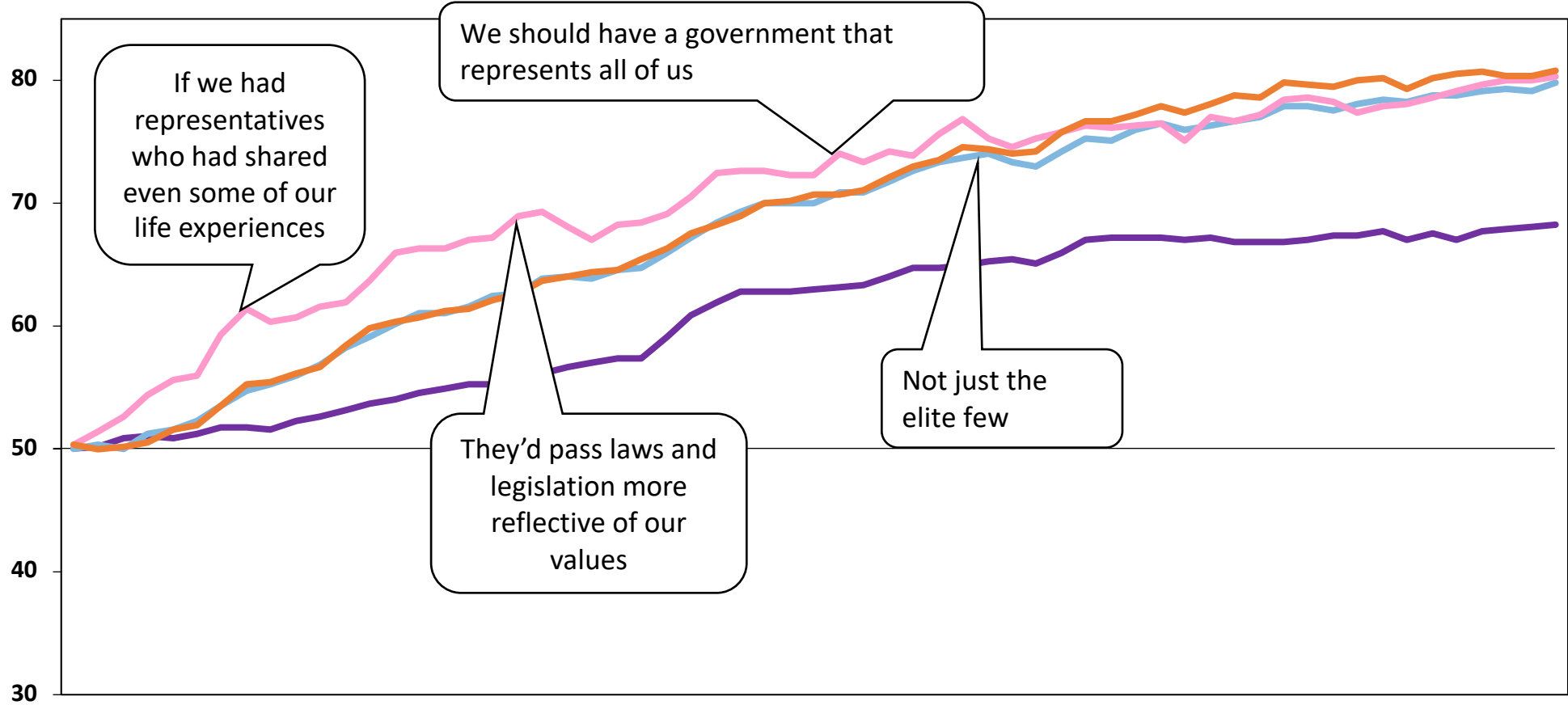
In conscious convincing ratings, LGBTQ adults say Congress is the most convincing on average, LGBTQ women rate Congress the most convincing on average, closely followed by Varied. Transgender adults rate Right Direction and Intersectional the highest, closely followed by Identity, Congress, and Varied.

The strongest message for persuading people to support LGBTQ candidates is one that includes this in a frame that Congress lacks people like us. The Opposition message is strong about direction and quotas, and has salience among adults overall and among transgender adults. LGBTQ and transgender adults respond positively to a variety of messages about varied leaders and identity.

Message Text, sorted by % of adults overall who rated 80-100, very convincing	Adults	LGBTQ	Trans- gender
[CONGRESS] Congress is drastically lacking people like us. If we had representatives who had shared even some of our life experiences on the road to Congress, they'd pass laws and legislation more reflective of our values. America is made up of people of all races, ages, genders, incomes, orientations, and opinions, and we should have a government that represents all of us, not just the elite few. Political leadership should be for everyone. Let's tear down the notion that this space isn't for us and make room for ourselves and our values by voting, donating, contacting our legislators, attending town halls, and encouraging our loved ones to do the same.	35	53	56
[VARIED] Our political system doesn't respond to the needs of everyday Americans like you and me. We deserve a real democracy, where our representatives are as varied as the people. To harness the opportunities before us as a nation, we need to tap into the talent and energy of all Americans. We can change things by changing who has access to power, and electing more women, people of color, working and middle-class people, disabled people, and LGBTQ people. Only then will we have a real voice in politics and government and a real voice in how America works.	33	52	55
[OPPOSITION] Identity politics will only further divide us. Focusing so much on race, gender, and sexuality is less important than who a person is. We should choose our elected officials based on how well they can faithfully execute their duties; we should judge them not by the color of their skin or their gender, but by the content of their character. Trying so hard to elect more women and gay people will skew the system just to fill quotas. Reverse discrimination cannot be used to fix past discrimination, and we are being unfair by focusing so much on electing certain types of people.	32	26	32
[RIGHT DIRECTION] Electing more LGBTQ women and gender non-conforming people is a concrete way to take an active role in solving some of the issues that the LGBTQ community faces. While same-sex marriage has passed, the fight is far from over. Transgender people face substantial hurdles to serve in the military, most states do not protect LGBTQ youth from conversion therapy, and Black transgender women are murdered at the highest rate of any group of people in the U.S. Electing LGBTQ people will not eliminate these crises, but it can make a difference and send the message that discrimination for any reason is wrong.	28	49	58
[IDENTITY] A person's identity and lived experience helps them relate to millions of other people who also have the same identity. A truly representative democracy would include LGBTQ people in those who represent us. Look at Danica Roem for example: a transgender woman elected to the state Legislature in Virginia, and the person who defeated the anti-trans bathroom bill. Before her election, the state Legislature was set to pass the anti-trans bathroom bill. When we elect a diverse body of people to represent us, we ensure that the laws that govern our country are fair for everyone, and work to create a better society.	28	50	57
[INTERSECTIONAL] The climb is already steep for any woman who runs for office for the first time, and it is even steeper for LGBTQ women. But the best decisions are made when the full array of viewpoints are at the table, bringing varied experiences and skills to the task. A Congress that reflects our actual population not only makes for better legislation, but it sends a powerful message to our children that they matter and they are represented. Having LGBTQ women in public office today makes a difference because they know it's important not to leave people out, and they will fight for all of us.	28	47	56



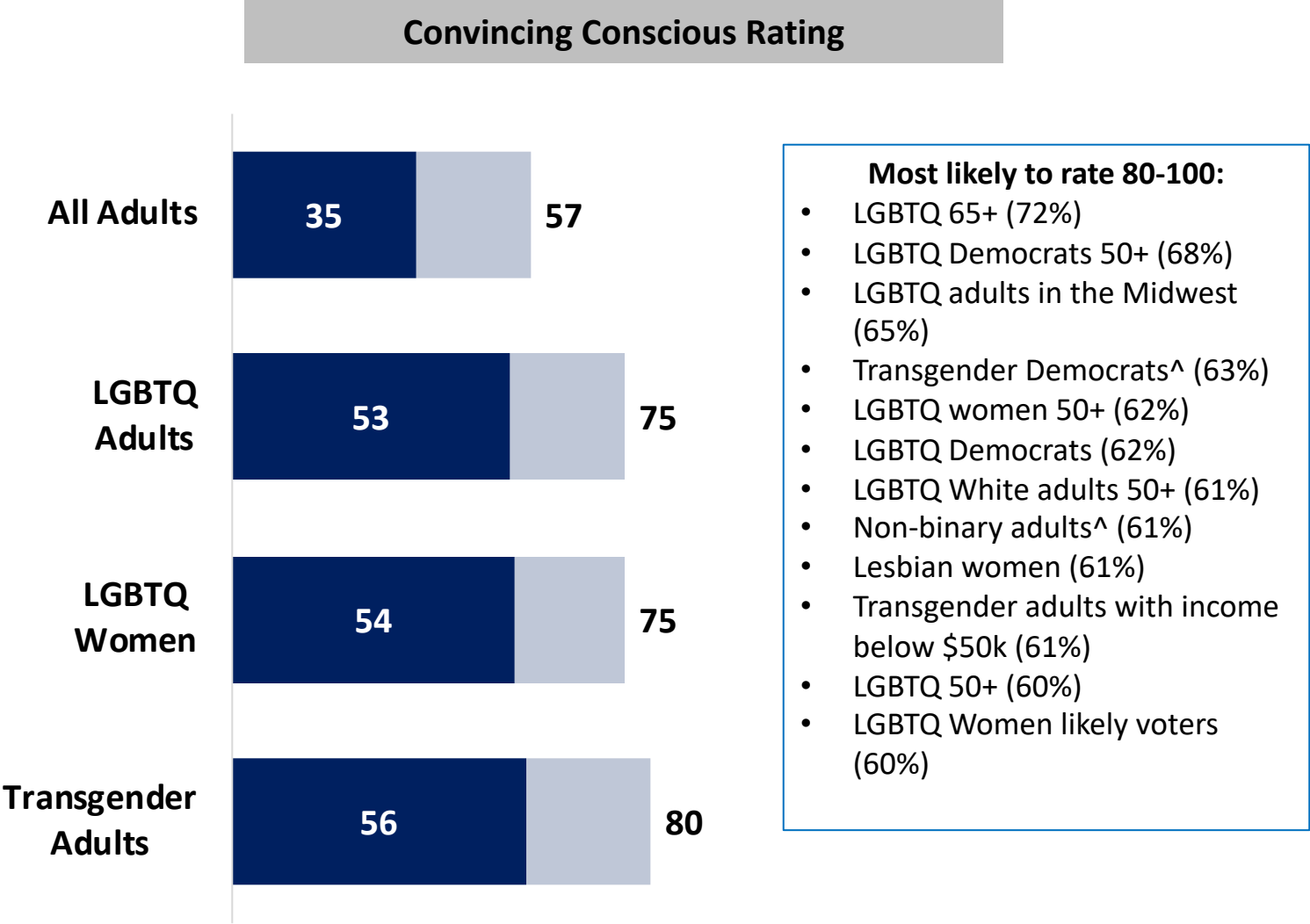
This message enjoys a general upward trend with only a few minor downward phrases. People respond to the positive tone and representing all of our life experiences.



Congress is drastically lacking people like us. If we had representatives who had shared even some of our life experiences on the road to Congress, they'd pass laws and legislation more reflective of our values. America is made up of people of all races, ages, genders, incomes, orientations, and opinions, and we should have a government that represents all of us, not just the elite few. Political leadership should be for everyone. Let's tear down the notion that this space isn't for us and make room for ourselves and our values by voting, donating, contacting our legislators, attending town halls, and encouraging our loved ones to do the same.

- All Adults (61 MEAN)
- LGBTQ Adults (68 MEAN)
- LGBTQ Women (69 MEAN)
- Transgender Adults (70 MEAN)

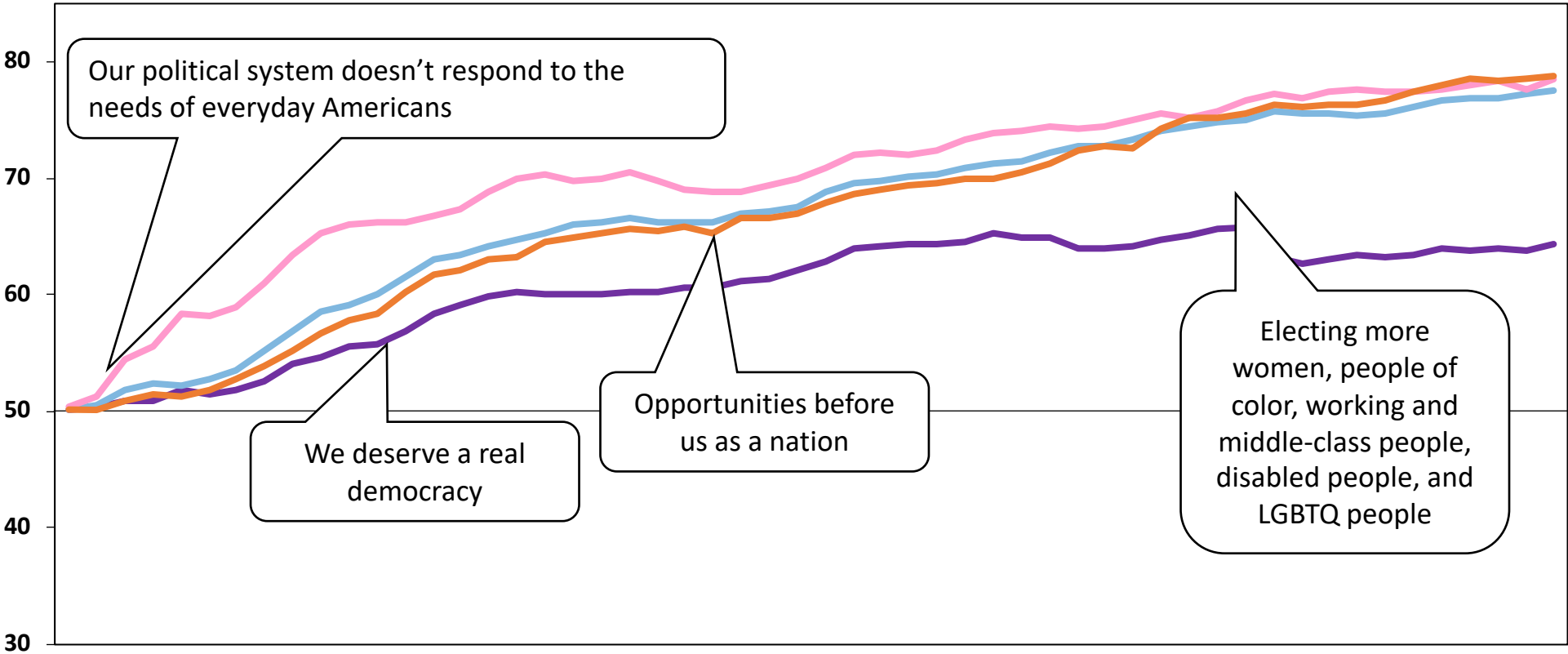
Congress



WHAT WORKS	
✓	Strong support from transgender adults, especially in the first half
✓	Positive reaction for having a government that works for everyone
WHAT FALLS SHORT	
X	The message is not as salient for adults overall
X	Adults overall drop off and plateau when we call out “the elite few”



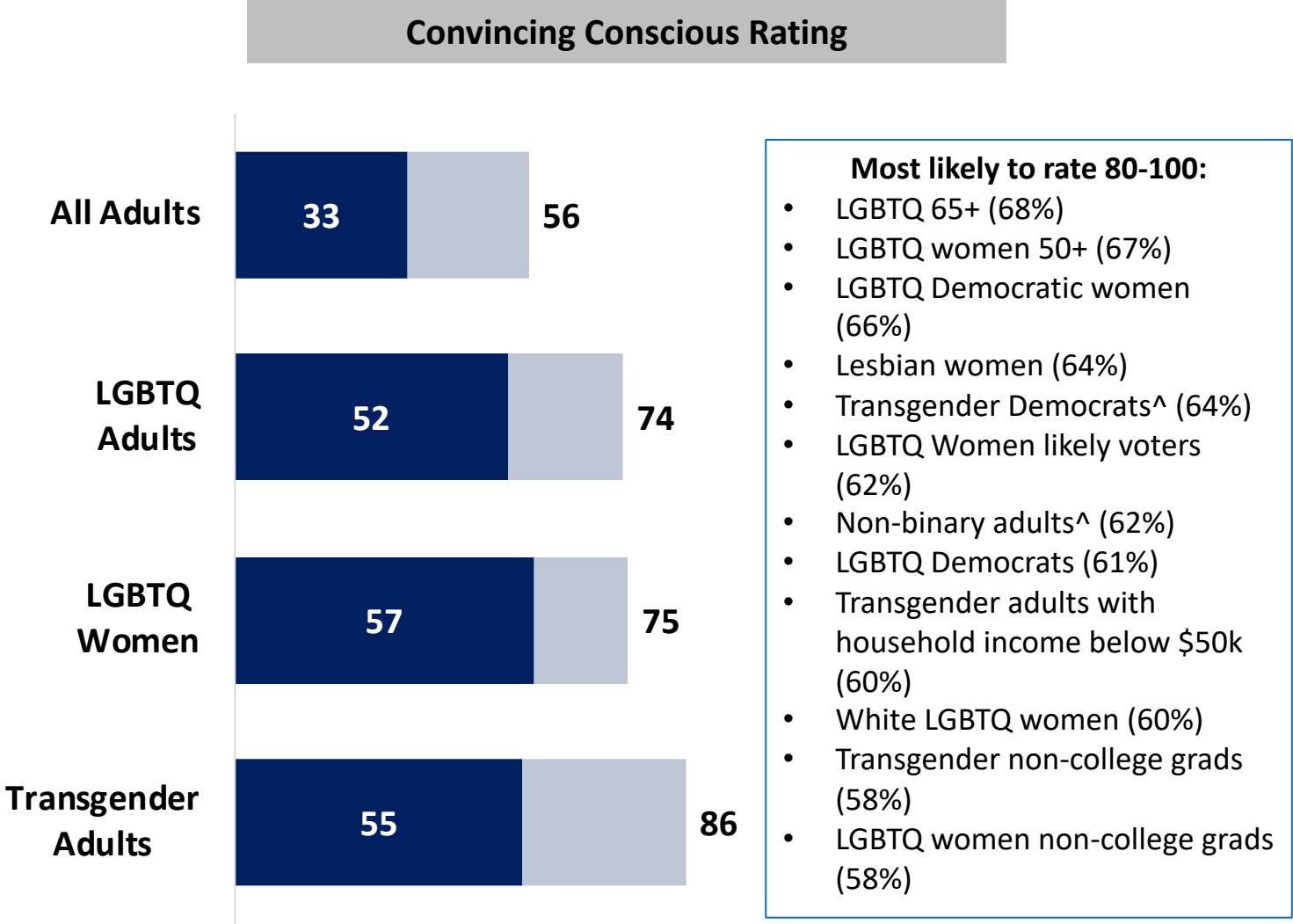
While this starts with a problem statement, it has a fast take-off with no large dips. People like the call for a real democracy. LGBTQ and transgender adults respond to call to action of electing more members of the community, but adults overall drop down.



Our political system doesn't respond to the needs of everyday Americans like you and me. We deserve a real democracy, where our representatives are as varied as the people. To harness the opportunities before us as a nation, we need to tap into the talent and energy of all Americans. We can change things by changing who has access to power, and electing more women, people of color, working and middle-class people, disabled people, and LGBTQ people. Only then will we have a real voice in politics and government and a real voice in how America works.

- All Adults (60 MEAN)
- LGBTQ Adults (67 MEAN)
- LGBTQ Women (67 MEAN)
- Transgender Adults (70 MEAN)

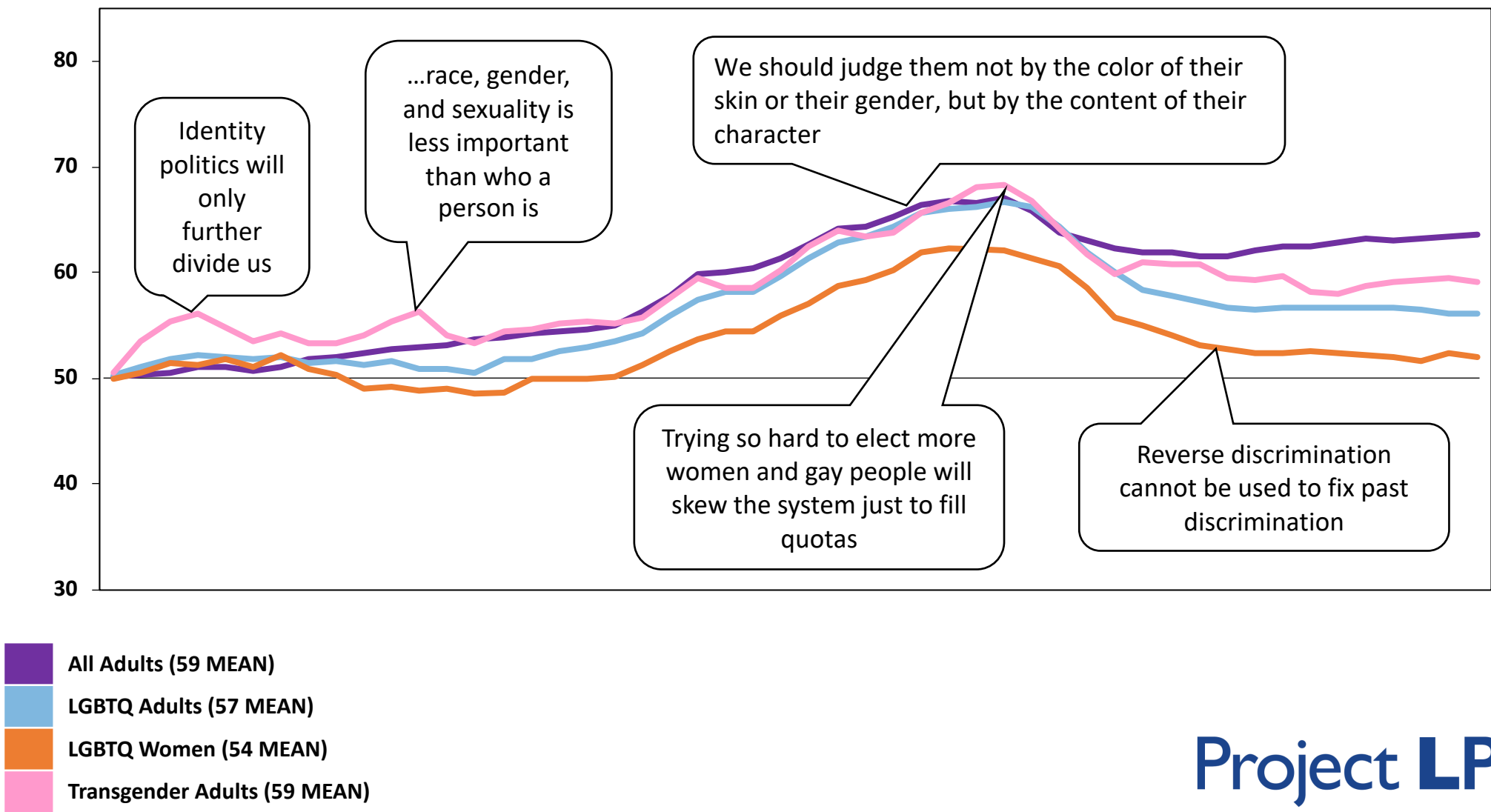
Varied



WHAT WORKS
<div>✓ Strong beginning of message, especially to transgender adults</div> <div>✓ The message is convincing to three quarters of LGBTQ adults and LGBTQ women, and eight in ten transgender adults</div> <div>✓ The message has a strong ending with the call to action for LGBTQ adults, LGBTQ women, and transgender adults</div>
WHAT FALLS SHORT
<div>X Message is not as salient for adults overall, especially towards the end</div>

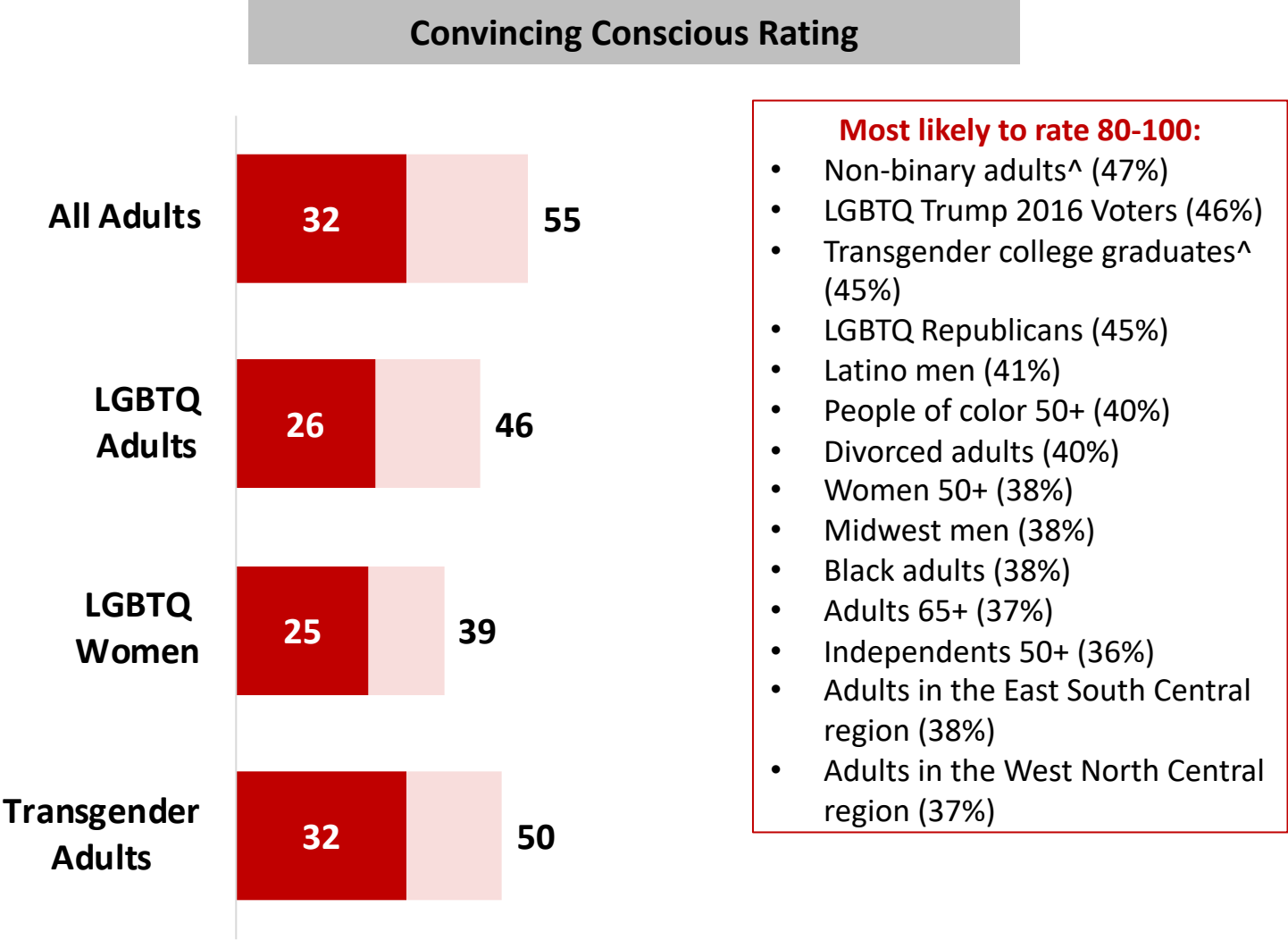


This message has some resonance, even with LGBTQ and transgender adults. But when it asserts that representation skews the system, and mentions quotas and reverse discrimination, it goes too far.



Identity politics will only further divide us. Focusing so much on race, gender, and sexuality is less important than who a person is. We should choose our elected officials based on how well they can faithfully execute their duties; we should judge them not by the color of their skin or their gender, but by the content of their character. Trying so hard to elect more women and gay people will skew the system just to fill quotas. Reverse discrimination cannot be used to fix past discrimination, and we are being unfair by focusing so much on electing certain types of people.

Opposition





WHAT WORKS

- ✓ Most convincing part overall is focusing on the character of a candidate
- ✓ Some drop off at mention of “identity politics”
- ✓ Sharp drop off at mention of quotas and “trying so hard to elect more women and gay people”
- ✓ Drop off continues throughout mention of “reverse discrimination” to the end of the message

WHAT FALLS SHORT

- X A plurality of LGBTQ and transgender adults found this convincing, though intensity is low
- X Does not alienate our base fast enough

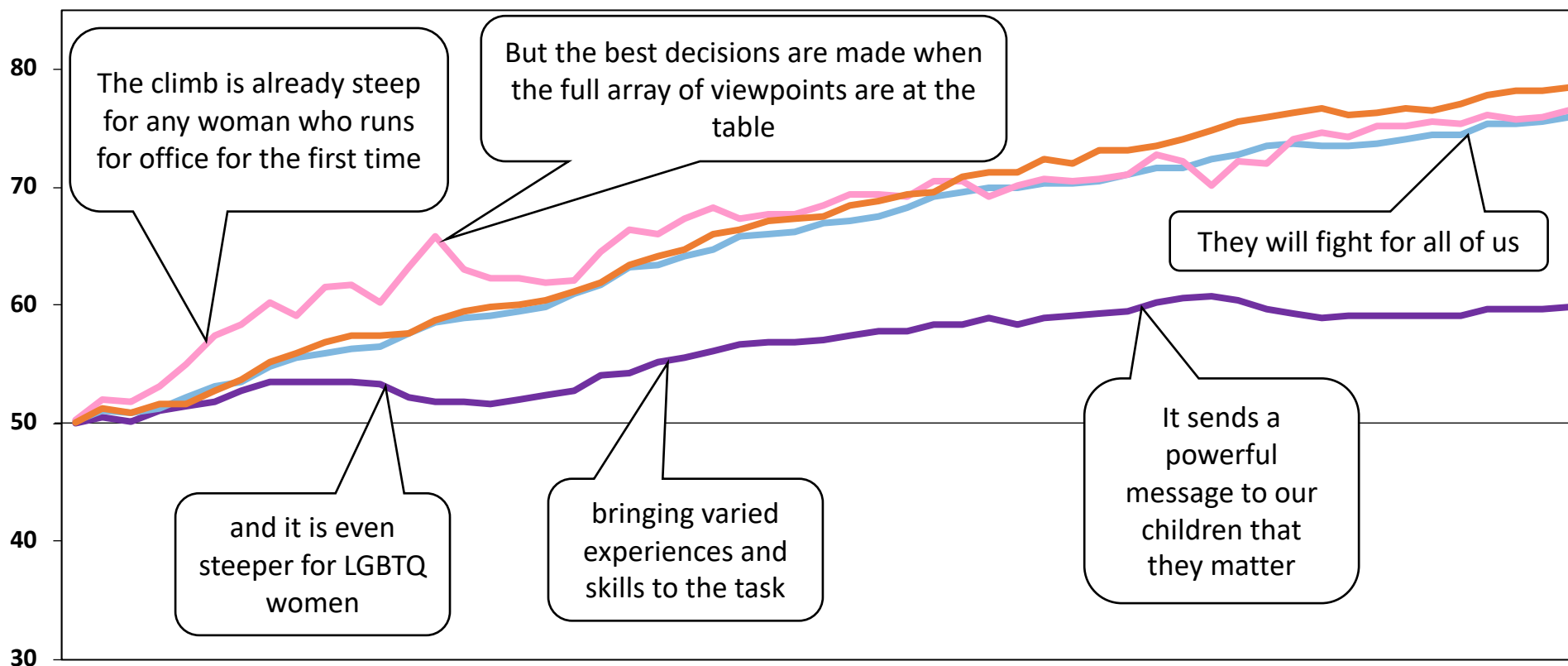
 Rated 80-100 – Very Convincing

 Rated 51-99 – Total Convincing

^note N size smaller than 75 cases



This message enjoys a solid upward trend across key groups. All adults respond negatively to singling out LGBTQ women.



The climb is already steep for any woman who runs for office for the first time, and it is even steeper for LGBTQ women. But the best decisions are made when the full array of viewpoints are at the table, bringing varied experiences and skills to the task. A Congress that reflects our actual population not only makes for better legislation, but it sends a powerful message to our children that they matter and they are represented. Having LGBTQ women in public office today makes a difference because they know it's important not to leave people out, and they will fight for all of us.

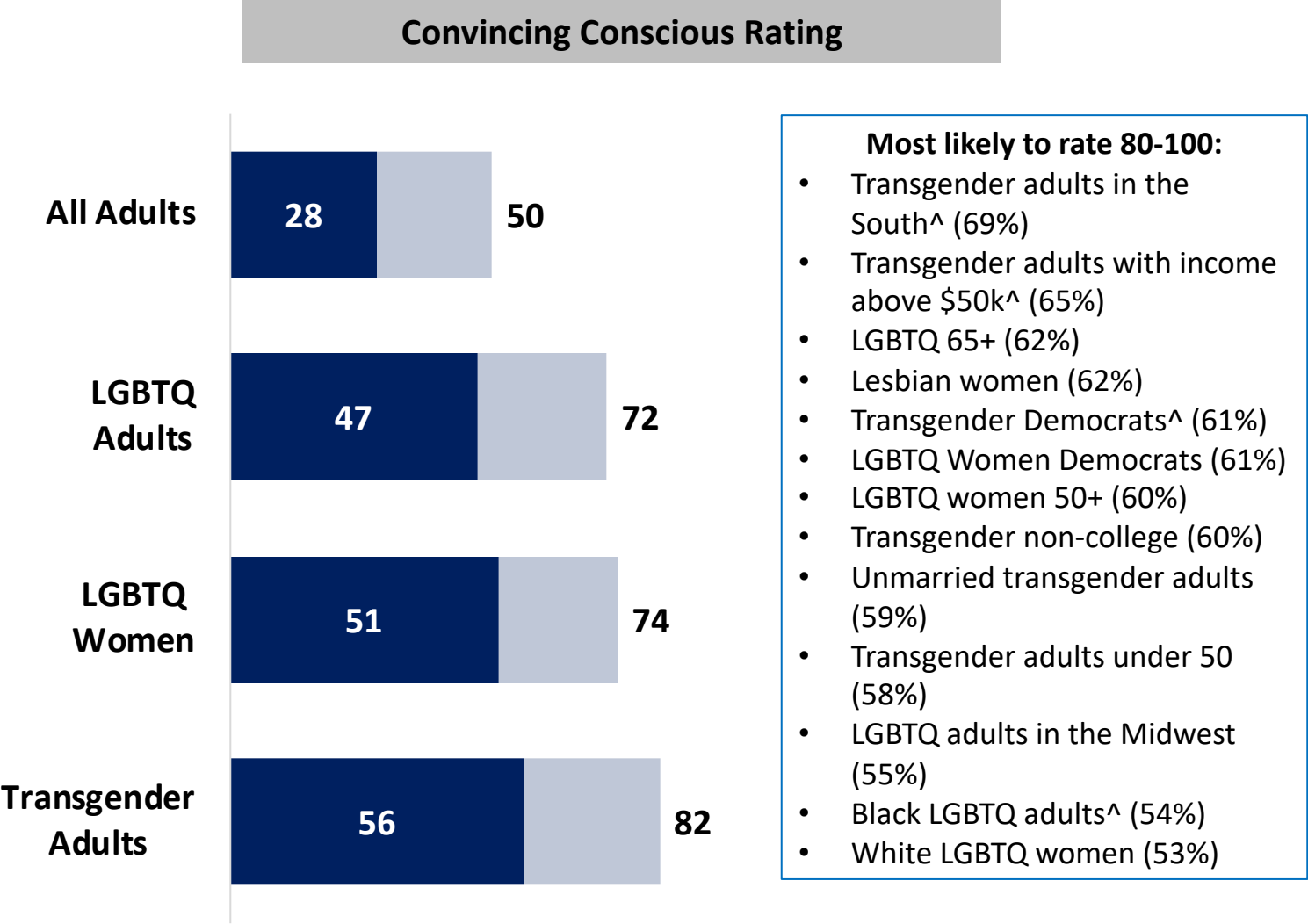
All Adults (56 MEAN)

LGBTQ Adults (65 MEAN)

LGBTQ Women (66 MEAN)

Transgender Adults (67 MEAN)

Intersectional



WHAT WORKS

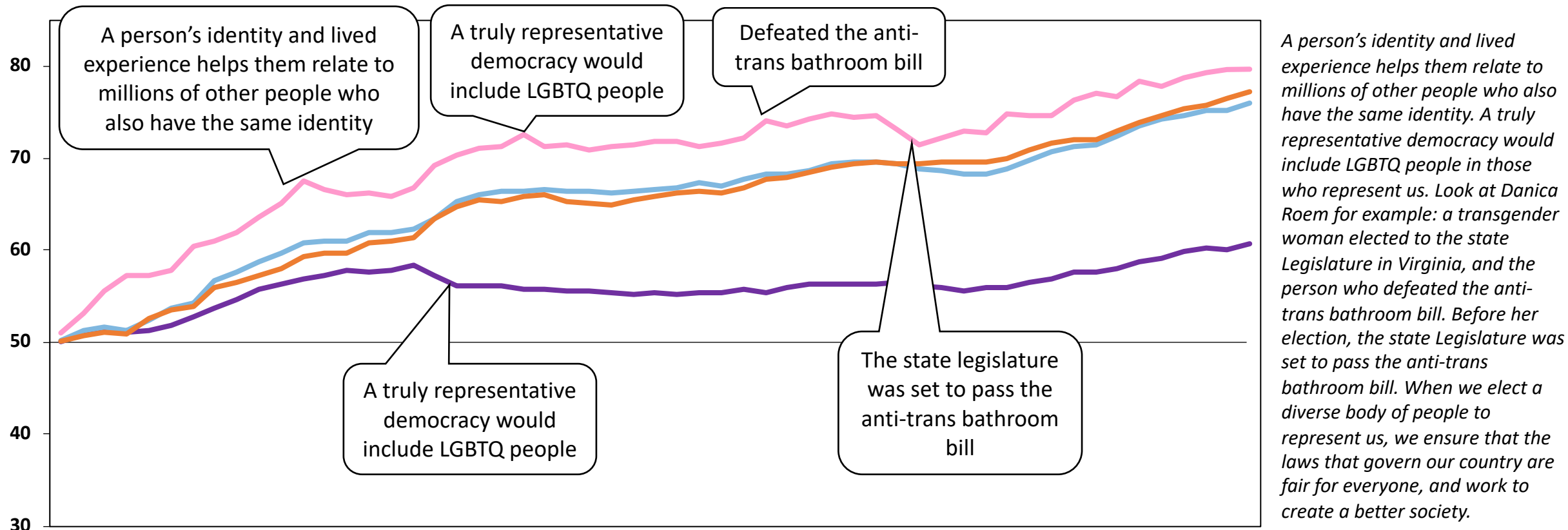
- ✓ The message is strongest to transgender adults at the beginning
- ✓ The message is convincing to about three quarters of LGBTQ adults and LGBTQ women, and about eight in ten transgender adults
- ✓ Adults overall dial up

WHAT FALLS SHORT

- X Adults overall are alienated at first, dialing neutral at the beginning, and trending down at mention of difficulty women and LGBTQ women face running for office

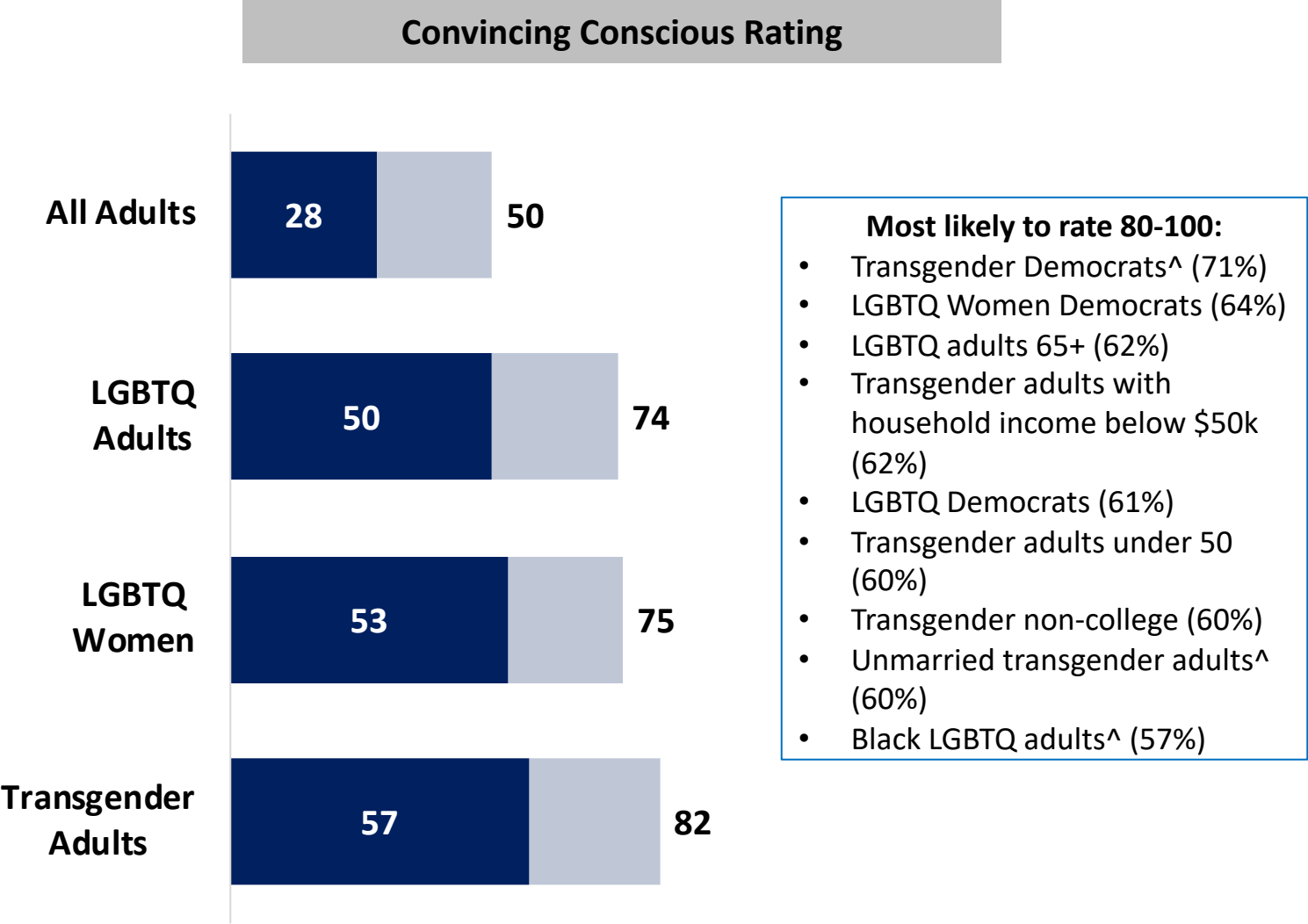


While LGBTQ and transgender adults are convinced, adults overall flatline. Adults overall and LGBTQ adults have an opposite reaction to the idea that representative democracy includes LGBTQ people.



- All Adults (56 MEAN)
- LGBTQ Adults (65 MEAN)
- LGBTQ Women (65 MEAN)
- Transgender Adults (70 MEAN)

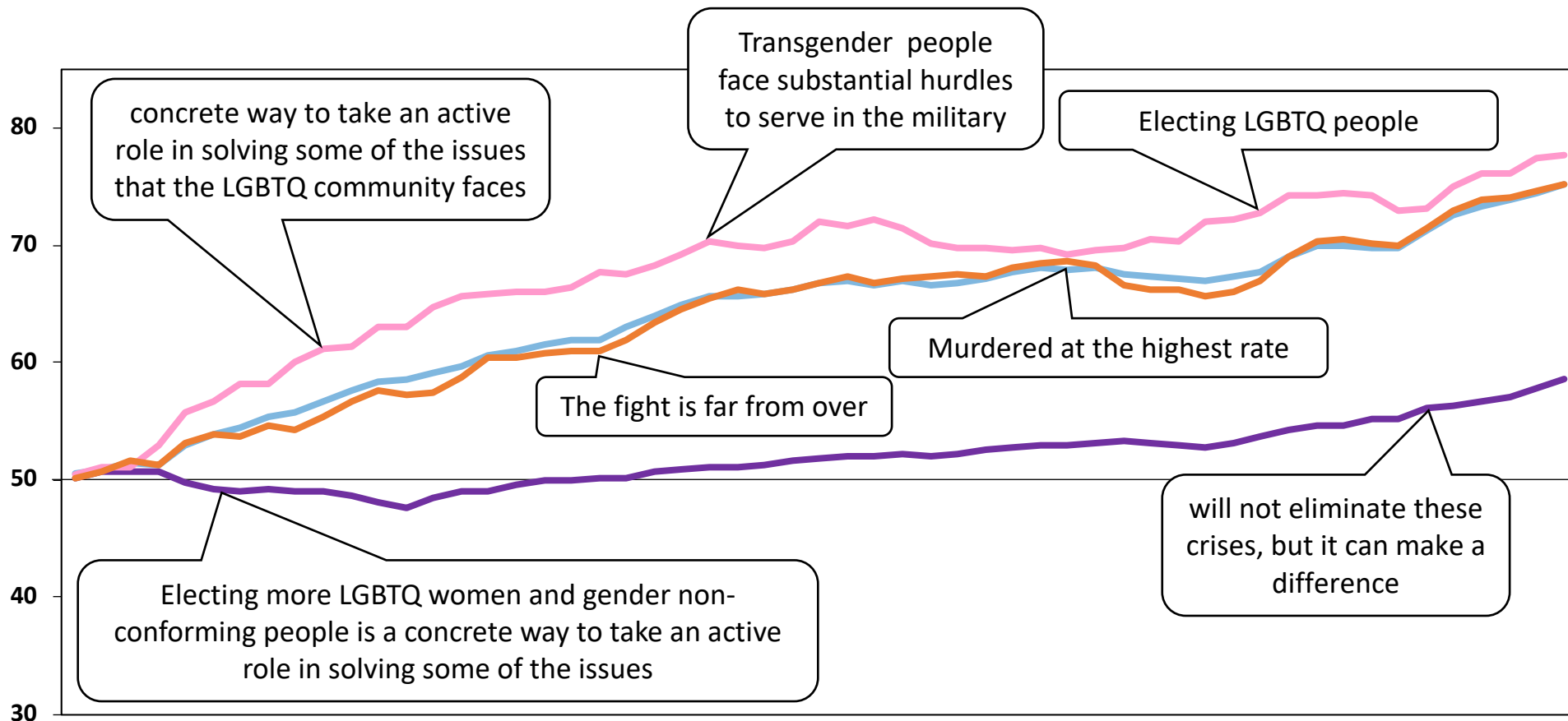
Identity



WHAT WORKS	
✓	The message is the most convincing to transgender adults
✓	Transgender adults are especially receptive to the example of Danica Roem
WHAT FALLS SHORT	
X	The message has a strong start with all groups, however adults overall plateau through most of the message, starting with the idea that a representative democracy would include LGBTQ people



This message works well with LGBTQ and transgender adults but adults overall are neutral and dip negatively to linking elections as a concrete way to actively solve issues.



Electing more LGBTQ women and gender non-conforming people is a concrete way to take an active role in solving some of the issues that the LGBTQ community faces. While same-sex marriage has passed, the fight is far from over. Transgender people face substantial hurdles to serve in the military, most states do not protect LGBTQ youth from conversion therapy, and Black transgender women are murdered at the highest rate of any group of people in the U.S. Electing LGBTQ people will not eliminate these crises, but it can make a difference and send the message that discrimination for any reason is wrong.

All Adults (52 MEAN)

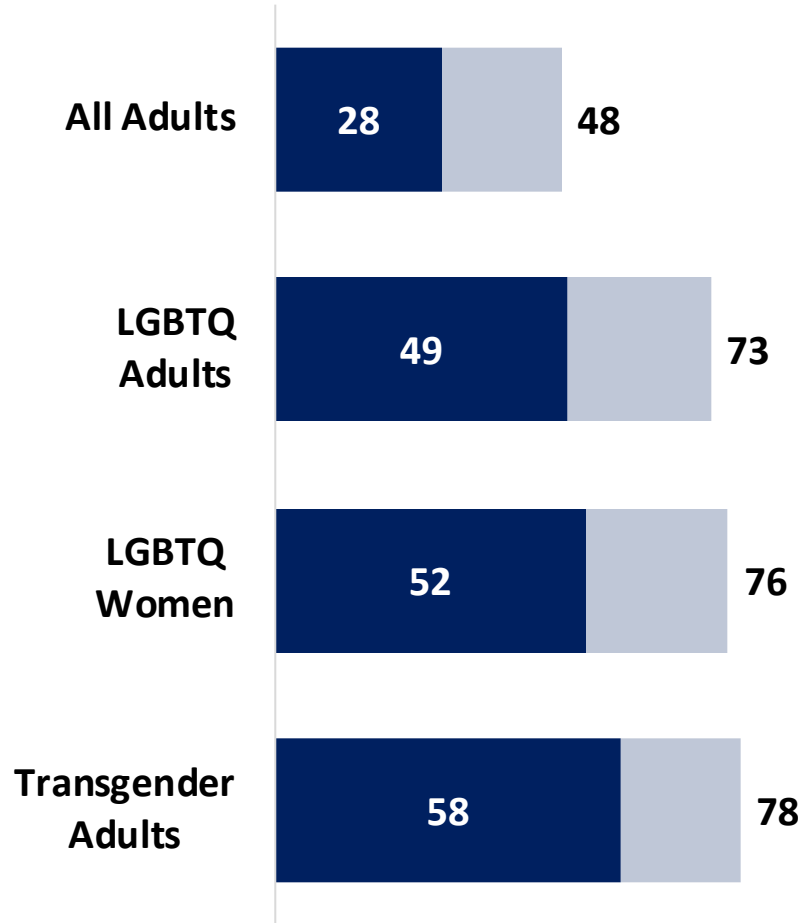
LGBTQ Adults (64 MEAN)

LGBTQ Women (64 MEAN)

Transgender Adults (68 MEAN)

Right Direction

Convincing Conscious Rating



Most likely to rate 80-100:

- Transgender Democrats^ (73%)
- Transgender with household income below \$50k (65%)
- Transgender adults in the South^ (63%)
- Unmarried transgender adults^ (63%)
- Black adults 50+^ (62%)
- Transgender college educated^ (62%)
- Transgender adults under 50 (61%)
- LGBTQ 65+ (60%)
- LGBTQ Democrats (59%)
- Midwest LGBTQ (58%)
- Black LGBTQ adults^ (53%)
- Unmarried women (53%)

WHAT WORKS

- ✓ This message was most convincing with transgender adults, with about eight in ten finding it convincing, followed by LGBTQ women and LGBTQ adults, with about three quarters of both groups finding it convincing

WHAT FALLS SHORT

- X This message was not convincing at all with adults overall from the beginning
- X Adults overall dial down at the beginning while LGBTQ groups dial up at idea that elections are a pathway to solving representation issues

Rated 80-100 – Very Convincing

Rated 51-99 – Total Convincing

^note N size smaller than 75 cases

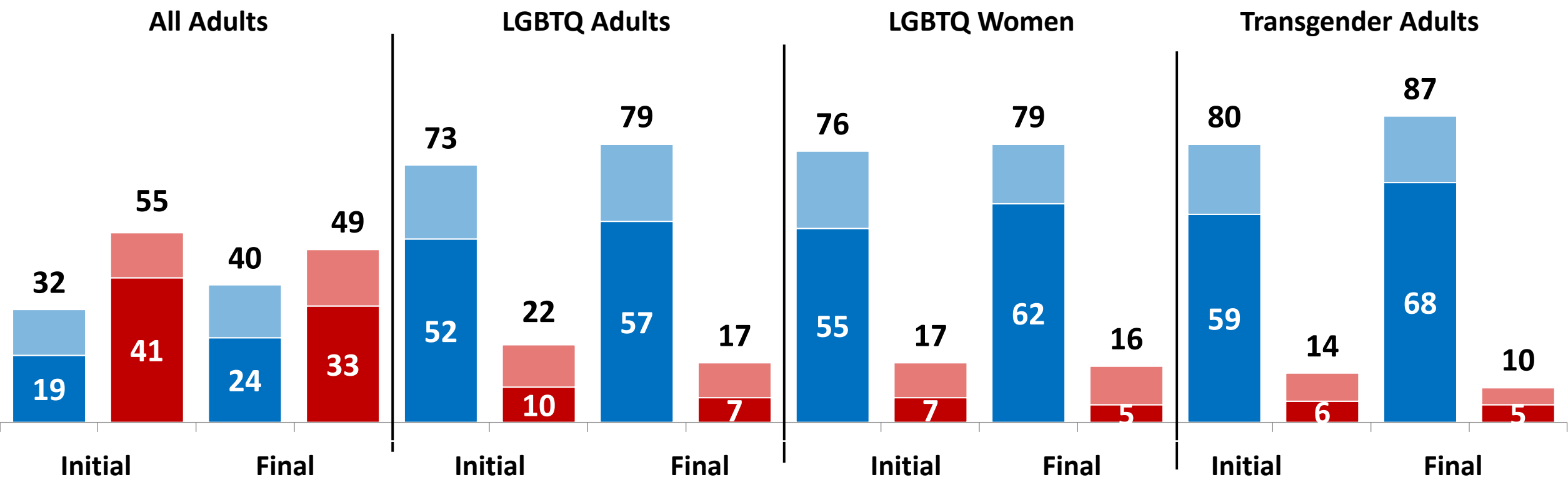


Movement

Over the course of the survey, we make gains across all key groups in intense and overall importance to elect lesbian, gay, bisexual, and queer women to public office. The most significant gains are made in the transgender community. Adults overall are still net unimportant but at a lower margin.

How important is it to you personally to elect more of the following groups of people to public office?

Lesbian, bisexual, and queer women

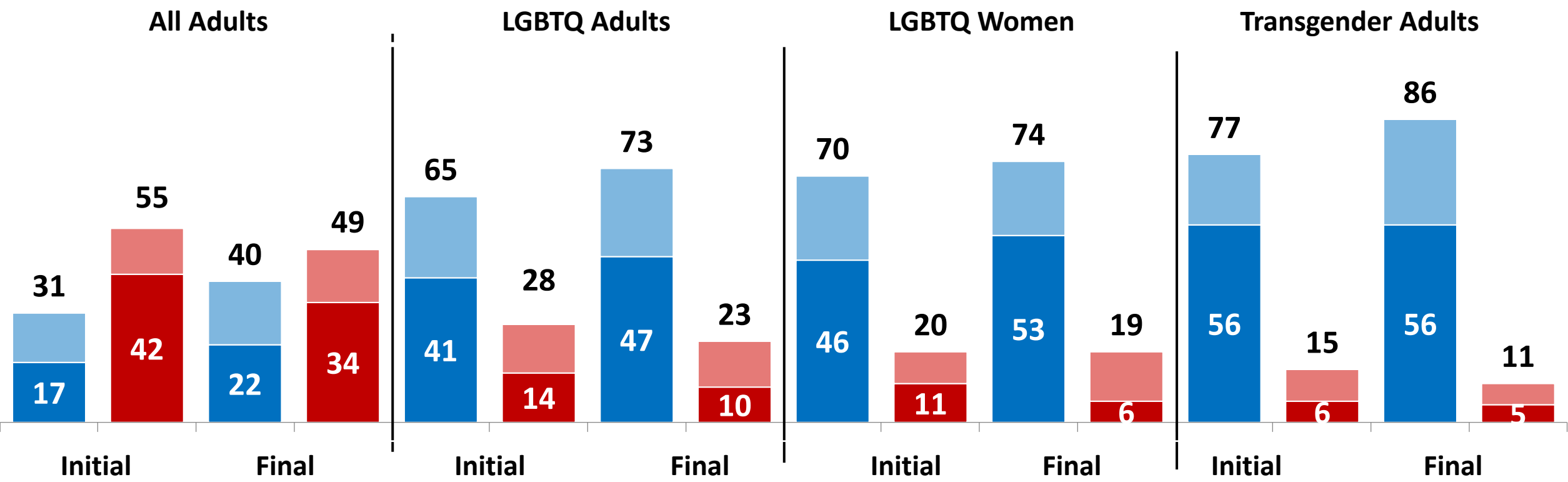


Somewhat Important
Very Important
A Little Important
Not Important at All

We also make significant gains throughout the survey in intense and overall importance of electing gender non-conforming people. The most significant gains are made among LGBTQ women and LGBTQ adults overall, followed by adults overall, who are still net unimportant but at a lower margin.

How important is it to you personally to elect more of the following groups of people to public office?

Gender non-conforming people



Somewhat Important
Very Important
A Little Important
Not Important at All

All key groups move towards thinking it is both overall and very important to elect transgender women to public office throughout the survey; adults remain net negative but close the gap slightly. The most significant gains are made among LGBTQ women, followed by transgender adults.

How important is it to you personally to elect more of the following groups of people to public office?

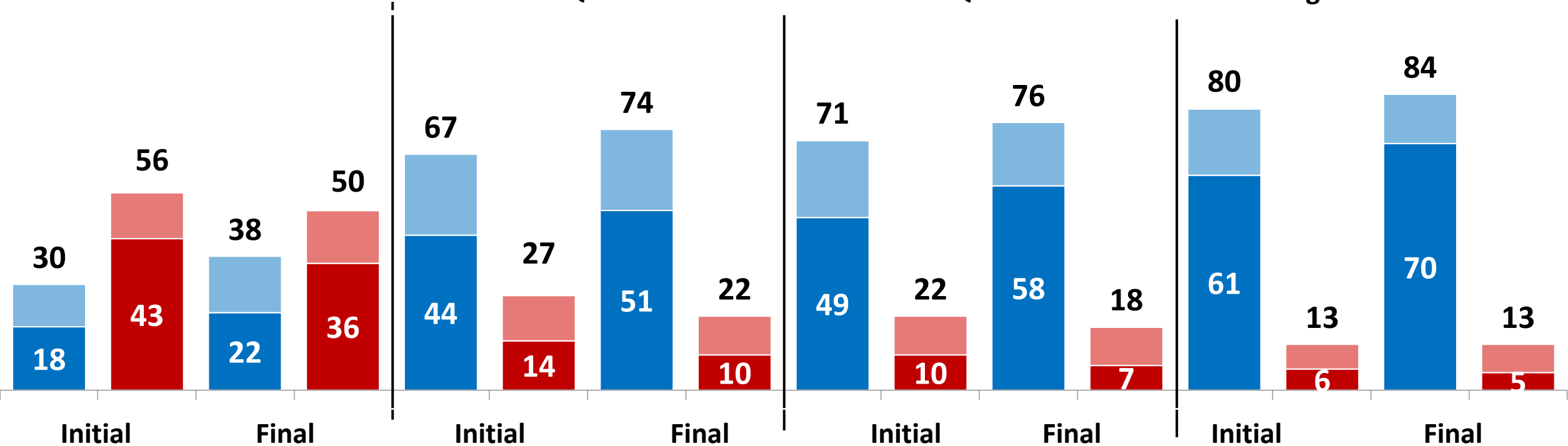
Transgender women

All Adults

LGBTQ Adults

LGBTQ Women

Transgender Adults



Somewhat Important
Very Important
A Little Important
Not Important at All

Throughout the course of the survey, there is however not much movement in motivation. Adults overall become slightly less motivated, and there are slight gains in overall motivation among the LGBTQ community but no significant changes to intensity.

Some people feel very motivated to take action on the issues they care about while others don't feel motivated at all, and many are in between.
How about you--how motivated are you to take action on the issues you care about?

