



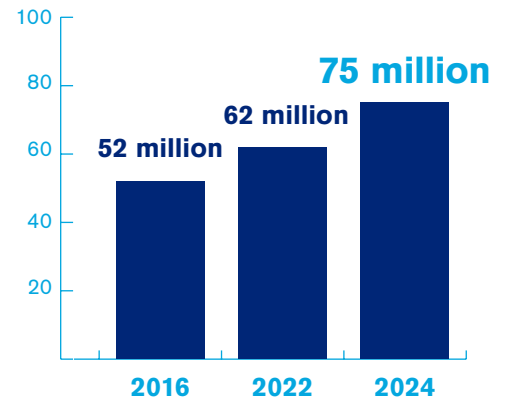
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EQUALITY VOTERS

LGBTQ+ Voters and Allies Reshaping the Electoral Landscape

What is an Equality Voter?

Equality Voters are a subset of voters – LGBTQ+ voters and allies – who prioritize LGBTQ+ inclusive policies when making decisions at the ballot box. Leveraging decades of data, HRC collaborated with TargetSmart in early 2024 to update our modeling, which we first deployed in 2016. The new model identifies a record 75 million Equality Voters, representing the growing public support for LGBTQ+ rights and freedoms:



Who are these Equality Voters?

- Equality Voters are both LGBTQ+ people and allies. Because of increasing support for LGBTQ+ equality, HRC is no longer limited to mobilizing our membership or self-identified LGBTQ+ people – two groups who consistently show up to the polls at very high rates.
 - At least 20 million adults in the United States — nearly 8% of the total adult population — identify as LGBTQ+, [according to the U.S. Census Bureau's Household Pulse Survey](#). **What's more, 2,200 LGBTQ+ people turn 18 every single day.**
 - A [report](#) from HRC and Bowling Green University in 2022 showed that LGBTQ+ people already make up about one-in-10 voters, a significant percentage of the electorate — and that share is projected to increase to about one-in-seven by 2030 and approximately one-in-five by 2040.
 - Exit polling in both 2020 and 2022 found that 8% of the electorate identified as LGBTQ+, the highest proportion of voters identifying as LGBTQ+ recorded since tracking began in 1992. [The LGBTQ+ electorate was pivotal in ensuring Joe Biden's 2020 victory in several key states](#) — and, subsequently, in winning the presidency. Had LGBTQ+ voters stayed home, it is likely Donald Trump would have won re-election.
- Now, the growing electoral power of LGBTQ+ people can be combined with an increasingly vocal and supportive cohort of tens of millions of allies. These Equality Voters skew younger than the general population, are more ethnically diverse, and women make up a strong majority of the Equality Voter population. This is especially pronounced with the one-third of Equality Voters who are either at risk of not voting in 2024 or at risk of voting for a third party candidate for president.



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What motivates Equality Voters?

- Equality Voters are much more likely to be motivated to the polls by issue-based organizations and causes than political candidates or parties. **HRC is a trusted messenger for these voters — with nearly 70% favorability in March 2024 polling for HRC conducted by GQR, higher than any candidate or political party.** Given that, HRC is prioritizing voter education, using its trusted voice to help drive Equality Voters to the polls this November to vote for pro-equality candidates.
- Equality Voters are intersectional issue voters mobilized by messaging centered on resistance, protecting our freedoms, and advancing equality.
- Twenty-two percent of Equality Voters would vote for a third-party candidate, if the election were held today. But the survey also found third-party Equality Voters are not at risk of voting for Donald Trump; half of third-party voters will support President Biden if they come to understand their vote helps elect Donald Trump, underscoring the importance of reaching Equality Voters with this message through HRC's robust political program.

How do Equality Voters show up?

HRC has worked for decades to boost pro-equality candidates in federal, state and local elections across the country, mobilizing voters in states where LGBTQ+ rights are under attack, in states where the moment is ripe to turn the tide to advance LGBTQ+ equality, and in battleground states that will decide the presidency and control of Congress this November.

- In 2022, Equality Voters constituted 38% of the electorate, showing up in massive numbers and helping to defy pre-election predictions. Across the country, MAGA election deniers and extremists lost winnable elections because they advocated views that were out-of-touch with average voters, particularly the huge number of Equality Voters who made the critical difference, overwhelmingly supporting pro-equality candidates at all levels of the ballot, with 81% backing such candidates for U.S. House, 76% for U.S. Senate, and 79% for governor.
- In 2020, both sides turned out their supporters in an election with record-setting turnout. Equality Voters comprised 37% of the 2020 electorate and they delivered a huge 60-point margin for Joe Biden (79% to 19%), effectively delivering the White House to Biden. Equality Voters drove support down the ballot as well, supporting pro-equality U.S. House candidates 81% to 17% and U.S. Senate candidates 78% to 19%.
- In 2018, Equality Voters were 29% of the electorate and they delivered an 83% to 16% margin for pro-equality U.S. House candidates, helping to flip 41 seats and win a pro-equality House majority.



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Where will Equality Voters Make a Difference this November?



ARIZONA

10,457 2020 Presidential Margin

1.4 million Total Equality Voters

214,296 Equality Voters at Risk of Not Voting in 2024

- 53% under age of 35
- 55% women
- 49% people of color



GEORGIA

11,779 2020 Presidential Margin

2.2 million Total Equality Voters

358,846 Equality Voters at Risk of Not Voting in 2024

- 59% under age of 35
- 81% women
- 63% people of color



MICHIGAN

154,188 2020 Presidential Margin

2.3 million Total Equality Voters

362,495 Equality Voters at Risk of Not Voting in 2024

- 57% under age of 35
- 78% women
- 33% people of color



NEVADA

33,596 2020 Presidential Margin

560,000 Total Equality Voters

113,275 Equality Voters at Risk of Not Voting in 2024

- 53% under age of 35
- 52% women
- 63% people of color



PENNSYLVANIA

80,555 2020 Presidential Margin

4.0 million Total Equality Voters

642,023 Equality Voters at Risk of Not Voting in 2024

- 47% under age of 35
- 60% women
- 34% people of color



WISCONSIN

20,682 2020 Presidential Margin

1.0 million Total Equality Voters

130,165 Equality Voters at Risk of Not Voting in 2024

- 19% under age of 35
- 65% women
- 22% people of color