PATHFINDER
OPINION RESEARCH

To: GLAAD
From: Pathfinder Opinion Research
Date: July 22, 2022
Re: Survey of LGBTQ voters and LGBTQ-allied midterm drop-off voters in Florida

A recent survey in Florida sampled two groups: LGBTQ-allied midterm drop-off voters and registered voters who identify as LGBTQ[1]. The survey's intent was to better understand whether LGBTQ/Allies in Florida, including those who voted in the November 2020 Presidential election but not the November 2018 midterm, are driven by recent events to turnout in November 2022. The governor's race in Florida in 2018 was decided by only 32,463 votes out of 8+ million. The results of the research suggest that LGBTQ/Allies are positioned to be decisive in Florida this November if the governor's race is similarly close. Galvanized by the recent Supreme Court decision affecting Roe vs. Wade, legislation passed in Florida impacting the LGBTQ community, and concern that further rights will be eroded by Courts and lawmakers, these voters are highly motivated to become difference-makers in Florida this year.

Mid-Term Voting Motivation

Levels of voting motivation for LGBTQ/Allies in Florida are high leading into the midterm election. More than two-thirds (67%) of these voters place themselves at "10" (extremely motivated to vote) on a 0–10-point scale, including nearly three-quarters (74%) of LGBTQ-allied midterm drop-off voters. Further, 58% of LGBTQ/Allies say they are even <u>more</u> motivated to vote in the November 2022 midterm than they were in the November 2020 Presidential election, while only 10% say they are less motivated to vote this year than in November 2020. Given traditional midterm drop-off in turnout (nearly 3 million <u>fewer</u> votes were cast in Florida in 2018 vs. 2020), it's notable that LGBTQ/Allies report significantly <u>greater</u> motivation to turnout this year.

The loss of basic human rights for women and LGBTQ Floridians are a prominent reason these voters are placing higher importance on voting this year. Most LGBTQ/Allies agree with this statement:

> *"It's more important than ever to vote this year because existing basic human rights for women and LGBTQ Floridians are now starting to be taken away by elected officials currently in charge of Florida's government."*

More than three-quarters of these voters overall <u>strongly agree</u> with this statement (89% agree; 77% <u>strongly</u> agree). Significantly, the level of agreement with this statement is even <u>higher</u> among LGBTQ-allied midterm drop-off voters (91% agree; 81% <u>strongly</u> agree), suggesting these allies, who did not vote in the 2018 mid-term, are mobilizing this year in response to recent judicial and legislative actions.

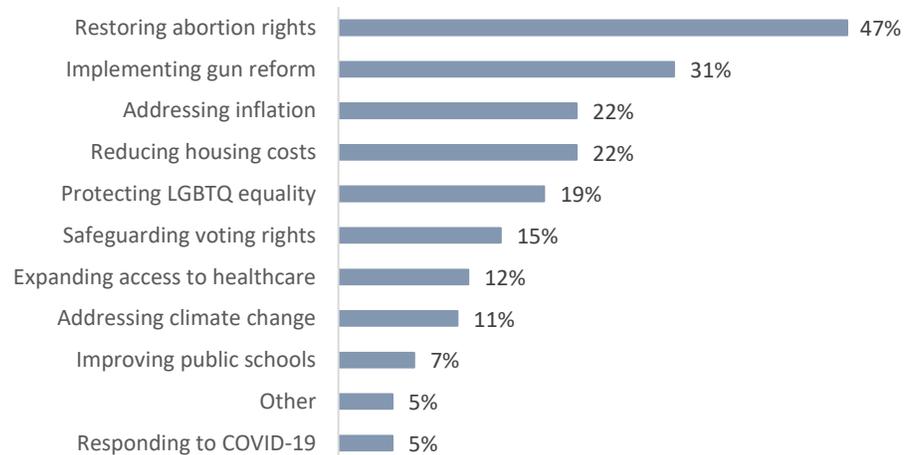## Image of Ron DeSantis and the Supreme Court

Image ratings of DeSantis and the Supreme Court are net <u>unfavorable</u> (and declining) among Florida LGBTQ/Allies. These voters rate DeSantis 18% favorable / 77% unfavorable; 66% <u>very</u> unfavorable. Half (50%) who can rate DeSantis say their opinion of him is <u>less favorable</u> now than six months ago. Similarly, LGBTQ/Allies rate The Supreme Court 18% favorable / 77% unfavorable; 65% <u>very</u> unfavorable. More than three-quarters (78%) of those providing a rating say they have a <u>less favorable</u> opinion of the Court now compared to six months ago.
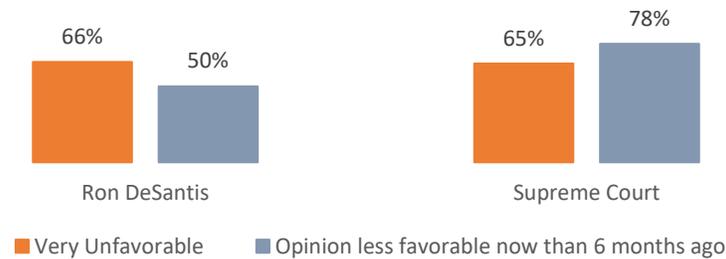

Issues

"Restoring abortion rights" leads the way when it comes to issues that LGBTQ/Allies say are most important to be addressed by Florida candidates running for office (47%). This is followed by implementing gun reform (31%), reducing housing costs (22%), addressing inflation (22%), and protecting LGBTQ equality (19%).

Most important issues that need to be addressed by candidates running for office in Florida (Select up to two)

Issue	Percent
Restoring abortion rights	47%
Implementing gun reform	31%
Addressing inflation	22%
Reducing housing costs	22%
Protecting LGBTQ equality	19%
Safeguarding voting rights	15%
Expanding access to healthcare	12%
Addressing climate change	11%
Improving public schools	7%
Other	5%
Responding to COVID-19	5%

These voters are expecting a continued erosion of rights over the next few years when it comes to marriage equality, abortion rights, and contraception rights. Most say it is likely that in the next few years Florida will ban abortions with no exceptions (75% likely; 41% <u>very</u> likely), marriage equality will be overturned by the Supreme Court (77% likely; 39% <u>very</u> likely), and the

right to access contraception will be overturned by the Supreme Court (70% likely; 32% <u>very</u> likely).

Likelihood of occuring in the next few years

77% Likely — **23%** Not Likely	**75%** Likely — **25%** Not Likely	**70%** Likely — **30%** Not Likely
Marriage equality will be overturned by the Supreme Court	Florida will fully ban abortion with no exception	The right to access contraception will be overturned by the Supreme Court

■ Likely   ■ Not Likely
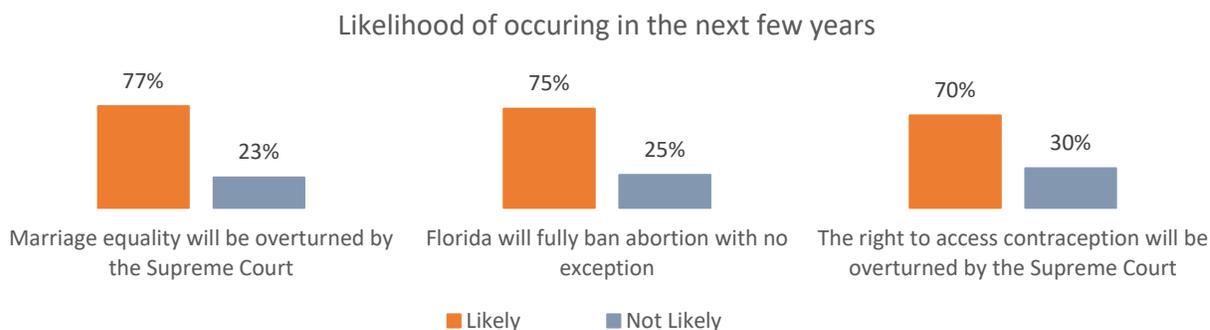
Conclusion

This research suggests that recent judicial and legislative actions related to abortion and LGBTQ rights have become key voting motivators for LGBTQ voters and LGBTQ-allies. In a midterm election where mobilizing turnout is critical (and challenging) for each side, Florida is poised to see a surge in voting participation by LGBTQ voters and LGBTQ allies who voted in the last Presidential election but not the last midterm. Both groups say they are even more motivated to vote in this midterm election than they were in the last Presidential election. In a tight governor's race, like in 2018, turnout from these voters could be pivotal.

[1]**Methodology**

This memo reports on the findings of a survey conducted by Pathfinder Opinion Research from July 5-12, 2022 among a total of n=600 registered voters in Florida. The survey was sampled to include two core groups: LGBTQ allies who voted in the November 2020 Presidential election but did not vote in the November 2018 midterm election (Allied midterm dropoff voters) and registered voters who identify as LGBTQ (LGBTQ registered voters).

Allied midterm dropoff voters in Florida (n=400) were sampled from a commercial voter file using vote history data and a statistical model developed by HaystaqDNA that predicts support for same-sex marriage and transgender athletes. To qualify for the survey, these respondents also had to identify as being in support of full LGBTQ equality. Responses were collected via text-to-web methodology and weighted by age, race, geography, and partisanship based on the profile of voter file data for this universe.

LGBTQ registered voters in Florida (n=200) were sampled from a research panel and interviews were conducted online. Respondents were weighted by age and race based on a Williams Institute profile of Florida's LGBT population.