



November 18, 2022

Equality Voters Stopped the Red Tide in Pennsylvania

Post-election survey

To: Interested parties

From: HRC and GQR

The 2022 election defied pre-election predictions of a massive “red wave”—in Pennsylvania and nationally—in no small measure because Equality Voters pushed back against extremism and voted to protect commonly held values and our democracy. Across the country and in Pennsylvania, election deniers and right-wing extremists lost winnable elections because they advocated views that are out-of-touch with average voters, particularly the huge number of Equality Voters who made the critical difference up and down the ballot.¹

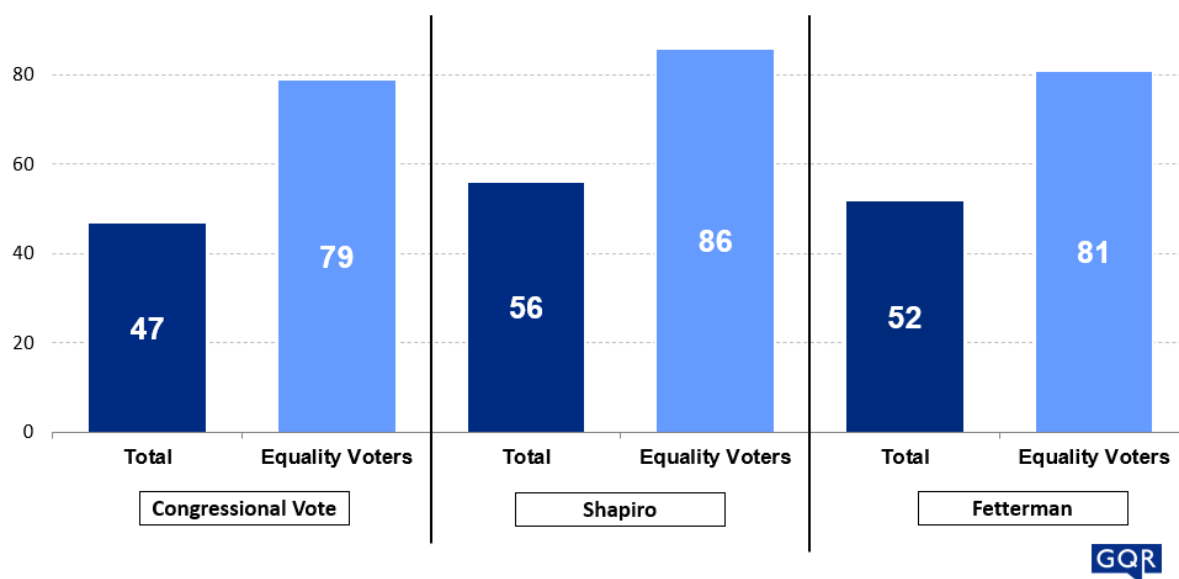
Equality Voters, of which there are more than 3 million in Pennsylvania, are a group of voters modeled to support LGBTQ+ equality. They represent 38 percent of the 2022 electorate nationally and in Pennsylvania—a number that reflects the growing political strength of this community—and tend to be younger and more racially diverse than the electorate as a whole.

Key Findings

- ✓ **Equality Voters delivered huge margins to Democrats at every level of the ballot.** An 86 percent majority of Equality Voters supported Governor-elect Josh Shapiro, 81 percent supported U.S. Senator-elect John Fetterman and 79 percent supported Democratic U.S. House candidates.

¹ This memorandum reflects a survey of 1,000 2022 voters taken November 5-9, 2022. This survey is multi-mode; half the surveys were conducted online and half on phones. It carries a margin of error of +/- 3.10 points. The project included oversamples in AZ, GA, MI, PA, NV, and WI. In total, 228 surveys were conducted in Pennsylvania.

Equality Voters deliver huge margins up and down ballot



- ✓ **Right-wing efforts to spread propaganda about and attack transgender people failed.** In this survey, we asked voters which specific issues motivated them to vote this year. Inflation (47 percent) ranks first while abortion (37 percent) ranks a close second. Only 5 percent identify gender affirming care for transgender youth or transgender participation in sports as issues motivating them to vote.

This confirms extensive national research prior to the election that found anti-transgender attacks were effective in riling up extreme members of the conservative base, which is why the attacks were so prominent in paid media during Republican primaries. While the attacks were ineffective with the general electorate, they still caused harm, including increasing stigma, discrimination, and violence against the transgender community.

- ✓ **Voters will tolerate no retreat on marriage.** With pivotal U.S. Senate votes on marriage equality now underway in the lame duck session, it's worth noting a convincing 68 percent of Pennsylvania voters in this fairly conservative, midterm electorate support Congress passing a law to protect the federal right to same-sex marriage, seven points higher than the national average (61 percent).

Conclusion

As anti-equality politicians line up in a circular firing squad in the aftermath of historic losses, they would do well to recognize that they lost because they nominated extreme candidates who advocated extreme positions, including attacks on an LGBTQ+ community that grows more politically powerful every election cycle. Doug Mastriano in particular made being anti-equality a central plank of his campaign for Governor, and the Keystone State responded by electing Governor-elect Josh Shapiro by 14 points.

“We underperformed among independents and moderates because their impression of many of the people in our party and leadership roles is that they’re involved in chaos, negativity, excessive attacks, and it frightened independent and moderate Republican voters. [...] As a result of the perception many of them had that we were not dealing with issues in a responsible way, and we were spending too much time on negativity, attacks and chaos, they were frightened. So they pulled back.”

–Senator Mitch McConnell, 11/15/22