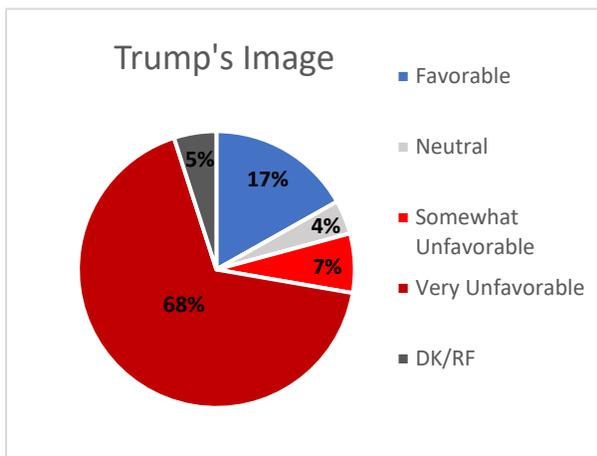
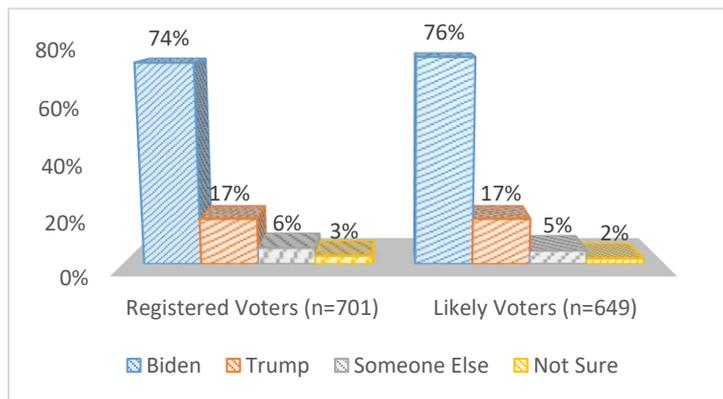


To: GLAAD
 From: Pathfinder Opinion Research
 Date: September 29, 2020
 Re: Nationwide Survey of LGBTQ Adults¹

Recent survey results confirm that LGBTQ voters represent a highly motivated, vital Democratic voting bloc leading up to the Presidential election. Driven by strongly positive opinions of Joe Biden and Kamala Harris, and strongly negative opinions toward Donald Trump and Mike Pence, LGBTQ voters appear poised to vote for Biden over Trump by a wide margin.

Key Findings

Biden is dominating Trump among LGBTQ registered voters and LGBTQ likely voters. Roughly three-quarters of LGBTQ voters say they will vote for Joe Biden in the upcoming presidential election – more than a 4-to-1 advantage over Donald Trump. In contradiction to unscientific polling released by another entity, this survey clearly shows Biden holding a substantial lead among LGBTQ voters of all sexual orientations and gender identities, including those who identify as gay men (Gay Male Registered Voters: 79% Biden / 17% Trump / 3% Someone Else / 1% Undecided).



Aversion to Trump/Pence is driving the lopsided vote margin. More than two-thirds of LGBTQ adults have a “very unfavorable” view of Donald Trump (17% favorable / 75% unfavorable; 68% very unfavorable). Dislike of Trump is even more pronounced among registered voters (71% very unfavorable) and likely voters (72% very unfavorable). Opinions of Mike Pence are also negative among LGBTQ adults (13% favorable / 65% unfavorable; 53% very unfavorable), and *worse* among likely voters (59% very unfavorable).

¹These findings represent the results of a survey conducted by Pathfinder Opinion Research from September 21-25, 2020 among n=800 LGBTQ adults in the United States. Interviews were conducted online utilizing a national research panel. Respondents were selected to represent the national LGBT population based on demographic estimates of this universe published by the Williams Institute and weighted by gender, age, race, education, and geographic region based on Williams Institute data. Within this sample of LGBTQ adults is a subset of registered voters (n=701) and registered voters who are likely to vote in the upcoming Presidential election (n=649). For this survey, the overall credibility interval (a theoretical margin of error for non-probability samples) is ±3.5%. The credibility interval for subgroups would be larger.

Meanwhile, LGBTQ adults and voters have positive opinions of both Biden and Harris. By a more than 2-to-1 margin, Joe Biden is viewed favorably by LGBTQ adults (57% favorable / 14% neutral / 25% unfavorable; 30% very favorable) and likely voters (63% favorable / 13% neutral / 23% unfavorable; 34% very favorable). Likewise, Kamala Harris is viewed favorably by LGBTQ adults (50% favorable / 15% neutral / 21% unfavorable; 32% very favorable) and likely voters (57% favorable / 14% neutral / 22% unfavorable; 38% very favorable).

Likely LGBTQ voters are highly motivated to vote in this election, and say they are more motivated today compared to previous elections. Seven-in-ten (70%) say they are “extremely motivated” to vote in the upcoming presidential election. More than eight-in-ten (81%) say they are more motivated to vote in this election than they were in any recent election.