



The 2020 Election: What Happened and the Role of LGBTQ Women

November 2020



2020 Election: What Happened

Let's Go Back: What Went Wrong in 2016?

- Donald Trump pulled off a victory even though polling both nationally and in key states showed Hillary Clinton as having the lead. How did this happen?
 - A bulk of undecided voters in the key states of Wisconsin, Michigan, and Pennsylvania ended up voting for Trump, which helped to solidify his victory.
 - Polls oversampled white college educated voters and under sampled white non-college educated voters, allowing for an underrepresentation of the Trump vote.
 - Possibility of Trump voters being less likely to respond to a poll, or to honestly admit that they were voting for him.

What's Different in 2020 and Keys to Biden's Success



- There was unprecedented turnout on both sides, but **Biden was able to consolidate his party better and massive early voting and enthusiasm helped to solidify his success**, especially in the key swing states of Michigan, Wisconsin, and Pennsylvania.
- **Biden's strength was persuading median voters.** He beat Trump among independents and moderates by wide margins.
- Biden performed stronger than Clinton did among suburban voters (+2 margin for Biden compared to -2 margin for Clinton) and moderates (+30 for Biden compared to +14 for Clinton).
- Days leading up to the election, **Biden maintained the lead in key battleground states**, although his lead had narrowed.
 - In A Wall Street Journal poll fielded right before the election, Biden held a 6-point lead across those states, 51% to 45%, compared with a 10-point lead the month before.
- **The electorate continued to hold a negative view of Trump's job performance.** Trump's overall approval rating was 45.9% on election day (disapproval rating 52.5%).
- **Americans remained concerned about coronavirus leading up to the election and disapproved of Trump's handling of the virus.** Thirty-eight percent of voters named it as their top issue and 55% believe the worst is yet to come. Fifty-seven percent of voters disapproved of Trump's management of the pandemic. **Biden won the COVID vote overwhelmingly (82% to 18%).**
- **The economy is still progressives', Biden's, and Democrats' weakness. We lost economic voters 80% to 19%.**
- **Character swung the election. Biden had character and leadership appeal; voters liked unity, integrity, and steady leadership.**
- **The gender gap played a huge role, like everyone expected. There was a 15-point gender gap, with women turning out 57% for Biden, 42% for Trump, and men turning out 53% for Trump, 45% for Biden.**
- **Biden won senior women. Women age 65 and older went for Biden 52% to 47% for Trump, and women 45-64 went for Biden 56% to 43% for Trump. Biden did better among seniors than Democrats have done in past elections.**
- **LGBTQ women went for Biden by wide margins – 68% Biden, 27% Trump. LGBTQ men also voted for Biden in droves – 60% Biden, 27% Trump.**
 - More on this later!

Sources: Klein, Ezra. (2020, Oct 30). Nate Silver on why 2020 isn't 2016. Vox. <https://www.vox.com/21538214/nate-silver-538-2020-forecast-2016-trump-biden-election-podcast>; Zitner, Aaron. (2020, Nov 1). President Trump Trails Joe Biden by 10 Points Nationally in Final Days of Election. The Wall Street Journal. <https://www.wsj.com/articles/president-trump-trails-joe-biden-by-10-points-nationally-in-final-days-of-election-11604239200>. President Trump Job Approval. Real Clear Politics. https://www.realclearpolitics.com/epolls/other/president_trump_job_approval-6179.html. <https://www.cnn.com/election/2020/exit-polls/president/national-results/21>



A note on swing states

- In key states like Pennsylvania, Michigan, Georgia, Wisconsin, and Arizona, it is important to note that Black, Latinx, AAPI, Indigenous, and LGBTQ+ communities turned out for Biden in record numbers. A huge shout out to these communities for helping deliver the election!
- In Georgia:
 - 88% of Black and 62% of Latinx voters voted for Biden, compared to 69% of white voters who voted for Trump.
 - The gender gap also matters here: 54% of women voted for Biden, and 55% of men voted for Trump.
 - Georgia is a narrowly pro-choice state, and three-quarters of pro-choice voters voted for Biden in Georgia.
 - 64% of LGBTQ voters voted for Biden, while 52% of straight voters voted for Trump.

LGBTQ voters, especially LGBTQ women, are a solid base for Biden. However, there is still work to be done to consolidate the vote. Compared to 2016, support among LGBTQ voters for Trump has increased.

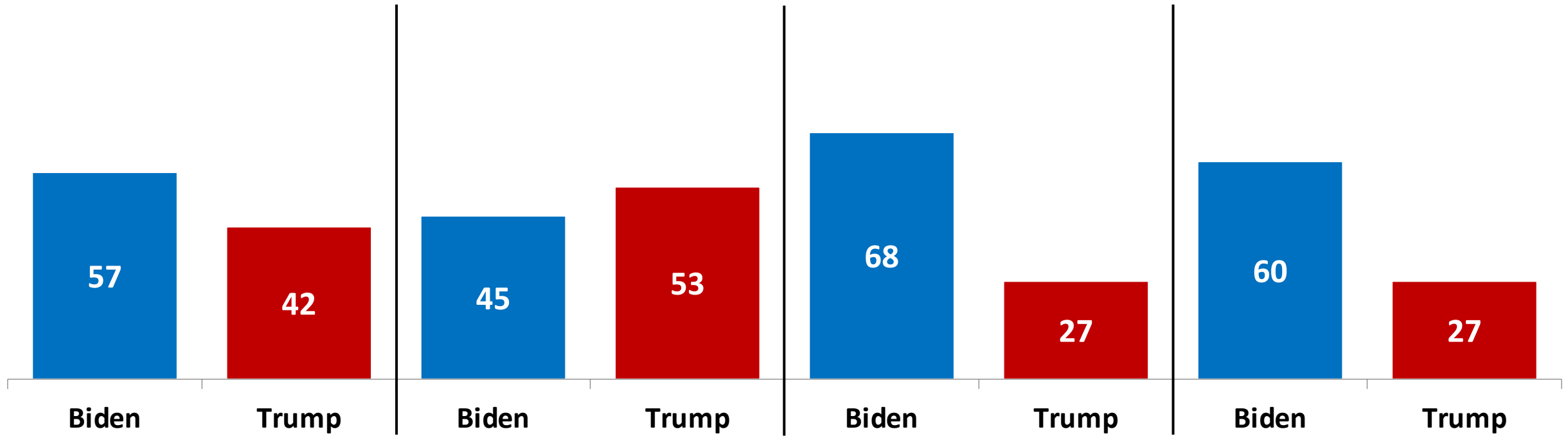
NATIONWIDE

Women Voters

Men Voters

LGBTQ Women Voters

LGBTQ Men Voters



Biden

Trump

LPAC

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

LGBTQ women played an important role in key states. In Georgia, LGBTQ voters voted for Biden by wide margins, and even higher margins among LGBTQ women.

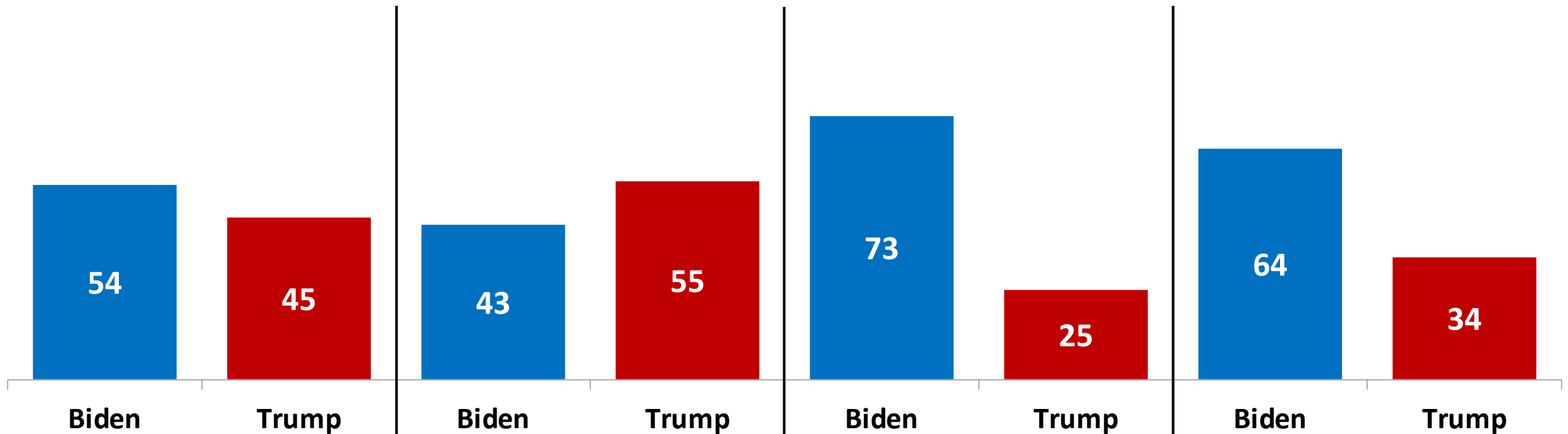
GEORGIA

Women Voters

Men Voters

LGBTQ Women Voters

All LGBTQ Voters*



Biden

Trump

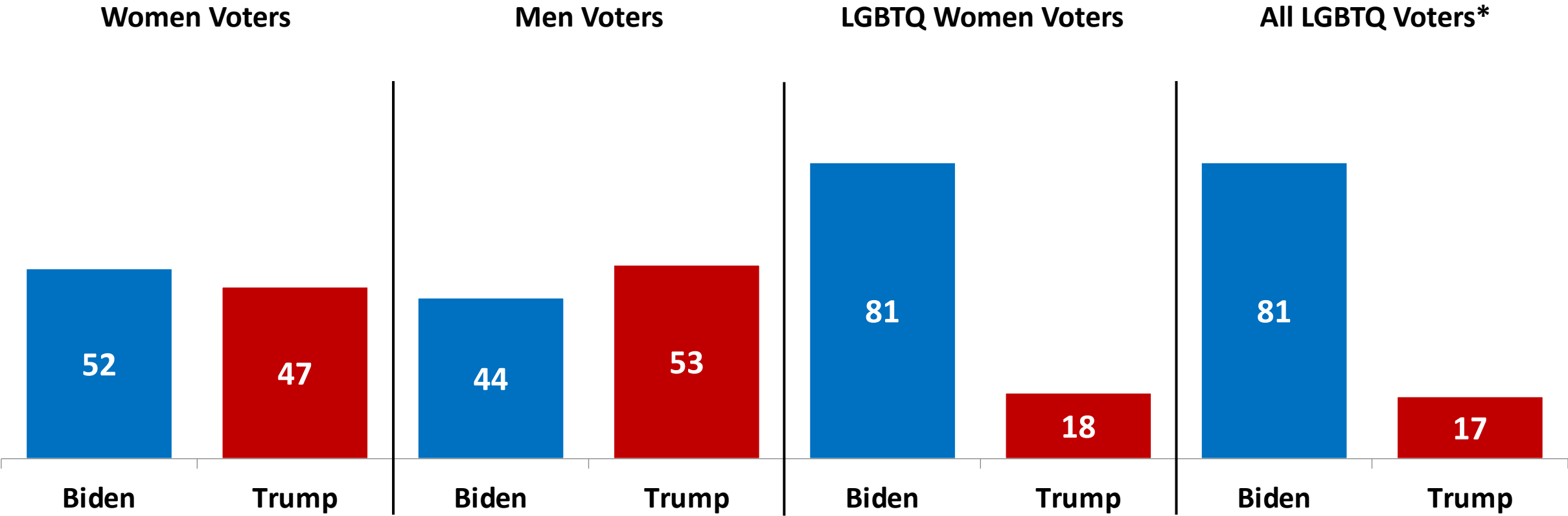
*Data for LGBTQ men in GA unavailable

LPAC

LRP
LAKE RESEARCH PARTNERS
Strategy Precision Impact

Though Biden lost Florida, LGBTQ voters are a reliable constituency in the state.

FLORIDA



*Data for LGBTQ men in FL unavailable



Biden



Trump



Over time, LGBTQ voters have voted solidly Democratic, but 2016 was the year LGBTQ turnout was highest for the Democratic candidate. Compared to 2016, a significant share of LGBTQ voters moved to favoring Trump in 2020.

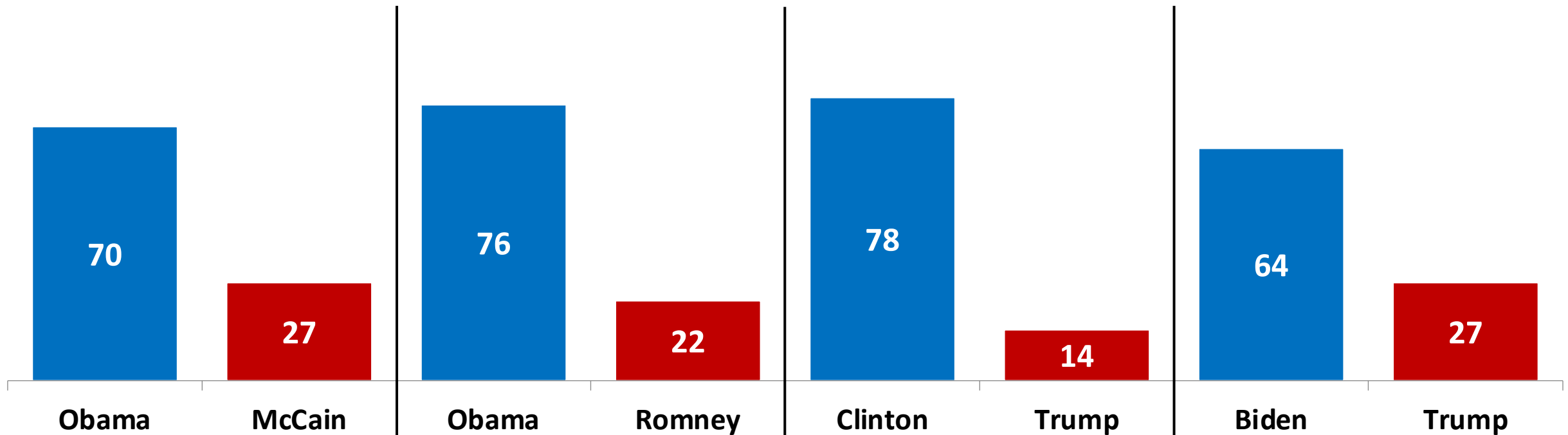
Over time – All LGBTQ voters

2008

2012

2016

2020



 Democrat

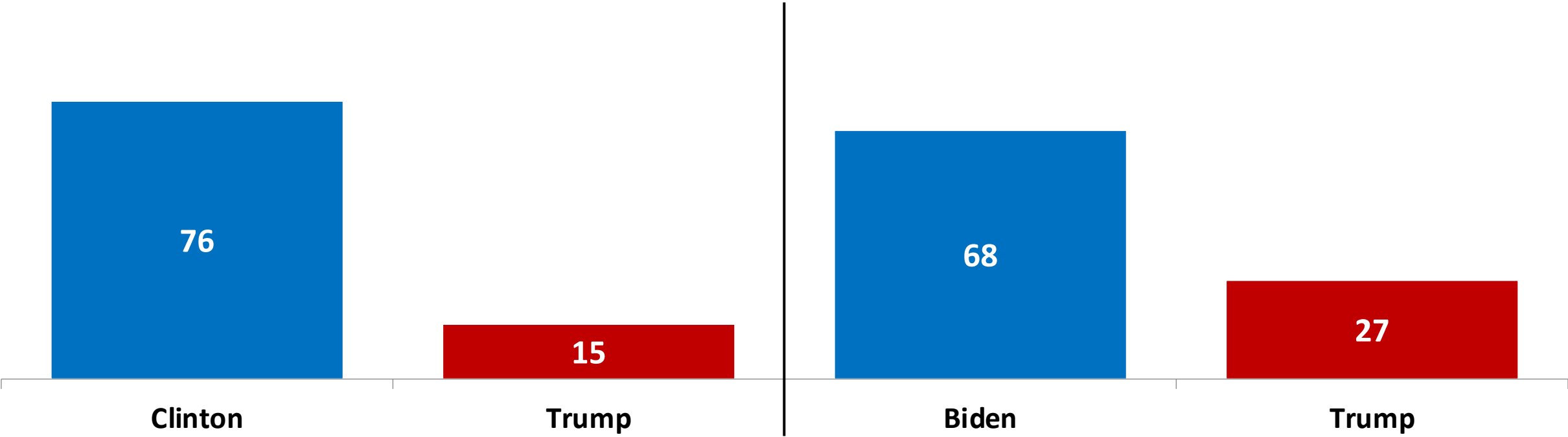
 Republican

Among LGBTQ women only, Trump's vote share increased between 2016 and 2020 as well.

Over time – LGBTQ Women

2016

2020



 Democrat

 Republican



**LPAC's 2020 Exit
Poll of LGBTQ
Women:
High Level Findings**

Methodology – Survey


- Lake Research Partners designed and administered this survey that was conducted online from November 4 – 10, 2020. The survey reached a total of 800 LGBTQ women.
- The sample was drawn from an online panel and screened to be registered voters who voted in the 2020 election. The sample was weighted by region, age, race, party identification, 2016 vote, 2020 vote, educational attainment, and race by age to reflect the actual proportion of LGBTQ women 2020 voters in the U.S.
- The margin of error is +/- 3.5%.

Demographics of 2020 LGBTQ Women Voters

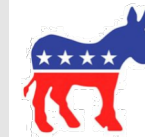
AGE

Under 30	—	25%
30-39	—	19%
40-49	—	15%
50-64	—	23%
65+	—	19%

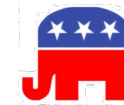
EDUCATION

High School or Less	—	16%	
Post-H.S. / Some College	—	37%	
College Graduate	—	28%	47%
Post-Graduate	—	19%	College Grad or Post Grad

PARTY IDENTIFICATION



Democrat
65%



Republican
19%



Independent
12%

2016 VOTE HISTORY

Trump **22%**

Clinton **56%**

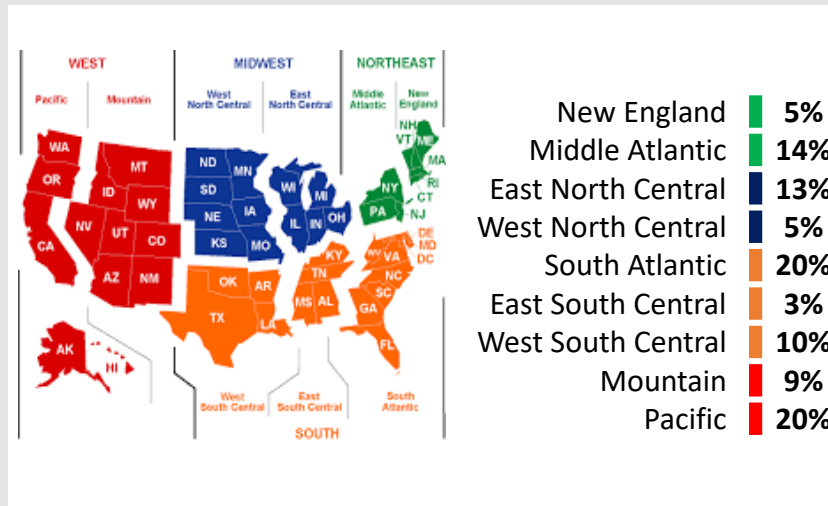
Third Party **7%**

Did Not Vote **13%**

RACE

White/Caucasian	67%
Black/AA	13%
Hispanic/Latinx	11%
Asian/PI	6%
Native American	4%
Middle Eastern	1%

REGION



MARITAL STATUS

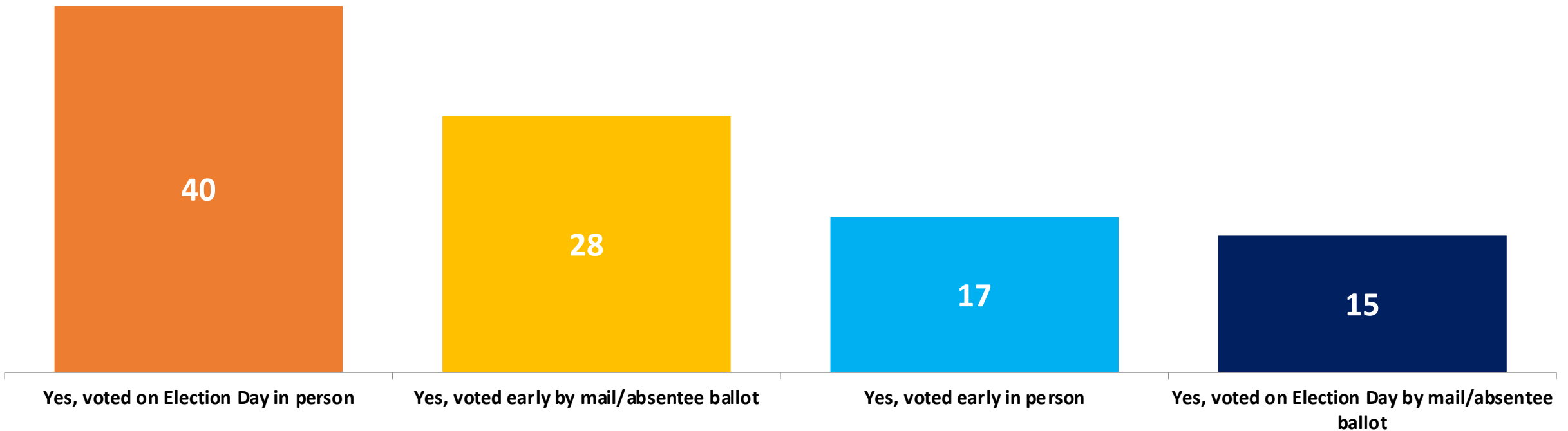
Married	34%
Unmarried	66%

LGBTQ STATUS

Lesbian	42%
Bisexual	40%
Transgender	4%
Nonbinary	1%
Pansexual	8%
Queer	7%

A plurality of LGBTQ women voted in person on Election Day, and over a quarter voted early in person by mail or absentee ballot. Nearly one in five voted early in person, and over one in ten voted on Election Day by mail or absentee ballot.

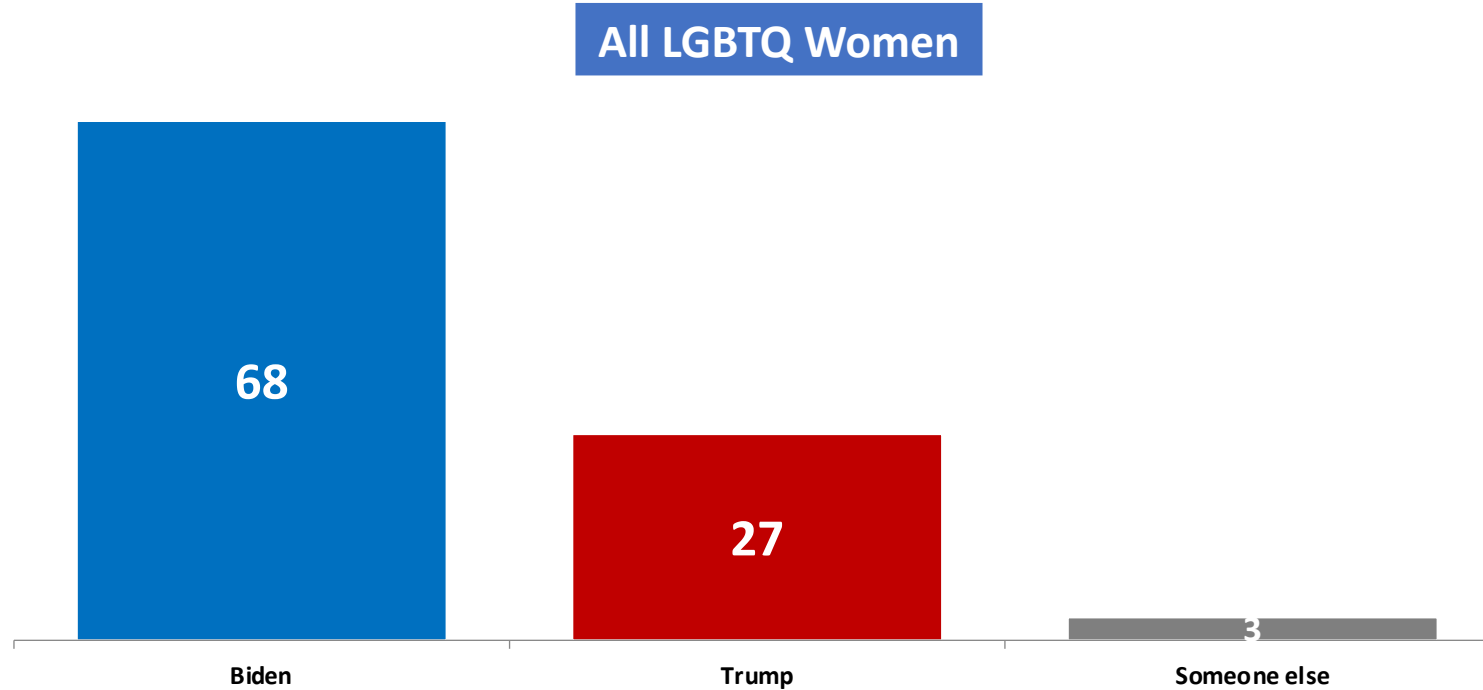
Many people did not get a chance to vote in this election for President and U.S. Congress and other offices. How about you? Were you able to vote Tuesday, or did you vote earlier in this election before Tuesday, or did you vote earlier either in person or by mail, or by absentee ballot?



Presidential Vote

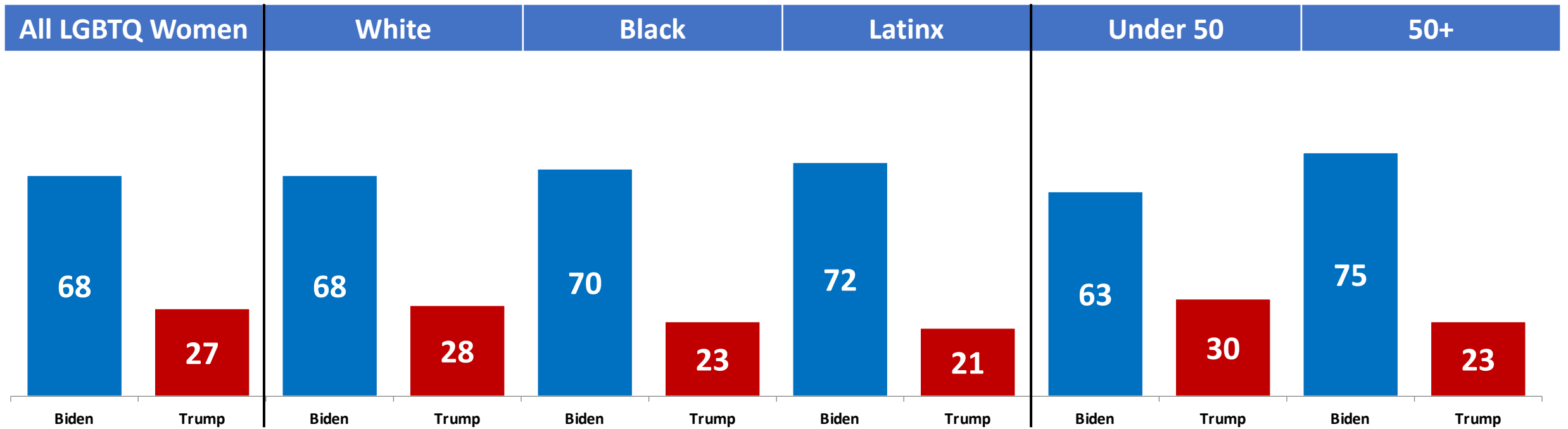
LGBTQ women solidly voted for Biden – by a margin of 41 points. Still, Trump’s result points to more work that could have been done to educate and empower LGBTQ women voters.

In the election for President, did you vote for Donald Trump, Joe Biden, or someone else?



Across age and race, LGBTQ women’s support for Biden is strong. While still overwhelmingly supportive of Biden, the highest levels of support for Trump were among LGBTQ women under age 50 and white LGBTQ women.

In the election for President, did you vote for Donald Trump, Joe Biden, or someone else?

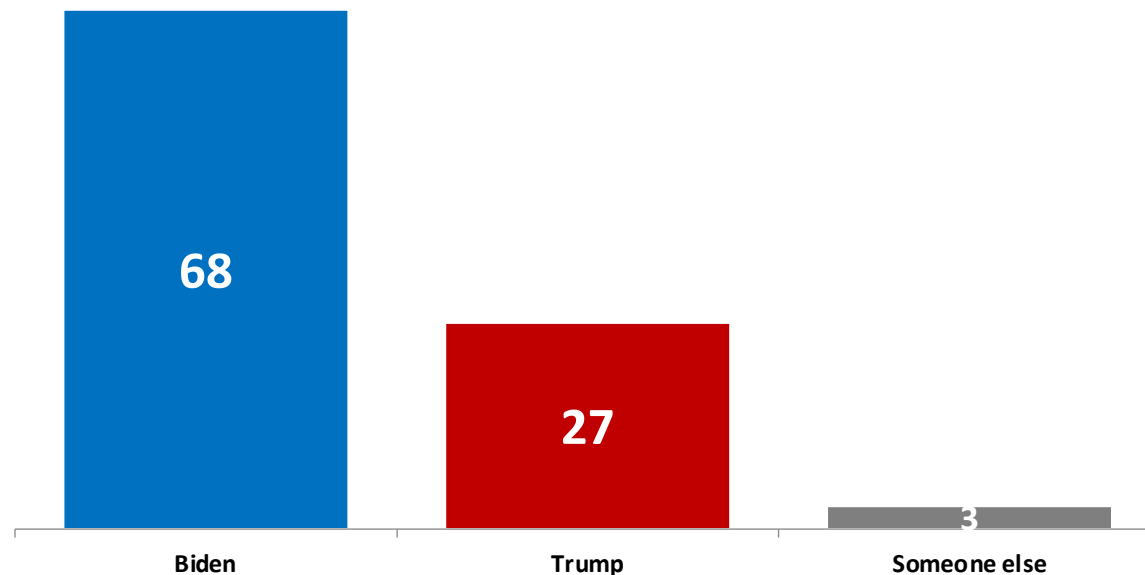


Biden

Trump

In the election for President, did you vote for Donald Trump, Joe Biden, or someone else?

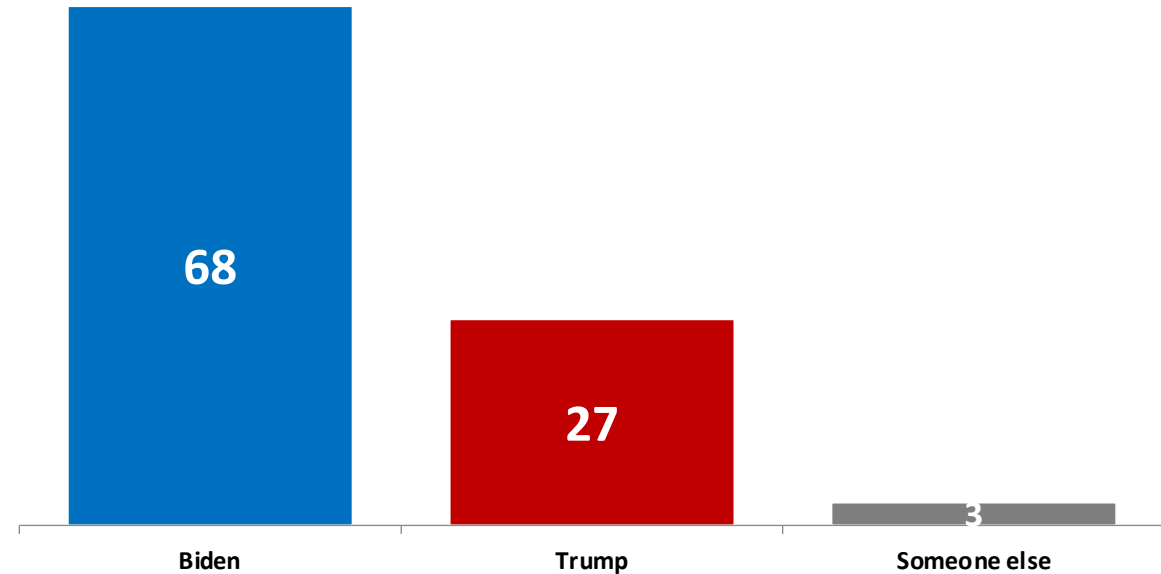
	Biden	Trump	Someone Else	Net
Under 30	71	23	2	45
30-39	61	37	2	24
40-49	62	36	3	26
50-64	63	34	3	29
65+	89	11	0	78
White <50	58	38	4	20
White 50+	78	20	2	58
College	70	28	2	42
Noncollege	69	27	4	40
White Noncollege	64	32	4	31
Democrat	85	13	2	71
Independent	51	40	9	11
Republican	29	69	1	-40
Urban	68	29	3	39
Suburban	76	21	3	54
Rural^	55	42	3	13
Married	63	34	3	29
Married and Unmarried w/ partner	65	31	4	34
Single	78	19	2	57
Annual HH Income <\$50k	73	25	2	47
Annual HH Income \$50k+	66	30	4	36



^N<75

In the election for President, did you vote for Donald Trump, Joe Biden, or someone else?

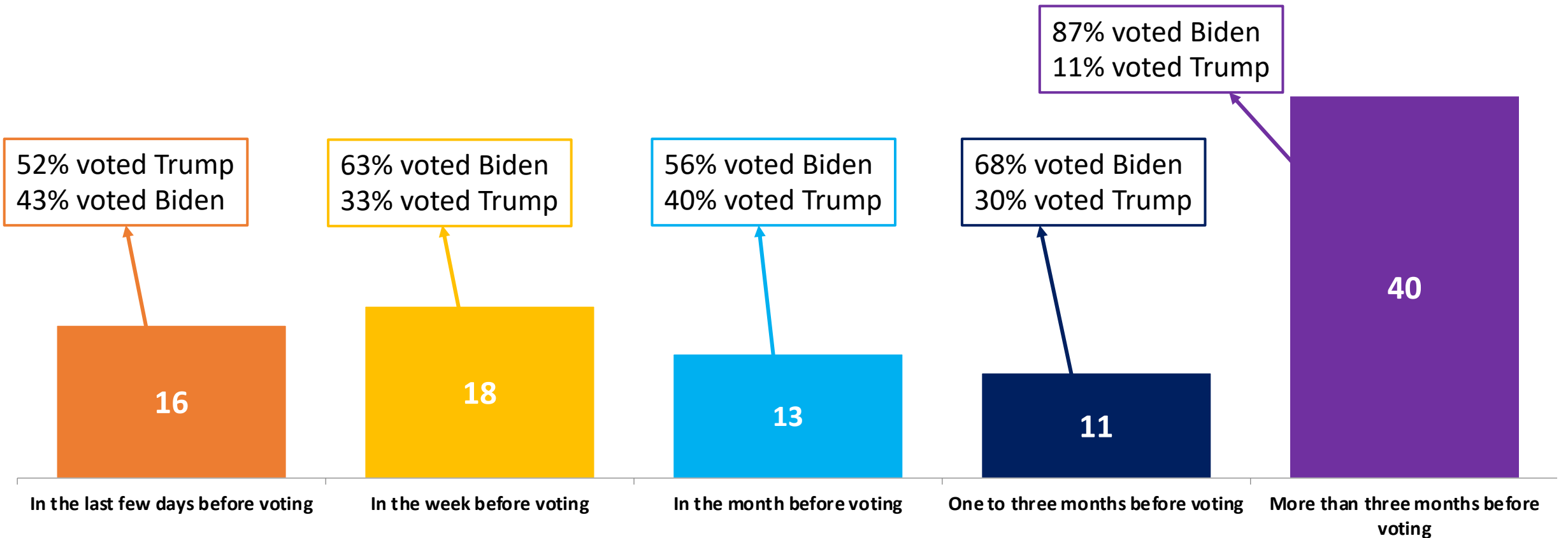
	Biden	Trump	Someone Else	Net
2016 Vote:				
Clinton	87	12	0	75
Trump	32	66	2	-34
Third Party/Did not vote	60	28	12	30
Most important issue:				
Healthcare	75	21	4	53
Economy and jobs	48	46	6	1
COVID-19 pandemic	83	14	3	67
Racism and racial justice	92	7	2	82
Environment and climate change	88	10	2	75
LGBTQ equality	59	38	3	20
Taxes^	51	49	0	1
Social Security and Medicare	77	21	2	55
How voted:				
Voted in person on Election Day	60	37	3	23
Voted Election Day absentee/mail	58	41	1	16
Voted early in person	73	26	1	47
Voted early absentee/mail	87	8	5	77
Employment Effected by COVID:				
Lost job/wages	63	33	4	28
Have not lost job/wages	68	30	2	38



^N<75

A plurality of LGBTQ women voters decided for whom to vote for more than three months ago. However, about a third decided in the days or week before the election. The LGBTQ women who decided within a few days before voting were more likely to vote for Trump, while the women who decided longer ago were more likely to vote for Biden.

How long ago did you decide for whom to vote for in this election?



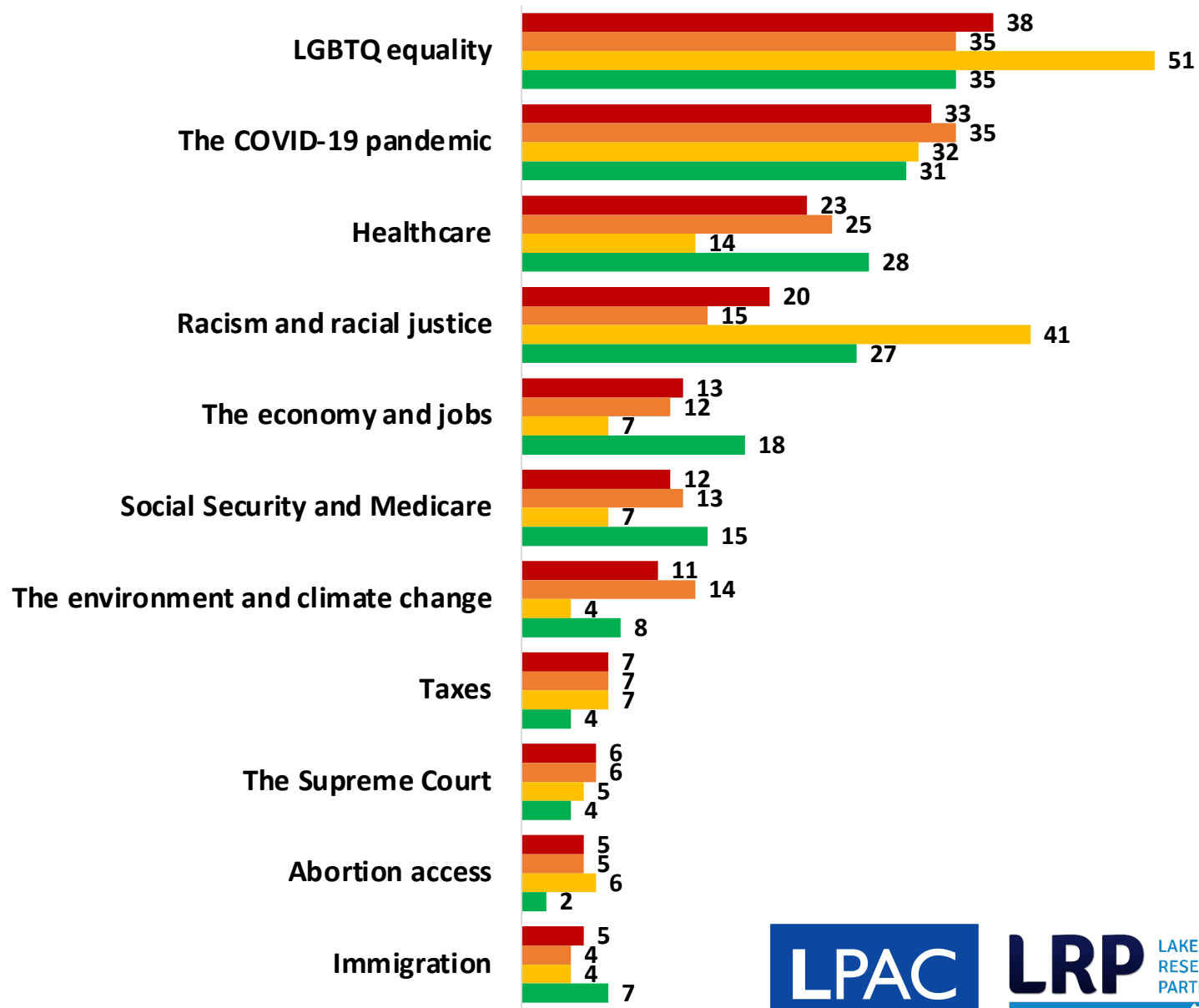
Issues

Now, you will see a list of **issues** that have come up during the election. Please indicate which one or two of these was most important to you in deciding for whom to vote for President.

LGBTQ women’s most important issues when deciding for whom to vote for President were LGBTQ equality, and the COVID-19 pandemic, followed by healthcare.

These are the top issues for white LGBTQ women, and Latina LGBTQ women, as well. However, racism and racial justice is nearly twice as important to Latina LGBTQ women than it is to white LGBTQ women.

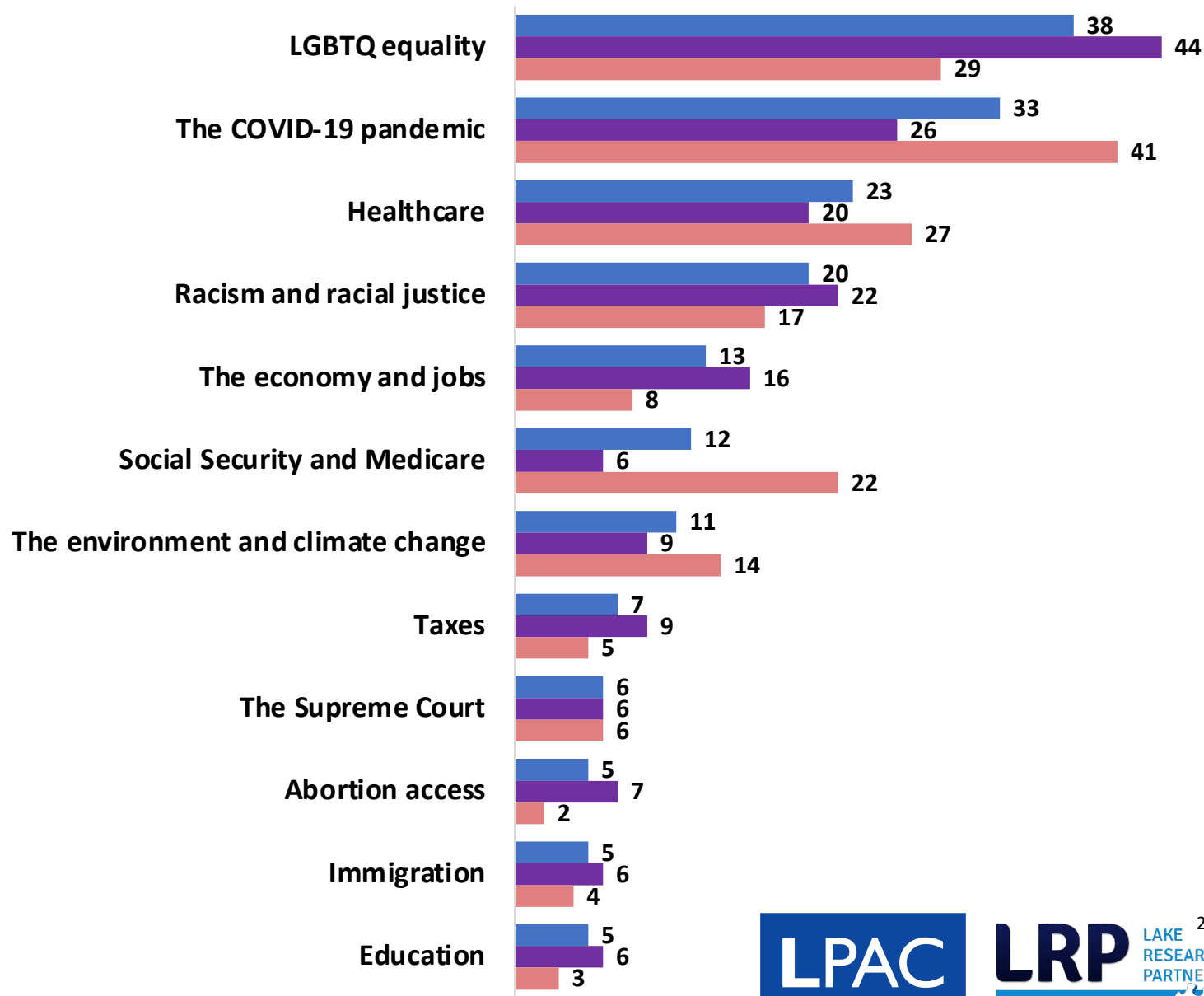
For Black LGBTQ women, the top issues are LGBTQ equality, and racism and racial justice, followed by the COVID-19 pandemic.



Now, you will see a list of **issues** that have come up during the election. Please indicate which one or two of these was most important to you in deciding for whom to vote for President.

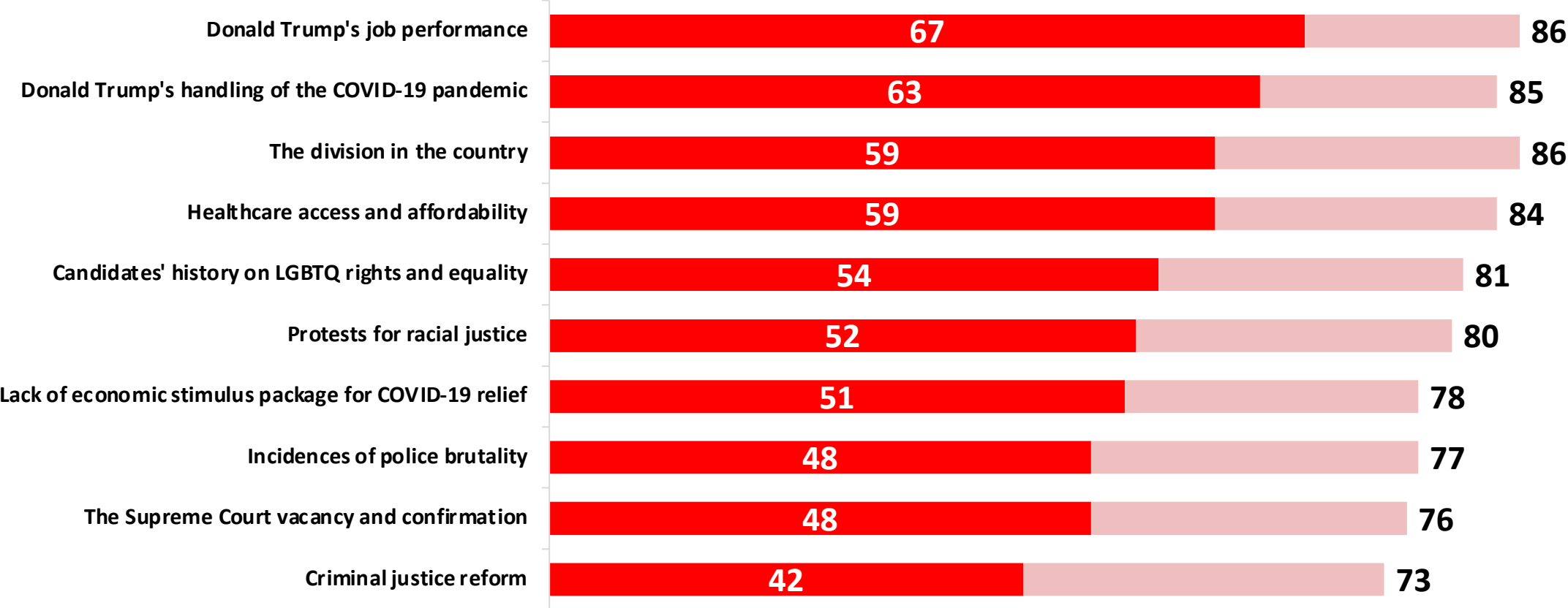
LGBTQ women age 50 and over say that the most important issue to them is the COVID-19 pandemic, while LGBTQ women under age 50 say the most important issue is LGBTQ equality.

LGBTQ women over age 50 are also more likely than their younger counterparts to say the most important issue is healthcare and Social Security and Medicare.



LGBTQ women had a very diffuse issue agenda when considering their motivation to vote. The top motivating factors were Trump’s job performance and his handling of the COVID-19 pandemic, followed by the division in the country, and healthcare access and affordability.

Please indicate if the following factors had an impact on your motivation to vote this year.

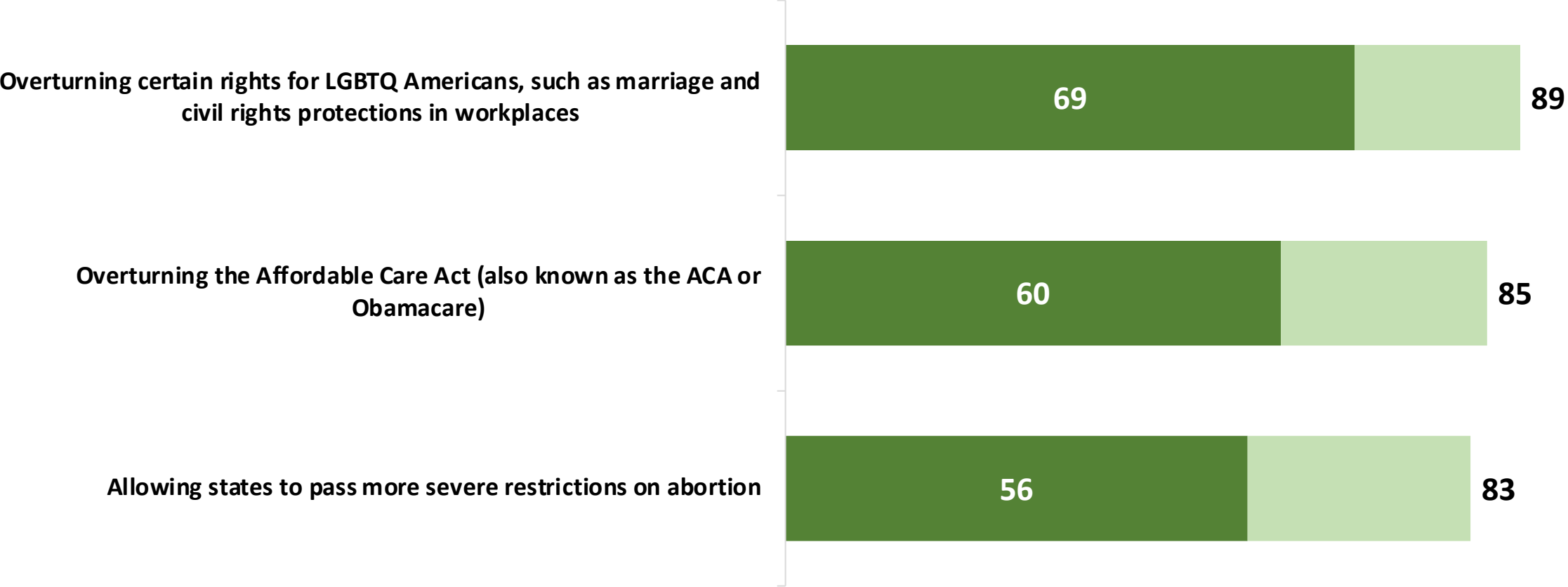


Big/Some Impact
Big Impact



There is a high level of concern about the Supreme Court taking action on overturning rights for LGBTQ Americans, overturning the Affordable Care Act, and allowing states to pass more severe restrictions on abortion.

How concerned are you personally about the Supreme Court's potential action on each of the following?



Big/Some Impact
Big Impact



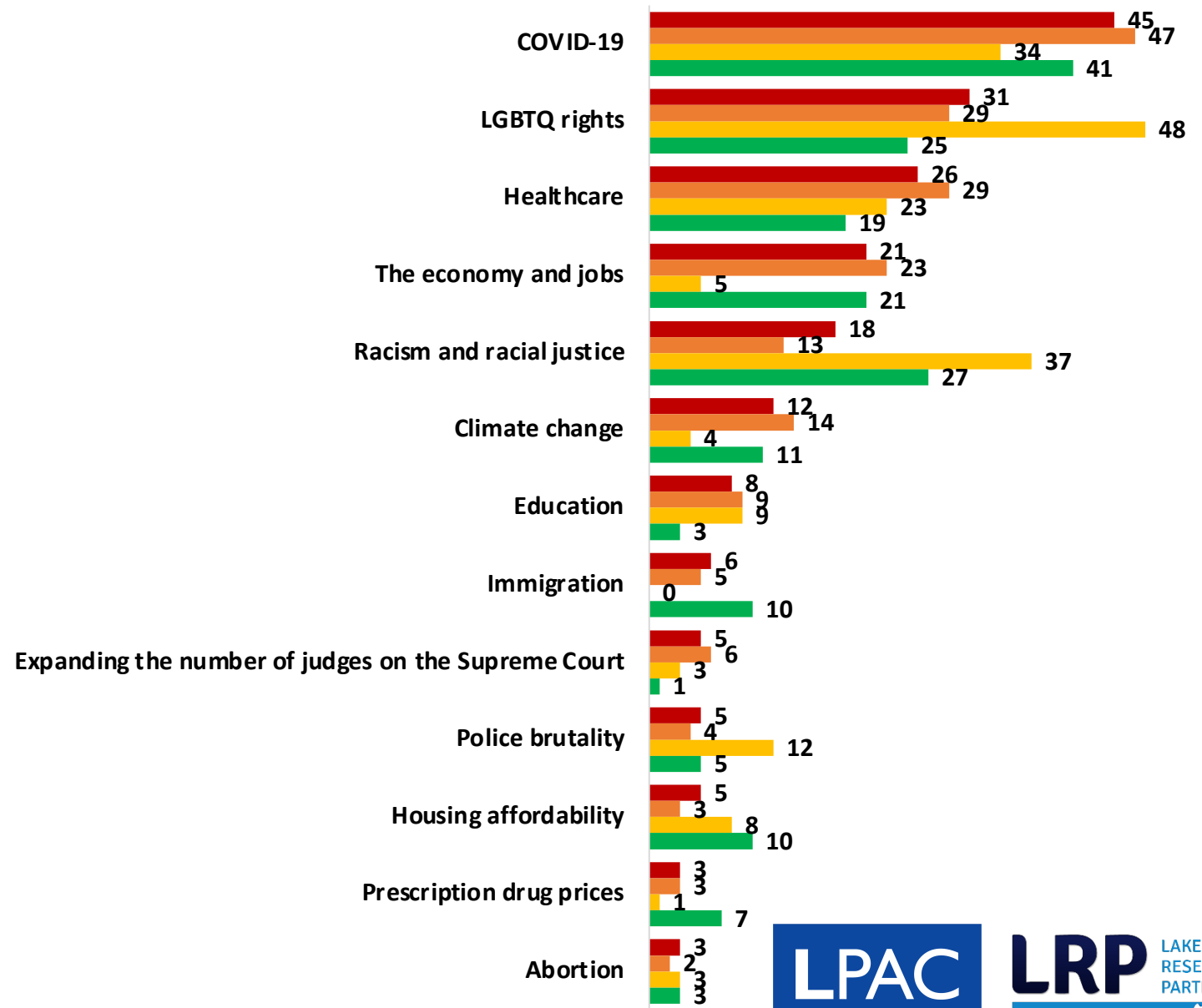
Presidential Priorities

If it were up to you, what would be the **top one or two priorities for the winner of the Presidential election** to address during their first year in office?

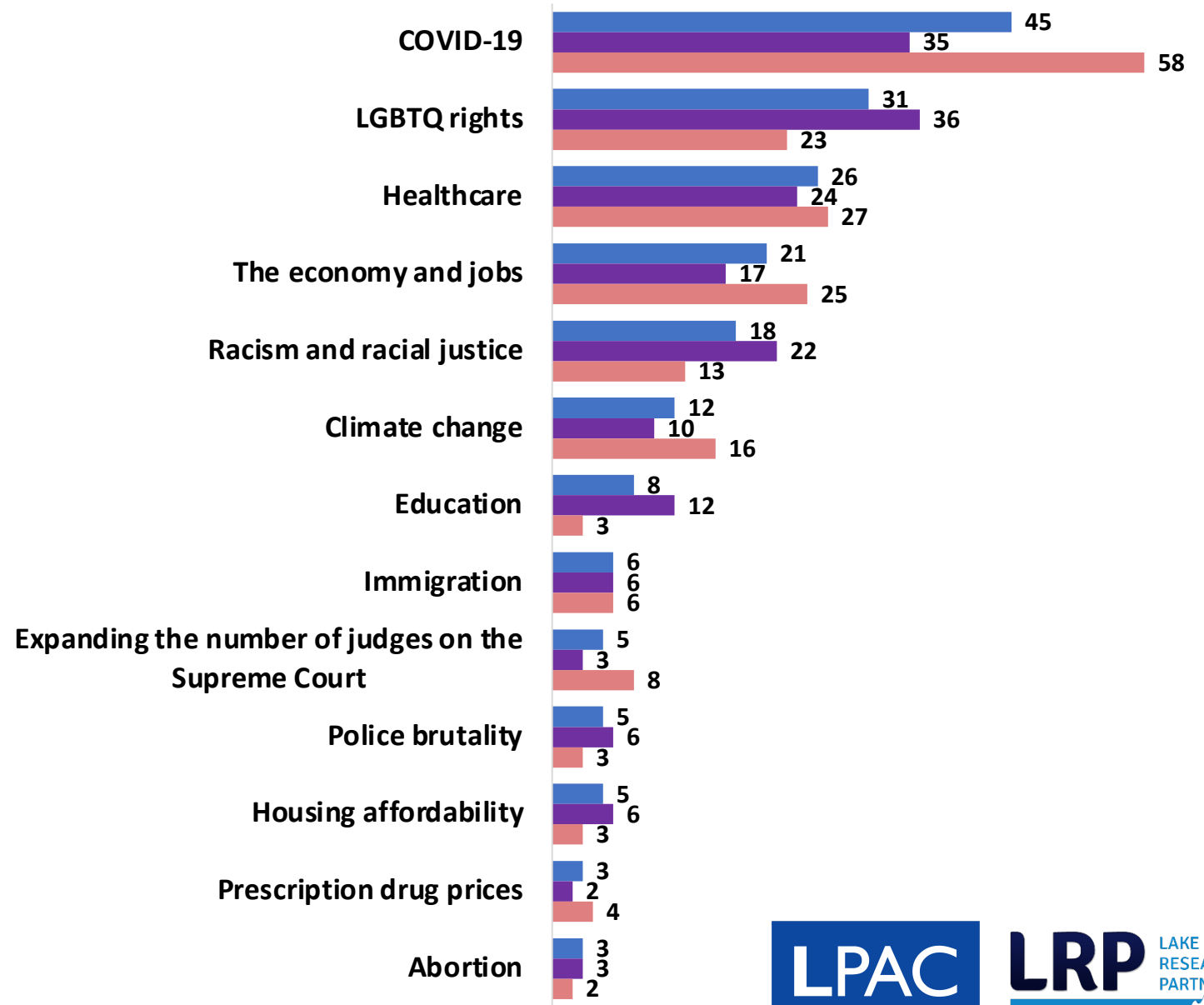
The issues that LGBTQ women want the winner of the election to address differ slightly from the most important issues to them.

Overall, LGBTQ women want the winner to address COVID-19, followed by LGBTQ rights.

Black LGBTQ women are most likely to say they want the winner to address LGBTQ rights, followed by racial justice.



If it were up to you, what would be the **top one or two priorities for the winner of the Presidential election** to address during their first year in office?



A majority of LGBTQ women over age 50 say they want the winner of the Presidential election to address COVID-19, while LGBTQ women under age 50 split between wanting LGBTQ rights and COVID-19 addressed.

■ LGBTQ Women Overall
■ LGBTQ Women Under 50
■ LGBTQ Women 50+



Washington, DC | Berkeley, CA | New York, NY
LakeResearch.com
202.776.9066



Questions or comments? Email:

Celinda Lake
clake@lakeresearch.com

Emily Caramelli
ecaramelli@lakeresearch.com

Lisa Turner
lisa@turner.org

Matt Fouracre
matt@teampac.com