



LGBTQ+ VOTERS REPORT

LGBTQ+ Americans are becoming one of the fastest-growing voting blocs in the country.¹ By 2030, LGBTQ+ identification among U.S. voters will likely increase from one in 10 to one in seven.¹ This growth in identification, combined with an increased political focus, means that the LGBTQ+ voting bloc is likely to become one of the most politically influential. As such, it is important for campaigns and candidates to consider this group's needs and concerns.

In this report, we'll look at:

- LGBTQ+ demographics
- Important issues
- Political preferences
- How best to reach the LGBTQ+ community



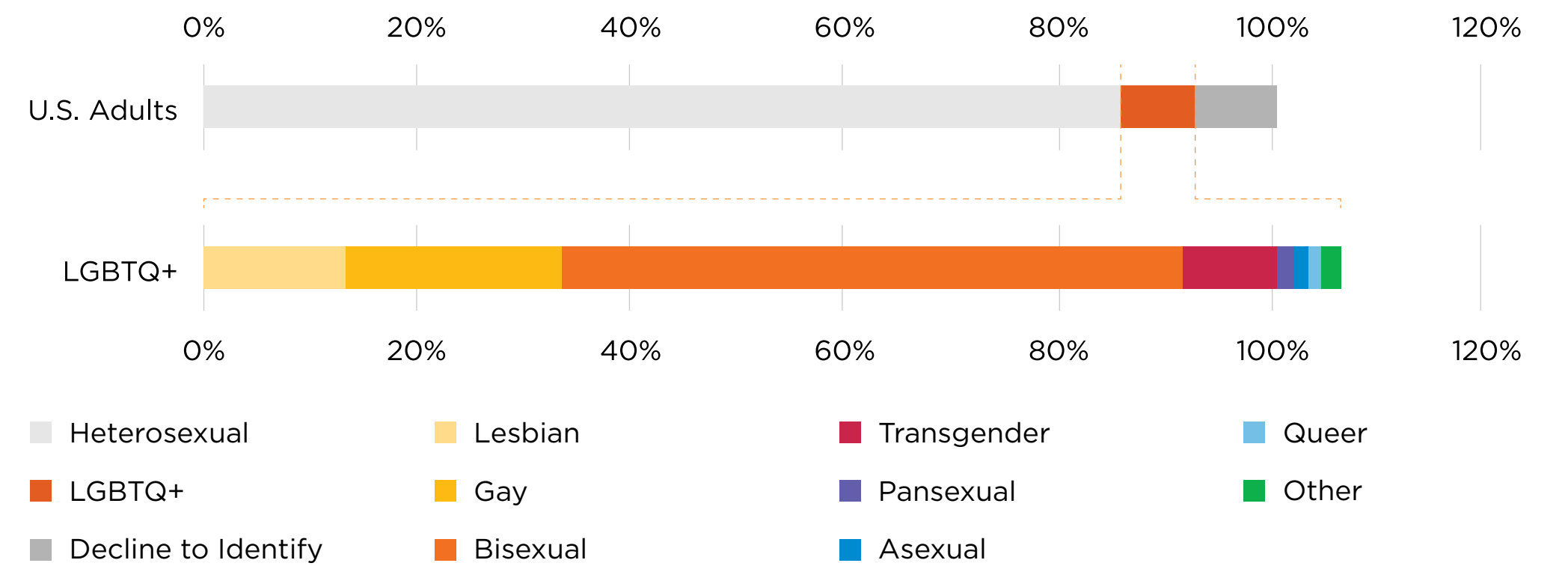


Demographics

LGBTQ+ (sometimes LGBT or LGBTQIA+) is an initialism for a group that encompasses a wide variety of sexual orientations and gender identities.² It stands for lesbian, gay, bisexual, transgender, and queer. The “+” is added to recognize all other non-straight, non-cisgender identities, including intersex, asexual, pansexual, and more.

As of 2022, 7.2% of Americans identified as lesbian, gay, bisexual, transgender, or something other than cisgender/heterosexual.³ Among LGBTQ+ individuals, more than half identify as bisexual.

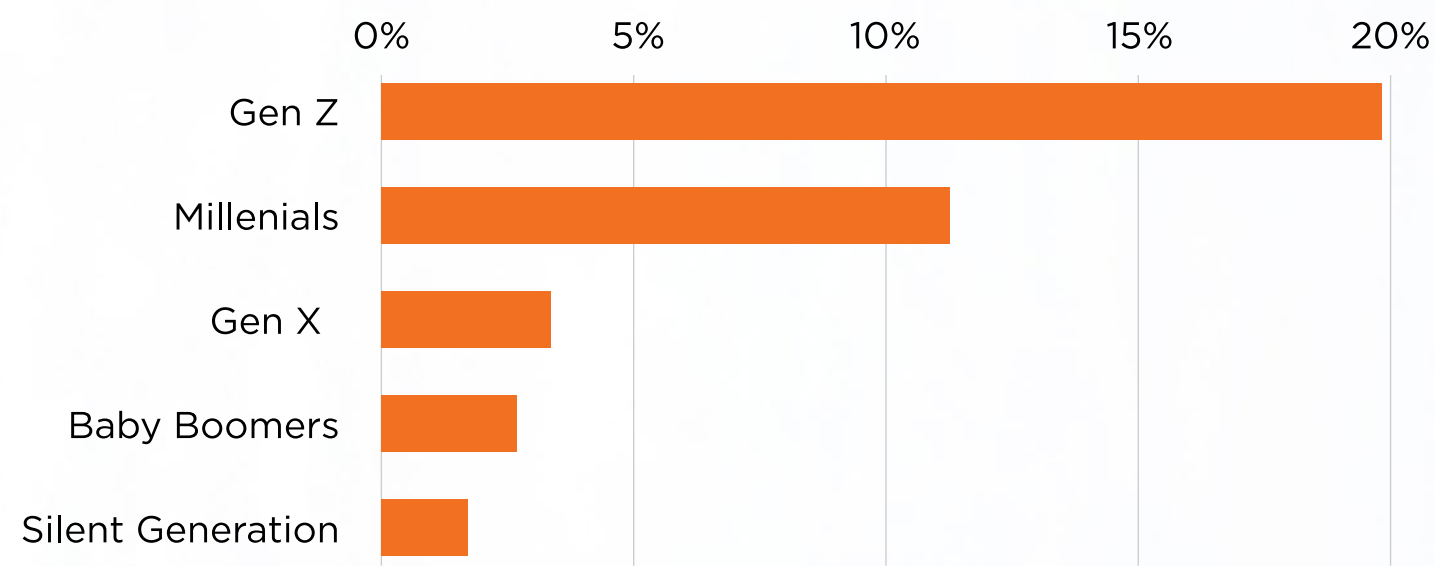
Sexual Orientation/Gender Identity^{3*}



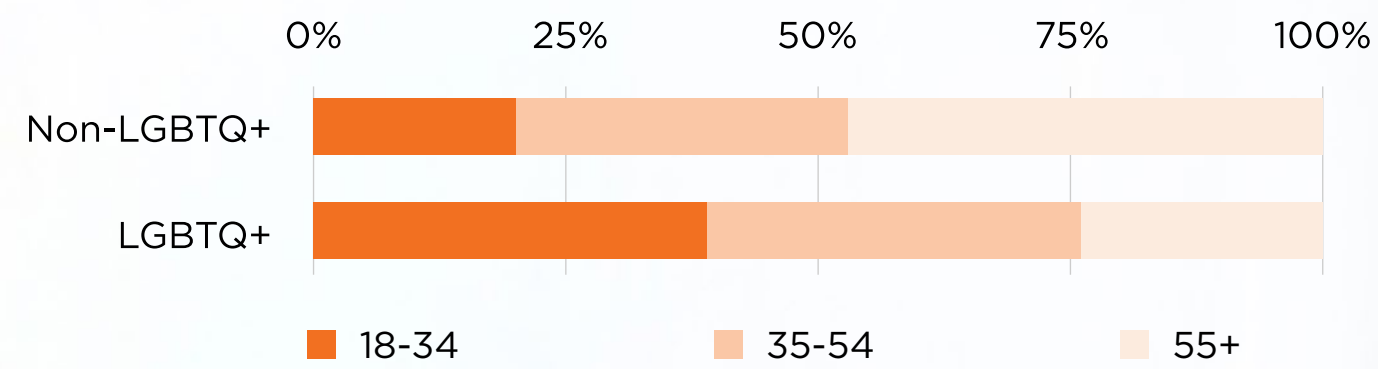
*Respondents may choose more than one sexual identity/gender orientation. Totals may exceed 100%.

Younger people are much more likely to identify as LGBTQ+. As such, 47% of LGBTQ+ voters are under the age of 35 (compared to 24% for non-LGBTQ+ voters).⁴

% of Generation That Identifies as LGBTQ+



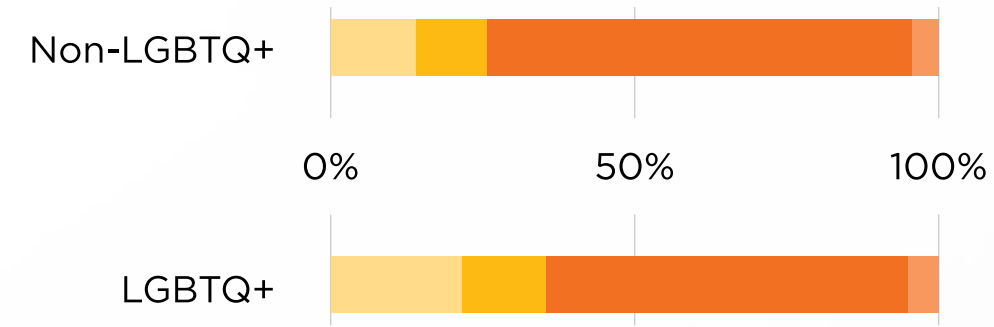
Voters by Age⁴



As the younger LGBTQ+ population enters the voting pool, the influence of this community is likely to increase significantly. By 2030, 14.3% of the entire voting-eligible population will likely identify as LGBTQ+.¹



LGBTQ+ voters are also more likely to be racially and ethnically diverse than non-LGBTQ+ voters.⁴



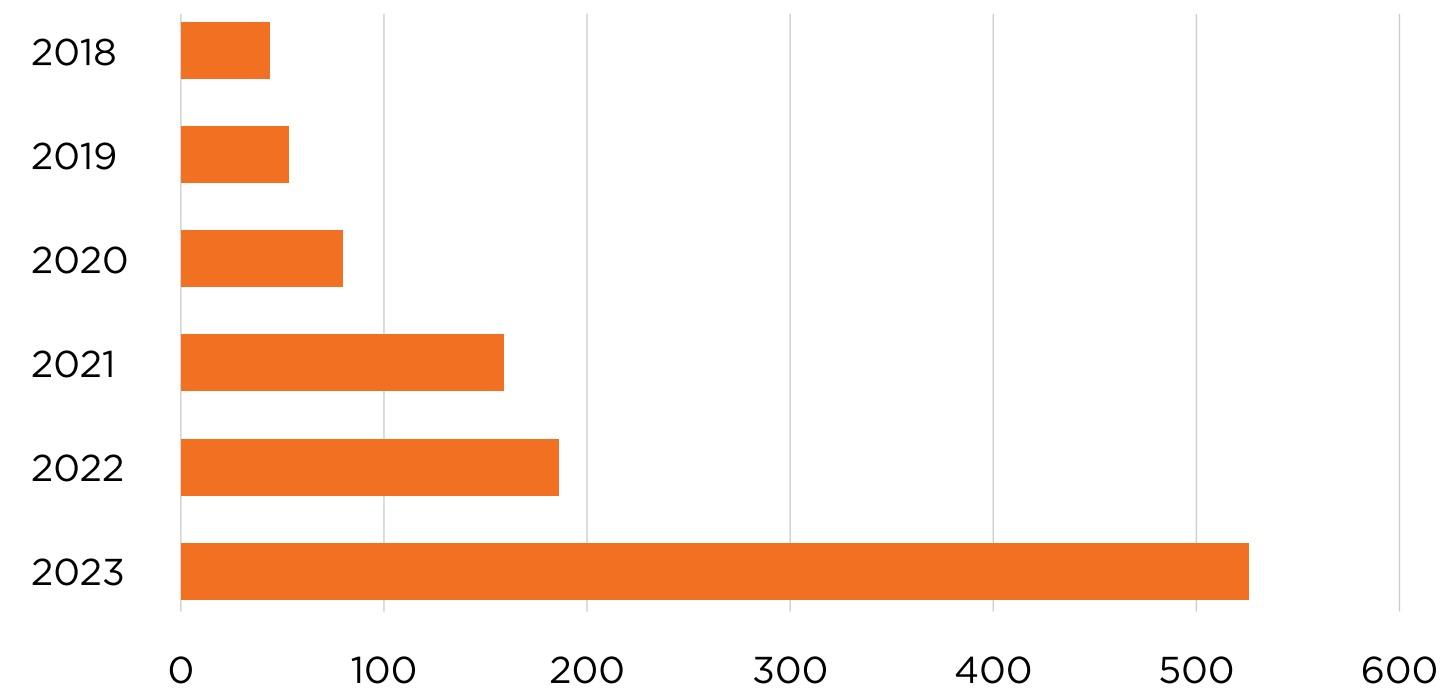
The LGBTQ+ community represents a powerful voting bloc that is young, diverse, and growing.



Legislation

In recent years, the LGBTQ+ community has increasingly become the focus of new laws. In 2023, there were 510 LGBTQ+-focused bills introduced in state legislatures across the country, almost three times the number from the previous year.⁵

Number of bills focused on LGBTQ community^{5,6}



⁶Bills that fit into more than one category are counted multiple times and therefore do not sum to annual totals.

These bills focus on*:

-  Education (233)
-  Healthcare (137)
-  Free Speech and Expression (45)
-  Civil Rights (42)
-  ID Laws (16)
-  Public Accommodations (8)
-  Other (79)

Of the 510 bills proposed by lawmakers in 2023, 84 have been passed in 23 states. A recent poll found that among likely U.S. voters, 64% think there is “too much legislation” aimed at “limiting the rights of transgender and gay people in America.” This includes 72% of Democrats, 65% of Independents, and 55% of Republicans.⁷

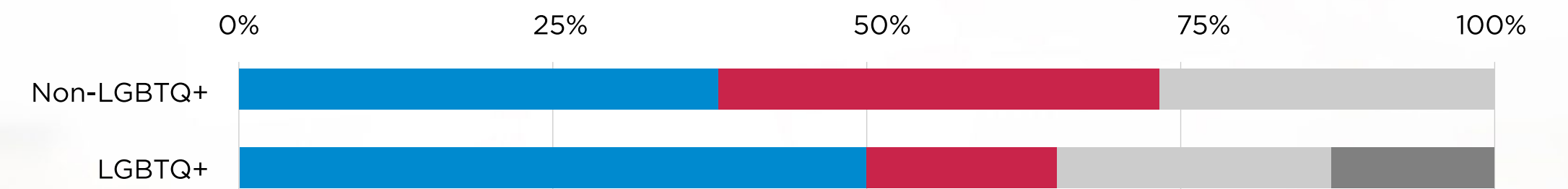




Political Preference and Turnout

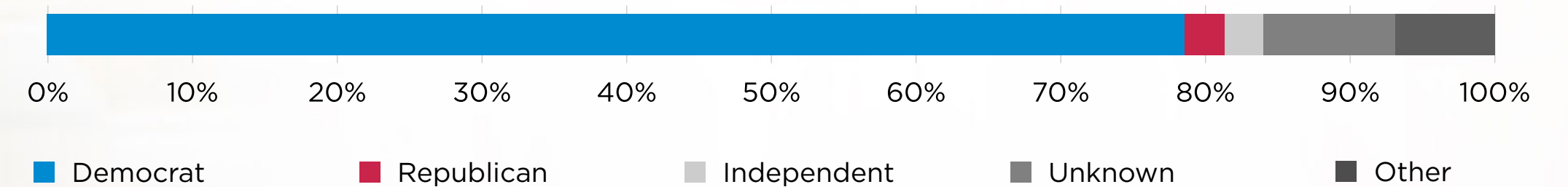
In general, LGBTQ+ voters identify more with the Democratic party; however, this community is far from a monolith.

Party Affiliation⁴



About 50% of LGBTQ+ voters identify as Democrats, 15% are Republicans, and more than a third are either undecided, independent, or third-party voters.⁴ This disparity suggests that this community is motivated less by party loyalty and more by issues. However, when elected, LGBTQ+ officials overwhelmingly serve as Democrats. In 2022, there were 1,043 LGBTQ+ officials in office throughout the country, over 75% of whom were Democrats.⁸

LGBTQ+ Officials' Party Affiliation⁸



2020 Turnout

Though only 50% of the LGBTQ+ community identifies as Democrat, in 2020, 81% of LGBTQ+ voters cast their ballots for Joe Biden. This was likely because many in the LGBTQ+ community disagreed with the Trump administration’s stances on gay/transgender rights and abortion.⁹

This overwhelming LGBTQ+ support likely played a significant role in swinging battleground states and securing a victory for Biden.

In 2020, Biden won Georgia by a narrow margin of 0.2%. Non-LGBTQ+ voters made up 89% of the electorate and leaned in favor of Trump (53%). Biden needed at least 88% of LGBTQ+ voters to win the state, which he received exactly. All else being equal, if only 87% of LGBTQ+ voters opted for Biden, he likely would have lost Georgia.¹⁰

The LGBTQ+ community holds a similar sway in several Biden-won battleground states:

State (%LGBTQ+)	LGBTQ+ Voters		Non-LGBTQ+ Voters	
	% Biden	% Trump	% Biden	% Trump
Arizona (8%)	89	3	46	53
Georgia (9%)	88	11	46	53
Nevada (9%)	73	22	48	50
Pennsylvania (6%)	78	19	48	51
Wisconsin (5%)	70	29	48	50





2022 Turnout

In 2022, many LGBTQ+ voters were dissuaded from voting for Republicans whose platforms they felt targeted LGBTQ+ rights and included anti-abortion legislation.¹¹ Among LGBTQ+ voters, 83% feel abortion should be legal, compared to 63% for cisgender/heterosexual Americans.¹² These policies further motivated LGBTQ+ voters to turn out in 2022.

Among LGBTQ+ adults during the 2022 midterm elections:^{13, 14}

- 87% said they were registered to vote — much higher than the total U.S. average of 69%.
- 82% said they voted, compared to 52% of all adults.
- Among those who voted, 12% were first-time voters.
- Most voters said they primarily participated to “protect human rights,” including protecting LGBTQ+ rights and restoring abortion rights.

Multiscreen Outreach

There is no single method to reach the LGBTQ+ community. However, authenticity, inclusion, and representation are all critical factors in assuring a positive LGBTQ+ response for political advertisers. Studies have also found that showing the LGBTQ+ community in ads leads to favorable views from non-LGBTQ+ consumers as well.

“Including LGBTQ people in ads, films, and TV is good for business and good for the world.”

- Sarah Kate Ellis, President & CEO, GLAAD.¹⁵

To appeal to this group, candidates and campaigns should address issues that affect the LGBTQ+ community, such as marriage equality, transgender rights, workplace discrimination, healthcare reform, abortion, and more.¹⁶ Campaigns should also reach this group via the media platforms they use, like TV and streaming.





TV

The LGBTQ+ audience skews younger than the general population.³ Nearly half of LGBTQ+ voters are under the age of 35.⁴ Viewers in that age range watch 17.5 hours of cable and broadcast TV per week,¹⁷ which presents plenty of opportunities to reach them via their TV screens.

Comcast Advertising analyzed more than 20,000 multiscreen campaigns to see what led to the best results for advertisers. The study showed that 82% of multiscreen campaign reach is unique to traditional TV.¹⁸ It also found that multiscreen reach peaked when 20-30% of an advertiser's investment was allocated to streaming. This suggests that TV still offers the best base for any multiscreen outreach efforts.¹⁸ Political advertisers should use TV placements as the foundation for multiscreen campaigns while adding streaming to drive incremental reach.

The LGBTQ+ community values on-screen and behind-the-camera representation and rewards creators and brands that depict authentic LGBTQ+ stories.

In fact, LGBTQ+ Americans are 30% more likely to watch a TV show if the creator identifies as LGBTQ+.¹⁹



Streaming

Streaming is especially important when trying to reach the LGBTQ+ voting audience. About 85% of LGBTQ+ individuals say that they have used a video streaming service in the last 30 days, compared with 74% for non-LGBTQ+ viewers.²⁰ This is likely because streaming services offer more LGBTQ+-focused programming than broadcast or cable TV. In the 2022-2023 television season, there were 356 LGBTQ+ characters on streaming series, whereas only 209 appeared across broadcast and cable combined.²¹ This community also skews younger than the general population, with nearly half of LGBTQ+ voters being under the age of 35. This same age range accounts for more than half of all streaming viewers.²²


To maximize LGBTQ+ outreach, political advertisers should consider taking advantage of ad-supported video on demand (AVOD) and free ad-supported streaming TV (FAST) services, especially those that offer LGBTQ+ programming. These services can add incremental reach to a campaign, reaching viewers who might otherwise not have seen an ad. In fact, FAST impressions are 10.6 times more likely to be seen within light- and no-TV-viewing households than traditional TV.²³ Plus, these services are growing. By 2026, AVOD viewership in the U.S. is estimated to surpass 171 million,²⁴ while FAST is estimated to surpass 79 million.²⁵ As both ad-supported streaming usage and LGBTQ+ influence grow, investing in streaming advertising will become increasingly vital for political advertisers.

Conclusion

LGBTQ+ voters are young, diverse, politically motivated, and increasing in numbers. More LGBTQ+ individuals enter the voting pool every day, quickly making them one of the most crucial voting blocs in the country. To reach them, cast a wide net across media platforms – including TV and streaming – while directly addressing issues that are most important to this community.

Comcast Advertising is ready to help guide your campaign to victory. Contact us today to start strategizing your outreach efforts.

 ComcastAdvertising.com

 [888.877.9799](tel:888.877.9799)



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