



November 18, 2022

Equality Voters Stopped the Red Tide in Georgia

Post-election survey

To: Interested parties

From: HRC and GQR

Equality Voters, of which there are nearly 1.5 million in Georgia, are a group of voters modeled to support LGBTQ+ equality. They represent 38 percent of the 2022 national electorate and 27 percent of the 2022 Georgia electorate—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.

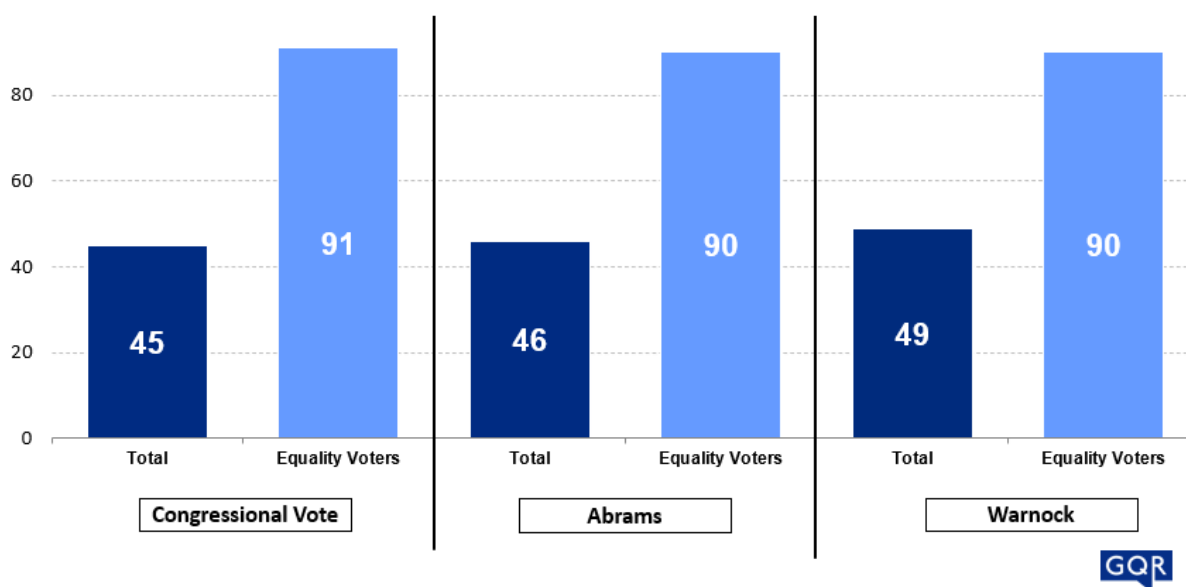
Although Republican Governor Brian Kemp won reelection with 53 percent of the vote, Equality Voters delivered 90 percent of their vote to Stacey Abrams. While this support did not give Abrams a win, similar levels of support for U.S. Senator Raphael Warnock were crucial to his strong showing and near-outright victory on Election Day.¹

Key Findings

- ✓ **Equality Voters delivered huge margins to Democrats at every level of the ballot.** A 90 percent majority of Equality Voters supported Raphael Warnock, 90 percent supported Stacey Abrams for Governor, and 91 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, 212 surveys were conducted in Georgia.

Equality Voters push Senate race to runoff



- ✓ **Georgia 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 54 percent of Georgia voters support Congress passing a law to protect the federal right to same-sex marriage. Garnering majority support in this conservative midterm electorate is a key accomplishment in the movement for equality. Recall that just 18 years ago, a convincing majority voted to ban same-sex marriage in the state. Georgians are clearly in a much different place now, even if some anti-equality politicians are not.

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. While Brian Kemp was presented as the more moderate candidate, Herschel Walker made a habit of mocking the LGBTQ+ community and now faces an uphill battle in the runoff. We anticipate Equality Voters dealing the final blow to Walker on December 6th.

"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