



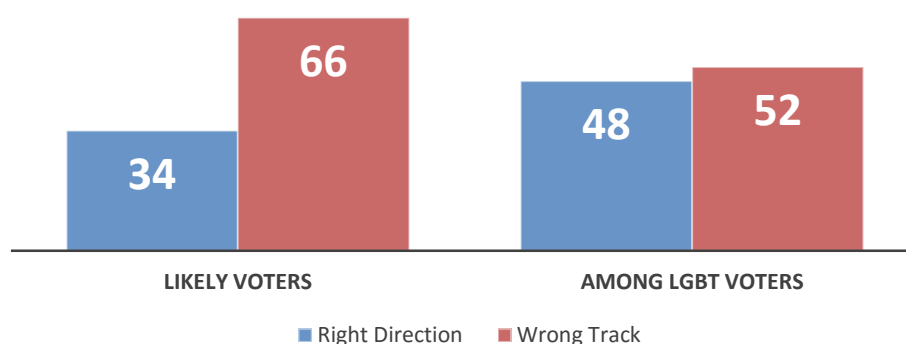
To: Interested Parties
From: Matt McDermott, Brittany L. Stalsburg, and Bernard Whitman
Re: Recent Survey Findings Among LGBT Likely Voters
Date: May 4, 2016

Whitman Insight Strategies' recent survey findings¹ among LGBT voters provides the first look at how this voting segment is engaging in the political process ahead of the November presidential election.

As the primaries for both party's nominations come to a close, these new findings suggest LGBT voters will be an important voice in this election. In fact, LGBT voters are more engaged in this election than any other demographic subgroup. The survey suggests that Republicans' unabated attacks on the LGBT community have only further alienated this voting segment and propelled them to action. Democrats are strongly positioned not only to win LGBT voters in November, but harness their energy in races across the country.

LGBT Voters Are Far More Optimistic

The direction of the country is disheartening to voters across the political spectrum. By a nearly 2:1 margin, voters believe the country is headed in the wrong direction. Notably though, this pessimism does not permeate similarly among LGBT voters. Perhaps still motivated by the court ruling last year, these voters are significantly more likely to feel optimistic about where the country is headed, and are evenly divided as to whether it is headed in the right direction.



But although LGBT voters may feel more optimistic, they have a strong distrust of politicians and government. In fact, by a 35-point margin, LGBT voters say they don't trust government to do what is in their best interest (33% trust, 68% don't trust). This differs little from likely voters overall.

¹ Whitman Insight Strategies conducted a national survey of 338 LGBT likely voters. Likely voters were determined based on stated intention of voting in 2016. The survey was conducted from March 29th-April 2nd, 2016 and the margin of error is +/- 5.3%.

Trust towards politicians specifically is even lower, with nearly 9 in 10 LGBT voters saying they don't trust politicians to do what is in their best interest. The Supreme Court's decision in *Obergefell* aside, LGBT discrimination laws have continued to find traction at the state level – mostly recently in North Carolina – and are helping to drive this level of distrust.

Engagement in the 2016 Election Is Strong

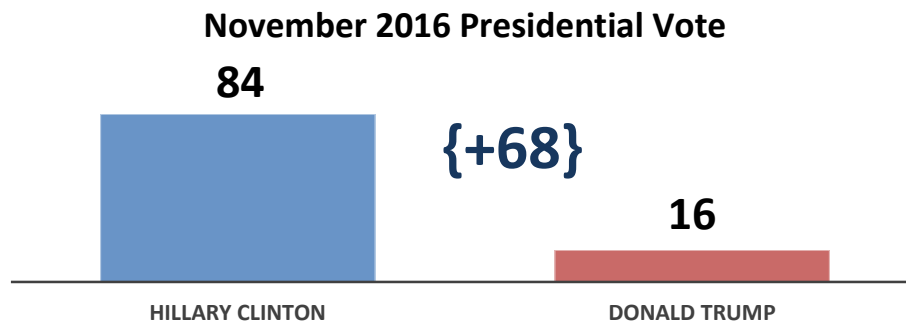
Population	% following very closely
Overall Likely Voters	50%
LGBT	59%
White	50%
Hispanic/Latino	51%
African American	49%
Millennials	43%

LGBT voters are more engaged with the current presidential contest than any other voting population this election cycle. Roughly half of overall likely voters say they are following this year's presidential election very closely, but that intensity is even stronger among LGBT voters. In fact, nearly 3 in 5 LGBT likely voters say they are following this election very closely, a markedly higher number than any other demographic subgroup.

We should expect this level of engagement to only increase as each of the party's nominees is chosen and LGBT voters continue to weigh the stark differences between their choices. Given the growing backlash over the LGBT discrimination law recently passed in North Carolina, and similar efforts underway in other states across the country, expect this national debate to only fuel political engagement among LGBT voters.

LGBT Voters Strongly Support Hillary Clinton

In a head to head race², Hillary Clinton receives the overwhelming support of LGBT likely voters when matched against Donald Trump. If the election were held today, slightly more than 4 in 5 LGBT voters would vote for Hillary Clinton, while only 16% would support Donald Trump. In comparison, the 2012 exit poll found that Barack Obama won 76% of voters who identified as LGBT, compared to 22% who voted for Mitt Romney.



² Question text: If the election were held today and the candidates were [ROTATE: Hillary Clinton and Donald Trump], who would you vote for?

Finally, the survey found that LGBT voters are significantly more likely than voters overall to identify as Democrats. 3 in 5 LGBT voters (60%) identify as Democrats, and intensity is strong (40% strong Democrat). Meanwhile, only 15% of LGBT voters identify as Republican, while 22% identify as Independents.

Moving Forward: Republicans Ignore LGBT Voters at their Peril

This is the first presidential election since the historic June 2015 Supreme Court ruling that established marriage equality in all states. And while LGBT voters are more optimistic about the direction of the country, recent events in North Carolina have all too clearly highlighted the work still to be done in the fight for LGBT equality.

Republicans are not reaching LGBT voters or speaking to issues important to them. In fact, their efforts at the state-level to push anti-LGBT legislation have only further alienated this important community of voters. As such, Democrats are well-positioned not only to win strongly among LGBT voters come November, but harness this already mobilized voter segment into action.

Please do not hesitate to contact Bernard Whitman (bwhitman@whitmanstrategies.com), Matt McDermott (mmcdermott@whitmanstrategies.com), or Brittany Stalsburg (bstalsburg@whitmanstrategies.com) with any questions about these survey findings.