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Equality Voters Stopped the Red Tide in Arizona

Post-election survey

To: Interested parties
From: HRC and GQR

The 2022 election defied pre-election predictions of a massive “red wave”—in Arizona and nationally—in no small measure because Equality Voters pushed back against extremism and voted to protect commonly held values and our democracy. Across the country and in Arizona, election deniers and right-wing extremists lost winnable elections because they advocated views that are out-of-touch with average voters, particularly the huge number of Equality Voters who made the critical difference up and down the ballot.¹

Equality Voters, of which there are nearly 1.3 million in Arizona, are a group of voters modeled to support LGBTQ+ equality. They represent 38 percent of the 2022 national electorate and 46 percent of the Arizona 2022 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.

Key Findings

✔ Equality Voters delivered huge margins to Democrats at every level of the ballot. An 85 percent majority of Equality Voters supported Governor-elect Katie Hobbs, 84 percent supported U.S. Senator Mark Kelly and 82 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, 208 surveys were conducted in Arizona.
Right-wing efforts to spread propaganda about and attack transgender people failed. In this survey, we asked voters which specific issues motivated them to vote this year. Inflation (52 percent) ranks first. Less than 10 percent identify gender affirming care for transgender youth or transgender participation in sports as issues motivating them to vote, last on this list.

This confirms extensive national research prior to the election that found anti-transgender attacks were effective in riling up extreme members of the conservative base, which is why the attacks were so prominent in paid media during Republican primaries. While the attacks were ineffective with the general electorate, they still caused harm, including increasing stigma, discrimination, and violence against the transgender community.

 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 66 percent of Arizona voters in this fairly conservative, midterm electorate support Congress passing a law to protect the federal right to same-sex marriage, five points higher than the national average (61 percent).
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. Kari Like in particular defended her support for discrimination by explaining, “I have a lot of gay friends.” Apparently, not enough of them voted for her.

“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