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## Equality Voters Help Turn Red Tide into Blue Triumph in Michigan

Post-election survey

**To:** Interested parties

**From:** HRC and GQR

The 2022 election defied pre-election predictions of a massive “red wave”—in Michigan 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 Michigan, 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.<sup>1</sup>

Equality Voters, of which there are 1.2 million in Michigan, are a group of voters modeled to support LGBTQ+ equality. They represent 38 percent of the 2022 national 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.

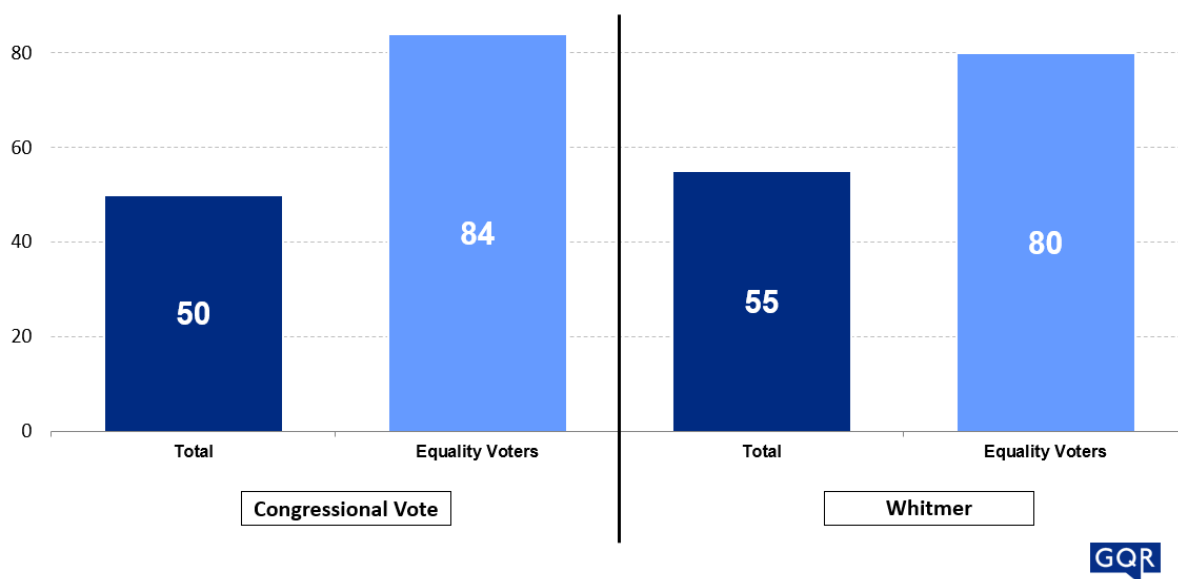
### Key Findings

- ✓ **Equality Voters delivered huge margins to Democrats.** An 80 percent majority of Equality Voters supported the re-election of Governor Gretchen Whitmer, and 84 percent supported Democratic candidates running for Congress.

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<sup>1</sup> 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, 225 surveys were conducted in Michigan.

## Equality Voters deliver huge win for Whitmer, help win unified control in MI



- ✓ **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 64 percent of Michigan voters in this fairly conservative, midterm electorate support Congress passing a law to protect the federal right to same-sex marriage; nationally, 61 percent support this law.

## 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. The week after Tudor Dixon won the primary, she launched an attack on the transgender community.<sup>2</sup> Michigan voters' rejection of this kind of politics led to the first fully controlled Democratic state legislature in 40 years.

"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

<sup>2</sup> [Tudor Dixon launches gender-based attack in historic Michigan governor's race \(nbcnews.com\)](https://www.nbcnews.com/politics/2022/01/15/tudor-dixon-launches-gender-based-attack-in-historic-michigan-governor-s-race-nbcnews.com)