MEMORANDUM

To: Interested Parties
Re: Project LPAC 2021 Research Update – Nationwide Survey Key Findings

2021 Research

In 2021, Project LPAC in conjunction with Lake Research Partners (LRP) has started conducting research delving into widespread political efforts to vilify transgender Americans. In 2021 more than 100 bills have been introduced in over 30 states targeting transgender Americans. The recent “transgender sports” ban signed into law by Texas Governor Greg Abbott is just the latest.

The project consists of focus groups in swing Congressional districts and a nationwide online survey. Specifically, the goal of the project is to understand:

• What voters, especially those in battleground Congressional districts, understand about discriminatory policies targeting transgender Americans. This includes policies related to participation in sports, changing gender identity markers, accessing healthcare and seeking gender-affirming services, and entering public spaces.
• What voters think about conservative messaging around transgender discrimination.
• What can we do to encourage voters to reward politicians who champion transgender rights and inclusivity – and disregard and even vote against politicians who sow fear and hatred among their base at the expense of the safety and dignity of transgender individuals.

Timeline:

• August & September 2021 – Focus Groups Prep, Execution & Analysis *completed*
• September & October 2021 – Survey Development, Execution & Initial Analysis *completed*
• Week of November 8th – final report delivery from LRP

Nationwide Survey Key Findings

From October 6-13th, 2021 Project LPAC and LRP had a 17-minute, nationwide, online survey in the field. The survey was completed by 1,400 registered voters, including 800 registered voters nationwide and 600 registered voters in swing Congressional districts.

The survey included 8 dialed statements, which show respondents real-time reactions to messaging.

Key Finding – Significant potential to improve attitudes:

Among all survey respondents a majority of 60% believe that “there are two genders, men and women, determined by biological sex assigned at birth.” This is compared to 34% who believe “gender is determined by who we know ourselves to be regardless of the sex assigned at birth.”

• The survey was designed to understand voters’ reactions to specific statements on transgender issues, however after seeing the full battery of messaging voters’ attitudes on this question shift. By the end of the survey only 49% of all voters believed there are only two genders (-11 points).

A plurality of 43% of voters say they more likely to vote for a candidate who stood up for transgender rights and inclusivity (27% much more likely), while 32% say it makes no difference.

• A minority of Republicans (28%) and Independents (33%)
• A majority of Democrats (59%)
After hearing all the messages and statements, 56% (+13 points) of voters are more likely to vote for a candidate who stands up for transgender rights and inclusivity.

- Larger minorities of Republicans (+10 to 38%) and Independents (+9 points to 42%)
- A larger majority of Democrats (+18 points to 77%)

Note: to scale up the intensity of the messaging tested by the survey to all voters at large would cost millions of dollars.

Key Finding – Lead with values over policy:

Voters strongly identify with and agree with core values like freedom, the golden rule, nondiscrimination, living authentically, dignity & respond, and the pursuit of happiness. They generally believe everyone, including transgender people, should be able to access those ideals.

- Messages centered around these values are more effective than those that lead with specific policy prescriptions.

A majority of voters are concerned about discrimination (53%) and bias (51%) that may affect the transgender community.

Key Finding – Cross-pressure around sports and locker rooms:

Voters are concerned about the impact transgender participation can have on the fairness of women’s sports. 63% favor policies aimed at “protecting” fairness by requiring student-athletes to play on teams that match the sex they were assigned at birth.

- This includes groups that are more favorable towards transgender rights, in particular 64% of Independents and 54% of Democrats.

People also have significant concerns about locker rooms. 58% support polices requiring transgender youth to use the locker rooms that match the sex they were born with, and similarly 49% support banning transgender youth from locker rooms that align with the gender they live as every day.

- Both ways of phrasing include pluralities of Democrats and majorities of Independents.

Note: This seemingly contradicts the finding that 51% of voters favor supporting transgender student-athletes by allowing them to use locker room that match their gender identity. This may suggest an unfamiliarity with the term “gender identity” as it is typically used in the LGBTQ community.