

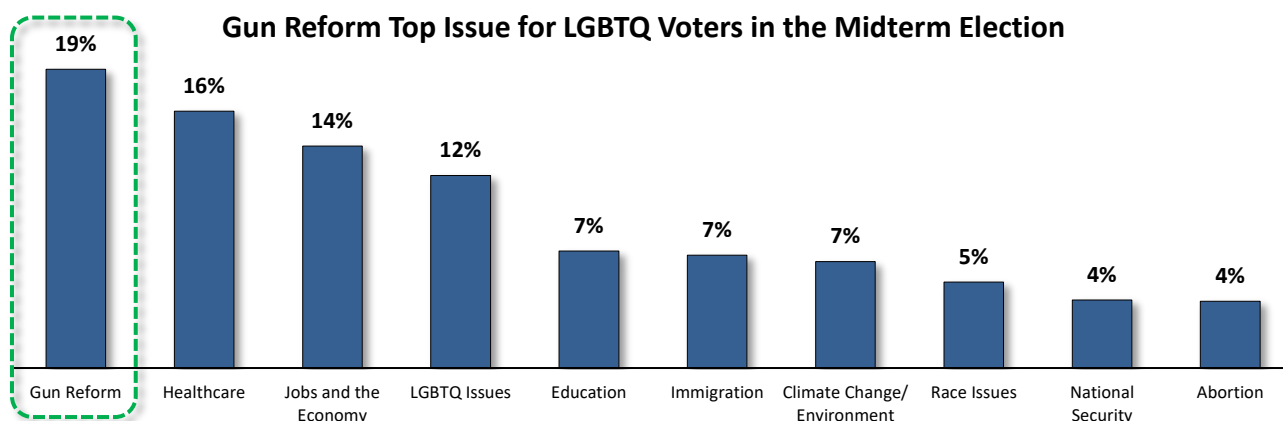


To: Pride Fund to End Gun Violence
From: Matt McDermott and Bernard Whitman, Whitman Insight Strategies
Re: LGBTQ in America Survey Findings
Date: June 27, 2018

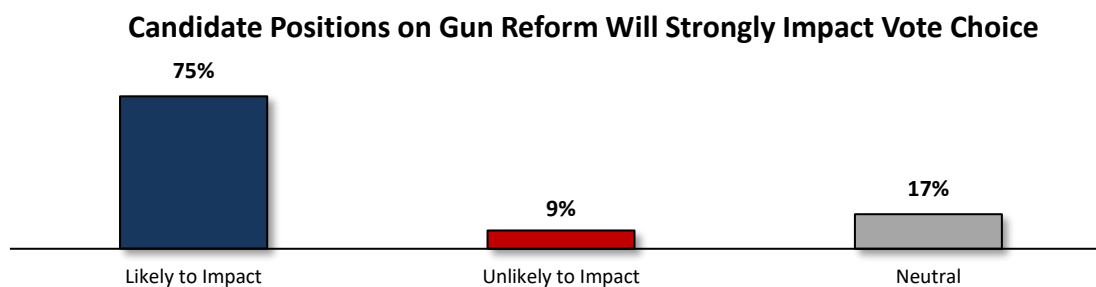
Whitman Insight Strategies' recent survey findings¹ among LGBTQ Americans provides the first look at how this voting segment is engaging in the political process ahead of the November midterm elections. These new findings suggest LGBTQ voters are politically active, are engaging on the issues they care most about, and will be an important voice in this election. The memo below outlines these recent survey findings in detail.

Gun reform is the most important political issue today to LGBTQ Voters

Gun reform is the issue that is most important to LGBTQ voters ahead of the November 2018 election, among the issues assessed in the survey. Nearly 1 in 5 (19%) LGBTQ voters say that gun reform is their most important issue, exceeding other top issues such as healthcare (16%), jobs and the economy (13%), and LGBTQ issues (12%).



Not only are LGBTQ voters aware and concerned about the issue of gun reform, they also readily admit that candidates' gun reform positions will impact their vote choice in November. Seventy-five percent of LGBTQ voters say that a political candidate's positions on gun reform is likely to impact how they vote this year.



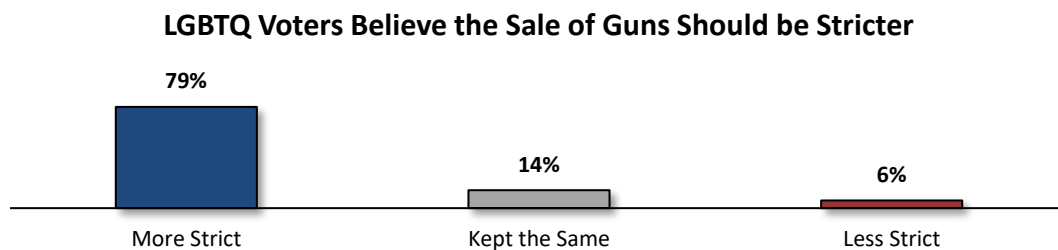
¹ Whitman Insight Strategies conducted a national survey of 880 self-identified LGBTQ Americans ages 18+, to include 771 LGBTQ registered voters. The survey was conducted from May 24 – June 1, 2018 and the margin of error for the total sample is $\pm 3.3\%$.

LGBTQ Voters strongly support gun reform legislative proposals

LGBTQ voters overwhelmingly support a series of legislative items related to gun reform, and the intensity of their support for these measures is strong. Among LGBTQ voters:

- **89% support expanding background checks to cover all gun sales** (77% strongly support)
- **88% support preventing individuals convicted of hate crimes from purchasing guns** (77% strongly support)
- **80% support banning assault weapons** (68% strongly support)
- **78% support banning large capacity magazines** (66% strongly support)

Beyond their support for individual gun reform-related legislative items, LGBTQ voters overwhelmingly believe that laws concerning the sale of guns in America should be stricter than they are today. Nearly 4 in 5 (79%) LGBTQ voters believe that the sale of guns should be stricter in America, while only 6% believe it should be less strict.



LGBTQ Voters are eager for a Congress that will act on gun reform

Frustratingly for LGBTQ voters, they largely believe that the current Congress will not pass any new gun safety laws, even in the wake of the shooting events that have occurred in Parkland and Las Vegas. More than 7 in 10 (71%) LGBTQ voters do not believe the current Congress will pass any new gun safety laws, even as support for gun reform-related legislative items is high among their constituents.

Conclusion

Overall, the LGBTQ in America survey finds that LGBTQ voters overwhelmingly view gun reform as a top issue heading into the 2018 midterm elections, and that candidate positions on the issue will be a deciding factor in their vote. LGBTQ voters have little faith current elected officials in Congress will act to address the problem.

Mass shootings, like the June 2016 shooting at Pulse nightclub in Orlando, Florida are fueling demands for gun reform among LGBTQ voters. In fact, nearly a majority (49%) of LGBTQ voters said their support for changing gun laws increased after the 2016 shooting at Pulse nightclub, while 43% said their views remained the same and only 5% said their support dropped.

LGBTQ Americans are politically active and engaging on the issue of gun reform. In fact, it's their top issue heading into the 2018 midterm election. These voters are seeking out candidates who will fight for gun reform measures at all levels of government – and are ready to elect new leaders who will champion gun reform efforts.

Please do not hesitate to contact Matt McDermott (mmcdermott@whitmanstrategies.com) at Whitman Insight Strategies with any questions about these LGBTQ in America survey findings.