

To: GLAAD  
From: Pathfinder Opinion Research  
Date: February 19, 2024  
Re: Nationwide Survey of Registered Voters<sup>1</sup>

---

A recent survey provides evidence that political attacks on transgender youth and their parents are widely viewed by registered voters in the United States as a misguided overreach by Republican politicians. This sentiment is particularly notable among swing voters who will decide pivotal national, state, and local elections in 2024, and even among strong Republican voters.

**Candidates who frequently discuss restrictions on transgender youth are alienating swing voters and creating more opposition than support for their campaigns.** By a more than two-to-one margin, registered voters, likely 2024 voters, and swing voters<sup>2</sup> state that they are more motivated to oppose a candidate who speaks frequently about restricting access to healthcare and sports for transgender youth than to support that candidate. Notably, candidates speaking about restrictions on transgender youth fails to motivate support even among Trump voters.

*“Suppose a political candidate speaks frequently about restricting access to health care and participation in sports for transgender youth. Would this....”*

|                                                            | Registered Voters | Likely 2024 Voters | Swing Voters | Trump Voters |
|------------------------------------------------------------|-------------------|--------------------|--------------|--------------|
| <b>Total Motivate to Support</b>                           | <b>25%</b>        | <b>25%</b>         | <b>22%</b>   | <b>38%</b>   |
| <b>Total Motivate to Oppose</b>                            | <b>53%</b>        | <b>53%</b>         | <b>52%</b>   | <b>38%</b>   |
| <b>Net Opposition</b>                                      | <b>-28</b>        | <b>-28</b>         | <b>-30</b>   | <b>--</b>    |
| ...strongly motivate you to <u>support</u> the candidate   | 14%               | 14%                | 10%          | 23%          |
| ...somewhat motivate you to <u>support</u> the candidate   | 11%               | 11%                | 12%          | 15%          |
| ...somewhat motivate you to <u>oppose</u> the candidate    | 19%               | 18%                | 23%          | 17%          |
| ...strongly motivate you to <u>oppose</u> the candidate    | 34%               | 35%                | 29%          | 21%          |
| ...not impact your support or opposition for the candidate | 22%               | 21%                | 26%          | 24%          |

**Voters believe that healthcare decisions for transgender youth should be left to their parents.**

Despite widespread, and wide ranging, legislation introduced nationwide restricting access to healthcare and mental health services for transgender youth, voters overwhelmingly assert that these decisions should be made by parents. This sentiment is consistent among likely 2024 voters (81% agree), swing voters (83% agree), and even Trump supporters (73% agree). This data offers compelling evidence that voters perceive these legislative restrictions as actual limitations on parents’ ability to make decisions about what is best for their children.

---

<sup>1</sup>These findings represent the results of a survey conducted by Pathfinder Opinion Research from January 25-31, 2024 among n=1,000 registered voters in the United States. Interviews were conducted online utilizing a national research panel with voter file-matched respondents. Data were weighted by gender, age, race/ethnicity, geography, education, LGBTQ identification, and 2020 Presidential vote participation and preference to accurately reflect the correct composition of the registered voter universe. Demographic weighting targets were derived from the 2022 Census Current Population Survey. LGBTQ-identifying respondents were weighted to 11% of the total sample based on [this report](#) estimating this group’s composition within the voting eligible population.

<sup>2</sup> Those who report voting for both Democrats and Republicans at least occasionally.

*“Decisions about healthcare for transgender youth are best left to parents in consultation with physicians and mental health professionals.”*

|                       | Registered Voters | Likely 2024 Voters | Swing Voters | Trump Voters |
|-----------------------|-------------------|--------------------|--------------|--------------|
| <b>Total Agree</b>    | <b>81%</b>        | <b>81%</b>         | <b>83%</b>   | <b>73%</b>   |
| <b>Total Disagree</b> | <b>19%</b>        | <b>19%</b>         | <b>17%</b>   | <b>27%</b>   |
|                       |                   |                    |              |              |
| Strongly Agree        | 43%               | 44%                | 44%          | 38%          |
| Somewhat Agree        | 38%               | 37%                | 39%          | 35%          |
| Somewhat Disagree     | 11%               | 11%                | 11%          | 13%          |
| Strongly Disagree     | 8%                | 8%                 | 6%           | 14%          |

**Voters express a desire for Republicans to prioritize economic issues over divisive cultural topics.** A significant majority of swing voters, more than eight-in-ten (82%), emphasize Republicans should be focused on economic concerns, not on placing restriction on women’s rights and medical care for transgender youth. This sentiment is also shared by a majority of Trump voters. This data underscores that Republicans who concentrate on cultural issues at the expense of pressing economic concerns misjudge the priorities of key swing voters.

*“Republicans should stop focusing on restricting women’s rights and banning medical care for transgender youth and instead focus on addressing inflation, job creation, and healthcare costs.”*

|                       | Registered Voters | Likely 2024 Voters | Swing Voters | Trump Voters |
|-----------------------|-------------------|--------------------|--------------|--------------|
| <b>Total Agree</b>    | <b>76%</b>        | <b>76%</b>         | <b>82%</b>   | <b>54%</b>   |
| <b>Total Disagree</b> | <b>23%</b>        | <b>23%</b>         | <b>18%</b>   | <b>46%</b>   |
|                       |                   |                    |              |              |
| Strongly Agree        | 50%               | 50%                | 49%          | 19%          |
| Somewhat Agree        | 26%               | 26%                | 33%          | 35%          |
| Somewhat Disagree     | 13%               | 13%                | 12%          | 25%          |
| Strongly Disagree     | 10%               | 10%                | 6%           | 20%          |

## **Conclusion**

This survey provides compelling proof that legislative efforts or campaign rhetoric aimed at imposing restrictions on transgender youth and their parents constitute a surefire strategy for losing swing voters. This data establishes that a candidate who frequently discusses restrictions on transgender youth will encounter significantly more opposition than support from swing voters, with no net electoral advantage even among Trump supporters. And crucially, voters universally believe that healthcare decisions for transgender youth should be made by parents. Further, this data illustrates that any attempts to impose restrictions on healthcare for women and transgender youth severely misjudge the priorities of swing voters, who overwhelmingly prefer Republicans to shift their focus from divisive cultural topics to pocketbook economic issues, like inflation, jobs, and healthcare costs.