



## **BISC Trendency Research: LGBTQIA+ Rights and Gender-Affirming Care Research Memo July 2025**

### **Key Takeaways**

#### **Voters' broad support for marriage equality continues.**

- Across states and demographics, three in five voters strongly support marriage equality. Support is highest on the West Coast (Oregon 83, Washington 75), with more hesitation in Florida, Michigan, and Mississippi — though even there, majorities lean supportive. Interestingly, in many states, younger voters are slightly less supportive of marriage equality than older voters.

#### **Most voters oppose government intervention in gender-affirming care.**

- A majority of voters oppose government agencies intervening in gender-affirming care decisions, especially for adults. Washington, Michigan, and Oregon show the strongest support for non-intervention, while support for intervening in minors' care is higher in Montana, Mississippi, Florida, and Missouri.
- Black voters show relatively high concern about state laws restricting gender-affirming care (59), strong support for treating trans and nonbinary students with dignity (74), and greater comfort with trans visibility. Many voters believe politicians are banning gender-affirming care to protect children (highest in Arizona and Missouri), but large shares in Washington, Oregon, and Nebraska see it as scoring political points.

#### **Parental rights are a near-universal value.**

- Across all states and voter groups, there is overwhelming belief (avg. 81 out of 100) that parents should have the final say over their children's medical care. Even voters supportive of LGBTQIA+ protections agree, making this the least polarized issue. Voters aged 65+ rate parental say at 88, compared to 75 among younger voters.

#### **Voters share mixed but slightly supportive views on trans visibility.**

- Nationally, voters say they're comfortable with transgender people being visible in media and public life 59% of the time. Comfort is highest in Colorado, Nebraska, and Washington, and lowest (more evenly split) in Arizona and Montana. Indigenous and Black voters are most comfortable with trans visibility. Republicans stand out as the only group more often uncomfortable than comfortable.

#### **Deep divisions among voters on criminalizing care for minors.**

- Voters are nearly evenly split on laws that would criminalize providing gender-affirming care to minors, even with parental consent. Six states lean toward supporting such laws (Missouri, Arizona, Florida, Montana, Mississippi, Nevada), while six lean toward opposing (Washington, California, Oregon, Michigan, Colorado, Nebraska).

### **No clear national consensus on trans athletes.**

- Most voters favor allowing transgender students to compete with restrictions, with outright bans or full inclusion each receiving less support. Colorado, Maine, Nevada, Nebraska, and Washington are most supportive of participation, while Montana, Florida, Ohio, and Mississippi lean toward prohibition. AANHPI voters are the least concerned about state restrictions (41) and show the lowest support for non-discrimination in schools (49).

### **Book bans tied to LGBTQIA+ content are generally unpopular but vary.**

- Voters overall lean against banning books about LGBTQIA+ people, though Republicans and Latine voters show more support. Washington is least supportive of book bans (29), while Missouri and Arizona are more supportive (55, 54). Latine voters also show higher support for bans (57) and are more likely to believe politicians are acting to protect children.

### **State-level and demographic patterns reveal battlegrounds.**

- West Coast states plus Colorado and Michigan consistently show stronger support for LGBTQIA+ rights and less appetite for restrictions. In contrast, Missouri, Florida, Arizona, and Mississippi appear more supportive of interventions, bans, and penalties. Non-college voters and those earning under \$75k show more support for book bans, criminalizing care, and more discomfort with trans visibility, while college-educated voters lean in the opposite direction. Rural voters tend to favor parental control, book bans, and restrictions, while urban voters are generally more supportive of LGBTQIA+ rights.

### **Partisanship is the strongest dividing line.**

- Democrats show the highest support for marriage equality (over 80), non-discrimination in schools, and comfort with trans visibility. Republicans are the only group frequently uncomfortable with trans visibility and most supportive of book bans and government intervention in minors' care. Independents generally lean closer to Democrats on marriage equality and visibility but are more divided on trans athletes and criminalizing care.

## **Research Methodology**

### **Baseline LGBTQIA+ and Gender-Affirming Care Tendency Report & Analysis (June 2025)**

BISC's 2025 Baseline Reports consist of data on questions that are active across all of BISC's 14 priority campaign state panels conducted and managed by Tendency Research (AZ, CA, CO, FL, ME, MI, MS, MO, MT, NE, NV, OH, OR, and WA). Data included in this report come from

a combination of existing and new questions that were added to the rotation between April 2024 and May 2025. Data was pulled from June 23-24, 2025; these questions were part of a larger queue of baseline and state-specific questions set at various priorities and frequencies, which means that each voter receives a bespoke survey made especially for them and changes depending on where they live and how often they log on to the platform. Since the data was pulled over the course of multiple days, averages featured throughout this report may be slightly different due to daily fluctuations in the data. The sample size was approximately 12,000 registered voters.

### **BISC Approach to Research**

BISC's mission is to strengthen democracy by implementing a national progressive strategy for ballot measures rooted in building state-based power. We center the following principles when approaching our research program:

1. We conduct comprehensive research that includes quantitative and qualitative methodologies.
2. We collect data that gives us insight to a snapshot in time (like most traditional polling and focus groups) and we collect longitudinal data to give us insight over time through our Trendency panels.
3. We conduct research in the multi-modal ways that people access data, including text messaging, social media and online methodologies for gauging opinions.
4. We conduct research that allows for more complexity and nuance, utilizing scale - seeing participants as multi-dimensional, rather than binary beings.
5. We conduct research that helps us disrupt "monolith" narratives and strategies for BIPOC, immigrant and youth communities, to understand in more depth what is important to these traditionally underrepresented people -- the people we center in our long-term, movement building work.

### **Contact Us**

For more information, or if you have any questions, please contact Adam Snipes, Director of Strategic Partnerships at [adam@ballot.org](mailto:adam@ballot.org).

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