CMI Community Marketing & Insights
Community Marketing, Inc.

2012 Presidential Election Survey
LGBT Community Marketing, Inc.

Objective & Methodology

The primary objective of this research was to understand voting patterns for the 2012 Presidential election among LGBT residents of the United States.

Respondents were recruited from CMI's proprietary research panel of lesbian, gay, bisexual or transgender (LGBT) people living in the United States. The survey was administered November 2-4, 2012 and responses were received from all 50 states and Washington D.C.

This report includes the 6,625 people that completed the entire survey.

Do you plan to vote in the upcoming election?

99% of LGBTs indicated that they plan to vote or have already voted. A considerable number, approximately 40% have already voted.

Response	LGBT	Gay or Bi men	Lesbian or Bi women
Yes, I plan to vote	**57.9%**	**57.4%**	**59.6%**
Yes, I have already voted	40.8%	41.3%	39.2%
Maybe / not sure	0.8%	0.9%	0.7%
I do not plan to vote	0.4%	0.4%	0.4%
Valid Responses	**6625**	**5001**	**1483**

2012 Presidential Election: Who do you plan to vote for, or who did you vote for?

90% of LGBTs plan to vote for Barack Obama, 6% for Mitt Romney, and 4% for a third party candidate. Voting patterns were consistent across major states and swing states.

	LGBT	CA	CO	FL	OH	PA	NY	Gay or Bi men	Lesbian or bi women
Barack Obama	**89.9 %**	**90.5 %**	**89.0 %**	**88.4 %**	**89.9 %**	**91.8 %**	**91.0 %**	**88.7 %**	**94.2 %**
Mitt Romney	6.3%	5.3%	6.5%	7.7%	7.2%	6.0%	4.5%	7.4%	2.4%
Other or Third Party Candidate	3.4%	3.7%	4.5%	3.0%	2.5%	1.7%	4.0%	3.3%	3.0%
I do not plan to vote	0.5%	0.5%	0.0%	1.0%	0.4%	0.4%	0.5%	0.5%	0.4%
Valid Responses	**6606**	**1057**	**155**	**404**	**237**	**233**	**400**	**4980**	**1485**

In the past 12 months, did you give money directly to a presidential campaign?

Approximately 40% indicated they gave funds to the Barack Obama campaign.

Response	Frequency	Gay or Bi men	Lesbian or bi women
Yes, to Barack Obama	41.0%	41.1%	41.1%
Yes, to Mitt Romney	1.8%	2.1%	0.5%
Yes, to another candidate	1.3%	1.2%	1.6%
No	**56.0%**	**55.6%**	**56.7%**
Valid Responses	**6638**	**5013**	**1484**

In the past 12 months, did you give money to any state campaign to support marriage equality?

Approximately 30% indicated they gave funds to support state campaigns for marriage equality.

Response	Frequency	Gay or Bi men	Lesbian or bi women
Yes	30.2%	29.2%	33.8%
No	**69.8%**	**70.8%**	**66.2%**
Valid Responses	**6629**	**5005**	**1483**