

GSG FOR TRANSGENDER FREEDOM ALLIANCE, APRIL 2026

# Trans Messaging House Battleground Survey



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POLITICAL

# Research Goals

## This research *is* intended to:

- Build on Democratic success effectively responding to anti-transgender attacks in 2025.
- Give candidates, elected officials, and other leaders the guidelines on how to soothe concerns amid oncoming anti-transgender attacks from the Right without restricting the rights of or harming transgender people.

## This research is *not* designed to:

- Create long-term narrative change. Many other partners are successfully doing this work.
- Tell candidates, electeds, and other leaders exactly what to say. In fact, it shows that part of our problem is Democrats sound inauthentic and canned.
- Show how to go on offense and attack Republicans. This gave us some initial clues that we are exploring in future research.

# Methodology

## Qualitative

### Battleground Online Journals

#### 3-day online journaling exercise

- September 17 through September 19, 2025
- Partisan swing voters with mixed/middling attitudes on trans topics
- 8 battleground states and a mix of battleground CDs

### Key Cohort Focus Groups

#### 6 online focus groups

- October 22, October 23, and October 27
- Partisan swing voters with mixed/middling attitudes on trans topics
- 8 battleground states and a mix of battleground CDs
- *2 groups of Hispanic voters – segmented by gender*
- *2 groups of Black men – segmented by age*
- *2 groups of white women – segmented by age*

## Survey

Global Strategy Group conducted a survey of **1,009 2026 likely voters in House battleground districts** between January 7 and January 13, 2026, with an oversample reaching a total of:

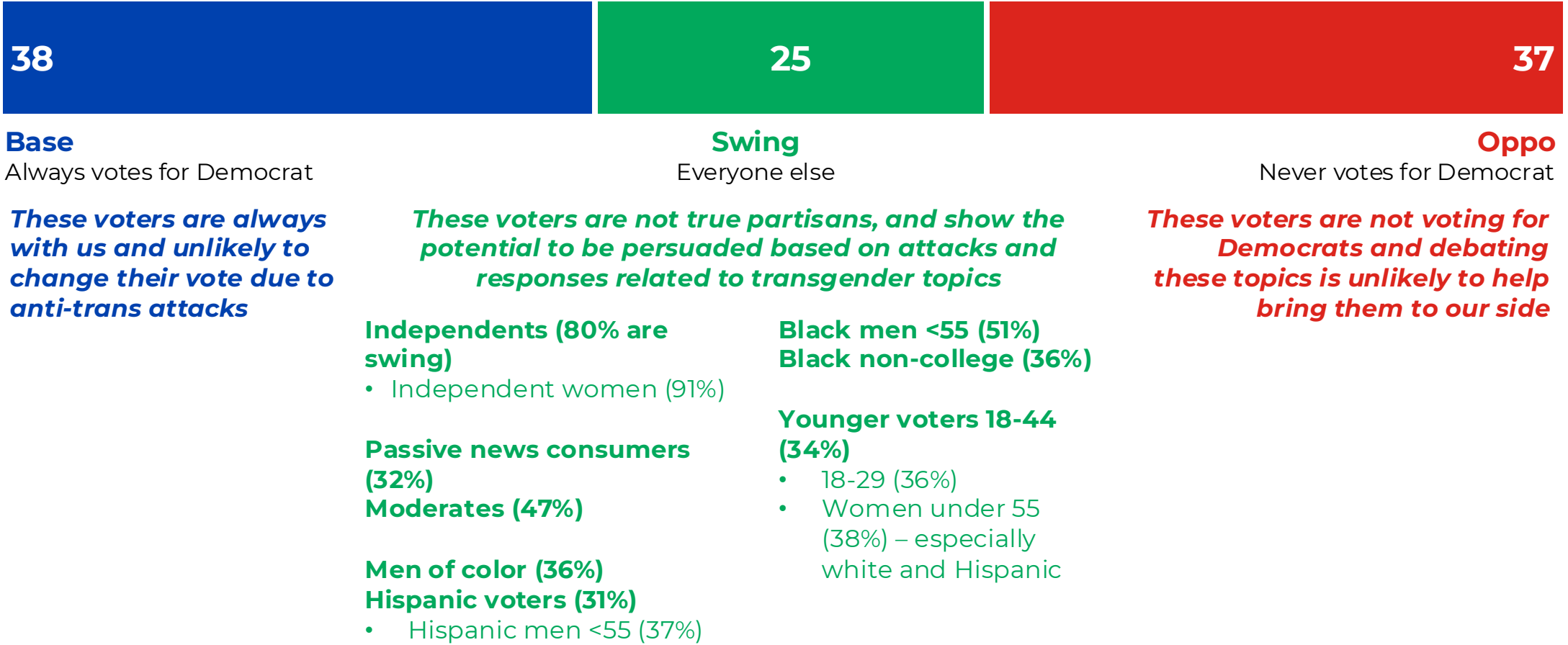
- **321 interviews of Black voters**
- **330 interviews of Hispanic voters**

The confidence interval at the 95% confidence level is +/- 3.1%.

The margin of error on sub-samples is greater.

# Key Targets

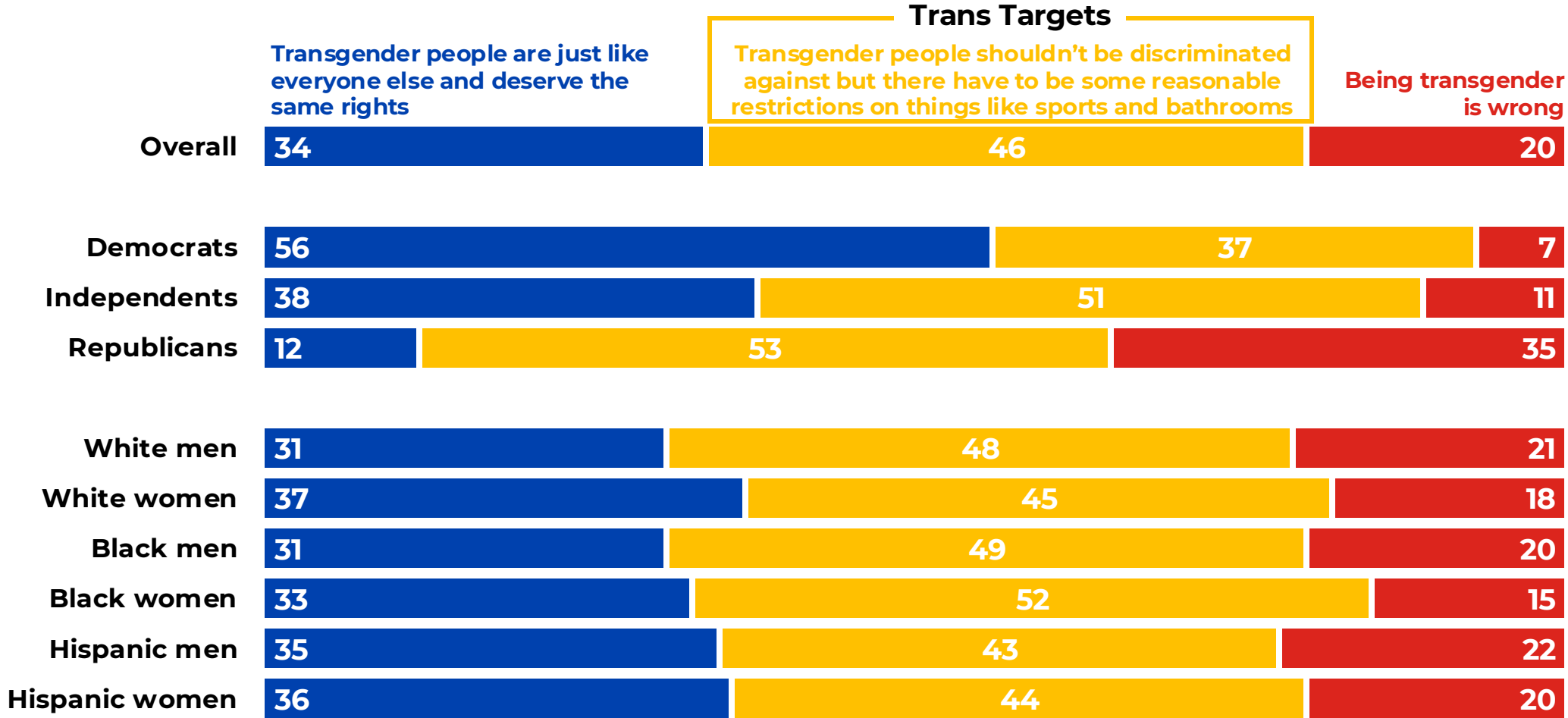
## Partisan Targets



# Basic Attitudes

# Nearly half of voters fall into the “mushy middle” of opposing discrimination in theory but supporting “reasonable restrictions” in practice

Which of the following do you agree with more, even if none are exactly right?



**They believe trans people should live their truth, but get frustrated when they perceive trans people as 1) “forcing” an ideology/lifestyle on them; and 2) asking for “special rights”**

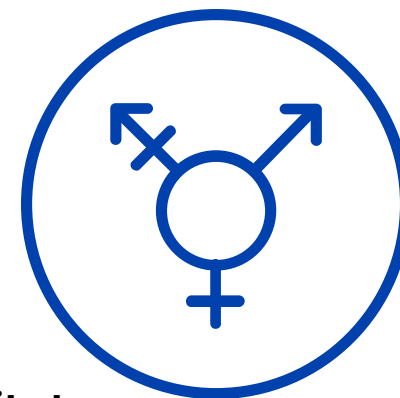
**Because voters think being trans is a choice, they do draw a distinction between what’s critical when protecting trans constituents and what’s a privilege**

“I think it does [affect other people] depending on what accommodations are needed. Ultimately I think people should live their truth. **I get uncomfortable when others have to make accommodations to this that aren't comfortable for those other people**, like sharing bathrooms or playing sports together.” – [White man, college](#)

“I think it only affects people if the transgender person wants it to... **It’s one thing to be transgender, its another thing to make the entire world know and treat you differently.**” – [White man, non-college](#)

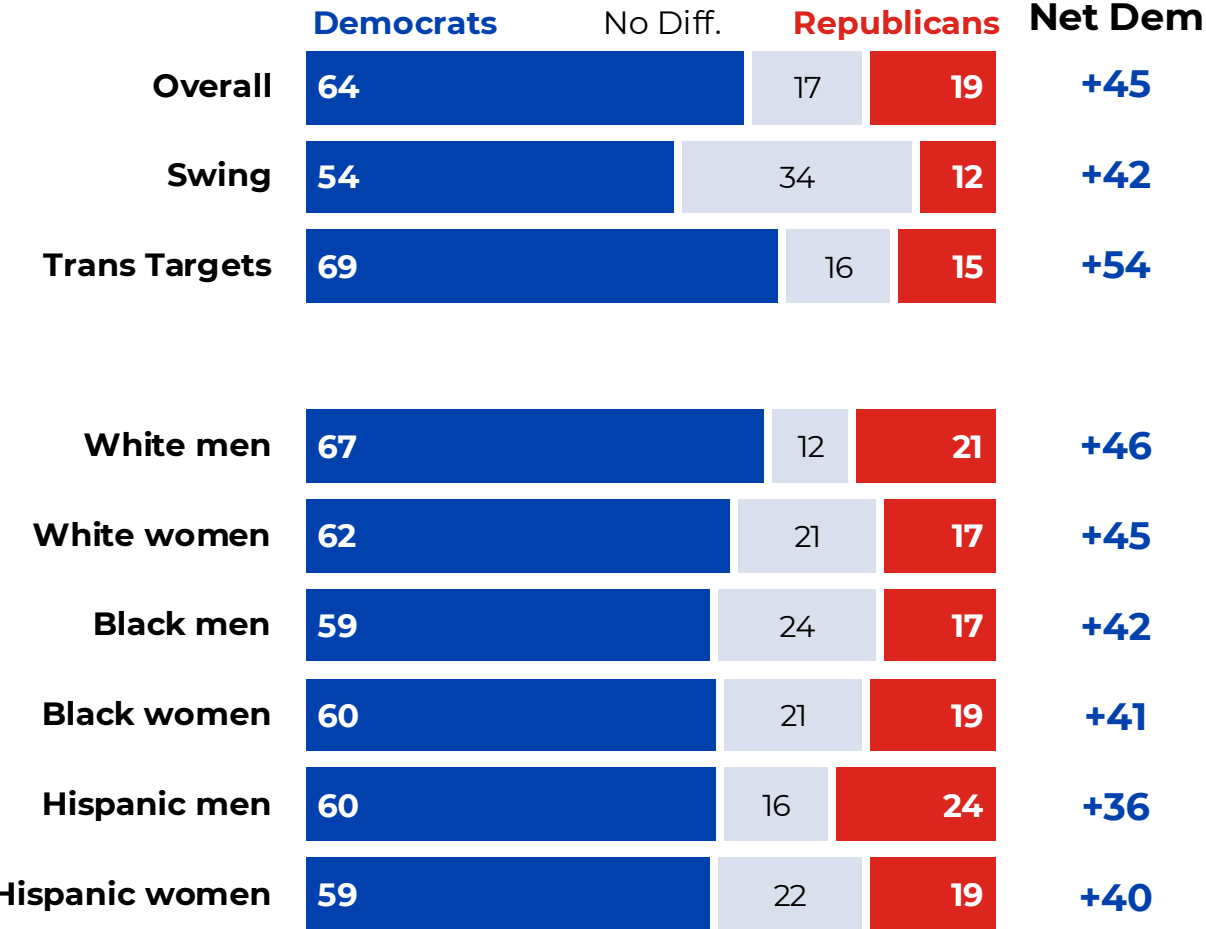
“I can agree that **everyone deserves the same rights and treatment, but there’s obviously limits to it.** Like health care should be the same for everyone, state funded transitioning surgery seems unfair. People suffer with body dysmorphia and they aren’t given liposuction or gastric bypass unless it’s medically necessary.” – [White woman, non-college](#)

“Elected officials should indeed protect the rights of all constituents. I disagree with the claim that Republicans are denying basic rights to transgender Americans, because **I see their focus as trying to maintain fairness and safety, not restricting freedoms.**” – [Hispanic man, non-college](#)

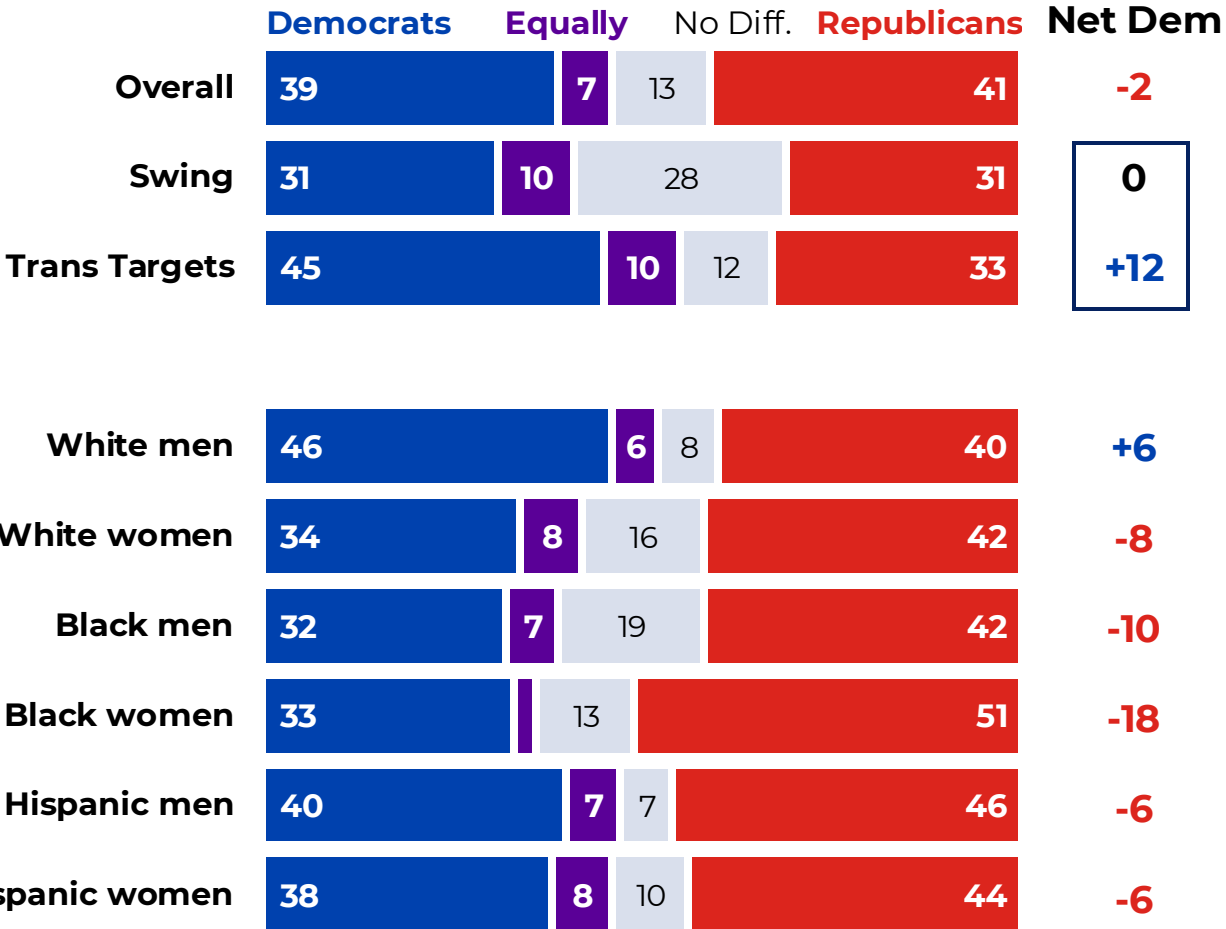


# Most think Democrats are more focused on trans issues (inherently a negative), but voters are equally likely to see GOP as extreme

Which party do you think focuses on transgender issues more?



Which party do you think has more extreme views when it comes to transgender issues?



Younger Black men feel that the Democratic party is more focused on trans issues (54% Democrats, 19% Republicans), but a share say neither party is more extreme (29% Dems, 39% GOP, 24% neither, 8% equal).

# Positioning and Responding to Attacks

# Factors to Consider

1

Tone

2

Timing

3

What to Convey

4

Audience-specific Considerations

# Emphasize experience with young people – whether as a parent, educator, or a coach – to build trust

If relevant, speak about having “daughters” in public schools, rather than just “kids”

Please indicate how likely a person is to share your views on transgender issues if they have that trait, with all other things being equal.

		Likely	Not Likely	Overall Swing	Trans Targets	Net Likely Trans Targets (Blk. Voters)	Trans Targets (Hisp. Voters)	
Tier 1: Parent and Has Kids in Public Schools	Is a parent	77	23	+54	+44	+58	+56	+70
	*Has kids in public schools	72	28	+44	+18	+40	+56	+46
	**Has daughters in public schools	71	29	+42	+36	+46	+28	+48
Tier 2: Experience in Sports and Education	Worked in education	68	32	+36	+26	+26	+52	+46
	**Coached youth girls' sports teams	63	37	+26	+30	+34	+26	+30
	*Coached youth sports teams	59	41	+18	+2	+22	+40	+32
	Was a competitive athlete	56	44	+12	+8	+20	+34	+28
Tier 3: Personal Values and Record	Endorsed by LGBTQ organizations	60	40	+20	+22	+10	+34	+26
	Bipartisan record	59	41	+18	+8	+18	+10	+14
	Person of faith	57	43	+14	+10	+18	+40	+32
	Has a record of criticizing people in their own party	48	52	-4	-4	-6	+12	-12
Tier 4: Law Enforcement Background	Endorsed by police and law enforcement organizations	55	45	+10	+4	+16	+10	+16
	Law enforcement background	54	46	+8	-4	+12	-6	+4

\*/\*\* indicates split sample

# Leaning into experience with athletics, faith, and law enforcement can be especially beneficial because it breaks with expectations

Please indicate how likely a person is to share your views on transgender issues if they have that trait, with all other things being equal.

*\*/\*\* indicates split sample*

**Endorsed by LGBTQ organizations**

**Worked in education**

**Is a parent**

**\*Has kids in public schools**

**\*\*Has daughters in public schools**

**Bipartisan record**

**\*Coached youth sports teams**

**\*\*Coached youth girls' sports teams**

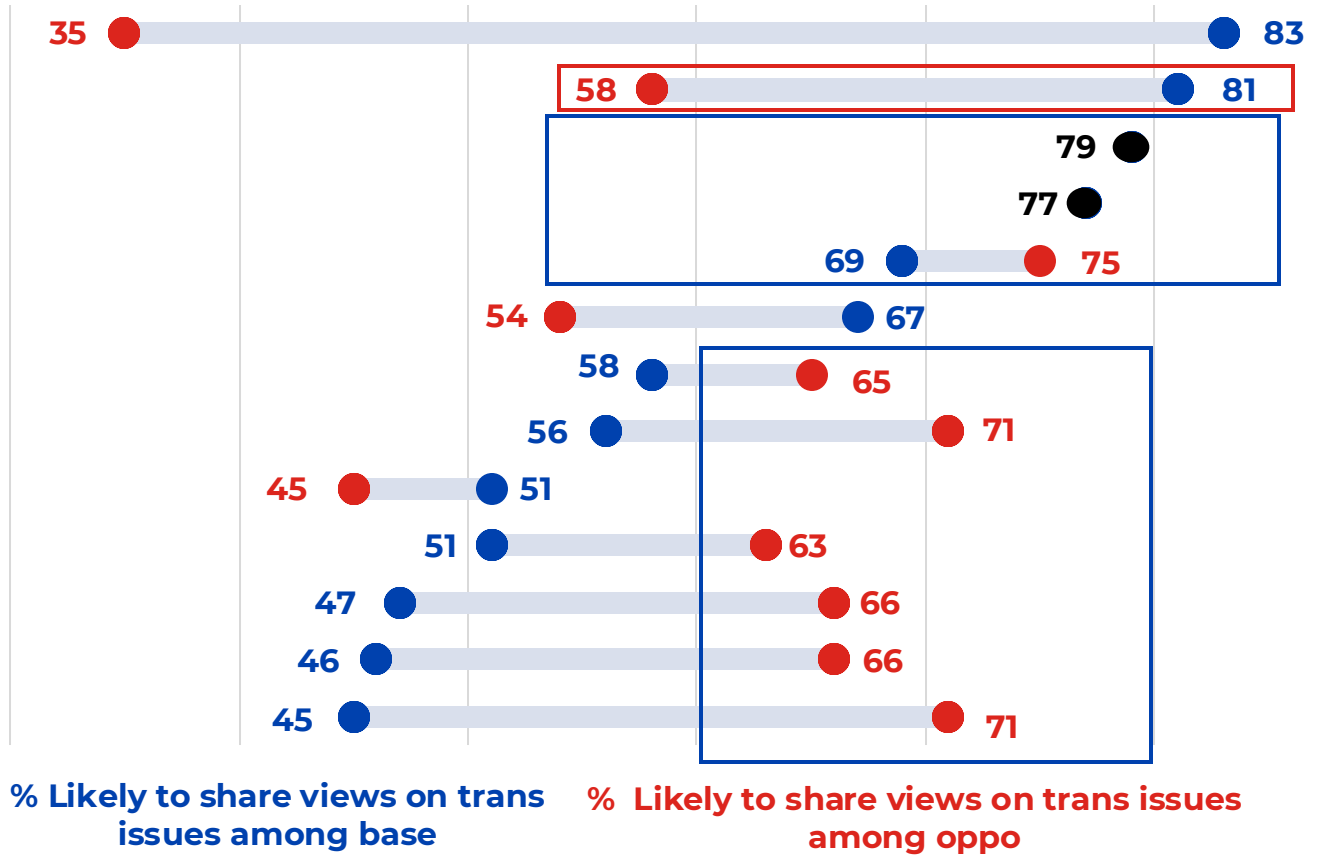
**Has a record of criticizing people in their own party**

**Was a competitive athlete**

**Endorsed by police and law enforcement organizations**

**Law enforcement background**

**Person of faith**



With Black and Hispanic voters, being a parent – especially with kids in public schools – and a person of faith, are the traits the other side looks to for common ground

# Meeting voters where they are at and acknowledging these topics are complicated helps us make inroads

Acknowledging that this is a complicated issue with no simple solution also provides us an out when we don't have clear, popular solutions to offer

*Everyone wants a simple solution, but based on my conversations with doctors, families, coaches, local sports associations... these are complicated issues. So, in the same way a doctor spends time going through the options with their transgender patients before ever starting treatment, I'm going to talk to experts and all the people impacted before signing a law that dictates what kind of future any law-abiding American can have.*

"This is a thoughtful and well reasoned statement that I can agree with in full. This is a complicated issue and the more thought that goes into it the better." – White man, college

"This person sounds very pragmatic. I believe they would gather information, speak to experts then set policies. I appreciate the entire statement." – AAPI man, college

"Makes so much sense! These types of complicated issues need to be discussed on a personal and professional level with all parties involved before changing laws. We have a right to protect the future of all kinds but need to be educated in order to make any changes." – White woman, non-college

"Yes! I agree - the doctor spending time with the patient before (although I think it should have to be a psychological evaluation as well) and talking to experts and people this impacts! People have skin in the game, the people who really know what they are talking about one way or another." – White woman, non-college

# MaxDiff Message Analysis

In our MaxDiff exercise, a respondent receives a series of potential statements from Democratic candidates in groups of three. Respondents were asked to select the one that would make them feel the most and least comfortable this candidate would take the right approach when it comes to transgender issues.

**The output in analysis is the likelihood that each message is selected as the most comfortable out of all messages tested, allowing all the messages to be ranked.**

Messages Tested	
["PEOPLE IMPACTED"; LOCALIZATION]	["I'LL BE DAMNED"; LIBERTY]
["LOOK OUT FOR EVERYONE"; EQUAL TREATMENT]	["LET'S NOT BE RIDICULOUS"; COMMON SENSE]
["DIGNITY AND RESPECT"]	["UNPOPULAR"; COURAGE]
["COMPLICATED"; THOUGHTFULNESS]	["SAME GUY"; LIBERTY]
["NEITHER SIDE"; PRAGMATISM]	["MOVE THE HELL ON"; SERIOUSNESS]

# Three key themes work best: showing thoughtfulness, pragmatism (pushing off the extremes), and treating all with respect

Most Comfortable the Candidate Would Take Right Approach on Trans Issues – Top Testing

	Overall	Swing	Trans Targets
<b>["NEITHER SIDE"; PRAGMATISM]</b> Unlike the loudest voices on the left and the right, I won't pretend to have all the answers. This issue is more complicated than campaign slogans. The responsible thing to do is work together, focus on practical solutions, and make sure everyone has the same basic rights under the law.	111	123	136
<b>["DIGNITY AND RESPECT"]</b> My values guide all of my decisions as a lawmaker. Most important among them: making sure every American is treated with dignity and respect. That includes transgender people. My position is simple: every American, no matter their race, gender, sexuality, or so on, should be treated equally.	108	121	131
<b>["LOOK OUT FOR EVERYONE"; EQUAL TREATMENT]</b> My job is to look out for everyone and make sure we all get the same rights, respect, and representation. As long as our transgender neighbors aren't asking for special treatment, there's no reason they shouldn't have the same rights as anyone else.	110	116	116
<b>["COMPLICATED"; THOUGHTFULNESS]</b> Complicated issues like this often require complicated solutions: it's not as simple as politicians make it out to be with their extreme talk. As an elected official, it's my job to take the time and talk to the folks who can help - to experts, community members, and doctors. Jumping to conclusions and one-size-fits-all policies so quickly doesn't help anyone and could very well hurt us all.	112	116	124
<b>["PEOPLE IMPACTED"; LOCALIZATION]</b> The government should be there to provide guardrails, especially when it comes to kids, but that doesn't mean politicians should be able to override the people most impacted. Let's listen to the families, the doctors, the communities, and the experts to find solutions - not the extreme politicians who act like they have all the answers.	96	107	117
<b>["LET'S NOT BE RIDICULOUS"; COMMON SENSE]</b> We all want to keep our kids safe, but let's not be ridiculous. No one is suggesting that we should allow some fifty-year-old creep into a girls' school locker room. There's a common sense difference between a transgender girl trying to live her life and a predator who needs to be put behind bars. We don't have to choose between fairness and safety.	111	103	98

# Most of the more aggressive responses did not resonate on paper

Based on qualitative and past research, there could still be value to “Unpopular” and “Move the Hell On” specifically but “I’ll Be Damned” is certainly the top-testing of this style of response

## Most Comfortable the Candidate Would Take Right Approach on Trans Issues – Bottom Testing

	Overall	Swing	Trans Targets
<b>["I'LL BE DAMNED"; LIBERTY]</b>	114	98	86
<b>["UNPOPULAR"; COURAGE]</b>	81	83	68
<b>["MOVE THE HELL ON"; SERIOUSNESS]</b>	72	67	63
<b>["SAME GUY"; LIBERTY]</b>	84	65	62

**["I'LL BE DAMNED"; LIBERTY]** It doesn't matter how I personally feel about a trans person, it's their right as an American to live however they want, and I'll be damned if I let somebody tell any American who they are or what they can do with their life.

**["UNPOPULAR"; COURAGE]** It may be unpopular, but I'm not going to stand by while my constituents lose their jobs and homes, all because of who they are or what they look like. This time it might be because they're transgender, but what if it was because they were a different race? It's discriminatory B.S. and not what America is about.

**["MOVE THE HELL ON"; SERIOUSNESS]** As a member of Congress, it's my job to ask the tough questions, find a solution to all this trans stuff, and move the hell on. Policing every last word someone says or who gets to play on a T-ball team is not going to help Americans put food on the table or gas in their car.

**["SAME GUY"; LIBERTY]** The next time my opponent drones on about transgender people, remember this is the same guy who has tried to ban books and censor history - stuff that impacts all of us, transgender or not. If we allow them to restrict the rights and freedoms of one group now, we give them the power to take away the rights and freedoms of any of us in the future.

# Example Messages

## NEITHER SIDE; PRAGMATISM

Unlike the loudest voices on the left and the right, I won't pretend to have all the answers. This issue is more complicated than campaign slogans. The responsible thing to do is work together, focus on practical solutions, and make sure everyone has the same basic rights under the law.

Addresses voters' concerns around complicatedness of this issue

Uses words like "responsible" and "practical" to soothe fears around radical policies

Assuages worries that some people will receive special rights

## DIGNITY AND RESPECT

My values guide all of my decisions as a lawmaker. Most important among them: making sure every American is treated with dignity and respect. That includes transgender people. My position is simple: every American, no matter their race, gender, sexuality, or so on, should be treated equally.

Highlights a candidates' values, and that every American, not just some, should be treated with respect

*This message does especially well with white*

*women* Incorporates values voters see as fundamental, and highlights the need to include trans people in them

# Example Messages

## LOOK OUT FOR EVERYONE

My job is to look out for everyone and make sure we all get the same rights, respect, and representation. As long as our transgender neighbors aren't asking for special treatment, there's no reason they shouldn't have the same rights as anyone else.

Once again, highlights the need to treat all people the same

Assuages worries that some people will receive special rights

How most perceive these issues, and especially resonates with Hispanic voters

## COMPLICATED

Complicated issues like this often require complicated solutions: it's not as simple as politicians make it out to be with their extreme talk. As an elected official, it's my job to take the time and talk to the folks who can help - to experts, community members, and doctors. Jumping to conclusions and one-size-fits-all policies so quickly doesn't help anyone and could very well hurt us all.

Stresses the need for careful consideration and a balanced response, not going extreme on either side

Instills trust that a candidate will take the time to learn about the issue and make an informed decision. Black men especially want to see "experts" involved

# Differences with Key Audiences: With Hispanic Voters

## *Qualitative showed...*

- **Shared racial identity was less salient compared to shared values.** They see themselves, and those in their group, as hard working and family-oriented. And while they recognize that they are all apart of specific communities or value their own cultural backgrounds, these voters did not consistently mention identifying as Hispanic or Latino Americans.
- Similarly, when thinking about experiences of being outsiders or of which Americans are best and worst off, **few connect the question to being Hispanic.**

## *Data shows Hispanic voters...*

- **Are more likely to say protecting parental rights is more important (95%) than voters overall (89%).** Latinos feel more intensity toward protecting parental rights as well, with 66% saying it's extremely important, compared to just 55% overall.
- **Rank addressing transgender issues as more important (58%) than voters overall (47%)**
- **Have a higher net level of trust in Democrats to keep children safe (44%) than voters overall (37%)**
- **Feel that they are more likely to share views with a candidate who is a parent (83%) compared to voters overall (77%)**

## *Targeted Messaging Recommendations for Hispanic voters:*

- Highlight how **complicated** these issues are and how there is no **one-size-fits all** solution
- Especially lean into one's status as a **parent**
- Get in front of them on **social platforms**, particularly with younger Hispanic men

# Differences with Key Audiences: With Black Voters

## *Qualitative showed...*

- **Race is top of mind.** These men see themselves as Black, first and foremost. It is core to who they are, how they have gone through the world, and how the country operates.
- **Discrimination, thus, is seen primarily through a racial lens.** Older Black men especially speak to first-hand experiences with racism and segregation.

## *Data shows Black voters...*

- **Place slightly higher importance on issues having to do with rights,** including ensuring everyone is treated equally, protecting parental rights, addressing transgender issues, protecting the right to bodily autonomy, and preventing government overreach
- **View Democrats as less extreme on transgender issues than voters overall**
- **Have greater trust than voters overall in a candidate who has worked in education, is endorsed by LGBTQ organizations, has a record of criticizing people in their own party, and is a person of faith**

## *Targeted Messaging Recommendations for Black men:*

- Put an extra emphasis on the need to **incorporate “experts” into the lawmaking process** for trans policy – especially on health care
- Talk about what we are owed as Americans: **basic rights** and the freedom to do what we want with our life

# Differences with Key Audiences: With White Women

## *Qualitative showed...*

- **Regardless of whether or not they're mothers, they especially center children.** While all voters tend to be most concerned and conservative in their views on the issue as it relates to kids, these voters come with the perspective of children-first. This prioritization informs our messaging: while messaging that tries too hard to co-opt “parental rights” flops hard, coming at the conversation from the point-of-view of a parent or someone concerned about the well-being of children is helpful.

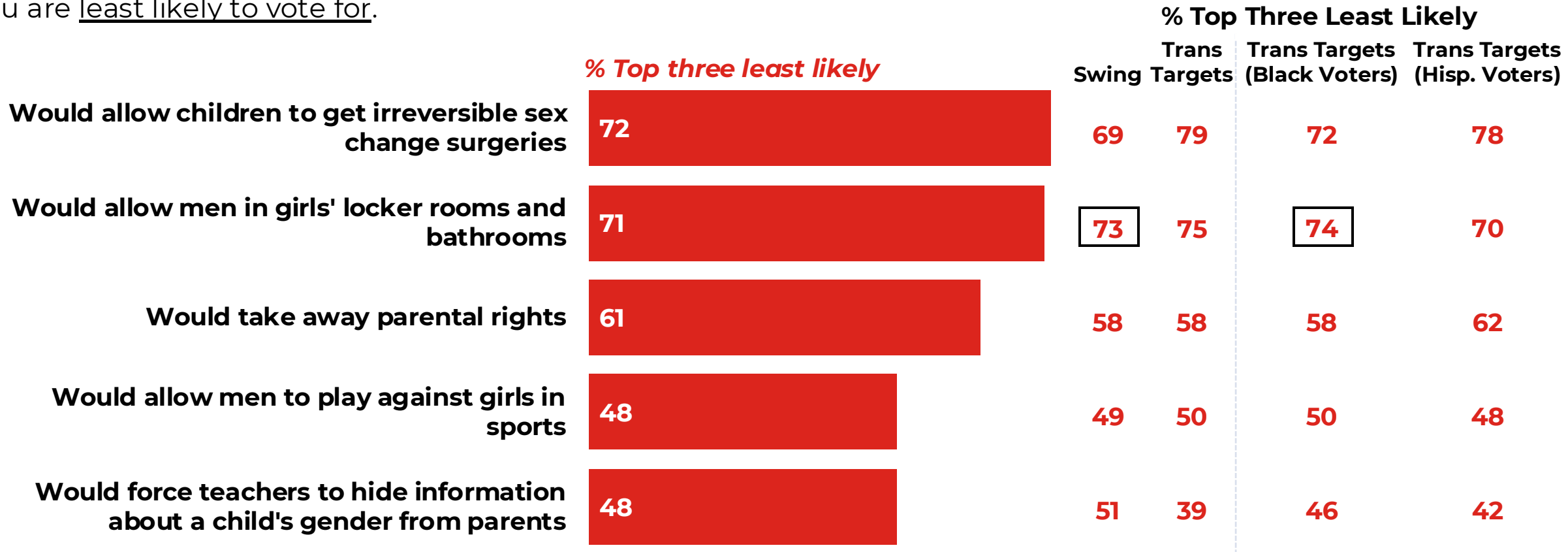
## *Targeted Messaging Recommendations for white women:*

- Lean into values like **dignity and respect**, and the desire for equal treatment
- Reach younger white women on social and older on traditional outlets

# Digging in on Sports and Health Care

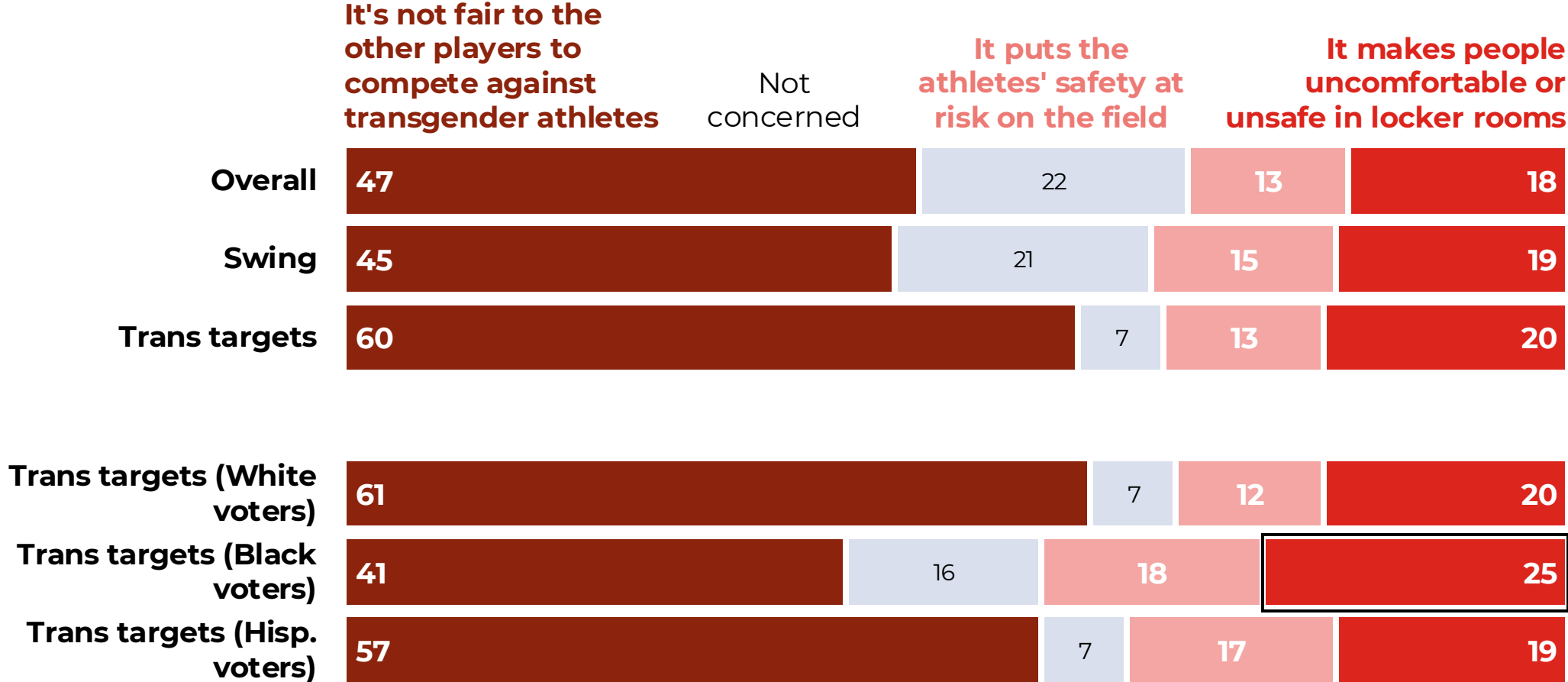
# Transition-related surgeries and shared single-sex spaces dominate voter concerns; actual sports game-play and vaguer parental rights arguments pale in comparison

From most to least likely to vote for a candidate who has that position, please rank each one in terms of which you are least likely to vote for.



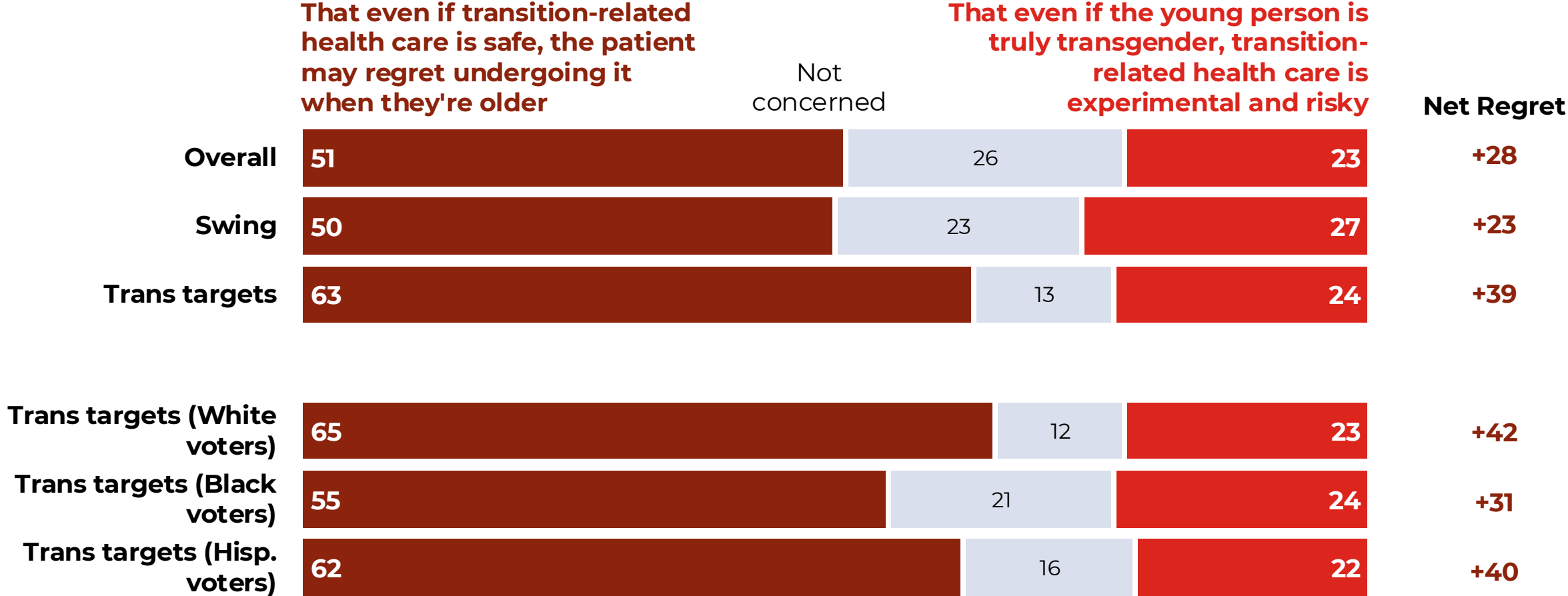
# On sports: fairness dominates more than safety concerns

What concerns you most about transgender youth participating in sports that match their current gender?



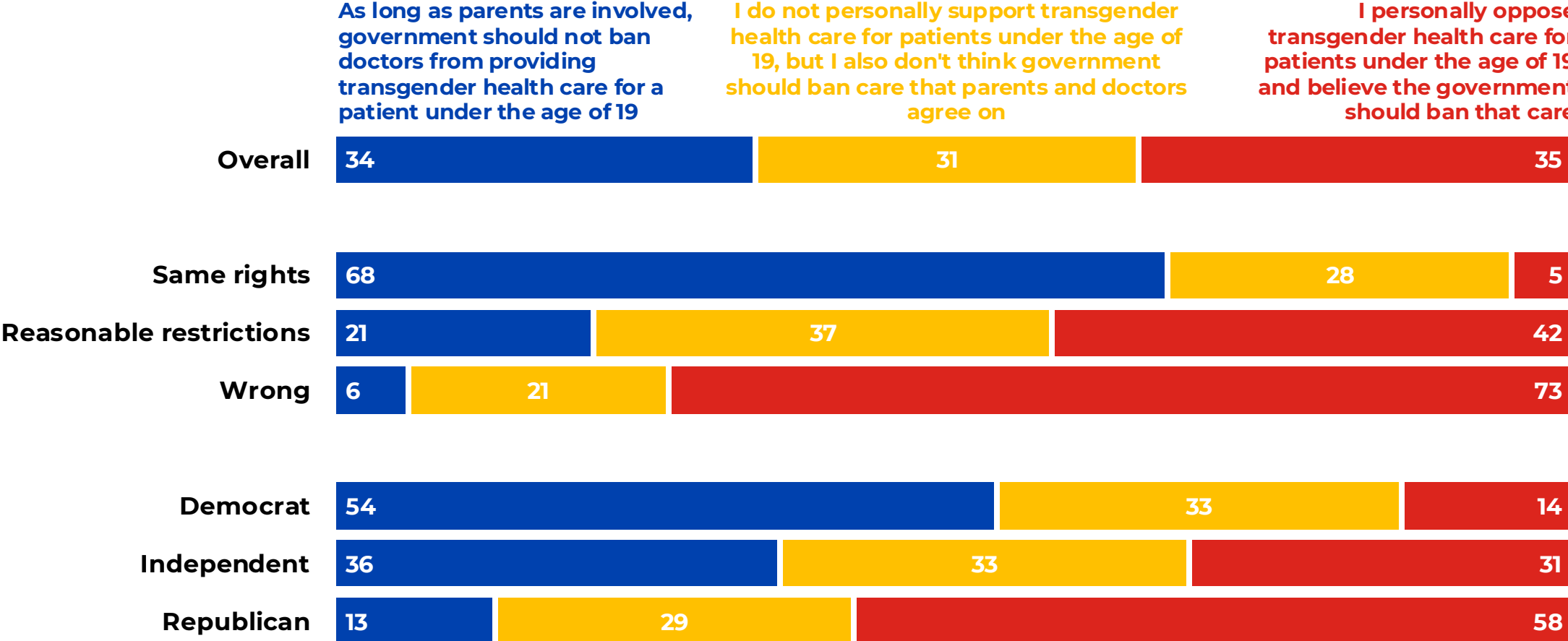
# Republicans talk about transition-related care as experimental, but the bigger concern is regret

What concerns you the most about transgender health care for patients under the age of 19?



# Putting trust in parents and doctors over government soothes fears of regret while putting Democrats on the side of parental rights

Which of the following do you agree with more, even if none are exactly right?



When it comes to health care, voters are **primarily concerned with patients regretting receiving transition related care when they're older (51% most concerning)**. Among those who oppose trans health care and want to see the government ban it, 67% say they are most concerned about patients regretting their decision.

# That's reflected in the messaging: overall the simplest response pushing off government/politicians serves us best

Black target voters specifically value experts, though overarching messaging continues to be the first priority

Health Care Positions – More or Less Favorable to a Candidate with this Position

Overall	Partisan Swing	Trans Targets	Trans Targets (Black Voters)	Trans Targets (Hisp. Voters)
61	57	61	64	62
60	57	59	57	61
54	52	49	59	47
53	49	51	62	49
53	51	56	57	56
46	39	45	46	44

*% more favorable*

**[SIMPLE]** Health care decisions for a young person who is transgender should be made by parents and doctors who know the situation best - not by politicians.

**[ONE SIZE FITS ALL]** Health care is a very personal issue that requires individual solutions, not one-size-fits-all bans by politicians in Washington.

**[GOVERNMENT]** Government should not have the power to override deeply personal health care decisions **[SPLIT]**: that parents and doctors agree are in a young person's best interest.

**[SCIENCE]** Biology and gender are complicated. That's why we have doctors and medical experts - to help families make the informed and medically up-to-date decisions that are best for them.

**[COMPLICATED]** This is a complicated issue to figure out. The solution requires a lot of tough conversations with experts and the people involved.

**[TOUGHNESS]** Anyone who would trust the average politician to make medical decisions for a young person over parents and doctors has not met my colleagues in Congress.

# Conclusions and Recommendations

# Conclusions and Recommendations

## Heading into the election cycle, Democrats...

- Continue to be seen as **overly focused on transgender issues**, but have an edge when it comes to equality
- Can avoid being **seen as the more extreme party** on the issue
- Need to build their brand around **keeping kids safe** – something we can do by leaning into law enforcement experience, parental status, and involvement in athletics...
- ...But have to avoid playing into the **parental rights and safety traps**

## When it comes to key voters on this issue...

- Those whose vote swings tend to skew independent and moderate, but also include men of color – especially younger men, and white and Hispanic young women
- Our biggest challenges are overcoming concerns **around transition-related surgeries and single-sex spaces**

# Messaging Playbook

## Tone

- **Do not dismiss concerns outright.** Voters bristle at being told they are wrong or having their concerns dismissed. This is especially damaging for Democrats who are already seen as condescending and elitist.
- **Staying grounded and thoughtful can work.** When we acknowledge their concerns, voters respond well to attempts to bring the temperature down a notch.
- **Toughness is more helpful than compassion.** Voters worry Democrats are too compassionate and not tough enough on a range of issues, especially when it comes to safety. If someone accuses you of being soft on safety, indignation and toughness can go a long way to changing these perceptions.
- **Be authentic.** Voters expect Democrats to run from this issue, stumble over their words, and use canned talking points. It's imperative you reflect the values cited in this playbook, but you can and should aim to make the words and stories your own. Confidence is key.

## Timing

- **Don't let the attacks be the first thing to define you.** Simply showing voters who you are and emphasizing traits/experiences that seem at odds with the attacks makes them less sticky. In some (though not all) situations, it can reduce the need for responding in paid entirely.
- **Be prepared.** Democrats like Abigail Spanberger were able to navigate and overcome millions of dollars in anti-trans attacks because they prepared responses early and were ready to go as soon as the opposition signaled they'd be spending heavily on the issue.
- **Engage without dwelling on the issue.** By a 2-to-1 margin, voters believe Democrats are more focused on this issue than Republicans. It is imperative that you show you take these concerns seriously without feeding into the perception that this is a major focus of your campaign.

# What Candidates Should Convey and How

What	Why	How
<b><u>Safety</u> will always be paramount</b>	Kids' safety is always a top concern for voters but especially on this issue. The perceived chaos feels unnerving for voters.	Lean into traits like law enforcement experience or legislative action involving safety (this can be their physical safety and beyond, like giving parents a greater say over what kids do online or with AI)
<b>You care deeply about <u>fairness</u></b>	Fairness (having a real opportunity to win) is the most common concern surrounding sports, especially among Dem-leaning audiences.	Leaning into relevant traits like working in schools, experience as a coach, or having your own kids playing competitive sports suggests you understand kids need rules and equal treatment.
<b>Everyone should have the <u>same rights</u></b>	In theory, voters broadly support the idea of equal rights and anti-discrimination. Their concern is about handing out "special rights" to transgender people.	Emphasize that all you seek to do is ensure everyone has access to the same rights – no matter their race, gender, or otherwise.
<b>You look out for <u>everyone</u></b>	Voters say Democrats are overly inclusive and too focused on one group at the expense of the whole.	Emphasizing everyone by using phrases like "all of our kids" or "what's best for all Americans"
<b>You're <u>reasonable</u></b>	Voters are sick of extreme rhetoric and each side acting like it has all the answers.	Push off of left and right, explicitly saying you don't like the extremes on either side. Instead say you're focused on voters' concerns and dedicated to working through it.

# Example Message: All-Around Utility Player

## Grounded and Pragmatic

Unlike the loudest voices on the left and the right, I won't pretend to have all the answers. This issue is more complicated than campaign slogans. The responsible thing to do is work together, focus on practical solutions, and make sure everyone has the same basic rights under the law.

Hints at bipartisanship

Nod to very popular equality/anti-discrim.

Acknowledges the issue is complicated (73% of voters agree, and especially resonates with Hispanic men)

Talks about all of us, which includes transgender people

## Make it Your Own...

When my girls are frustrated, I try to remind them that life doesn't come with easy answers. So, unlike the loudest voices on the left and the right, I won't pretend I've got it all figured out. But I do know one thing: The parents and doctors of a young person who is transgender know the situation best. They need to take time and figure out what makes sense without politicians breathing down their necks.

# Example Messages: Especially Strong with White Women

## Values Heavy Orientation

Talks about all of us, which includes transgender people

My values guide all of my decisions as a lawmaker. Most important among them: making sure every American is treated with dignity and respect. That includes transgender people. My position is simple: every American, no matter their race, gender, sexuality, or so on, should be treated equally.

Voters want the same rights and respect for all of us – no more, no less

## Make it Your Own...

My faith isn't something I set aside when I walk into public life. It's what guides me. I was taught that every person is created by God and worthy of dignity and respect. That includes transgender people. Every American, regardless of race, gender, sexuality, or who they are, should be treated equally and fairly.

# Example Messages: Especially Strong with Black & Hispanic Men

Suggests you're not an activist and you treat everyone the same

Patriotic sounding

## Tough, Freedom-Focused

It doesn't matter how I personally feel about a trans person. It's their right as an American to live how they want, and I'll be damned if I let somebody tell any American who they are or what they can do with their life.

Pushes off of belief  
Democrats are soft

Makes this  
about all of us

## Make it Your Own...

I spent years wearing the uniform and serving people from every background you can imagine because freedom isn't conditional. It doesn't matter if I personally understand your life. It doesn't matter if I agree with every choice you make. It's your right as an American to live how you want, and I'll be damned if I let somebody tell any American who they are or what they can do with their life.

# Example Messages

## Reasonable

We all want to keep our kids safe. No one is suggesting that we should allow some fifty-year-old creep into a girls' school locker room. There's a common sense difference between a transgender girl trying to live her life and a predator who needs to be put behind bars. We don't have to choose between fairness and safety.

Resets the record without sounding defensive

Brings it back to values

Shows toughness, focus on public safety

## Make it Your Own...

Let's not be ridiculous. I'd put myself in the line of fire before I let some 50-year-old man into my students' locker rooms. So would every teacher I know. But there's a common sense difference between a transgender girl trying to live her life and a predator who needs to be put behind bars. Don't let the left and the right make you believe this is a choice between fairness and safety.

GSG FOR TRANSGENDER FREEDOM ALLIANCE, APRIL 2026

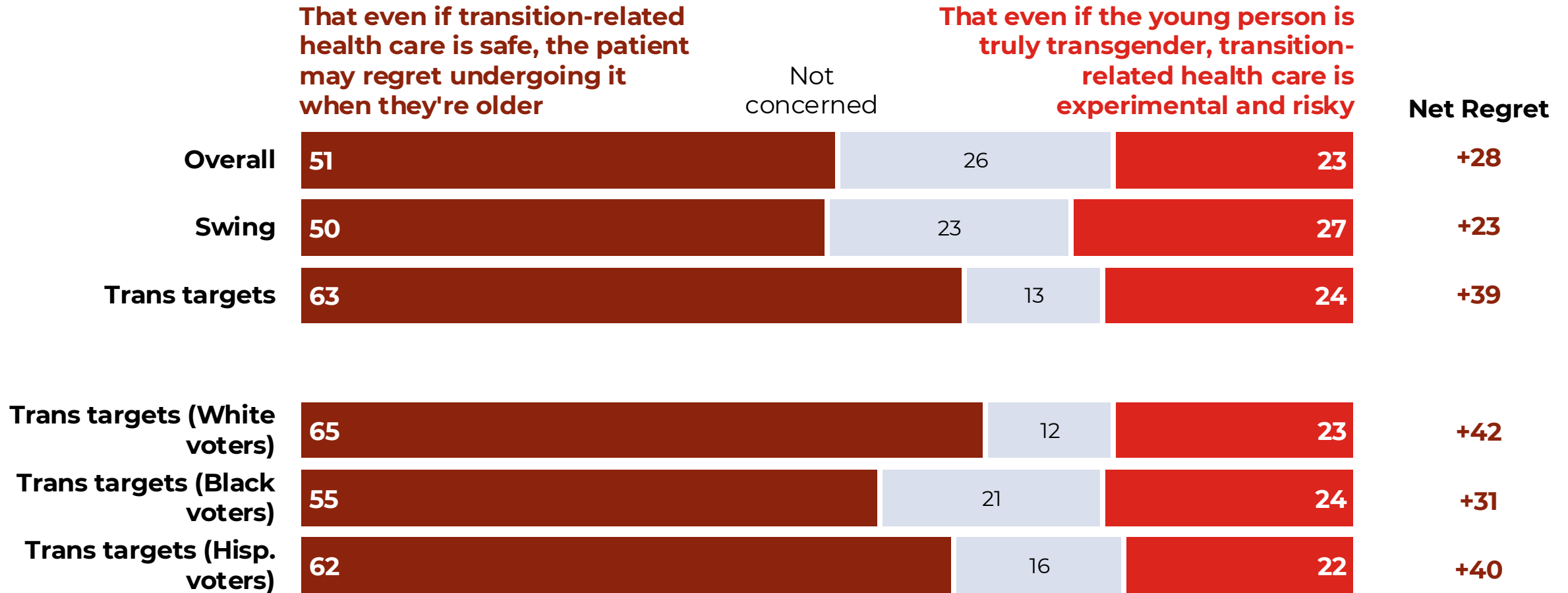
# Thank You

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# As we have heard in qualitative, voters reject gender-affirming care for younger patients due to fears of regret

What concerns you the most about transgender health care for patients under the age of 19?



# Dignity and respect is a slam dunk with white women. Black and Hispanic men gravitate towards messaging that leans into the need for experts and bringing it back to basic liberties

Most Comfortable the Candidate Would Take Right Approach on Trans Issues

	Black	Hispanic	White	White Women	Black/Hisp Men*
[DIGNITY AND RESPECT]	122	119	136	145	108
["LET'S NOT BE RIDICULOUS"; COMMON SENSE]	119	108	93	96	111
["LOOK OUT FOR EVERYONE"; EQUAL TREATMENT]	109	115	120	117	110
["I'LL BE DAMNED"; LIBERTY]	107	105	97	86	114
["COMPLICATED"; THOUGHTFULNESS]	102	105	117	129	112
["NEITHER SIDE"; PRAGMATISM]	100	126	128	128	111
["PEOPLE IMPACTED"; LOCALIZATION]	96	101	110	104	96
["UNPOPULAR"; COURAGE]	88	81	73	73	81
["SAME GUY"; LIBERTY]	85	81	64	63	84
["MOVE THE HELL ON"; SERIOUSNESS]	71	61	63	60	72