The Lavender Vote
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Published by NYU Press

Hertzog, Mark.
The Lavender Vote: Lesbians, Gay Men, and Bisexuals in American Electoral Politics.
NYU Press, 1996.
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INDEX

ACT UP (AIDS Coalition To Unleash Power), 44-46, 166, 250, 257
Adam, Barry: establishes hypothesis of LGB movement as neoleftist, 9, 222-23
Age: as factor in LGB self-identification, 54, 178-79, 210-11, 251; as factor in other differences among LGB voters, 55, 74-76, 88-89, 192-94, 197-98, 206-7
AIDS (acquired immune deficiency syndrome): as area of political issue, 43-46, 151. See also ACT UP (AIDS Coalition to Unleash Power); Clinton, Bill; Kramer, Larry
American Voter, The (Campbell et al.), 17-19
Anti-gay ballot initiatives, 5-6, 43, 249
Anti-gay violence, 7, 24
Bailey, Robert W., 11, 13, 145, 235, 259
Bawer, Bruce, 47
Belotti, Francis, 104, 108-9, 127
“Big Green” California environmental ballot initiative, 107-8, 254
Bisexuality, 150, 209-11, 246, 250-51; among lesbians, 152, 223; factor in 1992 demographic, attitudinal figures, 175-76, 179, 195-96
Buchanan, Patrick, 3, 4, 227
Bush, George: anti-gay tone of 1992 campaign, 3-4, 230; as factor in 1990 midterm elections, 61-62, 65-67, 86; and LGB Republicans, 3, 4, 188, 190, 195-96, 201, 219, 230. See also Buchanan, Patrick; Quayle, Dan; Religious Right movement
California: 1990 elections in, 102-3, 107-8; political culture of, 101. See also “Big Green” California environmental ballot initiative; Feinstein, Dianne; Wilson, Pete
Cass, Vivienne: stages of LGB identity development, 19, 28-31
Christian conservatism. See Religious Right movement
Civic Culture, The (Almond and Verba), 32-34
Clinton, Bill: and AIDS, 4, 226; and 1992 election, 1, 4, 175, 187-89, 190, 192-94, 195-96, 200-202, 205, 207-8; and military ban, 4-5, 6, 226; support for, among LGBs, 12-13, 226-27
Clinton, Hillary Rodham, 176
Danneneyer, William: attacks HHS report on LGB teen suicide, 23-24, 45
Democratic Party: and LGB voters, 4, 9, 71-76, 228-29
“Diffuse support” for political system, 32-33
Dole, Robert: attitudes toward homosexuality, 228, 230, 259; contribution to, by Log Cabin Federation, 227, 259
Dukakis, Michael, 104, 108, 118
Edelman, Murray J., 32, 34-35
Edelman, Murray S., 11, 97-98, 145, 177, 235, 258
Education: correlation of levels among LGB voters with group consciousness, 55, 99, 124, 134, 179, 197, 212
Elazar, Daniel: typology of state political cultures, 97, 100-102, 253
Falwell, Jerry, 3, 44
“Family values” issues in 1992 election, 184-85, 199-200, 216

275
Feinstein, Dianne, 103, 107, 110–11, 114, 116, 121, 125–26, 133, 135, 139, 219, 253–54
Feminism: among lesbians, 68–70, 215; LGB identification as factor in, 76, 92, 214–15
First-time voters among LGBs, 182–83
Freed, Kathryn, 144, 145
Gantt, Harvey, 259
Gay and Lesbian Independent Democrats (GLID) (New York), 143, 145, 148, 155, 156, 159, 170, 172
Gay Liberation movement, 40–42, 142; and lesbian feminism, 41–42
Gay rights. See AIDS (Acquired Immune Deficiency Syndrome); Gay Liberation movement; Homophile movement; Homosexuality; Lesbian feminism; “New assimilationists”; Queer movement
Gender gap, 68; between LGB women and men, 68–70, 189, 214–15; in rates of LGB self-identification, 55–6, 99, 197, 211, 213, 223
Glick, Deborah, 143, 144–45, 256, 257; exit poll in primary election, 14, 141–74; factors in victory of, 151–53, 159–64; role of nongay media and clubs in election of, 157–61, 162
Gramm, Phil, 106, 110, 129, 137, 255
Greenwich Village (New York), 1, 142, 143
Group consciousness, 8–9, 18–19, 211–13, 225; among African-Americans, 30–31, 35–38; among feminists, 30–31; defined, 36–38, 249; development among LGBs, 31
Group distinctiveness in voting, 17–19
Group identification, 8, 18; among members of working class, 8, 19–20; and age among LGBs, 54, 82, 178–79, 210–11, 251; and “passing” as heterosexual, 26–27; defined, 19–20; development of, among LGBs, 28–30; impediments to, among LGBs, 23–26
Hay, Harry: founder of Mattachine Society, 20, 39; and theory of LGB oppression, 20–21
Helms, Jesse, 45, 259
Hoffman, Tony, 144, 145, 156
Homophile movement, 20–21, 39–40, 249–50. See also Hay, Harry; Kameny, Frank; Mattachine Society
Homosexuality: compared with LGB self-identification, 22, 23–26; defined, 22–23; legal and social penalties for, 6–7, 24–26; public beliefs regarding causes of, 249; rates of, 1, 13, 22, 245–46. See also Cass, Vivienne; Group consciousness; Group identification; Identity formation; Oppression
Identity formation: among African-Americans and women, 30–31; among LGBs, 28–30, 31
Independent voters: among LGBs, 72–74, 176, 190, 215, 216
Kameny, Frank, 21, 39, 250
Kerry, John, 105, 108, 109, 115, 127, 133, 136, 140
Kirk, Marshall, 47
Koch, Edward, 142, 143, 167, 171
Kramer, Larry, 44–45, 227
Lesbian feminism, 41–42, 215
LGB political organizations, 9, 11, 42–45, 162, 170, 172, 219–20. See also ACT UP (AIDS Coalition to Unleash Power); Gay and Lesbian Independent Democrats (GLID) (New York); Log Cabin Federation (LGB Republicans); Mattachine Society; Stonewall Democratic Club (New York)
Index

Liberalism: LGB self-identification as factor in, 76, 91, 213; rate of, among LGB voters, 84, 183, 213
Log Cabin Federation (LGB Republicans), 2, 3, 227, 259
Los Angeles, 13, 14

Madsen, Hunter, 47
March on Washington (1993), 4–5, 227, 246
Massachusetts: in 1990 elections, 103–5, 108–9; political culture of, 101. See also Dukakis, Michael; Kerry, John; Silber, John; Weld, William
Mattachine Society, 20–21, 248, 249
Military, U.S., ban on LGBs, 4–5, 6, 7
Mixner, David, 1, 175, 245

“New assimilationists,” 46–47
New Right. See Religious Right movement
New York City, 12, 142–44
New York Native (weekly newspaper), 144, 170
New York Times, 143–44, 157, 170; attitudes toward homosexuality, 145; endorsement of Deborah Glick, 145; as factor in Glick’s victory, 145, 148, 155–56, 159–61

O’Connor, John Cardinal, 250, 257
Oppression: and African Americans, 16, 27–28; and conditions of LGB people, 23–26; defined, 20; concept of, in gay-rights movement, 20–21, 26
Outweek (magazine), 144, 157, 159, 170

Parmer, Ben, 110, 129, 137, 253
Partisanship among LGB voters, 183, 213–14
Perot, Ross, 187–88, 194, 195, 228, 258
Political clubs in New York City, 143, 155, 156, 157–58, 170. See also Gay and Lesbian Independent Democrats (GLID) (New York); Stonewall Democratic Club (New York)
Political culture, 32–34; effects of, on coalition building, 114–16, 121–22; viewed at the state level, 100–102. See also California; Massachusetts; Texas
Quayle, Dan: attitudes of, toward LGBs, 2–3, 230
Quer movement, 45–46

Religion: and attitudes toward homosexuality, 7; and differences among LGBs between upbringing and present religion, 57–58, 83; and LGB self-identification rates, 154, 181, 221; suppression of LGB self-identification based on denomination, 58, 112, 221
Religious Right movement: and anti-gay ballot initiatives, 43; position on homosexuality, 228–29; and resistance to safer-sex education in response to AIDS, 43–44; role in Republican Party, 3, 4, 43. See also Buchanan, Patrick; Dannemyer, William; Falwell, Jerry; Helms, Jesse
Republican Party: attitudes within, toward LGBs, 3–4, 229–30; and LGB Republicans, 4, 70–72, 118, 190–92, 215–16, 228; platform planks on gay rights, 4. See also Log Cabin Federation (LGB Republicans)
Retrospective model of voting behavior, 78–80, 95, 194–95
Richards, Ann, 106, 110, 111, 115–16, 118, 129–30, 133, 137, 139, 255
Rygor, Robert, 144, 145, 147, 256

Same-sex marriage, 5–6
San Francisco, 2, 12, 14
Sexual orientation. See Homosexuality
Sherrill, Kenneth, 145, 235, 256, 257
Shollenberger, Elizabeth, 144–45, 148, 156, 159
Silber, John, 104–5, 108–9, 111, 115, 121, 127–28, 133, 136, 139, 254
Spector, Arlen, 227–28
Stonewall Democratic Club (New York), 143, 148, 156, 159, 170, 172–74
Stonewall riots (1969), 1, 142, 255
Sullivan, Louis: rejects HHS report on gay teen suicide, 23–24, 45
Symbolic politics, 32, 34–35; and desire for LGB representation as factor in Glick victory, 152, 160, 161–62, 219

Texas: in 1990 elections, 105–6, 109–10; political culture of, 101–2. See also Gramm, Phil; Farmer, Ben; Richards, Ann; Williams, Clayton

Village Voice, 143, 157

Williams, Clayton, 106, 110, 111, 118, 121, 129–30, 133, 137, 139, 255
Wilson, Pete, 103, 110–11, 121, 125–26, 133, 135, 139, 229, 255
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“An important, timely, and groundbreaking book, the first of its kind. Candidates, journalists, and political analysts should pay attention to what Hertzog has demonstrated: that there is a gay and lesbian vote, and that gays and lesbians pay keen attention to what politicians have to say about their issues.”

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The Lavender Vote is the first full-length examination of lesbians, gay men, and bisexuals as a factor in American elections. Mark Hertzog here describes the differences in demographics, attitudes, and voting behavior between self-identified bisexuals and homosexuals and the rest of the voting population. He shows that “lavender” self-identifiers comprise a distinctive voting bloc equal in numbers to Latino voters, more liberal across the board on domestic social issues (though not necessarily on economic or national security issues) than nongay voters, and extremely unified in high-salience elections. Further, “lavender voters,” contrary to popular belief, are up for grabs between the two major parties.

Offering a clear and thorough explanation of LGB voting tendencies, this volume will be must-reading for elected officials, candidates for office, policy makers, and reporters, as well as for all those interested in learning about LGB voters—who they are, how many they are, where they stand, and how they vote.

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