The Harris Poll
Inclusive Insights

LGBTQIA+ & Brands

Harris Poll Thought Leadership Practice • June 2023
Methodology

This report is based on a custom survey that was conducted online within the United States by The Harris Poll between May 26 and June 1, 2023, among 1,110 LGBTQIA+ adults aged 18 and over. This body of research includes 305 respondents who identify as lesbian, 327 who identify as gay, 360 as bisexual, 94 as transgender, as well 79 who identify as non-binary. Moreover, this survey includes 382 who identify both as LGBTQIA+ and as BIPOC.

About Harris Poll Thought Leadership Practice

Founded in 1956, The Harris Poll is one of the longest running surveys in the U.S. tracking public opinion, motivations, and social sentiments. Every year, we poll millions of people on the trends that are shaping our modern world. Building on 50+ years of experience pulsing societal opinion, we design research that is credible, creative, and culturally relevant. Our practice drives thought leadership and unearths trends for today’s biggest brands. We are focused on helping our clients get ahead of what’s next.
Brand values matter, as nine in 10 LGBTQIA+ members actively learn whether a brand is walking the talk.

Ways LGBTQIA+ community learns about whether a brand or brand’s actions align with their values:

- Social media: 61%
- Word of mouth: 52%
- News articles or segments: 42%
- Brand’s advertisements: 42%
- Brand’s website or app: 32%

Q23: How do you typically learn about a brand’s actions / whether a brand aligns with your values? (n=1,110)

Q24: When you learn about a brand’s actions / values, how much do you tend to rely on LGBTQIA+ sources? Top 5 = Net of 6,7,8,9,10 on 10 pt. scale, where 1 is “Not at all LGBTQIA+,” 5 is “an equal mix,” and 10 is “Exclusively LGBTQIA+” (n=1,110)

45% say they tend to rely more on LGBTQIA+ sources than non-LGBTQIA+ ones.
Queer people crave more brands stirring the pot for equality and are keeping track of those who backpedal.
“I have boycotted a brand before (e.g., stopped using it, shared my negative experience, recommended against using it, etc.) due to their actions against the queer community (e.g., funding anti-LGBTQIA+ initiatives, speaking out against the community or misrepresenting in advertising, etc.)”

89% NON-BINARY
84% TRANSGENDER
71% FIRST GEN AMERICAN

Q28. How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)
Top performative brand gestures
The queer community doesn’t want brands to outsource LGBTQIA+ allyship to celebrities, PR, and social media

- Using a celebrity spokesperson to draw awareness of an issue: 56% (76% NON-BINARY)
- Issuing a press release or statement of support: 48% (63% NON-BINARY)
- Using social media posts to convey support: 43% (63% NON-BINARY)

Top authentic brand gestures
Authentic allyship means taking a long-term stance to help the community advocate for their rights

- Investing in long-term programs to help LGBTQIA+ issues: 66% (73% NON-BINARY)
- Advocates for legislation to help the LGBTQIA+ community: 64% (71% NON-BINARY)
- Providing educational/diversity training to employees: 60% (71% NON-BINARY)
- Making a financial commitment to donate money to the issue over a long period of time: 59% (71% NON-BINARY)
- Donating a significant amount of funds to LGBTQIA+ cause: 58% (68% NON-BINARY)
- Building educational campaigns on LGBTQIA+ issues: 57% (68% NON-BINARY)
- Incorporating a give-back program to make purchases directly related to giving back or supporting the queer community: 55% (68% NON-BINARY)
- Willingness to cut ties to stand with the LGBTQIA+ community (e.g., cancel celebrity spokesperson, etc.): 54% (68% NON-BINARY)

“Rainbow logos alone don’t make a brand queer-friendly or inclusive.”
84% (95% NON-BINARY)

“I easily notice when a brand is performative when it comes to their engagement with the LGBTQIA+ community.”
79% (88% TRANSGENDER, 82% NON-BINARY)

Q25. When thinking about LGBTQIA+ issues, how do you view the following actions that a brand could take to help support it? “This feels like an authentic/performative gesture” (n=1,110) | Q28. How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree) (n=1,110)
The LGBTQIA+ community seeks brands that celebrate diversity within diversity

**Top things that the queer community would like to see advertising represent more:**

<table>
<thead>
<tr>
<th>Identity/Characteristic</th>
<th>Representation</th>
<th>Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>LGBTQIA+ parents / families</td>
<td>78% Non-Binary, 76% Transgender</td>
<td>68%</td>
</tr>
<tr>
<td>Many different types of sexualities</td>
<td>81% Non-Binary</td>
<td>62%</td>
</tr>
<tr>
<td>Many different types of bodies</td>
<td>70% Gen X</td>
<td>61%</td>
</tr>
<tr>
<td>Many types of skin tones</td>
<td>68% Non-Binary</td>
<td>61%</td>
</tr>
<tr>
<td>Physical diversity (i.e., physical differences / disabilities)</td>
<td>62% Transgender</td>
<td>57%</td>
</tr>
<tr>
<td>Many different types of ethnicities (e.g., AAPI - Southeast Asian, East Asian, etc.)</td>
<td>65% Boomer, 60% Gen X</td>
<td>55%</td>
</tr>
<tr>
<td>Gender fluidity / non-binary individuals</td>
<td>84% Non-Binary</td>
<td>49%</td>
</tr>
<tr>
<td>Neurodiversity (i.e., mental and brain differences)</td>
<td>54% Neurodivergent</td>
<td>44%</td>
</tr>
<tr>
<td>First Generation Americans / Immigrants</td>
<td>52% Gen Z</td>
<td>42%</td>
</tr>
</tbody>
</table>

Q26. I like to see advertising that represents ___. (n=1110) | Q28. How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)
### The LGBTQIA+ call for more room to showcase true selves

**“Brands can make me feel more seen by...”**

<table>
<thead>
<tr>
<th>Action</th>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Showcasing LGBTQIA+ people in normal everyday situations</td>
<td>68% NON-BINARY, 61% TRANS</td>
<td>51%</td>
</tr>
<tr>
<td>Giving LGBTQIA+ people recognition where it is due</td>
<td>64% TRANS, 56% GEN Z</td>
<td>50%</td>
</tr>
<tr>
<td>Empathically responding to issues that are impacting my life (e.g., healthcare access, anti-trans laws, etc.)</td>
<td>62% NON-BINARY, 52% TRANS</td>
<td>44%</td>
</tr>
<tr>
<td>Giving LGBTQIA+ people more room to showcase their authentic selves</td>
<td>63% NON-BINARY</td>
<td>43%</td>
</tr>
<tr>
<td>Empathically responding to issues that are impacting my community (e.g., fatigued from systemic issues, etc.)</td>
<td>48% NEURODIVERGENT</td>
<td>42%</td>
</tr>
<tr>
<td>Funding / accelerating more businesses owned by LGBTQIA+ people</td>
<td>58% NON-BINARY</td>
<td>40%</td>
</tr>
<tr>
<td>Spending more time showcasing stories from LGBTQIA+ people</td>
<td>41% GEN Z</td>
<td>36%</td>
</tr>
<tr>
<td>Leveraging online spaces to promote businesses owned by LGBTQIA+ people</td>
<td>42% GEN Z</td>
<td>33%</td>
</tr>
</tbody>
</table>

Eight in 10 (77%) say that brands can make them feel more seen by making more room in marketing for the LGBTQIA+ community.

Q27/Q27a: Brands can make me feel more seen by ___. (n=1,110); 77% is a net of those who selected one or more of: “Giving LGBTQIA+ people recognition where it is due,” “Giving LGBTQIA+ people more room to showcase their authentic selves,” “Spending more time showcasing stories from LGBTQIA+ people,” “Showcasing LGBTQIA+ people in normal everyday situations,” and “Supporting social media content creators from my community.”
Transgender folks are especially cognizant of performative brands, and wish brands would take a stronger stance.

90% of trans folks say that “I’m taking notes of brands that say they stand for LGBTQIA+ community, but then back down as soon as the opposition mounts.” 68% of the whole LGBTQIA+ community also agrees with this statement.

88% of trans folks say that “I easily notice when a brand is performative when it comes to their engagement with the LGBTQIA+ community.” 79% of the whole LGBTQIA+ community also agrees with this statement.

84% of trans folks say that “I’d like more brands to ‘stir the pot’ on my behalf when it comes to LGBTQIA+ rights.” 72% of the whole LGBTQIA+ community also agrees with this statement.
Queer BIPOC folks are using social media and LGBTQIA+ sources to learn more about brand values

68% of queer BIPOC folks, including 69% of those who identify as Latinx and 69% of those who identify as Black, say they typically learn about a brand's actions or whether a brand aligns with their values through social media, compared to 58% of their white counterparts.

48% of queer BIPOC folks, including 55% of those who identify as Latinx, say they tend to rely more on LGBTQIA+ sources than non-LGBTQIA+ ones, compared to 43% of their white counterparts.

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Queer people want authenticity in advertising, which includes LGBTQIA+ leadership within brands.

78%
“Being reflected in marketing (e.g., advertising) is an important first step in helping me feel welcome.”

88% TRANSGENDER

63%
“LGBTQIA+ representation in advertising doesn't feel authentic to my experience.”

87% TRANSGENDER
86% NON-BINARY

78% NON-BINARY
72% TRANSGENDER

Q28. How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)
To learn more about this research, please reach out to...

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Appendix
Younger generations especially are leveraging social media to learn about a brand's actions / whether a brand aligns with their values.

Percent using social media to learn about a brand’s actions / values

- **Gen Z**: 72%
- **Millennial**: 67%
- **Gen X**: 61%
- **Boomer**: 44%

Q23. How do you typically learn about a brand's actions / whether a brand aligns with your values? (n=1,110)
All generations across the queer community like to see advertising that represents LGBTQIA+ parents / families.

“I like to see advertising that represents LGBTQIA+ parents / families”

Q26. I like to see advertising that represents ___. (n=1,110)