



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

89%

of queer community learns about **brands' actions** or whether they align with their **values**.

99% TRANSGENDER
95% NON-BINARY
94% FIRST GEN AMERICAN

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

Social media **61%**

77% TRANS, 76% NON-BINARY, 72% GEN Z

Word of mouth **52%**

63% TRANS

News articles or segments **42%**

57% BOOMER

Brand's advertisements **42%**

Brand's website or app **32%**

45%

say they tend to rely more on LGBTQIA+ sources than non-LGBTQIA+ ones.

74% TRANS, 53% GAY



Queer people crave more brands stirring the pot for equality and are keeping track of those who backpedal

72%

"I'd like more brands to **'stir the pot'** on my behalf when it comes to LGBTQIA+ rights."

84% TRANS, NON-BINARY
77% LESBIAN

71%

"When it comes to choosing brands, **I vote with my wallet.**"

83% TRANSGENDER

68%

"I'm taking notes of brands that say they stand for LGBTQIA+ community, but then back down as soon as the opposition mounts."

90% TRANSGENDER
74% FIRST GEN AMERICAN



65%

“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



Top performative brand gestures

The queer community doesn't want brands to outsource LGBTQIA+ allyship to celebrities, PR, and social media

<p>56%</p> <p>Using a celebrity spokesperson to draw awareness of an issue</p> <p>76% NON-BINARY</p>	<p>48%</p> <p>Issuing a press release or statement of support</p> <p>63% NON-BINARY</p>	<p>43%</p> <p>Using social media posts to convey support</p> <p>63% NON-BINARY</p>
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vs. Top authentic brand gestures

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

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

84%

“Rainbow logos alone don't make a brand queer-friendly or inclusive.”

95% NON-BINARY

79%

“I easily notice when a brand is **performative** when it comes to their engagement with the LGBTQIA+ community.”

88% TRANSGENDER
82% NON-BINARY



The LGBTQIA+ community seeks brands that celebrate diversity within diversity

82%: “Brands need to be more conscious about representing the *many identities* of the LGBTQIA+ community.”

92% NON-BINARY

75%: “Current advertising doesn't recognize *how much diversity* there is within the LGBTQIA+ community.”

86% NON-BINARY, 84% TRANSGENDER

72%: “I am more likely to engage with a brand if they have *queer representation* in their branding.”

81% FIRST GEN AMERICAN, 77% LESBIAN

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

LGBTQIA+ parents / families	78% NON-BINARY, 76% TRANSGENDER	68%
Many different types of sexualities	81% NON-BINARY	62%
Many different types of bodies	70% GEN X	61%
Many types of skin tones	68% NON-BINARY	61%
Physical diversity (i.e., physical differences / disabilities)	62% TRANSGENDER	57%
Many different types of ethnicities (e.g., AAPI - Southeast Asian, East Asian, etc.)	65% BOOMER, 60% GEN X	55%
Gender fluidity / non-binary individuals	84% NON-BINARY	49%
Neurodiversity (i.e., mental and brain differences)	54% NEURODIVERGENT	44%
First Generation Americans / Immigrants	52% GEN Z	42%



The LGBTQIA+ call for more room to showcase true selves

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

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

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



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.



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

78%

“I care about **who gets a seat at the table** (i.e., company leadership inclusive of LGBTQIA+ community.)”

87% TRANSGENDER
86% NON-BINARY

76%

“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.”

78% NON-BINARY
72% TRANSGENDER



To learn more about this research, please reach out to...



Tim Osiecki

Senior Research Manager
tim.osiecki@harrispoll.com



Libby Rodney

Chief Strategy Officer
lrodney@harrispoll.com

Special thanks for contributing to the research development:



Morgan Rentko



Danielle Sumerlin



Abbey Lunney

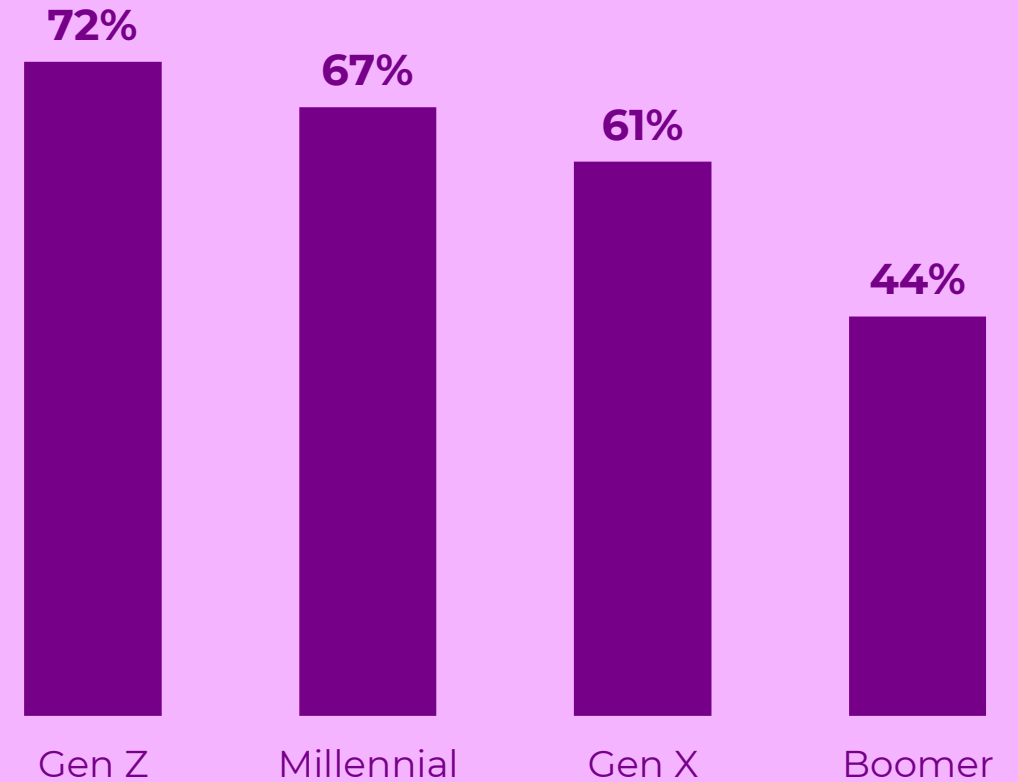


Appendix



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





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”

