



The Harris Poll Inclusive Insights

LGBTQIA+ & Advocacy

Harris Poll Thought Leadership Practice • July 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 309 respondents who identify as lesbian, 346 who identify as gay, 380 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.



Concern over existing rights runs high among LGBTQIA+ community, prompting near universal political participation

93%

take **political action** other than voting

98%

are **concerned** about one or more **existing rights** being taken away from LGBTQIA+ folks

37%

have thought about **running for the government** to implement changes related to LGBTQIA+ rights

60% TRANSGENDER
48% GEN Z, FIRST GEN AMERICAN
44% BIPOC



Political involvement is widespread, with eight in 10 queer people who vote regularly

84%

Vote in local and/or federal elections

71% Regularly vote in **federal** elections
67% Regularly vote in **local** elections

Most taken political actions overall

Signed petitions **64%** 69% GEN Z

Donated money **58%**

Marches / demonstrations **39%** 44% GEN Z

Displayed support on home /car **35%** 40% GEN Z

Media (e.g., created content) **34%** 48% GEN Z

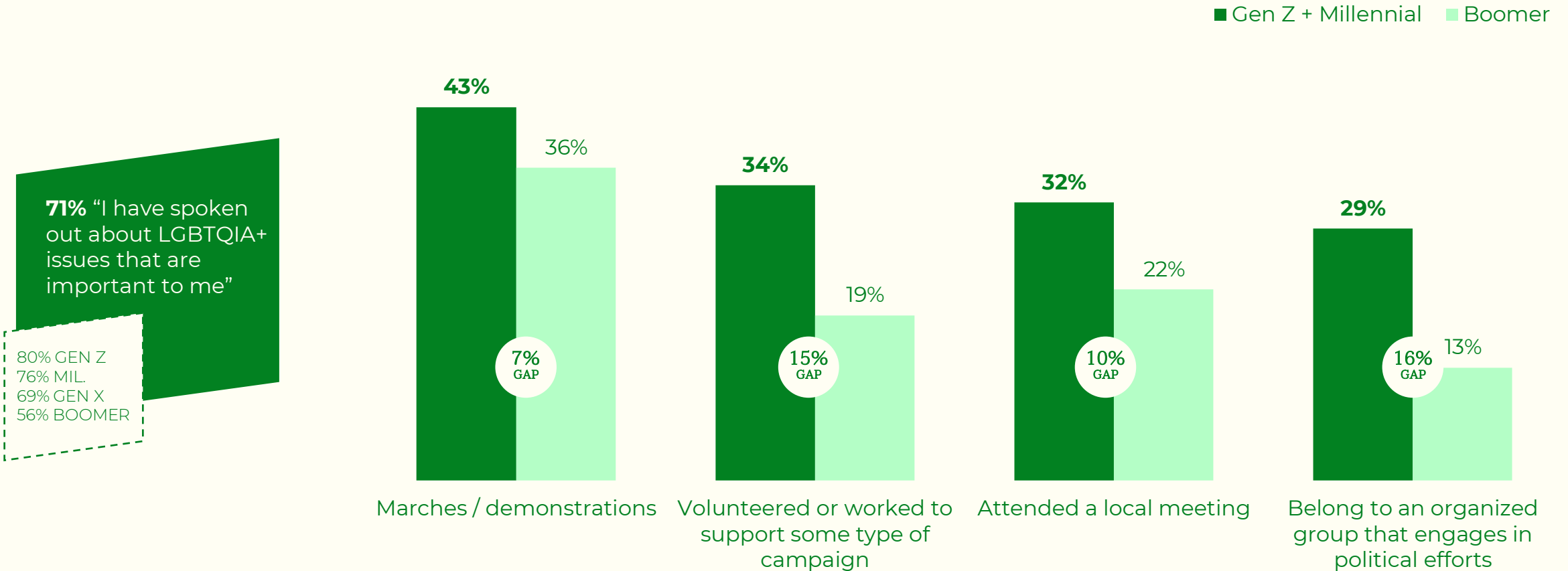
Attended a political event **32%**

Written letters **30%**

100% have taken at least one political action



Younger generations are more likely to participate in on-the-ground political activism





To specifically support LGBTQIA+ rights, queer people are engaging in political actions like petitions, marches, and media engagement

53% Have **signed petitions** to specifically support LGBTQIA+ rights

84% NON-BINARY
68% TRANSGENDER

32% Have participated in **marches or demonstrations** to specifically support LGBTQIA+ rights

49% TRANSGENDER
44% NON-BINARY

27% Participated in **media** (e.g., written an article, book, podcast, movie, social media content creator, etc.) to specifically support LGBTQIA+ rights

46% NON-BINARY
39% TRANSGENDER
38% GEN Z

Other political actions to support LGBTQIA+ rights

46%

Donated money

27%

Displayed some type of political support on my home or car

47% TRANS

22%

Have written letters to elected officials

42% NON-BINARY
39% TRANS

22%

Attended a local meeting to show support / speak on behalf of a political issue

34% TRANS

22%

Volunteered or worked to support campaign

32% TRANS

21%

Have attended a political event

32% TRANS

19%

Belong to organized group that engages in political efforts

30% TRANS

75%

have taken at least one political action aside from voting specifically to support LGBTQIA+ rights



The LGBTQIA+ community is concerned that their existing rights are in jeopardy

85%

“There are many groups within the LGBTQIA+ community that **often get overlooked or picked** on by politicians and lawmakers”

81%

“With hundreds of anti-LGBTQIA+ bills pending legislation in the U.S., I feel **very nervous about my rights** as an LGBTQIA+ individual”

Top concerns about LGBTQIA+ rights:

Protection against discrimination in schools for LGBTQIA+ students	92% GEN X	87%
Discrimination protection in the workplace	91% GEN X	85%
Right to access housing	90% GEN X	84%
A right to get married		83%
LGBTQIA+ inclusive education	94% N-B	83%
Protecting trans kids' access to gender affirming care	88% TRANS	82%
Trans rights as they relate to healthcare	86% TRANS	81%
Drag queens ban	90% N-B	81%
Trans rights as they relate to ability to update gender information	89% TRANS	80%
Equal access to public accommodations (e.g., bathrooms, locker rooms, etc.)	88% TRANS	78%

Q31: Which of the following pertaining to LGBTQIA+ rights are you concerned about right now? (Top 2=Strongly/somewhat agree); (n=1,110) | Q32: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)



Queer folks are concerned about drag queen bans and their legislative impact on the LGBTQIA+ community

86%

“If politicians really want to protect kids, they should ban assault rifles, **not drag queen shows**”

81%

are **concerned** about recent bans on drag queens (e.g., outlawing drag performances in public spaces)

80%

“Recent drag queen bans will snowball into lawmakers **taking away more and more rights** from LGBTQIA+ individuals”



Queer BIPOC people do not find as many welcoming places, and nearly half have moved because of it

72% say it's difficult to find communities and resources that understand all the dimensions of who they are

64% say, "As a BIPOC and LGBTQIA+ individual, I often have to code switch between the two communities (i.e., adjust how I talk, look, and act to make people around me comfortable)"

48% have relocated due to laws and/or a political environment that was hostile to the LGBTQIA+ community in their previous area (compared to 40% of the total LGBTQIA+ community)



Trans folks are standing up and taking action despite facing societal dismissal

87% say, “Our society values humanity in AI and robots more than in trans people” (compared to 79% of the total LGBTQIA+ community)

62% have **relocated** due to laws and/or a political environment that was hostile to the LGBTQIA+ community in their previous area

60% have thought about **running for government** to implement changes related to LGBTQIA+ rights



Despite of all the concerns, LGBTQIA+ folks remain cautiously hopeful that the tide will turn eventually

84%

“I am **hopeful** that things are going to improve on the LGBTQIA+ rights”

86% think that the increasing number of LGBTQIA+ identifying lawmakers is a **positive sign** for the future of LGBTQIA+ rights

68%

“I think it's likely that **things will improve** for LGBTQIA+ rights within the next 5 years”



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



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