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 uneartths 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.

Q29: Which of the following applies to you? % who answered “Yes” (n=1,110) | Q31: Which of the following pertaining to LGBTQIA+ rights are you concerned about right now? (Top 2=Very/somewhat concerned; (n=1,110) | Q32: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)

- Transgender: 60%
- Gen Z, First Gen American: 48%
- BIPOC: 44%

Inclusive Insights: LGBTQIA+ & Advocacy
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%**
- **Donated money 58%**
- **Marches / demonstrations 39%**
- **Displayed support on home / car 35%**
- **Media (e.g., created content) 34%**
- **Attended a political event 32%**
- **Written letters 30%**

Q29: Which of the following applies to you? % who answered “Yes” (n=1,110)
Younger generations are more likely to participate in on-the-ground political activism

71% “I have spoken out about LGBTQIA+ issues that are important to me”

80% GEN Z
76% MIL
69% GEN X
56% BOOMER

Q29: Which of the following applies to you? % who answered “Yes” (n=1,110) | Q32: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)
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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>21%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have attended a political event</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Belong to organized group that engages in</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>political efforts</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>22%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have written letters to elected officials</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>42% NON-BINARY 39% TRANS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>22%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Displayed some type of political support on</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>my home or car</td>
<td>TRANSGENDER</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>46%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donated money</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>27%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>22%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended a local meeting to show support /</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>speak on behalf of a political issue</td>
<td>TRANSGENDER</td>
<td></td>
</tr>
</tbody>
</table>

Q30: Of the items you selected, which have you done specifically to support LGBTQIA+ rights at some point? % who answered “Yes” (n=1,110)
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:

<table>
<thead>
<tr>
<th>Concern</th>
<th>Agreement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protection against discrimination in schools for LGBTQIA+ students</td>
<td>GEN X</td>
<td>87%</td>
</tr>
<tr>
<td>Discrimination protection in the workplace</td>
<td>GEN X</td>
<td>85%</td>
</tr>
<tr>
<td>Right to access housing</td>
<td>GEN X</td>
<td>84%</td>
</tr>
<tr>
<td>A right to get married</td>
<td></td>
<td>83%</td>
</tr>
<tr>
<td>LGBTQIA+ inclusive education</td>
<td>N-B</td>
<td>83%</td>
</tr>
<tr>
<td>Protecting trans kids’ access to gender affirming care</td>
<td>TRANS</td>
<td>82%</td>
</tr>
<tr>
<td>Trans rights as they relate to healthcare</td>
<td>TRANS</td>
<td>81%</td>
</tr>
<tr>
<td>Drag queens ban</td>
<td>N-B</td>
<td>81%</td>
</tr>
<tr>
<td>Trans rights as they relate to ability to update gender information</td>
<td>TRANS</td>
<td>80%</td>
</tr>
<tr>
<td>Equal access to public accommodations (e.g., bathrooms, locker rooms, etc.)</td>
<td>TRANS</td>
<td>78%</td>
</tr>
</tbody>
</table>

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% agree with the statement: “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% agree with the statement: “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).

Q32: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (BIPOC, n=382); (Total, n=1,100)
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

Q32: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (Trans, n=94); (Total, n=1,100)
Despite of all the concerns, LGBTQIA+ folks remain cautiously hopeful that the tide will turn eventually.

84% think that the increasing number of LGBTQIA+ identifying lawmakers is a positive sign for the future of LGBTQIA+ rights.

68% think it's likely that things will improve for LGBTQIA+ rights within the next 5 years.

Q32: 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...

**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:

**Danielle Sumerlin**  
**Morgan Rentko**  
**Abbey Lunney**