



The Harris Poll **Inclusive Insights**

LGBTQIA+ & Housing

Harris Poll Thought Leadership Practice • October 2023



Methodology

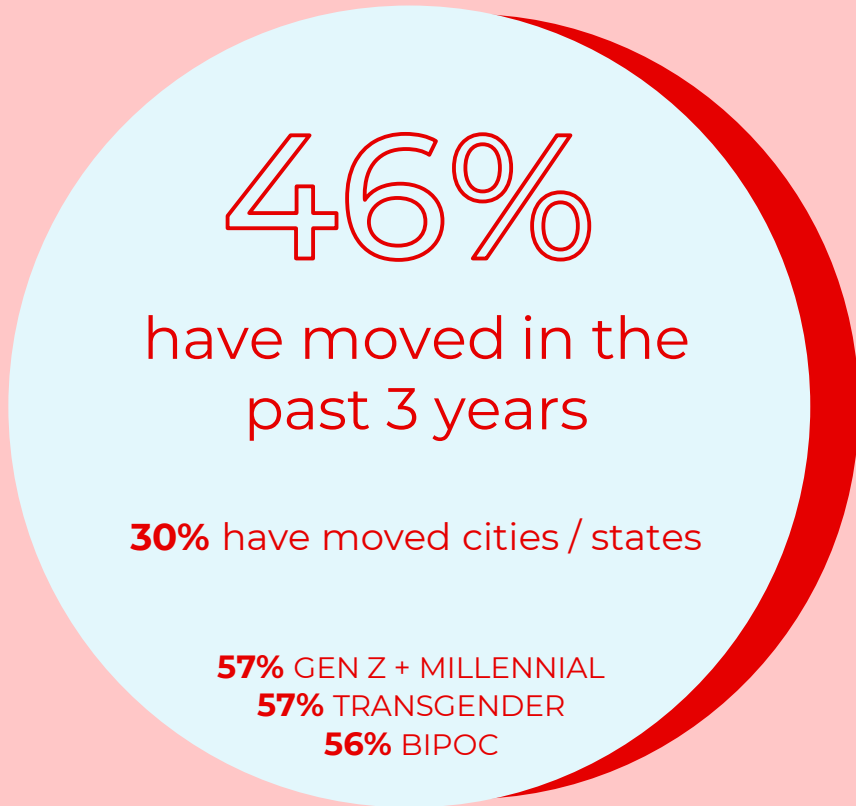
This report is based on a custom survey that was conducted online within the United States by The Harris Poll between May 26 and June 1, 2023, among 1,110 LGBTQIA+ adults aged 18 and over. This body of research includes 309 respondents who identify as lesbian, 346 who identify as gay, 380 as bisexual, 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

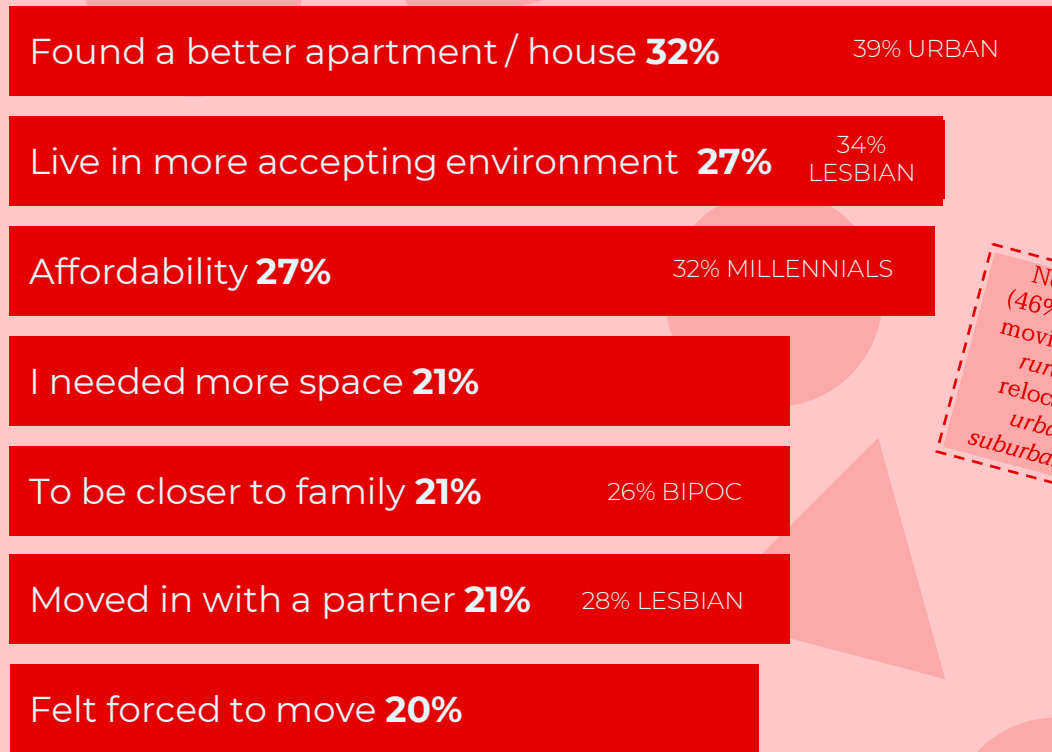
Founded in 1956, The Harris Poll is one of the longest running surveys in the U.S. tracking public opinion, motivations, and social sentiments. Every year, we poll millions of people on the trends that are shaping our modern world. Building on 50+ years of experience pulsing societal opinion, we design 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.



LGBTQIA+ community is on the move, in the pursuit of better housing, more accepting environment, and affordable cost of living



Top reasons LGBTQIA+ folks moved in the past 3 years



Nearly half (46%) of those moving from a rural area relocated to urban or suburban areas

Q1: Which of the following describe(s) your living situation(s) over the past three years? % who answered "Yes" to "I have moved to a new apartment / house within the same town / city in the past three years;" "I have moved to a new town / city in the past three years;" "I have moved to a new state in the past three years" (n=1,110); | Q2a: What type of area did you move from? (Those who moved to a different city/state, n=331); Q3: Why did you move? % who answered "Yes" (Those who moved, n=516)



Over half of queer folks have had to make deliberate living choices, where their LGBTQIA+ identity is accepted

57%

“At some point in my adult life, I've moved **to get closer** to an area that is LGBTQIA+ accepting or supportive”

79% TRANSGENDER
64% BIPOC
63% MILLENNIAL

51%

“At some point in my adult life, I've moved **to get away** from people or environment that's not accepting of my LGBTQIA+ identity”

78% TRANSGENDER
61% MILLENNIAL



LGBTQIA+ folks who haven't moved are impacted by their identity and finances

80%

Say that their finances impacts their living situation

57%

Say that their LGBTQIA+ identity impacts where they choose to live

Top reasons for remaining in their area

40%

"I don't really have a desire to move right now"

29%

"I would like to move, but it is not affordable to do so"

36% BIPOC

20%

"I would like to move, but it is not possible right now for other reasons"

19%

"I would like to move, but I feel that my LGBTQIA+ identity would be less accepted in other places"

25% BIPOC



LGBTQIA+ folks cite familiarity, affordability, and safety as top reasons why they live in their current areas

84%: “I feel safe where I live”

74%: “I have places I can go other than my house or place of work/school that are comfortable and easy to hang out and socialize in”

68%: “I know where I want to live in 10 years”

77% TRANSGENDER

Which of the following are reasons why you live where you currently do?

It is familiar / comfortable	59% BOOMER	44%
I can afford the cost of living	56% BOOMER	43%
My neighborhood feels safe	52% BOOMER	39%
My family is close by	47% NON-BINARY	37%
My friends are here	39% BOOMER	30%
It is especially supportive for LGBTQIA+ folks	41% TRANSGENDER	26%
I have good access to my hobbies or social life		24%
My job or school is here	34% GEN Z	24%
There is a sense of community where I live	33% BOOMER	23%
This is where I want to settle long-term	35% BOOMER	20%



Two-thirds (67%) have found fellow LGBTQIA+ folks to connect with in the place where they live

73% BIPOC, 72% MILLENNIAL

45%

51% BIPOC

“I have been noticing that many LGBTQIA+ spaces (e.g., bars, etc.) in my area have been **disappearing** lately”

What does an "LGBTQIA+ community" mean to you?

Being in a place where I don't have to explain or hide myself	65%
	75% NON-BINARY
Having close LGBTQIA+ friends who understand each other's experiences	54%
	72% NON-BINARY
Being in a place where all or most people understand the LGBTQIA+ experience	53%
	66% TRANSGENDER
Businesses that are intentionally inclusive of LGBTQIA+ folks (e.g., has supportive signs, special event nights, etc.)	43%
	59% TRANSGENDER
Spaces that are explicitly for LGBTQIA+ folks (e.g., community centers, bars, cafés, etc.)	41%
	60% TRANSGENDER
Spiritual or religious communities that are LGBTQIA+ welcoming	32%



Finances impact
queer people's
living situation and
access to the
housing market,
especially in an
uncertain climate

84%

of LGBTQIA+ folks say
that **finances** impact
their living situation

95% TRANSGENDER
95% NONBINARY

55%

"I don't think I'm ever
going to be able to
afford owning a house
or an apartment in this
economic climate"

73% GEN Z
69% TRANSGENDER
68% NON-BINARY
61% RURAL

42%

"It is difficult to afford where
I live, but it is **worth it**
because it is very accepting
of LGBTQIA+ folks"

56% TRANSGENDER
51% BIPOC
48% GEN Z + MILLENNIAL



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



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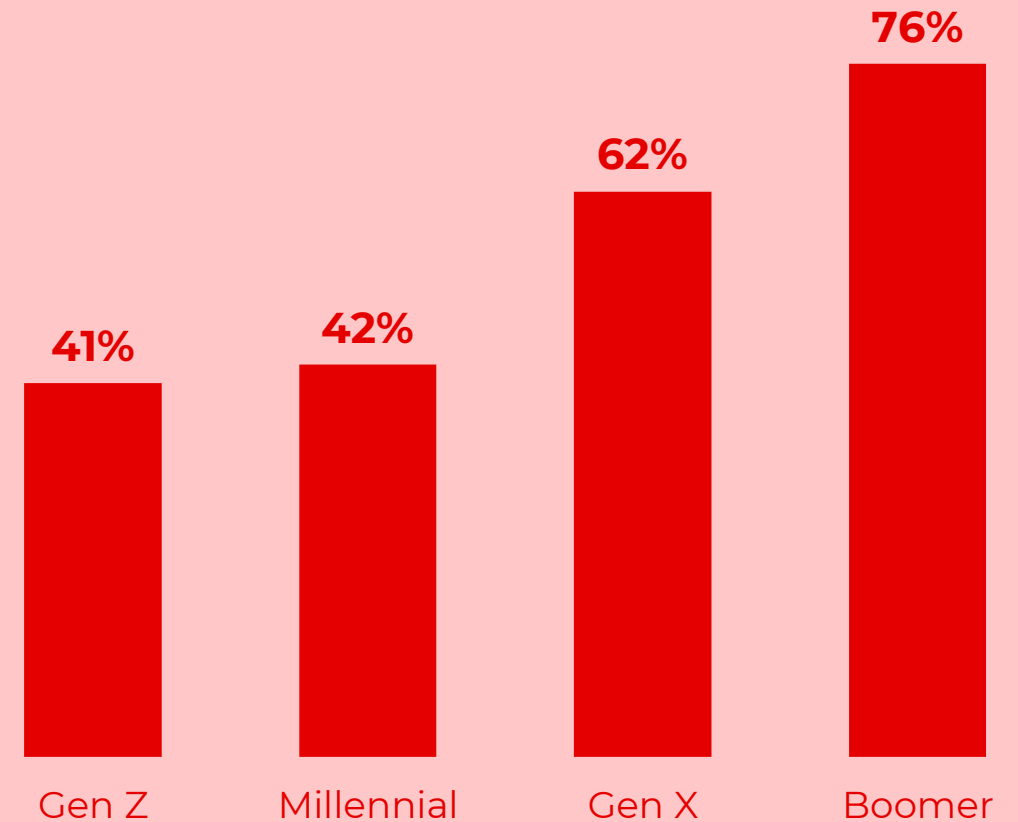


Appendix



Gen X and Boomers are staying put, as majorities haven't moved in the past three years

Haven't moved in past three years

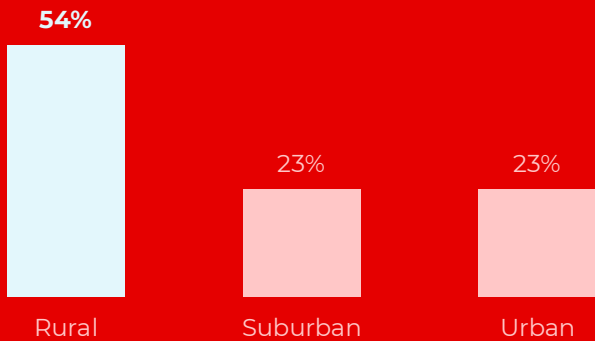




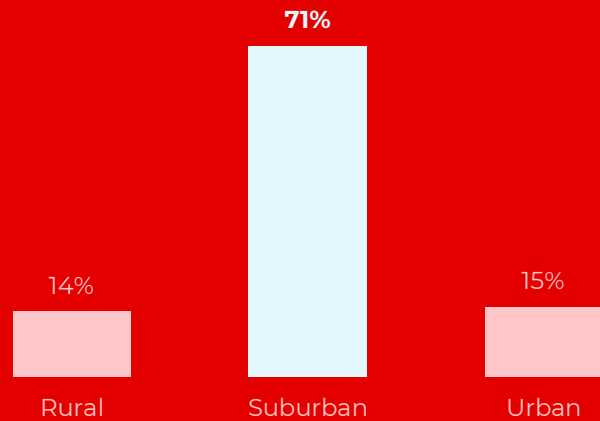
People moving to a new city or state most often choose the same *type* of area for their new home



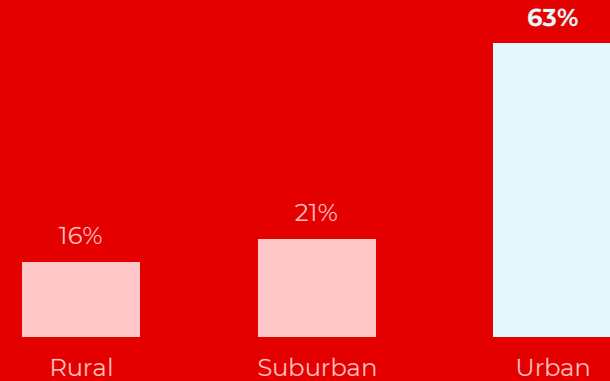
Moved from a Rural area to a ____ area



Moved from a Suburban area to a ____ area



Moved from an Urban area to a ____ area





Transgender folks especially must keep their safety and well-being top of mind

88% of trans folks say that their LGBTQIA+ identity impacts where they choose to live (e.g., neighborhood, city, state, or region), compared to 63% of the broader LGBTQIA+ community

65% of trans folks agree, “I have to be careful about where I go in my town or city in order to feel or stay safe,” compared to 52% of the broader LGBTQIA+ community

61% of trans folks agree, “My LGBTQIA+ identity negatively affects the quality of the healthcare I receive,” compared to 30% of the broader LGBTQIA+ community