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 over the past three years.

### Top reasons LGBTQIA+ folks moved in the past 3 years

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Found a better apartment / house</td>
<td>32%</td>
</tr>
<tr>
<td>Live in more accepting environment</td>
<td>27%</td>
</tr>
<tr>
<td>Affordability</td>
<td>27%</td>
</tr>
<tr>
<td>I needed more space</td>
<td>21%</td>
</tr>
<tr>
<td>To be closer to family</td>
<td>21%</td>
</tr>
<tr>
<td>Moved in with a partner</td>
<td>21%</td>
</tr>
<tr>
<td>Felt forced to move</td>
<td>20%</td>
</tr>
</tbody>
</table>

**46% have moved in the past 3 years**

- **30%** have moved cities / states
- **57%** GEN Z + MILLENIAN
- **57%** TRANSGENDER
- **56%** BIPOC

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

Q8: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)
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”

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”

Q1: Which of the following describe(s) your living situation(s) over the past three years? % who answered “Yes” to “I have not moved in the past 3 years” (n=1,110); Q2B: You indicated that you have not moved in the past three years, which of the following describes your reasoning for remaining in the area where you live now? % who answered “Yes” (n=594); Q6: How much do your finances impact your living situation? (Top 3 = Somewhat/Very/Extremely), (n=594); Q7: How much does your LGBTQIA+ identity impact where you choose to live (e.g., neighborhood, city, state, or region)? (Top 3 = Somewhat/Very/Extremely), (n=594)
LGBTQIA+ folks cite familiarity, affordability, and safety as top reasons why they live in their current areas.

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>BOOMER</th>
<th>NON-BINARY</th>
<th>TRANSGENDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is familiar / comfortable</td>
<td>59%</td>
<td>47%</td>
<td>41%</td>
</tr>
<tr>
<td>I can afford the cost of living</td>
<td>56%</td>
<td>43%</td>
<td>24%</td>
</tr>
<tr>
<td>My neighborhood feels safe</td>
<td>52%</td>
<td>39%</td>
<td>26%</td>
</tr>
<tr>
<td>My family is close by</td>
<td></td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>My friends are here</td>
<td>39%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>It is especially supportive for LGBTQIA+ folks</td>
<td></td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td>I have good access to my hobbies or social life</td>
<td></td>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>My job or school is here</td>
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<tr>
<td>There is a sense of community where I live</td>
<td></td>
<td></td>
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<tr>
<td>This is where I want to settle long-term</td>
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Q4: Which of the following are reasons why you live where you currently do? % who answered “Yes” (n=1,110); Q8: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)
Two-thirds (67%) have found fellow LGBTQIA+ folks to connect with in the place where they live

|-being in a place where I don’t have to explain or hide myself |
| Having close LGBTQIA+ friends who understand each other’s experiences |
| Being in a place where all or most people understand the LGBTQIA+ experience |
| Businesses that are intentionally inclusive of LGBTQIA+ folks (e.g., has supportive signs, special event nights, etc.) |
| Spaces that are explicitly for LGBTQIA+ folks (e.g., community centers, bars, cafés, etc.) |
| Spiritual or religious communities that are LGBTQIA+ welcoming |

| 65% |
| 54% |
| 53% |
| 43% |
| 41% |

Q5: What does an "LGBTQIA+ community" mean to you? % who answered “Yes” (n=1,110); Q8: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)

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

Q6: How much do your finances impact your living situation? (Top 3=Somewhat/very/extremely); (n=1,110);

Q8: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)

“I don’t think I’m ever going to be able to afford owning a house or an apartment in this economic climate.”

55%

“... because it is very accepting of LGBTQIA+ folks.”

42%

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

56% TRANSGENDER
51% BIPOC
48% GEN Z + MILLENNIAL
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
Gen X and Boomers are staying put, as majorities haven’t moved in the past three years.

Haven’t moved in past three years

- Gen Z: 41%
- Millennial: 42%
- Gen X: 62%
- Boomer: 76%

Q1: Which of the following describe(s) your living situation(s) over the past three years? (n=1,110)
People moving to a new city or state most often choose the same type of area for their new home.

Q2a: What type of area did you move from? (Those who moved to a different city/state, n=331)

- Moved from a **Rural** area to a ____ area: 54% to Rural, 23% to Suburban, 23% to Urban
- Moved from a **Suburban** area to a ____ area: 14% to Rural, 71% to Suburban, 15% to Urban
- Moved from an **Urban** area to a ____ area: 16% to Rural, 21% to Suburban, 63% to Urban
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.

Q7: How much does your LGBTQIA+ identity impact where you choose to live (e.g., neighborhood, city, state, or region)? (Top 3=Somewhat/very/extremely); (n=1,110); Q8: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110).