



The Harris Poll Inclusive Insights

LGBTQIA+ & Social

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. 696 of respondents are currently employed.

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.



78%

seek out **connection**
with other LGBTQIA+
people

94% TRANS
89% N-B, HISPANIC
85% GEN Z + MILL

67%

say that “It’s **crucial for me to connect** with other LGBTQIA+ people that can relate to my identity”

82% TRANSGENDER
81% NON-BINARY
75% HISPANIC
73% GEN Z + MIL.

35%

have **not felt safe** going out in the past few months due to their identity

67% TRANSGENDER
52% NON-BINARY
48% LATINX
44% GEN Z + MIL.

Connection with other LGBTQIA+ folks is crucial for most, yet over 1 in 3 do not feel safe going out



Chosen family plays a central role in LGQBTIA+ people's lives

A chosen family is defined as "people who have intentionally chosen to embrace, nurture, love, and support each other regardless of blood or marriage."

91%

say their chosen family is **important** to them, including 59% who say it's *very important*

80%

imagine **growing old** with their chosen family

78%

Rely on their chosen when they need emotional support

74%

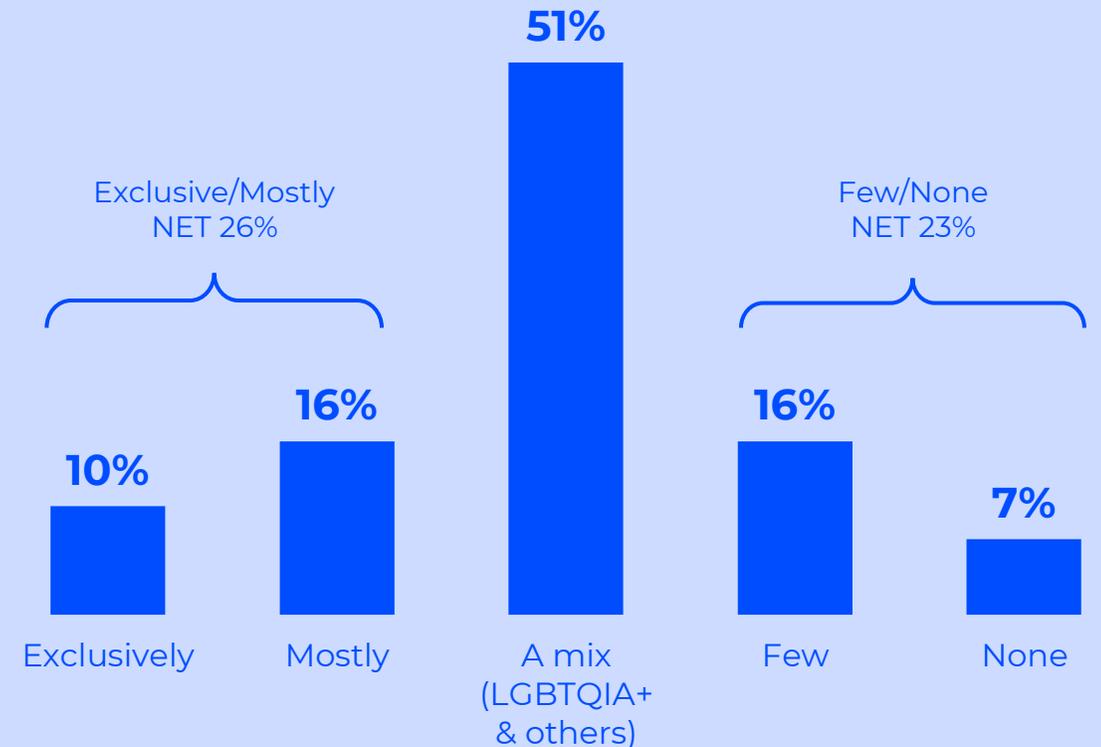
wish there were more **products and services** that recognized their chosen family (e.g., financial accounts, healthcare accounts, gym membership, etc.)



Most queer people have a mix of friends that includes both LGBTQIA+ folks and others

20% of Trans folks said their friend group is made up of exclusively other LGBTQIA+ people, followed by **16%** of Hispanic individuals

“I’m friends with _____ LGBTQIA+ people.”





Though most are comfortable socializing, half feel the need to hide their identity in public

79% feel **comfortable** socializing in spaces that are not LGBTQIA+ dedicated

48% feel like they **have to hide their LGBTQIA+ identity** when socializing in public

73% Transgender | 70% Non-binary | 55% Rural, Gen Z + Mil. | 54% Latinx

45% say that “**Constantly coming out to others** about my LGBTQIA+ identity is part of my day-to-day life”

79% Transgender | 54% Urban | 54% Latinx

Hanging out at home & going out to eat are the most popular ways to spend time with friends



74%

Hanging out at friends' homes



74%

Going out to eat



51%

Playing games



42%

Live entertainment



36%

Bars / nightlife



27%

Sports / outdoor activities



Over 8 in 10 are comfortable socializing in LGBTQIA+ dedicated spaces, yet over half still have trouble meeting other LGBTQIA+ folks

84%

feel comfortable
socializing in **LGBTQIA+**
dedicated spaces

*compared to 79%
who feel comfortable
in not-LGBTQIA+
dedicated spaces*

58%

are having trouble
meeting other
LGBTQIA+ people

*(e.g., where to meet
them, making lasting
connections, etc.)*



Social media is the most common way people connect with other LGBTQIA+ folks

53%

have intentionally used a dating app to make **friends** in the LGBTQIA+ community

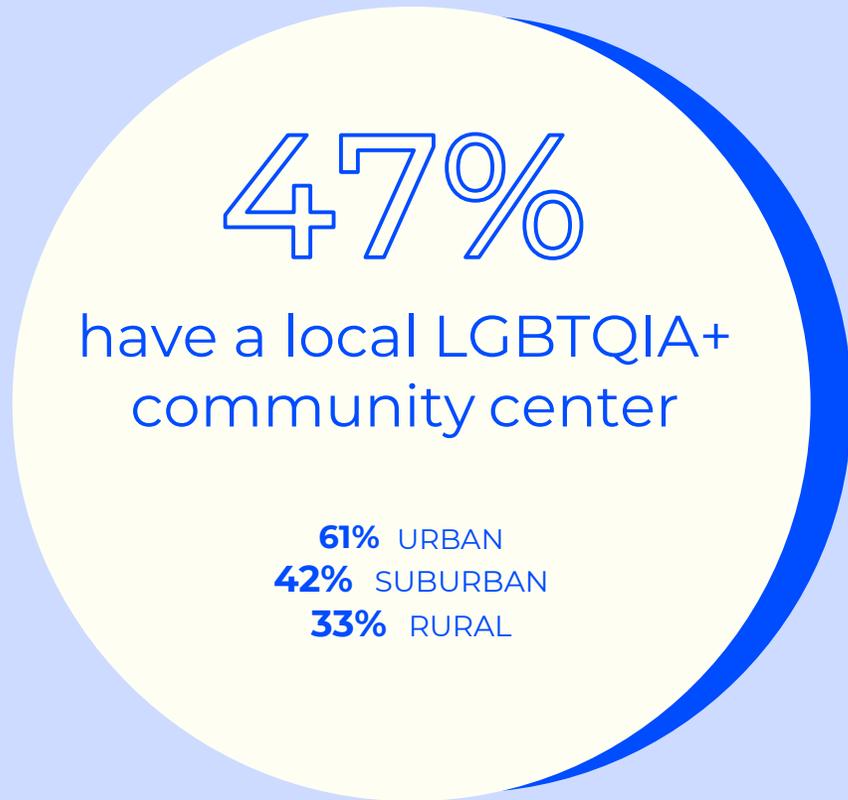
67% TRANS
65% LATINX
61% GEN Z + MIL

8 in 10 use digital channels to connect with other LGBTQIA+ people

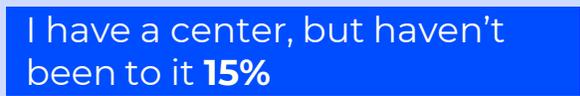
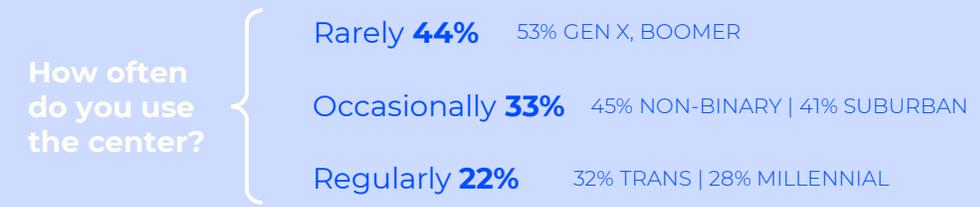




One-third use their local LGBTQIA+ community center, including over half of Trans folks



How familiar are you with the LGBTQIA+ center near you?



Q21: How familiar are you with your local / closest LGBTQIA+ community center, if you have one? % who answered "Yes" (n=1,110)



LGBTQIA+ community centers provide comfort to the vast majority who have them

88%

find it comforting to know there is an LGBTQIA+ community center there for them when they need it

73%

of those who don't have or know about a center **wish they had a center** near them

93% NON-BINARY
81% MILLENNIAL



Yet LGBTQIA+ focused spaces have work to do when it comes to inclusivity

64% of BIPOC LGBTQIA+ people agree, “There is not enough diversity / variety in the LGBTQIA+ spaces that are available to me” (compared to 58% of the overall LGBTQIA+ community)

67% Transgender
63% Gen Z + Millennial, Experience a disability

60% of BIPOC LGBTQIA+ folks say that “Most of the available LGBTQIA+ spaces in my area aren't embracing certain groups within the LGBTQIA+ community” (compared to 50% of the overall LGBTQIA+ community)

63% Transgender
57% Gen Z + Millennial
56% Experience a disability



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



Latinx LGBTQIA+ folks especially lean into community and connection

89% seek out connection with other LGBTQIA+ people,; and **75%** say this connection is crucial
compared to 78% and 67% of the entire queer community

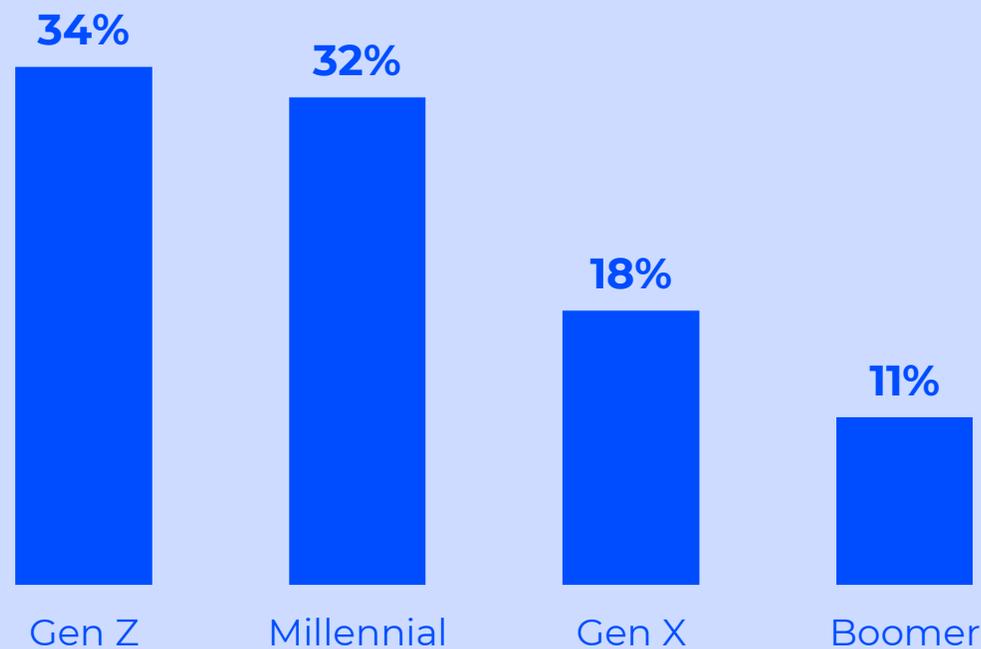
65% have intentionally used dating apps to make friends within the LGBTQIA+ community
compared to 53% of the entire queer community

42% utilize the resources of their local LGBTQIA+ community center
compared to 32% of the entire queer community



Younger people tend to socialize more exclusively with other LGBTQIA+ individuals

“All or most of my friends are LGBTQIA+ people”





Younger generations show more variety in how they connect with friends

■ Gen Z + Mill ■ Gen X + Boomer

