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

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.

78% seek out connection with other LGBTQIA+ people

- 94% TRANS
- 89% N-B, HISPANIC
- 85% 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.
Imagine growing old with their chosen family. Wish there were more products and services that recognized their chosen family (e.g., financial accounts, healthcare accounts, gym membership, etc.).

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.).

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

Q16: How important is the concept of a “chosen family” to you? A chosen family is defined as "people who have intentionally chosen to embrace, nurture, love, and support each other regardless of blood or marriage." (Top 2=Very/somewhat important); (n=1,110) | Q22: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)
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.

Q19: How would you define the make up of your friend group? % who answered “Yes” (n=1,110)
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

- Hanging out at friends' homes: 74%
- Going out to eat: 74%
- Playing games: 51%
- Live entertainment: 42%
- Bars / nightlife: 36%
- Sports / outdoor activities: 27%

Q18: What are your favorite ways to socialize / spend time with friends? % who answered “Yes (n=1,110); Q22: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)
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.).

Q22: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)
8 in 10 use digital channels to connect with other LGBTQIA+ people

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>49%</td>
</tr>
<tr>
<td>Online communities</td>
<td>31%</td>
</tr>
<tr>
<td>LGBTQIA+ bars / nightlife</td>
<td>28%</td>
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<tr>
<td>Mobile apps</td>
<td>26%</td>
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<tr>
<td>Common interest groups</td>
<td>25%</td>
</tr>
<tr>
<td>Non-LGBTQIA+ bars / nightlife</td>
<td>18%</td>
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<tr>
<td>An LGBTQIA+ community center</td>
<td>18%</td>
</tr>
<tr>
<td>N/A – I don’t seek out other LGBTQIA+ folks</td>
<td>22%</td>
</tr>
</tbody>
</table>
One-third use their local LGBTQIA+ community center, including over half of Trans folks

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

- I have a center & use its resources: 32%
- Rarely: 44%
- Occasionally: 33%
- Regularly: 22%

I don’t know if I have a center: 27%
I don’t have a center: 26%
I have a center, but haven’t been to it: 15%

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

Q22: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110)
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

Q22: 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...

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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.

Q20: Where do you connect with fellow LGBTQIA+ folks? % who answered “Yes” (n=1,110); Q22: How much do you agree or disagree with the following statements? (Top 2=Strongly/somewhat agree); (n=1,110); Q21: How familiar are you with your local / closest LGBTQIA+ community center, if you have one? % who answered “Yes” (n=1,110).
Younger people tend to socialize more exclusively with other LGBTQIA+ individuals.

Q19: How would you define the make up of your friend group? % who answered “Yes” (n=1,110)

- **Gen Z**: 34%
- **Millennial**: 32%
- **Gen X**: 18%
- **Boomer**: 11%

“All or most of my friends are LGBTQIA+ people”
Younger generations show more variety in how they connect with friends

Q18: What are your favorite ways to socialize / spend time with friends? % who answered "Yes" (n=1,110)