

Consumer Perspectives on LGBTQ Issues and Gender Identity

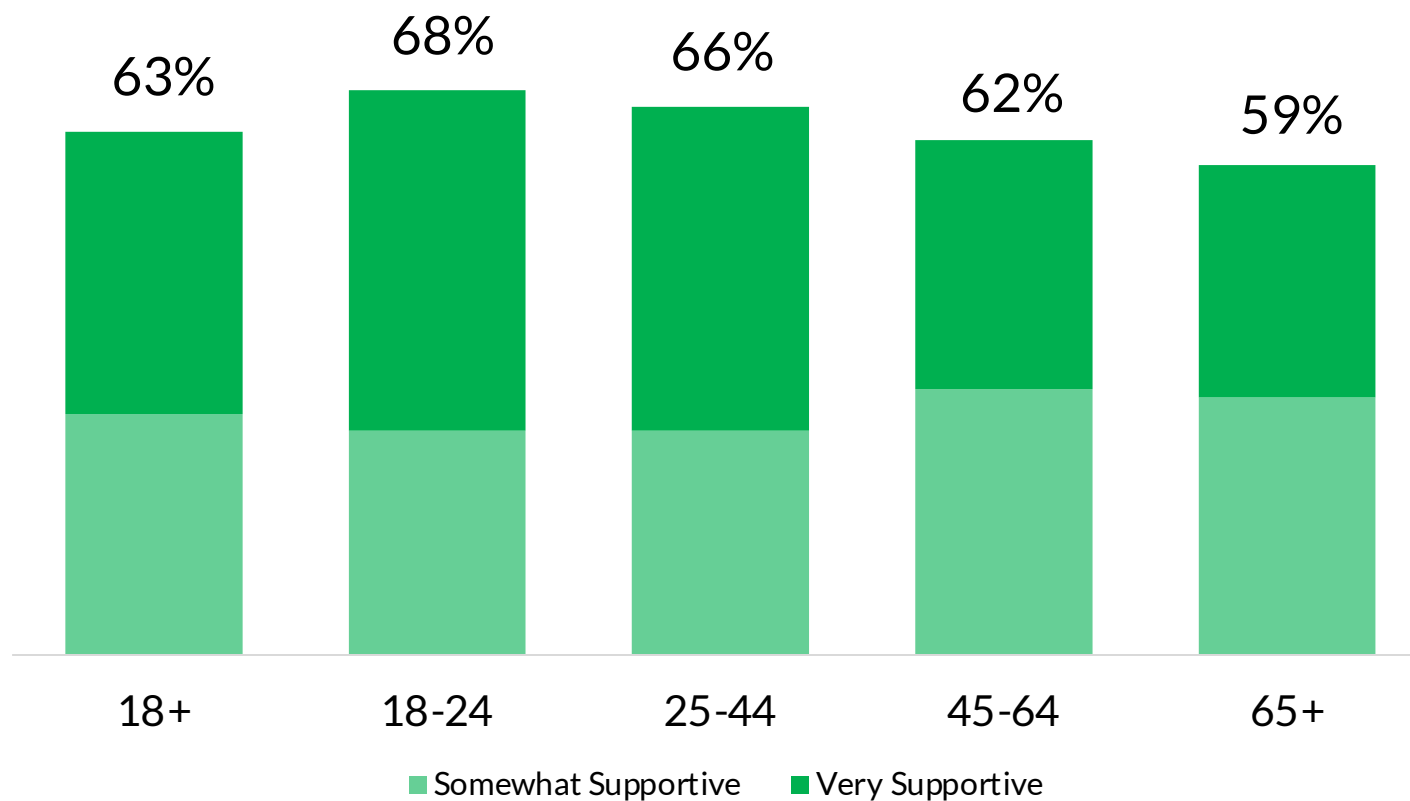


June 2024

Did you know?

- Nearly 2 out of 3 Americans **support the LGBTQ community**, with support higher among younger adults
- Two thirds of Americans **personally know** someone who is LGBTQ; this number is higher for women and Hispanic Americans
- Most Americans **support LGBTQ causes**, with HIV education and anti-bullying at the top
- Only around half of Americans believe **LGBTQ individuals are safe in public settings**, with lower ratings for sporting events and religious services
- In entertainment, nearly half of Americans express interest in **seeing gender-fluid & LGBTQ characters** in their TV and movie content
- A slight majority of Americans support conversations around gender diversity, although there is **still some discomfort**
- 3 in 10 Americans are **actively engaging** in LGBTQ and/or gender identity topics, while another 3 in 10 “don’t care”

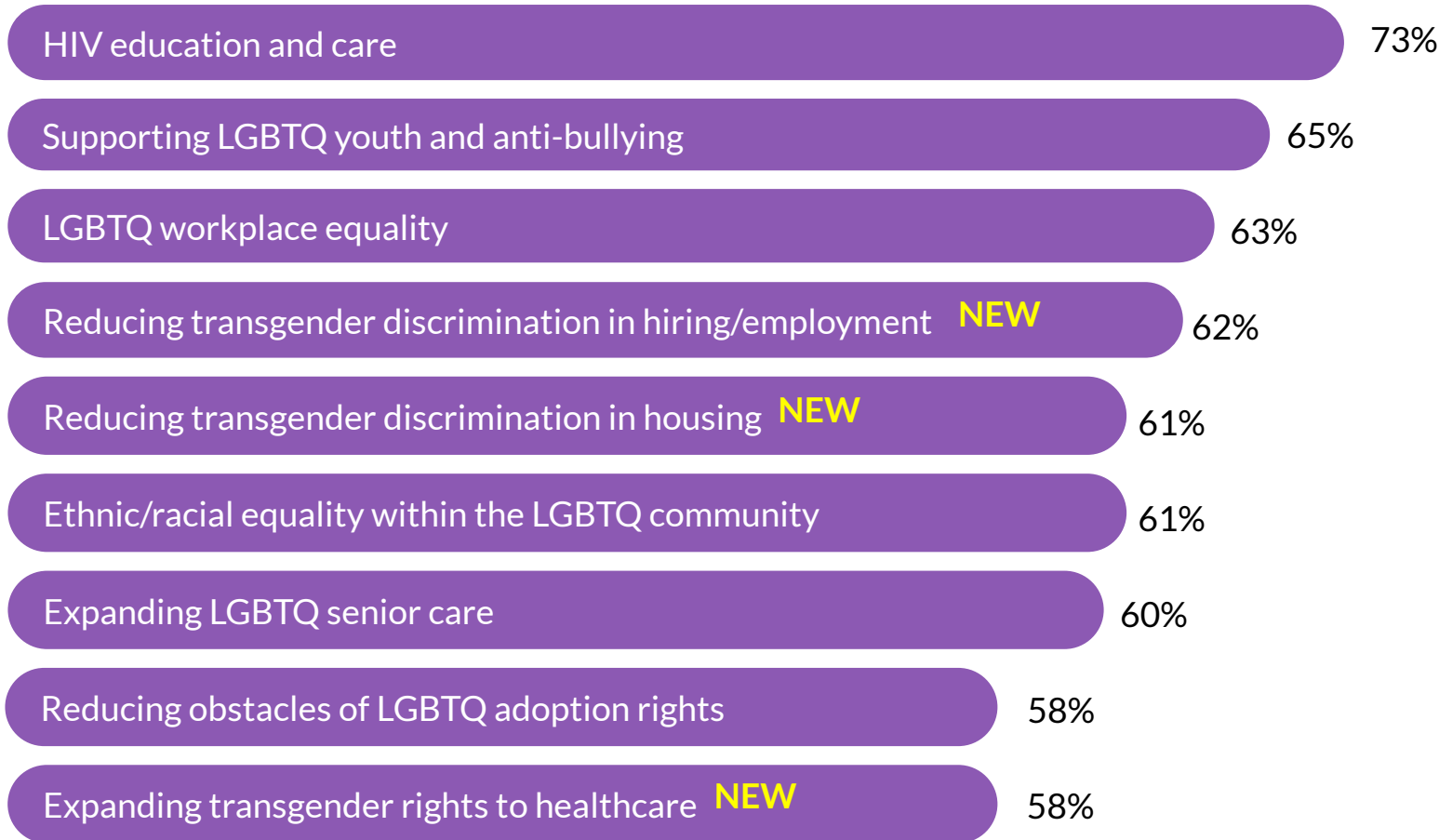
Nearly two-thirds of Americans support the LGBTQ community



Most Americans support all LGBTQ causes



The strongest support is for aspects related to healthcare and anti-bullying



LGBTQ political and public issues are also supported by a majority of Americans

- Stopping anti-LGBTQ “religious exemption” legislation (56%)
- International LGBTQ rights (56%)
- Protecting LGBTQ immigrants (53%)
- Supporting LGBTQ political candidates (53%)
- NEW** Supporting laws that assist the transition of transgender youth (51%)

Source: MRI-Simmons LGBTQ and Gender Identity Study, June 2024.

Base: All adults 18+

Q: How important are each of the following LGBTQ causes to you? (Very Important OR Somewhat Important)

3 in 10 Americans are **actively engaging** in LGBTQ topics, while another 3 in 10 “don’t care”

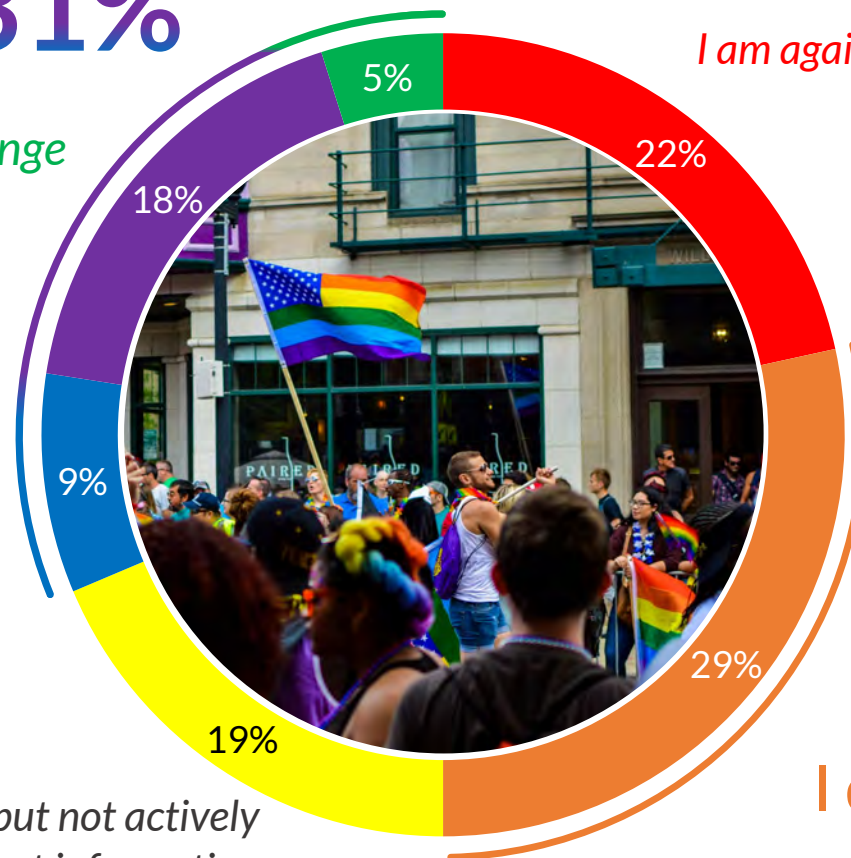
31%

I am an activist working to make a change

I consider myself an ally

I actively educate myself

I am open to learning more but not actively seeking out information



29%

I don't care

In entertainment, nearly half of Americans express interest in seeing gender-fluid & LGBTQ characters



45%

“I like when shows or movies show transgender, gender-fluid, or non-binary characters”

“It is important the content I watch includes characters that represent the LGBTQ community”

38%



Source: MRI-Simmons LGBTQ and Gender Identity Study, June 2024.
Base: All adults 18+
Q: How much do you agree or disagree with the following statements? (Strongly Agree OR Somewhat Agree)

While most Americans support gender diversity,
there is still **some discomfort**



67%

*"I like knowing
concretely
what gender
someone is"*

66%

*"Gender should
be binary – male
or female"*

49%

*"Gender diversity
makes me
uncomfortable"*

Source: MRI-Simmons LGBTQ and Gender Identity Study, June 2024.

Base: All adults 18+

Q: How much do you agree or disagree with the following statements about gender diversity? (Strongly Agree OR Somewhat Agree)

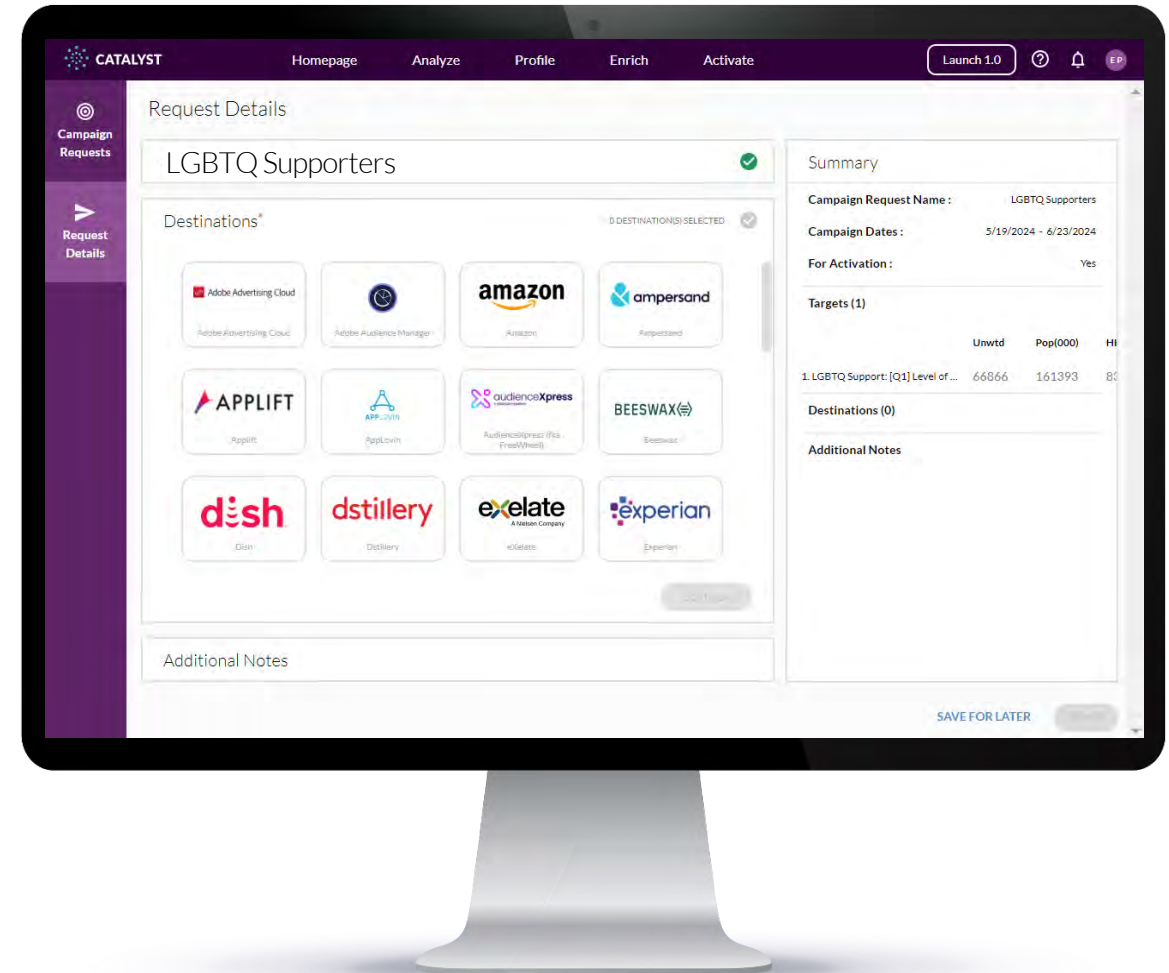
Activate LGBTQ supporters and any other audience with ACT



Leverage your MRI-Simmons target for audience-based campaigns that go beyond data-driven linear into addressable and digital media channels.

To reach **LGBTQ supporters, activists, Americans with a personal connection to someone who is gender diverse, Americans against LGBTQ topics**, or any of the segments revealed in this report, simply:

- 🎯 Create a target using MRI-Simmons data
- 🎯 Send it to any DMP, DSP, or addressable media
- 🎯 Use for activation or analytics



Overview and Methodology

The MRI-Simmons LGBTQ and Gender Identity Study explores Americans' attitudes towards gender, gender identity and expression, shifting sexual norms and understanding, ally identification, and political activism.

The data provides comprehensive attitudes around sexual and gender identity in the US, with a focus on how opinions change as new laws and LGBTQ representation in brands and media continue to evolve.

The LGBTQ and Gender Identity Study helps marketers effectively research, plan, and engage America's LGBTQ community of supporters and non-supporters while providing insights into how to reach these influential groups.

Deeper analysis of attitudes are compiled alongside the extensive set of over 60,000 variables from the MRI-Simmons USA Study, including questions on media, advertising, language, culture, and more.

METHODOLOGY

5,000 nationally representative completes annually among adults age 18+



Final data is fused to Fall and Spring MRI-Simmons Doublebase USA studies for deeper profiling
Additional details available upon request



Data collected and released bi-annually in June and October



Want to learn more?

For more information on MRI-Simmons' LGBTQ and Gender Identity Study,
please contact us at info.ms@mrismmons.com.