


# Counting Counts: Quantifying LGBTQ Experiences & Sentiment

(PART 1)

---

Discover insights into the LGBTQ community's habits as consumers, as employees, and most importantly, as **people**.



A group of people are sitting on a grassy hill, looking out over a landscape. The image is dark and moody, with a reddish-brown tint. The people are seen from behind, and their faces are not clearly visible. The landscape in the background is hilly and appears to be covered in vegetation. The overall atmosphere is contemplative and serene.

---

"Businesses need to understand their audiences with precision and nuance. Despite profound improvements in the visibility of LGBT+ people, as a group we remain understudied and incompletely understood. We're excited that **CivicScience** is applying its unique research methodology to uncover more actionable data about LGBT+ people, which organizations and businesses can leverage to drive LGBT+ equality forward."

**TODD SEARS, FOUNDER AND PRINCIPAL, OUT LEADERSHIP**

# WITH SPECIAL THANKS

---

We would like to offer our sincerest gratitude to the following contributors and consultants, all of whom have offered invaluable insights and commentary around this unprecedented initiative.

## **JOHN CURTIS**

VP Membership & Global Outreach, GALAXE LGBT Employee Resource Group, & Marketing Manager, Xerox Corporation

## **LAURA DURSO**

Vice President, LGBT Research and Communications Project, Center for American Progress

## **NOEL GORDON JR**

Graduate Student Activist, University of Minnesota, Twin Cities

## **JOE KEENAN**

Executive Director, LGBT Practice, imre

## **MEGHAN MAURY**

Policy Director, National LGBTQ Task Force

## **TODD SEARS**

Founder and Principal, Out Leadership

# NAVIGATING THIS REPORT

---

ABOUT THIS RESEARCH & ITS INTENDED PURPOSES	1
TOPLINE DATA & DEMOGRAPHICS	6
LGBTQ CONSUMERS	14
LGBTQ EMPLOYEES	25
GLOSSARY OF TERMINOLOGY	40
SOURCES CITED	41
CONNECT & LEARN MORE	42

# ABOUT THIS RESEARCH & ITS INTENDED PURPOSES

**SHARE THIS REPORT:** <http://www.civicscience.com/lgbtq>

---

“Advocates do their best work when they can approach decision-makers with both stories of the lived experience of their constituencies and data that reflect trends among a population. We are excited that CivicScience is working to ensure that we have the best information possible about the LGBTQ community. Preliminary findings will help us show decision-makers the needs and priorities of LGBTQ people.”

**MEGHAN MAURY, POLICY DIRECTOR, NATIONAL LGBTQ TASK FORCE**

---

## BACKGROUND

Around March 2017, after an instrumental announcement from the U.S. Census Bureau, CivicScience began its own initiative to collect large-scale data about LGBTQ Americans.

Historically, this community has been incredibly difficult to study due to traditional survey limitations and small-scale data sets. The resulting data, therefore, are usually derived from a sample of respondents in a given location or scenario, rather than data that are representative of the LGBTQ population at-large. Additionally, many survey techniques used in large-scale surveys dissuade LGBTQ respondents from participating or answering honestly.

This de facto data, although skewed, has immense implications for advocates, policy-makers, brands, and yes, even the community itself, as lack of hard data can sometimes purport a slanted narrative about the population's size, or even about its very existence.

Due to the scale and anonymity of our unique polling platform and methodology, we felt (and continue to feel) uniquely equipped to fill these gaps.

As a company that prides itself on delivering the most accurate, thorough and unbiased data, we fundamentally remain **purveyors of the data**, rather than advocates in any particular sense of the word. We don't claim to take any positions surrounding the issues we research. However, we acknowledge that for important societal conversations and resulting decisions to be balanced, all stakeholders must be equipped with reliable data. We believe this is of **benefit to all**.

Therefore, what the stakeholders of the community do with these data, and how others interpret these data, will presumably vary.

---

## SO, WHAT IS OUR UNIQUE POLLING METHODOLOGY, HOW IS IT DIFFERENT, AND WHY IS IT MORE BENEFICIAL FOR POLLING EVERYDAY LGBTQ AMERICANS?

Through managing a vast network of web-based polling applications, distributed across hundreds of third-party websites, we are able to ask millions of people thousands of questions, at any given time. These third-party platforms represent the diversity of the United States, allowing us to collect representative, population-based data.

This system also allows us to reach Americans who would not be represented through landline, panel or other traditional surveys, along with those who would not feel comfortable speaking honestly about their sexual orientation or gender identity otherwise.

Respondents are given a series of three or four questions at one time. These questions are created and curated in a manner that prevents fraud or opt-in bias, and our proprietary model uses only a certain number of questions for research purposes. Respondents are not incentivized to complete these polls, and all respondents forever remain **anonymous**.

This anonymity is incredibly beneficial when polling about sensitive topics such as sexual orientation and gender identity. Past research has shown that LGBTQ folks are more likely to respond honestly to questions if they remain anonymous, and in surveys that are self-administered. This preceding research, as well as other instrumental research in the field conducted by a variety of institutions, has been **invaluable in the creation and execution of this initiative**.

Once a respondent partakes in one poll, we are able to analyze their answer history across all sites thereafter. As a result of each respondent having answered varying combinations of questions over time, algorithms are able to explore the data to find groups of respondents who have answered specific combinations of queried questions. It's important to note that we only collect information that is consensually given by the respondents, apart from geographic region.

The effectiveness of this methodology for polling LGBTQ Americans is evidenced by the high number of CivicScience respondents who self-identify as LGBTQ, which over-indexes against many estimates taken through traditional means and surveys. Analysts suggest that this methodology is providing a more accurate estimate of the LGBTQ population in the United States.

Lastly, given the national climate, trends and sentiment change rapidly. Many staples of LGBTQ research only aggregate data intermittently, while our system allows us to gauge changing trends and sentiment as they happen.

---

## WHY RESEARCH CONSUMER AND EMPLOYMENT INSIGHTS AMONG THE LGBTQ COMMUNITY? WHY NOT SOMETHING ELSE?

For our initial report, we aim to provide insights that are applicable for a multitude of purposes, both commercial and non-commercial. Further, we have been fortunate to work with incredible partners throughout the start of this research, many of which have identified these two areas as lacking in critical data for either non-profit organizations, for-profit institutions, and/or governments. Through these conversations, goals, and extensive research, we have decided to utilize data that relate to these areas as a starting point, while fully acknowledging that these areas does not encapsulate all facets of experience.

## TERMINOLOGY, SEGMENTATION & SAMPLE SIZES

Every day, we ask respondents across hundreds of diverse websites to identify with one or more of six possible identities around sexual orientation and gender identity, with a clearly marked option to opt out, or to answer, “I’m not sure.” We decided on the phrasing of this question based on best practices set forth by the Williams Institute.<sup>1</sup>

For the sake of this report, we name **LGBTQ Adults** to be U.S. Adults over the age of 18 who have self-identified as one or more of the following: **Lesbian / Gay, Bisexual, Transgender, Non-binary, Queer**. It’s important to note that respondents can answer more than one (i.e. lesbian and queer, transgender and straight, etc....) and that many have.

We acknowledge that analyzing the LGBTQ population in this way is not perfect, as the experiences of transgender respondents likely differ from those who identify as gay, for example. However, we have found this to be the most accurate analysis for the subsequent research, though we periodically analyze each group individually when there is a large dissonance between the LGBTQ population at-large and one particular segment.

Originally, we intended to compare LGBTQ Adults to non-LGBTQ Adults, specifically, but throughout the research, we have now decided to benchmark against the **General Population 18+**, which naturally includes both LGBTQ and non-LGBTQ Adults.

We **weight** the LGBTQ Adults segment according to a custom weighting scheme, while we weight the General Population by U.S. Census Figures for Gender and Age, 18+.

As of October 23rd, 2017, we have polled **153,412 respondents** about their sexual orientation and gender identity. So far, this has produced a segment of **10,081 LGBTQ Adults - and counting**.

In order to ensure statistical significance and accuracy for each of the insights presented in this report, we only use samples sizes of **n>1,000**.

---

## HOW TO CITE AND REPUBLISH THIS DATA

You are more than welcome to republish this data for your own personal purposes. We just ask that you provide direct attribution to CivicScience, and provide a link back to our website: <https://www.civicscience.com/>.

For commercial purposes such as editorial features, press, sales materials, etc. we ask that you reach out to let us know of your intended usage, for which we will provide permission.

## A LAST NOTE

By no means are the data we present here exhaustive of all the habits, struggles or sentiments among LGBTQ Americans, and by no means is there one profile of an “average” LGBTQ individual. Still, **we consider these data to be a start.** We will continue to poll further respondents, and will periodically publish new reports and data that provide insights into this understudied community. We will also execute **custom research** for those who are interested.

If you have further questions about the data presented, custom research, republishing, or around the manner used to collect these data, please contact the author, **Jordan Star**, at [jordan@civicscience.com](mailto:jordan@civicscience.com).

# TOPLINE DATA & DEMOGRAPHICS

"LGBTQ people are undercounted and overlooked in almost every major area of public life. And even in those rare instances where we are counted, LGBTQ people like me are often forced to fit our experiences into rigid boxes and other binary ways of thinking. I applaud CivicScience for developing a bold, new approach to polling and data collection – one that treats LGBTQ people as complex beings with multi-faceted lives."

**NOEL GORDON JR, GRADUATE STUDENT ACTIVIST AT THE UNIVERSITY OF MINNESOTA, TWIN CITIES**

# OVER 150,000 AMERICANS POLLED

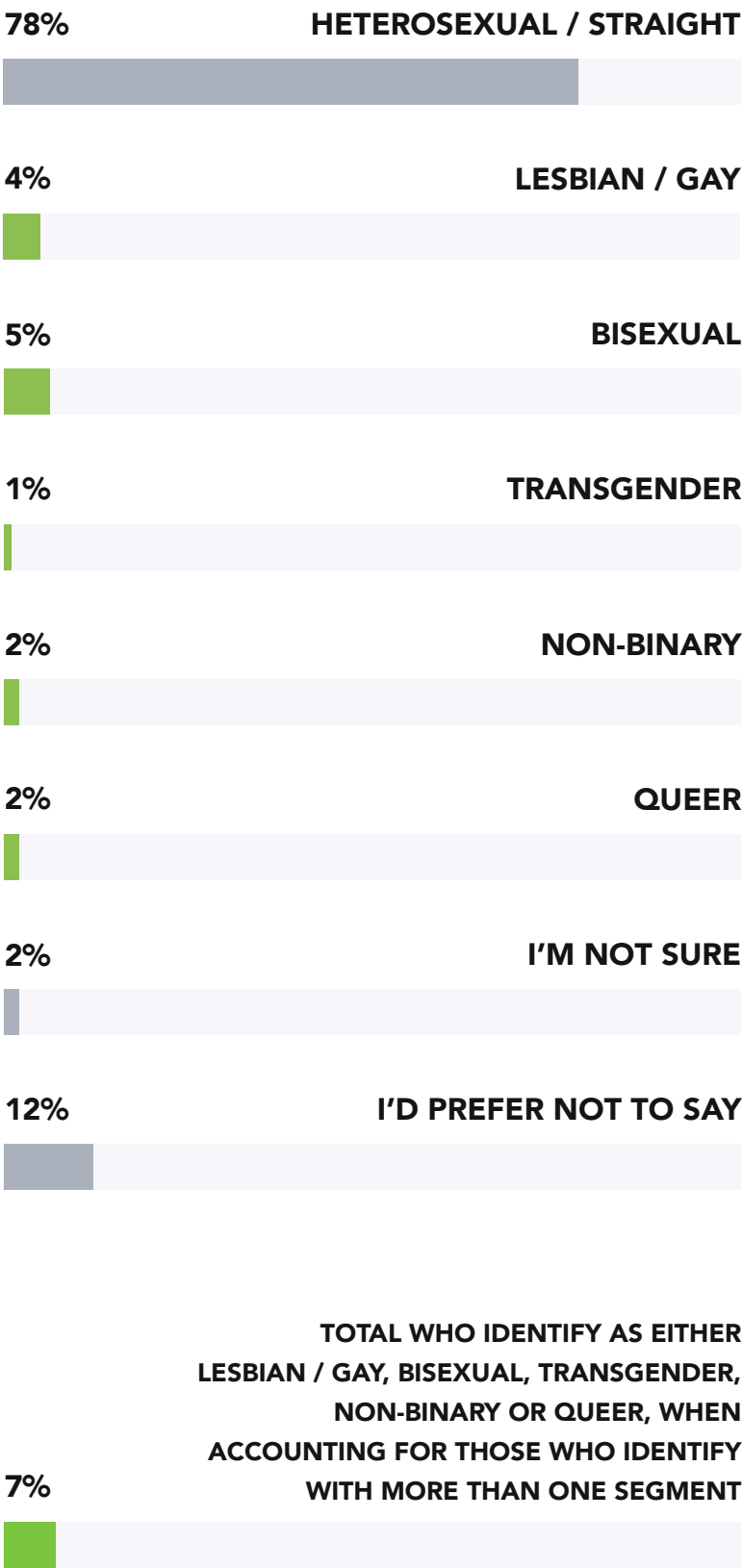
(AND COUNTING)

Many of these figures exceed existing estimates surrounding the size of the LGBTQ population, such as Gallup's 2017 estimate that 4.1% of Americans identify as LGBT.<sup>2</sup> In general, U.S. estimates of the population range from 1.7% to 5.6%.<sup>3</sup> The transgender data, in addition, exceed many estimates that the community comprises between .1% and .5% of the population, but fall within other figures which purport that up to 2% of the population has strong feelings of being transgender.<sup>4</sup>

Our estimate that 7% of the population identifies as LGBTQ more closely aligns with surveys that ask about behavior and attraction rather than identity. This seem to confirm the efficacy of the data.

Other data variances occur due to differences in methodology, naturally, as well as terminology. We have included the options to identify as both queer and non-binary, which expand the scope of predating research, in order to create a more holistic and inclusive estimate of the population.

With which of the following do you, yourself, identify?



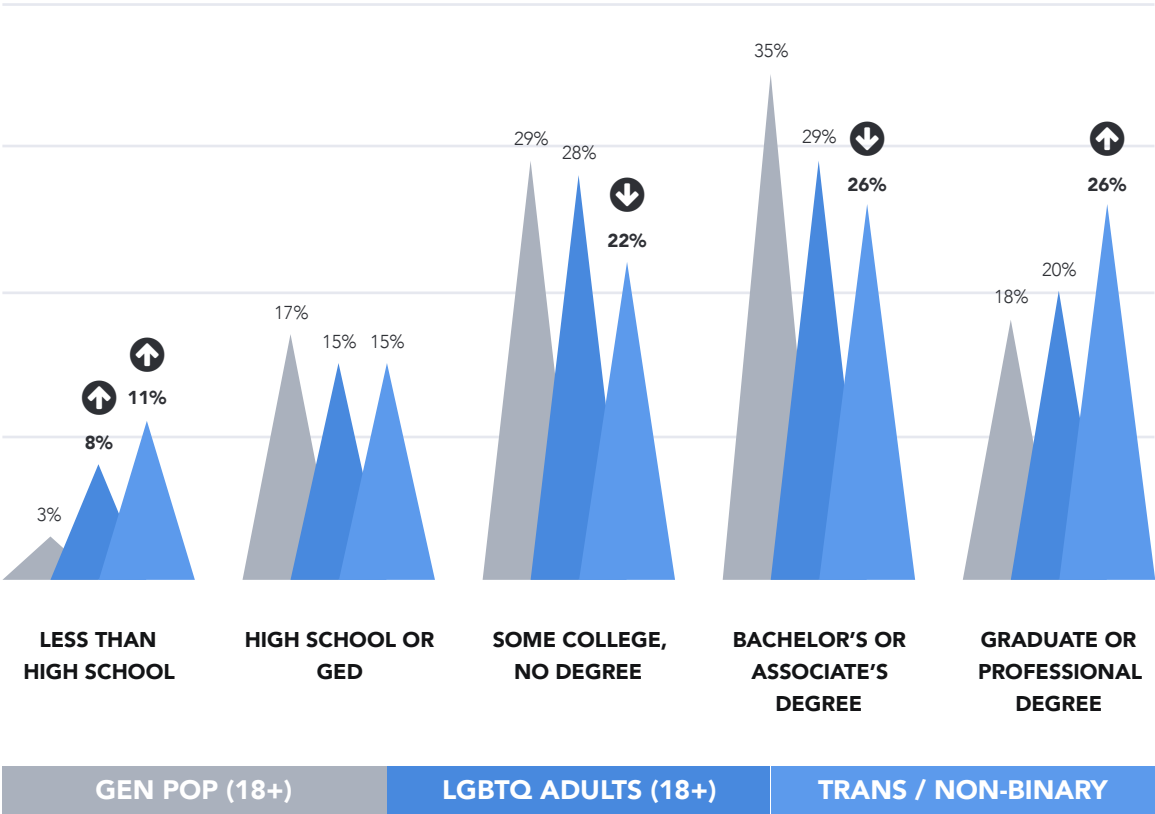
# SEXUAL ORIENTATION & GENDER IDENTITY BY GENERATION

	MILLENNIALS	GEN X	BABY BOOMERS
HETEROSEXUAL / STRAIGHT	70%	80%	83%
LESBIAN / GAY	5%	3%	2%
BISEXUAL	9%	4%	2%
TRANSGENDER	2%	1%	1%
NON-BINARY	3%	1%	1%
QUEER	3%	1%	1%
I'M NOT SURE	3%	2%	1%
I PREFER NOT TO SAY	13%	12%	12%
TOTAL WHO IDENTIFY AS EITHER LESBIAN / GAY, BISEXUAL, TRANSGENDER, NON-BINARY OR QUEER, WHEN ACCOUNTING FOR THOSE WHO IDENTIFY WITH MORE THAN ONE SEGMENT	13%	7%	4%

Contrary to what these numbers may illustrate on the surface, many experts point out that this divide between generations, with Millennials being more likely to identify as LGBTQ, does not mean that younger people are more likely to be LGBTQ.<sup>5</sup> Rather, this divide can be explained by the cultural environment in which the different generations grew up, and the changing climate which allows for today’s LGBTQ Americans to live more openly than other generations.

Future research will analyze **Gen Z**, in addition to the generations above.

What is the highest level of education you have attained?

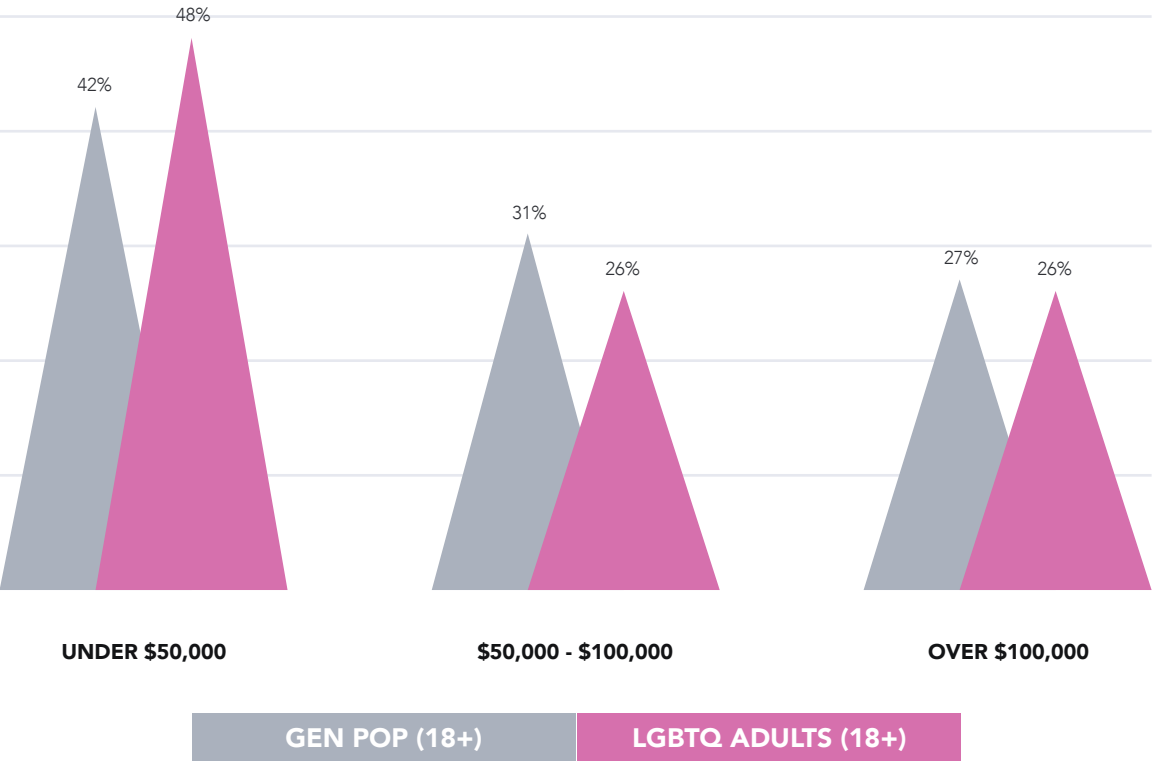


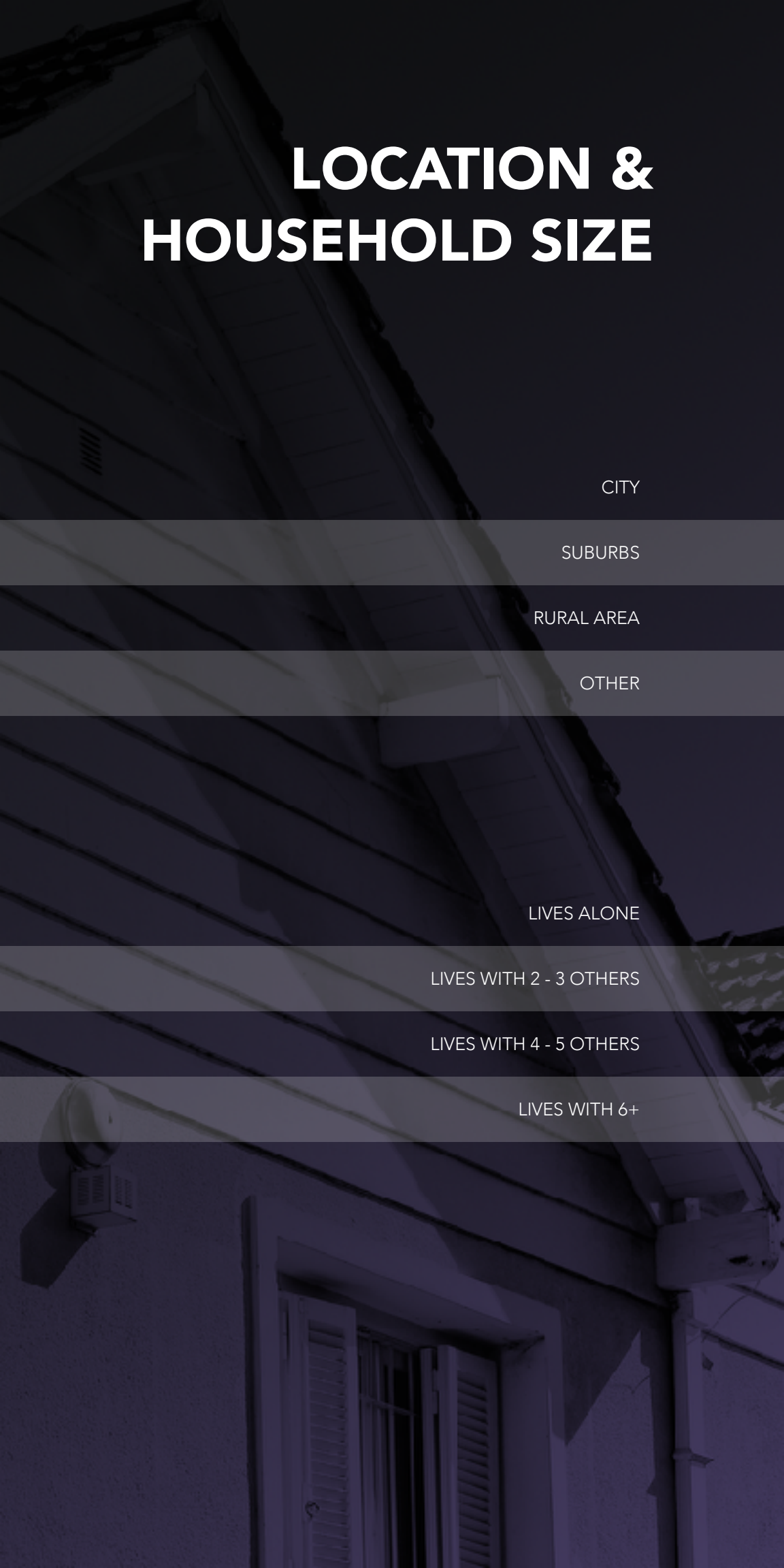
- ↑ The LGBTQ community *over-indexes* against the General Population by more than 20%
- ↓ The LGBTQ community *under-indexes* against the General Population by more than 20%

# EDUCATION

# INCOME

What is your expected annual household income, before taxes?





# LOCATION & HOUSEHOLD SIZE

	GEN POP (18 +)	LGBTQ ADULTS (18+)
CITY	31%	39%
SUBURBS	43%	38%
RURAL AREA	22%	18%
OTHER	4%	5%

	GEN POP (18 +)	LGBTQ ADULTS (18+)
LIVES ALONE	16%	17%
LIVES WITH 2 - 3 OTHERS	54%	53%
LIVES WITH 4 - 5 OTHERS	23%	20%
LIVES WITH 6+	7%	10%

The LGBTQ community *over-indexes* against the General Population by more than 20%

# RESIDENTIAL STATUS

## HOW LONG HAVE YOU LIVED IN YOUR CURRENT HOUSE / APARTMENT?

A YEAR OR LESS

BETWEEN 1 AND 5 YEARS

MORE THAN 5 YEARS

GEN POP (18 +)

LGBTQ ADULTS (18+)

13%

19% ↑

26%

31%

61%

49% ↓

## WHAT BEST DESCRIBES YOUR CURRENT RESIDENTIAL STATUS?

HOMEOWNER

NON-HOMEOWNER

GEN POP (18 +)

LGBTQ ADULTS (18+)

59%

41% ↓

41%

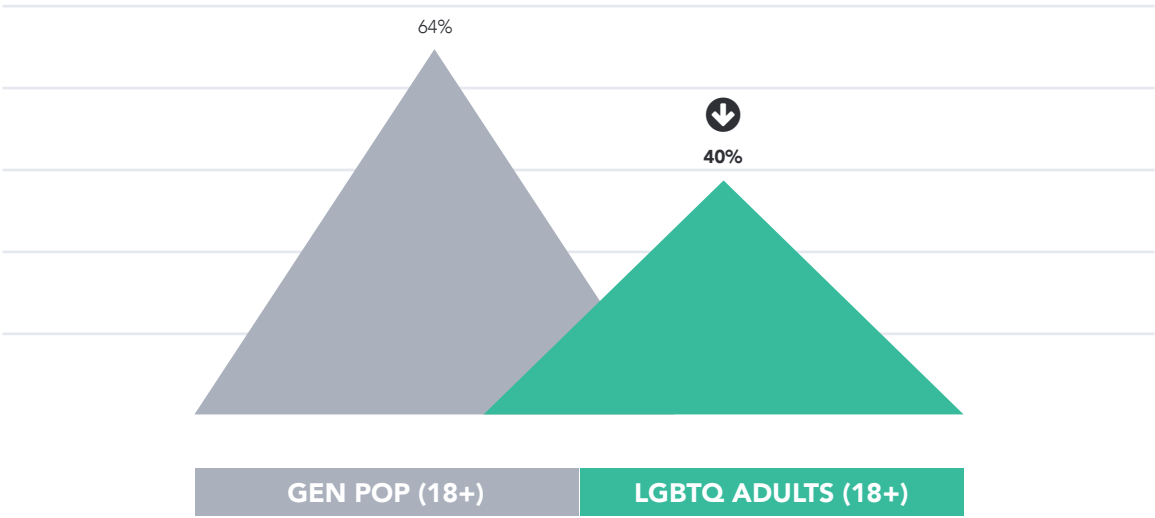
59% ↑

- ↑ The LGBTQ community *over-indexes* against the General Population by more than 20%
- ↓ The LGBTQ community *under-indexes* against the General Population by more than 20%

### THE 80 /20 RULE ⓘ

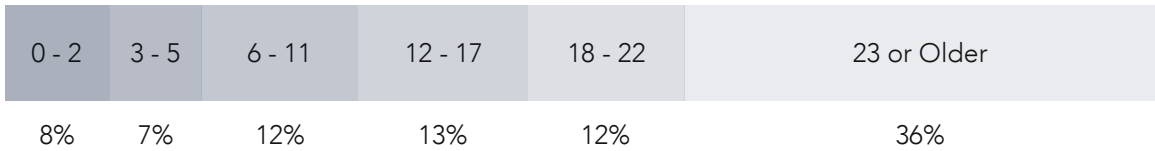
Roughly 80% of both the general population and LGBTQ Adults feel comfortable spending time alone, while the other 20%-21% like to be around people a lot.

Parents and / or Grandparents

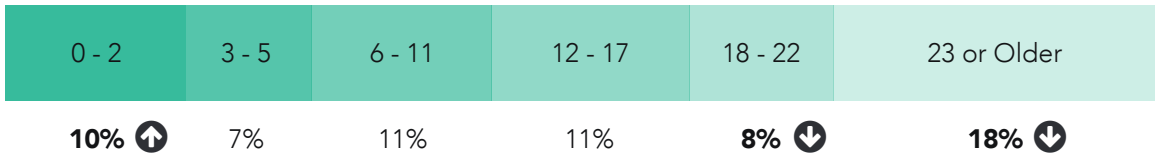


If you have children, how old are they?

GEN POP (18+)



LGBTQ ADULTS (18+)



- ↑ The LGBTQ community *over-indexes* against the General Population by more than 20%
- ↓ The LGBTQ community *under-indexes* against the General Population by more than 20%

PARENTAL STATUS

**i FUN FACT**

LGBTQ Parents are 5x more likely than non-LGBTQ parents to follow trends in home and interior decorating very closely.



# LGBTQ CONSUMERS

---

“The LGBTQ community has made incredible advancements as a population in recent years. However, there is still a great need for research that will help brands better understand the segment and present messages that are inclusive. As marketers, we know that data is what moves the needle and we applaud the efforts of CivicScience in the space.”

**JOE KEENAN, EXECUTIVE DIRECTOR, LGBTQ PRACTICE AT imre**

# LOCAL ≠ SOCIALLY-CONSCIOUS

HOW IMPORTANT TO YOU IS A COMPANY'S SOCIAL CONSCIOUSNESS AND OVERALL KINDNESS IN CHOOSING WHERE TO SHOP AND WHAT TO BUY?

VERY IMPORTANT

HOW IMPORTANT IS IT TO YOU TO SHOP AT LOCALLY-OWNED ESTABLISHMENTS?

VERY IMPORTANT

SOMEWHAT IMPORTANT

NOT AT ALL IMPORTANT

GEN POP (18 +)

LGBTQ ADULTS (18+)

36%

44% 

GEN POP (18 +)

LGBTQ ADULTS (18+)

34%

31%

47%

45%

19%

24% 



The LGBTQ community *over-indexes* against the General Population by more than 20%

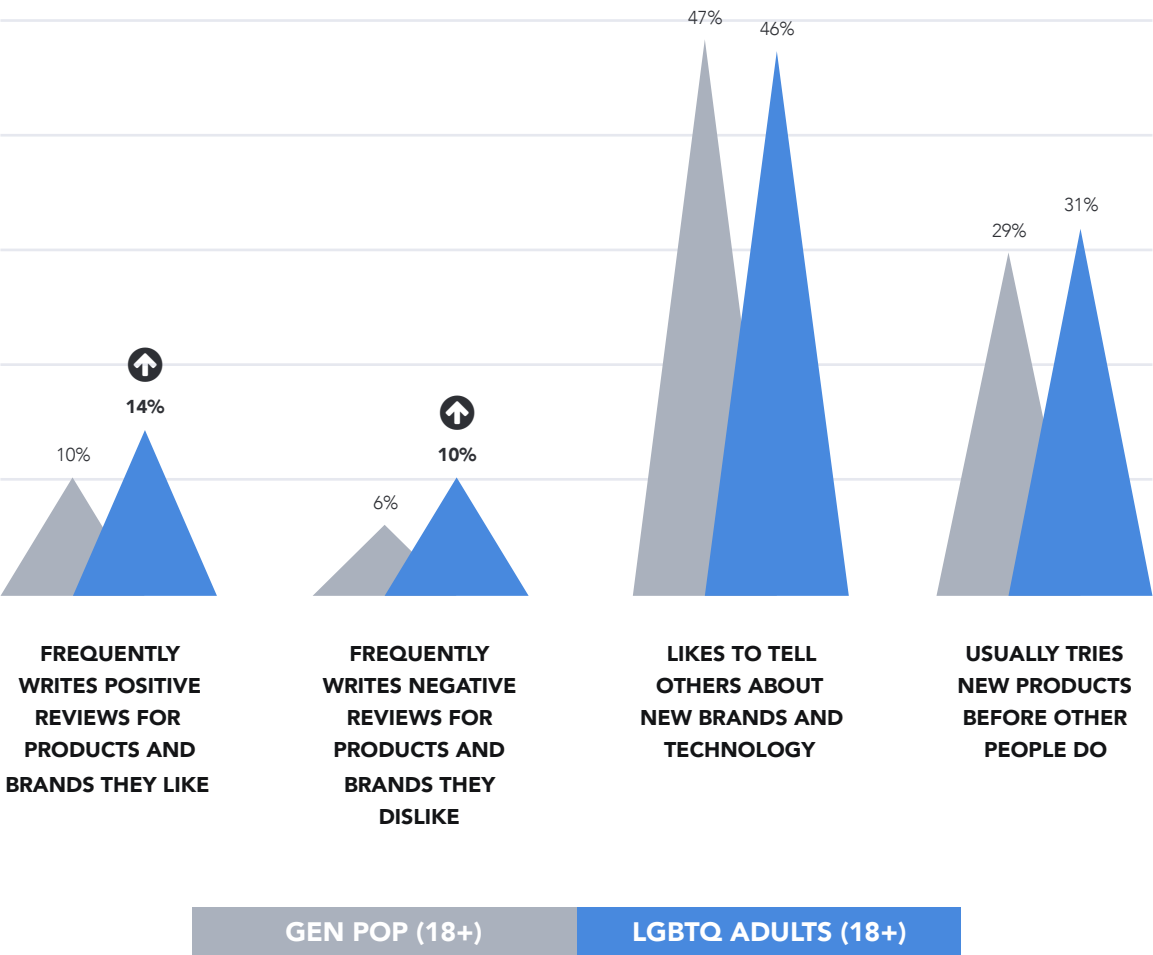


## SMARTPHONE OWNERSHIP

30% of LGBTQ Adults own an iPhone, 29% own a Samsung smartphone, 17% own a smartphone made by someone other than Apple or Samsung, and 24% don't own a smartphone at all.

# CONSUMER INFLUENCE

QUICK TO REVIEW

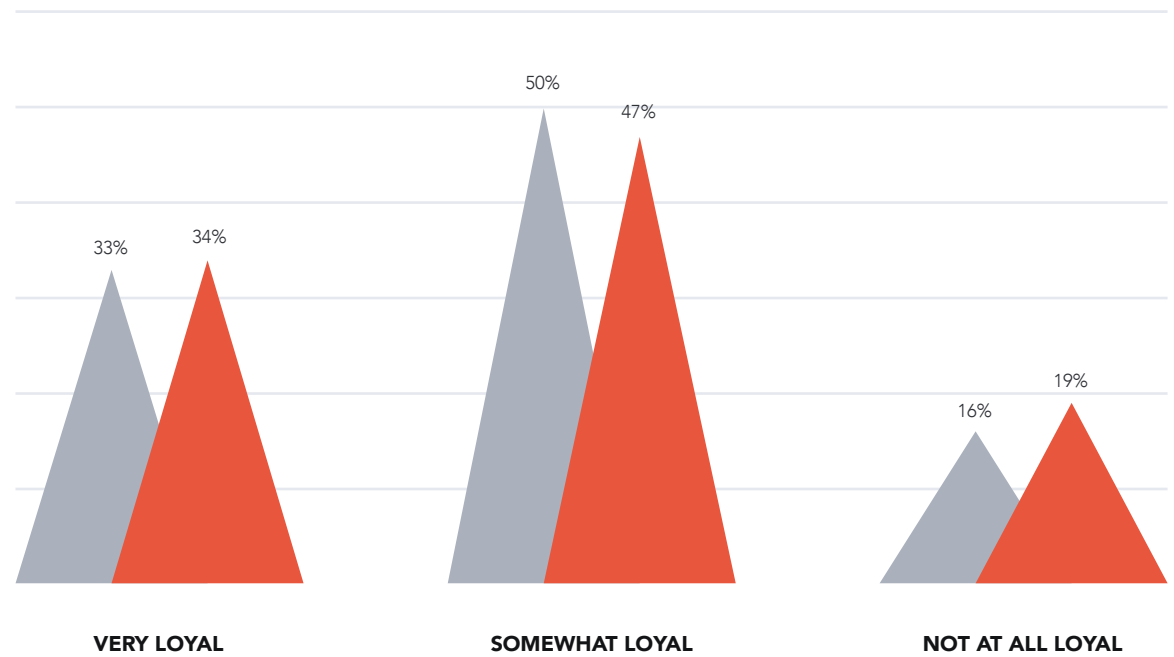


The LGBTQ community *over-indexes* against the General Population by more than 20%

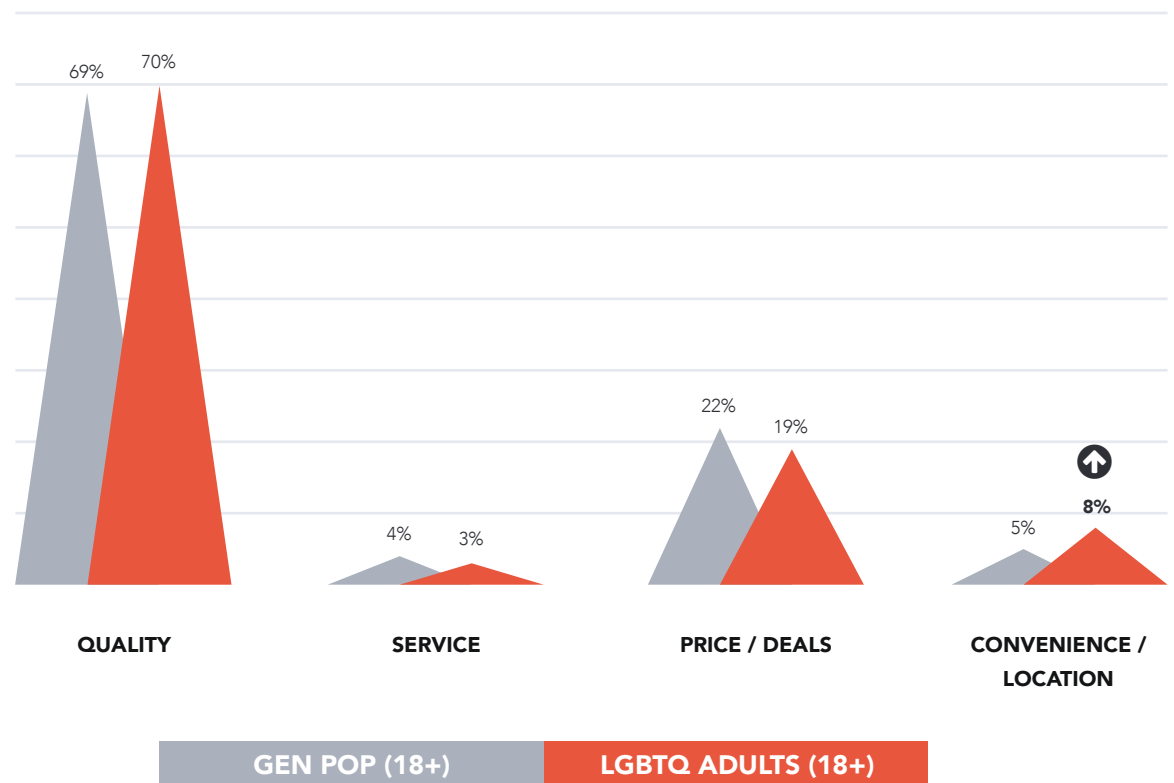
# BRAND LOYALTY

NOT SO DIFFERENT

How loyal are you to your favorite brands?



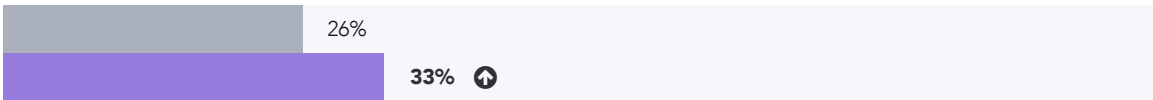
Why?



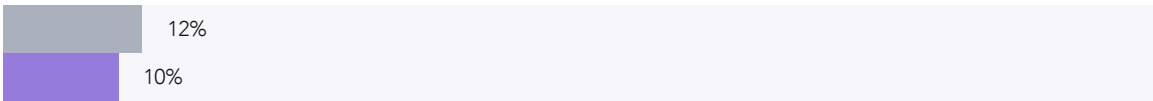
The LGBTQ community over-indexes against the General Population by more than 20%

# At what type of restaurant do you eat most? (Excluding Doesn't Eat Out)

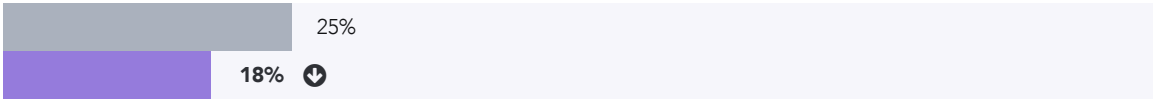
## FAST FOOD/QUICK SERVICE (E.G. MCDONALD'S, KFC, DOMINO'S)



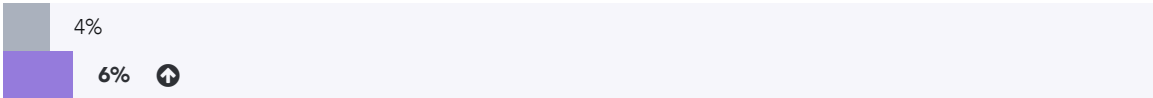
## FAST CASUAL (E.G. PANERA, NOODLES & COMPANY, BOSTON MARKET)



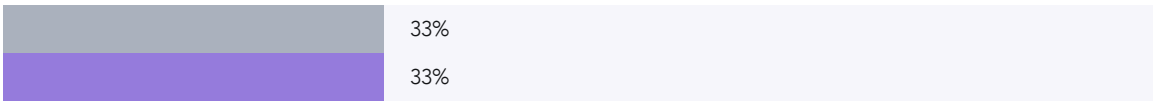
## CASUAL (E.G. OLIVE GARDEN, APPLEBEE'S, DENNY'S)



## UPSCALE (E.G. CAPITAL GRILLE, MCCORMICK & SCHMICK'S, MELTING POT)



## INDEPENDENT/LOCALLY OWNED



GEN POP (18+)      LGBTQ ADULTS (18+)

- ↑ The LGBTQ community *over-indexes* against the General Population by more than 20%
- ↓ The LGBTQ community *under-indexes* against the General Population by more than 20%

# A STRONG PREFERENCE FOR FAST FOOD



# MAJOR LEAGUE SPORTS

FOLLOWS THE NHL VERY CLOSELY

FOLLOWS THE NFL VERY CLOSELY

FOLLOWS THE NBA VERY CLOSELY

FOLLOWS MLB VERY CLOSELY

FOLLOWS MLS VERY CLOSELY

Among major US Sports Leagues, LGBTQ Adults under-index by roughly 25 points when it comes to the NFL. When it comes to the NHL, however, the league over-indexes among the LGBTQ community. This seems to validate the NHL's ongoing LGBTQ-friendly campaigns.<sup>6</sup>

Additionally, we found that LGBTQ Adults over-index when it comes to closely following Major League Soccer (MLS), by a significant margin.

GEN POP (18 +)

LGBTQ ADULTS (18+)

8%10% ↑

18%13% ↓

5%6%

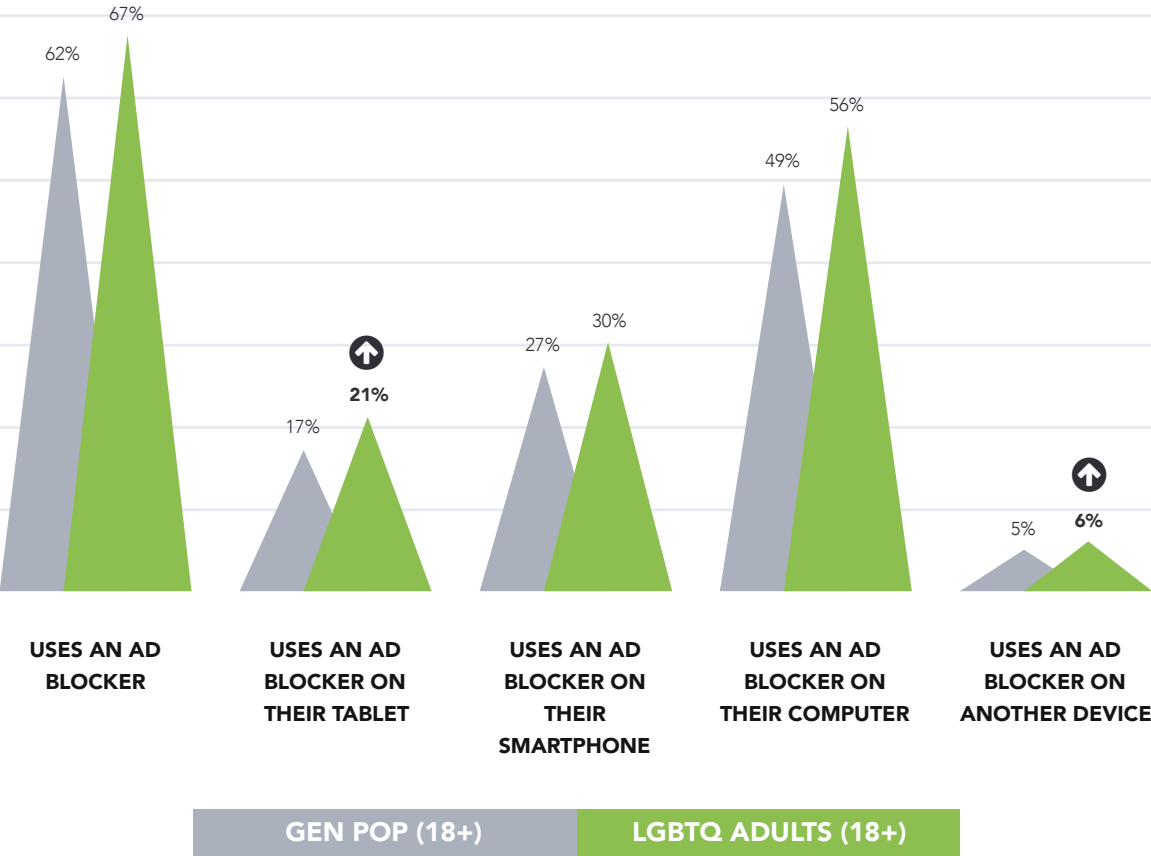
10%10%

2%6% ↑

- ↑ The LGBTQ community *over-indexes* against the General Population by more than 20%
- ↓ The LGBTQ community *under-indexes* against the General Population by more than 20%

# LITERAL BARRIERS TO ADVERTISING

Do you use an ad blocker?



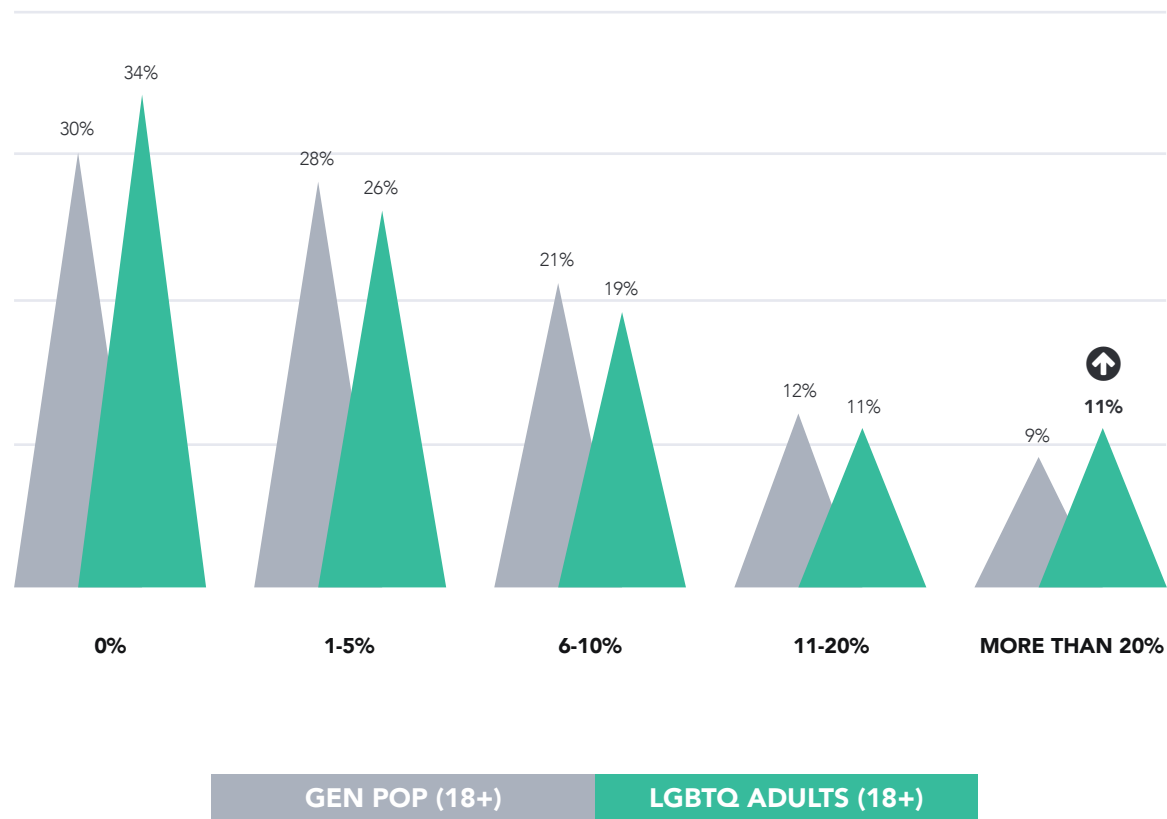
↑ The LGBTQ community *over-indexes* against the General Population by more than 20%



## DECISION-MAKING DIFFERENCES

When making major decisions, 52% of LGBTQ Adults like to have things settled, while 46% like to keep their options open

What percentage of your income do you save on average each month, including retirement savings?



<sup>↑</sup> The LGBTQ community over-indexes against the General Population by more than 20%

### **i** GOOD NEWS FOR HOLLYWOOD?

26% of LGBTQ Adults say that movies are either a passion of theirs, or are important to them, which is 42% higher, overall, than the general population.

## **% OF INCOME SAVED EACH MONTH**

# SOCIAL MEDIA

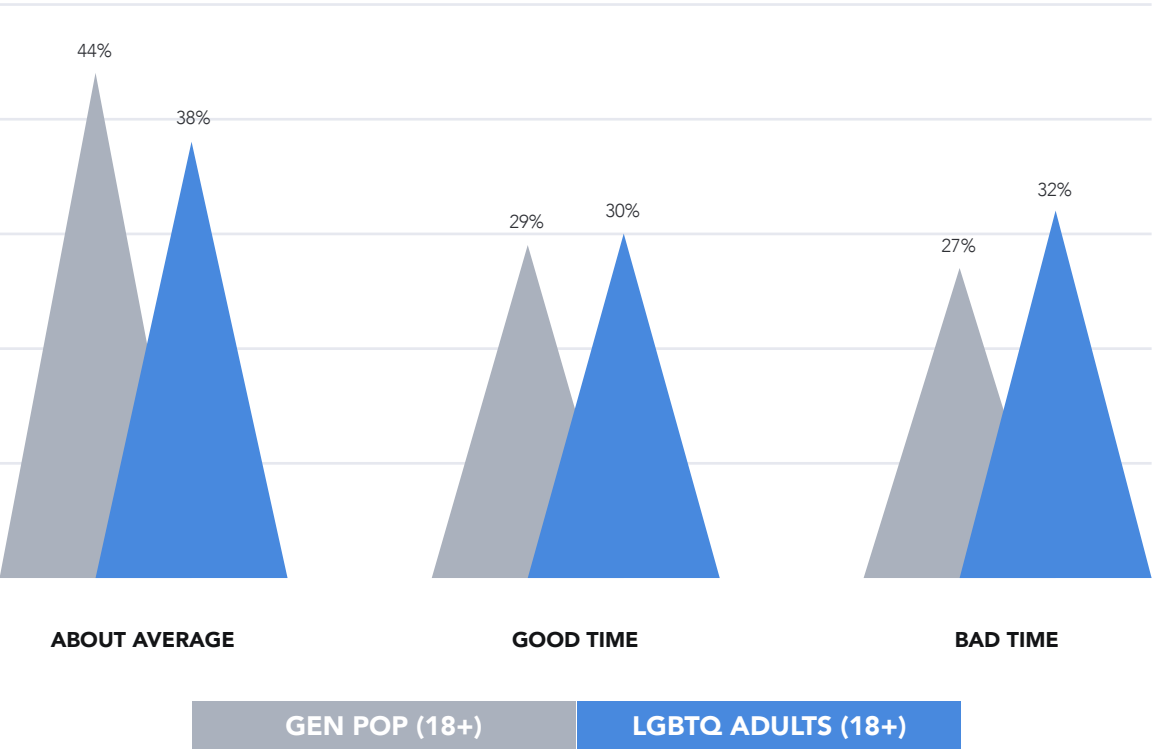
	GEN POP (18 +)	LGBTQ ADULTS (18+)
ACTIVELY USES FACEBOOK	57%	56%
ACTIVELY USES TWITTER	21%	21%
ACTIVELY USES PINTEREST	17%	16%
ACTIVELY USES INSTAGRAM	26%	29%
FREQUENTLY VISITS YOUTUBE	57%	65%
USES TUMBLR	10%	23% ↑
USES SNAPCHAT	18%	26% ↑
USED TO USE SNAPCHAT, BUT NO LONGER DOES	7%	11% ↑
USES SOCIAL MEDIA 4+ HOURS A DAY	12%	13%



The LGBTQ community *over-indexes* against the General Population by more than 20%

# IS NOW A GOOD TIME TO BUY A HOUSE?

Given the current state of your local market, is now a good or bad time to purchase a new home?



## NON-BINARY HOMEOWNERS

45% of Non-Binary / Transgender  
Adults are homeowners.

# TRANSITIONING TO EMPLOYMENT

MORE THAN 1 IN 3 EMPLOYED LGBTQ ADULTS  
ARE INVOLVED WITH PURCHASING DECISIONS AT  
THEIR COMPANY OR ORGANIZATION.

# LGBTQ EMPLOYEES

"As part of our commitment to continuous growth and inclusion, we recognize that diversity gains will not be sustained unless our workplace promotes and encourages new ways of problem-solving and diversity of thought. Our LGBT employees and customers, across the globe, pose an opportunity for forward-thinking organizations to identify, measure and understand engagement. We value thought-leadership organizations like CivicScience, that provide keen insights for markets and work-forces, now and as we grow into the future."

**JOHN CURTIS, VP MEMBERSHIP & GLOBAL OUTREACH, GALAXE LGBT EMPLOYEE RESOURCE GROUP, & MARKETING MANAGER, XEROX CORPORATION**

---

U.S. Employers have come a long way in terms of providing for and securing the safety of their LGBTQ employees. Many employers now provide Employee Resource Groups (ERGs) to offer a welcoming and resourceful space, while others specifically attempt to recruit LGBTQ employees to their teams. This is unsurprising given the extensive amount of research that has illustrated the commercial benefits of LGBTQ-inclusive workplaces. In fact, as of 2017, 92% of Fortune 500 companies have inclusive policies for lesbian, gay and bisexual employees, with a less but sizeable number providing protections for transgender and non-binary employees.<sup>7</sup>

Not only are these policies believed to save billions annually,<sup>8</sup> but many companies believe that LGBTQ-friendly workplaces add to their success.

“Our success as a firm is based on the belief that a diverse and inclusive work environment is the only way to achieve the kind of business and brand success that endures.”

– Mary Callahan Erdoes, CEO J.P. Morgan Asset Management

“As the first major U.S. energy company to offer domestic partner benefits, include sexual orientation and gender identity in our Equal Employment Opportunity policies, and offer fully inclusive transgender wellness benefits, Chevron is proud to be at the forefront of LGBT equality both within and outside our industry. We believe that this commitment to workplace equality is the right thing to do. We operate in one of the most competitive industries in the world, and having a diverse, talented workforce is key to the ongoing success of our business.”

– S. Shariq Yosufzai, Vice President of Global Diversity, Chevron Corporation

Regardless of this progress, nearly one in every 10 LGBTQ employees has left their job because they felt the workplace was unwelcoming,<sup>9</sup> and one in four have reported employment discrimination in the past five years.<sup>10</sup> These numbers illustrate the dissonance between policies that are written on paper, and the lived experiences of LGBTQ employees in the U.S.

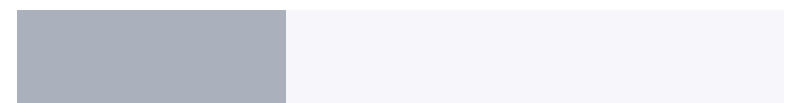
**To discover blind spots and find out more, we looked at our data – mostly historical – to gain insight into the sentiments and experiences of today’s LGBTQ workforce.**

# VIEWS AMONG THE GENERAL POPULATION

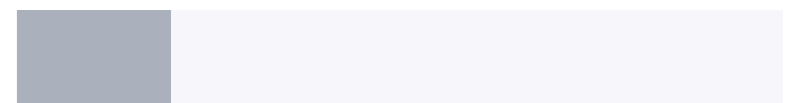
Before delving into the lived experiences and sentiments of LGBTQ Americans, we wanted to take an agile look at sentiment among the general population. After all, the views and perceptions of non-LGBTQ Americans directly impact the experiences of their LGBTQ counterparts, both in and outside of the workplace.

How important is it to you that your current or potential employer offers equal protections for LGBTQ employees as they do for other employees?

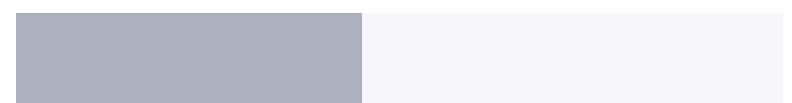
**35%** **VERY IMPORTANT**



**20%** **SOMEWHAT IMPORTANT**

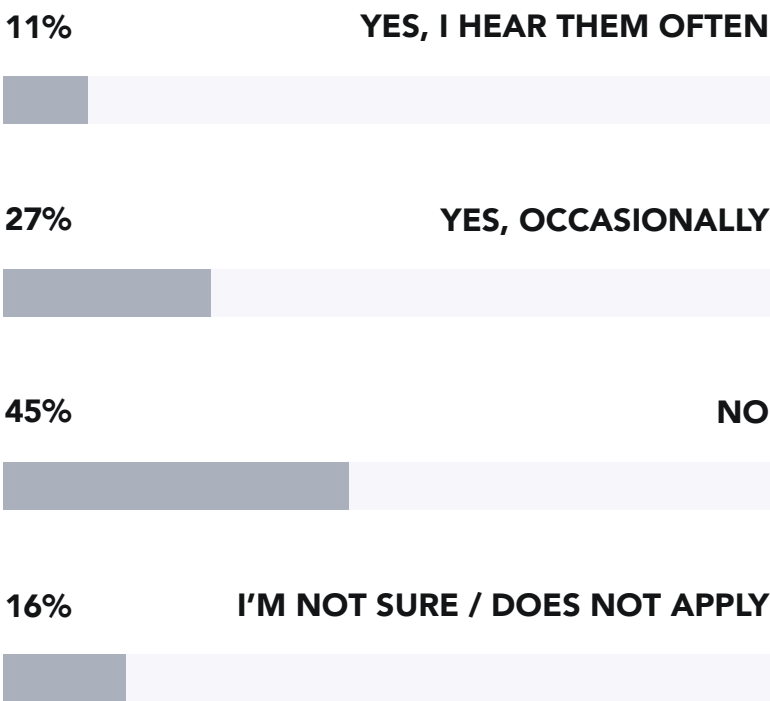


**45%** **NOT AT ALL IMPORTANT**

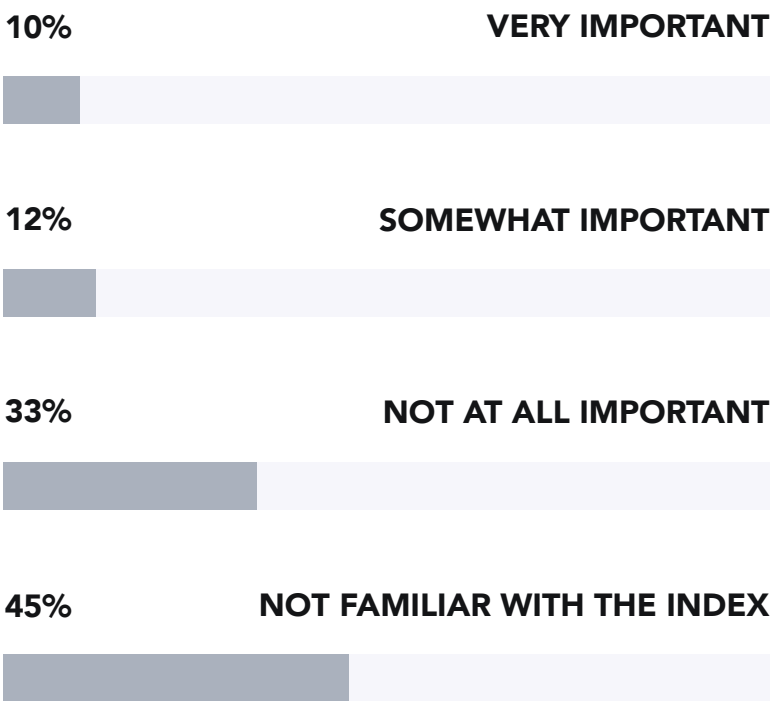


# VIEWS AMONG THE GENERAL POPULATION

Have you ever heard jokes about LGBTQ (Lesbian, Gay, Bisexual, Transgender, or Queer) people in your workplace?



How important to you is a company's rating on the Human Rights Campaign's Corporate Equality Index in choosing where to shop and what to buy?



In its initial year, HRC's CEI index only awarded 13 businesses with the highest rating, while in 2017, it awarded 515 businesses the highest rating.<sup>11</sup>



## IT WAS ONLY A JOKE

"One of the most common ways for someone to brush off or recover from an offensive statement is to claim it was only a joke. Yet, jokes are fair indicators of culture and climate; about what acceptable behavior is, and what is fair game for mockery." (Human Rights Campaign)

# EMPLOYMENT STATUS

CURRENTLY EMPLOYED

RETIRED, STUDENT, OR HOMEMAKER

UNEMPLOYED

The dissonance in employment status between LGBTQ Americans and the general population, and further, between LGBTQ Americans and transgender / non-binary Americans, can be taken as a sign of the many barriers and obstacles that exist for LGBTQ folks throughout the workforce, ranging from the interview process to in-office dynamics and policies.

Additionally, these data regarding transgender / non-binary employment mimic past data concluding that unemployment among this demographic is 2-3x higher than the general population.<sup>13</sup>

Note: Due to the manner of collection and self-identification, these numbers will not mirror US Census Figures on employment.

GEN POP (18 +)	LGBTQ ADULTS (18+)	TRANS / NON-BINARY
61%	63%	59%
30%	24% ↓	25%
9%	13% ↑	16% ↑

- ↑ The LGBTQ community *over-indexes* against the General Population by more than 20%
- ↓ The LGBTQ community *under-indexes* against the General Population by more than 20%

# ECONOMIC PESSIMISM

LOOKING AHEAD SIX MONTHS, DO YOU THINK THE  
U.S. ECONOMY WILL GET BETTER, STAY THE SAME, OR  
GET WORSE?

STAY THE SAME

GET BETTER

GET WORSE

OVER THE NEXT 6 MONTHS, DO YOU THINK IT WILL  
BECOME EASIER OR MORE DIFFICULT TO FIND A NEW  
JOB?

STAY THE SAME

GET BETTER

GET WORSE

GEN POP (18 +)

LGBTQ ADULTS (18+)

30%

29%

36%

27% 

34%

44% 

GEN POP (18 +)

LGBTQ ADULTS (18+)

42%

42%

26%

20% 


33%

38%



## TRIVIA

Which was the first U.S. state to ban discrimination based on sexual orientation?

-  **Wisconsin: 7%**
- Massachusetts: 27%
- Rhode Island: 9%
- California: 38%
- I'm not sure: 20%





The LGBTQ community *over-indexes* against the General Population by more than 20%




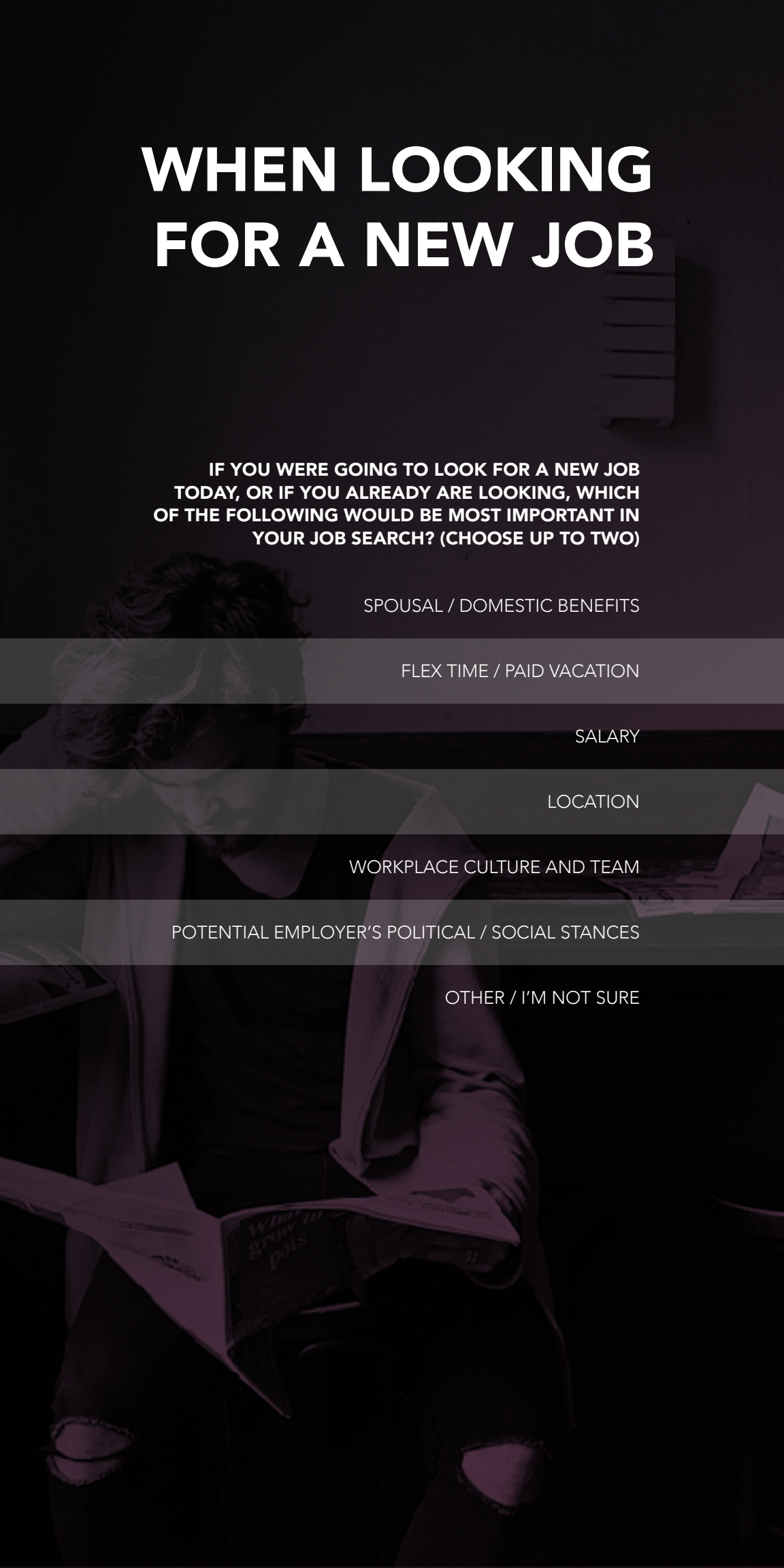
The LGBTQ community *under-indexes* against the General Population by more than 20%

# NOT FREE FROM DEBT

	GEN POP (18 +)	LGBTQ ADULTS (18+)
CREDIT CARD DEBT	40%	43%
MORTGAGE DEBT	32%	28%
AUTO LOAN DEBT	31%	29%
STUDENT LOAN DEBT	17%	24% 
HOME EQUITY DEBT	7%	6%
OTHER DEBT	8%	10% 
NO DEBT	29%	30%

When accounting for our previous data showing that LGBTQ Adults are more likely to have attained higher degrees of education, these data surrounding student loans are not surprising. This is especially noteworthy with the knowledge that LGBTQ students are less likely to have financial support from their families, due to being LGBTQ.<sup>14</sup>

 The LGBTQ community *over-indexes* against the General Population by more than 20%



# WHEN LOOKING FOR A NEW JOB

IF YOU WERE GOING TO LOOK FOR A NEW JOB TODAY, OR IF YOU ALREADY ARE LOOKING, WHICH OF THE FOLLOWING WOULD BE MOST IMPORTANT IN YOUR JOB SEARCH? (CHOOSE UP TO TWO)

SPOUSAL / DOMESTIC BENEFITS

FLEX TIME / PAID VACATION

SALARY

LOCATION

WORKPLACE CULTURE AND TEAM

POTENTIAL EMPLOYER'S POLITICAL / SOCIAL STANCES

OTHER / I'M NOT SURE

GEN POP (18 +)

LGBTQ ADULTS (18+)

14%

12%

15%

16%

60%

56%

29%

29%

19%

23% 

3%

7% 

12%

11%

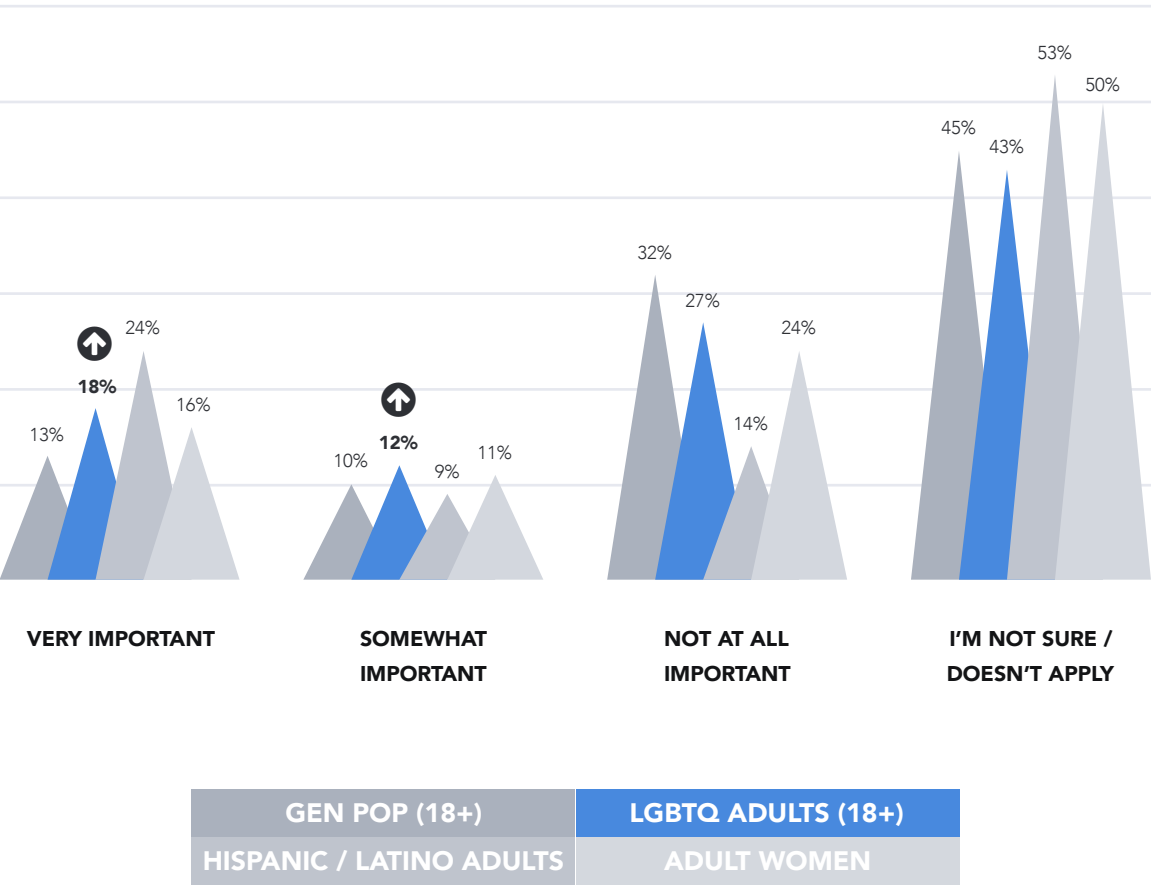


The LGBTQ community *over-indexes* against the General Population by more than 20%

# EMPLOYEE RESOURCE GROUPS (ERGs)

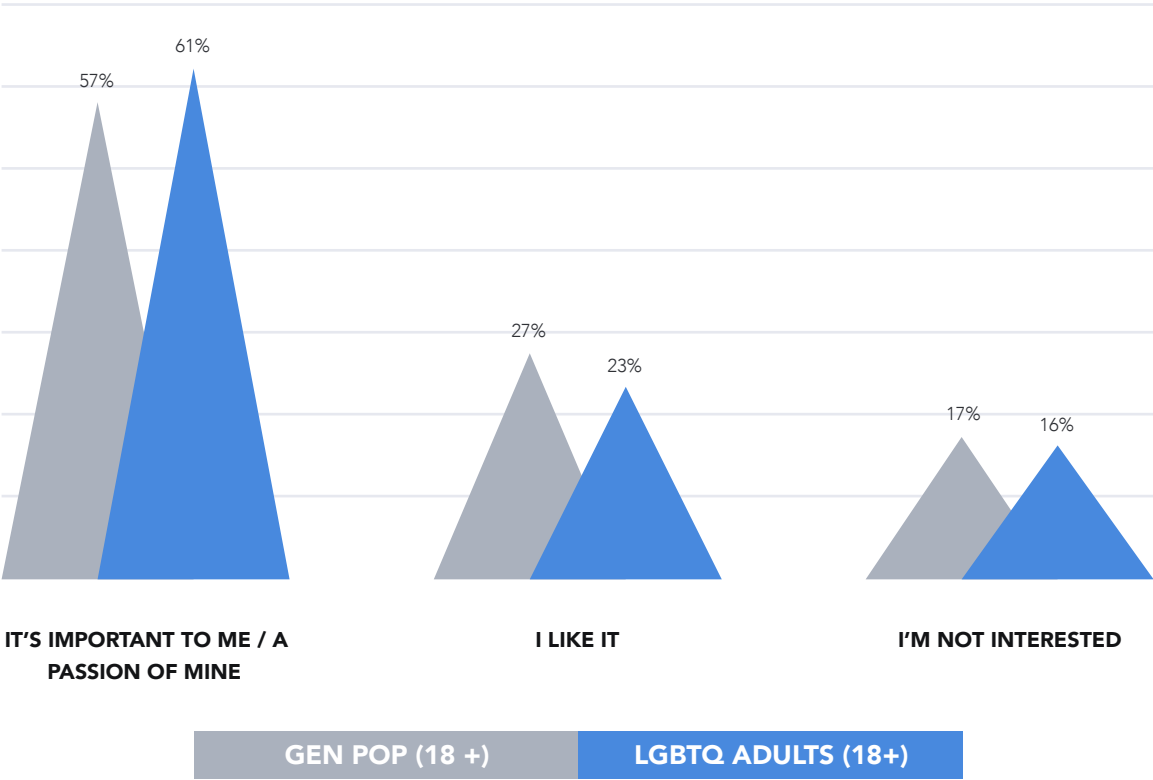
Employee Resource Groups (ERGs), are voluntary employee-led affinity groups that aim to enhance inner-organization diversity. The majority of Fortune 500 companies host a variety of ERGs, and these groups work closely to enhance business and mission-driven goals. Though many ERGs have an LGBTQ focus, there are many catering to others, such as Hispanic adults and women, which we have included here for comparison.

How important is it to you that your current or potential place of employment offers one or more Employee Resource Groups (ERGs)?



↑ The LGBTQ community over-indexes against the General Population by more than 20%

How important is ongoing learning / education in your life?



# BUSINESS OWNERSHIP & ONGOING EDUCATION

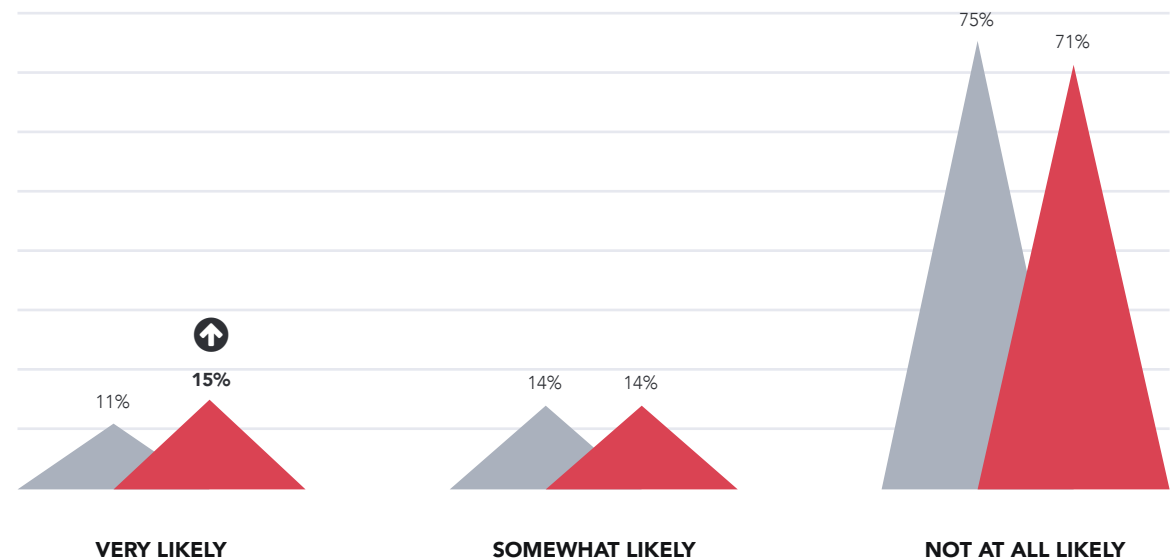
When thinking about benefits outside of salary and compensation, this passion for ongoing learning may be worthy to keep in mind. There have been a growing number of companies that offer professional development resources, and according to these data, these resources may particularly attract and benefit LGBTQ employees.

## LGBTQ BUSINESS OWNERS

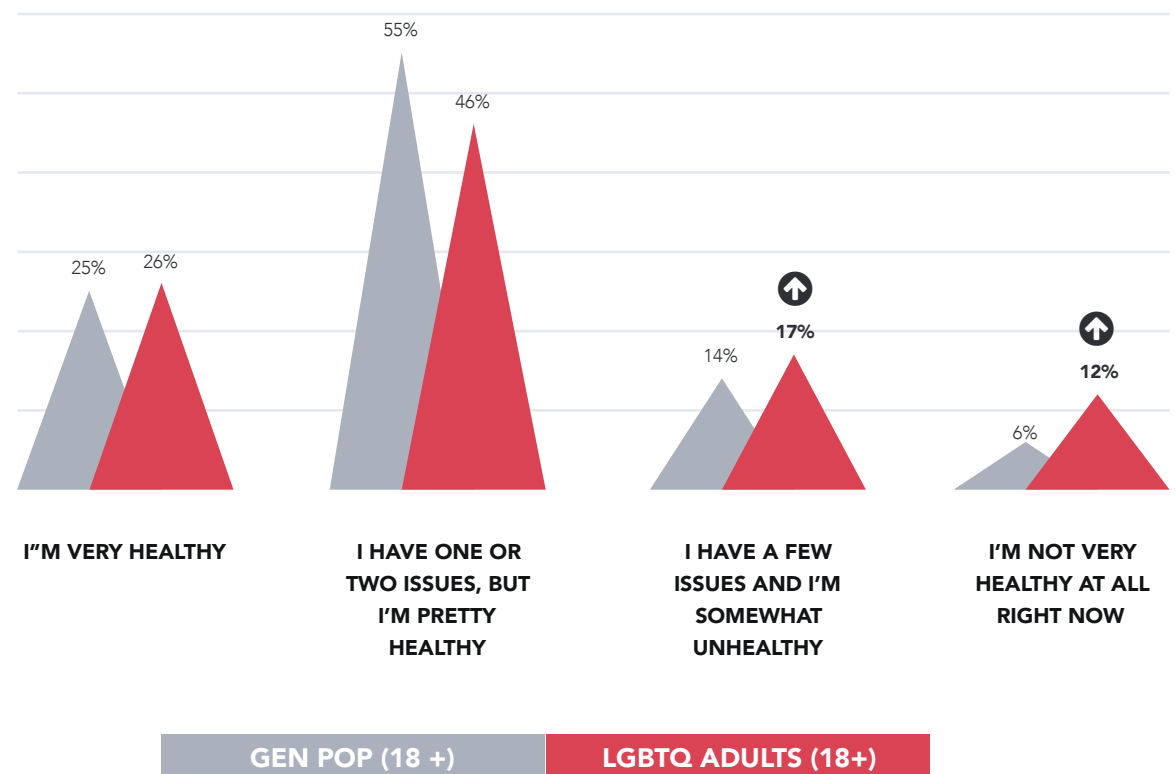
Roughly 16% of LGBTQ Adults say that they own and operate their own businesses.

# HEALTH BENEFITS MIGHT BE TOP OF MIND FOR LGBTQ EMPLOYEES

How likely are you to switch health insurance companies or obtain health insurance in the next year?







How would you rate your current overall health?



⬆ The LGBTQ community *over-indexes* against the General Population by more than 20%

# GONE ARE THE DAYS WHERE THE WORKPLACE IS ISOLATED FROM NATIONAL EVENTS & POLITICS

% VERY CONCERNED	GEN POP (18 +)	LGBTQ ADULTS (18+)
INCOME INEQUALITY	36%	43% 
CONSUMER PRIVACY	50%	48%
LOCAL CRIME & VIOLENCE	36%	30%
U.S. FEDERAL DEFICIT	42%	42%
GAS & ENERGY PRICES	30%	29%
CLIMATE CHANGE & THE ENVIRONMENT	35%	48% 
ILLEGAL IMMIGRATION	46%	42%
TERRORISM / NATIONAL SECURITY	44%	36% 
QUALITY OF PUBLIC TRANSPORTATION	17%	21% 
HEALTHCARE	57%	62%
VETERAN'S AFFAIRS	48%	51%
PUBLIC EDUCATION	60%	64%
LOCAL PUBLIC INFRASTRUCTURE	40%	40%



The LGBTQ community *over-indexes* against the General Population by more than 20%



The LGBTQ community *under-indexes* against the General Population by more than 20%

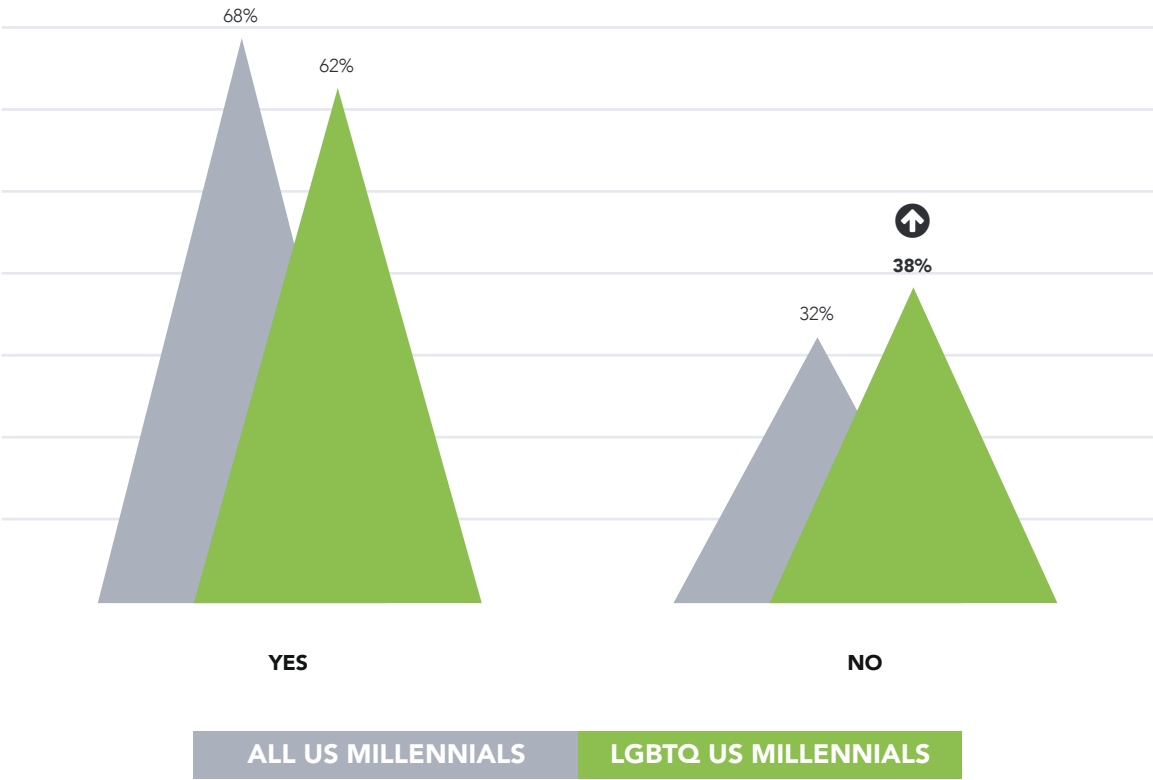
# THE NEXT GENERATION OF LGBTQ TALENT

Which discipline best describes your undergraduate college degree? **(Millennials Only)**



- ⬆ The LGBTQ community *over-indexes* against the General Population by more than 20%
- ⬇ The LGBTQ community *under-indexes* against the General Population by more than 20%

Do you enjoy interacting with people whose opinions are different from your own? (**Millennials Only**)



↑ The LGBTQ community over-indexes against the General Population by more than 20%

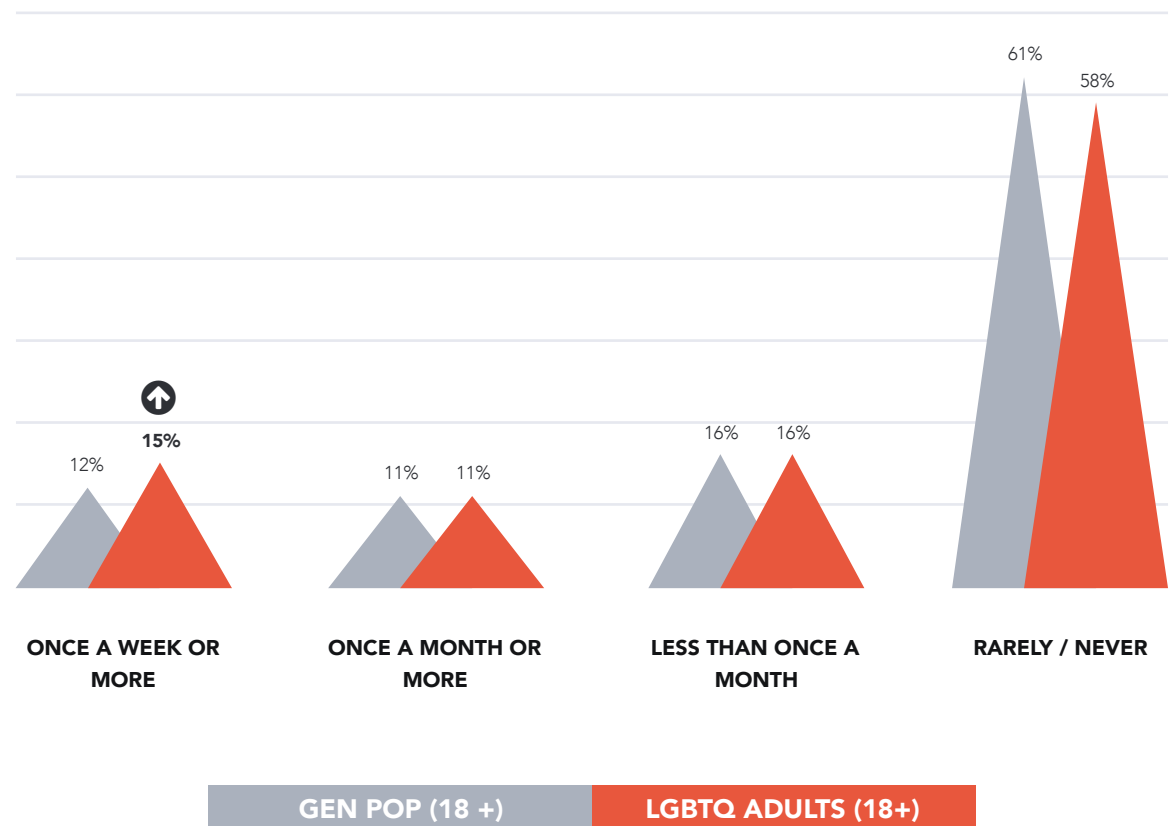
# A CHALLENGE FOR LGBTQ MILLENNIALS?

## **i** START OR FINISH? A SURPRISING DIFFERENCE

The majority of U.S. Millennials prefer to finish projects, while the majority of LGBTQ Millennials prefer to start projects.

# VOLUNTEER WORK

How often do you do volunteer work?



The LGBTQ community *over-indexes* against the General Population by more than 20%

# GLOSSARY OF TERMINOLOGY

Courtesy of the HUMAN RIGHTS CAMPAIGN<sup>15</sup>

---

**Bisexual:** A person emotionally, romantically or sexually attracted to more than one sex, gender or gender identity though not necessarily simultaneously, in the same way or to the same degree.

**Cisgender:** A term used to describe a person whose gender identity aligns with those typically associated with the sex assigned to them at birth.

**Gay:** A person who is emotionally, romantically or sexually attracted to members of the same gender.

**Gender identity:** One's innermost concept of self as male, female, a blend of both or neither – how individuals perceive themselves and what they call themselves. One's gender identity can be the same or different from their sex assigned at birth.

**Lesbian:** A woman who is emotionally, romantically or sexually attracted to other women.

**LGBTQ:** An acronym for "lesbian, gay, bisexual, transgender and queer."

**\*Genderqueer:** Genderqueer people typically reject notions of static categories of gender and embrace a fluidity of gender identity and often, though not always, sexual orientation. People who identify as "genderqueer" may see themselves as being both male and female, neither male nor female or as falling completely outside these categories.

**Queer:** A term people often use to express fluid identities and orientations. Often used interchangeably with "LGBTQ."

**Transgender:** An umbrella term for people whose gender identity and/or expression is different from cultural expectations based on the sex they were assigned at birth. Being transgender does not imply any specific sexual orientation. Therefore, transgender people may identify as straight, gay, lesbian, bisexual, etc.

**\*Note:** For the sake of this report, we are using the term *Genderqueer* and *Non-binary* interchangeably.

# SOURCES CITED

---

1. The Williams Institute. Best Practices for Asking Questions about Sexual Orientation on Surveys. 2009
2. Gallup. In US More Adults Identifying as LGBT. 2017.
3. Gates, Gary. How many people are lesbian, gay, bisexual, and transgender? 2011.
4. Conway, Lynn. How Many Trans People Are There? 2011.
5. GLAAD. Accelerating Acceptance. 2017.
6. Zeigler, Cyd. These are the things some NHL teams are doing to embrace LGBT fans this month. 2017.
7. Out & Equal Workplace Advocates. 2017 Workplace Equality Fact Sheet. 2017.
8. Out Now Global. LGBT Diversity: Show Me the Business Case. 2015.
9. Human Rights Campaign. The Cost of the Closet and the Rewards of Inclusion. 2014.
10. The Williams Institute. Report Shows Continuing High Levels of Workplace Discrimination, Impacts Productivity and Health. 2011.
11. Human Rights Campaign. Corporate Equality Index 2017. 2017.
12. Human Rights Campaign. The Cost of the Closet and the Rewards of Inclusion. 2014.
13. James, S. E., Herman, J. L., Rankin, S., Keisling, M., Mottet, L., & Anafi. The Report of the 2015 U.S. Transgender Survey. 2016.
14. Puckett, JA. Parental Rejection Following Sexual Orientation Disclosure: Impact of Internalized Homophobia, Social Support, and Mental Health. 2015.
15. Human Rights Campaign. Glossary of Terms. 2017.

# CONNECT

---

Powering the World's Opinions and Delivering Them to the Decision-Makers Who Care.

Share This Report: <http://www.civicscience.com/lgbtq>

Contact: [contact@civicscience.com](mailto:contact@civicscience.com)

Find Us on LinkedIn: <https://www.linkedin.com/company/civicscience>

Find Us on Facebook: <https://www.facebook.com/civicscience>

Discover More Insights On Our Blog: <https://civicscience.com/latest/>

Learn More About Our Methodology: <https://civicscience.com/whitepapers/>

Meet with us:

6101 Penn Avenue, Fifth Floor

Pittsburgh, PA 15206

CivicScience is a next-generation consumer and media analytics company. We provide brands, publishers and other organization with real-time, reliable insights about consumers and how to connect with them, while giving consumers a trusted, convenient way to affect change.