

ACCELERATING ACCEPTANCE

2024

Launched in 2015, the GLAAD Media Institute's *Accelerating Acceptance* report is an annual barometer on the state of support for LGBTQ Americans and equality.

FROM THE OFFICE OF THE PRESIDENT & CEO,

SARAH KATE ELLIS

GLAAD's 2024 *Accelerating Acceptance Study* arrives at a monumental inflection point for the LGBTQ community and for our entire country. While acceptance for LGBTQ people remains high, the data this year also sounds substantial alarms about threats to this progress and to freedoms valued by every American.

GLAAD's *Accelerating Acceptance Study* data shows solid support for LGBTQ people and our right to live free from discrimination and live free of fear. 95% of non-LGBTQ Americans believe schools should be safe and accepting for all youth. 93% say people should be accepted for who they are. Yet we are also seeing a slight dip in support for LGBTQ equal rights, down from a record high of 84% a year ago.

This should not come as a surprise. Extremist politicians, unchecked and enabled in the media—including social media—have relentlessly targeted LGBTQ people with harmful legislative proposals and disinformation campaigns. The same lawmakers and extremist judges targeting abortion access, contraception, immigration, voting rights, and free speech, are using the same strategies of fear and disinformation to undermine LGBTQ people and our equality.

Over 500 anti-LGBTQ bills have been introduced in states around the country since January 01, 2024. While the vast majority never make it to law, public debate over a person's humanity and rights have real-world consequences. The most recent FBI Hate Crime data reported a 19% rise in hate crimes against LGBTQ people, and a 35% rise in attacks specifically against transgender people. Fortunately, the data points to proven ways to keep expanding and accelerating acceptance. When Americans see us, living authentically in our communities and included accurately in news and entertainment stories, they recognize how our rights to be ourselves and belong are the same as any American's, and worth fighting alongside us to achieve.

Our study shows that more non-LGBTQ people have been inspired to speak up for LGBTQ equality as a result of news coverage and political debates around our community, and they've shown up in election after election to reject extremist candidates and their anti-trans campaigns.

GLAAD urges every voter to review this data and ask yourself: What kind of future do you want for LGBTQ people? Join us to ensure it's one that is safe, accepting, and equal.

The consequences of apathy and silence are too great. GLAAD's *Accelerating Acceptance Study* should continue to inspire and empower all of us to rise up and speak out for everyone's freedom to be themselves. Our safety, our collective success, and the future of our democracy depend on it.

In solidarity,

SARAH KATE ELLIS

President & CEO, GLAAD



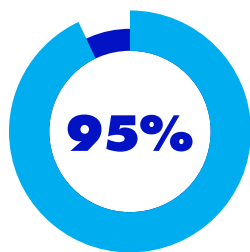
PART 1

AMERICANS ARE WITH US

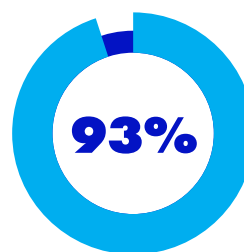
We continue to see super majorities supporting our community, and believing we should be able to live our lives free from fear.

THE VAST MAJORITY OF NON-LGBTQ ADULTS BELIEVE SCHOOLS SHOULD BE SAFE AND ACCEPTING PLACES FOR ALL YOUTH, UNCHANGED VS. 2023

% non-LGBTQ strongly/somewhat agree



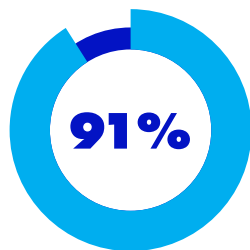
Schools should be safe and accepting places for all youth



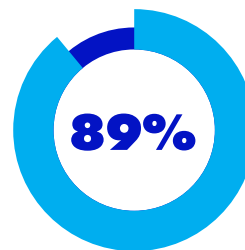
I believe children should be taught to appreciate and accept people as they are

AND THAT LGBTQ PEOPLE SHOULD BE FREE FROM FEAR AND DISCRIMINATION

% non-LGBTQ strongly/somewhat agree



LGBTQ people deserve to live their lives free from fear

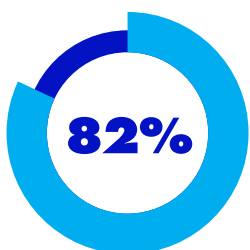


LGBTQ people should have the freedom to live their lives and not be discriminated against

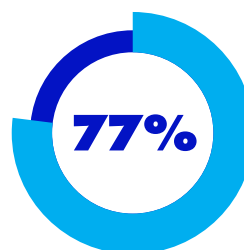
NON-LGBTQ PEOPLE EXPRESS STRONG SUPPORT FOR PEOPLE COMING OUT AS LGBTQ IN THEIR PERSONAL LIVES

% non-LGBTQ strongly/somewhat agree

If someone close to me (like a family member or close friend) told me they were...



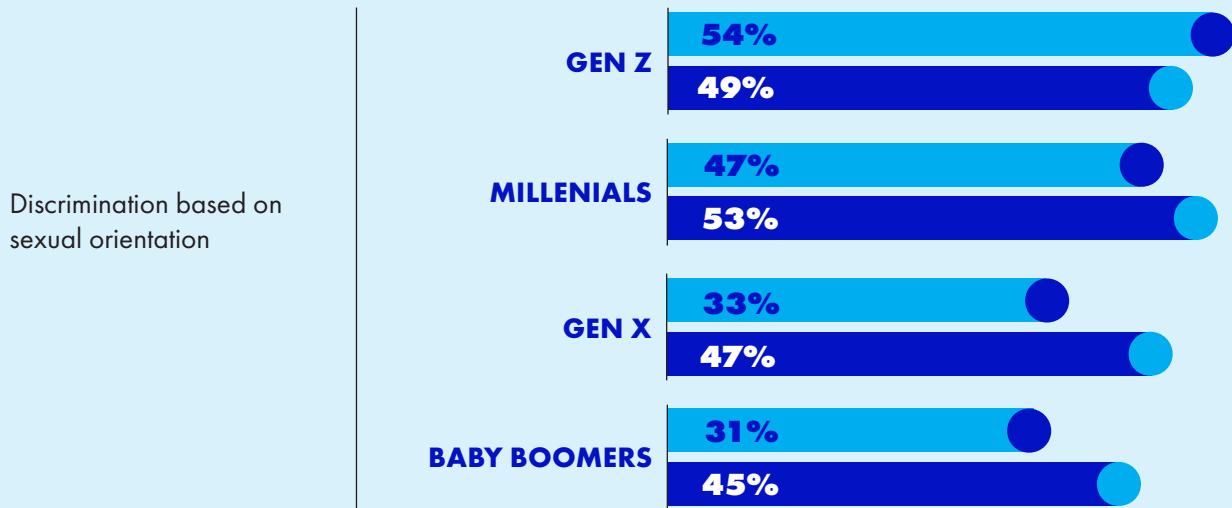
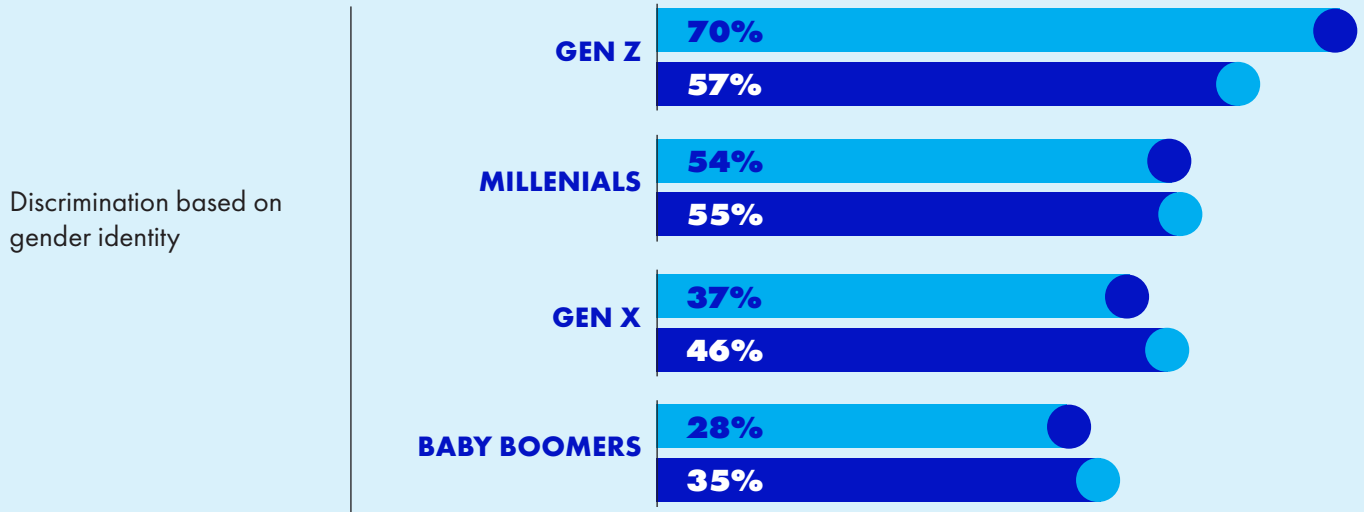
lesbian, gay or bisexual, I would support them



transgender or nonbinary, I would support them

GEN Z REPORTS GREATER DISCRIMINATION BASED ON THEIR GENDER IDENTITY

% LGBTQ reporting discrimination related to sexual/romantic orientation and/or gender identity



2024 2023

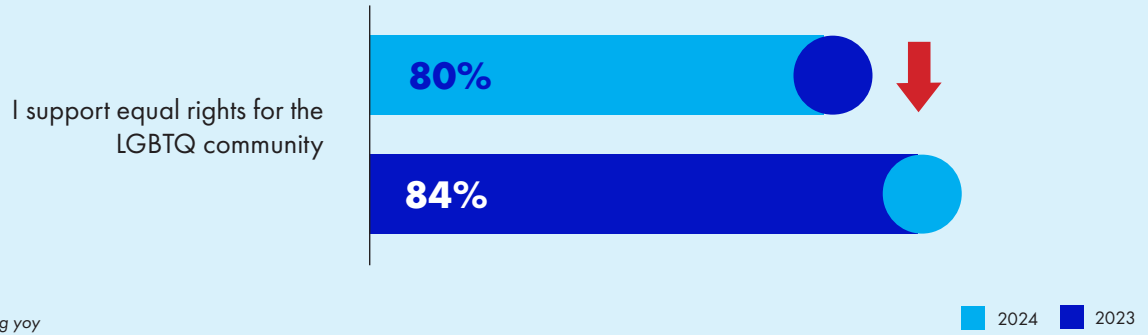
PART 2

NEGATIVE IMPACTS TO OUR COMMUNITY

The political discourse in this country is negatively impacting our community, particularly LGBTQ young adults.

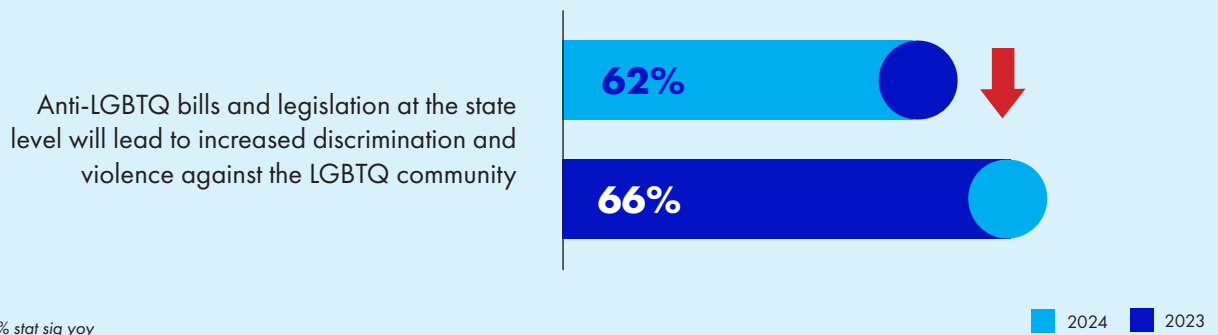
THOUGH STILL HIGH—GENERAL SUPPORT FOR THE LGBTQ COMMUNITY HAS DECLINED SINCE LAST YEAR

% non-LGBTQ strongly/somewhat agree

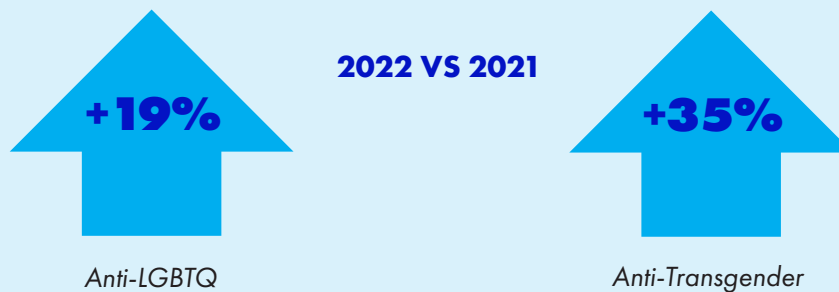


FEWER NON-LGBTQ AMERICANS BELIEVE ANTI-LGBTQ BILLS WILL LEAD TO DISCRIMINATION AGAINST THE LGBTQ COMMUNITY

% non-LGBTQ strongly/somewhat agree

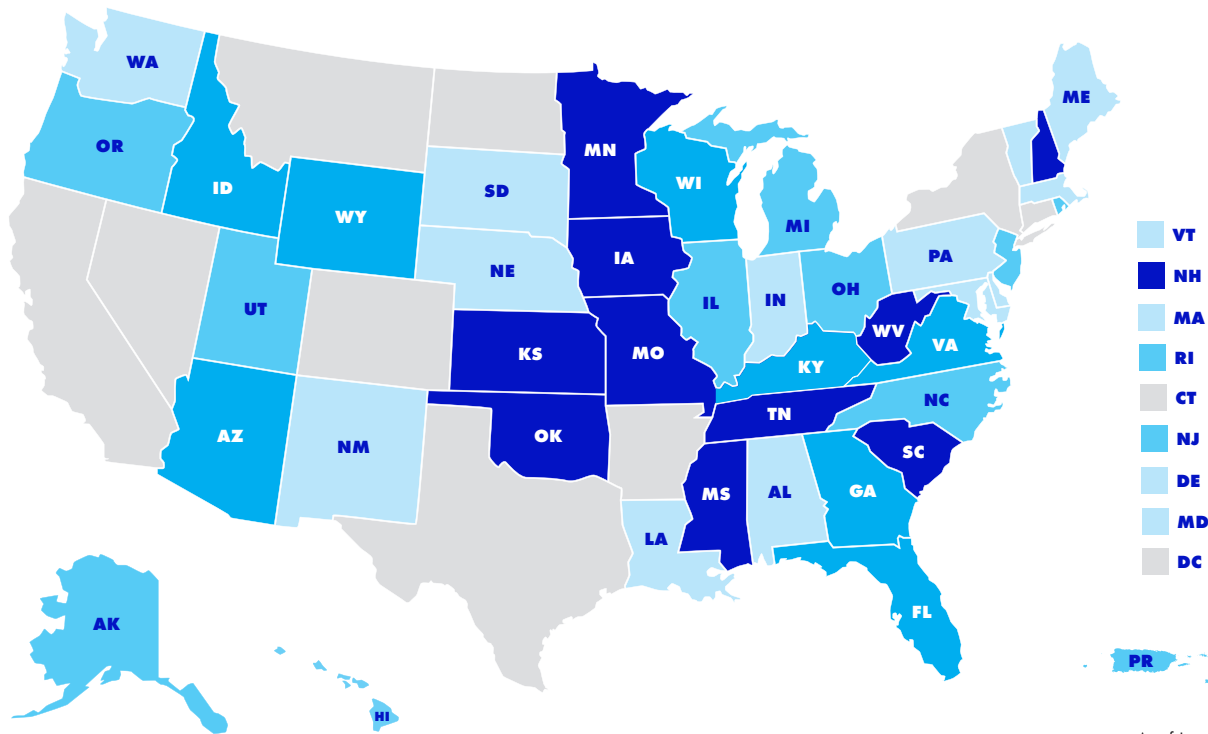


HATE CRIMES AGAINST LGBTQ PEOPLE ARE UP DOUBLE-DIGITS, PER THE FBI



Source: FBI.

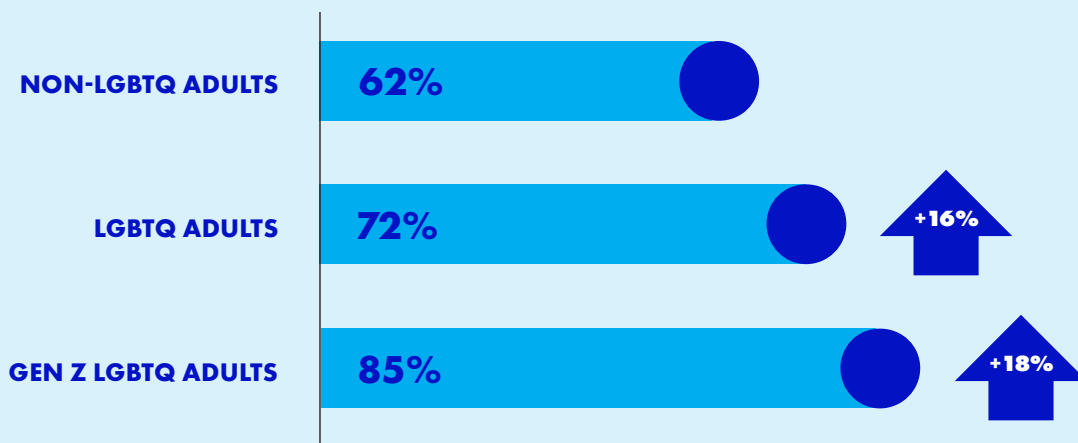
THE ACLU IS TRACKING 522 ANTI-LGBTQ BILLS IN THE U.S. SINCE JAN. 01, 2024



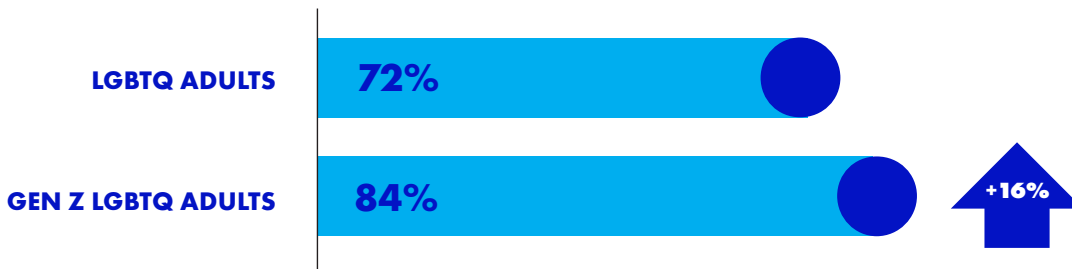
As of June 14, 2024
Source: ACLU.

THE IMPACT OF ANTI-LGBTQ LEGISLATION IS FELT MORE BY LGBTQ ADULTS, AND LGBTQ GEN Z ADULTS

% agree: Anti-LGBTQ bills and legislation at the state level will lead to increased discrimination and violence against the LGBTQ community

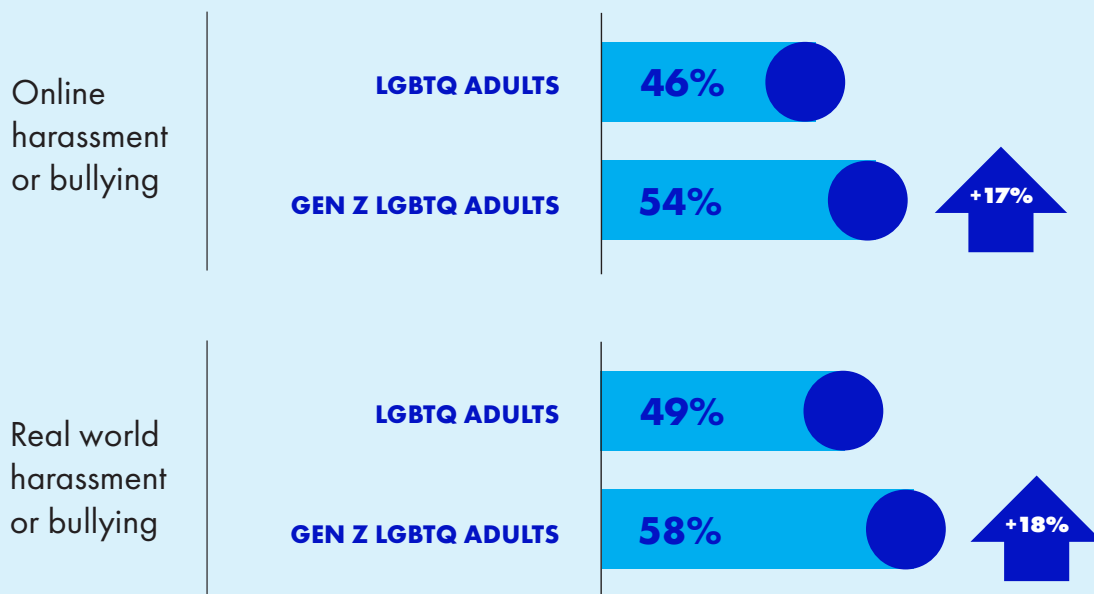


THE CURRENT STATE OF POLITICAL DISCOURSE IS CAUSING NEGATIVE IMPACTS TO MY MENTAL HEALTH AND EMOTIONAL WELLBEING



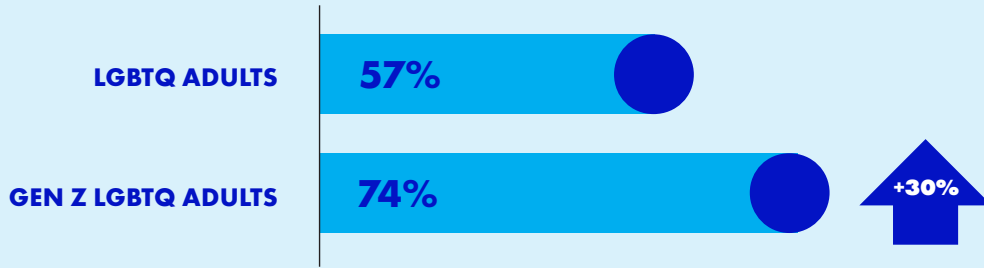
Source: GLAAD 2024 LGBTQ voter pulse poll.
Always, Frequently, or Occasionally

THE CURRENT STATE OF POLITICAL DISCOURSE IS CAUSING ONLINE AND REAL WORLD HARASSMENT



Source: GLAAD 2024 LGBTQ voter pulse poll.
Always, Frequently, or Occasionally

THE CURRENT STATE OF POLITICAL DISCOURSE IS CAUSING FEAR FOR MY OR MY FAMILY'S PERSONAL SAFETY



Source: GLAAD 2024 LGBTQ voter pulse poll. Always, Frequently, or Occasionally

NEWS COVERAGE AND POLITICAL DEBATES AROUND OUR COMMUNITY IS IMPACTING NON-LGBTQ AMERICAN'S READINESS TO VOICE SUPPORT FOR US

Non-LGBTQ Americans are

1.3X MORE MOTIVATED TO OPENLY SUPPORT US

vs more fearful of supporting us

% non-LGBTQ Americans more motivated vs more fearful

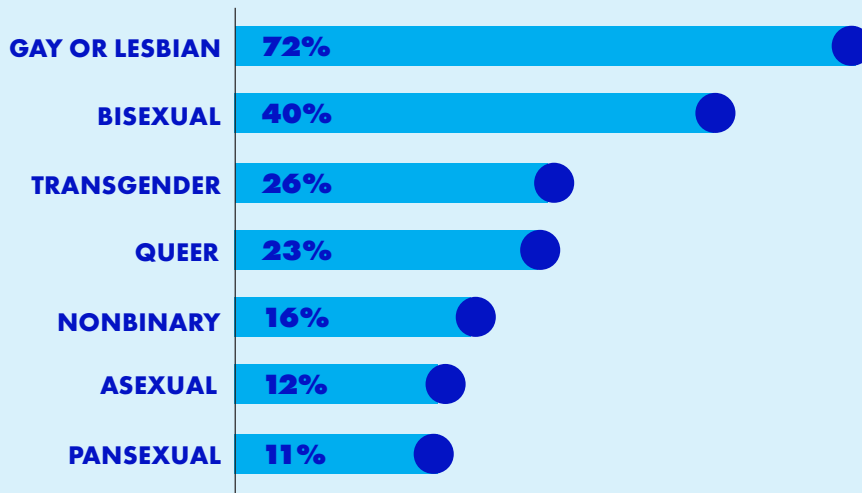
PART 3

THE IMPORTANCE OF MEDIA EXPOSURE

Media exposure is critically important to changing hearts and minds.

LESS THAN 30% OF NON-LGBTQ AMERICANS PERSONALLY KNOW MANY MEMBERS OF OUR COMMUNITY

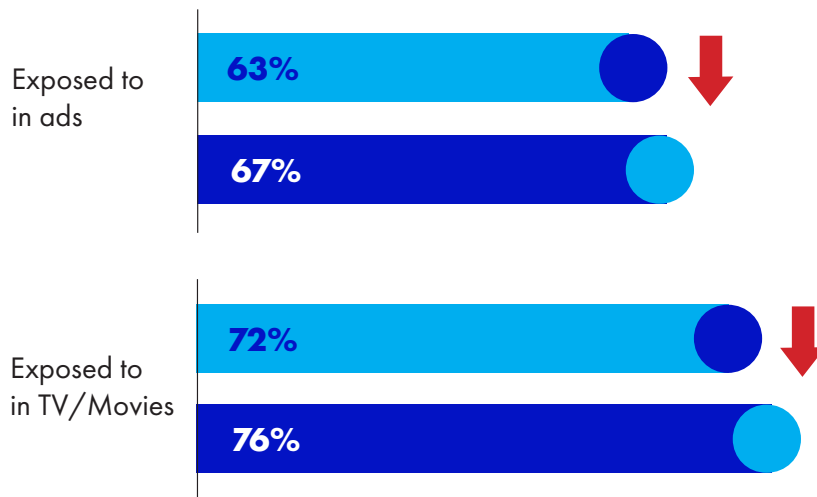
% Non-LGBTQ who personally know someone in our community



Numbers will not add to 100% because people can select multiple options

FEWER NON-LGBTQ ADULTS ARE SEEING OUR COMMUNITY IN MEDIA

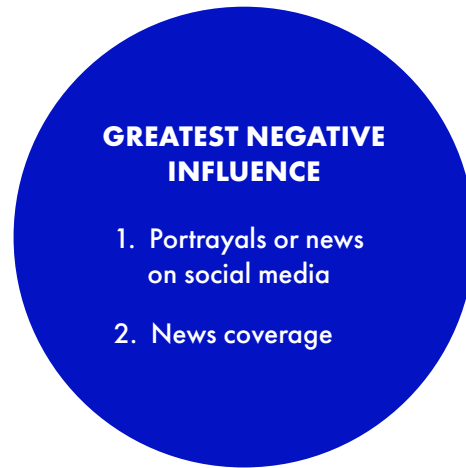
Media portrayals play a big role in non-LGBTQ American's perception and comfortability with our community, especially if you don't personally know someone LGBTQ



% Non-LGBTQ Exposed to Media
Arrow indicates 95% stat sig yoy

2024 2023

**PERSONAL EXPERIENCES AND PORTRAYALS IN ENTERTAINMENT MEDIA
HAVE HAD THE GREATEST POSITIVE INFLUENCES
ON ATTITUDES TOWARDS TRANS PEOPLE.
SOCIAL MEDIA AND NEWS COVERAGE HAVE THE MOST NEGATIVE INFLUENCE.**



**EXPOSURE TO LGBTQ PEOPLE IN MEDIA GROWS
FAMILIARITY WITH US BY UP TO +50%**

% change in familiarity among non-LGBTQ people based on media exposure vs. no media exposure



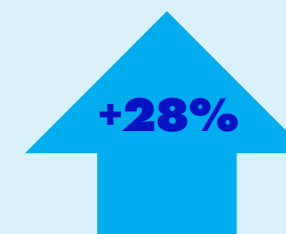
Familiarity with nonbinary people



Familiarity with bisexual people



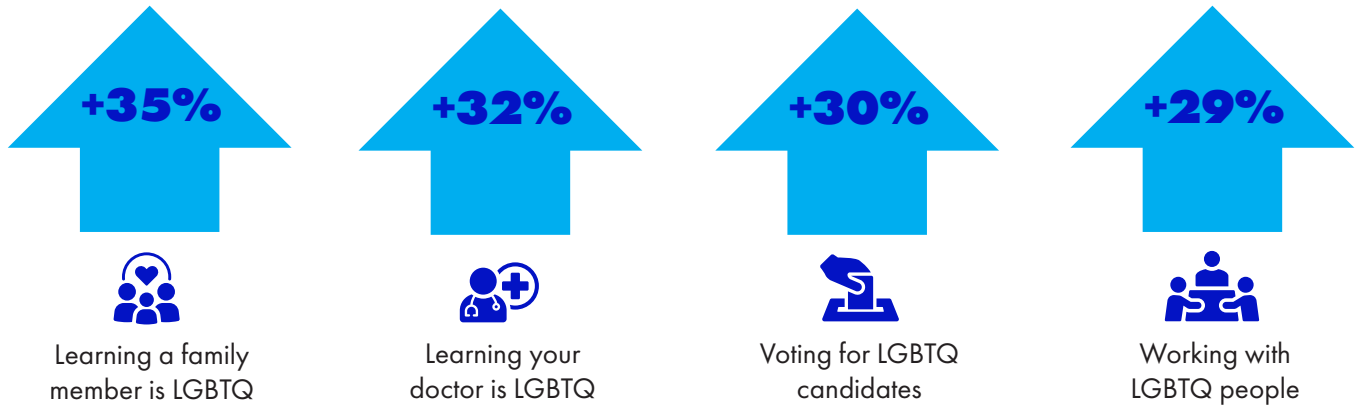
Familiarity with transgender people



Familiarity with gay + lesbian people

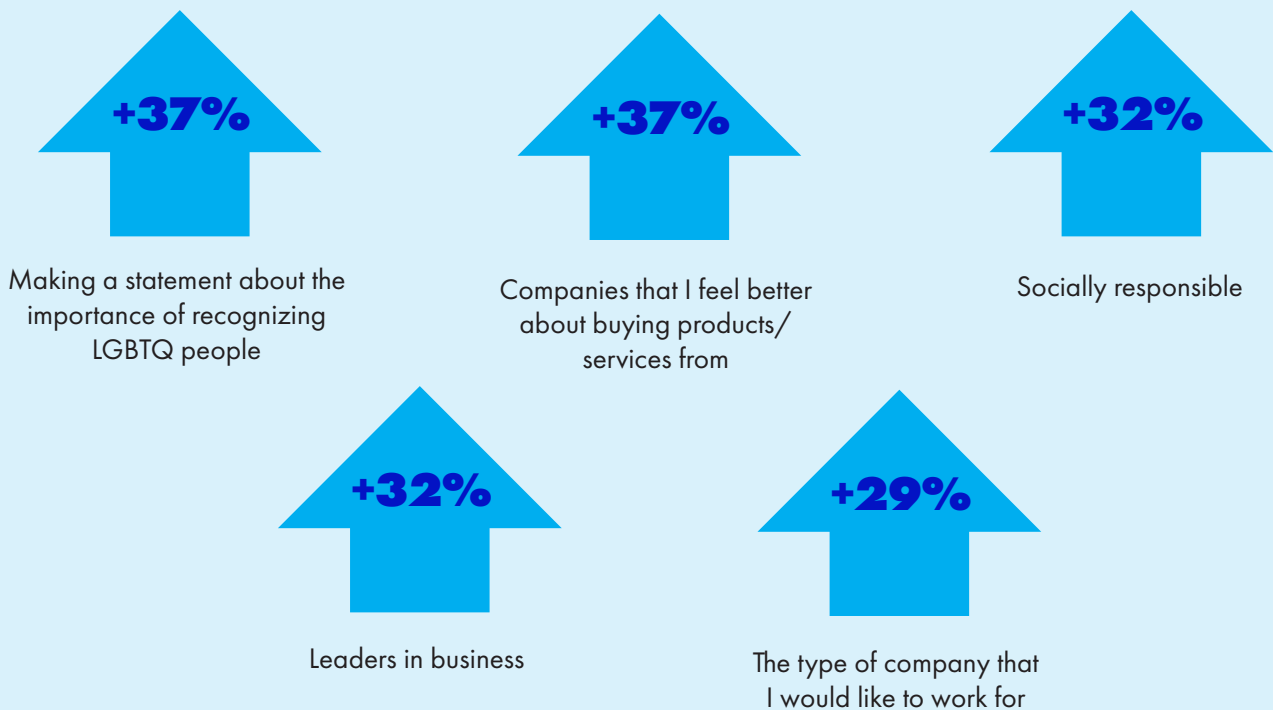
MEDIA EXPOSURE IS ALSO ASSOCIATED WITH HIGHER LEVELS OF COMFORTABILITY WITH OUR COMMUNITY

% change in comfortability based on media exposure vs. no media exposure



AND PEOPLE WHO HAVE SEEN US IN MEDIA THINK MORE FAVORABLY OF BRANDS THAT ALSO INCLUDE US

% change in agreement with the below statements based on media exposure vs. no media exposure



What kind of future do you want for **LGBTQ PEOPLE**?

Join us to ensure it's one that is **SAFE, ACCEPTING AND EQUAL**.

Go to [**GLAAD.ORG/ACCEPTANCE**](https://GLAAD.ORG/ACCEPTANCE) for more information
and go to [**GLAAD.ORG/VOTE**](https://GLAAD.ORG/VOTE) to take action.

METHODOLOGY

The *Accelerating Acceptance* Study was conducted online in January 2024, among a national sample of 2,511 U.S. adults, age 18 or over, using sample sourced by Cint (who has the world's largest consumer network for digital survey-based research). Data were weighted to ensure results represent the adult 18+ U.S. population.



The **GLAAD MEDIA INSTITUTE** provides training, consultation, and research to develop an army of social justice ambassadors for all marginalized communities to champion acceptance and amplify media impact.

[GLAAD.ORG/INSTITUTE](https://www.glaad.org/institute)