



Accelerating Acceptance 2021

EXECUTIVE SUMMARY

A Survey of American
Acceptance and Attitudes
Toward LGBTQ Americans

Since 2015, GLAAD's annual Accelerating Acceptance study has measured Americans' attitudes and comfortability towards LGBTQ Americans, highlighting both the progress we've made, as well as the challenges that still need to be addressed, towards achieving full acceptance for the LGBTQ community.

Data released from Gallup earlier this year shows that people are identifying as lesbian, gay, bisexual, and/or transgender at greater rates than ever before. According to its polling, 1 in 6 Generation Z adults identify as LGBT. As the community continues to expand and become more visible, the 2021 Accelerating Acceptance study takes a deeper look at non-LGBTQ Americans' familiarity, comfortability, and understanding of the LGBTQ experience -- and the results are both encouraging and motivating.

The findings from this year's Accelerating Acceptance study underscore critical cultural changes, including increased understanding from non-LGBTQ Americans about the multifaceted nature of the LGBTQ community. The study found that non-LGBTQ Americans are becoming increasingly aware that there are more than two genders, with many polled also understanding that transgender and nonbinary people will continue to be a more visible and familiar part of life.

However, with expanding visibility does come new challenges for acceptance. Many non-LGBTQ respondents polled identified that they find conversations about gender identity and the LGBTQ community complicated or confusing. These results highlight clear opportunities for education and a redoubled commitment to advancing visibility and representation, particularly responsible and nuanced depictions of trans and nonbinary people, as well as the diversity of identities within the entire LGBTQ community.

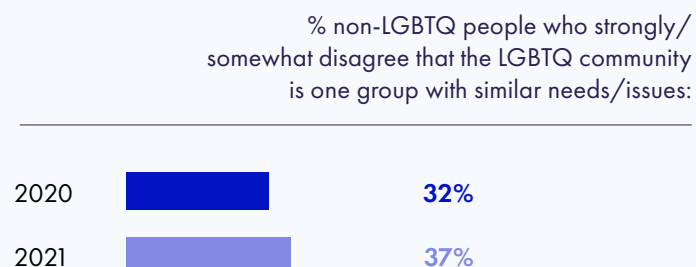
An alarming result from the poll shows that LGBTQ people say they've experienced discrimination at higher levels in 2021 than last year, with 6 in 10 LGBTQ respondents reporting discrimination based on sexual orientation and/or gender identity. During a year when state legislatures across the U.S. introduced an unprecedented number of anti-LGBTQ bills, many targeting the trans community, the importance of passing the Equality Act has never been more critical. This landmark piece of legislation will secure federal protections for our community in areas of life where we have remained vulnerable for far too long.

This year's Accelerating Acceptance study demonstrates that there is still so much work left to do and how GLAAD plays a crucial role in the ongoing fight for full LGBTQ equality and acceptance. GLAAD will remain hard at work to encourage stories that present audiences everywhere with the richness and humanity of our communities, changing the narrative from animosity to embrace, and educating audiences, voters, journalists, and politicians about the lived realities of our lives.

SARAH KATE ELLIS
President & CEO, GLAAD

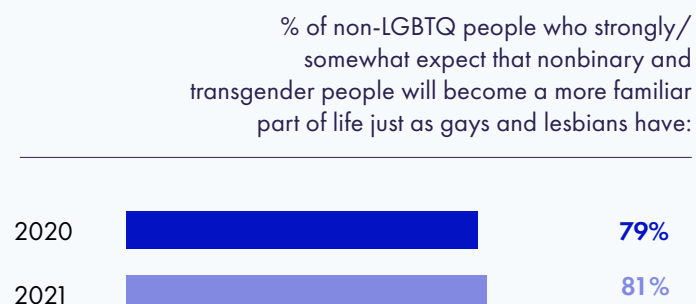
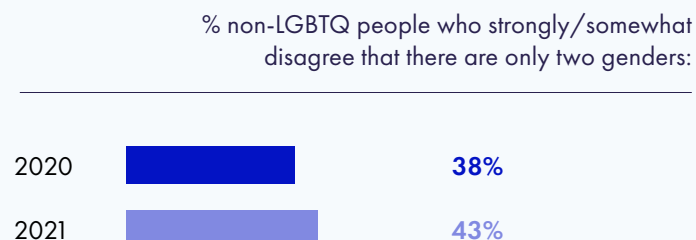
1 People are increasingly aware and understanding of the LGBTQ community as multifaceted

Year over year, non-LGBTQ Americans are becoming more understanding that the LGBTQ community is not one homogenous group, but rather a diverse community of various identities across gender and sexual orientation.



2 More people are expanding their understanding of gender

Non-LGBTQ Americans are becoming more aware that gender is not limited to female and male, with the vast majority polled also understanding that transgender and nonbinary people will continue to be a more visible and familiar part of life.



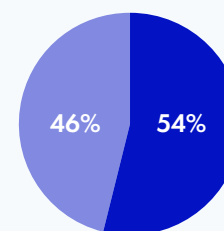
3 There is still significant confusion with conversations about gender identity and the LGBTQ community

While understanding is advancing and many people are aware that trans and nonbinary people will become a more familiar part of life, approximately half of non-LGBTQ people find conversations about gender identity and the LGBTQ community complicated or confusing.

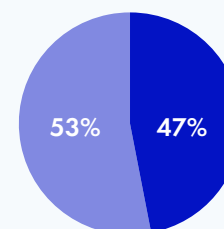
% of non-LGBTQ people who strongly/somewhat agree that:

■ Strongly/somewhat agree
■ Somewhat disagree, strongly disagree

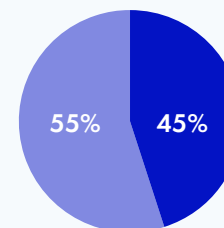
LGBTQ people make expectations about gender and how to interact very complicated



Transgender and nonbinary people are new and unfamiliar to me



I am confused by the different number of terms to describe individuals who comprise the LGBTQ community



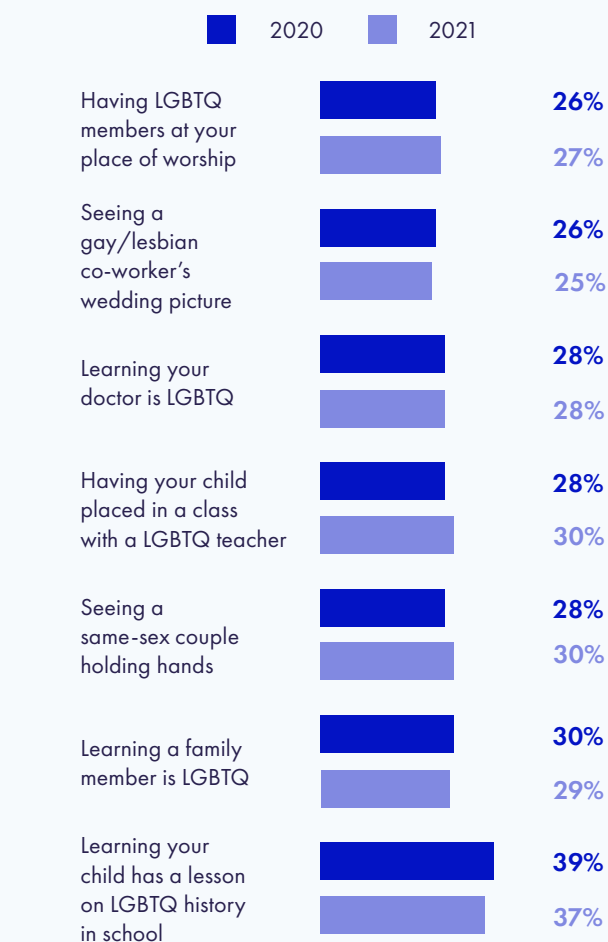
5 LGBTQ people report experiencing discrimination at higher levels in 2021 than in 2020

Reports of anti-LGBTQ discrimination have increased over the past year, with 6 in 10 LGBTQ people reporting discrimination based on their sexual orientation and/or gender identity.

4 Non-LGBTQ Americans are still most uncomfortable with learning that their child has a lesson on LGBTQ history in school

Among seven different personal scenarios, non-LGBTQ people report being most comfortable seeing a gay or lesbian co-worker's wedding picture, while they report being least comfortable with their child having a lesson on LGBTQ history in school. Year over year, levels of comfortability have remained relatively stable.

% of non-LGBTQ people "very" or "somewhat" uncomfortable in situation:



% of LGBTQ people reporting discrimination based on sexual orientation and/or gender identity



“These results highlight clear opportunities for education and a redoubled commitment to advancing visibility and representation, particularly responsible and nuanced depictions of trans and nonbinary people, as well as the diversity of identities within the entire LGBTQ community.”

SARAH KATE ELLIS

PRESIDENT & CEO, GLAAD

The Accelerating Acceptance Study was conducted online in January 2021, among a national sample of 2,517 U.S. adults, age 18 or over, using sample sourced by Cint (a leading sample supplier and aggregator, with access to over 149 million panel members worldwide).

Email press@glaad.org
for questions related to methodology and data.



GLAAD rewrites the script for LGBTQ acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.

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