

 MORNING CONSULT[®]

THE TREVOR PROJECT 

U.S. Adults' Personal Knowledge and Comfort with LGBTQ Identities

Polling Analysis

MARCH 2022

Content Warning:

The content and discussion in this report may be triggering or make some uncomfortable in response to the material that will be examined. Content that is explored in this report deals with the issue *suicide*.

METHODOLOGY



This poll was conducted between February 18-February 19, 2022 among a sample of 2210 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

KEY FINDINGS

- 1. More than half of the adults polled report knowing someone who identifies as gay or lesbian while far fewer adults report knowing someone who identifies as transgender and/or non-binary.** Younger adults, specifically GenZers, are dramatically more likely than their older counterparts to report knowing someone who identifies as transgender and/or non-binary. Comparably, adults across the spectrum of age all report similar levels of knowing someone who personally identifies as gay, lesbian, bisexual, queer, or pansexual.
- 2. Most adults feel they are relatively knowledgeable about suicide prevention.** Younger adults, specifically GenZers, parents, Black adults, and Hispanic adults are all significantly more likely than the mean to indicate they are knowledgeable about suicide prevention. Conversely, Baby Boomers, non-parents, suburban, and rural adults are all less knowledgeable than the average.
- 3. Adults are more comfortable if their child comes out as gay, lesbian, or bisexual than if they come out as transgender and/or non-binary.** Comfortability for a child coming out as transgender and/or non-binary is driven by Democrats and younger adults, specifically GenZers—the same can be stated for children who come out as gay, lesbian, or bisexual.
- 4. Seventy-two percent of adults are confident they would be able to understand and support their child if their child came out as transgender and/or non-binary.** Additionally, more than half of adults across generation and political party are confident they would be able to understand and support their transgender and/or non-binary child.
- 5. Awareness of gender-neutral pronouns, like they/them, drives adults' confidence in their ability to understand and support their child if they came out as transgender and/or non-binary.** Adults who were unaware of gender-neutral pronouns were 2.4x more likely to lack confidence in their ability to understand and support their transgender and/or non-binary child.

AGENDA

KNOWING SOMEONE WHO IS LGBTQ

SEXUAL ORIENTATION AND GENDER IDENTITY (SOGI)
COMFORTABILITY

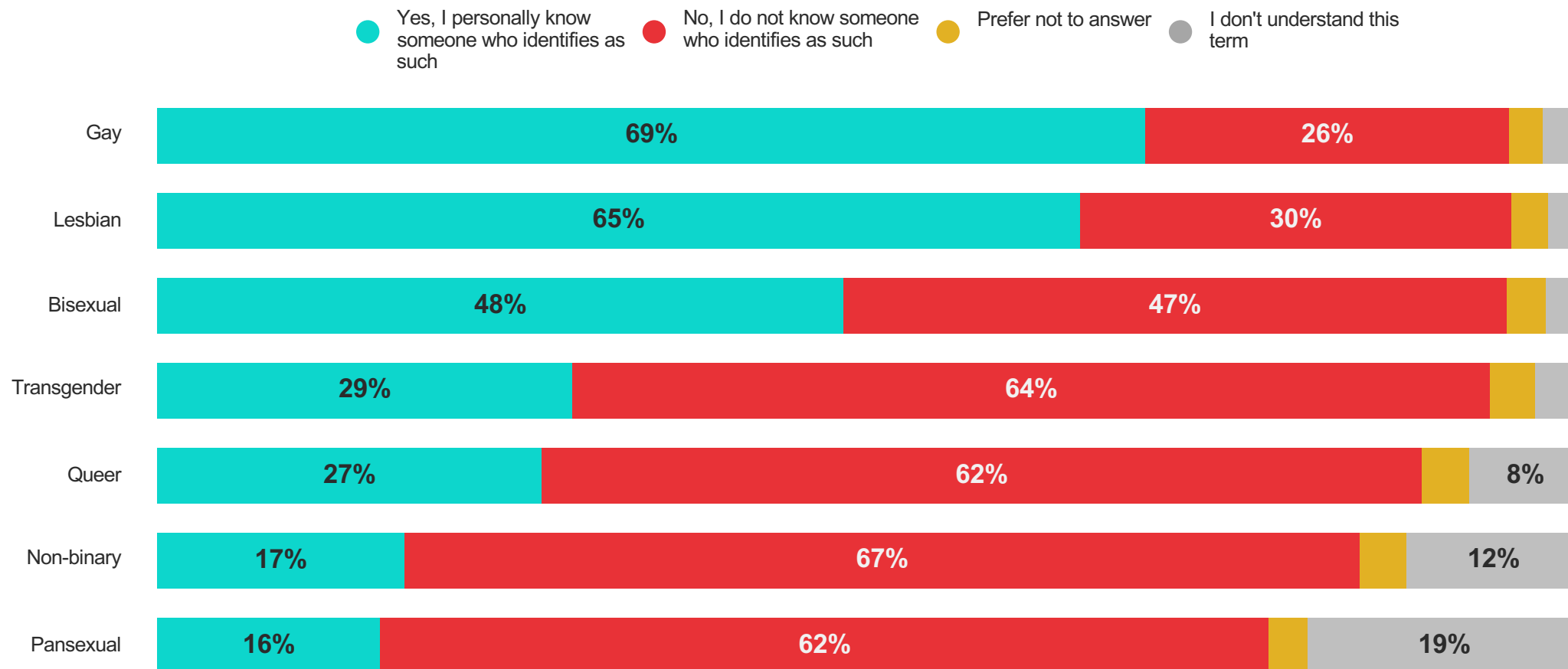
GENDER NEUTRAL PRONOUNS



KNOWING SOMEONE WHO IS LGBTQ

Two-thirds of adults report personally knowing someone who identifies as *gay* or *lesbian*. Additionally, a fifth of adults report a lack of understanding of the term *pansexual*.

Do you personally know someone (such as a family member, friend, colleague, neighbor, etc.) who identifies as the following?



KNOWING SOMEONE WHO IS LGBTQ

Younger adults, specifically GenZers, are dramatically more likely to report personally knowing someone who identifies as *non-binary*, *transgender*, *pansexual*, *queer*, or *bisexual*. Generationally, younger and older adults report nearly equivalent levels of personally knowing a *gay* or *lesbian* person.

Do you personally know someone (such as a family member, friend, colleague, neighbor, etc.) who identifies as the following?

Demographics	Weighted N	Gay	Lesbian	Bisexual	Queer	Pansexual	Transgender	Non-binary
Adults	2210	69%	65%	48%	27%	16%	29%	17%
Gender: Male	1067	65%	60%	45%	27%	16%	25%	17%
Gender: Female	1143	74%	69%	51%	27%	15%	33%	17%
GenZers: 1997-2012	189	68%	65%	69%	34%	34%	39%	34%
Millennials: 1981-1996	726	68%	65%	60%	30%	25%	37%	24%
GenXers: 1965-1980	581	69%	66%	49%	27%	12%	28%	14%
Baby Boomers: 1946-1964	643	72%	66%	32%	22%	5%	20%	8%
PID: Dem (no lean)	851	72%	65%	49%	30%	17%	32%	20%
PID: Ind (no lean)	656	70%	67%	54%	27%	19%	33%	20%
PID: Rep (no lean)	703	65%	62%	42%	24%	11%	22%	11%
Community: Urban	657	68%	65%	54%	32%	21%	36%	25%
Community: Suburban	986	69%	64%	45%	25%	13%	27%	14%
Community: Rural	568	71%	66%	48%	24%	14%	25%	14%
4-Region: Northeast	395	66%	60%	47%	24%	17%	28%	18%
4-Region: Midwest	464	70%	67%	48%	24%	15%	28%	17%
4-Region: South	828	72%	68%	51%	31%	15%	29%	17%
4-Region: West	522	68%	61%	44%	26%	16%	31%	18%

KNOWING SOMEONE WHO IS LGBTQ

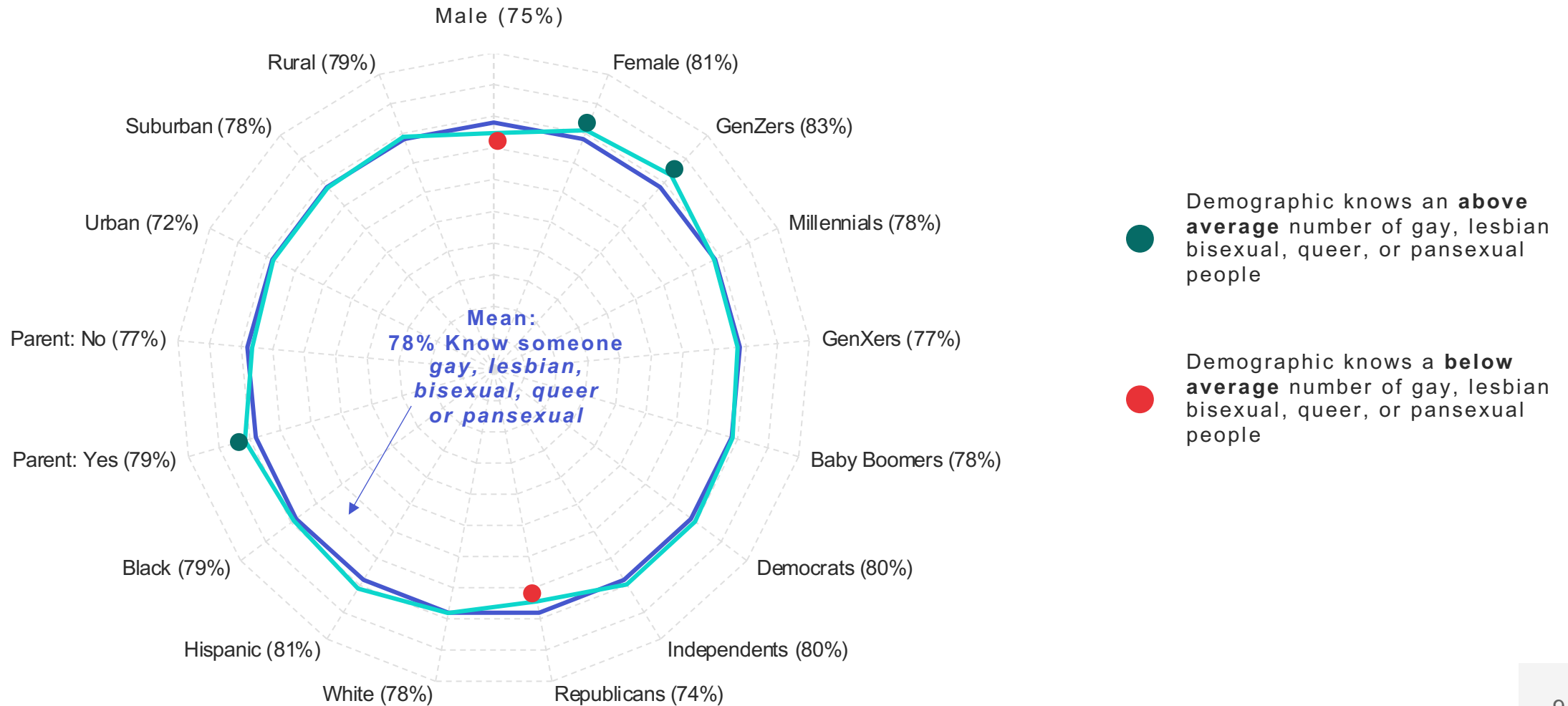
In the previous question you stated that you know someone who is **gay, lesbian, bisexual, queer, or pansexual**. How many people do you know who identify as such?

Demographics	Weighted N	Number of Gay, Lesbian, Queer, Bisexual or Pansexual People An Individual Reports Knowing						
		1	2	3	4	5	6	7+
Adults	1724	19%	22%	16%	12%	8%	3%	20%
Gender: Male	797	23%	22%	16%	11%	7%	2%	20%
Gender: Female	926	16%	22%	16%	12%	10%	3%	21%
GenZers: 1997-2012	157	23%	25%	14%	8%	8%	4%	19%
Millennials: 1981-1996	565	23%	19%	16%	11%	7%	2%	22%
GenXers: 1965-1980	449	17%	22%	14%	13%	10%	2%	22%
Baby Boomers: 1946-1964	504	15%	26%	17%	13%	8%	4%	17%
PID: Dem (no lean)	677	18%	22%	17%	12%	8%	4%	21%
PID: Ind (no lean)	523	20%	19%	15%	12%	7%	3%	25%
PID: Rep (no lean)	523	20%	26%	16%	12%	11%	2%	14%
Community: Urban	510	22%	21%	15%	10%	9%	1%	22%
Community: Suburban	766	18%	23%	16%	12%	7%	4%	21%
Community: Rural	448	19%	22%	16%	12%	10%	4%	17%
4-Region: Northeast	301	17%	23%	17%	12%	8%	2%	21%
4-Region: Midwest	375	19%	21%	17%	12%	10%	3%	18%
4-Region: South	654	19%	22%	15%	13%	8%	3%	20%
4-Region: West	394	21%	22%	15%	9%	7%	3%	22%

KNOWING SOMEONE WHO IS LGBTQ

GenZers, women, and parents are slightly more likely than average to report personally knowing someone who identifies as *gay, lesbian, bisexual, queer, or pansexual*. Republicans and men are slightly below average in their personal relationship with a *gay, lesbian, bisexual, queer, or pansexual* person.

Do you personally know someone (such as a family member, friend, colleague, neighbor, etc.) who identifies as the *gay, lesbian, bisexual, queer, or pansexual*?



KNOWING SOMEONE WHO IS LGBTQ

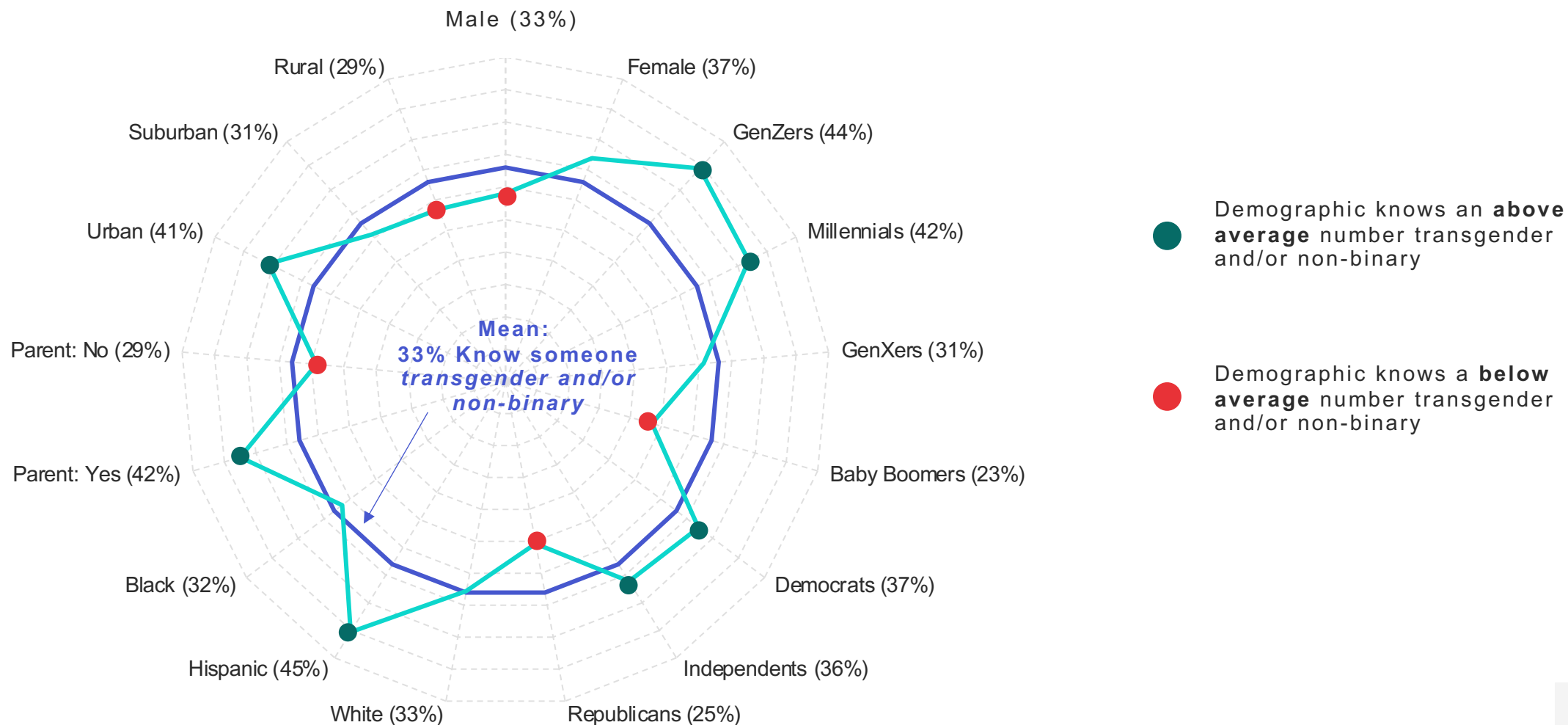
In the previous question you stated that you know someone who is transgender and/or non-binary. How many people do you know who identify as transgender and/or non-binary?

Demographics	Weighted N	Number of Transgender and/or Non-binary People An Individual Reports Knowing						
		1	2	3	4	5	6	7+
Adults	732	41%	26%	13%	7%	3%	1%	9%
Gender: Male	310	36%	23%	15%	6%	5%	2%	13%
Gender: Female	422	44%	28%	12%	7%	2%	1%	6%
GenZers: 1997-2012	84	28%	31%	13%	7%	4%	3%	13%
Millennials: 1981-1996	304	36%	24%	16%	9%	4%	1%	9%
GenXers: 1965-1980	178	44%	26%	11%	3%	4%	1%	10%
Baby Boomers: 1946-1964	151	52%	23%	11%	6%	2%	2%	5%
PID: Dem (no lean)	317	38%	25%	14%	7%	4%	1%	10%
PID: Ind (no lean)	237	35%	28%	16%	5%	3%	3%	11%
PID: Rep (no lean)	178	53%	25%	8%	8%	2%	1%	3%
Community: Urban	268	33%	29%	17%	9%	2%	1%	8%
Community: Suburban	302	43%	24%	10%	7%	5%	2%	10%
Community: Rural	162	49%	24%	13%	4%	2%	1%	7%
4-Region: Northeast	128	35%	28%	15%	12%	2%	1%	7%
4-Region: Midwest	154	50%	24%	11%	3%	3%	0%	9%
4-Region: South	268	38%	30%	10%	8%	3%	3%	8%
4-Region: West	182	41%	20%	19%	5%	4%	0%	11%

KNOWING SOMEONE WHO IS LGBTQ

Younger adults, specifically GenZers, urban adults, parents, and Hispanic adults are disproportionately more likely than average to report personally knowing someone who identifies as *transgender and/or non-binary* while Baby Boomers, Republicans, men, rural adults, and non-parents report below average levels.

Do you personally know someone (such as a family member, friend, colleague, neighbor, etc.) who identifies as *transgender and/or non-binary*?



AGENDA

KNOWING SOMEONE WHO IS LGBTQ

SEXUAL ORIENTATION AND GENDER IDENTITY (SOGI)
COMFORTABILITY

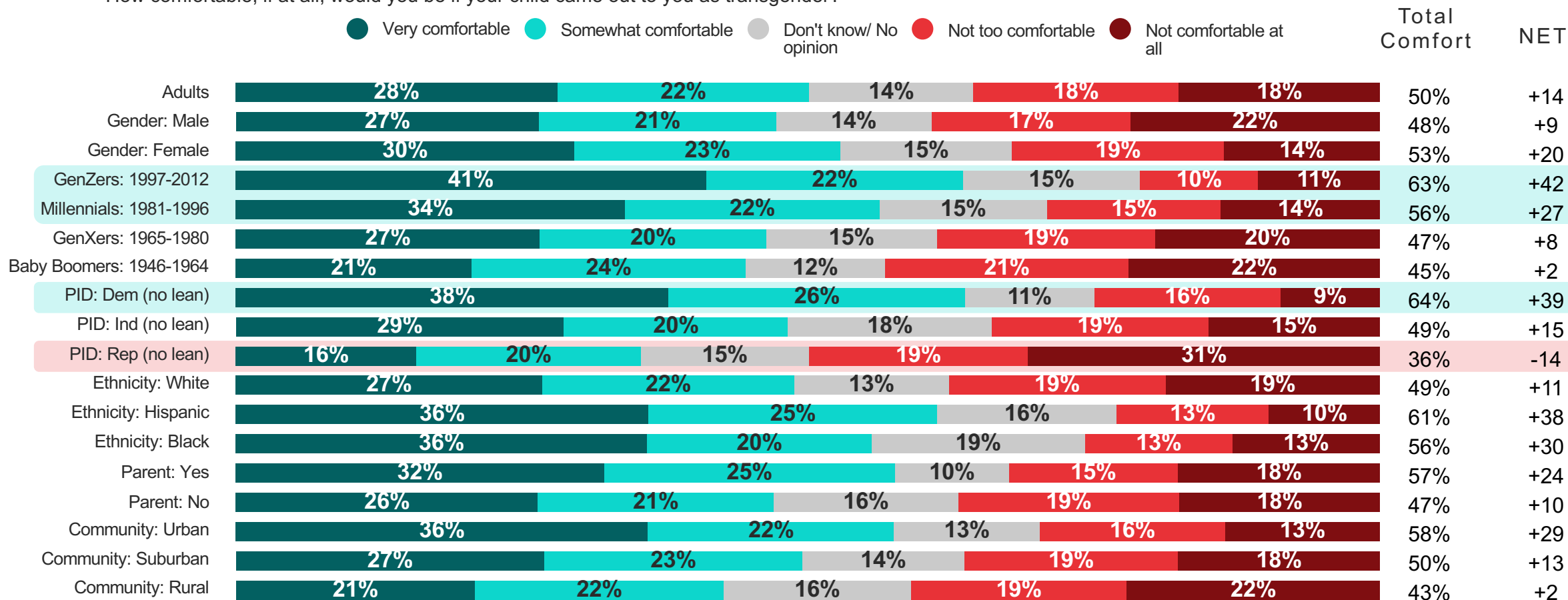
GENDER NEUTRAL PRONOUNS



SOGI COMFORTABILITY

Comfortability for a child coming out as transgender is driven by Democrats and younger adults, specifically GenZers. Democrats are 2.4x more likely than Republicans to be *very comfortable*— more narrowly, *discomfort* is driven by Republicans. Additionally, GenZers are 2x more likely than Baby Boomers to be *very comfortable* with a child coming out to them as transgender.

How comfortable, if at all, would you be if your child came out to you as transgender?

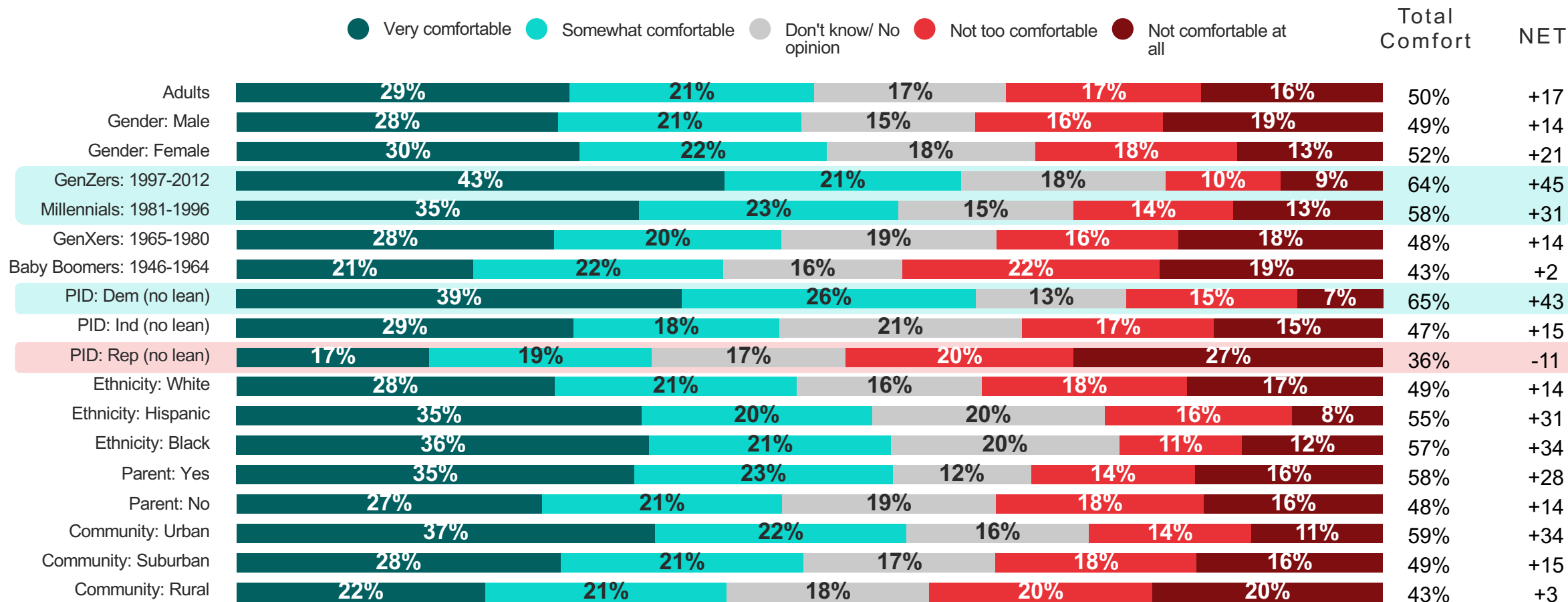


Total Comfort= Very + Somewhat comfortable
 NET= Total Comfort – Total Discomfort

SOGI COMFORTABILITY

Similar comfortability trends emerge among a child coming out as nonbinary. Comfortability continues to be driven by Democrats and younger adults while discomfort is driven by Republicans.

How comfortable, if at all, would you be if your child came out to you as nonbinary, otherwise defined as someone who does not identify as either male or female and might identify somewhere in between or something completely different.

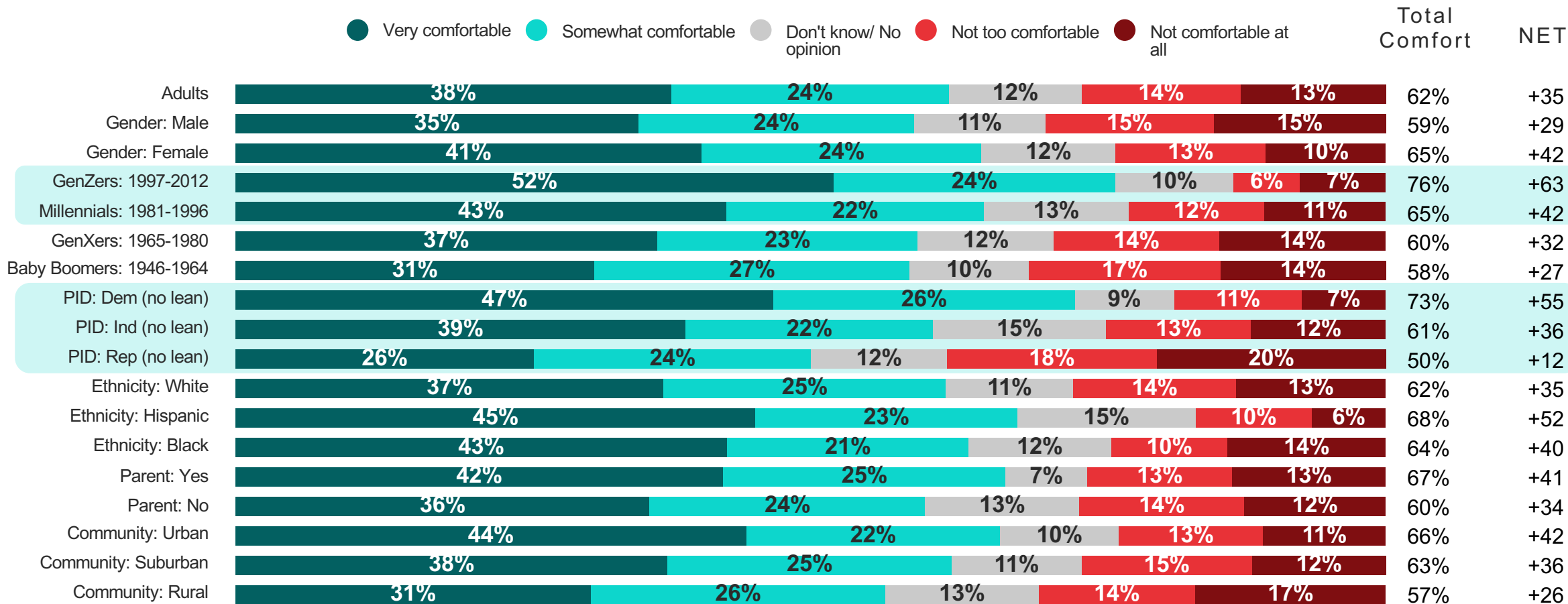


Total Comfort= Very + Somewhat comfortable
 NET= Total Comfort – Total Discomfort

SOGI COMFORTABILITY

A majority of adults across generations are comfortable if their child came out to them as gay, lesbian, or bisexual. High comfortability, nevertheless, continues to be driven by Democrats and younger adults.

How comfortable, if at all, would you be if your child came out to you as gay, lesbian, or bisexual?



Total Comfort= Very + Somewhat comfortable
 NET= Total Comfort – Total Discomfort

How comfortable, if at all, would you be if your child came out to you as gay, lesbian, or bisexual?

76%

Of **Generation Z** express comfortability if their child came out to them as gay, lesbian, or bisexual.

65%

Of **Millennials** express comfortability if their child came out to them as gay, lesbian, or bisexual.

60%

Of **Generation X** express comfortability if their child came out to them as gay, lesbian, or bisexual.

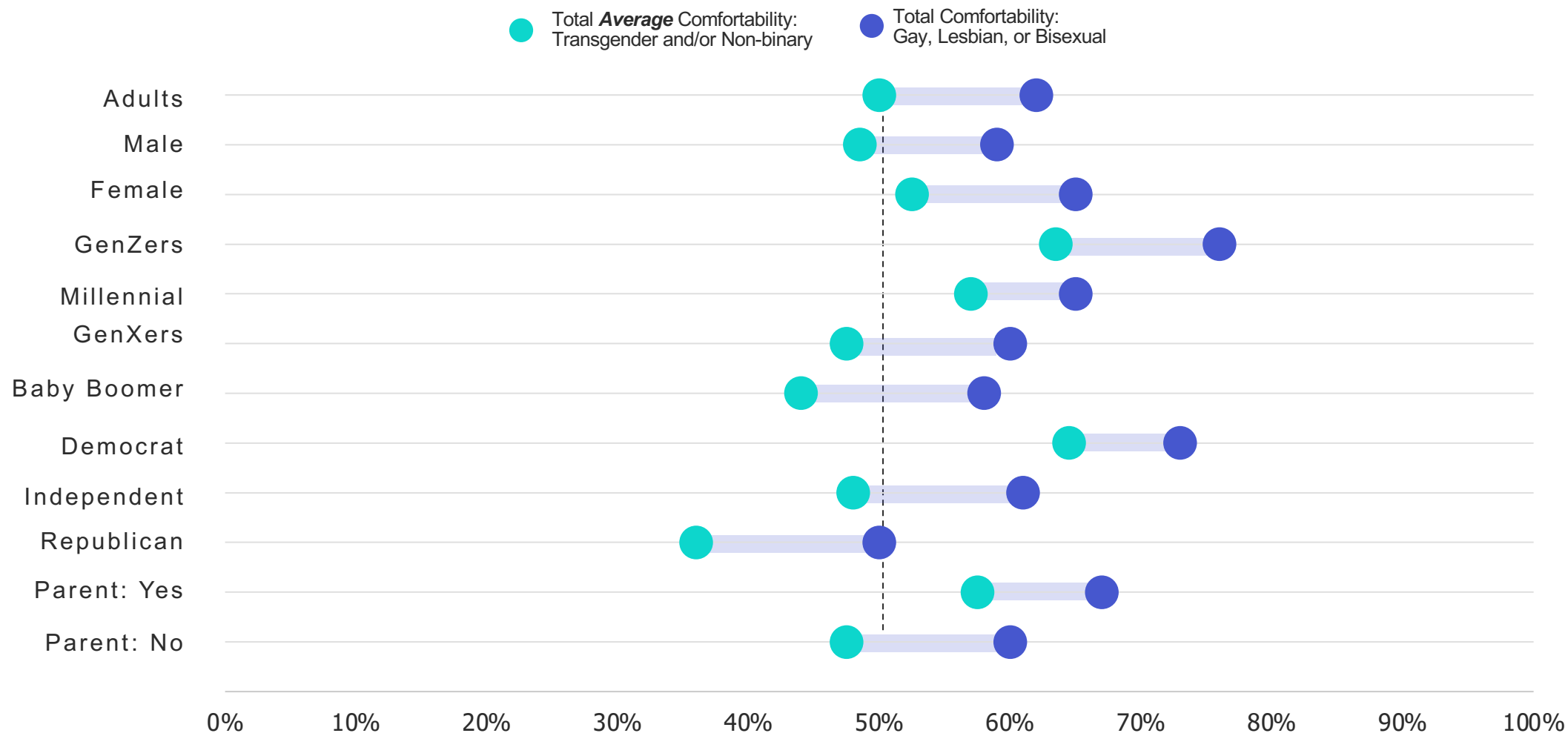
58%

Of **Baby Boomers** express comfortability if their child came out to them as gay, lesbian, or bisexual.

SOGI COMFORTABILITY

Adults across key demographics are dramatically more comfortable if their child came out to them as gay, lesbian, or bisexual than if they came out to them as transgender and/or non-binary. The dichotomous comfortability is widest among older adults and Republicans.

How comfortable, if at all, would you be if your child came out to you as *[gay, lesbian, or bisexual]* *[transgender and/or non-binary]*?





AGENDA

KNOWING SOMEONE WHO IS LGBTQ
SEXUAL ORIENTATION AND GENDER IDENTITY (SOGI)
COMFORTABILITY

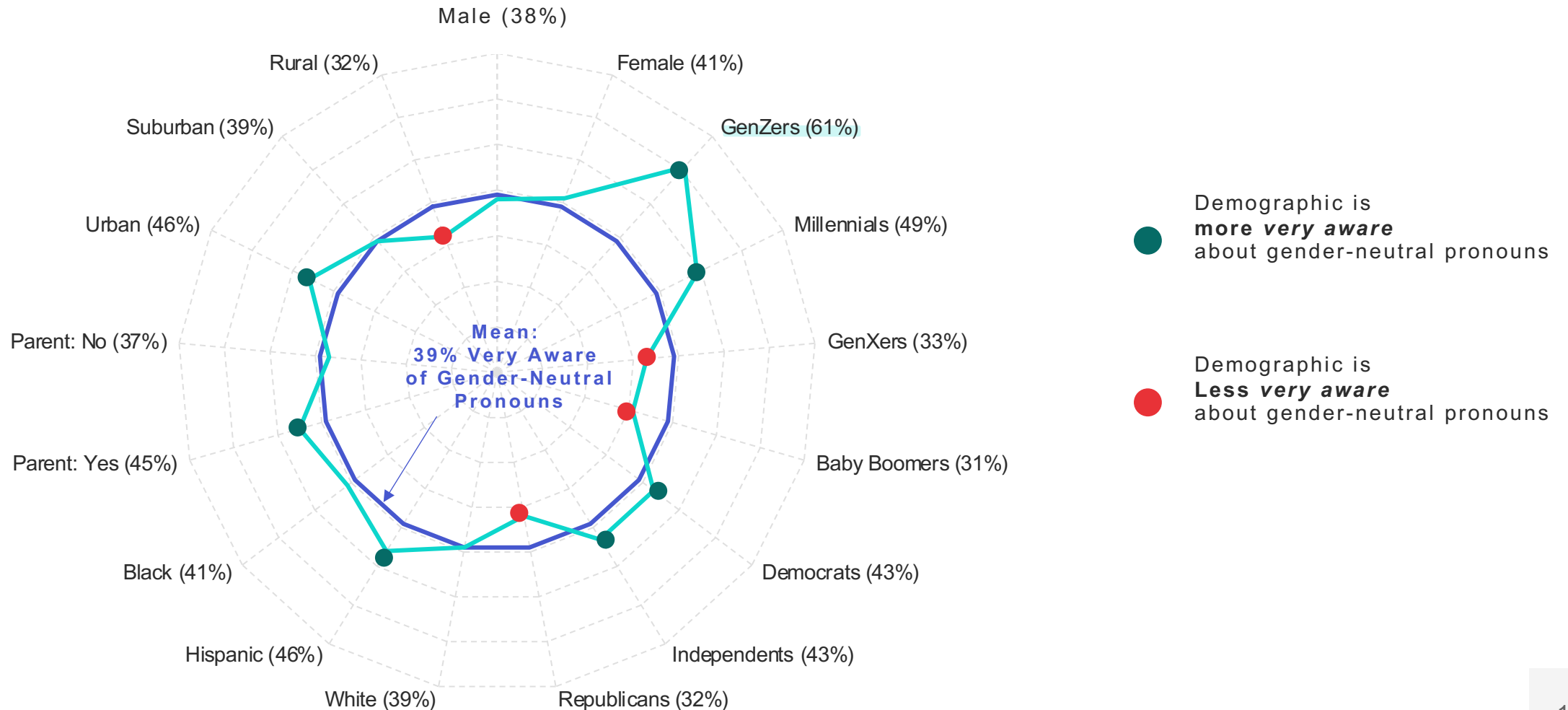
GENDER NEUTRAL PRONOUNS



GENDER-NEUTRAL PRONOUNS

Generation Z is uniquely and dramatically more *very aware* of gender-neutral pronouns to express gender identity than any other demographic group. Republicans, rural adults, and older adults are all significantly less *very aware* of gender-neutral pronouns than on average.

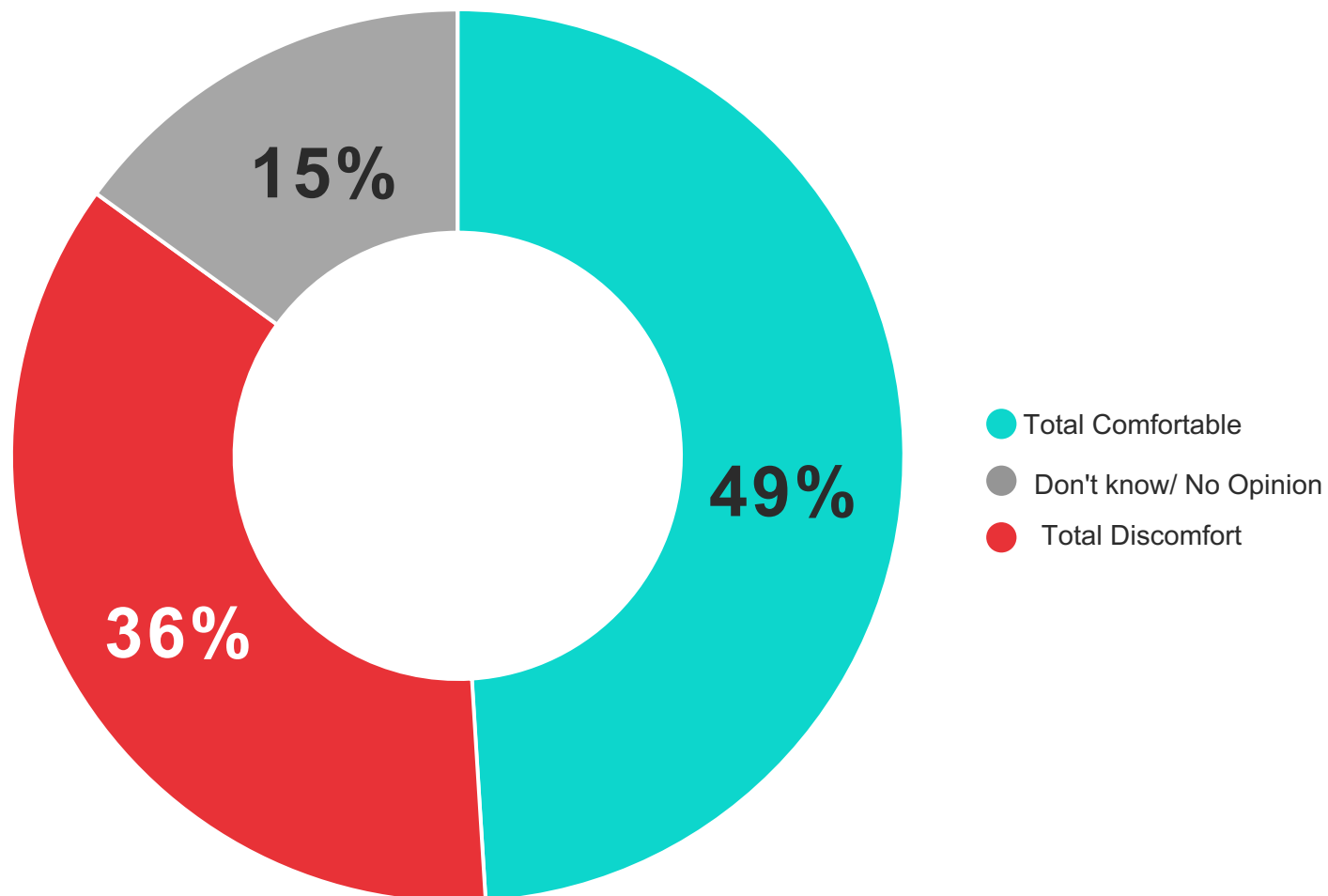
How aware are you, if at all, that some people use gender-neutral pronouns, like they/ them, to express their gender identity rather than traditional male (he/him) or female (she/her) pronouns?



GENDER-NEUTRAL PRONOUNS

Half of adults (49%) would be comfortable if their child started using *they/them* pronouns rather than *he/him* or *she/her* while a third report they would not be comfortable.

How comfortable, if at all, would you be if your child started using they/them pronouns rather than he/him or she/her?

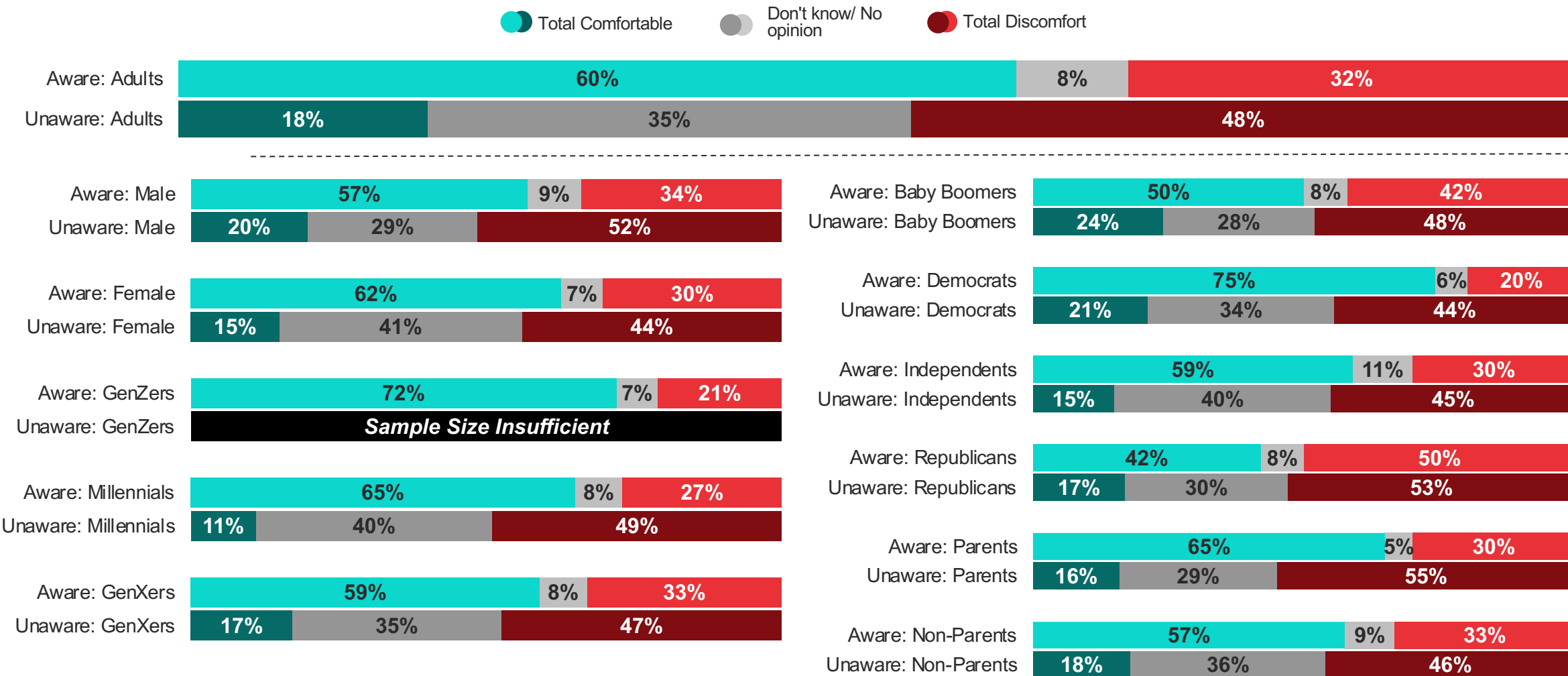


GENDER-NEUTRAL PRONOUNS

Awareness of gender-neutral pronouns drives comfortability around a child using they/them pronouns while unawareness drives discomfort across demographics. Nearly all of Generation Z was aware of *they/them* pronouns.

How comfortable, if at all, would you be if your child started using they/them pronouns rather than he/him or she/her?

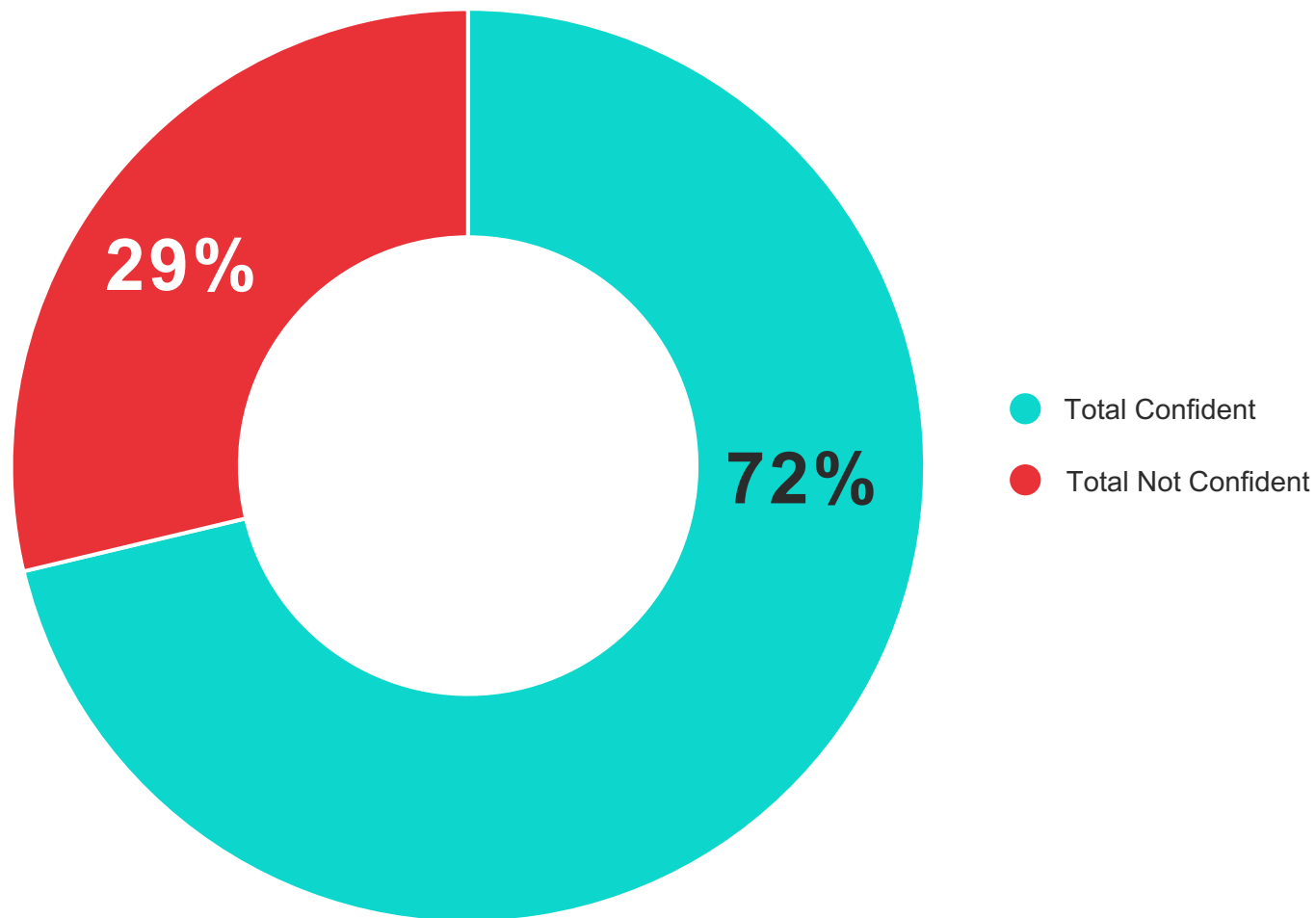
Aware of Gender-Neutral Pronouns vs. Unaware of Gender-Neutral Pronouns



GENDER-NEUTRAL PRONOUNS

Seven in ten adults (72%) are confident they would be able to understand and support their child if their child came out as transgender and/or non-binary.

How confident, if at all, are you that you would be able to understand and support your child if they came out to you as transgender and/or non-binary?



How confident, if at all, are you that you would be able to understand and support your child if they came out to you as transgender and/or non-binary?

81%

Of **Generation Z** are confident that they would be able to understand and support their child if they came out to them as transgender and/or non-binary.

73%

Of **Millennials** are confident that they would be able to understand and support their child if they came out to them as transgender and/or non-binary.

69%

Of **Generation X** are confident that they would be able to understand and support their child if they came out to them as transgender and/or non-binary.

69%

Of **Baby Boomers** are confident that they would be able to understand and support their child if they came out to them as transgender and/or non-binary.

How confident, if at all, are you that you would be able to understand and support your child if they came out to you as transgender and/or non-binary?

81% (D)

Of **Democrats** are confident that they would be able to understand and support their child if they came out to them as transgender and/or non-binary.

72% (I)

Of **independents** are confident that they would be able to understand and support their child if they came out to them as transgender and/or non-binary.

59% (R)

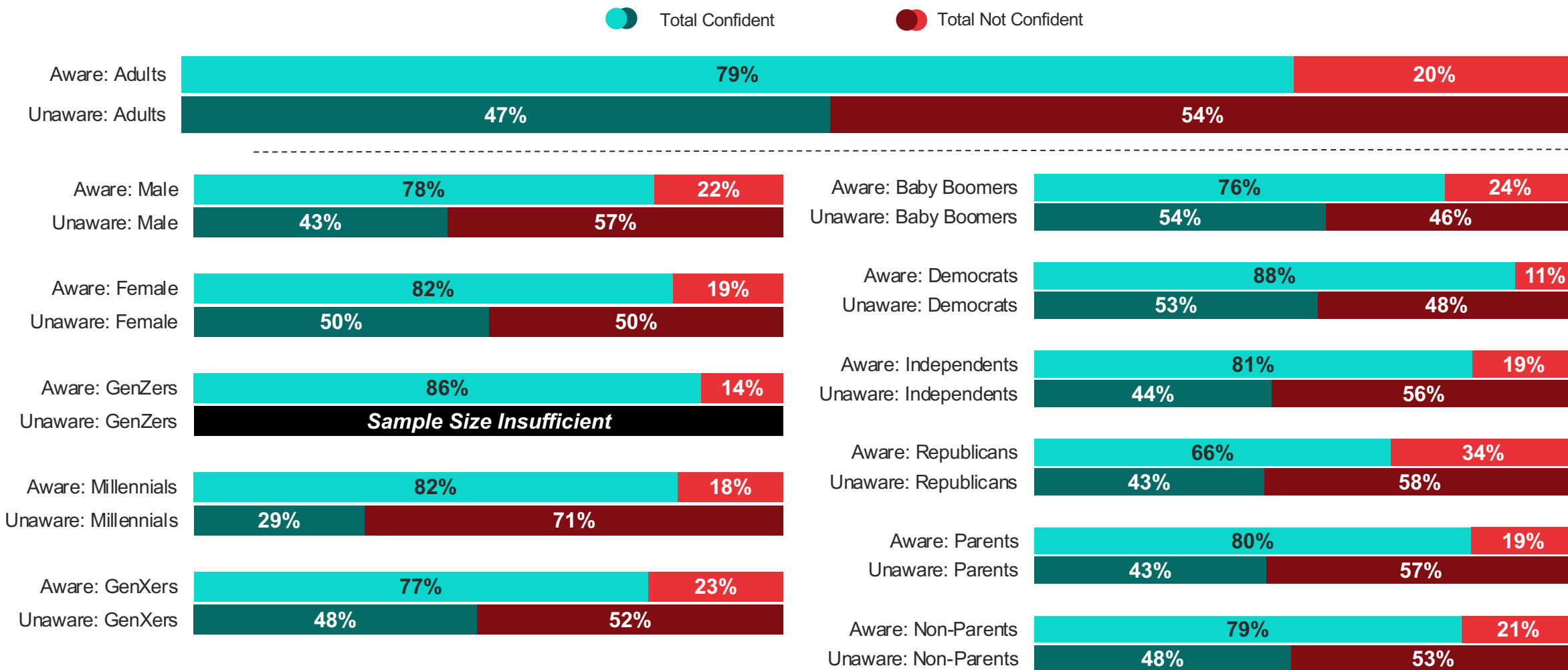
Of **Republicans** are confident that they would be able to understand and support their child if they came out to them as transgender and/or non-binary.

GENDER-NEUTRAL PRONOUNS

Awareness of gender-neutral pronouns also drives how confident adults are in whether they would be able to understand and support their child if they came out as transgender and/or non-binary.

How confident, if at all, are you that you would be able to understand and support your child if they came out to you as transgender and/or non-binary?

Aware of Gender-Neutral Pronouns vs. Unaware of Gender-Neutral Pronouns





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