EXECUTIVE SUMMARY

A Survey of American Acceptance and Attitudes Toward LGBTQ Americans

Conducted by

The Harris Poll
Harris Insights & Analytics, A Stagwell LLC Company
A Significant Decrease in Comfort in Personal Situations

This year’s survey reflects a decline with people’s comfort year-over-year in every LGBTQ situation, losing ground that had been gained during the last four years. Three of the most personal interaction scenarios experienced significant declines with more people reporting discomfort. Learning a family member is LGBTQ* “learning my child’s teacher is LGBTQ” and “learning my doctor is LGBTQ*.

Base: % of Non-LGBTQ Americans “Very” or “Somewhat” Uncomfortable in Situation

<table>
<thead>
<tr>
<th>Having LGBT members at my place of worship</th>
<th>Seeing an LGBT co-worker’s wedding picture</th>
</tr>
</thead>
<tbody>
<tr>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>24%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Learning a family member is LGBT

<table>
<thead>
<tr>
<th>Learning my doctor is LGBT</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
</tr>
<tr>
<td>27%</td>
</tr>
<tr>
<td>27%</td>
</tr>
<tr>
<td>30%</td>
</tr>
</tbody>
</table>

Learning my child placed in a class with an LGBT teacher

<table>
<thead>
<tr>
<th>Learning a same-sex couple holding hands</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
</tr>
<tr>
<td>28%</td>
</tr>
<tr>
<td>28%</td>
</tr>
<tr>
<td>31%</td>
</tr>
</tbody>
</table>

Learning my child has a lesson on LGBTQ history in school

<table>
<thead>
<tr>
<th>Learning my child’s teacher is LGBTQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>34%</td>
</tr>
<tr>
<td>34%</td>
</tr>
<tr>
<td>37%</td>
</tr>
<tr>
<td>37%</td>
</tr>
</tbody>
</table>

A Shift From Allies to Detached Supporters

There has been a significant decline in overall comfort and acceptance of LGBTQ people, as reflected in a meaningful shift from “Allies” to “Detached Supporters.” To better understand how support for the LGBTQ community differs across society, GLAAD has split non-LGBTQ Americans into three segments based on respondents’ comfort levels across the seven specific LGBTQ-related interaction scenarios. GLAAD’s segmentation is defined by the following categories:

- Allies: Non-LGBTQ respondents who were either “very” or “somewhat” comfortable in all situations.
- Detached Supporters: Non-LGBTQ respondents whose comfort level varied across situations.
- Resisters: Non-LGBTQ respondents who were either “very” or “somewhat” uncomfortable in all situations.

Segmentation definition has been consistent each year, but this year the proportion of non-LGBTQ Americans who were either “very” or “somewhat” comfortable in all situations has abruptly declined, sliding backwards four percentage points.

Base: % of Non-LGBTQ Americans In Each Segment

<table>
<thead>
<tr>
<th>Allies</th>
<th>Detached Supporters</th>
<th>Resisters</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>53%</td>
<td>4%</td>
</tr>
<tr>
<td>51%</td>
<td>53%</td>
<td>4%</td>
</tr>
<tr>
<td>51%</td>
<td>53%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Significant Increase in LGBTQ People Reporting Discrimination

Consistent with this reported erosion in comfort and acceptance among non-LGBTQ Americans, there was a significant increase year-over-year in the percent of LGBTQ community members who reported having experienced discrimination based on gender identity or sexual orientation. It jumped to 55% reporting discrimination, which is eleven percentage points higher than last year.

Base: % of LGBTQ Americans Reporting Discrimination

<table>
<thead>
<tr>
<th>Sexual orientation or gender identity</th>
<th>Race / ethnicity</th>
<th>Age</th>
<th>Religious beliefs</th>
<th>Disability</th>
<th>Other area</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>34%</td>
<td>32%</td>
<td>17%</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>30%</td>
<td>37%</td>
<td></td>
<td>16%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Support For Equal Rights is Stable

Supporting equal rights for LGBTQ people remains stable and strong with non-LGBTQ adults. In spite of the erosion in comfortability, the majority of non-LGBTQ Americans (79%) support equal rights for the LGBTQ community.

This far reaching commitment and stability year-over-year for supporting equality from a wide majority of non-LGBTQ Americans should be an inspiration to the rest of the nation’s leaders to continue to endorse equality against LGBTQ people and as a platform for rekindling comfortability and acceptance.

Base: % of Non-LGBTQ Americans “Strongly” or “Somewhat” Agree

<table>
<thead>
<tr>
<th>2014</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>79%</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>79%</td>
<td>79%</td>
<td>79%</td>
</tr>
</tbody>
</table>

Four years ago, GLAAD commissioned The Harris Poll to launch a first-of-its-kind index to measure American attitudes toward lesbian, gay, bisexual, transgender, and queer (LGBTQ) people and issues. Each year, the Accelerating Acceptance Index has tracked comfortability and positive momentum. Year over year, Americans said they were more comfortable with LGBTQ people and more supportive of LGBTQ issues. These results paralleled historic steps in LGBTQ visibility in our culture as well as the passage of marriage equality nationwide and other pro-LGBTQ legal wins. This year, the acceptance pendulum abruptly stopped and swung in the opposite direction. More non-LGBTQ adults responded that they were “very” or “somewhat” uncomfortable around LGBTQ people in select scenarios. The decline is paired with a significant increase in LGBTQ people reporting discrimination because of sexual orientation or gender identity.

This change can be seen as a dangerous repercussion in the tenor of discourse and experience over the last year. 2017 brought heightened rhetoric toward marginalized communities to the forefront of American culture. Policies and headlines non that were anti-LGBTQ including the President’s proposed ban on transgender people entering the U.S. military, confirmation at a Supreme Court justice opposed to marriage equality, and the passage of a state law in Mississippi which allows businesses to legally deny service to LGBTQ families.

LGBTQ people fell victims to violence in Chechnya, Egypt, Indonesia, and the U.S. families. LGBTQ people fell victims to violence and discrimination against LGBTQ people and more supportive of LGBTQ issues. Our stories have prioritizes and invested in. Our stories have experience over the last year. 2017 brought heightened rhetoric toward marginalized communities to the forefront of American culture. Policies and headlines non that were anti-LGBTQ including the President’s proposed ban on transgender people entering the U.S. military, confirmation at a Supreme Court justice opposed to marriage equality, and the passage of a state law in Mississippi which allows businesses to legally deny service to LGBTQ families. LGBTQ people fell victims to violence in Chechnya, Egypt, Indonesia, and the U.S. families. LGBTQ people fell victims to violence and discrimination against LGBTQ people.

In each segment, the reported discrimination percentage points.

- Allies: Non-LGBTQ respondents who were either “very” or “somewhat” comfortable in all situations.
- Detached Supporters: Non-LGBTQ respondents whose comfort level varied across situations.
- Resisters: Non-LGBTQ respondents who were either “very” or “somewhat” uncomfortable in all situations.

Segmentation definition has been consistent each year, but this year the proportion of non-LGBTQ Americans who were either “very” or “somewhat” comfortable in all situations has abruptly declined, sliding backwards four percentage points.

Base: % of Non-LGBTQ Americans In Each Segment

<table>
<thead>
<tr>
<th>Allies</th>
<th>Detached Supporters</th>
<th>Resisters</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>53%</td>
<td>4%</td>
</tr>
<tr>
<td>51%</td>
<td>53%</td>
<td>4%</td>
</tr>
<tr>
<td>51%</td>
<td>53%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Supporting equal rights for LGBTQ people remains stable and strong with non-LGBTQ adults. In spite of the erosion in comfortability, the majority of non-LGBTQ Americans (79%) support equal rights for the LGBTQ community.

This far reaching commitment and stability year-over-year for supporting equality from a wide majority of non-LGBTQ Americans should be an inspiration to the rest of the nation’s leaders to continue to endorse equality against LGBTQ people and as a platform for rekindling comfortability and acceptance.

Base: % of Non-LGBTQ Americans “Strongly” or “Somewhat” Agree

<table>
<thead>
<tr>
<th>2014</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>79%</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>79%</td>
<td>79%</td>
<td>79%</td>
</tr>
</tbody>
</table>
“Forward progress ebbs and flows in every social justice movement. Progress for marginalized communities is a pendulum that swings in both directions, and, when well-supported, ultimately lands on freedom.”

SARAH KATE ELLIS
PRESIDENT & CEO, GLAAD