



A snapshot from MRI-Simmons'
2025 LGBTQ and Gender Identity Study
Annual Report:

The State of LGBTQ+ Acceptance in America

Insights for Inclusive Marketing

LGBTQ & Gender Identity Study Summary

The MRI-Simmons LGBTQ & Gender Identity Study explores Americans' attitudes and issues around sexual orientation, sexuality, gender identity, and brands and businesses that take a stand, along with content featuring these topics and the people who live them. Deeper analysis of opinions is compiled alongside the extensive set of MRI-Simmons data.

Did you know?

- Over half of American adults are **somewhat or very supportive** of the LGBTQ community, and over half support transgender people specifically.
- 20% of adults consider themselves an “ally” or “**activist** working to make change.”
- Most adults support **LGBTQ-related causes**, with 2 in 3 supporting HIV education.
- Over half of adults think live theater, the movies, and the mall are **safe spaces for LGBTQ Americans**, while nearly 3 in 10 think religious services are not safe.
- More than half of adults (56%) think their **own personal freedom** is more **at risk** today than last year.
- 53% of adults **support gender diversity**, though 49% are uncomfortable with it.
- 2 in 5 adults like seeing **LGBTQ characters in their video content** and think it's important for brands to **show LGBTQ people in advertising**.
- 50% of adults think most **brands should be supporting** the LGBTQ community today.

METHODOLOGY

5,011 nationally representative completes among adults age 18+



Final data fused to 2024 Fall Doublebase USA for deeper profiling across media and purchase data



Additional details available upon request

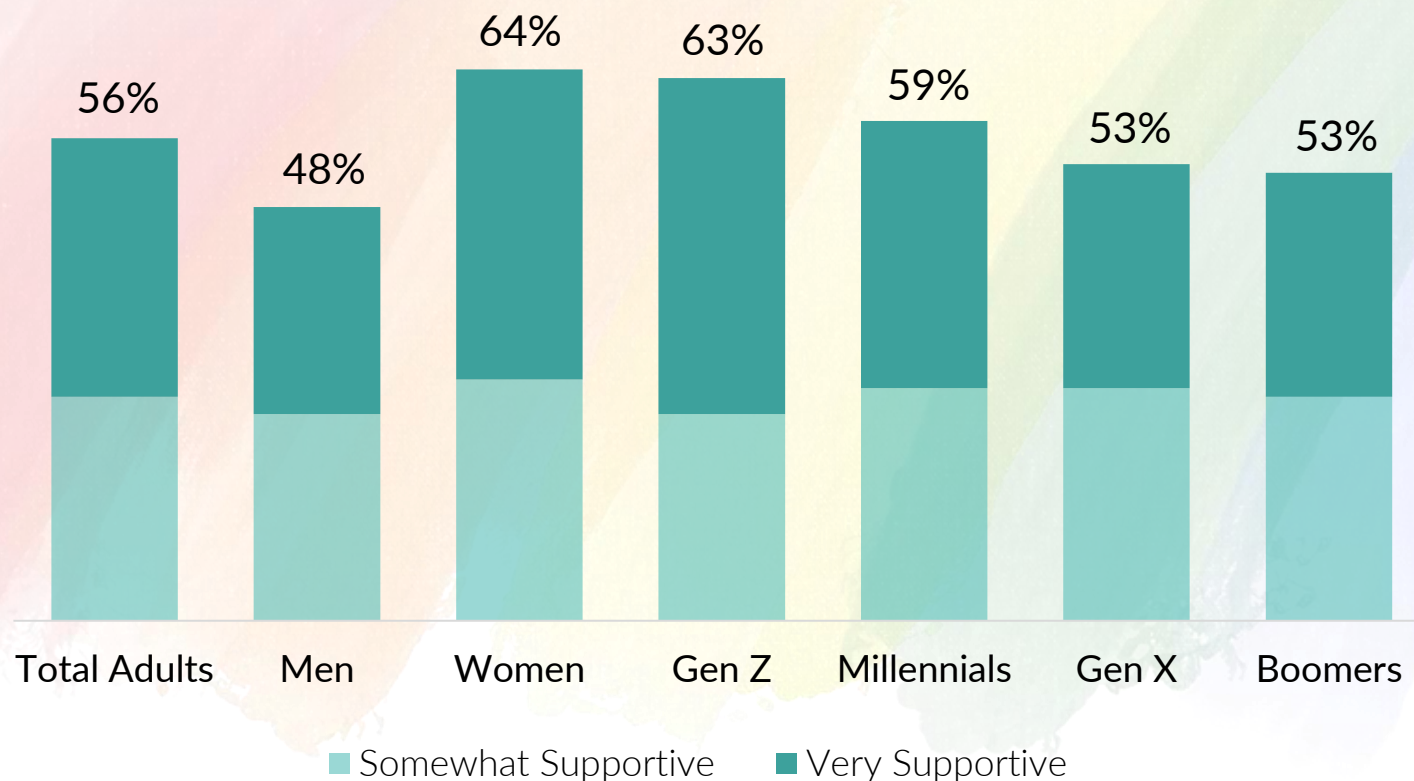
Data collected online
March 17 to March 31, 2025



Over half of adults support the LGBTQ community

56% of American adults are either somewhat or very supportive of the LGBTQ community, down from 63% last year. Women (Index 114) and Generation Z (Index 112) show the highest levels of support.

Level of Support for the LGBTQ Community



There are no significant differences in support across races & ethnicities

Democrats are 27% more likely to be "very supportive" of the LGBTQ community (38%, 127)

59% of adults personally know someone who identifies as LGBTQ, while only 6% report being a part of the community

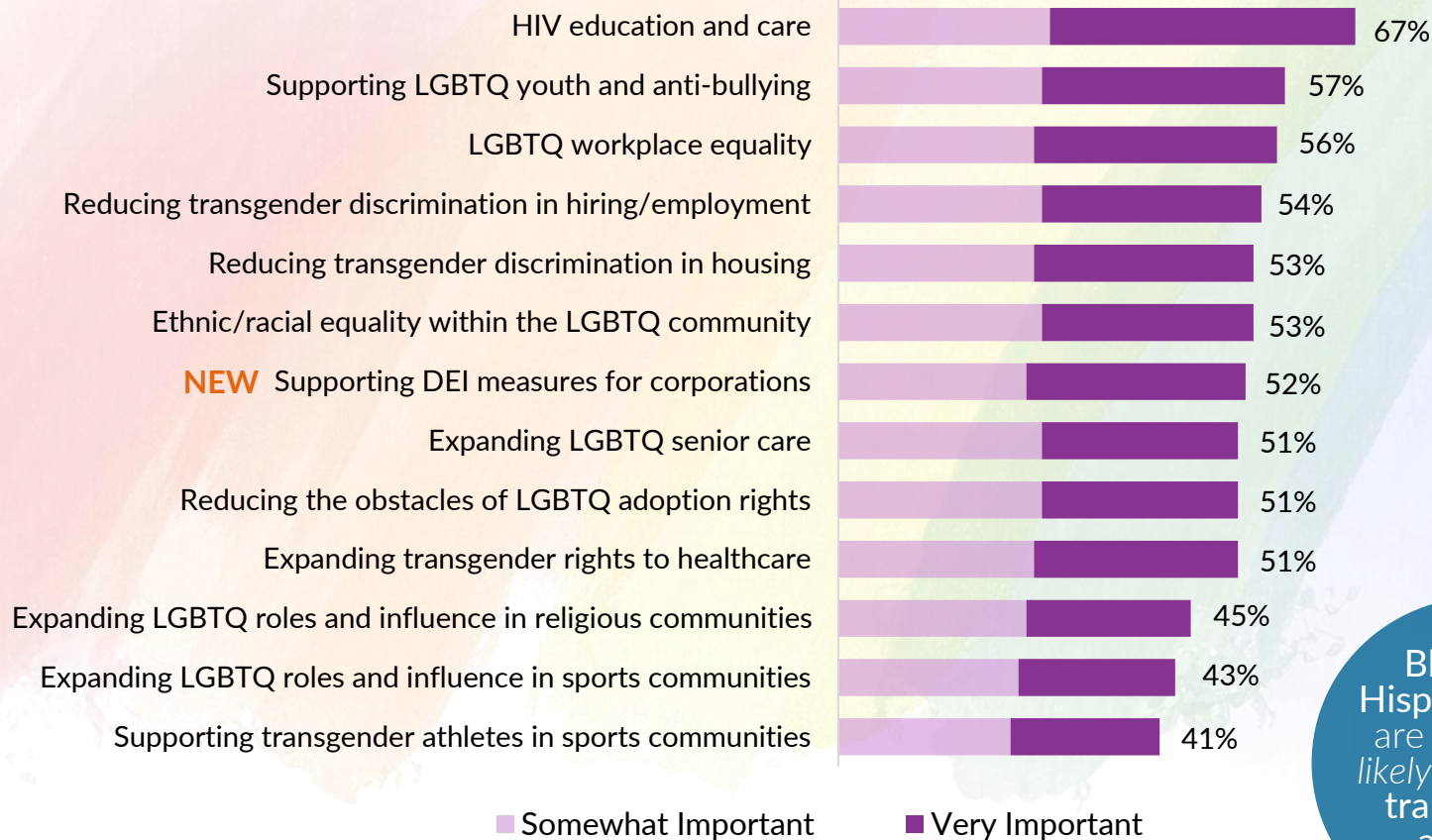
51% of adults are somewhat or very supportive of transgender people

Source: MRI-Simmons 2025 June LGBTQ and Gender Identity Study (F24 DB USA)
Base: Total adults 18+; Trends compared to 2024 June LGBTQ and Gender Identity Study (F23 DB USA); Indexed to total adults 18+.
Q: Which of the following best describes your support for the LGBTQ community? Do you personally know anyone who is LGBTQ, such as a friend, family member, coworker, etc.?
Which of the following best describes your support for transgender people?

Most adults support LGBTQ health and anti-bullying

More than half of American adults support LGBTQ-related causes, like HIV education, anti-bullying, and workplace equality. Support drops for LGBTQ roles in religious or sports communities.

Importance of LGBTQ Causes



LGBTQ political and public issues are supported by nearly half of adults

NEW Recognition and protection of LGBTQ individuals at a federal level (52%)

Stopping anti-LGBTQ “religious exemption” legislation (49%)

Protecting LGBTQ immigrants (49%)

International LGBTQ rights (49%)

NEW Supporting LGBTQ in the military (48%)

Supporting LGBTQ political candidates (47%)

Supporting laws that assist the transition of transgender youth (44%)

Black and Hispanic adults are 19% more likely to support transgender athletes (49%, 119)

Source: MRI-Simmons 2025 June LGBTQ and Gender Identity Study (F24 DB USA)
 Base: Total adults 18+; Indexed to total adults 18+.
 Q: How important are each of the following LGBTQ causes to you?

2 in 5 adults like seeing LGBTQ characters in their video content

Younger adults are more likely to show interest in seeing gender fluid characters, though over 1 in 3 Boomers think it's important for brands to represent LGBTQ people in their advertising. LGBTQ supporters are more likely to stream on Max, Hulu, and Apple TV+ than the average adult.



Over Indexing Streaming Services for Adults who are "Very supportive" of LGBTQ

max
(32%, 115)

hulu
(44%, 111)

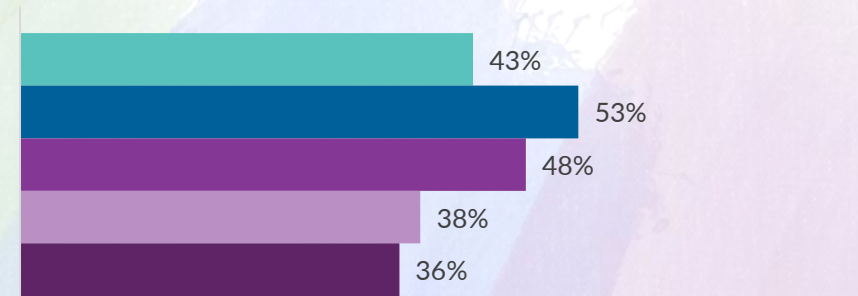
apple tv+
(16%, 111)

DISNEY+
(38%, 108)

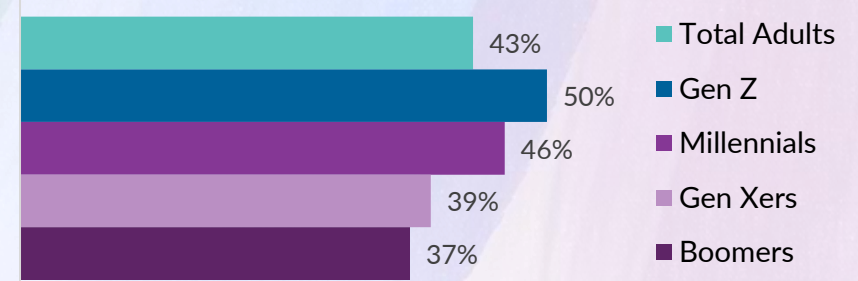
NETFLIX
(69%, 106)

peacock
(29%, 105)

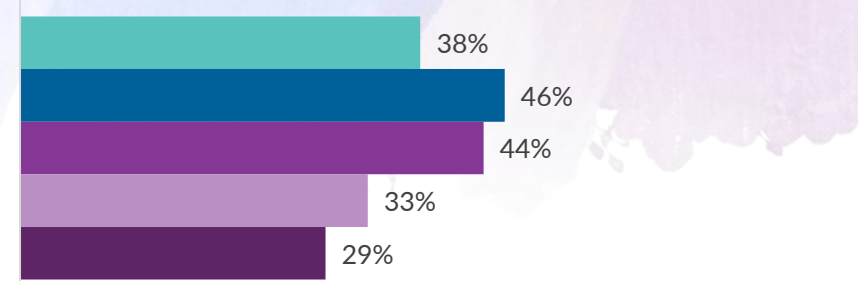
I like when TV shows or movies show transgender, gender fluid, or non-binary characters



It's important for brands to use LGBTQ people in their advertising



It is important that the content I watch includes characters that represent the LGBTQ community



Source: MRI-Simmons 2025 June LGBTQ and Gender Identity Study (F24 DB USA); 2024 Fall MRI-Simmons Doublebase.

Base: Total adults 18+; Indexed to total adults 18+.

Q: How much do you agree or disagree with each of the following statements?; Which of the following best describes your support for the LGBTQ community?; Streaming services watched past 30 days.

Brands should support LGBTQ all year

While 50% of adults think most brands should support the LGBTQ community, 2 in 5 believe in providing a religious exception to companies so they can opt out of serving them. Adults who are “very supportive” of LGBTQ are 76% more likely than the average adult to buy from a brand that supports LGBTQ.

Brand Attitudes	Total Adults	Very Supportive of LGBTQ (30%, 77M adults)
More than half of adults think brands should support LGBTQ year-round		
I don't mind when brands promote items specific to the LGBTQ community	55%	83% (151)
Companies/brands should support the LGBTQ community all year , not just during gay pride month	51%	83% (161)
Today, I think most companies/brands should support the LGBTQ community	50% ↓ 5 pts YoY	82% (165)
I am more likely to purchase a product or service from a company/brand that supports the LGBTQ community	41%	73% (176)
I ask friends & family not to buy a product if the brand/company is not LGBTQ-friendly	29%	43% (151)
More than half of adults think companies should be able to opt out of serving LGBTQ		
Companies or organizations should be able to opt out of serving the LGBTQ community if they don't want to	52%	44% (85)
I believe in providing a religious exemption so that companies/organizations can opt out of serving the LGBTQ community	44%	39% (88)
I am turned off by a company that supports the LGBTQ community or causes	39%	28% (71)

Gen Z are 38% more likely ask others to **not buy from brands** that are non-LGBTQ friendly (39%, 138)

Asian Americans are 23% more likely to **buy from a brand** that supports LGBTQ (51%, 123)

Source: MRI-Simmons 2025 June LGBTQ and Gender Identity Study (F24 DB USA)
 Base: Total adults 18+; Trends compared to 2024 June LGBTQ and Gender Identity Study (F23 DB USA); Indexed to total adults 18+.
 Q: How much do you agree or disagree with each of the following statements?

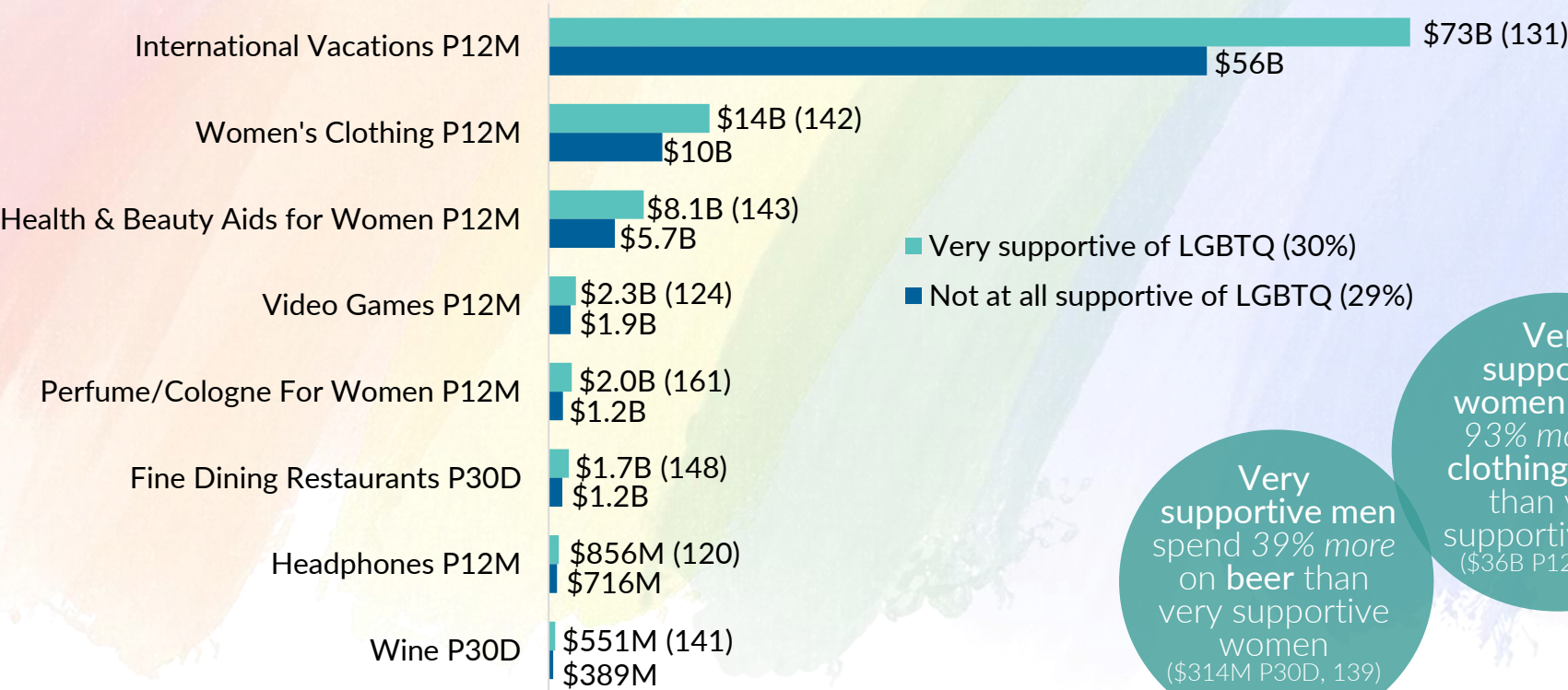


LGBTQ supporters **outspend** in some categories



American adults who are “very supportive” of the LGBTQ community (30%) spend more than non-supporters (29%) in several key categories. Strong supporters spend 61% more on fragrance, 48% more on fine dining restaurants, and 43% more on health and beauty aids. Notably, supporters spent over \$73 billion on international travel in the past year, compared to non-supporters spending \$56 billion.

Total Expenditure per Product Category



Very supportive men spend 39% more on beer than very supportive women (\$314M P30D, 139)

Very supportive women spend 93% more on clothing/shoes than very supportive men (\$36B P12M, 193)



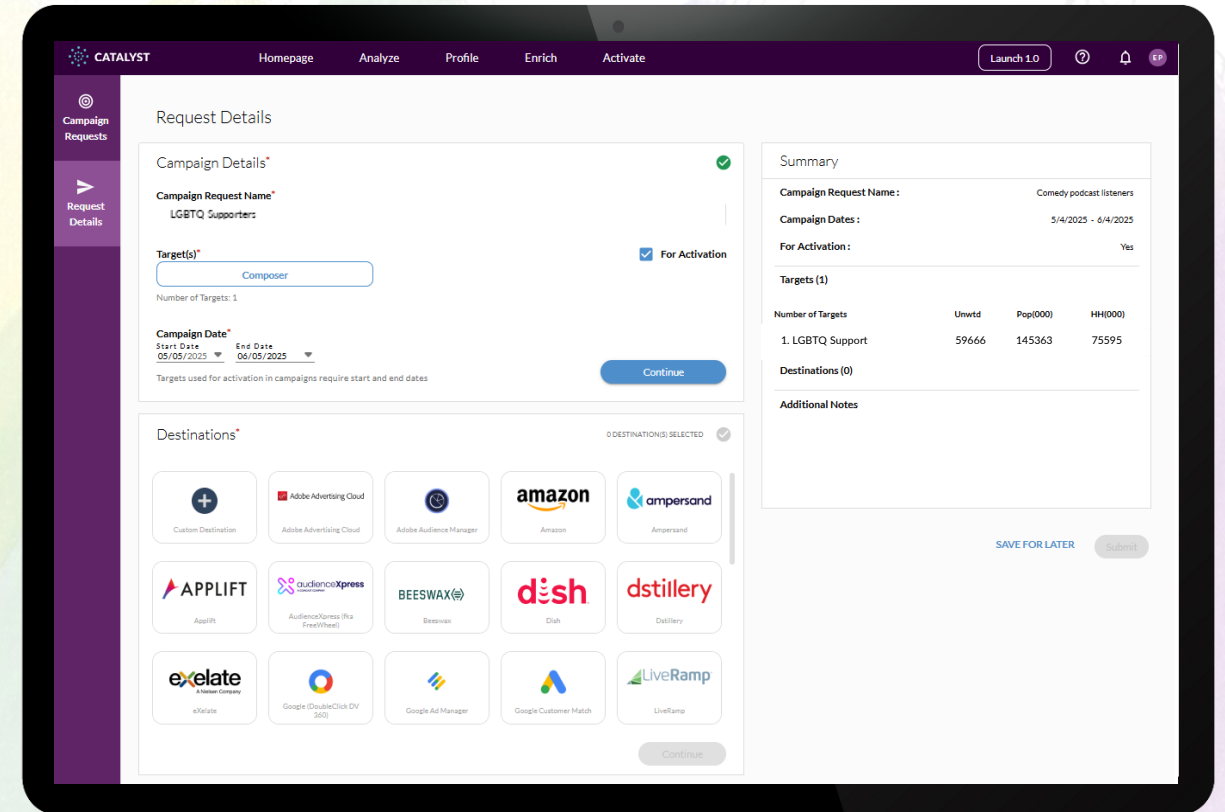
Source: MRI-Simmons 2025 June LGBTQ and Gender Identity Study (F24 DB USA); 2024 Fall MRI-Simmons Doublebase.
 Base: Very supportive or Not at all supportive of the LGBTQ community. Ranked by total amount spent with index at or over 120. Indexed to Not at all supportive of the LGBTQ community.
 Q: Global Definitions: Expenditures-Total amount spent.

Activate LGBTQ supporters and any other audience with ACT

Leverage your MRI-Simmons target for audience-based campaigns that go beyond data-driven linear into addressable and digital media channels.

To reach **LGBTQ supporters, activists, Americans with a personal connection to someone who is gender diverse, Americans against LGBTQ topics**, or any of the segments revealed in this report, simply:

- 🎯 Create a target using MRI-Simmons data
- 🎯 Send it to any DMP, DSP, or addressable media
- 🎯 Use for activation or analytics



What's Included in the LGBTQ and GI Study

LGBTQ Support

- Level of support for the LGBTQ community (*very, somewhat, not very, not at all*)
- Level of support for transgender people (*very, somewhat, not very, not at all*)
- Detailed level of support (*ally, activist, don't care, against it, etc.*)
- Reasons why not supportive of the LGBTQ community
- Personally know anyone who identifies as LGBTQ
- Importance of LGBTQ-related causes (*e.g., HIV education, anti-bullying, reducing discrimination in hiring/housing, expanding roles in religious/sports communities, etc.*)
- How safe public places are for LGBTQ people
- General attitudes on LGBTQ topics
- Attitudes on how brands and media should respond and engage with LGBTQ causes

Gender Diversity Support

- Level of support for gender diversity (*very, somewhat, not very, not at all*)
- Detailed level of support (*ally, activist, don't care, against it, etc.*)
- Personally know anyone who has a diverse gender identity
- Attitudes on gender, gender diversity, defining pronouns, gender-affirming healthcare, etc.

The **MRI-Simmons LGBTQ and Gender Identity Study** explores Americans' attitudes and issues around sexual orientation, gender, gender identity, brands and businesses that take a stand, and content featuring these topics and the people who live them.

To **learn more** about the LGBTQ and GI Study or submit ideas for the next wave, email us at info.ms@mrissimmons.com.