



Accelerating Acceptance 2020

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. In this critical election year, and at a time when political and cultural division is particularly heightened, the 2020 Accelerating Acceptance study takes a deeper look at Americans' understanding of the current landscape of LGBTQ rights and protections on a federal level in America.

The findings from this year's Accelerating Acceptance study highlight a dangerous reality: a significant majority of Americans, even within our own community, are not aware that LGBTQ people are not federally protected from discrimination in many areas of life. Whether it be protections for LGBTQ people from discrimination in housing and public accommodations, or the right of physically qualified transgender people to serve in the U.S. military, most Americans believe that LGBTQ people are treated equally under the law. And this couldn't be further from the truth.

Although we have witnessed landmark Supreme Court decisions for marriage equality and the expansion of non-discrimination employment protections within the past few years, the reality is that discrimination against LGBTQ people is still incredibly prevalent. In some states, there is an ongoing lack of protections for LGBTQ people in housing, health care, education, and public accommodations, as well as gaps in protections for employees of smaller businesses and religious institutions. Overall, 27 states have no non-discrimination protections for LGBTQ Americans. And in the last four years, we have witnessed nothing but attacks from the Trump administration on the lives and rights of LGBTQ people, ultimately putting the most marginalized in our community at greater risk.

Although the findings from this year's study demonstrate a clear lack of understanding and awareness about the state of LGBTQ equality in America, these results are sadly unsurprising, as LGBTQ lives and the issues facing our community continue to be largely left out of the national conversation, especially during the 2020 election cycle when so much is at stake for LGBTQ people.

What does offer hope from this year's findings is that an overwhelming majority of Americans expressed that they believe federal law should protect LGBTQ people from discrimination in areas of life in which they are currently not protected. During one of the most consequential elections of our lifetime, it has never been more important to elect pro-equality candidates who will pass comprehensive legislation like the Equality Act and remove discriminatory measures imposed on LGBTQ people, like the transgender military ban.

In a time of deep cultural and political division, we have a responsibility to change the narrative, one that far too often ignores the lived realities of LGBTQ people. That's why GLAAD has been hard at work with its 100 Days of Action campaign, with the goal of educating LGBTQ people about what's at stake during the 2020 election and ensuring a record LGBTQ turnout at the polls in November. Although the findings from this year's Accelerating Acceptance study demonstrate that there is still so much work left to do, it is also crystal clear how critical GLAAD's role remains in the ongoing fight for full LGBTQ equality and acceptance.

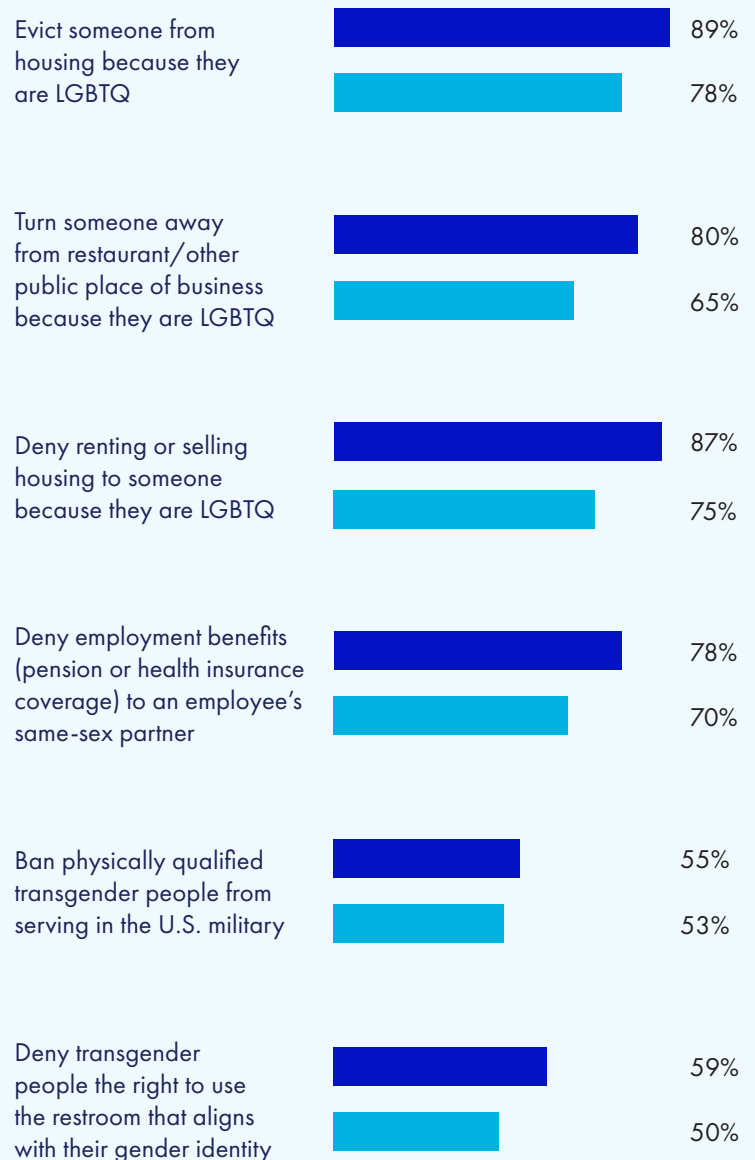
Sarah Kate Ellis
President & CEO, GLAAD

1

Most Americans believe that LGBTQ people have federal protections in areas of life in which they do not

The majority of both LGBTQ and non-LGBTQ Americans believe that it is illegal to deny or evict LGBTQ people from housing, turn a LGBTQ person away from a restaurant/other public place of business, deny employment benefits to the same-sex partner of an employee, and ban physically qualified transgender people from serving in the military.

% of Americans who feel the situation is currently illegal under federal law in the U.S.



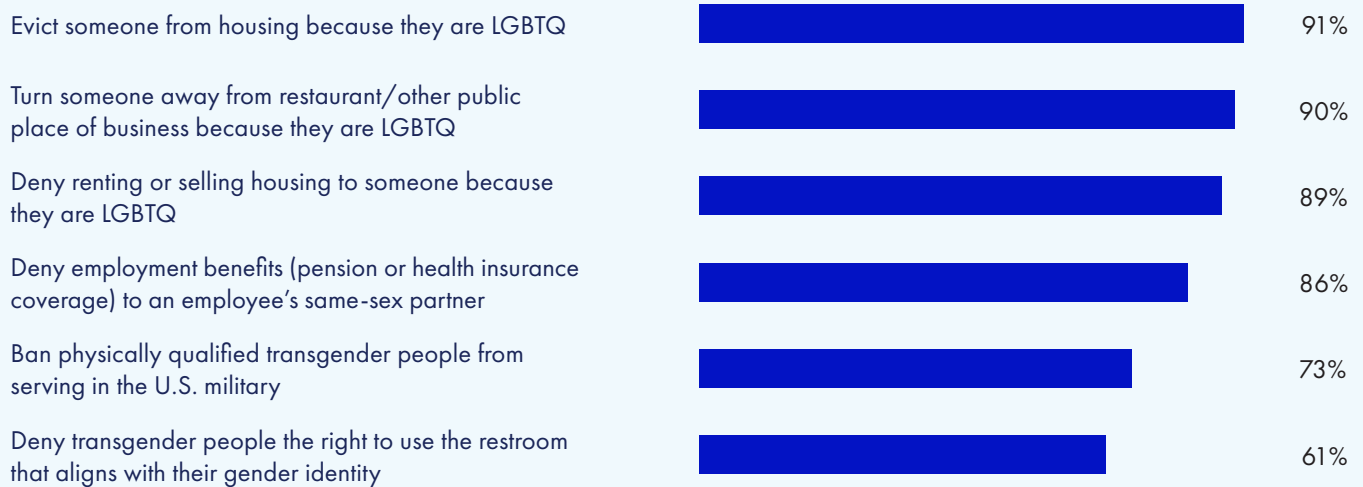
■ Non-LGBTQ ■ LGBTQ

2

The majority of non-LGBTQ Americans believe that these discriminatory situations should be illegal

Despite the lack of awareness about federal protections for LGBTQ people, a significant majority of non-LGBTQ people believe that it should be illegal to deny or evict LGBTQ people from housing, turn a LGBTQ person away from a restaurant/other public place of business, deny employment benefits to the same-sex partner of an employee, ban physically qualified transgender people from serving in the military, and deny transgender people the right to use the restroom that aligns with their gender identity.

% of non-LGBTQ Americans who believe the situation should be illegal under federal law in U.S.



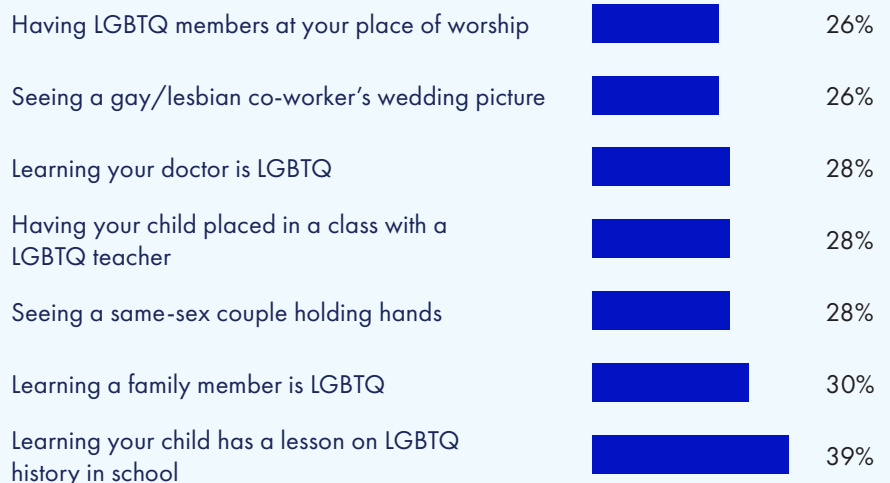
3

Non-LGBTQ Americans are most uncomfortable with their child having a lesson about LGBTQ history in school

This year, GLAAD included the letter 'Q,' which stands for queer, to questions about comfortability with and understanding of 'LGBTQ' people.

Among seven different personal scenarios, non-LGBTQ people report being most comfortable having LGBTQ members at their place of worship or 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.

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



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SARAH KATE ELLIS

PRESIDENT & CEO, GLAAD

The Accelerating Acceptance Study was conducted online between November and December 2019, among a national sample of 2,506 U.S. adults, age 18 or over using sample sourced by Cint (a leading sample supplier and aggregator, with access to over 100 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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