

**KANTAR**

**DIVA**



# The DIVA Survey-

Breaking through the cement ceiling

LGBTQIA+ women and non-binary  
people's insights 2023

**April 2023**

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# Introduction from Kantar

At Kantar, we shape the brands of tomorrow by better understanding people everywhere. As one of the world's leading market research agencies we are passionately committed to ensuring we better reflect the diverse world we serve in more meaningful, sustainable, inclusive ways.

Inclusion & Diversity is the beating heart of Kantar. It's in the work we do, and in the way we interact with one another. We know that through accepting and appreciating the diversity of our individual experiences, we can continue to lead the pack when it comes to data, insights, and consulting. It's also how we get the best out of our people, and how we know that identity matters – especially in a world that has changed so dramatically in such a short amount of time.

When individuals feel seen and heard, they are more likely to feel comfortable and included. This also applies to the LGBTQ+ community. Which is why we are so honoured to be partnering with DIVA and Stonewall again this year to celebrate Lesbian Visibility Week and ensure this study takes a significant step towards providing even richer insight on representation and inclusivity by being broadened out to focus on the US in addition to the UK.

This work joins Kantar's established and expanding portfolio of inclusivity-driven focuses, including: our commitment to the Valuable 500, and the work our 6 internal Employee Resource Groups (ERGs) do to create a greater sense of belonging in Kantar and society - including our global Pride at Kantar ERG, which provides a safe community at work for all our LGBTQ+ employees across the globe. We have also drawn from our well-established Kantar Global Monitor and Kantar Inclusion Index data to give broader context to our findings.

At Kantar, our Inclusion & Diversity strategy considers intersectionality, acknowledging that individuals facing multiple marginalisations experience added barriers and discrimination. We have utilised our capabilities and expertise to understand the different challenges for LGBTQ+ women and non-binary people - providing a platform for people's voices to be listened to and generating powerful data and insights. This report's findings reinforce our determination to enhance our policies and processes and endorse Stonewall and DIVA's efforts towards a more equitable world for LGBTQ+ individuals.

This report includes views and opinions from LGBTQIA+ women and non-binary people. We will refer to our respondents as LGBTQ+ throughout. Full sample detailed on page 8.



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# Introduction from DIVA

For almost 30 years and over 300 issues, DIVA has been shining a spotlight on our community.

Our monthly glossy magazine was first published in 1994. Its mission? To put lesbians centre stage. Fed up with feeling erased, ignored and discriminated against, we created the representation we desperately needed to see. Over time we have strived to become ever more inclusive and intersectional, providing not just lesbian visibility, but also visibility for bisexual, trans, queer, intersex, asexual and non-binary people.

It's true that we have far more LGBTQIA visibility in 2023 than we did in the 1990s. Since then, we have seen many wins, both politically and socially. Much of this progress has been because of the tireless work of brilliant organisations like Stonewall, who we are proud to partner with, alongside Kantar. But even today, all too often our specific needs and perspectives are left out of the mainstream conversation. That's why this research is so important in revealing what it's really like being an LGBTQIA

woman or non-binary person right now. Covering everything from identity and relationships to family, work and safety, this is vital, illuminating information.

As you will read, while there are reasons to be hopeful for the future, significant challenges remain and there is urgent work that must be done. Rest assured; DIVA is committed to doing that work. I founded Lesbian Visibility Week and am delighted to use DIVA to influence positive changes for LGBTQIA women and non-binary people.

Thank you to everyone who took part in this survey and shared your experiences. Your contributions will help us set our editorial agenda, campaign for change and continue to shine a much-needed spotlight on our wonderful, diverse community.

**Linda Riley**  
Publisher  
DIVA Magazine



# Introduction from Stonewall

In 2023, LGBTQ+ people are visible in all areas of society, more than ever before. Yet the specific experiences and needs of LGBTQ+ women and non-binary people are often ignored or erased from data.

That's why Stonewall is proud to partner with DIVA and Kantar on this new research into the lives and experiences of LGBTQ+ women and non-binary people, bringing issues ranging from public attitudes to workplace culture into the spotlight.

It's encouraging to see that in the new survey, there is now an increase in acceptance of LGBTQ+ relationships across all ages, particularly among younger generations, and access to equal work opportunities has also improved.

However, it's clear that we still have a long way to go for all LGBTQ+ people to feel safe – whether at home, in public spaces, or travelling abroad. There is also much progress to be made in workplaces, where many still face bias and discrimination, and do not always feel comfortable to report it.

For over 30 years, we have created transformative change in the lives of LGBTQ+ people in the UK, helping win equal rights around marriage, having children and inclusive education. We have come so far, but we know that more change is desperately needed for each and every LGBTQ+ person to be free to be themselves.

We look forward to continuing to uplift LGBTQ+ women and non-binary people's voices as part of our vibrant community.

“Gen Zs are increasing visibility and being unapologetic about their identities, which in turn helps visibility for all of us. It's sparking conversations and creating acceptance.”

UK





# Who we spoke to

Our 2023 survey base size is 2,904 respondents, making this both our third and our largest Kantar DIVA research partnership to date. Of the people we spoke to, 35% identify as lesbian and a further 6% identify as gay. 41% of our sample identify as bisexual and 9% identify as asexual.

Regarding gender identity, 77% of respondents identify as cisgender women, 12% identify as non-binary/gender fluid, 5% identify as transgender women and 1% as intersex.

12% of respondents are aged 16-24, the largest group at 28% are 25-34, 27% are 35-44, 18% are 45-54, 11% are 55-64 and 5% are over 65. The age profile of our respondents aligns very closely with our most recent research conducted in 2021.

The majority of respondents live in the UK (63%), with 37% residing in the US. Drilling down further, 46% live in a city, 37% live just outside a city and 17% live in a rural location.

We also have 4% representation spread across 40 countries ranging from Europe and the Americas to Asia, Oceania and even South Africa.



# Highlights overview

## Expanding identity

Gen Z is the most fluid generation with 49% bisexual, 24% lesbian, 15% pansexual, 13% asexual, 7% self-defined and 3% gay.

## Evolving expression

8 in 10 are open about their sexual and gender identity with their close friends.

## LGBTQ+ relationships

6 in 10 are in some form of relationship.

## Family experiences

2 in 10 (UK) vs 1 in 10 (US) of respondents would like to have children in the future.

## Economic inclusion

6 in 10 respondents felt they have access to the same opportunities to advance in their company as all other colleagues do.

## Inclusive workspaces

Just 2 in 10 (18%) of respondents who had a negative experience due to their sexual orientation or gender identity felt comfortable reporting it to HR.

## Safe spaces

2 in 10 transgender women feel safe traveling abroad compared to 4 in 10 cisgender women.



# Expanding identity

Bye-bye, binary! The dimensions of gender, sexual identity and expression continue to expand, dissolving traditional structures and systems of identity.

Fluidity recognises the influence of time on identities, allowing some to explore before settling on a consistent expression while others may embrace fluidity indefinitely, providing greater representation for the LGBTQ+ community's diverse identities and preferences.

Of the LGBTQ+ people surveyed, 35% of respondents identified as lesbian, 41% as bisexual and 34% as self-defined (pansexual, gay, asexual). Regarding gender, 77% identified as cis women, 12% as non-binary/gender fluid and the remaining 11% as self-defined (trans women/intersex). A generational view of LGBTQ+ identity reveals nuances of gender and sexual identity shifts consistent with the macro evolution orientation over time.

Social media's proliferation allows more individuals to self-identify with their sexuality and gender identity, a privilege not granted to previous generations, while some parts of the world are restricted in their ability to learn about and explore non-heterosexual options.



“It's beautiful and brilliant to see a revolution of people proud to be LGBTQIA. It's equally scary to see retribution in most spaces based on irrational fear and hatred.”

US

## Gen Z 1999 – 2007

Born into the digital age, disruption is the norm for Gen Z, who are unsubscribing from outdated structures and systems. The data has revealed that they are the most fluid and diverse generation when it comes to sexual orientation and gender identity, indicating they are comfortable with exploring the limits of expression and identity.

Sexual orientation	Gender identity
49% Bisexual	68% Cis woman
24% Lesbian	24% Non-binary
15% Pansexual	4% Transgender
13% Asexual	4% Self-Defined
7% Self-defined	
3% Gay	

## Millennials 1979 – 1998

Millennials are ready to embrace new ways of life. They witnessed the advent of personal computers and the internet and are slightly more moderate in their exploration of sexual and gender identity. They are a more risk-averse generation and find 'traditional' roles more attractive when compared to the unknown. Younger millennials' gender and sexual identity trends closer to that of Gen Z.

Sexual orientation	Gender identity
44% Bisexual	79% Cis woman
34% Lesbian	12% Non-binary
12% Pansexual	4% Transgender
7% Asexual	5% Self-defined
8% Gay	
6% Self-Defined	

## Gen X 1969 – 1978

Gen X currently falls into the age range of roughly 40 to mid-50s, entering the 'opportunity decade', AKA the mid-life crisis. This means many are soul searching, seeking greater meaning in their lives. Just over two thirds identify as either bisexual or lesbian.

Sexual orientation	Gender identity
39% Bisexual	77% Cis woman
37% Lesbian	9% Non-binary
13% Pansexual	5% Transgender
8% Asexual	8% Self-defined
6% Gay	
4% Self-Defined	

## Boomers and beyond 1948 - 1959

Baby boomers grew up during the height of the civil rights movement. The Stonewall riots were led by this generation, and it is their bravery that allows us to enjoy many of the freedoms we have today. We see nearly half identify as lesbian and a quarter as bisexual.

Sexual orientation	Gender identity
49% Lesbian	78% Cis woman
26% Bisexual	7% Non-binary
6% Pansexual	6% Transgender
12% Asexual	9% Self-defined
5% Self-defined	
4% Gay	



# Evolving expression

An expression of identity is how we want the world to perceive us and what we want the world to consequently respect and accept.

The LGBTQ+ community often deal with stereotypical, exaggerated or over-sexualised portrayals of their identity. This creates unspoken but nevertheless limiting expectations of how the community is represented, particularly in the media e.g.: camp gay men, butch lesbians. These stereotypes clearly don't always reflect lived expressions of gender and sexuality.

Our survey tracked openness with regards to sexual orientation and gender identity of LGBTQ+ women and non-binary people with the below groups. For many in this community, choosing not to reveal their true identity is an act of self-preservation and only once it is established as safe might these respondents reveal their true identity.

The data supports this as respondents' chosen families, friends and family-like relationships often provide the safest space to be one's authentic self. As we move further away from biological family to expression of self-identity among work colleagues, we see a more conservative approach to openness regarding sexual orientation.



"My partner and I checked into a hotel for a spa weekend and the older male concierge assumed I was a male until I turned up in reception. We always feel slightly embarrassed, more for them. I don't believe it's his fault, but diversity training still needs to be pushed in all industries in the UK."

UK

"As someone who subscribed to *Sappho* magazine back in the 1970s it is lovely to see people being out and proud – including my daughter. I found out what my orientation is after scoffing at my daughter's claim that there were hundreds of options. When I came across mine, I cried when I found out that I have a flag!"

UK

Respondents felt least likely to be open about their sexual orientation or gender identity in their own religious and children's school communities. Many of the structures and systems in our societies are designed to serve and reinforce heteronormative standards. An example of this is legal documents that exclude options for relationship status or gender options for the LGBTQ+ community.

Our survey explored how open LGBTQ+ women and non-binary people were about their sexual orientation with the following groups of people:

Family	Friends and acquaintances	Close friends	Work colleagues	My local community	My children's school community	Religious community
65% Open	73% Open	81% Open	60% Open	49% Open	45% Open	45% Open

Our survey explored how open LGBTQ+ women and non-binary people were about their gender identity with the following groups of people:

Family	Friends and acquaintances	Close friends	Work colleagues	Local Community	My children's school community	Religious community
Cis women						
79% Open	80% Open	86% Open	76% Open	71% Open	66% Open	65% Open
Trans/non-binary/intersex						
55% Open	64% Open	79% Open	51% Open	36% Open	43% Open	46% Open

# LGBTQ+ relationships

When Gallup <sup>1</sup> first polled Americans about same-sex marriage in 1996, barely a quarter of the public (27%) supported legalising such unions. In 2022, 71% people said that they support legal same-sex marriage, which exceeds the previous high recorded in 2021 of 70% by one percentage point.

As we recover from the pandemic, our LGBTQ+ study seeks to understand how relationships have fared. Lockdown-induced isolation gave many people the chance for deep introspection and a chance to re-evaluate the 'default setting' of their jobs, identity, family and romantic relationships.

Our 2021 study revealed that 59% were in some form of relationship and 37% were single. In 2023, respondents in relationships remained at 59%, while there was a slight drop to 34% of single people.

- 34% Single
- 26% Married
- 21% Are in a relationship
- 10% Co-habiting
- 6% Divorced
- 2% Civil partnered
- 1% Widowed

<sup>1</sup> Gallup Poll

"Holding my girlfriend's hand in public and having teenage boys telling us we are weirdos – this was very upsetting."

UK



"I saw a white guy at the post office with an 'LGBT' shirt: Liberty, Guns, Beer, Trump... I sat in the car and cried."

US



Countries where same-sex marriage is legal and the year it was legalised.

- The Netherlands (2000)
- Belgium (2003)
- Spain (2005)
- Canada (2005)
- South Africa (2006)
- Norway (2008)
- Sweden (2009)
- Argentina (2010)
- Portugal (2010)
- Iceland (2010)
- Denmark (2012)
- Uruguay (2013)
- Brazil (2013)
- New Zealand (2013)
- United Kingdom (2013)
- Wales (2013)
- France (2013)
- Luxembourg (2014)
- Scotland (2014)
- United States (2015)
- Ireland (2015)
- Finland (2015)
- Greenland (2015)
- Colombia (2016)
- Malta (2017)
- Australia (2017)
- Germany (2017)
- Austria (2019)
- Taiwan (2019)
- Ecuador (2019)
- Northern Ireland (2019)
- Costa Rica (2020)
- Switzerland (2021)
- Chile (2022)
- Cuba (2022)
- Mexico (2022)
- Slovenia (2022)
- Andorra (2023)



# Family experiences for LGBTQ+ parents

Family life is increasingly becoming a reality as new routes to having children open up new possibilities.

Amongst those who are already parents, some have children from a previous heterosexual relationship, more evident in US respondents, but many more are building their families through other options.

The rate of adoption by LGBTQ+ people in the UK is one in six adoptions, a huge leap from ten years ago when it was just one in 31.<sup>1</sup>

In the US, nearly half of LGBTQ+ women are raising a child who is under 18<sup>2</sup>. There are 114,000 same-sex couples overall in our sample raising children.<sup>3</sup>

"I was very worried about bringing home my girlfriend to meet my very conservative Catholic grandparents. She's brown and an immigrant and a lesbian. I didn't know which would be more of a problem... Basically, I brought home a Catholic doctor, so they love her more than me! They couldn't care less that she's a brown immigrant lesbian."

UK

Homophobia remains an experience for many LGBTQ+ families, and this is especially acute for those families where loved ones and/or children are trans, non-binary, or intersex.

Being a parent is not easy. It's a full-time, life-long job. It requires the support of your immediate network, your community, and other parents. But not everyone can count on this. Nearly a third of LGBTQ+ parents report experiencing homophobia from other parents. That jumps up to over 50% for trans, non-binary, or intersex parents. Their children are also more likely to be victims for discrimination – 1 in 3 children of have been singled out.

We need to build not just tolerance, but also acceptance and celebration of LGBTQ+ parents.

"I have two non-binary children – only one is out. They have a very supportive group of friends and a supportive family, but they are still subjected to homophobia/transphobia at times. People are becoming more accepting, but we still have a long ways to go."

UK

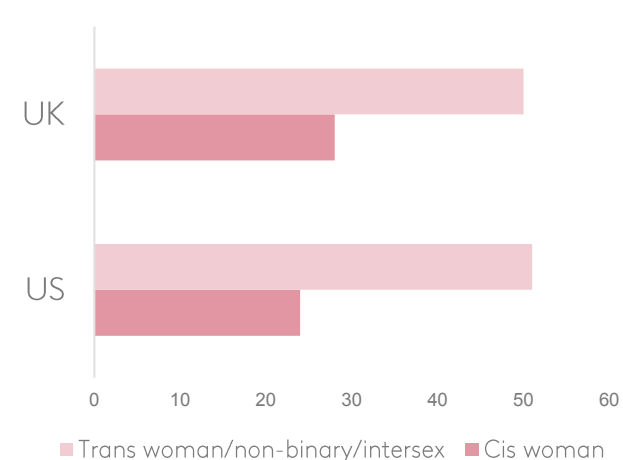
Would like to have children in the future

UK	21%
US	12%

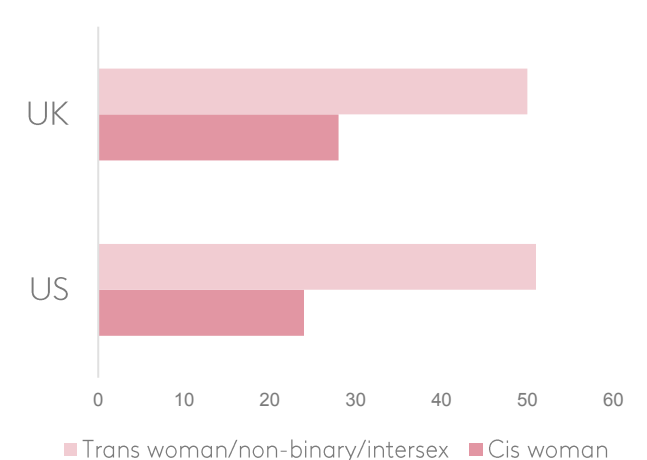
Already have children from a previous heterosexual relationship

UK	16%
US	39%

Other parents have been homophobic towards me



My children have been the victims of homophobia because I am an LGBTQ+ woman or non-binary person



Solidarity is a key method to survive and thrive. LGBTQ+ families know where to find those who stand with them and want to help them build their own families.

Parents who are LGBTQ+ or close friends and family who have queer children are the top sources of information. For trans, non-binary and intersex parents, other LGBTQ+ parents are especially important.

Online sources are also a go-to – both enabling people to build digital tribes with others and as a safe source of direct information, resources, and referrals.

“My ten-year-old niece asks about the various symbols and flags for different queer identities. It’s a normal part of her life to talk about LGBTQIA+ people. When I was her age, I didn’t even know there were other people like me.”

UK

Which of the following do you think are the most trustworthy sources of information about becoming a parent as an LGBTQ+ person?

# Building networks

LGBTQ+ parents’ close-knit networks provide their greatest source of allyship in their parenthood journey

LGBTQ+ individuals can count on their family and close friends to be positive about their decision to have children, in particular in the UK where over 80% of friends and family are supportive. Keep in mind here that ‘family’ does not necessarily relate to blood relatives but can also include ‘chosen family’ networks.

Work or school colleagues are likely to be bigger allies in the UK, whilst in the US the local community is a vital part of the network.

UK	
LGBTQ+ parents	17%
Other friends/family who are parents	12%
Online sources	12%

Trustworthy source: LGBTQ+ parents

US	
LGBTQ+ parents	15%
Other friends/family who are parents	23%
Online sources	12%

Trustworthy source: LGBTQ+ parents

UK	
Cis women	20%
Trans/non-binary/intersex	21%

US	
Cis women	14%
Trans/non-binary/intersex	31%

UK	
Close friends	90%
Family	81%
Friends and acquaintances	85%
Work colleagues	70%
School colleagues	63%
Neighbourhood/local community	56%
Religious/spiritual community	56%

US	
Close friends	76%
Family	72%
Friends and acquaintances	75%
Work colleagues	57%
School colleagues	53%
Neighbourhood/local community	56%
Religious/spiritual community	52%



# Economic inclusion

Economic inclusion is the opportunity to participate freely, safely and equally in all financial matters. According to the World Economic Forum <sup>1</sup>, it will take another 132 years to achieve global gender parity.

This takes into consideration gender disparity in economic opportunities, education, political empowerment, health and safety. Did you know the global annual spending power of LGBTQ+ consumers is estimated at \$3.9 trillion<sup>2</sup>? Kantar's US Monitor revealed that LGBTQ+ shoppers are usually the first person within their circle to adopt new ideas and try new things. As early adopters, they are usually the go-to person when their family or friends need new product and brand recommendations. Brands should therefore tap into the influential power of LGBTQ+ people.

Our study revealed that 47% of respondents are full-time employed, 11% are part-time employed, 8% are business owners and 6% are students. Diving deeper into the country nuances reveals that in the UK, just over half of respondents are full-time employees while in the US this is closer to a third.

"Sometimes I wish I wasn't born the way I am because I would have had a lot more opportunities and be further along in life."

US

"The unfortunate thing about being a lesbian is having little to no lounges, clubs or bars made for us. There are plenty of male gay bars in my city, but sometimes I would like to be in spaces where queer women are the majority."

US



UK Employment status and income	
56% Full-time employed 11% Part-time employed 7% Students 8% Self-employed (business owner, contractor, freelancer, casual worker) 4% Homemaker 4% Retired	
31%	£1 - £24,999
46%	£25,000 - £69,999
9%	£70,000 - £150,000+

US Employment status and income	
32% Full-time employed 12% Part-time employed 5% Students 11% Self-employed (business owner, contractor, freelancer, casual worker) 12% Homemaker 11% Retired	
40%	\$1 - \$24,999
35%	\$25,000 - \$69,999
20%	\$70,000 - \$200,000+

There is a growing body of research highlighting that diversity is key to building the most efficient and successful teams.

A study by Gartner<sup>1</sup> revealed that a highly diverse environment can improve team performance by up to 30%. Diversity can also lead to better decision-making and higher profitability. In fact, according to McKinsey & Company<sup>2</sup>, the most diverse companies outperform their less diverse peers by 36% in profitability.

Our survey revealed that good progress has been made for work opportunities and improvements in company culture that celebrates LGBTQ+ women and the non-binary community. However, there is still work to be done to close the gap, creating truly inclusive environments.

I feel like I have access to the same opportunities to advance in my company as all other colleagues do.	My company promotes an open and supportive culture or has an explicit anti-discrimination policy protecting LGBTQ+ women and the non-binary community.
<b>59%</b> Agree	<b>45%</b> Agree

# Inclusive workplaces

Kantar Global Monitor 2021<sup>1</sup> uncovered that people often associate discrimination with business and commercial environments.

The findings show that globally, the top four ways in which people experience discrimination are: at work or school; on social media; while applying for a job; and while shopping. These are all places where people are trying to contribute their work, ideas, talent, and money.

This survey revealed that 55% of respondents did not ask or find out about a company's policies and culture related to gender identity and/or sexual orientation when applying for their role. 22% did some research online, only 7% asked in the interview process, 4% asked after being offered the position and 3% asked prior to the interview.

LGBTQ+ people have generally been made to feel comfortable in their workplace on the basis of their sexual orientation and their gender identity.

However, 25% of the respondents were made to feel uncomfortable in their workplace due to their sexual orientation and 19% due to their gender identity. Of grave concern is that of this group, only 18% felt comfortable reporting this to their manager or to HR.

Progress has to continue to create inclusive work environments, where LGBTQ+ women and the non-binary community are able to truly express their authentic selves at work.

I feel emotionally supported at work	I feel socially accepted at work	I am able to express my sexual orientation at work	I am able to express my gender identity at work
49% Agree	64% Agree	49% Agree	53% Agree

Only 42% of Trans/non-binary/intersex respondents feel able to express their gender identity at work versus 76% Cis women



"The dean of equality and inclusion at our university repeatedly misgendered trans people in meetings on addressing trans issues."

UK

"10 years ago, when sitting with HR to figure out my benefits package, I was asked if I needed benefits for my husband. I quickly shared that I was a lesbian. Since then, DEI efforts at the college have developed. I lead our Pride and Allies employee involvement group. There is positive work happening around creating an inclusive culture."

UK

Taking a closer look at the types of negative experiences in the workplace lived by LGBTQ+ people, verbal harassment, insults and hurtful comments are ranked as the most common. This kind of discrimination is often the most difficult to prove or to confront as it ranges from unintentionally hurtful comments to offensive slurs. The second most common negative experience is when someone discloses your sexual orientation or gender identity without your consent.

A notable nuance regarding Gen Z's negative experiences in the workplace is that they are more likely to experience being misgendered than other generation segments. This is in line with their progressive outlook on fluid gender identity coming into conflict with more traditional corporate settings.

Trans women are also faced with more negative experiences at work compared to cis women.

As an LGBTQ+ woman or non-binary person, which of these negative behaviours have you experienced at work:

Verbal harassment, insults or other hurtful comments	Physical harassment or violence	Sexual harassment or violence	Threat of physical or sexual harassment or violence	Exclusion from events or activities	Disclosing your LGBTQ+ status without consent	Any other inappropriate comments or conduct	Obstacles to career progression due to my sexual orientation	Misgendering
Cis women								
7%	1%	4%	2%	3%	6%	6%	3%	1%
Trans/non-binary/intersex								
16%	1%	4%	3%	7%	13%	14%	6%	16%



# Safe spaces

Progress feels far away in the face of the unfortunate reality that the LGBTQ+ community still faces high levels of gender and sexual identity-based discrimination and violence.

According to Galops' 2021 Hate crime report<sup>1</sup>, two-thirds (64%) of LGBTQ+ people had experienced anti-LGBTQ+ violence or abuse.

The report shows that African, Asian and other minority ethnic groups, as well as youth, face greater risk. In the last year, 34% of African, Asian and minority ethnic LGBTQ+ individuals experienced a hate crime, compared to 20% of Caucasian LGBTQ+ individuals. Transphobia and anti-trans rhetoric in the UK have increased discrimination and violence against the trans community, with 41% experiencing a hate crime or incident due to their gender identity.

Our 2023 LGBTQ+ women's and non-binary people study sought to understand the spaces people feel safest in and the types of discrimination they face.

Respondents feel slightly less safe at home (83%) compared to the average (92%), while 66% feel safe at work. However, only 31% feel comfortable reporting discrimination to their manager or HR. Public transport, bars, pubs, nightclubs, and traveling abroad ranked as the least safe, especially for trans/non-binary/intersex individuals. Respondents' sense of safety is influenced by a sense of control, trust, and familiarity.

**As an LGBTQ+ woman or non-binary person, how safe do you feel in the following spaces:**

At home	In my neighbourhood	In bars, pubs and nightclubs	In cafes and restaurants	In my workplace
<b>Cis women</b>				
92%	75%	50%	81%	68%
<b>Trans/non-binary/intersex</b>				
90%	55%	31%	64%	60%

<sup>1</sup>Galop 2021 Hate Crime Report



"In general, there are still very divisive feelings about LGBTQIA+ in the US, and the gains that have been made in civil liberties for our community over the past 20 years stand in the balance of a divided government that could easily be swayed by an outspoken conservative few."

US

"I often am cautious when first coming out to people, starting by saying 'my partner' then easing into the she/her pronouns that come with that. I test the waters sometimes."

UK

"Sexism is still prevalent, no matter what your sexual orientation or preference is."

UK

"Even though people are more open about their sexuality, it's becoming worrying to see increasing reports of homophobia and especially transphobia. It all stems from extreme views on social media that are not tackled enough."

UK

"There is still persistent misogyny against and hyper-sexualisation of all queer women. We are still invisible in many spaces, though slowly this is changing through queer women making art, telling our own stories."

"Unfortunately, there is growing transmisogyny — it feels like attitudes towards trans and nonbinary women are getting worse."

UK

**As an LGBTQ+ woman or non-binary person, how safe do you feel in the following spaces:**

At sports clubs	At my place of worship	At my school/ educational institution	On public transport	Traveling abroad
<b>Cis women</b>				
69%	65%	75%	54%	42%
<b>Trans/non-binary/intersex</b>				
38%	51%	64%	35%	25%



# Looking forward



"My step-son is a trans man. When he came out to my husband, he wasn't sure how our two kids would take it. I walked into their rooms and simply said, 'Hey, Celeste just came out as trans. His name is Phoenix and his pronouns are he/him.' They said 'OK' and went back to playing their video game. They couldn't have cared less."

US

# The future

Inclusion is a journey and we are slowly moving in the right direction. We see a blossoming of different gender identities amongst Gen Z and Millennials, who are growing up in a more accepting world.

Parenthood is becoming a reality for more LGBTQ+ women and non-binary people than ever before. However, total inclusion has not been achieved yet. Many still choose not to reveal their identity until they know a space is safe as LGBTQ+ parents and their children still experience homophobia. Our respondents feel safest at home, less so at work and in public spaces. All of this is more acutely experienced by those who are trans, intersex, or non-binary. In addition, the barriers experienced by cisgender straight women are amplified for LGBTQ+ women and non-binary people – we call this the concrete ceiling.

There is work to be done for government policy to close the gap and help deliver on equality and equity for all women, and a role for organisations to ensure they promote inclusion and have fair policies that support their entire workforce, no matter their sexual orientation or gender identity.

"My company has a LGBTQIA+ learning and there are videos about transgender people coming to the office after transitioning. The look of surprise and excitement when the receptionist asks what they would preferred to be called and what they identify as without judgement is amazing to see."

US



KANTAR

DIVA



# The DIVA survey – LGBTQIA+ women and non-binary people's insights 2023

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