KANTAR | DIVA | THE **curve** FOUNDATION

The Kantar DIVA Report

Living bold, loving proud: LGBTQIA+ parenthood in a changing world

Exploring the perspectives of LGBTQIA+ parents and families

India | South Africa | United Kingdom | United States of America

April 2025

KANTAR | DIVA | THE **curve** FOUNDATION

2025

CONTENTS

"Despite progress, significant pockets of resistance and discrimination still exist, especially in certain regions and communities, which can affect the experiences of LGBTQIA+ families."
- India

Introduction

The Kantar-DIVA report shines a spotlight on the challenges faced by LGBTQIA+ women and non-binary people; an important demographic often underrepresented in the workplace, in society and the media. Even more so as parents.

Why the report matters

Gender identity and sexual orientation are more fluid, and conversations about them are more mainstream than ever before. But they remain difficult topics across the world. So, while LGBTQIA+ representation is on the rise globally and a key factor of overall inclusion, it's often poorly understood. Perhaps understandably, brands and businesses receive backlash for taking a surface level approach to inclusion without first doing the groundwork. Better reflecting and engaging this community requires authentic representation, a strong sense of bravery, and clear purpose.

At Kantar, better understanding people everywhere is at the heart of everything we do; through this report, we shine a light on underrepresented groups within the LGBTQIA+ community. This year our report deepens our understanding of LGBTQIA+ families. It offers a candid articulation of their broad yet nuanced lived experiences, as well as actionable insights into how workplaces and brands can better represent and support them.

When we conducted the research

Fieldwork: Jan-Feb 2025

How we collected the data and built the insights

As the world's leading tech-enabled marketing data and analytics company, Kantar has the reach needed to understand the current reality of these lived experiences, especially for LGBTQIA+ families.

The members of our global Pride Employee Resource Group have the passion to bring this important work to life, especially when tied in with Kantar's expertise in inclusive growth, to build out the 'so what' action piece for brands – most notably our new **Brand Inclusion Index**, a top resource in this space and diagnostic tool for inclusive marketing.

What was asked

In the previous four years of running the survey, we have looked into the lived experience of LGBTQIA+ women and non-binary people. But we wanted to do more than present a mere snapshot of the current reality, and ensure this was geographically representative.

How we asked

2,685 anonymous online surveys in India, South Africa, the UK and the US.

Top tips on designing inclusive surveys

In developing inclusive surveys, a mindset shift is required, with a few key areas needing special attention.

Here's what we did:

- Firstly, demographic data needs to be collected in more nuanced ways, moving beyond age and gender alone to incorporate other identity categories like racial and ethnic background or primary language as key identifiers

- Secondly, questions must reflect a broader lived experience and set of attitudes to invite responses from a bigger, more diverse pool for a more detailed and true-to-life view of the population being surveyed

Such practices include using clear, unbiased wording throughout, allowing skip logic for questions that may not apply to some respondents, and identifying questions where minority groups may have unique and valuable perspectives. Ultimately, surveys must be representative in the same way **media and advertising must be**.

While verbatims were encouraged and included in this report, anonymity was paramount to ensure our respondents felt safe, respected and valued.

Introduction from Kantar

There has never been a greater need for brands to be bold in their inclusion and diversity efforts. It's not just about making a statement; it's about making a difference.

This is our fifth year partnering with DIVA Charitable Trust in support of LGBTQIA+ women, non-binary people, the full LGBTQIA+ community, and allies. We are fiercely committed to this work to deepen society's understanding of underrepresented groups within our community.

This year, our focus is on exploring the perspectives of more than 2,500 LGBTQIA+ parents and families across India, South Africa, the UK, and the US. Conducted in February 2025, this survey uncovers the unique experiences and challenges faced by LGBTQIA+ parents in a changing world.

In this report, we highlight the evolving narratives of parenthood within the LGBTQIA+ community, from tradition to transformation, and the trials and triumphs of LGBTQIA+ families. Our insights cover various aspects of parenthood, including belonging in the workplace, representation and intersectionality.

The data and stories within this report are especially poignant this year, as we see the rights and wellbeing of community members under threat in some societies around the world. Impactful understanding fosters impactful positive change, and we hope that by helping our community tell their stories, Kantar can play its part in driving that change.

Inclusion and diversity is a fundamental part of Kantar's ethos. It guides how we work together every day and how we help our clients better understand people everywhere.

Alessia Vi Cavallini
Global External Partnership Liaison Lead, Pride ERG, Kantar

Caroline Frankum
Pride ERG Executive Sponsor & Global CEO, Profiles Division, Kantar

Leigh Kelly Andrews
Global Inclusion & Diversity (I&D) Manager, Kantar

We're therefore committed to fostering an inclusive and fair workplace where people feel safe being their true selves, and this report is part of our commitment to driving meaningful change.

Through this report, we offer an understanding of the realities faced by LGBTQIA+ parents and provide actionable insights for creating more inclusive environments. Join us as we navigate through the stories and data that bring to life the experiences of these bold and brave families.

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This report includes views and opinions from LGBTQIA+ women and non-binary people. We will refer to our respondents as LGBTQIA+ throughout. Full sample detailed on page 6.

Introduction from DIVA and The Curve Foundation

For over 30 years, both DIVA and Curve have created spaces where lesbian and queer women's voices are amplified, our stories are told, and our community is celebrated.

This year, as we come together for Lesbian Visibility Week 2025, we are honouring the strength, resilience, and joy of Rainbow Families — reflecting the many ways we create and define family within our LGBTQIA+ community.

But we cannot celebrate without acknowledging the challenges we still face. Around the world, and particularly in the US, LGBTQIA+ rights are under accelerating attack.

From rollbacks on legal protections to heightened discrimination, the pushback against our community is growing, and LGBTQIA+ women and non-binary people are too often overlooked in these conversations.

In this climate, visibility is not just about representation; it is about survival. Ensuring that our experiences are seen and heard is critical to pushing back against erasure and defending our rights.

That's why Curve and DIVA have once again joined forces with Kantar to conduct a groundbreaking survey on the lived realities of LGBTQIA+ women and non-binary people.

As always, understanding the challenges we face in workplaces, media, and public life, helps us advocate for meaningful change. There's an added layer when we celebrate the beauty and diversity of our families — whether chosen, biological, or community-based — as highlighted in this edition.

But the data shows how far we still have to go in confronting the barriers that still hold us back.

Linda Riley
Lesbian Visibility Week Founder and former Publisher of DIVA magazine

Jen Rainin
Co-founder: The Curve Foundation

Nancy Kelly
Executive Director DIVA Magazine, Lesbian Visibility Week Director

This research highlights both our progress and the work that remains, helping us shape a future where every member of our community is valued and supported.

This Lesbian Visibility Week, we celebrate love in all its forms, the families we build, and the power of standing together.

Thank you to everyone who shared their voice in this survey. Your experiences will guide the work ahead as we continue to fight for equality, recognition, and joy.

About DIVA Charitable Trust

DIVA is the UK's only charity focussed on LGBTQIA+ women and non-binary people. For over 30 years DIVA has been telling powerful stories by and for LGBTQIA+ women and non-binary people. Our goal is to be a stage for talent, a mirror that reflects our community in all its diversity, and a megaphone, amplifying our movement in its work to create a fairer, more just world for all LGBTQIA+ people. Through this work, we believe we can contribute to shaping a world that is better for everyone.

About The Curve Foundation

Through The Curve Foundation, we bring the Curve archive to life, providing a crucial throughline between past and present conversations. While Curve magazine continues to tell our stories, The Curve Foundation expands that mission through intergenerational programming, community-building, and initiatives that empower the next generation of LGBTQIA+ journalists.

Roxy Bourdillon
Editor-in-Chief
DIVA Magazine

Franco Stevens
Founder: Curve magazine;
Co-founder: The Curve Foundation

Pride and prejudice:
A year in review

April 2024:

– United Methodist Church embraces LGBTQIA+ clergy and marriages

May 2024:

– Liechtenstein legalises same-sex marriages

June 2024:

– Italy criminalises international surrogacy for its citizens

July 2024:

– Ghana's Supreme Court dismisses anti-LGBTQIA+ Bill challenges

November 2024:

– Sarah McBride becomes the first trans person elected to the US Congress

December 2024:

– Ghana's Anti-LGBTQIA+ Bill passes amid controversy
– The UK government implements an indefinite ban on the use of puberty blockers for under-18s with gender dysphoria

February 2025:

– New US administration signs executive order directly affecting the LGBTQIA+ and trans community specifically, including banning trans women and girls from participating in female sports in federally-funded schools

– Spain's first openly transgender senator Carla Antonelli receives a standing ovation for pushing back against efforts to repeal local trans protections

April 2025: What's next?

The past year has been a reminder that progress is never guaranteed. Across headlines, policies, and boardrooms, the pushback against inclusion has been unmistakable. Words like "diversity" and "equity" have been quietly erased from corporate commitments. Protections once fought for are being questioned. The world, for many, feels more hostile than ever.

The data is clear: those businesses that invest in inclusion are not just on the right side of history – they building a more inclusive and sustainable world for everyone.

But inclusion was never about convenience...

The personal is political
Understanding the legal, economic political and social context.

This is not just a shift in corporate priorities. It is a statement about who is valued. Every rollback, every retracted commitment, every law that seeks to erase LGBTQIA+ lives is not abstract. It is deeply personal. It shapes safety, opportunity, and dignity in ways that cannot be ignored. It is felt when LGBTQIA+ families are told their love is controversial.

When parents are afraid to be open at their child's school.

It's no longer good enough to show up for Pride once a year. Companies need to be consistent in how they include and represent the LGBTQIA+ community or they will rightfully face accusations of rainbow washing.

The data is clear: those businesses that invest in inclusion are not just making the right call morally – they are also creating the conditions to grow through inclusive practices. While some pull back, the future moves forward.

PERSONAL

Intersectionality as an analytical tool

Feminist scholar and lawyer Kimberlé Crenshaw introduced the concept of intersectionality to explain how different forms of discrimination such as racism, sexism, and homophobia do not operate separately but overlap, creating unique experiences of oppression.

Intersectionality highlights that people who belong to multiple marginalised groups, such as Black LGBTQIA+ individuals, face multiple barriers that cannot be understood by looking at race, gender, or sexual orientation alone. This framework is essential for understanding how power and privilege shape experiences within LGBTQIA+ communities and why some voices remain underrepresented in discussions about LGBTQIA+ families.

Crenshaw emphasises that intersectionality is not just a theory but also a practical tool for examining inequalities. Applying this perspective to our research allows us to analyse how multiple forms of discrimination affect individuals simultaneously.

We have used intersectionality as an analytical tool throughout this report by looking beyond just sexual orientation and gender identity to consider how respondents' age, culture, geography, race and class impact their own lives and those of their families.

By using intersectionality as a framework, we can better understand the diverse experiences of LGBTQIA+ parents and how factors like ethnicity, social class, and gender identity shape their realities.

INTERSECTIONALITY

Understanding the overlapping barriers

Truly understanding and supporting LGBTQIA+ communities means recognising the role of race and tackling racial discrimination.

In the United States today, Black, Indigenous, and Latinx people are most likely within the LGBTQIA+ community to be raising children.

Despite this, research and media portrayals of LGBTQIA+ families often focus on white lesbian and gay parents, leaving many other experiences overlooked.

Discussions about race and ethnicity are crucial for an inclusive and diverse environment.

Research highlights that white LGBTQIA+ parents may, often unknowingly, overlook the impact of racism in ways that parents from ethnic minority backgrounds cannot.
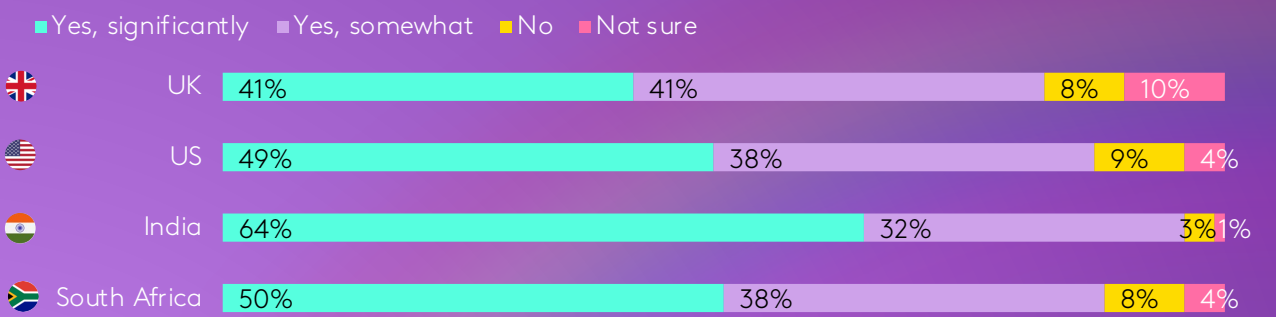
For instance, a white LGBTQIA+ father with two adopted minority children described race as a 'non-issue', yet may not fully grasp how their children's ethnic identity influences how they are perceived and treated by society.

When asked whether social acceptance of LGBTQIA+ families varies based on intersectional factors such as race, ethnicity, or socio-economic status, responses highlighted differences across demographics and regions.

In the UK and US, younger respondents (under 35) were more likely to agree that race, ethnicity, and social class influence the acceptance of LGBTQIA+ families, whereas those aged 35 and above were less likely to share this view. This suggests that younger generations may have a greater awareness of intersectionality and its impact on social acceptance.

Overall, respondents from the UK and US reported lower agreement compared to those in India and South Africa, where cultural diversity and socio-economic disparities are more pronounced, making these factors more significant in shaping attitudes toward LGBTQIA+ families.

Do you believe social acceptance of LGBTQIA+ families varies based on factors such as race, ethnicity, or socioeconomic status in your country?

Legend: ■ Yes, significantly ■ Yes, somewhat ■ No ■ Not sure

Country	Yes, significantly	Yes, somewhat	No	Not sure
UK	41%	41%	8%	10%
US	49%	38%	9%	4%
India	64%	32%	3%	1%
South Africa	50%	38%	8%	4%

"Trans people, especially Black trans women, are being targeted by mainstream media and parliament." - UK

The state of safety
Safety is not a matter of preference, it's a matter of survival.

For many LGBTQIA+ women and non-binary people, navigating everyday life is a calculated risk. Feeling unsafe is not an 'inconvenience'; it is a reality with stark life-or-death consequences.

The ability to exist in public spaces, to travel freely, and to participate in social life without fear should be a fundamental right — not a privilege afforded only to some.

Yet, the data reveals an alarming truth: LGBTQIA+ people are disproportionately at risk in spaces where others feel at ease.

"Media representation, social media campaigns, and open conversations are raising awareness about the diverse experiences of LGBTQIA+ women and non-binary people. This increased visibility helps to break down stereotypes and fosters understanding." – US

1 in 5
have encountered threats or violence when travelling abroad

Safety is not a debate, it's a right

The numbers are alarming, but they're not abstract. Behind every statistic is a name, a life, a tragedy that could have been prevented.

In South Africa, the murder of LGBTQIA+ individuals — especially Black lesbian women and transgender individuals — has been escalating at an alarming rate. The country's progressive constitution has done little to stop the violence on the ground.

In the United States, the murder rate of trans women of colour remains disproportionately high.

In India, despite legal advancements, corrective rape and family-sanctioned violence remain a pressing concern, particularly for LGBTQIA+ individuals from lower-income communities.

In the UK, a surge in anti-LGBTQIA+ hate crimes has led advocacy groups to call for stronger protection as trans women report record-high rates of physical assault and abuse. This data is a stark reminder that progress on paper does not always translate to safety in everyday life.

Despite decades of advocacy, LGBTQIA+ people continue to face harassment, abuse, and even life-threatening violence, simply for existing as their authentic selves. This report does not just document safety concerns; it demands action. The question is not whether LGBTQIA+ people should feel safe.

The big question is: What can and should businesses do to create safe spaces for people, whether they're employees or customers? Even though it seems people are feeling unsafe primarily in public spaces, businesses still have an important role in ensuring safety.

Year-on-year comparison

of witnessing abuse on social media and in the workplace/school:

2025 vs. 2024

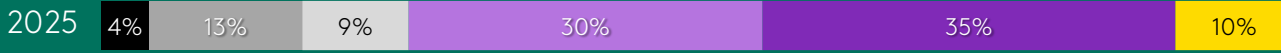# 21% 19%
in workplace/ school

50% 48%
on social media

As an LGBTQIA+ woman or non-binary person, how safe do you feel in each of the following places?

In my workplace, at school or educational institution

■ Not at all safe ■ Somewhat safe ■ Neither ■ Quite safe ■ Very safe ■ Not applicable

Year	Not at all safe	Somewhat safe	Neither	Quite safe	Very safe	Not applicable
2024	2%	10%	4%	23%	40%	21%
2025	4%	13%	9%	30%	35%	10%

On social media

■ Not at all safe ■ Somewhat safe ■ Neither ■ Quite safe ■ Very safe ■ Not applicable

Year	Not at all safe	Somewhat safe	Neither	Quite safe	Very safe	Not applicable
2024	10%	24%	11%	31%	19%	6%
2025	9%	19%	13%	30%	26%	4%

Social media is a primary site of harassment

Social media is often celebrated as a space for connection, activism, and visibility.
For LGBTQIA+ individuals, it has provided an essential platform to build communities, share experiences, and advocate for rights. But beneath this promise of digital empowerment lies a much darker reality: social media has become one of the most hostile environments for LGBTQIA+ people.

Due to algorithm-driven content curation, social media can create personalised echo chambers.

Just because you don't see any anti-LGBTQIA+ hate and harassment doesn't mean it isn't happening at an alarming scale.

Social media does not exist in isolation — it reflects and amplifies societal biases. The more comfortable people become in attacking LGBTQIA+ communities in public forums, the more hostility LGBTQIA+ individuals experience online.

50%

of our respondents report experiencing or witnessing verbal or physical abuse on social media

Young people face most risk

This issue is especially urgent for young people, whose lives are deeply entrenched in digital spaces.

LGBTQIA+ youth are not only more likely to experience cyberbullying, they also face underlined_risks of mental health issues, self-harm, and suicidal ideation due to online harassment. For their families, this is not just a digital concern. It is a life-and-death issue.

A child's sense of self-worth and identity can be shaped by online interactions. Constant exposure to LGBTQIA+ hate speech can be internalised, leading to shame, anxiety, and isolation.

Many young people do not yet have the tools to emotionally and mentally process online abuse. Without proper guidance, this can severely impact their confidence, mental wellbeing, and safety.

LGBTQIA+ families must equip themselves and their children with the tools to navigate this digital minefield. Parents — whether LGBTQIA+ themselves or allies — must engage in open conversations about online safety, digital literacy, and the emotional toll of social media. Schools, advocacy groups, and brands must also play a role in protecting LGBTQIA+ youth from the dangers of online spaces.
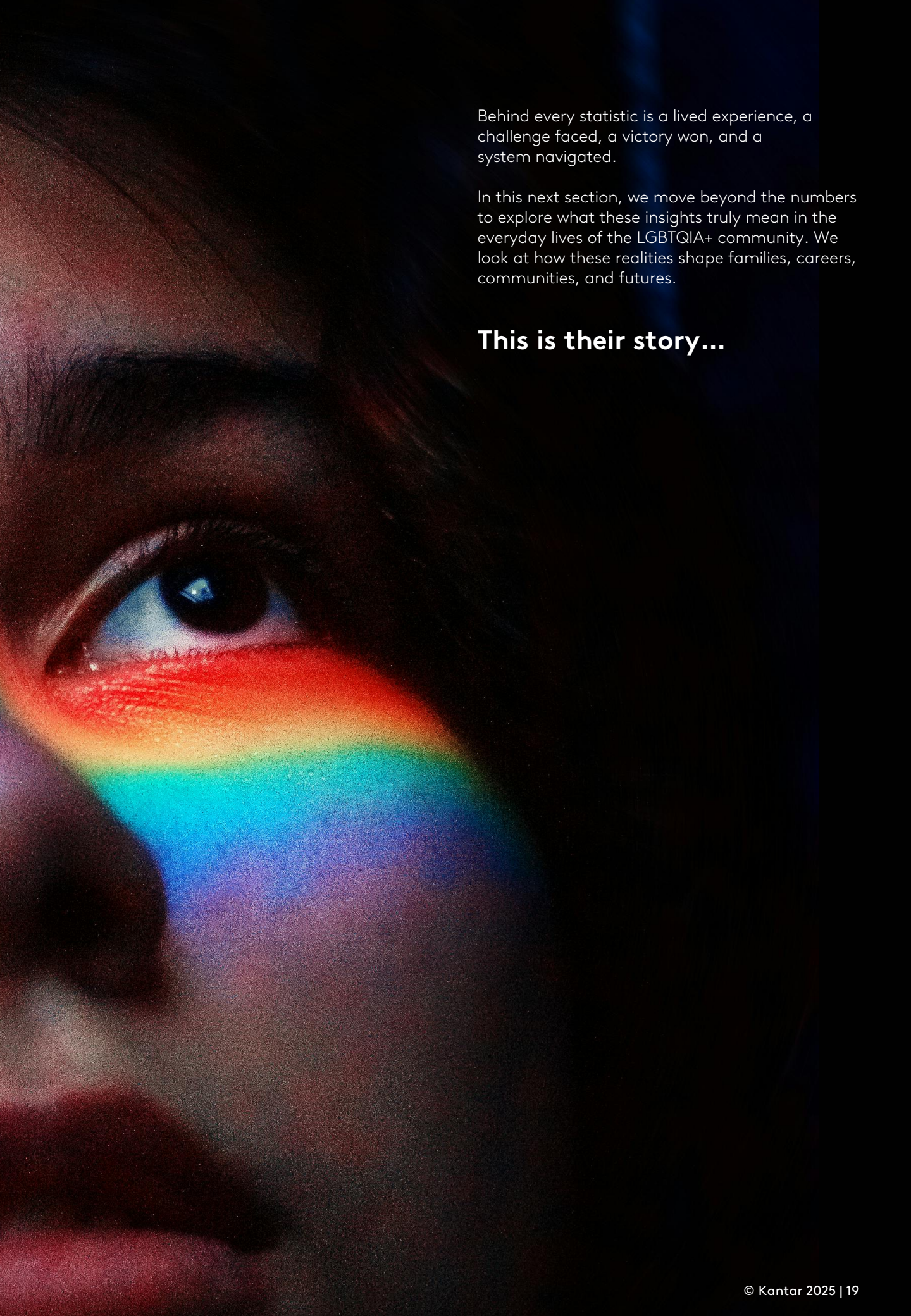
"I raised a child with my ex for about 4 years in Arizona. On several occasions we were verbally harassed in public and had to explain to our toddler the slurs he was learning from strangers and had to navigate trying to explain why people hated us without traumatising him."
- US

"I will never have a child in my current marriage. I believe to have a child as an LGBTQIA+ person, is to subject that child to the hate in this country and **I honestly can't take the emotional weight of it.**"
- US

The numbers tell a story.
Now, we go deeper.

Behind every statistic is a lived experience, a challenge faced, a victory won, and a system navigated.

In this next section, we move beyond the numbers to explore what these insights truly mean in the everyday lives of the LGBTQIA+ community. We look at how these realities shape families, careers, communities, and futures.

This is their story...

Centring LGBTQIA+ families in the conversation

Why their experiences are important

For many, parenthood is a journey marked by love, belonging, and resilience. Yet, for LGBTQIA+ parents and families, this journey often comes with unique challenges — legal, social, and systemic — that shape their everyday experiences. While conversations around diversity, equity, and inclusion (DEI) have made strides, LGBTQIA+ parenthood remains an underexplored yet deeply significant aspect of these discussions.

This report seeks to change that. By centring the lived experiences of LGBTQIA+ families across the UK, US, India, and South Africa, we aim to provide a nuanced understanding of the realities, struggles, and triumphs of these families. This is not just about representation — it's about visibility with purpose.

Through data-driven insights and real stories, this report also serves as a critical tool for brands and organisations. It provides actionable recommendations on how to create truly inclusive environments, not just for LGBTQIA+ employees but also for the communities they serve. From workplace policies to public narratives, the role of businesses, policymakers, and advocacy groups is crucial in shaping a future where LGBTQIA+ families can thrive.
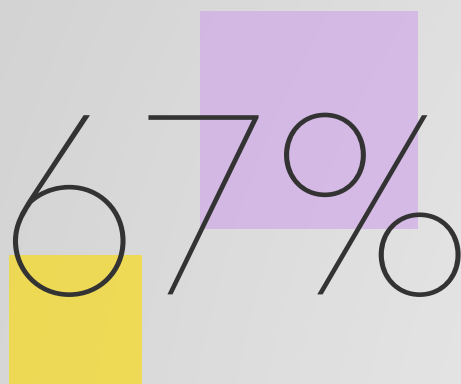
The realities of LGBTQIA+ parenthood

Parenthood is universal, yet for LGBTQIA+ families, the path to building a family can be uniquely complex. Legal restrictions, societal stigma, and workplace barriers create roadblocks that heterosexual and cisgender parents rarely encounter.

The family structures within the LGBTQIA+ community are diverse, spanning same-sex couples raising children, single LGBTQIA+ parents, co-parenting arrangements, and parents of LGBTQIA+ children navigating their own journeys of understanding and support.

These stories all matter

Parenthood is also deeply tied to our sense of self. This report unpacks these themes, shedding light on the intersection between LGBTQIA+ identity, family, and resilience in today's world.

67%

of people globally believe that the world they live in feels like an increasingly hostile and uncertain place.
Kantar Global Monitor 2024

The context

The Washington Post

Health HealthCare Medical Mysteries Science Well+Being

National

Families, LGBTQ advocates sue to block Trump order on care for transgender youth

The lawsuit also seeks to undo another order Trump signed to officially recognize only male and female sexes.

February 4, 2025

THE HINDU

HOME / NEWS / CITIES / DELHI

LGBTQIA+ couples to be treated as part of same house for ration card: Centre's 'interim measures'

Measures cover a wide range of services from mental health to banking facilities

Updated - September 01, 2024 10:05 pm IST - New Delhi

UK

Parents of LGBTQ+ children 'scared' about current state of the UK for queer kids

Feb 25 • Written by Charlotte Ailsen

Olympic boxer Imane Khelif takes legal action over male chromosomes claims

- Algerian took gold in Paris amid huge controversy
- Complaint filed over online abuse and latest reporting

Forbes

Trans Actress Hunter Schafer Says Her Passport Now Lists Her Sex As Male After Trump Executive Order

WORCESTER

Worcester will not probe two city councilors' allegations of transphobia, discrimination

Toni Caushi
Worcester Telegram & Gazette
Published 2:11 p.m. ET Feb. 14, 2025

Sunday Times   **Times LIVE PREMIUM**

OPINION & ANALYSIS

ZACKIE ACHMAT | The hate you give: on being queer and Muslim in Cape Town

Following the killing of openly gay imam Muhsin Hendricks, Zackie Achmat reflects on how religious communities fuel hate — and his own banning from the community

BBC

Home News Sport Business Innovation Culture Arts Travel Earth Audio Video

Ghana's Supreme Court dismisses challenges to anti-LGBT bill

AP   WORLD U.S. POLITICS SPORTS ENTERTAINMENT BUSINESS SCIENCE FACT CHECK ODDITIES HEALTH NEWSLETTERS

Italy expands its ban on surrogacy to overseas as critics say it targets same-sex couples

The path to becoming parents

2005–2006
The UK legalises joint adoption for same-sex couples across England, Wales, and Scotland.

South Africa's Children's Act allows same-sex couples to adopt, and same-sex marriage is legalised, securing full parental rights.

2007–2008
The UK's Human Fertilisation and Embryology Act grants parental recognition to lesbian couples using donor conception and expands surrogacy rights.

2010
South Africa confirms that surrogacy laws apply equally to LGBTQIA+ parents, ensuring legal parenthood from birth.

Florida overturns its ban on same-sex adoption, marking a shift in US adoption policies.

2013–2014
Same-sex marriage is legalised in England, Wales, and Scotland, securing full parental rights for LGBTQIA+ spouses.

2015
Obergefell v. Hodges legalises same-sex marriage across the US, granting LGBTQIA+ couples equal parental rights.

2016
Mississippi becomes the last US state to legalise joint adoption for same-sex couples.

2018
India decriminalises homosexual orientation, opening discussions on LGBTQIA+ family rights, parental rights across the UK.

2019
The UK allows single parents, including LGBTQIA+ individuals, to obtain parental orders for surrogacy.

2020
Northern Ireland legalises same-sex marriage.

2021
New York legalises commercial surrogacy, expanding LGBTQIA+ family-building options in the US.

2022
India's Surrogacy Act bans LGBTQIA+ individuals from accessing surrogacy, limiting their parental options.

2023
India's Supreme Court acknowledges that queer families deserve legal recognition, with a minority opinion challenging adoption restrictions for LGBTQIA+ couples.

In India and South Africa, individuals without children are more likely to believe that raising a family as an LGBTQIA+ person is easier in their country compared to respondents in the UK and the US.

"I don't think in Black South African families, the LGBTQIA+ family formation has fully been accepted... It hasn't been gradually accepted as yet. So, even parenting in today's times as an African, as a Black person in South Africa, is not as easy."
– South Africa

Generational shifts

The journey to LGBTQIA+ parenthood is shaped by more than just sexual orientation or gender identity.

Factors such as age, race, social class, and geographical location all play a significant role in their experiences. Access to reproductive options, legal rights, financial stability, and societal attitudes toward LGBTQIA+ families vary widely, influencing not only the ability to become a parent but also the challenges faced along the way.

These differing experiences are reflected in attitudes toward LGBTQIA+ parenting across different countries.

Changing conversations on gender identity and sexual orientation

For generations, discussions about gender identity and sexual orientation within families have been fraught with hesitation, stigma, or outright silence. But our research suggests a generational shift in openness and acceptance. While LGBTQIA+ individuals in the past often navigated their identities without family support, today's parents are far more willing to embrace these conversations with their own children.

Only 37%

of respondents said they would have felt completely comfortable discussing gender identity with their parents or guardians growing up. However, when asked how their families would react today if their child came out as gay, lesbian, or bisexual, 64% of parents said they would be supportive.

This progress is significant. The data suggests that today's parents are more likely to create the environment of acceptance that many did not experience themselves.

However, the gap between the desire for openness and the reality of past silence highlights how intergenerational conversations remain critical.

Why intergenerational conversations matter

These findings underscore a fundamental truth about acceptance: when families talk openly about identity, it fosters safety, belonging, and resilience. The fact that more families today are willing to support their children means that LGBTQIA+ youth growing up now will have more affirming spaces than previous generations did.

"When I finally came out to my family and friends, I was totally accepted. Hawaii is very accepting of Mahus (transgendered individuals and transvestites). I feel fortunate to live here because of that." – US

Here's what LGBTQIA+ parents in India, South Africa, the UK, and the US told us about their experiences, challenges, and hopes for the future…

"When I was 15, I was outed to my family. My dad wanted to brush it aside as 'it's just a phase', seeing as lockdown had just passed and I attended an all-girls school. My mum told me: 'if you want to go down that path, then you are not my daughter'." - UK

INDIA

1. A silent struggle: LGBTQIA+ parents and schools

For many LGBTQIA+ parents in India, visibility is a delicate negotiation between safety and authenticity. While some progress has been made in legal and social spheres, schools remain a space where parents often feel the need to stay silent.

44%

Nearly half of LGBTQIA+ parents are not open about their sexual orientation in their child's school community.

33%

One-third are not open about their gender identity in their children's school community.

"I was made fun of [about] my sexual orientation in front of my child" – India

"I think my child suffered a little bullying because of my gender identity. That has not changed. I think kids… are the cruellest to other kids." – India

2. The unequal path to parenthood

Becoming a parent as an LGBTQIA+ person in India is an uphill battle. A staggering

87%

of respondents said that their access to pathways to parenthood differs significantly from that of their cisgender, heterosexual counterparts.

This reflects the legal and social reality of India today. In 2018, India's Supreme Court decriminalised same-sex relationships in the landmark Navtej Singh Johar v. Union of India ruling, a historic win for LGBTQIA+ rights. However, in 2023, the court in Supriyo Chakraborty v. Union of India upheld laws that prohibit adoption for unmarried and same-sex couples. Without marriage equality, LGBTQIA+ couples lack access to joint adoption, surrogacy rights, and parental legal protections; fundamentals that heterosexual couples often take for granted.

India's legal system may no longer criminalise LGBTQIA+ identities, but it still refuses to recognise their families.

3. The strength of partnership in LGBTQIA+ families

7%

Only 7% of LGBTQIA+ parents in the study identified as single; far lower than in the other markets. This suggests that partnership is a crucial survival mechanism for LGBTQIA+ individuals in India. Unlike in countries where legal structures provide stability, Indian LGBTQIA+ families rely on informal partnerships, chosen families, and community support networks to navigate a system that refuses to acknowledge them. Marriage certificates may be denied, but commitment and resilience cannot be legislated away.

"It was difficult to get admission in schools for my child because when you are… LGBTQIA+, they think it will ruin the image of their school."
- India

SOUTH AFRICA

1. "Umuntu ngumuntu ngabantu" and safety

Safety remains a major concern for LGBTQIA+ individuals globally, but in South Africa, the risks are even more pronounced due to high violent crime rates and an ongoing femicide and gender-based violence (GBV) crisis. A significant number of LGBTQIA+ individuals feel unsafe even in their own neighbourhoods, with nearly a quarter of respondents expressing this concern. This is a sobering statistic, especially given South Africa's Bill of Rights, which is celebrated for its clear human rights protections, including freedom of expression and association, and the prohibition of unfair discrimination based on sexual orientation. The African ethos of 'umuntu ngumuntu ngabantu' emphasises community as central to survival and belonging. But what happens when the village feels unsafe?

The legacy of apartheid-era spatial planning continues to affect Black communities disproportionately, impacting access to healthcare, transport, and infrastructure. For many LGBTQIA+ individuals, safety concerns are intertwined with issues of race and class, putting the foundation of family and community at risk.

2. LGBTQIA+ networks for parents

LGBTQIA+ inclusion in the workplace has made strides in South Africa, with more organisations introducing Employee Resource Groups (ERGs) and networks.
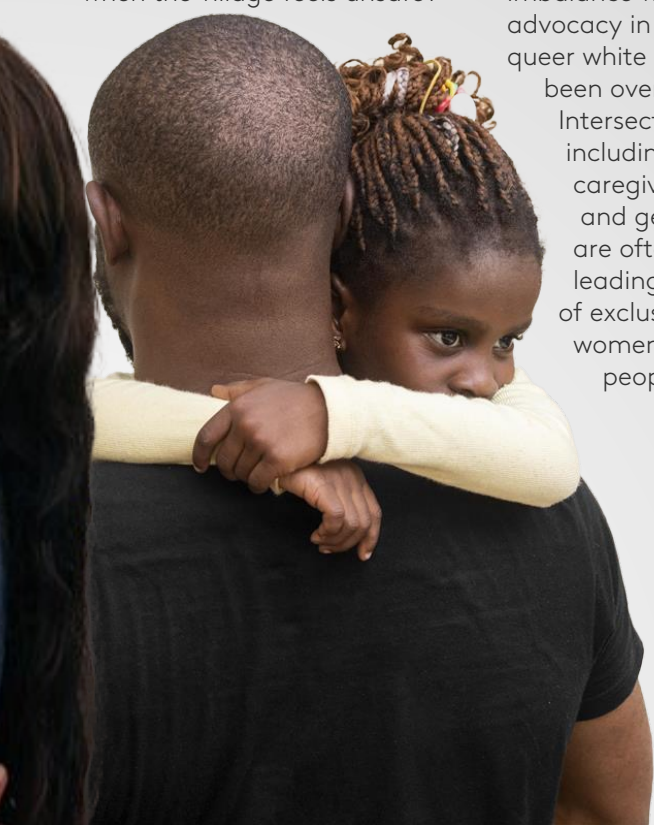
Despite these efforts, many LGBTQIA+ working parents feel that professional development networks are still dominated by men. This reflects a long-standing imbalance within LGBTQIA+ advocacy in South Africa, where queer white men have historically been overrepresented. Intersectional nuances, including parenthood, caregiving responsibilities, and gendered expectations, are often overlooked, leading to additional layers of exclusion for LGBTQIA+ women, non-binary people, and parents.

3. Financial strain reshapes household survival

The cost of living in South Africa has become a growing crisis for working parents. With one of the highest Gini coefficients in the world, the financial gap between the haves and have-nots continues to widen. More than half of LGBTQIA+ parents report difficulty affording the things they need or want. Kantar's Worldpanel data shows a steady decline in the purchase volume of basic household essentials over the past three years, with families buying less to cope with rising costs. Access to nutritious food and basic needs remains a critical social issue, directly impacting LGBTQIA+ parents and their ability to provide for their families.

"My daughter was taken away from me by child welfare because of my bisexual orientation."
– South Africa

UK

1. Gaps in education about LGBTQIA+ identity

When we asked parents whether they recall sexual orientation and gender identity being formally discussed in school, more than half said they do not remember these topics ever being addressed.

The debate over LGBTQIA+ education in schools in the UK has become increasingly politicised, with growing efforts to restrict discussions on these topics. In a recent Index on Censorship survey,

53%

of librarians **reported** being asked to remove books from public collections, many of which included LGBTQIA+ themes. In over half of those cases, the books were successfully removed.

One of the most significant contributors to this gap was Section 28 of the Local Government Act 1988, a law that effectively banned schools from discussing LGBTQIA+ identities. While Section 28 was repealed in Scotland in 2000 and in the rest of the UK in 2003, its legacy lingers. This lack of education has real consequences.

2. The generational absence of role models

Representation matters. When children see people like them in the world, whether in their families, their communities, or the media, it affirms their identity, expands their possibilities, and provides a sense of belonging. Yet, when we asked parents whether they had any LGBTQIA+ role models while growing up, whether family members, public figures, or pop culture icons, **60%** said no. This is higher than in the other markets surveyed.

But social media plays that role today, giving visibility to LGBTQ+ role models. So, not having had those role models when growing up doesn't mean they have not since had exposure. Which may well influence how they raise children today.

The absence of LGBTQIA+ representation in childhood affects not only LGBTQIA+ individuals but also the families raising them. Representation in media, politics, and public life has increased over time, and that progress matters. Increased visibility helps LGBTQIA+ children see themselves reflected in the world, giving them the language and confidence to understand their identities. Yet, despite these strides, there is still work to be done.

Later in this report, we explore why representation continues to matter, and how it shapes family life, resilience, and belonging.
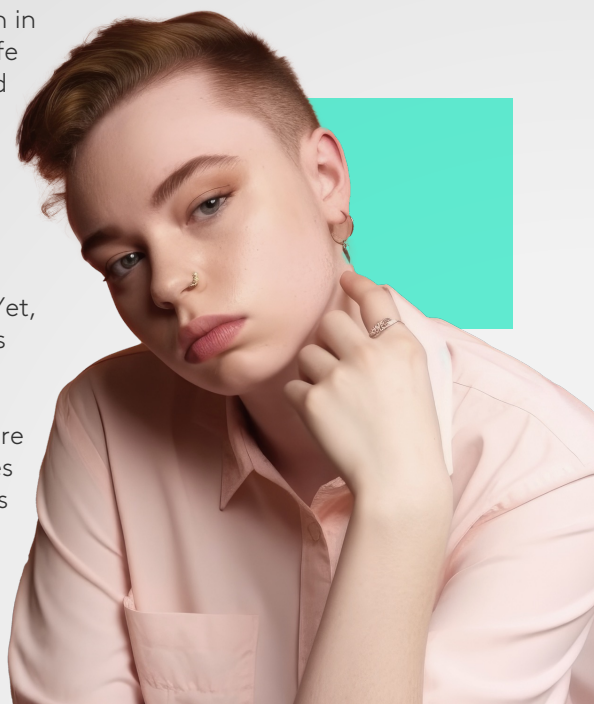
3. Social polarisation

Our study noted heightened awareness of a climate of growing social polarisation amongst LGBTQIA+ parents in the UK.

Some respondents shared concerns about raising children, especially boys, in an environment where rigid ideals of masculinity still dominate. The groundbreaking Netflix mini-series *Adolescence* captured how early these harmful norms take hold, with parents' responses to hearing about any form of social media harassment often discouraging emotional vulnerability and reinforcing outdated expectations rather than encouraging understanding new modes of expression.

For LGBTQIA+ parents, the task of challenging these narratives often begins at home. Yet with mental health services stretched and few positive role models in media, many feel unsupported. According to Kantar's LINK database, positive portrayal of men in advertising has stalled in recent years.

It's a reminder that inclusive parenting requires a more inclusive society, too.

US

1. LGBTQIA+ parents face disproportionate barriers to career progression

For many LGBTQIA+ parents in the US, the workplace remains an uneven playing field. One in four LGBTQIA+ parents reported experiencing obstacles to career progression due to their sexual orientation, tying with India for the highest rate among the four markets surveyed.

While some industries have made progress, others remain deeply heteronormative, with leadership pipelines, mentorship opportunities, and family policies often failing to account for LGBTQIA+ employees. Bias in promotions and leadership opportunities continues to be an issue. Further to this, workplace cultures often assume traditional family structures, leaving LGBTQIA+ parents feeling invisible or unsupported.

2. Marriage equality prevails

The US stands out among the four markets surveyed for having the highest rate of legally married LGBTQIA+ parents

63%

reported being married.

This is a direct reflection of the country's long fight for marriage equality,

which was federally recognised in the landmark <u>Obergefell v. Hodges</u> decision in 2015.

Marriage is not just symbolic; it has real legal implications for LGBTQIA+ parents, as marital status often determines factors such as parental rights and custody protections, and access to family health benefits and tax advantages.

However, legal recognition does not erase discrimination.
The fight for full equality is far from over.

3. Transphobia and misgendering: A crisis for LGBTQIA+ families

For transgender, non-binary, and gender-nonconforming parents, hostility and discrimination have intensified in the US. On 20 January 2025, the new US administration declared it would only recognise two genders.
This was followed by a series of **<u>executive orders</u>** directly targeting LGBTQIA+ individuals and families, including:

– Stripping non-discrimination protections in the workplace

– Limiting healthcare access for transgender, non-binary, and intersex individuals

– Reinstating bans on transgender individuals serving in the military

While legal challenges may slow or block some of these policies, the psychological toll is already immense.
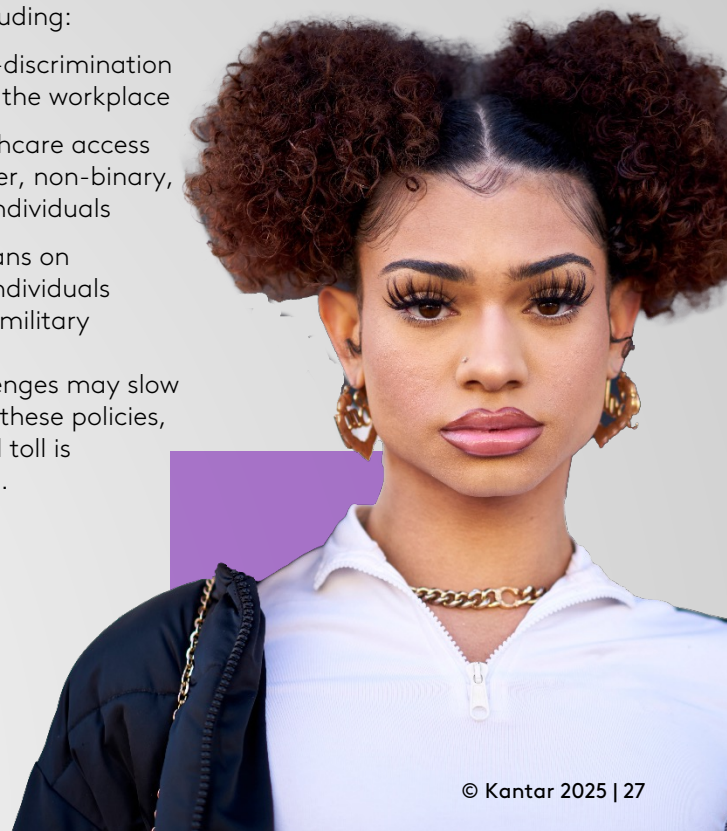
For LGBTQIA+ parents, these attacks are not just political — they are deeply personal, as they affect their ability to access healthcare, protect their children, and navigate daily life.

"Since January 20, life has gotten much worse for the trans female community. I always fear for my safety."
- US

Despite the chaos, anger, and fear, these policies cannot override the US Constitution, federal laws, and established legal precedent. But for those living in fear, this may offer little consolation.

To LGBTQIA+ parents navigating this hostile landscape: we see you, and we stand with you.

Neutrality is a myth

Safety is not a concept that exists in theory but a lived reality that shapes how LGBTQIA+ individuals navigate the world, including the workplace.

Physical safety is a concern, but in today's climate, psychological safety must be interrogated now more than ever, not regressed on. Workplaces cannot afford to be passive on inclusion.

For LGBTQIA+ employees, the ability to show up authentically, speak without fear of discrimination, and be recognised for their contributions without bias is not a luxury, it is a fundamental requirement. Psychological wellbeing cannot be taken for granted, and organisations that fail to foster inclusive environments risk not only the mental health of their employees but also their long-term engagement, loyalty, and productivity.

Understanding this, we explored how organisations can facilitate true workplace safety – both physical and psychological.
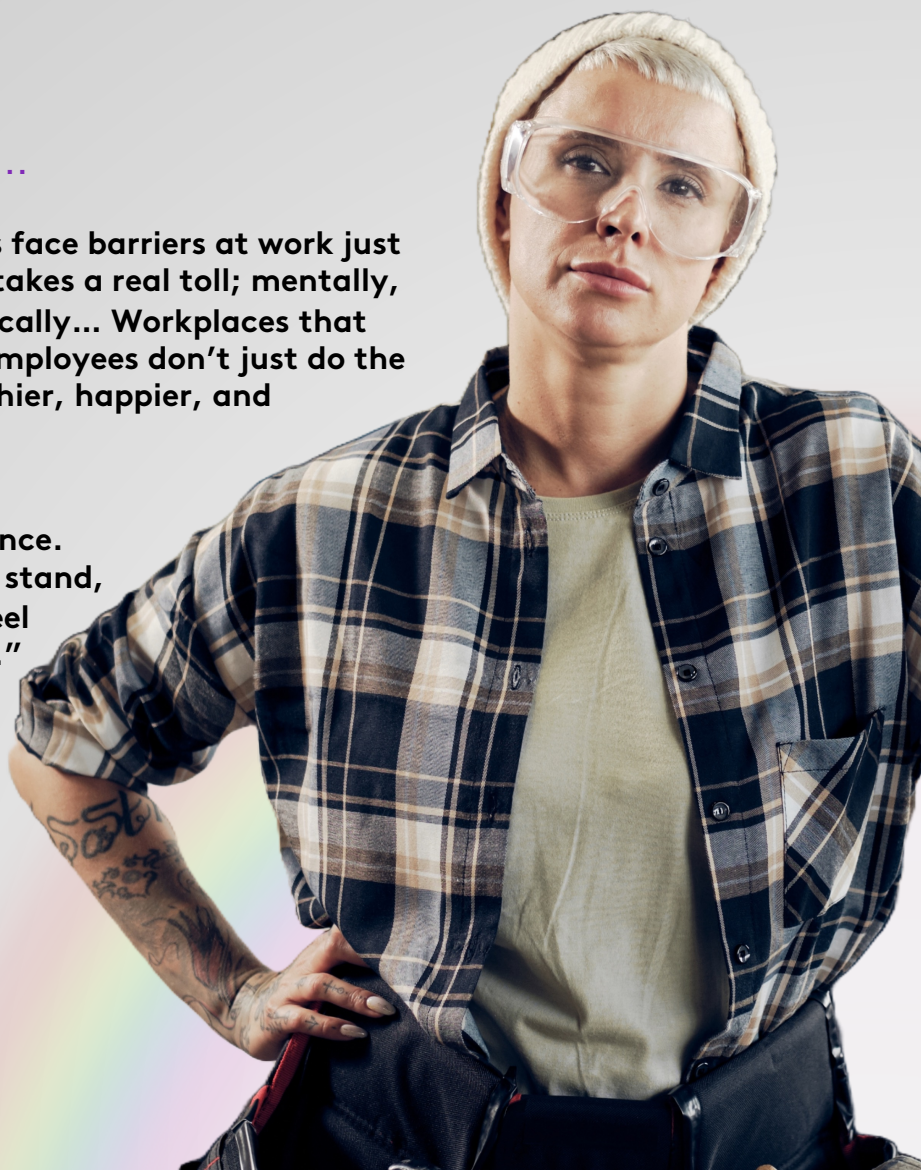
To provide expert insight, we spoke with Dr Muneera Mohammed, a leading clinical psychologist with over 30 years of experience working with marginalised communities.

Dr Mohammed has an acute awareness of how sociopolitical dynamics filter into both personal and workplace experiences. As a policy advisor for South Africa's Department of Health and a consultant to individuals and organisations on inclusion and psychological safety, she has been at the forefront of conversations about mental health and workplace wellbeing.

Dr Mohammed said...

"When LGBTQIA+ employees face barriers at work just because of who they are, it takes a real toll; mentally, emotionally, and even physically... Workplaces that actively include LGBTQIA+ employees don't just do the right thing; they build healthier, happier, and more productive teams."
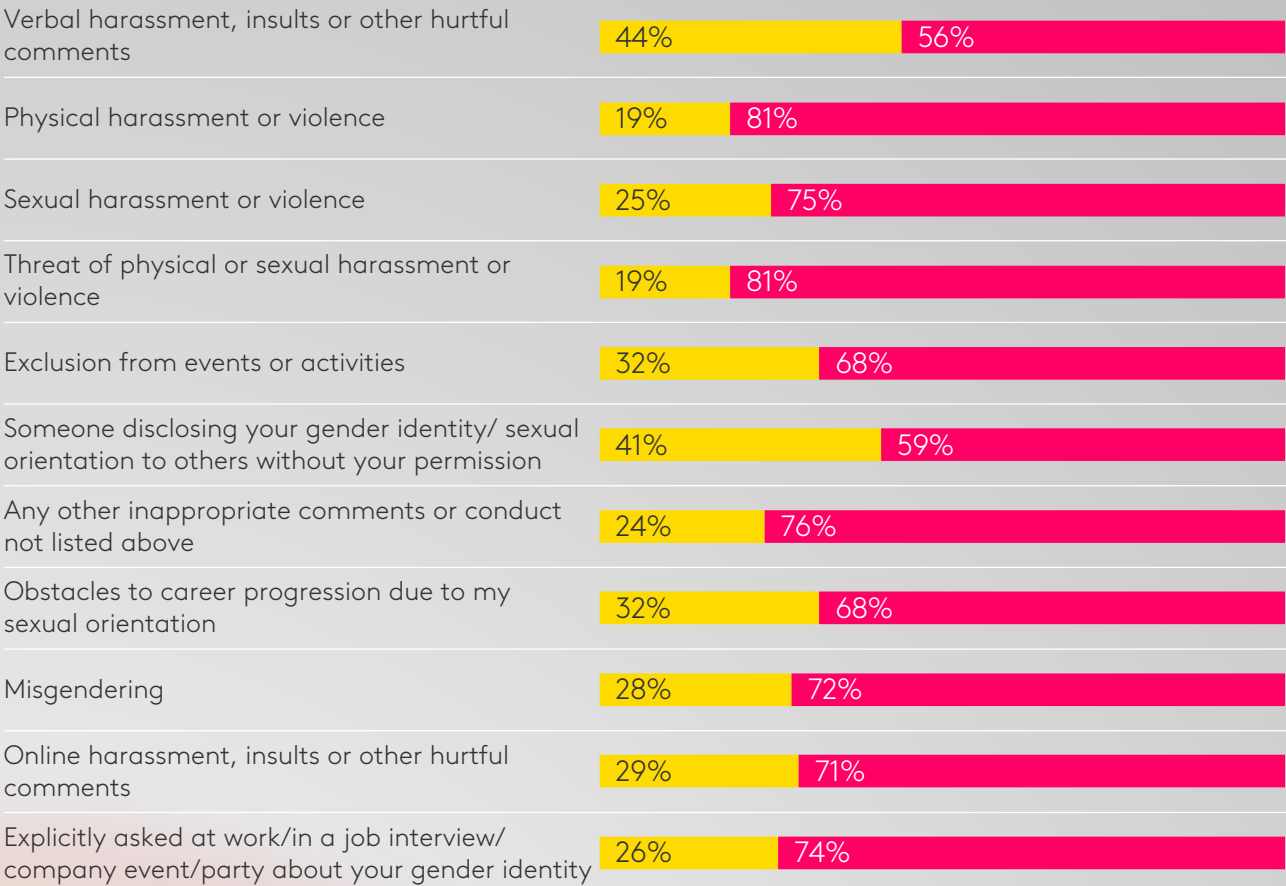
"...Employees notice the silence. If a company doesn't take a stand, LGBTQIA+ employees may feel unsupported or even unsafe."

Be the change – vision not division in times of increasing animosity

Which of these negative behaviours did you experience at work as a result of your gender identity or sexual orientation?

■ Yes ■ No

Behaviour	Yes	No
Verbal harassment, insults or other hurtful comments	44%	56%
Physical harassment or violence	19%	81%
Sexual harassment or violence	25%	75%
Threat of physical or sexual harassment or violence	19%	81%
Exclusion from events or activities	32%	68%
Someone disclosing your gender identity/ sexual orientation to others without your permission	41%	59%
Any other inappropriate comments or conduct not listed above	24%	76%
Obstacles to career progression due to my sexual orientation	32%	68%
Misgendering	28%	72%
Online harassment, insults or other hurtful comments	29%	71%
Explicitly asked at work/in a job interview/ company event/party about your gender identity	26%	74%

Dr Mohammed concludes...

"Workplace safety isn't about just the physical element of it. It's also about making sure every employee feels physically, emotionally, and psychologically safe. When companies go beyond just physical safety and think about the full picture of inclusion, they create workplaces where people want to be."

Gen Z and the new rules of brand loyalty

Beyond the workplace, Gen Z is emerging as the most ethnically diverse generation in history. By 2030, they will make up 27% of the global workforce, wielding over $3 trillion in spending power.

According to the Edelman Trust Barometer, only

36%

of respondents believe the next generation will be better off, dropping to just 1 in 5 in most developed countries.

Against this backdrop of uncertainty, Gen Z is demanding more from brands than just products. They expect businesses to take a stand on social issues, sustainability, and inclusion.

According to Kantar's Brand Inclusion Index,

13%

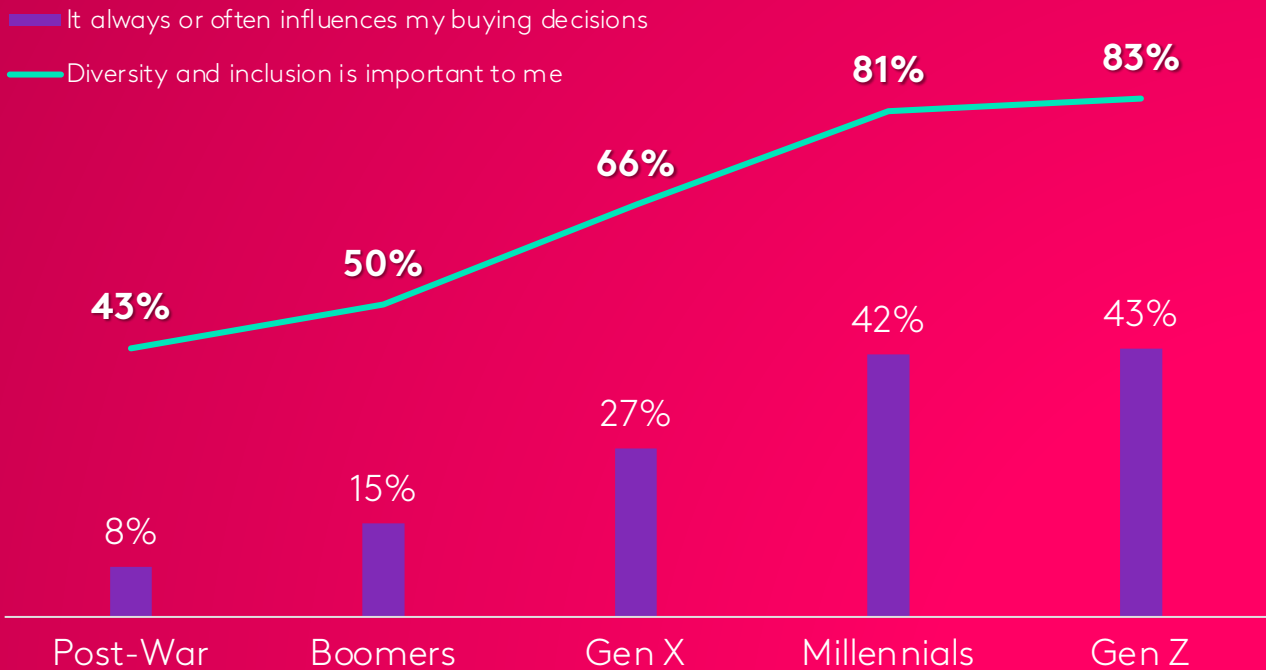of global Gen Z adults (18-24) identify as LGBTQIA+.

Ignoring DEI means alienating this economically powerful and socially conscious generation.

Kantar's Brand Inclusion Index also reveals that

1 in 4

Gen Zs say that a brand's values of inclusivity and diversity influence their purchasing decisions, not just occasionally, but **constantly**.

To future-proof your brand and connect with this generation, inclusion is a must.

■ It always or often influences my buying decisions

— Diversity and inclusion is important to me

	Post-War	Boomers	Gen X	Millennials	Gen Z
Diversity and inclusion is important to me	43%	50%	66%	81%	83%
It always or often influences my buying decisions	8%	15%	27%	42%	43%

Inclusive purchase decisions

"Is it important to me that brands I buy from actively promote diversity and inclusion in their own business or society as a whole?"

61%
of people in the UK agree/strongly agree

69%
of people in the US agree/strongly agree

75%
of people in India agree/strongly agree

64%
of people in South Africa agree/strongly agree

*kantar DIVA Survey 2025, not Brand Inclusion Index

Inclusion as strategy

How inclusive brands will win market share

In the current political climate, many companies are scaling back their commitment to diversity, equity, and inclusion, or using different language such as "belonging" to avoid backlash.

But the evidence from Kantar's Brand Inclusion Index study is clear:

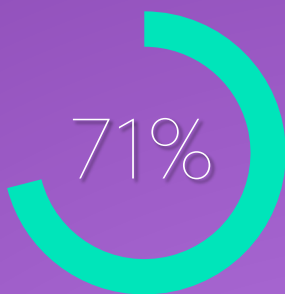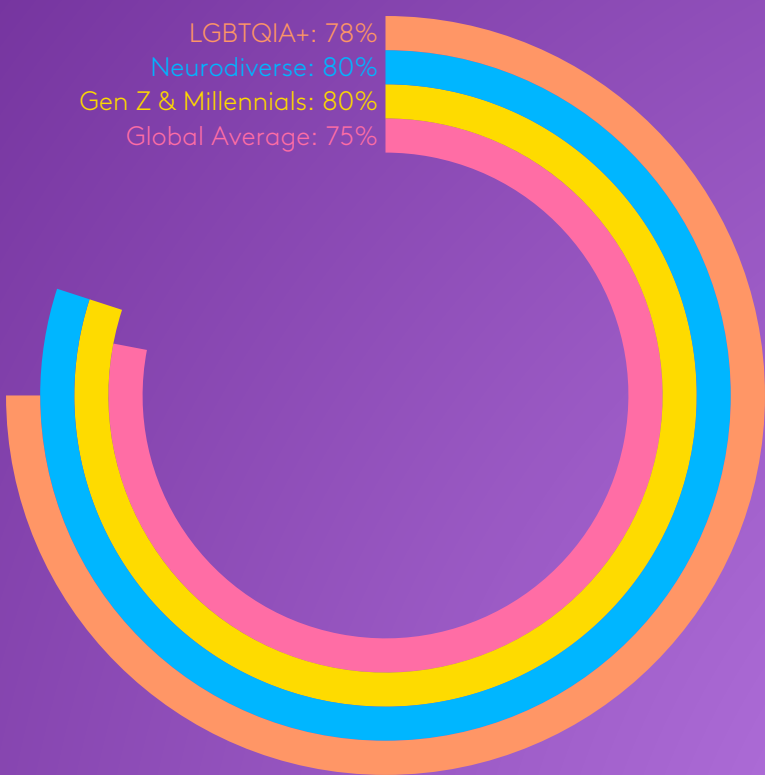inclusion is a powerful tool for brand growth.

Diversity and inclusion drive purchase decisions

Kantar's Brand Inclusion Index (BII) shows that nearly 8 in 10 people worldwide* factor diversity and inclusion into their purchase decisions. 75% of global consumers agree:
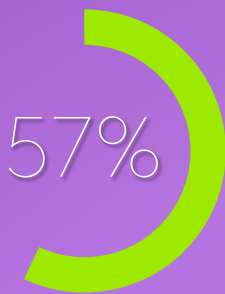
"It is important to me that the brands I buy from actively promote diversity and inclusion in their own business or society as a whole." Among LGBTQIA+ consumers, this rises to 78%.*

Businesses have a responsibility to end discrimination

Discrimination most often happens in places of business. Our BII study shows that among those who have experienced discrimination, **6 in 10** people report it occurring in commercial locations. Brands cannot afford to be bystanders in this reality; they must actively work to create safe and inclusive spaces.

LGBTQIA+: 78%
Neurodiverse: 80%
Gen Z & Millennials: 80%
Global Average: 75%

71%

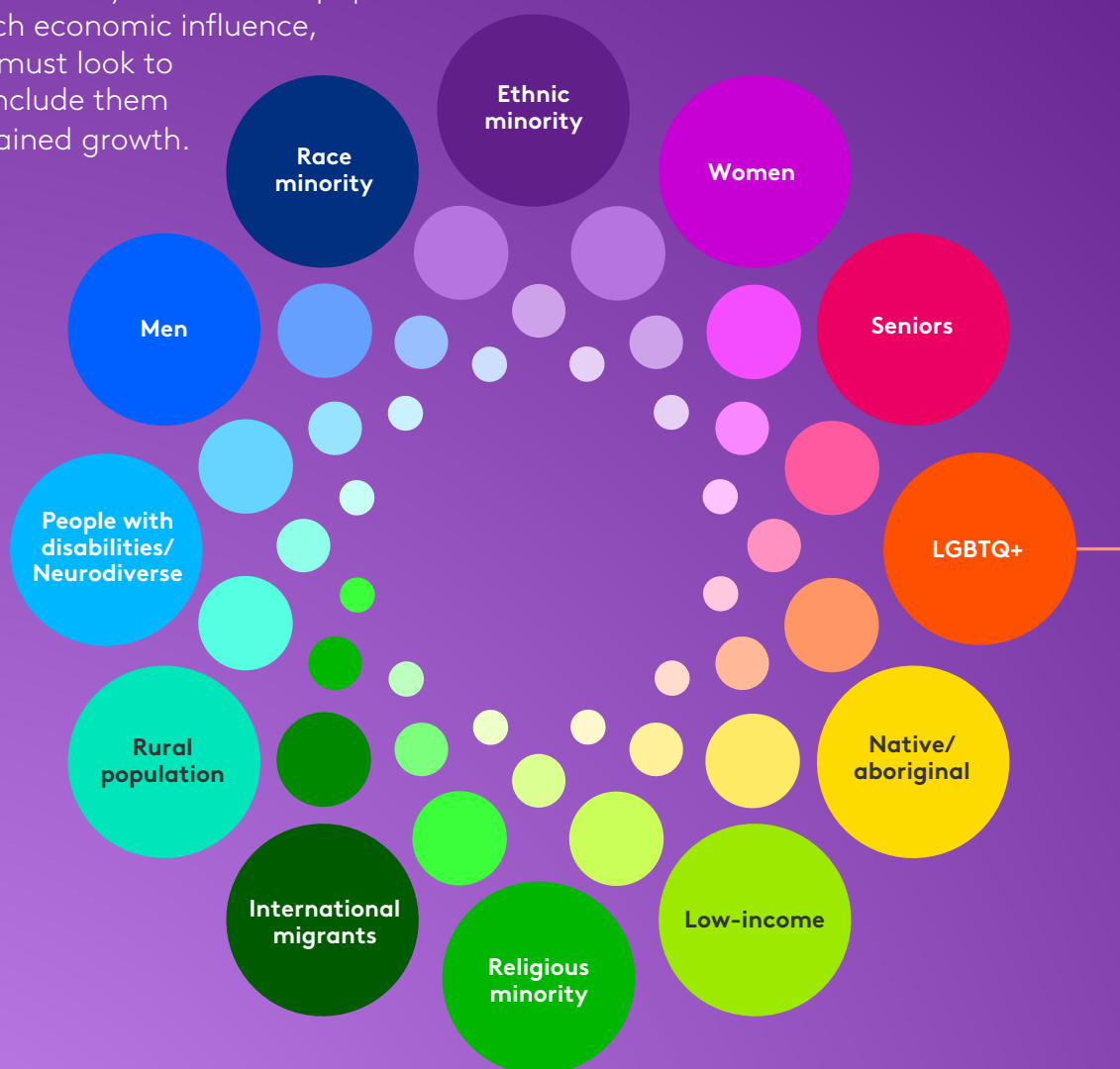**"Believe businesses have a responsibility to make society fairer"**

57%

"It is important to me that the companies I buy from actively promote diversity and inclusion in their own business or society as a whole"

Underserved populations have great spending power

Worldwide, 371 million people identify as LGBTQIA+, representing a staggering $3.9 trillion in buying power.

Kantar's Brand Inclusion Index reveals when historically underserved populations hold such economic influence, brands must look to better include them for sustained growth.

Race minority

Ethnic minority

Women

Men

Seniors

People with disabilities/ Neurodiverse

LGBTQ+

Rural population

Native/ aboriginal

International migrants

Religious minority

Low-income

371m = 13%
Global Gen Z adults (18-24) identify as LGB

= $3.9 trillion
in buying power

Closing the inclusion gap
The good news is that most people recognise brands' inclusion efforts

65% of consumers believe brands are at least trying to be more diverse and inclusive.* This belief is even stronger among LGBTQIA+ consumers at 68%.* However, a significant gap remains.

68%

of LGBTQIA+ respondents in this survey agree brands are making an effort to be more diverse and inclusive

The good news is that most people recognise brands' inclusion efforts: brand growth will come from closing inclusion gaps. Success lies in predisposing more people to your brand, and you cannot grow while excluding key consumer segments. Brands that integrate inclusivity authentically will not only build equity but also secure their place in the future.

"I'm a butch lesbian and NEVER see myself represented in advertising – if lesbians ever get featured, they're usually very feminine and light-skinned. We're a two-mum family and that's rarely show in the media, certainly not with butch lesbian mums and their caring side." - UK

Can your brand afford not to be inclusive in this economy?

The opportunity cost of discrimination is staggering. To the brands that have chosen to actively exclude and condemn the LGBTQIA+ community, we say good riddance. But for those sitting on the fence, fearful of backlash, or simply unsure where to begin, we say: we understand that navigating this space can feel intimidating, especially in the current sociopolitical climate. That's where Kantar comes in. Our data-driven insights don't just highlight the risks of exclusion, they provide a clear roadmap for action.

From laying the foundation of authentic inclusion to guiding you through every step of execution, we help brands turn diversity into a tangible business advantage.

The research shows that when done authentically and holistically, diversity and inclusion are competitive advantages. The benefits far outweigh the risks, and brands that fail to embrace diversity are leaving billions on the table.

Based on the discrimination LGBTQIA+ consumers experience at commercial locations, we estimate:

Potential loss of LGBTQIA+ consumers

$499

BILLION ANNUALLY (US), while The Other Foundation estimates a further R250 billion untapped in South Africa

We speak to those on the front lines of inclusion

In a time when the commitment to diversity, equity, and inclusion is being tested, we turned to those on the front lines: the activists, policymakers, brand leaders, and community advocates who continue to push forward despite resistance. They understand that inclusion is not just a moral imperative but a business one, and that standing firm in the face of backlash is how real progress is made.

How can we mobilise, build community, and protect ourselves?

Their insights provide a roadmap for individuals, brands, and society at large. From fostering belonging at home to embedding inclusion into corporate DNA, their perspectives reveal not just why inclusion matters, but how we can all take action to ensure no one is left behind.

Here is what they had to say…

"We need to show our kids that there are all kinds of people out there and that it is essential to accept everyone for who they are and who they choose to be.

We should encourage our kids to be upstanders, not bystanders, and support them through any questions, or contemplations they may have. Let them know they always have our support."

We asked them:
Why is inclusion, especially of LGBTQIA+ families, more important now than ever?

Aishwarya Ramarajan
Women at Kantar ERG Lead for South Asia

Advice for brands in challenging times

Valeria Piaggio
Global Leader of Inclusive Growth, Sustainable Transformation Practice, Kantar

Inclusive marketers are advising brands to maintain the course on fully inclusive advertising campaigns. Kantar and our partners' research has proved that inclusive advertising elicits better results. Key data points: Inclusive advertising leads to 3.5% higher short-term sales and 16.3% higher long-term sales, 15% higher loyalty, 54% higher pricing power.

For over a decade, Kantar has been advising brands how to grow via inclusion. Kantar has proven that brands grow by being meaningfully different to more people, and there are three ways to accelerate that: predisposing more people, being more present, and finding new spaces to grow.

Demographic trends around the world point to the diversification of markets. In key markets like the US, business growth – especially in mature sectors – comes from high-growth yet often underserved or underrepresented consumer segments.

In the US alone, the combined buying power of diverse segments is around $7 trillion and growing 1.3 times faster than non-diverse groups.
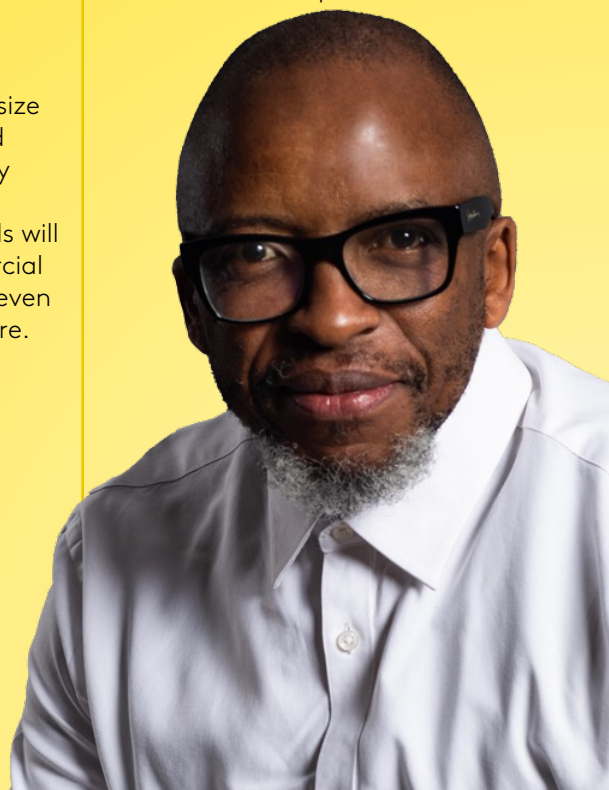
These demographics are growing in population size and buying power and over-indexing in many business sectors. Without them, brands will miss out on commercial growth, today and even more so in the future.

Ivan Moroke
CEO, South Africa Insights Division and I&D Lead for MEA region, Kantar

Since the acceleration of DEI across the globe as a critical success factor for brand growth, the single biggest watchout for brands adopting the DEI journey has been the issue of authenticity, which you cannot fake, as sooner or later any true lack of commitment will be exposed.

There is too much activism for it not to, as the proliferation of media and resultant more informed and empowered consumers reveals the true commitment to DEI. In challenging times, it just accelerates the exposure.

A call for personal action

Sarah Kirk

Chief Strategy Officer, Colour-Full

Meaningful collective action is driven by more than just shared beliefs held with passivity.

The global political environment is currently emboldening those whose violent perspectives are set on othering anyone who dares to be and live differently from the White hetero-patriarchal status quo.

.

To counteract this, it is of utmost importance that each and every person who understands that our diversity strengthens us challenges these narratives.

Real relationships must underpin these actions to ensure that sustainable community-building takes place beyond reactive outrage. Empowering ourselves and each other to speak, act, and advocate with sustained energy is vital.

Ishita Tuteja

Talent Acquisition Partner, South Asia, Kantar

Over the years, I've learned that real change happens when people step beyond passive support and actively engage — by listening, learning, and advocating. It's been inspiring to witness colleagues come together, challenge biases, and create a culture where everyone feels seen and valued. Inclusion isn't just a corporate initiative; it's a shared responsibility.

Even in challenging times, our strength lies in our unity, and I truly believe that when we stand together, we can build a world that respects and celebrates everyone.
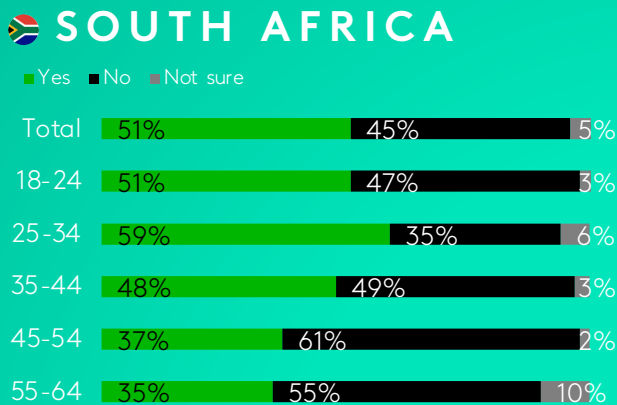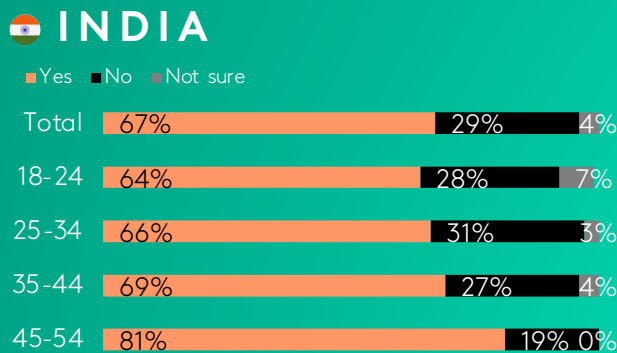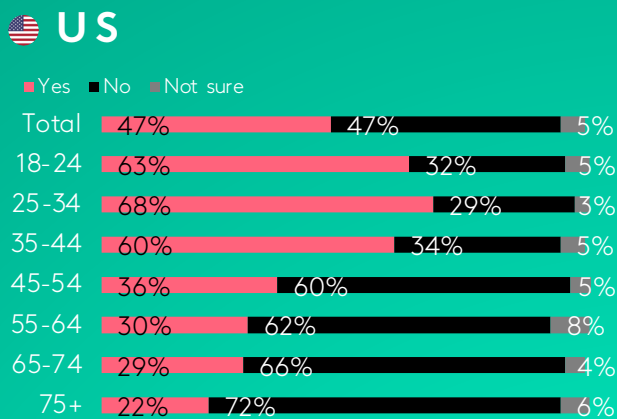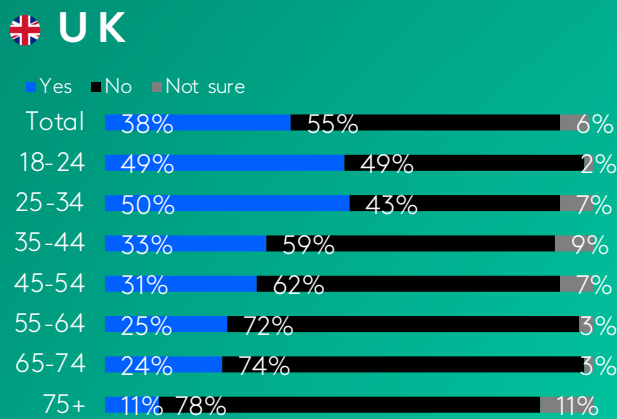
Representation and media
"Attitudes have changed in my lifetime: from a topic that couldn't be discussed to representation on mainstream TV."

Media representation of LGBTQIA+ parenting is essential and has come a long way, shifting to a growing presence in TV series, films, news stories, and social media that shape public attitudes.

The rise of short-form video platforms like TikTok has further transformed representation, with LGBTQIA+ families to sharing everyday lives with their subscribers directly. Parent influencers use these platforms to offer an unfiltered view of their parenting journeys. But while visibility has increased, representation remains uneven across generations and regions…

Increasing representation has also played a role in legal and policy advancements. But mainstream media still carries biases when portraying LGBTQIA+ families through a heteronormative lens or failing to reflect the diversity within the community. Addressing these gaps is crucial to reinforce the understanding that LGBTQIA+ parents are simply parents, equally deserving of respect and rights.

Did you have any LGBTQIA+ role models during your childhood?
(e.g. family members, public figures, pop culture icons etc)

🇬🇧 UK
Yes ■ No ■ Not sure

	Yes	No	Not sure
Total	38%	55%	6%
18-24	49%	49%	2%
25-34	50%	43%	7%
35-44	33%	59%	9%
45-54	31%	62%	7%
55-64	25%	72%	3%
65-74	24%	74%	3%
75+	11%	78%	11%

🇺🇸 US
Yes ■ No ■ Not sure

	Yes	No	Not sure
Total	47%	47%	5%
18-24	63%	32%	5%
25-34	68%	29%	3%
35-44	60%	34%	5%
45-54	36%	60%	5%
55-64	30%	62%	8%
65-74	29%	66%	4%
75+	22%	72%	6%

🇮🇳 INDIA
Yes ■ No ■ Not sure

	Yes	No	Not sure
Total	67%	29%	4%
18-24	64%	28%	7%
25-34	66%	31%	3%
35-44	69%	27%	4%
45-54	81%	19%	0%

🇿🇦 SOUTH AFRICA
Yes ■ No ■ Not sure

	Yes	No	Not sure
Total	51%	45%	5%
18-24	51%	47%	3%
25-34	59%	35%	6%
35-44	48%	49%	3%
45-54	37%	61%	2%
55-64	35%	55%	10%

Advocacy for safer digital space

10 actionable recommendations

Promote digital and social media literacy

1. Teach children to identify credible sources and think twice before sharing personal information or unverified content.

2. In family discussions, model respectful online engagement. Reference legitimate sites or authors and be careful about what you post.

Embrace cooperative supervision

3. Collaborate on which privacy settings to use and how intensively to monitor.

4. Reassess boundaries periodically, acknowledging your child's growth and changing online habits. Check they're happy with photos and family info you share online.

Support emotional wellbeing

5. Listen without judgement when they share struggles. Validate their experiences rather than dismissing them.

6. Encourage connections — online and offline — that celebrate LGBTQIA+ identities and promote acceptance.

Handle cyberbullying proactively

7. Be proactive: Guide your child on how to block, report, and collect evidence of harassment.

8. Work with school officials if any bullying involves classmates, ensuring a united stance against hateful behaviours.

Champion inclusive spaces

9. Get involved with forums or advocacy groups demanding stronger protection on social media platforms.

10. Share resources like StopBullying.gov with neighbours, friends, and your broader community.

Access helpful links and references

MediaSmarts – Digital Media Literacy

NEDA Forums – NEDA Forums

Common Sense Media – Parental Controls

CDC – Violence Prevention: LGBT Youth

StopBullying.gov – Cyberbullying Resources

The Trevor Project – The Trevor Project

TrevorSpace – TrevorSpace.org

The impact of AI on information literacy

When using the internet and in particular AI tools, it is essential to assess the accuracy and intentions behind this information. As parents, we need to advise children to avoid accepting online content at face value.

According to a recent study by the National Literacy Trust, there has been a dramatic increase in the percentage of young people aged 13 to 18 who say they have used generative AI over the last year.

Harness it responsibly and ethically to empower the next generation to make informed decisions in an increasingly digital landscape.

Digital safety and wellbeing

Not sure where to get started? Review this guide for parents, guardians and carers from Kantar's global Parents & Carers Employee Resource Group (ERG)

for LGBTQIA+ families

Reflecting before posting or responding

Remind young people that their digital footprint can follow them for years. Before they share content, they should consider its long-term impact and whether it could invite harmful responses.

Encourage them to think: "Would I want to see this posted on a billboard – now or in 10 years' time?" before hitting send/post.

In today's connected world, LGBTQIA+ youth find community, resources, and self-expression online in ways that were almost unimaginable a generation ago.

As a parent or caregiver, your role involves not just protection but also empowerment: you want your teen to explore online communities safely, develop resilience, and learn to advocate for themselves.

Recognising the digital landscape

It's not all negative: Online communities and social media platforms can serve as lifelines for many LGBTQIA+ teens, providing validation and camaraderie they might not receive offline. They can watch videos that break down stereotypes, engage with role models, and discover grassroots activism.

However, these same spaces may also harbour toxic comments or disinformation. Youth who are already vulnerable may encounter targeted cyberbullying or content aimed at invalidating their identities.

Parents and caregivers can help by understanding how hate speech and harassment can affect a child's mental health — and by taking steps to shield, guide, and empower them.

Building critical thinking skills

Teaching teens to question and verify what they see online goes a long way toward fighting back against biased or harmful material. Chat with them about reliable vs. questionable sources and encourage them to explore multiple perspectives on the same topic.

I&D

Parents & Carers

If we don't laugh, we'll cry

The power of humour in the face of animosity

What's next? Even in the midst of adversity, targeted attacks, and relentless rhetoric, many in the LGBTQIA+ community continue to operate with love, resilience and humour.

Social media, despite being a primary site of abuse, has also become a space for joyful defiance. TikTok, Twitter/X, and Instagram are filled with queer families reclaiming harmful narratives, poking fun at bigotry, and finding light in the dark. The same platforms that fuel anti-LGBTQIA+ rhetoric have also become rallying points for humour, community, and unapologetic self-expression.

We've seen it in music, pop culture, and viral trends – LGBTQIA+ people taking the very language of exclusion and flipping it on its head. Chappell Roan's *Pink Pony Club* has become an anthem of queer joy and belonging. TikTok trends like "Jimmy goes to school and comes back with a brutal operation" use satire to expose the absurdity of fearmongering around gender identity. Across digital spaces, memes and comedic skits turn anti-LGBTQIA+ talking points into laughingstocks, making it harder for bigotry to hold power.

To those showing up boldly, authentically, and countering hate with love and laughter — thank you. In a world that so often tries to erase or silence LGBTQIA+ voices, your humour is a reprieve, a resistance, and a reminder that joy is revolutionary.

Humour is more than just entertainment, it's a tool for survival. It builds community, relieves stress, and creates space for solidarity in the face of oppression. Studies show that laughter can improve mental health, strengthen connections, and help process trauma, all of which are vital in a time when LGBTQIA+ individuals are under increasing attack.

Make no mistake: anti-LGBTQIA+ rhetoric is no laughing matter. But when faced with fear, absurdity, and ignorance, sometimes the best response is to laugh at the ridiculousness of it all. Because no matter how loud the opposition gets, the LGBTQIA+ community will continue to live, love, and laugh – loud and proud.

The Kantar DIVA Report

Living bold, loving proud:
LGBTQIA+ parenthood in a changing world

Exploring the perspectives of LGBTQIA+ parents and families
India | South Africa | United Kingdom | United States of America

April 2025

"Some people can be anything. Some people have blue eyes, some people live on a boat, some people have two mummies. Some people are everyone."
-UK