

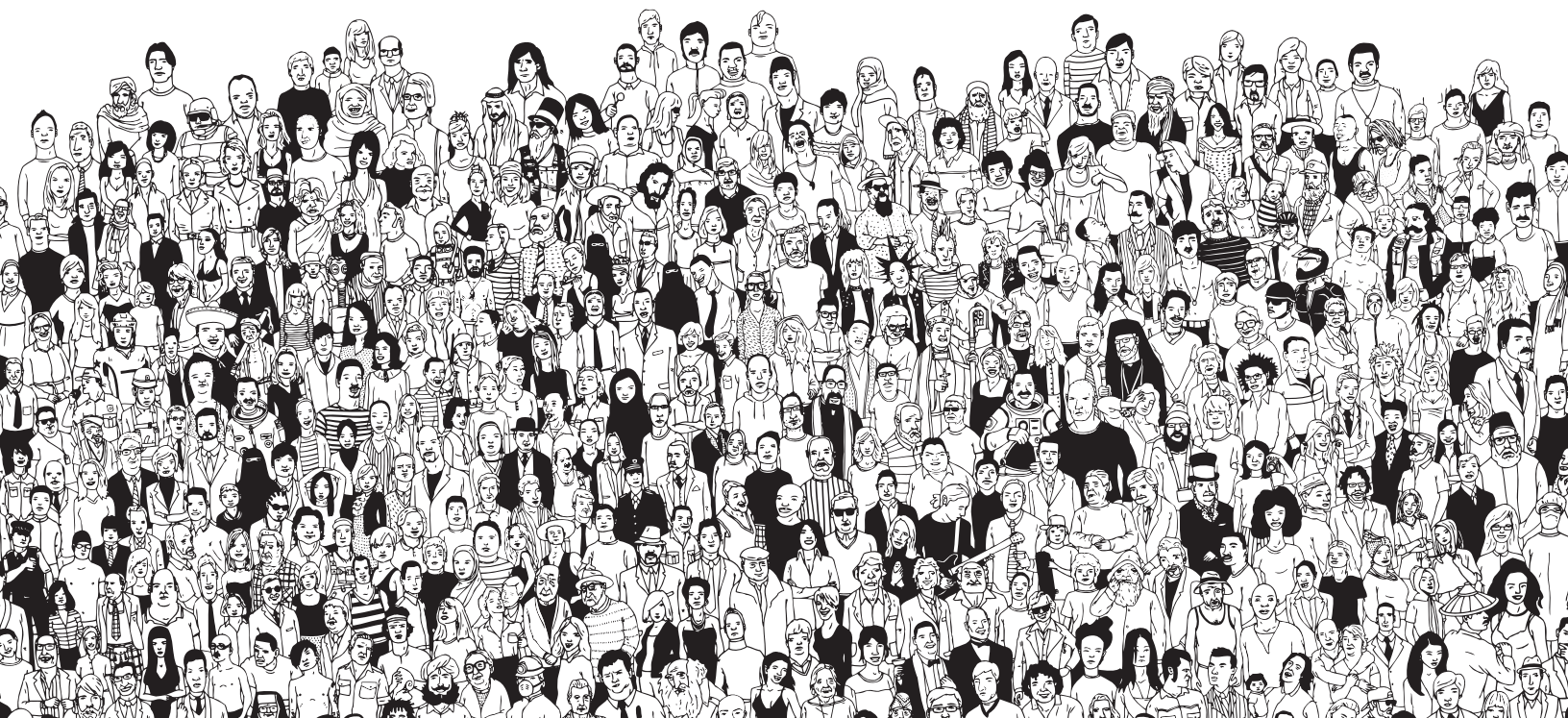
2014 LGBT Survey: Marriage, Media, Myths and Morality

YouGov LGBT Omnibus has taken the first of what will be an annual snapshot view of LGBT views on marriage, media and morality, comparing them to the views of the heterosexual community.

In celebration of the 2014 Gay Pride season YouGov has taken the opportunity to look at some common gay myths to see if they are based on more than common media stereotypes.

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What the world thinks

June 2014



Marriage and Relationships

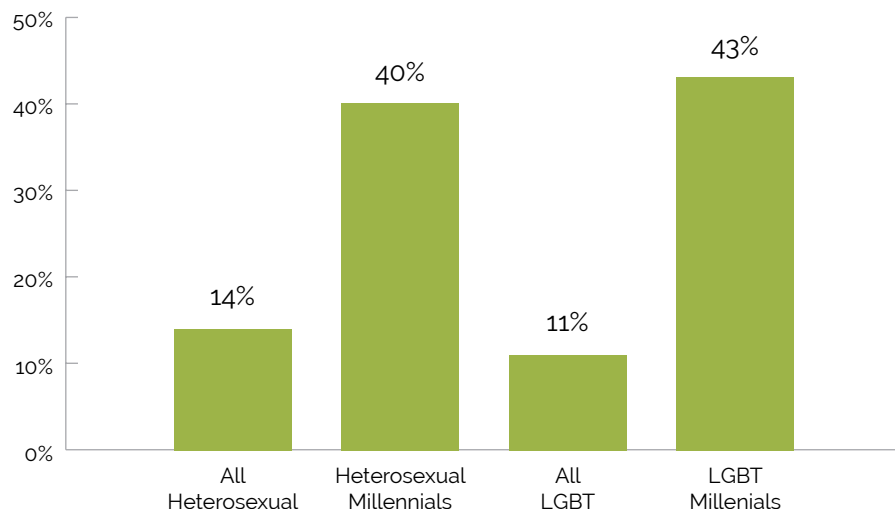
The overwhelming majority of America's lesbian, gay, bisexual and transgender adults (90%) believe that same sex couples should be allowed to marry, and 45% of those who have not yet married, would like to get married at some point in their lives. The numbers are much higher for the younger (18-34), Millennial generation, with 65% of lesbian, gay and bisexual Millennials wanting to marry compared to 68% of younger heterosexuals.

Fewer than half (45%) of heterosexual adults believe that gay and lesbian couples should be allowed to marry in the US, compared with double the proportion of LGBT people (90%). 93% of LGBT Americans believe that same sex couples should be allowed to parent and raise children; only 49% of heterosexuals agree.

Far more heterosexuals (62%) already have children compared to 35% of LGBT people, but similar numbers of younger people in both groups would like to have children in the future. 43% of LGBT Millennials who do not currently have children would like to have them one day, compared to 40% of younger heterosexuals.

Lesbian, gay and bisexual relationships seem to be nearly as long-lived as heterosexual relationships. 79% of heterosexual people in relationships have been in them for more than 5 years compared to 76% of LGBT relationships.

I CURRENTLY HAVE NO CHILDREN BUT WOULD LIKE TO HAVE SOME IN THE FUTURE.



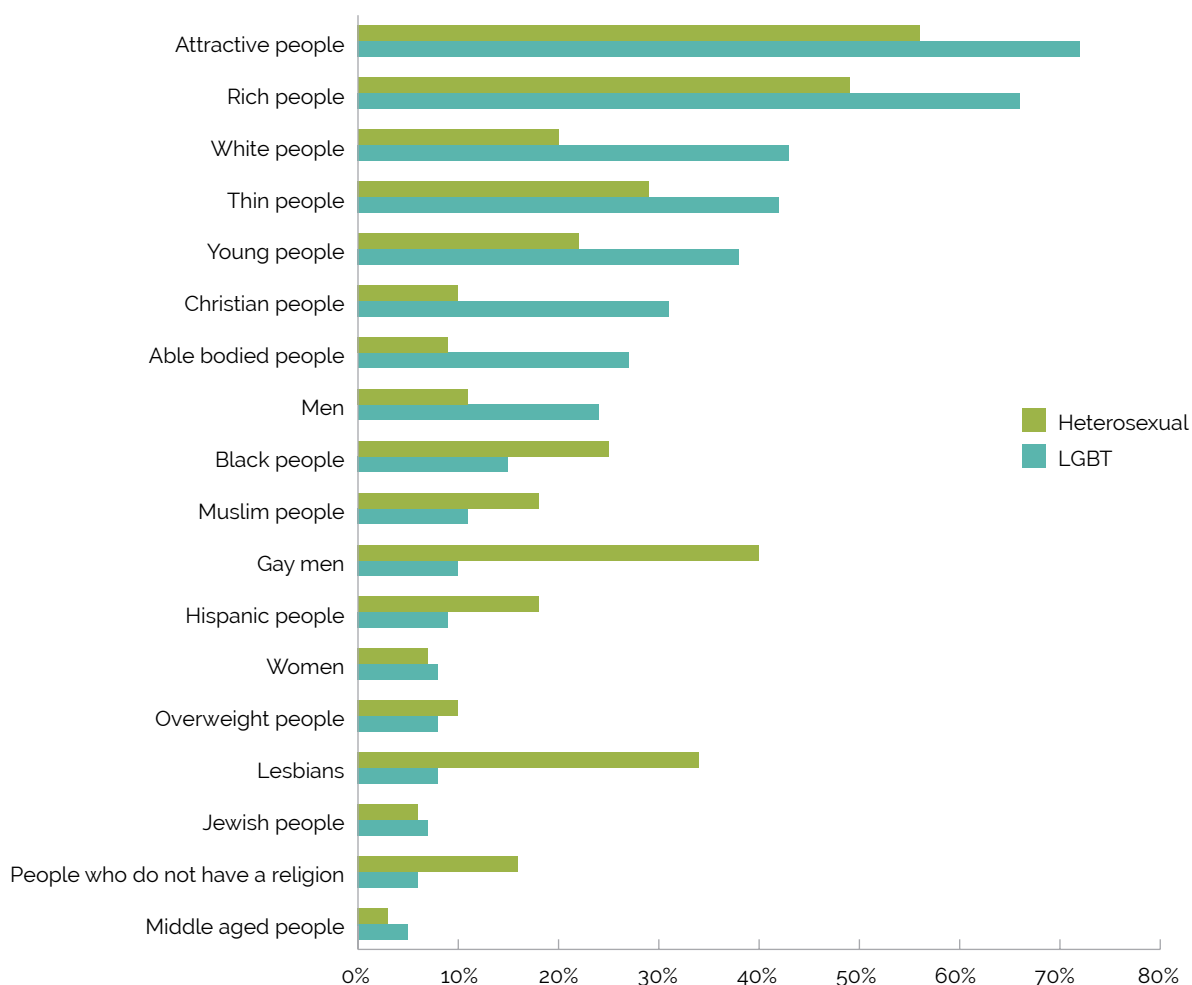
In the Media

We asked both groups how well the media portrays “..people like you - people you identify with in terms of age, sex, race, sexual orientation etc.”

Three quarters (73%) of the LGBT community feels under-represented. The feeling is clearly not unique, as the most of the heterosexual community also feels under-represented, with 62% failing to identify themselves with the people they see and hear in the media.

A large majority of LGBT responders feel that there are far too many attractive (72%), rich (66%) people in the media. Skinny (42%), white (43%), young (38%) people were also frequently felt to be over-represented. Numbers who felt there were too many beautiful people were similar for both lesbian women (77%) and gay men (70%).

WHICH SEGMENTS OF SOCIETY DO YOU FEEL ARE OVERLY REPRESENTED IN THE MEDIA?



Although around half of heterosexuals think there are too many attractive (56%), rich (49%) people in the media, there was also a much broader range of categories where a significant number of heterosexual responders felt there was over-representation. 40% of American heterosexuals feel that gay men are overly represented in the media and 34% feel there are too many lesbian women. One quarter of heterosexual adults (25%) think that there are too many black people in the media, while around one in five thought there were too many white (20%) and too many Hispanic (18%) people.

Only 10% of the LGBT community thought there were too many gay men in the media.

Myth Busters

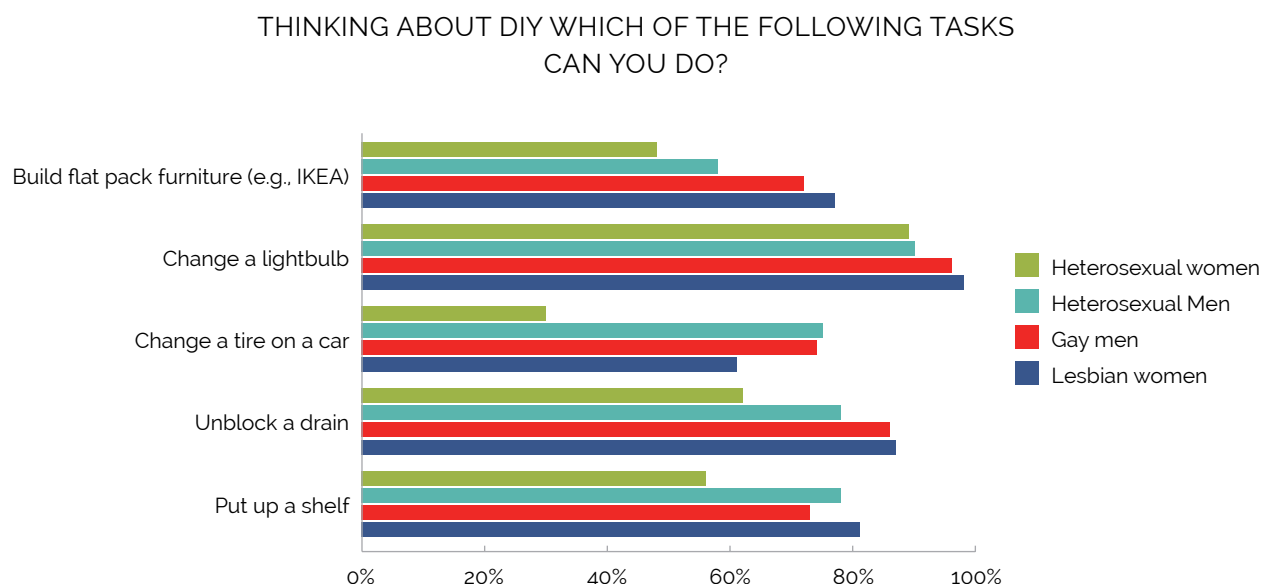
While it may be dubious as to where some myths about lesbian and gay people come from, there seems to be more than a grain of truth to some of the stereotypes about the LGBT community.

Men change tires: Lesbians unfazed by flat packs

Tire changing seems to be strongly the domain of men. Three quarters (75%) of heterosexual men can change a tire, compared to 30% of heterosexual women, 74% of gay men and 61% of lesbian women.

77% of lesbian women are confident of their abilities with IKEA furniture and an Allen key, compared to 48% of heterosexual women and 58% of heterosexual men. Gay men are pretty handy too with 72% claiming competence with a flat pack.

Lesbian women's DIY confidence extends to unblocking drains 87%, compared to 78% of heterosexual men, and putting up shelves (81% compared to 78%).



U-Haul Lesbians

The myth of lesbian women tacking along their U-Hauls to move in after the second date appears to have been busted. 10% of heterosexual adults moved in with their spouse after fewer than 4 weeks compared with only 3% of lesbian women. A quarter of both heterosexuals (25%) and lesbians (24%) waited more than 5 years before moving in with their most recent partner.

You are what you wear

Three in four (72%) of gay men have ever bought designer clothing compared to 51% of heterosexual men.

Lesbian women's preferred shoes for formal wear are flat shoes (43%) compared to heterosexual women who most often prefer pumps or high heels (35%). Preferred clothing for lesbians going to a formal event is pants and a blouse (38%) or a pants suit (22%), for heterosexual women it is a modest dress (43%).

Gay men are gym rats: Lesbians played softball as children

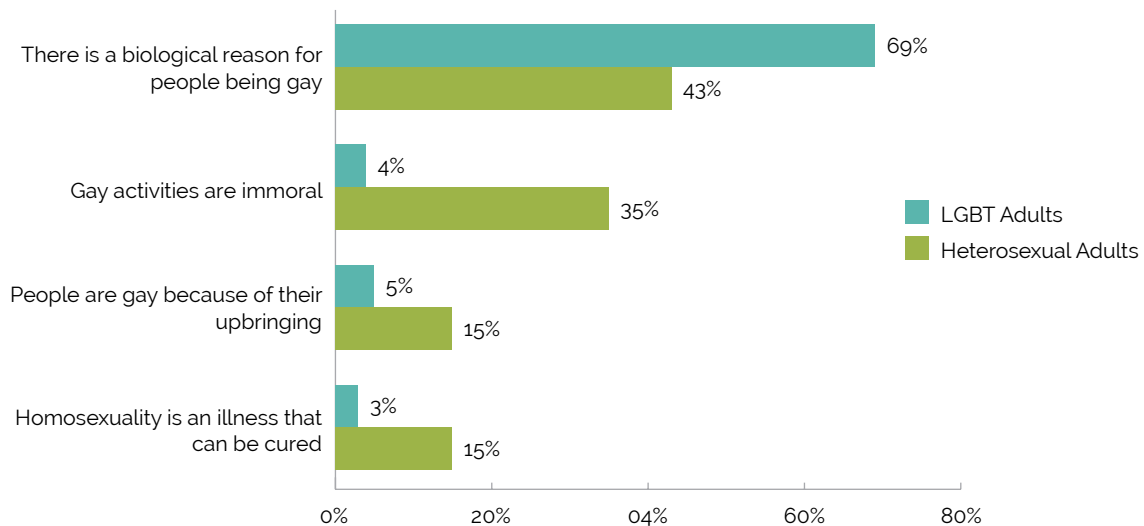
Lesbian women were indeed more likely to play softball as children — 52% compared to 22% of heterosexual women. They were also more likely to have played basketball (43% compared to 15% of heterosexual women).

Gay men were more likely to have participated in swimming and diving (29%) than the heterosexual men (26%). Gay men are also more likely to be gym rats (24% compared to 18%).

Morality

There is a deep disparity between the heterosexual, and the lesbian, gay, and bisexual populations about the underlying causes for the plurality of sexual orientations and the fundamental morality of living a lesbian, gay or bisexual life.

35% of heterosexual American adults believe that gay activities are immoral compared to only 4% in the LGBT community. Younger members of the LGBT community (7%) are more likely to find lesbian, gay or bisexual activities immoral, whereas older heterosexuals (39%) are more likely than Millennial heterosexuals (30%) to find them immoral.



Three quarters of the LGBT responders (74%) think that there is a biological reason for people being gay with only 5% thinking it has anything to do with upbringing. 95% disagree that being gay is some kind of curable disease.

Compare this with the heterosexual population and only 43% think that being gay has a biological basis; 15% think that it might caused by upbringing, and 15% think that an LGBT sexual orientation is an illness that should be curable.

Many Americans are still not comfortable seeing public displays of affection from gay and lesbian couples. Only 42% of heterosexuals find it acceptable to see gay or lesbian couples kissing, compared to a 67% who are comfortable seeing a man and woman kissing in public.

YouGov LGBT Omnibus

YouGov LGBT Omnibus research provides a comparative snapshot of LGB and Heterosexual views on political, social, and marketing issues. Using a valid LGB sample, which can be fully segmented by self-identified Gay, Lesbian, and Bisexual responders, researchers now have a fast and cost effective way to test opinions and craft messaging suitable to this increasingly affluent and vocal audience.

All YouGov research is conducted online, with the benefits of responder anonymity and privacy, enabling responders to share their thoughts and experiences openly without needing to interact with a telephone researcher. YouGov's US LGB panel is weighted to academic population estimates of comparative portions of lesbian, gay and bisexual men and women in the US. More details can be provided on request.

Notes on Method

LGBT Survey: Total sample size was 1024 LGB adults. Fieldwork was undertaken between 6th - 10th June 2014. The survey was carried out online. The figures have been weighted and are representative of all US LGB adults (aged 18+).

Heterosexual survey: Total sample size was 969 heterosexual adults. Fieldwork was undertaken between 6th - 9th June 2014. The survey was carried out online. The figures have been weighted and are representative of all US heterosexual adults (aged 18+).

Contact

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