# New study indicates decline in LGBTQ+ support from US public



Recent research released by GLAAD reveals that although a significant majority of Americans continue to support LGBTQ+ equal rights, support has slightly decreased due to intensified far-right campaigns against the LGBTQ+ community. This development is detailed in GLAAD's 2024 Accelerating Acceptance Study, highlighting both the progress and the challenges faced by the LGBTQ population.

The annual study, made public today, indicates that non-LGBTQ+ Americans overwhelmingly advocate for safe and accepting environments for all youth in schools (95%) and believe people should be accepted for who they are (93%). Nonetheless, it points out a slight dip in the overall support for LGBTQ+ equal rights, dropping to 80% from a previous high of 84% a year earlier.

Additionally, the study underscores the adverse impacts on LGBTQ+ individuals, noting increased negative mental health effects, heightened fears for safety, and greater instances of both online and real-world harassment.

The 2024 report also highlights the significant role of media in shaping public perception and acceptance. According to the findings, accurate and inclusive media portrayals of LGBTQ+ individuals foster higher acceptance and motivate non-LGBTQ+ people to advocate for equal rights. Non-LGBTQ Americans exposed to LGBTQ+ characters and stories in the media are reported to be 1.3 times more inclined to support the LGBTQ community, 30% more familiar with LGBTQ issues, and 35% more at ease in various interactive scenarios, such as having a family member or doctor who is LGBTQ+.

The respondents demonstrated an increased comfortability in learning a family member is LGBTQ+ (35%), having an LGBTQ+ doctor (32%), voting for openly LGBTQ+ candidates (30%), and working alongside LGBTQ+ individuals (29%).

Sarah Kate Ellis, President, and CEO of GLAAD, commented on the significant findings: "GLAAD’s 2024 Accelerating Acceptance Study arrives at a monumental inflection point for the LGBTQ community and for our entire country. While acceptance for LGBTQ people remains at supermajority levels, the data this year also sounds substantial alarms about threats to this progress and to freedoms valued by every American."

Ellis emphasized the importance of continued accurate representation in the media, which has been critical in mobilising support and combating extremist narratives.

The report also highlighted the alarming number of anti-LGBTQ+ incidents. Since January of this year, there have been 516 documented cases in the United States. Between June 2023 and June 2024, this number escalated to 1,087, marking a 109% increase compared to the previous year.

The study notes current political sentiments, revealing that 94% of LGBTQ+ registered voters intend to participate in the 2024 elections. Moreover, more than half of these voters, alongside other registered and likely voters, oppose political candidates who frequently discuss restricting healthcare access and sports participation for transgender youth. Across various voter demographics, there is a general consensus urging Republican candidates to shift focus from restricting rights and medical care for transgender youth to addressing broader issues such as inflation, job creation, and healthcare costs.

The Accelerating Acceptance Study was conducted online in January 2024, involving a national sample of 2,511 U.S. adults aged 18 or over. The sample was sourced through Cint, which hosts the world’s largest consumer network for digital survey-based research. Data were adjusted to accurately reflect the demographics of the U.S. adult population.

The study, detailed in the Dallas Voice and facilitated by the National LGBTQ+ Media Association, continues to underscore the critical issues and the ongoing need for advocacy and support for the LGBTQ community.