# Mental Health Crisis Grips LGBTQ+ Community: Urgent Need for Support and Inclusivity



### A Crisis in our Midst: Mental Health Struggles Rampant in LGBTQ+ Community

**CHICAGO, June 20, 2024** – The latest research by Mintel reveals concerning details about the mental health of the LGBTQ+ community in the United States, painting a distressing picture that calls for immediate and sustained attention. The study, released in the heat of Pride Month, underscores the seismic mental health challenges faced by LGBTQ+ individuals and the urgent need for more inclusive support structures.

#### Anxiety and Frustration: The Hidden Epidemic

Forty percent of LGBTQ+ individuals reported feeling anxious, a stark contrast to the broader population where the rate is 30%. This data points towards a community under siege, grappling not only with everyday stresses but compounded fears and pressures unique to their identities. Furthermore, 25% of LGBTQ+ respondents indicated that their mental health worsened over the past year, underscoring the chronic strain many are experiencing. The feeling of frustration is shared by nearly a third of the community, manifesting in various detrimental impacts on their daily lives.

The prevalence of severe psychological conditions like clinical depression and post-traumatic stress disorder looms large within the LGBTQ+ community. Thirty-five percent reported grappling with clinical depression, and a quarter are dealing with PTSD — figures that significantly eclipse those found in the general population.

#### Generational Divide: Gen Z Under Siege

The data also highlights a worrying generational gap. LGBTQ+ Gen Z adults report significantly higher levels of anxiety (71%) and stress (76%) compared to their straight/cisgender peers, who report 52% and 68% respectively. This younger cohort is not just quantitatively more anxious but qualitatively more burdened by the current socio-political environment rife with anti-LGBTQ+ sentiment.

Nearly a quarter of LGBTQ+ individuals feel disappointed with their lives, an emotional state more prevalent compared to the 16% of their straight peers who feel the same way. This dissatisfaction could be a signal for deeper systemic issues that need to be addressed urgently.

#### Purpose and Control: A Struggle for Identity

One striking statistic from the research is the yearning for purpose. More than 42% of LGBTQ+ individuals are on a quest to find meaning in their lives, compared to just 34% of the general population. This existential search is accompanied by a less buoyant sense of control over their lives. While 60% of LGBTQ+ individuals feel in control of their lives, this figure is still lower than the 67% of the broader population.

The struggle for identity is a notable theme with 45% of LGBTQ+ individuals still figuring out who they are, contrasted with less than a third of the total population. This process of self-discovery, critical yet challenging, is further complicated by societal expectations and stigmas that need dismantling.

#### Seeking Professional Help

Amid these challenges, many within the community are seeking professional support, with 36% turning to therapies or prescription medications. This is significant compared to 25% of the general population, indicating a higher demand for mental health resources tailored to LGBTQ+ needs.

#### Brands and Allies: Walking the Talk

Lisa Dubina, Associate Director at Mintel, emphasises the role brands can play in addressing these issues. According to Dubina, brands need to adopt inclusive messaging and advocacy, not just during Pride Month but consistently throughout the year. Authentic support can make a tangible difference in alleviating anxiety and boosting mental health within the community.

The frequent calls for commercial allies to move beyond performative gestures and engage in tangible, year-round support are increasingly critical. Brands that provide unique experiences, create safe spaces for self-expression, and openly support LGBTQ+ rights can pivot towards genuine, long-lasting allyship.

In a world where the emotional wellbeing of LGBTQ+ individuals remains precarious, these findings serve as both a wake-up call and a roadmap for how society can strive to do better. As we celebrate Pride Month, let's remember that true pride is incomplete without acknowledging and addressing the grave issues that lie beneath the colourful parades and vibrant festivities. The LGBTQ+ community deserves more than fleeting attention; they deserve sustained, holistic support that honours their right to live fully and freely.