

The
**DIVERSITY
FACTOR**

Mail METRO MEDIA

**REPRESENTATION IN MEDIA AND
THE LGBTQIA+ COMMUNITY**



Methodology



APPROACH

10 mins online survey, respondents recruited through The Diversity Standards Collective



FIELDWORK DATES

May 2022



SAMPLE

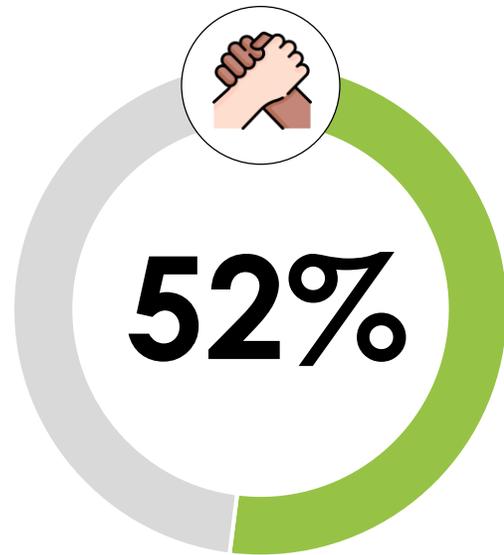
50 total

- Representation from a broad mix of the LGBTQIA+ Community
- Mix of genders with a female bias
- Mix of ages - primarily 20-39
- Mix of representation from across the UK including multiple sexualities, disabilities and religions

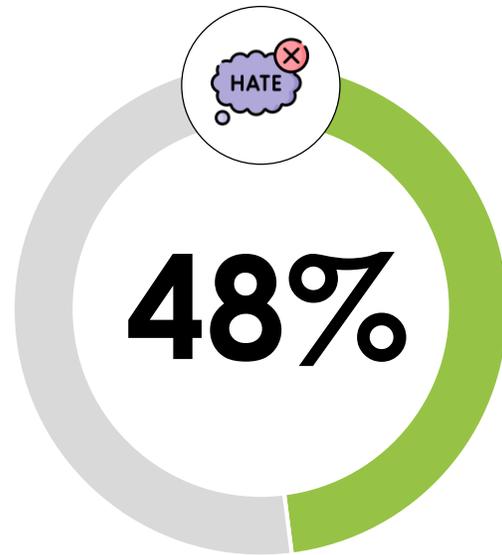
TRANSGENDER/NON-BINARY IN THE MEDIA

Portrayals of transgender/non-binary people in the media should reflect societal attitudes and be used to broaden the minds of the public

Q - Regarding the issues that specifically impact you as a member of the LGBTQIA+ community, what stories/issues would you like to see highlighted/debated in the media?



"Fearmongering of the transgender/non-binary community"



"Transphobia against the LGBTQIA+ community"

Transgender / Non-binary



"representation"



"joy"



"activism"

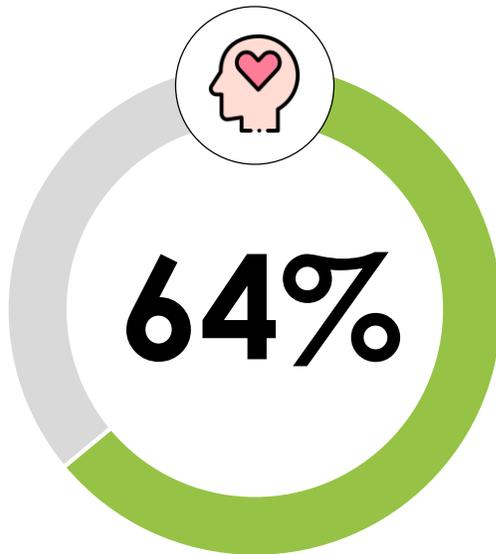
"It would be great to see more highlights on the amount of violence and mistreatment the transgender community face on a daily basis especially black trans women"

"There hasn't been a single day since I came out that I haven't read scaremongering and demonisation of trans people in mainstream media and social media is even worse"

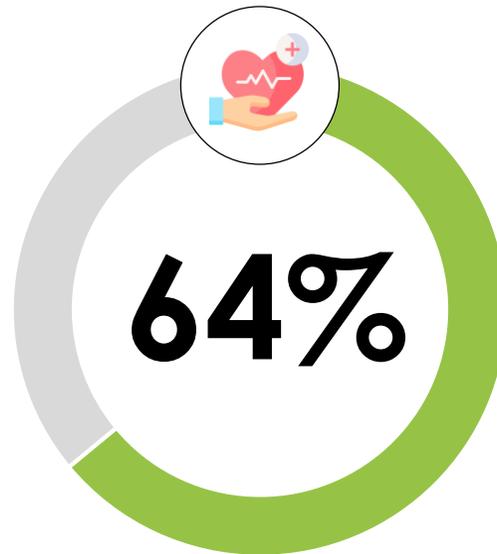
LET'S TALK ABOUT HEALTH

2 in 3 want to see mental health in the LGBTQIA+ community and access to healthcare highlighted in the media

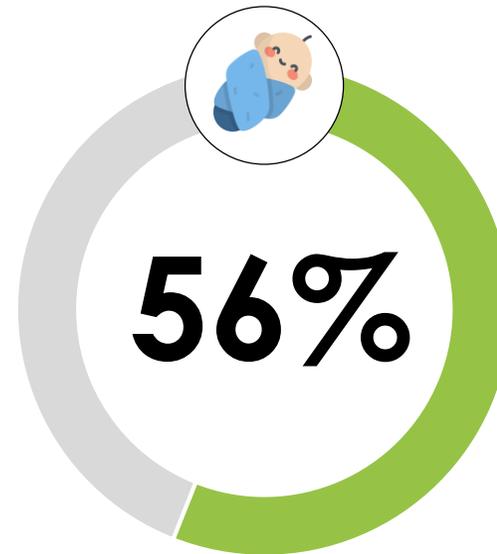
Q - Regarding the issues that specifically impact you as a member of the LGBTQIA+ community, what stories/issues would you like to see highlighted/debated in the media?



“Mental health in the LGBTQIA+ community”



“Access to healthcare”



“Access to adoption”

LGBTQIA+ youth



“representation”



“activism”



“joy”

WHAT NEEDS TO BE HIGHLIGHTED MORE?

Representation of rarely explored groups or topics of the LGBTQIA+ community should be highlighted more (e.g. asexual, bisexuality, difficulty to adopt) as well as feel-good stories

Q - Regarding the issues that specifically impact you as a member of the LGBTQIA+ community, what stories/issues would you like to see highlighted/debated in the media?

Gay

32%

"representation"

34%

"activism"

28%

"joy"

TRANS ISSUES

"For me personally I'd just like to see more things around trans issues such as the recent conversion therapy ban not including trans and non-binary folk."

"Transphobia. Create more awareness to make it safe for trans to live a normal life. Rights to healthcare since it is not fully adopted. Also right to adopt children and make it easier."

"Phobia of any sort because it is absolutely not right at all and needs to be pushed and not forgotten about."

HIGHLIGHT AND RAISE AWARENESS

"Currently going through the process of starting a family and seeing how the vast majority of straight people are completely unaware of how difficult this is for lesbian couples. I would love to see the current legal battles for equality for infertility treatment brought to mainstream media."

"I'm by no means anti coverage of gay men's issues but I feel stories of minorities within the queer community should be prioritised. Stories from the trans community which debunk myths and spread joy are increasingly important."

"I would love to see more awareness, articles published about LGBTQ rights and fighting the discrimination and issues these people go through."

"I would like to see more about asexual in the media - it would mean people like myself don't have to go 30+ years thinking they were broken or something was wrong."

"Documentaries on people's experiences and stories and making everyone aware of what's happening around the world and gaining awareness."

Lesbian

52%

36%

42%

WHAT STORIES NEED TO BE HEARD?

People would like to educate others on the history of Pride and raise awareness of community struggles, both past and present.

Q - It is 50 years of Pride this year. What lived experiences/specific stories from the LGBTQIA+ community deserve to be heard by a wider audience?

"The beginning of Pride - what led to the movement starting in the U.K? The impact of restrictive policies on the community - section 28/conversion therapy etc. Use this as an opportunity to raise awareness of the need for activism, it's not all love."

"Definitely stories from a long time ago, I think my generation (<30) very easily forget that a lot of people suffered to get us where we are today."

"The gruelling process to get any sort of healthcare as a trans person in the UK, and how it is several decades out of date and completely gatekept by a handful of doctors who appear to take joy in our suffering."



"Experiences of long term monogamous gay and lesbian couples. There is currently a large focus on dating/hookup culture and polyamory which ignores older LGBT people."

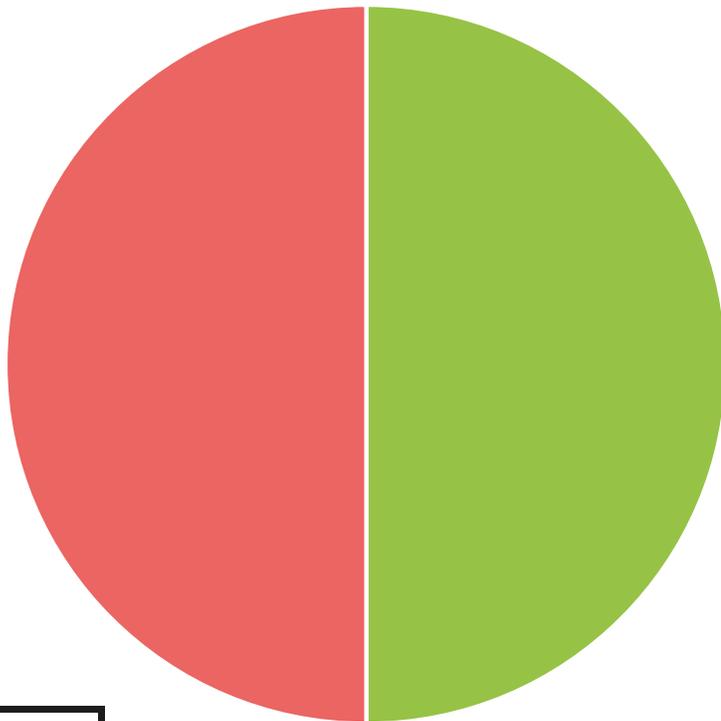
"Society needs to hear more about the injustice we face, such as conversion "therapy", discrimination and hate crimes, but they also need to hear that being allowed to be who we are authentically and free from judgement, means we can lead rich and fulfilling lives. There is no downside to allowing people to be who they truly are, and we need stories that prove this."

"We need to hear from more of the LGBT+ community, not just middle class white gay and lesbian people – as lovely and as important as they are. Working class LGBT+ people, LGBT+ people of colour, disabled and neurodivergent LGBT+ people... we're a big family and there should be room for all of us."

COMMUNITY ROLE MODELS

Half believe there are enough role models commenting on LGBTQIA+ issues

Q - Do you think there are enough role models (celebrities, influencers, activists or content creators) who you respect or admire who regularly represent/comment publicly on LGBTQIA+ issues?



■ No ■ Yes

Musicians

Harry Styles | Taylor Swift
Lady Gaga | Ariana Grande
St Vincent | Kanye West
Miley Cyrus | Olly Alexander
Sam Smith | Yungblud

Models | Drag

Munroe Bergdorf | Asifa Lahore
Ru Paul | Bob the drag queen

Actors | Actresses

Charlie Craggs | Lena Waithe

Athletes

Tom Daley | Jake Daniels

YouTube

Rolyungashaa | JoJo Siwa
Jessica Kellgren

Plus...

Phyll Opoku-Gyimah | Ed Davey
Liv Little | Janet Mock
Peter Tatchell | Tim Cook
Travis Alabanza | Blair Imani

CHARITIES GETTING IT RIGHT

Q - Which charities do you think are most supportive/have the greatest impact on LGBTQIA+ issues?

Please select all you believe are making the greatest impact/support



Stonewall

Stonewall is a lesbian, gay, bisexual and transgender rights charity in the United Kingdom. It is the largest LGBT rights organisation in Europe.



UK Black Pride

Europe's largest celebration for African, Asian, Middle Eastern, Latin American and Caribbean-heritage LGBTQI+ people.



LGBT Foundation

LGBT Foundation is a national charity delivering advice, support and information services to lesbian, gay, bisexual and trans (LGBT) communities.



Gendered Intelligence

Gendered Intelligence, established in 2008, is a registered charity that works to increase understanding of gender diversity and improve the lives of trans people.