

Methodology

Out Leadership and O4U conducted a global online survey of 2,790 LGBTQ+ and ally employees and college students (LGBTQ+ respondents constitute 94% of the survey pool) over the time period of May 2022 to November 2022. Participants self-selected to take the survey, and primarily include employees from Out Leadership’s member firms and nonprofit partners, business leaders from Out Leadership’s current and past OutNEXT cohorts, students from O4U’s talent network, and individuals from the general public.

The survey was also fielded to a global audience through Toluna, a market research company that provided a small financial incentive to participants who completed the survey. In order to participate through Toluna, participants were required to self-identify as LGBTQ+ and report having “some high school and/or university experience.”

All of the surveys were conducted online and all quantitative surveys were conducted on a confidential basis. The *Out to Succeed 2.0* survey adopted many questions from Out Leadership’s 2018

Out to Succeed 1.0 survey, with edits made to acknowledge today’s LGBTQ+ social, economic, and political climate. Employee and student participants took nearly identical surveys, with slight language modifications made to suit workplace and school environments.

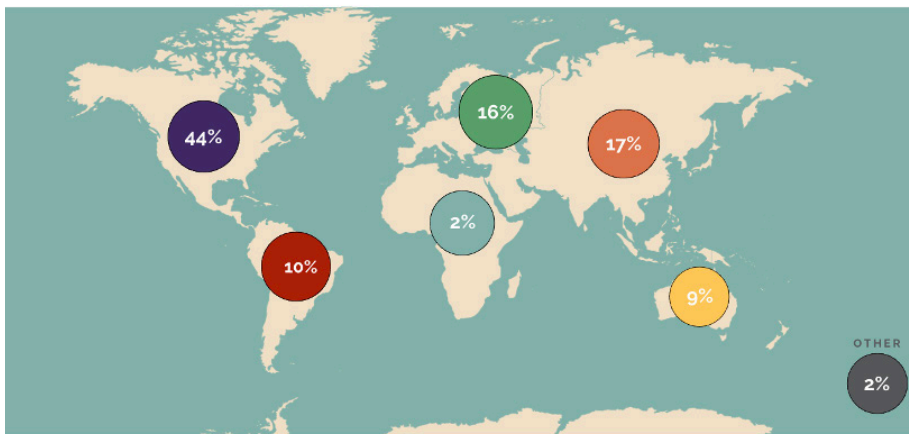
The base for figures is 2,790 employees and college students unless otherwise stated. The research was undertaken by Out Leadership and O4U. Not all figures add up to 100%, as a result of rounding percentages and the presence of optional survey questions. Additionally, respondents who self-identified as more than one sexual orientation and/or gender identity were counted within each identity category, but the base figure remained constant.

“LGBTQ+” is defined as any participant who self-identified as non-heterosexual and/or non-cisgender. “Ally” is defined as any participant who self-identified as both heterosexual and cisgender. “Person of color (POC)” is defined as any participant who self-identified as non-white.

Survey Demographics

- A. **Overall:** We surveyed 2,790 participants from a global audience: 61% people of color, 44% women, 29% transgender individuals.
- B. **Employees vs. Students:** Among this population, 52% of them are in the workforce and 49% are students.
- C. **Age:** 23% are in age 18-24, 43% are in age 25-34, 23% are in age 35-44, 7% are in age 45-54.
- D. **Race:** This dataset is 39% white, 10% Black, 5% Indigenous, 19% Asian (including South Asian), 3.2% Native Hawaiian/Pacific Islander, 6% Two or more races, and 1.9% other.
- E. **LGBTQ+:** 94% of this population is LGBTQ+.
- F. **Gender:** This dataset is 25% cis men, 28% cis women, 13% non-binary, 14% trans men, 15.3% trans women, and 4.6% as other gender identity. 44% of this population is women. 29% is trans.
- G. **Sexual Orientation:** This dataset is 13% Heterosexual or Straight people, 12% Asexual, 30% Bisexual, 35% Gay, 14% Lesbian, 4% Other, and 14% Queer.
- H. **Education:** The top 5 most common educational backgrounds in this dataset are: Bachelor’s degree (38%); Master’s degree (26%); HS diploma or GED (14%); PhD or higher (11%); Some high school (8%); These percentages are similar for LGBTQ+ people.
- I. **Industry:** Among employees, the top 5 industries represented in this dataset are: Technology (21%), Financial Services (11%), Consulting (9%), Industrials (9%) and Consumer Products (8%).
- J. **Geography:** 44% North America, 10% Central/South America, 16% Europe, 17% Asia, 2% Africa, 9% Australia/Oceania, 2% Other.

Respondent Geography



● Africa ● Asia ● Australia ● Europe ● North America ● Central & South America ● Other

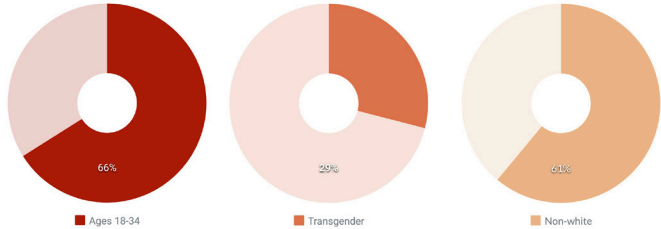


Notes

This seminal research only scratches the surface. Out Leadership and O4U know that there is much more to be mined from this data set, and plan to create a longitudinal *Out to Succeed 2.0* study to further investigate this data. Future iterations will feature global comparisons across identities, geographies, and generations.

- The survey required participants to self-ID as either LGBTQ+ or an ally – this could have been a barrier for entry as potential respondents may have not been willing to openly identify as LGBTQ+ and participate in the survey. This, in combination with Out Leadership’s partnership with O4U, may have skewed the dataset towards individuals who are already out in workplace and/or university settings.
- This dataset featured a large proportion of transgender respondents, people of color, and Gen Z and Millennial respondents (age 18-44). This is likely a result of Out Leadership’s partnership with O4U, the global nature of this survey, and a high proportion of North American responses, among other reasons.
- Some respondents self-identified as having multiple sexual orientations, which impacts the demographic breakdown of each question. These responses were counted under each demographic group that the individual identified as, but the base figure did not change.
- All of the questions in the survey were optional, which led to each question having some amount of blank responses. We did not count blank responses in the analysis, so the total number of responses for each question doesn’t necessarily equal the total number of people who took the survey.
- Due to the drastic change in sample size (231 respondents in 2018 vs. 2,790 respondents in 2023), some unexpected differences between the datasets are due to the small sample size of *Out to Succeed 1.0*.
- Percentage scores have been rounded to the nearest whole number for conciseness.

The survey cohort skews **young, transgender, and non-white**



Employees deemed **high-potential** or **key talent** by their employers

