

中国同志形象宣传

China LGBT Awareness Campaign

SURVEY RESULTS

SURVEY METHODOLOGY

The China LGBT Awareness campaign conducted an online survey April 1st through April 30th, 2014 to gain insight into the attitudes, beliefs and experiences of LGBT people and their allies in China.

The survey instrument included a range of key demographic questions, as well as questions about attitudes and beliefs concerning sexual identity, Internet usage and life experiences. Not all participants answered every question. Data for each question presented in this report reflect only those participants who responded to that question and not necessarily the entire survey sample. Data collection was in the form of confidential surveys with responses entered by participants into a survey form hosted on a secure, commercial survey website (SurveyMonkey). No record was made that associates particular answers or comments with a particular survey respondent.

Participants were recruited through a combination of online social media ads and email lists, and directed to the China LGBT Awareness campaign website, which described the project and provided links to the LGBT and Ally surveys. The survey used non-probabilistic (or non-random) sampling methods (i.e. convenience sampling). Therefore, analysis of the sample data cannot be used to make population inferences (e.g. no margin of sampling error, and no significance testing of differences among sub-groups will be reported).

Sexual Identity	LGBT Survey	Ally Survey
Homosexual (gay/lesbian)	87%	5%
Heterosexual (straight)	1%	58%
Bisexual	9%	14%
Questioning	2%	22%
Other	1%	1%

Gender Identity	LGBT Survey	Ally Survey
Female	19%	72%
Male	70%	20%
Transgender (FTM)	2%	1%
Transgender (MTF)	1%	1%
Intersex	1%	2%
Genderqueer/Androgynous	6%	3%
Other	1%	1%

PARTICIPANT DEMOGRAPHICS

A total of 3,096 surveys were analyzed (2,561 respondents for the LGBT survey and 535 respondents for the Ally survey). Ninety-nine percent of LGBT respondents and their allies reported they were citizens of the People's Republic of China. Respondents reported a variety of sexual identities and gender identities on both the LGBT and Ally surveys. It is unclear whether this variation was due to Ally respondents' confusion over the translation of terms or uncertainty concerning their personal sexual/gender identities. For this reason, all other responses on the Ally survey were filtered during analysis to include only those respondents who identified as heterosexual (straight) and the standard gender binary (male or female)

Comparisons of other participant demographics for both surveys are listed below. Not all responses are shown.

Age	LGBT Survey	Ally Survey
Under 18	4%	4%
18-21	31%	32%
22-25	35%	37%
26-30	20%	16%
Over 30	10%	11%

Marital Status

Never Married	96%	88%
Married (any form)	3%	11%
Divorced/Separated/ Widowed	1%	1%
Respondents with children	3%	5%

Employment Status

Full-time	45%	34%
Student	44%	60%
Other (including part-time)	11%	6%

Education Level Completed

High School	11%	5%
Junior College	18%	18%
College/University	56%	58%
Graduate School	11%	18%
Other	4%	1%

Most Common Occupations	LGBT Survey	Ally Survey
Teacher/Education	13%	20%
Internet/Design/Computers	9%	9%
Finance/ Business	8%	9%
Marketing	6%	3%
Government	5%	7%
Scientific Research	3%	3%
Administrative	27%	6%

Income

Under 50,000 RMB	66%	76%
50,000-99,999 RMB	20%	14%
100,000-149,999 RMB	7%	5%
Over 149,999 RMB	7%	5%

INTERNET USAGE

LGBT and ally participants reported accessing the Internet via smartphone, desktop and tablet. Both LGBT and allies reported using their smartphones more than desktops (34% and 28% smartphone vs. 15% and 19% desktop), and about half of both groups reported using both about the same. Respondents reported having seen a variety of LGBT-related messages in print, online and other locations (e.g. public transportation, billboards and social media apps). Forty-six percent of LGBT and 41% of allies had seen a mixture of positive and negative messages.

Both LGBT and ally participants reported that the social networking sites they used most often were WeChat, QQ and Weibo.

EXPERIENCES OF LGBT RESPONDENTS

Although most LGBT respondents reported being “not out,” others reported coming out at a variety of ages.

Of those who initially reported being out, 27% reported they were out to their families, 60% were out at work and 90% were out to friends. Of the LGBT respondents who were out to their families, 74% reported their sexual or gender identity had been slowly accepted, somewhat accepted or completely accepted by their family, while 26% reported that their families’ reaction was very negative.

Reactions of friends to the coming out of LGBT respondents were generally more positive. Of those who initially reported being out, 99% of LGBT respondents reported their sexual or gender identity had been slowly accepted, somewhat accepted or completely accepted by their friends.

Half of LGBT respondents believed that being out at work would result in discrimination, and 21% reported they had already experienced discrimination. Thirty-five percent of LGBT respondents reported ever being subject to slurs, jokes, threats or physical attack because of their sexual identity.

Age of Coming Out	Result
Not Out	53%
Under 17	6%
18-21	17%
22-25	12%
26-30	9%
Over 30	3%

ALLY AWARENESS OF LGBT ISSUES

Seventy-seven percent of allies reported knowing someone who was LGBT, and 66% of allies reported they knew at least two or more LGBT people. When asked which LGBT people they knew, the three most reported relationships were acquaintance (49%), coworker/classmate (46%) and close friend (36%).

Most allies (74%) did not know anyone in their family who identified as LGBT. Twenty percent of allies had an LGBT family member who's sexual or gender identity was slowly accepted, somewhat accepted or completely accepted by their family. Only 6% had families that were very negative or not accepting of their LGBT relatives. Only 22% of allies reported having no LGBT friends. Seventy-five percent of allies had an LGBT friend who's sexual or gender identity was slowly accepted, somewhat accepted or completely accepted by their friend group. Only 2% of allies reported that the reaction to their LGBT friends was very negative or not accepting.

Nearly a third (27%) of allies reported witnessing discrimination of an LGBT co-worker, and 61% had witnessed slurs, jokes or threats against an LGBT person.

Although most allies were very supportive of their LGBT family members and friends, they were uncertain whether LGBT people could change their sexual orientation.

Q: Do you believe it is possible for LGBT persons to change sexual orientation?

Yes, possible	6%
Not possible	39%
Not sure	55%

ALLY ACCEPTANCE AND SUPPORT

Eighty-three percent of allies agreed or strongly agreed with the statement “there is nothing wrong with being LGBT,” while 11% neither agreed nor disagreed. Sixty-nine percent of allies thought it was OK for a person to share if they are LGBT, while 28% neither agreed nor disagreed. Allies were generally comfortable interacting with LGBT people in a variety of settings.

	Agree or Strongly Agree	Neither Agree Nor Disagree	Disagree or Strongly Disagree	Don't Know
Comfortable working with LGBT person	71%	18%	1%	10%
Comfortable interacting with LGBT in public	71%	20%	1%	8%
Comfortable interacting with LGBT in private	72%	17%	2%	9%

Eighty-three percent of allies reported they would publicly support LGBT family members or friends. However, it is unclear how respondents interpreted the word ‘support.’ Seventy-two percent agreed or strongly agreed they were comfortable posting or sharing messages of support on social media. Ninety-three percent of allies believed LGBT people should have the right to marry same-sex partners, though it is unclear whether respondents differentiated between private and legal marriage.

ACCEPTANCE: OBSTACLES AND INFLUENCERS

LGBT and ally respondents identified several reasons why families in China object when relatives come out as LGBT.

Objection	LGBT Survey	Ally Survey
Want children to marry opposite-sex and have children	91%	89%
Saving Face	74%	72%
Worry about discrimination against LGBT family member	62%	72%
Worry about LGBT family member's health	31%	42%
Believe LGBT family member is mentally ill	39%	39%
Religious belief	10%	17%
Disruption to life of heterosexual spouse	11%	16%

Respondents in both surveys also identified several important influencers of LGBT acceptance.

Influencer	LGBT Survey	Ally Survey
Support from family	84%	88%
Support from friends	66%	72%
Support from government	64%	57%
Knowing an LGBT person	62%	57%
Support from a coworker	44%	37%
Support from heterosexual spouse	13%	19%

DISCUSSION

The surveys captured a variety of attitudes, beliefs and experiences of LGBT and ally respondents. Most respondents were 25 years of age or younger, never married, and reported similar Internet usage behaviors. LGBT respondents were more likely to be male, while ally respondents were more likely to be female. LGBT respondents were also roughly equally likely to be employed full-time or be students, while the majority of ally respondents were students.

Many LGBT respondents reported being subject to workplace discrimination and slurs, jokes, threats or physical attack because of their sexual identity. Although most allies were supportive of their LGBT family members and friends, a majority of allies were uncertain whether LGBT people could change their sexual orientation.

Several variables were analyzed for their possible effects on other responses. Surprisingly, age and gender seemed to have little effect on whether respondents knew an LGBT person, thought that sexual or gender identity was a choice, thought that being LGBT was “OK,” thought that it was “OK” for LGBT to come out, or were comfortable interacting with LGBT people in a variety of settings. Responses were roughly equivalent across these demographic characteristics.

Participants were asked to create a message or advertisement to encourage acceptance of LGBT persons in their community. Respondents provided a variety of responses. Most responses appealed to equal rights and the importance of love. Some translated quotes from respondents’ suggestions are listed below.

Equal Rights

“Every individual is different. He or she deserves the way of life he or she desires. We cannot impose our opinions on them.”

“Everyone has the right to pursue their own happiness, whether heterosexual or homosexual.”

“Everyone has equal rights to freedom of choice, do not harm society and others in pursuit of their own happiness and happiness is not wrong.”

Importance of Love

“Love is not wrong.”

“Their feelings are real, love, regardless of gender, please support them.”

“Love is love.”

