

MBOOTHHEALTH

# CHOSEN CIRCLES

## HOW LGBTQ+ AMERICANS NAVIGATE HEALTH DECISION-MAKING



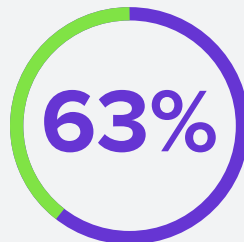
Over 20 million Americans identify as lesbian, gay, bisexual, transgender, or queer (LGBTQ+), many of whom face health disparities linked to societal stigma, discrimination and denial of their civil and human rights. Due to a long history of exclusion, lack of visibility and focus on the community in healthcare, LGBTQ+ Americans often face gaps in health services, treatment and outcomes.

In recent years, much of the national conversation has been focused on LGBTQ+ rights and health, including debates about laws restricting gender-affirming care and inclusive sexual health education in schools. But there's a much more common, widespread problem. The stigma, discrimination and exclusion that LGBTQ+ Americans experience in the healthcare system is having severe health consequences.

Our research uncovered that LGBTQ+ Americans are creating personal networks of trusted information sources they turn to when making decisions about their health. We call them **Chosen Circles**.

### CHOSEN CIRCLES: A POWERFUL FORCE IN LGBTQ+ HEALTH DECISION-MAKING

LGBTQ+ Americans are curating Chosen Circles in search of confidence, representation + community



63% of LGBTQ+ Americans say they have created **personal networks of trusted people** and resources that they refer to when helping to make decisions about their health

NEARLY **1 IN 4**

(23%) say they have **gone against a recommendation made by their healthcare provider** because of information shared by a close friend or family member (VS. 18% NON-LGBTQ+ AMERICANS)

MORE THAN **1 IN 3**

(36%) **want health opinions from people who share the same identity** components as them (e.g., race, gender, sexual orientation, etc.) (VS. 27% NON-LGBTQ+ AMERICANS)



### A CAREFULLY CURATED NETWORK OF SUPPORT

While traditional sources of health information remain important, LGBTQ+ Americans are also turning to far more trusted – and far less expected – groups of people.

#### THE FRIENDS AND FAMILY EFFECT



46% of LGBTQ+ Americans say they get health information from **family members** for opinions on what is best for their health. And 35% turn to **friends and neighbors**

#### THE INFLUENCE OF INFLUENCERS



36% of LGBTQ+ Americans say **online influencers** they follow are useful sources of health information

#### THE THERAPIST



28% of LGBTQ+ Americans turn to **mental health therapists and counselors**, often to get emotional support as they make health decisions

#### THE IMPACT OF EDUCATORS

NEARLY **1 IN 5**

(17%) of LGBTQ+ Americans say they have had conversations about their health at **school**

### TRADITIONAL HEALTH PROVIDERS AND INDUSTRY AREN'T BREAKING THROUGH



44% Nearly half of LGBTQ+ Americans **do not include healthcare providers** as a top source of health information (VS. 32% OF NON-LGBTQ+ AMERICANS)



35% of LGBTQ+ Americans say they are satisfied that government and pharma are **delivering information that is personalized to their needs and interests**



**THE HEALTH INFORMATION GAP HAS AN URGENT REAL-WORLD IMPACT.**



NEARLY  
**1 IN 4**  
LGBTQ+ AMERICANS

(24%) have **ignored health information** because it didn't feel inclusive of people like them (VS. 18% NON-LGBTQ+ AMERICANS)

**IT'S MAKING LGBTQ+ AMERICANS SICK.**



MORE THAN  
**1 IN 4**  
LGBTQ+ AMERICANS

say they have **gotten sick in the last 12-18 months** because they didn't have access to the health information they needed (27% VS. 18% NON-LGBTQ+ AMERICANS)

**BRIDGING THE DISCONNECT: ADVICE FROM LGBTQ+ AMERICANS**

**PUT US FRONT + CENTER**



say they would be more likely to trust health information if it was **delivered by a member of their community**



**INFLUENCERS ARE "PEOPLE LIKE ME" TOO**

**1 IN 3**  
LGBTQ+ AMERICANS

(33%) say they would be more likely to read/watch/listen to health information if it were **delivered through influencers they follow**

**FOCUS ON MY FEED**

LGBTQ+ Americans are more likely to turn to social media for health information

MORE THAN  
**1 IN 3**  
LGBTQ+ AMERICANS

(37%) say they have **shared or reposted health information on social media** (VS. 27% OF NON-LGBTQ+ AMERICANS)

**LGBTQ+ AMERICANS ARE**

**2X** AS LIKELY

to **see health news and information on TikTok** (41% VS. 21% OF NON-LGBTQ+ AMERICANS)



**SCHOOL IS CRITICAL TO MY HEALTH**

MORE THAN  
**1 IN 3**  
GEN Z LGBTQ+ AMERICANS

(34%) rank **schools among the top 3 most important channels** to reach members of the LGBTQ+ community with health information (VS. 14% OF NON-LGBTQ+ AMERICANS)



**ACTION FOR GREATER IMPACT**

Health communicators and marketers have an obligation to change the way we deliver health information to LGBTQ+ Americans. It starts with deeply understanding the highly complex dynamics that impact LGBTQ+ health decision-making when building any health communications strategy. The findings in this report are crucial for government health agencies, pharmaceutical companies, and other organizations looking to engage LGBTQ+ communities with accurate – and even lifesaving – health information.



TO ACCESS THE FULL REPORT OR FIND OUT HOW **CHOSEN CIRCLES** IMPACT YOUR BRAND OR ORGANIZATION, VISIT US AT [www.mboothhealth.com/news-insights/chosen-circles-lgbtq](http://www.mboothhealth.com/news-insights/chosen-circles-lgbtq)