

**Surveying Diversity:**

# **Integrating Queer Perspectives in Survey Research**

MZES Social Science  
Data Lab

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- 5) Key Messages & Discussion

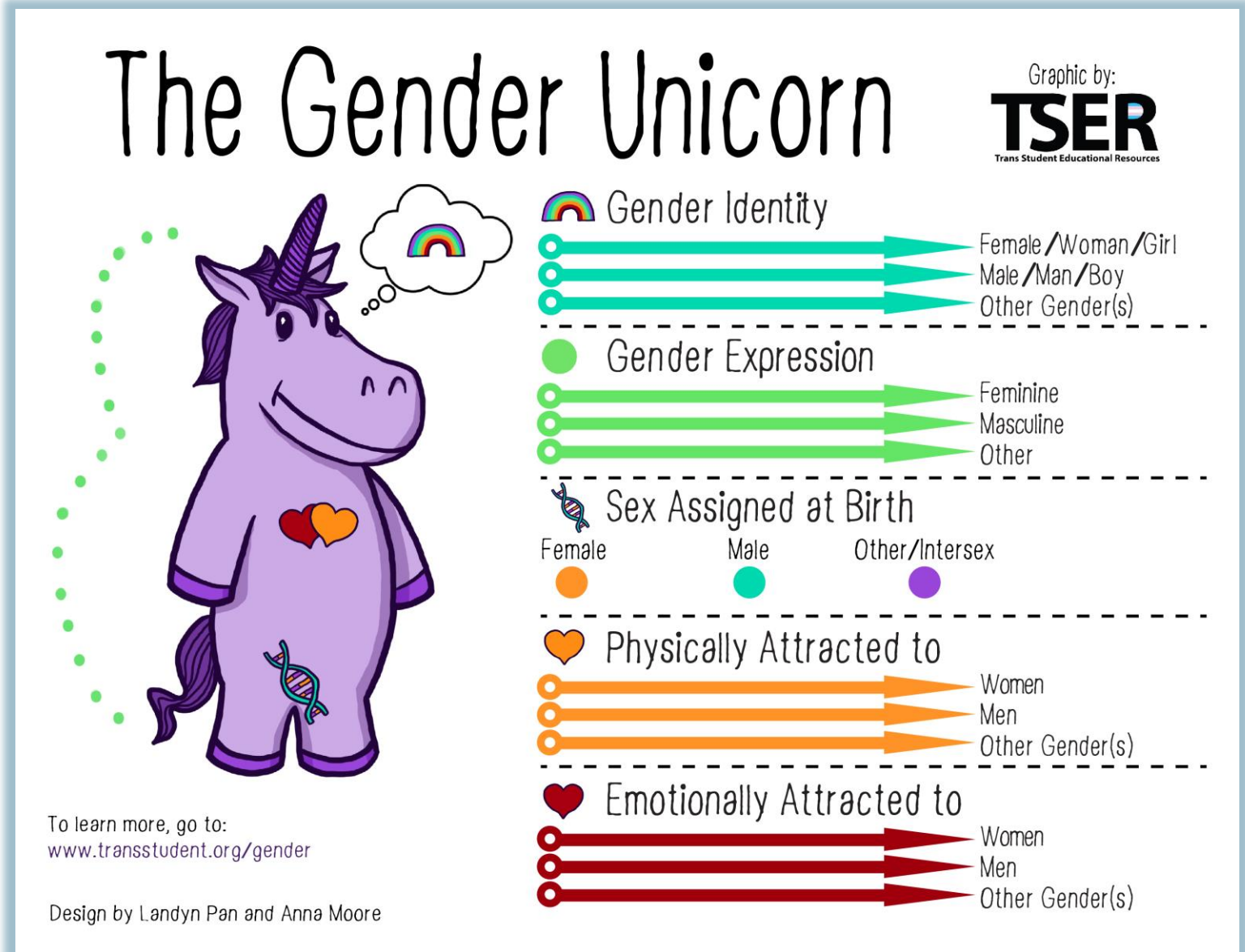
# Sexual and gender minority people

Lesbian, gay, bisexual, trans\*, inter\*, queer, and other sexual and gender minority people

## LGBTQI\*

Umbrella term for people who are **socially marginalized** based on their sexual orientation and/or gender/sex

Figure 1: The Gender Unicorn

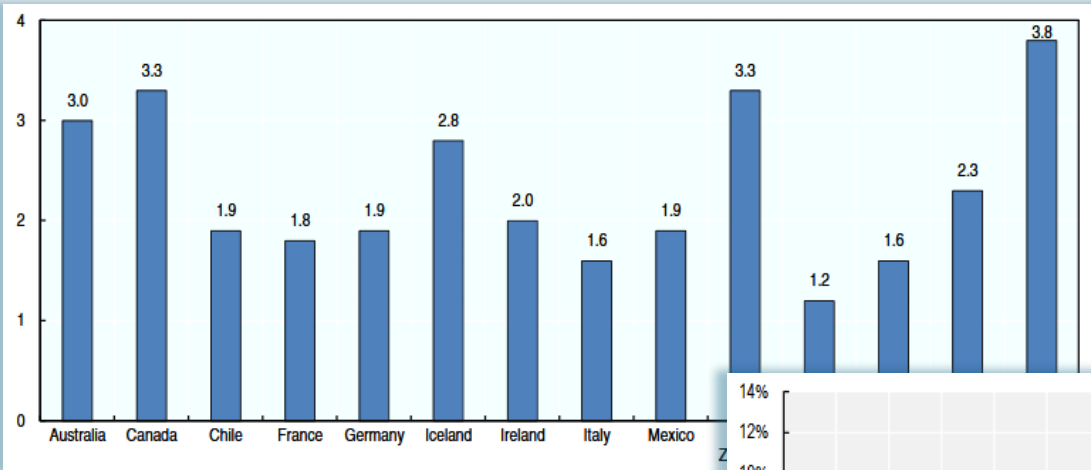




# How many people are LGBTQI\*?

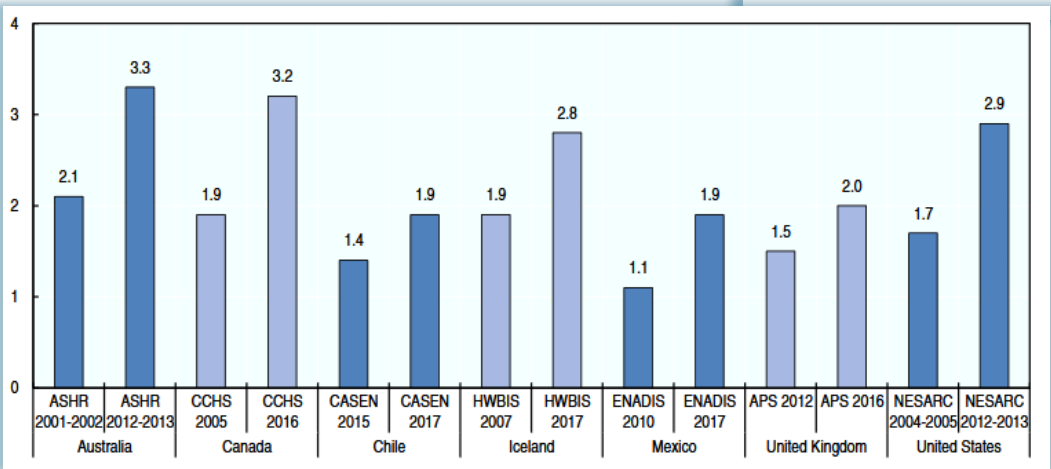
It depends on....  
...WHERE you ask.  
...WHEN you ask.

**Figure 2: Percentage of adults who self-identify as lesbians, gay men or bisexuals in the past decade in selected OECD countries**



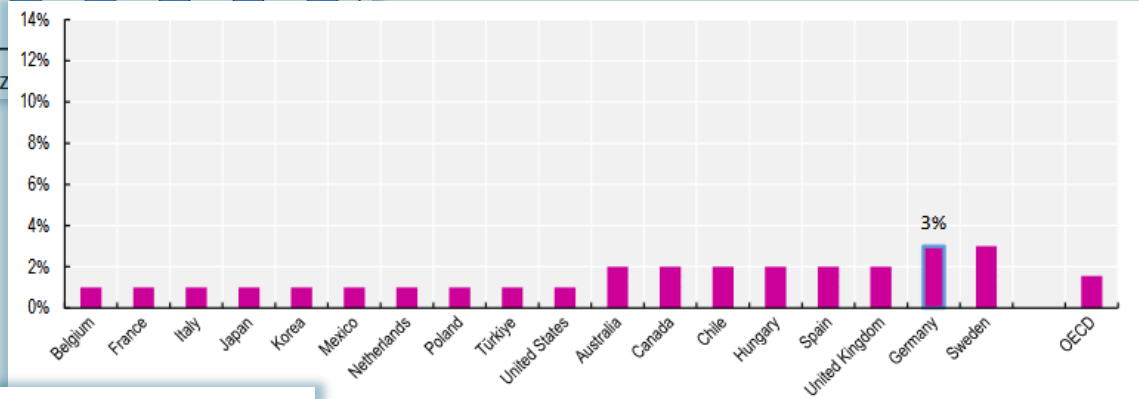
Source: OECD 2019.

**Figure 4: Evolution of the percentage of adults who self-identify as lesbians, gay men or bisexuals in selected OECD countries**



Source: OECD 2019.

**Figure 3: Share of the population who self-identify as non-cisgender in a selected sample of OECD countries, as of 2021**



Source: OECD 2023.

# How many people are LGBTQI\*?

It depends on....

...WHERE you ask.

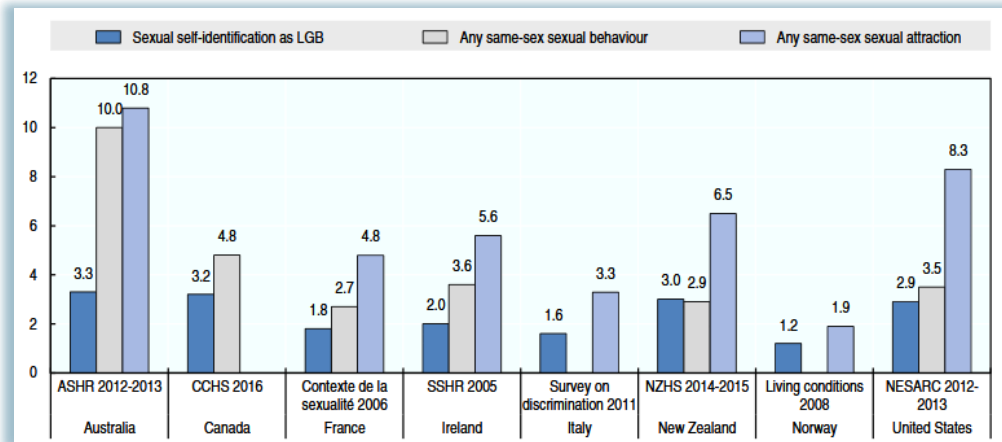
...WHEN you ask.

...WHAT you ask.

...and WHO you ask.

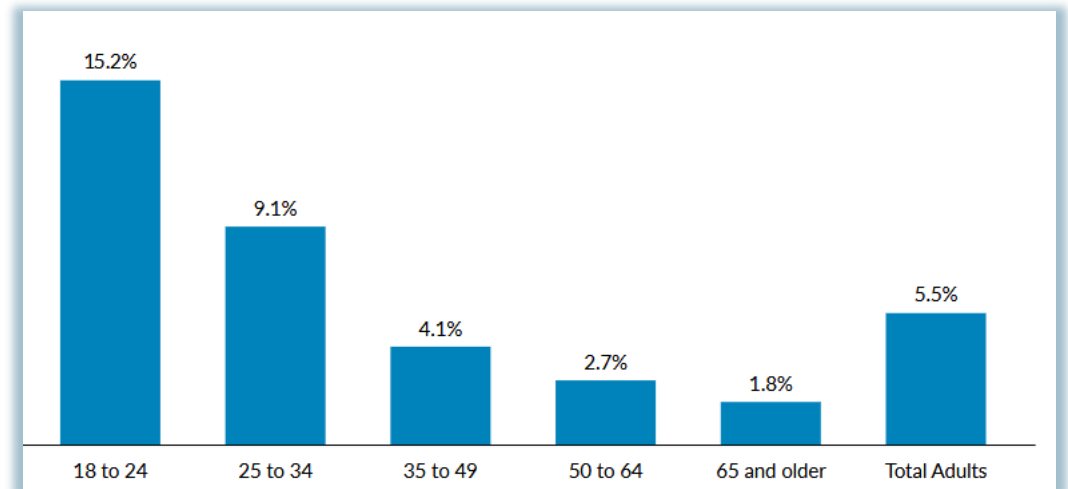
**And of course, your data quality!**

**Figure 5: Percentage of LGB adults by measures of sexual orientation in the past decade in selected OECD countries**



Source: OECD 2019.

**Figure 6: Percent of US adults who identify as LGBT by age, 2020-2021**



Source: Flores & Conron 2023.

## Background:

What is the current situation of LGBTQI\* people?

# What is the current situation of LGBTQI\* people?

en Eunews

## EU Court: 'No medical certificate required to rectify gender information'

Brussels – To update and correct personal gender information does not require proof of surgery, the EU Court of Justice ruled in the case of...

vor 6 Tagen

en Eunews

## Hungary, government introduces bill to ban Pride in Budapest

Despite the condemnations of Brussels, the Magyar executive continues to target the country's LGBT community and, after years of...



H The Hill

## FBI reports increase in anti-LGBTQ hate crimes

FBI reports increase in anti-LGBTQ hate crimes ... Hate crimes motivated by anti-LGBTQ animus rose again last year, according to FBI data...



PN PinkNews

## Russell T Davies claims gay society is in 'greatest danger ever', thanks to Trump 'hate speech'

Doctor Who showrunner Russell T Davis said: "I've seen a difference in the way I'm spoken to as a gay man since that November election"

vor 2 Tagen



E Euractiv

## Anti-LGBTQ violence hits 'new high': EU report

Anti-LGBTQ violence hits 'new high': EU report. Violence and harassment against LGBTQ people in Europe have reached a "new high" in the past few...

14.05.2024



# What is the current situation of LGBTQI\* people?

**36 %** of LGBTQI\* people have **faced discrimination** in their daily life in the last 12 months

(European Union Agency for Fundamental Rights 2024)

**14 %** of LGBTQI\* people were **attacked** in the last 5 years

(European Union Agency for Fundamental Rights 2024)

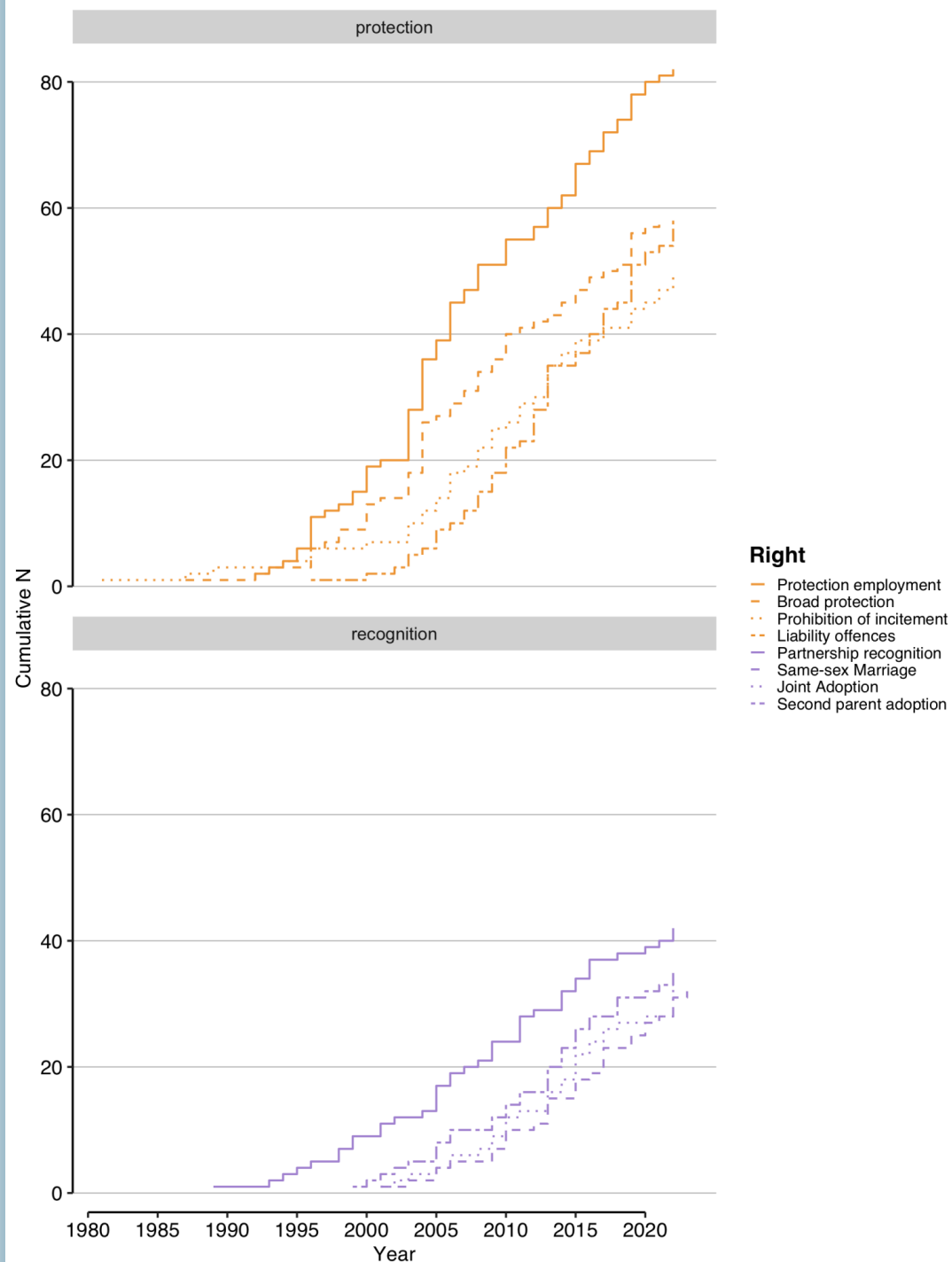
Gay men **earn 7.4 % less** than heterosexual men

(Drydakis 2021)

LGBTQI\* people have a **higher risk for depression and suicidality**

(Wittgens et al. 2022; Meyer 2003)





**Figure 7: Cumulative sum of protection and recognition rights 1981-2023**

**Data source: ilga world, own coding & calculations, N = 193 countries.**

- **1981:** Norway introduced protection against incitement based on sexual orientation
- **1989:** Denmark became the first country to recognize same-sex partnerships
- **2001:** Netherlands became the first country to introduce same-sex marriage
- **2023:** Same-sex marriage was legal in 32 countries and 82 countries had legislation on work protection

# What is the current situation of LGBTQI\* people?

**But still...**

...same-sex acts are illegal in **61 countries**

(<https://www.equaldex.com/>)

...and are punishable by death in **7 countries**

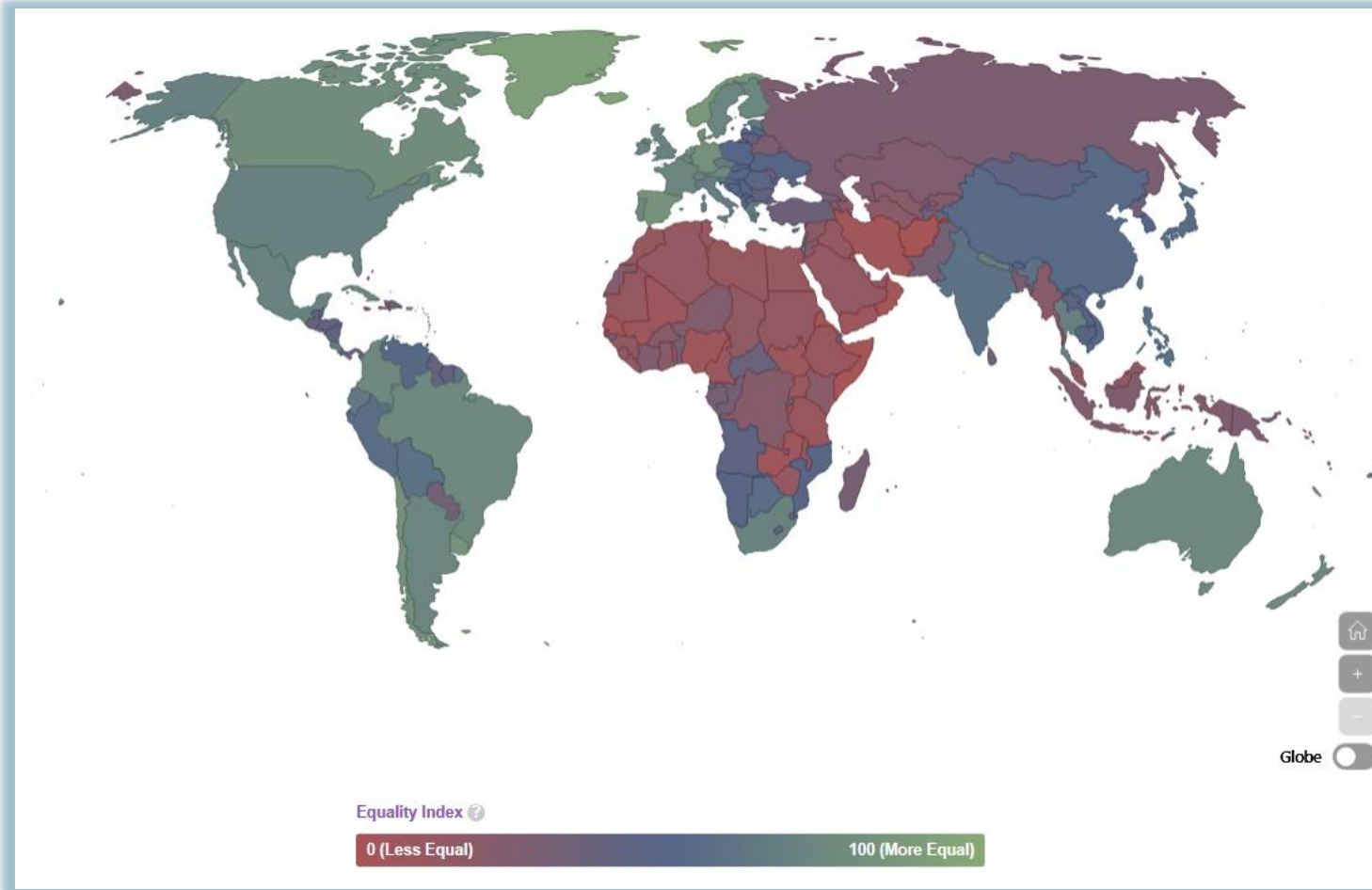
(<https://database.ilga.org/en>)

...current research indicates an increasing **polarization & backlash**

(e.g., Ayoub and Page 2020; Hadler and Symons 2018; Nuñez-Mietz 2019)

# What is the current situation of LGBTQI\* people?

Figure 8: Equaldex Equality Index



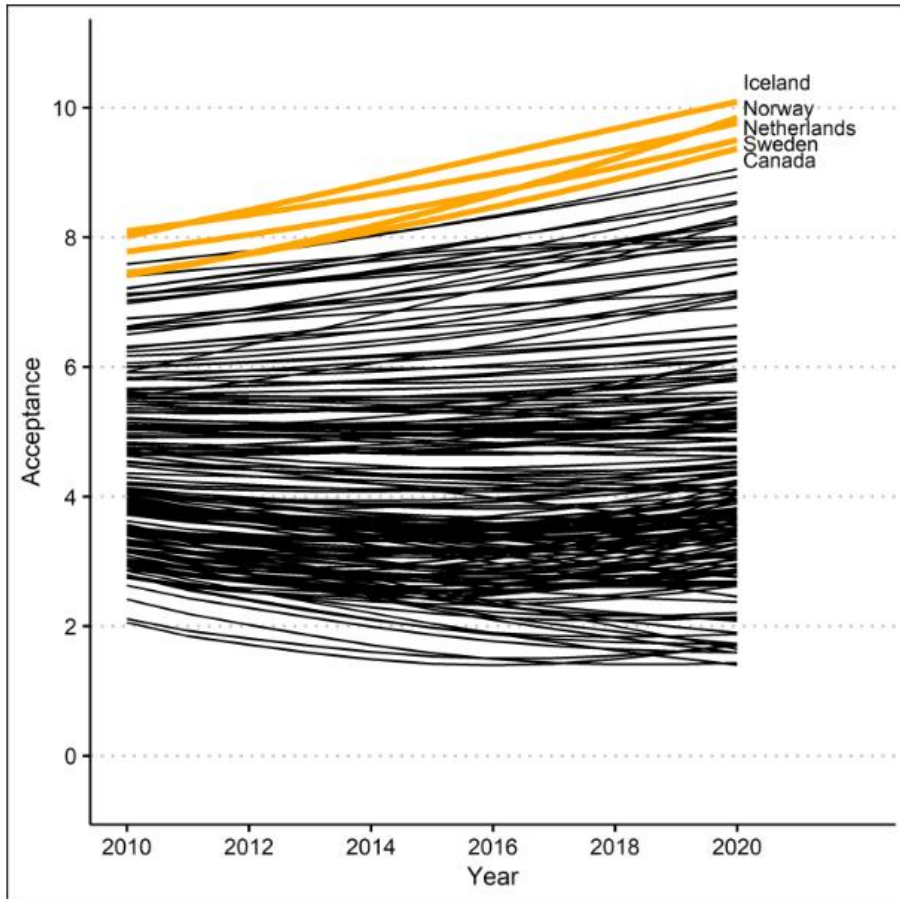
## Equaldex Equality Index

- Legal rights and public attitudes towards LGBTQI\* in a given region
- From 0 'less equal' to 100 'more equal'

Source: <https://www.equaldex.com/>.

# What is the current situation of LGBTQI\* people?

**Figure 9:** Five countries with the highest Global Acceptance Index, 2010-2020

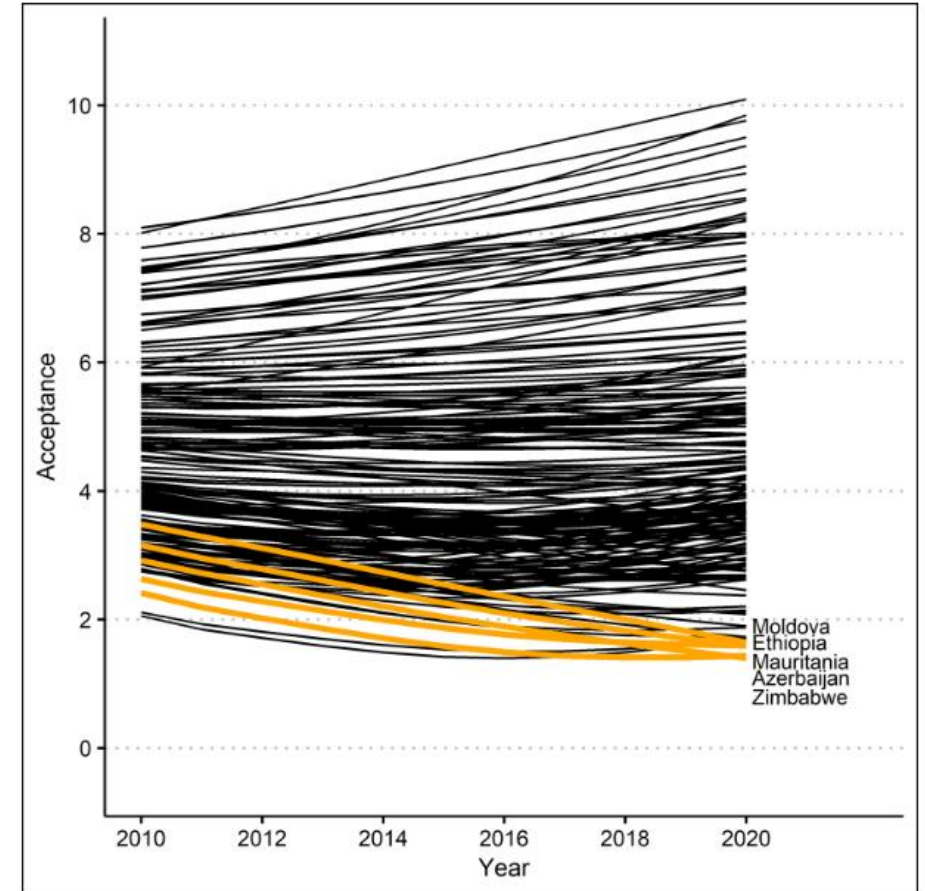


Source: Flores 2021.

The most accepting countries are becoming **more accepting**...

...and the least accepting countries are becoming **less accepting**.

**Figure 10:** Five countries with the lowest Global Acceptance Index, 2010-2020



Source: Flores 2021.

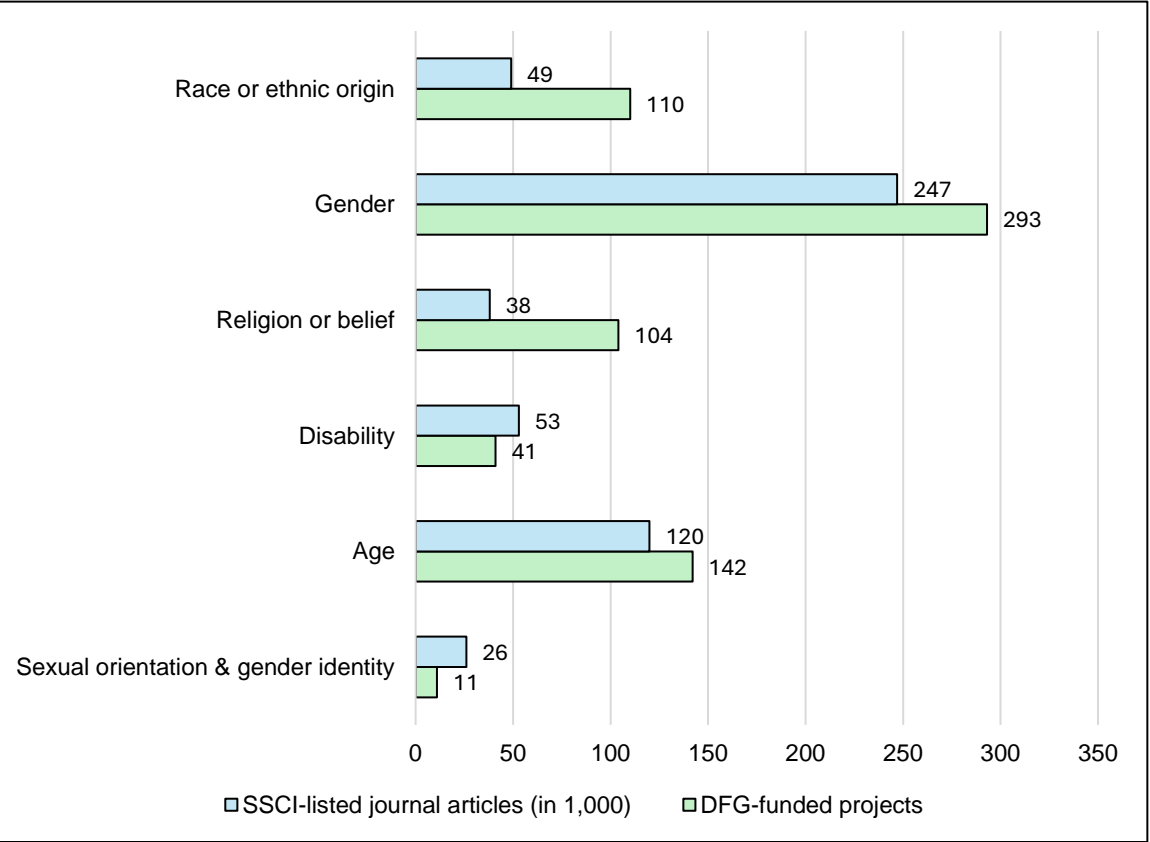
# Background:

## Research challenges and LGBTQI\* data gaps

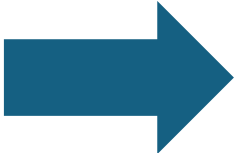


# Research challenges and LGBTQI\* data gaps

**Figure 11:** Social science journal articles (in 1,000) and German Research Foundation (DFG) funded projects by General Equal Treatment Act (AGG) discrimination grounds, 1999-2023



Source: de Vries 2023.



- The current data situation hardly allows any conclusions to be drawn about the living conditions of LGBTQI\* people in many countries
- The data gap is higher for specific topics and subgroups (e.g., intersex people and older LGBTQI\* people) (Heidemann et al. (forthcoming); Recker & Perry 2025)

# Research challenges and LGBTQI\* data gaps

- (1) **Items** regarding sexual orientation and gender identity are rarely included in probability-based and longitudinal surveys
- (2) Probability-based random **sampling techniques** are less effective
- (3) The number of LGBTQI\* people is often **too small for statistical analyses**

**Frage 1** *Int.: Geschlecht des/der Befragten eintragen.*

Variable	Männlich .....	<input type="checkbox"/> 1
sex	Weiblich .....	<input type="checkbox"/> 2

Source: Pairfam Group (2024).

Before handing in the questionnaire, please enter in accordance with the address log:

Household number:

First name:  Person number:

Please print

Birthdate and sex of respondent:

Day Month Year

Male.....☐ Female.....☐

Source: SOEP (2019).

**F018** sex

⇒ *Geschlecht der befragten Person ohne Befragen eintragen!*  
⇒ *Nur bei Unsicherheit fragen: "Bitte geben Sie Ihr Geschlecht an."*

☐ Männlich  
☐ Weiblich  
☐ Divers

Source: GESIS (2025).

# How to Measure Sexual Orientation & Sex/Gender?

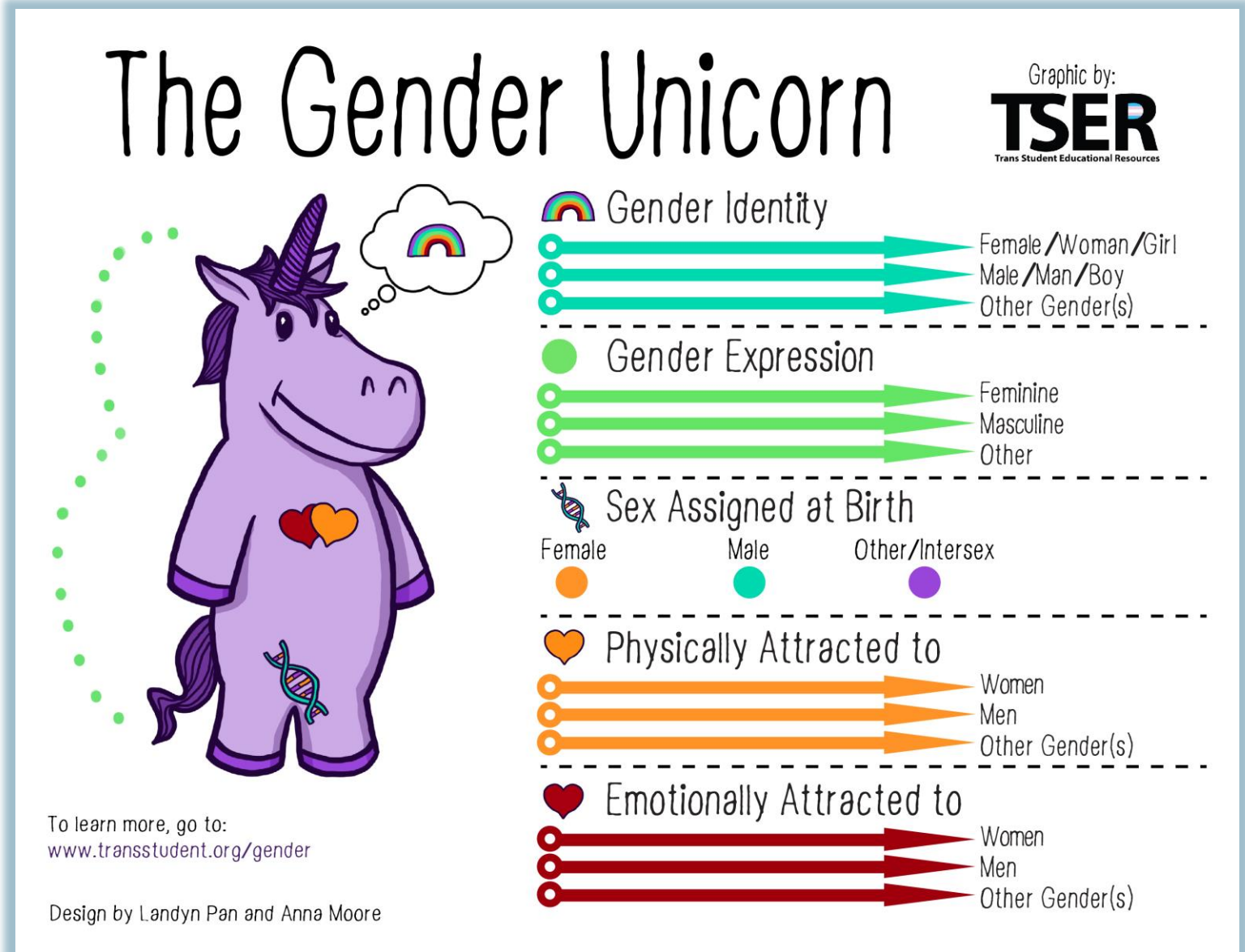
# Sexual and gender minority people

Lesbian, gay, bisexual, trans\*, inter\*, queer, and other sexual and gender minority people

## LGBTQI\*

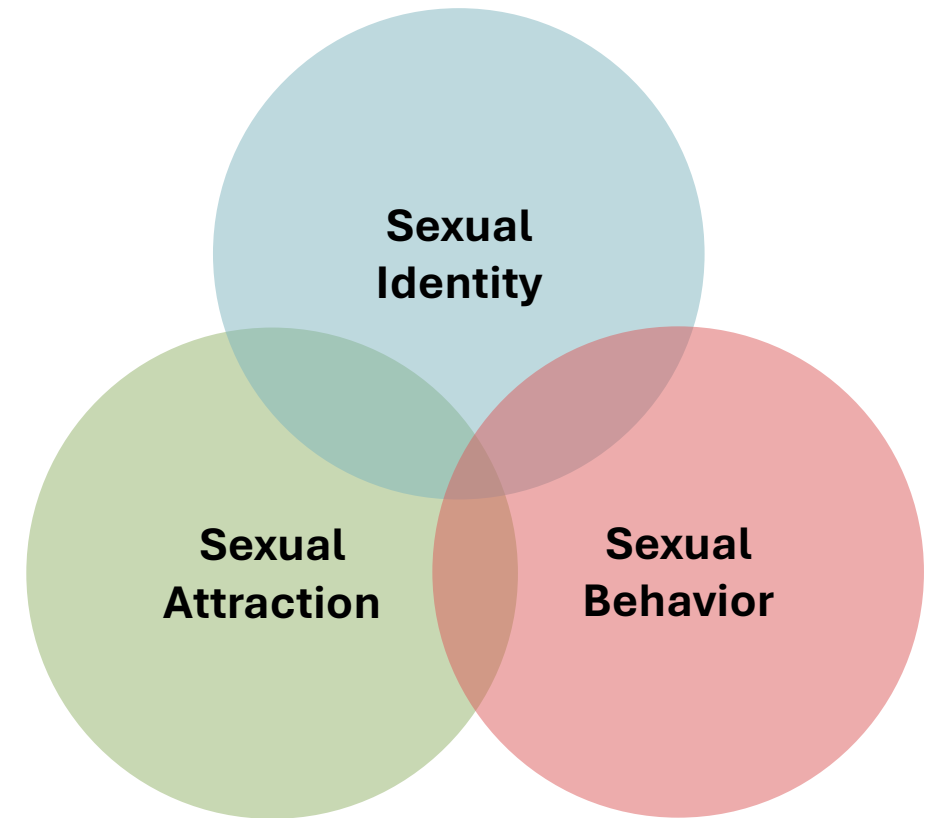
Umbrella term for people who are **socially marginalized** based on their sexual orientation and/or gender/sex

Figure 12: The Gender Unicorn



# Measuring SOGI: Sexual Orientation

- Different dimensions of sexual orientation (e.g., Geary et al., 2018)
  - **Sexual identity**, e.g., as heterosexual, bisexual
  - **Sexual attraction** to people of the same and/or different genders
  - **Sexual behavior** as sexual activity with people of the same and/or different genders
- Dimensions do not necessarily have to match
- Changes possible over life course





# Measuring SOGI: Sexual Orientation

## Example: Sexual Identity

- *Which of the following best represents how you think of yourself?*

- *[Select ONE]:*

- (1) Lesbian or gay
- (2) Straight, that is, not gay or lesbian
- (3) Bisexual
- (4) I use a different term [free-text]
- (5) (Don't know)
- (6) (Prefer not to answer)

Source: Bates et al. 2022.



# Measuring SOGI: Sexual Orientation

## Example: Sexual Attraction

■ *I have felt sexually attracted ...*

- (1) Only to females, never to males*
- (2) More often to females, and at least once to a male*
- (3) About equally often to females and to males*
- (4) More often to males, and at least once to a female*
- (5) Only ever to males, never to females*
- (6) I have never felt sexually attracted to anyone at all*
- (7) (Don't know)*
- (8) (Prefer not to answer)*



Source: Geary et al. 2018.

# Measuring SOGI: Sexual Orientation

## Example: Sexual Behavior

■ *I have had some sexual experience ...*

- (1) Only with females (or a female), never with a male*
- (2) More often with females, and at least once with a male*
- (3) About equally often with females and with males*
- (4) More often with males, and at least once with a female*
- (5) Only with males (or a male), never with a female*
- (6) I have had never sexual experience with anyone at all*
- (7) (Don't know)*
- (8) (Prefer not to answer)*

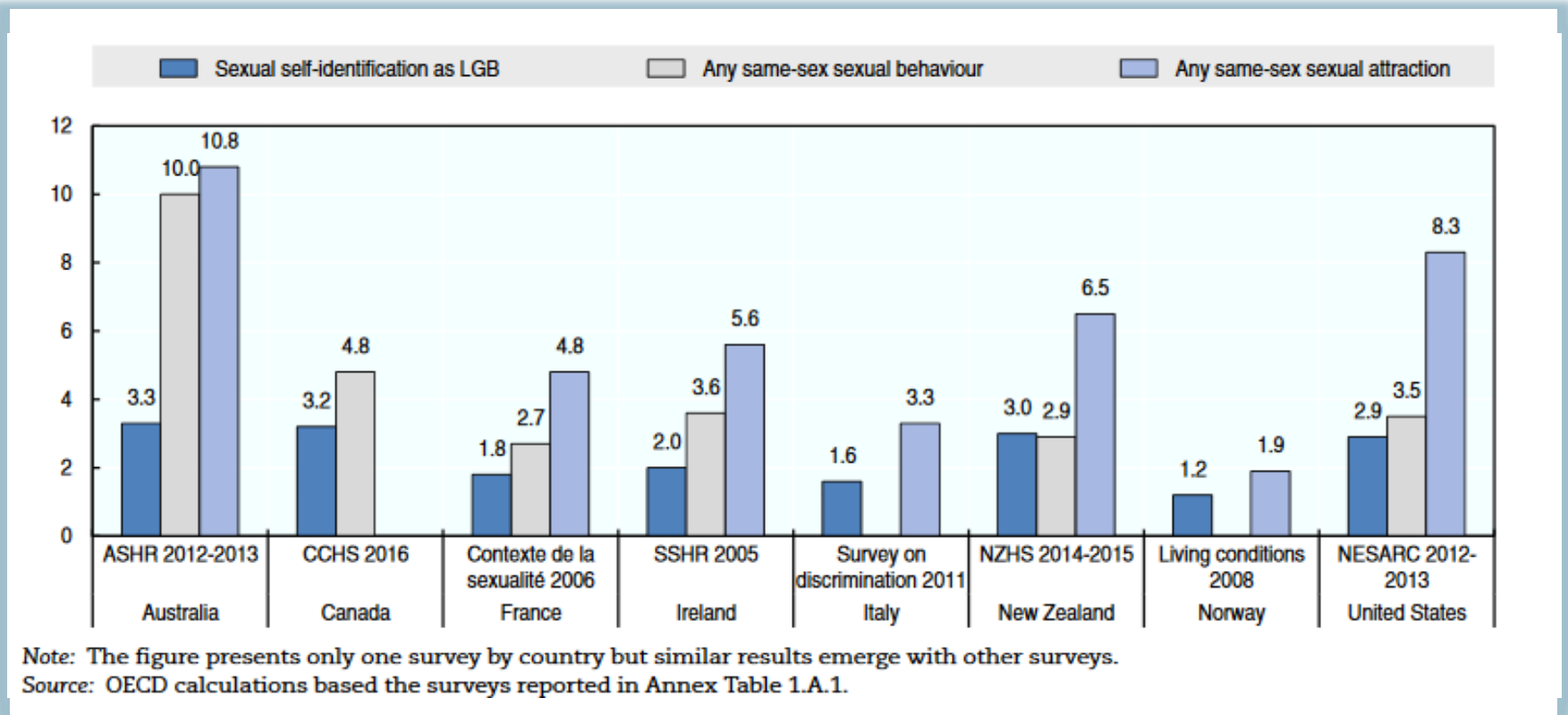


Source: Geary et al. 2018.

# Measuring SOGI: Sexual Orientation

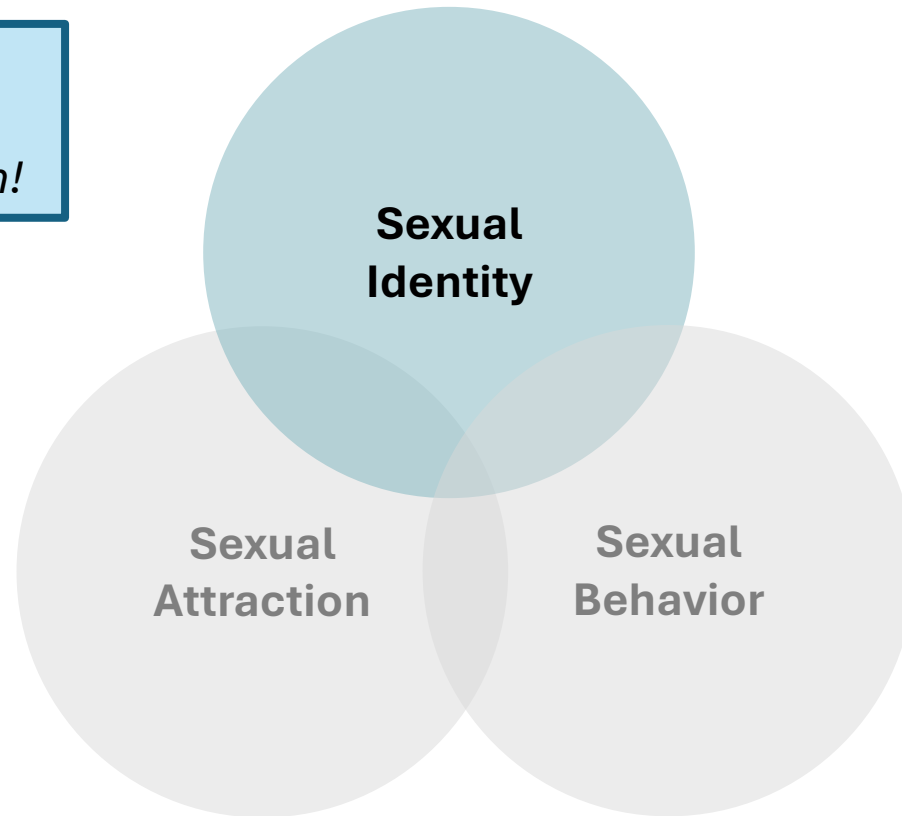
Questions on sexual self-identification yield lower estimates of the share of LGB people than questions on sexual behavior or sexual attraction

**Figure 13:** Percentage of LGB adults by measures of sexual orientation in the past decade in selected OECD countries



# Measuring SOGI: Sexual Orientation

*For social science research,  
sexual identity is a common  
measure of sexual orientation!*





# Measuring SOGI: Sexual Orientation

## Sexual identity: Recommendations and examples

### Socio-economic Panel (SOEP)

*In the context of relationships, the question of sexual orientation arises.  
Would you describe yourself as ...?*

- (1) Heterosexual or straight (that is, attracted to the opposite sex)
- (2) Homosexual (gay or lesbian, that is, attracted to the same sex)
- (3) Bisexual (attracted to both sexes)
- (4) No answer / Prefer not to say

*No answer category: sensitive question!*



### Sexual Identity

*Short explanation: especially important for cis-heterosexual respondents and older respondents.*

# Measuring SOGI: Sexual Orientation

## Sexual identity: Recommendations and examples



## The German Family Demography Panel Study (FReDA)

*How would you describe your sexual orientation?*

- (1) Heterosexual (i.e. interested in another sex)
- (2) Homosexual (gay or lesbian, i.e. interested in your own sex)
- (3) Bi- or pansexual (i.e. interested in more than one sex)
- (4) Other sexual orientation, namely...

*Open answer field: For respondents with other sexual identity.*



# Measuring SOGI: Sexual Orientation

## Sexual identity: Recommendations and examples



### LGBielefeld 2021

*What would you say yourself: Are you...?*

- (1) Homosexual (gay or lesbian, that is, attracted to the same sex)
- (2) Bisexual (attracted to men and women)
- (3) Pansexual (attracted to people regardless of their gender)
- (4) Heterosexual (attracted to another sex)
- (5) Asexual (no sexual attraction to others)
- (6) Other sexual orientation not listed here, namely:...
- (7) No answer / Prefer not to say

**Sexual Identity**

A large light blue circle containing the text 'Sexual Identity'. To its left is a list of seven sexual orientation categories. Below the circle are two blue boxes with white text providing additional context.

*More answer categories:  
usefull for community surveys  
(less coding of open answers  
necessary)*

*Order of answer categories  
depends on target population*

# Measuring SOGI: Sexual Orientation

## Sexual identity: Recommendations and examples

**Table 1:** Item  
Nonresponse Rates and  
Sexual Minority  
Population Prevalence  
for Recommended  
Sexual Orientation  
Identity Measure.

Source: Bates et al. 2022.

Survey	Question	Non-response / Unknown Rate	% LGB
2016 NCVS	Which of the following best represents how you think of yourself? <input type="checkbox"/> Gay/lesbian <input type="checkbox"/> Straight, that is, not gay <input type="checkbox"/> Bisexual <input type="checkbox"/> Something else <input type="checkbox"/> I don't know the answer	2.8%	1.9% (w.)
2018 GSS	Which of the following best describes you? <input type="checkbox"/> Gay, lesbian, or homosexual <input type="checkbox"/> Bisexual <input type="checkbox"/> Heterosexual or straight <input type="checkbox"/> Don't know	1.9%	5.8% (w.)
2020 BRFSS	Which of the following best represents how you think of yourself? <input type="checkbox"/> Gay <input type="checkbox"/> Straight, that is, not gay <input type="checkbox"/> Bisexual <input type="checkbox"/> Something else <input type="checkbox"/> I don't know the answer	1.9%	4.2% (w.)
2020 NHIS	Do you think of yourself as: <input type="checkbox"/> Gay/lesbian <input type="checkbox"/> Straight, that is, not gay/lesbian <input type="checkbox"/> Bisexual <input type="checkbox"/> Something else <input type="checkbox"/> You don't know the answer	2.6%	3.1% (unw.)
2021 Census Pulse	Which of the following best represents how you think of yourself? <input type="checkbox"/> Gay/lesbian <input type="checkbox"/> Straight, that is, not gay <input type="checkbox"/> Bisexual <input type="checkbox"/> Something else <input type="checkbox"/> I don't know	2.2%	6.5% (unw.)

*Non-response rate differ, but is comparatively low.*

# Measuring SOGI: Sexual Orientation

## Recommendations

- (1) Decide on the appropriate dimension of sexual orientation based on research interest
- (2) Use different answer categories that allow for diversity
- (3) Explain terminology as needed
- (4) Use of “other” category (e.g., Other sexual orientation not listed here, namely:...)
- (5) Use of “No answer / Prefer not to say” category
- (6) Adapting terminology to target population
- (7) Adapting terminology to temporal and regional context
- (8) Pretesting



# Measuring SOGI: Sex and Gender

- For a long time, sex/gender was usually thought of and asked about in a binary (male/female) way
  - e.g., "What is your sex?" male/female
- In some cases, the entry of gender by interviewers is the practice
  - e.g. in face-to-face interviews or telephone interviews

**Before handing in the questionnaire, please enter in accordance with the address log:**

Household number:

First name:

Person number:

*Please print*

**Birthdate and sex of respondent:**

Day Month Year

Male.....☐ Female .....☐

# Measuring SOGI: Sex and Gender

However, sex/gender encompasses several dimensions and characteristics:

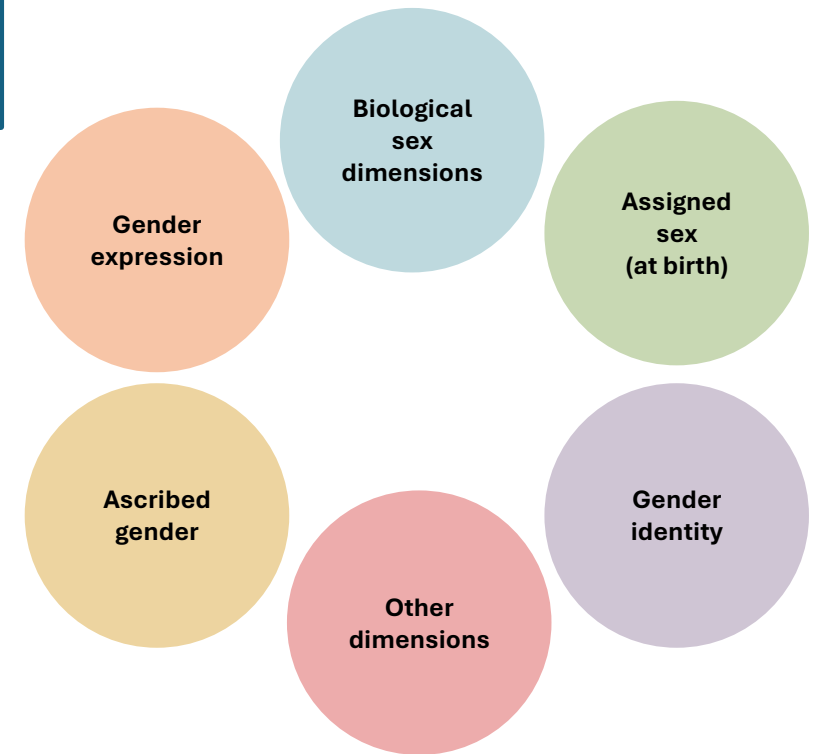
- (1) Biological sex dimensions
- (2) Assigned sex (at birth)
- (3) Gender identity
- (4) Gender expression
- (5) Ascribed gender

*For social science research,  
gender identity is a common  
measure of sex/gender!*

The question must be:

**For what purpose is sex/gender  
information needed?**

From this, the appropriate dimension is  
derived.



# Measuring SOGI: Sex and Gender

**1-step approach: Using a single item which catches gender diversity**

*And which gender do you identify with today?*

- (1) Male
- (2) Female
- (3) Non-binary
- (4) Trans\*
- (5) Other gender which is not listed here, namely...
- (6) No gender
- (7) No answer

*Order of answer categories depends on target population (but in most cases male/female as first categories).*

*Open answer field: For respondents with other gender identity.*

*No answer category: sensitive question!*



**Gender identity**

# Measuring SOGI: Sex and Gender

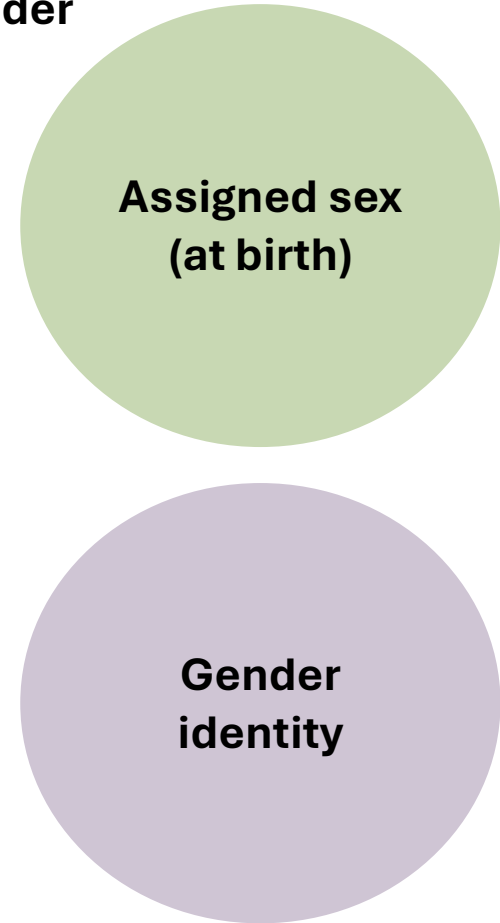
**2-step approach: Using one item on sex assigned at birth and one item on gender identity**

*And which gender do you identify with today?*

- (1) Male
- (2) Female
- (3) Non-binary
- (4) Trans\*
- (5) Other gender which is not listed here
- (6) No gender
- (7) No answer

*What sex were you assigned at birth, on your birth certificate?*

- 1) Male
- 2) Female
- 3) No answer



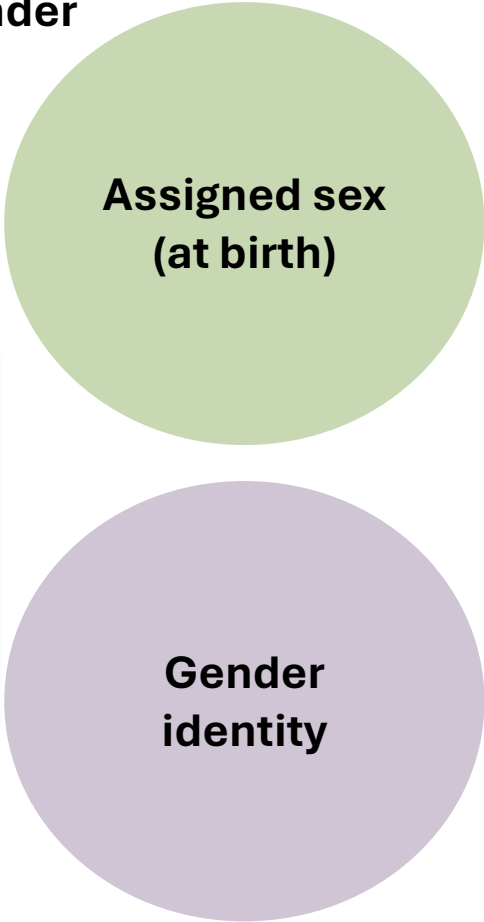
# Measuring SOGI: Sex and Gender

2-step approach: Using one item on sex assigned at birth and one item on gender identity

**Table 2:** Identifying transgender people with 1-step- and 2-step-approach

	SOEP-Q		LGBielefeld 2019		LGBielefeld 2021	
	1-Schritt Methode	2-Schritt Methode	1-Schritt Methode	2-Schritt Methode	1-Schritt Methode	2-Schritt Methode
Männlich	52,0	50,9	40,8	36,3	39,7	37,3
Weiblich	43,4	42,3	53,1	52,4	44,9	42,9
Trans*	2,0	4,1	1,8	7,0	2,6	7,0
Weiteres Geschlecht	2,7	2,7	4,3	4,3	12,8	12,8
Fallzahl	560	560	6372	6372	7273	7273

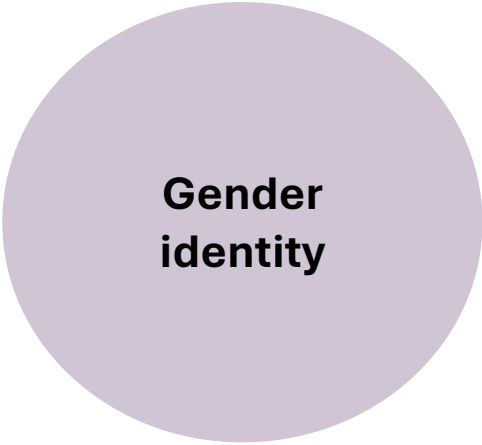
Source: de Vries et al. 2024.



# Measuring SOGI: Sex and Gender

**Table 3:** Recommendation for using the 2-step approach

1. Minimalbeispiel	
Personenstand	Welches Geschlecht wurde bei Ihrer Geburt in Ihre Geburtsurkunde eingetragen? <ul style="list-style-type: none"><li>• männlich</li><li>• weiblich</li><li>• keine Angabe</li></ul>
Geschlechtsidentität	Und welchem Geschlecht ordnen Sie sich selbst zu? <ul style="list-style-type: none"><li>• männlich</li><li>• weiblich</li><li>• weiteres, hier nicht aufgelistetes Geschlecht, und zwar:</li><li>• keinem Geschlecht</li><li>• keine Angabe</li></ul>
2. Erweitertes Beispiel	
Personenstand	Welches Geschlecht wurde bei Ihrer Geburt in Ihre Geburtsurkunde eingetragen? <ul style="list-style-type: none"><li>• männlich</li><li>• weiblich</li><li>• keine Angabe</li></ul>
Geschlechtsidentität	Und welchem Geschlecht ordnen Sie sich selbst zu? <ul style="list-style-type: none"><li>• männlich</li><li>• weiblich</li><li>• nicht-binär</li><li>• weiteres, hier nicht aufgelistetes Geschlecht, und zwar:</li><li>• keinem Geschlecht</li><li>• keine Angabe</li></ul>

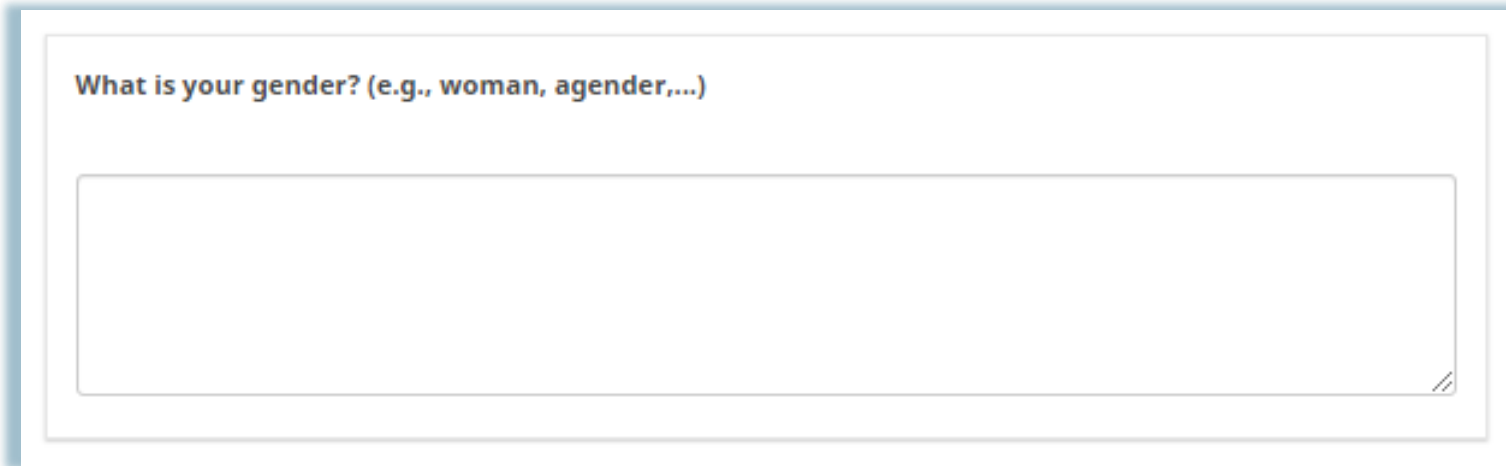
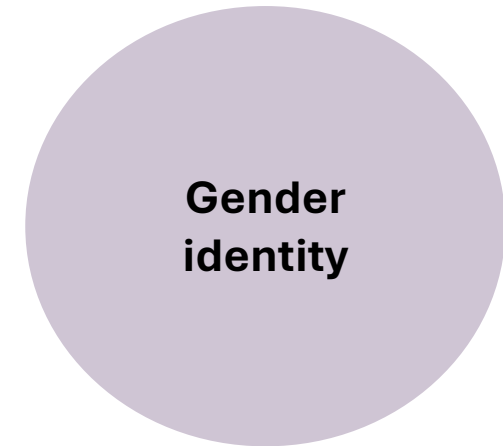


# Measuring SOGI: Sex and Gender

**Open answer question: One item on gender identity with an open answer field**

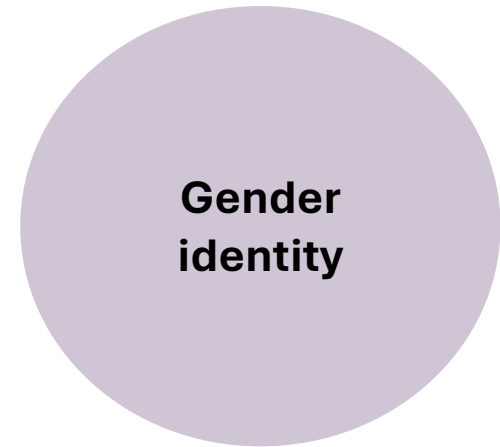
*What is your gender? (e.g., woman, agender)*

- Open answer field

A screenshot of a survey question. The question text is "What is your gender? (e.g., woman, agender,...)" in a dark blue font. Below the question is a large, empty rectangular text input field with a thin grey border. The entire question and input field are enclosed in a light blue rounded rectangle.

# Measuring SOGI: Sex and Gender

- 1 **,Male‘** (male, cis-male, man, heterosexual man, guy, ...)
- 2 **,Female‘** (female, cis-female, woman, rather female, ...)
- 3 **,Non-binary‘** (non-binary, neutral, ...)
- 4 **,Trans\*‘** (trans, transgender, trans male, trans female, trans man, ...)
- 5 **,Inter\*‘** (inter, intersex, ...)
- 6 **,Agender/no gender‘** (agender, no gender, no one, ...)
- 7 **Unsure about gender**
- 8 **,More than one categorie‘** -> Dummy variables for each category
- 9 **,Outside scope‘** (unclear answer, troll answer, gender commentary, ...)





# Measuring SOGI: Sex and Gender

## Recommendations

- (1) Decide on the appropriate dimension of sex/gender based on research interest
- (2) Use different answer categories that allow for diversity
- (3) Explain terminology as needed
- (4) Use of “other” category (e.g., Other sexual orientation not listed here, namely:...)
- (5) Use of “No answer / Prefer not to say” category
- (6) Adapting terminology to target population
- (7) Adapting terminology to temporal and regional context
- (8) Pretesting

# How to increase Survey Experience?

# Survey Experience: LGBTQI\* Inclusive Start

- An LGBTQI\* inclusive start could increase the likelihood that this community will participate in a survey, thereby increasing the diversity of a final sample.
- Often only a few small steps are needed to make the introduction to the questionnaire more inclusive:
  - (1) Include diversity in the invitation of the survey
    - e.g., for advertising photos
  - (2) Address survey participants in a gender-neutral way
    - e.g., "Hello" instead of "Dear Sir or Madam"; omit "Mr/Mrs" from letterheads
  - (3) Avoid using incorrect pronouns

# Survey Experience: LGBTQI\* Inclusive Questions

- Using items and answer categories that cover the living circumstances of LGBTQI\* people
  - Partnership & marital status
  - Family live & family of choice
  - Health and medicine

**Question:** Do you have children?

**Note 1:** This refers to biological children, adopted children and foster children (not stepchildren).

**Note 2:** Please select only one of the following answers:

**Question type:** Single choice

**What is your marital status?**

- ☐ Married
- ☐ Registered same-sex partnership, living together (Registration was possible until September 2017. It may still be valid.)
- ☐ Single, never been married
- ☐ Divorced
- ☐ Registered same-sex partnership annulled
- ☐ Widowed
- ☐ Life partner from registered same-sex partnership deceased
- ☐ Can't / don't want to answer

Options:

**What is your relationship to this child: are you ...?**

- Biological mother..... ☐
- Biological father..... ☐
- Second, social mother / second, social father for same-sex couples ..... ☐
- Adoptive, foster mother / adoptive, foster father ..... ☐
- Stepmother/stepfather ..... ☐
- Grandmother/grandfather/aunt/uncle ..... ☐
- None of the above, other relationship to the child ..... ☐

# Survey Experience: Ethics

- Gender and sexual orientation are sensitive questions for certain groups of people
  - Place them appropriately in the questionnaire
  - Only ask necessary SOGI questions
- Guarantee anonymity of respondents
  - Especially relevant for smaller surveys (e.g., in companies)
  - Especially relevant when publishing the results or data
  - Especially relevant for underage respondents
- Develop a data usage concept –reassure the ethics committee (or similar)

# Sampling Approaches

# Sampling Approaches

- LGBTQI\* data collected in EU countries most often relies on self-identification of participants; no register exists  
**= No sampling frame available**
- Protects LGBTQI\* individuals but challenges researchers due to lack of register information for sampling
- Probability sampling, per Neyman (1934), is ideal for reliable population inferences but requires accurate sampling frame for targeted population representation
- The number of LGBTQI\* individuals in probability samples is often small
- **So, what should we do? We have three options:**
  - Give up (survey-based) projects
  - Try to sample as probability-based as possible
  - Using other methods as alternative strategy



# Sampling Approaches

**Figure 14:** Sexual orientations in Germany. Results of population-wide interview surveys

Source: Pöge et al. 2020

- Different measures of sexual orientation
- Differences by study, age, and measurement
- Microcensus seems to be not the best frame for weighting

	Proportion	Source
<b>Cohabiting same-sex partnerships</b>		
Around 94,000 people	0.5%–0.9% of all couples sharing a household	Destatis Microcensus 2015 [14]
<b>Self-identification as lesbian, gay or bisexual</b>		
Total	1.9%	DIW SOEP 2016 [1]
<45 Years	2.8%	
>60 Years	Under 1%	
Women, 21–25 years	Around 3% lesbian Around 6% bisexual	BZgA Jugendsexualität (Youth sexuality) 2015 [11]
Men, 21–25 years	Around 5% gay Around 2% bisexual	
Women, 18–75 years	1.3% lesbian 1.8% bisexual	BZgA Liebesleben (Love life) 2017 [13]
Men, 18–75 years	2.1% gay 1.4% bisexual	
<b>Close, same-sex body contact in the last twelve months</b>		
Women, 21–25 years	Around 14%	BZgA Jugendsexualität (Youth sexuality) 2015 [11]
Men, 21–25 years	Around 12%	
<b>Self-description as not exclusively heterosexual</b>		
Women, ≥14 years	Around 11%	University of Leipzig Sexualverhalten in Deutschland (Sexual behaviour in Germany) 2016 [15]
Men, ≥14 years	Around 10%	
Women, 18–75 years	22.4%	BZgA Liebesleben (Love life) 2017 [13]
Men, 18–75 years	13.8%	

BZgA–Federal Centre for Health Education, Destatis–Federal Statistical Office, DIW–German Institute for Economic Research, SOEP–German Socio-Economic Panel



# Sampling Approaches

Several approaches can be considered:

- (1) Snowball Sampling:** Existing participants (so-called seeds) recruit future participants from among their acquaintances (e.g., Sang et al., 2023).
- (2) Convenience Sampling:** Sampling at locations or events where LGBTQI\* individuals are likely to be present, such as specific bars or pride events.
- (3) Collaboration with LGBTQI\* Organizations:** These organizations can assist in distributing the survey through their networks.
- (4) Online Convenience Sampling:** Utilizing online platforms and social media networks to reach LGBTQI\* individuals (e.g., Kühne & Zindel, 2020).

# SOEP-Q: SGM boost-sample



## German Socio-Economic Panel (SOEP):

- One of the largest and longest-running household surveys worldwide
- Approximately 30,000 people in 15,000 households are interviewed for the SOEP study

## In 2019: Boost sample of LGBTQI\* people living in Germany (SOEP-Q)

- Recruitment via random telephone screening of adults living in Germany
- Total: 477 households with respondents identifying as sexual and gender minority (882 households in the whole SOEP)
- 23 transgender respondents
- 15 respondents with diverse gender identities (e.g., non-binary)
- Weighting: Design weights, non-response weights, no further post-stratify cross-sectional weights (de Vries et al. 2021)

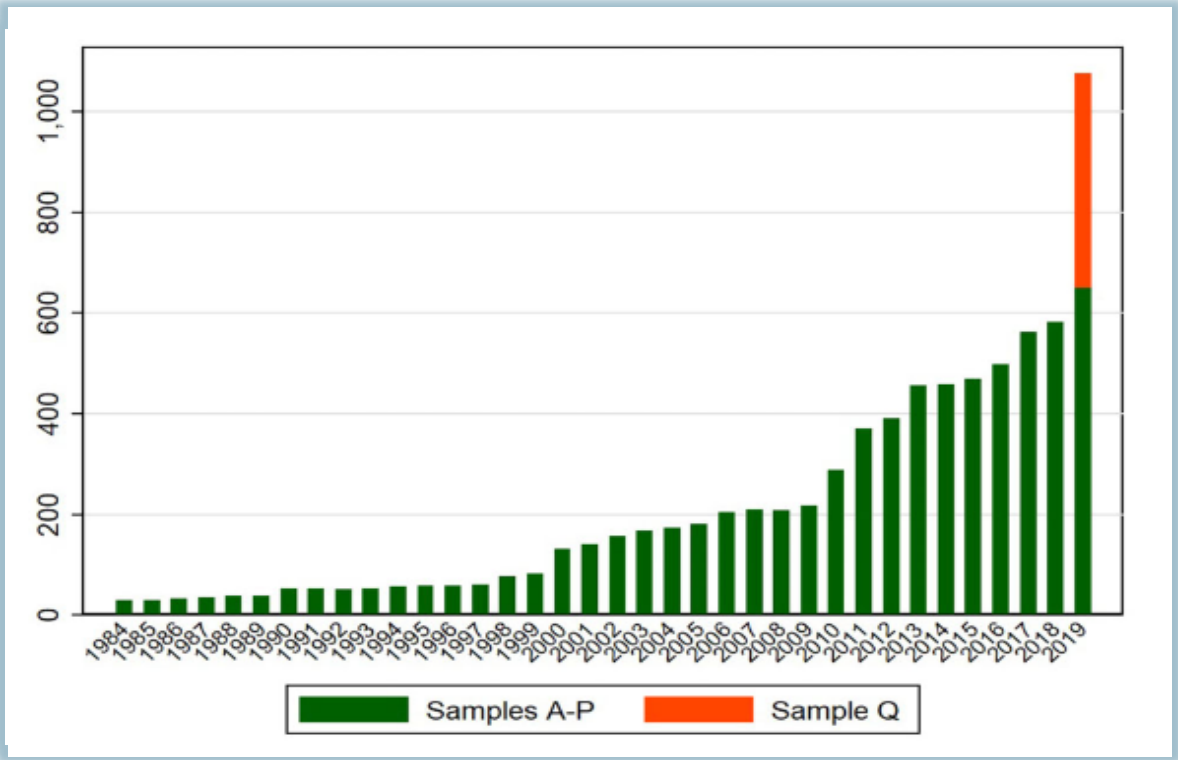
# SOEP-Q: SGM boost-sample

**Table 4:** Results of the random telephone screening

	N	% of Total	% of Valid
<b>Total screening interviews</b>	<b>74,998</b>	<b>100.0</b>	
Refusal to answer questions on sexual orientation and gender identity	21,501	27.7	
<b>Completed screening interviews</b>	<b>53,497</b>	<b>71.3</b>	<b>100.0</b>
In LGBTQ* target group	2,824	3.8	5.3
Intent to participate in SOEP	1,093	1.5	2.0
Contact information provided	1,023	1.4	1.9
Final gross boost Sample Q	835	1.1	1.6
False positive screening	188	0.3	0.4

Source: de Vries et al. 2021

**Figure 15:** Number of Interviews with SGM Respondents by Panel Wave.



Source: de Vries et al. 2021

# LGBielefeld 2019: Online non-probability sample

- Online-Survey, in which lesbian, gay, bisexual, trans\*, and queer people in Germany were recruited
- Recruitment via ads on Facebook and Instagram
- Targeted parameters: gender, location and age
- Focus on LGBTQI\* parent families

## Results:

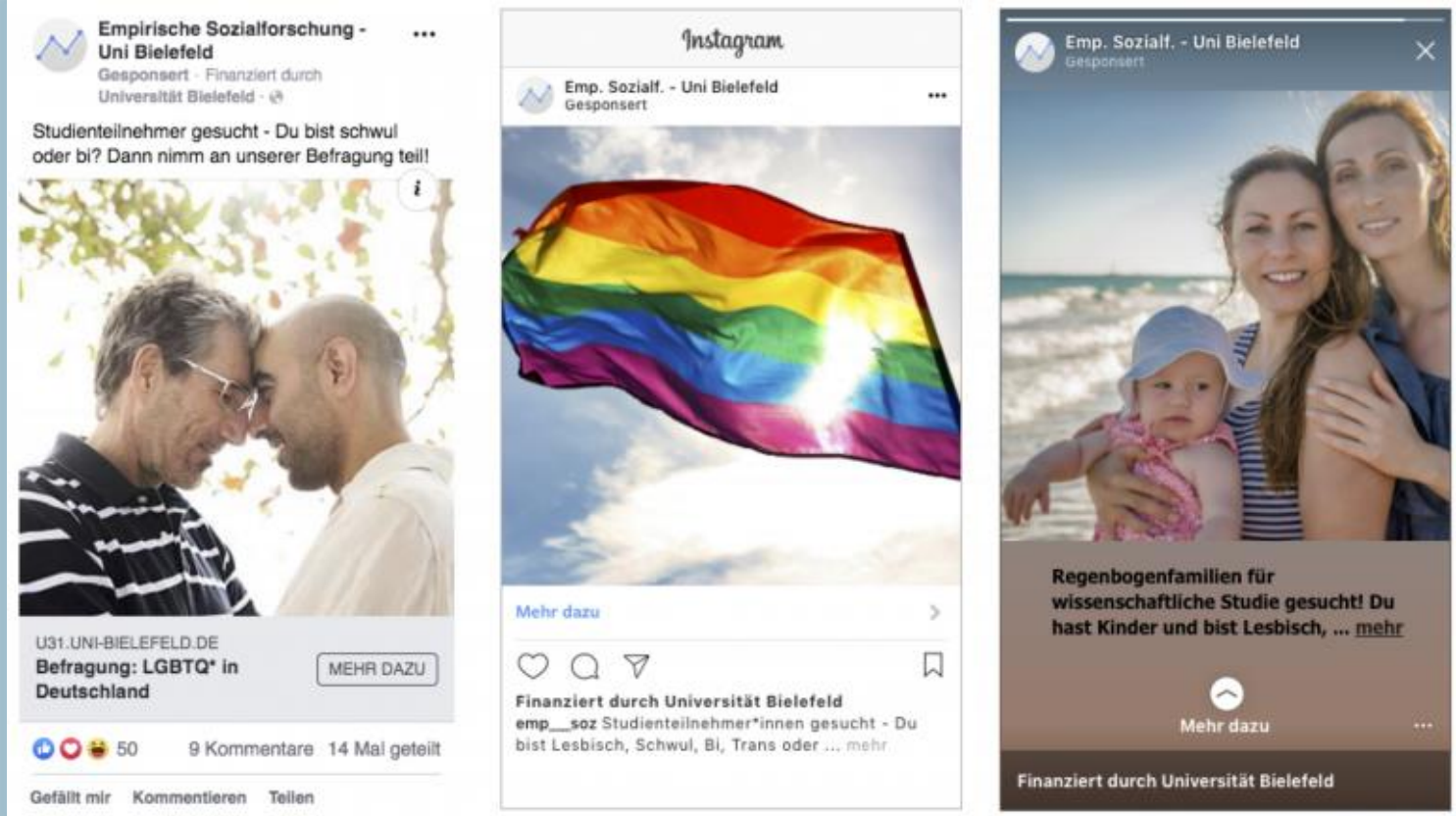
- 6,489 completed interviews
  - 28.4% live with children in their household
- Costs for ads: 2,710 €
- Average net cost for a completed interview: 42 cents

**Recruiting Phase:**  
July 3th – August 2nd,  
2019



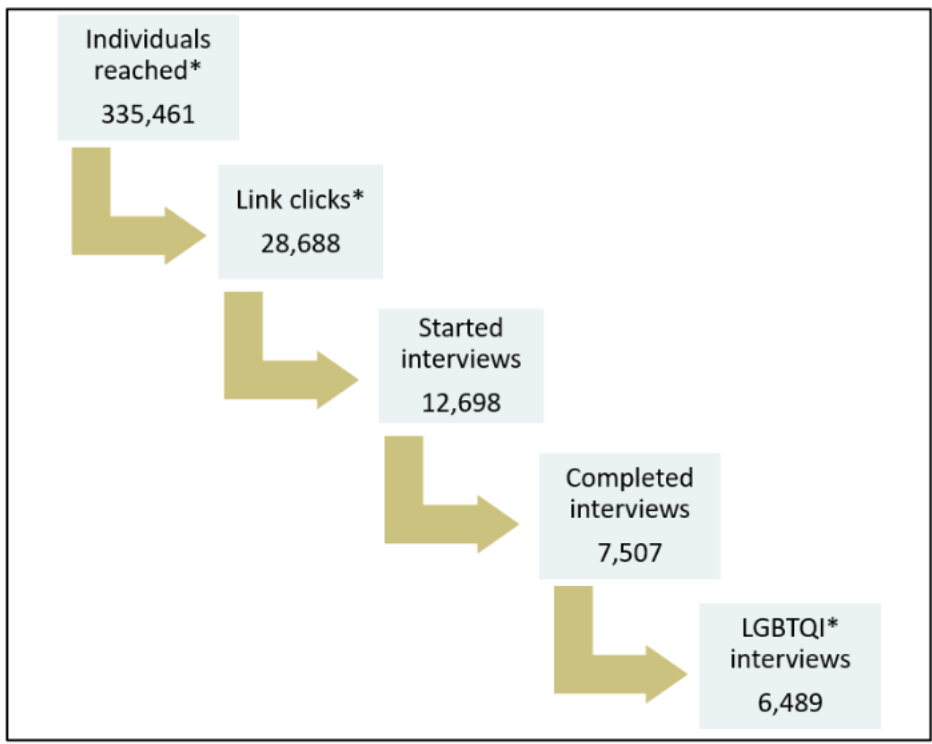
# LG Bielefeld 2019: Online non-probability sample

**Figure 16:** Examples of ads targeting LGBTQI\* people in general, and same-sex-couples and non-binary people in particular



Source: Kühne & Zindel 2020.

**Figure 17:** Flow chart of study population



Source: Zindel et al. 2024.

# LGBielefeld 2021: Online non-probability sample

- Online-Survey, in which lesbian, gay, bisexual, trans\*, and queer people in Germany were recruited
- Recruitment via ads on Facebook (and Instagram)
- Targeted parameters: gender, location and age
- Focus on gender minority people

## Results:

- 7, 332 completed interviews
  - 7% trans\* people (2-step approach)
  - 12.8% non-binary and other gender identity
- Costs for ads: 8.352€
- Average net cost for a completed interview: 1.13€

## Recruiting Phase:

September 3th –  
September 30, 2021



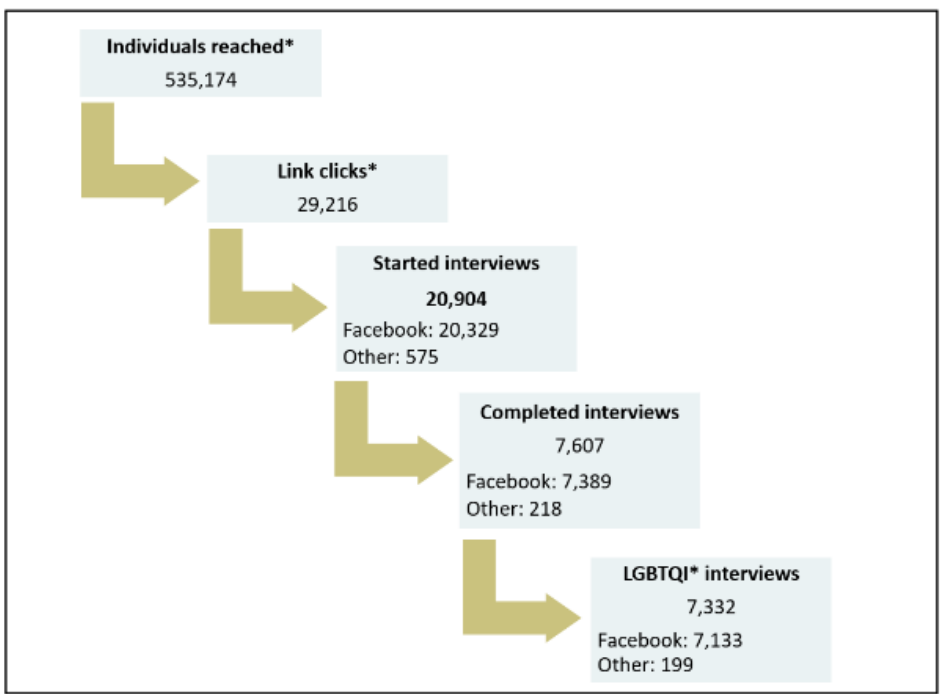
# LG Bielefeld 2021: Online non-probability sample

**Figure 17:** Examples of ads targeting LGBTQI\* people in general, and same-sex-couples and non-binary people in particular



Source: Zindel et al. 2024.

**Figure 18:** Flow chart of LG Bielefeld 2021 population



Source: Zindel et al. 2024.



# LGBielefeld 2021: Online non-probability sample

**Figure 19:** Performance of the different unpaid strategies

	Landed on first survey page	Clicked consent	Completed surveys	Eligible surveys
<i>Facebook post on “Empirische Sozialforschung – Uni Bielefeld”</i>	851	135	48	47
<i>Facebook post on “LGBielefeld 2021”</i>	613	52	21	20
<i>Facebook group posts</i>	71	8	2	2
<i>Subreddit posts on Reddit</i>	86	31	7	6
<i>Link in Instagram bio</i>	22	6	1	0
<i>Link in TikTok bio</i>	1	0	0	0
<i>Telegram group</i>	47	18	9	6
<i>Expert network email referral</i>	206	97	39	33
<i>Referral at the end of the survey</i>	1,392	228	91	85
<b>Total</b>	<b>3,289</b>	<b>575</b>	<b>218</b>	<b>199</b>

Source: Zindel et al. 2024.



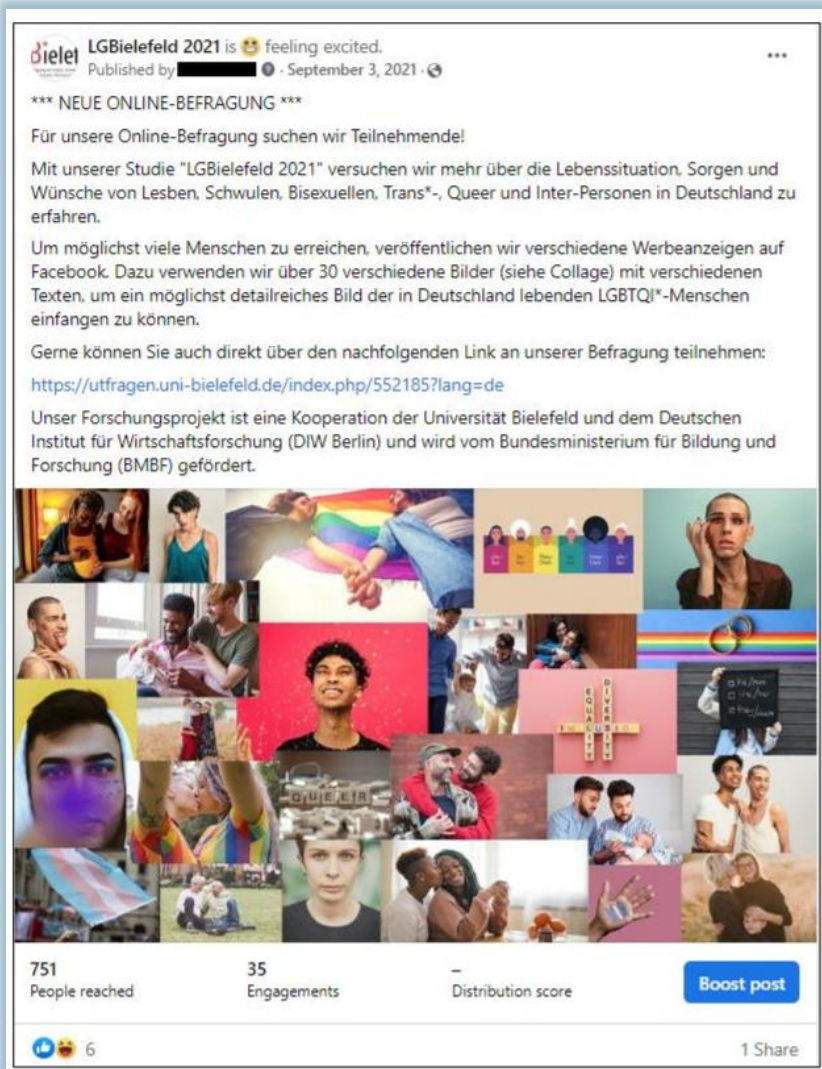
# LG Bielefeld 2021: Online non-probability sample

**Figure 20:** Example of a group post on Facebook

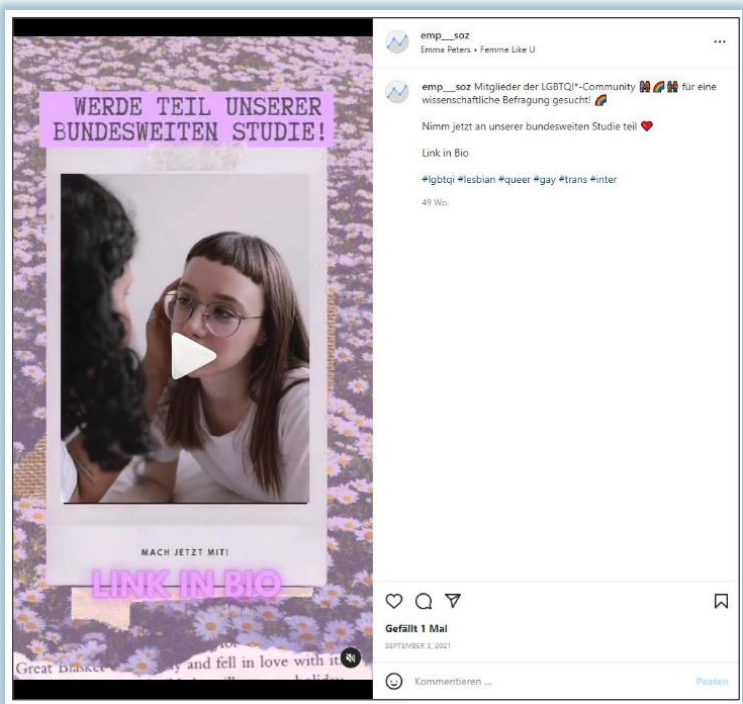


Source: Zindel et al. 2024.  
Surveying Diversity: Integrating Queer Perspectives in Survey Research

**Figure 21:** Invitation post on LG Bielefeld 2021 Facebook page



**Figure 22:** Invitation Video on Instagram



# Sampling Strategies: Sample Composition (unweighted)

**Table 5:** Sample composition SOEP-Q & LGBielefeld 2019

Variable	LGBielefeld		SOEP-Q	
	N	%	N	%
Sexual Orientation				
<i>Heterosexual</i>	121	1.7	85	17.8
<i>Homosexual</i>	4,294	60.3	198	41.5
<i>Bisexual</i>	1,867	26.2	171	35.9
<i>Other orientation</i>	811	11.4	17	3.6
Gender				
<i>Male</i>	2,748	39.4	245	51.6
<i>Female</i>	3,778	54.1	203	42.6
<i>Trans*</i>	133	1.9	9	1.9
<i>Other Gender</i>	324	4.6	15	3.1
Total n	7,129		477	

Source: Zindel et al. 2023



# Sampling Strategies: Sample Composition (unweighted)

Table 6: Sample composition SOEP-Q & LGBielefeld 2019

Variable	LGBielefeld		SOEP-Q	
	N	%	N	%
Age				
18-24	4,159	59.9	57	12.0
25-34	1,550	22.3	90	18.9
35-49	748	10.8	123	25.8
50+	484	7.0	207	43.4
School Education				
Lower	331	4.7	62	13.0
Medium	1,288	18.2	139	29.2
Higher	4,687	77.1	250	52.5
Total n	7,129		477	

Source: Zindel et al. 2023



# Boost sample vs. online sample

## Boost-sample (SOEP-Q)

- Probability-based dataset
- Cis-heterosexual comparison group
- Questionnaire limitations
- Need more time and a lot more money
- Higher quality of the data

## Online survey (LGBielefeld)

- Non-probability data
- No comparison group (but possible)
- Questionnaire limitations
- Fast and cheap results
- Data bias
- Better opportunity to target subgroups



Both methods have disadvantages and advantages  
Data combination via weighting

# Key Messages & Discussion

# Key Takeaways

## High relevance

- Exclusion of sexual and gender minorities; incomplete data; little information about living circumstances
- Low-discrimination research/surveys; mapping social reality

## Different possibilities for measuring sexual orientation & sex/gender

- Not one easy way, but various (quite) easy possibilities to measure SOGI
- Different answer categories, other category and no answer allow for sexual and gender diversity
- Consider the target group of your survey research!

# Key Takeaways

## Survey experience can be increased

- LGBTQI\* inclusive entry and questionnaire to embrace diversity
- Ethics and data protection are essential for this population

## Different sampling approaches

- Lack of information on the exact size or demographic composition of LGBTQI\* populations
- Several methods to sample LGBTQI\* people (e.g., convenience sampling)
- Consider the advantages and disadvantages

# How to access the data?



## More information:



Fischer, M., Kroh, M., de Vries, L., Kasprowski, D., Kühne, S., Richter D., Zindel, Z. (2022). Sexual and Gender Minority (SGM) Research Meets Household Panel Surveys: Research Potentials of the German Socio-Economic Panel and Its Boost Sample of SGM Households. In: European Sociological Review, 38 (2), 321–335. doi: 10.1093/esr/jcab050

## Data access:



## More information:



Zindel, Z., Kühne, S., de Vries, L., Kroh, M., Kasprowski, D., Fischer, M., Richter, D. (2023). LGB\* Bielefeld 2021. Data report: Online survey on LGBTQI\* people in Germany. Bielefeld University. DOI: 10.4119/unibi/2964217

## Data access:



## Data on LGB+ rights

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✉ [lisa.devries@die-bonn.de](mailto:lisa.devries@die-bonn.de)

## FReDA

🌐 <https://www.freda-panel.de>

## Generations and Gender Survey

🌐 <https://www.ggp-i.org/>



# Thank you for your attention.

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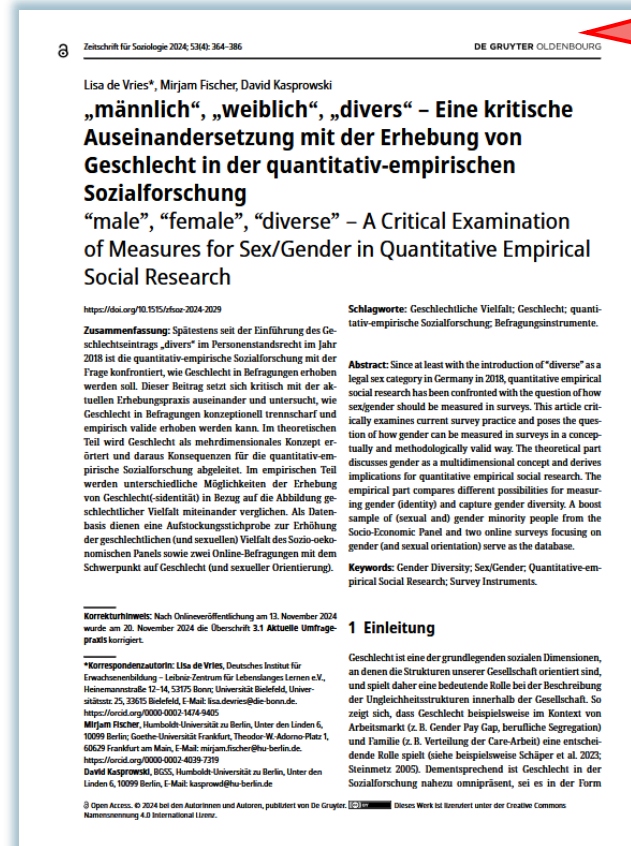


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<https://orcid.org/0000-0002-8313-7779>

New  
publication!



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