

Introduction

Where someone lives shapes every part of life—from available opportunities to the relationships they form and how they see themselves. For LGBTQ+young people, living in environments in which they do not feel supported can create significant barriers to connection and self-expression. Those in rural areas often experience isolation from communities that affirm their identities, making it more challenging to connect with others who share their experiences and to navigate their sense of self.

Nearly 20% of young people in the United States live in rural areas, where they are more likely to face systemic challenges such as higher rates of poverty and limited access to mental health resources. For LGBTQ+ young people, these challenges are often compounded by a lack of acceptance from families, schools, and local communities. This rejection and isolation can have a serious impact on their mental health and well-being.

In contrast to many in-person resources, online spaces can offer critical, identity-affirming support and connection for LGBTQ+ young people, regardless of where they live. These digital communities provide opportunities to express identity, access resources, and connect with others who understand and accept them. For many rural LGBTQ+ young people, online friends and

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communities serve as a critical support system, helping them feel seen, heard, and less alone.4

Born This Way Foundation and Hopelab collaborated to develop an extensive research report focused on experiences of kindness, social support, and safety in online spaces among LGBTQ+ young people. This brief highlights findings specific to LGBTQ+ young people living in rural communities (29%) compared to those in suburban/ urban communities (71%), based on responses from 1,267 participants.

The term "rural" is used to describe respondents who selected "in a rural area (such as out in the country)" or "in a small town" when asked to select the option that best describes where they live. "Suburban/urban" refers to those who selected "in

¹ Bettenhausen, J. L., Winterer, C. M., & Colvin, J. D. (2021). Health and poverty of rural children: An under-researched and under-resourced vulnerable population. *Academic Pediatrics*, 21(8), S126-S133. https://doi.org/10.1016/j.acap.2021.08.001

² Hulko, W., & Hovanes, J. (2018). Intersectionality in the lives of LGBTQ youth: Identifying as LGBTQ and finding community in small cities and rural towns. *Journal of Homosexuality*, 65(4), 427–455. https://doi.org/10.1080/00918369.2017.1320169

³ Gray, M. L. (2007). From websites to Wal-Mart: Youth, identity work, and the queering of boundary publics in Small Town, USA. *American Studies,* 48(2), 49–59. https://journals.ku.edu/amsj/article/view/3140

⁴ Elliott, K. J., Stacciarini, J.-M. R., Jimenez, I. A., Rangel, A. P., & Fanfan, D. (2022). A review of psychosocial protective and risk factors for the mental well-being of rural LGBTQ+ adolescents. *Youth & Society, 54*(2), 312-341. https://doi.org/10.1177/0044118X211035944

a small or medium-sized city," "just outside a large city (such as in a suburb)," or "in a large city."

This brief examines how LGBTQ+ young people give and receive support online, their experiences with mental health and well-being, the challenges they face in support from their communities and families, the resilience they demonstrate in the face of these challenges, and the ways others can show kindness and offer support to enhance their well-being.

Importantly, this project directly centers on the perspectives of LGBTQ+ young people throughout.

It was developed using youth co-design methods, and youth-centered co-distillation supported the interpretation of results.⁵

The insights shared by rural LGBTQ+ young people in this report are intended to help families, schools, youth-serving organizations, tech companies, policymakers, and other LGBTQ+ allies better understand and support the mental health and wellbeing of rural LGBTQ+ young people, both online and in person.

⁵ Winer, E., Bruehlman-Senecal, E., Lara, E., Weinstein, E., & Green, A. (2024). Demystifying Youth-Engaged Research: Practical Insights and Lessons Learned from Two Case Studies. San Francisco, CA, USA: Hopelab. Available at: https://hopelab.org/stories/demystifying-youth-engaged-research

Summary of Methodology

A complete summary of the research methodology can be found in the overall **report**.

Instrument development

The survey was developed through a collaborative process that included individual interviews with LGBTQ+ young people; interviews with professionals in LGBTQ+ youth research, policy, and direct practice; and review by members of Born This Way Foundation's Youth Advisory Board. The instrument included both qualitative and quantitative items.

Procedure

LGBTQ+ young people ages 15 to 24 living in the United States were recruited to participate through targeted ads on social media. **Survey** data were collected between August and September 2024. The final sample included 1,267 participants whose responses passed data-cleaning protocols.

Data Analyses

Analyses in this report focused on geographic context (urbanicity), comparing rural or small town participants to those living in suburban or urban areas. Urbanicity was determined using a single item asking participants to select the response that best described where they lived, which was in line with prior research on rural young people.⁶ All differences

reported are statistically significant at the p < .05 level.

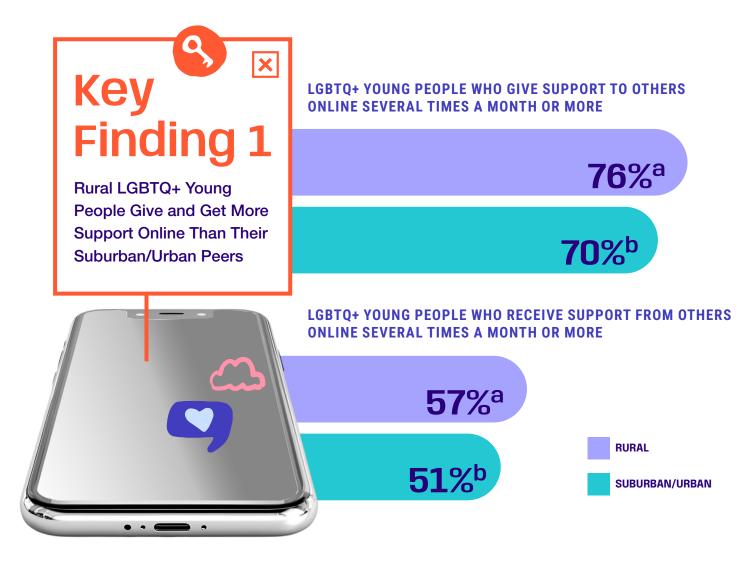
For mental health and well-being indicators:

- A score of 3 or higher on the Patient Health Questionnaire-2 (PHQ-2) was used to indicate depression.
- A score of 3 or higher on the UCLA Loneliness
 Scale indicated elevated loneliness.
- A score of 40 or higher on the Flourishing Scale indicated positive well-being.

Co-distillation

After data analysis, co-distillation interviews were conducted with 10 LGBTQ+ young people ages 17 to 24 who were raised in or currently living in rural areas. These conversations helped to contextualize and prioritize key findings. Select participant quotes (lightly edited for length and clarity) are included throughout the report to reflect lived experiences.

⁶ Price-Feeney, M., Ybarra, M. L., & Mitchell, K. J. (2019). Health indicators of lesbian, gay, bisexual, and other sexual minority (LGB+) youth living in rural communities. *The Journal of Pediatrics*, 205, 236–243. https://doi.org/10.1016/j.jpeds.2018.09.059



NOTE

Differing superscripts indicate statistically significant differences between groups at p < .05. Data reflect responses to the items: "How often did you give support (such as listening to someone, encouraging someone, or helping someone) to your online friends or online communities in the past year?" and "How often did you receive support (such as someone listening to you, encouraging you, or helping you) from your online friends or online communities in the past year?" Values represent the proportion of participants who selected "Several times a month," "Several times a week," or "Daily or more." Data were collected in August and September 2024 from a total of 1,267 participants.

Source: Born This Way Foundation & Hopelab. (2024). Survey on online support for LGBTQ+ young people.

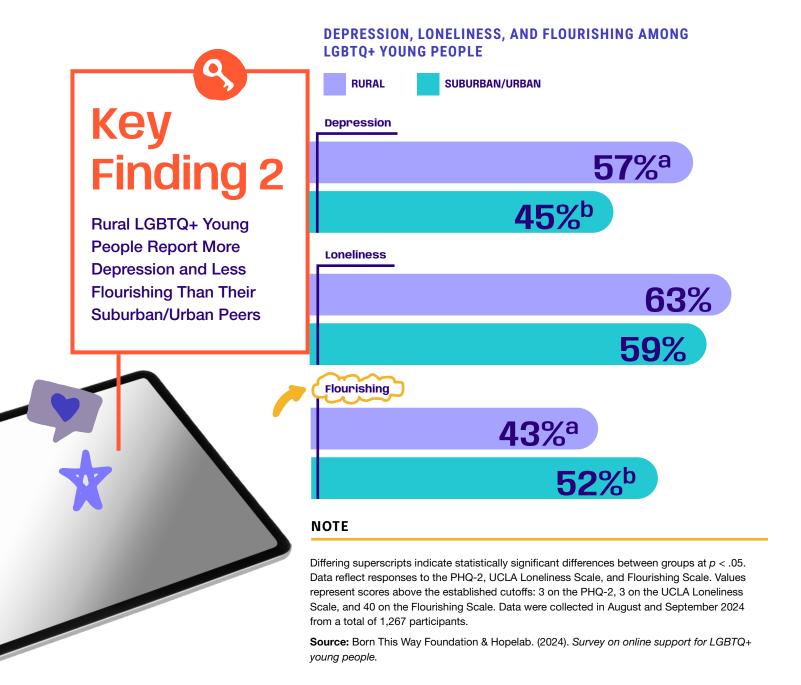
Rural LGBTQ+ young people are more likely than their suburban and urban peers to both give and receive support through online friends and communities. Among those surveyed, 76% of rural LGBTQ+ young people reported giving support to others online several times a month or more, compared to 70% of suburban/urban young people. Similarly, 57% of rural LGBTQ+ young people

reported receiving support online, compared to 51% of those in suburban or urban areas. These patterns emerged despite rural participants facing more frequent challenges with internet access and connectivity.

Open-ended survey responses from rural LGBTQ+ young people revealed ways online spaces offer more opportunities to connect with people who reflect multiple aspects of their identity—connections that may be harder to find locally. As one multiracial, nonbinary, transgender young adult shared:

"I'm originally from a small town in the middle of nowhere. We were the only people of color, and there were no openly LGBTQ+ people around. My friend group online has people from all corners of the globe and all walks of life. The stories we share about our different life experiences give me hope to get out of the conservative countryside and experience the good humanity offers." In co-distillation interviews, rural LGBTQ+ young people emphasized that online interactions often felt safer and offered more authentic connections than in-person ones. One Asian American, bisexual, nonbinary young adult described the difference:

"In my in-person communities, I felt I would never show my real self to these people. But when I found my online communities, it was like, okay, I am proud of who I am. I just need to put all this energy into hiding. So I think it was more of my mental energy was taken up from hiding and pretending, rather than feeling there was something wrong with myself. I had this online community to affirm me and talk to, and who insisted there wasn't something wrong with me."



Rural LGBTQ+ young people are significantly more likely than their suburban and urban peers to meet the threshold for depression (57% vs. 45%) and less likely to score above the threshold for flourishing (43% vs. 52%). However, loneliness scores did not differ significantly between the two groups. In openended survey responses, some participants shared that online communities helped ease feelings of depression. One white, nonbinary young adult noted:

"Being neurodivergent and Queer in a small town in the South means you're not very likely to have any friends. Finding these people online was my first gateway to being treated like a normal person by my peers. It has greatly shaped who I am today in a positive way. I think I'd still be terribly depressed had I never met them."

In co-distillation interviews, many LGBTQ+ young people shared that depression often stemmed from hiding parts of themselves or restricting their self-expression. A white, bisexual, transgender young woman said:

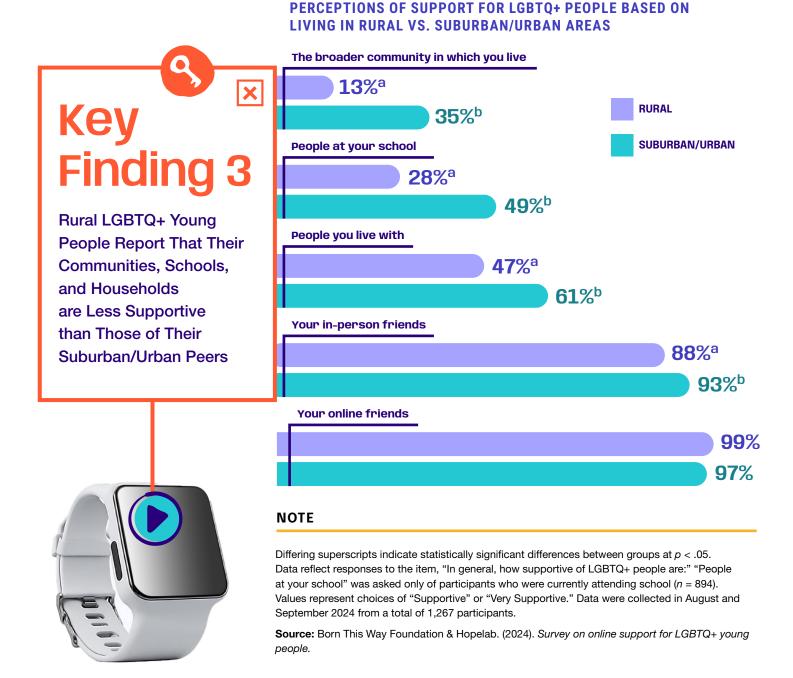
"I think [higher depression for rural LGBTQ+ young people] has to do with self-censoring and the 'don't ask, don't tell' culture. You have to hide certain aspects of yourself and get disconnected from your community. Feeling less socially fulfilled leads to more isolation, which then leads to higher depression."

In interviews, rural LGBTQ+ young people also described loneliness as a common experience for all LGBTQ+ people, regardless of where they live. A multiracial, pansexual, cisgender teen girl explained:

"When it comes to loneliness, it's more of a universal thing that a lot of LGBTQ people experience, whether they have community or not. It's hard not to feel you're the only person experiencing the feelings that you have."



Co-distillation interview participants also emphasized that small acts of kindness and simply reminding LGBTQ+ young people that they are not alone can go a long way in supporting mental health, especially in rural communities.



LGBTQ+ young people in the overall sample reported widely varying levels of support for LGBTQ+ people in their social environments, from finding 97% saying their online friends were supportive, to only 29% reporting that their broader communities were supportive of LGBTQ+ people. Rural LGBTQ+ young people consistently reported lower levels of in-person support compared to their suburban or urban peers. Specifically, only 13% of rural respondents said their broader communities

were supportive (vs. 35% suburban/urban), 28% reported support from people at their schools (vs. 49% suburban/urban), 47% felt supported by the people they live with (vs. 61% suburban/urban) and 88% felt supported by in-person friends (vs. 93% suburban/urban).

Support from online friends was very high for both groups, with 99% of rural and 97% of suburban/ urban LGBTQ+ young people reporting their online friends were supportive. In open-ended responses,

rural LGBTQ+ young people shared how a lack of in-person community support impacted them. One white, nonbinary young adult explained:

"Living in a small town with a very small percentage of Queer people in the population is a lonely, frustrating life to live. Getting to talk with other Queer people online helps me interact with my community when there aren't any physically here."

Co-distillation interviews echoed these findings.
Those who lived in rural areas described communities, schools, and even their own households as unsupportive environments. One Native American, pansexual, nonbinary young adult said:

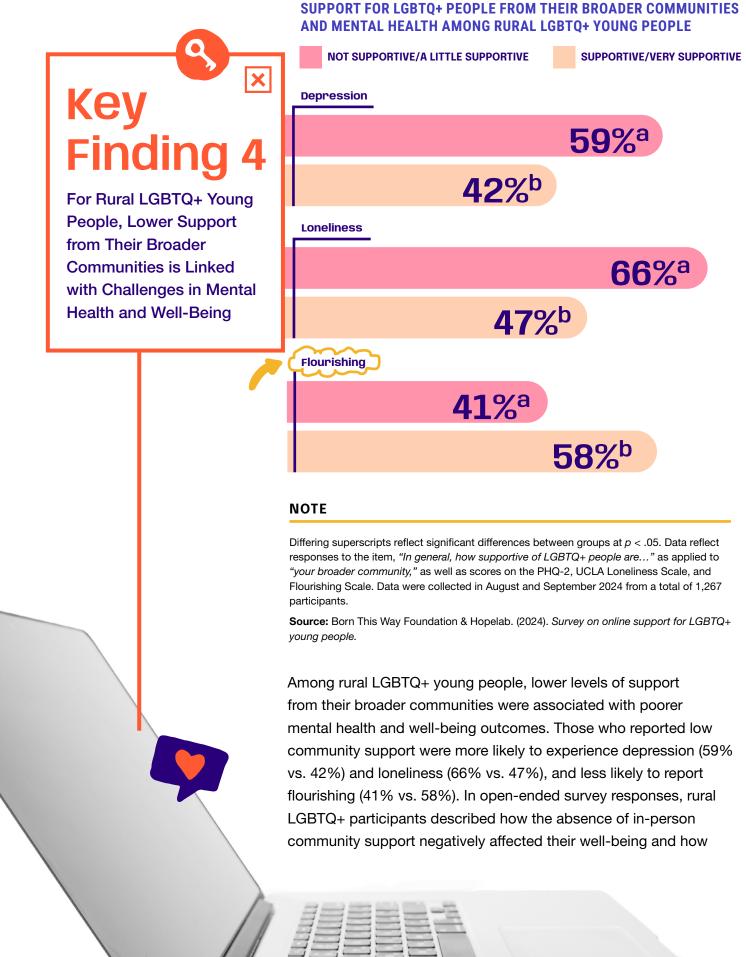
"At school, the people who were gay weren't out because we were rural and we didn't feel safe being out." Others reflected on the difficulty of coming out in rural communities where privacy is hard to maintain. A Black, bisexual, cisgender young woman said:

"When I first told my parents and family members, they weren't as supportive because we lived in a community where it was so small. Everyone knew everybody, and everyone knew everyone's business. So the whole community found out."

LGBTQ+ young people interviewed also noted that it was unsurprising that online friends were rated as nearly universally supportive. Many attributed this to the ability to choose and curate their online communities. As one white, bisexual, transgender young woman described:

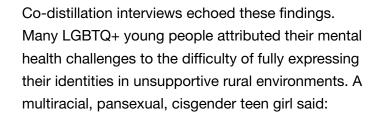
"With your online friends, just the volume of people and the avenues to finding people, it's self-selecting. You're selecting the types of people that you want to spend time with ... You're not selecting your community. You're being placed into that."





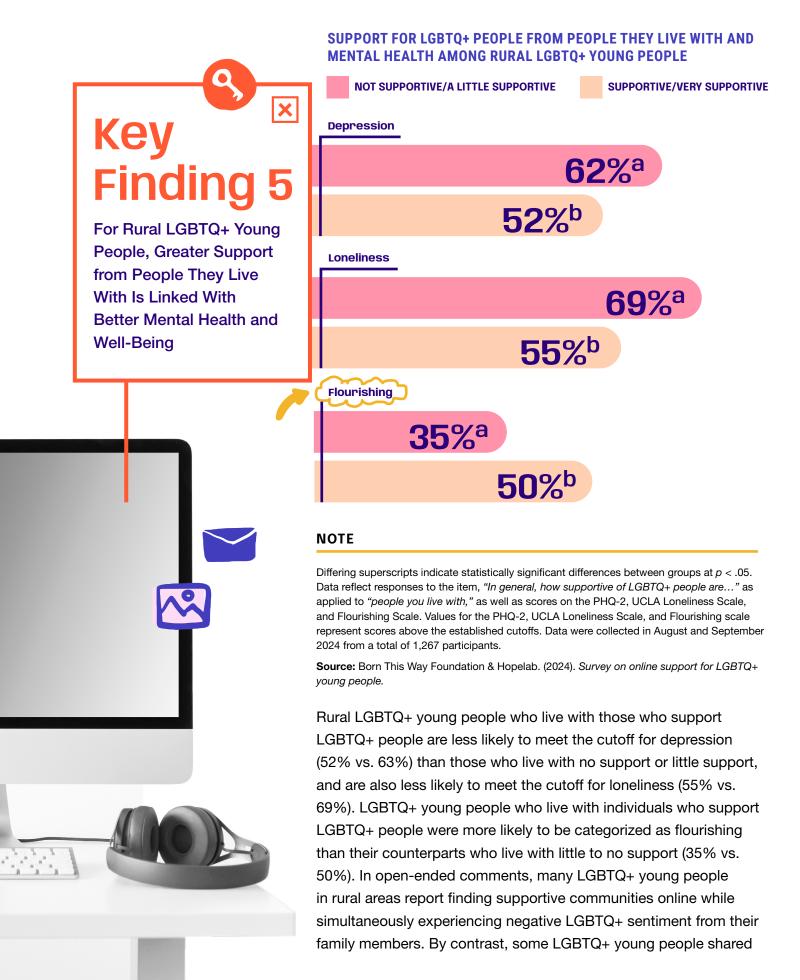
online communities helped to buffer that impact. As one multiracial, transgender young man shared:

"As a young Queer kid growing up in the South, I never felt like I fit in. I struggled to stand up for myself when I was teased or picked on. Finding a community online when I was 16 saved my life. If I hadn't found the accepting and loving community that I stumbled across, I wouldn't have made it."



"Not being able to be who you truly are around the people that you love most or the communities that you're in is going to make somebody depressed or give them mental issues ... Because if you can't be who you are around the people that you love most and people who surround you, you're not gonna be able to feel the best about your well-being."



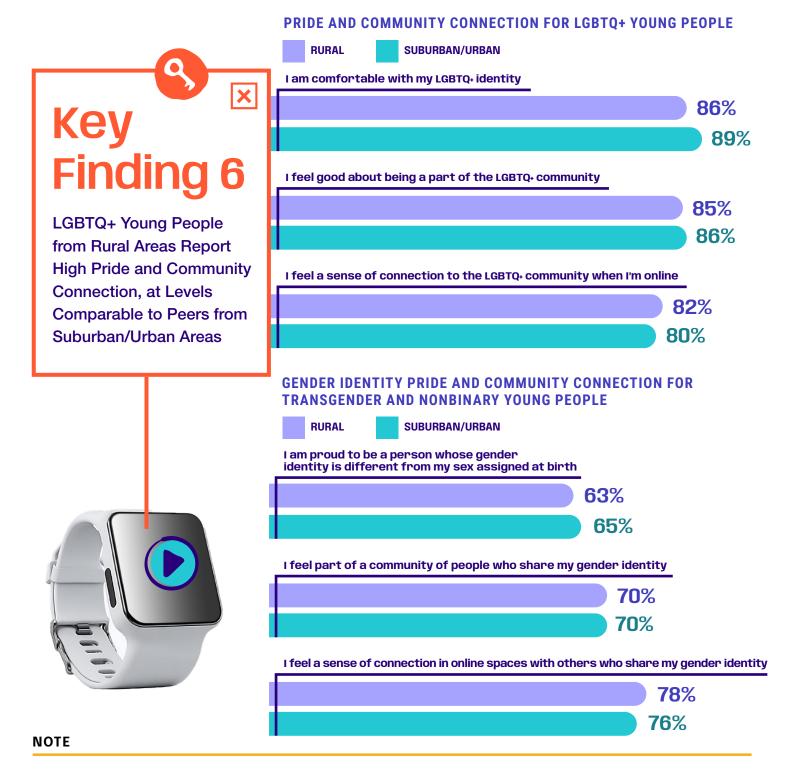


positive experiences at home. For example, in the survey, one white, transgender teen girl from a rural community said:

"I'm lucky enough to have a supportive family who, while they may not always understand at times, try their best to support me. Not only that, but where I live is great too." The young people who participated in co-distillation interviews agreed that the level of support received at home shapes emotional well-being and self-image. As noted by a multiracial, asexual, transgender young man:

"If the people that you live with really support you, then your mental health and well-being are going to thrive and just get better. And if they don't support you as much or at all, in the whole duration that you're living with them, it's just gonna get worse because you feel like if the people that are in your home with you just don't care about that, then you're gonna think that everyone now and in the future is also not gonna really support you in that way."





Values represent the proportion of participants who selected "Agree" or "Strongly Agree" for each item. Items were adapted from the Lesbian, Gay, and Bisexual Positive Identity Measure; and the Pride subscale of the Lesbian, Gay, and Bisexual Group Identity Measure; and the Pride and Community Connectedness subscales of the Gender Minority Stress and Resilience Measure. Data were collected in August and September 2024.

Source: Born This Way Foundation & Hopelab. (2024). Survey on online support for LGBTQ+ young people.

⁷ Riggle, E. D. B., Mohr, J. J., Rostosky, S. S., Fingerhut, A. W., & Balsam, K. F. (2014). Lesbian, Gay, and Bisexual Positive Identity Measure (LGB-PIM) [Database record]. APA PsycTests. https://doi.org/10.1037/t37069-000

⁸ Sarno, E. L., & Mohr, J. J. (2016). Adapting the multigroup ethnic identity measure to assess LGB group identity. *Psychology of Sexual Orientation and Gender Diversity*, 3(3), 293–303. https://doi.org/10.1037/sgd0000173

⁹ Testa, R. J., Habarth, J., Peta, J., Balsam, K., & Bockting, W. (2015). Gender Minority Stress and Resilience Measure (GMSR) [Database record]. APA PsycTests. https://doi.org/10.1037/t39597-000

Despite challenges in accessing support from their in-person communities, LGBTQ+ young people living in rural areas reported high levels of pride in their identities and a strong sense of connection to the broader LGBTQ+ community. For both rural and suburban/urban LGBTQ+ young people, 80% or more agreed or strongly agreed with the statements reflecting their comfort and connection to the LGBTQ+ community.

Among transgender and nonbinary young people, nearly two-thirds agreed or strongly agreed that they are proud to be transgender. Seven in 10 reported feeling part of a community that shares their gender identity, and more than three in four reported feeling connected to others with similar identities in online spaces.

In open-ended responses, LGBTQ+ young people described how online experiences shaped their sense of LGBTQ+ pride. A cisgender teen girl shared:

"I have learned Queer history [online] that I was not ever taught in school by these communities. I was taught that I was normal, natural, and deserving of rights and respect. Although I'm in a rural community, I get the community support I need online. I would have struggled without it."

In co-distillation interviews, rural LGBTQ+ young people noted that these findings reflected their experiences. Many shared that they felt a sense of pride internally, even if they could not express it in their everyday environment. As one Black, bisexual, cisgender young woman noted:

"With pride, it also has to do with support. Sometimes it's in you, but you can't show it because of your environment. But when you're in an environment that's good, that's supporting, you can let your pride show."



Some participants also reflected on how the difficulty of navigating identity in rural areas contributed to a deeper self-understanding. A white, bisexual, cisgender young man said:

"Having fewer support systems makes it harder to branch out and connect with similar-minded communities. Because it's harder to find it, it's easier to be more strongly set in your beliefs."



Conclusion and Implications

Nearly 20% of young people in the United States live in remote and rural areas, highlighting the importance of understanding how to better support those who may feel more isolated, including LGBTQ+ young people. This brief outlines how rural LGBTQ+ young people seek and offer support, particularly through online communities, and how digital resources can help them engage in identity-affirming conversations and build connections.

LGBTQ+ young people in rural areas often give and receive support through online communities. Accessing these virtual communities is critical to their well-being, especially as many report significantly lower levels of support from their broader communities, schools, and households.

Lack of in-person support in rural areas was linked to higher levels of depression and loneliness, as well as lower levels of flourishing among rural LGBTQ+ young people. Although online spaces can offer an important source of refuge and affirmation, it is equally essential to improve in-person environments so they actively support the well-being and mental health of LGBTQ+ young people, especially those in rural areas.

Despite these challenges, rural LGBTQ+ young people demonstrate levels of pride and identity connection that are comparable to their suburban and urban peers. This suggests that even when direct support is lacking, many rural LGBTQ+ young people are still able to find avenues to connect to others similar to them and develop a sense of identity.

In co-distillation interviews, rural LGBTQ+ young people identified interpersonal kindness as a key factor in supporting the mental health and well-being of LGBTQ+ young people. A multiracial, asexual, transgender young man put it well:

"One way [to support rural LGBTQ+ young people] is just to be kind about it."



A white, bisexual, cisgender young woman added:

"[Tell LGBTQ+] people that they're not alone, and that there are people out there who care about them and that they want them to be well and safe."

In interviews, LGBTQ+ young people also spoke about the importance of making this data accessible to LGBTQ+ young people and their families. A multiracial, pansexual, cisgender teen girl said:

"[The report] would be important to LGBTQ people who live in rural places and also parents of those people. I feel it's very important to see those statistics and realize that this could be happening to your child and that they could be experiencing these things because of the community around you."



Many rural LGBTQ+ young people face challenges in their environments and turn to online friends and communities as a source of support. These digital spaces can serve as powerful protective factors, offering affirmation, connection, and a sense of belonging. Resources like imi, a tool designed to help LGBTQ+ young people explore and affirm their identities, and TrevorSpace, a moderated online community, are just two examples of the support available online.

Other platforms foster kindness, storytelling, and peer support. Channel Kindness shares real stories from young people, while the Be There Certificate, created by Jack.org in partnership with Born This Way Foundation, offers free training to help young people recognize when someone might be

struggling, respond with empathy, maintain healthy boundaries, and connect peers to further support. By building these skills, young people can more confidently support one another and contribute to environments rooted in care. These online and in-person efforts help create communities where all young people feel safe, supported, and empowered to be themselves.

This report's important findings underscore a commitment to translating this research into meaningful action. Forthcoming resource guides, informed by young people's ideas and experiences, will offer practical strategies for families, social media platforms, policy makers, and allies to better support LGBTQ+ young people.

Acknowledgments

The project team acknowledges the contributions of all the young people who shared their time, expertise, and lived experiences to shape this study's design, completed the survey, and contributed to interpreting and presenting the findings.

About

Hopelab envisions a future where all young people have equitable opportunities to live joyful and purposeful lives. As a funder, connector, and science translator, Hopelab supports and builds equity-centered solutions for the mental health of Brown, Black, and Queer young people. For more information, visit hopelab.org.

Born This Way Foundation, co-founded and led by Lady Gaga and her mother, Cynthia Bissett Germanotta, empowers and inspires young people to build a kinder, braver world that supports their mental health. Based on the scientific link between kindness and mental health and built in partnership with young people, Born This Way Foundation leverages research, programs, grantmaking, and partnerships to engage young people and connect them with accessible mental health resources. For more information, visit **bornthisway.foundation**.

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