

# How America Thinks About LGBT Issues

LGBT Movement Communications Toolkit



- Mindset of the Moveable Middle
- Mindset of the Opposition
- Media Coverage of LGBT Issues



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**Terminology note: Gay and transgender**

This section talks about how Americans think about LGBT issues. However, since moveable middle Americans, our opponents, and the media, typically think about “gay people” or “gay and transgender people” and not “LGBT people” the language in the documents that follow often use this shorthand to better put the reader in the shoes of our moveable middle audience. For more information see, “*Promote Inclusion, But Not Alphabet Soup*” in *Overall Guidelines for Talking About LGBT Issues*.