LGBT+ Persons and Homophobia Prevalence Across Job Sectors: Survey Evidence from Mexico[*]

Emilio Gutierrez[†]   Adrian Rubli[‡]

ITAM   ITAM

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LGBTQ+ individuals may face particular labor market challenges concerning disclosure of their identity and the prevalence of homophobia. Employing an online survey in Mexico with two elicitation methods, we investigate the size of the LGBTQ+ population and homophobic sentiment across various subgroups. We find that around 5-13% of respondents self-identify as LGBTQ+, with some variation by age and job sectors. Homophobic sentiment is more prevalent when measured indirectly and is higher among males, older and less educated workers, and in less traditional sectors. Lastly, we uncover a negative correlation between homophobia and LGBTQ+ presence in labor markets, suggesting a need for policies to address these disparities.

[†]Corresponding author. Instituto Tecnológico Autónomo de México, Department of Economics. Camino a Santa Teresa 930. Colonia Héroes de Padierna, Mexico City CDMX 10700, Mexico. Email: emilio.gutierrez@itam.mx

[‡]Instituto Tecnológico Autónomo de México, Department of Business Administration. Camino a Santa Teresa 930. Colonia Héroes de Padierna, Mexico City CDMX 10700, Mexico. Email: adrian.rubli@itam.mx

1 Introduction

Societal expectations about heteronormative roles may impose relatively larger barriers for the personal and professional development of members of the LGBTQ+ population (Welle and Button, 2004; Ueno et al., 2013; Tilcsik et al., 2015).[1] In recent years, efforts have been made to compensate for these differential barriers by introducing and pushing for a large set of anti-discrimination policies, with some success (King and Mason, 2001; OutNow, 2015).

When addressing challenges related to LGBTQ+ inclusion, additional obstacles may impede the effectiveness of these efforts. In many cases, LGBTQ+ individuals must disclose their identity to be accepted and respected, but this may also come with a price (Badgett, 2020). Homophobia, which creates barriers for LGBTQ+ individuals in personal and professional life, may make it costly for them to openly reveal their identity.[2] This presents an added challenge for LGBTQ+ individuals to benefit from policies aimed at providing equal opportunities similar to their heterosexual, cis-gender counterparts. Additionally, combating homophobia effectively requires accurate measurements of its prevalence in different settings.

In this paper, we contribute to documenting the size of the LGBTQ+ population and homophobia in Mexico, as well as exploring differences across important subgroups. To address potential issues with truthful reporting—such as social norms, internalized disclosure costs, or other biases (even when afforded privacy and anonymity)—we design and implement an online survey that uses two elicitation methods: direct questions and an item count technique (ICT), as in Coffman et al. (2017). We focus on understanding differences in prevalence of LGBTQ+ populations and homophobic sentiment by gender, age, education, and job sectors, as these characteristics are important correlates of labor market outcomes and because the costs of disclosing an identity (or a homophobic stance) may vary on these dimensions.

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[1] We use the term LGBTQ+ throughout as an umbrella term to refer to non-heteronormative identities. However, our survey instrument referred explicitly to LGBT+ populations. Hence, we use that term when referring to our particular context.

[2] We use the term homophobia to refer to prejudice, intolerance, bias or hatred toward any member of the LGBTQ+ community.

We then explore correlations at the labor-market level between LGBTQ+ prevalence and homophobia.

Mexico is an interesting setting for exploring these questions for various reasons. First, the advancement of LGBTQ+ rights has followed very heterogeneous paths across the country, given that legislation is decided at the state level. Some of the recent advances in equal rights in Mexico include same-sex marriage, adoption of children by same-sex couples, allowing gender changes on official documents, and prohibiting gay conversion therapies. However, not all states have adopted these protections, which have only been implemented in the most liberal states, such as Mexico City. Second, Mexico is a culturally diverse country, with large regional and national inequalities that may map differently into acceptance and homophobia than in developed nations. And lastly, aware of these challenges, the government recently conducted, for the first time, a nationally representative survey aimed at measuring the size of the LGBTQ+ population and the societal challenges they face. This (hopefully) signals an interest among policy-makers in obtaining information and analyzing data to better design policies that may address the inequalities faced by sexual minorities.

We develop an instrument and survey 10,003 individuals between the ages of 20 and 64 that currently have a job. The survey was implemented online with the assistance of a market research company.[3] Imposing our sample restriction and working with a market research company reduces how representative our sample is of the general population. However, we believe the patterns we uncover are still valuable. We first ask general socio-demographic questions and work characteristics that allow us to identify, among others, the broad sector for each respondent's current job and whether it is in the formal or informal sector. We then randomize respondents into a direct questions or ICT elicitation group and measure sensitive items related to their own sexuality and homophobia.

The literature has typically reported the ICT share as the "true" prevalence of the sensitive item. This would hold under the assumption that respondents interpret the ICT as a

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[3]The company, Netquest, is a global company with vast experience running surveys for market research purposes. They are a well-established company in Mexico.

more private elicitation technique than direct questions, and as long as this added level of privacy leads to a higher (average) probability of truth-telling. A related but alternative interpretation is that direct questions are more likely to be contaminated by social desirability bias. However, this interpretation may be problematic if there are design or implementation issues (Chuang et al., 2021). In our setting, all respondents were afforded complete privacy as they responded online and at their own leisure. Hence, we do not take an a priori stance on whether the ICT technique would yield significantly different measures or not. We simply document potential differences across methods.

Our first set of results concerns the estimates of the LGBT+ population. In our first item asking whether respondents self-identify as LGBT+, we do not find significant differences between the direct questions and the ICT method across subgroups of our sample. For the full sample, we estimate that around 12% self-identifies as LGBT+, with a 95% confidence interval for the ICT estimate in the range of 5 to 13%. We also obtain significantly larger shares of directly estimated LGBT+ persons among younger adults and those working in less traditional or conservative job sectors (i.e., education, health, and retail). However, these differences disappear under the ICT method. For our second item, asking whether respondents have ever felt same-sex attraction, we obtain significantly larger estimates when asking directly relative to the ICT. However, we avoid over-interpreting this particular question since different people may have understood the term "attraction" in different ways, especially depending on whether it was asked directly or presented as a statement as part of the item list.

Our second set of results are related to homophobic sentiment. Our most concise measure asks whether respondents agree that adoption by same-sex couples should be allowed. When elicited directly, 41% declared that same-sex adoption should not be allowed. This fraction increases to 67% under the ICT. Across subgroups, we obtain similar results, with the ICT uncovering a higher prevalence of homophobic sentiment. We also find that females, younger adults, the more educated, and those working in less traditional sectors are significantly

less homophobic than their counterparts. Our second question related to homophobia asks whether respondents would rather work with a straight person. We again obtained significant differences across methods, although we estimate a larger share responding that they would prefer to work with a straight person when asked directly than under the ICT. Nonetheless, we exercise caution when interpreting this result as it is not entirely obvious what *not* preferring to work with a straight person would mean.

We interpret the findings from our survey as evidence of variation in the prevalence of LGBT+ populations and homophobia across various dimensions, and emphasize that even under full privacy and anonymity, the two elicitation methods may yield different results. In particular, this could mean that, at least in our context, simply asking direct questions in an anonymous, private, online survey may work well to identify sexual minorities, though not so much for measuring homophobic sentiment.

Finally, we turn our attention to linking LGBTQ+ prevalence and homophobia in labor markets. Across settings, LGBTQ+ populations are more reluctant to come out of the closet at their workplace (OutNow, 2015). Moreover, evidence for high-income countries shows that LGBTQ+ workers sort into LGBTQ+ friendly occupations (Badgett and King, 1997; Plug et al., 2014; Hammarstedt et al., 2015; Dilmaghani, 2018; Del Río and Alonso-Villar, 2019).[4] These endogenous choices may also matter for other labor market outcomes such as wage gaps (Badgett et al., 2021), human capital formation, and other job-related investments and activities (Badgett et al., 2023).

Building on this nascent literature and using our survey data, we construct indices of LGBT+ prevalence and homophobia at the labor market level, which we define based on our survey instrument. We find strong negative associations: places/sectors with a higher degree of homophobia are also those that have a lower fraction of LGBT+ people. We do not attempt to assign a causal interpretation to these results. We simply highlight that this

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[4]Some studies have linked sexual identity with on-the-job performance in the presence of heteronormative stereotypes (Bosson et al., 2004). Other have focused on the role of discrimination in the observed sorting of LGBTQ+ workers across occupations (Ahmed et al., 2013; Drydakis, 2015; Martell, 2018; Sansone, 2019).

is a strong association that survives the inclusion of a battery of flexible controls. Hence, this pattern suggests that there is important scope for policy in our setting. In particular, it may be important to explore how homophobia shapes career choices and whether LGBTQ+ presence and visibility could reduce stigma.

The paper is presented as follows. Section 2 describes the context. Section 3 presents and discusses our survey instrument. Section 4 outlines the methodology and presents the results on LGBT+ populations and homophobic sentiment prevalence. Section 5 explores associations between the two. Section 6 concludes.

2 Background

2.1 LGBTQ+ Population in Mexico

On June 28th, 2022, after the design and implementation of our survey, the National Institute of Statistics (INEGI) released the results of the first National Survey on Gender and Sexual Diversity (ENDISEG), a nationally representative survey aimed at measuring the size of the LGBTQ+ population in the country and the prevalence of discriminatory practices against them. This is the first systematic effort made by INEGI in this area. The information retrieved by this survey is invaluable for the visibility of the LGBTQ+ population and for identifying the challenges faced by these groups in Mexico.

The design of the ENDISEG considered that the questions asked could be deemed sensitive. While the survey was conducted in-person, it consisted in an audio-computer assisted self-interview. In particular, after responding to the basic demographic questions directly to the surveyor, participants were handed a tablet and a set of headphones. Each of the sensitive questions' statements was pre-recorded and only heard by the respondents, who then answered directly on the tablet.

We highlight some summary statistics from the ENDISEG.[5] First, in terms of sexuality, 14.5% of females and 10.1% of males declare having felt attracted to individuals of their same sex, 4.3% of females and 5.7% of males report having had a same-sex/same-gender sexual encounter, and 5.7% of females and 4.6% of males identify as non-heterosexual. Second, ENDISEG also documents the opposition to recognizing equal rights for these groups: only 54.9% of self-identifying heterosexual respondents agree that LGBTQ+ couples may be affectionate in public, 41% oppose same-sex marriage, and 56% disagree with the statement that LGBTQ+ couples should be allowed to adopt children. Not surprisingly, 13% of respondents who declare being non-heterosexual also report not having shared their sexual orientation with anyone at all.

Analyzing self-identification as LGBTQ+ and homophobic attitudes across age groups, ENDISEG reports that non-heterosexual identities are decreasing with age. This may very well reflect differential costs of coming out across generations. Similar patterns hold for homophobic sentiment: younger individuals are less homophobic while older people are more likely to respond that LGBTQ+ couples should not be affectionate in public nor should they be allowed to adopt children.

These facts suggest that the potential barriers for personal and professional development for the LGBTQ+ population may vary widely across occupations and/or economic sectors. If, when choosing a career and professional path, LGBTQ+ individuals take into account the degree of homophobia they might face given their choices, this variation could potentially shape their labor market choices and outcomes. Unfortunately, ENDISEG contains relatively little information about respondents' labor market characteristics and outcomes.

2.2 Measurement and ICT Elicitation

Surveys aimed at measuring the size of the LGBTQ+ population and homophobic attitudes are hard to design. Truthful reporting likely hinges on affording the respondent with

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[5]See survey data available at https://www.inegi.org.mx/programas/endiseg/2021/, last accessed September 21st, 2023.

anonymity (i.e., not being able to identify individual respondents) and privacy (i.e., not being able to observe respondents while they answer). However, even satisfying both of these conditions may not be enough (Coffman et al., 2017). In particular, social desirability bias in survey responses may make it difficult to interpret the estimates recovered (Das and Laumann, 2010; Ham et al., 2022). Based on overall societal perceptions and norms as well as idiosyncratic cues from surveyors or the survey text itself, respondents may infer which types of responses would be more or less socially desirable and may then adapt accordingly. Moreover, respondents may internalize disclosure costs and other biases that may lead to untruthful reporting on sensitive issues. As such, being able to recover a truthful measure of sexuality/identity and homophobic sentiment is not trivial.

Although our survey was conducted online with respondents having full control over their privacy and giving them full anonymity, we followed two approaches for eliciting responses. The first approach asked direct questions while the second one consisted in an ICT, which has been used in a variety of other settings with the objective of incentivizing truthful reporting (Blair and Imai, 2012; Glynn, 2013). For instance, Jamison et al. (2013) recovers measures of condom use, number of sexual partners and unfaithfulness through both direct questioning and an ICT; Agüero and Frisancho (2022) uses it for measuring self-reported intimate partner violence; Rosenfeld et al. (2016) provides estimates of anti-abortion support; and Karlan and Zinman (2012) measures the share of loan proceeds that are non-entrepreneurial. The next section outlines and discusses our survey.

3 Survey Instrument

We designed the survey to recover basic socio-demographic characteristics, job sector, formality status, and elicit responses about sexual identity and homophobic sentiment through a direct question and an ICT approach. We aimed at obtaining a large sample size due to

the considerably higher variance in ICT estimates, particularly when attempting to explore statistics by subgroups of the full sample.

As outlined above, ICTs are implemented by providing respondents with a list of items. Following the literature, we carefully chose the statements to include in each of the ICT questions in order to avoid having a large fraction of respondents choosing none or all of the statements presented as true. We included statements similar to those in the existing literature (Coffman et al., 2017; Agüero and Frisancho, 2022; Chuang et al., 2021), verifying through a focus group (conducted at ITAM in Februrary 2022) and national surveys that they would be, on average, true for close to half of the population and easy to understand for our respondents.

We then partnered with a market research company in Mexico called Netquest to recruit our participants. We used Qualtrics as the platform for conducting the survey, and leveraged its internal functionality for the randomization procedure. We further obtained IRB approval from ITAM and conducted a small pilot in March 2022. After detecting no implementation problems, we ran the main survey from May 16th through June 11th, 2022.

3.1   Survey company and platform

Netquest is a company specializing in online surveys for market research with more than 20 years of experience in Mexico. It is the leading online market research surveyor in Latin America. According to company documents, they have a relatively stable panel of respondents, who receive monetary incentives to answer each of the surveys to which they are invited, and to stay in the panel if deemed high-quality respondents by the company.[6]

On average, Netquest subjects participate in 25-30 surveys, and their relationship with the company lasts more than 1.5 years (in our sample, respondents had an average of three years since first joining the Netquest panel). Experienced subjects may indeed respond differently to survey questions than the inexperienced.

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[6]See https://es.slideshare.net/netquest/que-es-netquest, last accessed September 15th, 2023.

Due to these characteristics, Netquest is regarded as a reliable source of survey respondents for academic research in Mexico (Greene et al., 2023) and other Latin American countries (Coffe et al., 2023; Singh and Williams, 2021). These factors and the fact that other survey companies we considered had similar incentive structures for their respondents led us to choose Netquest for our survey.

We used Qualtrics as the platform for collecting responses. We did not gather any personally identifiable information from respondents (such as telephone numbers or email addresses) and provided a data privacy agreement before presenting the questions. Netquest allowed us to impose quotas for our sample, requiring 50% of female respondents, an age distribution that closely follows that of the Mexican population from the 2020 census, and location requirements as follows: 35% of respondents in Mexico City, 7.5% in Guadalajara and Monterrey each, and the rest in other metropolitan areas. Our objective was to obtain sufficient variation in key demographics for our full sample and subsample analyses. Survey participants were required to be between 20 and 64 years old and to be currently employed or occupied. We obtained complete responses for 10,003 individuals in our survey.

3.2   Socio-demographic characteristics

In the initial section of the survey, we asked about socio-demographic characteristics: binary gender (as this is how the market research company recruits and registers individuals), age group, city of residence, education, marital status, and various work characteristics. In particular, we define seven broad sectors of economic activity and asked respondents to choose the one closest to what they do for work. The seven categories are: construction and real estate, education, government, health, manufacturing and production, technology and IT, and retail/stores. We include an option for any other sector as well. Additionally, we asked participants whether they have access to IMSS or ISSSTE, the state-funded agencies that provide health services to working individuals. We use the answer to this question to

classify respondents as working in the formal or informal sector of the economy.[7] The full text of the survey, including these questions, is available in the online appendix.

3.3 Experimental intervention

In the second part of the survey, we were interested in measuring participants' responses to sensitive topics related to their own sexuality/identity and homophobia. We considered here two approaches: direct questions and an ICT.

For identity, we focus the analysis on two questions related to sexual orientation: whether the respondent identifies as part of the LGBT+ population and whether they have ever been attracted to a person of the same sex. Moreover, we consider two items related to anti-LGBTQ+ stances: whether they think homosexual couples should be able to adopt children and whether they would rather work with a straight person if limited to working closely with just one person. Table 1 shows these questions as well as our assessment of which answers (yes or no) would constitute a sensitive response and which would be most likely considered the socially conservative response.

A priori, we believe that the most reliable measure for LGBT+ identity is the first question about self-identification. While same-sex attraction may matter for identifying potentially non-heterosexual individuals, social norms and other factors may interfere with how the term "attraction" is understood. Moreover, we did not specify the type of attraction (i.e., emotional, physical, sexual, intellectual), which might make it difficult to understand what exactly this item might be measuring.

Likewise, the question about adoption by LGBT+ couples is probably the most straightforward measure of homophobia in our context. However, it is not entirely clear whether social desirability would lead to over- or under-stating support for adoption by same-sex couples. It may be that, in a socially conservative society, individuals are reluctant to ex-

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[7]We also included questions on whether the respondent has a boss or supervisor at work, if they have a written contract, and if they report income to the government as an alternative way of identifying formal vs informal sector workers. However, this approach led to a very similar identification of workers, which is why we follow the standard of eligibility for social security.

press their true support for adoption by same-sex couples, or that, given progressive ideas in urban areas, they may be reluctant to express their true disdain for same-sex adoption.

Regarding the question about whether respondents would rather work with a straight person, ex-ante, we considered that homophobic individuals would say yes. However, it is unclear how non-homophobic persons may respond since it is not obvious what it means to say that one would not rather work with a straight person. For instance, this negative could be interpreted as tokenizing LGBTQ+ individuals. While in our focus groups and piloting this issue did not come up, we believe that this question should be interpreted with caution, as it is not clear how respondents may have understood it.

We randomly assigned respondents to a direct elicitation or ICT group automatically on Qualtrics. In each case, participants were first shown instructions and an example for how to answer the item-list questions, similar in structure and content to those included in existing studies (Coffman et al., 2017; Chuang et al., 2021; Agüero and Frisancho, 2022). Then, for each of the sensitive items, respondents were shown a group of statements from which they had to say how many of them were true for them, without indicating which ones. Respondents in the direct question group were shown only four statements, unrelated to the sensitive item, and were then asked the sensitive question directly. Respondents in the ICT group saw the same four statements plus the sensitive question in statement format. They were not asked any questions directly.

Chuang et al. (2021) presents evidence that how sensitive the unrelated statements are may affect the degree of truthfulness with which respondents answer. In particular, when the unrelated statements are deemed more sensitive, the recovered prevalence of the statements of interest through the ICT tends to be higher. To account for this possibility, we further randomized each of the treatment arms (i.e., direct questions and ICT) into two sub-groups. In the first, all four unrelated statements were relatively non-sensitive or innocuous.[8] In the second, we replaced one of these statements with an arguably more sensitive one (as

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[8]In our survey description in the online appendix, we called this group "vanilla" statements.

deemed by participants in our focus group). Our results did not differ significantly along this dimension (see online appendix Table S6), which is why we simply pool observations from the two subgroups within each treatment.

The statements included in the ICT must satisfy additional conditions for recovering the desired measures. In particular, they must be chosen so that a relatively small fraction of respondents would say that zero or all unrelated statements are true for them. This is the condition that helps guarantee complete anonymity of the responses. Our choice of statements was based on those included in previous literature, with some rephrasing to adapt them to the Mexican context and edited for clarity and precision given the feedback received during our focus group. Some statements are almost verbatim to previous literature. For instance, the statement "the day of my date of birth is an even number" is an innocuous statement with a close to 50% probability of being true, which we took directly from Coffman et al. (2017).[9] Some statements were adapted to our particular context. For example, the statement "I usually use public transportation to get to my workplace" is our equivalent to "I use the subway as a means of transportation" in Agüero and Frisancho (2022) and "I use public mini-buses for my daily commute" in Chuang et al. (2021).[10] Lastly, some statements were designed by us, using national survey data to try to obtain items with around a 50-50 chance of people agreeing with them. For instance, according to the 2020 National Survey on Civic Culture (ENCUCI) from INEGI, 42% of working adults between ages 20 and 64 do not trust political parties, which led to our statement "I have little confidence in political parties".[11] Likewise, the 2018 National Health Survey (ENSANUT) reveals that 46% of

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[9]Their phrasing is a bit different: "my birthday falls on an odd-numbered day". We rephrased this in a way that was easier to understand in Spanish, based on the feedback from our focus group.

[10]Since we were targeting multiple metropolitan areas in Mexico, we could not use the term "subway" since the majority of cities lack this mode of transportation. Likewise, mini-buses may be more salient in certain cities.

[11]See survey data available at https://www.inegi.org.mx/programas/encuci/2020/, last accessed September 21st, 2023.

adults had their first sexual relationship before age 18, leading to the statement "I had my first sexual encounter before the age of 18".[12]

Lastly, following the literature (Stantcheva, 2023; Chang and Vowles, 2013), we also included a question aimed at measuring whether respondents were paying attention to the instructions. We asked them how much attention they were paying to the survey, but indicated that, if they were paying attention, they should choose the option that said "not paying attention". We found that around 4 out of 5 respondents passed the attention check. In our specifications, we control for this question, although findings are robust to excluding those that did not pass the test.

3.4   Randomization

As outlined above, the randomization into direct questions or ICT was done automatically, at the individual level, using the software feature from Qualtrics. This led to 5,005 respondents assigned to a direct elicitation, and 4,998 to the ICT group.

Recall that we required quotas from certain demographics. A potential concern might be that this would have affected the randomization, and hence, the characteristics of respondents in each group. For instance, one might worry that individuals were more likely to be assigned into one of the treatment arms if they were invited earlier or later during the data collection process, on weekends or workdays, or at different times of the day. Online appendix Figure S1 shows this was not the case. The share of respondents assigned to each of the treatment arms remains stable throughout the survey collection period, within days of the week, and over the course of the day. We cannot reject that these distributions are the same for both groups. Moreover, the survey was conducted from May 16th through June 11th, 2022. There were no official holidays during this period (the closest being May 5th), and schools' summer break did not start until July 29th.[13]

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[12]See survey data available at https://ensanut.insp.mx/encuestas/ensanut2018/descargas.php, last accessed September 21st, 2023.

[13]See https://calendarioescolar.sep.gob.mx/2021-2022, last accessed September 15th, 2023.

3.5 Limitations and concerns

Due to the nature of the market research company's group of panelists, we consider that this sample is skewed towards respondents in a middle and high socioeconomic level, with internet access, that feel comfortable and have experience answering online surveys, and (perhaps) individuals that are interested in earning additional income by doing these types of market research surveys. As such, this may not be a representative sample of the Mexican population or even of the population in metropolitan areas. Hence, we are constrained in making generalizations for these broader population groups.

Moreover, we required Netquest to only invite employed individuals, ages 20 to 64, to participate in our survey. This restriction may imply differential selection into our survey by sexual orientation if LGBTQ+ individuals are less likely to be employed, for instance, due to discrimination in the labor market. Selection into the labor force is an interesting question that our study does not address. We highlight that, according to ENDISEG, 71% of LGBTQ+ individuals ages 20-64 are currently employed, compared to 69% of heterosexual persons. However, we do observe lower labor force participation rates among LGBTQ+ males (81% relative to 88% of heterosexual males) and higher rates among LGBTQ+ femmales (61% relative to 52%). These patterns are further complicated by potential differential selection into the Netquest panel. As such, we caution against making broad generalizations between our sample and the general Mexican population.

Aside from the differences in the sample's composition, the level of privacy and the incentives for truthful reporting may differ substantially in our survey from those in other surveys, such as the ENDISEG. First, our instrument was conducted fully online and participants could respond in complete privacy. Second, participants were aware of the fact that the company with which we partnered was the one inviting them to take the survey. We did not use a custom message but simply let the company send their usual invitation to participate (which includes the financial incentive they receive from the company).

Netquest argues that they provide their panel participants with very high anonymity, typically delivering higher prevalence of some behaviors than in-person surveys (such as the number of times they brush their teeth).[14] However, increased privacy may imply fewer incentives for respondents' attentiveness. Online appendix Figure S2 shows that the quality of responses in our survey is, on average, relatively high. The median duration is close to the duration estimate provided by Qualtrics, and the share of respondents who passed the attention check is close to 80%. Moreover, different measures of response quality (including the fraction of respondents passing the attention check, the median survey duration, the share of respondents who took less than the treatment-specific bottom 5% of time to complete the survey, those who took more than the top 5% of the treatment-specific time to complete the survey, and the respondents' average experience with Netquest surveys) remain stable throughout the collection period. Lastly, we verify that the company did not target LGBT+ persons by measuring the share that self-identifies as LGBT+ in the direct questions over time. Reassuringly, this share is stable over this period.

In addition to the high level of privacy, the incentives for participation in the Netquest panel are high. Netquest subjects receive a welcome gift and points after participating in each survey, which they can redeem in an online store. Importantly, when invited, panelists are explicitly told that their individual characteristics may exclude them for participating in some surveys. For instance, they are told they will not receive an invitation to participate in a survey about pet food if they are not pet owners.[15] Participants thus have strong incentives to declare having characteristics that make them more likely eligible to participate and be invited to participate in future surveys. This may imply that the recovered measures from direct questions and from the ICT may differ in terms of the incentives that panelists face when responding. We discuss this further when presenting our results below.

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[14]See https://www.netquest.com/blog/webinar-sumate-a-la-investigacion-online, last accessed September 15th, 2023.

[15]See https://es.slideshare.net/netquest/que-es-netquest, last accessed September 15th, 2023.

3.6 Summary statistics

Our target sample size with the survey was 10,000 responses. We reached this goal on June 11th, 2022, with a total of 10,003 completed responses. However, upon closer inspection, we noted that the data collected on this last day was very different on some of our proxies for quality of responses. Since only 10 surveys were collected on this last day, we exlude them from our analysis. This leaves us with a full sample of 9,993 responses that were collected between May 16th and June 10th, 2022. All results are robust to including the additional 10 observations generated on June 11th.

In order to maximize the quality of the responses in our main analysis, we follow the literature (Stantcheva, 2023) and drop the speeders (bottom 5% from the treatment-specific distribution of survey duration) and the procrastinators (top 5% from the treatment-specific distribution). While respondents were free to answer the survey at their own leisure, the experimental intervention relied on precise instructions and we did not allow respondents to backtrack. Therefore, we worry that the quality of responses for those procrastinators may be lower. Furthermore, all of our main results include controls for response quality: an indicator of whether they passed the attention check, day of the week, week of the survey period, location, and whether they have a part-time job (which could imply they had more or less time available for the survey). Our main sample for the analysis is, therefore, made up of 8,992 observations. We show robustness of our results in the online appendix to not making these sample restrictions and to not including the controls for response quality.

Table 2 presents summary statistics for respondents' characteristics by elicitation group in our main sample. The first column shows means for those assigned to the direct questions group, the second column restricts to those in the ICT group, and the last column shows the p-value of the test for the difference between groups. Our main sample includes 4,497 responses in the direct questions group and 4,495 observations in the ICT, for a total of 8,992 responses. In terms of gender, age, and location, summary statistics correspond to the quotas we imposed. For education, respondents definitely skew towards more educated:

more than 50% have finished college or graduate studies. This is in stark contrast to the average of 10 years of schooling reported by INEGI in the 2020 Census.[16] Regarding labor market characteristics, around 70% are employed full time and more than 60% report being in the formal economy. According to INEGI's National Employment and Occupation Survey (ENOE) for 2022, 72% of workers ages 20 to 64 are employed full time and 44% have access to social security.[17] Therefore, our sample skews more to the formal sector.

Overall, we find that our randomization was successful: most differences across characteristics are small and insignificant. The only difference that is highly significant corresponds to the survey duration: respondents in the ICT group took close to 48 fewer seconds to respond. However, this difference is not very surprising, as the direct elicitation group were presented with two questions (i.e., the item list and the direct questions) for each of the sensitive items. Online appendix Table S1 shows that we get very similar balance statistics when using the full sample of responses.

4 Prevalence of the LGBT+ Population and Homophobic Sentiment

We begin by exploring the responses to our questions on identity and homophobic stances, both in the direct approach and ICT elicitation. We show estimates for all respondents in our main sample as well as by key characteristics (namely, gender, age, education, job formality, and sector).

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[16]See data available at https://www.inegi.org.mx/programas/ccpv/2020/, last accessed September 21st, 2023.

[17]See survey data available at https://www.inegi.org.mx/programas/enoe/15ymas/, last accessed September 21st, 2023.

4.1 Methods

Due to the potential measurement issues discussed above, we present estimates for each item under each approach. For the direct questions, we simply restrict to the subsample of respondents assigned to this method and estimate the mean and heteroskedasticity-robust standard errors. We further restrict by relevant characteristics for the subgroup analysis.

To get a measure of prevalence under the ICT, we calculate the number of yes statements associated with each item for respondents in the direct question and ICT groups. For participants randomly assigned to the direct question version of the survey, we observe the number of yes statements s_{ij}^D for respondent i from the four statements associated with sensitive question j (i.e., excluding the sensitive item that was asked directly). For those assigned to the ICT version, we simply observe the number of yes statements s_{ij}^{ICT} between zero and five. Online appendix Figure S3 shows the distribution of these variables.

We therefore calculate our dependent variable of interest as:

$$
y_{ij} = \begin{cases} s_{ij}^D & \text{if assigned to direct elicitation} \\ s_{ij}^{ICT} & \text{if assigned to ICT elicitation} \end{cases}
$$

For our full sample analysis, we estimate the following equation for each sensitive item j:

$$
y_{ij} = \beta ICT_i + \alpha_j + \theta X_i + \varepsilon_{ij} \tag{1}
$$

where $ICT_i \in \{0, 1\}$ is an indicator variable that takes a value of one if participant i was randomly assigned to the ICT group and a value of zero otherwise, X_{ij} is a vector of controls, α_j is a constant, and ε_{ij} is the error term. We calculate standard errors robust to heteroskedasticity.

For our subgroup analysis, we split the sample into binary categories along different dimensions (for example, female vs male, or younger vs older respondents). We then estimate:

$$y_{ij} = \sum_{k=1}^{2} \beta_k (ICT_i \times \mathbb{1}_{[z_i=k]}) + \sum_{k=1}^{2} \mathbb{1}_{[z_i=k]} + \theta X_i + \varepsilon_{ij} \tag{2}$$

where z_i is a categorical (binary) variable representing gender, age, education, formality or sector groups, $\mathbb{1}_{[\cdot]}$ is the indicator function, and everything else is as defined above.

Given that participants in the ICT and direct elicitation groups only differ in the fact that the former received the sensitive item in statement format along with the four innocuous statements while the latter did not, then β_k represents the estimate of the prevalence of sensitive item j under the ICT elicitation method for individuals in group k (and β is the prevalence for the full sample).

Although Table 2 shows balance on observable characteristics between treatment groups, the quality of responses may vary by respondent. Therefore, we include a set of control variables X_i that proxy for response quality, including the total duration of the survey, indicators for each day of the week, indicators for each weekly date, whether the respondent has a part-time job (instead of full-time), indicators for the city where they live, and whether they passed the attention check in the survey. However, results are robust to excluding these controls. Recall also that our main sample excludes respondents in the bottom and top 5% of the treatment-specific survey duration distribution, although results are robust to this restriction.

4.2 Results

LGBT+ population. We show our estimates of the prevalence of LGBT+ individuals in our sample in Table 3. We have two measures of LGBT+ prevalence and two elicitation methods for each. Each panel corresponds to estimates for different groups of respondents. We present our estimates in percentage terms and include 95% confidence intervals from

robust standard errors. Additional columns further report the p-value of a test for whether the estimated measures are different across elicitation methods.

Across our main sample in Panel A, we found that 12.4% of respondents in the direct survey questions asserted that they consider themselves to be part of the LGBT+ population. Under the ICT elicitation method, this estimate is 9.4%, with a confidence interval ranging from 5.3 to 13.4%. We cannot reject that the estimates are the same across methods. Note that given the nature of the ICT elicitation method, standard errors are always larger than under a direct question approach. These estimates of LGBT+ prevalence are similar in magnitude to the "non-heterosexual" population identified for the US in Coffman et al. (2017), and we cannot reject that the ICT method yields similar results to what the national ENDISEG survey found.

We next turn to our subgroup analysis, focusing on characteristics that are often correlated with labor market outcomes and for which the costs of disclosure may vary. We are interested in exploring potential differences across these important factors. Panel B distinguishes by gender. We again obtain smaller coefficients via the ICT method, although we cannot reject that estimates are the same across methods. Under the direct question approach, there is a slightly higher share of women who self-identify as LGBT+, although this relationship reverts under the ICT. However, these differences across genders are not statistically significant, as shown by the p-value of the difference across subgroups (female vs male) under each elicitation method.

Panel C separates between younger (ages 20-34) and older (ages 35-64) respondents. For the former, we obtain a significantly lower share of LGBT+ people under the ICT method relative to the direct question approach, while for the latter the point estimate is identical. Furthermore, the direct approach yields a significantly larger share of LGBT+ people in the younger age group, but the ICT leads to indistinguishable measures across groups. Hence, the age gradient in share of LGBT+ individuals obtained via direct questions disappears under the more veiled method.

Panel D stratifies respondents by education level. Given the distribution of responses, we consider those with college or more and those with less than college. Once again, we obtain smaller point estimates for the ICT relative to the direct question prevalence, although these differences are not statistically significant. We also do not find any significant differences across education subgroups, regardless of the elicitation method.

Panel E distinguishes by whether the respondent has a job in the formal or informal sector (i.e., whether they are eligible for social security). Results are similar to the previous panel. However, among those with a job in the informal sector, the prevalence of LGBT+ people is significantly lower when elicited via the ICT than when asked directly.

Lastly, Panel F classifies respondents by the sector in which they work. We distinguish between what may be considered more traditional or conservative sectors (construction and real estate, government, manufacturing and production, technology and IT, and a catch-all "other" sector) and less traditional (education, health, and retail). We find, as before, smaller point estimates under the ICT relative to the direct approach, although these differences are not statistically significant. Comparing across sector groups, we find a significantly larger share of LGBT+ people in the less traditional sectors when asked directly. Under the ICT, we also obtain a much larger point estimate in these less conservative areas, although the difference is not statistically significant.

Overall, Table 3 shows evidence suggesting that the prevalence of LGBT+ people is higher in less traditional job sectors and among younger cohorts, although the large standard errors in the ICT do not allow us to reject that they are equal. Results also show persistently lower point estimates for the ICT method, although in most cases we cannot reject that prevalence of the LGBT+ population is the same across elicitation methods.

The second question related to sexuality—whether the respondent has ever felt attracted to someone of the same sex—shows very similar patterns. However, the difference between the direct question and the ICT is much larger and always significant. Furthermore, this question also yields significantly larger shares of same-sex attraction among females and

younger individuals under the ICT, while the differences by sector are negligible. For all respondents (Panel A), 19.3% report same-sex attraction when asked directly, but only 11.4% do so under the ICT (with a 95% confidence interval ranging from 7 to 16%). As outlined above, we exercise caution when interpreting this question since it is unclear how respondents may have understood the term "attraction", particularly when presented in statement vs question format.

We show robustness to using the full sample of respondents and to not including control variables in the estimation in online appendix Tables S2 and S4. While some differences lose or gain significance, the results are qualitatively the same. Table S6 further shows that results are robust to using only the subset of treatments where the list of ICT statements included more sensitive items, as recommended by Chuang et al. (2021).

Homophobic sentiment. Table 4 shows our estimates of the prevalence of homophobia for each of the questions in the survey, under both the direct and ICT methods. Again, each panel corresponds to differences across subgroups of respondents.

We first explore the question on whether adoption by same-sex couples should be allowed. When asked directly, 58.6% of respondents in Panel A agreed that it should be allowed. However, under the ICT, this share dropped to 32.7%. This difference is statistically significant and is consistent with individuals expressing a higher homophobic sentiment under the veiled elicitation, perhaps because of fears of stating their homophobia directly.

Panels B through F explore differences by gender, age, education, job formality, and sector type. Across all subgroups, we find a significantly higher fraction stating that same-sex adoption should be allowed when asked directly, but a lower share when asked via the ICT. We again interpret this as a higher prevalence of homophobia under the ICT. We also find that women, young individuals, those with higher education levels, and those working in less traditional sectors are less homophobic than their counterparts. This holds under both elicitation methods (although the difference is not significant for the job sector subgroups).

We do not find any differences between those working in the formal and informal sectors under either method, with very similar point estimates.

The next question in Table 4 asks whether respondents would rather work with a straight person if they only worked closely with one other person. Results are strikingly odd. In Panel A, 39.2% of respondents say they would rather work with a straight person when asked directly. However, the ICT yields a much lower share of 9.5%. Across all subgroups, we find the same pattern, with much lower prevalence under the veiled elicitation. Some patterns are consistent with the previous results, with a smaller share of women, young people, more educated individuals, and those in less traditional sectors preferring to work with a straight person, although many of these differences are not statistically significant. As outlined above, we are unclear about how individuals may have interpreted this question, in particular, the negative of the statement (i.e., that the respondent would rather *not* work with a straight person). Therefore, we exercise caution in the interpretation of these results.

Overall, the first question in Table 4 is consistent with a higher prevalence of homophobia that is only revealed under a more veiled method. Furthermore, there are stark differences in homophobic sentiment by gender, age, education, and (to a lesser extent) job sector. These results hold when using the full set of respondents, with and without controls (Tables S3 and S5). Results are also robust to focusing only on the ICT intervention that used more sensitive statements (Table S6).

4.3   Discussion

We now discuss some of the estimated patterns presented above, with a particular focus on those that may seem surprising. Table 3 shows consistently lower point estimates for the prevalence of self-identifying LGBT+ people under the ICT compared to the direct question approach. Although this difference is not statistically significant (except for two subgroups, namely, younger adults and those working in the informal sector), one would generally expect a *higher* prevalence under the veiled approach.

We consider a few potential explanations for this pattern. First, we recognize that ICT methods are more complex to understand and apply than direct questions. We followed the literature (Coffman et al., 2017) in our explanation of the item list questions and workshopped these instructions with our focus group. Although we cannot test for whether respondents understood these questions, the fact that these individuals are highly educated suggests that this should not be too problematic.[18] Second, the ICT may fail if there are issues with the design of the lists. Again, there is no test for this. However, we followed previous studies in our design of statements, and online appendix Figure S3 shows the distribution of yeses, providing evidence that very few individuals said all items or no items were true for themselves. This leads us to believe that our ICT design was not a problem. Third, our sample is made up of more experienced respondents, which may affect how they answer the survey. We did not find any heterogeneity by experience, although this may be due to the fact that there are very few panelists with little experience (the median time since joining the Netquest panel is over 28 months). Lastly, online appendix Figures S1 and S2 show that our randomization was implemented correctly, with equal distributions over time, within week, and within day, and with no variation in our proxies for quality of responses over time.

Given this evidence, we are confident that issues with the design and implementation of the ICT are not the driving force behind the lower point estimates for LGBT+ prevalence under this elicitation method. We offer an alternative explanation. As outlined above, Netquest panelists receive incentives for each survey they answer. Furthermore, they are aware that certain characteristics make them eligible for more surveys. Hence, it is not unlikely that panelists have a higher incentive to self-identify along some dimension as a way to increase the number of surveys they become eligible for. While our survey was not explicit about the research questions we were interested in, it does not seem difficult for

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[18]Since in an ICT design it is impossible to link survey questions to the sensitive responses, it is impossible to design a test for whether instructions were understood by respondents.

respondents to guess what the survey was about. This may have led to a higher proportion self-identifying as LGBT+ when asked directly when compared to the ICT.

Table 3 also shows very different percentages of people that have ever felt attracted to someone of the same sex, both by elicitation method and by subgroup. This question has two potential issues. First, it was not explicit about what we meant by attraction and could have led to different people interpreting it in different ways. As such, the higher estimated shares for females and younger adults may be driven more by social norms and less by actual differences in identity. Moreover, survey-takers may have given different interpretations depending on the format (questions vs statement). Second, although human sexuality is certainly complex, a question about same-sex attraction may not really capture self-identity and self-expression as a non-heterosexual individual. Hence, this may not be the dimension that we care about the most. Overall, we consider that this question has many potential pitfalls and encourage the reader to exercise caution when interpreting these estimates.

The second question in Table 4 also exhibits a potentially counter-intuitive pattern. Our prior was that this item would allow us to capture the share of individuals that feel uncomfortable working in close proximity with LGBT+ populations. This question was adapted from one of the items in Coffman et al. (2017). However, in our attempt to avoid a leading phrase, we did not ask whether the respondent would rather *not* work with an LGBT+ person, but whether they would rather work with a straight person. While it may be intuitive that more homophobic individuals would respond yes to this question, it is unclear what respondents actually understood or how a non-homophobic person would respond. As such, we consider this question to also have many potential issues in how it was interpreted, and as such, would exercise caution when interpreting these results.

Overall, our main results show that there is some variation in the prevalence of LGBT+ persons and homophobia by age, job sector, gender, and education. In our setting, the ICT and direct questions led to mostly statistically indistinguishable estimates of the prevalence of self-identifying LGBT+ persons, although we obtained a significantly larger share of in-

dividuals who think same-sex adoption should not be allowed under the ICT. This may imply that, within this particular setting, utilizing direct questions in an online survey that guarantees anonymity and privacy may effectively identify sexual minorities, but may be potentially less effective in gauging homophobic sentiment.

5 Correlations between LGBT+ Population and Homophobia

Given the variation in prevalence of the LGBT+ population and homophobic sentiment documented above, we now further explore the correlations between these variables at the labor market level.

5.1 Methods

For this exercise, we rely on the direct questions from our survey for three reasons. First, Tables 3 and 4 showed that, in our context, estimates are qualitatively similar across the direct questions and the ICT methods (even if for homophobia there were level differences across methods). Second, the ICT estimates are noisier due to the methodology, and (for instance) there is no guarantee that point estimates will be bounded by zero and one. Lastly, because the objective is to explore the correlation between homophobia and the presence of LGBTQ+ people across an approximation of ad-hoc defined labor markets, it is important to exclude self-identifying LGBTQ+ individuals when constructing within-market measures of homophobia. Otherwise, the extent to which LGBTQ+ individuals are less homophobic would imply a mechanical correlation between homophobia and LGBTQ+ presence.

We define labor markets cells as the combination of job sector × city (i.e., Mexico City, Guadalajara, Monterrey, and other) × informal/formal sector. For each cell, we compute the share of affirmative responses to the direct questions regarding LGBT+ self-identification. To avoid mechanical correlations for the homophobic statements, we calculate the share of

non-LGBT+ respondents within each cell that agree with each statement. We also count the number of respondents per cell.

We then construct an LGBT+ index and a homophobia index. For the latter, we simply take the mean across the shares for each question by cell. For the homophobia index, we first revert the question about adoption by LGBT+ couples so that a higher prevalence is consistent with homophobia. We then take the cell-level average as well.

Figure 1 shows the correlation between the homophobia index and the prevalence of LGBT+ population. The first plot considers the LGBT+ index. Each marker is a sector × city × informality group. The dashed line represents a simple linear regression for the plotted data. The graph shows a clear negative slope: cells with a higher prevalence of LGBT+ persons as measured by the index are also those with less homophobia, while cells with a lower share of LGBT+ individuals have a higher score on the homophobia index. The remaining plots in Figure 1 show similar patterns using each of the LGBT+ questions separately. Online appendix Figure S4 shows additional details by distinguishing markers by sector, location, and job formality.

To get a better sense of these correlations, we estimate the following equation:

$$LGBT_c = \theta H_c + \lambda_w + \lambda_l + \lambda_f + \nu_c \tag{3}$$

where $LGBT_c$ is a measure of the prevalence of the LGBT+ population in cell c (defined for sector w, city l, and formality/informality f), H_c is the homophobia index for cell c, λ_w, λ_l, and λ_f are sector, city, and informality fixed effects, respectively, and ν_c is the error term. We use the number of respondents as weights. Lastly, standard errors are estimated robust to heteroskedasticity.

The coefficient of interest is θ, as it describes the correlation between LGBT+ presence and homophobia. The fixed effects account for level differences across job sectors, across locations, and across formality vs informality groups. While we believe that this exercise

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can be very informative, we warn the reader against making causal inference from these potential relationships. Workers are surely sorting across sectors, may also be choosing their location endogenously, are deciding whether to come out of the closet or not (i.e., state directly that they self-identify as LGBT+), and are also endogenously choosing whether to openly state homophobic sentiments. As such, we cannot claim any causal effects here. Regardless, we believe that this exercise may be informative.

5.2   Results

Table 5 presents the results from estimating equation 3. Panel A shows estimates using weights while Panel B does not include respondent weights by cell. Different columns consider specifications that include additional controls.

All estimates show negative associations between the homophobia index and the LGBT+ index across specifications. Taking the coefficient in the second column of Panel A, which corresponds to the specification outlined above, for a one standard deviation increase in the homophobia index, there is an associated significant decline of around 13.4% in the LGBT+ index.[19] Although some point estimates are more noisily estimated, the magnitude of the association is quite large and negative in all instances. For the unweighted regressions in Panel B, we also obtain negative and large estimates that are mostly significant.

Overall, the results in Table 5 suggest that even accounting for differences across economic sectors and locations, there is a negative association between how much homophobia there is in a labor market (sector × city × informality cell) and the share of persons who directly state being LGBT+.

---

[19]The homophobia index has a mean of 0.44 and a standard deviation of 0.10, while the LGBT+ index has a mean of 0.15.

5.3 Discussion

The previous analysis shows that in labor markets where homophobia is larger, a smaller fraction of the population self-identifies as LGBT+. We do not expect the reader to infer a causal relationship from this correlation. However, we believe it represents an important piece of evidence that should inspire further research.

For instance, one may question whether the stereotypes regarding the career preferences of the LGBT+ population are indeed driven by differences in preferences, or whether they are the result of differential societal barriers across occupations and economic sectors. Even if these barriers were not strong enough to discourage LGBT+ individuals from pursuing specific professional paths, our estimates suggest that they could at least discourage them from freely revealing their identity, which in turn may matter for their productivity and well-being. Moreover, if a driving force of this correlation is that the presence of LGBT+ individuals reduces homophobia (for instance, through exposure), then policies that protect individuals from the negative consequences of fully expressing their identities may be effective at reducing stigma, changing attitudes, and fostering equal opportunities for these populations.

6   Conclusion

Measuring both the size of the LGBT+ population and homophobia is important for policy design and implementation. However, it may be a difficult empirical task. In this paper, we compare measures of LGBT+ self-identification and homophobia-related stances, and explore their relationship with gender, age, education, and labor markets (i.e., job sectors), through both direct questions and an ICT approach.

For estimates of the prevalence of self-identifying LGBT+ persons, we do not find significant differences between both approaches. We find a significantly larger share among younger adults and those working in less traditional job sectors (i.e., education, health, and

retail), although these gradients disappear when considering the ICT estimates. For the question of whether adoption by same-sex couples should be allowed, we obtain a significantly lower share agreeing with this statement under the ICT across all subgroups. We interpret this as evidence of a larger prevalence of homophobia when measured under this veiled method. We also find that women, younger adults, the more educated, and those working in less traditional sectors are less homophobic under both elicitation methods (although this difference is not significant for the estimates by job sectors under the ICT). This may suggest that, at least in this context, direct questions in an online survey that allows anonymity and privacy are enough for identifying sexual minorities, though perhaps less so for homophobic sentiment.

Relying on our direct questions, we then show a negative association in the data between measures of LGBT+ prevalence and the degree of homophobic sentiment. While we do not attempt to assign a causal interpretation, we highlight that the negative association survives after saturating the model with controls. This suggests that areas in Mexico where there are more openly homophobic opinions are also those with a lower prevalence of directly reported LGBT+ persons, either because they avoid those sectors and/or because they opt to hide their identity.

In sum, these results may suggest a negative relationship between LGBTQ+ identity and homophobic stances within labor markets. While these associations warrant further research, bringing these numbers to light is important for policy design and identifying fruitful directions for research. Combating homophobia will likely not only benefit the share of the LGBTQ+ population living their identity freely, but also an unknown (and perhaps inestimable) number of people who are still—understandably—afraid to reveal their identity in public.

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Tables and Figures

Table 1:
LGBT+ Identity and Homophobia Questions in Survey

Question	Sensitive answer	Conservative answer
Own sexuality		
Do you identify as part of the LGBT+ population?	Yes	No
Have you at one point been attracted to a person of the same sex?	Yes	No
Homophobic sentiment		
Do you think homosexual couples should be able to adopt children?	-	No
If you had to work directly with just one person, would you rather they were straight?	-	Yes

Notes: This table shows the questions included in our survey instrument. These questions are transformed to statement format for the ICT elicitation. We classify whether a yes or no would constitute a "sensitive" answer to the question, and whether a yes or no would constitute a "socially conservative" answer. A hyphen indicates a question for which it was not obvious which response would constitute a sensitive or conservative answer. ICT = item count technique.

Summary Statistics in Survey

	Direct	ICT	p
Female	0.51	0.50	0.53
Ages 20-24	0.14	0.15	0.30
Ages 25-34	0.27	0.27	0.58
Ages 35-44	0.25	0.24	0.24
Ages 45-54	0.22	0.22	0.77
Ages 55-64	0.12	0.13	0.42
Mexico City	0.34	0.35	0.06
Guadalajara	0.08	0.07	0.61
Monterrey	0.07	0.07	0.87
Other metropolitan area	0.52	0.50	0.16
At most secondary school	0.09	0.09	0.42
High school	0.28	0.27	0.39
Technical school	0.12	0.12	0.79
College	0.45	0.45	0.97
Graduate studies	0.06	0.06	0.86
Informal sector (no social security)	0.39	0.38	0.22
Construction/real estate	0.06	0.05	0.50
Education	0.10	0.10	0.98
Government	0.07	0.07	0.83
Health	0.08	0.08	1.00
Manufacturing/production	0.13	0.12	0.34
Technology/IT	0.08	0.07	0.30
Retail	0.15	0.15	0.72
Other sector	0.34	0.35	0.23
Has part-time job	0.29	0.30	0.55
Survey duration, minutes	8.97	8.17	0.00
Respondent passed attention check	0.79	0.78	0.09
Observations	4,497	4,495	

Notes: This table shows means for respondent characteristics in the direct question and ICT groups for our main sample. The last column shows the p-value from a difference in means test. Our main sample does not include respondents in the top and bottom 5% of the survey duration distribution by treatment arm. ICT = item count technique.

Table 3:
Measures of Prevalence of LGBT+ Population

	Self-identifies LGBT+			Ever attracted same sex			Observations	
	Direct	ICT	p	Direct	ICT	p	Direct	ICT
Panel A: Main sample								
Respondents	12.4	9.4	0.15	19.3	11.4	0.00	4497	4495
	[11.4,13.4]	[5.3,13.4]		[18.1,20.4]	[7.2,15.7]			
Panel B: Gender								
Female	13.1	8.4	0.11	25.2	17.7	0.02	2274	2243
	[11.7,14.5]	[2.6,14.1]		[23.5,27.0]	[11.7,23.7]			
Male	11.7	9.9	0.53	13.1	4.7	0.01	2223	2252
	[10.4,13.0]	[4.4,15.4]		[11.7,14.5]	[-1.2,10.6]			
p difference subgroups	0.15	0.70		0.00	0.00			
Panel C: Age								
Younger (ages 20-34)	16.9	9.4	0.03	27.9	19.7	0.02	1860	1870
	[15.2,18.6]	[2.9,15.9]		[25.9,29.9]	[13.1,26.3]			
Older (ages 35-64)	9.2	9.2	1.00	13.2	5.5	0.01	2637	2625
	[8.1,10.3]	[4.2,14.3]		[11.9,14.4]	[0.0,10.9]			
p difference subgroups	0.00	0.96		0.00	0.00			
Panel D: Education								
Less than college	12.3	8.0	0.17	17.3	12.1	0.10	2175	2168
	[10.9,13.7]	[2.0,14.0]		[15.7,18.9]	[5.9,18.2]			
College or more	12.5	10.9	0.57	21.1	10.4	0.00	2322	2327
	[11.2,13.9]	[5.6,16.3]		[19.4,22.7]	[4.7,16.2]			
p difference subgroups	0.79	0.48		0.00	0.70			
Panel E: Formality								
Formal job	12.3	11.4	0.74	18.1	12.4	0.04	2724	2780
	[11.0,13.5]	[6.3,16.5]		[16.7,19.6]	[7.1,17.8]			
Informal job	12.6	6.1	0.05	21.0	9.7	0.00	1773	1715
	[11.1,14.2]	[-0.5,12.6]		[19.1,22.9]	[2.8,16.6]			
p difference subgroups	0.71	0.21		0.02	0.54			
Panel F: Sector								
Traditional	11.6	8.1	0.17	17.9	11.1	0.01	3039	3026
	[10.4,12.7]	[3.2,13.0]		[16.5,19.3]	[6.0,16.3]			
Less traditional	14.1	12.0	0.57	22.1	12.1	0.01	1458	1469
	[12.3,15.9]	[4.9,19.1]		[20.0,24.2]	[4.8,19.5]			
p difference subgroups	0.02	0.37		0.00	0.83			

Notes: This table shows measures of the percentage of LGBT+ population in our main sample. We present two measures: whether respondents self-identify as LGBT+ and whether they have ever felt attracted to the same sex. Each column considers direct questions only, elicitation via the item count technique (ICT), and the p-value for a test of the difference. We show estimates for the main sample, by binary gender, age, education, whether the respondent has a job in the formal sector, and job sector (traditional includes construction/real estate, government, manufacturing/production, technology/IT, and other, while less traditional are education, health, and retail). We test whether the estimated prevalence is different between subgroups. Our main sample does not include respondents in the top and bottom 5% of the survey duration distribution by treatment arm. Estimates for the ICT prevalence include controls (see text). Confidence intervals at the 95% level from robust standard errors shown in brackets.

Table 4:
Measures of Prevalence of Homophobic Sentiment

	Same-sex adoption should be allowed			Would rather work with a straight person			Observations	
	Direct	ICT	p	Direct	ICT	p	Direct	ICT
Panel A: Main sample								
Respondents	58.6	32.7	0.00	39.2	9.5	0.00	4497	4495
	[57.2,60.1]	[28.2,37.1]		[37.8,40.6]	[5.0,14.0]			
Panel B: Gender								
Female	67.2	39.1	0.00	30.9	3.0	0.00	2274	2243
	[65.3,69.2]	[32.9,45.4]		[29.0,32.8]	[-3.3, 9.2]			
Male	49.8	26.2	0.00	47.7	15.6	0.00	2223	2252
	[47.8,51.9]	[19.9,32.5]		[45.7,49.8]	[9.2,22.0]			
p difference subgroups	0.00	0.00		0.00	0.01			
Panel C: Age								
Younger (ages 20-34)	71.0	43.1	0.00	35.6	0.4	0.00	1860	1870
	[68.9,73.0]	[36.4,49.9]		[33.5,37.8]	[-6.6, 7.4]			
Older (ages 35-64)	49.9	25.5	0.00	41.7	15.9	0.00	2637	2625
	[48.0,51.9]	[19.6,31.3]		[39.8,43.6]	[10.1,21.8]			
p difference subgroups	0.00	0.00		0.00	0.00			
Panel D: Education								
Less than college	56.2	24.1	0.00	40.7	6.2	0.00	2175	2168
	[54.1,58.3]	[17.8,30.5]		[38.7,42.8]	[-0.3,12.7]			
College or more	60.9	40.4	0.00	37.8	12.1	0.00	2322	2327
	[58.9,62.9]	[34.3,46.6]		[35.8,39.7]	[5.9,18.3]			
p difference subgroups	0.00	0.00		0.04	0.20			
Panel E: Formality								
Formal job	59.0	32.3	0.00	40.6	11.5	0.00	2724	2780
	[57.1,60.8]	[26.7,38.0]		[38.8,42.4]	[5.8,17.2]			
Informal job	58.1	33.0	0.00	37.1	6.1	0.00	1773	1715
	[55.8,60.4]	[25.9,40.2]		[34.8,39.3]	[-1.1,13.4]			
p difference subgroups	0.55	0.88		0.02	0.26			
Panel F: Sector								
Traditional	57.2	30.9	0.00	40.0	11.7	0.00	3039	3026
	[55.5,59.0]	[25.4,36.3]		[38.3,41.8]	[6.2,17.2]			
Less traditional	61.6	36.4	0.00	37.5	4.9	0.00	1458	1469
	[59.1,64.1]	[28.7,44.2]		[35.0,40.0]	[-3.0,12.8]			
p difference subgroups	0.01	0.25		0.11	0.16			

Notes: This table shows measures related to homophobic sentiment in our main sample. We present two measures: whether respondents believe adoption by same-sex couples should be allowed and whether they would rather work directly with a straight person. Each column considers direct questions only, elicitation via the item count technique (ICT), and the p-value for a test of the difference. We show estimates for the main sample, by binary gender, age, education, whether the respondent has a job in the formal sector, and job sector (traditional includes construction/real estate, government, manufacturing/production, technology/IT, and other, while less traditional are education, health, and retail). We test whether the estimated prevalence is different between subgroups. Our main sample does not include respondents in the top and bottom 5% of the survey duration distribution by treatment arm. Estimates for the ICT prevalence include controls (see text). Confidence intervals at the 95% level from robust standard errors shown in brackets.

Table 5:

Correlations between LGBT+ Population and Homophobia

	baseline	+ fixed effects	+ full interactions	+ gender×age controls
Panel A: Weighted				
Homophobia index	-0.216*	-0.198*	-0.282	-0.227
	(0.115)	(0.108)	(0.174)	(0.287)
Observations	64	64	64	64
R-squared	0.084	0.325	0.734	0.839
Panel B: No weights				
Homophobia index	-0.230**	-0.252**	-0.249*	-0.287
	(0.111)	(0.103)	(0.128)	(0.171)
Observations	64	64	64	64
R-squared	0.110	0.374	0.778	0.886

Notes: This table shows associations between prevalence of LGBT+ population and homophobic sentiment. Observations are cells of sector × city × informality. Each column corresponds to a regression of the LGBT+ index on the homophobia index. Panel A weights by the number of respondents in each cell, while Panel B does not. The baseline specification does not include controls. The next column adds fixed effects for sector, city, and informality. The next column adds a full set of two-way interactions between sector-city, sector-informality, and city-informality. The last column also controls for the cell-level share of female-by-age groups. Robust standard errors shown in parentheses.

Figure 1:
Correlations between LGBT+ Population and Homophobia
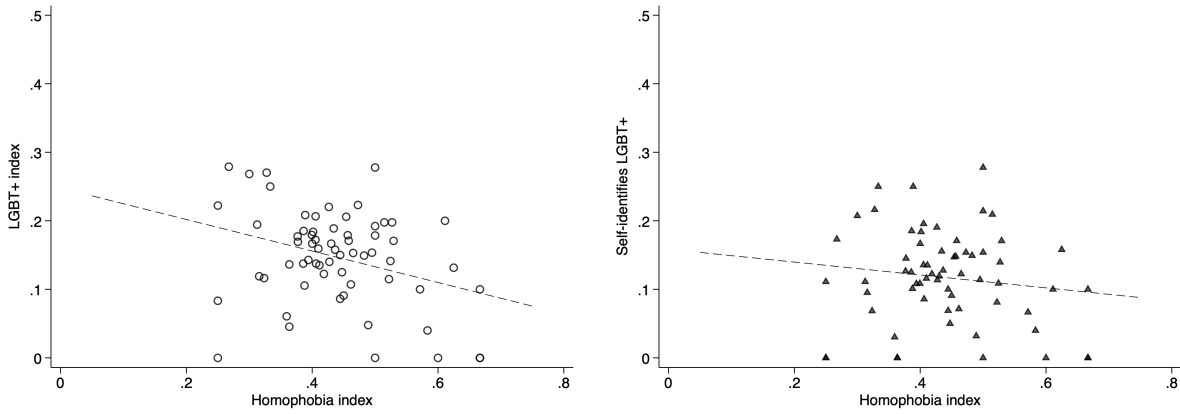
(a) LGBT+ index

(b) Self-identifies LGBT+
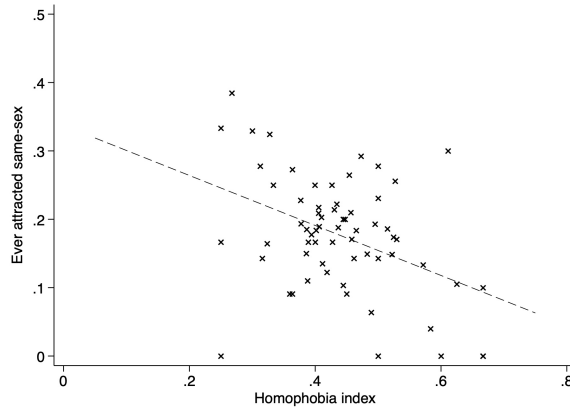
(c) Ever same-sex attraction

Notes: These plots show associations between prevalence of LGBT+ population and homophobic sentiment. The first plot considers the LGBT+ index of the two direct questions on sexuality, while the rest of the plots show each component separately. Observations are cells of sector × city × informality. Homophobic sentiment is measured with an index composed of the two questions on same-sex adoption and working with a straight person, excluding individuals who self-identify as LGBT+. The dashed line corresponds to a simple linear regression.

Supplementary Materials

Additional Tables and Figures

Table S1:
Summary Statistics in Survey for Full Sample

	Direct	ICT	p
Female	0.51	0.49	0.20
Ages 20-24	0.15	0.15	0.39
Ages 25-34	0.27	0.27	0.87
Ages 35-44	0.25	0.23	0.09
Ages 45-54	0.22	0.22	0.76
Ages 55-64	0.11	0.12	0.26
Mexico City	0.34	0.36	0.05
Guadalajara	0.08	0.07	0.23
Monterrey	0.08	0.07	0.66
Other metropolitan area	0.51	0.50	0.33
At most secondary school	0.09	0.09	0.25
High school	0.27	0.27	0.94
Technical school	0.12	0.12	0.89
College	0.46	0.45	0.55
Graduate studies	0.07	0.06	0.85
Informal sector (no social security)	0.39	0.37	0.16
Construction/real estate	0.06	0.05	0.41
Education	0.10	0.10	0.79
Government	0.07	0.07	0.56
Health	0.08	0.08	0.73
Manufacturing/production	0.13	0.12	0.49
Technology/IT	0.08	0.08	0.32
Retail	0.15	0.15	0.70
Other sector	0.34	0.35	0.42
Has part-time job	0.29	0.29	0.52
Survey duration, minutes	37.62	32.24	0.37
Speeder (duration in bottom 5%)	0.05	0.05	0.96
Procrastinator (duration in top 5%)	0.05	0.05	0.93
Respondent passed attention check	0.77	0.75	0.01
Observations	4,998	4,995	

Notes: This table shows means for respondent characteristics in the direct question and ICT groups for the full sample. The last column shows the p-value p from a difference in means test. ICT = item count technique.

Table S2:
Measures of Prevalence of LGBT+ Population: Robustness to
Full Sample, No Controls

	Self-identifies LGBT+			Ever attracted same sex			Observations	
	Direct	ICT	p	Direct	ICT	p	Direct	ICT
Panel A: Full sample								
Respondents	12.8	9.0	0.06	19.7	11.8	0.00	4998	4995
	[11.8,13.7]	[5.1,12.9]		[18.6,20.8]	[7.7,15.8]			
Panel B: Gender								
Female	13.8	6.9	0.02	25.8	16.7	0.00	2535	2469
	[12.4,15.1]	[1.4,12.4]		[24.1,27.5]	[10.9,22.5]			
Male	11.7	10.3	0.62	13.3	6.3	0.02	2463	2526
	[10.5,13.0]	[5.0,15.7]		[12.0,14.7]	[0.6,11.9]			
Panel C: Age								
Young(Ages 20-34)	17.1	8.6	0.01	28.0	20.4	0.02	2112	2134
	[15.5,18.7]	[2.4,14.8]		[26.1,29.9]	[14.0,26.7]			
Older (ages 35-64)	9.6	9.4	0.96	13.5	5.6	0.00	2886	2861
	[8.5,10.6]	[4.6,14.3]		[12.3,14.8]	[0.4,10.8]			
Panel D: Education								
Less than college	13.0	7.2	0.05	17.9	10.8	0.02	2391	2424
	[11.7,14.4]	[1.4,13.0]		[16.4,19.4]	[4.9,16.7]			
College or more	12.5	10.8	0.52	21.3	12.3	0.00	2607	2571
	[11.3,13.8]	[5.7,16.0]		[19.7,22.9]	[6.8,17.8]			
Panel E: Formality								
Formal job	12.8	11.6	0.65	18.8	12.0	0.01	3056	3123
	[11.6,14.0]	[6.8,16.5]		[17.4,20.1]	[6.9,17.2]			
Informal job	12.7	4.3	0.01	21.1	11.1	0.00	1942	1872
	[11.2,14.2]	[-2.0,10.6]		[19.3,22.9]	[4.4,17.8]			
Panel F: Sector								
Traditional	11.9	7.6	0.08	18.1	10.5	0.00	3392	3375
	[10.8,13.0]	[2.9,12.3]		[16.8,19.4]	[5.6,15.5]			
Less traditional	14.6	11.9	0.46	23.0	14.4	0.02	1606	1620
	[12.9,16.4]	[5.1,18.8]		[20.9,25.0]	[7.3,21.6]			

Notes: This table shows measures of the percentage of LGBT+ population in the full sample. We present two measures: whether respondents self-identify as LGBT+ and whether they have ever felt attracted to the same sex. Each column considers direct questions only, elicitation via the item count technique (ICT), and the p-value for a test of the difference. We show estimates for the full sample, by binary gender, age, education, whether the respondent has a job in the formal sector, and job sector (traditional includes construction/real estate, government, manufacturing/production, technology/IT, and other, while less traditional are education, health, and retail). Confidence intervals at the 95% level from robust standard errors shown in brackets.

Table S3:

Measures of Prevalence of Homophobic Sentiment: Robustness to
Full Sample, No Controls

|	Same-sex adoption should be allowed			Would rather work with a straight person			Observations	
	Direct	ICT	p	Direct	ICT	p	Direct	ICT
Panel A: Main sample								
Respondents	58.9	33.7	0.00	39.6	10.3	0.00	4998	4995
	[57.5,60.3]	[29.5,37.9]		[38.2,41.0]	[6.0,14.6]			
Panel B: Gender								
Female	67.3	39.0	0.00	31.4	2.6	0.00	2535	2469
	[65.5,69.2]	[33.1,45.0]		[29.6,33.2]	[-3.4, 8.6]			
Male	50.2	28.3	0.00	48.0	17.4	0.00	2463	2526
	[48.2,52.2]	[22.3,34.3]		[46.1,50.0]	[11.3,23.4]			
Panel C: Age								
Young (ages 20-34)	71.0	43.2	0.00	36.3	1.8	0.00	2112	2134
	[69.1,73.0]	[36.8,49.6]		[34.2,38.3]	[-4.8, 8.4]			
Older (ages 35-64)	50.0	26.5	0.00	42.0	16.5	0.00	2886	2861
	[48.2,51.9]	[20.9,32.1]		[40.2,43.8]	[10.9,22.2]			
Panel D: Education								
Less than college	56.5	24.5	0.00	41.0	6.7	0.00	2391	2424
	[54.5,58.5]	[18.4,30.6]		[39.1,43.0]	[0.5,12.9]			
College or more	61.1	42.0	0.00	38.3	13.4	0.00	2607	2571
	[59.3,63.0]	[36.2,47.9]		[36.4,40.1]	[7.5,19.2]			
Panel E: Formality								
Formal job	59.4	33.3	0.00	41.3	12.4	0.00	3056	3123
	[57.6,61.1]	[27.9,38.7]		[39.5,43.0]	[6.9,17.9]			
Informal job	58.2	34.3	0.00	37.0	6.7	0.00	1942	1872
	[56.0,60.4]	[27.5,41.2]		[34.8,39.1]	[-0.2,13.7]			
Panel F: Sector								
Traditional	57.4	31.5	0.00	40.5	12.4	0.00	3392	3375
	[55.7,59.0]	[26.3,36.6]		[38.8,42.1]	[7.2,17.7]			
Less traditional	62.1	38.4	0.00	37.7	5.8	0.00	1606	1620
	[59.8,64.5]	[31.0,45.8]		[35.4,40.1]	[-1.7,13.3]			

 Notes: This table shows measures related to homophobic sentiment in the full sample. We present two measures: whether respondents believe adoption by same-sex couples should be allowed and whether they would rather work directly with a straight person. Each column considers direct questions only, elicitation via the item count technique (ICT), and the p-value for a test of the difference. We show estimates for the full sample, by binary gender, age, education, whether the respondent has a job in the formal sector, and job sector (traditional includes construction/real estate, government, manufacturing/production, technology/IT, and other, while less traditional are education, health, and retail). Confidence intervals at the 95% level from robust standard errors shown in brackets.

Table S4:
Measures of Prevalence of LGBT+ Population: Robustness to
Full Sample With Controls

	Self-identifies LGBT+			Ever attracted same sex			Observations	
	Direct	ICT	p	Direct	ICT	p	Direct	ICT
Panel A: Main sample								
Respondents	12.8	8.6	0.04	19.7	11.4	0.00	4998	4995
	[11.8,13.7]	[4.8,12.5]		[18.6,20.8]	[7.4,15.5]			
Panel B: Gender								
Female	13.8	6.8	0.02	25.8	16.6	0.00	2535	2469
	[12.4,15.1]	[1.4,12.3]		[24.1,27.5]	[10.8,22.3]			
Male	11.7	9.7	0.46	13.3	5.7	0.01	2463	2526
	[10.5,13.0]	[4.4,15.0]		[12.0,14.7]	[0.1,11.4]			
Panel C: Age								
Younger (ages 20-34)	17.1	7.8	0.00	28.0	19.4	0.01	2112	2134
	[15.5,18.7]	[1.7,14.0]		[26.1,29.9]	[13.1,25.7]			
Older (ages 35-64)	9.6	9.4	0.95	13.5	5.8	0.00	2886	2861
	[8.5,10.6]	[4.5,14.3]		[12.3,14.8]	[0.6,11.0]			
Panel D: Education								
Less than college	13.0	6.9	0.04	17.9	10.5	0.02	2391	2424
	[11.7,14.4]	[1.1,12.7]		[16.4,19.4]	[4.6,16.4]			
College or more	12.5	10.4	0.43	21.3	11.9	0.00	2607	2571
	[11.3,13.8]	[5.3,15.6]		[19.7,22.9]	[6.4,17.4]			
Panel E: Formality								
Formal job	12.8	11.2	0.52	18.8	11.5	0.01	3056	3123
	[11.6,14.0]	[6.3,16.0]		[17.4,20.1]	[6.4,16.6]			
Informal job	12.7	4.3	0.01	21.1	11.2	0.00	1942	1872
	[11.2,14.2]	[-2.0,10.6]		[19.3,22.9]	[4.5,17.8]			
Panel F: Sector								
Traditional	11.9	7.3	0.06	18.1	10.3	0.00	3392	3375
	[10.8,13.0]	[2.7,12.0]		[16.8,19.4]	[5.4,15.3]			
Less traditional	14.6	11.4	0.37	23.0	13.8	0.01	1606	1620
	[12.9,16.4]	[4.6,18.2]		[20.9,25.0]	[6.7,20.9]			

Notes: This table shows measures of the percentage of LGBT+ population in the full sample. We present two measures: whether respondents self-identify as LGBT+ and whether they have ever felt attracted to the same sex. Each column considers direct questions only, elicitation via the item count technique (ICT), and the p-value for a test of the difference. We show estimates for the full sample, by binary gender, age, education, whether the respondent has a job in the formal sector, and job sector (traditional includes construction/real estate, government, manufacturing/production, technology/IT, and other, while less traditional are education, health, and retail). Estimates for the ICT prevalence include controls (see text). Confidence intervals at the 95% level from robust standard errors shown in brackets.

Table S5:
Measures of Prevalence of Homophobic Sentiment: Robustness to
Full Sample With Controls

	Same-sex adoption should be allowed			Would rather work with a straight person			Observations	
	Direct	ICT	p	Direct	ICT	p	Direct	ICT
Panel A: Main sample								
Respondents	58.9	33.3	0.00	39.6	10.1	0.00	4998	4995
	[57.5,60.3]	[29.1,37.5]		[38.2,41.0]	[5.8,14.3]			
Panel B: Gender								
Female	67.3	39.0	0.00	31.4	2.6	0.00	2535	2469
	[65.5,69.2]	[33.1,45.0]		[29.6,33.2]	[-3.4, 8.6]			
Male	50.2	27.5	0.00	48.0	16.9	0.00	2463	2526
	[48.2,52.2]	[21.6,33.5]		[46.1,50.0]	[10.8,22.9]			
Panel C: Age								
Younger (ages 20-34)	71.0	42.1	0.00	36.3	1.3	0.00	2112	2134
	[69.1,73.0]	[35.7,48.4]		[34.2,38.3]	[-5.3, 7.9]			
Older (ages 35-64)	50.0	26.6	0.00	42.0	16.5	0.00	2886	2861
	[48.2,51.9]	[21.0,32.1]		[40.2,43.8]	[10.9,22.1]			
Panel D: Education								
Less than college	56.5	24.1	0.00	41.0	6.5	0.00	2391	2424
	[54.5,58.5]	[18.0,30.2]		[39.1,43.0]	[0.4,12.7]			
College or more	61.1	41.7	0.00	38.3	13.0	0.00	2607	2571
	[59.3,63.0]	[35.9,47.5]		[36.4,40.1]	[7.1,18.9]			
Panel E: Formality								
Formal job	59.4	32.8	0.00	41.3	12.0	0.00	3056	3123
	[57.6,61.1]	[27.5,38.2]		[39.5,43.0]	[6.6,17.5]			
Informal job	58.2	33.8	0.00	37.0	6.8	0.00	1942	1872
	[56.0,60.4]	[27.0,40.7]		[34.8,39.1]	[-0.2,13.7]			
Panel F: Sector								
Traditional	57.4	31.0	0.00	40.5	12.2	0.00	3392	3375
	[55.7,59.0]	[25.9,36.1]		[38.8,42.1]	[7.0,17.4]			
Less traditional	62.1	38.1	0.00	37.7	5.7	0.00	1606	1620
	[59.8,64.5]	[30.7,45.5]		[35.4,40.1]	[-1.8,13.2]			

Notes: This table shows measures related to homophobic sentiment in the full sample. We present two measures: whether respondents believe adoption by same-sex couples should be allowed and whether they would rather work directly with a straight person. Each column considers direct questions only, elicitation via the item count technique (ICT), and the p-value for a test of the difference. We show estimates for the full sample, by binary gender, age, education, whether the respondent has a job in the formal sector, and job sector (traditional includes construction/real estate, government, manufacturing/production, technology/IT, and other, while less traditional are education, health, and retail). Estimates for the ICT prevalence include controls (see text). Confidence intervals at the 95% level from robust standard errors shown in brackets.

Table S6:
Measures of Prevalence of LGBT+ Populations and Homophobic
Sentiment: Robustness to ICT Design with Sensitive Statements

Panel A: Prevalence of LGBT+ Population

	Self-identifies LGBT+			Ever attracted same sex			Observations	
	Direct	ICT	p	Direct	ICT	p	Direct	ICT
Respondents	12.1	7.5	0.11	19.1	13.0	0.05	2299	2278
	[10.8,13.4]	[1.9,13.1]		[17.5,20.7]	[7.0,19.1]			

Panel B: Prevalence of Homophobic Sentiment

	Same-sex adoption should be allowed			Would rather work with a straight person			Observations	
	Direct	ICT	p	Direct	ICT	p	Direct	ICT
Respondents	57.9	34.7	0.00	38.4	11.8	0.00	2299	2278
	[55.9,60.0]	[28.6,40.8]		[36.4,40.4]	[5.5,18.0]			

Notes: This table shows measures of the percentage of LGBT+ population (Panel A) and homophobic sentiment (Panel B). We restrict to our main sample and randomization into the ICT version that incorporated multiple sensitive statements in the lists presented to respondents. Each column considers direct questions only, elicitation via the item count technique (ICT), and the p-value for a test of the difference. Our main sample does not include respondents in the top and bottom 5% of the survey duration distribution by treatment arm. Estimates for the ICT prevalence include controls (see text). Confidence intervals at the 95% level from robust standard errors shown in brackets.

Figure S1:
Distribution of Treatment Groups Over Time
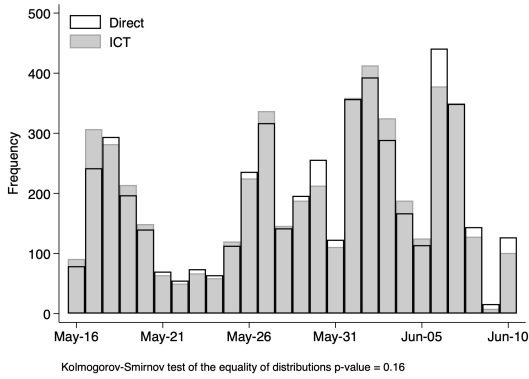
(a) Date
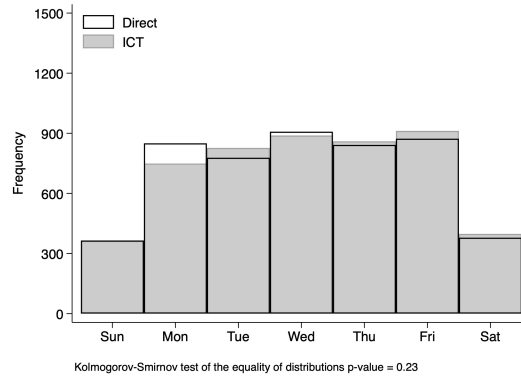
(b) Day of the week
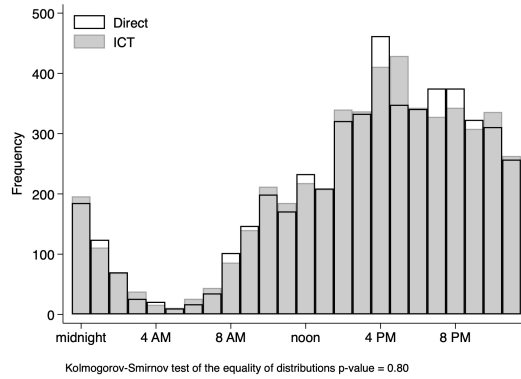
(c) Time of day

Notes: These graphs show the number of responses by treatment group by survey date, by day of the week, and by time of the day. A Kolmogorov-Smirnov test of the equality of the distributions is also shown. ICT = item count technique.

Figure S2:
Response Quality and Other Characteristics Over Time

(a) Survey duration

(b) Speeders

(c) Procrastinators

(d) Passed attention check

(e) Respondent experience

(f) Self-identifies as LGBT+
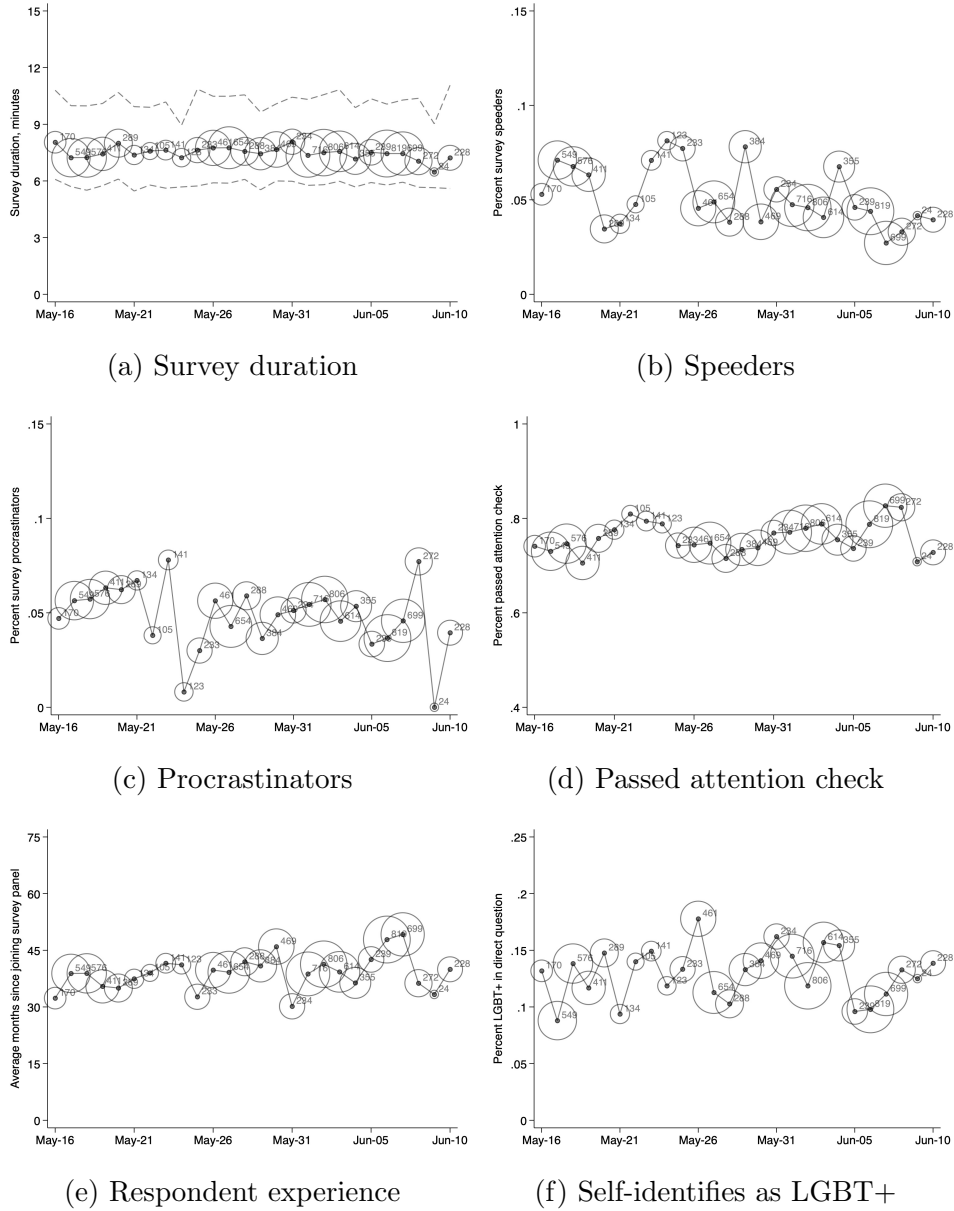
Notes: Each graph shows different characteristics by survey date. The size of the markers correspond to the number of observations on each day. For the survey duration, markers denote the median and dashed lines the 25th and 75th percentiles. Speeders are those with a survey duration in the bottom 5% of the treatment-specific distribution. Procrastinators are in the top 5% of duration. Respondent experience is measured in months since joining the company's panel, with markers denoting the average. The last plot considers the LGBT+ share from direct elicitation.

Figure S3:
Distributions of total number of yeses to each question
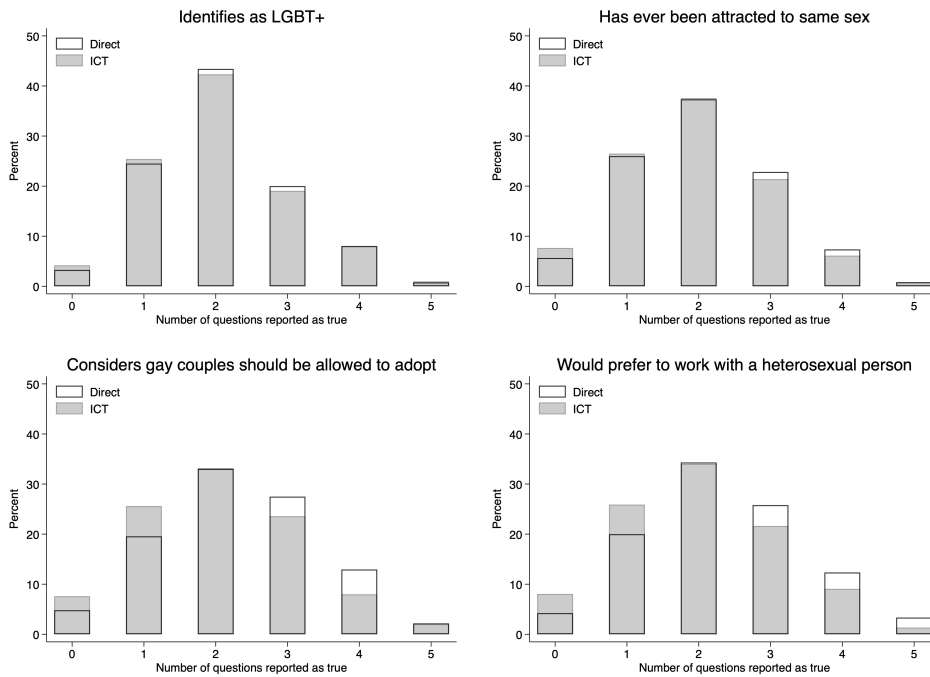
Notes: The x-axis shows the number of yeses reported across both elicitation techniques. For the ICT group we simply take the number of truthful statements reported. For the direct questions group, we take the number of truthful statements plus the response to the sensitive item. The y-axis shows the percentage of the sample that reported that number of yeses. ICT = item count technique.

Figure S4:
Correlations between LGBT+ Population and Homophobia
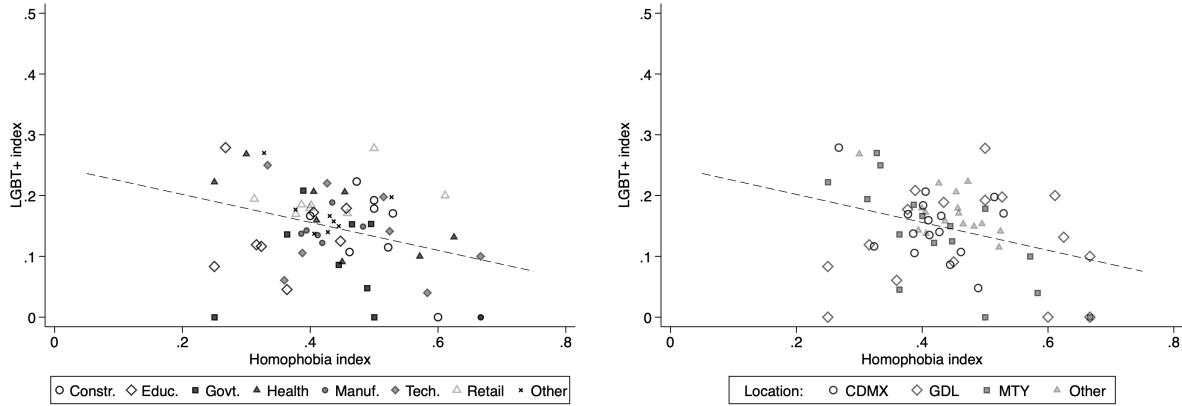
(a) Sector

(b) Location
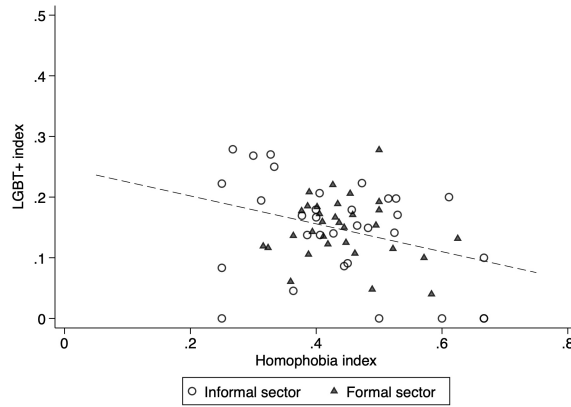
(c) Informal vs formal

Notes: These plots show associations between prevalence of LGBT+ population and homophobic sentiment as in the main text. Each plot highlights the markers by either sector, city, or informal/formal. Observations are cells of sector × city × informality. Homophobia is measured with an index composed of the questions on this topic in the survey, excluding individuals who self-identify as LGBT+. The dashed line corresponds to a simple linear regression.

Survey Instrument

Survey Starts

Hello!

This is an anonymous survey being conducted for an academic research project. Answering the entire survey will take approximately 15 minutes. If you decide to participate, we ask you to please answer all the questions.

The database where we will store your responses does not collect any personal data. Therefore, the research team will not be able to access any personal data, including but not limited to your name, phone number, email, mailing address, IP address and location.

The research team is committed to taking all possible measures to safeguard your identity. Your answers will only be used by the researchers of this project to generate aggregate statistics, never revealing any personal information.

By clicking "I accept", you certify that you are over 18 years of age, that you agree to answer the questions we will ask you, and that you accept our privacy policy.

`Accept`

Part 1

Q1	What is your gender? **[ ] man [ ] woman**
Q2	What is your age? **[ ] 20-24 years old** **[ ] 25-34 years old** **[ ] 35-44 years old** **[ ] 45-54 years old** **[ ] 55-64 years old** **[ ] 65 years old or older —> [survey ends for not meeting initial condition]**
Q3	Where do you live currently? **[ ] metropolitan area of Mexico City —> [go to question Q4]** **[ ] metropolitan area of Guadalajara —> [go to question Q4]** **[ ] metropolitan area of Monterrey —> [go to question Q4]** **[ ] metropolitan area of another city —> [go to question Q3b]**
Q3b	More specifically, in which of these metropolitan areas do you live? **[ ] Cancún** **[ ] León** **[ ] La Laguna** **[ ] Mérida** **[ ] Puebla** **[ ] Querétaro** **[ ] San Luis Potosí** **[ ] Tijuana** **[ ] Toluca** **[ ] Zacatecas** **[ ] Other: _____**
Q4	What is your marital status? **[ ] single** **[ ] in a relationship but not married** **[ ] married** **[ ] divorced or widowed**
Q5	What is your highest level of schooling? **[ ] primary or less** **[ ] secondary** **[ ] high school** **[ ] technical school** **[ ] undergraduate degree** **[ ] masters or doctorate**
Q6	Do you currently have a job or activity for which you receive remuneration (money)? **[ ] yes, I have a full-time job** **[ ] yes, I have a part-time or half-time job** **[ ] no —> [survey ends for not meeting initial condition]**
Q7	In your current job, do you have a boss or supervisor? **[ ] yes —> [go to question Q8]** **[ ] no —> [go to question Q9]**
Q8	In your main job or economic activity, do you have a written contract? **[ ] yes, I have a long-term or indefinite contract** **[ ] yes, I have a temporary contract** **[ ] I do not have a contract** **[ ] I sometimes sign contracts for certain projects or activities** **[go to question Q10]**
Q9	Do you normally report income from your job or main economic activity to any government entity? **[ ] yes [ ] no** **[go to question Q10]**
Q10	Due to your current job, do you have access to IMSS or ISSSTE health services? **[ ] yes [ ] no [ ] don't know**

Q11	Which of the following best describes the sector of your primary workplace? **[ ] Real estate and construction** **[ ] Education** **[ ] Government** **[ ] Manufacturing and production** **[ ] Health** **[ ] Technology and computing** **[ ] Stores and retail** **[ ] Other**
Q12	How long have you been at your current job? **[ ] less than 6 months** **[ ] between 6 months and one year** **[ ] between one and two years** **[ ] between two and four years** **[ ] between four and ten years** **[ ] more than ten years**
Q13	About how many people (including colleagues, bosses, and employees) do you normally interact with in a week at your current job? **[ ] 1 person** **[ ] 2 to 5 people** **[ ] 6 to 10 people** **[ ] 11 to 20 people** **[ ] 21 to 50 people** **[ ] 51 or more people**

Part 2

	DIRECT-SENSITIVE	ICT-SENSITIVE	DIRECT-VANILLA	ICT-VANILLA
I N S T R U C T I O N S	In some of the following questions, four (4) statements will appear. We want you to tell us <u>how many of them are true for you</u> personally, without telling us which of the four. For example: **I prefer green chilaquiles over red chilaquiles.** **I like it better when it's cold than when it's hot out.** **I would rather have a dog as a pet than a cat.** **I usually have at least two cups of coffee in the morning.** So, if you actually prefer green chilaquiles and you like dogs more, but you don't like the cold and you don't drink coffee, you would answer that two (2) statements are true for you. **Number of true statements:** **[ ] 0 [ ] 1 [X] 2 [ ] 3 [ ] 4**	In some of the following questions, five (5) statements will appear. We want you to tell us <u>how many of them are true for you</u> personally, without telling us which of the five. For example: **I prefer green chilaquiles over red chilaquiles.** **I like it better when it's cold than when it's hot out.** **I would rather have a dog as a pet than a cat.** **I usually have at least two cups of coffee in the morning.** **At school, I liked math.** So, if you actually prefer green chilaquiles and you like dogs more, but you don't like the cold, you don't drink coffee, and you did not like math, you would answer that two (2) statements are true for you. **Number of true statements:** **[ ] 0 [ ] 1 [X] 2 [ ] 3 [ ] 4 [ ] 5**	In some of the following questions, four (4) statements will appear. We want you to tell us <u>how many of them are true for you</u> personally, without telling us which of the four. For example: **I prefer green chilaquiles over red chilaquiles.** **I like it better when it's cold than when it's hot out.** **I would rather have a dog as a pet than a cat.** **I usually have at least two cups of coffee in the morning.** So, if you actually prefer green chilaquiles and you like dogs more, but you don't like the cold and you don't drink coffee, you would answer that two (2) statements are true for you. **Number of true statements:** **[ ] 0 [ ] 1 [X] 2 [ ] 3 [ ] 4**	In some of the following questions, five (5) statements will appear. We want you to tell us <u>how many of them are true for you</u> personally, without telling us which of the five. For example: **I prefer green chilaquiles over red chilaquiles.** **I like it better when it's cold than when it's hot out.** **I would rather have a dog as a pet than a cat.** **I usually have at least two cups of coffee in the morning.** **At school, I liked math.** So, if you actually prefer green chilaquiles and you like dogs more, but you don't like the cold, you don't drink coffee, and you did not like math, you would answer that two (2) statements are true for you. **Number of true statements:** **[ ] 0 [ ] 1 [X] 2 [ ] 3 [ ] 4 [ ] 5**

	DIRECT-SENSITIVE	ICT-SENSITIVE	DIRECT-VANILLA	ICT-VANILLA
Q14	**Indicate how many of the following statements you consider to be true for yourself:** I believe that the poor make little effort to get out of poverty. I have a valid driver's license. I believe that women should be responsible for the care of their children. I have little confidence in political parties. **Number of true statements:** **[ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4**	**Indicate how many of the following statements you consider to be true for yourself:** I believe that the poor make little effort to get out of poverty. I have a valid driver's license. I believe that women should be responsible for the care of their children. I have little confidence in political parties. I identify as part of the LGBT+ population. **Number of true statements:** **[ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5**	**Indicate how many of the following statements you consider to be true for yourself:** I believe that the poor make little effort to get out of poverty. I have a valid driver's license. I am taller than the average person in the country. I have little confidence in political parties. **Number of true statements:** **[ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4**	**Indicate how many of the following statements you consider to be true for yourself:** I believe that the poor make little effort to get out of poverty. I have a valid driver's license. I am taller than the average person in the country. I have little confidence in political parties. I identify as part of the LGBT+ population. **Number of true statements:** **[ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5**
Q15	Do you identify as part of the LGBT+ population? **[ ] yes [ ] no**	-	Do you identify as part of the LGBT+ population? **[ ] yes [ ] no**	-

	DIRECT-SENSITIVE	ICT-SENSITIVE	DIRECT-VANILLA	ICT-VANILLA
Q16	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**
	I have at least one close family member who emigrated to the United States.	I have at least one close family member who emigrated to the United States.	I have at least one close family member who emigrated to the United States.	I have at least one close family member who emigrated to the United States.
	I agree with the prohibition of abortion in Mexico.	I agree with the prohibition of abortion in Mexico.	I agree with the prohibition of abortion in Mexico.	I agree with the prohibition of abortion in Mexico.
	I think it would be wrong to apply the death penalty to kidnappers.	I think it would be wrong to apply the death penalty to kidnappers.	I usually have a soft drink with my mid-day meal.	I usually have a soft drink with my mid-day meal.
	I currently know someone with a disability.	I currently know someone with a disability.	I currently know someone with a disability.	I currently know someone with a disability.
		I have ever had a sexual encounter with a person of the same sex.		I have ever had a sexual encounter with a person of the same sex.
	Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5
Q17	Have you ever had a sexual encounter with a person of the same sex? **[ ] yes [ ] no**	-	Have you ever had a sexual encounter with a person of the same sex? **[ ] yes [ ] no**	-

	DIRECT-SENSITIVE	ICT-SENSITIVE	DIRECT-VANILLA	ICT-VANILLA
Q18	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**
	I believe that working mothers neglect their children.	I believe that working mothers neglect their children.	When I buy food, I consider the front label that contains nutritional information.	When I buy food, I consider the front label that contains nutritional information.
	I am in favor of the legalization of the recreational use of marijuana.	I am in favor of the legalization of the recreational use of marijuana.	I am in favor of the legalization of the recreational use of marijuana.	I am in favor of the legalization of the recreational use of marijuana.
	I usually use public transportation to get to my workplace.	I usually use public transportation to get to my workplace.	I usually use public transportation to get to my workplace.	I usually use public transportation to get to my workplace.
	I have little trust in vaccines against Covid-19.	I have little trust in vaccines against Covid-19.	I have little trust in vaccines against Covid-19.	I have little trust in vaccines against Covid-19.
		I think homosexual couples should be able to adopt children.		I think homosexual couples should be able to adopt children.
	Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5
Q19	Do you think homosexual couples should be able to adopt children? **[ ] yes [ ] no**	-	Do you think homosexual couples should be able to adopt children? **[ ] yes [ ] no**	-

	DIRECT-SENSITIVE	ICT-SENSITIVE	DIRECT-VANILLA	ICT-VANILLA
Q20	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**
	The day of my date of birth is an even number.	The day of my date of birth is an even number.	The day of my date of birth is an even number.	The day of my date of birth is an even number.
	I agree with Mexico accepting more immigrants and refugees from other countries.	I agree with Mexico accepting more immigrants and refugees from other countries.	I am currently comfortable with my personal financial situation.	I am currently comfortable with my personal financial situation.
	I had my first sexual encounter before the age of 18.	I had my first sexual encounter before the age of 18.	I had my first sexual encounter before the age of 18.	I had my first sexual encounter before the age of 18.
	I agree with the Army participating in public security tasks in the country.	I agree with the Army participating in public security tasks in the country.	I agree with the Army participating in public security tasks in the country.	I agree with the Army participating in public security tasks in the country.
		If I had to work directly with just one person, I'd rather they were straight.		If I had to work directly with just one person, I'd rather they were straight.
	Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5
Q21	If you had to work directly with just one person, would you rather they were straight? [ ] yes [ ] no	-	If you had to work directly with just one person, would you rather they were straight? [ ] yes [ ] no	-

	DIRECT-SENSITIVE	ICT-SENSITIVE	DIRECT-VANILLA	ICT-VANILLA
Q22	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**
	In the last month, I have bought at least one pack of tobacco cigarettes.	In the last month, I have bought at least one pack of tobacco cigarettes.	In the last month, I have bought at least one pack of tobacco cigarettes.	In the last month, I have bought at least one pack of tobacco cigarettes.
	The first time I drank alcohol I was under 18.	The first time I drank alcohol I was under 18.	I get together with my friends at least once a week.	I get together with my friends at least once a week.
	I believe that in Mexico it is useless to denounce an act of corruption.	I believe that in Mexico it is useless to denounce an act of corruption.	I believe that in Mexico it is useless to denounce an act of corruption.	I believe that in Mexico it is useless to denounce an act of corruption.
	I am against the public demonstrations that obstruct the passage of cars.	I am against the public demonstrations that obstruct the passage of cars.	I am against the public demonstrations that obstruct the passage of cars.	I am against the public demonstrations that obstruct the passage of cars.
		I believe that homosexual people can change their sexual orientation if they go to therapy.		I believe that homosexual people can change their sexual orientation if they go to therapy.
	Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	**Number of true statements:** [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5
Q23	Do you believe that homosexual people can change their sexual orientation if they go to therapy? [ ] yes [ ] no	-	Do you believe that homosexual people can change their sexual orientation if they go to therapy? [ ] yes [ ] no	-

	DIRECT-SENSITIVE	ICT-SENSITIVE	DIRECT-VANILLA	ICT-VANILLA
Q24	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**	**Indicate how many of the following statements you consider to be true for yourself:**
	I believe that women should be virgins at the time of their wedding.	I believe that women should be virgins at the time of their wedding.	I believe that women should be virgins at the time of their wedding.	I believe that women should be virgins at the time of their wedding.
	I think most young people are irresponsible.	I think most young people are irresponsible.	I have at least one older brother or sister.	I have at least one older brother or sister.
	The main way I find out about current events is by watching the news on television.	The main way I find out about current events is by watching the news on television.	The main way I find out about current events is by watching the news on television.	The main way I find out about current events is by watching the news on television.
	I believe that it is the responsibility of the citizenry to prevent corruption.	I believe that it is the responsibility of the citizenry to prevent corruption.	I believe that it is the responsibility of the citizenry to prevent corruption.	I believe that it is the responsibility of the citizenry to prevent corruption.
		I have at one point been attracted to a person of the same sex.		I have at one point been attracted to a person of the same sex.
	Number of true statements: **[ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4**	**Number of true statements:** **[ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5**	**Number of true statements:** **[ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4**	**Number of true statements:** **[ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5**
Q25	Have you at one point been attracted to a person of the same sex? **[ ] yes [ ] no**	-	Have you at one point been attracted to a person of the same sex? **[ ] yes [ ] no**	-

	DIRECT-SENSITIVE	ICT-SENSITIVE	DIRECT-VANILLA	ICT-VANILLA
Q26	We want to know if you have really been reading all the statements in the questions before answering. For this, we designed this question. If you have really followed the instructions and read carefully before answering the survey questions so far, please mark the "I haven't paid attention" option as your answer to this question. If you check any other option, we will interpret it as an indication that you have not read all of these instructions. How carefully have you read the questions in this survey? **[ ] with a lot of attention** **[ ] with enough attention** **[ ] with some attention** **[ ] I haven't paid attention**			

	DIRECT-SENSITIVE	ICT-SENSITIVE	DIRECT-VANILLA	ICT-VANILLA
Q27	Indicate how many of the following statements you consider to be true for yourself: In my teens, I spent a lot of time watching TV or playing video games. I believe that if there were less corruption in Mexico, today there would be more people vaccinated against Covid-19. I have sex at least twice a week. I believe that people who are terminally ill should have the right to freely and voluntarily request death. Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	Indicate how many of the following statements you consider to be true for yourself: In my teens, I spent a lot of time watching TV or playing video games. I believe that if there were less corruption in Mexico, today there would be more people vaccinated against Covid-19. I have sex at least twice a week. I believe that people who are terminally ill should have the right to freely and voluntarily request death. At my current job, my coworkers include me or invite me to social activities, like eating or taking breaks with them. Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5	Indicate how many of the following statements you consider to be true for yourself: In my teens, I spent a lot of time watching TV or playing video games. I believe that if there were less corruption in Mexico, today there would be more people vaccinated against Covid-19. Since the pandemic began, I have had at least one positive test for Covid-19. I believe that people who are terminally ill should have the right to freely and voluntarily request death. Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	Indicate how many of the following statements you consider to be true for yourself: In my teens, I spent a lot of time watching TV or playing video games. I believe that if there were less corruption in Mexico, today there would be more people vaccinated against Covid-19. Since the pandemic began, I have had at least one positive test for Covid-19. I believe that people who are terminally ill should have the right to freely and voluntarily request death. At my current job, my coworkers include me or invite me to social activities, like eating or taking breaks with them. Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5
Q28	At your current job, do your coworkers include you or invite you to social activities, like eating or taking breaks with them? [ ] yes [ ] no	-	At your current job, do your coworkers include you or invite you to social activities, like eating or taking breaks with them? [ ] yes [ ] no	-

	DIRECT-SENSITIVE	ICT-SENSITIVE	DIRECT-VANILLA	ICT-VANILLA
Q29	Indicate how many of the following statements you consider to be true for yourself: I believe that Mexico should have closer relations with the United States than with Latin America. I have had oral sex. I think it's wrong that they pay so much money to famous actors. Given the war situation, I agree with the Mexican government sending humanitarian aid to Ukraine. Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	Indicate how many of the following statements you consider to be true for yourself: I believe that Mexico should have closer relations with the United States than with Latin America. I have had oral sex. I think it's wrong that they pay so much money to famous actors. Given the war situation, I agree with the Mexican government sending humanitarian aid to Ukraine. In my current job, I have been able to form close friendships with the people I interact with. Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5	Indicate how many of the following statements you consider to be true for yourself: I believe that Mexico should have closer relations with the United States than with Latin America. I use glasses to be able to see well. I think it's wrong that they pay so much money to famous actors. Given the war situation, I agree with the Mexican government sending humanitarian aid to Ukraine. Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4	Indicate how many of the following statements you consider to be true for yourself: I believe that Mexico should have closer relations with the United States than with Latin America. I use glasses to be able to see well. I think it's wrong that they pay so much money to famous actors. Given the war situation, I agree with the Mexican government sending humanitarian aid to Ukraine. In my current job, I have been able to form close friendships with the people I interact with. Number of true statements: [ ] 0 [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5
Q30	In your current job, have you been able to form close friendships with the people you interact with? [ ] yes [ ] no	-	In your current job, have you been able to form close friendships with the people you interact with? [ ] yes [ ] no	-

Thank you very much! The survey ends here.