



PRESS RELEASE

Ipsos Pride 2023 global survey: 9% of adults identify as LGBT+

Public opinion across 30 countries is widely favorable to protecting transgender people from employment and housing discrimination, but divided on other measures

June 1, 2023 – The Ipsos LGBT+ Pride 2023 survey finds that an average of 9% of adults in 30 countries, including 10% in Canada, identify as LGBT+, with sharp generational differences. Other findings include:

- Increased LGBT+ visibility since the 2021 survey with large geographic variations remaining;
- Majority support in most (but not all) countries surveyed for allowing same-sex couples to marry and to adopt children; and
- Widespread support for protecting transgender people from employment and housing discrimination, but mixed views on other pro-transgender measures.

The survey was conducted by Ipsos on its Global Advisor online platform in February and March 2023 among more than 22,500 adults under the age of 75.

Sexual orientation and gender identity: The share of the LGBT+ population averages 9%

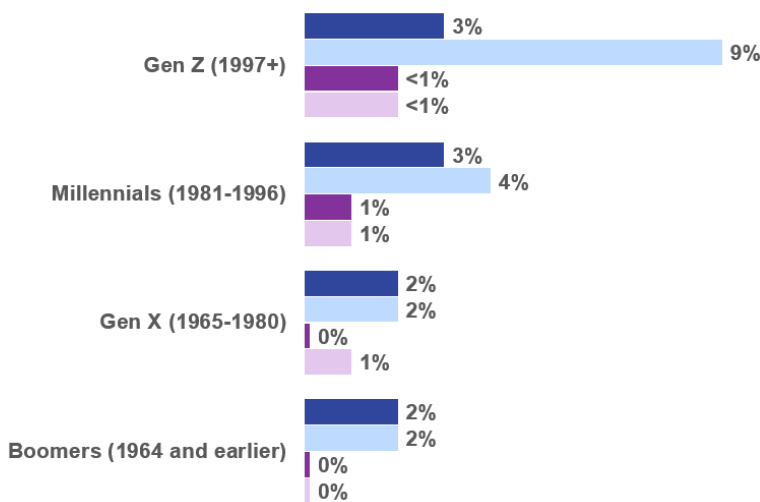
On average, across the 30 countries surveyed, 3% of adults identify as lesbian or gay, 4% as bisexual, 1% as pansexual or omnisexual, and 1% as asexual. The survey finds similar percentages among Canadian adults: 4% lesbian or gay, 4% bisexual, 1% pansexual or omnisexual, and 1% asexual.

Globally, Gen Zers (now age 26 or younger) are about twice as likely as Millennials (now between the ages of 27 and 42) and four times as likely as Gen Xers (now between 43 and 58) and Boomers (now 59 or older) to identify as bisexual, pansexual/ omnisexual, or asexual.

Sexual Orientation By Gender and Generation

Q. How do you currently describe yourself?

- Lesbian or gay or homosexual
- Bisexual
- Pansexual or omnisexual
- Asexual





PRESS RELEASE

Men are more likely to identify as gay (or homosexual) than are women as lesbian (or gay or homosexual): 4% vs. 1% on average globally, 6% vs. 1% in Canada. Globally, both are equally likely to identify as bisexual, pansexual/omnisexual, or asexual.

Spain is where respondents are most likely to say they are gay or lesbian (6%) while Brazil and the Netherlands are where they are most likely to say they are bisexual (7% both). Japan is the country where they are least likely to identify as gay or lesbian (less than 1%) or as bisexual (1%).

When asked about their gender identity, on average globally, 1% describe themselves as transgender, 1% as non-binary, gender non-conforming, or gender fluid, and 1% as neither, but differently from male or female. In Canada, proportions are all within one percentage point of the global average. There are also large differences between younger and older adults when it comes to their propensity to describe themselves as *any* of these (i.e., not exclusively male or not exclusively female). Globally, this is the case of 6% of Gen Zers and 3% of Millennials vs. 1% or less among GenXers and Boomers. In Canada, this amounts to 6% of Gen Zers and 5% of Millennials vs. 1% or less among GenXers and Boomers. And the gap is growing: on average globally, +2 percentage points since 2021 among both Gen Zers and Millennials vs. +1 point or less among Gen Xers and Boomers.

Overall, the share of the self-identified LGBT+ population¹ is 9% on average globally and 10% in Canada. The share of self-identified LGBT+ adults varies widely across generations and geographies: from a 30-country average of 18% among Gen Zers to 4% among Boomers, and from 15% of all respondents in Brazil to 4% in Peru. In Canada, generational differences are even more pronounced, ranging from 22% among Gen Zers and 13% among Millennials to 6% among GenXers and 4% among Boomers.

LGBT+ visibility is up, but still differs widely across countries

The visibility of LGBT+ people has increased since Ipsos conducted the LGBT+ Pride 2021 survey two years ago. On average, across all countries surveyed this year:

- 47% of all adults say they have a relative, friend, or work colleague who is a lesbian/gay/homosexual, up 5 points since 2021;
- 26% say they know someone who is bisexual, up 2 points;
- 13% say they know someone who is transgender, up 3 points; and
- 12% say they know someone who is non-binary, gender non-conforming, or gender fluid, up 3 points.

In Canada, all corresponding percentages are between 4 and 6 points higher than the global average. However, LGBT+ visibility varies widely across countries. Having a relative, friend, or work colleague who is lesbian/gay or bisexual is most reported in Latin America, Spain, Australia, New

¹ identifying as any of lesbian/gay/homosexual, bisexual, pansexual/omnisexual, or asexual, AND/OR describing themselves as any of transgender, non-binary/gender non-conforming/gender-fluid, or differently but neither male nor female.



PRESS RELEASE

Zealand, and South Africa. Gender diversity is most visible throughout the Anglosphere, in Brazil, and especially in Thailand.

On the other hand, the visibility of different segments of the LGBT+ community is lowest in Japan, South Korea, Turkey, Romania, Hungary, and Poland.

Women are more likely than men to report knowing people of different sexual orientations and gender identities. Consistent with self-identification, the prevalence of knowing someone who is LGBT+ is much higher among younger adults than among older adults. Generational differences are particularly pronounced when it comes to knowing people who are bisexual and people who are non-binary/ gender non-conforming or fluid: in both cases, Gen Zers are twice as likely as Gen Xers, and three times as likely as Boomers, to say they do.

Majorities support same-sex marriage and parenting in most, but not all countries

On average, across the 30 countries surveyed, 56% say same-sex couples should be allowed to marry legally while 16% say they should be allowed to obtain some legal recognition, but not to marry and just 14% say they should not be allowed to marry or get any kind of legal recognition. Another 14% are not sure.

Support for same-sex marriage ranges from 49% to 80% in all 20 countries surveyed where it is legal, including Canada (69%). Among the 10 countries where it is not legal, majorities in Italy and Thailand support same-sex marriage and majorities in all other countries except Turkey support at least some form of legal recognition for same-sex couples. Opponents of any form of legal recognition for same-sex couples make up no more than one-third of all respondents in any of the countries surveyed.

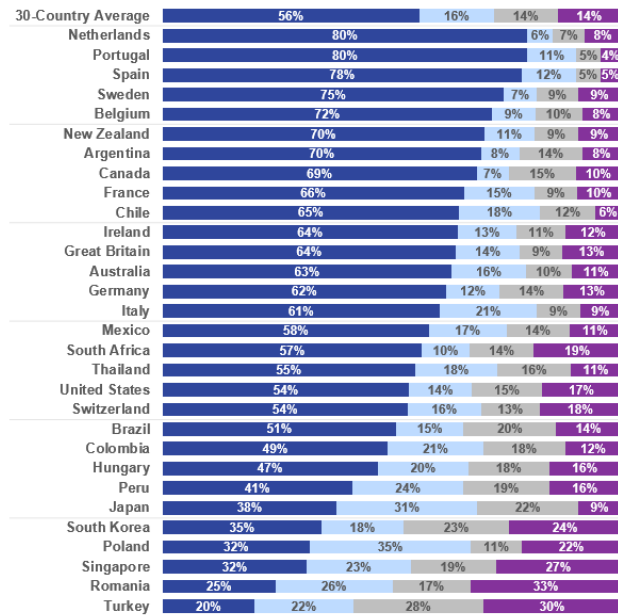


PRESS RELEASE

Views on Same-Sex Marriage by Country

Q. When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?

- Same-sex couples should be allowed to marry legally
- Same-sex couples should be allowed to obtain some kind of legal recognition, but not to marry
- Not sure
- Same-sex couples should not be allowed to marry or obtain any kind of legal recognition



Women are significantly more likely than men to support same-sex marriage with a difference between both of 10 percentage points on average globally.

In 13 of the 15 countries where Ipsos has tracked support for same-sex marriage since 2013, it grew significantly until 2021. However, it has since plateaued or declined in many countries. Of the 23 countries Ipsos surveyed both in 2021 and this year, nine show a decline of 4 to 6 points in the percentage saying same-sex couples should be allowed to marry legally (Canada, Germany, the U.S., Mexico, the Netherlands, Sweden, Great Britain, Brazil, and Turkey), while only two show a comparable increase (France and Peru).

While views on same-sex parenting are warmer than those on same-sex marriage, they show similar patterns. About two-thirds say that same-sex couples are just as likely as other parents to raise children successfully (65% globally, 74% in Canada) and that they should have the same rights to adopt children as heterosexual couples do (64% globally, 74% in Canada). These views are held by majorities in 26 countries, including several where same-sex couples are not allowed to adopt. The only countries where more people disagree than agree with both opinions are Poland, Turkey, Romania, and South Korea.

Again, women are more supportive of same-sex parenting than are men (by an average of about 10 points) as are younger adults vs. older adults.

Over the past two years, support for same-sex adoption has declined in Sweden, the U.S., Canada, the Netherlands, and Turkey, but it has increased significantly in France, Italy, Colombia, and Peru.



PRESS RELEASE

In Canada, and several other countries showing lower support for same-sex marriage than in the 2021 survey, it is often accompanied with an uptick in “not sure” answers, indicative of disengagement, rather than a significant increase in opposition. However, the portions of Canadians who *disagree* that same-sex couples should have the same rights to adopt children as heterosexual couples do (17%, +3 since 2021) and that same-sex couples are just as likely as other parents to successfully raise children (18%, +7 since 2021), have both increased.

Support for protection from employment and housing discrimination is broader than for other pro-transgender measures

Globally, 67% say that transgender people face at least a fair amount of discrimination, compared with 19% who say they face little or no discrimination. Perception of discrimination is lower in Canada (61% at least a fair amount vs. 21% little to no discrimination). Perceptions of discrimination are highest in Spanish and Portuguese-speaking countries, and lowest in Switzerland, Germany, and Japan.

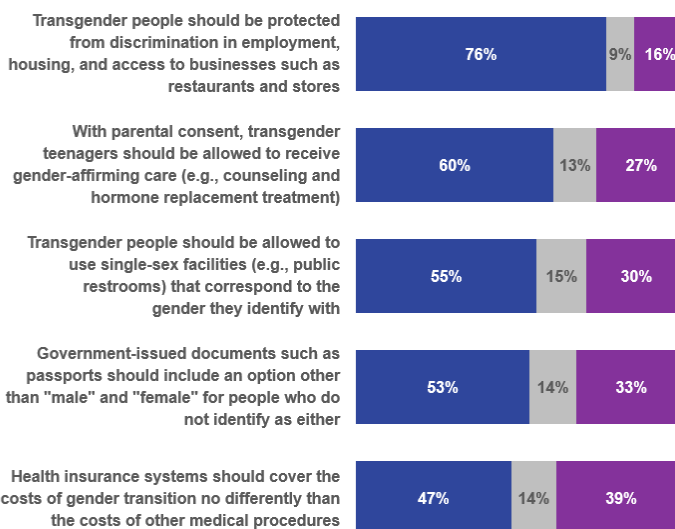
Majorities in each of the 30 countries surveyed (76% on average, 72% in the U.S.) agree that transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores.

Other measures receive more mixed support: on average, 60% globally, 58% in Canada, agree that transgender teenagers should be allowed to receive gender-affirming care, such as counseling and hormone replacement treatment, with parental consent; 55% globally, 51% in Canada, agree that transgender people should be allowed to use single-sex facilities, such as public restrooms, that correspond to their gender; 53% globally, 49% in Canada, agree that government-issued documents such as passports should have options other than “male” and “female” for people who do not identify as either; and 47% globally and 40% in Canada agree that health insurance systems should cover the costs of gender transition no differently than the costs of other medical procedures.

Views on Transgender Issues 30-Country Average

Q. How much do you agree or disagree with the following?

- Strongly/somewhat agree
- Not sure
- Strongly/somewhat disagree





PRESS RELEASE

Among the 30 countries surveyed, support for various pro-transgender measures is consistently high in Thailand, Italy, Spain, and throughout Latin America; it tends to be lowest in South Korea, throughout Eastern Europe, in Great Britain, and in the United States where transgender rights and protections have become polarizing political issues.

Globally, women and younger adults are more likely than men and older adults, respectively, to say the transgender community faces a lot of discrimination. They also show higher levels of support for all types of measures in favor of transgender people, with differences of about 6 to 9 points between women and men and between Gen Zers and Boomers. Partly driving this generational gap, Gen Xers and Boomers are more likely than younger adults to have no opinion about specific transgender issues or about the amount of discrimination transgender people face, possibly because they are less likely to know a transgender person.





PRESS RELEASE

About the Study

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online survey platform between February 17 and March 3, 2023. For this survey, Ipsos interviewed a total of 22,514 adults aged 18-74 in Canada, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Mexico, New Zealand, Singapore, South Korea, Spain, Thailand and the U.S., and 500+ individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, the Republic of Ireland, the Netherlands, Peru, Poland, Romania, South Africa, Sweden, Switzerland, and Turkey.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be considered representative of their general adult populations under the age of 75.

Samples in Brazil, Chile, Colombia, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data.

The “30-country average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don't know/not sure” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos’s use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

For more information on this news release, please contact:

Nicolas Boyon
Senior Vice President, U.S., Public Affairs
+1 646 309 4879
nicolas.boyon@ipsos.com

160 Bloor Street East, Suite 300
Toronto, ON M4W 1B9
+1 416 324-2900

Contact: **Nicolas Boyon**
Senior Vice President, Public Affairs, U.S.
Email: nicolas.boyon@ipsos.com
Tel: +1 646 309 4879





PRESS RELEASE

About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com