Key findings

Younger people most likely to identify as LGBT+
17% (on average across 26 countries) of Generation Zers* identify as: lesbian, gay, homosexual, bisexual, pansexual, omnisexual, asexual, transgender, non-binary, gender non-conforming, gender-fluid and/or other than male or female. That's in comparison to 11% of Millennials, 6% of Generation Xers and 5% of Baby Boomers.

Gen Z women are more likely than Gen Z men to support several LGBT+ rights/protections
For example, 78% of Gen Z women vs. 63% of Gen Z men agree transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores.

Support for same-sex unions varies dramatically across 26 countries
86% are in favour of legal same-sex marriage/recognition in Sweden vs. 37% in Türkiye. Support for same-sex couples having the same rights to adopt children as heterosexual couples also varies between countries, from 82% in Thailand to 29% in Türkiye.

Older people are significantly less enthusiastic about upping LGBT+ representation in pop culture
43% of Gen Zers support seeing more LGBT characters on TV, in films and in advertising vs. 27% of Boomers.

Just over two in five support companies/brands actively promoting equality for LGBT+ people
Support has dipped five percentage points to 44% since our global Pride polling in 2021), on average across 23 countries** for this marketing strategy.

Less than one in three agree with transgender athletes competing based on the gender they identify with
Support in 2024 for transgender athletes competing based on the gender they identify with rather the sex they were assigned at birth is down somewhat, to 27% (-5 pp from 2021, on average across 23 countries).

Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers (born between 1945-1965).

**Change for 23-country average is based on the countries which were in both the 2024 and 2021 polls.*