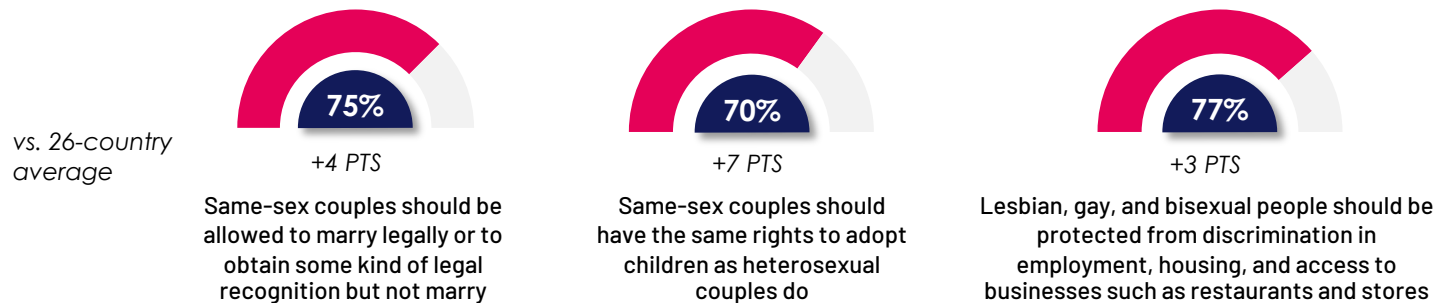


# CANADIANS SUPPORT PROTECTION OF THE LGBT+ COMMUNITY, BUT DECLINING SUPPORT MAY INDICATE A STEP BACK IN PROGRESS

JUNE 1, 2024

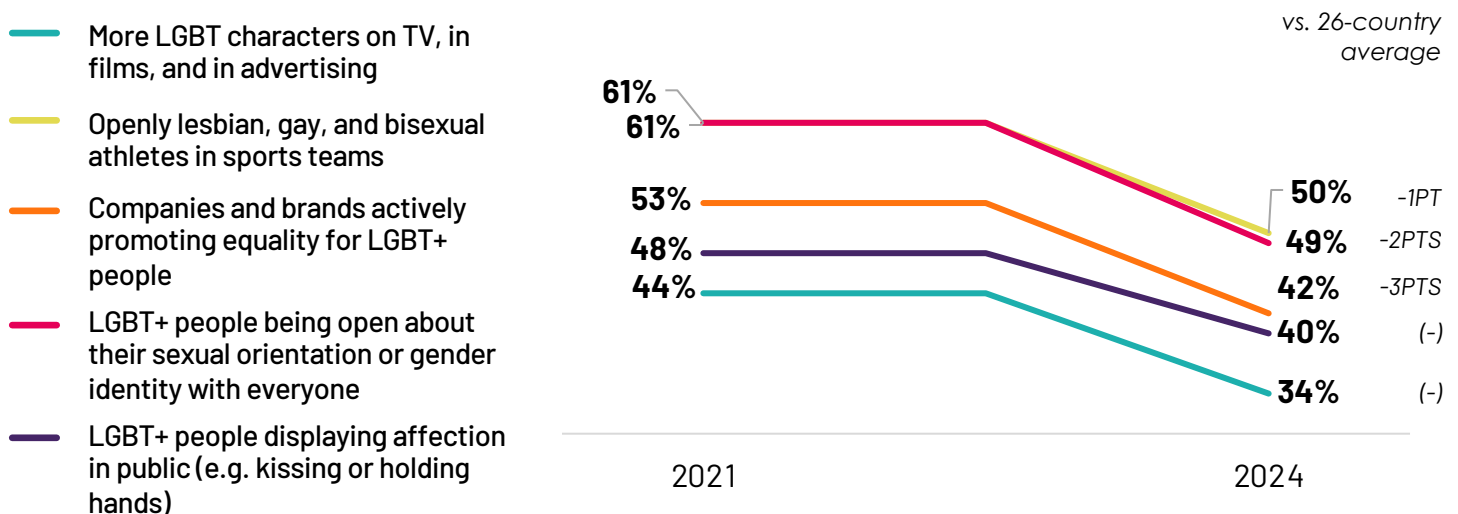
**12% in Canada identify as LGBT+, higher among Canadians under 35 (22%)**

## STRONG SUPPORT FOR SAME-SEX UNION, ADOPTION, AND LEGAL PROTECTION



Most Canadians agree that that same-sex couples should be able to marry or have legal recognition, should have the same rights to adopt children as heterosexual couples, and that lesbian, gay, and bisexual people should be protected from discrimination. Support for all of these is higher in Canada than the average of 26 countries globally.

## SUPPORT FOR LGBT+ VISIBILITY LOWER NOW THAN IN 2021

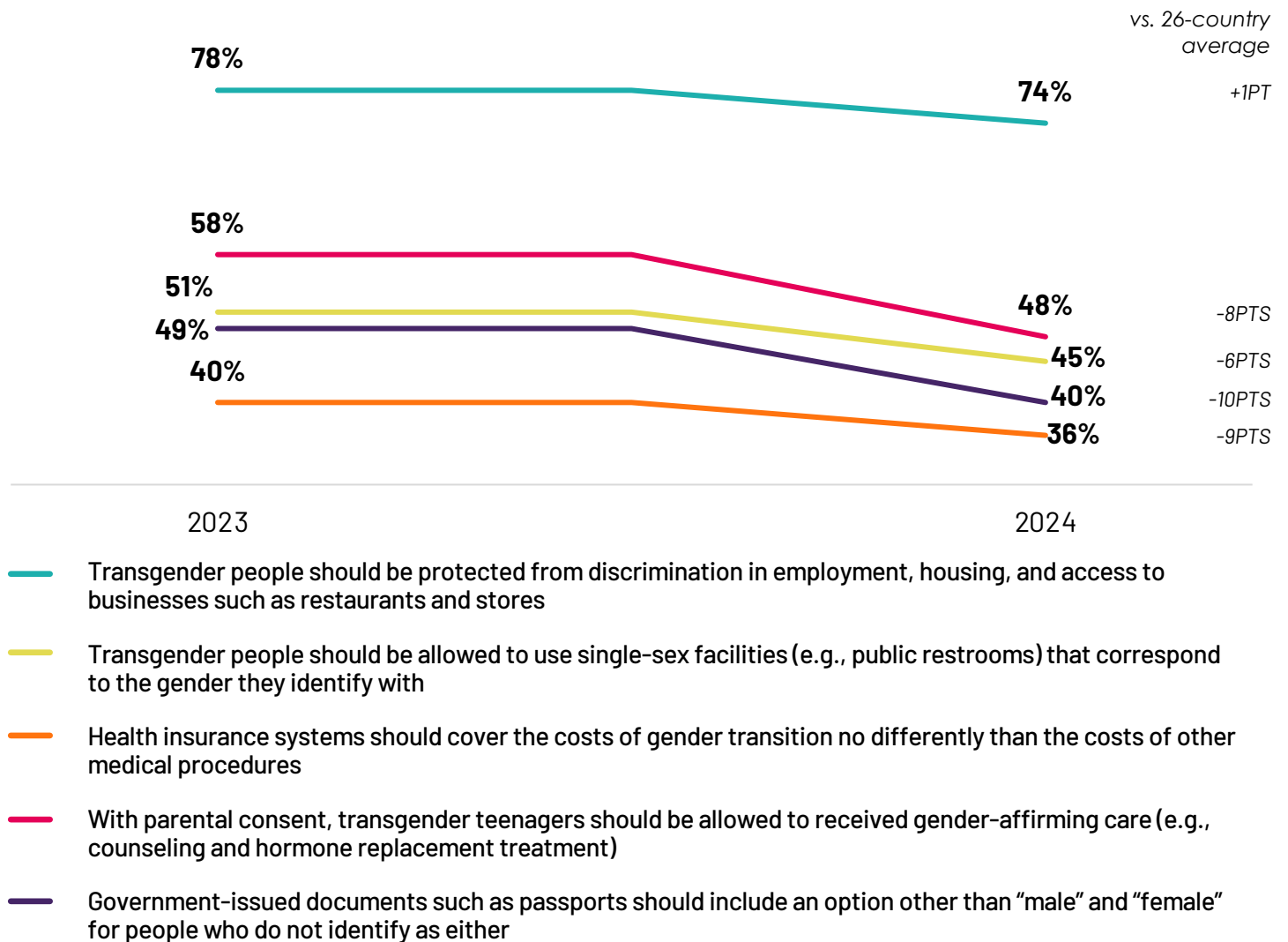


Support among Canadians for various aspects of LGBT+ visibility, including LGBT+ characters on screen, in sports, and in public displays of affection, is lower now than three years ago. Support in Canada is lower in most cases than the 26-country average.

## WHILE MAJORITY OF CANADIANS SUPPORT PROTECTING TRANSGENDER PEOPLE FROM DISCRIMINATION, SUPPORT FOR SPECIFIC MEASURES IS DIVIDED

Consistent with 2023, a strong majority of Canadians support protecting transgender people from discrimination in employment, housing, and access to businesses. On specific measures in support of transgender issues, however, Canadians continue to be more

divided and express lower support than in 2023. Support is lowest for health insurance coverage of gender transition and allowing expansive gender options for government-issued documents, both of which are also well below the average of 26 other countries.

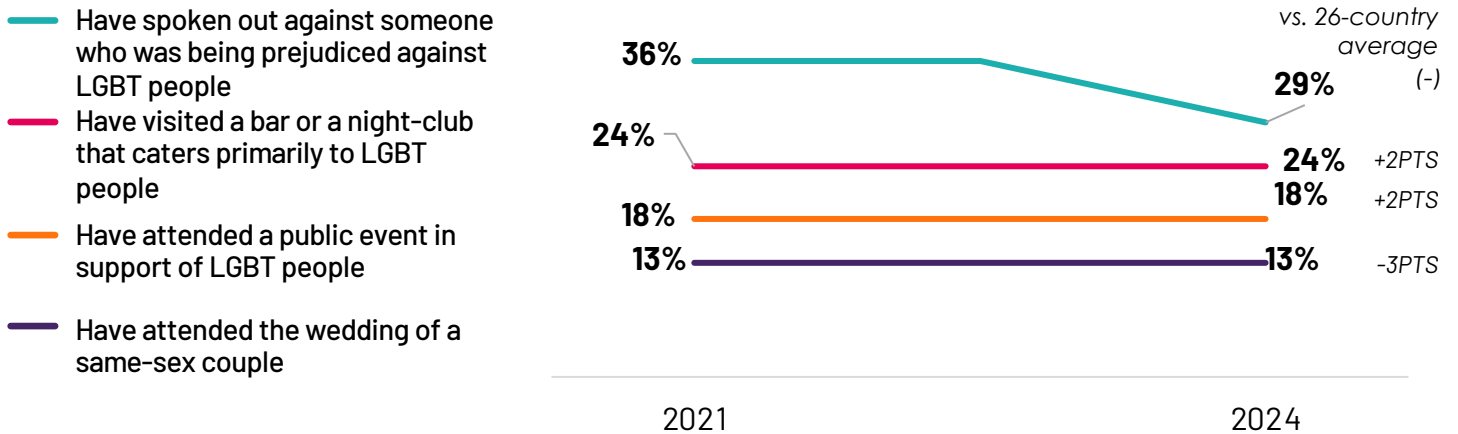


**21%**

of Canadians support transgender athletes competing based on the gender they identify with rather than the sex they were assigned at birth.

(-13 pts vs. 2021, -7 pts vs. 26-country average)

## FEWER CANADIANS SPEAKING OUT AGAINST PREJUDICE THAN IN 2021



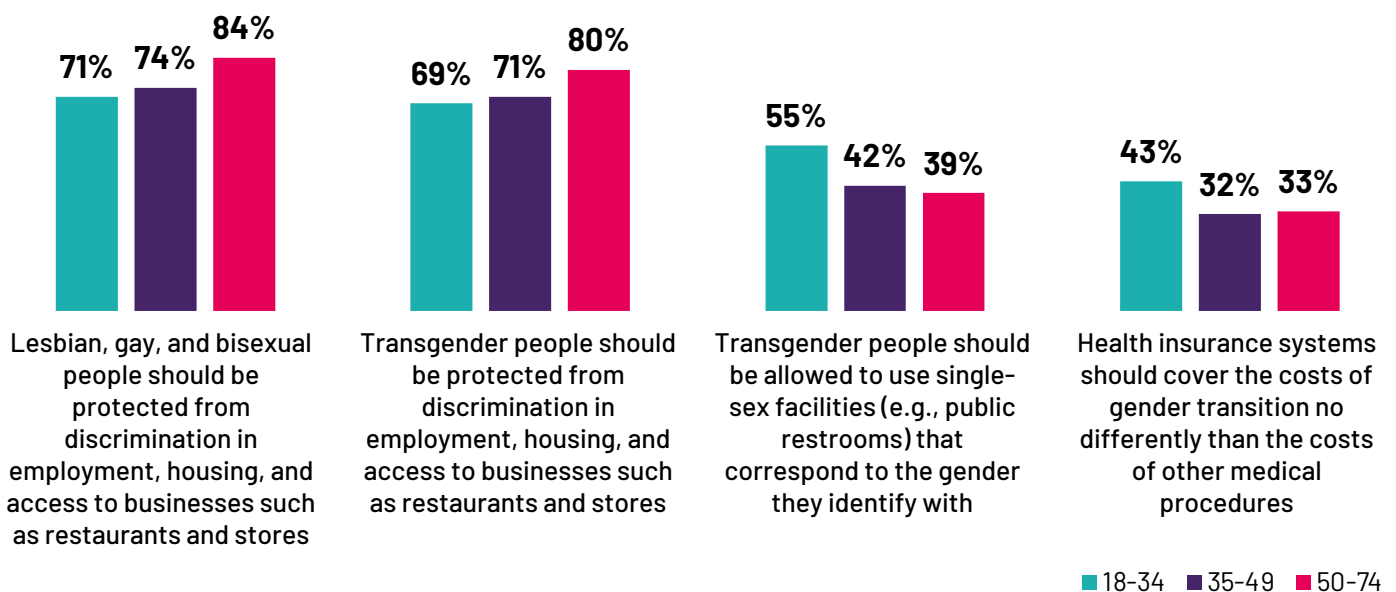
Three in ten Canadians have spoken out against someone who was prejudiced against LGBT+ people. While on par with the average of 26 countries, this is lower than in 2021. The proportion of Canadians who have visited a bar or nightclub that caters primarily to

LGBT+ people or have attended a public event in support of LGBT+ people is slightly higher than the global average, while the proportion of Canadians who have attended the wedding of a same-sex couple is slightly lower.

## OLDER CANADIANS MORE LIKELY TO SUPPORT PROTECTING LGBT+ PEOPLE FROM DISCRIMINATION, BUT NOT SPECIFIC MEASURES

Canadians aged 50 to 74 show higher support for protecting LGBT+ people from discrimination in different aspects of life compared to younger Canadians. However, when asked about specific actions, younger Canadians are more likely to be in

support, including allowing transgender people to use single-sex facilities that correspond to their gender, and health insurance systems covering the cost of gender transition no differently than the costs of other medical procedures.



# About This Study

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## ABOUT THE STUDY

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These are the results of a 26-country survey conducted by Ipsos on its Global Advisor online platform between February 23 and March 8, 2024. For this survey, Ipsos interviewed a total of 18,515 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, 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, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Ireland, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye.

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 Global Country Average" reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points

For full methodological details on the study, please refer to the [full Ipsos Global LGBT+ Pride Report for 2024](#).

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## ABOUT IPSOS

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Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques. "Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP. <http://www.ipsos.com/>