## LEBT+ PRIDE 2024

A 26-Country Ipsos Global
Advisor Survey
June 2024

## CONTENTS



## In Summary

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## Key findings



## Younger people most likely to identify as

 LGBT+Seventeen per cent (on average across 26 countries) of Generation Zers* identify as: lesbian, gay, homosexual, bisexual, pansexual, omnisexual, asexual,
transgender, non-binary, gender nonconforming and/or gender-fluid. 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
Eighty-six per cent 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.


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).

[^0]
*Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers (born between 1945-1965).

## Living in colour

The Stonewall Uprising in 1969 was a turning point in starting to change the reality of being openly part of the LGBT+ (lesbian, gay, bisexual, transgender, plus) community.

Even so, the reality is many Boomers* and Gen Xers still grew up in a time when staying in the closet was often the more practical, and safer, choice. The younger generations, Gen Zers and to a lesser degree Millennials, in some countries now live in a time when being out is joyfully celebrated annually during Pride Month. Though, that's certainly not the case everywhere and in some countries being openly LGBT+ can still get you jailed or even killed.

But, even in conservative countries as our new Generations Report notes Gen Zers are likely the first truly global generation and have grown up with everyone from
influencers online to their parents IRL impacting their views on sexuality and gender.

This significant societal shift looks to be reflected in our global polling, which finds Gen Zers ( $17 \%$ on average across 26 countries) are the most likely generation to identify as part of the LGBT+ community, followed by Millennials at $11 \%$. Whether younger generations will continue to identify as LGBT+ as they age and more settle into long-term romantic relationships remains to be seen.

The older generations are significantly less likely than Gen Zers to identify as part of the LGBT+ community - with just 6\% of Gen $X$ and $5 \%$ of Boomers saying they identify as: lesbian, gay, homosexual, bisexual, pansexual, omnisexual, asexual, transgender, non-binary, gender nonconforming and/or gender-fluid.

## No race for change

Almost half ( $49 \%$ on average across 23 countries**) say they support openly lesbian, gay and bisexual athletes in sports teams in 2024 ( -5 pp from 2021).

There continues to be significantly less support for transgender athletes, who are set to face stricter rules at the 2024 Summer Olympics this July and August in Paris.

A framework for determining which gender category trans athletes can compete in was rolled out in 2021.

The new framework looks to be generally in line with global sentiment on this issue as our new polling finds one in four ( $27 \%$ on average across 23 countries) support trans athletes competing based on the gender they identify with rather than the sex they were assigned at birth, down a bit from
$32 \%$ support in 2021.
Across 23 countries, support among women fell nine points from 2021 to $30 \%$ in 2024 and three points to $23 \%$ among men. In some countries support dropped dramatically in the past three years, including Argentina (30\%-18pp), Spain ( $37 \%,-13 p p$ ), the Netherlands ( $24 \%,-13 p p$ ) and Canada ( $21 \%,-12 p p$ ).

Meanwhile, support in the Olympic host country now sits at $32 \%$ among the French, barely budging from $30 \%$ in 2021. And Thailand (new to the Pride survey since 2021) is the only country out of 26 polled in 2024 where more than half (53\%) support trans athletes competing based on the gender they currently identify with.
${ }^{* *}$ Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls.


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

## Mind the gaps

Young men and women are coming of age alongside each other but their views are sharply diverging on some societal topics.

Two in three (65\% on average across 26 countries) Gen $Z^{*}$ women think samesex couples should be allowed to marry legally vs. $45 \%$ of Gen $Z$ men. There's a similar difference when it comes to adoption, with $74 \%$ of $G e n Z$ women vs. $59 \%$ of Gen Z men supporting samesex couples having the same rights to adopt children as heterosexual couples do.

And 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.

Of note, our new Equalities Index also
finds Gen Z women and men far apart on several topics.

Meanwhile, there's division between younger women and other cohorts on whether with parental consent, transgender teenagers should be allowed to receive gender-affirming care, with $63 \%$ of Gen $Z$ women and $62 \%$ of Millennial women supporting this vs. $51 \%$ of both Gen $Z$ and Gen $X$ men,

There are also some differences between younger women and everyone else when it comes to the question of whether transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the gender they identify with, as almost three in five ( $59 \%$ of Gen Z women and Millennial women) younger females supporting this vs. $50 \%$ on average overall.

## Social media reality vs. actual reality

During Pride Month advertising in several countries is awash in rainbows in support of the LGBT+ community.
If you spend any amount of time scrolling social media or tabloid news sites you may be under the impression that most people are really up in arms about this. This doesn't appear to actually be the case.

Support for companies and brands actively promoting equality for LGBT+ people did dip down at a global level over the past few years (currently sitting at $44 \%$ on average across 23 countries** in 2024 vs. $49 \%$ in 2021) but it hasn't fallen off a cliff. And in 2024 slightly more than one in three are neutral on the topic, with $36 \%$ saying they neither support or
oppose brands promoting equality for the LGBT+ community, while 9\% say they "tend to oppose" and just 10\% saying they "strongly oppose" this marketing move.

On the flipside, it may seem like most younger people are constantly calling others out for not being woke enough.

But the reality is more nuanced: only $37 \%$ of all Gen Zers* and $31 \%$ of Millennials in 2024 say they've ever spoken out against someone who was being prejudiced against LGBT people, with Gen Z women ( $45 \%$ ) by far the most likely cohort to say they've done so.
*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.


## What this means for...



## Governments

Bright and cheerful events celebrating Pride Month are now the norm in liberal towns and cities in many countries.

But, a surge of multi-coloured flags for one month once a year doesn't mean the fight for true equal rights for the LGBT+ community has been won.

On the one hand, we find a strong majority ( $71 \%$ across 23 countries**, $3 p p$ since 2021) agree same-sex couples should be allowed to marry/legalize their relationship and $62 \%$ ( $-2 p p$ ) think same-sex couples should have the same right to adopt children as heterosexual couples do.

However, an undercurrent of discomfort remains with less than half (39\%, no change since 2021) supporting LGBT people displaying affection, such as kissing or holding hands, in public while almost one in four (24\%) oppose this. And while 50\% (-5pp) agree with LGBT people being open about their sexual orientation or gender identity with everyone, 15\% oppose this.

Transgender issues tend to encounter more opposition.

While half ( $50 \%,-5 \mathrm{pp}$ ) agree transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the
gender they identify with, almost one in three ( $35 \%$ ) oppose this. And half ( $49 \%$, -4pp) agree government-issued documents such as passports should include an option other than "male" and "female" for people who do not identify as either, while $36 \%$ oppose this.
**Change for 23-country average is based on the countries which were in both the 2024 and 2021 polls.

## What this means for...


*Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 19661979) and Baby Boomers (born between 1945-1965).
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## Brands

Should brands be advocates for social change?

In recent years some have slammed companies for focusing on a range of diversity, equity and inclusion(DEI) issues, from racism to transgender rights

The 'wokelash' appeared to reach a fever pitch last year after a boycott of an iconic American beer brand in response to a social media post by a transgender influencer hired to reach a younger audience. The stock price and sales of that beer company took significant, and unintended, hits.

But that's one extreme example and the numbers show there isn't an overwhelming proportion who strongly oppose (only $10 \%$ on average across 26 countries and $13 \%$ in
the U.S.) companies and brands actively promoting equality for LGBT people in 2024; but there isn't an overwhelming appetite either.

Close to half (45\% on average across 26 countries) currently are in support of companies and brands actively promoting equality for LGBT people, ranging from just $22 \%$ in Türkiye to $71 \%$ in Thailand. And there's currently only two countries, Türkiye and South Korea, where more people oppose than support companies and brands actively promoting equality for LGBT people.

There's even less desire for more LGBT characters on TV, in films and in advertising, with a mere $34 \%$, on average across 26 countries, currently wanting more.

And while the accepted wisdom is that all young people really want more diversity on their screens our polling finds Gen Z* men and women diverge on this topic, too.

While 61\% of Gen Z women support companies and brands actively promoting equality for LGBT people, only $46 \%$ of Gen $Z$ men agree. The same goes with having more LGBT characters on TV, in films and in advertising, with $58 \%$ of $\mathrm{Gen} Z$ women in support vs. just $37 \%$ of Gen Z men.

Sometimes gaining new customers means losing old customers - clearly this is a calculation companies need to put more data-driven thought into before intertwining their brand with a particular social issue.

## LGBT+ Atitudes \& Visibility

## Country

LGBT+
Visibility by Country
Q. Do you have a relative, friend or work colleague who is:

Lesbian/gay/homosexual

Base: 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, polled between Feb. 23 - March 8,2024
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

Brazil
Colombia
Ireland
Spain
Great Britain
Chile
Sweden
South Africa
Mexico
Netherlands
Germany United States
Belgium
Australia
Canada
Argentina
Peru
France
Italy
Thailand
Singapore
Poland
Hungary
.................................
Yes No

23-Country Average

Türkiye
South Korea
Japan


## Country

## LGBT+ <br> Visibility by Country

Q. Do you have a relative, friend or work colleague who is:
Bisexual

Base: 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, polled between Feb. 23 - March 8, 2024.
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.
................... 23-Country Average Brazil

Colombia
Sweden South Africa United States
Spain
Mexico
Australia
Chile
Germany
Great Britain
Ireland
Thailand
Canada
Peru
Argentina Netherlands

Belgium
Singapore
Italy
France
Hungary
Poland
Türkiye
South Korea
Japan

Yes


## LGBT+ Visibility by Country

Q. Do you have a relative, friend or work colleague who is:

Transgender

Base: 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, polled between Feb. 23 - March 8, 2024.
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

Country


## LGBT+ <br> Visibility by Country

Q. Do you have a relative, friend or work colleague who is:

Non-binary, gender nonconforming or gender-fluid

Base: 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, polled between Feb. 23 -March $8,2024$.
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.



## Country

LGBT+ Attitudes by Country
Q. To what extent do you support or oppose the following:
LGBT people being open about their sexual orientation or gender identity with everyone

Base: 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, polled between Feb. 23 - March 8, 2024.
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

Thailand
Spain
Chile
South Africa Argentina Italy
Sweden
Colombia Ireland Netherlands Great Britain Australia Brazil Mexico Belgium France Peru Canada Germany Poland United States
Singapore Hungary Japan

Support
Oppose
23-Country Average South Korea Türkiye


Change / 21** (\% support)

## Country

## LGBT+ Attitudes by Country

Q. To what extent do you support or oppose the following:
LGBT people displaying affection in public (e.g., kissing or holding hands)

Base: 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, polled between Feb. 23 -March 8, 2024
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Spain
Sweden
Ireland
Great Britain
Italy
Belgium
Netherlands
Chile
Thailand
Argentina
Australia
South Africa
France
Germany
Canada
Brazil
United States
Mexico
Poland
Colombia
Peru
Singapore
Japan
Hungary

Support
Oppose

23-Country Average

Türkiye
South Korea


## Country

LGBT+ Attitudes by Country
Q. To what extent do you support or oppose the following:
Openly lesbian, gay and bisexual athletes in sports teams

Base: 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, polled between Feb. 23 - March 8, 2024.
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Spain
Thailand
Sweden
Great Britain
Italy
Netherlands
South Africa
Ireland
Chile
Brazil
Belgium
Australia
France
Argentina Canada
Germany
Colombia
Mexico
Poland
United States
Peru
Singapore Japan
Hungary

Support
Oppose
23-Country Average

Türkiye
South Korea


Change / 21** (\% support)

## LGBT+ <br> Attitudes by Generation*

Q. To what extent do you
support or oppose the
following: (\% support)
Openly lesbian, gay and bisexual athletes in sports
teams


Base: 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, polled between Feb. 23 - March 8, 2024.

## Country

LGBT+
Visibility by Country
Q. To what extent do you support or oppose the following:

More LGBT characters on TV, in films and in advertising

Base: 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, polled between Feb. 23 -March 8, 2024
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Thailand
South Africa
Spain
Ireland
Brazil
Sweden
Chile
Italy
Great Britain
Australia
Netherlands
Argentina
Mexico
Canada
Germany
Belgium
France
United States
Singapore
Poland
Colombia
Peru
South Korea
Japan

## Support

Oppose
23-Country Average

Türkiye
Hungary


Change / 21* (\% support)

## LGBT+ <br> Visibility by Generation*

Q. To what extent do you
support or oppose the
following: (\% support)
More LGBT characters on TV, in films and in advertising

Base: 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, polled between Feb. 23 - March 8, 2024.


## Country

LGBT+
Visibility by Country
Q. To what extent do you support or oppose the following:
Companies and brands actively promoting equality for LGBT people

Base: 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, polled between Feb. 23 - March 8,2024
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

Support


Oppose$\%$ 9\%

## LGBT+ <br> Visibility by Generation*

Q. To what extent do you
support or oppose the
following: (\% support)
Companies and brands actively promoting equality for LGBT people


Base: 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, polled between Feb. 23 - March 8, 2024.

## LCBT+ Rights 8 Protections

## Views on LGB Rights and Protection By Country

Q. How much do you agree or disagree with the following?
Lesbian, gay and bisexual people should be
protected from
discrimination in
employment, housing, and access to businesses such as restaurants and stores

Base: 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, polled between Feb. 23 - March 8, 2024.

Agree

| 74\% | 17\% |
| :---: | :---: |
| 84\% | 11\% |
| 83\% | 10\% |
| 82\% | 12\% |
| 81\% | 12\% |
| 80\% | 14\% |
| 79\% | 14\% |
| 78\% | 16\% |
| 77\% | 17\% |
| 77\% | 17\% |
| 77\% | 12\% |
| 77\% | 13\% |
| 77\% | 16\% |
| 77\% | 13\% |
| 76\% | 15\% |
| 76\% | 17\% |
| 76\% | 16\% |
| 75\% | 14\% |
| 75\% | 16\% |
| 73\% | 15\% |
| 73\% | 16\% |
| 73\% | 22\% |
| 66\% | 16\% |
| 65\% | 24\% |
| 61\% | 24\% |
| 60\% | 29\% |
| 52\% | 36\% |

## Perceived Transgender Discrimination By Country

Q. In your opinion,
how much discrimination do transgender people face in our society today?

| 66\% | 19\% |
| :---: | :---: |
| 78\% | 12\% |
| 77\% | 13\% |
| 76\% | 14\% |
| 75\% | 16\% |
| 74\% | 15\% |
| 73\% | 18\% |
| 73\% | 16\% |
| 72\% | 19\% |
| 71\% | 18\% |
| 71\% | 23\% |
| 70\% | 19\% |
| 69\% | 19\% |
| 68\% | 16\% |
| 68\% | 17\% |
| 67\% | 17\% |
| 67\% | 18\% |
| 65\% | 19\% |
| 61\% | 21\% |
| 61\% | 23\% |
| 60\% | 22\% |
| 60\% | 26\% |
| 60\% | 20\% |
| 59\% | 18\% |
| 59\% | 22\% |
| 50\% | 32\% |
| 42\% | 30\% |

## Perceived Transgender Discrimination By Generation*

Q. In your opinion,
how much discrimination do
transgender people face in our society today? (\% a great deal or fair amount)

Base: 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, polled between Feb. 23 - March 8, 2024.

## Views on LGBT Rights and Protection By Country

Q. To what extent do you support or oppose the following:

Laws banning discrimination against LGBT people when it comes to employment, access to education, housing and social services, etc.

Base: 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, polled between Feb. 23 - March 8, 2024.
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

## Country

Support
Oppose
23-Country Average
Thailand
Spain
Sweden
Italy
France
Chile
Great Britain
Ireland
Argentina
South Africa
Australia
Brazil
Netherlands
Mexico
Colombia
Belgium
Canada
Peru
Poland United States Germany
Japan
Singapore
Hungary
South Korea Türkiye

| 53\% | 17\% |
| :---: | :---: |
| 73\% | 9\% |
| 69\% | 12\% |
| 64\% | 16\% |
| 64\% | 13\% |
| 61\% | 13\% |
| 61\% | 18\% |
| 61\% | 14\% |
| 60\% | 16\% |
| 60\% | 12\% |
| 59\% | 21\% |
| 58\% | 14\% |
| 58\% | 16\% |
| 57\% | 17\% |
| 56\% | 15\% |
| 55\% | 17\% |
| 54\% | 17\% |
| 54\% | 17\% |
| 51\% | 16\% |
| 51\% | 20\% |
| 51\% | 22\% |
| 47\% | 18\% |
| 42\% | 10\% |
| 40\% | 20\% |
| 36\% | 25\% |
| 33\% | 26\% |
| 29\% | 35\% |

## Views on Transgender Discrimination Protection By Country

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

Transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores

Base: 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, , polled between Feb. 23 - March 8, 2024.

| 72\% | 17\% |
| :---: | :---: |
| 89\% | 7\% |
| 82\% | 11\% |
| 79\% | 14\% |
| 79\% | 16\% |
| 78\% | 14\% |
| 78\% | 14\% |
| 78\% | 13\% |
| 78\% | 16\% |
| 76\% | 17\% |
| 76\% | 16\% |
| 76\% | 17\% |
| 75\% | 17\% |
| 75\% | 14\% |
| 74\% | 15\% |
| 74\% | 16\% |
| 73\% | 16\% |
| 73\% | 15\% |
| 72\% | 21\% |
| 71\% | 17\% |
| 70\% | 18\% |
| 70\% | 18\% |
| 65\% | 16\% |
| 63\% | 23\% |
| 62\% | 28\% |
| 61\% | 27\% |
| 52\% | 34\% |

## Views on <br> Transgender Discrimination <br> Protection <br> By Generation*

Q. How much do you agree or disagree with the following? (\% agree)
Transgender people should be protected from discrimination in
employment, housing, and access to businesses such as restaurants and stores

Base: 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, polled between Feb. 23 - March 8, 2024.

## Views on Teens' Access to Gender-Affirming Care By Country

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

With parental consent,
transgender teenagers should be allowed to receive genderaffirming care (e.g., counselling and hormone replacement treatment)

Country
26-Country Average
Thailand
Italy
Chile
Singapore
South Africa
Spain
Japan
Argentina Netherlands
Mexico
South Korea
Australia
Brazil
Colombia
Germany
Poland
Belgium Ireland
Peru
France
Türkiye
Canada
Great Britain
United States
Sweden
Hungary

Agree


## Views on Teens' <br> Gender-Affirming Care By <br> Generations*

Q. How much do you agree or disagree with the following?
(\% agree)
With parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counseling and hormone replacement treatment)

Base: 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, polled between Feb. 23 - March 8, 2024.


## Views on Access to Facilities Matching Gender Identity By Country

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

Transgender people should be allowed to use single-sex facilities(e.g., public restrooms) that correspond to the gender they identify with

Base: 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, polled between Feb. 23 - March 8, 2024.

26-Country Average
Thailand
Italy
Germany Netherlands
Spain
Chile
Argentina
Sweden
South Africa
Brazil
Mexico
Singapore
Australia
Colombia
France
Belgium Ireland Poland
Peru
Canada
South Korea
Japan
Türkiye
United States Great Britain Hungary


## Views on Access <br> to Facilities <br> Matching Gender Identity <br> By Generation*

Q. How much do you agree or disagree with the following? (\% agree)
Transgender people should be allowed to use single-sex facilities(e.g., public restrooms) that correspond to the gender they identify with

Base: 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, polled between Feb. 23 - March 8, 2024.


## Views on OtherGender Option on Official Documents By Country

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

Government-issued documents such as passports should include an option other than "male" and "female" for people who do not identify as either

Base: 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, polled between Feb. 23 - March 8, 2024.
***Change for 26-country average is based on the countries which were in both the 2024 and 2023 polls.

26-Country Average Thailand Chile
Argentina South Africa
Japan
Italy
Spain
Brazil
Mexico
Netherlands
Australia
Ireland
Germany
Colombia
Singapore
South Korea Belgium
Peru
United States
Türkiye
Great Britain
Sweden
Poland
France
Canada
Hungary


## Views on

 InsuranceCoverage of
Gender Transition Costs By Country
Q. How much do you agree or disagree with the following?

Health insurance systems should cover the costs of gender transition no differently than the costs of other medical procedures

Base: 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.

26-Country Average Thailand Chile
Italy
South Africa Netherlands
Spain
Brazil
Singapore Argentina Germany Ireland Mexico
Australia Belgium Japan Poland France Colombia Peru United States Türkiye Sweden Canada Great Britain South Korea Hungary


## Country

Support
Oppose

## Views About Transgender Athletes by Country

Q. To what extent do you support or oppose the following:

Transgender athletes competing based on the gender they identify with rather the sex they were assigned at birth

Base: 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, polled between Feb. 23 - March 8, 2024
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

23-Country Average
Thailand
South Africa
Chile
Spain
Brazil
Italy
France
Germany
Colombia
Argentina
Belgium
Sweden
Singapore
Mexico
Poland
Ireland
Türkiye
Peru
Netherlands
Australia
United States
Canada
Japan
Great Britain
Hungary
South Korea


## Views About LGBT Equality and Visibility By Generation*

Q. To what extent do you

support or oppose the
following: (\% support)
Transgender athletes competing based on the gender they identify with rather the sex they were assigned at birth


Base: 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.

## Same-Sex Marriage \& Parenting

Views on SameSex 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 legallySame-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

Base: 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, polled between Feb. 23 -March 8, 2024.

Country
23-Country Average
Sweden
Netherlands
Spain
Germany
Belgium
Argentina
Ireland
Great Britain
Canada
Chile
Australia
France
Italy
Thailand
Mexico
South Africa
Brazil
United States
Colombia
Hungary
Japan
Poland Peru
South Korea Singapore Türkiye


## Views about Same-Sex Couples' Right to Adopt By Country

O. Still thinking about same-sex marriage, to what extent do you agree or disagree that:

Same-sex couples should have the same rights to adopt children as heterosexual couples do

Base: 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, polled between Feb. 23 - March 8, 2024
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

Country
33-Country Average
Thailand
Sweden
Netherlands
Spain
Germany
Belgium
Great Britain
Australia
Canada
Ireland
South Africa
Brazil
Argentina United States

Chile
France
Japan
Italy
Mexico
Singapore
Colombia
Hungary
Peru
South Korea
Poland
Türkiye

Agree
Disagree

| 62\% | 29\% |
| :---: | :---: |
| 82\% | 10\% |
| 78\% | 17\% |
| 74\% | 21\% |
| 74\% | 19\% |
| 73\% | 20\% |
| 73\% | 20\% |
| 72\% | 18\% |
| 71\% | 21\% |
| 70\% | 21\% |
| 69\% | 23\% |
| 69\% | 24\% |
| 68\% | 24\% |
| 68\% | 25\% |
| 66\% | 24\% |
| 66\% | 29\% |
| 65\% | 28\% |
| 64\% | 18\% |
| 63\% | 30\% |
| 57\% | 35\% |
| 57\% | 30\% |
| 53\% | 40\% |
| 50\% | 38\% |
| 49\% | 42\% |
| 45\% | 44\% |
| 41\% | 44\% |
| 29\% | 57\% |

## Views about Same-Sex Couples' Parenting By Country

Q. Still thinking about same-sex marriage, to what extent do you agree or disagree that:

Same-sex couples are just as likely as other parents to successfully raise children

Base: 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, polled between Feb. 23 - March 8, 2024.
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

| 63\% | 27\% |
| :---: | :---: |
| 81\% | 15\% |
| 81\% | 11\% |
| 74\% | 15\% |
| 74\% | 19\% |
| 74\% | 19\% |
| 74\% | 21\% |
| 73\% | 20\% |
| 72\% | 20\% |
| 71\% | 20\% |
| 71\% | 22\% |
| 71\% | 23\% |
| 70\% | 23\% |
| 69\% | 22\% |
| 69\% | 24\% |
| 68\% | 24\% |
| 68\% | 26\% |
| 67\% | 23\% |
| 59\% | 34\% |
| 58\% | 20\% |
| 58\% | 34\% |
| 56\% | 29\% |
| 53\% | 41\% |
| 50\% | 40\% |
| 44\% | 43\% |
| 38\% | 46\% |
| 29\% | 55\% |

## Gen Z* Spotlight: Views on LGBT Rights \& Protections



[^1]
## Gen Z* Spotlight: Views on Transgender Rights \& Protections

Transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores

With parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counselling and hormone replacement treatment)

Transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the gender they identify with

Government-issued documents such as passports should include an option other than "male" and "female" for people who do not identify as either

Health insurance systems should cover the costs of gender transition no differently than the costs of other medical procedures

Transgender athletes competing based on the gender they identify with rather the sex they were assigned at birth






## 37\%

[^2] 1966-1979) and Baby Boomers(born between 1945-1965).

## LCBT+ Celebration 8 Allyship

## Country

## LGBT Celebration \& Allyship

Q. Have you ever

Attended a public event in support of LGBT people (e.g., a Pride march)

Base: 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, polled between Feb. 23 - March 8, 2024.
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

23-Country Average Thailand South Africa
Sweden Spain
Ireland
Chile
Great Britain
Mexico
Australia
Colombia
Canada
Netherlands
United States
Argentina
Brazil
Italy
Germany
France
Peru
Belgium
Singapore
Poland
Türkiye
Hungary South Korea Japan

Yes No


## LGBT Celebration \& Allyship

Q. Have you ever

Attended the wedding of a same-sex couple

Base: 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, polled between Feb. 23 - March 8, 2024
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

## Country

 23-Country Average Thailand Argentina Ireland South Africa ChileSpain Belgium
Mexico
United States
Colombia Netherlands France Great Britain Australia Peru
Brazil Germany

Canada
Singapore
Italy
Poland
Sweden South Korea
Türkiye Hungary
apan

Yes No


## Country

## LGBT Celebration \& Allyship

Q. Have you ever

Visited a bar or a night-club that caters primarily to LCBT people

Base: 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, polled between Feb. 23 - March 8, 2024.
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

23-Country Average
Ireland
Great Britain
Spain
Sweden
Chile
Australia
Argentina South Africa Colombia Mexico
Brazil
Thailand
Canada
Peru
Netherlands
United States
France
Belgium
Germany
Italy
Poland
Singapore
Hungary South Korea Türkiye Japan

Yes


## Country

## LGBT Allyship

Q. Have you ever

Spoken out against someone who was being prejudiced against LGBT people

Base: 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, polled between Feb. 23 - March 8, 2024
**Change for 23 -country average is based on the countries which were in both the 2024 and 2021 polls. 16,015 people polled between Feb. 23 March 8, 2024 and 15,569 polled from April 23 May 7, 2021 across 23 countries.

23-Country Average
Chile
Argentina
Brazil
South Africa
Peru
Colombia
Mexico
Netherlands
France
Ireland
Sweden Belgium
Australia United States Thailand Canada Germany Great Britain Italy Türkiye Poland Singapore Hungary South Korea Spain Japan

Yes


## LGBT Allyship by Generations

Q. Have you ever<br>Spoken out against someone who was being prejudiced against LGBT people<br>Base: 18,515 adults aged 18-74 in Canada, Republic<br>of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between Feb. 23 - March 8, 2024.



## Sexual Orientation \& Cender Identity

## Sexual Orientation By Country

## Q. And which of the following,

 if any, do you identify as?Any of:

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

Base: 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, polled between Feb. 23 - March 8, 2024.

## Country

26-Country Average Netherlands
Brazil
Canada Chile
Germany Great Britain Belgium Thailand Argentina Australia
Spain
Sweden
United States
Colombia
France
Poland
Turkey
Ireland
Italy
Mexico
Singapore
Hungary
Japan
Peru
South Africa
South Korea


## Sexual <br> Orientation By Generations

Q. And which of the following, if any, do you identify as?
Any of:

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

Base: 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, polled between Feb. 23 - March 8, 2024.

## Net \% of LGBT+Adults By Country

## Any of:

- Lesbian/gay/homosexual
- Bisexual
- Pansexual/omnisexual
- Asexual
- Transgender
- Non-binary/gender non-conforming/gender-fluid
- Other than male or female

Base: 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, polled between Feb. 23 - March 8, 2024.

## Country

26-Country Average Netherlands


## Net \% of <br> LGBT+ Adults <br> By Generations

## Any of:

- Lesbian/gay/homosexual
- Bisexual
- Pansexual/omnisexual
- Asexual
- Transgender
- Non-binary/gender non-conforming/gender-fluid
- Other than male or female


Base: 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, polled between Feb. 23 - March 8, 2024.

## Methodology

## METHODOLOGY

These are the results of a 26-country survey conducted by Ipsos on its Global Advisor online platform between Friday, February 23 and Friday, 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.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, 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, Singapore, South Africa, Thailand, and Türkiye 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 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.

When percentages do not sum up 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" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where $\mathrm{N}=1,000$ being accurate to + /- 3.5 percentage points
and of where $\mathrm{N}=500$ being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

For More Information

## Melissa Dunne

Senior Data Journalist
Ipsos Knowledge Centre
Melissa.Dunne@ipsos.com


[^0]:    *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.

[^1]:    *Generation Z (born between 1996-2012), Millennials(born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers(born between 1945-1965).

[^2]:    *Generation Z (born between 1996-2012), Millennials(born between 1980-1995), Generation X(born between

