# **LGBT+ PRIDE 2024**

A 26-Country Ipsos Global Advisor Survey

June 2024







# **In Summary**



# **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.



Older people are significantly less enthusiastic about upping LGBT+ representation in pop culture Forty-three per cent 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 inaugural global Pride polling <u>in 2021</u>), on average across 23 countries\*\* for this marketing strategy.



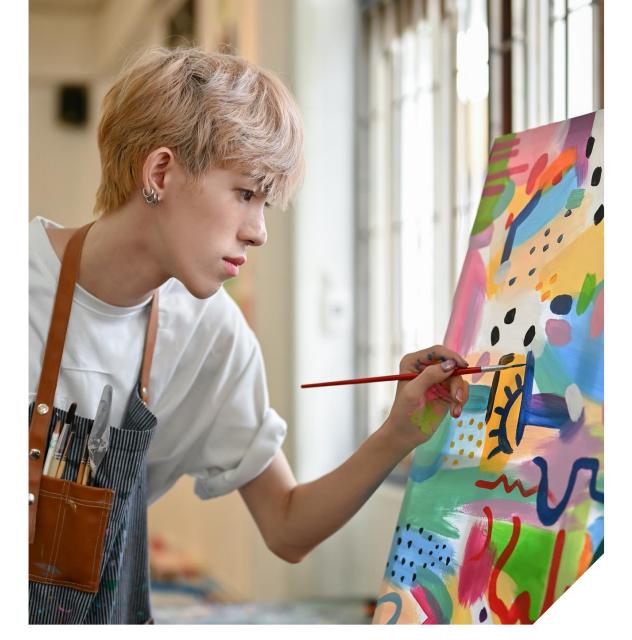
#### Less than one in three agree with transgender athletes competing based on the gender they identify with

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.





\*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 <u>first truly global generation</u> 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.

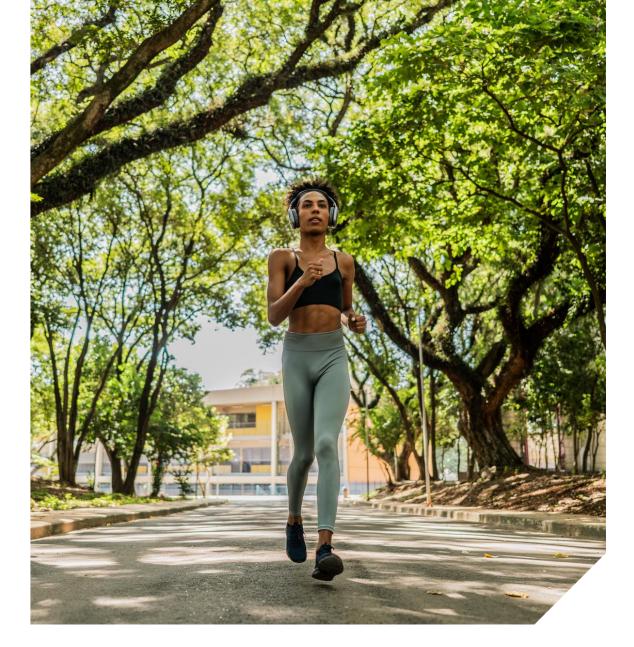
A framework for determining which gender category trans athletes can compete in <u>was rolled out in 2021</u>.

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.

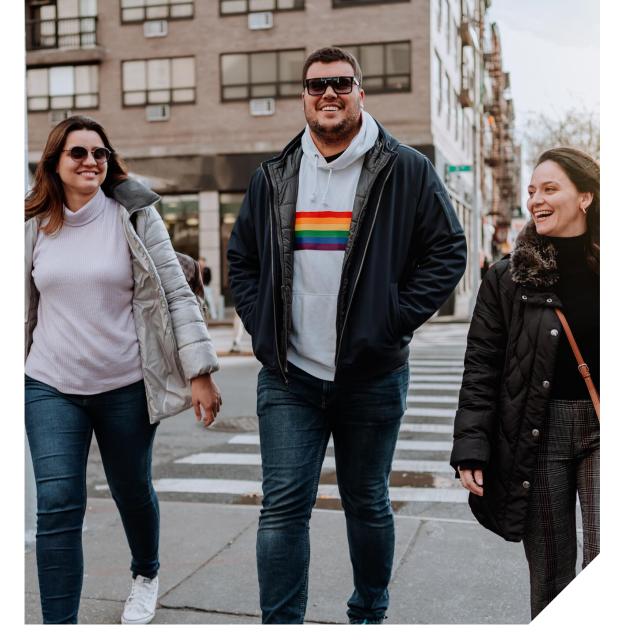
Across 23 countries, support among women fell nine points from 2021 to 30% in 2024 and three points to 23% among men. In some countries support dropped dramatically in the past three years, including Argentina (30% -18pp), Spain (37%,-13pp), the Netherlands (24%, -13pp) and Canada (21%, -12pp).

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 Gen 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 <u>Equalities Index</u> 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.

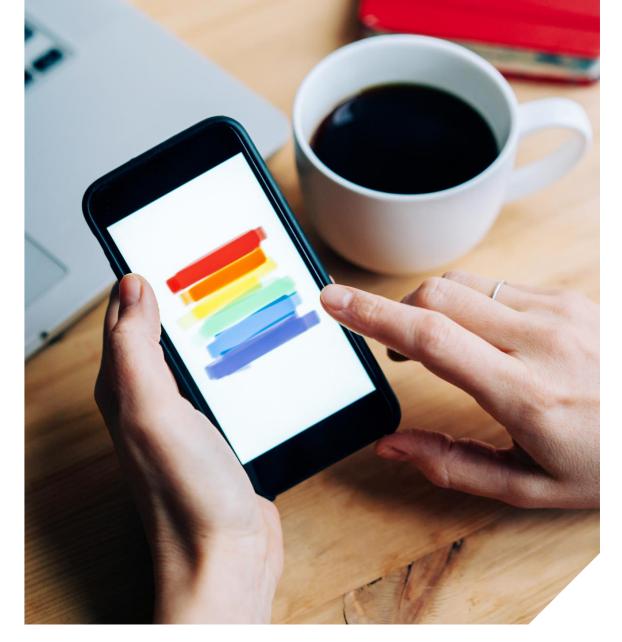
Support for companies and brands actively promoting equality for LGBT+ people did dip down at a global level over the past few years (currently sitting at 44% on average across 23 countries\*\* in 2024 vs. 49% in 2021) but it hasn't fallen off a cliff. And in 2024 slightly more than one in three are 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\*\*, -3pp since 2021) agree same-sex couples should be allowed to marry/legalize their relationship and 62% (-2pp) 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.

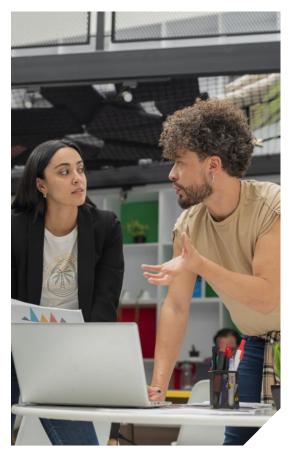
While half (50%, -5pp) agree transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the gender they identify with, almost one in three (35%) oppose this. And half (49%, -4pp) agree government-issued documents such as passports should include an option 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 1966-1979) and Baby Boomers (born between 1945-1965).

#### **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 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+ Attitudes & Visibility



Canada

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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.

Country	Yes	No	Change / 21** (% yes)
23-Country Average	48%	<b>42</b> %	+1
Brazil	68%	<b>24</b> %	+2
Colombia	67%	<b>26</b> %	+7
Ireland	64%	<b>28</b> %	N/A
Spain	63%	<b>30</b> %	+6
Great Britain	60%	33%	+3
Chile	57%	33%	-7
Sweden	56%	33%	+6
South Africa	56%	<b>39</b> %	=
Mexico	55%	<b>35</b> %	-9
Netherlands	55%	<b>37</b> %	+1
Germany	55%	<b>36</b> %	+15
United States	54%	<b>39</b> %	-3
Belgium	53%	<b>41</b> %	-4
Australia	53%	<b>37</b> %	-2
Canada	52%	<b>37</b> %	-8
Argentina	51%	<b>36</b> %	-4
Peru	49%	<b>41</b> %	-10
France	49%	<b>42</b> %	+6
Italy	46%	<b>42</b> %	+3
Thailand	45%	<b>38</b> %	N/A
Singapore	38%	<b>47</b> %	N/A
Poland	36%	<b>51%</b>	+5
Hungary	35%	<b>49</b> %	+9
Türkiye	16%	<b>73</b> %	+1
South Korea	9%	<b>77</b> %	+2
Japan	<b>5%</b>	<b>70</b> %	-2



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.

Country	Yes	No	Change / 21** (% yes)
23-Country Average	27%	54%	+1
Brazil	46%	37%	-4
Colombia	40%	45%	+8
Sweden	36%	38%	+4
South Africa	35%	53%	-2
United States	34%	50%	+4
Spain	34%	50%	+4
Mexico	32%	51%	-6
Australia	31%	48%	-1
Chile	30%	<b>49</b> %	-3
Germany	30%	53%	+13
Great Britain	29%	51%	+1
Ireland	29%	50%	N/A
Thailand	29%	46%	N/A
Canada	29%	48%	-3
Peru	29%	56%	-4
Argentina	28%	51%	-6
Netherlands	27%	57%	+1
Belgium	23%	57%	-4
Singapore	23%	52%	N/A
Italy	22%	58%	+1
France	22%	56%	+2
Hungary	19%	57%	+2
Poland	18%	61%	-3
Türkiye	13%	70%	+1
South Korea	7%	77%	+1
Japan	<mark>4</mark> 9	68%	=



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	Yes	No	Change / 21** (% yes)
23-Country Average	12%	76%	+2
Thailand	46%	39%	N/A
Great Britain	19%	73%	+6
Canada	18%	69%	=
Brazil	18%	66%	+3
United States	17%	71%	+3
Australia	17%	70%	-1
Chile	16%	71%	+3
Sweden	16%	68%	+2
South Africa	16%	74%	+6
Netherlands	16%	78%	+2
Germany	16%	73%	+9
Singapore	14%	<b>72%</b>	N/A
Colombia	14%	73%	+1
Mexico	14%	71%	-2
Ireland	13%	75%	N/A
Belgium	13%	80%	+3
Peru	12%	76%	=
Spain	12%	79%	+2
Argentina	10%	78%	-2
France	8%	83%	+4
Poland	8%	79%	+1
Türkiye	7%	82%	+3
Italy	7%	83%	=
Hungary	5%	82%	+3
Japan	49	70%	=
South Korea		87%	=



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.

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Country	Yes	No	Change / 21** (% yes)
23-Country Average	11%	70%	+1
Thailand	32%	46%	N/A
Canada	18%	64%	+2
Great Britain	16%	70%	+4
Sweden	16%	63%	+3
South Africa	16%	<b>67%</b>	+2
Brazil	15%	61%	+3
United States	15%	65%	+1
Australia	15%	66%	-1
Singapore	15%	<b>62</b> %	N/A
Mexico	13%	63%	+1
Ireland	13%	<b>69%</b>	N/A
Colombia	13%	64%	+4
Argentina	12%	<b>67%</b>	=
Netherlands	12%	76%	+6
Chile	11%	<b>67%</b>	-2
Germany	11%	74%	+7
Italy	10%	72%	+2
Spain	10%	76%	+2
Poland	10%	76%	+3
Peru	9%	70%	-6
France	9%	75%	+2
Türkiye	8%	78%	+2
Belgium	7%	77%	-2
Hungary	4%	71%	+1
South Korea	3	80%	=
Japan	2	65%	-1



# 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.

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Country	Support	Oppose	Change / 21** (% support)
23-Country Average	50%	15%	-5
Thailand	68%	7%	N/A
Spain	68%	7%	-5
Chile	63%	11%	-5
South Africa	61%	14%	-5
Argentina	60%	9%	-9
Italy	58%	12%	+1
Sweden	58%	12%	-3
Colombia	57%	12%	+2
reland	57%	15%	N/A
Netherlands	57%	13%	-9
Great Britain	56%	11%	-7
Australia	54%	13%	-3
Brazil	54%	13%	-1
Mexico	53%	10%	-13
Belgium	52%	15%	-10
rance	51%	18%	+1
Peru	50%	12%	-8
Canada	49%	15%	-12
Germany	47%	13%	+1
Poland	47%	21%	+3
Jnited States	47%	18%	-9
Singapore	45%	15%	N/A
lungary	34%	25%	+1
Japan	29%	9%	-5
South Korea	26%	25%	=
Türkiye	21%	41%	-11



# 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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Country	Support	Oppose	Change / 21** (% support)
23-Country Average	39%	24%	=
Spain	65%	9%	+1
Sweden	59%	13%	+3
Ireland	54%	17%	N/A
Great Britain	48%	15%	=
Italy	48%	17%	-4
Belgium	47%	18%	-3
Netherlands	47%	16%	-5
Chile	47%	21%	+3
Thailand	45%	13%	N/A
Argentina	44%	16%	-5
Australia	44%	18%	-4
South Africa	43%	24%	-2
France	43%	21%	+3
Germany	43%	17%	+4
Canada	40%	19%	-8
Brazil	39%	26%	-3
United States	37%	26%	-4
Mexico	37%	21%	-1
Poland	33%	33%	+8
Colombia	32%	29%	+4
Peru	28%	35%	+4
Singapore	27%	30%	N/A
Japan	25%	13%	-2
Hungary	21%	38%	-2
Türkiye	16%	51%	+1
South Korea	14%	46%	+2



# 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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Country	Support	Oppose	Change / 21** (% support)
23-Country Average	49%	16%	-5
Spain	68%	7%	-5
Thailand	67%	9%	N/A
Sweden	66%	9%	-1
Great Britain	60%	11%	-1
Italy	59%	11%	-6
Netherlands	59%	8%	-11
South Africa	59%	16%	-2
Ireland	58%	16%	N/A
Chile	57%	13%	-6
Brazil	57%	13%	-3
Belgium	54%	14%	-8
Australia	54%	13%	-2
France	52%	13%	=
Argentina	51%	12%	-14
Canada	50%	15%	-11
Germany	47%	12%	=
Colombia	47%	16%	-5
Mexico	46%	16%	-13
Poland	44%	21%	+5
United States	43%	21%	-10
Peru	43%	17%	-4
Singapore	38%	20%	N/A
Japan	30%	10%	-5
Hungary	28%	25%	=
Türkiye	23%	40%	-9
South Korea	22%	34%	-4

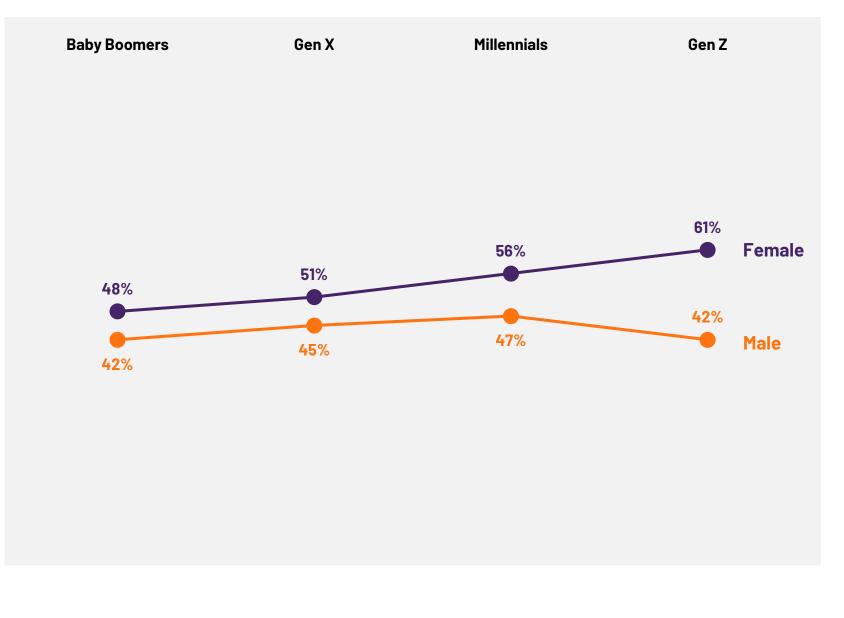


## LGBT+ Attitudes by Generation\*

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.



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



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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Country	Support	Oppose	Change / 21** (% support)
23-Country Average	33%	26%	-3
Thailand	60%	10%	N/A
South Africa	48%	26%	+1
Spain	47%	15%	-3
Ireland	46%	19%	N/A
Brazil	43%	23%	-3
Sweden	42%	21%	+4
Chile	42%	24%	-2
Italy	39%	21%	+2
Great Britain	39%	23%	-2
Australia	37%	23%	-5
Netherlands	35%	24%	-9
Argentina	34%	20%	-15
Mexico	34%	23%	-7
Canada	34%	22%	-10
Germany	33%	24%	-1
Belgium	32%	25%	-11
France	32%	25%	+1
United States	31%	31%	-8
Singapore	31%	27%	N/A
Poland	29%	36%	+5
Colombia	29%	26%	-6
Peru	27%	24%	=
South Korea	19%	<b>39</b> %	+1
Japan	18%	17%	-5
Türkiye	17%	49%	-6
Hungary	13%	<b>44</b> %	-4

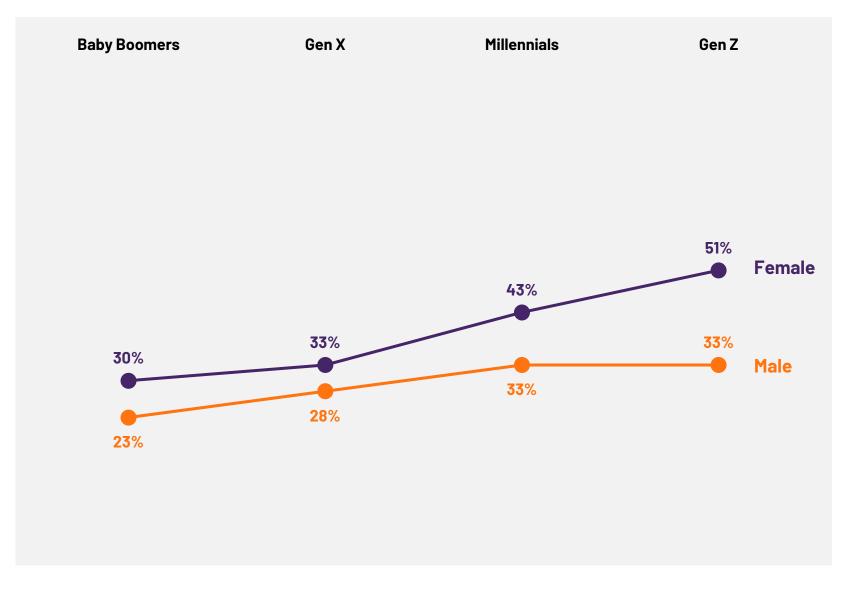


## LGBT+ Visibility by Generation\*

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.



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



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.

Country	Support	Oppose	Change / 21** (% support)
23-Country Average	44%	20%	-5
Thailand	71%	9%	N/A
Spain	60%	11%	-3
Sweden	57%	12%	=
South Africa	57%	17%	=
Italy	55%	14%	-6
Brazil	53%	13%	-5
Ireland	52%	17%	N/A
Chile	50%	21%	-6
Netherlands	50%	18%	-14
Argentina	48%	17%	-11
Great Britain	47%	17%	-5
Mexico	46%	16%	-15
Belgium	45%	20%	-11
Australia	45%	20%	-4
Germany	43%	15%	+1
Canada	42%	19%	-11
Colombia	41%	21%	-6
Peru	41%	19%	+1
United States	40%	24%	-8
France	39%	24%	-2
Poland	39%	31%	+4
Singapore	37%	21%	N/A
Japan	36%	10%	-9
Hungary	30%	28%	-1
South Korea	24%	31%	=
Türkiye	22%	42%	-14

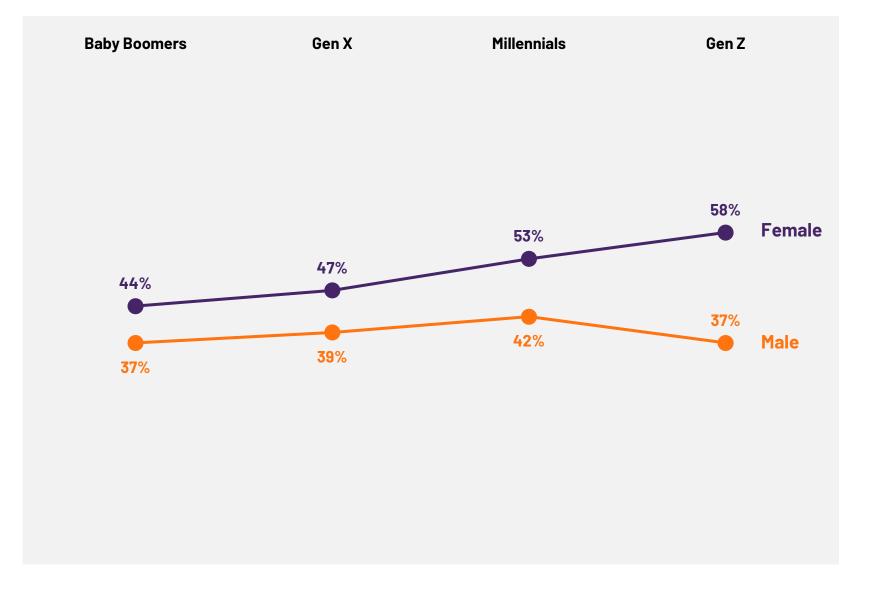


## LGBT+ Visibility by Generation\*

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.



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



# LGBT+ Rights & 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.

Country	Agree	Disagree
26-Country Average	74%	17%
Thailand	84%	11%
South Africa	83%	10%
Spain	82%	<b>12</b> %
Sweden	81%	<b>12</b> %
Ireland	80%	14%
Australia	79%	14%
Mexico	78%	16%
Argentina	77%	17%
Peru	77%	17%
Canada	77%	12%
France	77%	13%
Brazil	77%	16%
Great Britain	77%	13%
Italy	76%	15%
Colombia	76%	17%
Netherlands	76%	16%
United States	75%	14%
Belgium	75%	16%
Singapore	73%	15%
Germany	73%	16%
Chile	73%	22%
Japan	66%	16%
Hungary	65%	24%
Poland	61%	24%
South Korea	60%	29%
Türkiye	52%	36%



## Perceived Transgender Discrimination **By Country**

#### Q. In your opinion,

how much discrimination do transgender people face in our society today?

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	A great deal/ fair amount	Not much/ not at all
26-Country Average	66%	19%
Peru	78%	12%
Colombia	77%	13%
Brazil	76%	14%
Mexico	75%	16%
Chile	74%	15%
Italy	73%	18%
South Africa	73%	16%
Spain	72%	19%
Ireland	71%	18%
Thailand	71%	23%
Argentina	70%	19%
South Korea	69%	19%
Hungary	68%	16%
Netherlands	68%	17%
United States	67%	17%
Singapore	67%	18%
Great Britain	65%	19%
Belgium	61%	21%
Poland	61%	23%
Türkiye	60%	22%
Australia	60%	26%
France	60%	20%
Sweden	59%	18%
Canada	59%	22%
Germany	50%	32%
Japan	42%	30%

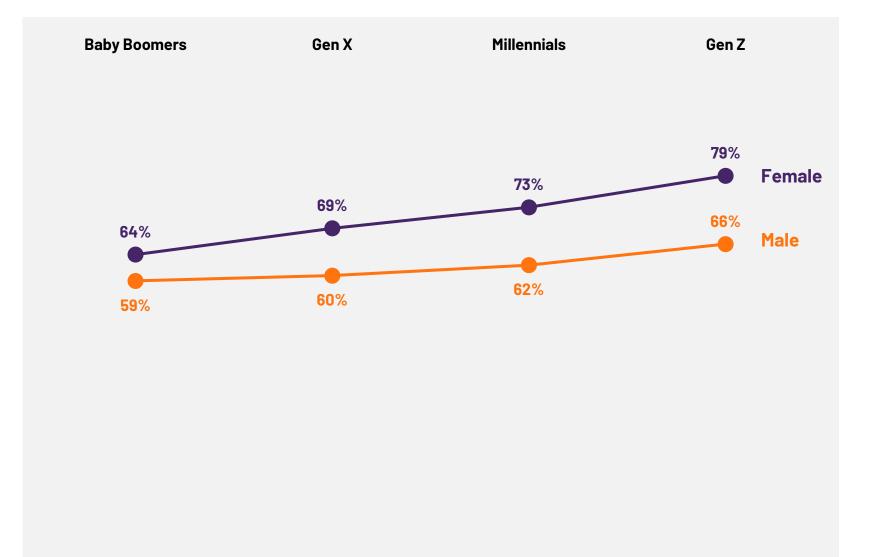


## Perceived Transgender Discrimination By Generation\*

#### 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.



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



# 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	Change / 21** (% support)
23-Country Average	53%	17%	-4
Thailand	73%	9%	N/A
Spain	69%	12%	-1
Sweden	64%	16%	-7
Italy	64%	13%	-2
France	61%	13%	-1
Chile	61%	18%	-9
Great Britain	61%	14%	-7
Ireland	60%	16%	N/A
Argentina	60%	12%	-6
South Africa	59%	21%	+5
Australia	58%	14%	=
Brazil	58%	16%	-7
Netherlands	57%	17%	-11
Mexico	56%	15%	-6
Colombia	55%	17%	+1
Belgium	54%	17%	-5
Canada	54%	17%	-9
Peru	51%	16%	-2
Poland	51%	20%	+4
United States	51%	22%	-9
Germany	47%	18%	-3
Japan	42%	10%	-10
Singapore	40%	20%	N/A
Hungary	36%	25%	+5
South Korea	33%	26%	-5
Türkiye	29%	35%	-4



#### 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.

Country	Agree	Disagree
26-Country Average	72%	17%
Thailand	89%	7%
South Africa	82%	11%
Ireland	79%	14%
Peru	79%	16%
Australia	78%	14%
Sweden	78%	14%
Italy	78%	13%
Mexico	78%	16%
Argentina	76%	17%
Brazil	76%	16%
Colombia	76%	17%
Spain	75%	17%
France	75%	14%
Netherlands	74%	15%
Canada	74%	16%
Singapore	73%	16%
Great Britain	73%	15%
Chile	72%	21%
United States	71%	17%
Belgium	70%	18%
Germany	70%	18%
Japan	65%	16%
Poland	63%	23%
South Korea	62%	28%
Hungary	61%	27%
Türkiye	52%	34%

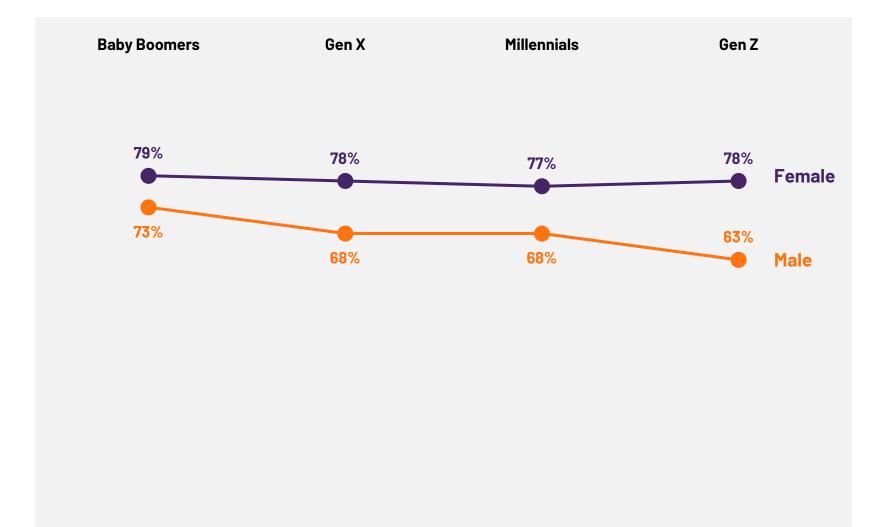


#### Views on Transgender Discrimination Protection By Generation\*

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.



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



#### 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)

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	Agree	Disagree
26-Country Average	55%	30%
Thailand	81%	11%
Italy	67%	21%
Chile	67%	27%
Singapore	66%	20%
South Africa	65%	25%
Spain	63%	25%
Japan	62%	17%
Argentina	62%	26%
Netherlands	60%	24%
Mexico	59%	31%
South Korea	57%	30%
Australia	56%	32%
Brazil	56%	30%
Colombia	56%	33%
Germany	55%	26%
Poland	55%	27%
Belgium	55%	29%
Ireland	52%	35%
Peru	51%	39%
France	49%	31%
Türkiye	49%	34%
Canada	48%	36%
Great Britain	44%	38%
United States	43%	43%
Sweden	40%	42%
Hungary	37%	45%

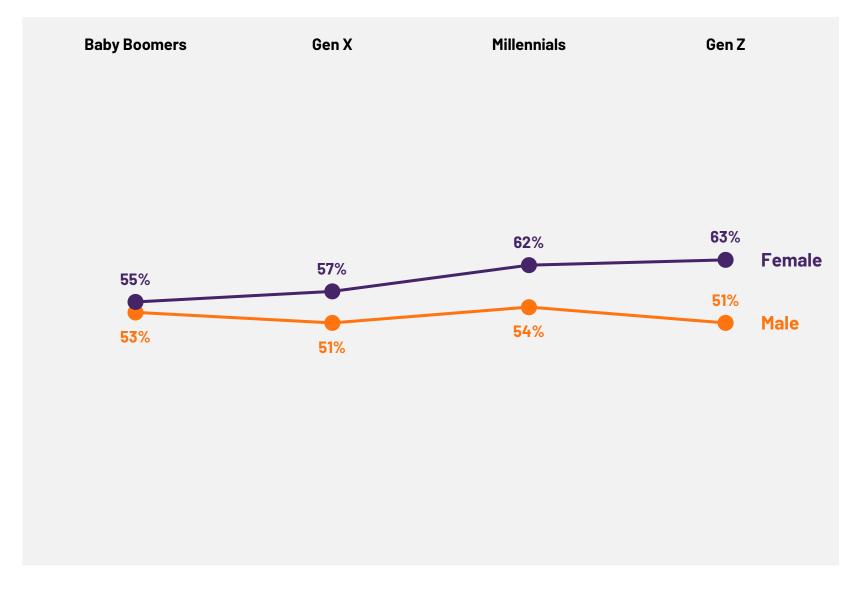


#### Views on Teens' Access to Gender-Affirming Care By Generations\*

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.



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



#### **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.

Country	Agree	Disagree
26-Country Average	50%	35%
Thailand	82%	10%
Italy	63%	23%
Germany	59%	24%
Netherlands	58%	28%
Spain	57%	27%
Chile	57%	35%
Argentina	56%	30%
Sweden	56%	30%
South Africa	55%	34%
Brazil	53%	34%
Mexico	53%	40%
Singapore	53%	29%
Australia	51%	33%
Colombia	50%	39%
France	50%	30%
Belgium	49%	33%
Ireland	46%	39%
Poland	46%	31%
Peru	45%	47%
Canada	45%	37%
South Korea	44%	42%
Japan	43%	35%
Türkiye	41%	40%
United States	41%	43%
Great Britain	38%	43%
Hungary	38%	42%

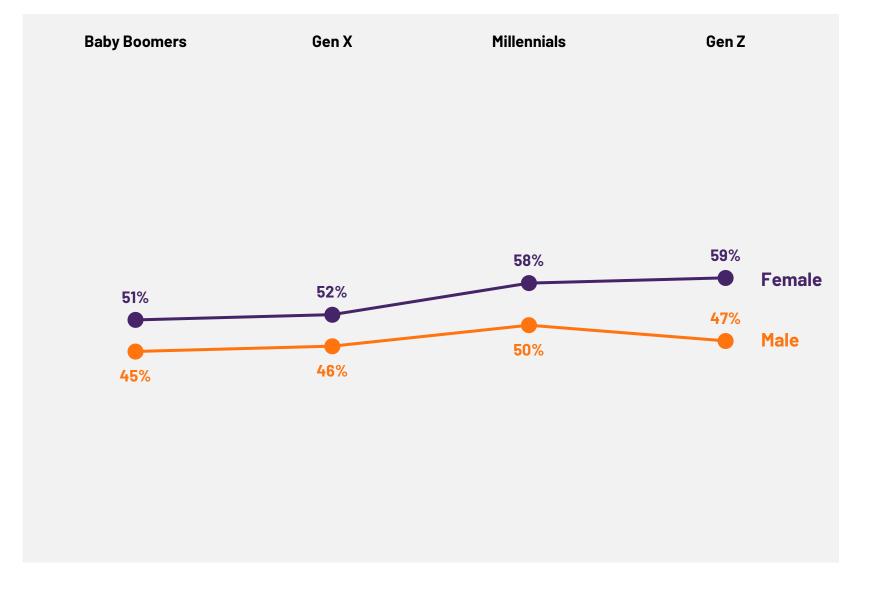


#### Views on Access to Facilities Matching Gender Identity By Generation\*

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.



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



#### Views on Other-**Gender 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.

Country	Agree	Disagree
26-Country Average	49%	36%
Thailand	77%	15%
Chile	59%	32%
Argentina	57%	31%
South Africa	57%	32%
Japan	56%	23%
Italy	56%	29%
Spain	56%	28%
Brazil	54%	33%
Mexico	52%	39%
Netherlands	51%	38%
Australia	51%	36%
Ireland	50%	37%
Germany	50%	34%
Colombia	50%	39%
Singapore	50%	33%
South Korea	47%	38%
Belgium	47%	38%
Peru	45%	45%
United States	44%	40%
Türkiye	43%	42%
Great Britain	43%	39%
Sweden	42%	41%
Poland	42%	35%
France	40%	40%
Canada	40%	41%
Hungary	40%	43%



#### Views on Insurance **Coverage 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.

Country	Agree	Disagree
26-Country Average	44%	40%
Thailand	70%	22%
Chile	60%	33%
Italy	58%	28%
South Africa	54%	34%
Netherlands	54%	34%
Spain	53%	34%
Brazil	53%	34%
Singapore	52%	30%
Argentina	51%	38%
Germany	48%	36%
Ireland	46%	39%
Mexico	45%	45%
Australia	44%	42%
Belgium	44%	40%
Japan	42%	33%
Poland	41%	38%
France	41%	<b>42</b> %
Colombia	41%	50%
Peru	40%	51%
United States	39%	47%
Türkiye	39%	41%
Sweden	36%	44%
Canada	36%	48%
Great Britain	34%	47%
South Korea	26%	60%
Hungary	25%	61%



### 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.

Country	Support	Oppose	Change / 21** (% support)
23-Country Average	27%	40%	-5
Thailand	53%	20%	N/A
South Africa	38%	34%	+3
Chile	37%	40%	-6
Spain	37%	35%	-13
Brazil	36%	34%	-4
Italy	36%	30%	+2
France	32%	36%	-2
Germany	31%	28%	-1
Colombia	30%	41%	-3
Argentina	30%	40%	-18
Belgium	29%	35%	-8
Sweden	28%	45%	-3
Singapore	27%	32%	N/A
Mexico	26%	41%	-9
Poland	26%	41%	+3
Ireland	25%	46%	N/A
Türkiye	25%	40%	-3
Peru	24%	40%	-5
Netherlands	24%	41%	-13
Australia	23%	47%	-4
United States	21%	52%	-6
Canada	21%	48%	-12
Japan	19%	30%	-7
Great Britain	19%	54%	-5
Hungary	17%	46%	-3
South Korea	14%	44%	-4

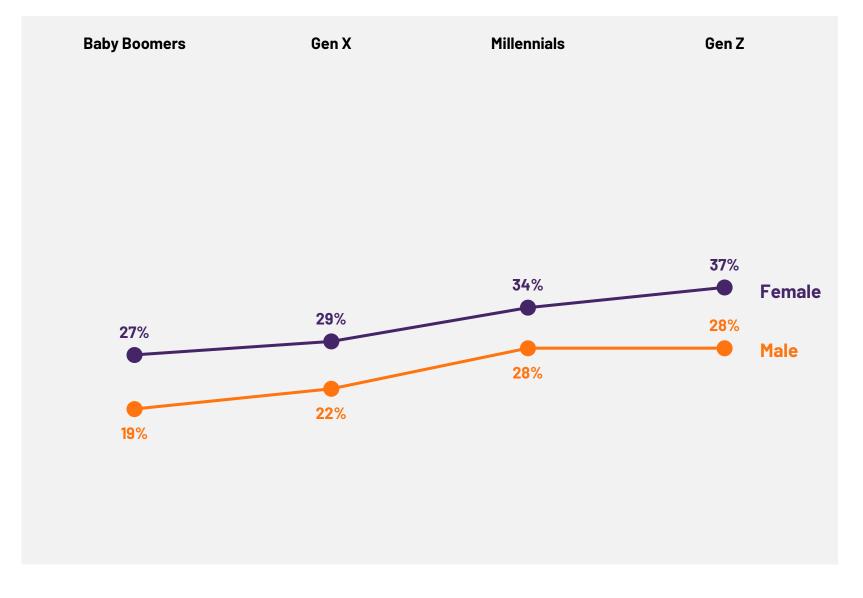


### Views About LGBT Equality and Visibility By Generation\*

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.



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



## Same-Sex Marriage & Parenting



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### 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

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									2024 Allow marriage or legal recognition (net)	Change / 21** Allow marriage or lega recognition (net)
23-Country Average		55%		16%	ί 1	3%	16	%	71%	-3
Sweden		<b>78</b> %	6			8%	<b>7</b> %	7%	86%	-3
Netherlands		77%	, D			8%	8%	7%	85%	-4
Spain		<b>73</b> %				13%	<b>9</b> %	6%	86%	+2
Germany		<b>71</b> %			109	% 12	.%	8%	81%	=
Belgium		<b>69</b> %			9%	12%		10%	78%	-6
Argentina		<b>69</b> %			<b>9</b> %	15	%	<b>7</b> %	78%	-4
Ireland		<b>68</b> %			8%	10%	1	3%	76%	N/A
Great Britain		<b>66</b> %			11%	10%	1	3%	77%	-5
Canada		65%			10%	<b>13</b> %		2%	75%	-7
Chile		<b>65</b> %			<b>16</b> %	10	%	10%	81%	-1
Australia		64%			<b>13</b> %	<b>12</b> %		2%	77%	+1
France		<b>62</b> %			<b>16</b> %	12%	,	10%	78%	+4
Italy		<b>58</b> %			19%	12%		10%	77%	-6
Thailand		<b>58</b> %			20%	<b>12</b> %	6	<b>9</b> %	78%	N/A
Mexico		55%		16%		17%	1	3%	71%	-5
South Africa		53%		14%	13%		19%	)	67%	-4
Brazil		51%		<b>17</b> %	1	8%	14	4%	68%	=
United States		51%		14%	<b>18</b> %		18%	6	65%	-7
Colombia	46	%		<b>19</b> %	<b>21</b> %	6	14	<b>•</b> %	65%	-2
Hungary	44%	/ 0	1	8%	<b>21</b> %		17	%	62%	-4
Japan	<b>42</b> %			25%		<b>28</b> %		6%	67%	-2
Poland	39%		2	28%	13%		20%	2	67%	+1
Peru	36%		30	%	20	%	14	•%	66%	-2
South Korea	36%		16%	27	1%		21%		52%	-2
Singapore	33%		<b>21</b> %	21	%	2	25%		54%	N/A
Türkiye	18%	19%	3	0%		33%			37%	-6

\*\*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.



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

Q. 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	Agree	Disagree	Change / 21** (% agree)
23-Country Average	62%	29%	-2
Thailand	82%	10%	N/A
Sweden	78%	17%	-1
Netherlands	74%	21%	-9
Spain	74%	19%	-3
Germany	73%	20%	+4
Belgium	73%	20%	+1
Great Britain	72%	18%	=
Australia	71%	21%	=
Canada	70%	21%	-11
Ireland	69%	23%	N/A
South Africa	69%	24%	=
Brazil	68%	24%	-1
Argentina	68%	25%	-5
United States	66%	24%	-6
Chile	66%	29%	-1
France	65%	28%	+3
Japan	64%	18%	-4
Italy	63%	30%	+4
Mexico	57%	35%	-2
Singapore	57%	30%	N/A
Colombia	53%	40%	+5
Hungary	50%	38%	-9
Peru	49%	42%	+8
South Korea	45%	44%	-1
Poland	41%	44%	+8
Türkiye	29%	57%	-10



### 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.

Country	Agree	Disagree	Change / 21** (% agree)
23-Country Average	63%	<b>27</b> %	-2
Sweden	81%	15%	-1
Thailand	81%	11%	N/A
Great Britain	74%	15%	-2
Germany	74%	19%	+4
Ireland	74%	19%	N/A
Netherlands	74%	21%	-11
Spain	73%	20%	-6
Australia	72%	20%	-2
Canada	71%	20%	-13
Belgium	71%	22%	-4
Argentina	71%	23%	-3
Chile	70%	23%	+3
France	69%	22%	+1
Brazil	69%	24%	=
South Africa	68%	24%	-2
Italy	68%	26%	+5
United States	67%	23%	-6
Mexico	59%	34%	-1
Japan	58%	20%	-3
Hungary	58%	34%	-4
Singapore	56%	29%	N/A
Colombia	53%	41%	+5
Peru	50%	40%	+6
Poland	44%	43%	+5
South Korea	38%	46%	-1
Türkiye	29%	55%	-9



~ -*	26-country average (% support)	F	emale Gen Zers	Male Gen Zers	Gap
Gen Z*	Same-sex couples should be allowed to marry	65%			
Spotlight: Views on LGBT	legally	45%	20		
	LGBT people being open about their sexual	63%			
Rights &	orientation or gender identity with everyone	45%	18		
Protections	Laws banning discrimination against LGBT	61%			
	people when it comes to employment, access to education, housing and social services, etc. 46% 15 Openly lesbian, gay and bisexual athletes in 61%	15			
	sports teams	<b>42</b> %	19		
	Companies and brands actively promoting	58%			
	equality for LGBT people	<b>37</b> %	21		
	LGBT people displaying affection in public (e.g.,	54%			
Base: 18,515 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United	kissing or holding hands)	36%	18		
States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between Feb. 23 – March 8, 2024.	More LGBT characters on TV, in films and in	51%			
	advertising	33%	18		

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





Gen Z\* Spotlight: Views on Transgender Rights & Protections

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.

\*Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between

26-country average (% agree)

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

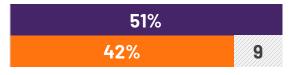
Transgender athletes competing based on the gender they identify with rather the sex they were assigned at birth

/8%	
<b>63</b> %	15

63% 51% 12

59%	
<b>47</b> %	12

<b>57</b> %	
45%	12



<b>37</b> %	
<b>28</b> %	9



# LGBT+ Celebration & Allyship



## 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.

Country	Yes	No	Change / 21** (% yes)
23-Country Average	15%	75%	+1
Thailand	33%	51%	N/A
South Africa	29%	64%	+8
Sweden	24%	70%	+7
Spain	23%	71%	+1
reland	21%	71%	N/A
Chile	20%	68%	=
Great Britain	19%	74%	+3
1exico	19%	71%	-2
Australia	19%	71%	-2
Colombia	19%	70%	+5
Canada	18%	72%	=
letherlands	17%	77%	-1
Jnited States	17%	74%	+1
Argentina	17%	70%	+1
Brazil	16%	76%	+1
taly	16%	78%	+3
Germany	15%	74%	+3
rance	15%	77%	+7
Peru	14%	74%	+1
Belgium	12%	80%	-1
Singapore	12%	76%	N/A
Poland	12%	79%	+3
ürkiye	<mark>.</mark> 5%	81%	+2
lungary	<mark>. 5%</mark> .	90%	+1
South Korea	<mark>4%</mark>	82%	+1
Japan	3	88%	+2



## 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	Yes	No	Change / 21** (% yes)
23-Country Average	14%	78%	+2
Thailand	36%	<b>49%</b>	N/A
Argentina	23%	68%	+3
Ireland	23%	71%	N/A
South Africa	22%	<b>72%</b>	+4
Chile	22%	69%	+5
Spain	22%	74%	+6
Belgium	21%	<b>72%</b>	+1
Mexico	21%	71%	=
United States	18%	73%	+4
Colombia	18%	<b>72%</b>	+4
Netherlands	17%	78%	-1
France	17%	76%	+5
Great Britain	17%	79%	+2
Australia	16%	76%	-1
Peru	16%	74%	+3
Brazil	16%	78%	+5
Germany	15%	75%	+4
Canada	13%	79%	=
Singapore	13%	77%	N/A
Italy	10%	84%	+3
Poland	8%	86%	+2
Sweden	8%	<b>87</b> %	=
South Korea	5%	83%	+2
Türkiye	4%	85%	+2
Hungary	3	92%	+1
Japan		91%	=



## LGBT **Celebration &** Allyship

Q. Have you ever

Visited a bar or a night-club that caters primarily to 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.

Country	Yes	Νο	Change / 21** (% yes)
23-Country Average	22%	68%	+2
Ireland	35%	54%	N/A
Great Britain	35%	58%	=
Spain	32%	59%	+4
Sweden	30%	62%	+10
Chile	30%	59%	+2
Australia	30%	59%	-4
Argentina	29%	59%	+2
South Africa	28%	65%	+2
Colombia	28%	61%	+6
Mexico	27%	62%	-1
Brazil	26%	66%	+5
Thailand	25%	56%	N/A
Canada	24%	66%	=
Peru	23%	64%	=
Netherlands	23%	70%	-3
United States	23%	67%	=
France	22%	70%	+3
Belgium	21%	69%	-5
Germany	21%	66%	=
Italy	20%	71%	+1
Poland	14%	77%	+5
Singapore	13%	75%	N/A
Hungary	9%	82%	+2
South Korea	7%	82%	+2
Türkiye	<mark>6%</mark>	82%	-2
Japan	49	87%	=



### 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.

Country	Yes	No	Change / 21** (% yes)
23-Country Average	30%	56%	-2
Chile	47%	35%	-3
Argentina	42%	41%	-11
Brazil	41%	49%	-2
South Africa	40%	45%	+2
Peru	38%	50%	-6
Colombia	37%	46%	-2
Mexico	37%	<b>47</b> %	-7
Netherlands	37%	50%	-2
France	36%	53%	+2
Ireland	33%	52%	N/A
Sweden	33%	48%	-3
Belgium	32%	56%	-11
Australia	30%	54%	-6
United States	29%	57%	=
Thailand	29%	53%	N/A
Canada	29%	55%	-7
Germany	29%	<b>52%</b>	+1
Great Britain	28%	60%	=
Italy	26%	64%	=
Türkiye	25%	57%	-9
Poland	23%	61%	+4
Singapore	18%	66%	N/A
Hungary	17%	<b>72</b> %	+1
South Korea	14%	65%	-5
Spain	9%	85%	+4
Japan	49	83%	-3

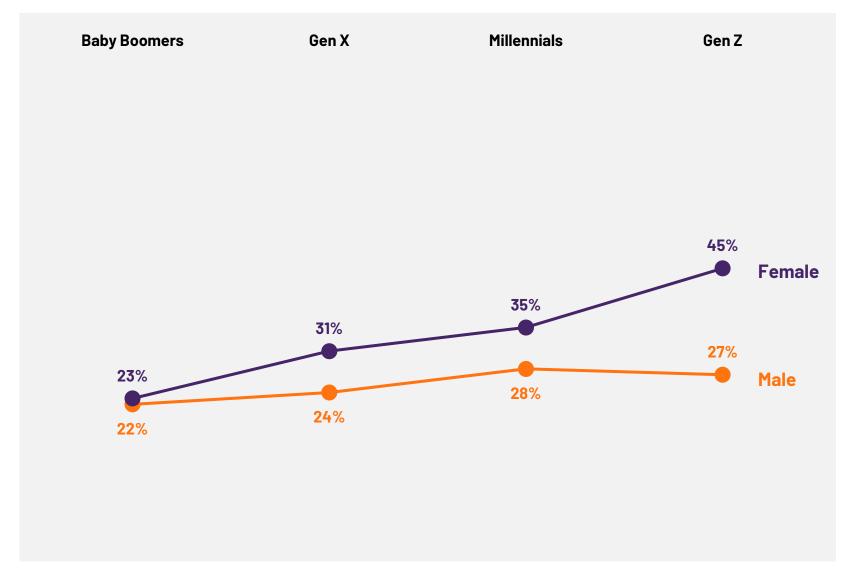


### LGBT Allyship by Generations

### Q. Have you ever

Spoken out against someone who was being prejudiced against LGBT people (% yes)

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.



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



## Sexual Orientation & Gender 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	9%
Netherlands	14%
Brazil	13%
Canada	11%
Chile	11%
Germany	11%
Great Britain	11%
Belgium	10%
Thailand	10%
Argentina	10%
Australia	10%
Spain	10%
Sweden	10%
United States	10%
Colombia	9%
France	9%
Poland	9%
Turkey	8%
Ireland	8%
Italy	6%
Mexico	6%
Singapore	5%
Hungary	4%
Japan	4%
Peru	4%
South Africa	4%
South Korea	4%



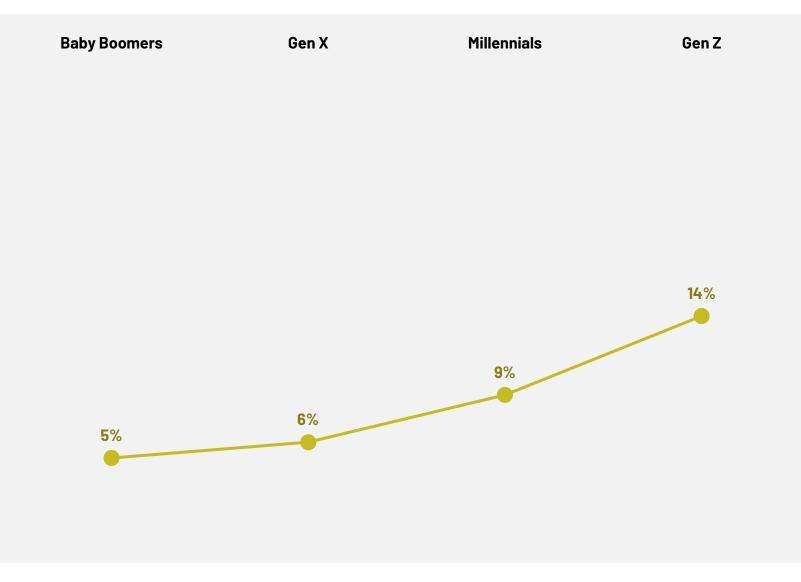
### Sexual Orientation By Generations

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 nonconforming/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	11%
Netherlands	17%
Thailand	15%
Brazil	14%
Canada	13%
Great Britain	13%
Australia	12%
United States	12%
Chile	12%
Germany	12%
Belgium	11%
Spain	11%
Sweden	11%
Argentina	10%
Colombia	10%
France	10%
Poland	10%
Turkey	9%
Ireland	9%
Italy	7%
Mexico	7%
Singapore	6%
Hungary	5%
Japan	5%
Peru	5%
South Africa	5%
South Korea	5%

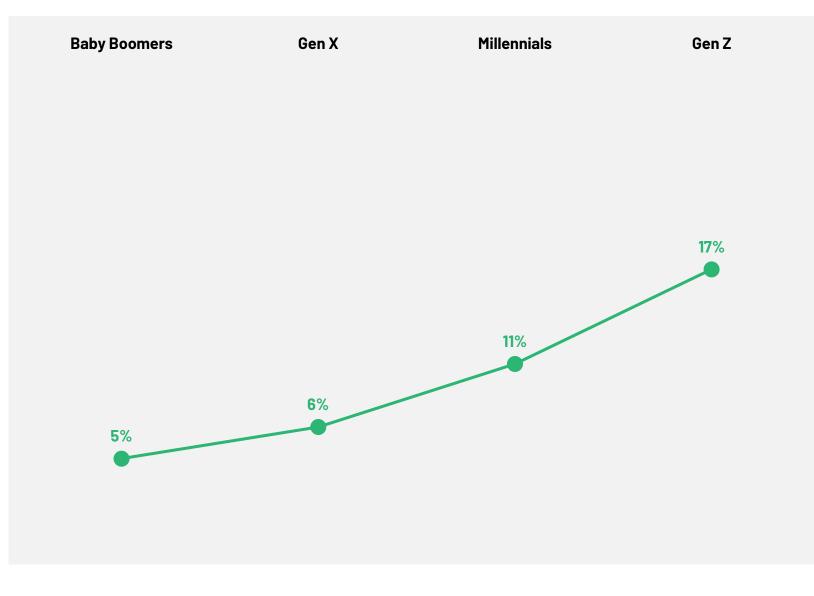


### Net % of LGBT+ Adults By Generations

### Any of:

- Lesbian/gay/homosexual
- Bisexual
- Pansexual/omnisexual
- Asexual
- Transgender
- Non-binary/gender nonconforming/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.



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



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## Methodology



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## 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 N=1,000 being accurate to +/- 3.5 percentage points and of where 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**

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