

# IPSOS LGBT+ PRIDE REPORT 2024

A 26-Country Ipsos Global  
Advisor Survey

June 2024



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# In Summary



# Key findings



## Younger people most likely to identify as LGBT+

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



## Gen Z women are more likely than Gen Z men to support several LGBT+ rights/protections

For example, 78% of Gen Z women vs. 63% of Gen Z men agree transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores.



## Support for same-sex unions varies dramatically across 26 countries

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



## Older people are significantly less enthusiastic about upping LGBT+ representation in pop culture

43% of Gen Zers support seeing more LGBT characters on TV, in films and in advertising vs. 27% of Boomers.



## Just over two in five support companies/brands actively promoting equality for LGBT+ people

Support has dipped five percentage points to 44% since our global Pride polling [in 2021](#), on average across 23 countries\*\* for this marketing strategy.



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

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

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

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





## 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, 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 recent Ipsos Generations Report 2024 notes Gen Zers are likely the [first truly global generation](#), and thus have likely 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 non-conforming, gender-fluid and/or other than male or female.

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



# 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](#).

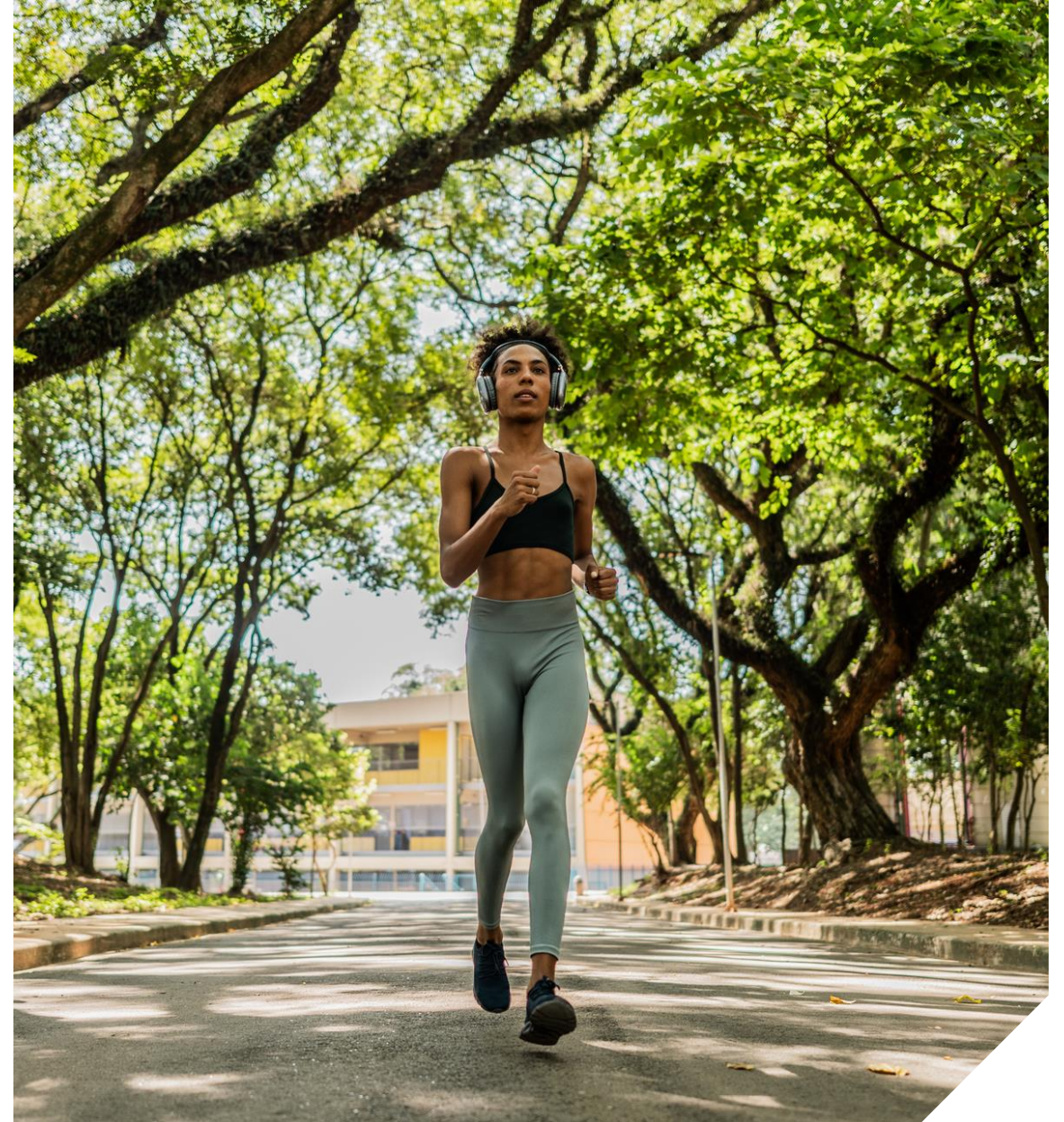
The new framework looks to be generally in line with global sentiment on this issue as our new polling finds one in four (27% on average across 23 countries) support trans athletes competing based on the gender they identify with rather than the sex they were assigned at birth, down a bit from 32% support 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%,-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 34% 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.*





## 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 same-sex 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 same-sex 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 [Ipsos Equalities Index 2024](#) 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 58% of Millennial women) younger females supporting this vs. 51% on average overall.

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



# 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.

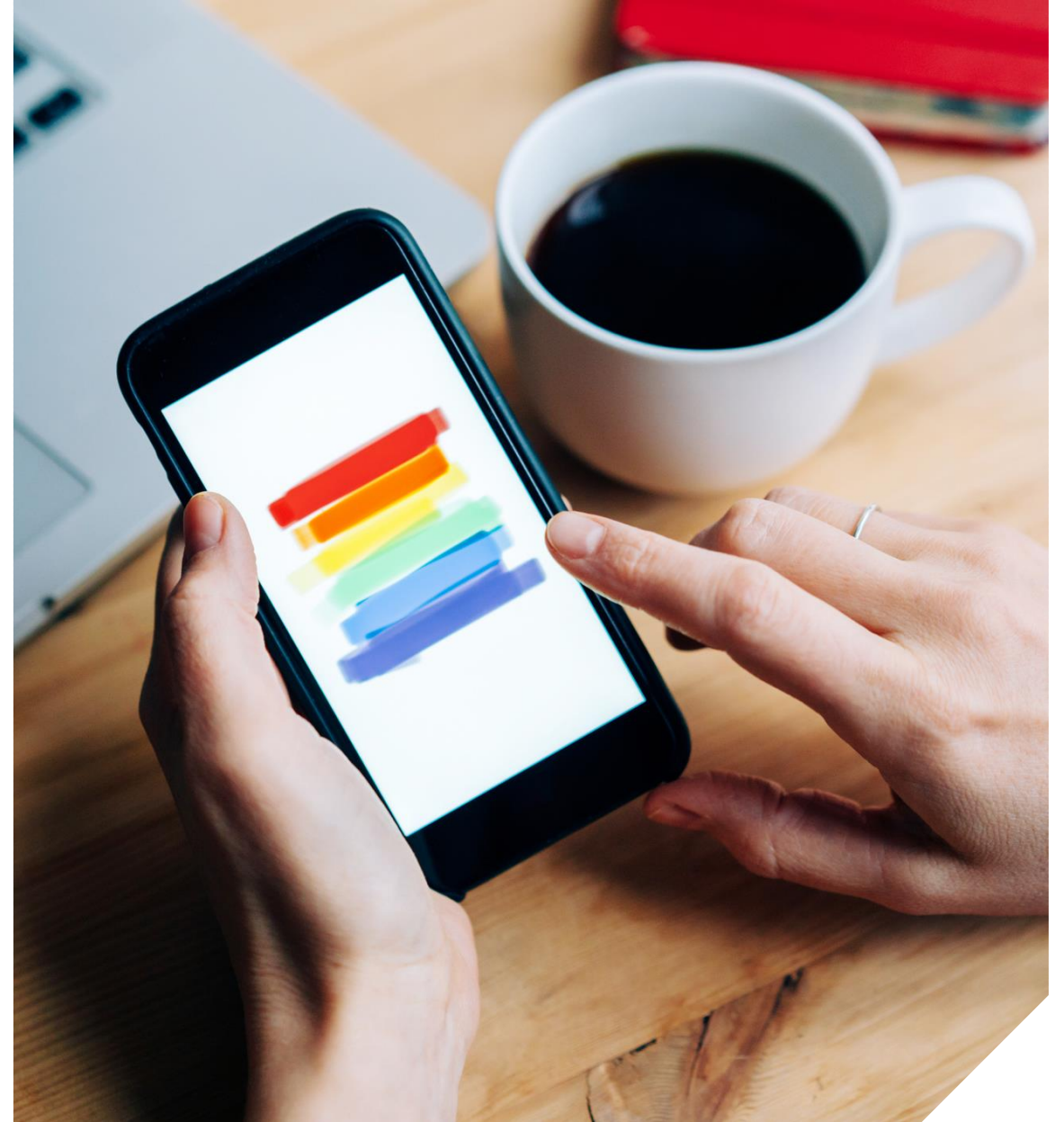
Support for companies and brands actively promoting equality for LGBT+ people did dip down at a global level over the past few years (currently sitting at 44% on average across 23 countries\*\* in 2024 vs. 49% in 2021) but it hasn't fallen off a cliff. And in 2024 slightly more than one in three are neutral on the topic, with 36% saying they neither support nor oppose brands promoting equality for the LGBT+ community, while 9% say they "tend to oppose" and just 10% say 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.

Not that long ago any family structure outside of the traditional nuclear family (a married man and woman with two kids) was frowned upon and/or spoken about in hushed tones. Times changed.

By 2013 our polling found one in three (33% across 15 countries) said their views on same-sex marriage were different than they were in 2008. In recent decades more countries have legalized same-sex marriage and support has stabilized, with no statistical difference at the global level between support levels now versus 11 years ago.

However, an undercurrent of discomfort remains in 2024 with less than half (40% on average across 26 countries) supporting LGBT people displaying affection, such as kissing or holding hands, in public while almost one in four (23%) oppose this. And while 51% 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 (51%) agree transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the gender they identify with, one in three (34%) oppose this. And half (50%) 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 58% of Gen Z women support companies and brands actively promoting equality for LGBT people, only 37% of Gen Z men agree. The same goes with having more LGBT characters on TV, in films and in advertising, with 51% of Gen Z women in support vs. just 33% 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



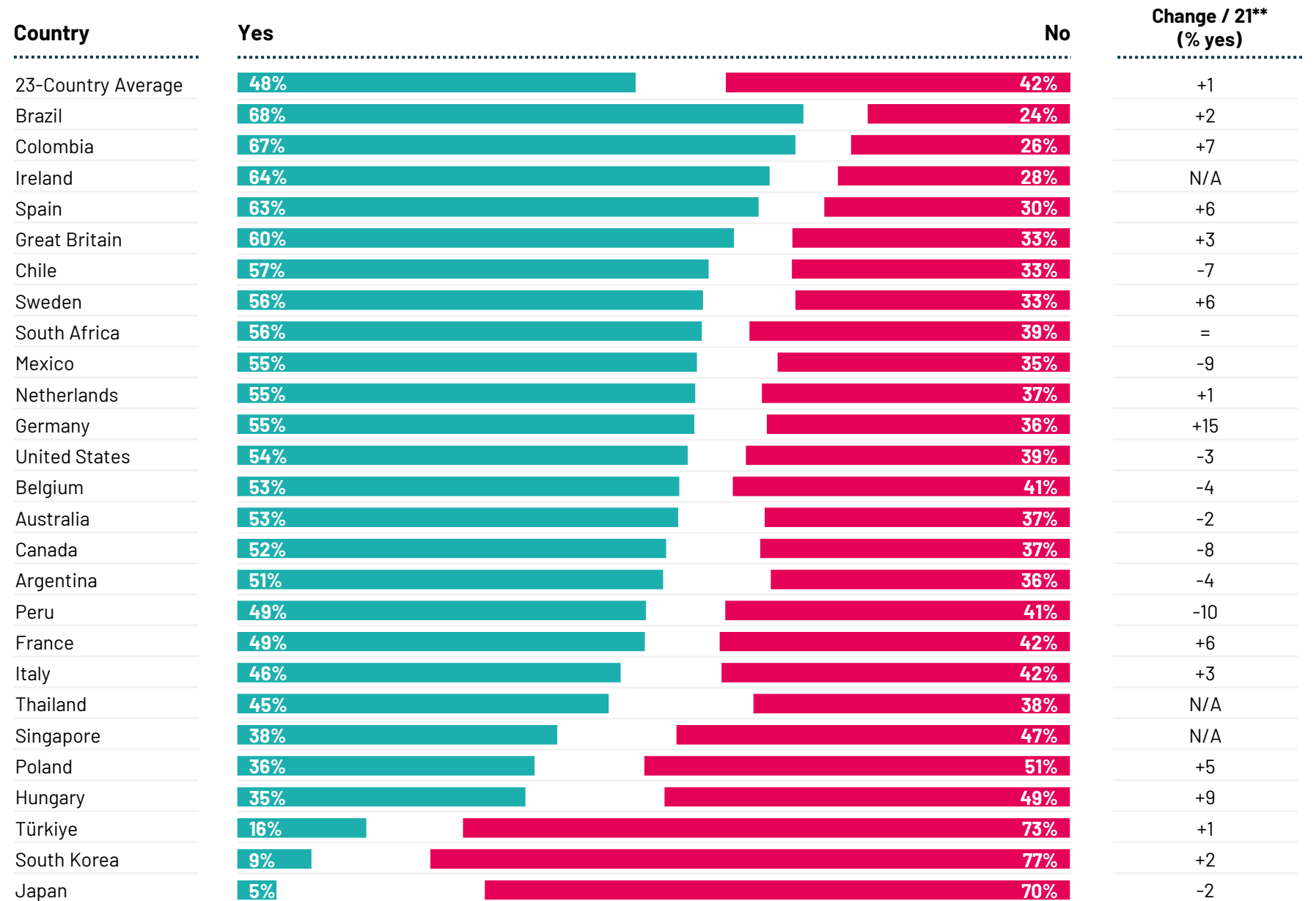
# LGBT+ Visibility by Country

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.



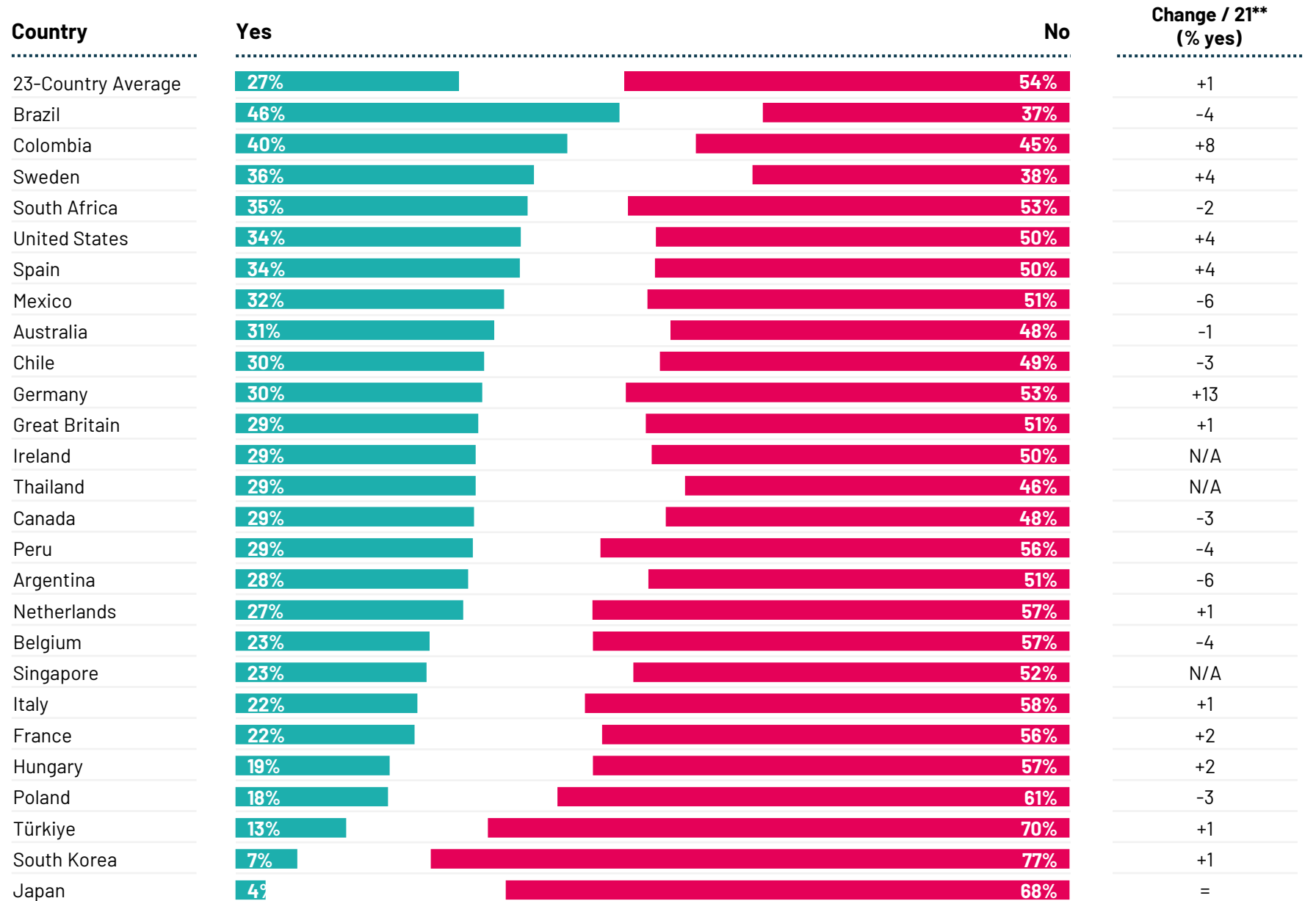
# LGBT+ Visibility by Country

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.

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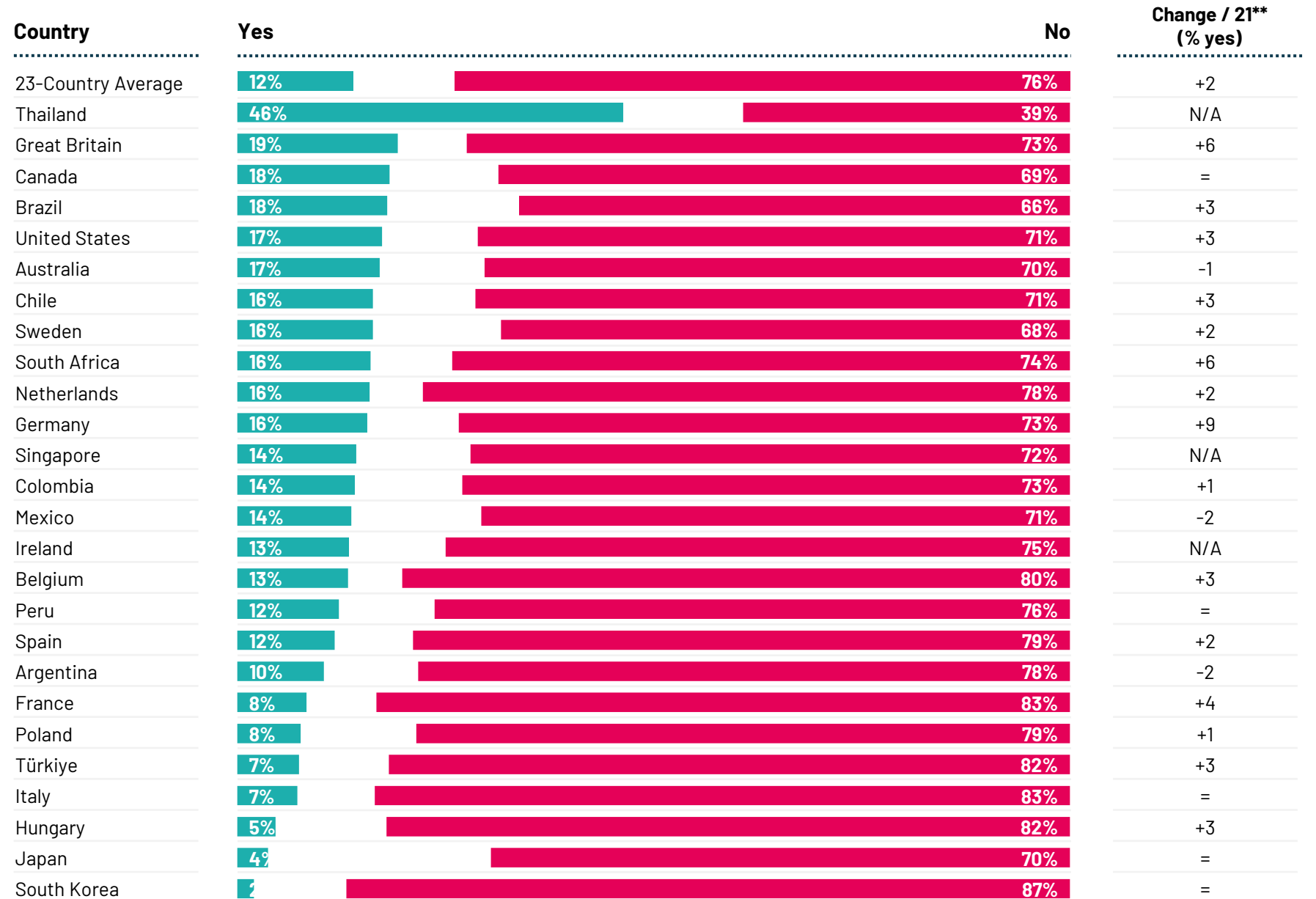
# LGBT+ Visibility by Country

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.

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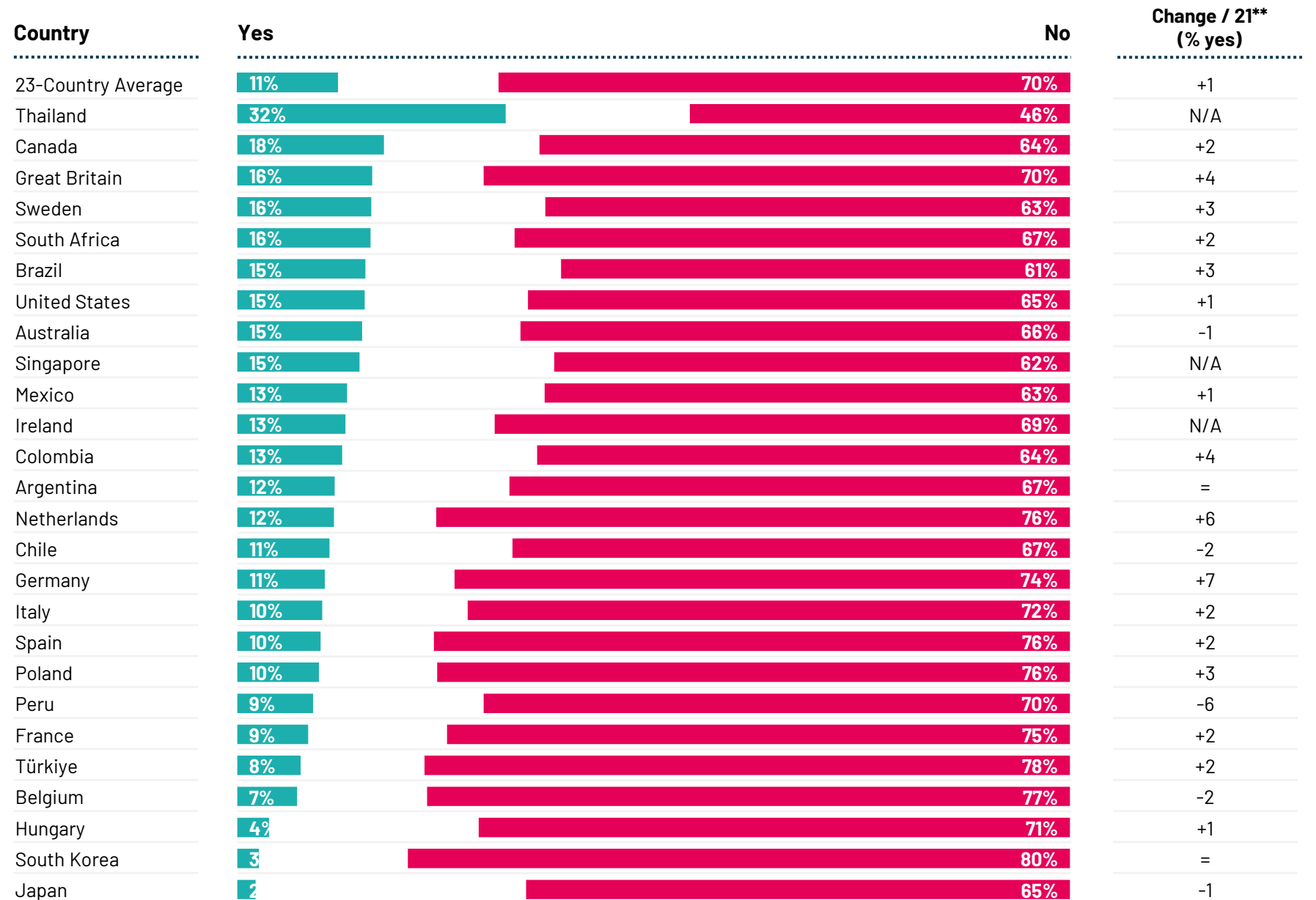
# LGBT+ Visibility by Country

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

**Non-binary, gender non-conforming 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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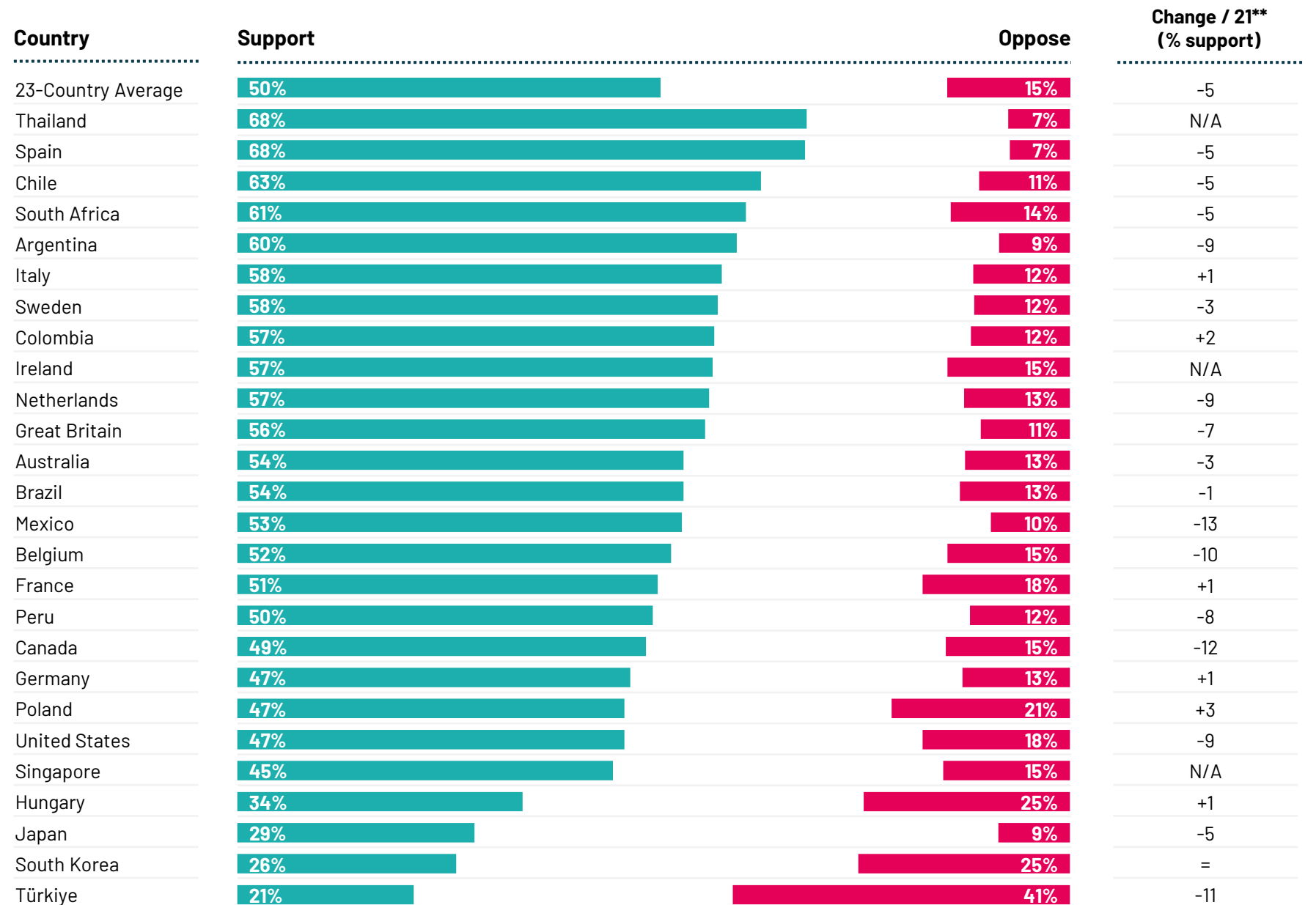
# LGBT+ Attitudes by Country

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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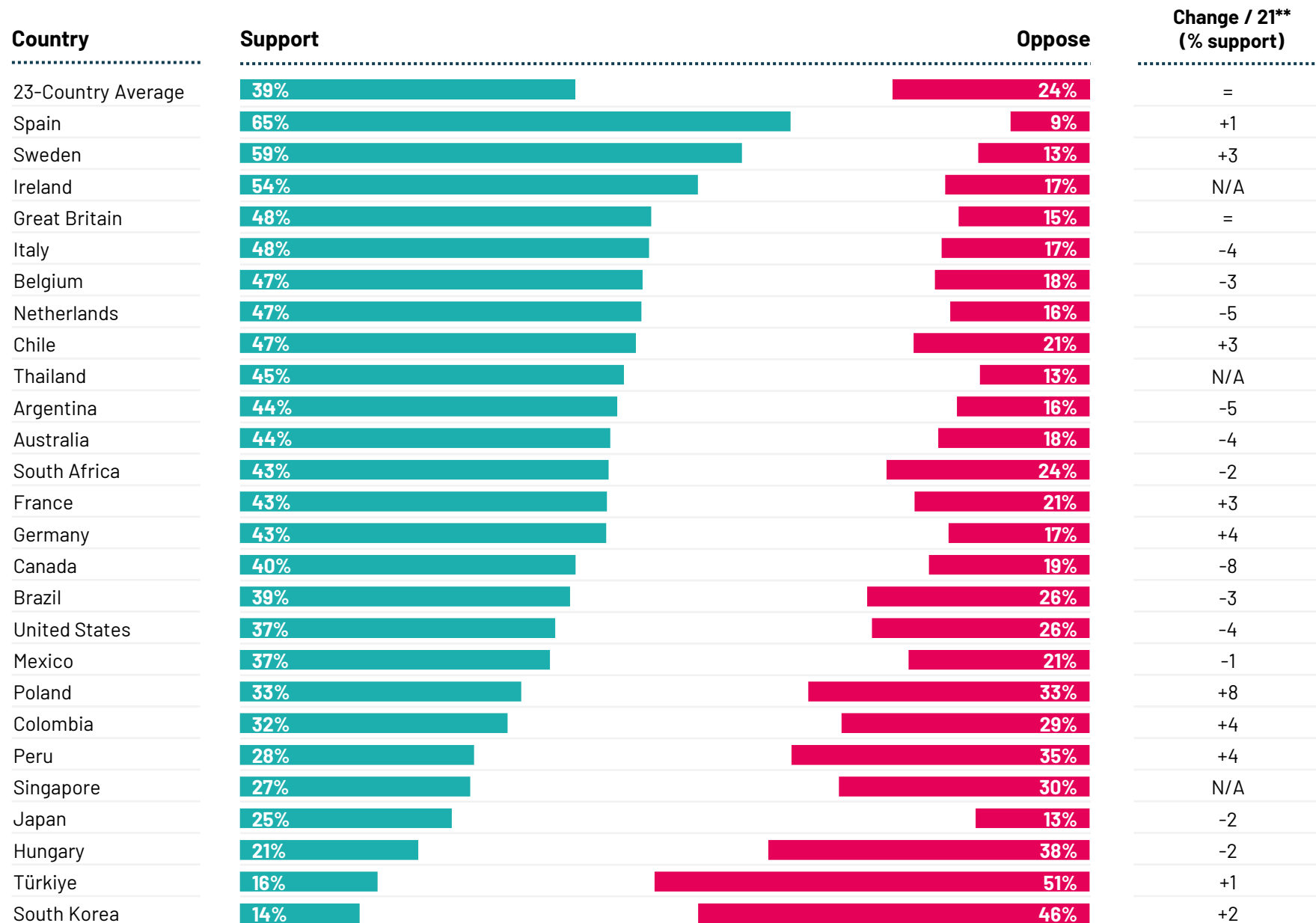
# LGBT+ Attitudes by Country

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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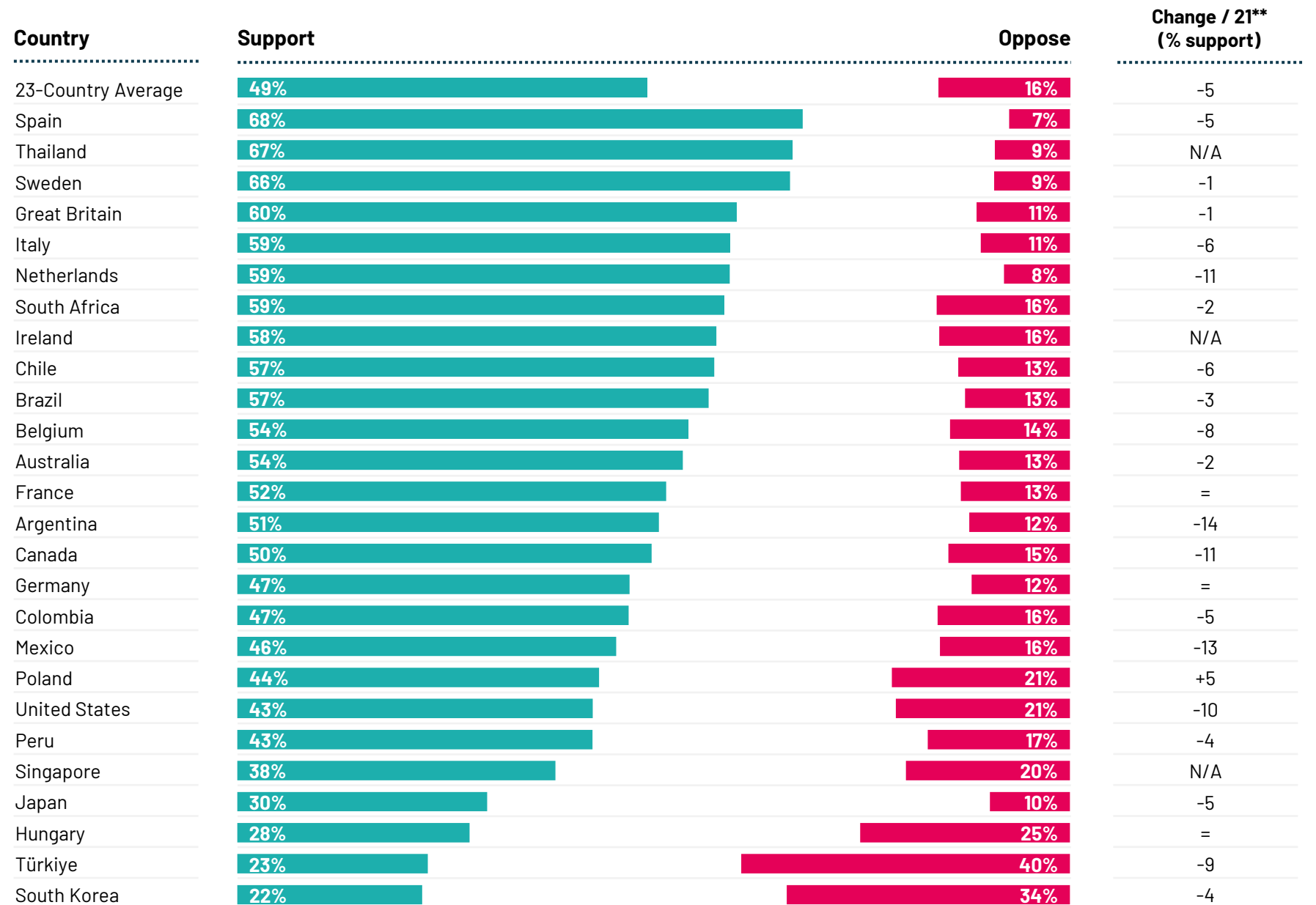
# LGBT+ Attitudes by Country

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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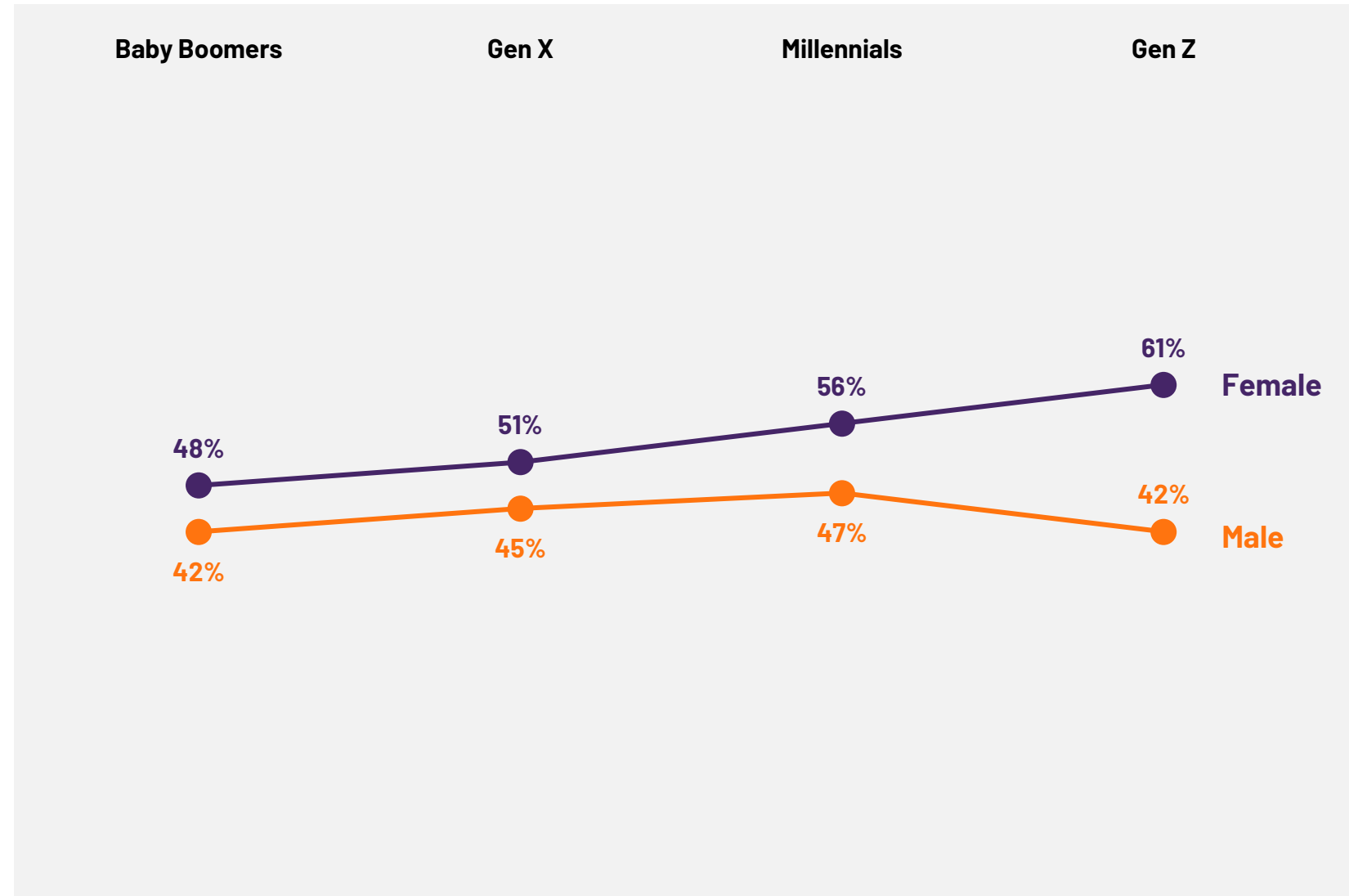


# LGBT+ Attitudes by Generation\*

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.



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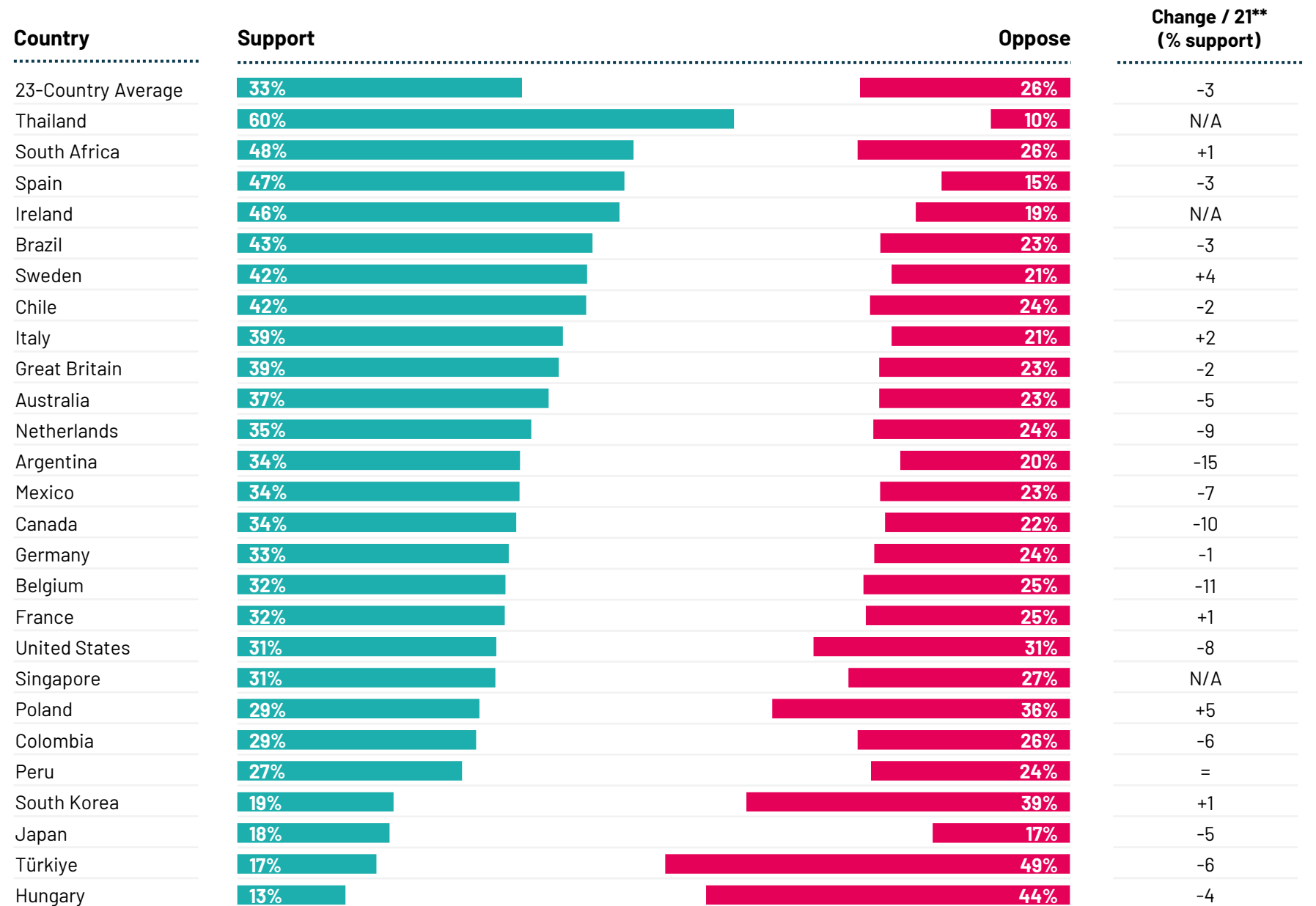
# LGBT+ Visibility by Country

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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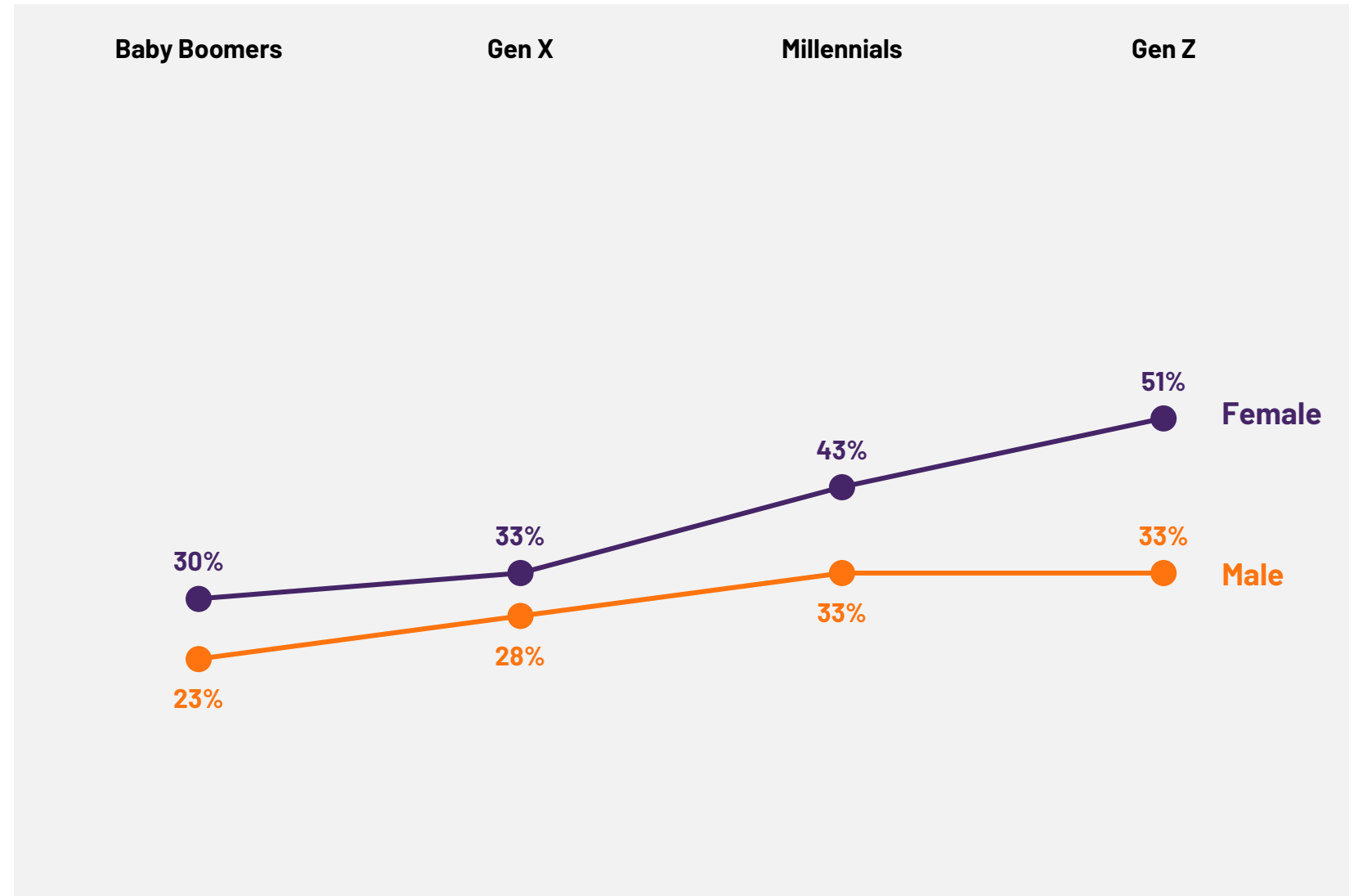


# LGBT+ Visibility by Generation\*

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.



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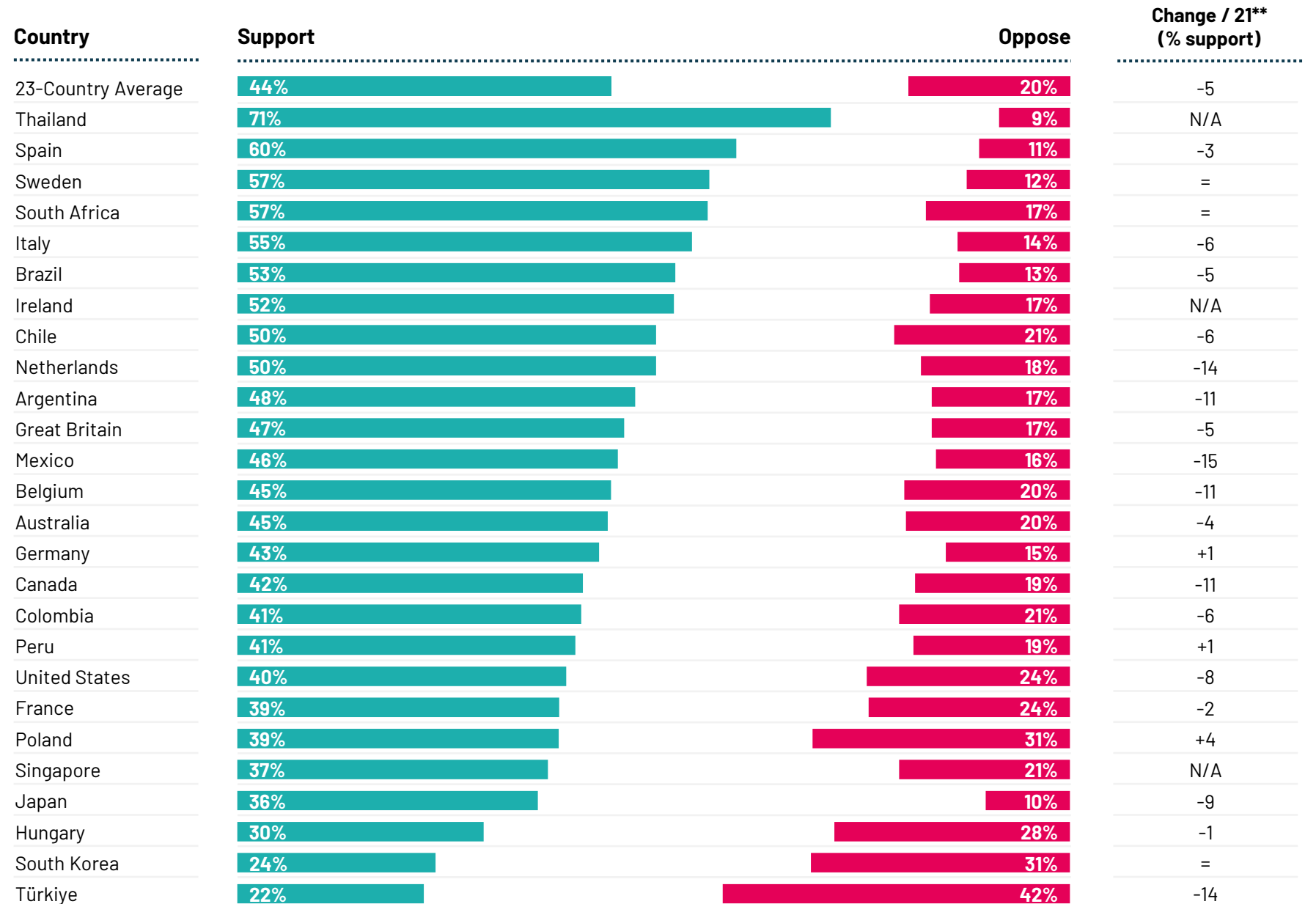
# LGBT+ Visibility by Country

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.

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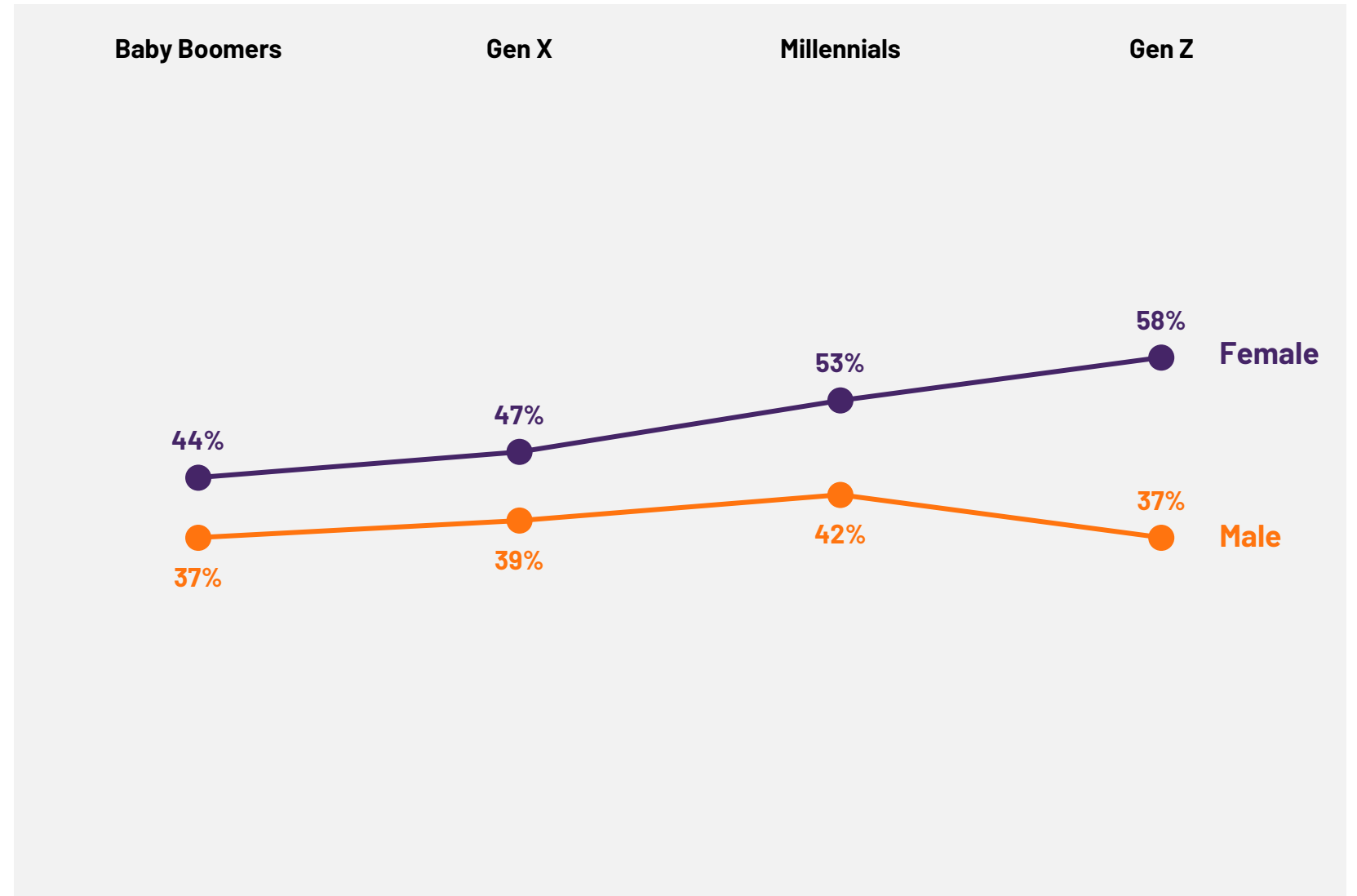


# LGBT+ Visibility by Generation\*

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.



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# LGBT+ Rights & Protections



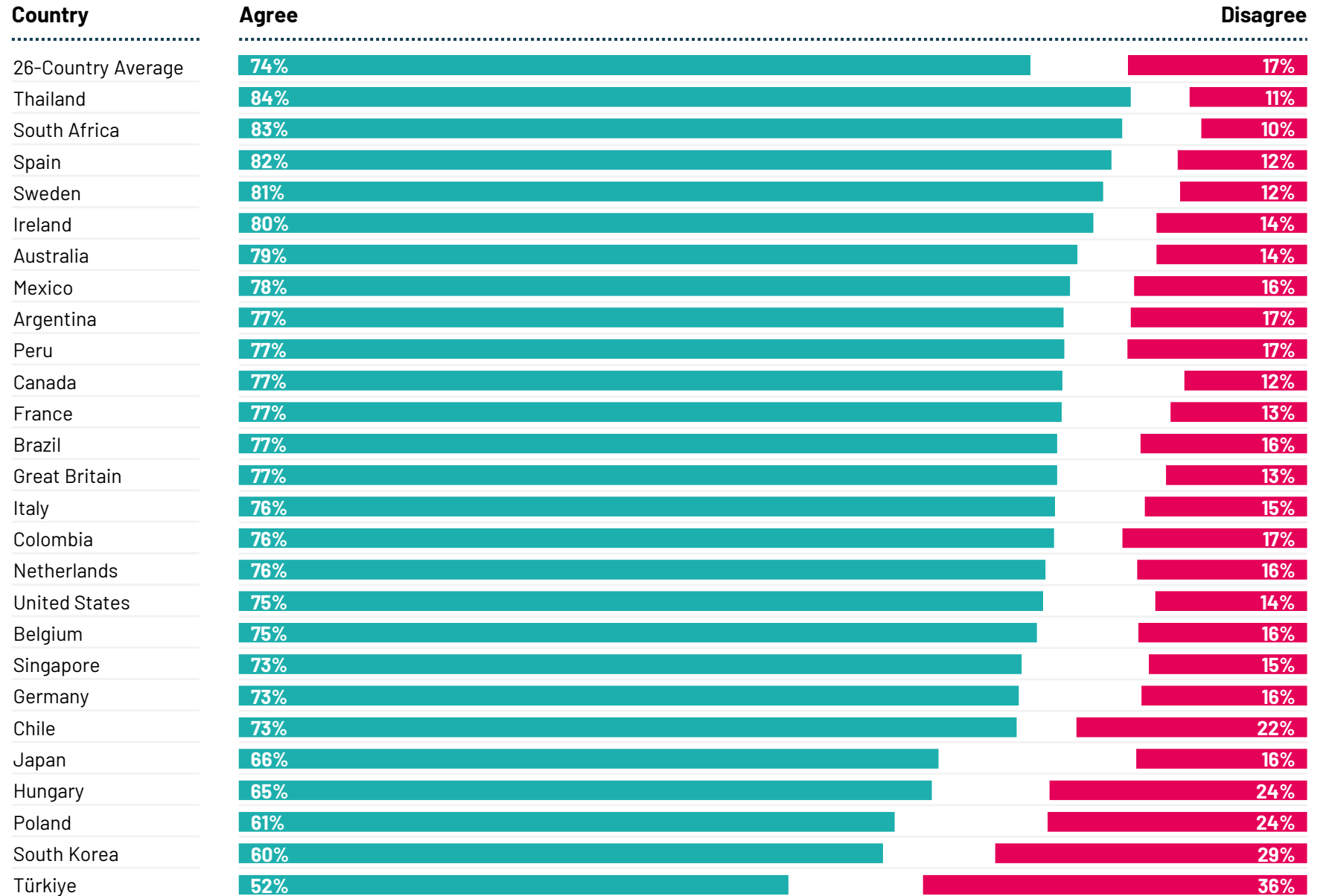


# Views on LGB Rights and Protection By Country

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**

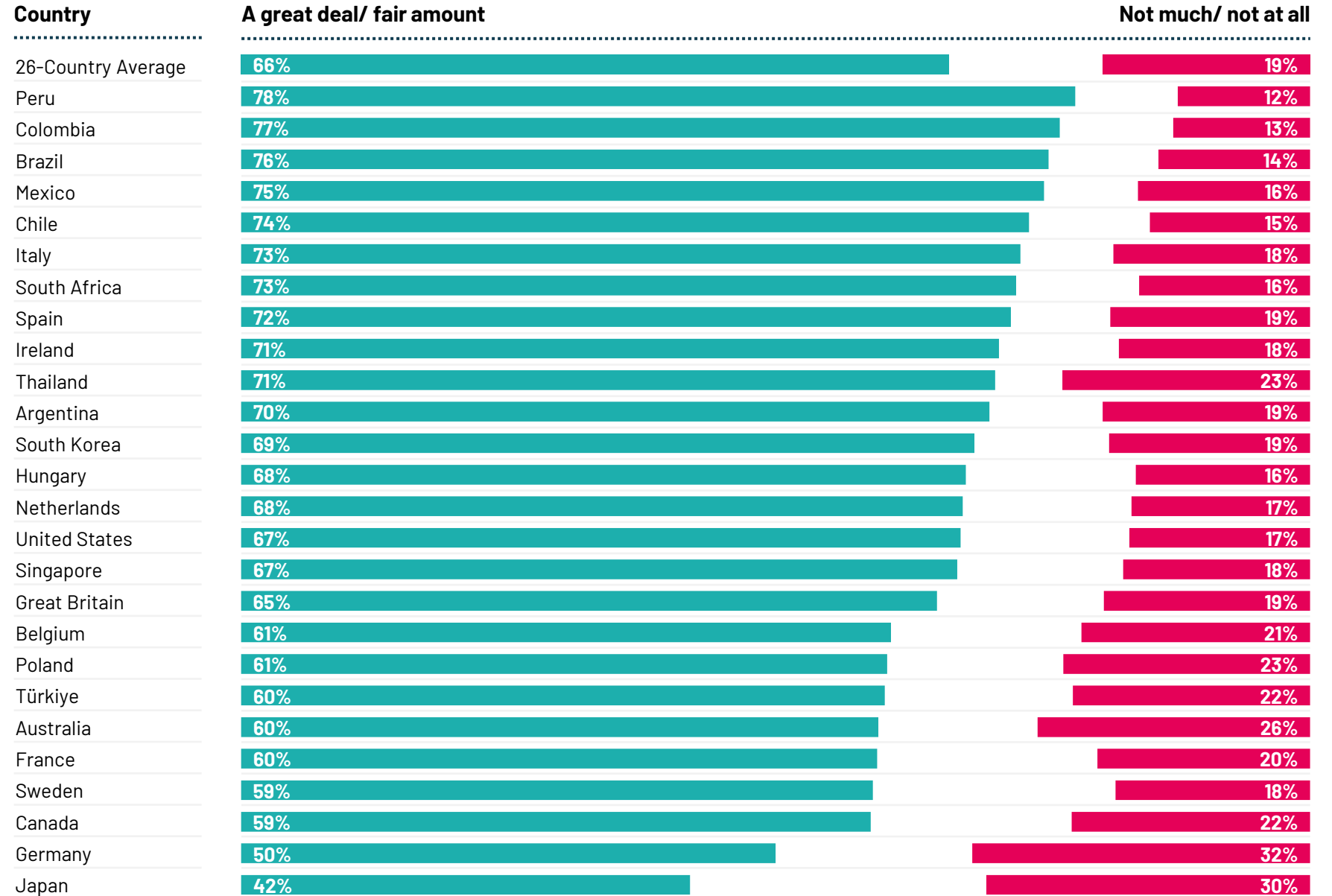
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# Perceived Transgender Discrimination By Country

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

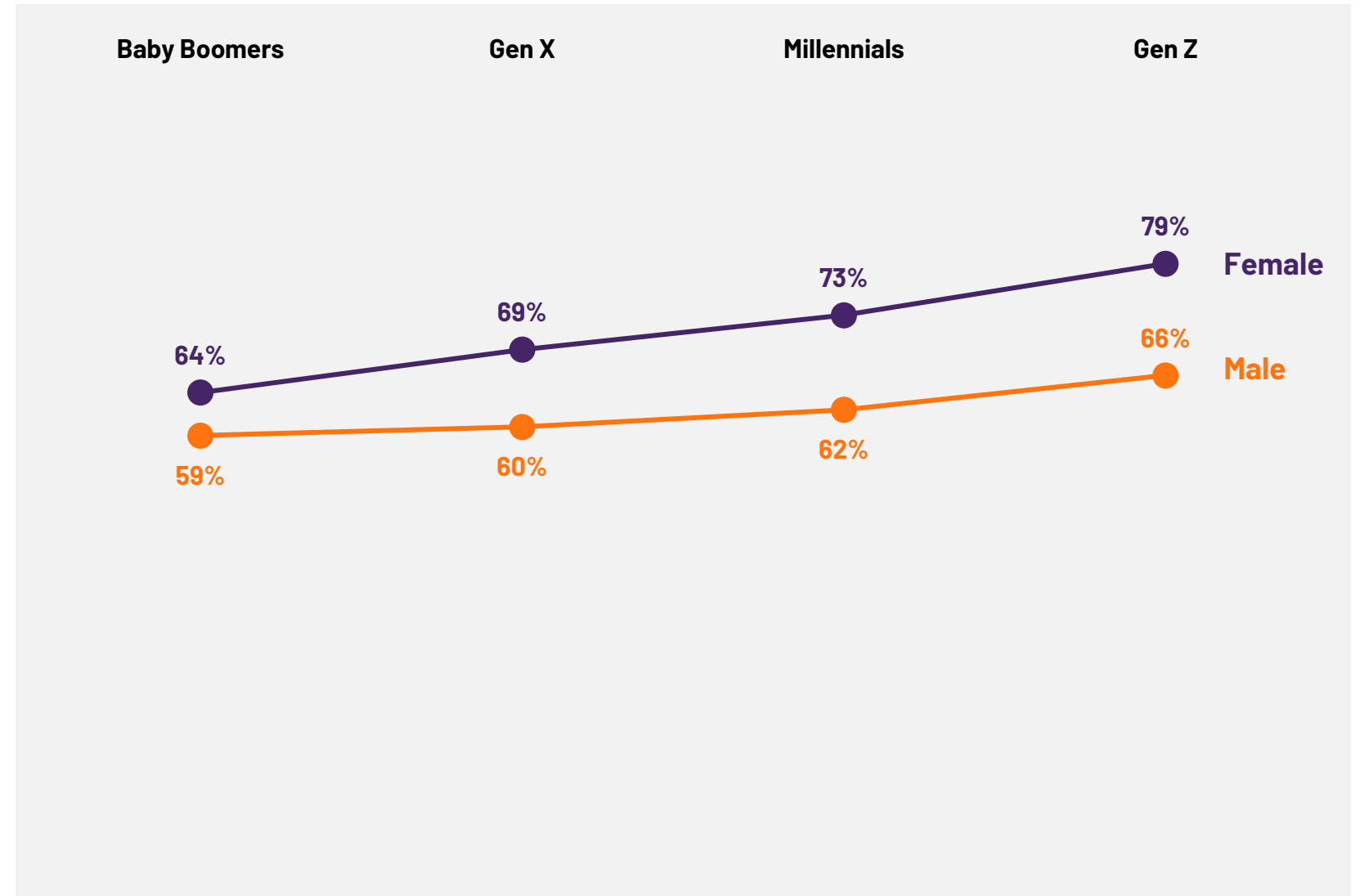
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# Perceived Transgender Discrimination By Generation\*

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.



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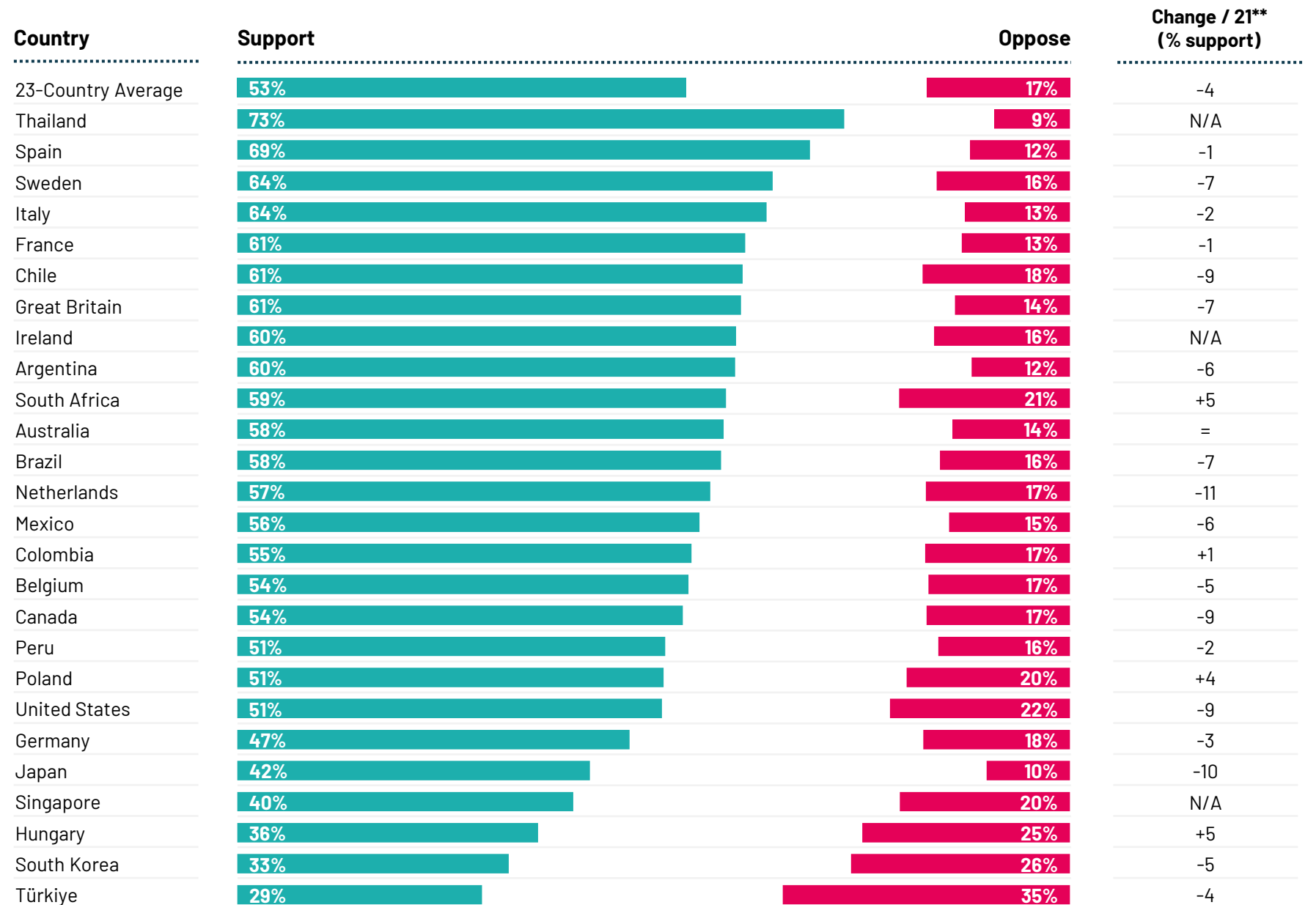
# Views on LGBT Rights and Protection By Country

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.

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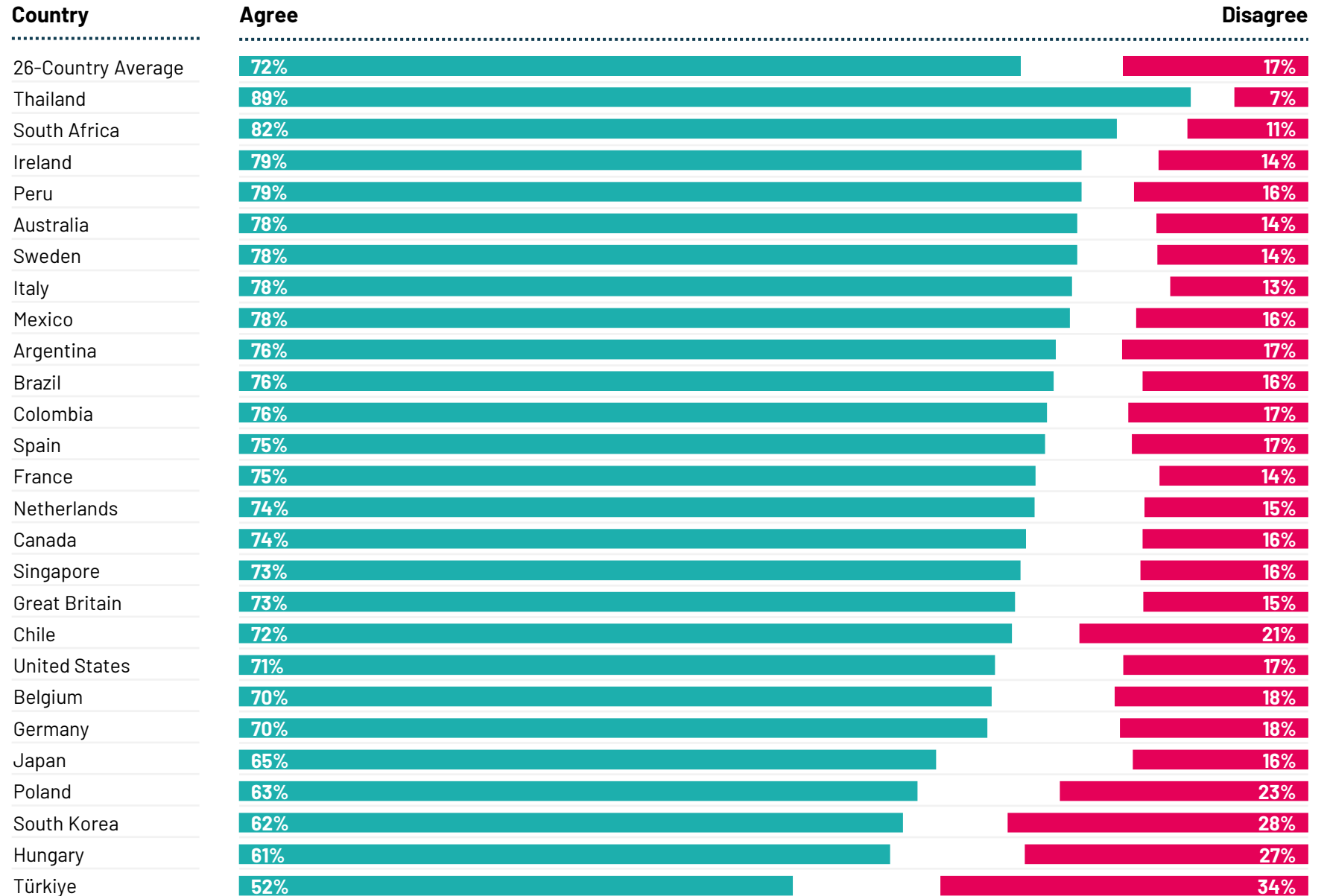


# Views on Transgender Discrimination Protection By Country

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.

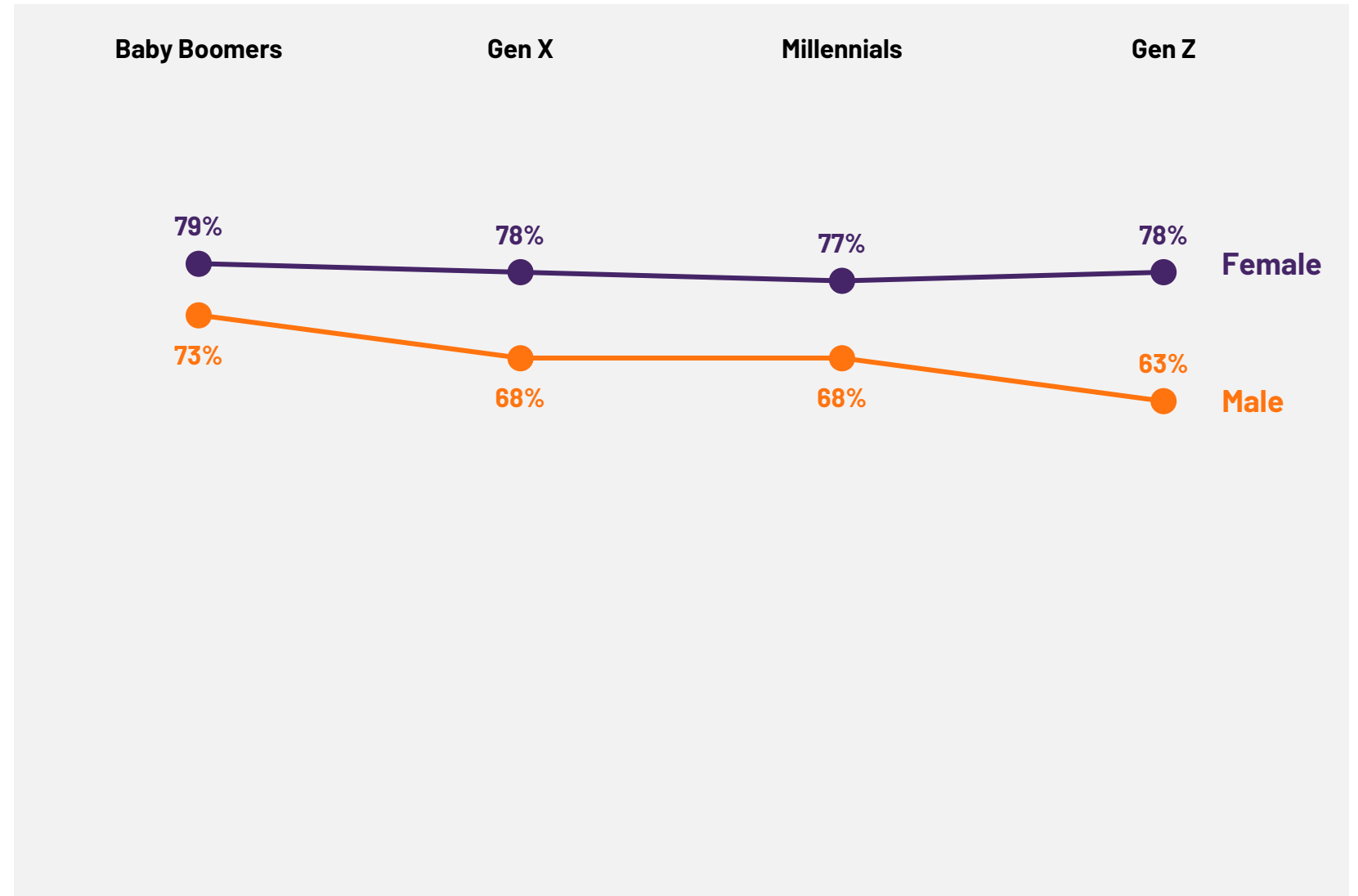


# Views on Transgender Discrimination Protection By Generation\*

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**

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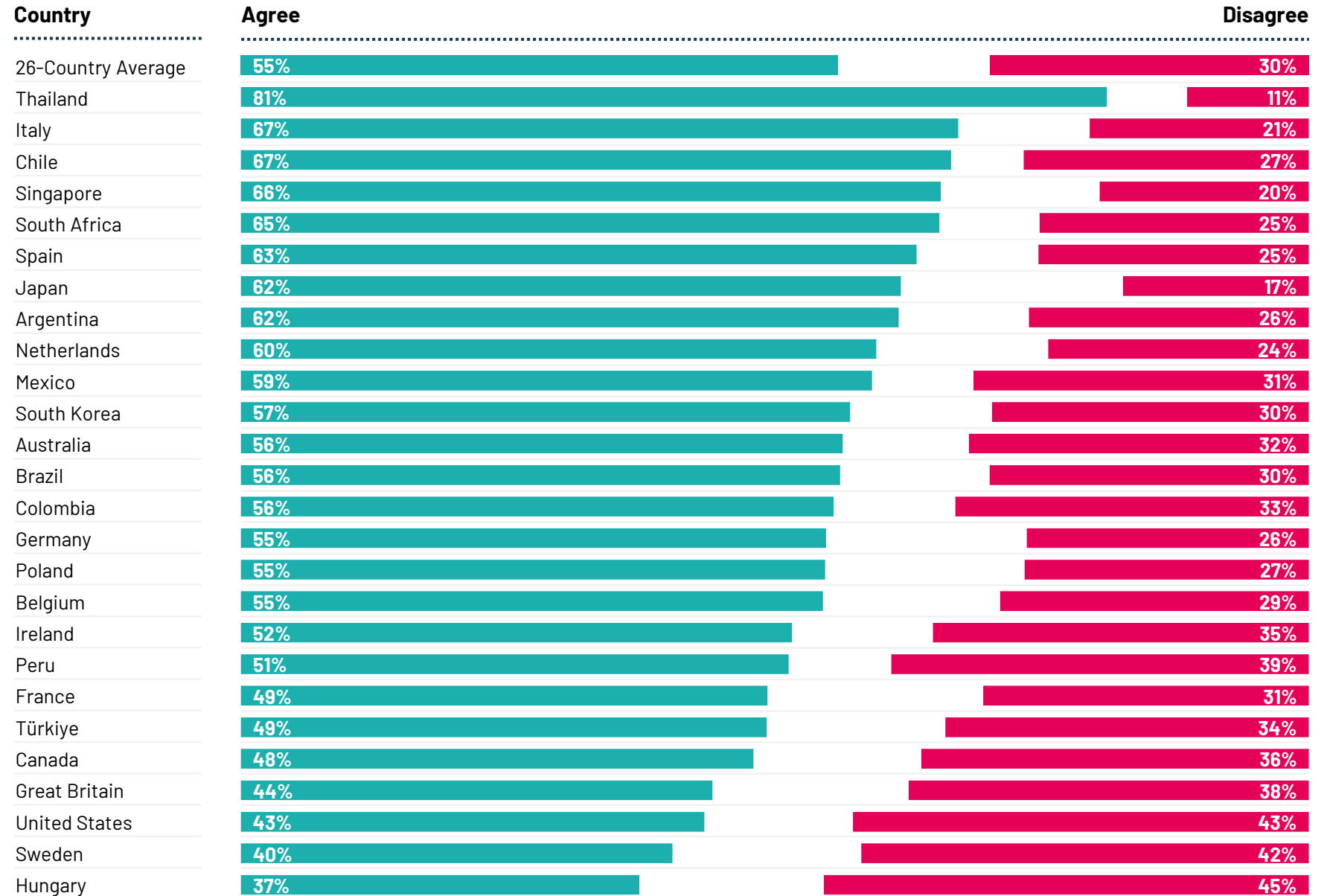


# Views on Teens' Access to Gender-Affirming Care By Country

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

**With parental consent, transgender teenagers should be allowed to receive gender-affirming 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.

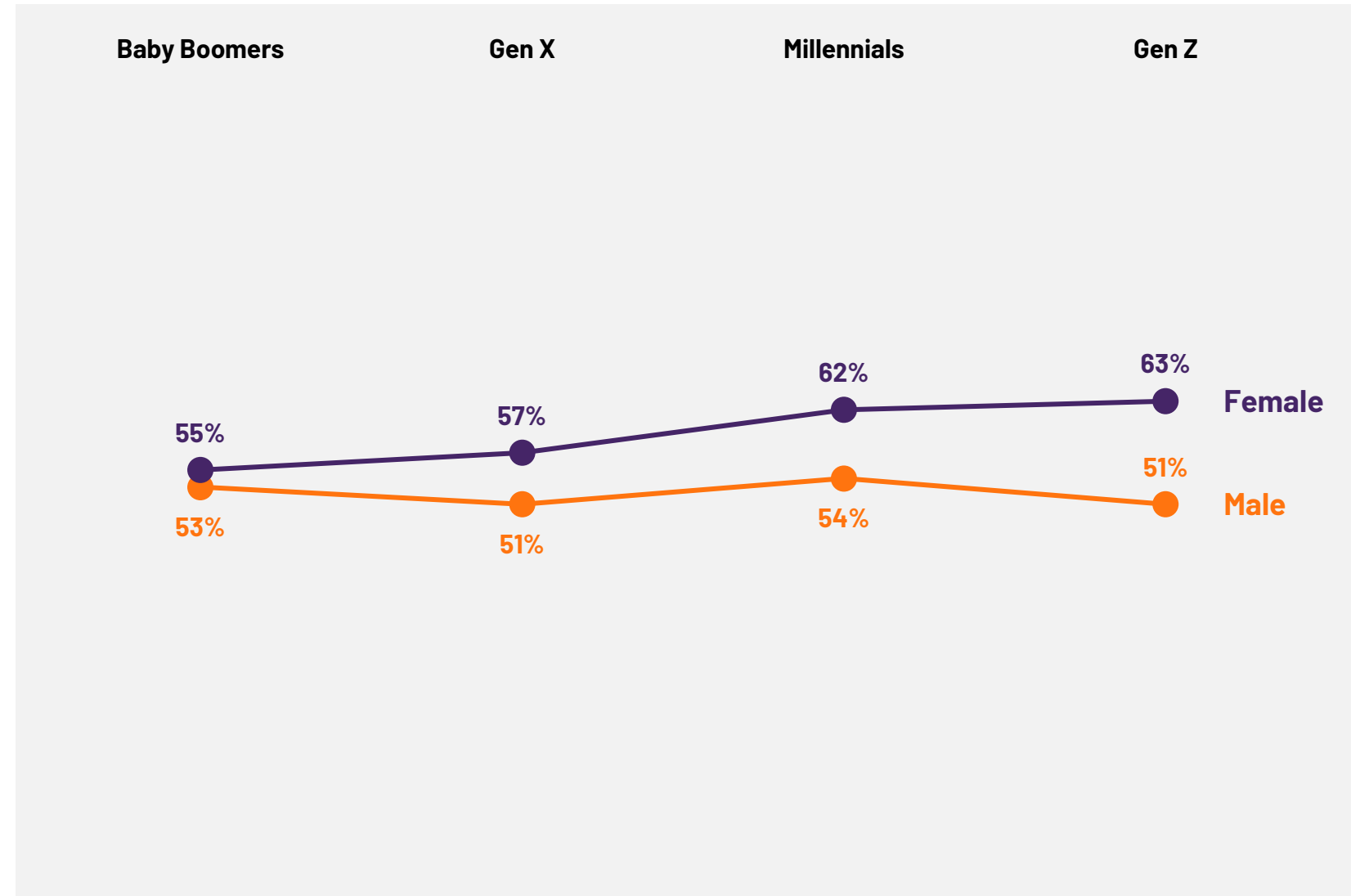


# Views on Teens' Access to Gender-Affirming Care By Generations\*

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.



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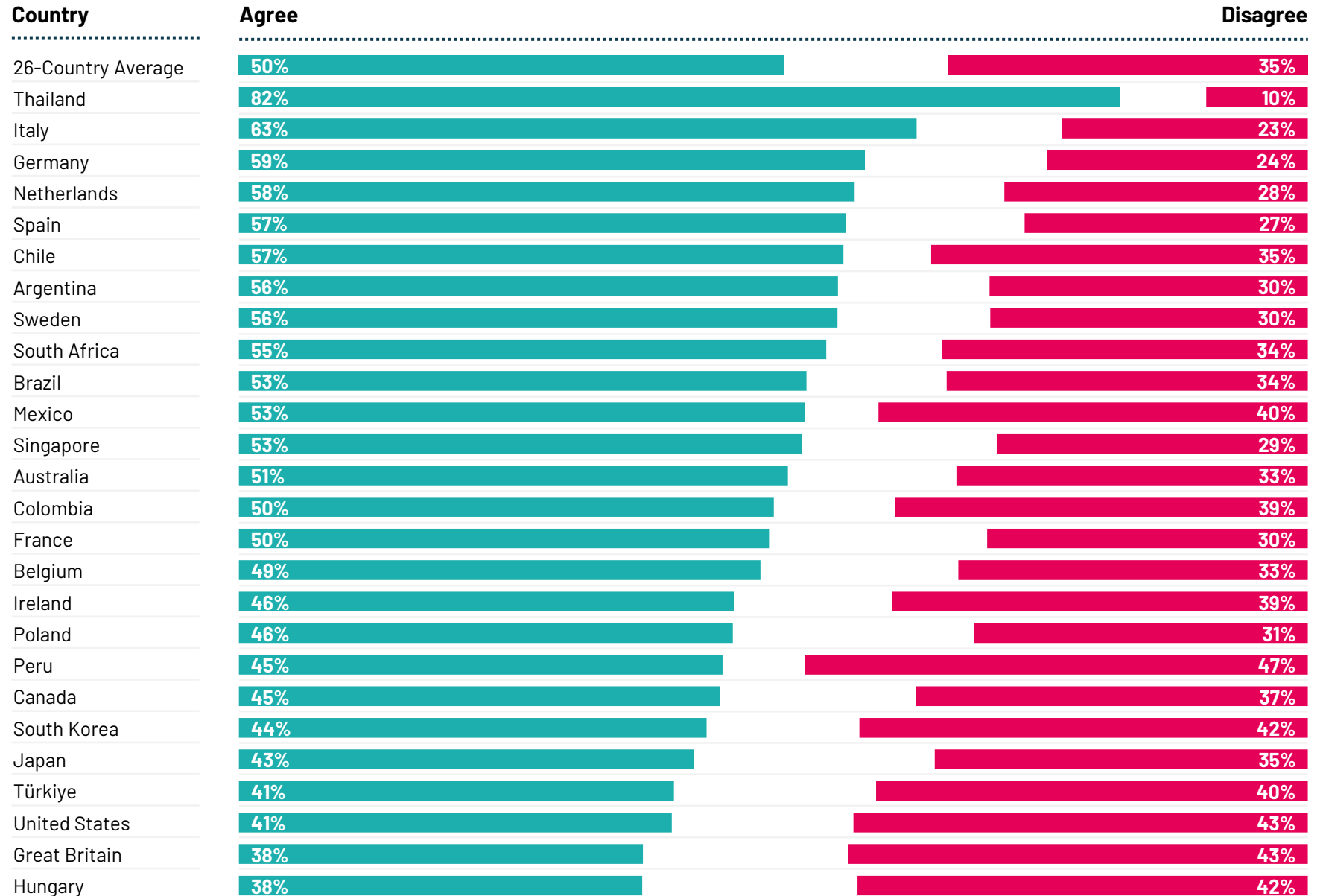


# Views on Access to Facilities Matching Gender Identity By Country

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.

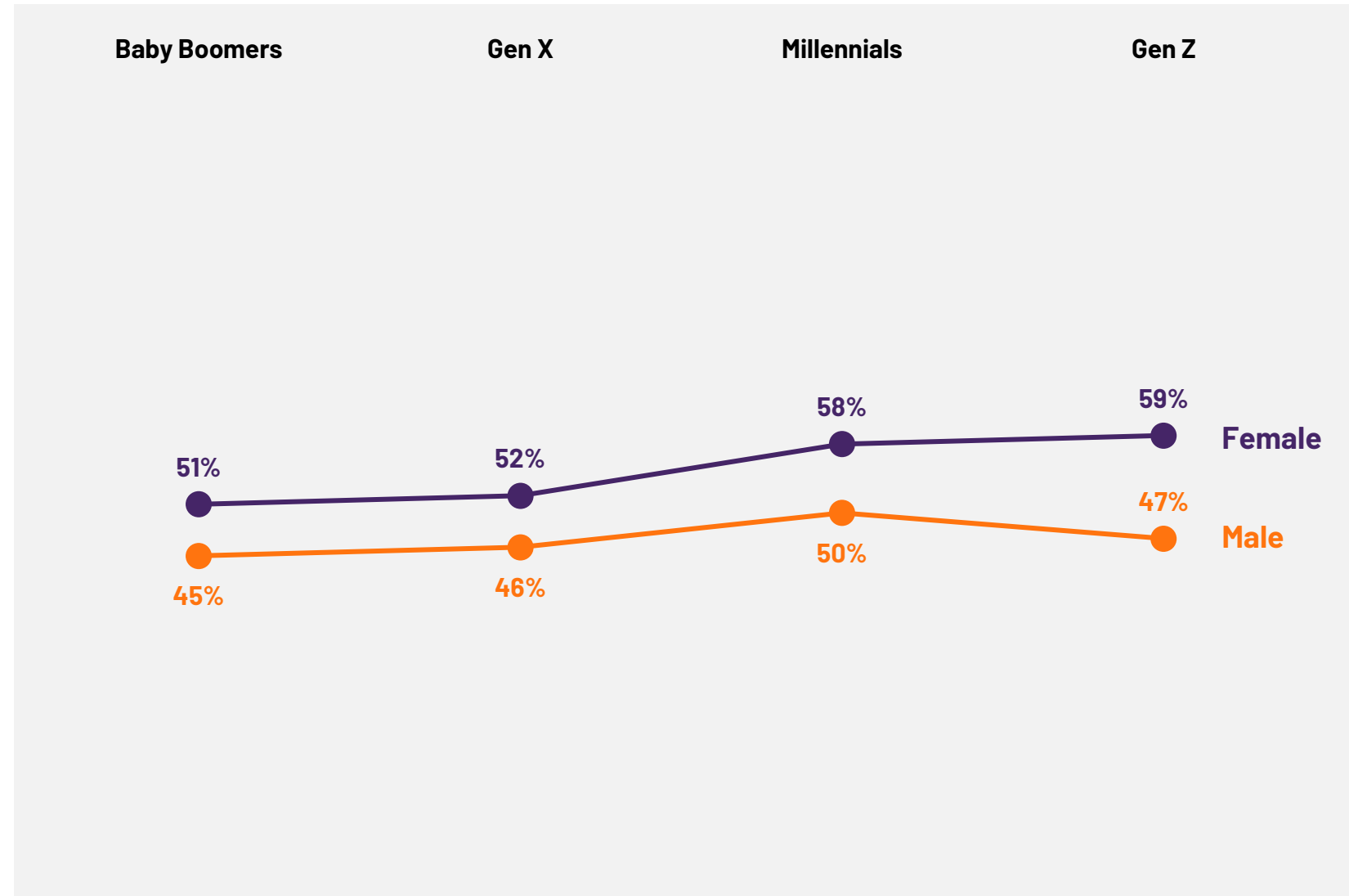


# Views on Access to Facilities Matching Gender Identity By Generation\*

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).



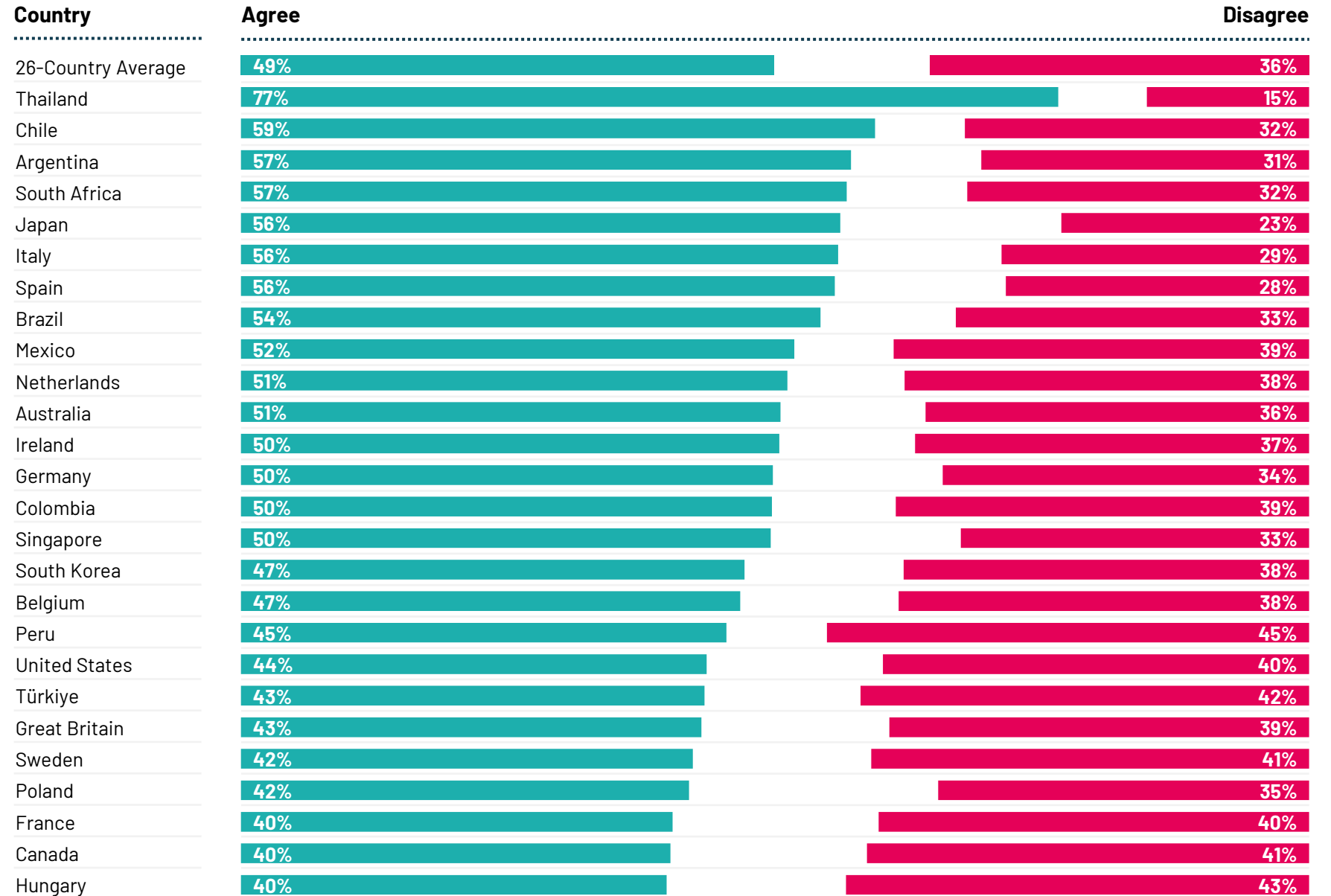
# Views on Other-Gender Option on Official Documents By Country

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.

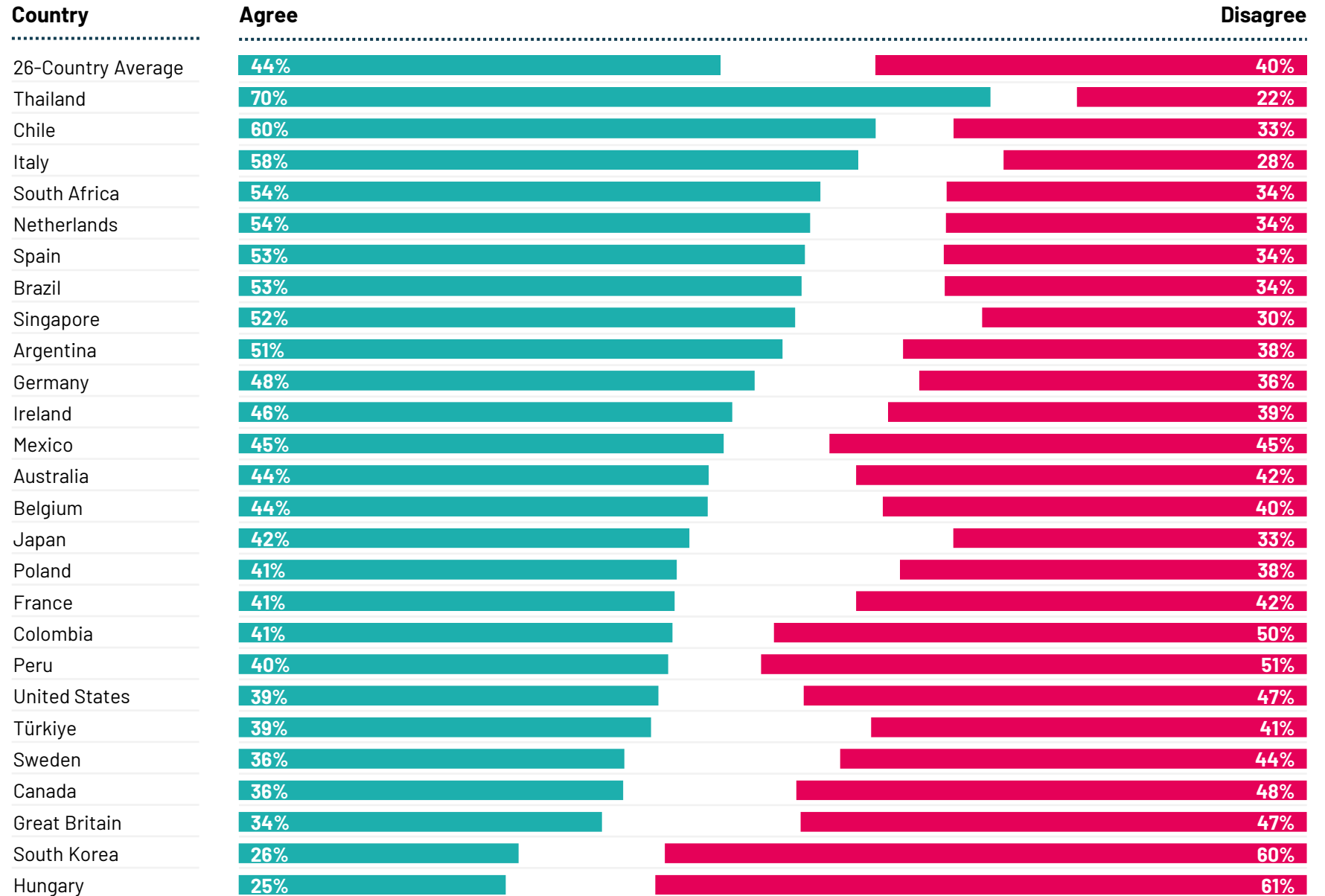


# Views on Insurance Coverage of Gender Transition Costs By Country

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.



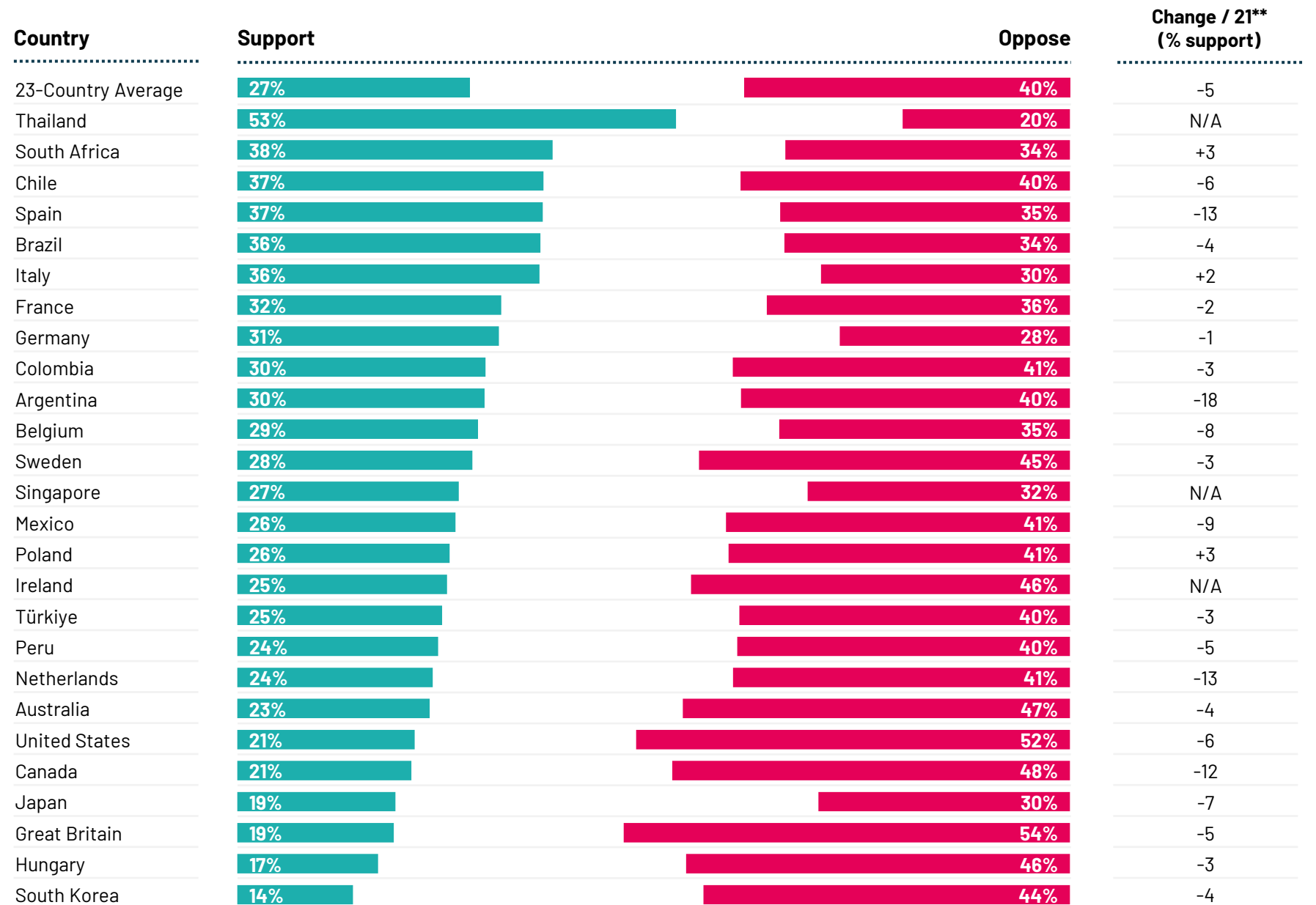
# Views About Transgender Athletes by Country

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.

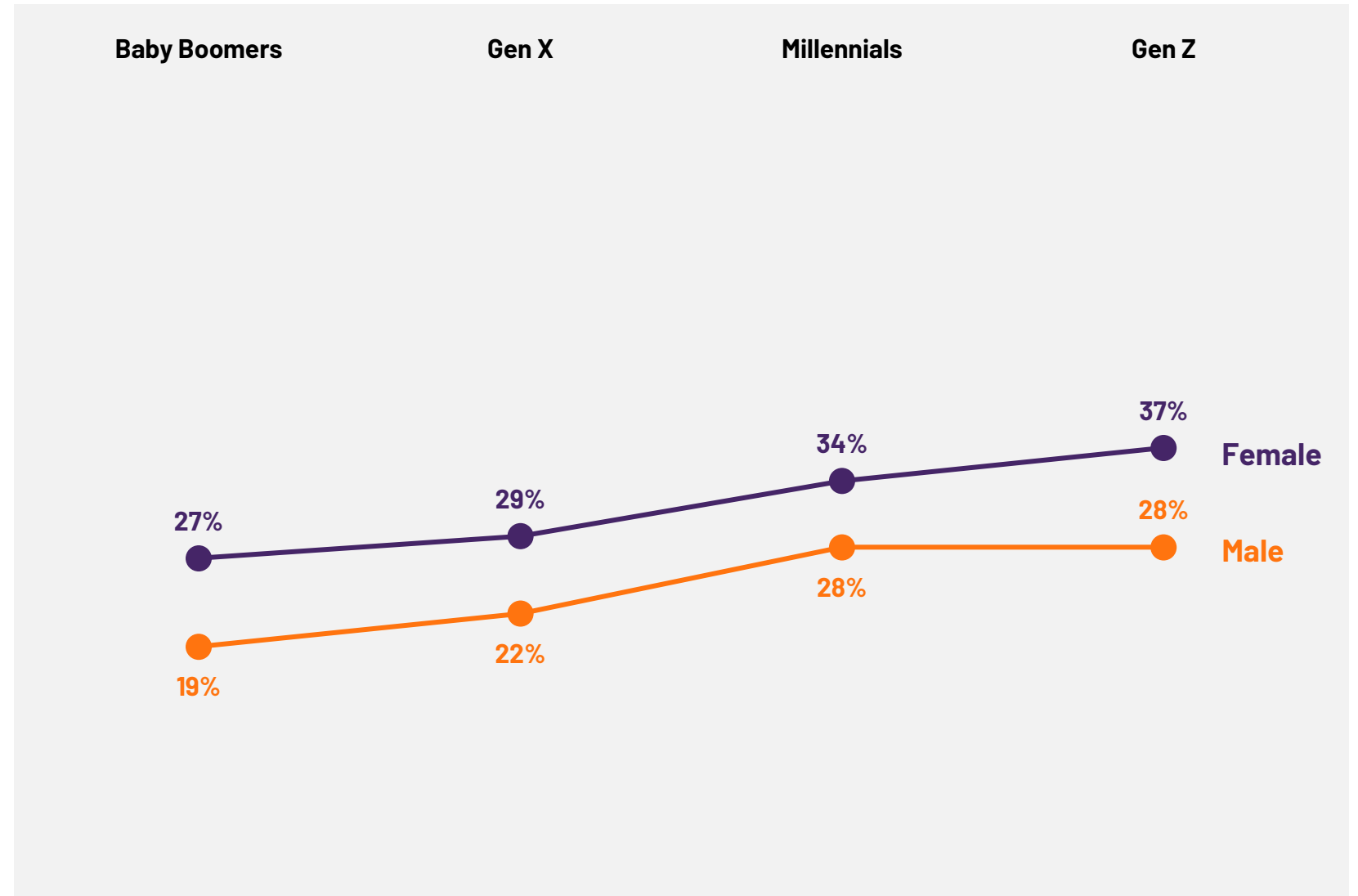


# Views About LGBT Equality and Visibility By Generation\*

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



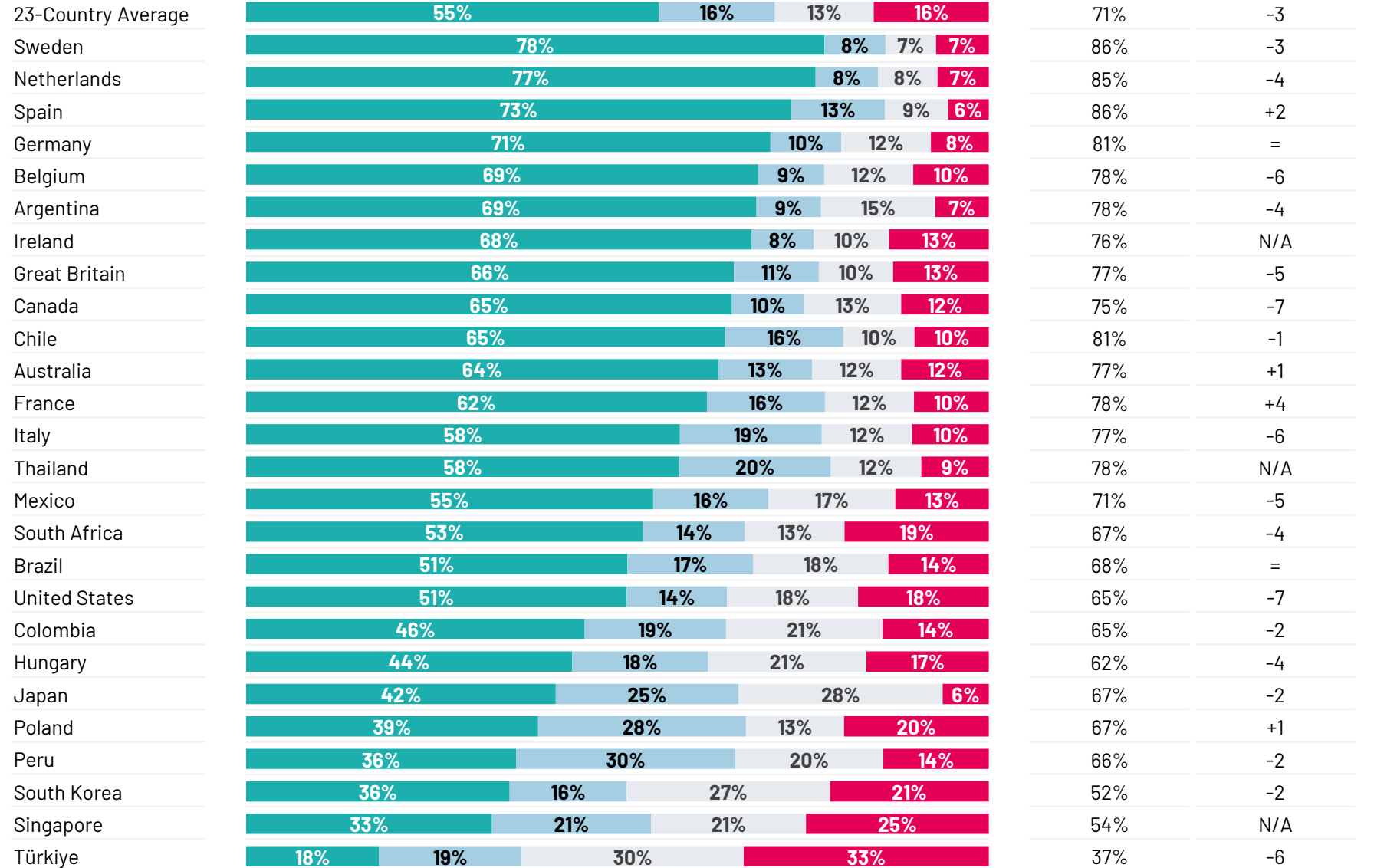
# Views on Same-Sex Marriage by Country

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



\*\*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.





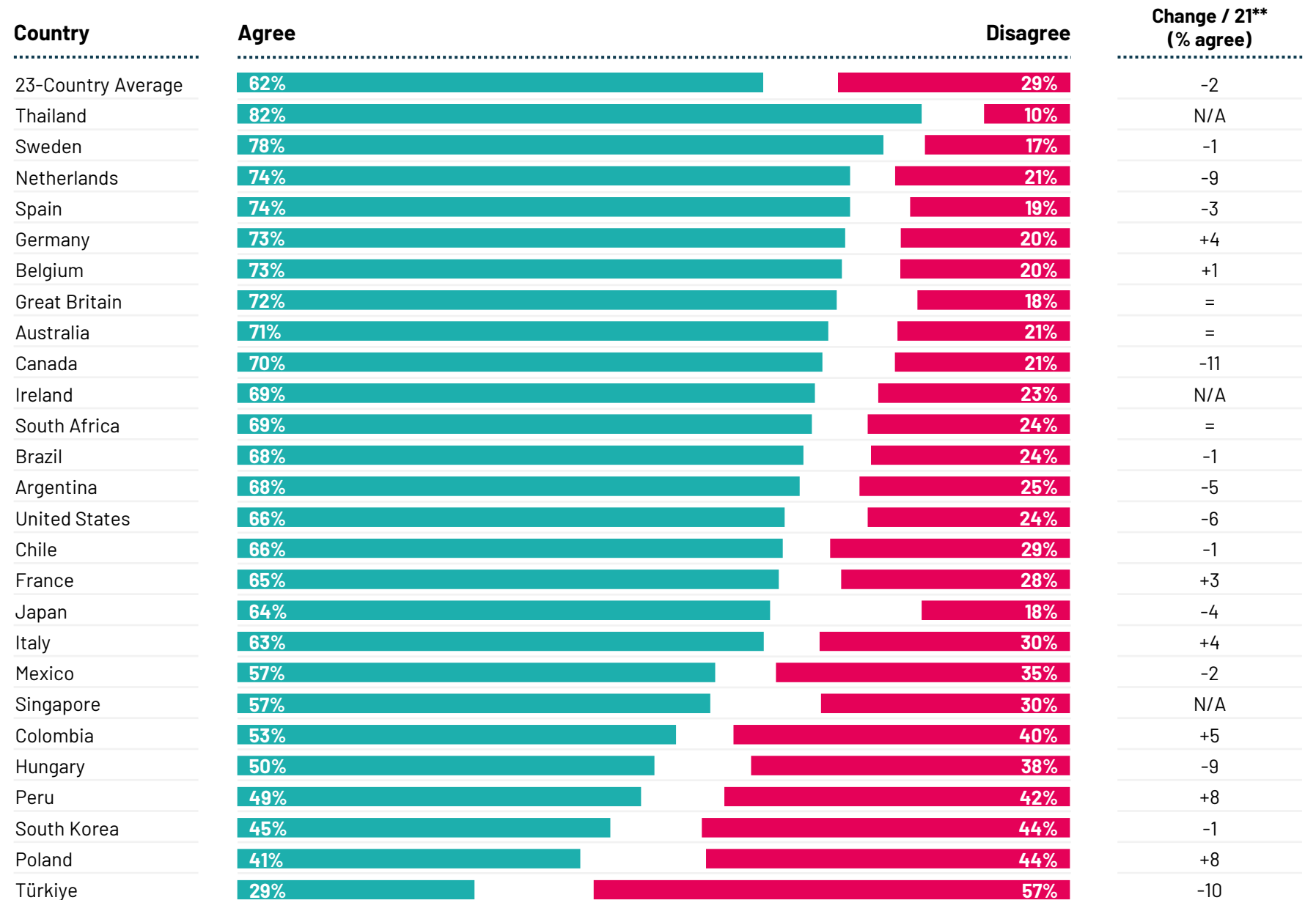
# Views about Same-Sex Couples' Right to Adopt By Country

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.



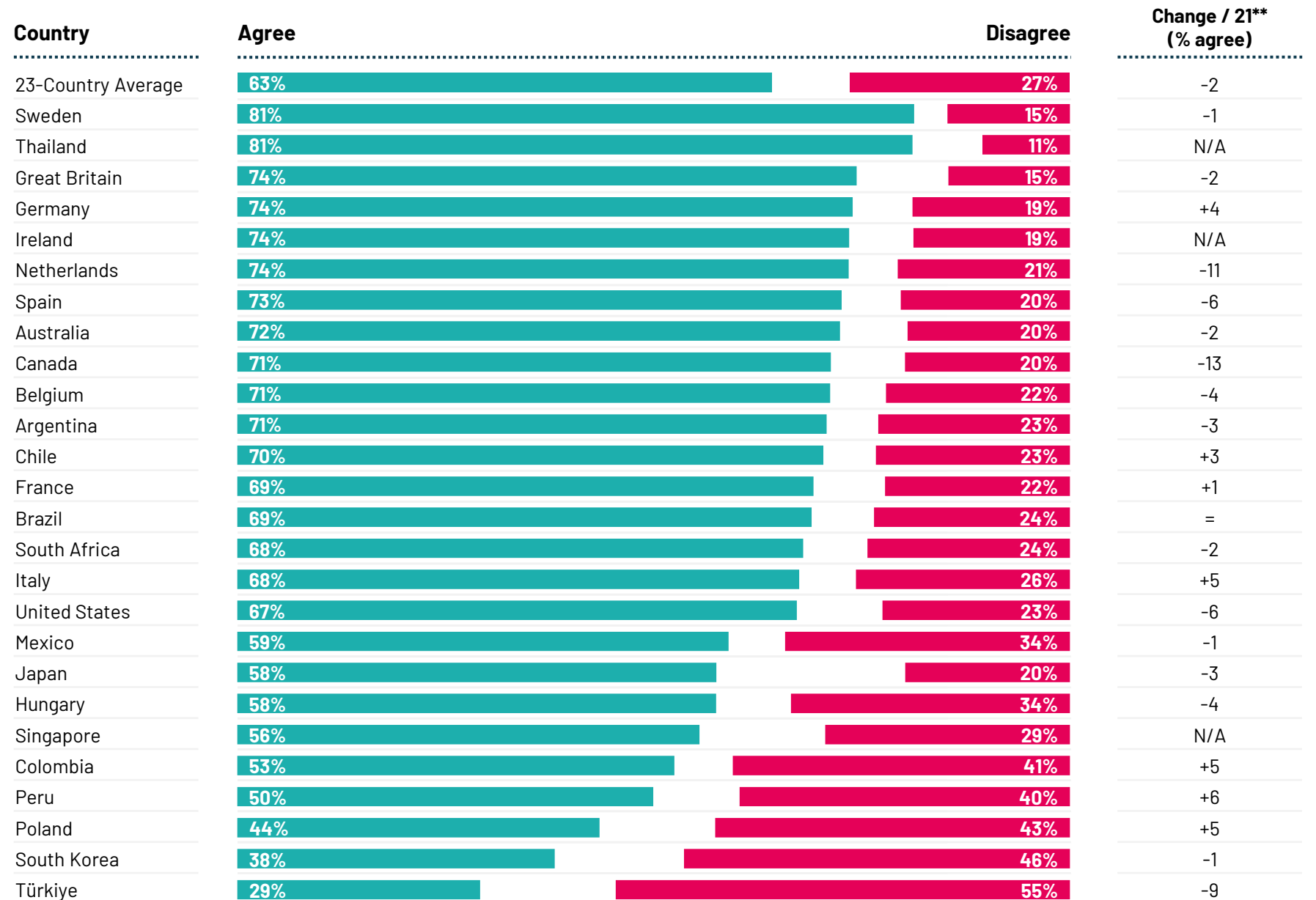
# Views about Same-Sex Couples' Parenting By Country

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.

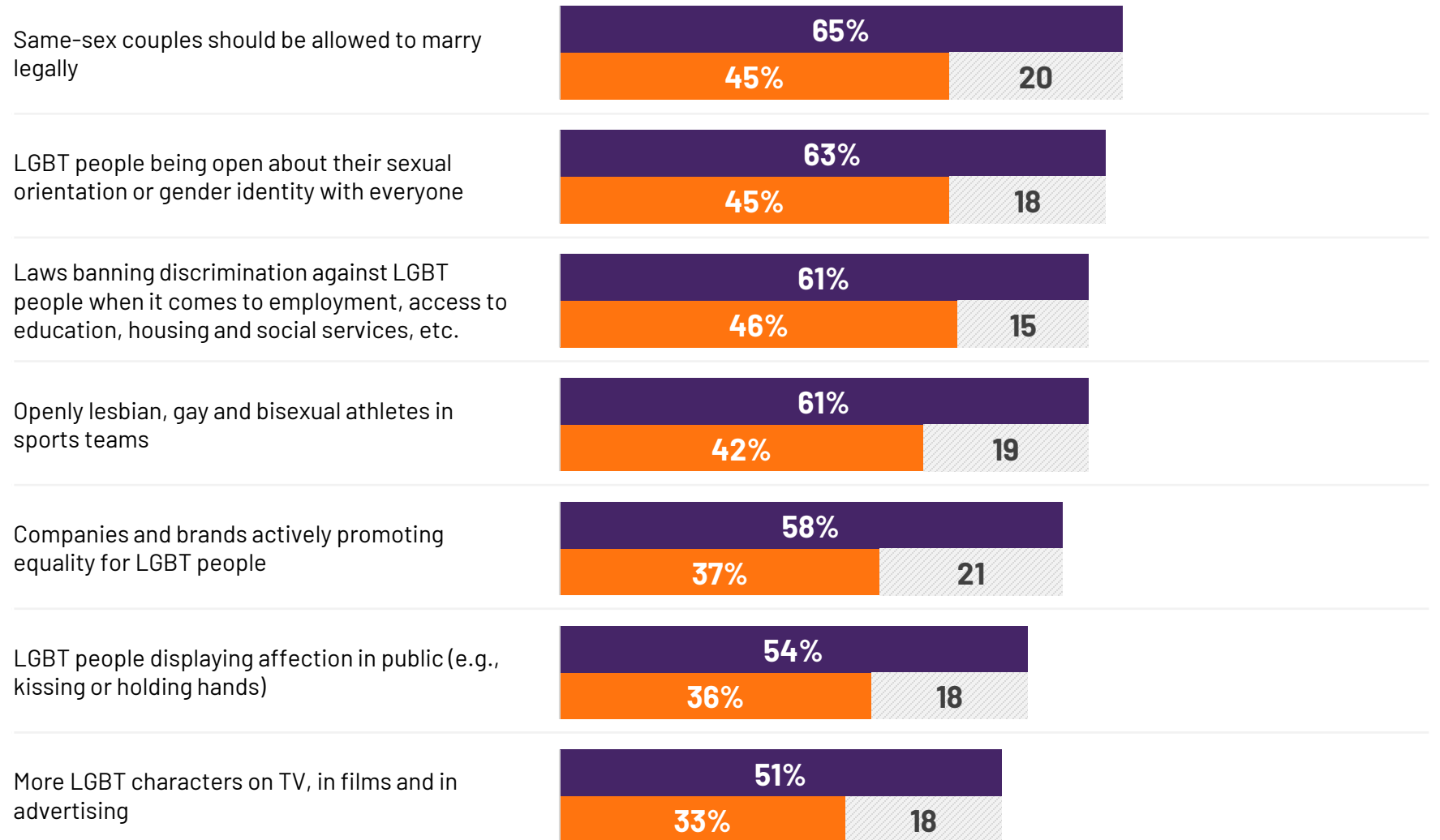


# Gen Z\* Spotlight: Views on LGBT Rights & Protections

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.

## 26-country average (% support)

Female Gen Zers Male Gen Zers Gap



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



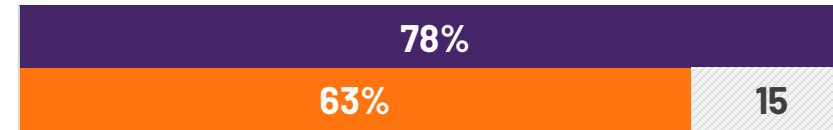
# Gen Z\* Spotlight: Views on Transgender Rights & Protections

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.

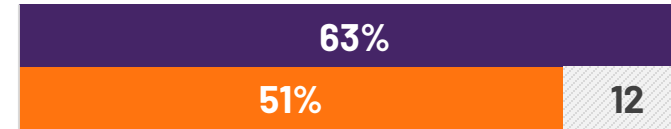
## 26-country average (% agree)

Female Gen Zers Male Gen Zers Gap

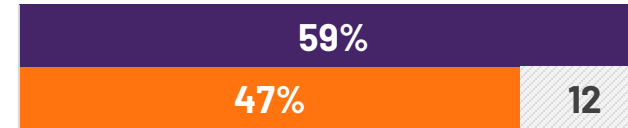
Transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores



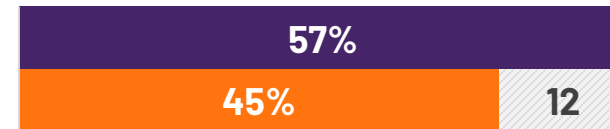
With parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counselling and hormone replacement treatment)



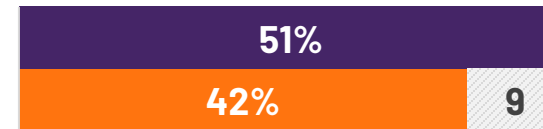
Transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the gender they identify with



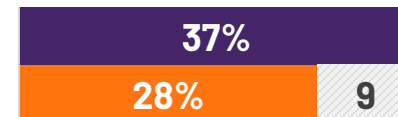
Government-issued documents such as passports should include an option other than "male" and "female" for people who do not identify as either



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



\*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+ Celebration & Allyship



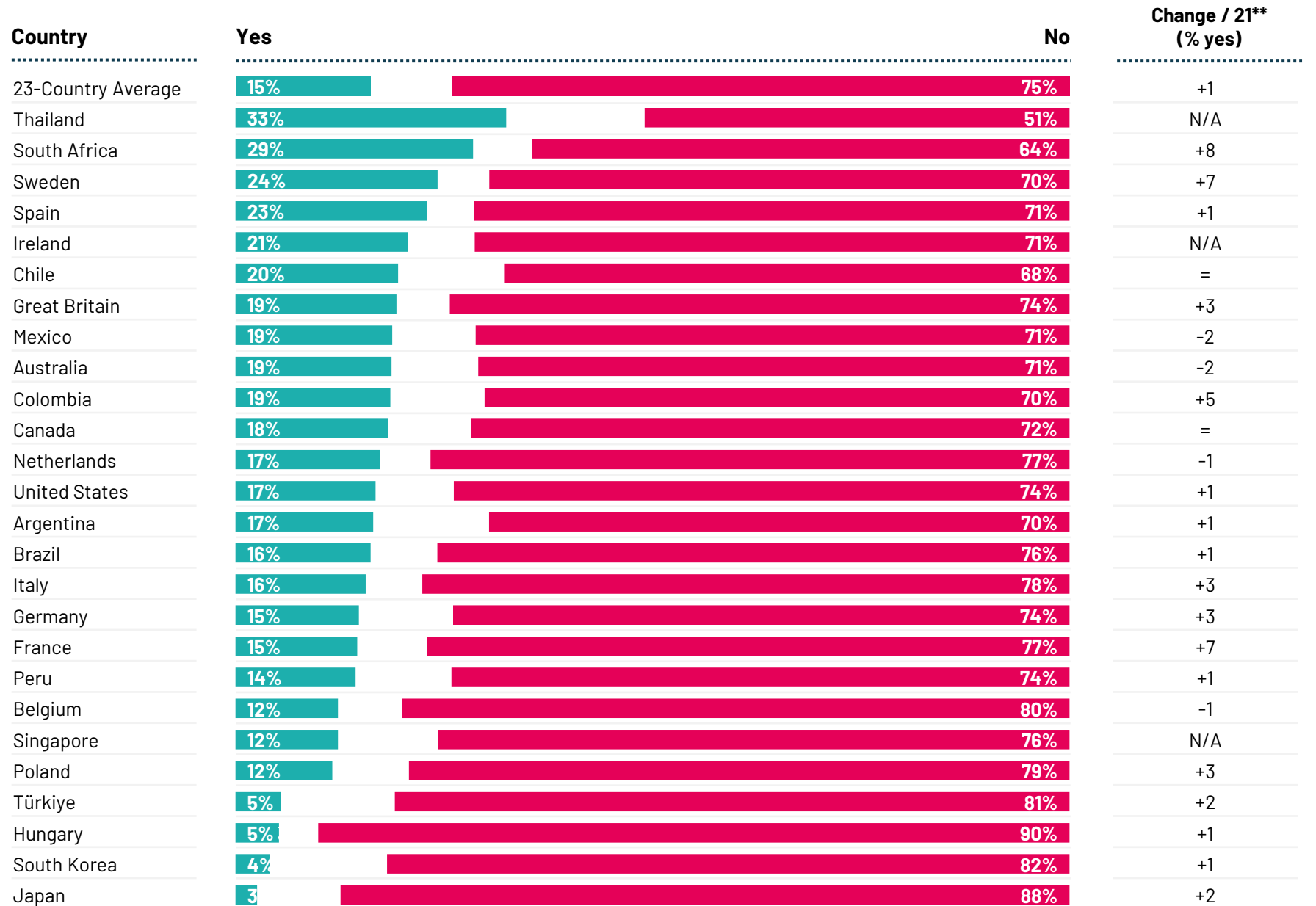
# LGBT Celebration & Allyship

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.

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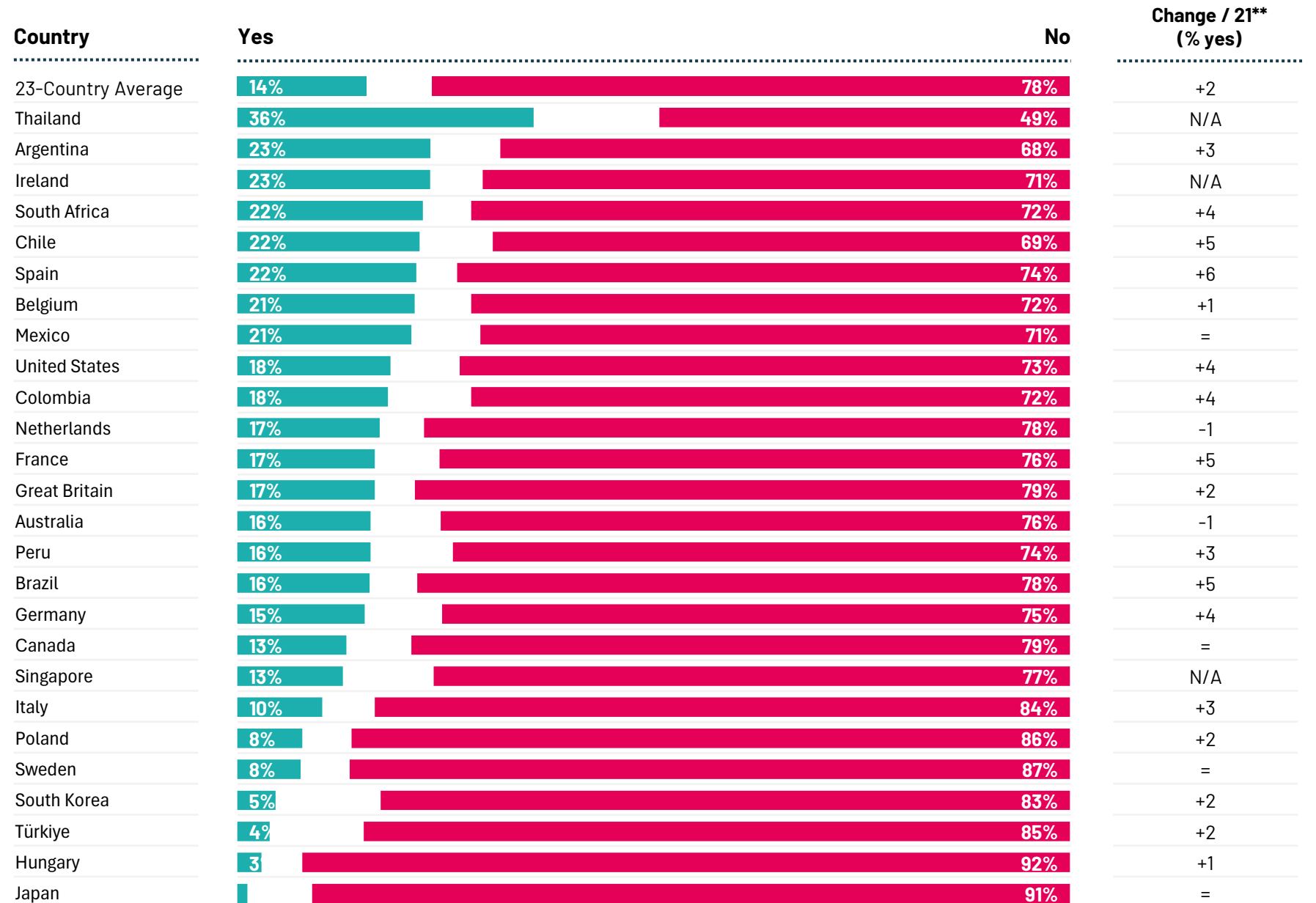
# LGBT Celebration & Allyship

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.

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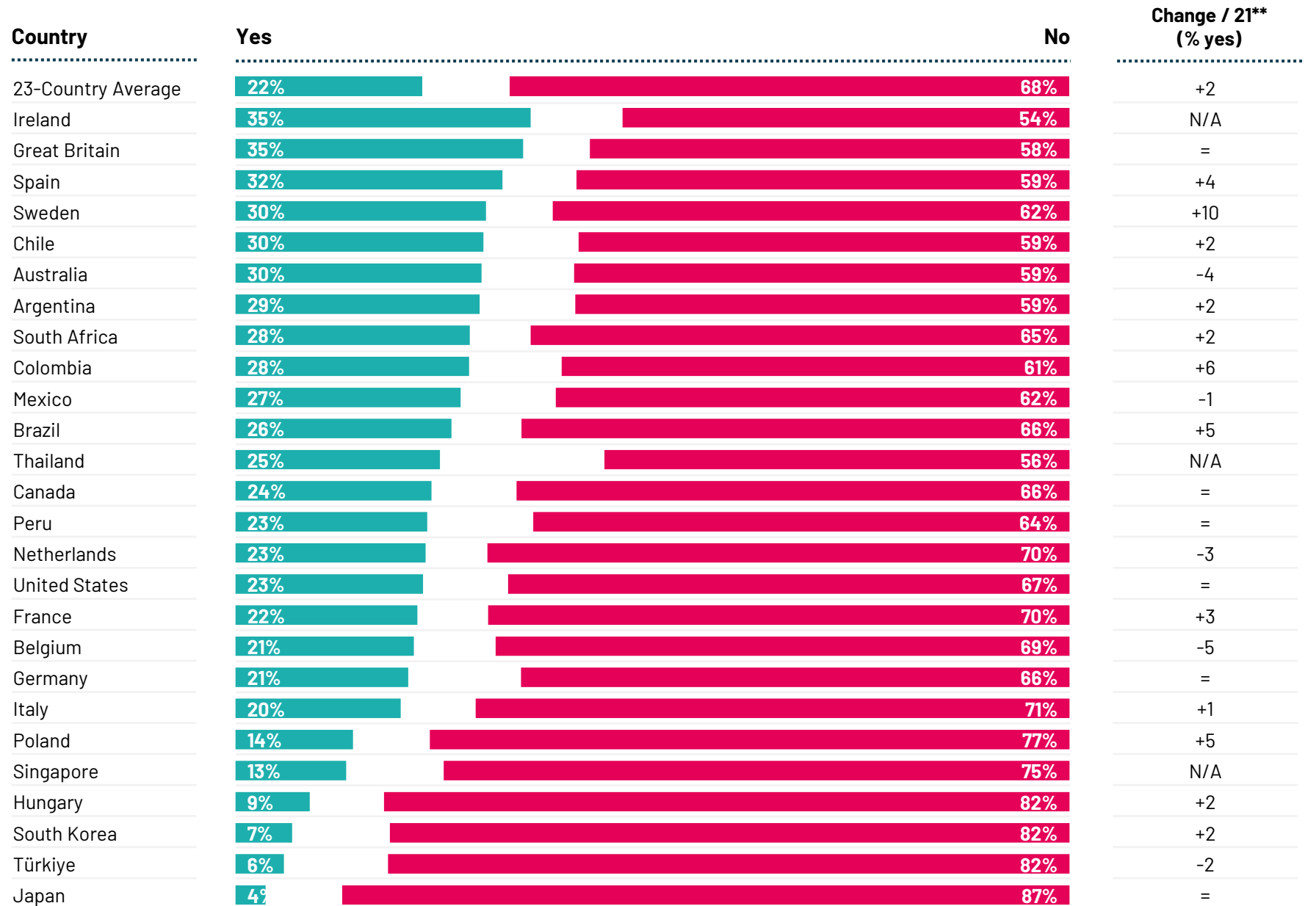
# LGBT Celebration & Allyship

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.

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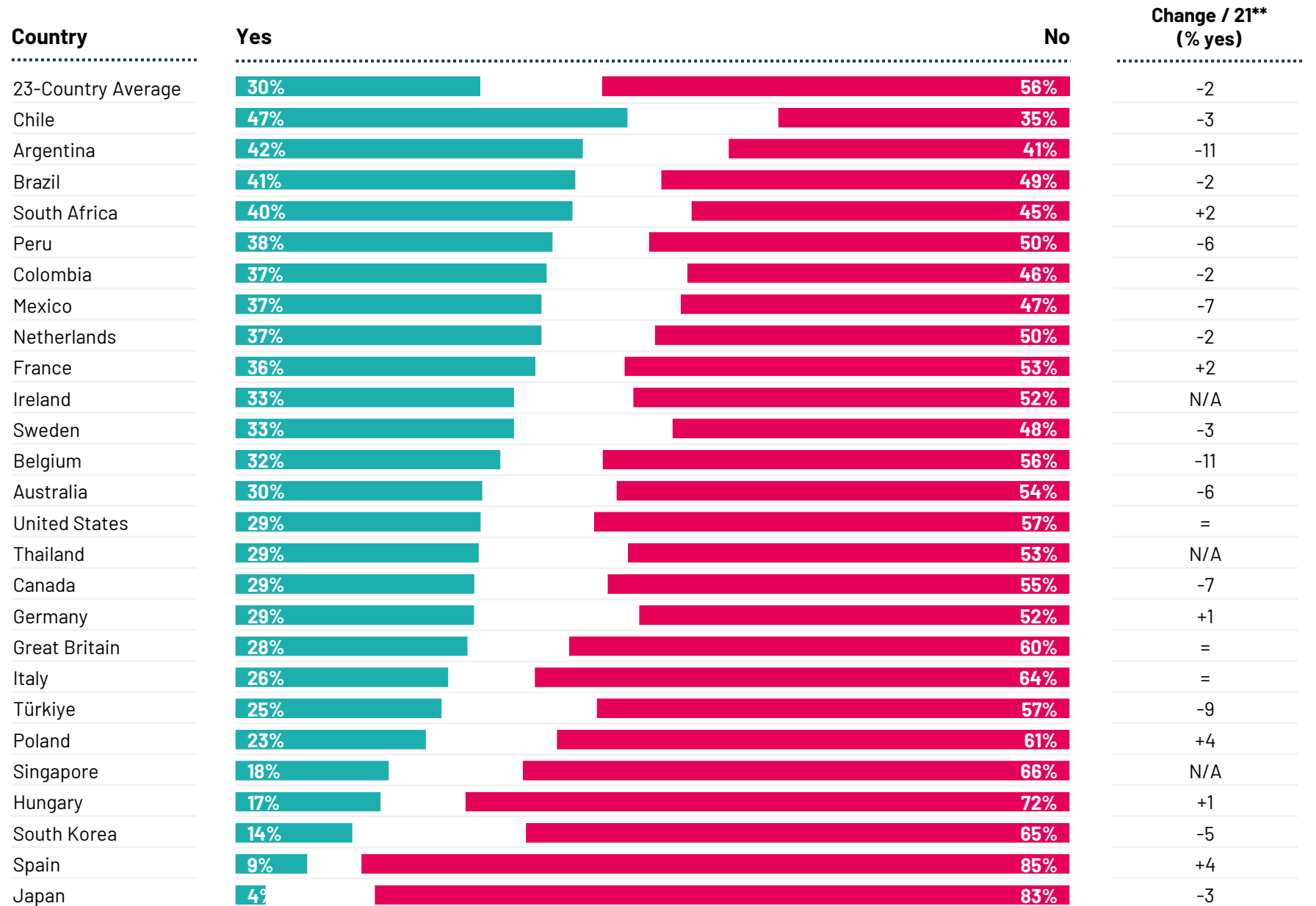


# LGBT Allyship

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.

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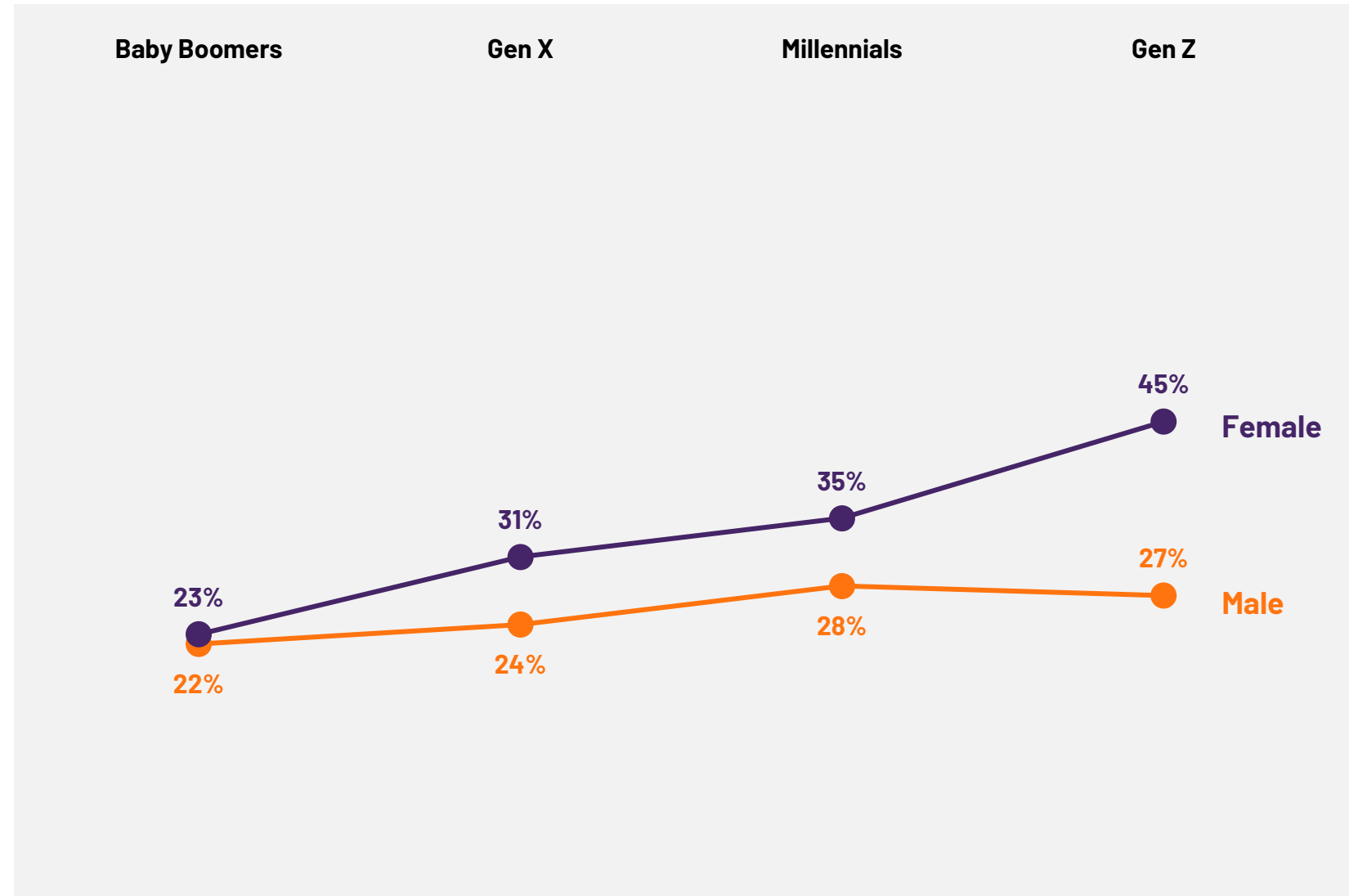


# LGBT Allyship by Generations

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.



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# Sexual Orientation & Gender Identity



# Sexual Orientation By Country

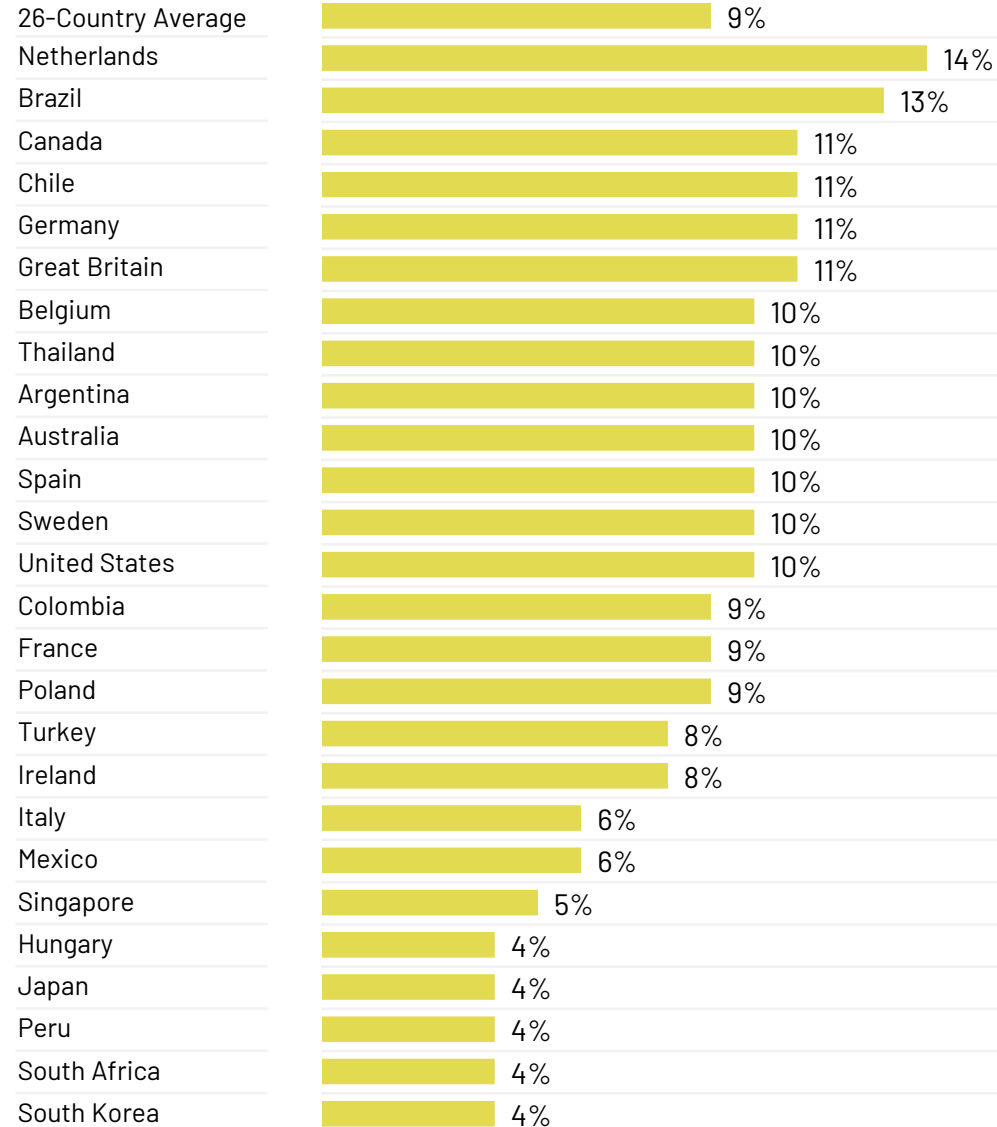
Q. And which of the following, if any, do you identify as?

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



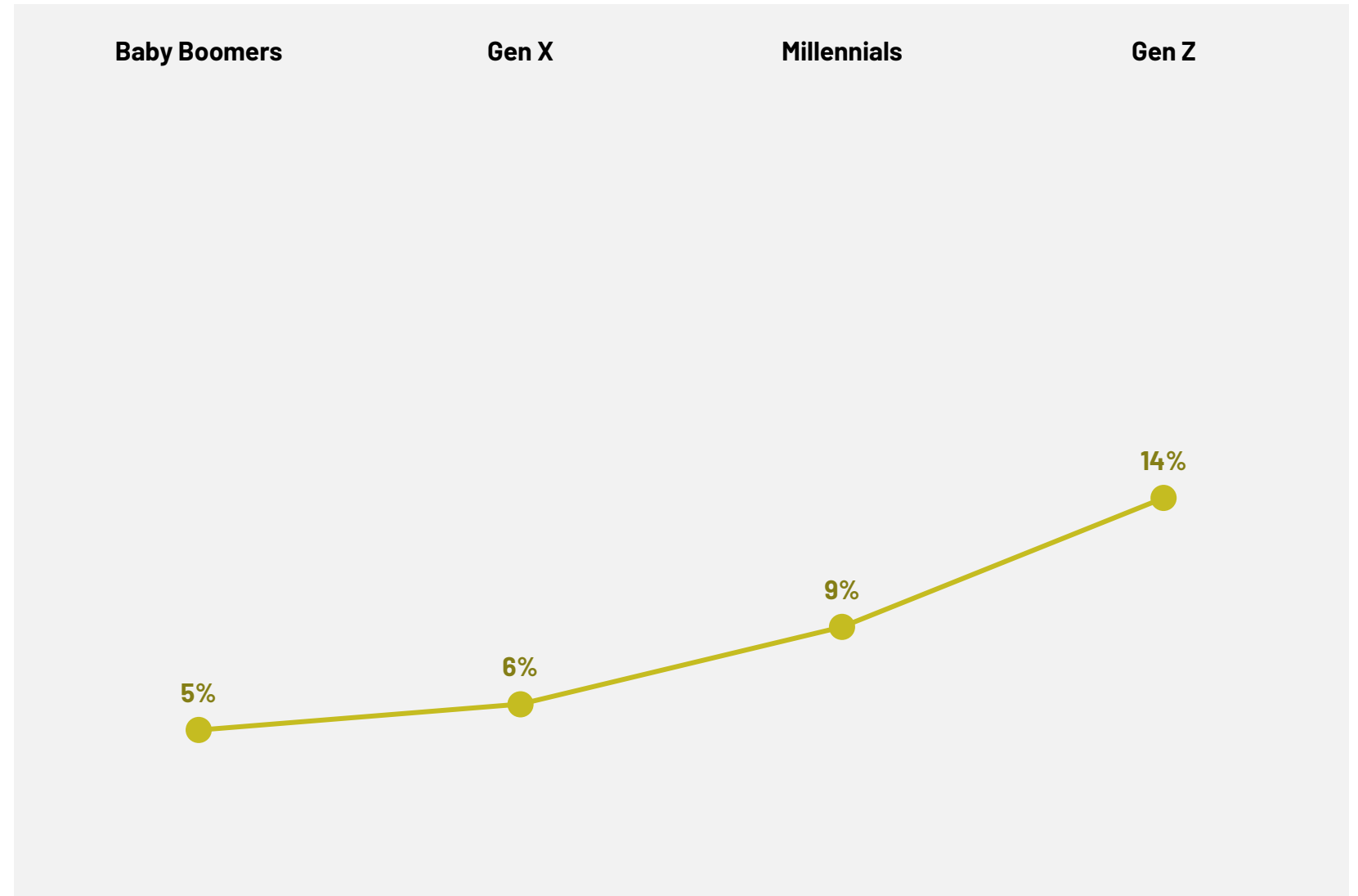
# Sexual Orientation By Generations

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- 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.



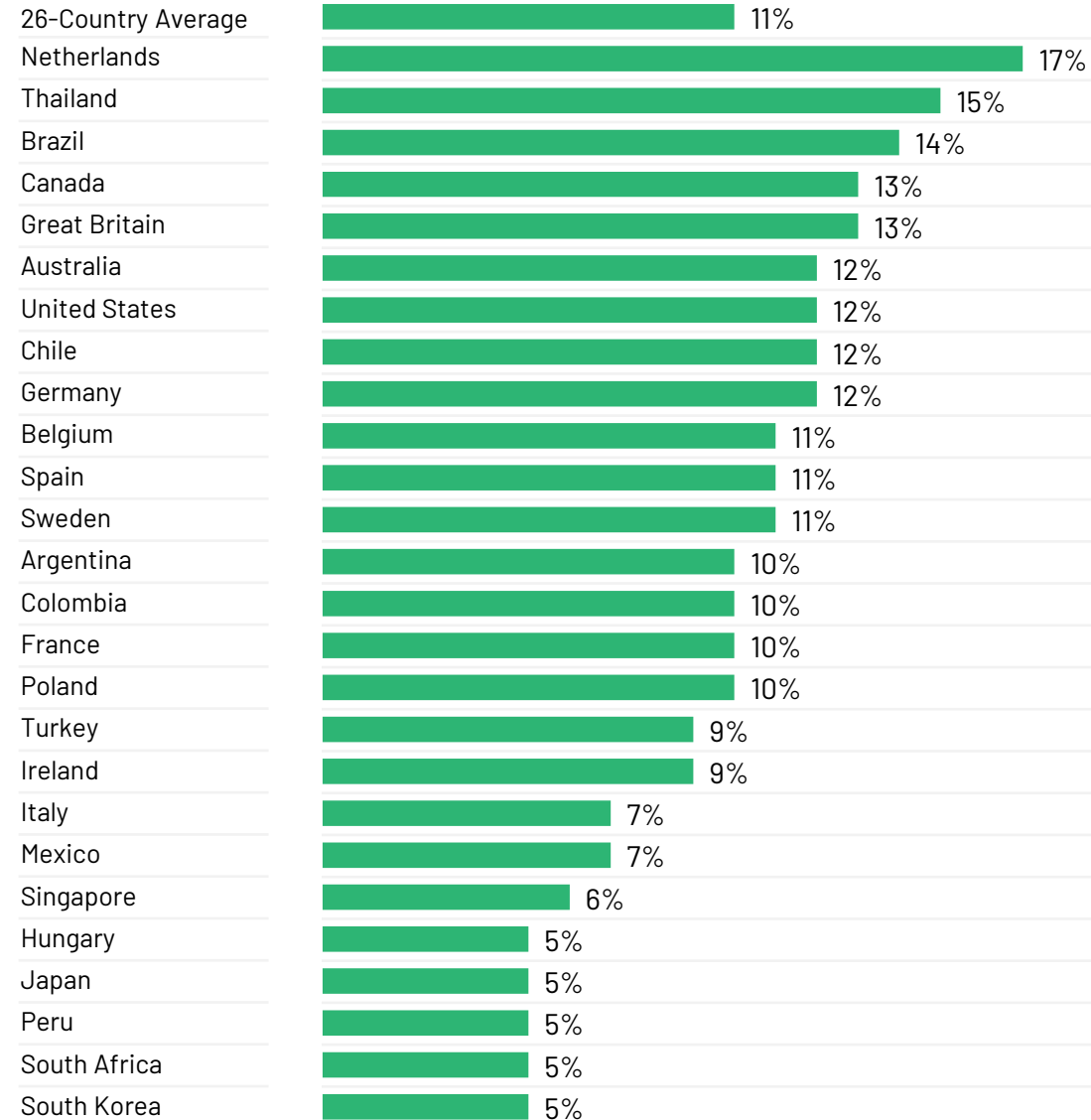
# Net % of LGBT+ Adults By Country

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

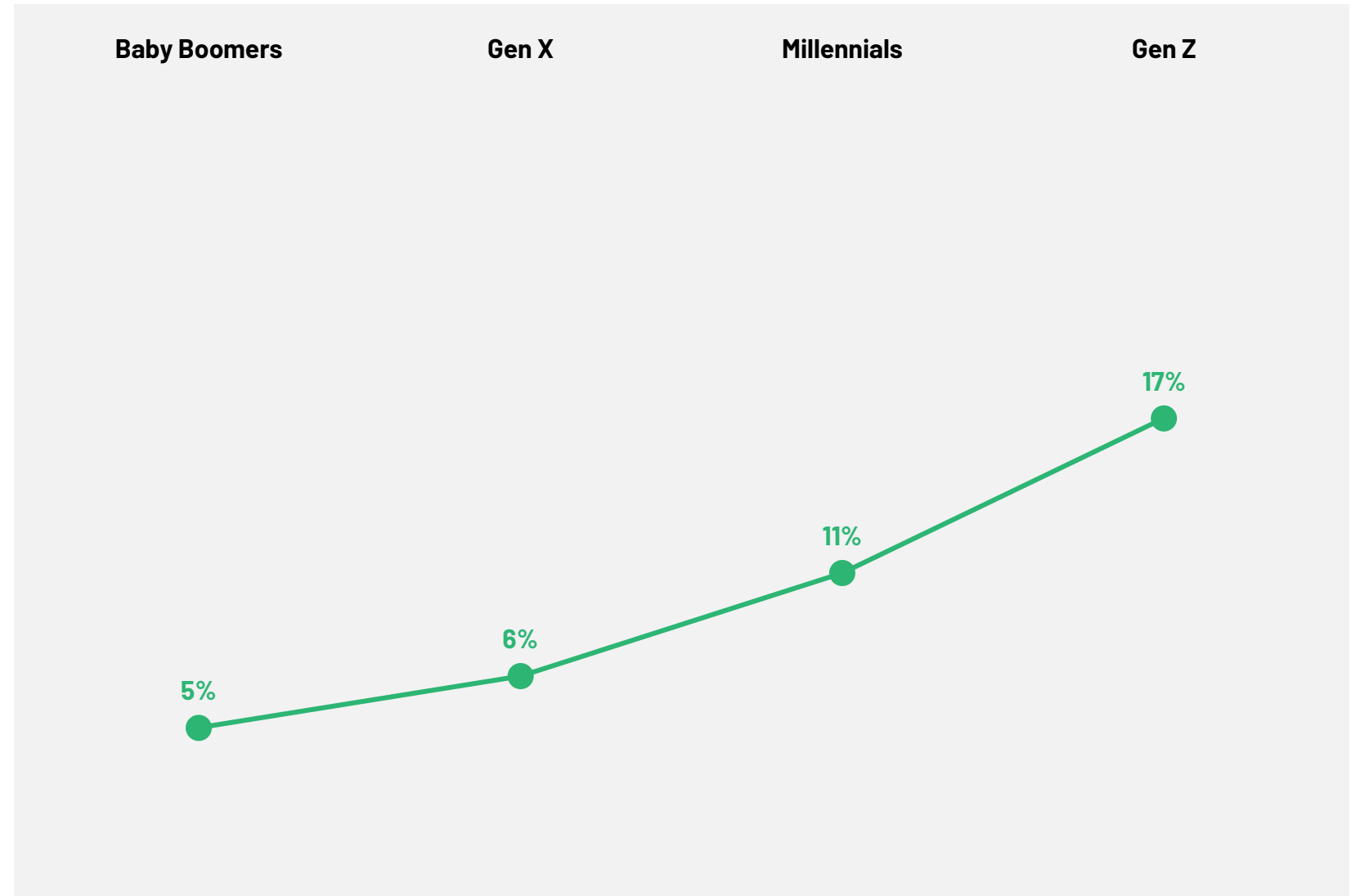


# Net % of LGBT+ Adults By Generations

Any of:

- Lesbian/gay/homosexual
- Bisexual
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- Non-binary/gender non-conforming/gender-fluid
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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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# 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 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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