

IPSOS LGBT+ PRIDE REPORT 2025

A 26-Country Ipsos Global
Advisor Survey

June 2025



Foreword

Welcome to the 2025 edition of the Ipsos LGBT+ Pride Report.

This 26-country study is designed to provide a resource for all those looking to better understand public opinion today. We highlight areas of agreement, and those where views diverge.

The first report in our series came out in 2021, which means we are now able to start to track how attitudes are changing over time.

While it may seem like there has been a large “wokelash” against all things LGBT+ in the intervening years, the reality is more nuanced.

Majorities in all countries support legal measures to protect lesbian, gay, bisexual and transgender people from discrimination. Support for same-sex

couples marrying and adopting children remains strong, although is not as high as it was.

And we see a softening in support for brands actively promoting LGBT+ rights, alongside a distinct lack of consensus on a range of issues, from whether there should be more LGBT+ people on our screens through to trans rights when it comes to passports or restrooms.

This year’s research includes a new question covering the workplace environment. It finds more support than opposition for employers actively taking steps to promote/celebrate LGBT+ employees, but no consensus.

Our report sets out the key findings we pulled out of this year’s survey and identifies a series of questions that

brands, governments and societies at large will need to think about.

As ever, context is key. Our attitudes may be shaped by the culture and climate of the country we live in. With this in mind, the second section of our report provides detailed breakdowns by individual countries. We also chart how attitudes have changed in recent years, and take a look at how opinions break down by gender and generation.

We hope it provides a useful resource, and look forward to discussing the findings and their implications with you.



Ben Page
Ipsos CEO

Keep in touch with the latest international public opinion poll findings from Ipsos at our dedicated [web page](#).

CONTENTS



This document is interactive,
please click the [links](#) to jump to the findings

1

In Summary

2

LGBT+ Attitudes &
Visibility

3

LGBT+ Rights &
Protections

4

Same-sex Marriage
& Parenting

5

Sexual Orientation &
Gender Identity

6

Methodology

In Summary



Key findings



Support for brands promoting LGBT rights not as strong as it was

Support for companies/brands actively promoting equality for LGBT (lesbian, gay, bisexual, transgender) people is down. **49%**, on average across 23 countries*, were in favor of this marketing move **in 2021**, falling five percentage points to **44% in 2024**, then three more points to **41%** in 2025. At the same time, opposition has risen to **23%** in 2025 from **16%** in 2021.



No overwhelming appetite for LGBT+ initiatives at work

Just under two in five (**38%** on average across 26 countries) are in favor of employers having programs/policies that explicitly support/celebrate LGBT+ employees, while **24%** oppose this. This question, added in 2025, finds many (**39%**) are neutral, neither supporting nor opposing, on these workplace initiatives.



Gen Z women continuing to lean liberal

Once again, younger females are the cohort most in support of a range of LGBT+ protections, rights and visibility. For example, **49%** of Generation Z** women support having more LGBT characters on TV, in films and in advertising versus less than one-quarter of older men (**22%** of Baby Boomer and **23%** of Generation X men).



Gen Z men continuing to diverge from Gen Z women

Younger males are still diverging from their female peers on several issues and are more in sync with older males. For example, while **59%** of Gen Z women support LGBT people being open about their sexual orientation/gender identity with everyone, Gen Z men's support (**38%**) is in line with that of Millennial (**43%**) and Gen X (**44%**) men.



Support for same-sex unions, families

Support for same-sex marriage/ recognition has softened a bit to **69%** (on average across 23 countries) in 2025, compared to **74%** in 2021. The proportion who think same-sex couples shouldn't be allowed to marry/obtain any kind of legal recognition rose slightly to **15%** in 2025, from **12%** in 2021. Meanwhile, support for same-sex couples having the same rights to adopt children as heterosexual couples do is now down five points to **59%** in 2025, from **64%** in 2021.



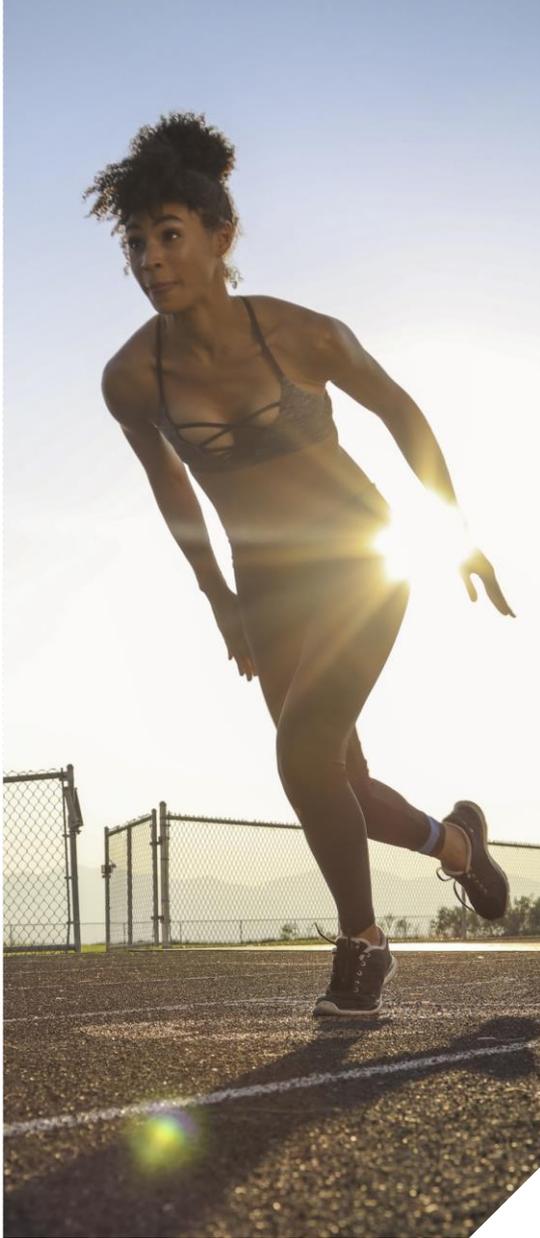
Support for transgender athletes down 10 points to 22% since 2021

Only **22%** (on average across 23 countries) are in favor of trans athletes competing based on the gender they identify with rather than the sex they were assigned at birth in 2025, down from **27%** in 2024 and **32%** in 2021. Support is now highest in Thailand (**50%**) and lowest in Hungary (**11%**).

*Change for 23-country average is based on the countries which were in all waves of the global Pride 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).





A long and winding road

The path to progress is often filled with potholes and roadblocks.

And so it is with the ongoing journey to equal rights and full acceptance of the LGBT+ community around the world.

The good news: close to three in four, on average across 23 countries*, still agree people who identify as LGB (**72%**, -5pp since 2021) and trans (**71%**, -5pp) should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores.

The bad news: support for many issues has fallen since our global Pride polling in 2021.

The proportion in favor of everything from same-sex unions to trans programtes has dropped compared to four years ago. At the same time, the proportion in support of people and couples openly living their lives is down.

On a downward slide

Almost half (**47%**) currently agree with LGBT people being open with everyone about their sexual orientation or gender identity, down eight percentage points at a global level since 2021. And the proportion who agree with LGBT people displaying affection in public (e.g., kissing or holding hands) remains low at **37%**, on average across 23 countries, down slightly from **39%** in both 2024 and 2021.

Meanwhile, support for same-sex marriage/legal recognition is down to **69%** (on average across 23 countries) in 2025 from **74%** in 2021. And support for same-sex couples having the same rights to adopt children as heterosexual couples fell five percentage points to 59% in 2025, from 64% in 2021.

Despite the dips, same-sex couples and families enjoy fairly solid acceptance in most countries in our survey this year. The same can't be said for some trans issues.

Dropping even lower

Two in three (**66%** globally) acknowledge trans people face a great deal/fair amount of discrimination. Trans programtes remain a thorny topic. Only **22%** (on average across 23 countries) are currently in favor of trans programtes competing based on the gender they identify with rather the sex they were assigned at birth, compared to **32%** four years ago. And almost half (**47%**) now oppose this, with opposition strongest in Great Britain and Hungary (both at **61%**).

Sports-related topics appear to be a flashpoint these days with the proportion supporting openly lesbian, gay and bisexual programtes in sports teams down to **44%** at a global level from **54%** in 2021.

Whether public acceptance of a range of LGBT+ issues continues to trend downwards in the second half of this decade remains to be seen. One thing that's clear? The fight for rights and acceptance is far from over even in 2025.

*Change for 23-country average is based on the countries which were in all previous waves of the global Pride polls.



Gen Z women go their own way

While some in society are zigging Gen Z** women are zagging.

Younger females are leaning liberal on several LGBT+ issues while many other cohorts, including their younger male peers, are leaning more centrist or conservative these days.

The [Ipsos Generations Report 2025](#) dives deeper into how Gen Z men and women continue to diverge on several social issues, ranging from women's rights to climate change. The same pattern is emerging when it comes to many LGBT+ issues.

Mind the gaps

There are significant gaps between younger males and females on everything from support for LGBT people being open about their sexual orientation or gender identity with everyone (Gen Z women **59%** vs. **38%** of Gen Z men) to support for trans people being allowed to use single-sex facilities, such as public restrooms, that correspond to the gender they identify with (**55%** of Gen Z women vs. **41%** of Gen Z men).

The biggest divides this year appear in how businesses support LGBT+ people.

While almost three in five (**58%**) Gen Z women are in favor of companies/brands actively promoting equality for LGBT people only **34%** of Gen Z men agree. And there's also a 24-point gap when it comes to whether employers should have programs/policies that explicitly support/celebrate LGBT+ employees with **53%** of younger women supporting this compared to just **29%** of younger men.

Less division

There's less stark disagreement when it comes to trans issues, which have been hotly debated on school sports fields and in classrooms by parents, students and educators in recent years.

Almost three in five (**59%**) Gen Z women agree "with parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counselling and hormone replacement treatment)" compared to **46%** of Gen Z men. And despite high support for other

issues only one in three (**35%**) Gen Z women support trans programmes competing based on the gender they identify with rather than the sex they were assigned at birth, although this is higher than the **20%** of Gen Z men who agree and higher than the **22%** global average.

While Gen Z is still shorthand for young, the oldest of this generation are approaching 30. As more of this cohort steps off university campuses and into the real world Ipsos will keep an eye on whether Gen Z women will continue to zag while their male peers and others zig.

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



What this means for...

Businesses



What a difference a few years makes.

When Ipsos rolled out the Pride report in June 2021 many around the world were still reeling from the murder of George Floyd in May 2020, which sparked not only a reckoning over structural racism, but also a larger diversity, equity and inclusion (DEI) movement.

In the early part of this decade many brands increased DEI marketing efforts, including during Pride Month.

Pendulum swinging back

Four years ago, almost half (**49%** on average across 23 countries*) said they supported companies/brands actively promoting equality for LGBT people. By 2024, that support had fallen five points to **44%** and has now dipped year-over-year to **41%** (with **23%** currently opposed).

Those in favor of more LGBT characters on TV, in films and in advertising also fell, from **36%** in 2021 to **29%** in 2025. While there may be the perception of ever-increasing diverse representation in pop culture [GLAAD finds](#)

there was actually a slight dip of LGBT+ characters on several streaming services in 2024.

And a new question this year finds there's also no overwhelming support (**38%**) for employers having programs/policies that explicitly support/celebrate LGBT+ employees.

So, what should businesses do?

For one, looking past the noise and to the data can help guide the way. While social media and tabloid news outlets can make it seem like there has been a large "wokelash" against all Pride marketing the reality is more nuanced.

Support has dropped for companies/brands actively promoting equality for LGBT people, but opposition has stayed relatively steady, with only **12%** now saying they're strongly opposed and just over one-third (**36%**) neither supporting nor opposing these marketing efforts.

More men across the generations than women currently strongly oppose companies/brands actively promoting equality for LGBT people.

Close to one in five (**17%** on average across 26 countries) of Gen X** men, followed by **16%** of Gen Z men, **15%** of Millennial men **and 12%** of Boomer men (2%) strongly oppose this marketing move, that's compared to **10%** of Millennial women, **9%** of both Gen X and Boomer women and **7%** of Gen Z women.

Where next?

Over the past few years many private businesses in Western countries chose to take very public stances on everything from racism to homophobia.

There's now a chill in the air.

Some companies have scaled back, or completely scrapped, DEI programs, including Pride events this year. Business leaders in 2025 have to make tough calls every day, including on DEI issues and initiatives.

In the fog of a culture war it can be hard to see the path forward clearly, but one ancient maxim still holds true in our modern world – fortune favors the bold.

*Change for 23-country average is based on the countries which were in all previous waves of the global Pride 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).



What this means for...



Governments

Ground zero for the culture war these days is America.

Since being inaugurated in January U.S. President Donald Trump has declared a [“war on woke”](#) and says he has “ended the tyranny of so-called diversity, equity and inclusion policies all across the entire federal government and indeed the private sector and our military.”

But do most Americans have a problem with DEI government policies, including those protecting LGBT+ people? It depends.

Trans people facing strong pushback

Support for specific trans rights, in particular, remains fairly low in the U.S. and globally.

For example, those in favor of government-issued documents, such as passports, including an option other than “male” and “female” for people who do not identify as either has dropped to **38%** in America (-3pp since 2024) and to **46%** (-6pp on average across 23 countries*).

The Trump government has seized on this moment in time and recently began issuing passports with only [“an M or F sex marker](#) that match[es] the customer’s biological sex at birth,” though the move has faced outcry from activists and is [facing legal challenges](#).

Almost fifty-six years after [the Stonewall Uprising](#) the data shows that things may be now moving backwards in a number of Western countries after so much forward momentum.

Love wins?

There are bright spots, however.

Americans will soon celebrate [10 years of legal same-sex marriage](#), proving significant progress is possible — though the proportion of Americans who agree same-sex couples should be allowed to marry legally is down to **53%** from **59%** in 2021 and **18%** now think same-sex couples shouldn’t be allowed to marry or obtain any kind of legal recognition, up slightly from **15%** in 2021.

Sometimes policy moves faster than public opinion.

[Japan appears to be headed](#) towards legalizing same-sex marriage even though just under two in five (**39%**) agree same-sex couples should be allowed to marry legally. And [Thailand recently did so](#) just a few months ago as support of same-sex marriage stayed steady year-over-year at **58%**.

The Ipsos LGBT+ Pride Report 2025 shows support for many rights and issues is declining and it will ultimately be up to voters and politicians around the world whether the “war on woke” is a blip or a sign of the times for years to come.

*Change for 23-country average is based on the countries which were in all previous waves of the global Pride polls.



LGBT+ Attitudes & Visibility



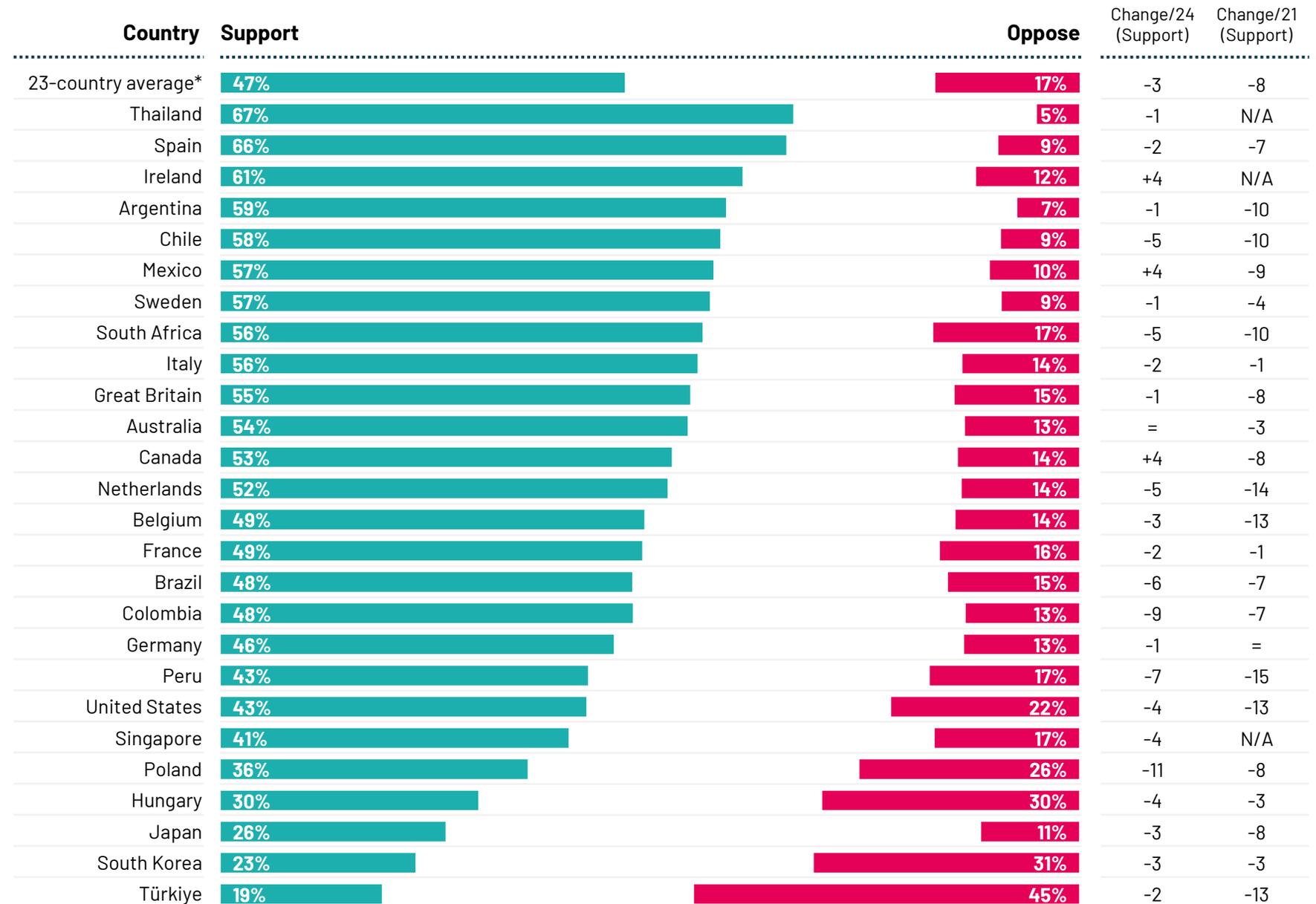
LGBT Attitudes by Country

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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.



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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.

Country	Support	Oppose	Change/24 (Support)	Change/21 (Support)
23-country average*	37%	26%	-2	-2
Spain	61%	11%	-4	-3
Sweden	59%	12%	=	+3
Ireland	50%	17%	-4	N/A
Italy	49%	17%	+1	-3
Australia	47%	18%	+3	-1
Canada	47%	19%	+7	-1
Thailand	47%	19%	+2	N/A
Belgium	45%	17%	-2	-5
Argentina	45%	16%	+1	-4
Netherlands	45%	15%	-2	-7
Germany	44%	17%	+1	+5
France	44%	19%	+1	+4
Great Britain	43%	25%	-5	-5
Chile	41%	24%	-6	-3
Mexico	39%	25%	+2	+1
South Africa	38%	30%	-5	-7
Brazil	36%	29%	-3	-6
United States	34%	28%	-3	-7
Poland	26%	38%	-7	+1
Colombia	25%	35%	-7	-3
Singapore	25%	32%	-2	N/A
Japan	23%	18%	-2	-4
Hungary	20%	40%	-1	-3
Peru	19%	44%	-9	-5
Türkiye	12%	55%	-4	-3
South Korea	12%	51%	-2	=



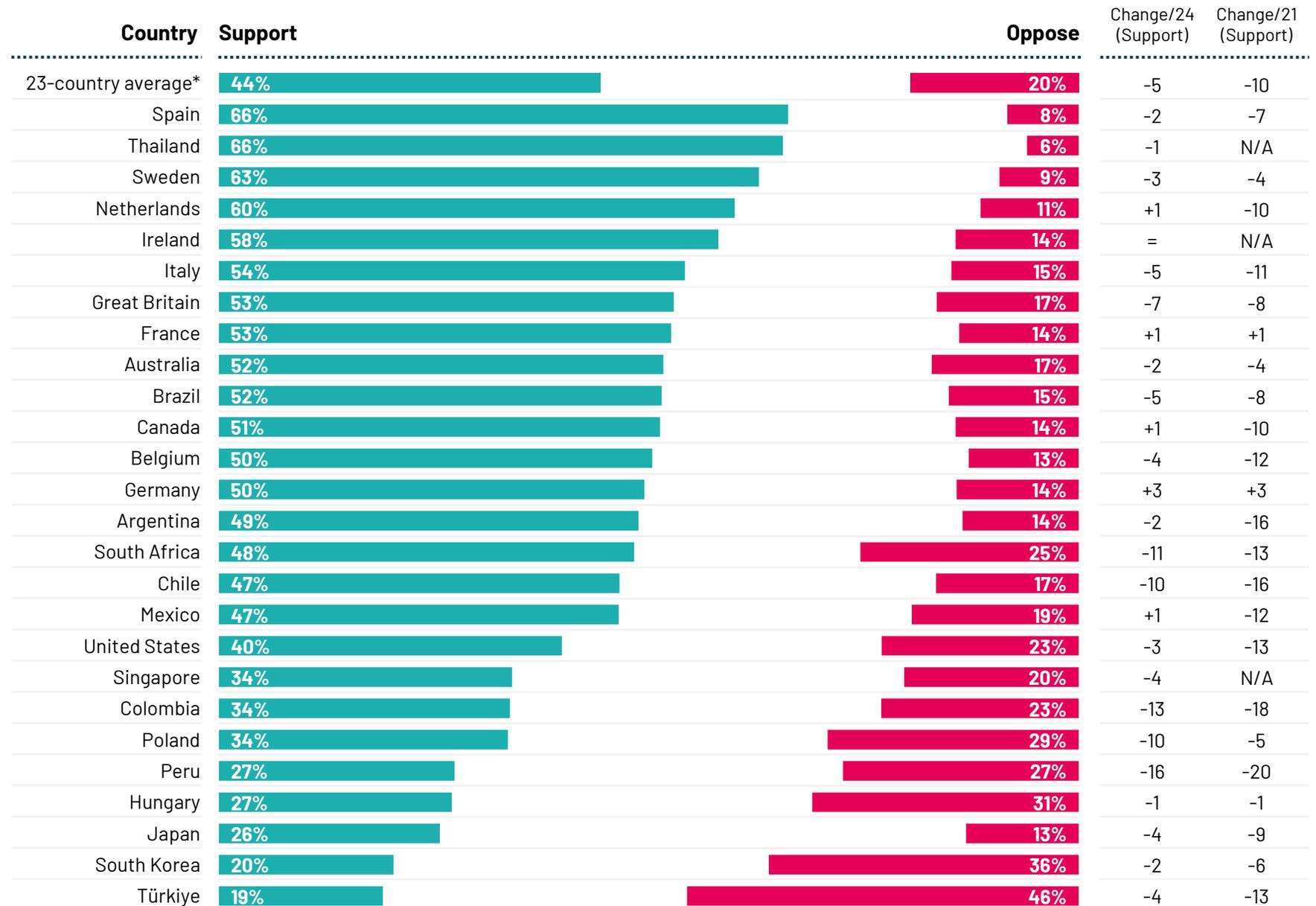
LGBT Attitudes by Country

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

Openly lesbian, gay and bisexual programmes in sports teams

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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LGBT Attitudes by Generation**

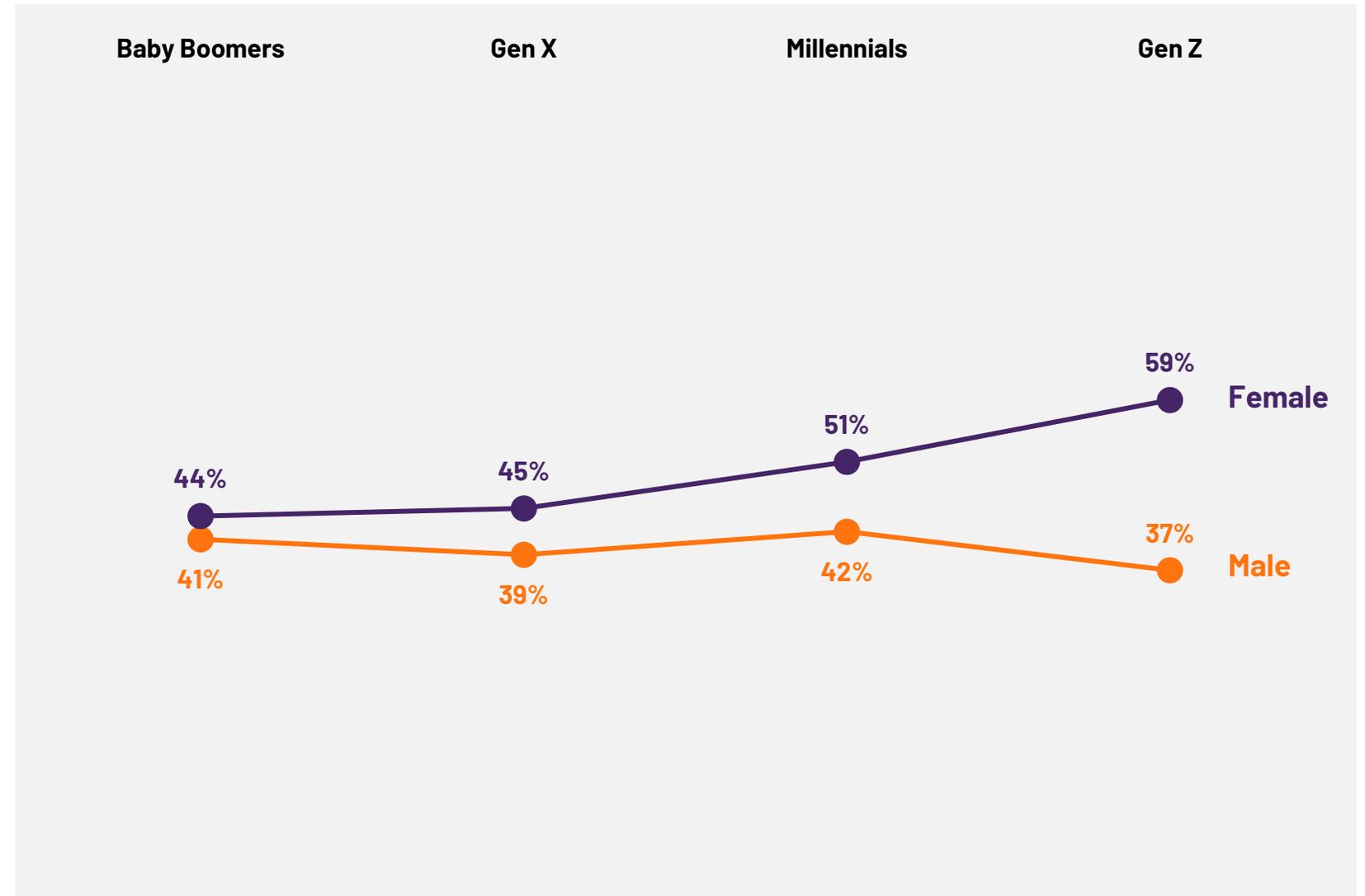
26-country average

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

Openly lesbian, gay and bisexual programmes in sports teams

Base: 19,028 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 April 25 - May 9, 2025.

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



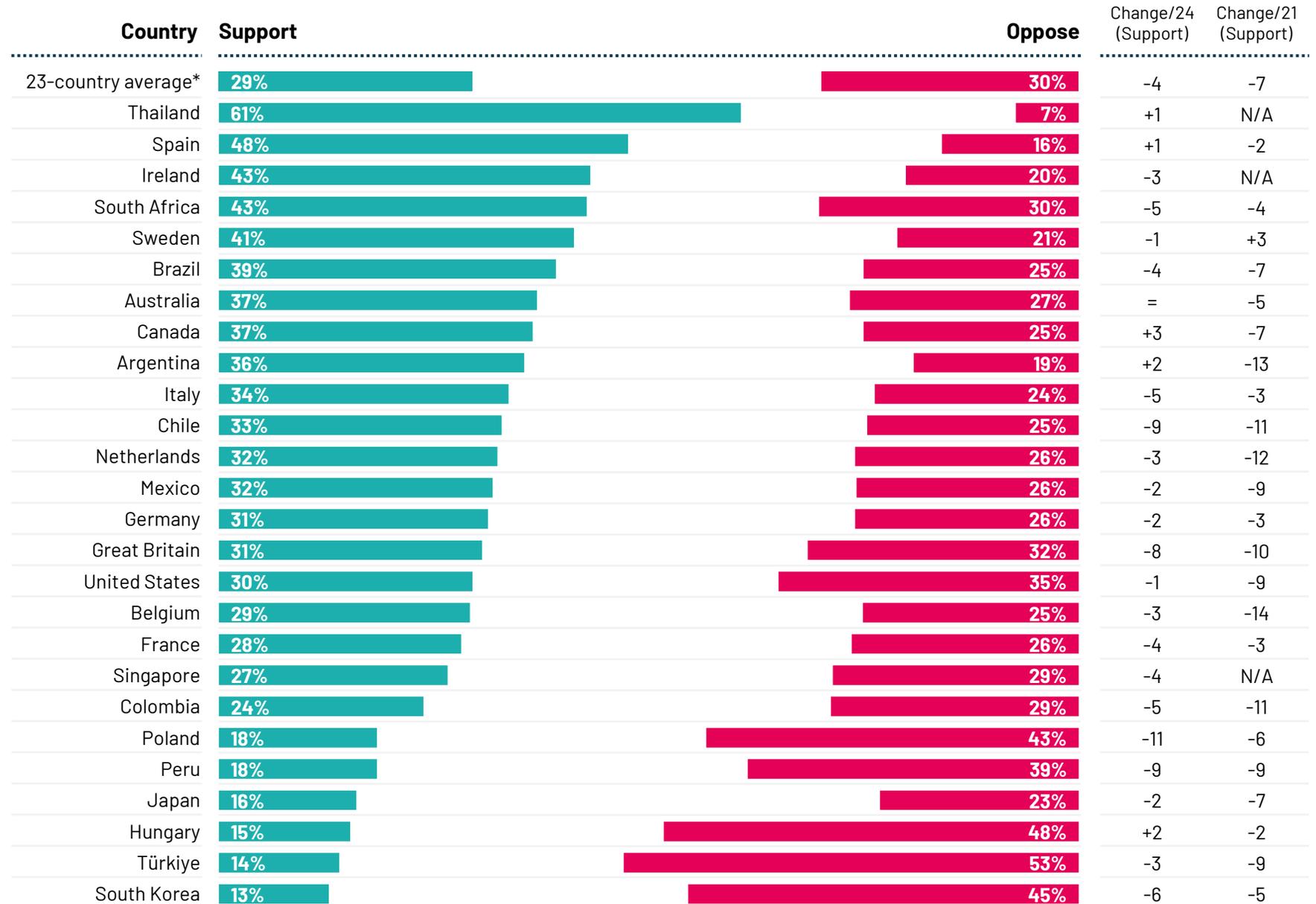
LGBT Visibility by Country

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

**More LGBT characters on TV,
in films and in advertising**

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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LGBT Visibility by Generation**

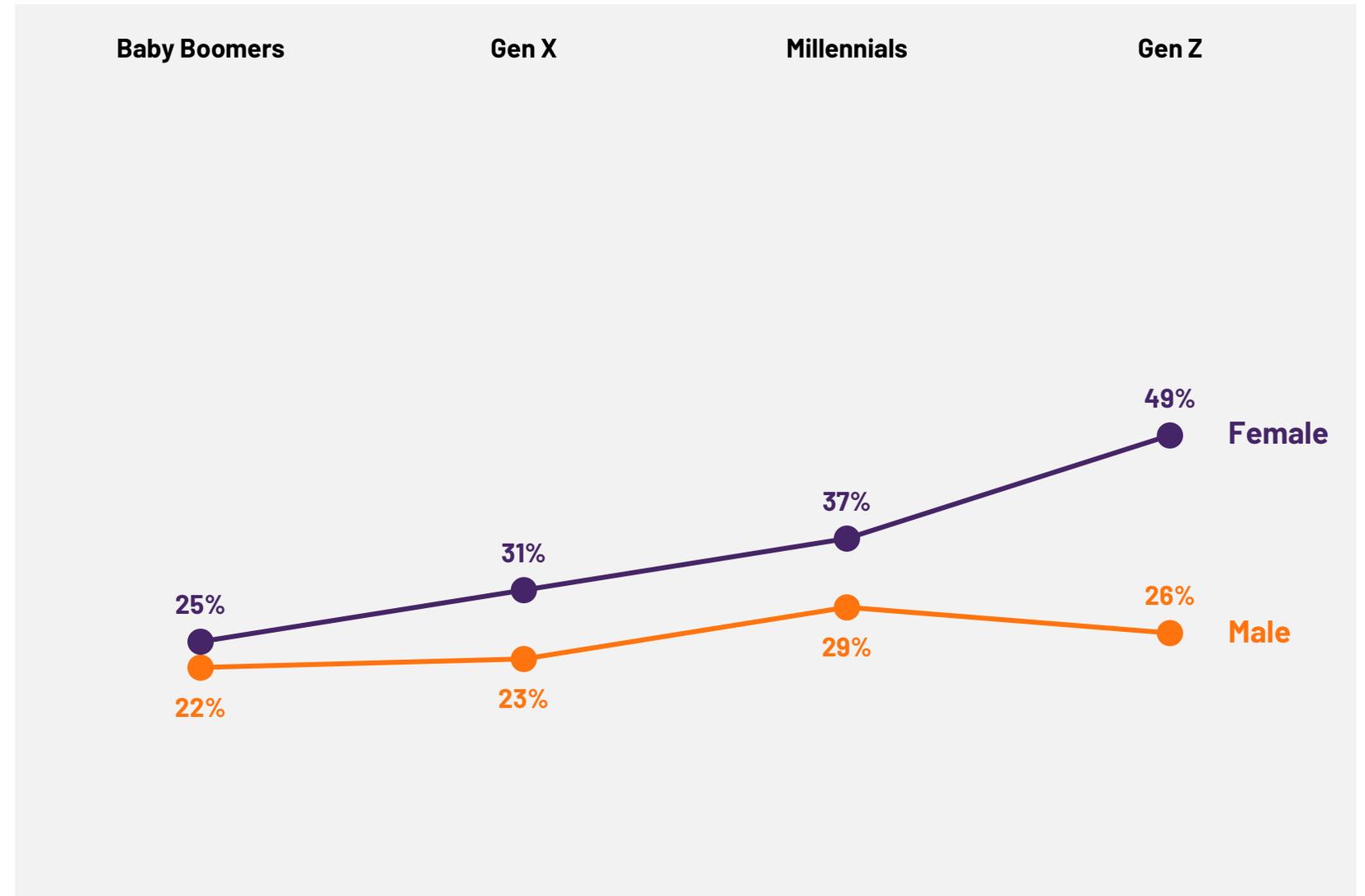
26-country average

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More LGBT characters on TV, in films and in advertising

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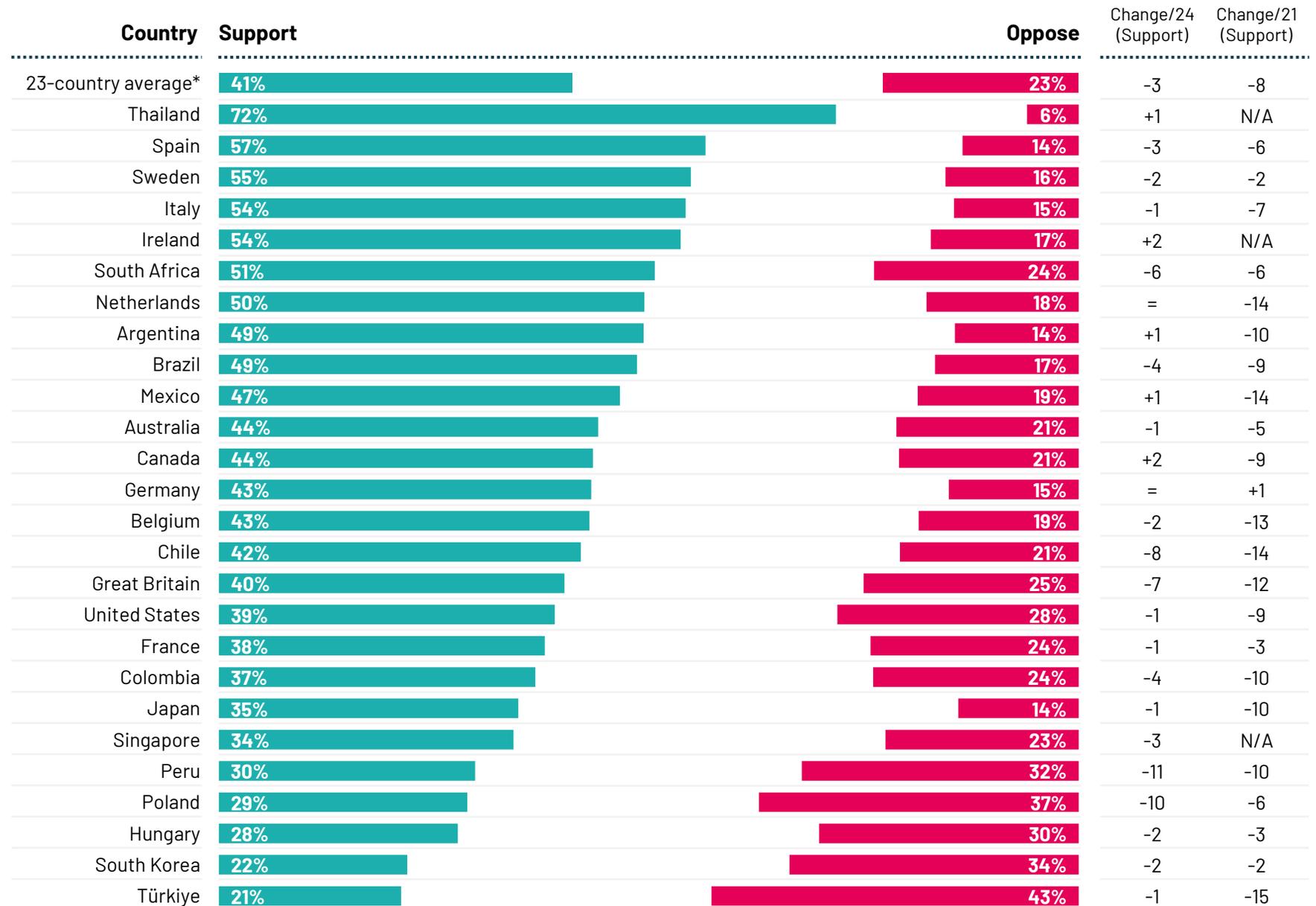
LGBT Visibility by Country

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

Companies and brands actively promoting equality for LGBT people

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.



LGBT Visibility by Generation**

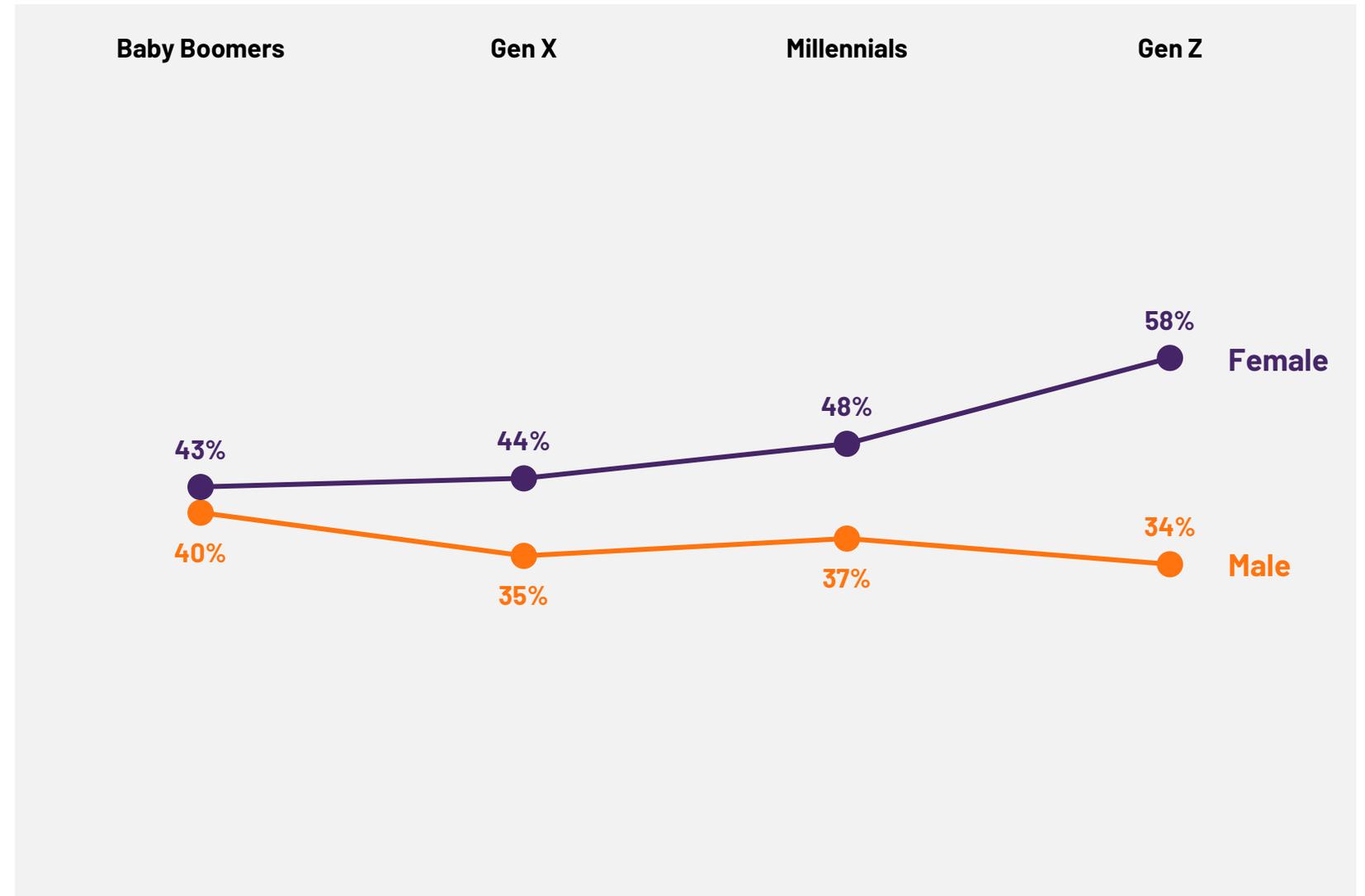
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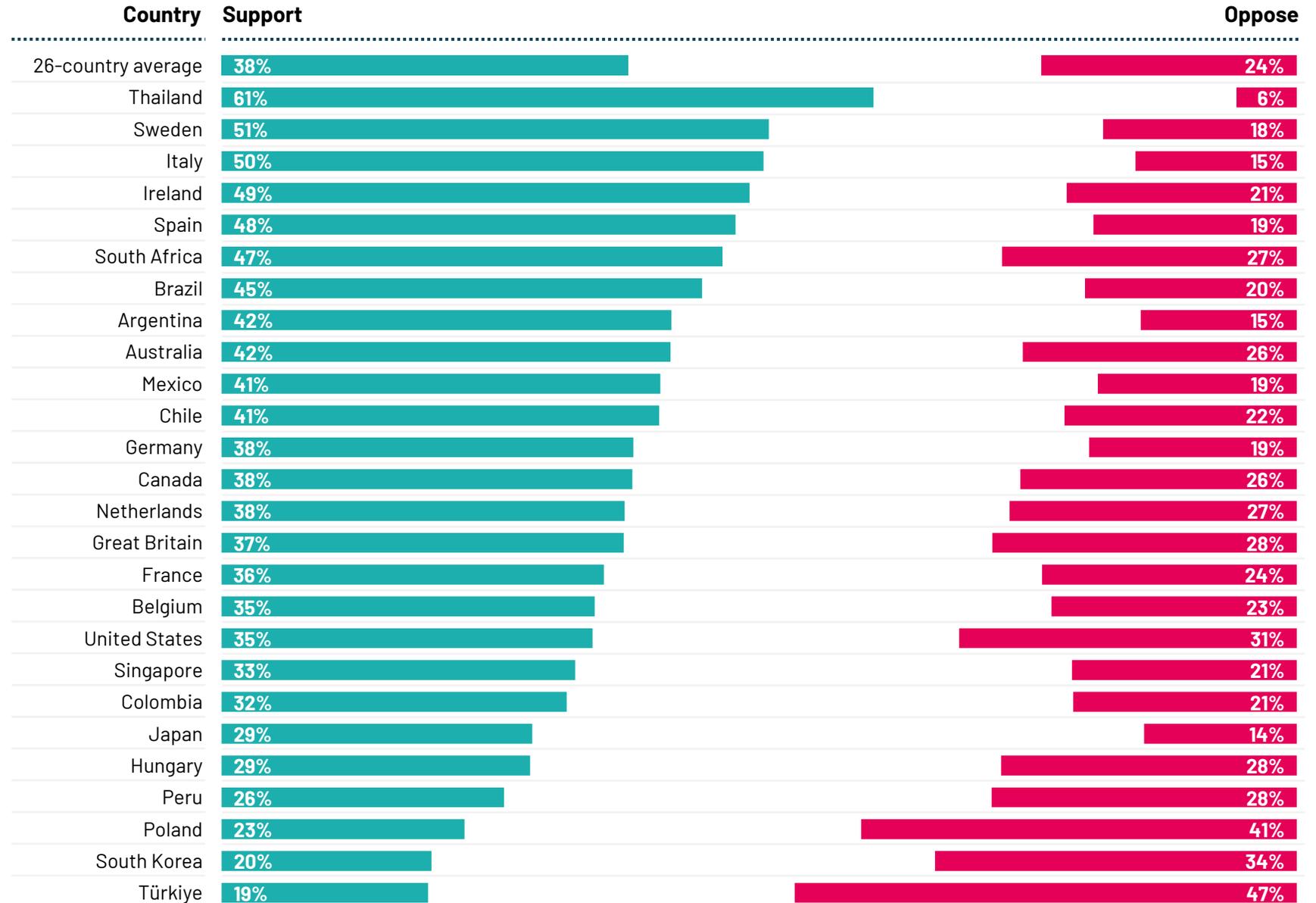


LGBT+ Visibility by Country

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

Employers having programs and policies that explicitly support and celebrate LGBT+ employees

Base: 19,028 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 April 25 - May 9, 2025.



LGBT+ Visibility by Generation**

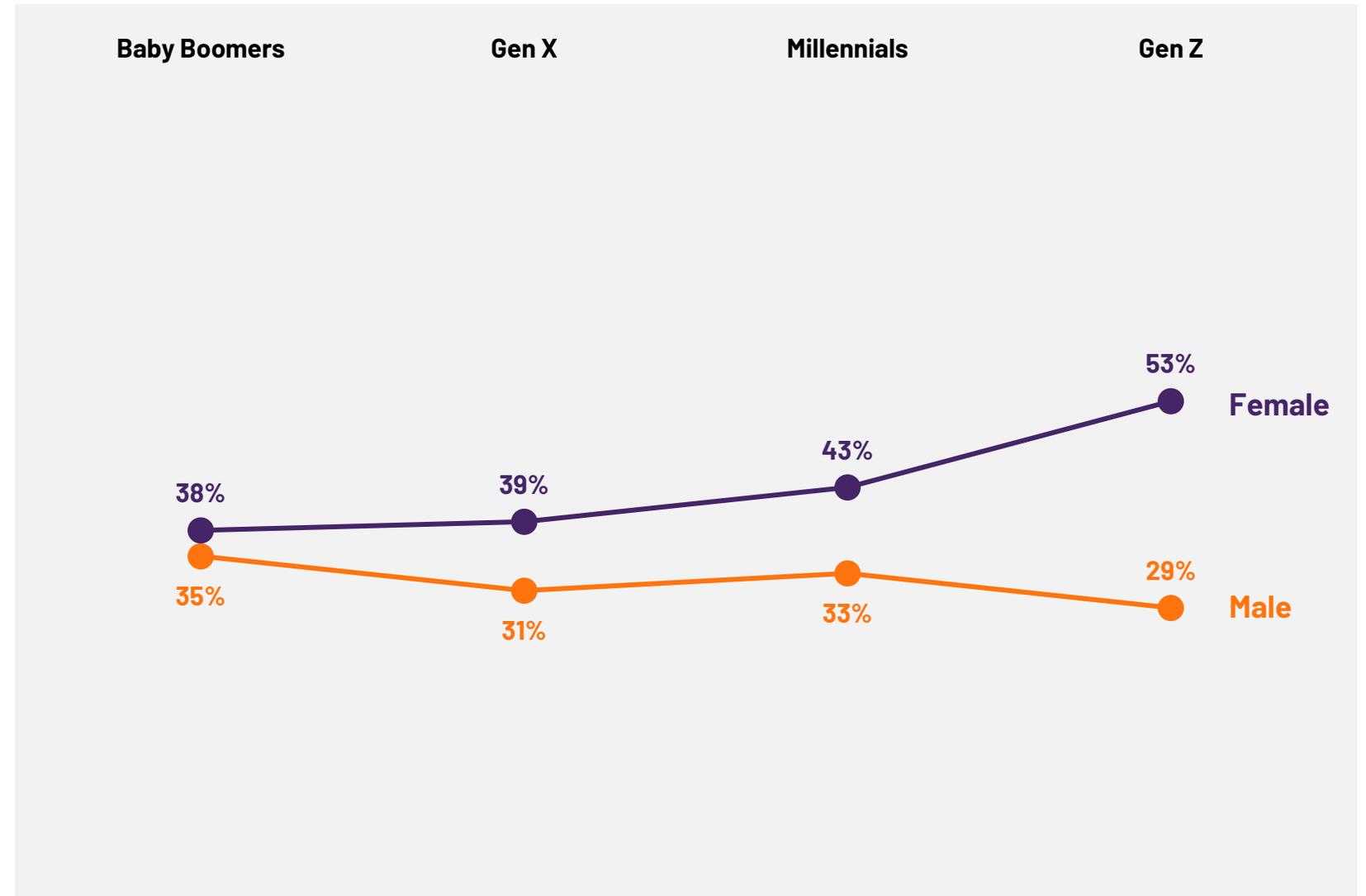
26-country average

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



LGB+ Visibility by Country

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

Lesbian/gay/homosexual

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.

Country	Yes	No	Change/24 (Yes)	Change/23 (Yes)	Change/21 (Yes)
23-country average*	45%	45%	-3	-3	-2
Ireland	60%	35%	-4	+4	N/A
Spain	58%	34%	-5	-5	+1
Brazil	58%	30%	-10	-10	-8
Australia	57%	36%	+4	-3	+2
Germany	56%	38%	+1	+4	+16
Canada	55%	38%	+3	+3	-5
Great Britain	55%	41%	-5	=	-2
Sweden	55%	35%	-1	+5	+5
South Africa	54%	39%	-2	-5	-2
Netherlands	52%	40%	-3	-2	-2
Belgium	52%	42%	-1	-2	-5
Colombia	52%	36%	-15	-8	-8
Chile	50%	42%	-7	-11	-14
Italy	49%	42%	+3	+1	+6
Mexico	49%	43%	-6	-11	-15
Argentina	48%	40%	-3	-7	-7
United States	47%	44%	-7	-9	-10
France	47%	45%	-2	-7	+4
Thailand	45%	44%	=	+2	N/A
Peru	37%	55%	-12	-8	-22
Singapore	37%	51%	-1	-4	N/A
Hungary	34%	51%	-1	-2	+8
Poland	31%	54%	-5	-4	=
Türkiye	15%	72%	-1	+1	=
Japan	7%	70%	+2	=	=
South Korea	5%	82%	-4	-2	-2



LGB+ Visibility by Country

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

Bisexual

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.

Country	Yes	No	Change/24 (Yes)	Change/23 (Yes)	Change/21 (Yes)
23-country average*	25%	56%	-2	-2	-1
Brazil	40%	40%	-6	-7	-10
South Africa	37%	48%	+2	-1	=
Sweden	36%	41%	=	+9	+4
Australia	33%	48%	+2	=	+1
Canada	33%	50%	+4	+3	+1
Spain	32%	51%	-2	-2	+2
Great Britain	30%	57%	+1	-2	+2
United States	30%	53%	-4	-1	=
Germany	30%	56%	=	+6	+13
Argentina	28%	50%	=	-6	-6
Colombia	28%	50%	-12	-11	-4
Mexico	28%	57%	-4	-9	-10
Ireland	27%	55%	-2	-4	N/A
Chile	25%	57%	-5	-4	-8
Netherlands	25%	57%	-2	-1	-1
Belgium	24%	59%	+1	=	-3
Thailand	24%	52%	-5	+1	N/A
Singapore	23%	58%	=	-3	N/A
Peru	22%	62%	-7	-7	-11
Italy	21%	60%	-1	-1	=
France	19%	59%	-3	-3	-1
Poland	18%	62%	=	=	-3
Hungary	17%	59%	-2	-4	=
Türkiye	14%	68%	+1	=	+2
South Korea	5%	79%	-2	=	-1
Japan	5%	71%	+1	+1	+1



LGBT Visibility by Country

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

Transgender

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.

Country	Yes	No	Change/24 (Yes)	Change/23 (Yes)	Change/21 (Yes)
23-country average*	11%	78%	-1	-1	+1
Thailand	43%	43%	-3	=	N/A
Canada	19%	70%	+1	=	+1
Sweden	17%	73%	+1	+3	+3
United States	16%	75%	-1	-2	+2
Australia	16%	73%	-1	-2	-2
Chile	16%	75%	=	+1	+3
Great Britain	15%	80%	-4	-2	+2
Germany	15%	77%	-1	+4	+8
Ireland	15%	77%	+2	+2	N/A
Netherlands	14%	77%	-2	-1	=
South Africa	13%	76%	-3	=	+3
Brazil	13%	69%	-5	-7	-2
Belgium	13%	80%	=	+4	+3
Spain	12%	79%	=	=	+2
Mexico	12%	78%	-2	-2	-4
Argentina	11%	78%	+1	-2	-1
Peru	11%	78%	-1	=	-1
Singapore	11%	79%	-3	-4	N/A
Colombia	10%	77%	-4	-5	-3
France	7%	84%	-1	-1	+3
Poland	7%	83%	-1	+1	=
Italy	6%	86%	-1	=	-1
Türkiye	6%	83%	-1	-1	+2
Hungary	5%	82%	=	-1	+3
Japan	4%	74%	=	-1	=
South Korea		88%	=	=	=



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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.

Country	Yes	No	Change/24 (Yes)	Change/23 (Yes)	Change/21 (Yes)
23-country average*	10%	72%	-1	-1	=
Thailand	29%	50%	-3	=	N/A
Canada	19%	65%	+1	+2	+3
Australia	18%	67%	+3	=	+2
South Africa	16%	63%	=	-1	+2
Sweden	16%	63%	=	+5	+3
United States	15%	70%	=	-3	+1
Great Britain	14%	76%	-2	=	+2
Ireland	14%	73%	+1	+1	N/A
Argentina	13%	69%	+1	-1	+1
Chile	12%	71%	+1	-3	-1
Germany	11%	77%	=	+2	+7
Singapore	11%	70%	-4	-5	N/A
Brazil	10%	62%	-5	-5	-2
Spain	10%	76%	=	=	+2
Colombia	10%	66%	-3	=	+1
Belgium	10%	76%	+3	+2	+1
Netherlands	10%	78%	-2	-4	+4
Italy	9%	75%	-1	=	+1
Mexico	8%	73%	-5	-5	-4
Poland	8%	79%	-2	-1	+1
Peru	7%	72%	-2	-1	-8
France	6%	79%	-3	-1	-1
Türkiye	6%	79%	-2	=	=
Hungary	5%	71%	+1	+1	+2
Japan	3%	68%	+1	=	=
South Korea	2%	83%	-1	-1	-1



Q

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Support for some LGBT+ issues has stayed relatively steady, but has dropped for others, since 2021 across the G7.

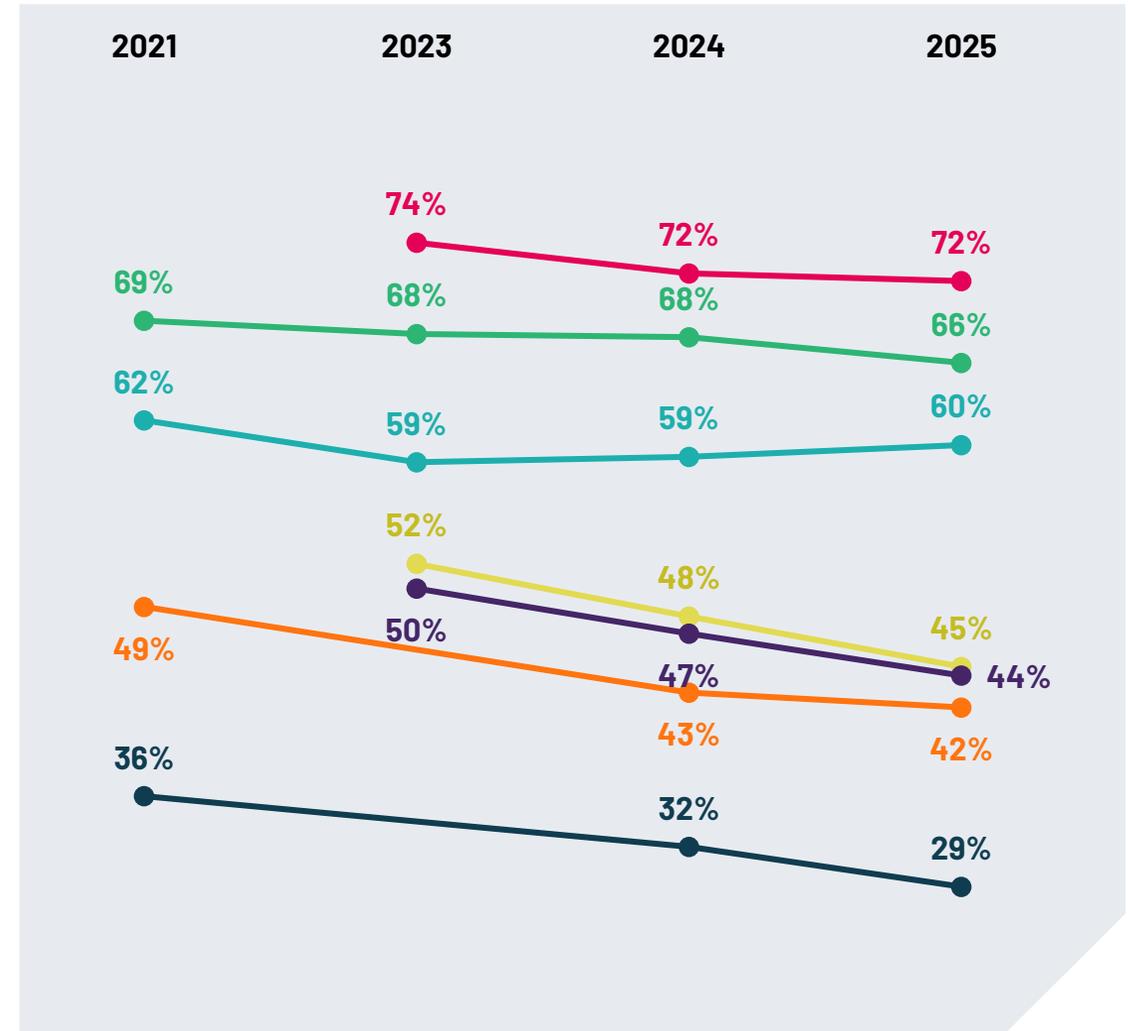
The proportion in favor, on average across all seven countries (Canada, France, Germany, Italy, Japan, Great Britain and the U.S.) for same-sex marriage (66%, -3pp since 2021) and same-sex couples adopting kids (60%, -2pp) is still pretty strong.

The mixing of business and identity issues has slipped. Almost half (49%) supported companies/brands actively promoting equality for LGBT people in 2021, that's now down to 42%. And now just 29% want more LGBT characters on TV, in films and in advertising, down from 36% in 2021.

While most (72%) still think transgender people should be protected from discrimination, the devil's in the details. Those in favor of trans people using the facility in line with their gender identify, for example, fell to 44% from 50% in 2021.

G7 country-average % somewhat/strongly agree

- Companies and brands actively promoting equality for LGBT people
- More LGBT characters on TV, in films and in advertising
- Same-sex couples should be allowed to marry legally
- Same-sex couples should have the same rights to adopt children as heterosexual couples do
- Transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores
- 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



Base: 7,007 adults aged 18-74 in Canada and the United States, and 16-74 in all other countries, polled between April 25 - May 9, 2025.

LGBT+ Rights & Protections



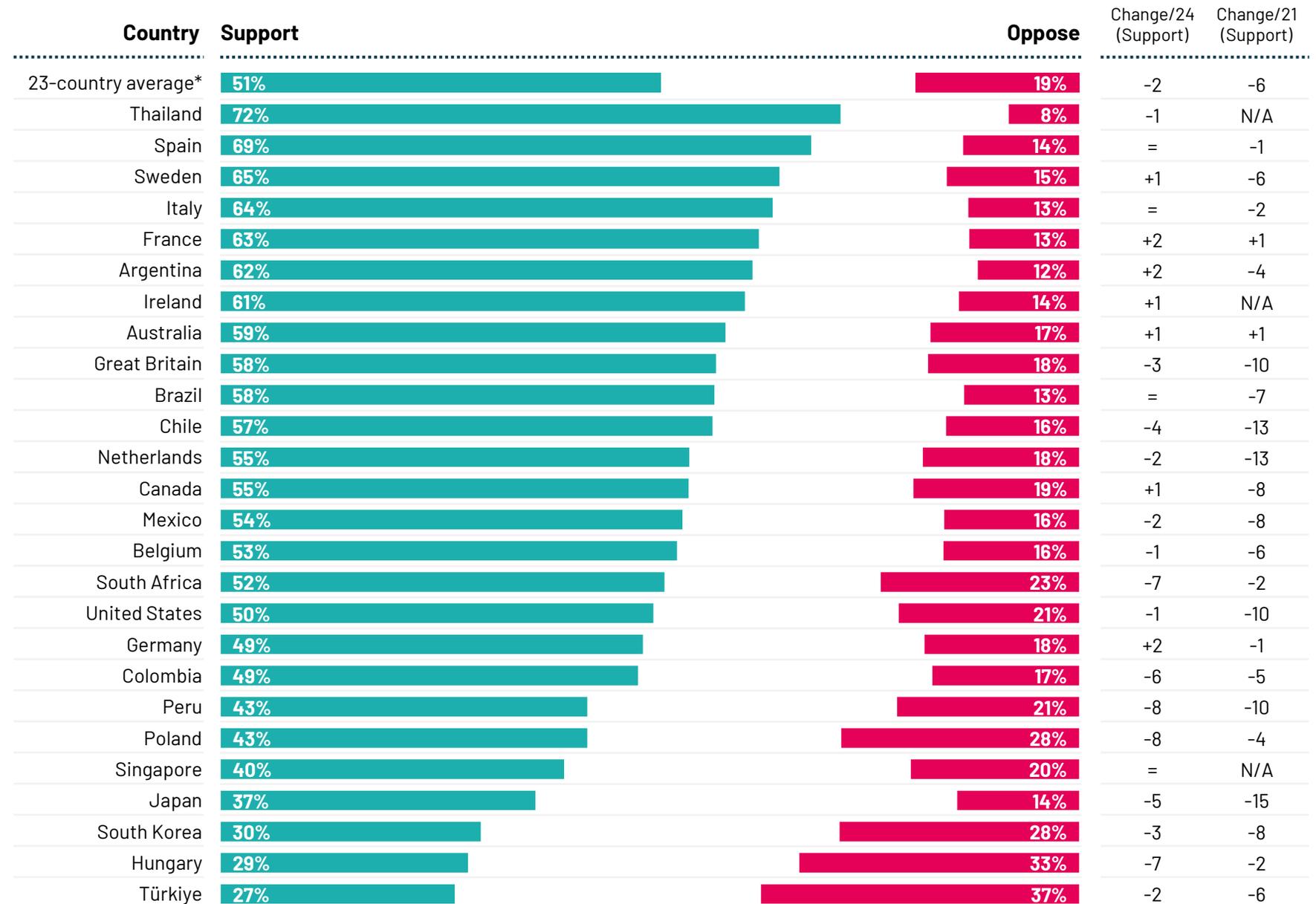
Views on LGBT Rights and Protection By Country

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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.



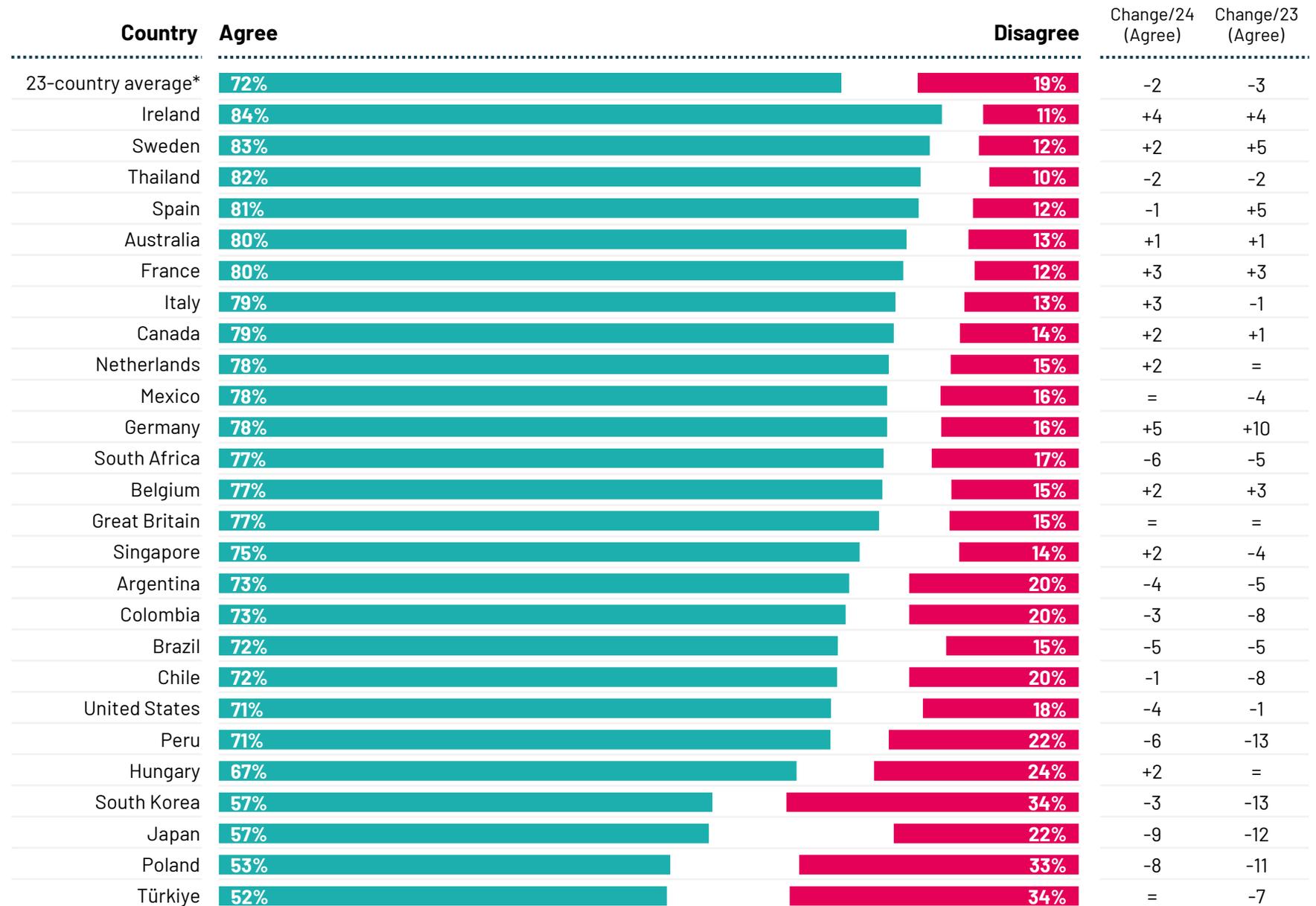
Views on LGB Rights and Protection By Country

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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.



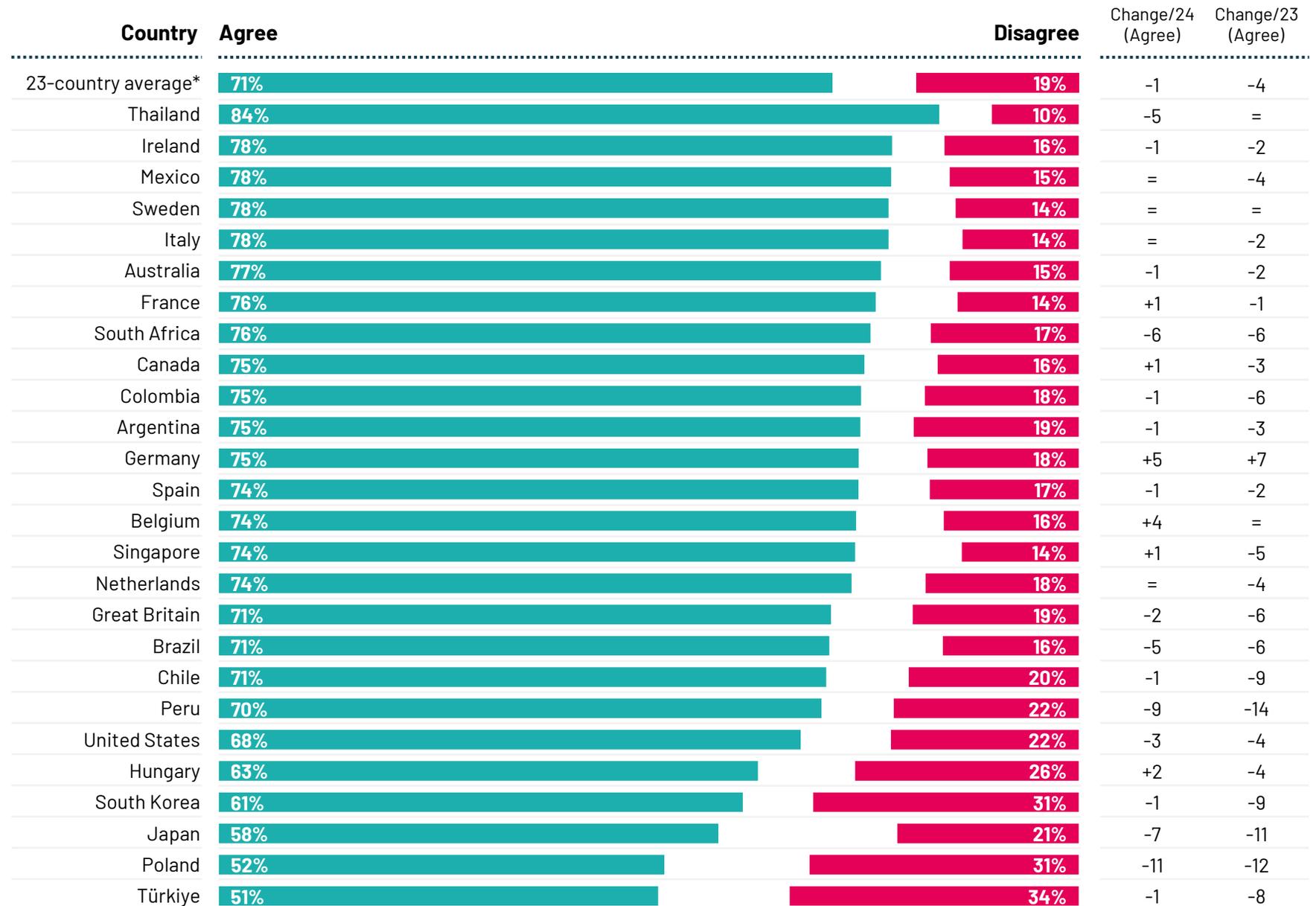
Views on Transgender Discrimination Protection By Country

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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 - May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.

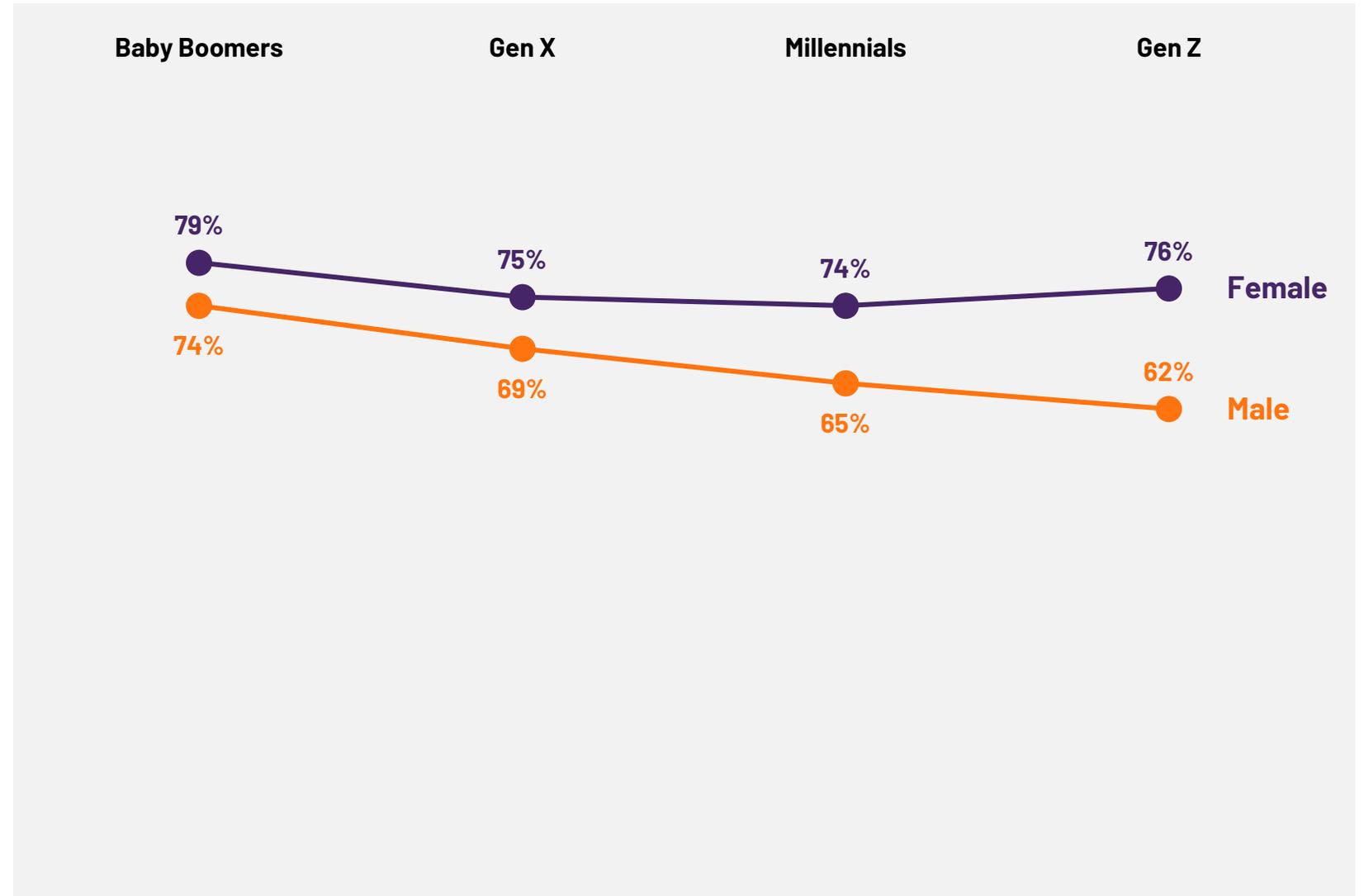


Views on Transgender Discrimination Protection By Generation**

26-country average

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: 19,028 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 April 25 - May 9, 2025.

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

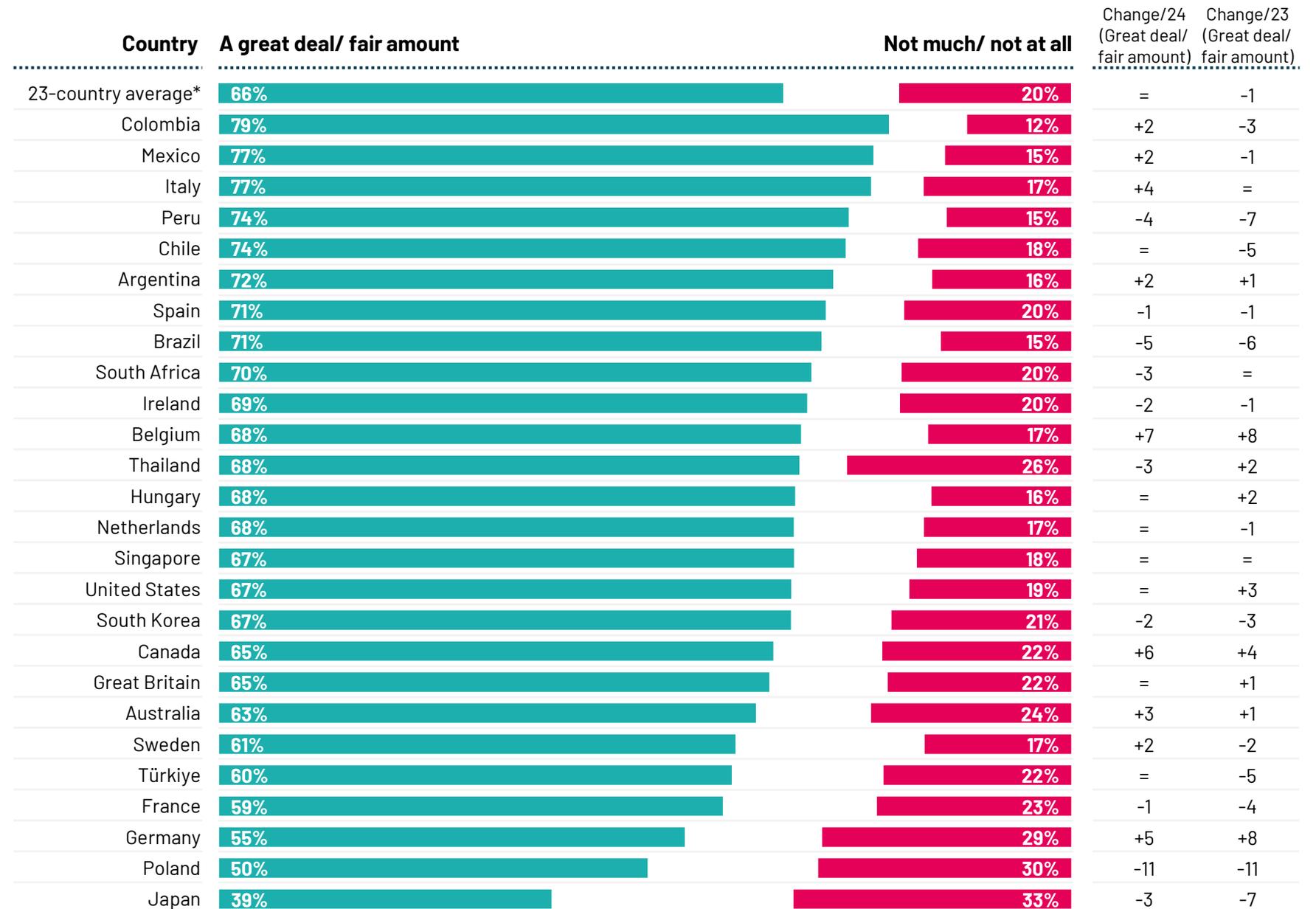


Perceived Transgender Discrimination By Country

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

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 - May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.



Perceived Transgender Discrimination By Generation**

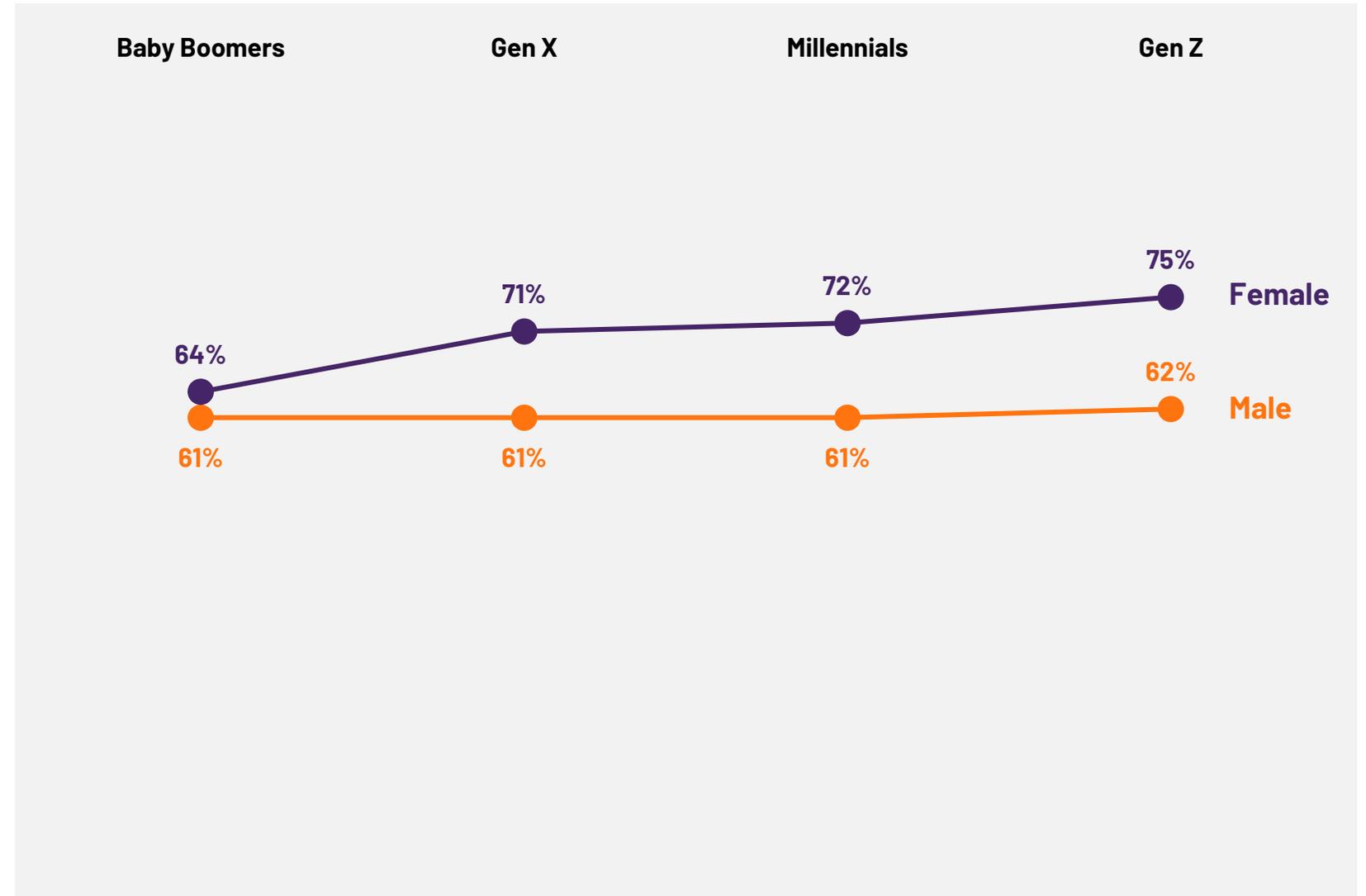
26-country average

Q. In your opinion,

how much discrimination do transgender people face in our society today? (% a great deal or fair amount)

Base: 19,028 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 April 25 - May 9, 2025.

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



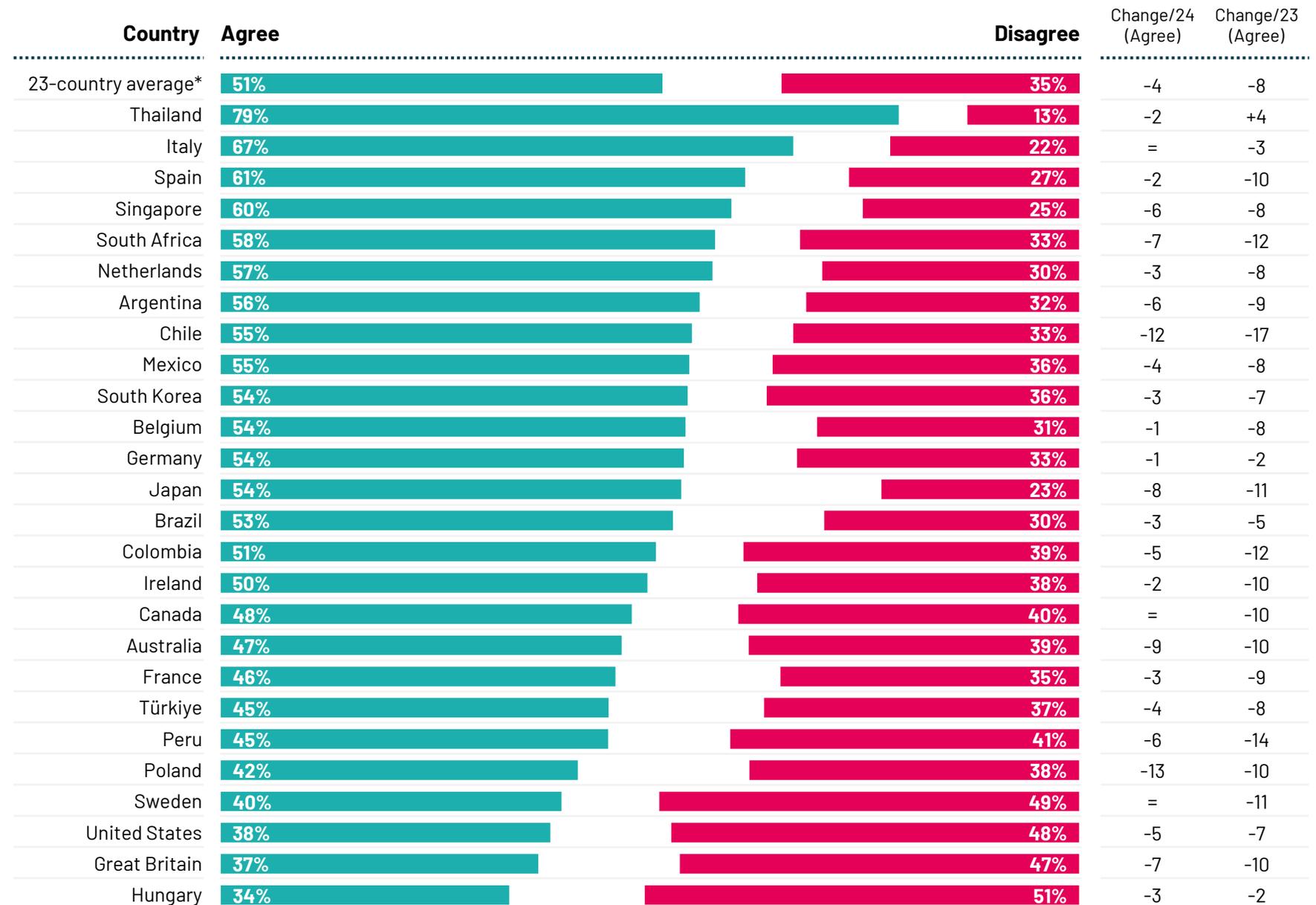
Views on Teens' Access to Gender-Affirming Care By Country

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

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

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 - May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.

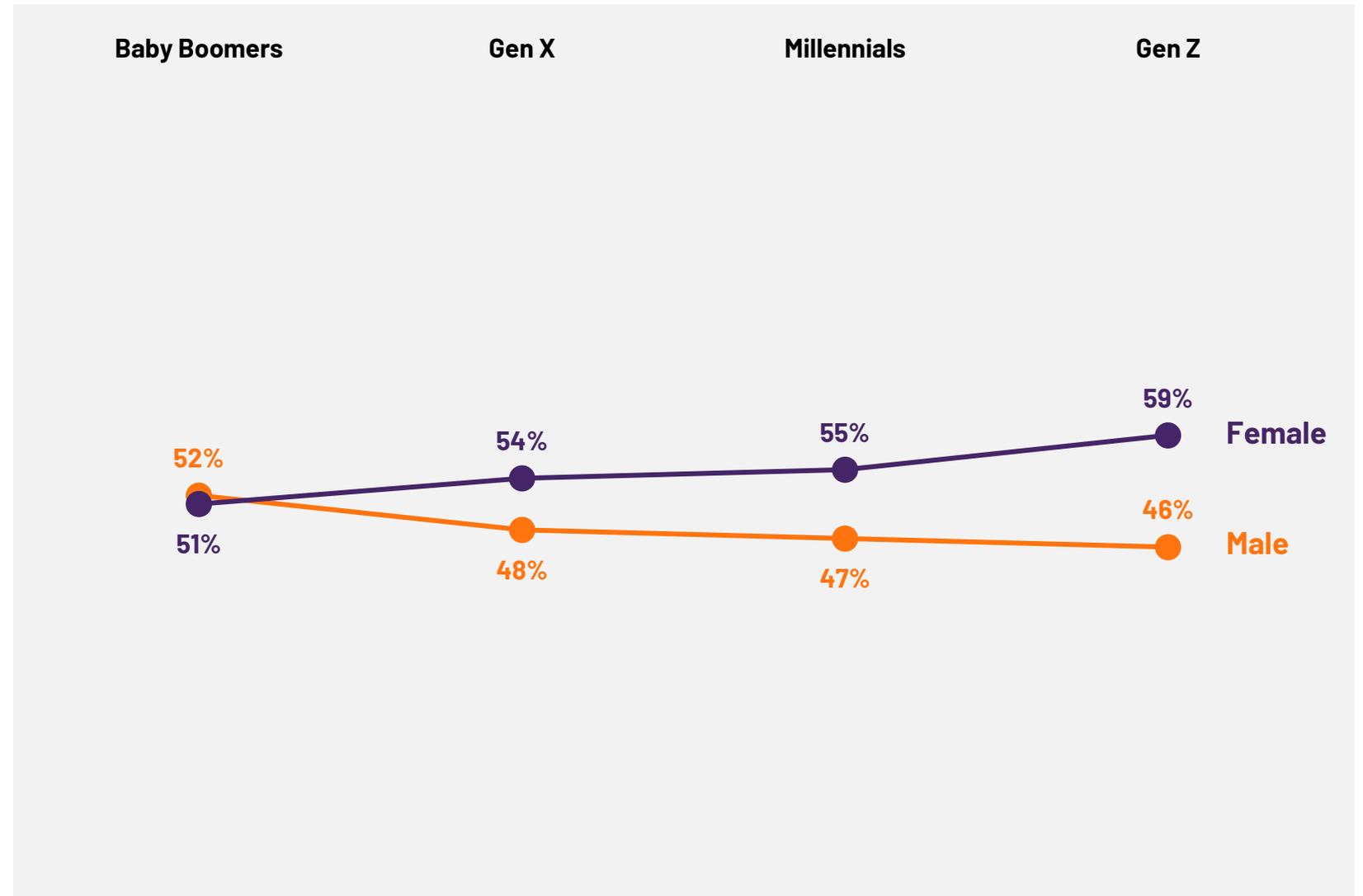


Views on Teens' Access to Gender-Affirming Care By Generations**

26-country average

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: 19,028 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 April 25 - May 9, 2025.

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



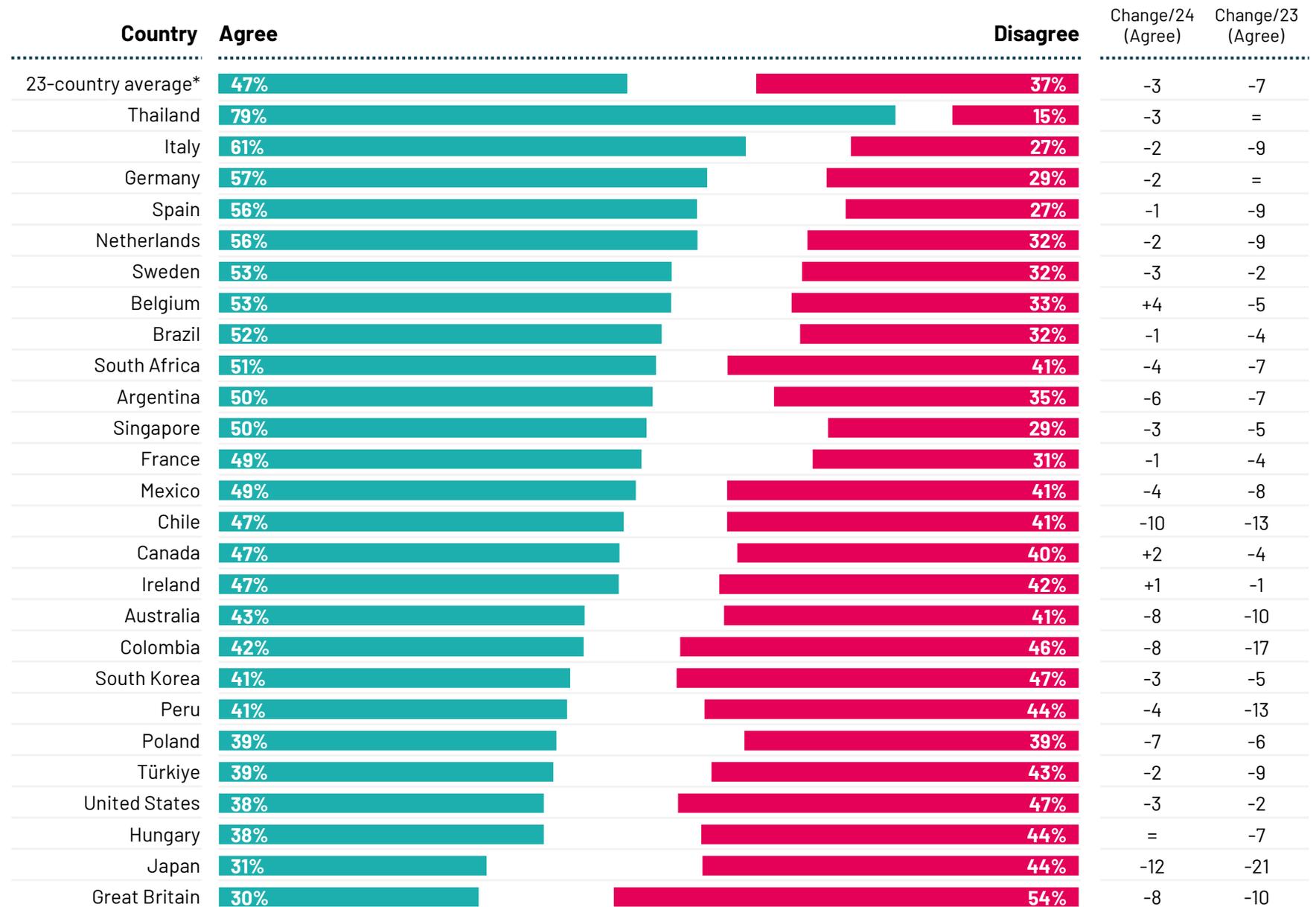
Views on Access to Facilities Matching Gender Identity By Country

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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 - May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.



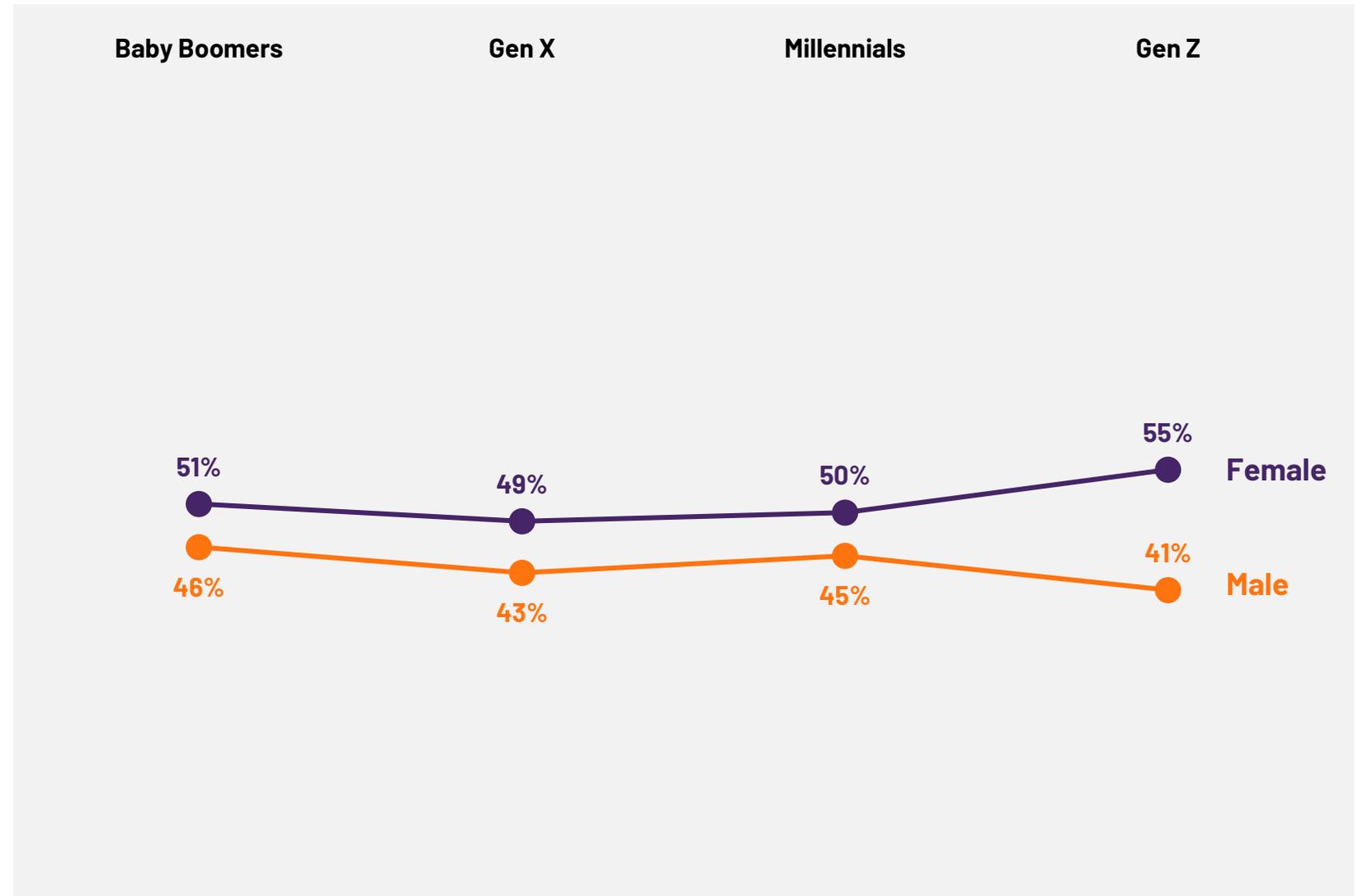
Views on Access to Facilities Matching Gender Identity By Generation**

26-country average

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: 19,028 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 April 25 - May 9, 2025.



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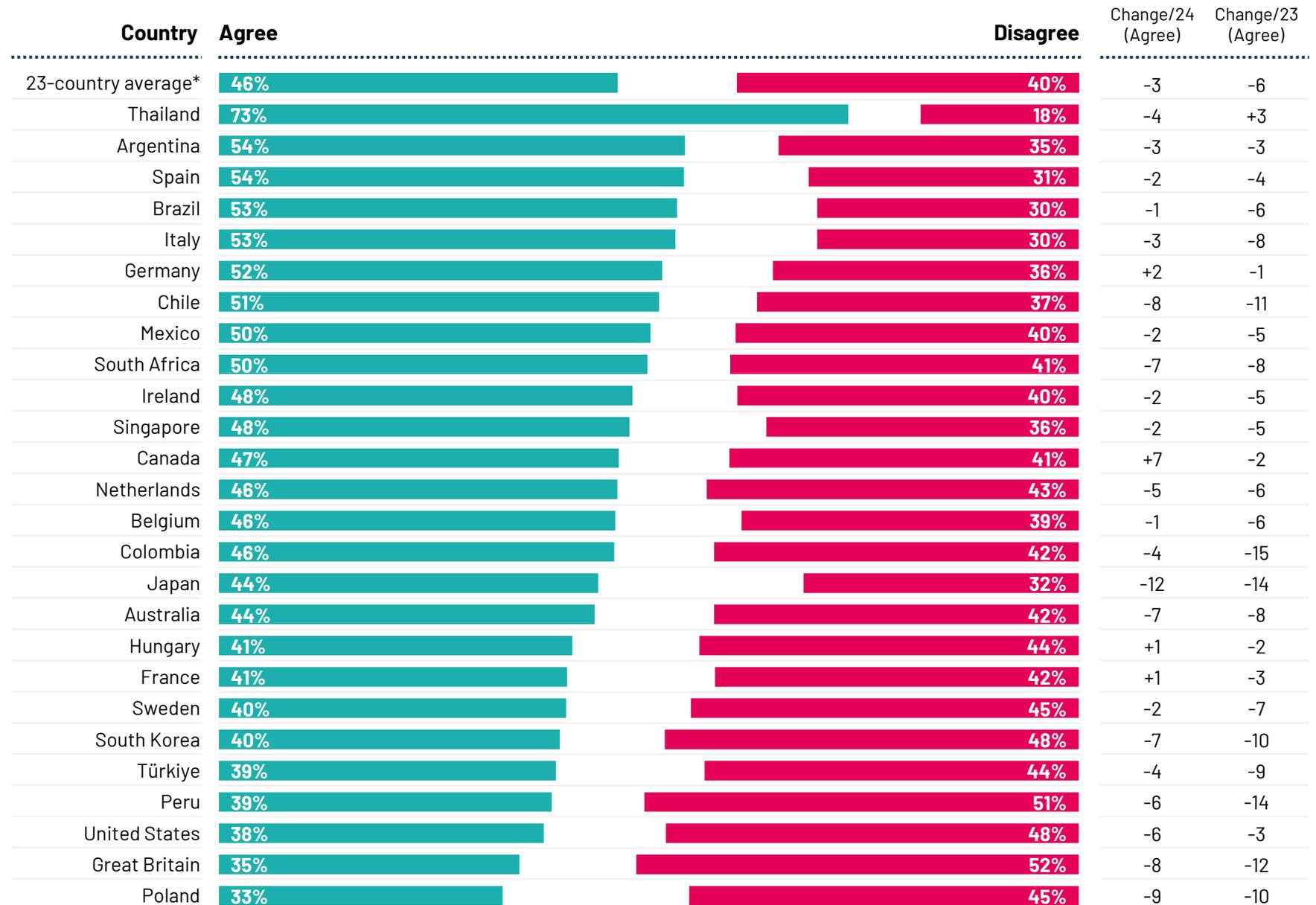
Views on Other-Gender Option on Official Documents By Country

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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 - May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.



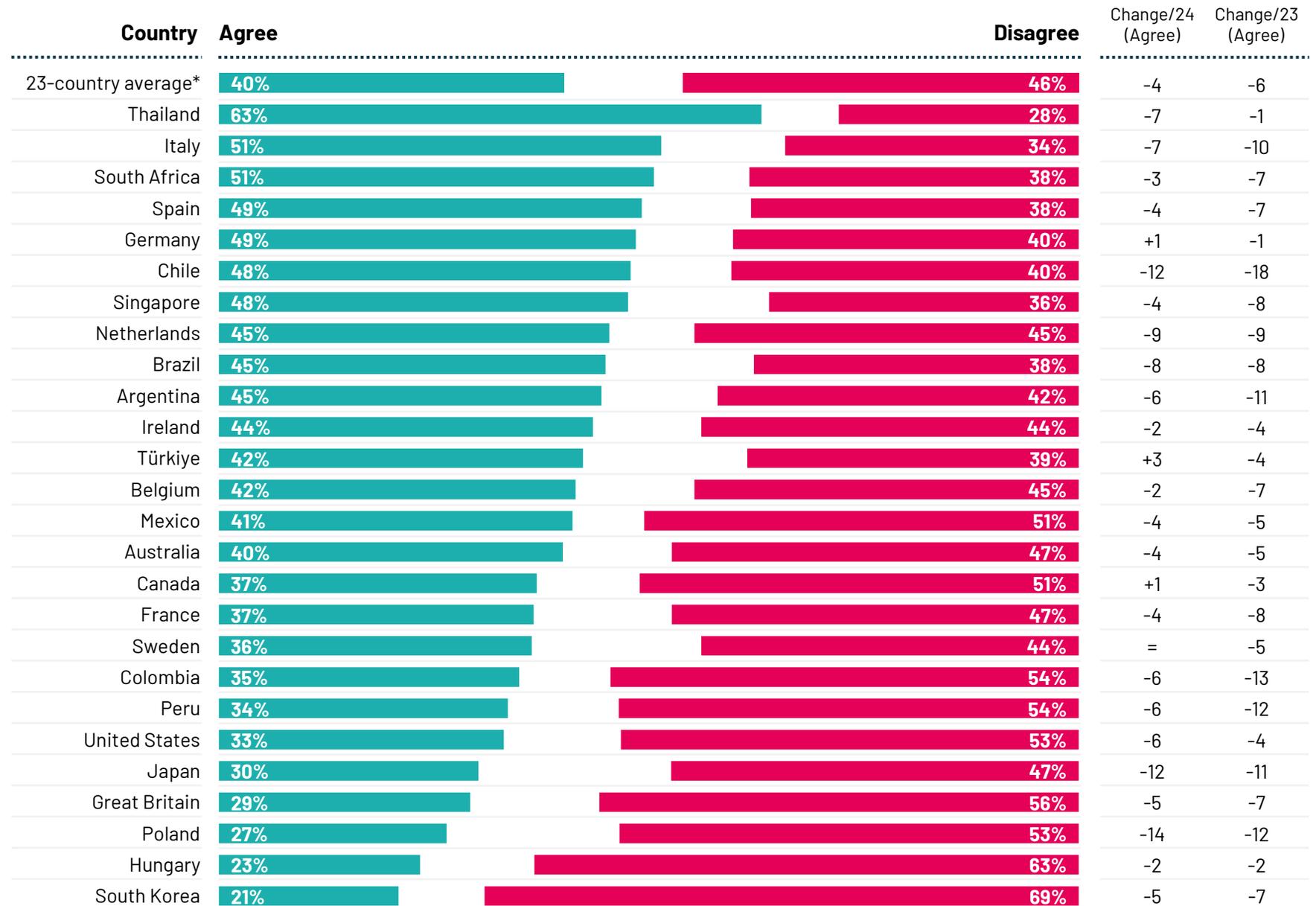
Views on Insurance Coverage of Gender Transition Costs By Country

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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 - March 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.



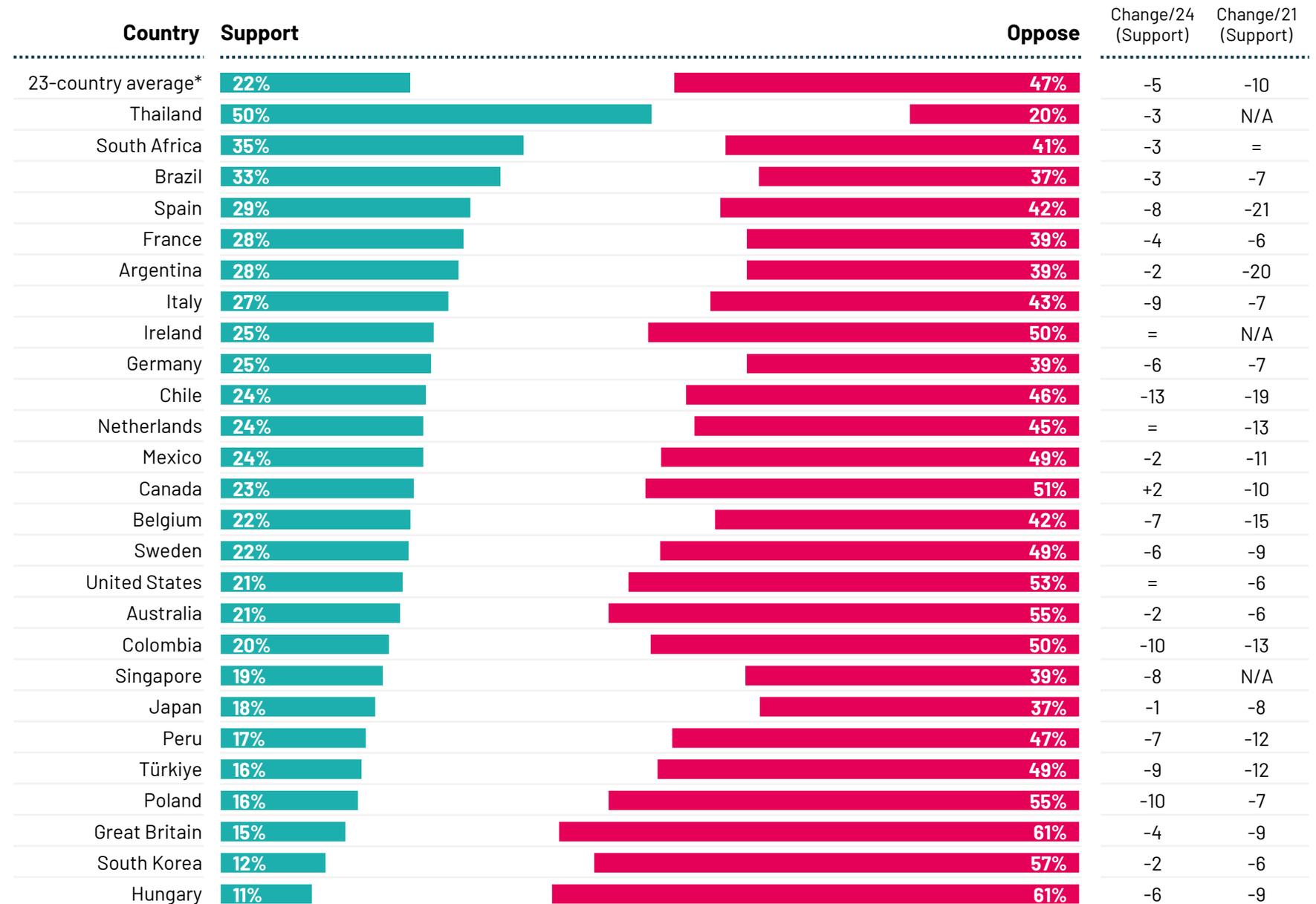
Views About Transgender programtes by Country

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

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

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 - March 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.



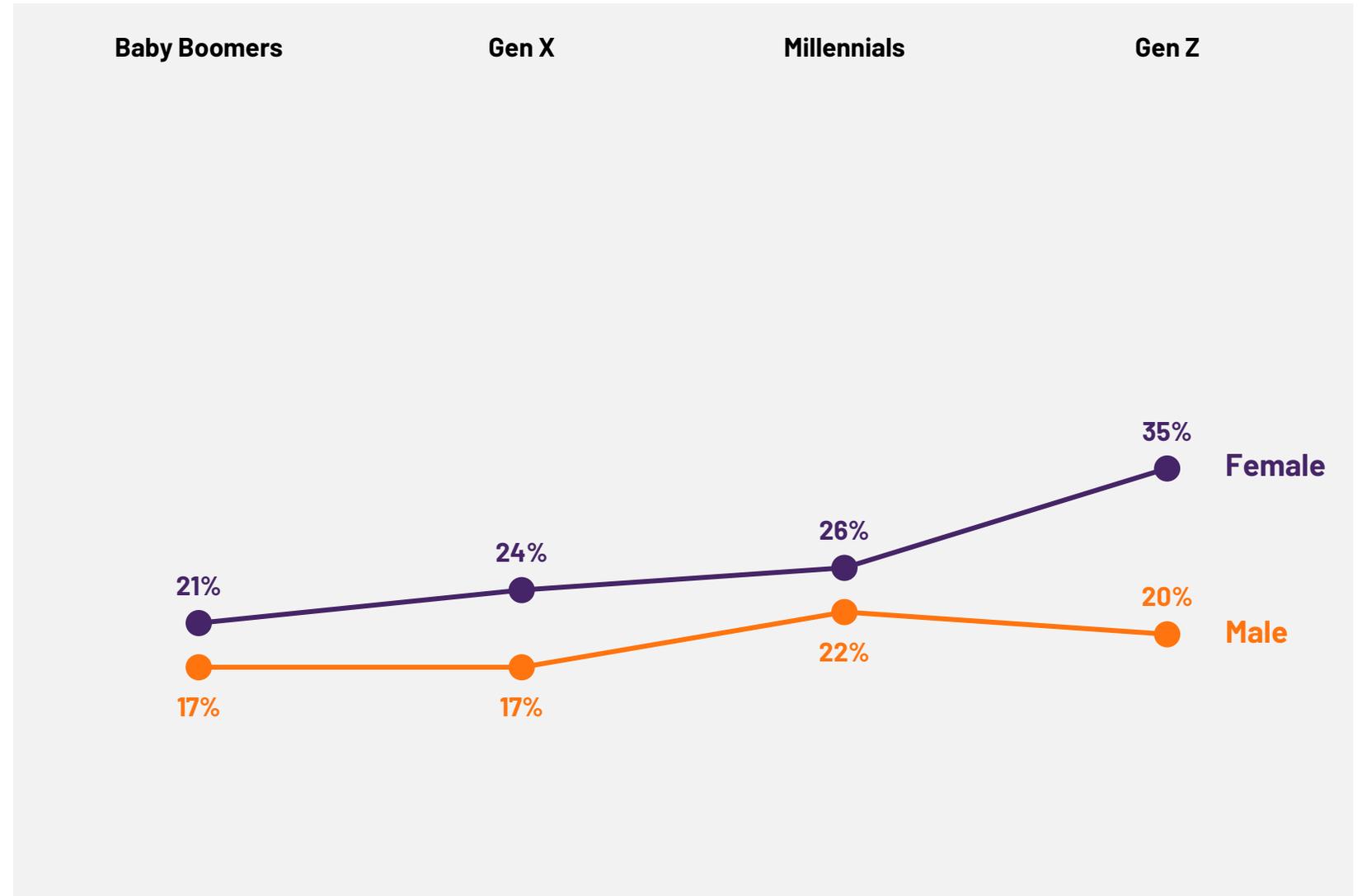
Views About Transgender programtes By Generation**

26-country average

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

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

Base: 19,028 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 April 25 - May 9, 2025.



**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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 - May 9, 2025.

Country	2025 Allow marriage/ recognition (%)	Change/24 (Allow/legal recognition)	Change/23 (Allow/legal recognition)	Change/21 (Allow/legal recognition)
23-country average*	54%	15%	16%	15%
Sweden	78%	7%	8%	8%
Netherlands	76%	9%	9%	6%
Spain	73%	13%	8%	7%
Germany	71%	10%	9%	10%
Ireland	71%	10%	7%	12%
Belgium	70%	9%	12%	9%
Canada	68%	10%	12%	11%
France	67%	12%	12%	9%
Australia	67%	12%	9%	12%
Argentina	66%	7%	15%	12%
Great Britain	62%	12%	11%	16%
Italy	61%	19%	11%	9%
Thailand	58%	22%	14%	7%
Chile	58%	14%	19%	10%
Mexico	56%	13%	18%	14%
United States	53%	12%	17%	18%
South Africa	49%	17%	11%	24%
Brazil	44%	18%	25%	13%
Hungary	43%	18%	20%	19%
Colombia	41%	20%	21%	18%
Japan	39%	26%	27%	9%
Poland	31%	31%	14%	24%
South Korea	31%	15%	26%	28%
Singapore	30%	23%	20%	28%
Peru	24%	24%	27%	25%
Türkiye	17%	17%	24%	42%

*Change for 23-country average is based on the countries which were in all waves of the polls.



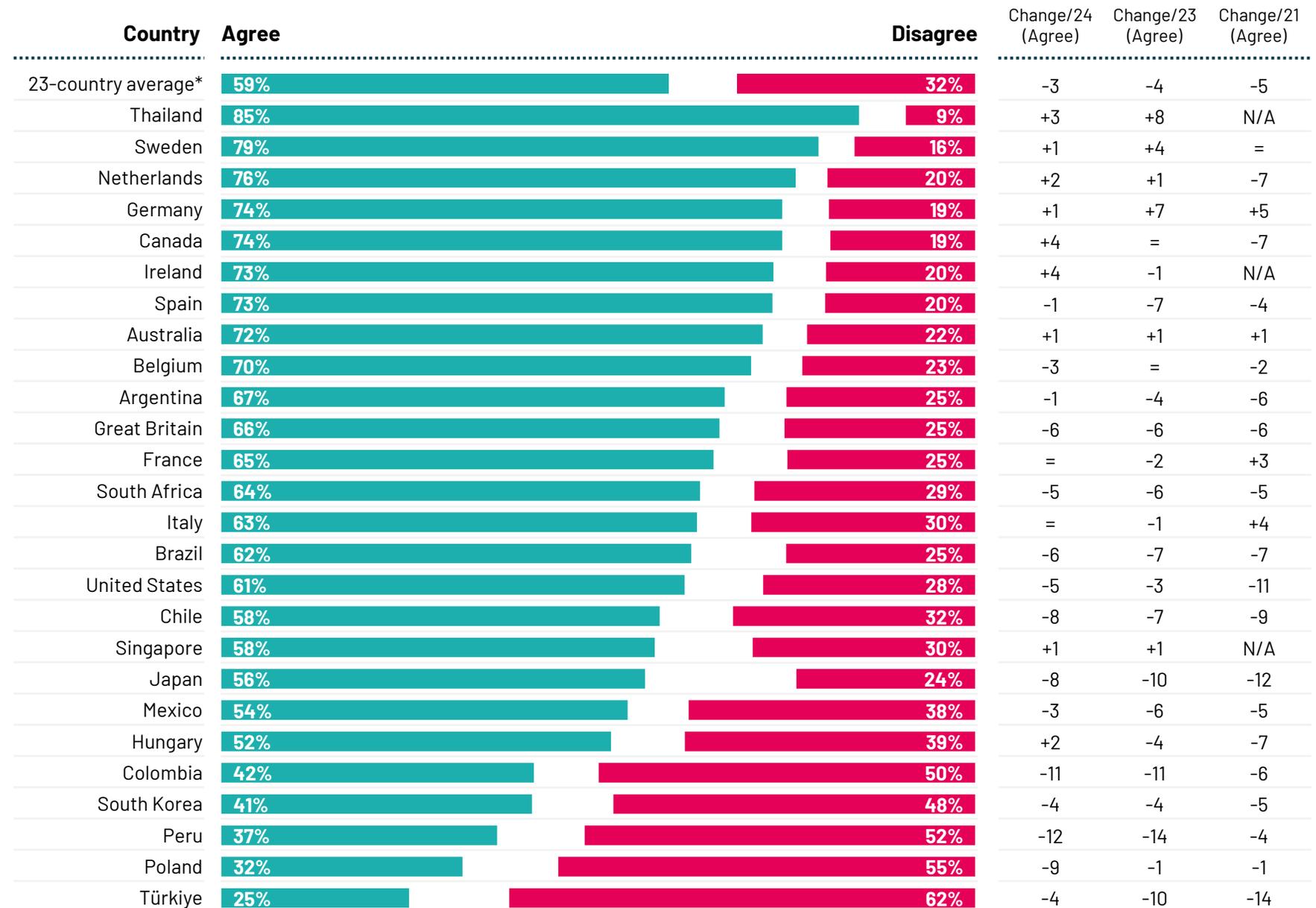
Views about Same-Sex Couples' Right to Adopt By Country

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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 - May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.



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: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 - May 9, 2025.

*Change for 23-country average is based on the countries which were in all waves of the polls.

Country	Agree	Disagree	Change/24 (Agree)	Change/23 (Agree)	Change/21 (Agree)
23-country average*	61%	30%	-2	-3	-4
Sweden	81%	15%	=	+4	-1
Thailand	79%	13%	-2	+5	N/A
Netherlands	78%	18%	+4	+1	-7
Germany	77%	17%	+3	+9	+7
Canada	76%	18%	+5	+2	-8
Ireland	74%	20%	=	+1	N/A
Australia	74%	20%	+2	=	=
Spain	73%	19%	=	-5	-6
Belgium	73%	21%	+2	+1	-2
France	71%	19%	+2	-2	+3
Great Britain	67%	22%	-7	-7	-9
Italy	67%	27%	-1	=	+4
Argentina	66%	26%	-5	-5	-8
South Africa	65%	28%	-3	-5	-5
United States	63%	25%	-4	-3	-10
Chile	62%	29%	-8	-4	-5
Brazil	61%	26%	-8	-10	-8
Hungary	57%	34%	-1	-2	-5
Mexico	57%	34%	-2	-5	-3
Singapore	55%	31%	-1	-4	N/A
Japan	46%	27%	-12	-13	-15
Colombia	45%	44%	-8	-10	-3
Poland	38%	48%	-6	=	-1
South Korea	36%	51%	-2	-2	-3
Peru	35%	53%	-15	-16	-9
Türkiye	25%	60%	-4	-9	-13



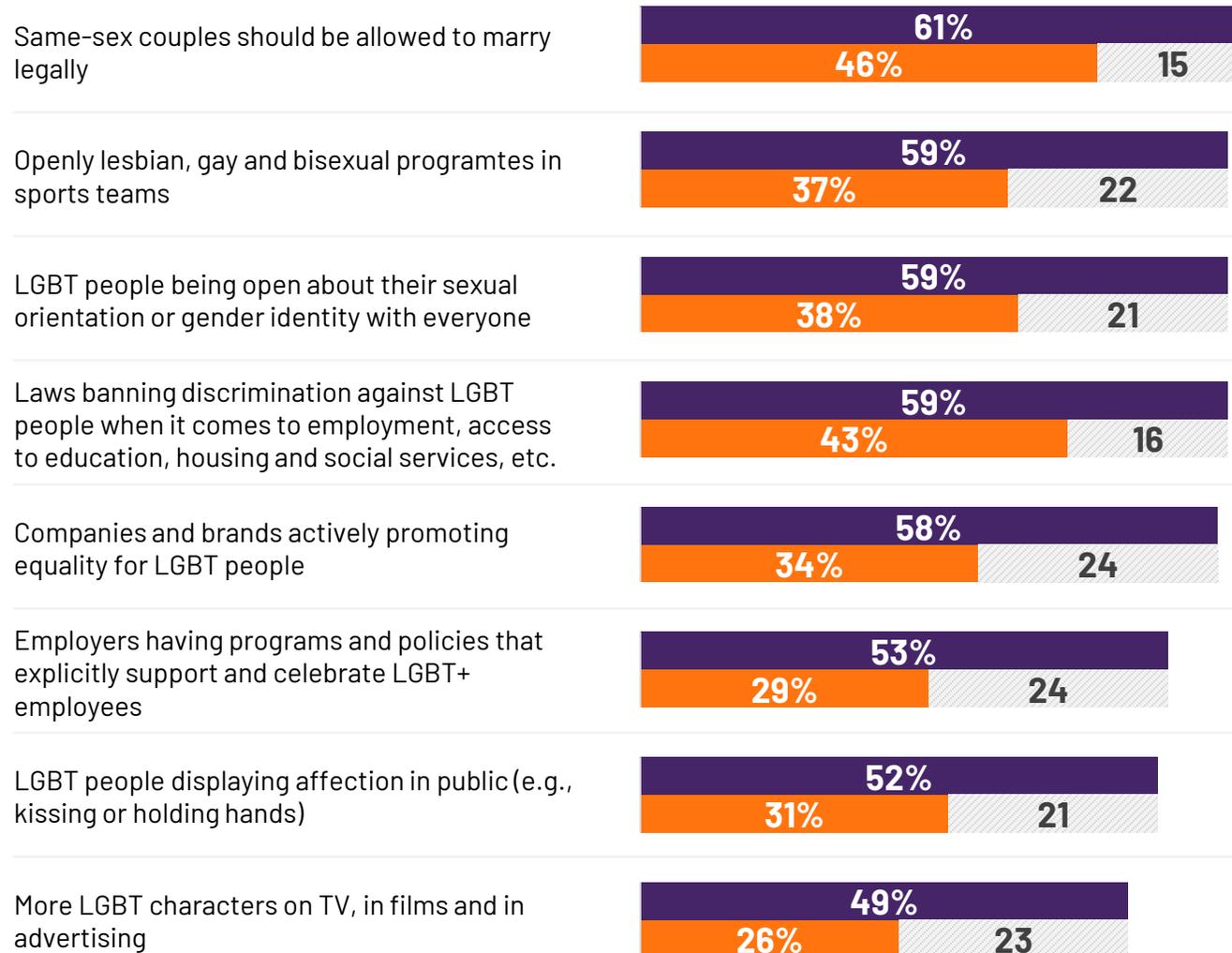
Gen Z** Spotlight: Views on LGBT+ Issues

Base: 19,028 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 April 25 - May 9, 2025.

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

26-country average (% support)

Female Gen Zers Male Gen Zers Gap



Gen Z** Spotlight: Views on Transgender Issues

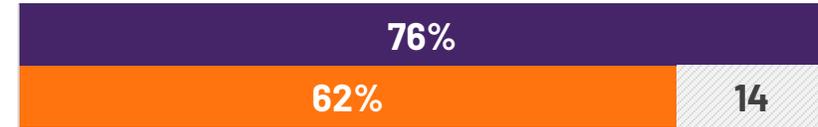
Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 - May 9, 2025.

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

26-country average (% agree)

Female Gen Zers Male Gen Zers Gap

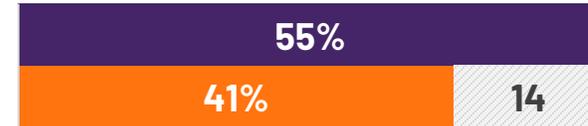
Transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores



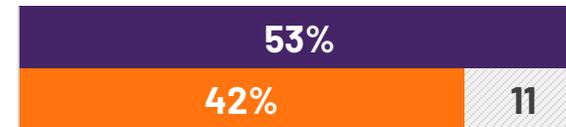
With parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counselling and hormone replacement treatment)



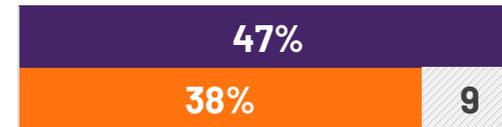
Transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the gender they identify with



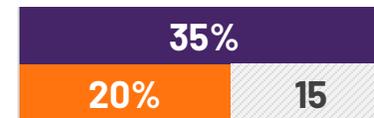
Government-issued documents such as passports should include an option other than "male" and "female" for people who do not identify as either



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



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



Sexual Orientation & Gender Identity

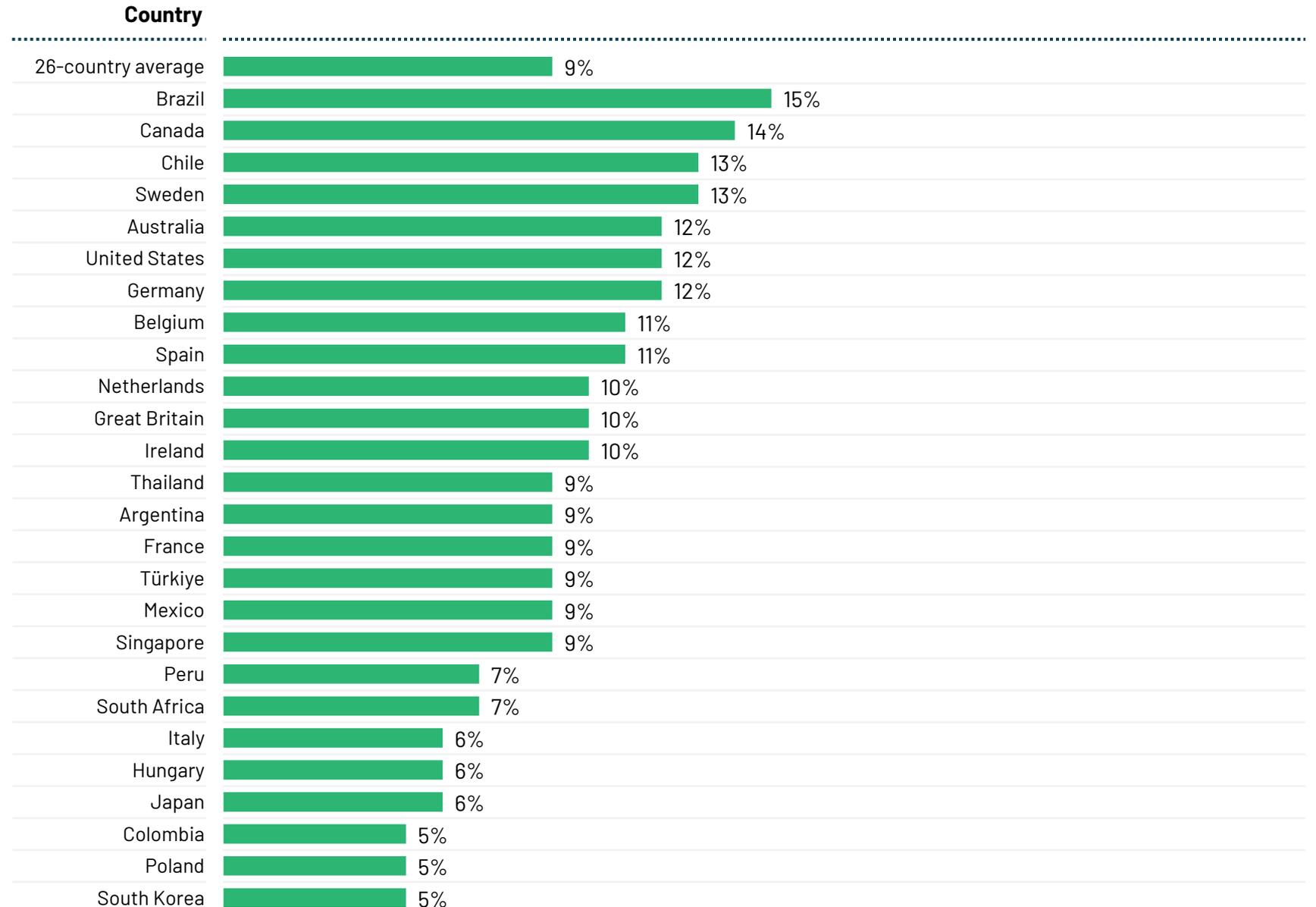


Net % of LGBT+ Adults By Country

Any of:

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

Base: 19,028 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 April 25 - May 9, 2025.

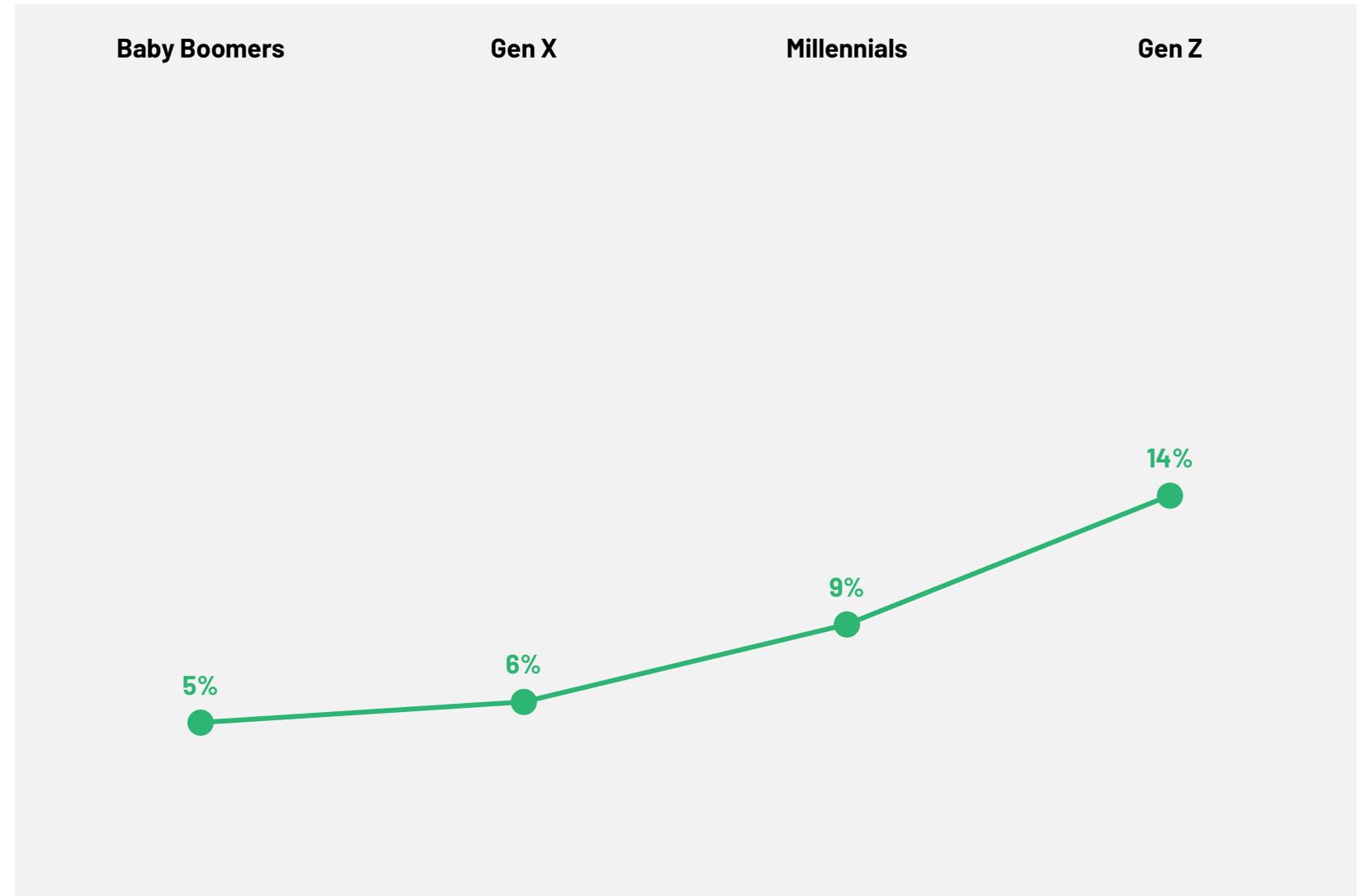


Net % of LGBT+ Adults By Generations

26-country average

Any of:

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



Base: 19,028 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 April 25 - May 9, 2025.

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



Methodology



METHODOLOGY

These are the results of a 26-country survey conducted by Ipsos on its Global Advisor online platform between Friday, April 25, and Friday, May 9, 2025. For this survey, Ipsos interviewed a total of 19,028 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, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain, Türkiye, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Ireland, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, and Thailand.

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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