

Pride Global Advisor Survey

Ipsos reference: Global Advisor Survey
Release Date: 12 June 2025

This disclosure statement complies with the
Australian Polling Council Code of Conduct.*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors
F1c.	Name of end client	NA
F1d.	Fieldwork dates	April 25 - May 9, 2025
F1e.	Data collection methodology and (F1f.) split	Online
F1g.	Target population	Australian adults aged 16-74 years
F1h.	Sample size	n= 1,000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = n=954
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/-3.5 For information on the Ipsos use of credibility intervals, visit: : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	For Australia: gender, age, and location. The source of population data weighted to is the 2016 Australian Census
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not Applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
**If voting intention is published		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

*Relevant clauses of the Code of Conduct are noted for each item

**This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

XR1. How do you currently describe yourself?

[DO NOT ROTATE OR RANDOMIZE. ALLOW MULTIPLE ANSWERS AMONG FIRST 4 OPTIONS.]

Female

Male

Transgender

Non-binary, gender non-conforming or gender-fluid

Differently from the above categories. Please specify:____ **[EXCLUSIVE]**

Prefer not to say **[EXCLUSIVE]**

XR2. And which of the following, if any, do you identify as?

[DO NOT ROTATE OR RANDOMIZE]

Straight / heterosexual

Lesbian or gay / homosexual

Bisexual

Pansexual or omnisexual

Asexual

Other. Please specify:____

Not sure

Prefer not to say

XR3. Do you have a relative, friend or work colleague who is:

[PROGRESSIVE GRID. RANDOMIZE]

Gay or lesbian / homosexual

Bisexual

Transgender

Non-binary, gender non-conforming or gender-fluid

RESPONSE ITEMS [NO ROTATION, NO RANDOMIZATION]

Yes

No

Not sure

Prefer not to answer

XR4. When you think about the rights of same-sex couples, which of the following comes closest to your opinion?

[RANDOMIZE]

Same-sex couples should be allowed to marry legally

Same-sex couples should be allowed to obtain some form of legal recognition, but not to marry

Same-sex couples should not be allowed to marry or obtain any kind of legal recognition

Not sure **[ANCHOR]**

XR5. Still thinking about same-sex couples, how much do you agree or disagree that:

[PROGRESSIVE GRID. RANDOMIZE]

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

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

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[FLIP ITEMS 1-4 FOR 50%]

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree
Not sure **[ANCHOR]**

XR6. The next few questions are about people who are transgender, that is, people who identify as a gender other than the sex they were assigned at birth. In your opinion, how much discrimination do transgender people face in our society today?

[FLIP ITEMS 1-4 FOR 50%]

A great deal
A fair amount
Not much
Not at all
Not sure **[ANCHOR]**

XR7. How much do you agree or disagree with the following?

[PROGRESSIVE GRID. RANDOMIZE]

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
Health insurance systems should cover the costs of gender transition no differently than the costs of other medical procedures
With parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counseling and hormone replacement treatment)
Government-issued documents such as passports should include an option other than "male" and "female" for people who do not identify as either
Lesbian, gay and bisexual people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores

[FLIP ITEMS 1-4 FOR 50%]

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree
Not sure **[ANCHOR]**

[THE REST OF THIS SECTION WAS PREVIOUSLY SCRIPTED IN SECTION VL, WAVE 155, MAY 2021 – SID# S21012046 – QUESTIONS VL7 AND VL8. PLEASE COPY-OVER AS WELL.]

Throughout the next questions, we will refer to gay, lesbian, bisexual and transgender people as "LGBT".

XR8. To what extent do you support or oppose the following:

[PROGRESSIVE GRID. RANDOMIZE]

- a. More LGBT characters on TV, in films and in advertising
- b. Openly lesbian, gay and bisexual athletes in sports teams
- c. Companies and brands actively promoting equality for LGBT people
- d. Laws banning discrimination against LGBT people when it comes to employment, access to education, housing and social services, etc.
- e. Transgender athletes competing based on the gender they identify with rather the sex they were assigned at birth
- f. LGBT people being open about their sexual orientation or gender identity with everyone
- g. LGBT people displaying affection in public (e.g., kissing or holding hands)
- h. Employers having programs and policies that explicitly support and celebrate LGBT+ employees

[FLIP FOR 50%]

Strongly support

Tend to support

Neither support nor oppose

Tend to oppose

Strongly oppose

XR_birth_gender. What sex was assigned to you at birth?

Female

Male

Intersex

Prefer not to answer

XR9_new. Is there anything going on in the world that you feel may impact the level of acceptance of the LGBTQ community and how do you feel about it?

[OPEN END – PROVIDE MEDIUM SIZED TEXT BOX]

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