



Global Attitudes Toward Transgender People

Report Prepared by Ipsos Public Affairs
in discussion with The Williams Institute

January 2018

ATTITUDES TOWARD TRANSGENDER PEOPLE

ABOUT THIS STUDY

About This Study

- As part of Ipsos' ongoing commitment to bringing voice to people through data, Ipsos undertook a survey on the topic of transgender people on our monthly global survey vehicle Global Advisor. The data was collected online between October 24th and November 7th, 2017, and included the following countries: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Ecuador, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, and the United States of America.
- Ipsos has chosen to focus on findings from the 16 countries where internet penetration is sufficiently high to feel confident that the data is truly nationally representative (and it is weighted as such therein): Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, and the United States. Full methodological details can be found at the end of this document.

Methodology

- These are the findings of an Ipsos survey conducted between October 24th and November 7th, 2017. The survey instrument is conducted monthly in 27 countries around the world via the Ipsos Online Panel system. The countries surveyed Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Ecuador, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, and the United States of America.
- The questionnaire for this study was originally developed in 2016 by [Ipsos](#) in partnership with [The Williams Institute](#) and [BuzzFeed News](#). For this 2017-18 study, Ipsos developed a few additional questions ourselves.
- For the results of the survey presented herein, an international sample from the nationally representative countries as well as 27 country total sample of 19,747 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1,000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Ecuador, Hungary, India, Malaysia, Mexico, Peru, Poland, Russia, South Africa, South Korea, Serbia, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 27 countries surveyed, 16 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, and United States. The remaining countries surveyed –Brazil, Chile, China, Ecuador, India, Malaysia, Mexico, Peru, Russia, South Africa, and Turkey—produce a national sample that is more urban and educated, and with higher incomes than their fellow citizens. While these countries are not included in detailed slides, their data is represented in ‘All Countries.’ We refer to these respondents as “Upper Deck Consumer Citizens;” they are not nationally representative of their country.

ATTITUDES TOWARD TRANSGENDER PEOPLE

Questionnaire

The next few questions may be of a sensitive nature. Please read them carefully.

1. Some people dress and live as one sex even though they were born another. For instance, someone who was considered male at birth may feel they are actually female and so dresses and lives as a woman, and someone female at birth may feel they are actually male and dresses and lives as a man.

How familiar, if at all, are you with people like this? Choose as many responses as apply.

I rarely or never encounter people like this

I have seen people like this but do not know them personally

I have acquaintances like this

I have personal friends/family like this

I myself am like this

Don't know

2. Please indicate whether you agree or disagree with each statement below about people who dress and live as one sex even though they were born another.

They should be allowed to have surgery so their body matches their identity

They should be allowed to use the restroom of the sex they identify with

They should be allowed to marry a person of their birth sex

They should be allowed to conceive or give birth to children (if biologically capable of doing so)

They should be allowed to adopt children

They should be protected from discrimination by the Government

They should be allowed to serve in the military

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Don't know

3. Please indicate whether you agree or disagree with each statement below about people who dress and live as one sex even though they were born another.

They have a form of mental illness

They have a form of physical disability

They are committing a sin

They are violating the traditions of my culture

They are a natural occurrence

They have special place in society

They have unique spiritual gifts

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Don't know

ATTITUDES TOWARD TRANSGENDER PEOPLE

Questionnaire Continued

4. What pronoun would you use when speaking about each of the following people who dress and live as one sex even though they were born another? (NEW QUESTION)

A person who was considered male at birth but dresses and lives as a woman

A person who was considered female at birth but dresses and lives as a man

A masculine pronoun (English: He/him)

A feminine pronoun (English: She/her)

A neutral / non-gendered pronoun (English: They/them)

Don't know

5. Please indicate whether you agree or disagree with each statement below about people who dress and live as one sex even though they were born another.

[COUNTRY'S] society has gone too far in allowing people to dress and live as one sex even though they were born another

[COUNTRY] is becoming more tolerant when it comes to people who dress and live as one sex even though they were born another.

I worry about exposing children to people who dress and live as one sex even though they were born another (NEW QUESTION)

People who dress and live as one sex even though they were born another are brave (NEW QUESTION)

I want [COUNTRY] to do more to support and protect people who dress and live as one sex even though they were born another (NEW QUESTION)

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Don't know

ATTITUDES TOWARD TRANSGENDER PEOPLE

STUDY FINDINGS

ATTITUDES TOWARD TRANSGENDER PEOPLE

Global Opinions on Transgender Individuals

Please indicate whether you agree or disagree with each statement below about people who dress and live as one sex even though they were born another, *Somewhat/Strongly Agree*

	<i>All Rep Markets</i>	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Poland	Serbia	South Korea	Spain	Sweden	United States
Transgender people are brave	60%	70%	63%	64%	65%	62%	66%	69%	48%	65%	38%	57%	54%	48%	74%	67%	57%
They are a natural occurrence	52%	54%	55%	48%	54%	52%	60%	57%	44%	45%	48%	57%	49%	48%	64%	50%	47%
They have a form of mental illness	23%	13%	23%	17%	24%	13%	19%	16%	43%	11%	17%	41%	44%	25%	9%	22%	32%
They have a form of physical disability	19%	12%	17%	20%	14%	24%	16%	8%	24%	10%	17%	36%	30%	33%	8%	21%	17%
They have unique spiritual gifts	15%	15%	19%	11%	20%	7%	14%	11%	19%	19%	22%	15%	16%	9%	9%	17%	21%
They are committing a sin	14%	13%	17%	11%	19%	8%	10%	8%	12%	11%	3%	21%	27%	13%	8%	18%	32%

ATTITUDES TOWARD TRANSGENDER PEOPLE

Global Opinions on Transgender Individuals

Transgender people are brave



They are a natural occurrence



They have a form of mental illness



They have a form of physical disability



They have unique spiritual gifts



They are committing a sin



ATTITUDES TOWARD TRANSGENDER PEOPLE

Global Opinions on Transgender People and Society

Please indicate whether you agree or disagree with each statement below about people who dress and live as one sex even though they were born another, *Somewhat/Strongly Agree*

	<i>All Rep Markets</i>	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Poland	Serbia	South Korea	Spain	Sweden	United States
Our country is becoming more tolerant toward transgender people	59%	78%	71%	53%	78%	44%	52%	75%	31%	53%	43%	41%	69%	44%	69%	73%	71%
I want our country to do more to support and protect transgender people	60%	67%	58%	55%	59%	52%	60%	59%	41%	59%	41%	39%	48%	44%	70%	58%	51%
I worry about exposing children to transgender people	30%	40%	32%	23%	28%	22%	16%	25%	42%	24%	15%	36%	50%	39%	19%	26%	41%
They have a special place in society	28%	35%	36%	34%	35%	26%	18%	27%	31%	15%	21%	19%	29%	34%	24%	26%	33%
They are violating the traditions of my culture	23%	18%	22%	22%	19%	16%	12%	14%	24%	16%	10%	37%	50%	31%	15%	28%	35%
Society has gone too far in allowing people to dress and live as one sex even though they were born another	21%	16%	26%	17%	25%	14%	16%	19%	24%	18%	9%	22%	30%	23%	12%	24%	36%

ATTITUDES TOWARD TRANSGENDER PEOPLE

Global Opinions on Transgender People and Society

Our country is becoming more tolerant toward transgender people.



I want our country to do more to support and protect transgender people.



I worry about exposing children to transgender people.



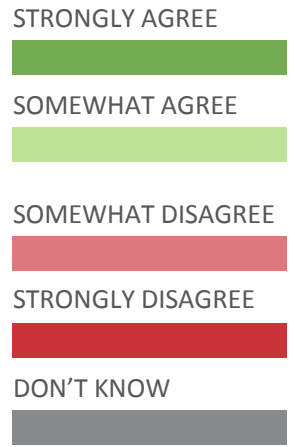
They have a special place in society



They are violating the traditions of my culture



Society has gone too far in allowing people to dress and live as one sex even though they were born another.



ATTITUDES TOWARD TRANSGENDER PEOPLE

Global Opinions on Transgender People's Rights

Please indicate whether you agree or disagree with each statement below about people who dress and live as one sex even though they were born another, *Somewhat/Strongly Agree*

	<i>All Rep Markets</i>	Argentina	Australia	Belgium	Canada	France	Germany	Great Britain	Hungary	Italy	Japan	Poland	Serbia	South Korea	Spain	Sweden	United States
They should be protected from discrimination by the Government	70%	84%	74%	70%	77%	70%	78%	81%	52%	75%	60%	51%	61%	57%	81%	73%	73%
They should be allowed to have surgery so their body matches their identity	69%	79%	72%	72%	73%	64%	78%	75%	55%	73%	54%	61%	64%	59%	81%	70%	71%
They should be allowed to marry a person of their birth sex	62%	79%	64%	68%	73%	59%	74%	75%	48%	66%	47%	40%	38%	37%	83%	78%	68%
They should be allowed to serve in the military	61%	72%	67%	61%	74%	56%	67%	70%	51%	59%	47%	46%	47%	45%	79%	74%	65%
They should be allowed to conceive or give birth to children (if biologically capable of doing so)	59%	75%	67%	56%	71%	48%	67%	69%	50%	50%	52%	39%	38%	45%	76%	71%	70%
They should be allowed to adopt children	55%	70%	63%	56%	71%	47%	64%	68%	46%	45%	52%	27%	26%	43%	74%	65%	65%

ATTITUDES TOWARD TRANSGENDER PEOPLE

Global Opinions on Transgender People's Rights

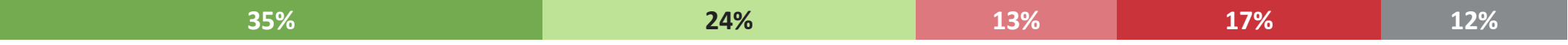
They should be protected from discrimination by the Government



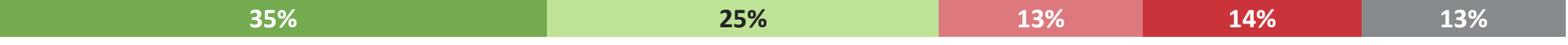
They should be allowed to have surgery so their body matches their identity



They should be allowed to marry a person of their birth sex



They should be allowed to serve in the military



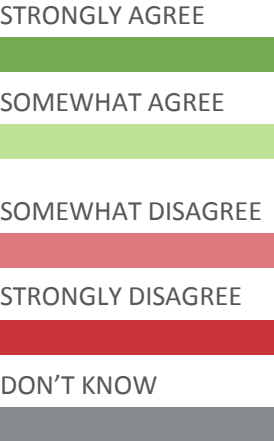
They should be allowed to conceive or give birth to children (if biologically capable of doing so)



They should be allowed to adopt children



They should be allowed to use the restroom of the sex they identify with



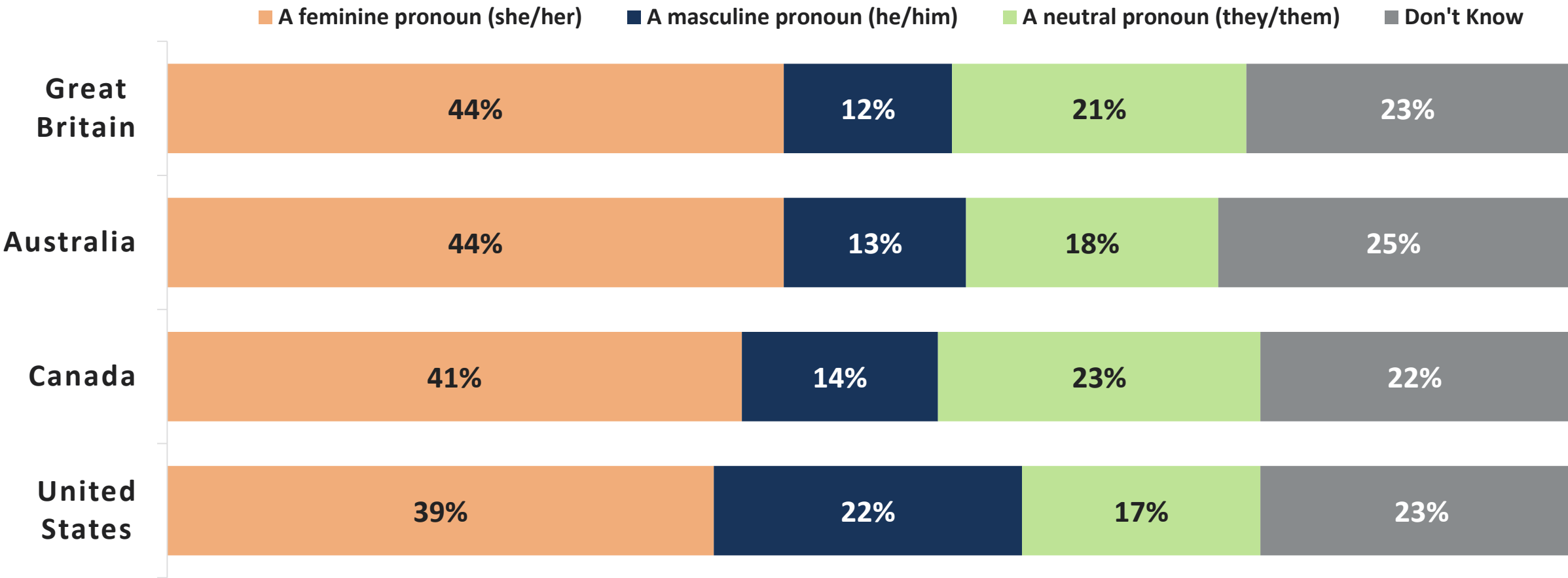
Data representative of 16 countries that yield results balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, and the United States.

© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Using the Correct Pronoun: Transgender Women

What pronoun would you use when speaking about each of the following people who dress and live as one sex even though they were born another?
Someone who was considered male at birth but dresses and lives as a woman.

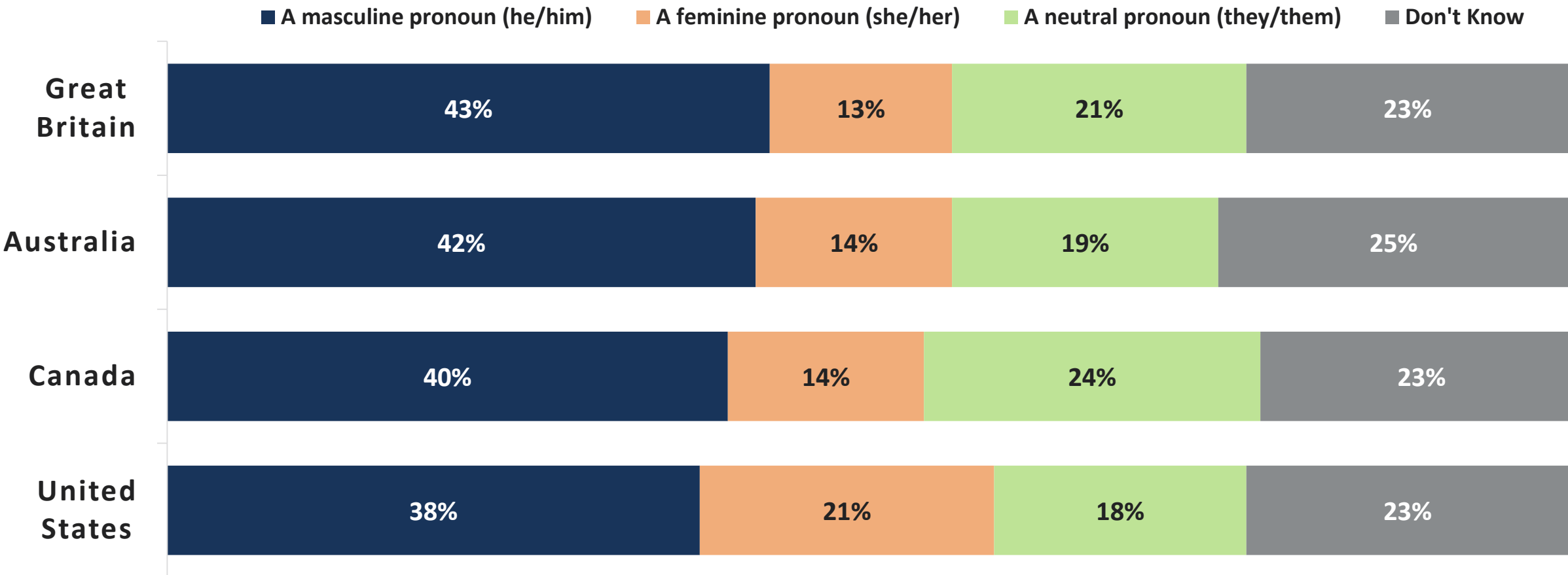


Data from four countries that yield results balanced to reflect the general population where survey was administered in English

ATTITUDES TOWARD TRANSGENDER PEOPLE

Using the Correct Pronoun: Transgender Men

What pronoun would you use when speaking about each of the following people who dress and live as one sex even though they were born another?
Someone who was considered female at birth but dresses and lives as a man.

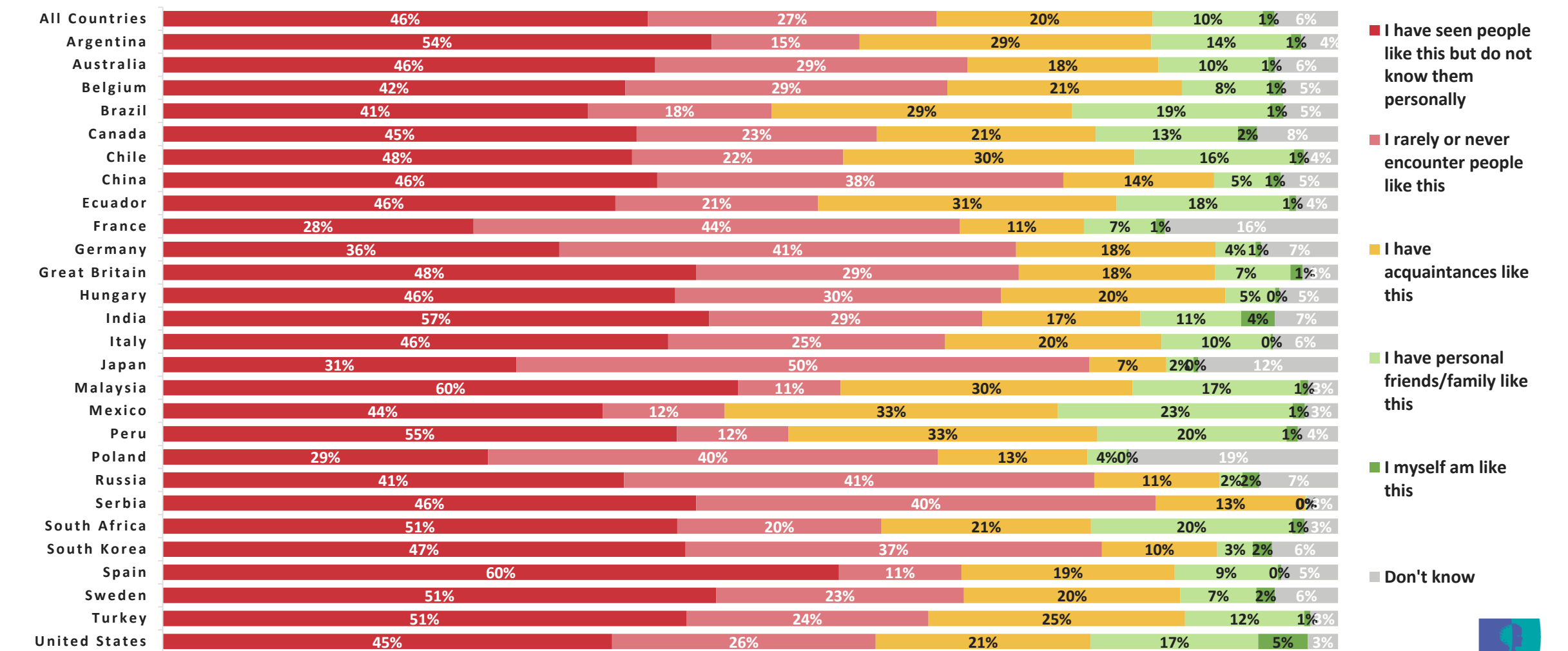


Data from four countries that yield results balanced to reflect the general population where survey was administered in English

ATTITUDES TOWARD TRANSGENDER PEOPLE

Proximity to Transgender People

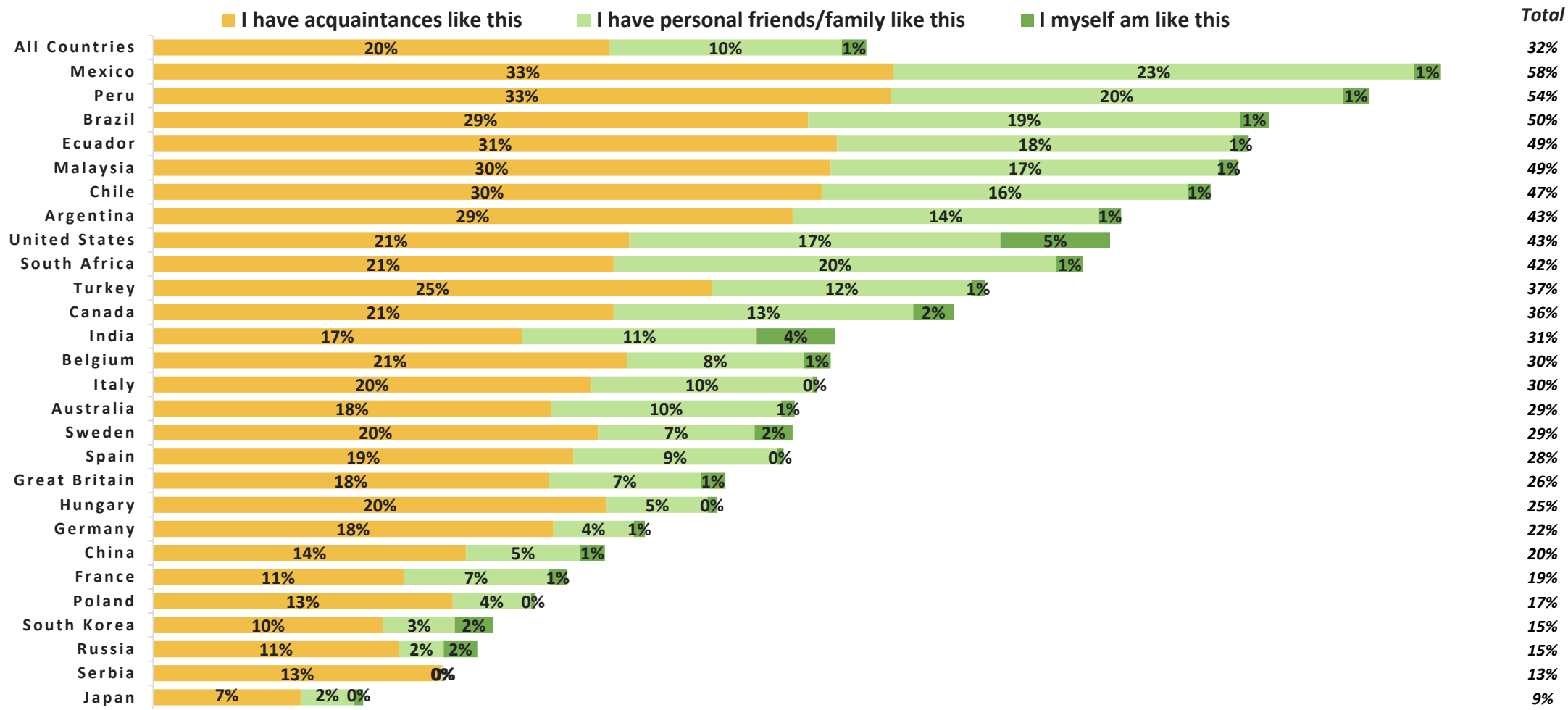
Some people dress and live as one sex even though they were born another. For instance, someone who was considered male at birth may feel they are actually female and so dresses and lives as a woman, and someone female at birth may feel they are actually male and dresses and lives as a man. How familiar, if at all, are you with people like this? Choose as many responses as apply.



ATTITUDES TOWARD TRANSGENDER PEOPLE

Proximity to Transgender People

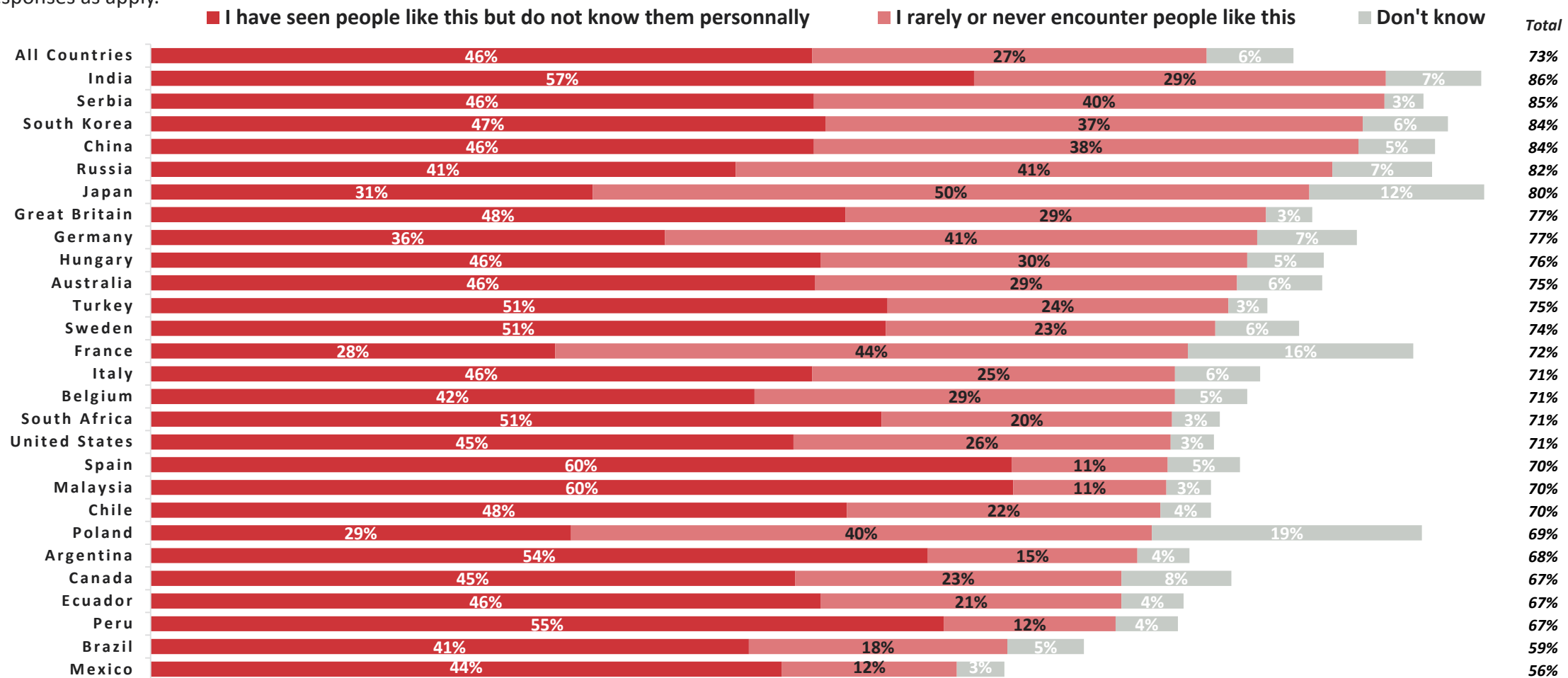
Some people dress and live as one sex even though they were born another. For instance, someone who was considered male at birth may feel they are actually female and so dresses and lives as a woman, and someone female at birth may feel they are actually male and dresses and lives as a man. How familiar, if at all, are you with people like this? Choose as many responses as apply.



ATTITUDES TOWARD TRANSGENDER PEOPLE

Proximity to Transgender People

Some people dress and live as one sex even though they were born another. For instance, someone who was considered male at birth may feel they are actually female and so dresses and lives as a woman, and someone female at birth may feel they are actually male and dresses and lives as a man. How familiar, if at all, are you with people like this? Choose as many responses as apply.



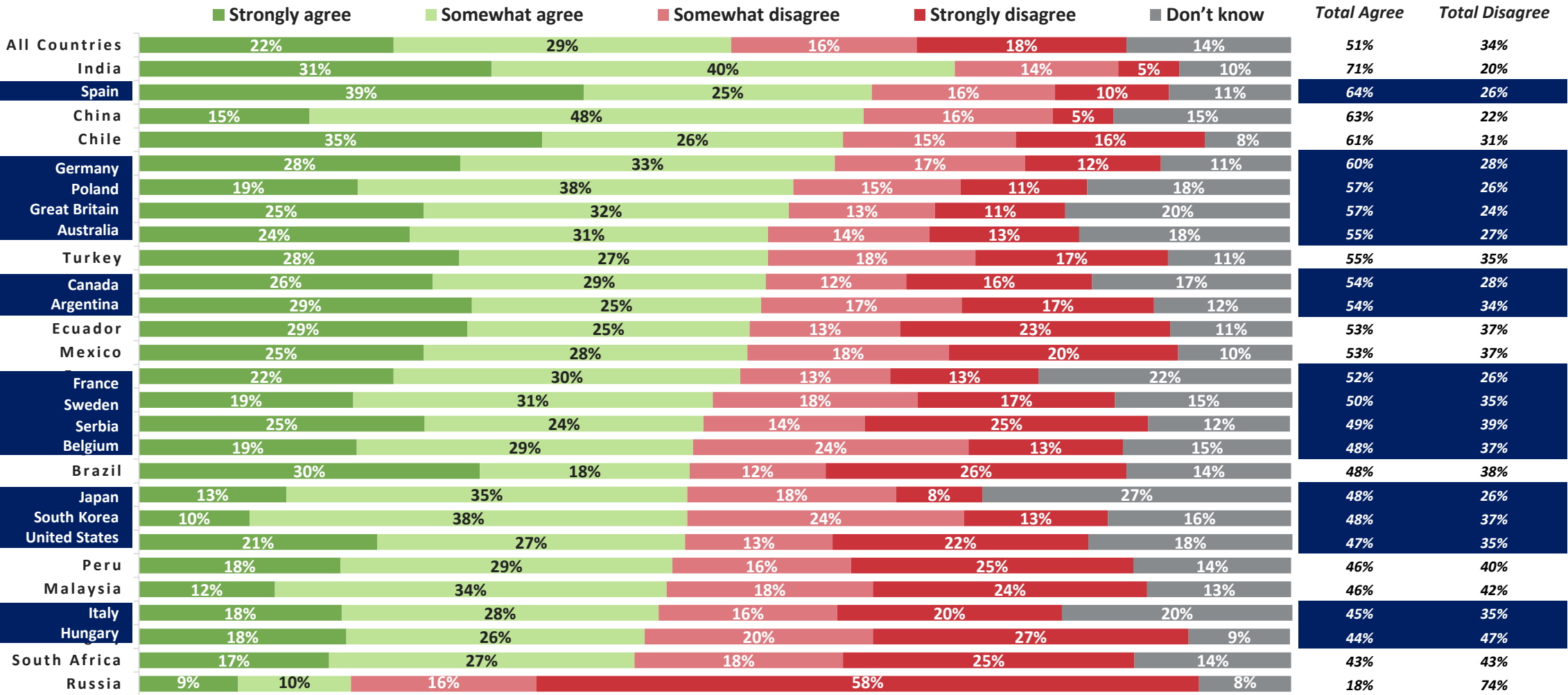
ATTITUDES TOWARD TRANSGENDER PEOPLE

APPENDIX

ATTITUDES TOWARD TRANSGENDER PEOPLE

Most See Transgender People as “a Natural Occurrence”

They are a natural occurrence

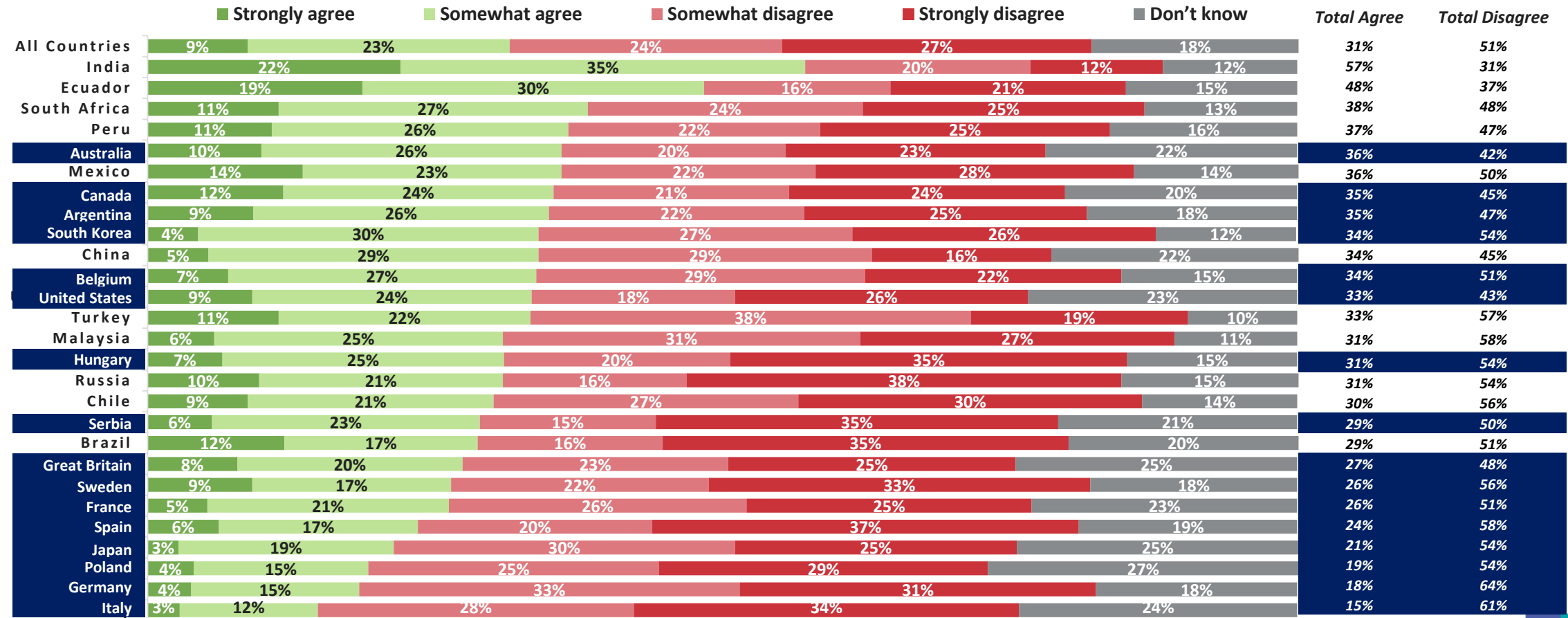


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

India Highest on Belief that Transgender People have a Special Place in Society

They have a special place in society

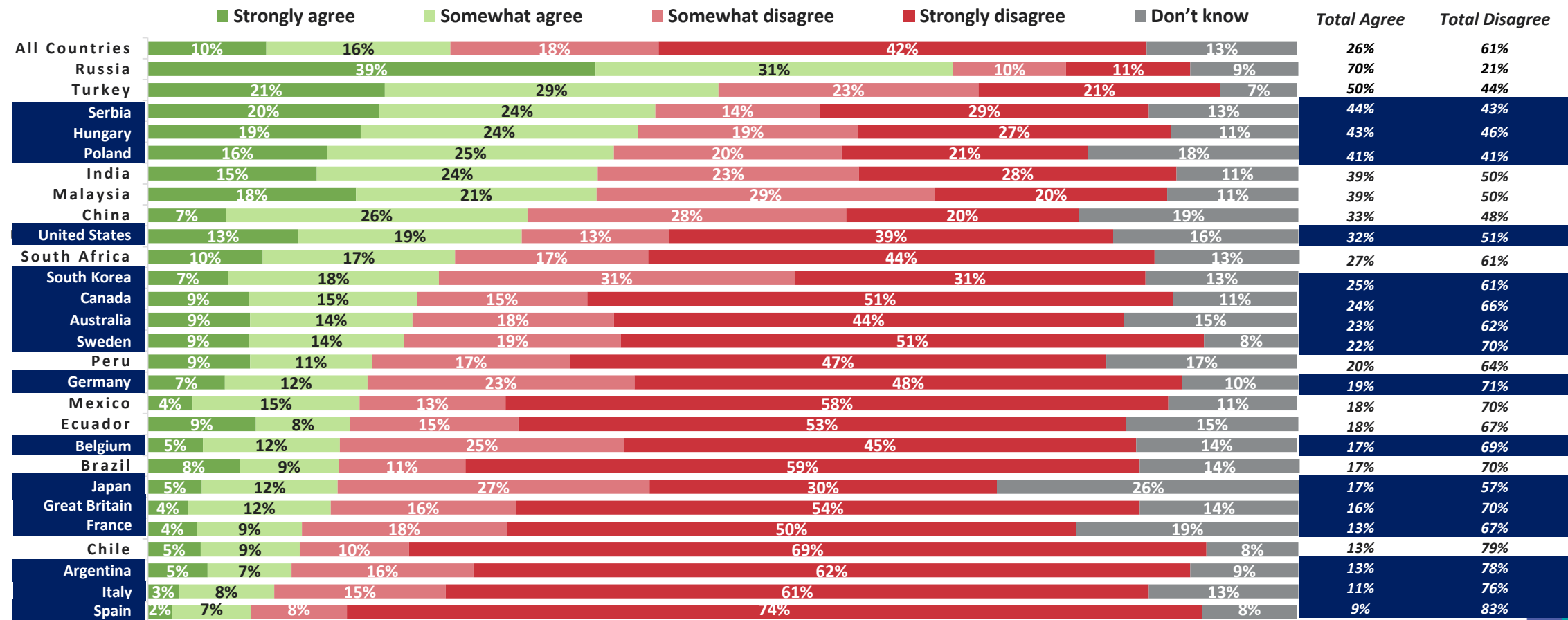


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

A Third of Americans Think Transgender People Have a Form of Mental Illness

They have a form of mental illness

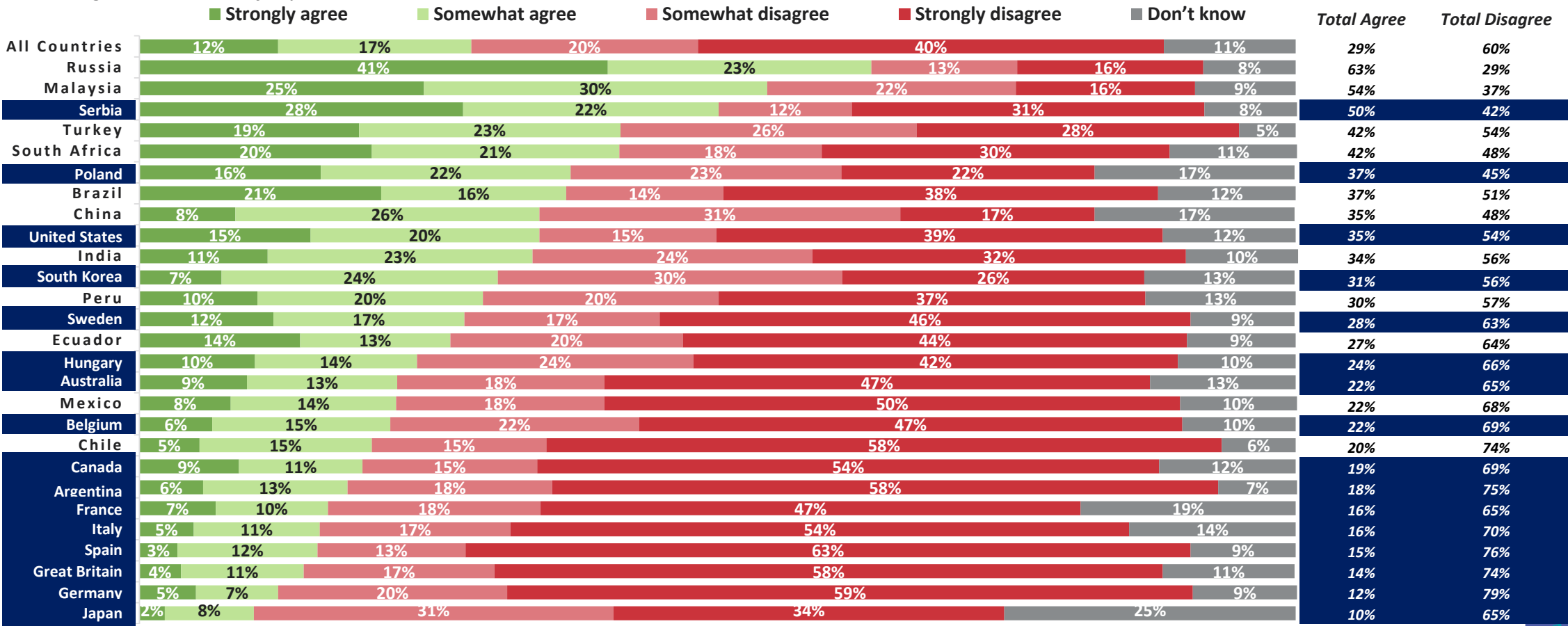


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Under a Third of Global Respondents Say Transgender People are Violating Their Culture

They are violating the traditions of my culture

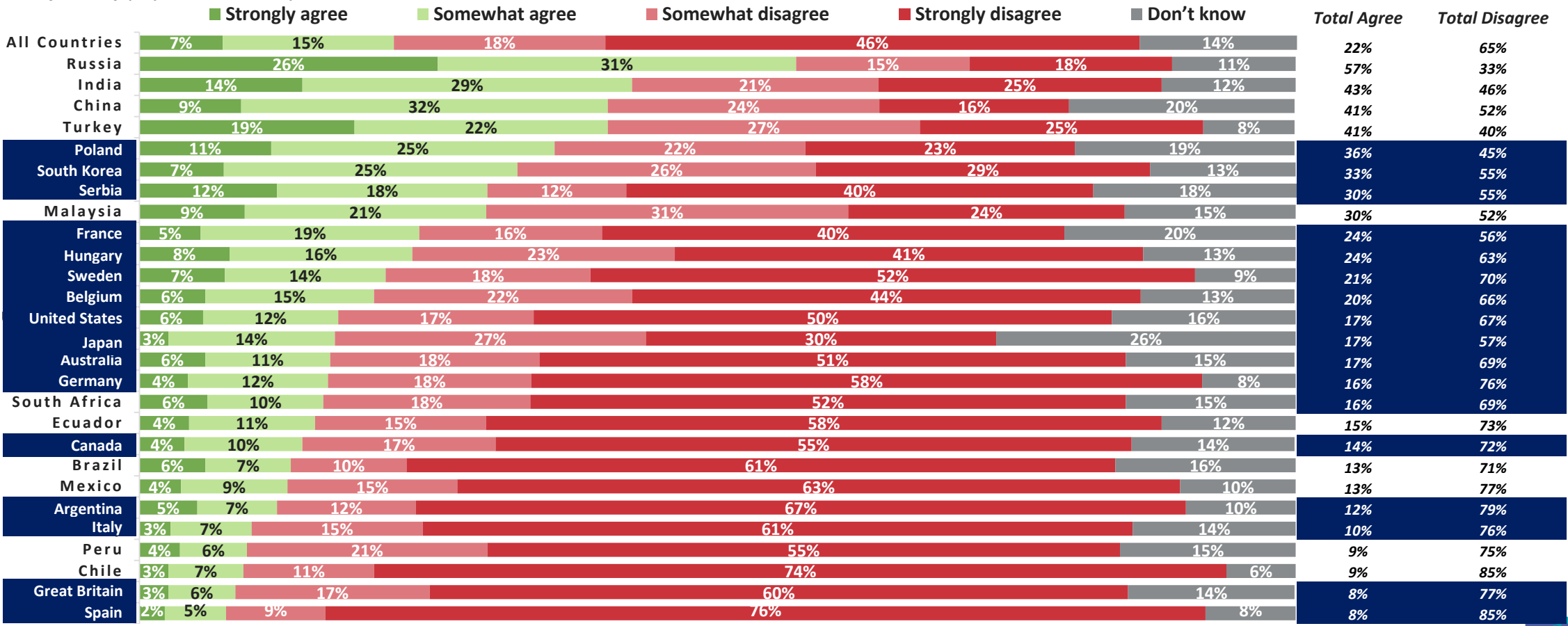


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Under a Quarter of Global Respondents Believe Transgender People Have a Physical Disability

They have a form of physical disability

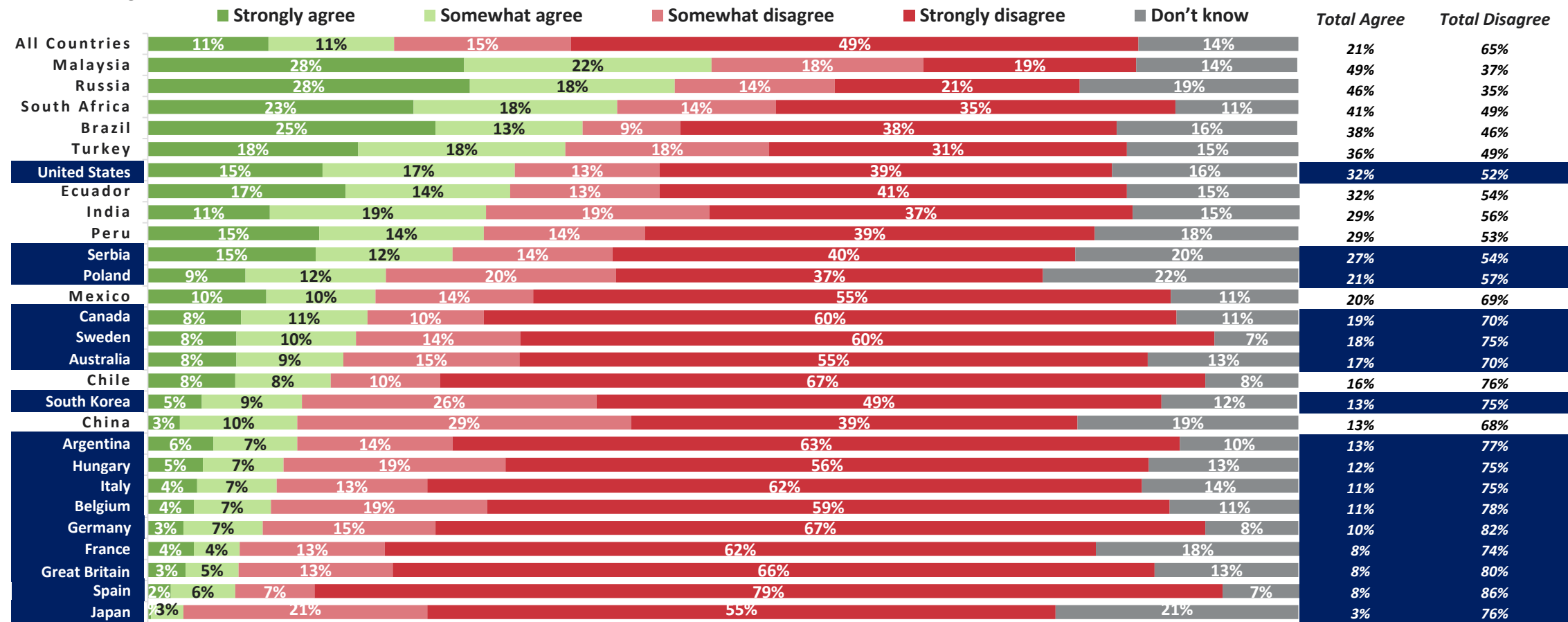


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Nearly a Third of Americans Think Transgender People are Committing a Sin

They are committing a sin



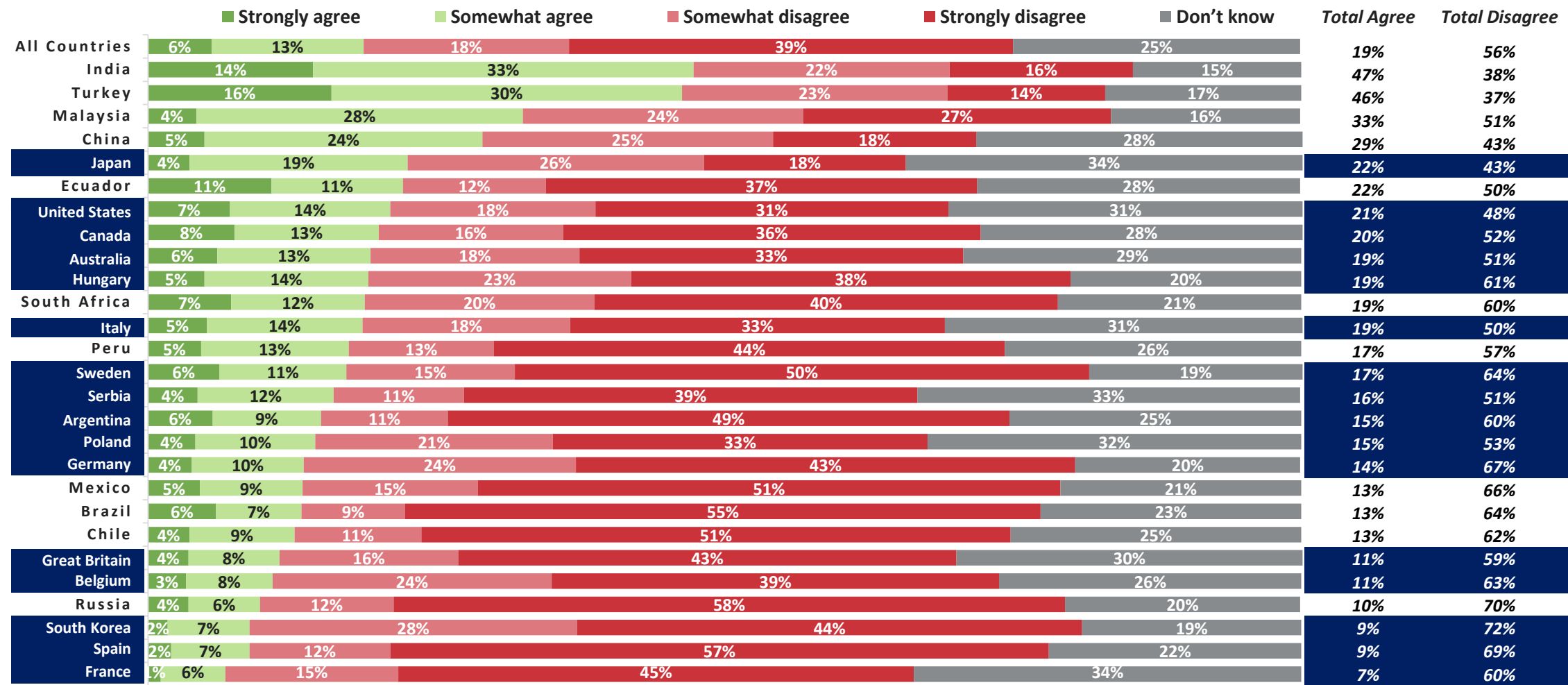
Highlighted countries are nationally representative

© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Few Believe Transgender People Have “Unique Spiritual Gifts” (highest in India)

They have unique spiritual gifts

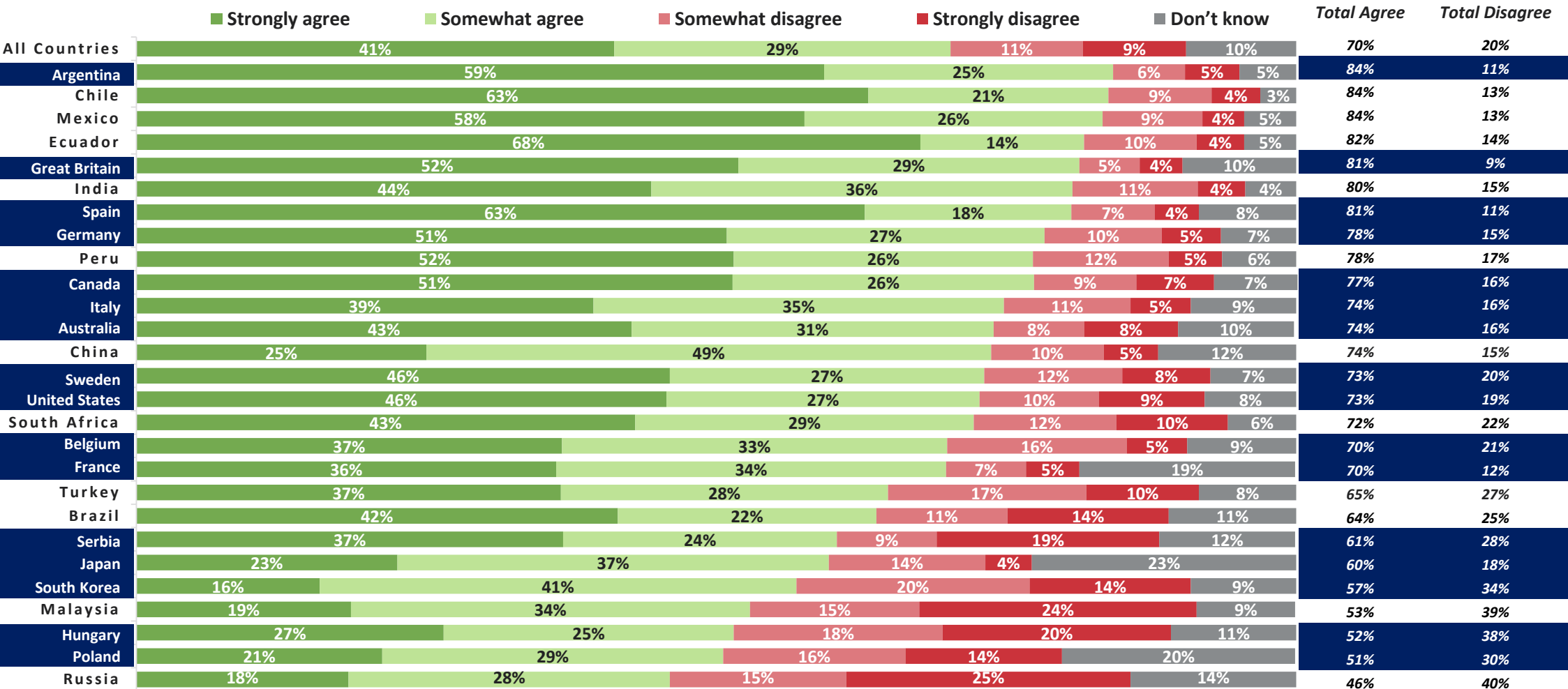


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Most Support Protections for Transgender People

They should be protected from discrimination by the Government

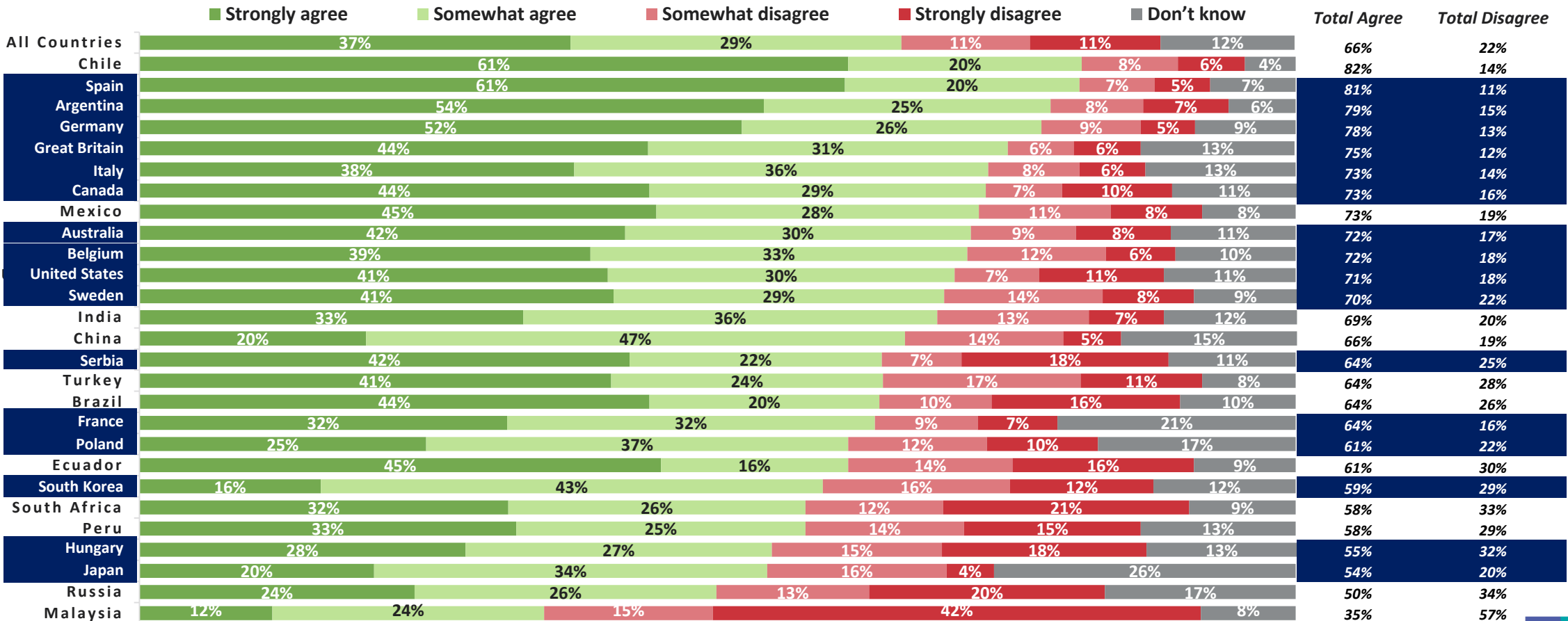


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Strong Support for Allowing Gender Reassignment Surgery

They should be allowed to have surgery so their body matches their identity

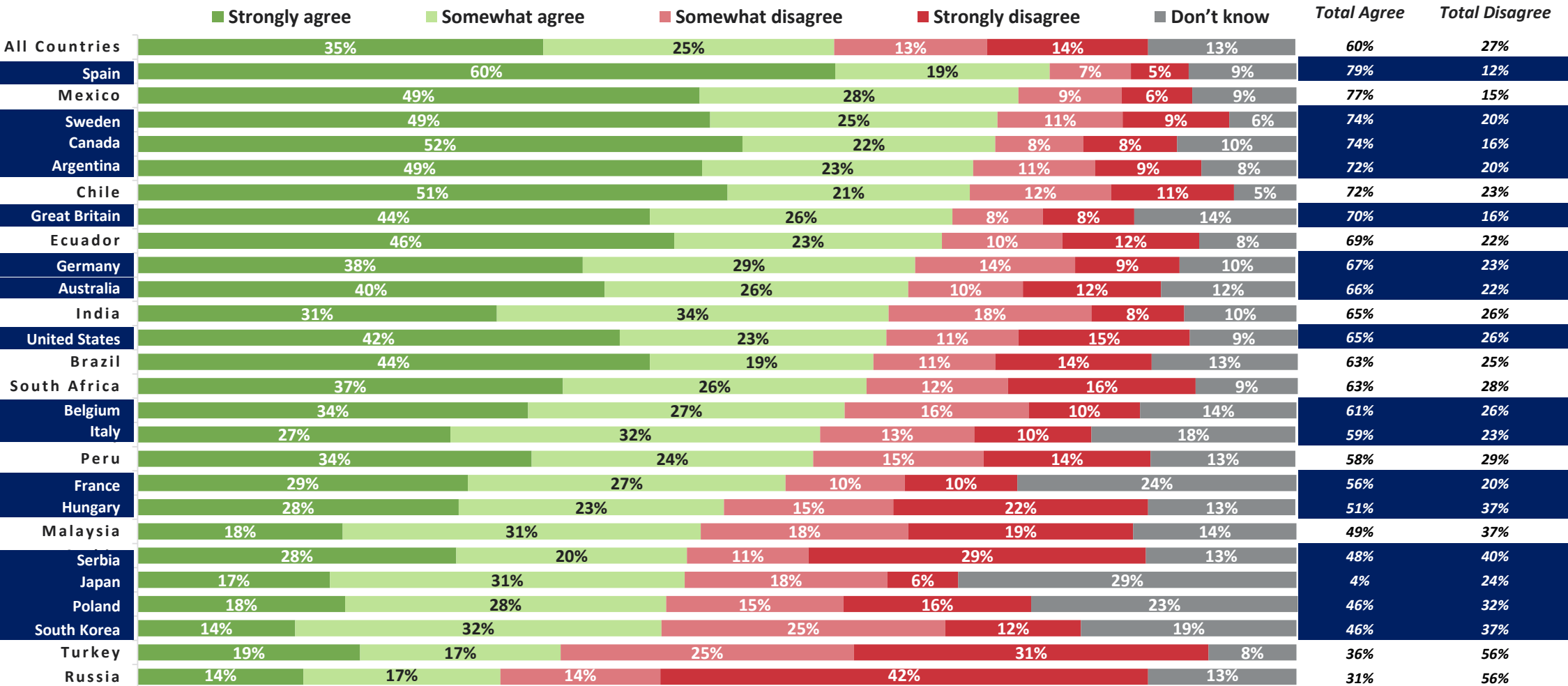


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Transgender People in the Military

They should be allowed to serve in the military

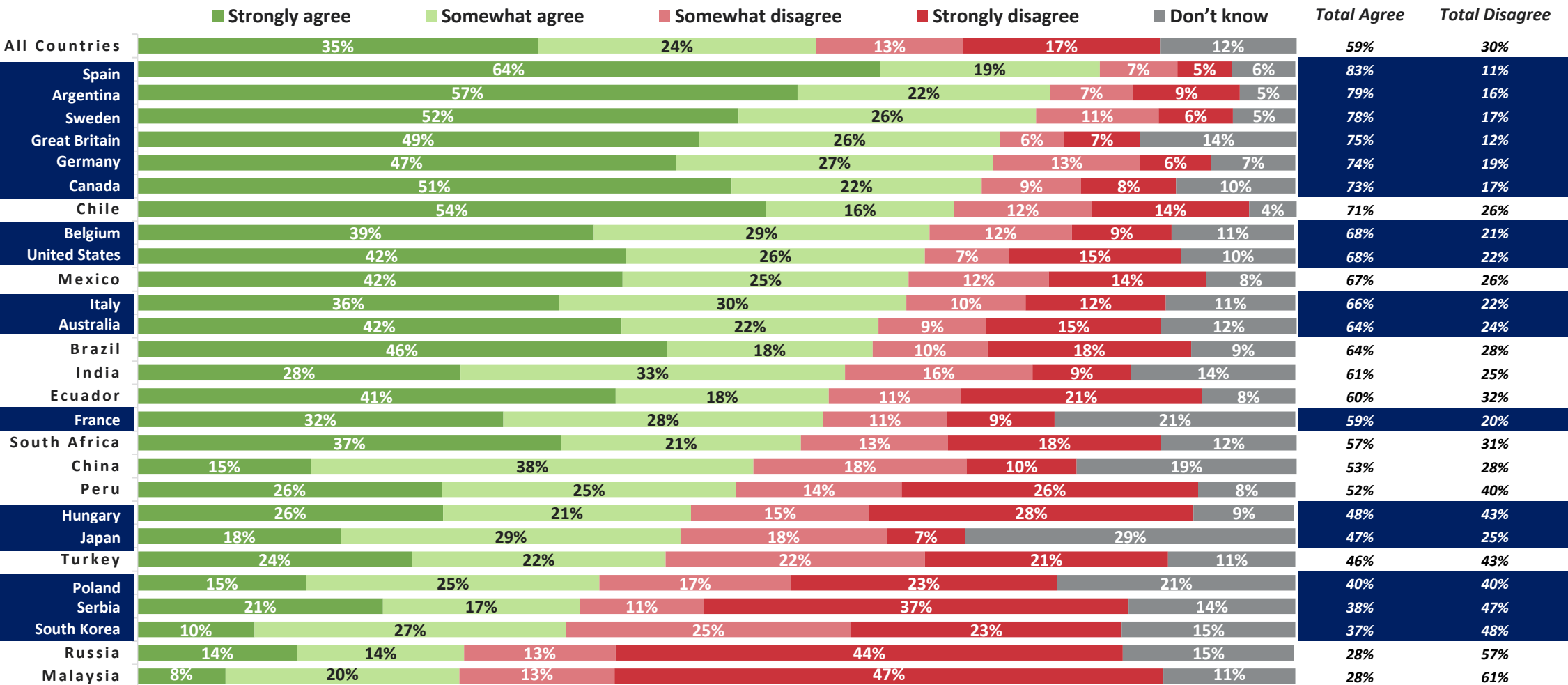


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Marrying A Person of Their Birth Sex

They should be allowed to marry a person of their birth sex

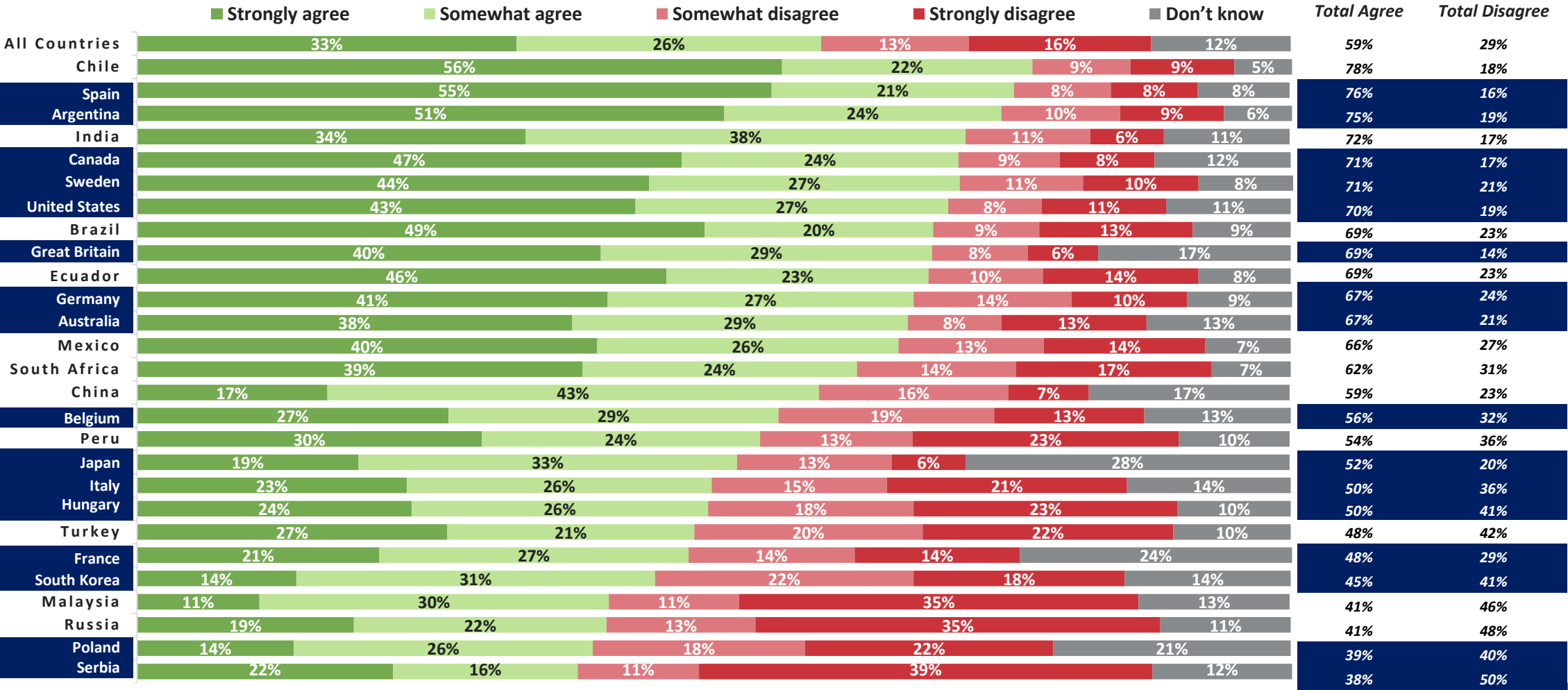


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Conceiving or Giving Birth to a Child

They should be allowed to conceive or give birth to children

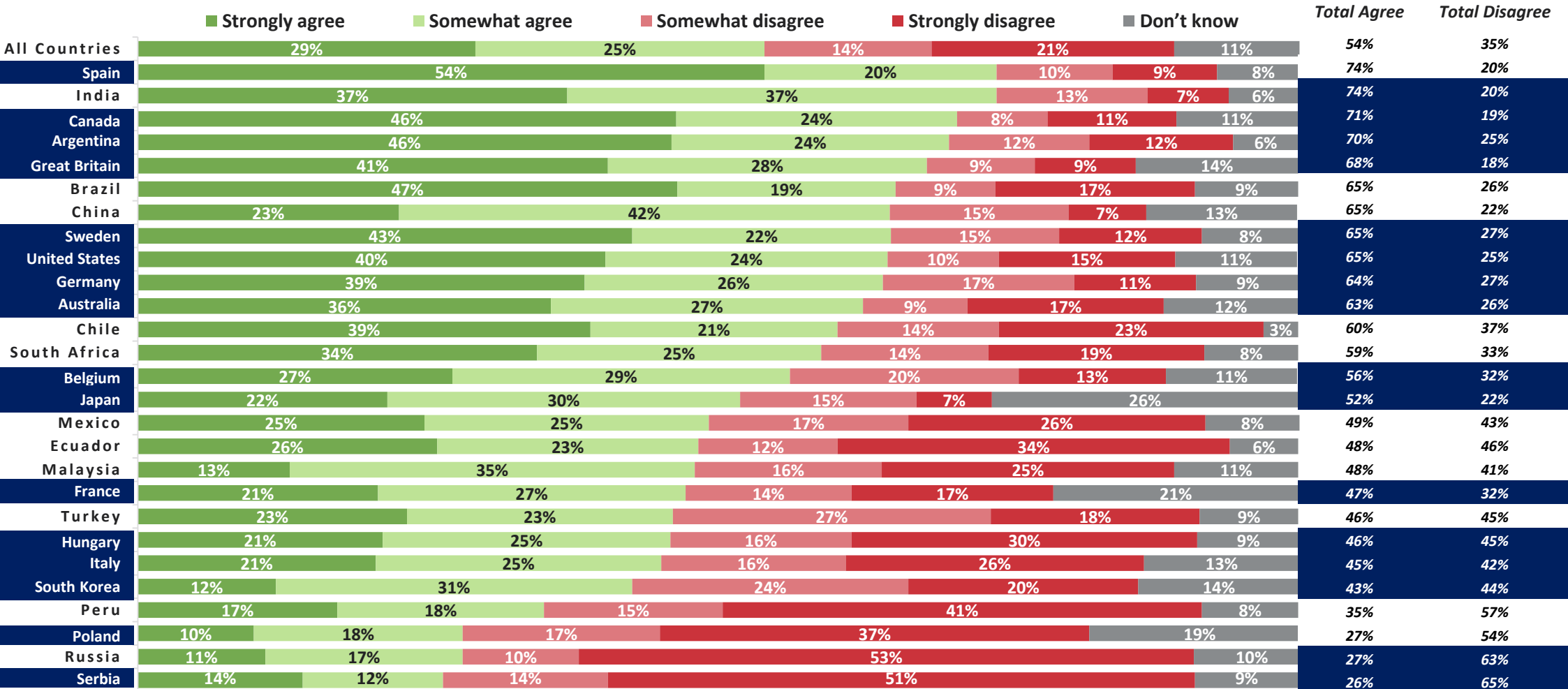


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Majority Favor Allowing Transgender People to Adopt

They should be allowed to adopt children

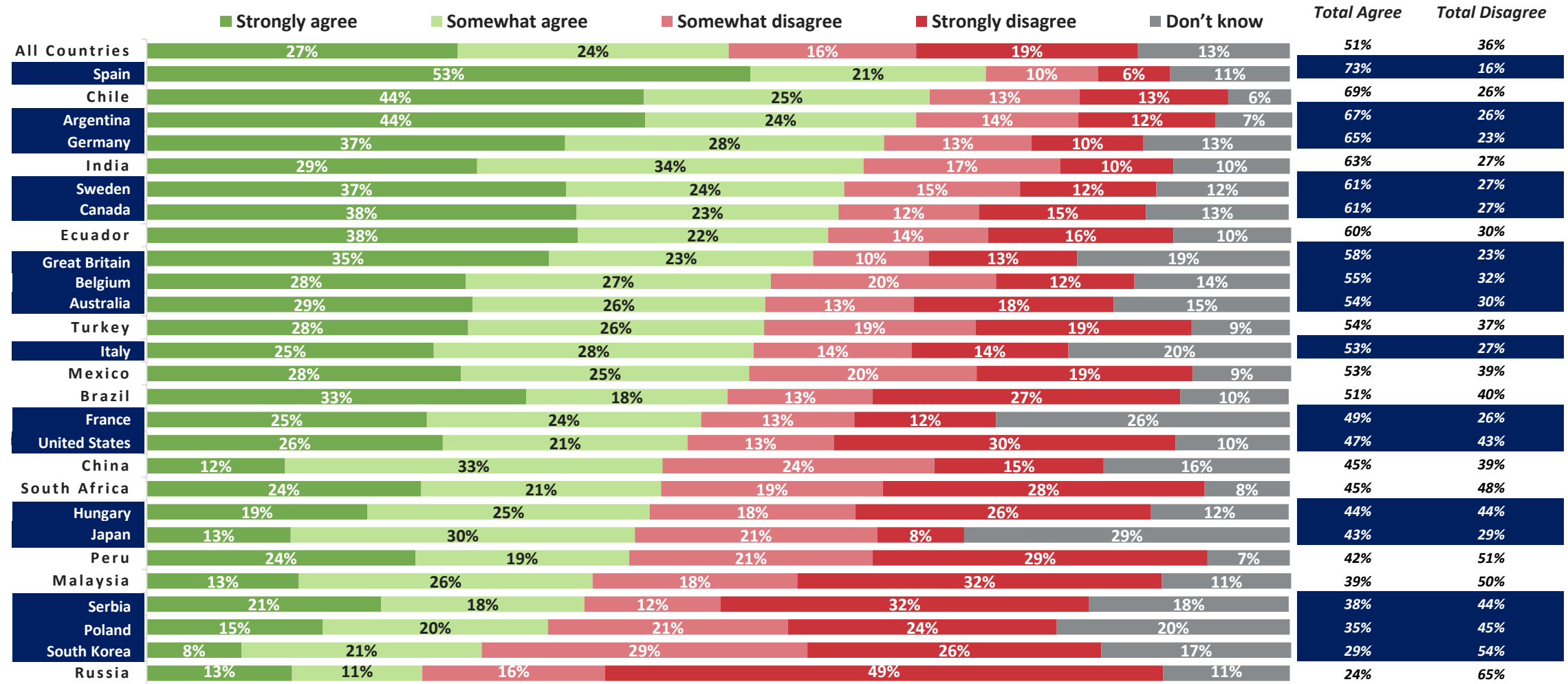


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Public Split on Transgender People's Bathroom Choice

They should be allowed to use the restroom of the sex they identify with

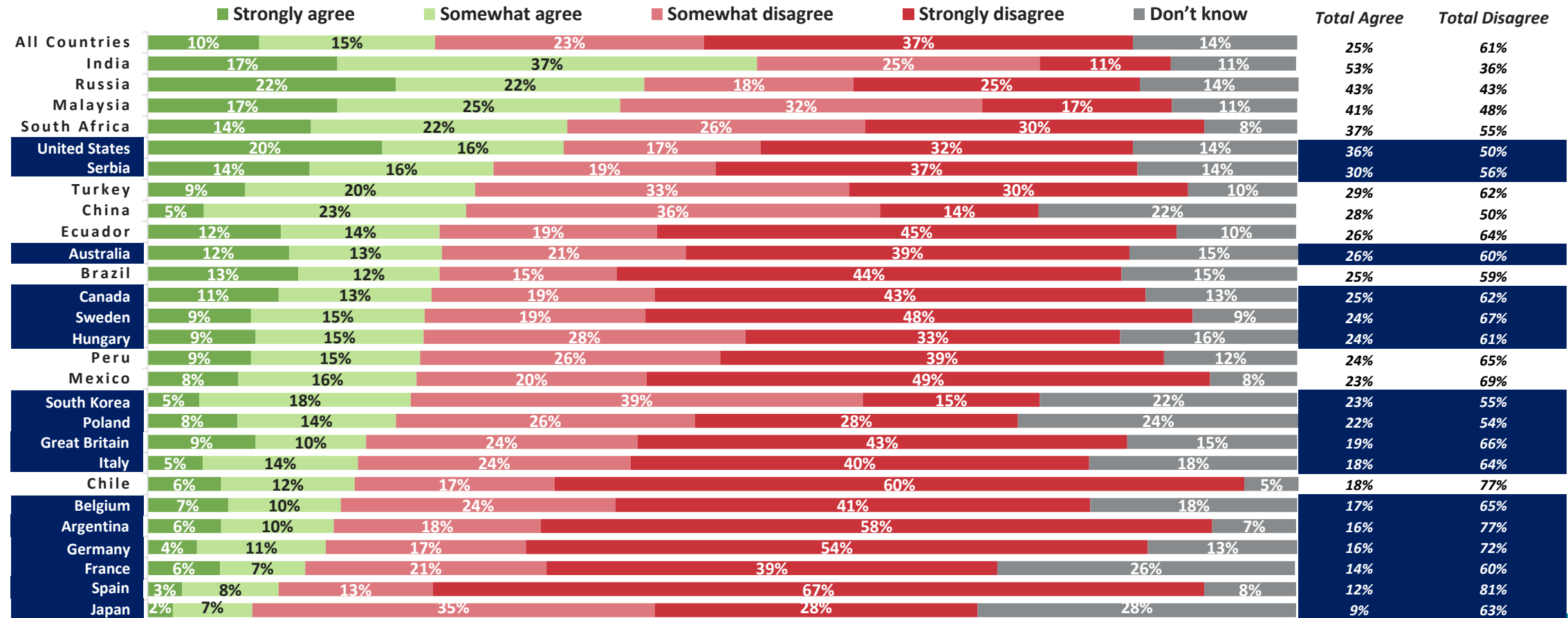


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Few Believe Society Has Gone Too Far Allowing Transgender People To Live as They Choose

Society has gone too far in allowing people to dress and live as one sex even though they were born another.

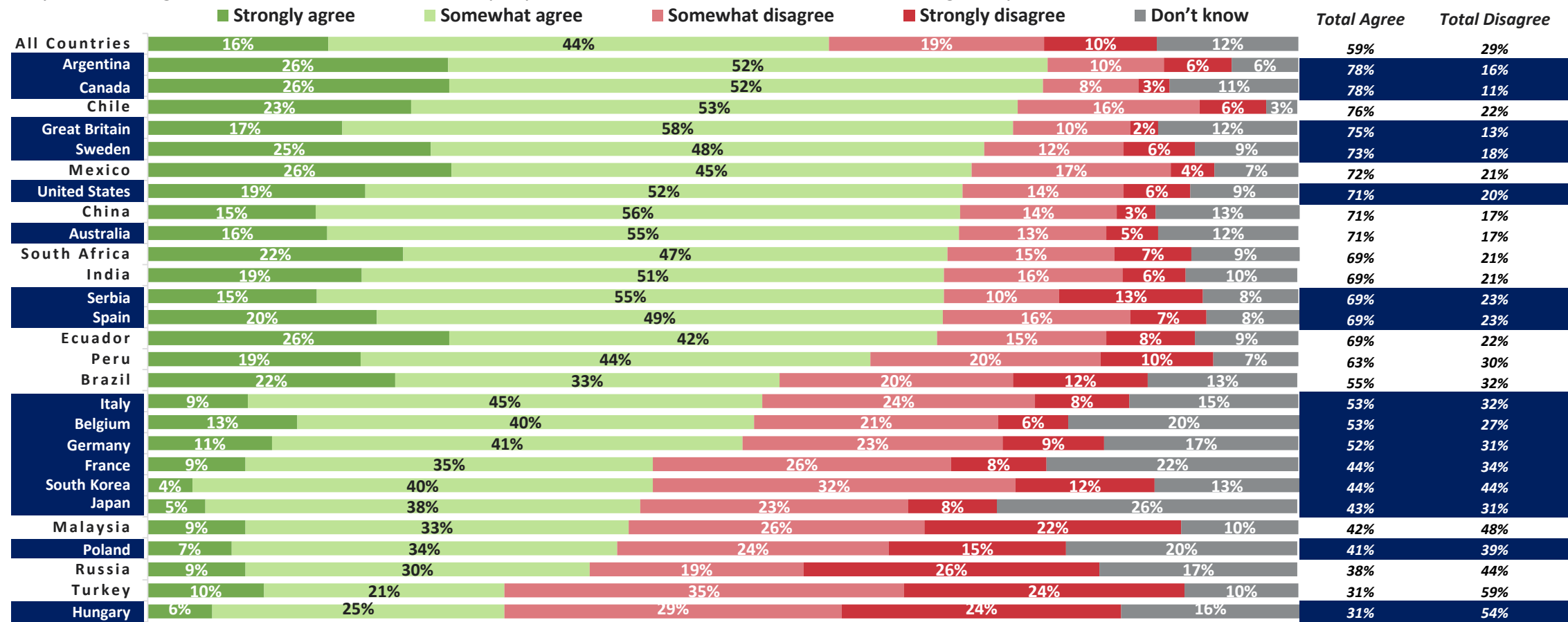


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Many Agree Their Country is Becoming More Tolerant of Transgender People

Our country is becoming more tolerant when it comes to people who dress and live as one sex even though they were born another.

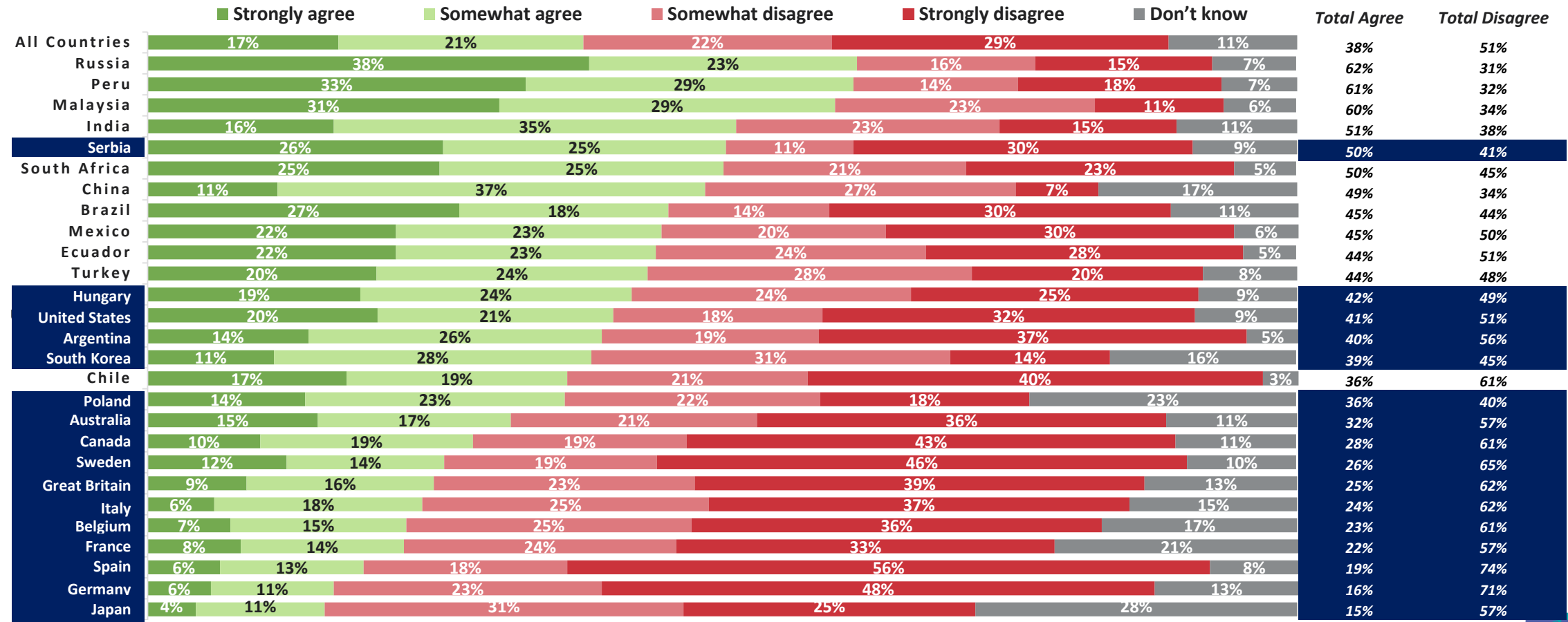


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Segment of Global Respondents Worry About Children Interacting With Transgender People

I worry about exposing children to people who dress and live as one sex even though they were born another.

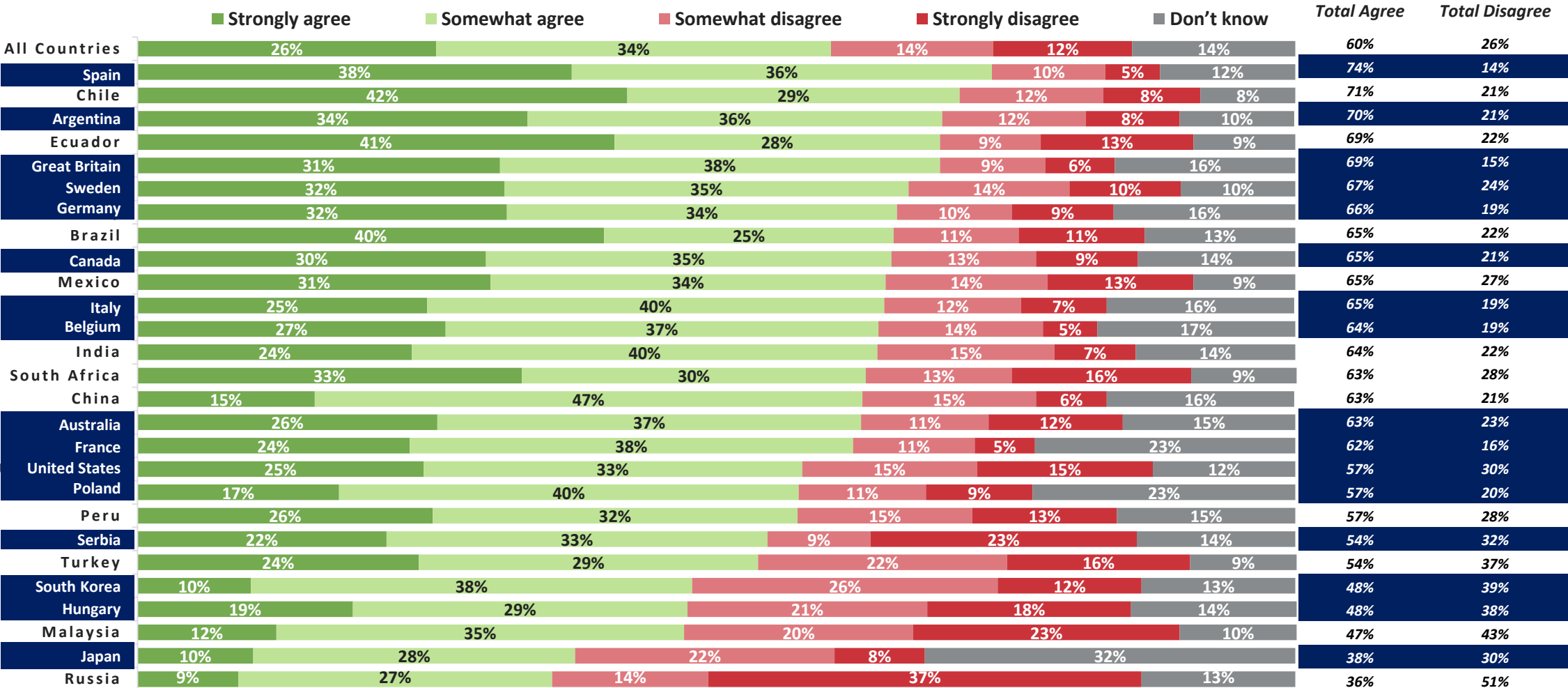


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Most Believe Transgender People Are Brave

People who dress and live as one sex even though they were born another are brave.

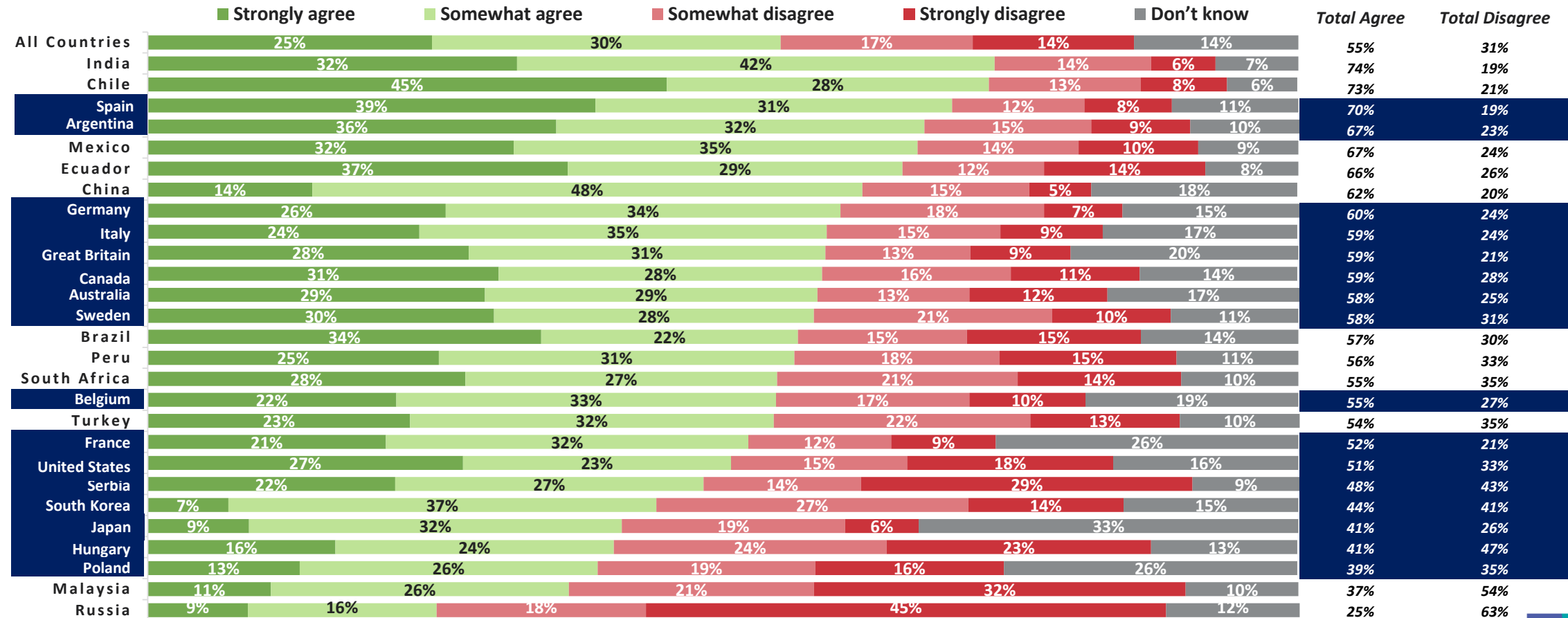


Highlighted countries are nationally representative
© 2018 Ipsos

ATTITUDES TOWARD TRANSGENDER PEOPLE

Many Global Respondents Want to Do More to Protect & Support Transgender People

I want our country to do more to support and protect people who dress and live as one sex even though they were born another.



Highlighted countries are nationally representative
© 2018 Ipsos

Contacts



Julia Clark

Senior Vice President,
Ipsos, US Public Affairs

✉ Julia.Clark@ipsos.com

📞 +1 312 526 4919



Nicolas Boyon

Senior Vice President,
Ipsos, US Public Affairs

✉ Nicolas.Boyon@ipsos.com

📞 +1 646 309 4879



Chris Jackson

Vice President
Ipsos, US Public Affairs

✉ Chris.Jackson@ipsos.com

📞 +1 202 420 2025

ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 88 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist – NYSE – Euronext.

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

GAME CHANGERS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.