

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q1. Which of the following options best describes how you think of yourself?

All Adults aged 16-75 in the UK

	Gender			Age					Social Grade				Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/NVQ 12 (M)	A Level or equivalent (N)	Degree/M asters/Ph D (O)	No formal qualificati ons (P)	Working (Q)	Not working (R)
Unweighted base	2251	1112	1139	351	406	397	432	665	654	663	439	495	643	518	935	155	1453	798
Weighted base	2251	1115	1136	360	402	413	419	657	595	628	500	528	667	523	896	165	1337	914
Heterosexual/Straight	2041 91%	1009 91%	1032 91%	296 82%	352 87%	379 92%	381 91%	633 96%	543 91%	556 89%	471 94%	471 89%	625 94%	468 89%	799 89%	149 90%	1219 91%	821 90%
Gay or Lesbian	74 3%	50 4%	23 2%	14 4%	20 5%	11 3%	19 5%	9 1%	20 3%	25 4%	11 2%	18 3%	14 2%	15 3%	40 4%	5 3%	48 4%	26 3%
Bisexual	79 4%	31 3%	48 4%	32 9%	16 4%	11 3%	12 3%	7 1%	18 3%	25 4%	8 2%	28 5%	20 3%	23 4%	31 3%	5 3%	41 3%	38 4%
Transgender	1 *	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Other	13 1%	3 *	11 1%	8 2%	3 1%	- -	1 *	1 *	2 *	3 1%	2 *	5 1%	2 *	3 1%	8 1%	- -	7 *	7 1%
Not sure	12 1%	5 *	7 1%	4 1%	5 1%	1 *	1 *	1 *	4 1%	5 1%	2 *	- -	2 *	- -	6 1%	3 2%	7 1%	4 *
Prefer not to say	33 1%	17 2%	16 1%	4 1%	7 2%	10 2%	5 1%	6 1%	8 1%	13 2%	6 1%	6 1%	4 1%	14 3%	12 1%	3 2%	15 1%	17 2%

Net: LGBT	166 7%	84 7%	82 7%	55 15%	39 10%	22 5%	32 8%	17 3%	40 7%	54 9%	21 4%	50 10%	36 5%	41 8%	78 9%	10 6%	95 7%	70 8%
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

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Q1. Which of the following options best describes how you think of yourself?

All Adults aged 16-75 in the UK

	Total (A)	Region											
		North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2251	92	250	188	189	163	208	188	308	305	109	191	60
Weighted base	2251	95	252	197	199	166	205	191	295	289	109	186	68
Heterosexual/Straight	2041 91%	90 96% JL*	233 92% J	175 89%	180 91%	148 89%	190 93% J	176 92% J	271 92% J	248 86%	100 92%	164 88%	65 97% J*
Gay or Lesbian	74 3%	1 1% *	6 2%	7 4%	6 3%	7 4%	7 3%	5 2%	12 4%	15 5%	2 2%	5 3%	- *
Bisexual	79 4%	1 1% *	8 3%	8 4% I	10 5% I	6 4%	5 3%	8 4%	4 1%	13 5% I	6 5% I	7 4%	2 3% *
Transgender	1 *	- *	- *	- *	- *	- *	- *	- *	- *	- *	1 1%	- *	- *
Other	13 1%	1 1% *	1 2% *	5 2% EGU	- *	2 1%	- *	1 *	- *	1 *	- *	3 2% I	- *
Not sure	12 1%	1 1% *	- *	- *	1 1% *	- *	- *	2 1%	3 1%	4 1%	- *	1 1%	- *
Prefer not to say	33 1%	- *	4 2%	2 1%	1 1%	3 2%	3 1%	- *	5 2%	7 2% H	1 1%	6 3% EH	- *

Net: LGBT	166 7%	3 3% *	15 6%	20 10% BI	17 8%	15 9%	12 6%	13 7%	16 5%	30 10% BI	8 7%	15 8%	2 3% *
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Adults 16-75

Q1. Which of the following options best describes how you think of yourself?

All Adults aged 16-75 in the UK

	Marital Status				Sexuality										Knows LGBT people		
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	Straight (E)	Homosexual (F)	Bisexual (G)	Transgender (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	2251	1309	737	205	2040	76	78	1	2193	13	12	32	167	2040	616	1590	421
Weighted base	2251	1299	751	201	2041	74	79	1	2192	13	12	33	166	2041	611	1577	434
Heterosexual/Straight	2041 91%	1215 94% C	634 84% C	192 96% C	2041 100% FGILM	- 100% *	- 100% *	- 100% **	2041 93% FGILM	- 100% **	- 100% **	- 100% *	- 44% FGILM	2041 100% FGILM	611 100%	1577 100%	434 100%
Gay or Lesbian	74 3%	32 2%	39 5% BD	2 1%	- 100% *	74 100% EGILMN*	- 100% *	1 100% **	72 3% EN	- 100% **	- 100% **	- 44% *	74 44% EGILN	- 100% *	- 100% *	- 100% *	- 100% *
Bisexual	79 4%	35 3%	38 5% B	6 3%	- 100% *	- 100% *	79 100% EFILMN*	- 100% **	79 4% EN	- 100% **	- 100% **	- 44% *	79 48% EFILN	- 100% *	- 100% *	- 100% *	- 100% *
Transgender	1 *	- *	1 *	- *	- 100% *	1 100% EIN*	- 100% **	1 100% **	- 100% **	- 100% **	- 100% **	- 100% *	1 100% EIN	- 100% *	- 100% *	- 100% *	- 100% *
Other	13 1%	2 *	11 2% B	- *	- 100% *	- 100% *	- 100% **	- 100% **	13 100% **	- 100% **	- 100% **	- 44% *	13 8% EFGIN	- 100% *	- 100% *	- 100% *	- 100% *
Not sure	12 1%	3 *	9 1% B	- *	- 100% *	- 100% *	- 100% **	- 100% **	- 100% **	- 100% **	12 100% **	- 100% *	- 100% *	- 100% *	- 100% *	- 100% *	- 100% *
Prefer not to say	33 1%	12 1%	20 3% B	1 *	- 100% *	- 100% *	- 100% **	- 100% **	- 100% **	- 100% **	- 100% **	33 100% EFGIMN*	- 100% *	- 100% *	- 100% *	- 100% *	- 100% *
Net: LGBT	166 7%	69 5%	89 12% BD	8 4%	- 100% *	74 100% EILN*	79 100% EILN*	1 100% **	151 7% EN	13 100% **	- 100% **	- 100% *	166 100% EILN	- 100% *	- 100% *	- 100% *	- 100% *

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

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Adults 16-75

Q2. To what extent do you support or oppose same-sex marriage?

All Adults aged 16-75 in the UK

	Gender			Age					Social Grade				Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/NV Q12 (M)	A Level or equivalent (N)	Degree/M asters/Ph D (O)	No formal qualificati ons (P)	Working (Q)	Not working (R)
Unweighted base	2251	1112	1139	351	406	397	432	665	654	663	439	495	643	518	935	155	1453	798
Weighted base	2251	1115	1136	360	402	413	419	657	595	628	500	528	667	523	896	165	1337	914
Strongly support (2)	780 35%	297 27%	484 43% B	182 51% FGH	186 46% GH	170 41% GH	131 31% H	111 17%	212 36%	238 38% L	161 32%	169 32%	182 27%	193 37% MP	373 42% MP	33 20%	475 36%	305 33%
Tend to support (1)	431 19%	204 18%	227 20%	69 19%	73 18%	86 21%	84 20%	119 18%	100 17%	131 21%	100 20%	100 19%	133 20%	103 20%	173 19%	22 13%	272 20%	158 17%
Neither support nor oppose (0)	650 29%	373 33% C	277 24%	62 17%	87 22%	112 27% D	130 31% DE	259 39% DEFG	179 30% J	159 25% J	160 32% J	153 29%	224 34% NO	146 28%	212 24%	69 42% NO	377 28%	273 30%
Tend to oppose (-1)	178 8%	112 10% C	65 6%	21 6%	20 5%	21 5%	34 8%	83 13% DEFG	46 8%	49 8%	36 7%	48 9%	63 9% O	42 8%	55 6%	17 10%	99 7%	79 9%
Strongly oppose (-2)	180 8%	113 10% C	67 6%	19 5%	29 7%	19 5%	35 8% F	77 12% DEF	51 9%	44 7%	38 8%	47 9%	58 9%	32 6%	70 8%	20 12% N	96 7%	84 9%
Prefer not to say	32 1%	16 1%	16 1%	7 2%	7 2%	5 1%	5 1%	8 1%	6 1%	8 1%	7 1%	11 2%	7 1%	7 1%	14 2%	4 2%	18 1%	14 2%
Net: Support	1211 54%	500 45% B	711 63% B	251 70% FGH	259 64% GH	256 62% GH	216 51% H	230 35%	312 53%	369 59% IKL	260 52%	269 51%	315 47% P	296 57% MP	545 61% MP	55 33%	747 56% R	464 51%
Net: Oppose	358 16%	226 20% C	132 12%	40 11%	49 12%	40 10%	69 17% DF	159 24% DEFG	97 16%	92 15%	73 15%	96 18%	121 18% O	74 14%	125 14%	37 23% NO	195 15%	163 18% Q
Mean	0.65	0.42	0.89 B	1.06 GH	0.93 GH	0.90 GH	0.58 H	0.16	0.64	0.76 L	0.63	0.57	0.48 P	0.74 MP	0.82 MP	0.18	0.71 R	0.58

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All Adults aged 16-75 in the UK

	Region												
	Total (A)	North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2251	92	250	188	189	163	208	188	308	305	109	191	60
Weighted base	2251	95	252	197	199	166	205	191	295	289	109	186	68
Strongly support (2)	780 35%	33 35% *	92 36%	65 33%	62 31%	55 33%	65 32%	63 33%	104 35%	100 35%	47 43% E	69 37%	25 37% *
Tend to support (1)	431 19%	18 19% *	49 19%	36 18%	41 20%	36 21%	36 18%	42 22%	54 18%	51 18%	20 18%	34 18%	15 22% *
Neither support nor oppose (0)	650 29%	26 27% *	69 28%	62 31% M	69 35% KM	53 32% M	67 33% KM	53 28%	88 30% M	79 27%	24 22%	50 27%	11 17% *
Tend to oppose (-1)	178 8%	6 6% *	15 6%	14 7%	17 9%	10 6%	23 11% C	16 8%	24 8%	22 8%	7 6%	15 8%	9 14% C*
Strongly oppose (-2)	180 8%	12 12% EG*	21 8%	16 8%	8 4%	12 7%	11 5%	13 7%	24 8%	33 11% EG	11 10% E	13 7%	7 10% *
Prefer not to say	32 1%	- - *	6 2% I	3 2% I	2 1%	2 1%	2 1%	4 2%	1 *	4 1%	1 1%	6 3% I	- - *
Net: Support	1211 54%	51 54% *	140 56%	102 52%	103 52%	90 54%	102 50%	105 55%	158 54%	151 52%	66 61%	103 55%	40 59% *
Net: Oppose	358 16%	17 18% *	36 14%	30 15%	26 13%	21 13%	34 17%	29 15%	48 16%	55 19%	18 17%	27 15%	16 24% E*
Mean	0.65	0.58 *	0.71	0.63	0.66	0.68	0.60	0.68	0.65	0.57	0.77	0.73	0.63 *

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ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 10Q(*)

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Q2. To what extent do you support or oppose same-sex marriage?

All Adults aged 16-75 in the UK

	Marital Status					Sexuality								Knows LGBT people			
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	Straight (E)	Homosexual (F)	Bisexual (G)	Transgender (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	2251	1309	737	205	2040	76	78	1	2193	13	12	32	167	2040	616	1590	421
Weighted base	2251	1299	751	201	2041	74	79	1	2192	13	12	33	166	2041	611	1577	434
Strongly support (2)	780 35%	401 31%	329 44% BD	50 25%	630 31%	58 79% EILN*	63 80% EUN*	1 100% **	750 34% EN	12 87% **	7 56% **	11 33% *	133 80% EILN	630 31%	327 54% PQ	576 37% Q	52 12%
Tend to support (1)	431 19%	239 18%	150 20%	42 21%	408 20% GIM	11 15% *	7 8% *	- - **	426 19% GM	1 7% **	- - **	4 12% *	19 11% *	408 20% GIM	129 21% Q	355 23% Q	50 11%
Neither support nor oppose (0)	650 29%	407 31% C	171 23%	73 36% C	627 31% FGIM	3 4% *	7 8% *	- - **	636 29% FGM	- - **	4 34% **	10 30% FGM*	10 6% FGIM	627 31% FGIM	104 17% O	428 27% O	190 44% OP
Tend to oppose (-1)	178 8%	119 9% C	39 5%	20 10% C	175 9% FIM	1 1% *	2 2% *	- - **	178 8% FM	- - **	- - **	- - *	3 2% FIM	175 9% FIM	24 4% O	110 7% O	60 14% OP
Strongly oppose (-2)	180 8%	115 9%	52 7%	13 6%	175 9% FGIM	- - *	1 1% *	- - **	176 8% FGM	1 6% **	1 9% **	2 7% FM*	2 1% FGIM	175 9% FGIM	24 4% O	97 6% O	75 17% OP
Prefer not to say	32 1%	17 1%	11 1%	4 2%	26 1%	- - *	- - *	- - **	26 1% EN	- - **	- - **	6 17% EFGIMN*	- - *	26 1% O	2 *	11 1%	8 2% O
Net: Support	1211 54%	640 49% BD	478 64% BD	92 46%	1038 51%	70 95% EILN*	70 88% EUN*	1 100% **	1176 54% EN	12 94% **	7 56% **	15 45% *	152 92% EILN	1038 51%	457 75% PQ	931 59% Q	102 23%
Net: Oppose	358 16%	234 18% C	91 12%	32 16%	350 17% FGIM	1 1% *	3 3% *	- - **	354 16% FGM	1 6% **	1 9% **	2 7% *	4 3% FGIM	350 17% FGIM	48 8% O	206 13% O	135 31% OP
Mean	0.65	0.54	0.90 BD	0.50	0.57	1.73 EIN*	1.63 EIN*	2.00 **	0.64 EN	1.68 **	0.95 **	0.78 **	1.68 EIN	0.57	1.17 PQ	0.77 Q	-0.13

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Adults 16-75

Q3. Thinking about all the people you may know personally who are openly LGBT, how do you know them?

All straight cisgender adults in the UK

	Gender			Age					Social Grade				Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/NV Q12 (M)	A Level or equivalent (N)	Degree/Masters/PhD (O)	No formal qualifications (P)	Working (Q)	Not working (R)
Unweighted base	2040	1005	1035	290	355	365	391	639	597	589	413	441	602	465	834	139	1324	716
Weighted base	2041	1009	1032	296	352	379	381	633	543	556	471	471	625	468	799	149	1219	821
Immediate family	216 11%	84 8%	133 13% B	28 9%	38 11%	51 14%	38 10%	60 10%	48 9%	64 12%	54 11%	50 11%	78 12% N	39 8%	85 11%	15 10%	132 11%	85 10%
Extended family	294 14%	114 11%	179 17% B	43 14%	60 17%	56 15%	51 14%	84 13%	83 15%	87 16%	71 15%	54 11%	86 14%	60 13%	127 16%	20 14%	186 15%	108 13%
Current or ex-partner	41 2%	21 2%	20 2%	10 3% H	14 4% GH	9 2% H	6 1%	2 *	12 2%	12 2%	6 1%	11 2%	12 2%	9 2%	17 2%	2 2%	24 2%	17 2%
Close friends	442 22%	177 17%	266 26% B	104 35% EFGH	97 28% GH	89 23% GH	63 17%	89 14%	142 26% KL	126 23% L	92 20%	82 17%	117 19%	102 22% P	203 25% MP	21 14%	284 23% R	159 19%
Other friends	722 35%	315 31%	407 39% B	120 41% GH	149 42% GH	136 36%	122 32%	195 31%	216 40% JL	186 33%	169 36%	151 32%	174 28%	190 41% MP	321 40% MP	37 25%	438 36% R	283 34%
Current or former work colleague(s)	709 35%	320 32%	389 38% B	77 26% D	134 38% D	162 43% DGH	132 35% D	204 32%	214 39% L	217 39% L	167 36% L	110 23%	164 26% P	171 36% MP	351 44% MNP	24 16%	517 42% R	192 23%
Neighbour/someone else in the local community	278 14%	119 12%	159 15% B	46 16%	50 14%	57 15%	48 13%	77 12%	73 14%	85 15%	55 12%	64 14%	68 11%	67 14% P	133 17% MP	10 7%	173 14% R	105 13%
From elsewhere	228 11%	109 11%	120 12%	36 12% F	49 14% F	35 9% G	40 11%	67 11%	58 11%	69 12%	49 10%	51 11%	57 9%	57 12% P	107 13% MP	7 5%	131 11% R	98 12%
Don't know any openly LGBT people	434 21%	277 27% C	157 15%	59 20%	62 18% G	57 15% G	90 24% F	166 26% DEF	106 20%	100 18%	101 21%	126 27% U	153 24% O	100 21% O	123 15%	57 38% MNO	214 18% Q	220 27% Q
Prefer not to say	30 1%	18 2%	13 1%	5 2%	9 3% G	8 2% G	1 *	8 1%	5 1%	8 1%	4 1%	14 3% IK	15 2% N	3 1%	9 1%	3 2%	16 1% R	14 2%
Net: Close friends/relatives	611 30%	251 25%	360 35% B	124 42% FGH	127 36% GH	128 34% GH	98 26%	135 21%	176 32% L	177 32%	135 29%	124 26%	178 28%	130 28%	267 33% NP	36 24%	384 31% R	227 28%

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Q3. Thinking about all the people you may know personally who are openly LGBT, how do you know them?

All straight cisgender adults in the UK

	Region													
	Total (A)	North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)	
Unweighted base	2040	88	231	167	171	145	193	173	283	262	100	169	58	
Weighted base	2041	90	233	175	180	148	190	176	271	248	100	164	65	
Immediate family	216 11%	8 9% *	30 13%	19 11%	16 9%	16 11%	13 7%	22 13%	29 11%	28 11%	10 10% *	18 11%	6 10% *	
Extended family	294 14%	17 19% EG*	39 17% GJ	23 13%	18 10%	19 13%	18 10%	28 16% J	49 18% EGJ	23 9%	14 14% *	36 22% DEFGJ	10 15% *	
Current or ex-partner	41 2%	3 3% *	5 2%	5 3%	4 2%	2 1%	1 1%	3 2%	3 1%	7 3%	2 2% *	8 5% GI	- - *	
Close friends	442 22%	23 26% *	52 22%	38 22%	35 19%	31 21%	40 21%	29 16%	55 20%	55 22%	28 28% H*	40 24%	16 25% *	
Other friends	722 35%	30 34% *	82 35%	59 34%	63 35%	47 32%	73 38%	63 36%	99 36%	86 34%	43 43% *	56 34%	22 34% *	
Current or former work colleague(s)	709 35%	37 41% *	85 37%	58 33%	69 39%	57 39%	68 36%	54 31%	81 30%	88 35%	35 35% *	56 34%	19 29% *	
Neighbour/someone else in the local community	278 14%	14 15% *	24 10%	13 7%	19 11%	24 16% D	24 13%	20 11%	47 17% CD	35 14% D	19 19% CDE*	30 18% CDE	11 17% D*	
From elsewhere	228 11%	10 12% *	21 9%	17 10%	26 15% G	15 10%	15 8%	16 9%	33 12%	24 10%	16 16% G*	26 16% CG	8 12% *	
Don't know any openly LGBT people	434 21%	21 23% *	53 23%	47 27% L	37 21%	30 20%	38 20%	42 24%	58 21%	50 20%	18 18% *	27 16%	13 20% *	
Prefer not to say	30 1%	1 1% *	3 1%	2 1%	4 2%	1 1%	4 2%	2 1%	3 1%	4 2%	1 1% *	3 2%	1 2% *	
Net: Close friends/relatives	611 30%	32 35% *	72 31%	54 31%	50 28%	44 30%	50 26%	47 26%	79 29%	76 31%	31 31% *	55 33%	21 32% *	

ras carried out in accordance with the requirements of the international quality standard for market research, ISO 20525 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q3. Thinking about all the people you may know personally who are openly LGBT, how do you know them?

All straight cisgender adults in the UK

	Marital Status				Sexuality										Knows LGBT people		
	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	Straight (E)	Homosexu al (F)	Bisexual (G)	Transgend er (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	2040	1221	623	196	2040	-	-	-	2040	-	-	-	-	2040	616	1590	421
Weighted base	2041	1215	634	192	2041	-	-	-	2041	-	-	-	-	2041	611	1577	434
Immediate family	216 11%	138 11%	55 9%	23 12%	216 11%	- -	- -	- -	216 11%	- -	- -	- -	- -	216 11%	216 35% PQ	216 14% Q	-
Extended family	294 14%	199 16% c	73 12%	22 11%	294 14%	- -	- -	- -	294 14%	- -	- -	- -	- -	294 14%	109 18% Q	294 19% Q	-
Current or ex-partner	41 2%	18 1%	17 3%	6 3%	41 2%	- -	- -	- -	41 2%	- -	- -	- -	- -	41 2%	41 7% PQ	41 3% Q	-
Close friends	442 22%	223 18%	183 29% BO	37 19%	442 22%	- -	- -	- -	442 22%	- -	- -	- -	- -	442 22%	442 72% PQ	442 28% Q	-
Other friends	722 35%	410 34%	247 39% B	64 33%	722 35%	- -	- -	- -	722 35%	- -	- -	- -	- -	722 35%	240 39% Q	722 46% OQ	-
Current or former work colleague(s)	709 35%	444 37% c	201 32%	63 33%	709 35%	- -	- -	- -	709 35%	- -	- -	- -	- -	709 35%	242 40% Q	709 45% OQ	-
Neighbour/someone else in the local community	278 14%	168 14%	88 14%	22 12%	278 14%	- -	- -	- -	278 14%	- -	- -	- -	- -	278 14%	112 18% Q	278 18% Q	-
From elsewhere	228 11%	131 11%	80 13%	17 9%	228 11%	- -	- -	- -	228 11%	- -	- -	- -	- -	228 11%	65 11% Q	228 14% OQ	-
Don't know any openly LGBT people	434 21%	250 21%	141 22%	43 22%	434 21%	- -	- -	- -	434 21%	- -	- -	- -	- -	434 21%	-	-	434 100% OP
Prefer not to say	30 1%	15 1%	14 2%	1 *	30 1%	- -	- -	- -	30 1%	- -	- -	- -	- -	30 1%	-	-	-
Net: Close friends/relatives	611 30%	328 27%	224 35% B	59 31%	611 30%	- -	- -	- -	611 30%	- -	- -	- -	- -	611 30%	611 100% PQ	611 39% Q	-

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D,E,F/G,H/I/J/K,L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E,F/G,H/I/J/K,L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Rainbow razor

Adults 16-75

Q4. If you have had a teenage son or daughter tell you they are gay or lesbian, which of the following describe your initial reaction?

All straight cisgender adults in the UK

	Gender			Age							Social Grade					Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/ NVQ12 (M)	A Level or equivalent (N)	Degree/ Masters/ PhD (O)	No formal qualifications (P)	Working (Q)	Not working (R)			
Unweighted base	2040	1005	1035	290	355	365	391	639	597	589	413	441	602	465	834	139	1324	716			
Weighted base	2041	1009	1032	296	352	379	381	633	543	556	471	471	625	468	799	149	1219	821			
Happy	170 8%	66 7%	104 10%	21 7%	40 11%	47 12%	28 7%	33 5%	51 9%	42 8%	33 7%	43 9%	52 8%	42 9%	66 8%	10 7%	104 9%	66 8%			
Proud	152 7%	58 6%	94 9%	25 8%	32 9%	34 9%	31 8%	30 5%	45 8%	42 7%	27 6%	39 8%	51 8%	41 9%	53 7%	8 5%	91 7%	61 7%			
Relieved	51 3%	29 3%	22 2%	1 *	13 4%	11 3%	4 1%	21 3%	9 2%	13 2%	20 4%	10 2%	18 3%	10 2%	20 2%	4 2%	28 2%	23 3%			
Surprised	189 9%	112 11%	77 7%	21 7%	32 9%	36 10%	48 12%	52 8%	55 10%	43 8%	29 6%	61 13%	60 10%	45 10%	63 8%	20 14%	123 10%	66 8%			
Trusted	152 7%	73 7%	78 8%	13 4%	38 11%	43 11%	30 8%	27 4%	45 8%	40 7%	34 7%	33 7%	43 8%	37 8%	66 8%	6 4%	104 9%	47 6%			
Angry	21 1%	15 2%	6 1%	4 1%	7 2%	3 1%	1 *	6 1%	3 1%	3 *	1 *	12 2%	6 1%	5 1%	9 1%	2 2%	14 1%	7 1%			
Sad	80 4%	46 5%	35 3%	8 3%	19 5%	16 4%	17 4%	21 3%	15 3%	23 4%	25 5%	17 4%	24 4%	13 3%	40 5%	4 3%	51 4%	30 4%			
Worried	106 5%	48 5%	59 6%	10 4%	25 7%	23 6%	17 5%	30 5%	31 6%	32 6%	22 5%	22 6%	34 6%	15 3%	48 6%	9 6%	68 6%	38 5%			
Disgusted	34 2%	19 2%	15 1%	5 2%	11 3%	4 1%	6 1%	9 1%	7 1%	5 1%	6 3%	16 2%	12 1%	4 2%	15 2%	3 2%	24 2%	10 1%			
Disappointed	101 5%	66 7%	35 3%	7 2%	18 5%	14 4%	21 5%	42 7%	30 6%	24 4%	23 5%	24 5%	37 6%	16 4%	38 5%	9 6%	73 6%	28 3%			
Anxious	98 5%	46 5%	52 5%	9 3%	23 6%	15 4%	17 4%	35 6%	33 5%	27 6%	22 5%	15 3%	25 4%	19 4%	52 6%	3 2%	59 5%	39 5%			
I do not have a teenage son or daughter that told me they are gay or lesbian	1171 57%	556 55%	615 60%	208 70%	182 52%	198 52%	206 54%	378 60%	309 57%	330 59%	283 60%	248 53%	339 54%	289 62%	473 59%	70 47%	679 56%	492 60%			
Don't know	130 6%	73 7%	57 6%	11 4%	25 7%	35 9%	29 8%	29 5%	33 6%	36 6%	26 5%	35 8%	36 6%	25 5%	53 7%	16 10%	85 7%	44 5%			
Prefer not say	19 1%	13 1%	7 1%	2 1%	5 1%	4 1%	2 1%	6 1%	4 1%	7 1%	3 1%	5 1%	10 2%	- -	7 1%	2 2%	14 1%	6 1%			
Net: All positive	333 16%	152 15%	181 18%	37 13%	67 19%	78 21%	65 17%	86 14%	86 16%	91 16%	73 15%	83 18%	110 18%	85 18%	119 15%	18 12%	204 17%	129 16%			
Net: at least one positive	361 18%	167 17%	194 19%	42 14%	74 21%	90 24%	67 18%	88 14%	98 18%	95 17%	79 17%	89 19%	116 19%	89 19%	136 17%	20 13%	224 18%	137 17%			
Net: At least one negative	284 14%	151 15%	133 13%	24 8%	62 18%	47 12%	49 13%	102 16%	83 15%	69 12%	72 15%	60 13%	89 14%	50 11%	121 15%	24 16%	181 15%	104 13%			
Net: All negative	256 13%	136 13%	120 12%	19 6%	55 16%	36 9%	47 12%	99 16%	71 13%	65 12%	65 14%	55 12%	83 13%	45 10%	104 13%	23 15%	160 13%	96 12%			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R Minimum Base: 30 (**): Small Base: 100 (*)

Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R Minimum Base: 300 (*) Small Base: 100 (*)

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PUBLIC
Rainbow razor
Adults 16-75

Q4. If you have had a teenage son or daughter tell you they are gay or lesbian, which of the following describe your initial reaction?
All straight cisgender adults in the UK

	Region												
	Total (A)	North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2040	88	231	167	171	145	193	173	283	262	100	169	58
Weighted base	2041	90	233	175	180	148	190	176	271	248	100	164	65
Happy	170 8%	7 8%	21 9%	13 8%	15 8%	10 7%	19 10%	11 6%	21 8%	21 8%	11 11%	14 8%	7 11%
Proud	152 7%	7 8%	23 10%	10 6%	13 7%	12 8%	15 8%	7 4%	21 8%	22 9%	10 10%	11 7%	1 2%
Relieved	51 3%	1 1%	7 3%	1 1%	4 2%	3 2%	4 2%	3 2%	7 3%	9 4%	3 3%	5 3%	2 3%
Surprised	189 9%	8 9%	19 8%	22 12%	18 10%	14 10%	17 9%	10 6%	27 10%	27 11%	5 5%	13 8%	7 11%
Trusted	152 7%	10 11%	23 10%	13 7%	12 7%	14 9%	11 6%	13 8%	18 7%	21 8%	3 3%	7 4%	6 10%
Angry	21 1%	- -	3 1%	1 *	5 3%	- -	1 *	- -	2 1%	7 3%	- -	3 2%	- -
Sad	80 4%	3 3%	7 3%	4 2%	10 5%	6 4%	7 4%	6 3%	11 4%	18 7%	4 4%	3 2%	2 3%
Worried	106 5%	2 2%	15 7%	6 3%	16 9%	6 4%	7 3%	4 2%	13 5%	19 7%	4 4%	8 5%	7 11%
Disgusted	34 2%	1 1%	5 2%	1 *	2 1%	3 2%	2 1%	5 3%	4 1%	9 4%	- -	2 1%	- -
Disappointed	101 5%	2 2%	13 5%	10 6%	11 6%	6 4%	9 5%	11 6%	17 6%	14 6%	1 1%	8 5%	- -
Anxious	98 5%	2 2%	14 6%	5 3%	8 5%	10 7%	3 1%	8 5%	16 6%	11 4%	3 3%	13 8%	6 9%
I do not have a teenage son or daughter that told me they are gay or lesbian	1171 57%	44 49%	126 54%	107 61%	91 50%	92 62%	112 59%	111 63%	157 58%	129 52%	69 69%	96 59%	38 58%
Don't know	130 6%	10 11%	14 6%	10 6%	13 7%	6 4%	12 6%	8 4%	15 6%	27 11%	3 3%	9 5%	2 3%
Prefer not say	19 1%	1 1%	4 2%	- -	1 1%	3 2%	4 2%	1 1%	2 1%	2 1%	- -	2 1%	- -
Net: All positive	333 16%	22 24%	46 20%	27 16%	29 16%	19 13%	31 16%	29 16%	41 15%	35 14%	18 18%	24 15%	12 18%
Net: At least one positive	361 18%	22 24%	51 22%	27 16%	34 19%	26 17%	31 16%	31 17%	44 16%	38 15%	18 18%	25 15%	14 21%
Net: At least one negative	284 14%	8 9%	35 15%	17 10%	38 21%	21 14%	19 10%	25 14%	39 14%	42 17%	8 8%	24 14%	10 15%
Net: All negative	256 13%	8 9%	30 13%	17 10%	33 18%	14 10%	19 10%	23 13%	36 13%	38 15%	8 8%	23 14%	8 12%

was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions
 ColumnProportions (N%): A,B,C,D,E,F,G,H,I,J,K,L,M Minimum Base: 30 (**): Small Base: 20(*)
 ColumnMeans (N%): A,B,C,D,E,F,G,H,I,J,K,L,M Minimum Base: 30 (**): Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q4. If you have had a teenage son or daughter tell you they are gay or lesbian, which of the following describe your initial reaction?

All straight cisgender adults in the UK

	Marital Status				Sexuality										Knows LGBT people		
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	Straight (E)	Homosexual (F)	Bisexual (G)	Transgender (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	2040	1221	623	196	2040	-	-	-	2040	-	-	-	-	2040	616	1590	421
Weighted base	2041	1215	634	192	2041	-	-	-	2041	-	-	-	-	2041	611	1577	434
Happy	170 8%	118 10% c	38 6%	14 7%	170 8%	-	-	-	170 8%	-	-	-	-	170 8%	93 15% pq	151 10% q	17 4%
Proud	152 7%	94 8%	47 7%	12 6%	152 7%	-	-	-	152 7%	-	-	-	-	152 7%	85 14% pq	142 9% q	10 2%
Relieved	51 3%	35 3%	10 2%	7 3%	51 3%	-	-	-	51 3%	-	-	-	-	51 3%	30 5% pq	47 3% q	3 1%
Surprised	189 9%	131 11% c	43 7%	14 7%	189 9%	-	-	-	189 9%	-	-	-	-	189 9%	55 9%	150 10%	35 8%
Trusted	152 7%	113 9% cd	31 5%	8 4%	152 7%	-	-	-	152 7%	-	-	-	-	152 7%	70 12% pq	142 9% q	8 2%
Angry	21 1%	17 1%	4 1%	1 *	21 1%	-	-	-	21 1%	-	-	-	-	21 1%	7 1%	12 1%	9 2% p
Sad	80 4%	67 6% c	9 1%	4 2%	80 4%	-	-	-	80 4%	-	-	-	-	80 4%	17 3%	52 3% op	28 6% op
Worried	106 5%	78 6% c	15 2%	13 7% c	106 5%	-	-	-	106 5%	-	-	-	-	106 5%	26 4%	82 5% op	25 6%
Disgusted	34 2%	29 2% c	4 1%	2 1%	34 2%	-	-	-	34 2%	-	-	-	-	34 2%	8 1%	17 1%	17 4% op
Disappointed	101 5%	77 6% c	16 3%	8 4%	101 5%	-	-	-	101 5%	-	-	-	-	101 5%	13 2% d	63 4% op	37 9% op
Anxious	98 5%	74 6% c	18 3%	6 3%	98 5%	-	-	-	98 5%	-	-	-	-	98 5%	29 5%	77 5% op	18 4%
I do not have a teenage son or daughter that told me they are gay or lesbian	1171 57%	615 51%	436 69% a	120 62% a	1171 57%	-	-	-	1171 57%	-	-	-	-	1171 57%	321 52% o	896 57% o	268 62% o
Don't know	130 6%	87 7% c	33 5%	10 5%	130 6%	-	-	-	130 6%	-	-	-	-	130 6%	26 4%	88 6% op	40 9% op
Prefer not say	19 1%	8 1%	10 2% *	1 1%	19 1%	-	-	-	19 1%	-	-	-	-	19 1%	1 *	4 *	2 *
Net: All positive	333 16%	227 19% c	79 13%	26 14%	333 16%	-	-	-	333 16%	-	-	-	-	333 16%	172 28% pq	307 19% q	25 6%
Net: At least one positive	361 18%	246 20% c	86 14%	29 15%	361 18%	-	-	-	361 18%	-	-	-	-	361 18%	184 30% pq	332 21% q	27 6%
Net: At least one negative	284 14%	210 17% c	48 8%	26 14%	284 14%	-	-	-	284 14%	-	-	-	-	284 14%	65 11% d	203 13% op	76 18% op
Net: All negative	256 13%	191 16% c	41 7%	24 12% c	256 13%	-	-	-	256 13%	-	-	-	-	256 13%	53 9% d	178 11% op	74 17% op

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlay formula used

Column Proportions (N%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R Minimum Base: 30 (**) Small Base: 100 (**)

Column Means (N%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R Minimum Base: 30 (***) Small Base: 100 (**)

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PUBLIC
Rainbow razor
Adults 16-75

Q4a. Imagine you had a teenage son or daughter who told you they were gay/lesbian. Which of the following describes how you might react?
All straight cisgender adults whose child has not come out to them

	Gender			Age				Social Grade				Education				Employment status		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/NVQ2 (M)	A Level or equivalent (N)	Degree/PHD (O)	No formal qualifications (P)	Working (Q)	Not working (R)
Unweighted base	1169	549	620	204	184	191	210	380	337	348	249	235	326	286	490	67	737	432
Weighted base	1171	556	615	208	182	198	206	378	309	330	283	248	339	289	473	70	679	492
Happy	201 17%	70 13%	130 21%	59 28%	43 24%	40 20%	19 9%	40 11%	50 16%	63 19%	49 17%	39 16%	49 14%	55 19%	91 19%	6 8%	124 18%	76 15%
Proud	217 19%	61 11%	156 25%	75 36%	56 31%	36 18%	25 12%	25 7%	62 20%	51 15%	58 21%	45 18%	65 19%	67 23%	82 17%	3 5%	124 18%	93 19%
Relieved	61 5%	20 4%	41 7%	11 5%	6 3%	13 7%	8 4%	23 6%	11 4%	16 5%	17 6%	16 7%	18 5%	14 5%	23 5%	6 8%	36 5%	25 5%
Surprised	226 19%	114 21%	112 18%	51 25%	37 20%	29 15%	39 19%	70 18%	55 18%	68 21%	48 17%	54 22%	70 21%	58 20%	86 18%	12 17%	130 19%	96 19%
Trusted	270 23%	92 17%	178 29%	58 28%	57 31%	50 25%	40 19%	65 17%	69 22%	78 24%	71 25%	52 21%	68 20%	65 22%	129 27%	8 11%	165 24%	105 21%
Angry	16 1%	11 2%	5 1%	2 1%	2 1%	2 1%	4 2%	5 1%	1 *	3 1%	7 2%	5 2%	10 3%	1 *	4 1%	1 1%	9 1%	7 1%
Sad	75 6%	44 8%	31 5%	7 3%	11 6%	6 3%	18 9%	34 9%	23 7%	20 6%	16 6%	17 7%	20 6%	22 8%	29 6%	4 6%	39 6%	36 7%
Worried	141 12%	66 12%	76 12%	25 12%	25 14%	20 10%	25 12%	47 12%	36 12%	44 13%	35 12%	26 11%	36 11%	39 14%	54 11%	11 16%	79 12%	63 13%
Disgusted	22 2%	16 3%	7 1%	- -	4 2%	1 1%	7 4%	9 2%	2 1%	3 1%	7 3%	10 4%	10 3%	2 1%	7 2%	3 4%	10 1%	12 3%
Disappointed	107 9%	77 14%	30 5%	11 5%	12 6%	11 6%	21 10%	52 14%	28 9%	26 8%	30 11%	23 9%	43 13%	22 8%	31 6%	11 16%	46 7%	60 12%
Anxious	124 11%	51 9%	73 12%	24 11%	14 8%	14 7%	22 11%	49 13%	33 11%	36 11%	33 12%	22 9%	38 11%	38 13%	39 8%	9 13%	69 10%	56 11%
Don't know	333 28%	190 34%	143 23%	50 24%	46 25%	66 33%	64 31%	108 28%	101 33%	90 27%	70 25%	73 29%	97 29%	84 29%	131 28%	21 30%	198 29%	135 28%
Prefer not say	11 1%	8 2%	3 *	3 1%	- -	2 1%	3 2%	3 1%	2 1%	3 1%	1 *	4 2%	1 *	- -	9 MN	1 *	5 1%	6 1%

Net: All positive	424 36%	147 26%	277 45%	96 46%	79 43%	83 42%	60 29%	106 28%	101 33%	131 40%	105 37%	87 35%	117 35%	104 36%	184 39%	18 26%	262 39%	161 33%
Net: at least one positive	499 43%	168 30%	331 54%	117 56%	96 53%	93 47%	73 35%	120 32%	123 40%	146 44%	129 46%	100 40%	137 41%	123 42%	18 47%	300 26%	199 44%	199 40%
Net: At least one negative	312 27%	159 29%	153 25%	50 24%	44 24%	35 18%	58 28%	124 33%	83 27%	82 25%	83 29%	64 26%	92 27%	80 28%	114 24%	25 36%	160 24%	152 31%
Net: All negative	237 20%	138 25%	99 16%	30 14%	27 15%	25 13%	45 22%	110 29%	61 20%	67 20%	58 21%	50 20%	72 21%	61 21%	78 17%	25 36%	122 18%	114 23%

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ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R Minimum Base: 30 (** Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R Minimum Base: 30 (** Small Base: 100 (**)

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q4a. Imagine you had a teenage son or daughter who told you they were gay/lesbian. Which of the following describes how you might react?

All straight cisgender adults whose child has not come out to them

	Region													
	Total (A)	North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)	
Unweighted base	1169	43	124	102	88	89	113	109	165	134	70	99	33	
Weighted base	1171	44	126	107	91	92	112	111	157	129	69	96	38	
Happy	201 17%	10 22%	19 15%	16 15%	15 17%	20 21%	21 19%	20 18%	25 16%	24 19%	9 13%	13 13%	10 27%	
Proud	217 19%	6 15%	24 19%	21 20%	13 15%	21 22%	18 16%	24 22%	36 23%	21 16%	7 10%	20 21%	4 12%	
Relieved	61 5%	2 4%	9 7%	6 6%	5 6%	4 5%	3 3%	3 3%	12 8%	5 4%	2 3%	7 7%	2 6%	
Surprised	226 19%	7 15%	19 15%	22 21%	12 14%	26 28%	18 16%	23 21%	38 24%	23 18%	14 20%	17 18%	6 16%	
Trusted	270 23%	16 36%	27 21%	18 17%	21 24%	15 16%	28 25%	33 30%	47 30%	21 17%	12 18%	26 27%	4 12%	
Angry	16 1%	1 2%	1 1%	2 2%	- -	- -	1 1%	1 1%	2 1%	3 2%	2 3%	1 1%	1 3%	
Sad	75 6%	2 4%	10 8%	11 10%	3 3%	4 4%	5 4%	8 7%	10 6%	12 9%	1 1%	8 8%	2 7%	
Worried	141 12%	4 9%	21 17%	13 12%	7 7%	6 6%	13 12%	9 8%	28 18%	16 13%	7 11%	12 12%	5 14%	
Disgusted	22 2%	2 5%	2 2%	3 3%	- -	- -	1 1%	- -	2 1%	6 5%	3 5%	2 2%	- -	
Disappointed	107 9%	4 9%	12 10%	7 7%	6 7%	10 11%	10 9%	11 10%	12 8%	16 12%	5 8%	10 10%	2 5%	
Anxious	124 11%	5 11%	17 13%	9 9%	6 7%	11 12%	14 12%	7 6%	23 15%	11 8%	5 7%	14 15%	3 7%	
Don't know	333 28%	9 21%	36 29%	38 36%	30 33%	19 21%	37 33%	21 19%	43 27%	39 30%	26 37%	28 29%	7 19%	
Prefer not say	11 1%	1 2%	1 1%	1 1%	1 1%	1 1%	1 1%	2 2%	1 *	1 1%	1 1%	- *	- *	

Net: All positive	424 36%	20 46%	42 34%	33 31%	34 38%	35 38%	37 33%	48 44%	58 37%	43 33%	20 29%	36 37%	17 44%
Net: at least one positive	499 43%	24 54%	53 42%	37 35%	40 44%	39 43%	45 40%	57 52%	72 46%	50 39%	25 36%	40 42%	17 44%
Net: At least one negative	312 27%	9 21%	42 33%	25 23%	16 18%	24 26%	32 28%	27 24%	44 28%	39 30%	17 24%	30 31%	9 24%
Net: All negative	237 20%	6 13%	31 24%	21 19%	11 12%	19 21%	24 21%	18 16%	30 19%	32 25%	12 17%	25 26%	9 24%

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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M Minimum Base: 30 (** Small Base: 100 (**)

17-020888-19 - 11th May - 15th May 2018
PUBLIC
Rainbow razor
Adults 16-75

Q4a. Imagine you had a teenage son or daughter who told you they were gay/lesbian. Which of the following describes how you might react?
 All straight cisgender adults whose child has not come out to them

	Marital Status				Sexuality										Knows LGBT people		
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	Straight (E)	Homosexual (F)	Bisexual (G)	Transgender (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	1169	617	430	122	1169	-	-	-	1169	-	-	-	-	1169	324	902	260
Weighted base	1171	615	436	120	1171	-	-	-	1171	-	-	-	-	1171	321	896	268
Happy	201 17%	85 14%	96 22%	20 17%	201 17%	-	-	-	201 17%	-	-	-	-	201 17%	89 28%	172 19%	28 11%
Proud	217 19%	98 16%	105 24%	14 12%	217 19%	-	-	-	217 19%	-	-	-	-	217 19%	98 30%	191 21%	26 10%
Relieved	61 5%	23 5%	23 5%	6 5%	61 5%	-	-	-	61 5%	-	-	-	-	61 5%	19 6%	58 6%	3 1%
Surprised	226 19%	113 18%	87 20%	26 22%	226 19%	-	-	-	226 19%	-	-	-	-	226 19%	48 15%	178 20%	48 18%
Trusted	270 23%	140 23%	102 23%	28 24%	270 23%	-	-	-	270 23%	-	-	-	-	270 23%	95 30%	236 26%	34 13%
Angry	16 1%	9 2%	5 1%	1 1%	16 1%	-	-	-	16 1%	-	-	-	-	16 1%	2 1%	5 1%	11 4%
Sad	75 6%	49 8%	21 5%	6 5%	75 6%	-	-	-	75 6%	-	-	-	-	75 6%	10 3%	47 5%	29 11%
Worried	141 12%	90 15%	37 8%	15 13%	141 12%	-	-	-	141 12%	-	-	-	-	141 12%	29 9%	104 12%	37 14%
Disgusted	22 2%	14 2%	7 2%	1 1%	22 2%	-	-	-	22 2%	-	-	-	-	22 2%	1 *	5 1%	17 6%
Disappointed	107 9%	66 11%	28 7%	12 10%	107 9%	-	-	-	107 9%	-	-	-	-	107 9%	10 3%	59 7%	48 18%
Anxious	124 11%	76 12%	34 8%	14 12%	124 11%	-	-	-	124 11%	-	-	-	-	124 11%	36 11%	99 11%	25 9%
Don't know	333 28%	169 28%	137 31%	27 22%	333 28%	-	-	-	333 28%	-	-	-	-	333 28%	68 21%	227 25%	100 37%
Prefer not say	11 1%	9 2%	2 *	-	11 1%	-	-	-	11 1%	-	-	-	-	11 1%	1 *	6 1%	4 2%
Net: All positive	424 36%	201 33%	177 41%	46 38%	424 36%	-	-	-	424 36%	-	-	-	-	424 36%	165 52%	369 41%	55 21%
Net: at least one positive	499 43%	245 40%	204 47%	50 41%	499 43%	-	-	-	499 43%	-	-	-	-	499 43%	194 60%	434 48%	64 24%
Net: At least one negative	312 27%	189 31%	89 20%	33 28%	312 27%	-	-	-	312 27%	-	-	-	-	312 27%	69 22%	219 24%	91 34%
Net: All negative	237 20%	145 23%	63 14%	29 25%	237 20%	-	-	-	237 20%	-	-	-	-	237 20%	41 13%	154 17%	82 31%

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Overleaf formbase used

ColumnProportions (5%): A,B/C,D,E/F/G/H/I/J/K/L/M,N,O,P/Q Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (5%): A,B/C,D,E/F/G/H/I/J/K/L/M,N,O,P/Q Minimum Base: 30 (**); Small Base: 100 (*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q4/Q4a. Imagine you had a teenage son or daughter who told you they were gay/lesbian. Which of the following describes how you might react?

All straight cisgender adults in the UK

	Gender			Age							Social Grade				Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/ NVQ12 (M)	A Level or equivalent (N)	Degree/PhD (O)	No formal qualifications (P)	Working (Q)	Not working (R)		
Unweighted base	2040	1005	1035	290	355	365	391	639	597	589	413	441	602	465	834	139	1324	716		
Weighted base	2041	1009	1032	296	352	379	381	633	543	556	471	471	625	468	799	149	1219	821		
Happy	370 18%	136 14%	234 23%	80 27%	83 24%	87 23%	47 12%	73 12%	101 19%	105 19%	82 17%	82 17%	100 16%	97 21%	156 20%	16 11%	228 19%	142 17%		
Proud	369 18%	119 12%	250 24%	100 34%	88 25%	69 18%	57 15%	55 9%	107 20%	93 17%	85 18%	85 18%	116 19%	107 23%	135 17%	11 7%	216 18%	154 19%		
Relieved	112 5%	50 5%	62 6%	12 4%	19 5%	24 6%	13 3%	44 7%	19 4%	29 5%	37 8%	27 6%	36 6%	24 5%	43 5%	9 6%	64 5%	48 6%		
Surprised	415 20%	226 22%	188 18%	73 24%	69 20%	66 17%	86 23%	122 19%	111 20%	112 20%	78 16%	115 24%	130 21%	103 22%	149 19%	33 22%	254 21%	161 20%		
Trusted	421 21%	165 16%	256 25%	71 24%	94 27%	94 25%	70 18%	92 14%	114 21%	118 21%	105 22%	85 18%	111 18%	102 22%	195 24%	13 9%	269 22%	152 19%		
Angry	37 2%	26 3%	11 1%	6 2%	9 3%	5 1%	11 1%	7 2%	6 1%	8 2%	17 4%	16 2%	5 1%	13 2%	3 2%	23 2%	14 2%			
Sad	156 8%	90 9%	66 6%	15 5%	30 8%	22 6%	34 9%	55 9%	38 7%	42 8%	42 9%	34 7%	44 7%	35 9%	69 6%	8 7%	89 7%	66 8%		
Worried	248 12%	113 11%	134 13%	35 12%	50 14%	43 11%	42 11%	77 12%	67 12%	76 14%	57 12%	49 10%	71 11%	54 12%	103 13%	20 14%	147 12%	101 12%		
Disgusted	57 3%	35 3%	22 2%	5 2%	16 4%	5 3%	13 3%	19 3%	9 2%	8 2%	13 3%	26 6%	21 3%	7 1%	22 3%	6 4%	34 3%	23 3%		
Disappointed	208 10%	143 14%	65 6%	18 6%	30 8%	25 6%	42 11%	94 15%	58 11%	50 9%	53 11%	47 10%	80 13%	39 8%	69 9%	20 13%	119 10%	89 11%		
Anxious	223 11%	97 10%	126 12%	32 11%	37 11%	29 8%	39 10%	85 13%	66 12%	63 11%	55 12%	38 8%	62 10%	57 12%	91 11%	12 8%	128 10%	95 12%		
I do not have a teenage son or daughter that told me they are gay or lesbian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	463 23%	263 26%	200 19%	61 20%	71 20%	101 27%	93 24%	137 22%	133 22%	126 25%	95 23%	108 23%	133 21%	109 23%	184 23%	37 25%	283 23%	180 22%		
Prefer not say	30 1%	21 2%	10 1%	5 2%	5 1%	5 2%	5 1%	9 1%	6 1%	10 2%	5 1%	9 2%	11 2%	-	16 2%	3 2%	19 2%	11 1%		
Net: All positive	333 16%	152 15%	181 18%	37 13%	67 19%	78 21%	65 17%	86 14%	86 16%	91 16%	73 15%	83 18%	110 18%	85 18%	119 15%	18 12%	204 17%	129 16%		
Net: At least one positive	860 42%	335 33%	525 51%	159 54%	171 49%	183 48%	140 37%	208 33%	221 41%	241 43%	209 44%	189 40%	254 41%	212 45%	356 45%	38 25%	524 43%	336 41%		
Net: At least one negative	596 29%	310 31%	286 28%	75 25%	107 30%	82 22%	106 28%	225 36%	166 31%	150 27%	155 33%	124 26%	182 29%	130 28%	235 29%	50 33%	340 28%	256 31%		
Net: All negative	256 13%	136 13%	120 12%	19 6%	55 16%	36 9%	47 12%	99 16%	71 13%	65 12%	65 14%	55 12%	83 13%	45 10%	104 13%	23 15%	160 13%	96 12%		

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Column Means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R Minimum Base: 30(**): Small Base: 10(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q4/Q4a. Imagine you had a teenage son or daughter who told you they were gay/lesbian. Which of the following describes how you might react?

All straight cisgender adults in the UK

	Region												
	Total (A)	North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South East (H)	South West (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2040	88	231	167	171	145	193	173	283	262	100	169	58
Weighted base	2041	90	233	175	180	148	190	176	271	248	100	164	65
Happy	370 18%	17 18% +	39 17%	29 17%	30 17%	29 20%	40 21%	31 17%	45 17%	45 18%	21 21%	26 16%	18 27% +
Proud	369 18%	14 15% +	47 20% M	32 18%	26 14%	32 22% M	33 17%	32 18%	57 21% M	43 17%	17 17%	31 19%	6 8% +
Relieved	112 5%	3 4% +	16 7%	7 4%	10 5%	7 5%	7 4%	7 4%	19 7%	14 6%	5 5%	13 8%	4 6% +
Surprised	415 20%	15 17% +	38 16%	44 25% C	30 17%	40 27% G	36 19%	33 19%	65 24% E	51 20%	19 19%	30 18%	13 20% +
Trusted	421 21%	26 29% GH*	49 21%	31 18%	34 19%	29 19%	39 21%	46 26% K	65 24% I	42 17%	15 15%	33 20%	11 17% +
Angry	37 2%	1 1% +	4 2%	3 2%	5 3%	- -	2 1%	1 1%	4 1% FGH	10 4% +	2 2%	4 2%	1 2% +
Sad	156 8%	5 5% +	17 7%	15 9%	12 7%	10 7%	12 6%	14 8%	22 8% G	30 12% +	5 5%	11 6%	4 7% +
Worried	248 12%	6 7% +	37 16% BHI	19 11%	23 13%	12 8%	20 10%	13 7%	40 15% BHI	35 14% H	11 11%	19 12%	13 20% BHI*
Disgusted	57 3%	3 4% +	7 3%	4 2%	2 1%	3 2%	3 2%	5 3%	5 2% EFGIM	16 6%	3 3%	4 3%	- - +
Disappointed	208 10%	6 6% +	25 11%	18 10%	17 10%	16 11%	19 10%	23 13% M	29 11% M	30 12% M	6 6%	18 11%	2 3% +
Anxious	223 11%	7 8% +	31 13%	14 8%	15 8%	21 14%	16 9%	15 8%	39 15% DEI	21 9%	8 8%	27 16% DEIHK	8 13% +
I do not have a teenage son or daughter that told me they are gay or lesbian	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	463 23%	19 21% +	50 22%	48 28% FHM	44 24%	25 17%	49 26% H	29 16%	59 22% FH	65 26% FH	29 29% FHM*	36 22%	9 14% +
Prefer not say	30 1%	2 2% +	5 2%	1 1%	2 1%	4 3%	5 2%	3 2%	3 1%	3 1%	1 1%	2 1%	- - +
Net: All positive	333 16%	22 24% FHM	46 20%	27 16%	29 16%	19 13%	31 16%	29 16%	41 15%	35 14%	18 18% +	24 15%	12 18% +
Net: at least one positive	860 42%	46 51% GH*	105 45% I	65 37%	73 41%	65 44%	75 40%	88 50% GH	116 43%	88 36%	43 43%	66 40%	30 47% +
Net: At least one negative	596 29%	17 19% +	76 33% B	42 24%	54 30%	45 30%	51 27%	51 29%	83 30% B	80 32% B	24 24% B	53 33% B	19 29% +
Net: All negative	256 13%	8 9% +	30 13%	17 10%	33 18% BFGH	14 10%	19 10%	23 13%	36 13% B	38 15% B	8 8% +	23 14% B	8 12% +

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Column Means (%): A,B,C,D,E,F,G,H,I,J,K,L,M Minimum Base: 30 (**): Small Base: 100 (*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q4/Q4a. Imagine you had a teenage son or daughter who told you they were gay/lesbian. Which of the following describes how you might react?

All straight cisgender adults in the UK

	Marital Status					Sexuality										Knows LGBT people		
	Total (A)	Married/Living as married (B)	Single (C)	Widowed/Divorced/Separated (D)	Other (E)	Straight (F)	Homosexual (G)	Bisexual (H)	Transgender (I)	Cisgender (J)	Other (K)	Not sure (L)	Prefer not to say (M)	LGBT (N)	Non-LGBT (O)	Knows well (P)	Knows at all (Q)	Does not know (R)
Unweighted base	2040	1221	623	196	2040	-	-	-	2040	-	-	-	-	-	2040	616	1590	421
Weighted base	2041	1215	634	192	2041	-	-	-	2041	-	-	-	-	-	2041	611	1577	434
Happy	370 18%	202 17%	134 21% b	34 18%	370 18%	-	-	-	370 18%	-	-	-	-	-	370 18%	182 30% PQ	323 21% Q	46 11%
Proud	369 18%	192 16%	151 24% bD	26 13%	369 18%	-	-	-	369 18%	-	-	-	-	-	369 18%	183 30% PQ	333 21% Q	36 8%
Relieved	112 5%	68 6%	32 5%	12 6%	112 5%	-	-	-	112 5%	-	-	-	-	-	112 5%	49 8% Q	105 7% Q	6 1%
Surprised	415 20%	244 20%	130 21%	40 21%	415 20%	-	-	-	415 20%	-	-	-	-	-	415 20%	103 21% Q	328 21% Q	83 19%
Trusted	421 21%	252 21%	133 21%	36 19%	421 21%	-	-	-	421 21%	-	-	-	-	-	421 21%	165 27% PQ	378 24% Q	42 10%
Angry	37 2%	26 2%	9 1%	2 1%	37 2%	-	-	-	37 2%	-	-	-	-	-	37 2%	9 2% Q	17 1% Q	19 4% OP
Sad	156 8%	116 10%	30 5%	10 5%	156 8%	-	-	-	156 8%	-	-	-	-	-	156 8%	27 4% Q	99 6% Q	57 13% OP
Worried	248 12%	168 14% c	51 8%	28 15% c	248 12%	-	-	-	248 12%	-	-	-	-	-	248 12%	55 9% Q	185 12% Q	61 14% Q
Disgusted	57 3%	43 4%	11 2%	3 2%	57 3%	-	-	-	57 3%	-	-	-	-	-	57 3%	8 1% Q	22 1% Q	34 8% OP
Disappointed	208 10%	143 12% c	45 7%	20 10%	208 10%	-	-	-	208 10%	-	-	-	-	-	208 10%	23 4% Q	122 8% Q	85 20% OP
Anxious	223 11%	150 12% c	52 8%	20 11%	223 11%	-	-	-	223 11%	-	-	-	-	-	223 11%	64 11% Q	176 11% Q	43 10%
I do not have a teenage son or daughter that told me they are gay or lesbian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	463 23%	256 21% bD	170 27%	37 19%	463 23%	-	-	-	463 23%	-	-	-	-	-	463 23%	94 15% Q	315 20% Q	140 32% OP
Prefer not say	30 1%	18 1%	12 2%	1 *	30 1%	-	-	-	30 1%	-	-	-	-	-	30 1%	2 *	11 1% Q	6 1% Q
Net: All positive	333 16%	227 19% c	79 13%	26 14%	333 16%	-	-	-	333 16%	-	-	-	-	-	333 16%	172 28% PQ	307 19% Q	25 6%
Net: At least one positive	860 42%	492 40% b	290 46% b	78 41%	860 42%	-	-	-	860 42%	-	-	-	-	-	860 42%	378 62% PQ	766 49% Q	91 21%
Net: At least one negative	596 29%	399 33% c	137 22%	60 31% c	596 29%	-	-	-	596 29%	-	-	-	-	-	596 29%	134 22% Q	423 27% Q	167 39% OP
Net: All negative	256 13%	191 16% c	41 7%	24 12%	256 13%	-	-	-	256 13%	-	-	-	-	-	256 13%	53 9% Q	178 11% Q	74 17% OP

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlay Formulas used
 Column Proportions (N%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R Minimum Base: 30**1 Small Base: 100**1
 Column Means (N%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q Minimum Base: 30**1 Small Base: 100**1

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q5. Imagine you saw a member of the LGBT community being verbally abused for their sexuality by another person. Which if any of the following most closely describes how you would react?

All straight cisgender adults in the UK

	Gender			Age					Social Grade				GCSE/O Level/NVQ 12 (M)	Education			Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)		A Level or equivalent (N)	Degrees/PhDs (O)	No formal qualifications (P)	Working (Q)	Not working (R)
Unweighted base	2040	1005	1035	290	355	365	391	639	597	589	413	441	602	465	834	139	1324	716
Weighted base	2041	1009	1032	296	352	379	381	633	543	556	471	471	625	468	799	149	1219	821
Intervene if I felt it was safe to do so	1056 52%	508 50%	548 53%	140 47%	198 56%	204 54%	211 55%	304 48%	287 53%	291 52%	257 54%	222 47%	297 48%	243 52%	459 58%	56 38%	652 54%	404 49%
Offer support to the victim of the abuse after the incident	186 9%	67 7%	119 12% B	44 15% EFGH	34 10%	29 8%	23 6%	55 9%	55 10% K	61 11%	29 6%	41 9%	47 8%	51 11%	77 10%	11 7%	113 9%	73 9%
Call the police	285 14%	136 13%	149 14%	37 13%	44 12%	56 15%	55 15%	93 15%	70 13%	80 14%	64 14%	71 15%	99 16% O	63 13%	93 12%	30 20% O	161 13%	124 15%
Seek help from someone else	67 3%	28 3%	40 4%	17 6% FH	16 4%	8 2%	11 3%	16 3%	16 3%	13 2%	21 5%	17 4%	24 4%	18 4%	22 3%	4 3%	34 3%	33 4%
Film the incident on your phone and not post on social media	10 *	7 1%	3 *	3 1%	3 1%	1 *	1 *	2 *	2 *	3 *	3 1%	2 1%	4 1%	1 *	3 *	2 1%	9 1%	1 *
Film the incident on your phone and post on social media	8 *	7 1% C	1 *	- -	1 *	3 1%	1 *	3 1%	2 *	3 1%	1 *	1 *	1 *	3 1%	4 *	1 1%	8 1% R	- -
Do nothing	164 8%	111 11% C	54 5%	25 8%	17 5%	27 7%	33 9% E	63 10% E	47 9%	37 7%	36 8%	45 9%	58 9%	38 8%	53 7%	15 10%	93 8%	72 9%
None of these	52 3%	37 4% C	15 1%	6 2%	9 3%	9 2%	6 2%	21 3%	19 4%	14 3%	8 2%	10 2%	15 2%	11 2%	21 3%	5 3%	30 3%	21 3%
Don't know	213 10%	109 11%	104 10%	24 8%	30 8%	44 11%	40 11%	76 12%	44 8%	54 10%	52 11%	63 13% I	79 13% NO	41 9%	68 8%	26 17% NO	120 10%	93 11%
Net: do something	1612 79%	753 75%	859 83% B	242 82% H	296 84% H	300 79%	302 79%	473 75%	432 80%	451 81% L	375 80%	354 75%	472 76%	378 81% MP	657 82% MP	104 70%	977 80%	635 77%

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ColumnProportions (5%): A,B/C,D,E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 10Q(*)

ColumnMeans (5%): A,B/C,D,E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 10Q(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q5. Imagine you saw a member of the LGBT community being verbally abused for their sexuality by another person. Which if any of the following most closely describes how you would react?

All straight cisgender adults in the UK

	Region												
	Total (A)	North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2040	88	231	167	171	145	193	173	283	262	100	169	58
Weighted base	2041	90	233	175	180	148	190	176	271	248	100	164	65
Intervene if I felt it was safe to do so	1056 52%	51 57% J*	126 54% J	96 55% J	84 47%	74 50%	94 50%	99 56% J	139 51% J	103 41%	58 58% J*	87 53% J	45 68% EFGJL*
Offer support to the victim of the abuse after the incident	186 9%	8 9% *	16 7%	13 7%	18 10%	19 13% CL	18 10%	16 9%	22 8%	22 9%	16 16% CDIL*	9 5%	7 11% *
Call the police	285 14%	16 18% *	37 16%	17 10%	24 13%	19 13%	21 11%	19 11%	38 14%	54 22% DEFGHJKLM	11 11% *	21 13%	6 9% *
Seek help from someone else	67 3%	- - *	5 2%	4 2%	11 6% BCX	8 6% BK	5 3%	5 3%	11 4% K	11 5% BK	- - *	7 4% K	- - *
Film the incident on your phone and not post on social media	10 *	- - *	- -	1 1%	3 2%	- -	2 1%	- -	1 *	3 1%	- - *	- - *	- - *
Film the incident on your phone and post on social media	8 *	- - *	1 *	1 1%	1 1%	- -	- -	- -	- -	3 1%	1 1% *	2 1%	- - *
Do nothing	164 8%	6 7% *	21 9%	17 10%	12 7%	7 5%	18 9%	15 8%	20 7%	25 10%	4 4% *	14 9%	5 8% *
None of these	52 3%	1 1% *	6 3%	9 5% J	7 4%	4 3%	5 3%	2 1%	8 3%	3 1%	1 1% *	6 4%	- - *
Don't know	213 10%	7 8% *	20 9%	17 10%	20 11%	15 10%	27 14% M	20 11%	33 12%	24 10%	10 10% *	18 11%	2 3% *
Net: do something	1612 79%	76 84% *	185 79%	133 76%	142 79%	121 82%	141 74%	139 79%	211 78%	196 79%	85 85% G*	126 77%	58 89% DG*

k was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q5. Imagine you saw a member of the LGBT community being verbally abused for their sexuality by another person. Which if any of the following most closely describes how you would react?

All straight cisgender adults in the UK

	Marital Status				Sexuality									Knows LGBT people			
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	Straight (E)	Homosexual (F)	Bisexual (G)	Transgender (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	2040	1221	623	196	2040	-	-	-	2040	-	-	-	-	2040	616	1590	421
Weighted base	2041	1215	634	192	2041	-	-	-	2041	-	-	-	-	2041	611	1577	434
Intervene if I felt it was safe to do so	1056 52%	649 53% c	300 47%	107 56% c	1056 52%	-	-	-	1056 52%	-	-	-	-	1056 52%	395 65% pQ	918 58% q	137 32%
Offer support to the victim of the abuse after the incident	186 9%	100 8%	71 11% b	14 7%	186 9%	-	-	-	186 9%	-	-	-	-	186 9%	64 10% q	164 10% q	21 5%
Call the police	285 14%	171 14%	87 14%	26 14%	285 14%	-	-	-	285 14%	-	-	-	-	285 14%	76 13%	218 14%	62 14%
Seek help from someone else	67 3%	27 2%	33 5% b	6 3%	67 3%	-	-	-	67 3%	-	-	-	-	67 3%	19 3%	44 3%	22 5% p
Film the incident on your phone and not post on social media	10 *	6 *	4 1%	-	10 *	-	-	-	10 *	-	-	-	-	10 *	4 1%	9 1%	1 *
Film the incident on your phone and post on social media	8 *	6 1%	1 *	1 *	8 *	-	-	-	8 *	-	-	-	-	8 *	4 1%	6 *	2 1%
Do nothing	164 8%	90 7%	59 9%	15 8%	164 8%	-	-	-	164 8%	-	-	-	-	164 8%	24 4%	80 5%	84 19% oP
None of these	52 3%	32 3%	13 2%	7 3%	52 3%	-	-	-	52 3%	-	-	-	-	52 3%	4 1%	24 2% o	25 6% oP
Don't know	213 10%	134 11%	64 10%	16 8%	213 10%	-	-	-	213 10%	-	-	-	-	213 10%	21 3%	115 7% o	80 19% oP
Net: do something	1612 79%	960 79%	497 78%	155 80%	1612 79%	-	-	-	1612 79%	-	-	-	-	1612 79%	562 92% pQ	1358 86% q	245 56%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G/H/I/J,K/L,M,N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G/H/I/J,K/L,M,N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Rainbow razor

Adults 16-75

Q6. The Pride movement have a series of events celebrating the LGBT community every summer. It often involves parades, parties and music events. Have you attended any Pride events in the past?

All Adults aged 16-75 in the UK

	Total	Gender		Age					Social Grade				Education			Employment status		
		Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2251	1112	1139	351	406	397	432	665	654	663	439	495	643	518	935	155	1453	798
Weighted base	2251	1115	1136	360	402	413	419	657	595	628	500	528	667	523	896	165	1337	914
Yes	332 15%	144 13%	187 16% B	62 17% H	90 22% GH	71 17% GH	51 12%	58 9%	105 18% L	95 15% L	74 15%	58 11%	69 10%	71 13% P	183 20% MNP	9 5%	227 17% R	104 11%
No	1849 82%	932 84%	918 81%	284 79%	295 73%	321 78%	360 86% DEF	589 90% DEF	472 79%	520 83%	411 82%	446 85% I	569 85% O	439 84% O	693 77%	149 90% O	1065 80%	784 86% Q
Don't know	49 2%	26 2%	23 2%	10 3% H	13 3% H	14 4% H	6 1%	6 1%	12 2%	10 2%	10 2%	18 3% J	22 3% O	10 2%	14 2%	3 2%	33 2%	17 2%
Prefer not to say	21 1%	13 1%	8 1%	4 1%	5 1%	7 2%	2 * 1%	3 1%	6 1%	4 1%	5 1%	6 1%	7 1%	4 1%	6 1%	4 3% O	12 1%	9 1%

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ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Rainbow razor

Adults 16-75

Q6. The Pride movement have a series of events celebrating the LGBT community every summer. It often involves parades, parties and music events. Have you attended any Pride events in the past?

All Adults aged 16-75 in the UK

	Region												
	Total	North East	North West	Yorkshire and The Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2251	92	250	188	189	163	208	188	308	305	109	191	60
Weighted base	2251	95	252	197	199	166	205	191	295	289	109	186	68
Yes	332 15%	18 19% FGK*	46 18% FGIKL	34 17% FGK	36 18% FGKL	17 10%	17 8%	24 13%	34 12%	63 22% FGHIKL	7 7%	20 11%	15 23% FGIKL*
No	1849 82%	74 79% *	196 78%	161 82%	152 76%	144 87% CEJ	180 88% BCEJIM	162 85% EJ	256 87% CEJ	215 74%	97 89% BCEJIM	159 85% EJ	52 77% *
Don't know	49 2%	1 1% *	6 2%	1 1%	8 4% DI	4 2%	8 4% DI	4 2%	3 1%	7 2%	3 3%	3 2%	- - *
Prefer not to say	21 1%	1 1% *	3 1%	1 *	3 2%	2 1%	- -	1 *	1 *	4 1%	1 1%	5 3% GI	- - *

was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q6. The Pride movement have a series of events celebrating the LGBT community every summer. It often involves parades, parties and music events. Have you attended any Pride events in the past?

All Adults aged 16-75 in the UK

	Marital Status				Sexuality										Knows LGBT people		
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Straight	Homosexu al	Bisexual	Transgend er	Cisgender	Other	Not sure	Prefer not to say	LGBT	Non-LGBT	Knows well	Knows at all	Does not know
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted base	2251	1309	737	205	2040	76	78	1	2193	13	12	32	167	2040	616	1590	421
Weighted base	2251	1299	751	201	2041	74	79	1	2192	13	12	33	166	2041	611	1577	434
Yes	332 15%	191 15% D	122 16% D	19 9%	247 12%	52 71% EGILMN*	23 29% EIN*	- **	322 15% EN	3 22% **	3 24% **	4 12% *	78 47% EGILN	247 12%	159 26% PQ	239 15% Q	6 1%
No	1849 82%	1068 82%	602 80%	179 89% BC	1734 85% FGILM	22 29% *	54 69% FM*	1 100% **	1809 83% FGLM	10 78% **	8 69% **	21 64% F*	86 52% F	1734 85% FGILM	442 72%	1304 83% O	415 96% OP
Don't know	49 2%	32 2%	15 2%	2 1%	44 2%	- - *	2 2% *	- - **	46 2%	- - **	1 8% **	2 7% FM*	2 1%	44 2%	8 1%	28 2%	11 3%
Prefer not to say	21 1%	8 1%	12 2% B	1 *	15 1%	- - *	- - *	- - **	15 1%	- - **	- - **	6 17% EFGIMN*	- - 1%	15 1%	3 *	5 *	1 *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q6a. How likely or not would you be to attend a Pride event in the future if someone invited you?

All straight cisgender adults in the UK

	Gender			Age					Social Grade				Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/NVQ 12 (M)	A Level or equivalent (N)	Degree/M asters/Ph D (O)	No formal qualificati ons (P)	Working (Q)	Not working (R)
Unweighted base	2040	1005	1035	290	355	365	391	639	597	589	413	441	602	465	834	139	1324	716
Weighted base	2041	1009	1032	296	352	379	381	633	543	556	471	471	625	468	799	149	1219	821
Very likely	236 12%	69 7%	167 16% B	49 17% GH	57 16% GH	48 13% GH	28 7% GH	54 9% GH	71 13% GH	60 11% GH	55 12% GH	50 11% GH	68 11% P	61 13% P	103 13% P	4 3% P	154 13% P	82 10% P
Fairly likely	361 18%	156 15%	206 20% B	63 21% GH	83 24% FGH	60 16% FGH	56 15% FGH	100 16% L	109 20% L	107 19% L	77 16% L	68 14% L	109 17% L	78 17% L	158 20% P	17 12% P	234 19% R	127 15% R
Neither likely nor unlikely	434 21%	192 19%	243 24% B	68 23% H	74 21% H	95 25% H	90 24% H	106 17% H	102 19% H	125 23% H	108 23% H	99 21% H	119 19% H	110 23% H	174 22% H	32 21% H	267 22% H	168 20% H
Fairly unlikely	257 13%	141 14%	116 11% H	41 14% H	38 11% H	47 12% H	46 12% H	85 13% H	75 14% H	70 13% H	53 11% H	58 12% H	79 13% H	57 12% H	106 13% H	15 10% H	147 12% H	110 13% H
Very unlikely	613 30%	384 38% C	229 22% C	62 21% C	66 19% C	86 23% C	141 37% DEF	257 41% DEF	149 27% DEF	159 29% DEF	147 31% DEF	158 27% I	203 34% O	132 28% O	206 26% O	71 47% MNO	327 27% Q	286 35% Q
Don't know	125 6%	59 6%	66 6% C	11 4% C	28 8% DH	39 10% DGH	18 5% DGH	30 5% DGH	34 6% DGH	31 6% DGH	26 6% DGH	33 7% DGH	42 7% DGH	31 7% DGH	44 6% DGH	8 5% DGH	79 6% DGH	46 6% DGH
Prefer not to say	14 1%	8 1%	6 1% C	2 1% C	6 2% H	3 1% H	2 1% H	1 * H	3 * H	3 * H	4 1% H	4 1% H	5 1% H	- - H	7 1% N	2 2% N	10 1% N	3 * N
Net: Likely	598 29%	225 22% B	372 36% B	112 38% FGH	140 40% FGH	108 29% G	83 22% G	154 24% G	180 33% L	167 30% L	132 28% L	118 25% L	177 28% P	139 30% P	261 33% P	21 14% P	389 32% R	209 25% R
Net: Unlikely	870 43%	526 52% C	345 33% C	103 35% C	104 29% C	134 35% C	187 49% DEF	342 54% DEF	224 41% DEF	230 41% DEF	200 42% DEF	217 46% DEF	283 45% O	189 40% O	313 39% O	85 57% MNO	474 39% Q	396 48% Q

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ColumnProportions (5%): A,B/C,D,E/F/G,H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F/G,H,I/J/K/L,M/N/O/P,Q,R Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q6a. How likely or not would you be to attend a Pride event in the future if someone invited you?

All straight cisgender adults in the UK

	Region												
	Total (A)	North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2040	88	231	167	171	145	193	173	283	262	100	169	58
Weighted base	2041	90	233	175	180	148	190	176	271	248	100	164	65
Very likely	236 12%	9 10% *	45 19% DEFGHIKL	19 11%	18 10%	10 7%	16 9%	16 9%	31 11%	35 14% F	8 8% *	18 11%	11 17% F*
Fairly likely	361 18%	17 18% *	53 23% HI	36 21% J	30 17%	25 17%	33 17%	26 14%	56 21% J	28 11%	15 15% *	29 18%	14 21% *
Neither likely nor unlikely	434 21%	21 24% *	45 19%	34 20%	47 26%	38 26%	37 20%	37 21%	52 19%	55 22%	23 23% *	33 20%	12 18% *
Fairly unlikely	257 13%	15 17% DM*	23 10%	14 8%	19 10%	20 14%	36 19% CDEIM	26 15%	29 11%	37 15% D	14 14% *	20 12%	4 6% *
Very unlikely	613 30%	25 27% *	53 23%	63 36% C	54 30%	44 30%	59 31%	58 33% C	88 32% C	71 29%	27 27% *	50 31%	23 35% *
Don't know	125 6%	2 2% *	13 5%	7 4%	11 6%	10 7%	9 5%	13 7%	15 6%	18 7%	13 13% BCDEGIM*	11 7%	2 3% *
Prefer not to say	14 1%	1 1% *	3 1%	- -	1 1%	- -	- -	2 1%	1 *	4 2%	- -	2 1%	- *

Net: Likely	598 29%	26 29% *	97 42% BDEFGHIJKL	56 32%	48 27%	35 24%	49 26%	42 24%	86 32%	63 25%	23 23% *	48 29%	25 38% HK*
Net: Unlikely	870 43%	40 44% *	75 32%	78 44% C	73 41%	64 43% C	95 50% C	84 47% C	117 43% C	108 44% C	41 41% *	70 43% C	26 40% *

was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q6a. How likely or not would you be to attend a Pride event in the future if someone invited you?

All straight cisgender adults in the UK

	Marital Status				Sexuality									Knows LGBT people			
	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed /Divorced /Separate d (D)	Straight (E)	Homosexu al (F)	Bisexual (G)	Transgend er (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	2040	1221	623	196	2040	-	-	-	2040	-	-	-	-	2040	616	1590	421
Weighted base	2041	1215	634	192	2041	-	-	-	2041	-	-	-	-	2041	611	1577	434
Very likely	236 12%	144 12%	75 12%	16 9%	236 12%	-	-	-	236 12%	-	-	-	-	236 12%	158 26% PQ	222 14% Q	13 3%
Fairly likely	361 18%	201 17%	120 19%	40 21%	361 18%	-	-	-	361 18%	-	-	-	-	361 18%	161 26% PQ	336 21% Q	24 6%
Neither likely nor unlikely	434 21%	256 21%	136 21%	43 22%	434 21%	-	-	-	434 21%	-	-	-	-	434 21%	126 21% Q	370 23% OQ	60 14%
Fairly unlikely	257 13%	158 13%	75 12%	24 13%	257 13%	-	-	-	257 13%	-	-	-	-	257 13%	55 9%	198 13% O	60 14% O
Very unlikely	613 30%	386 32% C	171 27%	56 29%	613 30%	-	-	-	613 30%	-	-	-	-	613 30%	82 13%	359 23% O	241 55% OP
Don't know	125 6%	64 5%	49 8% B	12 6%	125 6%	-	-	-	125 6%	-	-	-	-	125 6%	26 4%	87 5%	36 8% OP
Prefer not to say	14 1%	6 *	7 1%	1 *	14 1%	-	-	-	14 1%	-	-	-	-	14 1%	2 *	5 *	1 *

Net: Likely	598 29%	345 28%	196 31%	57 29%	598 29%	-	-	-	598 29%	-	-	-	-	598 29%	319 52% PQ	558 35% Q	37 8%
Net: Unlikely	870 43%	544 45% C	247 39%	80 41%	870 43%	-	-	-	870 43%	-	-	-	-	870 43%	137 22%	557 35% O	300 69% OP

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q7. To what extent do you agree or disagree that more companies should have a 'Straight Allies' programme?

All Adults aged 16-75 in the UK

	Gender			Age					Social Grade				Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/NV Q12 (M)	A Level or equivalent (N)	Degree/Masters/PhD (O)	No formal qualifications (P)	Working (Q)	Not working (R)
Unweighted base	2251	1112	1139	351	406	397	432	665	654	663	439	495	643	518	935	155	1453	798
Weighted base	2251	1115	1136	360	402	413	419	657	595	628	500	528	667	523	896	165	1337	914
Agree strongly (2)	620 28%	250 22%	370 33%	132 37%	132 33%	108 26%	99 24%	149 23%	164 28%	183 29%	122 24%	151 29%	174 26%	146 28%	272 30%	28 17%	364 27%	255 28%
Agree slightly (1)	454 20%	203 18%	251 22%	81 23%	93 23%	77 19%	75 18%	127 19%	128 22%	124 20%	107 21%	95 18%	121 18%	111 21%	198 22%	25 15%	279 21%	175 19%
Neither agree nor disagree (0)	659 29%	345 31%	314 28%	89 25%	95 24%	112 27%	123 29%	240 36%	170 29%	182 29%	152 30%	154 29%	212 32%	155 30%	224 25%	67 41%	393 29%	265 29%
Disagree slightly (-1)	120 5%	75 7%	45 4%	17 5%	20 5%	24 6%	31 7%	27 4%	35 6%	42 7%	27 5%	16 3%	25 4%	28 5%	60 7%	7 4%	83 6%	38 4%
Disagree strongly (-2)	147 7%	104 9%	44 4%	18 5%	24 6%	18 4%	37 9%	51 8%	42 7%	32 5%	38 8%	36 7%	47 7%	31 6%	55 6%	14 8%	82 6%	66 7%
Don't know	226 10%	124 11%	102 9%	19 5%	32 8%	67 16%	51 12%	58 9%	51 9%	59 9%	50 10%	67 13%	78 12%	48 9%	81 9%	19 12%	121 9%	105 12%
Prefer not to say	25 1%	14 1%	10 1%	5 1%	6 1%	7 2%	3 1%	5 1%	4 1%	6 1%	5 1%	10 2%	9 1%	4 1%	6 1%	6 3%	15 1%	10 1%

Net: Agree	1074 48%	453 41%	621 55%	212 59%	225 56%	185 45%	174 42%	276 42%	293 49%	306 49%	229 46%	245 46%	295 44%	257 49%	469 52%	53 32%	644 48%	430 47%
Net: Disagree	268 12%	179 16%	89 8%	35 10%	44 11%	42 10%	68 16%	79 12%	77 13%	75 12%	65 13%	52 10%	72 11%	60 11%	116 13%	20 12%	164 12%	104 11%
Mean	0.64	0.43	0.84	0.87	0.79	0.69	0.46	0.50	0.63	0.68	0.56	0.68	0.61	0.66	0.70	0.33	0.63	0.65

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ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor
Adults 16-75

Q7. To what extent do you agree or disagree that more companies should have a 'Straight Allies' programme?

All Adults aged 16-75 in the UK

	Region												
	Total (A)	North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2251	92	250	188	189	163	208	188	308	305	109	191	60
Weighted base	2251	95	252	197	199	166	205	191	295	289	109	186	68
Agree strongly (2)	620 28%	25 26% *	62 25%	39 20%	57 29% D	44 26%	56 27%	55 29% D	79 27%	86 30% D	38 35% D	53 29%	24 36% D*
Agree slightly (1)	454 20%	21 23% *	56 22%	35 18%	39 20%	43 26%	39 19%	38 20%	55 19%	53 19%	21 19%	41 22%	12 18% *
Neither agree nor disagree (0)	659 29%	36 39% HJKL*	70 28%	70 36% L	56 28%	44 27%	65 32%	51 27%	94 32%	80 28%	27 25%	47 25%	18 27% *
Disagree slightly (-1)	120 5%	1 1% *	9 4%	18 9% BCFJ	12 6% F	3 2%	11 6% F	16 8% BFJ	21 7% BF	11 4%	4 3%	12 6% F	3 4% *
Disagree strongly (-2)	147 7%	2 2% *	18 7%	14 7%	10 5%	7 4%	11 5%	15 8%	19 6%	24 8% B	8 8%	16 9% B	4 6% *
Don't know	226 10%	8 9% *	33 13% L	20 10%	21 10%	24 15% IL	20 10%	17 9%	25 9%	31 11%	9 8%	12 6%	6 9% *
Prefer not to say	25 1%	1 1% *	4 2%	- -	3 2%	1 1%	2 1%	1 *	2 1%	4 1%	2 2%	5 3% D	- - *

Net: Agree	1074 48%	46 49% *	118 47%	74 38%	97 49% D	87 52% D	95 46%	93 48% D	134 46%	140 48% D	59 54% D	95 51% D	37 54% D*
Net: Disagree	268 12%	3 3% *	27 11% B	32 16% BF	22 11% B	10 6%	23 11% B	30 16% BF	40 13% BF	35 12% BF	12 11% B	28 15% BF	7 10% *

Mean	0.64	0.77 D*	0.63	0.38	0.70 D	0.81 D	0.64	0.59	0.58	0.66 D	0.78 D*	0.61	0.81 D*
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ras carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q7. To what extent do you agree or disagree that more companies should have a 'Straight Allies' programme?

All Adults aged 16-75 in the UK

	Marital Status				Sexuality										Knows LGBT people		
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	Straight (E)	Homosexual (F)	Bisexual (G)	Transgender (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	2251	1309	737	205	2040	76	78	1	2193	13	12	32	167	2040	616	1590	421
Weighted base	2251	1299	751	201	2041	74	79	1	2192	13	12	33	166	2041	611	1577	434
Agree strongly (2)	620 28%	340 26%	227 30%	52 26%	530 26%	35 48% ELN*	38 48% ELN*	1 100% **	602 27% EN	4 30% **	5 40% **	7 23% *	77 47% ELN	530 26%	245 40% PQ	479 30% Q	49 11%
Agree slightly (1)	454 20%	247 19%	161 21%	46 23%	408 20% L	17 31% L*	20 25% L*	- - **	445 20% L	6 49% **	2 35% **	1 3% *	43 26% L	408 31% L	139 23% Q	354 22% Q	51 12%
Neither agree nor disagree (0)	659 29%	394 30% C	194 26%	71 35% C	623 31% FGM	11 15% *	12 15% *	- - **	647 30% FGM	1 8% **	4 35% **	7 21% *	24 15% FGM	623 31% FGM	149 24%	444 28% O	172 40% OP
Disagree slightly (-1)	120 5%	76 6%	39 5%	6 3%	112 5% *	3 4% *	1 2% *	- - **	116 5% *	1 7% **	1 8% **	2 7% *	5 3% *	112 5% *	18 3%	88 6% O	23 5%
Disagree strongly (-2)	147 7%	92 7% D	48 6%	7 3%	139 7% *	2 3% *	3 4% **	- - **	144 7% *	- - **	- - **	3 10% *	5 3% *	139 7% *	24 4%	77 5% OP	60 14% OP
Don't know	226 10%	139 11%	68 9%	19 9%	211 10% *	5 7% *	4 6% *	- - **	220 10% **	1 7% **	- - **	5 16% *	11 6% *	211 10% *	35 6%	130 8% O	75 17% OP
Prefer not to say	25 1%	10 1%	13 2%	1 *	18 1% *	- - *	- - *	- - **	18 1% *	- - **	- - **	7 21% EFGIMN*	- - *	18 1% *	1 *	4 *	3 1%

Net: Agree	1074 48%	587 45% B	388 52% B	98 49%	938 46% L	52 71% ELN*	58 73% ELN*	1 100% **	1047 48% ELN	11 79% **	7 56% **	9 26% *	120 73% ELN	938 46% L	384 63% PQ	833 53% Q	100 23%
Net: Disagree	268 12%	168 13% D	87 12% D	13 6%	251 12% IM	5 7% *	5 6% *	- - **	261 12% M	1 7% **	1 8% **	5 16% *	10 6% IM	251 12% IM	42 7%	165 10% O	83 19% OP
Mean	0.64	0.58	0.72 B	0.72	0.59	1.18 EN*	1.18 EN*	2.00 **	0.64 EN	1.10 **	0.88 **	0.36 **	1.18 EN	0.59	0.98 PQ	0.74 Q	0.02

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

Column-Proportions (S%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q. Minimum Base: 30(**) Small Base: 100(*)

Column-Means (S%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q. Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q8. Which of the following if any would be the best way for a heterosexual/straight person to support the LGBT community, if they wanted to?

All Adults aged 16-75 in the UK

	Gender			Age					Social Grade				Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/NVQ 12 (M)	A Level or equivalent (N)	Degree/Ph D (O)	No formal qualificati ons (P)	Working (Q)	Not working (R)
Unweighted base	2251	1112	1139	351	406	397	432	665	654	663	439	495	643	518	935	155	1453	798
Weighted base	2251	1115	1136	360	402	413	419	657	595	628	500	528	667	523	896	165	1337	914
Treat those in the LGBT community like everyone else	1454 65%	656 59%	798 70% B	247 69%	251 62%	255 62%	274 65%	427 65%	392 66% L	424 68% L	327 65% L	311 59%	396 59%	365 70% MP	609 68% MP	84 51%	851 64%	603 66%
Join a 'Straight Allies' programme at their work	292 13%	122 11%	171 15% B	54 15%	66 16% FG	45 11%	44 11%	84 13%	80 13% K	87 14% K	45 9%	81 15% K	87 13% P	77 15% P	117 13% P	11 7%	177 13%	115 13%
Attending a Pride march, party or event	216 10%	98 9%	118 10%	49 14% GH	60 15% GH	49 12% GH	26 6%	32 5%	57 10%	66 11%	44 9%	48 9%	58 9%	56 11%	92 10%	9 6%	140 10%	76 8%
Support LGBT causes (donating & raising money for LGBT charities)	201 9%	77 7%	124 11% B	65 18% EFGH	51 13% FGH	30 7% H	31 7% H	25 4%	59 10%	49 8%	40 8%	53 10%	52 8%	48 9%	90 10%	12 7%	115 9%	86 9%
Volunteer for an LGBT charity	82 4%	33 3%	49 4%	22 6% FGH	23 6% FGH	12 3%	9 2%	16 2%	26 4%	28 4%	12 2%	16 3%	23 3%	19 4%	36 4%	4 2%	57 4%	25 3%
Buying them Pride themed gifts as a mark of support	41 2%	25 2%	16 1%	9 3%	6 2%	7 2%	6 1%	12 2%	12 2%	9 1%	5 1%	14 3%	16 2%	6 1%	14 2%	5 3%	27 2%	13 1%
None of these	269 12%	159 14% C	110 10%	32 9%	48 12%	48 12%	51 12%	91 14% D	66 11%	68 11%	65 13%	71 13%	89 13%	52 10%	95 11%	33 20% MNO	160 12%	109 12%
Don't know	333 15%	191 17% C	143 13%	36 10%	48 12%	76 18% DE	69 17% D	104 16% D	80 13%	77 12%	80 16%	97 18% U	117 18% NO	65 12%	115 13%	36 22% NO	189 14%	144 16%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q8. Which of the following if any would be the best way for a heterosexual/straight person to support the LGBT community, if they wanted to?

All Adults aged 16-75 in the UK

	Region												
	Total (A)	North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2251	92	250	188	189	163	208	188	308	305	109	191	60
Weighted base	2251	95	252	197	199	166	205	191	295	289	109	186	68
Treat those in the LGBT community like everyone else	1454 65%	64 68% *	167 67% J	132 67% J	122 61%	102 61%	120 59%	130 68% J	205 70% GJ	168 58%	75 69%	123 66%	45 67% *
Join a 'Straight Allies' programme at their work	292 13%	6 6% *	41 16% BD	19 10%	25 13%	18 11%	31 15% B	30 16% B	32 11%	47 16% BDM	15 13%	24 13%	4 6% *
Attending a Pride march, party or event	216 10%	14 14% *	25 10%	21 10%	23 12%	16 10%	20 10%	14 7%	28 9%	25 9%	9 8%	15 8%	6 10% *
Support LGBT causes (donating & raising money for LGBT charities)	201 9%	7 7% *	21 8%	20 10%	14 7%	15 9%	17 8%	17 9%	22 7%	33 11%	9 9%	22 12%	4 6% *
Volunteer for an LGBT charity	82 4%	3 3% *	5 2%	3 1%	9 5%	11 7% CDL	5 3%	7 4%	13 5%	16 6% CD	4 4%	4 2%	1 2% *
Buying them Pride themed gifts as a mark of support	41 2%	2 2% *	4 2%	2 1%	1 *	5 3%	4 2%	4 2%	10 3% E	5 2%	1 1%	5 3%	- - *
None of these	269 12%	9 9% *	32 13%	24 12%	21 11%	22 13%	28 14%	17 9%	27 9%	43 15% I	10 9%	24 13%	12 18% I*
Don't know	333 15%	15 16% *	26 11%	26 13%	32 16%	26 16%	37 18% C	29 15%	42 14%	46 16%	21 19% C	24 13%	8 12% *

k was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q8. Which of the following if any would be the best way for a heterosexual/straight person to support the LGBT community, if they wanted to?

All Adults aged 16-75 in the UK

	Marital Status					Sexuality									Knows LGBT people		
	Total (A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	Straight (E)	Homosexu al (F)	Bisexual (G)	Transgend er (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	2251	1309	737	205	2040	76	78	1	2193	13	12	32	167	2040	616	1590	421
Weighted base	2251	1299	751	201	2041	74	79	1	2192	13	12	33	166	2041	611	1577	434
Treat those in the LGBT community like everyone else	1454 65%	823 63%	496 66%	135 67%	1286 63%	62 84% EILN*	68 87% EILN*	1 100% **	1415 65% EN	11 86% **	6 56% **	19 59% *	142 86% EILN	1286 63%	450 74% PQ	1101 70% Q	178 41%
Join a 'Straight Allies' programme at their work	292 13%	157 12%	99 13%	36 18% B	260 13%	12 16% *	17 21% EIN*	- - **	289 13% EN	1 8% **	1 8% **	2 6% *	29 18% EN	260 13%	103 17% PQ	227 14% Q	32 7%
Attending a Pride march, party or event	216 10%	116 9%	90 12% BD	10 5%	189 9%	9 12% *	14 18% EIN*	- - **	212 10% EN	1 9% **	1 9% **	2 6% *	24 14% EIN	189 9%	90 15% PQ	166 11% Q	21 5%
Support LGBT causes (donating & raising money for LGBT charities)	201 9%	84 6%	109 14% BD	9 5%	151 7%	20 28% EILN*	19 24% EILN*	1 100% **	190 9% EN	5 41% **	3 26% **	2 7% *	45 27% EILN	151 7%	72 12% PQ	128 8% Q	21 5%
Volunteer for an LGBT charity	82 4%	42 3%	34 5%	6 3%	71 3%	4 5% *	3 4% *	- - **	78 4% EN	- - **	1 9% **	3 8% *	7 4% EN	71 3%	33 5% PQ	60 4% Q	11 3%
Buying them Pride themed gifts as a mark of support	41 2%	30 2% C	8 1% 13%	3 2%	40 2%	- - *	1 1% *	- - **	41 2% FGM	- - **	- - **	- - *	1 1% EN	40 2%	11 2% PQ	32 2% Q	7 2%
None of these	269 12%	166 13%	75 10%	29 14%	261 13% FGIM	2 3% *	1 1% *	- - **	264 12% FGM	- - **	3 28% **	2 6% *	3 2% EN	261 13% FGIM	38 6% O	152 10% O	106 24% OP
Don't know	333 15%	200 15%	112 15%	21 11%	317 16% FGIM	2 3% *	2 2% *	- - **	321 15% FGM	2 14% **	- - **	11 32% EFGIMN*	6 3% EN	317 16% FGIM	50 8% O	178 11% O	120 28% OP

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Summary

All straight cisgender adults in the UK

	Q9. In general, how comfortable or not do you feel around the following people?			
	Gay men	Lesbians	Bisexuals	Transgender people
	(A)	(B)	(C)	(D)
Unweighted base	2040	2040	2040	2040
Weighted base	2041	2041	2041	2041
Very comfortable	989 48% BCD	946 46% CD	892 44% D	647 32%
Fairly comfortable	664 33% D	731 36% ACD	655 32% D	610 30%
Not very comfortable	126 6%	125 6%	139 7%	278 14% ABC
Not at all comfortable	104 5% BC	69 3%	87 4% B	188 9% ABC
Don't know	119 6%	133 6%	230 11% AB	282 14% ABC
Prefer not to say	39 2%	39 2%	38 2%	36 2%

Net: Comfortable	1653 81% CD	1676 82% CD	1547 76% D	1257 62%
Net: Not comfortable	230 11% B	194 9%	226 11% B	466 23% ABC

Requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Gay men

All straight cisgender adults in the UK

	Gender			Age					Social Grade				Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/NVQ 12 (M)	A Level or equivalent (N)	Degree/M asters/Ph D (O)	No formal qualificati ons (P)	Working (Q)	Not working (R)
Unweighted base	2040	1005	1035	290	355	365	391	639	597	589	413	441	602	465	834	139	1324	716
Weighted base	2041	1009	1032	296	352	379	381	633	543	556	471	471	625	468	799	149	1219	821
Very comfortable	989 48%	331 33%	658 64% B	157 53% H	182 52% H	217 57% GH	175 46%	259 41%	255 47%	282 51% L	242 51% L	210 44%	275 44%	239 51% MP	417 52% MP	58 39%	606 50%	383 47%
Fairly comfortable	664 33%	407 40% C	256 25%	81 27%	102 29%	109 29%	130 34%	241 38% DEF	186 34%	183 33%	147 31%	148 31%	208 33%	168 36% O	242 30%	46 31%	409 34%	255 31%
Not very comfortable	126 6%	95 9% C	31 3%	21 7%	21 6%	15 4%	28 7%	41 7%	38 7%	29 5%	28 6%	32 7%	40 6%	19 4%	55 7% N	11 8%	61 5%	65 8% Q
Not at all comfortable	104 5%	85 8% C	19 2%	10 3%	20 6%	13 3%	16 4%	46 7% DFG	23 4%	24 4%	24 5%	33 7%	37 6%	17 4%	35 4%	14 10% NO	52 4%	52 6% Q
Don't know	119 6%	62 6%	57 6%	24 8% H	18 5%	19 5%	28 7%	30 5%	32 6%	25 5%	24 5%	38 8% J	48 8% NO	20 4%	38 5%	14 9% NO	65 5%	54 7%
Prefer not to say	39 2%	29 3% C	10 1%	3 1%	9 3%	6 2%	5 1%	16 3%	9 2%	12 2%	6 1%	12 3%	17 3% N	5 1%	12 2%	5 4% N	26 2%	13 2%

Net: Comfortable	1653 81%	739 73%	914 89% B	238 80%	284 81%	326 86% GH	305 80%	499 79%	441 81% L	466 84% L	389 83% L	357 76%	482 77%	408 87% MOP	658 82% MP	104 70%	1015 83% R	637 78%
Net: Not comfortable	230 11%	180 18% C	51 5%	31 11%	40 11%	28 7%	43 11%	87 14% F	61 11%	53 10%	52 11%	64 14% J	78 12% N	36 8%	91 11% N	26 17% N	113 9%	117 14% Q

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(**)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Gay men

All straight cisgender adults in the UK

	Total (A)	Region											
		North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2040	88	231	167	171	145	193	173	283	262	100	169	58
Weighted base	2041	90	233	175	180	148	190	176	271	248	100	164	65
Very comfortable	989 48%	50 55% *	115 49%	84 48%	84 47%	78 53%	96 50%	94 53%	125 46%	109 44%	42 42% *	80 49%	33 50% *
Fairly comfortable	664 33%	28 31% *	69 30%	55 31%	57 31%	43 29%	57 30%	54 31%	94 35%	86 34%	47 47% BCDEFGHIL*	53 32%	21 33% *
Not very comfortable	126 6%	3 3% *	12 5%	9 5%	13 7%	8 6%	10 5%	12 7%	22 8%	21 8%	3 3% *	10 6%	3 5% *
Not at all comfortable	104 5%	3 4% *	15 7%	11 6%	8 4%	8 6%	10 5%	6 3%	12 4%	11 5%	5 5% *	8 5%	6 8% *
Don't know	119 6%	4 4% *	16 7%	14 8%	17 10% H	6 4%	11 6%	7 4%	15 6%	15 6%	3 3% *	7 4%	2 3% *
Prefer not to say	39 2%	2 2% *	6 2%	2 1%	1 1%	4 3%	6 3%	3 2%	4 1%	6 2%	- - *	6 4%	- - *

Net: Comfortable	1653 81%	79 87% *	183 79%	139 79%	141 78%	121 82%	153 81%	148 84%	219 81%	194 78%	88 88% CEJ*	133 81%	54 83% *
Net: Not comfortable	230 11%	6 7% *	27 12%	20 11%	21 12%	17 11%	20 11%	18 10%	34 12%	32 13%	8 8% *	18 11%	9 14% *

c was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC
Rainbow razor
Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Gay men
 All straight cisgender adults in the UK

	Marital Status				Sexuality										Knows LGBT people		
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	Straight (E)	Homosexual (F)	Bisexual (G)	Transgender (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	2040	1221	623	196	2040	-	-	-	2040	-	-	-	-	2040	616	1590	421
Weighted base	2041	1215	634	192	2041	-	-	-	2041	-	-	-	-	2041	611	1577	434
Very comfortable	989 48%	561 46%	328 52% B	99 52%	989 48%	-	-	-	989 48%	-	-	-	-	989 48%	436 71% PQ	889 56% Q	95 22%
Fairly comfortable	664 33%	417 34% C	183 29%	64 33%	664 33%	-	-	-	664 33%	-	-	-	-	664 33%	132 22%	504 32% O	156 36% Q
Not very comfortable	126 6%	77 6%	38 6%	12 6%	126 6%	-	-	-	126 6%	-	-	-	-	126 6%	20 3%	78 5% O	47 11% OP
Not at all comfortable	104 5%	65 5%	32 5%	7 4%	104 5%	-	-	-	104 5%	-	-	-	-	104 5%	14 2%	42 3%	61 14% OP
Don't know	119 6%	70 6%	40 6%	10 5%	119 6%	-	-	-	119 6%	-	-	-	-	119 6%	7 1%	49 3% O	64 15% OP
Prefer not to say	39 2%	25 2%	13 2%	1 *	39 2%	-	-	-	39 2%	-	-	-	-	39 2%	3 *	15 1%	10 2% OP
Net: Comfortable	1653 81%	978 81%	511 81%	163 85%	1653 81%	-	-	-	1653 81%	-	-	-	-	1653 81%	569 93% PQ	1393 88% Q	251 58%
Net: Not comfortable	230 11%	142 12%	70 11%	18 10%	230 11%	-	-	-	230 11%	-	-	-	-	230 11%	33 5%	119 8% O	109 25% OP

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Lesbians

All straight cisgender adults in the UK

	Gender			Age					Social Grade				Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/NVQ 12 (M)	A Level or equivalent (N)	Degree/M asters/Ph D (O)	No formal qualificati ons (P)	Working (Q)	Not working (R)
Unweighted base	2040	1005	1035	290	355	365	391	639	597	589	413	441	602	465	834	139	1324	716
Weighted base	2041	1009	1032	296	352	379	381	633	543	556	471	471	625	468	799	149	1219	821
Very comfortable	946 46%	396 39%	549 53% B	150 51% H	175 50% H	214 56% GH	168 44% H	239 38%	243 45%	258 46%	222 47%	222 47%	265 42%	239 51% MP	391 49% MP	50 33%	577 47%	369 45%
Fairly comfortable	731 36%	414 41% C	317 31%	102 34%	116 33%	106 28%	141 37% F	266 42% DEF	206 38%	204 37%	170 36%	151 32%	235 38%	167 36%	270 34%	58 39%	440 36%	290 35%
Not very comfortable	125 6%	67 7%	57 6%	14 5%	20 6%	18 5%	27 7%	45 7%	25 5%	39 7%	28 6%	32 7%	38 6%	25 5%	52 7%	10 6%	66 5%	59 7%
Not at all comfortable	69 3%	41 4%	28 3%	7 2%	11 3%	10 3%	11 3%	30 5%	22 4% J	10 2%	16 3%	21 5% J	23 4%	10 2%	23 3%	12 8% MNO	38 3%	31 4%
Don't know	133 6%	64 6%	68 7%	20 7%	21 6%	26 7%	28 7%	37 6%	37 7%	34 6%	28 6%	33 7%	48 8%	23 5%	48 6%	13 9%	73 6%	60 7%
Prefer not to say	39 2%	27 3% C	12 1%	4 1%	8 2%	6 2%	6 2%	15 2%	10 2%	11 2%	7 1%	11 2%	15 2%	5 1%	13 2%	6 4% NO	26 2%	13 2%

Net: Comfortable	1676 82%	810 80%	866 84% B	252 85%	291 83%	319 84%	309 81%	505 80%	449 83%	462 83%	392 83%	373 79%	500 80%	406 87% MP	661 83% P	108 73%	1017 83%	659 80%
Net: Not comfortable	194 9%	108 11%	85 8%	21 7%	31 9%	28 7%	38 10%	75 12% DF	47 9%	49 9%	44 9%	54 11%	61 10%	35 7%	76 10%	22 14% N	104 9%	90 11%

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ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(**)

17-020888-19 - 11th May - 15th May 2018

PUBLIC

Rainbow razor

Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Lesbians

All straight cisgender adults in the UK

	Total (A)	Region											
		North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2040	88	231	167	171	145	193	173	283	262	100	169	58
Weighted base	2041	90	233	175	180	148	190	176	271	248	100	164	65
Very comfortable	946 46%	42 47% *	123 53% EU	80 46%	77 43%	74 50%	91 48%	94 53% U	114 42%	104 42%	41 41% *	77 47%	29 44% *
Fairly comfortable	731 36%	36 40% C*	63 27%	62 36%	64 36%	49 33%	69 36% C	59 34%	113 42% C	88 35%	48 48% CFHUL*	55 33%	25 38% *
Not very comfortable	125 6%	2 3% *	14 6%	5 3%	15 8% DG	11 8%	6 3%	8 4%	18 7%	22 9% DG	4 4% *	15 9% DG	3 5% *
Not at all comfortable	69 3%	3 3% *	8 3%	7 4%	4 2%	2 1%	6 3%	5 3%	10 4%	11 5%	4 4% *	5 3%	3 5% *
Don't know	133 6%	5 5% *	18 8%	19 11% HKL	19 11% HKL	8 6%	12 6%	7 4%	12 4%	17 7%	3 3% *	6 4%	5 8% *
Prefer not to say	39 2%	2 2% *	6 2%	2 1%	1 1%	3 2%	6 3%	3 2%	4 1%	6 2%	- - *	7 4% EK	- - *

Net: Comfortable	1676 82%	78 86% *	186 80%	142 81%	141 79%	123 83%	160 84%	153 87% EU	227 84%	192 77%	89 89% EI*	131 80%	53 82% *
Net: Not comfortable	194 9%	6 6% *	22 10%	12 7%	18 10%	13 9%	12 6%	13 8%	28 10%	33 13% DG	8 8% *	20 12%	7 10% *

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ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Lesbians

All straight cisgender adults in the UK

	Marital Status				Sexuality											Knows LGBT people		
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	Straight (E)	Homosexual (F)	Bisexual (G)	Transgender (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)	
Unweighted base	2040	1221	623	196	2040	-	-	-	2040	-	-	-	-	2040	616	1590	421	
Weighted base	2041	1215	634	192	2041	-	-	-	2041	-	-	-	-	2041	611	1577	434	
Very comfortable	946 46%	553 45%	303 48%	90 47%	946 46%	-	-	-	946 46%	-	-	-	-	946 46%	404 66% PQ	845 54% Q	96 22%	
Fairly comfortable	731 36%	434 36%	227 36%	69 36%	731 36%	-	-	-	731 36%	-	-	-	-	731 36%	163 27%	553 35% O	174 40% Q	
Not very comfortable	125 6%	80 7%	31 5%	14 7%	125 6%	-	-	-	125 6%	-	-	-	-	125 6%	19 3%	74 5% O	50 12% OP	
Not at all comfortable	69 3%	42 3%	19 3%	8 4%	69 3%	-	-	-	69 3%	-	-	-	-	69 3%	13 2%	29 2%	39 9% OP	
Don't know	133 6%	82 7%	40 6%	10 5%	133 6%	-	-	-	133 6%	-	-	-	-	133 6%	12 2%	60 4% O	65 15% OP	
Prefer not to say	39 2%	24 2%	14 2%	1 *	39 2%	-	-	-	39 2%	-	-	-	-	39 2%	2 *	16 1% O	10 2% OP	
Net: Comfortable	1676 82%	987 81%	530 84%	159 83%	1676 82%	-	-	-	1676 82%	-	-	-	-	1676 82%	566 93% PQ	1397 89% Q	270 62%	
Net: Not comfortable	194 9%	122 10%	50 8%	22 11%	194 9%	-	-	-	194 9%	-	-	-	-	194 9%	32 5%	104 7%	89 20% OP	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q. Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q. Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Bisexuals

All straight cisgender adults in the UK

	Gender			Age					Social Grade				Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/NVQ 12 (M)	A Level or equivalent (N)	Degree/M asters/Ph D (O)	No formal qualificati ons (P)	Working (Q)	Not working (R)
Unweighted base	2040	1005	1035	290	355	365	391	639	597	589	413	441	602	465	834	139	1324	716
Weighted base	2041	1009	1032	296	352	379	381	633	543	556	471	471	625	468	799	149	1219	821
Very comfortable	892 44%	342 34%	550 53% B	154 52% GH	175 50% GH	211 56% GH	151 40% H	201 32%	230 42%	249 45%	208 44%	205 43%	245 39%	226 48% MP	371 46% MP	50 33%	550 45%	342 42%
Fairly comfortable	655 32%	392 39% C	263 26%	86 29%	104 30%	102 27%	130 34% F	233 37% DEF	179 33%	183 33%	153 33%	139 30%	217 35% O	158 34%	233 29%	47 31%	400 33%	255 31%
Not very comfortable	139 7%	78 8%	62 6%	18 6%	22 6%	17 4%	30 8% F	53 8% F	38 7%	37 7%	31 7%	34 7%	42 7%	25 5%	60 8%	13 8%	86 7%	54 7%
Not at all comfortable	87 4%	63 6% C	24 2%	9 3%	15 4%	10 3%	16 4%	37 6% F	26 5%	17 3%	20 4%	24 5%	32 5%	15 3%	26 3%	13 9% NO	43 4%	44 5%
Don't know	230 11%	107 11%	123 12%	26 9%	28 8%	33 9%	49 13% E	94 15% DEF	60 11%	59 11%	52 11%	58 12%	73 12%	39 8%	95 12% N	22 15% N	116 10%	114 14% Q
Prefer not to say	38 2%	28 3% C	10 1%	3 1%	8 2%	6 2%	5 1%	16 3%	9 2%	12 2%	6 1%	11 2%	16 3%	5 1%	12 2%	5 4% N	25 2%	13 2%

Net: Comfortable	1547 76%	733 73%	813 79% B	240 81% GH	278 79% H	313 83% GH	281 74%	434 69%	410 75%	431 78%	362 77%	344 73%	462 74% P	384 82% MOP	605 76% P	96 64%	950 78% R	597 73%
Net: Not comfortable	226 11%	141 14% C	85 8%	27 9%	37 11%	27 7%	46 12% F	89 14% DF	64 12%	54 10%	52 11%	57 12%	74 12%	41 9%	86 11%	25 17% NO	129 11%	98 12%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(**)

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PUBLIC

Rainbow razor

Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Bisexuals

All straight cisgender adults in the UK

	Region												
	Total (A)	North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2040	88	231	167	171	145	193	173	283	262	100	169	58
Weighted base	2041	90	233	175	180	148	190	176	271	248	100	164	65
Very comfortable	892 44%	43 48% *	113 49% EJ	77 44%	69 38%	68 46%	86 45%	88 50% EIJ	109 40%	97 39%	38 38% *	74 45%	30 47% *
Fairly comfortable	655 32%	28 31% *	57 24%	56 32%	57 32%	42 28%	62 33%	54 30%	100 37% C	82 33% C	45 45% BCDEFGHIL*	53 32%	19 30% *
Not very comfortable	139 7%	4 5% *	19 8% K	6 3%	21 12% DGK	11 7% K	11 6%	12 7% K	21 8% K	21 8% DK	1 1% *	9 6% K	3 5% *
Not at all comfortable	87 4%	3 3% *	10 4%	9 5%	6 3%	6 4%	7 4%	5 3%	11 4%	13 5%	7 7% *	6 4%	4 7% *
Don't know	230 11%	10 11% *	28 12%	25 15%	26 15%	17 11%	18 10%	15 8%	28 10%	31 12%	8 8% *	16 10%	8 12% *
Prefer not to say	38 2%	2 2% *	6 2%	2 1%	1 1%	4 3%	6 3%	3 2%	4 1%	5 2%	- - *	6 4%	- - *

Net: Comfortable	1547 76%	71 79% *	170 73%	133 76%	125 70%	110 74%	148 78%	142 80% E	209 77%	179 72%	84 84% CEI*	127 77%	50 76% *
Net: Not comfortable	226 11%	7 8% *	29 12%	15 8%	27 15%	17 12%	18 9%	17 10%	31 12%	34 14%	8 8% *	15 9%	8 12% *

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ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC
Rainbow razor
Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Bisexuals

All straight cisgender adults in the UK

	Marital Status				Sexuality										Knows LGBT people		
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	Straight (E)	Homosexual (F)	Bisexual (G)	Transgender (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	2040	1221	623	196	2040	-	-	-	2040	-	-	-	-	2040	616	1590	421
Weighted base	2041	1215	634	192	2041	-	-	-	2041	-	-	-	-	2041	611	1577	434
Very comfortable	892 44%	513 42%	295 47%	84 44%	892 44%	-	-	-	892 44%	-	-	-	-	892 44%	405 66% PQ	801 51% Q	86 20%
Fairly comfortable	655 32%	385 32%	204 32%	66 34%	655 32%	-	-	-	655 32%	-	-	-	-	655 32%	145 24%	498 32% O	154 36% O
Not very comfortable	139 7%	95 8% C	32 5%	12 6%	139 7%	-	-	-	139 7%	-	-	-	-	139 7%	24 4%	90 6% O	48 11% OP
Not at all comfortable	87 4%	55 5%	24 4%	7 4%	87 4%	-	-	-	87 4%	-	-	-	-	87 4%	11 2%	36 2%	50 12% OP
Don't know	230 11%	142 12%	65 10%	22 11%	230 11%	-	-	-	230 11%	-	-	-	-	230 11%	25 4%	138 9% O	85 20% OP
Prefer not to say	38 2%	24 2%	13 2%	1 *	38 2%	-	-	-	38 2%	-	-	-	-	38 2%	2 *	14 1% O	10 2% OP
Net: Comfortable	1547 76%	898 74%	499 79% B	150 78%	1547 76%	-	-	-	1547 76%	-	-	-	-	1547 76%	550 90% PQ	1299 82% Q	240 55%
Net: Not comfortable	226 11%	150 12% C	57 9%	19 10%	226 11%	-	-	-	226 11%	-	-	-	-	226 11%	34 6%	126 8% O	98 23% OP

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC
Rainbow razor
Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Transgender people

All straight cisgender adults in the UK

	Gender			Age					Social Grade				Education				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	GCSE/O Level/NVQ 12 (M)	A Level or equivalent (N)	Degree/M asters/Ph D (O)	No formal qualificati ons (P)	Working (Q)	Not working (R)
Unweighted base	2040	1005	1035	290	355	365	391	639	597	589	413	441	602	465	834	139	1324	716
Weighted base	2041	1009	1032	296	352	379	381	633	543	556	471	471	625	468	799	149	1219	821
Very comfortable	647 32%	234 23%	412 40% B	113 38% GH	125 35% GH	156 41% GH	103 27%	150 24%	159 29%	189 34%	153 32%	146 31%	180 29%	174 37% MOP	252 32%	40 27%	390 32%	257 31%
Fairly comfortable	610 30%	324 32% C	286 28%	84 28%	103 29%	99 26%	123 32%	201 32%	169 31%	161 29%	144 31%	137 29%	200 32%	136 29%	232 29%	42 28%	386 32% R	224 27%
Not very comfortable	278 14%	159 16% C	119 12%	35 12%	49 14%	39 10%	65 17% F	90 14%	76 14%	76 14%	63 13%	64 14%	81 13%	57 12%	123 15%	17 12%	169 14%	109 13%
Not at all comfortable	188 9%	139 14% C	49 5%	23 8%	31 9%	22 6%	29 8%	83 13% DEFG	53 10%	44 8%	43 9%	48 10%	63 10%	37 8%	65 8%	23 15% NO	100 8%	88 11%
Don't know	282 14%	129 13%	153 15%	37 13%	37 10%	56 15%	56 15%	96 15% E	78 14%	74 13%	62 13%	67 14%	84 13%	62 13%	113 14%	23 15%	152 12%	130 16% Q
Prefer not to say	36 2%	25 2% C	12 1%	4 1%	7 2%	7 2%	5 1%	14 2%	8 1%	12 2%	7 1%	9 2%	16 3% N	2 * N	14 2% N	4 3% N	23 2%	13 2%

Net: Comfortable	1257 62%	559 55%	699 68% B	197 66% H	228 65% H	255 67% GH	226 59%	351 55%	328 60%	350 63%	297 63%	283 60%	381 61%	310 66% OP	484 61%	82 55%	776 64% R	481 59%
Net: Not comfortable	466 23%	297 29% C	169 16%	58 20%	80 23% F	62 16%	93 25% F	173 27% DF	129 24%	120 22%	105 22%	112 24%	144 23%	95 20%	187 23%	40 27%	269 22%	198 24%

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ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Rainbow razor

Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Transgender people

All straight cisgender adults in the UK

	Region												
	Total (A)	North East (B)	North West (C)	Yorkshire and The Humber (D)	West Midlands (E)	East Midlands (F)	East of England (G)	South West (H)	South East (I)	Greater London (J)	Wales (K)	Scotland (L)	Northern Ireland (M)
Unweighted base	2040	88	231	167	171	145	193	173	283	262	100	169	58
Weighted base	2041	90	233	175	180	148	190	176	271	248	100	164	65
Very comfortable	647 32%	36 40% JL*	88 38% EUL	53 30%	51 28%	43 29%	67 35%	60 34%	78 29%	70 28%	32 32% *	45 27%	22 33% *
Fairly comfortable	610 30%	23 26% *	57 25%	53 30%	52 29%	48 33%	48 25%	48 27%	95 35% CG	78 31%	38 38% CG*	50 30%	20 31% *
Not very comfortable	278 14%	11 12% *	32 14%	23 13%	30 17%	21 14%	28 15%	21 12%	35 13%	34 14%	9 9% *	26 16%	9 14% *
Not at all comfortable	188 9%	5 6% *	21 9%	16 9%	14 8%	11 7%	16 8%	21 12%	31 11%	22 9%	12 12% *	13 8%	7 10% *
Don't know	282 14%	13 14% *	28 12%	29 17%	30 17%	21 14%	27 14%	25 14%	28 10%	39 16%	9 9% *	25 15%	8 12% *
Prefer not to say	36 2%	2 2% *	6 2%	1 1%	3 2%	3 2%	4 2%	2 1%	4 1%	6 2%	- - *	6 4% D	- - *

Net: Comfortable	1257 62%	60 66% *	146 63%	106 61%	103 57%	91 62%	115 61%	108 61%	173 64%	148 60%	71 71% EL*	95 58%	42 64% *
Net: Not comfortable	466 23%	16 18% *	53 23%	39 22%	44 24%	31 21%	44 23%	42 24%	66 24%	55 22%	21 21% *	39 24%	16 24% *

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ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

17-020888-19 - 11th May - 15th May 2018

PUBLIC
Rainbow razor
Adults 16-75

Q9. In general, how comfortable or not do you feel around the following people? - Transgender people

All straight cisgender adults in the UK

	Marital Status				Sexuality										Knows LGBT people		
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	Straight (E)	Homosexual (F)	Bisexual (G)	Transgender (H)	Cisgender (I)	Other (J)	Not sure (K)	Prefer not to say (L)	LGBT (M)	Non-LGBT (N)	Knows well (O)	Knows at all (P)	Does not know (Q)
Unweighted base	2040	1221	623	196	2040	-	-	-	2040	-	-	-	-	2040	616	1590	421
Weighted base	2041	1215	634	192	2041	-	-	-	2041	-	-	-	-	2041	611	1577	434
Very comfortable	647 32%	372 31%	215 34%	60 31%	647 32%	-	-	-	647 32%	-	-	-	-	647 32%	308 50% PQ	579 37% Q	62 14%
Fairly comfortable	610 30%	355 29%	192 30%	63 33%	610 30%	-	-	-	610 30%	-	-	-	-	610 30%	171 28%	498 32% OQ	110 25%
Not very comfortable	278 14%	177 15%	72 11%	29 15%	278 14%	-	-	-	278 14%	-	-	-	-	278 14%	56 9%	198 13% O	76 18% OP
Not at all comfortable	188 9%	124 10%	51 8%	13 7%	188 9%	-	-	-	188 9%	-	-	-	-	188 9%	24 4%	99 6% O	86 20% OP
Don't know	282 14%	164 13%	91 14%	26 14%	282 14%	-	-	-	282 14%	-	-	-	-	282 14%	51 8%	188 12% O	89 20% OP
Prefer not to say	36 2%	22 2%	13 2%	1 *	36 2%	-	-	-	36 2%	-	-	-	-	36 2%	2 *	14 1% O	11 3% OP
Net: Comfortable	1257 62%	727 60%	407 64%	124 64%	1257 62%	-	-	-	1257 62%	-	-	-	-	1257 62%	479 78% PQ	1077 68% Q	172 40%
Net: Not comfortable	466 23%	302 25% C	123 19%	41 21%	466 23%	-	-	-	466 23%	-	-	-	-	466 23%	80 13%	297 19% O	162 37% OP

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F/G/H/I/J/K/L/M/N,O/P/Q Minimum Base: 30(**) Small Base: 100(*)

