

Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q6. At what age, if any, do you think schools should start to teach sex education, assuming it is tailored to the needs and age of their pupils?  
All adults online aged 18+ in Great Britain

	Gender			Age									Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote				
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	DNV / too young (n)	
Unweighted base	1127	563	558	360	393	374	158	202	183	210	176	198	342	374	155	256	273	286	253	155	57	103	954	173	625	370	132	305	822	481	646	665	462	344	313	95	143	446	455	181	
Weighted base	1127	548	573	315	372	441	120	194	179	193	176	265	279	348	184	316	268	293	262	151	54	98	944	183	640	332	155	284	843	347	780	666	461	372	295	89	136	407	507	164	
Ages 5-7	104 9%	44 8%	60 10%	39 13% FG	35 9%	30 7%	8 6%	32 16% DEFGIKL	15 8%	20 10%	12 7%	18 7%	24 9%	32 9%	22 12%	27 8%	34 13%	20 7%	22 8%	19 13%	2 4%	6 6% *	87 9%	17 9%	65 10%	28 8%	11 7% *	31 11%	72 9%	49 14% e	55 7%	62 9%	42 9%	20 5%	40 14% h	10 12% *	19 14% h	50 12% mn	39 8%	9 5%	
Ages 8-10	299 27%	133 24%	165 29%	74 24% DFGL	119 32% DFGL	105 24%	23 19%	52 27%	61 34% DFGL	58 30% G	45 26%	60 23%	76 27%	97 28%	44 24%	83 26%	67 25%	92 31% T	78 30% T	24 16%	13 23% *	26 27% *	251 27%	49 27%	183 29%	80 24%	36 23% *	89 32%	210 25%	108 31% e	192 25%	191 29%	108 23%	95 25%	75 25%	25 28% *	36 27%	121 30%	128 25%	128 25%	128 25%
Ages 11-13	463 41%	240 44%	219 38%	124 39%	157 42%	182 41%	54 45%	69 36%	82 46%	75 39%	72 41%	110 42%	118 42%	150 43%	68 37%	127 40%	114 43% T	128 44% T	111 42% T	46 30%	27 50% T*	37 38% *	378 40%	85 46%	252 39%	137 41%	73 47% *	111 39%	352 42%	125 36%	338 43% d	275 41%	188 41%	167 45%	120 41%	40 44% *	56 41%	158 39%	220 43%	75 46%	
Ages 14-16	155 14%	78 14%	76 13%	54 17% EU	29 8%	72 16% EI	24 20% EU	29 15% EI	10 5%	20 10%	26 15% EI	46 17% EI	35 13%	35 10%	34 18% N	50 16%	38 14%	27 9%	25 10%	43 28% ORSU	6 11% *	16 16% *	139 15%	16 9%	86 13%	47 14%	22 14% *	34 12%	121 14%	35 10%	120 15% d	81 12%	74 16%	61 16%	37 12%	9 10% *	12 9%	42 10%	76 15%	26 16%	
Ages 17-18	15 1%	9 2%	6 1%	8 3% FL	5 1%	1 *	5 4% FKL	4 2% F	4 2%	2 1%	1 *	- -	5 2%	3 1%	2 1%	5 1%	1 *	4 1%	4 2%	5 3% Q	- -	* *	15 2%	- -	4 1%	10 3% Y	1 *	5 2%	10 1%	8 2%	7 1%	10 2%	4 1%	2 1%	7 2%	- -	1 1%	9 2%	4 1%	1 1%	
Sex education should not be taught in schools at any age	20 2%	8 1%	12 2%	4 1%	1 *	15 3% EJ	2 2%	2 1%	* *	1 *	5 3% E	10 4% E	5 2%	3 1%	2 1%	9 3%	3 1%	5 2%	3 1%	6 4%	1 1% *	2 2% *	17 2%	3 2%	12 2%	4 1%	4 3% *	2 1%	17 2%	7 2%	13 2%	5 1%	15 3% f	9 2%	2 1%	1 1% *	1 1%	5 1%	10 2%	4 2%	
Don't know	65 6%	31 6%	34 6%	10 3%	20 5% I	35 8% DHI	5 4%	6 3%	3 2%	17 9% DEHI	14 8% DHI	20 8% I	16 6%	26 7%	10 6%	13 4%	8 3%	16 5%	19 7%	9 6%	4 8% *	9 9% Q*	53 6%	12 6%	35 5%	22 7%	8 5% *	9 3%	56 7% b	13 4%	52 7%	37 6%	28 6%	17 5%	15 5%	5 5% *	11 8%	19 5%	29 6%	9 5%	
Prefer not to say	7 1%	5 1%	2 *	1 *	5 1% J	1 *	- -	1 *	4 2% F	1 *	- -	1 *	- -	2 1%	2 1%	2 1%	3 1%	2 1%	- -	- -	1 2% *	1 1% *	5 *	2 1%	3 *	4 1%	- -	1 *	6 1%	3 1%	3 *	5 1%	2 *	1 *	- -	- -	- -	2 1%	1 *	1 *	

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,R/S/T/U/V,W,X,Y/Z/a,b,c,d,e,f,g,h,i/j/k,l/m/n 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/S/T/U/V,W,X,Y/Z/a,b,c,d,e,f,g,h,i/j/k,l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

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Q6. At what age, if any, do you think schools should start to teach sex education, assuming it is tailored to the needs and age of their pupils?

All adults online aged 18+ in Great Britain

	Total (A)	Generations			
		Gen Z (B)	Millennials (C)	Gen X (D)	Baby Boomers (E)
Unweighted base	1127	158	305	290	325
Weighted base	1127	120	286	280	369
Ages 5-7	104 9%	8 6%	38 13% BE	28 10%	27 7%
Ages 8-10	299 27%	23 19%	85 30% B	86 31% B	90 24%
Ages 11-13	463 41%	54 45%	114 40%	112 40%	148 40%
Ages 14-16	155 14%	24 20% CD	31 11%	28 10%	60 16%
Ages 17-18	15 1%	5 4% E	5 2%	4 1%	1 *
Sex education should not be taught in schools at any age	20 2%	2 2%	2 1%	1 *	11 3% D
Don't know	65 6%	5 4%	9 3%	17 6%	32 9% C
Prefer not to say	7 1%	- -	2 1%	4 1%	1 *

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Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q7. To what extent, if at all, do you support or oppose teaching about LGBT sex and relationships as part of RSE in secondary schools?  
All adults online aged 18+ in Great Britain

	Gender			Age									Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	DNV / too young (n)
Unweighted base	1127	563	558	360	393	374	158	202	183	210	176	198	342	374	155	256	273	286	253	155	57	103	954	173	625	370	132	305	822	481	646	665	462	344	313	95	143	446	455	181
Weighted base	1127	548	573	315	372	441	120	194	179	193	176	265	279	348	184	316	268	293	262	151	54	98	944	183	640	332	155	284	843	347	780	666	461	372	295	89	136	407	507	164
Strongly support	327 29%	148 27%	175 31%	138 44% EFJKL	118 32% FIL	72 16% L	54 45% EFJKL	84 43% EFJKL	70 39% EFJKL	48 25% FL	40 23% FL	32 12%	86 31%	102 29%	53 29%	86 27%	88 33% T	82 28%	79 30%	33 22%	16 29% *	30 31% *	280 30%	47 26%	167 26%	127 38% Ya	34 22% *	85 30%	242 29%	121 35% e	207 27%	205 31%	122 26%	51 14%	137 46% hj	26 29% h*	52 38% h	161 40% m	95 19%	62 38% m
Tend to support	289 26%	136 25%	151 26%	70 22%	109 29% G	110 25%	23 19%	47 24%	54 30%	55 28%	43 25%	67 25%	78 28%	94 27%	43 23%	74 23%	70 26%	89 30%	60 23%	38 25%	13 23% *	19 20% *	240 25%	49 27%	177 28%	71 21%	41 26% *	82 29%	207 25%	103 30%	186 24%	179 27%	110 24%	102 28%	70 24%	34 38% ik*	25 19%	128 31% m	112 22%	38 23%
Neither support nor oppose	225 20%	117 21%	108 19%	50 16%	80 22%	94 21%	18 15%	32 16%	29 16%	51 26% DEGHK	30 17%	65 24% D	44 16%	68 19%	48 26% M	65 21%	50 19%	58 20%	63 24%	33 22%	6 12% *	14 14% *	190 20%	35 19%	143 22% z	51 15%	31 20% *	56 20%	168 20%	50 14%	175 22% d	142 21%	83 18%	94 25% ij	41 14%	12 13% *	26 19%	59 15%	128 25% ln	23 14%
Tend to oppose	124 11%	61 11%	63 11%	22 7%	34 9%	68 15% DEHI	11 9%	11 5%	14 8%	20 11%	26 15% DH	42 16% DH	32 12%	44 13%	14 7%	34 11%	29 11%	23 8%	27 10%	18 12%	14 27% QRSTV*	12 12% *	98 10%	26 14%	61 10%	37 11%	25 16% *	25 9%	99 12%	38 11%	86 11%	62 9%	62 13%	49 13% i	22 7%	15 16% i*	12 9%	32 8%	68 13% l	21 13%
Strongly oppose	107 9%	59 11%	48 8%	22 7%	17 5%	67 15% DEGHU	6 5%	16 8%	7 4%	11 5%	24 13% DEGIJ	44 16% DEGHU	23 8%	27 8%	22 12%	34 11%	25 9%	21 7%	19 7%	22 14% R	4 8% *	15 15% RS*	96 10%	11 6%	64 10%	24 7%	18 12% *	29 10%	78 9%	27 8%	80 10%	54 8%	53 12%	62 17% ij	15 5%	3 3% *	16 11% ij	19 5%	78 15% ln	6 4%
Don't know	45 4%	19 3%	26 4%	11 3%	9 3%	24 6% G	6 5%	5 2%	4 2%	5 3%	9 5%	15 6%	14 5%	10 3%	3 2%	18 6%	5 2%	15 5%	11 4%	6 4%	- 7% Q*	7 7% Q*	34 4%	10 6%	22 4%	17 5%	5 3% *	6 2%	38 5%	7 2%	38 5% d	17 3%	27 6% f	13 3%	9 3%	- 3% *	4 3%	7 2%	21 4% l	10 6% l
Prefer not to say	11 1%	8 2%	2 *	2 1%	4 1%	5 1%	1 1%	1 *	1 1%	3 1%	4 2%	1 *	1 *	3 1%	1 1%	6 2%	1 1%	4 2%	2 1%	1 1%	1 2% *	1 1% *	6 1%	4 2%	6 1%	4 1%	1 *	10 1%	2 1%	8 1%	7 1%	4 1%	1 *	1 *	- 1% *	1 1%	1 *	5 1%	3 2%	
Net: Support	616 55%	284 52%	326 57%	208 66% FKL	227 61% FKL	182 41%	77 64% FKL	131 67% FKL	124 69% EFJKL	103 53% FL	83 47% F	99 37%	164 59%	197 56%	96 52%	160 51%	158 59% T	171 58%	139 53%	70 46%	28 52% *	50 51% *	520 55%	96 53%	344 54%	198 60%	75 48% *	167 59%	450 53%	223 64% e	393 50%	385 58% g	232 50%	153 41%	207 70% hk	61 68% h*	77 57% h	289 71% m	207 41%	101 62% m
Net: Oppose	231 20%	120 22%	111 19%	44 14%	52 14%	135 31% DEGHU	17 15%	27 14%	21 12%	31 16%	50 28% DEGHU	85 32% DEGHU	56 20%	71 20%	36 19%	68 22%	54 20%	44 15%	46 18%	40 27% R	19 34% QRS*	27 27% R*	193 20%	37 20%	126 20%	62 19%	44 28% *	53 19%	177 21%	65 19%	166 21%	116 17%	115 25% f	112 30% i	37 13%	17 19% *	28 21%	51 13%	146 29% ln	27 17%
Net Diff	386 34%	164 30%	215 38%	164 52%	175 47%	46 11%	60 50%	104 54%	103 58%	72 37%	33 19%	13 5%	108 39%	126 36%	60 33%	92 29%	104 39%	126 43%	93 35%	30 20%	10 18%	23 23%	327 35%	59 32%	218 34%	136 41%	31 20%	113 40%	272 32%	158 46%	227 29%	269 40%	117 25%	42 11%	170 58%	43 48%	49 36%	238 58%	61 12%	74 45%

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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,R/S/T/U/V,W,X,Y/Z/a,b/c,d/e,f/g,h/i/j/k,l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

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**Public**  
**Fieldwork: 19-22 June 2020**  
**Adults online aged 18+ in GB**

Q7. To what extent, if at all, do you support or oppose teaching about LGBT sex and relationships as part of RSE in secondary schools?

All adults online aged 18+ in Great Britain

	Total (A)	Generations			
		Gen Z (B)	Millennials (C)	Gen X (D)	Baby Boomers (E)
Unweighted base	1127	158	305	290	325
Weighted base	1127	120	286	280	369
Strongly support	327 29%	54 45% DE	126 44% DE	76 27% E	69 19%
Tend to support	289 26%	23 19%	69 24%	87 31% B	90 24%
Neither support nor oppose	225 20%	18 15%	45 16%	68 24% BC	77 21%
Tend to oppose	124 11%	11 9%	20 7%	25 9%	55 15% C
Strongly oppose	107 9%	6 5%	19 7%	14 5%	55 15% BCD
Don't know	45 4%	6 5%	6 2%	8 3%	18 5%
Prefer not to say	11 1%	1 1%	2 1%	3 1%	5 1%

Net: Support	616 55%	77 64% E	194 68% DE	163 58% E	159 43%
Net: Oppose	231 20%	17 15%	39 14%	39 14%	110 30% BCD
Net Diff	386 34%	60 50%	155 54%	124 44%	49 13%

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Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q8. To what extent, if at all, do you support or oppose teaching about LGBT families as part of RE in primary schools?  
All adults online aged 18+ in Great Britain

	Gender			Age							Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote					
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	DNV / too young (n)
Unweighted base	1127	563	558	360	393	374	158	202	183	210	176	198	342	374	155	256	273	286	253	155	57	103	954	173	625	370	132	305	822	481	646	665	462	344	313	95	143	446	455	181
Weighted base	1127	548	573	315	372	441	120	194	179	193	176	265	279	348	184	316	268	293	262	151	54	98	944	183	640	332	155	284	843	347	780	666	461	372	295	89	136	407	507	164
Strongly support	309 27%	146 27%	158 28%	133 42% EFJKL	115 31% FKL	61 14%	54 45% EFJKL	79 41% EFJKL	68 38% EFJKL	46 24% FL	33 19% FL	28 10%	90 32%	90 26%	50 27%	78 25%	84 31%	77 26%	70 27%	32 21%	15 28% *	30 31% *	263 28%	46 25%	153 24%	119 36% Ya	36 23% *	81 29%	227 27%	119 34% e	190 24%	195 29%	113 25%	54 14%	129 44% hj	25 28% h*	45 33% h	155 38% m	84 17%	62 38% m
Tend to support	250 22%	105 19%	144 25% B	64 20%	88 24%	99 22%	19 16%	45 23%	42 24%	46 24%	40 23%	58 22%	67 24%	82 24%	46 25%	55 18%	55 21%	78 27%	64 24%	28 19%	10 19% *	15 16% *	209 22%	41 23%	156 24%	63 19%	32 21% *	69 24%	181 21%	85 25%	165 21%	167 25% g	84 18%	72 19%	68 23% h*	29 33% h*	31 22% h	115 28% mn	97 19%	31 19% m
Neither support nor oppose	228 20%	125 23%	103 18%	55 17%	91 25% D	83 19%	22 18%	33 17%	38 21%	54 28% DFGH	32 18%	50 19%	43 15%	67 19%	37 20%	82 26% M	49 18%	60 20%	52 20%	41 27% v	13 24% *	13 14% *	193 20%	36 20%	141 22%	62 19%	25 16% *	68 24%	160 19%	52 15%	176 23% d	142 21%	86 19%	88 24% i	43 14%	12 14% *	24 18%	64 16%	113 22% l	36 22%
Tend to oppose	138 12%	78 14%	59 10%	21 7%	34 9%	82 19% DEGHIU	9 8%	12 6%	17 9%	17 9%	31 18% DEGHIU	51 19% DEGHIU	32 12%	44 13%	19 10%	42 13%	29 11%	32 11%	39 15%	17 11%	6 11% *	15 15% *	111 12%	27 15%	85 13%	33 10%	19 12% *	27 9%	111 13%	43 12%	95 12%	68 10%	69 15% f	64 17% i	18 6%	14 16% i*	22 16% i	28 7%	95 19% ln	12 7%
Strongly oppose	129 11%	63 11%	66 12%	25 8%	25 7%	78 18% DEGHIUK	10 8%	15 8%	8 5%	17 9%	22 12% I	57 21% DEGHIU	32 12%	40 11%	26 14%	30 10%	38 14%	27 9%	23 9%	22 15%	7 12% *	12 12% *	111 12%	18 10%	66 10%	29 9%	34 22% YZ*	28 10%	101 12%	35 10%	94 12%	59 9%	70 15% f	75 20% ijk	24 8%	5 6% *	8 6% *	28 7%	85 17% ln	12 7%
Don't know	62 5%	22 4%	40 7%	13 4%	14 4%	34 8% EI	6 5%	7 4%	3 2%	11 5%	14 8% I	20 8% I	14 5%	23 7% O	3 2%	21 7%	10 4%	15 5%	12 4%	10 7%	2 4% *	12 12% QRS*	49 5%	12 7%	34 5%	22 7%	5 3% *	9 3%	53 6%	11 3%	50 6% d	26 4%	35 8% f	17 5%	12 4% *	4 4% *	6 4% *	15 4%	27 5%	9 6%
Prefer not to say	11 1%	9 2%	3 *	3 1%	4 1%	4 1%	- -	3 2%	3 1%	2 1%	3 2% *	1 *	- -	2 1%	2 1%	7 2% M	3 1%	3 1%	2 1%	2 1%	1 2% *	1 1% *	8 1%	3 2%	6 1%	3 1%	2 1% *	2 1%	10 1%	2 1%	9 1%	8 1%	3 1%	2 *	2 1%	- -	- -	2 *	5 1%	2 1%
Net: Support	559 50%	252 46%	302 53%	197 63% EFJKL	203 54% FKL	159 36%	73 61% FKL	124 64% EFJKL	111 62% EFJKL	92 48% FL	73 42%	86 32%	158 56% P	172 49%	96 52%	133 42%	139 52% T	155 53% T	134 51%	60 40%	26 47% *	46 47% *	472 50%	87 48%	308 48%	182 55%	68 44% *	151 53%	408 48%	204 59% e	355 46%	362 54% g	197 43%	126 34%	198 67% hk	54 60% h*	76 56% h	270 66% m	181 36%	93 57% m
Net: Oppose	267 24%	141 26%	126 22%	46 15%	60 16%	160 36% DEGHIUK	19 16%	27 14%	25 14%	35 18%	53 30% DEGHIU	108 41% DEGHIU	65 23%	84 24%	46 25%	73 23%	67 25%	59 20%	62 24%	39 26%	13 23% *	26 27% *	222 24%	44 24%	151 24%	62 19%	54 35% YZ*	54 19%	213 25%	77 22%	189 24%	128 19%	139 30% f	139 37% ijk	41 14%	19 21% *	30 22% *	56 14%	180 36% ln	24 15%
Net Diff	292 26%	111 20%	177 31%	151 48%	143 38%	-1 *	54 45%	97 50%	85 48%	57 30%	21 12%	-22 -8%	93 33%	88 25%	50 27%	61 19%	72 27%	96 33%	71 27%	21 14%	13 24%	19 20%	250 26%	43 23%	158 25%	120 36%	15 10%	97 34%	196 23%	126 36%	166 21%	234 35%	58 13%	-13 -4%	156 53%	35 39%	46 34%	215 53%	1 *	69 42%

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/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/i/j/k,l/m/n 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/S/T/U/V,W,X,Y/Z/a,b/c,d/e,f/g,h/i/j/k,l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

**Ipsos MORI LGBTQ+ Polling**

**Public**

**Fieldwork: 19-22 June 2020**

**Adults online aged 18+ in GB**

Q8. To what extent, if at all, do you support or oppose teaching about LGBT families as part of RE in primary schools?

All adults online aged 18+ in Great Britain

	Total (A)	Generations			
		Gen Z (B)	Millennials (C)	Gen X (D)	Baby Boomers (E)
Unweighted base	1127	158	305	290	325
Weighted base	1127	120	286	280	369
Strongly support	309 27%	54 45% DE	122 43% DE	72 26% E	58 16%
Tend to support	250 22%	19 16%	67 23%	66 24%	86 23%
Neither support nor oppose	228 20%	22 18%	42 15%	83 29% BCE	70 19%
Tend to oppose	138 12%	9 8%	22 8%	25 9%	70 19% BCD
Strongly oppose	129 11%	10 8%	19 7%	21 8%	55 15% CD
Don't know	62 5%	6 5%	9 3%	12 4%	27 7% C
Prefer not to say	11 1%	- -	6 2%	2 1%	4 1%

Net: Support	559 50%	73 61% DE	189 66% DE	138 49% E	143 39%
Net: Oppose	267 24%	19 16%	41 14%	46 16%	125 34% BCD
Net Diff	292 26%	54 45%	148 52%	92 33%	18 5%

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 Minimum Base: 30(\*\*) Small Base: 100(\*\*)

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

Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q9. How much, if any, discrimination do you think there is against Lesbian, Gay, Bisexual, Transgender and Queer/Questioning (LGBTQ+) people in Britain today?  
All adults online aged 18+ in Great Britain

	Gender			Age									Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote				
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	DNV / too young (n)	
Unweighted base	1127	563	558	360	393	374	158	202	183	210	176	198	342	374	155	256	273	286	253	155	57	103	954	173	625	370	132	305	822	481	646	665	462	344	313	95	143	446	455	181	
Weighted base	1127	548	573	315	372	441	120	194	179	193	176	265	279	348	184	316	268	293	262	151	54	98	944	183	640	332	155	284	843	347	780	666	461	372	295	89	136	407	507	164	
A great deal	186 16%	88 16%	96 17%	78 25% EFJKL	66 18% FKL	42 9%	27 22% FKL	51 26% EFJKL	35 20% FKL	31 16% FK	15 8%	27 10%	44 16%	52 15%	34 18%	57 18%	56 21% s	46 16%	29 11%	26 17%	12 23% s*	16 17%	163 13%	23 13%	92 14%	69 21% Y	25 16% *	63 22% c	123 15%	69 20%	117 15%	100 15%	86 19%	43 12%	82 28% hjk	12 13%	20 15%	88 22% m	70 14%	24 15%	
A fair amount	495 44%	235 43%	257 45%	157 50% E	153 41%	185 42%	61 51%	95 49%	74 41%	79 41%	106 45%	127 45%	154 44%	81 44%	133 42%	106 40%	119 41%	139 53% QR	67 44%	79 41%	67 44%	22 41% *	41 42% *	412 44%	83 45%	300 47%	139 42%	56 36% *	120 42%	374 44%	160 46%	335 43%	315 47% g	180 39%	134 36%	150 51% h	44 50% h*	68 50% h	206 51% m	196 39%	75 46%
Not very much	252 22%	130 24%	121 21%	49 16%	69 18%	134 30% DEGHU	21 17%	28 15%	32 18%	36 19%	52 29% DEGHU	82 31% DEGHU	67 24%	78 22%	45 24%	62 20%	55 20%	73 25%	60 23%	32 21%	10 18% *	22 22% *	202 21%	50 27%	143 22%	62 19%	47 30% z*	49 17%	203 24% b	73 21%	179 23%	143 21%	109 24%	131 35% ijk	33 11%	19 21% i*	22 16%	70 17%	142 28% l	34 21%	
None at all	50 4%	29 5%	21 4%	13 4%	17 5%	19 4%	5 4%	9 4%	8 5%	9 4%	9 5%	10 4%	9 3%	17 5%	6 3%	18 6%	14 5%	9 3%	10 4%	10 6%	- -	8 8% *	45 5%	5 3%	25 4%	20 6%	4 3% *	18 6%	32 4%	13 4%	37 5%	24 4%	25 6%	20 5%	11 4%	2 2% *	10 8%	9 2%	32 6% l	7 4%	
Don't know	129 11%	60 11%	69 12%	16 5%	60 16% DGH	54 12% DGH	6 5%	10 5%	26 15% DGH	33 17% DGH	19 11% D	34 13% DGH	32 11%	42 12%	18 10%	38 12%	33 12%	41 14%	24 9%	12 8%	8 15% *	11 11% *	110 12%	20 11%	71 11%	40 12%	18 12% *	29 10%	100 12%	30 9%	99 13%	77 12%	52 11%	40 11%	18 6%	12 14% i*	15 11%	32 8%	61 12%	20 12%	
Prefer not to say	16 1%	7 1%	9 2%	1 *	7 2%	7 2%	* *	1 *	3 2%	4 2%	2 1%	5 2%	1 *	4 1%	1 1%	9 3% M	4 2%	5 2%	- -	4 3% s	2 3% s*	1 1% *	13 1%	3 1%	8 1%	3 1%	5 3% *	5 2%	11 1%	3 1%	13 2%	8 1%	8 2%	4 1%	1 *	* *	- -	1 *	6 1%	3 2%	
Net: A great deal / a fair amount	681 60%	323 59%	353 62%	235 75% EFJKL	219 59%	227 51%	88 73% EFJKL	147 75% EFJKL	109 61%	110 57%	94 53%	133 50%	171 61%	206 59%	114 62%	189 60%	162 60%	165 56%	168 64%	94 62%	35 64% *	57 58% *	575 61%	106 58%	392 61%	207 62%	81 52% *	183 65%	497 59%	229 66% e	452 58%	414 62%	266 58%	177 48%	232 79% hjk	56 63% h*	88 65% h	294 72% mn	265 52%	99 61%	
Net: Not very much / none at all	302 27%	159 29%	142 25%	63 20%	86 23%	153 35% DEGHU	26 21%	37 19%	41 23%	45 23%	61 35% DEGHU	92 35% DEGHU	76 27%	95 27%	51 28%	80 25%	69 26%	82 28%	70 27%	42 28%	10 18% *	29 30% *	247 26%	55 30%	168 26%	82 25%	51 33% *	67 24%	235 28%	86 25%	215 28%	167 25%	134 29%	151 41% ijk	45 15%	21 23% *	33 24% i	79 19%	174 34% l	42 25%	
Net Diff	379 34%	164 30%	211 37%	172 55%	134 36%	73 17%	62 52%	110 56%	68 38%	65 34%	33 19%	41 15%	95 34%	111 32%	64 35%	110 35%	93 35%	83 28%	98 37%	52 34%	25 45%	28 28%	328 35%	51 28%	224 35%	125 38%	30 19%	117 41%	262 31%	142 41%	237 30%	247 37%	132 29%	26 7%	188 64%	35 40%	56 41%	216 53%	91 18%	57 35%	

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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/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h,i/j/k,l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI LGBTQ+ Polling

Public

Fieldwork: 19-22 June 2020

Adults online aged 18+ in GB

Q9. How much, if any, discrimination do you think there is against Lesbian, Gay, Bisexual, Transgender and Queer/Questioning (LGBTQ+) people in Britain today?

All adults online aged 18+ in Great Britain

	Total (A)	Generations			
		Gen Z (B)	Millennials (C)	Gen X (D)	Baby Boomers (E)
Unweighted base	1127	158	305	290	325
Weighted base	1127	120	286	280	369
A great deal	186 16%	27 22% DE	78 27% DE	39 14%	38 10%
A fair amount	495 44%	61 51%	132 46%	116 41%	162 44%
Not very much	252 22%	21 17%	42 15%	55 19%	101 27% BCD
None at all	50 4%	5 4%	10 3%	16 6%	17 5%
Don't know	129 11%	6 5%	19 7%	50 18% BC	44 12% B
Prefer not to say	16 1%	* *	4 1%	4 2%	7 2%

Net: A great deal / a fair amount	681 60%	88 73% DE	210 74% DE	155 55%	200 54%
Net: Not very much / none at all	302 27%	26 21%	52 18%	70 25%	119 32% BC
Net Diff	379 34%	62 52%	158 55%	85 30%	81 22%

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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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



Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q10. Thinking about the rights of Lesbian, Gay, Bisexual, Transgender and Queer/Questioning (LGBTQ+) communities in Britain, which of the following comes closer to your view?  
All adults online aged 18+ in Great Britain

	Gender			Age									Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	DNV / too young (n)
Unweighted base	1127	563	558	360	393	374	158	202	183	210	176	198	342	374	155	256	273	286	253	155	57	103	954	173	625	370	132	305	822	481	646	665	462	344	313	95	143	446	455	181
Weighted base	1127	548	573	315	372	441	120	194	179	193	176	265	279	348	184	316	268	293	262	151	54	98	944	183	640	332	155	284	843	347	780	666	461	372	295	89	136	407	507	164
LGBTQ+ rights have gone too far in Britain	207 18%	118 22% C	89 16%	43 14%	48 13%	116 26% DEGHU	15 12%	28 14%	21 11%	28 14%	39 22% DEGI	77 29% DEGHU	45 16%	64 18%	40 22%	59 19%	58 22% R	36 12%	49 19%	28 19%	16 29% R*	20 21% *	177 19%	30 17%	127 20% Z	46 14%	34 22% *	50 18%	158 19%	53 15%	155 20%	114 17%	94 20%	114 31% ijk	37 13%	12 14% *	19 14%	45 11%	141 28% ln	18 11%
LGBTQ+ rights haven't gone far enough in Britain	300 27%	155 28%	141 25%	130 41% EFJKL	111 30% FJKL	59 13%	57 47% EFJKL	74 38% FJKL	66 37% EFJKL	45 23% FKL	23 13%	35 13%	87 31% P	92 27%	49 26%	72 23%	74 28%	94 32% TV	64 24%	31 21%	17 31% *	19 20% *	250 27%	49 27%	157 25%	112 34% Ya	31 20% *	85 30%	215 25%	121 35% e	179 23%	182 27%	118 26%	49 13%	133 45% hjk	22 25% h*	41 30% h	157 39% m	83 16%	55 34% m
LGBTQ+ rights have gone as far as it should go	283 25%	117 21%	164 29% B	63 20%	77 21% I	143 32% DEGHI	26 22%	37 19%	26 15%	51 26% EI	61 35% DEGHI	82 31% DEHI	83 30% P	90 26%	47 25%	63 20%	70 26%	76 26%	61 23%	44 29%	11 21% *	20 21% *	236 25%	47 25%	170 27%	74 22%	38 25% *	53 19%	230 27% b	92 27%	191 24%	162 24%	121 26%	118 32% i	58 19%	32 36% i*	37 27%	94 23%	158 31% ln	28 17%
Don't know	313 28%	144 26%	169 30%	73 23% G	125 34% DG	115 26% G	20 17%	54 28% DG	64 36% DG	61 32% DG	47 27%	69 26%	58 21%	93 27%	48 26%	114 36% MN	61 23%	82 28%	81 31%	44 29%	9 17% *	36 37% QU*	260 27%	54 30%	174 27%	92 28%	48 31% *	90 32%	224 27%	76 22%	237 30% d	193 29%	121 26%	87 23%	64 21%	22 25% *	37 27%	105 26%	117 23%	59 36% lm
Prefer not to say	23 2%	14 2%	10 2%	5 2%	11 3%	8 2%	2 2%	2 1%	3 1%	8 4% L	5 3%	2 1%	6 2%	9 3%	1 1%	8 2%	5 2%	5 2%	6 2%	3 2%	1 2% *	3 3% *	21 2%	2 1%	12 2%	8 2%	4 2% *	6 2%	17 2%	5 2%	18 2%	16 2%	8 2%	5 1%	4 1%	1 1% *	2 1%	6 1%	8 2%	3 2%

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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/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h,i/j/k,l/m/n 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/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h,i/j/k,l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

**Ipsos MORI LGBTQ+ Polling**

**Public**

**Fieldwork: 19-22 June 2020**

**Adults online aged 18+ in GB**

Q10. Thinking about the rights of Lesbian, Gay, Bisexual, Transgender and Queer/Questioning (LGBTQ+) communities in Britain, which of the following comes closer to your view?

All adults online aged 18+ in Great Britain

	Total	Generations			
		Gen Z	Millennials	Gen X	Baby Boomers
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1127	158	305	290	325
Weighted base	1127	120	286	280	369
LGBTQ+ rights have gone too far in Britain	207 18%	15 12%	39 14%	37 13%	93 25% BCD
LGBTQ+ rights haven't gone far enough in Britain	300 27%	57 47% DE	110 38% DE	75 27% E	53 14%
LGBTQ+ rights have gone as far as it should go	283 25%	26 22%	49 17%	65 23%	113 31% C
Don't know	313 28%	20 17%	83 29% B	95 34% B	104 28% B
Prefer not to say	23 2%	2 2%	5 2%	8 3%	6 2%

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 Minimum Base: 30(\*\*) Small Base: 100(\*)*

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

Ipsos MORI LGBTQ+ Polling

Public

Fieldwork: 19-22 June 2020

Adults online aged 18+ in GB

Q11. How much, if anything, have you heard about the following... - Summary

All adults online aged 18+ in Great Britain

	Q11. How much, if anything, have you heard about the following...		
	Pansexuality (A)	Bisexuality (B)	Asexuality (C)
Unweighted base	1127	1127	1127
Weighted base	1127	1127	1127
A great deal (4)	42 4% B	21 2% AB	75 7% AB
A fair amount (3)	172 15% B	55 5% AB	232 21% AB
Not very much (2)	218 19% B	173 15% AB	305 27% AB
Heard of but know nothing about (1)	243 22% B	150 13% AB	219 19% B
Never heard of (0)	398 35% C	651 58% AC	251 22% AB
Don't know	49 4% AB	69 6% AC	41 4% AB
Prefer not to say	5 * AB	7 1% AB	3 * AB

Net: A great deal / a fair amount	214 19% B	77 7% AB	307 27% AB
Net: Not very much / Heard of	462 41% B	323 29% AB	524 46% AB
Net: Not very much / Heard of / Never heard of	859 76% C	974 86% AC	775 69% AB
Net Diff	-646 -57%	-897 -80%	-468 -42%

Mean	1.27 B	0.71 AB	1.69 AB
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Complies with 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q11. How much, if anything, have you heard about the following... - Pansexuality  
All adults online aged 18+ in Great Britain

	Gender			Age						Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote						
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	DNV / too young (n)
Unweighted base	1127	563	558	360	393	374	158	202	183	210	176	342	374	155	256	273	286	253	155	57	103	954	173	625	370	132	305	822	481	646	665	462	344	313	95	143	446	455	181	
Weighted base	1127	548	573	315	372	441	120	194	179	193	176	279	348	184	316	268	293	262	151	54	98	944	183	640	332	155	284	843	347	780	666	461	372	295	89	136	407	507	164	
A great deal (4)	42 4%	15 3%	26 4%	35 11% EFUJL	5 1%	1 *	19 16% DEFHUKL	16 8% EFUJL	1 1%	4 2% FL	1 1%	- -	13 5%	16 5%	4 2%	8 3%	6 2%	12 4%	12 5%	8 5%	2 3%	2 2%	38 4%	4 2%	18 3%	23 7% Ya	1 *	10 3%	32 4%	15 4%	27 3%	27 4%	15 3%	6 2%	23 8% h	3 3% *	8 6% h	20 5%	13 3%	9 5%
A fair amount (3)	172 15%	96 18%	75 13%	86 27% EFJKL	63 17% FKL	23 5%	39 32% EFJKL	47 24% FKL	40 22% FKL	23 12% FL	8 8% F	58 21% NP	50 14%	28 15%	35 11%	38 14%	47 16%	37 14%	20 13%	13 25% *	17 18% *	146 15%	26 14%	100 16% a	61 19% a	11 7% *	59 21% c	113 13% e	73 21% e	99 13% g	124 19% g	48 10% g	35 9% h	64 22% h	12 13% *	25 19% h	19% h	87 21% m	41 8% m	38 23% m
Not very much (2)	218 19%	107 20%	107 19%	77 25% EFJL	63 17% EFJL	78 18% EFJL	23 19% EFJL	54 28% EFJL	34 19% EFJL	29 15% EFJL	37 21% EFJL	42 16% NP	72 26% NP	62 18% NP	31 17% NP	54 17% NP	45 17% NP	37 13% QRU	27 28% QRU	39 26% RU	5 10% *	22 22% *	191 20%	27 15%	130 20%	61 19% a	27 17% *	57 20% c	162 19% e	83 24% e	135 17% g	141 21% g	77 17% g	48 13% h	65 22% h	26 29% h*	32 24% h	101 25% m	79 16% m	33 20% m
Heard of but know nothing about (1)	243 22%	124 23%	119 21%	53 17% DFGHL	105 28% L	86 20% L	21 18% L	32 16% L	53 29% DFGHL	52 27% DHL	50 28% DFGHL	36 14% M	42 15% M	89 26% M	35 19% M	78 25% M	60 22% SU	83 28% SU	50 19% SU	28 18% SU	6 10% *	17 17% *	213 23%	31 17%	130 20%	78 23% *	36 23% *	62 22% *	182 22% *	75 22% *	168 22% *	165 25% g	78 17% g	103 28% ij	57 19% ij	14 16% *	25 18% *	89 22% m	120 24% m	26 16% m
Never heard of (0)	398 35%	181 33%	217 38%	48 15% G	113 30% DGH	236 54% DEGHUK	10 8% DG	39 20% DG	36 20% G	76 40% DEGHI	68 39% DGH	168 64% DEFGHIJK	84 30% M	117 34% M	77 42% M	119 38% M	105 39% M	103 35% M	82 31% M	45 30% M	26 48% ST*	37 37% *	309 33%	89 48% W	235 37% z	92 28% z	71 46% z*	74 26% b	323 38% b	88 25% d	309 40% d	181 27% f	217 47% f	163 44% ik	76 26% *	30 34% *	43 32% *	100 24% m	232 46% in	47 29% m
Don't know	49 4%	24 4%	26 4%	14 4% F	23 6% F	12 3% F	8 7% F	5 3% FHL	15 8% FHL	8 4% FHL	5 3% FHL	7 3% FHL	9 3% FHL	13 4% FHL	9 5% FHL	18 6% FHL	14 5% FHL	11 4% FHL	10 4% FHL	8 6% FHL	2 3% *	4 4% *	45 5% FHL	5 3% FHL	27 4% FHL	15 5% FHL	7 5% FHL	22 8% c	28 3% c	11 3% c	38 5% c	27 4% c	22 5% c	13 3% c	10 4% c	4 4% *	3 2% *	11 3% c	18 4% c	10 6% c
Prefer not to say	5 *	1 *	4 1%	1 *	- -	3 1%	* *	1 *	- -	- -	- -	3 1%	* *	1 *	- -	3 1%	- -	- -	4 2% QRS	1 2% *	- -	4 *	1 *	1 *	* *	3 2% y*	- -	5 1%	1 *	4 *	1 *	4 1%	3 1%	- -	- -	- -	- -	3 1%	* *	* *
Net: A great deal / a fair amount	214 19%	111 20%	100 18%	121 39% EFHUKL	69 18% FKL	24 5%	57 48% DEFHUKL	64 33% EFJKL	41 23% FKL	27 14% FL	16 9% FL	8 3%	72 26% P	66 19% P	32 18% P	44 14% P	44 17% P	59 20% P	49 19% P	28 18% P	15 27% *	19 19% *	184 19%	30 17%	117 18% a	85 26% Ya	12 8% *	69 24% c	145 17% e	88 25% e	126 16% g	151 23% g	63 14% g	41 11% h	87 29% hj	15 17% *	33 24% h	106 26% m	55 11% m	47 29% m
Net: Not very much / Heard of	462 41%	231 42%	226 40%	130 41% L	167 45% L	165 37% L	44 37% L	86 44% L	87 48% L	81 42% L	87 49% FGL	78 29% M	114 41% M	151 43% M	65 35% M	132 42% M	105 39% U	120 41% U	121 46% U	67 44% U	11 20% *	39 39% U*	403 43% X	58 32% X	260 41% Z	139 42% Z	62 40% *	118 42% Z	343 41% Z	158 46% e	303 39% g	306 46% g	155 34% g	151 41% g	122 41% g	40 45% *	57 42% n	190 47% n	199 39% n	59 36% n
Net: Not very much / Heard of / Never heard of	859 76%	412 75%	443 77%	178 57% G	280 75% DGH	401 91% DEGHU	54 45% DG	125 64% DG	123 69% DG	157 81% DEGHI	155 88% DEGHI	246 93% DEGHU	198 71% M	268 77% M	142 77% M	251 80% M	210 78% M	223 76% M	203 77% M	111 74% M	37 68% *	75 77% *	712 75% Z	147 81% Z	495 77% Z	231 70% Z	133 86% z*	193 68% b	666 79% b	247 71% d	613 79% d	487 73% f	372 81% f	315 85% ik	198 67% *	70 79% *	100 74% *	290 71% m	431 85% in	107 65% m
Net Diff	-646 -57%	-301 -55%	-343 -60%	-57 -18%	-211 -57%	-377 -86%	4 3%	-61 -31%	-82 -46%	-129 -67%	-139 -79%	-238 -90%	-126 -45%	-202 -58%	-110 -60%	-208 -66%	-165 -62%	-164 -56%	-154 -59%	-84 -55%	-22 -41%	-57 -58%	-529 -56%	-117 -64%	-378 -59%	-146 -44%	-121 -78%	-124 -44%	-522 -62%	-159 -46%	-487 -62%	-336 -50%	-309 -67%	-274 -74%	-111 -38%	-55 -62%	-67 -49%	-184 -45%	-376 -74%	-60 -37%
Mean	1.27	1.31	1.22	2.02 EFHUKL	1.27 FKL	0.74 L	2.32 DEFHUKL	1.84 EFUJL	1.49 EFJKL*	1.06 FL	1.01 FL	0.57	1.54 NOP	1.28	1.13	1.10	1.14	1.23	1.40 Q	1.41 *	1.20 *	1.25 *	1.32 X	1.02	1.24 a	1.51 Ya	0.86 *	1.50 c	1.20	1.56 e	1.14	1.45 g	1.00	0.92	1.65 h	1.33 h*	1.47 h	1.59 m	0.94	1.58 m

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,R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/i/j/k,l/m/n 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/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/i/j/k,l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI LGBTQ+ Polling

Public

Fieldwork: 19-22 June 2020

Adults online aged 18+ in GB

Q11. How much, if anything, have you heard about the following... - Pansexuality

All adults online aged 18+ in Great Britain

	Total (A)	Generations			
		Gen Z (B)	Millennials (C)	Gen X (D)	Baby Boomers (E)
Unweighted base	1127	158	305	290	325
Weighted base	1127	120	286	280	369
A great deal (4)	42 4%	19 16% CDE	17 6% DE	5 2%	1 *
A fair amount (3)	172 15%	39 32% DE	69 24% DE	42 15% E	19 5%
Not very much (2)	218 19%	23 19%	73 26% D	44 16%	72 19%
Heard of but know nothing about (1)	243 22%	21 18%	57 20%	79 28% BC	81 22%
Never heard of (0)	398 35%	10 8%	55 19% B	96 34% BC	181 49% BCD
Don't know	49 4%	8 7%	14 5%	15 5%	12 3%
Prefer not to say	5 *	* *	1 *	- -	3 1%

Net: A great deal / a fair amount	214 19%	57 48% CDE	86 30% DE	46 17% E	20 5%
Net: Not very much / Heard of	462 41%	44 37%	130 45%	123 44%	152 41%
Net: Not very much / Heard of / Never heard of	859 76%	54 45%	185 65% B	219 78% BC	334 90% BCD
Net Diff	-646 -57%	4 3%	-99 -35%	-173 -62%	-314 -85%

Mean	1.27	2.32 CDE	1.76 DE	1.17 E	0.81
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: 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q11. How much, if anything, have you heard about the following... - Omnisexuality  
All adults online aged 18+ in Great Britain

	Gender			Age									Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	DNV / too young (n)
Unweighted base	1127	563	558	360	393	374	158	202	183	210	176	198	342	374	155	256	273	286	253	155	57	103	954	173	625	370	132	305	822	481	646	665	462	344	313	95	143	446	455	181
Weighted base	1127	548	573	315	372	441	120	194	179	193	176	265	279	348	184	316	268	293	262	151	54	98	944	183	640	332	155	284	843	347	780	666	461	372	295	89	136	407	507	164
A great deal (4)	21 2%	16 3%	6 1%	16 5%	3 1%	2 *	11 9%	5 3%	1 1%	2 1%	1 1%	1 *	8 3%	8 2%	3 1%	2 1%	8 3%	5 2%	6 2%	3 2%	- -	- -	18 2%	3 2%	13 2%	7 2%	1 *	11 4%	10 1%	7 2%	14 2%	17 3%	5 1%	6 2%	8 3%	1 1%	4 3%	9 2%	10 2%	2 1%
A fair amount (3)	55 5%	33 6%	21 4%	30 9%	18 5%	7 2%	10 8%	20 10%	13 7%	5 3%	3 1%	5 2%	17 6%	17 5%	12 6%	10 3%	5 2%	9 3%	21 8%	13 8%	4 7%	4 4%	51 5%	4 2%	35 6%	18 5%	2 1%	25 9%	31 4%	24 7%	31 4%	44 7%	11 2%	15 4%	15 5%	4 4%	13 10%	24 6%	22 4%	7 4%
Not very much (2)	173 15%	90 16%	79 14%	58 19%	54 14%	61 14%	20 17%	38 20%	33 19%	20 11%	33 19%	29 11%	63 23%	47 14%	19 10%	44 14%	35 13%	33 11%	46 17%	30 20%	9 17%	20 20%	143 15%	30 17%	108 17%	40 12%	26 17%	53 19%	120 14%	104 13%	114 17%	59 13%	43 12%	64 22%	20 22%	22 16%	82 20%	58 11%	30 18%	
Heard of but know nothing about (1)	150 13%	86 16%	64 11%	47 15%	58 16%	45 10%	24 20%	23 12%	27 15%	31 16%	21 12%	24 9%	38 14%	57 16%	17 9%	38 12%	36 13%	45 15%	36 14%	17 11%	5 10%	11 11%	127 13%	23 13%	79 12%	55 17%	16 10%	41 15%	109 13%	49 14%	101 13%	96 14%	54 12%	47 13%	44 15%	7 8%	21 16%	59 14%	63 12%	19 12%
Never heard of (0)	651 58%	284 52%	366 64%	140 45%	206 55%	305 69%	43 35%	98 50%	81 45%	125 65%	109 62%	196 74%	139 50%	199 57%	118 64%	195 62%	160 60%	185 63%	138 53%	76 50%	33 60%	59 60%	539 57%	112 61%	368 58%	184 56%	98 63%	135 48%	516 61%	179 52%	471 60%	353 53%	298 65%	232 62%	147 50%	53 59%	74 54%	209 51%	325 64%	93 57%
Don't know	69 6%	37 7%	32 6%	20 6%	33 9%	16 4%	12 10%	8 4%	24 13%	10 5%	8 4%	8 3%	11 4%	18 5%	17 9%	23 7%	24 9%	17 6%	15 6%	8 5%	2 4%	4 4%	60 6%	8 5%	34 5%	25 8%	9 6%	18 6%	51 6%	16 5%	52 7%	41 6%	28 6%	23 6%	17 6%	5 5%	3 2%	23 6%	25 5%	11 7%
Prefer not to say	7 1%	3 *	5 1%	3 1%	- -	4 1%	1 1%	2 1%	- -	- -	1 1%	3 1%	3 *	1 *	- -	3 1%	1 *	- -	4 3%	1 2%	1 1%	6 1%	1 *	2 *	2 1%	3 2%	- -	7 1%	2 1%	5 1%	2 *	5 1%	5 1%	1 *	- -	- -	- -	4 1%	2 1%	
Net: A great deal / a fair amount	77 7%	49 9%	27 5%	46 15%	21 6%	9 2%	21 17%	26 13%	14 8%	7 4%	4 2%	6 2%	25 9%	25 7%	14 8%	12 4%	13 5%	14 5%	27 10%	16 10%	4 7%	4 4%	69 7%	8 4%	49 8%	25 8%	3 2%	35 12%	41 5%	31 9%	46 6%	61 9%	16 3%	21 6%	23 8%	5 6%	17 12%	34 8%	31 6%	9 5%
Net: Not very much / Heard of	323 29%	176 32%	143 25%	105 33%	112 30%	106 24%	44 37%	61 31%	61 34%	51 27%	54 31%	52 20%	101 36%	105 30%	35 19%	82 26%	71 26%	78 26%	82 31%	47 31%	15 28%	30 31%	270 29%	53 29%	187 29%	94 28%	42 27%	95 33%	229 27%	118 34%	205 26%	210 31%	114 25%	90 24%	108 36%	27 30%	43 32%	141 35%	121 24%	49 30%
Net: Not very much / Heard of / Never heard of	974 86%	460 84%	509 89%	246 78%	317 85%	411 93%	87 72%	159 82%	141 79%	176 91%	163 93%	248 94%	240 86%	304 87%	153 83%	278 88%	231 86%	263 90%	220 84%	123 82%	48 87%	90 91%	809 86%	165 91%	555 87%	279 84%	140 90%	230 81%	744 88%	298 86%	676 87%	563 84%	411 89%	323 87%	254 86%	80 89%	117 86%	350 86%	446 88%	142 87%
Net Diff	-897 -80%	-411 -75%	-482 -84%	-199 -63%	-296 -80%	-402 -91%	-66 -55%	-133 -68%	-127 -71%	-169 -88%	-159 -91%	-243 -92%	-215 -77%	-278 -80%	-139 -75%	-266 -84%	-218 -81%	-249 -85%	-193 -74%	-108 -71%	-44 -81%	-86 -88%	-740 -78%	-158 -86%	-506 -79%	-254 -77%	-137 -88%	-195 -69%	-703 -83%	-267 -77%	-631 -81%	-502 -75%	-395 -86%	-302 -81%	-231 -78%	-75 -84%	-100 -74%	-316 -78%	-415 -82%	-133 -81%
Mean	0.71	0.84 C	0.58	1.09 EFJKL	0.69 FIL	0.47	1.28 EFJKL	0.98 EFJKL	0.89 EFJKL*	0.51	0.59 F	0.39	0.93 NOP	0.72	0.59 *	0.57	0.63	0.57	0.87 QR	0.91 QR*	0.69 *	0.65 *	0.73	0.64	0.75	0.71	0.54 *	1.00 c	0.62	0.88 e	0.64	0.84 g	0.53	0.59	0.90 h	0.74 *	0.89 h	0.87 m	0.59	0.71

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/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/i/j/k,l/m/n 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/S/T/U/V,W,X,Y/Z/a,b/c,d/e,f/g,h/i/j/k,l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q11. How much, if anything, have you heard about the following... - Omnisexuality  
All adults online aged 18+ in Great Britain

	Total (A)	Generations			
		Gen Z (B)	Millennials (C)	Gen X (D)	Baby Boomers (E)
Unweighted base	1127	158	305	290	325
Weighted base	1127	120	286	280	369
A great deal (4)	21 2%	11 9% CDE	6 2%	2 1%	2 *
A fair amount (3)	55 5%	10 8% DE	29 10% DE	9 3%	6 2%
Not very much (2)	173 15%	20 17%	54 19%	38 14%	54 15%
Heard of but know nothing about (1)	150 13%	24 20% CE	35 12%	46 16%	40 11%
Never heard of (0)	651 58%	43 35%	142 50% B	162 58% B	250 68% BCD
Don't know	69 6%	12 10% E	18 6%	23 8% E	13 4%
Prefer not to say	7 1%	1 1%	2 1%	- -	4 1%

Net: A great deal / a fair amount	77 7%	21 17% DE	36 13% DE	11 4%	8 2%
Net: Not very much / Heard of	323 29%	44 37% E	88 31%	84 30%	93 25%
Net: Not very much / Heard of / Never heard of	974 86%	87 72%	230 80%	246 88% BC	343 93% BC
Net Diff	-897 -80%	-66 -55%	-194 -68%	-235 -84%	-335 -91%

Mean	0.71	1.28 CDE	0.96 DE	0.61	0.49
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: 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q11. How much, if anything, have you heard about the following... - Asexuality  
All adults online aged 18+ in Great Britain

	Gender			Age									Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote				
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	DNV / too young (n)	
Unweighted base	1127	563	558	360	393	374	158	202	183	210	176	198	342	374	155	256	273	286	253	155	57	103	954	173	625	370	132	305	822	481	646	665	462	344	313	95	143	446	455	181	
Weighted base	1127	548	573	315	372	441	120	194	179	193	176	265	279	348	184	316	268	293	262	151	54	98	944	183	640	332	155	284	843	347	780	666	461	372	295	89	136	407	507	164	
A great deal (4)	75 7%	42 8%	31 5%	51 16% EFHUKL	20 5% FIL	4 1%	26 22% DEFHUKL	24 13% EFJKL	13 7% FKL	7 3% FL	3 2%	1 *	22 8%	27 8%	12 7%	13 4%	23 9%	15 5%	15 6%	12 8%	4 7% *	7 7% *	70 7% X	5 3%	36 6% a	38 11% Ya	1 1% *	19 7%	56 7%	32 9% e	43 6%	52 8%	23 5%	10 3%	32 11% h	3 4% *	16 12% h	37 9% m	20 4%	17 10% m	
A fair amount (3)	232 21%	113 21%	118 21%	101 32% EFJKL	78 21% FIL	53 12%	43 36% DEFHUKL	58 30% EFJKL	48 27% FKL	30 15%	28 16%	25 10%	74 26% OP	73 21%	28 15%	57 18%	48 18%	56 19%	63 24%	28 19%	12 23% *	24 25% *	194 21%	38 21%	135 21%	75 23%	22 14% *	70 25%	162 19%	92 26% e	140 18%	167 25% g	65 14%	56 15%	86 29% h	18 20% *	29 21%	120 30% m	64 13%	40 24% m	
Not very much (2)	305 27%	145 27%	156 27%	68 21% G	88 24% G	149 34% DEGJ	16 13%	52 27% DG	42 24% G	46 24% G	61 35% DEGJ	87 33% DEG	88 32%	90 26%	49 27%	77 25%	58 22%	87 30%	72 27%	50 33% q	16 29% *	23 23% *	243 26%	62 34%	176 27%	80 24%	49 31% *	65 23%	240 28%	111 32% e	194 25%	184 28%	121 26%	97 26%	93 31%	34 38% nk*	33 24%	127 31% n	134 26%	35 21%	
Heard of but know nothing about (1)	219 19%	114 21%	106 18%	41 13% DGH	94 25% DGH	84 19%	15 12%	27 14%	38 21% D	56 29% DFGHL	35 20%	49 19%	44 16%	82 24% M	37 20%	57 18%	59 22%	51 17%	61 23%	25 17%	7 12% *	17 17% *	197 21% X	22 12%	133 21%	60 18%	27 17% *	60 21%	159 19%	60 17%	159 20%	140 21%	79 17%	88 24% i	38 13%	17 19% *	30 22% i	60 15%	128 25% In	22 14%	
Never heard of (0)	251 22%	110 20%	142 25%	42 13% DGI	73 20% DGI	137 31% DEGHIK	13 11%	29 15%	24 14%	48 25% DEGHI	42 24% DGI	94 36% DEGHUK	42 15%	65 19%	53 29% MN	92 29% MN	70 26% s	73 25%	45 17%	27 18%	13 23% *	24 25% *	202 21%	49 27%	143 22%	63 19%	46 29% z*	55 19%	196 23%	40 12%	211 27% d	99 15%	153 33% f	104 28% ij	39 13%	14 15% *	25 18%	53 13%	140 28% l	43 26% l	
Don't know	41 4%	23 4%	19 3%	10 3% J	20 5% J	12 3%	6 5%	4 2%	13 7% FH	7 3%	5 3%	7 3%	7 3%	9 3%	5 3%	20 6%	10 4%	12 4%	7 3%	7 5%	3 5% *	2 2% *	35 4%	6 3%	17 3%	13 4%	11 7% y*	15 5%	26 3%	12 3%	29 4%	24 4%	18 4%	17 4%	6 2%	3 3% *	3 2%	8 2%	20 4%	5 3%	
Prefer not to say	3 *	2 *	2 *	2 1%	- -	1 *	1 1%	1 *	- -	- -	1 1%	- -	1 1%	2 1%	- -	- -	- -	- -	- -	2 2%	1 2% *	- -	2 1%	1 1%	2 1%	- -	- -	3 *	1 *	2 *	1 *	2 1%	1 *	1 *	- -	- -	1 *	- -	1 *	- -	1 1%
Net: A great deal / a fair amount	307 27%	155 28%	149 26%	152 48% EFHUKL	98 26% FIL	57 13%	70 58% DEFHUKL	82 42% EFJKL	61 34% EFJKL	36 19% L	31 18% F	26 10%	96 34% OP	101 29%	40 22%	70 22%	71 27%	71 24%	78 30%	40 26%	16 29% *	32 32% *	265 28%	43 23%	171 27% a	113 34% Ya	23 15% *	89 31%	218 26%	123 36% e	184 24%	219 33% g	88 19%	66 18%	118 40% hj	22 24% *	45 33% h	157 39% m	85 17%	57 35% m	
Net: Not very much / Heard of	524 46%	259 47%	262 46%	109 35% G	182 49% DG	233 53% DGH	30 25%	79 40% DG	80 45% G	101 53% DGH	96 55% DGH	137 52% DGH	133 48%	171 49%	86 47%	134 42%	117 44%	138 47%	132 50%	75 49%	22 41% *	40 41% *	440 47%	84 46%	308 48%	140 42%	76 49% *	124 44%	399 47%	171 49%	353 45%	324 49%	200 43%	185 50%	131 44%	51 57% *	63 46%	187 46% n	262 52% n	57 35%	
Net: Not very much / Heard of / Never heard of	775 69%	369 67%	403 70%	151 48% G	255 68% DGH	370 84% DEGHIK	44 36%	107 55% DG	105 58% G	150 78% DEGHI	139 79% DEGHI	231 87% DEGHU	175 63%	236 68%	139 75% M	226 72% M	187 70%	210 72%	177 68%	102 67%	35 64% *	64 65% *	642 68%	133 73%	451 70% z	203 61%	121 78% z*	179 63%	596 71% b	211 61%	564 72% d	423 63%	353 77% f	289 78% ik	170 57%	65 73% i*	88 65%	240 59%	402 79% In	100 61%	
Net Diff	-468 -42%	-214 -39%	-254 -44%	1 *	-157 -42%	-313 -71%	26 22%	-25 -13%	-43 -24%	-114 -59%	-107 -61%	-205 -77%	-79 -28%	-136 -39%	-98 -53%	-156 -49%	-116 -43%	-139 -48%	-100 -38%	-62 -41%	-19 -35%	-33 -33%	-378 -40%	-90 -50%	-280 -44%	-90 -27%	-99 -64%	-90 -32%	-378 -45%	-87 -25%	-381 -49%	-204 -31%	-264 -57%	-223 -60%	-51 -17%	-43 -49%	-43 -31%	-83 -20%	-318 -63%	-43 -26%	
Mean	1.69	1.74	1.62	2.26 EFHUKL	1.66 FIL	1.31	2.48 DEFHUKL	2.12 EFJKL	1.93 EFJKL*	1.41	1.50 FL	1.18	1.96 OP	1.75 P	1.50	1.47	1.60	1.61	1.77	1.80 *	1.76 *	1.72 *	1.71	1.58	1.66 a	1.89 Ya	1.35 *	1.77	1.66	2.05 e	1.53	1.90 g	1.38	1.38	2.12 hj	1.78 h*	1.86 h	2.07 mn	1.38	1.79 m	

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,R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/i/j/k,l/m/n 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/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/i/j/k,l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)



Ipsos MORI LGBTQ+ Polling

Public

Fieldwork: 19-22 June 2020

Adults online aged 18+ in GB

Q11. How much, if anything, have you heard about the following... - Asexuality

All adults online aged 18+ in Great Britain

	Generations				
	Total (A)	Gen Z (B)	Millennials (C)	Gen X (D)	Baby Boomers (E)
Unweighted base	1127	158	305	290	325
Weighted base	1127	120	286	280	369
A great deal (4)	75 7%	26 22% CDE	32 11% DE	12 4% E	3 1%
A fair amount (3)	232 21%	43 36% DE	84 30% DE	51 18%	47 13%
Not very much (2)	305 27%	16 13%	77 27% B	63 23% B	125 34% BD
Heard of but know nothing about (1)	219 19%	15 12%	43 15%	77 28% BCE	65 17%
Never heard of (0)	251 22%	13 11%	38 13%	64 23% BC	116 31% BCD
Don't know	41 4%	6 5%	11 4%	13 5%	12 3%
Prefer not to say	3 *	1 1%	1 *	- -	1 *

Net: A great deal / a fair amount	307 27%	70 58% CDE	117 41% DE	63 23% E	50 14%
Net: Not very much / Heard of	524 46%	30 25%	120 42% B	141 50% B	190 51% BC
Net: Not very much / Heard of / Never heard of	775 69%	44 36%	158 55% B	204 73% BC	306 83% BCD
Net Diff	-468 -42%	26 22%	-41 -14%	-141 -50%	-256 -69%

Mean	1.69	2.48 CDE	2.11 DE	1.52	1.32
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: 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q12. Which, if any, of the following, best describes how you think of your sexual orientation?  
All adults online aged 18+ in Great Britain

	Gender			Age										Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	DNV / too young (n)
Unweighted base	1127	563	558	360	393	374	158	202	183	210	176	198	342	374	155	256	273	286	253	155	57	103	954	173	625	370	132	305	822	481	646	665	462	344	313	95	143	446	455	181
Weighted base	1127	548	573	315	372	441	120	194	179	193	176	265	279	348	184	316	268	293	262	151	54	98	944	183	640	332	155	284	843	347	780	666	461	372	295	89	136	407	507	164
Only attracted to the same sex	86 8%	48 9%	36 6%	26 8%	24 6%	36 8%	8 6%	18 9%	14 8%	10 5%	18 10%	18 7%	23 8%	23 7%	20 11%	20 6%	21 8%	24 8%	11 4%	21 14% SV	4 7%	4 4%	79 8%	7 4%	44 7%	34 10%	7 5%	14 5%	72 9%	28 8%	57 7%	52 8%	34 7%	34 9%	29 10%	4 5%	8 6%	32 8%	39 8%	12 7%
Mostly attracted to the same sex	29 3%	12 2%	16 3%	14 5%	7 2%	8 2%	6 5%	8 4%	5 3%	2 1%	7 4%	2 1%	11 4%	8 2%	3 2%	7 2%	5 2%	4 1%	11 4%	5 4%	3 5%	1 1%	25 3%	4 2%	14 2%	11 3%	4 3%	8 3%	22 3%	9 3%	20 3%	23 3%	7 1%	8 2%	11 4%	2 3%	6 4%	11 3%	12 2%	7 4%
Equally attracted to both sexes	43 4%	22 4%	20 3%	30 10%	9 2%	4 1%	18 15%	12 6%	6 3%	3 2%	- -	4 1%	12 4%	16 5%	6 3%	8 3%	11 4%	10 3%	10 4%	8 5%	2 4%	2 2%	38 4%	4 2%	21 3%	20 6%	2 2%	21 8%	21 3%	11 3%	31 4%	28 4%	14 3%	8 2%	17 6%	5 6%	5 4%	19 5%	9 2%	9 6%
Mostly attracted to the opposite sex	95 8%	34 6%	59 10%	40 13%	37 10%	17 4%	18 15%	23 12%	20 11%	17 9%	8 4%	10 4%	29 10%	29 8%	13 7%	24 8%	18 7%	17 6%	33 13%	15 10%	5 9%	7 7%	80 9%	14 8%	53 8%	31 9%	10 7%	26 9%	69 8%	35 10%	60 8%	69 10%	26 6%	18 5%	35 12%	7 7%	15 11%	43 11%	35 7%	16 10%
Only attracted to the opposite sex	832 74%	416 76%	415 72%	192 61%	273 74%	367 83%	65 54%	127 66%	126 70%	148 77%	136 77%	231 87%	196 70%	260 75%	135 73%	242 77%	198 74%	226 77%	189 72%	97 64%	40 73%	84 86%	687 73%	146 80%	492 77%	216 65%	124 80%	203 72%	629 75%	255 73%	577 74%	469 70%	363 79%	297 80%	193 65%	70 79%	97 71%	297 73%	395 78%	114 69%
Don't know	18 2%	6 1%	12 2%	7 2%	9 2%	3 1%	3 3%	4 2%	3 1%	6 3%	3 1%	- -	4 1%	3 1%	6 3%	6 2%	7 3%	5 2%	2 1%	3 2%	- -	1 1%	17 2%	2 1%	10 1%	5 2%	3 2%	6 2%	12 1%	4 1%	14 2%	12 2%	7 1%	4 1%	3 1%	- -	2 1%	2 *	5 1%	3 2%
Prefer not to say	24 2%	10 2%	14 2%	5 2%	14 4%	5 1%	3 3%	2 1%	6 4%	7 4%	5 3%	1 *	4 1%	9 3%	2 1%	9 3%	7 3%	7 2%	7 3%	2 2%	1 2%	- -	18 2%	6 3%	7 1%	14 4%	4 2%	6 2%	19 2%	4 1%	20 3%	14 2%	10 2%	3 1%	8 3%	1 1%	3 2%	3 1%	13 3%	3 2%
Net: Attracted to same sex	115 10%	60 11%	53 9%	40 13%	30 8%	44 10%	14 12%	26 13%	19 11%	11 6%	25 14%	19 7%	34 12%	31 9%	22 12%	27 8%	27 10%	28 9%	22 8%	26 17%	7 12%	5 5%	104 11%	11 6%	58 9%	45 14%	11 7%	21 8%	94 11%	37 11%	77 10%	74 11%	40 9%	42 11%	40 13%	7 7%	14 10%	43 11%	50 10%	19 12%
Net: Attracted to opposite sex	927 82%	450 82%	474 83%	232 74%	310 83%	385 87%	82 69%	150 77%	145 81%	165 85%	143 82%	241 91%	225 81%	288 83%	148 80%	266 84%	216 81%	243 83%	222 85%	111 74%	45 82%	91 92%	767 81%	160 88%	545 85%	248 75%	134 87%	229 81%	698 83%	290 84%	637 82%	538 81%	389 84%	315 85%	228 77%	77 86%	112 82%	340 84%	430 85%	129 79%

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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/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h,i/j/k,l,m/n 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/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h,i/j/k,l,m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q12. Which, if any, of the following, best describes how you think of your sexual orientation?  
All adults online aged 18+ in Great Britain

	Total (A)	Generations			
		Gen Z (B)	Millennials (C)	Gen X (D)	Baby Boomers (E)
Unweighted base	1127	158	305	290	325
Weighted base	1127	120	286	280	369
Only attracted to the same sex	86 8%	8 6%	26 9%	16 6%	35 10%
Mostly attracted to the same sex	29 3%	6 5% D	11 4%	4 1%	8 2%
Equally attracted to both sexes	43 4%	18 15% CDE	13 5% E	8 3%	3 1%
Mostly attracted to the opposite sex	95 8%	18 15% E	36 13% E	24 8%	17 5%
Only attracted to the opposite sex	832 74%	65 54%	188 66% B	213 76% BC	298 81% BC
Don't know	18 2%	3 3%	4 1%	9 3% E	3 1%
Prefer not to say	24 2%	3 3%	8 3%	8 3%	5 1%

Net: Attracted to same sex	115 10%	14 12%	37 13% D	19 7%	43 12%
Net: Attracted to opposite sex	927 82%	82 69%	224 78% B	236 84% B	315 85% BC

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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI LGBTQ+ Polling  
Public  
Fieldwork: 19-22 June 2020  
Adults online aged 18+ in GB

Q13. And which, if any, of the following would you identify as?  
All adults online aged 18+ in Great Britain

	Gender			Age						Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	DNV / too young (n)	
Unweighted base	1127	563	558	360	393	374	158	202	183	210	176	198	342	374	155	256	273	286	253	155	57	103	954	173	625	370	132	305	822	481	646	665	462	344	313	95	143	446	455	181	
Weighted base	1127	548	573	315	372	441	120	194	179	193	176	265	279	348	184	316	268	293	262	151	54	98	944	183	640	332	155	284	843	347	780	666	461	372	295	89	136	407	507	164	
Heterosexual	972 86%	481 88%	487 85%	253 80%	317 85% G	402 91% DEGHJK	92 76%	161 83%	155 87% G	162 84%	154 88% G	248 94% DEGHI	241 86%	302 87%	153 83%	277 88%	220 82%	262 89% Q	221 84%	129 85%	48 88% *	92 94% Q5*	819 87%	153 84%	574 90% Z	262 79%	136 87% *	251 88%	721 85%	302 87%	669 86%	566 85%	406 88%	340 91% i	246 83%	81 90% *	115 85%	351 86%	456 90% n	133 81%	
Bisexual	33 3%	13 2%	20 3%	17 6% EFK	9 2%	7 1%	10 8% EFUJKL	8 4%	4 2%	5 3%	2 1%	5 2%	12 4% N	5 1%	5 3%	11 4%	12 4%	4 1%	7 3%	6 4%	3 6% R*	1 1% *	25 3%	8 4%	16 3%	12 3%	5 3%	11 4%	22 3%	9 3%	24 3%	20 3%	13 3%	6 2%	12 4%	4 4% *	5 4%	16 4%	11 2%	6 2%	3 4%
Gay	27 2%	25 5% C	* *	9 3%	12 3%	5 1%	3 2%	7 3%	5 3%	8 4% FL	3 2%	2 1%	8 3%	11 3%	4 2%	4 1%	10 4%	6 2%	4 2%	4 3%	- *	2 2% *	26 3%	1 *	6 1%	19 6% Ya	1 1% *	* *	26 3% b	13 4%	14 2%	18 3%	8 2%	11 3%	10 3%	1 2% *	3 2%	15 4% m	6 1%	6 3%	
Asexual	13 1%	7 1%	5 1%	8 2%	3 1%	2 1%	4 3% EFL	4 2%	1 *	2 1%	1 1%	1 *	6 2%	4 1%	- -	3 1%	4 2%	4 2%	1 1%	- -	1 1% *	11 1%	2 1%	5 1%	8 2% Y	- -	3 1% *	10 1%	3 1%	9 1%	9 1%	4 1%	4 1%	3 1%	3 3% *	3 2%	6 1%	4 1%	2 1%	2 1%	
Pansexual	9 1%	1 *	7 1%	8 3% EFL	1 *	- -	5 4% EFUJKL	3 2% F	* *	1 1%	- -	- -	1 *	4 1%	2 1%	2 1%	1 *	4 2%	2 1%	1 1%	- *	1 1% *	8 1%	1 1%	4 1%	5 2%	- *	3 1% *	6 1%	2 1%	8 1%	3 1%	6 1%	- -	5 2% h	1 1% *	2 1% h	4 1% h	2 1%	4 1% m	
Lesbian	3 *	- -	3 *	1 *	1 *	- -	1 1%	1 *	1 1%	- -	- -	1 *	1 *	1 *	- -	1 1%	- -	1 *	- -	- -	- *	- *	2 *	* *	2 *	1 *	- -	- *	3 *	1 *	1 *	2 *	1 *	1 *	2 1%	- -	- -	2 *	1 *	- -	
Omnisexual	2 *	2 *	- -	2 1%	* *	- -	1 *	1 1%	- *	- *	- -	1 *	2 *	- -	- -	1 *	* *	- -	1 1%	- -	- *	- *	2 *	- -	1 *	1 *	- -	2 1% *	* *	1 *	1 *	1 *	1 *	- -	2 1% *	* *	- -	1 *	* *	1 *	
Other (please specify)	11 1%	1 *	9 2% B	4 1%	3 1%	3 1%	1 1%	3 2%	2 1%	1 1%	3 2%	- *	3 1%	4 2%	4 1%	1 *	* *	7 3% R	1 1%	2 3% R*	- *	9 1%	2 1%	3 *	4 1%	3 2% *	- -	11 1%	2 1%	8 1%	9 1%	2 *	1 *	1 *	- *	4 3% hi	1 *	2 *	7 4% lm		
Don't know	27 2%	7 1%	21 4% B	4 1%	9 2%	14 3%	1 1%	3 1%	3 2%	6 3%	5 3%	9 3%	4 1%	6 2%	13 7% MNP	4 1%	9 3%	7 2%	6 2%	3 2%	1 1%	1 1% *	19 2%	8 4%	18 3%	3 1%	6 4% *	2 1%	25 3%	6 2%	21 3%	19 3%	8 2%	6 2%	5 2%	- *	- -	7 2%	10 2%	2 1%	
Prefer not to say	31 3%	11 2%	20 4%	8 3%	15 4% L	8 2% L	4 3% L	5 2%	8 4% L	7 4% L	7 4% FL	1 *	7 2%	11 3%	3 1%	11 3%	10 4%	7 2%	9 3%	4 3%	1 2% *	- *	23 2%	8 4%	11 2%	17 5% Y	4 2% *	11 4%	20 2%	7 2%	24 3%	19 3%	12 3%	3 1%	10 3%	- *	4 3%	5 1%	14 3%	4 3%	

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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/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h,i/j/k,l/m/n 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/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h,i/j/k,l/m/n Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI LGBTQ+ Polling

Public

Fieldwork: 19-22 June 2020

Adults online aged 18+ in GB

Q13. And which, if any, of the following would you identify as?

All adults online aged 18+ in Great Britain

	Total (A)	Generations			
		Gen Z (B)	Millennials (C)	Gen X (D)	Baby Boomers (E)
Unweighted base	1127	158	305	290	325
Weighted base	1127	120	286	280	369
Heterosexual	972 86%	92 76%	237 83%	241 86% B	330 89% BC
Bisexual	33 3%	10 8% CDE	10 3%	7 2%	7 2%
Gay	27 2%	3 2%	9 3%	10 4%	5 1%
Asexual	13 1%	4 3% E	4 1%	3 1%	2 1%
Pansexual	9 1%	5 4% DE	3 1%	1 1%	- -
Lesbian	3 *	1 1%	2 1%	- -	- -
Omnisexual	2 *	1 *	1 *	* *	- -
Other (please specify)	11 1%	1 1%	5 2%	2 1%	3 1%
Don't know	27 2%	1 1%	3 1%	9 3%	14 4%
Prefer not to say	31 3%	4 3%	12 4%	8 3%	8 2%

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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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