

21-087515-31 - 5th - 8th August 2022

PUBLIC
Stonewall
Adults aged 16-75 in Great Britain

Q1. Thinking about gay and lesbian people, which, if any, of the following apply to you?

All Adults aged 16-75 in Great Britain

		Gender			Age				Generations				Region							Social grade				Employment status		Education	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	Gen Z	Millennials	Gen X	Baby Boomers	North	Midlands	South	London	Wales	Scotland	AB	C1	C2	DE	ANY Working	ANY Not working	Non-Graduates	Graduates	
	(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)	
Unweighted base	2187	1071	1110	327	404	385	421	650	397	653	569	568	530	566	497	303	109	182	1127	540	186	334	1545	642	966	1221	
Weighted base	2187	1083	1098	326	399	373	399	689	392	628	540	626	522	567	497	308	104	188	829	411	338	609	1381	806	1545	642	
I have met gay or lesbian people	1130 52%	555 51%	572 52%	123 38%	175 44%	167 45%	223 56% DEF	441 64% DEFG	147 38%	280 44%	306 57% U	397 63% U	286 55% P	305 54% P	268 54% P	119 39%	61 59% P*	91 48%	426 51%	217 53%	174 51%	312 51%	651 47%	480 59% W	818 53%	312 49%	
I have personal friends/family who are gay or lesbian	843 39%	338 31%	503 46% B	124 38%	134 34%	151 40%	170 43% E	263 38%	146 37%	229 36%	235 44% J	233 37% NP	225 43% NP	197 35% P	199 40% P	74 24%	52 50% NP*	96 51% NP	339 41%	155 38%	126 37%	222 36%	514 37%	328 41%	582 38%	261 41%	
I know of gay or lesbian celebrities/people in the media	758 35%	355 33%	400 36%	125 38%	127 32%	143 38%	128 32%	235 34%	139 35%	226 36%	185 34%	207 33%	186 36%	193 34%	165 33%	106 34%	33 32% *	75 40%	303 37%	139 34%	99 29%	216 36%	458 33%	300 37%	508 33%	249 39% Y	
I have gay or lesbian acquaintances	630 29%	273 25%	355 32% B	72 22%	98 25%	120 32% D	135 34% DE	205 30% D	90 23%	169 27%	194 36% U	177 28%	181 35% P	164 29% P	141 28% P	53 17%	29 28% P*	62 33% P	247 30%	121 29%	84 25%	178 29%	419 30%	211 26%	413 27%	217 34% Y	
As far as I know, I've never met a gay or lesbian person	198 9%	131 12% C	66 6%	41 13% GH	51 13% GH	54 14% GH	21 5% GH	31 4%	54 14% KL	85 14% KL	29 5%	29 5% U	37 7%	53 9%	34 7%	58 19% MNOQR	5 5% *	11 6%	76 9%	30 7%	32 9%	61 10%	148 11% X	50 6%	123 8%	75 12% Y	
I myself am gay or lesbian	92 4%	60 6% C	30 3%	24 7% H	19 5%	18 5%	14 4%	17 2%	28 7% KL	33 5%	16 3%	16 3%	16 3%	17 3%	23 5%	24 8% MN	4 4% *	8 4%	36 4%	21 5%	11 3%	25 4%	65 5%	27 3%	51 3%	41 6% Y	
Don't know	128 6%	66 6%	62 6%	13 4%	39 10% DH	25 7%	25 6%	26 4%	20 5%	54 9% L	31 6%	23 4%	22 4%	39 7%	31 6%	17 6%	5 5% *	15 8%	46 6%	18 4%	23 7%	41 7%	87 6%	41 5%	97 6%	31 5%	

Net: Met or know of	1842 84%	875 81%	963 88% B	266 82%	302 76%	300 80%	349 87% EF	625 91% DEF	310 79%	487 78%	478 88% U	567 91% U	459 88% P	475 84% P	423 85% P	233 76%	95 91% P*	157 83%	706 85%	350 85%	282 83%	504 83%	1133 82%	709 88% W	1313 85%	529 82%
Net: Met or have friends, family or acquaintances	1711 78%	795 73%	913 83% B	223 69%	272 68%	272 73%	341 85% DEF	603 87% DEF	267 68%	434 69%	466 86% U	545 87% U	436 83% P	444 78% P	402 81% P	190 62%	91 87% P*	148 79% P	656 79%	332 81%	264 78%	459 75%	1044 76%	666 83% W	1221 79%	490 76%
Net: Have friends, family or acquaintances	1148 53%	476 44%	671 61% B	160 49%	183 46%	207 55% E	237 59% DE	361 52% DE	190 48%	308 49%	327 61% U	323 52% U	312 60% NP	283 50% P	263 53% P	106 34%	64 62% P*	121 64% NOP	451 54%	220 54%	168 50%	309 51%	731 53%	417 52%	786 51%	362 56% Y

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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 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 Minimum Base: 30(**) Small Base: 100(*)