

Key findings



Support for brands promoting LGBT rights not as strong as it was

Support for companies/brands actively promoting equality for LGBT (lesbian, gay, bisexual, transgender) people is down. **49%**, on average across 23 countries*, were in favor of this marketing move [in 2021](#), falling five percentage points to **44%** [in 2024](#), then three more points to **41%** in 2025. At the same time, opposition has risen to **23%** in 2025 from **16%** in 2021.



No overwhelming appetite for LGBT+ initiatives at work

Just under two in five (**38%** on average across 26 countries) are in favor of employers having programs/policies that explicitly support/celebrate LGBT+ employees, while **24%** oppose this. This question, added in 2025, finds many (**39%**) are neutral, neither supporting nor opposing, on these workplace initiatives.



Gen Z women continuing to lean liberal

Once again, younger females are the cohort most in support of a range of LGBT+ protections, rights and visibility. For example, **49%** of Generation Z** women support having more LGBT characters on TV, in films and in advertising versus less than one-quarter of older men (**22%** of Baby Boomer and **23%** of Generation X men).



Gen Z men continuing to diverge from Gen Z women

Younger males are still diverging from their female peers on several issues and are more in sync with older males. For example, while **59%** of Gen Z women support LGBT people being open about their sexual orientation/gender identity with everyone, Gen Z men's support (**38%**) is in line with that of Millennial (**43%**) and Gen X (**44%**) men.



Support for same-sex unions, families

Support for same-sex marriage/recognition has softened a bit to **69%** (on average across 23 countries) in 2025, compared to **74%** in 2021. The proportion who think same-sex couples shouldn't be allowed to marry/obtain any kind of legal recognition rose slightly to **15%** in 2025, from **12%** in 2021. Meanwhile, support for same-sex couples having the same rights to adopt children as heterosexual couples do is now down five points to **59%** in 2025, from **64%** in 2021.



Support for transgender athletes down 10 points to 22% since 2021

Only **22%** (on average across 23 countries) are in favor of trans athletes competing based on the gender they identify with rather than the sex they were assigned at birth in 2025, down from **27%** in 2024 and **32%** in 2021. Support is now highest in Thailand (**50%**) and lowest in Hungary (**11%**).

*Change for 23-country average is based on the countries which were in all waves of the global Pride polls.

**Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers (born between 1945-1965).

