IPSOS LGBT+ PRIDE REPORT 2025

A 26-Country Ipsos Global Advisor Survey

June 2025

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Foreword

Welcome to the 2025 edition of the Ipsos LGBT+ Pride Report.

This 26-country study is designed to provide a resource for all those looking to better understand public opinion today. We highlight areas of agreement, and those where views diverge.

The first report in our series came out in 2021, which means we are now able to start to track how attitudes are changing over time.

While it may seem like there has been a large "wokelash" against all things LGBT+ in the intervening years, the reality is more nuanced.

Majorities in all countries support legal measures to protect lesbian, gay, bisexual and transgender people from discrimination. Support for same-sex couples marrying and adopting children remains strong, although is not as high as it was.

And we see a softening in support for brands actively promoting LGBT+ rights, alongside a distinct lack of consensus on a range of issues, from whether there should be more LGBT+ people on our screens through to trans rights when it comes to passports or restrooms.

This year's research includes a new question covering the workplace environment. It finds more support than opposition for employers actively taking steps to promote/celebrate LGBT+ employees, but no consensus.

Our report sets out the key findings we pulled out of this year's survey and identifies a series of questions that brands, governments and societies at large will need to think about.

As ever, context is key. Our attitudes may be shaped by the culture and climate of the country we live in. With this in mind, the second section of our report provides detailed breakdowns by individual countries. We also chart how attitudes have changed in recent years, and take a look at how opinions break down by gender and generation.

We hope it provides a useful resource, and look forward to discussing the findings and their implications with you.

Ben Page
Ipsos CEO

Keep in touch with the latest international public opinion poll findings from Ipsos at our dedicated web page.

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In Summary

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.

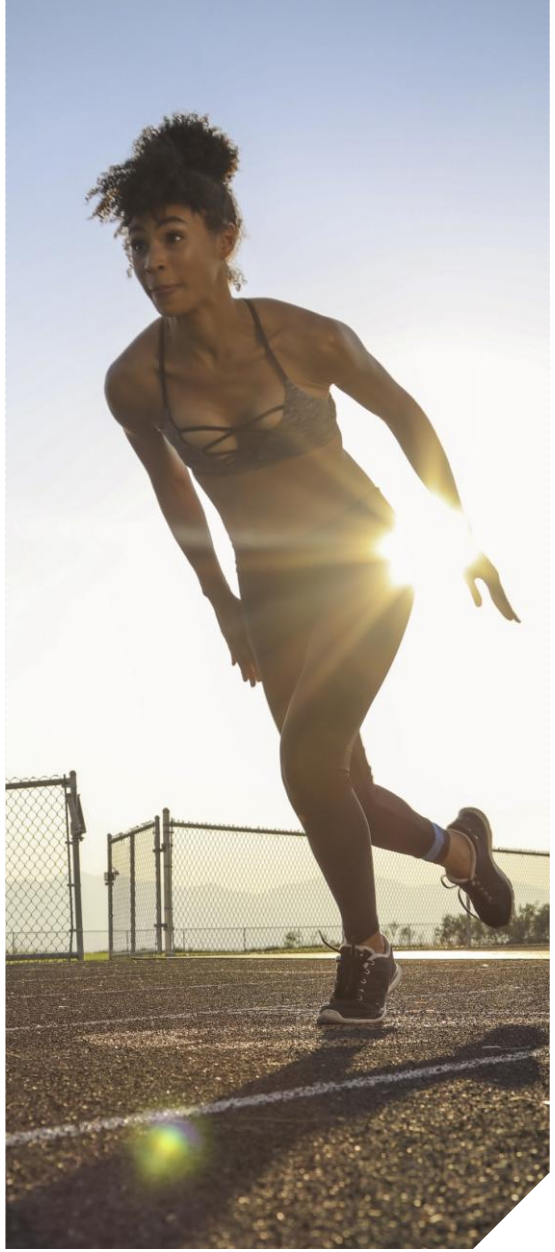
Support for same-sex unions, families

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).*



A long and winding road

The path to progress is often filled with potholes and roadblocks.

And so it is with the ongoing journey to equal rights and full acceptance of the LGBT+ community around the world.

The good news: close to three in four, on average across 23 countries*, still agree people who identify as LGB (**72%**, -5pp since 2021) and trans (**71%**, -5pp) should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores.

The bad news: support for many issues has fallen since our global Pride polling in 2021.

The proportion in favor of everything from same-sex unions to trans athletes has dropped compared to four years ago. At the same time, the proportion in support of people and couples openly living their lives is down.

On a downward slide

Almost half (**47%**) currently agree with LGBT people being open with everyone about their sexual orientation or gender identity, down eight percentage points at a global level since 2021. And the proportion who agree with LGBT people displaying affection in public (e.g., kissing or holding hands) remains low at **37%**, on average across 23 countries, down slightly from **39%** in both 2024 and 2021.

Meanwhile, support for same-sex marriage/legal recognition is down to **69%** (on average across 23 countries) in 2025 from **74%** in 2021. And support for same-sex couples having the same rights to adopt children as heterosexual couples fell five percentage points to 59% in 2025, from 64% in 2021.

Despite the dips, same-sex couples and families enjoy fairly solid acceptance in most countries in our survey this year. The same can't be said for some trans issues.

Dropping even lower

Two in three (**66%** globally) acknowledge trans people face a great deal/fair amount of discrimination. Trans athletes remain a thorny topic. Only **22%** (on average across 23 countries) are currently in favor of trans athletes competing based on the gender they identify with rather the sex they were assigned at birth, compared to **32%** four years ago. And almost half (**47%**) now oppose this, with opposition strongest in Great Britain and Hungary (both at **61%**).

Sports-related topics appear to be a flashpoint these days with the proportion supporting openly lesbian, gay and bisexual athletes in sports teams down to **44%** at a global level from **54%** in 2021.

Whether public acceptance of a range of LGBT+ issues continues to trend downwards in the second half of this decade remains to be seen. One thing that's clear? The fight for rights and acceptance is far from over even in 2025.

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

Gen Z women go their own way

While some in society are zigging Gen Z women are zagging.**

Younger females are leaning liberal on several LGBT+ issues while many other cohorts, including their younger male peers, are leaning more centrist or conservative these days.

The Ipsos Generations Report 2025 dives deeper into how Gen Z men and women continue to diverge on several social issues, ranging from women's rights to climate change. The same pattern is emerging when it comes to many LGBT+ issues.

Mind the gaps

There are significant gaps between younger males and females on everything from support for LGBT people being open about their sexual orientation or gender identity with everyone (Gen Z women **59%** vs. **38%** of Gen Z men) to support for trans people being allowed to use single-sex facilities, such as public restrooms, that correspond to the gender they identify with (**55%** of Gen Z women vs. **41%** of Gen Z men).

The biggest divides this year appear in how businesses support LGBT+ people.

While almost three in five (**58%**) Gen Z women are in favor of companies/brands actively promoting equality for LGBT people only **34%** of Gen Z men agree. And there's also a 24-point gap when it comes to whether employers should have programs/policies that explicitly support/celebrate LGBT+ employees with **53%** of younger women supporting this compared to just **29%** of younger men.

Less division

There's less stark disagreement when it comes to trans issues, which have been hotly debated on school sports fields and in classrooms by parents, students and educators in recent years.

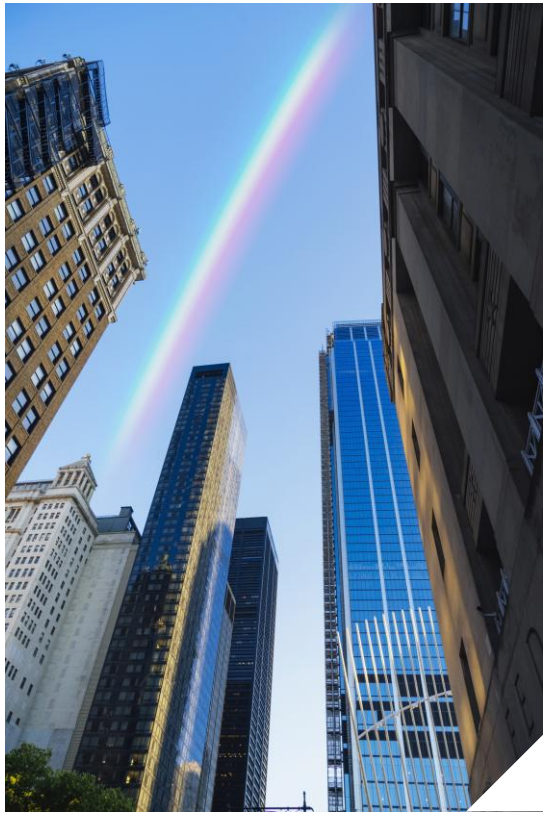
Almost three in five (**59%**) Gen Z women agree "with parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counselling and hormone replacement treatment)" compared to **46%** of Gen Z men. And despite high support for other issues only one in three (**35%**) Gen Z women support trans athletes competing based on the gender they identify with rather than the sex they were assigned at birth, although this is higher than the **20%** of Gen Z men who agree and higher than the **22%** global average.

While Gen Z is still shorthand for young, the oldest of this generation are approaching 30. As more of this cohort steps off university campuses and into the real world Ipsos will keep an eye on whether Gen Z women will continue to zag while their male peers and others zig.

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

What this means for...

Businesses



What a difference a few years makes.

When Ipsos rolled out the Pride report in June 2021 many around the world were still reeling from the murder of George Floyd in May 2020, which sparked not only a reckoning over structural racism, but also a larger diversity, equity and inclusion (DEI) movement.

In the early part of this decade many brands increased DEI marketing efforts, including during Pride Month.

Pendulum swinging back

Four years ago, almost half (**49%** on average across 23 countries*) said they supported companies/brands actively promoting equality for LGBT people. By 2024, that support had fallen five points to **44%** and has now dipped year-over-year to **41%** (with **23%** currently opposed).

Those in favor of more LGBT characters on TV, in films and in advertising also fell, from **36%** in 2021 to **29%** in 2025. While there may be the perception of ever-increasing diverse representation in pop culture GLAAD finds there was actually a slight dip of LGBT+ characters on several streaming services in 2024.

And a new question this year finds there's also no overwhelming support (**38%**) for employers having programs/policies that explicitly support/celebrate LGBT+ employees.

So, what should businesses do?

For one, looking past the noise and to the data can help guide the way. While social media and tabloid news outlets can make it seem like there has been a large "wokelash" against all Pride marketing the reality is more nuanced.

Support has dropped for companies/brands actively promoting equality for LGBT people, but opposition has stayed relatively steady, with only **12%** now saying they're strongly opposed and just over one-third (**36%**) neither supporting nor opposing these marketing efforts.

More men across the generations than women currently strongly oppose companies/brands actively promoting equality for LGBT people.

Close to one in five (**17%** on average across 26 countries) of Gen X** men, followed by **16%** of Gen Z men, **15%** of Millennial men **and 12%** of Boomer men 12%) strongly oppose this marketing move, that's compared to **10%** of Millennial women, **9%** of both Gen X and Boomer women and **7%** of Gen Z women.

Where next?

Over the past few years many private businesses in Western countries chose to take very public stances on everything from racism to homophobia.

There's now a chill in the air.

Some companies have scaled back, or completely scrapped, DEI programs, including Pride events this year. Business leaders in 2025 have to make tough calls every day, including on DEI issues and initiatives.

In the fog of a culture war it can be hard to see the path forward clearly, but one ancient maxim still holds true in our modern world — fortune favors the bold.

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

Governments

Ground zero for the culture war these days is America.

Since being inaugurated in January U.S. President Donald Trump has declared a "war on woke" and says he has "ended the tyranny of so-called diversity, equity and inclusion policies all across the entire federal government and indeed the private sector and our military."

But do most Americans have a problem with DEI government policies, including those protecting LGBT+ people? It depends.

Trans people facing strong pushback

Support for specific trans rights, in particular, remains fairly low in the U.S. and globally.

For example, those in favor of government-issued documents, such as passports, including an option other than "male" and "female" for people who do not identify as either has dropped to **38%** in America (-3pp since 2024) and to **46%** (-6pp on average across 23 countries*).

The Trump government has seized on this moment in time and recently began issuing passports with only "an M or F sex marker that match[es] the customer's biological sex at birth," though the move has faced outcry from activists and is facing legal challenges.

Almost fifty-six years after the Stonewall Uprising the data shows that things may be now moving backwards in a number of Western countries after so much forward momentum.

Love wins?

There are bright spots, however.

Americans will soon celebrate 10 years of legal same-sex marriage, proving significant progress is possible — though the proportion of Americans who agree same-sex couples should be allowed to marry legally is down to **53%** from **59%** in 2021 and **18%** now think same-sex couples shouldn't be allowed to marry or obtain any kind of legal recognition, up slightly from **15%** in 2021.

Sometimes policy moves faster than public opinion.

Japan appears to be headed towards legalizing same-sex marriage even though just under two in five (**39%**) agree same-sex couples should be allowed to marry legally. And Thailand recently did so just a few months ago as support of same-sex marriage stayed steady year-over-year at **58%**.

The Ipsos LGBT+ Pride Report 2025 shows support for many rights and issues is declining and it will ultimately be up to voters and politicians around the world whether the "war on woke" is a blip or a sign of the times for years to come.

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

LGBT+ Attitudes & Visibility

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LGBT Attitudes by Country

Q. To what extent do you support or oppose the following:

LGBT people being open about their sexual orientation or gender identity with everyone

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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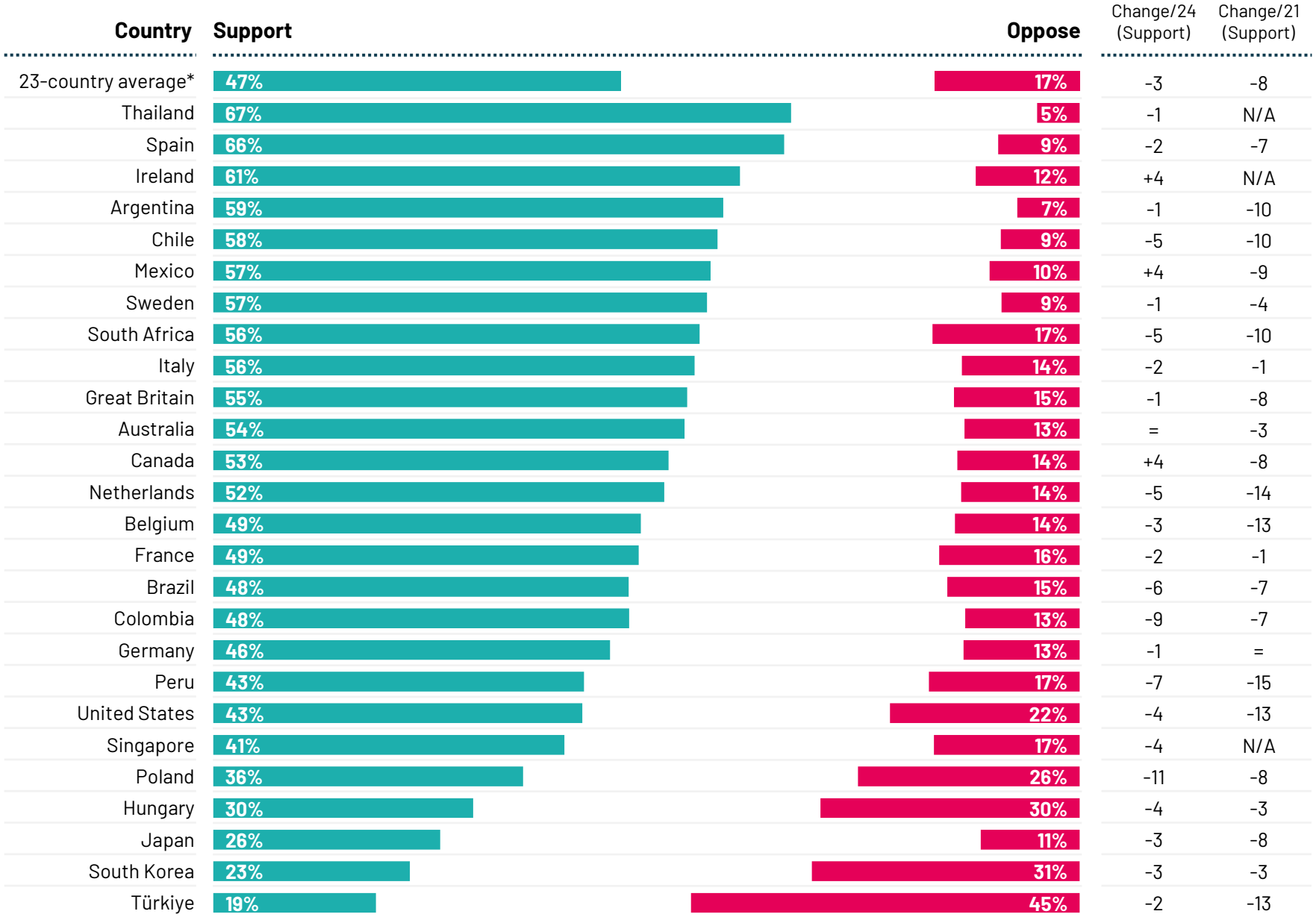

Country	Support	Oppose	Change/24 (Support)	Change/21 (Support)
23-country average*	47%	17%	-3	-8
Thailand	67%	5%	-1	N/A
Spain	66%	9%	-2	-7
Ireland	61%	12%	+4	N/A
Argentina	59%	7%	-1	-10
Chile	58%	9%	-5	-10
Mexico	57%	10%	+4	-9
Sweden	57%	9%	-1	-4
South Africa	56%	17%	-5	-10
Italy	56%	14%	-2	-1
Great Britain	55%	15%	-1	-8
Australia	54%	13%	=	-3
Canada	53%	14%	+4	-8
Netherlands	52%	14%	-5	-14
Belgium	49%	14%	-3	-13
France	49%	16%	-2	-1
Brazil	48%	15%	-6	-7
Colombia	48%	13%	-9	-7
Germany	46%	13%	-1	=
Peru	43%	17%	-7	-15
United States	43%	22%	-4	-13
Singapore	41%	17%	-4	N/A
Poland	36%	26%	-11	-8
Hungary	30%	30%	-4	-3
Japan	26%	11%	-3	-8
South Korea	23%	31%	-3	-3
Türkiye	19%	45%	-2	-13

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LGBT Attitudes by Country

Q. To what extent do you support or oppose the following:

LGBT people displaying affection in public (e.g., kissing or holding hands)

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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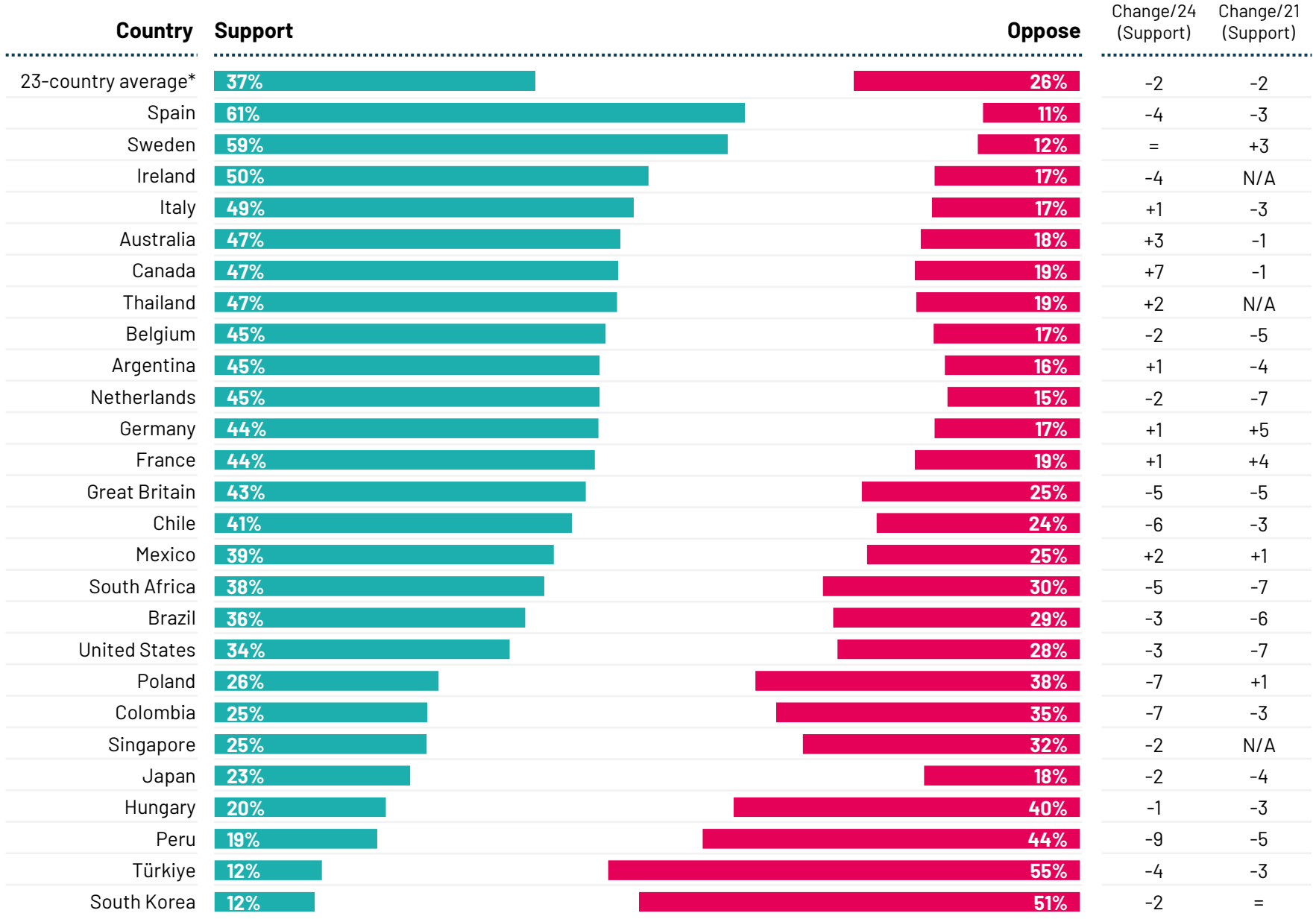

Country	Support	Oppose	Change/24 (Support)	Change/21 (Support)
23-country average*	37%	26%	-2	-2
Spain	61%	11%	-4	-3
Sweden	59%	12%	=	+3
Ireland	50%	17%	-4	N/A
Italy	49%	17%	+1	-3
Australia	47%	18%	+3	-1
Canada	47%	19%	+7	-1
Thailand	47%	19%	+2	N/A
Belgium	45%	17%	-2	-5
Argentina	45%	16%	+1	-4
Netherlands	45%	15%	-2	-7
Germany	44%	17%	+1	+5
France	44%	19%	+1	+4
Great Britain	43%	25%	-5	-5
Chile	41%	24%	-6	-3
Mexico	39%	25%	+2	+1
South Africa	38%	30%	-5	-7
Brazil	36%	29%	-3	-6
United States	34%	28%	-3	-7
Poland	26%	38%	-7	+1
Colombia	25%	35%	-7	-3
Singapore	25%	32%	-2	N/A
Japan	23%	18%	-2	-4
Hungary	20%	40%	-1	-3
Peru	19%	44%	-9	-5
Türkiye	12%	55%	-4	-3
South Korea	12%	51%	-2	=

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LGBT Attitudes by Country

Q. To what extent do you support or oppose the following:

Openly lesbian, gay and bisexual athletes in sports teams

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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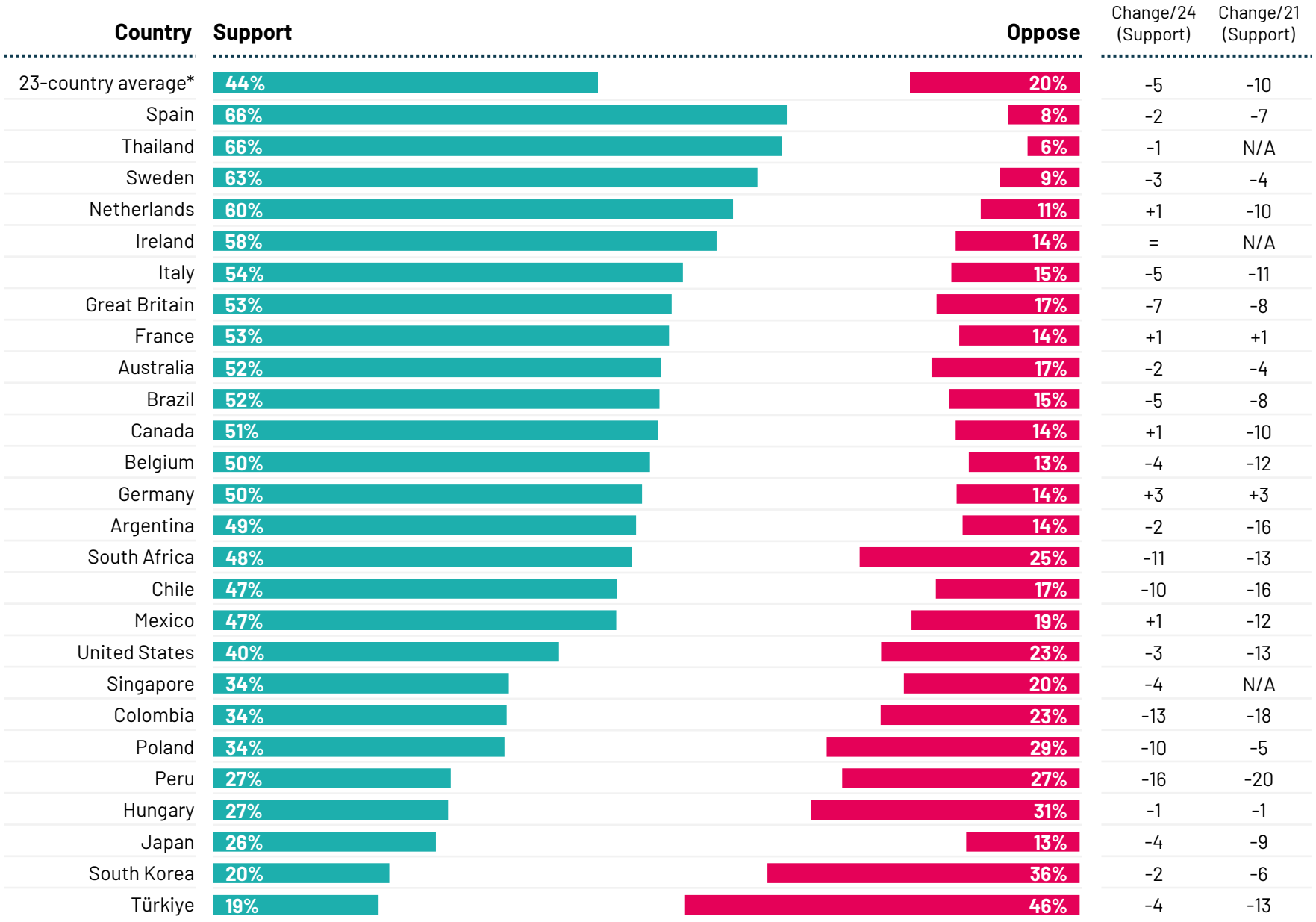

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Spain	66%	8%	-2	-7
Thailand	66%	6%	-1	N/A
Sweden	63%	9%	-3	-4
Netherlands	60%	11%	+1	-10
Ireland	58%	14%	=	N/A
Italy	54%	15%	-5	-11
Great Britain	53%	17%	-7	-8
France	53%	14%	+1	+1
Australia	52%	17%	-2	-4
Brazil	52%	15%	-5	-8
Canada	51%	14%	+1	-10
Belgium	50%	13%	-4	-12
Germany	50%	14%	+3	+3
Argentina	49%	14%	-2	-16
South Africa	48%	25%	-11	-13
Chile	47%	17%	-10	-16
Mexico	47%	19%	+1	-12
United States	40%	23%	-3	-13
Singapore	34%	20%	-4	N/A
Colombia	34%	23%	-13	-18
Poland	34%	29%	-10	-5
Peru	27%	27%	-16	-20
Hungary	27%	31%	-1	-1
Japan	26%	13%	-4	-9
South Korea	20%	36%	-2	-6
Türkiye	19%	46%	-4	-13

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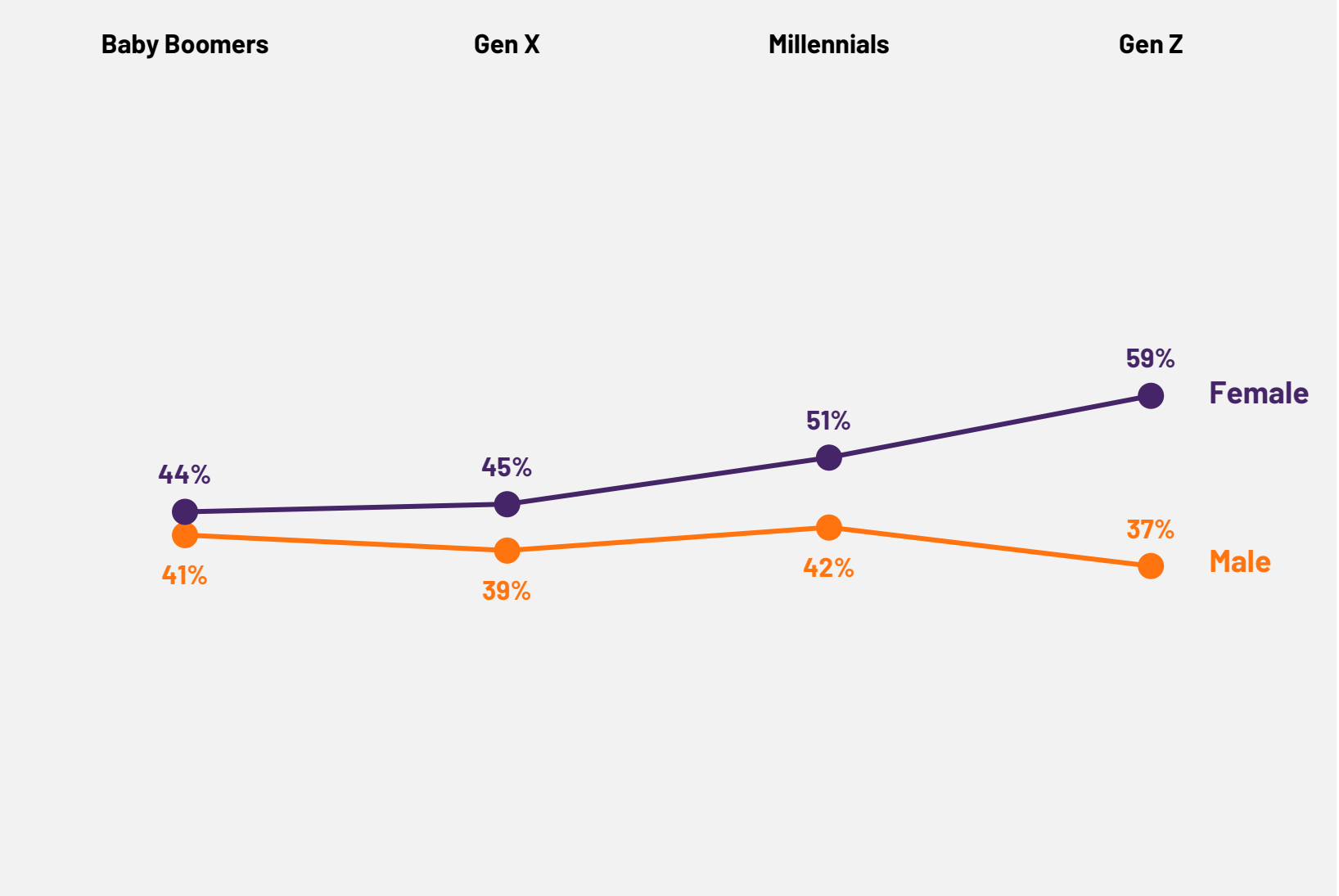
LGBT Attitudes by Generation**

26-country average

Q. To what extent do you support or oppose the following: ***(% support)***

Openly lesbian, gay and bisexual athletes in sports teams



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LGBT Visibility by Country

Q. To what extent do you support or oppose the following:

More LGBT characters on TV, in films and in advertising

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Ireland	43%	20%	-3	N/A
South Africa	43%	30%	-5	-4
Sweden	41%	21%	-1	+3
Brazil	39%	25%	-4	-7
Australia	37%	27%	=	-5
Canada	37%	25%	+3	-7
Argentina	36%	19%	+2	-13
Italy	34%	24%	-5	-3
Chile	33%	25%	-9	-11
Netherlands	32%	26%	-3	-12
Mexico	32%	26%	-2	-9
Germany	31%	26%	-2	-3
Great Britain	31%	32%	-8	-10
United States	30%	35%	-1	-9
Belgium	29%	25%	-3	-14
France	28%	26%	-4	-3
Singapore	27%	29%	-4	N/A
Colombia	24%	29%	-5	-11
Poland	18%	43%	-11	-6
Peru	18%	39%	-9	-9
Japan	16%	23%	-2	-7
Hungary	15%	48%	+2	-2
Türkiye	14%	53%	-3	-9
South Korea	13%	45%	-6	-5

LGBT Visibility by Generation**

26-country average

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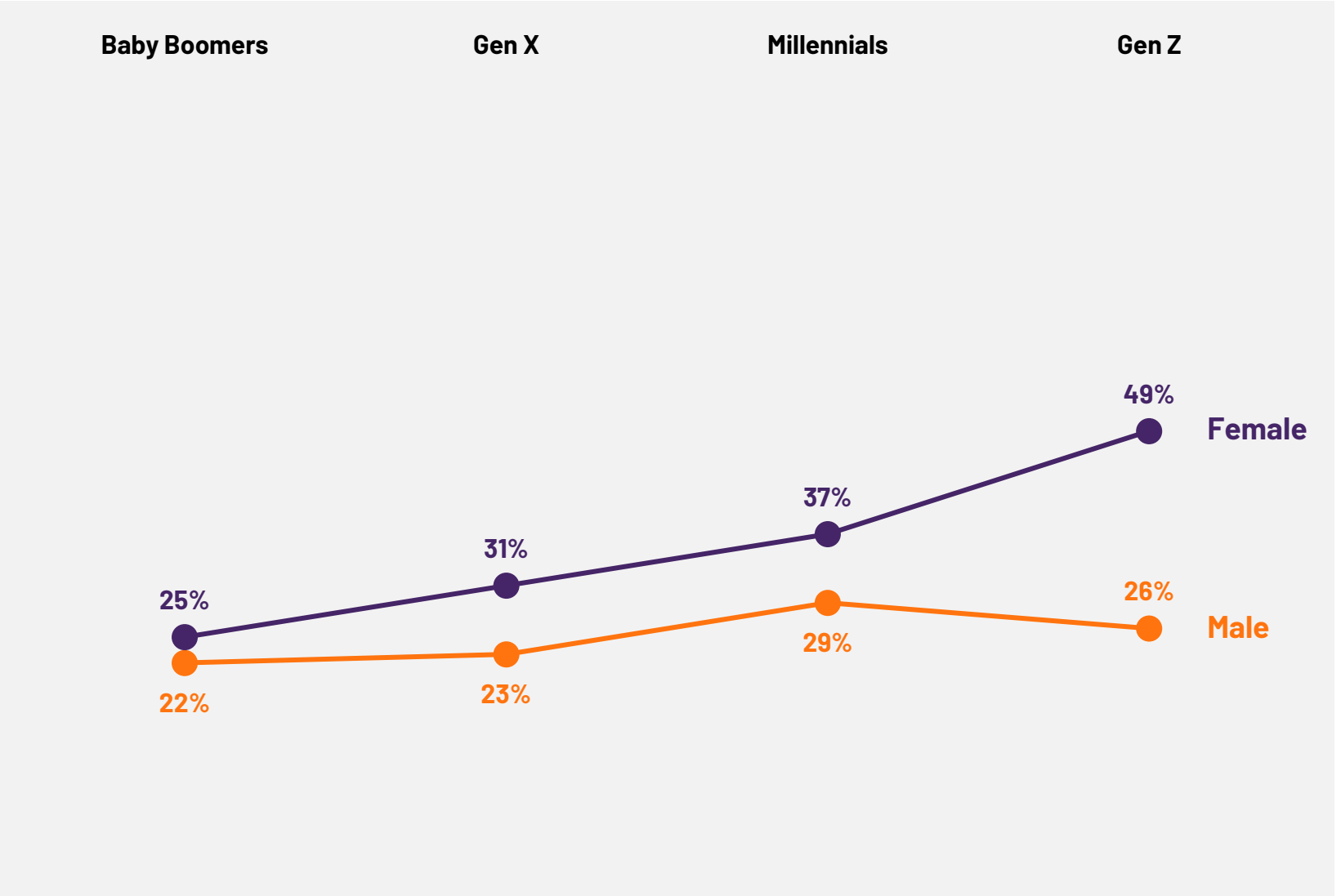
More LGBT characters on TV, in films and in advertising



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LGBT Visibility by Country

Q. To what extent do you support or oppose the following:

Companies and brands actively promoting equality for LGBT people

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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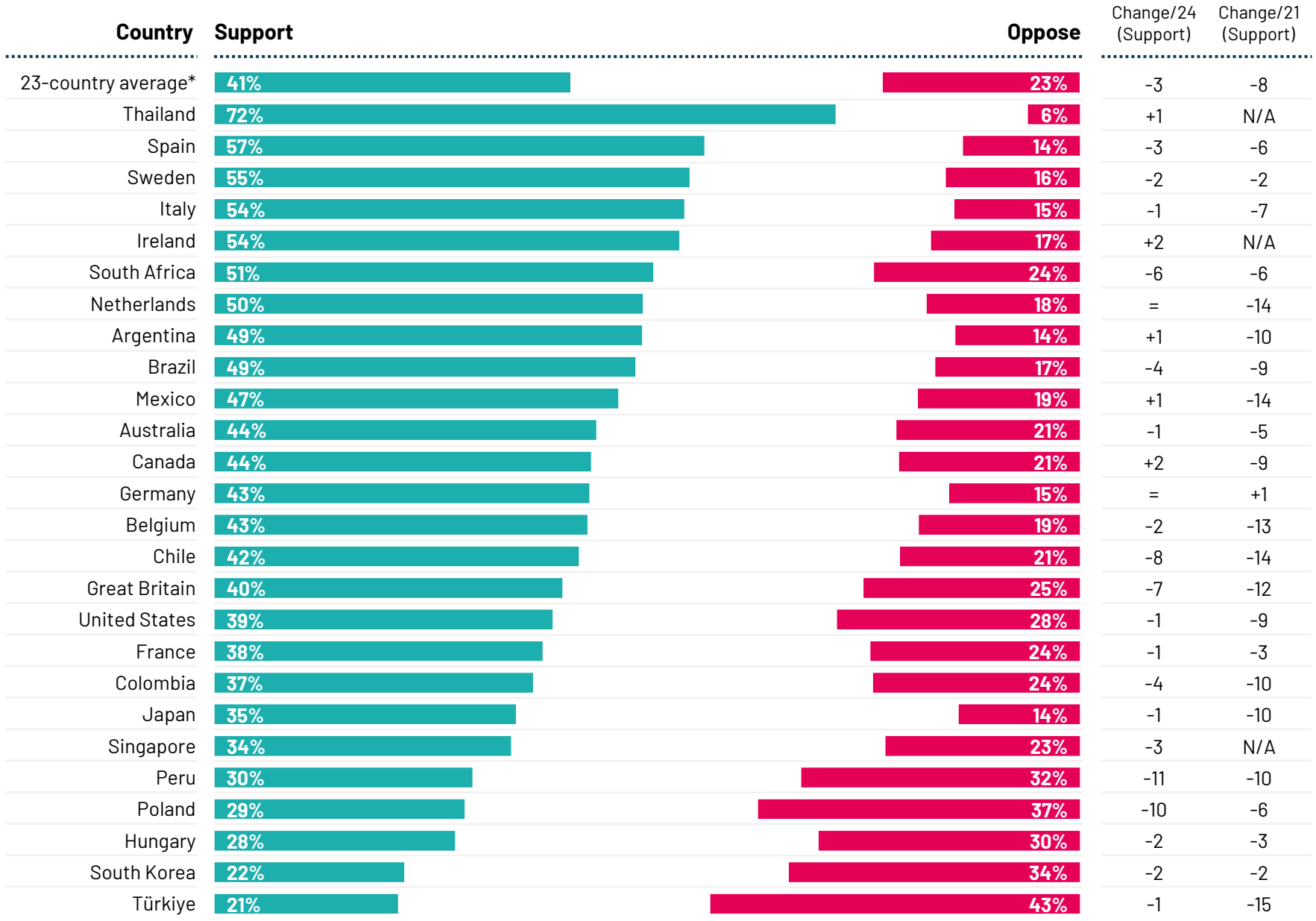

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Italy	54%	15%	-1	-7
Ireland	54%	17%	+2	N/A
South Africa	51%	24%	-6	-6
Netherlands	50%	18%	=	-14
Argentina	49%	14%	+1	-10
Brazil	49%	17%	-4	-9
Mexico	47%	19%	+1	-14
Australia	44%	21%	-1	-5
Canada	44%	21%	+2	-9
Germany	43%	15%	=	+1
Belgium	43%	19%	-2	-13
Chile	42%	21%	-8	-14
Great Britain	40%	25%	-7	-12
United States	39%	28%	-1	-9
France	38%	24%	-1	-3
Colombia	37%	24%	-4	-10
Japan	35%	14%	-1	-10
Singapore	34%	23%	-3	N/A
Peru	30%	32%	-11	-10
Poland	29%	37%	-10	-6
Hungary	28%	30%	-2	-3
South Korea	22%	34%	-2	-2
Türkiye	21%	43%	-1	-15

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LGBT Visibility by Generation**

26-country average

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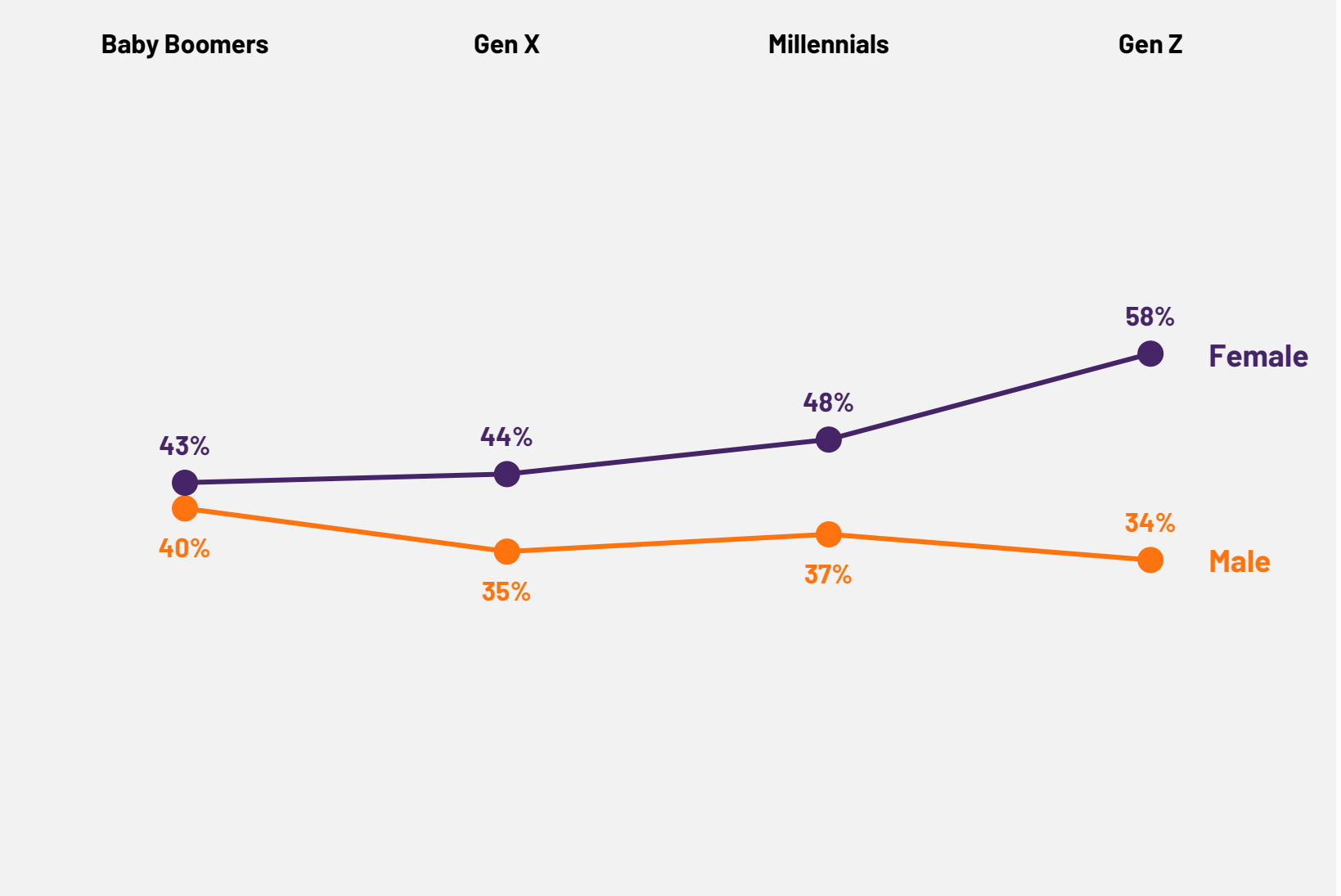
Companies and brands actively promoting equality for LGBT people



Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

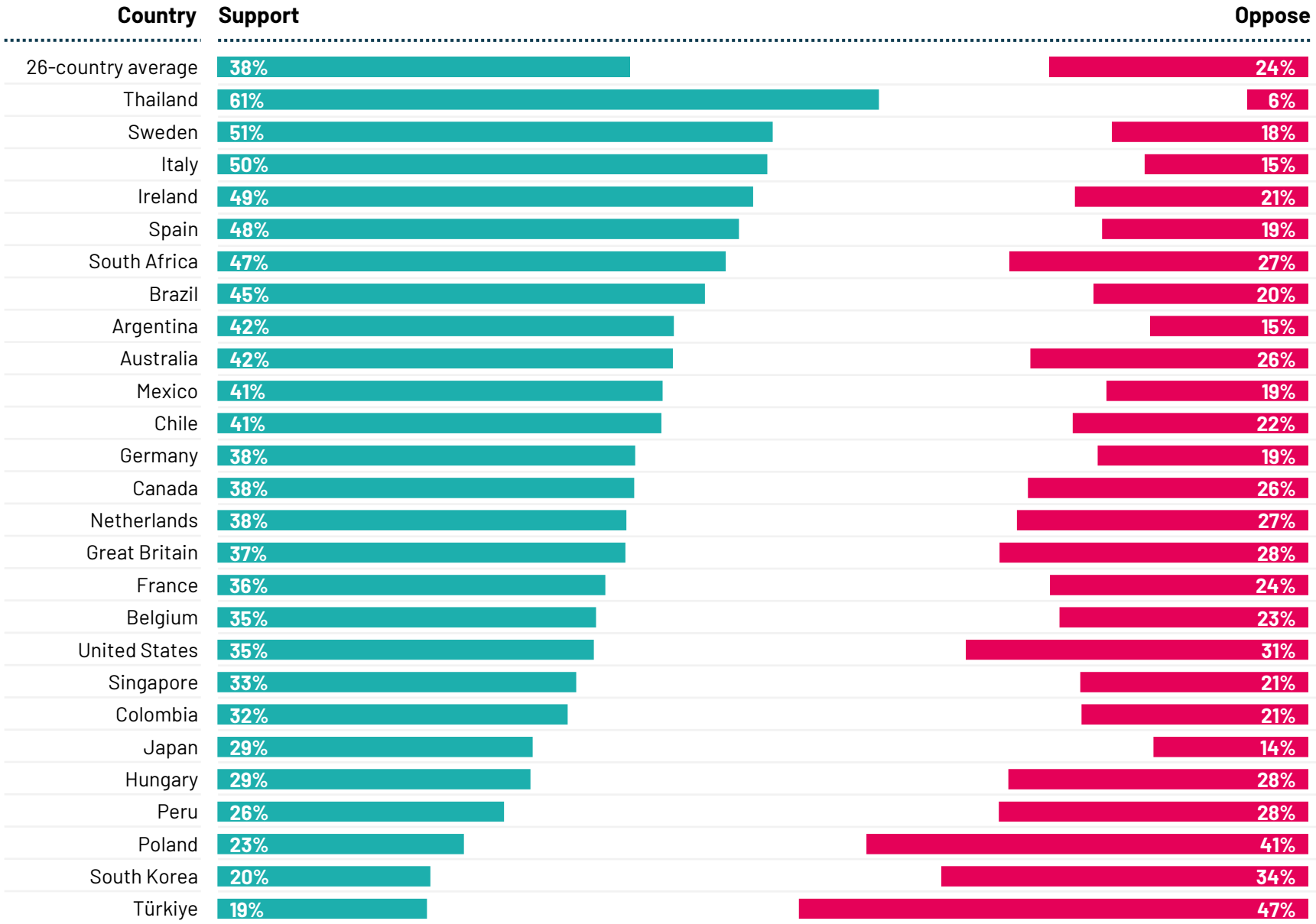
**Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers (born between 1945-1965).

LGBT+ Visibility by Country

Q. To what extent do you support or oppose the following:

Employers having programs and policies that explicitly support and celebrate LGBT+ employees

Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.



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LGBT+ Visibility by Generation**

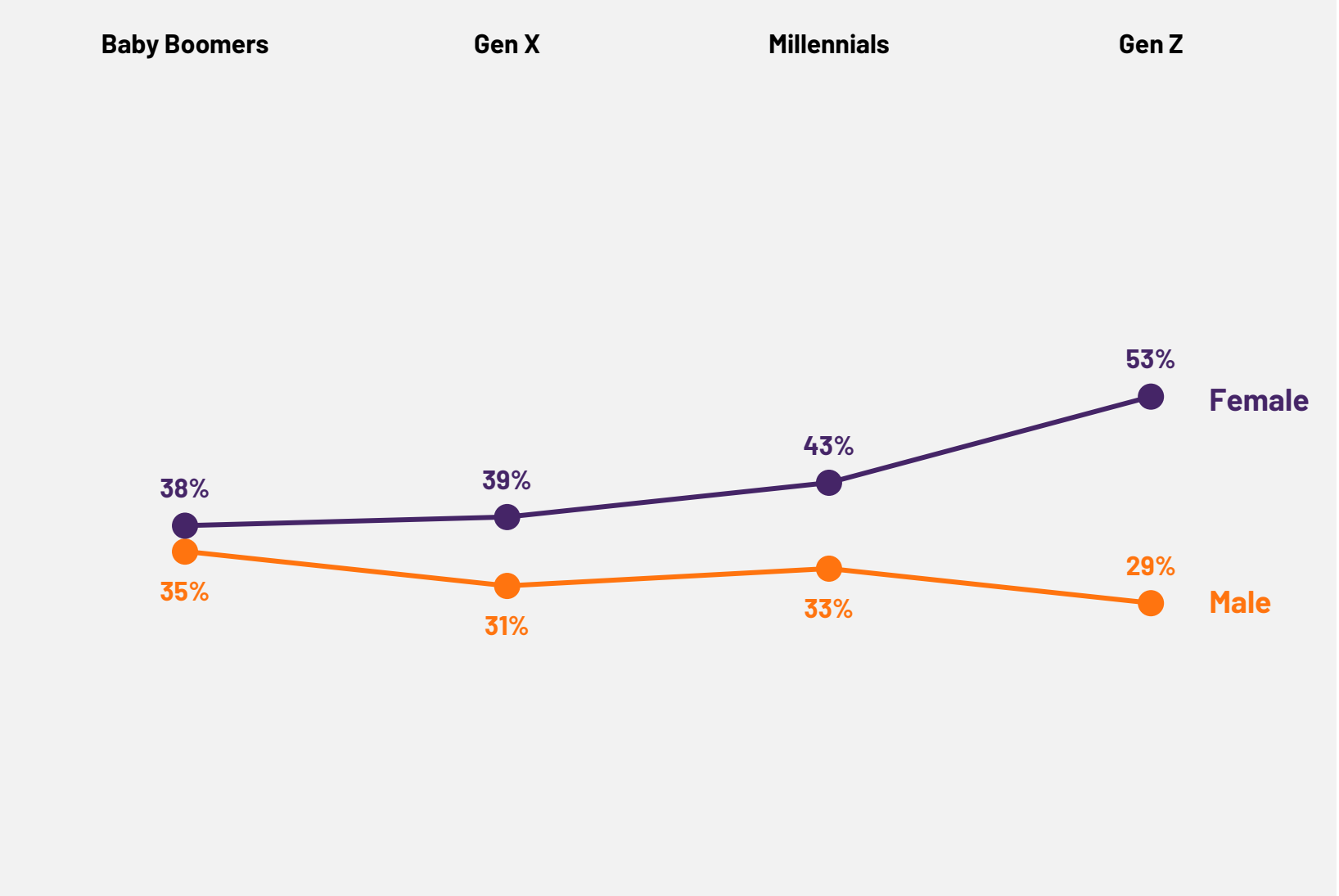
26-country average

Q. To what extent do you support or oppose the following: ***(% support)***

Employers having programs and policies that explicitly support and celebrate LGBT+ employees

Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



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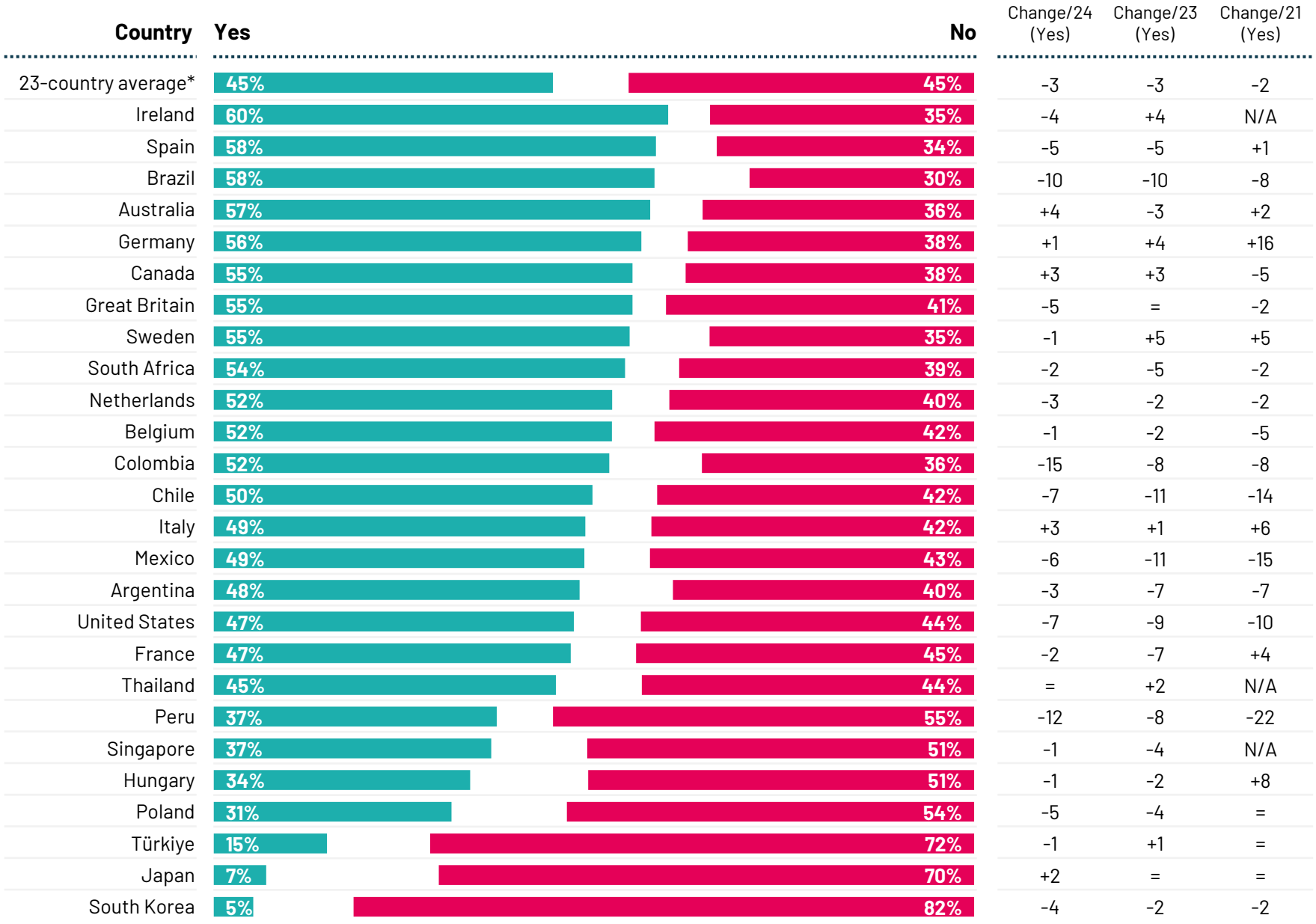
LGB+ Visibility by Country

Q. Do you have a relative, friend or work colleague who is:

Lesbian/gay/homosexual



Country	Yes	No	Change/24 (Yes)	Change/23 (Yes)	Change/21 (Yes)
23-country average*	45%	45%	-3	-3	-2
Ireland	60%	35%	-4	+4	N/A
Spain	58%	34%	-5	-5	+1
Brazil	58%	30%	-10	-10	-8
Australia	57%	36%	+4	-3	+2
Germany	56%	38%	+1	+4	+16
Canada	55%	38%	+3	+3	-5
Great Britain	55%	41%	-5	=	-2
Sweden	55%	35%	-1	+5	+5
South Africa	54%	39%	-2	-5	-2
Netherlands	52%	40%	-3	-2	-2
Belgium	52%	42%	-1	-2	-5
Colombia	52%	36%	-15	-8	-8
Chile	50%	42%	-7	-11	-14
Italy	49%	42%	+3	+1	+6
Mexico	49%	43%	-6	-11	-15
Argentina	48%	40%	-3	-7	-7
United States	47%	44%	-7	-9	-10
France	47%	45%	-2	-7	+4
Thailand	45%	44%	=	+2	N/A
Peru	37%	55%	-12	-8	-22
Singapore	37%	51%	-1	-4	N/A
Hungary	34%	51%	-1	-2	+8
Poland	31%	54%	-5	-4	=
Türkiye	15%	72%	-1	+1	=
Japan	7%	70%	+2	=	=
South Korea	5%	82%	-4	-2	-2

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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

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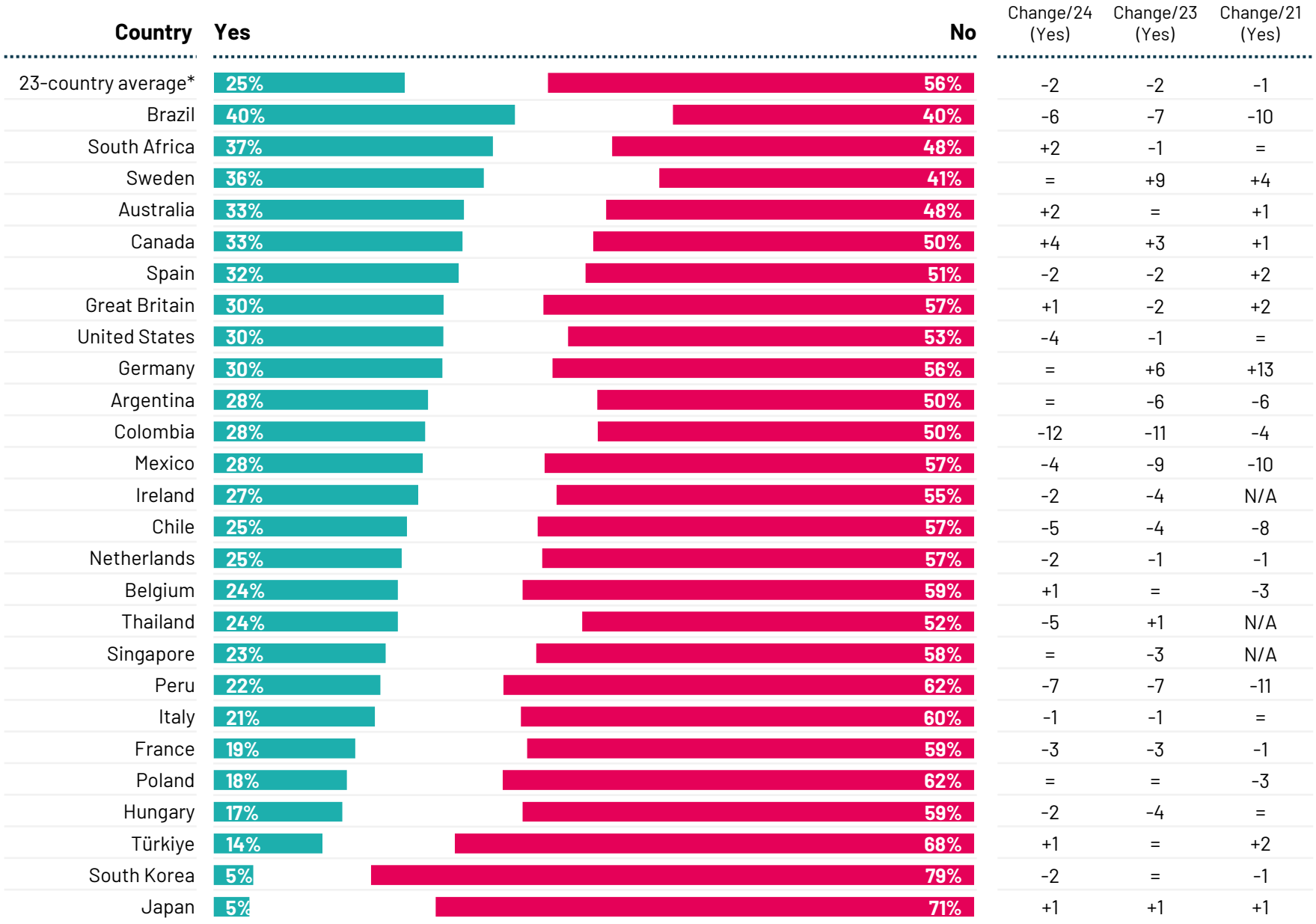
LGB+ Visibility by Country

Q. Do you have a relative, friend or work colleague who is:

Bisexual

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



Country	Yes	No	Change/24 (Yes)	Change/23 (Yes)	Change/21 (Yes)
23-country average*	25%	56%	-2	-2	-1
Brazil	40%	40%	-6	-7	-10
South Africa	37%	48%	+2	-1	=
Sweden	36%	41%	=	+9	+4
Australia	33%	48%	+2	=	+1
Canada	33%	50%	+4	+3	+1
Spain	32%	51%	-2	-2	+2
Great Britain	30%	57%	+1	-2	+2
United States	30%	53%	-4	-1	=
Germany	30%	56%	=	+6	+13
Argentina	28%	50%	=	-6	-6
Colombia	28%	50%	-12	-11	-4
Mexico	28%	57%	-4	-9	-10
Ireland	27%	55%	-2	-4	N/A
Chile	25%	57%	-5	-4	-8
Netherlands	25%	57%	-2	-1	-1
Belgium	24%	59%	+1	=	-3
Thailand	24%	52%	-5	+1	N/A
Singapore	23%	58%	=	-3	N/A
Peru	22%	62%	-7	-7	-11
Italy	21%	60%	-1	-1	=
France	19%	59%	-3	-3	-1
Poland	18%	62%	=	=	-3
Hungary	17%	59%	-2	-4	=
Türkiye	14%	68%	+1	=	+2
South Korea	5%	79%	-2	=	-1
Japan	5%	71%	+1	+1	+1

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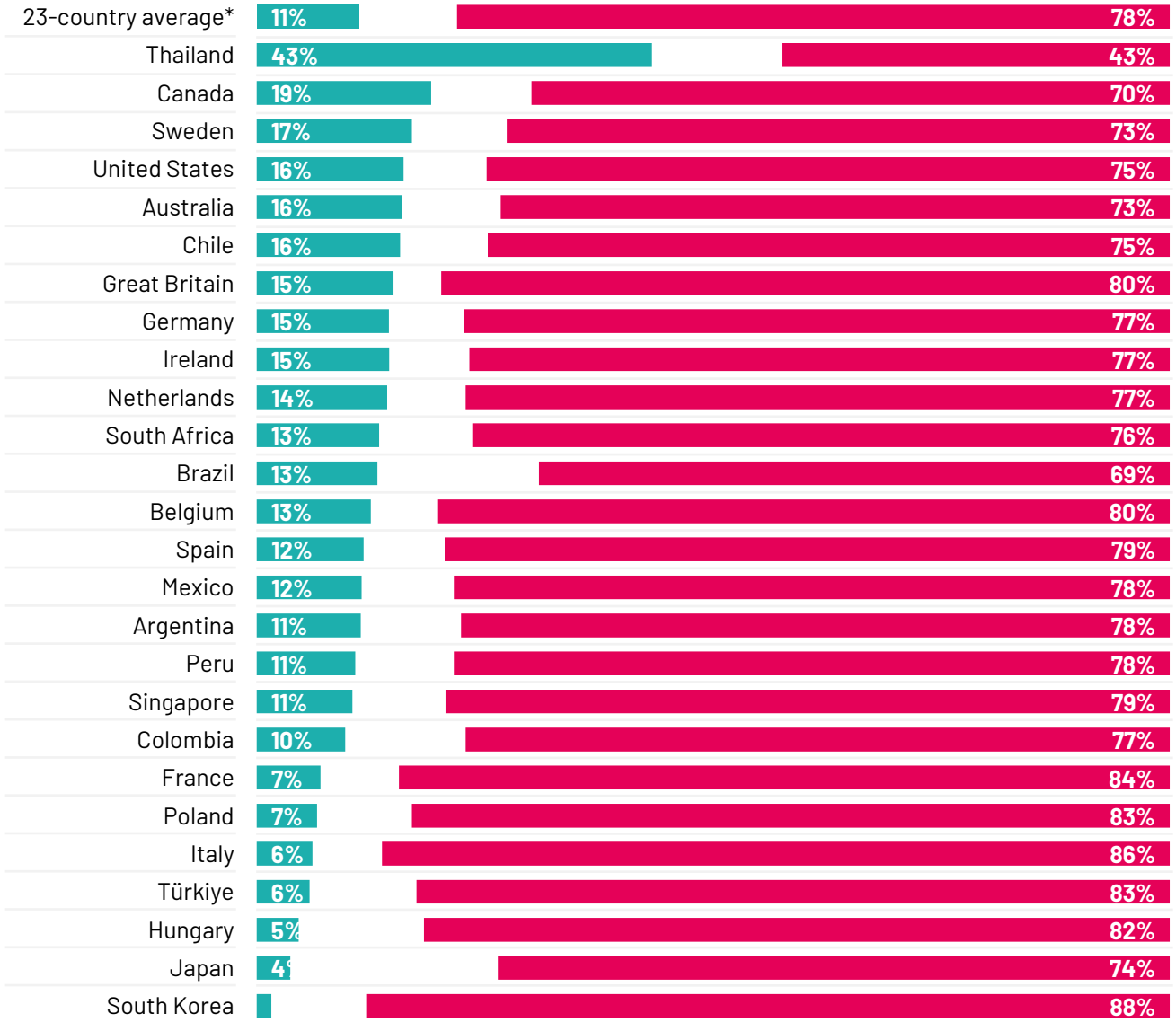
LGBT Visibility by Country

Q. Do you have a relative, friend or work colleague who is:

Transgender

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



Country	Yes	No	Change/24 (Yes)	Change/23 (Yes)	Change/21 (Yes)
23-country average*	11%	78%	-1	-1	+1
Thailand	43%	43%	-3	=	N/A
Canada	19%	70%	+1	=	+1
Sweden	17%	73%	+1	+3	+3
United States	16%	75%	-1	-2	+2
Australia	16%	73%	-1	-2	-2
Chile	16%	75%	=	+1	+3
Great Britain	15%	80%	-4	-2	+2
Germany	15%	77%	-1	+4	+8
Ireland	15%	77%	+2	+2	N/A
Netherlands	14%	77%	-2	-1	=
South Africa	13%	76%	-3	=	+3
Brazil	13%	69%	-5	-7	-2
Belgium	13%	80%	=	+4	+3
Spain	12%	79%	=	=	+2
Mexico	12%	78%	-2	-2	-4
Argentina	11%	78%	+1	-2	-1
Peru	11%	78%	-1	=	-1
Singapore	11%	79%	-3	-4	N/A
Colombia	10%	77%	-4	-5	-3
France	7%	84%	-1	-1	+3
Poland	7%	83%	-1	+1	=
Italy	6%	86%	-1	=	-1
Türkiye	6%	83%	-1	-1	+2
Hungary	5%	82%	=	-1	+3
Japan	4%	74%	=	-1	=
South Korea	2%	88%	=	=	=

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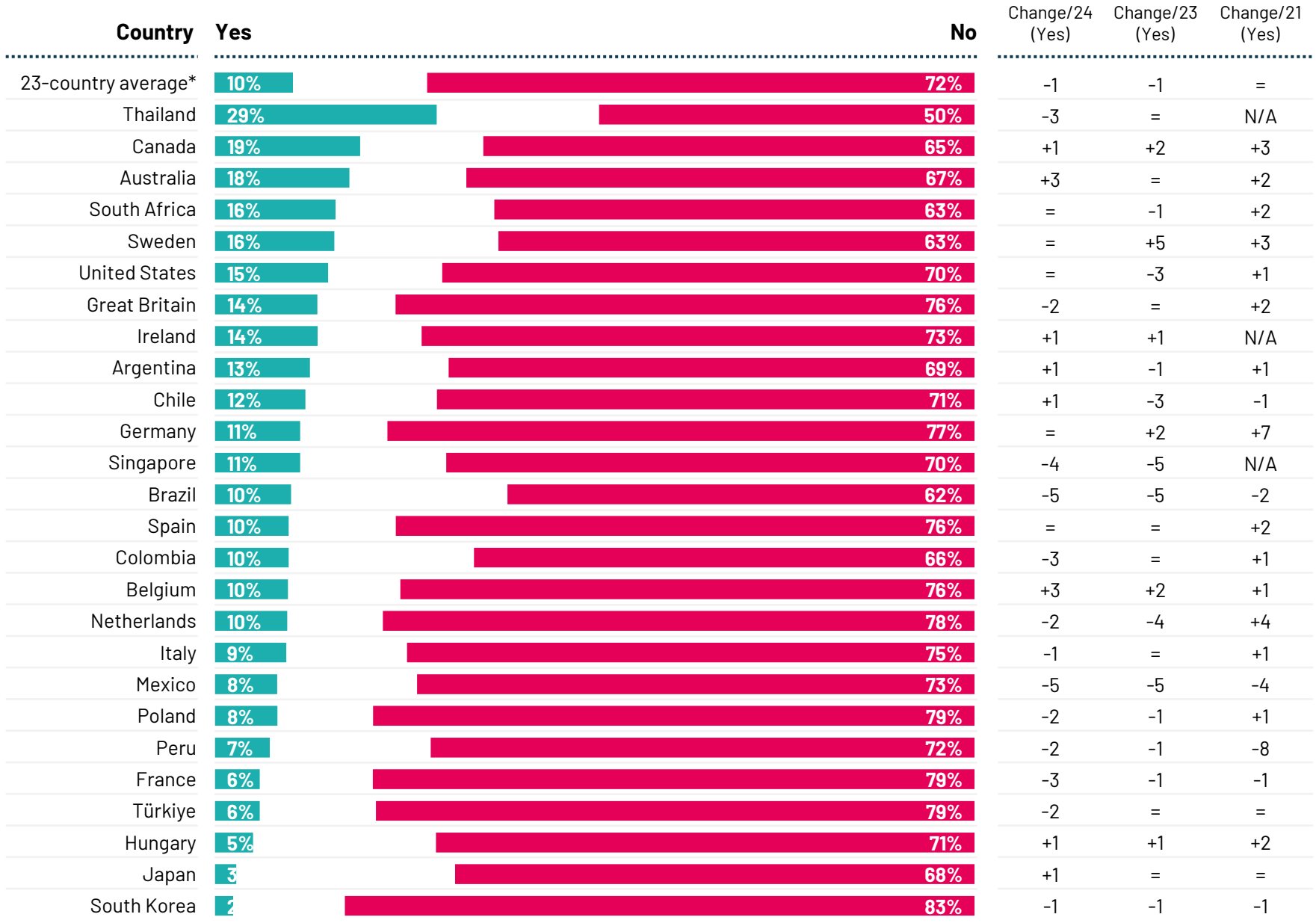
LGBT+ Visibility by Country

Q. Do you have a relative, friend or work colleague who is:

Non-binary, gender non-conforming or gender-fluid

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



Country	Yes	No	Change/24 (Yes)	Change/23 (Yes)	Change/21 (Yes)
23-country average*	10%	72%	-1	-1	=
Thailand	29%	50%	-3	=	N/A
Canada	19%	65%	+1	+2	+3
Australia	18%	67%	+3	=	+2
South Africa	16%	63%	=	-1	+2
Sweden	16%	63%	=	+5	+3
United States	15%	70%	=	-3	+1
Great Britain	14%	76%	-2	=	+2
Ireland	14%	73%	+1	+1	N/A
Argentina	13%	69%	+1	-1	+1
Chile	12%	71%	+1	-3	-1
Germany	11%	77%	=	+2	+7
Singapore	11%	70%	-4	-5	N/A
Brazil	10%	62%	-5	-5	-2
Spain	10%	76%	=	=	+2
Colombia	10%	66%	-3	=	+1
Belgium	10%	76%	+3	+2	+1
Netherlands	10%	78%	-2	-4	+4
Italy	9%	75%	-1	=	+1
Mexico	8%	73%	-5	-5	-4
Poland	8%	79%	-2	-1	+1
Peru	7%	72%	-2	-1	-8
France	6%	79%	-3	-1	-1
Türkiye	6%	79%	-2	=	=
Hungary	5%	71%	+1	+1	+2
Japan	3	68%	+1	=	=
South Korea	2	83%	-1	-1	-1

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Q

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

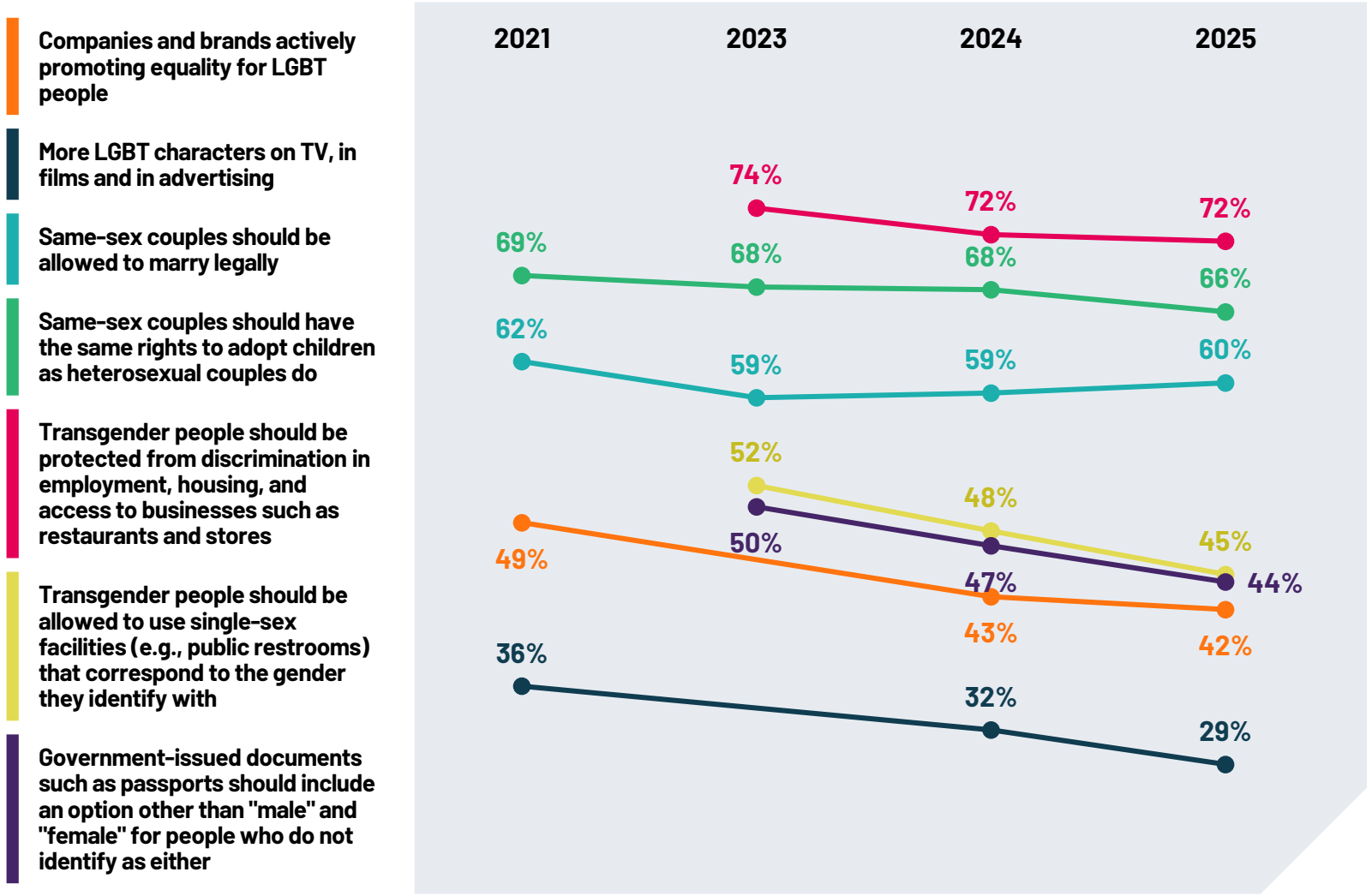
Support for some LGBT+ issues has stayed relatively steady, but has dropped for others, since 2021 across the G7.

The proportion in favor, on average across all seven countries (Canada, France, Germany, Italy, Japan, Great Britain and the U.S.) for same-sex marriage (**66%**, -3pp since 2021) and same-sex couples adopting kids (**60%,** -2pp) is still pretty strong.

The mixing of business and identity issues has slipped. Almost half (**49%**) supported companies/brands actively promoting equality for LGBT people in 2021, that's now down to **42%**. And now just **29%** want more LGBT characters on TV, in films and in advertising, down from **36%** in 2021.

While most (**72%**) still think transgender people should be protected from discrimination, the devil's in the details. Those in favor of trans people using the facility in line with their gender identify, for example, fell to **44**% from **50%** in 2021.

G7 country-average
% somewhat/strongly agree



Base: *7,007 adults aged 18-74 in Canada and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.*

LGBT+ Rights & Protections

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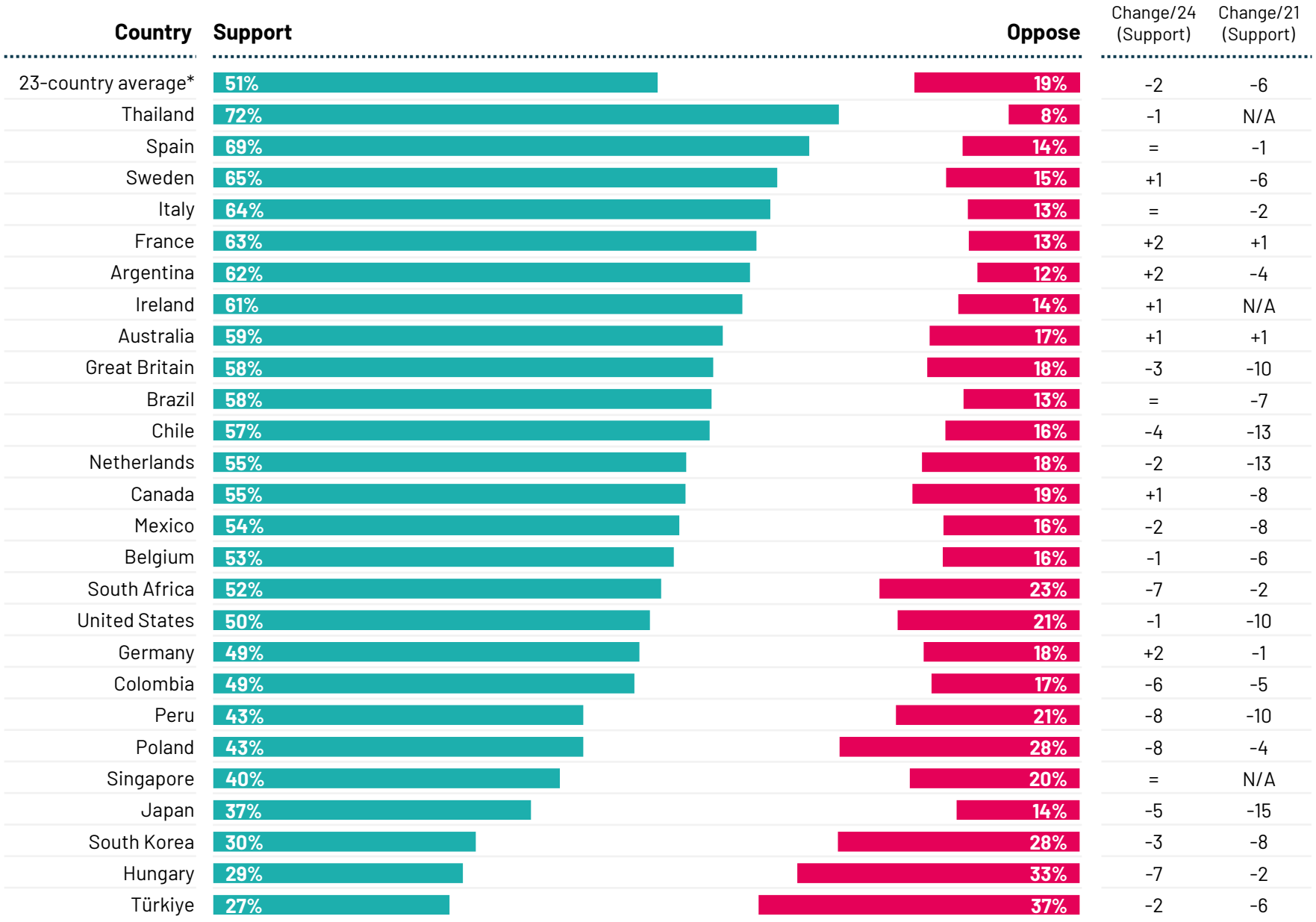
Views on LGBT Rights and Protection By Country

Q. To what extent do you support or oppose the following:

Laws banning discrimination against LGBT people when it comes to employment, access to education, housing and social services, etc.

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



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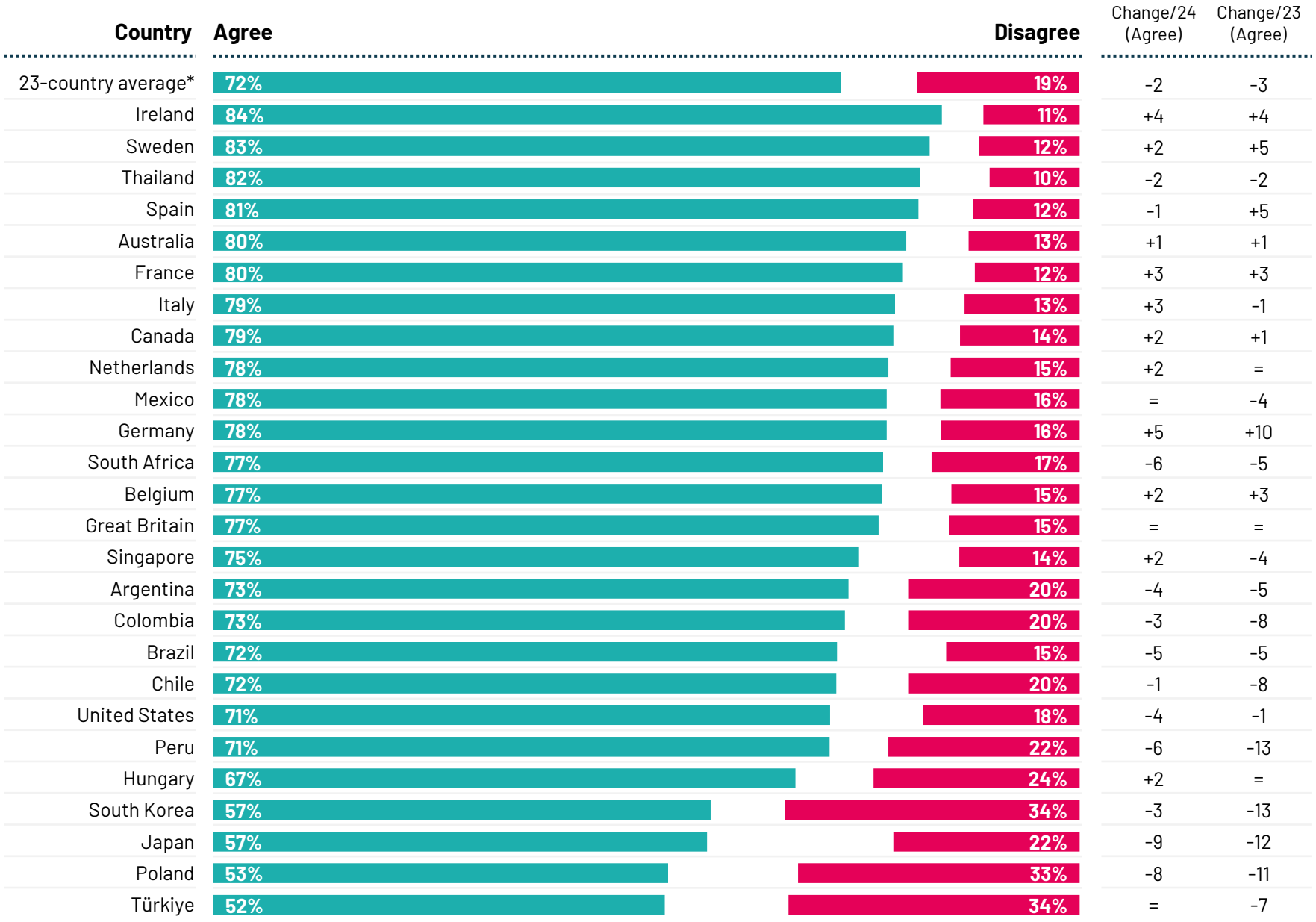
Views on LGB Rights and Protection By Country

Q. How much do you agree or disagree with the following?

Lesbian, gay and bisexual people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



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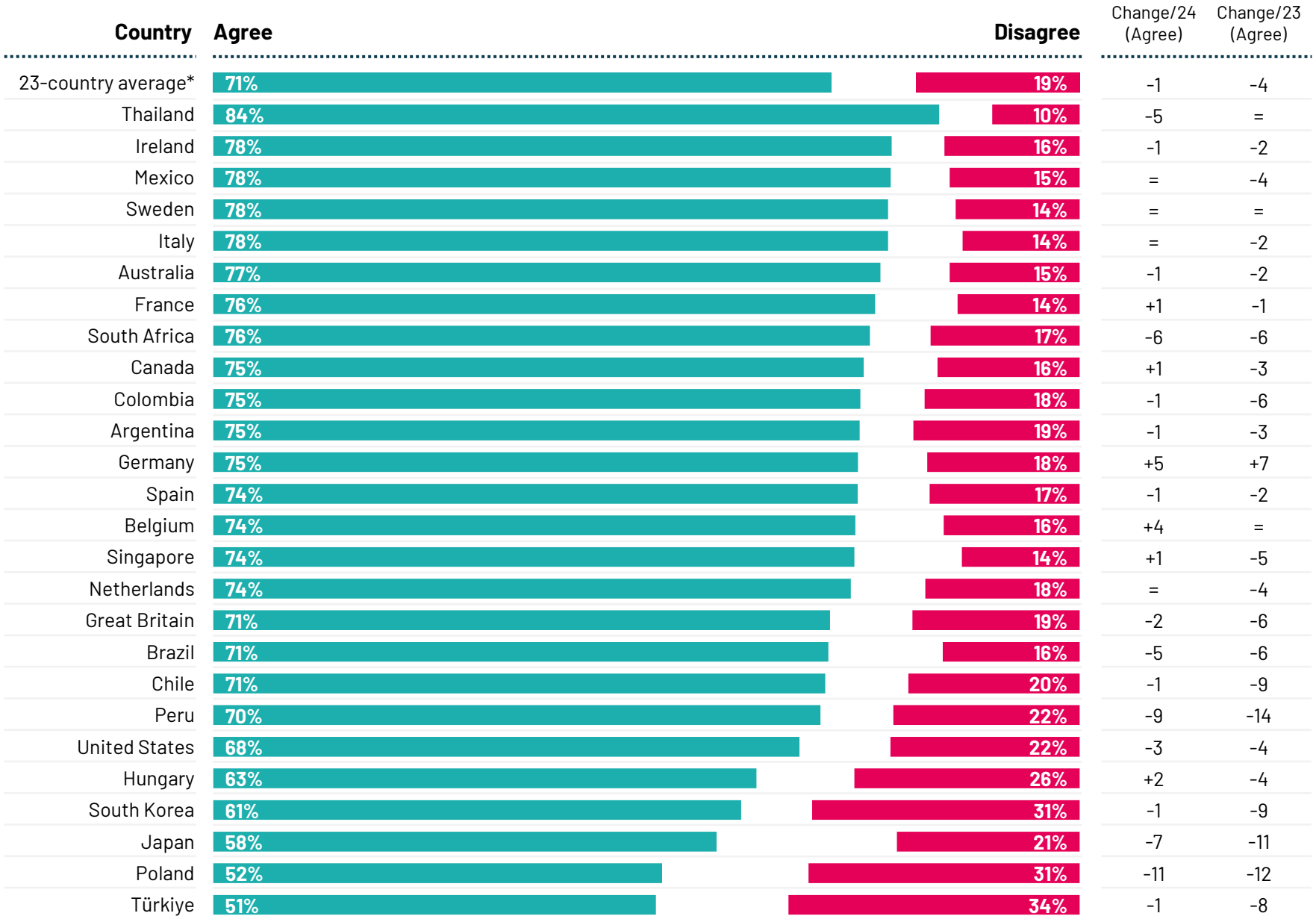
Views on Transgender Discrimination Protection By Country

Q. How much do you agree or disagree with the following?

Transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



Country	Agree	Disagree	Change/24 (Agree)	Change/23 (Agree)
23-country average*	71%	19%	-1	-4
Thailand	84%	10%	-5	=
Ireland	78%	16%	-1	-2
Mexico	78%	15%	=	-4
Sweden	78%	14%	=	=
Italy	78%	14%	=	-2
Australia	77%	15%	-1	-2
France	76%	14%	+1	-1
South Africa	76%	17%	-6	-6
Canada	75%	16%	+1	-3
Colombia	75%	18%	-1	-6
Argentina	75%	19%	-1	-3
Germany	75%	18%	+5	+7
Spain	74%	17%	-1	-2
Belgium	74%	16%	+4	=
Singapore	74%	14%	+1	-5
Netherlands	74%	18%	=	-4
Great Britain	71%	19%	-2	-6
Brazil	71%	16%	-5	-6
Chile	71%	20%	-1	-9
Peru	70%	22%	-9	-14
United States	68%	22%	-3	-4
Hungary	63%	26%	+2	-4
South Korea	61%	31%	-1	-9
Japan	58%	21%	-7	-11
Poland	52%	31%	-11	-12
Türkiye	51%	34%	-1	-8

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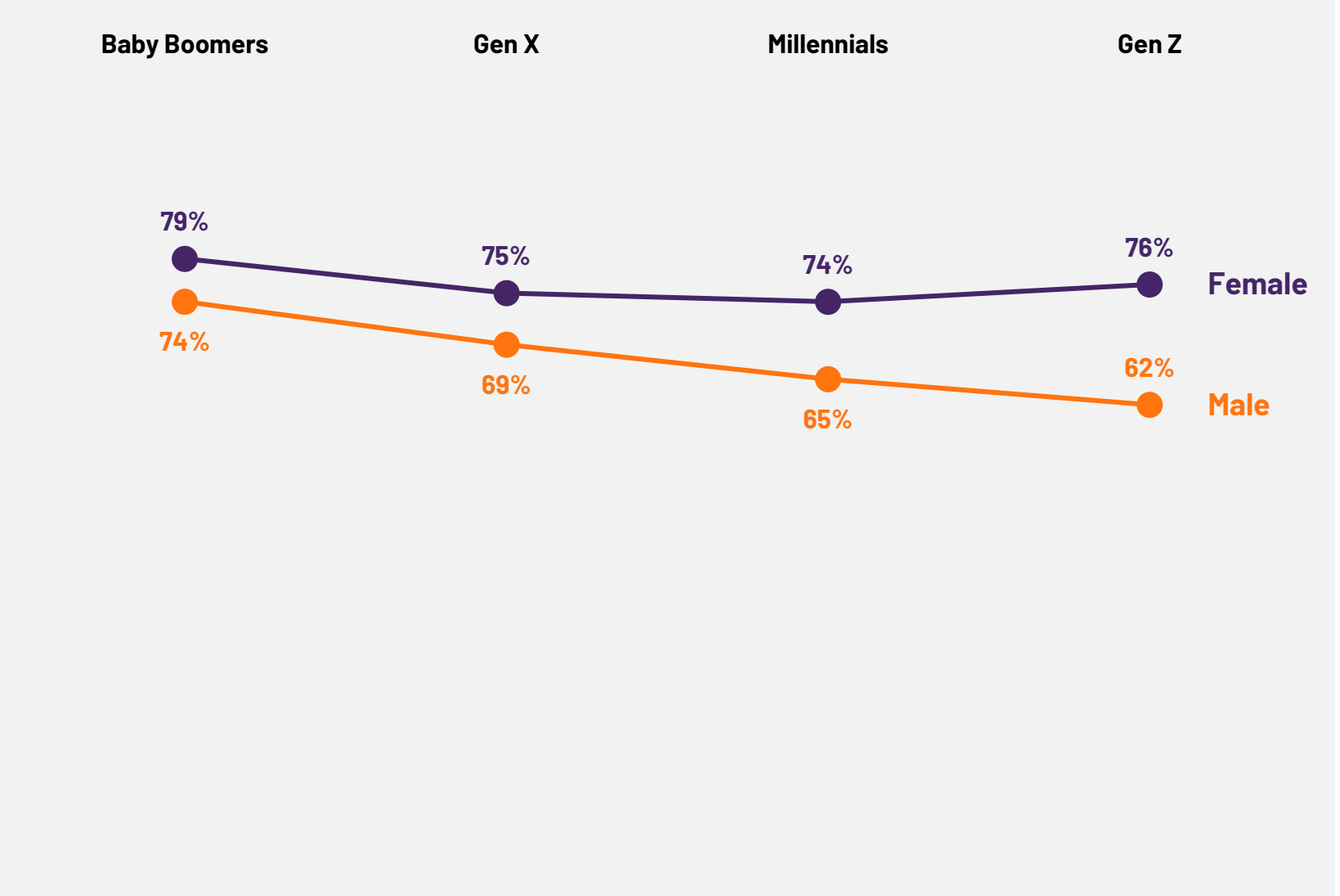
Views on Transgender Discrimination Protection By Generation**

26-country average

Q. How much do you agree or disagree with the following? ***(% agree)***

Transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores



Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.
**Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers (born between 1945-1965).

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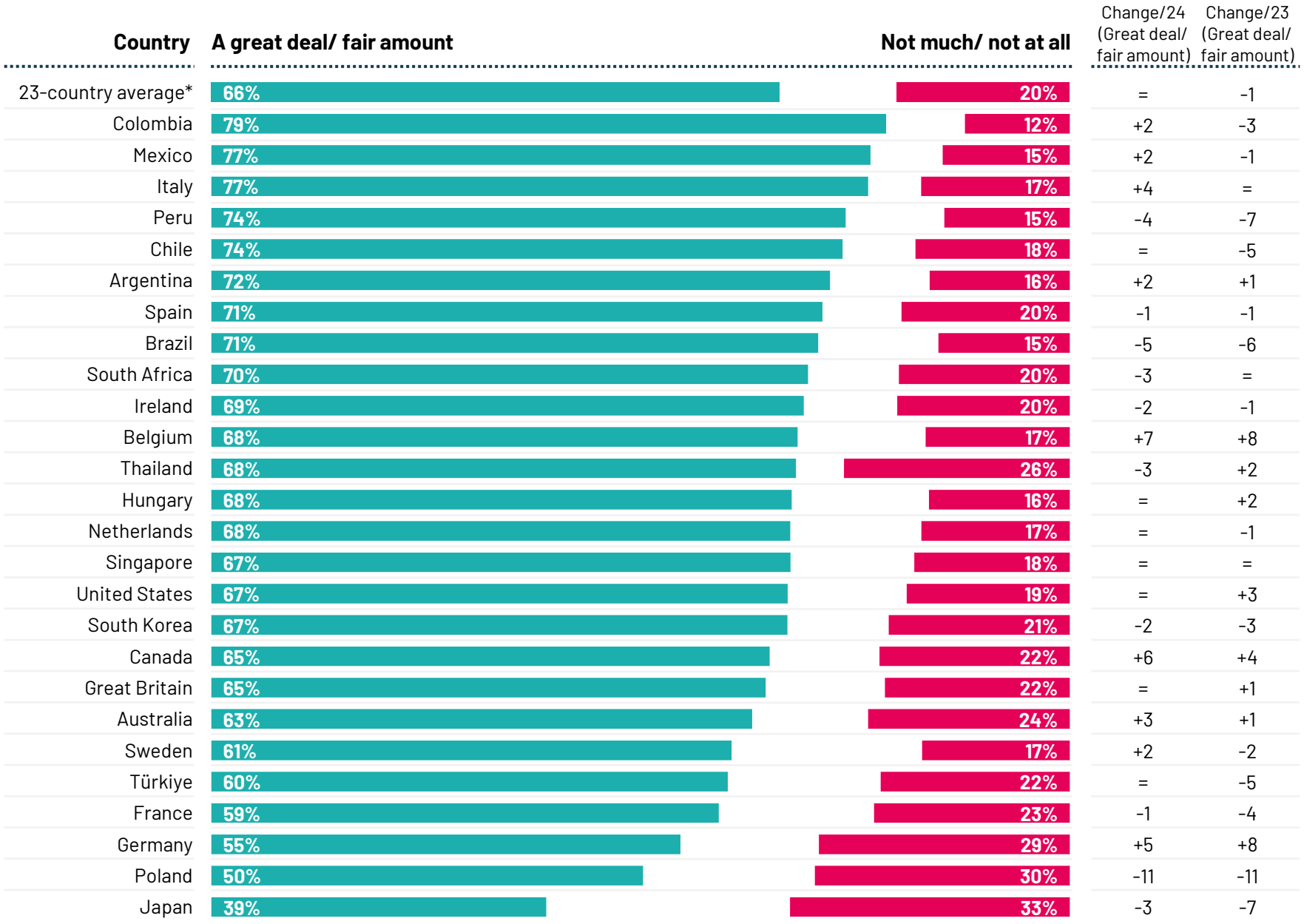
Perceived Transgender Discrimination By Country

Q. In your opinion,

how much discrimination do transgender people face in our society today?

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



Country	A great deal/ fair amount	Not much/ not at all	Change/24 (Great deal/ fair amount)	Change/23 (Great deal/ fair amount)
23-country average*	66%	20%	=	-1
Colombia	79%	12%	+2	-3
Mexico	77%	15%	+2	-1
Italy	77%	17%	+4	=
Peru	74%	15%	-4	-7
Chile	74%	18%	=	-5
Argentina	72%	16%	+2	+1
Spain	71%	20%	-1	-1
Brazil	71%	15%	-5	-6
South Africa	70%	20%	-3	=
Ireland	69%	20%	-2	-1
Belgium	68%	17%	+7	+8
Thailand	68%	26%	-3	+2
Hungary	68%	16%	=	+2
Netherlands	68%	17%	=	-1
Singapore	67%	18%	=	=
United States	67%	19%	=	+3
South Korea	67%	21%	-2	-3
Canada	65%	22%	+6	+4
Great Britain	65%	22%	=	+1
Australia	63%	24%	+3	+1
Sweden	61%	17%	+2	-2
Türkiye	60%	22%	=	-5
France	59%	23%	-1	-4
Germany	55%	29%	+5	+8
Poland	50%	30%	-11	-11
Japan	39%	33%	-3	-7

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Perceived Transgender Discrimination By Generation**

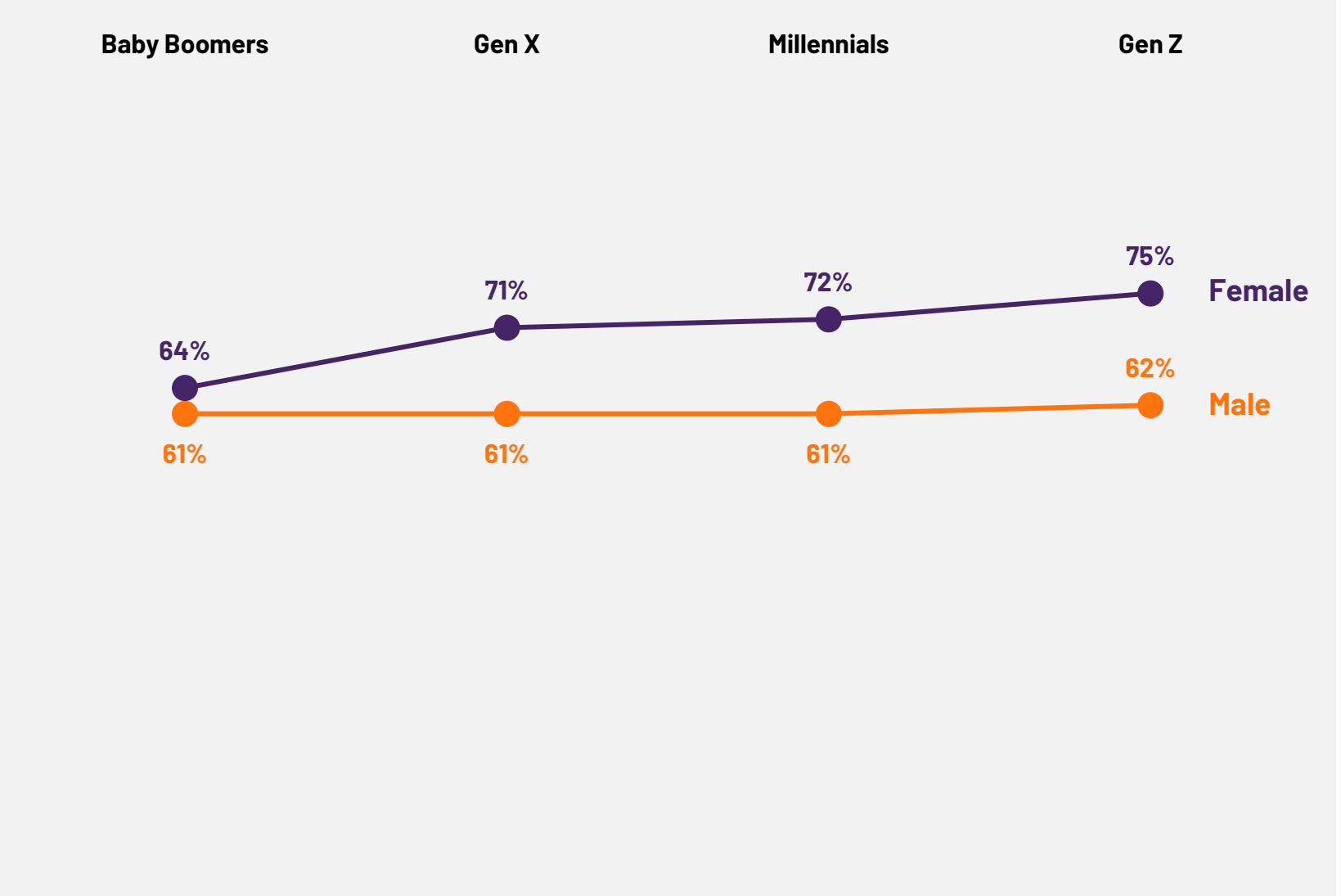
26-country average

Q. In your opinion,

how much discrimination do transgender people face in our society today? *(% a great deal or fair amount)*

Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



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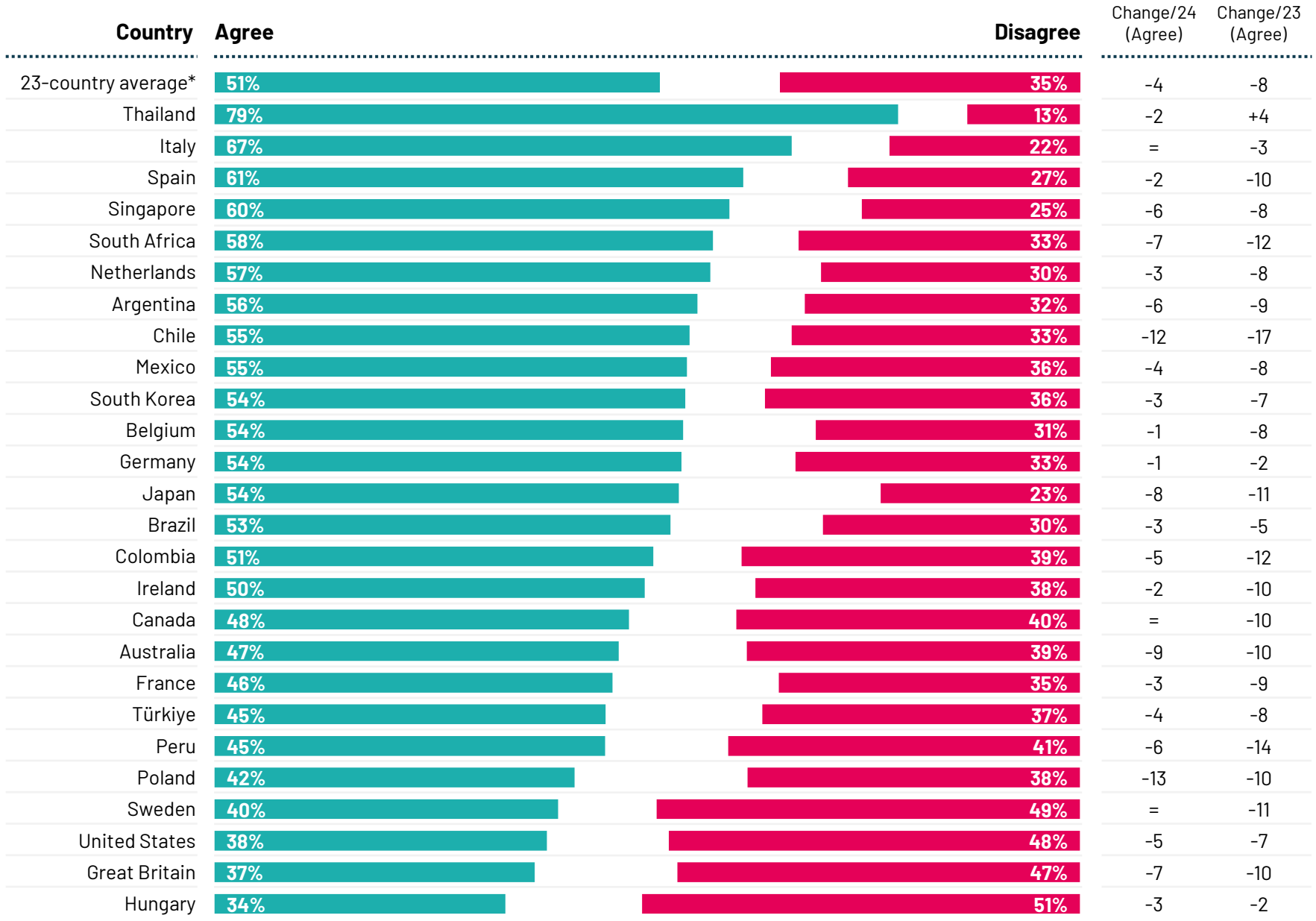
Views on Teens' Access to Gender-Affirming Care By Country

Q. How much do you agree or disagree with the following?

With parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counselling and hormone replacement treatment)

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



Country	Agree	Disagree	Change/24 (Agree)	Change/23 (Agree)
23-country average*	51%	35%	-4	-8
Thailand	79%	13%	-2	+4
Italy	67%	22%	=	-3
Spain	61%	27%	-2	-10
Singapore	60%	25%	-6	-8
South Africa	58%	33%	-7	-12
Netherlands	57%	30%	-3	-8
Argentina	56%	32%	-6	-9
Chile	55%	33%	-12	-17
Mexico	55%	36%	-4	-8
South Korea	54%	36%	-3	-7
Belgium	54%	31%	-1	-8
Germany	54%	33%	-1	-2
Japan	54%	23%	-8	-11
Brazil	53%	30%	-3	-5
Colombia	51%	39%	-5	-12
Ireland	50%	38%	-2	-10
Canada	48%	40%	=	-10
Australia	47%	39%	-9	-10
France	46%	35%	-3	-9
Türkiye	45%	37%	-4	-8
Peru	45%	41%	-6	-14
Poland	42%	38%	-13	-10
Sweden	40%	49%	=	-11
United States	38%	48%	-5	-7
Great Britain	37%	47%	-7	-10
Hungary	34%	51%	-3	-2

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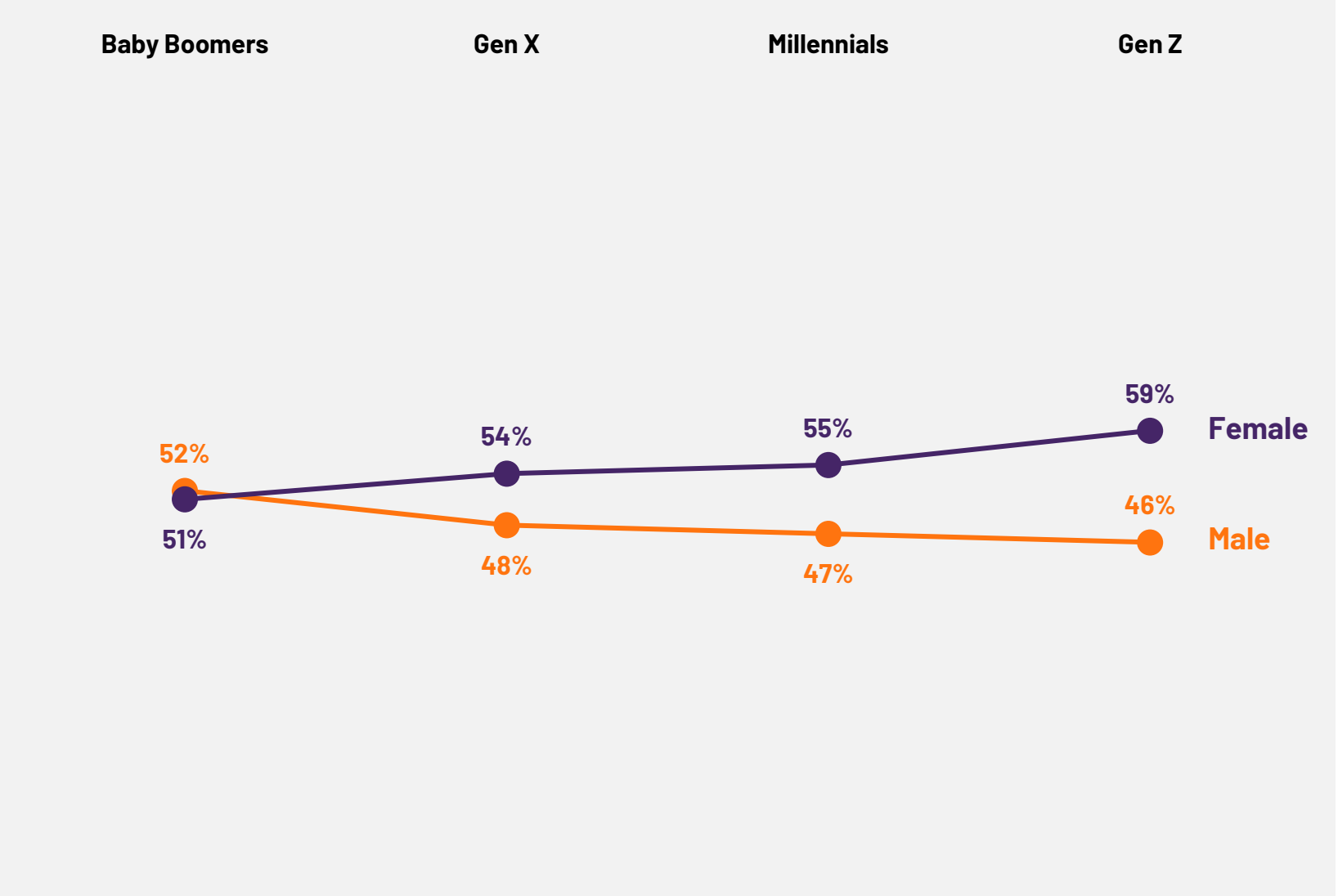
Views on Teens' Access to Gender-Affirming Care By Generations**

26-country average

Q. How much do you agree or disagree with the following? ***(% agree)***

With parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counseling and hormone replacement treatment)



Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.
**Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers (born between 1945-1965).

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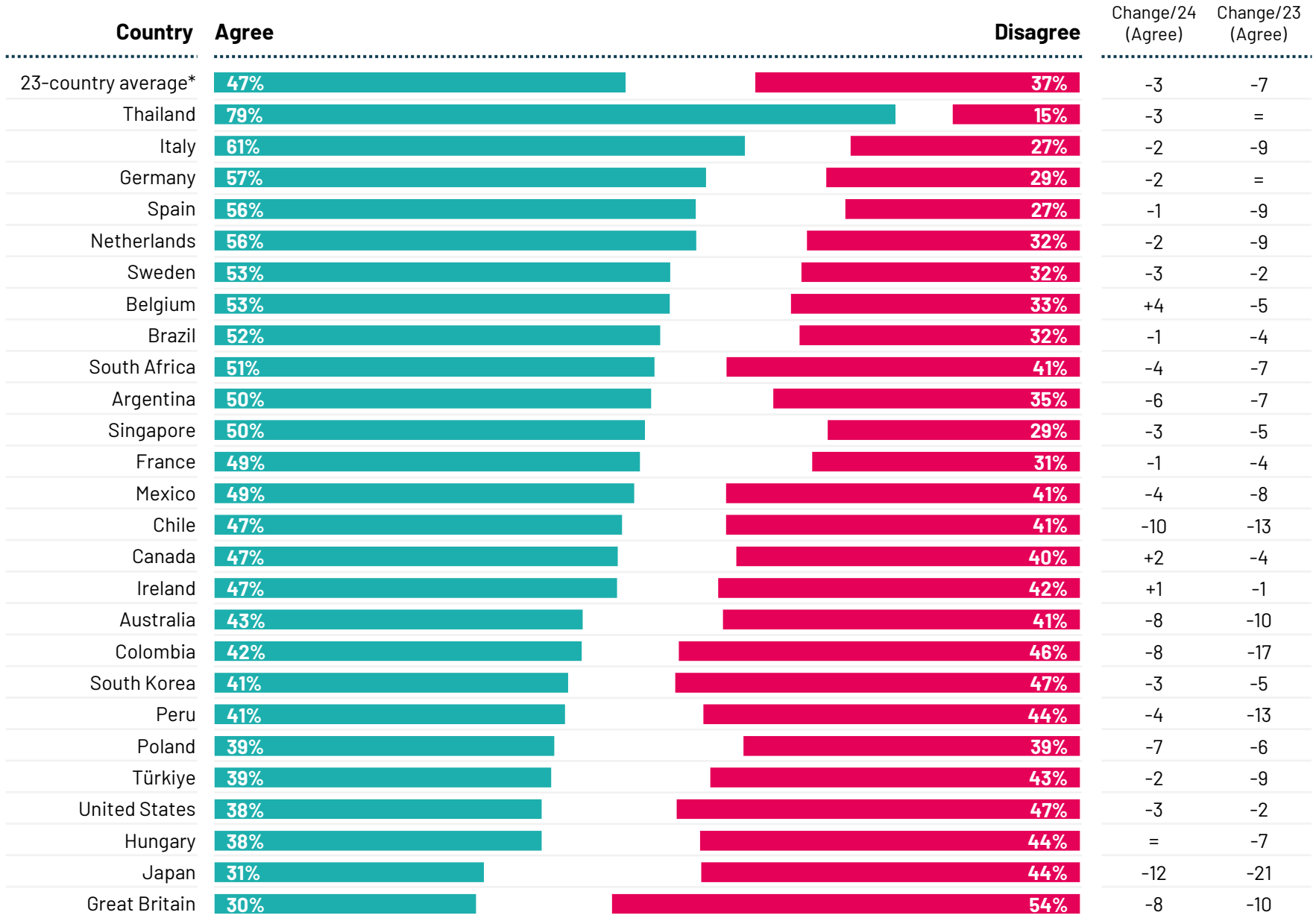
Views on Access to Facilities Matching Gender Identity By Country

Q. How much do you agree or disagree with the following?

Transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the gender they identify with

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



Country	Agree	Disagree	Change/24 (Agree)	Change/23 (Agree)
23-country average*	47%	37%	-3	-7
Thailand	79%	15%	-3	=
Italy	61%	27%	-2	-9
Germany	57%	29%	-2	=
Spain	56%	27%	-1	-9
Netherlands	56%	32%	-2	-9
Sweden	53%	32%	-3	-2
Belgium	53%	33%	+4	-5
Brazil	52%	32%	-1	-4
South Africa	51%	41%	-4	-7
Argentina	50%	35%	-6	-7
Singapore	50%	29%	-3	-5
France	49%	31%	-1	-4
Mexico	49%	41%	-4	-8
Chile	47%	41%	-10	-13
Canada	47%	40%	+2	-4
Ireland	47%	42%	+1	-1
Australia	43%	41%	-8	-10
Colombia	42%	46%	-8	-17
South Korea	41%	47%	-3	-5
Peru	41%	44%	-4	-13
Poland	39%	39%	-7	-6
Türkiye	39%	43%	-2	-9
United States	38%	47%	-3	-2
Hungary	38%	44%	=	-7
Japan	31%	44%	-12	-21
Great Britain	30%	54%	-8	-10

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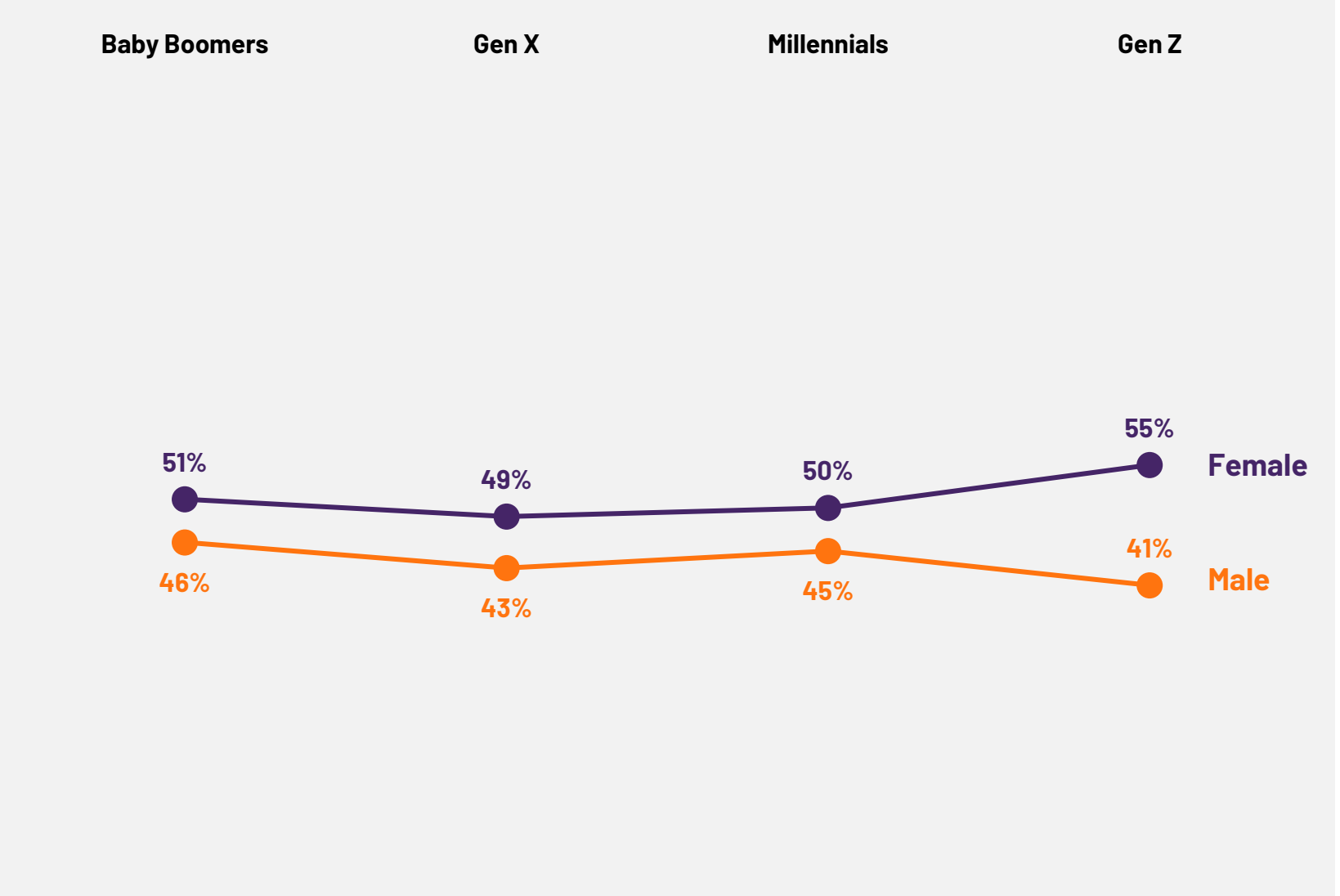
Views on Access to Facilities Matching Gender Identity By Generation**

26-country average

Q. How much do you agree or disagree with the following? ***(% agree)***

Transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the gender they identify with

Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.



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

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Views on Other-Gender Option on Official Documents By Country

Q. How much do you agree or disagree with the following?

Government-issued documents such as passports should include an option other than "male" and "female" for people who do not identify as either

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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

Country	Agree	Disagree	Change/24 (Agree)	Change/23 (Agree)
23-country average*	46%	40%	-3	-6
Thailand	73%	18%	-4	+3
Argentina	54%	35%	-3	-3
Spain	54%	31%	-2	-4
Brazil	53%	30%	-1	-6
Italy	53%	30%	-3	-8
Germany	52%	36%	+2	-1
Chile	51%	37%	-8	-11
Mexico	50%	40%	-2	-5
South Africa	50%	41%	-7	-8
Ireland	48%	40%	-2	-5
Singapore	48%	36%	-2	-5
Canada	47%	41%	+7	-2
Netherlands	46%	43%	-5	-6
Belgium	46%	39%	-1	-6
Colombia	46%	42%	-4	-15
Japan	44%	32%	-12	-14
Australia	44%	42%	-7	-8
Hungary	41%	44%	+1	-2
France	41%	42%	+1	-3
Sweden	40%	45%	-2	-7
South Korea	40%	48%	-7	-10
Türkiye	39%	44%	-4	-9
Peru	39%	51%	-6	-14
United States	38%	48%	-6	-3
Great Britain	35%	52%	-8	-12
Poland	33%	45%	-9	-10

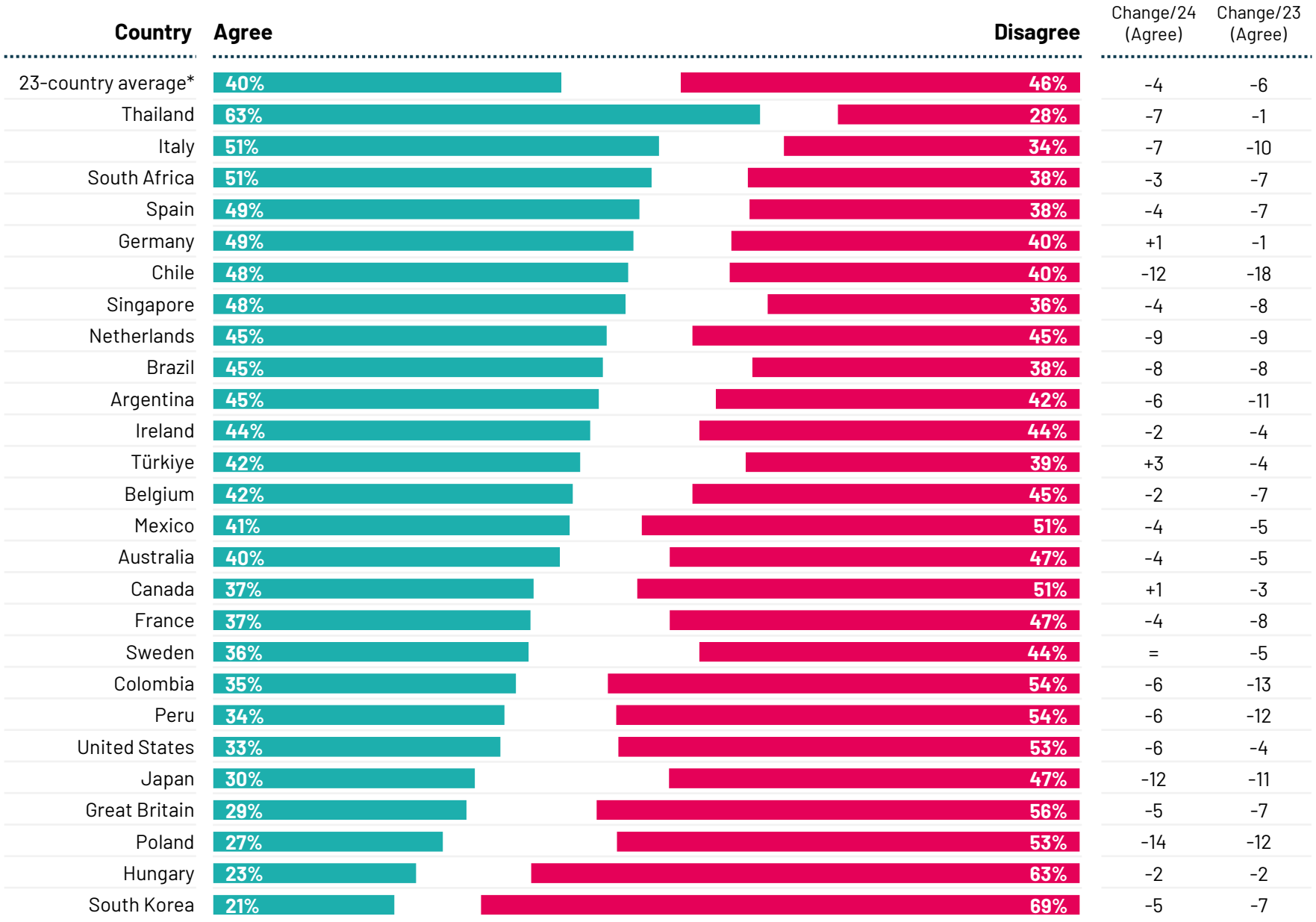
Views on Insurance Coverage of Gender Transition Costs By Country

Q. How much do you agree or disagree with the following?

Health insurance systems should cover the costs of gender transition no differently than the costs of other medical procedures

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – March 9, 2025.

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



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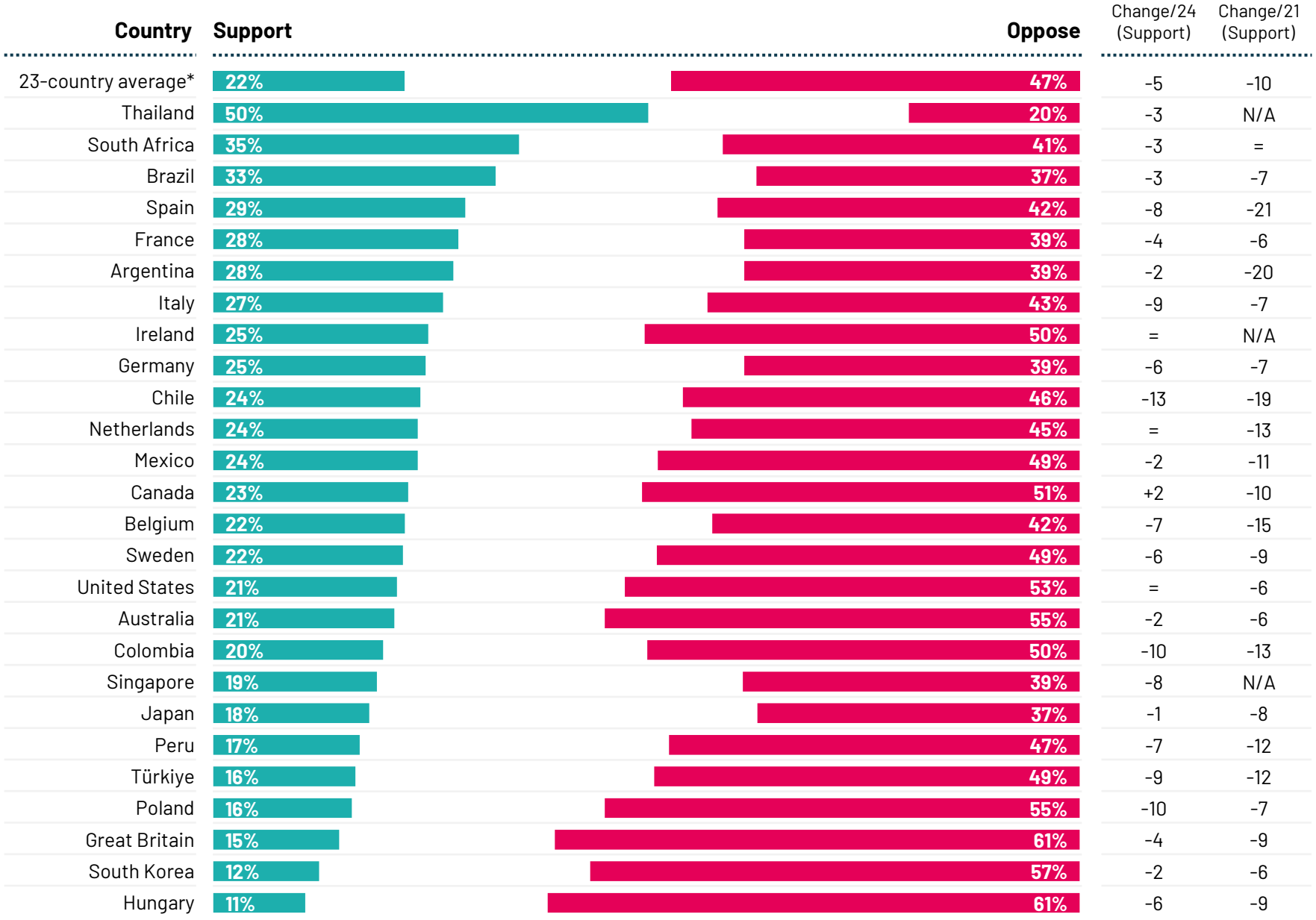
Views About Transgender Athletes by Country

Q. To what extent do you support or oppose the following:

Transgender athletes competing based on the gender they identify with rather than the sex they were assigned at birth

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – March 9, 2025.

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



Country	Support	Oppose	Change/24 (Support)	Change/21 (Support)
23-country average*	22%	47%	-5	-10
Thailand	50%	20%	-3	N/A
South Africa	35%	41%	-3	=
Brazil	33%	37%	-3	-7
Spain	29%	42%	-8	-21
France	28%	39%	-4	-6
Argentina	28%	39%	-2	-20
Italy	27%	43%	-9	-7
Ireland	25%	50%	=	N/A
Germany	25%	39%	-6	-7
Chile	24%	46%	-13	-19
Netherlands	24%	45%	=	-13
Mexico	24%	49%	-2	-11
Canada	23%	51%	+2	-10
Belgium	22%	42%	-7	-15
Sweden	22%	49%	-6	-9
United States	21%	53%	=	-6
Australia	21%	55%	-2	-6
Colombia	20%	50%	-10	-13
Singapore	19%	39%	-8	N/A
Japan	18%	37%	-1	-8
Peru	17%	47%	-7	-12
Türkiye	16%	49%	-9	-12
Poland	16%	55%	-10	-7
Great Britain	15%	61%	-4	-9
South Korea	12%	57%	-2	-6
Hungary	11%	61%	-6	-9

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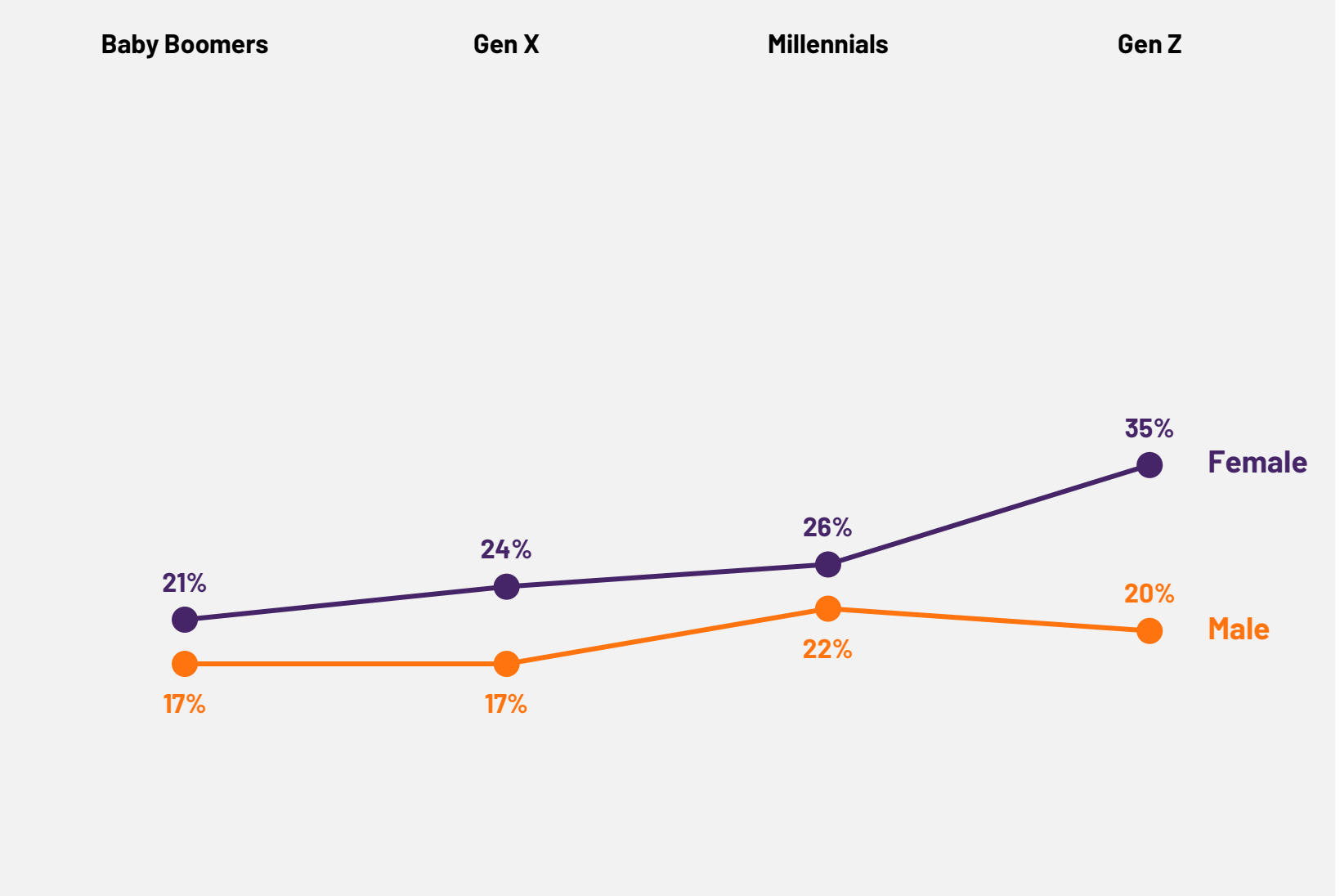
Views About Transgender Athletes By Generation**

26-country average

Q. To what extent do you support or oppose the following: ***(% support)***

Transgender athletes competing based on the gender they identify with rather than the sex they were assigned at birth

Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.



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

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Same-Sex Marriage & Parenting

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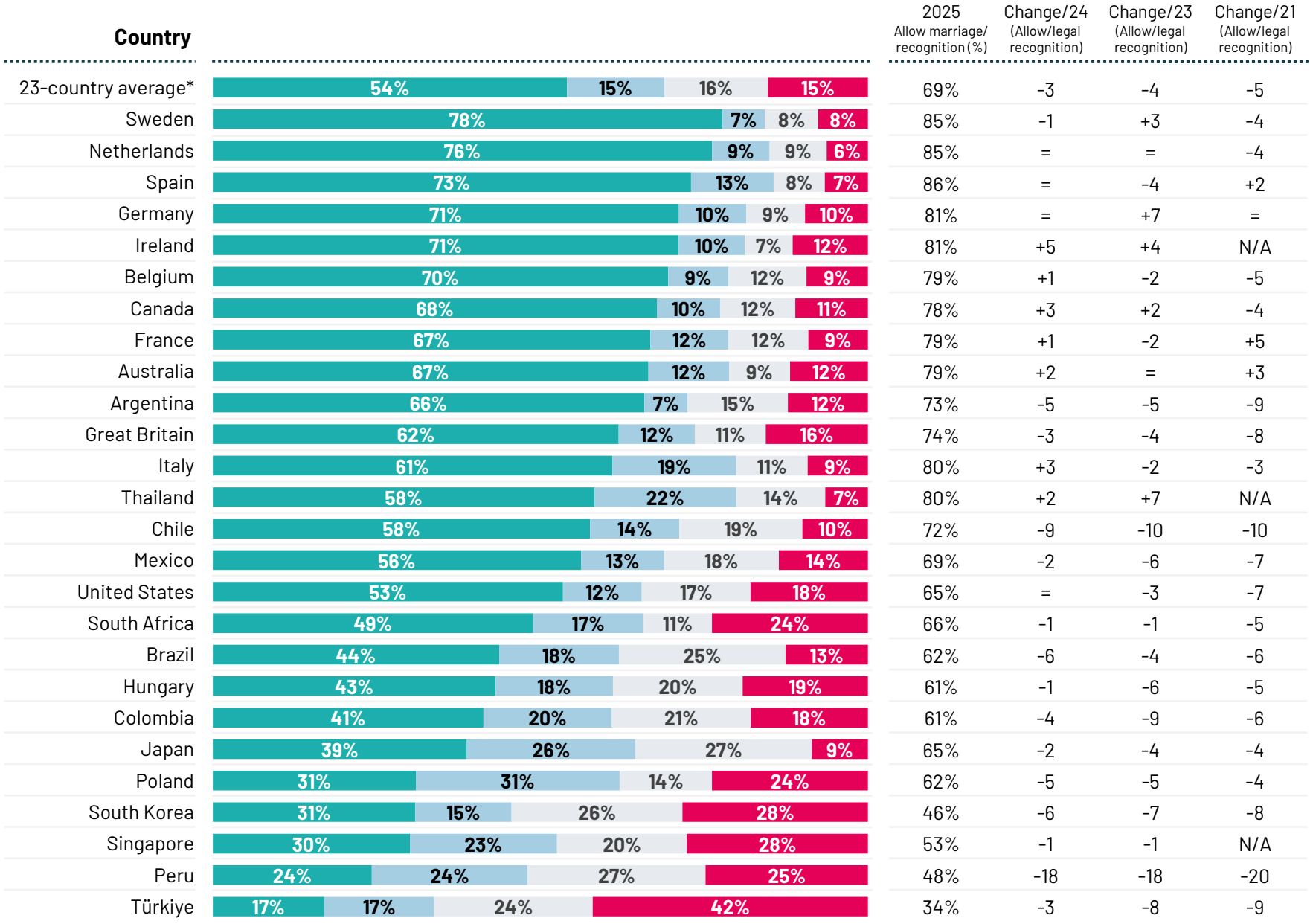
Views on Same-Sex Marriage by Country

Q. **When you think about the rights of same-sex couples, which of the following comes closest to your personal opinion?**

- Same-sex couples should be allowed to marry legally
- Same-sex couples should be allowed to obtain some kind of legal recognition, but not to marry
- Not Sure
- Same-sex couples should not be allowed to marry or obtain any kind of legal recognition

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.



Country	2025 Allow marriage/ recognition (%)	Change/24 (Allow/legal recognition)	Change/23 (Allow/legal recognition)	Change/21 (Allow/legal recognition)
23-country average*	69%	-3	-4	-5
Sweden	85%	-1	+3	-4
Netherlands	85%	=	=	-4
Spain	86%	=	-4	+2
Germany	81%	=	+7	=
Ireland	81%	+5	+4	N/A
Belgium	79%	+1	-2	-5
Canada	78%	+3	+2	-4
France	79%	+1	-2	+5
Australia	79%	+2	=	+3
Argentina	73%	-5	-5	-9
Great Britain	74%	-3	-4	-8
Italy	80%	+3	-2	-3
Thailand	80%	+2	+7	N/A
Chile	72%	-9	-10	-10
Mexico	69%	-2	-6	-7
United States	65%	=	-3	-7
South Africa	66%	-1	-1	-5
Brazil	62%	-6	-4	-6
Hungary	61%	-1	-6	-5
Colombia	61%	-4	-9	-6
Japan	65%	-2	-4	-4
Poland	62%	-5	-5	-4
South Korea	46%	-6	-7	-8
Singapore	53%	-1	-1	N/A
Peru	48%	-18	-18	-20
Türkiye	34%	-3	-8	-9

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

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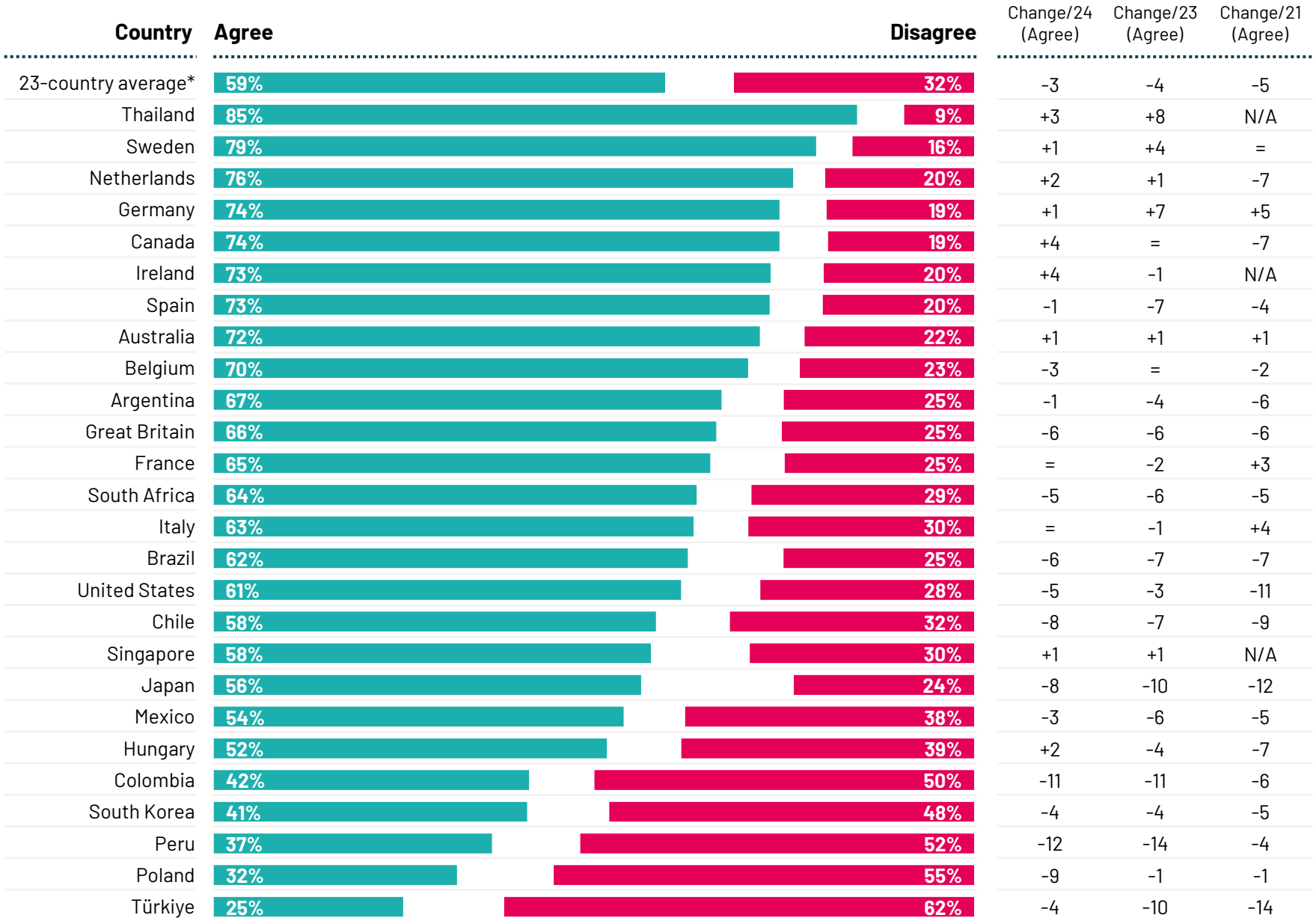
Views about Same-Sex Couples' Right to Adopt By Country

Q. Still thinking about same-sex marriage, to what extent do you agree or disagree that:

Same-sex couples should have the same rights to adopt children as heterosexual couples do

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



Country	Agree	Disagree	Change/24 (Agree)	Change/23 (Agree)	Change/21 (Agree)
23-country average*	59%	32%	-3	-4	-5
Thailand	85%	9%	+3	+8	N/A
Sweden	79%	16%	+1	+4	=
Netherlands	76%	20%	+2	+1	-7
Germany	74%	19%	+1	+7	+5
Canada	74%	19%	+4	=	-7
Ireland	73%	20%	+4	-1	N/A
Spain	73%	20%	-1	-7	-4
Australia	72%	22%	+1	+1	+1
Belgium	70%	23%	-3	=	-2
Argentina	67%	25%	-1	-4	-6
Great Britain	66%	25%	-6	-6	-6
France	65%	25%	=	-2	+3
South Africa	64%	29%	-5	-6	-5
Italy	63%	30%	=	-1	+4
Brazil	62%	25%	-6	-7	-7
United States	61%	28%	-5	-3	-11
Chile	58%	32%	-8	-7	-9
Singapore	58%	30%	+1	+1	N/A
Japan	56%	24%	-8	-10	-12
Mexico	54%	38%	-3	-6	-5
Hungary	52%	39%	+2	-4	-7
Colombia	42%	50%	-11	-11	-6
South Korea	41%	48%	-4	-4	-5
Peru	37%	52%	-12	-14	-4
Poland	32%	55%	-9	-1	-1
Türkiye	25%	62%	-4	-10	-14

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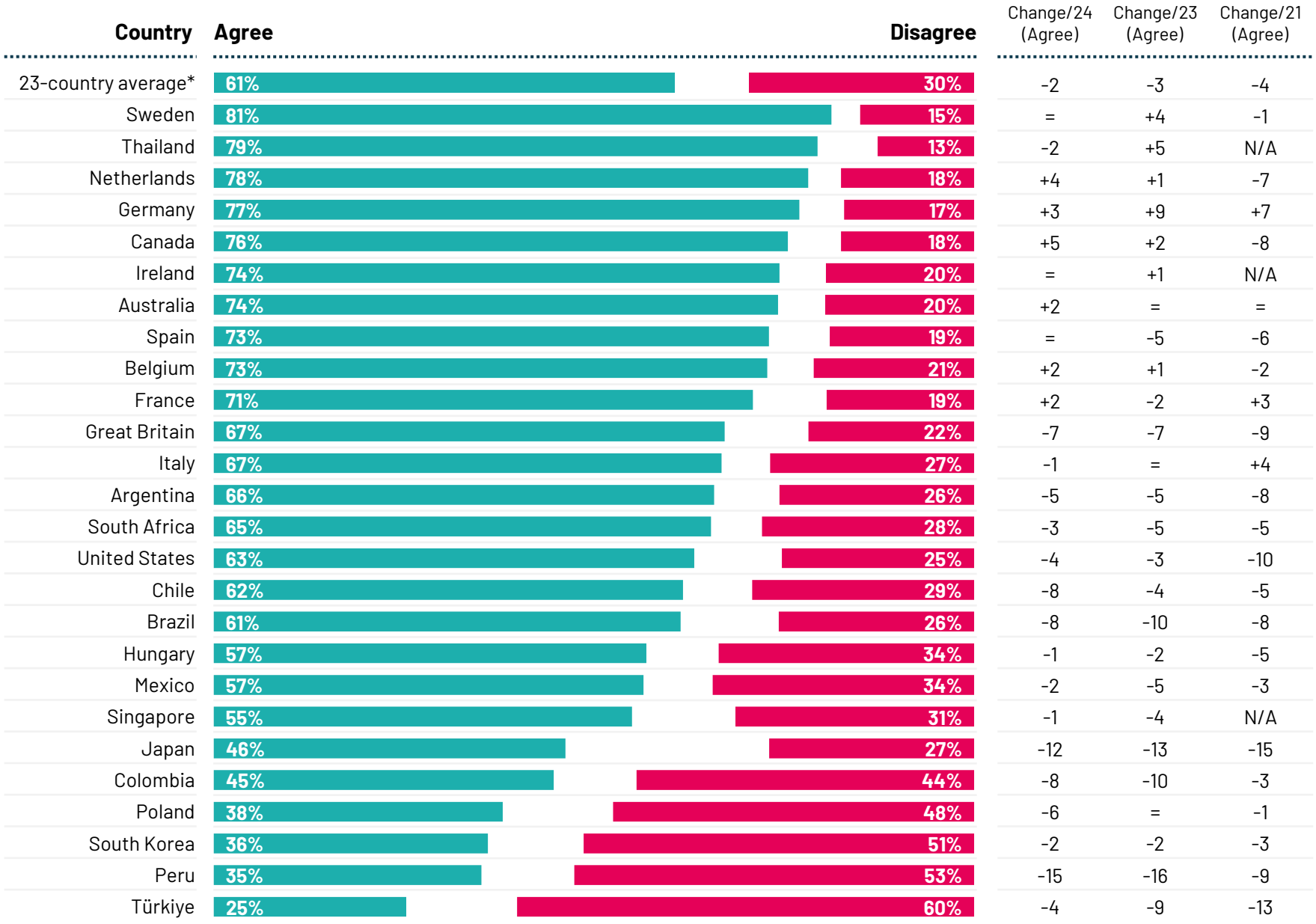
Views about Same-Sex Couples' Parenting By Country

Q. Still thinking about same-sex marriage, to what extent do you agree or disagree that:

Same-sex couples are just as likely as other parents to successfully raise children

Base: 17,525 adults aged 18-74 in Canada, South Africa, Türkiye, and the United States, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



Country	Agree	Disagree	Change/24 (Agree)	Change/23 (Agree)	Change/21 (Agree)
23-country average*	61%	30%	-2	-3	-4
Sweden	81%	15%	=	+4	-1
Thailand	79%	13%	-2	+5	N/A
Netherlands	78%	18%	+4	+1	-7
Germany	77%	17%	+3	+9	+7
Canada	76%	18%	+5	+2	-8
Ireland	74%	20%	=	+1	N/A
Australia	74%	20%	+2	=	=
Spain	73%	19%	=	-5	-6
Belgium	73%	21%	+2	+1	-2
France	71%	19%	+2	-2	+3
Great Britain	67%	22%	-7	-7	-9
Italy	67%	27%	-1	=	+4
Argentina	66%	26%	-5	-5	-8
South Africa	65%	28%	-3	-5	-5
United States	63%	25%	-4	-3	-10
Chile	62%	29%	-8	-4	-5
Brazil	61%	26%	-8	-10	-8
Hungary	57%	34%	-1	-2	-5
Mexico	57%	34%	-2	-5	-3
Singapore	55%	31%	-1	-4	N/A
Japan	46%	27%	-12	-13	-15
Colombia	45%	44%	-8	-10	-3
Poland	38%	48%	-6	=	-1
South Korea	36%	51%	-2	-2	-3
Peru	35%	53%	-15	-16	-9
Türkiye	25%	60%	-4	-9	-13

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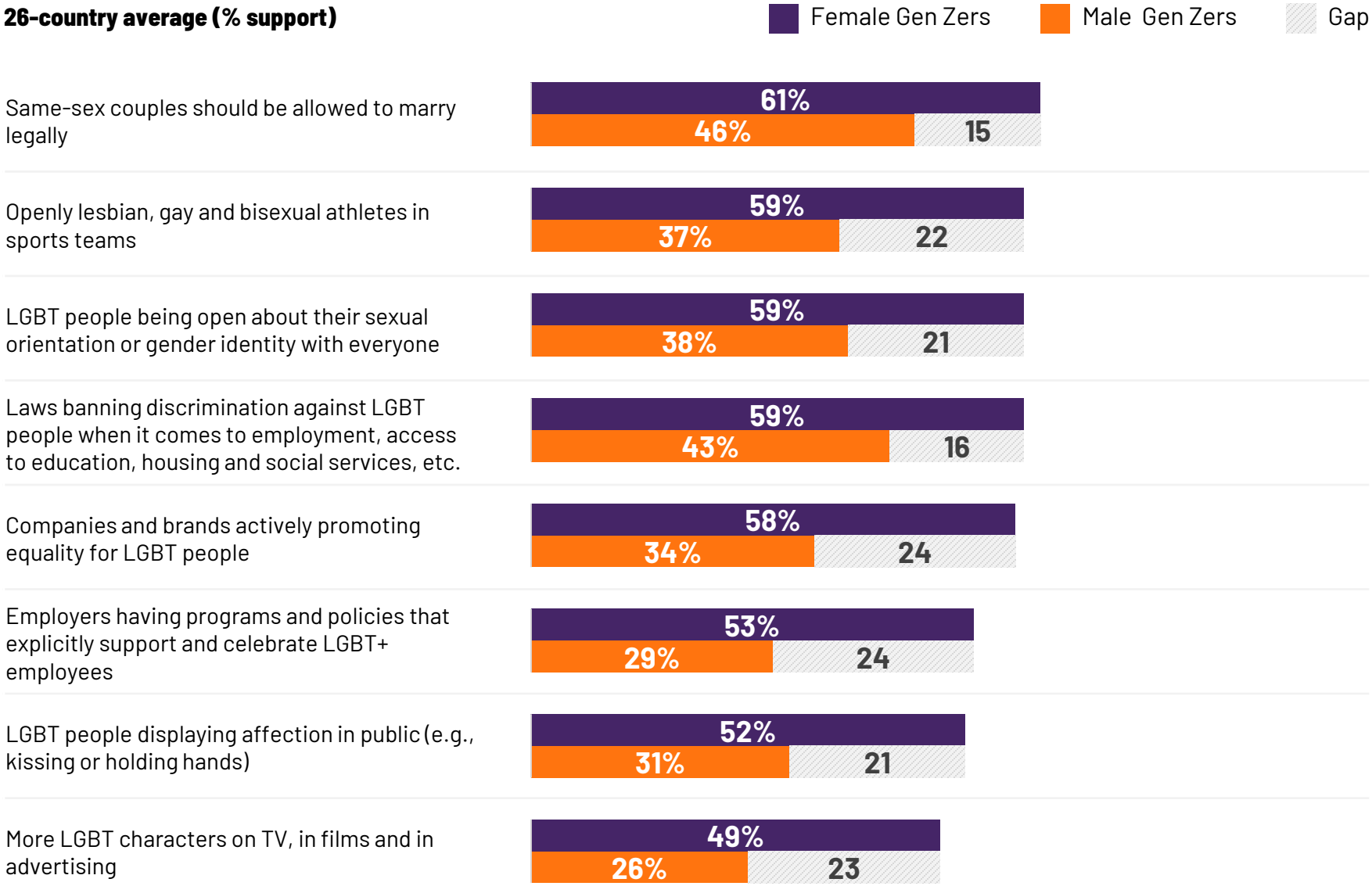
Gen Z** Spotlight: Views on LGBT+ Issues

Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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



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Gen Z** Spotlight: Views on Transgender Issues

Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.

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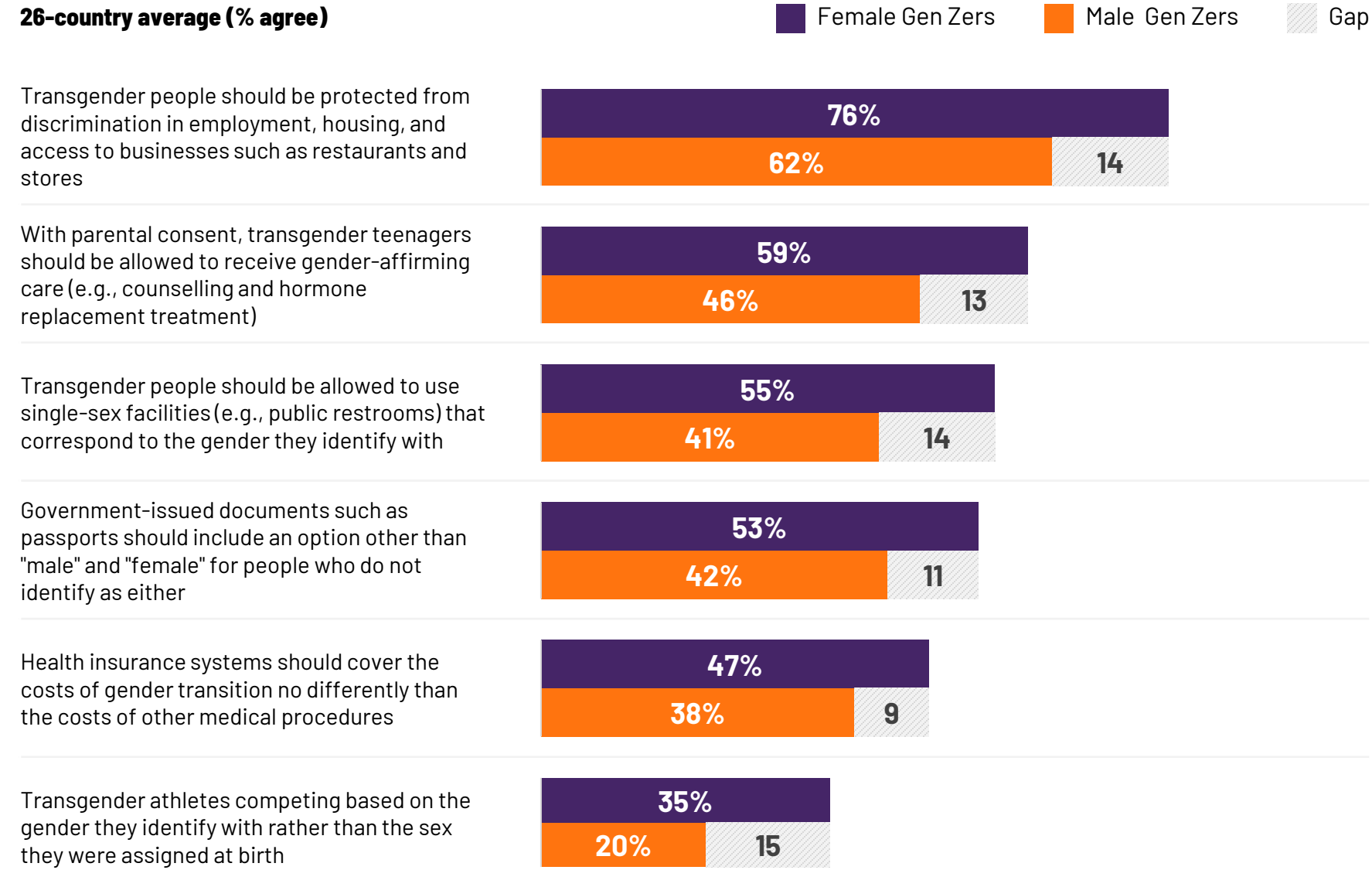

Sexual Orientation & Gender Identity

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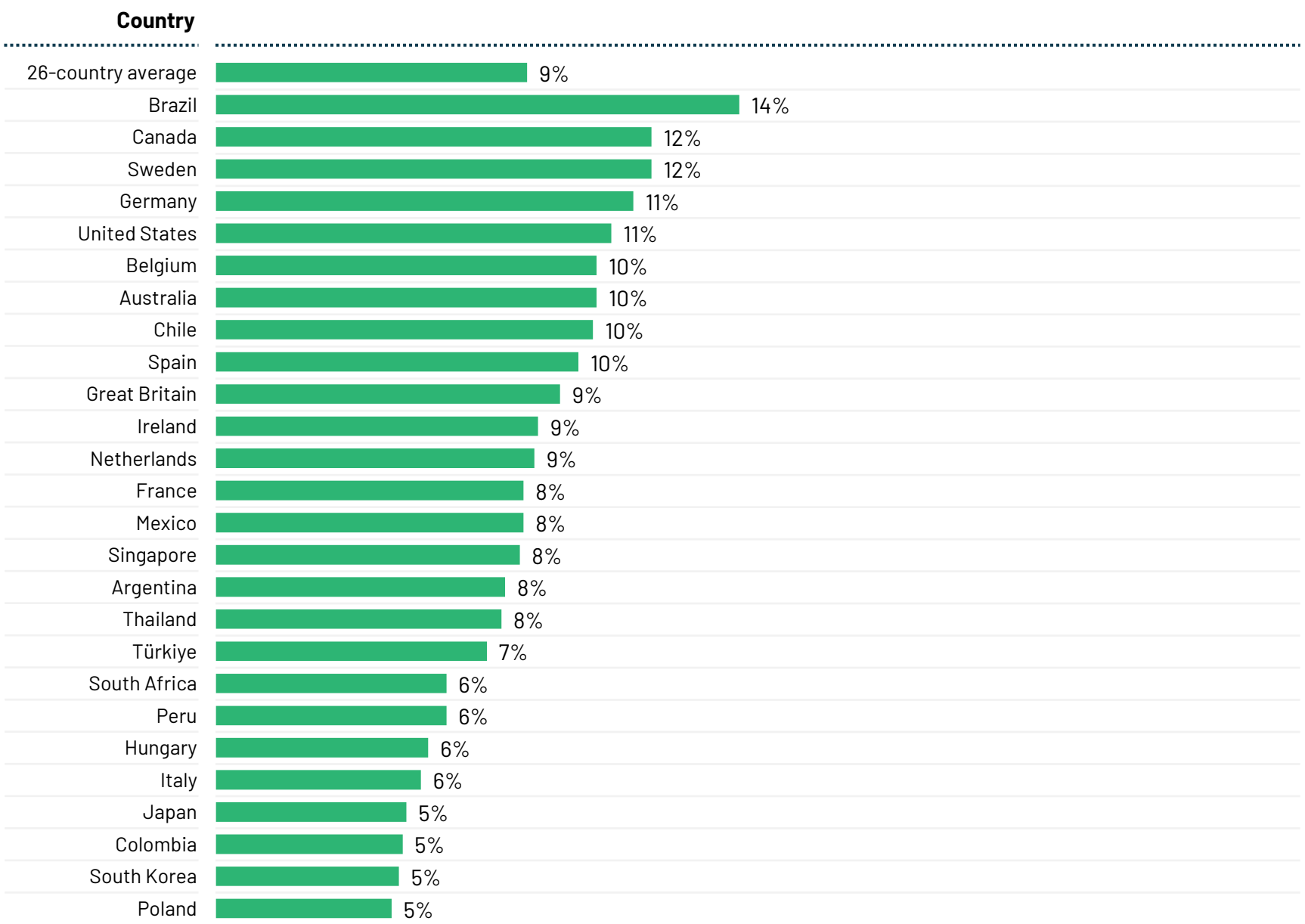
Net % of LGBT+ Adults By Country

Any of:

- Lesbian/gay/homosexual
- Bisexual
- Pansexual/omnisexual
- Asexual
- Transgender
- Non-binary/gender non-conforming/gender-fluid
- Other than male or female

Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.



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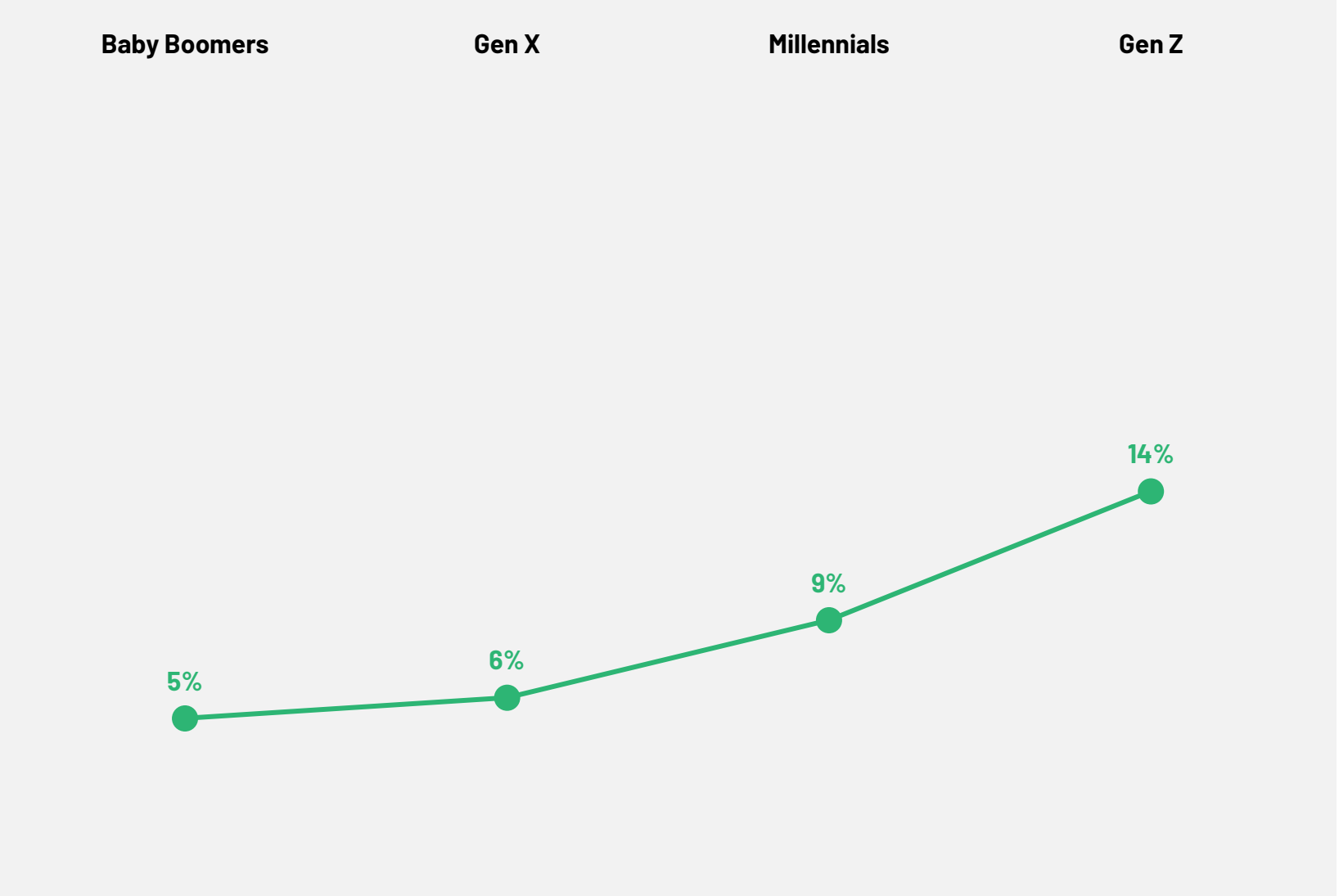
Net % of LGBT+ Adults By Generations

26-country average

Any of:

- Lesbian/gay/homosexual
- Bisexual
- Pansexual/omnisexual
- Asexual
- Transgender
- Non-binary/gender non-conforming/gender-fluid
- Other than male or female



Base: 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries, polled between April 25 – May 9, 2025.
**Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers (born between 1945-1965).

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Methodology

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METHODOLOGY

These are the results of a 26-country survey conducted by Ipsos on its Global Advisor online platform between Friday, April 25, and Friday, May 9, 2025. For this survey, Ipsos interviewed a total of 19,028 adults aged 18-74 in Canada, Republic of Ireland, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain, Türkiye, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Ireland, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, and Thailand.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Ireland, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that the composition of each country's sample best reflects the demographic profile of the adult population according to the most recent census data. "The Global Country Average" reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the 'difference' appears to be +/- 1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos use of credibility intervals, please visit the Ipsos website.

For More Information

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