

IPSOS LGBT+ PRIDE REPORT 2026

A 26-Country Ipsos
Global Advisor Survey

June 2026



Foreword

Welcome to the 2026 edition of the Ipsos LGBT+ Pride Report.

We've been running this study since 2021, to provide our clients and colleagues with a regular monitor of how attitudes are evolving over time.

In recent years, we've seen evidence of a "wokelash" on several key metrics, and across a number of countries.

This latest release reveals a more nuanced picture, with attitudes stabilising on a series of measures.

Majorities in the 26 countries surveyed continue to support legal measures to prevent discrimination against lesbian, gay and bisexual people.

Meanwhile, support for same-sex marriage remains a global cornerstone of acceptance.

Overall, more favour than oppose companies actively promoting equality for LGBT people. Here, attitudes are broadly in line with last year.

That said, support for companies taking a stand is generally not as widespread as it was five years ago, and there are big differences by country. Context matters.

Wherever people are in the world, they tend to acknowledge that transgender people face discrimination in their country these days. And there is a near-consensus that governments and businesses have a responsibility to

ensure transgender people are not constrained from accessing public services and leisure activities.

Where we continue to find diverging views is on transgender access to single-sex facilities, healthcare provision and participation in sport.

In the following pages, we set out the key themes and trends we noticed in this year's results, alongside trend data over time and the all-important breakdowns by country.

We look forward to discussing the findings with you.



Keep in touch with the latest international public opinion poll findings from Ipsos at our dedicated [Insights Hub](#).



Sue Phillips
Ipsos Chief Sustainability Officer

Key findings

Stability in attitudes

We see stabilisation in attitudes towards LGBT (lesbian, gay, bisexual, transgender) rights, continuing the trends observed in 2025. Globally, 52% say they support laws banning discrimination against LGBT people when it comes to employment, access to education, housing, and social services (compared to 51% in 2025 and 57% in 2021). Country support is highest in Spain (70%) and Thailand (69%), and lowest in Türkiye (30%) and South Korea (31%).

Support for same-sex marriage

Same-sex marriage is a cornerstone of acceptance and continues to have strong global support, though levels vary significantly by country. European countries such as the Netherlands (80%), Spain (74%) and Sweden (73%) display robust support. In contrast, countries showing lower support include Poland (33%) and Türkiye (16%), indicating regional variations in societal norms and legal standpoints.

Corporate promotion of equality

While there is general support for companies and brands promoting LGBT rights, it is not as widespread as it was five years ago. On average globally, 42% support companies and brands actively promoting equality for LGBT people – up slightly from 41% last year, but a notable dip from 49% in 2021, reflecting changing consumer expectations.

Transgender rights and challenges

We see widespread agreement that transgender individuals face discrimination, but divergence on policy-related matters such as access to single-sex facilities and participation in sports, highlighting ongoing societal debates. For instance, support for trans athletes competing based on their gender identity has dropped from 32% in 2021 to 22% in 2026, with opposition the dominant view in almost all countries, including historically supportive ones.

Advertising and representation

Support for increased LGBT representation in TV, films and advertising remains less prevalent than other advocacy areas. Levels of support range from 59% in Thailand to only 14% in South Korea, highlighting persistent cultural hesitations toward inclusivity in mainstream media. The global average reflects this lack of consensus: 30% of people are in support of more LGBT representation in media, while 29% oppose this.

Country differences

Perspectives on LGBT issues are clearly complex and varied, existing within different cultural and national contexts. While there are broad trends, such as the stabilisation of attitudes toward LGBT rights, the specifics can vary significantly from one country to another.

Each region retains unique challenges, suggesting a need for nuanced and context-specific advocacy approaches.

**Global averages are based on a 23-country average from countries that participated in all previous waves of the global Pride polls. Please refer to the individual tables for full breakdowns by country.*

2026: At a glance



Support for transgender athletes **competing based on their gender identity** stands at **22%**



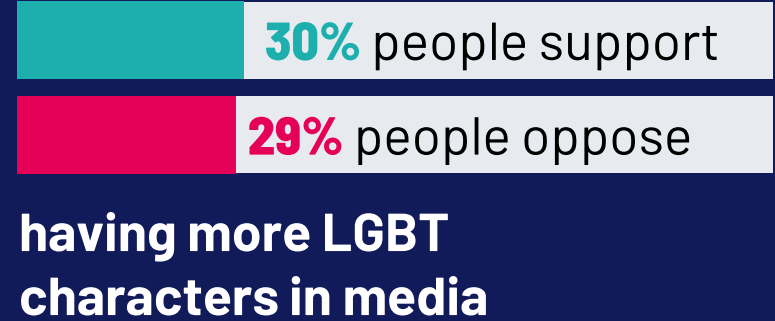
53%

of people say same-sex couples should be **allowed to marry legally**



49%

are supportive of LGBT people being **open about their sexual orientation or gender identity**



42%

support for **brands promoting LGBT equality**



*Global averages are based on a 23-country average from countries that participated in all previous waves of the global Pride polls. Please refer to the individual tables for full breakdowns by country.

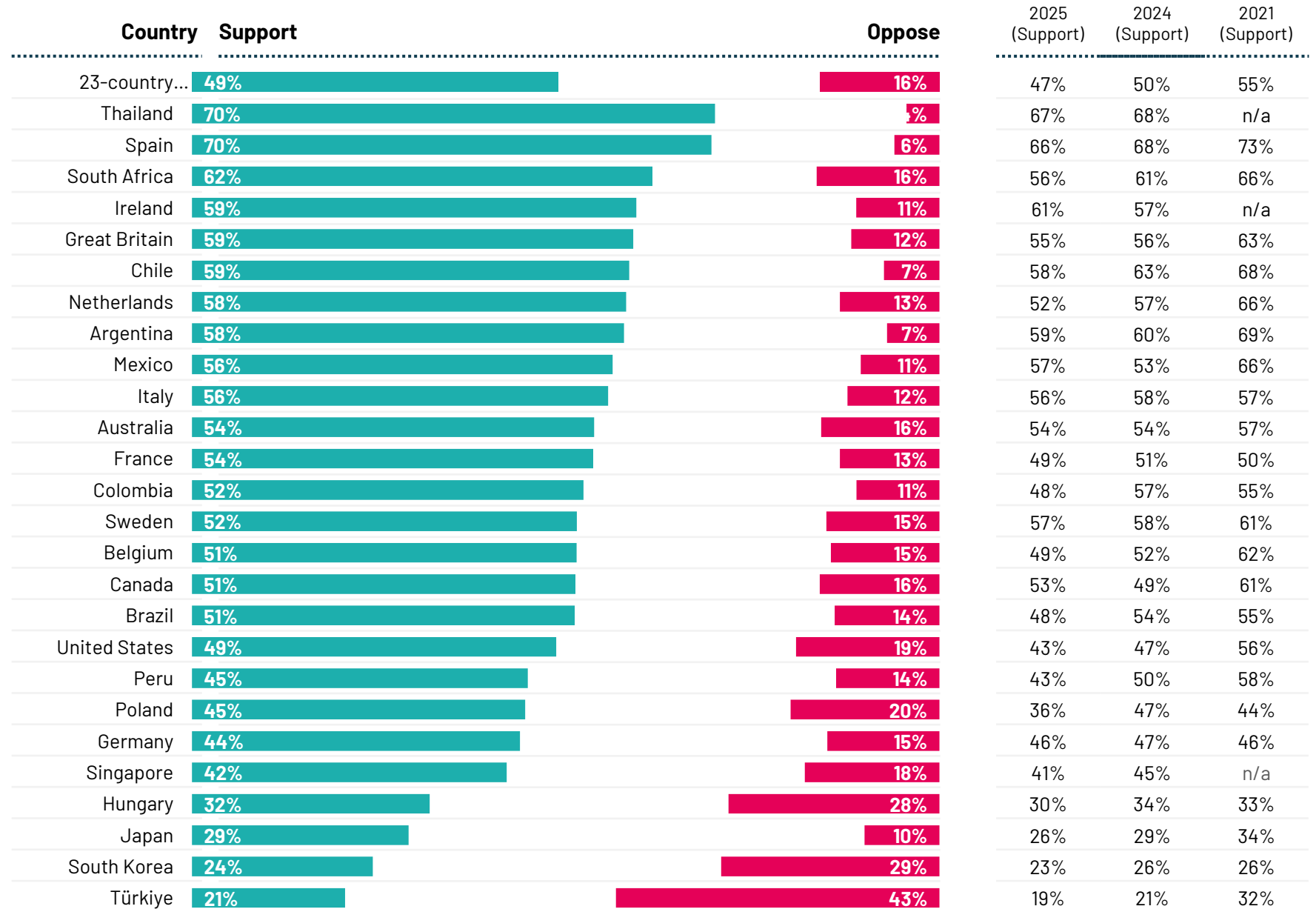
LGBT Attitudes by Country

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: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

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



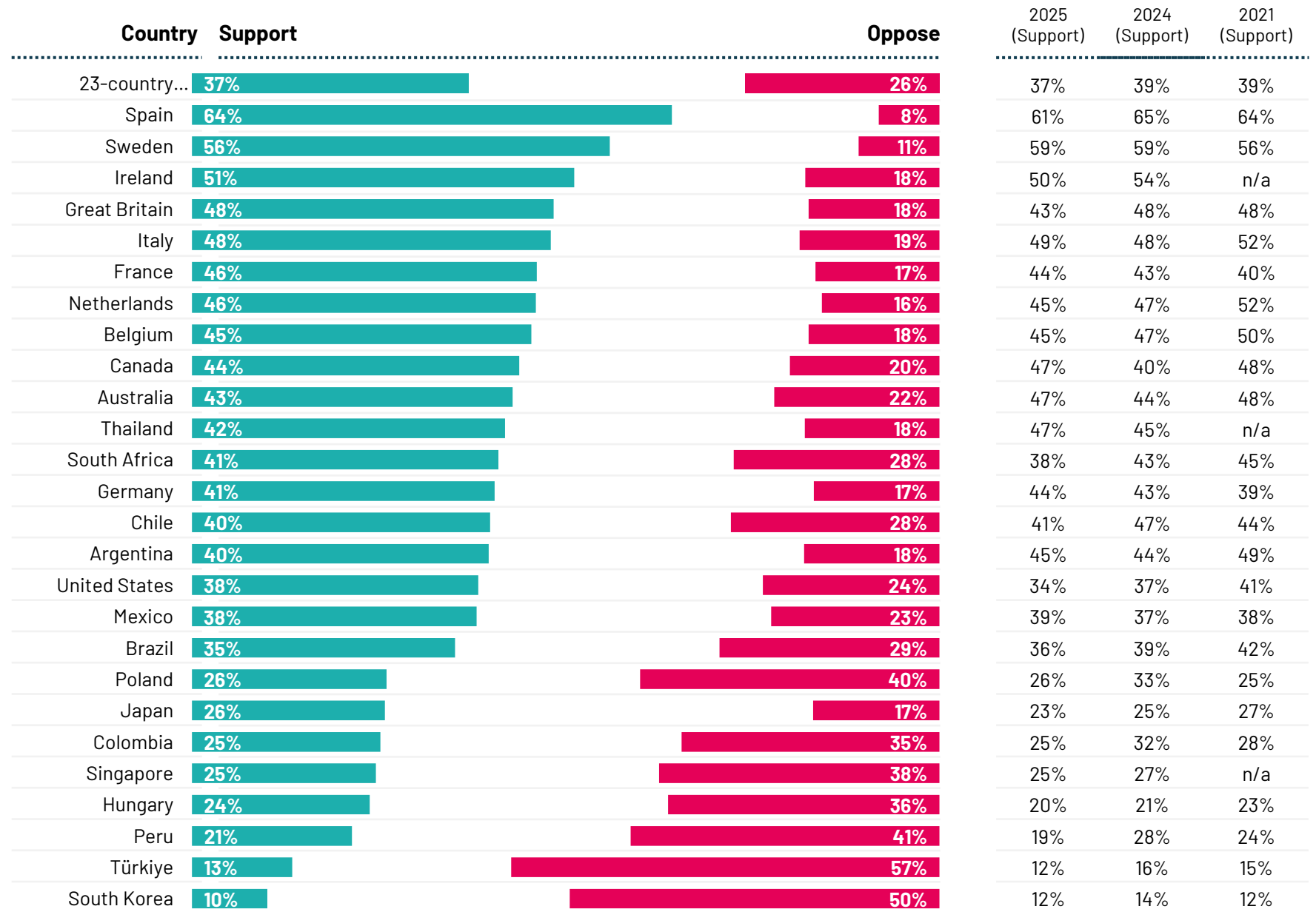
LGBT Attitudes by Country

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

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

Base: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

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



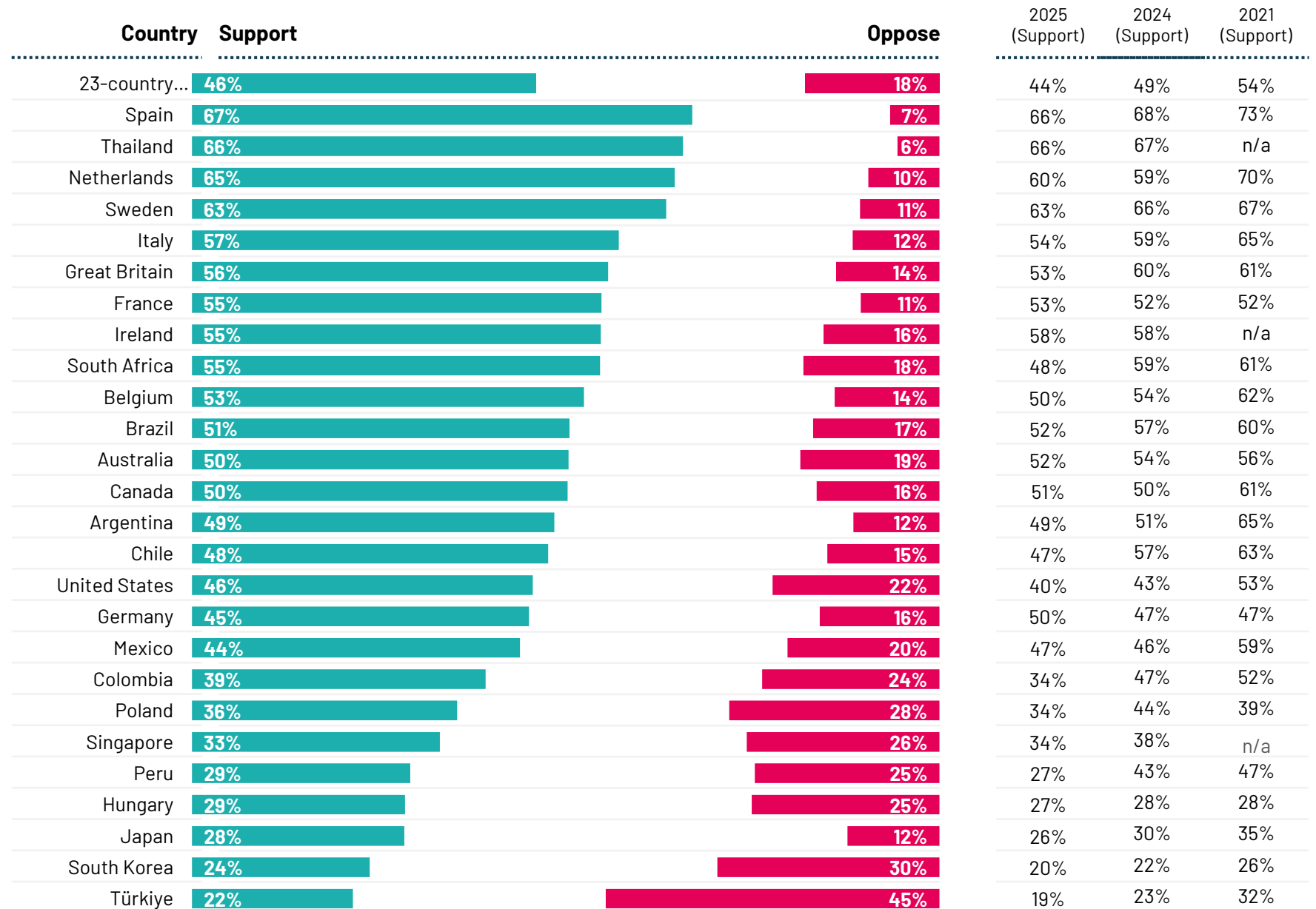
LGBT Attitudes by Country

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

Openly lesbian, gay and bisexual athletes in sports teams

Base: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

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



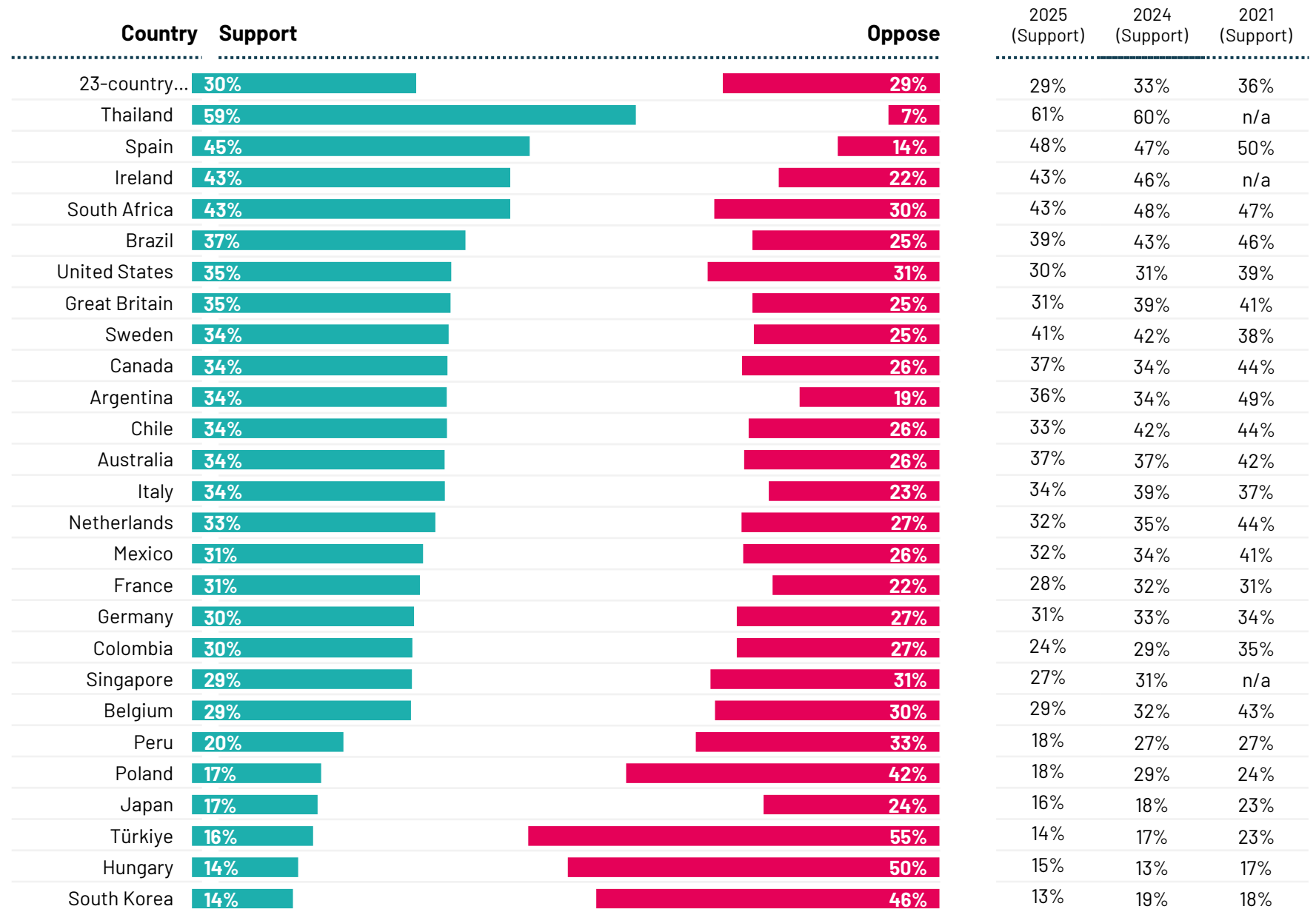
LGBT Attitudes by Country

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

More LGBT characters on TV, in films and in advertising

Base: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

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



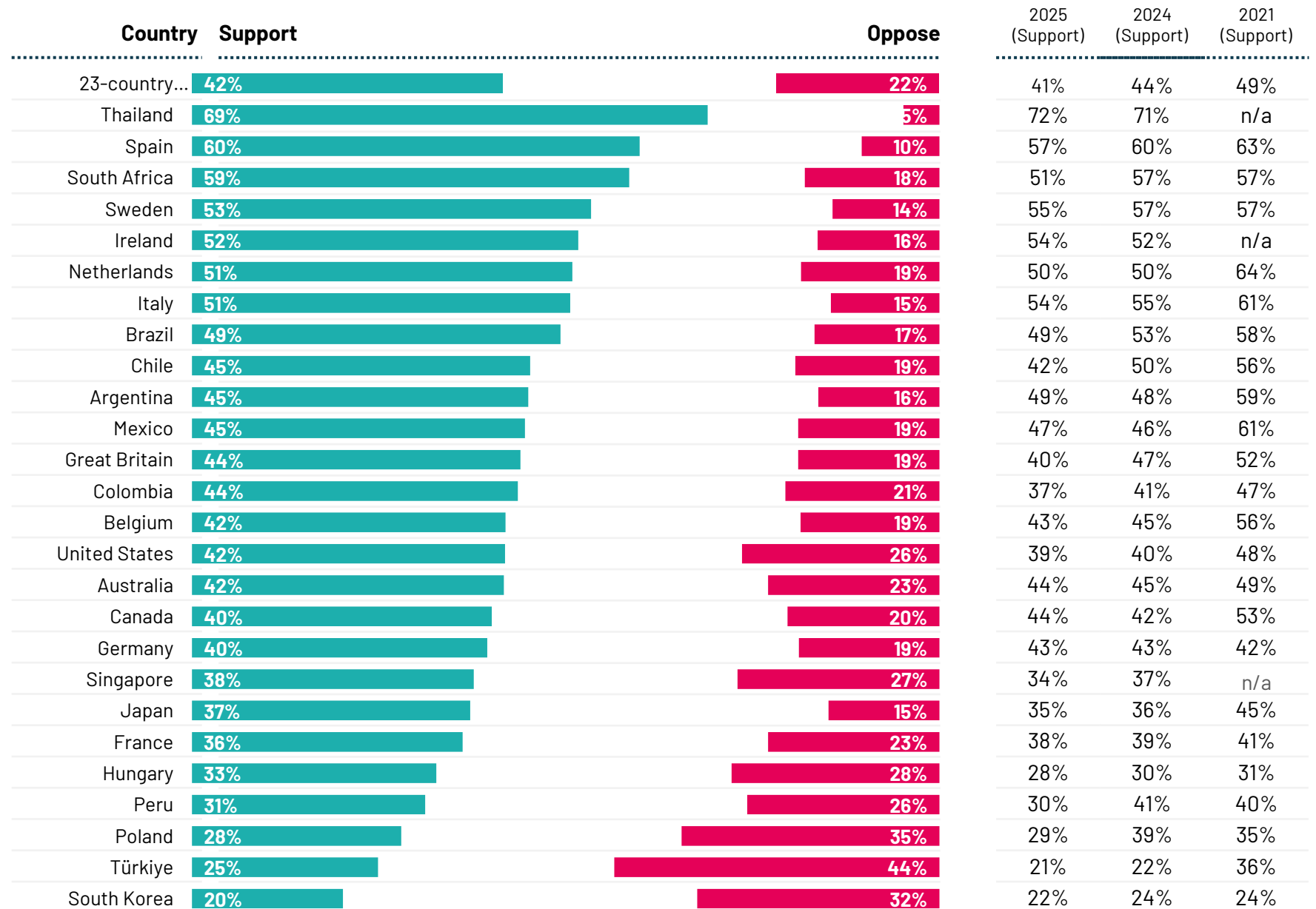
LGBT Attitudes by Country

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

Companies and brands actively promoting equality for LGBT people

Base: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

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

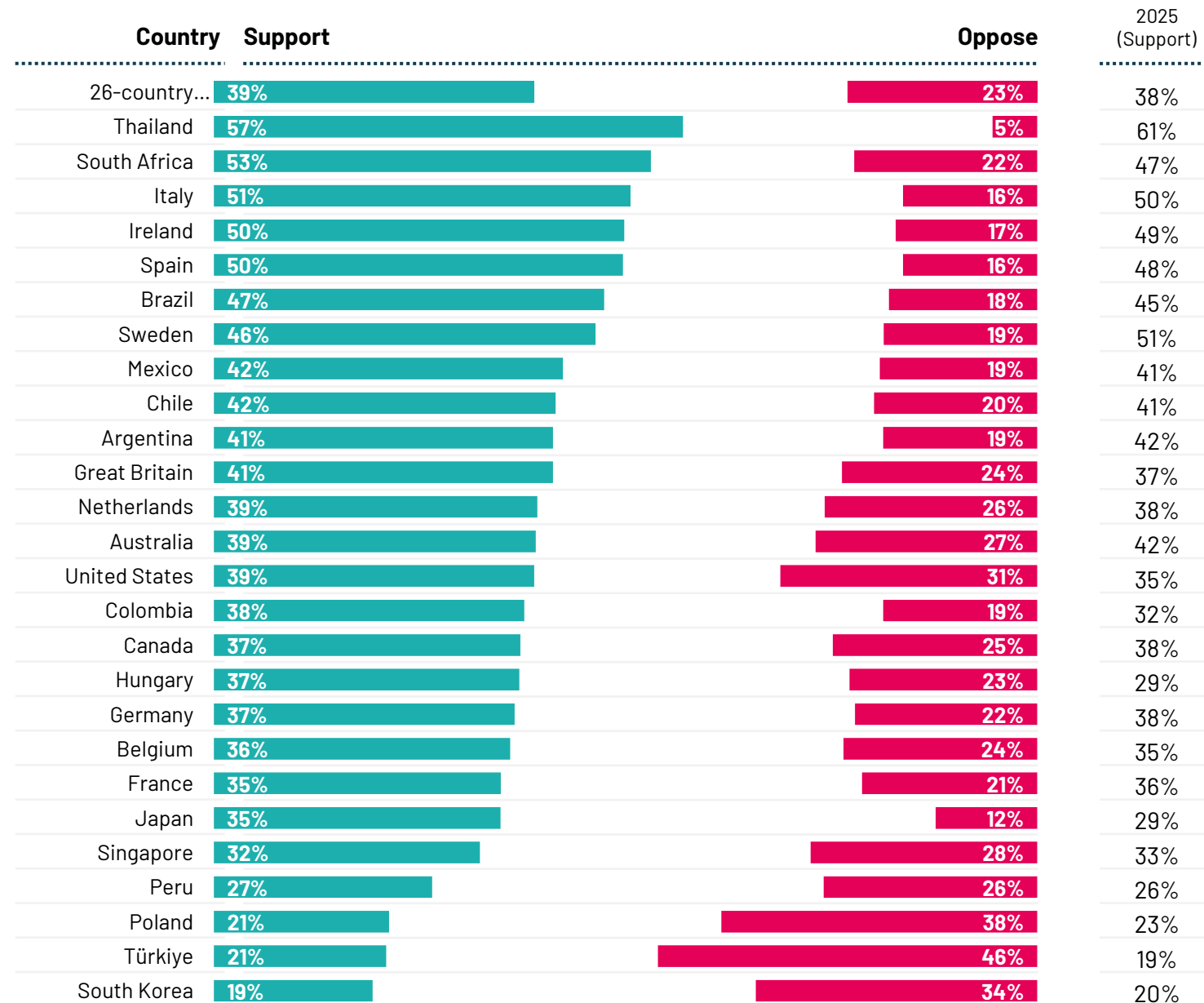


LGBT Attitudes by Country

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

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

Base: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.



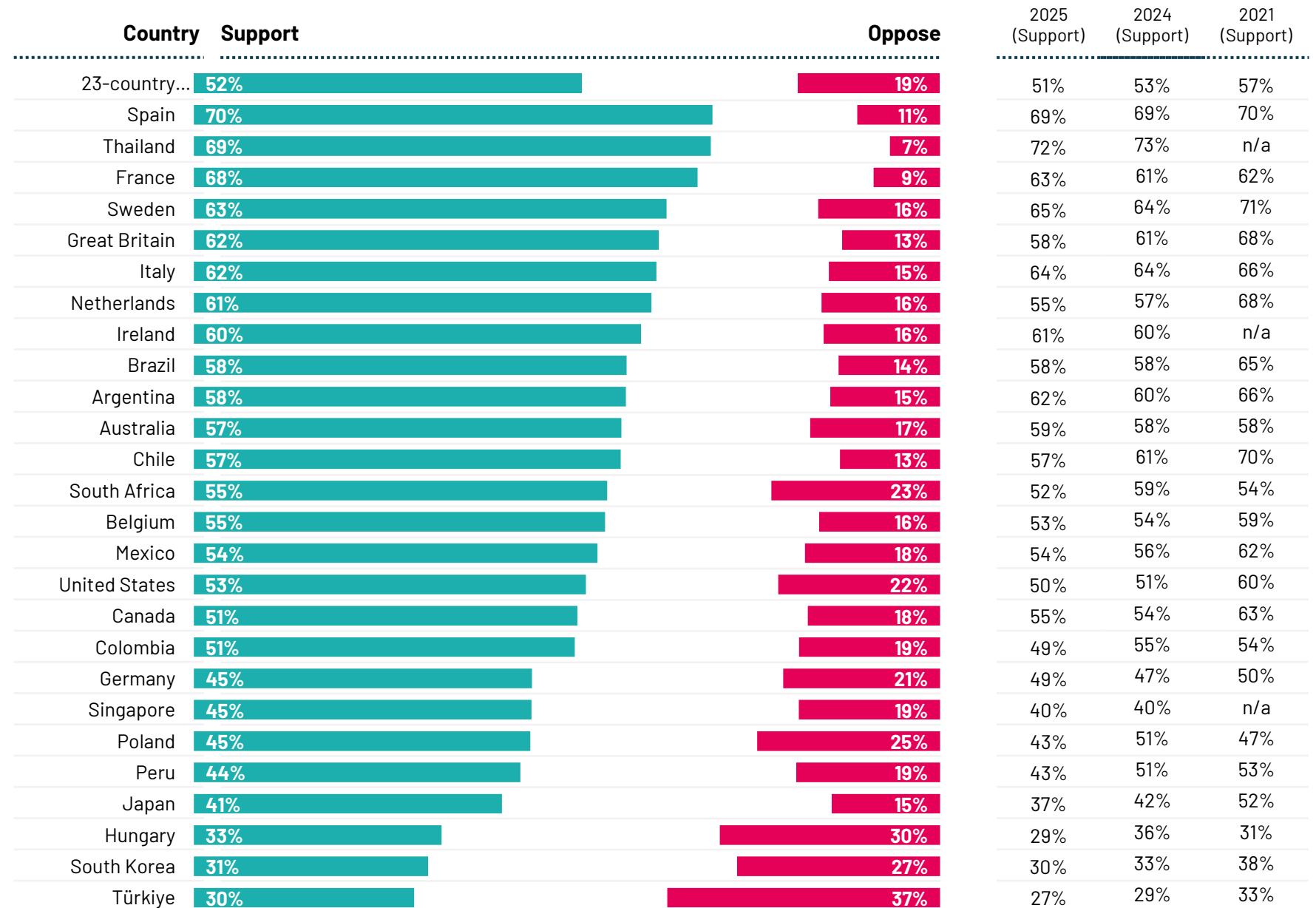
Views on LGBT Rights and Protection By Country

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: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

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

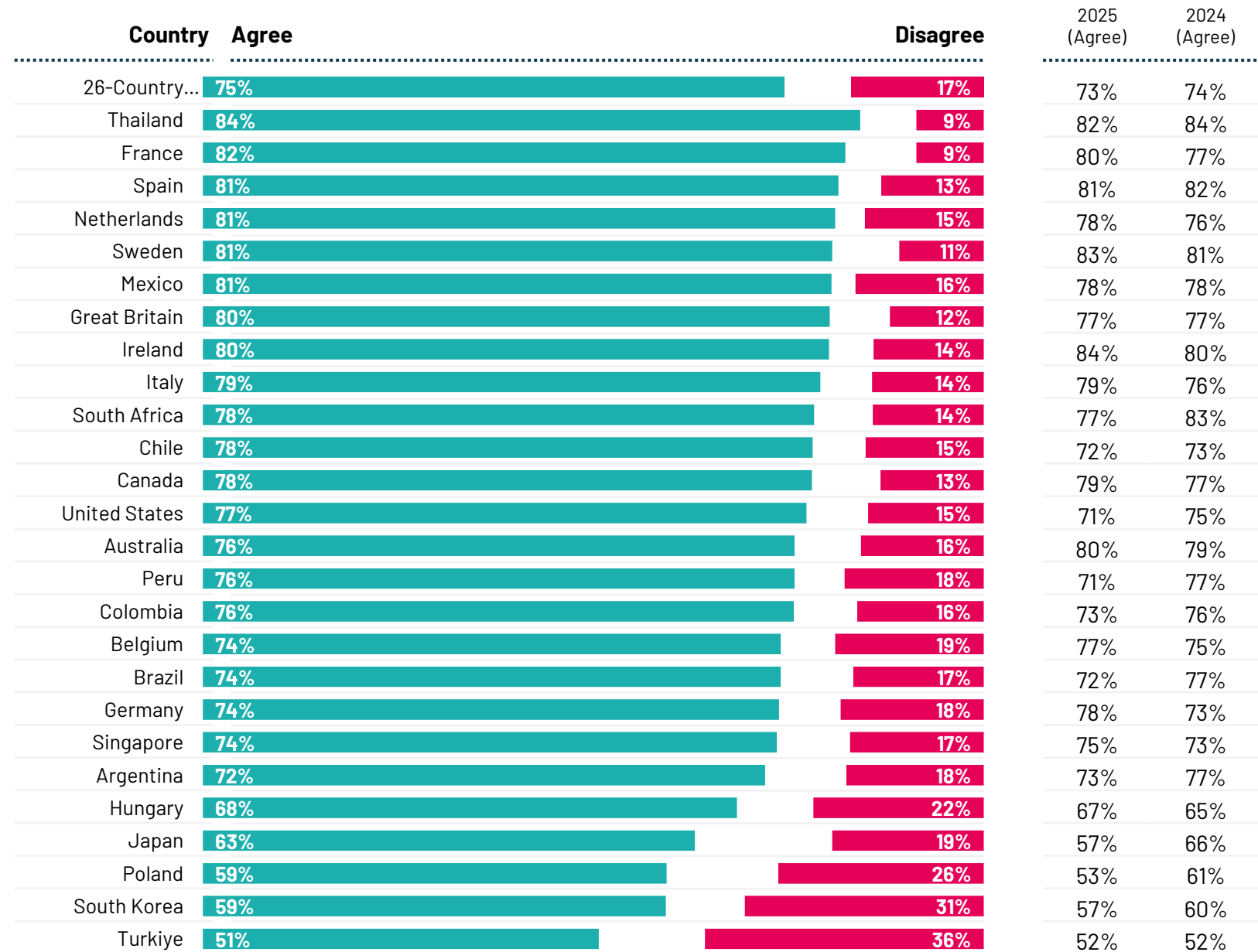


Views on LGBT Rights and Protection By Country

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: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

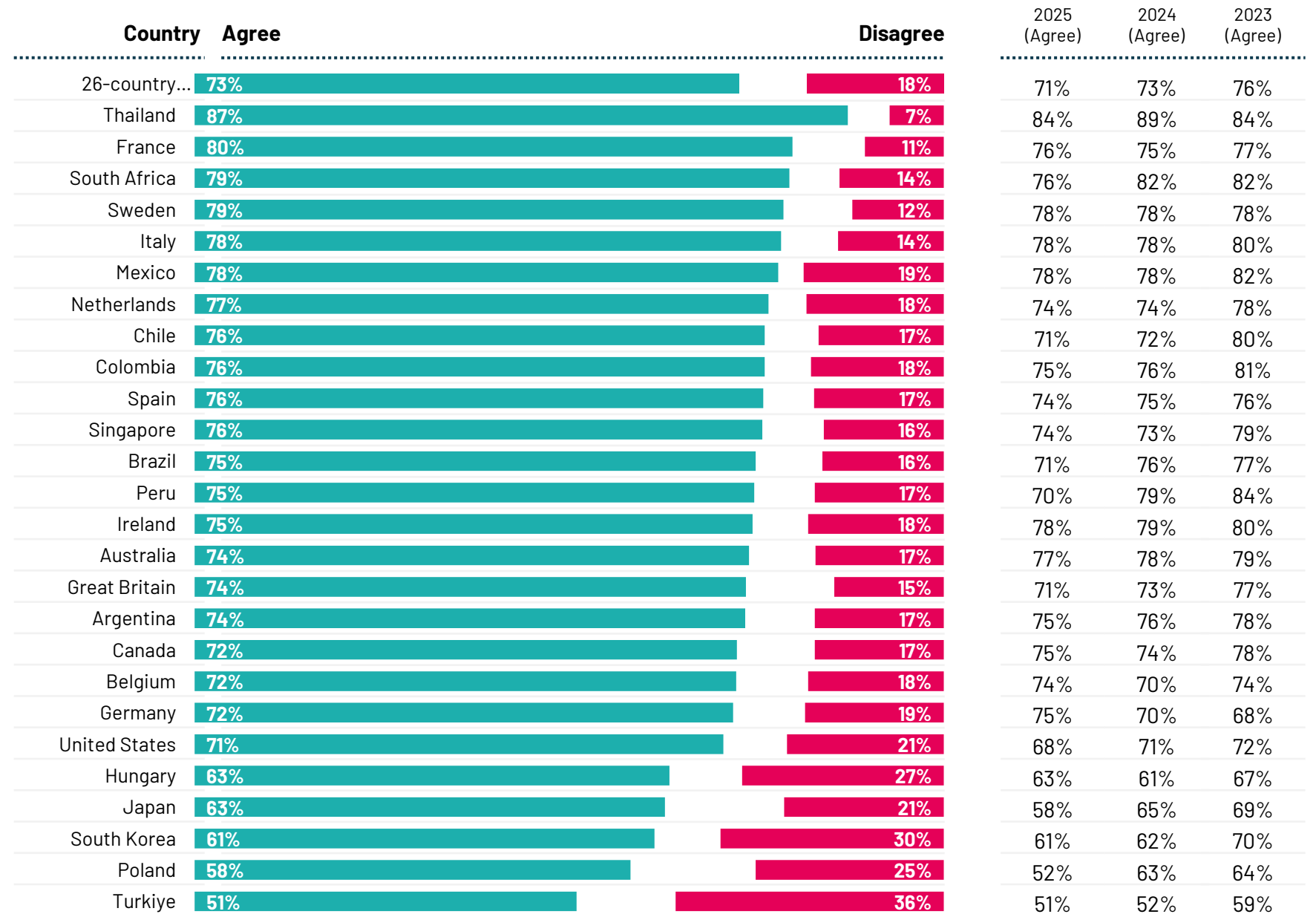


Views on LGBT Rights and Protection By Country

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

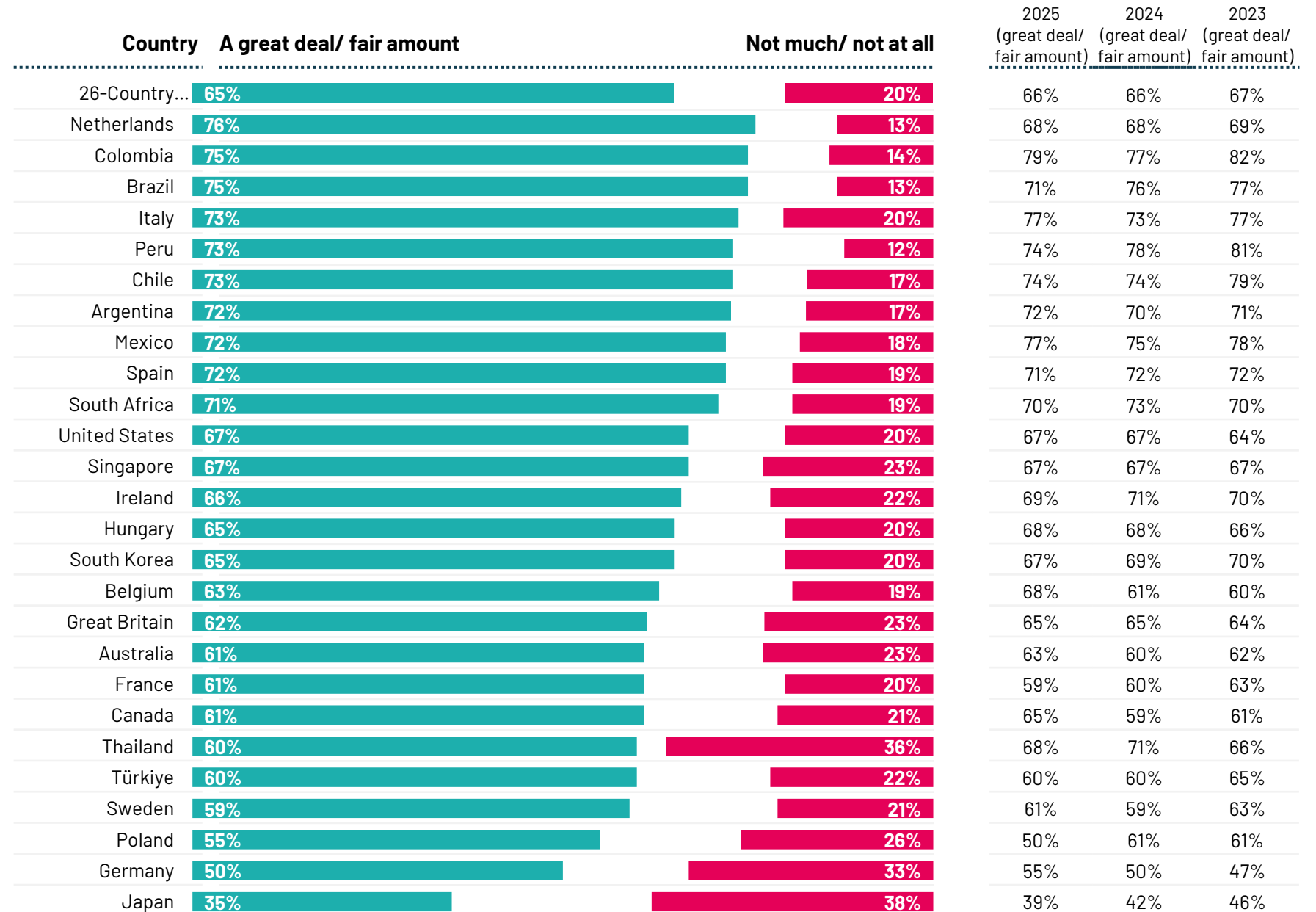
Base: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.



Perceived Transgender Discrimination By Country

Q. In your opinion, how much discrimination do transgender people face in our society today?

Base: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

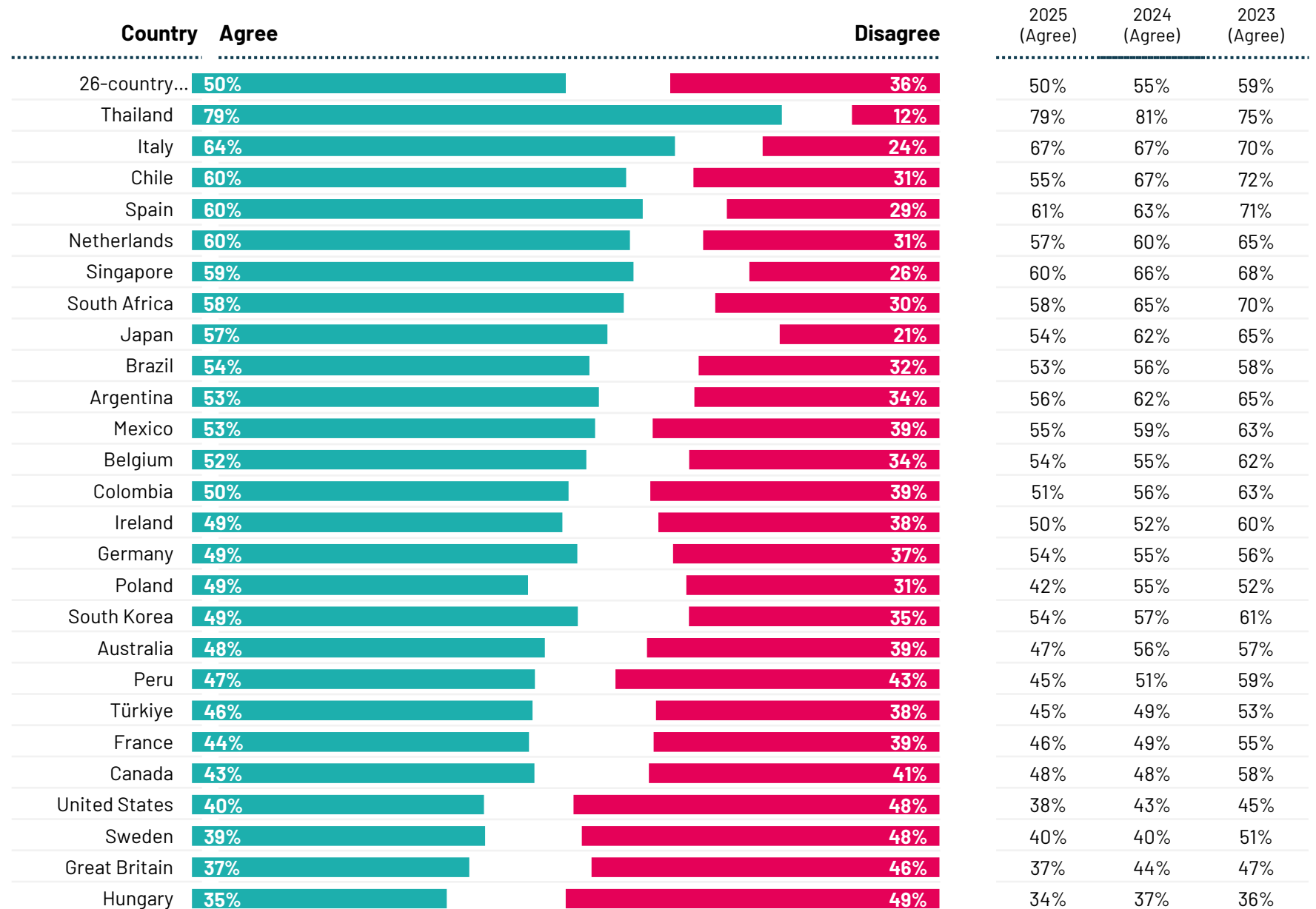


Views on Teens' Access to Gender-Affirming Care By Country

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: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

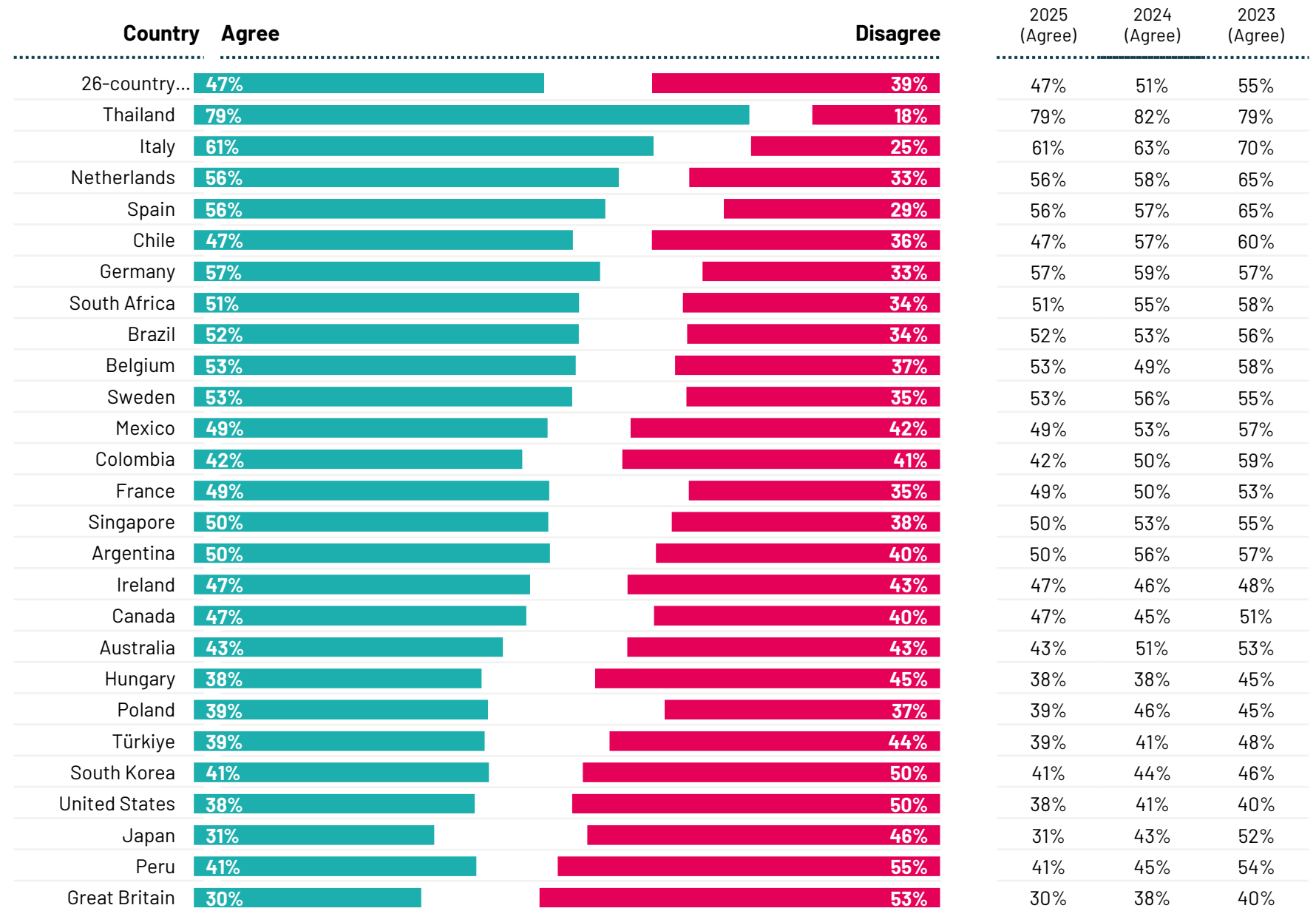


Views on Access to Facilities Matching Gender Identity By Country

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: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

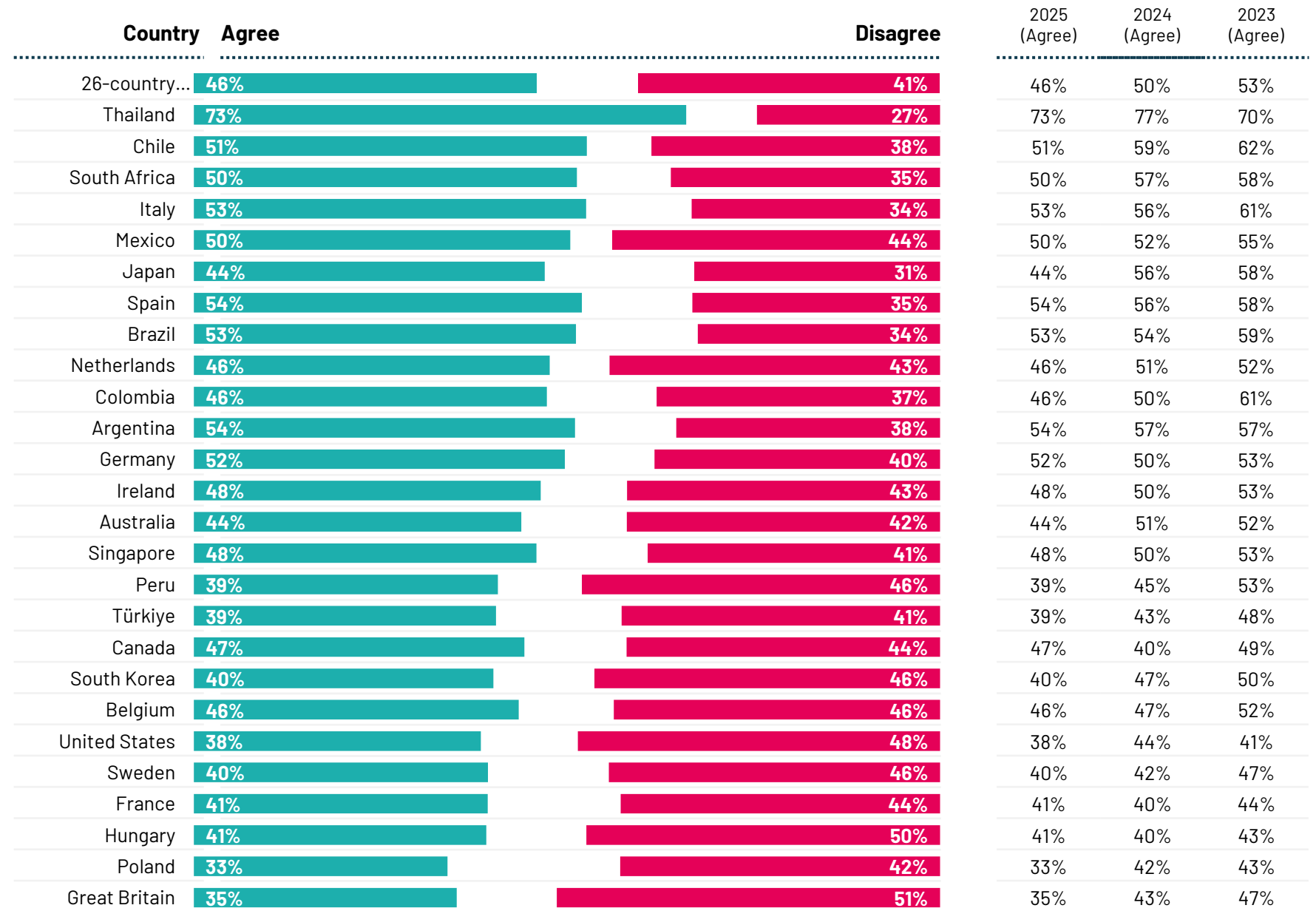


Views on Access to Facilities Matching Gender Identity By Country

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: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

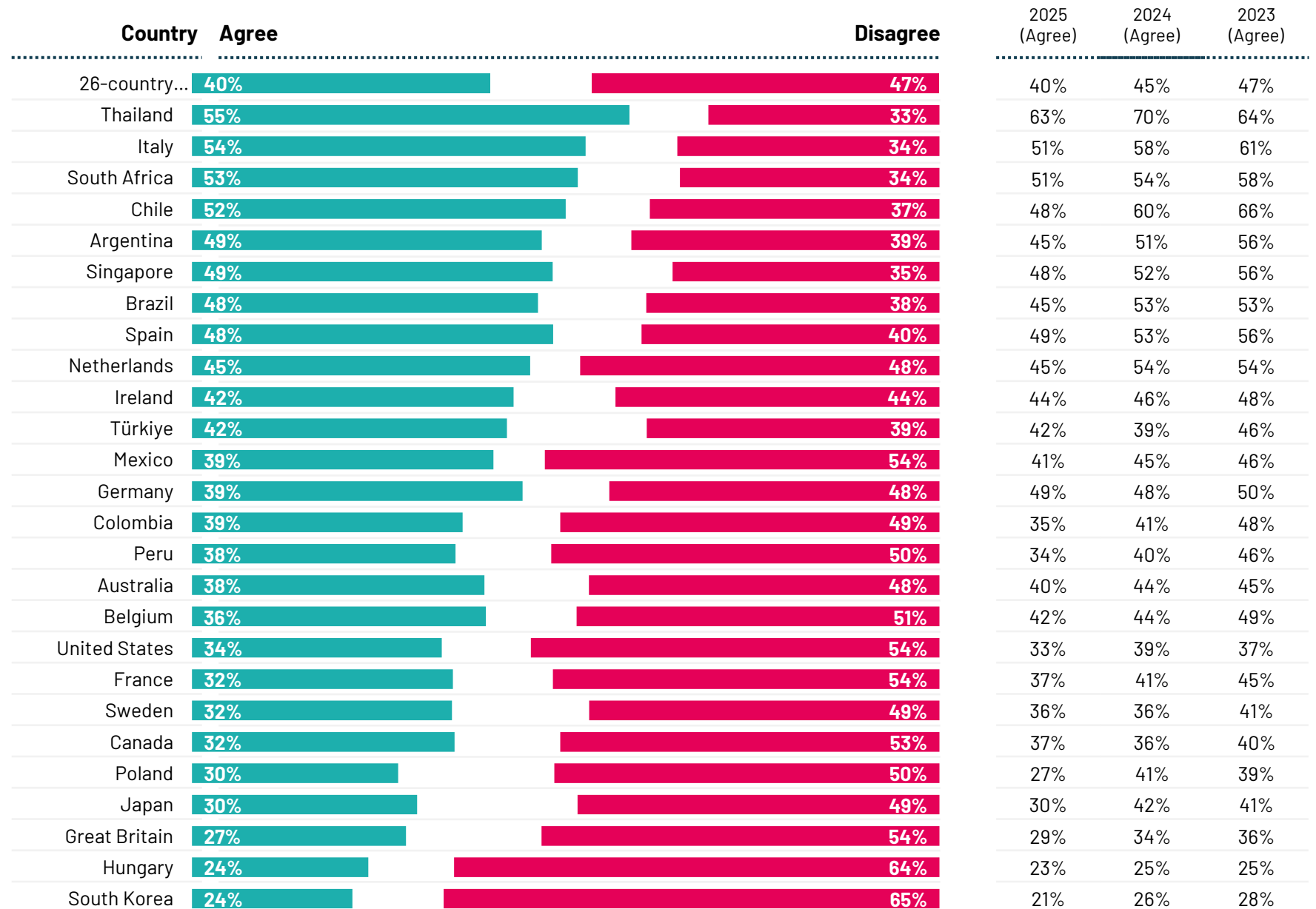


Views on Insurance Coverage of Gender Transition Costs By Country

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: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.



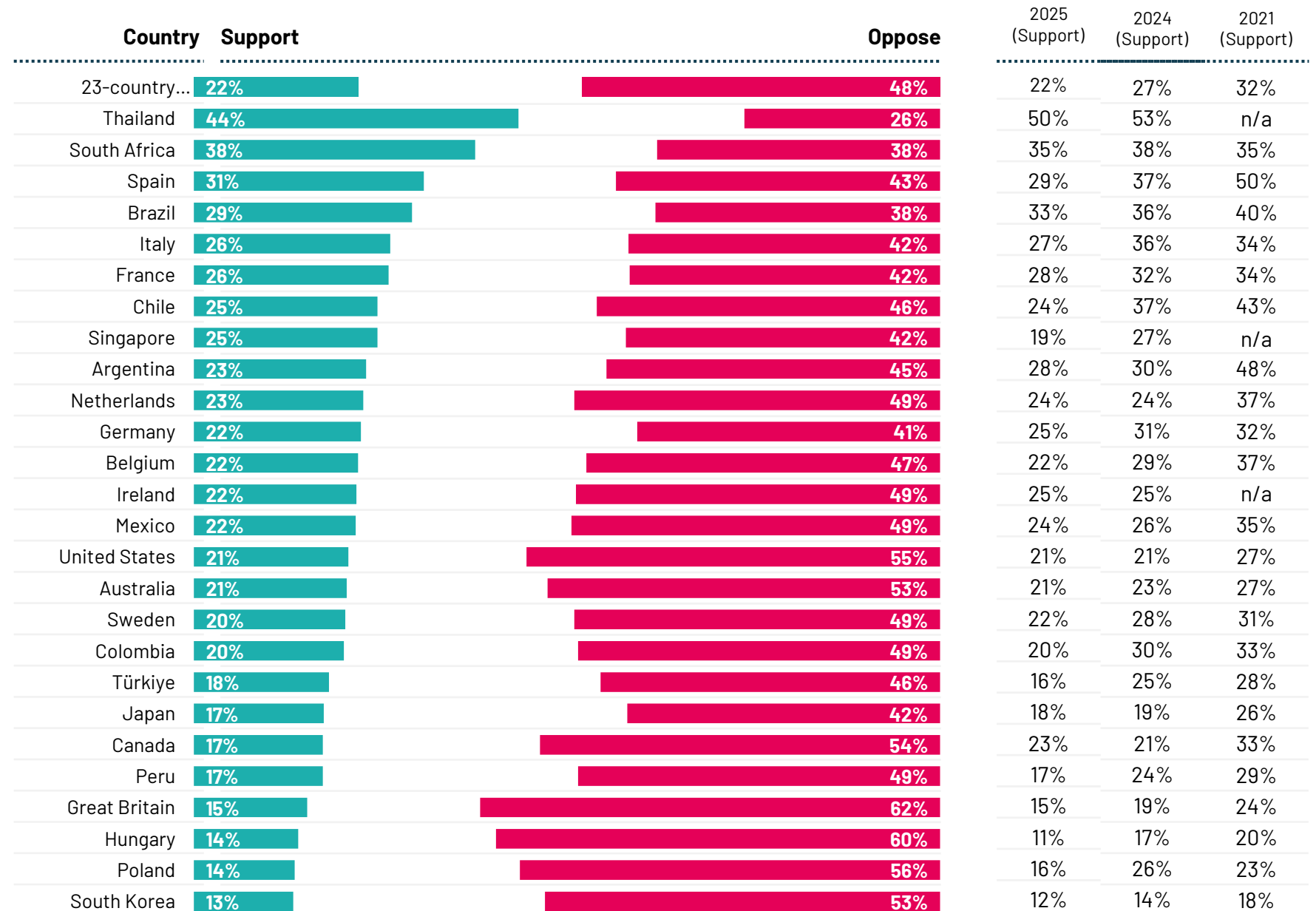
Views About Transgender Athletes by Country

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: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

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



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: 19,019 adults under the age of 75 across 26 countries surveyed from April 24 until May 8, 2026.

Country	2025 (Allow/legal recognition)	2024 (Allow/legal recognition)	2023 (Allow/legal recognition)	2021 (Allow/legal recognition)
23-country average*	53%	13%	18%	15%
Netherlands	80%	5%	10%	5%
Spain	74%	11%	9%	6%
Sweden	73%	6%	12%	8%
Germany	70%	9%	13%	8%
Belgium	69%	9%	14%	8%
Great Britain	66%	10%	13%	11%
Canada	66%	6%	16%	12%
Argentina	65%	8%	18%	10%
France	64%	12%	17%	7%
Thailand	63%	12%	16%	10%
Ireland	63%	13%	10%	14%
Italy	60%	17%	12%	12%
Australia	59%	12%	14%	16%
Chile	57%	14%	19%	9%
United States	56%	11%	16%	18%
Mexico	54%	12%	19%	14%
South Africa	49%	12%	17%	22%
Brazil	44%	13%	31%	12%
Hungary	41%	18%	21%	21%
Colombia	40%	15%	26%	20%
Japan	34%	27%	29%	10%
Poland	33%	30%	13%	24%
South Korea	28%	16%	28%	27%
Peru	26%	20%	29%	25%
Singapore	26%	23%	22%	29%
Türkiye	16%	16%	44%	

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



Methodology



METHODOLOGY

These are the results of a 26-country survey conducted by Ipsos on its Global Advisor online platform between April 24, and May 8, 2026. For this survey, Ipsos interviewed a total of 19,019 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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