# LGBT+ PRIDE 2023

### A 30-Country Ipsos Global Advisor Survey

More information: https://www.ipsos.com/en/pride-month-2023-9-of-adults-identify-as-lgbt

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### **Key Findings**

#### The average share of the LGBT+ population averages nets to 9%

Across the 30 countries surveyed, 3% on average identify as lesbian or gay, 4% as bisexual, 1% as pansexual or omnisexual, and 1% as asexual. Gen Zers are twice as likely as Millennials and four times as likely as Gen Xers and Boomers to identify as each of bisexual, pansexual/ omnisexual, and asexual.

Globally, 1% say they're transgender, 1% non-binary/ gender non-conforming/fluid, and 1% other than male or female.

The share of self-identified LGBT+ adults ranges from 15% in Brazil to 4% in Peru.

#### LGBT+ visibility is up, but still differs widely across countries

All segments of the LGBT+ community have become more visible in the past two years.

On average globally, 1 in 2 adults report having a relative, friend, or colleague who is gay or lesbian, 1 in 4 one who is bisexual, and 1 in 8 each one who is transgender and one who is non-binary, gender non-conforming, or gender fluid. Women are more likely than men, and young adults than older adults, to report knowing LGBT+ people.

LGBT+ visibility varies widely across countries. It is highest in Spain, Latin America, Thailand, and Anglophone countries, and lowest in Japan, South Korea, Turkey, and Eastern Europe.

#### Majorities support same-sex marriage and parenting in most, but not all countries

Support for same-sex marriage ranges from 49% to 80% in all 20 countries surveyed where it is legal and in two of the other 10 countries where it is not. Majorities in all other countries except Turkey support some form of legal recognition for same-sex couples.

Globally, about two-thirds say that same-sex couples are as likely as other parents to raise children successfully and that they should have the same rights to adopt children as heterosexual couples do. These views are held by majorities in all but four countries.

However, support for same-sex marriage and parenting has softened in several Western countries since 2021.

#### Support for protection from job and housing discrimination is broader than for other measures for transgender people

Globally, 67% agree that transgender people face at least a fair amount of discrimination and 76% agree that they should be protected from discrimination in employment, housing, and access to businesses.

Opinions on other measures are more mixed, with an average of 60% in favor of allowing transgender teenagers to receive gender-affirming care with parental consent; 55% in favor of allowing transgender people to use single-sex facilities that correspond to their gender; 53% for having official documents include options other than "male" or "female"; and 47% for having health insurance systems cover the costs of gender transition no differently than those of other medical procedures.

Support for pro-transgender measures varies by age, gender, and especially by country. It tends to be higher among younger adults and women. It is generally highest in Thailand, Southern Europe, and Latin America, and lowest in South Korea, Eastern Europe, Great Britain, and the United States.





## Sexual Orientation & Gender Identity





#### **Sexual Orientation and Gender Identity – Summary**

On average, across the 30 countries surveyed, 3% of adults identify as lesbian or gay, 4% as bisexual, 1% as pansexual or omnisexual, and 1% as asexual.

Men are more likely to identify as gay (or homosexual) than are women as lesbian (or gay or homosexual): 4% vs. 1% on average globally. However, both are equally likely to identify as bisexual, pansexual/omnisexual, or asexual. Gen Zers are about twice as likely as Millennials and four times as likely as Gen Xers and Boomers to identify as bisexual, pansexual/omnisexual, or asexual.

Spain is where respondents are most likely to say they are gay or lesbian (6%) while Brazil and the Netherlands are where they are most likely to say they are bisexual (7% both). Japan is the country where they are least likely to identify as gay or lesbian (less than 1%) or as bisexual (1%).

Globally, 1% describe themselves as transgender, 1% as non-binary, gender non-conforming, or gender fluid, and 1% as neither, but differently from male or female. There are also large differences between younger and older adults when it comes to their propensity to describe themselves as any of these. This is the case of 6% of Gen Zers and 3% of Millennials, compared to 1% of both GenXers and Boomers. And the gap is growing: +2 percentage points since 2021 among both Gen Zers and Millennials vs. +1 point or less among Gen Xers and Boomers.

Overall, the average share of the self-identified LGBT+ population is 9%. The share of self-identified LGBT+ adults varies widely across generations and geographies: from a 30-country average of 18% among Gen Zers to 4% among Baby Boomers, and from 15% of all respondents in Brazil to 4% in Peru.



## Sexual Orientation By Country

Q. Which, if any, of the following would you identify as?

Lesbian/gay/homosexua
Bisexual

Pansexual/omnisexual

Asexual

30-Country Average       3%       4%       1%       8%       =**         Brazil       5%       7%       1%       14%       =         Netherlands       3%       7%       1%       1%       +3         Great Britain       4%       1%       1%       =       11%       =         New Zealand       4%       1%       1%       10%       nda         Australia       4%       1%       1%       10%       nda         Colombia       4%       1%       1%       10%       nda         Colombia       4%       2%       2%       2%       9%       nda         Canada       4%       1%       1%       9%       1       1%         Germany       3%       5%       1%       9%       1       1         United States       3%       5%       1%       8%       2       2         Germany       3%       5%       1%       8%       2       2         Mexico       2%       5%       1%       8%       12       1         Mexico       3%       1%       1%       1       2       1       1 <t< th=""><th></th><th></th><th></th><th></th><th></th><th>Total LGB+*</th><th>Change vs.2021</th></t<>						Total LGB+*	Change vs.2021
Spain       6%       5%       1%       1%       12%       =         Netherlands       3%       7%       1%       1%       43         Great Britain       4%       4%       1%       1%       1%       43         New Zealand       4%       1%       1%       10%       n1/4         Australia       4%       1%       1%       10%       -1         Colombia       4%       5%       1%       1%       44         Switzerland       4%       4%       1%       9%       -1         Clombia       4%       4%       1%       9%       -1         France       4%       3%       1%       9%       -1         United States       3%       5%       1%       9%       -1         United States       3%       5%       1%       8%       -2         Argentina       4%       3%       1%       4%       -2         Argentina       4%       1%       1%       4%       -2         Chile       3%       1%       1%       -2       -2         Singapore       2%       3%       1%       -2 <t< td=""><td>30-Country Average</td><td>3%</td><td>4%</td><td>1% 1%</td><td></td><td>8%</td><td>=**</td></t<>	30-Country Average	3%	4%	1% 1%		8%	=**
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Argentina       2%       5%       1%       8%       =         Chile       3%       4%       1%       8%       -2         Thailand       4%       3%       1%       1%       8%       n/a         Turkey       1%       5%       1%       8%       +5         Sweden       1%       4%       1%       1%       7%       -2         Singapore       2%       3%       1%       1%       7%       n/a         South Africa       3%       3%       1%       7%       +2         Italy       2%       3%       1%       7%       n/a         Portugal       2%       3%       1%       6%       +1         Portugal       2%       3%       1%       5%       n/a         South Korea       1%       3%       1%       6%       +2         Ireland       1%       1%       5%       n/a         Japan       1%       2%       1%       5%       -3         Japan       1%       2%       4%       +1       -3	Belgium	3%	4%	1% 1%		8%	=
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Thailand       4%       3%       1%       1%       8%       n/a         Turkey       1%       5%       1%       8%       +5         Sweden       1%       4%       1%       7%       -2         Singapore       2%       3%       1%       7%       n/a         South Africa       3%       3%       1%       7%       =         Italy       2%       3%       1%       7%       +2         Romania       1%       4%       1%       7%       n/a         Hungary       2%       3%       1%       6%       +1         Portugal       2%       3%       1%       6%       +2         Ireland       1%       1%       5%       n/a         Japan       1%       1%       5%       -3	Argentina	2%	5%	1%		8%	=
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Sweden       1%       4%       1%       1%       7%       -2         Singapore       2%       3%       1%       7%       n/a         South Africa       3%       3%       1%       7%       =         Italy       2%       3%       1%       7%       +2         Romania       1%       4%       1%       7%       n/a         Hungary       2%       3%       1%       6%       +1         Portugal       2%       3%       1%       6%       n/a         South Korea       1%       3%       1%       6%       +2         Ireland       1%       2%       1%       5%       n/a         Japan       1%       2%       1%       5%       -3	Thailand	4%	3%	1% 1%		8%	n/a
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South Africa       3%       3%       1%       7%       =         Italy       2%       3%       1%       7%       +2         Romania       1%       4%       1%       7%       n/a         Hungary       2%       3%       1%       6%       +1         Portugal       2%       3%       1%       6%       +2         South Korea       1%       3%       1%       6%       +1         Portugal       2%       3%       1%       6%       +2         Ireland       1%       3%       1%       5%       n/a         Poland       2%       2%       1%       5%       -3         Japan       1%       2%       4%       +1	Sweden	1% 4%	1% 1%			7%	-2
Italy       2%       3%       1%       1%       7%       +2         Romania       1%       4%       1%       7%       n/a         Hungary       2%       3%       1%       6%       +1         Portugal       2%       3%       1%       6%       n/a         South Korea       1%       3%       1%       6%       +2         Ireland       1%       2%       1%       1%       6%       +2         Jopland       2%       1%       1%       6%       +2         Ireland       1%       2%       1%       1%       5%       n/a         Japan       1%       2%       1%       1%       5%       +1	Singapore	2% 3%	1% 1%			7%	n/a
Romania       1%       4%       1%       7%       n/a         Hungary       2%       3%       1%       6%       +1         Portugal       2%       3%       1%       6%       n/a         South Korea       1%       3%       1%       1%       6%       +2         Ireland       1%       2%       1%       1%       5%       n/a         Poland       2%       2%       1%       1%       5%       -3         Japan       1%       2%       1%       4%       +1	South Africa	3%	3% 1%			7%	=
Hungary       2%       3%       1%       6%       +1         Portugal       2%       3%       1%       6%       n/a         South Korea       1%       3%       1%       1%       6%       +2         Ireland       1%       2%       1%       1%       5%       n/a         Poland       2%       2%       1%       1%       5%       -3         Japan       1%       2%       1%       1%       4%       +1	Italy	2% 3%	1% 1%			7%	+2
Portugal       2%       3%       1%       1%       6%       n/a         South Korea       1%       3%       1%       1%       6%       +2         Ireland       1%       2%       1%       5%       n/a         Poland       2%       2%       1%       5%       -3         Japan       1%       2%       4%       +1	Romania	1% 4%	1%			7%	n/a
South Korea       1%       3%       1%       1%       6%       +2         Ireland       1%       2%       1%       1%       5%       n/a         Poland       2%       2%       1%       1%       5%       -3         Japan       1%       2%       4%       +1	Hungary	2% 3%	1%			6%	+1
Ireland       1%       2%       1%       5%       n/a         Poland       2%       2%       1%       1%       5%       -3         Japan       1%       2%       4%       +1	Portugal	2% 3%	1% 1%			6%	n/a
Poland     2%     1%     1%     5%     -3       Japan     1%     2%     4%     +1	South Korea	1% 3%	1% 1%			6%	+2
Japan 1% 2% 4% +1	Ireland	1% 2% 1%	1%			5%	n/a
	Poland	2% 2%	1% 1%			5%	-3
Peru 1% 2% 4% -2	Japan	1% 2%				4%	+1
	Peru	1% 2%				4%	-2

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

\* Net lesbian/gay/homosexual + bisexual + pansexual/omnisexual + asexual

\*\* Average 23 countries surveyed both in 2021 and 2023

The Total LGB+ % may be slightly higher or lower than the sum of the %s for all answer options as all are rounded to nearest whole %



#### **Sexual Orientation** Total Change LGB+\* vs. 2021\*\* **By Gender and Generation** 3% 4% 30-Country Average 8% = 1% Q. How do you currently describe yourself? 1% 4% 4% Male 9% 1% = 1% 1% Lesbian/gay/homosexual 4% Female 7% 1% = 1% Bisexual 3% nsexual/omnisexual 9% Gen Z (1997+) 2% 16% -1 2% Asexual 3% 4% Millennials (1981-1996) 1% 1% 9% = 2% 2% Gen X (1965-1980) <1% 5% -1 1% 2% 2% Boomers (1948-1964) <1% <1% 4% +1

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

\* Net lesbian/gay/homosexual + bisexual + pansexual/omnisexual + asexual

\*\*Average all countries surveyed in 2023 vs. all countries surveyed in 2021

The Total LGB+ % may be slightly higher or lower than the sum of the %s for all answer options as all are rounded to nearest whole %

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#### Change vs.2021



Q. Which, if any, of the following would you identify as?

Any of:

- Transgender
- Non-binary/gender non-conforming/gender-fluid
- Differently from above and from male or female

30-Country Average		3%			+1*
Switzerland				6%	n/a
Thailand				5%	n/a
Italy			4%		+4
Sweden			4%		+1
Germany			4%		+1
Spain			4%		+2
France		3%			+2
Brazil		3%			+1
Japan		3%			+2
Romania		3%			n/a
Canada		3%			+1
Singapore		3%			n/a
Chile		3%			+1
Mexico		3%			+1
Netherlands		2%			+2
South Africa		2%			+2
Australia		2%			=
Ireland		2%			n/a
South Korea		2%			+1
Belgium		2%			+2
United States		2%			+1
Colombia		2%			+2
Great Britain		2%			=
Poland		2%			+1
New Zealand		2%			n/a
Turkey		2%			+1
Portugal	1%				n/a
Peru	1%				=
Argentina	1%				-1
Hungary	1%				-1
South Africa,		* Average 23 countries	s surveyed both	in 2021 and 2023	

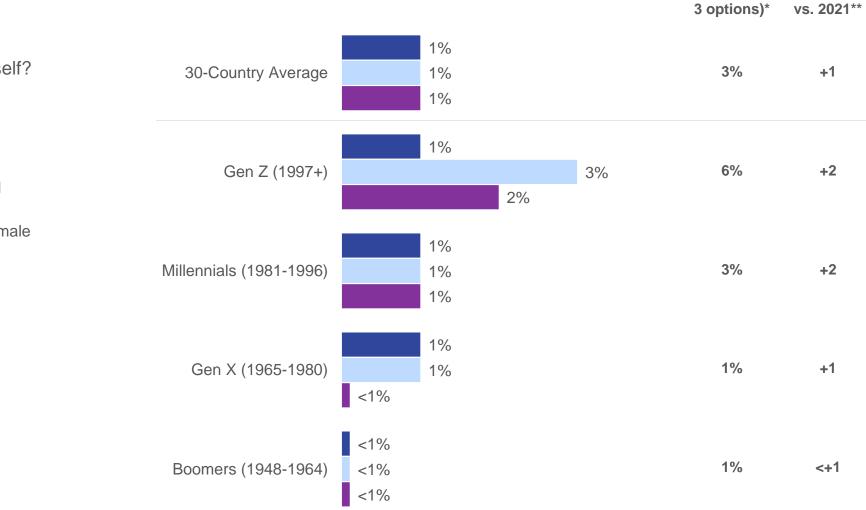
Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



### **Gender Identity By Generation**

Transgender



Q. How do you currently describe yourself?

Non-binary, non-conforming or gender-fluid

Differently from above and from male or female

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

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\* Total transgender ,non-binary/non-conforming/gender-fluid, differently from above and from male or female

\*\* Average all countries surveyed in 2023 vs. all countries surveyed in 2021

The Total % may be slightly higher or lower than the sum of the %s for all answer options as all are rounded to nearest whole %



Net (any of

Change

vs. 2021\*\*

#### 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

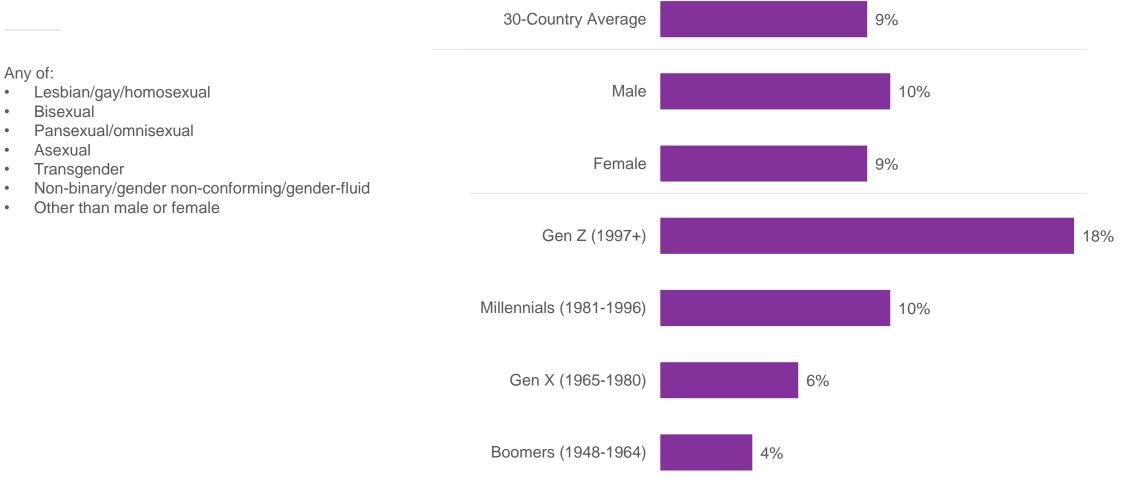
30-Country Average	9%
Brazil	15%
Spain	14%
Switzerland	13%
Netherlands	12%
Great Britain	12%
Colombia	11%
Germany	11%
Sweden	11%
Australia	10%
France	10%
Canada	10%
New Zealand	10%
Mexico	10%
United States	10%
Chile	10%
Belgium	9%
Thailand	9%
Italy	9%
Romania	9%
Singapore	9%
Argentina	8%
Turkey	8%
South Africa	8%
Hungary	7%
Portugal	7%
South Korea	7%
Ireland	6%
Poland	6%
Japan	5%
Peru	4%

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### **Net % of LGBT+ Adults By Gender and Generation**



Base: 22,514 online adults aged 16-74 across 30 countries

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Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



## LGBT+ Visibility





#### LGBT+ Visibility – Summary

The visibility of LGBT+ people has increased over the past two years. On average across all countries surveyed, 47% say they have a relative, friend, or work colleague who is lesbian/gay/homosexual, up 5 points since 2021; 26% say they know someone who is bisexual, up 2 points; 13% say they know someone who is transgender, up 3 points; and 12% say they know someone who is non-binary, gender non-conforming, or gender fluid, up 3 points.

LGBT+ visibility varies widely across countries. Having a relative, friend, or work colleague who is lesbian/gay or bisexual is most reported in Latin America, Spain, Australia, New Zealand, and South Africa. Gender diversity is most visible throughout the Anglosphere, in Brazil, and especially in Thailand.

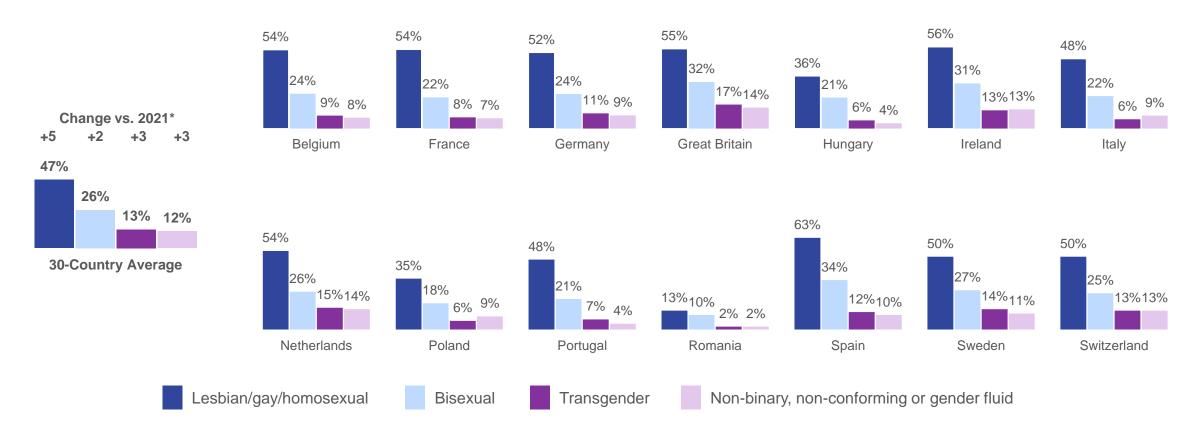
On the other hand, the visibility of different segments of the LGBT+ community is lowest in Japan, South Korea, Turkey, Romania, Hungary, and Poland.

Women are more likely than men to report knowing people of diverse sexual orientations and gender identities. Consistent with self-identification, the prevalence of knowing someone who is LGBT+ is much higher among younger adults than among older adults. Generational differences are particularly pronounced when it comes to knowing people who are bisexual and people who are non-binary/gender non-conforming or fluid: in both cases, Gen Zers are twice as likely as Gen Xers, and three times as likely as Boomers, to say they do.



## LGBT+ Visibility by Country (30-Country Average + Europe)

Q. Do you have a relative, friend or work colleague who is: (% YES)



Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

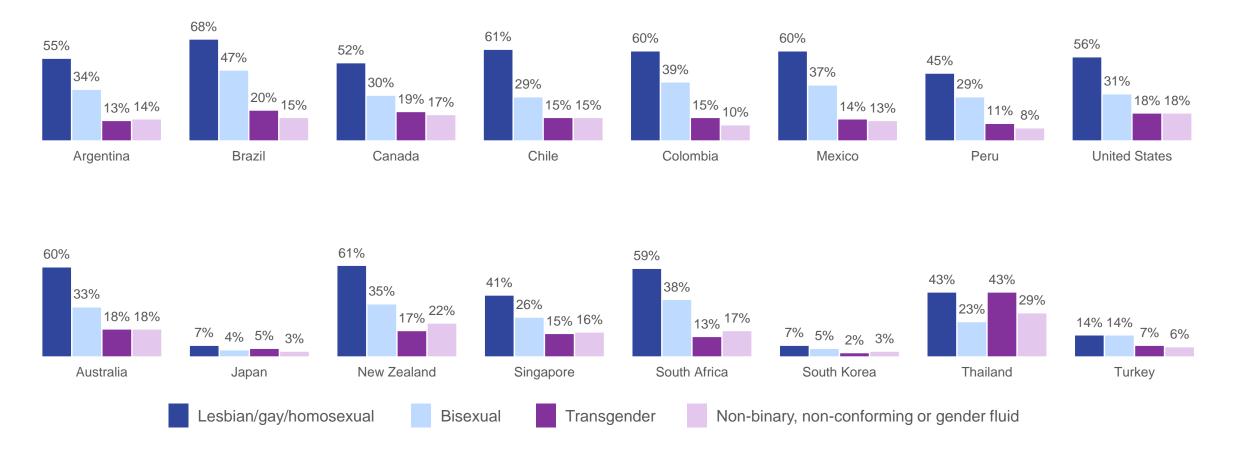
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\* Average all countries surveyed in 2023 vs. all countries surveyed in 2021

## LGBT+ Visibility by Country (Americas, Asia-Pacific/Africa)

Q. Do you have a relative, friend or work colleague who is: (% YES)



Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### LGBT+ Visibility By Gender and Generation

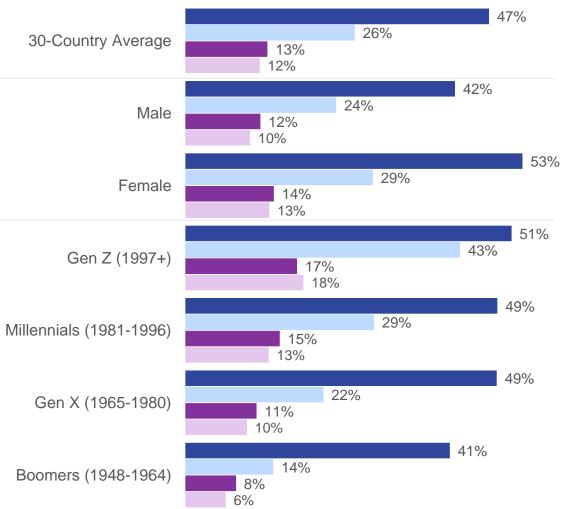
Q. Do you have a relative, friend or work colleague who is: (% YES)

Lesbian/gay/homosexual

Bisexual

Transgender

Non-binary, non-conforming or gender-fluid



Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



## Same-Sex Marriage and Parenting





#### **Same-Sex Marriage and Parenting – Summary**

On average, across the 30 countries surveyed, 56% say same-sex couples should be allowed to marry legally while 16% say they should be allowed to obtain some legal recognition, but not to marry, and just 14% say they should not be allowed to marry or get any kind of legal recognition. Another 14% are not sure.

Support for same-sex marriage ranges from 49% to 80% in all 20 countries surveyed where it is legal. Among the 10 countries where it is not legal, majorities in Italy and Thailand support same-sex marriage and majorities in all other countries except Turkey support at least some form of legal recognition for same-sex couples. Opponents of any form of legal recognition for same-sex couples make up no more than one-third of all respondents in any of the countries surveyed. Women are significantly more likely than men to support same-sex marriage with a difference between both of 10 percentage points on average globally.

In 13 of the 15 countries where Ipsos has tracked support for same-sex marriage since 2013, it grew significantly until 2021. However, it has since plateaued or declined in many countries. Of the 23 countries surveyed both in 2021 and this year, nine show a decline of 4 points or more in the percentage saying same-sex couples should be allowed to marry legally (Canada, Germany, the United States, Mexico, the Netherlands, Sweden, Great Britain, Brazil, and Turkey) while only two show an increase of 4 points or more (France and Peru).

While views on same-sex parenting are warmer than those on same-sex marriage, they show similar patterns. Globally, 65% say same-sex couples are just as likely as other parents to raise children successfully and 64% say they should have the same rights to adopt children as heterosexual couples do. These views are held by majorities in 26 countries, including several where same-sex couples are not allowed to adopt. The only countries where more people disagree than agree with both opinions are Poland, Turkey, Romania, and South Korea. Again, women are more supportive of same-sex parenting than are men (by an average of about 10 points) as are younger adults vs. older adults.

Over the past two years, support for same-sex adoption has declined significantly in Sweden, the U.S., Canada, the Netherlands, and Turkey, but it has increased significantly in France, Italy, Colombia, and Peru.



Views on Same-Sex Marriage		50%		Allow marriage or legal recognition (net)
	30-Country Average Netherlands	56% 80%	<b>16% 14% 14%</b>	72%
by Country			6% 7% <b>8%</b>	85%
	Portugal	80%	11% <b>5%</b> 4%	90%
Q. When you think about the rights of	Spain	78%	12% <b>5% 5%</b>	90%
	Sweden	75%	7% 9% 9%	82%
same-sex couples, which of the following	Belgium	72%	9% 10% 8%	81%
comes closest to your personal opinion?	New Zealand	70%		81%
	Argentina	70%	<b>8%</b> 14% <b>8%</b>	78%
	Canada	69%	7% 15% 10%	76%
	France	66%	15% 9% 10%	81%
• • • • • • • • • • •	Chile	65%	18% 12% 6%	82%
Same-sex couples should be allowed to marry	Ireland	64%	13% 11% 12%	77%
legally	Great Britain	64%	14% 9% 13%	78%
	Australia	63%	16% 10% 11%	79%
Same-sex couples should be allowed to obtain	Germany	62%	12% 14% 13%	74%
some kind of legal recognition, but not to marry	Italy	61%	21% 9% 9%	82%
Some kind of legal recognition, but not to many	Mexico	58%	17% 14% <b>11%</b>	75%
	South Africa	57%	10% 14% 19%	67%
Not sure	Thailand	55%	18% 16% <b>11%</b>	73%
	United States	54%	14% 15% <b>17%</b>	68%
	Switzerland	54%	16% 13% 18%	70%
Same-sex couples should not be allowed to	Brazil	51%	<b>15% 20% 14%</b>	66%
marry or obtain any kind of legal recognition	Colombia	49%	21% 18% 12%	70%
	Hungary	47%	20% 18% 16%	67%
	Peru	41%	24% 19% <b>16%</b>	66%
	Japan		31% 22% 9%	69%
	South Korea	35% 18%	23% 24%	53%
	Poland	32% 359		67%
	Singapore	32% 23%	19% 27%	54%
	Romania	25% 26%	17% 33%	50%
ase: 22,514 online adults aged 16-74 across 30 countries Jine samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Afri	Turkey	20% 22%	28% 30%	42%

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

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The net% may be slightly higher or lower than the sum of the %s for the two answer options as all are rounded to nearest whole %



#### Views on Same-Sex Marriage By Gender and Generation

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

72% 30-Country Average 56% 16% 14% 14% 70% Male 51% 18% 14% 16% 75% Female 61% 14% 14% 11% Gen Z (1997+) 75% 61% 14% 13% 12% Millennials (1981-1996) 72% 56% 16% 14% 15% Gen X (1965-1980) 55% 16% 15% 14% 71% 73% Boomers (1948-1964) 55% 19% 14% 13%



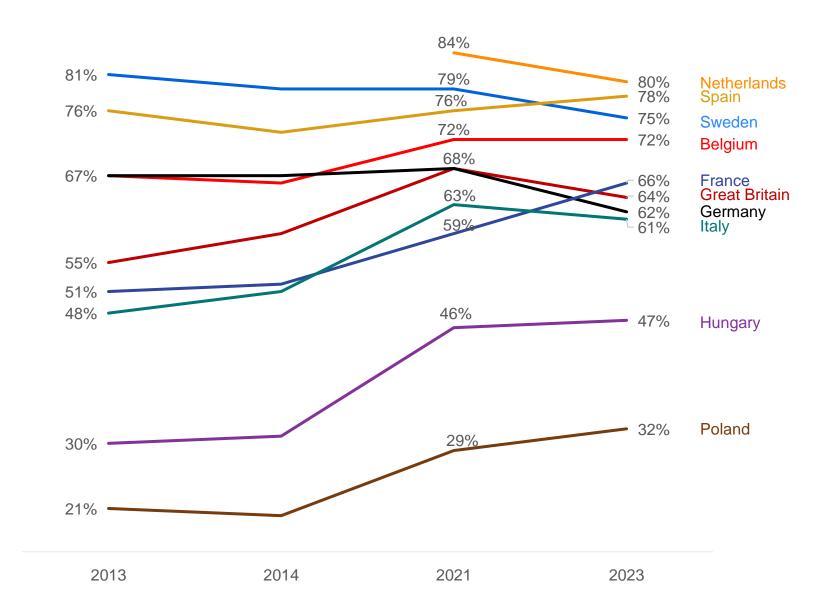
Allow marriage or

legal recognition (net)

#### Change in Support for Same-Sex Marriage By Country (Europe)

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 (%)



Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

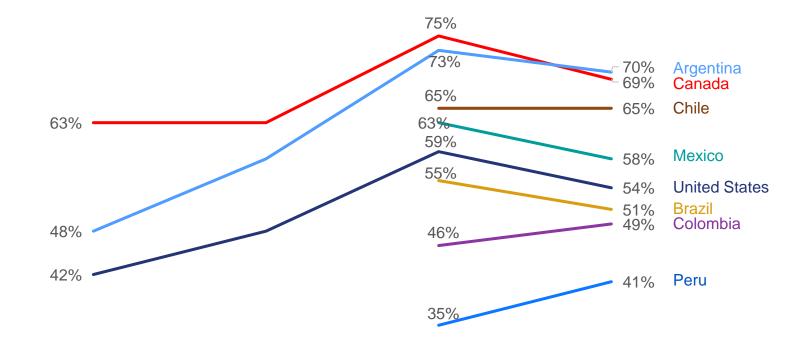




#### Change in Support for Same-Sex Marriage By Country (Americas)

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 (%)





Base: 22,514 online adults aged 16-74 across 30 countries

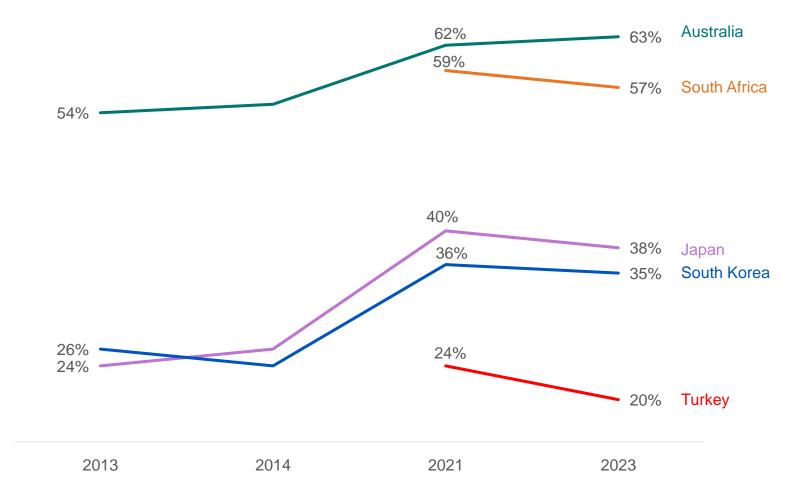
Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### Change in Support for Same-Sex Marriage By Country (Asia-Pacific/Africa)

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 (%)



Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### 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

Strongly/somewhat agree

Not sure

Strongly/somewhat disagree

30-Country Average	64	%	8%		28%
Spain		80%		49	6 17%
Thailand		77%		1(	0% 12%
Portugal		77%		6%	17%
Sweden		75%		5%	20%
Netherlands		75%		5%	21%
Canada		74%		9%	17%
Ireland		74%		7%	19%
New Zealand		74%		8%	18%
Great Britain		72%		7%	21%
Australia		71%		6%	23%
Argentina		71%		6%	24%
Belgium		70%		9%	21%
South Africa		70%		8%	22%
Brazil		69%		9%	22%
Germany	6	67%		7%	26%
France	6	7%	7	%	27%
Japan 📃	6	6%		15%	19%
Chile	65	5%	6%		30%
Italy	64	!%	6%		30%
United States	64	%	10	%	26%
Mexico	60%	)	6%	3	4%
Switzerland	58%		7%	35	5%
Singapore	57%		11%	3	33%
Hungary	56%		8%	36	\$%
Colombia	53%		7%	40%	)
Peru	51%	79	%	42%	
South Korea	45%	9%		46%	
Romania	45%	7%		48%	
Turkey	35%	15%		51%	
Poland	33%	13%		54%	

Base: 22,514 online adults aged 16-74 across 30 countries

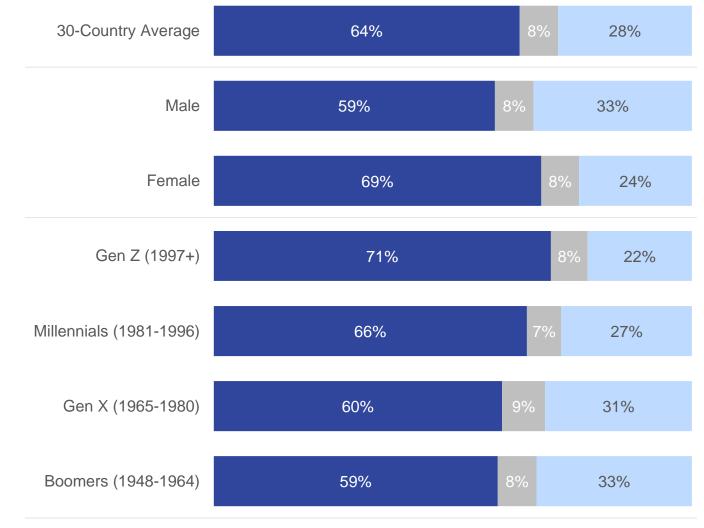
Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### Views about Same-Sex Couples' Right to Adopt By Gender and Generation

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



Not sure

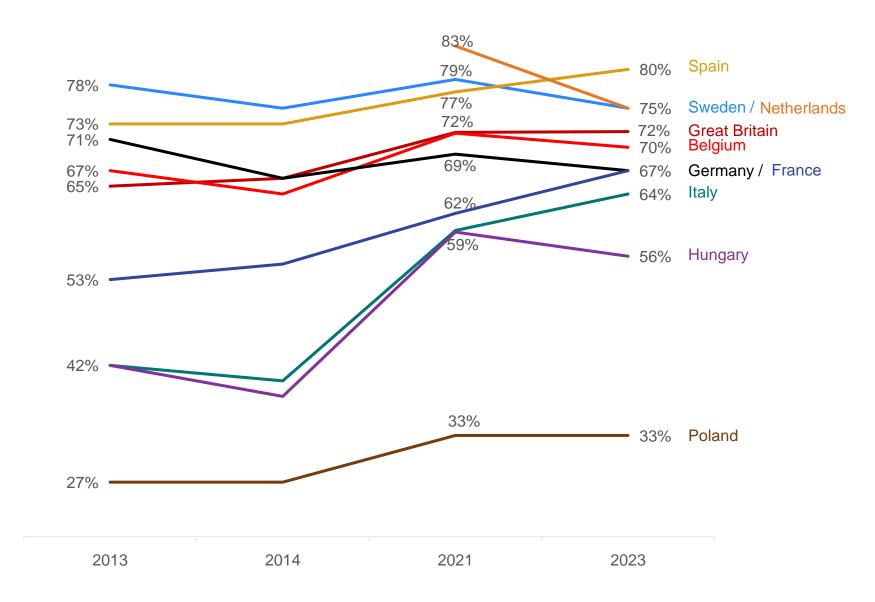
Strongly/somewhat agree

Strongly/somewhat disagree

#### Change in Support for Same-Sex Couples' Right to Adopt (Europe)

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 (% AGREE)



Base: 22,514 online adults aged 16-74 across 30 countries

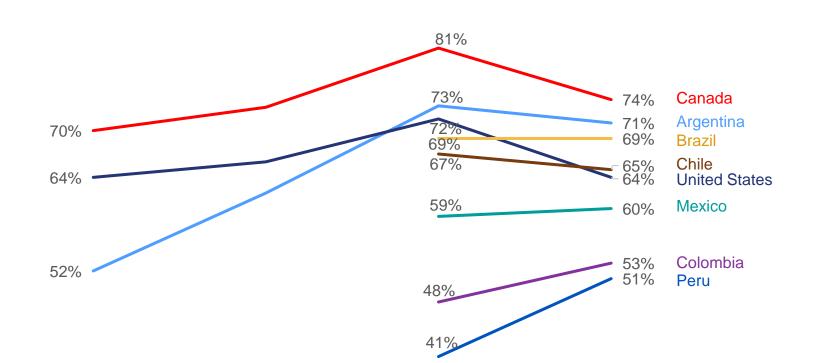
Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### Change in Support for Same-Sex Couples' Right to Adopt (Americas)

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 (% AGREE)





Base: 22,514 online adults aged 16-74 across 30 countries

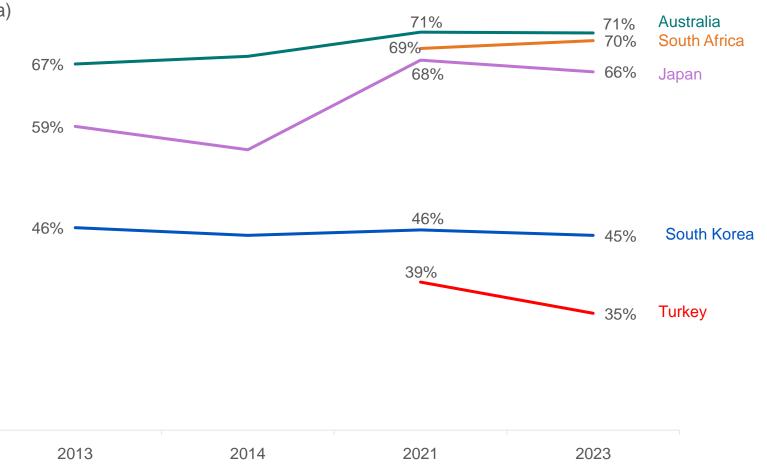
Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### Change in Support for Same-Sex Couples' Right to Adopt (Asia-Pacific/Africa)

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 (% AGREE)



Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### 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

Strongly/somewhat agree

Not sure

#### Strongly/somewhat disagree

						vs. 2021
30-Country Average	65%	, 0		8%	27%	+3*
Portugal		79%			6% 15%	n/a
New Zealand		78%			7% 14%	n/a
Spain		78%		4	% 18%	-1
Netherlands		77%		49	6 19%	-8
Sweden		77%		7	<b>%</b> 17%	-5
Canada		74%		8%	<b>18%</b>	-10
Great Britain		74%		7%	18%	-2
Thailand		74%		12	2% 14%	n/a
Australia		74%		7%	20%	-1
Ireland		73%		9%	19%	n/a
France		73%		6%	22%	+5
Belgium		72%		9%	19%	-3
Brazil		1%		8%	22%	+2
Argentina	7	1%		7%	22%	-4
South Africa		0%		7%	23%	=
Germany		8%		6%	26%	-2
Italy	67	%		5%	27%	+4
United States	66%	6		11%	23%	-7
Chile	66%			7%	27%	-2
Mexico	62%		6%	0	32%	+2
Switzerland	60%		7%		34%	n/a
Singapore	59%		139	1/0	28%	n/a
Hungary	59%		8%		33%	-3
Japan	59%		1	19%	22%	-2
Colombia	55%		7%		38%	+7
Peru	51%		9%	4	1%	+7
Romania	44%	8%		48%		n/a
Poland	38%	12%		50%		-1
South Korea	38%	12%		50%		-1
Turkey	34%	16%		50%		-4

\* Average 23 countries surveyed both in 2021 and 2023

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population

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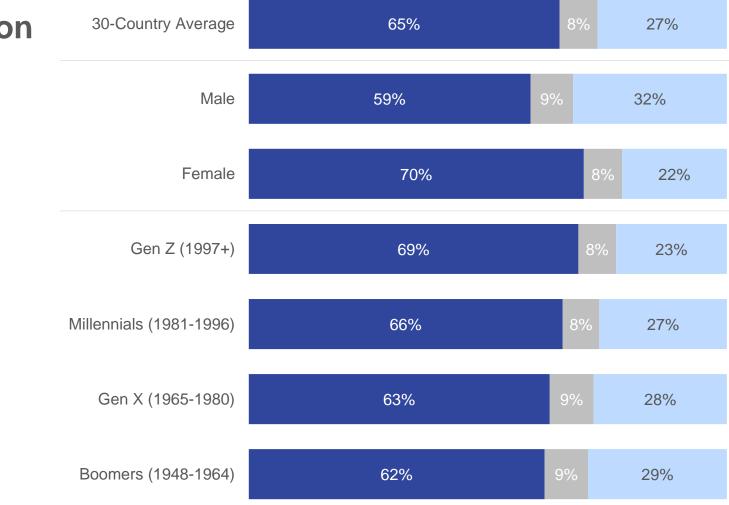


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#### Views about Same-Sex Couples' Parenting By Gender and Generation

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: 22,514 online adults aged 16-74 across 30 countries

trongly/somewhat agree

Strongly/somewhat disagree

Si

Not sure

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



## Transgender Issues





#### **Views on Transgender Issues – Summary**

Globally, 67% say that transgender people face at least a fair amount of discrimination, compared with 19% who say they face little or no discrimination. Perceptions of discrimination are highest in Spanish and Portuguese-speaking countries, and lowest in Switzerland, Germany, and Japan.

Majorities in each of the 30 countries surveyed (76% on average) agree that transgender people should be protected from discrimination in employment, housing, and access to businesses such as restaurants and stores.

Other measures receive more mixed support: on average, 60% agree that transgender teenagers should be allowed to receive genderaffirming care, such as counseling and hormone replacement treatment, with parental consent; 55% agree that transgender people should be allowed to use single-sex facilities, such as public restrooms, that correspond to their gender; 53% agree that government-issued documents such as passports should have options other than "male" and "female" for people who do not identify as either; and 47% agree that health insurance systems should cover the costs of gender transition no differently than the costs of other medical procedures.

Among the 30 countries surveyed, support for various pro-transgender measures is consistently high in Thailand, Italy, Spain, and throughout Latin America; it tends to be lowest in South Korea, throughout Eastern Europe, in Great Britain, and in the United States where transgender rights and protections have become polarizing political issues.

Women and younger adults are more likely than men and older adults, respectively, to say the transgender community faces a lot of discrimination. They also show higher levels of support for all types of measures in favor of transgender people differences of about 6 to 9 points between women and men and between Gen Zers and Boomers. Partly driving this generational gap, Gen Xers and Boomers are more likely than younger adults to have no opinion about specific transgender issues or about the amount of discrimination transgender people face, possibly because they are less likely to know a transgender person.



#### Perceived Transgender Discrimination By Country

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

A great deal/ fair amount

Not sure

Not much/ not at all

30-Country Average	67%		15%	19%
Portugal	85%			8% 7%
Colombia	82%			7% 11%
Peru	81%			10% 10%
Chile	79%			9% 12%
Mexico	78%			8% 14%
Brazil	77%		g	14%
Italy	77%		89	% 16%
Spain	72%		9%	19%
Argentina	71%		11%	19%
South Korea	70%		11%	19%
Ireland	70%		16%	14%
South Africa	70%		15%	15%
Netherlands	69%		15%	16%
Singapore	67%		13%	21%
Hungary	66%		18%	16%
Thailand	66%		9%	25%
Turkey	65%		19%	16%
Great Britain	64%		17%	19%
United States	64%		18%	18%
France	63%		20%	17%
New Zealand	63%		18%	20%
Sweden	63%		21%	17%
Australia	62%		16%	22%
Poland	61%		15%	24%
Canada	61%		18%	21%
Belgium	60%		21%	19%
Romania	59%		21%	20%
Germany	47%	19%		34%
Japan	46%	27%		27%
Switzerland	45%	18%	3	7%

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



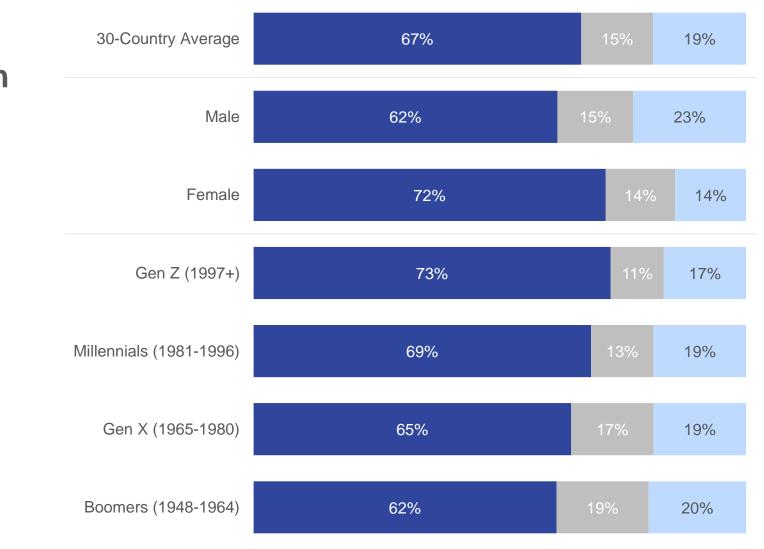
#### Perceived Transgender Discrimination By Gender and Generation

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

A great deal/ fair amount

Not sure

Not much/ not at all



Base: 22,514 online adults aged 16-74 across 30 countries

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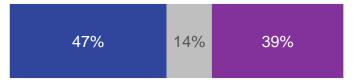


76%	9%	16%
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60%	13%	27%
-----	-----	-----

55%	15%	30%
-----	-----	-----

53%	14%	33%
-----	-----	-----



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

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

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

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

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

### Views on Transgender Issues 30-Country Average

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

Strongly/somewhat agree

Not sure

Strongly/somewhat disagree

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### 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

Strongly/somewhat agree

Not sure

Strongly/somewhat disagree

30-Country Average	76%	9%	16%
Thailand	84%		7% 9%
Portugal	84%		8% 8%
New Zealand	84%		9% 8%
Peru	84%		4% 13%
Mexico	82%		6% 12%
South Africa	82%		6% 13%
Colombia	81%	6	% 14%
Chile	80%	6	% 14%
Ireland	80%	7	% 14%
Italy	80%	7	% 13%
Singapore	79%	8	% 13%
Australia	79%	89	% 14%
Netherlands	78%	8%	
Sweden	78%	89	% 14%
Canada	78%	10	
Argentina	78%	7%	
Brazil	77%	9%	14%
France	77%	109	
Great Britain	77%	9%	
Spain	76%	6%	18%
Belgium	74%	12%	14%
United States	72%	12%	17%
South Korea	70%	7%	23%
Switzerland	69%	8%	24%
Japan	69%	15%	16%
Germany	68%	11%	21%
Romania	67%	8%	25%
Hungary	67%	11%	22%
Poland	64%	13%	23%
Turkey	59% 1	3%	28%

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### 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., counseling and hormone replacement treatment)

Strongly/somewhat agree

Not sure

Strongly/somewhat disagree

30-Country Average	60%		13%		27%
Thailand		75%		11%	15%
Chile		72%		7%	21%
Portugal		72%		13%	15%
Spain		71%		8%	21%
Italy	7	0%		11%	20%
South Africa	7	0%		9%	21%
Singapore	68	3%		13%	19%
Argentina	655	%	1	0%	25%
Japan	65%	%		19%	17%
Netherlands	65%	%	1	2%	23%
Mexico	63%	)	10%	6	27%
Colombia	63%	)	10%	, D	28%
Belgium	62%		1	6%	21%
South Korea	61%		11%		28%
Ireland	60%		13%		28%
Peru	59%		8%	3	33%
New Zealand	59%		15%		26%
Brazil	58%		13%		29%
Canada	58%		14%		28%
Australia	57%		12%		32%
Switzerland	56%		11%	3	3%
Germany	56%		16%		28%
Romania	55%		15%		30%
France	55%		16%		29%
Turkey	53%		18%		30%
Poland	52%		18%		29%
Sweden	51%		12%	37	%
Great Britain	47%		18%	35	5%
United States	45%	14%	0	42%	
Hungary	36%	16%		48%	

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### 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

Strongly/somewhat agree

Not sure

Strongly/somewhat disagree

30-Country Average	55%	15%	30%
Thailand	799	%	8% 14%
Italy	70%		12% <b>18%</b>
Spain	65%		12% 22%
Netherlands	65%	1	1% 24%
Chile	60%	11%	29%
Switzerland	60%	13%	
Colombia	59%	10%	31%
South Africa	58%	10%	32%
Belgium	58%	20	
Argentina	57%	12%	30%
Mexico	57%	8%	35%
Germany	57%	16%	28%
Brazil	56%	14%	30%
Sweden	55%	16%	29%
New Zealand	55%	17%	29%
Singapore	55%	17%	28%
Portugal	54%	22%	23%
Peru	54%	9%	38%
France	53%	18%	28%
Australia	53%	15%	32%
Japan	52%	22%	26%
Canada	51%	19%	30%
Turkey	48%	18%	34%
Ireland	48%	19%	34%
South Korea	46%	12%	41%
Romania	46%	13%	41%
Hungary	45%	20%	35%
Poland	45%	22%	33%
Great Britain	40%	20%	40%
United States	40%	16%	45%

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### 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

Strongly/somewhat agree

Not sure

Strongly/somewhat disagree

30-Country Average	53%	14%	33%
Thailand	70%		10% 20%
Chile	62%	11	% 27%
Colombia	61%	9%	30%
Italy	61%	13'	% 27%
Brazil	59%	13%	28%
South Africa	58%	11%	31%
Japan 📃	58%	20	)% 22%
Spain	58%	13%	30%
Argentina	57%	11%	33%
Mexico	55%	8%	37%
New Zealand	54%	16%	31%
Ireland	53%	13%	34%
Portugal	53%	21%	26%
Singapore	53%	17%	30%
Germany	53%	16%	32%
Peru	53%	9%	39%
Australia	52%	13%	35%
Netherlands	52%	12%	36%
Belgium	52%	19%	30%
South Korea	50%	11%	39%
Switzerland	49%	12%	38%
Canada	49%	15%	36%
Turkey	48%	17%	35%
Sweden	47%	19%	33%
Great Britain	47%	15%	38%
France	44%	18%	38%
Hungary	43%	16%	41%
Poland	43%	20%	37%
United States	41%	16%	43%
Romania	40%	14%	46%

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### 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

Strongly/somewhat agree

Not sure

Strongly/somewhat disagree

30-Country Average	47%		14%		39%	
Chile	66%			8%	26%	
Thailand	6	4%		12%	25%	
Italy	61	%		10%	30%	
Portugal	600	%		17%	23%	
South Africa	58%	/ 0		13%	29%	
Argentina	56%		9%		35%	
Singapore	56%			17%	28%	
Spain	56%		119	%	34%	
Netherlands	54%		11%		36%	
Brazil	53%		12%		35%	
Germany	50%		15%		35%	
Belgium	49%		16%		34%	
Ireland	48%		15%		37%	
Colombia	48%		11%		41%	
Switzerland	48%		11%		41%	
Mexico	46%		9%	2	14%	
Peru	46%		8%	4	6%	
Turkey	46%		19%		35%	
France	45%		15%		40%	
Australia	45%		13%		42%	
Sweden	41%		16%		42%	
Japan	41%		21%		38%	
Canada	40%		13%	47	7%	
Poland	39%		19%		42%	
New Zealand	39%		18%		43%	
United States	37%	15	%	49	%	
Great Britain	36%	17	%	48	%	
Romania	33%	12%		55%		
South Korea	28%	9%		64%		
Hungary	25%	16%		59%		

Base: 22,514 online adults aged 16-74 across 30 countries

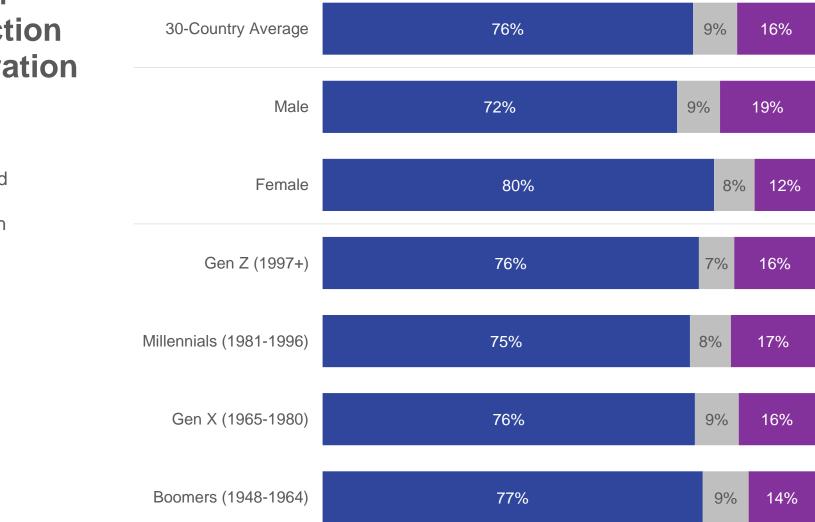
Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### Views on Transgender Discrimination Protection By Gender and Generation

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: 22,514 online adults aged 16-74 across 30 countries

Strongly/somewhat agree

Strongly/somewhat disagree

Not sure

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### Views on Teens' Access to Gender-Affirming Care By Gender and Generation

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., counseling and hormone replacement treatment)

tion	30-Country Average	60%	13%	27%
	Male	56%	13%	31%
	Female	63%	13%	24%
	Gen Z (1997+)	65%	11%	25%
	Millennials (1981-1996)	59%	12%	29%
	Gen X (1965-1980)	58%	14%	28%
	Boomers (1948-1964)	59%	15%	26%

Base: 22,514 online adults aged 16-74 across 30 countries

Strongly/somewhat agree

Strongly/somewhat disagree

Not sure

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### Views on Access to Facilities Matching Gender Identity By Gender and Generation

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

ntity ration	Global Country Average	55%	15%	30%
е	Male	51%	14%	35%
d to	Female	58%	16%	26%
	Gen Z (1997+)	60%	12%	28%
	Millennials (1981-1996)	55%	14%	31%
	Gen X (1965-1980)	53%	17%	30%
	Boomers (1948-1964)	52%	17%	31%

Base: 22,514 online adults aged 16-74 across 30 countries

Strongly/somewhat agree

Strongly/somewhat disagree

Not sure

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### Views on Other-Gender Option on Official Documents By Gender and Generation —

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

30-Country Average	53%	14%	33%
Male	48%	13%	39%
Female	56%	15%	28%
Gen Z (1997+)	58%	11%	31%
Millennials (1981-1996)	53%	14%	34%
Gen X (1965-1980)	50%	15%	35%
Boomers (1948-1964)	50%	17%	34%



Strongly/somewhat agree

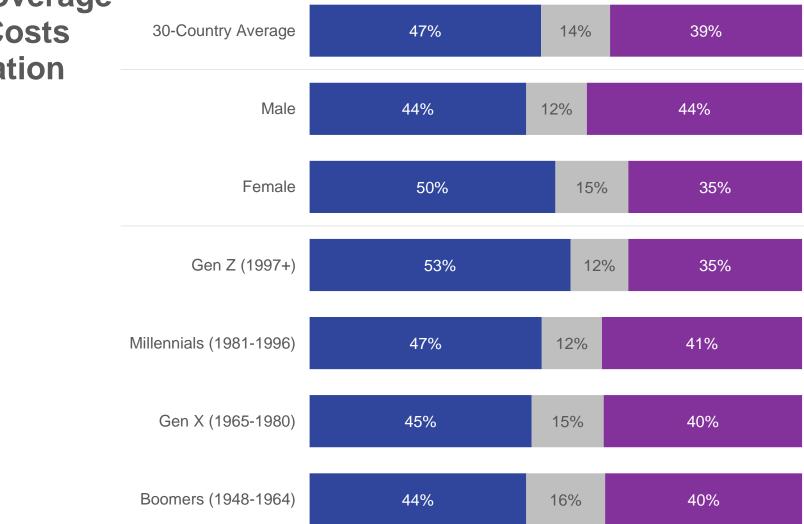
Strongly/somewhat disagree

Not sure

#### Views on Insurance Coverage of Gender Transition Costs By Gender and Generation

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: 22,514 online adults aged 16-74 across 30 countries

Strongly/somewhat agree

Strongly/somewhat disagree

Not sure

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### Generation Gap in Views on Transgender Issues

Gen Z > Boomers

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	76% 75% 76% 77%	-1
Gen Z (1997+)	With parental consent, transgender teenagers should be allowed to receive gender-affirming care (e.g., counseling and hormone replacement treatment)	65% 59% 58% 59%	+6
Millennials (1981-1996 Gen X (1965-1980)	Transgender people should be allowed to use single-sex facilities (e.g., public restrooms) that correspond to the gender they identify with	60% 55% 53% 52%	+7
Boomers (1948-1964)	Government-issued documents such as passports should include an option other than "male" and "female" for people who do not identify as either	58% 53% 50% 50%	+9
	Health insurance systems should cover the costs of gender transition no differently than the costs of other medical procedures	53%         47%         45%         44%	+9

Base: 22,514 online adults aged 16-74 across 30 countries

Online samples in Brazil, Chile, Colombia, India, Ireland, Mexico, Peru, Portugal, Romania, Singapore, South Africa, Thailand and Turkey tend to be more urban, educated, and/or affluent than the general population



#### **Methodology**

- These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online survey platform between February 17 and March 3, 2023. For this survey, Ipsos interviewed a total of 22,514 adults aged 18-74 in Canada, South Africa, Turkey, 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, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Mexico, New Zealand, Singapore, South Korea, Spain, Thailand and the U.S., and 500+ individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, the Republic of Ireland, the Netherlands, Peru, Poland, Romania, South Africa, Sweden, Switzerland, and Turkey.
- Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, Switzerland, 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, Portugal, Romania, Singapore, South Africa, Thailand, and Turkey 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 "30-country average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.
- Where results do not sum 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/not sure"
  or not stated responses.
- The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos's use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.



## **About Ipsos**

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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### **Game Changers**

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth: **You act better when you are sure.** 

