

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	Sexuality				Sex at birth			Current gender identity	
	Heterosexual	Gay or lesbian	Bisexual	Other	Male	Female	Intersex	Male	Female

For definitions, please hover over or click on the words in blue
How positively or negatively would you say the following view lesbian and gay people
Lesbian refers to a woman who has a romantic and/ or sexual orientation towards women, while gay refers to a man who has a romantic and/or sexual orientation towards men. ? (Please select one option on each row)

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - You personally

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	79%	31%	81%	80%	74%	73%	84%	67%	72%	83%
Fairly positively	12%	18%	12%	12%	14%	15%	10%	33%	16%	11%
Neither positively nor negatively	7%	41%	6%	6%	10%	10%	6%	-	10%	5%
Fairly negatively	1%	5%	1%	0%	1%	1%	0%	-	1%	0%
Very negatively	0%	5%	-	0%	2%	1%	0%	-	1%	0%
Don't know	1%	-	1%	1%	0%	1%	0%	-	1%	0%
Net: Positively	91%	49%	92%	92%	88%	88%	94%	100%	88%	94%
Net: Negatively	1%	10%	1%	1%	3%	2%	1%	-	1%	1%

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - Your family in general

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	32%	16%	38%	27%	29%	33%	31%	67%	34%	31%
Fairly positively	37%	20%	37%	39%	32%	34%	38%	33%	34%	39%
Neither positively nor negatively	19%	45%	15%	20%	23%	19%	19%	-	19%	18%
Fairly negatively	8%	17%	6%	9%	7%	8%	7%	-	7%	7%
Very negatively	3%	2%	2%	3%	5%	3%	3%	-	3%	3%
Don't know	3%	-	2%	2%	5%	3%	2%	-	3%	2%
Net: Positively	68%	36%	74%	65%	61%	67%	69%	100%	68%	70%
Net: Negatively	10%	19%	8%	12%	12%	11%	10%	-	10%	10%

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Total	Sexuality				Sex at birth			Current gender identity	
	Heterosexual	Gay or lesbian	Bisexual	Other	Male	Female	Intersex	Male	Female

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - Your group of friends in general

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	66%	26%	70%	66%	59%	60%	72%	67%	60%	70%
Fairly positively	21%	16%	20%	21%	24%	23%	19%	33%	23%	20%
Neither positively nor negatively	10%	41%	8%	9%	12%	12%	8%	-	13%	7%
Fairly negatively	1%	11%	0%	1%	2%	2%	0%	-	1%	0%
Very negatively	0%	2%	0%	1%	1%	1%	0%	-	1%	0%
Don't know	2%	4%	2%	2%	3%	2%	2%	-	2%	2%
Net: Positively	87%	42%	90%	87%	83%	83%	90%	100%	83%	91%
Net: Negatively	1%	13%	0%	2%	3%	2%	0%	-	2%	1%

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - People in the UK in general

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	5%	8%	6%	4%	6%	7%	4%	-	7%	4%
Fairly positively	41%	25%	45%	39%	37%	45%	38%	33%	45%	39%
Neither positively nor negatively	30%	43%	29%	31%	28%	28%	31%	50%	29%	31%
Fairly negatively	19%	19%	16%	23%	21%	16%	22%	17%	15%	22%
Very negatively	2%	5%	2%	2%	3%	2%	2%	-	2%	2%
Don't know	2%	-	2%	2%	5%	2%	2%	-	2%	2%
Net: Positively	47%	33%	52%	43%	43%	52%	42%	33%	52%	43%
Net: Negatively	21%	24%	18%	25%	24%	18%	24%	17%	17%	24%

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Total	Sexuality				Sex at birth			Current gender identity	
	Heterosexual 1	Gay or lesbian	Bisexual	Other	Male	Female	Intersex	Male	Female

For definitions, please hover over or click on the words in blue
How positively or negatively would you say the following view bisexual people
Bisexual refers to people with a romantic and/ or sexual orientation towards more than one gender? (Please select one option on each row)

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - You personally

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	70%	22%	62%	81%	72%	63%	77%	50%	62%	76%
Fairly positively	16%	16%	20%	11%	14%	19%	13%	33%	19%	14%
Neither positively nor negatively	11%	41%	14%	7%	10%	15%	8%	17%	15%	9%
Fairly negatively	1%	10%	2%	0%	1%	2%	1%	-	2%	1%
Very negatively	1%	10%	1%	0%	2%	1%	0%	-	1%	0%
Don't know	1%	-	1%	1%	1%	1%	1%	-	1%	1%
Net: Positively	86%	38%	83%	92%	87%	82%	90%	83%	81%	90%
Net: Negatively	2%	20%	2%	0%	3%	3%	1%	-	3%	1%

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - Your family in general

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	20%	5%	21%	21%	19%	21%	20%	33%	21%	20%
Fairly positively	32%	26%	33%	33%	30%	31%	33%	50%	31%	33%
Neither positively nor negatively	28%	48%	29%	26%	30%	30%	27%	17%	29%	27%
Fairly negatively	10%	6%	8%	12%	8%	8%	11%	-	8%	11%
Very negatively	3%	8%	3%	3%	4%	3%	3%	-	3%	3%
Don't know	6%	7%	7%	5%	7%	7%	6%	-	7%	6%
Net: Positively	53%	31%	53%	54%	50%	52%	53%	83%	53%	53%
Net: Negatively	13%	14%	11%	15%	13%	11%	14%	-	11%	14%

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Total	Sexuality				Sex at birth			Current gender identity	
	Heterosexual 1	Gay or lesbian	Bisexual	Other	Male	Female	Intersex	Male	Female

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - Your group of friends in general

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	54%	20%	50%	59%	55%	44%	61%	50%	44%	60%
Fairly positively	27%	18%	29%	25%	26%	30%	24%	33%	30%	25%
Neither positively nor negatively	14%	45%	16%	11%	12%	19%	10%	17%	19%	11%
Fairly negatively	2%	7%	2%	2%	2%	3%	1%	-	3%	1%
Very negatively	1%	5%	0%	0%	2%	1%	0%	-	1%	0%
Don't know	3%	4%	3%	3%	4%	3%	3%	-	3%	3%
Net: Positively	80%	38%	79%	84%	80%	74%	85%	83%	74%	85%
Net: Negatively	2%	12%	2%	2%	3%	4%	1%	-	4%	1%

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - People in the UK in general

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	4%	4%	5%	3%	6%	6%	3%	-	6%	3%
Fairly positively	29%	23%	32%	28%	22%	33%	25%	33%	34%	26%
Neither positively nor negatively	38%	45%	38%	39%	34%	36%	39%	50%	36%	39%
Fairly negatively	23%	19%	19%	25%	26%	19%	26%	17%	18%	26%
Very negatively	2%	7%	2%	2%	4%	3%	2%	-	2%	2%
Don't know	4%	2%	4%	4%	8%	4%	5%	-	4%	5%
Net: Positively	33%	27%	37%	30%	28%	39%	28%	33%	40%	29%
Net: Negatively	25%	26%	21%	27%	30%	21%	28%	17%	20%	27%

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Total	Sexuality				Sex at birth			Current gender identity	
	Heterosexual	Gay or lesbian	Bisexual	Other	Male	Female	Intersex	Male	Female

For definitions, please hover over or click on the words in blueHow positively or negatively would you say the following view transgender peopleTransgender refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer and other identities? (Please select one option on each row)

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - You personally

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	57%	13%	51%	63%	67%	48%	64%	83%	45%	63%
Fairly positively	18%	8%	20%	18%	14%	20%	17%	17%	21%	18%
Neither positively nor negatively	16%	30%	19%	13%	12%	20%	12%	-	22%	13%
Fairly negatively	5%	13%	6%	3%	3%	6%	4%	-	7%	3%
Very negatively	3%	35%	4%	2%	2%	5%	2%	-	5%	2%
Don't know	1%	-	1%	1%	0%	1%	1%	-	1%	1%
Net: Positively	75%	21%	70%	80%	82%	68%	81%	100%	66%	81%
Net: Negatively	8%	49%	10%	5%	5%	11%	6%	-	11%	5%

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - Your family in general

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	11%	3%	10%	12%	16%	10%	12%	33%	10%	12%
Fairly positively	26%	12%	26%	27%	28%	25%	27%	50%	24%	28%
Neither positively nor negatively	29%	41%	30%	28%	26%	30%	28%	17%	31%	28%
Fairly negatively	18%	10%	18%	19%	14%	18%	18%	-	18%	18%
Very negatively	9%	24%	9%	8%	9%	10%	9%	-	9%	8%
Don't know	7%	10%	8%	5%	7%	7%	6%	-	7%	6%
Net: Positively	38%	15%	36%	39%	43%	35%	40%	83%	35%	40%
Net: Negatively	27%	34%	27%	28%	24%	28%	26%	-	27%	26%

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Total	Sexuality				Sex at birth			Current gender identity	
	Heterosexual	Gay or lesbian	Bisexual	Other	Male	Female	Intersex	Male	Female

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - Your group of friends in general

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	43%	8%	38%	47%	52%	33%	51%	33%	32%	49%
Fairly positively	27%	16%	28%	27%	23%	28%	26%	67%	28%	27%
Neither positively nor negatively	18%	26%	20%	16%	14%	22%	14%	-	24%	14%
Fairly negatively	6%	25%	7%	4%	4%	9%	4%	-	9%	3%
Very negatively	2%	19%	2%	2%	2%	3%	2%	-	3%	2%
Don't know	5%	7%	5%	4%	6%	5%	4%	-	5%	5%
Net: Positively	69%	23%	66%	74%	74%	61%	77%	100%	60%	76%
Net: Negatively	8%	44%	9%	6%	6%	12%	5%	-	12%	5%

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - People in the UK in general

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very positively	2%	-	2%	1%	5%	3%	1%	-	3%	1%
Fairly positively	8%	3%	8%	9%	7%	9%	8%	17%	9%	8%
Neither positively nor negatively	20%	29%	21%	18%	20%	23%	17%	50%	23%	18%
Fairly negatively	46%	32%	46%	48%	39%	43%	49%	33%	44%	49%
Very negatively	20%	32%	19%	21%	24%	19%	22%	-	18%	21%
Don't know	3%	4%	3%	3%	5%	3%	3%	-	3%	3%
Net: Positively	10%	3%	11%	10%	12%	12%	9%	17%	12%	9%
Net: Negatively	66%	64%	65%	69%	63%	62%	71%	33%	62%	70%

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Total	Sexuality				Sex at birth			Current gender identity	
	Heterosexual 1	Gay or lesbian	Bisexual	Other	Male	Female	Intersex	Male	Female

How willing or unwilling would you be to date a...

Gay man

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very willing	35%	4%	58%	17%	15%	66%	8%	17%	71%	6%
Somewhat willing	9%	2%	4%	13%	14%	14%	5%	33%	13%	4%
Somewhat unwilling	5%	7%	2%	7%	7%	3%	6%	17%	3%	6%
Very unwilling	37%	77%	29%	44%	41%	10%	60%	33%	8%	63%
Don't know	9%	7%	3%	13%	17%	3%	14%	-	2%	14%
Prefer not to say	5%	3%	4%	6%	7%	4%	6%	-	4%	6%
Net: Willing	44%	5%	62%	30%	29%	80%	13%	50%	84%	11%
Net: Unwilling	42%	84%	31%	51%	48%	13%	67%	50%	10%	69%

Lesbian woman

Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very willing	40%	2%	33%	53%	32%	10%	67%	50%	6%	68%
Somewhat willing	12%	6%	3%	20%	20%	8%	15%	17%	6%	16%
Somewhat unwilling	4%	11%	2%	5%	7%	6%	2%	-	7%	1%
Very unwilling	32%	59%	54%	10%	21%	63%	6%	33%	68%	4%
Don't know	7%	19%	5%	7%	14%	9%	5%	-	9%	5%
Prefer not to say	5%	3%	4%	6%	6%	4%	5%	-	4%	5%
Net: Willing	52%	8%	35%	73%	53%	17%	82%	67%	12%	84%
Net: Unwilling	36%	70%	56%	15%	27%	69%	8%	33%	75%	6%

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		Sexuality				Sex at birth			Current gender identity	
		Heterosexual	Gay or lesbian	Bisexual	Other	Male	Female	Intersex	Male	Female
Bisexual man										
Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very willing	46%	4%	40%	59%	36%	50%	43%	50%	51%	42%
Somewhat willing	19%	2%	18%	22%	17%	26%	14%	17%	27%	14%
Somewhat unwilling	6%	10%	6%	5%	6%	6%	5%	-	6%	5%
Very unwilling	20%	69%	28%	6%	25%	11%	28%	17%	9%	28%
Don't know	4%	11%	4%	2%	10%	3%	5%	-	3%	5%
Prefer not to say	5%	5%	4%	5%	7%	4%	5%	17%	4%	5%
Net: Willing	66%	5%	58%	82%	53%	76%	57%	67%	78%	56%
Net: Unwilling	25%	79%	34%	11%	31%	17%	33%	17%	16%	33%
Bisexual woman										
Unweighted base	2959	40	1230	1341	348	1389	1564	6	1313	1427
Base: All respondents	2959	55	1373	1171	360	1371	1582	6	1250	1495
Very willing	42%	11%	19%	70%	44%	22%	60%	67%	19%	59%
Somewhat willing	15%	8%	12%	18%	21%	11%	19%	-	10%	20%
Somewhat unwilling	5%	12%	7%	1%	4%	5%	4%	-	5%	4%
Very unwilling	28%	48%	53%	3%	13%	53%	7%	33%	56%	7%
Don't know	5%	16%	5%	2%	12%	5%	5%	-	6%	5%
Prefer not to say	5%	3%	4%	5%	6%	4%	5%	-	4%	5%
Net: Willing	57%	20%	31%	88%	65%	33%	79%	67%	29%	79%
Net: Unwilling	33%	61%	60%	4%	17%	58%	11%	33%	62%	11%

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Total	Sexuality/ gender identity		Gay/Lesbian		Bisexual		Other sexuality	
	Cisgender	Transgender (including intersex, non-binary, other)	Male	Female	Male	Female	Male	Female

For definitions, please hover over or click on the words in blueHow positively or negatively would you say the following view lesbian and gay peopleLesbian refers to a woman who has a romantic and/ or sexual orientation towards women, while gay refers to a man who has a romantic and/or sexual orientation towards men. ? (Please select one option on each row)

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - You personally

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	79%	78%	81%	76%	88%	64%	84%	63%	72%
Fairly positively	12%	13%	9%	14%	8%	19%	11%	21%	14%
Neither positively nor negatively	7%	7%	8%	8%	3%	14%	4%	11%	11%
Fairly negatively	1%	1%	1%	1%	-	1%	0%	-	1%
Very negatively	0%	0%	1%	-	-	1%	-	5%	1%
Don't know	1%	1%	-	1%	0%	1%	0%	1%	-
Net: Positively	91%	91%	90%	90%	96%	83%	95%	83%	86%
Net: Negatively	1%	1%	2%	1%	-	2%	0%	5%	3%

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - Your family in general

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	32%	32%	31%	37%	39%	24%	27%	33%	28%
Fairly positively	37%	37%	33%	35%	40%	35%	41%	32%	31%
Neither positively nor negatively	19%	18%	22%	17%	13%	25%	18%	17%	25%
Fairly negatively	8%	7%	9%	6%	5%	10%	9%	8%	5%
Very negatively	3%	3%	3%	2%	2%	4%	2%	8%	5%
Don't know	3%	3%	2%	3%	1%	3%	2%	3%	6%
Net: Positively	68%	69%	64%	72%	80%	58%	68%	65%	60%
Net: Negatively	10%	10%	12%	8%	7%	14%	12%	16%	9%

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Total	Sexuality/ gender identity		Gay/Lesbian		Bisexual		Other sexuality	
	Cisgender	Transgender (including intersex, non-binary, other)	Male	Female	Male	Female	Male	Female

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - Your group of friends in general

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	66%	66%	70%	68%	74%	46%	72%	41%	60%
Fairly positively	21%	21%	17%	20%	19%	27%	20%	36%	23%
Neither positively nor negatively	10%	10%	9%	10%	6%	19%	6%	15%	12%
Fairly negatively	1%	1%	2%	1%	-	3%	0%	3%	1%
Very negatively	0%	0%	0%	0%	-	2%	0%	5%	0%
Don't know	2%	2%	2%	2%	1%	4%	1%	1%	4%
Net: Positively	87%	87%	86%	88%	93%	73%	92%	77%	83%
Net: Negatively	1%	1%	3%	1%	-	5%	0%	7%	1%

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - People in the UK in general

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	5%	5%	5%	7%	6%	6%	3%	15%	4%
Fairly positively	41%	42%	40%	48%	41%	40%	39%	34%	35%
Neither positively nor negatively	30%	30%	28%	27%	32%	33%	30%	26%	31%
Fairly negatively	19%	19%	22%	15%	18%	18%	24%	14%	21%
Very negatively	2%	2%	3%	2%	1%	1%	2%	6%	3%
Don't know	2%	2%	2%	2%	2%	3%	2%	4%	5%
Net: Positively	47%	47%	45%	54%	47%	45%	42%	49%	40%
Net: Negatively	21%	21%	25%	16%	19%	19%	26%	20%	24%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	Sexuality/ gender identity		Gay/Lesbian		Bisexual		Other sexuality	
	Cisgender	Transgender (including intersex, non-binary, other)	Male	Female	Male	Female	Male	Female

For definitions, please hover over or click on the words in blueHow positively or negatively would you say the following view bisexual peopleBisexual refers to people with a romantic and/ or sexual orientation towards more than one gender? (Please select one option on each row)

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - You personally

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	70%	70%	75%	60%	63%	70%	85%	56%	73%
Fairly positively	16%	16%	11%	20%	21%	14%	10%	25%	13%
Neither positively nor negatively	11%	12%	10%	16%	13%	13%	5%	11%	12%
Fairly negatively	1%	1%	2%	2%	1%	1%	-	1%	1%
Very negatively	1%	1%	2%	1%	0%	1%	-	5%	2%
Don't know	1%	1%	0%	1%	1%	1%	1%	2%	0%
Net: Positively	86%	86%	86%	81%	84%	84%	95%	81%	86%
Net: Negatively	2%	2%	4%	3%	1%	2%	-	6%	2%

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - Your family in general

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	20%	21%	19%	21%	19%	21%	21%	30%	18%
Fairly positively	32%	32%	36%	32%	34%	30%	33%	32%	26%
Neither positively nor negatively	28%	28%	29%	29%	27%	30%	25%	18%	35%
Fairly negatively	10%	10%	8%	8%	10%	10%	13%	7%	8%
Very negatively	3%	3%	4%	3%	2%	3%	3%	7%	4%
Don't know	6%	6%	5%	8%	7%	6%	5%	6%	8%
Net: Positively	53%	52%	55%	53%	53%	51%	55%	61%	45%
Net: Negatively	13%	13%	12%	10%	12%	14%	16%	14%	12%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	Sexuality/ gender identity		Gay/Lesbian		Bisexual		Other sexuality	
	Cisgender	Transgender (including intersex, non-binary, other)	Male	Female	Male	Female	Male	Female

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - Your group of friends in general

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	54%	53%	62%	46%	55%	40%	64%	43%	55%
Fairly positively	27%	28%	18%	30%	28%	29%	24%	31%	25%
Neither positively nor negatively	14%	14%	15%	18%	12%	20%	9%	15%	13%
Fairly negatively	2%	2%	3%	2%	1%	4%	1%	3%	1%
Very negatively	1%	1%	1%	1%	-	1%	0%	5%	1%
Don't know	3%	3%	3%	3%	4%	6%	2%	3%	6%
Net: Positively	80%	80%	79%	76%	83%	69%	89%	74%	79%
Net: Negatively	2%	2%	4%	3%	1%	5%	1%	9%	2%

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - People in the UK in general

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	4%	4%	4%	6%	3%	4%	2%	17%	4%
Fairly positively	29%	29%	24%	35%	27%	31%	27%	33%	18%
Neither positively nor negatively	38%	38%	37%	36%	41%	38%	38%	22%	37%
Fairly negatively	23%	22%	29%	17%	22%	21%	26%	14%	30%
Very negatively	2%	2%	4%	2%	1%	2%	2%	7%	3%
Don't know	4%	5%	2%	4%	6%	4%	4%	6%	9%
Net: Positively	33%	34%	28%	41%	30%	34%	30%	51%	22%
Net: Negatively	25%	24%	33%	20%	22%	23%	29%	21%	33%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	Sexuality/ gender identity		Gay/Lesbian		Bisexual		Other sexuality	
	Cisgender	Transgender (including intersex, non-binary, other)	Male	Female	Male	Female	Male	Female

For definitions, please hover over or click on the words in blueHow positively or negatively would you say the following view transgender peopleTransgender refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer and other identities? (Please select one option on each row)

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - You personally

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	57%	54%	77%	45%	57%	44%	67%	55%	65%
Fairly positively	18%	20%	5%	22%	19%	22%	18%	19%	17%
Neither positively nor negatively	16%	17%	8%	22%	16%	22%	10%	17%	13%
Fairly negatively	5%	5%	3%	7%	5%	6%	3%	1%	3%
Very negatively	3%	3%	7%	4%	2%	4%	1%	5%	2%
Don't know	1%	1%	-	1%	1%	2%	1%	2%	-
Net: Positively	75%	74%	82%	66%	76%	66%	84%	74%	82%
Net: Negatively	8%	8%	10%	12%	8%	10%	4%	7%	5%

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - Your family in general

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	11%	10%	19%	9%	13%	11%	11%	25%	15%
Fairly positively	26%	26%	29%	25%	28%	23%	28%	32%	27%
Neither positively nor negatively	29%	30%	23%	31%	28%	33%	28%	20%	30%
Fairly negatively	18%	18%	13%	19%	16%	20%	20%	10%	13%
Very negatively	9%	9%	12%	9%	9%	9%	8%	9%	7%
Don't know	7%	7%	5%	8%	7%	5%	5%	5%	8%
Net: Positively	38%	37%	47%	33%	40%	34%	39%	56%	42%
Net: Negatively	27%	27%	25%	28%	25%	28%	28%	19%	21%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	Sexuality/ gender identity		Gay/Lesbian		Bisexual		Other sexuality	
	Cisgender	Transgender (including intersex, non-binary, other)	Male	Female	Male	Female	Male	Female

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - Your group of friends in general

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	43%	40%	61%	31%	46%	30%	51%	41%	51%
Fairly positively	27%	28%	18%	30%	27%	26%	28%	27%	21%
Neither positively nor negatively	18%	19%	9%	24%	15%	24%	14%	17%	14%
Fairly negatively	6%	6%	6%	9%	5%	9%	2%	7%	3%
Very negatively	2%	2%	4%	2%	2%	4%	1%	6%	2%
Don't know	5%	5%	3%	4%	5%	7%	4%	2%	8%
Net: Positively	69%	68%	79%	61%	73%	56%	79%	68%	73%
Net: Negatively	8%	8%	10%	11%	7%	13%	4%	13%	5%

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - People in the UK in general

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very positively	2%	2%	2%	2%	3%	1%	0%	17%	2%
Fairly positively	8%	8%	11%	7%	9%	13%	8%	13%	6%
Neither positively nor negatively	20%	20%	19%	23%	19%	23%	17%	21%	20%
Fairly negatively	46%	47%	36%	47%	47%	43%	52%	27%	43%
Very negatively	20%	19%	29%	18%	18%	16%	22%	16%	26%
Don't know	3%	3%	2%	3%	4%	4%	2%	6%	4%
Net: Positively	10%	10%	14%	9%	12%	14%	8%	30%	8%
Net: Negatively	66%	67%	65%	65%	64%	59%	73%	43%	68%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	Sexuality/ gender identity		Gay/Lesbian		Bisexual		Other sexuality	
	Cisgender	Transgender (including intersex, non-binary, other)	Male	Female	Male	Female	Male	Female

How willing or unwilling would you be to date a...

Gay man

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very willing	35%	36%	29%	87%	2%	41%	7%	9%	14%
Somewhat willing	9%	8%	14%	6%	1%	32%	6%	26%	7%
Somewhat unwilling	5%	5%	5%	1%	4%	7%	7%	5%	9%
Very unwilling	37%	37%	35%	1%	82%	13%	58%	53%	39%
Don't know	9%	9%	10%	1%	7%	3%	16%	5%	24%
Prefer not to say	5%	5%	7%	4%	4%	4%	7%	3%	7%
Net: Willing	44%	44%	43%	93%	2%	73%	13%	34%	21%
Net: Unwilling	42%	42%	40%	1%	86%	20%	65%	58%	48%

Lesbian woman

Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very willing	40%	40%	43%	2%	91%	18%	65%	7%	37%
Somewhat willing	12%	11%	14%	1%	4%	15%	22%	25%	21%
Somewhat unwilling	4%	4%	4%	3%	0%	15%	1%	14%	5%
Very unwilling	32%	33%	24%	83%	0%	31%	2%	40%	15%
Don't know	7%	7%	9%	7%	1%	16%	3%	10%	17%
Prefer not to say	5%	5%	6%	4%	4%	4%	6%	4%	6%
Net: Willing	52%	51%	57%	3%	95%	33%	87%	32%	57%
Net: Unwilling	36%	37%	28%	86%	1%	46%	4%	54%	19%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



		Sexuality/ gender identity		Gay/Lesbian		Bisexual		Other sexuality	
Total		Cisgender	Transgender (including intersex, non-binary, other)	Male	Female	Male	Female	Male	Female
Bisexual man									
Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very willing	46%	46%	46%	56%	8%	47%	62%	15%	43%
Somewhat willing	19%	20%	13%	27%	3%	31%	20%	18%	16%
Somewhat unwilling	6%	6%	5%	7%	6%	6%	5%	8%	5%
Very unwilling	20%	19%	25%	5%	74%	9%	5%	49%	17%
Don't know	4%	4%	4%	3%	6%	3%	2%	6%	13%
Prefer not to say	5%	5%	7%	4%	4%	4%	6%	4%	7%
Net: Willing	66%	67%	59%	83%	11%	78%	82%	32%	58%
Net: Unwilling	25%	25%	30%	11%	80%	15%	10%	58%	22%
Bisexual woman									
Unweighted base	2959	2625	334	824	349	396	866	83	200
Base: All respondents	2959	2625	334	865	448	292	813	80	220
Very willing	42%	40%	54%	3%	47%	60%	72%	41%	40%
Somewhat willing	15%	16%	13%	4%	26%	25%	17%	27%	20%
Somewhat unwilling	5%	5%	4%	6%	10%	3%	1%	6%	4%
Very unwilling	28%	30%	17%	78%	10%	6%	2%	15%	13%
Don't know	5%	5%	6%	6%	3%	2%	2%	7%	16%
Prefer not to say	5%	5%	6%	4%	4%	4%	6%	4%	6%
Net: Willing	57%	56%	68%	6%	73%	85%	89%	68%	60%
Net: Unwilling	33%	34%	21%	83%	20%	9%	3%	21%	17%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	Age			Age and gen					
	18-34	35-54	55+	18-34 gay men	35-54 gay men	55+ gay men	18-34 lesbian women	35-54 lesbian women	55+ lesbian women

For definitions, please hover over or click on the words in blueHow positively or negatively would you say the following view lesbian and gay peopleLesbian refers to a woman who has a romantic and/ or sexual orientation towards women, while gay refers to a man who has a romantic and/or sexual orientation towards men. ? (Please select one option on each row)

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - You personally

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	79%	82%	75%	71%	76%	74%	77%	91%	84%	88%
Fairly positively	12%	11%	14%	14%	14%	15%	15%	7%	12%	6%
Neither positively nor negatively	7%	5%	9%	14%	8%	9%	8%	2%	4%	6%
Fairly negatively	1%	0%	1%	1%	1%	1%	1%	0%	0%	0%
Very negatively	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Don't know	1%	1%	0%	0%	1%	1%	0%	1%	0%	0%
Net: Positively	91%	93%	89%	85%	90%	89%	92%	97%	96%	94%
Net: Negatively	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - Your family in general

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	32%	30%	31%	40%	38%	36%	40%	35%	38%	58%
Fairly positively	37%	39%	37%	26%	32%	38%	32%	44%	42%	22%
Neither positively nor negatively	19%	18%	19%	23%	17%	16%	19%	15%	9%	14%
Fairly negatively	8%	8%	7%	6%	8%	6%	4%	5%	7%	3%
Very negatively	3%	3%	3%	2%	2%	2%	1%	1%	4%	1%
Don't know	3%	2%	3%	3%	4%	2%	4%	1%	0%	2%
Net: Positively	68%	69%	69%	66%	70%	74%	72%	79%	80%	80%
Net: Negatively	10%	11%	10%	7%	10%	8%	5%	5%	11%	4%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	Age			Age and gen					
	18-34	35-54	55+	18-34 gay men	35-54 gay men	55+ gay men	18-34 lesbian women	35-54 lesbian women	55+ lesbian women

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - Your group of friends in general

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	66%	73%	59%	54%	75%	60%	65%	78%	66%	75%
Fairly positively	21%	18%	25%	23%	14%	26%	23%	18%	23%	18%
Neither positively nor negatively	10%	7%	11%	18%	9%	11%	11%	4%	9%	7%
Fairly negatively	1%	0%	1%	3%	0%	1%	1%	0%	0%	0%
Very negatively	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	2%	3%	2%	3%	1%	0%	0%	2%	0%
Net: Positively	87%	91%	84%	77%	89%	86%	88%	96%	89%	93%
Net: Negatively	1%	1%	2%	3%	0%	1%	1%	0%	0%	0%

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - People in the UK in general

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	5%	5%	6%	9%	6%	7%	8%	4%	8%	10%
Fairly positively	41%	42%	42%	40%	49%	48%	45%	41%	37%	49%
Neither positively nor negatively	30%	29%	30%	34%	26%	26%	31%	31%	36%	27%
Fairly negatively	19%	21%	19%	14%	15%	16%	14%	20%	17%	11%
Very negatively	2%	2%	2%	1%	2%	1%	1%	1%	2%	0%
Don't know	2%	2%	2%	2%	2%	2%	1%	3%	1%	2%
Net: Positively	47%	46%	47%	49%	55%	55%	53%	44%	45%	59%
Net: Negatively	21%	23%	21%	15%	17%	17%	15%	21%	19%	11%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	Age			Age and gender					
	18-34	35-54	55+	18-34 gay men	35-54 gay men	55+ gay men	18-34 lesbian women	35-54 lesbian women	55+ lesbian women

For definitions, please hover over or click on the words in blueHow positively or negatively would you say the following view bisexual peopleBisexual refers to people with a romantic and/ or sexual orientation towards more than one gender? (Please select one option on each row)

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - You personally

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	70%	78%	63%	52%	67%	55%	52%	75%	52%	45%
Fairly positively	16%	13%	18%	20%	18%	21%	26%	19%	24%	23%
Neither positively nor negatively	11%	7%	15%	20%	12%	18%	19%	7%	20%	22%
Fairly negatively	1%	0%	1%	4%	1%	2%	2%	0%	1%	5%
Very negatively	1%	0%	1%	2%	0%	2%	0%	0%	0%	2%
Don't know	1%	1%	1%	2%	1%	1%	1%	0%	2%	3%
Net: Positively	86%	91%	82%	72%	86%	76%	78%	93%	77%	69%
Net: Negatively	2%	1%	2%	6%	1%	4%	2%	0%	1%	7%

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - Your family in general

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	20%	21%	19%	21%	24%	18%	21%	17%	21%	23%
Fairly positively	32%	35%	31%	23%	34%	33%	23%	43%	25%	22%
Neither positively nor negatively	28%	25%	31%	35%	26%	31%	34%	22%	34%	31%
Fairly negatively	10%	11%	8%	9%	7%	8%	7%	10%	7%	16%
Very negatively	3%	3%	4%	3%	2%	4%	3%	2%	5%	0%
Don't know	6%	5%	7%	10%	7%	7%	11%	6%	8%	9%
Net: Positively	53%	56%	49%	44%	58%	51%	44%	60%	46%	45%
Net: Negatively	13%	13%	12%	12%	9%	12%	10%	12%	11%	16%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	Age			Age and gen					
	18-34	35-54	55+	18-34 gay men	35-54 gay men	55+ gay men	18-34 lesbian women	35-54 lesbian women	55+ lesbian women

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - Your group of friends in general

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	54%	64%	43%	31%	58%	37%	33%	70%	38%	40%
Fairly positively	27%	24%	30%	29%	25%	34%	35%	26%	32%	26%
Neither positively nor negatively	14%	8%	19%	28%	13%	22%	25%	3%	21%	27%
Fairly negatively	2%	1%	3%	3%	1%	3%	3%	0%	1%	2%
Very negatively	1%	0%	1%	2%	0%	1%	1%	0%	0%	0%
Don't know	3%	2%	4%	6%	2%	3%	4%	1%	8%	6%
Net: Positively	80%	89%	73%	61%	84%	72%	68%	96%	69%	65%
Net: Negatively	2%	1%	3%	5%	1%	4%	3%	0%	1%	2%

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - People in the UK in general

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	4%	4%	5%	4%	6%	7%	5%	5%	3%	0%
Fairly positively	29%	31%	27%	24%	43%	28%	27%	29%	23%	25%
Neither positively nor negatively	38%	37%	37%	45%	32%	38%	42%	40%	42%	44%
Fairly negatively	23%	23%	23%	18%	15%	18%	21%	20%	25%	20%
Very negatively	2%	2%	4%	2%	1%	3%	2%	0%	1%	0%
Don't know	4%	3%	5%	6%	3%	5%	3%	6%	6%	11%
Net: Positively	33%	35%	32%	28%	49%	35%	32%	34%	26%	25%
Net: Negatively	25%	25%	26%	20%	17%	22%	23%	21%	26%	20%

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Total	Age			Age and gender					
	18-34	35-54	55+	18-34 gay men	35-54 gay men	55+ gay men	18-34 lesbian women	35-54 lesbian women	55+ lesbian women

For definitions, please hover over or click on the words in blueHow positively or negatively would you say the following view transgender peopleTransgender refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer and other identities? (Please select one option on each row)

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - You personally

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	57%	66%	48%	35%	54%	38%	35%	68%	48%	37%
Fairly positively	18%	17%	20%	20%	20%	22%	23%	17%	21%	21%
Neither positively nor negatively	16%	11%	22%	27%	16%	25%	28%	8%	20%	36%
Fairly negatively	5%	3%	6%	9%	5%	9%	9%	6%	5%	4%
Very negatively	3%	2%	4%	9%	4%	5%	5%	1%	5%	3%
Don't know	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%
Net: Positively	75%	83%	68%	55%	74%	60%	58%	85%	69%	58%
Net: Negatively	8%	5%	9%	18%	9%	14%	14%	7%	10%	6%

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - Your family in general

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	11%	11%	12%	12%	9%	7%	10%	11%	15%	15%
Fairly positively	26%	30%	22%	20%	31%	19%	20%	31%	27%	18%
Neither positively nor negatively	29%	26%	33%	31%	25%	36%	34%	26%	26%	36%
Fairly negatively	18%	19%	16%	17%	17%	22%	18%	19%	12%	13%
Very negatively	9%	10%	8%	9%	13%	6%	7%	9%	10%	5%
Don't know	7%	4%	9%	11%	5%	10%	12%	3%	10%	13%
Net: Positively	38%	41%	34%	32%	40%	26%	30%	42%	41%	33%
Net: Negatively	27%	28%	24%	26%	29%	28%	25%	29%	22%	18%

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Total	Age			Age and gen					
	18-34	35-54	55+	18-34 gay men	35-54 gay men	55+ gay men	18-34 lesbian women	35-54 lesbian women	55+ lesbian women

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - Your group of friends in general

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	43%	53%	33%	21%	42%	24%	22%	59%	36%	24%
Fairly positively	27%	27%	27%	27%	32%	28%	27%	25%	29%	30%
Neither positively nor negatively	18%	12%	25%	28%	17%	30%	28%	9%	18%	30%
Fairly negatively	6%	4%	7%	11%	5%	12%	13%	4%	6%	5%
Very negatively	2%	1%	3%	6%	1%	2%	4%	1%	3%	3%
Don't know	5%	3%	6%	7%	4%	4%	6%	2%	8%	7%
Net: Positively	69%	80%	60%	47%	73%	52%	49%	84%	65%	54%
Net: Negatively	8%	5%	10%	18%	6%	14%	17%	5%	9%	8%

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - People in the UK in general

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very positively	2%	2%	1%	2%	3%	2%	2%	2%	3%	3%
Fairly positively	8%	6%	12%	11%	4%	9%	11%	8%	11%	12%
Neither positively nor negatively	20%	18%	21%	25%	21%	24%	25%	17%	19%	28%
Fairly negatively	46%	48%	44%	42%	50%	43%	45%	47%	49%	41%
Very negatively	20%	23%	18%	15%	20%	18%	14%	21%	16%	12%
Don't know	3%	2%	4%	5%	1%	4%	4%	6%	2%	4%
Net: Positively	10%	8%	13%	13%	7%	11%	13%	10%	14%	15%
Net: Negatively	66%	71%	62%	57%	71%	61%	59%	68%	65%	53%

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Total	Age			Age and gender					
	18-34	35-54	55+	18-34 gay men	35-54 gay men	55+ gay men	18-34 lesbian women	35-54 lesbian women	55+ lesbian women

How willing or unwilling would you be to date a...

Gay man

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very willing	35%	31%	42%	39%	89%	90%	79%	1%	2%	4%
Somewhat willing	9%	7%	10%	15%	5%	4%	14%	1%	1%	3%
Somewhat unwilling	5%	4%	5%	6%	0%	1%	2%	4%	2%	8%
Very unwilling	37%	41%	32%	30%	0%	1%	1%	84%	85%	72%
Don't know	9%	10%	8%	6%	2%	0%	2%	8%	7%	5%
Prefer not to say	5%	6%	4%	3%	5%	4%	2%	4%	4%	8%
Net: Willing	44%	38%	51%	54%	93%	94%	93%	1%	2%	7%
Net: Unwilling	42%	46%	37%	36%	0%	2%	3%	87%	87%	80%

Lesbian woman

Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very willing	40%	46%	36%	26%	1%	2%	3%	94%	91%	80%
Somewhat willing	12%	12%	12%	11%	0%	1%	2%	2%	4%	12%
Somewhat unwilling	4%	4%	3%	7%	3%	2%	6%	1%	0%	0%
Very unwilling	32%	26%	37%	47%	82%	85%	82%	0%	0%	3%
Don't know	7%	7%	7%	7%	9%	6%	5%	0%	2%	1%
Prefer not to say	5%	6%	4%	2%	5%	4%	2%	4%	4%	4%
Net: Willing	52%	57%	48%	37%	1%	3%	5%	96%	94%	92%
Net: Unwilling	36%	30%	41%	54%	85%	87%	89%	1%	0%	3%

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		Age			Age and gender					
Total		18-34	35-54	55+	18-34 gay men	35-54 gay men	55+ gay men	18-34 lesbian women	35-54 lesbian women	55+ lesbian women
Bisexual man										
Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very willing	46%	55%	40%	25%	71%	46%	36%	10%	5%	4%
Somewhat willing	19%	15%	25%	26%	15%	34%	41%	4%	1%	3%
Somewhat unwilling	6%	5%	6%	11%	4%	7%	11%	5%	5%	8%
Very unwilling	20%	16%	22%	29%	1%	7%	7%	74%	74%	73%
Don't know	4%	3%	5%	6%	3%	1%	4%	3%	10%	6%
Prefer not to say	5%	6%	4%	3%	5%	3%	2%	4%	4%	7%
Net: Willing	66%	70%	64%	52%	87%	81%	77%	14%	7%	6%
Net: Unwilling	25%	21%	28%	40%	5%	15%	18%	79%	80%	81%
Bisexual woman										
Unweighted base	2959	1410	1021	528	258	347	219	155	118	76
Base: All respondents	2959	1679	894	386	391	241	322	136	152	71
Very willing	42%	52%	34%	17%	4%	3%	1%	60%	37%	21%
Somewhat willing	15%	15%	18%	14%	5%	2%	3%	25%	31%	20%
Somewhat unwilling	5%	3%	5%	11%	6%	5%	8%	4%	11%	26%
Very unwilling	28%	20%	35%	48%	73%	82%	79%	5%	10%	27%
Don't know	5%	4%	5%	9%	8%	5%	6%	2%	8%	1%
Prefer not to say	5%	6%	4%	2%	5%	4%	2%	4%	4%	4%
Net: Willing	57%	66%	52%	30%	8%	5%	5%	85%	68%	41%
Net: Unwilling	33%	23%	39%	59%	79%	87%	88%	10%	21%	53%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	der-sexuality					
	18-34 bi men	35-54 bi men	55+ bi men	18-34 bi women	35-54 bi women	55+ bi women

For definitions, please hover over or click on the words in blueHow positively or negatively would you say the following view lesbian and gay peopleLesbian refers to a woman who has a romantic and/ or sexual orientation towards women, while gay refers to a man who has a romantic and/or sexual orientation towards men. ? (Please select one option on each row)

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - You personally							
Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	79%	68%	64%	51%	86%	81%	81%
Fairly positively	12%	17%	18%	26%	10%	12%	13%
Neither positively nor negatively	7%	11%	16%	22%	3%	6%	6%
Fairly negatively	1%	1%	2%	1%	0%	0%	0%
Very negatively	0%	1%	1%	0%	0%	0%	0%
Don't know	1%	2%	0%	0%	0%	0%	0%
Net: Positively	91%	85%	82%	77%	96%	93%	94%
Net: Negatively	1%	2%	2%	1%	0%	0%	0%

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - Your family in general							
Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	32%	21%	26%	26%	26%	27%	49%
Fairly positively	37%	36%	33%	33%	42%	40%	22%
Neither positively nor negatively	19%	23%	26%	28%	18%	19%	19%
Fairly negatively	8%	11%	9%	9%	10%	9%	3%
Very negatively	3%	5%	3%	2%	2%	2%	5%
Don't know	3%	3%	2%	2%	2%	3%	3%
Net: Positively	68%	57%	60%	59%	68%	66%	70%
Net: Negatively	10%	16%	12%	11%	12%	11%	8%

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Total	der-sexuality					
	18-34 bi men	35-54 bi men	55+ bi men	18-34 bi women	35-54 bi women	55+ bi women

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - Your group of friends in general

Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	66%	54%	44%	21%	76%	60%	54%
Fairly positively	21%	26%	27%	30%	17%	28%	22%
Neither positively nor negatively	10%	12%	20%	39%	5%	7%	18%
Fairly negatively	1%	1%	5%	5%	0%	0%	2%
Very negatively	0%	2%	1%	2%	0%	0%	2%
Don't know	2%	4%	2%	3%	1%	3%	3%
Net: Positively	87%	80%	72%	51%	94%	88%	76%
Net: Negatively	1%	3%	6%	7%	0%	1%	4%

How positively or negatively would you say the following view lesbian and gay people? "Lesbian" refers to a woman who has a romantic and/or sexual orientation towards women, while "gay" refers to a man who has a romantic and/or sexual orientation towards men. - People in the UK in general

Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	5%	7%	4%	3%	2%	5%	10%
Fairly positively	41%	39%	44%	34%	38%	39%	42%
Neither positively nor negatively	30%	29%	36%	41%	31%	29%	24%
Fairly negatively	19%	19%	14%	19%	25%	23%	20%
Very negatively	2%	1%	1%	2%	2%	2%	2%
Don't know	2%	4%	1%	1%	1%	2%	3%
Net: Positively	47%	46%	48%	37%	41%	44%	52%
Net: Negatively	21%	21%	15%	21%	27%	25%	21%

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Total	der-sexuality					
	18-34 bi men	35-54 bi men	55+ bi men	18-34 bi women	35-54 bi women	55+ bi women

For definitions, please hover over or click on the words in blueHow positively or negatively would you say the following view bisexual peopleBisexual refers to people with a romantic and/ or sexual orientation towards more than one gender? (Please select one option on each row)

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - You personally

Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	70%	73%	68%	63%	87%	80%	75%
Fairly positively	16%	12%	17%	14%	9%	12%	14%
Neither positively nor negatively	11%	11%	13%	19%	4%	7%	11%
Fairly negatively	1%	1%	1%	3%	0%	0%	0%
Very negatively	1%	1%	1%	0%	0%	0%	0%
Don't know	1%	2%	0%	0%	0%	1%	0%
Net: Positively	86%	85%	85%	78%	96%	92%	89%
Net: Negatively	2%	2%	2%	3%	0%	0%	0%

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - Your family in general

Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	20%	20%	21%	21%	20%	20%	41%
Fairly positively	32%	31%	30%	25%	35%	33%	15%
Neither positively nor negatively	28%	28%	31%	36%	25%	26%	28%
Fairly negatively	10%	11%	9%	11%	14%	12%	5%
Very negatively	3%	4%	3%	2%	3%	2%	3%
Don't know	6%	6%	6%	5%	4%	7%	8%
Net: Positively	53%	51%	51%	46%	55%	53%	57%
Net: Negatively	13%	15%	12%	13%	17%	14%	8%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
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Total	der-sexuality					
	18-34 bi men	35-54 bi men	55+ bi men	18-34 bi women	35-54 bi women	55+ bi women

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - Your group of friends in general							
Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	54%	50%	32%	18%	69%	54%	48%
Fairly positively	27%	29%	29%	29%	23%	28%	19%
Neither positively nor negatively	14%	11%	30%	34%	7%	12%	23%
Fairly negatively	2%	4%	5%	5%	1%	1%	1%
Very negatively	1%	0%	1%	3%	0%	0%	2%
Don't know	3%	6%	4%	10%	1%	5%	7%
Net: Positively	80%	79%	60%	48%	92%	82%	67%
Net: Negatively	2%	4%	6%	8%	1%	1%	3%

How positively or negatively would you say the following view bisexual people? "Bisexual" refers to people with a romantic and/or sexual orientation towards more than one gender. - People in the UK in general							
Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	4%	5%	2%	4%	1%	5%	8%
Fairly positively	29%	32%	34%	21%	27%	27%	27%
Neither positively nor negatively	38%	36%	33%	53%	40%	31%	41%
Fairly negatively	23%	21%	23%	16%	26%	28%	15%
Very negatively	2%	1%	4%	4%	2%	2%	2%
Don't know	4%	5%	4%	2%	3%	6%	8%
Net: Positively	33%	36%	36%	25%	28%	32%	35%
Net: Negatively	25%	22%	26%	20%	29%	30%	17%

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Total	der-sexuality					
	18-34 bi men	35-54 bi men	55+ bi men	18-34 bi women	35-54 bi women	55+ bi women

For definitions, please hover over or click on the words in blueHow positively or negatively would you say the following view transgender peopleTransgender refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer and other identities? (Please select one option on each row)

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - You personally

Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	57%	51%	42%	25%	71%	58%	48%
Fairly positively	18%	21%	20%	25%	16%	19%	30%
Neither positively nor negatively	16%	16%	31%	28%	8%	16%	16%
Fairly negatively	5%	6%	3%	13%	2%	5%	4%
Very negatively	3%	4%	3%	6%	1%	2%	2%
Don't know	1%	2%	1%	3%	2%	0%	0%
Net: Positively	75%	73%	62%	50%	87%	77%	78%
Net: Negatively	8%	10%	6%	19%	3%	7%	6%

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - Your family in general

Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	11%	11%	12%	9%	9%	14%	24%
Fairly positively	26%	24%	21%	22%	29%	25%	29%
Neither positively nor negatively	29%	30%	40%	29%	27%	29%	25%
Fairly negatively	18%	20%	17%	27%	21%	18%	12%
Very negatively	9%	12%	4%	4%	8%	9%	5%
Don't know	7%	3%	7%	8%	5%	6%	6%
Net: Positively	38%	35%	33%	32%	39%	39%	53%
Net: Negatively	27%	32%	21%	31%	29%	27%	17%

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Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	der-sexuality					
	18-34 bi men	35-54 bi men	55+ bi men	18-34 bi women	35-54 bi women	55+ bi women

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - Your group of friends in general

Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	43%	39%	25%	9%	56%	38%	25%
Fairly positively	27%	27%	25%	23%	28%	31%	32%
Neither positively nor negatively	18%	17%	35%	32%	10%	22%	29%
Fairly negatively	6%	6%	7%	21%	2%	3%	1%
Very negatively	2%	4%	3%	5%	1%	2%	5%
Don't know	5%	7%	5%	10%	3%	5%	8%
Net: Positively	69%	66%	50%	32%	84%	68%	58%
Net: Negatively	8%	10%	10%	26%	3%	5%	6%

How positively or negatively would you say the following view transgender people? "Transgender" refers to people whose gender is not the same as the sex they were assigned at birth, including non-binary, gender-queer, and other identities. - People in the UK in general

Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very positively	2%	1%	2%	1%	0%	0%	6%
Fairly positively	8%	10%	20%	9%	6%	13%	14%
Neither positively nor negatively	20%	24%	25%	19%	15%	20%	22%
Fairly negatively	46%	44%	40%	48%	54%	47%	40%
Very negatively	20%	18%	10%	18%	23%	18%	13%
Don't know	3%	4%	4%	5%	2%	3%	6%
Net: Positively	10%	11%	22%	10%	6%	13%	19%
Net: Negatively	66%	62%	50%	66%	77%	65%	53%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



Total	der-sexuality					
	18-34 bi men	35-54 bi men	55+ bi men	18-34 bi women	35-54 bi women	55+ bi women

How willing or unwilling would you be to date a...

Gay man							
Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very willing	35%	49%	34%	25%	4%	13%	14%
Somewhat willing	9%	27%	39%	39%	5%	7%	15%
Somewhat unwilling	5%	5%	9%	14%	7%	8%	14%
Very unwilling	37%	13%	10%	16%	60%	52%	39%
Don't know	9%	2%	3%	6%	16%	16%	11%
Prefer not to say	5%	5%	4%	0%	8%	4%	6%
Net: Willing	44%	76%	73%	64%	9%	20%	29%
Net: Unwilling	42%	18%	20%	30%	67%	61%	53%
Lesbian woman							
Unweighted base	2959	164	139	93	544	262	60
Base: All respondents	2959	160	587	87	192	46	34
Very willing	40%	16%	20%	20%	67%	63%	52%
Somewhat willing	12%	10%	19%	28%	20%	26%	30%
Somewhat unwilling	4%	12%	19%	20%	2%	0%	0%
Very unwilling	32%	40%	20%	20%	2%	4%	7%
Don't know	7%	17%	17%	12%	3%	4%	4%
Prefer not to say	5%	5%	4%	0%	7%	3%	8%
Net: Willing	52%	26%	39%	48%	87%	89%	82%
Net: Unwilling	36%	52%	39%	39%	3%	4%	7%

YouGov Survey Results

Sample size: 2,959 LGBTQ+ adults
Fieldwork: 30th May - 25th June 2025



YouGov

		Total	der-sexuality					
			18-34 bi men	35-54 bi men	55+ bi men	18-34 bi women	35-54 bi women	55+ bi women
Bisexual man								
	Unweighted base	2959	164	139	93	544	262	60
	Base: All respondents	2959	160	587	87	192	46	34
	Very willing	46%	52%	44%	37%	67%	51%	30%
	Somewhat willing	19%	26%	37%	38%	18%	26%	25%
	Somewhat unwilling	6%	4%	7%	9%	4%	4%	26%
	Very unwilling	20%	11%	4%	12%	3%	11%	8%
	Don't know	4%	2%	4%	4%	2%	4%	5%
	Prefer not to say	5%	5%	4%	0%	7%	3%	6%
	Net: Willing	66%	79%	80%	75%	85%	78%	54%
	Net: Unwilling	25%	15%	11%	21%	7%	15%	34%
Bisexual woman								
	Unweighted base	2959	164	139	93	544	262	60
	Base: All respondents	2959	160	587	87	192	46	34
	Very willing	42%	66%	60%	42%	75%	67%	54%
	Somewhat willing	15%	21%	28%	32%	14%	25%	26%
	Somewhat unwilling	5%	3%	3%	3%	1%	1%	1%
	Very unwilling	28%	4%	4%	13%	1%	3%	8%
	Don't know	5%	1%	1%	10%	2%	2%	5%
	Prefer not to say	5%	5%	4%	0%	7%	2%	6%
	Net: Willing	57%	87%	88%	73%	89%	92%	80%
	Net: Unwilling	33%	8%	7%	17%	2%	3%	9%