

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

Weighted Sample Unweighted Sample		Age			Sexuality		Age and Sexuality						Date a bi man		Date a bi woman	
	Total	18-34	35-54	55+	Straight Men	Straight Women	Straight Men - 18-34	Straight Women - 18-34	Straight Men - 35-54	Straight Women - 35-54	Straight Men - 55+	Straight Women - 55+	Willing	Unwilling	Willing	Unwilling
	4199	886	1458	1855	1514	2046	226	375	549	695	739	975	663	1416	1052	573
	4199	890	1460	1849	1517	2031	223	375	553	690	741	966	670	1406	1066	574
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How positively or negatively would you say the following view lesbian and gay people?

By "lesbian" we mean 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

Very positively	37	54	39	27	22	39	36	53	25	43	16	31	73	31	45	10
Fairly positively	17	18	17	16	16	18	22	20	17	17	13	18	13	19	16	15
TOTAL POSITIVELY	54	72	56	43	38	57	58	73	42	60	29	49	86	50	61	25
Neither positively nor negatively	38	21	38	47	49	36	32	21	49	36	55	43	12	42	34	55
Fairly negatively	3	1	3	5	6	2	3	1	4	1	9	3	0	3	2	11
Very negatively	3	2	2	4	5	2	4	1	4	0	5	3	0	2	2	8
TOTAL NEGATIVELY	6	3	5	9	11	4	7	2	8	1	14	6	0	5	4	19
Don't know	2	3	2	2	1	3	2	5	1	3	1	3	1	3	1	1

Your family in general

Very positively	19	21	20	18	14	22	17	21	15	22	13	22	30	18	22	7
Fairly positively	27	35	27	23	22	27	32	35	21	29	20	23	39	26	31	18
TOTAL POSITIVELY	46	56	47	41	36	49	49	56	36	51	33	45	69	44	53	25
Neither positively nor negatively	38	27	40	42	46	37	33	27	48	38	48	40	21	40	35	50
Fairly negatively	8	10	8	7	9	7	11	8	10	7	8	6	7	8	7	14
Very negatively	2	3	2	3	3	2	4	3	3	1	4	2	1	2	2	6
TOTAL NEGATIVELY	10	13	10	10	12	9	15	11	13	8	12	8	8	10	9	20
Don't know	5	5	4	7	5	6	4	6	3	4	7	7	2	6	3	5

Your group of friends in general

Very positively	26	43	28	17	14	29	24	44	16	32	8	22	55	22	30	7
Fairly positively	25	27	27	22	23	27	34	26	24	29	18	25	27	27	28	16
TOTAL POSITIVELY	51	70	55	39	37	56	58	70	40	61	26	47	82	49	58	23
Neither positively nor negatively	36	19	36	44	46	34	27	20	46	33	51	39	15	38	33	49
Fairly negatively	4	3	3	6	8	2	6	2	7	1	9	3	0	3	3	15
Very negatively	2	1	2	2	3	1	3	1	3	0	4	1	0	1	2	5
TOTAL NEGATIVELY	6	4	5	8	11	3	9	3	10	1	13	4	0	4	5	20
Don't know	7	6	5	9	7	7	6	7	5	4	9	10	3	8	4	8

People in the UK in general

Very positively	3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	2
Fairly positively	28	32	31	23	22	30	36	32	27	33	15	27	39	29	30	15
TOTAL POSITIVELY	31	35	34	26	25	33	39	35	29	36	18	30	41	32	33	17
Neither positively nor negatively	40	38	40	40	43	39	37	39	46	39	42	39	31	39	39	44
Fairly negatively	19	18	16	21	21	17	16	15	17	16	26	18	19	18	20	27
Very negatively	2	2	2	2	2	1	1	1	2	1	3	1	2	1	2	3
TOTAL NEGATIVELY	21	20	18	23	23	18	17	16	19	17	29	19	21	19	22	30
Don't know	10	8	8	12	8	11	7	10	6	9	11	13	6	10	5	10

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Weighted Sample Unweighted Sample		Age			Sexuality		Age and Sexuality						Date a bi man		Date a bi woman	
	Total	18-34	35-54	55+	Straight Men	Straight Women	Straight Men 18-34	Straight Women - 18-34	Straight Men 35-54	Straight Women - 35-54	Straight Men 55+	Straight Women - 55+	Willing	Unwilling	Willing	Unwillin
	4199	886	1458	1855	1514	2046	226	375	549	695	739	975	663	1416	1052	573
	4199	890	1460	1849	1517	2031	223	375	553	690	741	966	670	1406	1066	574
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very positively	31	52	34	19	19	31	35	49	22	36	12	21	70	22	44	6
Fairly positively	17	19	16	16	15	18	23	20	15	18	12	18	15	18	16	10
TOTAL POSITIVELY	48	71	50	35	34	49	58	69	37	54	24	39	85	40	60	16
Neither positively nor negatively	41	23	42	48	52	40	35	23	52	42	56	45	13	46	36	57
Fairly negatively	5	2	3	8	7	5	3	2	5	2	9	9	0	7	2	13
Very negatively	3	1	2	5	6	2	2	1	4	1	8	4	0	3	1	12
TOTAL NEGATIVELY	8	3	5	13	13	7	5	3	9	3	17	13	0	10	3	25
Don't know	3	4	2	3	2	4	3	5	2	2	2	4	1	3	1	2

Your family in general

Very positively	14	18	15	11	10	15	15	19	12	14	8	14	23	12	17	4
Fairly positively	22	31	24	17	18	23	29	32	19	27	14	18	37	20	28	11
TOTAL POSITIVELY	36	49	39	28	28	38	44	51	31	41	22	32	60	32	45	15
Neither positively nor negatively	42	31	45	45	49	41	37	30	51	44	51	43	26	44	40	51
Fairly negatively	10	11	9	10	10	9	10	9	9	8	10	10	9	11	9	16
Very negatively	3	3	2	4	4	2	3	3	3	1	5	2	1	3	1	9
TOTAL NEGATIVELY	13	14	11	14	14	11	13	12	12	9	15	12	10	14	10	25
Don't know	9	6	6	13	9	10	7	7	5	6	12	13	4	11	5	9

Your group of friends in general

Very positively	20	38	21	11	11	22	22	39	13	24	5	14	46	15	25	4
Fairly positively	23	29	25	18	19	24	33	27	20	28	13	19	32	23	26	11
TOTAL POSITIVELY	43	67	46	29	30	46	55	66	33	52	18	33	78	38	51	15
Neither positively nor negatively	38	21	41	44	47	37	28	24	50	39	50	42	16	42	36	49
Fairly negatively	6	3	4	8	9	4	8	2	7	3	11	6	1	5	5	14
Very negatively	3	1	2	4	5	1	2	1	4	0	6	2	0	2	1	9
TOTAL NEGATIVELY	9	4	6	12	14	5	10	3	11	3	17	8	1	7	6	23
Don't know	11	7	7	16	10	12	6	8	6	6	14	17	5	13	6	12

People in the UK in general

Very positively	3	3	3	3	3	3	4	3	3	3	3	2	3	3	4	2
Fairly positively	20	27	23	14	17	22	31	30	21	24	9	17	30	20	23	9
TOTAL POSITIVELY	23	30	26	17	20	25	35	33	24	27	12	19	33	23	27	11
Neither positively nor negatively	42	40	43	41	46	40	43	39	48	43	45	38	35	40	43	46
Fairly negatively	19	18	18	20	18	18	11	16	16	17	22	19	22	19	19	23
Very negatively	3	3	2	4	4	2	2	2	3	1	6	3	4	3	3	7
TOTAL NEGATIVELY	22	21	20	24	22	20	13	18	19	18	28	22	26	22	22	30
Don't know	14	9	10	18	12	15	9	10	8	11	15	21	7	16	7	12

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	Total	18-34	35-54	55+	Straight Men	Straight Women	Straight Men - 18-34	Straight Women - 18-34	Straight Men - 35-54	Straight Women - 35-54	Straight Men - 55+	Straight Women - 55+	Willing	Unwilling	Willing	Unwilling
	4199	886	1458	1855	1514	2046	226	375	549	695	739	975	663	1416	1052	573
	4199	890	1460	1849	1517	2031	223	375	553	690	741	966	670	1406	1066	574
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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.

You personally

Very positively	20	38	22	11	11	20	24	32	13	21	5	14	53	11	29	4
Fairly positively	16	20	16	14	13	17	17	23	13	18	11	14	22	16	17	8
TOTAL POSITIVELY	36	58	38	25	24	37	41	55	26	39	16	28	75	27	46	12
Neither positively nor negatively	34	24	37	35	35	37	32	26	40	40	32	39	19	39	29	31
Fairly negatively	15	8	13	20	20	15	14	10	17	13	24	18	4	19	13	25
Very negatively	11	6	8	16	18	8	10	4	14	4	24	11	2	11	9	30
TOTAL NEGATIVELY	26	14	21	36	38	23	24	14	31	17	48	29	6	30	22	55
Don't know	4	4	3	4	3	4	4	5	2	3	4	4	1	4	2	3

Your family in general

Very positively	7	8	8	7	5	8	6	9	6	7	4	8	12	5	9	2
Fairly positively	15	20	16	12	11	16	17	20	12	17	9	14	28	12	17	7
TOTAL POSITIVELY	22	28	24	19	16	24	23	29	18	24	13	22	40	17	26	9
Neither positively nor negatively	35	31	38	36	38	35	35	29	41	38	36	36	31	35	38	33
Fairly negatively	20	22	21	19	20	21	19	24	20	22	19	18	18	24	19	24
Very negatively	11	11	10	12	16	8	14	9	14	7	18	9	6	11	10	24
TOTAL NEGATIVELY	31	33	31	31	36	29	33	33	34	29	37	27	24	35	29	48
Don't know	11	8	8	14	11	12	8	9	7	8	14	15	6	13	7	11

Your group of friends in general

Very positively	12	27	12	4	6	11	14	25	7	11	2	6	31	6	18	2
Fairly positively	16	23	18	12	9	19	16	25	10	21	6	16	29	16	15	6
TOTAL POSITIVELY	28	50	30	16	15	30	30	50	17	32	8	22	60	22	33	8
Neither positively nor negatively	34	27	39	34	35	36	36	27	39	42	32	35	26	37	35	28
Fairly negatively	16	10	15	20	23	14	16	10	22	12	25	17	7	18	16	27
Very negatively	9	5	7	12	15	5	10	2	13	3	19	7	2	7	8	24
TOTAL NEGATIVELY	25	15	22	32	38	19	26	12	35	15	44	24	9	25	24	51
Don't know	13	8	10	18	12	15	9	10	9	10	15	20	6	16	8	12

People in the UK in general

Very positively	1	2	1	1	1	1	2	2	2	1	0	1	1	1	2	1
Fairly positively	6	5	7	5	6	6	6	5	8	6	4	7	7	6	6	5
TOTAL POSITIVELY	7	7	8	6	7	7	8	7	10	7	4	8	8	7	8	6
Neither positively nor negatively	24	20	26	24	23	25	23	22	26	26	21	25	19	24	22	20
Fairly negatively	38	42	40	35	40	37	45	44	40	40	37	32	44	36	43	37
Very negatively	18	22	17	17	19	15	15	18	17	15	21	13	24	16	21	23
TOTAL NEGATIVELY	56	64	57	52	59	52	60	62	57	55	58	45	68	52	64	60
Don't know	13	9	10	19	12	16	9	9	8	11	15	22	5	17	6	14

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Weighted Sample Unweighted Sample		Age			Sexuality		Age and Sexuality						Date a bi man		Date a bi woman	
	Total	18-34	35-54	55+	Straight Men	Straight Women	Straight Men - 18-34	Straight Women - 18-34	Straight Men - 35-54	Straight Women - 35-54	Straight Men - 55+	Straight Women - 55+	Willing	Unwilling	Willing	Unwilling
	4199	886	1458	1855	1514	2046	226	375	549	695	739	975	663	1416	1052	573
	4199	890	1460	1849	1517	2031	223	375	553	690	741	966	670	1406	1066	574
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were currently single how willing or unwilling would you be to date a...

Bisexual Man

[Asked only to Bisexual/ Gay men, and Bisexual/Straight women; n=2402]

Very willing	12	28	13	3	0	6	0	16	0	7	0	2	43	0	54	0
Somewhat willing	16	25	18	9	0	13	0	24	0	16	0	7	57	0	29	27
TOTAL WILLING	28	53	31	12	0	19	0	40	0	23	0	9	100	0	83	27
Somewhat unwilling	18	16	19	17	0	19	0	21	0	21	0	18	0	30	7	24
Very unwilling	41	20	37	56	0	47	0	26	0	42	0	59	0	70	6	48
TOTAL UNWILLING	59	36	56	73	0	66	0	47	0	63	0	77	0	100	13	72
Don't know	10	7	11	12	0	11	0	8	0	11	0	12	0	0	3	0
Refused	3	5	3	3	0	3	0	5	0	3	0	3	0	0	0	0

Bisexual Woman

[Asked only to Bisexual/ Lesbian women, and Bisexual/Straight men; n=1837]

Very willing	29	51	31	16	23	0	42	0	26	0	15	0	72	32	50	0
Somewhat willing	29	27	33	26	30	0	31	0	36	0	25	0	24	30	50	0
TOTAL WILLING	58	78	64	42	53	0	73	0	62	0	40	0	96	62	100	0
Somewhat unwilling	12	6	11	16	14	0	8	0	12	0	17	0	2	9	0	39
Very unwilling	19	8	13	29	21	0	11	0	15	0	30	0	2	24	0	61
TOTAL UNWILLING	31	14	24	45	35	0	19	0	27	0	47	0	4	33	0	100
Don't know	9	5	9	10	9	0	5	0	10	0	10	0	0	5	0	0
Refused	2	2	2	2	2	0	3	0	2	0	3	0	0	0	0	0

For the following question, please remember your answers will always be treated anonymously and it will not be possible to identify you from the answers you give.

You said previously that you would be unwilling to date a bisexual man. Why is that?

[Asked only to straight women; n=1339]

Think they may cheat/ makes them feel insecure	17	24	20	13	0	17	0	24	0	20	0	13	0	17	0	0
Non Answers	16	15	14	18	0	16	0	15	0	14	0	18	0	16	0	0
I am straight, and want my partner to be straight	13	12	14	12	0	13	0	12	0	14	0	12	0	13	0	0
Discomfort with male-male sex/ expressions of disgust	9	8	12	8	0	9	0	8	0	12	0	8	0	9	0	0
Generic expressions of general discomfort	9	11	8	9	0	9	0	11	0	8	0	9	0	9	0	0
Healthrisks/ STDs	8	3	7	10	0	8	0	3	0	7	0	10	0	8	0	0
Moral/ religious objections; consider it "wrong"	4	5	2	5	0	4	0	5	0	2	0	5	0	4	0	0
Believe bisexuals want polyamory/ open-relationships	3	0	2	5	0	3	0	0	0	2	0	5	0	3	0	0
I wouldn't want to date anyone	3	2	4	4	0	3	0	2	0	4	0	4	0	3	0	0
See bisexuals as confused/ indecisive or gay	2	2	2	2	0	2	0	2	0	2	0	2	0	2	0	0
Would consider it a complicated situation	2	0	1	3	0	2	0	0	0	1	0	3	0	2	0	0
Confuse bisexuality with transgender	1	1	0	1	0	1	0	1	0	0	0	1	0	1	0	0
See bisexuals as more promiscuous	1	0	1	1	0	1	0	0	0	1	0	1	0	1	0	0
Prior experience	1	2	1	0	0	1	0	2	0	1	0	0	0	1	0	0
Other	7	9	8	7	0	7	0	9	0	8	0	7	0	7	0	0
Prefer not to say	1	2	1	0	0	1	0	2	0	1	0	0	0	1	0	0
Don't know	7	10	10	5	0	7	0	10	0	10	0	5	0	7	0	0
NA	1	1	1	2	0	1	0	1	0	1	0	2	0	1	0	0

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	Total	18-34	35-54	55+	Straight Men	Straight Women	Straight Men - 18-34	Straight Women - 18-34	Straight Men - 35-54	Straight Women - 35-54	Straight Men - 55+	Straight Women - 55+	Willing	Unwilling	Willing	Unwilling
	4199	886	1458	1855	1514	2046	226	375	549	695	739	975	663	1416	1052	573
	4199	890	1460	1849	1517	2031	223	375	553	690	741	966	670	1406	1066	574
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the following question, please remember your answers will always be treated anonymously and it will not be possible to identify you from the answers you give. You said previously that you would be unwilling to date a bisexual woman. Why is that?

[Asked only to straight men; n=537]

Non Answers	19	26	22	17	19	0	26	0	22	0	17	0	0	0	0	19
Think they may cheat/ makes them feel insecure	16	17	19	14	16	0	17	0	19	0	14	0	0	0	0	16
I am straight, and want my partner to be straight	12	7	13	12	12	0	7	0	13	0	12	0	0	0	0	12
Moral/ religious objections; consider it "wrong"	10	18	8	10	10	0	18	0	8	0	10	0	0	0	0	10
Believe bisexuals want polyamory/ open-relationships	5	2	8	5	5	0	2	0	8	0	5	0	0	0	0	5
Generic expressions of general discomfort	5	0	5	5	5	0	0	0	5	0	5	0	0	0	0	5
Healthrisks/ STDs	3	0	1	5	3	0	0	0	1	0	5	0	0	0	0	3
I wouldn't want to date anyone	2	1	1	3	2	0	1	0	1	0	3	0	0	0	0	2
Discomfort with female-female sex/ expressions of disgust	2	0	2	3	2	0	0	0	2	0	3	0	0	0	0	2
See bisexuals as confused/ indecisive or gay	2	1	3	1	2	0	1	0	3	0	1	0	0	0	0	2
Would consider it a complicated situation	2	0	3	2	2	0	0	0	3	0	2	0	0	0	0	2
Confuse bisexuality with transgender	1	0	1	2	1	0	0	0	1	0	2	0	0	0	0	1
See bisexuals as more promiscuous	1	0	0	1	1	0	0	0	0	0	1	0	0	0	0	1
Prior experience	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0
Other	11	10	7	13	11	0	10	0	7	0	13	0	0	0	0	11
Prefer not to say	1	0	0	2	1	0	0	0	0	0	2	0	0	0	0	1
Don't know	5	8	4	5	5	0	8	0	4	0	5	0	0	0	0	5
NA	4	9	6	2	4	0	9	0	6	0	2	0	0	0	0	4

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB(aged 18+).

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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		Personal view on Bisexual people						Straight men + view of bi people				Straight Women + view of bi people			
	Total	Very positively	Fairly positively	Neither positively nor negatively	Fairly negatively	Very negatively	Don't know	Very positive	Fairly Positive	Neither positive nor negative	Very OR Fairly Negative	Very positive	Fairly Positive	Neither positive nor negative	Very OR Fairly Negative
Weighted Sample	4199	1302	699	1710	218	139	131	288	224	781	187	638	369	814	151
Unweighted Sample	4199	1302	697	1699	229	143	129	284	233	766	199	630	362	817	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How positively or negatively would you say the following view lesbian and gay people?

By "lesbian" we mean 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

Very positively	37	96	29	5	1	2	8	95	21	2	1	97	31	6	1
Fairly positively	17	3	66	10	7	4	4	4	72	8	3	2	65	12	8
TOTAL POSITIVELY	54	99	95	15	8	6	12	99	93	10	4	99	96	18	9
Neither positively nor negatively	38	1	4	82	49	13	24	0	6	87	24	1	3	78	50
Fairly negatively	3	0	0	2	36	22	0	0	0	3	39	0	0	1	21
Very negatively	3	0	0	1	6	57	2	1	1	0	32	0	0	1	18
TOTAL NEGATIVELY	6	0	0	3	42	79	2	1	1	3	71	0	0	2	39
Don't know	2	0	1	1	1	1	61	0	0	0	0	0	1	1	2

Your family in general

Very positively	19	49	15	4	1	1	5	55	15	3	0	52	16	5	3
Fairly positively	27	36	59	12	8	8	5	32	61	12	8	34	60	13	7
TOTAL POSITIVELY	46	85	74	16	9	9	10	87	76	15	8	86	76	18	10
Neither positively nor negatively	38	9	16	70	52	27	16	6	14	73	36	9	17	68	51
Fairly negatively	8	4	6	9	27	22	4	3	4	8	30	3	4	9	19
Very negatively	2	1	1	1	9	32	1	1	2	1	21	1	0	1	13
TOTAL NEGATIVELY	10	5	7	10	36	54	5	4	6	9	51	4	4	10	32
Don't know	5	2	3	4	3	11	68	3	3	4	5	2	3	4	7

Your group of friends in general

Very positively	26	68	18	5	1	1	4	55	12	2	0	73	21	6	2
Fairly positively	25	25	65	13	11	9	7	35	67	10	7	21	66	16	14
TOTAL POSITIVELY	51	93	83	18	12	10	11	90	79	12	7	94	87	22	16
Neither positively nor negatively	36	4	11	72	51	16	16	4	13	75	28	3	7	69	49
Fairly negatively	4	1	1	4	23	28	4	2	2	6	34	0	0	2	14
Very negatively	2	0	1	1	4	32	1	1	1	1	21	0	0	0	6
TOTAL NEGATIVELY	6	1	2	5	27	60	5	3	3	7	55	0	0	2	20
Don't know	7	2	5	6	10	14	67	2	6	6	10	2	5	6	14

People in the UK in general

Very positively	3	6	2	1	1	3	2	10	3	1	0	6	2	1	3
Fairly positively	28	45	45	12	14	9	5	45	48	10	11	49	45	13	13
TOTAL POSITIVELY	31	51	47	13	15	12	7	55	51	11	11	55	47	14	16
Neither positively nor negatively	40	28	33	54	42	31	19	27	29	56	34	26	36	51	43
Fairly negatively	19	15	14	22	33	23	9	13	14	23	35	14	11	22	22
Very negatively	2	1	1	1	2	17	1	2	1	1	12	1	1	1	3
TOTAL NEGATIVELY	21	16	15	23	35	40	10	15	15	24	47	15	12	23	25
Don't know	10	5	5	10	8	17	65	4	4	9	8	5	6	11	16

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

	Personal view on Bisexual people						Straight men + view of bi people				Straight Women + view of bi people			
Total	Very positively	Fairly positively	Neither positively nor negatively	Fairly negatively	Very negatively	Don't know	Very positive	Fairly Positive	Neither positive nor negative	Very OR Fairly Negative	Very positive	Fairly Positive	Neither positive nor negative	Very OR Fairly Negative
Weighted Sample 4199	1302	699	1710	218	139	131	288	224	781	187	638	369	814	151
Unweighted Sample 4199	1302	697	1699	229	143	129	284	233	766	199	630	362	817	152
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very positively	31	100	0	0	0	0	0	100	0	0	0	100	0	0	0
Fairly positively	17	0	100	0	0	0	0	0	100	0	0	0	100	0	0
TOTAL POSITIVELY	48	100	100	0	0	0	0	100	100	0	0	100	100	0	0
Neither positively nor negatively	41	0	0	100	0	0	0	0	0	100	0	0	0	100	0
Fairly negatively	5	0	0	0	100	0	0	0	0	0	55	0	0	0	70
Very negatively	3	0	0	0	0	100	0	0	0	0	45	0	0	0	30
TOTAL NEGATIVELY	8	0	0	0	100	100	0	0	0	0	100	0	0	0	100
Don't know	3	0	0	0	0	0	100	0	0	0	0	0	0	0	0

Your family in general

Very positively	14	44	1	1	0	0	0	53	1	0	0	46	2	1	0
Fairly positively	22	35	61	3	1	1	1	31	66	4	1	35	65	2	1
TOTAL POSITIVELY	36	79	62	4	1	1	1	84	67	4	1	81	67	3	1
Neither positively nor negatively	42	12	24	80	25	10	2	8	22	80	20	12	22	80	16
Fairly negatively	10	5	7	8	50	24	3	3	4	7	41	4	6	9	42
Very negatively	3	1	1	1	9	52	2	1	2	0	30	1	0	1	20
TOTAL NEGATIVELY	13	6	8	9	59	76	5	4	6	7	71	5	6	10	62
Don't know	9	3	5	7	15	13	92	5	6	8	7	3	5	7	22

Your group of friends in general

Very positively	20	62	3	1	0	0	0	52	2	1	0	67	3	1	0
Fairly positively	23	28	71	5	3	2	3	36	66	4	3	24	76	5	2
TOTAL POSITIVELY	43	90	74	6	3	2	3	88	68	5	3	91	79	6	2
Neither positively nor negatively	38	5	16	80	29	4	1	7	22	79	16	4	12	81	22
Fairly negatively	6	1	1	5	44	18	5	1	3	7	37	0	1	3	32
Very negatively	3	0	1	1	6	56	0	0	1	1	33	0	0	0	15
TOTAL NEGATIVELY	9	1	2	6	50	74	5	1	4	8	70	0	1	3	47
Don't know	11	4	7	9	18	21	91	4	6	9	11	4	8	9	28

People in the UK in general

Very positively	3	8	1	1	0	1	0	13	1	1	0	7	1	1	1
Fairly positively	20	36	38	5	6	2	1	38	45	5	4	41	38	4	4
TOTAL POSITIVELY	23	44	39	6	6	3	1	51	46	6	4	48	39	5	5
Neither positively nor negatively	42	31	36	58	30	21	3	31	36	60	29	30	36	56	23
Fairly negatively	19	16	14	21	41	17	5	9	10	21	35	15	13	21	31
Very negatively	3	3	2	2	6	34	1	2	3	2	22	1	2	1	11
TOTAL NEGATIVELY	22	19	16	23	47	51	6	11	13	23	57	16	15	22	42
Don't know	14	6	8	14	17	25	90	7	6	12	10	6	9	16	31

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

	Personal view on Bisexual people						Straight men + view of bi people				Straight Women + view of bi people				
	Total	Very positively	Fairly positively	Neither positively nor negatively	Fairly negatively	Very negatively	Don't know	Very positive	Fairly Positive	Neither positive nor negative	Very OR Fairly Negative	Very positive	Fairly Positive	Neither positive nor negative	Very OR Fairly Negative
Weighted Sample	4199	1302	699	1710	218	139	131	288	224	781	187	638	369	814	151
Unweighted Sample	4199	1302	697	1699	229	143	129	284	233	766	199	630	362	817	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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.

You personally

Very positively	20	61	6	1	1	1	1	54	3	0	1	58	6	1	0
Fairly positively	16	22	45	4	1	0	1	25	46	2	1	23	46	4	1
TOTAL POSITIVELY	36	83	51	5	2	1	2	79	49	2	2	81	52	5	1
Neither positively nor negatively	34	12	32	58	14	6	11	15	29	52	7	14	33	63	15
Fairly negatively	15	3	11	25	39	4	7	3	13	28	20	3	11	23	35
Very negatively	11	2	4	11	44	88	10	2	7	15	72	2	3	7	46
TOTAL NEGATIVELY	26	5	15	36	83	92	17	5	20	43	92	5	14	30	81
Don't know	4	1	2	2	1	1	70	1	2	3	0	1	2	2	2

Your family in general

Very positively	7	21	2	0	1	0	1	24	3	0	0	23	1	1	1
Fairly positively	15	29	28	3	2	1	0	26	30	3	1	29	30	4	2
TOTAL POSITIVELY	22	50	30	3	3	1	1	50	33	3	1	52	31	5	3
Neither positively nor negatively	35	25	36	50	15	6	9	28	34	50	12	24	36	50	10
Fairly negatively	20	14	19	25	39	8	7	10	14	23	26	14	21	26	29
Very negatively	11	5	7	10	33	72	8	4	9	12	56	4	4	9	38
TOTAL NEGATIVELY	31	19	26	35	72	80	15	14	23	35	82	18	25	35	67
Don't know	11	5	8	11	12	13	75	7	9	12	4	6	7	11	20

Your group of friends in general

Very positively	12	36	3	1	0	0	1	28	2	0	0	33	2	1	0
Fairly positively	16	28	33	4	3	1	1	21	27	2	1	32	39	6	2
TOTAL POSITIVELY	28	64	36	5	3	1	2	49	29	2	1	65	41	7	2
Neither positively nor negatively	34	21	35	50	16	5	8	29	34	45	9	22	35	54	16
Fairly negatively	16	6	13	24	39	8	4	10	16	29	26	4	12	21	29
Very negatively	9	2	6	8	26	70	6	4	9	11	56	1	3	5	28
TOTAL NEGATIVELY	25	8	19	32	65	78	10	14	25	40	82	5	15	26	57
Don't know	13	7	10	13	16	16	79	7	11	12	8	8	10	14	25

People in the UK in general

Very positively	1	3	0	0	1	1	1	4	1	0	1	3	0	1	1
Fairly positively	6	8	12	3	2	1	0	11	12	3	3	9	14	3	1
TOTAL POSITIVELY	7	11	12	3	3	2	1	15	13	3	4	12	14	4	2
Neither positively nor negatively	24	20	27	29	13	9	5	20	29	27	11	23	28	28	11
Fairly negatively	38	44	38	37	42	16	8	43	39	41	36	46	37	35	28
Very negatively	18	19	14	16	27	50	8	16	13	17	41	14	12	14	33
TOTAL NEGATIVELY	56	63	52	53	69	66	16	59	52	58	77	60	49	49	61
Don't know	13	6	9	15	14	22	79	6	7	13	10	6	9	19	27

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

		Personal view on Bisexual people					Straight men + view of bi people				Straight Women + view of bi people				
	Total	Very positively	Fairly positively	Neither positively nor negatively	Fairly negatively	Very negatively	Don't know	Very positive	Fairly Positive	Neither positive nor negative	Very OR Fairly Negative	Very positive	Fairly Positive	Neither positive nor negative	Very OR Fairly Negative
Weighted Sample	4199	1302	699	1710	218	139	131	288	224	781	187	638	369	814	151
Unweighted Sample	4199	1302	697	1699	229	143	129	284	233	766	199	630	362	817	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were currently single how willing or unwilling would you be to date a...

Bisexual Man

[Asked only to Bisexual/ Gay men, and Bisexual/Straight women; n=2402]

Very willing	12	27	5	3	0	0	1	0	0	0	0	15	2	2	0
Somewhat willing	16	25	18	7	2	0	11	0	0	0	0	25	14	7	0
TOTAL WILLING	28	52	23	10	2	0	12	0	0	0	0	40	16	9	0
Somewhat unwilling	18	16	25	19	4	2	5	0	0	0	0	20	28	19	4
Very unwilling	41	20	36	56	92	92	57	0	0	0	0	26	39	57	92
TOTAL UNWILLING	59	36	61	75	96	94	62	0	0	0	0	46	67	76	96
Don't know	10	9	13	10	0	2	20	0	0	0	0	11	13	11	1
Refused	3	3	3	4	2	4	7	0	0	0	0	3	3	4	3

Bisexual Woman

[Asked only to Bisexual/ Lesbian women, and Bisexual/Straight men; n=1837]

Very willing	29	63	27	14	4	3	11	58	26	14	3	0	0	0	0
Somewhat willing	29	24	41	32	18	9	20	29	40	32	14	0	0	0	0
TOTAL WILLING	58	87	68	46	22	12	31	87	66	46	17	0	0	0	0
Somewhat unwilling	12	3	12	17	26	10	14	4	13	17	19	0	0	0	0
Very unwilling	19	4	11	23	46	69	11	3	11	23	56	0	0	0	0
TOTAL UNWILLING	31	7	23	40	72	79	25	7	24	40	75	0	0	0	0
Don't know	9	5	8	11	2	5	33	5	8	11	3	0	0	0	0
Refused	2	1	2	3	4	5	11	0	2	2	4	0	0	0	0

For the following question, please remember your answers will always be treated anonymously and it will not be possible to identify you from the answers you give.

You said previously that you would be unwilling to date a bisexual man. Why is that?

[Asked only to straight women; n=1339]

Think they may cheat/ makes them feel insecure	17	24	17	16	13	7	10	0	0	0	0	24	17	16	11
Non Answers	16	14	14	18	11	8	27	0	0	0	0	14	14	18	10
I am straight, and want my partner to be straight	13	13	13	13	9	6	10	0	0	0	0	13	13	13	9
Discomfort with male-male sex/ expressions of disgust	9	7	10	9	15	16	6	0	0	0	0	7	10	9	15
Generic expressions of general discomfort	9	7	9	10	6	14	3	0	0	0	0	7	9	10	9
Healthrisks/ STDs	8	5	12	8	14	1	1	0	0	0	0	5	12	8	10
Moral/ religious objections; consider it "wrong"	4	1	0	4	14	29	8	0	0	0	0	1	0	4	18
Believe bisexuals want polyamory/ open-relationships	3	5	2	3	4	2	5	0	0	0	0	5	2	3	3
I wouldn't want to date anyone	3	3	4	4	4	0	2	0	0	0	0	3	4	4	3
See bisexuals as confused/ indecisive or gay	2	1	1	2	5	0	2	0	0	0	0	1	1	2	3
Would consider it a complicated situation	2	2	2	2	1	0	0	0	0	0	0	2	2	2	1
Confuse bisexuality with transgender	1	0	0	0	2	2	0	0	0	0	0	0	0	0	2
See bisexuals as more promiscuous	1	1	0	2	3	0	0	0	0	0	0	1	0	2	2
Prior experience	1	1	1	1	0	0	0	0	0	0	0	1	1	1	0
Other	7	8	10	6	7	11	6	0	0	0	0	8	10	6	8
Prefer not to say	1	1	0	1	0	0	2	0	0	0	0	1	0	1	0
Don't know	7	11	9	6	1	4	9	0	0	0	0	11	9	6	2
NA	1	1	1	1	0	0	10	0	0	0	0	1	1	1	0

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

		Personal view on Bisexual people						Straight men + view of bi people				Straight Women + view of bi people			
	Total	Very positively	Fairly positively	Neither positively nor negatively	Fairly negatively	Very negatively	Don't know	Very positive	Fairly Positive	Neither positive nor negative	Very OR Fairly Negative	Very positive	Fairly Positive	Neither positive nor negative	Very OR Fairly Negative
Weighted Sample	4199	1302	699	1710	218	139	131	288	224	781	187	638	369	814	151
Unweighted Sample	4199	1302	697	1699	229	143	129	284	233	766	199	630	362	817	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the following question, please remember your answers will always be treated anonymously and it will not be possible to identify you from the answers you give. You said previously that you would be unwilling to date a bisexual woman. Why is that?

[Asked only to straight men; n=537]

Non Answers	19	26	21	18	18	20	25	26	21	18	19	0	0	0	0
Think they may cheat/ makes them feel insecure	16	22	21	14	26	6	0	22	21	14	16	0	0	0	0
I am straight, and want my partner to be straight	12	14	13	12	6	14	38	14	13	12	10	0	0	0	0
Moral/ religious objections; consider it "wrong"	10	0	2	9	9	30	0	0	2	9	19	0	0	0	0
Believe bisexuals want polyamory/ open-relationships	5	3	16	5	1	3	0	3	16	5	2	0	0	0	0
Generic expressions of general discomfort	5	3	1	6	3	4	0	3	1	6	3	0	0	0	0
Healthrisks/ STDs	3	0	0	4	4	1	0	0	0	4	3	0	0	0	0
I wouldn't want to date anyone	2	8	3	2	0	5	0	8	3	2	2	0	0	0	0
Discomfort with female-female sex/ expressions of disgust	2	0	1	2	2	6	0	0	1	2	4	0	0	0	0
See bisexuals as confused/ indecisive or gay	2	0	0	1	6	4	0	0	0	1	5	0	0	0	0
Would consider it a complicated situation	2	0	6	2	0	0	0	0	6	2	0	0	0	0	0
Confuse bisexuality with transgender	1	0	3	1	0	4	0	0	3	1	2	0	0	0	0
See bisexuals as more promiscuous	1	0	0	0	5	0	0	0	0	0	3	0	0	0	0
Prior experience	0	0	2	0	0	0	0	0	2	0	0	0	0	0	0
Other	11	10	5	11	19	5	15	10	5	11	13	0	0	0	0
Prefer not to say	1	3	0	1	0	0	7	3	0	1	0	0	0	0	0
Don't know	5	9	2	7	4	0	0	9	2	7	2	0	0	0	0
NA	4	3	6	5	2	0	15	3	6	5	1	0	0	0	0

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB(aged 18+).

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Socio-economic classification			Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	4199	683	1105	400	484	253	1582	1479	1805	2394	1601	920	1073	3578	239	382
Unweighted Sample	4199	680	1108	406	475	253	1590	1480	1817	2382	1611	905	1071	3578	236	385
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How positively or negatively would you say the following view lesbian and gay people?

By "lesbian" we mean 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

Very positively	37	20	52	47	15	55	45	23	28	44	42	34	26	37	35	36
Fairly positively	17	17	16	17	18	15	17	17	16	17	16	16	17	17	19	18
TOTAL POSITIVELY	54	37	68	64	33	70	62	40	44	61	58	50	43	54	54	54
Neither positively nor negatively	38	53	26	31	52	27	33	49	45	33	35	41	45	38	38	39
Fairly negatively	3	6	2	3	6	2	2	5	6	2	4	3	4	4	3	3
Very negatively	3	3	2	2	5	0	1	4	4	1	2	3	3	3	2	2
TOTAL NEGATIVELY	6	9	4	5	11	2	3	9	10	3	6	6	7	7	5	5
Don't know	2	2	1	1	4	1	2	2	2	3	1	2	4	2	2	2

Your family in general

Very positively	19	12	28	23	12	22	25	14	15	23	22	18	16	20	17	20
Fairly positively	27	22	31	33	20	37	31	22	24	29	28	28	23	27	30	25
TOTAL POSITIVELY	46	34	59	56	32	59	56	36	39	52	50	46	39	47	47	45
Neither positively nor negatively	38	50	29	31	50	29	34	47	42	35	36	40	43	37	41	43
Fairly negatively	8	8	8	7	7	8	6	8	9	7	10	5	7	8	7	7
Very negatively	2	3	1	2	3	1	1	3	3	2	2	3	3	3	1	1
TOTAL NEGATIVELY	10	11	9	9	10	9	7	11	12	9	12	8	10	11	8	8
Don't know	5	5	3	5	8	3	3	6	5	6	3	6	8	6	4	4

Your group of friends in general

Very positively	26	13	37	33	11	43	32	15	17	33	31	23	19	26	26	25
Fairly positively	25	22	29	28	22	24	29	22	23	26	26	26	22	25	26	27
TOTAL POSITIVELY	51	35	66	61	33	67	61	37	40	59	57	49	41	51	52	52
Neither positively nor negatively	36	49	26	28	49	27	31	47	43	31	33	38	43	36	37	37
Fairly negatively	4	6	3	3	5	3	3	5	7	2	5	3	5	4	5	5
Very negatively	2	2	1	1	4	0	1	2	3	1	1	2	2	2	1	1
TOTAL NEGATIVELY	6	8	4	4	9	3	4	7	10	3	6	5	7	6	6	6
Don't know	7	7	4	6	9	3	4	9	7	7	4	7	10	7	5	6

People in the UK in general

Very positively	3	3	3	2	3	3	3	3	3	3	3	3	3	3	2	2
Fairly positively	28	20	34	30	24	29	32	23	24	30	30	29	21	27	31	32
TOTAL POSITIVELY	31	23	37	32	27	32	35	26	27	33	33	32	24	30	33	34
Neither positively nor negatively	40	43	37	38	47	34	35	44	42	38	38	40	42	40	39	33
Fairly negatively	19	22	19	19	15	23	21	17	20	18	21	17	19	18	20	23
Very negatively	2	2	1	1	2	2	1	2	3	1	1	1	3	2	1	2
TOTAL NEGATIVELY	21	24	20	20	17	25	22	19	23	19	22	18	22	20	21	25
Don't know	10	10	6	10	10	8	7	11	8	11	7	11	12	10	6	8

YouGov Survey Results

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	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	4199	683	1105	400	484	253	1582	1479	1805	2394	1601	920	1073	3578	239	382
Unweighted Sample	4199	680	1108	406	475	253	1590	1480	1817	2382	1611	905	1071	3578	236	385
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very positively	31	13	45	40	11	50	39	17	24	37	36	26	21	31	31	29
Fairly positively	17	15	17	18	16	15	17	16	16	17	15	17	17	16	18	20
TOTAL POSITIVELY	48	28	62	58	27	65	56	33	40	54	51	43	38	47	49	49
Neither positively nor negatively	41	55	31	34	54	30	37	52	47	36	38	45	46	41	42	39
Fairly negatively	5	9	2	4	9	1	4	8	6	5	6	5	6	5	4	6
Very negatively	3	6	2	2	5	1	2	5	5	2	3	4	4	3	2	3
TOTAL NEGATIVELY	8	15	4	6	14	2	6	13	11	7	9	9	10	8	6	9
Don't know	3	3	2	2	4	2	2	3	3	4	2	3	5	3	3	3

Your family in general

Very positively	14	7	20	17	6	18	17	9	11	16	15	12	11	14	12	12
Fairly positively	22	15	27	28	15	30	26	17	20	24	24	20	19	22	27	23
TOTAL POSITIVELY	36	22	47	45	21	48	43	26	31	40	39	32	30	36	39	35
Neither positively nor negatively	42	54	35	37	53	32	39	50	46	39	41	46	45	42	43	46
Fairly negatively	10	11	9	8	12	10	8	11	10	9	11	8	10	10	8	10
Very negatively	3	3	2	2	4	3	2	3	4	2	3	4	3	3	2	2
TOTAL NEGATIVELY	13	14	11	10	16	13	10	14	14	11	14	12	13	13	10	12
Don't know	9	10	7	9	10	7	7	10	9	9	7	10	13	9	7	7

Your group of friends in general

Very positively	20	7	30	24	7	34	24	10	13	26	23	17	13	20	21	18
Fairly positively	23	18	26	27	17	27	26	18	21	24	23	22	20	22	25	26
TOTAL POSITIVELY	43	25	56	51	24	61	50	28	34	50	46	39	33	42	46	44
Neither positively nor negatively	38	51	31	33	51	28	35	48	44	34	37	41	45	39	39	37
Fairly negatively	6	7	4	4	8	3	5	7	8	4	6	6	6	5	4	8
Very negatively	3	4	1	1	5	1	2	4	4	1	2	3	3	3	2	2
TOTAL NEGATIVELY	9	11	5	5	13	4	7	11	12	5	8	9	9	8	6	10
Don't know	11	13	8	12	12	7	8	13	10	11	8	12	14	11	8	10

People in the UK in general

Very positively	3	3	2	2	3	5	2	3	3	3	3	3	3	3	3	2
Fairly positively	20	13	26	21	16	20	23	16	17	22	21	20	16	20	20	23
TOTAL POSITIVELY	23	16	28	23	19	25	25	19	20	25	24	23	19	23	23	25
Neither positively nor negatively	42	45	40	41	47	39	39	45	45	39	42	41	44	42	47	40
Fairly negatively	19	19	19	20	16	20	20	18	19	18	20	19	17	18	18	22
Very negatively	3	4	3	3	3	4	4	3	5	2	3	3	4	3	3	3
TOTAL NEGATIVELY	22	23	22	23	19	24	24	21	24	20	23	22	21	21	21	25
Don't know	14	15	10	14	15	12	11	16	11	15	11	16	16	14	9	10

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Socio-economic classification			Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	4199	683	1105	400	484	253	1582	1479	1805	2394	1601	920	1073	3578	239	382
Unweighted Sample	4199	680	1108	406	475	253	1590	1480	1817	2382	1611	905	1071	3578	236	385
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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.

You personally

Very positively	20	6	30	29	3	41	26	8	15	25	22	15	15	21	21	18
Fairly positively	16	12	21	21	7	17	19	12	14	18	16	16	14	16	17	15
TOTAL POSITIVELY	36	18	51	50	10	58	45	20	29	43	38	31	29	37	38	33
Neither positively nor negatively	34	38	31	30	35	30	34	36	33	34	35	37	32	34	31	35
Fairly negatively	15	26	8	10	26	7	13	21	18	13	15	17	18	15	16	15
Very negatively	11	16	7	7	25	3	5	19	16	7	10	12	15	11	12	14
TOTAL NEGATIVELY	26	42	15	17	51	10	18	40	34	20	25	29	33	26	28	29
Don't know	4	4	2	3	4	3	3	4	4	4	2	3	6	4	3	3

Your family in general

Very positively	7	3	11	10	2	10	10	4	6	8	7	7	6	7	6	6
Fairly positively	15	9	21	20	5	24	20	9	12	17	16	12	13	15	18	16
TOTAL POSITIVELY	22	12	32	30	7	34	30	13	18	25	23	19	19	22	24	22
Neither positively nor negatively	35	35	36	35	39	34	36	37	37	34	36	37	34	36	35	32
Fairly negatively	20	27	17	17	23	18	19	22	20	21	22	22	18	20	19	26
Very negatively	11	13	7	8	18	7	6	15	14	9	10	11	14	11	13	12
TOTAL NEGATIVELY	31	40	24	25	41	25	25	37	34	30	32	33	32	31	32	38
Don't know	11	13	8	10	13	7	9	13	11	11	8	10	15	11	9	8

Your group of friends in general

Very positively	12	3	18	17	1	25	14	4	8	15	13	9	8	12	9	12
Fairly positively	16	10	22	20	6	24	21	10	11	20	17	15	13	16	18	18
TOTAL POSITIVELY	28	13	40	37	7	49	35	14	19	35	30	24	21	28	27	30
Neither positively nor negatively	34	35	35	32	36	30	35	34	35	34	35	36	33	34	36	33
Fairly negatively	16	23	12	12	23	9	15	21	21	13	17	17	18	16	16	18
Very negatively	9	12	4	5	20	2	4	14	14	5	7	10	12	8	12	9
TOTAL NEGATIVELY	25	35	16	17	43	11	19	35	35	18	24	27	30	24	28	27
Don't know	13	17	9	15	15	10	11	16	12	14	10	14	17	13	10	10

People in the UK in general

Very positively	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1
Fairly positively	6	5	6	5	4	6	7	5	5	6	6	5	6	6	4	6
TOTAL POSITIVELY	7	6	7	6	5	7	8	6	6	7	7	6	7	7	6	7
Neither positively nor negatively	24	25	24	23	25	21	24	25	23	24	22	26	25	24	25	21
Fairly negatively	38	35	42	42	35	39	42	34	39	37	43	38	31	37	43	42
Very negatively	18	17	17	16	20	22	16	19	20	17	18	16	19	18	19	20
TOTAL NEGATIVELY	56	52	59	58	55	61	58	53	59	54	61	54	50	55	62	62
Don't know	13	17	9	13	16	10	11	17	11	15	10	15	18	14	8	10

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Socio-economic classification			Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	4199	683	1105	400	484	253	1582	1479	1805	2394	1601	920	1073	3578	239	382
Unweighted Sample	4199	680	1108	406	475	253	1590	1480	1817	2382	1611	905	1071	3578	236	385
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were currently single how willing or unwilling would you be to date a...

Bisexual Man

[Asked only to Bisexual/ Gay men, and Bisexual/Straight women; n=2402]

Very willing	12	3	17	16	6	21	13	5	41	9	13	7	7	12	10	14
Somewhat willing	16	6	20	18	5	27	18	9	30	14	19	11	14	16	15	15
TOTAL WILLING	28	9	37	34	11	48	31	14	71	23	32	18	21	28	25	29
Somewhat unwilling	18	21	18	21	16	11	20	17	6	19	18	19	17	17	20	17
Very unwilling	41	58	32	32	61	27	34	58	11	44	38	49	47	42	41	40
TOTAL UNWILLING	59	79	50	53	77	38	54	75	17	63	56	68	64	59	61	57
Don't know	10	9	10	12	9	11	12	8	6	10	9	10	12	10	11	11
Refused	3	2	4	1	4	3	3	3	4	3	3	4	3	3	3	4

Bisexual Woman

[Asked only to Bisexual/ Lesbian women, and Bisexual/Straight men; n=1837]

Very willing	29	15	35	30	18	56	32	19	25	60	27	29	22	29	29	26
Somewhat willing	29	26	28	36	25	27	29	29	30	22	31	29	26	28	39	29
TOTAL WILLING	58	41	63	66	43	83	61	48	55	82	58	58	48	57	68	55
Somewhat unwilling	12	20	11	12	14	5	14	14	13	4	13	12	15	12	10	13
Very unwilling	19	28	16	12	30	7	15	27	20	9	19	20	23	19	15	22
TOTAL UNWILLING	31	48	27	24	44	12	29	41	33	13	32	32	38	31	25	35
Don't know	9	10	9	7	11	4	9	9	9	4	8	7	11	9	6	7
Refused	2	2	2	4	2	3	3	2	3	1	2	3	4	2	1	3

For the following question, please remember your answers will always be treated anonymously and it will not be possible to identify you from the answers you give.

You said previously that you would be unwilling to date a bisexual man. Why is that?

[Asked only to straight women; n=1339]

Think they may cheat/ makes them feel insecure	17	16	23	17	17	21	21	16	0	17	20	17	12	16	18	20
Non Answers	16	13	12	13	22	20	15	17	0	16	14	16	20	16	14	18
I am straight, and want my partner to be straight	13	15	12	10	11	8	12	13	0	13	14	11	12	13	9	13
Discomfort with male-male sex/ expressions of disgust	9	7	8	10	13	15	7	10	0	9	8	9	10	9	12	12
Generic expressions of general discomfort	9	10	8	6	6	7	8	9	0	9	7	9	12	9	13	5
Healthrisks/ STDs	8	11	7	5	9	3	8	10	0	8	8	9	9	8	12	7
Moral/ religious objections; consider it "wrong"	4	6	1	3	5	2	2	5	0	4	2	5	5	4	1	4
Believe bisexuals want polyamory/ open-relationships	3	2	5	5	2	6	3	4	0	3	3	3	4	4	0	3
I wouldn't want to date anyone	3	3	4	5	4	2	5	3	0	3	4	4	2	3	4	5
See bisexuals as confused/ indecisive or gay	2	3	2	1	2	1	1	3	0	2	2	2	1	2	1	0
Would consider it a complicated situation	2	2	3	6	1	2	3	1	0	2	3	3	1	2	2	2
Confuse bisexuality with transgender	1	1	0	0	0	0	1	0	0	1	0	1	0	0	1	1
See bisexuals as more promiscuous	1	0	2	2	0	4	3	1	0	1	2	1	1	1	0	0
Prior experience	1	0	1	0	1	4	0	1	0	1	1	1	0	1	0	1
Other	7	8	9	10	8	1	8	7	0	7	8	8	6	7	8	6
Prefer not to say	1	0	1	2	0	0	1	0	0	1	1	1	0	1	0	0
Don't know	7	7	6	7	3	11	8	5	0	7	8	6	8	7	9	7
NA	1	1	1	1	1	0	1	2	0	1	1	1	2	1	1	2

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+
Fieldwork: 23rd - 25th March 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Socio-economic classification			Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	4199	683	1105	400	484	253	1582	1479	1805	2394	1601	920	1073	3578	239	382
Unweighted Sample	4199	680	1108	406	475	253	1590	1480	1817	2382	1611	905	1071	3578	236	385
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the following question, please remember your answers will always be treated anonymously and it will not be possible to identify you from the answers you give. You said previously that you would be unwilling to date a bisexual woman. Why is that?

[Asked only to straight men; n=537]

Non Answers	19	19	23	13	16	13	16	19	19	0	17	13	24	18	31	25
Think they may cheat/ makes them feel insecure	16	15	16	16	14	8	15	17	16	0	17	14	14	17	12	9
I am straight, and want my partner to be straight	12	12	11	10	13	8	11	12	12	0	11	13	12	12	7	13
Moral/ religious objections; consider it "wrong"	10	9	10	10	14	0	10	10	10	0	12	11	7	11	0	7
Believe bisexuals want polyamory/ open-relationships	5	5	4	10	10	14	6	6	5	0	7	5	4	6	3	5
Generic expressions of general discomfort	5	7	4	2	7	0	5	4	5	0	5	5	6	5	12	0
Healthrisks/ STDs	3	3	2	2	3	0	4	4	3	0	3	7	2	3	0	3
I wouldn't want to date anyone	2	0	3	5	3	0	3	1	2	0	2	1	4	2	0	3
Discomfort with female-female sex/ expressions of disgust	2	2	2	0	4	11	1	3	2	0	2	4	2	2	0	2
See bisexuals as confused/ indecisive or gay	2	2	0	0	3	0	0	3	2	0	3	1	1	2	3	1
Would consider it a complicated situation	2	1	1	3	1	0	3	1	2	0	2	1	2	2	0	5
Confuse bisexuality with transgender	1	0	0	5	1	10	2	1	1	0	0	2	1	1	0	3
See bisexuals as more promiscuous	1	2	0	0	1	0	1	1	1	0	0	0	1	1	0	0
Prior experience	0	0	0	0	1	10	1	0	0	0	0	1	0	0	0	0
Other	11	12	12	16	7	19	13	10	11	0	14	15	5	9	18	22
Prefer not to say	1	2	1	3	0	0	1	2	1	0	2	0	1	1	0	0
Don't know	5	4	11	4	0	9	6	4	5	0	3	5	7	5	10	2
NA	4	8	3	3	3	0	4	5	4	0	3	4	6	4	6	2

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB(aged 18+).

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

	Region				
	Total	North	Midlands	London	Rest of South
Weighted Sample	4199	1046	673	338	1521
Unweighted Sample	4199	1044	673	329	1532
	%	%	%	%	%

How positively or negatively would you say the following view lesbian and gay people?

By "lesbian" we mean 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

Very positively	37	40	33	40	36
Fairly positively	17	16	15	15	18
TOTAL POSITIVELY	54	56	48	55	54
Neither positively nor negatively	38	37	41	33	38
Fairly negatively	3	3	4	4	4
Very negatively	3	2	3	4	3
TOTAL NEGATIVELY	6	5	7	8	7
Don't know	2	2	3	4	2

Your family in general

Very positively	19	21	18	18	19
Fairly positively	27	29	24	23	28
TOTAL POSITIVELY	46	50	42	41	47
Neither positively nor negatively	38	35	40	40	37
Fairly negatively	8	8	7	7	9
Very negatively	2	2	3	5	2
TOTAL NEGATIVELY	10	10	10	12	11
Don't know	5	5	7	6	5

Your group of friends in general

Very positively	26	27	23	34	26
Fairly positively	25	25	23	18	27
TOTAL POSITIVELY	51	52	46	52	53
Neither positively nor negatively	36	36	39	34	35
Fairly negatively	4	3	5	4	4
Very negatively	2	1	3	3	2
TOTAL NEGATIVELY	6	4	8	7	6
Don't know	7	7	7	6	7

People in the UK in general

Very positively	3	3	3	5	2
Fairly positively	28	26	25	27	28
TOTAL POSITIVELY	31	29	28	32	30
Neither positively nor negatively	40	41	40	39	41
Fairly negatively	19	20	19	16	17
Very negatively	2	1	2	2	2
TOTAL NEGATIVELY	21	21	21	18	19
Don't know	10	10	10	11	10

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

	Region				
	Total	North	Midlands	London	Rest of South
Weighted Sample	4199	1046	673	338	1521
Unweighted Sample	4199	1044	673	329	1532
	%	%	%	%	%

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

Very positively	31	33	26	32	32
Fairly positively	17	16	17	15	16
TOTAL POSITIVELY	48	49	43	47	48
Neither positively nor negatively	41	41	43	40	40
Fairly negatively	5	4	6	4	6
Very negatively	3	3	4	4	4
TOTAL NEGATIVELY	8	7	10	8	10
Don't know	3	3	4	5	3

Your family in general

Very positively	14	15	13	13	15
Fairly positively	22	22	20	21	22
TOTAL POSITIVELY	36	37	33	34	37
Neither positively nor negatively	42	41	43	43	41
Fairly negatively	10	9	9	9	11
Very negatively	3	3	4	4	3
TOTAL NEGATIVELY	13	12	13	13	14
Don't know	9	9	11	10	9

Your group of friends in general

Very positively	20	21	17	24	21
Fairly positively	23	21	21	22	23
TOTAL POSITIVELY	43	42	38	46	44
Neither positively nor negatively	38	40	40	35	38
Fairly negatively	6	5	6	6	6
Very negatively	3	2	4	3	2
TOTAL NEGATIVELY	9	7	10	9	8
Don't know	11	11	13	10	10

People in the UK in general

Very positively	3	3	3	4	3
Fairly positively	20	19	18	21	21
TOTAL POSITIVELY	23	22	21	25	24
Neither positively nor negatively	42	41	40	40	43
Fairly negatively	19	20	19	14	17
Very negatively	3	3	3	3	3
TOTAL NEGATIVELY	22	23	22	17	20
Don't know	14	14	16	17	13

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

	Region				
	Total	North	Midlands	London	Rest of South
Weighted Sample	4199	1046	673	338	1521
Unweighted Sample	4199	1044	673	329	1532
	%	%	%	%	%

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.

You personally

Very positively	20	22	16	22	21
Fairly positively	16	17	16	13	16
TOTAL POSITIVELY	36	39	32	35	37
Neither positively nor negatively	34	35	37	38	30
Fairly negatively	15	14	16	13	16
Very negatively	11	9	11	9	12
TOTAL NEGATIVELY	26	23	27	22	28
Don't know	4	4	4	5	4

Your family in general

Very positively	7	8	5	7	8
Fairly positively	15	15	13	15	15
TOTAL POSITIVELY	22	23	18	22	23
Neither positively nor negatively	35	38	38	35	33
Fairly negatively	20	18	20	22	20
Very negatively	11	9	11	10	12
TOTAL NEGATIVELY	31	27	31	32	32
Don't know	11	11	12	11	11

Your group of friends in general

Very positively	12	13	10	15	12
Fairly positively	16	15	14	16	17
TOTAL POSITIVELY	28	28	24	31	29
Neither positively nor negatively	34	37	34	34	33
Fairly negatively	16	16	18	16	16
Very negatively	9	6	10	9	9
TOTAL NEGATIVELY	25	22	28	25	25
Don't know	13	12	14	11	14

People in the UK in general

Very positively	1	1	1	1	1
Fairly positively	6	5	6	10	6
TOTAL POSITIVELY	7	6	7	11	7
Neither positively nor negatively	24	24	24	22	24
Fairly negatively	38	38	37	32	39
Very negatively	18	18	17	17	18
TOTAL NEGATIVELY	56	56	54	49	57
Don't know	13	13	16	18	13

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+

Fieldwork: 23rd - 25th March 2026

	Region				
	Total	North	Midlands	London	Rest of South
Weighted Sample	4199	1046	673	338	1521
Unweighted Sample	4199	1044	673	329	1532
	%	%	%	%	%

If you were currently single how willing or unwilling would you be to date a...

Bisexual Man

[Asked only to Bisexual/ Gay men, and Bisexual/Straight women; n=2402]

Very willing	12	12	9	14	13
Somewhat willing	16	16	16	18	15
TOTAL WILLING	28	28	25	32	28
Somewhat unwilling	18	17	18	17	18
Very unwilling	41	42	44	41	40
TOTAL UNWILLING	59	59	62	58	58
Don't know	10	9	9	9	11
Refused	3	4	5	1	3

Bisexual Woman

[Asked only to Bisexual/ Lesbian women, and Bisexual/Straight men; n=1837]

Very willing	29	29	23	31	32
Somewhat willing	29	25	28	34	29
TOTAL WILLING	58	54	51	65	61
Somewhat unwilling	12	12	15	8	12
Very unwilling	19	22	20	15	17
TOTAL UNWILLING	31	34	35	23	29
Don't know	9	9	12	8	8
Refused	2	3	2	2	3

For the following question, please remember your answers will always be treated anonymously and it will not be possible to identify you from the answers you give.

You said previously that you would be unwilling to date a bisexual man. Why is that?

[Asked only to straight women; n=1339]

Think they may cheat/ makes them feel insecure	17	15	14	18	18
Non Answers	16	20	17	23	12
I am straight, and want my partner to be straight	13	15	14	14	11
Discomfort with male-male sex/ expressions of disgust	9	8	9	4	10
Generic expressions of general discomfort	9	10	8	6	10
Healthrisks/ STDs	8	10	6	9	7
Moral/ religious objections; consider it "wrong"	4	2	7	5	4
Believe bisexuals want polyamory/ open-relationships	3	4	6	1	3
I wouldn't want to date anyone	3	4	2	1	4
See bisexuals as confused/ indecisive or gay	2	3	2	3	1
Would consider it a complicated situation	2	1	3	1	2
Confuse bisexuality with transgender	1	0	0	1	1
See bisexuals as more promiscuous	1	0	3	2	2
Prior experience	1	1	2	1	0
Other	7	6	5	8	9
Prefer not to say	1	1	0	1	1
Don't know	7	7	6	6	8
NA	1	0	1	1	2

YouGov Survey Results

Sample size: 4199 adults in GB aged 18+
Fieldwork: 23rd - 25th March 2026

	Region				
	Total	North	Midlands	London	Rest of South
Weighted Sample	4199	1046	673	338	1521
Unweighted Sample	4199	1044	673	329	1532
	%	%	%	%	%

For the following question, please remember your answers will always be treated anonymously and it will not be possible to identify you from the answers you give. You said previously that you would be unwilling to date a bisexual woman. Why is that?

[Asked only to straight men; n=537]

Non Answers	19	14	20	9	21
Think they may cheat/ makes them feel insecure	16	16	18	22	15
I am straight, and want my partner to be straight	12	11	8	23	14
Moral/ religious objections; consider it "wrong"	10	14	11	3	10
Believe bisexuals want polyamory/ open-relationships	5	5	6	3	6
Generic expressions of general discomfort	5	5	6	4	5
Healthrisks/ STDs	3	3	7	6	2
I wouldn't want to date anyone	2	2	2	0	3
Discomfort with female-female sex/ expressions of disgust	2	2	2	7	2
See bisexuals as confused/ indecisive or gay	2	1	3	0	2
Would consider it a complicated situation	2	3	1	4	1
Confuse bisexuality with transgender	1	2	0	0	1
See bisexuals as more promiscuous	1	1	1	0	0
Prior experience	0	1	0	0	0
Other	11	10	8	10	9
Prefer not to say	1	2	1	0	1
Don't know	5	6	4	6	5
NA	4	1	6	3	6

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB(aged 18+).

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.