

YouGov Survey Results

Sample Size: 545 LGBTQ+ 16-24s in UK
Fieldwork: 11th - 18th June 2024

	Sexuality				Gender Identity		At birth were you described as:		Which of the following describes how you think of yourself?			Age		Country				Region in England				
	Total	Gay or lesbian	Bisexual	Other	Cisgender	Transgender	Male	Female	Female	Male	In another way	16-19	20-24	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	Rest of South	
Weighted Sample	545	163	315	54	448	97	163	368	313	168	46	234	311	451	26	51	17	133	81	64	173	
Unweighted Sample	545	151	328	53	447	98	172	360	304	178	46	212	333	452	26	54	13	122	84	62	184	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your teenage years onwards, were there any LGBTQ+ people that you knew in your personal life? (e.g. friends or family members, fellow pupils, or other people you came into contact with on a regular basis)

Yes there were	90	88	92	90	89	95	85	92	93	84	95	93	88	90	97	91	84	92	82	93	91
No there were not	8	12	7	7	9	5	12	7	6	14	5	6	10	9	3	7	16	8	12	6	8
Don't know/can't recall	1	1	1	3	2	0	2	1	1	2	0	1	2	1	0	1	0	0	6	2	0

And thinking about your teenage years onwards, were you aware of any public figures who were LGBTQ+ (e.g. celebrities, influencers, politicians, etc.)?

Yes there were	91	93	92	83	91	93	92	91	92	92	88	94	89	92	88	90	92	89	89	94	94
No there were not	5	5	3	11	5	2	6	4	4	7	2	3	6	5	3	5	8	7	5	4	3
Don't know/can't recall	4	2	5	6	4	5	2	5	4	1	10	3	5	4	8	5	0	4	6	2	3

And thinking about your teenage years onwards, how many prominent LGBTQ+ people (e.g. celebrities, influencers, politicians, etc.) would you say it felt like there were on each of the following?

	Social media				TV																
Lots	55	49	57	60	54	59	54	56	55	53	64	68	46	53	63	65	69	50	45	61	57
A few	31	37	30	18	31	27	29	32	33	29	22	26	35	31	27	26	31	31	36	33	29
One or two	8	10	6	9	9	3	10	6	7	10	2	4	10	8	10	5	0	12	9	3	7
None	2	1	3	5	2	5	1	3	1	3	8	0	4	2	0	3	0	5	4	1	0
Don't know/can't recall	4	4	4	7	4	5	6	3	3	5	4	2	6	5	0	0	0	2	6	2	8
Lots	10	6	13	6	11	5	12	10	11	10	4	12	9	10	3	19	13	7	7	12	12
A few	52	47	55	53	53	46	51	53	54	52	48	52	52	52	47	48	70	45	53	54	56
One or two	31	40	26	30	28	40	28	32	31	28	34	28	32	31	37	28	17	40	27	32	25
None	4	4	4	8	4	5	5	3	2	6	10	5	3	4	8	5	0	5	7	0	3
Don't know/can't recall	3	3	3	4	3	4	4	3	3	4	4	2	4	4	4	0	0	2	5	2	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Movies																						
Lots	7	3	8	12	8	5	7	7	7	6	7	10	5	7	4	8	13	7	9	8	6	
A few	41	39	44	40	43	34	40	42	44	40	39	44	39	41	38	48	44	38	27	48	47	
One or two	36	38	35	35	35	39	35	37	36	35	35	35	36	35	39	41	35	35	44	40	30	
None	9	12	8	12	9	13	9	9	8	11	12	6	11	10	11	2	0	18	9	3	8	
Don't know/can't recall	6	9	6	2	6	9	9	5	5	8	8	5	7	7	8	2	8	3	11	2	9	
Sport																						
Lots	2	5	1	0	3	1	2	2	3	2	0	3	2	2	0	2	8	2	3	2	3	
A few	10	9	10	7	11	4	8	11	11	7	9	13	7	9	12	8	29	9	9	7	9	
One or two	32	33	31	30	33	29	33	31	31	32	34	34	31	32	23	35	33	30	30	38	33	
None	35	38	35	29	33	41	36	34	32	40	38	31	38	35	39	36	16	44	35	38	27	
Don't know/can't recall	21	15	22	34	20	25	20	22	23	18	19	18	23	21	27	19	14	15	23	15	28	
In the public eye in general																						
Lots	23	16	25	25	24	20	23	24	25	19	21	30	18	23	16	29	27	22	21	26	24	
A few	55	60	54	49	54	56	53	55	55	55	55	50	58	55	50	57	56	51	54	55	57	
One or two	13	15	12	11	12	18	15	12	11	15	22	10	16	13	22	14	8	16	11	15	10	
None	3	3	2	5	3	2	2	3	3	4	0	2	3	3	3	0	9	5	3	2	1	
Don't know/can't recall	6	6	6	9	7	4	7	6	6	7	2	8	5	7	8	0	0	7	11	2	8	

And which LGBTQ+ public figures specifically, if any, would you say made a positive impression on you as a teenager, in terms of making you feel comfortable with your sexuality and/or that you are not the only person who is like you? Please write the full names of any that apply

Tom Daley	5	9	3	2	5	2	8	3	3	8	2	3	6	5	5	0	0	4	11	0	6
Lady Gaga	5	4	6	5	5	6	4	6	5	4	8	4	6	5	0	8	9	7	0	1	7
Daniel Howell	5	4	5	8	5	5	2	6	6	2	9	5	4	4	0	7	9	6	1	7	4
Phil Lester	4	4	3	8	4	4	1	5	5	1	9	5	3	4	0	4	9	6	0	6	3
Troye Sivan	3	2	4	2	3	2	4	3	3	4	2	1	4	4	0	2	0	6	1	3	3
Elliot Page	3	3	3	6	1	12	2	4	2	5	7	5	2	4	4	2	0	3	3	2	6
RuPaul	3	3	2	2	3	1	3	2	3	4	0	3	2	3	5	2	0	1	3	4	3
Chappell Roan	2	3	3	2	3	1	0	3	4	0	3	4	1	2	0	2	10	3	1	0	3
Tyler Oakley	2	3	2	0	2	1	1	2	2	2	3	0	4	2	0	2	0	1	2	2	3
Hayley Kiyoko	2	3	2	0	2	1	0	3	3	1	0	1	3	2	8	0	0	1	1	2	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Joe Lycett	2	0	2	7	2	3	5	1	1	4	2	2	2	2	4	0	7	3	1	0	2	
Freddie Mercury	1	3	1	0	2	1	2	1	1	2	0	3	1	1	4	3	0	2	2	0	1	
David Bowie	1	2	1	2	2	0	1	2	2	1	0	3	0	1	4	5	0	1	1	0	1	
Elton John	1	1	1	3	1	0	1	1	2	1	0	1	1	0	4	3	9	0	1	2	0	
Noahfinnce	1	1	1	3	1	6	0	2	0	2	5	2	1	1	9	2	0	0	3	2	1	
Stephen Fry	1	2	1	0	1	3	1	1	1	1	2	1	1	1	0	5	0	1	0	1	1	
Ian McKellan	1	0	1	3	1	2	1	1	1	2	3	0	2	1	0	0	0	1	1	2	2	
Sandi Toksvig	1	1	0	2	1	0	1	1	1	1	0	1	1	1	0	0	0	2	0	0	1	
Alex Bertie	1	1	1	0	0	3	1	1	0	2	0	0	1	1	0	0	0	0	0	1	2	
Miles McKenna	1	2	1	0	1	2	0	2	1	1	3	2	1	0	15	0	0	1	0	0	1	
Ellen DeGeneres	1	2	1	0	1	0	1	1	2	1	0	1	2	1	0	0	0	1	1	2	2	
Miley Cyrus	1	1	1	0	1	1	0	2	1	0	3	1	1	1	0	0	0	2	0	3	1	
Rose and Rosie	1	2	1	0	1	0	0	2	2	0	0	0	2	1	0	0	0	3	0	2	1	
Dodie Clark	1	1	2	0	2	0	0	2	3	0	0	2	1	2	0	2	0	2	0	0	3	
Billie Eilish	1	0	1	0	1	0	0	1	1	0	0	1	0	1	0	2	0	2	0	0	1	
Rylan Clark	1	2	1	0	1	2	1	1	1	1	2	1	1	1	0	0	0	1	0	0	2	
Renee Rapp	1	1	1	0	1	2	0	2	1	0	4	2	1	1	0	2	0	1	0	0	2	
Halsey	1	0	2	0	1	0	0	2	2	0	0	1	1	1	0	0	0	1	0	2	2	
Jamie Raines	1	0	1	3	0	3	0	1	0	1	5	1	1	1	0	2	0	0	1	4	1	
John Barrowman	1	2	0	8	1	4	2	1	1	1	6	2	1	2	0	0	0	2	0	4	1	
Olly Alexander	1	2	0	0	1	0	1	1	1	1	0	0	1	1	0	0	0	1	0	0	2	
Joey Graceffa	1	1	1	0	1	0	2	1	1	2	0	0	2	1	0	2	0	1	1	0	1	
Lil Nas X	1	0	1	0	1	0	1	1	1	1	0	1	0	1	0	0	0	1	0	1	1	
Jodie Foster	1	3	0	0	1	1	0	2	2	0	2	1	1	1	0	0	0	1	0	2	2	
Alice Oseman	1	1	0	8	1	3	0	2	1	0	6	2	0	1	0	0	0	1	1	2	1	
Stephanie Beatriz	1	0	1	2	1	1	1	1	1	1	0	1	1	1	0	2	0	1	0	2	1	
Laverne Cox	1	0	1	2	0	4	1	1	1	2	0	0	2	1	4	0	0	1	2	0	1	
Cara Delevigne	1	0	1	0	1	0	0	1	1	0	0	0	1	0	0	4	0	1	0	2	0	
Girl in Red	1	1	1	2	1	0	0	2	1	0	0	2	1	1	0	2	9	2	0	0	1	
Gerard Way	1	1	1	0	1	0	1	1	1	1	0	0	1	1	0	0	0	3	0	0	1	
Unspecified (e.g. "YouTubers")	6	8	6	7	7	2	3	8	8	2	5	6	6	7	0	2	16	5	7	9	7	
Other	32	37	29	41	31	39	29	33	32	28	51	33	31	31	31	43	24	32	32	33	30	
None	20	15	23	21	20	19	32	15	17	28	17	21	19	21	20	18	14	23	19	18	21	
Don't know	12	10	13	11	13	10	10	13	14	9	10	12	13	13	5	12	7	10	16	17	12	
Prefer not to say	1	0	0	0	1	0	1	0	0	1	0	1	0	1	0	0	0	1	0	0	1	
N/A	4	3	4	0	4	2	1	5	5	1	2	4	4	4	0	4	10	3	4	3	4	

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Unweighted Sample	545	151	328	53	447	98	172	360	304	178	46	212	333	452	26	54	13	122	84	62	184	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your teenage years onwards, how important would you say it was to you for there to have been LGBTQ+ people in your personal life?

[Asked only to those who knew LGBTQ+ people in their personal life; n=490]

Very important	54	60	51	56	51	68	44	57	53	46	80	55	53	54	60	43	76	58	48	55	53
Fairly important	34	34	34	28	36	26	33	35	37	34	20	34	34	34	36	42	8	30	38	31	35
TOTAL IMPORTANT	88	94	85	84	87	94	77	92	90	80	100	89	87	88	96	85	84	88	86	86	88
Not very important	9	4	10	12	10	4	17	5	6	16	0	9	8	8	0	13	16	9	10	12	6
Not at all important	1	0	2	2	1	0	1	1	2	1	0	0	2	1	0	0	0	0	1	0	3
TOTAL NOT IMPORTANT	10	4	12	14	11	4	18	6	8	17	0	9	10	9	0	13	16	9	11	12	9
Don't know	3	3	3	2	3	2	5	2	3	3	0	2	3	3	4	2	0	3	3	2	3

And again thinking about your teenage years onwards, how important would you say it was to you to have seen LGBTQ+ people (e.g. celebrities, influencers, politicians, etc.) who were public figures?

[Asked only to those who were aware of prominent LGBTQ+ people; n=497]

Very important	52	55	50	50	50	60	35	59	55	42	64	49	54	51	61	48	62	57	48	48	49
Fairly important	36	38	36	31	37	34	41	34	37	35	34	38	35	37	34	40	16	36	39	31	38
TOTAL IMPORTANT	88	93	86	81	87	94	76	93	92	77	98	87	89	88	95	88	78	93	87	79	87
Not very important	7	4	8	11	8	5	18	3	3	17	2	9	6	7	5	6	14	6	6	16	6
Not at all important	2	1	3	2	3	0	4	2	2	4	0	2	2	2	0	6	7	0	3	2	3
TOTAL NOT IMPORTANT	9	5	11	13	11	5	22	5	5	21	2	11	8	9	5	12	21	6	9	18	9
Don't know	2	1	3	5	3	1	3	3	3	2	0	2	3	3	0	0	0	1	4	4	4