

# Transgender Awareness Week

13<sup>th</sup> to 19<sup>th</sup> November



Better decisions, faster.



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## Where does the British public stand on transgender rights?

How progressive are we as a nation when it comes to transgender rights? In the summer of this year YouGov conducted research into the views of the British public to find out. Here are some of the headline findings:

Responses are largely **unchanged** from the previous survey conducted 18 months ago.

Between **20%** and **30%** answered 'Don't know' to every question posed.

Attitudes towards transgender women and transgender men are **almost identical**.

**47%** believe that the process of legally changing gender should not be made easier.

**50%** believe people should be allowed to self-identify as a different gender to that assigned at birth.

**46%** believe transgender women and men should be able to use a toilet designated for their new gender.

Labour, Lib Dem and Remain voters, women and younger people hold more **trans-friendly views**.

**So, what does all of this tell us?** Attitudes do seem to be changing as the transgender debate plays out more publicly than ever before, but very slowly. And we are a deeply divided nation in our views on transgender rights, which demonstrates the importance of events like Transgender Awareness Week, and the need to educate ourselves in the pursuit of an inclusive society where everyone is free to be their true selves.



If you have any questions, please contact [LGBTQ\\_OMDUK@omd.com](mailto:LGBTQ_OMDUK@omd.com)

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