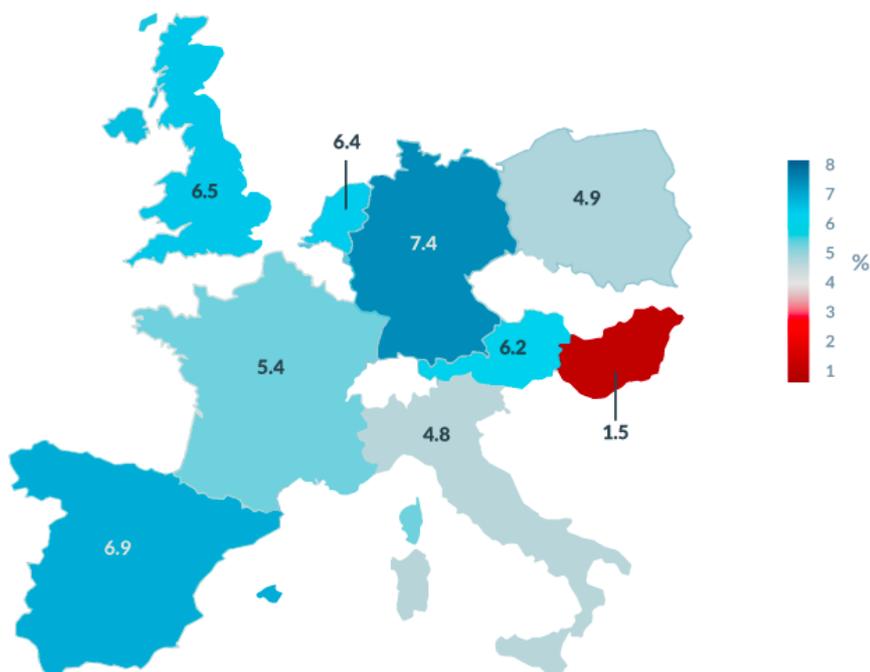


## 6% of Europeans identify as Lesbian, Gay, Bisexual, or Transgender (LGBT)

- Germany has the highest share of people who identify as LGBT (7.4%) and Hungary the lowest (1.5%), among a selected set of 9 out of 28 European countries surveyed on a representative basis
- 5.9% identify as LGBT when asked directly<sup>1</sup>; but, when asked on a scale<sup>2</sup>, 10% of Europeans identify as something other than only heterosexual
- Young people are more likely to describe their sexual orientation as something other than only heterosexual: 16% of Europeans between the ages of 14 and 29, compared to 7.5% between 30 and 65

### Counting the LGBT Population

*% respondents identifying as lesbian, gay, bisexual or transgender*



source: Dalia Research 2016

<sup>1</sup> Question: "Do you identify as lesbian, gay, bisexual or transgender?" Responses are "yes", "no", and "prefer not to say"

<sup>2</sup> Question based on the [Kinsey Scale](#): "Which of the following best describes your current sexual orientation?" Responses: [Only heterosexual / Mostly heterosexual, sometimes homosexual / Equally heterosexual and homosexual / Mostly homosexual, sometimes heterosexual / Only homosexual / Asexual / Prefer not to say]

*Berlin, 13 October 2016* - The size of the LGBT community is notoriously difficult to measure. Most countries don't ask about sexual orientation in their censuses, and surveys that do often struggle to get honest answers to such personal questions.

Dalia Research, a Berlin-based mobile research company, attempted to fill this gap by asking almost 12.000 respondents about their sexual orientation. Because Dalia conducts its surveys anonymously through web-enabled devices, respondents are more prone to answer honestly than in face-to-face or phone interviews.

According to the results, the self-reported LGBT population varies from 1.5% in Hungary all the way to 7.4% in Germany, with a 5.9% average across Europe (Spain: 6.9%, UK: 6.5%, Netherlands: 6.4%, Austria: 6.2%, France: 5.4%, Poland: 4.9%, Italy: 4.8%). Asked on a "Kinsey scale" about their sexual orientation, 10% of Europeans identify as something other than completely heterosexual.

The results also show that younger people are more likely to identify as LGBT and describe themselves as something other than only heterosexual: among Europeans between the ages 14 and 29, 10% identify as LGBT and 16% as something other than only heterosexual, compared to 4.3% and 7.5% among those between the age of 30 and 65, respectively.

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## Notes to editors

### About the survey

These findings are part of the “EuroPulse”, a quarterly survey by Dalia Research across 28 EU countries and 21 languages. In every “wave” of the survey, Dalia interviews a census-representative sample of more than 10.000 Europeans to better understand EU-wide trends in public opinion, consumer attitudes and market developments. The survey setup treats the EU, from a statistical and sampling perspective, as if it were one country.

The results are based on the most recent wave of “EuroPulse”, which was conducted between August 2, 2016 and August 19, 2016. The sample of n=11.754 was drawn across all 28 EU Member States, taking into account current population distributions with regard to age (14-65 years), gender and region/country.

An estimation of the overall design effect based on the distribution of weights was calculated at 1.59 at the global level. Calculated for a sample of this size and considering the design-effect, the margin of error would be +/-1.1 % at a confidence level of 95%.

### About Dalia Research

Dalia Research was founded in Berlin in 2013 with a clear vision to utilise mobile technology to change the way attitudinal data is collected, analysed and presented. For more information about Dalia and its work, please visit: [www.daliaresearch.com](http://www.daliaresearch.com)

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