



Kinsey Scale

Fieldwork Dates: 11th - 12th June 2018

**Conducted by YouGov
On behalf of Editorial**

© Yougov plc 2018



BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1101 adults. Fieldwork was undertaken between 11th - 12th June 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Editorial
Kinsey Scale

US_nat Sample: 11th - 12th June 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

sexuality. With which group do you most closely identify?

Unweighted base	1101	478	623	280	374	447	205	201	404	291	754	129	128	90	410
Base: All US adults	1096	543	553	337	363	396	210	190	394	302	698	135	169	95	459
Heterosexual / straight	86%	84%	87%	77%	90%	89%	88%	84%	90%	81%	87%	88%	82%	79%	84%
				C	C				G,I		M		*	*	
Lesbian / gay woman	2%	0%	3%	2%	2%	1%	2%	2%	1%	2%	2%	2%	0%	1%	1%
				A									*	*	
Gay man	2%	5%	-	1%	3%	3%	1%	3%	2%	2%	3%	1%	1%	1%	1%
				B		C							*	*	
Bisexual	3%	3%	4%	7%	3%	1%	3%	6%	2%	4%	4%	3%	2%	6%	4%
				E	E			H					*	*	
Other	1%	1%	1%	3%	0%	1%	-	2%	1%	2%	1%	2%	1%	3%	1%
				D									*	*	
Prefer not to say	5%	6%	5%	11%	2%	4%	6%	3%	3%	9%	3%	4%	14%	11%	9%
				D,E					G,H				J*	J*	O,P

KEK_Q2. Please try to place your sexuality on a scale of 0 to 6, where 0 is completely heterosexual and 6 is completely homosexual.

Unweighted base	1101	478	623	280	374	447	205	201	404	291	754	129	128	90	410
Base: All US adults	1096	543	553	337	363	396	210	190	394	302	698	135	169	95	459
0 - Completely heterosexual	69%	70%	69%	55%	67%	84%	65%	69%	72%	69%	72%	72%	63%	60%	71%
				C	C	C,D					M		*	*	
1	8%	9%	8%	14%	9%	4%	12%	11%	6%	7%	8%	2%	13%	12%	6%
				E	E		H	H			K		K*	K*	
2	3%	3%	4%	6%	3%	1%	4%	3%	3%	4%	3%	3%	3%	1%	2%
				E	E								*	*	
3	5%	3%	6%	9%	4%	1%	4%	5%	4%	6%	4%	4%	3%	9%	4%
				A	E								*	*	
4	3%	4%	2%	4%	5%	1%	2%	3%	5%	3%	3%	5%	5%	2%	4%
				E	E								*	*	
5	1%	1%	2%	1%	2%	0%	0%	2%	1%	2%	1%	1%	2%	1%	1%
				E									*	*	
6 - Completely homosexual	5%	7%	4%	3%	6%	7%	6%	4%	6%	5%	6%	7%	3%	3%	4%
													*	*	
Not sure	5%	4%	5%	8%	3%	3%	7%	3%	4%	5%	3%	6%	7%	12%	6%
				D,E									*	J*	P

LHCc4. Thinking about sexuality, which of the following comes closer to your view?

Unweighted base	1101	478	623	280	374	447	205	201	404	291	754	129	128	90	410
Base: All US adults	1096	543	553	337	363	396	210	190	394	302	698	135	169	95	459
There is no middle ground – you are either heterosexual or you are not	42%	44%	40%	34%	47%	45%	37%	33%	54%	37%	40%	51%	49%	38%	51%
				C	C				F,G,I		J		*	*	P,Q
Sexuality is a scale – it is possible to be somewhere near the middle	40%	41%	40%	49%	38%	35%	45%	46%	32%	45%	44%	29%	37%	40%	29%
				D,E			H	H		H	K		*	*	
Don't know	17%	15%	19%	17%	15%	19%	18%	21%	14%	17%	17%	20%	14%	22%	20%
							H	H					*	*	

HIEN5. Have you ever had a sexual experience with a member of the same sex?

Unweighted base	1101	478	623	280	374	447	205	201	404	291	754	129	128	90	410
Base: All US adults	1096	543	553	337	363	396	210	190	394	302	698	135	169	95	459
Yes, I have	18%	18%	18%	18%	23%	13%	21%	17%	17%	17%	19%	14%	18%	11%	14%

Editorial
Kinsey Scale

US_nat Sample: 11th - 12th June 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

sexuality. With which group do you most closely identify?

Unweighted base	1101	372	206	113	542	13	119	55	330	42	262	839	395	310	239
Base: All US adults	1096	345	188	105	520	22	108	48	361	37	273	823	416	303	227
Heterosexual / straight	86%	87%	89%	85% *	93% U.V.W	94% **	88% V	83% *	76% *	83% *	90% Y	84% *	83% *	89% AC	89% AC
Lesbian / gay woman	2%	2%	1%	4% N*	0%	- **	3% R	3% R*	3% R	4% R*	1% *	2% *	2% *	1% *	1% *
Gay man	2%	3%	5% N	3% *	2%	- **	2% *	- *	4% *	2% *	- X	3% *	3% *	2% *	3% *
Bisexual	3%	4%	4%	2% *	2%	6% **	2% *	7% R*	6% R	4% *	4% *	3% *	4% *	4% *	3% *
Other	1%	2%	-	2% *	1%	- **	1% *	- *	3% R	- *	- *	2% *	2% *	1% *	1% *
Prefer not to say	5%	3%	2%	5% *	3%	- **	5% *	8% *	10% R	7% *	4% *	6% *	7% AA	2% *	3% *

KEK_Q2. Please try to place your sexuality on a scale of 0 to 6, where 0 is completely heterosexual and 6 is completely homosexual.

Unweighted base	1101	372	206	113	542	13	119	55	330	42	262	839	395	310	239
Base: All US adults	1096	345	188	105	520	22	108	48	361	37	273	823	416	303	227
0 - Completely heterosexual	69%	71%	68%	60% *	78% V.W	32% **	72% V.W	83% V.W*	58% *	52% *	67% Y	70% *	67% *	69% AC	71% AC
1	8%	7%	12% N	15% N.O*	6% *	54% **	9% *	4% *	10% R	11% R.U*	12% Y	7% *	9% AC	7% AC	9% AC
2	3%	3%	4% *	6% *	2% *	- **	4% *	- *	5% R	8% R.U*	4% *	3% *	3% AC	4% AC	4% AC
3	5%	6%	4% *	2% *	3% *	4% **	3% *	3% R	7% R	10% R*	4% *	5% *	5% AC	6% AC	4% AC
4	3%	3%	2% *	2% *	3% *	- **	3% *	6% *	4% *	4% *	5% *	3% *	3% AC	6% AC	2% AC
5	1%	1%	1% *	2% *	1% *	- **	1% *	- *	2% R	3% *	1% *	1% *	1% AC	2% AC	1% AC
6 - Completely homosexual	5%	6%	6% *	6% *	4% *	6% **	7% *	2% *	7% R	7% *	1% X	7% *	7% *	5% *	5% *
Not sure	5%	3%	1% P*	7% P*	4% *	4% **	2% *	2% *	7% R	5% *	4% *	5% *	5% *	2% *	3% *

LHCc4. Thinking about sexuality, which of the following comes closer to your view?

Unweighted base	1101	372	206	113	542	13	119	55	330	42	262	839	395	310	239
Base: All US adults	1096	345	188	105	520	22	108	48	361	37	273	823	416	303	227
There is no middle ground – you are either heterosexual or you are not	42%	45% P.Q	30% Q	18% *	50% T.V.W	69% **	36% *	46% *	33% *	31% *	49% Y	40% *	47% AB	47% AB	28% AB
Sexuality is a scale – it is possible to be somewhere near the middle	40%	37% N	57% N.O	71% N.O.P*	34% *	27% **	47% R.U	23% *	50% R.U	52% R.U*	37% *	42% *	36% *	38% Z.AA AC	56% AC
Don't know	17%	18% *	13% *	11% *	17% *	4% **	17% R.T.V*	32% *	17% *	17% *	14% *	18% *	16% *	15% *	15% *

HIEN5. Have you ever had a sexual experience with a member of the same sex?

Unweighted base	1101	372	206	113	542	13	119	55	330	42	262	839	395	310	239
Base: All US adults	1096	345	188	105	520	22	108	48	361	37	273	823	416	303	227
Yes, I have	18%	17%	23%	25%	15%	55%	19%	11%	19%	27%	27%	15%	19%	21%	18%

Editorial
Kinsey Scale

US_nat Sample: 11th - 12th June 2018



Total	With which group do you most closely identify?						
	Prefer not to say	Heterosexual / straight	Lesbian / gay woman	Gay man	Bisexual	Other	Prefer not to say
	AC	AQ	AR	AS	AT	AU	AV

sexuality. With which group do you most closely identify?

Unweighted base	1101	157	961	21	28	37	13	41
Base: All US adults	1096	151	942	17	25	38	14	60
Heterosexual / straight	86%	82%	100%	-	-	-	-	-
			AT	**	**	*	**	**
Lesbian / gay woman	2%	1%	-	100%	-	-	-	-
			**	**	**	*	**	**
Gay man	2%	1%	-	-	100%	-	-	-
			**	**	**	*	**	**
Bisexual	3%	2%	-	-	-	100%	-	-
			**	**	**	AQ*	**	**
Other	1%	1%	-	-	-	-	100%	-
			**	**	**	*	**	**
Prefer not to say	5%	13%	-	-	-	-	-	100%
		Z.AA.AB	**	**	*	**	**	**

KEK_Q2. Please try to place your sexuality on a scale of 0 to 6, where 0 is completely heterosexual and 6 is completely homosexual.

Unweighted base	1101	157	961	21	28	37	13	41
Base: All US adults	1096	151	942	17	25	38	14	60
0 - Completely heterosexual	69%	74%	78%	-	-	7%	12%	45%
			AT	**	**	*	**	**
1	8%	7%	9%	-	-	7%	-	3%
			**	**	**	*	**	**
2	3%	-	3%	-	-	19%	6%	-
			**	**	**	AQ*	**	**
3	5%	1%	3%	-	-	40%	14%	3%
			**	**	**	AQ*	**	**
4	3%	-	2%	30%	11%	19%	-	3%
			**	**	**	AQ*	**	**
5	1%	3%	1%	25%	3%	5%	-	2%
			**	**	**	AQ*	**	**
6 - Completely homosexual	5%	2%	3%	45%	86%	3%	21%	-
			**	**	**	*	**	**
Not sure	5%	12%	2%	-	-	-	47%	44%
		Z.AA.AB	**	**	*	**	**	**

LHCc4. Thinking about sexuality, which of the following comes closer to your view?

Unweighted base	1101	157	961	21	28	37	13	41
Base: All US adults	1096	151	942	17	25	38	14	60
There is no middle ground – you are either heterosexual or you are not	42%	40%	47%	15%	19%	14%	27%	18%
		AB	AT	**	**	*	**	**
Sexuality is a scale – it is possible to be somewhere near the middle	40%	32%	37%	80%	78%	83%	57%	40%
			**	**	**	AQ*	**	**
Don't know	17%	28%	17%	5%	3%	3%	16%	43%
		Z.AA.AB	AT	**	**	*	**	**

HIEN5. Have you ever had a sexual experience with a member of the same sex?

Unweighted base	1101	157	961	21	28	37	13	41
Base: All US adults	1096	151	942	17	25	38	14	60
Yes, I have	18%	7%	13%	87%	93%	64%	12%	11%

Editorial
Kinsey Scale

US_nat Sample: 11th - 12th June 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
No, I have not	79%	78%	77%	E 74%	85% C.D	75%	80%	79%	80%	79%	81%	* 76% *	* 76% *	82% Q
Don't know	4%	4%	6% E	3%	2%	4%	3%	5%	3%	2%	5%	6% *	13% J*	4%

kulFc. If the right person came along at the right time, do you think it is conceivable that you would be attracted to a person of the same sex?

	Unweighted base	942	458	484	261	327	354	184	159	355	244	661	114	113	73	357
Base: All straight US adults		458	484	261	327	354	184	159	355	244	661	114	113	73	357	386
Absolutely not	65%	73%	57%	50%	63%	78%	66%	63%	65%	64%	65%	78%	56%	58%	74%	
Very unlikely, but not impossible	17%	14%	19%	23%	16%	13%	13%	18%	16%	20%	17%	J.L.M.* 11%	* 18%	* 23%	* 9%	
Maybe, if I really liked them	9%	7%	12%	E 15%	10%	4%	12%	9%	10%	6%	9%	* 5%	* 16%	* 7%	* 9%	
Definitely	3%	1%	5%	E 5%	3%	2%	3%	4%	3%	3%	3%	* 4%	* 4%	* 2%	* 1%	
Don't know	6%	6%	7%	7%	8%	4%	7%	6%	5%	7%	6%	3% *	6% *	11% *	6%	

ztAEI. If the right person came along at the right time, do you think it is conceivable that you could have a sexual experience with a person of the same sex?

	Unweighted base	942	458	484	261	327	354	184	159	355	244	661	114	113	73	357
Base: All straight US adults		458	484	261	327	354	184	159	355	244	661	114	113	73	357	386
Absolutely not	66%	73%	60%	51%	65%	79%	65%	63%	68%	68%	65%	79%	64%	60%	76%	
Very unlikely, but not impossible	16%	15%	17%	22%	16%	13%	16%	18%	16%	15%	18%	J.L.M.* 8%	* 13%	* 18%	* 9%	
Maybe, if I really liked them	9%	5%	12%	E 16%	8%	4%	10%	8%	9%	7%	8%	* 7%	* 14%	* 10%	* 8%	
Definitely	4%	2%	5%	D.E 5%	5%	1%	3%	5%	3%	4%	4%	* 3%	* 3%	* 3%	* 2%	
Don't know	5%	4%	6%	6%	6%	3%	5%	6%	4%	6%	5%	3% *	6% *	8% *	5%	

nC8T7. If the right person came along at the right time, do you think it is conceivable that you could have a relationship with a person of the same sex?

	Unweighted base	942	458	484	261	327	354	184	159	355	244	661	114	113	73	357
Base: All straight US adults		458	484	261	327	354	184	159	355	244	661	114	113	73	357	386
Absolutely not	66%	74%	59%	51%	67%	77%	64%	63%	69%	67%	65%	78%	62%	64%	75%	
Very unlikely, but not impossible	16%	13%	19%	24%	14%	13%	15%	19%	15%	17%	17%	J.L.M.* 10%	* 16%	* 17%	* 10%	
Maybe, if I really liked them	9%	6%	11%	D.E 13%	9%	5%	11%	10%	9%	6%	8%	* 6%	* 13%	* 11%	* 8%	
Definitely	3%	2%	4%	E 6%	2%	1%	3%	3%	3%	3%	4%	* 2%	* 1%	* 2%	* 1%	
Don't know	6%	5%	6%	6%	7% E	4%	8%	4%	4%	7%	6%	4% *	7% *	6% *	6%	

Editorial
Kinsey Scale

US_nat Sample: 11th - 12th June 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
No, I have not	79%	N	N*	82%	**	78%	*	76%	R,U*	Y		AC	AC	AC
	80%	74%	70%	W	41%	85%	W*	67%	*	69%	82%	78%	77%	79%
Don't know	4%	3%	3%	3%	4%	3%	4%	5%	7%	4%	4%	3%	2%	4%
			*		**		*		*					

kulFc. If the right person came along at the right time, do you think it is conceivable that you would be attracted to a person of the same sex?

Unweighted base	961	325	182	97	504	12	104	47	260	34	238	723	342	272	217
Base: All straight US adults	942	300	166	89	483	21	95	40	273	31	247	695	348	269	203
Absolutely not	65%	64%	54%	46%	69%	87%	71%	71%	53%	56%	57%	67%	66%	62%	64%
		P,Q	*	V	**	V*	V*	V*	*	*	X				
Very unlikely, but not impossible	17%	15%	30%	30%	15%	4%	12%	15%	22%	18%	19%	16%	15%	19%	19%
		N	N,O	N,O*	**	*	*	*	R,T	*					
Maybe, if I really liked them	9%	9%	9%	13%	9%	5%	8%	4%	11%	13%	16%	7%	9%	10%	11%
			*	*	**	*	*	*	*	Y					AC
Definitely	3%	5%	3%	5%	2%	-	6%	4%	4%	11%	3%	3%	3%	4%	3%
		N	*	*	**	R*	*	*	R*	*					
Don't know	6%	7%	3%	6%	5%	5%	3%	6%	10%	3%	5%	7%	6%	5%	4%
			*	*	**	*	*	*	R,T	*					

ztAEI. If the right person came along at the right time, do you think it is conceivable that you could have a sexual experience with a person of the same sex?

Unweighted base	961	325	182	97	504	12	104	47	260	34	238	723	342	272	217
Base: All straight US adults	942	300	166	89	483	21	95	40	273	31	247	695	348	269	203
Absolutely not	66%	65%	57%	48%	70%	91%	69%	77%	56%	52%	60%	69%	68%	66%	63%
		Q	*	V,W	**	V*	V,W*	V*	*	*	X				
Very unlikely, but not impossible	16%	15%	28%	29%	16%	-	17%	11%	19%	19%	17%	16%	15%	14%	22%
		N	N,O	N,O*	**	*	*	*	*	*					AA
Maybe, if I really liked them	9%	8%	8%	14%	8%	9%	5%	4%	11%	18%	16%	6%	9%	11%	9%
			*	*	**	*	*	*	T,U*	Y					AC
Definitely	4%	5%	3%	4%	2%	-	7%	2%	5%	8%	4%	3%	3%	5%	3%
		N	*	*	**	R*	*	*	R*	*					
Don't know	5%	6%	3%	4%	3%	-	3%	6%	9%	3%	4%	5%	5%	5%	3%
			*	*	**	*	*	*	R,T	*					

nC8T7. If the right person came along at the right time, do you think it is conceivable that you could have a relationship with a person of the same sex?

Unweighted base	961	325	182	97	504	12	104	47	260	34	238	723	342	272	217
Base: All straight US adults	942	300	166	89	483	21	95	40	273	31	247	695	348	269	203
Absolutely not	66%	65%	60%	49%	70%	87%	70%	75%	57%	59%	64%	68%	68%	66%	64%
		Q	*	V	**	V*	V*	V*	*	*					
Very unlikely, but not impossible	16%	15%	27%	26%	15%	4%	11%	13%	21%	19%	15%	17%	16%	16%	20%
			N,O	N,O*	**	*	*	*	*	*					
Maybe, if I really liked them	9%	9%	8%	9%	9%	5%	11%	4%	9%	6%	13%	7%	9%	10%	8%
			*	*	**	*	*	*	*	Y					
Definitely	3%	3%	3%	10%	2%	-	4%	2%	3%	11%	4%	2%	2%	3%	5%
			N,O,P*	*	**	*	*	*	R,V*	*					
Don't know	6%	8%	2%	5%	4%	5%	4%	6%	10%	6%	4%	6%	5%	6%	3%
		P	*	*	**	*	*	*	R	*					

Editorial
Kinsey Scale

US_nat Sample: 11th - 12th June 2018



	Total	With which group do you most closely identify?						Prefer not to say
		Prefer not to say	Heterosexual / straight	Lesbian / gay woman	Gay man	Bisexual	Other	
No, I have not	79%	84%	85% AT	** 13%	** 7%	AQ* 33%	** 74%	** 58%
Don't know	4%	9% Z.AA.AB	2%	- **	- **	3% *	14% **	32% **

kulFc. If the right person came along at the right time, do you think it is conceivable that you would be attracted to a person of the same sex?

	Unweighted base	961	130	961	-	-	-	-	-
Base: All straight US adults	942	123	942	-	-	-	-	-	-
Absolutely not	65%	67%	65%	-	**	**	**	**	**
Very unlikely, but not impossible	17%	15%	17%	-	**	**	**	**	**
Maybe, if I really liked them	9%	4%	9%	-	**	**	**	**	**
Definitely	3%	2%	3%	-	**	**	**	**	**
Don't know	6%	11% AA.AB	6%	-	**	**	**	**	**

ztAEI. If the right person came along at the right time, do you think it is conceivable that you could have a sexual experience with a person of the same sex?

	Unweighted base	961	130	961	-	-	-	-	-
Base: All straight US adults	942	123	942	-	-	-	-	-	-
Absolutely not	66%	68%	66%	-	**	**	**	**	**
Very unlikely, but not impossible	16%	16%	16%	-	**	**	**	**	**
Maybe, if I really liked them	9%	3%	9%	-	**	**	**	**	**
Definitely	4%	2%	4%	-	**	**	**	**	**
Don't know	5%	10% AB	5%	-	**	**	**	**	**

nC8T7. If the right person came along at the right time, do you think it is conceivable that you could have a relationship with a person of the same sex?

	Unweighted base	961	130	961	-	-	-	-	-
Base: All straight US adults	942	123	942	-	-	-	-	-	-
Absolutely not	66%	69%	66%	-	**	**	**	**	**
Very unlikely, but not impossible	16%	14%	16%	-	**	**	**	**	**
Maybe, if I really liked them	9%	5%	9%	-	**	**	**	**	**
Definitely	3%	1%	3%	-	**	**	**	**	**
Don't know	6%	11% Z.AB	6%	-	**	**	**	**	**