



LGBTQ Pride
Fieldwork Dates: 28th - 31st May 2019

Conducted by YouGov
On behalf of YouGov RealTime

© Yougov plc 2019



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 3721 adults. Fieldwork was undertaken between 28th - 31st May 2019. 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.

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White

age. What is your age?

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526

Do you believe things have gotten better, worse, or stayed the same for the following groups under the Trump Administration? Please select one option on each row.

Q1_1. Gay/lesbian people

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Things have gotten better	20%	22%	19%	21%	19%	20%	21%	20%	-	-	20%	23%	19%	20%	22%
		B		*					**	**					O.P
Things have stayed the same	25%	27%	24%	17%	26%	25%	24%	30%	-	-	25%	25%	26%	25%	27%
				*				C	**	**					O.Q
Things have gotten worse	33%	30%	35%	42%	30%	31%	36%	32%	-	-	34%	33%	31%	35%	33%
			A	*			D.E		**	**					
Don't know	22%	21%	22%	21%	25%	23%	19%	17%	-	-	22%	19%	24%	20%	18%
			*	F.G		F.G			**	**			K		

Q1_2. Transgender people

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Things have gotten better	17%	19%	15%	17%	17%	16%	17%	18%	-	-	16%	18%	16%	17%	18%
		B		*					**	**					O
Things have stayed the same	23%	24%	21%	13%	21%	24%	23%	29%	-	-	21%	25%	23%	22%	25%
		B		*				C.D	**	**					O.Q
Things have gotten worse	38%	35%	40%	51%	37%	36%	40%	35%	-	-	40%	37%	36%	40%	38%
			A	D.E.G*					**	**					
Don't know	23%	22%	24%	20%	25%	24%	21%	18%	-	-	23%	21%	25%	21%	20%
			*	F.G					**	**			K.M		

PRL_Q2. Title VII of the Civil Rights Act of 1964 prohibits employers from discriminating against employees on the basis of sex, race, color, national origin, and religion. Should sexual orientation also be a protected class under this act?

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Yes, it should	54%	50%	59%	60%	58%	55%	53%	43%	-	-	58%	57%	50%	56%	55%
		A		G*	F.G	G	G		**	**	L	L		L	Q
No, it should not	25%	31%	20%	13%	19%	22%	31%	38%	-	-	21%	26%	27%	26%	28%
		B		*			C.D.E	C.D.E.F	**	**	J	J		J	O.P
Don't know	20%	19%	21%	28%	23%	23%	16%	19%	-	-	21%	17%	23%	18%	17%
			F*	F	F	F			**	**			K.M		

PRL_Q4. Is it acceptable or unacceptable for adoption/foster agencies to decline to place a child with a same-sex couple because of the agency's own religious affiliation?

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Completely acceptable	28%	20%	20%	18%	17%	24%	30%	34%	-	-	19%	28%	26%	23%	27%
		B		*		D	D.E	C.D.E	**	**	J.M	J			P
Somewhat acceptable	12%	14%	10%	13%	14%	13%	11%	6%	-	-	13%	13%	11%	12%	11%
		B		*	F.G	G			**	**					
Somewhat unacceptable	14%	14%	13%	18%	16%	10%	13%	17%	-	-	15%	12%	14%	13%	14%
			E*	E.F				E	**	**					
Completely unacceptable	36%	30%	41%	39%	33%	37%	37%	34%	-	-	37%	36%	33%	38%	38%
		A		*					**	**				L	O.Q
Prefer not to say	14%	14%	15%	12%	19%	16%	10%	9%	-	-	16%	11%	16%	14%	11%
			*	F.G	F.G				**	**	K	K			
Net: Acceptable	36%	42%	31%	31%	31%	37%	40%	40%	-	-	32%	40%	37%	35%	37%

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Race			Education				Marital Status					Children unde
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

age. What is your age?

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751

Do you believe things have gotten better, worse, or stayed the same for the following groups under the Trump Administration?
Please select one option on each row.

Q1_1. Gay/lesbian people

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
Things have gotten better	20%	14%	17%	21%	18%	23%	21%	18%	23%	19%	20%	17%	17%	17%	23%
						R			Z	*					
Things have stayed the same	25%	20%	27%	15%	26%	25%	25%	22%	28%	29%	23%	25%	23%	23%	28%
			O.Q						Z	*					
Things have gotten worse	33%	37%	28%	33%	25%	33%	41%	48%	30%	34%	37%	37%	35%	33%	27%
		P				R	R.S	R.S		*	V		V		
Don't know	22%	29%	28%	30%	30%	19%	13%	12%	20%	18%	20%	21%	25%	27%	22%
		N	N	N	S.T.U	T.U				*			V		

Q1_2. Transgender people

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
Things have gotten better	17%	12%	14%	19%	15%	19%	17%	14%	19%	12%	17%	13%	14%	14%	19%
						R.U			Z	*					
Things have stayed the same	23%	19%	23%	13%	24%	22%	22%	20%	26%	28%	21%	24%	18%	20%	26%
			Q						X.Z	*					
Things have gotten worse	38%	40%	34%	38%	29%	37%	48%	54%	34%	39%	40%	40%	42%	36%	33%
						R	R.S	R.S		*	V		V		
Don't know	23%	29%	29%	30%	31%	21%	13%	12%	20%	21%	22%	23%	26%	29%	23%
		N	N	N	S.T.U	T.U				*			V	V	

PRL_Q2. Title VII of the Civil Rights Act of 1964 prohibits employers from discriminating against employees on the basis of sex, race, color, national origin, and religion. Should sexual orientation also be a protected class under this act?

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
Yes, it should	54%	55%	53%	47%	48%	56%	62%	60%	50%	43%	57%	47%	60%	64%	54%
						R	R.S	R		*	V		V.W.Y	V.W.Y	
No, it should not	25%	17%	20%	23%	24%	26%	24%	29%	30%	29%	25%	32%	18%	14%	24%
									Z.AA	Z.AA*	Z.AA	Z.AA			
Don't know	20%	27%	27%	29%	28%	18%	14%	11%	19%	28%	18%	21%	22%	22%	22%
		N	N	N	S.T.U	T.U				*					

PRL_Q4. Is it acceptable or unacceptable for adoption/foster agencies to decline to place a child with a same-sex couple because of the agency's own religious affiliation?

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
Completely acceptable	24%	22%	16%	20%	22%	26%	27%	23%	30%	22%	23%	28%	17%	13%	27%
		P					R		X.Z.AA	*	Z.AA	Z.AA			AC
Somewhat acceptable	12%	14%	17%	17%	13%	13%	9%	14%	13%	17%	11%	9%	11%	12%	16%
			N	N	T	T		T		*					AC
Somewhat unacceptable	14%	12%	13%	15%	14%	12%	14%	15%	13%	13%	11%	18%	15%	13%	14%
										*	X				
Completely unacceptable	36%	28%	35%	29%	31%	37%	42%	39%	31%	33%	42%	30%	39%	46%	30%
		O				R	R			*	V.Y		V.Y	V.Y	
Prefer not to say	14%	24%	19%	20%	20%	13%	8%	10%	12%	15%	13%	16%	18%	15%	13%
		N	N	N	S.T.U	T				*			V		
Net: Acceptable	36%	36%	32%	36%	35%	38%	36%	36%	44%	39%	34%	36%	28%	25%	44%

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	r the age of 18		Income				Type of Area Lived in				Political Party			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other

age. What is your age?

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144

Do you believe things have gotten better, worse, or stayed the same for the following groups under the Trump Administration?
Please select one option on each row.

Q1_1. Gay/lesbian people

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Things have gotten better	20%	19%	15%	19%	22%	26%	21%	18%	20%	23%	28%	13%	33%	20%	20%
					AD	AD.AE	AD			AI	**		AM.AO.AP.AQ	AM	AM*
Things have stayed the same	25%	25%	26%	26%	27%	27%	18%	21%	28%	26%	26%	19%	38%	28%	22%
			AH	AH	AH	AH			AI	**		AQ	AM.AO.AP.AQ	AM.AQ	AQ*
Things have gotten worse	33%	34%	30%	31%	34%	39%	29%	37%	33%	24%	43%	57%	9%	31%	37%
			AB			AD.AE.AH		AJ.AK	AK		**	AN.AO.AP.AQ		AN.AQ	AN.AQ*
Don't know	22%	22%	29%	23%	16%	8%	33%	23%	19%	27%	3%	12%	21%	21%	21%
			AE.AF.AG	AF.AG	AG		AE.AF.AG	AJ		AJ	**		AM	AM	AM*

Q1_2. Transgender people

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Things have gotten better	17%	16%	13%	15%	19%	20%	17%	15%	16%	20%	29%	10%	28%	16%	13%
					AD	AD.AE				AI	**		AM.AO.AP.AQ	AM	*
Things have stayed the same	23%	22%	22%	24%	26%	26%	15%	20%	24%	24%	20%	14%	38%	24%	21%
			AH	AH	AH	AH			AI	**			AM.AO.AP.AQ	AM.AQ	AQ*
Things have gotten worse	38%	39%	35%	36%	39%	45%	35%	42%	38%	28%	48%	63%	12%	38%	43%
			AB			AD.AE.AF.AH		AK	AK		**	AN.AO.AP.AQ		AN.AQ	AN.AQ*
Don't know	23%	23%	31%	25%	17%	8%	33%	23%	21%	28%	3%	13%	22%	22%	23%
			AE.AF.AG	AF.AG	AG		AE.AF.AG			AJ	**		AM	AM	AM*

PRL_Q2. Title VII of the Civil Rights Act of 1964 prohibits employers from discriminating against employees on the basis of sex, race, color, national origin, and religion. Should sexual orientation also be a protected class under this act?

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Yes, it should	54%	54%	55%	53%	56%	60%	45%	58%	55%	47%	56%	80%	32%	55%	43%
			AH	AH	AH	AE.AH		AK	AK		**	AN.AO.AP.AQ		AN.AP.AQ	AN*
No, it should not	25%	25%	20%	25%	28%	29%	24%	21%	26%	31%	11%	10%	48%	26%	32%
				AD	AD	AD			AI	AI.AJ	**		AM.AO.AP.AQ	AM.AQ	AM.AQ*
Don't know	20%	20%	25%	21%	15%	11%	31%	21%	19%	22%	33%	10%	20%	20%	24%
			AF.AG	AF.AG	AG		AD.AE.AF.AG				**		AM	AM	AM*

PRL_Q4. Is it acceptable or unacceptable for adoption/foster agencies to decline to place a child with a same-sex couple because of the agency's own religious affiliation?

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Completely acceptable	24%	23%	20%	23%	27%	28%	24%	20%	25%	29%	17%	12%	45%	23%	34%
					AD	AD			AI	AI	**		AM.AO.AP.AQ	AM.AQ	AM.AO.AQ*
Somewhat acceptable	12%	11%	11%	14%	12%	16%	7%	14%	12%	10%	-	11%	14%	13%	10%
			AH	AH	AH	AD.AH			AK		**				*
Somewhat unacceptable	14%	14%	13%	15%	13%	15%	11%	13%	14%	12%	22%	13%	15%	15%	4%
											**	AP	AP	AP	*
Completely unacceptable	36%	37%	37%	35%	36%	34%	34%	36%	36%	33%	40%	56%	16%	34%	36%
			AB								**	AN.AO.AP.AQ		AN.AQ	AN.AQ*
Prefer not to say	14%	15%	18%	14%	11%	6%	24%	17%	12%	16%	22%	8%	11%	15%	17%
			AF.AG	AG	AG		AD.AE.AF.AG	AJ		AJ	**		AM	AM.AN	AM*
Net: Acceptable	36%	35%	32%	37%	39%	44%		34%	37%	39%	17%	23%	59%	36%	44%

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Political Viewpoint							2012 Presidential Vote					
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote

age. What is your age?

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003

Do you believe things have gotten better, worse, or stayed the same for the following groups under the Trump Administration? Please select one option on each row.

Q1_1. Gay/lesbian people

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Things have gotten better	20%	14%	10%	12%	18%	33%	34%	11%	11%	33%	14%	36%	25%	17%	10%
					AR.AS.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX			AR.AS.AT.AW.AX		AZ.BC	AZ*		
Things have stayed the same	25%	12%	13%	19%	27%	38%	33%	14%	16%	36%	18%	39%	26%	24%	16%
				AR.AX	AR.AS.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX		AR	AR.AS.AT.AW.AX		AZ.BB.BC	*	AZ	
Things have gotten worse	33%	19%	74%	56%	34%	10%	9%	21%	64%	10%	56%	8%	31%	27%	67%
		AN	AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY			AU.AV.AY	S.AT.AU.AV.AW.AY		BA.BB.BC		BA*	BA	BE.BF.BI.BJ
Don't know	22%	55%	4%	13%	20%	19%	23%	54%	9%	21%	12%	18%	19%	32%	7%
		AM.AN.AO.AP		AR.AX	AR.AS.AX	AR.AS.AX	AR.AS.AX	.AS.AT.AU.AV.AX	AR	AR.AS.AX		AZ	*	AZ.BA.BB	

Q1_2. Transgender people

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Things have gotten better	17%	11%	7%	9%	15%	30%	28%	10%	8%	29%	11%	31%	19%	14%	7%
					AR.AS.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX			AR.AS.AT.AW.AX		AZ.BB.BC	AZ*		
Things have stayed the same	23%	11%	9%	12%	24%	37%	38%	12%	11%	37%	15%	40%	20%	21%	11%
					AR.AS.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX			AR.AS.AT.AW.AX		AZ.BB.BC	*	AZ	
Things have gotten worse	38%	22%	80%	65%	40%	13%	12%	23%	72%	12%	62%	10%	38%	32%	74%
		AN	AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY			AU.AV.AY	S.AT.AU.AV.AW.AY		BA.BB.BC		BA*	BA	BE.BF.BI.BJ
Don't know	23%	56%	4%	14%	21%	23%	23%	55%	10%	22%	12%	19%	23%	33%	8%
		AM.AN.AO.AP		AR.AX	AR.AS.AX	AR.AS.AX	AR.AS.AX	.AS.AT.AU.AV.AX	AR	AR.AS.AX		AZ	AZ*	AZ.BA	

PRL_Q2. Title VII of the Civil Rights Act of 1964 prohibits employers from discriminating against employees on the basis of sex, race, color, national origin, and religion. Should sexual orientation also be a protected class under this act?

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Yes, it should	54%	35%	92%	81%	59%	34%	25%	38%	86%	30%	78%	28%	47%	49%	86%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY	AV.AY		AV.AY	S.AT.AU.AV.AW.AY	AV	BA.BB.BC		BA*	BA	BE.BF.BI.BJ
No, it should not	25%	14%	2%	10%	18%	47%	60%	14%	7%	52%	11%	56%	39%	20%	7%
				AR.AX	AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AV.AX	AR.AX	AR	R.AS.AT.AU.AW.AX		AZ.BB.BC	AZ.BC*	AZ	
Don't know	20%	52%	6%	9%	23%	19%	15%	49%	8%	17%	10%	15%	14%	31%	7%
		AM.AN.AO.AP		AR	AR.AS.AV.AX.AY	AR.AS.AX	AR.AS.AX	.AS.AT.AU.AV.AX	AR	AR.AS.AX		AZ	*	AZ.BA.BB	

PRL_Q4. Is it acceptable or unacceptable for adoption/foster agencies to decline to place a child with a same-sex couple because of the agency's own religious affiliation?

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Completely acceptable	24%	14%	8%	7%	18%	40%	60%	13%	8%	49%	13%	52%	38%	18%	10%
					AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AS.AX		AR.AS.AT.AU.AW.AX		AZ.BB.BC	AZ.BC*	AZ	
Somewhat acceptable	12%	10%	4%	14%	16%	15%	11%	8%	9%	13%	11%	13%	16%	13%	8%
				AR.AW.AX	AR.AV.AW.AX	AR.AW.AX	AR	AR	AR	AR.AW.AX			*		
Somewhat unacceptable	14%	12%	7%	18%	18%	17%	5%	10%	13%	11%	13%	10%	13%	16%	13%
		AP		AR.AV.AW.AX.AY	AR.AV.AW.AX.AY	AR.AV.AW.AY		AV	AR.AV	AR.AV	BA		*	BA	
Completely unacceptable	36%	24%	78%	53%	34%	17%	15%	27%	64%	16%	55%	16%	25%	31%	62%
		AN	AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AY			AU.AV.AY	S.AT.AU.AV.AW.AY		BA.BB.BC		BA*	BA	BE.BF.BI.BJ
Prefer not to say	14%	40%	3%	8%	14%	11%	9%	42%	6%	10%	8%	9%	8%	22%	7%
		AM.AN.AO.AP		AR.AX	AR.AS.AV.AX.AY	AR.AX	AR.AX	.AS.AT.AU.AV.AX	AR	AR.AX		AZ	*	AZ.BA.BB	
Net: Acceptable	36%	24%	12%	21%	34%	55%	71%	21%	17%	62%	24%	65%	54%	31%	18%

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	2016 Presidential Vote						Voting Registration			Stonewall Riots Familiarity					
	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	Familiar	Unfamiliar	Heterosexual / straight	Lesbian / gay woman	Gay man	

age. What is your age?

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116

Do you believe things have gotten better, worse, or stayed the same for the following groups under the Trump Administration? Please select one option on each row.

Q1_1. Gay/lesbian people

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Things have gotten better	20%	38%	18%	14%	26%	24%	16%	23%	15%	16%	19%	21%	21%	13%	22%
		BD.BF.BG.BJ	BD*	*	**	BD*	BD	BL	*	*	BN	BN	BN	*	*
Things have stayed the same	25%	36%	43%	21%	30%	28%	24%	26%	24%	17%	24%	28%	26%	30%	25%
		BD.BG.BJ	BD.BG.BJ*	*	**	BD*	BD	BLBM	*	*	BN	BN	BU	BP.BU*	BP.BU*
Things have gotten worse	33%	8%	28%	60%	17%	19%	26%	36%	27%	19%	50%	29%	31%	57%	51%
		BD.BG	BE*	BE.BF.BI.BJ*	**	BE*	BE	BLBM	*	*	BO	BO	BU	BP.BU*	BP.BU*
Don't know	22%	19%	11%	5%	26%	29%	33%	15%	34%	48%	7%	21%	22%	-	2%
		BD.BG	*	*	**	BD.BF.BG*	BD.BE.BF.BG	BK	BK.BL*	*	BN	BN	BQ.BR.BS.BV	*	*

Q1_2. Transgender people

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Things have gotten better	17%	31%	19%	11%	22%	17%	14%	18%	13%	16%	15%	18%	17%	10%	18%
		BD.BF.BG.BI.BJ	BD*	*	**	BD*	BD	BL	*	*	BN	BN	BS.BT	*	BT*
Things have stayed the same	23%	38%	36%	20%	30%	26%	21%	24%	21%	18%	20%	26%	24%	10%	15%
		BD.BG.BJ	BD.BJ*	*	**	BD*	BD	BLBM	*	*	BN	BN	BQ.BS.BU.BV	*	*
Things have gotten worse	38%	9%	36%	63%	21%	27%	32%	41%	32%	20%	57%	34%	36%	74%	61%
		BD.BF.BG	BE*	BE.BF.BI.BJ*	**	BE*	BE	BLBM	BM	*	BO	BO	BU	BP.BU*	BP.BU*
Don't know	23%	21%	10%	6%	26%	30%	33%	16%	35%	47%	8%	22%	23%	6%	5%
		BD.BF.BG	*	*	**	BD.BF.BG*	BD.BE.BF.BG	BK	BK.BL*	*	BN	BN	BQ.BR.BV	*	*

PRL_Q2. Title VII of the Civil Rights Act of 1964 prohibits employers from discriminating against employees on the basis of sex, race, color, national origin, and religion. Should sexual orientation also be a protected class under this act?

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Yes, it should	54%	28%	62%	86%	49%	35%	50%	58%	49%	37%	72%	53%	53%	91%	83%
		BD.BF.BG.BJ	BE.BI*	BE.BF.BI.BJ*	**	*	BE.BI	BLBM	BM	*	BO	BO	BU	BP.BT.BU*	BP.BT.BU*
No, it should not	25%	55%	31%	2%	37%	42%	19%	28%	20%	13%	21%	29%	27%	9%	10%
		BD.BF.BG.BJ	BD.BG.BJ*	*	**	BD.BG.BJ*	BD.BG	BLBM	*	*	BN	BN	BQ.BR.BS.BU.BV	*	*
Don't know	20%	17%	7%	13%	13%	23%	31%	14%	31%	50%	7%	18%	20%	-	7%
		BD.BF	*	*	**	BD.BF*	BD.BE.BF.BG	BK	BK.BL*	*	BN	BN	BQ.BR.BS.BV	*	*

PRL_Q4. Is it acceptable or unacceptable for adoption/foster agencies to decline to place a child with a same-sex couple because of the agency's own religious affiliation?

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Completely acceptable	24%	51%	32%	9%	60%	44%	17%	29%	16%	13%	20%	28%	28%	6%	12%
		BD.BF.BG.BJ	BD.BG.BJ*	*	**	BD.BG.BJ*	BD	BLBM	*	*	BN	BN	Q.BR.BS.BT.BU.B	*	*
Somewhat acceptable	12%	13%	20%	10%	24%	6%	14%	11%	16%	9%	15%	12%	12%	13%	12%
		BD	BD.BI*	*	**	*	BD	BLBM	*	*	BO	BO	BS	*	*
Somewhat unacceptable	14%	11%	13%	9%	-	12%	15%	13%	16%	10%	14%	15%	14%	9%	7%
		BD	BE*	*	**	*	BE	BLBM	*	*	BN	BN	BU	*	*
Completely unacceptable	36%	16%	32%	68%	7%	18%	31%	39%	29%	25%	47%	34%	34%	72%	61%
		BD	BE*	BE.BF.BI.BJ*	**	*	BE	BLBM	*	*	BO	BO	BU	BP.BT.BU*	BP.BU*
Prefer not to say	14%	9%	3%	5%	8%	21%	23%	9%	23%	43%	4%	10%	13%	-	8%
		BD.BF	*	*	**	BD.BE.BF.BG*	BD.BE.BF.BG	BK	BK.BL*	*	BN	BN	BQ.BV	*	*
Net: Acceptable	36%	64%	53%	19%	84%	49%	31%	39%	33%	22%	36%	40%	39%	19%	24%

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Sexual Orientation			
	Bisexual	Other	Prefer not to say	Gay Men/Women

age. What is your age?

Unweighted base	3721	149	65	142	169
Base	3721	135	72	175	155

Do you believe things have gotten better, worse, or stayed the same for the following groups under the Trump Administration?
Please select one option on each row.

Q1_1. Gay/lesbian people

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Things have gotten better	20%	15%	16%*	14%	20%
Things have stayed the same	25%	20%	18%*	19%	26%
Things have gotten worse	33%	51% BP.BU	52% BP.BU*	20%	52% BP.BU
Don't know	22%	14% BQ.BR.BV	14% BQ.BR.BV*	47% P.BQ.BR.BS.BT.BV	2%

Q1_2. Transgender people

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Things have gotten better	17%	10%	4%*	16%	16% BT
Things have stayed the same	23%	15%	19%*	12%	14%
Things have gotten worse	38%	60% BP.BU	59% BP.BU*	25%	65% BP.BU
Don't know	23%	15% BR.BV	18% BR.BV*	48% P.BQ.BR.BS.BT.BV	5%

PRL_Q2. Title VII of the Civil Rights Act of 1964 prohibits employers from discriminating against employees on the basis of sex, race, color, national origin, and religion. Should sexual orientation also be a protected class under this act?

Unweighted base	3721	149	65	142	169
Base: All US adults	3721	135	72	175	155
Yes, it should	54%	77% BP.BU	65% BU*	37%	85% BP.BT.BU
No, it should not	25%	12%	14%*	18%	10%
Don't know	20%	11% BQ	21% BQ.BR.BV*	45% P.BQ.BR.BS.BT.BV	5%

PRL_Q4. Is it acceptable or unacceptable for adoption/foster agencies to decline to place a child with a same-sex couple because of the agency's own religious affiliation?

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Completely acceptable	24%	9%	11%*	15%	10%
Somewhat acceptable	12%	6%	15%*	11%	12%
Somewhat unacceptable	14%	16% BV	12%*	9%	8%
Completely unacceptable	36%	59% BP.BU	46% BU*	20%	64% BP.BT.BU
Prefer not to say	14%	10% BQ	16% BQ.BV*	45% P.BQ.BR.BS.BT.B	6% BQ
Net: Acceptable	36%	14%	26%	26%	23%

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
Net: Unacceptable	49%	B 44%	A 54%	* 57%	50%	D 47%	D 49%	D 51%	** -	** -	52%	J 48%	J 47%	51%	52%
				*					**	**					O

PRL_Q5. In general, do you support or oppose same-sex couples adopting children?

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Strongly support	34%	28%	40%	37%	37%	36%	33%	22%	-	-	36%	34%	32%	38%	37%
			A	G*	G	G	G		**	**				L	O.P
Somewhat support	12%	11%	12%	20%	11%	13%	10%	11%	-	-	13%	12%	10%	11%	12%
			D.F*						**	**					
Neither support nor oppose	20%	21%	18%	20%	19%	19%	21%	23%	-	-	20%	19%	21%	18%	19%
		B	*						**	**					
Somewhat oppose	10%	11%	8%	2%	10%	9%	10%	15%	-	-	9%	11%	9%	10%	10%
		B	*					C.D.E.F	**	**					
Strongly oppose	17%	20%	14%	14%	11%	15%	21%	26%	-	-	14%	17%	20%	14%	17%
		B	*			D	D.E	C.D.E	**	**			J.M		
Prefer not to say	8%	8%	7%	8%	12%	8%	4%	3%	-	-	8%	6%	8%	9%	6%
			*	E.F.G	F.G	F.G			**	**					
Net: Support	46%	39%	52%	56%	48%	49%	44%	33%	-	-	49%	46%	42%	49%	49%
			A	G*	G	F.G	G		**	**	L			L	O.P
Net: Oppose	26%	31%	22%	16%	21%	24%	31%	41%	-	-	22%	28%	29%	23%	27%
		B	*				C.D.E	C.D.E.F	**	**	J.M	J.M	J.M		

PRL_Q6. Under current FDA guidelines, men who have had sex with another man within the last 12 months are not eligible to donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place?

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
This policy should continue to be in place	52%	54%	50%	37%	35%	51%	65%	76%	-	-	49%	55%	55%	47%	54%
			*			C.D	C.D.E	C.D.E.F	**	**		J.M	J.M		P.Q
This policy should no longer be in place	32%	32%	32%	42%	41%	32%	25%	16%	-	-	33%	32%	29%	35%	33%
			F.G*	E.F.G	F.G	F.G	G		**	**				L	O
Prefer not to say	16%	15%	18%	20%	24%	16%	10%	9%	-	-	18%	14%	16%	18%	13%
			A	F.G*	E.F.G	F.G			**	**	K				

PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots?

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Very familiar	7%	8%	6%	14%	9%	8%	5%	1%	-	-	7%	6%	6%	10%	7%
		B		F.G*	F.G	F.G	G		**	**				K.L	
Somewhat familiar	18%	20%	15%	21%	19%	17%	17%	15%	-	-	18%	16%	17%	20%	18%
		B	*						**	**				K	
Not very familiar	16%	18%	14%	13%	19%	17%	12%	12%	-	-	17%	18%	15%	14%	16%
		B	*		F.G	F			**	**					
Not at all familiar	44%	39%	48%	31%	29%	42%	55%	65%	-	-	42%	48%	45%	39%	47%
			A	*		D	C.D.E	C.D.E.F	**	**	M	M		O.P.Q	
Don't know	16%	15%	17%	21%	24%	16%	10%	7%	-	-	16%	13%	17%	17%	12%
			F.G*	E.F.G	F.G				**	**			K	K	

PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history?

Unweighted base	1620	845	775	37	589	466	456	72	-	-	325	351	547	397	1120
Base: All US Adults	1500	831	669	41	568	398	430	73	-	-	306	316	520	358	1045
Very important	37%	35%	39%	47%	33%	38%	41%	31%	-	-	38%	30%	34%	46%	39%
			**	**			D	*	**	**				K.L	P
Somewhat important	26%	28%	23%	28%	32%	21%	22%	30%	-	-	25%	29%	27%	24%	25%
		B	**	**	E.F			*	**	**					

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Race			Education				Marital Status						Children unde		
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes		
Net: Unacceptable	49%	40%	48%	44%	45%	49%	56%	54%	X.Z.AA 44%	*	46%	53%	48%	54%	59%	AC 43%

PRL_Q5. In general, do you support or oppose same-sex couples adopting children?

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
Strongly support	34%	27%	28%	35%	26%	36%	45%	42%	31%	24%	37%	22%	41%	44%	30%
Somewhat support	12%	10%	12%	13%	12%	10%	14%	11%	13%	17%	9%	12%	10%	14%	13%
Neither support nor oppose	20%	20%	22%	20%	23%	19%	15%	18%	20%	21%	21%	21%	20%	18%	19%
Somewhat oppose	10%	9%	9%	9%	9%	10%	10%	10%	12%	8%	9%	14%	7%	6%	14%
Strongly oppose	17%	21%	15%	13%	18%	18%	13%	13%	20%	22%	17%	24%	12%	8%	16%
Prefer not to say	8%	13%	13%	10%	12%	6%	3%	6%	6%	8%	7%	7%	11%	10%	8%
Net: Support	46%	37%	41%	48%	38%	46%	59%	53%	43%	41%	46%	34%	51%	58%	43%
Net: Oppose	26%	31%	24%	21%	27%	28%	23%	23%	31%	30%	26%	38%	19%	14%	30%

PRL_Q6. Under current FDA guidelines, men who have had sex with another man within the last 12 months are not eligible to donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place?

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
This policy should continue to be in place	52%	54%	43%	46%	54%	53%	48%	46%	59%	58%	58%	65%	38%	45%	52%
This policy should no longer be in place	32%	24%	32%	31%	26%	32%	39%	41%	27%	21%	29%	25%	40%	36%	31%
Prefer not to say	16%	23%	25%	24%	20%	15%	13%	13%	14%	21%	12%	10%	22%	19%	18%

PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots?

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
Very familiar	7%	7%	7%	5%	6%	6%	9%	10%	8%	4%	2%	2%	8%	9%	11%
Somewhat familiar	18%	15%	16%	18%	9%	18%	25%	35%	18%	9%	18%	18%	18%	14%	19%
Not very familiar	16%	16%	16%	14%	14%	17%	17%	15%	16%	22%	14%	14%	17%	13%	18%
Not at all familiar	44%	41%	36%	35%	50%	42%	40%	33%	46%	47%	52%	53%	36%	43%	37%
Don't know	16%	22%	25%	28%	21%	16%	9%	7%	13%	17%	14%	14%	20%	22%	15%

PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history?

Unweighted base	1620	182	221	97	452	543	372	253	791	26	139	59	527	78	409
Base: All US Adults	1500	185	164	106	432	500	343	224	701	28	136	66	502	67	360
Very important	37%	31%	27%	40%	32%	36%	37%	49%	32%	28%	38%	29%	43%	48%	30%
Somewhat important	26%	26%	31%	28%	21%	26%	34%	27%	27%	35%	26%	28%	25%	27%	29%

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Total	r the age of 18		Income				Type of Area Lived in				Political Party			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other
Net: Unacceptable	49%	51% AB	51%	49%	AD.AH 50%	AD.AE.AH 50%	45%	48%	51% AK	45%	** 62%	69% AN.AO.AP.AQ	AM.AO.AP.AQ 31%	AM.AQ 49%	AM.AQ* 39% *

PRL_Q5. In general, do you support or oppose same-sex couples adopting children?

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Strongly support	34%	35% AB	34%	33%	35% AH	40% AD.AE.AH	28%	38% AK	35% AK	26%	**	57% AN.AO.AP.AQ	12%	35% AN.AQ	31% AN.AQ*
Somewhat support	12%	11%	9%	11%	12% AD	16% AD.AH	11%	11% 11%	12% 11%	11%	**	11% AQ	13% AQ	12% 12%	11% *
Neither support nor oppose	20%	20%	22%	22%	18% 13%	17% 11%	18%	18% 10%	20% 10%	23% 9%	** 11%	15% 6%	23% 16%	22% 10%	16% 11%
Somewhat oppose	10%	9%	8%	8%	AD.AE.AH 16%	11% 13%	7%	10% 10%	10% 9%	9%	**	6% AM.AO.AQ	16% AM	10% AM	11% *
Strongly oppose	17%	17%	17%	18%	AG 18%	13% AG	19%	13% 17%	17% AI	23% AI.AJ	13% 13%	8% 2%	32% AM.AO.AQ	14% AM	25% AM.AO.AQ*
Prefer not to say	8%	8%	10%	7%	AG 5%	3% AG	16% AD.AE.AF.AG	10% AJ	6% 7%	7%	**	3% 3%	4% 4%	8% AM.AN	7% AM*
Net: Support	46%	47%	43%	45%	48% AH	56% AD.AE.AF.AH	39%	48% AK	48% AK	37% 37%	49% 2%	68% AN.AO.AP.AQ	25% 25%	46% AN.AQ	41% AN.AQ*
Net: Oppose	26%	25%	25%	26%	29% 25%	27%	23%	23% 26%	32% AI.AJ	24% 2%	**	14% AM.AO.AP.AQ	48% AM	24% AM	35% AM.AO.AQ*

PRL_Q6. Under current FDA guidelines, men who have had sex with another man within the last 12 months are not eligible to donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place?

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
This policy should continue to be in place	52%	52%	49%	56%	AD.AH 56%	AD.AH 53%	45%	47% 52%	AI 61%	AI.AJ 26%	**	38% 57%	AM.AO.AP.AQ 78%	AM.AQ 54%	AM.AQ* 52%
This policy should no longer be in place	32%	32%	31%	30%	33% 38%	AD.AE.AH 27%	35%	32% 32%	AK 26%	26%	18%	49% AN.AO.AP.AQ	14% 14%	31% 31%	30% AN*
Prefer not to say	16%	16%	21%	14%	12% 9%	28% AD.AE.AF.AG	19%	16% 16%	14% 14%	14%	25% 2%	12% 12%	10% 10%	15% AN	19% AN*

PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots?

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Very familiar	7%	6%	7%	5%	AE.AH 8%	AD.AE.AF.AH 12%	4%	11% AJ.AK	5% 4%	4%	7% 2%	11% AN.AO.AQ	5% 5%	5% 5%	8% *
Somewhat familiar	18%	17%	14%	15%	20% AD.AE.AH	28% AD.AE.AF.AH	13%	20% AK	19% AK	10% 10%	7% 2%	24% AN.AO.AP.AQ	13% AQ	20% AN.AQ	15% AQ*
Not very familiar	16%	15%	14%	16%	16% 18%	16%	15% 15%	16% 16%	15% 15%	15%	7% 2%	16% AQ	17% AQ	17% AQ	15% *
Not at all familiar	44%	45%	46%	47%	45% AG	36% AG	40%	35% AI	45% AI	54% AI.AJ	53% 2%	38% AM.AO.AQ	53% AM.AO.AQ	46% AM.AQ	45% *
Don't know	16%	16%	19%	18%	12% 6%	27% AD.AE.AF.AG	18%	14% AJ	17% 17%	17%	27% 2%	11% 23%	13% 30%	12% 28%	17% 22% *

PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history?

Unweighted base	1620	1211	326	245	496	375	178	620	787	209	4	721	339	450	64
Base: All US Adults	1500	1140	336	229	425	336	174	556	746	195	3	608	318	441	55
Very important	37%	39% AB	43% AE.AH	30%	37% 39%	39% AE	31%	41% AK	36% AK	30% 30%	- 2%	55% AN.AO.AQ	16% AN	28% AN	45% AN.AO.AQ*
Somewhat important	26%	25%	20%	24%	26% 35% AD.AE.AF.AH	23%	28% 28%	27% 27%	20% 20%	20%	33% 2%	23% AM	30% 30%	28% 28%	22% *

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Political Viewpoint							2012 Presidential Vote							
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	
Net: Unacceptable	49%	36%	85%	71%	51%	33%	20%	38%	78%	28%	68%	26%	38%	47%	76%
			AR.AX	AR.AS.AW.AX	AR.AS.AW.AX	AR.AS.AW.AX	AR.AS.AW.AX	AR	AR	R.AS.AT.AU.AW.AX		AZ.BC	AZ.BC*	AZ	76%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY	AV.AY	AV.AY	S.AT.AU.AV.AW.A	AV	BA.BB.BC		BA	BE.BF.BI.BJ		

PRL_Q5. In general, do you support or oppose same-sex couples adopting children?

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303	
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003	
Strongly support	34%	20%	81%	57%	35%	12%	8%	24%	68%	10%	56%	11%	24%	30%	64%	
Somewhat support	12%	8%	6%	13%	16%	14%	7%	8%	10%	11%	12%	12%	13%	10%	11%	
Neither support nor oppose	20%	23%	6%	16%	24%	27%	17%	21%	12%	23%	14%	24%	18%	23%	12%	
Somewhat oppose	10%	7%	3%	7%	9%	16%	15%	5%	5%	16%	6%	15%	16%	9%	5%	
Strongly oppose	17%	12%	3%	AR.AX	AR.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX	29%	48%	12%	4%	AZ.BC	AZ*	AZ	6%	
Prefer not to say	8%	31%	1%	3%	7%	3%	5%	30%	2%	4%	4%	3%	4%	13%	3%	
Net: Support	46%	AM.AN.AO.AP	28%	AR	AR.AS.AU.AX.AY	AR	AR.AS.AX	25%	15%	32%	77%	21%	68%	24%	37%	40%
Net: Oppose	26%		19%	AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY	AV.AY	45%	63%	17%	9%	53%	14%	49%	41%	24%
				AR.AX	AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AX	AR	R.AS.AT.AU.AW.AX		AZ.BC	AZ.BC*	AZ	10%	

PRL_Q6. Under current FDA guidelines, men who have had sex with another man within the last 12 months are not eligible to donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place?

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
This policy should continue to be in place	52%	33%	23%	AR.AX	AR.AS.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX	34%	30%	77%	40%	81%	65%	46%	36%
This policy should no longer be in place	32%	21%	69%	49%	31%	17%	15%	18%	58%	16%	46%	11%	25%	31%	51%
Prefer not to say	16%	47%	9%	15%	15%	7%	8%	48%	12%	7%	14%	8%	10%	22%	13%
		AM.AN.AO.AP		AR.AU.AV.AX.AY	AR.AU.AV.AY			AR.AS.AT.AU.AV.AX	AR.AU.AV.AY		BA		*	AZ.BA.BB	BE

PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots?

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Very familiar	7%	4%	20%	7%	5%	3%	8%	3%	13%	5%	11%	5%	8%	5%	11%
Somewhat familiar	18%	6%	34%	27%	18%	15%	12%	2%	30%	13%	26%	14%	20%	13%	30%
Not very familiar	16%	9%	16%	16%	19%	17%	15%	8%	16%	16%	16%	17%	24%	14%	15%
Not at all familiar	44%	33%	25%	37%	45%	53%	55%	41%	32%	54%	37%	57%	37%	44%	36%
Don't know	16%	48%	5%	AR.AX	AR.AS.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX	13%	10%	17%	10%	7%	10%	24%	9%
		AM.AN.AO.AP		AR.AX	AR.AX	AR	AR	AS.AT.AU.AV.AX	AR	AR	BA		*	AZ.BA.BB	

PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history?

Unweighted base	1620	46	397	324	420	251	180	48	721	431	788	327	45	412	723
Base: All US Adults	1500	76	312	283	438	230	175	62	595	406	646	290	35	482	569
Very important	37%	23%	70%	49%	24%	14%	21%	32%	60%	17%	51%	17%	25%	31%	57%
Somewhat important	26%	24%	19%	26%	35%	27%	24%	7%	22%	26%	27%	27%	27%	24%	24%
				AR.AW	R.AS.AV.AW.AX	AR.AW	AW	*	AR.AW	AR.AW			*		

YouGov RealTime LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	2016 Presidential Vote						Voting Registration			Stonewall Riots Familiarity					
	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	Familiar	Unfamiliar	Heterosexual / straight	Lesbian / gay woman	Gay man	
	BD.BG.BI.BJ	BD.BG.BJ*	*	**	BD.BG.BJ*	BD	BLBM		*		BN	BQ.BR.BS.BU.BV	*	*	
Net: Unacceptable	49%	27%	44%	76%	30%	46%	52%	45%	35%	61%	49%	48%	81%	69%	
		BE*	BE.BF.BI.BJ*	**	*	BE.BI	BLBM		*	BO	BU	BU	BP.BT.BU*	BP.BU*	

PRL_Q5. In general, do you support or oppose same-sex couples adopting children?

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Strongly support	34%	12%	44%	59%	13%	24%	29%	38%	28%	16%	54%	30%	32%	83%	75%
Somewhat support	12%	11%	10%	11%	8%	9%	12%	11%	12%	9%	11%	13%	12%	6%	5%
Neither support nor oppose	20%	23%	26%	18%	36%	16%	23%	18%	23%	31%	16%	22%	20%	3%	13%
Somewhat oppose	10%	16%	6%	7%	15%	6%	9%	10%	10%	6%	8%	12%	10%	5%	3%
Strongly oppose	17%	34%	13%	2%	29%	40%	13%	18%	14%	12%	10%	20%	18%	3%	5%
Prefer not to say	8%	4%	2%	3%	-	6%	14%	4%	13%	26%	1%	4%	7%	-	1%
Net: Support	46%	23%	54%	70%	21%	32%	41%	50%	41%	25%	65%	43%	44%	89%	79%
Net: Oppose	26%	50%	19%	9%	44%	46%	23%	28%	24%	18%	18%	32%	29%	8%	7%
	BD.BF.BG.BJ	BD*	*	**	BD.BF.BG.BJ*	BD	BLBM		*	BN	BQ.BR.BS.BV	BU	BP.BS.BT.BU*	BP.BT.BU*	

PRL_Q6. Under current FDA guidelines, men who have had sex with another man within the last 12 months are not eligible to donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place?

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
This policy should continue to be in place	52%	80%	44%	26%	65%	52%	46%	55%	48%	35%	42%	61%	56%	39%	19%
This policy should no longer be in place	32%	13%	47%	64%	26%	24%	30%	33%	29%	24%	52%	28%	29%	54%	74%
Prefer not to say	16%	7%	9%	10%	9%	25%	24%	12%	23%	41%	6%	11%	15%	8%	7%
	BD.BF.BG.BI.BJ	*	*	**	BD.BE.BF*	BD.BE.BF.BG	BLBM	BM	*	BN	Q.BR.BS.BT.BU.B	BR.BT.BV*	BP.BU*	BP.BQ.BT.BU*	

PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots?

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Very familiar	7%	6%	8%	8%	10%	8%	5%	8%	5%	3%	-	-	5%	26%	37%
Somewhat familiar	18%	13%	22%	21%	35%	17%	12%	21%	13%	6%	72%	-	16%	40%	29%
Not very familiar	16%	18%	19%	23%	16%	15%	15%	16%	13%	21%	-	26%	16%	5%	13%
Not at all familiar	44%	54%	47%	38%	22%	49%	43%	45%	43%	31%	-	74%	48%	23%	15%
Don't know	16%	9%	4%	11%	17%	12%	25%	10%	26%	39%	-	-	15%	6%	6%
	BD.BG.BJ	*	*	**	*	BD	BM	BM	*	BN	Q.BR.BS.BT.BU.B	BR.BV	BR.BV	*	*

PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history?

Unweighted base	1620	425	44	27	13	22	360	1443	151	26	1024	596	1287	34	102
Base: All US Adults	1500	359	25	16	7	13	509	1125	319	56	917	582	1195	27	93
Very important	37%	17%	27%	37%	38%	33%	30%	40%	31%	16%	52%	12%	31%	77%	76%
Somewhat important	26%	25%	51%	40%	28%	25%	27%	25%	29%	35%	28%	23%	29%	8%	14%
			**	**	**	**	BE	BL	BO	**	BR.BS.BV	BR.BS.BV	BR.BS.BV	**	*

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Sexual Orientation			
	Bisexual	Other	Prefer not to say	Gay Men/Women
Net: Unacceptable	49%	*	BS	72%
	75%	58%	29%	72%
	BP.BT.BU	BU*		BP.BU

PRL_Q5. In general, do you support or oppose same-sex couples adopting children?

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Strongly support	34%	65%	46%	17%	77%
		BP.BT.BU	BU*		BP.BS.BT.BU
Somewhat support	12%	8%	5%	8%	5%
Neither support nor oppose	20%	13%	24%	21%	10%
			BQ.BV*	BQ.BV	BQ
Somewhat oppose	10%	3%	7%	11%	3%
			*	BR.BS.BV	
Strongly oppose	17%	3%	11%	9%	4%
			BS*		
Prefer not to say	8%	8%	7%	34%	0%
		BR.BV	BV*	P.BQ.BR.BS.BT.BV	
Net: Support	46%	73%	51%	25%	82%
		BP.BT.BU	BU*		BP.BT.BU
Net: Oppose	26%	6%	18%	20%	7%
			BS.BV*	BR.BS.BV	

PRL_Q6. Under current FDA guidelines, men who have had sex with another man within the last 12 months are not eligible to donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place?

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
This policy should continue to be in place	52%	23%	19%	36%	24%
			*	BR.BS.BT	BR
This policy should no longer be in place	32%	65%	54%	20%	69%
		BP.BU	BP.BU*		BP.BQ.BU
Prefer not to say	16%	13%	27%	44%	7%
			BP.BQ.BR.BS.BV*	BP.BQ.BR.BS.BV	

PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots?

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Very familiar	7%	22%	22%	5%	34%
		BP.BU	BP.BU*		BP.BS.BU
Somewhat familiar	18%	30%	27%	15%	32%
		BP.BU	*		BP.BU
Not very familiar	16%	13%	5%	12%	11%
			*		
Not at all familiar	44%	18%	21%	25%	17%
			*		
Don't know	16%	17%	24%	42%	6%
		BR.BV	BQ.BR.BV*	P.BQ.BR.BS.BT.BV	

PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history?

Unweighted base	1620	105	40	52	136
Base: All US Adults	1500	87	40	58	120
Very important	37%	61%	59%	32%	76%
		BP.BU*	**	*	BP.BS.BU
Somewhat important	26%	15%	18%	20%	12%
		*	**	*	

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Not very important	11%	11%	10%	8% **	15% E.F.G	8%	10%	5% *	- **	- **	12%	9%	9%	14% KL	8%
Not at all important	5%	7% B	4%	4% **	5%	6%	6%	3% *	- **	- **	5%	6% M	7% M	3%	5%
Don't know	21%	19%	24%	13% A	16% **	27% D.F	21%	31% D.F*	- **	- **	20% M	26% M	23% M	14% Q	22%
Net: Important	63%	63%	63%	74% **	65% **	59% **	64% **	61% *	- **	- **	63% **	59% **	61% **	70% KL	64%
Net: Not important	16%	18% B	14%	12% **	19% G	14%	16%	8% *	- **	- **	17% **	15% **	16% **	17% **	14%

PRL_Q9. If an advertisement featured a same-sex couple, would you be more or less likely to consider purchasing the product?

	Unweighted base	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
I would be much more likely to purchase the product	7%	7%	7%	5% *	9% F.G	7% G	6% G	3% G	- **	- **	5% **	6% **	6% **	9% J.K.L	6%
I would be somewhat more likely to purchase the product	6%	6%	6%	13% F.G*	10% E.F.G	7% F.G	3% G	1% G	- **	- **	8% L	6% L	5% L	7% L	6%
I would be neither more nor less likely to purchase the product	46%	42%	49%	39% A	39% *	47% D	51% D	49% D	- **	- **	50% L	47% L	42% L	47% L	48% O.P.Q
I would be somewhat less likely to purchase the product	9%	11% B	7%	9% *	11% E.F	8% E.F	7% E.F	11% E.F	- **	- **	7% **	10% **	10% **	7% **	9%
I would be much less likely to purchase the product	18%	22% B	14%	15% *	12% *	16% D	23% D.E	29% C.D.E	- **	- **	13% **	20% J	21% J.M	16% J.M	20% P
Prefer not to say	3%	2%	3%	5% *	3% *	3% *	2% *	2% *	- **	- **	2% **	2% **	4% **	2% **	1%
Don't know	12%	10%	13%	14% A	17% F*	12% F.G	7% F.G	7% F.G	- **	- **	14% K	9% K	13% K	11% K	9%
Net: More likely to purchase	13%	13%	13%	18% F.G*	18% E.F.G	13% F.G	10% G	3% G	- **	- **	13% **	13% **	11% **	17% K.L	12%
Net: Less likely to purchase	27%	33% B	21%	24% *	23% *	24% *	31% D.E	39% C.D.E.F	- **	- **	21% **	29% J.M	31% J.M	23% J.M	29% P

PRL_Q10. If a company is known as LGBTQ+-friendly, are you more or less likely to do business with them?

	Unweighted base	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Much more likely to do business with them	12%	11%	14%	14% A	15% G*	14% F.G	10% G	6% G	- **	- **	13% **	12% **	11% **	15% L	13%
Somewhat more likely to do business with them	12%	12%	12%	20% E.F.G*	17% E.F.G	10% G	9% G	5% G	- **	- **	12% **	11% **	11% **	13% **	12%
Neither more nor less likely to do business with them	44%	42%	45%	29% *	33% *	46% C.D	51% C.D.E	49% C.D	- **	- **	45% **	44% **	42% **	44% **	46% O.P.Q
Somewhat less likely to do business with them	6%	7%	5%	7% *	7% F	5% F	4% F	9% E.F	- **	- **	4% **	8% J.M	6% J.M	5% J.M	6% O
Much less likely to do business with them	12%	15% B	9%	9% *	8% *	10% D.E	16% D.E	21% C.D.E	- **	- **	9% **	15% J.M	13% J	10% J	14% P
Prefer not to say	3%	3%	2%	5% *	3% *	3% *	2% *	3% *	- **	- **	3% M	3% M	3% M	1% M	1%
Don't know	12%	10%	13%	17% F.G*	18% E.F.G	11% F.G	6% F.G	7% F.G	- **	- **	13% K	8% K	14% K	10% K	9%
Net: More likely to do business	24%	23%	25%	34% F.G*	32% E.F.G	24% F.G	19% G	11% G	- **	- **	25% **	23% **	22% **	29% K.L	24%
Net: Less likely to do business	18%	22% B	15%	16% *	15% *	16% *	21% D.E	31% C.D.E.F	- **	- **	13% **	22% J.M	20% J.M	15% J.M	20% O.P

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Not very important	11%	14% N	21% N	12% *	16% T,U	11% T	6%	7%	12%	7% **	7%	14% *	10%	9% *	13%
Not at all important	5%	6%	3%	8% *	7%	7% T	3%	3%	6%	3% **	6%	1% *	6%	4% *	5%
Don't know	21%	22%	18%	11% *	25% U	21% U	20%	14%	23%	27% **	23%	27% *	18%	13% *	23%
Net: Important	63%	57%	58%	69% *	52%	61% R	71% R,S	76% R,S	59%	63% **	64%	57% *	67% V	75% V*	59%
Net: Not important	16%	20% N	24% N	20% *	23% T,U	18% T,U	9%	10%	18%	11% **	13%	16% *	15%	12% *	18%

PRL_Q9. If an advertisement featured a same-sex couple, would you be more or less likely to consider purchasing the product?

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
I would be much more likely to purchase the product	7%	7%	7%	10%	6%	8%	6%	8%	6%	10% *	7%	4%	8%	12% V,Y	8%
I would be somewhat more likely to purchase the product	6%	6%	8%	7%	4%	6%	9% R,S	9% R	6%	3% *	5%	3%	7%	5% AC	9%
I would be neither more nor less likely to purchase the product	46%	39%	41%	38%	41%	45%	53% R,S	52% R,S	44%	53% *	51% V	44%	45%	50% AC	43%
I would be somewhat less likely to purchase the product	9%	8%	7%	8%	8%	10%	8%	8%	10% AA	10% *	7% AA	12% AA	8%	3% AC	11%
I would be much less likely to purchase the product	18%	17%	12%	16%	19%	19%	16%	16%	22% Z,AA	15% *	19% Z,AA	24% Z,AA	13%	9% AC	17%
Prefer not to say	3%	8% N	4% N	4% N	4% T	2%	2%	2%	2%	4% *	2%	5%	3%	2% AC	2%
Don't know	12%	16% N	20% N	18% N	17% S,T,U	10% T,U	7%	5%	9%	5% *	10%	9%	16% V,W,X,Y	19% V,W,X,Y	11%
Net: More likely to purchase	13%	13%	15%	17% *	11%	13%	15% R	17% R	12%	13% *	12%	8%	15% Y	17% Y	16% AC
Net: Less likely to purchase	27%	25%	20%	23%	28%	29% T	23% T	24%	32% X,Z,AA	25% AA*	25% AA	35% X,Z,AA	20% AA	12% AC	28% AC

PRL_Q10. If a company is known as LGBTQ+-friendly, are you more or less likely to do business with them?

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
Much more likely to do business with them	12%	13%	12%	11%	10%	13%	15% R	17% R	11%	9% *	12%	7%	14% V,Y	20% V,X,Y	13%
Somewhat more likely to do business with them	12%	11%	11%	16%	8%	12% R	17% R,S	17% R,S	11%	12% *	10%	11%	14% V	9% AC	15%
Neither more nor less likely to do business with them	44%	39%	40%	36%	43%	44%	43% Z	43% Z	45%	51% *	51% Z	48% Z	38% Z	42% AC	42%
Somewhat less likely to do business with them	6%	2% O	8% O	7% O	5%	7% R	5% R	6% R	7% X	7% *	3% *	6% *	5% X	3% AC	6%
Much less likely to do business with them	12%	10%	6%	9%	13%	13%	10% Z,AA	9% Z,AA	15% Z,AA	10% *	13% Z	13%	8% Z	8% AC	10%
Prefer not to say	3%	6% N	6% N	3% N	4% S,T	2%	2%	2%	2%	2% *	2%	4%	3%	1% AC	2%
Don't know	12%	18% N	18% N	18% N	17% S,T,U	9% T,U	7%	6%	9%	9% *	9%	12% V,X	16% V	16% V	12%
Net: More likely to do business	24%	24%	23%	27% *	18%	24% R	33% R,S	34% R,S	22%	22% *	22%	17% V,X,Y	29% V,X,Y	30% V,Y	28% AC
Net: Less likely to do business	18%	13%	14%	16%	18%	21% T,U	16% T,U	15%	22% X,Z,AA	17% *	16%	19% X,Z,AA	14% AA	11% AC	16% AC

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Total	r the age of 18		Income				Type of Area Lived in				Political Party			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other
Not very important	11%	10%	9%	16%	12%	7%	10%	12%	10%	11%	-	6%	16%	11%	6%
				AD,AG	AG						**		AM	AM	*
Not at all important	5%	6%	6%	5%	5%	5%	7%	4%	6%	9%	-	2%	10%	6%	6%
										AI	**		AM	AM	*
Don't know	21%	20%	21%	25%	21%	14%	29%	16%	21%	30%	67%	13%	27%	26%	20%
				AG	AG		AF,AG		AI	AI,AJ	**		AM	AM	*
Net: Important	63%	64%	63%	54%	63%	74%	54%	68%	63%	50%	33%	78%	46%	56%	68%
					AE	AD,AE,AF,AH		AK	AK		**	AN,AO,AQ		AN	AN*
Net: Not important	16%	16%	16%	21%	17%	12%	17%	15%	16%	20%	-	8%	27%	18%	12%
				AG							**		AM,AO,AP	AM	*

PRL_Q9. If an advertisement featured a same-sex couple, would you be more or less likely to consider purchasing the product?

	Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults		3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
I would be much more likely to purchase the product		7%	7%	8%	6%	7%	9%	4%	10%	5%	4%	19%	13%	3%	4%	4%
				AH			AH		AJ,AK			**	AN,AO,AP,AQ			*
I would be somewhat more likely to purchase the product		6%	6%	6%	5%	7%	9%	3%	8%	5%	5%	-	10%	4%	4%	7%
				AH		AH	AE,AH		AJ,AK			**	AN,AO,AQ			*
I would be neither more nor less likely to purchase the product		46%	46%	42%	49%	48%	48%	42%	41%	50%	43%	29%	55%	33%	53%	43%
					AD	AD	AD		AI,AK			**	AN,AP,AQ		AN,AP,AQ	AQ*
I would be somewhat less likely to purchase the product		9%	8%	7%	8%	9%	12%	9%	9%	9%	9%	7%	6%	15%	9%	5%
							AD,AE					**		AM,AO,AP,AQ	AM	*
I would be much less likely to purchase the product		18%	18%	17%	19%	20%	16%	17%	15%	18%	26%	11%	7%	36%	18%	26%
									AI	AI,AJ		**		AM,AO,AQ	AM,AQ	AM,AO,AQ*
Prefer not to say		3%	3%	3%	3%	2%	2%	4%	3%	2%	3%	7%	2%	1%	2%	4%
				AF				AF,AG				**				AN*
Don't know		12%	12%	17%	11%	8%	4%	20%	14%	11%	11%	28%	8%	7%	10%	11%
				AE,AF,AG	AG	AG		AE,AF,AG	AJ			**				*
Net: More likely to purchase		13%	12%	14%	11%	14%	18%	7%	19%	11%	9%	19%	23%	7%	8%	11%
				AH		AH	AE,AF,AH		AJ,AK			**	AN,AO,AP,AQ			*
Net: Less likely to purchase		27%	27%	24%	27%	29%	28%	26%	23%	27%	34%	18%	12%	50%	26%	31%
					AD	AD				AI,AJ		**		AM,AO,AP,AQ	AM,AQ	AM,AQ*

PRL_Q10. If a company is known as LGBTQ+-friendly, are you more or less likely to do business with them?

	Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults		3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Much more likely to do business with them		12%	12%	13%	10%	13%	16%	9%	17%	10%	10%	14%	25%	4%	8%	9%
				AH		AH	AE,AH		AJ,AK			**	AN,AO,AP,AQ		AN	AN*
Somewhat more likely to do business with them		12%	11%	10%	11%	11%	18%	10%	14%	12%	7%	12%	19%	6%	12%	11%
							AD,AE,AF,AH		AK	AK		**	AN,AO,AP,AQ		AN,AQ	AN,AQ*
Neither more nor less likely to do business with them		44%	44%	41%	44%	48%	44%	40%	40%	46%	42%	24%	42%	43%	52%	46%
						AD,AH			AI	AI		**	AQ	AQ	AM,AN,AQ	AQ*
Somewhat less likely to do business with them		6%	6%	5%	7%	6%	7%	4%	4%	7%	8%	5%	2%	12%	5%	2%
					AD	AD			AI	AI		**		AM,AO,AP,AQ	AM	*
Much less likely to do business with them		12%	13%	11%	13%	13%	10%	14%	8%	12%	21%	6%	3%	25%	11%	20%
									AI	AI,AJ		**		AM,AO,AQ	AM	AM,AO,AQ*
Prefer not to say		3%	3%	3%	2%	2%	1%	5%	3%	3%	2%	7%	1%	3%	2%	0%
				AG				AF,AG				**		AM		*
Don't know		12%	12%	17%	12%	7%	4%	19%	15%	10%	10%	33%	7%	7%	10%	12%
				AE,AF,AG	AF,AG	AG		AE,AF,AG	AJ,AK			**			AM,AN	*
Net: More likely to do business		24%	23%	24%	21%	24%	34%	19%	31%	23%	17%	26%	44%	10%	20%	20%
				AH		AH	AD,AE,AF,AH		AJ,AK	AK		**	AN,AO,AP,AQ		AN,AQ	AN*
Net: Less likely to do business		18%	19%	15%	21%	20%	17%	18%	12%	18%	29%	11%	6%	37%	17%	22%
					AD	AD			AI	AI,AJ		**		AM,AO,AP,AQ	AM	AM*

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Total	Political Viewpoint									2012 Presidential Vote				
		Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton
Not very important	11%	23%	2%	6%	13%	22%	13%	19%	4%	18%	6%	16%	6%	15%	4%
		AM.AO.AP*		AR.AX	AR.AS.AX	R.AS.AT.AV.AX.A	AR.AS.AX	AR.AS.AX*	AR	AR.AS.AV.AX		AZ	*	AZ	
Not at all important	5%	7%	0%	3%	5%	6%	16%	12%	2%	10%	2%	11%	8%	7%	1%
		*		AR.AX	AR.AX	AR.AX	R.AS.AT.AU.AX.A	AR.AS.AX*	AR	AR.AS.AT.AU.AX		AZ	AZ*	AZ	
Don't know	21%	24%	9%	16%	24%	32%	25%	29%	12%	29%	15%	29%	34%	23%	14%
		*		AR.AX	AR.AS.AX	AR.AS.AX	AR.AS.AX	AR.AX*	AR	AR.AS.AX		AZ	AZ*	AZ	
Net: Important	63%	46%	89%	75%	59%	41%	46%	40%	82%	43%	77%	44%	52%	56%	81%
		*	AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY			*	S.AT.AU.AV.AW.AY		BA.BB.BC		*	BA	BE.BJ
Net: Not important	16%	29%	2%	9%	17%	27%	29%	32%	6%	28%	8%	27%	14%	21%	5%
		AM*		AR.AX	AR.AS.AX	AR.AS.AT.AX	AR.AS.AT.AX	AR.AS.AT.AX*	AR	AR.AS.AT.AX		AZ	*	AZ	

PRL_Q9. If an advertisement featured a same-sex couple, would you be more or less likely to consider purchasing the product?

	Unweighted base	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303		
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003		
I would be much more likely to purchase the product	7%	5%	23%	7%	6%	2%	5%	3%	14%	3%	12%	2%	-	6%	13%		
			AS.AT.AU.AV.AW.AX	AU.AW.AY	AU.AY		AU.AY		AS.AT.AU.AV.AW.AY	AU	BA.BB.BC		*	BA.BB	BE.BF.BJ		
I would be somewhat more likely to purchase the product	6%	3%	17%	12%	4%	4%	2%	2%	14%	3%		2%	3%	6%	10%		
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AW				AS.AT.AU.AV.AW.AY		BA.BC		*	BA	BE.BJ		
I would be neither more nor less likely to purchase the product	46%	28%	51%	60%	58%	42%	20%	30%	56%	32%	57%	37%	46%	41%	62%		
			AU.AV.AW.AY	R.AU.AV.AW.AX	AR.AU.AV.AW.AY	AV.AW.AY		AV	AR.AU.AV.AW.AY	AV	BA.BB.BC		*	BE.BI.BJ			
I would be somewhat less likely to purchase the product	9%	6%	2%	AR.AX	AR.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX	14%	16%	3%	4%	15%	5%	16%	7%	8%	3%
				AR.AX	AR.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX			AR	AR.AS.AT.AW.AX		AZ.BB.BC	*	AZ		
I would be much less likely to purchase the product	18%	11%	3%	5%	11%	31%	48%	15%	4%	38%	7%	37%	35%	17%	5%		
		AM		AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AS.AX		AR.AS.AT.AU.AW.AX		AZ.BC		AZ.BC*	AZ			
Prefer not to say	3%	9%	0%	2%	2%	2%	2%	9%	1%	2%	3%	2%	1%	3%	2%		
		AM.AN.AO		AR	AR	AR	AR	.AS.AT.AU.AV.AX	AR	AR	BA		*	BA			
Don't know	12%	38%	3%	8%	11%	6%	8%	38%	6%	7%	7%	5%	9%	19%	6%		
		AM.AN.AO.AP		AR.AX	AR.AU.AX.AY	AR	AR	.AS.AT.AU.AV.AX	AR	AR			*	AZ.BA.BB			
Net: More likely to purchase	13%	8%	40%	19%	10%	6%	7%	4%	28%	6%	21%	4%	3%	12%	23%		
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AW.AY				AS.AT.AU.AV.AW.AY		BA.BB.BC		*	BA.BB	BE.BF.BI.BJ		
Net: Less likely to purchase	27%	17%	5%	AR.AX	AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AS.AX	AR	R.AS.AT.AU.AW.AX		AZ.BC	AZ.BC*	AZ	8%		

PRL_Q10. If a company is known as LGBTQ+-friendly, are you more or less likely to do business with them?

	Unweighted base	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Much more likely to do business with them	12%	7%	41%	19%	8%	4%	6%	6%	29%	5%	22%	3%	3%	10%	25%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AY				AS.AT.AU.AV.AW.AY		BA.BB.BC		*	BA	BE.BF.BI.BJ
Somewhat more likely to do business with them	12%	5%	25%	21%	14%	4%	5%	3%	23%	4%		5%	12%	10%	21%
			AT.AU.AV.AW.AY	AT.AU.AV.AW.AY	AU.AV.AW.AY				AT.AU.AV.AW.AY		BA.BC		BA*	BA	BE.BI.BJ
Neither more nor less likely to do business with them	44%	28%	29%	47%	56%	50%	31%	31%	39%	42%	45%	48%	49%	40%	46%
			AR.AV.AW.AX	AS.AU.AV.AW.AX	AR.AV.AW.AX.AY				AR.AV.AW	AR.AV.AW	BC	BC	*	BJ	
Somewhat less likely to do business with them	6%	4%	1%	3%	5%	11%	12%	3%	2%	11%	2%	11%	4%	6%	2%
				AR.AX	AR.AS.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX		AR	AR.AS.AT.AW.AX		AZ.BC	*	AZ	
Much less likely to do business with them	12%	10%	2%	2%	5%	24%	36%	9%	2%	29%	4%	26%	23%	12%	2%
		AM		AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AS.AT.AX		AR.AS.AT.AU.AW.AX		AZ.BC		AZ.BC*	AZ	
Prefer not to say	3%	9%	0%	0%	2%	2%	2%	9%	0%	2%	2%	2%	1%	4%	1%
		AM.AN.AO.AP		AR.AS.AX	AR.AS.AX	AR.AX	.AS.AT.AU.AV.AX.AY		AR.AS.AX				*	AZ	
Don't know	12%	37%	3%	7%	9%	6%	9%	39%	5%	7%	6%	5%	7%	19%	4%
		AM.AN.AO.AP		AR.AX	AR.AU.AX.AY	AR	AR.AU.AX.AY	.AS.AT.AU.AV.AX	AR	AR.AU			*	AZ.BA.BB	
Net: More likely to do business	24%	12%	66%	41%	22%	8%	11%	10%	52%	9%	40%	7%	15%	20%	45%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY				AS.AT.AU.AV.AW.AY		BA.BB.BC		BA*	BA	BE.BF.BI.BJ
Net: Less likely to do business	18%	14%	2%	5%	10%	35%	48%	11%	4%	40%	7%	37%	27%	17%	4%
		AM		AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AS.AX	AR	R.AS.AT.AU.AW.AX		AZ.BC		AZ.BC*	AZ	

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Total	2016 Presidential Vote						Voting Registration			Stonewall Riots Familiarity				
		Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	Familiar	Unfamiliar	Heterosexual / straight		Lesbian / gay woman
Not very important	11%	16%	4%	3%	11%	9%	16%	9%	15%	24%	9%	13%	10%	12%	4%
		BD	**	**	**	**	BD		BK	**		BN		**	*
Not at all important	5%	12%	3%	-	-	3%	5%	6%	5%	-	5%	6%	6%	4%	1%
		BD.BJ	**	**	**	**	BD			**			BR.BS.BV	**	*
Don't know	21%	30%	14%	20%	23%	31%	22%	21%	20%	26%	6%	44%	24%	-	5%
		BD.BJ	**	**	**	**	BD			**		BN	BR.BS.BV	**	*
Net: Important	63%	42%	78%	77%	66%	58%	57%	65%	60%	50%	80%	36%	60%	85%	90%
			**	**	**	**	BE			**	BO			**	BP.BS.BU*
Net: Not important	16%	28%	8%	3%	11%	11%	21%	15%	20%	24%	14%	20%	16%	15%	5%
		BD.BJ	**	**	**	**	BD			**		BN	BR.BV	**	*

PRL_Q9. If an advertisement featured a same-sex couple, would you be more or less likely to consider purchasing the product?

	Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults		3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
I would be much more likely to purchase the product	7%	3%	1%	3%	-	7%	6%	7%	6%	6%	6%	15%	4%	5%	42%	39%
			*	*	**	*	BE		BO	*		BO			BP.BS.BT.BU*	BP.BS.BT.BU*
I would be somewhat more likely to purchase the product	6%	3%	3%	10%	9%	3%	6%	7%	5%	6%	15%	4%	5%	5%	24%	16%
			*	BE*	**	*	BE		BO	*		BO			BP.BU*	BP.BU*
I would be neither more nor less likely to purchase the product	46%	34%	70%	73%	34%	42%	42%	49%	42%	26%	46%	51%	48%	21%	36%	
			BE.BI.BJ*	BE.BI.BJ*	**	*	BE	BL.BM	BM	*		BN	BQ.BR.BS.BV	*	*	
I would be somewhat less likely to purchase the product	9%	15%	9%	7%	25%	10%	8%	9%	8%	9%	9%	10%	9%	10%	2%	2%
		BD.BJ	BD*	*	**	BD*	BD			*			BR.BV	*	*	
I would be much less likely to purchase the product	18%	38%	12%	2%	27%	24%	15%	20%	16%	8%	11%	22%	20%	1%	2%	
		BD.BF.BG.BJ	BD*	*	**	BD.BG*	BD.BG	BM		*		BN	Q.BR.BS.BT.BU.B	*	*	
Prefer not to say	3%	2%	-	-	-	4%	4%	2%	4%	7%	1%	2%	3%	-	2%	
			*	*	**	*	BD.BE		BK	BK*				*	*	
Don't know	12%	6%	5%	4%	5%	10%	19%	7%	18%	39%	3%	7%	11%	10%	3%	
			*	*	**	*	BD.BE.BF.BG		BK	BK.BL*		BN	BR.BV	*	*	
Net: More likely to purchase	13%	5%	4%	14%	9%	10%	12%	14%	12%	11%	30%	8%	10%	66%	55%	
			*	BE*	**	*	BE			*	BO			BP.BS.BT.BU*	BP.BS.BT.BU*	
Net: Less likely to purchase	27%	53%	21%	9%	52%	34%	24%	29%	25%	17%	20%	32%	29%	3%	3%	
		BD.BF.BG.BI.BJ	BD*	*	**	BD.BG*	BD.BG	BM		*		BN	BQ.BR.BS.BT.BV	*	*	

PRL_Q10. If a company is known as LGBTQ+-friendly, are you more or less likely to do business with them?

	Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults		3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Much more likely to do business with them	12%	4%	6%	16%	5%	6%	10%	14%	11%	6%	6%	28%	8%	9%	65%	54%
			*	BE*	**	*	BE		BO	*		BO			BP.BS.BT.BU*	BP.BS.BT.BU*
Somewhat more likely to do business with them	12%	4%	18%	29%	11%	8%	10%	12%	11%	7%	24%	9%	11%	8%	16%	
			BE.BJ*	BE.BI.BJ*	**	*	BE		BO	*		BN			BU*	
Neither more nor less likely to do business with them	44%	46%	58%	46%	57%	39%	40%	47%	39%	26%	53%	53%	47%	13%	18%	
		BJ	BD.BJ*	*	**	*	BL.BM	BM	*		BN	Q.BR.BS.BT.BU.B		*	*	
Somewhat less likely to do business with them	6%	11%	6%	-	14%	14%	5%	6%	5%	8%	5%	7%	6%	7%	6%	
		BD.BG.BJ	BD*	*	**	BD.BG.BJ*	BD			*				*	*	
Much less likely to do business with them	12%	27%	7%	5%	13%	17%	10%	13%	11%	8%	7%	15%	14%	3%	1%	
		BD.BF.BG.BJ	BD*	*	**	BD*	BD			*		BN	BQ.BR.BS.BV	*	*	
Prefer not to say	3%	2%	-	-	-	3%	4%	2%	5%	2%	1%	2%	2%	-	-	
			*	*	**	*	BD.BE		BK					*	*	
Don't know	12%	6%	5%	4%	-	14%	20%	6%	18%	43%	3%	7%	11%	5%	5%	
		BD	*	*	**	BD.BE*	BD.BE.BF.BG		BK	BK.BL*		BN	BV	*	*	
Net: More likely to do business	24%	8%	24%	45%	16%	13%	20%	26%	22%	14%	52%	16%	21%	72%	70%	
			BE*	BE.BF.BI.BJ*	**	*	BE	BM		*	BO			BP.BS.BT.BU*	BP.BS.BT.BU*	
Net: Less likely to do business	18%	38%	13%	5%	27%	31%	15%	19%	16%	15%	12%	22%	20%	9%	7%	
		BD.BF.BG.BJ	BD*	*	**	BD.BF.BG.BJ*	BD			*		BN	BR.BS.BU.BV	*	*	

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Total	Sexual Orientation			
		Bisexual	Other	Prefer not to say	Gay Men/Women
Not very important	11%	10% *	21% **	25% BP.BR.BS.BV*	6%
Not at all important	5%	1% *	- **	9% BR.BS.BV*	1%
Don't know	21%	13% BV*	2% **	15% BV*	4%
Net: Important	63%	77% BP.BU*	77% **	52% *	89% BP.BS.BU
Net: Not important	16%	11% *	21% **	33% BP.BR.BS.BV*	7%

PRL_Q9. If an advertisement featured a same-sex couple, would you be more or less likely to consider purchasing the product?

	Unweighted base	149	65	142	169
Base: All US Adults	3721	135	72	175	155
I would be much more likely to purchase the product	7%	15% BP.BU	16% BP.BU*	5% BP.BU*	40% BP.BS.BT.BU
I would be somewhat more likely to purchase the product	6%	23% BP.BU	11% *	6% BP.BU	18% BP.BU
I would be neither more nor less likely to purchase the product	46%	41% BQ.BU	39% *	26% *	32% *
I would be somewhat less likely to purchase the product	9%	8% BR.BV	9% BV*	11% BR.BV	2% BR.BV
I would be much less likely to purchase the product	18%	3% *	6% *	11% BR.BS.BV	1% *
Prefer not to say	3%	1% *	4% *	7% BP.BS	2% *
Don't know	12%	9% BR.BV*	16% BR.BV*	34% P.BQ.BR.BS.BT.BV	5% P.BQ.BR.BS.BT.BV
Net: More likely to purchase	13%	38% BP.BU	27% BP.BU*	10% BP.BU*	58% BP.BS.BT.BU
Net: Less likely to purchase	27%	11% BR.BV	14% BR.BV*	22% BQ.BR.BS.BV	3% BQ.BR.BS.BV

PRL_Q10. If a company is known as LGBTQ+-friendly, are you more or less likely to do business with them?

	Unweighted base	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Much more likely to do business with them	12%	33% BP.BU	25% BP.BU*	10% BP.BU*	57% BP.BS.BT.BU
Somewhat more likely to do business with them	12%	20% BP.BU	24% BP.BU*	5% BP.BU*	14% BU
Neither more nor less likely to do business with them	44%	30% BV	24% *	29% BV	17% BV
Somewhat less likely to do business with them	6%	4% *	4% *	3% *	6% *
Much less likely to do business with them	12%	2% *	4% *	8% BR.BV	1% BR.BV
Prefer not to say	3%	1% *	9% BP.BR.BS.BV*	7% BP.BR.BS.BV	- BP.BR.BS.BV
Don't know	12%	10% *	11% *	39% P.BQ.BR.BS.BT.BV	5% P.BQ.BR.BS.BT.BV
Net: More likely to do business	24%	53% BP.BU	49% BP.BU*	15% BP.BU*	71% BP.BS.BT.BU
Net: Less likely to do business	18%	6% *	8% *	10% *	7% *

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White

PRL_Q11. In general, if a company debuts special items themed around Pride (e.g., rainbow-colored items, special menu items, etc.) do you consider that more to be a genuine reflection of the company's values or a marketing tactic?

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
I think doing this is more of a genuine reflection of the company's values	21%	19%	23%	26%	24%	20%	19%	21%	-	-	19%	22%	22%	21%	20%
I think doing this is more of a marketing tactic	50%	54%	45%	46%	45%	49%	54%	53%	-	-	50%	48%	48%	53%	54%
Don't know	29%	27%	32%	29%	31%	30%	28%	26%	-	-	32%	30%	30%	26%	26%

PRL_Q12. Using a scale of 0 to 6, where 0 is "completely heterosexual" and 6 is "completely homosexual," please try to rate your sexuality.

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
0 - completely heterosexual	66%	66%	66%	34%	46%	68%	80%	89%	-	-	64%	68%	69%	61%	70%
1	6%	5%	7%	17%	9%	5%	4%	3%	-	-	8%	6%	4%	7%	6%
2	4%	4%	4%	9%	7%	4%	2%	1%	-	-	4%	4%	4%	5%	4%
3	6%	5%	6%	16%	10%	5%	2%	1%	-	-	5%	6%	6%	6%	5%
4	3%	3%	3%	6%	5%	2%	1%	0%	-	-	2%	2%	3%	4%	2%
5	2%	2%	1%	-	3%	2%	1%	0%	-	-	2%	2%	2%	2%	1%
6 - completely homosexual	5%	6%	3%	2%	4%	6%	6%	1%	-	-	4%	4%	6%	5%	5%
Prefer not to say	9%	9%	9%	17%	16%	7%	5%	4%	-	-	11%	7%	8%	10%	6%

EC72g. Thinking about sexuality, which, if any, of the following comes closest to your view?

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
There is no middle ground – you are either heterosexual or you are homosexual	38%	41%	36%	29%	30%	39%	42%	54%	-	-	37%	37%	42%	33%	37%
Sexuality is a scale – it is possible to be somewhere near the middle	46%	45%	47%	51%	48%	47%	46%	34%	-	-	47%	49%	42%	50%	50%
Prefer not to say	16%	15%	17%	20%	22%	14%	11%	13%	-	-	15%	14%	16%	17%	12%

Assuming you were single and dating, to what extent comfortable or uncomfortable would you be dating a person of your preferred gender who is each of the following? Please select one option on each row.

PRL_Q14_1. Bisexual

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Very comfortable	16%	17%	14%	29%	22%	17%	9%	5%	-	-	15%	13%	16%	17%	16%
Somewhat comfortable	17%	21%	14%	16%	21%	20%	15%	6%	-	-	17%	21%	15%	18%	17%
Somewhat uncomfortable	18%	17%	18%	19%	15%	17%	21%	22%	-	-	19%	19%	16%	19%	19%

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Race			Education				Marital Status					Children unde
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

PRL_Q11. In general, if a company debuts special items themed around Pride (e.g., rainbow-colored items, special menu items, etc.) do you consider that more to be a genuine reflection of the company's values or a marketing tactic?

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
I think doing this is more of a genuine reflection of the company's values	21%	24%	23%	23%	21%	22%	22%	16%	21%	20%	22%	17%	21%	23%	26%
I think doing this is more of a marketing tactic	50%	34%	45%	45%	U	U	U	58%	55%	44%	47%	52%	45%	37%	AC
Don't know	29%	42%	32%	32%	O	O	R	R	X.Z.AA	*	*	AA	34%	40%	25%
		N.P.Q	N		S.T.U					*	V		V	V	

PRL_Q12. Using a scale of 0 to 6, where 0 is "completely heterosexual" and 6 is "completely homosexual," please try to rate your sexuality.

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
0 - completely heterosexual	66%	62%	59%	46%	65%	66%	68%	64%	74%	65%	79%	74%	51%	51%	67%
1	6%	3%	5%	8%	4%	6%	8%	10%	6%	3%	4%	2%	7%	9%	4%
2	4%	4%	6%	5%	4%	4%	5%	6%	3%	4%	4%	2%	6%	4%	5%
3	6%	6%	7%	7%	5%	7%	5%	4%	4%	8%	4%	5%	9%	7%	6%
4	3%	4%	5%	5%	4%	3%	1%	3%	2%	4%	1%	5%	4%	5%	4%
5	2%	3%	2%	3%	1%	2%	2%	2%	2%	4%	1%	1%	2%	2%	2%
6 - completely homosexual	5%	5%	4%	8%	5%	5%	5%	5%	3%	5%	3%	4%	7%	14%	3%
Prefer not to say	9%	14%	13%	19%	13%	7%	5%	6%	7%	7%	5%	7%	14%	9%	8%
		N	N	N	S.T.U	T				*		V.X.Y			

EC72g. Thinking about sexuality, which, if any, of the following comes closest to your view?

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
There is no middle ground – you are either heterosexual or you are homosexual	38%	47%	37%	31%	43%	39%	31%	28%	43%	32%	41%	44%	31%	30%	43%
Sexuality is a scale – it is possible to be somewhere near the middle	46%	30%	40%	47%	35%	48%	60%	59%	44%	43%	47%	38%	49%	56%	42%
Prefer not to say	16%	23%	23%	22%	22%	13%	9%	13%	13%	25%	12%	18%	20%	14%	14%
		N	N	N	S.T.U	T				V.X*		V.X			

PRL_Q14_1. Assuming you were single and dating, to what extent comfortable or uncomfortable would you be dating a person of your preferred gender who is each of the following? Please select one option on each row.

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
Very comfortable	16%	12%	14%	15%	15%	17%	15%	16%	12%	12%	10%	5%	24%	23%	15%
Somewhat comfortable	17%	13%	21%	22%	14%	19%	21%	23%	16%	17%	17%	20%	19%	21%	20%
Somewhat uncomfortable	18%	16%	16%	14%	17%	18%	20%	19%	19%	13%	21%	17%	16%	18%	18%
			O	O		R	R	R		*		V			

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	r the age of 18		Income				Type of Area Lived in				Political Party			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other

PRL_Q11. In general, if a company debuts special items themed around Pride (e.g., rainbow-colored items, special menu items, etc.) do you consider that more to be a genuine reflection of the company's values or a marketing tactic?

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144		
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144		
I think doing this is more of a genuine reflection of the company's values	21%	20%	22%	19%	21%	25%	17%	24%	20%	19%	23%	29%	19%	18%	18%		
I think doing this is more of a marketing tactic	50%	50%	41%	52%	55%	59%	42%	AJ.AK	45%	52%	50%	**	AN.AO.AP.AQ	AQ	AQ	*	
Don't know	29%	31%	37%	AD.AH	29%	AD.AH	17%	AD.AE.AH	42%	AI	34%	**	AQ	AM.AO.AQ	AM.AQ	AM.AQ*	
		AB	AE.AF.AG	AG	AG	AG	17%	AE.AF.AG	41%	30%	28%	31%	43%	27%	20%	29%	26%
												**	AN	AN	AN	*	

PRL_Q12. Using a scale of 0 to 6, where 0 is "completely heterosexual" and 6 is "completely homosexual," please try to rate your sexuality.

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144	
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144	
0 - completely heterosexual	66%	66%	61%	66%	72%	66%	62%	58%	69%	73%	60%	60%	79%	67%	66%	
1	6%	6%	5%	5%	6%	8%	6%	7%	6%	3%	-	8%	3%	7%	6%	
2	4%	4%	5%	4%	5%	4%	3%	4%	5%	3%	7%	5%	3%	5%	3%	
3	6%	6%	7%	6%	4%	7%	3%	7%	5%	4%	5%	7%	4%	6%	6%	
4	3%	2%	4%	2%	3%	3%	1%	4%	2%	3%	-	3%	2%	3%	3%	
5	2%	2%	1%	3%	2%	2%	0%	3%	1%	1%	-	3%	1%	1%	0%	
6 - completely homosexual	5%	5%	8%	4%	4%	5%	3%	7%	4%	4%	7%	8%	2%	4%	5%	
Prefer not to say	9%	9%	AE.AF.AG.AH	10%	AD.AH	AD.AH	4%	AJ	12%	7%	8%	**	AN.AO.AQ	6%	6%	10%
		AF.AG	AF.AG	AF.AG	AF.AG	AD.AE.AF.AG	4%	AD.AE.AF.AG	21%	7%	8%	**	6%	6%	6%	*

EC72g. Thinking about sexuality, which, if any, of the following comes closest to your view?

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144	
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144	
There is no middle ground – you are either heterosexual or you are homosexual	38%	37%	40%	39%	39%	37%	33%	38%	37%	42%	36%	31%	55%	34%	33%	
Sexuality is a scale – it is possible to be somewhere near the middle	46%	47%	AH	42%	44%	51%	54%	38%	46%	49%	40%	**	AM.AO.AP.AQ	*	*	
Prefer not to say	16%	16%	AB	18%	17%	10%	8%	29%	17%	14%	18%	41%	8%	14%	14%	18%
		AF.AG	AF.AG	AF.AG	AF.AG	AD.AE.AH	AD.AE.AH	AD.AE.AF.AG	17%	14%	18%	**	AN.AO.AP.AQ	AQ	AN.AQ	AN.AQ*
												**	AM	AM	AM*	

Assuming you were single and dating, to what extent comfortable or uncomfortable would you be dating a person of your preferred gender who is each of the following? Please select one option on each row.

PRL_Q14_1. Bisexual

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144	
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144	
Very comfortable	16%	16%	AE.AF	19%	12%	14%	17%	14%	19%	14%	14%	7%	22%	8%	15%	20%
Somewhat comfortable	17%	17%	AD.AH	14%	20%	21%	19%	12%	18%	18%	15%	22%	21%	12%	20%	18%
Somewhat uncomfortable	18%	18%	AD.AH	15%	20%	19%	20%	17%	17%	19%	15%	**	AN.AQ	AN.AQ	AN.AQ	18%
												**	AN.AQ	AN.AQ	AN.AQ	*

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Political Viewpoint									2012 Presidential Vote				
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton

PRL_Q11. In general, if a company debuts special items themed around Pride (e.g., rainbow-colored items, special menu items, etc.) do you consider that more to be a genuine reflection of the company's values or a marketing tactic?

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
I think doing this is more of a genuine reflection of the company's values	21%	12%	30%	26%	23%	19%	14%	13%	28%	17%	27%	16%	6%	19%	27%
I think doing this is more of a marketing tactic	50%	28%	48%	47%	48%	64%	63%	26%	47%	63%	47%	67%	47%	75%	42%
Don't know	29%	61%	22%	28%	29%	17%	24%	61%	25%	20%	27%	17%	19%	38%	26%

PRL_Q12. Using a scale of 0 to 6, where 0 is "completely heterosexual" and 6 is "completely homosexual," please try to rate your sexuality.

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
0 - completely heterosexual	66%	49%	48%	56%	69%	78%	83%	53%	52%	80%	63%	87%	69%	58%	64%
1	6%	3%	11%	10%	6%	4%	1%	3%	11%	3%	8%	3%	8%	6%	8%
2	4%	2%	7%	7%	5%	3%	2%	1%	7%	3%	5%	2%	7%	5%	5%
3	6%	5%	12%	7%	6%	4%	1%	5%	9%	3%	6%	2%	3%	8%	6%
4	3%	3%	3%	4%	3%	2%	2%	2%	4%	2%	3%	1%	2%	3%	2%
5	2%	1%	4%	2%	2%	1%	2%	0%	3%	1%	3%	0%	1%	1%	3%
6 - completely homosexual	5%	3%	11%	8%	4%	3%	3%	3%	9%	3%	7%	2%	3%	5%	7%
Prefer not to say	9%	33%	4%	6%	6%	4%	5%	33%	5%	5%	5%	3%	7%	15%	5%

EC72g. Thinking about sexuality, which, if any, of the following comes closest to your view?

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
There is no middle ground – you are either heterosexual or you are homosexual	38%	32%	14%	25%	36%	53%	62%	35%	20%	57%	30%	56%	43%	36%	25%
Sexuality is a scale – it is possible to be somewhere near the middle	46%	24%	80%	66%	51%	34%	22%	24%	72%	29%	61%	31%	43%	43%	67%
Prefer not to say	16%	44%	6%	10%	13%	13%	16%	41%	8%	14%	9%	13%	14%	22%	8%

Assuming you were single and dating, to what extent comfortable or uncomfortable would you be dating a person of your preferred gender who is each of the following? Please select one option on each row.

PRL_Q14_1. Bisexual

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Very comfortable	16%	11%	38%	19%	13%	9%	10%	12%	27%	9%	19%	7%	12%	17%	21%
Somewhat comfortable	17%	11%	27%	23%	21%	13%	6%	11%	25%	10%	22%	11%	18%	16%	24%
Somewhat uncomfortable	18%	10%	16%	26%	21%	17%	12%	11%	22%	15%	22%	14%	20%	17%	22%

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	2016 Presidential Vote						Voting Registration			Stonewall Riots Familiarity		Sexual Orientation		
	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	Familiar	Unfamiliar	Heterosexual / straight	Lesbian / gay woman	Gay man

PRL_Q11. In general, if a company debuts special items themed around Pride (e.g., rainbow-colored items, special menu items, etc.) do you consider that more to be a genuine reflection of the company's values or a marketing tactic?

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
I think doing this is more of a genuine reflection of the company's values	21%	17%	23%	12%	14%	15%	20%	21%	21%	18%	25%	21%	21%	38%	28%
I think doing this is more of a marketing tactic	50%	66%	60%	64%	81%	58%	40%	55%	41%	25%	58%	52%	51%	34%	47%
Don't know	29%	17%	17%	24%	5%	26%	40%	24%	38%	57%	17%	26%	28%	28%	25%

PRL_Q12. Using a scale of 0 to 6, where 0 is "completely heterosexual" and 6 is "completely homosexual," please try to rate your sexuality.

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
0 - completely heterosexual	66%	84%	56%	56%	81%	67%	57%	71%	60%	35%	47%	77%	75%	-	4%
1	6%	2%	7%	13%	15%	5%	6%	6%	5%	4%	9%	5%	7%	2%	1%
2	4%	2%	12%	8%	4%	6%	4%	4%	5%	8%	8%	4%	4%	2%	5%
3	6%	2%	7%	20%	-	4%	7%	5%	7%	11%	11%	4%	4%	6%	3%
4	3%	2%	2%	-	-	8%	4%	2%	3%	6%	6%	2%	2%	6%	3%
5	2%	1%	6%	-	-	-	1%	2%	1%	5%	4%	1%	1%	16%	9%
6 - completely homosexual	5%	3%	4%	2%	-	3%	5%	5%	5%	4%	11%	3%	2%	63%	69%
Prefer not to say	9%	3%	5%	3%	-	7%	15%	5%	16%	27%	5%	4%	6%	5%	6%

EC72g. Thinking about sexuality, which, if any, of the following comes closest to your view?

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
There is no middle ground – you are either heterosexual or you are homosexual	38%	57%	34%	12%	30%	43%	36%	40%	36%	31%	28%	45%	42%	18%	24%
Sexuality is a scale – it is possible to be somewhere near the middle	46%	31%	58%	83%	52%	43%	41%	49%	43%	23%	64%	44%	45%	71%	63%
Prefer not to say	16%	12%	8%	6%	19%	14%	23%	11%	21%	46%	8%	11%	13%	11%	13%

PRL_Q14_1. Assuming you were single and dating, to what extent comfortable or uncomfortable would you be dating a person of your preferred gender who is each of the following? Please select one option on each row.

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Very comfortable	16%	7%	28%	26%	5%	10%	17%	15%	18%	10%	28%	12%	12%	32%	32%
Somewhat comfortable	17%	13%	19%	33%	27%	16%	16%	18%	16%	11%	26%	16%	17%	16%	32%
Somewhat uncomfortable	18%	16%	16%	15%	9%	16%	17%	19%	17%	14%	17%	20%	19%	23%	21%

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Sexual Orientation			
	Bisexual	Other	Prefer not to say	Gay Men/Women

PRL_Q11. In general, if a company debuts special items themed around Pride (e.g., rainbow-colored items, special menu items, etc.) do you consider that more to be a genuine reflection of the company's values or a marketing tactic?

	Unweighted base	3721	149	65	142	169
	Base: All US Adults	3721	135	72	175	155
I think doing this is more of a genuine reflection of the company's values		21%	24%	16%	14%	30%
			BU	*		BP.BU
I think doing this is more of a marketing tactic		50%	54%	49%	33%	44%
			BQ.BU	*		
Don't know		29%	22%	35%	53%	26%
				*	P.BQ.BR.BS.BT.BV	

PRL_Q12. Using a scale of 0 to 6, where 0 is "completely heterosexual" and 6 is "completely homosexual," please try to rate your sexuality.

	Unweighted base	3721	149	65	142	169
	Base: All US Adults	3721	135	72	175	155
0 - completely heterosexual		66%	3%	15%	21%	3%
				BQ.BR.BS.BV*	BQ.BR.BS.BV	
1		6%	4%	2%	0%	1%
			BU	*		
2		4%	12%	2%	7%	4%
			BP.BV	*		
3		6%	44%	30%	5%	4%
			BP.BQ.BR.BU.BV	BP.BQ.BR.BU.BV*		
4		3%	20%	14%	6%	3%
			BP.BQ.BR.BU.BV	BP.BR.BV*	BP	
5		2%	4%	6%	3%	11%
			BP	BP*		BP.BS.BU
6 - completely homosexual		5%	1%	6%	3%	68%
				*		BP.BS.BT.BU
Prefer not to say		9%	12%	25%	56%	6%
			BP	BP.BQ.BR.BS.BV*	P.BQ.BR.BS.BT.BV	

EC72g. Thinking about sexuality, which, if any, of the following comes closest to your view?

	Unweighted base	3721	149	65	142	169
	Base: All US Adults	3721	135	72	175	155
There is no middle ground – you are either heterosexual or you are homosexual		38%	8%	21%	19%	23%
				BS*	BS	BS
Sexuality is a scale – it is possible to be somewhere near the middle		46%	81%	56%	22%	65%
			BP.BR.BT.BU.BV	BU*		BP.BU
Prefer not to say		16%	11%	23%	59%	12%
				*	P.BQ.BR.BS.BT.BV	

Assuming you were single and dating, to what extent comfortable or uncomfortable would you be dating a person of your preferred gender who is each of the following? Please select one option on each row.

PRL_Q14_1. Bisexual

	Unweighted base	3721	149	65	142	169
	Base: All US Adults	3721	135	72	175	155
Very comfortable		16%	65%	39%	15%	32%
			P.BQ.BR.BT.BU.B	BP.BU*		BP.BU
Somewhat comfortable		17%	17%	16%	8%	28%
			BU	*		BP.BU
Somewhat uncomfortable		18%	3%	9%	7%	22%

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
			*			D	D	**	**						
Very uncomfortable	39%	34%	43%	31%	25%	37%	48%	61%	-	-	35%	38%	44%	34%	40%
			A	*		D	C.D.E	C.D.E.F	**	**			J.K.M	P.Q	
Prefer not to say	11%	10%	11%	7%	17%	9%	7%	6%	-	-	13%	8%	10%	11%	7%
			*	C.E.F.G					**	**	KL				
Net: Comfortable	33%	38%	28%	44%	43%	37%	24%	11%	-	-	33%	34%	30%	36%	34%
			F.G*	E.F.G	F.G	G			**	**			L	O	
Net: Uncomfortable	57%	52%	61%	49%	40%	54%	69%	83%	-	-	54%	57%	60%	53%	59%
			A	*	D	C.D.E	C.D.E.F	**	**			J.M		P.Q	

PRL_Q14_2. Transgender

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Very comfortable	8%	8%	8%	16%	11%	9%	6%	3%	-	-	7%	8%	8%	10%	8%
				F.G*	F.G	F.G			**	**					
Somewhat comfortable	11%	12%	11%	15%	17%	10%	9%	5%	-	-	10%	13%	10%	13%	11%
				G*	E.F.G	G	G		**	**					
Somewhat uncomfortable	16%	14%	17%	17%	15%	17%	15%	15%	-	-	17%	15%	15%	16%	16%
			A	*					**	**				O	
Very uncomfortable	53%	54%	52%	42%	40%	52%	63%	72%	-	-	51%	55%	56%	48%	57%
			*		D	C.D.E	C.D.E.F	**	**	**	M	M		P.Q	
Prefer not to say	12%	11%	12%	9%	18%	12%	7%	5%	-	-	15%	10%	11%	13%	8%
			*	E.F.G	F.G				**	**	KL				
Net: Comfortable	20%	21%	19%	31%	28%	19%	14%	8%	-	-	17%	21%	18%	23%	19%
			E.F.G*	E.F.G	F.G	G			**	**				J.L	
Net: Uncomfortable	69%	68%	69%	60%	55%	69%	78%	87%	-	-	68%	70%	71%	64%	72%
			*	D	C.D.E	C.D.E.F	**	**	**	**		M		O.P.Q	

PRL_Q14_3. Gender non-conforming (i.e., a broad term referring to people who's gender expression does not fit neatly into a category)

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Very comfortable	9%	10%	9%	20%	13%	9%	6%	4%	-	-	9%	8%	9%	11%	9%
				E.F.G*	E.F.G	F.G			**	**					
Somewhat comfortable	14%	15%	14%	13%	18%	15%	12%	9%	-	-	14%	14%	13%	18%	14%
			*	F.G	G				**	**				J.K.L	
Somewhat uncomfortable	20%	19%	22%	18%	19%	18%	21%	27%	-	-	21%	22%	20%	19%	21%
			*					D.E.F	**	**				O.Q	
Very uncomfortable	42%	44%	40%	33%	30%	43%	51%	51%	-	-	37%	44%	45%	38%	45%
			B	*	D	C.D.E	C.D.E	**	**	**	J.M	J.M		P.Q	
Prefer not to say	14%	13%	16%	16%	20%	15%	10%	9%	-	-	19%	13%	13%	14%	11%
			*	E.F.G	F.G				**	**	KL				
Net: Comfortable	24%	24%	23%	33%	31%	24%	18%	13%	-	-	23%	22%	22%	29%	23%
			F.G*	E.F.G	F.G				**	**				J.K.L	
Net: Uncomfortable	62%	63%	61%	51%	49%	61%	72%	78%	-	-	59%	66%	65%	56%	66%
			*	D	C.D.E	C.D.E.F	**	**	**	**	J.M	J.M		O.P.Q	

PRL_Q14_4. Very religious

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Very comfortable	23%	24%	21%	24%	20%	22%	24%	30%	-	-	20%	22%	27%	19%	23%
			B	*				D.E	**	**			J.K.M		
Somewhat comfortable	26%	27%	25%	24%	22%	25%	29%	33%	-	-	26%	29%	26%	22%	26%
			*		D	D.E	**	**	**	**	M				
Somewhat uncomfortable	22%	22%	22%	28%	23%	22%	21%	19%	-	-	25%	21%	21%	23%	22%
			*						**	**					
Very uncomfortable	21%	18%	23%	15%	21%	23%	20%	16%	-	-	20%	20%	18%	26%	23%
			A	*	G				**	**			J.K.L	O.P	

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
										*					
Very uncomfortable	39%	43% P.Q	30%	29%	40%	38%	38%	35%	46%	45% Z.AA	43%	50%	27%	22%	36%
Prefer not to say	11%	16% N	19%	19%	15% S.T.U	9%	6%	7%	9%	14% *	9%	8%	13%	16% V.X.Y	11%
Net: Comfortable	33%	25% O	35%	38%	28%	36%	36%	38%	27%	29% *	27%	25%	43% V.W.X.Y	44% V.X.Y	35%
Net: Uncomfortable	57%	59% P.Q	46%	43%	57%	56%	58%	54%	64% Z.AA	58% Z.AA*	64% Z.AA	67% Z.AA	43%	40%	54%

PRL_Q14_2. Transgender

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
Very comfortable	8%	7%	8%	12% N	9%	9%	7%	7%	7%	9% *	7%	6%	10% V	12% V	8%
Somewhat comfortable	11%	11%	13%	11% N	9%	12%	15% R	13%	10%	15% *	8%	9%	14% V.X	17% V.X.Y	13%
Somewhat uncomfortable	16%	11%	21% N.O	14%	14%	14%	19% R.S	18%	15%	10% *	19%	17%	16%	14%	15%
Very uncomfortable	53%	53% P.Q	39%	41%	52%	54%	52%	54%	58% Z.AA	53% *	56% Z.AA	61% Z.AA	45%	41%	52%
Prefer not to say	12%	17% N	19%	21% N	16% S.T.U	11% T	7%	8%	10% *	13%	10%	7%	15% V.X.Y	16% V.Y	11%
Net: Comfortable	20%	18%	21%	24% N	18%	20%	22%	20%	17%	24% *	16%	15%	23% V.X.Y	30% V.X.Y	22%
Net: Uncomfortable	69%	65% Q	59%	55%	66%	69%	72% R	72%	73% Z.AA	63% *	74% Z.AA	78% W.Z.AA	61%	54%	67%

PRL_Q14_3. Gender non-conforming (i.e., a broad term referring to people who's gender expression does not fit neatly into a category)

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
Very comfortable	9%	10%	9%	13% S	11%	8%	10%	9%	7%	12% *	8%	7%	12% V	16% V.X.Y	9%
Somewhat comfortable	14%	12%	17%	19% O	11%	16% R	19% R	16% R	13%	18% *	11%	14%	17% V.X	19% X	16%
Somewhat uncomfortable	20%	16%	22% Q	14%	18%	21%	22%	22%	21%	19% *	20%	25%	19%	16%	18%
Very uncomfortable	42%	42% P.Q	32%	28%	40%	44%	41%	43%	47% Z.AA	43% *	47% Z.AA	40%	34%	31%	43%
Prefer not to say	14%	20% N	20% N	26% N	20% S.T.U	12%	9%	10%	12% *	9% *	14%	15%	19% V	19% V	13%
Net: Comfortable	24%	22%	26%	31% N.O	22%	23%	28% R.S	26%	20%	29% *	19%	20%	29% V.X.Y	34% V.X.Y	26%
Net: Uncomfortable	62%	58% Q	54% Q	43%	58%	65% R	63% R	65% R	68% Z.AA	62% *	67% Z.AA	65% Z.AA	53%	47%	61%

PRL_Q14_4. Very religious

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
Very comfortable	23%	28% P.Q	19%	18% T	24%	23%	19%	23%	26% X.Z.AA	14% *	20% AA	26% AA	20%	16% AC	28%
Somewhat comfortable	26%	27%	26%	21%	27%	25%	26%	23%	27% Z	42% V.X.Z.AA*	25%	30%	23%	27%	25%
Somewhat uncomfortable	22%	20%	23%	26% V	21%	23%	23%	20%	20% *	26% *	23%	23%	25% V	18%	21%
Very uncomfortable	21%	13%	17%	19% R	16%	20% R	28% R.S	28% R.S	20% R.S	10% *	26% V.W.Y.Z	17%	20%	27% W.Y	20%

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Total	r the age of 18		Income				Type of Area Lived in				Political Party			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other
				AD	AD	AD			AK		**	AN.AQ		AN.AQ	*
Very uncomfortable	39%	39%	38%	39%	41%	39%	36%	32%	39%	49%	24%	28%	57%	36%	40%
									AI	ALAJ	**		AM.AO.AP.AQ	AM	AM*
Prefer not to say	11%	11%	14%	9%	5%	5%	21%	14%	9%	8%	5%	6%	8%	9%	6%
			AE.AF.AG	AF.AG			AD.AE.AF.AG	AJ.AK			**			AM	*
Net: Comfortable	33%	32%	33%	31%	35%	36%	26%	36%	32%	29%	29%	44%	20%	35%	38%
			AH	AH	AH	AH		AJ.AK			**	AN.AO.AQ		AN.AQ	AN.AQ*
Net: Uncomfortable	57%	57%	52%	59%	60%	59%	52%	49%	59%	64%	66%	50%	72%	56%	56%
			AD.AH	AD.AH	AD			AI	AI	AI.AJ	**	AQ	AM.AO.AP.AQ	AM.AQ	AQ*
Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Very comfortable	8%	8%	10%	7%	8%	8%	7%	12%	6%	7%	7%	13%	5%	6%	12%
			AE					AJ.AK			**	AN.AO.AQ			AN.AO.AQ*
Somewhat comfortable	11%	11%	11%	11%	12%	14%	9%	14%	11%	9%	5%	16%	7%	13%	8%
						AH		AJ.AK			**	AN.AP.AQ		AN	*
Somewhat uncomfortable	16%	16%	13%	17%	17%	17%	13%	15%	17%	13%	37%	22%	7%	18%	8%
					AD.AH	AD.AH					**	AN.AO.AP.AQ		AN.AP.AQ	*
Very uncomfortable	53%	53%	49%	58%	56%	54%	51%	43%	56%	62%	37%	41%	74%	53%	64%
					AD			AI	AI	AI.AJ	**		AM.AO.AP.AQ	AM.AQ	AM.AO.AQ*
Prefer not to say	12%	12%	17%	10%	6%	6%	21%	17%	10%	9%	14%	8%	8%	10%	8%
			AE.AF.AG	AF.AG			AE.AF.AG	AJ.AK			**				*
Net: Comfortable	20%	19%	21%	18%	21%	22%	16%	26%	17%	16%	12%	29%	11%	19%	20%
			AH	AH	AH	AH		AJ.AK			**	AN.AO.AP.AQ		AN.AQ	AN*
Net: Uncomfortable	69%	69%	62%	72%	73%	72%	63%	58%	73%	75%	74%	63%	81%	71%	73%
			AD.AH	AD.AH	AD.AH			AI	AI	AI	**	AQ	AM.AO.AQ	AM.AQ	AQ*
Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Very comfortable	9%	9%	12%	7%	9%	10%	8%	14%	7%	7%	7%	15%	5%	8%	13%
			AE					AJ.AK			**	AN.AO.AQ		AN	AN.AQ*
Somewhat comfortable	14%	14%	14%	14%	15%	17%	11%	17%	14%	12%	5%	21%	8%	15%	10%
						AH		AJ.AK			**	AN.AO.AP.AQ		AN	*
Somewhat uncomfortable	20%	21%	18%	21%	22%	20%	19%	18%	23%	17%	30%	27%	13%	22%	12%
								AI.AK			**	AN.AO.AP.AQ		AN.AP.AQ	*
Very uncomfortable	42%	41%	35%	43%	48%	45%	37%	32%	44%	51%	44%	27%	64%	43%	53%
				AD	AD.AH	AD.AH		AI	AI	AI.AJ	**		AM.AO.AP.AQ	AM.AQ	AM.AQ*
Prefer not to say	14%	15%	20%	15%	7%	8%	26%	18%	12%	13%	14%	10%	10%	13%	12%
			AE.AF.AG	AF.AG			AD.AE.AF.AG	AJ.AK			**			AM	*
Net: Comfortable	24%	23%	26%	22%	24%	27%	19%	31%	21%	19%	12%	36%	12%	23%	23%
			AH			AE.AH		AJ.AK			**	AN.AO.AP.AQ		AN.AQ	AN*
Net: Uncomfortable	62%	62%	54%	64%	70%	65%	56%	51%	67%	68%	74%	54%	77%	64%	65%
			AD.AH	AD.AE.AH	AD.AH			AI	AI	AI	**	AQ	AM.AO.AP.AQ	AM.AQ	AM.AQ*
Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Very comfortable	23%	22%	24%	23%	24%	21%	20%	21%	23%	26%	27%	18%	32%	21%	32%
											**		AM.AO.AQ		AM.AO.AQ*
Somewhat comfortable	26%	26%	25%	24%	28%	26%	24%	24%	26%	27%	11%	20%	36%	26%	20%
											**		AM.AO.AP.AQ	AM	*
Somewhat uncomfortable	22%	22%	21%	23%	22%	22%	20%	21%	22%	22%	50%	25%	16%	24%	24%
											**	AN		AN	*
Very uncomfortable	21%	21%	18%	20%	21%	27%	18%	20%	22%	18%	7%	31%	10%	21%	19%
						AD.AE.AF.AH					**	AN.AO.AP.AQ		AN.AQ	AN*

PRL_Q14_2. Transgender

PRL_Q14_3. Gender non-conforming (i.e., a broad term referring to people who's gender expression does not fit neatly into a category)

PRL_Q14_4. Very religious

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Political Viewpoint										2012 Presidential Vote				
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	
			AR.AT.AU.AV.AW.AX	AR.AV.AW.AY	AW		AR.AU.AV.AW.AY	AV	BA.BC		*		BE.BJ		
Very uncomfortable	39%	32%	15%	24%	37%	56%	63%	34%	20%	59%	30%	63%	45%	33%	28%
			AR.AX	AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AS.AX	AR	R.AS.AT.AU.AW.AX		AZ.BB.BC	AZ.BC*			
Prefer not to say	11%	36%	5%	8%	8%	6%	8%	32%	7%	7%	7%	4%	5%	16%	5%
		AM.AN.AO.AP		AR	AR		AR	.AS.AT.AU.AV.AX	AR	BA		*	AZ.BA.BB		
Net: Comfortable	33%	22%	65%	42%	34%	22%	16%	23%	52%	20%	41%	18%	30%	34%	44%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY	AV.AY		AV	S.AT.AU.AV.AW.A	AV	BA.BC		BA*	BA	BE.BI.BJ
Net: Uncomfortable	57%	42%	30%	50%	58%	73%	75%	45%	41%	74%	52%	78%	65%	50%	51%
			AR.AX	AR.AS.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX	AR	AR	AR.AS.AT.AW.AX		AZ.BB.BC	AZ.BC*			

PRL_Q14_2. Transgender

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Very comfortable	8%	5%	21%	9%	7%	4%	7%	5%	14%	5%	10%	4%	3%	9%	11%
			AS.AT.AU.AV.AW.AX	AU.AY	AU		AU.AY		AS.AT.AU.AV.AW.A	AU	BA.BB		*	BA	BE
Somewhat comfortable	11%	8%	24%	16%	12%	7%	5%	6%	20%	6%	17%	5%	8%	11%	18%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY				AS.AT.AU.AV.AW.AY		BA.BC		*	BA	BE.BI.BJ
Somewhat uncomfortable	16%	11%	24%	28%	18%	9%	4%	10%	26%	7%	22%	6%	16%	15%	24%
		AN	AT.AU.AV.AW.AY	AT.AU.AV.AW.AY	AU.AV.AW.AY	AV.AY		AV	AT.AU.AV.AW.AY	AV	BA.BC		BA*	BA	BE.BI.BJ
Very uncomfortable	53%	38%	26%	38%	54%	75%	75%	42%	33%	75%	43%	80%	67%	47%	41%
			AR.AX	AR.AS.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX	AR.AX	AR	AR.AS.AT.AW.AX		AZ.BB.BC	AZ.BC*	AZ		
Prefer not to say	12%	38%	5%	9%	9%	5%	9%	37%	7%	7%	8%	5%	5%	18%	6%
		AM.AN.AO.AP		AR.AU.AX	AR.AU		AR.AU.AY	.AS.AT.AU.AV.AX	AR	AU	BA			AZ.BA.BB	
Net: Comfortable	20%	13%	45%	25%	19%	11%	12%	12%	34%	11%	26%	9%	11%	20%	29%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY				AS.AT.AU.AV.AW.AY		BA.BB.BC		*	BA	BE.BI.BJ
Net: Uncomfortable	69%	49%	50%	66%	71%	84%	79%	52%	59%	82%	65%	86%	83%	62%	66%
			AR.AW.AX	AR.AS.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX			AR.AW	AR.AS.AT.AW.AX		AZ.BC	AZ.BC*		BJ

PRL_Q14_3. Gender non-conforming (i.e., a broad term referring to people who's gender expression does not fit neatly into a category)

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Very comfortable	9%	6%	26%	10%	8%	4%	8%	5%	17%	6%	13%	3%	3%	10%	13%
			AS.AT.AU.AV.AW.AX	AU.AW.AY	AU		AU.AY		AS.AT.AU.AV.AW.A	AU	BA.BB.BC		*	BA.BB	BE.BJ
Somewhat comfortable	14%	10%	29%	22%	15%	8%	4%	10%	25%	6%	21%	6%	11%	13%	23%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY	AV.AY		AV	S.AT.AU.AV.AW.A	AV	BA.BB.BC		*	BA	BE.BI.BJ
Somewhat uncomfortable	20%	14%	24%	33%	24%	16%	8%	13%	29%	12%	27%	14%	26%	18%	30%
			AU.AV.AW.AY	AT.AU.AV.AW.AX	AU.AV.AW.AY	AV.AY		AV	R.AT.AU.AV.AW.A	AV	BA.BC		BA*	BA	BE.BJ
Very uncomfortable	42%	28%	16%	25%	41%	63%	70%	28%	21%	66%	29%	69%	53%	38%	27%
			AR.AX	AR.AS.AW.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AX	AR	R.AS.AT.AU.AW.AX		AZ.BB.BC	AZ.BC*	AZ		
Prefer not to say	14%	42%	5%	10%	12%	9%	10%	44%	8%	10%	10%	7%	8%	21%	8%
		AM.AN.AO.AP		AR.AX	AR.AX	AR	AR	.AS.AT.AU.AV.AX	AR	AR	BA		*	AZ.BA.BB	
Net: Comfortable	24%	16%	55%	32%	23%	12%	12%	15%	42%	12%	34%	10%	14%	23%	36%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY				AS.AT.AU.AV.AW.AY		BA.BB.BC		*	BA	BE.BI.BJ
Net: Uncomfortable	62%	42%	40%	58%	64%	79%	78%	42%	50%	78%	56%	83%	79%	56%	56%
			AR.AW.AX	AR.AS.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX			AR.AW	AR.AS.AT.AW.AX		AZ.BC	AZ.BC*		

PRL_Q14_4. Very religious

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Very comfortable	23%	16%	13%	12%	18%	28%	51%	18%	12%	38%	17%	36%	21%	20%	14%
					AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AS.AX		AR.AS.AT.AU.AW.AX		AZ.BB.BC	*	AZ	
Somewhat comfortable	26%	20%	12%	19%	31%	36%	28%	18%	16%	33%	21%	34%	27%	25%	20%
				AR.AX	AR.AS.AW.AX	R.AS.AV.AW.AX.A	AR.AS.AW.AX	AR	AR	AR.AS.AV.AW.AX		AZ.BC	*		
Somewhat uncomfortable	22%	20%	24%	27%	25%	21%	11%	20%	26%	17%	23%	17%	31%	23%	25%
			AV.AY	AU.AV.AW.AY	AV.AY	AV.AY		AV	AU.AV.AW.AY	AV	BA		BA*	BA	BE
Very uncomfortable	21%	12%	48%	35%	19%	9%	5%	13%	41%	8%	34%	9%	17%	17%	37%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY	AV.AY		AV.AY	S.AT.AU.AV.AW.A	AV	BA.BB.BC		BA*	BA	BE.BF.BI.BJ

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	2016 Presidential Vote						Voting Registration			Stonewall Riots Familiarity					
	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	Familiar	Unfamiliar	Heterosexual / straight	Lesbian / gay woman	Gay man	
		*	*	**	*				*			BS.BU	BS.BU*	BS.BU*	
Very uncomfortable	39%	60%	32%	23%	54%	46%	32%	42%	32%	28%	22%	47%	43%	24%	13%
		BD.BF.BG.BJ	*	*	**	BD.BG*	BD	BL.BM		*		BN	Q.BR.BS.BT.BU.B	BS*	*
Prefer not to say	11%	5%	5%	3%	5%	12%	17%	6%	17%	36%	6%	6%	9%	5%	3%
		*	*	**	BD.BE*	BD.BE.BF.BG		BK	BK.BL*				*	*	*
Net: Comfortable	33%	20%	47%	59%	32%	26%	33%	33%	34%	22%	54%	27%	30%	48%	63%
			BE.BI.BJ*	BE.BI.BJ*	**	*	BE	BM	BM	*	BO			BP.BU*	BP.BU*
Net: Uncomfortable	57%	76%	48%	39%	63%	62%	49%	61%	49%	42%	39%	67%	62%	47%	34%
		BD.BF.BG.BI.BJ	*	*	**	BG*		BL.BM		*		BN	BR.BS.BT.BU.BV	BS.BT.BU*	BS*

PRL_Q14_2. Transgender

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Very comfortable	8%	4%	7%	9%	11%	3%	9%	8%	10%	5%	16%	6%	6%	20%	11%
		*	*	**	*	BE				*	BO			BP.BU*	BP*
Somewhat comfortable	11%	5%	19%	26%	4%	4%	11%	12%	11%	14%	22%	9%	10%	28%	17%
			BE.BI*	BE.BI.BJ*	**	*	BE			*	BO			BP.BT.BU*	*
Somewhat uncomfortable	16%	8%	24%	23%	13%	11%	15%	16%	15%	11%	19%	15%	16%	18%	28%
			BE.BJ*	BE*	**	*	BE			*	BO		BU	BU*	BP.BS.BU*
Very uncomfortable	53%	78%	45%	38%	68%	69%	46%	58%	44%	37%	36%	64%	58%	35%	37%
		BD.BF.BG.BJ	*	*	**	BD.BF.BG.BJ*		BL.BM		*		BN	Q.BR.BS.BT.BU.B	BS*	BS.BT*
Prefer not to say	12%	5%	5%	4%	5%	13%	19%	7%	20%	33%	7%	7%	10%	-	6%
		*	*	**	BD.BE*	BD.BE.BF.BG		BK	BK.BL*				BQ	*	*
Net: Comfortable	20%	9%	26%	36%	14%	7%	20%	19%	21%	18%	38%	14%	17%	48%	28%
			BE.BI*	BE.BI.BJ*	**	*	BE.BI			*	BO			BP.BR.BU.BV*	BP*
Net: Uncomfortable	69%	86%	68%	61%	81%	80%	60%	74%	60%	48%	55%	79%	74%	52%	66%
		BD.BF.BG.BJ	*	*	**	BD.BJ*		BL.BM		*		BN	BQ.BS.BT.BU.BV	BS.BU*	BS.BT.BU*

PRL_Q14_3. Gender non-conforming (i.e., a broad term referring to people who's gender expression does not fit neatly into a category)

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Very comfortable	9%	5%	9%	15%	12%	7%	10%	9%	11%	8%	19%	6%	7%	29%	16%
		*	BE*	**	*	BE				*	BO			BP.BU*	BP.BU*
Somewhat comfortable	14%	7%	25%	35%	13%	8%	13%	15%	14%	11%	24%	12%	13%	34%	24%
			BE.BI.BJ*	BE.BI.BJ*	**	*	BE			*	BO			BP.BT.BU*	BP.BU*
Somewhat uncomfortable	20%	14%	26%	15%	12%	21%	18%	21%	18%	17%	22%	22%	20%	18%	35%
			BE*	*	**	*	BE			*				*	BP.BS.BT.BU*
Very uncomfortable	42%	66%	36%	30%	58%	46%	36%	46%	35%	25%	27%	51%	46%	19%	18%
		BD.BF.BG.BI.BJ	*	*	**	BD*	BD	BL.BM		*	BN	Q.BR.BS.BT.BU.B		*	BS*
Prefer not to say	14%	8%	4%	4%	5%	18%	23%	9%	22%	39%	8%	10%	13%	-	7%
		*	*	**	BD.BE.BF.BG*	BD.BE.BF.BG		BK	BK.BL*				BQ.BV	*	*
Net: Comfortable	24%	12%	33%	50%	25%	14%	23%	24%	25%	19%	43%	18%	21%	64%	40%
			BE.BI.BJ*	BE.BI.BJ*	**	*	BE			*	BO			BP.BR.BU.BV*	BP.BU*
Net: Uncomfortable	62%	81%	62%	45%	70%	67%	54%	67%	53%	42%	49%	73%	67%	36%	54%
		BD.BF.BG.BI.BJ	*	*	**	BG*		BL.BM		*		BN	Q.BR.BS.BT.BU.B	*	BS.BT.BU*

PRL_Q14_4. Very religious

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Very comfortable	23%	33%	19%	25%	60%	36%	21%	24%	20%	22%	19%	26%	24%	7%	15%
		BD.BF.BJ	*	*	**	BD.BF.BJ*	BD			*	BN	Q.BR.BS.BV		*	*
Somewhat comfortable	26%	36%	35%	15%	24%	24%	24%	27%	24%	21%	23%	29%	27%	16%	26%
		BD.BG.BJ	BD.BG.BJ*	*	**	*	BD			*	BN		BS.BU	*	BS*
Somewhat uncomfortable	22%	19%	19%	11%	12%	21%	22%	22%	24%	13%	24%	22%	22%	13%	26%
		*	*	**	*	*			BM	*			BU	*	BU*
Very uncomfortable	21%	9%	20%	45%	4%	12%	18%	23%	18%	13%	31%	18%	20%	59%	30%
			BE*	BE.BF.BI.BJ*	**	*	BE	BL.BM		*	BO		BU	P.BR.BS.BT.BU.B	BP.BU*

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Total	Sexual Orientation			
		Bisexual	Other	Prefer not to say	Gay Men/Women
			*		BS, BU
Very uncomfortable	39%	6%	15%	22%	15%
			*	BS	BS
Prefer not to say	11%	9%	21%	48%	4%
			BP, BQ, BR, BV*	P, BQ, BR, BS, BT, BV	
Net: Comfortable	33%	82%	55%	23%	59%
		P, BQ, BR, BT, BU, B	BP, BU*		BP, BU
Net: Uncomfortable	57%	9%	24%	29%	37%
			BS*	BS	BS

PRL_Q14_2. Transgender

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Very comfortable	8%	38%	40%	7%	13%
		BP, BQ, BR, BU, BV	BP, BR, BU, BV*		BP
Somewhat comfortable	11%	27%	11%	10%	20%
		BP, BT, BU	*		BP, BU
Somewhat uncomfortable	16%	15%	15%	6%	26%
		BU	*		BP, BS, BU
Very uncomfortable	53%	8%	17%	26%	37%
			*	BS	BS, BT
Prefer not to say	12%	12%	17%	51%	5%
		BQ, BV	BQ, BV*	P, BQ, BR, BS, BT, BV	
Net: Comfortable	20%	65%	51%	18%	33%
		BP, BR, BU, BV	BP, BR, BU, BV*		BP, BU
Net: Uncomfortable	69%	23%	32%	32%	62%
			*		BS, BT, BU

PRL_Q14_3. Gender non-conforming (i.e., a broad term referring to people who's gender expression does not fit neatly into a category)

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Very comfortable	9%	34%	41%	6%	19%
		BP, BR, BU, BV	BP, BR, BU, BV*		BP, BU
Somewhat comfortable	14%	29%	15%	12%	27%
		BP, BU	*		BP, BU
Somewhat uncomfortable	20%	16%	9%	13%	31%
			*		BP, BQ, BS, BT, BU
Very uncomfortable	42%	8%	15%	15%	18%
			*		BS
Prefer not to say	14%	13%	21%	53%	5%
		BQ, BV	BQ, BR, BV*	P, BQ, BR, BS, BT, BV	
Net: Comfortable	24%	63%	56%	19%	46%
		BP, BR, BU, BV	BP, BU*		BP, BR, BU
Net: Uncomfortable	62%	24%	24%	29%	49%
			*		BS, BT, BU

PRL_Q14_4. Very religious

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Very comfortable	23%	8%	18%	19%	13%
			*	BS	
Somewhat comfortable	26%	11%	19%	16%	23%
			*		BS
Somewhat uncomfortable	22%	34%	29%	13%	23%
		BP, BQ, BU	BU*		
Very uncomfortable	21%	36%	18%	11%	37%
		BP, BT, BU	*		BP, BR, BT, BU

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
Prefer not to say	9%	9%	9%	9%	14%	8%	6%	3%	-	-	10%	8%	8%	10%	6%
Net: Comfortable	48%	51%	46%	49%	42%	47%	53%	63%	-	-	45%	51%	53%	41%	49%
Net: Uncomfortable	43%	40%	46%	42%	44%	45%	41%	35%	-	-	45%	41%	39%	49%	45%
									**	**	L	M	J.M	KL	O
PRL_Q14_5. Atheist															
Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Very comfortable	28%	31%	24%	41%	30%	30%	24%	21%	-	-	32%	25%	24%	34%	31%
Somewhat comfortable	17%	19%	15%	11%	18%	17%	16%	14%	-	-	17%	20%	15%	16%	17%
Somewhat uncomfortable	15%	15%	16%	12%	14%	14%	16%	22%	-	-	14%	15%	17%	15%	15%
Very uncomfortable	29%	23%	34%	26%	19%	29%	35%	38%	-	-	22%	30%	34%	23%	30%
Prefer not to say	12%	12%	12%	10%	19%	10%	8%	5%	-	-	15%	10%	10%	13%	8%
Net: Comfortable	44%	50%	39%	52%	49%	47%	40%	35%	-	-	49%	45%	39%	50%	47%
Net: Uncomfortable	44%	38%	49%	38%	33%	43%	52%	60%	-	-	37%	45%	51%	37%	45%
									**	**	J.M	L	J.M	L	P.Q
PRL_Q14_6. A member of the opposite political party															
Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Very comfortable	18%	22%	14%	24%	16%	22%	17%	16%	-	-	20%	16%	20%	16%	18%
Somewhat comfortable	25%	25%	25%	22%	22%	26%	26%	29%	-	-	26%	29%	24%	22%	25%
Somewhat uncomfortable	24%	23%	25%	19%	23%	22%	25%	30%	-	-	24%	23%	25%	24%	25%
Very uncomfortable	20%	19%	22%	19%	20%	17%	24%	22%	-	-	16%	21%	19%	25%	22%
Prefer not to say	12%	12%	13%	16%	19%	12%	8%	4%	-	-	14%	11%	12%	13%	9%
Net: Comfortable	43%	47%	40%	46%	39%	48%	43%	45%	-	-	46%	45%	44%	37%	43%
Net: Uncomfortable	44%	41%	48%	37%	43%	39%	49%	52%	-	-	40%	44%	44%	49%	48%
									**	**	K	J	J.L	O.P	
PRL_Q14_7. Of a different race															
Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Very comfortable	41%	43%	39%	56%	43%	49%	35%	26%	-	-	38%	38%	41%	46%	40%
Somewhat comfortable	29%	28%	29%	20%	26%	26%	35%	27%	-	-	29%	33%	27%	27%	30%
Somewhat uncomfortable	13%	12%	14%	13%	10%	12%	14%	26%	-	-	13%	14%	14%	11%	14%
Very uncomfortable	8%	8%	8%	3%	7%	5%	10%	17%	-	-	8%	7%	11%	7%	9%
Prefer not to say	9%	8%	10%	7%	14%	7%	6%	4%	-	-	12%	8%	8%	9%	7%
Net: Comfortable	70%	71%	68%	77%	68%	75%	70%	53%	-	-	68%	71%	68%	73%	71%
									**	**	KL	J.L	J.L	P	

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Total	Race			Education				Marital Status						Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	
Prefer not to say	9%	13% N	15% N	16% N	13% S.T.U	8% T	4%	6%	7%	8% *	6%	4%	13% V.X.Y	12% V.X.Y	7%	
Net: Comfortable	48%	54% P.Q	45%	39%	51% T	49%	45%	46%	53% X.Z.AA	56% *	45%	56% X.Z.AA	43%	43%	52% AC	
Net: Uncomfortable	43%	33%	40% O	45% O	37%	44% R	51% R.S	49% R	40%	36% *	49% V	40%	45%	45%	41%	
PRL_Q14_5. Atheist																
Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810	
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751	
Very comfortable	26%	14% O	26% O	30% O	21%	27% R	39% R.S	35% R.S	25% Y	17% *	27% Y	16% V.W.X.Y	33% V.W.X.Y	34% V.W.Y	25%	
Somewhat comfortable	17%	15%	18%	17%	16%	17%	17%	20%	16%	21% *	12%	16%	19% X	17%	18%	
Somewhat uncomfortable	15%	15%	17%	15%	14%	16%	16%	16%	17% Z	19% *	16%	18%	12% *	13%	16%	
Very uncomfortable	29%	37% N.P.Q	19%	19%	32% T.U	30% T.U	23%	20%	32% Z.AA	31% *	33% Z.AA	42% V.Z.AA	20%	22%	29%	
Prefer not to say	12%	19% N	21% N	19% N	17% S.T.U	10% T	5%	9%	10%	13% *	12%	8%	15% V.Y	14%	11%	
Net: Comfortable	44%	29% O	43% O	47% O	37% T.U	44% R	55% R.S	55% R.S	41% Y	38% *	39% *	32% V.W.X.Y	52% V.W.X.Y	52% V.X.Y	44%	
Net: Uncomfortable	44%	52% N.P.Q	36%	34%	46% T.U	46% T.U	39% R.S	36% R.S	49% Z.AA	50% Z*	49% Z.AA	60% V.X.Z.AA	33%	34%	45%	
PRL_Q14_6. A member of the opposite political party																
Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810	
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751	
Very comfortable	18%	23% N.Q	18% Q	15% U	20% U	19% U	17% U	13% U	17% Z	20% *	23% V.Z	16% Z	18% Z	23% Z	23% AC	
Somewhat comfortable	25%	28% Q	23%	19%	24% Q	26% Q	26% Q	23% Q	27% Z	30% *	25% Z	30% Z	22% Z	22%	27%	
Somewhat uncomfortable	24%	17% O	23% O	27% O	20% O	25% R	27% R	33% R.S	26% X	25% *	17% X	28% X	23% X	23%	23%	
Very uncomfortable	20%	14%	17%	18%	18% R	21% R	24% R	23% R	20% R	20% *	23% *	18% *	20% *	19%	15%	
Prefer not to say	12%	18% N	19% N	22% N	18% S.T.U	10% T	6% T	8% T	9% T	6% *	12% *	8% *	18% V.W.X.Y	14%	12%	
Net: Comfortable	43%	50% N.P.Q	40% O	34% O	44% U	44% U	43% U	36% U	44% Z	49% *	48% Z	46% Z	39% Z	45%	49% AC	
Net: Uncomfortable	44%	32% O	41% O	45% O	38% R	45% R	51% R.S	56% R.S	47% X	45% *	40% *	46% *	43% *	41%	38%	
PRL_Q14_7. Of a different race																
Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810	
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751	
Very comfortable	41%	43%	40%	43%	34% R	45% R	46% R	44% R	38% Y	30% *	43% Y	27% V.W.Y	47% V.W.Y	44% Y	46% AC	
Somewhat comfortable	29%	25%	26%	27%	27% T	28% T	31% T	33% T	31% Z.AA	33% *	28% *	32% *	26% *	22%	27%	
Somewhat uncomfortable	13%	12%	13%	9%	15% T	13% T	10% T	11% T	15% Z	19% Z*	12% Z	18% Z	10% Z	11%	13%	
Very uncomfortable	8%	7%	7%	6%	10% U	8% U	8% U	5% U	9% Z	11% *	11% Z	16% V.Z	5% Z	10% Z	7%	
Prefer not to say	9%	13% N	15% N	15% N	13% S.T.U	7% T	5% T	7% T	7% T	7% *	7% *	7% *	12% V.X	13% V.X	8%	
Net: Comfortable	70%	68%	65%	70%	62% R	73% R	77% R	77% R	69% Y	63% *	71% Y	58% Y	73% Y	66%	73%	

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	r the age of 18		Income					Type of Area Lived in				Political Party			
	Total	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other
Prefer not to say	9%	9%	12%	9%	4%	4%	18%	13%	7%	7%	5%	5%	5%	8%	5%
			AF.AG	AF.AG			AD.AE.AF.AG	AJ.AK			**			AM.AN	*
Net: Comfortable	48%	48%	49%	48%	53%	46%	44%	46%	49%	52%	38%	38%	69%	47%	52%
					AG.AH				AI	**			AM.AO.AP.AQ	AM.AQ	AM.AQ*
Net: Uncomfortable	43%	43%	39%	43%	43%	50%	39%	42%	44%	41%	57%	57%	26%	45%	44%
						AD.AE.AF.AH				**		AN.AO.AP.AQ		AN.AQ	AN.AQ*

PRL_Q14_5. Atheist

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Very comfortable	28%	28%	24%	27%	30%	35%	24%	30%	28%	22%	28%	42%	14%	28%	35%
					AD.AH	AD.AE.AH		AK	AK	**		AN.AO.AQ		AN.AQ	AN.AQ*
Somewhat comfortable	17%	16%	14%	16%	18%	21%	15%	16%	18%	13%	13%	16%	16%	21%	13%
					AD	AD.AH		AK	AK	**		AQ		AM.AN.AQ	*
Somewhat uncomfortable	15%	15%	13%	16%	17%	14%	16%	13%	16%	16%	11%	13%	16%	18%	13%
					AD			AI		**				AM	*
Very uncomfortable	29%	28%	33%	28%	29%	25%	24%	23%	28%	40%	38%	22%	46%	23%	31%
			AG.AH					AI	AI.AJ	**			AM.AO.AP.AQ		AM*
Prefer not to say	12%	12%	17%	12%	6%	5%	21%	17%	9%	9%	10%	7%	8%	11%	9%
			AE.AF.AG	AF.AG			AE.AF.AG	AJ.AK		**				AM	*
Net: Comfortable	44%	45%	37%	44%	48%	56%	39%	46%	47%	36%	40%	58%	30%	49%	48%
			AD	AD.AH	AD.AE.AF.AH			AK	AK	**		AN.AO.AP.AQ		AN.AQ	AN.AQ*
Net: Uncomfortable	44%	43%	46%	44%	46%	39%	40%	37%	44%	56%	49%	36%	63%	41%	44%
			AG	AG				AI	AI.AJ	**		AM.AO.AP.AQ		AM	*

PRL_Q14_6. A member of the opposite political party

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Very comfortable	18%	17%	21%	19%	18%	18%	15%	20%	17%	20%	12%	18%	17%	21%	22%
			AH					**		**				AQ	*
Somewhat comfortable	25%	25%	22%	26%	28%	28%	19%	22%	27%	26%	17%	22%	29%	28%	24%
			AH	AD.AH	AD.AH			AI	AI	**			AM.AQ	AM.AQ	*
Somewhat uncomfortable	24%	24%	21%	23%	27%	29%	20%	22%	26%	21%	42%	24%	29%	24%	17%
			AD.AH	AD.AE.AH				AI.AK		**		AQ	AM.AO.AP.AQ	AQ	*
Very uncomfortable	20%	22%	18%	22%	21%	21%	21%	19%	21%	21%	24%	29%	18%	16%	30%
		AB						**	**	**		AN.AO.AQ	AQ	AQ	AN.AO.AQ*
Prefer not to say	12%	12%	18%	11%	6%	4%	24%	18%	9%	11%	5%	7%	7%	12%	7%
			AE.AF.AG	AF.AG			AD.AE.AF.AG	AJ.AK		**				AM.AN	*
Net: Comfortable	43%	42%	43%	45%	46%	45%	34%	41%	44%	46%	29%	39%	46%	48%	46%
			AH	AH	AH	AH		**	**	**			AM.AQ	AM.AQ	AQ*
Net: Uncomfortable	44%	46%	39%	44%	48%	50%	42%	41%	47%	43%	66%	54%	47%	40%	47%
		AB			AD.AH	AD.AH		**	AI	**		AN.AO.AQ	AO.AQ	AQ	AQ*

PRL_Q14_7. Of a different race

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Very comfortable	41%	40%	39%	41%	43%	44%	37%	42%	40%	40%	39%	49%	30%	44%	58%
			AH	AH	AH			**		**		AN.AO.AQ		AN.AQ	AN.AO.AQ*
Somewhat comfortable	29%	29%	25%	28%	32%	34%	24%	26%	30%	29%	14%	29%	31%	31%	22%
			AD.AH	AD.AH				AI	AI	**		AQ	AQ	AQ	*
Somewhat uncomfortable	13%	13%	13%	14%	13%	12%	12%	13%	13%	13%	11%	11%	19%	10%	14%
								**	**	**		AM.AO.AQ			*
Very uncomfortable	8%	9%	10%	9%	7%	7%	9%	6%	9%	12%	26%	6%	14%	8%	3%
			AF.AG					AI	AI	**			AM.AO.AP.AQ		*
Prefer not to say	9%	9%	12%	8%	4%	4%	19%	13%	7%	7%	10%	5%	7%	7%	3%
			AE.AF.AG	AF.AG			AD.AE.AF.AG	AJ.AK		**			AM	AM	*
Net: Comfortable	70%	68%	64%	69%	76%	77%	60%	69%	71%	69%	53%	78%	61%	75%	79%
			AH	AD.AE.AH	AD.AE.AH			**	AN.AQ	**		AN.AQ	AQ	AN.AQ	AN.AQ*

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Political Viewpoint							2012 Presidential Vote							
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	
Prefer not to say	9%	32%	3%	6%	6%	5%	6%	31%	5%	5%	5%	3%	4%	14%	3%
Net: Comfortable	48%	36%	25%	31%	49%	65%	78%	36%	28%	71%	38%	70%	48%	45%	34%
Net: Uncomfortable	43%	32%	72%	63%	44%	30%	16%	33%	67%	24%	57%	26%	48%	40%	62%

PRL_Q14_5. Atheist

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Very comfortable	28%	16%	67%	44%	25%	16%	12%	12%	54%	14%	41%	14%	28%	24%	46%
Somewhat comfortable	17%	11%	15%	18%	21%	16%	13%	11%	17%	15%	19%	17%	17%	15%	18%
Somewhat uncomfortable	15%	12%	5%	13%	20%	21%	15%	11%	9%	12%	18%	20%	16%	15%	13%
Very uncomfortable	29%	21%	9%	17%	25%	41%	52%	27%	14%	45%	19%	46%	35%	27%	18%
Prefer not to say	12%	39%	4%	8%	9%	6%	8%	40%	6%	7%	8%	4%	4%	18%	5%
Net: Comfortable	44%	27%	82%	63%	46%	32%	25%	23%	71%	29%	61%	31%	45%	39%	64%
Net: Uncomfortable	44%	34%	14%	30%	45%	61%	67%	38%	23%	64%	31%	66%	51%	43%	31%

PRL_Q14_6. A member of the opposite political party

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Very comfortable	18%	14%	12%	14%	24%	20%	18%	15%	13%	19%	18%	18%	22%	18%	14%
Somewhat comfortable	25%	20%	14%	23%	33%	31%	20%	19%	19%	26%	24%	28%	28%	25%	22%
Somewhat uncomfortable	24%	13%	25%	29%	22%	27%	30%	13%	27%	28%	25%	32%	25%	20%	27%
Very uncomfortable	20%	9%	46%	28%	11%	16%	24%	11%	36%	20%	27%	19%	20%	17%	33%
Prefer not to say	12%	44%	3%	7%	10%	6%	8%	43%	6%	7%	7%	4%	5%	21%	4%
Net: Comfortable	43%	34%	25%	37%	57%	50%	38%	34%	32%	45%	41%	46%	50%	43%	36%
Net: Uncomfortable	44%	22%	71%	56%	33%	43%	54%	23%	63%	48%	52%	50%	45%	37%	60%

PRL_Q14_7. Of a different race

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Very comfortable	41%	29%	63%	44%	42%	36%	34%	29%	52%	35%	48%	34%	43%	39%	50%
Somewhat comfortable	29%	19%	23%	33%	31%	30%	27%	24%	28%	29%	29%	32%	34%	27%	32%
Somewhat uncomfortable	13%	12%	8%	13%	12%	19%	17%	7%	11%	18%	12%	17%	7%	12%	10%
Very uncomfortable	8%	8%	3%	5%	7%	11%	15%	9%	4%	13%	5%	14%	12%	8%	4%
Prefer not to say	9%	33%	2%	6%	7%	4%	6%	32%	4%	5%	6%	4%	5%	14%	4%
Net: Comfortable	70%	48%	86%	77%	73%	66%	62%	53%	81%	64%	77%	65%	77%	66%	82%

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	2016 Presidential Vote						Voting Registration			Stonewall Riots Familiarity					
	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	Familiar	Unfamiliar	Heterosexual / straight	Lesbian / gay woman	Gay man	
Prefer not to say	9%	4%	7%	4%	-	7%	15%	5%	15%	31%	4%	5%	7%	5%	4%
		*	*	**	*	BD, BE			BK	BK, BL*				*	*
Net: Comfortable	48%	69%	54%	40%	84%	61%	45%	51%	44%	43%	41%	55%	51%	22%	40%
		BD, BF, BG, BJ	BD*	*	**	BD, BJ*	BD	BL	BL	*	BN	BQ, BR, BS, BU, BV	*	BS*	
Net: Uncomfortable	43%	27%	39%	56%	16%	32%	40%	44%	42%	26%	55%	40%	42%	72%	56%
			BE*	BE, BI, BJ*	**	*	BE	BM	BM	*	BO	BU	BU	BP, BT, BU*	BP, BU*

PRL_Q14_5. Atheist

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Very comfortable	28%	14%	32%	61%	8%	15%	25%	30%	25%	17%	44%	24%	26%	47%	47%
			BE*	BE, BF, BI, BJ*	**	*	BE	BM	BO	*	BO	BU	BU	BP, BU*	BP, BU*
Somewhat comfortable	17%	17%	24%	16%	25%	10%	16%	18%	15%	12%	20%	18%	17%	14%	23%
			*	*	**	*	*	*	*	*	BN	BS, BU, BV	*	BU*	BU*
Somewhat uncomfortable	15%	19%	16%	9%	23%	18%	15%	16%	14%	17%	13%	17%	16%	11%	8%
			BD, BJ	*	**	*	*	*	*	*	BN	BS, BU, BV	*	*	*
Very uncomfortable	29%	45%	23%	10%	45%	46%	25%	30%	25%	22%	17%	34%	31%	25%	15%
			BD, BF, BG, BJ	*	**	BD, BF, BG, BJ*	BD, BG	BL	BL	*	BN	BR, BS, BT, BU, BV	BS*	BS*	*
Prefer not to say	12%	5%	5%	4%	-	11%	20%	7%	20%	32%	6%	7%	10%	4%	6%
			*	*	**	*	BD, BE, BF, BG		BK	BK, BL*				*	*
Net: Comfortable	44%	31%	56%	77%	33%	25%	40%	47%	40%	29%	64%	41%	43%	60%	70%
			BE, BI, BJ*	BE, BF, BI, BJ*	**	*	BE, BI	BL, BM	BO	*	BO	BU	BU	BP, BU*	BP, BT, BU*
Net: Uncomfortable	44%	64%	39%	19%	67%	64%	40%	46%	40%	40%	30%	52%	47%	36%	24%
			BD, BF, BG, BJ	BG*	*	**	BD, BF, BG, BJ*	BD, BG	BL	*	BN	BR, BS, BT, BU, BV	BS*	BS*	*

PRL_Q14_6. A member of the opposite political party

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Very comfortable	18%	19%	30%	25%	13%	18%	19%	18%	22%	6%	16%	19%	19%	8%	14%
			BD	BD, BE, BJ*	*	**	BD	BM	BK, BM	*	BS, BU	*	*	*	*
Somewhat comfortable	25%	28%	41%	18%	39%	26%	25%	26%	23%	22%	22%	29%	26%	14%	25%
			BD	BD, BE, BG, BJ*	*	**	*	*	*	*	BN	BS, BU	*	*	*
Somewhat uncomfortable	24%	29%	17%	27%	27%	27%	19%	27%	19%	19%	25%	26%	24%	30%	19%
			BF, BJ	*	**	*	*	BL	*	*	*	*	*	*	*
Very uncomfortable	20%	19%	6%	26%	21%	13%	14%	24%	13%	14%	31%	18%	19%	46%	34%
			BF, BJ	*	BF, BJ*	**	*	BL, BM	BO	*	BO	BP, BU*	BP, BU*	BP, BU*	BP, BU*
Prefer not to say	12%	4%	7%	4%	-	17%	22%	6%	23%	39%	5%	8%	11%	2%	8%
			*	*	**	BD, BE*	BD, BE, BF, BG		BK	BK, BL*	BN	*	*	*	*
Net: Comfortable	43%	48%	70%	43%	52%	43%	44%	44%	45%	28%	39%	48%	46%	22%	39%
			BD	BD, BE, BG, BI, BJ*	*	**	BD	BM	BM	*	BN	BQ, BS, BT, BU, BV	*	BU*	BU*
Net: Uncomfortable	44%	48%	23%	53%	48%	40%	34%	50%	32%	33%	56%	44%	44%	76%	53%
			BF, BJ	*	BF, BJ*	**	*	BL, BM	BO	*	BO	BU	BP, BR, BS, BU, BV*	BP, BU*	BU*

PRL_Q14_7. Of a different race

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Very comfortable	41%	32%	57%	70%	45%	50%	39%	43%	40%	21%	52%	40%	41%	47%	50%
			BE, BJ*	BD, BE, BJ*	**	BE*	BE	BM	BM	*	BO	BU	BU	BU*	BU*
Somewhat comfortable	29%	31%	30%	21%	33%	19%	26%	31%	25%	24%	28%	31%	30%	22%	26%
			BJ	*	**	*	BL	*	*	*	BN	BU	*	*	*
Somewhat uncomfortable	13%	19%	4%	3%	13%	7%	12%	13%	12%	18%	10%	15%	13%	15%	12%
			BD, BF, BG, BI, BJ	*	**	*	BF	*	*	*	BN	*	*	*	*
Very uncomfortable	8%	14%	6%	2%	4%	8%	8%	9%	8%	7%	6%	9%	9%	14%	9%
			BD, BG, BJ	*	**	*	BD	*	*	*	BN	BS	BS*	BS*	BS*
Prefer not to say	9%	4%	4%	4%	5%	17%	15%	5%	15%	30%	4%	5%	7%	3%	3%
			*	*	**	BD, BE, BF*	BD, BE, BF		BK	BK, BL*			*	*	*
Net: Comfortable	70%	63%	87%	91%	78%	68%	65%	74%	65%	45%	80%	70%	71%	69%	76%
			BE, BI, BJ*	BE, BI, BJ*	**	*		BL, BM	BM	*	BO	BU	BU	BU*	BU*

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Sexual Orientation				
	Total	Bisexual	Other	Prefer not to say	Gay Men/Women
Prefer not to say	9%	11%	16%	41%	4%
		BV	BP.BR.BV*	P.BQ.BR.BS.BT.BV	
Net: Comfortable	48%	20%	37%	35%	36%
			BS*	BS	BQ.BS
Net: Uncomfortable	43%	70%	47%	24%	60%
		BP.BR.BT.BU	BU*		BP.BU

PRL_Q14_5. Atheist

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Very comfortable	28%	52%	34%	18%	47%
		BP.BT.BU	BU*		BP.BU
Somewhat comfortable	17%	20%	17%	12%	21%
			*		
Somewhat uncomfortable	15%	8%	12%	9%	9%
			*		
Very uncomfortable	29%	8%	15%	15%	17%
			*		BS
Prefer not to say	12%	12%	21%	47%	6%
			BP.BQ.BR.BV*	P.BQ.BR.BS.BT.BV	
Net: Comfortable	44%	72%	51%	29%	68%
		BP.BT.BU	BU*		BP.BU
Net: Uncomfortable	44%	16%	27%	24%	27%
			*		

PRL_Q14_6. A member of the opposite political party

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Very comfortable	18%	10%	13%	9%	13%
			*		
Somewhat comfortable	25%	17%	15%	14%	22%
			*		
Somewhat uncomfortable	24%	28%	23%	17%	22%
		BU	*		
Very uncomfortable	20%	29%	34%	15%	37%
		BP.BU	BP.BU*		BP.BU
Prefer not to say	12%	15%	14%	46%	6%
		BQ.BV	*	P.BQ.BR.BS.BT.BV	
Net: Comfortable	43%	28%	28%	23%	35%
			*		BQ.BU
Net: Uncomfortable	44%	57%	57%	32%	59%
		BP.BU	BU*		BP.BR.BU

PRL_Q14_7. Of a different race

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
Very comfortable	41%	55%	40%	23%	49%
		BP.BU	BU*		BU
Somewhat comfortable	29%	25%	27%	19%	25%
			*		
Somewhat uncomfortable	13%	10%	13%	9%	13%
			*		
Very uncomfortable	8%	-	9%	5%	10%
			BS*	BS	BS
Prefer not to say	9%	9%	10%	44%	3%
		BV	*	P.BQ.BR.BS.BT.BV	
Net: Comfortable	70%	80%	68%	42%	74%
		BP.BU	BU*		BU

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Net: Uncomfortable	21%	21%	16% *	17%	17%	24% D.E	43% C.D.E.F	- **	- **	21%	21%	24% M	18%	23% Q

PRL_Q14_8. An adult who is significantly older than you (i.e., ten+ years older)

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Very comfortable	22%	21%	22%	8% *	17%	28% C.D.F.G	23% C.D	18% C.D	- **	- **	18% J	21% J	23% J	23% J	21%
Somewhat comfortable	33%	33%	33%	23% *	29%	34% D	37% C.D	36% D	- **	- **	34% M	36% M	33% M	29% Q	35% Q
Somewhat uncomfortable	23%	23%	23%	33% E*	24% E	19% E	22% E	27% E	- **	- **	21% O	23% O	22% O	25% O	24% O
Very uncomfortable	14%	14%	14%	24% E.F*	16% F	13% F	12% F	16% F	- **	- **	15% P	14% P	14% P	13% P	15% P
Prefer not to say	9%	9%	9%	13% F.G*	15% E.F.G	7% G	6% G	3% G	- **	- **	12% K.L	7% K.L	7% K.L	10% K.L	6% K.L
Net: Comfortable	55%	55%	55%	31% *	45% C	62% C.D.G	60% C.D	54% C.D	- **	- **	53% Q	56% Q	56% Q	52% Q	55% Q
Net: Uncomfortable	36%	36%	37%	57% D.E.F*	40% E.F	32% E.F	34% E.F	43% E.F	- **	- **	36% O.P	36% O.P	36% O.P	38% O.P	39% O.P

PRL_Q14_9. An adult who is significantly younger than you (i.e., ten+ years younger)

Unweighted base	3121	1443	1678	-	628	1004	1241	248	-	-	628	705	1102	686	2169
Base: All US Adults	3080	1498	1582	-	625	948	1247	261	-	-	609	680	1131	660	2168
Very comfortable	23%	33% B	13% B	- **	17% D	26% D.G	24% D.G	18% D.G	- **	- **	21% O	22% O	24% O	23% O	23% O
Somewhat comfortable	29%	33% B	24% B	- **	25% A	28% D	31% D	28% D	- **	- **	26% O	27% O	29% O	31% O	30% O.Q
Somewhat uncomfortable	24%	18% A	29% A	- **	25% A	22% A	24% A	28% A	- **	- **	24% O	27% O	23% O	23% O	25% O
Very uncomfortable	17%	9% A	25% A	- **	19% A	16% A	16% A	22% E.F	- **	- **	19% O	18% O	18% O	14% O	17% O
Prefer not to say	8%	7% A	9% A	- **	14% E.F.G	7% F	5% F	4% F	- **	- **	10% K.L	6% K.L	6% K.L	8% K.L	5% K.L
Net: Comfortable	51%	66% B	37% B	- **	42% B	54% D.G	55% D.G	46% D.G	- **	- **	47% J	49% J	53% J	54% J	53% O
Net: Uncomfortable	41%	27% A	54% A	- **	45% E	38% E	40% E	50% E.F	- **	- **	43% M	45% M	40% M	37% M	42% P

PRL_Q15. In your opinion, to what extent appropriate or inappropriate is it for heterosexual people to attend Pride events celebrating the LGBTQ+ community?

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
Completely appropriate	42%	38% A	45% A	24% *	37% C	46% C.D.G	45% C.D.G	37% C.D.G	- **	- **	41% L	42% L	39% L	46% L	45% O.P
Somewhat appropriate	16%	15% G*	17% G*	23% G*	18% F.G	15% F.G	14% F.G	11% F.G	- **	- **	18% O	15% O	15% O	16% O	16% O
Somewhat inappropriate	8%	10% B	6% B	12% E*	10% E.F	5% E.F	8% E.F	11% E	- **	- **	8% O	8% O	8% O	9% O	8% O
Completely inappropriate	10%	13% B	8% B	9% *	8% *	9% *	9% *	17% D.E	- **	- **	9% J.K.M	9% J.K.M	14% J.K.M	7% J.K.M	11% J.K.M
Don't know	24%	24% F*	24% F*	32% F*	27% F	25% F	20% F	24% F	- **	- **	24% O	25% O	24% O	22% O	21% O
Net: Appropriate	57%	53% A	61% A	47% *	55% *	61% C.D.G	60% G	48% G	- **	- **	59% L	57% L	54% L	62% L	61% O.P.Q
Net: Inappropriate	19%	23% A	14% A	21% *	18% *	14% *	20% G	28% G	- **	- **	17% O	17% O	22% O	16% O	18% O

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	r the age of 18		Income					Type of Area Lived in				Political Party			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other	
Net: Uncomfortable	21%	22%	23%	23%	20%	19%	21%	19%	22%	24%	36%	17%	32%	18%	17%
									AI	AI	**		AM.AO.AP.AQ		*

PRL_Q14_8. An adult who is significantly older than you (i.e., ten+ years older)

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Very comfortable	22%	21%	24%	21%	22%	19%	19%	23%	21%	22%	19%	24%	19%	23%	28%
											**	AN.AQ		AN	AN.AQ*
Somewhat comfortable	33%	34%	31%	33%	38%	38%	22%	31%	35%	33%	14%	35%	38%	34%	29%
			AH	AH	AD.AH	AD.AH			AI		**	AQ	AQ	AQ	AQ*
Somewhat uncomfortable	23%	23%	20%	23%	22%	26%	24%	22%	23%	23%	37%	24%	22%	23%	23%
						AD					**				*
Very uncomfortable	14%	14%	13%	14%	13%	14%	17%	12%	15%	15%	25%	14%	15%	13%	15%
							AD.AF				**				*
Prefer not to say	9%	9%	12%	8%	5%	3%	17%	13%	7%	8%	5%	4%	6%	8%	6%
			AE.AF.AG	AF.AG			AD.AE.AF.AG	AJ.AK			**		AM	AM	*
Net: Comfortable	55%	55%	55%	54%	60%	57%	42%	53%	56%	55%	33%	59%	56%	57%	57%
			AH	AH	AE.AH	AH					**	AQ	AQ	AQ	AQ*
Net: Uncomfortable	36%	37%	32%	38%	35%	39%	41%	34%	37%	38%	62%	38%	38%	36%	38%
						AD	AD				**				*

PRL_Q14_9. An adult who is significantly younger than you (i.e., ten+ years younger)

Unweighted base	3121	2390	708	551	958	547	357	992	1538	578	13	1150	831	836	124
Base: All US Adults	3080	2413	777	552	874	505	372	946	1541	581	12	1013	805	872	121
Very comfortable	23%	23%	23%	20%	23%	27%	20%	25%	23%	20%	17%	24%	22%	25%	32%
						AE.AH					**	AQ	AQ	AQ	AQ*
Somewhat comfortable	29%	29%	25%	30%	32%	31%	23%	29%	29%	25%	22%	29%	30%	30%	23%
			AH	AD.AH	AH						**	AQ	AQ	AQ	*
Somewhat uncomfortable	24%	24%	21%	23%	26%	24%	26%	20%	24%	28%	35%	26%	23%	24%	22%
										AI	**				*
Very uncomfortable	17%	17%	20%	19%	16%	15%	18%	15%	18%	20%	20%	17%	18%	16%	16%
											**				*
Prefer not to say	8%	7%	11%	8%	4%	3%	14%	10%	6%	7%	7%	4%	5%	6%	8%
			AF.AG	AF.AG			AE.AF.AG	AJ			**				*
Net: Comfortable	51%	52%	49%	50%	55%	58%	42%	54%	52%	45%	38%	53%	53%	54%	54%
			AH	AD.AH	AD.AE.AH			AK	AK		**	AQ	AQ	AQ	AQ*
Net: Uncomfortable	41%	41%	40%	42%	41%	39%	44%	36%	42%	47%	54%	43%	42%	40%	38%
									AI	AI.AJ	**				*

PRL_Q15. In your opinion, to what extent appropriate or inappropriate is it for heterosexual people to attend Pride events celebrating the LGBTQ+ community?

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Completely appropriate	42%	42%	38%	36%	45%	54%	34%	42%	44%	34%	38%	55%	29%	45%	38%
					AD.AE.AH	AD.AE.AF.AH		AK	AK		**	AN.AO.AP.AQ	AQ	AN.AQ	AN.AQ*
Somewhat appropriate	16%	15%	16%	16%	18%	16%	12%	16%	16%	15%	-	19%	15%	15%	16%
					AH						**	AN.AO.AQ	AQ	AQ	*
Somewhat inappropriate	8%	8%	8%	10%	8%	8%	6%	8%	8%	8%	23%	6%	13%	7%	3%
				AH							**		AM.AO.AP.AQ		*
Completely inappropriate	10%	11%	10%	12%	11%	8%	10%	9%	10%	14%	12%	6%	19%	9%	11%
				AG						AI.AJ	**		AM.AO.AQ	AM	AM*
Don't know	24%	25%	27%	25%	18%	14%	38%	25%	22%	28%	27%	14%	24%	23%	31%
			AF.AG	AF.AG	AG		AD.AE.AF.AG	AJ			**		AM	AM	AM*
Net: Appropriate	57%	57%	54%	52%	63%	69%	46%	58%	60%	50%	38%	74%	44%	61%	55%
			AH	AD.AE.AH	AD.AE.AF.AH			AK	AK		**	AN.AO.AP.AQ	AQ	AN.AQ	AN.AQ*
Net: Inappropriate	19%	18%	19%	23%	18%	17%	16%	17%	18%	23%	35%	12%	32%	16%	14%

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Political Viewpoint							2012 Presidential Vote							
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	
Net: Uncomfortable	21%	20%	12%	18%	20%	30%	32%	15%	15%	31%	18%	31%	19%	20%	14%
				AR.AX	AR.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX		AR	AR.AS.AT.AW.AX		AZ.BB.BC	*		

PRL_Q14_8. An adult who is significantly older than you (i.e., ten+ years older)

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Very comfortable	22%	17%	30%	19%	20%	24%	21%	18%	24%	23%	24%	21%	15%	21%	23%
			AS.AT.AU.AV.AW.AX.AY						AS.AW				*		
Somewhat comfortable	33%	17%	33%	35%	37%	35%	30%	23%	34%	33%	36%	37%	41%	29%	37%
			AW	AW	AV.AW	AW	AW		AW	AW	BC	BC	BC*		BJ
Somewhat uncomfortable	23%	18%	21%	27%	23%	24%	24%	15%	24%	24%	23%	24%	*	22%	25%
			AW	AR.AW	AW	AW	AW		AR.AW	AW			*		BJ
Very uncomfortable	14%	14%	13%	13%	13%	14%	18%	14%	13%	15%	12%	15%	20%	15%	11%
							AS.AT.AX					AZ	AZ*	AZ	
Prefer not to say	9%	33%	2%	6%	7%	3%	7%	31%	4%	5%	6%	3%	3%	14%	3%
		AM.AN.AO.AP		AR.AX	AR.AU.AX		AR.AU.AX.AY	.AS.AT.AU.AV.AX	AR	AR.AU	BA		*	AZ.BA.BB	
Net: Comfortable	55%	35%	63%	54%	57%	59%	52%	41%	58%	56%	60%	58%	56%	49%	60%
			AS.AV.AW.AX.AY		AW	AW	AV.AW.AY	AW	AS.AV.AW	AV.AW	BC	BC	*		BJ
Net: Uncomfortable	36%	32%	35%	40%	36%	38%	41%	29%	38%	39%	34%	39%	40%	37%	36%
			AW	AW	AW	AW	AR.AW		AW	AW	AZ		*		

PRL_Q14_9. An adult who is significantly younger than you (i.e., ten+ years younger)

Unweighted base	3121	180	449	505	843	582	475	267	954	1057	1351	866	81	772	1164
Base: All US Adults	3080	269	358	450	881	577	444	371	808	1021	1111	775	63	1077	914
Very comfortable	23%	12%	27%	22%	23%	24%	27%	13%	24%	25%	24%	24%	17%	22%	22%
			AW	AW	AW	AW	AW		AW	AW			*		
Somewhat comfortable	29%	19%	29%	32%	32%	30%	27%	16%	31%	29%	30%	32%	33%	24%	32%
			AW	AW	AW	AW	AW		AW	AW	BC	BC	*		BJ
Somewhat uncomfortable	24%	19%	28%	23%	23%	24%	24%	22%	25%	24%	24%	25%	21%	23%	26%
													*		
Very uncomfortable	17%	18%	15%	18%	16%	19%	17%	20%	17%	18%	18%	16%	23%	18%	18%
													*		
Prefer not to say	8%	32%	2%	4%	7%	3%	5%	28%	3%	4%	5%	3%	5%	13%	3%
		AM.AN.AO.AP			AR.AU.AX.AY		AR	.AS.AT.AU.AV.AX	AR	AR			*	AZ.BA	
Net: Comfortable	51%	31%	56%	54%	54%	54%	54%	30%	55%	54%	54%	56%	50%	46%	54%
			AW	AW	AW	AW	AW		AW	AW	BC	BC	*		BJ
Net: Uncomfortable	41%	37%	42%	42%	39%	42%	41%	42%	42%	42%	41%	40%	44%	41%	43%
													*		

PRL_Q15. In your opinion, to what extent appropriate or inappropriate is it for heterosexual people to attend Pride events celebrating the LGBTQ+ community?

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
Completely appropriate	42%	22%	67%	58%	46%	31%	23%	24%	62%	27%	59%	33%	48%	33%	63%
			AS.AT.AU.AV.AW.AX.AT.AU.AV.AW.AY			AU.AV.AW.AY	AV.AW.AY		AS.AT.AU.AV.AW.AY		AV	BA.BC		BA.BC*	BE.BI.BJ
Somewhat appropriate	16%	9%	17%	21%	17%	18%	10%	11%	19%	14%	17%	14%	16%	16%	20%
			AV.AW	AV.AW.AY	AV.AW	AV.AW.AY			AV.AW.AY	AV			*		BE.BJ
Somewhat inappropriate	8%	7%	5%	6%	9%	12%	10%	5%	5%	11%	6%	10%	4%	9%	4%
					AR.AS.AW.AX	AR.AS.AW.AX	AR.AS.AW.AX			AR.AS.AW.AX	AZ		*	AZ	
Completely inappropriate	10%	10%	4%	4%	6%	15%	30%	8%	4%	22%	5%	18%	13%	11%	3%
		AM		AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AS.AX		AR.AS.AT.AU.AW.AX		AZ.BC		AZ*	AZ	
Don't know	24%	52%	7%	12%	22%	24%	28%	52%	10%	26%	13%	24%	19%	33%	10%
		AM.AN.AO.AP		AR.AX	AR.AS.AX	AR.AS.AX	AR.AS.AT.AX	.AS.AT.AU.AV.AX	AR	AR.AS.AX	AZ		*	AZ.BA.BB	
Net: Appropriate	57%	31%	85%	78%	63%	49%	32%	35%	81%	42%	76%	47%	64%	48%	83%
			AS.AT.AU.AV.AW.AX.AT.AU.AV.AW.AY		AU.AV.AW.AY	AV.AW.AY		AS.AT.AU.AV.AW.AY		AV.AW	BA.BB.BC		BA.BC*		BE.BI.BJ
Net: Inappropriate	19%	17%	9%	9%	15%	27%	40%	13%	9%	32%	11%	29%	17%	19%	7%

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	2016 Presidential Vote						Voting Registration			Stonewall Riots Familiarity					
	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	Familiar	Unfamiliar	Heterosexual / straight	Lesbian / gay woman	Gay man	
Net: Uncomfortable	21%	33%	10%	4%	17%	15%	20%	22%	20%	24%	16%	25%	22%	28%	21%
	BD.BF.BG.BI.BJ	*	*	**	*	BD.BF.BG			*		BN	BS.BU	BS*	BS*	

PRL_Q14.8. An adult who is significantly older than you (i.e., ten+ years older)

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Very comfortable	22%	21%	20%	25%	16%	24%	22%	22%	23%	8%	25%	21%	22%	24%	26%
			*	*	**	*		BM	BM	*	BO		BU	*	BU*
Somewhat comfortable	33%	37%	35%	39%	14%	37%	28%	36%	26%	31%	34%	36%	34%	26%	37%
		BJ	*	*	**	*		BL	*	*			BU	*	BU*
Somewhat uncomfortable	23%	24%	25%	19%	41%	16%	20%	23%	21%	20%	24%	24%	23%	30%	26%
		*	*	**	*	*		*	*	*			BU*	*	*
Very uncomfortable	14%	14%	18%	13%	29%	17%	15%	14%	15%	9%	12%	15%	15%	19%	9%
		BD	*	*	**	*	BD			*			BS.BU	BU*	*
Prefer not to say	9%	4%	3%	4%	-	7%	15%	4%	15%	33%	4%	5%	7%	-	2%
		*	*	**	*	*	BD.BE.BF		BK	BK.BL*			BV	*	*
Net: Comfortable	55%	58%	54%	64%	29%	60%	50%	58%	49%	38%	59%	57%	56%	50%	64%
		BJ	*	**	*	*		BL.BM	*	*			BU	BU*	BU*
Net: Uncomfortable	36%	38%	43%	32%	71%	32%	35%	37%	36%	29%	37%	39%	37%	50%	34%
		*	*	**	*	*		*	*	*			BU	BU*	BU*

PRL_Q14.9. An adult who is significantly younger than you (i.e., ten+ years younger)

Unweighted base	3121	1043	74	53	15	50	716	2728	341	52	837	1904	2756	35	98
Base: All US Adults	3080	907	41	29	8	27	1140	2207	763	111	752	1880	2710	30	92
Very comfortable	23%	26%	20%	17%	28%	15%	22%	23%	23%	10%	32%	21%	22%	15%	46%
		BD.BJ	*	*	**	*		BM	BM	*	BO			**	BP.BU.BV*
Somewhat comfortable	29%	29%	46%	39%	19%	32%	25%	30%	26%	20%	30%	30%	30%	27%	23%
			BD.BE.BJ*	*	**	*		*	*	*			BU	**	*
Somewhat uncomfortable	24%	25%	16%	20%	34%	27%	22%	25%	21%	27%	22%	25%	24%	22%	19%
		*	*	**	*	*		*	*	*			BU	**	*
Very uncomfortable	17%	17%	16%	20%	18%	19%	18%	18%	16%	15%	14%	19%	18%	36%	12%
		*	*	**	*	*		*	*	*			BN	**	*
Prefer not to say	8%	4%	1%	4%	-	7%	14%	4%	14%	28%	3%	4%	6%	-	-
		*	*	**	*	*	BD.BE.BF		BK	BK.BL*			BR.BV	**	*
Net: Comfortable	51%	55%	66%	56%	48%	47%	47%	53%	49%	30%	62%	51%	52%	42%	69%
		BJ	BJ*	*	**	*		BM	BM	*	BO		BU	**	BP.BU.BV*
Net: Uncomfortable	41%	41%	33%	40%	52%	45%	40%	42%	37%	42%	36%	44%	42%	58%	31%
		*	*	**	*	*		*	*	*			BN	**	*

PRL_Q15. In your opinion, to what extent appropriate or inappropriate is it for heterosexual people to attend Pride events celebrating the LGBTQ+ community?

Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Completely appropriate	42%	30%	61%	76%	35%	28%	34%	46%	33%	23%	54%	41%	41%	72%	70%
			BE.BI.BJ*	BE.BI.BJ*	**	*		BE	BL.BM	*	BO		BU	BP.BT.BU*	BP.BS.BT.BU*
Somewhat appropriate	16%	14%	16%	13%	9%	12%	14%	17%	15%	8%	19%	16%	16%	12%	15%
		*	*	**	**	*		BM	*	*				*	*
Somewhat inappropriate	8%	12%	5%	2%	10%	13%	8%	7%	10%	6%	11%	7%	8%	14%	4%
		BD.BJ	*	*	**	BD*	BD		BK	*	BO			BR.BV*	*
Completely inappropriate	10%	24%	5%	1%	19%	16%	9%	11%	10%	10%	7%	13%	11%	2%	4%
		BD.BF.BG.BJ	*	*	**	BD.BG*	BD			*		BN	BR.BS.BU.BV	*	*
Don't know	24%	24%	13%	8%	26%	31%	33%	19%	32%	52%	9%	23%	23%	-	7%
		BD.BF.BG	*	*	**	BD.BF.BG*	BD.BE.BF.BG		BK	BK.BL*		BN	BQ.BR.BS.BV	*	*
Net: Appropriate	57%	44%	76%	89%	44%	41%	49%	63%	48%	32%	73%	57%	57%	84%	85%
			BE.BI.BJ*	BE.BI.BJ*	**	*		BL.BM	BM	*	BO		BU	BP.BT.BU*	BP.BT.BU*
Net: Inappropriate	19%	32%	11%	3%	30%	28%	18%	18%	20%	16%	18%	20%	20%	16%	8%
			*	*	**	*		*	*	*				**	*

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



	Sexual Orientation			
	Bisexual	Other	Prefer not to say	Gay Men/Women
Net: Uncomfortable	21%	10%	23%	23%
			*	BS

PRL_Q14_8. An adult who is significantly older than you (i.e., ten+ years older)

	Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155	
Very comfortable	22%	23%	21%	13%	26%	BU
			*			
Somewhat comfortable	33%	36%	33%	19%	35%	BU
			BU	*		
Somewhat uncomfortable	23%	25%	22%	15%	27%	BU
			*			
Very uncomfortable	14%	8%	12%	6%	11%	
			*			
Prefer not to say	9%	9%	12%	47%	1%	
		BR.BV	BR.BV*	P.BQ.BR.BS.BT.BV		
Net: Comfortable	55%	58%	54%	32%	60%	BU
		BU	BU*			
Net: Uncomfortable	36%	32%	34%	21%	38%	BU
			*			

PRL_Q14_9. An adult who is significantly younger than you (i.e., ten+ years younger)

	Unweighted base	3121	92	34	106	133
Base: All US Adults	3080	80	40	128	122	
Very comfortable	23%	31%	31%	15%	38%	BU*
		BU*	**	*	BP.BU*	
Somewhat comfortable	29%	27%	6%	16%	24%	*
		*	**	*	*	
Somewhat uncomfortable	24%	29%	44%	14%	20%	*
		BU*	**	*	*	
Very uncomfortable	17%	11%	15%	13%	18%	BR*
		*	**	*	*	
Prefer not to say	8%	3%	3%	42%	-	*
		*	**	BP.BR.BS.BV*	*	
Net: Comfortable	51%	58%	37%	31%	62%	BP.BU*
		BU*	**	*	*	
Net: Uncomfortable	41%	40%	60%	27%	38%	BR*
		*	**	*	*	

PRL_Q15. In your opinion, to what extent appropriate or inappropriate is it for heterosexual people to attend Pride events celebrating the LGBTQ+ community?

	Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155	
Completely appropriate	42%	55%	39%	22%	70%	BP.BS.BT.BU
		BP.BU	BU*			
Somewhat appropriate	16%	21%	16%	12%	14%	*
			*			
Somewhat inappropriate	8%	6%	14%	5%	6%	BR*
			BR*			
Completely inappropriate	10%	3%	5%	5%	4%	*
			*			
Don't know	24%	15%	27%	56%	5%	
		BQ.BV	BQ.BR.BV*	P.BQ.BR.BS.BT.BV		
Net: Appropriate	57%	76%	54%	33%	85%	BP.BT.BU
		BP.BT.BU	BU*			
Net: Inappropriate	19%	9%	19%	10%	10%	

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	B		*			E	D.E.F	**	**			J.K.M		

Should students learn about each of the following topics in school? Please select one option on each row.

PRL_Q16_1. LGBTQ+ history in America

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
They should learn about this	46%	42%	49%	49%	48%	47%	42%	44%	-	-	49%	44%	42%	50%	46%
			A	*	F				**	**	L			K.L	
They should not learn about this	33%	36%	29%	29%	27%	30%	38%	39%	-	-	26%	35%	36%	30%	35%
		B	*			D.E	D.E	D.E	**	**	J	J.M		O.Q	
Don't know	22%	22%	22%	22%	26%	23%	19%	17%	-	-	25%	21%	22%	20%	19%
			*	F.G					**	**	M				

PRL_Q16_2. Sexual health (e.g., STD protection, birth control, etc.) for heterosexual sexual activity

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
They should learn about this	77%	76%	79%	74%	72%	80%	80%	81%	-	-	78%	79%	77%	76%	81%
			*	*		D	D	D	**	**				O.P.Q	
They should not learn about this	11%	13%	9%	14%	12%	8%	12%	11%	-	-	11%	9%	11%	13%	10%
		B	*	E		E	E	E	**	**				K	
Don't know	12%	12%	12%	12%	17%	12%	8%	8%	-	-	11%	12%	12%	12%	9%
			*	E.F.G		F			**	**					

PRL_Q16_3. Sexual health (e.g., STD protection, birth control, etc.) for same-sex sexual activity

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
They should learn about this	65%	61%	69%	62%	64%	68%	66%	57%	-	-	69%	63%	64%	65%	66%
			A	*	G	G	G	G	**	**	K.L			P	
They should not learn about this	21%	25%	17%	23%	17%	18%	24%	30%	-	-	17%	23%	22%	21%	21%
		B	*			D.E	D.E	D.E.F	**	**	J	J	J		
Don't know	14%	14%	14%	14%	19%	14%	11%	13%	-	-	14%	14%	15%	14%	12%
			*	E.F		F			**	**					

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, AM/AN/AO/API/AQ, AR/AS/AT/AU/AV/AW/AX/AY, AZ/BA/BB/BC, BD/BE/BF/B

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Race			Education				Marital Status					Children unde	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
				S.T.U				X.Z.AA	*		X.Z.AA			

Should students learn about each of the following topics in school? Please select one option on each row.

PRL_Q16_1. LGBTQ+ history in America

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
They should learn about this	46%	43%	42%	51%	40%	44%	55%	55%	42%	36%	49%	42%	49%	58%	43%
They should not learn about this	33%	26%	31%	26%	32%	35%	30%	29%	39%	36%	33%	32%	24%	24%	36%
Don't know	22%	31%	27%	23%	28%	20%	16%	16%	19%	27%	18%	25%	27%	18%	21%
		N	N	N	S.T.U	T			Z.AA	*	Z	Z	V.X.AA		

PRL_Q16_2. Sexual health (e.g., STD protection, birth control, etc.) for heterosexual sexual activity

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
They should learn about this	77%	72%	66%	70%	72%	78%	85%	80%	77%	70%	84%	74%	76%	83%	77%
They should not learn about this	11%	11%	15%	13%	11%	11%	8%	12%	13%	11%	9%	18%	8%	4%	12%
Don't know	12%	17%	19%	18%	16%	10%	7%	8%	10%	19%	7%	7%	16%	13%	11%
		N	N	N	S.T.U	T			Z.AA	*	X.Z.AA		V.X.Y		

PRL_Q16_3. Sexual health (e.g., STD protection, birth control, etc.) for same-sex sexual activity

Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base: All US Adults	3721	491	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751
They should learn about this	65%	64%	59%	61%	60%	66%	73%	68%	62%	55%	73%	63%	66%	74%	65%
They should not learn about this	21%	18%	20%	21%	22%	21%	17%	19%	25%	35%	17%	26%	15%	11%	21%
Don't know	14%	18%	20%	18%	18%	13%	10%	13%	13%	9%	10%	11%	18%	16%	14%
		N	N	N	S.T.U	T			X.Z.AA	X.Z.AA*		X.Z.AA	V.X.Y		

Cell Contents (ColG/BH/BVBJ, BK/BL/BM, BN/BO, BP/BQ/BR/BS/BT/BU/BV, Minimum Base: 30 (**), Small Base: 100 (*))

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	r the age of 18		Income				Type of Area Lived in				Political Party			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other
			AG,AH						AI,AJ	**		AM,AO,AP,AQ	AM	*

Should students learn about each of the following topics in school? Please select one option on each row.

PRL_Q16_1. LGBTQ+ history in America

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
They should learn about this	46%	46%	48%	41%	47%	51%	38%	51%	46%	36%	52%	69%	26%	44%	44%
They should not learn about this	33%	32%	27%	34%	36%	36%	31%	27%	34%	40%	22%	16%	57%	33%	38%
Don't know	22%	22%	25%	25%	17%	13%	32%	23%	20%	24%	26%	15%	17%	23%	17%
			AE,AH	AE,AH	AE,AH	AE,AH		AJ,AK	AK		**	AN,AO,AP,AQ		AN,AQ	AN,AQ*
			AD	AD	AD	AD		AI	AI,AJ		**	AM,AO,AP,AQ	AM,AQ	AM,AQ	AM,AQ*
			AF,AG	AF,AG			AD,AE,AF,AG				**			AM,AN	*

PRL_Q16_2. Sexual health (e.g., STD protection, birth control, etc.) for heterosexual sexual activity

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
They should learn about this	77%	77%	75%	76%	82%	83%	69%	76%	80%	74%	60%	87%	74%	78%	72%
They should not learn about this	11%	11%	10%	12%	11%	11%	10%	10%	10%	14%	24%	7%	17%	11%	16%
Don't know	12%	12%	15%	11%	7%	6%	21%	14%	10%	12%	17%	6%	10%	11%	12%
			AH	AH	AD,AE,AH	AD,AE,AH		AI,AK	AK		**	AN,AO,AP,AQ	AQ	AQ	AQ*
			AF,AG	AF,AG			AD,AE,AF,AG	AJ			**	AM,AO,AQ	AM	AM	AM,AQ*

PRL_Q16_3. Sexual health (e.g., STD protection, birth control, etc.) for same-sex sexual activity

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
They should learn about this	65%	65%	66%	63%	68%	69%	56%	68%	65%	59%	56%	84%	49%	64%	57%
They should not learn about this	21%	21%	17%	24%	22%	22%	20%	17%	21%	26%	27%	9%	38%	21%	31%
Don't know	14%	14%	17%	13%	10%	9%	24%	15%	13%	15%	17%	7%	13%	15%	11%
			AH	AH	AH	AE,AH		AK	AK		**	AN,AO,AP,AQ		AN,AQ	*
			AD	AD	AD	AD		AI	AI,AJ		**	AM,AO,AQ	AM,AQ	AM,AQ	AM,AO,AQ*
			AF,AG	AG			AD,AE,AF,AG				**	AM	AM	AM	*

Cell Contents (Col

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Political Viewpoint								2012 Presidential Vote					
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton
				AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX.AY			AR.AS.AT.AU.AW.AX		AZ.BB.BC	*	AZ	

Should students learn about each of the following topics in school? Please select one option on each row.

PRL_Q16_1. LGBTQ+ history in America

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
They should learn about this	46%	29%	88%	68%	50%	24%	17%	30%	77%	21%	67%	23%	41%	41%	74%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY	AV.AY		AV.AY	S.AT.AU.AV.AW.A	AV	BA.BB.BC		BA*	BA	BE.BF.BI.BJ
They should not learn about this	33%	21%	4%	16%	27%	58%	66%	21%	11%	62%	16%	60%	43%	31%	11%
				AR.AX	AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AX	AR	R.AS.AT.AU.AW.AX		AZ.BB.BC	AZ.BC*	AZ	
Don't know	22%	50%	8%	16%	23%	17%	17%	49%	13%	17%	18%	17%	16%	28%	15%
		AM.AN.AO.AP		AR.AX	R.AS.AU.AV.AX.A	AR.AX	AR.AX	.AS.AT.AU.AV.AX	AR	AR.AX			*	AZ.BA.BB	

PRL_Q16_2. Sexual health (e.g., STD protection, birth control, etc.) for heterosexual sexual activity

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
They should learn about this	77%	58%	94%	85%	82%	77%	62%	59%	89%	71%	88%	74%	69%	72%	93%
			AS.AT.AU.AV.AW.AX	AU.AV.AW.AY	AU.AV.AW.AY	AV.AW.AY			AS.AT.AU.AV.AW.A	AV.AW	BA.BB.BC		*		BE.BF.BI.BJ
They should not learn about this	11%	7%	4%	6%	9%	14%	26%	7%	5%	19%	6%	17%	20%	11%	3%
					AR.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX.AY			AR.AS.AT.AU.AW.AX		AZ.BC	AZ.BC*	AZ	
Don't know	12%	36%	2%	9%	9%	12%	12%	34%	6%	10%	6%	9%	11%	18%	4%
		AM.AN.AO.AP		AR.AX	AR.AX	AR.AX	AR.AX	.AS.AT.AU.AV.AX	AR	AR.AX		AZ	*	AZ.BA	

PRL_Q16_3. Sexual health (e.g., STD protection, birth control, etc.) for same-sex sexual activity

Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
They should learn about this	65%	48%	92%	82%	74%	53%	34%	50%	86%	45%	82%	47%	55%	61%	88%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY	AV.AY		AV	S.AT.AU.AV.AW.A	AV	BA.BB.BC		*	BA	BE.BF.BI.BJ
They should not learn about this	21%	11%	6%	8%	13%	35%	53%	13%	7%	43%	9%	41%	33%	19%	5%
					AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AS.AX		AR.AS.AT.AU.AW.AX		AZ.BC	AZ.BC*	AZ	
Don't know	14%	40%	3%	10%	13%	12%	14%	36%	7%	13%	9%	12%	12%	20%	7%
		AM.AN.AO.AP		AR.AX	AR.AX	AR.AX	AR.AX	.AS.AT.AU.AV.AX	AR	AR.AX		AZ	*	AZ.BA	

Cell Contents (Col

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	2016 Presidential Vote						Voting Registration			Stonewall Riots Familiarity		Sexual Orientation		
	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	Familiar	Unfamiliar	Heterosexual / straight	Lesbian / gay woman	Gay man
	BD.BF.BG.BJ	*	*	**	BD.BF.BG*	BD.BG			*			BR.BS.BU.BV	*	*

Should students learn about each of the following topics in school? Please select one option on each row.

PRL_Q16_1. LGBTQ+ history in America

	Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
	Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
They should learn about this	46%	23%	58%	72%	29%	41%	41%	49%	39%	34%	*	67%	40%	43%	76%	80%
			BE.BJ*	BE.BI.BJ*	**	BE*	BE	BL.BM	BO			BO	40%	43%	76%	80%
They should not learn about this	33%	62%	27%	11%	53%	36%	29%	34%	31%	21%	24%	39%	35%	15%	5%	
		BD.BF.BG.BI.BJ	BD.BG*	*	**	BD.BG*	BD.BG	BM		*		BN	Q.BR.BS.BT.BU.BV	*	*	
Don't know	22%	16%	14%	18%	17%	23%	30%	17%	30%	45%	9%	20%	21%	9%	15%	
			*	*	**	*	BD.BE.BF	BK	BK.BL*		BN	BN	BV	*	*	

PRL_Q16_2. Sexual health (e.g., STD protection, birth control, etc.) for heterosexual sexual activity

	Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
	Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
They should learn about this	77%	74%	86%	97%	65%	56%	70%	83%	69%	48%	84%	80%	78%	84%	89%	
		BI.BJ	BE.BI.BJ*	BE.BI.BJ*	**	*		BL.BM	BM	*	BO		BO	80%	84%	89%
They should not learn about this	11%	18%	11%	2%	31%	29%	11%	10%	12%	14%	11%	12%	11%	10%	5%	
		BD.BG.BJ	BD*	*	**	BD.BF.BG.BJ*	BD			*		BR	BR	*	*	
Don't know	12%	8%	3%	1%	4%	15%	19%	7%	18%	38%	5%	8%	10%	6%	6%	
		BD	*	*	**	BD.BF.BG*	BD.BE.BF.BG	BK	BK.BL*		BN	BN	BN	*	*	

PRL_Q16_3. Sexual health (e.g., STD protection, birth control, etc.) for same-sex sexual activity

	Unweighted base	3721	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
	Base: All US Adults	3721	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
They should learn about this	65%	47%	70%	89%	41%	51%	61%	68%	61%	45%	79%	64%	65%	84%	85%	
			BE*	BE.BF.BI.BJ*	**	*	BE	BL.BM	BM	*	BO		BO	64%	85%	
They should not learn about this	21%	42%	19%	5%	53%	32%	18%	22%	17%	18%	15%	24%	22%	10%	10%	
		BD.BF.BG.BJ	BD*	*	**	BD.BG.BJ*	BD.BG	BL		*		BN	BR.BS.BV	*	*	
Don't know	14%	11%	11%	6%	6%	17%	21%	10%	22%	37%	6%	11%	13%	6%	6%	
		BD	*	*	**	BD*	BD.BE.BG	BK	BK.BL*		BN	BN	BR.BV	*	*	

Cell Contents (Col

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Sexual Orientation			
	Bisexual	Other	Prefer not to say	Gay Men/Women
		*		

Should students learn about each of the following topics in school? Please select one option on each row.

PRL_Q16_1. LGBTQ+ history in America

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
They should learn about this	46%	70% BP.BU	61% BP.BU*	29%	79% BP.BT.BU
They should not learn about this	33%	15% BR	19% BR.BV*	25% BR.BV	8% 8%
Don't know	22%	15%	19% *	46% P.BQ.BR.BS.BT.BV	13%

PRL_Q16_2. Sexual health (e.g., STD protection, birth control, etc.) for heterosexual sexual activity

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
They should learn about this	77%	86% BU	72% BU*	42%	88% BP.BT.BU
They should not learn about this	11%	6%	9% *	12%	6%
Don't know	12%	8%	18% BR.BV*	46% P.BQ.BR.BS.BT.BV	6%

PRL_Q16_3. Sexual health (e.g., STD protection, birth control, etc.) for same-sex sexual activity

Unweighted base	3721	149	65	142	169
Base: All US Adults	3721	135	72	175	155
They should learn about this	65%	83% BP.BU	73% BU*	37%	84% BP.BU
They should not learn about this	21%	8%	13% *	17% BS	10%
Don't know	14%	9%	14% *	46% P.BQ.BR.BS.BT.BV	6%

Cell Contents (Col