



**LGBTQ Initial**  
Fieldwork Dates: 8th - 11th June 2018

**Conducted by YouGov**  
**On behalf of Editorial**

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## **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](mailto: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 1127 adults. Fieldwork was undertaken between 8th - 11th June 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

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

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

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

**Editorial**  
**LGBTQ Initial**

US\_nat Sample: 8th - 11th June 2018



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

**Q1\_1. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBT**

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
<b>Base: All US adults</b>	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Yes, I do	80%	80%	79%	81%	79%	80%	82%	81%	77%	80%	82%	68%	82%	77%	70%
											K	*	K*	*	
No, I don't	20%	20%	21%	19%	21%	21%	18%	19%	23%	20%	18%	32%	18%	23%	30%
											J.L*	*	*	*	O.P.Q

**Q1\_2. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBTQ**

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
<b>Base: All US adults</b>	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Yes, I do	53%	55%	51%	66%	52%	44%	57%	54%	47%	58%	57%	32%	45%	69%	37%
				D.E			H			H	K.L	*	*	K.L*	
No, I don't	47%	45%	49%	34%	48%	56%	43%	46%	53%	42%	43%	68%	55%	31%	63%
				C	C				F.I			J.M*	J.M*	*	O.P.Q

**Q1\_3. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBTQIA**

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
<b>Base: All US adults</b>	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Yes, I do	13%	13%	14%	26%	12%	5%	14%	17%	11%	13%	13%	6%	14%	24%	10%
				D.E	E							*	*	J.K*	
No, I don't	87%	87%	86%	75%	88%	95%	86%	83%	89%	87%	87%	94%	86%	76%	90%
				C	C	C.D					M	M*	*	*	Q

**Q1\_4. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBTQIAPK+**

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
<b>Base: All US adults</b>	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Yes, I do	5%	6%	4%	10%	5%	2%	6%	5%	4%	6%	4%	2%	12%	7%	4%
				D.E	E							*	J.K*	*	
No, I don't	95%	94%	96%	90%	95%	98%	94%	95%	96%	94%	96%	98%	88%	93%	96%
				C	C	C.D					L	L*	*	*	

**KEL\_q2. When referring to a community of people who identify as something other than heterosexual, which term are you most likely to use?**

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
<b>Base: All US adults</b>	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
LGBT	44%	42%	46%	43%	40%	47%	49%	45%	42%	41%	42%	49%	52%	31%	41%
												M*	M*	*	
LGBTQ	14%	12%	16%	20%	15%	9%	15%	13%	13%	16%	16%	8%	9%	20%	9%
				E	E						K	*	*	K.L*	
LGBTQIA	2%	3%	1%	4%	2%	1%	2%	3%	1%	4%	1%	-	7%	2%	1%
				E	E					H		*	J.K*	*	
LGBTQIAPK+	1%	1%	1%	3%	0%	-	2%	1%	1%	0%	0%	1%	2%	7%	1%
				D.E								*	J*	J.K*	
Something else	21%	26%	16%	15%	23%	24%	16%	20%	23%	23%	23%	17%	13%	26%	20%
		B		C	C	C					L	*	*	L*	
Don't know/not sure	18%	16%	20%	15%	19%	20%	16%	18%	20%	16%	18%	26%	17%	13%	27%
												*	*	*	O.P.Q

**Editorial**  
**LGBTQ Initial**

US\_nat Sample: 8th - 11th June 2018



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

Q1\_1. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBT

Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
<b>Base: All US adults</b>	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
Yes, I do	80%	83%	90%	91%	79%	81%	80%	74%	82%	78%	76%	81%	73%	82%	90%
		N	N.O	N.O		**		*		*			Z		Z.AA.AC
No, I don't	20%	17%	10%	9%	21%	19%	20%	26%	18%	22%	24%	19%	27%	18%	10%
		P.Q				**		*		*			AA.AB	AB	

Q1\_2. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBTQ

Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
<b>Base: All US adults</b>	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
Yes, I do	53%	58%	71%	74%	49%	51%	50%	42%	62%	48%	46%	55%	44%	55%	65%
		N	N.O	N.O		**		*	R.T.U	*		X		Z	Z.AA
No, I don't	47%	42%	29%	26%	51%	49%	50%	58%	38%	52%	54%	45%	56%	45%	35%
		P.Q			V	**	V	V*		*	Y		AA.AB.AC	AB	

Q1\_3. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBTQIA

Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
<b>Base: All US adults</b>	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
Yes, I do	13%	13%	14%	29%	10%	21%	10%	15%	18%	14%	12%	14%	10%	16%	19%
				N.O.P		**		*	R.T	*			Z		Z.AC
No, I don't	87%	87%	86%	71%	90%	79%	90%	85%	82%	86%	88%	86%	90%	84%	81%
		Q	Q		V	**	V	*		*			AA.AB		

Q1\_4. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBTQIAPK+

Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
<b>Base: All US adults</b>	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
Yes, I do	5%	7%	2%	6%	2%	28%	3%	4%	8%	10%	4%	5%	8%	6%	2%
		P				**		*	R	R*			AB.AC	AB	
No, I don't	95%	93%	98%	94%	98%	72%	97%	96%	92%	90%	96%	95%	92%	94%	98%
			O		V.W	**		*		*					Z.AA

KEL\_q2. When referring to a community of people who identify as something other than heterosexual, which term are you most likely to use?

Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
<b>Base: All US adults</b>	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
LGBT	44%	44%	46%	48%	43%	19%	46%	40%	45%	42%	46%	43%	43%	42%	51%
						**		*		*				AC	
LGBTQ	14%	14%	22%	22%	13%	15%	12%	8%	16%	21%	14%	14%	12%	18%	14%
			N.O	N.O		**		*		*			Z		
LGBTQIA	2%	4%	0%	2%	1%	7%	1%	3%	4%	-	1%	2%	4%	2%	1%
		N.P				**		*	R	*					
LGBTQIAPK+	1%	1%	-	2%	0%	21%	1%	5%	0%	-	2%	1%	0%	2%	1%
			P			**		R.V*		*	Y				
Something else	21%	24%	20%	16%	23%	26%	22%	18%	18%	19%	14%	23%	19%	21%	24%
						**		*		*		X			
Don't know/not sure	18%	12%	12%	10%	19%	12%	19%	26%	16%	17%	23%	17%	23%	16%	9%
						**		*		*	Y		AB	AB	

**Editorial**  
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US\_nat Sample: 8th - 11th June 2018



Total	
	Prefer not to say
	AC

Q1\_1. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBT

Unweighted base	1127	166
<b>Base: All US adults</b>	1114	151
Yes, I do	80%	81%
No, I don't	20%	19%
		AB

Q1\_2. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBTQ

Unweighted base	1127	166
<b>Base: All US adults</b>	1114	151
Yes, I do	53%	57%
No, I don't	47%	43%
		Z

Q1\_3. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBTQIA

Unweighted base	1127	166
<b>Base: All US adults</b>	1114	151
Yes, I do	13%	10%
No, I don't	87%	90%
		AB

Q1\_4. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row. - LGBTQIAPK+

Unweighted base	1127	166
<b>Base: All US adults</b>	1114	151
Yes, I do	5%	2%
No, I don't	95%	98%
		Z

KEL\_q2. When referring to a community of people who identify as something other than heterosexual, which term are you most likely to use?

Unweighted base	1127	166
<b>Base: All US adults</b>	1114	151
LGBT	44%	38%
LGBTQ	14%	15%
LGBTQIA	2%	1%
LGBTQIAPK+	1%	1%
Something else	21%	23%
Don't know/not sure	18%	23%
		AB

**Editorial**  
**LGBTQ Initial**

US\_nat Sample: 8th - 11th June 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

KEL\_q3. There are two popular interpretations on what the letter "Q" in "LGBTQ" should stand for. Some say it should stand for "questioning," as in a person who is questioning their sexuality. Others say it should stand for "queer" as an all-encompassing word to describe people who are not cisgender (i.e., people whose gender is different as the sex they were assigned at birth) and/or heterosexual. What do you believe the "Q" should stand for?

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
<b>Base: All US adults</b>	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Questioning	28%	23%	33%	31%	27%	27%	37%	25%	25%	28%	26%	35%	36%	22%	31%
			A				G.H					*	*	*	P
Queer	39%	44%	34%	43%	38%	36%	41%	44%	36%	37%	40%	27%	38%	50%	29%
			B								K	*	*	K*	
Don't know/not sure	33%	33%	33%	26%	35%	37%	22%	32%	39%	34%	34%	38%	27%	28%	39%
			C		C			F	F	F		*	*	*	O.P.Q

KEL\_q4. There are two popular interpretations of what the letter "A" in "LGBTQIA" should represent. Some say it should stand for "asexual," meaning a person who has no sexual feelings or desires whatsoever. Others say it should stand for "ally," meaning a person who does not identify as gay, lesbian, bisexual, transgender, queer/questioning, or intersex, but is a supporter of these groups. What do you believe the "A" should stand for?

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
<b>Base: All US adults</b>	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Asexual	42%	41%	43%	55%	43%	30%	44%	46%	37%	43%	42%	39%	43%	41%	36%
			D.E		E		H					*	*	*	
Ally	13%	12%	14%	15%	13%	12%	21%	11%	13%	8%	12%	12%	17%	17%	14%
							G.H.I					*	*	*	
Don't know/not sure	45%	47%	43%	30%	44%	58%	35%	43%	50%	49%	46%	49%	40%	42%	51%
			C		C.D				F	F		*	*	*	O

KEL\_q5\_1. To what extent do you agree or disagree with the following statement? - Adding more letters to the term we use to identify different gender and sexual identities is unnecessarily confusing.

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
<b>Base: All US adults</b>	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Strongly agree	42%	45%	39%	32%	41%	50%	42%	41%	44%	40%	46%	37%	36%	27%	43%
			C		C.D						M	*	*	*	
Somewhat agree	24%	21%	27%	22%	26%	25%	22%	25%	26%	23%	26%	19%	21%	24%	19%
												*	*	*	
Neither agree nor disagree	17%	18%	16%	25%	17%	12%	23%	20%	15%	14%	14%	23%	18%	32%	18%
			D.E				H.I					J*	*	J*	
Somewhat disagree	4%	6%	3%	7%	4%	2%	5%	3%	2%	8%	3%	4%	8%	8%	3%
			E							G.H		*	J*	J*	
Strongly disagree	4%	3%	5%	4%	4%	4%	4%	2%	5%	5%	3%	5%	7%	5%	5%
												*	*	*	
Don't know/not sure	8%	7%	9%	10%	9%	6%	5%	9%	8%	10%	7%	13%	10%	5%	12%
												*	*	*	O.Q

KEL\_q5\_2. To what extent do you agree or disagree with the following statement? - I think most people should be more educated on what the letters in LGBTQ represent.

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
<b>Base: All US adults</b>	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Strongly agree	21%	17%	25%	20%	23%	20%	23%	20%	18%	23%	19%	26%	27%	18%	20%

**Editorial**  
**LGBTQ Initial**

US\_nat Sample: 8th - 11th June 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

KEL\_q3. There are two popular interpretations on what the letter "Q" in "LGBTQ" should stand for. Some say it should stand for "questioning," as in a person who is questioning their sexuality. Others say it should stand for "queer" as an all-encompassing word to describe people who are not cisgender (i.e., people whose gender is different as the sex they were assigned at birth) and/or heterosexual. What do you believe the "Q" should stand for?

Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
<b>Base: All US adults</b>	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
Questioning	28%	28%	20%	29%	28%	39%	26%	19%	28%	42%	31%	27%	35%	28%	21%
Queer	39%	42%	53%	46%	38%	39%	33%	41%	43%	30%	39%	39%	31%	44%	51%
Don't know/not sure	33%	30%	27%	26%	34%	23%	41%	40%	29%	28%	30%	34%	34%	28%	27%
		P				**		*		U*			AB.AC		
		N	N.O	N		**		*		*			Z.AC	Z.AC	
						**	V	*		*					

KEL\_q4. There are two popular interpretations of what the letter "A" in "LGBTQIA" should represent. Some say it should stand for "asexual," meaning a person who has no sexual feelings or desires whatsoever. Others say it should stand for "ally," meaning a person who does not identify as gay, lesbian, bisexual, transgender, queer/questioning, or intersex, but is a supporter of these groups. What do you believe the "A" should stand for?

Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
<b>Base: All US adults</b>	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
Asexual	42%	48%	41%	47%	38%	12%	37%	25%	51%	52%	48%	40%	40%	46%	44%
Ally	13%	12%	14%	12%	13%	40%	12%	5%	14%	13%	17%	12%	16%	15%	8%
Don't know/not sure	45%	39%	45%	41%	49%	48%	50%	70%	35%	35%	36%	48%	44%	40%	48%
		N		N		**		*	R.T.U	U*			AB	AB	
						**	V	R.T.V.W*		*		X			

KEL\_q5\_1. To what extent do you agree or disagree with the following statement? - Adding more letters to the term we use to identify different gender and sexual identities is unnecessarily confusing.

Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
<b>Base: All US adults</b>	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
Strongly agree	42%	41%	44%	38%	43%	23%	40%	48%	41%	41%	38%	43%	43%	44%	42%
Somewhat agree	24%	26%	25%	39%	26%	16%	32%	18%	21%	16%	24%	24%	22%	25%	30%
Neither agree nor disagree	17%	15%	18%	18%	16%	50%	17%	15%	17%	26%	21%	16%	17%	16%	17%
Somewhat disagree	4%	6%	4%	3%	4%	-	1%	3%	6%	2%	3%	5%	5%	5%	3%
Strongly disagree	4%	5%	2%	1%	3%	4%	2%	12%	5%	8%	4%	4%	5%	4%	3%
Don't know/not sure	8%	6%	6%	1%	7%	6%	8%	4%	10%	7%	10%	8%	9%	6%	5%
		Q	Q			**		*		*					

KEL\_q5\_2. To what extent do you agree or disagree with the following statement? - I think most people should be more educated on what the letters in LGBTQ represent.

Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
<b>Base: All US adults</b>	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
Strongly agree	21%	20%	23%	22%	18%	21%	20%	14%	25%	26%	20%	21%	21%	23%	16%

# Editorial

## LGBTQ Initial

US\_nat Sample: 8th - 11th June 2018



Total	
	Prefer not to say

KEL\_q3. There are two popular interpretations on what the letter "Q" in "LGBTQ" should stand for. Some say it should stand for "questioning," as in a person who is questioning their sexuality. Others say it should stand for "queer" as an all-encompassing word to describe people who are not cisgender (i.e., people whose gender is different as the sex they were assigned at birth) and/or heterosexual. What do you believe the "Q" should stand for?

Unweighted base	1127	166
<b>Base: All US adults</b>	1114	151
Questioning	28%	20%
Queer	39%	33%
Don't know/not sure	33%	47%
		Z.AA.AB

KEL\_q4. There are two popular interpretations of what the letter "A" in "LGBTQIA" should represent. Some say it should stand for "asexual," meaning a person who has no sexual feelings or desires whatsoever. Others say it should stand for "ally," meaning a person who does not identify as gay, lesbian, bisexual, transgender, queer/questioning, or intersex, but is a supporter of these groups. What do you believe the "A" should stand for?

Unweighted base	1127	166
<b>Base: All US adults</b>	1114	151
Asexual	42%	36%
Ally	13%	9%
Don't know/not sure	45%	55%
		Z.AA

KEL\_q5\_1. To what extent do you agree or disagree with the following statement? - Adding more letters to the term we use to identify different gender and sexual identities is unnecessarily confusing.

Unweighted base	1127	166
<b>Base: All US adults</b>	1114	151
Strongly agree	42%	36%
Somewhat agree	24%	23%
Neither agree nor disagree	17%	19%
Somewhat disagree	4%	3%
Strongly disagree	4%	4%
Don't know/not sure	8%	15%
		Z.AA.AB

KEL\_q5\_2. To what extent do you agree or disagree with the following statement? - I think most people should be more educated on what the letters in LGBTQ represent.

Unweighted base	1127	166
<b>Base: All US adults</b>	1114	151
Strongly agree	21%	23%



**Editorial**  
**LGBTQ Initial**

US\_nat Sample: 8th - 11th June 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Somewhat agree	21%	18%	23%	23%	20%	19%	20%	20%	21%	22%	21%	22%	19%	22%	16%
Neither agree nor disagree	24%	27%	22%	24%	26%	23%	31%	20%	25%	21%	23%	25%	25%	29%	25%
Somewhat disagree	6%	7%	5%	5%	6%	6%	3%	8%	5%	7%	6%	5%	6%	6%	6%
Strongly disagree	21%	26%	15%	18%	19%	25%	18%	22%	22%	21%	24%	16%	13%	18%	21%
Don't know/not sure	8%	6%	10%	10%	7%	7%	6%	9%	9%	6%	8%	7%	9%	7%	11%
			A									*	*	*	O.P.Q

**KEL\_q5\_3. To what extent do you agree or disagree with the following statement? - Having a term for people with non-cisgender (i.e., people whose gender is different as the sex they were assigned at birth) or non-heterosexual identities is important.**

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
<b>Base: All US adults</b>	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Strongly agree	13%	10%	16%	15%	14%	12%	17%	12%	12%	14%	12%	13%	20%	14%	11%
Somewhat agree	16%	15%	17%	18%	16%	15%	18%	18%	14%	17%	18%	15%	8%	15%	12%
Neither agree nor disagree	28%	29%	26%	30%	30%	24%	22%	25%	29%	33%	25%	31%	34%	32%	29%
Somewhat disagree	10%	11%	9%	9%	9%	11%	13%	10%	10%	7%	10%	9%	12%	8%	10%
Strongly disagree	21%	27%	16%	15%	21%	26%	20%	22%	21%	21%	24%	11%	17%	21%	21%
Don't know/not sure	12%	9%	15%	12%	11%	12%	11%	13%	15%	8%	11%	20%	9%	9%	16%
			A									J.L*	*	*	O.P.Q

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/AP, Minimum Base: 30 (\*\*), Small Base: 100 (\*\*))

**Editorial**  
**LGBTQ Initial**

US\_nat Sample: 8th - 11th June 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Somewhat agree	21%	24%	18%	35%	21%	4%	21%	22%	20%	20%	22%	20%	21%	21%	22%
Neither agree nor disagree	24%	24%	28%	15%	26%	35%	25%	18%	22%	30%	24%	24%	26%	22%	26%
Somewhat disagree	6%	6%	6%	5%	7%	15%	6%	6%	4%	5%	7%	6%	6%	6%	4%
Strongly disagree	21%	21%	20%	21%	23%	15%	23%	25%	18%	14%	19%	21%	17%	21%	26%
Don't know/not sure	8%	6%	5%	3%	6%	10%	5%	16%	10%	2%	8%	7%	8%	6%	6%

**KEL\_q5\_3. To what extent do you agree or disagree with the following statement? - Having a term for people with non-cisgender (i.e., people whose gender is different as the sex they were assigned at birth) or non-heterosexual identities is important.**

Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
<b>Base: All US adults</b>	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
Strongly agree	13%	14%	15%	22%	12%	14%	10%	5%	18%	14%	13%	13%	14%	17%	10%
Somewhat agree	16%	19%	18%	22%	15%	5%	17%	14%	19%	21%	16%	16%	14%	18%	19%
Neither agree nor disagree	28%	27%	26%	23%	27%	38%	33%	41%	24%	31%	30%	27%	29%	25%	25%
Somewhat disagree	10%	10%	9%	13%	13%	15%	6%	10%	7%	5%	10%	10%	9%	7%	16%
Strongly disagree	21%	20%	24%	16%	24%	24%	19%	21%	18%	19%	19%	22%	19%	24%	22%
Don't know/not sure	12%	10%	9%	4%	10%	3%	14%	10%	15%	10%	12%	12%	14%	8%	8%

Cell Contents (Col

**Editorial**  
**LGBTQ Initial**

US\_nat Sample: 8th - 11th June 2018



	Total	Prefer not to say
Somewhat agree	21%	16%
Neither agree nor disagree	24%	21%
Somewhat disagree	6%	5%
Strongly disagree	21%	23%
Don't know/not sure	8%	12%
		AA,AB

**KEL\_q5\_3. To what extent do you agree or disagree with the following statement? - Having a term for people with non-cisgender (i.e., people whose gender is different as the sex they were assigned at birth) or non-heterosexual identities is important.**

Unweighted base	1127	166
<b>Base: All US adults</b>	1114	151
Strongly agree	13%	10%
Somewhat agree	16%	15%
Neither agree nor disagree	28%	30%
Somewhat disagree	10%	8%
Strongly disagree	21%	19%
Don't know/not sure	12%	19%
		AA,AB

Cell Contents (Col