

LGBTQ Pride



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

Conducted by YouGov
On behalf of YouGov RealTime

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LGBTQ PR **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				Race	
	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	Black

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	1695	2026	72	1156	LGBTQ Pride	1241	248	-	-	735	831	1318	837	2509	449
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526	491
I would be much more likely to purchase the product	7%	7%	7%	5%	9%	7%	6%	3%	-	-	5%	6%	6%	9%	6%	7%
				*	F.G	G	G		**	**				J.K.L		
I would be somewhat more likely to purchase the product	6%	6%	6%	13%	10%	7%	3%	1%	-	-	8%	6%	5%	7%	6%	6%
				F.G*	E.F.G	F.G	G		**	**	L			L		
I would be neither more nor less likely to purchase the product	46%	42%	49%	39%	39%	47%	51%	49%	-	-	50%	47%	42%	47%	48%	39%
				A	*	D	D	D	**	**	L	L		L	O.P.Q	
I would be somewhat less likely to purchase the product	9%	11%	7%	9%	11%	8%	7%	11%	-	-	7%	10%	10%	7%	9%	8%
				B	*	E.F			**	**						
I would be much less likely to purchase the product	18%	22%	14%	15%	12%	16%	23%	29%	-	-	13%	20%	21%	16%	20%	17%
						D	D.E	C.D.E	**	**		J	J.M		P	
Prefer not to say	3%	2%	3%	5%	3%	3%	2%	2%	-	-	2%	2%	4%	2%	1%	8%
				*					**	**					N	
Don't know	12%	10%	13%	14%	17%	12%	7%	7%	-	-	14%	9%	13%	11%	9%	16%
				A	F*	E.F.G	F.G		**	**	K		K		N	
Net: More likely to purchase	13%	13%	13%	18%	18%	13%	10%	3%	-	-	13%	13%	11%	17%	12%	13%
				F.G*	E.F.G	F.G	G		**	**				K.L		
Net: Less likely to purchase	27%	33%	21%	24%	23%	24%	31%	39%	-	-	21%	29%	31%	23%	29%	25%
				*		D.E	C.D.E.F	**	**		J.M	J.M		P		

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

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509	449
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526	491
Much more likely to do business with them	12%	11%	14%	14%	15%	14%	10%	6%	-	-	13%	12%	11%	15%	13%	13%
				A	G*	F.G	F.G	G	**	**				L		

YouGov RealTime
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US_nat_internal Sample: 28th - 31st May 2019

Total	ce		Education				Marital Status					Children under the age of 18		
	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	No

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	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810	2911	882
Base: All US Adults	3721	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751	2970	962
I would be much more likely to purchase the product	7%	7%	10%	6%	8%	6%	8%	6%	10%	7%	4%	8%	12%	8%	7%	8%
									*				V.Y			AH
I would be somewhat more likely to purchase the product	6%	8%	7%	4%	6%	9%	9%	6%	3%	5%	3%	7%	5%	9%	6%	6%
						R.S	R		*					AC		AH
I would be neither more nor less likely to purchase the product	46%	41%	38%	41%	45%	53%	52%	44%	53%	51%	44%	45%	50%	43%	46%	42%
						R.S	R.S		*	V						
I would be somewhat less likely to purchase the product	9%	7%	8%	8%	10%	8%	8%	10%	10%	7%	12%	8%	3%	11%	8%	7%
								AA	*		AA			AC		
I would be much less likely to purchase the product	18%	12%	16%	19%	19%	16%	16%	22%	15%	19%	24%	13%	9%	17%	18%	17%
								Z.AA	*	Z.AA	Z.AA					
Prefer not to say	3%	4%	4%	4%	2%	2%	2%	2%	4%	2%	5%	3%	2%	2%	3%	3%
		N	N	T					*							AF
Don't know	12%	20%	18%	17%	10%	7%	5%	9%	5%	10%	9%	16%	19%	11%	12%	17%
		N	N	S.T.U	T.U				*			V.W.X.Y	V.W.X.Y			AE.AF.AG
Net: More likely to purchase	13%	15%	17%	11%	13%	15%	17%	12%	13%	12%	8%	15%	17%	16%	12%	14%
						R	R		*			Y	Y	AC		AH
Net: Less likely to purchase	27%	20%	23%	28%	29%	23%	24%	32%	25%	25%	35%	20%	12%	28%	27%	24%
					T			X.Z.AA	AA*	AA	X.Z.AA	AA				

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

Unweighted base	3721	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810	2911	882
Base: All US Adults	3721	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751	2970	962
Much more likely to do business with them	12%	12%	11%	10%	13%	15%	17%	11%	9%	12%	7%	14%	20%	13%	12%	13%
					R	R	R		*			V.Y	V.X.Y			AH

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US_nat_internal Sample: 28th - 31st May 2019

Total	Income				Type of Area Lived in				Political Party					
	\$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 sure	Very liberal

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	647	1070	632	490	1223	1817	664	17	1364	942	1002	144	269	568	619
Base: All US Adults	3721	656	987	581	536	1189	1834	681	17	1195	919	1052	144	410	450	563
I would be much more likely to purchase the product	7%	6%	7%	9%	4%	10%	5%	4%	19%	13%	3%	4%	4%	5%	23%	7%
				AH		AJ.AK			**	AN.AO.AP.AQ			*		AS.AT.AU.AV.AW.AX	AU.AW.AY
I would be somewhat more likely to purchase the product	6%	5%	7%	9%	3%	8%	5%	5%	-	10%	4%	4%	7%	3%	17%	12%
				AH	AE.AH	AJ.AK			**	AN.AO.AQ			*		AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY
I would be neither more nor less likely to purchase the product	46%	49%	48%	48%	42%	41%	50%	43%	29%	55%	33%	53%	43%	28%	51%	60%
		AD	AD	AD			AI.AK		**	AN.AP.AQ		AN.AP.AQ	AQ*		AU.AV.AW.AY	R.AU.AV.AW.AX.A
I would be somewhat less likely to purchase the product	9%	8%	9%	12%	9%	9%	9%	9%	7%	6%	15%	9%	5%	6%	2%	6%
				AD.AE					**		AM.AO.AP.AQ	AM	*			AR.AX
I would be much less likely to purchase the product	18%	19%	20%	16%	17%	15%	18%	26%	11%	7%	36%	18%	26%	11%	3%	5%
							AI	AI.AJ	**		AM.AO.AQ	AM.AQ	AM.AO.AQ*	AM		
Prefer not to say	3%	3%	2%	2%	4%	3%	2%	3%	7%	2%	1%	2%	4%	9%	0%	2%
				AF.AG					**				AN*	AM.AN.AO		AR
Don't know	12%	11%	8%	4%	20%	14%	11%	11%	28%	8%	7%	10%	11%	38%	3%	8%
		AG	AG	AE.AF.AG		AJ			**				*	AM.AN.AO.AP		AR.AX
Net: More likely to purchase	13%	11%	14%	18%	7%	19%	11%	9%	19%	23%	7%	8%	11%	8%	40%	19%
				AH	AE.AF.AH		AJ.AK		**	AN.AO.AP.AQ			*		AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY
Net: Less likely to purchase	27%	27%	29%	28%	26%	23%	27%	34%	18%	12%	50%	26%	31%	17%	5%	12%
			AD				AI.AJ		**		AM.AO.AP.AQ	AM.AQ	AM.AQ*			AR.AX

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

Unweighted base	3721	647	1070	632	490	1223	1817	664	17	1364	942	1002	144	269	568	619
Base: All US Adults	3721	656	987	581	536	1189	1834	681	17	1195	919	1052	144	410	450	563
Much more likely to do business with them	12%	10%	13%	16%	9%	17%	10%	10%	14%	25%	4%	8%	9%	7%	41%	19%
				AH	AE.AH		AJ.AK		**	AN.AO.AP.AQ		AN	AN*		AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY

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US_nat_internal Sample: 28th - 31st May 2019

Total	Political Viewpoint						2012 Presidential Vote				2016 Presidential Vote				
	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin

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	987	661	531	355	1187	1192	1478	903	85	1164	1303	1126	95	58	22
Base: All US Adults	3721	1037	661	504	507	1012	1165	1220	806	66	1532	1003	966	52	32	11
I would be much more likely to purchase the product	7%	6%	2%	5%	3%	14%	3%	12%	2%	-	6%	13%	3%	1%	3%	-
		AU.AY		AU.AY		AS.AT.AU.AV.AW.A	AU	BA.BB.BC		*	BA.BB	BE.BF.BJ		*	*	**
I would be somewhat more likely to purchase the product	6%	4%	4%	2%	2%	14%	3%	9%	2%	3%	6%	10%	3%	3%	10%	9%
		AW				AS.AT.AU.AV.AW.AY		BA.BC		*	BA	BE.BJ		*	BE*	**
I would be neither more nor less likely to purchase the product	46%	58%	42%	20%	30%	56%	32%	57%	37%	46%	41%	62%	34%	70%	73%	34%
		AR.AU.AV.AW.AY	AV.AW.AY		AV	AR.AU.AV.AW.AY	AV	BA.BB.BC		*		BE.BI.BJ		BE.BI.BJ*	BE.BI.BJ*	**
I would be somewhat less likely to purchase the product	9%	9%	14%	16%	3%	4%	15%	5%	16%	7%	8%	3%	15%	9%	7%	25%
		AR.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX		AR	AR.AS.AT.AW.AX		AZ.BB.BC	*	AZ		BD.BJ	BD*	*	**
I would be much less likely to purchase the product	18%	11%	31%	48%	15%	4%	38%	7%	37%	35%	17%	5%	38%	12%	2%	27%
		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		BD.BF.BG.BJ	BD*	*	**
Prefer not to say	3%	2%	2%	2%	9%	1%	2%	3%	2%	1%	3%	2%	2%	-	-	-
		AR	AR	AR	.AS.AT.AU.AV.AX.	AR	AR	BA		*	BA			*	*	**
Don't know	12%	11%	6%	8%	38%	6%	7%	7%	5%	9%	19%	6%	6%	5%	4%	5%
		AR.AU.AX.AY	AR	AR	.AS.AT.AU.AV.AX.	AR	AR			*	AZ.BA.BB			*	*	**
Net: More likely to purchase	13%	10%	6%	7%	4%	28%	6%	21%	4%	3%	12%	23%	5%	4%	14%	9%
		AU.AW.AY				AS.AT.AU.AV.AW.AY		BA.BB.BC		*	BA.BB	BE.BF.BI.BJ		*	BE*	**
Net: Less likely to purchase	27%	20%	45%	63%	18%	9%	53%	12%	53%	42%	25%	8%	53%	21%	9%	52%
		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		BD.BF.BG.BI.BJ	BD*	*	**

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

Unweighted base	3721	987	661	531	355	1187	1192	1478	903	85	1164	1303	1126	95	58	22
Base: All US Adults	3721	1037	661	504	507	1012	1165	1220	806	66	1532	1003	966	52	32	11
Much more likely to do business with them	12%	8%	4%	6%	6%	29%	5%	22%	3%	3%	10%	25%	4%	6%	16%	5%
		AU.AY				AS.AT.AU.AV.AW.AY		BA.BB.BC		*	BA	BE.BF.BI.BJ		*	BE*	**

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

Total	Voting Registration					Stonewall Riots Familiarity		Sexual Orientation					
	Other	Did not vote for President	Yes	No	Don't know	Familiar	Unfamiliar	Heterosexual / straight	Lesbian / gay woman	Gay man	Bisexual	Other	Prefer not to say

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	60	1042	3141	491	89	1024	2200	3196	46	123	149	65	142
Base: All US Adults	3721	34	1598	2493	1042	186	917	2209	3184	39	116	135	72	175
I would be much more likely to purchase the product	7%	7%	6%	7%	6%	6%	15%	4%	5%	42%	39%	15%	16%	5%
	*	BE			*	BO				BP.BS.BT.BU*	BP.BS.BT.BU*	BP.BU	BP.BU*	
I would be somewhat more likely to purchase the product	6%	3%	6%	7%	5%	6%	15%	4%	5%	24%	16%	23%	11%	6%
	*	BE			*	BO				BP.BU*	BP.BU*	BP.BU	*	
I would be neither more nor less likely to purchase the product	46%	42%	42%	49%	42%	26%	46%	51%	48%	21%	36%	41%	39%	26%
	*	BE	BL.BM	BM	*	BN	BQ.BR.BU	*	*	BQ.BU	*			
I would be somewhat less likely to purchase the product	9%	10%	8%	9%	8%	9%	9%	10%	9%	2%	2%	8%	9%	11%
	BD*	BD			*		BR	*	*	BR	*			BR
I would be much less likely to purchase the product	18%	24%	15%	20%	16%	8%	11%	22%	20%	1%	2%	3%	6%	11%
	BD.BG*	BD.BG	BM		*	BN	BQ.BR.BS.BT.BU	*	*		*			BR.BS
Prefer not to say	3%	4%	4%	2%	4%	7%	1%	2%	3%	-	2%	1%	4%	7%
	*	BD.BE	BK	BK*						*	*		*	BP.BS
Don't know	12%	10%	19%	7%	18%	39%	3%	7%	11%	10%	3%	9%	16%	34%
	*	BD.BE.BF.BG	BK	BK.BL*		BN	BR	*	*		*		BR*	BP.BQ.BR.BS.BT
Net: More likely to purchase	13%	10%	12%	14%	12%	11%	30%	8%	10%	66%	55%	38%	27%	10%
	*	BE			*	BO				BP.BS.BT.BU*	BP.BS.BT.BU*	BP.BU	BP.BU*	
Net: Less likely to purchase	27%	34%	24%	29%	25%	17%	20%	32%	29%	3%	3%	11%	14%	22%
	BD.BG*	BD.BG	BM		*	BN	BQ.BR.BS.BT	*	*			BR	BR*	BQ.BR.BS

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

Unweighted base	3721	60	1042	3141	491	89	1024	2200	3196	46	123	149	65	142
Base: All US Adults	3721	34	1598	2493	1042	186	917	2209	3184	39	116	135	72	175
Much more likely to do business with them	12%	6%	10%	14%	11%	6%	28%	8%	9%	65%	54%	33%	25%	10%
	*	BE			*	BO				BP.BS.BT.BU*	BP.BS.BT.BU*	BP.BU	BP.BU*	

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

	Total	Gender		Generation						Region				Race		
		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	Black
Somewhat more likely to do business with them	12%	12%	12%	20%	17%	10%	9%	5%	-	-	12%	11%	11%	13%	12%	11%
				E.F.G*	E.F.G	G	G		**	**						
Neither more nor less likely to do business with them	44%	42%	45%	29%	33%	46%	51%	49%	-	-	45%	44%	42%	44%	46%	39%
				*		C.D	C.D.E	C.D	**	**					O.P.Q	
Somewhat less likely to do business with them	6%	7%	5%	7%	7%	5%	4%	9%	-	-	4%	8%	6%	5%	6%	2%
				*	F			E.F	**	**		J.M			O	
Much less likely to do business with them	12%	15%	9%	9%	8%	10%	16%	21%	-	-	9%	15%	13%	10%	14%	10%
				*			D.E	C.D.E	**	**		J.M	J		P	
Prefer not to say	3%	3%	2%	5%	3%	3%	2%	3%	-	-	3%	3%	3%	1%	1%	6%
				*					**	**	M				N	
Don't know	12%	10%	13%	17%	18%	11%	6%	7%	-	-	13%	8%	14%	10%	9%	18%
				F.G*	E.F.G	F.G			**	**	K		K		N	
Net: More likely to do business	24%	23%	25%	34%	32%	24%	19%	11%	-	-	25%	23%	22%	29%	24%	24%
				F.G*	E.F.G	F.G	G		**	**					K.L	
Net: Less likely to do business	18%	22%	15%	16%	15%	16%	21%	31%	-	-	13%	22%	20%	15%	20%	13%
				*			D.E	C.D.E.F	**	**		J.M	J.M		O.P	

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	449
Base: All US Adults	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526	491
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%	24%
				A	*	F			**	**						
I think doing this is more of a marketing tactic	50%	54%	45%	46%	45%	49%	54%	53%	-	-	50%	48%	48%	53%	54%	34%
				*			D	D	**	**					O.P.Q	
Don't know	29%	27%	32%	29%	31%	30%	28%	26%	-	-	32%	30%	30%	26%	26%	42%
				A	*				**	**						N.P.Q

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

	Total	ce		Education				Marital Status					Children under the age of 18			
		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	No	Under \$30k
Somewhat more likely to do business with them	12%	11%	16%	8%	12%	17%	17%	11%	12%	10%	11%	14%	9%	15%	11%	10%
					R	R.S	R.S		*			V		AC		
Neither more nor less likely to do business with them	44%	40%	36%	43%	44%	43%	43%	45%	51%	51%	48%	38%	42%	42%	44%	41%
								Z	*	Z	Z					
Somewhat less likely to do business with them	6%	8%	7%	5%	7%	5%	6%	7%	7%	3%	6%	5%	3%	6%	6%	5%
		O	O		R			X	*			X				
Much less likely to do business with them	12%	6%	9%	13%	13%	10%	9%	15%	10%	13%	13%	8%	8%	10%	13%	11%
								Z.AA	*	Z						
Prefer not to say	3%	6%	3%	4%	2%	2%	2%	2%	2%	2%	4%	3%	1%	2%	3%	3%
		N		S.T					*							AG
Don't know	12%	18%	18%	17%	9%	7%	6%	9%	9%	9%	12%	16%	16%	12%	12%	17%
		N	N	S.T.U					*			V.X	V			AE.AF.AG
Net: More likely to do business	24%	23%	27%	18%	24%	33%	34%	22%	22%	22%	17%	29%	30%	28%	23%	24%
					R	R.S	R.S		*			V.X.Y	V.Y	AC		
Net: Less likely to do business	18%	14%	16%	18%	21%	16%	15%	22%	17%	16%	19%	14%	11%	16%	19%	15%
					T.U			X.Z.AA	*							

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	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810	2911	882
Base: All US Adults	3721	420	283	1466	1213	668	374	1707	78	403	199	1148	186	751	2970	962
I think doing this is more of a genuine reflection of the company's values	21%	23%	23%	21%	22%	22%	16%	21%	20%	22%	17%	21%	23%	26%	20%	22%
				U	U	U			*					AC		
I think doing this is more of a marketing tactic	50%	45%	45%	42%	52%	57%	58%	55%	44%	47%	52%	45%	37%	49%	50%	41%
		O	O		R	R	R	X.Z.AA	*		AA					
Don't know	29%	32%	32%	37%	25%	22%	27%	24%	36%	32%	32%	34%	40%	25%	31%	37%
		N		S.T.U					*	V		V	V		AB	AE.AF.AG

YouGov RealTime
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	Total	Income				Type of Area Lived in				Political Party					Very liberal	Liberal
		\$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 sure		
Somewhat more likely to do business with them	12%	11%	11%	18%	10%	14%	12%	7%	12%	19%	6%	12%	11%	5%	25%	21%
				AD,AE,AF,AH		AK	AK		**	AN,AO,AP,AQ		AN,AQ	AN,AQ*		AT,AU,AV,AW,AY	AT,AU,AV,AW,AY
Neither more nor less likely to do business with them	44%	44%	48%	44%	40%	40%	46%	42%	24%	42%	43%	52%	46%	28%	29%	47%
			AD,AH				AI		**	AQ	AQ	AM,AN,AQ	AQ*			AR,AV,AW,AX
Somewhat less likely to do business with them	6%	7%	6%	7%	4%	4%	7%	8%	5%	2%	12%	5%	2%	4%	1%	3%
		AD		AD			AI	AI	**		AM,AO,AP,AQ	AM	*			AR,AX
Much less likely to do business with them	12%	13%	13%	10%	14%	8%	12%	21%	6%	3%	25%	11%	20%	10%	2%	2%
							AI	AI,AJ	**		AM,AO,AQ	AM	AM,AO,AQ*	AM		
Prefer not to say	3%	2%	2%	1%	5%	3%	3%	2%	7%	1%	3%	2%	0%	9%	0%	0%
				AF,AG					**		AM		*	AM,AN,AO,AP		
Don't know	12%	12%	7%	4%	19%	15%	10%	10%	33%	7%	7%	10%	12%	37%	3%	7%
		AF,AG	AG		AE,AF,AG	AJ,AK			**			AM,AN	*	AM,AN,AO,AP		AR,AX
Net: More likely to do business	24%	21%	24%	34%	19%	31%	23%	17%	26%	44%	10%	20%	20%	12%	66%	41%
			AH	AD,AE,AF,AH		AJ,AK	AK		**	AN,AO,AP,AQ		AN,AQ	AN*		AS,AT,AU,AV,AW,AX	AT,AU,AV,AW,AY
Net: Less likely to do business	18%	21%	20%	17%	18%	12%	18%	29%	11%	6%	37%	17%	22%	14%	2%	5%
		AD	AD				AI	AI,AJ	**		AM,AO,AP,AQ	AM	AM*	AM		

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	647	1070	632	490	1223	1817	664	17	1364	942	1002	144	269	568	619
Base: All US Adults	3721	656	987	581	536	1189	1834	681	17	1195	919	1052	144	410	450	563
I think doing this is more of a genuine reflection of the company's values	21%	19%	21%	25%	17%	24%	20%	19%	23%	29%	19%	18%	18%	12%	30%	26%
				AH		AJ,AK			**	AN,AO,AP,AQ	AQ	AQ	*		AT,AU,AV,AW,AY	AU,AV,AW,AY
I think doing this is more of a marketing tactic	50%	52%	55%	59%	42%	45%	52%	50%	34%	44%	62%	53%	56%	28%	48%	47%
		AD,AH	AD,AH	AD,AE,AH			AI		**	AQ	AM,AO,AQ	AM,AQ	AM,AQ*		AW	AW
Don't know	29%	29%	24%	17%	41%	30%	28%	31%	43%	27%	20%	29%	26%	61%	22%	28%
		AG	AG	AE,AF,AG					**	AN		AN	*	AM,AN,AO,AP		AR,AU,AY

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	Total	Political Viewpoint					2012 Presidential Vote					2016 Presidential Vote				
		Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin
Somewhat more likely to do business with them	12%	14%	4%	5%	3%	23%	4%	18%	5%	12%	10%	21%	4%	18%	29%	11%
		AU.AV.AW.AY				AT.AU.AV.AW.AY		BA.BC		BA*	BA	BE.BI.BJ		BE.BJ*	BE.BI.BJ*	**
Neither more nor less likely to do business with them	44%	56%	50%	31%	31%	39%	42%	45%	48%	49%	40%	46%	46%	58%	46%	57%
		AS.AU.AV.AW.AX	AR.AV.AW.AX.AY			AR.AV.AW	AR.AV.AW	BC	BC	*		BJ	BJ	BD.BJ*	*	**
Somewhat less likely to do business with them	6%	5%	11%	12%	3%	2%	11%	2%	11%	4%	6%	2%	11%	6%	-	14%
		AR.AS.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX		AR	AR.AS.AT.AW.AX		AZ.BC	*	AZ		BD.BG.BJ	BD*	*	**
Much less likely to do business with them	12%	5%	24%	36%	9%	2%	29%	4%	26%	23%	12%	2%	27%	7%	5%	13%
		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		BD.BF.BG.BJ	BD*	*	**
Prefer not to say	3%	2%	2%	2%	9%	0%	2%	2%	2%	1%	4%	1%	2%	-	-	-
		AR.AS.AX	AR.AS.AX	AR.AX	AS.AT.AU.AV.AX.AY		AR.AS.AX			*	AZ			*	*	**
Don't know	12%	9%	6%	9%	39%	5%	7%	6%	5%	7%	19%	4%	6%	5%	4%	-
		AR.AU.AX	AR	AR.AU.AX.AY	AS.AT.AU.AV.AX	AR	AR.AU			*	AZ.BA.BB		BD	*	*	**
Net: More likely to do business	24%	22%	8%	11%	10%	52%	9%	40%	7%	15%	20%	45%	8%	24%	45%	16%
		AU.AV.AW.AY				AS.AT.AU.AV.AW.AY		BA.BB.BC		BA*	BA	BE.BF.BI.BJ		BE*	BE.BF.BI.BJ*	**
Net: Less likely to do business	18%	10%	35%	48%	11%	4%	40%	7%	37%	27%	17%	4%	38%	13%	5%	27%
		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		BD.BF.BG.BJ	BD*	*	**

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	987	661	531	355	1187	1192	1478	903	85	1164	1303	1126	95	58	22
Base: All US Adults	3721	1037	661	504	507	1012	1165	1220	806	66	1532	1003	966	52	32	11
I think doing this is more of a genuine reflection of the company's values	21%	23%	19%	14%	13%	28%	17%	27%	16%	6%	19%	27%	17%	23%	12%	14%
		AV.AW.AY	AV.AW.AY			AT.AU.AV.AW.AY	AV	BA.BB.BC	BB	*	BB	BE.BG.BJ		*	*	**
I think doing this is more of a marketing tactic	50%	48%	64%	63%	26%	47%	63%	47%	67%	75%	42%	47%	66%	60%	64%	81%
		AW	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX		AW	AR.AS.AT.AW.AX		AZ.BC	AZ.BC*		BJ	BD.BJ	BD.BJ*	BD.BJ*	**
Don't know	29%	29%	17%	24%	61%	25%	20%	27%	17%	19%	38%	26%	17%	17%	24%	5%
		AR.AU.AV.AX.AY		AU.AY	AS.AT.AU.AV.AX	AR.AU.AY	AU	BA		*	AZ.BA.BB	BE		*	*	**

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

	Total	Voting Registration				Stonewall Riots Familiarity		Sexual Orientation						
		Other	Did not vote for President	Yes	No	Don't know	Familiar	Unfamiliar	Heterosexual / straight	Lesbian / gay woman	Gay man	Bisexual	Other	Prefer not to say
Somewhat more likely to do business with them	12%	8%	10%	12%	11%	7%	24%	9%	11%	8%	16%	20%	24%	5%
		*	BE			*	BO		BU	*	BU*	BP.BU	BP.BU*	
Neither more nor less likely to do business with them	44%	39%	40%	47%	39%	26%	32%	53%	47%	13%	18%	30%	24%	29%
		*		BL.BM	BM	*		BN	BQ.BR.BS.BT.BU	*	*		*	
Somewhat less likely to do business with them	6%	14%	5%	6%	5%	8%	5%	7%	6%	7%	6%	4%	4%	3%
		BD.BG.BJ*	BD			*				*	*		*	
Much less likely to do business with them	12%	17%	10%	13%	11%	8%	7%	15%	14%	3%	1%	2%	4%	8%
		BD*	BD			*	BN		BQ.BR.BS	*	*		*	BR
Prefer not to say	3%	3%	4%	2%	5%	2%	1%	2%	2%	-	-	1%	9%	7%
		*	BD.BE		BK	*				*	*		BP.BR.BS*	BP.BR.BS
Don't know	12%	14%	20%	6%	18%	43%	3%	7%	11%	5%	5%	10%	11%	39%
		BD.BE*	BD.BE.BF.BG		BK	BK.BL*		BN		*	*		*	BP.BQ.BR.BS.BT
Net: More likely to do business	24%	13%	20%	26%	22%	14%	52%	16%	21%	72%	70%	53%	49%	15%
		*	BE	BM		*	BO			BP.BS.BT.BU*	BP.BS.BT.BU*	BP.BU	BP.BU*	
Net: Less likely to do business	18%	31%	15%	19%	16%	15%	12%	22%	20%	9%	7%	6%	8%	10%
		BD.BF.BG.BJ*	BD			*	BN		BR.BS.BU	*	*		*	

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	60	1042	3141	491	89	1024	2200	3196	46	123	149	65	142
Base: All US Adults	3721	34	1598	2493	1042	186	917	2209	3184	39	116	135	72	175
I think doing this is more of a genuine reflection of the company's values	21%	15%	20%	21%	21%	18%	25%	21%	21%	38%	28%	24%	16%	14%
		*				*	BO			BP.BT.BU*	BU*	BU	*	
I think doing this is more of a marketing tactic	50%	58%	40%	55%	41%	25%	58%	52%	51%	34%	47%	54%	49%	33%
		BJ*		BL.BM	BM	*	BO		BQ.BU	*	BU*	BQ.BU	*	
Don't know	29%	26%	40%	24%	38%	57%	17%	26%	28%	28%	25%	22%	35%	53%
		*	BD.BE.BF		BK	BK.BL*		BN		*	*		*	BP.BQ.BR.BS.BT