



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

Conducted by YouGov
On behalf of YouGov RealTime

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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 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.

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LGPTQ Pride

US_nat_internal Sample: 28th - 31st May 2019



Total	Gender		Generation							Region				White
	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	

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%
				*		C.D	C.D.E	C.D.E.F	**	**		M	M		O.P.Q
1	6%	5%	7%	17%	9%	5%	4%	3%	-	-	8%	6%	4%	7%	6%
				D.E.F.G*	E.F.G				**	**	L			L	O
2	4%	4%	4%	9%	7%	4%	2%	1%	-	-	4%	4%	4%	5%	4%
				F.G*	E.F.G	F.G			**	**					
3	6%	5%	6%	16%	10%	5%	2%	1%	-	-	5%	6%	6%	6%	5%
				E.F.G*	E.F.G	F.G			**	**					
4	3%	3%	3%	6%	5%	2%	1%	0%	-	-	2%	2%	3%	4%	2%
				F.G*	E.F.G				**	**				J.K.L	
5	2%	2%	1%	-	3%	2%	1%	0%	-	-	2%	2%	2%	2%	1%
				*	F.G	F			**	**					
6 - completely homosexual	5%	6%	3%	2%	4%	6%	6%	1%	-	-	4%	4%	6%	5%	5%
		B		*		G	G		**	**					
Prefer not to say	9%	9%	9%	17%	16%	7%	5%	4%	-	-	11%	7%	8%	10%	6%
				E.F.G*	E.F.G				**	**	K.L				

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%
		B		*		D	C.D	C.D.E.F	**	**			M		
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%
				G*	G	G	G		**	**	L	L		L	O.P
Prefer not to say	16%	15%	17%	20%	22%	14%	11%	13%	-	-	15%	14%	16%	17%	12%
				*	E.F.G				**	**					

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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_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%	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%

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%

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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_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%	10%	9%	4%	4%	21%	12%	7%	8%	22%	6%	6%	6%	10%

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%	42%	44%	51%	54%	38%	46%	49%	40%	23%	61%	31%	51%	49%
Prefer not to say	16%	16%	18%	17%	10%	8%	29%	17%	14%	18%	41%	8%	14%	14%	18%

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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.

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

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%
				AR,AX	AR,AS,AW,AX	AR,AS,AT,AW,AX	AR,AS,AT,AW,AX		AR	AR,AS,AT,AW,AX	BC	AZ,BB,BC	*	BJ	
1	6%	3%	11%	10%	6%	4%	1%	3%	11%	3%	8%	3%	8%	6%	8%
			AT,AU,AV,AW,AY	AT,AU,AV,AW,AY	AV,AY	AV,AY			AT,AU,AV,AW,AY	AV	BA,BC		BA*	BA	BE
2	4%	2%	7%	7%	5%	3%	2%	1%	7%	5%		2%	7%	5%	5%
			AU,AV,AW,AY	AT,AU,AV,AW,AY	AV,AW,AY	AW			AT,AU,AV,AW,AY		BA		BA*	BA	BE
3	6%	5%	12%	7%	6%	4%	1%	5%	9%	3%	6%	2%	3%	8%	6%
			AS,AT,AU,AV,AW,AX	AV,AY	AV,AY	AV,AY		AV	S,AT,AU,AV,AW,A	AV	BA		*	BA	BE
4	3%	3%	3%	4%	3%	2%	2%	2%	4%	2%	3%	1%	2%	3%	2%
				AU,AW,AY					AU,AY		BA		*	BA	
5	2%	1%	4%	2%	2%	1%	2%	0%	3%	1%	3%	0%	1%	1%	3%
			AS,AT,AU,AW,AX,AY						AW		BA,BC		*	BA	BE,BJ
6 - completely homosexual	5%	3%	11%	8%	4%	3%	3%	3%	9%	3%	7%	2%	3%	5%	7%
			AT,AU,AV,AW,AX,A	AT,AU,AV,AW,AY					AT,AU,AV,AW,AY		BA,BC		*	BA	BE,BJ
Prefer not to say	9%	33%	4%	6%	6%	4%	5%	33%	5%	5%	5%	3%	7%	15%	5%
		AM,AN,AO,AP						AR,AS,AT,AU,AV,AX,AY			BA		BA*	AZ,BA	

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%
				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*	AZ	
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%
			AS,AT,AU,AV,AW,AX	AT,AU,AV,AW,AY	AU,AV,AW,AY	AV,AW,AY			AS,AT,AU,AV,AW,A	AV	BA,BB,BC		BA*	BA	BE,BJ
Prefer not to say	16%	44%	6%	10%	13%	13%	16%	41%	8%	14%	9%	13%	14%	22%	8%
		AM,AN,AO,AP		AR	AR,AX	AR,AX	AR,AS,AX	AS,AT,AU,AV,AX	AR	AR,AS,AX		AZ	*	AZ,BA	

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Total	2016 Presidential Vote						Voting Registration			Stonewall Riots Familiarity		Sexuality		
	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_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%
		BD.BF.BG.BI.BJ	*	*	**	*		BL.BM	BM	*		BN	Q.BR.BS.BT.BU.B	*	*
1	6%	2%	7%	13%	15%	5%	6%	6%	5%	4%	9%	5%	7%	2%	1%
			BE*	BE*	**	*	BE			*	BO		BU.BV	*	*
2	4%	2%	12%	8%	4%	6%	4%	4%	5%	8%	8%	4%	4%	2%	5%
			BD.BE.BJ*	BE*	**	*	BE			*	BO			*	*
3	6%	2%	7%	20%	-	4%	7%	5%	7%	11%	11%	4%	4%	6%	3%
			BE*	BD.BE.BF.BI.BJ*	**	*	BE			BK*	BO			*	*
4	3%	2%	2%	-	-	8%	4%	2%	3%	6%	6%	2%	2%	6%	3%
			*	*	**	BD.BE*	BD.BE			*	BO			*	*
5	2%	1%	6%	-	-	-	1%	2%	1%	5%	4%	1%	1%	16%	9%
			BE.BJ*	*	**	*		BL		BL*	BO			BP.BS.BU*	BP*
6 - completely homosexual	5%	3%	4%	2%	-	3%	5%	5%	5%	4%	11%	3%	2%	63%	69%
			*	*	**	*	BE			*	BO			BP.BS.BT.BU*	BP.BS.BT.BU*
Prefer not to say	9%	3%	5%	3%	-	7%	15%	5%	16%	27%	5%	4%	6%	5%	6%
			*	*	**	*	BD.BE.BF.BG		BK	BK.BL*			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%
		BD.BF.BG.BJ	BG*	*	**	BD.BG*	BD.BG			*		BN	Q.BR.BS.BT.BU.B	*	BS*
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%
			BE.BJ*	BD.BE.BF.BI.BJ*	**	*	BE	BL.BM	BM	*	BO		BU	BP.BU*	BP.BU*
Prefer not to say	16%	12%	8%	6%	19%	14%	23%	11%	21%	46%	8%	11%	13%	11%	13%
		BD	*	*	**	*	BD.BE.BF.BG		BK	BK.BL*		BN		*	*

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

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%	55%	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		