

LGBTQ Pride 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.

YouGov° What the world thinks		Ge	nder				Generation					Reg	ion		
What the World times	Total	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
ge. What is your age?															
Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
Base Do you believe things have gotten better, worse, or stayed the same for the following groups under the Trump Administration?	3721	1808	1913	86	1180	948	1247	261	-	-	729	805	1376	811	2526
lease select one option on each row. 1_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% B	19%	21%	19%	20%	21%	20%	- **	-	20%	23%	19%	20%	22% O.P
Things have stayed the same	25%	27%	24%	17%	26%	25%	24%	30% C	- **	-	25%	25%	26%	25%	27% O.Q
Things have gotten worse	33%	30%	35% A	42%	30%	31%	36% D.E	32%	- **	-	34%	33%	31%	35%	33%
Don't know	22%	21%	22%	21%	25% F.G	23% F.G	19%	17%	- **	-	22%	19%	24% K	20%	18%
1_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% B	15%	17%	17%	16%	17%	18%	- **	-	16%	18%	16%	17%	18% O
Things have stayed the same	23%	24% B	21%	13%	21%	24%	23%	29% C.D	-	-	21%	25%	23%	22%	25% O.Q
Things have gotten worse	38%	35%	40% A	51% D.E.G*	37%	36%	40%	35%	- **	-	40%	37%	36%	40%	38%
Don't know	23%	22%	24%	20%	25% F.G	24%	21%	18%	- **	-	23%	21%	25% K.M	21%	20%
RL_Q2. Title VII of the Civil Rights Act of 1964 prohibits mployers from discriminating against employees on the basis of xx, race, color, national origin, and religion. Should sexual fentation 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% A	60% G*	58% F.G	55% G	53% G	43%	- **	**	58% L	57% L	50%	56% L	55% Q
No, it should not	25%	31% B	20%	13%	19%	22%	31% C.D.E	38% C.D.E.F	**	**	21%	26% J	27% J	26% J	28% O.P
Don't know	20%	19%	21%	28% F*	23% F	23% F	16%	19%	- **	-	21%	17%	23% K.M	18%	17%
RL_Q4. Is it acceptable or unacceptable for adoption/foster pencies to decline to place a child with a same-sex couple ecause 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	24%	28% B	20%	18%	17%	24% D	30% D.E	34% C.D.E	- **	**	19%	28% J.M	26% J	23%	27% P
Somewhat acceptable	12%	14% B	10%	13%	14% F.G	13% G	11%	6%	- **	- **	13%	13%	11%	12%	11%
Somewhat unacceptable	14%	14%	13%	18% E*	16% E.F	10%	13%	17% E	**	-	15%	12%	14%	13%	14%
Completely unacceptable	36%	30%	41% A	39%	33%	37%	37%	34%	- **	-	37%	36%	33%	38% L	38% O.Q
Prefer not to say	14%	14%	15%	12%	19% F.G	16% F.G	10%	9%	- **	-	16% K	11%	16% K	14%	11%
Net: Acceptable	36%	42%	31%	31%	31%	37%	40%	40%		_	32%	40%	37%	35%	37%

YOUGOV What the world thinks		R	ace			Educat	ion				Marita	l Status			Children u
That do fold dains	Total	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
age. What is your age?															
Unweighted base	3721	449	535	228	1424	1206	697	394	1795	68	398	179	1103	178	810
Base	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% R	21%	18%	23% Z	19%	20%	17%	17%	17%	23%
Things have stayed the same	25%	20%	27% O.Q	15%	26%	25%	25%	22%	28% Z	29%	23%	25%	23%	23%	28%
Things have gotten worse	33%	37%	28%	33%	25%	33%	41%	48%	30%	34%	37%	37%	35%	33%	27%
		Р				R	R.S	R.S		*	V		V		
Don't know	22%	29% N	28% N	30% N	30% S.T.U	19% T.U	13%	12%	20%	18%	20%	21%	25% V	27%	22%
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% R.U	17%	14%	19% Z	12%	17%	13%	14%	14%	19%
Things have stayed the same	23%	19%	23% Q	13%	24%	22%	22%	20%	26% X.Z	28%	21%	24%	18%	20%	26%
Things have gotten worse	38%	40%	34%	38%	29%	37% R	48% R.S	54% R.S	34%	39% *	40% V	40%	42% V	36%	33%
Don't know	23%	29% N	29% N	30% N	31% S.T.U	21% T.U	13%	12%	20%	21%	22%	23%	26% V	29% V	23%
RL_Q2. Title VII of the Civil Rights Act of 1964 prohibits mployers from discriminating against employees on the basis of ax, race, color, national origin, and religion. Should sexual rientation 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% R	62% R.S	60% R	50%	43%	57% V	47%	60% V.W.Y	64% V.W.Y	54%
No, it should not	25%	17%	20%	23%	24%	26%	24%	29%	30% Z.AA	29% Z.AA*	25% Z.AA	32% Z.AA	18%	14%	24%
Don't know	20%	27% N	27% N	29% N	28% S.T.U	18% T.U	14%	11%	19%	28%	18%	21%	22%	22%	22%
RL_Q4. Is it acceptable or unacceptable for adoption/foster gencies to decline to place a child with a same-sex couple ecause 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% P	16%	20%	22%	26%	27% R	23%	30% X.Z.AA	22%	23% Z.AA	28% Z.AA	17%	13%	27% AC
Somewhat acceptable	12%	14%	17% N	17% N	13% T	13% T	9%	14% T	13%	17%	11%	9%	11%	12%	16% AC
Somewhat unacceptable	14%	12%	13%	15%	14%	12%	14%	15%	13%	13%	11%	18% X	15%	13%	14%
Completely unacceptable	36%	28%	35% O	29%	31%	37% R	42% R	39% R	31%	33%	42% V.Y	30%	39% V.Y	46% V.Y	30%
Prefer not to say	14%	24% N	19% N	20% N	20% S.T.U	13% T	8%	10%	12%	15%	13%	16%	18% V	15%	13%
Net: Acceptable	36%	36%	32%	36%	35%	38%	36%	36%	44%	39%	34%	36%	28%	25%	44%

YouGov What the world thinks		r the age of 18			Income				Type of Are	ea 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
age. What is your age?															
Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
to you believe things have gotten better, worse, or stayed the ame for the following groups under the Trump Administration? lease select one option on each row.															
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			Al	**		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			Al		**	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.AC
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*
1_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% AD	20% AD.AE	17%	15%	16%	20% Al	29%	10%	28% AM.AO.AP.AQ	16% AM	13%
Things have stayed the same	23%	22%	22%	24%	26%	26%	15%	20%	24%	24%	20%	14%	38%	24%	21%
9			AH	AH	AH	AH	1270		Al		**	1.77	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%
9 9 1		AB				AD.AE.AF.AH		AK	AK		**	AN.AO.AP.AQ		AN.AQ	AN.AC
Don't know	23%	23%	31%	25%	17%	8%	33%	23%	21%	28%	3%	13%	22%	22%	23%
Bontinon	2070	2070	AE.AF.AG	AF.AG	AG	0,0	AE.AF.AG	2070	2170	AJ	**	1070	AM	AM	AM*
RL_Q2. Title VII of the Civil Rights Act of 1964 prohibits															
imployers from discriminating against employees on the basis of ex, 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			Al	Al.AJ	**		AM.AO.AP.AQ	AM.AQ	AM.AC
Don't know	20%	20%	25% AF.AG	21% AF.AG	15% AG	11%	31% AD.AE.AF.AG	21%	19%	22%	33%	10%	20% AM	20% AM	24% AM*
RL_Q4. Is it acceptable or unacceptable for adoption/foster															
gencies to decline to place a child with a same-sex couple ecause 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% AD	28% AD	24%	20%	25% Al	29% Al	17%	12%	45% AM.AO.AP.AQ	23% AM.AQ	34% AM.AO.
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%
· I											**	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.AC
Prefer not to say	14%	15%	18%	14%	11%	6%	24%	17%	12%	16%	22%	8%	11%	15%	17%
			AF AC	40	100		AD AE AE AC	Λ.Ι.		Α.Ι.			AM	AM AN	A 8 4 *

US_nat_internal Sample: 28th - 31st May 2019

YouGov [°] What the world thinks						Political '	Viewpoint					2012 Presi	dential Vote		
	Total	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 Clinto
age. What is your age?															
Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base	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. 21_1. Gayliesbian 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.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.AT.AW.AX			AR	AR.AS.AT.AW.AX		AZ.BB.BC	*	AZ	
Things have gotten worse	33%	19% AN	74% AT.AU.AV.AW.AX	56% CAT.AU.AV.AW.AY	34% AU.AV.AW.AY	10%	9%	21% AU.AV.AY	64% S.AT.AU.AV.AW.A	10% AY	56% BA.BB.BC	8%	31% BA*	27% BA	67% 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	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% AR.AS.AX	30% AR.AS.AT.AW.AX	28% (AR.AS.AT.AW.A)	10%	8%	29% AR.AS.AT.AW.AX	11%	31% AZ.BB.BC	19% AZ*	14%	7%
Things have stayed the same	23%	11%	9%	12%	24%	37%	38%	12%	11%	37%	15%	40%	20%	21%	11%
-	000/	000/	200/	050/		AR.AS.AT.AW.AX			700/	AR.AS.AT.AW.AX		AZ.BB.BC	*	AZ 32%	740/
Things have gotten worse	38%	22% AN	80%	65% (AT.AU.AV.AW.AY	40% AU.AV.AW.AY	13%	12%	23% AU.AV.AY	72% S.AT.AU.AV.AW.A	12%	62% BA.BB.BC	10%	38% BA*	32% BA	74% BE.BF.BI.B.
Don't know	23%	56%	4%	14%	21%	21%	23%	55%	10%	22%	12%	19%	23%	33%	8%
DOTTRION	2370	AM.AN.AO.AP	476	AR.AX	AR.AS.AX	AR.AS.AX	AR.AS.AX	.AS.AT.AU.AV.AX		AR.AS.AX	12.70	AZ	AZ*	AZ.BA	076
PRL_Q2. Title VII of the Civil Rights Act of 1964 prohibits		7411.541.510.54		70.000	741310301	741310301	741310301	,3 103 113 103 113 0	, , , , ,	741310331		,_	, _	,,	
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%
				(AT.AU.AV.AW.AY		AV.AY		AV.AY	S.AT.AU.AV.AW.A		BA.BB.BC		BA*	BA	BE.BF.BI.B.
No, it should not	25%	14%	2%	10% AR.AX	18% AR.AS.AX	47%	60% (AS.AT.AU.AW.A)	14% AR.AX	7% AR	52% R.AS.AT.AU.AW.A	11%	56% AZ.BB.BC	39% AZ.BC*	20% AZ	7%
Don't know	20%	52%	6%	9%	23%	19%	15%	49%	8%	17%	10%	15%	14%	31%	7%
Boiltidow	2070	AM.AN.AO.AP	070	AR	AR.AS.AV.AX.AY			.AS.AT.AU.AV.AX		AR.AS.AX	1070	AZ	*	AZ.BA.BB	1 70
PRL_Q4. Is it acceptable or unacceptable for adoption/foster		74VI.744.740.74		741	ACHOSTOS CALL	741.70.701	PH C.PO.POC		c At	7413703701		, AL		AZ.DA.DD	
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% AR.AS.AX	40% AR.AS.AT.AW.AX	60% (AS.AT.AU.AW.A)	13% AR.AS.AX	8%	49% AR.AS.AT.AU.AW.A	13% X	52% AZ.BB.BC	38% AZ.BC*	18% AZ	10%
Somewhat acceptable	12%	10%	4%	14% AR.AW.AX	16% AR.AV.AW.AX	15% AR.AW.AX	11% AR	8% AR	9% AR	13% AR.AW.AX	11%	13%	16%	13%	8%
Somewhat unacceptable	14%	12%	7%	18%	18%	17%	5%	10%	13%	11%	13%	10%	13%	16%	13%
Comownat unacceptable	1770	AP	1 /0	AR.AV.AW.AX.AY			0,0	AV	AR.AV	AR.AV	BA	1070	*	BA	1070
Completely unacceptable	36%	24%	78%	53%	34%	17%	15%	27%	64%	16%	55%	16%	25%	31%	62%
completely and option	/9	AN		(AT.AU.AV.AW.AY			.5,0	AU.AV.AY	S.AT.AU.AV.AW.A		BA.BB.BC	.5,0	BA*	BA	BE.BF.BI.B.
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	AS AT ALLAV AX		AR AX				AZ BA BB	

AR.AX AR.AS.AV.AX.AY AR.AX

AR.AX ..AS.AT.AU.AV.AX AR

21%

71%

AR.AX

62%

AZ.BA.BB

31%

AM.AN.AO.AP

24%

Net: Acceptable

YouGov RealTime LGBTQ Pride US nat internal Sample: 28th - 31st May 2019

Completely unacceptable

Prefer not to say

Net: Acceptable

36%

14%

16%

9%

64%

32%

BE*

3%

53%

68%

BE.BF.BI.BJ*

5% *

7% **

8% **

84%

YouGov What the world thinks			20	16 Presidential V	ote			`	oting Registrat	on	Stonewall R	iots Familiarity			
	Total	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 966	95 52	58 32	22	60 34	1042 1598	3141 2493	491	89	1024 917	2200 2209	3196 3184	46 39	123 116
Base: All US Adults Things have gotten better	3721 20%	38%	18%	14%	26%	24%	16%	2493	1042 15%	186 16%	19%	21%	21%	13%	22%
ů ů		BD.BF.BG.BJ	BD*	*	**	BD*	BD	BL		*				*	*
Things have stayed the same	25%	36% BD.BG.BJ	43% BD.BG.BJ*	21%	30%	28% BD*	24% BD	26%	24%	17%	24%	28% BN	26%	30%	25%
Things have gotten worse	33%	8%	28%	60%	17%	19%	26%	36%	27%	19%	50%	29%	31%	57%	51%
minge have gottom worde	3570	0,0	BE*	BE.BF.BI.BJ*	**	BE*	BE	BL.BM	2.70	*	BO	2070	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	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		*			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			*		BN	BQ.BS.BU.BV	*	*
Things have gotten worse	38%	9%	36%	63%	21%	27%	32%	41%	32%	20%	57%	34%	36%	74%	61%
D #1	000/	0407	BE*	BE.BF.BI.BJ*		BE*	BE	BL.BM	BM		BO	2007	BU	BP.BU*	BP.BU*
Don't know	23%	21% BD.BF.BG	10%	6%	26%	30% BD.BF.BG*	33% BD.BE.BF.BG	16%	35% BK	47% BK.BL*	8%	22% BN	23% BQ.BR.BV	6%	5%
PRL Q2. Title VII of the Civil Rights Act of 1964 prohibits		DD.DF.DG				DD.DF.DG	DD.DE.DF.DG		DIX	DR.DL		DIN	DQ.DR.DV		
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%
			BE.BI*	BE.BF.BI.BJ*	**	*	BE.BI	BL.BM	BM	*	во		BU	BP.BT.BU*	BP.BT.BU
No, it should not	25%	55% BD.BF.BG.BJ	31% BD.BG.BJ*	2%	37%	42% BD.BG.BJ*	19% BD.BG	28% BL.BM	20%	13%	21%	29% BN	27% BQ.BR.BS.BU.BV	9%	10%
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	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% BD.BF.BG.BJ	32% BD.BG.BJ*	9%	60%	44% BD.BG.BJ*	17% BD	29% BL.BM	16%	13%	20%	28% BN	26% Q.BR.BS.BT.BU.B	6% *	12%
Somewhat acceptable	12%	13%	20%	10%	24%	6%	14%	11%	16%	9%	15%	12%	12%	13%	12%
		BD	BD.BI*	*	**	*	BD		BK	*	ВО	1-21	BS	*	*
Somewhat unacceptable	14%	11%	13%	9%	**	12%	15% BE	13%	16%	10%	14%	15%	14%	9%	7%

18%

21%

49%

BD.BE.BF.BG* BD.BE.BF.BG

31%

BE

23%

39%

BL.BM

9%

29%

23%

33%

BK

25%

43%

BK.BL*

22%

47%

во

4%

34%

10%

BN

34%

BU

13%

BQ.BV

39%

72%

BP.BT.BU*

61%

BP.BU*

8%

US_nat_internal Sample: 28th - 31st May 2019



Total

Bisexual Other Prefer not to say 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.B	2% V

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%	59%	25%	65%
		BP.BU	BP.BU*		BP.BU
Don't know	23%	15%	18%	48%	5%
		BR.BV	BR.BV*	P.BO.BR.BS.BT.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?

tilla dot i					
Unweighted base	3721	149	65	142	169
Base: All US adults	3721	135	72	175	155
Yes, it should	54%	77%	65%	37%	85%
		BP.BU	BU*		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.B	5% V

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?

illation?					
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%

Part	YouGov What the world thinks		Ge	nder				Generation					Reg	ion		
No. 1 Month concepting of the control of the contro	Wild the World United	Total	Male	Female					Generation	Generation (1927 and	Other	Northeast	Midwest	South	West	White
THE CALL In general do you support or coppose some sex couples Company or support or coppose some sex couples Company or coppose some sex cou	Net: Unacceptable	49%		54%		50%				**		52%			51%	52%
Second problems Second pro					*					**	**				/-	0
State March Marc																
Description of pages 1974 1970		3724	1605	2026	72	1156	1004	12/11	249			725	931	1210	927	2509
Browney seeper 17% 1/1% 1/1% 1/1% 1/1% 1/1% 1/1% 1/1%	·															2526
Seminantial apport 175k																37%
Somewhater appears 17-56 1756	Strongly support	3470	2076						22 /6			3076	3476	J2 /6		0.P
Nether Lapport nor opcode Nether Lapport nor opcode Semantial opc	Samawhat sunnart	120/	119/						110/.			120/.	129/	109/		12%
Sementhria oppose 10% 10% 11% 8% 2% 10% 9% 10% 10% 0.0 EF " " " " " " " " " " " " " " " " " "					D.F*											
Somewhat agrees 10% B 1 1% B% 2% 10% 10% 99% 10% 10% 10% 9% 11% 99% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Neither support nor oppose	20%		18%	20%	19%	19%	21%	23%			20%	19%	21%	18%	19%
Sizeryly oppose 17% 20% 18% 18% 18% 19% 20% 1 Preference to say 8% 8% 8% 7% 8% 18% 19% 12% 99% 4% 3% 1 18% 19% 20% 1 18% 19% 99% 1 18% 19% 19% 19% 19% 19% 19% 19% 19% 19% 19	Somewhat oppose	10%	11%	8%	2%	10%	9%	10%				9%	11%	9%	10%	10%
Prefer rate cary 8% 8% 7% 8% 15% 8% 4% 45% 35%	<u>.</u>	470			*	4.50	450	0:::				4	4==-	0001		
Net Support Net Support Net Circles 20% 31% 52% 59% 49% 49% 49% 49% 49% 49% 49% 49% 49% 4	Strongly oppose	17%		14%		11%						14%	17%		14%	17%
Net Support A 67% 39% A 62% 59% 49% 40% 40% 40% 40% 40% 40% 40% 40% 40% 40	Prefer not to say	8%	8%	7%	8%			4%	3%	-	-	8%	6%	8%	9%	6%
Net: Oppose 29% 31% 22% 19% 27% 29% 31% 41% 22% 29% 29% 29% 29% 29% 29% 29% 29% 29%	Note Cupport	469/	200/	E20/	EC0/			449/	220/			400/	469/	420/	400/	49%
Net: Oppose 28% 31% 22% 16% 21% 24% 24% 31% 44%	ivet: Support	46%	39%						33%				40%	42%		
R. OB. Under current FDA guidelines, men who have had set with another man within the least 12-months are not eligible to make blood, regardles of the individual's process of the individual or should not be in place? Basec ALUS Adusts of the individual or should not be in place? This price process of the individual or should not be in place? Prefer not to say 16% 15% 15% 15% 15% 15% 20% 20% 41% 15% 15% 15% 15% 15% 15% 15% 15% 15% 1		000/	040/						440/				000/	000/	_	O.P
Standard convent FDA quotedrines, men with name hand and the matter are many thin beast 12 months the sast 12 months are not alignable to some belood, regardless of the individual's HV status. Do you with this policy should not be in place? Unweighted base 3721 1695 2005 72 1195	Net: Oppose	20%		22%	16%	21%	24%					22%			23%	27%
This policy should continue to be in place S2% S4% S50% S37% S50% S57%										-	-					2509 2526
This policy should no longer be in place 1										-		-				
Prefer not to say 16% 15% 18% 20% 20% 26% 19% 19% 9% 18% 14% 16% 18% 18	r his policy should continue to be in place	52%	54%	50%		35%				**		49%			41%	54% P.Q
Prefer not to say It 6% 15% 18% 20% 24% 16% 10% 9% 18% 14% 16% 18% 18% 18% 18% 18% 18% 18% 18% 18% 18	This policy should no longer be in place	32%	32%	32%					16%			33%	32%	29%		33% O
A F.G* E.F.G F.G	Prefer not to say	16%	15%	18%					9%	-	-	18%	14%	16%	_	13%
Unweighted base 3721 1895 2028 72 1158 1004 1241 248 735 831 1318 837										**	**					
Base: All US Adults																
Very familiar 7% 8% 6% 14% 9% 8% 5% 1% - - 7% 6% 6% 10										-	-					2509
B										-	-					2526
Somewhat familiar 18% 20% 15% 21% 19% 17% 17% 17% 15% 18% 16% 17% 20% K K K K K K K K K	Very familiar	7%		6%					1%			7%	6%	6%		7%
Not very familiar 16% 18% 14% 13% 19% 17% 12% 12% 17% 18% 15% 14% 14% 18% 14% 13% 19% 17% 12% 12% 17% 18% 15% 14% 14% 18% 15% 14% 15% 14% 15% 17% 15% 17% 15% 17% 15% 16% 10% 7% 16% 13% 17% 17% 17% 18% 15% 17% 17% 18% 15% 17% 15% 17% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15	Somewhat familiar	18%	20%	15%	21%				15%	-	-	18%	16%	17%	20%	18%
Not at all familiar	Not very familiar	16%		14%		19%	17%	12%	12%			17%	18%	15%		16%
Don't know 16% 15% 17% 21% 24% 16% 10% 7% 16% 13% 17% 17% K K K K K K K K K K K K K K K K K K K	,		В		*	F.G	F			**	**					
Dorit know 16% 15% 17% 21% 24% 16% 10% 7% - - 16% 13% 17% 17% 17% K K K K K K K K K	Not at all familiar	44%	39%		31%	29%						42%			39%	47% O.P.Q
L_Q8. How important, if at all, do you believe the Stonewall bots are in terms of LGBTQ+ history? Unweighted base 1620 845 775 37 589 466 456 72 325 351 547 397 Base: All US Adults 1500 831 669 41 558 398 430 73 306 316 520 358 Very important 37% 35% 39% 47% 33% 38% 41% 31% 38% 30% 34% 46% Let us a substituting the substitution of the substituting the substitution of the substituting the substituting the substituting the substituting the substituting the substitution of	Don't know	16%	15%				16%					16%	13%	17%		12%
Unweighted base 1620 845 775 37 689 466 456 72 325 351 547 397 Base: All US Adults 1500 831 669 41 558 398 430 73 306 316 520 358 Very important 37% 35% 39% 47% 33% 38% 41% 31% 38% 30% 34% 46% Lamber of the control o					F.G*	E.F.G	F.G			**	**			К	K	
Base: All US Adults 1500 831 669 41 558 398 430 73 - - 306 316 520 358 Very important 37% 35% 39% 47% 33% 38% 41% 31% - - 38% 30% 34% 46% L 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 7 - - 38% 30% 34% 46% 6 KL KL 6 6 6 6 <		1620	845	775	37	589	466	456	72	-	-	325	351	547	397	1120
Very important 37% 35% 39% 47% 33% 38% 41% 31% 38% 30% 34% 46% D * ** ** K.L										-	-					1045
D NCE					47%			41%	31%	-	-				46%	39% P
Suntrawillal IIII 1076 2076 2076 2076 24% 21% 22% 30% 20% 29% 21% 24%	Somewhat important	26%	28%	23%	28%	32%	21%	22%	30%	-	-	25%	29%	27%	K.L 24%	25%

YouGov What the world thinks		R	ace			Educa	tion				Marita	al Status			Children u
	Total	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%
·	4970	40%	0 0	4476	45%	4976	R.S	34% R	4476	*	V	40%	V	V.Y	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%
ou origin cupport	0.70	2.70	2070	3070	2070	R	R.S	R.S	Y	*	V.Y	2270	V.W.Y	V.W.Y	55,0
Somewhat support	12%	10%	12%	13%	12%	10%	14% S	11%	13%	17%	9%	12%	10%	14%	13%
Neither support nor oppose	20%	20%	22%	20%	23% T.U	19% T	15%	18%	20%	21%	21%	21%	20%	18%	19%
Somewhat oppose	10%	9%	9%	9%	9%	10%	10%	10%	12% Z.AA	8%	9%	14% Z.AA	7%	6%	14% AC
Strongly oppose	17%	21% N.P.Q	15%	13%	18% T.U	18% T.U	13%	13%	20% Z.AA	22% AA*	17% Z.AA	24% Z.AA	12%	8%	16%
Prefer not to say	8%	13% N	13% N	10% N	12% S.T.U	6% T	3%	6%	6%	8%	7%	7%	11% V	10%	8%
Net: Support	46%	37%	41%	48% O	38%	46% R	59% R.S	53% R.S	43% Y	41%	46% Y	34%	51% V.Y	58% V.W.X.Y	43%
Net: Oppose	26%	31% P.Q	24%	21%	27% T	28% T	23%	23%	31% Z.AA	30% AA*	26% Z.AA	38% X.Z.AA	19%	14%	30% AC
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults	3721 3721	449 491	535 420	228 283	1424 1466	1206 1213	697 668	394 374	1795 1707	68 78	398 403	179 199	1103 1148	178 186	810 751
This policy should continue to be in place	52%	54%	420	46%	54%	53%	48%	46%	59%	58%	58%	65%	38%	45%	52%
		P 24%			T.U	U 32%			Z.AA	Z*	Z.AA	Z.AA 25%	40%		
This policy should no longer be in place	32%		32% O	31%	26%	R	39% R.S	41% R.S	27%	21%	29%		V.W.X.Y	36% V.W.Y	31%
Prefer not to say	16%	23% N	25% N	24% N	20% S.T.U	15%	13%	13%	14%	21%	12%	10%	22% V.X.Y	19% Y	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%
,							R.S	R.S	X.Y	*			X.Y	X.Y	AC
Somewhat familiar	18%	15%	16%	18%	9%	18% R	25% R.S	35% R.S.T	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% S.T.U	42% U	40% U	33%	46% Z	47% *	52% Z	53% Z	36%	43%	37%
Don't know	16%	22% N	25% N	28% N	21% S.T.U	16% T.U	9%	7%	13%	17%	14%	14%	20% V.X	22% V	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% P*	32%	36%	37%	49% R.S.T	32%	28%	38%	29%	43% V	48% V*	30%
Somewhat important	26%	26%	31%	28%	21%	26%	34%	27%	27%	35%	26%	28%	25%	27%	29%

What the world thinks		r the age of 18			Income				Type of Are	ea 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
Net: Unacceptable	49%	51%	51%	49%	AD.AH 50%	AD.AE.AH 50%	45%	48%	51%	45%	** 62%	69%	AM.AO.AP.AQ 31%	AM.AQ 49%	AM.AQ* 39%
· L	49%	AB	51%	49%	50%	50%	45%	46%	AK	45%	02%	AN.AO.AP.AQ	31%	AN.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%	34%	33%	35%	40%	28%	38%	35%	26%	37%	57%	12%	35%	31%
Sit origin support	J+70	AB	3476	3376	AH	AD.AE.AH	2076	AK	AK	2076	**	AN.AO.AP.AQ	12/0	AN.AQ	AN.AQ*
Somewhat support	12%	11%	9%	11%	12%	16%	11%	11%	12%	11%	12%	11%	13%	12%	11%
Comownat support	1270	1170	370	1170	AD AD	AD.AH	1170	1170	1270	1170	**	1170	AQ	12.70	*
Neither support nor oppose	20%	20%	22%	22%	18%	17%	18%	18%	20%	23%	6%	15%	23%	22%	16%
recurse support not oppose	20/0	2070	AG	££/0	10 /0	1770	1070	10 /0	2070	23% Al	**	1370	AM	AM	*
Somewhat oppose	10%	9%	8%	8%	13%	11%	7%	10%	10%	9%	11%	6%	16%	10%	11%
Contential oppose	.070	370	570	570	AD.AE.AH	.170	. 70	.070	.570	C /0	**	370	AM.AO.AQ	AM	*
Strongly oppose	17%	17%	17%	18%	16%	13%	19%	13%	17%	23%	13%	8%	32%	14%	25%
ou originy oppose	70	.770	/0	AG	.570	.570	AG	.070	Al	AI.AJ	**	370	AM.AO.AQ	AM	AM.AO.AQ
Prefer not to say	8%	8%	10%	7%	5%	3%	16%	10%	6%	7%	22%	3%	4%	8%	7%
. rote to say		3,0	AF.AG	AG	AG		AD.AE.AF.AG	AJ	-/-	. /0	**	3,0		AM.AN	AM*
Net: Support	46%	47%	43%	45%	48%	56%	39%	48%	48%	37%	49%	68%	25%	46%	41%
			1270		AH	AD.AE.AF.AH	1 177	AK	AK	21,70	**	AN.AO.AP.AQ		AN.AQ	AN.AQ*
Net: Oppose	26%	25%	25%	26%	29%	25%	27%	23%	26%	32%	24%	14%	48%	24%	35%
тел. орразс	2070	2070	2570	2070	2570	2070	2170	2570	20/0	Al.AJ	**	1470	AM.AO.AP.AQ	AM	AM.AO.AQ
donate blood, regardless of the individual's HIV status. Do you															
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
ionate blood, regardless of the individual's HIV status. Do you hink this policy should or should not be in place? Unweighted base Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base				656 56%	987 56%	581 53%			1834 52%	681 61%			919 76%	1052 54%	144 52%
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place	3721 52%	2970 52%	962 49%	656 56% AD.AH	987 56% AD.AH	581 53% AH	536 45%	1189 47%	1834 52% Al	681 61% Al.AJ	17 57% **	1195 38%	919 76% AM.AO.AP.AQ	1052 54% AM.AQ	144 52% AM.AQ*
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults	3721	2970	962	656 56%	987 56%	581 53% AH 38%	536	1189 47% 35%	1834 52% Al 32%	681 61%	17 57%	1195 38% 49%	919 76%	1052 54% AM.AQ 31%	144 52% AM.AQ* 30%
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place	3721 52% 32%	2970 52% 32%	962 49% 31%	656 56% AD.AH 30%	987 56% AD.AH 33%	581 53% AH 38% AD.AE.AH	536 45% 27%	1189 47% 35% AK	1834 52% Al 32% AK	681 61% ALAJ 26%	17 57% ** 18% **	1195 38% 49% AN.AO.AP.AQ	919 76% AM.AO.AP.AQ 14%	1052 54% AM.AQ 31% AN.AQ	144 52% AM.AQ* 30% AN*
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place	3721 52%	2970 52%	962 49% 31% 21%	656 56% AD.AH 30%	987 56% AD.AH	581 53% AH 38%	536 45% 27% 28%	1189 47% 35% AK 19%	1834 52% Al 32%	681 61% Al.AJ	17 57% ** 18%	1195 38% 49%	919 76% AM.AO.AP.AQ	1052 54% AM.AQ 31% AN.AQ 15%	144 52% AM.AQ* 30% AN* 19%
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say	3721 52% 32%	2970 52% 32%	962 49% 31%	656 56% AD.AH 30%	987 56% AD.AH 33%	581 53% AH 38% AD.AE.AH	536 45% 27%	1189 47% 35% AK	1834 52% Al 32% AK	681 61% ALAJ 26%	17 57% ** 18% ** 25%	1195 38% 49% AN.AO.AP.AQ	919 76% AM.AO.AP.AQ 14%	1052 54% AM.AQ 31% AN.AQ	144 52% AM.AQ* 30% AN*
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall	3721 52% 32%	2970 52% 32%	962 49% 31% 21%	656 56% AD.AH 30%	987 56% AD.AH 33%	581 53% AH 38% AD.AE.AH	536 45% 27% 28%	1189 47% 35% AK 19%	1834 52% Al 32% AK	681 61% ALAJ 26%	17 57% ** 18% ** 25%	1195 38% 49% AN.AO.AP.AQ	919 76% AM.AO.AP.AQ 14%	1052 54% AM.AQ 31% AN.AQ 15%	144 52% AM.AQ* 30% AN* 19%
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall	3721 52% 32%	2970 52% 32%	962 49% 31% 21%	656 56% AD.AH 30%	987 56% AD.AH 33%	581 53% AH 38% AD.AE.AH	536 45% 27% 28%	1189 47% 35% AK 19%	1834 52% Al 32% AK	681 61% ALAJ 26%	17 57% ** 18% ** 25%	1195 38% 49% AN.AO.AP.AQ	919 76% AM.AO.AP.AQ 14%	1052 54% AM.AQ 31% AN.AQ 15%	144 52% AM.AQ* 30% AN* 19%
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots?	3721 52% 32% 16%	2970 52% 32% 16%	962 49% 31% 21% AE.AF.AG	656 56% AD.AH 30% 14% AG	987 56% AD.AH 33%	581 53% AH 38% AD.AE.AH 9%	536 45% 27% 28% AD.AE.AF.AG	1189 47% 35% AK 19% AK	1834 52% Al 32% AK 16%	681 61% ALAJ 26% 14%	17 57% ** 18% ** 25% **	1195 38% 49% AN.AO.AP.AQ 12%	919 76% AM.AO.AP.AQ 14% 10%	1052 54% AM.AQ 31% AN.AQ 15% AN	144 52% AM.AQ* 30% AN* 19% AN*
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base	3721 52% 32% 16%	2970 52% 32% 16%	962 49% 31% 21% AE.AF.AG	656 56% AD.AH 30% 14% AG	987 56% AD.AH 33% 12%	581 53% AH 38% AD.AE.AH 9%	536 45% 27% 28% AD.AE.AF.AG	1189 47% 35% AK 19% AK	1834 52% Al 32% AK 16%	681 61% ALAJ 26% 14%	17 57% ** 18% ** 25% **	1195 38% 49% AN.AO.AP.AQ 12%	919 76% AM.AO.AP.AQ 14% 10%	1052 54% AM.AQ 31% AN.AQ 15% AN	144 52% AM.AQ* 30% AN* 19% AN*
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults	3721 52% 32% 16% 3721 3721	2970 52% 32% 16%	962 49% 31% 21% AE.AF.AG	656 56% AD.AH 30% 14% AG	987 56% AD.AH 33% 12%	581 53% AH 38% AD.AE.AH 9%	536 45% 27% 28% AD.AE.AF.AG	1189 47% 35% AK 19% AK	1834 52% Al 32% AK 16%	681 61% ALAJ 26% 14%	17 57% ** 18% ** 25% **	1195 38% 49% AN.AO.AP.AQ 12%	919 76% AM.AO.AP.AQ 14% 10%	1052 54% AM.AQ 31% AN.AQ 15% AN	144 52% AM.AQ* 30% AN* 19% AN*
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults	3721 52% 32% 16% 3721 3721	2970 52% 32% 16%	962 49% 31% 21% AE.AF.AG	656 56% AD.AH 30% 14% AG	987 56% AD.AH 33% 12%	581 53% AH 38% AD.AE.AH 9%	536 45% 27% 28% AD.AE.AF.AG	1189 47% 35% AK 19% AK	1834 52% Al 32% AK 16%	681 61% ALAJ 26% 14%	17 57% ** 18% ** 25% **	1195 38% 49% AN.AO.AP.AQ 12% 1384 1195 11%	919 76% AM.AO.AP.AQ 14% 10%	1052 54% AM.AQ 31% AN.AQ 15% AN	144 52% AM.AQ* 30% AN* 19% AN*
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar	3721 52% 32% 16% 3721 3721 7%	2970 52% 32% 16% 2911 2970 6%	962 49% 31% 21% AE.AF.AG 882 962 7%	656 56% AD.AH 30% 14% AG 647 656 5%	987 56% AD.AH 33% 12% 1070 987 8% AE.AH	581 53% AH 38% AD.AE.AH 9% 632 581 12% AD.AE.AF.AH	536 45% 27% 28% AD.AE.AF.AG 490 536 4%	1189 47% 35% AK 19% AK 1223 1189 11% AJ.AK 20% AK	1834 52% AI 32% AK 16% 1817 1834 5%	681 61% ALAJ 26% 14%	17 57% ** 18% ** 25% **	1195 38% 49% AN.AO.AP.AQ 12% 1364 1195 11% AN.AO.AQ 24% AN.AO.AP.AQ	919 76% AM.AO.AP.AQ 14% 10% 942 919 5% 13% AQ	1052 54% AM.AQ 31% AN.AQ 15% AN 1002 1052 5% 20% AN.AQ	144 52% AM.AQ* 30% AN* 19% AN* 144 144 8% - 15% AQ*
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place Base: All US Adults This policy should continue to be in place This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar	3721 52% 32% 16% 3721 3721 7%	2970 52% 32% 16% 2911 2970 6%	962 49% 31% 21% AE.AF.AG 882 962 7%	656 56% AD.AH 30% 14% AG 647 656 5%	987 55% AD.AH 33% 12% 1070 987 8% AE.AH 20%	581 53% AH 38% AD AE AH 9% 632 581 12% AD AE AF AH 28%	536 45% 27% 28% AD.AE.AF.AG 490 536 4%	1189 47% 35% AK 19% AK 1223 1189 11% AJ.AK 20%	1834 52% Al 32% AK 16% 1817 1834 5%	681 61% ALAJ 26% 14%	17 57% 18% 25% 17 17 7% 7%	1195 38% 49% AN.AO.AP.AQ 12% 1196 1195 1196 AN.AO.AQ 24% AN.AO.AP.AQ 16%	919 76% AM.AO.AP.AQ 14% 10% 942 919 5% 13% AQ 17%	1052 54% AM.AQ 31% AN.AQ 15% AN 1002 1052 5% 20% AN.AQ 17%	144 52% AM.AQ* 30% AN* 19% AN* 144 144 8% * 15% AQ* 15%
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Somewhat familiar	3721 52% 32% 16% 3721 3721 7% 18%	2970 52% 32% 16% 2911 2970 6%	962 49% 31% 21% AE.AF.AG 882 962 7%	656 56% AD.AH 30% 14% AG 647 656 5%	987 55% AD AH 33% 12% 1070 987 8% AE AH 20% AD AE AH	581 53% AH 38% AD.AE.AH 9% 632 581 12% AD.AE.AF.AH 28% AD.AE.AF.AH	536 45% 27% 28% AD AE AF AG 490 536 4%	1189 47% 35% AK 19% AK 1223 1189 11% AJ.AK 20% AK	1834 52% AI 32% AK 16% 1817 1834 5%	681 61% ALAJ 26% 14% 664 681 4%	17 57% 18% 25% 	1195 38% 49% AN.AO.AP.AQ 12% 1364 1195 11% AN.AO.AQ 24% AN.AO.AP.AQ	919 76% AM.AO.APAQ 14% 10% 942 919 5% 13% AQ 17% AQ	1052 54% AM.AQ 31% AN AQ 15% AN 1002 1062 5% 20% AN AQ 17% AQ	144 52% AM.AQ* 30% AN* 19% AN* 144 144 8% - 15% AQ*
donate blood, regardless of the individual's HIV status. Do you hink this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Somewhat familiar	3721 52% 32% 16% 3721 3721 7% 18%	2970 52% 32% 16% 2911 2970 6% 17% 45%	962 49% 31% 21% AE.AF.AG 882 962 7% 14% 14%	656 56% AD.AH 30% 14% AG 647 656 5% 15% 47%	987 56% AD AH 33% 12% 1070 987 8% AE.AH 20% AD.AE.AH 16%	581 53% AH 38% AD.AE.AH 9% 632 581 12% AD.AE.AF.AH 28% AD.AE.AF.AH	536 45% 27% 28% AD AE AF AG 490 536 4%	1189 47% 35% AK 19% AK 1223 1189 11% AJ.AK 20% AK	1834 52% AI 32% AK 16% 1817 1834 5% 19% AK 16%	681 61% ALAJ 26% 14% 664 681 4% 10% 15%	17 57% 18% 25% 17 17 7% 7% 7% 53%	1195 38% 49% AN.AO.AP.AQ 12% 1196 1195 1196 AN.AO.AQ 24% AN.AO.AP.AQ 16%	919 76% AM.AO.AP.AQ 14% 10% 942 919 5% 13% AQ 17% AQ 53%	1052 54% AM AQ 31% AN AQ 15% AN 1002 1052 5% 20% AN AQ 17% AQ 46%	144 52% AM.AQ* 30% AN* 19% AN* 144 144 144 8% AQ* 15% AQ*
donate blood, regardless of the individual's HIV status. Do you hink this policy should or should not be in place Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Somewhat familiar Not very familiar	3721 52% 32% 16% 3721 7% 18% 16% 44%	2970 52% 32% 16% 2911 2970 6% 17% 45% AB	962 49% 31% 21% AE.AF.AG 882 962 7% 14% 14% 46% AG	656 56% AD.AH 30% 14% AG 647 656 5% 15% 47% AG.AH	987 56% AD AH 33% 12% 1070 987 8% AE.AH 20% AD AE.AH 16% 45% AG	581 53% AH 38% AD.AE.AH 9% 632 581 12% AD.AE.AF.AH 28% AD.AE.AF.AH 18% 36%	536 45% 27% 28% AD.AE.AF.AG 490 536 4% 13% 16%	1189 47% 35% AK 19% AK 1189 11% AJAK 20% AK 15%	1834 52% AI 32% AK 16% 1817 1834 5% 19% AK 16%	681 61% ALAJ 26% 14% 664 681 4% 10% 15%	17 57% 18% 25% 17 17 776 7% 53%	1195 38% 49% AN.AO.AP.AQ 12% 1364 1195 11% AN.AO.AQ 24% AN.AO.AP.AQ 16% AQ 38%	919 76% AM.AO.AP.AQ 14% 10% 942 919 5% 13% AQ 17% AQ 53% AM.AO.AQ	1052 54% AM.AQ 31% AN.AQ 15% AN 1002 1052 5% 20% AN.AQ 17% AQ 46% AM.AQ	144 52% AM.AQ* 30% AN* 19% AN* 144 144 8%
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Somewhat familiar Not very familiar	3721 52% 32% 16% 3721 3721 7% 18%	2970 52% 32% 16% 2911 2970 6% 17% 45%	962 49% 31% 21% AE.AF.AG 882 962 7% 14% 46% AG 19%	656 56% AD.AH 30% 14% AG 647 656 5% 15% 47% AG.AH 18%	987 55% AD.AH 33% 12% 1070 987 8% AE.AH 20% AD.AE.AH 16% 45% AG 12%	581 53% AH 38% AD.AE.AH 9% 632 581 12% AD.AE.AF.AH 28% AD.AE.AF.AH 18%	536 45% 27% 28% AD.AE.AF.AG 490 536 4% 13% 16% 40%	1189 47% 35% AK 19% AK 1223 1189 11% AJ AK 20% AK 15% 35%	1834 52% AI 32% AK 16% 1817 1834 5% 19% AK 16%	681 61% ALAJ 26% 14% 664 681 4% 10% 15%	17 57% 18% 25% 17 17 76 796 53% 27%	1195 38% 49% AN.AO.AP.AQ 12% 1364 1195 11% AN.AO.AQ 24% AN.AO.AP.AQ 16% AQ	919 76% AM.AO.AP.AQ 14% 10% 942 919 5% 13% AQ 17% AQ 53%	1052 54% AM AQ 31% AN AQ 15% AN 1002 1052 5% 20% AN AQ 17% AQ 46%	144 52% AM.AQ* 30% AN* 19% AN* 144 144 8% 6 15% AQ* 15% 45%
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Not very familiar Not very familiar Not at all familiar Don't know	3721 52% 32% 16% 3721 7% 18% 16% 44%	2970 52% 32% 16% 2911 2970 6% 17% 45% AB	962 49% 31% 21% AE.AF.AG 882 962 7% 14% 14% 46% AG	656 56% AD.AH 30% 14% AG 647 656 5% 15% 47% AG.AH	987 56% AD AH 33% 12% 1070 987 8% AE.AH 20% AD AE.AH 16% 45% AG	581 53% AH 38% AD.AE.AH 9% 632 581 12% AD.AE.AF.AH 28% AD.AE.AF.AH 18% 36%	536 45% 27% 28% AD.AE.AF.AG 490 536 4% 13% 16%	1189 47% 35% AK 19% AK 1189 11% AJAK 20% AK 15%	1834 52% AI 32% AK 16% 1817 1834 5% 19% AK 16%	681 61% ALAJ 26% 14% 664 681 4% 10% 15%	17 57% 18% 25% 17 17 776 7% 53%	1195 38% 49% AN.AO.AP.AQ 12% 1364 1195 11% AN.AO.AQ 24% AN.AO.AP.AQ 16% AQ 38%	919 76% AM.AO.AP.AQ 14% 10% 942 919 5% 13% AQ 17% AQ 53% AM.AO.AQ	1052 54% AM.AQ 31% AN.AQ 15% AN 1002 1052 5% 20% AN.AQ 17% AQ 46% AM.AQ	144 52% AM.AQ* 30% AN* 19% AN* 144 144 8% * 15% AQ* 15% *
Jonate blood, regardless of the individual's HIV status. Do you hink this policy should or should not be in place? Base: All US Adults This policy should continue to be in place This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Somewhat familiar Not very familiar Not very familiar Not at all familiar Don't know	3721 52% 32% 16% 3721 7% 18% 16% 44%	2970 52% 32% 16% 2911 2970 6% 17% 45% AB	962 49% 31% 21% AE.AF.AG 882 962 7% 14% 46% AG 19%	656 56% AD.AH 30% 14% AG 647 656 5% 15% 47% AG.AH 18%	987 55% AD.AH 33% 12% 1070 987 8% AE.AH 20% AD.AE.AH 16% 45% AG 12%	581 53% AH 38% AD.AE.AH 9% 632 581 12% AD.AE.AF.AH 28% AD.AE.AF.AH 18% 36%	536 45% 27% 28% AD.AE.AF.AG 490 536 4% 13% 16% 40%	1189 47% 35% AK 19% AK 1223 1189 11% AJ AK 20% AK 15% 35%	1834 52% AI 32% AK 16% 1817 1834 5% 19% AK 16%	681 61% ALAJ 26% 14% 664 681 4% 10% 15%	17 57% 18% 25% 17 17 76 796 53% 27%	1195 38% 49% AN.AO.AP.AQ 12% 1364 1195 11% AN.AO.AQ 24% AN.AO.AP.AQ 16% AQ 38%	919 76% AM.AO.AP.AQ 14% 10% 942 919 5% 13% AQ 17% AQ 53% AM.AO.AQ	1052 54% AM.AQ 31% AN.AQ 15% AN 1002 1052 5% 20% AN.AQ 17% AQ 46% AM.AQ	144 52% AM.AQ* 30% AN* 19% AN* 144 144 8% 6 15% AQ* 15% 45% 5
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Not very familiar Not very familiar Not at all familiar Don't know PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history?	3721 52% 32% 16% 3721 3721 7% 18% 44% 16%	2970 52% 32% 16% 2911 2970 6% 17% 15% 45% AB 16%	962 49% 31% 21% AE.AF.AG 882 962 7% 14% 46% AG 19% AF.AG	656 56% AD.AH 30% 14% AG 656 5% 15% 16% 47% AG.AH 18% AF.AG	987 55% AD.AH 33% 12% 1070 987 8% AE.AH 20% AD.AE.AH 16% 45% AG 12% AG	581 53% AH 38% AD.AE.AH 9% 632 581 12% AD.AE.AF.AH 28% AD.AE.AF.AH 18% 36%	536 45% 27% 28% AD.AE.AF.AG 490 536 4% 13% 16% 40% 27% AD.AE.AF.AG	1189 47% 35% AK 19% AK 1223 1189 11% AJ AK 20% AK 15% 35%	1834 52% Al 32% AK 16% 1817 1834 5% AK 16% 45% AI 14%	681 61% AlAJ 26% 14% 664 681 4% 10% 15% 54% AlAJ 17%	17 57% 18% 25% 17 17 7% 7% 27% 27%	1195 38% 49% AN.AO.AP.AQ 12% 1364 1195 11% AN.AO.AQ 24% AN.AO.AP.AQ 16% AQ 38%	919 76% AM.AO.APAQ 14% 10% 942 919 5% 13% AQ 17% AQ 53% AM.AO.AQ 13%	1052 54% AM AQ 31% AN AQ 15% AN 1002 1052 5% 20% AN AQ 17% AQ 46% AM AQ 12%	144 52% AM.AC? 30% AN* 19% AN* 144 144 8% 15% AC* 15% 45%
donate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Not very familiar Not very familiar Not very familiar Don't know PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history? Unweighted base	3721 52% 32% 16% 3721 3721 7% 18% 44% 44%	2970 52% 32% 16% 2911 2970 6% 17% 45% AB 16%	962 49% 31% 21% AE.AF.AG 882 962 7% 14% 46% AG 19% AF.AG	656 56% AD.AH 30% 14% AG 647 656 5% 15% 47% AG.AH 18% AF.AG	987 56% AD AH 33% 12% 1070 987 8% AE.AH 20% AD AE.AH 16% 45% AG 12% AG	581 53% AH 36% AD AE AH 9% 632 581 12% AD AE AF AH 26% AD AE AF AH 18% 66%	536 45% 27% 28% AD AE.AF.AG 490 536 4% 13% 16% 40% 27% AD.AE.AF.AG	1189 47% 35% AK 19% AK 1223 1189 11% AJ.AK 20% AK 15% 35%	1834 52% Al 32% AK 16% 1817 1834 5% 19% AK 16% 45% Al	681 61% ALAJ 26% 14% 664 681 4% 10% 15% 54% ALAJ 17%	17 57% 18% 25% 17 17 76 7% 27% 4	1195 38% 49% AN.AO.AP.AQ 12% 1364 1195 1196 AN.AO.AQ 24% AN.AO.AP.AQ 16% AQ 38% 11%	919 76% AM.AO.AP.AQ 14% 10% 942 919 5% 13% AQ 17% AQ 53% AM.AO.AQ 13%	1052 54% AM AQ 31% AN AQ 15% AN 1002 1052 5% 20% AN AQ 17% AQ 46% AM AQ 12%	144 52% AM.AQ* 30% AN* 19% AN* 144 144 8% 4. 15% AQ* 15% 45% 5.
Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Not very familiar Not very familiar Not at all familiar Don't know PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history? Unweighted base Base: All US Adults	3721 52% 32% 16% 3721 3721 7% 18% 44% 16%	2970 52% 32% 16% 2911 2970 6% 17% 45% AB 16%	962 49% 31% 21% AE.AF.AG 882 962 7% 14% 46% AG 19% AF.AG	656 56% AD.AH 30% 14% AG 647 656 5% 15% 16% 47% AG.AH 18% AF.AG	987 56% AD AH 33% 12% 1070 987 8% AE.AH 20% AD.AE.AH 16% 45% AG 12% AG	581 53% AH 38% AD AE AH 9% 632 581 12% AD AE AF AH 28% AD AE AF AH 18% 6%	536 45% 27% 28% AD AE AF AG 536 4% 13% 16% 40% 27% AD AE AF AG	1189 47% 35% AK 19% AK 1189 11% AJAK 20% AK 15% 35% 18% AJ	1834 52% AI 32% AK 16% 1817 1834 5% 19% AK 16% 45% AI 14%	681 61% Al.A.J 26% 14% 664 681 4% 10% 15% 54% Al.A.J 17%	17 57% 18% 25% 17 17 7% 7% 27% 4 3	1195 38% 49% AN.AO.AP.AQ 12% 1364 1195 11% AN.AO.AQ 24% AN.AO.AP.AQ 16% AQ 38% 11%	919 76% AM.AO.AP.AQ 14% 10% 942 919 5% 13% AQ 17% AQ 17% AQ 13% AM.AO.AQ 13%	1052 54% AM AQ 31% AN AQ 15% AN 1002 1052 5% 20% AN AQ 17% AQ 46% AM AQ 12%	144 52% AM.AQ* 30% AN* 19% AN* 144 144 8% 5 45% 45% 6 45%
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What the world thinks						Political 1	Viewpoint					2012 Presi	dential Vote		
Wild the World United	Total	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 Clinto
				AR.AX	AR.AS.AW.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX			R.AS.AT.AU.AW.A	K	AZ.BC	AZ.BC*	AZ	
Net: Unacceptable	49%	36%	85%	71%	51%	33%	20%	38%	78%	28%	68%	26%	38%	47%	76%
RL_Q5. In general, do you support or oppose same-sex couples		AS	S.AT.AU.AV.AW.A	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.B.
dopting 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%
		AN		AT.AU.AV.AW.AY				AU.AV.AY	S.AT.AU.AV.AW.A		BA.BB.BC		BA*	BA	BE.BF.BI.E
Somewhat support	12%	8%	6%	13%	16%	14%	7%	8%	10%	11%	12%	12%	13%	10%	11%
No. 14 con a company of the contract of the co	200/	23%	C0/		AR.AV.AW.AX.AY	AR.AV.AW.AX.AY 27%	17%	21%	AR 12%	AR.AV 23%	14%	24%	18%	23%	400/
Neither support nor oppose	20%	23% AM	6%	16% AR.AX		AR.AS.AV.AX.AY		AR.AX	12% AR	AR.AS.AV.AX	14%	AZ	18%	23% AZ	12%
Somewhat oppose	10%	7%	3%	7%	9%	16%	15%	5%	5%	16%	6%	15%	16%	9%	5%
Contest appear	1070	7.0	370	AR.AX	AR.AW.AX		AR.AS.AT.AW.AX			AR.AS.AT.AW.AX	070	AZ.BC	AZ*	AZ	370
Strongly oppose	17%	12%	3%	4%	9%	29%	48%	12%	4%	37%	8%	34%	25%	15%	6%
22 21/9/) 5//					AR.AS.AX		AS.AT.AU.AW.AX			R.AS.AT.AU.AW.A		AZ.BC	AZ.BC*	AZ	
Prefer not to say	8%	31%	1%	3%	7%	3%	5%	30%	2%	4%	4%	3%	4%	13%	3%
		AM.AN.AO.AP		AR	AR.AS.AU.AX.AY	AR	AR.AS.AX	.AS.AT.AU.AV.AX	C AR	AR.AX				AZ.BA.BB	
Net: Support	46%	28%	87%	69%	51%	25%	15%	32%	77%	21%	68%	24%	37%	40%	75%
			S.AT.AU.AV.AW.A			AV.AY		AV.AY	S.AT.AU.AV.AW.A		BA.BB.BC		BA*	BA	BE.BF.BI.E
Net: Oppose	26%	19%	6%	12% AR.AX	18% AR.AS.AX	45%	63% K.AS.AT.AU.AW.AX	17% AR.AX	9% AR	53% R.AS.AT.AU.AW.A	14%	49% AZ.BC	41% AZ.BC*	24% AZ	10%
onate blood, regardless of the individual's HIV status. Do you															
rith another man within the last 12 months are not eligible to onate blood, regardless of the individual's HIV status. Do you nink 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
onate blood, regardless of the individual's HIV status. Do you nink this policy should or should not be in place? Unweighted base Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
onate blood, regardless of the individual's HIV status. Do you nink this policy should or should not be in place? Unweighted base					1037 54%	661 76%		507 34%	1012 30%					1532 46% AZ	
onate blood, regardless of the individual's HIV status. Do you nink this policy should or should not be in place? Unweighted base Base: All US Adults	3721	410 33% 21%	450 23% 69%	563 36% AR.AX 49%	1037 54% AR.AS.AW.AX 31%	661 76%	504 77%	507 34% AR 18%	1012 30% AR 58%	1165 77% AR.AS.AT.AW.AX 16%	1220 40% 46%	806 81%	66 65% AZ.BC* 25%	1532 46% AZ 31%	1003 36% 51%
onate blood, regardless of the individual's HIV status. Do you nink this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place	3721 52% 32%	410 33% 21% AN	450 23% 69% AT.AU.AV.AW.AX	563 36% AR.AX 49% (AT.AU.AV.AW.AY	1037 54% AR.AS.AW.AX 31% AU.AV.AW.AY	661 76% AR.AS.AT.AW.AX 17%	504 77% X AR.AS.AT.AW.AX 15%	507 34% AR 18%	1012 30% AR 58% AS.AT.AU.AV.AW.A	1165 77% AR.AS.AT.AW.AX 16% Y	1220 40% 46% BA.BB.BC	806 81% AZ.BB.BC 11%	66 65% AZ.BC* 25% BA*	1532 46% AZ 31% BA	1003 36% 51% BE.BI.BJ
onate blood, regardless of the individual's HIV status. Do you nink this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place	3721 52%	410 33% 21% AN 47%	450 23% 69%	563 36% AR.AX 49% AT.AU.AV.AW.AY	1037 54% AR.AS.AW.AX 31% AU.AV.AW.AY 15%	661 76% AR.AS.AT.AW.AX	504 77% X AR.AS.AT.AW.AX 15% 8%	507 34% AR 18%	1012 30% AR 58% AS.AT.AU.AV.AW.A	1165 77% AR.AS.AT.AW.AX 16%	1220 40% 46% BA.BB.BC 14%	806 81% AZ.BB.BC	66 65% AZ.BC* 25% BA* 10%	1532 46% AZ 31% BA 22%	1003 36% 51% BE.BI.BJ 13%
onate blood, regardless of the individual's HIV status. Do you inink this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say	3721 52% 32%	410 33% 21% AN	450 23% 69% AT.AU.AV.AW.AX	563 36% AR.AX 49% (AT.AU.AV.AW.AY	1037 54% AR.AS.AW.AX 31% AU.AV.AW.AY 15%	661 76% AR.AS.AT.AW.AX 17%	504 77% X AR.AS.AT.AW.AX 15% 8%	507 34% AR 18%	1012 30% AR 58% AS.AT.AU.AV.AW.A	1165 77% AR.AS.AT.AW.AX 16% Y	1220 40% 46% BA.BB.BC	806 81% AZ.BB.BC 11%	66 65% AZ.BC* 25% BA*	1532 46% AZ 31% BA	1003 36% 51% BE.BI.BJ
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onate blood, regardless of the individual's HIV status. Do you inink this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say RL_Q7. How familiar, if at all, are you with the the Stonewall iots? Unweighted base Base: All US Adults Vary familiar Somewhat familiar Not very familiar Not very familiar Don't know RL_Q8. How important, if at all, do you believe the Stonewall iots are in terms of LGBTQ+ history? Unweighted base Base: All US Adults	3721 52% 32% 16% 3721 3721 7% 18% 44% 44% 16%	410 33% 21% AN 47% AM.AN.AO.AP 269 410 4% 6% A: 9% 33% 48% AM.AN.AO.AP	450 23% 69% AT.AU.AV.AW.AV 9% 568 450 20% S.AT.AU.AV.AW.AV 16% AW 25% 5%	563 36% AR.AX 49% AT.AU.AV.AW.AY 15% AR.AU.AV.AX.AY 619 563 7% AU.AW 27% AT.AU.AV.AW.AY 16% AW 37% AR.AX 13% AR.AX	1037 54% AR.AS.AW.AX 31% AU.AV.AW.AY 15% AR.AU.AV.AY 987 1037 5% 18% AV.AW.AY 19% AV.AW.AY 19% AW.AY 13% AR.AS.AX 13% AR.AS.AX 13% AR.AX	661 76% AR AS AT AW AV 17% 7% 661 661 3% AW 15% AW 17% AW 53% AR AS AT AW AV 12% AR	504 77% KAR.AS.AT.AW.AX 15% 8% AR 504 8% AU.AW.AY 12% AW 15% AW 15% AW 15% AW 15% AR 10% AR	507 34% AR 18% 48% 48% 4.AS.AT.AU.AV.AX 355 507 3% 2% 8% 41% AR.AX 47% AR.AX 47% AR.AX 47% 48 62	1012 30% AR 55% AS AT AU AV AW A 12% (AR AU AV AV A 1187 1012 13% AS AT AU AV AW A 30% AS AT AU AV AW A 16% AR 10% AR	1165 77% AR.AS.AT.AW.AX 16% Y 7% 1192 1165 5% AU 13% AW 16% AW 16% AW 15% ARAS.AT.AW.AX 11% AR 431 406	1220 40% 46% BA BB BC 14% BA 1220 11% BA BC 26% BA BC 16% 37% 10% BA	806 81% AZ.BB.BC 111% 8% 903 806 5% 14% 17% AZ.BB.BC 7%	66 66% AZ.BC* 25% BA* 10%	1532 46% AZ 31% BA 22% AZ.BABB 1164 1532 5% 13% 14% 44% AZ 24% AZ.BABB	1003 36% 51% BE.BI.B.J 13% BE. 1303 1003 11% BE.B.J 15% 36% 9%
onate blood, regardless of the individual's HIV status. Do you inink this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say RL_Q7. How familiar, if at all, are you with the the Stonewall loits? Unweighted base Base: All US Adults Very familiar Somewhat familiar Not very familiar Not very familiar Not at all familiar Don't know RL_Q8. How important, if at all, do you believe the Stonewall loits are in terms of LGBTQ+ history? Unweighted base	3721 52% 32% 16% 3721 3721 7% 18% 44% 16%	410 33% 21% AN 47% AM.AN.AO.AP 269 410 49% AS 6% AS 9% 33% 48% AM.AN.AO.AP	450 23% 69% AT AU AV AW AV 9% 450 20% S.AT AU AV AW AV 16% AW 25% 5% 5%	563 36% AR.AX 49% AT.AU.AV.AW.AY 15% AR.AU.AV.AX.AY 619 563 7% AU.AW.27% AT.AU.AV.AW.AY 16% AW 37% AR.AX 13% AR.AX	1037 54% AR AS.AW AX 31% AU AV AW AY 15% AR. AU AV. AY 987 1037 5% 18% AV. AW. AY 19% AW 45% AR. AS. AX 13% AR. AX	661 76% AR.AS.AT.AW.AV 17% 7% 661 661 3% 4W 15% AW 15% AW 17% AW 12% AR.AS.AT.AW.AV 12% AR.AS.AT.AW.AV	504 77% KAR.AS.AT.AW.AX 15% 8% AF 531 504 8% AU.AW.AY 12% AW 15% AW 15% AW 15% AW	507 34% AR 18% 48% .AS.AT.AU.AV.AV 355 507 3% 2% 41% AR.AX 47% .AS.AT.AU.AV.AV	1012 30% AR 58% AS AT AU AV AW A 12% (AR AU AV AY) 1187 1012 13% AS AT AU AV AW A 16% AS AT AU AV AW A 16% AR 10% AR 10% AR	1165 77% AR ASAT AW AX 16% Y 7% 1192 1165 5% AU 13% AW 16% AW 16% AW 16% AW 11% AR 431 406 17%	1220 40% 46% BA.BB.BC 14% BA 1220 11% BA.BC 26% BA.BC 16% 37% 10% BA	806 81% AZ.BB.BC 111% 8% 903 806 5% 14% 17% AZ.BB.BC 7%	66 66% AZ.BC* 25% BA* 10%	1532 46% AZ 31% BA 22% AZ.BA.BB 1164 1532 5% 13% 14% AZ.BA.BB	1003 36% 51% BE.BI.BJ 13% 1003 1103 11% BE.BJ 30% BE.BJ 15% 36% 9%
onate blood, regardless of the individual's HIV status. Do you inink this policy should or should not be in place? Unweighted base Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say RL_Q7. How familiar, if at all, are you with the the Stonewall iots? Unweighted base Base: All US Adults Vary familiar Somewhat familiar Not very familiar Not very familiar Don't know RL_Q8. How important, if at all, do you believe the Stonewall iots are in terms of LGBTQ+ history? Unweighted base Base: All US Adults	3721 52% 32% 16% 3721 3721 7% 18% 44% 44% 16%	410 33% 21% AN 47% AM.AN.AO.AP 269 410 4% 6% A: 6% A: 9% 33% 48% AM.AN.AO.AP	450 23% 69% AT.AU.AV.AW.AV 9% 568 450 20% S.AT.AU.AV.AW.AV 16% AW 25% 5%	563 36% AR.AX 49% AT.AU.AV.AW.AY 15% AR.AU.AV.AX.AY 619 563 7% AU.AW.27% AT.AU.AV.AW.AY 16% AW 37% AR.AX 13% AR.AX	1037 54% AR.AS.AW.AX 31% AU.AV.AW.AY 15% AR.AU.AV.AY 987 1037 5% 18% AV.AW.AY 19% AV.AW.AY 19% AW.AY 13% AR.AS.AX 13% AR.AS.AX 13% AR.AX	661 76% AR AS AT AW AV 17% 7% 661 661 3% AW 15% AW 17% AW 53% AR AS AT AW AV 12% AR	504 77% KAR.AS.AT.AW.AX 15% 8% AR 504 8% AU.AW.AY 12% AW 15% AW 15% AW 15% AW 15% AR 10% AR	507 34% AR 18% 48% 48% 4.AS.AT.AU.AV.AX 355 507 3% 2% 8% 41% AR.AX 47% AR.AX 47% AR.AX 47% 48 62	1012 30% AR 55% AS AT AU AV AW A 12% (AR AU AV AV A 1187 1012 13% AS AT AU AV AW A 30% AS AT AU AV AW A 16% AR 10% AR	1165 77% AR ASAT AW AX 16% Y 7% 1192 1165 5% AU 13% AW 16% AW 16% AW 16% AW 11% AR 431 406 17%	1220 40% 46% BA BB BC 14% BA 1220 11% BA BC 26% BA BC 16% 37% 10% BA	806 81% AZ.BB.BC 111% 8% 903 806 5% 14% 17% AZ.BB.BC 7%	66 66% AZ.BC* 25% BA* 10%	1532 46% AZ 31% BA 22% AZ.BABB 1164 1532 5% 13% 14% 44% AZ 24% AZ.BABB	1003 36% 51% BE.BI.B.J 13% BE. 1303 1003 11% BE.B.J 15% 36% 9%

YouGov What the world thinks			20	16 Presidential Vo	ote			v	oting Registrati	on	Stonewall Ri	iots Familiarity			
	Total	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	BL.BM		*		BN	BQ.BR.BS.BU.BV	*	*
Net: Unacceptable	49%	27%	44%	76%	7%	30%	46%	52%	45%	35%	61%	49%	48%	81%	69%
			BE*	BE.BF.BI.BJ*	**	*	BE.BI	BL.BM		*	ВО		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%
Communication	400/	440/	BE.BI.BJ*	BE.BI.BJ*		BE*	BE 400/	BL.BM	BM		BO	13%	BU	BP.BS.BT.BU*	BP.BT.BU*
Somewhat support	12%	11%	10%	11%	8%	9%	12%	11%	12%	9%	11%	13%	12% BR.BV	6%	5%
N-H	200/	000/					220/	400/	220/		400/	200/		20/	
Neither support nor oppose	20%	23% BD	26% BD*	18%	36%	16%	23% BD	18%	23% BK	31% BK*	16%	22% BN	20% BQ.BS.BV	3%	13%
Satt	100/	16%					9%	109/			90/			E0/	
Somewhat oppose	10%	16% BD.BF.BJ	6%	7%	15%	6%	9% BD	10%	10%	6%	8%	12% BN	10% BR.BS.BV	5%	3%
<u> </u>	470/		420/	20/		400/		400/	4.40/	400/	400/			20/	
Strongly oppose	17%	34%	13%	2%	29%	40%	13%	18%	14%	12%	10%	20%	18%	3%	5%
B	00/	BD.BF.BG.BJ	BD*			BD.BF.BG.BJ*	BD	BL 40/	420/		40/	BN 40/	BQ.BR.BS.BU.BV		
Prefer not to say	8%	4%	2%	3%	**	6%	14% BD.BE.BF	4%	13% BK	26% BK.BL*	1%	4% BN	7% BR.BV	-	1%
	400/	000/	540/	700/		2001		500/			050/			000/	700/
Net: Support	46%	23%	54%	70%	21%	32%	41%	50%	41%	25%	65%	43%	44%	89%	79%
			BE.BI.BJ*	BE.BI.BJ*		*	BE	BL.BM	BM		ВО		BU	BP.BS.BT.BU*	BP.BT.BU*
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	BL.BM				BN	BQ.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															
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
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 Base: All US Adults	3721	1126 966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
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		1126 966 80%	52 44%	32 26%	11 65%	34 52%	1598 46%	2493 55%	1042 48%	186 35%		2209 61%	3184 56%	39 39%	116 19%
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 Base: All US Adults This policy should continue to be in place	3721 52%	1126 966 80% BD.BF.BG.BI.BJ	52 44% *	32 26% *	11 65% **	34 52% BD.BG*	1598 46% BD.BG	2493 55% BL.BM	1042 48% BM	186 35% *	917 42%	2209 61% BN	3184 56% Q.BR.BS.BT.BU.E	39 39% 3 BR.BT.BV*	116 19% *
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 Base: All US Adults	3721	1126 966 80%	52 44% * 47%	32 26% * 64%	11 65% ** 26%	34 52% BD.BG* 24%	1598 46% BD.BG 30%	2493 55%	1042 48%	186 35%	917 42% 52%	2209 61%	3184 56%	39 39% 3 BR.BT.BV* 54%	116 19% * 74%
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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place	3721 52% 32%	1126 966 80% BD.BF.BG.BI.BJ 13%	52 44% * 47% BE.BI.BJ*	32 26% * 64% BE.BI.BJ*	11 65% ** 26% **	34 52% BD.BG* 24% BE*	1598 46% BD.BG 30% BE	2493 55% BL.BM 33%	1042 48% BM 29%	186 35% * 24%	917 42% 52% BO	2209 61% BN 28%	3184 56% Q.BR.BS.BT.BU.E 29%	39 39% BR.BT.BV* 54% BP.BU*	116 19% * 74% BP.BQ.BT.BU
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 Base: All US Adults This policy should continue to be in place	3721 52%	1126 966 80% BD.BF.BG.BI.BJ	52 44% * 47%	32 26% * 64% BE.BI.BJ* 10%	11 65% ** 26% ** 9%	34 52% BD.BG* 24% BE* 25%	1598 46% BD.BG 30% BE 24%	2493 55% BL.BM	1042 48% BM 29%	186 35% * 24% *	917 42% 52%	2209 61% BN 28%	3184 56% Q.BR.BS.BT.BU.E 29%	39 39% 3 BR.BT.BV* 54% BP.BU* 8%	116 19% * 74% BP.BQ.BT.BU
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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say	3721 52% 32%	1126 966 80% BD.BF.BG.BI.BJ 13%	52 44% * 47% BE.BI.BJ*	32 26% * 64% BE.BI.BJ*	11 65% ** 26% **	34 52% BD.BG* 24% BE*	1598 46% BD.BG 30% BE	2493 55% BL.BM 33%	1042 48% BM 29%	186 35% * 24%	917 42% 52% BO	2209 61% BN 28%	3184 56% Q.BR.BS.BT.BU.E 29%	39 39% BR.BT.BV* 54% BP.BU*	116 19% * 74% BP.BQ.BT.BU
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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall	3721 52% 32%	1126 966 80% BD.BF.BG.BI.BJ 13%	52 44% * 47% BE.BI.BJ*	32 26% * 64% BE.BI.BJ* 10%	11 65% ** 26% ** 9%	34 52% BD.BG* 24% BE* 25%	1598 46% BD.BG 30% BE 24%	2493 55% BL.BM 33%	1042 48% BM 29%	186 35% * 24% *	917 42% 52% BO	2209 61% BN 28%	3184 56% Q.BR.BS.BT.BU.E 29%	39 39% 3 BR.BT.BV* 54% BP.BU* 8%	116 19% * 74% BP.BQ.BT.BU
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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots?	3721 52% 32% 16%	1126 966 80% BD.BF.BG BI.BJ 13% 7%	52 44% * 47% BE.BI.BJ* 9% *	32 26% * 64% BE.BI.BJ* 10% *	11 65% ** 26% ** 9%	34 52% BD.BG* 24% BE* 25% BD.BE.BF*	1598 46% BD.BG 30% BE 24% BD.BE.BF.BG	2493 55% BL.BM 33%	1042 48% BM 29% 23% BK	186 35% * 24% * 41% BK.BL*	917 42% 52% BO 6%	2209 61% BN 28% 11% BN	3184 56% Q.BR.BS.BT.BU.B 29% 15% BR.BV	39 39% 3 BR.BT.BV* 54% BP.BU* 8% *	116 19% * 74% BP.BQ.BT.BU 7% *
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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base	3721 52% 32% 16%	1126 966 80% BD.BF.BG.BI.BJ 13% 7%	52 44% * 47% BE.BI.BJ* 9% *	32 26% * 64% BE.BI.BJ* 10% *	11 65% ** 26% ** 9% **	34 52% BD.BG* 24% BE* 25% BD.BE.BF*	1598 46% BD.BG 30% BE 24% BD.BE.BF.BG	2493 55% BL.BM 33% 12%	1042 48% BM 29% 23% BK	186 35% • 24% • 41% BK.BL*	917 42% 52% BO 6%	2209 61% BN 28% 11% BN	3184 56% Q.BR.BS.BT.BU.E 29% 15% BR.BV	39 39% 3 BR.BT.BV* 54% BP.BU* 8% *	116 19% * 74% BP.BQ.BT.BU 7% *
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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults	3721 52% 32% 16% 3721 3721	1126 966 80% BD.BF.BG.BI.BJ 13% 7%	52 44% • 47% BE.BI.BJ* 9% •	32 26% * 64% BE.BI.BJ* 10% *	11 65% •• 26% •• 9% ••	34 52% BD.BG* 24% BE* 25% BD.BE.BF*	1598 46% BD.BG 30% BE 24% BD.BE.BF.BG	2493 55% BL.BM 33% 12%	1042 48% BM 29% 23% BK	186 35% • 24% • 41% BK.BL*	917 42% 52% BO 6%	2209 61% BN 28% 11% BN	3184 56% Q.BR.BS.BT.BU.E 29% 15% BR.BV	39 39% BR.BT.BV* 54% BP.BU* 8% *	116 19% * 74% BP.BQ.BT.BU 7% *
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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base	3721 52% 32% 16%	1126 966 80% BD.BF.BG.BI.BJ 13% 7%	52 44% * 47% BE.BI.BJ* 9% *	32 26% * 64% BE.BI.BJ* 10% *	11 65% ** 26% ** 9% **	34 52% BD.BG* 24% BE* 25% BD.BE.BF*	1598 46% BD.BG 30% BE 24% BD.BE.BF.BG	2493 55% BL.BM 33% 12% 3141 2493 8%	1042 48% BM 29% 23% BK	186 35% • 24% • 41% BK.BL*	917 42% 52% BO 6% 1024 917 28%	2209 61% BN 28% 11% BN	3184 56% Q.BR.BS.BT.BU.E 29% 15% BR.BV	39 39% 8 BR.B.T.BV* 54% BP.BU* 8% *	116 19% * 74% BP.BQ.BT.BL 7% * 123 116 37%
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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar	3721 52% 32% 16% 3721 3721 7%	1126 966 80% BD.BF.BG.BI.BJ 13% 7% 1126 966 6%	52 44% 47% BE.BI.BJ* 9% •	32 26% * 64% BE.BI.BJ* 10% * 58 32 8% *	11 65% •• 26% •• 9% ••	34 52% BD.BG* 24% BE* 25% BD.BE.BF*	1598 46% BD BG 30% BE 24% BD.BE.BF.BG	2493 55% BL.BM 33% 12%	1042 48% BM 29% 23% BK 491 1042 5%	186 35% - 24% - 41% BK.BL*	917 42% 52% BO 6% 1024 917 28% BO	2209 61% BN 28% 11% BN	3184 56% Q.BR.BS.BT.BU.E 29% 15% BR.BV 3196 3184 5%	39 39% 8 BR.BT.BV* 54% BP.BU* 8% * 46 39 26% BP.BU*	116 19% * 74% BP.BQ.BT.BL 7% * 123 116 37% BP.BS.BU*
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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults	3721 52% 32% 16% 3721 3721	1126 966 80% BD.BF.BG.BI.BJ 13% 7%	52 44% • 47% BE.BI.B.I* 9% • •	32 26% * 64% BE.BI.BJ* 10% *	11 65% 26% 9%	34 52% BD.BG* 24% BE* 25% BD.BE.BF*	1598 46% BD.BG 30% BE 24% BD.BE.BF.BG	2493 55% BLBM 33% 12% 3141 2493 8% BL 21%	1042 48% BM 29% 23% BK	186 35% - 24% - 41% BK.BL*	917 42% 52% BO 6% 1024 917 28% BO 72%	2209 61% BN 28% 11% BN	3184 56% Q.BR.BS.BT.BU.E 29% 15% BR.BV	39 39% 8 BR.BT.BV* 54% BP.BU* 8% * * 46 39 20% BP.BU*	116 19% • 74% BP.BQ.BT.BU 7% • 123 116 37% BP.BS.BU* 29%
with another man within the last 12 months are not eligible to udonate blood, regardless of the individual's HIV status. Do you think this policy should or should not be in place? Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Somewhat familiar	3721 52% 32% 16% 3721 3721 7% 18%	1126 966 80% BD.BF.BG.BI.BJ 13% 7%	52 44% * 47% BE.BI.B.I* 9% * • 95 52 8% • • 22% BE.B.I*	32 26% • 64% BE.BI.BJ* 10% • \$ 58 32 8% • • 21% • •	11 65% 26% 9% 	34 52% BD.BG* 24% BE* 25% BD.BE.BF*	1598 46% BD.BG 30% BE 24% BD.BE.BF.BG	2493 55% BL.BM 33% 12% 3141 2493 8% BL 21% BL.BM	1042 48% BM 29% 23% BK 491 1042 5%	186 35% - 24% - 41% BK.BL*	917 42% 52% BO 6% 1024 917 28% BO 72% BO	2209 61% BN 28% 11% BN	3184 56% Q.BR.BS.BT.BU.E 29% 15% BR.BV 3196 3184 5%	39 39% 39% 39.6 39.6 54% BP.BU* 8% * 46 39 26% BP.BU* 40% BP.BU*	116 19% * 74% BP.BQ.BT.BL 7% * 123 116 37% BP.BS.BU* BP.BU*
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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar	3721 52% 32% 16% 3721 3721 7%	1126 966 80% BD.BF.BG.BI.BJ 13% 7% 1126 966 6%	52 44% • 47% BE.BI.B.I* 9% • •	32 26% * 64% BE.BI.BJ* 10% * 58 32 8% * 21%	11 65% 26% 9% 	34 52% BD.BG* 24% BE* 25% BD.BE.BF*	1598 46% BD BG 30% BE 24% BD.BE.BF.BG	2493 55% BLBM 33% 12% 3141 2493 8% BL 21%	1042 48% BM 29% 23% BK 491 1042 5%	186 35% - 24% - 41% BK.BL*	917 42% 52% BO 6% 1024 917 28% BO 72%	2209 61% BN 28% 11% BN	3184 56% Q.BR.BS.BT.BU.E 29% 15% BR.BV 3196 3184 5%	39 39% 8 BR.BT.BV* 54% BP.BU* 8% * * 46 39 20% BP.BU*	116 19% • 74% BP.BQ.BT.BL 7% • 123 116 37% BP.BS.BU* 29%
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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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Not very familiar Not very familiar Not at all familiar Don't know PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history? Unweighted base Base: All US Adults	3721 52% 32% 16% 3721 3721 7% 18% 44% 16%	1126 966 80% BD.BF.BG.BI.BJ 13% 7% 1126 966 6% 13% 18% 54% BD.BG.BJ 9%	52 44% 47% BE.BI.B.J* 9% 52 8% 22% BE.BJ* 19% 47% 44% 5	32 26% 64% BE.BI.BJ* 10% * 58 32 8% • 21% • 38% • 11% •	11 65% 26% 9% 11 10% 35% 16% 17% 	34 52% BD.BG* 24% BE* 25% BD.BE.BF* 60 34 8% 17% 15% 49% 12%	1598 46% BD.BG 30% BE 24% BD.BE.BF.BG 1042 1598 5% 12% 15% 43% BD 25% BD.BE.BF.BG	2493 55% BL.BM 33% 12% 3141 2493 8% BL. 21% BL.BM 16% 45% BM 10%	1042 48% BM 29% 23% BK 491 1042 5% 13% 43% BM 26% BM 26% BK	186 35% - 24% - 41% BK.BL* 89 186 3% - 6% - 21% - 31% - 89 89 186 - 3% - 6% - 21% -	917 42% 52% BO 6% 1024 917 28% BO - - -	2209 61% BN 28% 11% BN 2200 2209 26% BN 74% BN - 596 582	3184 56% Q.BR.BS.BT.BU.E 29% 15% BR.BV 3196 3184 5% 16% 48% Q.BR.BS.BT.BU.E 15% BR.BV	39 39% 39% 38R.BT.BV* 54% BP.BU* 8% 46 39 26% BP.BU* 5% 23% 6%	116 19% 74% BP.BQ.BT.BL 7% 123 116 37% BP.BS.BU* 13% BP.BS.BU* 13% 6% 102 93
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? Base: All US Adults This policy should continue to be in place This policy should continue to be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Somewhat familiar Not very familiar Not very familiar Not at all familiar Don't know PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history? Unweighted base	3721 52% 32% 16% 3721 3721 7% 18% 16% 44%	1126 966 80% BD.BF.BG.BI.BJ 13% 7% 1126 966 6% 13% 18% 54% BD.BG.BJ 9%	52 44% • 47% BE.BI.BJ* 9% • 52 8% • 22% BE.BJ* 19% • 47% • 44% •	32 26% 64% BE.BI.BJ* 10% 58 32 8% 21% 4 23% 4 11% 5 11% 6 37%	11 65% 26% 9% 11 10% 35% 10% 22 11 10% 17% 	34 52% BD.BG* 24% BE* 25% BD.BE.BF* 60 34 8% - 17% - 49% - 12% - 12%	1598 46% BD.BG 30% BE 24% BD.BE.BF.BG 1042 1598 5% 12% 15% 43% BD 25% BD.BE.BF.BG	2493 55% BL BM 33% 12% 3141 2493 8% BL 21% BLBM 16% 45% BM 10%	1042 48% BM 29% 23% BK 491 1042 5% 13% 43% BM 26% BM 26% BK	186 35% - 24% - 41% BK.BL* 89 186 3% - 6% - 21% - 31% - 6% BK.BL*	917 42% 52% BO 6% 1024 917 28% BO - - - - 1024 917 52%	2209 61% BN 28% 11% BN 2200 2209 - - 26% BN 74% BN	3184 56% Q.BR BS.BT.BU.E 29% 15% BR.BV 3196 3184 5% 16% 48% Q.BR BS.BT.BU.E 15% BR.BV	39 39% 39% 39R.BT.BV* 54% BP.BU* 8% - 46 39 26% BP.BU* 40% BP.BU* 5% - 23% - 6% - 34 27 77%	116 19% 74% BP.BQ.BT.BU 7% 123 116 37% BP.BS.BU* 29% BP.BU* 13% 6% 6% 102 93 76%
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 Base: All US Adults This policy should continue to be in place This policy should no longer be in place Prefer not to say PRL_Q7. How familiar, if at all, are you with the the Stonewall Riots? Unweighted base Base: All US Adults Very familiar Not very familiar Not very familiar Not at all familiar Don't know PRL_Q8. How important, if at all, do you believe the Stonewall Riots are in terms of LGBTQ+ history? Unweighted base Base: All US Adults	3721 52% 32% 16% 3721 3721 7% 18% 44% 16%	1126 966 80% BD.BF.BG.BI.BJ 13% 7% 1126 966 6% 13% 18% 54% BD.BG.BJ 9%	52 44% 47% BE.BI.B.J* 9% 52 8% 22% BE.BJ* 19% 47% 44% 5	32 26% 64% BE.BI.BJ* 10% * 58 32 8% • 21% • 38% • 11% •	11 65% 26% 9% 11 10% 35% 16% 17% 	34 52% BD.BG* 24% BE* 25% BD.BE.BF* 60 34 8% 17% 15% 49% 12%	1598 46% BD.BG 30% BE 24% BD.BE.BF.BG 1042 1598 5% 12% 15% 43% BD 25% BD.BE.BF.BG	2493 55% BL.BM 33% 12% 3141 2493 8% BL. 21% BL.BM 16% 45% BM 10%	1042 48% BM 29% 23% BK 491 1042 5% 13% 43% BM 26% BM 26% BK	186 35% - 24% - 41% BK.BL* 89 186 3% - 6% - 21% - 31% - 89 89 186 - 3% - 6% - 21% -	917 42% 52% BO 6% 1024 917 28% BO - - -	2209 61% BN 28% 11% BN 2200 2209 26% BN 74% BN - 596 582	3184 56% Q.BR.BS.BT.BU.E 29% 15% BR.BV 3196 3184 5% 16% 48% Q.BR.BS.BT.BU.E 15% BR.BV	39 39% 39% 38R.BT.BV* 54% BP.BU* 8% 46 39 26% BP.BU* 5% 23% 6%	116 19% 74% BP.BQ.BT.BL 7% 123 116 37% BP.BS.BU* 13% BP.BS.BU* 15% 6% 102 93

US_nat_internal Sample: 28th - 31st May 2019



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

i snould 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% BP.BU	22% BP.BU*	5%	34% BP.BS.BU
Somewhat familiar	18%	30% BP.BU	27%	15%	32% BP.BU
Not very familiar	16%	13%	5%	12%	11%
Not at all familiar	44%	18%	21%	25%	17%
Don't know	16%	17% BR.BV	24% BQ.BR.BV*	42% P.BQ.BR.BS.BT.B	6% V

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 What the world thinks		Ge	nder				Generation					Reg	jion		
What the Word timing	Total	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% K.L	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% A	13%	16%	27% D.F	21%	31% D.F*	-	-	20% M	26% M	23% M	14%	22% Q
Net: Important	63%	63%	63%	74%	65%	59%	64%	61%	-	-	63%	59%	61%	70% K.L	64%
Net: Not important	16%	18%	14%	12%	19%	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?		В			G			-							
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 would be much more likely to purchase the product	7%	7%	7%	5% *	9% F.G	7% G	6% G	3%	-	-	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%	-	- **	8% L	6%	5%	7% L	6%
I would be neither more nor less likely to purchase the product	46%	42%	49% A	39%	39%	47% D	51% D	49% D	- **	- **	50% L	47% L	42%	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%	7%	11%	-	-	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%	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% A	14% F*	17% E.F.G	12% F.G	7%	7%	- **	-	14% K	9%	13% K	11%	9%
Net: More likely to purchase	13%	13%	13%	18% F.G*	18% E.F.G	13% F.G	10% G	3%	-	-	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%	29% P
PRL_Q10. If a company is known as LGBTQ+-friendly, are you more or less likely to do business with them?		В					D.E	C.D.L.I				3.101	J.IVI		,
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
Much more likely to do business with them	12%	11%	14% A	14% G*	15% F.G	14% F.G	10% G	6%	-	-	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%	-	-	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%	4%	9% E.F	- **	-	4%	8% J.M	6%	5%	6% O
Much less likely to do business with them	12%	15% B	9%	9%	8%	10%	16% D.E	21% C.D.E	- **	- **	9%	15% J.M	13% J	10%	14% P
Prefer not to say	3%	3%	2%	5%	3%	3%	2%	3%	- **	-	3% M	3%	3%	1%	1%
Don't know	12%	10%	13%	17% F.G*	18% E.F.G	11% F.G	6%	7%	- **	-	13% K	8%	14% K	10%	9%
Net: More likely to do business	24%	23%	25%	34% F.G*	32% E.F.G	24% F.G	19% G	11%	- **	- **	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%	20% O.P

YouGov What the world thinks		F	lace			Educa	ion				Marita	al Status			Children un
	Total	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%	21%	12%	16%	11%	6%	7%	12%	7%	7%	14%	10%	9%	13%
Not at all important	5%	N 6%	N 3%	8%	T.U 7%	T 7% T	3%	3%	6%	3%	6%	1%	6%	4%	5%
Don't know	21%	22%	18%	11%	25% U	21%	20%	14%	23%	27%	23%	27%	18%	13%	23%
Net: Important	63%	57%	58%	69%	52%	U 61%	71%	76%	59%	63%	64%	57%	67%	75%	59%
Net: Not important	16%	20%	24%	20%	23%	R 18%	R.S 9%	R.S 10%	18%	11%	13%	16%	V 15%	V* 12%	18%
PRL_Q9. If an advertisement featured a same-sex couple, would ou be more or less likely to consider purchasing the product?		N	N	,	T.U	T.U								,	
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%	9% AC
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%	43%
I would be somewhat less likely to purchase the product	9%	8%	7%	8%	8%	10%	8%	8%	10% AA	10%	7%	12% AA	8%	3%	11% AC
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%	17%
Prefer not to say	3%	8% N	4% N	4% N	4% T	2%	2%	2%	2%	4% *	2%	5%	3%	2%	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%	24%	32% X.Z.AA	25% AA*	25% AA	35% X.Z.AA	20% AA	12%	28%
PRL_Q10. If a company is known as LGBTQ+-friendly, are you nore 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% R	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%	15% AC
Neither more nor less likely to do business with them	44%	39%	40%	36%	43%	44%	43%	43%	45% Z	51%	51% Z	48% Z	38%	42%	42%
Somewhat less likely to do business with them	6%	2%	8% O	7% O	5%	7% R	5%	6%	7% X	7%	3%	6%	5% X	3%	6%
Much less likely to do business with them	12%	10%	6%	9%	13%	13%	10%	9%	15% Z.AA	10%	13% Z	13%	8%	8%	10%
Prefer not to say	3%	6% N	6% N	3%	4% S.T	2%	2%	2%	2%	2%	2%	4%	3%	1%	2%
Don't know	12%	18% N	18% N	18% N	17% S.T.U	9%	7%	6%	9%	9%	9%	12%	16% V.X	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%	29% V.X.Y	30% V.Y	28% AC
Net: Less likely to do business	18%	13%	14%	16%	18%	21% T.U	16%	15%	22% X.Z.AA	17%	16%	19%	14%	11%	16%

YouGoV What the world thinks		r the age of 18			Income				Type of Ar	ea 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
Not very important	11%	10%	9%	16%	12%	7%	10%	12%	10%	11%	-	6%	16%	11%	6%
Not at all important	5%	6%	6%	AD.AG 5%	AG 5%	5%	7%	4%	6%	9% Al	- **	2%	AM 10% AM	AM 6% AM	6%
Don't know	21%	20%	21% AG	25% AG	21% AG	14%	29% AF.AG	16%	21% Al	30% Al.AJ	67%	13%	27% AM	26% AM	20%
Net: Important	63%	64%	63%	54%	63% AE	74% AD.AE.AF.AH	54%	68% AK	63% AK	50%	33%	78% AN.AO.AQ	46%	56% AN	68% AN*
Net: Not important	16%	16%	16%	21% AG	17%	12%	17%	15%	16%	20%	- **	8%	27% AM.AO.AP	18% AM	12%
PRL_Q9. If an advertisement featured a same-sex couple, would you be more or less likely to consider purchasing the product?				7.0									741131034	740	
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% AH	6%	7%	9% AH	4%	10% AJ.AK	5%	4%	19%	13% AN.AO.AP.AQ	3%	4%	4%
I would be somewhat more likely to purchase the product	6%	6%	6% AH	5%	7% AH	9% AE.AH	3%	8% AJ.AK	5%	5%	**	10% AN.AO.AQ	4%	4%	7% *
I would be neither more nor less likely to purchase the product	46%	46%	42%	49% AD	48% AD	48% AD	42%	41%	50% Al.AK	43%	29%	55% AN.AP.AQ	33%	53% AN.AP.AQ	43% AQ*
I would be somewhat less likely to purchase the product	9%	8%	7%	8%	9%	12% AD.AE	9%	9%	9%	9%	7% **	6%	15% AM.AO.AP.AQ	9% AM	5%
I would be much less likely to purchase the product	18%	18%	17%	19%	20%	16%	17%	15%	18% Al	26% Al.AJ	11%	7%	36% AM.AO.AQ	18% AM.AQ	26% AM.AO.A
Prefer not to say	3%	3%	3% AF	3%	2%	2%	4% AF.AG	3%	2%	3%	7% **	2%	1%	2%	4% AN*
Don't know	12%	12%	17% AE.AF.AG	11% AG	8% AG	4%	20% AE.AF.AG	14% AJ	11%	11%	28%	8%	7%	10%	11%
Net: More likely to purchase	13%	12%	14% AH	11%	14% AH	18% AE.AF.AH	7%	19% AJ.AK	11%	9%	19%	23% AN.AO.AP.AQ	7%	8%	11%
Net: Less likely to purchase	27%	27%	24%	27%	29% AD	28%	26%	23%	27%	34% Al.AJ	18%	12%	50% AM.AO.AP.AQ	26% AM.AQ	31% 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% AH	10%	13% AH	16% AE.AH	9%	17% AJ.AK	10%	10%	14%	25% AN.AO.AP.AQ	4%	8% AN	9% AN*
Somewhat more likely to do business with them	12%	11%	10%	11%	11%	18% AD.AE.AF.AH	10%	14% AK	12% AK	7%	12%	19% AN.AO.AP.AQ	6%	12% AN.AQ	11% AN.AQ*
Neither more nor less likely to do business with them	44%	44%	41%	44%	48% AD.AH	44%	40%	40%	46% AI	42%	24%	42% AQ	43% AQ	52% AM.AN.AQ	46% AQ*
Somewhat less likely to do business with them	6%	6%	5%	7% AD	6%	7% AD	4%	4%	7% Al	8% Al	5%	2%	12% AM.AO.AP.AQ	5% AM	2%
Much less likely to do business with them	12%	13%	11%	13%	13%	10%	14%	8%	12% Al	21% Al.AJ	6%	3%	25% AM.AO.AQ	11% AM	20% AM.AO.A
Prefer not to say	3%	3%	3% AG	2%	2%	1%	5% AF.AG	3%	3%	2%	7% **	1%	3% AM	2%	0%
Don't know	12%	12%	17% AE.AF.AG	12% AF.AG	7% AG	4%	19% AE.AF.AG	15% AJ.AK	10%	10%	33%	7%	7%	10% AM.AN	12%
Net: More likely to do business	24%	23%	24%	21%	24% AH	34% AD.AE.AF.AH	19%	31% AJ.AK	23% AK	17%	26%	44% AN.AO.AP.AQ	10%	20% AN.AQ	20% AN*
Net: Less likely to do business	18%	19%	15%	21% AD	20% AD	17%	18%	12%	18% Al	29% Al.AJ	11%	6%	37% AM.AO.AP.AQ	17% AM	22% AM*

YouGov [°] What the world thinks						Political	Viewpoint					2012 Presi	dential Vote		
	Total	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% AM.AO.AP*	2%	6% AR.AX	13% AR.AS.AX	22% IR.AS.AT.AV.AX.A	13% A' AR.AS.AX	19% AR.AS.AX*	4% AR	18% AR.AS.AV.AX	6%	16% AZ	6%	15% AZ	4%
Not at all important	5%	7%	0%	3%	5%	6%	16%	12%	2%	10%	2%	11%	8%	7%	1%
Don't know	21%	24%	9%	AR.AX 16%	AR.AX 24%	AR.AX 32%	.R.AS.AT.AU.AX.A	29%	AR 12%	AR.AS.AT.AU.AX	15%	AZ 29%	AZ*	AZ 23%	14%
Net: Important	63%	46%	89%	AR.AX 75%	AR.AS.AX 59%	AR.AS.AX 41%	AR.AS.AX 46%	AR.AX* 40%	AR 82%	AR.AS.AX 43%	77%	AZ 44%	AZ* 52%	AZ 56%	81%
Net: Not important	16%	29%	AT.AU.AV.AW.AX 2%	AT.AU.AV.AW.AY 9%	AU.AV.AW.AY 17%	27%	29%	32%	S.AT.AU.AV.AW.A	AY 28%	BA.BB.BC 8%	27%	14%	BA 21%	BE.BJ 5%
PRL_Q9. If an advertisement featured a same-sex couple, would		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	
you be more or less likely to consider purchasing the product? 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 would be much more likely to purchase the product	7%	5%	23%	7%	6%	2%	5%	3%	14%	3%	1220	2%	-	6%	13%
. Would be made made made to participate the product	.,0		S.AT.AU.AV.AW.AX		AU.AY	270	AU.AY		AS.AT.AU.AV.AW.A		BA.BB.BC	270	*	BA.BB	BE.BF.BJ
I would be somewhat more likely to purchase the product	6%	3% AS	17% S.AT.AU.AV.AW.AX	12% AT.AU.AV.AW.AY	4% AW	4%	2%	2%	14% AS.AT.AU.AV.AW.A	3% Y	9% BA.BC	2%	3%	6% BA	10% BE.BJ
I would be neither more nor less likely to purchase the product	46%	28%	51%	60% R.AU.AV.AW.AX.A	58%	42% Y AV.AW.AY	20%	30% AV	56% AR.AU.AV.AW.AY	32% AV	57% BA.BB.BC	37%	46%	41%	62% BE.BI.BJ
I would be somewhat less likely to purchase the product	9%	6%	2%	6% AR.AX	9% AR.AW.AX	14%	16% X AR.AS.AT.AW.AX	3%	4% AR	15% AR.AS.AT.AW.AX	5%	16% AZ.BB.BC	7%	8% AZ	3%
I would be much less likely to purchase the product	18%	11% AM	3%	5%	11% AR.AS.AX	31%	48% X.AS.AT.AU.AW.AX	15%	4%	38% IR.AS.AT.AU.AW.A	7%	37% AZ.BC	35% AZ.BC*	17% AZ	5%
Prefer not to say	3%	9%	0%	2%	2%	2%	2%	9%	1%	2%	3%	2%	1%	3%	2%
Troid not to say	570	AM.AN.AO	0,0	AR	AR	AR	AR	.AS.AT.AU.AV.AX		AR	BA	270	*	BA	270
Don't know	12%	38% AM.AN.AO.AP	3%	8% AR.AX	11% AR.AU.AX.AY	6% AR	8% AR	38% :.AS.AT.AU.AV.AX	6% C AR	7% AR	7%	5%	9%	19% AZ.BA.BB	6%
Net: More likely to purchase	13%	8%	40%	19%	10%	6%	7%	4%	28%	6%	21%	4%	3%	12%	23%
		AS	XA.WA.VA.UA.TA.	AT.AU.AV.AW.AY	AU.AW.AY				AS.AT.AU.AV.AW.A	AY	BA.BB.BC			BA.BB	BE.BF.BI.BJ
Net: Less likely to purchase	27%	17%	5%	12% AR.AX	20% AR.AS.AX	45% AR.AS.AT.AW.AX	63% X.AS.AT.AU.AW.AX	18% AR.AS.AX	9% AR	53% R.AS.AT.AU.AW.A	12% X	53% AZ.BC	42% AZ.BC*	25% 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	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
Much more likely to do business with them	12%	7% AS	41% S.AT.AU.AV.AW.AX	19% AT.AU.AV.AW.AY	8% AU.AY	4%	6%	6%	29% AS.AT.AU.AV.AW.A	5% AY	22% BA.BB.BC	3%	3%	10% BA	25% BE.BF.BI.BJ
Somewhat more likely to do business with them	12%	5%	25% AT ALLAV AW AY	21% AT.AU.AV.AW.AY	14% AU.AV.AW.AY	4%	5%	3%	23% AT.AU.AV.AW.AY	4%	18% BA.BC	5%	12% BA*	10% BA	21% BE.BI.BJ
Neither more nor less likely to do business with them	44%	28%	29%	47%	56%	50% X AR.AV.AW.AX.A	31%	31%	39% AR.AV.AW	42% AR.AV.AW	45% BC	48% BC	49%	40%	46% BJ
Somewhat less likely to do business with them	6%	4%	1%	3% AR.AX	5% AR.AS.AX	11%	12% X AR.AS.AT.AW.AX	3%	2% AR	11% AR.AS.AT.AW.AX	2%	11% AZ.BC	4%	6% AZ	2%
Much less likely to do business with them	12%	10%	2%	2%	5%	24%	36%	9%	2%	29%	4%	26%	23%	12%	2%
Prefer not to say	3%	AM 9%	0%	0%	AR.AS.AX 2%	2%	X.AS.AT.AU.AW.AX	9%	0%	R.AS.AT.AU.AW.A	2%	AZ.BC 2%	AZ.BC* 1%	AZ 4%	1%
Don't know	12%	AM.AN.AO.AP	3%	7%	AR.AS.AX 9%	AR.AS.AX 6%	AR.AX 9%	:.AS.AT.AU.AV.A>	5%	AR.AS.AX 7%	6%	5%	7%	AZ 19%	4%
Net: More likely to do business	24%	AM.AN.AO.AP 12%	66%	AR.AX 41%	AR.AU.AX 22%	AR 8%	AR.AU.AX.AY 11%	:.AS.AT.AU.AV.AX 10%	52%	AR.AU 9%	40%	7%	15%	AZ.BA.BB 20%	45%
	4001		S.AT.AU.AV.AW.AX			0			AS.AT.AU.AV.AW.A		BA.BB.BC	0==:	BA*	BA	BE.BF.BI.BJ
Net: Less likely to do business	18%	14% AM	2%	5%	10% AR.AS.AX	35% AR.AS.AT.AW.AX	48% X.AS.AT.AU.AW.AX	11% AR.AS.AX	4% AR	40% R.AS.AT.AU.AW.A	7% X	37% AZ.BC	27% AZ.BC*	17% AZ	4%

YouGov [°] What the world thinks			20	16 Presidential V	ote			,	Voting Registrat	ion	Stonewall Ri	iots Familiarity			
	Total	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
Not very important	11%	16% BD	4%	3%	11%	9%	16% BD	9%	15% BK	24%	9%	13% BN	10%	12%	4%
Not at all important	5%	12% BD.BJ	3%	- **	- **	3% **	5% BD	6%	5%	- **	5%	6%	6% BR.BS.BV	4%	1%
Don't know	21%	30% BD.BJ	14%	20%	23%	31%	22% BD	21%	20%	26%	6%	44% BN	24% BR.BS.BV	-	5% *
Net: Important	63%	42%	78% **	77% **	66%	58%	57% BE	65%	60%	50%	80% BO	36%	60%	85% **	90% BP.BS.BU*
Net: Not important	16%	28% BD.BJ	8%	3%	11%	11%	21% BD	15%	20%	24%	14%	20% BN	16% BR.BV	15%	5% *
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% BE	7%	6%	6%	15% BO	4%	5%	42% BP.BS.BT.BU*	39% BP.BS.BT.BU*
I would be somewhat more likely to purchase the product	6%	3%	3%	10% BE*	9%	3%	6% BE	7%	5%	6%	15% BO	4%	5%	24% BP.BU*	16% BP.BU*
I would be neither more nor less likely to purchase the product	46%	34%	70% BE.BI.BJ*	73% BE.BI.BJ*	34%	42% *	42% BE	49% BL.BM	42% BM	26%	46%	51% BN	48% BQ.BR.BU.BV	21%	36%
I would be somewhat less likely to purchase the product	9%	15% BD.BJ	9% BD*	7% *	25%	10% BD*	8% BD	9%	8%	9%	9%	10%	9% BR.BV	2%	2%
I would be much less likely to purchase the product	18%	38% BD.BF.BG.BJ	12% BD*	2%	27%	24% BD.BG*	15% BD.BG	20% BM	16%	8%	11%	22% BN	20% Q.BR.BS.BT.BU.B	1%	2%
Prefer not to say	3%	2%	-	-	-	4% *	4% BD.BE	2%	4% BK	7% BK*	1%	2%	3%	-	2%
Don't know	12%	6%	5% *	4% *	5% **	10%	19% BD.BE.BF.BG	7%	18% BK	39% BK.BL*	3%	7% BN	11% BR.BV	10%	3%
Net: More likely to purchase	13%	5%	4% *	14% BE*	9%	10% *	12% BE	14%	12%	11%	30% BO	8%	10%	66% BP.BS.BT.BU*	55% BP.BS.BT.BU*
Net: Less likely to purchase	27%	53% BD.BF.BG.BI.BJ	21% BD*	9%	52%	34% BD.BG*	24% BD.BG	29% BM	25%	17%	20%	32% BN	29% BQ.BR.BS.BT.BV	3%	3%
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% BE*	5% **	6% *	10% BE	14%	11%	6%	28% BO	8%	9%	65% BP.BS.BT.BU*	54% BP.BS.BT.BU*
Somewhat more likely to do business with them	12%	4%	18% BE.BJ*	29% BE.BI.BJ*	11%	8%	10% BE	12%	11%	7% *	24% BO	9%	11% BU	8%	16% BU*
Neither more nor less likely to do business with them	44%	46% BJ	58% BD.BJ*	46%	57%	39% *	40%	47% BL.BM	39% BM	26%	32%	53% BN	47% Q.BR.BS.BT.BU.B		18%
Somewhat less likely to do business with them	6%	11% BD.BG.BJ	6% BD*	*	14%	14% BD.BG.BJ*	5% BD	6%	5%	8%	5%	7%	6%	7% *	6% *
Much less likely to do business with them	12%	27% BD.BF.BG.BJ	7% BD*	5%	13%	17% BD*	10% BD	13%	11%	8%	7%	15% BN	14% BQ.BR.BS.BV	3% *	1%
Prefer not to say	3%	2%	*	*	- **	3%	4% BD.BE	2%	5% BK	2%	1%	2%	2%	*	- *
Don't know	12%	6% BD	5% *	4% *	**	14% BD.BE*	20% BD.BE.BF.BG	6%	18% BK	43% BK.BL*	3%	7% BN	11% BV	5% *	5% *
Net: More likely to do business	24%	8%	24% BE*	45% BE.BF.BI.BJ*	16%	13%	20% BE	26% BM	22%	14%	52% BO	16%	21%	72% BP.BS.BT.BU*	70% BP.BS.BT.BU*
Net: Less likely to do business	18%	38% BD.BF.BG.BJ	13% BD*	5%	27%	31% BD.BF.BG.BJ*	15% BD	19%	16%	15%	12%	22% BN	20% BR.BS.BU.BV	9%	7%

US_nat_internal Sample: 28th - 31st May 2019



YouGov What the world thinks		Sexual Orientation	n		
What the Wind timing	Total	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	3721	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%	40% BP.BS.BT.BU
I would be somewhat more likely to purchase the product	6%	23% BP.BU	11%	6%	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%
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%	16% BR.BV*	34% P.BQ.BR.BS.BT.B	5% /
Net: More likely to purchase	13%	38% BP.BU	27% BP.BU*	10%	58% BP.BS.BT.BU
Net: Less likely to purchase	27%	11% BR.BV	14% BR.BV*	22% BQ.BR.BS.BV	3%
PRL_Q10. If a company is known as LGBTQ+-friendly, are you more or less likely to do business with them?					
Unweighted base	3721	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%	57% BP.BS.BT.BU
Somewhat more likely to do business with them	12%	20% BP.BU	24% BP.BU*	5%	14% BU
Neither more nor less likely to do business with them	44%	30% BV	24%	29% BV	17%
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%
Prefer not to say	3%	1%	9% BP.BR.BS.BV*	7% BP.BR.BS.BV	-
Don't know	12%	10%	11%	39% P.BQ.BR.BS.BT.B	5% /
Net: More likely to do business	24%	53%	49%	15%	71%

BP.BU

6%

Net: Less likely to do business

BP.BU*

8%

BP.BS.BT.BU

7%

10%

YouGov [®] What the world thinks		Ge	ender				Generation					Re	gion		
Wild the World tilling	Total	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 testion	50%	54%	A 45%	46%	F 45%	49%	54%	53%	-	-	50%	48%	48%	53%	54%
I think doing this is more of a marketing tactic	30%	54% B	45%	40%	4076	49%	54% D	D 55%	**	**	30%	40%	40%	33%	0.P.Q
Don't know	29%	27%	32%	29%	31%	30%	28%	26%	_	-	32%	30%	30%	26%	26%
Dontrillow	2570	21 /0	A	*	3170	3070	2070	2070	**	**	0270	3070	3070	2070	2070
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% C.D	80% C.D.E	89% C.D.E.F	**	- **	64%	68% M	69% M	61%	70% O.P.Q
1	6%	5%	7%	17% D.E.F.G*	9% E.F.G	5%	4%	3%	**	**	8% L	6%	4%	7% L	6% O
2	4%	4%	4%	9% F.G*	7% E.F.G	4% F.G	2%	1%	**	**	4%	4%	4%	5%	4%
3	6%	5%	6%	16% E.F.G*	10% E.F.G	5% F.G	2%	1%	**	**	5%	6%	6%	6%	5%
4	3%	3%	3%	6% F.G*	5% E.F.G	2%	1%	0%	**	**	2%	2%	3%	4% J.K.L	2%
5	2%	2%	1%	*	3% F.G	2% F	1%	0%	**	**	2%	2%	2%	2%	1%
6 - completely homosexual	5% 9%	6% B 9%	3% 9%	2% * 17%	4% 16%	6% G 7%	6% G 5%	1%	**	**	4%	4%	6%	10%	5%
Prefer not to say	9%	9%	9%	E.F.G*	E.F.G	170	5%	4%	**	**	11% K.L	7%	8%	10%	0%
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% B	36%	29%	30%	39% D	42% C.D	54% C.D.E.F	- **	-	37%	37%	42% M	33%	37%
Consultation and the secretary to the se	400/		470/		400/						470/	400/		F00/	500/
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%
5.4	400/	4504	470/	G*	G	G	G	400/			L	L	400/	L 470/	O.P
Prefer not to say	16%	15%	17%	20%	22% E.F.G	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% B	14%	29% E.F.G*	22% E.F.G	17% F.G	9%	5%	**	- **	15%	13%	16%	17% K	16% O
Somewhat comfortable	17%	21% B	14%	16% G*	21% F.G	20% F.G	15% G	6%	**	- **	17%	21% L	15%	18%	17%
Somewhat uncomfortable	18%	17%	18%	19%	15%	17%	21%	22%	-	-	19%	19%	16%	19%	19%

YouGov°		R	lace			Educa	ation				Marita	l Status			Children und
What the world district	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- e year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
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%
					U	U	U			*					AC
I think doing this is more of a marketing tactic	50%	34%	45% O	45% O	42%	52%	57% R	58%	55%	44%	47%	52% AA	45%	37%	49%
Don't know	29%	42%	32%	32%	37%	R 25%	22%	R 27%	X.Z.AA 24%	36%	32%	32%	34%	40%	25%
DOTT KNOW	29%	42% N.P.Q	32% N	32%	S.T.U	25%	2276	21 70	2470	30%	32% V	32%	V	40% V	25%
PRL_Q12. Using a scale of 0 to 6, where 0 is "completely heterosexual" and 6 is "completely homosexual," please try to		N.F.Q	IN		3.1.0						V			V	
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% Q 3%	59% Q 5%	46% 8%	65%	66%	68% 8%	64%	74% Z.AA 6%	65% *	79% W.Z.AA 4%	74% Z.AA 2%	51% 7%	51% 9%	67%
	076	376	576	0	470	8 R	676 R	R.S	0%	3%	470	270	X.Y	X.Y	470
2	4%	4%	6%	5%	4%	4%	5%	6% S	3%	4%	4%	2%	6% V.Y	4%	5%
3	6%	6%	7%	7%	5%	7% U	5%	4%	4%	8%	4%	5%	9% V.X	7%	6%
4	3%	4% N	5% N	5% N	4% T	3%	1%	3%	2%	4%	1%	5% V.X	4% V.X	5% V.X	4% AC
5	2%	3% N	2%	3%	1%	2% R	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% V.X	14% V.X.Y.Z	3%
Prefer not to say	9%	14% N	13% N	19% N	13% S.T.U	7% T	5%	6%	7%	7%	5%	7%	14% V.X.Y	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%
		N.P.Q			T.U	T.U			Z.AA	*	Z.AA	Z.AA			AC
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%
			0	0		R	R.S	R.S		*			V.Y	V.Y	
Prefer not to say	16%	23% N	23% N	22% N	22% S.T.U	13% T	9%	13%	13%	25% V.X*	12%	18%	20% V.X	14%	14%
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	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% Y	12%	10%	5%	24% V.X.Y	23% V.X.Y	15%
Somewhat comfortable	17%	13%	21% O	22% O	14%	19% R	21% R	23% R	16%	17%	17%	20%	19% V	21%	20%
Somewhat uncomfortable	18%	16%	16%	14%	17%	18%	20%	19%	19%	13%	21%	17%	16%	18%	18%

YouGov° What the world thinks		r the age of 18			Income				Type of Ar	ea 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
RL_Q11. In general, if a company debuts special items themed ound Pride (e.g., rainbow-colored items, special menu items, c.) do you consider that more to be a genuine reflection of the		-													
ompany'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
hink doing this is more of a genuine reflection of the company's values	21%	20%	22%	19%	21%	25% AH	17%	24% AJ.AK	20%	19%	23%	29% AN.AO.AP.AQ	19% AQ	18% AQ	18%
I think doing this is more of a marketing tactic	50%	50%	41%	52%	55%	59%	42%	45%	52%	50%	34%	44%	62%	53%	56%
Tallink doing this is more of a marketing action	3070	3070	4170	AD.AH	AD.AH	AD.AE.AH	4270	4070	Al	3070	**	AQ	AM.AO.AQ	AM.AQ	AM.AQ*
Don't know	29%	31%	37%	29%	24%	17%	41%	30%	28%	31%	43%	27%	20%	29%	26%
		AB	AE.AF.AG	AG	AG		AE.AF.AG				**	AN		AN	*
RL_Q12. Using a scale of 0 to 6, where 0 is "completely eterosexual" and 6 is "completely homosexual," please try to															
te your sexuality.															
Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults 0 - completely heterosexual	3721 66%	2970 66%	962 61%	656 66%	987 72%	581 66%	536 62%	1189 58%	1834 69%	681 73%	17 60%	1195 60%	919 79%	1052 67%	144 66%
0 - completery neterosexual	00%	00%	61%	00%	AD.AE.AG.AH	00%	02%	38%	69% Al	73% Al	DU% **	AQ	AM.AO.AP.AQ	AM.AQ	66% AQ*
1	6%	6%	5%	5%	6%	8%	6%	7%	6%	3%	-	8%	3%	7%	6%
`l	070	AB	370	370	070	AD	070	AK	AK	370	**	AN.AQ	370	AN	*
2	4%	4%	5%	4%	5%	4%	3%	4%	5%	3%	7%	5% AN.AQ	3%	5% AN.AQ	3%
3	6%	6%	7% AF.AH	6% AH	4%	7% AF.AH	3%	7%	5%	4%	5%	7% AN	4%	6%	6%
4	3%	2%	4% AH	2%	3%	3% AH	1%	4%	2%	3%	- **	3% AN	2%	3%	3%
5	2%	2%	1%	3% AD.AH	2% AH	2% AH	0%	3% AJ	1%	1%	- **	3% AN.AO	1%	1%	0%
6 - completely homosexual	5%	5% AB	8% AE.AF.AG.AH	4%	4%	5%	3%	7% AJ.AK	4%	4%	7%	8% AN.AO.AQ	2%	4%	5% *
Prefer not to say	9%	9%	10% AF.AG	9% AF.AG	4%	4%	21% AD.AE.AF.AG	12% AJ.AK	7%	8%	22%	6%	6%	6%	10%
C72g. Thinking about sexuality, which, if any, of the following omes 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%
	4001		AH		AH	F	0571	4001	4551	AJ 400/		0	AM.AO.AP.AQ	eun.	*
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%	AB 16%	18%	17%	AD.AE.AH 10%	AD.AE.AH 8%	29%	AK 17%	AK 14%	18%	41%	AN.AO.AP.AQ 8%	AQ 14%	AN.AQ 14%	AN.AQ* 18%
Preier not to say	10%	10%			10%	8%		17%	14%		41%	8%			
assuming you were single and dating, to what extent omfortable or uncomfortable would you be dating a person of our preferred gender who is each of the following? Please select ne option on each row. RL Q14 1. Bisexual			AF.AG	AF.AG			AD.AE.AF.AG			AJ	**		AM	AM	AM*
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%	19%	12%	14%	17%	14%	19%	14%	14%	7%	22%	8%	15%	20%
very connortable	1070	1070	AE.AF	12/0	1470	AE	1470	AJ.AK	1470	1770	**	AN.AO.AQ	0,0	AN	AN.AQ
Somewhat comfortable	17%	17%	14%	20% AD.AH	21% AD.AH	19% AD.AH	12%	18%	18%	15%	22%	21% AN.AQ	12%	20% AN.AQ	18%

YouGov° What the world thinks						Political \	/iewpoint					2012 Presi	dential Vote		
	Total	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%	AT.AU.AV.AW.AY	AU.AV.AW.AY 47%	AV.AW.AY 48%	AV.AW.AY 64%	63%	26%	AT.AU.AV.AW.AY	AV 63%	BA.BB.BC 47%	BB 67%	75%	BB 42%	BE.BG.BJ 47%
Tulink doing this is more of a marketing tactic	30%	2076	AW	AW	46% AW		AR.AS.AT.AW.AX	20%	AW	AR.AS.AT.AW.AX		AZ.BC	AZ.BC*	4270	47 % BJ
Don't know	29%	61%	22%	28%	29%	17%	24%	61%	25%	20%	27%	17%	19%	38%	26%
		AM.AN.AO.AP			AR.AU.AV.AX.AY		AU.AY	AS.AT.AU.AV.A		AU	BA		*	AZ.BA.BB	BE
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	95	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	85 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.AS.AT.AW.AX		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		AV.AY			AT.AU.AV.AW.AY		BA.BC		BA*	BA	BE
2	4%	2%	7%	7%	5%	3%	2%	1%	7%	3%	5%	2%	7%	5%	5%
3	6%	5%		AT.AU.AV.AW.AY		AW 4%	1%	5%	AT.AU.AV.AW.AY	3%	BA 6%	2%	BA* 3%	BA 8%	BE 6%
3	0%		12% S.AT.AU.AV.AW.AX	7% AV.AY	6% AV.AY	AV.AY	1%	aV	9% S.AT.AU.AV.AW.A		BA	2%	3%	BA	BE
4	3%	3%	3%	4% AU.AW.AY	3%	2%	2%	2%	4% AU.AY	2%	3% BA	1%	2%	3% BA	2%
5	2%	1%	4% AS.AT.AU.AW.AX.A	2% Y	2%	1%	2%	0%	3% AW	1%	3% BA.BC	0%	1%	1% BA	3% BE.BJ
6 - completely homosexual	5%	3%	11% AT.AU.AV.AW.AX.A	8% AT.AU.AV.AW.AY	4%	3%	3%	3%	9% AT.AU.AV.AW.AY	3%	7% BA.BC	2%	3%	5% BA	7% BE.BJ
Prefer not to say	9%	33% AM.AN.AO.AP	4%	6%	6%	4%	5% AR	33% .AS.AT.AU.AV.A	5% X.AY	5%	5% BA	3%	7% BA*	15% AZ.BA	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	38%	32%	14%	25%	36%	53%	62%	35%	20%	57%	30%	56%	43%	36%	25%
homosexual				AR.AX	AR.AS.AX		AS.AT.AU.AW.AX	AR.AS.AX		R.AS.AT.AU.AW.A		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%
Sexuality is a scale – it is possible to be somewhere hear the middle	4076		S.AT.AU.AV.AW.AX			AV.AW.AY	2270		AS.AT.AU.AV.AW.A		BA.BB.BC	3176	43% BA*	43% BA	BE.BI.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		AS.AT.AU.AV.A		AR.AS.AX		AZ	*	AZ.BA	
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		PANISACSO		All	AKSOK	AUA	PROPERTY.	POST POST	N, Pit	PACPOSPOC		, AL		ne.un	
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%
			S.AT.AU.AV.AW.AX						AS.AT.AU.AV.AW.A		BA		*	BA	BE
Somewhat comfortable	17%	11%	27%	23%	21%	13%	6%	11%	25%	10%	22%	11%	18%	16%	24%
			AT.AU.AV.AW.AY	AU.AV.AW.AY	AU.AV.AW.AY	AV.AY		AV	AU.AV.AW.AY	AV	BA.BC			BA	BE.BJ

US_nat_internal Sample: 28th - 31st May 2019

YouGov			2	016 Presidential Vo	ote				Voting Registrati	on	Stonewall R	iots Familiarity			
vvnat trie world thinks	Total	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, stc.) 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
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%
			*	*	**	*				*	ВО			BP.BT.BU*	BU*
I think doing this is more of a marketing tactic	50%	66% BD.BJ	60% BD.BJ*	64% BD.BJ*	81%	58% BJ*	40%	55% BL.BM	41% BM	25%	58% BO	52%	51% BQ.BU	34%	47% BU*
Don't know	29%	17%	17%	24%	5%	26%	40%	24%	38%	57%	17%	26%	28%	28%	25%
Sarriasii	2070	,0	*	*	**	*	BD.BE.BF	2170	BK	BK.BL*	,0	BN	2070	*	*
PRL_Q12. Using a scale of 0 to 6, where 0 is "completely neterosexual," please try to															
ate 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% BE*	13% BE*	15%	5% *	6% BE	6%	5%	4% *	9% BO	5%	7% BU.BV	2%	1%
2	4%	2%	12% BD.BE.BJ*	8% BE*	4%	6% *	4% BE	4%	5%	8%	8% BO	4%	4%	2%	5%
3	6%	2%	7% BE*	20% BD.BE.BF.BI.BJ*	- **	4% *	7% BE	5%	7%	11% BK*	11% BO	4%	4%	6% *	3%
4	3%	2%	2%	-	- **	8% BD.BE*	4% BD.BE	2%	3%	6% *	6% BO	2%	2%	6% *	3%
5	2%	1%	6% BE.BJ*	*	- **	- *	1%	2% BL	1%	5% BL*	4% BO	1%	1%	16% BP.BS.BU*	9% BP*
6 - completely homosexual	5%	3%	4%	2%	- **	3%	5% BE	5%	5%	4%	11% BO	3%	2%	63% BP.BS.BT.BU*	69% BP.BS.BT
Prefer not to say	9%	3%	5%	3%	-	7% *	15% BD.BE.BF.BG	5%	16% BK	27% BK.BL*	5%	4%	6%	5% *	6%
C72g. Thinking about sexuality, which, if any, of the following															
omes 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	2200	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	*	ВО		BU	BP.BU*	BP.BU
Prefer not to say	16%	12%	8%	6%	19%	14%	23%	11%	21%	46%	8%	11%	13%	11%	13%
assuming you were single and dating, to what extent omfortable or uncomfortable would you be dating a person of our preferred gender who is each of the following? Please select ne option on each row. RL Q14.1 Bisexual		BD	•	•		*	BD.BE.BF.BG		ВК	BK.BL*		BN		•	*
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% BE.BI.BJ*	26% BE*	5% **	10% *	17% BE	15%	18%	10%	28% BO	12%	12%	32% BP.BU*	32% BP.BU
Somewhat comfortable	17%	13%	19%	33% BE.BJ*	27%	16% *	16% BE	18%	16%	11%	26% BO	16%	17% BU	16%	32% BP.BS.B
Com out +t ···· ft-bl	400/	400/	400/	450/	00/	400/	470/	400/	470/	4.40/	470/	000/	400/	000/	040/

Somewhat uncomfortable 18% 16%

US_nat_internal Sample: 28th - 31st May 2019



	Sexual Orientation	1		
Total	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.BO.BR.BS.BT.B	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	149	65	142	169
Base: All US Adults	3721	135	72	175	155
0 - completely heterosexual	66%	3%	15% BQ.BR.BS.BV*	21% BQ.BR.BS.BV	3%
1	6%	4% BU	2% *	0%	1%
2	4%	12% BP.BV	2%	7%	4%
3	6%	44% BP.BQ.BR.BU.BV	30% BP.BQ.BR.BU.BV*	5%	4%
4	3%	20% BP.BQ.BR.BU.BV	14% BP.BR.BV*	6% BP	3%
5	2%	4% BP	6% BP*	3%	11% BP.BS.BU
6 - completely homosexual	5%	1%	6% *	3%	68% BP.BS.BT.BU
Prefer not to say	9%	12% RP	25% BP BO BR BS BV*	55% P BO BR BS BT B	6% V

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

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.BO.BR.BS.BT.B	V

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 What the world thinks		Ge	nder				Generation					Reg	ion		
Wild the Holle dilling	Total	Male	Female	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
	200/	0.40/	400/	*	050/	070/	D	D	**	**	050/	2007	440/	0.407	400/
Very uncomfortable	39%	34%	43% A	31%	25%	37% D	48% C.D.E	61% C.D.E.F	**	**	35%	38%	44% J.K.M	34%	40% P.Q
Prefer not to say	11%	10%	11%	7%	17% C.E.F.G	9%	7%	6%	- **	-	13% K.L	8%	10%	11%	7%
Net: Comfortable	33%	38%	28%	44%	43%	37%	24%	11%	-	-	33%	34%	30%	36%	34%
		В		F.G*	E.F.G	F.G	G		**	**				L	0
Net: Uncomfortable	57%	52%	61%	49%	40%	54%	69%	83%	- **	**	54%	57%	60%	53%	59%
RL_Q14_2. Transgender			Α			D	C.D.E	C.D.E.F	**	**			J.M		P.Q
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%
Somewhat uncomfortable	16%	14%	17%	G*	E.F.G 15%	G 17%	G 15%	15%	**	-	17%	15%	15%	16%	16%
Somewhat uncomfortable	1076	1470	A	*	13%	1770	1576	15%	**	**	17 76	15%	15%	10%	0
Very uncomfortable	53%	54%	52%	42%	40%	52%	63%	72%	-	-	51%	55%	56%	48%	57%
·				*		D	C.D.E	C.D.E.F	**	**		М	М		P.Q
Prefer not to say	12%	11%	12%	9%	18%	12%	7%	5%	-	-	15%	10%	11%	13%	8%
Net: Comfortable	20%	21%	19%	31%	E.F.G 28%	F.G 19%	14%	8%		-	K.L 17%	21%	18%	23%	19%
Net. Comortable	2076	2170	1976	E.F.G*	E.F.G	F.G	G	076	**	**	17 76	2170	10%	J.L	1976
Net: Uncomfortable	69%	68%	69%	60%	55%	69%	78%	87%	_	-	68%	70%	71%	64%	72%
				*		D	C.D.E	C.D.E.F	**	**			М		O.P.Q
RL_Q14_3. Gender non-conforming (i.e., a broad term referring people who's gender expression does not fit neatly into a															
ategory) 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% F.G	15% G	12%	9%	**	**	14%	14%	13%	18% J.K.L	14%
Somewhat uncomfortable	20%	19%	22%	18%	19%	18%	21%	27%	-	-	21%	22%	20%	19%	21%
Very uncomfortable	42%	44%	40%	33%	30%	43%	51%	D.E.F 51%	**	**	37%	44%	45%	38%	O.Q 45%
very unconnoctable	4270	8 B	40%	33%	30%	43% D	C.D.E	C.D.E	**	**	31 76	J.M	45% J.M	30%	P.Q
Prefer not to say	14%	13%	16%	16%	20%	15%	10%	9%	-	-	19%	13%	13%	14%	11%
					E.F.G	F.G			**	**	K.L				
Net: Comfortable	24%	24%	23%	33%	31%	24%	18%	13%	-	-	23%	22%	22%	29%	23%
Not Harry fortable	CO0/	C20/	040/	F.G* 51%	E.F.G	F.G	700/	700/	**	**	500/	000/	CEN/	J.K.L	000/
Net: Uncomfortable	62%	63%	61%	51%	49%	61% D	72% C.D.E	78% C.D.E.F	**	**	59%	66% J.M	65% J.M	56%	66% O.P.Q
RL_Q14_4. Very religious							O.D.L	O.D.E.I				0.111	0.111		0
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% B	21%	24%	20%	22%	24%	30% D.E	-	-	20%	22%	27% J.K.M	19%	23%
Somewhat comfortable	26%	27%	25%	24%	22%	25%	29% D	33% D.E	- **	- **	26%	29% M	26%	22%	26%
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		1	G	1	1	**	**				J.K.L	0.P

YouGov What the world thinks		F	Race			Educa	ion				Marita	l Status			Children
	Total	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%	30%	29%	40%	38%	38%	35%	46%	45%	43%	50%	27%	22%	36%
·	110/	P.Q 16%	100/	100/	450/	00/	69/	70/	Z.AA 9%	Z.AA*	Z.AA 9%	Z.AA	120/	169/	110/
Prefer not to say	11%	N	19% N	19% N	15% S.T.U	9%	6%	7%	9%	14%	9%	8%	13% V	16% V.X.Y	11%
Net: Comfortable	33%	25%	35%	38%	28%	36%	36%	38%	27%	29%	27%	25%	43%	44%	35%
Net: Uncomfortable	57%	59%	O 46%	O 43%	57%	R 56%	R 58%	R 54%	64%	58%	64%	67%	V.W.X.Y 43%	V.X.Y 40%	54%
RL_Q14_2. Transgender		P.Q							Z.AA	Z.AA*	Z.AA	Z.AA			
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%	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% N	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%	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%
RL_Q14_3. Gender non-conforming (i.e., a broad term referring people who's gender expression does not fit neatly into a tegory)															
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%	11% S	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%	65% R	68% Z.AA	62% *	67% Z.AA	65% Z.AA	53%	47%	61%
L_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 Very comfortable	3721 23%	491 28%	420 19%	283 18%	1466 24%	1213 23%	668 19%	374 23%	1707 26%	78 14%	403 20%	199 26%	1148 20%	186 16%	751 28%
		P.Q			Т				X.Z.AA	*		AA			AC
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%	21%	23%	23%	20%	20%	26%	23%	23%	25% V	18%	21%
Very uncomfortable	21%	13%	17%	19%	16%	20% R	28% R.S	28% R.S	20%	10%	26% V.W.Y.Z	17%	20%	27% W.Y	20%

YouGov What the world thinks		r the age of 18			Income				Type of Ar	ea 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
				AD	AD	AD			AK		**	AN.AQ		AN.AQ	*
Very uncomfortable	39%	39%	38%	39%	41%	39%	36%	32%	39% Al	49% Al.AJ	24%	28%	57% AM.AO.AP.AQ	36% AM	40% AM*
Prefer not to say	11%	11%	14%	9%	5%	5%	21%	14%	9%	8%	5%	6%	8%	9%	6% *
Net: Comfortable	33%	32%	AE.AF.AG 33%	AF.AG 31%	35%	36%	AD.AE.AF.AG 26%	AJ.AK 36%	32%	29%	29%	44%	20%	AM 35%	38%
Net: Uncomfortable	57%	57%	AH 52%	59%	AH 60%	AH 59%	52%	AJ.AK 49%	59%	64%	66%	AN.AO.AQ 50%	72%	AN.AQ 56%	AN.AQ* 56%
				AD.AH	AD.AH	AD			Al	Al.AJ	**	AQ	AM.AO.AP.AQ	AM.AQ	AQ*
PRL_Q14_2. Transgender	3721	0044	000	647	1070	632	490	1223	1817	664	47	4004	942	1002	144
Unweighted base Base: All US Adults	3721	2911 2970	882 962	656	987	581	536	1189	1834	681	17 17	1364 1195	942	1002	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% AH	9%	14% AJ.AK	11%	9%	5% **	16% AN.AP.AQ	7%	13% AN	8%
Somewhat uncomfortable	16%	16%	13%	17%	17% AD.AH	17% AD.AH	13%	15%	17%	13%	37%	22% AN.AO.AP.AQ	7%	18% AN.AP.AQ	8%
Very uncomfortable	53%	53%	49%	55%	56% AD	54%	51%	43%	56% Al	62% Al.AJ	37%	41%	74% AM.AO.AP.AQ	53% AM.AQ	64% AM.AO.AQ*
Prefer not to say	12%	12%	17% AE.AF.AG	10% AF.AG	6%	6%	21% AE.AF.AG	17% AJ.AK	10%	9%	14%	8%	8%	10%	8%
Net: Comfortable	20%	19%	21%	18%	21%	22%	16%	26%	17%	16%	12%	29%	11%	19%	20%
Net: Uncomfortable	69%	69%	AH 62%	72%	AH 73%	AH 72%	63%	AJ.AK 58%	73%	75%	74%	AN.AO.AP.AQ 63%	81%	AN.AQ 71%	AN* 73%
				AD.AH	AD.AH	AD.AH			Al	Al	**	AQ	AM.AO.AQ	AM.AQ	AQ*
PRL_Q14_3. Gender non-conforming (i.e., a broad term referring to people who's gender expression does not fit neatly into a															
ategory) 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% AE	7%	9%	10%	8%	14% AJ.AK	7%	7%	7%	15% AN.AO.AQ	5%	8% AN	13% AN.AQ*
Somewhat comfortable	14%	14%	14%	14%	15%	17% AH	11%	17% AJ.AK	14%	12%	5%	21% AN.AO.AP.AQ	8%	15% AN	10%
Somewhat uncomfortable	20%	21%	18%	21%	22%	20%	19%	18%	23%	17%	30%	27%	13%	22%	12%
Very uncomfortable	42%	41%	35%	43%	48%	45%	37%	32%	AI.AK 44%	51%	44%	AN.AO.AP.AQ 27%	64%	AN.AP.AQ 43%	53%
·				AD 15%	AD.AH	AD.AH			Al	Al.AJ	**		AM.AO.AP.AQ	AM.AQ	AM.AQ*
Prefer not to say	14%	15%	20% AE.AF.AG	AF.AG	7%	8%	26% AD.AE.AF.AG	18% AJ.AK	12%	13%	14%	10%	10%	13% AM	12%
Net: Comfortable	24%	23%	26% AH	22%	24%	27% AE.AH	19%	31% AJ.AK	21%	19%	12%	36% AN.AO.AP.AQ	12%	23% AN.AQ	23% AN*
Net: Uncomfortable	62%	62%	54%	64% AD.AH	70% AD.AE.AH	65% AD.AH	56%	51%	67% Al	68% Al	74%	54% AQ	77% AM.AO.AP.AQ	64% AM.AQ	65% AM.AQ*
RL_Q14_4. Very religious				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	70.72.501	70341			7 u	7.0		7100	7411310311310	7403104	7 1113 102
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% AM.AO.AQ	21%	32% AM.AO.AQ
Somewhat comfortable	26%	26%	25%	24%	28%	26%	24%	24%	26%	27%	11%	20%	36% AM.AO.AP.AQ	26% AM	20%
Somewhat uncomfortable	22%	22%	21%	23%	22%	22%	20%	21%	22%	22%	50%	25%	16%	24%	24%
Very uncomfortable	21%	21%	18%	20%	21%	27%	18%	20%	22%	18%	7%	AN 31%	10%	AN 21%	19%
		1				AD.AE.AF.AH					**	AN.AO.AP.AQ		AN.AQ	AN*

YOUGOV What the world thinks						Political 1	Viewpoint					2012 Presi	dential Vote		
	Total	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 Clintor
			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%
Prefer not to say	11%	36%	5%	AR.AX 8%	AR.AS.AX 8%	AR.AS.AT.AW.AX	(AS.AT.AU.AW.AX 8%	AR.AS.AX 32%	AR 7%	R.AS.AT.AU.AW.A	4X 7%	AZ.BB.BC 4%	AZ.BC*	16%	5%
Troid not to say	1170	AM.AN.AO.AP	370	AR	AR	0,0	AR	.AS.AT.AU.AV.A		170	BA	470	*	AZ.BA.BB	370
Net: Comfortable	33%	22%	65%	42%	34%	22%	16%	23%	52%	20%	41%	18%	30%	34%	44%
Net: Uncomfortable	57%	42%	S.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY 50%	AU.AV.AW.AY 58%	AV.AY 73%	75%	AV 45%	S.AT.AU.AV.AW./ 41%	AV 74%	BA.BC 52%	78%	BA* 65%	BA 50%	BE.BI.BJ 51%
Net. Offcomortable	37 76	4276	30%	AR.AX		AR.AS.AT.AW.AX			AR	AR.AS.AT.AW.AX		AZ.BB.BC	AZ.BC*	30%	31%
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% AU.AY	7% AU	4%	7% AU.AY	5%	14%	5% AU	10% BA.BB	4%	3%	9% BA	11% BE
Somewhat comfortable	11%	8%	S.AT.AU.AV.AW.AX 24%	16%	12%	7%	5%	6%	AS.AT.AU.AV.AW.A	6%	17%	5%	8%	11%	18%
comovinal comovination	1170		S.AT.AU.AV.AW.AX			.,,	0,0		AS.AT.AU.AV.AW.		BA.BC	0,0	*	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			AV.AY		AV	AT.AU.AV.AW.AY		BA.BC		BA*	BA	BE.BI.BJ
Very uncomfortable	53%	38%	26%	38% AR.AX	54%	75% AR.AS.AT.AW.AX	75%	42% AR.AX	33% AR	75% AR.AS.AT.AW.AX	43%	80% AZ.BB.BC	67% AZ.BC*	47% AZ	41%
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.A		AU	BA			AZ.BA.BB	
Net: Comfortable	20%	13%	45%	25%	19%	11%	12%	12%	34%	11%	26%	9%	11%	20%	29%
			S.AT.AU.AV.AW.AX						AS.AT.AU.AV.AW.		BA.BB.BC		*	BA	BE.BI.BJ
Net: Uncomfortable	69%	49%	50%	66% AR.AW.AX	71%	84% AR.AS.AT.AW.AX	79%	52%	59% AR.AW	82% AR.AS.AT.AW.AX	65%	86% AZ.BC	83% AZ.BC*	62%	66% 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				74.3.07.300	7413103111301	74(3)(3)(1)(1)	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1	74000	7443 (034134443)	1	72.50	72.50		
category)															
Unweighted base	3721	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721 9%	410 6%	450	563 10%	1037	661	504 8%	507 5%	1012 17%	1165 6%	1220 13%	806 3%	66 3%	1532 10%	1003 13%
Very comfortable	9%		26% S.AT.AU.AV.AW.AX		8% AU	4%	8% AU.AY		AS.AT.AU.AV.AW.		BA.BB.BC	3%	3%	BA.BB	BE.BJ
Somewhat comfortable	14%	10%	29%	22%	15%	8%	4%	10%	25%	6%	21%	6%	11%	13%	23%
			S.AT.AU.AV.AW.AX			AV.AY		AV	S.AT.AU.AV.AW.		BA.BB.BC			BA	BE.BI.BJ
Somewhat uncomfortable	20%	14%	24%	33%	24%	16%	8%	13%	29%	12%	27%	14%	26%	18%	30%
Very uncomfortable	42%	28%	AU.AV.AW.AY 16%	AT.AU.AV.AW.AX 25%	AU.AV.AW.AY	AV.AY 63%	70%	AV 28%	R.AT.AU.AV.AW./ 21%	4 AV 66%	BA.BC 29%	69%	BA* 53%	BA 38%	BE.BJ 27%
very uncomfortable	42%	28%	16%	AR.AX		AR.AS.AT.AW.AX			21% AR	R.AS.AT.AU.AW.A		AZ.BB.BC	AZ.BC*	AZ	21%
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.A		AR	BA		•	AZ.BA.BB	
Net: Comfortable	24%	16%	55%	32%	23%	12%	12%	15%	42%	12%	34%	10%	14%	23%	36%
Net: Uncomfortable	62%	42%	S.AT.AU.AV.AW.AX 40%	AT.AU.AV.AW.AY	AU.AV.AW.AY 64%	79%	78%	42%	AS.AT.AU.AV.AW.A	AY 78%	BA.BB.BC 56%	83%	79%	BA 56%	BE.BI.BJ 56%
Net. Officiality	0276	42 /0	4076	AR.AW.AX		AR.AS.AT.AW.AX			AR.AW	AR.AS.AT.AW.AX		AZ.BC	AZ.BC*	3076	3076
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%
Somewhat comfortable	26%	20%	12%	19%	AR.AS.AX 31%	AR.AS.AT.AW.AX	(AS.AT.AU.AW.AX 28%	AR.AS.AX 18%	16%	AR.AS.AT.AU.AW.A	AX 21%	AZ.BB.BC 34%	27%	AZ 25%	20%
Somewhat comortable	2070	20 /0	12/0	AR.AX		R.AS.AV.AW.AX.A		AR	AR	AR.AS.AV.AW.AX		AZ.BC	2176 *	20/0	20/0
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	S.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

Very uncomfortable Prefer not to say Net: Comfortable Net: Uncomfortable Net: Uncomfortable Somewhat uncomfortable Very uncomfortable	Donald Trump 60% BD.BF.BG.BJ 5% 20% 76% BD.BF.BG.BI.B. 1126 966 4% 5% 8% BD.BF.BG.BJ 5% 9% 86% BD.BF.BG.BJ	Gary Johnson 32% 5% 47% BE.BI.BJ* 48% 552 7% 6 BE.BI* 24% BE.BJ* 45% 5 5% 6 BE.BJ*	Jill Stein 23% 3% 59% BE.BI.B.J* 39% 58 32 9% 26% BE.BI.B.J* 23% BE* 38% 4% 58% BE.BI.B.J*	Evan McMullin 54% 32% 63% 111 11% 4% 13% 58% 149% 81% 81%	0ther 46% BD.BG* 12% BD.BE* 26% - 62% BG* 60 34 3% - 11% - 69% BD.BF.BG.BJ* 13% BD.BE* 7% - 80% BD.BJ*	Did not vote for President 32% BD 17% BD.BE.BF.BG 33% BE 49% 1042 1598 9% BE 11% BE 15% BE 46% BB.BE.BF.BG 20% BB.BE.BF.BG	Yes 42% BLBM 6% 33% BM 61% BLBM 3141 2493 8% 12% 16% 58% BLBM 7% 19%	No 32% 17% BK 34% BM 49% 1042 10% 11% 15% 44% 20% BK 21%	Don't know	Familiar 22% 6% 54% BO 39% 1024 917 16% BO 22% BO 19% BO 19% BO 36% 7%	Unfamiliar 47% BN 6% 27% 67% BN 2200 2209 6% 9% 15% 64% BN 7%	Heterosexual / straight BS.BU 43% Q.BR BS.BT.BU.B 9% 30% 62% BR.BS.BT.BU.BV 3196 3184 6% 10% 10% 16% BU 58% Q.BR BS.BT.BU.B	5% 48% BP.BU* 47% BS.BT.BU* 46 39 20% BP.BU* 28% BP.BT.BU* 18% BU* 35%	Gay man BS.BU* 13% .* 63% BP.BU* 34% BS* 123 116 11% BP* 17% .* 28% BP.BS.BU* 37% BS.BU*
PRL_Q14_2. Transgender Unweighted base Base: All US Adults Very comfortable Somewhat uncomfortable 11% Net: Uncomfortable 57% Base: All US Adults Somewhat uncomfortable 11% Somewhat uncomfortable 16% Very uncomfortable 53% Prefer not to say 12% Net: Comfortable 20% Net: Uncomfortable 69% 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 Very comfortable 99% Somewhat uncomfortable 14% Somewhat uncomfortable 20% Very uncomfortable 14% Very uncomfortable 20% Very uncomfortable 42% Prefer not to say 14%	BD.BF.BG.BJ 5% 20% 76% BD.BF.BG.BI.B. 1126 966 4% 5% 8% 78% BD.BF.BG.BJ 5% 90 90 90 90 90 90 90 90 90 90	32% - 5% - 47% BE.BI.BJ* 48% - 552 7% - 19% BE.BJ* 48% - 52% BE.BJ* 45% - 26% BE.BJ*	23% . 3% . 59% BE.BI.BJ* 39% . 58 32 9% . 26% BE.BI.BJ* 23% BE* 38% . 4% . 36% BE.BI.BJ*	54% 5% 32% 63% 111 11% 4% 13% 68% 5% 14%	46% BD.BG* 12% BD.BE* 26%	BD 17% BD.BE.BF.BG 33% BE 49% 1042 1598 9% BE 111% BE 46% BPE 46% BD.BE.BF.BG 20% BB.BI	BLBM 6% 33% BM 61% BLBM 3141 2493 8% 12% 16% 58% BLBM 7%	17% BK 34% BM 49% 491 1042 10% 11% 15% 44% 20% BK	28% . 36% BK.BL . 22% . 42% . 42% . 189 . 186 . 5% . 11% . 37% . 33% BK.BL	6% 54% BO 39% 1024 917 16% BO 22% BO 19% BO 36%	BN 6% 27% 67% BN 2200 2209 6% 9% 15% 64% BN 7%	43% Q.BR.BS.BT.BU.B 9% 30% 62% BR.BS.BT.BU.BV 3196 3184 6% 10% 16% BU 58% Q.BR.BS.BT.BU.B	24% BS* 5% 4* 48% BP.BU* 47% BS.BT.BU* 46 39 20% BP.BU* 28% BP.BT.BU* 16% BU* 35% BS*	13% 3% 63% BP.BU* 34% BS* 123 116 11% BP* 17% 28% BP.BS.BU* 37% BS.BT* 6%
PRL_Q14_2. Transgender Unweighted base Base: All US Adults Very comfortable Very uncomfortable Somewhat uncomfortable Description of people who's gender expression does not fit neatly into a category) 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 Base: All US Adults Very comfortable Somewhat uncomfortable Somewhat uncomfortable Description D	BD.BF.BG.BJ 5% 20% 76% BD.BF.BG.BI.B. 1126 966 4% 5% 8% 78% BD.BF.BG.BJ 5% 90 90 90 90 90 90 90 90 90 90	95 52 7% BE.BI* 24% BE.BJ* 45% 5% 5% 5% BE.BJ*	59% BE.BI.BJ* 39% 59 32 9% 4 26% BE.BI.BJ* 23% BE* 38% 4% 5 4% 5 BE.BI.BJ*	5% 63% 10 22 11 1196 136 138 138 1496 1496 18196	BD.BG* 12% BD.BE* 26% - 62% BG* 60 34 3% - 4% - 11% - 69% BD.BF.BG.BJ* 13% BD.BE* 7% - 80%	BD 17% BD.BE.BF.BG 33% BE 49% 1042 1598 9% BE 111% BE 46% BPE 46% BD.BE.BF.BG 20% BB.BI	BLBM 6% 33% BM 61% BLBM 3141 2493 8% 12% 16% 58% BLBM 7%	17% BK 34% BM 49% 491 1042 10% 11% 15% 44% 20% BK	36% BK.BL* 22% 42% 42% 186 5% 147 27% 37% 89 1886 5% 5	6% 54% BO 39% 1024 917 16% BO 22% BO 19% BO 36%	BN 6% 27% 67% BN 2200 2209 6% 9% 15% 64% BN 7%	2.BR.BS.BT.BU.B 9% 30% 62% BR.BS.BT.BU.BV 3196 3194 6% 10% 10% BU 58% Q.BR.BS.BT.BU.B	BS* 5% 48% BP.BU* 47% BS.BT.BU* 46 39 20% BP.BU* 28% BP.BT.BU* 18% BU* 35% BS* -	9% 63% BP BU* 34% BS* 123 116 11% BP* 17% 28% BP.BS.BU* 37% BS.BU* 6%
Net: Comfortable Net: Uncomfortable Somewhat uncomfortable Net: Uncomf	5% 20% 76% BD.BF.BG.BI.B. 1126 966 4% 5% 8% 78% BD.BF.BG.BJ 5% 9%	5% 47% BE.BI.B.I* 48% - 95 52 7% - 19% BE.BI* 45% - 5% - 26% BE.BI*	59% BE.BI.B.J* 39% 58 32 9% 6 26% BE.BI.B.J* 23% BE* 38% 6 4% 6 BE.BI.B.J*	5% 32% 63% 11 1196 4% 68% 1496 1496	12% BD.BE* 26% . 62% BG* 60 34 3% . 11% . 69% BD.BF.BG.BJ* 13% BD.BE* 7% . 80%	17% BD.BE.BF.BG 33% BE 49% 1042 1598 9% BE 11% BE 15% BE 46% BE 46% BB.BE.BF.BG 20% BB.BB.BI	6% 33% BM 61% BLBM 3141 2493 8% 12% 16% 58% BLBM 7%	BK 34% BM 49% 491 1042 10% 11% 15% 44% 20% BK	BK.BL* 22% 42% 142% 186 5% 144% 11% 37% 5	54% BO 39% 1024 917 16% BO 22% BO 19% BO 36%	6% 27% 67% BN 2200 2209 6% 9% 15% 64% BN 7%	9% 30% 62% BR.BS.BT.BU.BV 3196 3184 6% 10% 16% BU 58% Q.BR.BS.BT.BU.B 10% BQ	5% 48% BP.BU* 47% BS.BT.BU* 46 39 20% BP.BU* 28% BP.BT.BU* 18% BU* 35%	3% 63% BP.BU* 34% BS* 116 11% BP* 17% 28% BP.BS.BU* 37% BS.BU*
Net: Comfortable Net: Uncomfortable Somewhat uncomfortable Net: Uncomf	20% 76% BD.BF.BG.BI.B. 1126 966 4% 5% 8% 78% BD.BF.BG.BJ 5% 9% 9%	47% BE.BI.B.I* 48% - 95 52 7% - 19% BE.BI* 24% BE.BJ* 45% - 5% - 26% BE.BI*	59% BE.BI.B.J* 39% 58 32 9% 6 26% BE.BI.B.J* 23% BE* 38% 6 4% 6 BE.BI.B.J*	32% 63% 22 11 1196 4% 1396 596 1496	BD.BE* 26% 62% BG* 60 34 3% 4% 5 11% 69% BD.BE*BG.BJ* 13% BD.BE* 7% 80%	BD.BE.BF.BG 33% BE 49% 1042 1598 9% BE 11% BE 46% BE 46% BB.BE.BF.BG 20% BB.BF.BG	33% BM 61% BLBM 3141 2493 8% 12% 16% 58% BLBM 7%	BK 34% BM 49% 491 1042 10% 11% 15% 44% 20% BK	BK.BL* 22% 42% 142% 186 5% 144% 11% 37% 5	54% BO 39% 1024 917 16% BO 22% BO 19% BO 36%	27% 67% BN 2200 2209 6% 9% 15% 64% BN 7%	30% 62% BR.BS.BT.BU.BV 3196 3184 6% 10% 16% BU 58% Q.BR.BS.BT.BU.B	48% BP.BU* 47% BS.BT.BU* 46 39 20% BP.BU* 28% BP.BT.BU* 18% BU* 35% BS* -	63% BP.BU* 34% BS* 116 11% BP* 17% * 28% BP.BS.BU* 37% BS.BT* 6%
Net: Uncomfortable PRL_Q14_2. Transgender Unweighted base Base: All US Adults Very comfortable Somewhat uncomfortable 11% Somewhat uncomfortable Very uncomfortable 16% Very uncomfortable 20% Net: Comfortable Net: Uncomfortable 69% PRL_Q14_3. Gender non-conforming (i.e., a broad term referring o people who's gender expression does not fit neatly into a sategory) Unweighted base Base: All US Adults Very comfortable 9% Somewhat uncomfortable 14% Somewhat uncomfortable 20% Very uncomfortable 42% Prefer not to say 14%	76% BD.BF.BG.BI.B. 1126 966 4% 5% 8% 78% BD.BF.BG.BJ 5% 9%	BE.BI.BJ* 48% 95 52 7% 19% BE.BI* 24% BE.BJ* 45% - 26% BE.BI*	BE.BI.BJ* 39% * 58 32 9% * 26% BE.BI.BJ* 23% BE* 38% * 4% * 56% BE.BI.BJ*	63% 22 11 1196 496 6886 596 1496 8196	26% . 62% BG* 60 34 3% . 4% . 11% . 69% BD.BF.BG.BJ* 13% BD.BE* 7% . 80%	33% BE 49% 1042 1598 9% BE 11% BE 15% BE 46% BD.BE.BF.BG 20% BB.BB.BB.BB	BM 61% BLBM 3141 2493 8% 12% 16% 58% BLBM 7%	34% BM 49% 491 1042 10% 11% 44% 20% BK	22% 42% 42% 186 5% 14% 11% 37% 8KBL*	BO 39% 1024 917 16% BO 22% BO 19% BO 36%	67% BN 2200 2209 6% 9% 15% 64% BN 7%	62% BR.BS.BT.BU.BV 3196 3184 6% 10% 16% BU 58% Q.BR.BS.BT.BU.B 10% BQ	BP.BU* 47% BS.BT.BU* 46 39 20% BP.BU* 28% BP.BT.BU* 18% BU* 35% BS* -	BP.BU* 34% BS* 123 116 11% BP* 17% * 28% BP.BS.BU* 37% BS.BT* 6%
Net: Uncomfortable PRL_Q14_2. Transgender Unweighted base Base: All US Adults Very comfortable Somewhat uncomfortable 11% Somewhat uncomfortable Very uncomfortable 16% Very uncomfortable 20% Net: Comfortable Net: Uncomfortable 69% PRL_Q14_3. Gender non-conforming (i.e., a broad term referring o people who's gender expression does not fit neatly into a sategory) Unweighted base Base: All US Adults Very comfortable 9% Somewhat uncomfortable 14% Somewhat uncomfortable 20% Very uncomfortable 42% Prefer not to say 14%	76% BD.BF.BG.BI.B. 1126 966 4% 5% 8% 78% BD.BF.BG.BJ 5% 9%	BE.BI.BJ* 48% 95 52 7% 19% BE.BI* 24% BE.BJ* 45% - 26% BE.BI*	39% - 58 32 9% - 26% BE.BI.B.J* 23% BE* 38% - 4% - 36% BE.BI.B.J*	63% 22 11 1196 496 6886 596 1496 8196	62% BG* 60 34 3% 4% - 11% 69% BD.BF.BG.BJ* 7% - 80%	BE 49% 1042 1598 9% BE 11% BE 15% BE 46% BD.BE.BF.BG 20% BB.BI	61% BLBM 3141 2493 8% 12% 16% 58% BLBM 7%	49% 491 1042 10% 11% 15% 44% 20% BK	89 186 5% • 14% • 11% • 37% •	39% 1024 917 16% BO 22% BO 19% BO 36% 7%	67% BN 2200 2209 6% 9% 15% 64% BN 7%	62% BR.BS.BT.BU.BV 3196 3184 6% 10% 16% BU 58% Q.BR.BS.BT.BU.B 10% BQ	47% BS.BT.BU* 46 39 20% BP.BU* 26% BP.BT.BU* 18% BU* 35% BS*	BP.BU* 34% BS* 123 116 11% BP* 17% * 28% BP.BS.BU* 37% BS.BT* 6%
PRL_Q14_2. Transgender Unweighted base Base: All US Adults Very comfortable Somewhat uncomfortable 11% Somewhat uncomfortable Very uncomfortable Prefer not to say 12% Net: Comfortable Net: Uncomfortable Oswell uncomfortable Net: Uncomfortable Somewhat uncomfortable Very uncomfortable Somewhat uncomfortable Very uncomfortable Somewhat uncomfortable Very uncomfortable Somewhat uncomfortable Very uncomfortable Prefer not to say 14%	BD.BF.BG.BI.B. 1128 966 4% 5% 8% 78% BD.BF.BG.BJ 5% 9%	95 52 7% • 19% BE.BI* 24% BE.BJ* 45% • 5% •	58 32 9% • 26% BE.BI.B.J* 23% BE* 38% • 4% • 36% BE.BI.B.J*	22 111 1196 	BG* 60 34 3% 4% - 11% - 69% BD.BF.BG.BJ* 13% BD.BE* 7% - 80%	1042 1598 9% BE 11% BE 15% BE 46% BD.BE.BF.BG 20% BE.BI	3141 2493 8% 12% 16% 58% BLBM 7%	491 1042 10% 11% 15% 44%	189 186 5% - 14% - 37% - 33% BKBL*	1024 917 16% BO 22% BO 19% BO 36%	9% 15% 64% BN 7%	3196 3194 6% 10% 16% BU 58% 0.BR.BS.BT.BU.B	46 39 20% BP.BU* 28% BP.BT.BU* 18% BU* 35% BS*	BS* 123 116 11% BP* 17% • 28% BP.BS.BU' 37% BS.BT* 6%
Unweighted base Base: All US Adults Very comfortable Somewhat uncomfortable 11% Somewhat uncomfortable Very uncomfortable Prefer not to say 12% Net: Comfortable Net: Uncomfortable Openie who's gender expression does not fit neatly into a category) Unweighted base Base: All US Adults Very comfortable Somewhat uncomfortable Somewhat uncomfortable Very uncomfortable	1128 966 4% 5% 8% 78% BD.BF.BG.BJ 5% 9%	95 52 7% 19% BE.BI* 24% BE.BJ* 45% 	32 9% * 26% BE.BI.BJ* 23% BE* 38% * 4% BE.BI.BJ*	22 11 1196 496 1396 596 1496 1496	60 34 3% 4% - 11% 69% BD.BF.BG.BJ* 7% - 80%	1598 9% BE 11% BE 15% BE 46% 19% BD.BE.BF.BG 20% BE.BI	3141 2493 8% 12% 16% 58% BLBM 7%	1042 10% 11% 15% 44% 20% BK	89 186 5% • 14% • 11% • 37% •	917 16% BO 22% BO 19% BO 36%	2200 2209 6% 9% 15% 64% BN 7%	3196 3184 6% 10% 10% BU 58% Q.BR.BS.BT.BU.B	46 39 20% BP.BU* 26% BP.BT.BU* 16% BU* 35% BS*	123 116 111% BP* 17% * 28% BP.BS.BU 37% BS.BT* 6%
Unweighted base Base: All US Adults Very comfortable Somewhat uncomfortable 11% Somewhat uncomfortable Very uncomfortable 16% Very uncomfortable 16% Very uncomfortable 20% Net: Comfortable Net: Uncomfortable 0 people who's gender expression does not fit neatly into a sategory) Unweighted base Base: All US Adults Very comfortable Somewhat uncomfortable 14% Somewhat uncomfortable Very uncomfortable	966 4% 5% 8% 78% BD.BF.BG.BJ 5%	52 7% - 19% BE.BI* 24% BE.BJ* 45% - 5% - 26% BE.BI*	32 9% * 26% BE.BI.BJ* 23% BE* 38% * 4% BE.BI.BJ*	11 1196 	34 3% * 4% * 11% * 69% BD.BF.BG.BJ* 13% BD.BE* 7% * 80%	1598 9% BE 11% BE 15% BE 46% 19% BD.BE.BF.BG 20% BE.BI	2493 8% 12% 16% 58% BLBM 7%	1042 10% 11% 15% 44% 20% BK	186 5% - 14% - 11% - 37% - 33% BK.BL*	917 16% BO 22% BO 19% BO 36%	2209 6% 9% 15% 64% BN 7%	3184 6% 10% 16% BU 58% Q.BR.BS.BT.BU.B 10% BQ	39 20% BP.BU* 28% BP.BT.BU* 18% BU* 35% BS*	116 11% BP* 17% * 28% BP.BS.BU 37% BS.BT* 6%
Base: All US Adults Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable Prefer not to say Net: Comfortable Net: Uncomfortable Net: Uncomfortable Very uncomfortable Somewhat uncomfortable Very comfortable Somewhat comfortable Very uncomfortable Somewhat uncomfortable Very uncomfortable	966 4% 5% 8% 78% BD.BF.BG.BJ 5%	52 7% - 19% BE.BI* 24% BE.BJ* 45% - 5% - 26% BE.BI*	32 9% * 26% BE.BI.BJ* 23% BE* 38% * 4% BE.BI.BJ*	11 1196 	34 3% * 4% * 11% * 69% BD.BF.BG.BJ* 13% BD.BE* 7% * 80%	1598 9% BE 11% BE 15% BE 46% 19% BD.BE.BF.BG 20% BE.BI	2493 8% 12% 16% 58% BLBM 7%	1042 10% 11% 15% 44% 20% BK	186 5% - 14% - 11% - 37% - 33% BK.BL*	917 16% BO 22% BO 19% BO 36%	2209 6% 9% 15% 64% BN 7%	3184 6% 10% 16% BU 58% Q.BR.BS.BT.BU.B 10% BQ	39 20% BP.BU* 28% BP.BT.BU* 18% BU* 35% BS*	116 11% BP* 17% * 28% BP.BS.BU 37% BS.BT* 6%
Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable Very uncomfortable Prefer not to say Net: Comfortable Net: Uncomfortable Net: Uncomfortable Somewhat into a sategory) Unweighted base Base: All US Adults Very comfortable Somewhat uncomfortable Somewhat uncomfortable Very uncomfortable	5% 8% 78% BD.BF.BG.BJ 5% 9%	19% BE.BI* 24% BE.EJ* 45% - 5% - 26% BE.BI*	26% BE.BI.BJ* 23% BE* 38% 4% 5 BE*	4% 4% 13% 68% 5% 14% 81%	4% 11% 69% BD.BF.BG.BJ* 13% BD.BE* 7% 80%	BE 11% BE 15% BE 46% 19% BD.BE.BF.BG 20% BE.BI	12% 16% 58% BL.BM 7%	11% 15% 44% 20% BK	14% 11% 37% 33% BK.BL*	BO 22% BO 19% BO 36%	9% 15% 64% BN 7%	6% 10% 16% BU 58% Q.BR.BS.BT.BU.B 10% BQ	BP.BU* 28% BP.BT.BU* 18% BU* 35% BS* - *	11% BP* 17% * 28% BP.BS.BU' 37% BS.BT* 6%
Somewhat uncomfortable Very uncomfortable Prefer not to say Net: Comfortable Net: Uncomfortable Output Net: Uncomfortable Somewhat uncomfortable Base: All US Adults Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable	8% 78% BD.BF.BG.BJ 5% 9%	19% BE.BI* 24% BE.BJ* 45% * 5% * 26% BE.BI*	26% BE.BI.BJ* 23% BE* 38% 4% 58% BE.BI.BJ*	4%	4% 11% 69% BD.BF.BG.BJ* 13% BD.BE* 7% 80%	11% BE 15% BE 46% 19% BD.BE.BF.BG 20% BE.BI	16% 58% BL.BM 7%	15% 44% 20% BK	14% * 11% * 37% * 33% BK.BL*	22% BO 19% BO 36%	15% 64% BN 7%	16% BU 58% Q.BR.BS.BT.BU.B 10% BQ	28% BP.BT.BU* 18% BU* 35% BS* -	17% * 28% BP.BS.BU* 37% BS.BT* 6%
Somewhat uncomfortable Very uncomfortable Very uncomfortable Prefer not to say 12% Net: Comfortable Net: Uncomfortable Somewhat uncomfortable 16% 16% 12% Net: Comfortable 12% Net: Uncomfortable 16% 12% Net: Comfortable 12% Net: Uncomfortable 16% 12% 12% 12% 12% 12% 12% 12%	8% 78% BD.BF.BG.BJ 5% 9%	BE.BI* 24% BE.BJ* 45% * 5% * 26% BE.BI*	BE.BI.BJ* 23% BE* 38% 4 4% 56% BE.BI.BJ*	13% 68% 5% 14% 81%	* 11%	BE 15% BE 46% 19% BD.BE.BF.BG 20% BE.BI	16% 58% BL.BM 7%	15% 44% 20% BK	* 11% * 37% * 33% BK.BL*	BO 19% BO 36%	15% 64% BN 7%	16% BU 58% Q.BR.BS.BT.BU.B 10% BQ	BP.BT.BU* 18% BU* 35% BS* - *	28% BP.BS.BU* 37% BS.BT* 6%
Very uncomfortable Prefer not to say 12% Net: Comfortable 20% Net: Uncomfortable to people who's gender expression does not fit neatly into a category) Unweighted base Base: All US Adults Very comfortable 9% Somewhat uncomfortable 20% Very uncomfortable Very uncomfortable Very uncomfortable Prefer not to say 14%	78% BD.BF.BG.BJ 5% 9% 86%	24% BE.BJ* 45% * 5% * 26% BE.BI*	23% BE* 38% * 4% * 36% BE.BI.BJ*	13% 68% 5% 14% 81%	* 69% BD.BF.BG.BJ* 13% BD.BE* 7% * 80%	15% BE 46% 19% BD.BE.BF.BG 20% BE.BI	58% BL:BM 7%	44% 20% BK	* 37% * 33% BK.BL*	19% BO 36% 7%	64% BN 7%	BU 58% Q.BR.BS.BT.BU.B 10% BQ	18% BU* 35% BS* - *	BP.BS.BU* 37% BS.BT* 6%
Very uncomfortable Prefer not to say 12% Net: Comfortable 20% Net: Uncomfortable to people who's gender expression does not fit neatly into a category) Unweighted base Base: All US Adults Very comfortable 9% Somewhat uncomfortable 20% Very uncomfortable Very uncomfortable Very uncomfortable Prefer not to say 14%	78% BD.BF.BG.BJ 5% 9% 86%	BE.BJ* 45% * 5% * 26% BE.BI*	BE* 38% * 4% * 36% BE.BI.BJ*	5% ++ 14% ++ 81%	* 69% BD.BF.BG.BJ* 13% BD.BE* 7% * 80%	BE 46% 19% BD.BE.BF.BG 20% BE.BI	58% BL:BM 7%	44% 20% BK	* 37% * 33% BK.BL*	BO 36% 7%	64% BN 7%	BU 58% Q.BR.BS.BT.BU.B 10% BQ	BU* 35% BS* - *	BP.BS.BU* 37% BS.BT* 6%
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 Base: All US Adults Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable Prefer not to say 12% 14%	BD.BF.BG.BJ 5% 9% 86%	* 5% * 26% BE.BI*	* 4% * 36% BE.BI.BJ*	5% ** 14% ** 81%	BD.BF.BG.BJ* 13% BD.BE* 7% * 80%	19% BD.BE.BF.BG 20% BE.BI	BL.BM 7%	20% BK	* 33% BK.BL*	7%	BN 7%	Q.BR.BS.BT.BU.B 10% BQ	BS* - *	BS.BT*
Net: Comfortable Net: Uncomfortable Net: Uncomfortable 100	5% 9% 86%	5% * 26% BE.BI*	* 36% BE.BI.BJ*	5% ** 14% ** 81%	13% BD.BE* 7% * 80%	BD.BE.BF.BG 20% BE.BI	7%	BK	BK.BL*		7%	10% BQ	*	6%
Net: Comfortable Net: Uncomfortable Net: Uncomfortable 100	9% 86%	* 26% BE.BI*	* 36% BE.BI.BJ*	** 14% ** 81%	BD.BE* 7% * 80%	BD.BE.BF.BG 20% BE.BI		BK	BK.BL*			BQ	*	
Net: Uncomfortable PRL_Q14_3. Gender non-conforming (i.e., a broad term referring o people who's gender expression does not fit neatly into a attegory) Unweighted base Base: All US Adults Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable Prefer not to say 14%	86%	BE.BI*	BE.BI.BJ*	** 81%	* 80%	BE.BI	19%	21%	18%	38%				*
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 Base: All US Adults Very comfortable Somewhat comfortable Very uncomfortable Very uncomfortable Very uncomfortable Prefer not to say 14%				81%							14%	17%	48%	28% BP*
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 Base: All US Adults 3721 Very comfortable Somewhat comfortable 14% Somewhat uncomfortable 20% Very uncomfortable 42% Prefer not to say 14%		*	*				74%	60%	48%	BO 55%	79%	74%	BP.BR.BU.BV* 52%	66%
o people who's gender expression does not fit neatly into a attegory) Unweighted base Base: All US Adults Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable 42% Prefer not to say 14%							BL.BM	55,0	*	5570	BN	BQ.BS.BT.BU.BV		BS.BT.BU*
Base: All US Adults Very comfortable 9% Somewhat comfortable 14% Somewhat uncomfortable 20% Very uncomfortable 42% Prefer not to say 14%														
Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable 42% Prefer not to say 14%	1126	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Somewhat comfortable Somewhat uncomfortable Very uncomfortable 42% Prefer not to say 14%	966	52	32	11	34	1598	2493	1042	186	917	2209	3184	39	116
Somewhat uncomfortable 20% Very uncomfortable 42% Prefer not to say 14%	5%	9%	15% BE*	12%	7%	10% BE	9%	11%	8%	19% BO	6%	7%	29% BP.BU*	16% BP.BU*
Very uncomfortable 42% Prefer not to say 14%	7%	25%	35%	13%	8%	13%	15%	14%	11%	24%	12%	13%	34%	24%
Very uncomfortable 42% Prefer not to say 14%		BE.BI.BJ*	BE.BI.BJ*	**	*	BE			*	ВО			BP.BT.BU*	BP.BU*
Prefer not to say 14%	14%	26%	15%	12%	21%	18%	21%	18%	17%	22%	22%	20%	18%	35%
Prefer not to say 14%	66%	BE* 36%	30%	58%	46%	BE 36%	46%	35%	25%	27%	51%	46%	19%	BP.BS.BT.BU 18%
	BD.BF.BG.BI.B.		*	**	BD*	BD	BL.BM	3576	*	21 /0	BN	Q.BR.BS.BT.BU.B		BS*
Net: Comfortable 24%	8%	4% *	4% *	5% **	18% BD.BE.BF.BG*	23% BD.BE.BF.BG	9%	22% BK	39% BK.BL*	8%	10%	13% BQ.BV	-	7% *
	12%	33% BE.BI.BJ*	50% BE.BI.BJ*	25%	14%	23% BE	24%	25%	19%	43% BO	18%	21%	64% BP.BR.BU.BV*	40% BP.BU*
Net: Uncomfortable 62%	81%	62%	45%	70%	67%	54%	67%	53%	42%	49%	73%	67%	36%	54%
	BD.BF.BG.BI.B.			**	BG*		BL.BM		*		BN	Q.BR.BS.BT.BU.B	*	BS.BT.BU*
RL_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 Very comfortable 23%	966 33%	52 19%	32 25%	11 60%	34 36%	1598 21%	2493 24%	1042 20%	186 22%	917 19%	2209 26%	3184 24%	39 7%	116 15%
very comiortable 23%	BD.BF.BJ	19%	25%	60%	BD.BF.BJ*	21% BD	24%	20%	22% *	19%	26% BN	BQ.BR.BS.BV	/% *	15%
Somewhat comfortable 26%	36%	35% BD.BG.BJ*	15%	24%	24%	24% BD	27%	24%	21%	23%	29% BN	27% BS.BU	16%	26% BS*
Somewhat uncomfortable 22%	BD.BG.BJ		11%	12%	21%	22%	22%	24%	13%	24%	22%	22%	13%	26%
	BD.BG.BJ 19%	19%			2170				1070	2.70			*	BU*
Very uncomfortable 21%		19% * 20%	45%	4%	12%	18%	23%	BM 18%	* 13%	31%	18%	BU 20%	59%	30%

US_nat_internal Sample: 28th - 31st May 2019



		Sexual Orientation			
	Total	Bisexual	Other	Prefer not to say	Gay Men/Women
			*		BS.BU
ery 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.B	V
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.B\	/
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.E	SV.
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 What the world thinks		Ge	nder				Generation					Reg	jion		
What the World tilling	Total	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% G*	14% E.F.G	8% F.G	6%	3%	-	-	10%	8%	8%	10%	6%
Net: Comfortable	48%	51% B	46%	49%	42%	47%	53% D.E	63% D.E.F	-	-	45%	51% M	53% J.M	41%	49% Q
Net: Uncomfortable	43%	40%	46% A	42%	44% G	45% G	41%	35%	-	-	45% L	41%	39%	49% K.L	45% O
PRL_Q14_5. Atheist					Ü						-			IV.E	U
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%
very connoctable	2070	В	27/0	F.G*	F.G	F.G	2470	2170	**	**	K.L	2070	2470	K.L	0
Somewhat comfortable	17%	19% B	15%	11%	18%	17%	16%	14%	-	-	17%	20%	15%	16%	17%
Somewhat uncomfortable	15%	15%	16%	12%	14%	14%	16%	22% D.E.F	- **	-	14%	15%	17%	15%	15%
Very uncomfortable	29%	23%	34% A	26%	19%	29% D	35% D.E	38% D.E	-	-	22%	30% J.M	34% J.M	23%	30% P.Q
Prefer not to say	12%	12%	12%	10%	19% E.F.G	10% G	8%	5%	-	-	15% K.L	10%	10%	13%	8%
Net: Comfortable	44%	50%	39%	52%	49%	47%	40%	35%	-	-	49%	45%	39%	50%	47%
		В		G*	F.G	F.G			**	**	L	L		L	0
Net: Uncomfortable	44%	38%	49%	38%	33%	43%	52%	60%	- **	-	37%	45%	51%	37%	45%
			Α			D	C.D.E	C.D.E.F	**	**		J.M	J.K.M		P.Q
RL_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% B	14%	24%	16%	22% D.F.G	17%	16%	- **	**	20% M	16%	20% M	16%	18%
Somewhat comfortable	25%	25%	25%	22%	22%	26%	26%	29% D	-	-	26%	29% M	24%	22%	25%
Som ewhat uncomfortable	24%	23%	25%	19%	23%	22%	25%	30% D.E	- **	-	24%	23%	25%	24%	25% O
Very uncomfortable	20%	19%	22% A	19%	20%	17%	24% D.E	22%	- **	-	16%	21% J	19%	25% J.L	22% O.P
Prefer not to say	12%	12%	13%	16% F.G*	19% E.F.G	12% F.G	8% G	4%	-	-	14% K	11%	12%	13%	9%
Net: Comfortable	43%	47% B	40%	46%	39%	48% D.F	43%	45%	- **	-	46% M	45% M	44% M	37%	43% Q
Net: Uncomfortable	44%	41%	48% A	37%	43%	39%	49% D.E	52% D.E	- **	**	40%	44%	44%	49% J	48% O.P
RL_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%	B 28%	29%	D.F.G*	F.G 26%	D.F.G 26%	G 35%	27%	**	**	29%	33%	27%	J.K.L 27%	30%
	13%	12%	14%	20% *	10%		C.D.E.G 14%	26%	**	**	13%	L.M 14%	14%	11%	
Somewhat uncomfortable						12%	D	C.D.E.F	**	**					14%
Very uncomfortable	8%	8%	8%	3%	7%	5%	10% D.E	17% C.D.E.F	**	**	8%	7%	11% K.M	7%	9%
Prefer not to say	9%	8%	10%	7% *	14% E.F.G	7%	6%	4%	**	**	12% K.L	8%	8%	9%	7%
Net: Comfortable	70%	71%	68%	77% G*	68% G	75% D.F.G	70% G	53%	- **	-	68%	71%	68%	73% J.L	71% P

YouGov What the world thinks		F	tace			Educa	tion				Marita	l Status			Children
	Total	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%	15%	16%	13%	8%	4%	6%	7%	8%	6%	4%	13%	12%	7%
Net: Comfortable	48%	N 54%	N 45%	N 39%	S.T.U 51%	T 49%	45%	46%	53%	56%	45%	56%	V.X.Y 43%	V.X.Y 43%	52%
Total Common Massic	1070	P.Q	1070	3070	T	1070	1070	1070	X.Z.AA	*	1070	X.Z.AA	1070	1070	AC
Net: Uncomfortable	43%	33%	40%	45%	37%	44%	51%	49%	40%	36%	49%	40%	45%	45%	41%
D. 044 5 MI 14			0	0		R	R.S	R		*	V				
RL_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	28%	14%	26%	30%	21%	27%	39%	35%	25%	17%	27%	16%	33%	34%	25%
			0	0		R	R.S	R.S	Y	*	Y		V.W.X.Y	V.W.Y	
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%	43% O	47% O	37%	44% R	55% R.S	55% R.S	41% Y	38%	39%	32%	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%	36%	49% Z.AA	50% Z*	49% Z.AA	60% V.X.Z.AA	33%	34%	45%
RL_Q14_6. A member of the opposite political party		14.1.0			1.0	1.0			2.741		2.741	V.X.Z.JVX			
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%	15%	20% U	19% U	17%	13%	17%	20%	23% V.Z	16%	18%	23%	23% AC
Somewhat comfortable	25%	28% Q	23%	19%	24%	26%	26%	23%	27% Z	30%	25%	30% Z	22%	22%	27%
Somewhat uncomfortable	24%	17%	23% O	27% O	20%	25% R	27% R	33% R.S	26% X	25%	17%	28% X	23% X	23%	23%
Very uncomfortable	20%	14%	17%	18%	18%	21%	24% R	23% R	20%	20%	23%	18%	20%	19%	15%
Prefer not to say	12%	18% N	19% N	22% N	18% S.T.U	10% T	6%	8%	9%	6% *	12%	8%	18% V.W.X.Y	14%	12%
Net: Comfortable	43%	50% N.P.Q	40%	34%	44% U	44% U	43% U	36%	44% Z	49%	48% Z	46%	39%	45%	49% AC
Net: Uncomfortable	44%	32%	41% O	45% O	38%	45% R	51% R.S	56% R.S	47% X	45%	40%	46%	43%	41%	38%
L_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%	45% R	46% R	44% R	38% Y	30%	43% Y	27%	47% V.W.Y	44% Y	46% AC
Somewhat comfortable	29%	25%	26%	27%	27%	28%	31%	33%	31% Z.AA	33%	28%	32%	26%	22%	27%
Som ewhat uncomfortable	13%	12%	13%	9%	15% T	13%	10%	11%	15% Z	19% Z*	12%	18% Z	10%	11%	13%
Very uncomfortable	8%	7%	7%	6%	10% U	8%	8%	5%	9% Z	11%	11% Z	16% V.Z	5%	10% Z	7%
Prefer not to say	9%	13% N	15% N	15% N	13% S.T.U	7%	5%	7%	7%	7% *	7%	7%	12% V.X	13% V.X	8%
Net: Comfortable	70%	68%	65%	70%	62%	73% R	77% R	77% R	69% Y	63%	71% Y	58%	73% Y	66%	73%

YouGov What the world thinks		r the age of 18			Income				Type of Ar	ea 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% AF.AG	9% AF.AG	4%	4%	18% AD.AE.AF.AG	13% AJ.AK	7%	7%	5%	5%	5%	8% AM.AN	5%
Net: Comfortable	48%	48%	49%	48%	53% AG.AH	46%	44%	46%	49%	52% Al	38%	38%	69% AM.AO.AP.AQ	47% AM.AQ	52% AM.AQ*
Net: Uncomfortable	43%	43%	39%	43%	43%	50% AD.AE.AF.AH	39%	42%	44%	41%	57%	57% AN.AO.AP.AQ	26%	45% AN.AQ	44% 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%	24%	27%	30% AD.AH	35% AD.AE.AH	24%	30% AK	28% AK	22%	28%	42% AN.AO.AQ	14%	28% AN.AQ	35% AN.AQ*
Somewhat comfortable	17%	16%	14%	16%	18% AD	21% AD.AH	15%	16%	18% AK	13%	13%	16% AQ	16%	21% AM.AN.AQ	13%
Somewhat uncomfortable	15%	15%	13%	16%	17% AD	14%	16%	13%	16% Al	16%	11%	13%	16%	18% AM	13%
Very uncomfortable Prefer not to say	29% 12%	28%	33% AG.AH 17%	28%	29%	25%	24%	23% 17%	28% Al 9%	40% Al.AJ 9%	38% **	22% 7%	46% AM.AO.AP.AQ 8%	23%	31% AM* 9%
Net: Comfortable		45%	AE.AF.AG 37%	AF.AG 44%	48%	56%	AE.AF.AG 39%	AJ.AK 46%	47%	36%	10% ** 40%	58%	30%	AM 49%	9% * 48%
Net: Uncomfortable		43%	46%	AD 44%	AD.AH 46%	AD.AE.AF.AH	40%	AK 37%	AK 44%	56%	49%	AN.AO.AP.AQ 36%	63%	AN.AQ 41%	AN.AQ*
PRL_Q14_6. A member of the opposite political party	1170	1070	AG	1170	AG	30,0	1070	0.70	Al	Al.AJ	**	3070	AM.AO.AP.AQ	AM	*
Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults		2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
Very comfortable		17%	21%	19%	18%	18%	15%	20%	17%	20%	12%	18%	17%	21%	22%
Somewhat comfortable	25%	25%	AH 22%	26%	28%	28%	19%	20%	27%	26%	12% **	22%	29%	AQ 28%	22% *
Somewhat uncomfortable	24%	24%	21%	AH 23%	AD.AH 27%	AD.AH 29%	20%	22%	Al 26%	21%	** 42%	24%	AM.AQ 29%	AM.AQ 24%	17%
Very uncomfortable	20%	22%	18%	22%	AD.AH 21%	AD.AE.AH 21%	21%	19%	Al.AK 21%	21%	**	AQ 29%	AM.AO.AP.AQ 18%	AQ 16%	30%
Prefer not to say	12%	AB 12%	18%	11%	6%	4%	24%	18%	9%	11%	5%	AN.AO.AQ 7%	AQ 7%	AQ 12%	AN.AO.AQ 7%
Net: Comfortable	43%	42%	AE.AF.AG 43%	AF.AG 45%	46%	45%	AD.AE.AF.AG 34%	AJ.AK 41%	44%	46%	29%	39%	46%	AM.AN 48%	46%
Net: Uncomfortable	44%	46% AB	AH 39%	AH 44%	AH 48% AD.AH	AH 50% AD.AH	42%	41%	47% Al	43%	66%	54% AN.AO.AQ	AM.AQ 47% AO.AQ	AM.AQ 40% AQ	AQ* 47% AQ*
PDI 044 7 07 177		AB			AD.AH	AD.AH			Al			AN.AU.AQ	AU.AQ	AQ	AQ.
PRL_Q14_7. Of a different race	0704	2044	000	0.47	4070	C20	400	4000	4047	004	47	4004	040	4000	444
Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults Very comfortable	3721 41%	2970 40%	962 39%	656 41%	987 43% AH	581 44% AH	536 37%	1189 42%	1834 40%	681 40%	17 39% **	1195 49% AN.AO.AQ	919	1052 44% AN.AQ	58% AN.AO.AQ
Somewhat comfortable	29%	29%	25%	28%	32% AD.AH	34% AD.AH	24%	26%	30% Al	29%	14%	29% AQ	31% AQ	31% AQ	22%
Somewhat uncomfortable		13%	13%	14%	13%	12%	12%	13%	13%	13%	11%	11%	19% AM.AO.AQ	10%	14%
Very uncomfortable	8%	9%	10% AF.AG	9%	7%	7%	9%	6%	9% Al	12% Al	26%	6%	14% AM.AO.AP.AQ	8%	3%
Prefer not to say	9%	9%	12% AE.AF.AG	8% AF.AG	4%	4%	19% AD.AE.AF.AG	13% AJ.AK	7%	7%	10%	5%	7% AM	7% AM	3%
Net: Comfortable	70%	69%	64%	69% AH	76% AD.AE.AH	77% AD.AE.AH	60%	69%	71%	69%	53%	78% AN.AQ	61% AQ	75% AN.AQ	79% AN.AQ*

YOUGOV What the world thinks						Political \	Viewpoint					2012 Presi	dential Vote		
	Total	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 Clintor
Prefer not to say	9%	32% AM.AN.AO.AP	3%	6% AR	6% AR	5%	6% AR	31% :.AS.AT.AU.AV.AX	5% C AR	5% AR	5% BA	3%	4%	14% AZ.BA.BB	3%
Net: Comfortable	48%	36%	25%	31% AR.AX	49%	65% AR.AS.AT.AW.AX	78%	36%	28%	71% R.AS.AT.AU.AW.A	38%	70% AZ.BB.BC	48%	45% AZ	34%
Net: Uncomfortable	43%	32% AS	72% .AT.AU.AV.AW.AX	63% AT.AU.AV.AW.AY	44% AU.AV.AW.AY	30% AV.AY	16%	33% AV.AY	67% S.AT.AU.AV.AW.A	24% AV	57% BA.BC	26%	48% BA*	40% BA	62% BE.BF.BI.BJ
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% .AT.AU.AV.AW.AX	44%	25%	16%	12%	12%	54% AS.AT.AU.AV.AW.A	14%	41% BA.BB.BC	14%	28% BA*	24% BA	46% BE.BF.BI.BJ
Somewhat comfortable	17%	11%	15%	18% AV.AW	21% R.AU.AV.AW.AX.	16% AW	13%	11%	17% AV.AW	15%	19% BC	17%	17%	15%	18%
Somewhat uncomfortable	15%	12%	5%	13% AR.AX		21% (R.AS.AV.AW.AX.A		11% AR	9% AR	18% AR.AS.AV.AW.AX		20% AZ.BC	16%	15% AZ	13%
Very uncomfortable	29%	21%	9%	17% AR.AX	25% AR.AS.AX	41% AR.AS.AT.AW.AX				45% R.AS.AT.AU.AW.A		46% AZ.BC	35% AZ*	27% AZ	18%
Prefer not to say	12%	39% AM.AN.AO.AP	4% 82%	8% AR.AX	9% AR.AX 46%	6%	8% AR	40% :.AS.AT.AU.AV.AX		7% AR	8% BA	4%	4%	18% AZ.BA.BB	5% 64%
Net: Comfortable Net: Uncomfortable	44% 44%	27% AS 34%	82% .AT.AU.AV.AW.AX 14%	63% AT.AU.AV.AW.A\ 30%		32% AV.AW.AY 61%	25% 67%	23% 38%	71% AS.AT.AU.AV.AW.A 23%	29% AV.AW 64%	61% BA.BB.BC 31%	31%	45% BA* 51%	39% BA 43%	BE.BI.BJ 31%
PRL_Q14_6. A member of the opposite political party	4470	3470	1470	AR.AX		AR.AS.AT.AW.AX				AR.AS.AT.AW.AX		AZ.BB.BC	AZ*	AZ	0170
	0704	000	500	040	007	004	T-04	055	1107	1400	1.170		0.5	1101	1000
Unweighted base	3721	269 410	568 450	619	987	661 661	531 504	355 507	1187 1012	1192	1478 1220	903	85 66	1164 1532	1303
Base: All US Adults	3721			563						1165					1003
Very comfortable Somewhat comfortable	18% 25%	14%	12%	14% 23%	24% AR.AS.AV.AW.AX./ 33%	20% AR.AS.AX 31%	18% AR.AX 20%	15%	13%	19% AR.AS.AX 26%	18%	18%	22% * 28%	18%	14%
Somewhat connoctable	2576	2076	1470	AR.AX		R.AS.AV.AW.AX.A		AR	AR	AR.AV.AW.AX	24 /0	AZ	20/6	2576	22/6
Somewhat uncomfortable	24%	13%	25% AW	29% AT.AW	22% AW	27% AW	30% AT.AW	13%	27% AT.AW	28% AT.AW	25% BC	32% AZ.BC	25%	20%	27% BJ
Very uncomfortable	20%	9% AS	46% .AT.AU.AV.AW.AX	28%	11%	16% AT.AW	24% AT.AU.AW.AY	11%	36% AS.AT.AU.AV.AW.A	20%	27% BA.BC	19%	20%	17%	33% BE.BF.BI.BJ
Prefer not to say	12%	44% AM.AN.AO.AP	3%	7% AR.AX	10% AR.AU.AX.AY	6% AR	8% AR	43% :.AS.AT.AU.AV.AX	6% AR	7% AR	7% BA	4%	5%	21% AZ.BA.BB	4%
Net: Comfortable	43%	34%	25%	37% AR.AX		50% (R.AS.AV.AW.AX.A		34% AR	32% AR	45% AR.AS.AV.AW.AX		46% AZ	50%	43%	36%
Net: Uncomfortable	44%	22% AS	71% .AT.AU.AV.AW.AX	56% AT.AU.AW.AY	33% AW	43% AT.AW	54% AT.AU.AW.AY	23%	63% AS.AT.AU.AV.AW.A	48% AT.AU.AW	52% BC	50% BC	45%	37%	60% BE.BF.BI.BJ
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 Somewhat comfortable	41% 29%	29% AS 19%	63% .AT.AU.AV.AW.AX 23%	44% AU.AV.AW.AY 33%	42% AU.AV.AW.AY 31%	36% AW 30%	34% 27%	29% 24%	52% AS.AT.AU.AV.AW.A 28%	35% AW 29%	48% BA.BC 29%	34%	43% * 34%	39% BA 27%	50% BE.BJ 32%
Somewhat comfortable	13%	19%	8%	33% AR.AW.AX 13%	31% AR.AW 12%	30% AR 19%	17%	7%	28% AR 11%	29% AR 18%	12%	17%	34% * 7%	12%	32% BJ 10%
Very uncomfortable	8%	8%	3%	AR.AW 5%	AR.AW	AR.AS.AT.AW.AX		9%	AR.AW 4%	AR.AS.AT.AW.AX		AZ.BB.BC 14%	12%	8%	4%
Prefer not to say	9%	33%	2%	6%	AR.AX		AS.AT.AU.AW.AX		4%	AR.AS.AT.AU.AX		AZ.BC 4%	AZ*	AZ 14%	4%
Net: Comfortable	70%	AM.AN.AO.AP	86%	AR.AX 77%	AR.AX 73%	66%	AR 62%	:AS.AT.AU.AV.AX		AR 64%	BA 77%	65%	77%	AZ.BA.BB 66%	82%
Total Surficiency	. 370	1270	.AT.AU.AV.AW.AX			AW	AW		AS.AT.AU.AV.AW.A		BA.BC	1000	BA*	23,0	BE.BI.B

YouGov What the world thinks			20	16 Presidential Vo	ote			·	Voting Registrati	ion	Stonewall R	iots Familiarity			
	Total	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% BD.BE	5%	15% BK	31% BK.BL*	4%	5%	7%	5%	4%
Net: Comfortable	48%	69% BD.BF.BG.BJ	54% BD*	40% *	84%	61% BD.BJ*	45% BD	51% BL	44%	43%	41%	55% BN	51% BQ.BR.BS.BU.BV	22%	40% BS*
Net: Uncomfortable	43%	27%	39% BE*	56% BE.BI.BJ*	16%	32% *	40% BE	44% BM	42% BM	26%	55% BO	40%	42% BU	72% BP.BT.BU*	56% 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% BE*	61% BE.BF.BI.BJ*	8%	15% *	25% BE	30% BM	25%	17%	44% BO	24%	26% BU	47% BP.BU*	47% BP.BU*
Somewhat comfortable	17%	17%	24%	16% *	25%	10% *	16%	18%	15%	12%	20%	18%	17%	14%	23% BU*
Somewhat uncomfortable	15%	19% BD.BJ	16%	9% *	23%	18% *	15%	16%	14%	17%	13%	17% BN	16% BS.BU.BV	11%	8%
Very uncomfortable	29%	45% BD.BF.BG.BJ	23%	10%	45%	46% BD.BF.BG.BJ*	25% BD.BG	30% BL	25%	22%	17%	34% BN	31% BR.BS.BT.BU.BV	25% BS*	15%
Prefer not to say	12%	5%	5%	4%	**	11%	20% BD.BE.BF.BG	7%	20% BK	32% BK.BL*	6%	7%	10%	4%	6% *
Net: Comfortable	44%	31%	56% BE.BI.BJ*	77% BE.BF.BI.BJ*	33%	25%	40% BE.BI	47% BL.BM	40%	29%	64% BO	41%	43% BU	60% BP.BU*	70% BP.BT.BU
Net: Uncomfortable	44%	64% BD.BF.BG.BJ	39% BG*	19%	67%	64% BD.BF.BG.BJ*	40% BD.BG	46% BL	40%	40%	30%	52% BN	47% BR.BS.BT.BU.BV	36% BS*	24%
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% BD	30% BD.BE.BJ*	25%	13%	18%	19% BD	18% BM	22% BK.BM	6%	16%	19%	19% BS.BU	8%	14%
Somewhat comfortable	25% 24%	28% BD	41% BD.BE.BG.BJ*	18% *	39% ** 27%	26% *	25%	26%	23%	22% *	22%	29% BN	26% BS.BU	14%	25%
Somewhat uncomfortable		29% BF.BJ	17%	*	**	*		27% BL	19%	*	25%	26%	24%	30%	19%
Very uncomfortable Prefer not to say	20%	19% BF.BJ 4%	6% * 7%	26% BF.BJ* 4%	21%	13% * 17%	14%	24% BL.BM 6%	13%	14% *	31% BO 5%	18%	19%	46% BP.BU* 2%	34% BP.BU* 8%
Net: Comfortable	43%	48%	70%	47% *	52%	BD.BE*	BD.BE.BF.BG 44%	44%	25% BK 45%	BK.BL*	39%	BN 48%	46%	27% *	* 39%
Net: Uncomfortable	44%	BD 48%	BD.BE.BG.BI.BJ*	53%	48%	40%	BD 34%	BM 50%	BM 32%	* 33%	56%	BN 44%	BQ.BS.BT.BU.BV	* 76%	BU* 53%
PRL_Q14_7. Of a different race	1170	BF.BJ	*	BF.BJ*	**	*	3170	BL.BM	32,0	*	ВО	11,0		BP.BR.BS.BU.BV*	BU*
Unweighted base	2724	1100	95	58	22	60	1042	3141	491	89	1024	2200	3196	46	123
Base: All US Adults	3721 3721	1126 966	52	32	11	34	1598	2493	1042	186	917	2200	3184	39	116
Very comfortable	41%	32%	57% BE.BJ*	70% BD.BE.BJ*	45%	50% BE*	39% BE	43% BM	40% BM	21%	52% BO	40%	41% BU	47% BU*	50% BU*
Somewhat comfortable	29%	31% BJ	30%	21%	33%	19%	26%	31% BL	25%	24%	28%	31%	30% BU	22%	26%
Somewhat uncomfortable	13%	19% BD.BF.BG.BI.BJ	4% *	3% *	13%	7% *	12% BF	13%	12%	18%	10%	15% BN	13%	15%	12%
Very uncomfortable	8%	14% BD.BG.BJ	6% *	2%	4%	8%	8% BD	9%	8%	7% *	6%	9% BN	9% BS	14% BS*	9% BS*
Prefer not to say	9%	4%	4% *	4% *	5% **	17% BD.BE.BF*	15% BD.BE.BF	5%	15% BK	30% BK.BL*	4%	5%	7%	3% *	3% *
Net: Comfortable	70%	63%	87% BE.BI.BJ*	91% BE.BI.BJ*	78%	68% *	65%	74% BL.BM	65% BM	45% *	80% BO	70%	71% BU	69% BU*	76% BU*

US_nat_internal Sample: 28th - 31st May 2019



YouGov What the world thinks		Sexual Orientation	1		
	Total	Bisexual	Other	Prefer not to say	Gay Men/Womer
Prefer not to say	9%	11% BV	16% BP.BR.BV*	41% P.BQ.BR.BS.BT.BV	4%
Net: Comfortable	48%	20%	37% BS*	35% BS	36% BQ.BS
Net: Uncomfortable	43%	70% BP.BR.BT.BU	47% BU*	24%	60% 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%
very connortable	2076	BP.BT.BU	34% BU*	10%	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% BP.BQ.BR.BV*	47% P.BQ.BR.BS.BT.BV	6%
Net: Comfortable	44%	72% BP.BT.BU	51% BU*	29%	68% 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%		15%		22%
		17%	*	14%	
Somewhat uncomfortable	24%	28% BU	23%	17%	22%
Very uncomfortable	20%	29% BP.BU	34% BP.BU*	15%	37% BP.BU
Prefer not to say	12%	15% BQ.BV	14%	46% P.BQ.BR.BS.BT.BV	6%
Net: Comfortable	43%	28%	28%	23%	35% BQ.BU
Net: Uncomfortable	44%	57% BP.BU	57% BU*	32%	59% 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% BP.BU	40% BU*	23%	49% BU
Somewhat comfortable	29%	25%	27%	19%	25%
Somewhat uncomfortable	13%	10%	13%	9%	13%
Very uncomfortable	8%	-	9% BS*	5%	10% BS
Prefer not to say	9%	9% BV	10%	BS 44% P.BQ.BR.BS.BT.BV	3%
					74%
Net: Comfortable	70%	80%	68%	42%	



YouGov What the world thinks		Ge	nder				Generation					Reg	ion		
what the work thinks	Total	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%	22%	16%	17%	17%	24% D.E	43% C.D.E.F	-	-	21%	21%	24% M	18%	23% Q
RL_Q14_8. An adult who is significantly older than you (i.e.,							J.L	0.0.2.							
en+ 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%	23%	18%	-	**	18%	21%	23%	23%	21%
						C.D.F.G	C.D						J	J	
Somewhat comfortable	33%	33%	33%	23%	29%	34%	37%	36%	-	**	34%	36%	33%	29%	35%
						D	C.D	D				M			Q
Somewhat uncomfortable	23%	23%	23%	33%	24%	19%	22%	27%	**	**	21%	23%	22%	25%	24%
V	440/	440/	440/	E*	E	100/	100/	E			450/	440/	440/	400/	0
Very uncomfortable	14%	14%	14%	24% E.F*	16% F	13%	12%	16%	-	-	15%	14%	14%	13%	15% P
Profes and to a seri	9%	9%	9%	13%	15%	70/	6%	3%	-	-	12%	7%	7%	10%	6%
Prefer not to say	9%	9%	9%			7%	6%	3%	**	**		1%	1%	10%	6%
Net: Comfortable	55%	55%	55%	F.G* 31%	E.F.G 45%	G 62%	60%	54%			K.L 53%	56%	56%	52%	55%
Net: Comfortable	55%	55%	55%	31%	45% C	62% C.D.G	60% C.D	54% C.D	**	**	53%	30%	20%	52%	95% Q
Net: Uncomfortable	36%	36%	37%	57%	40%	32%	34%	43%		_	36%	36%	36%	38%	39%
Net. Oncomo table	3076	3076	37 /6	D.E.F*	E.F	32/0	3476	45 % E.F	**	**	3076	3076	3076	3076	0.P
tL_Q14_9. An adult who is significantly younger than you (i.e.,				D.L.I	Li			L.I							O.F
1+ 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%	13%	-	17%	26%	24%	18%	-	-	21%	22%	24%	23%	23%
10, 10, 10, 10, 10, 10, 10, 10, 10, 10,		В		**		D.G	D.G		**	**					
Somewhat comfortable	29%	33%	24%	-	25%	28%	31%	28%	-	-	26%	27%	29%	31%	30%
		В		**			D		**	**					0.Q
Somewhat uncomfortable	24%	18%	29%	-	25%	22%	24%	28%	-	_	24%	27%	23%	23%	25%
			A	**					**	**					0
Very uncomfortable	17%	9%	25%	-	19%	16%	16%	22%	-	-	19%	18%	18%	14%	17%
.,			A	**				E.F	**	**					
Prefer not to say	8%	7%	9%	-	14%	7%	5%	4%	-	-	10%	6%	6%	8%	5%
1				**	E.F.G	F			**	**	K.L				
Net: Comfortable	51%	66%	37%	-	42%	54%	55%	46%	-	-	47%	49%	53%	54%	53%
		В		**		D.G	D.G		**	**			J	J	0
Net: Uncomfortable	41%	27%	54%		45%	38%	40%	50%	_	-	43%	45%	40%	37%	42%
			A	**	E			E.F	**	**		М			Р
RL_Q15. In your opinion, to what extent appropriate or															
appropriate is it for heterosexual people to attend Pride events															
lebrating 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%	45%	24%	37%	46%	45%	37%	-	-	41%	42%	39%	46%	45%
			Α		С	C.D.G	C.D.G		**	**		.=		L	O.P
Somewhat appropriate	16%	15%	17%	23% G*	18% F.G	15%	14%	11%	**	**	18%	15%	15%	16%	16%
Somewhat inappropriate	8%	10%	6%	12%	10%	5%	8%	11%	-	-	8%	8%	8%	9%	8%
		В		E*	E.F			E	**	**					
Completely inappropriate	10%	13%	8%	9%	8%	9%	13%	17%	-	-	9%	9%	14%	7%	11%
2 single state of the state of		В					D.E	D.E	**	**			J.K.M	1	,
Don't know	24%	24%	24%	32%	27%	25%	20%	24%	-	-	24%	25%	24%	22%	21%
25111100				F*	F	F			**	**				-/	
Net: Appropriate	57%	53%	61%	47%	55%	61%	60%	48%	-	-	59%	57%	54%	62%	61%
propriate									**	**					0.P.Q
			A	*		C.D.G	G							L	

YouGov What the world thinks		R	ace			Educa	tion				Marita	al Status			Children un
	Total	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: Uncomfortable	21%	19%	20%	15%	25% S.T.U	20%	18%	16%	24% Z	30% Z*	22% Z	35% V.X.Z.AA	15%	21%	20%
PRL_Q14_8. An adult who is significantly older than you (i.e.,					0.1.0							V.A.Z.744			
ten+ years older) 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	22%	28%	21%	22%	23%	24%	19%	16%	22%	12%	24%	27%	19%	27%	25%
, i		N.P			U	T.U						W.Z		W.Z	AC
Somewhat comfortable	33%	34% Q	30%	25%	31%	33%	35%	38% R	35% Z.AA	46% Z.AA*	36% Z.AA	38% Z.AA	30%	23%	31%
Somewhat uncomfortable	23%	15%	23% O	23% O	21%	22%	26% R	24%	23%	21%	21%	20%	23%	25%	22%
Very uncomfortable	14%	11%	11%	16%	13%	13%	15%	16%	13%	13%	13%	12%	16%	13%	14%
Prefer not to say	9%	13% N	16% N	15% N	13% S.T.U	8% T	4%	6%	7%	7%	6%	4%	13% V.X.Y	11% Y	9%
Net: Comfortable	55%	61% N.P.Q	51%	46%	54%	57%	54%	54%	57% Z	59%	60% Z	65% Z.AA	49%	51%	56%
Net: Uncomfortable	36%	26%	33% O	39% O	34%	36%	41% R.S	40% R	36%	34%	34%	31%	39%	38%	36%
RL_Q14_9. An adult who is significantly younger than you (i.e.,			_												
Unweighted base	3121	373	418	161	1196	935	614	376	1700	62	392	172	655	140	731
Base: All US Adults	3080	404	313	194	1202	918	599	360	1616	70	394	189	668	143	667
Very comfortable	23%	22%	21%	27%	23%	24%	23%	20%	21%	30%	24%	23%	24%	32% V	23%
Somewhat comfortable	29%	22%	30% O.Q	19%	26%	30%	32% R	29%	29%	18%	31%	29%	29%	21%	28%
Somewhat uncomfortable	24%	19%	21%	22%	23%	23%	24%	28%	26% X	26%	17%	20%	24% X	19%	23%
Very uncomfortable	17%	25% N.P	13%	16%	18%	18%	16%	17%	17%	20%	20%	22%	16%	18%	18%
Prefer not to say	8%	12% N	14% N	16% N	11% S.T.U	6%	4%	6%	7%	7% *	8%	6%	8%	10%	8%
Net: Comfortable	51%	44%	52%	46%	48%	54% R	56% R	49%	50%	48%	55%	52%	53%	53%	51%
Net: Uncomfortable	41%	44% P	34%	38%	40%	41%	41%	45%	43%	46% *	37%	42%	39%	37%	41%
RL_Q15. In your opinion, to what extent appropriate or appropriate is it for heterosexual people to attend Pride events															
elebrating the LGBTQ+ community?	0704	140	535	200	4.404	4000	007	204	4705		200	470	4400	470	040
Unweighted base Base: All US Adults	3721 3721	449 491	535 420	228 283	1424 1466	1206 1213	697 668	394 374	1795 1707	68 78	398 403	179 199	1103 1148	178 186	810 751
Completely appropriate	42%	34%	32%	38%	33%	43%	51%	52%	40%	37%	47%	36%	41%	49%	40%
Somewhat appropriate	16%	14%	16%	16%	14%	R 17%	R.S 19%	R.S 14%	15%	25%	V.Y 14%	11%	18%	Y 15%	19%
Somewhat inappropriate	8%	8%	12%	8%	9%	7%	R 8%	8%	9%	Y*	5%	14%	7%	5%	AC 10%
Completely inappropriate	10%	12%	N 10%	7%	14%	10%	7%	7%	13%	12%	9%	X.Z.AA 13%	7%	8%	10%
Don't know	24%	Q 32%	31%	32%	S.T.U 30%	22%	15%	19%	Z 22%	18%	24%	Z 26%	27%	23%	21%
Net: Appropriate	57%	N 48%	N 48%	N 53%	S.T.U 47%	T 60%	70%	66%	55%	62%	62%	48%	V 59%	64%	59%
						R	R.S	R		*	V.Y		Y	Y	
Net: Inappropriate	19%	20%	22%	15%	22%	17%	15%	15%	22%	21%	14%	27%	14%	13%	20%

YouGov What the world thinks		r the age of 18			Income				Type of Are	ea 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
Net: Uncomfortable	21%	22%	23%	23%	20%	19%	21%	19%	22% Al	24% Al	36%	17%	32% AM.AO.AP.AQ	18%	17%
RL_Q14_8. An adult who is significantly older than you (i.e.,									7.4	7.4			741131034310		
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% AN.AQ	19%	23% AN	28% AN.AQ*
Somewhat comfortable	33%	34%	31% AH	33% AH	38% AD.AH	38% AD.AH	22%	31%	35% Al	33%	14%	35% AQ	38% AQ	34% AQ	29% AQ*
Somewhat uncomfortable	23%	23%	20%	23%	22%	26% AD	24%	22%	23%	23%	37%	24%	22%	23%	23%
Very uncomfortable	14%	14%	13%	14%	13%	14%	17% AD.AF	12%	15%	15%	25%	14%	15%	13%	15%
Prefer not to say	9%	9%	12% AE.AF.AG	8% AF.AG	5%	3%	17% AD.AE.AF.AG	13% AJ.AK	7%	8%	5% **	4%	6% AM	8% AM	6% *
Net: Comfortable	55%	55%	55% AH	54% AH	60% AE.AH	57% AH	42%	53%	56%	55%	33%	59% AQ	56% AQ	57% AQ	57% AQ*
Net: Uncomfortable	36%	37%	32%	38%	35%	39% AD	41% AD	34%	37%	38%	62%	38%	38%	36%	38%
L_Q14_9. An adult who is significantly younger than you (i.e.,															
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% AE.AH	20%	25%	23%	20%	17%	24% AQ	22% AQ	25% AQ	32% AQ*
Somewhat comfortable	29%	29%	25%	30% AH	32% AD.AH	31% AH	23%	29%	29%	25%	22%	29% AQ	30% AQ	30% AQ	23%
Somewhat uncomfortable	24%	24%	21%	23%	26%	24%	26%	20%	24%	28% Al	35%	26%	23%	24%	22%
Very uncomfortable	17%	17%	20%	19%	16%	15%	18%	15%	18%	20%	20%	17%	18%	16%	16%
Prefer not to say	8%	7%	11% AF.AG	8% AF.AG	4%	3%	14% AE.AF.AG	10% AJ	6%	7%	7%	4%	5%	6%	8%
Net: Comfortable	51%	52%	49%	50% AH	55% AD.AH	58% AD.AE.AH	42%	54% AK	52% AK	45%	38%	53% AQ	53% AQ	54% AQ	54% AQ*
Net: Uncomfortable	41%	41%	40%	42%	41%	39%	44%	36%	42% Al	47% Al.AJ	54%	43%	42%	40%	38%
L_Q15. In your opinion, to what extent appropriate or ppropriate is it for heterosexual people to attend Pride events															
ebrating the LGBTQ+ community?	0704	2911	882	647	1070	632	490	4000	1817	664	17	1364	942	1002	144
Unweighted base	3721							1223							
Base: All US Adults Completely appropriate	3721 42%	2970 42%	962 38%	656 36%	987 45% AD.AE.AH	581 54% AD.AE.AF.AH	536 34%	1189 42% AK	1834 44% AK	681 34%	17 38% **	1195 55% AN.AO.AP.AQ	919 29% AQ	1052 45% AN.AQ	144 38% AN.AQ*
Somewhat appropriate	16%	15%	16%	16%	18% AH	16%	12%	16%	16%	15%	- **	19% AN.AO.AQ	15% AQ	15% AQ	16% *
Somewhat inappropriate	8%	8%	8%	10% AH	8%	8%	6%	8%	8%	8%	23%	6%	13% AM.AO.AP.AQ	7%	3% *
Completely inappropriate	10%	11%	10%	12% AG	11%	8%	10%	9%	10%	14% Al.AJ	12%	6%	19% AM.AO.AQ	9% AM	11% AM*
Don't know	24%	25%	27% AF.AG	25% AF.AG	18% AG	14%	38% AD.AE.AF.AG	25%	22%	28% AJ	27%	14%	24% AM	23% AM	31% AM*
Net: Appropriate	57%	57%	54% AH	52%	63% AD.AE.AH	69% AD.AE.AF.AH	46%	58% AK	60% AK	50%	38%	74% AN.AO.AP.AQ	44% AQ	61% AN.AQ	55% AN.AQ*
Net: Inappropriate	19%	18%	19%	23%	18%	17%	16%	17%	18%	23%	35%	12%	32%	16%	14%

YouGov What the world thinks						Political \	Viewpoint					2012 Presi	dential Vote		
That is a said in the	Total	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% AS.	30% AT.AU.AV.AW.AX.	19% AY	20%	24%	21%	18%	24% AS.AW	23%	24%	21%	15%	21%	23%
Somewhat comfortable	33%	17%	33% AW	35% AW	37% AV.AW	35% AW	30% AW	23%	34% AW	33% AW	36% BC	37% BC	41% BC*	29%	37% BJ
Somewhat uncomfortable	23%	18%	21% AW	27% AR.AW	23% AW	24% AW	24% AW	15%	24% AR.AW	24% AW	23%	24%	20%	22%	25% BJ
Very uncomfortable	14%	14%	13%	13%	13%	14%	18% AS.AT.AX	14%	13%	15%	12%	15% AZ	20% AZ*	15% AZ	11%
Prefer not to say	9%	33% AM.AN.AO.AP	2%	6% AR.AX	7% AR.AU.AX	3%	7%	31% :.AS.AT.AU.AV.AX	4% AR	5% AR.AU	6% BA	3%	3%	14% AZ.BA.BB	3%
Net: Comfortable	55%	35%	63% AS.AV.AW.AX.AY	54% AW	57% AW	59% AV.AW.AY	52% AW	41%	58% AS.AV.AW	56% AV.AW	60% BC	58% BC	56%	49%	60% BJ
Net: Uncomfortable	36%	32%	35%	40% AW	36% AW	38% AW	41% AR.AW	29%	38% AW	39% AW	34%	39% AZ	40%	37%	36%
PRL_Q14_9. An adult who is significantly younger than you (i.e., en+ years younger)				Avv	AW	AW	AKAW		AVV	AW		, AZ			
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% AW	22% AW	23% AW	24% AW	27% AW	13%	24% AW	25% AW	24%	24%	17%	22%	22%
Somewhat comfortable	29%	19%	29% AW	32% AW	32% AW	30% AW	27% AW	16%	31% AW	29% AW	30% BC	32% BC	33%	24%	32% 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% AM.AN.AO.AP	2%	4%	7% AR.AU.AX.AY	3%	5% AR	28% .AS.AT.AU.AV.AX	3% AR	4% AR	5%	3%	5%	13% AZ.BA	3%
Net: Comfortable	51%	31%	56% AW	54% AW	54% AW	54% AW	54% AW	30%	55% AW	54% AW	54% BC	56% BC	50%	46%	54% 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 nappropriate is it for heterosexual people to attend Pride events															
elebrating 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%		67% AT.AU.AV.AW.AX			31% AV.AW.AY	23%		62% S.AT.AU.AV.AW.A	27% AV	59% BA.BC	33%	48% BA.BC*	33%	63% BE.BI.BJ
Somewhat appropriate	16%	9%	17% AV.AW	21% AV.AW.AY	17% AV.AW	18% AV.AW.AY	10%	11%	19% AV.AW.AY	14% AV	17%	14%	16%	16%	20% BE.BJ
Somewhat inappropriate	8%	7%	5%	6%	9% AR.AS.AW.AX	12% AR.AS.AW.AX	10% AR.AS.AW.AX	5%	5%	11% AR.AS.AW.AX	6%	10% AZ	4%	9% AZ	4%
Completely inappropriate	10%	10% AM	4%	4%	6% AX		30% (AS.AT.AU.AW.AX			22% R.AS.AT.AU.AW.A		18% AZ.BC	13% AZ*	11% AZ	3%
Don't know	24%	52% AM.AN.AO.AP	7%	12% AR.AX	22% AR.AS.AX	24% AR.AS.AX		52% AS.AT.AU.AV.AX		26% AR.AS.AX	13%	24% AZ	19%	33% AZ.BA.BB	10%
Net: Appropriate	57%	31% AS.	85% AT.AU.AV.AW.AX	78% AT.AU.AV.AW.AY	63% AU.AV.AW.AY	49% AV.AW.AY	32%	35% A	81% S.AT.AU.AV.AW.A	42% AV.AW	76% BA.BB.BC	47%	64% BA.BC*	48%	83% BE.BI.BJ
Net: Inappropriate	19%	17%	9%	9%	15%	27%	40%	13%	9%	32%	11%	29%	17%	19%	7%

YOUGOV What the world thinks			20	16 Presidential V	ote .			V	oting Registrat	ion	Stonewall R	iots Familiarity			
That the field dilling	Total	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% BD.BF.BG.BI.BJ	10%	4%	17%	15%	20% BD.BF.BG	22%	20%	24%	16%	25% BN	22% BS.BU	28% BS*	21% BS*
RL_Q14_8. An adult who is significantly older than you (i.e.,		DD.DI .DO.DI.DO					DD.DI .DO					DIV	50.50	20	
en+ 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% BM	23% BM	8%	25% BO	21%	22% BU	24%	26% BU*
Somewhat comfortable	33%	37% BJ	35%	39%	14%	37%	28%	36% BL	26%	31%	34%	36%	34% BU	26%	37% BU*
Somewhat uncomfortable	23%	24%	25%	19%	41%	16%	20%	23%	21%	20%	24%	24%	23%	30% BU*	26%
Very uncomfortable	14%	14%	18%	13%	29%	17%	15%	14%	15%	9%	12%	15%	15%	19%	9%
Prefer not to say	9%	BD 4%	3%	4%	-	7%	BD 15%	4%	15%	33%	4%	5%	BS.BU 7%	BU*	2%
Net: Comfortable	55%	58%	54%	* 64%	29%	* 60%	BD.BE.BF 50%	58%	BK 49%	BK.BL* 38%	59%	57%	BV 56%	50%	64%
Net: Uncomfortable	36%	BJ 38%	43%	* 32%	71%	* 32%	35%	BL.BM 37%	36%	* 29%	37%	39%	BU 37%	BU* 50%	BU* 34%
	5070	3070	*	*	**	*	3570	31 70	3070	*	37 70	3370	BU	BU*	BU*
L_Q14_9. An adult who is significantly younger than you (i.e., + 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	1890	2710	30	92
Very comfortable	23%	26% BD.BJ	20%	17%	28%	15%	22%	23% BM	23% BM	10%	32% BO	21%	22%	15%	46% BP.BU.B\
Somewhat comfortable	29%	29%	46% BD.BE.BJ*	39%	19%	32%	25%	30%	26%	20%	30%	30%	30% BU	27%	23%
Somewhat uncomfortable	24%	25%	16%	20%	34%	27%	22%	25%	21%	27%	22%	25%	24% BU	22%	19%
Very uncomfortable	17%	17%	16%	20%	18%	19%	18%	18%	16%	15%	14%	19%	18%	36%	12%
Prefer not to say	8%	4%	1%	* 4%	-	* 7%	14%	4%	14%	28%	3%	BN 4%	6%	-	
Net: Comfortable	51%	55%	* 66%	* 56%	48%	* 47%	BD.BE.BF 47%	53%	BK 49%	BK.BL* 30%	62%	51%	BR.BV 52%	42%	69%
		BJ	BJ*	*	**	*		BM	BM	*	во		BU	**	BP.BU.B\
Net: Uncomfortable	41%	41%	33%	40% *	52%	45% *	40%	42%	37%	42% *	36%	44% BN	42% BU	58%	31%
L_Q15. In your opinion, to what extent appropriate or ppropriate is it for heterosexual people to attend Pride events															
ebrating 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% BE.BI.BJ*	76% BE.BI.BJ*	35%	28%	34% BE	46% BL.BM	33%	23%	54% BO	41%	41% BU	72% BP.BT.BU*	70% BP.BS.BT.E
Somewhat appropriate	16%	14%	16%	13%	9%	12%	14%	17% BM	15%	8%	19%	16%	16%	12%	15%
Somewhat inappropriate	8%	12% BD.BJ	5%	2%	10%	13% BD*	8% BD	7%	10% BK	6%	11% BO	7%	8%	14% BR.BV*	4%
Completely inappropriate	10%	20%	5%	1%	19%	16%	9%	11%	10%	10%	7%	13%	11%	2%	4%
Don't know	24%	BD.BF.BG.BJ 24%	13%	8%	26%	BD.BG* 31%	BD 33%	19%	32%	52%	9%	BN 23%	BR.BS.BU.BV 23%	-	7%
Net: Appropriate	57%	BD.BF.BG 44%	76%	* 89%	44%	BD.BF.BG* 41%	BD.BE.BF.BG 49%	63%	BK 48%	BK.BL* 32%	73%	BN 57%	BQ.BR.BS.BV 57%	* 84%	* 85%
			BE.BI.BJ*	BE.BI.BJ*	**	*		BL.BM	BM	*	во		BU	BP.BT.BU*	BP.BT.BU
Net: Inappropriate	19%	32%	11%	3%	30%	28%	18%	18%	20%	16%	18%	20%	20%	16%	8%

US_nat_internal Sample: 28th - 31st May 2019



		Sexual Orientation	ı		
	Total	Bisexual	Other	Prefer not to say	Gay Men/Women
Net: Uncomfortable	21%	10%	23%	14%	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.B	V
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*	**	*	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%
		BU*	**		BP.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.BU	BU*		BP.BS.BT.BU
Somewhat appropriate	16%	21%	16%	12%	14%
			*		
Somewhat inappropriate	8%	6%	14%	5%	6%
			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.B	V
Net: Appropriate	57%	76%	54%	33%	85%
		BP.BT.BU	BU*		BP.BT.BU
Net: Inappropriate	19%	9%	19%	10%	10%

US_nat_internal Sample: 28th - 31st May 2019

YouGov° What the world thinks		Ge	nder				Generation					Reç	jion		
What the world district	Total	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
		В					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%
- ···		В					D.E	D.E				J	J.M		0.Q
Don't know	22%	22%	22%	22%	26% F.G	23%	19%	17%	**	**	25% M	21%	22%	20%	19%
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% D	80% D	81% D	- **	-	78%	79%	77%	76%	81% O.P.Q
They should not learn about this	11%	13%	9%	14%	12%	8%	12%	11%	-	-	11%	9%	11%	13%	10%
They should not learn about this	1176	В	576	*	E	076	E	1176	**	**	1170	976	1176	K	1076
Don't know	12%	12%	12%	12%	17% E.F.G	12% F	8%	8%	-	-	11%	12%	12%	12%	9%
PRL Q16 3. Sexual health (e.g., STD protection, birth control,					E.F.G	F									
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%
,			Α	*		G	G		**	**	K.L				Р
They should not learn about this	21%	25% B	17%	23%	17%	18%	24% D.E	30% D.E.F	-	-	17%	23%	22% J	21%	21%
5 ***	4.40/		4.40/		400/	4.40/					440/	J		440/	4001
Don't know	14%	14%	14%	14%	19% E.F	14% F	11%	13%	**	**	14%	14%	15%	14%	12%

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/XY/Z/AA, AB/AC, AD/AE/AF/AG/AH, Al/AJ/AK/AL, AM/AN/AO/AP/AQ, AR/AS/AT/AUJAV/AW/AX/AY, AZ/BA/BB/BC, BD/BE/BF/B

US_nat_internal Sample: 28th - 31st May 2019

YouGov ^o What the world thinks		R	Race		Education						Marita	l Status			Children ur
	Total	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% R.S	55% R.S	42%	36%	49% V	42%	49% V	58% V.W.Y	43%
They should not learn about this	33%	26%	31%	26%	32%	35% T.U	30%	29%	39% Z.AA	36%	33% Z	32% Z	24%	24%	36%
Don't know	22%	31% N	27% N	23%	28% S.T.U	20% T	16%	16%	19%	27%	18%	25%	27% V.X.AA	18%	21%
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% R	85% R.S	80% R	77%	70%	84% V.W.Y.Z	74%	76%	83%	77%
They should not learn about this	11%	11%	15% N	13%	11%	11%	8%	12%	13% Z.AA	11%	9%	18% X.Z.AA	8%	4%	12%
Don't know	12%	17% N	19% N	18% N	16% S.T.U	10% T	7%	8%	10%	19% V.X.Y*	7%	7%	16% V.X.Y	13%	11%
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% R	73% R.S	68% R	62%	55%	73% V.W.Y.Z	63%	66% V	74% V.W	65%
They should not learn about this	21%	18%	20%	21%	22% T	21%	17%	19%	25% X.Z.AA	35% X.Z.AA*	17%	26% X.Z.AA	15%	11%	21%
Don't know	14%	18% N	20% N	18% N	18% S.T.U	13%	10%	13%	13%	9%	10%	11%	18% V.X.Y	16%	14%

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

US_nat_internal Sample: 28th - 31st May 2019



YouGov° What the world thinks		r the age of 18			Income				Type of Ar	ea 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
				AG.AH			-			Al.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% AE.AH	41%	47% AE.AH	51% AE.AH	38%	51% AJ.AK	46% AK	36%	52%	69% AN.AO.AP.AQ	26%	44% AN.AQ	44% AN.AQ*
They should not learn about this	33%	32%	27%	34%	36%	36%	31%	27%	34%	40%	22%	16%	57%	33%	38%
				AD	AD	AD			Al	Al.AJ	**		AM.AO.AP.AQ	AM.AQ	AM.AQ*
Don't know	22%	22%	25% AF.AG	25% AF.AG	17%	13%	32% AD.AE.AF.AG	23%	20%	24%	26%	15%	17%	23% AM.AN	17%
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% AH	76% AH	82% AD.AE.AH	83% AD.AE.AH	69%	76%	80% Al.AK	74%	60%	87% AN.AO.AP.AQ	74% AQ	78% AQ	72% AQ*
They should not learn about this	11%	11%	10%	12%	11%	11%	10%	10%	10%	14% AJ	24%	7%	17% AM.AO.AQ	11% AM	16% AM.AQ*
Don't know	12%	12%	15% AF.AG	11% AF.AG	7%	6%	21% AD.AE.AF.AG	14% AJ	10%	12%	17%	6%	10% AM	11% AM	12% AM*
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% AH	63% AH	68% AH	69% AE.AH	56%	68% AK	65% AK	59%	56%	84% AN.AO.AP.AQ	49%	64% AN.AQ	57% *
They should not learn about this	21%	21%	17%	24% AD	22% AD	22%	20%	17%	21% Al	26% Al.AJ	27%	9%	38% AM.AO.AQ	21% AM.AQ	31% AM.AO.AQ*
Don't know	14%	14%	17% AF.AG	13% AG	10%	9%	24% AD.AE.AF.AG	15%	13%	15%	17%	7%	13% AM	15% AM	11%

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YouGov						Political	Viewpoint					2012 Presi	dential Vote		
What the world thinks	Total	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 Clintor
-					AR.AS.AX	AR AS AT AW A	X AS.AT.AU.AW.AX	΄ ΔΥ	Δ	R.AS.AT.AU.AW.A	1 Y	AZ.BB.BC		AZ	
Should students learn about each of the following topics in					ACAOSOC	7413703713747370	CHOSTI HOSTWIST			11,70,711,70,7117,7	•	AZ.BB.BC		, , ,	
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	X AS.AT.AU.AW.AX	AR.AX	AR	R.AS.AT.AU.AW.A	X	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	K 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	YA.WA.VA			AS.AT.AU.AV.AW.A		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		X AS.AT.AU.AW.AX			R.AS.AT.AU.AW.A		AZ.BC	AZ.BC*	AZ	
Don't know	12%	36%	2%	9%	9%	9%	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	K 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%
V				AT.AU.AV.AW.AY	AU.AV.AW.AY	AV.AY			S.AT.AU.AV.AW.A		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		X AS.AT.AU.AW.AX			R.AS.AT.AU.AW.A		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.AX		AZ	*	AZ.BA	

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YouGov What the world thinks			20	16 Presidential V	ote			,	oting Registration	on	Stonewall Ri	ots Familiarity			5
	Total	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% BE.BJ*	72% BE.BI.BJ*	29%	41% BE*	41% BE	49% BL.BM	39%	34%	67% BO	40%	43% BU	76% BP.BU*	80% BP.BT.BU*
They should not learn about this	33%	62% BD.BF.BG.BI.BJ	27% BD.BG*	11%	53%	36% BD.BG*	29% BD.BG	34% BM	31%	21%	24%	39% BN	35% Q.BR.BS.BT.BU.B	15%	5% *
Don't know	22%	16%	14%	18%	17%	23%	30% BD.BE.BF	17%	30% BK	45% BK.BL*	9%	20% BN	21% BV	9% *	15%
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% BI.BJ	86% BE.BI.BJ*	97% BE.BI.BJ*	65%	56%	70%	83% BL.BM	69% BM	48%	84% BO	80%	78% BU	84% BU*	89% BP.BT.BU*
They should not learn about this	11%	18% BD.BG.BJ	11% BD*	2%	31%	29% BD.BF.BG.BJ*	11% BD	10%	12%	14%	11%	12%	11% BR	10%	5% *
Don't know	12%	8% BD	3%	1%	4%	15% BD.BF.BG*	19% BD.BE.BF.BG	7%	18% BK	38% BK.BL*	5%	8% BN	10%	6% *	6% *
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% BE*	89% BE.BF.BI.BJ*	41%	51% *	61% BE	68% BL.BM	61% BM	45%	79% BO	64%	65% BU	84% BP.BU*	85% BP.BU*
They should not learn about this	21%	42% BD.BF.BG.BJ	19% BD*	5% *	53%	32% BD.BG.BJ*	18% BD.BG	22% BL	17%	18%	15%	24% BN	22% BR.BS.BV	10%	10%
Don't know	14%	11% BD	11%	6% *	6% **	17% BD*	21% BD.BE.BG	10%	22% BK	37% BK.BL*	6%	11% BN	13% BR.BV	6% *	6%

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	Sexual Orientation	1		
Total	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%	61%	29%	79%
		BP.BU	BP.BU*		BP.BT.BU
They should not learn about this	33%	15%	19%	25%	8%
		BR	BR.BV*	BR.BV	
Don't know	22%	15%	19%	46%	13%
			*	P.BQ.BR.BS.BT.B	V

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%	72%	42%	88%
		BU	BU*		BP.BT.BU
They should not learn about this	11%	6%	9%	12%	6%
Don't know	12%	8%	18%	46%	6%
			BR.BV*	P.BQ.BR.BS.BT.B	V

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

Unweighted base	3721	
Base: All US Adults	3721	
They should learn about this	65%	
They should not learn about this	21%	
Don't know	14%	

·.,					
d base	3721	149	65	142	169
Adults	3721	135	72	175	155
out this	65%	83%	73%	37%	84%
		BP.BU	BU*		BP.BU
out this	21%	8%	13%	17%	10%
			•	BS	
t know	14%	9%	14%	46%	6%
			*	P.BO.BR.BS.BT.B	V