



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

Conducted by YouGov
On behalf of YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 3721 adults. Fieldwork was undertaken between 28th - 31st May 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

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

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

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

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LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

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

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

Unweighted base	3721	1695	2026	72	1156	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%	7%	6%	3%	-	-	5%	6%	6%	9%	6%
				*	F.G	G	G		**	**				J.K.L	
I would be somewhat more likely to purchase the product	6%	6%	6%	13%	10%	7%	3%	1%	-	-	8%	6%	5%	7%	6%
				F.G*	E.F.G	F.G	G		**	**	L			L	
I would be neither more nor less likely to purchase the product	46%	42%	49%	39%	39%	47%	51%	49%	-	-	50%	47%	42%	47%	48%
				A	*	D	D	D	**	**	L	L		L	O.P.Q
I would be somewhat less likely to purchase the product	9%	11%	7%	9%	11%	8%	7%	11%	-	-	7%	10%	10%	7%	9%
				*	E.F				**	**					
I would be much less likely to purchase the product	18%	22%	14%	15%	12%	16%	23%	29%	-	-	13%	20%	21%	16%	20%
				*	D	D.E	C.D.E		**	**	J	J.M			P
Prefer not to say	3%	2%	3%	5%	3%	3%	2%	2%	-	-	2%	2%	4%	2%	1%
				*					**	**					
Don't know	12%	10%	13%	14%	17%	12%	7%	7%	-	-	14%	9%	13%	11%	9%
				A	F*	E.F.G	F.G		**	**	K		K		
Net: More likely to purchase	13%	13%	13%	18%	18%	13%	10%	3%	-	-	13%	13%	11%	17%	12%
				F.G*	E.F.G	F.G	G		**	**				K.L	
Net: Less likely to purchase	27%	33%	21%	24%	23%	24%	31%	39%	-	-	21%	29%	31%	23%	29%
				*		D.E	C.D.E.F		**	**	J.M	J.M			P

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

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

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LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

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

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

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

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

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

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US_nat_internal Sample: 28th - 31st May 2019

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

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

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

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

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

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US_nat_internal Sample: 28th - 31st May 2019

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

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	269	568	619	987	661	531	355	1187	1192	1478	903	85	1164	1303
Base: All US Adults	3721	410	450	563	1037	661	504	507	1012	1165	1220	806	66	1532	1003
I would be much more likely to purchase the product	7%	5%	23%	7%	6%	2%	5%	3%	14%	3%	12%	2%	-	6%	13%
			AS.AT.AU.AV.AW.AX	AU.AW.AY	AU.AY				AS.AT.AU.AV.AW.A	AU	BA.BB.BC		*	BA.BB	BE.BF.BJ
I would be somewhat more likely to purchase the product	6%	3%	17%	12%	4%	4%	2%	2%	14%	3%	9%	2%	3%	6%	10%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AW				AS.AT.AU.AV.AW.AY		BA.BC		*	BA	BE.BJ
I would be neither more nor less likely to purchase the product	46%	28%	51%	60%	58%	42%	20%	30%	56%	32%	57%	37%	46%	41%	62%
			AU.AV.AW.AY	R.AU.AV.AW.AX.A	AR.AU.AV.AW.AY	AV.AW.AY		AV	AR.AU.AV.AW.AY	AV	BA.BB.BC		*		BE.BI.BJ
I would be somewhat less likely to purchase the product	9%	6%	2%	6%	9%	14%	16%	3%	4%	15%	5%	16%	7%	8%	3%
				AR.AX	AR.AW.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX		AR	AR.AS.AT.AW.AX		AZ.BB.BC		*	AZ
I would be much less likely to purchase the product	18%	11%	3%	5%	11%	31%	48%	15%	4%	38%	7%	37%	35%	17%	5%
			AM		AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AS.AX		AR.AS.AT.AU.AW.AX		AZ.BC		AZ.BC*	AZ
Prefer not to say	3%	9%	0%	2%	2%	2%	2%	9%	1%	2%	3%	2%	1%	3%	2%
		AM.AN.AO		AR	AR	AR	AR	AS.AT.AU.AV.AX	AR	AR	BA		*	BA	
Don't know	12%	38%	3%	8%	11%	6%	8%	8%	6%	7%	7%	5%	9%	19%	6%
		AM.AN.AO.AP		AR.AX	AR.AU.AX.AY	AR	AR	AS.AT.AU.AV.AX	AR	AR			*	AZ.BA.BB	
Net: More likely to purchase	13%	8%	40%	19%	10%	6%	7%	4%	28%	6%	21%	4%	3%	12%	23%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AW.AY				AS.AT.AU.AV.AW.AY		BA.BB.BC		*	BA.BB	BE.BF.BI.BJ
Net: Less likely to purchase	27%	17%	5%	12%	20%	45%	63%	18%	9%	53%	12%	53%	42%	25%	8%
				AR.AX	AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AS.AX	AR	R.AS.AT.AU.AW.AX		AZ.BC		AZ.BC*	AZ

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%	41%	19%	8%	4%	6%	6%	29%	5%	22%	3%	3%	10%	25%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AY				AS.AT.AU.AV.AW.AY		BA.BB.BC		*	BA	BE.BF.BI.BJ
Somewhat more likely to do business with them	12%	5%	25%	21%	14%	4%	5%	3%	23%	4%	18%	5%	12%	10%	21%
			AT.AU.AV.AW.AY	AT.AU.AV.AW.AY	AU.AV.AW.AY				AT.AU.AV.AW.AY		BA.BC		BA*	BA	BE.BI.BJ
Neither more nor less likely to do business with them	44%	28%	29%	47%	56%	50%	31%	31%	39%	42%	45%	48%	49%	40%	46%
				AR.AV.AW.AX	AS.AU.AV.AW.AX	AR.AV.AW.AX	AR.AV.AW.AX		AR.AV.AW	AR.AV.AW	BC	BC	*		BJ
Somewhat less likely to do business with them	6%	4%	1%	3%	5%	11%	12%	3%	2%	11%	2%	11%	4%	6%	2%
				AR.AX	AR.AS.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX		AR	AR.AS.AT.AW.AX		AZ.BC		*	AZ
Much less likely to do business with them	12%	10%	2%	2%	5%	24%	36%	9%	2%	29%	4%	26%	23%	12%	2%
		AM			AR.AS.AX	AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	AR.AS.AT.AX		AR.AS.AT.AU.AW.AX		AZ.BC		AZ.BC*	AZ
Prefer not to say	3%	9%	0%	0%	2%	2%	2%	9%	0%	2%	2%	2%	1%	4%	1%
		AM.AN.AO.AP			AR.AS.AX	AR.AS.AX	AR.AX	AS.AT.AU.AV.AX.AY		AR.AS.AX			*	AZ	
Don't know	12%	37%	3%	7%	9%	6%	9%	39%	5%	7%	6%	5%	7%	19%	4%
		AM.AN.AO.AP		AR.AX	AR.AU.AX	AR	AR.AU.AX.AY	AS.AT.AU.AV.AX	AR	AR.AU			*	AZ.BA.BB	
Net: More likely to do business	24%	12%	66%	41%	22%	8%	11%	10%	52%	9%	40%	7%	15%	20%	45%
			AS.AT.AU.AV.AW.AX	AT.AU.AV.AW.AY	AU.AV.AW.AY				AS.AT.AU.AV.AW.AY		BA.BB.BC		BA*	BA	BE.BF.BI.BJ
Net: Less likely to do business	18%	14%	2%	5%	10%	35%	48%	11%	4%	40%	7%	37%	27%	17%	4%

YouGov RealTime LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

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

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

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

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

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

YouGov RealTime

LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

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

PRL_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%	16%	5%	40%	
		BP.BU	BP.BU*		BP.BS.BT.BU	
I would be somewhat more likely to purchase the product	6%	23%	11%	6%	18%	
		BP.BU	*		BP.BU	
I would be neither more nor less likely to purchase the product	46%	41%	39%	26%	32%	
		BQ.BU	*			
I would be somewhat less likely to purchase the product	9%	8%	9%	11%	2%	
		BR.BV	BV*	BR.BV		
I would be much less likely to purchase the product	18%	3%	6%	11%	1%	
			*	BR.BS.BV		
Prefer not to say	3%	1%	4%	7%	2%	
			*	BP.BS		
Don't know	12%	9%	16%	34%	5%	
			BR.BV*	P.BQ.BR.BS.BT.BV		
Net: More likely to purchase	13%	38%	27%	10%	58%	
		BP.BU	BP.BU*		BP.BS.BT.BU	
Net: Less likely to purchase	27%	11%	14%	22%	3%	
		BR.BV	BR.BV*	BQ.BR.BS.BV		

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

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

YouGov RealTime
LGBTQ Pride

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

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

Unweighted base	3721	1695	2026	72	1156	1004	1241	248	-	-	735	831	1318	837	2509
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%
			A	*	F				**	**					
I think doing this is more of a marketing tactic	50%	54%	45%	46%	45%	49%	54%	53%	-	-	50%	48%	48%	53%	54%
		B	*				D	D	**	**					O,P,Q
Don't know	29%	27%	32%	29%	31%	30%	28%	26%	-	-	32%	30%	30%	26%	26%
			A	*					**	**					

YouGov RealTime
LGBTQ Pride

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

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

Unweighted base	3721	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%	45%	42%	52%	57%	58%	55%	44%	47%	52%	45%	37%	49%
			O	O		R	R	R	X.Z.AA	*		AA			
Don't know	29%	42%	32%	32%	37%	25%	22%	27%	24%	36%	32%	32%	34%	40%	25%
		N.P.Q	N		S.T.U					*	V		V	V	

YouGov RealTime
LGBTQ Pride

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

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

Unweighted base	3721	2911	882	647	1070	632	490	1223	1817	664	17	1364	942	1002	144
Base: All US Adults	3721	2970	962	656	987	581	536	1189	1834	681	17	1195	919	1052	144
I think doing this is more of a genuine reflection of the company's values	21%	20%	22%	19%	21%	25%	17%	24%	20%	19%	23%	29%	19%	18%	18%
						AH		AJ,AK			**	AN,AO,AP,AQ	AQ	AQ	*
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%
				AD,AH	AD,AH	AD,AE,AH		AI			**	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	*

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LGBTQ Pride

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

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%
			AT.AU.AV.AW.AY	AU.AV.AW.AY	AV.AW.AY	AV.AW.AY			AT.AU.AV.AW.AY	AV	BA.BB.BC	BB	*	BB	BE.BG.BJ
I think doing this is more of a marketing tactic	50%	28%	48%	47%	48%	64%	63%	26%	47%	63%	47%	67%	75%	42%	47%
			AW	AW	AW	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX		AW	AR.AS.AT.AW.AX		AZ.BC	AZ.BC*		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.AY	AR.AU.AV.AX.AY		AU.AY	.AS.AT.AU.AV.AX	AR.AU.AY	AU	BA		*	AZ.BA.BB	BE

YouGov RealTime
LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

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

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

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

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US_nat_internal Sample: 28th - 31st May 2019

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

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

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