## YouGov <br> What the world thinks

## LGBTQ Pride - Business

 Fieldwork Dates: 28th - 31st May 2019
## Conducted by YouGov

 On behalf of YouGov RealTime© Yougov plc 2019

## YouGov

## BACKGROUND

What the world thinks
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 panelists 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 +1888.729 .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 surey 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 repoted as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised

|  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male | Female | $\underset{\text { later) }}{\text { Gen } \mathbf{Z}(2000 \text { and }}$ | $\begin{aligned} & \text { Millennial (1982- } \\ & \begin{array}{c} 1999) \end{array} \end{aligned}$ | $\begin{gathered} \text { Gen X (1965- } \\ \text { 1981) } \end{gathered}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation (1928 } \\ \text { 1945) } \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West | White |

RL 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 procuct | 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\% | $\begin{aligned} & \text { 48\% } \\ & \text { O.P.Q } \end{aligned}$ |
|  |  |  | A | - |  | D | D | D | * | ** | L | L |  | L |  |
| I would be somewhat less likely to purchase the product | 9\% | 11\% | 7\% | 9\% | 11\% | $8 \%$ | 7\% | 11\% | - |  | 7\% | 10\% | 10\% | 7\% | 9\% |
|  |  | B |  | * | E.F |  |  |  | * | * |  |  |  |  |  |
| I would be much less likely to purchase the product | 18\% | 22\% | 14\% | 15\% | 12\% | 16\% | 23\% | 29\% |  |  | 13\% | 20\% | 21\% | 16\% | 20\% |
|  |  | в |  | * |  | D | D.E | C.D.E | * | * |  | J | Ј.м |  | P |
| Prefer not to say | 3\% | 2\% | 3\% |  | 3\% | 3\% | 2\% | 2\% |  |  | 2\% | 2\% | 4\% | 2\% | 1\% |
|  |  |  |  | * |  |  |  |  | * | ** |  |  |  |  |  |
| Don't know | 12\% | 10\% | 13\% | 14\% | $\begin{aligned} & \text { 17\% } \\ & \text { E.F.G } \end{aligned}$ | 12\% | 7\% | 7\% |  | - | 14\% | 9\% | $\begin{gathered} 13 \% \\ \mathrm{~K} \end{gathered}$ | 11\% | 9\% |
|  |  |  |  | $\mathrm{F}^{*}$ |  | F.G |  |  | * | * | k |  |  |  |  |
| Net: More likely to purchase | 13\% | 13\% | 13\% | 18\% | $\begin{aligned} & \text { 18\% } \\ & \text { E.F.G } \\ & \text { 23\% } \end{aligned}$ | 13\% | 10\% | 3\% | - | - | 13\% | 13\% | 11\% | $\begin{gathered} \text { 17\% } \\ \text { K.L } \end{gathered}$ | 12\% |
|  |  |  |  | F.G* |  | F.G | G |  | * | * |  |  |  |  |  |
| Net. Less likely to purchase | 27\% | 33\% | 21\% | 24\% |  | 24\% | 31\% | 39\% | - | - | 21\% | 29\% | 31\% | 23\% | $\begin{gathered} 29 \% \\ \mathrm{p} \end{gathered}$ |
|  |  | в |  | * |  |  | D.E | C.D.E.F | * | ** |  | J.M | J.M |  |  |

RL_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 | $\mathrm{G}^{*}$ | F.G | F.G | G |  | ** | * |  |  |  | L |  |
| Somewhat more likely to do business with them | 12\% | 12\% | 12\% | $\begin{aligned} & \text { 20\% } \\ & \text { E.F.G } \end{aligned}$ | $\begin{aligned} & \text { 17\% } \\ & \text { E.F.G } \end{aligned}$ | $\begin{gathered} 10 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 9 \% \\ \mathrm{G} \end{gathered}$ | 5\% | $\div$ |  | 12\% | 11\% | 11\% | 13\% | 12\% |
| Neither more nor less likely to do business with them | 44\% | 42\% | 45\% | 29\% | 33\% | $\begin{aligned} & 46 \% \\ & \text { C.D } \end{aligned}$ | $\begin{aligned} & 51 \% \\ & \text { C.D.E } \end{aligned}$ | $\begin{gathered} 49 \% \\ \text { C.D } \end{gathered}$ |  |  | 45\% | 44\% | 42\% | 44\% | $\begin{aligned} & 46 \% \\ & \text { O.P.Q } \end{aligned}$ |
| Somewhat less likely to do business with them | 6\% | 7\% | 5\% | 7\% | $\begin{gathered} 7 \% \\ F \end{gathered}$ | 5\% | 4\% | $\begin{aligned} & 9 \% \\ & \text { E.F } \end{aligned}$ | $\stackrel{-}{\circ}$ | .* | $4 \%$ | $\begin{aligned} & 8 \% \\ & \text { J.M } \end{aligned}$ | 6\% | 5\% | $\begin{gathered} 6 \% \\ 0 \end{gathered}$ |
| Much less likely to do business with them | 12\% | $\begin{gathered} \text { 15\% } \\ \text { B } \end{gathered}$ | 9\% | $9 \%$ | 8\% | 10\% | $\begin{aligned} & \text { 16\% } \\ & \text { D.E } \end{aligned}$ | $\begin{aligned} & \text { 21\% } \\ & \text { C.D.E } \end{aligned}$ | $\div$ | ** | 9\% | $\begin{aligned} & \text { 15\% } \\ & \hline . \mathrm{m} \end{aligned}$ | $\begin{aligned} & \text { 13\% } \\ & \hline \end{aligned}$ | 10\% | $\begin{gathered} \text { 14\% } \\ \mathrm{P} \end{gathered}$ |
| Prefer not to say | $3 \%$ | $3 \%$ | $2 \%$ | $5 \%$ | 3\% | $3 \%$ | 2\% | 3\% | $\div$ | .. | $\begin{aligned} & 3 \% \\ & M \end{aligned}$ | $3 \%$ | $3 \%$ | 1\% | 1\% |
| Don't know | 12\% | 10\% | 13\% | $\begin{aligned} & \text { 17\% } \\ & \text { F.G* } \end{aligned}$ | $\begin{aligned} & \text { 18\% } \\ & \text { E.F.G } \end{aligned}$ | $\begin{gathered} \text { 11\% } \\ \text { F.G } \end{gathered}$ | 6\% | 7\% | ${ }_{\square}$ | $\div$ | $\begin{gathered} \text { 13\% } \\ \mathrm{k} \end{gathered}$ | $8 \%$ | $\begin{gathered} \text { 14\% } \\ \mathrm{k} \end{gathered}$ | 10\% | 9\% |
| Net: More likely to do business Net: Less likely to do business | $24 \%$ 18\% | $23 \%$ $22 \%$ | $25 \%$ 15\% | $\begin{aligned} & 34 \% \\ & \text { F.G } \\ & \text { 16\% } \end{aligned}$ | $\begin{aligned} & \text { 32\% } \\ & \text { E.F.G } \\ & \text { 15\% } \end{aligned}$ | $\begin{gathered} \text { 24\% } \\ \text { F.G } \\ 16 \% \end{gathered}$ | $\begin{gathered} 19 \% \\ \text { G } \\ 21 \% \end{gathered}$ | $11 \%$ $31 \%$ | $\stackrel{\square}{*}$ | .. | $25 \%$ 13\% | $23 \%$ $22 \%$ | $22 \%$ $20 \%$ | $\begin{aligned} & 29 \% \\ & \text { K. } \\ & \text { 15\% } \end{aligned}$ | $24 \%$ $20 \%$ |


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

RL Q9. If an advertisement featured a same-sex couple,
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. |  |
| 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.т.u | т.U |  |  |  | * |  |  | v.w.... | v.w.... |  |
| 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 | $A^{*}$ | AA | x.z.AA | AA |  |  |

RL_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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Much more likely to do business with them | 3721 | 491 | 420 | 283 | 1466 | 1213 | 668 | 374 | 1707 | 78 | 403 | 199 | 1148 | 186 | 751 |
|  | 12\% | 13\% | 12\% | 11\% | 10\% | 13\% | 15\% | 17\% | 11\% | 9\% | 12\% | 7\% | 14\% | $\begin{aligned} & 20 \% \\ & \text { v.X.Y } \end{aligned}$ | 13\% |
|  |  |  |  |  |  | R | R | R |  | * |  |  | V.Y |  |  |
| Somewhat more likely to do business with them | 12\% | 11\% | 11\% | 16\% | 8\% | 12\% | 17\% | 17\% | 11\% | 12\% | 10\% | 11\% | 14\% | 9\% | 15\%AC |
|  |  |  |  |  |  | R | R.S | R.S |  | * |  |  | v |  |  |
| 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\% |
|  |  |  | - | - |  | 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 \%$18\% | 24\% | 23\% | 27\% | 18\% | $24 \%$$R$ | 33\% | 34\% | 22\% | 22\% | 22\% | 17\% | 29\% | 30\% | 28\% |
|  |  |  |  |  |  |  | R.S | R.S |  |  |  |  | v.X.Y | v.Y | AC |
| Net: Less likely to do business |  | 13\% | 14\% | 16\% | 18\% | 21\% | 16\% | 15\% | 22\% | 17\% | 16\% | 19\% | 14\% | 11\% | 16\% |


| Total | rthe age of 18 | Income |  |  |  |  | Type of Area Lived in |  |  |  | Political Party |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | No | Under $\$ 30 \mathrm{k}$ | $\begin{gathered} \$ 30,000 \text { to } \\ \$ 49,999 \end{gathered}$ | $\begin{gathered} \$ 50,000 \text { to } \\ \$ 999999 \end{gathered}$ | \$100k+ | Prefer not to say | Urba | Suburban/ Town | Rural | Other | Democrat | Republican | Independent | her |

RL 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\% |
|  |  |  | Ан |  | 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 | $\mathrm{AQ}^{*}$ |
| 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\% |
|  |  |  |  |  |  |  |  |  | Al | Al.AJ | ** |  | AM.AO.AQ | AM.AQ | AM.AO.AQ* |
| Prefer not to say | 3\% | $3 \%$ | 3\% | 3\% | 2\% | 2\% |  | 3\% | 2\% | 3\% | 7\% | 2\% | 1\% | 2\% | 4\% ${ }_{\text {AN }}$ |
|  |  |  | AF |  |  |  | AF.AG |  |  |  | ** |  |  |  |  |
| 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\% |  |  | 8\% |  |
|  |  |  | 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\% | $\begin{aligned} & 34 \% \\ & \text { AI.AJ } \end{aligned}$ | $18 \%$$\cdots$ | 12\% | 50\% | 26\%AM.AQ | $31 \%$AM.AQ* |
|  |  |  |  |  | AD |  |  |  |  |  |  |  | AM.AO.AP.AQ |  |  |

RL_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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Much more likely to do business with them ${ }^{\text {Base }}$ | 3721 | 2970 | 962 | 656 | 987 | 581 | 536 | 1189 | 1834 | 681 | 17 | 1195 | 919 | 1052 144 <br> $8 \%$ $9 \%$ |  |
|  | 12\% | 12\% | 13\% | 10\% | 13\% | 16\% | 9\% | 17\% | 10\% | 10\% | 14\% | 25\% | 4\% |  |  |
|  |  |  | Ан |  | Ан | AE.AH |  | AJ.AK |  |  | ** | AN.AO.AP.AQ |  | AN | AN* |
| Somewhat more likely to do business with them | 12\% | 11\% | 10\% | 11\% | 11\% | $\begin{gathered} 18 \% \\ \text { AD.AE.AF.AH } \end{gathered}$ | 10\% | $\begin{gathered} 14 \% \\ A K \end{gathered}$ | $\begin{gathered} \begin{array}{c} 12 \% \\ A K \end{array} \end{gathered}$ | 7\% | 12\% | 19\% AN.AO.AP.AQ | 6\% | $\begin{aligned} & \text { 12\% } \\ & \text { AN.AQ } \end{aligned}$ | 11\% AN.AQ* |
| Neither more nor less likely to do business with them | 44\% | $44 \%$ | 41\% | 44\% | $\begin{gathered} \text { 48\% } \\ \text { AD.AH } \end{gathered}$ | 44\% | 40\% | 40\% | $46 \%$ | 42\% | $24 \%$ | $\begin{gathered} 42 \% \\ { }_{4 Q} \end{gathered}$ | $\begin{gathered} 43 \% \\ \text { AQ } \end{gathered}$ |  | $46 \%$ |
| 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 |  |  | Al | Al | * |  | AM.Ao.AP.AQ | AM | * |
| Much less likely to do business with them | 12\% | 13\% | 11\% | 13\% | 13\% | 10\% | 14\% | 8\% | $\begin{gathered} \text { 12\% } \\ \text { A } \end{gathered}$ | $\begin{aligned} & 21 \% \\ & \text { 21.AJ } \end{aligned}$ | 6\% | 3\% | $\begin{aligned} & \text { AM.AO.AQ } \end{aligned}$ | $\begin{aligned} & 11 \% \\ & \text { AM } \end{aligned}$ | $\begin{gathered} \text { AM.AO.AQ* } \end{gathered}$ |
| Prefer not to say | 3\% | 3\% | $\begin{aligned} & 3 \% \\ & \text { AG } \end{aligned}$ | 2\% | 2\% | 1\% | $\begin{gathered} 5 \% \\ \text { AF.AG } \end{gathered}$ | 3\% | 3\% | 2\% | $7 \%$ | 1\% | $\begin{aligned} & 3 \% \\ & \text { AM } \end{aligned}$ | 2\% | $0 \%$ |
| Don't know | 12\% | 12\% | $\stackrel{\text { AE.AF.AG }}{ }$ | $\begin{gathered} \text { 12\% } \\ \text { AF.AG } \end{gathered}$ | $\begin{aligned} & 7 \% \\ & \text { AG } \end{aligned}$ | 4\% | $\begin{gathered} \text { 19\% } \\ \text { AE.AF.AG } \end{gathered}$ | $\begin{aligned} & \text { 15\% } \\ & \text { AJ.AK } \end{aligned}$ | 10\% | 10\% | $33 \%$ | 7\% | 7\% | $\begin{aligned} & \text { 10\% } \\ & \text { AM.AN } \end{aligned}$ | 12\% |
| Net: More likely to do business Net: Less likely to do business | $24 \%$ 18\% | $23 \%$ 19\% | $24 \%$ 15\% | $21 \%$ $21 \%$ | $\begin{aligned} & \text { 24\% } \\ & \text { AH } \\ & \text { 20\% } \end{aligned}$ |  | $19 \%$ 18\% | $31 \%$ AJ.AK 12\% | $\begin{gathered} 23 \% \\ \text { AK } \end{gathered}$ | $17 \%$ 29\% | 26\% <br> .. <br> 11\% | $\begin{gathered} 44 \% \\ \text { AN.AOAP.AQ } \\ 6 \% \end{gathered}$ | $10 \%$ $37 \%$ | $\begin{gathered} 20 \% \\ \text { AN.AQ } \\ 17 \% \% \end{gathered}$ | $\begin{aligned} & 20 \% \\ & \text { AN* } \\ & \text { 22\% } \end{aligned}$ |


| Total |  | Political Viewpoint |  |  |  |  |  |  |  | 2012 Presidential Vote |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Not sure | Very liberal | Liberal | Moderate | Conservative | $\begin{gathered} \text { Very } \\ \text { conservative } \end{gathered}$ | Not sure | NET: Liberal | $\begin{gathered} \text { NET: } \\ \text { Conservative } \end{gathered}$ | Barack Obama | Mitt Romney | Other candidate | Idid not vote | Hillary Clinton |

RL 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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\% $\quad \stackrel{\text { AS.AT.AU.Av.AW.Ax }}{ }$ |  | 7\% | 6\% | 2\% | 5\% | ${ }^{3 \%} \quad{ }^{\text {a }}$ AS.AT.AU.AV.AW.A |  | 3\% | $12 \%$BA.BB.BC | 2\% | . | $\begin{gathered} \text { 6\% } \\ \text { BA.BB } \end{gathered}$ | 13\%BE.BF.BJ |
|  |  |  |  | aU.AW.ay | AU.AY |  | AU.AY |  |  | A AU |  |  |  |  |  |
| I would be somewhat more likely to purchase the product | 6\% | 3\% | $\begin{array}{c\|c} 17 \% & 12 \% \\ \text { AS.AT.AU.AV.AW.AXAT.AU.AV.AW.AY } \end{array}$ |  | 4\% | 4\% | 2\% | 2\% |  | 3\% | 9\% | 2\% | 3\% | 6\% | 10\% |
|  |  |  |  |  | Aw |  |  | AS.AT.AU.AV.AW.AY |  |  | вA.bC |  |  |  | BE.BJ |
| I would be neither more nor less likely to purchase the product | 46\% | 28\% | 51\% | 60\% | 58\% | 42\% <br> AV.AW.AY | 20\% | $30 \%$ $56 \%$ <br> AV AR.AU.AV.AW.AY |  | arAV | 57\% | 37\% | 46\% | 41\% | 62\% |
|  |  |  | AU.Av.aw.ay | R.au.av.aw.ax.afr.au.av.aw.ay |  |  |  |  |  | BA.bb.bC |  |  | BE.BI.BJ |  |  |
| I would be somewhat less likely to purchase the product | 9\% | 6\% | 2\% | 6\% | 9\% | AR.AS.AT.AW.AX AR.AS.AT.AW.AX |  | 3\% | 4\% ${ }_{\text {AR }}$ |  | 15\% | 5\% |  | $\begin{gathered} \text { 16\% } \\ \text { AZ.BB.BC } \end{gathered}$ | $7 \%$ | $\begin{aligned} & 8 \% \\ & \text { AZ } \end{aligned}$ |
|  |  |  |  | ar.ax | ar.aw.ax |  |  | Ar.as.at.aw.ax |  | 3\% |  |  |  |  |  |  |
| I would be much less likely to purchase the product | 18\% | 11\% | 3\% | 5\% | 11\% | 31\% <br> 48\% <br> AR.AS.AT.AW.AX .AS.AT.AU.AW.AX |  |  | 15\% AR.AS.AX | 4\% | 38\% | 7\% | $37 \%$AZ.BC | $\begin{gathered} 35 \% \\ \text { AZ.BC* } \end{gathered}$ | 17\% | 5\% |
|  |  | AM |  |  | Ar.as.ax |  |  |  |  |  |  |  |  |  |  |  |  |
| Prefer not to say | 3\% | 9\% | 0\% | 2\% | 2\% | 2\% | 2\% | $\begin{gathered} 9 \% \\ \text { AS.AT.AU.AVAX. } \end{gathered}$ | 1\% | 2\% | $\begin{aligned} & 3 \% \\ & \text { BA } \end{aligned}$ | 2\% | 1\% | $\begin{aligned} & 3 \% \\ & \text { BA } \end{aligned}$ | 2\% |  |
|  |  | Am.an.ao |  | AR | AR | AR | AR |  | AR | AR |  |  |  |  |  |  |
| Don't know | 12\% |  | 3\% | 8\% |  | 6\% | 8\% | 38\% | 6\% | 7\% | 7\% | 5\% | 9\% | 19\% | 6\% |  |
|  |  | AM.AN.AO.AP |  | ar.ax | AR.AU.AX.AY | ar | AR | .as.at.au.avi.ax. | ar | AR |  |  |  | Az.ba.bB |  |  |
| Net: More likely to purchase | 13\% | 8\% | 40\% | 19\% |  |  |  | 4\% | 28\% | 6\% | $\begin{gathered} \text { 21\% } \\ \begin{array}{c} \text { BA.BB.BC } \\ 12 \% \end{array} \\ \hline \end{gathered}$ | $4 \%$ <br> 53\% <br> AZ.BC | $\begin{gathered} 3 \% \\ * \\ 42 \% \\ A Z . B C^{*} \end{gathered}$ | 12\% BA.BB 25\% AZ | $\begin{gathered} \text { BE.BF.BI.BJ } \\ 8 \% \end{gathered}$ |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Net. Less likely to purchase | 27\% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

RL_Q10. If a company is known as LGBTQ+-friendly, are
you more or less likely to do business with them?


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

RL 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\% | - | $7 \%$ | $\begin{aligned} & 6 \% \\ & \text { BE } \end{aligned}$ | 7\% | 6\% | 6\% | $\begin{aligned} & 15 \% \\ & \text { BO } \end{aligned}$ | 4\% | 5\% | 42\% BP.BS.BT.BU* | 39\% BP.Bs.bт.BU* |
| I would be somewhat more likely to purchase the product | 6\% | 3\% | $3 \%$ | $\begin{aligned} & \text { 10\% } \\ & \text { BE** } \end{aligned}$ | $9 \%$ | $3 \%$ | $\begin{aligned} & 6 \% \\ & \text { BE } \end{aligned}$ | 7\% | 5\% | $6 \%$ | $\begin{aligned} & \begin{array}{l} 15 \% \\ \text { Bо } \end{array} \end{aligned}$ | 4\% | 5\% | $\begin{aligned} & 24 \% \\ & \text { BP.BU** } \end{aligned}$ | $\begin{gathered} \text { 16\% } \\ \text { BP.BU* } \end{gathered}$ |
| I would be neither more nor less likely to purchase the product | 46\% | 34\% | $\begin{gathered} \text { 70\% } \\ \text { BE.B.BJ* } \end{gathered}$ | $73 \%$ <br> BE.BI.BJ* | 34\% | $42 \%$ | $\begin{gathered} 42 \% \\ \text { BE } \end{gathered}$ | $\begin{aligned} & \text { 49\% } \\ & \text { BL.Bм } \end{aligned}$ | $\begin{aligned} & \text { 42\% } \\ & \text { вм } \end{aligned}$ | 26\% | 46\% | $\begin{gathered} 51 \% \\ \text { BN } \end{gathered}$ | BQ.BR.BU.BV | 21\% | 36\% |
| I would be somewhat less likely to purchase the procuct | 9\% | $\begin{aligned} & \text { 15\% } \\ & \text { BD.BJ } \end{aligned}$ | $\begin{aligned} & 9 \% \\ & \text { BD } \end{aligned}$ | $7 \%$ | $25 \%$ | $10 \%$ BD $^{*}$ | $\begin{aligned} & 8 \% \\ & \text { BD } \end{aligned}$ | 9\% | $8 \%$ | 9\% | 9\% | 10\% | 9\% BR.BV | 2\% | $2 \%$ |
| I would be much less likely to purchase the product | 18\% | $\begin{gathered} 38 \% \\ \text { BD.BF.BG.BJ } \end{gathered}$ | $\begin{aligned} & \text { 12\% } \\ & \mathrm{BD}^{*} \end{aligned}$ | 2\% | $\begin{gathered} 27 \% \\ 27 \end{gathered}$ | $\begin{aligned} & \text { 24\% } \\ & \text { BD.BG* } \end{aligned}$ | $\begin{gathered} 15 \% \\ \text { BD.BG } \end{gathered}$ | $\begin{gathered} \text { 20\% } \\ \text { BM } \end{gathered}$ | 16\% | 8\% | 11\% | $\begin{gathered} 22 \% \\ \text { BN } \end{gathered}$ | 20\% Q.BR.BS.BT.BU.B | 1\% | $2 \%$ |
| Prefer not to say | 3\% | 2\% |  | $\overline{\%}$ | - | $4 \%$ | $\begin{gathered} 4 \% \\ \text { BD.BE } \end{gathered}$ | 2\% | $\begin{gathered} 4 \% \\ \text { BK } \end{gathered}$ | $\begin{aligned} & 7 \% \\ & \text { BK } \end{aligned}$ | 1\% | 2\% | 3\% |  | $2 \%$ |
| Don't know | 12\% | 6\% | $5 \%$ | 4\% | $5 \%$ | 10\% | 19\% <br> BD.BE.BF.BG | 7\% | $\begin{aligned} & \text { 18\% } \\ & \text { BK } \end{aligned}$ | $\begin{aligned} & \text { 39\% } \\ & \text { вк.BL* } \end{aligned}$ | 3\% | $\begin{aligned} & 7 \% \\ & \text { BN } \end{aligned}$ | $\begin{aligned} & 11 \% \\ & \text { BR.BV } \end{aligned}$ | 10\% | $3 \%$ |
| Net: More likely to purchase | $13 \%$ 27\% | 5\% <br> 53\% BD.BF.BG.BI.BJ | 4\% <br> 21\% <br> BD* | $\begin{aligned} & 14 \% \\ & \text { BE } \\ & 9 \% \end{aligned}$ | $\begin{gathered} 9 \% \\ 52 \% \\ 52 \% \end{gathered}$ | $\begin{gathered} 10 \% \\ * \\ { }_{34 \%} \\ \text { BD.BG* } \end{gathered}$ | $\begin{gathered} { }^{12 \%} \\ \text { BE } \\ \text { 24\% } \\ \text { BD.BG } \end{gathered}$ | $14 \%$ <br> 29\% <br> BM | $12 \%$ 25\% | $\begin{gathered} 11 \% \\ \text { 17\% } \end{gathered}$ | $\begin{gathered} 30 \% \\ \text { BO } \\ \text { 20\% } \end{gathered}$ | 8\% <br> 32\% <br> BN | $10 \%$ $29 \%$ BQ.BR.BS.BT.BV | 66\% BP.BS.BT.BU* 3\% | 55\% BP.Bs.bт.BU* 3\% . |

RL_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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Much more likely to do business with them | 3721 | 966 | 52 | 32 | 11 | 34 | 1598 | 2493 | 1042 | 186 | 917 | 2209 | 3184 | 39 | 116 |
|  | 12\% | 4\% | 6\% | 16\% | 5\% | 6\% | 10\% | 14\% | 11\% | 6\% | 28\% | 8\% | 9\% | ${ }_{\text {BP.BS.BT.BU* }}{ }^{65 \%}$ |  |
|  |  |  | * | BE* | * | * | BE |  |  | * | во |  |  |  |  |
| Somewhat more likely to do business with them | 12\% | 4\% | 18\% | 29\% | 11\% | 8\% | 10\% | 12\% | 11\% | 7\% | 24\% | 9\% | $\begin{gathered} \text { 11\% } \\ \text { Bu } \end{gathered}$ | 8\% | $\begin{aligned} & \text { 16\% } \\ & \text { Bu* } \end{aligned}$ |
|  |  |  | be.bJ* | BE.BII.JJ* | ** | * | BE |  |  | * | во |  |  |  |  |
| Neither more nor less likely to do business with them | 44\% | 46\% | 58\% | 46\% | 57\% | 39\% | 40\% | 47\% | 39\% | 26\% | $32 \%$ | 53\% | 47\% Q.BR.BS.BT.BU.B | 13\% | 18\% |
|  |  |  | BD.BJ* | * | ** | * |  | вL.BM | вм | * |  | BN |  |  |  |
| Somewhat less likely to do business with them | 6\% | $\begin{gathered} 11 \% \\ \text { BD.BG.BJ } \end{gathered}$ | 6\% | - | 14\% | 14\% | 5\% | 6\% | 5\% | 8\% | 5\% | 7\% | 6\% | 7\% 6\% |  |
|  |  |  | BD* | * | ** | BD.bG.bJ* | BD |  |  | * |  |  |  | * | * |
| Much less likely to do business with them | 12\% | 27\% <br> BD.BF.BG.BJ | 7\% | 5\% | 13\% | 17\% | 10\% | 13\% | 11\% | 8\% | 7\% | $\begin{aligned} & 15 \% \\ & \text { BN } \end{aligned}$ | 14\% <br> BQ.Br.BS.EV | ${ }^{3}$ \% | 1\% |
|  |  |  | BD* | * | * | BD* | BD |  |  | * |  |  |  |  |  |
| Prefer not tosay | 3\% | 2\% |  | - |  | 3\% |  | 2\% |  | 2\% | 1\% | 2\% | 2\% | - - |  |
|  |  |  | * | * | ** | * | BD.bE |  | BK | * |  |  |  | * | * |
| Don't know | 12\% | $\begin{aligned} & 6 \% \\ & \text { BD } \end{aligned}$ | 5\% | 4\% |  | 14\% | 20\% | 6\% | 18\% | 43\% | 3\% | $\begin{aligned} & 7 \% \\ & \text { BN } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} \text { 11\% } \\ \text { BV } \end{array} \end{aligned}$ | 5\% 5\% |  |
|  |  |  | * |  | $*$ | BD.EE* | bd.be.bf.bg |  | вк | вк.bL* |  |  |  | * | * |
| Net: More likely to do business | 24\% | 8\% | 24\% | 45\% | 16\% | 13\% | 20\% | 26\% | 22\% | 14\% | 52\% | 16\% | 21\% | $\begin{gathered} 72 \% \\ \text { BP.BS.BT.BU* } \\ 9 \% \end{gathered}$ | $\begin{gathered} 70 \% \\ \text { BP.BS.BT.BU* } \\ 7 \% \end{gathered}$ |
|  |  |  | BE* | BE.BF.BI.SJ* | ** |  | BE | вм |  | * | во |  |  |  |  |
| Net. Less likely to do business | 18\% | 38\% | 13\% | 5\% | 27\% | 31\% | 15\% | 19\% | 16\% | 15\% | 12\% | 22\% | 20\% |  |  |

YouGov RealTime LGBTQ Pride

## S_nat_internal Sample: 28th - 31st May 2019

| Sexual Orientation |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Total | Bisexual | Other | Prefer not to say | | Gay |
| :---: |
| MenWomen |

RL Q9. If an advertisement featured a same-sex couple,
would you be more or less likely to consider purchasing
he 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\% вР.вU | $\begin{aligned} & \text { 16\% } \\ & \text { BP.BU* } \end{aligned}$ | 5\% | $\begin{gathered} 40 \% \\ \text { BP.BS.BT.BU } \end{gathered}$ |
| I would be somewhat more likely to purchase the product | 6\% | $\begin{aligned} & 23 \% \\ & \text { BP.BU } \end{aligned}$ | 11\% | 6\% | 18\% <br> BP.BU |
| I would be neither more nor less likely to purchase the product | 46\% | $\begin{aligned} & \text { 41\% } \\ & \text { BQ.BU } \end{aligned}$ | 39\% | 26\% | 32\% |
| I would be somewhat less likely to purchase the product | 9\% | $\begin{aligned} & \quad 8 \% \\ & \text { BR.BV } \end{aligned}$ | $\begin{aligned} & 9 \% \\ & \text { BV* } \end{aligned}$ | $\begin{aligned} & \text { 11\% } \\ & \text { BR.BV } \end{aligned}$ | 2\% |
| I would be much less likely to purchase the product | 18\% | 3\% | $6 \%$ | BR.BS.BV | 1\% |
| Prefer not to say | 3\% | 1\% | 4\% | $\begin{gathered} \text { 7\% } \\ \text { BP.BS } \end{gathered}$ | 2\% |
| Don't know | 12\% | 9\% | $\begin{gathered} 16 \% \\ \text { BR.BV } \end{gathered}$ | $34 \%$ PP.BQ.BR.BS.BT.BV | 5\% |
| Net: More likely to purchase Net. Less likely to purchase | $13 \%$ 27\% | 38\% BP.BU 11\% BR.BV | 27\% BP.BU* 14\% BR.EV* |  | $\begin{gathered} 58 \% \\ \text { BP.BS.BT.BU } \\ 3 \% \end{gathered}$ |

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\% | $\begin{aligned} & \text { 33\% } \\ & \text { BP.BU } \end{aligned}$ | $\begin{aligned} & \text { 25\% } \\ & \text { BP.BU* } \end{aligned}$ | 10\% | $\begin{gathered} 57 \% \\ \text { BP.BS.BT.BU } \end{gathered}$ |
| Somewhat more likely to do business with them | 12\% | $\begin{gathered} 20 \% \\ \text { BP.BU } \end{gathered}$ | $24 \%$ bP.BU* | 5\% | $\begin{aligned} & \text { 14\% } \\ & \text { BU } \end{aligned}$ |
| Neither more nor less likely to do business with them | 44\% | $\begin{gathered} 30 \% \\ \text { BV } \end{gathered}$ | 24\% | $\begin{gathered} 29 \% \\ \text { BV } \end{gathered}$ | 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\% | BP.BR.BS.BV* | BP.BR.BS.BV | - |
| Don't know | 12\% | 10\% | 11\% | 39\% ;P.BQ.BR.BS.BT.BV | 5\% |
| Net: More likely to do business Net: Less likely to do business | $24 \%$ 18\% | $\begin{aligned} & \text { 53\% } \\ & \text { BP.BU } \end{aligned}$ | $49 \%$ BP.BU* | $15 \%$ $10 \%$ |  |

YouGov RealTime

## LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

| Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | $\begin{gathered} \text { Gen } Z(\text { (2000 and } \\ \text { later }) \end{gathered}$ | $\begin{gathered} \text { Millennial (1982- } \\ \text { 1999) } \end{gathered}$ | $\begin{aligned} & \text { Gen X (1965- } \\ & \text { 1981) } \end{aligned}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation (1928 } \\ \text { 1945) } \end{gathered}$ | $\begin{gathered} \text { Pre-Silent } \\ \text { Generation (1927 } \\ \text { and earlier) } \end{gathered}$ | Other | Northeast | Midwest | South | West |  |
|  | в |  |  |  |  | D.E | c.D.E.F | * | * |  | J.м | J.M |  | O.P |

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

| 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\% |  |  | 20\% | 19\% | 21\% |  |  | 19\% | 22\% | 22\% | 21\% | 20\% |
|  |  |  | A |  | F |  |  |  | * | * |  |  |  |  |  |
| I think doing this is more of a marketing tactic | 50\% | $\begin{gathered} 54 \% \\ \text { B } \end{gathered}$ | 45\% | 46\% | 45\% | 49\% | $\begin{gathered} 54 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 53\% } \\ \mathrm{D} \end{gathered}$ | ** |  | 50\% | 48\% | 48\% | 53\% | $\begin{aligned} & 54 \% \\ & \text { O.P.Q } \end{aligned}$ |
| Don't know | 29\% | 27\% | 32\% | 29\% | 31\% | 30\% | 28\% | 26\% | - | .. | 32\% | 30\% | 30\% | 26\% | 26\% |

YouGov RealTime

## 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 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 hemed around Pride (e.g., rainbow-colored items, spe menu items, etc.). do you consider that more to be a a
genuine reflection of the company's values or a marketing

| 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\% | $\begin{gathered} 21 \% \\ u \end{gathered}$ | $\begin{gathered} 22 \% \\ u \end{gathered}$ | $\begin{gathered} 22 \% \\ u \end{gathered}$ | 16\% | 21\% | 20\% | 22\% | 17\% | 21\% | 23\% | $\begin{gathered} 26 \% \\ \text { AC } \end{gathered}$ |
| I think doing this is more of a markeling tactic | 50\% | $34 \%$ | $\begin{gathered} \text { 45\% } \\ 0 \end{gathered}$ | $\begin{gathered} 45 \% \\ \circ \end{gathered}$ | 42\% | $\begin{gathered} \text { 52\% } \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 57 \% \\ R \end{gathered}$ | $\begin{gathered} 58 \% \\ R \end{gathered}$ | $\begin{gathered} \text { 55\% } \\ \text { x.Z.AA } \end{gathered}$ | $44 \%$ | 47\% | $\begin{gathered} 52 \% \\ A A^{5} \end{gathered}$ | 45\% | 37\% | 49\% |
| Don't know | 29\% | $\begin{aligned} & \text { 42\% } \\ & \text { N.P.Q } \end{aligned}$ | $\begin{gathered} \text { 32\% } \\ \mathrm{N} \end{gathered}$ | 32\% | $\begin{aligned} & \text { 37\% } \\ & \text { s.t.u } \end{aligned}$ | 25\% | 22\% | 27\% | 24\% | $\stackrel{36 \%}{ }$ | $\begin{gathered} \text { 32\% } \\ \mathrm{v} \end{gathered}$ | 32\% | $\begin{gathered} 34 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} \text { 40\% } \\ \mathrm{v} \end{gathered}$ | 25\% |

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## LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

| Total | r the age of 18 | Income |  |  |  |  | Type of Area Lived in |  |  |  | Political Party |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | No | Under \$ 30 k | $\begin{gathered} \mathbf{S 3 0 , 0 0 0 ~ t o ~} 0 \\ \$ 49,999 \\ \hline \end{gathered}$ | $\begin{gathered} \$ 50,000 \text { to } \\ \$ 999999 \end{gathered}$ | \$100k+ | Prefer not to say | Urban | Suburban/ Town | Rural | Other | Democrat | Republican | Independent | Other |
|  |  |  | AD | AD |  |  |  | Al | Al.AJ | * |  | AM.AO.AP.AQ | AM | AM* |

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

| 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 reffection of the company's values | 21\% | 20\% | 22\% | 19\% | 21\% | 25\% | 17\% | 24\% | 20\% | 19\% | 23\% | 29\% | 19\% | 18\% | 18\% |
|  |  |  |  |  |  | А |  | AJ.AK |  |  | * | AN.AO.AP.AQ | AQ | AQ | * |
| I think doing this is more of a marketing tactic | 50\% | 50\% | 41\% | $\begin{aligned} & \text { 52\% } \\ & \text { AD.AH } \end{aligned}$ | $\begin{gathered} { }^{55 \%} \\ \text { AD.AH } \end{gathered}$ | $\begin{gathered} { }^{59 \%} \\ \text { AD.AE.AH } \end{gathered}$ | 42\% | 45\% | $\begin{gathered} \text { 52\% } \\ \mathrm{Al} \end{gathered}$ | 50\% | $\underset{y}{34 \%}$ | $\begin{gathered} 44 \% \\ A Q \end{gathered}$ | $\begin{gathered} { }^{62 \%} \\ \text { AM.AO.AQ } \end{gathered}$ | $\begin{gathered} \text { 53\% } \\ \text { AM.AQ } \end{gathered}$ | $\begin{gathered} 56 \% \\ \text { AM.AQ* } \end{gathered}$ |
| 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

US_nat_internal Sample: 28th - 31st May 2019

|  |  | Poilical Viewpoint |  |  |  |  |  |  |  | 2012 Presidential Vote |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Not sure | Very liberal | Liberal | Moderate | Conservative | $\begin{gathered} \text { Very } \\ \text { conservative } \end{gathered}$ | Not sure | NET: Liberal | $\begin{gathered} \text { NET: } \\ \text { Conservative } \end{gathered}$ | Barack Obama | Mitt Romney | Other candidate | Idid not vote | Hillary Clinton |

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

| 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\% | $30 \%$ <br> AT.AU.AV.AW.AY | 26\% <br> AU.AV.AW.AY | $\begin{gathered} 23 \% \\ \text { AV.AW.AY } \end{gathered}$ | 19\% AV.AW.AY | 14\% | 13\% | 28\% <br> AT.AU.AV.AW.AY | $\begin{gathered} \text { 17\% } \\ \text { AV } \end{gathered}$ | 27\% <br> BA.Bb.BC | $\begin{gathered} \text { 16\% } \\ \text { BB } \end{gathered}$ | 6\% | $\begin{gathered} \text { 19\% } \\ \text { BB } \end{gathered}$ | 27\% be.bg.bJ |
| I think doing this is more of a marketing tactic | 50\% | 28\% | $\begin{gathered} 48 \% \\ \text { AW } \end{gathered}$ | $\begin{aligned} & 47 \% \\ & \text { AW } \end{aligned}$ | $\begin{gathered} \text { 48\% } \\ \text { Aw } \end{gathered}$ | 64\% AR.AS.AT.AW.AX | 63\% AR.AS.AT.AW.AX | 26\% | $\begin{gathered} 47 \% \\ \text { AW } \end{gathered}$ | 63\% AR.AS.AT.AW.AX | 47\% | $\begin{gathered} \text { 67\% } \\ \text { AZ.BC } \end{gathered}$ | $\begin{gathered} \text { 75\% } \\ \text { AZ.BC* } \end{gathered}$ | 42\% | $\begin{gathered} 47 \% \\ \text { BJ } \end{gathered}$ |
| Don't know | 29\% | 61\% AM.AN.AO.AP | 22\% | $\begin{gathered} 28 \% \\ \text { AR.AU.AY } \end{gathered}$ | 29\% AR.AU.AV.AX.AY | 17\% | $\begin{gathered} 24 \% \\ \text { AU.AY } \end{gathered}$ | 61\% AS.AT.AU.AV.AX. | $\begin{gathered} 25 \% \\ \text { AR.AU.AY } \end{gathered}$ | $\begin{gathered} 20 \% \\ \text { AU } \end{gathered}$ | $\begin{gathered} 27 \% \\ \text { BA } \end{gathered}$ | 17\% | 19\% | 38\% AZ.BA.BB | $\begin{gathered} 26 \% \\ \text { BE } \end{gathered}$ |

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## LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

| Total | 2016 Presidential Vote |  |  |  |  |  | Voting Registration |  |  | Stonewall Riots Familiarity |  | Heterosexual /straight | $\underset{\text { woman }}{\text { Lesbian /gay }}$ | 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.bu* | BD |  |  | * |  | BN | BR.bs.bu.bv | * | * |

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

| Unweighted base | 3721 | 1126 | 95 | 58 | 22 | 60 | 1042 | 3141 | 491 | 89 | 1024 | 2200 | 3196 | 46 | 123 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults I think doing this is more of a genuine reflection of the company's values | 3721 | 966 | 52 | 32 | 11 | 34 | 1598 | 2493 | 1042 | 186 | 917 | 2209 | 3184 | 39 | 116 |
|  | 21\% | 17\% | 23\% | 12\% | 14\% | 15\% | 20\% | 21\% | 21\% | 18\% | 25\% | 21\% | 21\% | 38\% | 28\% |
|  |  |  | * | * | ** | * |  |  |  | * | во |  |  | вP.вт.вU* | BU* |
| I think doing this is more of a marketing tactic | 50\% | 66\% | 60\% | 64\% | 81\% | 58\% | 40\% | 55\% | 41\% | 25\% | 58\% | 52\% | 51\%BQ Bu | 34\% | $\begin{aligned} & 47 \% \\ & \hline 1 * \end{aligned}$ |
|  |  | BD.BJ | BD.BJ* | BD.BJ* | ** | BJ* |  | BL.bM | вм | * | Bо |  |  | * |  |
| Don't know | 29\% | 17\% | 17\% | 24\% | 5\% | 26\% | 40\% | $24 \%$ | 38\% | 57\% | 17\% | 26\% | 28\% | 28\% | 25\% |
|  |  |  | * | , | ** | * | BD.BE.BF |  | BK | вк.bL* |  | BN |  | * | - |

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## LGBTQ Pride

US_nat_internal Sample: 28th - 31st May 2019

| Sexual Orientation |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Bisexual | Other | Prefer not to say | Gay <br> MenNomen |
|  |  | $*$ |  |  |

PRL_Q111. In general, if a company debuts special items themed around Pride e (eg., rainbow-colorere items, special
menu items, etc.) do you consider that more to be a 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 reffection of the company's values | 21\% | $\begin{gathered} 24 \% \\ \text { Bu } \end{gathered}$ | 16\% | 14\% | $\begin{aligned} & \text { 30\% } \\ & \text { BP.BU } \end{aligned}$ |
| I think doing this is more of a markeling tactic | 50\% | $\begin{gathered} 54 \% \\ \text { BQ.BU } \end{gathered}$ | 49\% | 33\% | 44\% |
| Don't know | 29\% | 22\% | 35\% | 53\% PP.BQ.BR.BS.BT.BV | 26\% |

