

LGBTQ Initial Fieldwork Dates: 8th - 11th June 2018

Conducted by YouGov On behalf of Editorial

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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 form cnesus 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 1127 adults. Fieldwork was undertaken between 8th - 11th June 2018. 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.

US_nat Sample: 8th - 11th June 2018

YouGov What the world thinks		Ge	nder		Age			Reg	gion			R	ace		
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school gradua
		A	В	с	D	E	F	G	н	1	J	к	L	м	N
Q1_1. Do you believe you know what all of the letters in each of		~	5	J.		-		Ū			Ū	ĸ	-		
he following terms stand for? Please select one option on sach row LGBT															
Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
Base: All US adults	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Yes, I do	80%	80%	79%	81%	79%	80%	82%	81%	77%	80%	82% K	68%	82% K*	77%	70%
No, I don't	20%	20%	21%	19%	21%	21%	18%	19%	23%	20%	18%	32%	18%	23%	30%
L												J.L*	*	*	O.P.Q
12. Do you believe you know what all of the letters in each of ne following terms stand for? Please select one option on ach row LGBTQ															
Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
Base: All US adults	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Yes, I do	53%	55%	51%	66%	52%	44%	57%	54%	47%	58%	57%	32%	45%	69%	37%
No, I don't	47%	45%	49%	D.E 34%	48%	56%	H 43%	46%	53%	H 42%	K.L 43%	68%	55%	K.L* 31%	63%
NO, I dont	41 70	43%	49%	34%	40 % C	50% C	43%	40 %	53% F.I	4276	43%	J.M*	J.M*	*	0.P.Q
11_3. Do you believe you know what all of the letters in each of he following terms stand for? Please select one option on ach row LGBTQIA															
Unweighted base	1127	485 549	642	274	350	503	212	251	402	262	802 720	113	128	84	383
Base: All US adults Yes, I do	1114 13%	13%	566 14%	340 26%	329 12%	445 5%	223 14%	243 17%	387 11%	261 13%	13%	132 6%	171 14%	91 24%	465 10%
				D.E	E							•	*	J.K*	
No, I don't	87%	87%	86%	75%	88% C	95% C.D	86%	83%	89%	87%	87% M	94% M*	86% *	76% *	90% Q
1_4. Do you believe you know what all of the letters in each of e following terms stand for? Please select one option on ach row LGBTQIAPK+															
Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
Base: All US adults	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Yes, I do	5%	6%	4%	10% D.E	5% E	2%	6%	5%	4%	6%	4%	2% *	12% J.K*	7% *	4%
					95%	0.001		95%	96%	94%	96%	98%	88%	93%	96%
No, I don't	95%	94%	96%	90%		98%	94%	0070							
KEL_q2. When referring to a community of people who identify	95%	94%	96%	90%	95% C	98% C.D	94%	00,0			L	L*	*	*	
KEL_q2. When referring to a community of people who identify as something other than heterosexual, which term are you					С	C.D							1		
KEL_q2. When referring to a community of people who identify is something other than heterosexual, which term are you nost likely to use? Unweighted base	1127	485	642	274	C 350	C.D	212	251	402	262	802	113	128	84	383
KEL_q2. When referring to a community of people who identify is something other than heterosexual, which term are you nost likely to use? Unweighted base Base: All US adults	1127 1114	485 549	642 566	274 340	C 350 329	C.D 503 445	212 223	251 243	402 387	261	802 720	113	128 171	84 91	465
EL_q2. When referring to a community of people who identify s something other than heterosexual, which term are you nost likely to use? Unweighted base	1127	485	642	274	C 350	C.D	212	251	402		802	113	128	84	
KEL_q2. When referring to a community of people who identify is something other than heterosexual, which term are you nost likely to use? Unweighted base Base: All US adults	1127 1114	485 549	642 566	274 340 43% 20%	C 350 329 40% 15%	C.D 503 445	212 223	251 243	402 387	261	802 720 42% 16%	113 132 49%	128 171 52%	84 91 31% * 20%	465
KEL_q2. When referring to a community of people who identify s something other than heterosexual, which term are you nost likely to use? Unweighted base Base: All US adults LGBT LGBTO	1127 1114 44% 14%	485 549 42% 12%	642 566 46% 16%	274 340 43% 20% E	C 350 329 40% 15% E	C.D 503 445 47% 9%	212 223 49% 15%	251 243 45% 13%	402 387 42% 13%	261 41% 16%	802 720 42% 16% K	113 132 49% M*	128 171 52% M* 9%	84 91 31% * 20% K.L*	465 41% 9%
EL_q2. When referring to a community of people who identify s something other than heterosexual, which term are you nost likely to use? Unweighted base Base: All US adults LGBTQ LGBTQA	1127 1114 44% 14% 2%	485 549 42% 12% 3%	642 566 46% 18%	274 340 43% 20% E 4% E	C 350 329 40% 15% E 2% E	C.D 503 445 47%	212 223 49% 15% 2%	251 243 45% 13% 3%	402 387 42% 13% 1%	261 41% 16% 4% H	802 720 42% 16% K 1%	113 132 49% M* 8% •	128 171 52% M* 9% * 7% J.K*	84 91 31% * 20% K.L* 2% *	465 41% 9% 1%
KEL_q2. When referring to a community of people who identify is something other than heterosexual, which term are you most likely to use? Unweighted base Base: All US adults LGBT LGBTO	1127 1114 44% 14%	485 549 42% 12%	642 566 46% 16%	274 340 43% E 4% E 3%	C 350 329 40% 15% E 2%	C.D 503 445 47% 9%	212 223 49% 15%	251 243 45% 13%	402 387 42% 13%	261 41% 16% 4%	802 720 42% 16% K	113 132 49% M* 8% *	128 171 52% M* 9% • 7% J.K* 2%	84 91 31% 20% K.L* 2% 7%	465 41% 9%
KEL_q2. When referring to a community of people who identify as something other than heterosexual, which term are you most likely to use? Unweighted base Base: All US adults LGBTQ LGBTQIA	1127 1114 44% 14% 2%	485 549 42% 12% 3%	642 566 46% 18%	274 340 43% 20% E 4% E	C 350 329 40% 15% E 2% E	C.D 503 445 47% 9% 1%	212 223 49% 15% 2%	251 243 45% 13% 3%	402 387 42% 13% 1%	261 41% 16% 4% H	802 720 42% 16% K 1%	113 132 49% M* 8%	128 171 52% M* 9% * 7% J.K*	84 91 31% * 20% K.L* 2% *	465 41% 9% 1%
KEL_q2. When referring to a community of people who identify as something other than heterosexual, which term are you most likely to use? Unweighted base Base: All US adults LGBTQ LGBTQIA LGBTQIAPK+	1127 1114 44% 14% 2% 1%	485 549 42% 12% 3% 1%	642 566 46% 18% 1%	274 340 43% E 4% E 3% D.E	C 350 329 40% E 2% E 0%	C.D 503 445 47% 9% 1%	212 223 49% 15% 2%	251 243 45% 13% 3% 1%	402 387 42% 13% 1%	261 41% 16% 4% H 0%	802 720 42% 16% K 1%	113 132 49% M* 8% - - - 1%	128 171 52% M* 9% • 7% J.K* 2% J*	84 91 31% * 20% K.L* 2% * 7% J.K*	465 41% 9% 1% 1%

US_nat Sample: 8th - 11th June 2018

YOUGOV What the world thinks		Educa	tion				Marita	Status			Children unde	er the age of 18		Inco	me
	Total	Some college, 2- year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k
		0	Р	Q	R	S	т	U	v	w	x	Y	z	AA	AB
1_1. Do you believe you know what all of the letters in each o	f														
e following terms stand for? Please select one option on ach row LGBT															
Unweighted bas	e 1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
Base: All US adul		347	193	109	505	25	119	56	373	37	241	873	453	277	234
Yes, I d		83%	90%	91%	79%	81%	80%	74%	82%	78%	76%	81%	73%	82%	90%
No, I dor	't 20%	N 17%	N.O 10%	N.O 9%	21%	19%	20%	26%	18%	22%	24%	19%	27%	Z 18%	Z.AA. 10%
		P.Q				**		*		*			AA.AB	AB	
_2. Do you believe you know what all of the letters in each of following terms stand for? Please select one option on	f														
ich row LGBTQ Unweighted bas	e 1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
Base: All US adul		394	193	109	505	22	127	56	320	39	250	873	410	292	204
Yes, I d		58%	71%	74%	49%	51%	50%	42%	62%	48%	46%	55%	433	55%	65%
		N	N.O	N.O		**		*	R.T.U	*		x		Z	Z.A
No, I dor	't 47%	42%	29%	26%	51%	49%	50%	58%	38%	52%	54%	45%	56%	45%	35%
		P.Q			V	**	V	V*		*	Y		AA.AB.AC	AB	
_3. Do you believe you know what all of the letters in each to following terms stand for? Please select one option on ch row LGBTQIA	f														
Unweighted bas		394	220	130	555	22	127	58	326	39	250	877	416	292	253
Base: All US adul		347	193	109	505	25	119	56	373	37	241	873	453	277	23
Yes, I o	o 13%	13%	14%	29% N.O.P	10%	21%	10%	15%	18% R.T	14%	12%	14%	10%	16% Z	19% Z.A
No, I dor	't 87%	87% Q	86% Q	71%	90% V	79%	90% V	85%	82%	86% *	88%	86%	90% AA.AB	84%	81%
_4. Do you believe you know what all of the letters in each of following terms stand for? Please select one option on ch row LGBTQIAPK+	f							1							
Unweighted bas	e 1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
Base: All US adult		347	193	109	505	25	119	56	373	37	241	873	453	277	234
Yes, I c	o 5%	7% P	2%	6%	2%	28%	3%	4% *	8% R	10% R*	4%	5%	8% AB.AC	6% AB	2%
No, I dor	't 95%	93%	98% O	94%	98% V.W	72%	97%	96%	92%	90%	96%	95%	92%	94%	98% Z.A
EL_q2. When referring to a community of people who identif something other than heterosexual, which term are you	,		0		v.w		1	1							2.8
ost likely to use? Unweighted bas	e 1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
Base: All US adul		347	193	109	505	25	119	56	373	37	241	873	453	277	234
LGE		44%	46%	48%	43%	19%	46%	40%	45%	42%	46%	43%	43%	42%	51% AC
LGBT	2 14%	14%	22% N.O	22% N.O	13%	15%	12%	8%	16%	21%	14%	14%	12%	18% Z	AC 149
LGBTQ	A 2%	4% N.P	0%	2%	1%	7%	1%	3%	4% R	-	1%	2%	4%	2%	1%
LGBTQIAPK	+ 1%	1%	-	2%	0%	21%	1%	5%	0%	-	2%	1%	0%	2%	1%
Something els	e 21%	24%	20%	P 16%	23%	** 26% **	22%	R.V* 18%	18%	* 19%	Y 14%	23%	19%	21%	24%
Don't know/not su	e 18%	12%	12%	10%	19%	12%	19%	26%	16%	17%	23%	X 17%	23%	16%	9%
						**					Y		AB	AB	

US_nat Sample: 8th - 11th June 2018

	Total	Prefer not to say
		AC
1. Do you believe you know what all of the letters in each of ne following terms stand for? Please select one option on		
each row LGBT		
Unweighted base	1127	166
Base: All US adults	1114	151
Yes, I do	80%	81%
No, I don't	20%	19%
21. 2. De veu believe veu know what all of the letters in each of		AB
Q1_2. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row LGBTQ		
Unweighted base	1127	166
Base: All US adults	1114	151
Yes, I do	53%	57% Z
No, I don't	47%	43%
21_3. Do you believe you know what all of the letters in each of he following terms stand for? Please select one option on each row LGBTQIA		
Unweighted base	1127	166
Base: All US adults	1114	151
Yes, I do	13%	10%
No, I don't	87%	90% AB
Q1_4. Do you believe you know what all of the letters in each of the following terms stand for? Please select one option on each row LGBTQIAPK+		
Unweighted base	1127	166
Base: All US adults	1114	151
Yes, I do	5%	2%
No, I don't	95%	98% Z
KEL_q2. When referring to a community of people who identify as something other than heterosexual, which term are you		
most likely to use? Unweighted base	1127	166
Base: All US adults	1127	166
Base: All US aduits	44%	38%
LGBI		
	14%	15%
LGBTQ		
LGBTQ LGBTQIA	2%	1%
	2% 1%	1%
LGBTQIA		

Don't know/not sure

18%

23% AB



KEL_q3. There are two popular interpretations on what the letter "Q" in "LGBTQ" should stand for. Some say it should stand for "questioning," as in a person who is questioning their sexuality. Others say it should stand for "queer" as an allencompassing word to describe people who are not cisgender (i.e., people whose gender is different as the sex they were assigned at birth) and/or heterosexual. What do you believe the "Q" should stand for? Gender

Female

Male

Total

Age

35 to 54

55+

18 to 34

Some say it should who is questioning their r "queer" as an all- who are not cisgender s the sex they were What do you believe															
Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
Base: All US adults	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Questioning	28%	23%	33%	31%	27%	27%	37%	25%	25%	28%	26%	35%	36%	22%	31%
			A				G.H					*	*	*	Р
Queer	39%	44%	34%	43%	38%	36%	41%	44%	36%	37%	40%	27%	38%	50%	29%
		В									к	•	*	K*	
Don't know/not sure	33%	33%	33%	26%	35%	37%	22%	32%	39%	34%	34%	38%	27%	28%	39%
					С	С		F	F	F		•	•	•	O.P.Q

Northeast

Region

South

Midwost

Race

Hispanic

Black

White

West

No HS, High

school graduate

Other (NET)

KEL_q4. There are two popular interpretations of what the letter "A" in "LGBTQIA" should represent. Some say it should stand for "asexual," meaning a person who has no sexual feelings or desires whatsoever. Others say it should stand for "ally," meaning a person who does not identify as gay, lesbian, bisexual, transgender, queer/questioning, or intersex, but is a supporter of these groups. What do you believe the "A" should stand for?

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
Base: All US adults	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Asexual	42%	41%	43%	55%	43%	30%	44%	46%	37%	43%	42%	39%	43%	41%	36%
				D.E	E			н				•	*	•	
Ally	13%	12%	14%	15%	13%	12%	21%	11%	13%	8%	12%	12%	17%	17%	14%
							G.H.I					•	*	•	
Don't know/not sure	45%	47%	43%	30%	44%	58%	35%	43%	50%	49%	46%	49%	40%	42%	51%
					С	C.D			F	F		•	*	•	0

KEL_q5_1. To what extent do you agree or disagree with the following statement? - Adding more letters to the term we use

to identify different gender and sexual identities is

unnecessarily confusing.

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
Base: All US adults	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Strongly agree	42%	45%	39%	32%	41%	50%	42%	41%	44%	40%	46%	37%	36%	27%	43%
					С	C.D					M	•	*	•	
Somewhat agree	24%	21%	27%	22%	26%	25%	22%	25%	26%	23%	26%	19%	21%	24%	19%
												•	*	•	
either agree nor disagree	17%	18%	16%	25%	17%	12%	23%	20%	15%	14%	14%	23%	18%	32%	18%
				D.E			H.I					J*	*	J*	
Somewhat disagree	4%	6%	3%	7%	4%	2%	5%	3%	2%	8%	3%	4%	8%	8%	3%
				E						G.H		•	J*	J*	
Strongly disagree	4%	3%	5%	4%	4%	4%	4%	2%	5%	5%	3%	5%	7%	5%	5%
												•	*	*	
Don't know/not sure	8%	7%	9%	10%	9%	6%	5%	9%	8%	10%	7%	13%	10%	5%	12%
												•	*	*	0.Q

KEL_q5_2. To what extent do you agree or disagree with the

following statement? - I think most people should be more

educated on what the letters in LGBTQ represent.

Unweighted base	1127	485	642	274	350	503	212	251	402	262	802	113	128	84	383
Base: All US adults	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Strongly agree	21%	17%	25%	20%	23%	20%	23%	20%	18%	23%	19%	26%	27%	18%	20%



KEL_q3. There are two popular interpretations on what the
letter "Q" in "LGBTQ" should stand for. Some say it should
stand for "questioning," as in a person who is questioning their
sexuality. Others say it should stand for "queer" as an all-
encompassing word to describe people who are not cisgender
(i.e., people whose gender is different as the sex they were
assigned at birth) and/or heterosexual. What do you believe
the "Q" should stand for?

		Educa	ation				Marita	I Status			Children unde	er the age of 18		Inco	me
	Total	Some college, 2∘ year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
retations on what the or. Some say it should on who is questioning their for "queer" as an all-															
ble who are not cisgender t as the sex they were II. What do you believe															
Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
Base: All US adults		347	193	109	505	25	119	56	373	37	241	873	453	277	234
Questioning		28%	20%	29%	28%	39%	26%	19%	28%	42%	31%	27%	35%	28%	21%
Queer	39%	P 42%	53%	46%	38%	** 39%	33%	* 41%	43%	U* 30%	39%	39%	AB.AC 31%	44%	51%
		N	N.O	N		**				*				Z.AC	Z.AC
Don't know/not sure	33%	30%	27%	26%	34%	23%	41% V	40%	29%	28%	30%	34%	34%	28%	27%
n who has no sexual s say it should stand for															
n who has no sexual is say it should stand for ot identify as gay, lesbian, ning, or intersex, but is a		394	220	130	555	22	127	58	326	39	250	877	416	292	253
n who has no sexual s say it should stand for t identify as gay, lesbian, ing, or intersex, but is a ou believe the "A" should	1127	394 347	220 193	130 109	555 505	22 25	127 119	58 56	326 373	39 37	250 241	877 873	416 453	292 277	253 234
n who has no sexual s say it should stand for t identify as gay, lesbian, ning, or intersex, but is a rou believe the "A" should Unweighted base	1127 1114	347 48%		109 47%					373 51%	37 52%					
Base: All US adults	1127 1114 42%	347	193	109	505	25 12%	119	56 25%	373	37	241	873	453 40% 16%	277 46% 15%	234
n who has no sexual s say it should stand for o tidentify as gay, lesbian, ning, or intersex, but is a you believe the "A" should Unweighted base Base: All US adults Asexual	1127 1114 42% 13%	347 48% N	193 41%	109 47% N	505 38% 13% 49%	25 12% ** 40%	119 37% 12% 50%	56 25% * 5% * 70%	373 51% R.T.U	37 52% U* 13%	241 48%	873 40% 12% 48%	453 40%	277 46%	234 44%
n who has no sexual s say it should stand for ot identify as gay, lesbian, ing, or intersex, but is a you believe the "A" should Unweighted base Base: All US adults Asexual Ally	1127 1114 42% 13%	347 48% N 12%	193 41% 14%	109 47% N 12%	505 38% 13%	25 12% ** 40% ** 48%	119 37% 12%	56 25% * 5%	373 51% R.T.U 14%	37 52% U* 13% * 35%	241 48% 17%	873 40% 12%	453 40% 16% AB	277 46% 15% AB	234 44% 8%
n who has no sexual s say it should stand for t identify as gay, lesbian, ing, or intersex, but is a rou believe the "A" should Unweighted base Base: All US adults Ally Don't know/not sure ee or disagree with the etters to the term we use I identities is Unweighted base	1127 1114 42% 13% 45%	347 48% N 12% 39%	193 41% 14% 45%	109 47% N 12% 41%	505 38% 13% 49% V	25 12% 40% 48% 	119 37% 12% 50% V	56 25% • 5% • 70% R.T.V.W*	373 51% R.T.U 14% 35%	37 52% U* 13% • 35% •	241 48% 17% 36% 250	873 40% 12% 48% X 877	453 40% 16% AB 44%	277 46% 15% AB 40%	234 44% 8% 48% 253
n who has no sexual s say it should stand for t identify agay, lesbian, ing, or intersex, but is a ou believe the "A" should Unweighted base Base: All US adults Asexual Ally Don't know/not sure se or disagree with the etters to the term we use I identities is Unweighted base Base: All US adults	1127 1114 42% 13% 45%	347 48% N 12% 39% 39%	193 41% 14% 45% 220 193	109 47% N 12% 41%	505 38% 13% 49% V	25 12% 40% 48% 22 25	119 37% 12% 50% V	56 25% • 70% R.T.V.W*	373 51% R.T.U 14% 35% 326 373	37 52% U* 13% 35%	241 48% 17% 36% 250 241	873 40% 12% 48% X 877 873	453 40% 16% AB 44%	277 46% 15% AB 40%	234 44% 8% 48% 253 234
a who has no sexual s say it should stand for t identify as gay, lesbian, ing, or intersex, but is a ou believe the "A" should Unweighted base Base: All US adults Asexual Ally Don't know/not sure te or disagree with the stiers to the term we use identities is	1127 1114 42% 13% 45%	347 48% N 12% 39%	193 41% 14% 45%	109 47% N 12% 41%	505 38% 13% 49% V	25 12% 40% 48% 	119 37% 12% 50% V	56 25% • 5% • 70% R.T.V.W*	373 51% R.T.U 14% 35%	37 52% U* 13% • 35% •	241 48% 17% 36% 250	873 40% 12% 48% X 877	453 40% 16% AB 44%	277 46% 15% AB 40%	234 44% 8% 48%
who has no sexual say it should stand for t identify agy, lesbian, ing, or intersex, but is a ou believe the "A" should Unweighted base Base: All US adults Ally Don't know/not sure et or disagree with the stters to the term we use identities is Unweighted base Base: All US adults	1127 1114 42% 13% 45% 1127 11127 1114 42%	347 48% N 12% 39% 39%	193 41% 14% 45% 220 193	109 47% N 12% 41%	505 38% 13% 49% V	25 12% •• 40% •• 48% •• 22 25 23%	119 37% 12% 50% V	56 25% • 70% R.T.V.W*	373 51% R.T.U 14% 35% 326 373	37 52% U* 13% 35%	241 48% 17% 36% 250 241	873 40% 12% 48% X 877 873	453 40% 16% AB 44%	277 46% 15% AB 40%	234 44% 8% 48% 253 234
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n who has no sexual s say it should stand for t identify as gay, lesbian, ing, or intersex, but is a rou believe the "A" should Unweighted base Base: All US adults Ally Don't know/not sure se or disagree with the etters to the term we use I identities is Unweighted base Base: All US adults Strongly agree	1127 1114 42% 13% 45% 1127 1114 42% 24% 17%	347 48% N 12% 39% 39% 39%	193 41% 14% 45% 220 193 44% 25%	109 47% N 12% 41% 130 109 38% 39% N.O.P	505 38% 13% 49% V 555 505 43% 26%	25 12% 40% 48% 22 25 23% 16% 50%	119 37% 12% 50% V 127 119 40% 32% V	58 25% 5% 70% R.T.V.W* 58 56 48% 18%	373 51% RTU 14% 35% 326 373 41% 21% 17% 6%	37 52% U* 13% 35% 35% 37 41% 16% 26%	241 48% 17% 36% 250 241 38% 24%	873 40% 12% 48% X 877 873 43% 24%	453 40% 16% AB 44% 416 453 43% 22%	277 46% 15% AB 40% 292 277 44% 25%	234 44% 8% 48% 253 234 42% 30% Z
n who has no sexual s say it should stand for t identify as gay, lesbian, ing, or intersex, but is a ou believe the "A" should Unweighted base Base: All US adults Ally Don't know/not sure tee or disagree with the etters to the term we use I identities is Unweighted base Base: All US adults Strongly agree Somewhat agree	1127 1114 42% 13% 45% 1127 1114 42% 24% 17% 4%	347 48% N 12% 39% 39% 347 41% 26% 15%	193 41% 14% 45% 220 193 44% 25% 18%	109 47% N 12% 41% 130 109 38% 39% N.O.P 18%	505 38% 13% 49% V 555 505 43% 26% 16%	25 12% •• 40% •• 48% •• 22 25 23% •• 16% •• 50% ••	119 37% 12% 50% V 127 119 40% 32% V 17%	58 25% 5% 70% R.T.V.W* 58 56 48% 18% 15% 3%	373 51% R.T.U 14% 35% 326 373 41% 21% 17%	37 52% U* 13% 35% 39 37 41% 16% 26%	241 48% 17% 36% 250 241 38% 24% 21%	873 40% 12% 48% X 877 873 43% 24% 16%	453 40% 16% AB 44% 44% 416 453 43% 22% 17%	277 46% 15% AB 40% 292 277 44% 25% 16%	234 44% 8% 48% 253 234 42% 30% Z 17%

n LGB I Q represent.															
Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
Base: All US adults	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
Strongly agree	21%	20%	23%	22%	18%	21%	20%	14%	25%	28%	20%	21%	21%	23%	16%

the "Q" should stand for

Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253
Base: All US adults	1114	347	193	109	505	25	119	56	373	37	241	873	453	277	234
Questioning	28%	28%	20%	29%	28%	39%	26%	19%	28%	42%	31%	27%	35%	28%	21%
		Р				**		•		U*			AB.AC		
Queer	39%	42%	53%	46%	38%	39%	33%	41%	43%	30%	39%	39%	31%	44%	51%
		N	N.O	N		**		•		*				Z.AC	Z.AC
Don't know/not sure	33%	30%	27%	26%	34%	23%	41%	40%	29%	28%	30%	34%	34%	28%	27%
						**	V	*		*					

KEL_q4. There are two popular interpretations of letter "A" in "LGBTQIA" should represent. Some stand for "asexual," meaning a person who has feelings or desires whatsoever. Others say it sho "ally," meaning a person who does not identify as bisexual, transgender, queer/questioning, or inter supporter of these groups. What do you believe t stand for?

Don'

KEL_q5_1. To what extent do you agree or disagr following statement? - Adding more letters to the

to identify different gender and sexual identities

unnecessarily confusing.

KEL_q5_2. To what extent do you agree or disagree with the

following statement? - I think most people should be more educated on what the letters in LGBTQ represent.

US_nat Sample: 8th - 11th June 2018





KEL_q3. There are two popular interpretations on what the letter "Q" in "LGBTQ" should stand for. Some say it should stand for "questioning," as in a person who is questioning their sexuality. Others say it should stand for "queer" as an allencompassing word to describe people who are not cisgender (i.e., people whose gender is different as the sex they were assigned at birth) and/or heterosexual. What do you believe the "Q" should stand for?

Unweighted base	1127	166
Base: All US adults	1114	151
Questioning	28%	20%
Queer	39%	33%
Don't know/not sure	33%	47% Z.AA.AB

KEL_q4. There are two popular interpretations of what the letter "A" in "LGBTQIA" should represent. Some say it should stand for "asexual," meaning a person who has no sexual feelings or desires whatsoever. Others say it should stand for "ally," meaning a person who does not identify as gay, lesbian, bisexual, transgender, queer/questioning, or intersex, but is a supporter of these groups. What do you believe the "A" should stand for?

1127	166
1114	151
42%	36%
13%	9%
45%	55% Z.AA
	1114 42% 13%

KEL_q5_1. To what extent do you agree or disagree with the following statement? Adding more letters to the term we use to identify different gender and sexual identities is unnecessarily confusing.

Unweighted base	1127	166
Base: All US adults	1114	151
Strongly agree	42%	36%
Somewhat agree	24%	23%
Neither agree nor disagree	17%	19%
Somewhat disagree	4%	3%
Strongly disagree	4%	4%
Don't know/not sure	8%	15% Z.AA.AB

KEL_q5_2. To what extent do you agree or disagree with the

following statement? - I think most people should be more

educated on what the letters in LGBTQ represent.

Unweighted base	1127	166
Base: All US adults	1114	151
Strongly agree	21%	23%

YouGov [°] What the world thinks		Gender		Age				Region				Race			
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
			A									•		•	
Somewhat agree	21%	18%	23%	23%	20%	19%	20%	20%	21%	22%	21%	22% *	19% *	22% *	16%
Neither agree nor disagree	24%	27%	22%	24%	26%	23%	31% G.I	20%	25%	21%	23%	25% *	25% *	29% *	25% Q
Somewhat disagree	6%	7%	5%	5%	6%	6%	3%	8% F	5%	7%	6%	5% *	6% *	6% *	6%
Strongly disagree	21%	26% B	15%	18%	19%	25% C.D	18%	22%	22%	21%	24% L	16% *	13% *	18% *	21%
Don't know/not sure	8%	6%	10% A	10%	7%	7%	6%	9%	9%	6%	8%	7% *	9% *	7% *	11% O.P.Q
KEL_q5_3. To what extent do you agree or disagree with the following statement? - Having a term for people with non- cisgender (i.e., people whose gender is different as the sex they were assigned at birth) or non-heterosexual identities is important.															
Unweighted base		485	642	274	350	503	212	251	402	262	802	113	128	84	383
Base: All US adults	1114	549	566	340	329	445	223	243	387	261	720	132	171	91	465
Strongly agree	13%	10%	16% A	15%	14%	12%	17%	12%	12%	14%	12%	13% *	20% J*	14% *	11%
Somewhat agree	169/	159/	170/	199/	169/	1 = 9/	109/	100/	149/	170/	100/	150/	00/	159/	109/

Strongly agree	1370	10 /6	1076	1376	14 /0	12/0	17 /0	12 /0	12 /0	14 /0	12 /0	1370	2076	144 /0	11/0
			A									•	J*	•	
Somewhat agree	16%	15%	17%	18%	16%	15%	18%	18%	14%	17%	18%	15%	8%	15%	12%
											L	•	*	*	
Neither agree nor disagree	28%	29%	26%	30%	30%	24%	22%	25%	29%	33%	25%	31%	34%	32%	29%
										F		•	*	•	
Somewhat disagree	10%	11%	9%	9%	9%	11%	13%	10%	10%	7%	10%	9%	12%	8%	10%
												•	*	*	
Strongly disagree	21%	27%	16%	15%	21%	26%	20%	22%	21%	21%	24%	11%	17%	21%	21%
		В				С					к	•	*	•	
Don't know/not sure	12%	9%	15%	12%	11%	12%	11%	13%	15%	8%	11%	20%	9%	9%	16%
			A						1			J.L*	*	•	O.P.Q

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, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*))

YouGov° What the world thinks		Educa	ation				Marital	Status	Children under the age of 18		Income				
	Total	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
						**		•	R	•					
Somewhat agree	21%	24% N	18%	35% N.O.P	21%	4% **	21%	22% *	20%	20% *	22%	20%	21%	21%	22%
Neither agree nor disagree	24%	24%	28% Q	15%	26%	35% **	25%	18% *	22%	30% *	24%	24%	26%	22%	26%
Somewhat disagree	6%	6%	6%	5%	7%	15% **	6%	6% *	4%	5% *	7%	6%	6%	6%	4%
Strongly disagree	21%	21%	20%	21%	23%	15% **	23%	25%	18%	14% *	19%	21%	17%	21%	26% Z
Don't know/not sure	8%	6%	5%	3%	6%	10% **	5%	16% R*	10%	2% *	8%	7%	8%	6%	6%
KEL_q5_3. To what extent do you agree or disagree with the following statement? - Having a term for people with non- cisgender (i.e., people whose gender is different as the sex they were assigned at birth) or non-heterosexual identities is						1	1	1	1					·	
important. Unweighted base	1127	394	220	130	555	22	127	58	326	39	250	877	416	292	253

Babbi fai bo addito		0.17	100	100	000	20	110	00	0.0	0,		0.0	100	2	201
Strongly agree	13%	14%	15%	22%	12%	14%	10%	5%	18%	14%	13%	13%	14%	17%	10%
				N		**		•	R	•				AB	
Somewhat agree	16%	19%	18%	22%	15%	5%	17%	14%	19%	21%	16%	16%	14%	18%	19%
		N		N		**		*		•					
Neither agree nor disagree	28%	27%	26%	23%	27%	38%	33%	41%	24%	31%	30%	27%	29%	25%	25%
						**		V*		•					
Somewhat disagree	10%	10%	9%	13%	13%	15%	6%	10%	7%	5%	10%	10%	9%	7%	16%
					V	**		*		•					Z.AA.AC
Strongly disagree	21%	20%	24%	16%	24%	24%	19%	21%	18%	19%	19%	22%	19%	24%	22%
						**		•		•					
Don't know/not sure	12%	10%	9%	4%	10%	3%	14%	10%	15%	10%	12%	12%	14%	8%	8%
						**		*		•			AB		

Cell Contents (Col

Base: All US adults

YouGov What the world thinks

	Total	Prefer not to say
Somewhat agree	21%	16%
Neither agree nor disagree	24%	21%
Somewhat disagree	6%	5%
Strongly disagree	21%	23%
Don't know/not sure	8%	12% AA.AB

KEL_q5_3. To what extent do you agree or disagree with the following statement? - Having a term for people with noncisgender (i.e., people whose gender is different as the sex they were assigned at birth) or non-heterosexual identities is

important.

Unweighted base	1127	166
Base: All US adults	1114	151
Strongly agree	13%	10%
Somewhat agree	16%	15%
Neither agree nor disagree	28%	30%
Somewhat disagree	10%	8%
Strongly disagree	21%	19%
Don't know/not sure	12%	19% AA.AB

Cell Contents (Col