

Internal
MRS Pride: Pride & Brands

GB Sample: 23rd - 24th May 2019

Sample Size: 2025 Adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Which, if any, of the following do you care about when looking for a new brand/ company to purchase goods/ services from? (Please select all that apply)

	Unweighted base	2025	950	1075	172	307	338	345	863
	Base: All GB Adults	2025	982	1043	225	321	342	335	803
How conscious they are about the environment (e.g. use of plastics, environmental impact etc.)		44%	36%	51%	52%	42%	41%	42%	44%
How ethically the goods/ services are sourced		41%	37%	44%	52%	39%	37%	37%	41%
How good the customer service is		69%	66%	71%	63%	69%	64%	69%	72%
Whether their values align with my own (i.e. on social and political issues)		28%	27%	29%	33%	33%	35%	26%	22%
How fairly their staff and customers are treated		48%	45%	50%	51%	44%	41%	44%	52%
None of these		11%	14%	8%	6%	12%	12%	13%	10%
Don't know		7%	6%	7%	8%	6%	9%	6%	5%

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Which of the following best describes your sexuality?

Unweighted base	1996	938	1058	166	301	330	340	859
Base	1992	965	1027	217	313	332	330	799
Heterosexual	85%	83%	87%	67%	79%	85%	90%	90%
Gay or lesbian	5%	8%	2%	9%	7%	7%	5%	2%
Bisexual	4%	3%	5%	15%	6%	3%	2%	2%
Other	2%	1%	2%	4%	3%	2%	0%	1%
Prefer not to say	4%	4%	4%	5%	4%	3%	3%	5%

At birth were you described as:

Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB adults	2025	982	1043	225	321	342	335	803
Male	48%	98%	0%	50%	45%	50%	48%	47%
Female	51%	1%	98%	48%	54%	47%	50%	52%
Intersex	0%	-	1%	2%	-	0%	0%	0%
Prefer not to say	1%	1%	1%	1%	1%	2%	1%	1%

Which of the following describes how you think of yourself?

Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB adults	2025	982	1043	225	321	342	335	803
Female	50%	1%	97%	47%	53%	47%	50%	52%
Male	48%	98%	1%	49%	46%	51%	49%	47%
In another way	1%	0%	1%	2%	1%	1%	1%	0%
Prefer not to say	1%	1%	2%	2%	1%	2%	1%	1%

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Generally speaking, do you support or oppose Lesbian, Gay, Bisexual, Trans (LGBT+) rights/ issues (e.g. same-sex marriage, gender recognition laws, etc.)?

Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB adults	2025	982	1043	225	321	342	335	803
Strongly support	38%	32%	43%	60%	53%	49%	37%	22%
Tend to support	37%	38%	37%	27%	28%	39%	40%	42%
Tend to oppose	9%	12%	7%	5%	7%	5%	6%	15%
Strongly oppose	6%	8%	4%	3%	3%	3%	6%	9%
Don't know	6%	7%	6%	5%	6%	3%	7%	8%
Prefer not to say	4%	3%	4%	-	3%	2%	4%	5%

How appropriate or inappropriate do you think it is for a brand/ company to have a public opinion on the following issues? (Please select one option per row)

Lesbian, Gay, Bisexual, Trans (LGBT+) rights/ issues

Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803
Very appropriate	25%	23%	27%	29%	36%	29%	26%	17%
Fairly appropriate	31%	30%	33%	37%	28%	36%	32%	29%
Fairly inappropriate	17%	19%	15%	12%	13%	11%	16%	23%
Very inappropriate	12%	15%	9%	9%	10%	6%	12%	16%
Don't know	14%	13%	16%	13%	13%	17%	14%	15%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Gender equality/ feminism								
Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803
Very appropriate	30%	26%	34%	35%	39%	32%	31%	23%
Fairly appropriate	34%	33%	34%	39%	30%	37%	33%	33%
Fairly inappropriate	14%	16%	12%	10%	11%	12%	14%	17%
Very inappropriate	9%	12%	7%	6%	8%	5%	7%	14%
Don't know	13%	13%	13%	10%	12%	15%	14%	13%
Animal rights								
Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803
Very appropriate	42%	36%	48%	47%	49%	43%	46%	35%
Fairly appropriate	35%	39%	32%	40%	31%	36%	31%	37%
Fairly inappropriate	8%	10%	6%	3%	6%	6%	7%	12%
Very inappropriate	5%	6%	3%	3%	4%	2%	5%	7%
Don't know	10%	9%	11%	8%	10%	12%	11%	10%
Environmental causes (e.g. plastics, climate change, fuel etc.)								
Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803
Very appropriate	58%	53%	63%	67%	61%	55%	59%	55%
Fairly appropriate	28%	31%	25%	25%	23%	30%	25%	30%
Fairly inappropriate	4%	5%	2%	0%	4%	3%	5%	4%
Very inappropriate	3%	3%	2%	2%	3%	1%	3%	4%
Don't know	8%	7%	8%	5%	9%	11%	8%	6%

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

How appropriate or inappropriate do you think it is for a brand/ company to openly support the following?

Lesbian, Gay, Bisexual, Trans (LGBT+) rights/ issues								
Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803
Very appropriate	34%	29%	39%	52%	47%	40%	34%	22%
Fairly appropriate	29%	30%	29%	29%	26%	32%	30%	29%
Fairly inappropriate	13%	15%	11%	6%	9%	7%	11%	20%
Very inappropriate	10%	14%	6%	4%	7%	5%	9%	15%
Don't know	14%	12%	15%	8%	11%	16%	16%	14%
Gender equality/ feminism								
Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803
Very appropriate	39%	34%	44%	54%	50%	42%	37%	31%
Fairly appropriate	32%	33%	31%	31%	28%	34%	34%	33%
Fairly inappropriate	11%	13%	9%	4%	8%	6%	10%	16%
Very inappropriate	6%	9%	4%	4%	4%	3%	5%	10%
Don't know	12%	11%	12%	7%	10%	15%	14%	11%
Animal rights								
Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803
Very appropriate	47%	41%	52%	62%	58%	49%	46%	38%
Fairly appropriate	32%	35%	30%	30%	26%	32%	34%	35%
Fairly inappropriate	7%	8%	6%	2%	4%	5%	6%	11%
Very inappropriate	4%	6%	2%	2%	2%	2%	3%	7%
Don't know	10%	9%	10%	5%	9%	12%	11%	9%

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	Male	Female	18-24	25-34	35-44	45-54	55+

Environmental causes (e.g. plastics, climate change, fuel etc.)

Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803
Very appropriate	62%	57%	66%	69%	70%	57%	60%	59%
Fairly appropriate	25%	29%	22%	23%	17%	29%	24%	29%
Fairly inappropriate	3%	4%	3%	2%	3%	3%	5%	4%
Very inappropriate	2%	3%	1%	2%	2%	1%	2%	3%
Don't know	7%	7%	8%	4%	8%	9%	9%	6%

For the following question, by "openly supported Lesbian, Gay, Bisexual, Trans (LGBT+) rights/ issues", we mean actions such as sponsoring Pride events, using the rainbow Pride flag in their marketing, having policies to support LGBT+ staff and customers, etc. On a scale of 0 to 6, where 0 is "Much more negatively" and 6 is "Much more positively"...How much more positively or negatively, if at all, would you feel towards a brand that openly supported Lesbian, Gay, Bisexual, Trans (LGBT+) rights/ issues?

Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803
6 - Much more positively	20%	15%	24%	26%	29%	26%	21%	11%
5	9%	8%	11%	16%	10%	11%	7%	8%
4	11%	12%	11%	21%	12%	13%	10%	8%
3 - No effect	40%	41%	40%	28%	33%	41%	41%	46%
2	5%	7%	4%	3%	7%	1%	5%	7%
1	2%	3%	2%	0%	2%	1%	2%	4%
0 - Much more negatively	7%	10%	5%	2%	3%	5%	8%	11%
Don't know	4%	5%	4%	3%	6%	2%	5%	4%

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

For the following question, the scenarios are completely fictional and do not reflect any real events... On a scale of 0 to 6, where 0 is "Much more negatively" and 6 is "Much more positively"...How much more positively or negatively would you feel towards a brand in each of the scenarios listed, or would it have no effect? (Please select an option on each row)

If a brand/ company sponsored a Pride event by paying to take part in the parade

	Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803	
6 - Much more positively	15%	12%	18%	21%	19%	17%	18%	9%	
5	10%	8%	11%	14%	11%	13%	8%	7%	
4	13%	13%	13%	24%	16%	18%	8%	10%	
3 - Neither more positively or negatively	43%	43%	44%	29%	38%	42%	49%	48%	
2	5%	7%	3%	5%	5%	3%	4%	7%	
1	2%	2%	2%	1%	2%	1%	2%	3%	
0 - Much more negatively	7%	10%	5%	2%	3%	3%	7%	12%	
Don't know	5%	5%	4%	4%	6%	5%	4%	4%	

If a brand/ company used the rainbow Pride flag in their marketing to show their support

	Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803	
6 - Much more positively	13%	10%	15%	15%	15%	15%	17%	8%	
5	9%	7%	11%	11%	12%	11%	7%	8%	
4	13%	12%	14%	19%	15%	17%	10%	11%	
3 - Neither more positively or negatively	43%	43%	44%	36%	38%	43%	47%	46%	
2	7%	10%	5%	9%	8%	6%	5%	8%	
1	3%	4%	2%	2%	2%	1%	3%	4%	
0 - Much more negatively	7%	10%	5%	3%	3%	3%	7%	12%	
Don't know	5%	5%	5%	4%	7%	4%	4%	4%	

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

If a brand/ company introduced policies to support their LGBT+ colleagues (e.g. an LGBT+ network, support for those having gender reassignment surgery, etc.)

Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803
6 - Much more positively	22%	18%	26%	39%	32%	24%	22%	13%
5	12%	10%	14%	17%	12%	16%	9%	9%
4	12%	12%	12%	16%	10%	14%	12%	11%
3 - Neither more positively or negatively	35%	36%	34%	17%	29%	33%	41%	41%
2	5%	6%	4%	3%	4%	2%	4%	7%
1	3%	4%	2%	1%	3%	1%	3%	5%
0 - Much more negatively	7%	10%	4%	2%	5%	4%	6%	10%
Don't know	5%	5%	4%	4%	6%	5%	4%	5%

If a brand/ company introduced policies/ services to support their LGBT+ customers (e.g. anti-discrimination policies)

Unweighted base	2025	950	1075	172	307	338	345	863
Base: All GB Adults	2025	982	1043	225	321	342	335	803
6 - Much more positively	25%	20%	29%	40%	36%	31%	24%	14%
5	10%	8%	12%	14%	12%	12%	9%	8%
4	13%	13%	13%	18%	9%	11%	13%	13%
3 - Neither more positively or negatively	36%	38%	34%	21%	28%	35%	40%	42%
2	3%	4%	3%	2%	4%	1%	3%	4%
1	3%	4%	1%	-	2%	2%	1%	4%
0 - Much more negatively	6%	8%	4%	2%	3%	4%	6%	9%
Don't know	5%	5%	4%	3%	6%	4%	4%	5%