

YouGov Survey Results

Sample Size: 1610 Adults in GB
Fieldwork: 29th - 30th June 2020

| | Vote in 2019 GE | | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|--------------------------|-----------------|------------|------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|---------------|------------------|------------|------------|---|
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 1610 | 546 | 399 | 145 | 597 | 638 | 782 | 828 | 175 | 671 | 388 | 375 | 918 | 692 | 193 | 541 | 349 | 388 | 138 | |
| Unweighted Sample | 1610 | 578 | 429 | 167 | 697 | 671 | 722 | 888 | 99 | 673 | 401 | 437 | 958 | 652 | 152 | 564 | 358 | 391 | 145 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which, if any, of the following have you noticed companies do during June?

Please tick all that apply

| | | | | | | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Make their logo Pride-themed (such as using rainbow colours) | 48 | 41 | 62 | 54 | 57 | 38 | 43 | 52 | 76 | 57 | 40 | 25 | 51 | 43 | 57 | 48 | 44 | 45 | 47 |
| Fundraise for or pledge to donate to LGBTQ+ charities | 14 | 13 | 20 | 18 | 21 | 10 | 13 | 16 | 23 | 15 | 11 | 13 | 17 | 12 | 20 | 13 | 12 | 16 | 14 |
| Sell Pride-branded products | 16 | 10 | 22 | 23 | 21 | 10 | 13 | 19 | 27 | 21 | 12 | 7 | 17 | 15 | 18 | 15 | 17 | 15 | 20 |
| Social media posts about Pride or LGBTQ+ issues | 31 | 24 | 48 | 30 | 40 | 23 | 28 | 35 | 57 | 39 | 23 | 15 | 33 | 29 | 41 | 29 | 29 | 31 | 36 |
| Publicise LGBTQ+ friendly policies (such as policies to protect LGBTQ+ staff or customers) | 13 | 12 | 15 | 18 | 16 | 11 | 13 | 13 | 18 | 14 | 11 | 9 | 14 | 11 | 21 | 12 | 11 | 12 | 11 |
| Something else in support of Pride | 11 | 11 | 14 | 11 | 15 | 9 | 12 | 11 | 21 | 12 | 11 | 6 | 13 | 9 | 13 | 11 | 11 | 11 | 13 |
| None of these - I haven't seen companies do anything for LGBTQ+ Pride in June | 35 | 43 | 24 | 32 | 27 | 46 | 40 | 29 | 6 | 23 | 45 | 58 | 33 | 37 | 23 | 36 | 36 | 38 | 31 |
| Don't know | 12 | 10 | 7 | 9 | 9 | 10 | 12 | 12 | 14 | 13 | 10 | 11 | 10 | 14 | 12 | 11 | 13 | 11 | 14 |

Have you noticed more or less activity from companies celebrating Pride

Month 2020 compared with last year?

| | | | | | | | | | | | | | | | | | | | |
|----------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| More | 15 | 14 | 19 | 10 | 17 | 15 | 13 | 17 | 27 | 18 | 12 | 8 | 16 | 14 | 12 | 16 | 15 | 14 | 20 |
| About the same | 25 | 22 | 30 | 35 | 29 | 21 | 27 | 23 | 25 | 31 | 24 | 16 | 29 | 21 | 28 | 27 | 22 | 26 | 22 |
| Less | 16 | 14 | 20 | 17 | 19 | 14 | 15 | 18 | 23 | 18 | 16 | 11 | 17 | 16 | 20 | 15 | 13 | 20 | 17 |
| Don't know | 43 | 50 | 31 | 39 | 35 | 50 | 44 | 42 | 26 | 33 | 48 | 65 | 39 | 49 | 40 | 43 | 50 | 40 | 41 |

How genuine or not do you generally think it is when companies show their

support for the LGBTQ+ community at the following times?

During Pride month

| | | | | | | | | | | | | | | | | | | | |
|--------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very genuine | 2 | 1 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 2 | 3 | 2 | 2 | 4 | 1 | 2 |
| Fairly genuine | 23 | 19 | 30 | 25 | 28 | 19 | 18 | 28 | 34 | 27 | 19 | 15 | 24 | 21 | 26 | 22 | 24 | 23 | 20 |
| TOTAL GENUINE | 25 | 20 | 32 | 28 | 30 | 21 | 20 | 30 | 37 | 30 | 20 | 16 | 26 | 24 | 28 | 24 | 28 | 24 | 22 |
| Not very genuine | 30 | 29 | 32 | 38 | 33 | 30 | 31 | 30 | 25 | 32 | 35 | 25 | 32 | 28 | 30 | 31 | 29 | 30 | 32 |
| Not at all genuine | 17 | 23 | 13 | 11 | 14 | 20 | 23 | 11 | 11 | 17 | 19 | 17 | 17 | 16 | 14 | 19 | 15 | 16 | 18 |
| TOTAL NOT GENUINE | 47 | 52 | 45 | 49 | 47 | 50 | 54 | 41 | 36 | 49 | 54 | 42 | 49 | 44 | 44 | 50 | 44 | 46 | 50 |
| Don't know | 28 | 28 | 23 | 22 | 23 | 29 | 26 | 29 | 27 | 21 | 27 | 41 | 24 | 32 | 28 | 25 | 29 | 30 | 28 |

Outside of Pride month

| | | | | | | | | | | | | | | | | | | | |
|--------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very genuine | 9 | 4 | 13 | 10 | 13 | 4 | 7 | 10 | 22 | 11 | 5 | 2 | 11 | 6 | 7 | 8 | 9 | 10 | 10 |
| Fairly genuine | 29 | 24 | 35 | 39 | 33 | 24 | 24 | 34 | 38 | 36 | 25 | 16 | 32 | 24 | 31 | 30 | 28 | 27 | 30 |
| TOTAL GENUINE | 38 | 28 | 48 | 49 | 46 | 28 | 31 | 44 | 60 | 47 | 30 | 18 | 43 | 30 | 38 | 38 | 37 | 37 | 40 |
| Not very genuine | 20 | 20 | 20 | 19 | 20 | 22 | 23 | 17 | 7 | 19 | 25 | 22 | 18 | 23 | 23 | 21 | 19 | 20 | 18 |
| Not at all genuine | 13 | 21 | 8 | 5 | 10 | 18 | 18 | 8 | 3 | 12 | 16 | 16 | 13 | 13 | 10 | 14 | 13 | 12 | 15 |
| TOTAL NOT GENUINE | 33 | 41 | 28 | 24 | 30 | 40 | 41 | 25 | 10 | 31 | 41 | 38 | 31 | 36 | 33 | 35 | 32 | 32 | 33 |
| Don't know | 29 | 31 | 24 | 27 | 24 | 31 | 27 | 31 | 29 | 22 | 29 | 43 | 26 | 34 | 29 | 27 | 32 | 31 | 27 |