

Daily Survey: LGBT issues and Pride

May 24 - 27, 2022 - 1000 US Adult Citizens



1. Pride Month Knowledge

How much, if at all, do you know about Pride month?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	17%	14%	20%	25%	22%	13%	9%	16%	10%	24%	22%
A little	57%	56%	59%	55%	54%	59%	61%	58%	62%	53%	53%
Nothing at all	26%	31%	21%	19%	24%	29%	29%	26%	28%	22%	25%
Totals	100%	101%	100%	99%	100%	101%	99%	100%	100%	99%	100%
Unweighted N	(997)	(458)	(539)	(166)	(215)	(361)	(255)	(716)	(124)	(93)	(64)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	17%	23%	15%	12%	22%	14%	17%	16%	19%	24%	15%	16%	13%
A little	57%	61%	57%	54%	63%	55%	56%	60%	53%	52%	57%	57%	62%
Nothing at all	26%	15%	29%	33%	15%	31%	27%	23%	28%	24%	28%	27%	24%
Totals	100%	99%	101%	99%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(997)	(317)	(423)	(257)	(390)	(346)	(463)	(254)	(145)	(172)	(211)	(387)	(227)

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2. Participate in Pride Events

Do you plan to participate in any Pride month activities or celebrations this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	13%	15%	11%	19%	27%	6%	3%	12%	7%	19%	25%
No	72%	73%	71%	60%	59%	79%	87%	74%	76%	61%	59%
Not sure	15%	12%	18%	21%	14%	15%	9%	13%	16%	20%	16%
Totals	100%	100%	100%	100%	100%	100%	99%	99%	99%	100%	100%
Unweighted N	(993)	(458)	(535)	(166)	(215)	(359)	(253)	(712)	(124)	(93)	(64)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	13%	20%	10%	11%	19%	10%	10%	14%	27%	18%	9%	13%	15%
No	72%	62%	72%	83%	62%	83%	73%	77%	56%	70%	76%	71%	70%
Not sure	15%	18%	18%	5%	19%	7%	17%	8%	17%	12%	15%	16%	14%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(993)	(316)	(421)	(256)	(388)	(344)	(460)	(254)	(145)	(172)	(211)	(384)	(226)

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Interviewing Dates	May 24 - 27, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.227 to 3.412, with a mean of one and a standard deviation of 0.427.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	84 questions not reported.