Daily Survey: Viewpoints on Pronouns
June 29 - July 4, 2022 - 1000 US Adult Citizens

YouGov

1. Ever Seen Pronoun Display
Have you come across someone saying or displaying their pronouns, e.g. saying they go by "she/her" on their social media description?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	49%	47%	50%	72%	49%	41%	37%	51%	30%	53%	56%
No, I have not	35%	36%	34%	15%	32%	40%	48%	34%	43%	35%	26%
Don't know / Can't recall	17%	17%	16%	13%	19%	18%	16%	15%	27%	12%	18%
Totals	101%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(997)	(481)	(516)	(211)	(206)	(367)	(213)	(722)	(119)	(84)	(72)

	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, I have	49%	56%	46%	45%	62%	41%	42%	52%	63%	52%	45%	49%	49%
No, I have not	35%	30%	34%	41%	28%	46%	38%	31%	29%	34%	38%	33%	35%
Don't know / Can't recall	17%	14%	20%	14%	11%	13%	20%	17%	9%	14%	17%	18%	16%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(997)	(322)	(443)	(232)	(366)	(315)	(405)	(292)	(198)	(178)	(208)	(394)	(217)

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2. View of Pronouns

Many people use pronouns like "he/him" or "she/her". Some people use non-gendered pronouns such as "they/them" or "ze/zir" or other terms. Thinking about the information people put on social media profiles, email signatures, or when introducing themselves, which one of the following best describes your view?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Everyone should generally say / display their pronouns	13%	13%	13%	20%	14%	8%	13%	11%	17%	14%	17%
Only those who want to should say / display their pronouns	43%	37%	48%	47%	38%	41%	45%	43%	42%	35%	49%
People should generally not say / display their pronouns unless asked	23%	28%	18%	19%	19%	25%	25%	27%	6%	24%	14%
Don't know	22%	22%	22%	14%	29%	26%	17%	19%	34%	27%	20%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(997)	(482)	(515)	(212)	(207)	(365)	(213)	(721)	(119)	(85)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Everyone should generally say / display their pronouns	13%	16%	10%	15%	13%	12%	12%	14%	13%	15%	11%	13%	13%
Only those who want to should say / display their pronouns	43%	56%	40%	29%	61%	29%	41%	43%	50%	41%	44%	43%	43%
People should generally not say / display their pronouns unless asked	23%	10%	23%	40%	8%	45%	19%	26%	25%	25%	21%	21%	25%
Don't know	22%	18%	27%	17%	18%	14%	28%	18%	11%	19%	24%	24%	19%

Daily Survey: Viewpoints on Pronouns
June 29 - July 4, 2022 - 1000 US Adult Citizens

YouGov

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Totals	101%	100%	100%	101%	100%	100%	100%	101%	99%	100%	100%	101%	100%
Unweighted N	(997)	(321)	(446)	(230)	(366)	(314)	(405)	(291)	(197)	(178)	(207)	(394)	(218)

Daily Survey: Viewpoints on Pronouns
June 29 - July 4, 2022 - 1000 US Adult Citizens

3A. Leaving Space for Pronouns — Personal social media profiles
Do you think it is a good idea or bad idea for the following to have space so that people can show their chosen pronouns, should they want to?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Good idea	30%	28%	33%	51%	29%	27%	17%	27%	32%	41%	38%
Neither good nor bad idea	37%	35%	40%	30%	38%	39%	41%	37%	37%	39%	39%
Bad idea	19%	22%	16%	11%	17%	20%	26%	23%	8%	8%	14%
Don't know	14%	15%	12%	8%	15%	14%	16%	12%	23%	12%	9%
Totals	100%	100%	101%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(985)	(476)	(509)	(204)	(206)	(363)	(212)	(719)	(115)	(81)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Good idea	30%	48%	24%	18%	45%	13%	30%	27%	33%	34%	28%	29%	32%
Neither good nor bad idea	37%	36%	40%	35%	38%	35%	35%	45%	38%	33%	38%	37%	42%
Bad idea	19%	7%	18%	37%	5%	42%	18%	15%	24%	21%	18%	19%	18%
Don't know	14%	10%	18%	10%	11%	10%	17%	13%	4%	11%	16%	16%	9%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	99%	99%	100%	101%	101%
Unweighted N	(985)	(317)	(438)	(230)	(365)	(314)	(404)	(288)	(191)	(176)	(205)	(389)	(215)

Daily Survey: Viewpoints on Pronouns
June 29 - July 4, 2022 - 1000 US Adult Citizens

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3B. Leaving Space for Pronouns — Workers' name-badges
Do you think it is a good idea or bad idea for the following to have space so that people can show their chosen pronouns, should they want to?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Good idea	25%	23%	27%	45%	28%	21%	11%	23%	24%	37%	30%
Neither good nor bad idea	31%	29%	33%	30%	34%	27%	35%	30%	34%	35%	30%
Bad idea	31%	34%	28%	18%	23%	39%	40%	36%	19%	16%	31%
Don't know	13%	14%	12%	8%	15%	14%	14%	12%	23%	12%	9%
Totals	100%	100%	100%	101%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(984)	(474)	(510)	(208)	(202)	(364)	(210)	(716)	(118)	(81)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Good idea	25%	36%	22%	17%	33%	12%	27%	21%	28%	31%	21%	25%	24%
Neither good nor bad idea	31%	36%	30%	26%	36%	22%	29%	34%	33%	31%	28%	28%	38%
Bad idea	31%	15%	33%	48%	18%	58%	28%	33%	32%	26%	35%	32%	30%
Don't know	13%	12%	15%	9%	13%	8%	16%	12%	7%	12%	16%	15%	8%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(984)	(315)	(439)	(230)	(365)	(311)	(403)	(286)	(194)	(176)	(205)	(387)	(216)

Daily Survey: Viewpoints on Pronouns
June 29 - July 4, 2022 - 1000 US Adult Citizens

3C. Leaving Space for Pronouns — Employees' email signatures
Do you think it is a good idea or bad idea for the following to have space so that people can show their chosen pronouns, should they want to?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Good idea	21%	19%	23%	39%	22%	16%	11%	20%	22%	25%	27%
Neither good nor bad idea	34%	32%	36%	31%	37%	34%	33%	32%	38%	37%	37%
Bad idea	30%	33%	27%	15%	24%	37%	41%	35%	15%	21%	25%
Don't know	15%	16%	14%	14%	17%	13%	15%	13%	24%	17%	11%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(985)	(472)	(513)	(207)	(203)	(364)	(211)	(717)	(116)	(83)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Good idea	21%	35%	18%	10%	34%	8%	22%	19%	25%	27%	17%	21%	23%
Neither good nor bad idea	34%	39%	34%	28%	38%	26%	31%	36%	37%	35%	33%	32%	38%
Bad idea	30%	15%	31%	49%	17%	56%	29%	32%	31%	25%	31%	33%	29%
Don't know	15%	11%	18%	13%	12%	10%	18%	12%	8%	14%	20%	15%	10%
Totals	100%	100%	101%	100%	101%	100%	100%	99%	101%	101%	101%	101%	100%
Unweighted N	(985)	(317)	(439)	(229)	(366)	(312)	(403)	(288)	(193)	(175)	(206)	(388)	(216)

Daily Survey: Viewpoints on Pronouns
June 29 - July 4, 2022 - 1000 US Adult Citizens

4. Personally Know People Using Gender-Neutral Pronouns

Do you personally know anyone who uses gender-neutral pronouns such as "they" instead of "he" or "she" when referring to them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	27%	26%	29%	43%	27%	23%	20%	27%	16%	36%	31%
No	61%	63%	60%	44%	58%	67%	74%	63%	63%	53%	57%
Not sure	11%	12%	11%	14%	15%	10%	7%	9%	20%	11%	12%
Totals	99%	101%	100%	101%	100%	100%	101%	99%	99%	100%	100%
Unweighted N	(996)	(479)	(517)	(211)	(206)	(366)	(213)	(720)	(120)	(84)	(72)

	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	27%	34%	27%	20%	37%	17%	25%	25%	36%	24%	26%	28%	29%
No	61%	54%	60%	74%	55%	76%	62%	64%	57%	68%	61%	60%	60%
Not sure	11%	12%	13%	6%	8%	7%	12%	11%	8%	8%	13%	12%	11%
Totals	99%	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(996)	(320)	(444)	(232)	(367)	(315)	(406)	(289)	(198)	(177)	(207)	(395)	(217)

Daily Survey: Viewpoints on Pronouns
June 29 - July 4, 2022 - 1000 US Adult Citizens

5. Comfort Using Gender-Neutral Pronouns

How comfortable, if at all, would you feel using a gender-neutral pronoun to refer to someone if they asked you to do so?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	24%	21%	26%	36%	20%	23%	17%	20%	32%	27%	32%
Somewhat comfortable	27%	27%	26%	27%	29%	29%	21%	27%	25%	25%	28%
Somewhat uncomfortable	25%	25%	26%	23%	28%	22%	28%	25%	23%	27%	25%
Very uncomfortable	24%	27%	22%	13%	23%	27%	34%	27%	21%	21%	15%
Totals	100%	100%	100%	99%	100%	101%	100%	99%	101%	100%	100%
Unweighted N	(992)	(478)	(514)	(209)	(207)	(366)	(210)	(720)	(119)	(81)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very comfortable	24%	34%	24%	9%	38%	8%	24%	18%	26%	25%	23%	24%	23%
Somewhat comfortable	27%	29%	26%	25%	31%	17%	29%	28%	23%	27%	28%	25%	29%
Somewhat uncomfortable	25%	23%	26%	26%	22%	26%	23%	31%	25%	25%	22%	26%	27%
Very uncomfortable	24%	14%	23%	41%	9%	48%	24%	23%	26%	23%	28%	26%	20%
Totals	100%	100%	99%	101%	100%	99%	100%	100%	100%	100%	101%	101%	99%
Unweighted N	(992)	(320)	(441)	(231)	(366)	(312)	(400)	(292)	(197)	(174)	(207)	(394)	(217)

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Interviewing Dates	June 29 - July 4, 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 0.215 to 5, with a mean of one and a standard deviation of 0.399.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	106 questions not reported.