

Daily Survey: Viewpoints on Pronouns



Sample 1000 U.S. Adult Citizens
 Conducted June 29 - July 4, 2022
 Margin of Error ±3.3%

1. Have you come across someone saying or displaying their pronouns, e.g. saying they go by “she/her” on their social media description?

Yes, I have49%
 No, I have not 35%
 Don’t know / Can’t recall 17%

2. 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?

Everyone should generally say / display their pronouns13%
 Only those who want to should say / display their pronouns 43%
 People should generally not say / display their pronouns unless asked23%
 Don’t know 22%

3. 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?

	Good idea	Neither good nor bad idea	Bad idea	Don’t know
Personal social media profiles	30%	37%	19%	14%
Workers’ name-badges	25%	31%	31%	13%
Employees’ email signatures	21%	34%	30%	15%

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

Yes27%
 No61%
 Not sure 11%

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

Very comfortable 24%
 Somewhat comfortable 27%
 Somewhat uncomfortable25%
 Very uncomfortable 24%

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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.