



## TOPLINE & METHODOLOGY

### Majority of Americans agree that Pride increases awareness of LGBTQ+ culture

#### Only one in ten in favor of NYC Pride ban of law enforcement

**Washington, DC, June 21, 2021** – A recent Ipsos poll finds that a majority of all Americans and also those that are part of or an ally to the LGBTQ+ community agree that Pride increases the awareness of LGBTQ+ culture. The poll also finds that around one in ten are in favor of NYC Pride’s recent ban of law enforcement officers from participating in the annual march until 2025.

#### Detailed Findings

1. A majority of Americans (54%) agree that Pride increases awareness of LGBTQ+ culture.
  - Agreement jumps to 85% among those that consider themselves part of the LGBTQ+ community or an ally to the community.
  - Agreement is higher among Gen Zers and Millennials than Gen Xers and Baby Boomers.
  - Democrats and Independents are also more likely than Republicans to agree.
  - Forty-one percent agree that Pride is a celebration of inclusivity, while three in ten agree that it is to protest the treatment of LGBTQ+ people by unequal systems.
    - The same generation and partisan divides exist, with younger Americans, Democrats and Independents more likely to be in agreement.
2. Only 11% of Americans are in favor of NYC Pride banning law enforcement officers from participating in the march until 2025.
  - A quarter of those who identify as part of or an ally to the LGBTQ+ community are in favor of the ban, while a third oppose it.
  - Democrats and Independents are more likely than Republicans to be in favor of the ban.
3. Twenty-eight percent of Americans consider themselves to be either a part of the LGBTQ+ community or an ally.
  - Gen Zers (39%) and Millennials (38%) are more likely than Gen Xers (24%) and Baby Boomers (21%) to align themselves with the LGBTQ+ community.

*These are the findings of an Ipsos poll conducted between June 4 – 7, 2021. For this study, a sample of 1,010 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.*



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## Ipsos Understanding Society Poll

Conducted by Ipsos using KnowledgePanel®  
A survey of the American general population (ages 18+)

Interview dates: June 4 – June 7, 2021  
Number of interviews: 1,010  
Number of Gen Z interviews: 114  
Number of Millennial interviews: 225  
Number of Gen X interviews: 263  
Number of Baby Boomer interviews: 408

Margin of error: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

### Annotated Questionnaire:

1. The beginning of June kicks off Pride Month in the U.S. To what extent do you agree or disagree that the following statements describe what Pride means to you?

#### Total Agree Summary

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Pride increases awareness of LGBTQ+ culture	54%	58%	65%	44%	51%
Pride is a celebration of inclusivity	41%	50%	53%	37%	33%
Pride has become too commercialized and the original message is being lost	39%	33%	44%	42%	34%
Protesting treatment of LGBTQ+ people by unequal systems	30%	34%	41%	23%	25%
If there is a gay pride movement, there should be a straight pride movement too	22%	19%	15%	27%	23%
Pride has no effect on improving the lives of LGBTQ+ people	21%	17%	16%	24%	23%

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### a. Protesting treatment of LGBTQ+ people by unequal systems

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	12%	15%	17%	7%	12%
Somewhat agree	17%	19%	24%	17%	13%
Neither agree nor disagree	38%	33%	30%	42%	43%
Somewhat disagree	4%	3%	3%	4%	5%
Strongly disagree	10%	9%	10%	12%	8%
Don't know	17%	16%	15%	17%	18%
Skipped	2%	4%	2%	2%	1%
<b>Agree (Net)</b>	<b>30%</b>	<b>34%</b>	<b>41%</b>	<b>23%</b>	<b>25%</b>
<b>Disagree (Net)</b>	<b>14%</b>	<b>13%</b>	<b>13%</b>	<b>16%</b>	<b>13%</b>

### b. Pride is a celebration of inclusivity

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	20%	27%	29%	15%	14%
Somewhat agree	21%	23%	24%	22%	18%
Neither agree nor disagree	26%	24%	19%	26%	31%
Somewhat disagree	6%	1%	4%	9%	6%
Strongly disagree	13%	11%	10%	17%	13%
Don't know	14%	10%	14%	11%	16%
Skipped	1%	4%	1%	1%	1%
<b>Agree (Net)</b>	<b>41%</b>	<b>50%</b>	<b>53%</b>	<b>37%</b>	<b>33%</b>
<b>Disagree (Net)</b>	<b>19%</b>	<b>12%</b>	<b>14%</b>	<b>25%</b>	<b>19%</b>

### c. Pride increases awareness of LGBTQ+ culture

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	25%	36%	31%	17%	24%
Somewhat agree	28%	22%	34%	28%	27%
Neither agree nor disagree	22%	16%	16%	28%	25%
Somewhat disagree	4%	4%	4%	6%	4%
Strongly disagree	9%	9%	7%	12%	10%
Don't know	9%	10%	7%	9%	11%
Skipped	1%	4%	1%	1%	*
<b>Agree (Net)</b>	<b>54%</b>	<b>58%</b>	<b>65%</b>	<b>44%</b>	<b>51%</b>
<b>Disagree (Net)</b>	<b>14%</b>	<b>12%</b>	<b>11%</b>	<b>18%</b>	<b>13%</b>

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d. Pride has no effect on improving the lives of LGBTQ+ people

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	12%	9%	7%	15%	14%
Somewhat agree	9%	8%	9%	10%	10%
Neither agree nor disagree	31%	24%	29%	33%	34%
Somewhat disagree	18%	20%	26%	16%	13%
Strongly disagree	16%	21%	19%	13%	15%
Don't know	13%	16%	10%	13%	14%
Skipped	1%	3%	1%	1%	1%
<b>Agree (Net)</b>	<b>21%</b>	<b>17%</b>	<b>16%</b>	<b>24%</b>	<b>23%</b>
<b>Disagree (Net)</b>	<b>34%</b>	<b>41%</b>	<b>45%</b>	<b>29%</b>	<b>28%</b>

e. If there is a gay pride movement, there should be a straight pride movement too

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	14%	11%	8%	20%	15%
Somewhat agree	7%	9%	7%	7%	8%
Neither agree nor disagree	27%	24%	23%	32%	28%
Somewhat disagree	12%	15%	13%	8%	12%
Strongly disagree	30%	31%	43%	25%	25%
Don't know	9%	8%	5%	7%	12%
Skipped	1%	4%	1%	1%	1%
<b>Agree (Net)</b>	<b>22%</b>	<b>19%</b>	<b>15%</b>	<b>27%</b>	<b>23%</b>
<b>Disagree (Net)</b>	<b>42%</b>	<b>45%</b>	<b>56%</b>	<b>32%</b>	<b>37%</b>

f. Pride has become too commercialized and the original message is being lost

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	18%	12%	18%	22%	16%
Somewhat agree	21%	22%	26%	20%	18%
Neither agree nor disagree	32%	30%	27%	28%	38%
Somewhat disagree	9%	11%	12%	8%	7%
Strongly disagree	6%	10%	5%	7%	6%
Don't know	13%	13%	11%	15%	14%
Skipped	1%	3%	1%	1%	1%
<b>Agree (Net)</b>	<b>39%</b>	<b>33%</b>	<b>44%</b>	<b>42%</b>	<b>34%</b>
<b>Disagree (Net)</b>	<b>16%</b>	<b>21%</b>	<b>17%</b>	<b>15%</b>	<b>13%</b>



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2. As you may have heard, the NYC Pride has banned law enforcement officers from participating in the annual march until 2025. Are you in favor of or in opposition to this decision?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly favor	6%	11%	9%	5%	3%
Somewhat favor	5%	8%	4%	4%	5%
Neither favor nor oppose	23%	20%	25%	24%	23%
Somewhat oppose	11%	9%	10%	12%	11%
Strongly oppose	24%	16%	20%	25%	29%
Haven't heard about it	30%	32%	32%	29%	29%
Skipped	1%	4%	1%	1%	1%
<i>Favor (Net)</i>	<i>11%</i>	<i>19%</i>	<i>13%</i>	<i>9%</i>	<i>8%</i>
<i>Oppose (Net)</i>	<i>35%</i>	<i>25%</i>	<i>30%</i>	<i>37%</i>	<i>40%</i>

3. Do you consider yourself part of the LGBTQ+ community and/or an ally?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Yes	28%	39%	38%	24%	21%
No	61%	48%	48%	65%	70%
Don't know	11%	12%	14%	11%	9%
Skipped	*	1%	*	*	*



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### About the Study

This poll was conducted June 4 – 7, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,010 general population adults age 18 or older. The sample includes 114 Gen Zers, 225 Millennials, 263 Gen Xers, and 408 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.11. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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### About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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