



## TOPLINE AND METHODOLOGY

### GLAAD Omnibus Public Opinion Research

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

Interview dates: June 2-4, 2023  
Number interviews: 1,022

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.

### Full Annotated Questionnaire

Q1\_1. To what extent do you agree or disagree with the following statements? – Companies that offer LGBTQ Pride collections/merchandise are showing support for and acceptance of the LGBTQ community

	<b>Total (N=1022)</b>	<b>Republican (N=292)</b>	<b>Democrat (N=312)</b>	<b>Independent (N=305)</b>
Agree completely	29%	25%	40%	26%
Agree somewhat	30%	25%	36%	30%
Disagree somewhat	10%	11%	6%	14%
Disagree completely	11%	24%	3%	9%
No opinion	19%	15%	15%	20%
Skipped	1%	1%	-	1%
Agree (Net)	59%	49%	76%	56%
Disagree (Net)	21%	35%	9%	23%

Q1\_2. To what extent do you agree or disagree with the following statements? – Corporations showing public support of the LGBTQ community is having a positive impact on the acceptance of LGBTQ people

	<b>Total (N=1022)</b>	<b>Republican (N=292)</b>	<b>Democrat (N=312)</b>	<b>Independent (N=305)</b>
Agree completely	18%	4%	36%	15%
Agree somewhat	26%	15%	34%	30%
Disagree somewhat	16%	19%	8%	19%
Disagree completely	19%	41%	4%	15%
No opinion	21%	19%	17%	21%
Skipped	1%	1%	1%	0%
Agree (Net)	44%	19%	70%	44%
Disagree (Net)	34%	61%	13%	34%

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Q1\_3. To what extent do you agree or disagree with the following statements? – I support LGBTQ Pride nights at sporting events (like MLB, NFL, NBA, etc.)

	<b>Total (N=1022)</b>	<b>Republican (N=292)</b>	<b>Democrat (N=312)</b>	<b>Independent (N=305)</b>
Agree completely	24%	5%	43%	24%
Agree somewhat	14%	7%	20%	15%
Disagree somewhat	11%	15%	6%	13%
Disagree completely	26%	60%	6%	20%
No opinion	25%	13%	25%	29%
Skipped	1%	1%	-	-
Agree (Net)	38%	12%	63%	39%
Disagree (Net)	37%	74%	12%	32%

Q1\_4. To what extent do you agree or disagree with the following statements? – Offering LGBTQ Pride collections/merchandise in a store is no different from offering merchandise with a sports team logo or any other kind of design

	<b>Total (N=1022)</b>	<b>Republican (N=292)</b>	<b>Democrat (N=312)</b>	<b>Independent (N=305)</b>
Agree completely	26%	10%	45%	26%
Agree somewhat	21%	14%	23%	25%
Disagree somewhat	13%	15%	11%	13%
Disagree completely	22%	51%	5%	18%
No opinion	17%	10%	17%	18%
Skipped	1%	1%	-	-
Agree (Net)	47%	24%	67%	51%
Disagree (Net)	35%	66%	16%	31%

Q2. What impact, if any, would knowing a brand/store offers LGBTQ Pride collections/merchandise have on your likelihood to buy from that brand/store?

	<b>Total (N=1022)</b>	<b>Republican (N=292)</b>	<b>Democrat (N=312)</b>	<b>Independent (N=305)</b>
It would positively impact my likelihood to purchase	13%	5%	25%	10%
It would make no difference on my likelihood to purchase	61%	40%	69%	68%
It would negatively impact my likelihood to purchase	25%	55%	5%	21%
Skipped	1%	1%	1%	1%



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Q3. If you were to see a company facing criticism for supporting people in the LGBTQ community, which one of the following best reflects how you would feel about that company?

	<b>Total (N=1022)</b>	<b>Republican (N=292)</b>	<b>Democrat (N=312)</b>	<b>Independent (N=305)</b>
It makes me want to support the company that is facing criticism	29%	7%	53%	29%
It makes no difference to me	53%	53%	42%	55%
It makes me want to support those who are criticizing the company	17%	38%	4%	14%
Skipped	2%	1%	1%	1%





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### About the Study

This Ipsos poll was conducted June 2-4, 2023 on behalf of GLAAD, using the KnowledgePanel®. This poll is based on a representative sample of 1,022 U.S. residents, age 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income and race/ethnicity. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- 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+)
- Party ID (Democrat, Republican, Independent, Something else)

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 error takes into account the design effect, which was 1.18 for all adults. 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.

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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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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