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GLAAD Pride Survey 2025

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: April 11-14, 2025
 Number of interviews: 1,025

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

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

Annotated Questionnaire:

Q1_1. To what extent do you agree or disagree with the following statements? Most companies are not thinking about people like me

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Agree completely	32%	39%	34%	34%
Agree somewhat	47%	39%	43%	40%
Disagree somewhat	15%	14%	12%	17%
Disagree completely	3%	4%	6%	5%
Skipped	4%	5%	5%	4%
Agree (Net)	79%	78%	77%	74%
Disagree (Net)	18%	18%	18%	22%

Q1_2. To what extent do you agree or disagree with the following statements? Companies should care about their bottom lines more than politics

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Agree completely	37%	29%	29%	38%
Agree somewhat	38%	39%	35%	42%
Disagree somewhat	15%	19%	17%	10%
Disagree completely	6%	8%	13%	6%
Skipped	4%	5%	6%	5%
Agree (Net)	74%	68%	64%	79%
Disagree (Net)	22%	27%	29%	16%

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Q1_3. To what extent do you agree or disagree with the following statements? CEOs have a responsibility to speak up about things that matter to their consumers and shareholders

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Agree completely	45%	39%	55%	44%
Agree somewhat	40%	43%	31%	39%
Disagree somewhat	8%	10%	7%	8%
Disagree completely	4%	4%	3%	5%
Skipped	3%	4%	5%	4%
Agree (Net)	85%	82%	86%	83%
Disagree (Net)	11%	14%	9%	13%

Q1_4. To what extent do you agree or disagree with the following statements? Freedom means we all should be able to believe and behave as we choose, as long as it isn't hurting anyone else

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Agree completely	43%	44%	45%	43%
Agree somewhat	38%	38%	36%	39%
Disagree somewhat	11%	9%	7%	11%
Disagree completely	5%	4%	7%	4%
Skipped	3%	5%	5%	4%
Agree (Net)	81%	82%	81%	81%
Disagree (Net)	16%	13%	14%	15%

Q2_1. As you may be aware, in the United States, June is celebrated as LGBTQ Pride month which commemorates the ongoing pursuit of equal justice for the lesbian, gay, bisexual, transgender, and queer community and celebrates the accomplishments of LGBTQ people. How comfortable or uncomfortable are you with corporations and brands doing the following during Pride Month? Sponsor an event for Pride month

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Very comfortable	31%	37%	40%	34%
Somewhat comfortable	20%	23%	26%	24%
Somewhat uncomfortable	15%	12%	10%	12%
Very uncomfortable	29%	22%	20%	23%
Skipped	5%	6%	4%	7%
Comfortable (Net)	52%	60%	66%	57%
Uncomfortable (Net)	44%	34%	30%	36%

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Q2_2. As you may be aware, in the United States, June is celebrated as LGBTQ Pride month which commemorates the ongoing pursuit of equal justice for the lesbian, gay, bisexual, transgender, and queer community and celebrates the accomplishments of LGBTQ people. How comfortable or uncomfortable are you with corporations and brands doing the following during Pride Month? Release merchandise specifically for Pride month

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Very comfortable	29%	32%	41%	31%
Somewhat comfortable	21%	25%	23%	26%
Somewhat uncomfortable	17%	16%	14%	14%
Very uncomfortable	29%	21%	17%	23%
Skipped	5%	7%	4%	6%
Comfortable (Net)	50%	57%	64%	57%
Uncomfortable (Net)	45%	36%	31%	37%

Q2_3. As you may be aware, in the United States, June is celebrated as LGBTQ Pride month which commemorates the ongoing pursuit of equal justice for the lesbian, gay, bisexual, transgender, and queer community and celebrates the accomplishments of LGBTQ people. How comfortable or uncomfortable are you with corporations and brands doing the following during Pride Month? Creating marketing campaigns for Pride month

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Very comfortable	28%	32%	36%	30%
Somewhat comfortable	21%	22%	24%	26%
Somewhat uncomfortable	17%	19%	17%	14%
Very uncomfortable	30%	21%	19%	23%
Skipped	5%	6%	4%	7%
Comfortable (Net)	48%	53%	60%	56%
Uncomfortable (Net)	47%	40%	36%	37%

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Q2_4. As you may be aware, in the United States, June is celebrated as LGBTQ Pride month which commemorates the ongoing pursuit of equal justice for the lesbian, gay, bisexual, transgender, and queer community and celebrates the accomplishments of LGBTQ people. How comfortable or uncomfortable are you with corporations and brands doing the following during Pride Month? Change their logo to a rainbow version for Pride Month

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Very comfortable	28%	30%	37%	32%
Somewhat comfortable	20%	25%	24%	22%
Somewhat uncomfortable	16%	16%	13%	14%
Very uncomfortable	31%	23%	22%	25%
Skipped	5%	6%	4%	7%
Comfortable (Net)	48%	55%	61%	54%
Uncomfortable (Net)	47%	38%	35%	39%

Q2_5. As you may be aware, in the United States, June is celebrated as LGBTQ Pride month which commemorates the ongoing pursuit of equal justice for the lesbian, gay, bisexual, transgender, and queer community and celebrates the accomplishments of LGBTQ people. How comfortable or uncomfortable are you with corporations and brands doing the following during Pride Month? Publicly support LGBTQ organizations and non-profits

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Very comfortable	33%	39%	40%	34%
Somewhat comfortable	19%	21%	24%	21%
Somewhat uncomfortable	15%	13%	12%	14%
Very uncomfortable	29%	20%	20%	24%
Skipped	5%	6%	4%	7%
Comfortable (Net)	52%	60%	64%	55%
Uncomfortable (Net)	43%	33%	31%	38%

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Q3. What impact, if any, would knowing a brand/store offers LGBTQ Pride collections/merchandise have on your likelihood to buy from that brand/store?

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
It would positively impact my likelihood to purchase	15%	19%	8%	19%
It would make no difference on my likelihood to purchase	55%	58%	77%	53%
It would negatively impact my likelihood to purchase	27%	19%	11%	22%
Skipped	3%	4%	3%	5%

Q4_1. To what extent do you agree or disagree with the following statements? Companies showing public support of the LGBTQ community is having a positive impact on the acceptance of LGBTQ people

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Agree completely	22%	28%	33%	27%
Agree somewhat	29%	30%	31%	24%
Disagree somewhat	19%	16%	17%	19%
Disagree completely	24%	19%	13%	22%
Skipped	6%	6%	5%	8%
Agree (Net)	51%	58%	65%	50%
Disagree (Net)	43%	36%	30%	41%

Q4_2. 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

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Agree completely	27%	27%	39%	26%
Agree somewhat	26%	29%	26%	34%
Disagree somewhat	15%	19%	16%	10%
Disagree completely	26%	19%	15%	22%
Skipped	5%	6%	5%	8%
Agree (Net)	54%	56%	64%	60%
Disagree (Net)	41%	39%	31%	32%

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Q4_3. To what extent do you agree or disagree with the following statements? It would be a shame if brands/companies stopped supporting Pride month

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Agree completely	24%	29%	31%	26%
Agree somewhat	22%	25%	32%	25%
Disagree somewhat	18%	18%	16%	18%
Disagree completely	30%	22%	16%	24%
Skipped	6%	6%	5%	7%
Agree (Net)	46%	54%	63%	51%
Disagree (Net)	48%	40%	32%	42%

Q4_4. To what extent do you agree or disagree with the following statements? Brands/companies should be able to show support to the LGBTQ community during Pride month if they want to

	Total (N=1,025)	18-34 (N=291)	Black, Non- Hispanic (N=111)	Hispanic (N=136)
Agree completely	42%	45%	51%	38%
Agree somewhat	29%	26%	22%	33%
Disagree somewhat	9%	10%	7%	7%
Disagree completely	14%	12%	14%	14%
Skipped	6%	6%	6%	8%
Agree (Net)	71%	71%	73%	72%
Disagree (Net)	23%	23%	21%	20%



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About the Study

This Ipsos poll was conducted April 11-14, 2025, on behalf of GLAAD, using the KnowledgePanel®. This poll is based on a representative sample of 1,025 U.S. residents, age 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, household income, party ID, and 2024 presidential vote. Party ID benchmarks are from the 2024 NPORS annual survey. The demographic benchmarks came from the 2024 March supplement of the U.S. Census Bureau's Current Population Survey (CPS).

- 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's degree, Master's degree or above)
- 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, Lean Democrat, Republican, Lean 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 1.15 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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