



National Tracking Poll #210631  
June 04-08, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between June 4-June 8, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCBR1: What month is most commonly celebrated as LGBTQIA+ Pride month?**

Demographic	January	February	March	April	May	June	July	August	September	October	November	December
Adults	1% (21)	1% (16)	1% (24)	1% (30)	4% (92)	58% (1282)	1% (20)	— (9)	— (9)	1% (24)	— (2)	— (2)
Gender: Male	2% (17)	1% (13)	2% (20)	2% (22)	4% (45)	53% (567)	1% (12)	1% (8)	1% (6)	1% (16)	— (1)	1% (6)
Gender: Female	— (4)	— (3)	— (4)	1% (8)	4% (48)	63% (715)	1% (8)	— (1)	— (3)	1% (8)	— (1)	— (1)
Age: 18-34	2% (11)	1% (4)	1% (9)	2% (13)	2% (16)	70% (460)	1% (7)	1% (4)	1% (6)	2% (12)	— (1)	— (2)
Age: 35-44	1% (4)	1% (4)	2% (9)	2% (7)	6% (20)	58% (206)	2% (6)	1% (4)	— (1)	1% (4)	— (0)	1% (5)
Age: 45-64	1% (7)	1% (5)	— (3)	1% (5)	4% (30)	53% (400)	1% (6)	— (1)	— (1)	1% (4)	— (0)	— (0)
Age: 65+	— (0)	1% (3)	1% (3)	1% (4)	6% (26)	50% (216)	— (1)	— (0)	1% (2)	1% (5)	— (0)	— (0)
GenZers: 1997-2012	— (0)	— (0)	1% (3)	2% (5)	2% (6)	84% (245)	1% (2)	— (1)	1% (2)	1% (4)	— (1)	— (0)
Millennials: 1981-1996	2% (15)	1% (8)	2% (13)	2% (14)	4% (25)	58% (354)	2% (10)	1% (7)	1% (4)	2% (11)	— (1)	1% (7)
GenXers: 1965-1980	1% (6)	1% (4)	1% (3)	1% (5)	4% (22)	53% (298)	1% (5)	— (1)	— (1)	— (2)	— (0)	— (0)
Baby Boomers: 1946-1964	— (1)	1% (3)	1% (5)	1% (6)	5% (33)	54% (353)	— (3)	— (0)	— (2)	1% (7)	— (0)	— (0)
PID: Dem (no lean)	1% (9)	1% (9)	2% (14)	2% (18)	5% (39)	62% (501)	1% (10)	1% (4)	1% (7)	1% (11)	— (1)	— (3)
PID: Ind (no lean)	1% (5)	— (3)	1% (8)	1% (7)	3% (21)	59% (437)	1% (4)	1% (5)	— (1)	1% (7)	— (0)	— (3)
PID: Rep (no lean)	1% (8)	1% (4)	— (3)	1% (5)	5% (32)	53% (344)	1% (6)	— (1)	— (1)	1% (6)	— (0)	— (1)
PID/Gender: Dem Men	2% (7)	2% (8)	3% (13)	4% (15)	5% (19)	56% (229)	1% (6)	1% (4)	1% (6)	2% (6)	— (0)	1% (3)
PID/Gender: Dem Women	1% (2)	— (2)	— (1)	1% (3)	5% (20)	68% (272)	1% (4)	— (0)	— (2)	1% (4)	— (1)	— (0)
PID/Gender: Ind Men	1% (3)	1% (3)	2% (5)	— (1)	2% (8)	54% (176)	— (2)	1% (3)	— (1)	1% (4)	— (0)	1% (2)
PID/Gender: Ind Women	— (1)	— (0)	1% (2)	1% (5)	3% (13)	62% (262)	1% (2)	— (1)	— (0)	1% (3)	— (0)	— (1)
PID/Gender: Rep Men	2% (7)	1% (3)	1% (2)	2% (5)	5% (18)	49% (163)	2% (5)	— (1)	— (0)	2% (5)	— (0)	— (1)
PID/Gender: Rep Women	— (1)	— (1)	— (1)	— (0)	5% (15)	57% (181)	— (1)	— (0)	— (1)	— (1)	— (0)	— (0)
Ideo: Liberal (1-3)	1% (4)	1% (8)	2% (10)	1% (6)	4% (28)	71% (450)	1% (7)	1% (5)	— (3)	1% (8)	— (1)	1% (4)
Ideo: Moderate (4)	— (2)	1% (5)	1% (5)	2% (9)	5% (28)	57% (310)	1% (6)	— (0)	1% (4)	2% (9)	— (0)	— (1)
Ideo: Conservative (5-7)	2% (11)	— (3)	1% (6)	2% (13)	4% (28)	50% (364)	1% (5)	1% (4)	— (1)	1% (6)	— (0)	— (0)
Educ: < College	1% (10)	1% (9)	1% (17)	1% (18)	4% (60)	58% (881)	1% (11)	— (2)	— (3)	1% (13)	— (1)	— (0)
Educ: Bachelors degree	2% (9)	1% (4)	1% (4)	2% (8)	4% (18)	59% (261)	1% (4)	— (2)	1% (5)	1% (5)	— (0)	— (1)
Educ: Post-grad	1% (2)	2% (4)	1% (3)	2% (4)	6% (15)	58% (141)	2% (5)	2% (6)	1% (2)	2% (5)	— (1)	1% (3)
Income: Under 50k	1% (9)	— (3)	1% (14)	1% (11)	4% (42)	58% (664)	1% (8)	— (2)	— (2)	1% (11)	— (1)	— (4)
Income: 50k-100k	1% (8)	1% (6)	1% (6)	2% (15)	4% (28)	59% (406)	1% (10)	— (3)	1% (6)	1% (7)	— (1)	— (1)
Income: 100k+	1% (5)	2% (7)	1% (4)	1% (4)	6% (22)	58% (213)	1% (2)	1% (4)	— (1)	2% (6)	— (0)	1% (2)
Ethnicity: White	1% (21)	1% (14)	1% (20)	2% (27)	5% (83)	55% (944)	1% (14)	1% (9)	— (8)	1% (18)	— (1)	— (7)
Ethnicity: Hispanic	— (1)	— (2)	1% (4)	2% (6)	4% (16)	65% (228)	1% (4)	1% (2)	1% (4)	1% (3)	— (0)	1% (2)
Ethnicity: Black	— (0)	1% (2)	1% (2)	— (1)	3% (8)	71% (196)	2% (5)	— (1)	— (1)	2% (5)	— (1)	— (0)
Ethnicity: Other	— (0)	— (0)	1% (3)	1% (2)	— (1)	70% (143)	1% (2)	— (0)	— (0)	1% (1)	— (0)	— (0)
All Christian	1% (8)	1% (11)	1% (13)	2% (17)	4% (42)	55% (536)	1% (8)	1% (6)	— (5)	1% (13)	— (1)	— (1)
All Non-Christian	6% (8)	1% (2)	2% (2)	5% (7)	8% (10)	43% (56)	2% (3)	1% (1)	2% (2)	1% (1)	— (0)	2% (3)
Atheist	— (0)	1% (1)	— (0)	— (0)	4% (3)	82% (76)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)
Agnostic/Nothing in particular	— (2)	— (0)	2% (9)	1% (5)	4% (22)	65% (377)	2% (10)	— (2)	— (2)	1% (4)	— (0)	1% (3)
Something Else	1% (4)	1% (3)	— (1)	— (1)	4% (15)	55% (237)	— (0)	— (0)	— (0)	1% (6)	— (1)	— (0)
Religious Non-Protestant/Catholic	5% (8)	1% (2)	2% (2)	5% (7)	8% (12)	45% (67)	2% (3)	1% (1)	2% (2)	1% (1)	— (0)	2% (3)
Evangelical	1% (8)	1% (9)	1% (7)	2% (14)	4% (27)	48% (304)	1% (4)	1% (5)	1% (3)	2% (10)	— (2)	— (0)
Non-Evangelical	1% (4)	— (4)	1% (6)	1% (4)	4% (28)	61% (446)	1% (4)	— (0)	— (1)	1% (9)	— (0)	— (0)
Community: Urban	2% (14)	1% (9)	2% (15)	2% (11)	4% (22)	58% (364)	2% (15)	1% (6)	1% (5)	1% (6)	— (1)	1% (5)
Community: Suburban	— (2)	— (4)	1% (5)	1% (10)	4% (45)	62% (624)	— (3)	— (3)	— (2)	1% (10)	— (1)	— (0)
Community: Rural	1% (6)	1% (3)	1% (4)	1% (8)	4% (25)	52% (295)	— (3)	— (1)	— (3)	1% (7)	— (0)	— (2)

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**Table MCBR1: What month is most commonly celebrated as LGBTQIA+ Pride month?**

Demographic	January	February	March	April	May	June	July	August	September	October	November	December
Adults	1% (21)	1% (16)	1% (24)	1% (30)	4% (92)	58% (1282)	1% (20)	— (9)	— (9)	1% (24)	— (2)	— (2)
Employ: Private Sector	2% (11)	1% (9)	1% (9)	2% (13)	4% (25)	61% (407)	1% (6)	1% (6)	1% (4)	1% (5)	— (1)	1% (6)
Employ: Government	1% (2)	— (1)	— (0)	1% (2)	3% (5)	66% (96)	3% (5)	1% (1)	1% (2)	4% (6)	— (0)	— (0)
Employ: Self-Employed	1% (2)	2% (3)	2% (4)	3% (6)	3% (6)	55% (102)	1% (3)	— (1)	— (0)	— (0)	— (0)	1% (3)
Employ: Homemaker	— (0)	— (0)	— (1)	— (1)	5% (7)	53% (77)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)
Employ: Student	— (0)	— (0)	1% (1)	— (0)	1% (1)	83% (93)	— (0)	— (0)	2% (2)	2% (3)	1% (1)	— (0)
Employ: Retired	1% (3)	1% (3)	1% (4)	1% (5)	6% (32)	48% (239)	— (2)	— (0)	— (2)	— (2)	— (0)	— (0)
Employ: Unemployed	1% (2)	— (1)	1% (4)	1% (4)	2% (5)	59% (166)	2% (5)	— (1)	— (0)	2% (6)	— (0)	— (0)
Employ: Other	1% (1)	— (0)	1% (2)	— (1)	7% (12)	60% (103)	— (0)	— (0)	— (0)	2% (3)	— (0)	— (0)
Military HH: Yes	1% (2)	1% (3)	1% (2)	2% (7)	6% (20)	60% (213)	1% (2)	— (1)	1% (3)	1% (2)	— (0)	1% (3)
Military HH: No	1% (19)	1% (14)	1% (22)	1% (23)	4% (72)	58% (1070)	1% (18)	— (8)	— (6)	1% (22)	— (2)	— (4)
RD/WT: Right Direction	1% (12)	1% (12)	1% (15)	2% (19)	6% (58)	59% (602)	1% (13)	1% (8)	1% (6)	1% (14)	— (2)	— (4)
RD/WT: Wrong Track	1% (9)	— (5)	1% (10)	1% (11)	3% (34)	57% (680)	1% (7)	— (1)	— (4)	1% (10)	— (0)	— (3)
Biden Job Approve	1% (13)	1% (12)	1% (15)	1% (17)	4% (51)	62% (696)	1% (14)	1% (9)	1% (9)	1% (15)	— (2)	— (4)
Biden Job Disapprove	1% (8)	— (4)	1% (8)	1% (11)	3% (31)	53% (476)	1% (6)	— (0)	— (1)	1% (8)	— (0)	— (2)
Biden Job Strongly Approve	2% (12)	1% (8)	2% (11)	2% (11)	6% (34)	60% (344)	1% (7)	1% (5)	1% (7)	1% (5)	— (1)	1% (4)
Biden Job Somewhat Approve	— (1)	1% (4)	1% (4)	1% (6)	3% (16)	64% (352)	1% (7)	1% (5)	— (1)	2% (10)	— (1)	— (0)
Biden Job Somewhat Disapprove	— (0)	— (1)	1% (3)	1% (2)	3% (8)	58% (140)	1% (3)	— (0)	— (1)	2% (4)	— (0)	— (0)
Biden Job Strongly Disapprove	1% (8)	— (3)	1% (5)	1% (9)	3% (23)	51% (336)	1% (4)	— (0)	— (0)	1% (4)	— (0)	— (2)
Favorable of Biden	1% (6)	1% (9)	1% (10)	2% (17)	5% (56)	62% (685)	1% (14)	1% (8)	1% (7)	1% (15)	— (2)	— (3)
Unfavorable of Biden	1% (8)	1% (6)	1% (12)	1% (8)	4% (33)	55% (518)	— (4)	— (2)	— (2)	1% (8)	— (0)	— (0)
Very Favorable of Biden	1% (5)	1% (5)	1% (6)	1% (9)	5% (33)	62% (381)	1% (5)	1% (5)	1% (6)	1% (8)	— (1)	1% (3)
Somewhat Favorable of Biden	— (1)	1% (4)	1% (4)	2% (8)	5% (23)	61% (304)	2% (9)	— (2)	— (1)	1% (7)	— (1)	— (0)
Somewhat Unfavorable of Biden	— (0)	1% (3)	4% (10)	1% (3)	3% (7)	64% (168)	— (1)	1% (1)	— (1)	1% (4)	— (0)	— (0)
Very Unfavorable of Biden	1% (8)	— (3)	— (3)	1% (5)	4% (26)	51% (350)	— (3)	— (1)	— (2)	1% (4)	— (0)	— (0)
#1 Issue: Economy	1% (10)	1% (8)	1% (9)	1% (8)	4% (37)	58% (475)	1% (9)	1% (5)	— (4)	1% (9)	— (1)	— (0)
#1 Issue: Security	1% (3)	1% (2)	1% (3)	1% (3)	4% (12)	53% (171)	1% (4)	— (0)	— (0)	1% (3)	— (0)	— (0)
#1 Issue: Health Care	— (1)	1% (4)	3% (7)	3% (8)	4% (11)	55% (158)	1% (2)	1% (4)	1% (2)	2% (6)	— (0)	1% (4)
#1 Issue: Medicare / Social Security	1% (3)	1% (2)	— (1)	1% (3)	7% (17)	44% (105)	1% (2)	— (0)	— (0)	1% (2)	— (0)	— (0)
#1 Issue: Women's Issues	— (1)	— (0)	— (0)	— (0)	3% (5)	89% (136)	1% (1)	— (0)	— (1)	— (0)	— (0)	1% (3)
#1 Issue: Education	1% (1)	— (0)	1% (1)	6% (6)	1% (1)	63% (66)	1% (1)	1% (1)	1% (1)	4% (5)	— (0)	1% (3)
#1 Issue: Energy	1% (2)	— (0)	1% (1)	1% (1)	5% (5)	63% (69)	1% (1)	— (0)	2% (2)	— (0)	— (0)	— (0)
#1 Issue: Other	— (1)	— (0)	1% (2)	— (1)	3% (4)	64% (102)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)
2020 Vote: Joe Biden	1% (6)	1% (11)	1% (11)	1% (14)	4% (39)	66% (612)	1% (11)	1% (6)	1% (7)	1% (10)	— (0)	— (3)
2020 Vote: Donald Trump	1% (10)	1% (5)	1% (7)	1% (9)	4% (27)	50% (350)	1% (5)	— (1)	— (1)	1% (7)	— (0)	— (3)
2020 Vote: Other	— (0)	— (0)	— (0)	2% (1)	2% (2)	73% (59)	— (0)	— (0)	1% (1)	1% (1)	— (0)	1% (3)
2020 Vote: Didn't Vote	1% (6)	— (0)	1% (7)	1% (5)	5% (22)	54% (255)	1% (4)	— (2)	— (0)	1% (6)	— (1)	— (2)
2018 House Vote: Democrat	1% (4)	1% (10)	1% (10)	2% (13)	6% (38)	62% (430)	1% (10)	1% (4)	1% (7)	1% (10)	— (0)	— (3)
2018 House Vote: Republican	2% (11)	1% (4)	1% (6)	2% (11)	5% (29)	54% (324)	— (1)	— (2)	— (1)	1% (7)	— (0)	— (3)
2018 House Vote: Someone else	— (0)	— (0)	1% (1)	— (0)	4% (2)	63% (38)	— (0)	— (0)	— (0)	— (0)	— (0)	1% (3)
2016 Vote: Hillary Clinton	1% (4)	1% (7)	1% (7)	1% (8)	5% (33)	65% (415)	1% (7)	1% (5)	1% (7)	1% (8)	— (0)	— (2)
2016 Vote: Donald Trump	2% (11)	1% (7)	1% (6)	2% (16)	5% (33)	51% (343)	1% (3)	— (2)	— (1)	1% (5)	— (0)	— (3)
2016 Vote: Other	— (0)	— (0)	1% (1)	1% (1)	4% (5)	68% (78)	— (0)	1% (1)	— (0)	— (0)	— (0)	1% (3)
2016 Vote: Didn't Vote	1% (7)	— (2)	1% (11)	— (4)	3% (21)	58% (446)	1% (9)	— (2)	— (1)	1% (10)	— (1)	— (3)
Voted in 2014: Yes	1% (14)	1% (13)	1% (12)	2% (19)	5% (58)	58% (680)	1% (13)	1% (6)	— (5)	1% (11)	— (0)	— (4)
Voted in 2014: No	1% (7)	— (3)	1% (13)	1% (11)	3% (34)	59% (602)	1% (8)	— (3)	— (4)	1% (13)	— (1)	— (3)

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**Table MCBR1: What month is most commonly celebrated as LGBTQIA+ Pride month?**

Demographic	January	February	March	April	May	June	July	August	September	October	November	December
Adults	1% (21)	1% (16)	1% (24)	1% (30)	4% (92)	58% (1282)	1% (20)	— (9)	— (9)	1% (24)	— (2)	— (2)
4-Region: Northeast	2% (8)	— (2)	1% (5)	1% (4)	7% (29)	56% (220)	1% (3)	1% (3)	— (1)	1% (4)	— (1)	— (1)
4-Region: Midwest	1% (5)	— (2)	2% (11)	1% (5)	3% (13)	58% (270)	1% (5)	— (2)	— (0)	— (2)	— (0)	— (0)
4-Region: South	1% (5)	1% (7)	— (4)	1% (7)	4% (35)	60% (492)	— (3)	— (1)	1% (4)	2% (14)	— (0)	— (2)
4-Region: West	1% (4)	1% (6)	1% (4)	3% (14)	3% (16)	58% (300)	1% (8)	1% (3)	1% (4)	1% (4)	— (0)	1% (3)
LGBTQIA+	1% (5)	1% (3)	1% (3)	1% (5)	4% (14)	74% (280)	1% (2)	— (1)	1% (4)	2% (7)	— (1)	1% (4)
Attended June Pride	3% (10)	2% (7)	3% (10)	2% (7)	4% (15)	73% (282)	3% (11)	1% (4)	1% (3)	2% (9)	— (1)	1% (4)
SRH a Lot/some About June Pride	1% (7)	1% (7)	1% (14)	1% (15)	4% (44)	79% (822)	1% (8)	1% (5)	1% (7)	1% (14)	— (0)	— (4)
SRH not Much/Nothing About June Pride	1% (14)	1% (9)	1% (10)	1% (15)	4% (48)	40% (460)	1% (12)	— (4)	— (2)	1% (10)	— (1)	— (3)

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR2:** *Have you ever attended an LGBTQIA+ Pride month event?*

Demographic	Yes, multiple times		Yes, once		No, never		Total N
Adults	8%	(179)	10%	(209)	82%	(1811)	2200
Gender: Male	11%	(113)	9%	(97)	80%	(852)	1062
Gender: Female	6%	(67)	10%	(112)	84%	(960)	1138
Age: 18-34	12%	(81)	15%	(100)	72%	(474)	655
Age: 35-44	12%	(42)	14%	(49)	75%	(267)	358
Age: 45-64	5%	(37)	6%	(44)	89%	(670)	751
Age: 65+	5%	(20)	4%	(16)	92%	(400)	436
GenZers: 1997-2012	9%	(25)	16%	(47)	75%	(220)	292
Millennials: 1981-1996	14%	(86)	14%	(84)	72%	(434)	605
GenXers: 1965-1980	6%	(31)	8%	(45)	86%	(488)	564
Baby Boomers: 1946-1964	5%	(31)	5%	(30)	91%	(598)	659
PID: Dem (no lean)	14%	(110)	14%	(115)	72%	(583)	808
PID: Ind (no lean)	7%	(51)	9%	(64)	85%	(632)	746
PID: Rep (no lean)	3%	(18)	5%	(31)	92%	(596)	645
PID/Gender: Dem Men	19%	(77)	14%	(56)	67%	(273)	406
PID/Gender: Dem Women	8%	(33)	15%	(59)	77%	(310)	402
PID/Gender: Ind Men	6%	(20)	8%	(27)	86%	(279)	326
PID/Gender: Ind Women	7%	(30)	9%	(37)	84%	(353)	421
PID/Gender: Rep Men	5%	(15)	5%	(15)	91%	(300)	330
PID/Gender: Rep Women	1%	(3)	5%	(16)	94%	(296)	315
Ideo: Liberal (1-3)	17%	(108)	17%	(104)	66%	(420)	632
Ideo: Moderate (4)	6%	(35)	8%	(41)	86%	(468)	544
Ideo: Conservative (5-7)	3%	(24)	5%	(40)	91%	(659)	722
Educ: < College	6%	(84)	8%	(120)	87%	(1308)	1512
Educ: Bachelors degree	13%	(59)	13%	(57)	74%	(327)	444
Educ: Post-grad	15%	(36)	13%	(32)	72%	(176)	244
Income: Under 50k	6%	(69)	9%	(105)	85%	(972)	1146
Income: 50k-100k	9%	(59)	10%	(68)	82%	(562)	690
Income: 100k+	14%	(51)	10%	(36)	76%	(277)	365
Ethnicity: White	8%	(132)	9%	(154)	83%	(1436)	1722
Ethnicity: Hispanic	13%	(45)	15%	(52)	72%	(252)	349
Ethnicity: Black	10%	(27)	10%	(28)	80%	(220)	274
Ethnicity: Other	10%	(20)	13%	(27)	77%	(156)	204

Continued on next page

**Table MCBR2:** *Have you ever attended an LGBTQIA+ Pride month event?*

Demographic	Yes, multiple times		Yes, once		No, never		Total N
Adults	8%	(179)	10%	(209)	82%	(1811)	2200
All Christian	7%	(64)	8%	(82)	85%	(825)	971
All Non-Christian	21%	(27)	23%	(30)	56%	(73)	131
Atheist	14%	(13)	12%	(11)	74%	(69)	93
Agnostic/Nothing in particular	9%	(54)	10%	(56)	81%	(467)	577
Something Else	5%	(21)	7%	(29)	88%	(377)	428
Religious Non-Protestant/Catholic	19%	(27)	24%	(35)	58%	(86)	148
Evangelical	5%	(34)	7%	(45)	87%	(553)	633
Non-Evangelical	6%	(47)	8%	(60)	85%	(624)	732
Community: Urban	14%	(88)	14%	(86)	72%	(449)	623
Community: Suburban	7%	(71)	9%	(89)	84%	(845)	1006
Community: Rural	4%	(20)	6%	(34)	91%	(517)	571
Employ: Private Sector	11%	(76)	10%	(68)	78%	(520)	664
Employ: Government	13%	(19)	16%	(23)	71%	(102)	144
Employ: Self-Employed	19%	(35)	14%	(26)	67%	(124)	184
Employ: Homemaker	3%	(4)	8%	(11)	90%	(131)	147
Employ: Student	5%	(5)	17%	(19)	78%	(87)	112
Employ: Retired	3%	(14)	4%	(20)	93%	(461)	496
Employ: Unemployed	6%	(16)	8%	(23)	86%	(243)	283
Employ: Other	6%	(10)	11%	(18)	84%	(143)	171
Military HH: Yes	11%	(38)	8%	(28)	81%	(287)	352
Military HH: No	8%	(142)	10%	(182)	83%	(1525)	1848
RD/WT: Right Direction	12%	(122)	13%	(130)	75%	(763)	1014
RD/WT: Wrong Track	5%	(58)	7%	(79)	88%	(1049)	1186
Biden Job Approve	13%	(146)	13%	(144)	74%	(838)	1128
Biden Job Disapprove	3%	(30)	5%	(47)	91%	(824)	901
Biden Job Strongly Approve	15%	(86)	14%	(81)	71%	(410)	577
Biden Job Somewhat Approve	11%	(60)	11%	(63)	78%	(428)	551
Biden Job Somewhat Disapprove	4%	(11)	7%	(17)	88%	(214)	242
Biden Job Strongly Disapprove	3%	(20)	4%	(29)	93%	(610)	659
Favorable of Biden	12%	(138)	13%	(140)	75%	(832)	1110
Unfavorable of Biden	4%	(34)	6%	(56)	90%	(854)	945

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**Table MCBR2:** *Have you ever attended an LGBTQIA+ Pride month event?*

Demographic	Yes, multiple times		Yes, once		No, never		Total N
Adults	8%	(179)	10%	(209)	82%	(1811)	2200
Very Favorable of Biden	13%	(81)	14%	(84)	73%	(450)	614
Somewhat Favorable of Biden	12%	(57)	11%	(56)	77%	(382)	495
Somewhat Unfavorable of Biden	4%	(11)	11%	(30)	85%	(222)	263
Very Unfavorable of Biden	3%	(23)	4%	(27)	93%	(632)	682
#1 Issue: Economy	8%	(68)	5%	(44)	86%	(709)	821
#1 Issue: Security	7%	(21)	6%	(19)	88%	(285)	325
#1 Issue: Health Care	11%	(32)	17%	(51)	71%	(208)	291
#1 Issue: Medicare / Social Security	4%	(10)	8%	(20)	88%	(208)	238
#1 Issue: Women's Issues	10%	(16)	21%	(31)	69%	(106)	153
#1 Issue: Education	5%	(6)	15%	(15)	80%	(83)	104
#1 Issue: Energy	13%	(14)	15%	(16)	73%	(80)	110
#1 Issue: Other	8%	(12)	8%	(13)	84%	(133)	159
2020 Vote: Joe Biden	14%	(128)	14%	(127)	73%	(677)	933
2020 Vote: Donald Trump	3%	(24)	5%	(35)	92%	(641)	700
2020 Vote: Other	15%	(12)	5%	(4)	80%	(65)	81
2020 Vote: Didn't Vote	3%	(13)	9%	(41)	89%	(420)	474
2018 House Vote: Democrat	16%	(112)	13%	(90)	71%	(492)	694
2018 House Vote: Republican	5%	(28)	5%	(29)	90%	(540)	597
2018 House Vote: Someone else	11%	(7)	5%	(3)	84%	(51)	61
2016 Vote: Hillary Clinton	16%	(100)	13%	(85)	71%	(456)	642
2016 Vote: Donald Trump	4%	(24)	6%	(41)	90%	(611)	676
2016 Vote: Other	9%	(11)	4%	(5)	86%	(99)	115
2016 Vote: Didn't Vote	6%	(44)	10%	(78)	84%	(644)	766
Voted in 2014: Yes	10%	(120)	9%	(105)	81%	(946)	1171
Voted in 2014: No	6%	(59)	10%	(104)	84%	(866)	1029
4-Region: Northeast	10%	(39)	10%	(39)	80%	(316)	394
4-Region: Midwest	9%	(40)	8%	(39)	83%	(384)	462
4-Region: South	5%	(44)	7%	(59)	88%	(722)	824
4-Region: West	11%	(57)	14%	(73)	75%	(390)	520
LGBTQIA+	23%	(89)	20%	(78)	56%	(214)	381
Attended June Pride	46%	(179)	54%	(209)	—	(0)	389
SRH a Lot/some About June Pride	16%	(162)	15%	(160)	69%	(718)	1040

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**Table MCBR2:** *Have you ever attended an LGBTQIA+ Pride month event?*

<b>Demographic</b>	<b>Yes, multiple times</b>	<b>Yes, once</b>	<b>No, never</b>	<b>Total N</b>
Adults	8% (179)	10% (209)	82% (1811)	2200
SRH not Much/Nothing About June Pride	2% (18)	4% (49)	94% (1093)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR3\_1: How much have you seen, read, or heard about the following?**  
**Annual LGBTQIA+ Pride celebrations held during June**

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	19%	(418)	28%	(621)	22%	(484)	31%	(677)	2200
Gender: Male	18%	(188)	30%	(321)	21%	(218)	31%	(334)	1062
Gender: Female	20%	(230)	26%	(300)	23%	(266)	30%	(342)	1138
Age: 18-34	37%	(239)	26%	(173)	16%	(104)	21%	(140)	655
Age: 35-44	19%	(67)	36%	(128)	20%	(72)	25%	(90)	358
Age: 45-64	11%	(85)	26%	(193)	27%	(203)	36%	(270)	751
Age: 65+	6%	(27)	29%	(128)	24%	(105)	40%	(176)	436
GenZers: 1997-2012	51%	(150)	26%	(75)	12%	(34)	11%	(34)	292
Millennials: 1981-1996	23%	(139)	30%	(181)	20%	(120)	27%	(165)	605
GenXers: 1965-1980	12%	(68)	25%	(143)	25%	(143)	37%	(210)	564
Baby Boomers: 1946-1964	8%	(55)	30%	(198)	26%	(171)	36%	(234)	659
PID: Dem (no lean)	25%	(201)	33%	(267)	22%	(178)	20%	(163)	808
PID: Ind (no lean)	19%	(145)	26%	(193)	21%	(159)	33%	(249)	746
PID: Rep (no lean)	11%	(72)	25%	(161)	23%	(147)	41%	(265)	645
PID/Gender: Dem Men	26%	(104)	37%	(151)	18%	(74)	19%	(77)	406
PID/Gender: Dem Women	24%	(97)	29%	(115)	26%	(104)	21%	(85)	402
PID/Gender: Ind Men	16%	(52)	28%	(91)	19%	(63)	37%	(119)	326
PID/Gender: Ind Women	22%	(93)	24%	(102)	23%	(96)	31%	(129)	421
PID/Gender: Rep Men	10%	(32)	24%	(79)	25%	(81)	42%	(138)	330
PID/Gender: Rep Women	13%	(40)	26%	(83)	21%	(66)	40%	(127)	315
Ideo: Liberal (1-3)	31%	(199)	36%	(227)	18%	(113)	15%	(94)	632
Ideo: Moderate (4)	15%	(80)	31%	(167)	26%	(140)	29%	(158)	544
Ideo: Conservative (5-7)	10%	(70)	26%	(187)	24%	(174)	40%	(291)	722
Educ: < College	19%	(291)	25%	(371)	22%	(334)	34%	(516)	1512
Educ: Bachelors degree	20%	(90)	33%	(148)	21%	(95)	25%	(112)	444
Educ: Post-grad	15%	(38)	42%	(102)	23%	(55)	20%	(49)	244
Income: Under 50k	19%	(223)	24%	(279)	21%	(245)	35%	(399)	1146
Income: 50k-100k	16%	(108)	31%	(215)	25%	(170)	29%	(197)	690
Income: 100k+	24%	(88)	35%	(127)	19%	(68)	22%	(81)	365
Ethnicity: White	16%	(275)	28%	(490)	23%	(390)	33%	(567)	1722
Ethnicity: Hispanic	35%	(123)	24%	(83)	22%	(76)	19%	(68)	349
Ethnicity: Black	23%	(63)	30%	(81)	24%	(67)	23%	(63)	274

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**Table MCBR3\_1: How much have you seen, read, or heard about the following?**  
Annual LGBTQIA+ Pride celebrations held during June

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	19%	(418)	28%	(621)	22%	(484)	31%	(677)	2200
Ethnicity: Other	39%	(80)	24%	(50)	13%	(27)	23%	(46)	204
All Christian	13%	(129)	30%	(294)	23%	(227)	33%	(321)	971
All Non-Christian	27%	(35)	34%	(44)	20%	(26)	19%	(25)	131
Atheist	33%	(31)	27%	(25)	17%	(15)	23%	(21)	93
Agnostic/Nothing in particular	25%	(145)	28%	(159)	19%	(107)	29%	(166)	577
Something Else	18%	(78)	23%	(99)	25%	(108)	34%	(143)	428
Religious Non-Protestant/Catholic	26%	(39)	33%	(49)	21%	(32)	20%	(29)	148
Evangelical	12%	(76)	26%	(164)	25%	(160)	37%	(233)	633
Non-Evangelical	17%	(122)	30%	(218)	23%	(167)	31%	(225)	732
Community: Urban	24%	(149)	30%	(188)	24%	(147)	22%	(140)	623
Community: Suburban	19%	(190)	29%	(291)	20%	(201)	32%	(323)	1006
Community: Rural	14%	(79)	25%	(143)	24%	(136)	37%	(214)	571
Employ: Private Sector	19%	(127)	32%	(215)	23%	(150)	26%	(172)	664
Employ: Government	30%	(44)	29%	(42)	16%	(23)	24%	(35)	144
Employ: Self-Employed	19%	(36)	32%	(58)	23%	(43)	26%	(48)	184
Employ: Homemaker	11%	(17)	18%	(27)	29%	(42)	42%	(61)	147
Employ: Student	49%	(55)	31%	(35)	9%	(10)	11%	(12)	112
Employ: Retired	7%	(32)	28%	(139)	25%	(126)	40%	(198)	496
Employ: Unemployed	23%	(65)	25%	(70)	19%	(54)	33%	(94)	283
Employ: Other	25%	(43)	20%	(34)	21%	(36)	34%	(57)	171
Military HH: Yes	25%	(87)	25%	(88)	21%	(74)	29%	(102)	352
Military HH: No	18%	(331)	29%	(533)	22%	(409)	31%	(574)	1848
RD/WT: Right Direction	24%	(239)	32%	(320)	23%	(230)	22%	(226)	1014
RD/WT: Wrong Track	15%	(180)	25%	(301)	21%	(254)	38%	(450)	1186
Biden Job Approve	24%	(275)	32%	(365)	22%	(246)	21%	(241)	1128
Biden Job Disapprove	12%	(111)	25%	(228)	21%	(193)	41%	(369)	901
Biden Job Strongly Approve	28%	(160)	34%	(196)	19%	(107)	20%	(114)	577
Biden Job Somewhat Approve	21%	(116)	31%	(170)	25%	(139)	23%	(127)	551
Biden Job Somewhat Disapprove	16%	(38)	27%	(66)	22%	(53)	35%	(85)	242
Biden Job Strongly Disapprove	11%	(73)	25%	(162)	21%	(140)	43%	(284)	659

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**Table MCBR3\_1: How much have you seen, read, or heard about the following?**  
 Annual LGBTQIA+ Pride celebrations held during June

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	19%	(418)	28%	(621)	22%	(484)	31%	(677)	2200
Favorable of Biden	24%	(270)	32%	(359)	22%	(246)	21%	(235)	1110
Unfavorable of Biden	13%	(123)	26%	(246)	22%	(204)	39%	(372)	945
Very Favorable of Biden	27%	(167)	35%	(215)	18%	(113)	19%	(120)	614
Somewhat Favorable of Biden	21%	(102)	29%	(145)	27%	(133)	23%	(115)	495
Somewhat Unfavorable of Biden	19%	(49)	29%	(77)	24%	(64)	27%	(72)	263
Very Unfavorable of Biden	11%	(74)	25%	(168)	20%	(140)	44%	(300)	682
#1 Issue: Economy	16%	(130)	29%	(242)	24%	(195)	31%	(254)	821
#1 Issue: Security	12%	(40)	25%	(83)	20%	(66)	42%	(136)	325
#1 Issue: Health Care	22%	(64)	28%	(82)	22%	(65)	28%	(80)	291
#1 Issue: Medicare / Social Security	6%	(15)	32%	(75)	23%	(54)	40%	(94)	238
#1 Issue: Women's Issues	56%	(86)	19%	(29)	14%	(22)	11%	(17)	153
#1 Issue: Education	25%	(26)	32%	(33)	25%	(26)	17%	(18)	104
#1 Issue: Energy	21%	(23)	40%	(44)	17%	(18)	22%	(24)	110
#1 Issue: Other	21%	(34)	21%	(33)	24%	(38)	34%	(53)	159
2020 Vote: Joe Biden	25%	(237)	34%	(321)	22%	(207)	18%	(169)	933
2020 Vote: Donald Trump	10%	(70)	24%	(167)	22%	(155)	44%	(308)	700
2020 Vote: Other	10%	(8)	40%	(33)	28%	(23)	22%	(18)	81
2020 Vote: Didn't Vote	21%	(101)	20%	(95)	20%	(95)	38%	(182)	474
2018 House Vote: Democrat	23%	(162)	39%	(268)	19%	(134)	19%	(130)	694
2018 House Vote: Republican	11%	(67)	27%	(162)	25%	(151)	36%	(218)	597
2018 House Vote: Someone else	6%	(4)	38%	(23)	31%	(19)	25%	(15)	61
2016 Vote: Hillary Clinton	23%	(148)	37%	(238)	21%	(132)	19%	(124)	642
2016 Vote: Donald Trump	11%	(76)	25%	(166)	25%	(168)	39%	(265)	676
2016 Vote: Other	13%	(14)	36%	(41)	25%	(29)	26%	(30)	115
2016 Vote: Didn't Vote	24%	(181)	23%	(177)	20%	(153)	33%	(256)	766
Voted in 2014: Yes	16%	(188)	33%	(387)	23%	(266)	28%	(330)	1171
Voted in 2014: No	22%	(231)	23%	(235)	21%	(217)	34%	(347)	1029
4-Region: Northeast	19%	(75)	32%	(126)	20%	(79)	29%	(114)	394
4-Region: Midwest	17%	(79)	28%	(131)	23%	(105)	32%	(147)	462
4-Region: South	15%	(128)	30%	(244)	21%	(172)	34%	(280)	824
4-Region: West	26%	(137)	23%	(120)	25%	(127)	26%	(136)	520

Continued on next page

**Table MCBR3\_1:** *How much have you seen, read, or heard about the following?  
Annual LGBTQIA+ Pride celebrations held during June*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	19%	(418)	28%	(621)	22%	(484)	31%	(677)	2200
LGBTQIA+	43%	(162)	26%	(100)	13%	(50)	18%	(69)	381
Attended June Pride	45%	(176)	37%	(146)	12%	(45)	5%	(21)	389
SRH a Lot/some About June Pride	40%	(418)	60%	(621)	—	(0)	—	(0)	1040
SRH not Much/Nothing About June Pride	—	(0)	—	(0)	42%	(484)	58%	(677)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR3\_2: How much have you seen, read, or heard about the following?**  
**President Biden recognizing LGBTQIA+ Pride month**

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	15%	(321)	26%	(580)	23%	(499)	36%	(800)	2200
Gender: Male	16%	(175)	29%	(312)	20%	(207)	35%	(367)	1062
Gender: Female	13%	(146)	24%	(268)	26%	(292)	38%	(433)	1138
Age: 18-34	22%	(144)	27%	(177)	22%	(147)	28%	(186)	655
Age: 35-44	15%	(53)	33%	(119)	21%	(77)	30%	(109)	358
Age: 45-64	12%	(90)	22%	(163)	24%	(181)	42%	(318)	751
Age: 65+	8%	(33)	28%	(121)	22%	(94)	43%	(188)	436
GenZers: 1997-2012	24%	(70)	31%	(91)	26%	(75)	19%	(57)	292
Millennials: 1981-1996	19%	(112)	29%	(173)	20%	(123)	33%	(197)	605
GenXers: 1965-1980	12%	(66)	23%	(128)	23%	(130)	43%	(240)	564
Baby Boomers: 1946-1964	10%	(69)	25%	(163)	24%	(156)	41%	(271)	659
PID: Dem (no lean)	22%	(175)	33%	(268)	22%	(175)	24%	(190)	808
PID: Ind (no lean)	12%	(87)	24%	(180)	25%	(188)	39%	(292)	746
PID: Rep (no lean)	9%	(59)	20%	(132)	21%	(136)	49%	(318)	645
PID/Gender: Dem Men	23%	(95)	38%	(155)	17%	(68)	22%	(89)	406
PID/Gender: Dem Women	20%	(81)	28%	(113)	27%	(107)	25%	(101)	402
PID/Gender: Ind Men	12%	(38)	27%	(89)	24%	(79)	37%	(119)	326
PID/Gender: Ind Women	12%	(48)	22%	(91)	26%	(109)	41%	(173)	421
PID/Gender: Rep Men	13%	(42)	21%	(68)	18%	(60)	48%	(159)	330
PID/Gender: Rep Women	5%	(17)	20%	(64)	24%	(76)	50%	(159)	315
Ideo: Liberal (1-3)	21%	(132)	39%	(247)	21%	(132)	19%	(121)	632
Ideo: Moderate (4)	14%	(74)	23%	(123)	25%	(136)	39%	(212)	544
Ideo: Conservative (5-7)	10%	(69)	23%	(165)	23%	(165)	45%	(323)	722
Educ: < College	13%	(194)	24%	(367)	23%	(343)	40%	(608)	1512
Educ: Bachelors degree	17%	(77)	28%	(126)	24%	(105)	30%	(135)	444
Educ: Post-grad	20%	(49)	35%	(86)	21%	(51)	24%	(57)	244
Income: Under 50k	13%	(148)	24%	(273)	23%	(261)	40%	(464)	1146
Income: 50k-100k	14%	(97)	29%	(197)	24%	(162)	34%	(233)	690
Income: 100k+	21%	(75)	30%	(110)	21%	(76)	28%	(104)	365
Ethnicity: White	13%	(216)	26%	(451)	23%	(399)	38%	(657)	1722
Ethnicity: Hispanic	26%	(90)	26%	(92)	24%	(85)	24%	(83)	349
Ethnicity: Black	19%	(52)	28%	(76)	21%	(58)	32%	(89)	274

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**Table MCBR3\_2: How much have you seen, read, or heard about the following?**  
*President Biden recognizing LGBTQIA+ Pride month*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	15%	(321)	26%	(580)	23%	(499)	36%	(800)	2200
Ethnicity: Other	26%	(53)	26%	(54)	21%	(43)	27%	(55)	204
All Christian	12%	(121)	27%	(263)	23%	(224)	37%	(363)	971
All Non-Christian	30%	(40)	29%	(38)	22%	(29)	18%	(24)	131
Atheist	24%	(22)	34%	(32)	15%	(14)	27%	(25)	93
Agnostic/Nothing in particular	14%	(83)	25%	(146)	25%	(143)	36%	(205)	577
Something Else	13%	(55)	23%	(100)	21%	(90)	43%	(183)	428
Religious Non-Protestant/Catholic	30%	(45)	29%	(43)	22%	(32)	19%	(28)	148
Evangelical	12%	(73)	24%	(153)	21%	(130)	44%	(277)	633
Non-Evangelical	13%	(93)	27%	(199)	24%	(178)	36%	(261)	732
Community: Urban	17%	(108)	28%	(172)	26%	(163)	29%	(180)	623
Community: Suburban	15%	(150)	27%	(274)	21%	(211)	37%	(370)	1006
Community: Rural	11%	(63)	23%	(134)	22%	(125)	44%	(250)	571
Employ: Private Sector	16%	(104)	29%	(196)	23%	(152)	32%	(212)	664
Employ: Government	24%	(35)	29%	(42)	20%	(28)	27%	(39)	144
Employ: Self-Employed	17%	(31)	22%	(41)	24%	(45)	37%	(68)	184
Employ: Homemaker	8%	(11)	14%	(21)	26%	(39)	52%	(76)	147
Employ: Student	20%	(22)	36%	(40)	34%	(38)	11%	(12)	112
Employ: Retired	9%	(46)	26%	(129)	21%	(105)	43%	(216)	496
Employ: Unemployed	13%	(37)	25%	(71)	21%	(58)	41%	(117)	283
Employ: Other	20%	(35)	24%	(41)	20%	(34)	36%	(62)	171
Military HH: Yes	18%	(63)	29%	(101)	22%	(77)	32%	(111)	352
Military HH: No	14%	(258)	26%	(479)	23%	(422)	37%	(689)	1848
RD/WT: Right Direction	19%	(197)	33%	(340)	21%	(212)	26%	(265)	1014
RD/WT: Wrong Track	10%	(124)	20%	(240)	24%	(287)	45%	(535)	1186
Biden Job Approve	20%	(229)	32%	(365)	22%	(247)	25%	(287)	1128
Biden Job Disapprove	9%	(81)	20%	(179)	22%	(196)	49%	(446)	901
Biden Job Strongly Approve	29%	(169)	33%	(190)	17%	(100)	20%	(118)	577
Biden Job Somewhat Approve	11%	(60)	32%	(175)	27%	(146)	31%	(170)	551
Biden Job Somewhat Disapprove	6%	(15)	22%	(54)	24%	(57)	48%	(116)	242
Biden Job Strongly Disapprove	10%	(67)	19%	(125)	21%	(138)	50%	(330)	659

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**Table MCBR3\_2: How much have you seen, read, or heard about the following?**  
*President Biden recognizing LGBTQIA+ Pride month*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	15%	(321)	26%	(580)	23%	(499)	36%	(800)	2200
Favorable of Biden	20%	(223)	33%	(366)	22%	(241)	25%	(279)	1110
Unfavorable of Biden	10%	(93)	20%	(191)	22%	(207)	48%	(454)	945
Very Favorable of Biden	27%	(168)	32%	(198)	20%	(120)	21%	(129)	614
Somewhat Favorable of Biden	11%	(55)	34%	(168)	25%	(122)	30%	(150)	495
Somewhat Unfavorable of Biden	10%	(25)	23%	(61)	27%	(71)	40%	(105)	263
Very Unfavorable of Biden	10%	(67)	19%	(129)	20%	(136)	51%	(350)	682
#1 Issue: Economy	12%	(100)	26%	(213)	23%	(189)	39%	(318)	821
#1 Issue: Security	13%	(42)	20%	(64)	21%	(69)	46%	(151)	325
#1 Issue: Health Care	17%	(50)	28%	(82)	24%	(69)	31%	(89)	291
#1 Issue: Medicare / Social Security	11%	(25)	24%	(56)	20%	(48)	45%	(108)	238
#1 Issue: Women's Issues	22%	(34)	29%	(45)	28%	(43)	20%	(31)	153
#1 Issue: Education	20%	(20)	29%	(30)	29%	(30)	22%	(23)	104
#1 Issue: Energy	22%	(24)	36%	(39)	20%	(22)	22%	(24)	110
#1 Issue: Other	16%	(25)	31%	(50)	18%	(28)	35%	(56)	159
2020 Vote: Joe Biden	21%	(193)	35%	(325)	22%	(209)	22%	(206)	933
2020 Vote: Donald Trump	8%	(56)	21%	(147)	20%	(139)	51%	(358)	700
2020 Vote: Other	4%	(4)	28%	(23)	27%	(22)	40%	(33)	81
2020 Vote: Didn't Vote	14%	(64)	17%	(81)	27%	(126)	43%	(202)	474
2018 House Vote: Democrat	21%	(145)	37%	(258)	20%	(136)	22%	(154)	694
2018 House Vote: Republican	9%	(55)	24%	(144)	22%	(133)	44%	(265)	597
2018 House Vote: Someone else	6%	(4)	31%	(19)	16%	(10)	47%	(29)	61
2016 Vote: Hillary Clinton	21%	(132)	35%	(226)	21%	(137)	23%	(146)	642
2016 Vote: Donald Trump	11%	(72)	22%	(151)	23%	(153)	44%	(299)	676
2016 Vote: Other	14%	(16)	32%	(37)	18%	(21)	36%	(42)	115
2016 Vote: Didn't Vote	13%	(101)	22%	(166)	24%	(188)	41%	(311)	766
Voted in 2014: Yes	16%	(182)	30%	(354)	21%	(245)	33%	(390)	1171
Voted in 2014: No	14%	(139)	22%	(226)	25%	(255)	40%	(410)	1029
4-Region: Northeast	15%	(58)	32%	(126)	20%	(79)	33%	(130)	394
4-Region: Midwest	11%	(53)	29%	(134)	22%	(100)	38%	(175)	462
4-Region: South	14%	(115)	23%	(187)	24%	(194)	40%	(329)	824
4-Region: West	18%	(95)	26%	(133)	24%	(126)	32%	(165)	520

Continued on next page

**Table MCBR3\_2:** How much have you seen, read, or heard about the following?  
President Biden recognizing LGBTQIA+ Pride month

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	15%	(321)	26%	(580)	23%	(499)	36%	(800)	2200
LGBTQIA+	24%	(93)	29%	(112)	23%	(87)	23%	(89)	381
Attended June Pride	31%	(120)	35%	(138)	18%	(71)	15%	(59)	389
SRH a Lot/some About June Pride	27%	(279)	42%	(436)	19%	(193)	13%	(132)	1040
SRH not Much/Nothing About June Pride	4%	(42)	12%	(144)	26%	(306)	58%	(668)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCBR3\_3:** How much have you seen, read, or heard about the following?  
Your state's government recognizing LGBTQIA+ Pride month

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	12%	(254)	23%	(513)	25%	(543)	40%	(890)	2200
Gender: Male	13%	(140)	25%	(270)	23%	(246)	38%	(406)	1062
Gender: Female	10%	(114)	21%	(242)	26%	(297)	43%	(484)	1138
Age: 18-34	19%	(127)	29%	(188)	23%	(153)	28%	(187)	655
Age: 35-44	14%	(49)	26%	(95)	28%	(100)	32%	(113)	358
Age: 45-64	8%	(63)	19%	(142)	26%	(193)	47%	(353)	751
Age: 65+	3%	(15)	20%	(88)	22%	(96)	54%	(237)	436
GenZers: 1997-2012	24%	(69)	31%	(92)	25%	(72)	20%	(59)	292
Millennials: 1981-1996	17%	(100)	26%	(157)	25%	(150)	33%	(198)	605
GenXers: 1965-1980	7%	(40)	23%	(132)	25%	(143)	44%	(249)	564
Baby Boomers: 1946-1964	6%	(42)	18%	(116)	25%	(162)	51%	(338)	659
PID: Dem (no lean)	16%	(126)	28%	(224)	27%	(217)	30%	(241)	808
PID: Ind (no lean)	10%	(74)	24%	(180)	25%	(183)	41%	(309)	746
PID: Rep (no lean)	8%	(54)	17%	(109)	22%	(142)	53%	(340)	645
PID/Gender: Dem Men	19%	(76)	33%	(133)	23%	(94)	25%	(102)	406
PID/Gender: Dem Women	12%	(50)	22%	(90)	31%	(123)	35%	(139)	402
PID/Gender: Ind Men	10%	(33)	25%	(82)	24%	(78)	41%	(132)	326
PID/Gender: Ind Women	10%	(41)	23%	(98)	25%	(105)	42%	(177)	421
PID/Gender: Rep Men	9%	(30)	17%	(55)	22%	(73)	52%	(171)	330
PID/Gender: Rep Women	7%	(23)	17%	(54)	22%	(69)	54%	(169)	315
Ideo: Liberal (1-3)	17%	(105)	31%	(196)	25%	(156)	28%	(174)	632
Ideo: Moderate (4)	8%	(41)	25%	(134)	27%	(149)	41%	(221)	544
Ideo: Conservative (5-7)	8%	(57)	18%	(130)	25%	(178)	49%	(357)	722
Educ: < College	11%	(168)	22%	(329)	23%	(351)	44%	(665)	1512
Educ: Bachelors degree	12%	(53)	28%	(123)	27%	(121)	33%	(147)	444
Educ: Post-grad	14%	(33)	25%	(61)	29%	(71)	32%	(79)	244
Income: Under 50k	11%	(122)	22%	(249)	24%	(280)	43%	(495)	1146
Income: 50k-100k	10%	(67)	24%	(166)	26%	(176)	41%	(281)	690
Income: 100k+	18%	(66)	27%	(98)	24%	(87)	31%	(114)	365
Ethnicity: White	10%	(166)	22%	(381)	25%	(426)	43%	(749)	1722
Ethnicity: Hispanic	24%	(83)	24%	(84)	26%	(90)	27%	(93)	349
Ethnicity: Black	14%	(38)	29%	(79)	25%	(68)	32%	(89)	274

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**Table MCBR3\_3: How much have you seen, read, or heard about the following?**  
*Your state's government recognizing LGBTQIA+ Pride month*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	12%	(254)	23%	(513)	25%	(543)	40%	(890)	2200
Ethnicity: Other	24%	(50)	26%	(53)	24%	(49)	26%	(53)	204
All Christian	10%	(95)	23%	(220)	25%	(239)	43%	(417)	971
All Non-Christian	24%	(31)	30%	(39)	23%	(29)	23%	(31)	131
Atheist	21%	(19)	19%	(18)	17%	(16)	43%	(40)	93
Agnostic/Nothing in particular	10%	(57)	22%	(129)	29%	(167)	39%	(224)	577
Something Else	12%	(51)	25%	(107)	21%	(91)	42%	(179)	428
Religious Non-Protestant/Catholic	23%	(33)	30%	(45)	23%	(34)	24%	(36)	148
Evangelical	10%	(62)	23%	(144)	23%	(146)	44%	(281)	633
Non-Evangelical	11%	(78)	24%	(173)	24%	(174)	42%	(307)	732
Community: Urban	15%	(94)	30%	(189)	24%	(149)	31%	(192)	623
Community: Suburban	10%	(103)	20%	(205)	26%	(262)	43%	(435)	1006
Community: Rural	10%	(58)	21%	(119)	23%	(132)	46%	(263)	571
Employ: Private Sector	13%	(88)	25%	(166)	26%	(171)	36%	(239)	664
Employ: Government	23%	(34)	26%	(38)	21%	(30)	29%	(43)	144
Employ: Self-Employed	13%	(24)	26%	(49)	23%	(42)	38%	(69)	184
Employ: Homemaker	8%	(12)	13%	(19)	26%	(38)	53%	(78)	147
Employ: Student	24%	(27)	35%	(39)	28%	(31)	14%	(15)	112
Employ: Retired	5%	(23)	18%	(90)	22%	(110)	55%	(272)	496
Employ: Unemployed	10%	(28)	25%	(72)	26%	(72)	39%	(111)	283
Employ: Other	11%	(19)	24%	(41)	28%	(48)	37%	(63)	171
Military HH: Yes	13%	(47)	22%	(79)	24%	(85)	40%	(141)	352
Military HH: No	11%	(207)	23%	(434)	25%	(458)	41%	(749)	1848
RD/WT: Right Direction	15%	(149)	28%	(287)	25%	(255)	32%	(324)	1014
RD/WT: Wrong Track	9%	(105)	19%	(226)	24%	(288)	48%	(567)	1186
Biden Job Approve	14%	(162)	28%	(316)	26%	(295)	31%	(355)	1128
Biden Job Disapprove	9%	(78)	17%	(156)	23%	(204)	51%	(463)	901
Biden Job Strongly Approve	20%	(116)	29%	(169)	23%	(132)	28%	(160)	577
Biden Job Somewhat Approve	8%	(46)	27%	(147)	30%	(163)	35%	(196)	551
Biden Job Somewhat Disapprove	9%	(21)	21%	(52)	25%	(61)	45%	(108)	242
Biden Job Strongly Disapprove	9%	(57)	16%	(104)	22%	(143)	54%	(355)	659

Continued on next page

**Table MCBR3\_3: How much have you seen, read, or heard about the following?**  
 Your state's government recognizing LGBTQIA+ Pride month

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	12%	(254)	23%	(513)	25%	(543)	40%	(890)	2200
Favorable of Biden	14%	(157)	28%	(314)	26%	(285)	32%	(354)	1110
Unfavorable of Biden	9%	(84)	19%	(178)	23%	(218)	49%	(466)	945
Very Favorable of Biden	19%	(117)	28%	(173)	24%	(149)	29%	(175)	614
Somewhat Favorable of Biden	8%	(40)	28%	(141)	27%	(136)	36%	(179)	495
Somewhat Unfavorable of Biden	13%	(33)	25%	(66)	27%	(70)	35%	(93)	263
Very Unfavorable of Biden	7%	(50)	16%	(111)	22%	(148)	55%	(373)	682
#1 Issue: Economy	9%	(70)	25%	(209)	26%	(211)	40%	(331)	821
#1 Issue: Security	12%	(38)	16%	(53)	20%	(64)	52%	(170)	325
#1 Issue: Health Care	13%	(39)	24%	(70)	26%	(77)	36%	(106)	291
#1 Issue: Medicare / Social Security	7%	(17)	23%	(55)	23%	(56)	46%	(110)	238
#1 Issue: Women's Issues	27%	(42)	26%	(40)	23%	(36)	24%	(36)	153
#1 Issue: Education	14%	(15)	25%	(26)	33%	(35)	27%	(28)	104
#1 Issue: Energy	13%	(14)	28%	(31)	23%	(26)	36%	(39)	110
#1 Issue: Other	13%	(20)	18%	(29)	24%	(39)	45%	(71)	159
2020 Vote: Joe Biden	15%	(136)	29%	(269)	27%	(249)	30%	(278)	933
2020 Vote: Donald Trump	7%	(46)	16%	(112)	23%	(160)	55%	(382)	700
2020 Vote: Other	8%	(6)	29%	(24)	27%	(22)	36%	(29)	81
2020 Vote: Didn't Vote	14%	(64)	22%	(104)	23%	(107)	42%	(199)	474
2018 House Vote: Democrat	15%	(104)	29%	(204)	24%	(169)	31%	(218)	694
2018 House Vote: Republican	7%	(39)	21%	(125)	24%	(143)	48%	(289)	597
2018 House Vote: Someone else	7%	(4)	23%	(14)	35%	(21)	35%	(21)	61
2016 Vote: Hillary Clinton	15%	(93)	28%	(182)	25%	(162)	32%	(204)	642
2016 Vote: Donald Trump	7%	(50)	19%	(128)	24%	(165)	49%	(333)	676
2016 Vote: Other	8%	(9)	25%	(29)	27%	(31)	40%	(46)	115
2016 Vote: Didn't Vote	13%	(102)	23%	(174)	24%	(185)	40%	(305)	766
Voted in 2014: Yes	11%	(131)	25%	(287)	24%	(284)	40%	(468)	1171
Voted in 2014: No	12%	(123)	22%	(225)	25%	(259)	41%	(422)	1029
4-Region: Northeast	16%	(61)	29%	(116)	21%	(81)	34%	(136)	394
4-Region: Midwest	8%	(35)	22%	(103)	25%	(117)	45%	(208)	462
4-Region: South	9%	(71)	20%	(169)	25%	(205)	46%	(380)	824
4-Region: West	17%	(87)	24%	(126)	27%	(140)	32%	(167)	520

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**Table MCBR3\_3:** *How much have you seen, read, or heard about the following?  
Your state's government recognizing LGBTQIA+ Pride month*

<b>Demographic</b>	<b>A lot</b>		<b>Some</b>		<b>Not Much</b>		<b>Nothing at all</b>		<b>Total N</b>
Adults	12%	(254)	23%	(513)	25%	(543)	40%	(890)	2200
LGBTQIA+	22%	(83)	28%	(106)	25%	(96)	25%	(96)	381
Attended June Pride	29%	(113)	31%	(121)	23%	(91)	17%	(64)	389
SRH a Lot/some About June Pride	23%	(237)	38%	(396)	23%	(243)	16%	(163)	1040
SRH not Much/Nothing About June Pride	1%	(17)	10%	(116)	26%	(300)	63%	(727)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR3\_4:** How much have you seen, read, or heard about the following?  
 Your local government recognizing LGBTQIA+ Pride month

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	11%	(234)	24%	(521)	23%	(502)	43%	(943)	2200
Gender: Male	12%	(127)	24%	(256)	22%	(239)	41%	(440)	1062
Gender: Female	9%	(107)	23%	(265)	23%	(264)	44%	(503)	1138
Age: 18-34	16%	(105)	30%	(194)	22%	(142)	33%	(214)	655
Age: 35-44	15%	(53)	27%	(95)	25%	(88)	34%	(121)	358
Age: 45-64	8%	(59)	19%	(144)	24%	(178)	49%	(371)	751
Age: 65+	4%	(17)	20%	(88)	22%	(95)	54%	(237)	436
GenZers: 1997-2012	17%	(49)	33%	(97)	24%	(69)	26%	(76)	292
Millennials: 1981-1996	16%	(98)	26%	(157)	22%	(136)	35%	(214)	605
GenXers: 1965-1980	7%	(40)	24%	(133)	22%	(122)	48%	(269)	564
Baby Boomers: 1946-1964	7%	(44)	18%	(120)	24%	(158)	51%	(337)	659
PID: Dem (no lean)	15%	(120)	27%	(222)	26%	(212)	32%	(255)	808
PID: Ind (no lean)	9%	(64)	25%	(183)	22%	(162)	45%	(336)	746
PID: Rep (no lean)	8%	(50)	18%	(116)	20%	(128)	54%	(351)	645
PID/Gender: Dem Men	18%	(72)	32%	(129)	23%	(94)	27%	(112)	406
PID/Gender: Dem Women	12%	(48)	23%	(93)	29%	(118)	36%	(143)	402
PID/Gender: Ind Men	8%	(28)	24%	(78)	21%	(69)	47%	(152)	326
PID/Gender: Ind Women	9%	(37)	25%	(106)	22%	(94)	44%	(185)	421
PID/Gender: Rep Men	8%	(28)	15%	(49)	23%	(76)	54%	(177)	330
PID/Gender: Rep Women	7%	(23)	21%	(66)	16%	(52)	55%	(175)	315
Ideo: Liberal (1-3)	14%	(87)	32%	(202)	26%	(163)	28%	(179)	632
Ideo: Moderate (4)	9%	(49)	25%	(136)	24%	(133)	42%	(226)	544
Ideo: Conservative (5-7)	7%	(53)	18%	(133)	21%	(152)	53%	(384)	722
Educ: < College	10%	(145)	23%	(345)	21%	(324)	46%	(698)	1512
Educ: Bachelors degree	12%	(51)	25%	(113)	27%	(118)	36%	(161)	444
Educ: Post-grad	15%	(38)	26%	(63)	24%	(59)	34%	(84)	244
Income: Under 50k	9%	(107)	23%	(261)	21%	(239)	47%	(539)	1146
Income: 50k-100k	10%	(67)	22%	(155)	26%	(178)	42%	(290)	690
Income: 100k+	17%	(61)	29%	(105)	24%	(86)	31%	(113)	365
Ethnicity: White	9%	(156)	23%	(398)	22%	(376)	46%	(792)	1722
Ethnicity: Hispanic	20%	(71)	26%	(90)	22%	(77)	32%	(112)	349
Ethnicity: Black	13%	(34)	27%	(73)	28%	(77)	33%	(89)	274

Continued on next page

**Table MCBR3\_4: How much have you seen, read, or heard about the following?**  
Your local government recognizing LGBTQIA+ Pride month

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	11%	(234)	24%	(521)	23%	(502)	43%	(943)	2200
Ethnicity: Other	21%	(43)	24%	(50)	24%	(49)	30%	(62)	204
All Christian	9%	(88)	23%	(222)	22%	(209)	47%	(453)	971
All Non-Christian	21%	(28)	33%	(43)	19%	(25)	27%	(35)	131
Atheist	18%	(16)	22%	(21)	23%	(22)	37%	(34)	93
Agnostic/Nothing in particular	9%	(52)	24%	(139)	27%	(157)	40%	(230)	577
Something Else	12%	(51)	22%	(96)	21%	(90)	45%	(191)	428
Religious Non-Protestant/Catholic	20%	(30)	32%	(48)	20%	(29)	28%	(42)	148
Evangelical	9%	(58)	20%	(129)	21%	(131)	50%	(315)	633
Non-Evangelical	10%	(76)	24%	(177)	22%	(159)	44%	(319)	732
Community: Urban	15%	(94)	29%	(178)	23%	(144)	33%	(207)	623
Community: Suburban	9%	(95)	23%	(226)	25%	(249)	43%	(435)	1006
Community: Rural	8%	(46)	20%	(116)	19%	(109)	53%	(300)	571
Employ: Private Sector	12%	(82)	25%	(163)	25%	(164)	38%	(254)	664
Employ: Government	21%	(31)	34%	(48)	18%	(25)	28%	(40)	144
Employ: Self-Employed	15%	(28)	27%	(49)	20%	(37)	38%	(70)	184
Employ: Homemaker	8%	(12)	19%	(27)	16%	(24)	57%	(83)	147
Employ: Student	13%	(15)	33%	(37)	32%	(36)	21%	(23)	112
Employ: Retired	5%	(25)	16%	(81)	22%	(107)	57%	(283)	496
Employ: Unemployed	8%	(23)	25%	(72)	25%	(72)	41%	(117)	283
Employ: Other	11%	(19)	25%	(42)	21%	(36)	43%	(74)	171
Military HH: Yes	14%	(50)	23%	(82)	21%	(74)	42%	(146)	352
Military HH: No	10%	(185)	24%	(439)	23%	(428)	43%	(796)	1848
RD/WT: Right Direction	14%	(144)	28%	(281)	25%	(256)	33%	(334)	1014
RD/WT: Wrong Track	8%	(90)	20%	(240)	21%	(247)	51%	(609)	1186
Biden Job Approve	14%	(159)	28%	(319)	25%	(277)	33%	(373)	1128
Biden Job Disapprove	7%	(63)	19%	(167)	19%	(169)	56%	(502)	901
Biden Job Strongly Approve	20%	(116)	29%	(168)	21%	(123)	30%	(170)	577
Biden Job Somewhat Approve	8%	(44)	28%	(152)	28%	(154)	37%	(202)	551
Biden Job Somewhat Disapprove	7%	(18)	24%	(59)	20%	(49)	48%	(116)	242
Biden Job Strongly Disapprove	7%	(46)	16%	(109)	18%	(119)	58%	(386)	659

Continued on next page



**Table MCBR3\_4:** How much have you seen, read, or heard about the following?  
 Your local government recognizing LGBTQIA+ Pride month

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	11%	(234)	24%	(521)	23%	(502)	43%	(943)	2200
Favorable of Biden	14%	(155)	28%	(312)	25%	(282)	33%	(361)	1110
Unfavorable of Biden	7%	(70)	20%	(189)	19%	(180)	54%	(507)	945
Very Favorable of Biden	19%	(114)	29%	(181)	22%	(136)	30%	(183)	614
Somewhat Favorable of Biden	8%	(40)	26%	(131)	29%	(145)	36%	(178)	495
Somewhat Unfavorable of Biden	9%	(24)	28%	(74)	23%	(60)	40%	(104)	263
Very Unfavorable of Biden	7%	(45)	17%	(115)	18%	(120)	59%	(402)	682
#1 Issue: Economy	9%	(70)	25%	(208)	22%	(179)	44%	(363)	821
#1 Issue: Security	12%	(39)	16%	(52)	19%	(63)	53%	(171)	325
#1 Issue: Health Care	14%	(41)	28%	(81)	20%	(58)	38%	(110)	291
#1 Issue: Medicare / Social Security	8%	(19)	21%	(51)	24%	(56)	47%	(111)	238
#1 Issue: Women's Issues	17%	(26)	28%	(43)	27%	(42)	28%	(42)	153
#1 Issue: Education	8%	(8)	29%	(30)	35%	(37)	27%	(28)	104
#1 Issue: Energy	12%	(13)	29%	(32)	24%	(27)	34%	(38)	110
#1 Issue: Other	11%	(17)	15%	(23)	25%	(40)	49%	(78)	159
2020 Vote: Joe Biden	14%	(130)	30%	(277)	26%	(244)	30%	(282)	933
2020 Vote: Donald Trump	7%	(48)	16%	(113)	18%	(124)	59%	(414)	700
2020 Vote: Other	8%	(7)	26%	(21)	27%	(22)	38%	(31)	81
2020 Vote: Didn't Vote	10%	(46)	23%	(107)	23%	(108)	45%	(213)	474
2018 House Vote: Democrat	14%	(99)	30%	(212)	24%	(167)	31%	(216)	694
2018 House Vote: Republican	8%	(45)	19%	(111)	21%	(125)	53%	(316)	597
2018 House Vote: Someone else	8%	(5)	25%	(15)	32%	(20)	35%	(21)	61
2016 Vote: Hillary Clinton	14%	(93)	29%	(184)	26%	(164)	31%	(201)	642
2016 Vote: Donald Trump	7%	(49)	19%	(127)	21%	(139)	53%	(360)	676
2016 Vote: Other	9%	(10)	19%	(21)	26%	(30)	47%	(54)	115
2016 Vote: Didn't Vote	11%	(82)	25%	(189)	22%	(170)	43%	(326)	766
Voted in 2014: Yes	11%	(129)	24%	(286)	24%	(278)	41%	(479)	1171
Voted in 2014: No	10%	(106)	23%	(235)	22%	(225)	45%	(464)	1029
4-Region: Northeast	14%	(53)	29%	(115)	21%	(81)	37%	(144)	394
4-Region: Midwest	7%	(31)	23%	(106)	23%	(107)	47%	(218)	462
4-Region: South	8%	(69)	21%	(175)	24%	(196)	47%	(385)	824
4-Region: West	16%	(81)	24%	(125)	23%	(119)	37%	(195)	520

Continued on next page

**Table MCBR3\_4:** How much have you seen, read, or heard about the following?  
Your local government recognizing LGBTQIA+ Pride month

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	11%	(234)	24%	(521)	23%	(502)	43%	(943)	2200
LGBTQIA+	16%	(61)	35%	(134)	23%	(86)	26%	(101)	381
Attended June Pride	27%	(103)	34%	(134)	20%	(76)	19%	(75)	389
SRH a Lot/some About June Pride	21%	(220)	38%	(400)	22%	(224)	19%	(195)	1040
SRH not Much/Nothing About June Pride	1%	(14)	10%	(121)	24%	(278)	64%	(747)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR3\_5: How much have you seen, read, or heard about the following?**  
**Your favorite store or restaurant recognizing LGBTQIA+ Pride month**

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	12%	(268)	20%	(443)	22%	(474)	46%	(1015)	2200
Gender: Male	14%	(145)	20%	(213)	20%	(211)	46%	(493)	1062
Gender: Female	11%	(123)	20%	(230)	23%	(263)	46%	(522)	1138
Age: 18-34	23%	(152)	25%	(161)	21%	(141)	31%	(202)	655
Age: 35-44	18%	(64)	28%	(99)	19%	(68)	36%	(127)	358
Age: 45-64	6%	(42)	18%	(133)	24%	(181)	53%	(396)	751
Age: 65+	3%	(11)	11%	(50)	19%	(85)	67%	(290)	436
GenZers: 1997-2012	27%	(80)	26%	(76)	26%	(75)	21%	(62)	292
Millennials: 1981-1996	20%	(120)	25%	(150)	18%	(108)	37%	(227)	605
GenXers: 1965-1980	7%	(40)	20%	(112)	25%	(141)	48%	(270)	564
Baby Boomers: 1946-1964	4%	(26)	14%	(95)	21%	(135)	61%	(402)	659
PID: Dem (no lean)	18%	(144)	25%	(204)	24%	(195)	33%	(265)	808
PID: Ind (no lean)	11%	(82)	19%	(138)	22%	(163)	49%	(363)	746
PID: Rep (no lean)	6%	(42)	16%	(101)	18%	(116)	60%	(386)	645
PID/Gender: Dem Men	21%	(84)	27%	(108)	21%	(86)	32%	(128)	406
PID/Gender: Dem Women	15%	(61)	24%	(96)	27%	(109)	34%	(137)	402
PID/Gender: Ind Men	13%	(41)	17%	(55)	21%	(68)	50%	(161)	326
PID/Gender: Ind Women	10%	(41)	20%	(83)	22%	(94)	48%	(202)	421
PID/Gender: Rep Men	6%	(21)	15%	(49)	17%	(57)	62%	(203)	330
PID/Gender: Rep Women	7%	(21)	16%	(52)	19%	(59)	58%	(183)	315
Ideo: Liberal (1-3)	23%	(142)	27%	(171)	21%	(131)	30%	(187)	632
Ideo: Moderate (4)	8%	(43)	21%	(116)	27%	(146)	44%	(238)	544
Ideo: Conservative (5-7)	7%	(47)	16%	(114)	19%	(136)	59%	(424)	722
Educ: < College	11%	(171)	18%	(267)	22%	(327)	49%	(747)	1512
Educ: Bachelors degree	15%	(65)	25%	(112)	20%	(89)	40%	(179)	444
Educ: Post-grad	13%	(33)	26%	(64)	24%	(58)	37%	(89)	244
Income: Under 50k	12%	(139)	18%	(210)	20%	(224)	50%	(573)	1146
Income: 50k-100k	11%	(76)	20%	(141)	23%	(161)	45%	(312)	690
Income: 100k+	15%	(54)	25%	(92)	24%	(89)	36%	(130)	365
Ethnicity: White	10%	(166)	20%	(343)	22%	(373)	49%	(839)	1722
Ethnicity: Hispanic	25%	(87)	21%	(73)	22%	(76)	32%	(113)	349
Ethnicity: Black	18%	(48)	21%	(58)	22%	(60)	39%	(108)	274

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**Table MCBR3\_5: How much have you seen, read, or heard about the following?**  
*Your favorite store or restaurant recognizing LGBTQIA+ Pride month*

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	12%	(268)	20%	(443)	22%	(474)	46%	(1015)	2200
Ethnicity: Other	27%	(54)	20%	(41)	20%	(40)	33%	(68)	204
All Christian	10%	(95)	19%	(187)	20%	(195)	51%	(494)	971
All Non-Christian	22%	(29)	25%	(32)	22%	(29)	31%	(41)	131
Atheist	23%	(22)	30%	(28)	18%	(17)	28%	(26)	93
Agnostic/Nothing in particular	14%	(78)	19%	(107)	25%	(145)	43%	(247)	577
Something Else	10%	(45)	21%	(89)	20%	(88)	48%	(207)	428
Religious Non-Protestant/Catholic	22%	(33)	24%	(35)	22%	(32)	32%	(48)	148
Evangelical	9%	(59)	19%	(120)	18%	(115)	54%	(339)	633
Non-Evangelical	10%	(76)	20%	(144)	22%	(159)	48%	(353)	732
Community: Urban	18%	(110)	25%	(158)	21%	(131)	36%	(224)	623
Community: Suburban	11%	(114)	18%	(185)	23%	(232)	47%	(474)	1006
Community: Rural	8%	(44)	17%	(99)	19%	(111)	56%	(317)	571
Employ: Private Sector	14%	(96)	25%	(165)	23%	(154)	38%	(249)	664
Employ: Government	18%	(26)	32%	(46)	18%	(26)	33%	(47)	144
Employ: Self-Employed	15%	(27)	23%	(43)	20%	(36)	43%	(78)	184
Employ: Homemaker	8%	(11)	14%	(20)	23%	(33)	56%	(82)	147
Employ: Student	33%	(37)	29%	(33)	21%	(23)	16%	(18)	112
Employ: Retired	3%	(15)	12%	(57)	20%	(100)	65%	(324)	496
Employ: Unemployed	11%	(30)	18%	(50)	24%	(69)	47%	(134)	283
Employ: Other	16%	(27)	17%	(29)	19%	(32)	49%	(83)	171
Military HH: Yes	13%	(47)	19%	(66)	25%	(87)	43%	(152)	352
Military HH: No	12%	(222)	20%	(377)	21%	(386)	47%	(863)	1848
RD/WT: Right Direction	17%	(169)	26%	(259)	24%	(247)	33%	(340)	1014
RD/WT: Wrong Track	8%	(100)	15%	(183)	19%	(227)	57%	(675)	1186
Biden Job Approve	17%	(189)	25%	(277)	24%	(269)	35%	(392)	1128
Biden Job Disapprove	7%	(64)	15%	(131)	18%	(164)	60%	(542)	901
Biden Job Strongly Approve	22%	(128)	26%	(149)	20%	(117)	32%	(182)	577
Biden Job Somewhat Approve	11%	(61)	23%	(128)	28%	(152)	38%	(210)	551
Biden Job Somewhat Disapprove	12%	(29)	19%	(46)	19%	(47)	50%	(120)	242
Biden Job Strongly Disapprove	5%	(35)	13%	(85)	18%	(117)	64%	(422)	659

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**Table MCBR3\_5: How much have you seen, read, or heard about the following?**  
 Your favorite store or restaurant recognizing LGBTQIA+ Pride month

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	12%	(268)	20%	(443)	22%	(474)	46%	(1015)	2200
Favorable of Biden	17%	(183)	25%	(274)	23%	(260)	35%	(392)	1110
Unfavorable of Biden	8%	(72)	16%	(149)	19%	(178)	58%	(546)	945
Very Favorable of Biden	20%	(124)	27%	(163)	21%	(126)	33%	(201)	614
Somewhat Favorable of Biden	12%	(59)	22%	(111)	27%	(133)	39%	(192)	495
Somewhat Unfavorable of Biden	15%	(40)	19%	(51)	23%	(61)	42%	(111)	263
Very Unfavorable of Biden	5%	(33)	14%	(98)	17%	(117)	64%	(435)	682
#1 Issue: Economy	9%	(74)	19%	(154)	25%	(203)	47%	(390)	821
#1 Issue: Security	10%	(33)	15%	(49)	15%	(49)	60%	(194)	325
#1 Issue: Health Care	15%	(43)	28%	(82)	20%	(59)	37%	(107)	291
#1 Issue: Medicare / Social Security	4%	(9)	18%	(43)	21%	(51)	57%	(135)	238
#1 Issue: Women's Issues	37%	(56)	24%	(37)	16%	(24)	24%	(36)	153
#1 Issue: Education	17%	(17)	24%	(25)	35%	(36)	24%	(25)	104
#1 Issue: Energy	19%	(21)	28%	(31)	17%	(19)	35%	(39)	110
#1 Issue: Other	10%	(15)	14%	(23)	21%	(33)	56%	(88)	159
2020 Vote: Joe Biden	16%	(153)	26%	(247)	24%	(227)	33%	(306)	933
2020 Vote: Donald Trump	6%	(42)	13%	(89)	19%	(130)	63%	(438)	700
2020 Vote: Other	8%	(7)	24%	(19)	28%	(23)	39%	(32)	81
2020 Vote: Didn't Vote	14%	(66)	17%	(83)	19%	(89)	50%	(236)	474
2018 House Vote: Democrat	15%	(106)	28%	(194)	23%	(161)	34%	(232)	694
2018 House Vote: Republican	7%	(43)	17%	(99)	19%	(114)	57%	(341)	597
2018 House Vote: Someone else	6%	(4)	22%	(13)	29%	(18)	43%	(26)	61
2016 Vote: Hillary Clinton	16%	(100)	28%	(177)	24%	(155)	33%	(210)	642
2016 Vote: Donald Trump	7%	(48)	16%	(108)	20%	(134)	57%	(385)	676
2016 Vote: Other	9%	(11)	18%	(21)	24%	(27)	49%	(56)	115
2016 Vote: Didn't Vote	14%	(109)	18%	(137)	21%	(158)	47%	(362)	766
Voted in 2014: Yes	10%	(121)	22%	(254)	22%	(263)	45%	(533)	1171
Voted in 2014: No	14%	(148)	18%	(188)	20%	(211)	47%	(482)	1029
4-Region: Northeast	14%	(55)	24%	(93)	20%	(79)	42%	(166)	394
4-Region: Midwest	11%	(51)	18%	(84)	22%	(103)	49%	(224)	462
4-Region: South	9%	(74)	20%	(164)	21%	(176)	50%	(411)	824
4-Region: West	17%	(89)	20%	(102)	22%	(115)	41%	(213)	520

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**Table MCBR3\_5:** How much have you seen, read, or heard about the following?  
Your favorite store or restaurant recognizing LGBTQIA+ Pride month

Demographic	A lot		Some		Not Much		Nothing at all		Total N
Adults	12%	(268)	20%	(443)	22%	(474)	46%	(1015)	2200
LGBTQIA+	25%	(97)	27%	(104)	23%	(88)	24%	(92)	381
Attended June Pride	33%	(129)	33%	(127)	21%	(81)	13%	(52)	389
SRH a Lot/some About June Pride	24%	(246)	33%	(344)	23%	(242)	20%	(208)	1040
SRH not Much/Nothing About June Pride	2%	(23)	8%	(98)	20%	(232)	70%	(807)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR4\_1: Would you feel more or less favorable towards a company if it did the following?**  
 Released supportive statements on social media

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	19%	(409)	16%	(362)	7%	(144)	12%	(266)	28%	(624)	18%	(394)	2200
Gender: Male	17%	(176)	16%	(175)	9%	(97)	12%	(130)	28%	(301)	17%	(182)	1062
Gender: Female	20%	(232)	16%	(187)	4%	(48)	12%	(135)	28%	(323)	19%	(212)	1138
Age: 18-34	32%	(209)	18%	(118)	7%	(44)	6%	(40)	20%	(129)	18%	(115)	655
Age: 35-44	16%	(56)	21%	(74)	5%	(17)	12%	(44)	33%	(119)	13%	(47)	358
Age: 45-64	14%	(105)	14%	(103)	6%	(46)	14%	(103)	33%	(246)	20%	(148)	751
Age: 65+	9%	(38)	16%	(68)	9%	(37)	18%	(78)	30%	(130)	19%	(84)	436
GenZers: 1997-2012	42%	(122)	18%	(54)	6%	(17)	3%	(10)	16%	(48)	14%	(41)	292
Millennials: 1981-1996	21%	(126)	18%	(112)	6%	(37)	10%	(62)	26%	(158)	18%	(110)	605
GenXers: 1965-1980	13%	(71)	15%	(86)	6%	(36)	12%	(66)	33%	(186)	21%	(119)	564
Baby Boomers: 1946-1964	13%	(84)	15%	(97)	7%	(48)	17%	(110)	32%	(210)	17%	(109)	659
PID: Dem (no lean)	30%	(243)	25%	(201)	5%	(39)	4%	(32)	23%	(184)	14%	(111)	808
PID: Ind (no lean)	16%	(118)	14%	(104)	5%	(35)	10%	(77)	31%	(233)	24%	(179)	746
PID: Rep (no lean)	8%	(48)	9%	(57)	11%	(70)	24%	(157)	32%	(207)	16%	(105)	645
PID/Gender: Dem Men	29%	(116)	25%	(103)	9%	(35)	4%	(14)	21%	(85)	13%	(52)	406
PID/Gender: Dem Women	31%	(126)	24%	(97)	1%	(3)	4%	(18)	25%	(99)	15%	(59)	402
PID/Gender: Ind Men	10%	(31)	14%	(45)	5%	(15)	12%	(40)	37%	(119)	23%	(75)	326
PID/Gender: Ind Women	21%	(86)	14%	(59)	5%	(20)	9%	(37)	27%	(114)	25%	(104)	421
PID/Gender: Rep Men	9%	(29)	8%	(26)	14%	(46)	23%	(76)	30%	(97)	17%	(56)	330
PID/Gender: Rep Women	6%	(20)	10%	(31)	8%	(24)	26%	(81)	35%	(110)	16%	(50)	315
Ideo: Liberal (1-3)	35%	(219)	27%	(173)	4%	(28)	4%	(23)	20%	(125)	10%	(63)	632
Ideo: Moderate (4)	16%	(87)	18%	(98)	4%	(24)	8%	(42)	38%	(204)	16%	(89)	544
Ideo: Conservative (5-7)	6%	(46)	10%	(70)	12%	(85)	24%	(177)	32%	(230)	16%	(115)	722
Educ: < College	19%	(290)	15%	(224)	6%	(90)	11%	(173)	28%	(427)	20%	(308)	1512
Educ: Bachelors degree	15%	(65)	19%	(86)	8%	(34)	12%	(53)	33%	(145)	14%	(61)	444
Educ: Post-grad	22%	(54)	21%	(52)	8%	(20)	16%	(40)	21%	(52)	10%	(25)	244
Income: Under 50k	19%	(220)	14%	(160)	6%	(70)	12%	(141)	29%	(327)	20%	(228)	1146
Income: 50k-100k	16%	(110)	19%	(129)	6%	(45)	13%	(89)	29%	(203)	17%	(114)	690
Income: 100k+	22%	(79)	20%	(74)	8%	(30)	10%	(35)	26%	(94)	14%	(53)	365
Ethnicity: White	15%	(266)	17%	(288)	7%	(126)	14%	(238)	30%	(514)	17%	(291)	1722

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**Table MCBR4\_1: Would you feel more or less favorable towards a company if it did the following?**  
*Released supportive statements on social media*

<b>Demographic</b>	<b>Much more favorable</b>	<b>Somewhat more favorable</b>	<b>Somewhat less favorable</b>	<b>Much less favorable</b>	<b>Neither more nor less favorable</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	19% (409)	16% (362)	7% (144)	12% (266)	28% (624)	18% (394)	2200
Ethnicity: Hispanic	32% (110)	14% (48)	9% (30)	6% (20)	25% (87)	15% (54)	349
Ethnicity: Black	28% (78)	16% (43)	4% (11)	6% (17)	22% (59)	24% (67)	274
Ethnicity: Other	32% (65)	16% (32)	4% (8)	6% (12)	25% (52)	18% (36)	204
All Christian	14% (140)	14% (140)	9% (89)	17% (170)	31% (300)	14% (132)	971
All Non-Christian	20% (26)	25% (33)	10% (13)	11% (15)	18% (23)	17% (22)	131
Atheist	31% (28)	19% (17)	1% (1)	9% (8)	31% (29)	10% (9)	93
Agnostic/Nothing in particular	21% (121)	20% (115)	4% (23)	4% (26)	30% (175)	20% (117)	577
Something Else	22% (94)	13% (57)	4% (18)	11% (48)	23% (97)	27% (114)	428
Religious Non-Protestant/Catholic	19% (28)	23% (34)	9% (14)	12% (18)	21% (32)	16% (23)	148
Evangelical	13% (85)	10% (65)	10% (63)	24% (150)	24% (155)	18% (114)	633
Non-Evangelical	19% (142)	17% (127)	5% (40)	9% (64)	32% (232)	17% (127)	732
Community: Urban	24% (148)	19% (118)	7% (41)	8% (48)	27% (168)	16% (100)	623
Community: Suburban	18% (178)	16% (160)	6% (60)	12% (118)	30% (299)	19% (190)	1006
Community: Rural	14% (83)	15% (84)	8% (43)	17% (99)	28% (158)	18% (104)	571
Employ: Private Sector	21% (137)	17% (112)	7% (48)	13% (85)	29% (190)	14% (93)	664
Employ: Government	23% (33)	20% (29)	7% (11)	11% (16)	22% (32)	17% (24)	144
Employ: Self-Employed	20% (38)	18% (33)	10% (19)	9% (16)	30% (55)	13% (23)	184
Employ: Homemaker	7% (10)	13% (19)	2% (3)	18% (26)	43% (63)	17% (25)	147
Employ: Student	45% (50)	22% (25)	6% (7)	2% (2)	11% (12)	14% (16)	112
Employ: Retired	12% (58)	14% (69)	8% (41)	16% (81)	30% (151)	20% (97)	496
Employ: Unemployed	19% (53)	18% (50)	4% (10)	9% (26)	27% (76)	23% (66)	283
Employ: Other	18% (31)	15% (26)	3% (6)	8% (13)	27% (45)	29% (49)	171
Military HH: Yes	18% (62)	15% (52)	7% (26)	17% (59)	31% (108)	13% (46)	352
Military HH: No	19% (347)	17% (311)	6% (118)	11% (207)	28% (517)	19% (348)	1848
RD/WT: Right Direction	28% (281)	22% (221)	4% (41)	4% (44)	25% (250)	18% (178)	1014
RD/WT: Wrong Track	11% (128)	12% (141)	9% (104)	19% (222)	32% (375)	18% (216)	1186
Biden Job Approve	28% (318)	24% (267)	4% (44)	4% (46)	25% (282)	15% (171)	1128
Biden Job Disapprove	6% (56)	9% (81)	11% (95)	23% (211)	33% (297)	18% (161)	901

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**Table MCBR4\_1: Would you feel more or less favorable towards a company if it did the following?  
Released supportive statements on social media**

<b>Demographic</b>	<b>Much more favorable</b>	<b>Somewhat more favorable</b>	<b>Somewhat less favorable</b>	<b>Much less favorable</b>	<b>Neither more nor less favorable</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	19% (409)	16% (362)	7% (144)	12% (266)	28% (624)	18% (394)	2200
Biden Job Strongly Approve	35% (200)	22% (125)	5% (27)	4% (25)	20% (118)	14% (82)	577
Biden Job Somewhat Approve	21% (117)	26% (142)	3% (17)	4% (21)	30% (164)	16% (89)	551
Biden Job Somewhat Disapprove	8% (20)	15% (37)	7% (16)	9% (23)	39% (95)	21% (51)	242
Biden Job Strongly Disapprove	5% (36)	7% (43)	12% (79)	29% (189)	31% (202)	17% (110)	659
Favorable of Biden	29% (320)	23% (256)	3% (39)	4% (46)	26% (288)	14% (161)	1110
Unfavorable of Biden	7% (69)	10% (95)	10% (96)	22% (212)	32% (305)	18% (169)	945
Very Favorable of Biden	34% (211)	22% (133)	4% (27)	5% (30)	21% (130)	14% (84)	614
Somewhat Favorable of Biden	22% (109)	25% (123)	2% (12)	3% (16)	32% (158)	15% (77)	495
Somewhat Unfavorable of Biden	13% (34)	18% (46)	9% (23)	8% (21)	35% (92)	18% (46)	263
Very Unfavorable of Biden	5% (35)	7% (49)	11% (74)	28% (190)	31% (213)	18% (122)	682
#1 Issue: Economy	15% (120)	17% (137)	7% (60)	10% (83)	32% (265)	19% (157)	821
#1 Issue: Security	12% (40)	10% (31)	9% (30)	22% (72)	29% (94)	18% (58)	325
#1 Issue: Health Care	18% (52)	23% (67)	7% (21)	6% (18)	28% (81)	18% (51)	291
#1 Issue: Medicare / Social Security	15% (36)	17% (40)	7% (16)	15% (36)	28% (66)	19% (45)	238
#1 Issue: Women's Issues	50% (77)	17% (26)	5% (7)	9% (14)	14% (21)	5% (8)	153
#1 Issue: Education	25% (26)	22% (23)	7% (7)	7% (7)	26% (27)	13% (13)	104
#1 Issue: Energy	24% (26)	22% (24)	1% (1)	9% (10)	30% (33)	15% (16)	110
#1 Issue: Other	20% (32)	9% (15)	2% (3)	16% (25)	23% (37)	30% (47)	159
2020 Vote: Joe Biden	29% (268)	24% (227)	4% (37)	4% (35)	27% (248)	13% (119)	933
2020 Vote: Donald Trump	6% (41)	8% (53)	12% (82)	26% (179)	32% (221)	18% (125)	700
2020 Vote: Other	8% (6)	19% (15)	9% (7)	8% (7)	37% (30)	19% (15)	81
2020 Vote: Didn't Vote	19% (89)	14% (67)	4% (17)	9% (44)	25% (119)	29% (136)	474
2018 House Vote: Democrat	28% (192)	26% (181)	4% (26)	4% (31)	27% (184)	11% (79)	694
2018 House Vote: Republican	6% (38)	7% (44)	13% (76)	27% (160)	32% (190)	15% (89)	597
2018 House Vote: Someone else	10% (6)	22% (13)	6% (4)	12% (7)	31% (19)	19% (12)	61
2016 Vote: Hillary Clinton	27% (176)	25% (161)	4% (27)	5% (31)	27% (173)	12% (74)	642
2016 Vote: Donald Trump	6% (44)	8% (56)	11% (77)	26% (173)	33% (221)	16% (106)	676
2016 Vote: Other	11% (12)	21% (24)	3% (4)	12% (14)	34% (39)	19% (22)	115
2016 Vote: Didn't Vote	23% (177)	16% (121)	5% (37)	6% (49)	25% (190)	25% (192)	766

Continued on next page

**Table MCBR4\_1: Would you feel more or less favorable towards a company if it did the following?  
Released supportive statements on social media**

<b>Demographic</b>	<b>Much more favorable</b>	<b>Somewhat more favorable</b>	<b>Somewhat less favorable</b>	<b>Much less favorable</b>	<b>Neither more nor less favorable</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	19% (409)	16% (362)	7% (144)	12% (266)	28% (624)	18% (394)	2200
Voted in 2014: Yes	17% (203)	17% (198)	7% (84)	16% (189)	29% (343)	13% (154)	1171
Voted in 2014: No	20% (206)	16% (164)	6% (61)	7% (76)	27% (282)	23% (241)	1029
4-Region: Northeast	18% (71)	18% (69)	6% (22)	10% (37)	31% (121)	19% (73)	394
4-Region: Midwest	18% (82)	18% (81)	7% (31)	14% (65)	28% (128)	16% (76)	462
4-Region: South	18% (145)	15% (124)	6% (48)	13% (109)	31% (253)	18% (146)	824
4-Region: West	21% (110)	17% (88)	8% (44)	11% (55)	24% (123)	19% (99)	520
LGBTQIA+	36% (136)	20% (74)	6% (23)	6% (24)	17% (66)	15% (58)	381
Attended June Pride	42% (162)	25% (97)	7% (27)	5% (18)	17% (68)	5% (18)	389
SRH a Lot/some About June Pride	32% (335)	21% (217)	6% (63)	7% (70)	26% (267)	8% (87)	1040
SRH not Much/Nothing About June Pride	6% (74)	13% (145)	7% (81)	17% (196)	31% (358)	26% (307)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR4\_2: Would you feel more or less favorable towards a company if it did the following?**  
Released LGBTQIA+ pride-themed merchandise

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	15%	(324)	14%	(304)	7%	(149)	15%	(322)	31%	(684)	19%	(416)	2200
Gender: Male	13%	(137)	14%	(154)	9%	(94)	16%	(170)	30%	(321)	18%	(186)	1062
Gender: Female	16%	(187)	13%	(150)	5%	(55)	13%	(152)	32%	(363)	20%	(230)	1138
Age: 18-34	25%	(162)	15%	(100)	8%	(50)	9%	(61)	23%	(152)	20%	(130)	655
Age: 35-44	15%	(52)	17%	(61)	9%	(31)	14%	(49)	32%	(115)	14%	(50)	358
Age: 45-64	10%	(77)	12%	(93)	5%	(37)	17%	(127)	35%	(264)	20%	(153)	751
Age: 65+	8%	(33)	12%	(50)	7%	(31)	19%	(85)	35%	(154)	19%	(83)	436
GenZers: 1997-2012	32%	(93)	16%	(48)	5%	(14)	9%	(26)	20%	(58)	19%	(54)	292
Millennials: 1981-1996	17%	(101)	15%	(93)	9%	(57)	12%	(73)	28%	(169)	19%	(113)	605
GenXers: 1965-1980	11%	(62)	12%	(69)	6%	(32)	14%	(79)	36%	(202)	21%	(120)	564
Baby Boomers: 1946-1964	10%	(63)	13%	(86)	6%	(42)	19%	(125)	35%	(229)	17%	(113)	659
PID: Dem (no lean)	26%	(213)	21%	(171)	6%	(45)	5%	(43)	27%	(222)	14%	(114)	808
PID: Ind (no lean)	11%	(84)	12%	(87)	5%	(38)	11%	(82)	35%	(258)	26%	(197)	746
PID: Rep (no lean)	4%	(27)	7%	(47)	10%	(65)	31%	(197)	32%	(204)	16%	(105)	645
PID/Gender: Dem Men	27%	(111)	22%	(91)	9%	(36)	5%	(19)	24%	(98)	13%	(51)	406
PID/Gender: Dem Women	25%	(102)	20%	(80)	2%	(9)	6%	(24)	31%	(124)	16%	(63)	402
PID/Gender: Ind Men	6%	(20)	11%	(37)	6%	(19)	13%	(44)	39%	(128)	24%	(78)	326
PID/Gender: Ind Women	15%	(64)	12%	(49)	4%	(19)	9%	(38)	31%	(131)	28%	(119)	421
PID/Gender: Rep Men	2%	(7)	8%	(26)	12%	(38)	32%	(107)	29%	(95)	17%	(57)	330
PID/Gender: Rep Women	6%	(20)	7%	(21)	8%	(27)	29%	(90)	35%	(109)	15%	(48)	315
Ideo: Liberal (1-3)	28%	(180)	22%	(139)	5%	(35)	7%	(45)	26%	(163)	11%	(71)	632
Ideo: Moderate (4)	14%	(77)	15%	(80)	6%	(35)	7%	(40)	39%	(215)	18%	(97)	544
Ideo: Conservative (5-7)	4%	(31)	8%	(60)	10%	(74)	28%	(205)	33%	(241)	15%	(111)	722
Educ: < College	16%	(235)	12%	(181)	6%	(93)	15%	(221)	30%	(451)	22%	(331)	1512
Educ: Bachelors degree	12%	(53)	16%	(71)	8%	(37)	13%	(57)	38%	(168)	13%	(57)	444
Educ: Post-grad	15%	(37)	21%	(51)	8%	(19)	18%	(44)	27%	(65)	11%	(28)	244
Income: Under 50k	15%	(169)	13%	(150)	7%	(79)	15%	(168)	30%	(345)	21%	(235)	1146
Income: 50k-100k	13%	(89)	14%	(97)	6%	(41)	16%	(107)	33%	(230)	18%	(126)	690
Income: 100k+	18%	(66)	16%	(58)	8%	(29)	13%	(47)	30%	(110)	15%	(55)	365
Ethnicity: White	12%	(208)	14%	(241)	7%	(124)	16%	(284)	32%	(556)	18%	(309)	1722

Continued on next page

**Table MCBR4\_2: Would you feel more or less favorable towards a company if it did the following?**  
Released LGBTQIA+ pride-themed merchandise

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	15%	(324)	14%	(304)	7%	(149)	15%	(322)	31%	(684)	19%	(416)	2200
Ethnicity: Hispanic	26%	(91)	13%	(46)	7%	(26)	10%	(36)	26%	(91)	17%	(60)	349
Ethnicity: Black	22%	(59)	12%	(34)	6%	(15)	8%	(22)	27%	(73)	26%	(70)	274
Ethnicity: Other	28%	(57)	14%	(29)	5%	(10)	8%	(16)	27%	(55)	18%	(37)	204
All Christian	12%	(115)	13%	(126)	8%	(82)	21%	(205)	31%	(304)	14%	(138)	971
All Non-Christian	18%	(23)	21%	(27)	8%	(11)	11%	(15)	26%	(33)	16%	(22)	131
Atheist	26%	(24)	10%	(10)	8%	(7)	9%	(8)	36%	(33)	12%	(11)	93
Agnostic/Nothing in particular	16%	(93)	15%	(84)	5%	(32)	6%	(36)	36%	(208)	22%	(125)	577
Something Else	16%	(70)	13%	(57)	4%	(16)	14%	(58)	25%	(107)	28%	(120)	428
Religious Non-Protestant/Catholic	17%	(25)	19%	(28)	7%	(11)	14%	(20)	27%	(40)	15%	(23)	148
Evangelical	11%	(70)	10%	(65)	8%	(51)	28%	(175)	25%	(155)	18%	(117)	633
Non-Evangelical	15%	(110)	15%	(111)	6%	(45)	11%	(83)	33%	(245)	19%	(137)	732
Community: Urban	20%	(125)	14%	(90)	7%	(44)	9%	(57)	31%	(194)	18%	(113)	623
Community: Suburban	13%	(133)	13%	(129)	7%	(70)	15%	(156)	32%	(326)	19%	(193)	1006
Community: Rural	12%	(67)	15%	(86)	6%	(35)	19%	(109)	29%	(164)	19%	(110)	571
Employ: Private Sector	16%	(109)	16%	(107)	7%	(47)	15%	(103)	29%	(192)	16%	(107)	664
Employ: Government	20%	(29)	17%	(24)	9%	(13)	11%	(16)	27%	(40)	15%	(21)	144
Employ: Self-Employed	16%	(29)	12%	(23)	9%	(16)	14%	(27)	34%	(64)	14%	(26)	184
Employ: Homemaker	6%	(8)	11%	(16)	6%	(9)	16%	(23)	38%	(56)	23%	(33)	147
Employ: Student	36%	(40)	15%	(16)	6%	(7)	9%	(10)	15%	(17)	19%	(21)	112
Employ: Retired	9%	(45)	11%	(54)	7%	(35)	19%	(93)	35%	(172)	19%	(96)	496
Employ: Unemployed	13%	(38)	15%	(41)	5%	(15)	10%	(29)	33%	(93)	23%	(66)	283
Employ: Other	15%	(26)	13%	(22)	3%	(6)	12%	(21)	30%	(50)	27%	(46)	171
Military HH: Yes	11%	(40)	14%	(50)	5%	(19)	20%	(70)	35%	(123)	14%	(50)	352
Military HH: No	15%	(284)	14%	(254)	7%	(130)	14%	(252)	30%	(561)	20%	(366)	1848
RD/WT: Right Direction	24%	(239)	19%	(191)	6%	(57)	5%	(54)	28%	(289)	18%	(184)	1014
RD/WT: Wrong Track	7%	(85)	10%	(113)	8%	(91)	23%	(268)	33%	(396)	20%	(232)	1186
Biden Job Approve	24%	(271)	20%	(230)	5%	(62)	5%	(61)	29%	(329)	16%	(176)	1128
Biden Job Disapprove	4%	(35)	7%	(63)	9%	(85)	27%	(243)	34%	(308)	19%	(168)	901

Continued on next page

**Table MCBR4\_2: Would you feel more or less favorable towards a company if it did the following?**  
 Released LGBTQIA+ pride-themed merchandise

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	15%	(324)	14%	(304)	7%	(149)	15%	(322)	31%	(684)	19%	(416)	2200
Biden Job Strongly Approve	32%	(184)	17%	(101)	5%	(28)	6%	(36)	25%	(144)	15%	(84)	577
Biden Job Somewhat Approve	16%	(86)	23%	(129)	6%	(34)	4%	(24)	34%	(186)	17%	(92)	551
Biden Job Somewhat Disapprove	5%	(13)	11%	(27)	9%	(21)	11%	(26)	40%	(98)	24%	(57)	242
Biden Job Strongly Disapprove	3%	(22)	5%	(35)	10%	(63)	33%	(217)	32%	(211)	17%	(111)	659
Favorable of Biden	25%	(274)	20%	(224)	5%	(53)	5%	(59)	30%	(332)	15%	(168)	1110
Unfavorable of Biden	4%	(33)	7%	(67)	10%	(92)	27%	(253)	34%	(323)	19%	(177)	945
Very Favorable of Biden	31%	(193)	19%	(115)	4%	(24)	6%	(39)	25%	(153)	15%	(90)	614
Somewhat Favorable of Biden	16%	(81)	22%	(108)	6%	(29)	4%	(20)	36%	(180)	16%	(77)	495
Somewhat Unfavorable of Biden	6%	(16)	13%	(33)	10%	(25)	12%	(32)	38%	(101)	21%	(56)	263
Very Unfavorable of Biden	3%	(17)	5%	(34)	10%	(66)	32%	(221)	33%	(222)	18%	(121)	682
#1 Issue: Economy	12%	(95)	12%	(98)	9%	(72)	14%	(114)	35%	(284)	19%	(158)	821
#1 Issue: Security	9%	(30)	7%	(23)	7%	(21)	27%	(89)	33%	(106)	17%	(57)	325
#1 Issue: Health Care	18%	(52)	20%	(57)	5%	(14)	9%	(26)	30%	(86)	19%	(56)	291
#1 Issue: Medicare / Social Security	12%	(27)	17%	(39)	5%	(13)	15%	(36)	28%	(66)	23%	(56)	238
#1 Issue: Women's Issues	42%	(64)	14%	(22)	5%	(8)	11%	(17)	20%	(31)	8%	(12)	153
#1 Issue: Education	14%	(15)	29%	(30)	8%	(8)	7%	(8)	25%	(26)	16%	(17)	104
#1 Issue: Energy	19%	(21)	16%	(18)	7%	(8)	6%	(6)	34%	(37)	18%	(19)	110
#1 Issue: Other	13%	(21)	11%	(17)	3%	(5)	17%	(27)	30%	(48)	26%	(41)	159
2020 Vote: Joe Biden	24%	(226)	22%	(202)	5%	(47)	5%	(50)	30%	(280)	14%	(128)	933
2020 Vote: Donald Trump	4%	(29)	6%	(43)	10%	(68)	30%	(209)	32%	(227)	18%	(123)	700
2020 Vote: Other	3%	(2)	9%	(7)	10%	(8)	9%	(7)	46%	(38)	24%	(19)	81
2020 Vote: Didn't Vote	13%	(63)	11%	(51)	5%	(26)	12%	(55)	28%	(135)	30%	(144)	474
2018 House Vote: Democrat	24%	(164)	22%	(150)	5%	(34)	6%	(41)	32%	(220)	12%	(85)	694
2018 House Vote: Republican	4%	(25)	8%	(45)	10%	(63)	31%	(183)	32%	(194)	15%	(88)	597
2018 House Vote: Someone else	5%	(3)	20%	(12)	5%	(3)	12%	(7)	43%	(26)	15%	(9)	61
2016 Vote: Hillary Clinton	24%	(153)	21%	(134)	5%	(31)	6%	(39)	32%	(207)	12%	(78)	642
2016 Vote: Donald Trump	6%	(38)	7%	(49)	10%	(64)	29%	(199)	33%	(224)	15%	(102)	676
2016 Vote: Other	10%	(11)	16%	(19)	2%	(3)	13%	(15)	39%	(45)	19%	(22)	115
2016 Vote: Didn't Vote	16%	(122)	13%	(103)	7%	(51)	9%	(69)	27%	(207)	28%	(215)	766

Continued on next page

**Table MCBR4\_2:** *Would you feel more or less favorable towards a company if it did the following?  
Released LGBTQIA+ pride-themed merchandise*

<b>Demographic</b>	<b>Much more favorable</b>	<b>Somewhat more favorable</b>	<b>Somewhat less favorable</b>	<b>Much less favorable</b>	<b>Neither more nor less favorable</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	15% (324)	14% (304)	7% (149)	15% (322)	31% (684)	19% (416)	2200
Voted in 2014: Yes	15% (171)	15% (170)	7% (82)	19% (221)	32% (378)	13% (149)	1171
Voted in 2014: No	15% (153)	13% (134)	6% (66)	10% (101)	30% (307)	26% (267)	1029
4-Region: Northeast	17% (68)	13% (51)	7% (28)	13% (51)	31% (123)	19% (74)	394
4-Region: Midwest	14% (64)	14% (66)	8% (35)	14% (66)	32% (146)	19% (86)	462
4-Region: South	14% (112)	13% (107)	6% (49)	16% (133)	34% (277)	18% (147)	824
4-Region: West	16% (81)	16% (81)	7% (37)	14% (74)	27% (139)	21% (109)	520
LGBTQIA+	29% (109)	18% (68)	7% (27)	11% (40)	19% (73)	17% (64)	381
Attended June Pride	34% (133)	24% (91)	7% (27)	8% (31)	21% (80)	7% (27)	389
SRH a Lot/some About June Pride	26% (274)	18% (186)	7% (70)	9% (97)	30% (312)	10% (101)	1040
SRH not Much/Nothing About June Pride	4% (51)	10% (119)	7% (78)	19% (225)	32% (372)	27% (315)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR4\_3: Would you feel more or less favorable towards a company if it did the following?**  
 Partnered with LGBTQIA+ celebrities

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	17%	(375)	15%	(320)	6%	(136)	14%	(299)	30%	(658)	19%	(413)	2200
Gender: Male	16%	(167)	15%	(162)	8%	(90)	14%	(154)	28%	(301)	18%	(188)	1062
Gender: Female	18%	(208)	14%	(158)	4%	(46)	13%	(145)	31%	(357)	20%	(224)	1138
Age: 18-34	27%	(176)	19%	(122)	6%	(40)	7%	(47)	22%	(147)	19%	(124)	655
Age: 35-44	18%	(64)	16%	(58)	7%	(26)	14%	(51)	29%	(105)	15%	(54)	358
Age: 45-64	13%	(97)	10%	(78)	5%	(39)	16%	(118)	35%	(266)	20%	(152)	751
Age: 65+	9%	(38)	14%	(61)	7%	(30)	19%	(84)	32%	(140)	19%	(83)	436
GenZers: 1997-2012	35%	(103)	22%	(65)	4%	(11)	5%	(14)	19%	(56)	15%	(44)	292
Millennials: 1981-1996	19%	(113)	15%	(93)	8%	(48)	12%	(71)	26%	(159)	20%	(121)	605
GenXers: 1965-1980	13%	(72)	12%	(68)	6%	(34)	13%	(72)	35%	(195)	22%	(122)	564
Baby Boomers: 1946-1964	12%	(79)	13%	(83)	6%	(38)	19%	(125)	34%	(225)	16%	(109)	659
PID: Dem (no lean)	31%	(249)	22%	(178)	4%	(32)	4%	(36)	24%	(197)	14%	(117)	808
PID: Ind (no lean)	13%	(93)	13%	(97)	5%	(39)	11%	(81)	33%	(249)	25%	(187)	746
PID: Rep (no lean)	5%	(32)	7%	(45)	10%	(64)	28%	(183)	33%	(213)	17%	(109)	645
PID/Gender: Dem Men	32%	(128)	24%	(97)	7%	(28)	4%	(16)	21%	(84)	13%	(54)	406
PID/Gender: Dem Women	30%	(121)	20%	(81)	1%	(5)	5%	(20)	28%	(113)	16%	(62)	402
PID/Gender: Ind Men	6%	(21)	14%	(45)	5%	(18)	12%	(40)	38%	(123)	24%	(78)	326
PID/Gender: Ind Women	17%	(72)	12%	(51)	5%	(21)	10%	(40)	30%	(126)	26%	(109)	421
PID/Gender: Rep Men	5%	(18)	6%	(20)	13%	(44)	30%	(98)	29%	(94)	17%	(56)	330
PID/Gender: Rep Women	5%	(14)	8%	(25)	6%	(20)	27%	(85)	38%	(118)	17%	(52)	315
Ideo: Liberal (1-3)	33%	(207)	24%	(154)	5%	(33)	4%	(28)	22%	(139)	11%	(72)	632
Ideo: Moderate (4)	17%	(91)	15%	(80)	4%	(22)	9%	(47)	39%	(211)	17%	(92)	544
Ideo: Conservative (5-7)	5%	(37)	8%	(61)	10%	(72)	27%	(193)	34%	(243)	16%	(116)	722
Educ: < College	17%	(264)	13%	(200)	6%	(84)	13%	(201)	29%	(434)	22%	(330)	1512
Educ: Bachelors degree	15%	(65)	18%	(79)	8%	(34)	12%	(54)	36%	(158)	12%	(53)	444
Educ: Post-grad	19%	(47)	17%	(41)	7%	(18)	18%	(44)	27%	(66)	12%	(29)	244
Income: Under 50k	17%	(199)	14%	(158)	6%	(72)	14%	(159)	29%	(330)	20%	(228)	1146
Income: 50k-100k	16%	(108)	15%	(105)	5%	(37)	13%	(93)	32%	(220)	18%	(127)	690
Income: 100k+	19%	(68)	15%	(56)	7%	(26)	13%	(47)	30%	(109)	16%	(57)	365
Ethnicity: White	15%	(251)	14%	(245)	7%	(116)	15%	(261)	32%	(547)	18%	(302)	1722

Continued on next page

**Table MCBR4\_3: Would you feel more or less favorable towards a company if it did the following?**

*Partnered with LGBTQIA+ celebrities*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	17%	(375)	15%	(320)	6%	(136)	14%	(299)	30%	(658)	19%	(413)	2200
Ethnicity: Hispanic	31%	(107)	15%	(52)	6%	(21)	9%	(30)	24%	(85)	15%	(54)	349
Ethnicity: Black	25%	(70)	14%	(38)	4%	(10)	9%	(24)	23%	(63)	25%	(70)	274
Ethnicity: Other	27%	(54)	18%	(37)	5%	(10)	7%	(14)	24%	(48)	20%	(41)	204
All Christian	14%	(138)	12%	(120)	7%	(71)	19%	(187)	32%	(313)	15%	(143)	971
All Non-Christian	18%	(24)	19%	(25)	9%	(12)	13%	(18)	21%	(28)	18%	(23)	131
Atheist	29%	(27)	15%	(14)	7%	(7)	8%	(7)	31%	(29)	10%	(10)	93
Agnostic/Nothing in particular	17%	(95)	19%	(111)	4%	(24)	4%	(26)	35%	(202)	21%	(119)	577
Something Else	21%	(91)	11%	(49)	5%	(21)	14%	(62)	20%	(87)	28%	(118)	428
Religious Non-Protestant/Catholic	18%	(26)	18%	(26)	9%	(13)	14%	(21)	25%	(37)	17%	(25)	148
Evangelical	14%	(90)	10%	(65)	8%	(51)	27%	(169)	23%	(145)	18%	(112)	633
Non-Evangelical	18%	(132)	14%	(100)	5%	(37)	10%	(76)	33%	(243)	20%	(144)	732
Community: Urban	21%	(134)	17%	(108)	8%	(50)	9%	(57)	27%	(170)	17%	(105)	623
Community: Suburban	16%	(160)	13%	(134)	6%	(58)	14%	(136)	32%	(320)	20%	(196)	1006
Community: Rural	14%	(81)	14%	(77)	5%	(28)	19%	(106)	29%	(168)	19%	(111)	571
Employ: Private Sector	20%	(131)	15%	(98)	7%	(43)	13%	(89)	30%	(197)	16%	(106)	664
Employ: Government	21%	(30)	20%	(28)	8%	(12)	11%	(16)	24%	(34)	16%	(23)	144
Employ: Self-Employed	19%	(35)	13%	(23)	10%	(19)	12%	(23)	32%	(60)	13%	(24)	184
Employ: Homemaker	6%	(9)	12%	(18)	7%	(10)	18%	(27)	37%	(54)	20%	(30)	147
Employ: Student	34%	(38)	23%	(25)	5%	(6)	3%	(4)	16%	(18)	19%	(21)	112
Employ: Retired	10%	(52)	13%	(63)	6%	(30)	18%	(91)	34%	(166)	19%	(93)	496
Employ: Unemployed	18%	(50)	16%	(46)	3%	(8)	9%	(26)	31%	(87)	23%	(65)	283
Employ: Other	17%	(30)	10%	(18)	5%	(8)	14%	(23)	24%	(41)	30%	(51)	171
Military HH: Yes	15%	(52)	16%	(56)	6%	(20)	20%	(70)	31%	(108)	13%	(47)	352
Military HH: No	18%	(323)	14%	(264)	6%	(116)	12%	(229)	30%	(551)	20%	(366)	1848
RD/WT: Right Direction	26%	(268)	19%	(197)	5%	(50)	5%	(46)	27%	(271)	18%	(182)	1014
RD/WT: Wrong Track	9%	(107)	10%	(123)	7%	(86)	21%	(253)	33%	(387)	19%	(230)	1186
Biden Job Approve	27%	(306)	21%	(235)	4%	(49)	4%	(49)	28%	(310)	16%	(178)	1128
Biden Job Disapprove	5%	(48)	8%	(70)	9%	(83)	25%	(229)	34%	(305)	18%	(166)	901

Continued on next page



**Table MCBR4\_3: Would you feel more or less favorable towards a company if it did the following?**  
 Partnered with LGBTQIA+ celebrities

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	17%	(375)	15%	(320)	6%	(136)	14%	(299)	30%	(658)	19%	(413)	2200
Biden Job Strongly Approve	34%	(198)	20%	(113)	4%	(24)	5%	(29)	23%	(130)	15%	(84)	577
Biden Job Somewhat Approve	20%	(109)	22%	(122)	5%	(26)	4%	(20)	33%	(181)	17%	(94)	551
Biden Job Somewhat Disapprove	8%	(20)	13%	(30)	8%	(20)	11%	(27)	38%	(92)	22%	(53)	242
Biden Job Strongly Disapprove	4%	(29)	6%	(39)	10%	(64)	31%	(202)	32%	(213)	17%	(113)	659
Favorable of Biden	28%	(311)	21%	(228)	4%	(43)	5%	(53)	28%	(307)	15%	(168)	1110
Unfavorable of Biden	5%	(49)	8%	(77)	9%	(87)	25%	(235)	34%	(319)	19%	(178)	945
Very Favorable of Biden	35%	(214)	19%	(120)	3%	(17)	5%	(33)	23%	(141)	14%	(89)	614
Somewhat Favorable of Biden	20%	(97)	22%	(108)	5%	(26)	4%	(19)	33%	(166)	16%	(80)	495
Somewhat Unfavorable of Biden	6%	(17)	16%	(41)	9%	(24)	12%	(31)	36%	(94)	21%	(56)	263
Very Unfavorable of Biden	5%	(32)	5%	(35)	9%	(63)	30%	(204)	33%	(226)	18%	(122)	682
#1 Issue: Economy	13%	(105)	13%	(104)	8%	(67)	13%	(110)	33%	(269)	20%	(166)	821
#1 Issue: Security	12%	(39)	8%	(25)	7%	(22)	24%	(79)	32%	(103)	18%	(57)	325
#1 Issue: Health Care	21%	(61)	19%	(55)	5%	(14)	7%	(19)	29%	(85)	19%	(56)	291
#1 Issue: Medicare / Social Security	13%	(30)	17%	(40)	5%	(12)	15%	(36)	30%	(71)	20%	(48)	238
#1 Issue: Women's Issues	39%	(60)	22%	(33)	6%	(9)	9%	(14)	16%	(25)	8%	(12)	153
#1 Issue: Education	23%	(24)	24%	(25)	4%	(5)	7%	(8)	26%	(27)	15%	(16)	104
#1 Issue: Energy	25%	(28)	21%	(23)	2%	(2)	5%	(5)	30%	(34)	17%	(19)	110
#1 Issue: Other	18%	(28)	9%	(14)	3%	(5)	18%	(28)	29%	(46)	24%	(38)	159
2020 Vote: Joe Biden	29%	(267)	22%	(202)	5%	(42)	4%	(39)	28%	(262)	13%	(122)	933
2020 Vote: Donald Trump	6%	(39)	6%	(41)	9%	(62)	28%	(197)	33%	(229)	19%	(131)	700
2020 Vote: Other	4%	(3)	13%	(10)	8%	(6)	9%	(7)	44%	(36)	23%	(19)	81
2020 Vote: Didn't Vote	13%	(63)	14%	(66)	5%	(25)	11%	(54)	27%	(126)	30%	(140)	474
2018 House Vote: Democrat	28%	(191)	23%	(160)	3%	(24)	5%	(34)	28%	(198)	13%	(87)	694
2018 House Vote: Republican	6%	(37)	6%	(34)	10%	(60)	30%	(177)	33%	(196)	16%	(93)	597
2018 House Vote: Someone else	8%	(5)	17%	(10)	9%	(5)	11%	(7)	37%	(23)	18%	(11)	61
2016 Vote: Hillary Clinton	29%	(183)	21%	(134)	4%	(27)	5%	(32)	29%	(187)	12%	(79)	642
2016 Vote: Donald Trump	6%	(38)	7%	(47)	9%	(63)	28%	(192)	34%	(227)	16%	(108)	676
2016 Vote: Other	11%	(13)	16%	(18)	4%	(5)	12%	(13)	38%	(44)	19%	(21)	115
2016 Vote: Didn't Vote	19%	(142)	16%	(120)	5%	(41)	8%	(61)	26%	(199)	27%	(203)	766

Continued on next page

**Table MCBR4\_3: Would you feel more or less favorable towards a company if it did the following?**  
*Partnered with LGBTQIA+ celebrities*

<b>Demographic</b>	<b>Much more favorable</b>	<b>Somewhat more favorable</b>	<b>Somewhat less favorable</b>	<b>Much less favorable</b>	<b>Neither more nor less favorable</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	17% (375)	15% (320)	6% (136)	14% (299)	30% (658)	19% (413)	2200
Voted in 2014: Yes	17% (199)	14% (161)	6% (75)	18% (207)	32% (372)	13% (157)	1171
Voted in 2014: No	17% (177)	15% (159)	6% (60)	9% (92)	28% (286)	25% (256)	1029
4-Region: Northeast	17% (66)	17% (69)	5% (22)	13% (52)	28% (110)	19% (76)	394
4-Region: Midwest	16% (73)	15% (69)	6% (26)	15% (67)	31% (142)	18% (85)	462
4-Region: South	16% (135)	12% (102)	6% (49)	14% (119)	32% (266)	18% (152)	824
4-Region: West	19% (101)	15% (80)	8% (39)	11% (60)	27% (140)	19% (100)	520
LGBTQIA+	35% (132)	19% (71)	5% (19)	6% (23)	19% (73)	16% (63)	381
Attended June Pride	42% (161)	24% (93)	6% (24)	5% (19)	18% (69)	5% (21)	389
SRH a Lot/some About June Pride	30% (313)	20% (203)	6% (62)	7% (73)	27% (285)	10% (104)	1040
SRH not Much/Nothing About June Pride	5% (62)	10% (117)	6% (73)	20% (226)	32% (373)	27% (309)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR4\_4:** *Would you feel more or less favorable towards a company if it did the following?  
 Showed LGBTQIA+ people in advertising and marketing materials*

<b>Demographic</b>	<b>Much more favorable</b>	<b>Somewhat more favorable</b>	<b>Somewhat less favorable</b>	<b>Much less favorable</b>	<b>Neither more nor less favorable</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	18% (391)	14% (306)	7% (151)	13% (294)	30% (660)	18% (397)	2200
Gender: Male	15% (163)	16% (169)	10% (104)	14% (146)	29% (307)	16% (173)	1062
Gender: Female	20% (228)	12% (137)	4% (47)	13% (148)	31% (353)	20% (224)	1138
Age: 18-34	30% (198)	15% (100)	6% (39)	9% (59)	23% (149)	17% (110)	655
Age: 35-44	15% (55)	19% (66)	9% (34)	12% (42)	30% (108)	15% (53)	358
Age: 45-64	13% (101)	11% (80)	5% (41)	15% (115)	35% (262)	20% (153)	751
Age: 65+	8% (37)	14% (59)	9% (38)	18% (79)	33% (142)	19% (83)	436
GenZers: 1997-2012	42% (124)	15% (43)	5% (14)	7% (20)	17% (51)	14% (41)	292
Millennials: 1981-1996	18% (106)	18% (106)	8% (48)	12% (70)	28% (167)	18% (107)	605
GenXers: 1965-1980	14% (77)	12% (65)	7% (37)	12% (70)	34% (193)	21% (121)	564
Baby Boomers: 1946-1964	12% (78)	12% (81)	7% (47)	18% (115)	34% (223)	17% (114)	659
PID: Dem (no lean)	32% (255)	21% (173)	6% (46)	4% (31)	24% (196)	13% (108)	808
PID: Ind (no lean)	15% (109)	10% (78)	5% (39)	12% (87)	33% (245)	25% (188)	746
PID: Rep (no lean)	4% (27)	9% (55)	10% (67)	27% (177)	34% (219)	16% (101)	645
PID/Gender: Dem Men	31% (126)	24% (97)	9% (37)	4% (18)	20% (82)	11% (46)	406
PID/Gender: Dem Women	32% (129)	19% (75)	2% (9)	3% (13)	28% (114)	15% (62)	402
PID/Gender: Ind Men	8% (27)	11% (36)	7% (22)	13% (41)	39% (126)	23% (73)	326
PID/Gender: Ind Women	19% (81)	10% (42)	4% (16)	11% (46)	28% (119)	27% (115)	421
PID/Gender: Rep Men	3% (9)	11% (35)	14% (45)	26% (87)	30% (99)	16% (54)	330
PID/Gender: Rep Women	6% (18)	6% (20)	7% (22)	28% (89)	38% (120)	15% (47)	315
Ideo: Liberal (1-3)	36% (227)	24% (154)	4% (25)	6% (37)	21% (131)	9% (58)	632
Ideo: Moderate (4)	16% (89)	13% (72)	7% (36)	7% (36)	40% (218)	17% (94)	544
Ideo: Conservative (5-7)	4% (30)	8% (55)	12% (84)	26% (191)	35% (249)	16% (113)	722
Educ: < College	18% (270)	12% (182)	6% (94)	13% (199)	30% (448)	21% (320)	1512
Educ: Bachelors degree	17% (75)	17% (75)	9% (38)	12% (52)	34% (150)	12% (52)	444
Educ: Post-grad	19% (45)	20% (50)	8% (19)	18% (43)	25% (61)	11% (26)	244
Income: Under 50k	19% (216)	12% (135)	7% (76)	13% (151)	29% (336)	20% (232)	1146
Income: 50k-100k	16% (108)	16% (108)	6% (44)	14% (98)	31% (212)	17% (118)	690
Income: 100k+	18% (67)	17% (64)	8% (31)	12% (45)	31% (111)	13% (47)	365
Ethnicity: White	14% (247)	14% (241)	8% (132)	15% (251)	32% (557)	17% (293)	1722

Continued on next page

**Table MCBR4\_4:** *Would you feel more or less favorable towards a company if it did the following?  
Showed LGBTQIA+ people in advertising and marketing materials*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	18%	(391)	14%	(306)	7%	(151)	13%	(294)	30%	(660)	18%	(397)	2200
Ethnicity: Hispanic	33%	(114)	12%	(40)	10%	(34)	9%	(32)	23%	(80)	14%	(50)	349
Ethnicity: Black	27%	(74)	14%	(38)	4%	(11)	9%	(26)	21%	(58)	24%	(67)	274
Ethnicity: Other	34%	(70)	13%	(27)	4%	(8)	8%	(17)	22%	(44)	18%	(37)	204
All Christian	14%	(139)	11%	(111)	9%	(86)	18%	(180)	33%	(321)	14%	(135)	971
All Non-Christian	21%	(27)	20%	(27)	6%	(8)	16%	(21)	20%	(27)	16%	(21)	131
Atheist	33%	(31)	15%	(14)	2%	(2)	10%	(9)	28%	(26)	12%	(11)	93
Agnostic/Nothing in particular	20%	(114)	18%	(101)	5%	(29)	6%	(36)	32%	(186)	19%	(111)	577
Something Else	19%	(80)	13%	(54)	6%	(26)	11%	(49)	23%	(100)	28%	(119)	428
Religious Non-Protestant/Catholic	20%	(29)	20%	(30)	6%	(8)	16%	(24)	23%	(34)	15%	(23)	148
Evangelical	11%	(71)	10%	(63)	11%	(72)	24%	(150)	25%	(158)	19%	(119)	633
Non-Evangelical	19%	(141)	13%	(95)	5%	(37)	10%	(75)	35%	(253)	18%	(131)	732
Community: Urban	22%	(138)	16%	(102)	7%	(43)	9%	(57)	28%	(177)	17%	(106)	623
Community: Suburban	18%	(176)	13%	(135)	7%	(66)	14%	(137)	31%	(311)	18%	(182)	1006
Community: Rural	13%	(76)	12%	(70)	8%	(43)	18%	(100)	30%	(172)	19%	(110)	571
Employ: Private Sector	19%	(126)	17%	(112)	7%	(48)	13%	(88)	29%	(192)	15%	(97)	664
Employ: Government	26%	(37)	14%	(20)	9%	(12)	12%	(18)	25%	(36)	15%	(21)	144
Employ: Self-Employed	18%	(34)	15%	(27)	11%	(19)	12%	(22)	35%	(65)	9%	(17)	184
Employ: Homemaker	8%	(12)	8%	(11)	8%	(11)	18%	(26)	37%	(54)	22%	(33)	147
Employ: Student	45%	(51)	17%	(19)	2%	(2)	9%	(10)	13%	(15)	13%	(15)	112
Employ: Retired	11%	(53)	11%	(54)	8%	(40)	17%	(86)	33%	(164)	20%	(98)	496
Employ: Unemployed	18%	(50)	13%	(38)	4%	(10)	10%	(29)	31%	(86)	25%	(70)	283
Employ: Other	17%	(29)	14%	(24)	5%	(8)	9%	(16)	28%	(48)	27%	(46)	171
Military HH: Yes	16%	(56)	14%	(48)	9%	(32)	18%	(63)	30%	(107)	13%	(45)	352
Military HH: No	18%	(335)	14%	(258)	6%	(119)	13%	(231)	30%	(553)	19%	(352)	1848
RD/WT: Right Direction	27%	(276)	19%	(196)	6%	(61)	5%	(47)	25%	(258)	17%	(176)	1014
RD/WT: Wrong Track	10%	(115)	9%	(110)	8%	(91)	21%	(247)	34%	(402)	19%	(221)	1186
Biden Job Approve	28%	(319)	20%	(226)	5%	(55)	5%	(52)	27%	(305)	15%	(170)	1128
Biden Job Disapprove	5%	(46)	7%	(66)	10%	(89)	25%	(224)	35%	(314)	18%	(162)	901

Continued on next page

**Table MCBR4\_4:** *Would you feel more or less favorable towards a company if it did the following?  
Showed LGBTQIA+ people in advertising and marketing materials*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	18%	(391)	14%	(306)	7%	(151)	13%	(294)	30%	(660)	18%	(397)	2200
Biden Job Strongly Approve	36%	(205)	19%	(110)	4%	(25)	5%	(31)	21%	(119)	15%	(86)	577
Biden Job Somewhat Approve	21%	(114)	21%	(116)	5%	(30)	4%	(21)	34%	(186)	15%	(84)	551
Biden Job Somewhat Disapprove	10%	(24)	9%	(23)	8%	(19)	11%	(26)	40%	(97)	22%	(53)	242
Biden Job Strongly Disapprove	3%	(22)	7%	(43)	11%	(70)	30%	(198)	33%	(218)	16%	(109)	659
Favorable of Biden	29%	(320)	20%	(223)	5%	(56)	5%	(51)	27%	(300)	14%	(160)	1110
Unfavorable of Biden	5%	(51)	8%	(74)	9%	(89)	24%	(231)	35%	(331)	18%	(169)	945
Very Favorable of Biden	36%	(221)	18%	(108)	5%	(29)	5%	(33)	22%	(133)	15%	(91)	614
Somewhat Favorable of Biden	20%	(99)	23%	(115)	5%	(27)	4%	(18)	34%	(168)	14%	(69)	495
Somewhat Unfavorable of Biden	11%	(30)	10%	(27)	8%	(22)	11%	(28)	40%	(105)	19%	(50)	263
Very Unfavorable of Biden	3%	(21)	7%	(47)	10%	(67)	30%	(202)	33%	(226)	18%	(119)	682
#1 Issue: Economy	12%	(95)	15%	(123)	8%	(66)	13%	(104)	34%	(283)	18%	(149)	821
#1 Issue: Security	12%	(38)	9%	(30)	7%	(24)	24%	(79)	32%	(103)	16%	(52)	325
#1 Issue: Health Care	20%	(59)	17%	(51)	6%	(18)	7%	(21)	29%	(85)	19%	(57)	291
#1 Issue: Medicare / Social Security	16%	(38)	14%	(32)	5%	(11)	14%	(33)	29%	(69)	23%	(54)	238
#1 Issue: Women's Issues	51%	(78)	14%	(21)	5%	(7)	12%	(18)	13%	(19)	6%	(10)	153
#1 Issue: Education	28%	(29)	12%	(13)	12%	(13)	6%	(6)	25%	(26)	16%	(16)	104
#1 Issue: Energy	19%	(21)	22%	(24)	6%	(7)	6%	(6)	33%	(36)	15%	(16)	110
#1 Issue: Other	21%	(33)	7%	(12)	3%	(5)	17%	(26)	24%	(38)	28%	(44)	159
2020 Vote: Joe Biden	30%	(278)	20%	(191)	5%	(49)	4%	(41)	27%	(251)	13%	(123)	933
2020 Vote: Donald Trump	5%	(33)	6%	(43)	11%	(75)	27%	(187)	35%	(243)	17%	(117)	700
2020 Vote: Other	5%	(4)	10%	(8)	3%	(3)	14%	(11)	46%	(37)	22%	(18)	81
2020 Vote: Didn't Vote	15%	(71)	13%	(63)	5%	(25)	11%	(54)	26%	(124)	29%	(138)	474
2018 House Vote: Democrat	28%	(192)	23%	(160)	5%	(35)	4%	(28)	28%	(194)	12%	(85)	694
2018 House Vote: Republican	4%	(26)	7%	(43)	12%	(70)	29%	(172)	35%	(207)	13%	(80)	597
2018 House Vote: Someone else	10%	(6)	11%	(7)	8%	(5)	12%	(7)	39%	(24)	20%	(12)	61
2016 Vote: Hillary Clinton	29%	(185)	21%	(135)	5%	(31)	5%	(35)	28%	(179)	12%	(78)	642
2016 Vote: Donald Trump	5%	(36)	7%	(49)	12%	(83)	26%	(179)	33%	(226)	15%	(103)	676
2016 Vote: Other	9%	(10)	15%	(17)	5%	(6)	8%	(9)	44%	(51)	19%	(22)	115
2016 Vote: Didn't Vote	21%	(160)	14%	(106)	4%	(32)	9%	(72)	26%	(202)	25%	(195)	766

Continued on next page

**Table MCBR4\_4:** *Would you feel more or less favorable towards a company if it did the following?  
Showed LGBTQIA+ people in advertising and marketing materials*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	18%	(391)	14%	(306)	7%	(151)	13%	(294)	30%	(660)	18%	(397)	2200
Voted in 2014: Yes	16%	(190)	15%	(175)	8%	(89)	17%	(195)	32%	(373)	13%	(148)	1171
Voted in 2014: No	20%	(201)	13%	(131)	6%	(62)	10%	(99)	28%	(287)	24%	(249)	1029
4-Region: Northeast	19%	(76)	14%	(55)	8%	(30)	12%	(49)	29%	(114)	18%	(70)	394
4-Region: Midwest	17%	(78)	14%	(64)	6%	(27)	14%	(66)	31%	(144)	18%	(85)	462
4-Region: South	15%	(127)	14%	(113)	6%	(49)	14%	(118)	32%	(261)	19%	(157)	824
4-Region: West	21%	(110)	14%	(75)	9%	(46)	12%	(62)	27%	(141)	17%	(86)	520
LGBTQIA+	38%	(143)	17%	(66)	5%	(17)	9%	(34)	17%	(66)	14%	(54)	381
Attended June Pride	45%	(174)	21%	(83)	7%	(26)	7%	(28)	16%	(62)	4%	(16)	389
SRH a Lot/some About June Pride	32%	(333)	19%	(194)	6%	(58)	8%	(81)	27%	(282)	9%	(93)	1040
SRH not Much/Nothing About June Pride	5%	(58)	10%	(113)	8%	(94)	18%	(214)	33%	(378)	26%	(305)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR4\_5: Would you feel more or less favorable towards a company if it did the following?***Donated to LGBTQIA+ organizations*

Demographic	Somewhat more favorable		Somewhat less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Neither more nor less favorable	Don't know / No opinion			
Adults	19% (421)	14% (319)	6% (125)	13% (286)	29% (636)	19% (414)	2200		
Gender: Male	17% (180)	16% (166)	8% (86)	15% (155)	28% (295)	17% (180)	1062		
Gender: Female	21% (241)	13% (153)	3% (39)	12% (132)	30% (340)	21% (233)	1138		
Age: 18-34	32% (213)	17% (109)	5% (32)	8% (53)	19% (128)	18% (121)	655		
Age: 35-44	20% (70)	16% (57)	7% (24)	11% (41)	32% (116)	14% (50)	358		
Age: 45-64	12% (94)	13% (95)	4% (32)	16% (117)	34% (254)	21% (159)	751		
Age: 65+	10% (44)	13% (58)	9% (38)	17% (75)	32% (138)	19% (84)	436		
GenZers: 1997-2012	43% (127)	14% (41)	5% (15)	7% (21)	15% (43)	15% (45)	292		
Millennials: 1981-1996	21% (128)	17% (106)	5% (31)	10% (61)	28% (167)	19% (113)	605		
GenXers: 1965-1980	14% (79)	13% (75)	5% (30)	12% (69)	32% (183)	23% (128)	564		
Baby Boomers: 1946-1964	12% (80)	13% (88)	7% (45)	18% (117)	33% (217)	17% (112)	659		
PID: Dem (no lean)	34% (276)	21% (174)	5% (37)	5% (40)	21% (173)	13% (109)	808		
PID: Ind (no lean)	15% (115)	12% (92)	4% (33)	10% (76)	31% (231)	27% (200)	746		
PID: Rep (no lean)	5% (30)	8% (53)	8% (55)	26% (171)	36% (231)	16% (105)	645		
PID/Gender: Dem Men	35% (141)	23% (95)	7% (28)	5% (20)	17% (70)	13% (51)	406		
PID/Gender: Dem Women	33% (134)	20% (79)	2% (9)	5% (20)	26% (103)	14% (58)	402		
PID/Gender: Ind Men	8% (26)	13% (43)	7% (21)	12% (39)	36% (117)	24% (79)	326		
PID/Gender: Ind Women	21% (89)	11% (48)	3% (12)	9% (37)	27% (114)	29% (121)	421		
PID/Gender: Rep Men	4% (12)	8% (27)	11% (37)	29% (96)	33% (108)	15% (50)	330		
PID/Gender: Rep Women	6% (18)	8% (26)	6% (18)	24% (75)	39% (123)	17% (55)	315		
Ideo: Liberal (1-3)	40% (251)	25% (157)	3% (16)	5% (30)	19% (119)	9% (59)	632		
Ideo: Moderate (4)	16% (88)	14% (75)	6% (32)	7% (36)	37% (204)	20% (109)	544		
Ideo: Conservative (5-7)	5% (35)	8% (58)	10% (75)	26% (188)	35% (255)	15% (111)	722		
Educ: < College	19% (288)	12% (189)	5% (79)	13% (190)	28% (431)	22% (336)	1512		
Educ: Bachelors degree	18% (81)	20% (87)	6% (26)	12% (52)	33% (145)	12% (53)	444		
Educ: Post-grad	21% (51)	18% (43)	8% (20)	18% (44)	25% (60)	10% (25)	244		
Income: Under 50k	20% (224)	13% (147)	5% (62)	13% (149)	29% (329)	21% (235)	1146		
Income: 50k-100k	17% (118)	17% (115)	6% (38)	13% (91)	29% (202)	18% (125)	690		
Income: 100k+	22% (79)	16% (57)	7% (25)	13% (46)	28% (104)	15% (54)	365		
Ethnicity: White	16% (282)	14% (240)	6% (111)	15% (250)	31% (530)	18% (309)	1722		

Continued on next page

**Table MCBR4\_5: Would you feel more or less favorable towards a company if it did the following?**  
*Donated to LGBTQIA+ organizations*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	19%	(421)	14%	(319)	6%	(125)	13%	(286)	29%	(636)	19%	(414)	2200
Ethnicity: Hispanic	32%	(111)	16%	(55)	5%	(19)	8%	(29)	24%	(85)	14%	(50)	349
Ethnicity: Black	24%	(66)	20%	(55)	3%	(8)	7%	(19)	22%	(59)	25%	(67)	274
Ethnicity: Other	35%	(72)	12%	(24)	3%	(7)	8%	(17)	23%	(47)	18%	(37)	204
All Christian	13%	(130)	14%	(134)	7%	(73)	18%	(180)	32%	(314)	15%	(141)	971
All Non-Christian	20%	(26)	24%	(31)	7%	(9)	12%	(16)	22%	(29)	15%	(20)	131
Atheist	36%	(33)	18%	(17)	5%	(5)	9%	(8)	22%	(21)	10%	(9)	93
Agnostic/Nothing in particular	24%	(141)	16%	(94)	4%	(22)	6%	(32)	29%	(170)	21%	(119)	577
Something Else	21%	(90)	10%	(43)	4%	(18)	12%	(51)	24%	(102)	29%	(125)	428
Religious Non-Protestant/Catholic	20%	(30)	22%	(32)	6%	(9)	13%	(20)	25%	(37)	14%	(21)	148
Evangelical	12%	(78)	10%	(66)	8%	(52)	24%	(154)	26%	(162)	19%	(121)	633
Non-Evangelical	18%	(133)	14%	(106)	5%	(37)	10%	(73)	33%	(243)	19%	(140)	732
Community: Urban	24%	(152)	17%	(108)	6%	(36)	9%	(56)	27%	(169)	16%	(103)	623
Community: Suburban	19%	(187)	13%	(136)	5%	(54)	14%	(136)	30%	(304)	19%	(189)	1006
Community: Rural	14%	(82)	13%	(75)	6%	(35)	17%	(95)	28%	(163)	21%	(122)	571
Employ: Private Sector	21%	(140)	17%	(111)	6%	(41)	13%	(89)	27%	(179)	16%	(103)	664
Employ: Government	25%	(37)	21%	(30)	6%	(8)	10%	(14)	25%	(36)	14%	(20)	144
Employ: Self-Employed	22%	(40)	16%	(29)	7%	(12)	13%	(23)	32%	(58)	12%	(22)	184
Employ: Homemaker	5%	(8)	10%	(15)	5%	(8)	18%	(26)	39%	(57)	23%	(34)	147
Employ: Student	44%	(49)	16%	(17)	5%	(6)	7%	(8)	12%	(14)	16%	(18)	112
Employ: Retired	10%	(50)	13%	(66)	8%	(40)	17%	(83)	32%	(159)	20%	(99)	496
Employ: Unemployed	22%	(63)	11%	(30)	4%	(10)	9%	(26)	32%	(89)	23%	(65)	283
Employ: Other	20%	(34)	12%	(21)	—	(0)	11%	(18)	26%	(44)	31%	(53)	171
Military HH: Yes	17%	(58)	14%	(49)	6%	(21)	17%	(60)	32%	(111)	15%	(52)	352
Military HH: No	20%	(362)	15%	(269)	6%	(104)	12%	(226)	28%	(524)	20%	(362)	1848
RD/WT: Right Direction	29%	(299)	20%	(203)	4%	(44)	5%	(46)	24%	(245)	18%	(178)	1014
RD/WT: Wrong Track	10%	(122)	10%	(115)	7%	(81)	20%	(241)	33%	(391)	20%	(236)	1186
Biden Job Approve	31%	(346)	21%	(236)	4%	(46)	5%	(52)	24%	(273)	16%	(175)	1128
Biden Job Disapprove	5%	(47)	8%	(73)	8%	(76)	24%	(215)	35%	(313)	20%	(176)	901

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**Table MCBR4\_5: Would you feel more or less favorable towards a company if it did the following?**  
 Donated to LGBTQIA+ organizations

Demographic	Somewhat more favorable		Somewhat less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Neither more nor less favorable	Don't know / No opinion			
Adults	19% (421)	14% (319)	6% (125)	13% (286)	29% (636)	19% (414)	2200		
Biden Job Strongly Approve	38% (216)	20% (117)	4% (22)	5% (30)	21% (119)	12% (72)	577		
Biden Job Somewhat Approve	24% (130)	21% (118)	4% (23)	4% (22)	28% (155)	19% (103)	551		
Biden Job Somewhat Disapprove	10% (25)	13% (32)	7% (17)	9% (23)	38% (92)	22% (54)	242		
Biden Job Strongly Disapprove	3% (22)	6% (41)	9% (59)	29% (192)	34% (222)	19% (123)	659		
Favorable of Biden	31% (348)	20% (226)	4% (43)	4% (47)	25% (279)	15% (168)	1110		
Unfavorable of Biden	6% (53)	9% (84)	8% (75)	24% (228)	34% (324)	19% (181)	945		
Very Favorable of Biden	37% (230)	20% (120)	4% (23)	5% (34)	20% (125)	13% (82)	614		
Somewhat Favorable of Biden	24% (118)	21% (105)	4% (19)	3% (13)	31% (153)	17% (86)	495		
Somewhat Unfavorable of Biden	12% (30)	14% (36)	7% (19)	13% (34)	36% (94)	19% (49)	263		
Very Unfavorable of Biden	3% (23)	7% (47)	8% (56)	28% (193)	34% (230)	19% (132)	682		
#1 Issue: Economy	13% (109)	15% (124)	6% (53)	13% (107)	33% (267)	20% (161)	821		
#1 Issue: Security	11% (35)	9% (29)	7% (21)	22% (72)	33% (109)	18% (59)	325		
#1 Issue: Health Care	22% (64)	18% (52)	4% (13)	8% (23)	29% (84)	19% (55)	291		
#1 Issue: Medicare / Social Security	14% (32)	18% (43)	5% (12)	15% (37)	26% (61)	22% (53)	238		
#1 Issue: Women's Issues	56% (86)	11% (17)	6% (10)	8% (12)	13% (19)	6% (10)	153		
#1 Issue: Education	27% (28)	17% (17)	10% (10)	6% (6)	24% (25)	17% (17)	104		
#1 Issue: Energy	30% (33)	22% (25)	2% (2)	4% (5)	25% (28)	16% (17)	110		
#1 Issue: Other	21% (33)	7% (12)	3% (4)	16% (25)	27% (43)	26% (42)	159		
2020 Vote: Joe Biden	32% (298)	22% (202)	4% (37)	4% (39)	25% (232)	13% (124)	933		
2020 Vote: Donald Trump	4% (31)	7% (49)	10% (68)	27% (186)	34% (236)	18% (129)	700		
2020 Vote: Other	9% (7)	17% (14)	4% (4)	8% (6)	40% (32)	22% (18)	81		
2020 Vote: Didn't Vote	17% (82)	11% (51)	3% (16)	11% (54)	27% (130)	30% (140)	474		
2018 House Vote: Democrat	31% (213)	25% (171)	4% (27)	5% (32)	24% (166)	12% (84)	694		
2018 House Vote: Republican	5% (30)	8% (49)	10% (57)	27% (160)	35% (211)	15% (90)	597		
2018 House Vote: Someone else	11% (7)	14% (8)	4% (3)	13% (8)	37% (23)	20% (13)	61		
2016 Vote: Hillary Clinton	32% (203)	24% (153)	3% (21)	5% (30)	25% (157)	12% (77)	642		
2016 Vote: Donald Trump	6% (39)	7% (49)	10% (69)	26% (176)	35% (238)	15% (104)	676		
2016 Vote: Other	12% (14)	13% (15)	3% (4)	11% (12)	40% (47)	20% (23)	115		
2016 Vote: Didn't Vote	21% (164)	13% (101)	4% (32)	9% (68)	25% (192)	27% (209)	766		

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**Table MCBR4\_5: Would you feel more or less favorable towards a company if it did the following?**  
*Donated to LGBTQIA+ organizations*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	19%	(421)	14%	(319)	6%	(125)	13%	(286)	29%	(636)	19%	(414)	2200
Voted in 2014: Yes	18%	(208)	16%	(184)	6%	(73)	17%	(195)	30%	(356)	13%	(155)	1171
Voted in 2014: No	21%	(213)	13%	(134)	5%	(52)	9%	(92)	27%	(280)	25%	(259)	1029
4-Region: Northeast	18%	(71)	18%	(71)	6%	(22)	11%	(42)	28%	(108)	20%	(80)	394
4-Region: Midwest	21%	(99)	13%	(58)	5%	(23)	14%	(67)	29%	(134)	18%	(82)	462
4-Region: South	18%	(146)	13%	(108)	5%	(42)	14%	(115)	32%	(261)	19%	(153)	824
4-Region: West	20%	(105)	16%	(82)	7%	(39)	12%	(63)	25%	(132)	19%	(99)	520
LGBTQIA+	43%	(165)	16%	(60)	4%	(16)	7%	(26)	15%	(56)	15%	(58)	381
Attended June Pride	46%	(180)	25%	(96)	4%	(17)	6%	(23)	14%	(54)	5%	(19)	389
SRH a Lot/some About June Pride	34%	(355)	20%	(205)	5%	(52)	6%	(67)	25%	(264)	9%	(96)	1040
SRH not Much/Nothing About June Pride	6%	(66)	10%	(113)	6%	(73)	19%	(219)	32%	(371)	27%	(318)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR4\_6:** *Would you feel more or less favorable towards a company if it did the following?*  
*Launched initiatives to support LGBTQIA+ priorities*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	20%	(445)	14%	(308)	7%	(163)	14%	(298)	27%	(589)	18%	(397)	2200
Gender: Male	18%	(195)	15%	(156)	11%	(115)	14%	(151)	26%	(272)	16%	(173)	1062
Gender: Female	22%	(249)	13%	(152)	4%	(48)	13%	(147)	28%	(317)	20%	(225)	1138
Age: 18-34	33%	(214)	15%	(95)	8%	(51)	8%	(52)	19%	(125)	18%	(117)	655
Age: 35-44	20%	(71)	17%	(62)	10%	(36)	11%	(41)	28%	(99)	14%	(49)	358
Age: 45-64	15%	(111)	12%	(87)	6%	(49)	16%	(122)	31%	(234)	20%	(148)	751
Age: 65+	11%	(49)	15%	(64)	6%	(27)	19%	(83)	30%	(131)	19%	(82)	436
GenZers: 1997-2012	42%	(123)	13%	(38)	7%	(20)	6%	(18)	17%	(49)	15%	(45)	292
Millennials: 1981-1996	22%	(136)	16%	(98)	9%	(56)	10%	(63)	24%	(145)	18%	(108)	605
GenXers: 1965-1980	15%	(82)	12%	(67)	7%	(42)	13%	(74)	31%	(176)	22%	(122)	564
Baby Boomers: 1946-1964	15%	(98)	14%	(93)	6%	(42)	19%	(123)	30%	(197)	16%	(106)	659
PID: Dem (no lean)	37%	(299)	20%	(159)	5%	(42)	5%	(38)	22%	(175)	12%	(95)	808
PID: Ind (no lean)	16%	(116)	12%	(91)	6%	(48)	11%	(80)	29%	(219)	26%	(193)	746
PID: Rep (no lean)	5%	(31)	9%	(57)	11%	(72)	28%	(181)	30%	(196)	17%	(109)	645
PID/Gender: Dem Men	37%	(151)	21%	(86)	9%	(36)	5%	(19)	17%	(71)	11%	(44)	406
PID/Gender: Dem Women	37%	(148)	18%	(73)	2%	(6)	5%	(19)	26%	(104)	13%	(52)	402
PID/Gender: Ind Men	10%	(33)	13%	(42)	8%	(27)	12%	(40)	33%	(107)	24%	(77)	326
PID/Gender: Ind Women	20%	(83)	12%	(49)	5%	(21)	9%	(39)	26%	(111)	28%	(116)	421
PID/Gender: Rep Men	4%	(12)	8%	(28)	16%	(52)	28%	(92)	29%	(94)	16%	(52)	330
PID/Gender: Rep Women	6%	(18)	9%	(30)	6%	(20)	28%	(89)	32%	(101)	18%	(57)	315
Ideo: Liberal (1-3)	43%	(271)	22%	(138)	4%	(28)	5%	(29)	18%	(114)	8%	(52)	632
Ideo: Moderate (4)	16%	(87)	18%	(96)	6%	(35)	7%	(40)	36%	(194)	17%	(94)	544
Ideo: Conservative (5-7)	6%	(47)	7%	(48)	13%	(93)	28%	(199)	30%	(220)	16%	(116)	722
Educ: < College	20%	(308)	12%	(180)	7%	(106)	13%	(199)	26%	(399)	21%	(321)	1512
Educ: Bachelors degree	19%	(83)	17%	(76)	8%	(37)	13%	(58)	32%	(142)	11%	(48)	444
Educ: Post-grad	22%	(54)	21%	(52)	8%	(19)	17%	(42)	20%	(48)	12%	(29)	244
Income: Under 50k	21%	(238)	12%	(132)	7%	(84)	14%	(155)	27%	(310)	20%	(227)	1146
Income: 50k-100k	18%	(125)	15%	(105)	7%	(45)	14%	(98)	29%	(198)	17%	(118)	690
Income: 100k+	22%	(82)	19%	(70)	9%	(34)	12%	(45)	22%	(82)	14%	(52)	365
Ethnicity: White	18%	(305)	14%	(238)	8%	(139)	15%	(262)	28%	(483)	17%	(295)	1722

Continued on next page

**Table MCBR4\_6: Would you feel more or less favorable towards a company if it did the following?**  
*Launched initiatives to support LGBTQIA+ priorities*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	20%	(445)	14%	(308)	7%	(163)	14%	(298)	27%	(589)	18%	(397)	2200
Ethnicity: Hispanic	33%	(116)	13%	(45)	9%	(30)	8%	(28)	21%	(75)	16%	(55)	349
Ethnicity: Black	23%	(64)	15%	(41)	6%	(17)	7%	(20)	24%	(66)	24%	(66)	274
Ethnicity: Other	37%	(76)	14%	(29)	3%	(6)	8%	(16)	20%	(41)	17%	(36)	204
All Christian	15%	(149)	13%	(126)	8%	(79)	19%	(188)	31%	(299)	13%	(131)	971
All Non-Christian	24%	(32)	20%	(26)	12%	(15)	10%	(13)	18%	(23)	17%	(22)	131
Atheist	37%	(34)	17%	(15)	14%	(13)	6%	(6)	15%	(14)	11%	(10)	93
Agnostic/Nothing in particular	24%	(136)	17%	(98)	5%	(29)	6%	(35)	27%	(158)	21%	(122)	577
Something Else	22%	(95)	10%	(43)	6%	(27)	13%	(57)	22%	(95)	26%	(112)	428
Religious Non-Protestant/Catholic	23%	(34)	19%	(28)	11%	(16)	11%	(16)	22%	(32)	16%	(23)	148
Evangelical	13%	(83)	10%	(66)	9%	(57)	26%	(164)	24%	(151)	18%	(112)	633
Non-Evangelical	21%	(152)	13%	(98)	6%	(45)	11%	(77)	32%	(232)	17%	(127)	732
Community: Urban	25%	(158)	16%	(101)	8%	(48)	9%	(54)	25%	(157)	17%	(105)	623
Community: Suburban	19%	(193)	14%	(143)	8%	(79)	13%	(134)	27%	(274)	18%	(183)	1006
Community: Rural	16%	(93)	11%	(64)	6%	(36)	19%	(111)	28%	(159)	19%	(109)	571
Employ: Private Sector	21%	(141)	16%	(108)	9%	(61)	13%	(88)	26%	(171)	14%	(95)	664
Employ: Government	28%	(40)	15%	(21)	13%	(19)	13%	(18)	19%	(28)	12%	(18)	144
Employ: Self-Employed	22%	(40)	18%	(34)	8%	(15)	12%	(23)	29%	(53)	11%	(20)	184
Employ: Homemaker	8%	(12)	11%	(16)	5%	(7)	19%	(27)	36%	(52)	22%	(33)	147
Employ: Student	45%	(50)	12%	(14)	6%	(7)	9%	(10)	14%	(16)	14%	(15)	112
Employ: Retired	14%	(67)	12%	(59)	6%	(32)	19%	(93)	30%	(146)	20%	(98)	496
Employ: Unemployed	19%	(53)	15%	(42)	4%	(12)	9%	(26)	28%	(80)	25%	(71)	283
Employ: Other	24%	(42)	8%	(14)	6%	(10)	8%	(13)	26%	(44)	28%	(48)	171
Military HH: Yes	18%	(62)	15%	(51)	7%	(23)	18%	(65)	30%	(105)	13%	(45)	352
Military HH: No	21%	(383)	14%	(256)	8%	(139)	13%	(234)	26%	(484)	19%	(352)	1848
RD/WT: Right Direction	32%	(320)	19%	(193)	5%	(50)	4%	(45)	24%	(241)	16%	(165)	1014
RD/WT: Wrong Track	11%	(125)	10%	(114)	10%	(113)	21%	(253)	29%	(348)	20%	(232)	1186
Biden Job Approve	33%	(368)	20%	(230)	4%	(51)	5%	(51)	24%	(269)	14%	(160)	1128
Biden Job Disapprove	6%	(55)	8%	(70)	12%	(105)	26%	(230)	30%	(272)	19%	(169)	901

Continued on next page

**Table MCBR4\_6:** *Would you feel more or less favorable towards a company if it did the following?*  
*Launched initiatives to support LGBTQIA+ priorities*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	20%	(445)	14%	(308)	7%	(163)	14%	(298)	27%	(589)	18%	(397)	2200
Biden Job Strongly Approve	40%	(232)	18%	(106)	5%	(29)	5%	(30)	19%	(107)	13%	(73)	577
Biden Job Somewhat Approve	25%	(136)	22%	(124)	4%	(22)	4%	(21)	29%	(162)	16%	(87)	551
Biden Job Somewhat Disapprove	11%	(27)	13%	(32)	7%	(18)	11%	(26)	34%	(83)	23%	(56)	242
Biden Job Strongly Disapprove	4%	(28)	6%	(38)	13%	(87)	31%	(204)	29%	(189)	17%	(113)	659
Favorable of Biden	33%	(366)	20%	(222)	5%	(52)	4%	(49)	25%	(272)	13%	(149)	1110
Unfavorable of Biden	6%	(59)	9%	(81)	11%	(100)	25%	(240)	30%	(287)	19%	(179)	945
Very Favorable of Biden	40%	(247)	18%	(111)	5%	(29)	5%	(32)	19%	(118)	13%	(77)	614
Somewhat Favorable of Biden	24%	(119)	22%	(111)	5%	(23)	3%	(16)	31%	(154)	15%	(72)	495
Somewhat Unfavorable of Biden	13%	(33)	14%	(37)	6%	(16)	12%	(33)	34%	(89)	21%	(55)	263
Very Unfavorable of Biden	4%	(26)	6%	(44)	12%	(84)	30%	(207)	29%	(198)	18%	(124)	682
#1 Issue: Economy	14%	(119)	15%	(121)	9%	(71)	12%	(101)	31%	(255)	19%	(153)	821
#1 Issue: Security	10%	(32)	7%	(22)	8%	(26)	25%	(83)	32%	(105)	18%	(58)	325
#1 Issue: Health Care	24%	(70)	21%	(61)	5%	(15)	8%	(22)	24%	(69)	19%	(55)	291
#1 Issue: Medicare / Social Security	18%	(43)	15%	(36)	5%	(13)	15%	(35)	26%	(62)	21%	(50)	238
#1 Issue: Women's Issues	54%	(83)	12%	(18)	9%	(13)	10%	(15)	10%	(15)	6%	(10)	153
#1 Issue: Education	28%	(29)	12%	(12)	11%	(12)	8%	(9)	24%	(25)	16%	(17)	104
#1 Issue: Energy	34%	(38)	18%	(20)	3%	(3)	6%	(6)	25%	(28)	15%	(16)	110
#1 Issue: Other	20%	(32)	12%	(19)	6%	(10)	18%	(28)	20%	(32)	24%	(39)	159
2020 Vote: Joe Biden	35%	(331)	20%	(190)	5%	(46)	5%	(43)	23%	(217)	12%	(108)	933
2020 Vote: Donald Trump	5%	(34)	7%	(52)	11%	(80)	28%	(199)	30%	(209)	18%	(125)	700
2020 Vote: Other	9%	(7)	14%	(12)	12%	(9)	5%	(4)	37%	(30)	23%	(19)	81
2020 Vote: Didn't Vote	15%	(70)	11%	(52)	6%	(27)	11%	(51)	27%	(129)	31%	(145)	474
2018 House Vote: Democrat	34%	(239)	23%	(162)	4%	(30)	5%	(35)	23%	(156)	10%	(72)	694
2018 House Vote: Republican	4%	(27)	8%	(48)	13%	(79)	29%	(174)	30%	(180)	15%	(88)	597
2018 House Vote: Someone else	13%	(8)	15%	(9)	2%	(2)	15%	(9)	36%	(22)	18%	(11)	61
2016 Vote: Hillary Clinton	34%	(221)	22%	(142)	5%	(34)	5%	(34)	23%	(146)	10%	(65)	642
2016 Vote: Donald Trump	6%	(39)	7%	(47)	12%	(84)	28%	(188)	31%	(209)	16%	(110)	676
2016 Vote: Other	13%	(15)	18%	(20)	4%	(4)	11%	(13)	36%	(41)	18%	(21)	115
2016 Vote: Didn't Vote	22%	(170)	13%	(99)	5%	(40)	8%	(64)	25%	(193)	26%	(201)	766

Continued on next page

**Table MCBR4\_6:** *Would you feel more or less favorable towards a company if it did the following?  
Launched initiatives to support LGBTQIA+ priorities*

<b>Demographic</b>	<b>Much more favorable</b>	<b>Somewhat more favorable</b>	<b>Somewhat less favorable</b>	<b>Much less favorable</b>	<b>Neither more nor less favorable</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	20% (445)	14% (308)	7% (163)	14% (298)	27% (589)	18% (397)	2200
Voted in 2014: Yes	20% (229)	15% (179)	8% (92)	18% (206)	27% (321)	12% (144)	1171
Voted in 2014: No	21% (216)	12% (129)	7% (71)	9% (92)	26% (269)	25% (253)	1029
4-Region: Northeast	21% (83)	16% (64)	7% (29)	11% (43)	27% (105)	18% (70)	394
4-Region: Midwest	20% (94)	14% (66)	6% (26)	15% (69)	28% (128)	17% (79)	462
4-Region: South	18% (149)	13% (108)	6% (53)	15% (122)	29% (241)	18% (150)	824
4-Region: West	23% (119)	13% (69)	11% (55)	12% (64)	22% (115)	19% (98)	520
LGBTQIA+	42% (160)	16% (63)	6% (23)	6% (22)	15% (56)	15% (56)	381
Attended June Pride	47% (182)	22% (85)	7% (27)	5% (21)	14% (55)	5% (20)	389
SRH a Lot/some About June Pride	35% (365)	20% (207)	7% (72)	7% (76)	22% (228)	9% (92)	1040
SRH not Much/Nothing About June Pride	7% (79)	9% (100)	8% (91)	19% (222)	31% (362)	26% (306)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR4\_7: Would you feel more or less favorable towards a company if it did the following?***Released a statement opposing LGBTQIA+ Pride month*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	10%	(224)	7%	(152)	10%	(222)	31%	(673)	24%	(519)	19%	(410)	2200
Gender: Male	14%	(145)	8%	(88)	11%	(115)	27%	(285)	23%	(245)	17%	(184)	1062
Gender: Female	7%	(79)	6%	(64)	9%	(107)	34%	(388)	24%	(274)	20%	(226)	1138
Age: 18-34	11%	(69)	8%	(51)	10%	(66)	32%	(213)	20%	(134)	19%	(122)	655
Age: 35-44	11%	(40)	11%	(39)	11%	(38)	31%	(111)	21%	(74)	16%	(56)	358
Age: 45-64	10%	(72)	6%	(43)	11%	(79)	26%	(197)	28%	(209)	20%	(150)	751
Age: 65+	10%	(43)	4%	(19)	9%	(38)	35%	(152)	23%	(102)	19%	(82)	436
GenZers: 1997-2012	10%	(31)	6%	(19)	11%	(33)	39%	(113)	18%	(53)	15%	(44)	292
Millennials: 1981-1996	12%	(70)	10%	(59)	9%	(55)	28%	(171)	21%	(130)	20%	(120)	605
GenXers: 1965-1980	9%	(51)	7%	(38)	11%	(64)	26%	(149)	24%	(138)	22%	(124)	564
Baby Boomers: 1946-1964	10%	(64)	5%	(32)	10%	(67)	32%	(210)	27%	(180)	16%	(105)	659
PID: Dem (no lean)	11%	(92)	8%	(69)	10%	(83)	40%	(326)	16%	(129)	14%	(110)	808
PID: Ind (no lean)	5%	(34)	5%	(35)	9%	(70)	30%	(223)	26%	(193)	26%	(190)	746
PID: Rep (no lean)	15%	(98)	8%	(48)	11%	(69)	19%	(124)	31%	(197)	17%	(109)	645
PID/Gender: Dem Men	17%	(68)	10%	(42)	13%	(53)	35%	(142)	13%	(52)	12%	(49)	406
PID/Gender: Dem Women	6%	(24)	7%	(26)	8%	(30)	46%	(184)	19%	(77)	15%	(61)	402
PID/Gender: Ind Men	6%	(18)	5%	(16)	10%	(33)	26%	(85)	29%	(93)	25%	(81)	326
PID/Gender: Ind Women	4%	(16)	5%	(19)	9%	(37)	33%	(138)	24%	(100)	26%	(110)	421
PID/Gender: Rep Men	18%	(58)	9%	(30)	9%	(29)	18%	(59)	30%	(100)	17%	(55)	330
PID/Gender: Rep Women	13%	(40)	6%	(19)	13%	(40)	21%	(65)	31%	(97)	17%	(55)	315
Ideo: Liberal (1-3)	12%	(77)	6%	(40)	9%	(54)	52%	(328)	12%	(75)	9%	(58)	632
Ideo: Moderate (4)	6%	(32)	6%	(34)	13%	(69)	27%	(147)	30%	(164)	18%	(98)	544
Ideo: Conservative (5-7)	13%	(94)	9%	(64)	12%	(86)	19%	(139)	30%	(215)	17%	(124)	722
Educ: < College	10%	(145)	5%	(79)	10%	(145)	29%	(445)	25%	(372)	22%	(326)	1512
Educ: Bachelors degree	10%	(43)	10%	(44)	13%	(56)	32%	(140)	23%	(103)	13%	(58)	444
Educ: Post-grad	14%	(35)	12%	(30)	9%	(21)	36%	(88)	19%	(45)	10%	(25)	244
Income: Under 50k	9%	(108)	6%	(69)	9%	(109)	30%	(342)	25%	(289)	20%	(230)	1146
Income: 50k-100k	9%	(60)	8%	(55)	11%	(75)	31%	(215)	23%	(161)	18%	(124)	690
Income: 100k+	16%	(57)	8%	(28)	10%	(38)	32%	(117)	19%	(70)	15%	(55)	365
Ethnicity: White	10%	(177)	7%	(118)	10%	(173)	31%	(532)	24%	(420)	18%	(302)	1722

Continued on next page

**Table MCBR4\_7: Would you feel more or less favorable towards a company if it did the following?**  
*Released a statement opposing LGBTQIA+ Pride month*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	10%	(224)	7%	(152)	10%	(222)	31%	(673)	24%	(519)	19%	(410)	2200
Ethnicity: Hispanic	11%	(39)	5%	(18)	10%	(37)	34%	(120)	23%	(80)	16%	(56)	349
Ethnicity: Black	11%	(31)	9%	(25)	13%	(35)	21%	(57)	20%	(55)	26%	(72)	274
Ethnicity: Other	8%	(16)	5%	(10)	6%	(13)	41%	(84)	22%	(45)	18%	(36)	204
All Christian	13%	(125)	8%	(81)	10%	(101)	28%	(268)	28%	(269)	13%	(128)	971
All Non-Christian	17%	(22)	11%	(15)	11%	(14)	29%	(38)	14%	(18)	17%	(23)	131
Atheist	6%	(6)	5%	(4)	9%	(8)	52%	(49)	15%	(14)	13%	(12)	93
Agnostic/Nothing in particular	4%	(22)	5%	(27)	10%	(59)	35%	(202)	25%	(146)	21%	(122)	577
Something Else	12%	(49)	6%	(26)	9%	(40)	27%	(116)	17%	(72)	29%	(125)	428
Religious Non-Protestant/Catholic	17%	(25)	10%	(15)	11%	(16)	29%	(42)	17%	(25)	17%	(25)	148
Evangelical	16%	(104)	10%	(65)	10%	(62)	22%	(139)	23%	(145)	18%	(117)	633
Non-Evangelical	9%	(64)	5%	(39)	10%	(74)	32%	(234)	26%	(189)	18%	(131)	732
Community: Urban	12%	(77)	9%	(53)	11%	(68)	29%	(183)	22%	(135)	17%	(107)	623
Community: Suburban	9%	(87)	7%	(68)	10%	(96)	31%	(316)	24%	(244)	19%	(194)	1006
Community: Rural	10%	(60)	5%	(31)	10%	(57)	30%	(174)	24%	(140)	19%	(110)	571
Employ: Private Sector	13%	(83)	9%	(60)	11%	(74)	27%	(183)	23%	(153)	17%	(111)	664
Employ: Government	12%	(17)	10%	(15)	12%	(18)	36%	(52)	18%	(26)	12%	(17)	144
Employ: Self-Employed	14%	(26)	11%	(20)	8%	(16)	26%	(48)	25%	(46)	16%	(29)	184
Employ: Homemaker	7%	(10)	7%	(10)	12%	(18)	19%	(28)	32%	(47)	22%	(33)	147
Employ: Student	8%	(9)	7%	(8)	9%	(10)	40%	(45)	21%	(23)	15%	(16)	112
Employ: Retired	10%	(51)	4%	(20)	8%	(41)	33%	(161)	25%	(124)	20%	(98)	496
Employ: Unemployed	6%	(17)	4%	(12)	10%	(30)	33%	(94)	23%	(66)	23%	(65)	283
Employ: Other	6%	(11)	4%	(7)	9%	(16)	36%	(62)	21%	(35)	24%	(41)	171
Military HH: Yes	10%	(35)	8%	(27)	11%	(38)	35%	(122)	23%	(82)	14%	(49)	352
Military HH: No	10%	(189)	7%	(125)	10%	(184)	30%	(551)	24%	(438)	20%	(361)	1848
RD/WT: Right Direction	10%	(103)	9%	(90)	10%	(98)	35%	(355)	19%	(193)	17%	(175)	1014
RD/WT: Wrong Track	10%	(121)	5%	(62)	10%	(124)	27%	(318)	28%	(326)	20%	(235)	1186
Biden Job Approve	10%	(109)	8%	(95)	10%	(112)	39%	(444)	18%	(202)	15%	(167)	1128
Biden Job Disapprove	11%	(101)	6%	(51)	11%	(102)	22%	(200)	30%	(272)	20%	(176)	901

Continued on next page



**Table MCBR4\_7: Would you feel more or less favorable towards a company if it did the following?**  
 Released a statement opposing LGBTQIA+ Pride month

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	10%	(224)	7%	(152)	10%	(222)	31%	(673)	24%	(519)	19%	(410)	2200
Biden Job Strongly Approve	15%	(86)	8%	(44)	8%	(44)	43%	(245)	14%	(78)	14%	(78)	577
Biden Job Somewhat Approve	4%	(22)	9%	(51)	12%	(67)	36%	(198)	22%	(124)	16%	(89)	551
Biden Job Somewhat Disapprove	6%	(14)	4%	(11)	14%	(33)	22%	(53)	31%	(75)	23%	(56)	242
Biden Job Strongly Disapprove	13%	(87)	6%	(40)	10%	(68)	22%	(147)	30%	(197)	18%	(120)	659
Favorable of Biden	10%	(109)	8%	(90)	10%	(109)	39%	(433)	19%	(208)	15%	(161)	1110
Unfavorable of Biden	11%	(104)	6%	(54)	11%	(102)	23%	(217)	30%	(287)	19%	(181)	945
Very Favorable of Biden	12%	(76)	8%	(50)	8%	(48)	43%	(265)	15%	(90)	14%	(85)	614
Somewhat Favorable of Biden	7%	(32)	8%	(41)	12%	(60)	34%	(168)	24%	(118)	15%	(77)	495
Somewhat Unfavorable of Biden	7%	(18)	5%	(13)	14%	(37)	26%	(68)	30%	(78)	18%	(48)	263
Very Unfavorable of Biden	13%	(86)	6%	(41)	9%	(65)	22%	(149)	31%	(209)	19%	(133)	682
#1 Issue: Economy	9%	(75)	7%	(58)	12%	(96)	26%	(213)	27%	(220)	19%	(158)	821
#1 Issue: Security	13%	(43)	7%	(21)	8%	(26)	22%	(70)	32%	(104)	19%	(62)	325
#1 Issue: Health Care	8%	(24)	9%	(25)	11%	(31)	35%	(102)	18%	(51)	20%	(57)	291
#1 Issue: Medicare / Social Security	10%	(23)	7%	(17)	9%	(21)	32%	(76)	22%	(52)	20%	(48)	238
#1 Issue: Women's Issues	13%	(20)	6%	(10)	5%	(8)	51%	(78)	15%	(23)	10%	(15)	153
#1 Issue: Education	10%	(10)	12%	(13)	13%	(13)	27%	(28)	22%	(23)	16%	(17)	104
#1 Issue: Energy	11%	(12)	3%	(4)	9%	(9)	47%	(51)	15%	(17)	15%	(17)	110
#1 Issue: Other	11%	(17)	3%	(4)	11%	(17)	34%	(53)	19%	(31)	23%	(37)	159
2020 Vote: Joe Biden	10%	(89)	8%	(71)	10%	(90)	43%	(403)	17%	(157)	13%	(122)	933
2020 Vote: Donald Trump	12%	(85)	7%	(51)	11%	(75)	20%	(140)	32%	(220)	18%	(129)	700
2020 Vote: Other	6%	(5)	2%	(1)	14%	(11)	26%	(21)	28%	(23)	25%	(20)	81
2020 Vote: Didn't Vote	9%	(41)	6%	(28)	9%	(44)	23%	(108)	24%	(115)	29%	(139)	474
2018 House Vote: Democrat	10%	(71)	8%	(53)	9%	(66)	43%	(297)	17%	(121)	12%	(86)	694
2018 House Vote: Republican	13%	(81)	8%	(48)	10%	(61)	22%	(131)	31%	(183)	16%	(93)	597
2018 House Vote: Someone else	6%	(4)	4%	(3)	13%	(8)	31%	(19)	27%	(17)	18%	(11)	61
2016 Vote: Hillary Clinton	10%	(64)	6%	(42)	10%	(66)	46%	(294)	15%	(99)	12%	(78)	642
2016 Vote: Donald Trump	12%	(84)	9%	(58)	10%	(65)	21%	(142)	31%	(212)	17%	(115)	676
2016 Vote: Other	9%	(11)	4%	(4)	14%	(16)	24%	(27)	28%	(32)	22%	(25)	115
2016 Vote: Didn't Vote	9%	(66)	6%	(49)	10%	(74)	27%	(210)	23%	(176)	25%	(193)	766

Continued on next page

**Table MCBR4\_7: Would you feel more or less favorable towards a company if it did the following?  
Released a statement opposing LGBTQIA+ Pride month**

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	10%	(224)	7%	(152)	10%	(222)	31%	(673)	24%	(519)	19%	(410)	2200
Voted in 2014: Yes	12%	(139)	8%	(93)	10%	(115)	33%	(387)	23%	(275)	14%	(161)	1171
Voted in 2014: No	8%	(85)	6%	(59)	10%	(107)	28%	(286)	24%	(244)	24%	(249)	1029
4-Region: Northeast	13%	(53)	8%	(31)	9%	(34)	27%	(105)	25%	(97)	19%	(74)	394
4-Region: Midwest	8%	(35)	5%	(23)	11%	(50)	36%	(166)	23%	(105)	18%	(83)	462
4-Region: South	11%	(89)	8%	(63)	10%	(83)	28%	(227)	25%	(205)	19%	(158)	824
4-Region: West	9%	(47)	7%	(35)	11%	(55)	34%	(175)	22%	(113)	18%	(95)	520
LGBTQIA+	8%	(29)	5%	(20)	9%	(36)	47%	(180)	16%	(60)	15%	(56)	381
Attended June Pride	13%	(49)	9%	(37)	11%	(44)	48%	(187)	14%	(54)	5%	(18)	389
SRH a Lot/some About June Pride	12%	(124)	8%	(83)	11%	(116)	41%	(422)	19%	(200)	9%	(95)	1040
SRH not Much/Nothing About June Pride	9%	(100)	6%	(70)	9%	(106)	22%	(251)	28%	(319)	27%	(314)	1160

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR4\_8:** *Would you feel more or less favorable towards a company if it did the following?  
Released a statement in support of LGBTQIA+ Pride month*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	20%	(439)	16%	(354)	6%	(135)	13%	(283)	27%	(591)	18%	(398)	2200
Gender: Male	19%	(199)	16%	(165)	9%	(93)	14%	(147)	26%	(277)	17%	(180)	1062
Gender: Female	21%	(239)	17%	(188)	4%	(42)	12%	(136)	28%	(314)	19%	(219)	1138
Age: 18-34	33%	(217)	18%	(119)	5%	(30)	7%	(46)	19%	(127)	18%	(116)	655
Age: 35-44	18%	(63)	19%	(67)	11%	(38)	12%	(42)	27%	(97)	14%	(51)	358
Age: 45-64	14%	(107)	14%	(104)	5%	(38)	15%	(116)	31%	(236)	20%	(150)	751
Age: 65+	12%	(52)	15%	(64)	7%	(29)	18%	(79)	30%	(131)	19%	(81)	436
GenZers: 1997-2012	41%	(121)	21%	(61)	1%	(3)	4%	(13)	19%	(55)	14%	(41)	292
Millennials: 1981-1996	22%	(134)	17%	(104)	9%	(53)	11%	(65)	22%	(135)	19%	(113)	605
GenXers: 1965-1980	14%	(79)	16%	(87)	6%	(36)	12%	(69)	31%	(175)	21%	(117)	564
Baby Boomers: 1946-1964	15%	(97)	14%	(89)	6%	(38)	18%	(117)	31%	(204)	17%	(112)	659
PID: Dem (no lean)	35%	(283)	23%	(188)	5%	(40)	4%	(32)	20%	(161)	13%	(105)	808
PID: Ind (no lean)	15%	(114)	15%	(112)	4%	(31)	10%	(75)	30%	(225)	25%	(189)	746
PID: Rep (no lean)	7%	(42)	8%	(53)	10%	(64)	27%	(177)	32%	(205)	16%	(104)	645
PID/Gender: Dem Men	35%	(141)	25%	(100)	8%	(32)	4%	(16)	17%	(69)	12%	(49)	406
PID/Gender: Dem Women	35%	(142)	22%	(88)	2%	(8)	4%	(16)	23%	(92)	14%	(56)	402
PID/Gender: Ind Men	10%	(33)	15%	(47)	6%	(18)	12%	(39)	34%	(111)	24%	(77)	326
PID/Gender: Ind Women	19%	(80)	15%	(65)	3%	(12)	9%	(36)	27%	(114)	27%	(113)	421
PID/Gender: Rep Men	8%	(25)	6%	(18)	13%	(42)	28%	(93)	30%	(98)	17%	(54)	330
PID/Gender: Rep Women	5%	(17)	11%	(35)	7%	(22)	27%	(84)	34%	(107)	16%	(50)	315
Ideo: Liberal (1-3)	40%	(254)	25%	(156)	4%	(28)	5%	(29)	16%	(104)	10%	(61)	632
Ideo: Moderate (4)	17%	(92)	18%	(98)	4%	(22)	8%	(42)	36%	(195)	18%	(96)	544
Ideo: Conservative (5-7)	6%	(46)	10%	(70)	11%	(79)	25%	(183)	32%	(233)	15%	(111)	722
Educ: < College	20%	(304)	14%	(214)	5%	(79)	13%	(195)	26%	(400)	21%	(320)	1512
Educ: Bachelors degree	19%	(85)	19%	(86)	8%	(37)	10%	(46)	31%	(136)	12%	(53)	444
Educ: Post-grad	20%	(50)	22%	(53)	8%	(19)	17%	(42)	22%	(55)	10%	(25)	244
Income: Under 50k	21%	(235)	14%	(160)	5%	(61)	14%	(157)	27%	(306)	20%	(226)	1146
Income: 50k-100k	17%	(117)	19%	(134)	5%	(37)	13%	(90)	28%	(192)	17%	(119)	690
Income: 100k+	24%	(86)	16%	(59)	10%	(37)	10%	(37)	25%	(92)	15%	(53)	365
Ethnicity: White	17%	(294)	15%	(265)	7%	(123)	14%	(249)	29%	(497)	17%	(294)	1722

Continued on next page

**Table MCBR4\_8:** *Would you feel more or less favorable towards a company if it did the following?  
Released a statement in support of LGBTQIA+ Pride month*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	20%	(439)	16%	(354)	6%	(135)	13%	(283)	27%	(591)	18%	(398)	2200
Ethnicity: Hispanic	34%	(118)	14%	(51)	9%	(32)	8%	(29)	21%	(74)	13%	(47)	349
Ethnicity: Black	26%	(71)	20%	(56)	1%	(3)	8%	(22)	19%	(51)	26%	(72)	274
Ethnicity: Other	36%	(74)	16%	(32)	4%	(9)	6%	(13)	21%	(43)	16%	(33)	204
All Christian	16%	(151)	14%	(131)	8%	(76)	18%	(176)	31%	(303)	14%	(134)	971
All Non-Christian	23%	(30)	23%	(30)	5%	(7)	15%	(19)	20%	(26)	15%	(19)	131
Atheist	34%	(32)	19%	(17)	10%	(9)	7%	(6)	17%	(16)	13%	(12)	93
Agnostic/Nothing in particular	24%	(138)	21%	(121)	4%	(21)	4%	(24)	26%	(153)	21%	(121)	577
Something Else	21%	(88)	13%	(55)	5%	(23)	13%	(57)	22%	(93)	26%	(113)	428
Religious Non-Protestant/Catholic	21%	(32)	21%	(31)	6%	(10)	15%	(22)	22%	(33)	14%	(21)	148
Evangelical	12%	(77)	11%	(69)	9%	(56)	25%	(156)	25%	(158)	18%	(117)	633
Non-Evangelical	21%	(155)	15%	(110)	5%	(38)	10%	(74)	31%	(228)	17%	(126)	732
Community: Urban	25%	(155)	17%	(103)	8%	(49)	8%	(51)	25%	(155)	18%	(110)	623
Community: Suburban	20%	(198)	16%	(162)	6%	(63)	13%	(126)	28%	(280)	18%	(177)	1006
Community: Rural	15%	(86)	16%	(89)	4%	(24)	19%	(106)	27%	(156)	19%	(111)	571
Employ: Private Sector	21%	(137)	19%	(125)	6%	(41)	13%	(85)	27%	(181)	14%	(96)	664
Employ: Government	25%	(37)	19%	(28)	12%	(17)	10%	(14)	19%	(27)	15%	(21)	144
Employ: Self-Employed	23%	(42)	17%	(32)	8%	(15)	11%	(20)	30%	(55)	11%	(20)	184
Employ: Homemaker	7%	(10)	13%	(19)	5%	(7)	17%	(24)	38%	(56)	22%	(32)	147
Employ: Student	46%	(51)	21%	(23)	1%	(1)	4%	(4)	15%	(16)	14%	(16)	112
Employ: Retired	13%	(64)	13%	(64)	7%	(35)	18%	(88)	30%	(146)	20%	(98)	496
Employ: Unemployed	22%	(61)	16%	(46)	4%	(11)	10%	(27)	25%	(71)	23%	(65)	283
Employ: Other	22%	(37)	10%	(18)	4%	(8)	12%	(20)	23%	(39)	29%	(49)	171
Military HH: Yes	17%	(61)	17%	(60)	5%	(18)	17%	(59)	30%	(105)	14%	(49)	352
Military HH: No	20%	(377)	16%	(293)	6%	(117)	12%	(224)	26%	(486)	19%	(350)	1848
RD/WT: Right Direction	30%	(308)	22%	(224)	5%	(48)	4%	(39)	22%	(222)	17%	(175)	1014
RD/WT: Wrong Track	11%	(131)	11%	(130)	7%	(88)	21%	(244)	31%	(369)	19%	(224)	1186
Biden Job Approve	31%	(350)	23%	(255)	5%	(52)	4%	(47)	23%	(257)	15%	(167)	1128
Biden Job Disapprove	7%	(59)	9%	(83)	9%	(80)	25%	(221)	32%	(290)	19%	(168)	901

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**Table MCBR4\_8:** *Would you feel more or less favorable towards a company if it did the following?  
 Released a statement in support of LGBTQIA+ Pride month*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	20%	(439)	16%	(354)	6%	(135)	13%	(283)	27%	(591)	18%	(398)	2200
Biden Job Strongly Approve	40%	(232)	20%	(114)	4%	(26)	5%	(27)	18%	(105)	13%	(73)	577
Biden Job Somewhat Approve	21%	(118)	25%	(140)	5%	(26)	4%	(21)	28%	(152)	17%	(94)	551
Biden Job Somewhat Disapprove	11%	(26)	14%	(33)	6%	(15)	8%	(20)	39%	(93)	22%	(54)	242
Biden Job Strongly Disapprove	5%	(33)	7%	(49)	10%	(65)	31%	(201)	30%	(196)	17%	(114)	659
Favorable of Biden	32%	(351)	23%	(252)	4%	(46)	4%	(43)	23%	(257)	14%	(160)	1110
Unfavorable of Biden	7%	(62)	9%	(86)	9%	(86)	24%	(229)	33%	(308)	18%	(174)	945
Very Favorable of Biden	40%	(248)	19%	(116)	5%	(28)	4%	(28)	19%	(114)	13%	(82)	614
Somewhat Favorable of Biden	21%	(104)	27%	(136)	4%	(19)	3%	(16)	29%	(143)	16%	(79)	495
Somewhat Unfavorable of Biden	10%	(26)	16%	(42)	7%	(19)	10%	(27)	37%	(98)	19%	(51)	263
Very Unfavorable of Biden	5%	(36)	7%	(45)	10%	(67)	30%	(202)	31%	(210)	18%	(124)	682
#1 Issue: Economy	14%	(113)	17%	(137)	7%	(60)	13%	(106)	31%	(251)	19%	(155)	821
#1 Issue: Security	14%	(46)	7%	(22)	8%	(27)	23%	(74)	32%	(103)	17%	(54)	325
#1 Issue: Health Care	23%	(68)	21%	(61)	6%	(16)	6%	(18)	26%	(76)	18%	(52)	291
#1 Issue: Medicare / Social Security	16%	(38)	17%	(40)	4%	(10)	13%	(31)	26%	(63)	23%	(55)	238
#1 Issue: Women's Issues	52%	(79)	18%	(28)	3%	(5)	8%	(13)	11%	(16)	8%	(13)	153
#1 Issue: Education	29%	(30)	22%	(23)	4%	(4)	6%	(6)	23%	(23)	17%	(17)	104
#1 Issue: Energy	25%	(28)	26%	(28)	5%	(5)	8%	(9)	23%	(25)	14%	(15)	110
#1 Issue: Other	23%	(37)	10%	(16)	5%	(8)	16%	(26)	21%	(34)	24%	(38)	159
2020 Vote: Joe Biden	33%	(310)	22%	(207)	5%	(44)	4%	(33)	23%	(216)	13%	(122)	933
2020 Vote: Donald Trump	6%	(43)	8%	(58)	9%	(66)	27%	(190)	32%	(225)	17%	(118)	700
2020 Vote: Other	9%	(8)	17%	(14)	7%	(5)	12%	(10)	34%	(28)	20%	(16)	81
2020 Vote: Didn't Vote	16%	(74)	16%	(74)	4%	(18)	10%	(50)	25%	(117)	30%	(140)	474
2018 House Vote: Democrat	32%	(219)	24%	(164)	5%	(32)	4%	(29)	24%	(168)	12%	(81)	694
2018 House Vote: Republican	7%	(44)	9%	(56)	10%	(58)	28%	(165)	32%	(190)	14%	(84)	597
2018 House Vote: Someone else	10%	(6)	24%	(15)	4%	(3)	12%	(7)	34%	(21)	16%	(10)	61
2016 Vote: Hillary Clinton	32%	(207)	22%	(143)	6%	(36)	5%	(31)	23%	(148)	12%	(76)	642
2016 Vote: Donald Trump	7%	(50)	9%	(62)	9%	(63)	27%	(180)	32%	(218)	15%	(101)	676
2016 Vote: Other	10%	(12)	21%	(25)	3%	(4)	11%	(13)	36%	(41)	18%	(21)	115
2016 Vote: Didn't Vote	22%	(170)	16%	(124)	4%	(32)	8%	(59)	24%	(182)	26%	(200)	766

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**Table MCBR4\_8:** *Would you feel more or less favorable towards a company if it did the following?  
Released a statement in support of LGBTQIA+ Pride month*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Neither more nor less favorable		Don't know / No opinion		Total N
Adults	20%	(439)	16%	(354)	6%	(135)	13%	(283)	27%	(591)	18%	(398)	2200
Voted in 2014: Yes	19%	(226)	17%	(195)	7%	(82)	16%	(191)	28%	(332)	12%	(144)	1171
Voted in 2014: No	21%	(213)	15%	(158)	5%	(53)	9%	(92)	25%	(259)	25%	(255)	1029
4-Region: Northeast	20%	(77)	19%	(73)	6%	(23)	9%	(37)	28%	(108)	19%	(75)	394
4-Region: Midwest	19%	(90)	15%	(67)	6%	(29)	15%	(69)	27%	(126)	17%	(80)	462
4-Region: South	18%	(151)	15%	(128)	5%	(45)	14%	(113)	29%	(236)	18%	(151)	824
4-Region: West	23%	(121)	16%	(85)	7%	(38)	12%	(64)	23%	(120)	18%	(92)	520
LGBTQIA+	40%	(151)	19%	(73)	5%	(20)	7%	(26)	16%	(62)	13%	(48)	381
Attended June Pride	47%	(184)	22%	(85)	6%	(25)	6%	(22)	14%	(55)	5%	(18)	389
SRH a Lot/some About June Pride	35%	(360)	21%	(221)	5%	(55)	7%	(71)	23%	(240)	9%	(93)	1040
SRH not Much/Nothing About June Pride	7%	(79)	11%	(132)	7%	(80)	18%	(212)	30%	(351)	26%	(305)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR5:** Thinking about any statements you've seen, read, or heard from companies during LGBTQIA+ Pride month, which of the following best describes why you think these companies released these statements?

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't know / No opinion		Total N
Adults	15%	(324)	29%	(641)	31%	(676)	25%	(560)	2200
Gender: Male	13%	(142)	28%	(300)	36%	(382)	22%	(239)	1062
Gender: Female	16%	(182)	30%	(341)	26%	(294)	28%	(321)	1138
Age: 18-34	21%	(139)	31%	(200)	29%	(189)	19%	(127)	655
Age: 35-44	16%	(59)	32%	(116)	28%	(101)	23%	(83)	358
Age: 45-64	12%	(90)	26%	(193)	32%	(239)	31%	(229)	751
Age: 65+	8%	(36)	30%	(132)	34%	(148)	28%	(121)	436
GenZers: 1997-2012	24%	(70)	33%	(95)	26%	(77)	17%	(49)	292
Millennials: 1981-1996	17%	(105)	30%	(183)	29%	(178)	23%	(139)	605
GenXers: 1965-1980	14%	(77)	26%	(149)	31%	(177)	29%	(161)	564
Baby Boomers: 1946-1964	10%	(64)	29%	(192)	32%	(213)	29%	(190)	659
PID: Dem (no lean)	23%	(188)	39%	(318)	19%	(154)	18%	(149)	808
PID: Ind (no lean)	10%	(73)	28%	(209)	29%	(220)	33%	(244)	746
PID: Rep (no lean)	10%	(63)	18%	(114)	47%	(302)	26%	(166)	645
PID/Gender: Dem Men	23%	(95)	39%	(157)	23%	(93)	15%	(61)	406
PID/Gender: Dem Women	23%	(93)	40%	(160)	15%	(61)	22%	(89)	402
PID/Gender: Ind Men	6%	(21)	27%	(87)	37%	(122)	29%	(96)	326
PID/Gender: Ind Women	12%	(52)	29%	(122)	23%	(98)	35%	(148)	421
PID/Gender: Rep Men	8%	(25)	17%	(55)	51%	(167)	25%	(82)	330
PID/Gender: Rep Women	12%	(38)	19%	(59)	43%	(135)	27%	(84)	315
Ideo: Liberal (1-3)	20%	(128)	43%	(271)	22%	(139)	15%	(94)	632
Ideo: Moderate (4)	15%	(84)	34%	(183)	26%	(144)	25%	(134)	544
Ideo: Conservative (5-7)	9%	(66)	20%	(145)	46%	(333)	25%	(179)	722
Educ: < College	14%	(218)	28%	(417)	28%	(426)	30%	(452)	1512
Educ: Bachelors degree	16%	(71)	30%	(134)	37%	(164)	17%	(75)	444
Educ: Post-grad	14%	(35)	37%	(91)	35%	(86)	13%	(33)	244
Income: Under 50k	16%	(178)	27%	(312)	29%	(330)	28%	(326)	1146
Income: 50k-100k	13%	(93)	30%	(205)	33%	(226)	24%	(165)	690
Income: 100k+	15%	(53)	34%	(124)	33%	(120)	19%	(68)	365
Ethnicity: White	14%	(234)	29%	(491)	33%	(572)	25%	(424)	1722

Continued on next page

**Table MCBR5:** Thinking about any statements you've seen, read, or heard from companies during LGBTQIA+ Pride month, which of the following best describes why you think these companies released these statements?

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't know / No opinion		Total N
Adults	15%	(324)	29%	(641)	31%	(676)	25%	(560)	2200
Ethnicity: Hispanic	17%	(61)	38%	(133)	23%	(82)	21%	(74)	349
Ethnicity: Black	26%	(71)	24%	(67)	17%	(47)	33%	(90)	274
Ethnicity: Other	9%	(19)	41%	(83)	28%	(57)	22%	(45)	204
All Christian	13%	(124)	29%	(282)	35%	(342)	23%	(224)	971
All Non-Christian	19%	(24)	32%	(42)	32%	(42)	17%	(23)	131
Atheist	14%	(13)	44%	(40)	33%	(31)	10%	(9)	93
Agnostic/Nothing in particular	14%	(82)	33%	(192)	25%	(143)	28%	(161)	577
Something Else	19%	(81)	20%	(85)	28%	(119)	34%	(144)	428
Religious Non-Protestant/Catholic	17%	(25)	31%	(46)	34%	(50)	18%	(27)	148
Evangelical	15%	(98)	20%	(127)	38%	(244)	26%	(165)	633
Non-Evangelical	14%	(103)	31%	(228)	28%	(205)	27%	(197)	732
Community: Urban	21%	(129)	27%	(170)	27%	(168)	25%	(156)	623
Community: Suburban	13%	(126)	31%	(313)	32%	(326)	24%	(240)	1006
Community: Rural	12%	(69)	28%	(158)	32%	(182)	29%	(163)	571
Employ: Private Sector	15%	(103)	31%	(205)	33%	(220)	20%	(136)	664
Employ: Government	20%	(29)	33%	(48)	31%	(45)	15%	(22)	144
Employ: Self-Employed	16%	(29)	26%	(48)	38%	(70)	21%	(38)	184
Employ: Homemaker	11%	(17)	30%	(44)	29%	(43)	30%	(44)	147
Employ: Student	28%	(31)	30%	(33)	27%	(31)	15%	(17)	112
Employ: Retired	10%	(50)	28%	(138)	33%	(166)	29%	(142)	496
Employ: Unemployed	12%	(35)	30%	(84)	23%	(65)	35%	(99)	283
Employ: Other	18%	(30)	24%	(41)	22%	(37)	37%	(62)	171
Military HH: Yes	12%	(43)	31%	(111)	37%	(130)	19%	(68)	352
Military HH: No	15%	(281)	29%	(530)	30%	(546)	27%	(491)	1848
RD/WT: Right Direction	21%	(215)	37%	(376)	18%	(186)	23%	(238)	1014
RD/WT: Wrong Track	9%	(109)	22%	(264)	41%	(490)	27%	(322)	1186
Biden Job Approve	21%	(239)	39%	(445)	20%	(220)	20%	(224)	1128
Biden Job Disapprove	6%	(58)	18%	(163)	47%	(427)	28%	(253)	901

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**Table MCBR5:** Thinking about any statements you've seen, read, or heard from companies during LGBTQIA+ Pride month, which of the following best describes why you think these companies released these statements?

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't know / No opinion		Total N
Adults	15%	(324)	29%	(641)	31%	(676)	25%	(560)	2200
Biden Job Strongly Approve	28%	(161)	37%	(215)	17%	(101)	17%	(99)	577
Biden Job Somewhat Approve	14%	(78)	42%	(229)	22%	(119)	23%	(125)	551
Biden Job Somewhat Disapprove	12%	(28)	24%	(57)	35%	(84)	30%	(73)	242
Biden Job Strongly Disapprove	4%	(30)	16%	(106)	52%	(343)	27%	(180)	659
Favorable of Biden	21%	(237)	40%	(446)	19%	(209)	20%	(217)	1110
Unfavorable of Biden	7%	(69)	18%	(168)	47%	(443)	28%	(265)	945
Very Favorable of Biden	26%	(157)	39%	(243)	17%	(104)	18%	(111)	614
Somewhat Favorable of Biden	16%	(80)	41%	(203)	21%	(106)	21%	(106)	495
Somewhat Unfavorable of Biden	13%	(35)	23%	(59)	36%	(94)	28%	(74)	263
Very Unfavorable of Biden	5%	(34)	16%	(109)	51%	(349)	28%	(191)	682
#1 Issue: Economy	15%	(121)	28%	(230)	34%	(277)	23%	(193)	821
#1 Issue: Security	10%	(31)	19%	(62)	44%	(142)	28%	(90)	325
#1 Issue: Health Care	16%	(46)	35%	(102)	20%	(57)	29%	(85)	291
#1 Issue: Medicare / Social Security	14%	(32)	26%	(62)	24%	(57)	36%	(86)	238
#1 Issue: Women's Issues	30%	(45)	37%	(56)	24%	(36)	10%	(15)	153
#1 Issue: Education	9%	(10)	36%	(37)	22%	(23)	32%	(33)	104
#1 Issue: Energy	22%	(24)	37%	(41)	28%	(30)	13%	(14)	110
#1 Issue: Other	9%	(14)	31%	(49)	33%	(52)	27%	(43)	159
2020 Vote: Joe Biden	21%	(198)	42%	(387)	19%	(178)	18%	(170)	933
2020 Vote: Donald Trump	8%	(55)	16%	(109)	49%	(345)	27%	(191)	700
2020 Vote: Other	3%	(2)	30%	(24)	44%	(36)	23%	(19)	81
2020 Vote: Didn't Vote	14%	(68)	25%	(117)	23%	(111)	38%	(178)	474
2018 House Vote: Democrat	20%	(139)	42%	(290)	21%	(149)	17%	(115)	694
2018 House Vote: Republican	7%	(43)	19%	(114)	49%	(295)	24%	(145)	597
2018 House Vote: Someone else	10%	(6)	21%	(13)	38%	(23)	31%	(19)	61
2016 Vote: Hillary Clinton	20%	(127)	44%	(281)	20%	(127)	17%	(106)	642
2016 Vote: Donald Trump	8%	(51)	19%	(125)	48%	(323)	26%	(177)	676
2016 Vote: Other	12%	(14)	28%	(32)	34%	(39)	26%	(29)	115
2016 Vote: Didn't Vote	17%	(131)	27%	(203)	24%	(185)	32%	(247)	766

Continued on next page

**Table MCBR5:** Thinking about any statements you've seen, read, or heard from companies during LGBTQIA+ Pride month, which of the following best describes why you think these companies released these statements?

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't know / No opinion		Total N
Adults	15%	(324)	29%	(641)	31%	(676)	25%	(560)	2200
Voted in 2014: Yes	14%	(162)	30%	(354)	35%	(406)	21%	(249)	1171
Voted in 2014: No	16%	(162)	28%	(287)	26%	(269)	30%	(311)	1029
4-Region: Northeast	17%	(66)	31%	(122)	28%	(111)	24%	(95)	394
4-Region: Midwest	16%	(74)	30%	(140)	27%	(126)	27%	(123)	462
4-Region: South	15%	(121)	25%	(202)	34%	(280)	27%	(221)	824
4-Region: West	12%	(63)	34%	(177)	31%	(159)	23%	(121)	520
LGBTQIA+	20%	(77)	36%	(138)	24%	(92)	19%	(74)	381
Attended June Pride	24%	(94)	46%	(178)	23%	(91)	6%	(25)	389
SRH a Lot/some About June Pride	20%	(212)	40%	(417)	29%	(302)	10%	(109)	1040
SRH not Much/Nothing About June Pride	10%	(112)	19%	(224)	32%	(374)	39%	(451)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR6:** *And when it comes to LGBTQIA+ pride-themed merchandise, which best describes why companies release these?*

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't know / no opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(279)	28%	(611)	34%	(748)	26%	(562)	2200
Gender: Male	12%	(132)	24%	(256)	39%	(414)	25%	(261)	1062
Gender: Female	13%	(148)	31%	(355)	29%	(334)	26%	(301)	1138
Age: 18-34	19%	(126)	26%	(172)	35%	(230)	19%	(127)	655
Age: 35-44	14%	(50)	34%	(122)	30%	(108)	22%	(78)	358
Age: 45-64	9%	(71)	26%	(196)	34%	(256)	30%	(229)	751
Age: 65+	8%	(33)	28%	(121)	35%	(154)	29%	(128)	436
GenZers: 1997-2012	21%	(62)	27%	(79)	34%	(100)	18%	(51)	292
Millennials: 1981-1996	15%	(94)	29%	(176)	34%	(203)	22%	(131)	605
GenXers: 1965-1980	11%	(64)	27%	(150)	33%	(186)	29%	(164)	564
Baby Boomers: 1946-1964	8%	(55)	28%	(184)	35%	(230)	29%	(189)	659
PID: Dem (no lean)	19%	(155)	39%	(311)	25%	(200)	18%	(142)	808
PID: Ind (no lean)	8%	(59)	26%	(193)	33%	(250)	33%	(244)	746
PID: Rep (no lean)	10%	(65)	16%	(106)	46%	(299)	27%	(175)	645
PID/Gender: Dem Men	22%	(90)	33%	(133)	30%	(120)	16%	(63)	406
PID/Gender: Dem Women	16%	(65)	44%	(179)	20%	(79)	20%	(79)	402
PID/Gender: Ind Men	5%	(16)	25%	(81)	40%	(130)	30%	(99)	326
PID/Gender: Ind Women	10%	(43)	27%	(113)	28%	(120)	35%	(145)	421
PID/Gender: Rep Men	8%	(25)	13%	(42)	50%	(164)	30%	(99)	330
PID/Gender: Rep Women	13%	(40)	20%	(64)	43%	(135)	24%	(77)	315
Ideo: Liberal (1-3)	17%	(109)	39%	(247)	30%	(189)	14%	(87)	632
Ideo: Moderate (4)	11%	(60)	33%	(179)	29%	(161)	26%	(144)	544
Ideo: Conservative (5-7)	10%	(71)	18%	(127)	48%	(349)	24%	(175)	722
Educ: < College	13%	(194)	26%	(400)	31%	(470)	30%	(448)	1512
Educ: Bachelors degree	12%	(55)	28%	(124)	42%	(188)	17%	(76)	444
Educ: Post-grad	12%	(30)	36%	(87)	37%	(90)	15%	(37)	244
Income: Under 50k	13%	(145)	27%	(306)	32%	(363)	29%	(332)	1146
Income: 50k-100k	12%	(86)	26%	(182)	37%	(257)	24%	(164)	690
Income: 100k+	13%	(48)	34%	(122)	35%	(128)	18%	(65)	365
Ethnicity: White	12%	(213)	27%	(461)	36%	(626)	24%	(422)	1722
Ethnicity: Hispanic	15%	(54)	34%	(119)	29%	(100)	22%	(77)	349

Continued on next page

**Table MCBR6:** *And when it comes to LGBTQIA+ pride-themed merchandise, which best describes why companies release these?*

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't know / no opinion		Total N
Adults	13%	(279)	28%	(611)	34%	(748)	26%	(562)	2200
Ethnicity: Black	18%	(50)	27%	(74)	21%	(58)	34%	(93)	274
Ethnicity: Other	8%	(16)	38%	(77)	32%	(64)	23%	(47)	204
All Christian	11%	(106)	28%	(272)	37%	(364)	24%	(230)	971
All Non-Christian	17%	(23)	32%	(42)	35%	(46)	15%	(20)	131
Atheist	9%	(8)	44%	(41)	37%	(35)	9%	(9)	93
Agnostic/Nothing in particular	14%	(79)	27%	(158)	33%	(190)	26%	(150)	577
Something Else	15%	(63)	23%	(98)	27%	(114)	36%	(153)	428
Religious Non-Protestant/Catholic	17%	(26)	31%	(46)	36%	(54)	16%	(23)	148
Evangelical	13%	(80)	20%	(129)	39%	(245)	28%	(178)	633
Non-Evangelical	11%	(81)	31%	(230)	30%	(221)	27%	(200)	732
Community: Urban	17%	(103)	30%	(187)	29%	(183)	24%	(151)	623
Community: Suburban	11%	(110)	29%	(291)	35%	(355)	25%	(249)	1006
Community: Rural	12%	(67)	23%	(132)	37%	(211)	28%	(162)	571
Employ: Private Sector	14%	(95)	29%	(191)	36%	(239)	21%	(140)	664
Employ: Government	18%	(26)	34%	(49)	32%	(46)	16%	(24)	144
Employ: Self-Employed	11%	(20)	26%	(48)	43%	(80)	20%	(36)	184
Employ: Homemaker	13%	(19)	25%	(37)	35%	(51)	28%	(41)	147
Employ: Student	25%	(28)	35%	(39)	29%	(33)	11%	(12)	112
Employ: Retired	9%	(43)	27%	(133)	34%	(171)	30%	(149)	496
Employ: Unemployed	9%	(27)	28%	(78)	30%	(84)	33%	(94)	283
Employ: Other	14%	(24)	21%	(37)	26%	(45)	38%	(65)	171
Military HH: Yes	14%	(48)	23%	(82)	40%	(141)	23%	(81)	352
Military HH: No	13%	(232)	29%	(529)	33%	(607)	26%	(481)	1848
RD/WT: Right Direction	18%	(184)	36%	(367)	23%	(232)	23%	(232)	1014
RD/WT: Wrong Track	8%	(96)	21%	(244)	44%	(516)	28%	(330)	1186
Biden Job Approve	18%	(199)	39%	(435)	24%	(272)	20%	(223)	1128
Biden Job Disapprove	7%	(59)	16%	(148)	49%	(441)	28%	(253)	901

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**Table MCBR6:** And when it comes to LGBTQIA+ pride-themed merchandise, which best describes why companies release these?

Demographic	They primarily want to do good		They want to do good, and also get publicity		They primarily want to get publicity		Don't know / no opinion		Total N
Adults	13%	(279)	28%	(611)	34%	(748)	26%	(562)	2200
Biden Job Strongly Approve	25%	(144)	36%	(207)	21%	(121)	18%	(106)	577
Biden Job Somewhat Approve	10%	(55)	41%	(228)	27%	(151)	21%	(117)	551
Biden Job Somewhat Disapprove	10%	(24)	23%	(56)	38%	(91)	29%	(70)	242
Biden Job Strongly Disapprove	5%	(34)	14%	(91)	53%	(350)	28%	(183)	659
Favorable of Biden	18%	(196)	38%	(424)	24%	(266)	20%	(224)	1110
Unfavorable of Biden	7%	(62)	17%	(160)	48%	(456)	28%	(267)	945
Very Favorable of Biden	22%	(136)	38%	(231)	21%	(131)	19%	(116)	614
Somewhat Favorable of Biden	12%	(60)	39%	(193)	27%	(134)	22%	(108)	495
Somewhat Unfavorable of Biden	12%	(31)	23%	(62)	37%	(97)	28%	(73)	263
Very Unfavorable of Biden	5%	(31)	14%	(98)	53%	(359)	28%	(194)	682
#1 Issue: Economy	13%	(106)	28%	(228)	35%	(288)	24%	(199)	821
#1 Issue: Security	9%	(31)	16%	(52)	45%	(148)	29%	(95)	325
#1 Issue: Health Care	15%	(42)	34%	(100)	24%	(71)	27%	(77)	291
#1 Issue: Medicare / Social Security	11%	(25)	28%	(67)	27%	(64)	34%	(81)	238
#1 Issue: Women's Issues	23%	(35)	30%	(46)	38%	(59)	9%	(14)	153
#1 Issue: Education	15%	(15)	24%	(24)	31%	(32)	31%	(32)	104
#1 Issue: Energy	12%	(13)	42%	(46)	31%	(34)	16%	(18)	110
#1 Issue: Other	8%	(13)	30%	(48)	34%	(53)	28%	(44)	159
2020 Vote: Joe Biden	18%	(171)	39%	(365)	24%	(225)	18%	(171)	933
2020 Vote: Donald Trump	9%	(60)	14%	(99)	51%	(356)	26%	(185)	700
2020 Vote: Other	3%	(3)	28%	(23)	49%	(39)	20%	(16)	81
2020 Vote: Didn't Vote	9%	(43)	25%	(120)	26%	(123)	40%	(187)	474
2018 House Vote: Democrat	17%	(116)	39%	(269)	27%	(185)	18%	(123)	694
2018 House Vote: Republican	10%	(58)	17%	(101)	50%	(299)	23%	(139)	597
2018 House Vote: Someone else	8%	(5)	26%	(16)	43%	(26)	24%	(14)	61
2016 Vote: Hillary Clinton	18%	(113)	41%	(263)	24%	(157)	17%	(108)	642
2016 Vote: Donald Trump	9%	(62)	17%	(112)	49%	(334)	25%	(168)	676
2016 Vote: Other	5%	(6)	33%	(38)	39%	(45)	22%	(26)	115
2016 Vote: Didn't Vote	13%	(98)	26%	(197)	28%	(212)	34%	(259)	766

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**Table MCBR6:** *And when it comes to LGBTQIA+ pride-themed merchandise, which best describes why companies release these?*

<b>Demographic</b>	<b>They primarily want to do good</b>		<b>They want to do good, and also get publicity</b>		<b>They primarily want to get publicity</b>		<b>Don't know / no opinion</b>		<b>Total N</b>
Adults	13%	(279)	28%	(611)	34%	(748)	26%	(562)	2200
Voted in 2014: Yes	12%	(145)	30%	(354)	37%	(432)	20%	(240)	1171
Voted in 2014: No	13%	(134)	25%	(257)	31%	(316)	31%	(322)	1029
4-Region: Northeast	14%	(55)	30%	(116)	31%	(120)	26%	(103)	394
4-Region: Midwest	13%	(61)	27%	(124)	35%	(160)	25%	(117)	462
4-Region: South	13%	(106)	26%	(213)	35%	(291)	26%	(215)	824
4-Region: West	11%	(58)	30%	(158)	34%	(177)	24%	(127)	520
LGBTQIA+	19%	(71)	29%	(111)	35%	(135)	17%	(64)	381
Attended June Pride	24%	(91)	39%	(153)	30%	(117)	7%	(27)	389
SRH a Lot/some About June Pride	19%	(193)	38%	(391)	34%	(353)	10%	(103)	1040
SRH not Much/Nothing About June Pride	7%	(86)	19%	(220)	34%	(396)	40%	(458)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR7: Which of the following comes closest to your opinion even if neither is exactly correct?**

Demographic	Companies don't want to lose customers, so they're releasing statements in support of the LGBTQIA+ Pride month		Companies truly care about LGBTQIA+ Pride month		Don't know / No opinion		Total N
Adults	57%	(1258)	15%	(326)	28%	(616)	2200
Gender: Male	59%	(627)	16%	(172)	25%	(263)	1062
Gender: Female	55%	(631)	13%	(154)	31%	(353)	1138
Age: 18-34	55%	(361)	21%	(139)	24%	(155)	655
Age: 35-44	58%	(209)	18%	(64)	24%	(85)	358
Age: 45-64	57%	(431)	11%	(83)	32%	(237)	751
Age: 65+	59%	(257)	9%	(40)	32%	(139)	436
GenZers: 1997-2012	59%	(173)	18%	(53)	23%	(66)	292
Millennials: 1981-1996	53%	(322)	22%	(133)	25%	(149)	605
GenXers: 1965-1980	58%	(329)	12%	(69)	29%	(165)	564
Baby Boomers: 1946-1964	58%	(385)	10%	(63)	32%	(210)	659
PID: Dem (no lean)	51%	(408)	26%	(209)	24%	(191)	808
PID: Ind (no lean)	56%	(418)	10%	(76)	34%	(252)	746
PID: Rep (no lean)	67%	(431)	6%	(40)	27%	(174)	645
PID/Gender: Dem Men	48%	(195)	31%	(124)	22%	(87)	406
PID/Gender: Dem Women	53%	(214)	21%	(85)	26%	(103)	402
PID/Gender: Ind Men	61%	(198)	7%	(24)	32%	(104)	326
PID/Gender: Ind Women	52%	(220)	12%	(52)	35%	(148)	421
PID/Gender: Rep Men	71%	(234)	7%	(24)	22%	(72)	330
PID/Gender: Rep Women	62%	(197)	5%	(16)	32%	(102)	315
Ideo: Liberal (1-3)	57%	(360)	25%	(161)	18%	(112)	632
Ideo: Moderate (4)	59%	(323)	14%	(76)	27%	(146)	544
Ideo: Conservative (5-7)	65%	(471)	8%	(54)	27%	(196)	722
Educ: < College	56%	(843)	13%	(195)	31%	(474)	1512
Educ: Bachelors degree	62%	(276)	16%	(71)	22%	(96)	444
Educ: Post-grad	57%	(138)	24%	(59)	19%	(46)	244
Income: Under 50k	54%	(615)	14%	(161)	32%	(370)	1146
Income: 50k-100k	60%	(417)	16%	(109)	24%	(164)	690
Income: 100k+	62%	(226)	15%	(56)	23%	(83)	365

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**Table MCBR7: Which of the following comes closest to your opinion even if neither is exactly correct?**

Demographic	Companies don't want to lose customers, so they're releasing statements in support of the LGBTQIA+ Pride month		Companies truly care about LGBTQIA+ Pride month		Don't know / No opinion		Total N
Adults	57%	(1258)	15%	(326)	28%	(616)	2200
Ethnicity: White	58%	(1006)	14%	(247)	27%	(468)	1722
Ethnicity: Hispanic	58%	(204)	21%	(74)	21%	(72)	349
Ethnicity: Black	50%	(136)	19%	(52)	31%	(86)	274
Ethnicity: Other	57%	(116)	13%	(26)	30%	(62)	204
All Christian	57%	(558)	15%	(145)	28%	(268)	971
All Non-Christian	53%	(69)	29%	(37)	19%	(25)	131
Atheist	58%	(54)	24%	(23)	18%	(16)	93
Agnostic/Nothing in particular	59%	(341)	11%	(65)	30%	(171)	577
Something Else	55%	(236)	13%	(56)	32%	(136)	428
Religious Non-Protestant/Catholic	55%	(82)	26%	(39)	19%	(28)	148
Evangelical	60%	(378)	14%	(89)	26%	(166)	633
Non-Evangelical	54%	(396)	14%	(103)	32%	(232)	732
Community: Urban	51%	(319)	22%	(139)	27%	(166)	623
Community: Suburban	60%	(607)	12%	(125)	27%	(274)	1006
Community: Rural	58%	(332)	11%	(62)	31%	(177)	571
Employ: Private Sector	59%	(392)	17%	(111)	24%	(160)	664
Employ: Government	54%	(78)	24%	(35)	22%	(31)	144
Employ: Self-Employed	65%	(119)	15%	(28)	20%	(37)	184
Employ: Homemaker	58%	(85)	9%	(14)	33%	(48)	147
Employ: Student	56%	(63)	22%	(25)	22%	(24)	112
Employ: Retired	56%	(280)	10%	(50)	33%	(166)	496
Employ: Unemployed	54%	(154)	13%	(36)	33%	(93)	283
Employ: Other	51%	(87)	15%	(26)	34%	(58)	171
Military HH: Yes	66%	(232)	12%	(43)	22%	(77)	352
Military HH: No	56%	(1026)	15%	(283)	29%	(539)	1848
RD/WT: Right Direction	48%	(487)	23%	(238)	28%	(289)	1014
RD/WT: Wrong Track	65%	(770)	7%	(88)	28%	(327)	1186

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**Table MCBR7:** Which of the following comes closest to your opinion even if neither is exactly correct?

<b>Demographic</b>	<b>Companies don't want to lose customers, so they're releasing statements in support of the LGBTQIA+ Pride month</b>		<b>Companies truly care about LGBTQIA+ Pride month</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	57%	(1258)	15%	(326)	28%	(616)	2200
Biden Job Approve	50%	(569)	24%	(273)	25%	(285)	1128
Biden Job Disapprove	67%	(607)	5%	(46)	27%	(248)	901
Biden Job Strongly Approve	45%	(260)	32%	(182)	23%	(135)	577
Biden Job Somewhat Approve	56%	(310)	17%	(91)	27%	(150)	551
Biden Job Somewhat Disapprove	64%	(154)	8%	(19)	28%	(68)	242
Biden Job Strongly Disapprove	69%	(453)	4%	(27)	27%	(179)	659
Favorable of Biden	51%	(568)	23%	(258)	26%	(283)	1110
Unfavorable of Biden	67%	(636)	6%	(60)	26%	(248)	945
Very Favorable of Biden	47%	(289)	30%	(181)	23%	(144)	614
Somewhat Favorable of Biden	56%	(279)	15%	(77)	28%	(139)	495
Somewhat Unfavorable of Biden	65%	(171)	13%	(35)	22%	(57)	263
Very Unfavorable of Biden	68%	(465)	4%	(26)	28%	(192)	682
#1 Issue: Economy	61%	(502)	12%	(100)	27%	(219)	821
#1 Issue: Security	59%	(191)	9%	(28)	33%	(106)	325
#1 Issue: Health Care	49%	(143)	21%	(61)	30%	(87)	291
#1 Issue: Medicare / Social Security	51%	(121)	16%	(37)	33%	(79)	238
#1 Issue: Women's Issues	65%	(99)	23%	(35)	13%	(19)	153
#1 Issue: Education	53%	(55)	14%	(14)	33%	(34)	104
#1 Issue: Energy	56%	(62)	22%	(25)	22%	(24)	110
#1 Issue: Other	54%	(86)	16%	(25)	30%	(48)	159
2020 Vote: Joe Biden	52%	(483)	24%	(224)	24%	(225)	933
2020 Vote: Donald Trump	69%	(481)	6%	(42)	25%	(176)	700
2020 Vote: Other	66%	(54)	3%	(3)	31%	(25)	81
2020 Vote: Didn't Vote	49%	(232)	11%	(53)	40%	(188)	474
2018 House Vote: Democrat	54%	(373)	24%	(169)	22%	(151)	694
2018 House Vote: Republican	70%	(415)	6%	(39)	24%	(143)	597
2018 House Vote: Someone else	54%	(33)	9%	(6)	36%	(22)	61

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**Table MCBR7: Which of the following comes closest to your opinion even if neither is exactly correct?**

<b>Demographic</b>	<b>Companies don't want to lose customers, so they're releasing statements in support of the LGBTQIA+ Pride month</b>	<b>Companies truly care about LGBTQIA+ Pride month</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	57% (1258)	15% (326)	28% (616)	2200
2016 Vote: Hillary Clinton	53% (339)	24% (154)	23% (149)	642
2016 Vote: Donald Trump	69% (464)	8% (52)	24% (160)	676
2016 Vote: Other	60% (68)	9% (11)	31% (36)	115
2016 Vote: Didn't Vote	50% (386)	14% (109)	35% (271)	766
Voted in 2014: Yes	60% (703)	16% (191)	24% (277)	1171
Voted in 2014: No	54% (555)	13% (135)	33% (339)	1029
4-Region: Northeast	55% (215)	17% (69)	28% (110)	394
4-Region: Midwest	56% (261)	14% (65)	29% (136)	462
4-Region: South	59% (488)	12% (101)	29% (235)	824
4-Region: West	57% (295)	17% (91)	26% (135)	520
LGBTQIA+	59% (225)	20% (78)	20% (77)	381
Attended June Pride	59% (227)	31% (122)	10% (39)	389
SRH a Lot/some About June Pride	61% (636)	23% (237)	16% (167)	1040
SRH not Much/Nothing About June Pride	54% (622)	8% (89)	39% (450)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR8:** Do you support or oppose employers recognizing and celebrating LGBTQIA+ Pride month in the workplace?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	28%	(605)	20%	(435)	9%	(204)	15%	(320)	29%	(636)	2200
Gender: Male	24%	(251)	22%	(231)	11%	(117)	17%	(180)	27%	(283)	1062
Gender: Female	31%	(354)	18%	(203)	8%	(87)	12%	(140)	31%	(353)	1138
Age: 18-34	42%	(272)	19%	(121)	7%	(48)	8%	(52)	25%	(162)	655
Age: 35-44	27%	(98)	22%	(79)	10%	(35)	13%	(46)	28%	(99)	358
Age: 45-64	20%	(153)	20%	(147)	10%	(76)	18%	(132)	32%	(243)	751
Age: 65+	19%	(82)	20%	(87)	10%	(46)	21%	(90)	30%	(132)	436
GenZers: 1997-2012	50%	(146)	16%	(46)	7%	(19)	5%	(14)	23%	(67)	292
Millennials: 1981-1996	31%	(186)	21%	(127)	8%	(49)	12%	(74)	28%	(169)	605
GenXers: 1965-1980	22%	(122)	22%	(123)	10%	(57)	15%	(82)	32%	(179)	564
Baby Boomers: 1946-1964	22%	(143)	19%	(122)	10%	(68)	20%	(129)	30%	(197)	659
PID: Dem (no lean)	47%	(377)	24%	(194)	6%	(45)	6%	(45)	18%	(148)	808
PID: Ind (no lean)	22%	(166)	20%	(146)	8%	(57)	12%	(87)	39%	(290)	746
PID: Rep (no lean)	10%	(62)	15%	(95)	16%	(101)	29%	(188)	31%	(198)	645
PID/Gender: Dem Men	44%	(178)	27%	(109)	8%	(33)	6%	(26)	15%	(60)	406
PID/Gender: Dem Women	49%	(199)	21%	(84)	3%	(12)	5%	(19)	22%	(88)	402
PID/Gender: Ind Men	15%	(48)	21%	(69)	9%	(31)	15%	(49)	39%	(128)	326
PID/Gender: Ind Women	28%	(118)	18%	(76)	6%	(26)	9%	(38)	39%	(162)	421
PID/Gender: Rep Men	7%	(24)	16%	(52)	16%	(53)	32%	(105)	29%	(95)	330
PID/Gender: Rep Women	12%	(38)	14%	(43)	15%	(49)	26%	(83)	33%	(103)	315
Ideo: Liberal (1-3)	53%	(332)	27%	(168)	3%	(18)	6%	(36)	12%	(78)	632
Ideo: Moderate (4)	25%	(134)	24%	(131)	10%	(55)	8%	(42)	34%	(183)	544
Ideo: Conservative (5-7)	10%	(69)	15%	(107)	16%	(118)	30%	(219)	29%	(209)	722
Educ: < College	27%	(407)	18%	(272)	9%	(131)	14%	(217)	32%	(484)	1512
Educ: Bachelors degree	26%	(116)	24%	(107)	11%	(47)	14%	(61)	25%	(113)	444
Educ: Post-grad	33%	(81)	23%	(55)	11%	(26)	17%	(42)	16%	(39)	244
Income: Under 50k	29%	(331)	18%	(210)	9%	(99)	14%	(163)	30%	(342)	1146
Income: 50k-100k	23%	(161)	22%	(155)	9%	(64)	15%	(106)	30%	(204)	690
Income: 100k+	31%	(113)	19%	(70)	11%	(40)	14%	(51)	25%	(91)	365
Ethnicity: White	25%	(425)	20%	(347)	11%	(184)	16%	(283)	28%	(483)	1722
Ethnicity: Hispanic	39%	(136)	19%	(65)	9%	(33)	9%	(32)	24%	(83)	349
Ethnicity: Black	35%	(95)	20%	(56)	3%	(9)	9%	(23)	34%	(92)	274

Continued on next page

**Table MCBR8: Do you support or oppose employers recognizing and celebrating LGBTQIA+ Pride month in the workplace?**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	28%	(605)	20%	(435)	9%	(204)	15%	(320)	29%	(636)	2200
Ethnicity: Other	42%	(85)	16%	(32)	6%	(11)	7%	(14)	30%	(62)	204
All Christian	22%	(209)	20%	(196)	12%	(116)	19%	(188)	27%	(262)	971
All Non-Christian	40%	(52)	22%	(29)	9%	(12)	10%	(13)	19%	(25)	131
Atheist	43%	(40)	22%	(21)	7%	(6)	10%	(9)	18%	(17)	93
Agnostic/Nothing in particular	32%	(184)	23%	(131)	7%	(41)	8%	(46)	30%	(175)	577
Something Else	28%	(121)	13%	(57)	7%	(29)	15%	(63)	37%	(157)	428
Religious Non-Protestant/Catholic	37%	(55)	24%	(35)	8%	(12)	10%	(15)	21%	(32)	148
Evangelical	18%	(114)	15%	(94)	13%	(81)	26%	(166)	28%	(178)	633
Non-Evangelical	28%	(206)	20%	(149)	9%	(64)	11%	(82)	31%	(230)	732
Community: Urban	36%	(222)	22%	(138)	7%	(41)	9%	(54)	27%	(167)	623
Community: Suburban	25%	(250)	20%	(199)	10%	(101)	16%	(156)	30%	(299)	1006
Community: Rural	23%	(132)	17%	(97)	11%	(62)	19%	(110)	30%	(170)	571
Employ: Private Sector	26%	(172)	23%	(155)	10%	(67)	15%	(96)	26%	(173)	664
Employ: Government	34%	(49)	22%	(31)	6%	(8)	19%	(27)	20%	(29)	144
Employ: Self-Employed	28%	(52)	24%	(45)	9%	(16)	11%	(20)	28%	(51)	184
Employ: Homemaker	16%	(23)	16%	(24)	13%	(19)	17%	(25)	38%	(55)	147
Employ: Student	57%	(64)	10%	(11)	8%	(9)	3%	(3)	22%	(25)	112
Employ: Retired	21%	(103)	20%	(98)	12%	(57)	20%	(98)	28%	(139)	496
Employ: Unemployed	32%	(91)	15%	(43)	7%	(20)	12%	(34)	33%	(94)	283
Employ: Other	29%	(50)	16%	(27)	4%	(6)	10%	(17)	41%	(70)	171
Military HH: Yes	22%	(78)	23%	(81)	12%	(43)	16%	(57)	27%	(94)	352
Military HH: No	29%	(527)	19%	(354)	9%	(161)	14%	(263)	29%	(542)	1848
RD/WT: Right Direction	40%	(409)	24%	(245)	6%	(58)	6%	(56)	24%	(246)	1014
RD/WT: Wrong Track	17%	(196)	16%	(190)	12%	(146)	22%	(264)	33%	(390)	1186
Biden Job Approve	43%	(481)	26%	(290)	6%	(65)	5%	(57)	21%	(235)	1128
Biden Job Disapprove	10%	(88)	14%	(123)	15%	(135)	28%	(251)	34%	(304)	901
Biden Job Strongly Approve	51%	(297)	21%	(118)	4%	(25)	6%	(33)	18%	(104)	577
Biden Job Somewhat Approve	33%	(184)	31%	(172)	7%	(40)	4%	(25)	24%	(131)	551
Biden Job Somewhat Disapprove	19%	(45)	18%	(43)	13%	(32)	11%	(26)	40%	(96)	242
Biden Job Strongly Disapprove	6%	(43)	12%	(80)	16%	(103)	34%	(225)	32%	(208)	659

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**Table MCBR8:** Do you support or oppose employers recognizing and celebrating LGBTQIA+ Pride month in the workplace?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	28%	(605)	20%	(435)	9%	(204)	15%	(320)	29%	(636)	2200
Favorable of Biden	43%	(473)	25%	(279)	6%	(67)	5%	(57)	21%	(234)	1110
Unfavorable of Biden	11%	(103)	14%	(137)	14%	(130)	27%	(255)	34%	(320)	945
Very Favorable of Biden	50%	(305)	21%	(131)	6%	(34)	6%	(35)	18%	(109)	614
Somewhat Favorable of Biden	34%	(168)	30%	(148)	7%	(33)	4%	(22)	25%	(125)	495
Somewhat Unfavorable of Biden	20%	(52)	21%	(56)	11%	(29)	11%	(28)	37%	(98)	263
Very Unfavorable of Biden	7%	(50)	12%	(81)	15%	(101)	33%	(228)	33%	(222)	682
#1 Issue: Economy	21%	(171)	25%	(202)	11%	(86)	14%	(117)	30%	(244)	821
#1 Issue: Security	15%	(49)	16%	(51)	12%	(38)	27%	(88)	30%	(99)	325
#1 Issue: Health Care	37%	(106)	21%	(61)	7%	(19)	6%	(18)	30%	(87)	291
#1 Issue: Medicare / Social Security	23%	(55)	19%	(44)	8%	(20)	15%	(35)	35%	(84)	238
#1 Issue: Women's Issues	61%	(93)	14%	(22)	4%	(7)	11%	(16)	10%	(15)	153
#1 Issue: Education	32%	(33)	17%	(18)	17%	(18)	6%	(7)	27%	(28)	104
#1 Issue: Energy	48%	(53)	16%	(18)	9%	(10)	9%	(10)	18%	(19)	110
#1 Issue: Other	28%	(44)	12%	(19)	4%	(6)	19%	(30)	38%	(60)	159
2020 Vote: Joe Biden	45%	(419)	25%	(237)	6%	(52)	6%	(60)	18%	(165)	933
2020 Vote: Donald Trump	9%	(62)	13%	(90)	16%	(109)	29%	(205)	33%	(233)	700
2020 Vote: Other	15%	(12)	35%	(28)	4%	(3)	6%	(5)	40%	(33)	81
2020 Vote: Didn't Vote	22%	(106)	17%	(79)	8%	(38)	10%	(49)	42%	(201)	474
2018 House Vote: Democrat	45%	(310)	26%	(178)	6%	(42)	6%	(43)	17%	(121)	694
2018 House Vote: Republican	9%	(55)	16%	(94)	15%	(92)	30%	(182)	29%	(175)	597
2018 House Vote: Someone else	19%	(12)	23%	(14)	10%	(6)	10%	(6)	38%	(23)	61
2016 Vote: Hillary Clinton	45%	(290)	26%	(169)	5%	(31)	7%	(45)	17%	(106)	642
2016 Vote: Donald Trump	10%	(70)	14%	(95)	16%	(110)	29%	(198)	30%	(203)	676
2016 Vote: Other	20%	(23)	25%	(29)	6%	(7)	13%	(15)	36%	(41)	115
2016 Vote: Didn't Vote	29%	(222)	18%	(141)	7%	(56)	8%	(62)	37%	(285)	766
Voted in 2014: Yes	27%	(314)	21%	(246)	10%	(118)	19%	(223)	23%	(271)	1171
Voted in 2014: No	28%	(291)	18%	(189)	8%	(86)	9%	(98)	36%	(366)	1029
4-Region: Northeast	31%	(122)	20%	(78)	9%	(35)	11%	(43)	29%	(115)	394
4-Region: Midwest	29%	(136)	19%	(86)	7%	(33)	15%	(70)	29%	(136)	462
4-Region: South	24%	(198)	20%	(163)	10%	(83)	16%	(135)	30%	(246)	824
4-Region: West	29%	(149)	21%	(108)	10%	(52)	14%	(72)	27%	(139)	520

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**Table MCBR8:** *Do you support or oppose employers recognizing and celebrating LGBTQIA+ Pride month in the workplace?*

<b>Demographic</b>	<b>Strongly support</b>		<b>Somewhat support</b>		<b>Somewhat oppose</b>		<b>Strongly oppose</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	28%	(605)	20%	(435)	9%	(204)	15%	(320)	29%	(636)	2200
LGBTQIA+	51%	(194)	17%	(66)	8%	(29)	5%	(20)	19%	(71)	381
Attended June Pride	60%	(234)	22%	(84)	5%	(20)	3%	(11)	10%	(40)	389
SRH a Lot/some About June Pride	44%	(460)	23%	(240)	7%	(76)	8%	(88)	17%	(176)	1040
SRH not Much/Nothing About June Pride	12%	(145)	17%	(194)	11%	(128)	20%	(232)	40%	(461)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9:** As you may know, LGBTQIA+ represents people in the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual and/or Ally community. Do you know any LGBTQIA+ individuals in your own life?

Demographic	Yes	No	Total N
Adults	68% (1498)	32% (702)	2200
Gender: Male	62% (658)	38% (404)	1062
Gender: Female	74% (840)	26% (298)	1138
Age: 18-34	71% (463)	29% (193)	655
Age: 35-44	64% (228)	36% (130)	358
Age: 45-64	68% (514)	32% (237)	751
Age: 65+	67% (294)	33% (142)	436
GenZers: 1997-2012	76% (222)	24% (70)	292
Millennials: 1981-1996	65% (391)	35% (214)	605
GenXers: 1965-1980	66% (373)	34% (191)	564
Baby Boomers: 1946-1964	70% (461)	30% (198)	659
PID: Dem (no lean)	71% (574)	29% (235)	808
PID: Ind (no lean)	69% (513)	31% (233)	746
PID: Rep (no lean)	64% (411)	36% (234)	645
PID/Gender: Dem Men	63% (255)	37% (151)	406
PID/Gender: Dem Women	79% (319)	21% (83)	402
PID/Gender: Ind Men	64% (209)	36% (116)	326
PID/Gender: Ind Women	72% (304)	28% (117)	421
PID/Gender: Rep Men	59% (194)	41% (136)	330
PID/Gender: Rep Women	69% (217)	31% (98)	315
Ideo: Liberal (1-3)	77% (489)	23% (143)	632
Ideo: Moderate (4)	65% (353)	35% (191)	544
Ideo: Conservative (5-7)	65% (470)	35% (252)	722
Educ: < College	67% (1017)	33% (495)	1512
Educ: Bachelors degree	68% (302)	32% (142)	444
Educ: Post-grad	73% (179)	27% (65)	244
Income: Under 50k	67% (762)	33% (384)	1146
Income: 50k-100k	69% (477)	31% (213)	690
Income: 100k+	71% (259)	29% (105)	365
Ethnicity: White	69% (1186)	31% (536)	1722
Ethnicity: Hispanic	74% (257)	26% (92)	349
Ethnicity: Black	59% (161)	41% (113)	274

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**Table MCBR9:** *As you may know, LGBTQIA+ represents people in the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual and/or Ally community. Do you know any LGBTQIA+ individuals in your own life?*

Demographic	Yes	No	Total N
Adults	68% (1498)	32% (702)	2200
Ethnicity: Other	74% (151)	26% (53)	204
All Christian	67% (652)	33% (319)	971
All Non-Christian	60% (78)	40% (52)	131
Atheist	85% (79)	15% (14)	93
Agnostic/Nothing in particular	69% (401)	31% (177)	577
Something Else	68% (289)	32% (139)	428
Religious Non-Protestant/Catholic	63% (94)	37% (55)	148
Evangelical	66% (418)	34% (215)	633
Non-Evangelical	68% (495)	32% (237)	732
Community: Urban	66% (410)	34% (214)	623
Community: Suburban	69% (694)	31% (312)	1006
Community: Rural	69% (395)	31% (176)	571
Employ: Private Sector	68% (454)	32% (210)	664
Employ: Government	79% (114)	21% (31)	144
Employ: Self-Employed	70% (129)	30% (55)	184
Employ: Homemaker	68% (100)	32% (47)	147
Employ: Student	79% (88)	21% (23)	112
Employ: Retired	66% (327)	34% (168)	496
Employ: Unemployed	65% (184)	35% (99)	283
Employ: Other	60% (103)	40% (68)	171
Military HH: Yes	75% (264)	25% (88)	352
Military HH: No	67% (1235)	33% (613)	1848
RD/WT: Right Direction	68% (693)	32% (322)	1014
RD/WT: Wrong Track	68% (806)	32% (380)	1186
Biden Job Approve	71% (801)	29% (327)	1128
Biden Job Disapprove	66% (592)	34% (309)	901
Biden Job Strongly Approve	68% (391)	32% (185)	577
Biden Job Somewhat Approve	74% (410)	26% (142)	551
Biden Job Somewhat Disapprove	68% (165)	32% (77)	242
Biden Job Strongly Disapprove	65% (428)	35% (231)	659

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**Table MCBR9:** As you may know, LGBTQIA+ represents people in the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual and/or Ally community. Do you know any LGBTQIA+ individuals in your own life?

Demographic	Yes	No	Total N
Adults	68% (1498)	32% (702)	2200
Favorable of Biden	71% (790)	29% (319)	1110
Unfavorable of Biden	66% (620)	34% (325)	945
Very Favorable of Biden	69% (426)	31% (188)	614
Somewhat Favorable of Biden	74% (364)	26% (131)	495
Somewhat Unfavorable of Biden	69% (182)	31% (81)	263
Very Unfavorable of Biden	64% (438)	36% (244)	682
#1 Issue: Economy	68% (556)	32% (265)	821
#1 Issue: Security	64% (208)	36% (117)	325
#1 Issue: Health Care	64% (186)	36% (105)	291
#1 Issue: Medicare / Social Security	64% (152)	36% (86)	238
#1 Issue: Women's Issues	87% (133)	13% (20)	153
#1 Issue: Education	71% (74)	29% (30)	104
#1 Issue: Energy	73% (81)	27% (29)	110
#1 Issue: Other	68% (109)	32% (50)	159
2020 Vote: Joe Biden	73% (677)	27% (256)	933
2020 Vote: Donald Trump	67% (470)	33% (230)	700
2020 Vote: Other	80% (65)	20% (17)	81
2020 Vote: Didn't Vote	58% (276)	42% (198)	474
2018 House Vote: Democrat	73% (507)	27% (187)	694
2018 House Vote: Republican	68% (405)	32% (192)	597
2018 House Vote: Someone else	65% (40)	35% (21)	61
2016 Vote: Hillary Clinton	73% (471)	27% (170)	642
2016 Vote: Donald Trump	66% (446)	34% (230)	676
2016 Vote: Other	67% (77)	33% (38)	115
2016 Vote: Didn't Vote	66% (503)	34% (263)	766
Voted in 2014: Yes	69% (810)	31% (360)	1171
Voted in 2014: No	67% (688)	33% (341)	1029
4-Region: Northeast	61% (241)	39% (152)	394
4-Region: Midwest	72% (335)	28% (127)	462
4-Region: South	69% (566)	31% (258)	824
4-Region: West	68% (356)	32% (164)	520

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**Table MCBR9:** As you may know, LGBTQIA+ represents people in the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual and/or Ally community. Do you know any LGBTQIA+ individuals in your own life?

Demographic	Yes		No		Total N
Adults	68%	(1498)	32%	(702)	2200
LGBTQIA+	85%	(325)	15%	(56)	381
Attended June Pride	86%	(333)	14%	(55)	389
SRH a Lot/some About June Pride	80%	(832)	20%	(208)	1040
SRH not Much/Nothing About June Pride	57%	(667)	43%	(494)	1160

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	292	13%
	Millennials: 1981-1996	605	27%
	GenXers: 1965-1980	564	26%
	Baby Boomers: 1946-1964	659	30%
	N	2119	
xpid3	PID: Dem (no lean)	808	37%
	PID: Ind (no lean)	746	34%
	PID: Rep (no lean)	645	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	406	18%
	PID/Gender: Dem Women	402	18%
	PID/Gender: Ind Men	326	15%
	PID/Gender: Ind Women	421	19%
	PID/Gender: Rep Men	330	15%
	PID/Gender: Rep Women	315	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	632	29%
	Ideo: Moderate (4)	544	25%
	Ideo: Conservative (5-7)	722	33%
	N	1898	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1146	52%
	Income: 50k-100k	690	31%
	Income: 100k+	365	17%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	971	44%
	All Non-Christian	131	6%
	Atheist	93	4%
	Agnostic/Nothing in particular	577	26%
	Something Else	428	19%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	148	7%
xdemEvang	Evangelical	633	29%
	Non-Evangelical	732	33%
	N	1364	
xdemUsr	Community: Urban	623	28%
	Community: Suburban	1006	46%
	Community: Rural	571	26%
	N	2200	
xdemEmploy	Employ: Private Sector	664	30%
	Employ: Government	144	7%
	Employ: Self-Employed	184	8%
	Employ: Homemaker	147	7%
	Employ: Student	112	5%
	Employ: Retired	496	23%
	Employ: Unemployed	283	13%
	Employ: Other	171	8%
	N	2200	
xdemMilHH1	Military HH: Yes	352	16%
	Military HH: No	1848	84%
	N	2200	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1014	46%
	RD/WT: Wrong Track	1186	54%
	N	2200	
xdemBidenApprove	Biden Job Approve	1128	51%
	Biden Job Disapprove	901	41%
	N	2029	
xdemBidenApprove2	Biden Job Strongly Approve	577	26%
	Biden Job Somewhat Approve	551	25%
	Biden Job Somewhat Disapprove	242	11%
	Biden Job Strongly Disapprove	659	30%
	N	2029	
xdemBidenFav	Favorable of Biden	1110	50%
	Unfavorable of Biden	945	43%
	N	2055	
xdemBidenFavFull	Very Favorable of Biden	614	28%
	Somewhat Favorable of Biden	495	23%
	Somewhat Unfavorable of Biden	263	12%
	Very Unfavorable of Biden	682	31%
	N	2055	
xnr3	#1 Issue: Economy	821	37%
	#1 Issue: Security	325	15%
	#1 Issue: Health Care	291	13%
	#1 Issue: Medicare / Social Security	238	11%
	#1 Issue: Women's Issues	153	7%
	#1 Issue: Education	104	5%
	#1 Issue: Energy	110	5%
	#1 Issue: Other	159	7%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	933	42%
	2020 Vote: Donald Trump	700	32%
	2020 Vote: Other	81	4%
	2020 Vote: Didn't Vote	474	22%
	N	2188	
xsubVote18O	2018 House Vote: Democrat	694	32%
	2018 House Vote: Republican	597	27%
	2018 House Vote: Someone else	61	3%
	N	1352	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	642	29%
	2016 Vote: Donald Trump	676	31%
	2016 Vote: Other	115	5%
	2016 Vote: Didn't Vote	766	35%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1171	53%
	Voted in 2014: No	1029	47%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCBRxdem1	LGBTQIA+	381	17%
MCBRxdem2	Attended June Pride	389	18%
MCBRxdem3	SRH a Lot/some About June Pride	1040	47%
MCBRxdem4	SRH not Much/Nothing About June Pride	1160	53%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

**MORNING CONSULT**