

METHODOLOGY

Embold Research surveyed 3,197 likely voters nationwide from May 22-31, 2023. Embold Research self-funded this research for public release.

We used the following sources to recruit respondents:

- targeted advertisements using the Meta advertising platform
- SMS text messages

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted likely voters nationwide. Those who indicated that they were not registered to vote were terminated. As the survey fielded, Embold Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, raising budgets for ads targeting groups that were underrepresented. The survey was conducted in English.

The survey was conducted online by Embold Research. Post-stratification was performed on age, gender, Census region, CDC urban-rural county designations, education, ethnicity, region, and 2020 presidential vote. Weighting parameters were based on the demographic composition of likely voters nationwide, obtained from the voter file.

The modeled margin of error* for this survey is 2.0%, which uses effective sample sizes** that adjust for the design effect of weighting.

* We adopt The Pew Research Center's convention for the term "modeled margin of error"⁽¹⁾ (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

** The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation⁽²⁾.

(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. Survey Sampling, 1965.

REPORTED QUESTIONS

1. Which of the following do you consider yourself to be? Select all that apply.
 - Straight or heterosexual
 - Lesbian
 - Gay
 - Bisexual
 - Transgender
 - Prefer not to say
2. Do you have a family member, friend, coworker, or personal acquaintance who are lesbian, gay, transgender, bisexual, or otherwise part of the LGBTQ community? Select all that apply.
 - Yes, I have a transgender child
 - Yes, I have transgender family, friends, coworkers, or personal acquaintances
 - Yes, I have gay, bisexual, or lesbian child
 - Yes, I have gay, bisexual, or lesbian family members, friends, coworkers, or personal acquaintances
 - I consider myself to be an ally to the LGBTQ community
 - None of these apply to me
3. How much have you seen, read, or heard about each of the following? [A lot | A decent amount | A little | None at all]
 - Book banning
 - Critical race theory
 - Don't Say Gay and similar laws
 - Gender-Affirming care
 - Transgender kids in sports
 - Violence against the LGBTQ community
 - Respect for Marriage Act
4. Do you believe elected officials in your state are focusing too much, too little, or about the right amount on the following issues?
[Too much | Too little | About the right amount | Not sure] [RANDOMIZE]
 - Improving K-12 education
 - Making healthcare more affordable
 - Making housing more affordable
 - Policies that impact transgender individuals
 - Lowering the cost of living
 - Preventing gun violence
 - Restricting the Second Amendment
 - Dealing with politics in education
 - Influencing what is taught in schools
5. [JUST LGBTQ FOLKS + allies] How effective do you think the following are at creating progress for the LGBTQ community? [Very effective | Somewhat effective | Not very effective | Not effective at all | Not sure]
 - Voting
 - Volunteering or donating to a political campaign



- Protesting
 - Advocacy through LGBTQ organizations
6. Do you believe Pride events help make society more accepting of LGBTQ+ people?
- Yes
 - No
 - Not sure