



Pride 2023 National Survey

3197 Interviews, May 22-31, 2003

Q1. 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.

- 63% Yes, I have gay, bisexual, or lesbian family members, friends, coworkers, or personal acquaintances
- 31 I consider myself to be an ally to the LGBTQ community
- 28 Yes, I have transgender family, friends, coworkers, or personal acquaintances
- 22 None of these apply to me
- 7 Yes, I have gay, bisexual, or lesbian child
- 2 Yes, I have a transgender child

Q2. Which of the following do you consider yourself to be? Select all that apply.

- 83% Straight or heterosexual
- 8 Bisexual
- 4 Prefer not to say
- 4 Gay
- 2 Lesbian
- 2 Transgender

Q3. 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	47	30	17	6
Critical race theory	47	32	15	6
Don't Say Gay and similar laws	41	30	18	11
Gender-Affirming care	43	30	18	9
Transgender kids in sports	49	33	15	3
Violence against the LGBTQ community	38	29	21	12
Respect for Marriage Act	19	27	29	25

Q4. 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
Improving K-12 education	4	75	14	7
Making healthcare more affordable	4	75	14	6
Making housing more affordable	4	76	12	8
Policies that impact transgender individuals	48	21	16	15

Polling was conducted online from May 22-31, 2023. Using its Bias Correct Engine to attain a representative sample, Embold Research polled 3197 voters nationally. Post-stratification was performed on age, gender, race/ethnicity, education, region, population density, and 2020 presidential vote.

Lowering the cost of living	2	83	9	6
Preventing gun violence	17	55	21	7
Restricting the Second Amendment	37	35	17	11
Dealing with politics in education	29	43	15	14
Influencing what is taught in schools	52	23	16	9

Q5. Do you support or oppose each of the following proposals?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure	Total support	Total oppose
Guaranteeing same-sex couples the right to get married in every state and have the same legal protections as heterosexual couples	62	14	7	13	4	76	20
Banning discrimination in jobs, housing, and public accommodations on the basis of sexual orientation and gender identity	57	12	8	18	5	68	27
Allowing same-sex couples the same parental rights over their children as opposite-sex couples	65	15	6	10	5	79	16
Banning drag performances and cross-dressing in public spaces	27	8	10	49	5	35	60
Banning transgender athletes from participating in sports that match their gender identity	45	9	12	24	10	54	36
Banning transgender individuals from using bathrooms that match their gender identity	36	8	8	41	7	44	49

Q6. 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
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Voting	53	34	8	3	2
Volunteering or donating to a political campaign	21	49	20	5	5
Protesting	24	51	16	6	2
Advocacy through LGBTQ organizations	42	48	5	2	3

Q7. Do you believe Pride events help make society more accepting of LGBTQ people?

38% Yes
 41% No
 21% Not sure

Are you:

48% Male
 51% Female
 2% Other

Age

24% 18 to 34
 22% 35 to 49
 26% 50 to 64
 27% 65+

What is your race?

66% White / Caucasian
 11% Hispanic or Latino/a
 11% Black or African American
 6% Asian / Pacific Islander
 1% American Indian or Alaska Native
 4% Other

What is the highest level of education you have completed?

12% High school diploma or less
 27% Some college, but no degree
 12% Associate's degree, or two-year college degree
 28% Bachelor's degree, or four-year college degree
 22% Graduate degree

Party Identification

26% Strong Democrats
 9% Weak Democrats
 11% Independent lean Democrats
 11% Pure independents
 12% Independent lean Republicans
 7% Weak Republicans
 24% Strong Republicans

34% Base Democrats
 34% Independents + Leaners
 32% Base Republicans

45% Democrats

- 11 Pure independents
- 43 Republicans

How did you vote in the 2020 election for President, or for some reason were you unable to vote?

- 46% Joe Biden, the Democrat
- 42 Donald Trump, the Republican
- 4 Jo Jorgensen, the Libertarian
- 4 Not registered/Too young/Ineligible
- 5 Did not vote