



## METHODOLOGY

*Change Research surveyed 3,197 likely voters nationwide from May 22-31, 2023. Change 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, Change 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 Change 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"<sup>(1)</sup> (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 <sup>(2)</sup>.*

*(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

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

Do you have a family member, friend, coworker, or personal acquaintance who are lesbian, gay, transgender, bisexual, or otherwise part of the LGTBQ 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

How favorable are your feelings about each of the following? [Randomize] [Very favorable | Somewhat favorable | Neutral | Somewhat unfavorable | Very unfavorable | Never heard of them]

- Bud Light
- Target

[LGBTQ + allies] Many companies have marketing strategies and communications centered around Pride during the month of June. Do you think they are doing this to: [ROTATE]

- Show their support for their LGBTQ employees and customers
- Make more money from people who support Pride
- Not sure

How much, if at all, do you know about the history of Pride Month, which takes place every June to support the LGBTQ community?

- A lot
- Some
- Not a lot
- Nothing at all