



Pride 2023 National Survey

3197 Interviews, May 22-31, 2023

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. Have you ever attended a Pride celebration?

- 30% Yes
- 69 No
- 1 Not sure

Q4. Do you plan to participate in any Pride Month activities or celebrations this year?

- 17% Yes
- 68 No
- 16 Not sure

Q5. Do you believe Pride events help make society more accepting of LGBTQ people?

- 38% Yes
- 41 No
- 21 Not sure

Q6. Which of the following events or activities will you be participating in? Select all that apply

- 24% Social events in my community
- 15 Parade
- 15 Donating to an LGBTQ cause
- 9 Drag performance
- 6 Protest
- 6 Travel to other cities for events
- 4 Other (please specify)
- 63 None of these

Polling was conducted online from May 22-31, 2023. Using its Bias Correct Engine to attain a representative sample, Change Research polled 3196 voters nationally. Post-stratification was performed on age, gender, race/ethnicity, education, region, population density, and 2020 presidential vote.