



## National Survey

3197 Interviews, May 22-31, 2003

**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

**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

**How favorable are your feelings about each of the following?**

	<u>Favorable</u>			<u>Unfavorable</u>		Never Heard of	Total Fav	Total Unfav
	Very	Smwt	Neu	Smwt	Very			
Target	16	19	31	12	22	1	34	34
Bud Light	7	9	38	11	34	0	16	45

**Many companies have marketing strategies and communications centered around Pride during the month of June. Do you think they are doing this to:**

- 30% Show their support for their LGBTQ employees and customers
- 60 Make more money from people who support Pride
- 10 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?**

- 21% A lot
- 48 Some
- 22 Not a lot
- 9 Nothing at all

**Are you:**

- 48% Male
- 51 Female
- 2 Other

*Polling was conducted online from May 22-31, 2003. 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.*

**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