

## YouGov - LGBT Corporate Questions

GB18 Sample: 18th - 19th November 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

**Pride\_Q5. Which, if any, of the following do you care about when looking for a new brand/ company to purchase goods/ services from? (Please select all that apply)**

	Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	2001	970	1031	222	291	369	320	798	1141	860	
How conscious they are about the environment (e.g. use of plastics, environmental impact etc.)	43%	38%	47%	52%	43%	44%	42%	40%	48%	36%	
How ethically the goods/ services are sourced	40%	36%	45%	49%	41%	44%	35%	38%	44%	36%	
How good the customer service is	63%	61%	65%	50%	57%	60%	65%	70%	67%	59%	
Whether their values align with my own (i.e. on social and political issues)	28%	29%	27%	35%	34%	33%	26%	23%	33%	23%	
How fairly their staff and customers are treated	41%	40%	43%	47%	42%	38%	41%	42%	44%	38%	
None of these	13%	15%	11%	6%	13%	15%	15%	13%	10%	16%	
Don't know	9%	8%	10%	16%	13%	7%	9%	6%	8%	10%	

**How appropriate or inappropriate do you think it is for a brand/ company to have a public opinion on the following issues? (Please select one option per row)**

**Pride\_Q2\_1. Lesbian, Gay, Bisexual, Trans (LGBT+) rights/ issues**

	Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	2001	970	1031	222	291	369	320	798	1141	860	
Very appropriate	24%	22%	27%	31%	38%	29%	22%	16%	27%	21%	
Fairly appropriate	26%	24%	28%	29%	27%	28%	30%	22%	28%	23%	
Fairly inappropriate	15%	15%	14%	14%	10%	11%	13%	18%	15%	14%	
Very inappropriate	19%	24%	14%	12%	12%	16%	18%	26%	18%	21%	
Don't know	16%	15%	17%	14%	13%	16%	17%	17%	13%	20%	

**Pride\_Q2\_2. Gender equality/ feminism**

	Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	2001	970	1031	222	291	369	320	798	1141	860	
Very appropriate	29%	25%	33%	37%	43%	32%	26%	21%	32%	24%	
Fairly appropriate	29%	28%	30%	29%	26%	32%	30%	29%	31%	27%	
Fairly inappropriate	13%	15%	11%	15%	9%	10%	13%	15%	12%	13%	
Very inappropriate	14%	19%	10%	9%	9%	13%	14%	19%	13%	16%	
Don't know	15%	14%	16%	11%	12%	14%	16%	16%	11%	19%	

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GB18 Sample: 18th - 19th November 2020

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

**Pride\_Q5. Which, if any, of the following do you care about when looking for a new brand/ company to purchase goods/ services from? (Please select all that apply)**

	2001	481	322	189	248	477	1717	106	178
Unweighted base	2001	478	330	181	270	470	1729	98	174
<b>Base: All GB Adults</b>									
How conscious they are about the environment (e.g. use of plastics, environmental impact etc.)	43%	38%	40%	41%	48%	46%	43%	45%	43%
How ethically the goods/ services are sourced	40%	38%	38%	44%	45%	39%	40%	42%	44%
How good the customer service is	63%	61%	57%	67%	68%	64%	63%	71%	64%
Whether their values align with my own (i.e. on social and political issues)	28%	28%	28%	28%	34%	28%	29%	19%	28%
How fairly their staff and customers are treated	41%	43%	38%	45%	45%	39%	42%	36%	44%
None of these	13%	15%	15%	11%	11%	11%	13%	10%	13%
Don't know	9%	11%	8%	9%	7%	8%	9%	10%	8%

**How appropriate or inappropriate do you think it is for a brand/ company to have a public opinion on the following issues? (Please select one option per row)**

**Pride\_Q2\_1. Lesbian, Gay, Bisexual, Trans (LGBT+) rights/ issues**

	2001	481	322	189	248	477	1717	106	178
Unweighted base	2001	478	330	181	270	470	1729	98	174
<b>Base: All GB Adults</b>									
Very appropriate	24%	29%	23%	17%	30%	23%	25%	26%	19%
Fairly appropriate	26%	22%	27%	31%	26%	24%	25%	26%	36%
Fairly inappropriate	15%	13%	14%	15%	15%	16%	15%	17%	13%
Very inappropriate	19%	20%	22%	21%	14%	22%	20%	20%	12%
Don't know	16%	17%	15%	15%	16%	15%	16%	11%	21%

**Pride\_Q2\_2. Gender equality/ feminism**

	2001	481	322	189	248	477	1717	106	178
Unweighted base	2001	478	330	181	270	470	1729	98	174
<b>Base: All GB Adults</b>									
Very appropriate	29%	30%	30%	25%	35%	26%	29%	31%	24%
Fairly appropriate	29%	26%	29%	33%	29%	29%	28%	32%	37%
Fairly inappropriate	13%	12%	13%	13%	12%	15%	13%	12%	12%
Very inappropriate	14%	15%	16%	15%	11%	16%	15%	16%	9%
Don't know	15%	17%	13%	14%	13%	15%	15%	9%	19%

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GB18 Sample: 18th - 19th November 2020

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Pride_Q2_3. Animal rights</b>										
Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	<b>2001</b>	<b>970</b>	<b>1031</b>	<b>222</b>	<b>291</b>	<b>369</b>	<b>320</b>	<b>798</b>	<b>1141</b>	<b>860</b>
Very appropriate	37%	30%	44%	39%	48%	43%	35%	30%	38%	35%
Fairly appropriate	36%	38%	34%	38%	32%	34%	39%	37%	36%	36%
Fairly inappropriate	8%	12%	5%	12%	4%	5%	7%	11%	10%	6%
Very inappropriate	6%	8%	5%	1%	4%	6%	5%	9%	6%	6%
Don't know	12%	12%	12%	10%	12%	12%	14%	13%	10%	16%
<b>Pride_Q2_4. Environmental causes (e.g. plastics, climate change, fuel etc.)</b>										
Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	<b>2001</b>	<b>970</b>	<b>1031</b>	<b>222</b>	<b>291</b>	<b>369</b>	<b>320</b>	<b>798</b>	<b>1141</b>	<b>860</b>
Very appropriate	51%	47%	55%	60%	59%	51%	45%	47%	53%	47%
Fairly appropriate	31%	33%	30%	23%	24%	31%	37%	34%	32%	30%
Fairly inappropriate	4%	6%	3%	6%	5%	5%	3%	4%	4%	4%
Very inappropriate	4%	6%	3%	1%	2%	5%	5%	6%	4%	5%
Don't know	9%	9%	10%	10%	11%	8%	10%	9%	7%	13%
<b>Pride_Q2_5. Racial equality and justice</b>										
Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	<b>2001</b>	<b>970</b>	<b>1031</b>	<b>222</b>	<b>291</b>	<b>369</b>	<b>320</b>	<b>798</b>	<b>1141</b>	<b>860</b>
Very appropriate	38%	34%	43%	46%	46%	38%	34%	35%	41%	34%
Fairly appropriate	28%	27%	28%	28%	26%	29%	30%	27%	30%	25%
Fairly inappropriate	10%	11%	9%	8%	8%	8%	9%	12%	10%	9%
Very inappropriate	12%	16%	7%	7%	7%	13%	14%	13%	10%	15%
Don't know	13%	12%	13%	10%	13%	12%	13%	13%	9%	17%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

### Pride\_Q2\_3. Animal rights

Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	<b>2001</b>	<b>478</b>	<b>330</b>	<b>181</b>	<b>270</b>	<b>470</b>	<b>1729</b>	<b>98</b>	<b>174</b>
Very appropriate	37%	38%	38%	32%	39%	35%	37%	43%	37%
Fairly appropriate	36%	34%	34%	45%	39%	35%	36%	35%	37%
Fairly inappropriate	8%	9%	10%	5%	6%	10%	8%	8%	8%
Very inappropriate	6%	6%	7%	8%	4%	7%	7%	6%	4%
Don't know	12%	14%	11%	11%	11%	12%	12%	8%	14%

### Pride\_Q2\_4. Environmental causes (e.g. plastics, climate change, fuel etc.)

Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	<b>2001</b>	<b>478</b>	<b>330</b>	<b>181</b>	<b>270</b>	<b>470</b>	<b>1729</b>	<b>98</b>	<b>174</b>
Very appropriate	51%	49%	53%	44%	53%	51%	50%	51%	53%
Fairly appropriate	31%	30%	31%	34%	32%	31%	31%	32%	31%
Fairly inappropriate	4%	6%	3%	5%	3%	4%	4%	5%	3%
Very inappropriate	4%	4%	5%	6%	2%	5%	5%	5%	2%
Don't know	9%	11%	7%	11%	9%	9%	9%	7%	11%

### Pride\_Q2\_5. Racial equality and justice

Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	<b>2001</b>	<b>478</b>	<b>330</b>	<b>181</b>	<b>270</b>	<b>470</b>	<b>1729</b>	<b>98</b>	<b>174</b>
Very appropriate	38%	40%	40%	36%	43%	35%	39%	38%	36%
Fairly appropriate	28%	26%	26%	34%	27%	27%	27%	29%	31%
Fairly inappropriate	10%	9%	9%	6%	11%	11%	9%	10%	11%
Very inappropriate	12%	11%	14%	12%	8%	15%	12%	12%	7%
Don't know	13%	14%	11%	13%	11%	12%	12%	11%	15%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

How appropriate or inappropriate do you think it is for a brand/ company to openly support the following?

### Pride\_Q2a\_1. Lesbian, Gay, Bisexual, Trans (LGBT+) rights/ issues

Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	2001	970	1031	222	291	369	320	798	1141	860
Very appropriate	32%	28%	37%	45%	48%	40%	30%	20%	35%	29%
Fairly appropriate	24%	24%	24%	25%	23%	23%	28%	24%	26%	22%
Fairly inappropriate	12%	14%	11%	7%	7%	12%	12%	16%	13%	12%
Very inappropriate	15%	20%	11%	11%	8%	12%	14%	21%	13%	18%
Don't know	16%	14%	17%	13%	14%	13%	15%	18%	13%	18%

### Pride\_Q2a\_2. Gender equality/ feminism

Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	2001	970	1031	222	291	369	320	798	1141	860
Very appropriate	36%	31%	42%	49%	50%	41%	33%	27%	40%	31%
Fairly appropriate	28%	28%	27%	26%	27%	28%	28%	28%	29%	26%
Fairly inappropriate	10%	13%	8%	8%	4%	10%	10%	13%	9%	11%
Very inappropriate	12%	16%	8%	7%	6%	9%	12%	17%	10%	15%
Don't know	14%	13%	15%	9%	13%	13%	15%	16%	12%	17%

### Pride\_Q2a\_3. Animal rights

Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	2001	970	1031	222	291	369	320	798	1141	860
Very appropriate	43%	36%	49%	52%	54%	50%	39%	34%	42%	43%
Fairly appropriate	32%	34%	30%	31%	29%	29%	36%	33%	33%	30%
Fairly inappropriate	7%	10%	4%	7%	3%	5%	6%	10%	8%	6%
Very inappropriate	6%	8%	5%	1%	2%	6%	7%	9%	6%	6%
Don't know	12%	12%	12%	9%	12%	10%	12%	13%	10%	14%

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GB18 Sample: 18th - 19th November 2020

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

How appropriate or inappropriate do you think it is for a brand/ company to openly support the following?

**Pride\_Q2a\_1. Lesbian, Gay, Bisexual, Trans (LGBT+) rights/ issues**

	2001	481	322	189	248	477	1717	106	178
Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	2001	478	330	181	270	470	1729	98	174
Very appropriate	32%	35%	32%	27%	37%	30%	32%	34%	30%
Fairly appropriate	24%	23%	23%	26%	23%	24%	23%	28%	32%
Fairly inappropriate	12%	11%	12%	15%	13%	14%	13%	16%	8%
Very inappropriate	15%	15%	18%	16%	13%	17%	16%	10%	10%
Don't know	16%	16%	15%	15%	15%	15%	15%	12%	20%

**Pride\_Q2a\_2. Gender equality/ feminism**

	2001	481	322	189	248	477	1717	106	178
Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	2001	478	330	181	270	470	1729	98	174
Very appropriate	36%	38%	37%	29%	42%	35%	37%	36%	33%
Fairly appropriate	28%	26%	26%	31%	24%	27%	26%	31%	37%
Fairly inappropriate	10%	9%	12%	13%	11%	10%	11%	13%	5%
Very inappropriate	12%	12%	13%	13%	10%	13%	12%	9%	9%
Don't know	14%	14%	13%	14%	13%	14%	14%	11%	16%

**Pride\_Q2a\_3. Animal rights**

	2001	481	322	189	248	477	1717	106	178
Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	2001	478	330	181	270	470	1729	98	174
Very appropriate	43%	43%	43%	38%	44%	42%	42%	49%	43%
Fairly appropriate	32%	30%	32%	37%	33%	30%	32%	32%	36%
Fairly inappropriate	7%	7%	6%	5%	8%	9%	7%	8%	4%
Very inappropriate	6%	7%	7%	9%	5%	7%	7%	3%	5%
Don't know	12%	13%	12%	11%	10%	13%	12%	8%	13%

## YouGov - LGBT Corporate Questions

GB18 Sample: 18th - 19th November 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

### Pride\_Q2a\_4. Environmental causes (e.g. plastics, climate change, fuel etc.)

Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	2001	970	1031	222	291	369	320	798	1141	860
Very appropriate	55%	51%	60%	65%	63%	58%	51%	50%	57%	53%
Fairly appropriate	27%	29%	25%	21%	22%	25%	32%	30%	27%	27%
Fairly inappropriate	4%	5%	3%	5%	2%	4%	3%	4%	4%	3%
Very inappropriate	5%	6%	3%	0%	2%	5%	6%	6%	4%	5%
Don't know	9%	9%	9%	8%	11%	8%	8%	10%	8%	11%

### Pride\_Q2a\_5. Racial equality and justice

Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	2001	970	1031	222	291	369	320	798	1141	860
Very appropriate	43%	38%	48%	53%	56%	46%	39%	36%	45%	40%
Fairly appropriate	27%	27%	27%	27%	24%	24%	28%	29%	29%	24%
Fairly inappropriate	7%	9%	6%	3%	4%	8%	9%	9%	7%	7%
Very inappropriate	11%	15%	7%	9%	5%	10%	13%	13%	9%	13%
Don't know	12%	11%	12%	8%	12%	12%	12%	13%	10%	15%

On a scale of 0 to 6, where 0 is "Much more negatively" and 6 is "Much more positively"...

How much more positively or negatively, if at all, would you feel towards a brand or company that openly supported the following things?

### Pride\_Q3new\_1. LGBT+ rights

Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	2001	970	1031	222	291	369	320	798	1141	860
6 - Much more positively	24%	18%	31%	32%	36%	31%	23%	15%	25%	24%
5	8%	8%	9%	10%	10%	8%	10%	7%	10%	7%
4	9%	9%	9%	11%	14%	9%	9%	7%	11%	7%
3 - No effect	34%	36%	33%	27%	24%	34%	36%	40%	34%	34%
2	4%	5%	3%	1%	5%	3%	5%	5%	4%	5%
1	3%	4%	2%	3%	1%	2%	3%	5%	3%	3%
0 - Much more negatively	10%	15%	6%	8%	3%	8%	9%	15%	8%	13%
Don't know	6%	5%	7%	7%	6%	5%	6%	6%	5%	8%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

### Pride\_Q2a\_4. Environmental causes (e.g. plastics, climate change, fuel etc.)

Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	2001	478	330	181	270	470	1729	98	174
Very appropriate	55%	55%	58%	48%	59%	56%	56%	56%	53%
Fairly appropriate	27%	27%	27%	33%	24%	26%	27%	28%	31%
Fairly inappropriate	4%	4%	3%	3%	5%	3%	4%	6%	3%
Very inappropriate	5%	4%	4%	7%	3%	6%	5%	3%	3%
Don't know	9%	10%	8%	9%	9%	9%	9%	7%	11%

### Pride\_Q2a\_5. Racial equality and justice

Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	2001	478	330	181	270	470	1729	98	174
Very appropriate	43%	43%	46%	38%	48%	40%	43%	44%	42%
Fairly appropriate	27%	26%	23%	35%	24%	27%	26%	27%	33%
Fairly inappropriate	7%	7%	8%	5%	9%	7%	7%	12%	6%
Very inappropriate	11%	11%	12%	12%	8%	13%	11%	8%	5%
Don't know	12%	13%	11%	11%	11%	12%	12%	9%	14%

On a scale of 0 to 6, where 0 is "Much more negatively" and 6 is "Much more positively"...

How much more positively or negatively, if at all, would you feel towards a brand or company that openly supported the following things?

### Pride\_Q3new\_1. LGBT+ rights

Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	2001	478	330	181	270	470	1729	98	174
6 - Much more positively	24%	24%	23%	26%	30%	21%	24%	24%	24%
5	8%	9%	10%	5%	9%	8%	8%	8%	9%
4	9%	9%	8%	8%	10%	10%	9%	10%	10%
3 - No effect	34%	34%	34%	35%	30%	36%	34%	38%	36%
2	4%	4%	4%	5%	5%	5%	4%	3%	4%
1	3%	4%	3%	7%	2%	2%	3%	2%	3%
0 - Much more negatively	10%	9%	13%	9%	8%	12%	11%	7%	6%
Don't know	6%	7%	5%	5%	6%	5%	6%	8%	8%



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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Pride_Q3new_2. Anti-racism</b>										
Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	<b>2001</b>	<b>970</b>	<b>1031</b>	<b>222</b>	<b>291</b>	<b>369</b>	<b>320</b>	<b>798</b>	<b>1141</b>	<b>860</b>
6 - Much more positively	27%	19%	35%	34%	38%	33%	26%	20%	29%	25%
5	11%	12%	11%	12%	13%	11%	12%	10%	13%	9%
4	11%	12%	10%	15%	14%	10%	10%	10%	12%	10%
3 - No effect	28%	29%	26%	23%	21%	28%	30%	31%	27%	29%
2	4%	5%	4%	1%	3%	3%	5%	5%	4%	5%
1	3%	4%	2%	3%	2%	1%	3%	4%	3%	3%
0 - Much more negatively	10%	15%	6%	4%	4%	8%	10%	15%	8%	12%
Don't know	5%	4%	7%	7%	6%	5%	5%	5%	4%	7%
<b>Pride_Q3new_3. Animal rights</b>										
Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	<b>2001</b>	<b>970</b>	<b>1031</b>	<b>222</b>	<b>291</b>	<b>369</b>	<b>320</b>	<b>798</b>	<b>1141</b>	<b>860</b>
6 - Much more positively	32%	24%	39%	35%	38%	36%	33%	26%	30%	34%
5	14%	13%	15%	11%	16%	13%	13%	15%	16%	12%
4	17%	18%	16%	24%	18%	14%	16%	17%	18%	16%
3 - No effect	25%	30%	20%	17%	19%	27%	26%	28%	25%	25%
2	2%	3%	1%	2%	2%	1%	3%	2%	2%	2%
1	1%	2%	1%	1%	-	1%	1%	2%	1%	2%
0 - Much more negatively	3%	4%	2%	1%	0%	4%	3%	4%	3%	3%
Don't know	5%	5%	6%	9%	6%	5%	5%	5%	4%	7%
<b>Pride_Q3new_4. Environmental issues</b>										
Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	<b>2001</b>	<b>970</b>	<b>1031</b>	<b>222</b>	<b>291</b>	<b>369</b>	<b>320</b>	<b>798</b>	<b>1141</b>	<b>860</b>
6 - Much more positively	40%	33%	47%	45%	48%	44%	38%	36%	42%	38%
5	16%	17%	16%	14%	15%	16%	16%	18%	18%	15%
4	14%	16%	12%	16%	14%	10%	14%	15%	14%	14%
3 - No effect	19%	22%	16%	10%	14%	20%	22%	21%	16%	22%
2	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%
1	1%	2%	1%	3%	0%	0%	1%	1%	1%	1%
0 - Much more negatively	3%	4%	1%	2%	1%	4%	2%	3%	3%	3%
Don't know	5%	4%	6%	8%	6%	5%	5%	4%	4%	6%

## YouGov - LGBT Corporate Questions

GB18 Sample: 18th - 19th November 2020

	Total	Region							
		North	Midlands	East	London	South	England (NET)	Wales	Scotland
<b>Pride_Q3new_2. Anti-racism</b>									
Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	<b>2001</b>	<b>478</b>	<b>330</b>	<b>181</b>	<b>270</b>	<b>470</b>	<b>1729</b>	<b>98</b>	<b>174</b>
6 - Much more positively	27%	26%	30%	30%	31%	23%	27%	28%	29%
5	11%	12%	12%	11%	14%	11%	12%	8%	8%
4	11%	10%	11%	8%	13%	12%	11%	12%	11%
3 - No effect	28%	26%	24%	27%	24%	30%	27%	32%	34%
2	4%	3%	4%	3%	5%	5%	4%	4%	4%
1	3%	3%	2%	5%	1%	4%	3%	2%	3%
0 - Much more negatively	10%	11%	13%	11%	9%	10%	11%	8%	5%
Don't know	5%	7%	5%	5%	4%	4%	5%	7%	6%
<b>Pride_Q3new_3. Animal rights</b>									
Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	<b>2001</b>	<b>478</b>	<b>330</b>	<b>181</b>	<b>270</b>	<b>470</b>	<b>1729</b>	<b>98</b>	<b>174</b>
6 - Much more positively	32%	31%	34%	30%	34%	29%	31%	37%	34%
5	14%	15%	12%	15%	16%	14%	14%	13%	11%
4	17%	14%	20%	19%	18%	18%	18%	20%	14%
3 - No effect	25%	27%	23%	21%	22%	26%	25%	22%	31%
2	2%	3%	2%	2%	2%	2%	2%	-	1%
1	1%	1%	1%	3%	1%	1%	1%	1%	3%
0 - Much more negatively	3%	2%	4%	5%	3%	5%	3%	1%	1%
Don't know	5%	7%	5%	5%	4%	4%	5%	7%	5%
<b>Pride_Q3new_4. Environmental issues</b>									
Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	<b>2001</b>	<b>478</b>	<b>330</b>	<b>181</b>	<b>270</b>	<b>470</b>	<b>1729</b>	<b>98</b>	<b>174</b>
6 - Much more positively	40%	37%	44%	38%	45%	40%	41%	43%	38%
5	16%	17%	15%	19%	17%	18%	17%	10%	15%
4	14%	11%	15%	17%	15%	14%	14%	18%	12%
3 - No effect	19%	21%	17%	14%	16%	18%	18%	20%	28%
2	2%	2%	1%	2%	2%	2%	2%	-	0%
1	1%	2%	1%	2%	1%	1%	1%	-	1%
0 - Much more negatively	3%	2%	3%	4%	2%	4%	3%	2%	1%
Don't know	5%	6%	5%	5%	4%	4%	5%	7%	5%

## YouGov - LGBT Corporate Questions

GB18 Sample: 18th - 19th November 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, the scenarios are completely fictional and do not reflect any real events... please also imagine that there are no Government restrictions and public events can go ahead as normal On a scale of 0 to 6, where 0 is "Much more negatively" and 6 is "Much more positively"...

How much more positively or negatively would you feel towards a brand in each of the scenarios listed, or would it have no effect? (Please select an option on each row)

### Pride\_Q\_1. If a brand/ company sponsored a Pride event by paying to take part in a Pride parade

Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	<b>2001</b>	<b>970</b>	<b>1031</b>	<b>222</b>	<b>291</b>	<b>369</b>	<b>320</b>	<b>798</b>	<b>1141</b>	<b>860</b>
6 - Much more positively	16%	12%	19%	22%	23%	19%	15%	10%	17%	14%
5	10%	9%	12%	9%	12%	11%	14%	8%	11%	10%
4	10%	9%	11%	13%	15%	13%	10%	6%	12%	7%
3 - Neither more positively or negatively	40%	40%	40%	31%	33%	37%	42%	44%	39%	40%
2	5%	6%	3%	3%	5%	4%	4%	5%	5%	4%
1	3%	4%	2%	2%	2%	2%	1%	4%	2%	3%
0 - Much more negatively	11%	16%	6%	11%	2%	6%	7%	17%	8%	14%
Don't know	7%	6%	7%	10%	7%	7%	6%	6%	5%	8%

### Pride\_Q\_2. If a brand/ company used the rainbow Pride flag in their marketing to show their support

Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	<b>2001</b>	<b>970</b>	<b>1031</b>	<b>222</b>	<b>291</b>	<b>369</b>	<b>320</b>	<b>798</b>	<b>1141</b>	<b>860</b>
6 - Much more positively	14%	11%	17%	16%	18%	17%	15%	9%	14%	13%
5	10%	7%	12%	9%	10%	11%	10%	9%	10%	9%
4	11%	10%	11%	12%	15%	11%	14%	7%	12%	9%
3 - Neither more positively or negatively	39%	38%	39%	33%	36%	41%	40%	40%	39%	39%
2	7%	7%	6%	5%	8%	6%	6%	8%	7%	7%
1	4%	5%	2%	5%	2%	3%	2%	5%	3%	4%
0 - Much more negatively	11%	16%	6%	11%	4%	6%	8%	17%	9%	13%
Don't know	6%	6%	7%	9%	6%	5%	6%	6%	5%	8%

## YouGov - LGBT Corporate Questions

GB18 Sample: 18th - 19th November 2020

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following question, the scenarios are completely fictional and do not reflect any real events... please also imagine that there are no Government restrictions and public events can go ahead as normal On a scale of 0 to 6, where 0 is "Much more negatively" and 6 is "Much more positively"...

How much more positively or negatively would you feel towards a brand in each of the scenarios listed, or would it have no effect? (Please select an option on each row)

### Pride\_Q\_1. If a brand/ company sponsored a Pride event by paying to take part in a Pride parade

	Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	<b>2001</b>	<b>478</b>	<b>330</b>	<b>181</b>	<b>270</b>	<b>470</b>	<b>1729</b>	<b>98</b>	<b>174</b>	
6 - Much more positively		16%	14%	16%	15%	18%	14%	15%	21%	18%
5		10%	12%	11%	10%	12%	9%	11%	4%	8%
4		10%	10%	9%	9%	12%	9%	10%	10%	11%
3 - Neither more positively or negatively		40%	40%	37%	40%	36%	42%	39%	43%	41%
2		5%	3%	4%	4%	5%	6%	4%	5%	6%
1		3%	3%	2%	2%	4%	3%	3%	3%	1%
0 - Much more negatively		11%	9%	14%	12%	7%	13%	11%	8%	8%
Don't know		7%	9%	7%	8%	6%	4%	7%	7%	7%

### Pride\_Q\_2. If a brand/ company used the rainbow Pride flag in their marketing to show their support

	Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	<b>2001</b>	<b>478</b>	<b>330</b>	<b>181</b>	<b>270</b>	<b>470</b>	<b>1729</b>	<b>98</b>	<b>174</b>	
6 - Much more positively		14%	12%	13%	12%	18%	13%	13%	19%	14%
5		10%	9%	11%	11%	11%	9%	10%	6%	10%
4		11%	10%	10%	11%	13%	9%	10%	12%	12%
3 - Neither more positively or negatively		39%	39%	38%	37%	36%	41%	38%	41%	40%
2		7%	7%	5%	8%	7%	8%	7%	6%	7%
1		4%	4%	3%	2%	3%	4%	3%	2%	5%
0 - Much more negatively		11%	10%	14%	14%	9%	12%	12%	8%	6%
Don't know		6%	9%	6%	5%	5%	4%	6%	7%	7%

## YouGov - LGBT Corporate Questions

GB18 Sample: 18th - 19th November 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

**Pride\_Q\_3. If a brand/ company introduced policies to support their LGBT+ colleagues (e.g. an LGBT+ network, support for those having gender reassignment surgery, etc.)**

Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	2001	970	1031	222	291	369	320	798	1141	860
6 - Much more positively	23%	17%	29%	35%	36%	29%	23%	13%	25%	21%
5	9%	10%	9%	11%	12%	8%	9%	9%	11%	7%
4	10%	9%	10%	14%	12%	10%	10%	8%	12%	8%
3 - Neither more positively or negatively	32%	32%	32%	15%	23%	34%	38%	37%	31%	34%
2	5%	5%	4%	4%	6%	2%	2%	7%	4%	5%
1	4%	5%	2%	4%	1%	5%	3%	5%	3%	4%
0 - Much more negatively	10%	15%	6%	7%	4%	5%	9%	16%	8%	13%
Don't know	6%	6%	7%	9%	6%	7%	6%	6%	5%	8%

**Pride\_Q\_4. If a brand/ company introduced policies/ services to support their LGBT+ customers (e.g. anti-discrimination policies)**

Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB Adults</b>	2001	970	1031	222	291	369	320	798	1141	860
6 - Much more positively	25%	19%	30%	37%	37%	29%	25%	14%	26%	22%
5	10%	11%	10%	12%	11%	10%	9%	10%	12%	8%
4	10%	10%	10%	12%	13%	10%	10%	9%	11%	8%
3 - Neither more positively or negatively	33%	33%	32%	18%	24%	34%	37%	37%	31%	34%
2	4%	5%	3%	2%	4%	1%	3%	6%	3%	5%
1	3%	4%	2%	3%	1%	3%	1%	4%	2%	3%
0 - Much more negatively	9%	14%	5%	7%	3%	5%	9%	14%	8%	11%
Don't know	7%	6%	8%	9%	7%	8%	6%	6%	5%	9%

**Pride\_Q1a. Generally speaking, do you support or oppose Lesbian, Gay, Bisexual, Trans (LGBT+) rights/ issues (e.g. same-sex marriage, gender recognition laws, etc.)?**

Unweighted base	2001	942	1059	171	293	361	328	848	1190	811
<b>Base: All GB adults</b>	2001	970	1031	222	291	369	320	798	1141	860
Strongly support	36%	30%	42%	55%	54%	44%	35%	21%	40%	31%
Tend to support	33%	35%	31%	24%	26%	32%	41%	36%	35%	31%
Tend to oppose	9%	10%	9%	2%	6%	7%	8%	15%	7%	12%
Strongly oppose	7%	11%	3%	5%	3%	5%	4%	11%	5%	10%
Don't know	9%	10%	8%	6%	7%	8%	9%	11%	8%	10%
Prefer not to say	5%	4%	6%	8%	3%	5%	4%	6%	5%	6%

## YouGov - LGBT Corporate Questions

GB18 Sample: 18th - 19th November 2020

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

**Pride\_Q\_3. If a brand/ company introduced policies to support their LGBT+ colleagues (e.g. an LGBT+ network, support for those having gender reassignment surgery, etc.)**

Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	2001	478	330	181	270	470	1729	98	174
6 - Much more positively	23%	24%	22%	19%	31%	20%	23%	26%	25%
5	9%	8%	10%	14%	10%	9%	10%	7%	7%
4	10%	9%	9%	6%	8%	13%	10%	14%	9%
3 - Neither more positively or negatively	32%	30%	31%	36%	29%	33%	31%	33%	39%
2	5%	4%	5%	5%	5%	6%	5%	4%	4%
1	4%	6%	4%	2%	2%	3%	4%	3%	4%
0 - Much more negatively	10%	9%	13%	12%	10%	11%	11%	7%	6%
Don't know	6%	8%	7%	6%	6%	4%	6%	7%	7%

**Pride\_Q\_4. If a brand/ company introduced policies/ services to support their LGBT+ customers (e.g. anti-discrimination policies)**

Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB Adults</b>	2001	478	330	181	270	470	1729	98	174
6 - Much more positively	25%	24%	23%	21%	32%	21%	24%	32%	27%
5	10%	9%	11%	14%	11%	11%	11%	5%	8%
4	10%	9%	10%	8%	9%	12%	10%	14%	9%
3 - Neither more positively or negatively	33%	32%	31%	33%	28%	33%	32%	31%	39%
2	4%	3%	2%	5%	5%	6%	4%	3%	2%
1	3%	4%	3%	2%	1%	3%	3%	2%	2%
0 - Much more negatively	9%	9%	12%	11%	7%	10%	10%	6%	5%
Don't know	7%	9%	8%	5%	7%	4%	7%	7%	7%

**Pride\_Q1a. Generally speaking, do you support or oppose Lesbian, Gay, Bisexual, Trans (LGBT+) rights/ issues (e.g. same-sex marriage, gender recognition laws, etc.)?**

Unweighted base	2001	481	322	189	248	477	1717	106	178
<b>Base: All GB adults</b>	2001	478	330	181	270	470	1729	98	174
Strongly support	36%	35%	33%	34%	45%	35%	36%	39%	37%
Tend to support	33%	33%	35%	33%	28%	34%	33%	37%	35%
Tend to oppose	9%	10%	10%	11%	8%	8%	9%	10%	11%
Strongly oppose	7%	7%	10%	8%	6%	8%	8%	2%	5%
Don't know	9%	9%	8%	10%	8%	10%	9%	9%	7%
Prefer not to say	5%	6%	4%	4%	5%	6%	5%	3%	5%