



TOPLINE & METHODOLOGY

Q1_3. As you may know, October 19, 2023 is Spirit Day. Spirit Day is an annually and internationally observed day to show support of LGBTQ youth and stand against bullying. Many celebrities, influential people, news and media outlets, TV and film studios, brands and corporations, landmarks, sports figures and leagues, and more wear purple to show solidarity and send a message of acceptance to LGBTQ youth. How important, if at all, do you feel Spirit Day is to...? Youth generally

	Total (N=1,026)	LGBTQ Ally (N=725)
Very important	21%	24%
Somewhat important	33%	39%
Not very important	22%	24%
Not at all important	21%	11%
Skipped	5%	2%
Important (Net)	53%	63%
Not important (Net)	42%	36%

Q2_1. To what extent do you agree or disagree with the following statements? Spirit Day is even more important in today's current political climate

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	19%	27%
Agree somewhat	30%	39%
Disagree somewhat	18%	17%
Disagree completely	28%	15%
Skipped	5%	1%
Agree (Net)	49%	66%
Disagree (Net)	45%	32%

Q2_2. To what extent do you agree or disagree with the following statements? It's important that LGBTQ youth feel seen and supported

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	30%	41%
Agree somewhat	33%	42%
Disagree somewhat	13%	8%
Disagree completely	20%	8%
Skipped	4%	1%
Agree (Net)	62%	83%
Disagree (Net)	33%	16%





TOPLINE & METHODOLOGY

Q2_3. To what extent do you agree or disagree with the following statements? There is a child in my life that could benefit by knowing about Spirit Day

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	8%	11%
Agree somewhat	21%	28%
Disagree somewhat	21%	24%
Disagree completely	46%	36%
Skipped	5%	1%
Agree (Net)	28%	39%
Disagree (Net)	67%	60%

Q2_4. To what extent do you agree or disagree with the following statements? Visible signs of encouragement, like wearing purple on Spirit Day show signs of support to LGBTQ youth

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	18%	24%
Agree somewhat	35%	46%
Disagree somewhat	17%	17%
Disagree completely	26%	12%
Skipped	5%	1%
Agree (Net)	52%	70%
Disagree (Net)	43%	29%

Q2_5. To what extent do you agree or disagree with the following statements? I want to combat LGBTQ hate

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	29%	41%
Agree somewhat	38%	54%
Disagree somewhat	13%	3%
Disagree completely	15%	2%
Skipped	5%	1%
Agree (Net)	67%	95%
Disagree (Net)	28%	5%





TOPLINE & METHODOLOGY

Q2_6. To what extent do you agree or disagree with the following statements? I want to be an effective ally to the LGBTQ community

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	18%	26%
Agree somewhat	30%	43%
Disagree somewhat	19%	18%
Disagree completely	29%	13%
Skipped	4%	1%
Agree (Net)	48%	68%
Disagree (Net)	48%	31%

Q2_7. To what extent do you agree or disagree with the following statements? I want to learn more about how to be a better ally to the LGBTQ community

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	12%	17%
Agree somewhat	28%	40%
Disagree somewhat	22%	24%
Disagree completely	33%	17%
Skipped	5%	1%
Agree (Net)	40%	58%
Disagree (Net)	55%	41%

Q3_1. To what extent do you agree or disagree with the following statements? I sometimes feel like I don't have the language or understanding to help combat LGBTQ hate (asked only of LGBTQ Allies)

	LGBTQ Ally (N=725)
Agree completely	10%
Agree somewhat	40%
Disagree somewhat	30%
Disagree completely	19%
Skipped	1%
Agree (Net)	49%
Disagree (Net)	49%





TOPLINE & METHODOLOGY

Q3_2. To what extent do you agree or disagree with the following statements? I sometimes feel like I don't have the language or understanding to be an effective ally to the LGBTQ community (asked only of LGBTQ Allies)

	LGBTQ Ally (N=725)
Agree completely	10%
Agree somewhat	40%
Disagree somewhat	30%
Disagree completely	19%
Skipped	2%
Agree (Net)	50%
Disagree (Net)	49%

Q4_1. To what extent do you agree or disagree with the following statements? Businesses supporting Spirit Day can have a positive impact on the lives of LGBTQ youth

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	18%	25%
Agree somewhat	37%	48%
Disagree somewhat	15%	14%
Disagree completely	23%	11%
Skipped	7%	2%
Agree (Net)	55%	73%
Disagree (Net)	38%	25%

Q4_2. To what extent do you agree or disagree with the following statements? Celebrities supporting Spirit Day can have a positive impact on the lives of LGBTQ youth

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	20%	27%
Agree somewhat	38%	50%
Disagree somewhat	14%	12%
Disagree completely	21%	9%
Skipped	6%	2%
Agree (Net)	58%	77%
Disagree (Net)	36%	21%





TOPLINE & METHODOLOGY

Q4_3. To what extent do you agree or disagree with the following statements? Online content creators supporting Spirit Day can have a positive impact on the lives of LGBTQ youth

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	20%	28%
Agree somewhat	37%	47%
Disagree somewhat	16%	14%
Disagree completely	20%	9%
Skipped	7%	3%
Agree (Net)	57%	75%
Disagree (Net)	36%	22%

Q4_4. To what extent do you agree or disagree with the following statements? Sports leagues supporting Spirit Day can have a positive impact on the lives of LGBTQ youth

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	20%	27%
Agree somewhat	36%	47%
Disagree somewhat	16%	15%
Disagree completely	22%	10%
Skipped	6%	2%
Agree (Net)	56%	74%
Disagree (Net)	38%	25%

Q4_5. To what extent do you agree or disagree with the following statements? Everyday people supporting Spirit Day can have a positive impact on the lives of LGBTQ youth

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	23%	32%
Agree somewhat	36%	46%
Disagree somewhat	14%	12%
Disagree completely	20%	7%
Skipped	6%	2%
Agree (Net)	60%	79%
Disagree (Net)	34%	19%





TOPLINE & METHODOLOGY

Q4_6. To what extent do you agree or disagree with the following statements? Media participation in supporting Spirit Day can have a positive impact on the lives of LGBTQ youth

	Total (N=1,026)	LGBTQ Ally (N=725)
Agree completely	20%	28%
Agree somewhat	37%	47%
Disagree somewhat	14%	13%
Disagree completely	22%	10%
Skipped	6%	2%
Agree (Net)	57%	75%
Disagree (Net)	36%	23%





TOPLINE & METHODOLOGY

About the Study

This Ipsos poll was conducted August 25-27, 2023 on behalf of GLAAD, using the KnowledgePanel®. This poll is based on a representative sample of 1,026 U.S. residents, age 18 or older. This survey also includes 725 LGBTQ Allies who are defined by their agreement with at least one of these statements “I want to combat LGBTQ hate”, “I want to be an effective ally to the LGBTQ community”, or “I want to learn more about how to be a better ally to the LGBTQ community”.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income and race/ethnicity. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, LGBTQ Ally, Independent, Something else)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of error takes into account the design effect, which was 1.18 for all adults. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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TOPLINE & METHODOLOGY

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Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

