

YouGov Survey Results

Sample Size: 5988 adults in GB
Fieldwork: 7th - 14th June 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Hetero- sexual	LGB+	
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South			
Weighted Sample 5988	1958	1449	509	2110	2230	2898	3090	629	2473	1479	1407	3413	2575	5168	299	521	1443	994	725	2006	5090	522	
Unweighted Sample 5988	2021	1445	541	2374	2340	2604	3384	500	2368	1540	1580	3561	2427	5123	324	541	1430	1031	617	2045	5148	480	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think brands focusing activity on Pride month are doing so more because they...

Have a sincere desire to show support for the LGBTQ+ community	7	5	9	14	10	5	6	9	11	8	7	4	8	7	8	6	7	7	7	11	7	7	12
Are trying to maintain a positive public image for themselves	75	81	78	73	78	79	77	73	66	75	77	76	79	69	74	76	79	74	75	67	77	75	79
Don't know	18	14	13	14	12	16	17	18	23	17	15	20	13	24	18	18	14	19	18	21	16	18	9