

# DATA FOR PROGRESS

From June 7 to 8, 2023, Data for Progress conducted a survey of 1,235 likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is  $\pm 3$  percentage points.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,235 unless otherwise specified.

**[1]** For each of the following, please say whether you support or oppose corporations taking these actions during LGBTQ+ Pride Month in June:

— Selling products for Pride in support of the LGBTQ+ community

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	No College	College	Black or African American	White	Latino/a	18-24	25-39	40-54	55-64	65+
Strongly support	23	44	22	6	29	17	22	25	18	23	32	51	27	21	23	18
Somewhat support	26	32	28	18	25	26	22	33	33	25	25	21	26	27	23	27
Somewhat oppose	14	10	14	17	12	16	15	12	12	15	9	8	12	13	17	15
Strongly oppose	27	8	20	50	23	32	30	21	21	28	22	18	23	27	27	31
Don't know	10	7	15	9	11	9	11	8	16	9	12	2	12	12	10	10
SUPPORT (TOTAL)	49	76	50	24	54	43	44	58	51	48	57	72	53	48	46	45
OPPOSE (TOTAL)	41	18	34	67	35	48	45	33	33	43	31	26	35	40	44	46
SUPPORT (NET)	+8	+58	+16	-43	+19	-5	-1	+25	+18	+5	+26	+46	+18	+8	+2	-1
Weighted N	1,235	420	360	455	657	578	782	453	118	962	150	81	240	303	223	389

**[2]** For each of the following, please say whether you support or oppose corporations taking these actions during LGBTQ+ Pride Month in June:

— Taking down Pride displays in response to backlash or boycotts

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	No College	College	Black or African American	White	Latino/a	18-24	25-39	40-54	55-64	65+
Strongly support	21	11	11	37	17	24	22	17	6	22	20	12	19	19	25	22
Somewhat support	16	13	13	22	16	16	16	17	19	16	11	9	18	17	15	17
Somewhat oppose	20	22	23	16	19	21	19	22	21	20	16	19	21	18	19	22
Strongly oppose	29	44	32	13	33	26	28	32	32	28	40	52	29	30	26	27
Don't know	14	11	20	12	15	12	15	11	22	13	13	8	13	16	15	13
SUPPORT (TOTAL)	37	24	24	59	33	40	38	34	25	38	31	21	37	36	40	39
OPPOSE (TOTAL)	49	66	55	29	52	47	47	54	53	48	56	71	50	48	45	49
SUPPORT (NET)	-12	-42	-31	+30	-19	-7	-9	-20	-28	-10	-25	-50	-13	-12	-5	-10
Weighted N	1,235	420	360	455	657	578	782	453	118	962	150	81	240	303	223	389

**[3]** As you may know, some activists and social media influencers have boycotted and lashed out against companies, including Target, that have been selling products to celebrate Pride Month in June.

Some say that Target should keep the Pride-themed merchandise and displays to support the LGBTQ+ community.

Others are protesting Target's decision to sell Pride-themed merchandise and want the company to remove the displays in stores.

Do you think that Target should **keep** or **remove** its Pride-themed merchandise and displays?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	No College	College	Black or African American	White	Latino/a	18-24	25-39	40-54	55-64	65+
Target should keep its Pride-themed merchandise and displays.	49	78	51	21	53	45	45	57	56	47	56	71	54	48	44	46
Target should remove Pride-themed merchandise and displays.	41	15	32	71	36	46	45	34	28	44	32	23	36	43	44	45
Don't know	10	6	16	8	11	9	10	8	16	9	12	6	10	9	13	9
Weighted N	1,235	420	360	455	657	578	782	453	118	962	150	81	240	303	223	389