PRRI 2024 American Values Atlas LGBTQ
Module Wave 1-4
Total = 22,260 online
March 13 - December 2, 2024

Q10. How much do you favor or oppose each of the following? **[RANDOMIZE]:**

Q10a. Laws that would protect gay, lesbian, bisexual, and transgender people against discrimination in jobs, public accommodations, and housing.

	Strongly favor	Favor	Oppose	Strongly oppose	Skipped/ Refused
AVA 2024 (includes Mar. June, Sept. Nov.)	**37**	**38**	**14**	**7**	**4=100**
Nov. 2024	37	39	14	7	4=100
Sept. 2024	36	37	14	9	4=100
June 2024	38	36	14	8	4=100
Mar. 2024	37	39	14	7	4=100
AVA 2023 (includes March, June, Aug. Nov.)	**39**	**37**	**14**	**8**	**3=100**
Nov. 2023	36	35	15	8	5=100
Sept. 2023	34	37	15	9	5=100
Aug. 2023	39	36	14	8	3=100
June 2023	36	37	14	10	3=100
Mar. 2023	41	38	12	7	3=100
AVA 2022 (includes March, June, Aug. Dec.)	**48**	**32**	**11**	**7**	**3=100**
Dec. 2022	54	26	11	8	1=100
Sept. 2022	47	29	11	9	4=100
Aug. 2022	50	26	11	9	3=100
June 2022	41	38	11	6	4=100
March 2022	45	36	11	6	2=100
Nov. 2021	39	39	13	7	2=100
Aug. 2021	44	38	11	4	2=100
June 2021	40	37	13	7	2=100
March 2021	40	38	13	7	2=100
Jan. 2021	45	37	10	5	2=100
Sept. 2020	45	38	11	5	1=100
Apr. 2019	31	40	15	10	4=100
July 2018	38	33	12	10	7=100
Mar. 2018	34	36	16	9	5=100

Oct. 2017	38	32	15	11	4=100
Aug. 2017	42	30	13	11	5=100
Feb. 2017	42	28	11	15	5=100
Aug. 2016	38	34	13	10	5=100
Dec. 2015	32	37	16	10	5=100
Nov. 2015	39	33	12	11	6=100
Oct. 2015	34	35	15	11	4=100
Sept. 2015	37	34	15	10	4=100
Late Aug. 2015	37	33	15	9	6=100
Early Aug. 2015	35	36	13	11	5=100
July 2015	34	34	14	11	6=100
June 2015	40	29	13	12	6=100
May 2015	35	36	15	9	5=100

Q10b. Allowing a small business owner in your state to refuse to provide products or services to gay or lesbian people, if doing so violates their religious beliefs.

	Strongly favor	Favor	Oppose	Strongly oppose	Skipped/ Refused
AVA 2024 (includes Mar. June, Sept. Nov.)	**16**	**22**	**28**	**30**	**4=100**
Nov. 2024	14	22	28	32	3=100
Sept. 2024	17	21	29	29	4=100
June 2024	17	22	27	31	4=100
Mar. 2024	18	22	29	28	4=100
AVA 2023 (includes March, June, Aug. Nov.)	**17**	**21**	**27**	**33**	**3=100**
Nov. 2023	17	20	27	32	4=100
Sept. 2023	21	23	27	26	4=100
Aug. 2023	17	21	27	33	2=100
June 2023	17	21	26	34	3=100
Mar. 2023	16	21	29	32	2=100
AVA 2022 (includes March, June, Aug. Dec.)	**15**	**18**	**25**	**40**	**2=100**
Dec. 2022	17	16	22	43	2=100
Sept. 2022	18	17	23	39	4=100
Aug. 2022	16	16	20	45	3=100
June 2022	13	20	28	35	4=100
March 2022	14	20	27	38	1=100
Nov. 2021	11	21	31	35	2=100
Aug. 2021	16	20	34	29	2=100
June 2021	12	19	29	37	2=100
March 2021	12	19	30	36	2=100

Jan. 2021	8	14	29	47	2=100
Oct. 2020	13	19	27	38	2=100
Dec. 2019	12	25	30	26	6=100
Nov. 2019	12	24	30	27	7=100
Oct. 2019	12	24	30	27	8=100
Sept. 2019	13	26	30	25	7=100
Aug. 2019	12	27	29	24	9=100
July 2019	13	26	30	24	8=100
June 2019	12	24	32	24	7=100
May 2019	10	23	36	23	8=100
Apr. 2019	13	25	33	24	5=100
Mar. 2019	12	24	26	30	8=100
Sept. 2018	17	20	24	34	5=100
July 2018	17	25	25	24	9=100
Mar. 2018	15	22	26	31	6=100
Oct. 2017	13	19	29	34	5=100
Aug. 2017	16	23	24	32	5=100
Feb. 2017	16	16	24	40	4=100
Jan. 2017	12	17	29	34	8=100
Dec. 2016	14	14	30	35	8=100
Nov. 2016	11	16	26	36	11=100
Oct. 2016	14	17	25	37	7=100
Sept. 2016	10	21	25	33	11=100
Late Aug. 2016	14	16	28	35	7=100
Early Aug. 2016	9	20	31	30	9=100
July 2016	9	22	29	31	8=100
June 2016	13	17	29	31	9=100
May 2016	13	21	28	32	6=100
Dec. 2015	15	21	32	26	7=100
Nov. 2015	15	20	23	36	7=100
Oct. 2015	14	20	27	32	6=100
Sept. 2015	17	18	28	32	5=100
Late Aug. 2015	14	21	29	28	8=100
Early Aug. 2015	17	21	28	28	5=100
July 2015	17	19	27	28	7=100
June 2015	16	18	28	32	5=100
May 2015	14	18	30	32	5=100

Q10c. Allowing same-sex couples to marry legally.

	Strongly favor	Favor	Oppose	Strongly oppose	Skipped/ Refused
AVA 2024 (includes Mar. June, Sept. Nov.)	**37**	**30**	**16**	**13**	**4=100**

Nov. 2024	36	31	16	13	4=100
Sept. 2024	37	29	16	14	4=100
June 2024	37	29	17	13	4=100
Mar. 2024	38	30	16	14	3=100
AVA 2023 (includes March, June, Aug. Nov.)	**37**	**30**	**16**	**14**	**3=100**
Nov. 2023	34	30	16	15	4=100
Sept. 2023	35	31	15	15	4=100
Aug. 2023	40	28	17	13	2=100
June 2023	36	30	16	15	2=100
Mar. 2023	38	30	16	13	3=100
AVA 2022 (includes March, June, Aug. Dec.)	**44**	**25**	**14**	**14**	**2=100**
Dec. 2022	49	20	13	16	1=100
Sept. 2022	43	24	12	17	4=100
Aug. 2022	47	20	13	18	3=100
June 2022	39	30	15	12	4=100
March 2022	40	30	15	13	2=100
Nov. 2021	36	32	18	13	2=100
Aug. 2021	41	31	15	12	2=100
June 2021	35	31	17	13	2=100
March 2021	36	31	17	13	2=100
Jan. 2021	39	32	15	13	1=100
Sept. 2020	41	29	17	11	2=100
Sept. 2019	37	29	16	16	1=100
July 2019	27	35	18	13	7=100
Apr. 2019	25	37	20	13	5=100
July 2018	35	29	13	15	8=100
Mar. 2018	28	32	19	14	7=100
Oct. 2017	31	30	17	16	5=100
Aug. 2017	38	28	12	16	6=100
Feb. 2017	36	27	15	19	4=100
Jan. 2017	30	30	17	14	9=100
Dec. 2016	29	29	19	15	8=100
Nov. 2016	33	26	17	15	10=100
Oct. 2016	31	26	16	19	8=100
Late Sept. 2016	34	30	16	18	1=100
Early Sept. 2016	28	29	16	16	11=100
Late Aug. 2016	31	31	15	15	8=100
Early Aug. 2016	29	28	19	14	11=100
July 2016	28	28	21	13	10=100
June 2016	25	30	20	15	10=100
Late May 2016	25	30	17	19	8=100
Early May 2016	32	30	18	18	2=100

Dec. 2015	22	30	19	19	10=100
Nov. 2015	32	24	17	20	8=100
Late Oct. 2015	27	28	19	19	6=100
Early Oct. 2015	31	29	17	22	1=100
Sept. 2015	28	27	16	21	7=100
Late Aug. 2015	26	29	15	20	9=100
Early Aug. 2015	28	25	16	23	8=100
July 2015	24	28	16	24	8=100
June 2015	27	28	18	19	9=100
May 2015	26	27	20	19	9=100
Dec. 2014	25	32	18	18	7=100
Nov. 2014	25	29	20	19	7=100
Oct. 2014	24	32	18	17	9=100
Sept. 2014	22	33	18	19	8=100
Late Aug. 2014	24	25	20	22	9=100
Early Aug. 2014	28	28	17	20	7=100
July 2014	24	29	18	20	10=100
June 2014	25	28	14	26	7=100
May 2014	26	24	19	21	10=100
April 2014	27	27	18	22	5=100
Dec. 2013	22	31	21	20	5=100
Oct. 2013	25	27	19	25	4=100
June 2013	22	30	21	20	7=100
May 2013	24	28	22	21	5=100
March 2013	23	27	18	21	10=100
Feb. 2013	25	27	19	23	7=100
Sept. 2012	24	25	18	27	7=100
Aug. 2012	24	25	17	28	6=100
June 2012	25	24	18	26	7=100
March 2012	22	30	19	25	5=100
Oct. 2011	24	24	20	26	6=100
Aug. 2011	19	29	21	25	6=100
July 2011	18	29	21	26	6=100

Q10d. Laws that prevent parents from allowing their child to receive medical care for a gender transition.

	Strongly favor	Favor	Oppose	Strongly oppose	Skipped/ Refused
AVA 2024 (includes Mar. June, Sept. Nov.)	**26**	**21**	**25**	**24**	**4=100**
Nov. 2024	26	21	26	23	4=100
Sept. 2024	26	21	24	25	5=100
June 2024	25	21	25	25	4=100
Mar. 2024	26	21	26	23	4=100

AVA 2023 (includes March, Aug.)	22	19	27	28	3=100
Aug. 2023	25	19	26	28	3=100
Mar. 2023	21	20	28	28	3=100
Sept. 2022	27	17	23	30	4=100

Q10e. Laws that require driver's licenses or government ID to display the person's sex at birth rather than their gender identity.

	Strongly favor	Favor	Oppose	Strongly oppose	Skipped/ Refused
AVA 2024 (includes Mar. June, Sept. Nov.)	**30**	**29**	**22**	**15**	**4=100**
Nov. 2024	30	30	21	15	4=100
Sept. 2024	29	28	23	15	5=100
June 2024	30	28	23	15	4=100
Mar. 2024	30	29	23	13	4=100

Survey Methodology

The survey was designed and conducted by PRRI. The survey was made possible through the generous support of the Carnegie Corporation of New York, the Foundation to Promote Open Society, the Arcus Foundation, the Gill Foundation, the Wilbur & Hilda Glenn Family Foundation, and the Unitarian Universalist Veatch Program at Shelter Rock. The survey was carried out among a random representative sample of 22,260 adults (age 18 and up) living in all 50 states in the United States. Among those, 20,642 are part of Ipsos's Knowledge Panel and an additional 1,618 were recruited by Ipsos using opt-in survey panels to increase the sample sizes in smaller states. Interviews were conducted online between March 13 and December 2, 2024.

Respondents are recruited to the KnowledgePanel using an addressed-based sampling methodology from the Delivery Sequence File of the USPS – a database with full coverage of all delivery addresses in the U.S. As such, it covers all households regardless of their phone status, providing a representative online sample. Unlike opt-in panels, households are not permitted to "self-select" into the panel; and are generally limited to how many surveys they can take within a given time period.

The initial sample drawn from the KnowledgePanel was adjusted using pre-stratification weights so that it approximates the adult U.S. population defined by the 2022 March Supplement of the Current Population Survey (CPS), except language proficiency , which is not available from CPS, were obtained from the 2021 American Community Survey (ACS). Next, a probability proportional to size (PPS) sampling scheme was used to select a representative sample.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the CPS. The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, gender, Census division, metro area, education, and income. The sample weighting was accomplished using an iterative proportional fitting (IFP) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results. In addition to an overall national weight, separate weights were computed for each state to ensure that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations. The state-level post-stratification weights rebalanced the sample based on the following benchmarks: age, race and ethnicity, gender, education, and income.

These weights from the KnowledgePanel cases were then used as the benchmarks for the additional opt-in sample in a process called "calibration." This calibration process is used to correct for inherent biases associated with nonprobability opt-in panels. The calibration methodology aims to realign respondents from nonprobability samples with respect to a multidimensional set of measures to improve their representation.

The margin of error for the national survey is +/- **0.84** percentage points at the 95% level of confidence, including the design effect for the survey of **1.6**. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context, and order effects. Additional details about the KnowledgePanel can be found on the Ipsos website: https://www.ipsos.com/en-us/solution/knowledgepanel

Appendix

Table 1. Demographic, Political, Religious, and Geographic Subgroup Sample Sizes
(Unweighted)

	N=
Total Sample	22,260
Male	10,678
Female	11,582
Republican	6,821
Independent	6,282
Democrat	7,307
Other/Don't know	1,850
White, non-Hispanic	15,850
Black, non-Hispanic	2,151
Hispanic	2,559
AAPI	784
Multiracial	738
Other	178
Age 18-29	2,122
30-49	6,469
50-64	6,472
65+	7,197
White evangelical Protestant	3,506
White mainline/non-evangelical Protestant	3,440
Black Protestant	1,424
Hispanic Protestant	580
Other Protestant of color	552
White Catholic	3,268
Hispanic Catholic	1,212
Other Catholic of color	348

Latter-day Saint	365
Jehovah's Witness	184
Orthodox Christian	91
Jewish	503
Muslim	103
Buddhist	141
Hindu	109
Unitarian/Universalist	140
Other non-Christian religion	311
Unaffiliated	5,733
No response	250
Northeast	3,919
Midwest	4,861
South	8,107
West	5,373

Table 2: State Sample Sizes

State	Total Sample
United States	22,260
Alabama	344
Alaska	176
Arizona	468
Arkansas	238
California	2,130
Colorado	539
Connecticut	281
Delaware	185
District of Columbia	165
Florida	1,387
Georgia	565
Hawaii	173
Idaho	161
Illinois	711
Indiana	393
Iowa	211
Kansas	173
Kentucky	322

Louisiana	286
Maine	168
Maryland	385
Massachusetts	376
Michigan	650
Minnesota	431
Mississippi	206
Missouri	385
Montana	167
Nebraska	162
Nevada	196
New Hampshire	181
New Jersey	519
New Mexico	166
New York	1,077
North Carolina	693
North Dakota	168
Ohio	846
Oklahoma	206
Oregon	285
Pennsylvania	996
Rhode Island	155
South Carolina	350
South Dakota	157
Tennessee	434
Texas	1,562
Utah	208
Vermont	166
Virginia	583
Washington	542
West Virginia	196
Wisconsin	574
Wyoming	162