

## 10th Annual LGBT Community Survey - 2016

**Type:** The DC Center for the LGBT Community 2016

**Date:** 7/21/2016

**Time Zone in which Dates/Times Appear:** (GMT-08:00) Pacific Time (US & Canada)




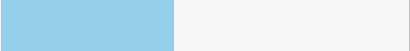


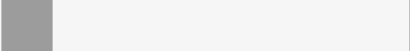
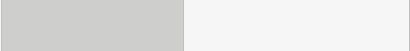
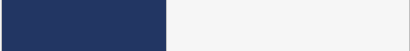
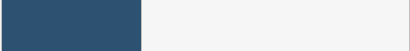
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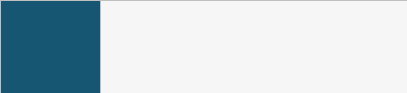
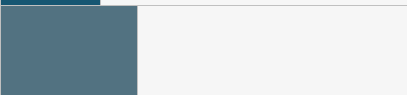
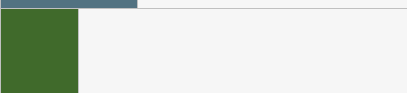


**Only Includes Completed Responses**

**Number of Responses Analyzed:** 299

1. What are your priorities for the LGBT movement for the next 10 years? Please check the LGBT causes that motivate you to volunteer, donate, support, get involved, etc. Please limit your choices to those that are most important to you. Do not check all.

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Transgender rights		46.5%	139
Ethnic / racial equality within the LGBT community		44.8%	134
Workplace equality		50.5%	151
International LGBT rights		38.5%	115
<b>LGBT youth, anti-bullying and/or teen suicide issues</b>		<b>63.5%</b>	<b>190</b>
HIV education and care		40.8%	122
Breast cancer education and care		7.0%	21
Supporting LGBT-friendly political candidates		41.1%	123
Supporting LGBT political candidates		36.8%	110
Protecting and expanding marriage equality		30.1%	90

Expanding LGBT roles and influence in religious communities		19.7%	59
Expanding LGBT roles, visibility and influence in rural areas		29.4%	88
Expanding LGBT roles and influence in sports communities		14.0%	42
Stopping anti-LGBT "religious freedom" legislation		58.9%	176
None of the above		1.3%	4
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>

### 3. Do you think the following will have increased or decreased, ten years from now?

(Respondents could only choose a **single** response for each topic)

		Will increase	About the same	Will decrease	Total	Mean	Std Dev
Number of bars and nightclubs specific for the LGBT community	Count	57	<b>121</b>	119	297	2.209	0.742
	% by Row	19.2%	<b>40.7%</b>	40.1%	100.0%		
Proportion of LGBTs living in "LGBT neighborhoods"	Count	77	<b>110</b>	106	293	2.099	0.785
	% by Row	26.3%	<b>37.5%</b>	36.2%	100.0%		
Number of local LGBT newspapers	Count	57	115	<b>122</b>	294	2.221	0.750
	% by Row	19.4%	39.1%	<b>41.5%</b>	100.0%		
Number of LGBT dedicated websites	Count	<b>175</b>	105	16	296	1.463	0.598
	% by Row	<b>59.1%</b>	35.5%	5.4%	100.0%		
Number of LGBT community centers	Count	110	<b>139</b>	48	297	1.791	0.700
	% by Row	37.0%	<b>46.8%</b>	16.2%	100.0%		
Number of LGBT political non-profits	Count	126	<b>129</b>	39	294	1.704	0.689
	% by Row	42.9%	<b>43.9%</b>	13.3%	100.0%		
Number of local LGBT sports teams/leagues	Count	126	<b>150</b>	19	295	1.637	0.601
	% by Row	42.7%	<b>50.8%</b>	6.4%	100.0%		
Number of people who identify as bisexual	Count	<b>198</b>	83	15	296	1.382	0.582
	% by Row	<b>66.9%</b>	28.0%	5.1%	100.0%		
Number of people who identify as transgender or non-binary	Count	<b>243</b>	49	6	298	1.205	0.451
	% by Row	<b>81.5%</b>	16.4%	2.0%	100.0%		
Number of non-LGBT "straight allies"	Count	<b>241</b>	50	6	297	1.209	0.454
	% by Row	<b>81.1%</b>	16.8%	2.0%	100.0%		
<b>Total</b>	<b>Count</b>	<b>1410</b>	<b>1051</b>	<b>496</b>	<b>2957</b>	<b>N/A</b>	<b>N/A</b>
	<b>% by Row</b>	<b>47.7%</b>	<b>35.5%</b>	<b>16.8%</b>	<b>100.0%</b>		

#### 4. What level of concern do you have for the following political and social issues?

(Respondents could only choose a **single** response for each topic)




























		Very Concerned	Neutral	Not Concerned	Total	Mean	Std Dev
Local crime and violence	Count	<b>186</b>	99	12	297	1.414	0.570
	% by Row	<b>62.6%</b>	33.3%	4.0%	100.0%		
Affordable healthcare	Count	<b>234</b>	58	3	295	1.217	0.437
	% by Row	<b>79.3%</b>	19.7%	1.0%	100.0%		
LGBT equality	Count	<b>272</b>	23	1	296	1.084	0.290
	% by Row	<b>91.9%</b>	7.8%	0.3%	100.0%		
Transgender equality	Count	<b>217</b>	72	9	298	1.302	0.522
	% by Row	<b>72.8%</b>	24.2%	3.0%	100.0%		
Racial discrimination	Count	<b>228</b>	56	13	297	1.276	0.537
	% by Row	<b>76.8%</b>	18.9%	4.4%	100.0%		
Poverty/homelessness	Count	<b>225</b>	68	4	297	1.256	0.467
	% by Row	<b>75.8%</b>	22.9%	1.3%	100.0%		
Unemployment	Count	<b>176</b>	105	14	295	1.451	0.586
	% by Row	<b>59.7%</b>	35.6%	4.7%	100.0%		
High taxes	Count	107	<b>120</b>	67	294	1.864	0.758
	% by Row	36.4%	<b>40.8%</b>	22.8%	100.0%		
Wars or military conflicts	Count	<b>169</b>	103	21	293	1.495	0.628
	% by Row	<b>57.7%</b>	35.2%	7.2%	100.0%		
Global warming/climate change	Count	<b>212</b>	61	23	296	1.361	0.623
	% by Row	<b>71.6%</b>	20.6%	7.8%	100.0%		
Animal welfare	Count	<b>133</b>	120	40	293	1.683	0.701
	% by Row	<b>45.4%</b>	41.0%	13.7%	100.0%		
Illegal immigration to your country	Count	52	117	<b>123</b>	292	2.243	0.736
	% by Row	17.8%	40.1%	<b>42.1%</b>	100.0%		
Privacy/information security	Count	<b>150</b>	125	20	295	1.559	0.619




























	% by Row	<b>50.8%</b>	42.4%	6.8%	100.0%		
<b>Total</b>	<b>Count</b>	<b>2361</b>	<b>1127</b>	<b>350</b>	<b>3838</b>	<b>N/A</b>	<b>N/A</b>
	% by Row	<b>61.5%</b>	<b>29.4%</b>	<b>9.1%</b>	<b>100.0%</b>		

### 8. In which year were you born?

(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
Before 1920						0.0%	0
1920						0.0%	0
1921						0.0%	0
1922						0.0%	0
1923						0.0%	0
1924						0.0%	0
1925						0.0%	0
1926						0.0%	0
1927						0.0%	0
1928						0.0%	0
1929						0.0%	0
1930						0.0%	0
1931						0.0%	0
1932						0.0%	0
1933						0.0%	0
1934						0.0%	0
1935						0.0%	0
1936						0.0%	0
1937						0.0%	0
1938						0.3%	1
1939						0.0%	0
1940						0.0%	0
1941						0.3%	1
1942						0.0%	0
1943						1.0%	3

1944		0.3%	1
1945		1.3%	4
1946		0.3%	1
1947		1.3%	4
1948		0.7%	2
1949		1.3%	4
1950		1.3%	4
1951		1.7%	5
1952		2.0%	6
1953		0.3%	1
1954		1.3%	4
1955		1.7%	5
1956		2.7%	8
1957		2.3%	7
1958		2.0%	6
1959		2.7%	8
1960		3.3%	10
1961		2.3%	7
1962		1.3%	4
1963		2.0%	6
1964		3.7%	11
1965		1.3%	4
1966		1.7%	5
1967		1.3%	4
1968		0.7%	2
1969		2.0%	6
1970		1.3%	4



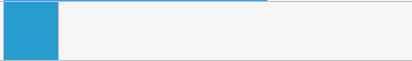

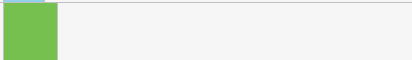
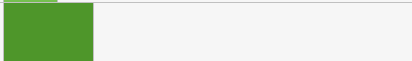
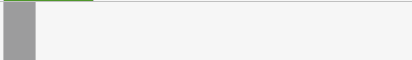
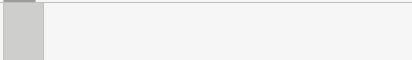
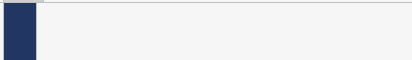
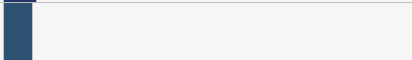
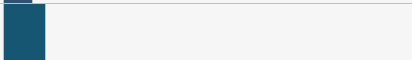
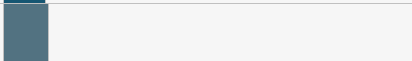
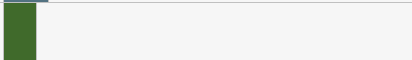
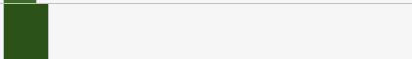
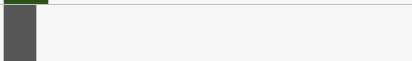
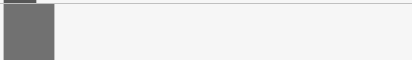
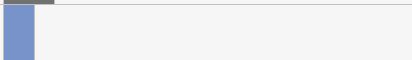
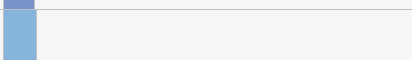
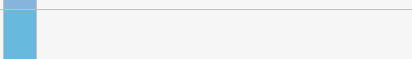
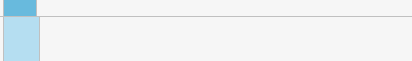
1971		1.7%	5
1972		1.7%	5
1973		2.0%	6
1974		1.3%	4
1975		2.0%	6
1976		1.0%	3
1977		2.3%	7
1978		2.3%	7
1979		2.0%	6
1980		3.3%	10
1981		2.7%	8
1982		1.7%	5
1983		2.0%	6
1984		2.7%	8
1985		2.0%	6
1986		3.7%	11
1987		3.0%	9
<b>1988</b>		<b>4.7%</b>	<b>14</b>
1989		3.0%	9
1990		2.0%	6
1991		0.7%	2
1992		1.7%	5
1993		1.3%	4
1994		0.7%	2
1995		1.0%	3
1996		0.7%	2
1997		0.7%	2



1998		0.0%	0
1999		0.0%	0
<b>Mean</b>			<b>53.505</b>
<b>Standard Deviation</b>			<b>14.452</b>
<b>Valid Responses</b>			<b>299</b>
<b>Total Responses</b>			<b>299</b>









**9. Do you identify as...? Please mark all that apply.**

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Lesbian or Gay Woman		22.4%	67
<b>Gay Man</b>		<b>61.9%</b>	<b>185</b>
Bisexual Woman		7.4%	22
Bisexual Man		3.7%	11
Transgender		7.0%	21
Queer		16.4%	49
Questioning		1.3%	4
Trans Man		3.3%	10
Trans Woman		1.7%	5
Intersex		0.7%	2
Non-binary		4.0%	12
Pansexual		4.7%	14
Asexual		1.7%	5
Gender Queer		4.7%	14
Gender Fluid		1.7%	5
Same Gender Loving		6.4%	19
Straight Ally (heterosexual supporter of LGBT causes)		1.0%	3
Heterosexual / Straight Man		1.7%	5
Heterosexual / Straight Woman		1.7%	5
Other		2.3%	7
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>

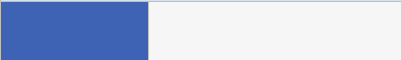


**10. Which of the following best describes your current employment situation? Please mark all that apply.**

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>Employed full-time</b>		<b>62.2%</b>	<b>186</b>
Employed part time (one or more jobs)		10.4%	31
Self-employed or business owner		7.7%	23
Unemployed		7.4%	22
Student		6.7%	20
Retired		12.0%	36
Disabled		8.0%	24
Other / none of above		0.3%	1
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>

**11.** You indicated that you are employed full-time or part-time. Are you in a position that controls budgets or purchasing decisions for your company?

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Yes		33.5%	76
<b>No</b>		<b>63.9%</b>	<b>145</b>
Not sure		2.6%	6
<b>Mean</b>			<b>1.692</b>
<b>Standard Deviation</b>			<b>0.517</b>
<b>Valid Responses</b>			<b>227</b>
<b>Total Responses</b>			<b>227</b>

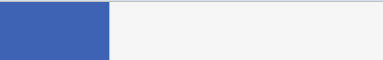


**12.** Which of the following best describes your current relationship status? Please mark all that apply.

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>Single / not in a relationship</b>		<b>41.5%</b>	<b>124</b>
Legally married		27.1%	81
Civil union or registered domestic partner		2.0%	6
In a relationship and living with partner (no legal status)		17.1%	51
In a relationship but not living with partner (dating)		10.0%	30
Engaged		3.3%	10
Widow / Widower		1.0%	3
Divorced from same-sex spouse		1.3%	4
Divorced from opposite-sex spouse		2.7%	8
Prefer not to answer		0.0%	0
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>

**13. You indicated that you are in a relationship. Are you in a same-sex relationship or an opposite-sex relationship?**

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Opposite-sex relationship		28.6%	6
<b>Same-sex relationship</b>		<b>57.1%</b>	<b>12</b>
Other		14.3%	3
		<b>Mean</b>	<b>1.857</b>
		<b>Standard Deviation</b>	<b>0.655</b>
		<b>Valid Responses</b>	<b>21</b>
		<b>Total Responses</b>	<b>21</b>

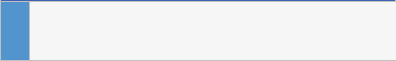

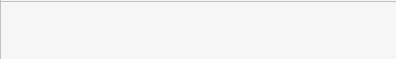
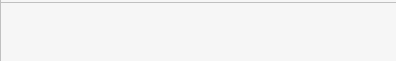
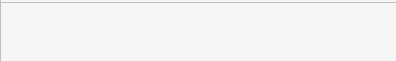
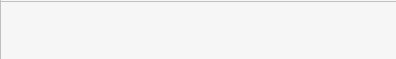
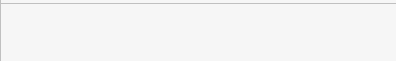
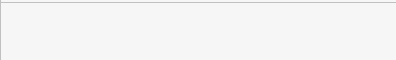
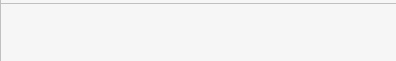
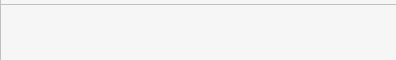
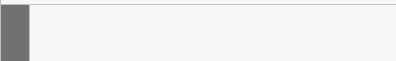
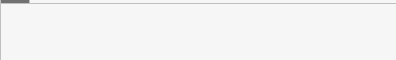
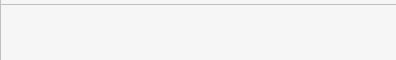
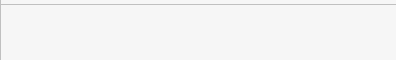
**14. You indicated that you are legally married. How long ago did you get married?**

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Less than a year		14.8%	12
1 - 2 years ago		24.7%	20
<b>3 - 5 years ago</b>		<b>34.6%</b>	<b>28</b>
6+ years ago		25.9%	21
		<b>Mean</b>	<b>2.716</b>
		<b>Standard Deviation</b>	<b>1.015</b>
		<b>Valid Responses</b>	<b>81</b>
		<b>Total Responses</b>	<b>81</b>




**6. In which country do you live? (After the U.S. & Canada, countries are listed alphabetically.)**

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>United States</b>		<b>96.0%</b>	<b>287</b>
Canada		0.7%	2
Afghanistan		0.0%	0
Albania		0.0%	0
Algeria		0.0%	0
American Samoa		0.0%	0
Andorra		0.0%	0
Angola		0.0%	0
Anguilla		0.0%	0
Antarctica		0.0%	0
Antigua and Barbuda		0.0%	0
Argentina		0.0%	0
Armenia		0.0%	0
Aruba		0.0%	0
Ascension		0.0%	0
Australia		0.7%	2
Austria		0.0%	0
Azerbaijan		0.0%	0
Bahamas		0.0%	0
Bahrain		0.0%	0
Bangladesh		0.0%	0
Barbados		0.0%	0
Belarus		0.0%	0
Belgium		0.0%	0



Belize		0.0%	0
Benin		0.0%	0
Bermuda		0.0%	0
Bhutan		0.0%	0
Bolivia		0.0%	0
Bosnia and Herzegovina		0.0%	0
Botswana		0.0%	0
Brazil		0.3%	1
British Virgin Islands		0.0%	0
Brunei		0.0%	0
Bulgaria		0.0%	0
Burkina Faso		0.0%	0
Burundi		0.0%	0
Cambodia		0.0%	0
Cameroon		0.0%	0
Cape Verde Islands		0.0%	0
Cayman Islands		0.0%	0
Central African Republic		0.0%	0
Chad		0.0%	0
Chatham Island		0.0%	0
Chile		0.0%	0
China		0.0%	0
Christmas Island		0.0%	0
Cocos Islands		0.0%	0
Colombia		0.0%	0
Comoros		0.0%	0
Congo, Democratic Republic of the		0.0%	0

Congo, Republic of the		0.0%	0
Cook Islands		0.0%	0
Costa Rica		0.0%	0
Croatia		0.0%	0
Cuba		0.0%	0
Curacao		0.0%	0
Cyprus		0.0%	0
Czech Republic		0.0%	0
Denmark		0.0%	0
Diego Garcia		0.0%	0
Djibouti		0.0%	0
Dominica		0.0%	0
Dominican Republic		0.3%	1
East Timor		0.0%	0
Easter Island		0.0%	0
Ecuador		0.0%	0
Egypt		0.3%	1
El Salvador		0.0%	0
Equatorial Guinea		0.0%	0
Eritrea		0.0%	0
Estonia		0.0%	0
Ethiopia		0.0%	0
Falkland Islands		0.0%	0
Faroe Islands		0.0%	0
Fiji		0.0%	0
Finland		0.0%	0
France		0.7%	2

French Antilles		0.0%	0
French Guyana		0.0%	0
French Polynesia		0.0%	0
Fyrom		0.0%	0
Gabon		0.0%	0
Gambia		0.0%	0
Georgia		0.0%	0
Germany		0.0%	0
Ghana		0.0%	0
Gibraltar		0.0%	0
Greece		0.0%	0
Greenland		0.0%	0
Grenada and Carriacuou		0.0%	0
Grenadin Islands		0.0%	0
Guadeloupe		0.0%	0
Guam		0.0%	0
Guantanamo Bay		0.0%	0
Guatemala		0.0%	0
Guiana		0.0%	0
Guinea		0.0%	0
Guinea-Bissau		0.0%	0
Guyana		0.0%	0
Haiti		0.0%	0
Honduras		0.0%	0
Hong Kong		0.0%	0
Hungary		0.0%	0
Iceland		0.0%	0

India		0.3%	1
Indonesia		0.0%	0
Inmarsat		0.0%	0
Iran		0.0%	0
Iraq		0.0%	0
Ireland		0.0%	0
Israel		0.0%	0
Italy		0.0%	0
Ivory Coast		0.0%	0
Jamaica		0.0%	0
Japan		0.0%	0
Jordan		0.0%	0
Kazakhstan		0.0%	0
Kenya		0.0%	0
Kiribati		0.0%	0
Korea (North)		0.0%	0
Korea (South)		0.0%	0
Kosovo		0.0%	0
Kuwait		0.0%	0
Kyrgyzstan		0.0%	0
Laos		0.0%	0
Latvia		0.0%	0
Lebanon		0.0%	0
Lesotho		0.0%	0
Liberia		0.0%	0
Libya		0.0%	0
Liechtenstein		0.0%	0

Lithuania		0.0%	0
Luxembourg		0.0%	0
Macau		0.0%	0
Macedonia		0.0%	0
Madagascar		0.0%	0
Malawi		0.0%	0
Malaysia		0.0%	0
Maldives		0.0%	0
Mali		0.0%	0
Malta		0.0%	0
Mariana Islands		0.0%	0
Marshall Islands		0.0%	0
Martinique		0.0%	0
Mauritania		0.0%	0
Mauritius		0.0%	0
Mayotte		0.0%	0
Mexico		0.0%	0
Micronesia		0.0%	0
Midway Islands		0.0%	0
Miquelon		0.0%	0
Moldova		0.0%	0
Monaco		0.0%	0
Mongolia		0.0%	0
Montserrat		0.0%	0
Morocco		0.0%	0
Mozambique		0.0%	0
Myanmar		0.0%	0

Namibia		0.0%	0
Nauru		0.0%	0
Nepal		0.0%	0
Neth. Antilles		0.0%	0
Netherlands		0.0%	0
Nevis		0.0%	0
New Caledonia		0.0%	0
New Zealand		0.0%	0
Nicaragua		0.0%	0
Niger		0.0%	0
Nigeria		0.0%	0
Niue		0.0%	0
Norfolk Island		0.0%	0
Norway		0.0%	0
Oman		0.0%	0
Pakistan		0.0%	0
Palau		0.0%	0
Palestinian Territories		0.0%	0
Panama		0.0%	0
Papua New Guinea		0.0%	0
Paraguay		0.0%	0
Peru		0.0%	0
Philippines		0.0%	0
Poland		0.0%	0
Portugal		0.0%	0
Principe		0.0%	0
Puerto Rico		0.0%	0

Qatar		0.0%	0
Reunion Island		0.0%	0
Romania		0.0%	0
Russia		0.7%	2
Rwanda		0.0%	0
Saipan		0.0%	0
Samoa		0.0%	0
San Marino		0.0%	0
Sao Tome		0.0%	0
Saudi Arabia		0.0%	0
Senegal Republic		0.0%	0
Serbia, Republic of		0.0%	0
Seychelles		0.0%	0
Sierra Leone		0.0%	0
Singapore		0.0%	0
Slovakia		0.0%	0
Slovenia		0.0%	0
Solomon Islands		0.0%	0
Somalia		0.0%	0
South Africa		0.0%	0
South Sudan		0.0%	0
Spain		0.0%	0
Sri Lanka		0.0%	0
St Pierre et Miquelon		0.0%	0
St. Helena		0.0%	0
St. Kitts		0.0%	0
St. Lucia		0.0%	0













St. Vincent		0.0%	0
Sudan		0.0%	0
Suriname		0.0%	0
Swaziland		0.0%	0
Sweden		0.0%	0
Switzerland		0.0%	0
Syria		0.0%	0
Taiwan		0.0%	0
Tajikistan		0.0%	0
Tanzania		0.0%	0
Thailand		0.0%	0
Togo		0.0%	0
Tokelau		0.0%	0
Tonga		0.0%	0
Trinidad and Tobago		0.0%	0
Tunisia		0.0%	0
Turkey		0.0%	0
Turkmenistan		0.0%	0
Turks and Caicos Islands		0.0%	0
Tuvalu		0.0%	0
U.S. Virgin Islands		0.0%	0
Uganda		0.0%	0
Ukraine		0.0%	0
United Arab Emirates		0.0%	0
United Kingdom		0.0%	0
Uruguay		0.0%	0
Uzbekistan		0.0%	0



Vanuatu		0.0%	0
Vatican city		0.0%	0
Venezuela		0.0%	0
Vietnam		0.0%	0
Wake Island		0.0%	0
Wallis & Futuna Islands		0.0%	0
Western Samoa		0.0%	0
Yemen		0.0%	0
Yugoslavia		0.0%	0
Zaire		0.0%	0
Zambia		0.0%	0
Zanzibar		0.0%	0
Zimbabwe		0.0%	0
<b>Mean</b>			<b>3.776</b>
<b>Standard Deviation</b>			<b>18.491</b>
<b>Valid Responses</b>			<b>299</b>
<b>Total Responses</b>			<b>299</b>

### 15a. In which state do you live?

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Alabama		0.0%	0
Alaska		0.0%	0
Arizona		0.0%	0
Arkansas		0.7%	2
California		3.5%	10
Colorado		0.3%	1
Connecticut		0.0%	0
Delaware		0.3%	1
<b>District of Columbia</b>		<b>40.1%</b>	<b>115</b>
Florida		2.8%	8
Georgia		0.7%	2
Hawaii		0.0%	0
Idaho		0.0%	0
Illinois		0.3%	1
Indiana		1.0%	3
Iowa		0.0%	0
Kansas		0.0%	0
Kentucky		0.0%	0
Louisiana		0.0%	0
Maine		0.0%	0
Maryland		22.3%	64
Massachusetts		0.3%	1
Michigan		0.0%	0
Minnesota		0.3%	1
Mississippi		0.0%	0

Missouri		0.0%	0
Montana		0.0%	0
Nebraska		0.0%	0
Nevada		0.0%	0
New Hampshire		0.0%	0
New Jersey		0.3%	1
New Mexico		0.0%	0
New York		3.5%	10
North Carolina		0.3%	1
North Dakota		0.0%	0
Ohio		1.0%	3
Oklahoma		0.0%	0
Oregon		0.3%	1
Pennsylvania		0.3%	1
Puerto Rico / USVI		0.0%	0
Rhode Island		0.0%	0
South Carolina		0.3%	1
South Dakota		0.3%	1
Tennessee		0.3%	1
Texas		0.0%	0
Utah		0.0%	0
Vermont		0.3%	1
Virginia		18.5%	53
Washington		0.7%	2
West Virginia		0.7%	2
Wisconsin		0.0%	0
Wyoming		0.0%	0

Other US Territory or Possession		0.0%	0
<b>Mean</b>			<b>21.449</b>
<b>Standard Deviation</b>			<b>15.463</b>
<b>Valid Responses</b>			<b>287</b>
<b>Total Responses</b>			<b>287</b>






**16a.** Please select the province in which you live.

(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
Alberta						0.0%	0
British Columbia						0.0%	0
Manitoba						0.0%	0
New Brunswick						0.0%	0
Newfoundland and Labrador						0.0%	0
Northwest Territories						0.0%	0
Nova Scotia						0.0%	0
Nunavut						0.0%	0
<b>Ontario</b>						<b>100.0%</b>	<b>2</b>
Prince Edward Island						0.0%	0
Quebec						0.0%	0
Saskatchewan						0.0%	0
Yukon Territory						0.0%	0
<b>Mean</b>							<b>9.000</b>
<b>Standard Deviation</b>							<b>0.000</b>
<b>Valid Responses</b>							<b>2</b>
<b>Total Responses</b>							<b>2</b>

**17. What type of environment best describes the place in which you live?**

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>Urban / big city</b>		<b>57.2%</b>	<b>171</b>
Medium sized city		15.7%	47
Small city / small town		8.0%	24
Suburb		16.7%	50
Rural area		2.3%	7
		<b>Mean</b>	<b>1.913</b>
		<b>Standard Deviation</b>	<b>1.237</b>
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>





### 18. Do you have children? (Mark all that apply.)

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Yes, I have children under age 18 living in my home.		5.0%	15
Yes, I have children under age 18 not living in my home.		1.0%	3
Yes, I have children over age 18.		8.4%	25
<b>No</b>		<b>85.3%</b>	<b>255</b>
Prefer not to answer		1.3%	4
<b>Valid Responses</b>			<b>299</b>
<b>Total Responses</b>			<b>299</b>

**19. How many children do you have, under age 18 and living at home?**





(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
0		6.7%	1
<b>1</b>		<b>66.7%</b>	<b>10</b>
2		13.3%	2
3		13.3%	2
4+		0.0%	0
<b>Mean</b>			<b>2.333</b>
<b>Standard Deviation</b>			<b>0.816</b>
<b>Valid Responses</b>			<b>15</b>
<b>Total Responses</b>			<b>15</b>



**20. Do you want to have children in the future? (Mark all that apply.)**

(Respondents were allowed to choose **multiple** responses)

Response	20%	40%	60%	80%	100%	Frequency	Count
Yes, I hope to have children in the next three years.						12.6%	32
Yes, I hope to have children four or more years from now.						20.6%	52
<b>No</b>						<b>47.4%</b>	<b>120</b>
Unsure						21.3%	54
<b>Valid Responses</b>							<b>253</b>
<b>Total Responses</b>							<b>254</b>

**25. On a 5-point scale, how would you rate your current financial situation?**

(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
5 – Very Positive, I’m doing great financially						16.4%	49
<b>4 – Positive, Financially doing better than most</b>						<b>38.5%</b>	<b>115</b>
3 – Neutral, I’m doing alright financially but just breaking even						29.1%	87
2- Negative, I’m falling behind financially						7.7%	23
1 – Very Negative, I am struggling to make financial ends meet						8.4%	25
<b>Mean</b>							<b>2.532</b>
<b>Standard Deviation</b>							<b>1.112</b>
<b>Valid Responses</b>							<b>299</b>
<b>Total Responses</b>							<b>299</b>

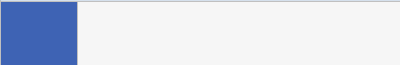
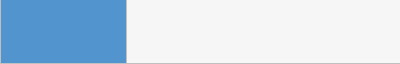
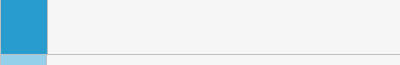
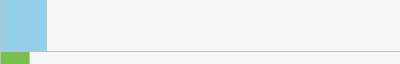
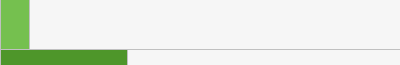
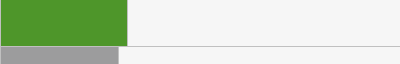
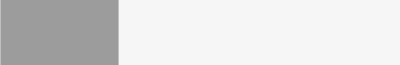

**26.** The following terms and images are often used in corporate marketing to describe or refer to the community. Please rate how you feel about each, when you see them used by corporations. My opinion of the use of the term in corporate advertising is...  
(Respondents could only choose a **single** response for each topic)

		Positive	Neutral	Negative	Total	Mean	Std Dev
LGBT	Count	<b>222</b>	64	4	290	1.248	0.464
	% by Row	<b>76.6%</b>	22.1%	1.4%	100.0%		
GLBT	Count	117	<b>133</b>	41	291	1.739	0.690
	% by Row	40.2%	<b>45.7%</b>	14.1%	100.0%		
Queer	Count	92	<b>105</b>	95	292	2.010	0.802
	% by Row	31.5%	<b>36.0%</b>	32.5%	100.0%		
Lesbian & Gay	Count	<b>143</b>	114	34	291	1.625	0.685
	% by Row	<b>49.1%</b>	39.2%	11.7%	100.0%		
LGBTQ	Count	<b>178</b>	91	25	294	1.480	0.649
	% by Row	<b>60.5%</b>	31.0%	8.5%	100.0%		
LGBTIQ	Count	111	<b>137</b>	44	292	1.771	0.693
	% by Row	38.0%	<b>46.9%</b>	15.1%	100.0%		
Gay-friendly	Count	<b>168</b>	92	35	295	1.549	0.698
	% by Row	<b>56.9%</b>	31.2%	11.9%	100.0%		
LGBT+	Count	<b>154</b>	105	30	289	1.571	0.674
	% by Row	<b>53.3%</b>	36.3%	10.4%	100.0%		
"Rainbow" (the word)	Count	85	<b>157</b>	50	292	1.880	0.670
	% by Row	29.1%	<b>53.8%</b>	17.1%	100.0%		
Rainbow (the image / graphic)	Count	<b>190</b>	89	14	293	1.399	0.580
	% by Row	<b>64.8%</b>	30.4%	4.8%	100.0%		
LGBT-friendly	Count	<b>220</b>	57	17	294	1.310	0.575
	% by Row	<b>74.8%</b>	19.4%	5.8%	100.0%		
LGBT-welcoming	Count	<b>172</b>	96	23	291	1.488	0.640

	% by Row	<b>59.1%</b>	33.0%	7.9%	100.0%		
<b>Total</b>	<b>Count</b>	<b>1852</b>	<b>1240</b>	<b>412</b>	<b>3504</b>	<b>N/A</b>	<b>N/A</b>
	% by Row	<b>52.9%</b>	<b>35.4%</b>	<b>11.8%</b>	<b>100.0%</b>		


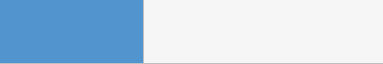

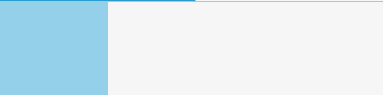
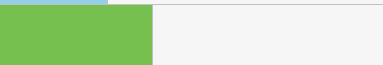



**29. Have you (or you and your partner) purchased any of the following major items during the past 12 months? (Please mark all that apply.)**

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Purchased (or leased) a new automobile		14.4%	43
Major piece of furniture (U.S. \$500 or more)		27.1%	81
Major home remodel		6.7%	20
Purchased a new primary home or condo		6.4%	19
Purchased a vacation home or timeshare		2.0%	6
Audio or visual electronics for home (U.S. \$500 or more)		27.4%	82
A new suit, dress or expensive clothing item (U.S. \$500 or more)		25.1%	75
<b>None of the above</b>		<b>44.8%</b>	<b>134</b>
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>

**30. Have you purchased any of the following experiences during the past 12 months?**  
 (Please mark all that apply.)

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Tickets to a live theater production		57.9%	173
Tickets to a headliner music concert		37.5%	112
Tickets to a cultural performance (e.g. ballet, opera, symphony)		51.2%	153
Tickets to a non-profit fundraising event of U.S. \$100 or more		28.1%	84
Salon services or spa treatments		39.8%	119
<b>Short vacation of 1 to 3 nights away</b>		<b>66.9%</b>	<b>200</b>
Longer vacation of 4+ night away		51.8%	155
None of the above		10.0%	30
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>









**32. In the past 12 months, about how many of the following travel products did you purchase in the following categories?**

(Respondents could only choose a **single** response for each topic)

		<b>0</b>	<b>1-4</b>	<b>5-9</b>	<b>10-14</b>	<b>15-19</b>	<b>20+</b>	<b>Total</b>	<b>Mean</b>	<b>Std Dev</b>
Total round-trip airline tickets	Count	74	<b>151</b>	50	10	6	5	296	2.115	0.998
	% by Row	25.0%	<b>51.0%</b>	16.9%	3.4%	2.0%	1.7%	100.0%		
Total nights in hotels	Count	63	<b>81</b>	52	46	17	31	290	2.883	1.581
	% by Row	21.7%	<b>27.9%</b>	17.9%	15.9%	5.9%	10.7%	100.0%		
Total rental car reservations (count 1 per trip)	Count	<b>140</b>	119	18	4	3	6	290	1.721	0.974
	% by Row	<b>48.3%</b>	41.0%	6.2%	1.4%	1.0%	2.1%	100.0%		
<b>Total</b>	<b>Count</b>	<b>277</b>	<b>351</b>	<b>120</b>	<b>60</b>	<b>26</b>	<b>42</b>	<b>876</b>	<b>N/A</b>	<b>N/A</b>
	<b>% by Row</b>	<b>31.6%</b>	<b>40.1%</b>	<b>13.7%</b>	<b>6.8%</b>	<b>3.0%</b>	<b>4.8%</b>	<b>100.0%</b>		









**33. In the past 7 days, how many meals did you eat out in the following categories? (Breakfast)**

(Respondents were limited to **brief** text responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>0</b>		<b>49.5%</b>	<b>148</b>
1		23.4%	70
2		11.0%	33
3		5.0%	15
4		3.7%	11
5		3.3%	10
6		0.7%	2
7 or more		3.3%	10
Other Responses		0.0%	0
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>

**33. In the past 7 days, how many meals did you eat out in the following categories? (Lunch)**

(Respondents were limited to **brief** text responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
0		13.4%	40
<b>1</b>		<b>23.4%</b>	<b>70</b>
2		19.7%	59
3		15.7%	47
4		8.7%	26
5		10.0%	30
6		3.3%	10
7 or more		5.7%	17
Other Responses		0.0%	0



	<b>Valid Responses</b>	<b>299</b>
	<b>Total Responses</b>	<b>299</b>

**33. In the past 7 days, how many meals did you eat out in the following categories? (Dinner)**

(Respondents were limited to **brief** text responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
0		15.7%	47
1		22.1%	66
<b>2</b>		<b>24.4%</b>	<b>73</b>
3		17.1%	51
4		11.0%	33
5		2.7%	8
6		3.0%	9
7 or more		4.0%	12
Other Responses		0.0%	0
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>

**33. In the past 7 days, how many meals did you eat out in the following categories? (Coffee Out)**

(Respondents were limited to **brief** text responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>0</b>		<b>41.8%</b>	<b>125</b>
1		15.4%	46
2		12.0%	36
3		10.0%	30
4		7.0%	21
5		3.3%	10

6		2.0%	6
7 or more		8.4%	25
Other Responses		0.0%	0
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>



**56.** How much have you spent on all meals and drinks at restaurants, fast food, cafes, etc. in the past 7 days? Include all personal funds spent, even if you paid for others. If someone else paid for a meal, do not include that amount.

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
\$0		3.4%	10
\$1 to \$24		9.3%	27
\$25 to \$49		13.1%	38
\$50 to \$74		13.4%	39
\$75 to \$99		12.7%	37
<b>\$100 to \$149</b>		<b>17.5%</b>	<b>51</b>
\$150 to \$199		10.7%	31
\$200 to \$299		11.3%	33
\$300 to \$399		4.8%	14
\$400 to \$499		0.7%	2
\$500 or more		3.1%	9
		<b>Mean</b>	<b>5.330</b>
		<b>Standard Deviation</b>	<b>2.372</b>
		<b>Valid Responses</b>	<b>291</b>
		<b>Total Responses</b>	<b>291</b>

**58.** How much have you spent on all meals and drinks at restaurants, fast food, cafes, etc. in the past 7 days? Include all personal funds spent, even if you paid for others. If someone else paid for a meal, do not include that amount.

(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
<b>€0</b>						<b>50.0%</b>	<b>1</b>
€1 to €24						0.0%	0
€25 to €49						0.0%	0
€50 to €74						0.0%	0
<b>€75 to €99</b>						<b>50.0%</b>	<b>1</b>
€100 to €149						0.0%	0
€150 to €199						0.0%	0
€200 to €299						0.0%	0
€300 to €399						0.0%	0
€400 to €499						0.0%	0
€500 or more						0.0%	0
<b>Mean</b>							<b>3.000</b>
<b>Standard Deviation</b>							<b>2.828</b>
<b>Valid Responses</b>							<b>2</b>
<b>Total Responses</b>							<b>2</b>

**34. About how many total alcohol drinks have you consumed of each kind in the past 7 days in a home, at a restaurant and/or a bar?**

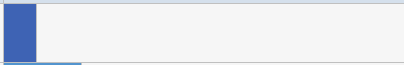


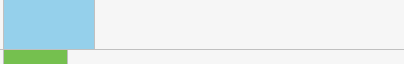
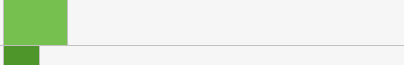
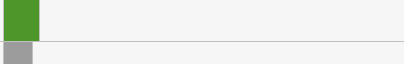
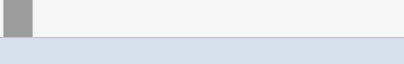
(Respondents could only choose a **single** response for each topic)

		<b>0</b>	<b>1-4</b>	<b>5-9</b>	<b>10+</b>	<b>Total</b>	<b>Mean</b>	<b>Std Dev</b>
Beer	Count	<b>183</b>	81	19	2	285	1.439	0.651
	% by Row	<b>64.2%</b>	28.4%	6.7%	0.7%	100.0%		
Light beer	Count	<b>220</b>	28	5	4	257	1.195	0.539
	% by Row	<b>85.6%</b>	10.9%	1.9%	1.6%	100.0%		
Wine	Count	<b>133</b>	106	33	12	284	1.732	0.827
	% by Row	<b>46.8%</b>	37.3%	11.6%	4.2%	100.0%		
Brandy	Count	<b>242</b>	15	0	0	257	1.058	0.235
	% by Row	<b>94.2%</b>	5.8%	0.0%	0.0%	100.0%		
Gin	Count	<b>230</b>	24	3	1	258	1.128	0.398
	% by Row	<b>89.1%</b>	9.3%	1.2%	0.4%	100.0%		
Vodka	Count	<b>185</b>	66	7	5	263	1.361	0.632
	% by Row	<b>70.3%</b>	25.1%	2.7%	1.9%	100.0%		
Scotch	Count	<b>242</b>	10	1	0	253	1.047	0.231
	% by Row	<b>95.7%</b>	4.0%	0.4%	0.0%	100.0%		
Whiskey	Count	<b>214</b>	44	0	0	258	1.171	0.377
	% by Row	<b>82.9%</b>	17.1%	0.0%	0.0%	100.0%		
Bourbon	Count	<b>226</b>	26	2	1	255	1.129	0.390
	% by Row	<b>88.6%</b>	10.2%	0.8%	0.4%	100.0%		
Rum	Count	<b>213</b>	38	3	1	255	1.184	0.445
	% by Row	<b>83.5%</b>	14.9%	1.2%	0.4%	100.0%		
Tequila	Count	<b>212</b>	41	1	1	255	1.180	0.424
	% by Row	<b>83.1%</b>	16.1%	0.4%	0.4%	100.0%		
<b>Total</b>	<b>Count</b>	<b>2300</b>	<b>479</b>	<b>74</b>	<b>27</b>	<b>2880</b>	<b>N/A</b>	<b>N/A</b>
	<b>% by Row</b>	<b>79.9%</b>	<b>16.6%</b>	<b>2.6%</b>	<b>0.9%</b>	<b>100.0%</b>		



**35. In the past 12 months, about how much have you spent on new clothing for yourself?**

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
\$0		3.8%	11
\$1 to \$99		15.5%	45
<b>\$100 to \$499</b>		<b>43.0%</b>	<b>125</b>
\$500 to \$999		18.9%	55
\$1,000 to \$1,999		11.7%	34
\$2,000 to \$2,999		4.5%	13
\$3,000 or more		2.7%	8
		<b>Mean</b>	<b>3.436</b>
		<b>Standard Deviation</b>	<b>1.272</b>
		<b>Valid Responses</b>	<b>291</b>
		<b>Total Responses</b>	<b>291</b>

**59.** In the past 12 months, about how much have you spent on new clothing for yourself?



(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
€0		0.0%	0
€1 to €99		0.0%	0
<b>€100 to €499</b>		<b>100.0%</b>	<b>2</b>
€500 to €999		0.0%	0
€1,000 to €1,999		0.0%	0
€2,000 to €2,999		0.0%	0
€3,000 or more		0.0%	0
		<b>Mean</b>	<b>3.000</b>
		<b>Standard Deviation</b>	<b>0.000</b>
		<b>Valid Responses</b>	<b>2</b>
		<b>Total Responses</b>	<b>2</b>




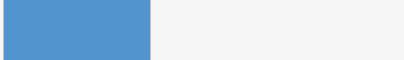
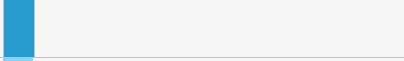
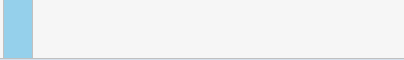
**38.** In the past 30 days, have you read any of the following print media...? (Please mark all that apply.)

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>LGBT publications/newspapers for my city or region</b>		<b>89.6%</b>	<b>199</b>
LGBT national magazines		54.1%	120
		<b>Valid Responses</b>	<b>222</b>
		<b>Total Responses</b>	<b>299</b>



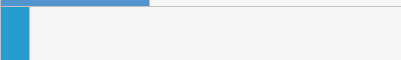
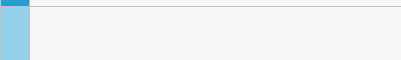
**38a.** For local LGBT newspapers, typically, how many people read your copy of that newspaper? Please include yourself in the total.

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>1 (Just myself)</b>		<b>61.3%</b>	<b>122</b>
2 (myself and one other person)		33.2%	66
3 (Myself and 2 other people)		3.0%	6
4+ (Myself and 3 or more other people)		2.5%	5
		<b>Mean</b>	<b>1.467</b>
		<b>Standard Deviation</b>	<b>0.680</b>
		<b>Valid Responses</b>	<b>199</b>
		<b>Total Responses</b>	<b>199</b>




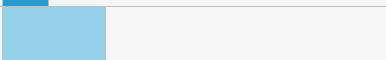
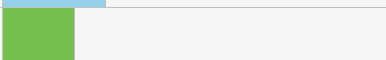
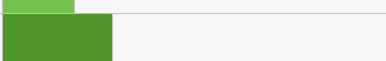
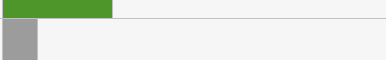
**38b.** For national LGBT magazines, typically, how many people read your copy of that magazine? Please include yourself in the total.

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>1 (Just myself)</b>		<b>58.8%</b>	<b>70</b>
2 (myself and one other person)		34.5%	41
3 (Myself and 2 other people)		3.4%	4
4+ (Myself and 3 or more other people)		3.4%	4
Not Answered			1
		<b>Mean</b>	<b>1.513</b>
		<b>Standard Deviation</b>	<b>0.723</b>
		<b>Valid Responses</b>	<b>119</b>
		<b>Total Responses</b>	<b>120</b>

**39.** In the past 30 days, have you viewed or listened to any of the following...? (Please mark all that apply.)

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>LGBT websites / blogs</b>		<b>81.6%</b>	<b>244</b>
LGBT email newsletters		60.9%	182
LGBT radio (on the air or streaming online)		12.0%	36
LGBT-dedicated TV channel		26.8%	80
LGBT mobile apps (non-dating)		18.7%	56
LGBT mobile apps (dating or hook-up)		28.8%	86
None of the above		9.0%	27
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>








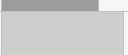








**40. Has your interaction with LGBT media (newspapers, websites, etc.) changed over the past 12 months?**

(Respondents could only choose a **single** response for each topic)

		Increased	Same	Decreased	Total	Mean	Std Dev
Reading local LGBT newspapers and magazines	Count	60	<b>208</b>	31	299	1.903	0.544
	% by Row	20.1%	<b>69.6%</b>	10.4%	100.0%		
Reading LGBT national magazines	Count	48	<b>206</b>	36	290	1.959	0.538
	% by Row	16.6%	<b>71.0%</b>	12.4%	100.0%		
Visiting LGBT websites / blogs	Count	101	<b>176</b>	19	296	1.723	0.574
	% by Row	34.1%	<b>59.5%</b>	6.4%	100.0%		
Reading LGBT email newsletters	Count	71	<b>196</b>	23	290	1.834	0.546
	% by Row	24.5%	<b>67.6%</b>	7.9%	100.0%		
Using LGBT dating mobile apps	Count	42	<b>169</b>	65	276	2.083	0.618
	% by Row	15.2%	<b>61.2%</b>	23.6%	100.0%		
Using LGBT (all other; non-dating) mobile apps	Count	28	<b>200</b>	45	273	2.062	0.514
	% by Row	10.3%	<b>73.3%</b>	16.5%	100.0%		
<b>Total</b>	<b>Count</b>	<b>350</b>	<b>1155</b>	<b>219</b>	<b>1724</b>	<b>N/A</b>	<b>N/A</b>
	<b>% by Row</b>	<b>20.3%</b>	<b>67.0%</b>	<b>12.7%</b>	<b>100.0%</b>		




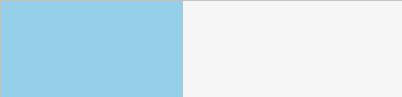






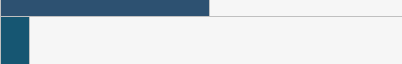
**41. Do you have, and have actively used (at least once a week), any of these social media and dating websites/apps in the past 30 days? (Please mark all that apply.)**

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Facebook		89.0%	266
Flickr		6.4%	19
Picasa		2.0%	6
Google+		32.1%	96
Instagram		39.5%	118
LinkedIn		49.5%	148
Pinterest		19.7%	59
Snapchat		26.1%	78
Tumblr		30.1%	90
Twitter		47.5%	142
Vine		5.7%	17
YouTube		71.9%	215
Any dating app dedicated to gay men		31.8%	95
Any dating app dedicated to lesbians		2.3%	7
Any dating app for the general population (i.e. not LGBT-specific)		10.7%	32
None of the above		4.0%	12
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>

**42. In the past 12 months, have you viewed or participated in any of the following?**  
 (Please mark all that apply.)

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Watched a film with majority LGBT characters		74.2%	222
<b>Watched an LGBT-inclusive TV show</b>		<b>74.6%</b>	<b>223</b>
Attended an LGBT film festival		15.4%	46
Attended an LGBT organization fund-raiser, gala, etc.		42.1%	126
Attended LGBT pride event(s)		67.6%	202
Attended/participated in an LGBT sports activity		17.1%	51
Donated to LGBT organization(s)		57.9%	173
Volunteered at LGBT organization(s)		43.1%	129
Visited a bar / nightclub for the LGBT community		63.2%	189
Visited an neighborhood because it is LGBT-popular		49.2%	147
None of the above		2.3%	7
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>

**43. Do you have access to any of these types of LGBT organizations in your city/community? Check all that exist in your community, to your knowledge.**

(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
LGBT professional or business organization		71.6%	214
LGBT sports organization		62.2%	186
<b>LGBT community center</b>		<b>79.3%</b>	<b>237</b>
Gay men's physical health organization		58.5%	175
Lesbian or women's physical health organization		40.5%	121
LGBT-specific mental health organization		49.2%	147
LGBT arts organization		48.5%	145
None of the above		9.7%	29
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>


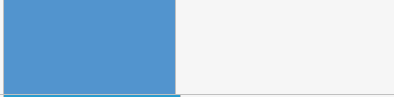


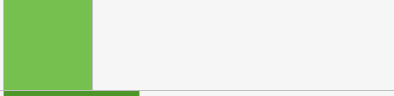
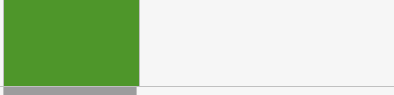
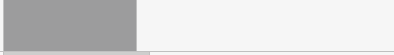
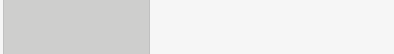
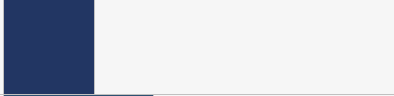
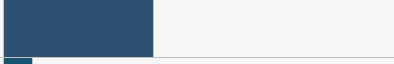
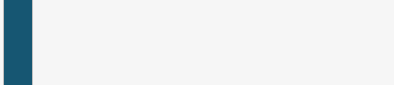
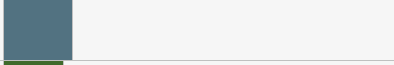
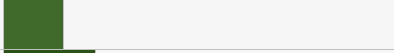
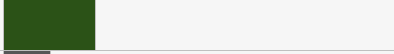
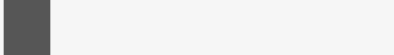
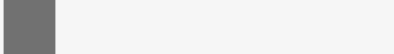


**44. How likely are you to attend and participate in an LGBT sports event as an athlete or spectator in the following places?**

(Respondents could only choose a **single** response for each topic)


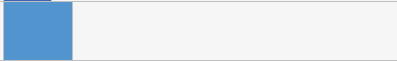
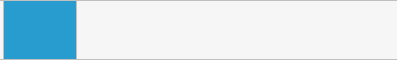

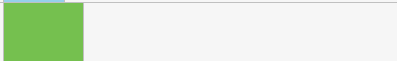
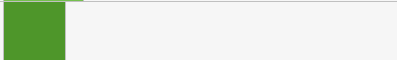
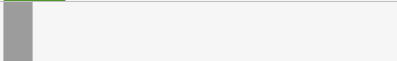
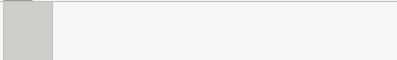
		<b>Very Likely</b>	<b>Somewhat Likely</b>	<b>Unlikely</b>	<b>Total</b>	<b>Mean</b>	<b>Std Dev</b>
Participate in my hometown	Count	101	86	<b>110</b>	297	2.030	0.844
	% by Row	34.0%	29.0%	<b>37.0%</b>	100.0%		
Participate in location a 4 hour or more drive away	Count	25	52	<b>218</b>	295	2.654	0.630
	% by Row	8.5%	17.6%	<b>73.9%</b>	100.0%		
Participate in location a 2 hour or more flight away	Count	27	60	<b>209</b>	296	2.615	0.649
	% by Row	9.1%	20.3%	<b>70.6%</b>	100.0%		
Participate in another country	Count	23	37	<b>232</b>	292	2.716	0.602
	% by Row	7.9%	12.7%	<b>79.5%</b>	100.0%		
<b>Total</b>	<b>Count</b>	<b>176</b>	<b>235</b>	<b>769</b>	<b>1180</b>	<b>N/A</b>	<b>N/A</b>
	<b>% by Row</b>	<b>14.9%</b>	<b>19.9%</b>	<b>65.2%</b>	<b>100.0%</b>		

**45.** Of the following, what might motivate you to attend and participate in an LGBT event featuring sports and culture, which attracts people from all over the world? Please limit your choices to those that are most important to you. Do not check all. (Respondents were allowed to choose **multiple** responses)

Response	20%	40%	60%	80%	100%	Frequency	Count
<b>Event held in a destination or city I enjoy visiting</b>						<b>49.5%</b>	<b>148</b>
Event held in a new destination or city I have always wanted to visit						42.5%	127
Travel with partner						43.8%	131
Travel with friends						48.8%	146
Meet people from other places who participate in my sport						20.7%	62
Meet people from other places who participate in cultural events						33.1%	99
Gain better awareness of the global LGBT community						32.4%	97
Develop a better sense of LGBT life in other places						35.8%	107
A chance to use sport or culture to impact human rights						21.4%	64
To be in touch with a diverse group of individuals						36.8%	110
Interact with members of another gender in my sport activity						5.4%	16
Build confidence in other areas of my life						15.7%	47
It makes me physically strong						13.4%	40
Build a positive self image						21.7%	65
Protect myself against physically homophobic attacks						10.0%	30
None of the above						11.4%	34
<b>Valid Responses</b>						<b>299</b>	
<b>Total Responses</b>						<b>299</b>	

#### 46. Which category best describes your total household income before taxes?

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80%100%	Frequency	Count
Under \$25,000		9.6%	28
\$25,000 to \$49,999		15.1%	44
\$50,000 to \$74,999		16.2%	47
\$75,000 to \$99,999		13.1%	38
<b>\$100,000 to \$149,999</b>		<b>17.9%</b>	<b>52</b>
\$150,000 to \$249,999		13.4%	39
\$250,000 or more		4.8%	14
Prefer not to answer		10.0%	29
<b>Mean</b>			<b>4.237</b>
<b>Standard Deviation</b>			<b>2.082</b>
<b>Valid Responses</b>			<b>291</b>
<b>Total Responses</b>			<b>291</b>

**60. Which category best describes your total household income before taxes?**

(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
<b>Under €25,000</b>						<b>50.0%</b>	<b>1</b>
€25,000 to €49,999						0.0%	0
€50,000 to €74,999						0.0%	0
<b>€75,000 to €99,999</b>						<b>50.0%</b>	<b>1</b>
€100,000 to €149,999						0.0%	0
€150,000 to €249,999						0.0%	0
€250,000 or more						0.0%	0
Prefer not to answer						0.0%	0
<b>Mean</b>							<b>2.500</b>
<b>Standard Deviation</b>							<b>2.121</b>
<b>Valid Responses</b>							<b>2</b>
<b>Total Responses</b>							<b>2</b>




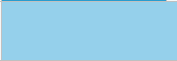

**47. Please specify your ethnic or cultural background. (Please choose the one that best applies.)**

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Arab/Middle Eastern		0.0%	0
Asian / of Asian descent		2.3%	7
Black / of African descent		17.1%	51
Latin(o/a) or of Hispanic descent		4.0%	12
Native North American		0.0%	0
Pacific Islander		0.0%	0
South Asian / Indian / Pakistani region		0.0%	0
<b>White / of European descent (non-Hispanic)</b>		<b>68.2%</b>	<b>204</b>
Mixed ethnicity		4.7%	14
Other		1.3%	4
Prefer not to answer		2.3%	7
		<b>Mean</b>	<b>6.990</b>
		<b>Standard Deviation</b>	<b>2.249</b>
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>

#### 48. What is the highest level of education you have attained?

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
High School / Secondary School Graduate (includes equivalency)		10.4%	31
Associate's Degree or Professional Certification (post High School)		10.0%	30
Bachelor's Degree		37.5%	112
<b>Master's Degree or Higher</b>		<b>40.1%</b>	<b>120</b>
Other / prefer not to answer		2.0%	6
		<b>Mean</b>	<b>3.134</b>
		<b>Standard Deviation</b>	<b>0.991</b>
		<b>Valid Responses</b>	<b>299</b>
		<b>Total Responses</b>	<b>299</b>