

Partner Reporting: 12th Annual LGBTQ Community Survey 2018

Type: The DC Center for the LGBT Community

Date: 6/19/2018

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






























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














Number of Responses Analyzed: 401

1. Age. In which year were you born?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Before 1940						0.5%	2
1940						0.0%	0
1941						0.2%	1
1942						0.2%	1
1943						0.5%	2
1944						1.0%	4
1945						0.5%	2
1946						0.5%	2
1947						0.2%	1
1948						1.2%	5
1949						0.7%	3
1950						0.7%	3
1951						0.7%	3
1952						2.0%	8
1953						1.2%	5

1954		2.2%	9
1955		1.0%	4
1956		1.0%	4
1957		1.2%	5
1958		1.2%	5
1959		1.5%	6
1960		1.5%	6
1961		3.0%	12
1962		1.7%	7
1963		2.0%	8
1964		2.5%	10
1965		2.2%	9
1966		2.5%	10
1967		2.0%	8
1968		0.7%	3
1969		1.7%	7
1970		1.7%	7
1971		1.2%	5
1972		2.7%	11
1973		1.7%	7
1974		3.0%	12
1975		1.5%	6
1976		1.2%	5
1977		0.7%	3
1978		2.2%	9
1979		1.5%	6
1980		1.7%	7
1981		2.7%	11
1982		0.7%	3

1983		2.2%	9
1984		3.5%	14
1985		2.7%	11
1986		3.0%	12
1987		2.0%	8
1988		3.0%	12
1989		3.2%	13
1990		4.2%	17
1991		2.5%	10
1992		2.7%	11
1993		3.2%	13
1994		1.7%	7
1995		1.0%	4
1996		1.0%	4
1997		0.7%	3
1998		0.0%	0
1999		0.5%	2
2000		0.5%	2
2001 and later		0.5%	2
		Mean	36.222
		Standard Deviation	14.860
		Valid Responses	401
		Total Responses	401

2. Gender Identity. How do you identify? (Please mark all that apply.)
 (Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Female		33.7%	135
Male		61.6%	247
Trans Woman or MTF		2.2%	9
Trans Man or FTM		2.7%	11
Transgender		3.5%	14
Intersex		0.2%	1
Questioning		1.0%	4
Agender		0.7%	3
Non-binary		5.2%	21
Genderqueer		4.7%	19
Gender Fluid		2.2%	9
Two Spirit		0.7%	3
Other, please tell us:		1.0%	4
		Valid Responses	401
		Total Responses	401

3. Sexual Orientation. How do you identify? (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%	90
Gay man						58.6%	235
Bisexual						15.0%	60
Pansexual						5.0%	20
Queer						24.2%	97
Questioning						1.2%	5
Demisexual						1.5%	6
Asexual						1.0%	4
Same gender loving						7.2%	29
Straight or heterosexual						1.7%	7
Straight Ally						0.2%	1
Other, please tell us:						0.5%	2
Valid Responses							401
Total Responses							401

Shown to Cisgender Female AND (Lesbian/gay woman OR Bisexual OR Pansexual)





4.. You said that you identify as a lesbian, gay woman, bisexual and female or pansexual and female. When you think about how you identify, how likely are you to use these terms to describe yourself?

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



		Very likely	Sometimes	Not likely or never	Total	Mean	Std Dev
Lesbian	Count	61	24	21	106	1.623	0.798
	% by Row	57.5%	22.6%	19.8%	100.0%		
Gay	Count	46	43	13	102	1.676	0.692
	% by Row	45.1%	42.2%	12.7%	100.0%		
Gay woman	Count	27	37	36	100	2.090	0.793
	% by Row	27.0%	37.0%	36.0%	100.0%		
Bisexual woman	Count	26	14	63	103	2.359	0.862
	% by Row	25.2%	13.6%	61.2%	100.0%		
Pansexual woman	Count	7	13	83	103	2.738	0.577
	% by Row	6.8%	12.6%	80.6%	100.0%		
Same gender loving woman	Count	10	18	74	102	2.627	0.659
	% by Row	9.8%	17.6%	72.5%	100.0%		
Total	Count	177	149	290	616	N/A	N/A
	% by Row	28.7%	24.2%	47.1%	100.0%		

5. Country. 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
United States						95.3%	382
Canada						0.2%	1
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						0.2%	1
Armenia						0.0%	0
Aruba						0.0%	0
Ascension						0.0%	0
Australia						0.0%	0
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						0.2%	1
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		0.2%	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		0.2%	1
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		0.2%	1
East Timor		0.0%	0
Easter Island		0.0%	0
Ecuador		0.0%	0
Egypt		0.0%	0
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		0.2%	1
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 Carriacou		0.0%	0
Grenadine 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		0.0%	0
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		0.2%	1

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		1.2%	5
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		0.2%	1
Palau		0.0%	0
Palestinian Territories		0.0%	0
Panama		0.0%	0
Papua New Guinea		0.0%	0
Paraguay		0.0%	0
Peru		0.2%	1
Philippines		0.0%	0
Poland		0.0%	0
Portugal		0.2%	1
Principe		0.0%	0
Puerto Rico		0.0%	0
Qatar		0.0%	0
Reunion Island		0.0%	0
Romania		0.0%	0
Russia		0.0%	0
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		0.2%	1
United Kingdom		0.0%	0
Uruguay		0.0%	0
Uzbekistan		0.0%	0
Vanuatu		0.0%	0
Vatican city		0.0%	0
Venezuela		0.5%	2
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
Mean			6.895
Standard Deviation			31.264
Valid Responses			401
Total Responses			401

6A. US States. 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						0.3%	1
Arkansas						0.3%	1
California						3.7%	14
Colorado						0.0%	0
Connecticut						0.5%	2
Delaware						1.0%	4
District of Columbia						40.8%	156
Florida						2.1%	8
Georgia						1.0%	4
Hawaii						0.3%	1
Idaho						0.0%	0
Illinois						0.5%	2
Indiana						0.5%	2
Iowa						0.0%	0
Kansas						0.0%	0
Kentucky						0.3%	1
Louisiana						0.0%	0
Maine						0.0%	0
Maryland						17.3%	66
Massachusetts						2.1%	8
Michigan						0.8%	3
Minnesota						0.3%	1
Mississippi						0.0%	0
Missouri						0.0%	0

Montana		0.0%	0
Nebraska		0.0%	0
Nevada		0.3%	1
New Hampshire		0.3%	1
New Jersey		0.3%	1
New Mexico		0.3%	1
New York		2.6%	10
North Carolina		0.5%	2
North Dakota		0.0%	0
Ohio		0.0%	0
Oklahoma		0.3%	1
Oregon		0.3%	1
Pennsylvania		1.8%	7
Rhode Island		0.0%	0
South Carolina		0.8%	3
South Dakota		0.0%	0
Tennessee		0.3%	1
Texas		1.0%	4
Utah		0.0%	0
Vermont		0.3%	1
Virginia		16.8%	64
Washington		1.0%	4
West Virginia		1.6%	6
Wisconsin		0.0%	0
Wyoming		0.0%	0
Other US Territory or Possession		0.0%	0
Mean			21.319
Standard Deviation			15.336
Valid Responses			382

Total Responses	382
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7A. Canada Provinces. 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
Ontario						100.0%	1
Prince Edward Island						0.0%	0
Quebec						0.0%	0
Saskatchewan						0.0%	0
Yukon Territory						0.0%	0
Mean							9.000
Valid Responses							1
Total Responses							1



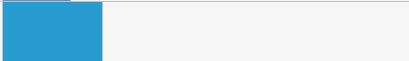
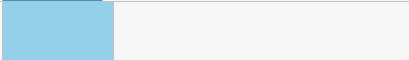
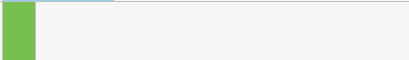
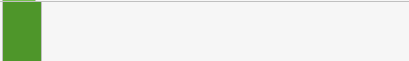
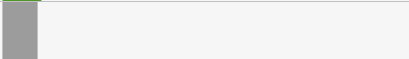
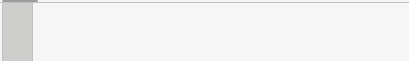
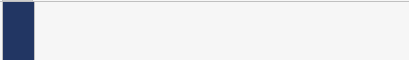
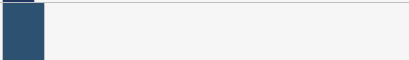
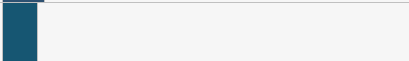
8. Ethnicity. Please specify your ethnic or cultural background. (Please mark all that apply.)

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Asian / of Asian descent						4.7%	19
Black / of African descent						13.2%	53
Latin(o/a) or of Hispanic descent						6.5%	26
Middle Eastern						0.0%	0
Native North American						2.0%	8
Pacific Islander						0.0%	0
South Asian						1.5%	6
White / of European descent (non-Hispanic)						75.1%	301
Mixed ethnicity						5.7%	23
Other						2.5%	10
Prefer not to answer						0.2%	1
						Valid Responses	401
						Total Responses	401

9. Relationship. 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
Single / not in a relationship		40.9%	164
In a relationship but not living with partner (dating)		11.0%	44
In a relationship and living with partner (no legal status)		19.5%	78
Legally married		22.2%	89
Civil union or registered domestic partner		1.7%	7
Engaged		3.5%	14
Widow / Widower		2.5%	10
Divorced from same-sex spouse		1.0%	4
Divorced from opposite-sex spouse		1.5%	6
Polyamorous relationship		4.2%	17
Other, please tell us:		2.5%	10
		Valid Responses	401
		Total Responses	401

Shown to those (In a relationship and living with partner (no legal status) OR Civil union or registered domestic partnership OR Legally married or Engaged to marry) in Q9.

10. You indicated that you are in a relationship. How would you describe your relationship?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Same-sex relationship						87.2%	156
Opposite-sex relationship						6.1%	11
Non-binary identified relationship (one or more partner identifies other than male or female)						3.9%	7
Other, please tell us:						2.8%	5
Mean							1.223
Standard Deviation							0.649
Valid Responses							179
Total Responses							179

Shown to those that are Legally Married in Q9.

11. 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		9.0%	8
1 - 2 years ago		13.5%	12
3 - 5 years ago		49.4%	44
6+ years ago		28.1%	25
Prefer not to answer		0.0%	0
Mean			2.966
Standard Deviation			0.885
Valid Responses			89
Total Responses			89

Shown to those married in the past two years in Q11.

12. What was the period from the time you started dating until the time you got legally married?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Less than a year						0.0%	0
1 to 4 years						45.0%	9
5 to 9 years						30.0%	6
10+ years						25.0%	5
Prefer not to answer						0.0%	0
Mean							2.800
Standard Deviation							0.834
Valid Responses							20
Total Responses							20

13. Do you own or rent your primary living space?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
I own my home, condo or living space						40.6%	163
I rent my home, apartment or living space						48.6%	195
I live with parents, family and/or friends and do not pay rent						8.0%	32
Other						2.7%	11
Mean							1.728
Standard Deviation							0.723
Valid Responses							401
Total Responses							401


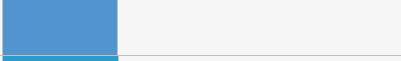
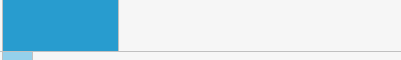
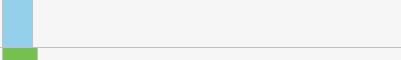
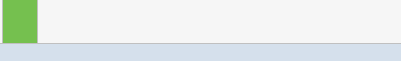
14. With whom do you live? (Please mark all that apply.)

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

Response	20% 40% 60% 80% 100%	Frequency	Count
Myself only - Live alone		30.9%	124
My spouse or partner		44.1%	177
My child(ren)		3.2%	13
Roommates or friends		18.0%	72
My parents (or partner's parents)		6.0%	24
Other family members (like brothers or sisters)		2.5%	10
Other relationships		2.5%	10
		Valid Responses	401
		Total Responses	401

15. Do you care for a pet or companion animal at home? (Please mark all that apply.)

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

Response	20%	40%	60%	80%	100%	Frequency	Count
No, I have no pets or companion animals at home						48.4%	194
Yes, one or more dogs						25.4%	102
Yes, one or more cats						25.7%	103
Yes, other type(s) of pet or animal						3.2%	13
None of the above						4.7%	19
Valid Responses						401	
Total Responses						401	

16. Living Environment. What type of environment best describes the primary place in which you live?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Urban / big city						55.6%	223
Medium sized city						13.5%	54
Small city						5.7%	23
Suburb						17.5%	70
Small town / surrounded by rural areas						4.5%	18
Rural area / countryside						3.2%	13
Mean							2.115
Standard Deviation							1.492
Valid Responses							401
Total Responses							401



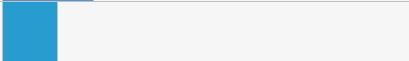
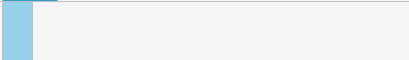
17. Do you agree or disagree with these statements?

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

		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Total	Mean	Std Dev
I live in an LGBTQ-friendly city, town, or community	Count	241	127	13	7	388	1.448	0.651
	% by Row	62.1%	32.7%	3.4%	1.8%	100.0%		
I live in an LGBTQ-friendly state/province	Count	193	131	43	21	388	1.722	0.866
	% by Row	49.7%	33.8%	11.1%	5.4%	100.0%		
I live in an LGBTQ-friendly country	Count	24	212	126	26	388	2.397	0.706
	% by Row	6.2%	54.6%	32.5%	6.7%	100.0%		
Total	Count	458	470	182	54	1164	N/A	N/A
	% by Row	39.3%	40.4%	15.6%	4.6%	100.0%		

18. Out. How "out" are you as an LGBTQ community member to the important people in your life?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Out to all important people						72.3%	290
Out to most important people						17.7%	71
Out to some or a few important people						8.2%	33
I am not out						1.7%	7
Mean							1.394
Standard Deviation							0.714
Valid Responses							401
Total Responses							401

19. To what degree do you feel comfortable and belonging in these types of spaces?
 (Respondents could only choose a **single** response for each topic)

		Fully comfortable	Somewhat comfortable	Some discomfort	Not comfortable	Total	Mean	Std Dev
An event with mostly LGBTQ community members	Count	337	59	4	0	400	1.168	0.400
	% by Row	84.3%	14.8%	1.0%	0.0%	100.0%		
An event with mostly straight or non-LGBTQ community members	Count	191	150	52	7	400	1.688	0.762
	% by Row	47.8%	37.5%	13.0%	1.8%	100.0%		
A restaurant in a big city	Count	318	75	7	1	401	1.229	0.477
	% by Row	79.3%	18.7%	1.7%	0.2%	100.0%		
A restaurant at a truck/gas stop along the highway	Count	111	144	109	36	400	2.175	0.939
	% by Row	27.8%	36.0%	27.3%	9.0%	100.0%		
A professional sports arena watching a non-LGBTQ sporting event	Count	178	137	58	26	399	1.830	0.908
	% by Row	44.6%	34.3%	14.5%	6.5%	100.0%		
Total	Count	1135	565	230	70	2000	N/A	N/A
	% by Row	56.8%	28.3%	11.5%	3.5%	100.0%		

Shown to those identified as African American / Black in Q8.

20A. Do you connect more with the African American / Black community, the LGBTQ community, or both? (Please mark the one that best applies.)

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

Response	20%	40%	60%	80%	100%	Frequency	Count
I connect more with the African American / Black community						13.7%	7
I connect more with the LGBTQ community						21.6%	11
I connect equally with the African American / Black community and the LGBTQ community						56.9%	29
I don't have much of a connection with either community						3.9%	2
Not Sure						3.9%	2
Mean							2.627
Standard Deviation							0.916
Valid Responses							51
Total Responses							51

Shown to those identified as Latino / Hispanic in Q8.

20B. Do you connect more with the Latino / Hispanic community, the LGBTQ community, or both? (Please mark the one that best applies.)

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

Response	20%	40%	60%	80%	100%	Frequency	Count
I connect more with the Latino / Hispanic community						12.5%	2
I connect more with the LGBTQ community						25.0%	4
I connect equally with the Latino / Hispanic community and the LGBTQ community						56.3%	9
I don't have much of a connection with either community						6.3%	1
Not Sure						0.0%	0
Mean							2.563
Standard Deviation							0.814
Valid Responses							16
Total Responses							16

Shown to those identified as Asian in Q8.

20C. Do you connect more with the Asian community, the LGBTQ community, or both? (Please mark the one that best applies.)

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

Response	20%	40%	60%	80%	100%	Frequency	Count
I connect more with the Asian community						0.0%	0
I connect more with the LGBTQ community						68.4%	13
I connect equally with the Asian community and the LGBTQ community						26.3%	5
I don't have much of a connection with either community						5.3%	1
Not Sure						0.0%	0
Mean							2.368
Standard Deviation							0.597
Valid Responses							19
Total Responses							19

21. Employment. 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
Employed full-time		65.3%	262
Employed part-time (one or more jobs)		6.7%	27
Self-employed or business owner		11.0%	44
Unemployed		4.7%	19
Student		10.2%	41
Retired		10.5%	42
Disabled		3.0%	12
Other		1.7%	7
None of the above		0.5%	2
		Valid Responses	401
		Total Responses	401

Shown to those that are (from USA OR Canada) AND (Employed full-time OR Employed part-time OR Self-employed or business owner in Q21).

22. You indicated that you are employed full-time, part-time or self-employed. 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						39.0%	120
No						58.1%	179
Not sure						2.9%	9
Mean							1.640
Standard Deviation							0.538
Valid Responses							308
Total Responses							308

Shown to those that are in (USA OR Canada) AND (Self-employed or business owner in Q21).

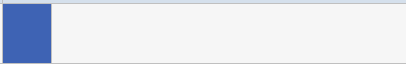

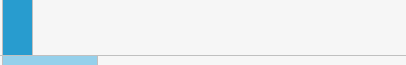
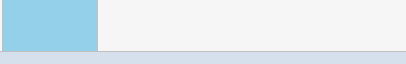
23. How many employees do you have in your business?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Just myself						73.2%	30
1 to 9 employees						22.0%	9
10 to 49 employees						2.4%	1
50 to 99 employees						2.4%	1
100 to 999 employees						0.0%	0
1,000+ employees						0.0%	0
Mean							1.341
Standard Deviation							0.656
Valid Responses							41
Total Responses							41

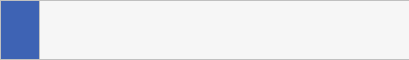

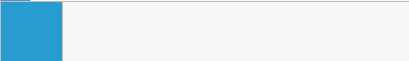
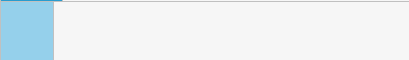

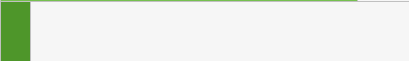
Shown to those in USA AND Self-employed or business owner.

24. Is your company an NGLCC Certified LGBT-Owned Business Enterprise?
(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
Yes						7.3%	3
No						70.7%	29
Not Sure						2.4%	1
I have no idea what this means						19.5%	8
						Mean	2.341
						Standard Deviation	0.883
						Valid Responses	41
						Total Responses	41

25. Children. Do you have children or grandchildren? (Please 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.		3.2%	13
Yes, I have children under age 18 not living in my home.		0.5%	2
Yes, I have children over age 18.		9.0%	36
Yes, I have grandchildren.		6.7%	27
No		86.0%	345
Prefer not to answer		0.2%	1
		Valid Responses	401
		Total Responses	401

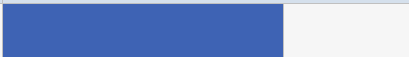










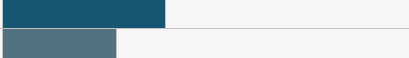
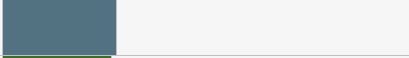
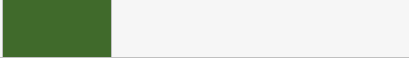



Shown to those have no children in Q25.

26. Do you want to have children in the future? (Please 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.						9.0%	31
Yes, I hope to have children four or more years from now.						24.6%	85
No						49.9%	172
Unsure						20.3%	70
						Valid Responses	345
						Total Responses	345

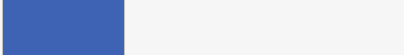
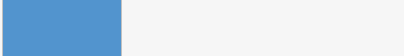





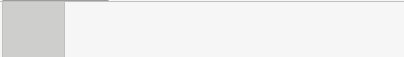
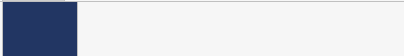
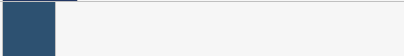
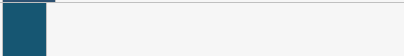
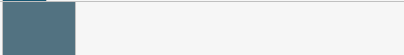
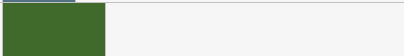
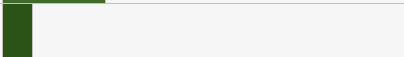
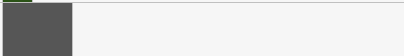


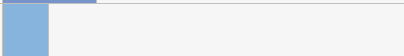
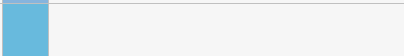
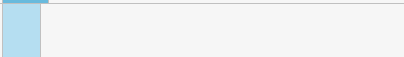
27. What are your priorities for the LGBTQ movement for the next 10 years?
 (Please mark all that apply.) Please check the LGBTQ causes that motivate you to volunteer, donate, support, get involved, etc. Please limit your choices to those that are most important to you.

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

Response	20%	40%	60%	80%	100%	Frequency	Count
LGBTQ youth, anti-bullying and/or teen suicide issues						66.1%	253
Stopping anti-LGBTQ "religious freedom" legislation						65.3%	250
LGBTQ workplace equality						63.7%	244
Transgender rights						50.7%	194
Ethnic / racial equality within the LGBTQ community						54.0%	207
Supporting LGBTQ-friendly political candidates						58.5%	224
HIV education and care						43.3%	166
Protecting and expanding marriage equality						38.9%	149
International LGBTQ rights						40.5%	155
Supporting LGBTQ political candidates						59.0%	226
Expanding LGBTQ roles, visibility and influence in rural areas						35.5%	136
Expanding LGBTQ roles and influence in religious communities						22.7%	87
Expanding LGBTQ roles and influence in sports communities						21.4%	82
Expanding LGBTQ senior care						44.6%	171
Reduce the social & legal obstacles of LGBTQ parenting						32.6%	125
Protections for LGBTQ immigrants to your country						38.9%	149
None of the above						0.5%	2
Valid Responses							383
Total Responses							383

28. Which of the following health and injury issues are you most concerned about for yourself, personally? Please limit your choices to those that are of most concern to you.

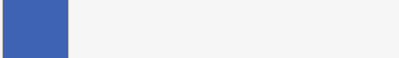
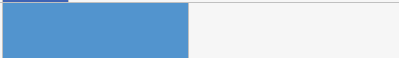
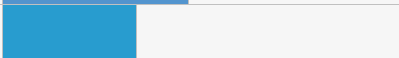
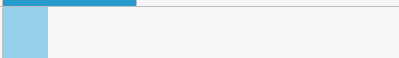
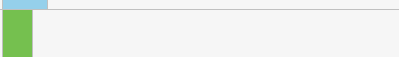
(Respondents were allowed to choose **multiple** responses)

Response	20%	40%	60%	80%	100%	Frequency	Count
HIV/AIDS						26.9%	108
Sexually transmitted diseases						25.9%	104
Heart disease						27.7%	111
Body Weight						47.6%	191
Depression / mental health concerns						50.1%	201
Cancer						34.4%	138
Diabetes						22.7%	91
Asthma or respiratory diseases						11.2%	45
Stroke						14.5%	58
Influenza and pneumonia						8.7%	35
Liver diseases including Hepatitis B or C						6.5%	26
Death or injury from car accident						14.0%	56
Death or injury from gun violence						21.9%	88
Death or injury from sports or athletic activity						2.7%	11
Alcohol use						13.2%	53
Losing or not having access to health insurance						41.9%	168
Alzheimer's disease						19.5%	78
Kidney disease						7.0%	28
Tobacco use / smoking						7.0%	28
None of the above						5.0%	20
Valid Responses						401	
Total Responses						401	

29. Which of the following political and social issues are you most concerned about? Please limit your choices to those that are of most concern to you.
(Respondents were allowed to choose **multiple** responses)

Response	20%	40%	60%	80%	100%	Frequency	Count
Street / neighborhood violence						26.2%	105
Affordable healthcare						64.8%	260
Marriage equality						36.7%	147
LGBTQ discrimination						83.5%	335
Racial discrimination						66.1%	265
Poverty						47.6%	191
Unemployment						19.0%	76
High taxes						14.5%	58
Inflation						10.5%	42
Government regulation of business						10.5%	42
Foreign wars or military conflicts						27.2%	109
Affordable housing						41.9%	168
Climate change						54.1%	217
Terrorism						17.0%	68
Cyber security						26.7%	107
Fake news						30.7%	123
Immigration reform						37.2%	149
Post-truth politics						29.7%	119
Women's equality in the workplace						42.1%	169
Sexual harassment						40.4%	162
None of the above						0.0%	0
Valid Responses							401
Total Responses							401

30. On a 5-point scale, how would you rate your current financial situation?
 (Respondents could only choose a **single** response)




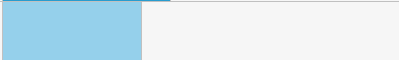




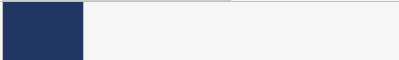
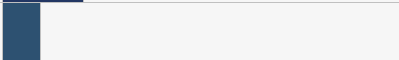
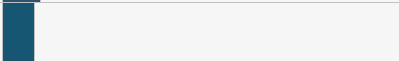
Response	20% 40% 60% 80% 100%	Frequency	Count
5 – Very Positive, I’m doing great financially		13.2%	53
4 – Positive, Financially doing better than most		44.4%	178
3 – Neutral, I’m doing alright financially but just breaking even		30.9%	124
2 – Negative, I’m falling behind financially		7.7%	31
1 – Very Negative, I am struggling to make financial ends meet		3.7%	15
		Mean	2.444
		Standard Deviation	0.945
		Valid Responses	401
		Total Responses	401

31. Which of the following banking or financial services do you use or own?
 (Please mark all that apply.)
 (Respondents were allowed to choose **multiple** responses)

Response	20%	40%	60%	80%	100%	Frequency	Count
Money market, savings or CD account						60.1%	241
Checking account						93.5%	375
Online brokerage account / stock purchases						24.7%	99
Retirement account of any kind (e.g., 401K, IRA)						67.3%	270
Home mortgage						30.7%	123
Home improvement or home equity loan						5.5%	22
Business loans						1.7%	7
Student loans						30.2%	121
Tax advice or tax preparation						22.9%	92
Financial planning services (by company or independent financial planner)						16.2%	65
Credit card (non-rewards-based)						46.4%	186
Premium-level or rewards-based credit card						52.1%	209
None of the above						3.0%	12
						Valid Responses	401
						Total Responses	401

32. Which of the following types of insurance do you have, if any? (Please mark all that apply.)

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Auto / car / motorcycle insurance						60.8%	244
Business insurance						4.0%	16
Home owners insurance						39.9%	160
Renters insurance						32.4%	130
Health insurance						87.0%	349
Dental insurance						70.8%	284
Identity theft insurance						8.7%	35
Life insurance						55.6%	223
Long-term care insurance						17.5%	70
Pet insurance						6.2%	25
None of the above						4.5%	18
Valid Responses						401	
Total Responses						401	

“Cisgender” is shown to (male OR female) AND NOT selected any transgender or non-binary identities;
 “LGBTQ2S” is shown to those from Canada.

33. The following terms and images are often used to describe our community. Please rate how you feel about each, when you see them used by corporations, non-profits or in the media. My opinion of the use of the terms...

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

		Positive	Neutral	Negative	Total	Mean	Std Dev
LGBT	Count	315	73	9	397	1.229	0.472
	% by Row	79.3%	18.4%	2.3%	100.0%		
GLBT	Count	159	160	79	398	1.799	0.748
	% by Row	39.9%	40.2%	19.8%	100.0%		
Queer	Count	200	119	78	397	1.693	0.779
	% by Row	50.4%	30.0%	19.6%	100.0%		
Gay & lesbian	Count	251	111	35	397	1.456	0.652
	% by Row	63.2%	28.0%	8.8%	100.0%		
Gay & lesbian community	Count	237	118	44	399	1.516	0.687
	% by Row	59.4%	29.6%	11.0%	100.0%		
LGBTQ	Count	320	67	13	400	1.233	0.494
	% by Row	80.0%	16.8%	3.3%	100.0%		
Gay-friendly	Count	263	112	22	397	1.393	0.592
	% by Row	66.2%	28.2%	5.5%	100.0%		
LGBT+	Count	266	111	23	400	1.393	0.595
	% by Row	66.5%	27.8%	5.8%	100.0%		
LGBTQI	Count	224	126	47	397	1.554	0.696
	% by Row	56.4%	31.7%	11.8%	100.0%		
Use of "Rainbow" (the word)	Count	167	186	46	399	1.697	0.666
	% by Row	41.9%	46.6%	11.5%	100.0%		
Use of "Rainbow" (the image / graphic)	Count	292	94	12	398	1.296	0.519
	% by Row	73.4%	23.6%	3.0%	100.0%		

LGBT-friendly	Count	319	69	9	397	1.219	0.466
	% by Row	80.4%	17.4%	2.3%	100.0%		
LGBT-welcoming	Count	258	122	18	398	1.397	0.575
	% by Row	64.8%	30.7%	4.5%	100.0%		
Same gender loving	Count	106	174	119	399	2.033	0.751
	% by Row	26.6%	43.6%	29.8%	100.0%		
Cisgender	Count	106	188	51	345	1.841	0.656
	% by Row	30.7%	54.5%	14.8%	100.0%		
LGBTQ2S	Count	0	1	0	1	2.000	N/A
	% by Row	0.0%	100.0%	0.0%	100.0%		
Total	Count	3483	1831	605	5919	N/A	N/A
	% by Row	58.8%	30.9%	10.2%	100.0%		

This question is shown to those in USA only.

"Black community" and "African American community" are shown to those identified as African American / Black in Q8;

"Latino/Latina community", "Latinx community" and "Hispanic community" are shown to those identified as Latino / Latina in Q8;

"People of color / Communities of color" is shown to those identified as (African American /Black OR Latino /Latina) in Q8.


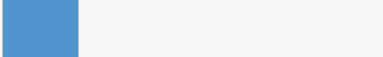
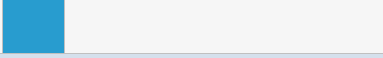
34. The following terms and images are often used to describe the community. Please rate how you feel about each, when you see them used by corporations, non-profits or in the media. My opinion of the use of the terms...

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

		Positive	Neutral	Negative	Total	Mean	Std Dev
Black community	Count	33	12	6	51	1.471	0.703
	% by Row	64.7%	23.5%	11.8%	100.0%		
African American community	Count	35	12	4	51	1.392	0.635
	% by Row	68.6%	23.5%	7.8%	100.0%		
Latino/Latina community	Count	11	4	1	16	1.375	0.619
	% by Row	68.8%	25.0%	6.3%	100.0%		
Latinx community	Count	6	5	5	16	1.938	0.854
	% by Row	37.5%	31.3%	31.3%	100.0%		
Hispanic community	Count	10	6	0	16	1.375	0.500
	% by Row	62.5%	37.5%	0.0%	100.0%		
People of color / Communities of color	Count	45	17	4	66	1.379	0.602
	% by Row	68.2%	25.8%	6.1%	100.0%		
Total	Count	140	56	20	216	N/A	N/A
	% by Row	64.8%	25.9%	9.3%	100.0%		

35. We're interested in exploring how the "LGBTQ-friendliness" of a corporation influences purchase decisions. Have you made a conscious decision to make a purchase over the past 12 months, at least partially due to a company's LGBTQ-inclusive outreach, employment practices, or LGBTQ-supportive political stance?

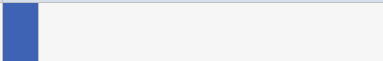


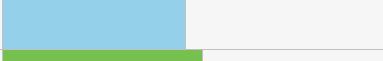



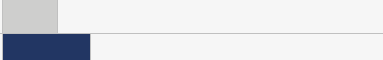
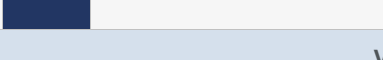
(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
Yes						64.3%	258
No						19.7%	79
Unsure						16.0%	64
						Mean	1.516
						Standard Deviation	0.755
						Valid Responses	401
						Total Responses	401

Shown to those selected Yes in Q35.

36. Which categories of products and services have you made a conscious decision to purchase over the past 12 months, at least partially due to a company’s LGBTQ-inclusive outreach, employment practices, or LGBTQ-supportive political stance?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Automobile / car						9.3%	24
Electronics (i.e. computer, smart phone, game console)						25.6%	66
Fashion or clothing						57.0%	147
Personal care or grooming products						47.7%	123
Grocery or food products						51.9%	134
Alcohol beverages						39.5%	102
Travel purchase (airline or hotel)						53.1%	137
Banking or insurance products						14.3%	37
Other type of product/service						22.9%	59
						Valid Responses	258
						Total Responses	258

Shown to those in (USA OR Canada).
 "HRC Corporate Equality Index Score" is shown to those in USA only.

37. How have you learned about a company’s LGBTQ-inclusive outreach, employment practices, or LGBTQ-supportive political stance? (Please mark all that apply.)

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

Response	20%	40%	60%	80%	100%	Frequency	Count
HRC Corporate Equality Index score						48.6%	186
From an LGBTQ friend						46.7%	179
From a straight friend						7.8%	30
From family						5.0%	19
Advertisement in the LGBTQ media						60.6%	232
Article or news story in the media						54.3%	208
From a blogger or influencer posting						18.5%	71
From Facebook or other social media						43.6%	167
Sponsorship of LGBTQ charity events or organizations						52.7%	202
LGBTQ-inclusive ads in the mainstream media (TV commercials, etc.)						47.5%	182
Other						5.5%	21
None of the above						6.8%	26
Valid Responses							383
Total Responses							383

38. Do you agree or disagree with these statements? Please read the text carefully.
 (Respondents could only choose a **single** response for each topic)

		Agree	Neutral	Disagree	Total	Mean	Std Dev
Corporations that support LGBTQ equality are more important than ever	Count	342	49	5	396	1.149	0.390
	% by Row	86.4%	12.4%	1.3%	100.0%		
Companies that support LGBTQ equality will get more of my business this year	Count	306	89	3	398	1.239	0.444
	% by Row	76.9%	22.4%	0.8%	100.0%		
I fear there will be a roll back of recent LGBTQ equality gains in the coming year	Count	323	42	32	397	1.267	0.598
	% by Row	81.4%	10.6%	8.1%	100.0%		
I tend to support companies that market to, and support the LGBTQ community	Count	328	69	1	398	1.178	0.390
	% by Row	82.4%	17.3%	0.3%	100.0%		
I tend to support companies that market to, and support women and women's concerns	Count	273	118	7	398	1.332	0.507
	% by Row	68.6%	29.6%	1.8%	100.0%		
I tend to support companies that market to, and support the transgender community	Count	252	131	16	399	1.409	0.568
	% by Row	63.2%	32.8%	4.0%	100.0%		
Total	Count	1824	498	64	2386	N/A	N/A
	% by Row	76.4%	20.9%	2.7%	100.0%		

Shown to those in USA AND identified as African American / Black in Q8.

39A. Do you agree or disagree with these statements? Please read the text carefully.
(Respondents could only choose a **single** response for each topic)

		Agree	Neutral	Disagree	Total	Mean	Std Dev
Corporate America does a good job outreaching to the African American / Black Community (LGBTQ and non-LGBTQ)	Count	3	16	29	48	2.542	0.617
	% by Row	6.3%	33.3%	60.4%	100.0%		
Corporate America does a good job outreaching to the LGBTQ African American / Black Community	Count	2	14	32	48	2.625	0.570
	% by Row	4.2%	29.2%	66.7%	100.0%		
I feel more positive towards companies that include African American / Black imagery in their outreach communications	Count	36	11	3	50	1.340	0.593
	% by Row	72.0%	22.0%	6.0%	100.0%		
I would be more likely to support and purchase from companies that market to, and support the LGBTQ Black / African American community	Count	44	5	0	49	1.102	0.306
	% by Row	89.8%	10.2%	0.0%	100.0%		
Total	Count	85	46	64	195	N/A	N/A
	% by Row	43.6%	23.6%	32.8%	100.0%		

Shown to those in USA AND identified as Latino / Latina in Q8.

39B. Do you agree or disagree with these statements? Please read the text carefully.
(Respondents could only choose a **single** response for each topic)

		Agree	Neutral	Disagree	Total	Mean	Std Dev
Corporate America does a good job outreaching to the Latino / Hispanic Community (LGBTQ and non-LGBTQ)	Count	1	7	8	16	2.438	0.629
	% by Row	6.3%	43.8%	50.0%	100.0%		
Corporate America does a good job outreaching to the LGBTQ Latino / Hispanic Community	Count	3	6	7	16	2.250	0.775
	% by Row	18.8%	37.5%	43.8%	100.0%		
I feel more positive towards companies that include Latino / Hispanic imagery in their outreach communications	Count	12	4	0	16	1.250	0.447
	% by Row	75.0%	25.0%	0.0%	100.0%		
I would be more likely to support and purchase from companies that market to, and support the LGBTQ Latino / Hispanic community	Count	14	2	0	16	1.125	0.342
	% by Row	87.5%	12.5%	0.0%	100.0%		
Total	Count	30	19	15	64	N/A	N/A
	% by Row	46.9%	29.7%	23.4%	100.0%		

Shown to those in USA AND identified as Asian in Q8.

39C. Do you agree or disagree with these statements? Please read the text carefully.
(Respondents could only choose a **single** response for each topic)

		Agree	Neutral	Disagree	Total	Mean	Std Dev
Corporate America does a good job outreaching to the Asian Community (LGBTQ and non-LGBTQ)	Count	0	6	13	19	2.684	0.478
	% by Row	0.0%	31.6%	68.4%	100.0%		
Corporate America does a good job outreaching to the LGBTQ Asian Community	Count	0	4	15	19	2.789	0.419
	% by Row	0.0%	21.1%	78.9%	100.0%		
I feel more positive towards companies that include Asian imagery in their outreach communications	Count	14	4	1	19	1.316	0.582
	% by Row	73.7%	21.1%	5.3%	100.0%		
I would be more likely to support and purchase from companies that market to, and support the LGBTQ Asian community	Count	15	3	1	19	1.263	0.562
	% by Row	78.9%	15.8%	5.3%	100.0%		
Total	Count	29	17	30	76	N/A	N/A
	% by Row	38.2%	22.4%	39.5%	100.0%		

Shown to those in USA OR Canada.

40A. Do you agree or disagree with these statements? Please read the text carefully.
 (Respondents could only choose a **single** response for each topic)

		Agree	Neutral	Disagree	Total	Mean	Std Dev
Corporations/companies do a good job outreaching to the transgender / gender expansive community	Count	22	100	239	361	2.601	0.602
	% by Row	6.1%	27.7%	66.2%	100.0%		
I feel more positive towards companies that include transgender / gender expansive community imagery in their outreach communications	Count	302	62	7	371	1.205	0.449
	% by Row	81.4%	16.7%	1.9%	100.0%		
I would be more likely to support and purchase from companies that market to, and support the transgender / gender expansive community	Count	291	71	9	371	1.240	0.481
	% by Row	78.4%	19.1%	2.4%	100.0%		
Total	Count	615	233	255	1103	N/A	N/A
	% by Row	55.8%	21.1%	23.1%	100.0%		

Shown to those in (USA OR Canada) AND identified as Bisexual.

40B. Do you agree or disagree with these statements? Please read the text carefully.
 (Respondents could only choose a **single** response for each topic)

		Agree	Neutral	Disagree	Total	Mean	Std Dev
Corporations/companies do a good job outreaching to the bisexual community	Count	2	10	42	54	2.741	0.521
	% by Row	3.7%	18.5%	77.8%	100.0%		
I feel more positive towards companies that include bisexual community imagery in their outreach communications	Count	45	8	1	54	1.185	0.438
	% by Row	83.3%	14.8%	1.9%	100.0%		
I would be more likely to support and purchase from companies that market to, and support the bisexual community	Count	47	7	0	54	1.130	0.339
	% by Row	87.0%	13.0%	0.0%	100.0%		
Total	Count	94	25	43	162	N/A	N/A
	% by Row	58.0%	15.4%	26.5%	100.0%		

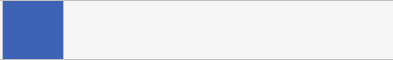
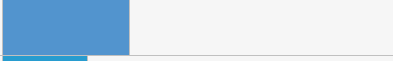
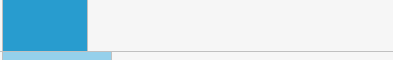


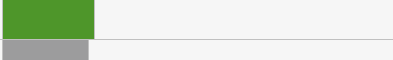
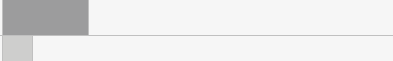
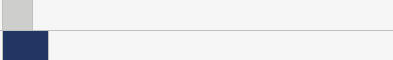
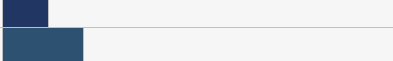
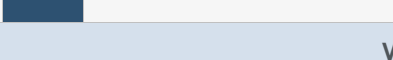
Shown to those in (USA OR Canada) AND identified as Lesbian or Gay Woman.

40C. Do you agree or disagree with these statements? Please read the text carefully.
 (Respondents could only choose a **single** response for each topic)

		Agree	Neutral	Disagree	Total	Mean	Std Dev
Corporations/companies do a good job outreaching to the lesbian community	Count	2	26	55	83	2.639	0.531
	% by Row	2.4%	31.3%	66.3%	100.0%		
I feel more positive towards companies that include lesbian community imagery in their outreach communications	Count	74	8	2	84	1.143	0.415
	% by Row	88.1%	9.5%	2.4%	100.0%		
I would be more likely to support and purchase from companies that market to, and support the lesbian community	Count	78	6	0	84	1.071	0.259
	% by Row	92.9%	7.1%	0.0%	100.0%		
Total	Count	154	40	57	251	N/A	N/A
	% by Row	61.4%	15.9%	22.7%	100.0%		









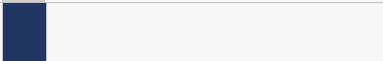
42. Have you (or you and your partner) purchased any of the following items during the past 12 months? (Please mark all that apply.)

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Purchased (or leased) a new automobile						13.7%	55
Major piece of furniture						30.9%	124
Major kitchen appliances						20.0%	80
Television or electronic entertainment devise for home						26.2%	105
A new smartphone						50.1%	201
A new laptop computer for personal use						21.7%	87
A new tablet computer for personal use						20.2%	81
A new desktop computer for personal use						5.5%	22
Video game console						9.7%	39
None of the above						19.0%	76
						Valid Responses	401
						Total Responses	401

43. Have you (or you and your partner) purchased any of the following 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
Airplane ticket		78.1%	313
Night in a hotel or other paid accommodation		71.3%	286
Airbnb stay		32.9%	132
Long vacation of 5 nights or more		48.9%	196
Medium vacation of 3 or 4 nights		55.1%	221
Short vacation of 2 nights or less		55.4%	222
Rental Car		46.1%	185
Cruise vacation		11.0%	44
None of the above		11.5%	46
		Valid Responses	401
		Total Responses	401

44. In which sports/exercise did you participate in the past 30 days? (Please mark all that apply.)

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


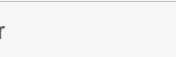
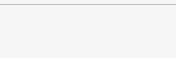
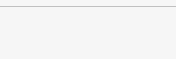
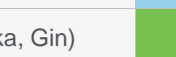


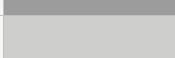



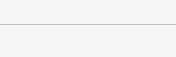
Response	20% 40% 60% 80% 100%	Frequency	Count
Walking		79.6%	319
Weightlifting		35.7%	143
Using Cardiovascular equipment like a treadmill		43.1%	173
Swimming		13.7%	55
Running		24.2%	97
Basketball		2.5%	10
Golfing		0.7%	3
Cycling		20.0%	80
Tennis		4.0%	16
Aerobics classes (of any kind)		10.5%	42
CrossFit classes or exercise routine		11.0%	44
Yoga		26.2%	105
Hiking		22.9%	92
Skiing/Snowboarding		2.2%	9
Other, please specify:		11.2%	45
None of the above		5.2%	21
		Valid Responses	401
		Total Responses	401

45. In the past 7 days, how many days did you eat meals in the following ways?
 (Respondents could only choose a **single** response for each topic)

		0	1	2	3-4	5-7	Total	Mean	Std Dev
Dinner at a restaurant	Count	88	109	108	73	19	397	2.562	1.161
	% by Row	22.2%	27.5%	27.2%	18.4%	4.8%	100.0%		
Lunch at a restaurant	Count	103	104	91	64	28	390	2.513	1.241
	% by Row	26.4%	26.7%	23.3%	16.4%	7.2%	100.0%		
Breakfast at restaurant	Count	232	86	33	22	7	380	1.647	0.986
	% by Row	61.1%	22.6%	8.7%	5.8%	1.8%	100.0%		
Food delivery or take out	Count	146	112	74	49	10	391	2.143	1.130
	% by Row	37.3%	28.6%	18.9%	12.5%	2.6%	100.0%		
Snack or drink at coffee shop or cafe	Count	97	86	89	76	43	391	2.698	1.327
	% by Row	24.8%	22.0%	22.8%	19.4%	11.0%	100.0%		
Total	Count	666	497	395	284	107	1949	N/A	N/A
	% by Row	34.2%	25.5%	20.3%	14.6%	5.5%	100.0%		

46. What types of drinks have you consumed in the past 7 days?

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

Response	20% 40% 60% 80% 100%	Frequency	Count
Beer		34.4%	138
Light beer		11.7%	47
White wine		23.9%	96
Red wine		34.7%	139
Clear spirits (like Vodka, Gin)		35.9%	144
Dark spirits (like Bourbon, Whiskey)		27.4%	110
Bottled water		58.9%	236
Soda		49.6%	199
Iced tea		40.4%	162
Coffee		69.8%	280
Sports or energy drink		16.7%	67
None of the above		1.5%	6
		Valid Responses	401
		Total Responses	401

47. In the past 12 months, have you attended any of the following LGBTQ community events? (Please mark all that apply.)

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

Response	20% 40% 60% 80% 100%	Frequency	Count
LGBTQ Pride event		74.3%	298
Black/African American LGBTQ Pride event		14.5%	58
Latino LGBTQ Pride event		7.0%	28
LGBTQ professional association meeting or conference		28.2%	113
LGBTQ cultural, arts or film event		50.6%	203
LGBTQ ski event		0.5%	2
LGBTQ sports tournament		11.0%	44
LGBTQ circuit party / dance event		19.2%	77
LGBTQ theme event (like "Gay Days" in Orlando)		14.7%	59
LGBTQ rodeo		1.0%	4
"Imperial Court" event		2.0%	8
Bear community event		16.0%	64
Leather community event		17.7%	71
Lesbian community event		16.2%	65
Women's event (not lesbian-specific)		24.4%	98
Transgender community event		12.7%	51
Bisexual community event		4.5%	18
LGBTQ families event		8.5%	34
Other		10.0%	40
None of the above		13.5%	54
Valid Responses			401
Total Responses			401






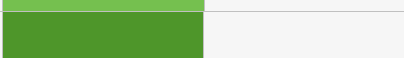




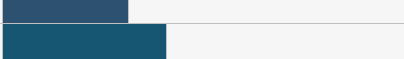
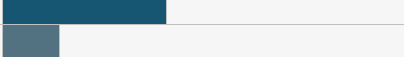


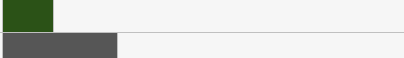
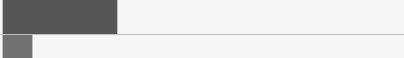
48. Has your interaction with LGBTQ media (newspapers, websites, etc.) changed over the past 12 months?

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

		Increased	Same	Decreased	Total	Mean	Std Dev
Reading LGBTQ regional newspapers	Count	82	274	40	396	1.894	0.546
	% by Row	20.7%	69.2%	10.1%	100.0%		
Reading LGBTQ national magazines	Count	82	273	42	397	1.899	0.550
	% by Row	20.7%	68.8%	10.6%	100.0%		
Visiting LGBTQ websites / blogs	Count	157	216	25	398	1.668	0.590
	% by Row	39.4%	54.3%	6.3%	100.0%		
Reading LGBTQ email newsletters	Count	90	274	29	393	1.845	0.529
	% by Row	22.9%	69.7%	7.4%	100.0%		
Using LGBTQ mobile apps	Count	74	270	47	391	1.931	0.553
	% by Row	18.9%	69.1%	12.0%	100.0%		
Total	Count	485	1307	183	1975	N/A	N/A
	% by Row	24.6%	66.2%	9.3%	100.0%		





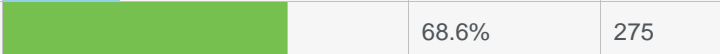











49. In the past 30 days have you...? (Please mark all that apply.)

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Read a regional LGBTQ newspaper						55.1%	221
Read a national LGBTQ magazine						48.4%	194
Read an LGBTQ news website						74.3%	298
Read an LGBTQ entertainment website						56.4%	226
Read an LGBTQ blogger						47.1%	189
Viewed an LGBTQ YouTube channel						46.9%	188
Read an LGBTQ-themed book (hard copy or digital)						40.9%	164
Read an LGBTQ-related email newsletter						45.4%	182
Watched an LGBTQ-themed movie						67.6%	271
Listened to an LGBTQ audio podcast						27.4%	110
Used an LGBTQ dating app						37.2%	149
Used an LGBTQ mobile news app						9.5%	38
Used an LGBTQ mobile entertainment app						8.5%	34
Listened to an LGBTQ-specific radio channel						7.7%	31
Watched an LGBTQ-specific television channel						24.4%	98
None of the above						2.2%	9
Valid Responses						401	
Total Responses						401	

50. Which of these platforms do you use at least once a week? (Please mark all that apply.)

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Facebook						84.0%	337
Instagram						56.4%	226
Twitter						48.1%	193
Snapchat						24.7%	99
YouTube						68.6%	275
LinkedIn						36.9%	148
Meetup						10.0%	40
Tumblr						31.9%	128
Reddit						8.0%	32
Yelp						20.0%	80
Google+						19.0%	76
Trip Advisor						11.7%	47
Pinterest						14.5%	58
Dating app designed for gay, lesbian, bisexual and/or transgender people						30.7%	123
Dating app designed for general population (non-LGBTQ focused)						11.7%	47
None of the above						2.0%	8
Valid Responses						401	
Total Responses						401	

52. 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 LGBTQ characters						81.0%	325
Watched an LGBTQ-inclusive TV show						80.5%	323
Attended an LGBTQ film festival						22.9%	92
Attended an LGBTQ organization fund-raiser, gala, etc.						45.9%	184
Donated to LGBTQ organization(s)						66.1%	265
Volunteered at LGBTQ organization(s)						36.4%	146
Visited a bar / nightclub for the LGBTQ community						70.8%	284
Visited a neighborhood because it is LGBTQ-popular						62.1%	249
None of the above						2.7%	11
						Valid Responses	401
						Total Responses	401

Shown to those in USA, Canada, Australia and New Zealand.

53A. Income. 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						8.4%	32
\$25,000 to \$49,999						13.8%	53
\$50,000 to \$74,999						13.8%	53
\$75,000 to \$99,999						17.8%	68
\$100,000 to \$149,999						17.0%	65
\$150,000 to \$249,999						16.2%	62
\$250,000 or more						6.8%	26
Prefer not to answer						6.3%	24
						Mean	4.282
						Standard Deviation	1.951
						Valid Responses	383
						Total Responses	383

Shown to those in UK.

53B. Income. 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						0.0%	0
£25,000 to £49,999						0.0%	0
£50,000 to £74,999						0.0%	0
£75,000 to £99,999						0.0%	0
£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
						Valid Responses	0
						Total Responses	0

Shown to those living in the Eurozone.

53C. Income. 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	33.3%					33.3%	1
€25,000 to €49,999	33.3%					33.3%	1
€50,000 to €74,999						0.0%	0
€75,000 to €99,999	33.3%					33.3%	1
€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
						Mean	2.333
						Standard Deviation	1.528
						Valid Responses	3
						Total Responses	3

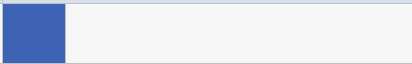

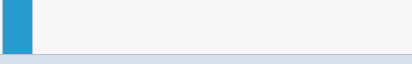
54. Education. What is the highest level of education you have attained?
 (Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
High School / Secondary School Graduate (includes equivalency)						8.5%	34
Associate's Degree or Professional Certification (post High School)						7.5%	30
Bachelor's Degree						43.4%	174
Master's Degree or Higher						37.4%	150
Other / prefer not to answer						3.2%	13
Mean							3.195
Standard Deviation							0.939
Valid Responses							401
Total Responses							401

Shown to those in USA.

55. Military. Have you ever served in the military?

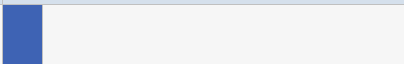
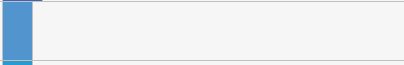


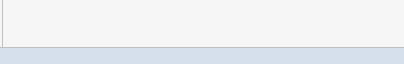
(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
Yes						9.4%	36
No						90.3%	345
Not sure						0.3%	1
Mean							1.908
Standard Deviation							0.298
Valid Responses							382
Total Responses							382

Shown to those selected Yes in Q55.

56. What's your current military service status?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Active duty						5.6%	2
Reserves						2.8%	1
National guard						2.8%	1
Veteran or Retiree						88.9%	32
Other						0.0%	0
Mean							3.750
Standard Deviation							0.770
Valid Responses							36
Total Responses							36