Partner Reporting: 12th Annual LGBTQ Community Survey 2018

Type: BOI magazine

Date: 6/18/2018

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

Filter Using: Partner Reporting: 12th Annual LGBTQ Community Survey 2018.CMID (CMID) = "236" OR Partner Reporting: 12th Annual LGBTQ Community Survey 2018.Media (BOI magazine) = Selected

Number of Responses Analyzed: 260

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		0.8%	2
1940		0.0%	0
1941		0.0%	0
1942		0.4%	1
1943		0.4%	1
1944		0.4%	1
1945		0.8%	2
1946		0.0%	0
1947		1.5%	4
1948		0.0%	0
1949		0.8%	2
1950		0.8%	2
1951		1.9%	5
1952		0.8%	2
1953		3.1%	8
1954		1.5%	4

Year			%	Count
1955			1.9%	5
1956			0.4%	1
1957			1.5%	4
1958			1.2%	3
1959			1.2%	3
1960			3.1%	8
1961			2.3%	6
1962			3.5%	9
1963			2.3%	6
1964			1.9%	5
1965			1.9%	5
1966			1.9%	5
1967			1.5%	4
1968			3.8%	10
1969			0.8%	2
1970			2.3%	6
1971			1.2%	3
1972			1.5%	4
1973			1.2%	3
1974			2.7%	7
1975			0.8%	2
1976			1.5%	4
1977			2.3%	6
1978			1.9%	5
1979			1.2%	3
1980			1.9%	5
1981			1.2%	3
1982			1.9%	5
1983			1.9%	5

Year		Percent	Count
1984		1.2%	3
1985		3.8%	10
1986		1.9%	5
1987		1.5%	4
1988		1.9%	5
1989		1.9%	5
1990		0.4%	1
1991		2.3%	6
1992		**4.6%**	**12**
1993		1.2%	3
1994		1.9%	5
1995		2.3%	6
1996		1.5%	4
1997		1.5%	4
1998		2.7%	7
1999		1.2%	3
2000		0.8%	2
2001 and later		1.5%	4
	Mean		36.181
	Standard Deviation		15.780
	Valid Responses		260
	Total Responses		260

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		11.9%	31
Male		**81.2%**	**211**
Trans Woman or MTF		0.8%	2
Trans Man or FTM		3.5%	9
Transgender		3.1%	8
Intersex		1.2%	3
Questioning		2.3%	6
Agender		1.9%	5
Non-binary		4.2%	11
Genderqueer		7.3%	19
Gender Fluid		3.8%	10
Two Spirit		2.7%	7
Other, please tell us:		1.9%	5
		Valid Responses	**260**
		Total Responses	**260**

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						8.1%	21
Gay man						**76.9%**	**200**
Bisexual						14.2%	37
Pansexual						6.2%	16
Queer						15.4%	40
Questioning						1.2%	3
Demisexual						1.5%	4
Asexual						1.5%	4
Same gender loving						7.3%	19
Straight or heterosexual						1.5%	4
Straight Ally						1.5%	4
Other, please tell us:						1.2%	3
					Valid Responses		260
					Total Responses		260

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	**15**	3	2	20	1.350	0.671
	% by Row	**75.0%**	15.0%	10.0%	100.0%		
Gay	Count	**8**	7	4	19	1.789	0.787
	% by Row	**42.1%**	36.8%	21.1%	100.0%		
Gay woman	Count	**7**	**7**	5	19	1.895	0.809
	% by Row	**36.8%**	**36.8%**	26.3%	100.0%		
Bisexual woman	Count	6	2	**12**	20	2.300	0.923
	% by Row	30.0%	10.0%	**60.0%**	100.0%		
Pansexual woman	Count	2	3	**15**	20	2.650	0.671
	% by Row	10.0%	15.0%	**75.0%**	100.0%		
Same gender loving woman	Count	7	4	**10**	21	2.143	0.910
	% by Row	33.3%	19.0%	**47.6%**	100.0%		
Total	**Count**	**45**	**26**	**48**	**119**	**N/A**	**N/A**
	% by Row	**37.8%**	**21.8%**	**40.3%**	**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		**74.6%**	**194**
Canada		4.2%	11
Afghanistan		0.0%	0
Albania		0.0%	0
Algeria		0.0%	0
American Samoa		0.0%	0
Andorra		0.4%	1
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		0.8%	2
Austria		0.0%	0
Azerbaijan		0.0%	0
Bahamas		0.0%	0
Bahrain		0.0%	0
Bangladesh		0.4%	1
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		0.0%	0
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		2.7%	7
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		0.4%	1
East Timor		0.0%	0
Easter Island		0.0%	0
Ecuador		0.4%	1
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		0.4%	1
France		1.2%	3
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

Country		Percentage	Count
Georgia		0.0%	0
Germany		0.4%	1
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		0.4%	1
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		1.2%	3
Iceland		0.0%	0
India		0.8%	2
Indonesia		0.0%	0
Inmarsat		0.0%	0
Iran		0.4%	1
Iraq		0.0%	0
Ireland		0.4%	1
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		0.4%	1
Malawi		0.0%	0
Malaysia		0.4%	1
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		3.8%	10
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		0.4%	1
Nicaragua		0.4%	1
Niger		0.0%	0
Nigeria		0.8%	2
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		0.4%	1
Papua New Guinea		0.0%	0
Paraguay		0.0%	0
Peru		0.4%	1
Philippines		0.0%	0
Poland		0.0%	0
Portugal		0.0%	0
Principe		0.0%	0
Puerto Rico		0.4%	1
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		0.4%	1
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

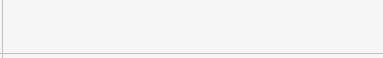|			
Turkey		0.8%	2
Turkmenistan		0.0%	0
Turks and Caicos Islands		0.0%	0
Tuvalu		0.0%	0
U.S. Virgin Islands		0.0%	0
Uganda		0.0%	0
Ukraine		0.0%	0
United Arab Emirates		0.4%	1
United Kingdom		1.5%	4
Uruguay		0.0%	0
Uzbekistan		0.0%	0
Vanuatu		0.0%	0
Vatican city		0.0%	0
Venezuela		0.8%	2
Vietnam		0.0%	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	28.188
		Standard Deviation	61.150
		Valid Responses	260
		Total Responses	260

6A. US States. In which state do you live?
(Respondents could only choose a **single** response)
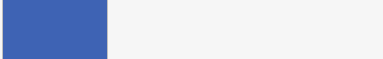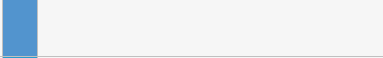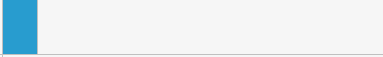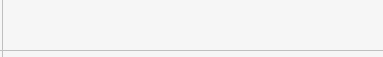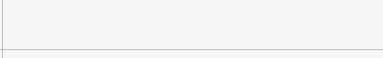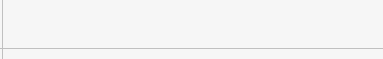
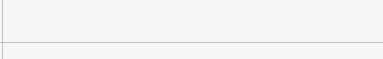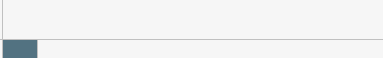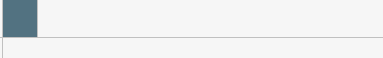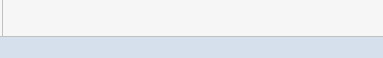| Response	20%	40%	60%	80%	100%	Frequency	Count
Alabama						0.0%	0
Alaska						0.0%	0
Arizona						0.5%	1
Arkansas						0.5%	1
California						9.3%	18
Colorado						1.0%	2
Connecticut						0.5%	1
Delaware						0.0%	0
District of Columbia						1.0%	2
Florida						5.7%	11
Georgia						3.1%	6
Hawaii						0.0%	0
Idaho						0.0%	0
Illinois						**41.2%**	**80**
Indiana						2.1%	4
Iowa						0.0%	0
Kansas						0.0%	0
Kentucky						0.5%	1
Louisiana						0.0%	0
Maine						0.0%	0
Maryland						1.5%	3
Massachusetts						2.6%	5
Michigan						3.1%	6
Minnesota						1.0%	2
Mississippi						0.5%	1
Missouri						0.5%	1

Montana		0.0%	0
Nebraska		0.0%	0
Nevada		1.5%	3
New Hampshire		0.5%	1
New Jersey		1.0%	2
New Mexico		0.0%	0
New York		4.1%	8
North Carolina		2.6%	5
North Dakota		0.5%	1
Ohio		1.0%	2
Oklahoma		0.5%	1
Oregon		1.0%	2
Pennsylvania		2.6%	5
Rhode Island		0.0%	0
South Carolina		0.5%	1
South Dakota		0.0%	0
Tennessee		1.0%	2
Texas		3.6%	7
Utah		0.0%	0
Vermont		0.0%	0
Virginia		1.0%	2
Washington		1.5%	3
West Virginia		0.0%	0
Wisconsin		2.1%	4
Wyoming		0.0%	0
Other US Territory or Possession		0.0%	0
	Mean	19.686	
	Standard Deviation	12.354	
	Valid Responses	194	

Total Responses	194

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		27.3%	3
British Columbia		9.1%	1
Manitoba		9.1%	1
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		**45.5%**	**5**
Prince Edward Island		0.0%	0
Quebec		0.0%	0
Saskatchewan		9.1%	1
Yukon Territory		0.0%	0
		Mean	5.909
		Standard Deviation	4.253
		Valid Responses	11
		Total Responses	11
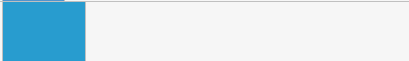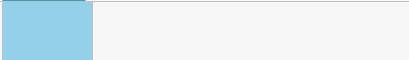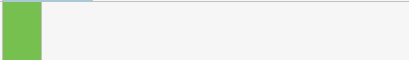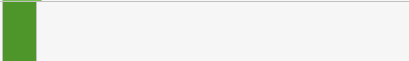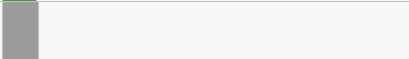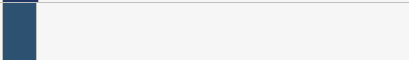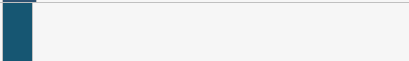
8. Ethnicity. Please specify your ethnic or cultural background. (Please mark all that apply.)

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

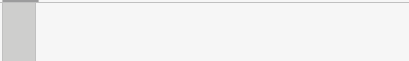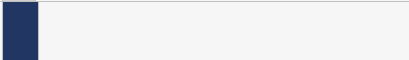| Response	20% 40% 60% 80% 100%	Frequency	Count
Asian / of Asian descent		4.2%	11
Black / of African descent		10.4%	27
Latin(o/a) or of Hispanic descent		18.1%	47
Middle Eastern		1.5%	4
Native North American		3.1%	8
Pacific Islander		1.2%	3
South Asian		1.2%	3
White / of European descent (non-Hispanic)		**65.4%**	**170**
Mixed ethnicity		8.5%	22
Other		3.5%	9
Prefer not to answer		0.8%	2
		Valid Responses	260
		Total Responses	260

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		**51.2%**	**133**
In a relationship but not living with partner (dating)		9.6%	25
In a relationship and living with partner (no legal status)		15.0%	39
Legally married		16.9%	44
Civil union or registered domestic partner		3.5%	9
Engaged		2.3%	6
Widow / Widower		2.7%	7
Divorced from same-sex spouse		1.9%	5
Divorced from opposite-sex spouse		2.7%	7
Polyamorous relationship		2.3%	6
Other, please tell us:		1.2%	3
		Valid Responses	260
		Total Responses	260

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		87.4%	83
Opposite-sex relationship		6.3%	6
Non-binary identified relationship (one or more partner identifies other than male or female)		4.2%	4
Other, please tell us:		2.1%	2
		Mean	1.211
		Standard Deviation	0.617
		Valid Responses	95
		Total Responses	95

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		6.8%	3
1 - 2 years ago		15.9%	7
3 - 5 years ago		**43.2%**	**19**
6+ years ago		34.1%	15
Prefer not to answer		0.0%	0
		Mean	3.045
		Standard Deviation	0.888
		Valid Responses	44
		Total Responses	44

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						10.0%	1
1 to 4 years						**40.0%**	**4**
5 to 9 years						20.0%	2
10+ years						30.0%	3
Prefer not to answer						0.0%	0
					Mean		2.700
					Standard Deviation		1.059
					Valid Responses		10
					Total Responses		10
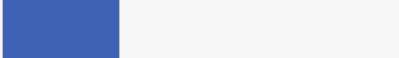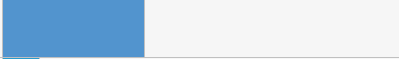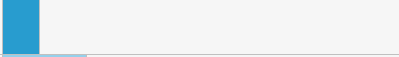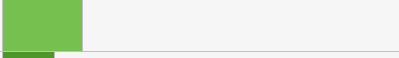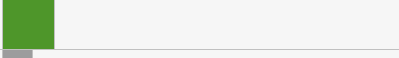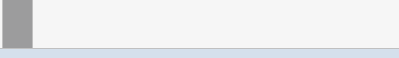
13. Do you own or rent your primary living space?
(Respondents could only choose a **single** response)

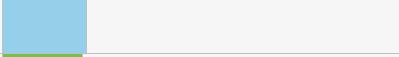| Response	20% 40% 60% 80% 100%	Frequency	Count
I own my home, condo or living space		36.5%	95
I rent my home, apartment or living space		**40.0%**	**104**
I live with parents, family and/or friends and do not pay rent		20.4%	53
Other		3.1%	8
		Mean	1.900
		Standard Deviation	0.828
		Valid Responses	260
		Total Responses	260
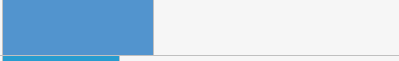
14. With whom do you live? (Please mark all that apply.)
(Respondents were allowed to choose **multiple** responses)

Response	20%	40%	60%	80%	100%	Frequency	Count
Myself only - Live alone						26.5%	69
My spouse or partner						**33.1%**	**86**
My child(ren)						5.8%	15
Roommates or friends						18.1%	47
My parents (or partner's parents)						16.9%	44
Other family members (like brothers or sisters)						9.6%	25
Other relationships						3.8%	10
					Valid Responses		260
					Total Responses		260

15. Do you care for a pet or companion animal at home? (Please mark all that apply.)
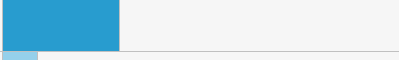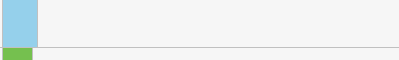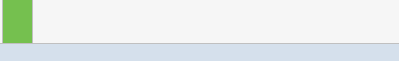
(Respondents were allowed to choose **multiple** responses)

Response	20%	40%	60%	80%	100%	Frequency	Count
No, I have no pets or companion animals at home						**40.8%**	**106**
Yes, one or more dogs						35.4%	92
Yes, one or more cats						26.5%	69
Yes, other type(s) of pet or animal						5.4%	14
None of the above						3.8%	10
					Valid Responses		260
					Total Responses		260

16. Living Environment. What type of environment best describes the primary place in which you live?
(Respondents could only choose a **single** response)

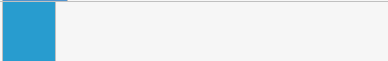| Response	20%	40%	60%	80%	100%	Frequency	Count
Urban / big city						**47.7%**	**124**
Medium sized city						15.8%	41
Small city						8.5%	22
Suburb						19.6%	51
Small town / surrounded by rural areas						4.6%	12
Rural area / countryside						3.8%	10
					Mean	2.292
					Standard Deviation	1.517
					Valid Responses	260
					Total Responses	260
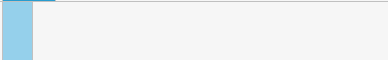
17. Do you agree or disagree with these statements?
(Respondents could only choose a **single** response for each topic)

		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Total	Mean	Std Dev
I live in an LGBTQ-friendly city, town, or community	Count	87	**99**	17	12	215	1.786	0.815
	% by Row	40.5%	**46.0%**	7.9%	5.6%	100.0%		
I live in an LGBTQ-friendly state/province	Count	68	**112**	22	13	215	1.907	0.809
	% by Row	31.6%	**52.1%**	10.2%	6.0%	100.0%		
I live in an LGBTQ-friendly country	Count	25	**117**	61	12	215	2.279	0.740
	% by Row	11.6%	**54.4%**	28.4%	5.6%	100.0%		
Total	Count	180	328	100	37	645	N/A	N/A
	% by Row	27.9%	50.9%	15.5%	5.7%	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		**63.8%**	**166**
Out to most important people		16.2%	42
Out to some or a few important people		13.1%	34
I am not out		6.9%	18
		Mean	1.631
		Standard Deviation	0.956
		Valid Responses	260
		Total Responses	260

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	**208**	36	11	3	258	1.260	0.590
	% by Row	**80.6%**	14.0%	4.3%	1.2%	100.0%		
An event with mostly straight or non-LGBTQ community members	Count	**124**	86	35	11	256	1.738	0.853
	% by Row	**48.4%**	33.6%	13.7%	4.3%	100.0%		
A restaurant in a big city	Count	**193**	46	12	5	256	1.332	0.659
	% by Row	**75.4%**	18.0%	4.7%	2.0%	100.0%		
A restaurant at a truck/gas stop along the highway	Count	**98**	80	62	16	256	1.984	0.937
	% by Row	**38.3%**	31.3%	24.2%	6.3%	100.0%		
A professional sports arena watching a non-LGBTQ sporting event	Count	**113**	74	45	23	255	1.914	0.988
	% by Row	**44.3%**	29.0%	17.6%	9.0%	100.0%		
Total	Count	736	322	165	58	1281	N/A	N/A
	% by Row	57.5%	25.1%	12.9%	4.5%	100.0%		

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						31.8%	7
I connect more with the LGBTQ community						4.5%	1
I connect equally with the African American / Black community and the LGBTQ community						**50.0%**	**11**
I don't have much of a connection with either community						9.1%	2
Not Sure						4.5%	1
					Mean	2.500
					Standard Deviation	1.185
					Valid Responses	22
					Total Responses	22

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						4.3%	1
I connect more with the LGBTQ community						43.5%	10
I connect equally with the Latino / Hispanic community and the LGBTQ community						**47.8%**	**11**
I don't have much of a connection with either community						4.3%	1
Not Sure						0.0%	0
					Mean	2.522	
					Standard Deviation	0.665	
					Valid Responses	23	
					Total Responses	23	

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		25.0%	1
I connect equally with the Asian community and the LGBTQ community		**75.0%**	**3**
I don't have much of a connection with either community		0.0%	0
Not Sure		0.0%	0
		Mean	2.750
		Standard Deviation	0.500
		Valid Responses	4
		Total Responses	4

21. Employment. Which of the following best describes your current employment situation? (Please mark all that apply.)
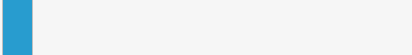(Respondents were allowed to choose **multiple** responses)
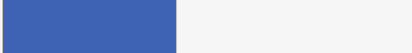
Response	20% 40% 60% 80% 100%	Frequency	Count
Employed full-time		**48.1%**	**125**
Employed part-time (one or more jobs)		13.5%	35
Self-employed or business owner		11.5%	30
Unemployed		5.8%	15
Student		13.8%	36
Retired		14.6%	38
Disabled		6.9%	18
Other		1.5%	4
None of the above		0.0%	0
		Valid Responses	**260**
		Total Responses	**260**

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)

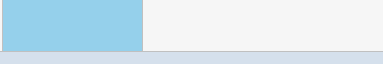| Response	20% 40% 60% 80% 100%	Frequency	Count
Yes		38.3%	57
No		**61.1%**	**91**
Not sure		0.7%	1
		Mean	1.624
		Standard Deviation	0.500
		Valid Responses	149
		Total Responses	149

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						**58.3%**	**14**
1 to 9 employees						20.8%	5
10 to 49 employees						12.5%	3
50 to 99 employees						0.0%	0
100 to 999 employees						4.2%	1
1,000+ employees						4.2%	1
				Mean			1.833
				Standard Deviation			1.341
				Valid Responses			24
				Total Responses			24

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						9.1%	2
No						**54.5%**	**12**
Not Sure						0.0%	0
I have no idea what this means						36.4%	8
						Mean	2.636
						Standard Deviation	1.093
						Valid Responses	22
						Total Responses	22

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.						4.2%	11
Yes, I have children under age 18 not living in my home.						1.2%	3
Yes, I have children over age 18.						11.2%	29
Yes, I have grandchildren.						5.4%	14
No						**83.1%**	**216**
Prefer not to answer						0.4%	1
					Valid Responses	260
					Total Responses	260
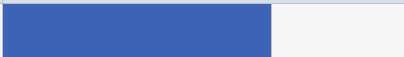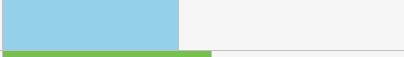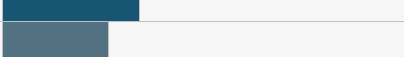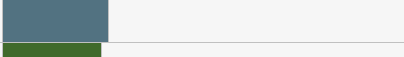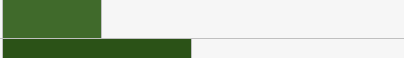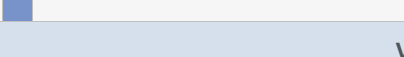
26. Do you want to have children in the future? (Please mark all that apply.)

(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.						8.3%	18
Yes, I hope to have children four or more years from now.						22.7%	49
No						**52.3%**	**113**
Unsure						19.9%	43
						Valid Responses	**216**
						Total Responses	**216**

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		**64.4%**	**132**
Stopping anti-LGBTQ "religious freedom" legislation		55.6%	114
LGBTQ workplace equality		56.6%	116
Transgender rights		40.0%	82
Ethnic / racial equality within the LGBTQ community		48.8%	100
Supporting LGBTQ-friendly political candidates		57.1%	117
HIV education and care		52.7%	108
Protecting and expanding marriage equality		45.4%	93
International LGBTQ rights		30.2%	62
Supporting LGBTQ political candidates		56.6%	116
Expanding LGBTQ roles, visibility and influence in rural areas		29.8%	61
Expanding LGBTQ roles and influence in religious communities		22.0%	45
Expanding LGBTQ roles and influence in sports communities		20.0%	41
Expanding LGBTQ senior care		43.4%	89
Reduce the social & legal obstacles of LGBTQ parenting		32.7%	67
Protections for LGBTQ immigrants to your country		29.3%	60
None of the above		2.0%	4
	Valid Responses	205	
	Total Responses	205	

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		37.7%	98
Sexually transmitted diseases		33.8%	88
Heart disease		26.9%	70
Body Weight		41.5%	108
Depression / mental health concerns		**44.2%**	**115**
Cancer		33.8%	88
Diabetes		21.5%	56
Asthma or respiratory diseases		12.3%	32
Stroke		17.7%	46
Influenza and pneumonia		7.3%	19
Liver diseases including Hepatitis B or C		9.2%	24
Death or injury from car accident		12.3%	32
Death or injury from gun violence		20.4%	53
Death or injury from sports or athletic activity		5.4%	14
Alcohol use		11.5%	30
Losing or not having access to health insurance		39.2%	102
Alzheimer's disease		20.8%	54
Kidney disease		6.9%	18
Tobacco use / smoking		13.5%	35
None of the above		8.8%	23
	Valid Responses		260
	Total Responses		260

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		34.2%	89
Affordable healthcare		60.4%	157
Marriage equality		41.9%	109
LGBTQ discrimination		**74.6%**	**194**
Racial discrimination		50.0%	130
Poverty		48.1%	125
Unemployment		30.0%	78
High taxes		30.8%	80
Inflation		20.4%	53
Government regulation of business		13.1%	34
Foreign wars or military conflicts		28.8%	75
Affordable housing		41.9%	109
Climate change		46.2%	120
Terrorism		28.8%	75
Cyber security		25.4%	66
Fake news		27.7%	72
Immigration reform		30.8%	80
Post-truth politics		20.4%	53
Women's equality in the workplace		32.3%	84
Sexual harassment		33.1%	86
None of the above		1.5%	4
		Valid Responses	260
		Total Responses	260

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		7.3%	19
4 – Positive, Financially doing better than most		36.5%	95
3 – Neutral, I'm doing alright financially but just breaking even		**38.1%**	**99**
2 – Negative, I'm falling behind financially		11.9%	31
1 – Very Negative, I am struggling to make financial ends meet		6.2%	16
		Mean	2.731
		Standard Deviation	0.977
		Valid Responses	260
		Total Responses	260
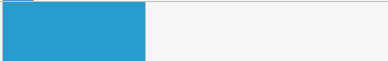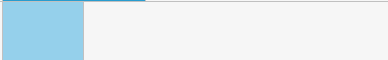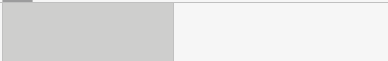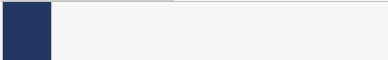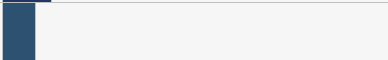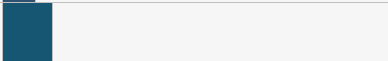
31. Which of the following banking or financial services do you use or own? (Please mark all that apply.)
(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Money market, savings or CD account		47.7%	124
Checking account		**78.5%**	**204**
Online brokerage account / stock purchases		14.2%	37
Retirement account of any kind (e.g., 401K, IRA)		41.5%	108
Home mortgage		20.8%	54
Home improvement or home equity loan		5.8%	15
Business loans		3.1%	8
Student loans		24.6%	64
Tax advice or tax preparation		12.7%	33
Financial planning services (by company or independent financial planner)		10.0%	26
Credit card (non-rewards-based)		42.7%	111
Premium-level or rewards-based credit card		33.5%	87
None of the above		9.2%	24
	Valid Responses		260
	Total Responses		260

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		64.6%	168
Business insurance		7.3%	19
Home owners insurance		36.5%	95
Renters insurance		20.4%	53
Health insurance		**73.1%**	**190**
Dental insurance		50.4%	131
Identity theft insurance		6.9%	18
Life insurance		43.8%	114
Long-term care insurance		11.9%	31
Pet insurance		7.7%	20
None of the above		12.3%	32
	Valid Responses		260
	Total Responses		260

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	**185**	58	12	255	1.322	0.560
	% by Row	**72.5%**	22.7%	4.7%	100.0%		
GLBT	Count	**110**	106	35	251	1.701	0.700
	% by Row	**43.8%**	42.2%	13.9%	100.0%		
Queer	Count	**122**	83	51	256	1.723	0.775
	% by Row	**47.7%**	32.4%	19.9%	100.0%		
Gay & lesbian	Count	**186**	54	15	255	1.329	0.583
	% by Row	**72.9%**	21.2%	5.9%	100.0%		
Gay & lesbian community	Count	**177**	61	19	257	1.385	0.621
	% by Row	**68.9%**	23.7%	7.4%	100.0%		
LGBTQ	Count	**184**	63	11	258	1.329	0.554
	% by Row	**71.3%**	24.4%	4.3%	100.0%		
Gay-friendly	Count	**181**	57	18	256	1.363	0.611
	% by Row	**70.7%**	22.3%	7.0%	100.0%		
LGBT+	Count	**146**	90	17	253	1.490	0.621
	% by Row	**57.7%**	35.6%	6.7%	100.0%		
LGBTQI	Count	**124**	99	34	257	1.650	0.703
	% by Row	**48.2%**	38.5%	13.2%	100.0%		
Use of "Rainbow" (the word)	Count	**122**	99	33	254	1.650	0.700
	% by Row	**48.0%**	39.0%	13.0%	100.0%		
Use of "Rainbow" (the image / graphic)	Count	**172**	66	17	255	1.392	0.611
	% by Row	**67.5%**	25.9%	6.7%	100.0%		

LGBT-friendly	Count	**198**	48	10	256	1.266	0.524
	% by Row	**77.3%**	18.8%	3.9%	100.0%		
LGBT-welcoming	Count	**173**	68	16	257	1.389	0.603
	% by Row	**67.3%**	26.5%	6.2%	100.0%		
Same gender loving	Count	90	**106**	58	254	1.874	0.754
	% by Row	35.4%	**41.7%**	22.8%	100.0%		
Cisgender	Count	52	**118**	43	213	1.958	0.668
	% by Row	24.4%	**55.4%**	20.2%	100.0%		
LGBTQ2S	Count	**4**	**4**	2	10	1.800	0.789
	% by Row	**40.0%**	**40.0%**	20.0%	100.0%		
Total	**Count**	**2226**	**1180**	**391**	**3797**	**N/A**	**N/A**
	% by Row	**58.6%**	**31.1%**	**10.3%**	**100.0%**		

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	**14**	5	3	22	1.500	0.740
	% by Row	**63.6%**	22.7%	13.6%	100.0%		
African American community	Count	**17**	4	1	22	1.273	0.550
	% by Row	**77.3%**	18.2%	4.5%	100.0%		
Latino/Latina community	Count	**17**	5	1	23	1.304	0.559
	% by Row	**73.9%**	21.7%	4.3%	100.0%		
Latinx community	Count	9	**10**	4	23	1.783	0.736
	% by Row	39.1%	**43.5%**	17.4%	100.0%		
Hispanic community	Count	**13**	9	1	23	1.478	0.593
	% by Row	**56.5%**	39.1%	4.3%	100.0%		
People of color / Communities of color	Count	**24**	13	4	41	1.512	0.675
	% by Row	**58.5%**	31.7%	9.8%	100.0%		
Total	**Count**	**94**	**46**	**14**	**154**	**N/A**	**N/A**
	% by Row	**61.0%**	**29.9%**	**9.1%**	**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		**56.9%**	**148**
No		20.8%	54
Unsure		22.3%	58
		Mean	1.654
		Standard Deviation	0.822
		Valid Responses	260
		Total Responses	260

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		13.5%	20
Electronics (i.e. computer, smart phone, game console)		31.8%	47
Fashion or clothing		**59.5%**	**88**
Personal care or grooming products		46.6%	69
Grocery or food products		43.2%	64
Alcohol beverages		30.4%	45
Travel purchase (airline or hotel)		50.0%	74
Banking or insurance products		13.5%	20
Other type of product/service		20.9%	31
		Valid Responses	**148**
		Total Responses	**148**

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		26.8%	55
From an LGBTQ friend		37.6%	77
From a straight friend		4.9%	10
From family		6.3%	13
Advertisement in the LGBTQ media		**57.1%**	**117**
Article or news story in the media		47.3%	97
From a blogger or influencer posting		19.5%	40
From Facebook or other social media		33.7%	69
Sponsorship of LGBTQ charity events or organizations		41.0%	84
LGBTQ-inclusive ads in the mainstream media (TV commercials, etc.)		44.9%	92
Other		6.8%	14
None of the above		17.6%	36
		Valid Responses	205
		Total Responses	205

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	**215**	33	9	257	1.198	0.480
	% by Row	**83.7%**	12.8%	3.5%	100.0%		
Companies that support LGBTQ equality will get more of my business this year	Count	**188**	64	6	258	1.295	0.505
	% by Row	**72.9%**	24.8%	2.3%	100.0%		
I fear there will be a roll back of recent LGBTQ equality gains in the coming year	Count	**161**	60	34	255	1.502	0.720
	% by Row	**63.1%**	23.5%	13.3%	100.0%		
I tend to support companies that market to, and support the LGBTQ community	Count	**215**	37	7	259	1.197	0.462
	% by Row	**83.0%**	14.3%	2.7%	100.0%		
I tend to support companies that market to, and support women and women's concerns	Count	**147**	85	26	258	1.531	0.673
	% by Row	**57.0%**	32.9%	10.1%	100.0%		
I tend to support companies that market to, and support the transgender community	Count	**156**	86	16	258	1.457	0.611
	% by Row	**60.5%**	33.3%	6.2%	100.0%		
Total	**Count**	**1082**	**365**	**98**	**1545**	**N/A**	**N/A**
	% by Row	**70.0%**	**23.6%**	**6.3%**	**100.0%**		

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	2	4	16	22	2.636	0.658
	% by Row	9.1%	18.2%	72.7%	100.0%		
Corporate America does a good job outreaching to the LGBTQ African American / Black Community	Count	2	3	17	22	2.682	0.646
	% by Row	9.1%	13.6%	77.3%	100.0%		
I feel more positive towards companies that include African American / Black imagery in their outreach communications	Count	15	7	0	22	1.318	0.477
	% by Row	68.2%	31.8%	0.0%	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	19	3	0	22	1.136	0.351
	% by Row	86.4%	13.6%	0.0%	100.0%		
Total	**Count**	**38**	**17**	**33**	**88**	**N/A**	**N/A**
	% by Row	**43.2%**	**19.3%**	**37.5%**	**100.0%**		

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	3	7	**12**	22	2.409	0.734
	% by Row	13.6%	31.8%	**54.5%**	100.0%		
Corporate America does a good job outreaching to the LGBTQ Latino / Hispanic Community	Count	2	8	**12**	22	2.455	0.671
	% by Row	9.1%	36.4%	**54.5%**	100.0%		
I feel more positive towards companies that include Latino / Hispanic imagery in their outreach communications	Count	**19**	3	0	22	1.136	0.351
	% by Row	**86.4%**	13.6%	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	**19**	3	0	22	1.136	0.351
	% by Row	**86.4%**	13.6%	0.0%	100.0%		
Total	Count	43	21	24	88	N/A	N/A
	% by Row	48.9%	23.9%	27.3%	100.0%		

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	1	3	4	2.750	0.500
	% by Row	0.0%	25.0%	75.0%	100.0%		
Corporate America does a good job outreaching to the LGBTQ Asian Community	Count	0	1	3	4	2.750	0.500
	% by Row	0.0%	25.0%	75.0%	100.0%		
I feel more positive towards companies that include Asian imagery in their outreach communications	Count	4	0	0	4	1.000	0.000
	% by Row	100.0%	0.0%	0.0%	100.0%		
I would be more likely to support and purchase from companies that market to, and support the LGBTQ Asian community	Count	4	0	0	4	1.000	0.000
	% by Row	100.0%	0.0%	0.0%	100.0%		
Total	Count	8	2	6	16	N/A	N/A
	% by Row	50.0%	12.5%	37.5%	100.0%		

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	17	72	**110**	199	2.467	0.650
	% by Row	8.5%	36.2%	**55.3%**	100.0%		
I feel more positive towards companies that include transgender / gender expansive community imagery in their outreach communications	Count	**145**	42	13	200	1.340	0.597
	% by Row	**72.5%**	21.0%	6.5%	100.0%		
I would be more likely to support and purchase from companies that market to, and support the transgender / gender expansive community	Count	**140**	45	14	199	1.367	0.612
	% by Row	**70.4%**	22.6%	7.0%	100.0%		
Total	Count	302	159	137	598	N/A	N/A
	% by Row	**50.5%**	**26.6%**	**22.9%**	**100.0%**		

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	5	**18**	25	2.640	0.638
	% by Row	8.0%	20.0%	**72.0%**	100.0%		
I feel more positive towards companies that include bisexual community imagery in their outreach communications	Count	**19**	3	3	25	1.360	0.700
	% by Row	**76.0%**	12.0%	12.0%	100.0%		
I would be more likely to support and purchase from companies that market to, and support the bisexual community	Count	**21**	1	3	25	1.280	0.678
	% by Row	**84.0%**	4.0%	12.0%	100.0%		
Total	**Count**	42	9	24	75	**N/A**	**N/A**
	% by Row	**56.0%**	**12.0%**	**32.0%**	**100.0%**		
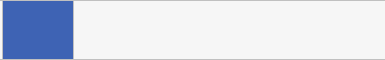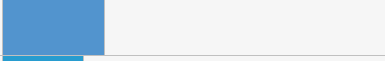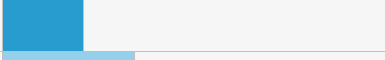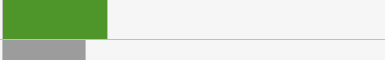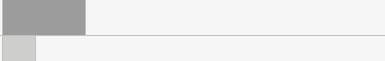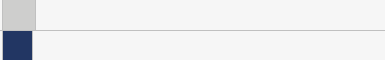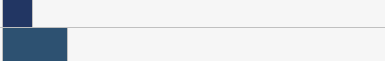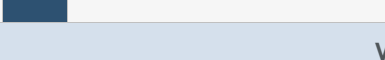
40C. Do you agree or disagree with these statements? Please read the text carefully.
(Respondents could only choose a **single** response for each topic)

		Agree	Neutral	Disagree	Total	Mean	Std Dev
Corporations/companies do a good job outreaching to the lesbian community	Count	1	7	**8**	16	2.438	0.629
	% by Row	6.3%	43.8%	**50.0%**	100.0%		
I feel more positive towards companies that include lesbian community imagery in their outreach communications	Count	**15**	0	1	16	1.125	0.500
	% by Row	**93.8%**	0.0%	6.3%	100.0%		
I would be more likely to support and purchase from companies that market to, and support the lesbian community	Count	**14**	2	0	16	1.125	0.342
	% by Row	**87.5%**	12.5%	0.0%	100.0%		
Total	**Count**	30	9	9	48	**N/A**	**N/A**
	% by Row	**62.5%**	**18.8%**	**18.8%**	**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		18.1%	47
Major piece of furniture		26.2%	68
Major kitchen appliances		20.8%	54
Television or electronic entertainment devise for home		33.8%	88
A new smartphone		**58.8%**	**153**
A new laptop computer for personal use		26.9%	70
A new tablet computer for personal use		21.2%	55
A new desktop computer for personal use		8.1%	21
Video game console		7.3%	19
None of the above		16.5%	43
	Valid Responses		260
	Total Responses		260

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		59.6%	155
Night in a hotel or other paid accommodation		**61.9%**	**161**
Airbnb stay		20.4%	53
Long vacation of 5 nights or more		36.9%	96
Medium vacation of 3 or 4 nights		40.0%	104
Short vacation of 2 nights or less		40.0%	104
Rental Car		35.0%	91
Cruise vacation		10.4%	27
None of the above		18.1%	47
		Valid Responses	**260**
		Total Responses	**260**

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)
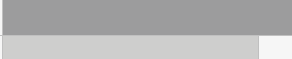
Response	20% 40% 60% 80% 100%	Frequency	Count
Walking		**71.5%**	**186**
Weightlifting		30.4%	79
Using Cardiovascular equipment like a treadmill		40.0%	104
Swimming		16.5%	43
Running		26.2%	68
Basketball		4.2%	11
Golfing		3.1%	8
Cycling		21.9%	57
Tennis		3.5%	9
Aerobics classes (of any kind)		8.5%	22
CrossFit classes or exercise routine		11.9%	31
Yoga		18.1%	47
Hiking		18.5%	48
Skiing/Snowboarding		3.1%	8
Other, please specify:		10.8%	28
None of the above		10.4%	27
	Valid Responses	260	
	Total Responses	260	

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	66	57	**72**	52	11	258	2.554	1.193
	% by Row	25.6%	22.1%	**27.9%**	20.2%	4.3%	100.0%		
Lunch at a restaurant	Count	**87**	66	46	39	14	252	2.313	1.247
	% by Row	**34.5%**	26.2%	18.3%	15.5%	5.6%	100.0%		
Breakfast at restaurant	Count	**131**	65	28	14	6	244	1.766	1.026
	% by Row	**53.7%**	26.6%	11.5%	5.7%	2.5%	100.0%		
Food delivery or take out	Count	**78**	74	48	37	9	246	2.289	1.168
	% by Row	**31.7%**	30.1%	19.5%	15.0%	3.7%	100.0%		
Snack or drink at coffee shop or cafe	Count	**82**	56	41	46	28	253	2.534	1.390
	% by Row	**32.4%**	22.1%	16.2%	18.2%	11.1%	100.0%		
Total	Count	444	318	235	188	68	1253	N/A	N/A
	% by Row	35.4%	25.4%	18.8%	15.0%	5.4%	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		35.0%	91
Light beer		12.7%	33
White wine		23.5%	61
Red wine		30.8%	80
Clear spirits (like Vodka, Gin)		36.5%	95
Dark spirits (like Bourbon, Whiskey)		21.9%	57
Bottled water		68.8%	179
Soda		59.6%	155
Iced tea		44.6%	116
Coffee		**69.6%**	**181**
Sports or energy drink		27.7%	72
None of the above		0.4%	1
		Valid Responses	**260**
		Total Responses	**260**

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		**55.0%**	**143**
Black/African American LGBTQ Pride event		8.1%	21
Latino LGBTQ Pride event		7.7%	20
LGBTQ professional association meeting or conference		18.1%	47
LGBTQ cultural, arts or film event		33.1%	86
LGBTQ ski event		0.8%	2
LGBTQ sports tournament		6.9%	18
LGBTQ circuit party / dance event		17.7%	46
LGBTQ theme event (like "Gay Days" in Orlando)		14.2%	37
LGBTQ rodeo		3.5%	9
"Imperial Court" event		3.8%	10
Bear community event		8.5%	22
Leather community event		15.0%	39
Lesbian community event		6.9%	18
Women's event (not lesbian-specific)		7.7%	20
Transgender community event		11.5%	30
Bisexual community event		5.8%	15
LGBTQ families event		5.8%	15
Other		8.5%	22
None of the above		25.8%	67
	Valid Responses		**260**
	Total Responses		**260**
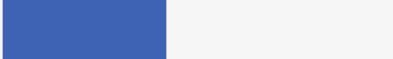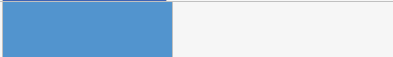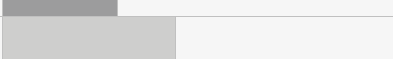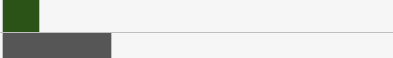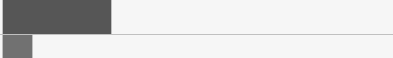
48. Has your interaction with LGBTQ media (newspapers, websites, etc.) changed over the past 12 months?

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

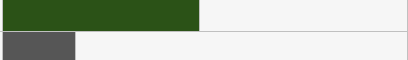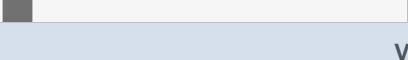|		Increased	Same	Decreased	Total	Mean	Std Dev
Reading LGBTQ regional newspapers	Count	45	**174**	35	254	1.961	0.561
	% by Row	17.7%	**68.5%**	13.8%	100.0%		
Reading LGBTQ national magazines	Count	60	**167**	31	258	1.888	0.584
	% by Row	23.3%	**64.7%**	12.0%	100.0%		
Visiting LGBTQ websites / blogs	Count	**126**	121	11	258	1.554	0.578
	% by Row	**48.8%**	46.9%	4.3%	100.0%		
Reading LGBTQ email newsletters	Count	80	**155**	23	258	1.779	0.593
	% by Row	31.0%	**60.1%**	8.9%	100.0%		
Using LGBTQ mobile apps	Count	78	**153**	25	256	1.793	0.601
	% by Row	30.5%	**59.8%**	9.8%	100.0%		
Total	**Count**	**389**	**770**	**125**	**1284**	**N/A**	**N/A**
	% by Row	**30.3%**	**60.0%**	**9.7%**	**100.0%**		
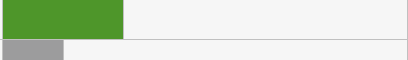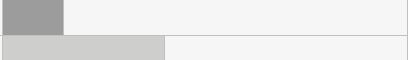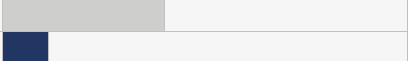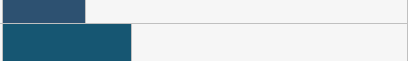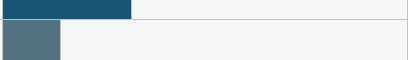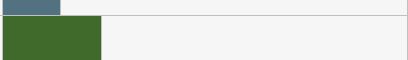
49. In the past 30 days have you...? (Please mark all that apply.)
(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Read a regional LGBTQ newspaper		40.4%	105
Read a national LGBTQ magazine		41.9%	109
Read an LGBTQ news website		**69.6%**	**181**
Read an LGBTQ entertainment website		57.3%	149
Read an LGBTQ blogger		46.2%	120
Viewed an LGBTQ YouTube channel		52.3%	136
Read an LGBTQ-themed book (hard copy or digital)		27.7%	72
Read an LGBTQ-related email newsletter		42.7%	111
Watched an LGBTQ-themed movie		63.5%	165
Listened to an LGBTQ audio podcast		19.2%	50
Used an LGBTQ dating app		44.6%	116
Used an LGBTQ mobile news app		19.2%	50
Used an LGBTQ mobile entertainment app		23.8%	62
Listened to an LGBTQ-specific radio channel		7.3%	19
Watched an LGBTQ-specific television channel		26.2%	68
None of the above		5.4%	14
	Valid Responses		**260**
	Total Responses		**260**

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		**79.6%**	**207**
Instagram		54.6%	142
Twitter		41.5%	108
Snapchat		24.6%	64
YouTube		73.8%	192
LinkedIn		26.2%	68
Meetup		10.4%	27
Tumblr		36.9%	96
Reddit		6.5%	17
Yelp		16.2%	42
Google+		28.1%	73
Trip Advisor		9.6%	25
Pinterest		20.4%	53
Dating app designed for gay, lesbian, bisexual and/or transgender people		45.8%	119
Dating app designed for general population (non-LGBTQ focused)		13.5%	35
None of the above		2.3%	6
	Valid Responses		260
	Total Responses		260

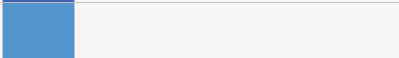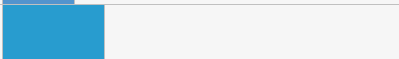**52.** In the past 12 months, have you viewed or participated in any of the following? (Please mark all that apply.)
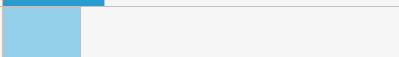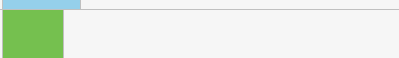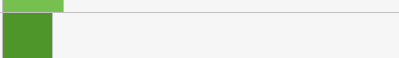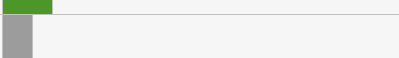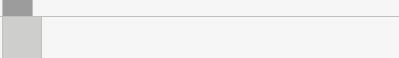
(Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Watched a film with majority LGBTQ characters		**69.6%**	**181**
Watched an LGBTQ-inclusive TV show		66.9%	174
Attended an LGBTQ film festival		19.2%	50
Attended an LGBTQ organization fund-raiser, gala, etc.		28.8%	75
Donated to LGBTQ organization(s)		41.5%	108
Volunteered at LGBTQ organization(s)		24.6%	64
Visited a bar / nightclub for the LGBTQ community		67.3%	175
Visited a neighborhood because it is LGBTQ-popular		53.8%	140
None of the above		3.8%	10
		Valid Responses	260
		Total Responses	260

53A. Income. Which category best describes your total household income before taxes?
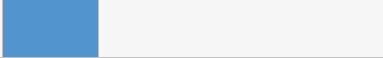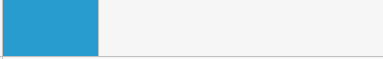
(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
Under $25,000						14.9%	31
$25,000 to $49,999						14.9%	31
$50,000 to $74,999						**22.6%**	**47**
$75,000 to $99,999						16.3%	34
$100,000 to $149,999						12.0%	25
$150,000 to $249,999						9.1%	19
$250,000 or more						3.8%	8
Prefer not to answer						6.3%	13
					Mean	3.697
					Standard Deviation	1.980
					Valid Responses	208
					Total Responses	208

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						**50.0%**	**2**
£25,000 to £49,999						25.0%	1
£50,000 to £74,999						25.0%	1
£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
					Mean		1.750
					Standard Deviation		0.957
					Valid Responses		4
					Total Responses		4

53C. Income. Which category best describes your total household income before taxes?
(Respondents could only choose a **single** response)

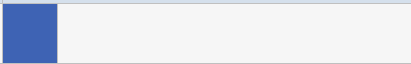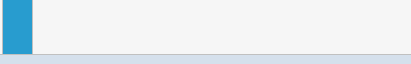| Response	20%	40%	60%	80%	100%	Frequency	Count
Under €25,000						**77.8%**	**7**
€25,000 to €49,999						11.1%	1
€50,000 to €74,999						0.0%	0
€75,000 to €99,999						0.0%	0
€100,000 to €149,999						11.1%	1
€150,000 to €249,999						0.0%	0
€250,000 or more						0.0%	0
Prefer not to answer						0.0%	0
						Mean	1.556
						Standard Deviation	1.333
						Valid Responses	9
						Total Responses	9

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)						17.3%	45
Associate's Degree or Professional Certification (post High School)						18.1%	47
Bachelor's Degree						**28.8%**	**75**
Master's Degree or Higher						27.7%	72
Other / prefer not to answer						8.1%	21
					Mean		2.912
					Standard Deviation		1.213
					Valid Responses		260
					Total Responses		260

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		7.7%	15
No		**91.2%**	**177**
Not sure		1.0%	2
		Mean	1.933
		Standard Deviation	0.289
		Valid Responses	194
		Total Responses	194

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						6.7%	1
Reserves						13.3%	2
National guard						0.0%	0
Veteran or Retiree						**80.0%**	**12**
Other						0.0%	0

Mean	**3.533**
Standard Deviation	**0.990**
Valid Responses	**15**
Total Responses	**15**