

13th Annual LGBTQ Community Survey 2019 - For Partner Reporting

Type: CS2019 - DC Center for the LGBT Community, The

Date: 7/1/2019

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

Filter Using: 13th Annual LGBTQ Community Survey 2019 - For Partner Reporting.CMID (CMID) = "122" OR 13th Annual LGBTQ Community Survey 2019 - For Partner Reporting.57. Organizations (DC Center for the LGBT Community, The) = Selected

Number of Responses Analyzed: 374

D2. GI. How do you describe yourself? Please mark all that apply.

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Female						38.5%	144
Male						53.2%	199
Transgender						7.2%	27
Trans woman						2.9%	11
Trans man						4.3%	16
Intersex						0.8%	3
Questioning						1.9%	7
Non-binary						7.8%	29
Genderqueer						7.0%	26
Gender fluid						3.5%	13
Agender						0.5%	2
Two spirit						1.3%	5
Other, please specify						1.1%	4
Valid Responses							374
Total Responses							374






























D3. SO. How do you describe yourself? Please mark all that apply.
 (Respondents were allowed to choose **multiple** responses)









Response	20%	40%	60%	80%	100%	Frequency	Count
Lesbian						21.1%	79
Gay woman						12.8%	48
Gay man						47.6%	178
Bisexual						18.7%	70
Biromantic						2.7%	10
Bi+						5.1%	19
Pansexual						7.0%	26
Panromantic						1.6%	6
Demisexual						3.7%	14
Demiromantic						1.1%	4
Homoromantic						2.7%	10
Same gender loving						2.9%	11
Asexual						2.4%	9
Queer						28.1%	105
Questioning						1.9%	7
Straight or heterosexual						2.1%	8
Other, please specify						3.7%	14
Valid Responses						374	
Total Responses						374	

D1. Age. In which year were you born?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Before 1940						0.0%	0
1940						0.3%	1
1941						0.0%	0
1942						0.3%	1
1943						0.0%	0
1944						0.5%	2
1945						0.0%	0
1946						0.5%	2
1947						0.3%	1
1948						1.3%	5
1949						1.1%	4
1950						1.1%	4
1951						0.0%	0
1952						0.5%	2
1953						1.1%	4
1954						0.5%	2
1955						1.1%	4
1956						1.9%	7
1957						1.1%	4
1958						1.3%	5
1959						1.6%	6
1960						1.1%	4
1961						1.6%	6
1962						1.9%	7
1963						2.4%	9
1964						1.3%	5




1965		2.1%	8
1966		2.9%	11
1967		0.5%	2
1968		1.1%	4
1969		1.1%	4
1970		2.4%	9
1971		1.3%	5
1972		1.9%	7
1973		0.3%	1
1974		1.1%	4
1975		1.3%	5
1976		1.6%	6
1977		1.6%	6
1978		1.3%	5
1979		1.1%	4
1980		3.2%	12
1981		2.1%	8
1982		1.9%	7
1983		3.7%	14
1984		2.4%	9
1985		1.9%	7
1986		3.7%	14
1987		3.7%	14
1988		2.9%	11
1989		2.1%	8
1990		4.3%	16
1991		2.7%	10
1992		2.9%	11
1993		3.2%	12

1994		3.5%	13
1995		1.6%	6
1996		2.7%	10
1997		0.8%	3
1998		1.3%	5
1999		1.9%	7
2000		1.9%	7
2001		1.1%	4
2002 and later		0.0%	0
Mean			39.995
Standard Deviation			14.885
Valid Responses			374
Total Responses			374






D4. 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						89.8%	336
Canada						0.3%	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						0.0%	0
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						0.3%	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		0.0%	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		0.3%	1
Christmas Island		0.0%	0
Cocos Islands		0.0%	0
Colombia		0.5%	2
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		0.3%	1
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		0.0%	0
East Timor		0.0%	0
Easter Island		0.0%	0
Ecuador		0.3%	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		0.0%	0
France		0.0%	0
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		0.5%	2
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		0.3%	1
Hungary		0.5%	2
Iceland		0.0%	0
India		0.5%	2
Indonesia		0.0%	0
Inmarsat		0.0%	0
Iran		0.0%	0
Iraq		0.0%	0
Ireland		0.0%	0
Israel		0.3%	1
Italy		0.0%	0

Ivory Coast		0.0%	0
Jamaica		0.0%	0
Japan		0.0%	0
Jordan		0.0%	0
Kazakhstan		0.0%	0
Kenya		0.0%	0
Kiribati		0.0%	0
Korea (North)		0.0%	0
Korea (South)		0.0%	0
Kosovo		0.0%	0
Kuwait		0.0%	0
Kyrgyzstan		0.0%	0
Laos		0.0%	0
Latvia		0.0%	0
Lebanon		0.0%	0
Lesotho		0.0%	0
Liberia		0.0%	0
Libya		0.0%	0
Liechtenstein		0.0%	0
Lithuania		0.0%	0
Luxembourg		0.0%	0
Macau		0.0%	0
Macedonia		0.0%	0
Madagascar		0.0%	0
Malawi		0.0%	0
Malaysia		0.0%	0
Maldives		0.0%	0
Mali		0.0%	0
Malta		0.0%	0

Mariana Islands		0.0%	0
Marshall Islands		0.0%	0
Martinique		0.0%	0
Mauritania		0.0%	0
Mauritius		0.0%	0
Mayotte		0.0%	0
Mexico		5.3%	20
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
Netherlands 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		0.3%	1
Niue		0.0%	0

Norfolk Island		0.0%	0
Norway		0.0%	0
Oman		0.0%	0
Pakistan		0.0%	0
Palau		0.0%	0
Palestinian Territories		0.0%	0
Panama		0.0%	0
Papua New Guinea		0.0%	0
Paraguay		0.0%	0
Peru		0.0%	0
Philippines		0.0%	0
Poland		0.0%	0
Portugal		0.0%	0
Principe		0.0%	0
Puerto Rico		0.0%	0
Qatar		0.0%	0
Reunion Island		0.0%	0
Romania		0.0%	0
Russia		0.0%	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		0.3%	1
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		0.3%	1
Ukraine		0.0%	0
United Arab Emirates		0.0%	0
United Kingdom		0.0%	0
Uruguay		0.0%	0
Uzbekistan		0.0%	0
Vanuatu		0.0%	0
Vatican City		0.0%	0
Venezuela		0.0%	0
Vietnam		0.0%	0
Wake Island		0.0%	0
Wallis & Futuna Islands		0.0%	0
Western Samoa		0.0%	0
Yemen		0.0%	0
Yugoslavia		0.0%	0
Zaire		0.0%	0
Zambia		0.0%	0
Zanzibar		0.0%	0
Zimbabwe		0.0%	0
Mean			13.444
Standard Deviation			40.146
Valid Responses			374
Total Responses			374

This Question is Conditionally Shown if: (D4. Country = United States)

D5a. US States. In which state do you live?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Alabama						0.3%	1
Alaska						0.0%	0
Arizona						0.0%	0
Arkansas						0.0%	0
California						2.7%	9
Colorado						0.9%	3
Connecticut						0.3%	1
Delaware						0.6%	2
District of Columbia						39.3%	132
Florida						1.8%	6
Georgia						1.5%	5
Hawaii						0.0%	0
Idaho						0.0%	0
Illinois						0.6%	2
Indiana						0.0%	0
Iowa						0.0%	0
Kansas						0.0%	0
Kentucky						0.6%	2
Louisiana						0.0%	0
Maine						0.0%	0
Maryland						22.6%	76
Massachusetts						0.6%	2
Michigan						0.3%	1
Minnesota						0.3%	1
Mississippi						0.0%	0

Missouri		0.6%	2
Montana		0.0%	0
Nebraska		0.0%	0
Nevada		0.0%	0
New Hampshire		0.0%	0
New Jersey		0.0%	0
New Mexico		0.0%	0
New York		2.7%	9
North Carolina		0.6%	2
North Dakota		0.0%	0
Ohio		0.3%	1
Oklahoma		0.3%	1
Oregon		0.3%	1
Pennsylvania		2.4%	8
Rhode Island		0.0%	0
South Carolina		0.9%	3
South Dakota		0.0%	0
Tennessee		0.0%	0
Texas		0.9%	3
Utah		0.0%	0
Vermont		0.0%	0
Virginia		17.6%	59
Washington		0.3%	1
West Virginia		0.6%	2
Wisconsin		0.0%	0
Wyoming		0.0%	0
Other US Territory or Possession		0.3%	1
Mean			21.449
Standard Deviation			14.981

	Valid Responses	336
	Total Responses	336

This Question is Conditionally Shown if: (D4. Country = Canada)

D5c. Canadian Provinces. In which province do 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



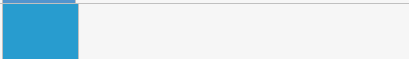
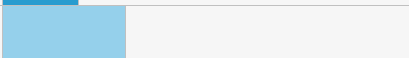
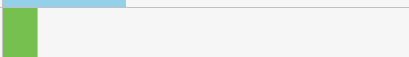
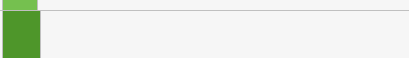
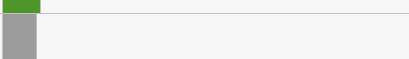
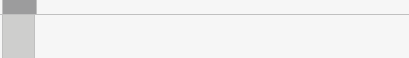
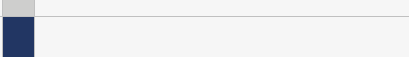
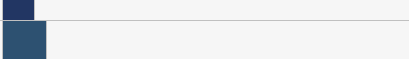
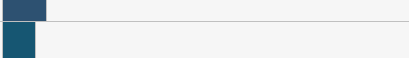
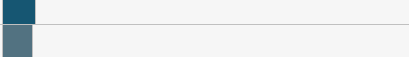
3. We want to explore your personal connection with the LGBTQ community. Do you agree or disagree with these statements?

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

		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Total	Mean	Std Dev
I am proud to be a member of the LGBTQ community	Count	314	52	6	2	374	1.187	0.466
	% by Row	84.0%	13.9%	1.6%	0.5%	100.0%		
I feel supported by the LGBTQ community	Count	140	186	40	8	374	1.775	0.720
	% by Row	37.4%	49.7%	10.7%	2.1%	100.0%		
I regularly read or view the LGBTQ media	Count	222	126	20	6	374	1.492	0.674
	% by Row	59.4%	33.7%	5.3%	1.6%	100.0%		
I donate to or volunteer with at least one LGBTQ nonprofit organization	Count	179	118	44	33	374	1.816	0.958
	% by Row	47.9%	31.6%	11.8%	8.8%	100.0%		
Total	Count	855	482	110	49	1496	N/A	N/A
	% by Row	57.2%	32.2%	7.4%	3.3%	100.0%		

D6. Relationship Status. Which of the following best describes your current relationship status? Please mark any that apply.

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

Response	20% 40% 60% 80% 100%	Frequency	Count
Single / not in a relationship		43.6%	163
In a relationship but not living with a partner (dating)		12.0%	45
In a relationship and living with a partner (no legal status)		12.8%	48
Legally married		25.1%	94
Civil union, registered domestic partner or common law		2.1%	8
Engaged		2.9%	11
Widow / Widower		1.9%	7
Divorced from a same-sex spouse		1.3%	5
Divorced from an opposite-sex spouse		1.3%	5
Polyamorous relationship		4.5%	17
Other, please specify		1.6%	6
Prefer not to answer		0.8%	3
		Valid Responses	374
		Total Responses	374

This Question is Conditionally Shown if: (D6. Relationship Status (In a relationship but not living with a partner (dating)) = Selected OR D6. Relationship Status (In a relationship and living with a partner (no legal status)) = Selected OR D6. Relationship Status (Legally married) = Selected OR D6. Relationship Status (Civil union, registered domestic partner or common law) = Selected OR D6. Relationship Status (Engaged) = Selected)







7. You indicated that you are in a relationship. How would you describe your relationship? Please mark any that apply.

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Female same-sex couple (female-female couple)						30.8%	61
Male same-sex couple (male-male couple)						46.0%	91
Opposite-sex couple (female-male couple)						12.1%	24
Non-binary / Transgender couple (where one or both partners identifies as transgender or outside the gender binary)						14.6%	29
Queer couple (any gender)						13.1%	26
Polyamorous relationship						6.6%	13
Other, please specify						0.5%	1
Valid Responses							198
Total Responses							198

D8. 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
No		85.8%	321
Yes, I have children under age 18 living in my home.		5.3%	20
Yes, I have children under age 18 not living in my home.		1.6%	6
Yes, I have children over age 18.		8.3%	31
Yes, I have grandchildren		2.7%	10
Prefer not to answer		0.3%	1
		Valid Responses	374
		Total Responses	374

D11. Ethnicity. When you think about your race or ethnicity, how do you identify? Please mark any that apply to you.

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Asian, Asian American or of Asian descent						7.0%	26
Black, African American or of African descent						10.2%	38
Latino, Latina, Latinx or Hispanic						10.7%	40
Native North American, American Indian, Alaska Native, First Nations or Inuit						1.1%	4
Native Hawaiian or Pacific Islander						0.3%	1
White or Caucasian						73.0%	273
Mixed ethnicity or race						6.1%	23
Other, please specify						2.7%	10
Prefer not to answer						0.3%	1
Valid Responses							374
Total Responses							374

This Question is Conditionally Shown if: (D4. Country = United States AND D11. Ethnicity (Latino, Latina, Latinx or Hispanic) = Selected)

D11a. Latino. Let's be more specific. When you think of yourself, what is your ancestry or ethnic background? Please mark all that apply.

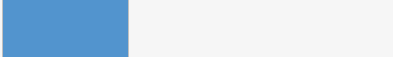








(Respondents were allowed to choose **multiple** responses)

Response	20%	40%	60%	80%	100%	Frequency	Count
Mexican						20.0%	4
Puerto Rican						20.0%	4
Salvadoran						10.0%	2
Cuban						10.0%	2
Dominican						5.0%	1
Guatemalan						5.0%	1
Colombian						0.0%	0
Honduran						5.0%	1
Spaniard						10.0%	2
Ecuadorian						0.0%	0
Peruvian						0.0%	0
Other, please specify						20.0%	4
None of the above						5.0%	1
						Valid Responses	20
						Total Responses	20

This Question is Conditionally Shown if: (D4. Country = United States AND D11. Ethnicity (Asian, Asian American or of Asian descent) = Selected)

D11b. Asian. Let's be more specific. When you think of yourself, what is your ancestry or ethnic background? Please mark all that apply.

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Cambodian						0.0%	0
Chinese						30.0%	6
Filipino						15.0%	3
Hmong						0.0%	0
Indian						20.0%	4
Japanese						5.0%	1
Korean						15.0%	3
Laotian						5.0%	1
Pakistani						0.0%	0
Thai						5.0%	1
Vietnamese						15.0%	3
Other, please specify						15.0%	3
None of the above						0.0%	0
						Valid Responses	20
						Total Responses	20

African American / Black LGBTQ community event is Conditionally Shown if: (D4. Country = United States)
 Asian/South Asian LGBTQ community event is Conditionally Shown if: (D4. Country = United States)
 Latino / Hispanic LGBTQ community event is Conditionally Shown if: (D4. Country = United States)

55. Which type(s) of LGBTQ events have you attended in the past 12 months? Please mark all that apply.

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

Response	20%	40%	60%	80%	100%	Frequency	Count
LGBTQ Pride parade or festival						76.2%	285
Lesbian community event						20.3%	76
Women's event (not lesbian-specific)						25.4%	95
Transgender community event						21.9%	82
Bisexual community event						6.1%	23
African American / Black LGBTQ community event						9.9%	37
Asian/South Asian LGBTQ community event						5.1%	19
Latino / Hispanic LGBTQ community event						6.4%	24
LGBTQ professional association meeting or conference						31.8%	119
LGBTQ cultural, arts or film event						46.5%	174
LGBTQ nonprofit gala or fundraiser						34.2%	128
LGBTQ sports tournament or event						14.4%	54
LGBTQ circuit party / dance event						20.6%	77
LGBTQ event at a theme park						6.7%	25
Bear community event						9.9%	37
Leather community event						10.2%	38
LGBTQ families event						12.6%	47
Other LGBTQ event, please specify						10.2%	38
None of the above						9.4%	35
Prefer not to answer						0.5%	2
Valid Responses							374
Total Responses							374

D13. Employment. What's 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						60.7%	227
Employed part-time (one or more jobs)						9.1%	34
Self-employed or business owner						9.6%	36
Unemployed and looking for a job						6.4%	24
Unemployed and not looking for a job						1.3%	5
Student						13.1%	49
Retired						9.9%	37
Disabled						4.0%	15
Current or past military						3.5%	13
Other, please specify						1.3%	5
None of the above						0.3%	1
Valid Responses						374	
Total Responses						374	

This Question is Conditionally Shown if: ((D13. Employment (Employed full-time) = Selected OR D13. Employment (Employed part-time (one or more jobs)) = Selected) AND D13. Employment (Self-employed or business owner) = Not Selected)

14. How LGBTQ-friendly do you consider your primary employer or company to be?

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

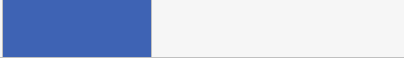
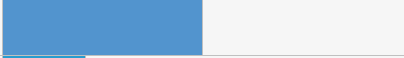
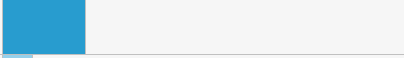
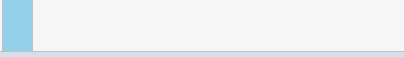
Response	20%	40%	60%	80%	100%	Frequency	Count
Very LGBTQ-friendly						43.0%	105
Somewhat LGBTQ-friendly						43.9%	107
Not very LGBTQ-friendly						8.6%	21
Hostile towards LGBTQ the community						1.2%	3
Not Sure						3.3%	8
Mean							1.779
Standard Deviation							0.903
Valid Responses							244
Total Responses							244

21. 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						9.6%	36
4 – Positive, I am doing better than most						42.0%	157
3 – Neutral, I'm doing alright financially but just breaking even						30.7%	115
2 – Negative, I'm falling behind financially						11.5%	43
1 – Very Negative, I am struggling to make financial ends meet						6.1%	23
						Mean	2.626
						Standard Deviation	1.014
						Valid Responses	374
						Total Responses	374



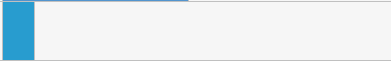
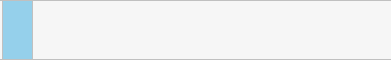
22. Would you say that you (and your family living in your household) are better off or worse off financially than a year ago?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Better off						33.7%	126
About the same						47.1%	176
Worse off						16.6%	62
Not sure						2.7%	10
Mean							1.882
Standard Deviation							0.773
Valid Responses							374
Total Responses							374







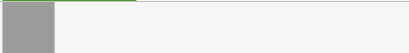
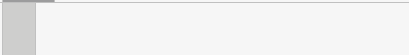
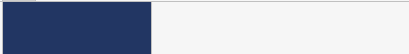
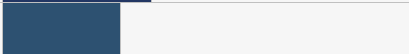
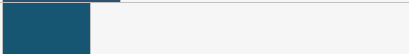
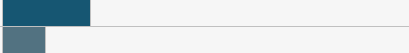

23. Do you think that a year from now you (and your family living in your household) will be better off financially, or worse off, or just about the same as now?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Better off						41.2%	154
About the same						46.5%	174
Worse off						6.4%	24
Not sure						5.9%	22
						Mean	1.770
						Standard Deviation	0.812
						Valid Responses	374
						Total Responses	374

24. Which of the following banking or financial services do you currently use/own? Please mark all that apply.

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

Response	20% 40% 60% 80% 100%	Frequency	Count
Credit card (any kind)		80.7%	302
Money market, savings, or CD account		53.7%	201
Checking account		89.8%	336
Online brokerage account / stock purchase account		24.9%	93
Retirement account of any kind (e.g., 401K, IRA, RRSP, TFSA)		62.8%	235
Home mortgage		28.6%	107
Home improvement or home equity loan		7.2%	27
Business loans		2.1%	8
Student loans		32.4%	121
Utilize tax advice or tax preparation services		24.3%	91
Financial planning services (by company or independent financial planner)		16.6%	62
None of the above		4.8%	18
Prefer not to answer		1.3%	5
		Valid Responses	374
		Total Responses	374

31. Do you and/or your spouse/partner currently own or lease one or more automobiles or vehicles?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Yes, own						61.0%	228
Yes, lease						4.3%	16
No						35.6%	133
						Valid Responses	374
						Total Responses	374

This Question is Conditionally Shown if: (31 (Yes, own) = Selected OR 31 (Yes, lease) = Selected)

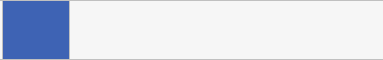


32. What type of automobiles/vehicles do you currently own or lease? Check all that apply as multiple selections might exist for the same car.

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

Response	20% 40% 60% 80% 100%	Frequency	Count
SUV (sports utility vehicle)		29.5%	71
Coupe		7.5%	18
Sedan		39.0%	94
Truck		4.1%	10
Van or minivan		5.4%	13
Cross-over		7.9%	19
Sportscar		5.8%	14
Wagon or hatchback		14.5%	35
Hybrid/electric of any car type		7.9%	19
Luxury car		6.2%	15
Motorcycle		2.5%	6
Other		2.5%	6
		Valid Responses	241
		Total Responses	241

33. Are you considering purchasing or leasing a new automobile or vehicle in the coming 12 months?


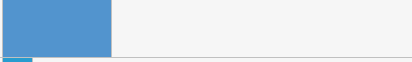
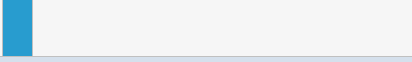
(Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
Yes						17.4%	65
No						70.3%	263
Undecided						12.3%	46
						Mean	1.949
						Standard Deviation	0.543
						Valid Responses	374
						Total Responses	374

This Page is Conditionally Shown if: (D1. Age ≤ 1998)

34. In the past 90 days, have you consumed any type of beverage containing alcohol?




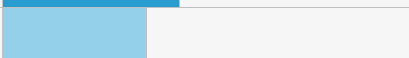
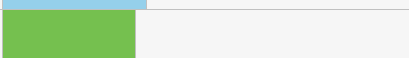
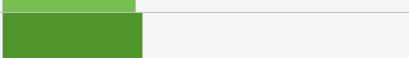

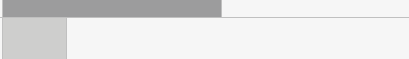
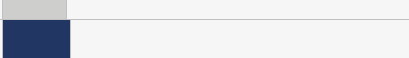
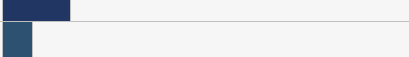
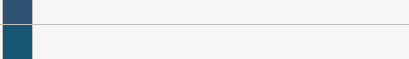
(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Yes		78.4%	279
No		21.3%	76
Not sure		0.3%	1
Mean			1.219
Standard Deviation			0.421
Valid Responses			356
Total Responses			356

This Question is Conditionally Shown if: (34 = Yes)


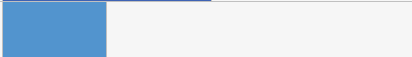
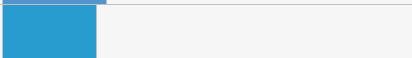
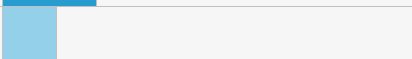
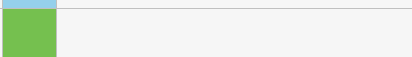
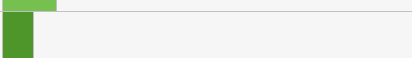
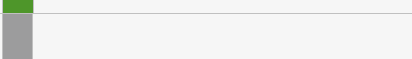
35. In the past 90 days, what types of alcohol beverages have you purchased at a bar, restaurant or for home? Please mark all that apply.

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

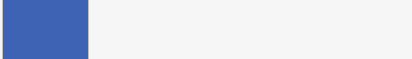


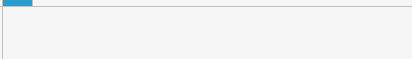
Response	20%	40%	60%	80%	100%	Frequency	Count
Beer (any type)						65.9%	184
Wine (any type)						72.4%	202
Bourbon or Whiskey						39.1%	109
Gin						30.5%	85
Rum						27.6%	77
Tequila						29.4%	82
Vodka						50.2%	140
Flavored malt beverage (like a hard lemonade or hard seltzer)						9.7%	27
Other type of alcohol						10.8%	30
Have not purchased alcohol beverages in the past 90 days						0.4%	1
Prefer not to answer						0.7%	2
						Valid Responses	279
						Total Responses	279

36. What is your history with smoking tobacco?

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

Response	20% 40% 60% 80% 100%	Frequency	Count
I have never smoked tobacco		47.3%	177
I have tried tobacco in the past, but never smoked regularly		20.1%	75
I am a past tobacco smoker, but I quit		17.4%	65
I occasionally smoke tobacco (not every day)		7.0%	26
I am a daily smoker		7.0%	26
Other		1.1%	4
Prefer not to answer		0.3%	1
		Mean	2.104
		Standard Deviation	1.335
		Valid Responses	374
		Total Responses	374

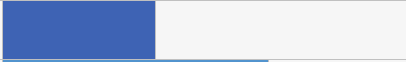

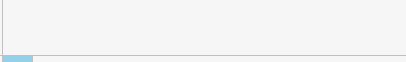
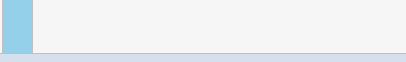
37. In the past 12 months, have you “vaped” or used an e-cigarette?
 (Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Yes		15.2%	57
No		84.2%	315
Not Sure		0.5%	2
Prefer not to answer		0.0%	0
Mean			1.853
Standard Deviation			0.369
Valid Responses			374
Total Responses			374

This Question is Conditionally Shown if: (D4. Country = United States OR D4. Country = Canada)

38. In the past 12 months, have you used cannabis/marijuana in any form for recreational or medical reasons?

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

Response	20% 40% 60% 80% 100%	Frequency	Count
Yes		34.1%	115
No		63.8%	215
Not Sure		0.0%	0
Prefer not to answer		2.1%	7
		Mean	1.700
		Standard Deviation	0.579
		Valid Responses	337
		Total Responses	337

LGBTQ2S is Conditionally Shown if: (D4. Country = Canada)
 LGBTQ2S+ is Conditionally Shown if: (D4. Country = Canada)

39. The following terms 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)

		Favorable	Neutral	Negative	Total	Mean	Std Dev
LGBT	Count	258	103	10	371	1.332	0.526
	% by Row	69.5%	27.8%	2.7%	100.0%		
LGBTQ	Count	274	80	17	371	1.307	0.553
	% by Row	73.9%	21.6%	4.6%	100.0%		
LGBT+	Count	176	156	35	367	1.616	0.655
	% by Row	48.0%	42.5%	9.5%	100.0%		
LGBTQ+	Count	214	119	33	366	1.505	0.657
	% by Row	58.5%	32.5%	9.0%	100.0%		
LGBTQ2S	Count	1	0	0	1	1.000	N/A
	% by Row	100.0%	0.0%	0.0%	100.0%		
LGBTQ2S+	Count	1	0	0	1	1.000	N/A
	% by Row	100.0%	0.0%	0.0%	100.0%		
LGBTQIA	Count	139	156	75	370	1.827	0.742
	% by Row	37.6%	42.2%	20.3%	100.0%		
LGBTQIA+	Count	140	146	82	368	1.842	0.762
	% by Row	38.0%	39.7%	22.3%	100.0%		
Queer	Count	183	100	87	370	1.741	0.815
	% by Row	49.5%	27.0%	23.5%	100.0%		
Total	Count	1386	860	339	2585	N/A	N/A
	% by Row	53.6%	33.3%	13.1%	100.0%		

This Question is Conditionally Shown if: (39 (A) [Favorable] Count > 0)
 LGBT is Conditionally Shown if: (39 (A) [LGBT] = Favorable)
 LGBTQ is Conditionally Shown if: (39 (A) [LGBTQ] = Favorable)
 LGBT+ is Conditionally Shown if: (39 (A) [LGBT+] = Favorable)
 LGBTQ+ is Conditionally Shown if: (39 (A) [LGBTQ+] = Favorable)
 LGBTQ2S is Conditionally Shown if: (39 (A) [LGBTQ2S] = Favorable)
 LGBTQ2S+ is Conditionally Shown if: (39 (A) [LGBTQ2S+] = Favorable)
 LGBTQIA is Conditionally Shown if: (39 (A) [LGBTQIA] = Favorable)
 LGBTQIA+ is Conditionally Shown if: (39 (A) [LGBTQIA+] = Favorable)
 Queer is Conditionally Shown if: (39 (A) [Queer] = Favorable)

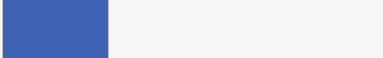
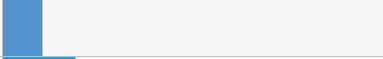

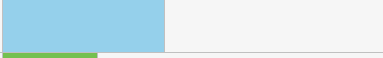


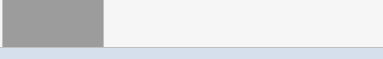
40. Of the above terms, which is your preferred term to describe our community? Please mark only one.

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

Response	20%	40%	60%	80%	100%	Frequency	Count
LGBT						25.6%	91
LGBTQ						26.2%	93
LGBT+						7.0%	25
LGBTQ+						11.5%	41
LGBTQ2S						0.0%	0
LGBTQ2S+						0.0%	0
LGBTQIA						2.8%	10
LGBTQIA+						8.2%	29
Queer						16.9%	60
Other term(s): Please tell us						1.7%	6
Not Answered							4
Mean							3.994
Standard Deviation							3.138
Valid Responses							355
Total Responses							359





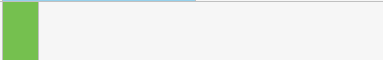
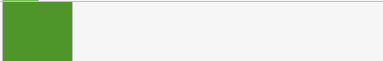
42. Have you (or you and your partner) purchased any of the following items during the past 12 months? Please mark all that apply.

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









Response	20%	40%	60%	80%	100%	Frequency	Count
Major piece of home furniture over \$500						27.5%	103
Major kitchen appliance over \$500						10.4%	39
Electronic equipment or device over \$500						19.0%	71
Smartphone						42.2%	158
Desktop or laptop computer for personal use						24.6%	92
Article of clothing over \$100						48.4%	181
None of the above						26.2%	98
Valid Responses							374
Total Responses							374

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

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


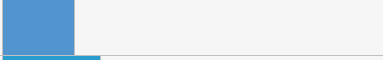
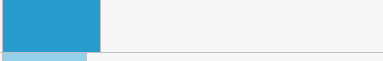
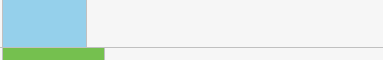
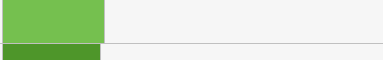
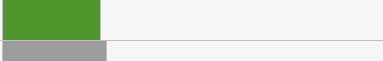
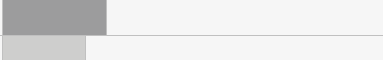

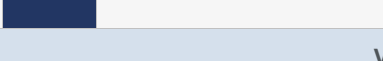
Response	20%	40%	60%	80%	100%	Frequency	Count
Airplane ticket						70.6%	264
Night in a hotel, resort or vacation rental property						69.8%	261
Longer vacation of 4 nights or more						48.1%	180
Shorter vacation of 3 nights or less						50.3%	188
Cruise vacation						9.4%	35
None of the above						18.2%	68
Valid Responses						374	
Total Responses						374	

44. Have you (or you and your partner) paid for any of the following entertainment 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
Cable television (basic or with premium channels)						47.1%	176
Cable internet						64.2%	240
Streaming television subscription (e.g. Netflix, Amazon Prime, Hulu)						77.0%	288
Subscription radio or paid music (e.g. SiriusXM, Pandora, Spotify, Apple Music)						50.5%	189
A movie ticket at a theater						74.3%	278
Live theatre or musical						55.6%	208
Live music concert						52.7%	197
None of the above						6.1%	23
						Valid Responses	374
						Total Responses	374

46. In the past six months, have you purchased any of these cosmetic, skin or beauty items for personal use? Please mark all that apply.

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Facial moisturizer for day or night use						61.0%	228
Teeth whitener (home or at dentist)						18.7%	70
Eyeliner or other eye makeup						25.4%	95
Nail polish (clear or colors)						21.9%	82
Facial make-up, foundation, or concealer						26.5%	99
Eye cream/ serum to reduce puffy eyes, dark circles, fine lines						25.4%	95
Lipstick, gloss, pencil or products specifically for the lips						27.0%	101
Hair color (home or at salon)						21.7%	81
None of the above						24.3%	91
						Valid Responses	374
						Total Responses	374

47. 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)

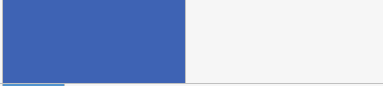
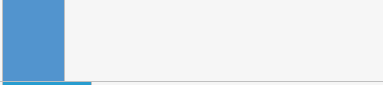
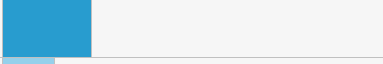
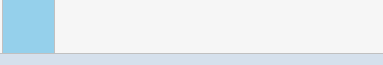
		Increased	Same	Decreased	Do not read	Total	Mean	Std Dev
Reading LGBTQ regional newspapers	Count	69	204	28	69	370	2.262	0.971
	% by Row	18.6%	55.1%	7.6%	18.6%	100.0%		
Reading LGBTQ national magazines	Count	65	191	30	83	369	2.355	1.017
	% by Row	17.6%	51.8%	8.1%	22.5%	100.0%		
Visiting LGBTQ entertainment websites/apps	Count	124	178	26	41	369	1.957	0.923
	% by Row	33.6%	48.2%	7.0%	11.1%	100.0%		
Visiting LGBTQ news websites/apps	Count	148	177	21	26	372	1.798	0.834
	% by Row	39.8%	47.6%	5.6%	7.0%	100.0%		
Total	Count	406	750	105	219	1480	N/A	N/A
	% by Row	27.4%	50.7%	7.1%	14.8%	100.0%		

48. How are you influenced when companies advertise in the LGBTQ digital and print media?

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

Response	20%	40%	60%	80%	100%	Frequency	Count
Significantly more likely to purchase when they advertise in the LGBTQ media						26.5%	99
Somewhat more likely to purchase when they advertise in the LGBTQ media						44.1%	165
Has little influence on me						25.1%	94
Less likely to purchase when they advertise in the LGBTQ media						0.8%	3
I don't view LGBTQ media						3.5%	13
Mean							2.107
Standard Deviation							0.923
Valid Responses							374
Total Responses							374

49. What has a greater impact on you? Please pick one.
 (Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Impact greater when companies advertise in the LGBTQ media		47.6%	178
Impact greater when companies advertise in the general population media		16.0%	60
The impact is about equal		23.0%	86
Neither has impact		13.4%	50
		Mean	2.021
		Standard Deviation	1.115
		Valid Responses	374
		Total Responses	374

This Question is Conditionally Shown if: (D4. Country = United States)

YT-1. Has your use of these social media platforms or search engines increased, stayed the same, or decreased over the past 12 months, compared to the previous year?






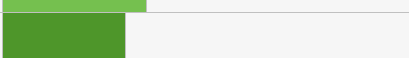

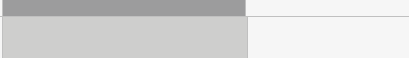
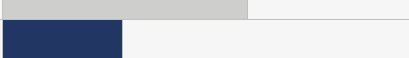
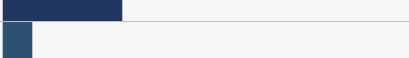
(Respondents could only choose a **single** response for each topic)

		Increased	Same	Decreased	Do not use	Total	Mean	Std Dev
Google Search	Count	85	237	5	7	334	1.802	0.561
	% by Row	25.4%	71.0%	1.5%	2.1%	100.0%		
Bing	Count	9	31	14	278	332	3.690	0.752
	% by Row	2.7%	9.3%	4.2%	83.7%	100.0%		
Facebook	Count	74	161	67	32	334	2.171	0.882
	% by Row	22.2%	48.2%	20.1%	9.6%	100.0%		
Instagram	Count	127	104	25	78	334	2.162	1.169
	% by Row	38.0%	31.1%	7.5%	23.4%	100.0%		
Twitter	Count	84	94	44	111	333	2.547	1.193
	% by Row	25.2%	28.2%	13.2%	33.3%	100.0%		
YouTube	Count	105	180	32	16	333	1.877	0.768
	% by Row	31.5%	54.1%	9.6%	4.8%	100.0%		
Pinterest	Count	37	52	59	183	331	3.172	1.063
	% by Row	11.2%	15.7%	17.8%	55.3%	100.0%		
Snapchat	Count	29	37	51	217	334	3.365	0.989
	% by Row	8.7%	11.1%	15.3%	65.0%	100.0%		
Total	Count	550	896	297	922	2665	N/A	N/A
	% by Row	20.6%	33.6%	11.1%	34.6%	100.0%		

This Question is Conditionally Shown if: (D4. Country = United States)






YT-2. Which of the following social platforms have you used 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
Snapchat		26.2%	88
Facebook		86.9%	292
YouTube		85.4%	287
Instagram		69.3%	233
WhatsApp		31.5%	106
Tumblr		26.2%	88
Twitter		57.4%	193
LinkedIn		57.7%	194
Pinterest		25.3%	85
None of the above		1.8%	6
		Valid Responses	336
		Total Responses	336

This Question is Conditionally Shown if: (D4. Country = United States)


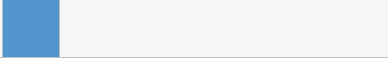
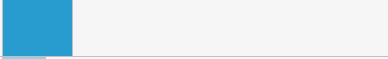
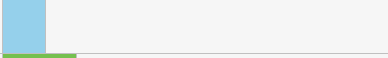
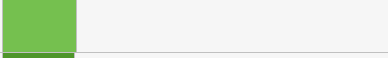
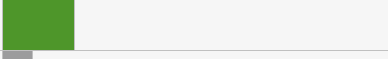
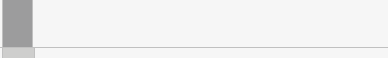
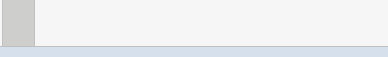
52. When reading LGBTQ news stories, which reporting do you trust more?
 (Respondents could only choose a **single** response)

Response	20%	40%	60%	80%	100%	Frequency	Count
I trust the LGBTQ media more						49.4%	166
I trust the general media more						4.2%	14
I trust both about the same						37.5%	126
I trust neither						5.1%	17
Not sure						3.9%	13
Mean							2.098
Standard Deviation							1.189
Valid Responses							336
Total Responses							336

This Question is Conditionally Shown if: (D4. Country = United States OR D4. Country = Canada)

D57. HHI. 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						10.1%	34
\$25,000 to \$49,999						13.6%	46
\$50,000 to \$74,999						16.9%	57
\$75,000 to \$99,999						10.1%	34
\$100,000 to \$149,999						18.1%	61
\$150,000 to \$249,999						17.5%	59
\$250,000 or more						6.5%	22
Prefer not to answer						7.1%	24
						Mean	4.267
						Standard Deviation	2.043
						Valid Responses	337
						Total Responses	337

D58. 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)						10.4%	39
Associate's Degree or Professional Certification (post High School)						8.0%	30
Bachelor's Degree						39.6%	148
Master's Degree or Higher						39.3%	147
Other / prefer not to answer						2.7%	10
Mean							3.158
Standard Deviation							0.987
Valid Responses							374
Total Responses							374