

5th Annual LGBT Community Survey 2011

Type: Media Partner Report

Date: 6/23/2011

Time Zone in which Dates/Times Appear: (GMT-05:00) Eastern Time (US & Canada)

Filter Using: 57 (Our Lives Magazine) = Selected

Number of Responses Analyzed: 666

Total number of responses collected: 23758

57:






We know this first question is a little long. We are sorry,

This first question is important because these community media and non-profits will receive valuable feedback about their readers, supporters and members. Survey results help these organizations better serve our community, and help them attract advertisers and sponsors.

Following are the 150 "partners" (listed alphabetically) in the 5th Annual LGBT Community Survey.

Please select where you were referred from, plus all of the media (print and/or Internet) you read regularly, and all the events or organizations you are involved with or attend. Mark all that apply.

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

Response	Chart	Frequency	Count
Our Lives Magazine		100.0%	666
Advocate.com		13.8%	92
Wisconsin Gazette		11.4%	76
Out.com		5.6%	37
Curve Magazine		5.3%	35

gay.com		5.3%	35
Logotv.com		5.3%	35
LOGOonline		4.5%	30
afterellen.com		4.4%	29
Windy City Times		3.6%	24
Other / None of the Above		3.6%	24
Damron Gay Travel Guides		3.3%	22
Manhunt		3.3%	22
Grindr		3.2%	21
365gay.com		2.9%	19
OutTraveler.com		2.9%	19
Gay Chicago Magazine		2.7%	18
Instinct Magazine		2.0%	13
Towleroad / ModUrbanMedia		2.0%	13
GayCities		1.7%	11
afterelton.com		1.5%	10
Examiner.com		1.5%	10
HIVplus.com		1.5%	10
Here! Media		1.4%	9
Outlooks Magazine		1.4%	9
Best Gay Cities		1.2%	8

Lesbian News (LN)		1.2%	8
Outword Magazine		1.2%	8
Q-Notes		1.2%	8
Autostraddle		1.1%	7
Echelon Magazine		1.1%	7
Washington Blade		1.1%	7
DNA Magazine Australia		0.9%	6
Out & About Newspaper		0.9%	6
Outlook Media, Inc.		0.9%	6
Q Magazine		0.9%	6
squirt.org		0.9%	6
103.9 PROUD FM		0.8%	5
Bleu Magazine		0.8%	5
Community Marketing, Inc.		0.8%	5
EDGE Media Network		0.8%	5
gaydar		0.8%	5
Metro Weekly		0.8%	5
NEXT Magazine		0.8%	5
OutServe		0.8%	5
Rainbow Times, The		0.8%	5
Rivendell Media		0.8%	5

Adelante Magazine		0.6%	4
Bay Area Reporter/BARtab SF		0.6%	4
Canadian Gay & Lesbian Chamber of Commerce		0.6%	4
CenterLink: The Community of LGBT Centers		0.6%	4
Dallas Voice		0.6%	4
Echo Magazine / ACE Publishing		0.6%	4
fab		0.6%	4
Frontiers Magazine		0.6%	4
Gayyellow.com		0.6%	4
Hotspots Magazine		0.6%	4
Out Front Colorado		0.6%	4
Out In Jersey, Inc.		0.6%	4
OutSmart Magazine		0.6%	4
Pride London		0.6%	4
Q Guide		0.6%	4
Sweet		0.6%	4
Xtra! Toronto		0.6%	4
Xtra! Vancouver		0.6%	4
Affirmations		0.5%	3
Art & Understanding Magazine		0.5%	3
Baltimore OUTloud/Pride Media		0.5%	3

Bay Windows		0.5%	3
Between the Lines		0.5%	3
Camp Magazine		0.5%	3
Compete Magazine		0.5%	3
Erie Gay News		0.5%	3
fabmagazine.com		0.5%	3
Frameline		0.5%	3
GA Voice, The		0.5%	3
Gay City News		0.5%	3
Gay Life/Gay & Lesbian Community Center Baltimore		0.5%	3
Gay San Diego		0.5%	3
GAY to Z Directory		0.5%	3
Gaypedia		0.5%	3
GenreLatino		0.5%	3
Gloss Magazine		0.5%	3
ION Arizona Magazine		0.5%	3
Just Out Newspaper		0.5%	3
Las Vegas Pride (SNAPI)		0.5%	3
Metrosource Magazine		0.5%	3
Montrose Star		0.5%	3
My Scene City		0.5%	3

Mykonos Gay Guide		0.5%	3
noiZe Magazine / Circuit Noize		0.5%	3
One More Lesbian		0.5%	3
Online Buddies		0.5%	3
OURscene.TV		0.5%	3
Out in America Cities Network		0.5%	3
Philadelphia Gay News		0.5%	3
Pink Banana Media		0.5%	3
Pink News UK		0.5%	3
Pittsburgh's Out		0.5%	3
Pride Life		0.5%	3
Pride Source Media Group		0.5%	3
QUEERTimes.net		0.5%	3
Rainbow High Vacations		0.5%	3
Stonewall Columbus/Columbus Pride		0.5%	3
TAG / TAG Approved Accommodations		0.5%	3
Telluride Gay Ski Week		0.5%	3
thegayplaces.com		0.5%	3
Watermark Media, Inc.		0.5%	3
Xtra! Ottawa		0.5%	3
xtra.ca		0.5%	3

Arizona Pride Guide		0.3%	2
Avalon Media		0.3%	2
Bey-Clarke Media Group / Cheril N. Clarke		0.3%	2
Black & Blue Festival, Montreal		0.3%	2
Delta Foundation of Pittsburgh		0.3%	2
Divers/Cite Montreal		0.3%	2
dot429		0.3%	2
Fun Magazine		0.3%	2
GAIRE		0.3%	2
Gay Ad Network		0.3%	2
Gay Belfast		0.3%	2
Gayvan.com Travel Marketing		0.3%	2
GayWhistler		0.3%	2
guidemag.com		0.3%	2
LA PRIDE/Christopher St. West		0.3%	2
LGBT Community Center (NYC)		0.3%	2
Mark's List		0.3%	2
Media Out Loud		0.3%	2
Metropolitan Charities		0.3%	2
Montrose Counseling Center		0.3%	2
Montrose GEM		0.3%	2

New Mexico GLBTQ Centers		0.3%	2
New Mexico Pride Guide		0.3%	2
North Texas GLBT Chamber		0.3%	2
OMG! Magazine		0.3%	2
OneGoodLove		0.3%	2
Out on the Coast Magazine		0.3%	2
Pride March Victoria		0.3%	2
Q Center		0.3%	2
QSanAntonio.com		0.3%	2
QVegas Magazine		0.3%	2
QX Publishing		0.3%	2
Rage Monthly, The		0.3%	2
San Diego LGBT Weekly		0.3%	2
Social House Media Group		0.3%	2
South Florida Gay News.com		0.3%	2
Spartacus International Gay Guide		0.3%	2
spartacusworld.com		0.3%	2
Staten Island LGBT Community Center		0.3%	2
Three Dollar Bill Cinema		0.3%	2
Tom on Tour		0.3%	2
Tripoutgaytravel.com		0.3%	2

	Valid Responses	666
	Total Responses	666

2: How were you referred to the survey?

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

Response	Chart	Frequency	Count
Email from a company or organization		79.6%	530
Facebook, LinkedIn, Twitter, etc.		7.7%	51
Email forwarded from a friend		5.1%	34
Ad in a magazine or newspaper		3.5%	23
Other		2.3%	15
Website banner		0.9%	6
Website article		0.9%	6
Smartphone banner or ad		0.2%	1
		Mean	2.511
		Standard Deviation	1.421
		Valid Responses	666
		Total Responses	666

3: In what year were you born?
 (Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
1920		0.0%	0
1921		0.0%	0
1922		0.0%	0
1923		0.0%	0
1924		0.0%	0
1925		0.0%	0
1926		0.0%	0
1927		0.0%	0
1928		0.0%	0
1929		0.2%	1
1930		0.0%	0
1931		0.0%	0
1932		0.0%	0
1933		0.0%	0
1934		0.5%	3
1935		0.5%	3
1936		0.3%	2
1937		0.0%	0

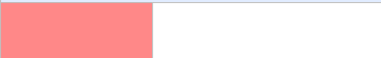
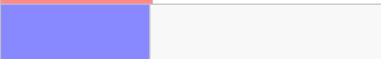

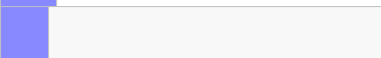
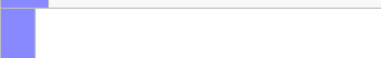
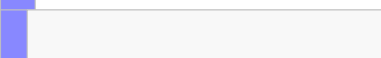
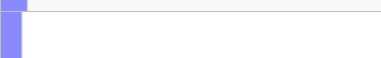
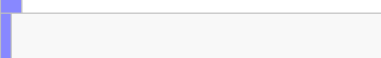
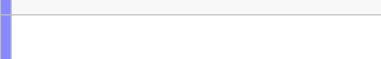
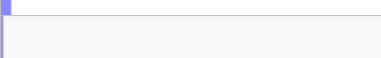
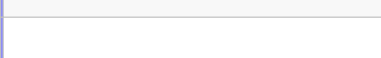
1938		0.5%	3
1939		0.5%	3
1940		0.5%	3
1941		0.2%	1
1942		0.5%	3
1943		0.6%	4
1944		1.2%	8
1945		1.4%	9
1946		1.8%	12
1947		1.4%	9
1948		1.1%	7
1949		1.5%	10
1950		2.7%	18
1951		1.7%	11
1952		2.1%	14
1953		1.8%	12
1954		1.4%	9
1955		2.3%	15
1956		1.7%	11
1957		2.7%	18
1958		2.4%	16

1959		1.7%	11
1960		1.8%	12
1961		1.5%	10
1962		2.1%	14
1963		2.3%	15
1964		2.9%	19
1965		2.9%	19
1966		3.2%	21
1967		3.2%	21
1968		3.2%	21
1969		2.1%	14
1970		2.7%	18
1971		3.2%	21
1972		1.8%	12
1973		1.8%	12
1974		2.0%	13
1975		3.2%	21
1976		2.7%	18
1977		3.3%	22
1978		2.6%	17
1979		2.0%	13

1980		2.3%	15
1981		1.7%	11
1982		2.0%	13
1983		1.5%	10
1984		1.1%	7
1985		2.6%	17
1986		1.4%	9
1987		1.1%	7
1988		0.8%	5
1989		1.1%	7
1990		0.6%	4
1991		0.9%	6
1992		0.6%	4
1993		0.3%	2
1994		0.0%	0
1995		0.0%	0
1996		0.0%	0
1997		0.0%	0
1998		0.0%	0
1999		0.0%	0
2000		0.0%	0




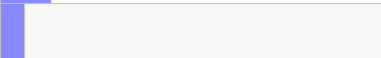

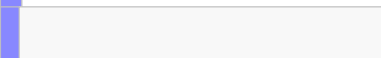
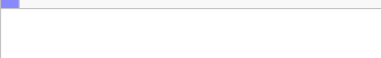
	Mean	47.158
	Standard Deviation	13.331
	Valid Responses	666
	Total Responses	666

4: With which of the following communities do you identify? Please mark all that apply.
 (Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
Gay man		39.5%	259
Lesbian or Gay Woman		38.6%	253
Straight ally		14.5%	95
Queer		12.8%	84
Heterosexual		9.3%	61
Bisexual woman		6.9%	45
Transgender		5.3%	35
Bisexual man		3.1%	20
Other		2.4%	16
Questioning		0.9%	6
Intersex		0.6%	4
		Valid Responses	655
		Total Responses	655









5: What type of environment best describes the place in which you live?

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

Response	Chart	Frequency	Count
Medium sized city		55.6%	364
Urban / Big City		14.0%	92
Small city		13.0%	85
Rural area		6.4%	42
Suburb		5.5%	36
Small town		5.2%	34
Resort community		0.3%	2
		Mean	2.530
		Standard Deviation	1.340
		Valid Responses	655
		Total Responses	655

6: What are the relationships of the people with whom you live? Please mark all that apply.

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

Response	Chart	Frequency	Count
Partner/boyfriend/girlfriend (no legal status)		29.5%	192
Registered domestic partner or civil union		24.3%	158
I live alone		22.3%	145
Legally married husband or wife		16.7%	109
Children or grandchildren under 18 years of age		12.1%	79
Unrelated friend(s), housemate(s) or roommate(s)		8.8%	57
Parents or siblings: Brother, sister, father and/or mother		3.5%	23
Other		1.7%	11
		Valid Responses	651
		Total Responses	655

51: What country do you live in? (After the US & Canada, countries are listed alphabetically.)
 (Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
United States		99.1%	649
Canada		0.2%	1
Afghanistan		0.0%	0
Albania		0.0%	0
Algeria		0.0%	0
American Samoa		0.0%	0
Andorra		0.0%	0
Angola		0.0%	0
Anguilla		0.0%	0
Antarctica		0.0%	0
Antigua and Barbuda		0.0%	0
Argentina		0.0%	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		0.0%	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
Cameroon		0.0%	0
Cape Verde Islands		0.0%	0

Cayman Islands		0.0%	0
Central African Republic		0.0%	0
Chad		0.0%	0
Chatham Island		0.0%	0
Chile		0.0%	0
China		0.0%	0
Christmas Island		0.0%	0
Cocos Islands		0.0%	0
Colombia		0.0%	0
Comoros		0.0%	0
Congo		0.0%	0
Cook Islands		0.0%	0
Costa Rica		0.0%	0
Croatia		0.0%	0
Cuba		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		0.0%	0
Egypt		0.0%	0
El Salvador		0.0%	0
Equatorial Guinea		0.0%	0
Eritrea		0.0%	0
Estonia		0.0%	0
Ethiopia		0.0%	0
Falkland Islands		0.0%	0
Faroe Islands		0.0%	0
Fiji		0.0%	0
Finland		0.0%	0
France		0.0%	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		0.0%	0
Ghana		0.0%	0
Gibraltar		0.0%	0
Greece		0.0%	0
Greenland		0.0%	0
Grenada and Carriacuou		0.0%	0
Grenadin Islands		0.0%	0
Guadeloupe		0.0%	0
Guam		0.0%	0
Guantanamo Bay		0.0%	0
Guatemala		0.0%	0
Guiana		0.0%	0
Guinea		0.0%	0
Guinea-Bissau		0.0%	0
Guyana		0.0%	0
Haiti		0.0%	0
Honduras		0.0%	0
Hong Kong		0.0%	0
Hungary		0.0%	0
Iceland		0.0%	0

India		0.0%	0
Indonesia		0.2%	1
Inmarsat		0.0%	0
Iran		0.2%	1
Iraq		0.0%	0
Ireland		0.0%	0
Israel		0.0%	0
Italy		0.0%	0
Ivory Coast		0.0%	0
Jamaica		0.0%	0
Japan		0.0%	0
Jordan		0.0%	0
Kazakhstan		0.0%	0
Kenya		0.0%	0
Kiribati		0.0%	0
Korea (North)		0.0%	0
Korea (South)		0.0%	0
Kuwait		0.0%	0
Kyrgyzstan		0.0%	0
Laos		0.0%	0
Latvia		0.0%	0

Lebanon		0.0%	0
Lesotho		0.0%	0
Liberia		0.0%	0
Libya		0.0%	0
Liechtenstein		0.0%	0
Lithuania		0.0%	0
Luxembourg		0.0%	0
Macau		0.0%	0
Macedonia		0.0%	0
Madagascar		0.0%	0
Malawi		0.0%	0
Malaysia		0.0%	0
Maldives		0.0%	0
Mali		0.0%	0
Malta		0.0%	0
Mariana Islands		0.0%	0
Marshall Islands		0.0%	0
Martinique		0.0%	0
Mauritania		0.0%	0
Mauritius		0.0%	0
Mayotte		0.0%	0

Mexico		0.0%	0
Micronesia		0.0%	0
Midway Islands		0.0%	0
Miquelon		0.0%	0
Moldova		0.0%	0
Monaco		0.0%	0
Mongolia		0.0%	0
Montserrat		0.0%	0
Morocco		0.0%	0
Mozambique		0.0%	0
Myanmar		0.0%	0
Namibia		0.0%	0
Nauru		0.0%	0
Nepal		0.0%	0
Neth. Antilles		0.0%	0
Netherlands		0.3%	2
Nevis		0.0%	0
New Caledonia		0.0%	0
New Zealand		0.0%	0
Nicaragua		0.0%	0
Niger		0.0%	0

Nigeria		0.0%	0
Niue		0.0%	0
Norfolk Island		0.0%	0
Norway		0.0%	0
Oman		0.0%	0
Pakistan		0.0%	0
Palau		0.0%	0
Palestinian Territories		0.0%	0
Panama		0.0%	0
Papua New Guinea		0.0%	0
Paraguay		0.0%	0
Peru		0.0%	0
Philippines		0.0%	0
Poland		0.0%	0
Portugal		0.0%	0
Principe		0.0%	0
Puerto Rico		0.0%	0
Qatar		0.0%	0
Reunion Island		0.0%	0
Romania		0.0%	0
Russia		0.0%	0

Rwanda		0.0%	0
Saipan		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
Spain		0.2%	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		0.0%	0
Ukraine		0.0%	0
United Arab Emirates		0.0%	0
United Kingdom		0.0%	0
Uruguay		0.0%	0
Uzbekistan		0.0%	0
Vanuatu		0.0%	0
Vatican city		0.0%	0
Venezuela		0.0%	0
Vietnam		0.0%	0
Wake Island		0.0%	0
Wallis & Futuna Islands		0.0%	0
Western Samoa		0.0%	0
Yemen		0.0%	0
Yugoslavia		0.0%	0
Zaire		0.0%	0
Zambia		0.0%	0
Zanzibar		0.0%	0
Zimbabwe		0.0%	0
		Mean	2.111
		Standard Deviation	13.074

	Valid Responses	655
	Total Responses	655

52: Please enter your ZIP code. (5-Digit ZIP code)

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

Response	Chart	Frequency	Count
53704		11.0%	71
53703		10.1%	65
53711		7.7%	50
53705		4.5%	29
53714		3.9%	25
53716		3.3%	21
53719		3.1%	20
53713		3.1%	20
53562		2.3%	15
53590		2.3%	15
53718		2.3%	15
53715		2.3%	15
53589		1.7%	11
53597		1.4%	9
53717		1.2%	8
53211		1.1%	7
53593		0.9%	6
53202		0.9%	6

53558		0.9%	6
		0.9%	6
53222		0.8%	5
53965		0.8%	5
53207		0.8%	5
54914		0.8%	5
53913		0.6%	4
53219		0.6%	4
54301		0.5%	3
53572		0.5%	3
53527		0.5%	3
53132		0.5%	3
53955		0.5%	3
60506		0.5%	3
54911		0.5%	3
53546		0.5%	3
53726		0.5%	3
53210		0.5%	3
54022		0.5%	3
54303		0.3%	2
53818		0.3%	2

53523		0.3%	2
54701		0.3%	2
53916		0.3%	2
54915		0.3%	2
53531		0.3%	2
53142		0.3%	2
53533		0.3%	2
53532		0.3%	2
55105		0.3%	2
61107		0.3%	2
53538		0.3%	2
55108		0.3%	2
54902		0.3%	2
53545		0.3%	2
53911		0.3%	2
53186		0.3%	2
54650		0.3%	2
53204		0.3%	2
54956		0.3%	2
53074		0.3%	2
54850		0.3%	2

54016		0.3%	2
53808		0.3%	2
54481		0.3%	2
53217		0.3%	2
53511		0.3%	2
53551		0.3%	2
10025		0.3%	2
53212		0.3%	2
54901		0.3%	2
54601		0.3%	2
53508		0.3%	2
54302		0.2%	1
60607		0.2%	1
53576		0.2%	1
53575		0.2%	1
01960		0.2%	1
53594		0.2%	1
54130		0.2%	1
53565		0.2%	1
97330		0.2%	1
22222		0.2%	1

53560		0.2%	1
54426		0.2%	1
53226		0.2%	1
27027		0.2%	1
53529		0.2%	1
53221		0.2%	1
06511		0.2%	1
53042		0.2%	1
60613		0.2%	1
90277		0.2%	1
53701		0.2%	1
53178		0.2%	1
54143		0.2%	1
54140		0.2%	1
94552		0.2%	1
54751		0.2%	1
53904		0.2%	1
54403		0.2%	1
43224		0.2%	1
54311		0.2%	1
53960		0.2%	1

53959		0.2%	1
53707		0.2%	1
53706		0.2%	1
20002		0.2%	1
20003		0.2%	1
53406		0.2%	1
53405		0.2%	1
53574		0.2%	1
33334		0.2%	1
53086		0.2%	1
53085		0.2%	1
72401		0.2%	1
53235		0.2%	1
53233		0.2%	1
53144		0.2%	1
54838		0.2%	1
53534		0.2%	1
55117		0.2%	1
60174		0.2%	1
80026		0.2%	1
54487		0.2%	1

53925		0.2%	1
54960		0.2%	1
54935		0.2%	1
61114		0.2%	1
53072		0.2%	1
53097		0.2%	1
53549		0.2%	1
53027		0.2%	1
53154		0.2%	1
55426		0.2%	1
53022		0.2%	1
57701		0.2%	1
60660		0.2%	1
53208		0.2%	1
64068		0.2%	1
54202		0.2%	1
53005		0.2%	1
54703		0.2%	1
53201		0.2%	1
53556		0.2%	1
53078		0.2%	1

54720		0.2%	1
53089		0.2%	1
52241		0.2%	1
05401		0.2%	1
54943		0.2%	1
70816		0.2%	1
62915		0.2%	1
19102		0.2%	1
75211		0.2%	1
27834		0.2%	1
07092		0.2%	1
60302		0.2%	1
53517		0.2%	1
53515		0.2%	1
53954		0.2%	1
54880		0.2%	1
53214		0.2%	1
53213		0.2%	1
60640		0.2%	1
55430		0.2%	1
53218		0.2%	1

53402		0.2%	1
95379		0.2%	1
54304		0.2%	1
		Valid Responses	646
		Total Responses	646

59: Please select the province in which you live.
 (Respondents could only choose a **single** response)

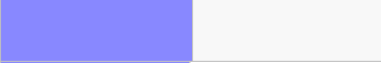








Response	Chart	Frequency	Count
Alberta		0.0%	0
British Columbia		0.0%	0
Manitoba		0.0%	0
New Brunswick		0.0%	0
Newfoundland and Labrador		0.0%	0
Northwest Territories		0.0%	0
Nova Scotia		0.0%	0
Nunavut		0.0%	0
Ontario		100.0%	1
Prince Edward Island		0.0%	0
Quebec		0.0%	0
Saskatchewan		0.0%	0
Yukon Territory		0.0%	0
		Mean	9.000
		Valid Responses	1
		Total Responses	1

53: Please let us know about your purchases over the past year, and planned purchases over the coming year. If an item does not apply, skip to the next line.

		Purchased, past 12 months	Plan to purchase, next 12 months	Total
Primary residence (home, condo, etc.)	Count	23	30	612
	% by Row	3.8%	4.9%	100.0%
Vacation home or other non-primary residence real estate	Count	6	10	612
	% by Row	1.0%	1.6%	100.0%
Home remodel	Count	55	85	612
	% by Row	9.0%	13.9%	100.0%
Automobile	Count	116	87	612
	% by Row	19.0%	14.2%	100.0%
Desktop computer for home	Count	61	31	612
	% by Row	10.0%	5.1%	100.0%
Laptop computer	Count	155	103	612
	% by Row	25.3%	16.8%	100.0%
Tablet computer (iPad, etc.)	Count	67	71	612
	% by Row	10.9%	11.6%	100.0%
"Smart" phone (iPhone, Android, Blackberry, etc.)	Count	185	110	612
	% by Row	30.2%	18.0%	100.0%

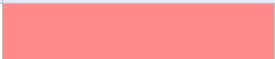

High Definition Television (HDTV)	Count	144	68	612
	% by Row	23.5%	11.1%	100.0 %
Furniture	Count	117	125	612
	% by Row	19.1%	20.4%	100.0 %
Major appliances	Count	73	57	612
	% by Row	11.9%	9.3%	100.0 %
Home theater	Count	15	13	612
	% by Row	2.5%	2.1%	100.0 %
Major vacation	Count	149	194	612
	% by Row	24.3%	31.7%	100.0 %

54: When corporations outreach to the LGBT community in the following ways, which approaches have the biggest impact on influencing your purchasing decisions? **Select up to top 3** influencers.
 (Respondents were allowed to choose **multiple** responses)

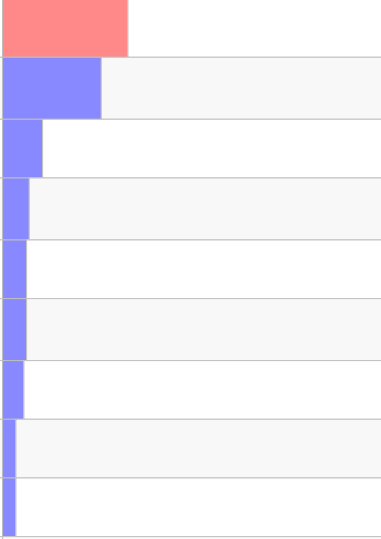
Response	Chart	Frequency	Count
Support LGBT political causes		52.9%	302
Employment policies (such as equality in hiring)		50.1%	286
Support LGBT organizations or charities		49.6%	283
LGBT-inclusive mainstream media ads (in non-LGBT mainstream newspapers, magazines, etc.)		39.8%	227
Advertising in LGBT newspapers and magazines		29.9%	171
Sponsorship of LGBT events		27.1%	155
Feature LGBT spokespersons		9.1%	52
Prominently featured in LGBT-related media coverage		8.4%	48
Advertising on LGBT websites		8.1%	46
Has an LGBT-dedicated website		3.2%	18
		Valid Responses	571
		Total Responses	612

20: In the past year, have you boycotted any store, brand or company due to its anti-gay stance, donations or policies?

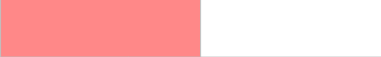


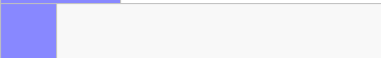

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		70.6%	396
No		29.4%	165
		Mean	1.294
		Standard Deviation	0.456
		Valid Responses	561
		Total Responses	561

21: How did you first learn about the most recent boycott in which you participated?
 (Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Facebook, Twitter, etc.		32.7%	129
Mainstream news, website or email list		25.9%	102
Other		10.4%	41
LGBT news/general interest website		6.6%	26
LGBT newspaper or magazine		6.3%	25
LGBT news/general interest email list		6.1%	24
LGBT organization email list		5.3%	21
LGBT organization website		3.3%	13
LGBT blog		3.3%	13
Not Answered			2
		Mean	6.419
		Standard Deviation	2.340
		Valid Responses	394
		Total Responses	396

22: How did you pass along the boycott information to others? Please mark all that apply.
 (Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
Facebook, Twitter, etc.		51.8%	204
Email		33.0%	130
Other		31.5%	124
Did not pass along to others		14.5%	57
Blog		3.3%	13
		Valid Responses	394
		Total Responses	396

23: The following terms and images are often used in corporate marketing to describe or refer to the community. Please rate how you feel about each, when you see them used by corporations.

My opinion of the use of the term in corporate advertising is...

		1 - Positive	2	3 - Neutral	4	5 - Negative	Total	Mean	Std Dev
LGBT	Count	382	83	56	7	4	532	1.436	0.792
	% by Row	71.8%	15.6%	10.5%	1.3%	0.8%	100.0%		
GLBT	Count	237	113	141	18	8	517	1.930	1.003
	% by Row	45.8%	21.9%	27.3%	3.5%	1.5%	100.0%		
Queer	Count	105	85	124	106	95	515	3.002	1.389
	% by Row	20.4%	16.5%	24.1%	20.6%	18.4%	100.0%		
Gay & Lesbian	Count	286	111	91	23	6	517	1.747	0.974
	% by Row	55.3%	21.5%	17.6%	4.4%	1.2%	100.0%		
Lesbian & Gay	Count	258	118	110	26	9	521	1.868	1.023
	% by Row	49.5%	22.6%	21.1%	5.0%	1.7%	100.0%		
LGBTQ	Count	257	88	117	42	16	520	1.985	1.150
	% by Row	49.4%	16.9%	22.5%	8.1%	3.1%	100.0%		
Gay-friendly	Count	239	147	103	36	7	532	1.919	1.014
	% by Row	44.9%	27.6%	19.4%	6.8%	1.3%	100.0%		
Gay-welcoming	Count	176	152	127	57	15	527	2.209	1.106
	% by Row	33.4%	28.8%	24.1%	10.8%	2.8%	100.0%		

Everyone welcome	Count	198	87	181	41	15	522	2.211	1.121
	% by Row	37.9%	16.7%	34.7%	7.9%	2.9%	100.0%		
LGBTQQIA	Count	60	57	221	91	81	510	3.149	1.173
	% by Row	11.8%	11.2%	43.3%	17.8%	15.9%	100.0%		
Straight ally	Count	157	132	162	44	24	519	2.318	1.128
	% by Row	30.3%	25.4%	31.2%	8.5%	4.6%	100.0%		
"Rainbow" (the word)	Count	110	111	203	75	22	521	2.593	1.099
	% by Row	21.1%	21.3%	39.0%	14.4%	4.2%	100.0%		
Rainbow image	Count	179	156	132	38	18	523	2.159	1.083
	% by Row	34.2%	29.8%	25.2%	7.3%	3.4%	100.0%		
Total	Count	2644	1440	1768	604	320	6776	N/A	N/A
	% by Row	39.0%	21.3%	26.1%	8.9%	4.7%	100.0%		

56: Please rate the ways in which you meet other people for dating/relationships/romance. If you are not looking to meet other people, you may skip this question.

		1 Very likely	2 Likely	3 Neutral	4 Unlikely	Total	Mean	Std Dev
Through friends	Count	72	95	20	8	195	1.815	0.778
	% by Row	36.9%	48.7%	10.3%	4.1%	100.0%		
At work	Count	16	35	46	86	183	3.104	1.003
	% by Row	8.7%	19.1%	25.1%	47.0%	100.0%		
At bars and clubs	Count	27	58	53	50	188	2.670	1.023
	% by Row	14.4%	30.9%	28.2%	26.6%	100.0%		
Using mobile apps	Count	11	18	32	123	184	3.451	0.898
	% by Row	6.0%	9.8%	17.4%	66.8%	100.0%		
Using dating websites	Count	36	57	40	58	191	2.628	1.106
	% by Row	18.8%	29.8%	20.9%	30.4%	100.0%		
Using other types of websites	Count	24	47	49	66	186	2.844	1.051
	% by Row	12.9%	25.3%	26.3%	35.5%	100.0%		
At LGBT events	Count	47	81	41	21	190	2.189	0.935
	% by Row	24.7%	42.6%	21.6%	11.1%	100.0%		
At mainstream events	Count	17	52	72	45	186	2.780	0.918
	% by Row	9.1%	28.0%	38.7%	24.2%	100.0%		
Through activities or hobbies	Count	54	94	33	10	191	1.995	0.818















	% by Row	28.3%	49.2%	17.3%	5.2%	100.0%		
Other ways to meet people	Count	11	72	73	17	173	2.555	0.758
	% by Row	6.4%	41.6%	42.2%	9.8%	100.0%		
Total	Count	315	609	459	484	1867	N/A	N/A
	% by Row	16.9%	32.6%	24.6%	25.9%	100.0%		

25: What type of smart phone OS (operating system) is on your personal smart phone?
 (Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
I don't own a personal smart phone		48.5%	266
iPhone		23.9%	131
Android		16.4%	90
Blackberry		6.9%	38
Other		2.0%	11
Palm		1.1%	6
Windows Mobile 7		0.9%	5
Symbian		0.4%	2
		Mean	2.275
		Standard Deviation	1.595
		Valid Responses	549
		Total Responses	549

26: In the past week, have you used a personal smartphone for any of the following activities? Please mark all that apply.

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






Response	Chart	Frequency	Count
Check/Send Email		92.2%	260
Send Text/Picture Messages		87.9%	248
Search the Internet		86.2%	243
Read News		70.9%	200
Finding information on local businesses		68.8%	194
Update Social Networking Status		61.0%	172
Navigation		56.0%	158
Play Games		53.2%	150
Manage Banking		33.7%	95
Receive Deals/Specials		31.2%	88
Checking in at venues		28.7%	81
Make Purchases		21.6%	61
Meet People		15.2%	43
None of the above		2.8%	8
		Valid Responses	282
		Total Responses	283

27: In the past week, have you...
(Please mark all that apply.)
 (Respondents were allowed to choose **multiple** responses)


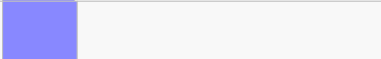

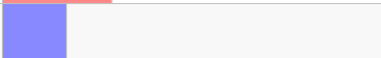

Response	Chart	Frequency	Count
None of the above		62.8%	333
Clicked on a Facebook ad		18.3%	97
Clicked on a website banner ad		17.0%	90
Scanned a "tag" with your smartphone		7.2%	38
Clicked on a mobile app ad		6.8%	36
Forwarded an advertisement to a friend		6.6%	35
		Valid Responses	530
		Total Responses	548

28: About how many texts do you send daily?







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

Response	Chart	Frequency	Count
0		28.9%	158
1-9		49.8%	272
10-19		12.8%	70
20-29		3.1%	17
30+		5.3%	29
Not Answered			2
		Mean	2.060
		Standard Deviation	1.009
		Valid Responses	546
		Total Responses	548

29: About how many hours do you spend on Facebook each week?
 (Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
0		18.6%	102
Less than 1		19.6%	107
1-3		28.7%	157
4-6		17.0%	93
7 or more		16.1%	88
Not Answered			1
		Mean	2.923
		Standard Deviation	1.324
		Valid Responses	547
		Total Responses	548

30: What do you use Facebook for? Please mark all that apply.
 (Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
Re-connecting with old friends and contacts		89.9%	399
Entertainment		37.8%	168
Meeting new friends and contacts		35.6%	158
Other		28.8%	128
Online gaming		11.3%	50
Dating		2.5%	11
I don't use Facebook		0.9%	4
		Valid Responses	444
		Total Responses	446

32: When you learn about a news story or event that is relevant to you, how do you typically find out about it?
 Please mark all that apply.
 (Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
Mainstream press or websites		71.2%	389
Friends on Facebook		58.4%	319
Email newsletters		41.9%	229
LGBT press or websites		39.9%	218
Search (Google, Yahoo!, Bing, etc.)		24.5%	134
Yahoo! News		22.2%	121
Other		16.8%	92
Google News		16.7%	91
Twitter or text from friends		12.3%	67
		Valid Responses	546
		Total Responses	546



33: In the past week, have you read, viewed, or listened to...
(Please mark all that apply.)
 (Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
Mainstream general newspapers		68.6%	371
Mainstream Internet sites		66.9%	362
Network/cable television		66.0%	357
Mainstream radio		52.3%	283
LGBT magazine		45.8%	248
LGBT publications for my city or region		45.5%	246
Mainstream alternative newspapers		45.3%	245
Mainstream magazines		45.1%	244
LGBT Internet sites		39.4%	213
Streaming video (TV, movies) on your computer		30.5%	165
LGBT blogs		21.3%	115
Mainstream blogs		20.1%	109
Satellite radio		12.4%	67
LGBT radio (on the air or streaming Internet)		9.4%	51
LGBT mobile apps (Grindr, GayCities, etc.)		5.5%	30
None of the above		1.1%	6
		Valid Responses	541
		Total Responses	546
















34: Is there a local LGBT Community Center in your area?

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

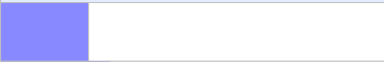
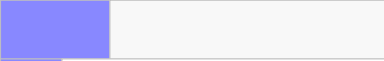

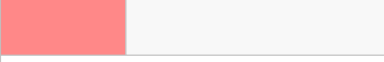
Response	Chart	Frequency	Count
Yes		78.2%	424
No		21.8%	118
		Mean	1.218
		Standard Deviation	0.413
		Valid Responses	542
		Total Responses	542

35: Over the past month, have you participated in these activities at your local LGBT Community Center? *(Please mark all that apply.)*




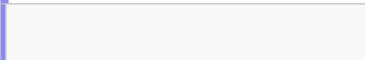
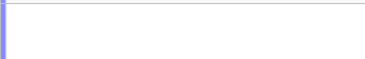
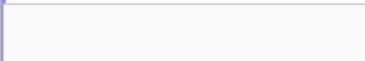

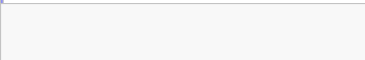
(Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
None of the above		82.4%	336
Arts & Cultural (Library, art gallery, choral groups)		10.3%	42
Information, Education & Referral (Library, adult education, business networks)		8.1%	33
Outreach & Training program		4.9%	20
Older Adult Programs (Exercise, SAGE, meals, discussion groups)		4.4%	18
Policy & Civic Engagement		3.7%	15
STD/HIV Program		2.5%	10
Mental Health Services		2.5%	10
Youth Programs (Drop-in Center, discussion groups, suicide prevention)		1.5%	6
Addictions & Recovery Services		1.5%	6
Anti-violence Programs		1.2%	5
Legal services		0.5%	2
Physical Health Program		0.5%	2
		Valid Responses	408
		Total Responses	423

36: How often do you see your LGBT Community Center's activities advertised in local publications?
 (Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Weekly		22.7%	93
Monthly		28.4%	116
Quarterly		16.1%	66
Never		32.8%	134
Not Answered			14
		Mean	2.589
		Standard Deviation	1.164
		Valid Responses	409
		Total Responses	423

39: Please specify your ethnic or cultural background. *(Please mark all that apply.)*
 (Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
White / of European descent (non-Hispanic)		94.4%	507
Latino or of Hispanic descent		2.2%	12
Mixed ethnicity		2.2%	12
Black / of African descent		1.5%	8
Native North American		1.1%	6
Asian / of Asian descent		0.9%	5
Other		0.9%	5
Native Hawaiian / Pacific Islander		0.0%	0
		Valid Responses	537
		Total Responses	542

40: What is the highest level of education you have attained?

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








Response	Chart	Frequency	Count
Less than 9th grade		0.0%	0
9th grade (age 14/15) to 12th grade (age 17/18), no diploma		0.6%	3
High School/Secondary School Graduate (includes equivalency)		2.8%	15
Some college		16.7%	90
Bachelor's degree		35.1%	189
Graduate or professional degree		36.4%	196
Doctorate		8.5%	46
Not Answered			3
		Mean	5.295
		Standard Deviation	0.974
		Valid Responses	539
		Total Responses	542

65: Which category best describes your total **household** income? Please include any pension, social security, or investment income, if applicable, in US dollars. For respondents outside the US, please use our [Currency Converter Pop-up](#).

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

Response	Chart	Frequency	Count
Under \$25,000 US		8.7%	47
\$25,000 to under \$50,000		20.6%	111
\$50,000 to under \$75,000		20.4%	110
\$75,000 to under \$100,000		16.9%	91
\$100,000 to under \$150,000		17.8%	96
\$150,000 to under \$250,000		8.6%	46
\$250,000 or more		1.9%	10
Prefer not to answer		5.0%	27
Not Answered			4
		Mean	3.727
		Standard Deviation	1.799
		Valid Responses	538
		Total Responses	542

42: Which of the following best describes your current employment situation? Please mark all that apply.
 (Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
Employed full-time		57.8%	312
Employed part time		13.9%	75
Self-employed		13.9%	75
Unemployed		4.1%	22
Student		8.5%	46
Retired		12.6%	68
Disabled		3.0%	16
		Valid Responses	540
		Total Responses	542