

**YouGov NY**  
LGB 2017

US\_nat Sample: 27th - 29th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q11. Please imagine you were walking down a quiet street late at night and saw someone approaching. Which, if any, of the following people would cause you to feel anxious or uncomfortable? Please select all that apply.

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
A man	42%	20%	60%	63%	43%	31%	42%	44%	45%	40%	42%	37%	40%	51%
A woman	6%	3%	8%	9%	8%	3%	7%	4%	6%	7%	6%	8%	11%	6%
A Black person	20%	23%	17%	22%	19%	19%	19%	23%	17%	19%	22%	27%	18%	
A Hispanic person	13%	13%	13%	15%	14%	11%	16%	11%	15%	13%	19%	20%	10%	
A White person	11%	9%	14%	17%	13%	7%	13%	9%	14%	9%	10%	19%	24%	12%
A man who appears to be gay	3%	2%	3%	3%	4%	1%	3%	2%	3%	2%	2%	8%	7%	2%
A woman who appears to be a lesbian	3%	1%	4%	3%	5%	1%	3%	3%	3%	2%	2%	7%	5%	3%
Someone who appears to be homeless	35%	34%	36%	44%	34%	30%	32%	36%	34%	38%	35%	35%	32%	34%
An overweight person	4%	4%	5%	7%	6%	2%	4%	5%	4%	5%	4%	8%	7%	4%
A disabled person (i.e., someone in a wheelchair, a blind person, etc.)	4%	3%	5%	6%	6%	2%	3%	5%	5%	3%	4%	8%	7%	2%
An elderly person	3%	2%	4%	5%	5%	1%	3%	3%	3%	3%	2%	10%	5%	4%
A Muslim person	10%	12%	9%	10%	13%	9%	10%	10%	13%	8%	10%	13%	18%	12%
A Jewish person	4%	3%	5%	6%	6%	2%	5%	5%	4%	4%	3%	10%	10%	5%
A Christian person	8%	6%	9%	9%	8%	6%	7%	10%	7%	8%	7%	14%	10%	9%
Other	10%	10%	10%	5%	13%	10%	13%	8%	8%	12%	10%	9%	10%	12%
Not applicable - no one would make me feel anxious or uncomfortable	30%	37%	25%	16%	31%	38%	34%	28%	30%	31%	31%	42%	28%	25%
Prefer not to say	2%	2%	1%	3%	0%	2%	2%	2%	2%	2%	2%	-	-	1%

ZIL\_q12.1. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around other people in society

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Very safe	32%	41%	26%	17%	28%	43%	27%	39%	26%	38%	34%	39%	28%	22%
Somewhat safe	60%	55%	64%	70%	62%	53%	66%	56%	64%	56%	60%	51%	54%	64%
Very unsafe	4%	2%	6%	6%	6%	2%	5%	3%	6%	3%	3%	5%	12%	7%
Don't know	3%	2%	3%	5%	4%	1%	3%	2%	3%	3%	2%	5%	7%	2%
Prefer not to say	1%	1%	1%	2%	0%	1%	-	1%	2%	1%	0%	-	-	5%

ZIL\_q12.2. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around the police

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Very safe	31%	36%	26%	21%	28%	38%	24%	31%	34%	30%	32%	16%	36%	20%
Somewhat safe	47%	46%	48%	42%	48%	49%	50%	52%	40%	48%	48%	40%	40%	39%
Very unsafe	18%	15%	21%	30%	20%	11%	21%	14%	22%	17%	16%	26%	18%	35%
Don't know	3%	2%	4%	6%	2%	2%	4%	3%	2%	3%	3%	13%	5%	3%
Prefer not to say	1%	1%	1%	1%	2%	1%	0%	1%	2%	1%	1%	5%	-	3%

ZIL\_q12.3. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around your neighborhood

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Very safe	55%	62%	49%	42%	43%	69%	57%	60%	50%	55%	58%	35%	43%	43%
Somewhat safe	41%	35%	47%	51%	52%	29%	41%	37%	44%	43%	40%	56%	48%	46%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q11. Please imagine you were walking down a quiet street late at night and saw someone approaching. Which, if any, of the following people would cause you to feel anxious or uncomfortable? Please select all that apply.

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
A man	42%	52%	37%	47%	39%	44%	53%	36%	33%	42%	50%	57%	40%	42%	44%	38%	50%
A woman	6%	15%	5%	6%	3%	8%	14%	4%	10%	4%	7%	14%	5%	6%	7%	3%	8%
A Black person	20%	33%	19%	19%	16%	20%	16%	16%	23%	20%	20%	22%	19%	21%	19%	19%	18%
A Hispanic person	13%	26%	14%	10%	9%	16%	-	10%	16%	11%	15%	19%	12%	13%	15%	9%	17%
A White person	11%	22%	12%	10%	7%	16%	-	7%	3%	10%	9%	19%	10%	11%	11%	9%	18%
A man who appears to be gay	3%	5%	2%	2%	2%	4%	-	2%	6%	2%	2%	5%	2%	2%	3%	2%	3%
A woman who appears to be a lesbian	3%	6%	2%	3%	1%	3%	-	2%	3%	3%	2%	6%	2%	3%	3%	2%	3%
Someone who appears to be homeless	35%	32%	29%	40%	39%	36%	17%	31%	33%	36%	32%	37%	35%	29%	38%	41%	32%
An overweight person	4%	5%	3%	5%	4%	5%	-	2%	6%	4%	4%	8%	4%	5%	6%	3%	3%
A disabled person (i.e., someone in a wheelchair, a blind person, etc.)	4%	8%	3%	5%	3%	5%	-	3%	6%	4%	5%	7%	4%	3%	5%	5%	5%
An elderly person	3%	8%	2%	3%	2%	3%	-	2%	6%	3%	3%	5%	3%	2%	3%	3%	4%
A Muslim person	10%	17%	10%	10%	7%	11%	-	9%	12%	9%	17%	13%	10%	12%	10%	9%	11%
A Jewish person	4%	8%	4%	4%	2%	5%	-	4%	6%	4%	3%	7%	4%	5%	3%	3%	6%
A Christian person	8%	11%	7%	9%	6%	8%	-	6%	6%	7%	12%	9%	7%	8%	7%	6%	10%
Other	10%	8%	7%	10%	13%	10%	-	8%	12%	10%	10%	11%	10%	10%	7%	12%	10%
Not applicable - no one would make me feel anxious or uncomfortable	30%	25%	37%	27%	29%	28%	39%	39%	34%	30%	25%	26%	31%	35%	29%	27%	28%
Prefer not to say	2%	3%	1%	2%	1%	2%	8%	-	-	2%	-	-	2%	2%	2%	1%	4%

ZIL\_q12.1. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around other people in society

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Very safe	32%	17%	29%	35%	41%	33%	16%	42%	51%	28%	35%	28%	33%	29%	36%	37%	22%
Somewhat safe	60%	66%	62%	58%	56%	61%	59%	52%	46%	62%	60%	61%	60%	60%	59%	58%	67%
Very unsafe	4%	9%	4%	3%	2%	4%	-	6%	3%	4%	4%	6%	4%	7%	3%	2%	4%
Don't know	3%	5%	3%	3%	1%	3%	-	1%	-	4%	1%	4%	2%	3%	2%	2%	4%
Prefer not to say	1%	3%	1%	1%	-	-	25%	-	-	1%	-	1%	1%	1%	-	0%	4%

ZIL\_q12.2. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around the police

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Very safe	31%	28%	32%	32%	27%	31%	16%	28%	37%	30%	33%	32%	30%	28%	31%	36%	22%
Somewhat safe	47%	48%	44%	42%	56%	48%	45%	49%	45%	45%	49%	40%	48%	50%	49%	42%	39%
Very unsafe	18%	20%	18%	21%	15%	18%	14%	19%	15%	21%	13%	24%	17%	17%	16%	19%	30%
Don't know	3%	2%	3%	4%	1%	4%	14%	2%	-	3%	4%	4%	3%	3%	2%	3%	6%
Prefer not to say	1%	2%	2%	1%	-	1%	11%	2%	3%	1%	1%	1%	1%	2%	1%	-	2%

ZIL\_q12.3. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around your neighborhood

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Very safe	55%	36%	49%	58%	68%	57%	59%	60%	72%	49%	62%	43%	57%	46%	54%	69%	48%
Somewhat safe	41%	55%	46%	38%	32%	39%	30%	37%	25%	46%	38%	51%	40%	47%	42%	30%	49%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q11. Please imagine you were walking down a quiet street late at night and saw someone approaching. Which, if any, of the following people would cause you to feel anxious or uncomfortable? Please select all that apply.

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
A man	42%	44%	51%	45%	47%	42%	55%	53%	53%	46%	61%	57%	51%	59%	22%	55%	20%
A woman	6%	6%	5%	5%	6%	7%	7%	5%	7%	22%	10%	25%	4%	-	4%	6%	3%
A Black person	20%	19%	19%	16%	19%	20%	19%	15%	20%	-	19%	25%	14%	-	21%	16%	21%
A Hispanic person	13%	13%	13%	9%	13%	14%	15%	10%	14%	-	15%	25%	11%	59%	10%	12%	11%
A White person	11%	12%	12%	8%	11%	7%	15%	12%	13%	-	13%	19%	15%	-	6%	9%	7%
A man who appears to be gay	3%	3%	2%	3%	4%	5%	4%	2%	4%	-	4%	13%	4%	-	2%	2%	2%
A woman who appears to be a lesbian	3%	3%	2%	3%	3%	3%	4%	1%	3%	-	4%	7%	4%	-	4%	2%	1%
Someone who appears to be homeless	35%	35%	37%	39%	33%	33%	44%	41%	40%	24%	43%	49%	31%	-	34%	33%	35%
An overweight person	4%	5%	4%	5%	5%	5%	6%	4%	7%	-	9%	13%	6%	-	2%	2%	3%
A disabled person (i.e., someone in a wheelchair, a blind person, etc.)	4%	4%	4%	5%	5%	6%	7%	4%	6%	-	7%	13%	4%	-	3%	3%	4%
An elderly person	3%	3%	3%	4%	4%	5%	5%	3%	4%	-	4%	13%	6%	-	2%	1%	2%
A Muslim person	10%	10%	9%	8%	11%	7%	11%	7%	9%	-	10%	13%	21%	-	14%	7%	9%
A Jewish person	4%	4%	5%	4%	6%	5%	7%	4%	5%	-	6%	13%	11%	-	3%	3%	3%
A Christian person	8%	8%	7%	7%	9%	8%	11%	11%	8%	10%	9%	16%	20%	-	7%	6%	8%
Other	10%	10%	10%	11%	11%	17%	11%	11%	9%	22%	7%	7%	16%	-	11%	6%	10%
Not applicable - no one would make me feel anxious or uncomfortable	30%	29%	26%	29%	29%	29%	24%	21%	23%	32%	17%	28%	24%	41%	42%	31%	38%
Prefer not to say	2%	2%	1%	1%	1%	2%	1%	3%	1%	-	2%	-	-	-	1%	2%	2%

ZIL\_q12.1. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around other people in society

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Very safe	32%	33%	31%	34%	31%	25%	28%	32%	27%	56%	22%	33%	27%	100%	41%	32%	46%
Somewhat safe	60%	60%	62%	62%	59%	62%	64%	60%	64%	34%	68%	63%	70%	-	50%	59%	50%
Very unsafe	4%	4%	4%	3%	6%	8%	5%	3%	5%	10%	5%	-	-	-	4%	6%	2%
Don't know	3%	3%	2%	1%	3%	4%	2%	3%	3%	-	4%	4%	3%	-	3%	2%	1%
Prefer not to say	1%	1%	1%	1%	2%	2%	1%	2%	1%	-	1%	-	-	-	1%	1%	0%

ZIL\_q12.2. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around the police

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Very safe	31%	30%	24%	26%	27%	19%	26%	26%	24%	36%	25%	21%	19%	100%	39%	33%	38%
Somewhat safe	47%	46%	51%	52%	48%	44%	50%	45%	47%	44%	42%	66%	45%	-	45%	49%	46%
Very unsafe	18%	19%	21%	18%	19%	25%	20%	24%	23%	20%	27%	7%	33%	-	12%	14%	12%
Don't know	3%	3%	3%	3%	4%	10%	3%	3%	4%	-	5%	-	2%	-	1%	4%	1%
Prefer not to say	1%	1%	1%	0%	2%	2%	2%	3%	1%	-	2%	6%	-	-	2%	1%	2%

ZIL\_q12.3. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around your neighborhood

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Very safe	55%	54%	52%	60%	51%	39%	51%	50%	50%	46%	48%	51%	58%	41%	67%	57%	65%
Somewhat safe	41%	42%	45%	37%	45%	52%	46%	45%	47%	54%	48%	43%	39%	59%	29%	40%	31%

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Total	
	Bisexual

ZIL\_q11. Please imagine you were walking down a quiet street late at night and saw someone approaching. Which, if any, of the following people would cause you to feel anxious or uncomfortable? Please select all that apply.

Unweighted base	1013	470
<b>Base: All LGB adults</b>	<b>1013</b>	<b>587</b>
A man	42%	49%
A woman	6%	8%
A Black person	20%	20%
A Hispanic person	13%	14%
A White person	11%	14%
A man who appears to be gay	3%	3%
A woman who appears to be a lesbian	3%	4%
Someone who appears to be homeless	35%	35%
An overweight person	4%	5%
A disabled person (i.e., someone in a wheelchair, a blind person, etc.)	4%	4%
An elderly person	3%	4%
A Muslim person	10%	12%
A Jewish person	4%	5%
A Christian person	8%	8%
Other	10%	11%
Not applicable - no one would make me feel anxious or uncomfortable	30%	27%
Prefer not to say	2%	2%

ZIL\_q12\_1. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

**- Around other people in society**

Unweighted base	1013	470
<b>Base: All LGB adults</b>	<b>1013</b>	<b>587</b>
Very safe	32%	26%
Somewhat safe	60%	65%
Very unsafe	4%	4%
Don't know	3%	4%
Prefer not to say	1%	1%

ZIL\_q12\_2. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

**- Around the police**

Unweighted base	1013	470
<b>Base: All LGB adults</b>	<b>1013</b>	<b>587</b>
Very safe	31%	26%
Somewhat safe	47%	47%
Very unsafe	18%	23%
Don't know	3%	4%
Prefer not to say	1%	1%

ZIL\_q12\_3. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

**- Around your neighborhood**

Unweighted base	1013	470
<b>Base: All LGB adults</b>	<b>1013</b>	<b>587</b>
Very safe	55%	49%
Somewhat safe	41%	46%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q11. Please imagine you were walking down a quiet street late at night and saw someone approaching. Which, if any, of the following people would cause you to feel anxious or uncomfortable? Please select all that apply.

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
A man	42%	46%	43%	31%	43%	48%	56%	39%	31%	37%	66%	25%	42%	31%	65%
A woman	6%	8%	6%	31%	7%	5%	36%	4%	3%	3%	20%	-	6%	8%	4%
A Black person	20%	21%	17%	31%	17%	19%	35%	15%	19%	19%	38%	54%	20%	13%	16%
A Hispanic person	13%	16%	10%	69%	10%	14%	27%	9%	12%	11%	24%	-	13%	16%	5%
A White person	11%	15%	8%	31%	9%	11%	40%	7%	5%	7%	33%	25%	11%	18%	12%
A man who appears to be gay	3%	4%	2%	-	3%	3%	8%	2%	-	0%	11%	-	3%	3%	-
A woman who appears to be a lesbian	3%	3%	2%	-	2%	3%	8%	5%	-	1%	11%	-	3%	-	-
Someone who appears to be homeless	35%	37%	39%	31%	35%	40%	42%	25%	28%	33%	34%	25%	36%	17%	35%
An overweight person	4%	5%	6%	-	5%	5%	22%	2%	-	2%	11%	25%	4%	9%	-
A disabled person (i.e., someone in a wheelchair, a blind person, etc.)	4%	5%	8%	-	5%	6%	8%	1%	-	3%	15%	-	4%	3%	2%
An elderly person	3%	3%	3%	-	4%	3%	8%	2%	-	2%	11%	-	3%	3%	-
A Muslim person	10%	11%	14%	-	14%	9%	18%	9%	5%	8%	11%	29%	11%	11%	9%
A Jewish person	4%	5%	6%	-	5%	5%	8%	4%	-	2%	11%	-	4%	3%	2%
A Christian person	8%	9%	9%	-	10%	5%	16%	4%	-	7%	15%	-	7%	16%	21%
Other	10%	10%	11%	-	8%	5%	8%	12%	4%	10%	29%	-	10%	2%	8%
Not applicable - no one would make me feel anxious or uncomfortable	30%	27%	23%	31%	31%	32%	-	45%	40%	34%	9%	22%	31%	32%	19%
Prefer not to say	2%	2%	-	-	3%	1%	-	-	-	2%	-	-	2%	-	-

ZIL\_q12.1. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around other people in society

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Very safe	32%	33%	37%	-	25%	29%	16%	39%	50%	33%	24%	-	33%	24%	21%
Somewhat safe	60%	61%	57%	100%	61%	57%	84%	49%	48%	62%	71%	75%	60%	54%	75%
Very unsafe	4%	3%	2%	-	8%	9%	-	10%	3%	2%	6%	-	4%	18%	2%
Don't know	3%	3%	1%	-	4%	5%	-	3%	-	2%	-	25%	3%	4%	2%
Prefer not to say	1%	0%	3%	-	2%	-	-	-	-	1%	-	-	1%	-	-

ZIL\_q12.2. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around the police

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Very safe	31%	31%	34%	-	22%	37%	25%	29%	42%	32%	5%	-	32%	25%	12%
Somewhat safe	47%	47%	48%	62%	49%	45%	62%	48%	42%	46%	40%	51%	48%	36%	48%
Very unsafe	18%	17%	17%	-	20%	13%	-	20%	16%	20%	51%	49%	17%	27%	40%
Don't know	3%	4%	-	38%	6%	5%	14%	-	-	2%	-	-	3%	5%	-
Prefer not to say	1%	1%	2%	-	3%	-	-	3%	-	1%	4%	-	1%	6%	-

ZIL\_q12.3. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- Around your neighborhood

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Very safe	55%	58%	61%	-	38%	58%	28%	64%	64%	54%	51%	46%	56%	27%	55%
Somewhat safe	41%	39%	34%	100%	56%	42%	72%	31%	32%	42%	49%	54%	40%	59%	42%

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	Total	Gender		Age			Region				Race			
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Very unsafe	3%	2%	3%	5%	4%	1%	2%	3%	5%	1%	2%	5%	7%	8%
Don't know	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	4%	2%	1%
Prefer not to say	0%	0%	0%	0%	-	0%	-	-	0%	0%	0%	-	-	1%

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	Total	Education				Marital Status						Children under the age of 18		Income			
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
Very unsafe	3%	7%	4%	2%	-	2%	-	1%	3%	4%	-	5%	2%	5%	3%	1%	2%
Don't know	1%	1%	1%	1%	-	1%	-	2%	-	1%	-	1%	1%	2%	1%	0%	-
Prefer not to say	0%	1%	0%	-	-	-	11%	-	-	0%	-	-	0%	1%	-	-	-

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	Total	Social networks membership													Sexuality		
		Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man
Very unsafe	3%	3%	2%	3%	3%	8%	3%	3%	2%	-	3%	6%	3%	-	1%	2%	2%
Don't know	1%	1%	0%	1%	1%	1%	-	1%	1%	-	1%	-	-	-	2%	-	1%
Prefer not to say	0%	0%	-	-	0%	-	-	0%	0%	-	0%	-	-	-	1%	1%	0%



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	Total	Bisexual
Very unsafe	3%	3%
Don't know	1%	1%
Prefer not to say	0%	-

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	Total	Relationship Status										Gender Identity			
		Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender
Very unsafe	3%	2%	2%	-	7%	-	-	2%	5%	3%	-	-	2%	9%	4%
Don't know	1%	1%	-	-	1%	1%	-	3%	-	1%	-	-	1%	5%	-
Prefer not to say	0%	-	2%	-	-	-	-	-	-	0%	-	-	0%	-	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

**ZIL\_q12\_4. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.**

**- In other neighborhoods**

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Very safe	17%	20%	15%	12%	17%	20%	18%	17%	14%	20%	18%	15%	15%	8%
Somewhat safe	66%	68%	65%	66%	66%	66%	62%	67%	68%	67%	68%	61%	50%	68%
Very unsafe	6%	5%	7%	9%	6%	4%	8%	5%	7%	4%	5%	7%	13%	12%
Don't know	10%	7%	12%	11%	11%	8%	13%	11%	9%	8%	9%	16%	22%	11%
Prefer not to say	1%	1%	1%	1%	-	1%	-	-	1%	1%	1%	-	-	1%

**ZIL\_q12\_5. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.**

**- On public transportation**

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Very safe	20%	25%	16%	15%	18%	25%	19%	24%	17%	22%	22%	19%	11%	15%
Somewhat safe	55%	55%	56%	58%	57%	53%	59%	55%	53%	56%	56%	50%	45%	56%
Very unsafe	13%	11%	14%	16%	15%	10%	11%	10%	16%	11%	12%	12%	21%	18%
Don't know	11%	8%	13%	10%	10%	12%	10%	12%	12%	10%	10%	18%	21%	8%
Prefer not to say	1%	0%	1%	2%	0%	0%	0%	-	1%	1%	1%	-	2%	2%

**ZIL\_q29. How much, if at all, do you think family structures have changed in the last 10 years?**

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Family structures have changed a lot	47%	46%	48%	46%	48%	47%	45%	49%	51%	42%	45%	54%	64%	50%
Family structures have changed a little	40%	41%	39%	44%	34%	42%	43%	42%	37%	40%	43%	27%	27%	30%
Family structures have not changed at all	8%	8%	9%	6%	11%	8%	7%	6%	7%	12%	8%	16%	6%	13%
Don't know	5%	5%	5%	4%	6%	4%	5%	3%	5%	6%	5%	3%	4%	8%

**ZIL\_q30. In what ways do you think family structures have changed in the last 10 years? Please select all that apply.**

Unweighted base	881	463	418	196	243	442	162	192	265	262	733	32	42	74
<b>Base: All LGB adults</b>	881	391	490	231	244	405	164	189	275	252	722	31	48	80
More same sex couples are having children	81%	81%	81%	86%	81%	79%	82%	83%	78%	83%	82%	84%	78%	70%
More couples are having children outside of marriage	71%	69%	73%	79%	71%	66%	70%	74%	70%	70%	72%	57%	81%	66%
More couples are bringing children into a new relationship from their previous relationships	66%	60%	71%	75%	67%	61%	67%	68%	69%	61%	66%	57%	72%	69%
More stay at home dads	62%	60%	64%	68%	62%	59%	59%	64%	60%	65%	64%	62%	59%	47%
More mothers (in committed relationships) are serving as the primary breadwinner	63%	58%	67%	70%	64%	60%	58%	68%	62%	64%	66%	58%	51%	52%
More single parents	72%	74%	70%	71%	69%	74%	73%	74%	73%	68%	73%	66%	72%	63%
Other	6%	6%	6%	7%	7%	5%	5%	7%	6%	6%	6%	-	7%	9%

**ZIL\_q31\_1. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.**

**- The adults involved**

Unweighted base	881	463	418	196	243	442	162	192	265	262	733	32	42	74
<b>Base: All LGB adults</b>	881	391	490	231	244	405	164	189	275	252	722	31	48	80
A very good impact	25%	22%	27%	29%	23%	23%	16%	29%	22%	29%	25%	34%	21%	19%
A good impact	38%	41%	35%	32%	36%	42%	42%	35%	36%	39%	39%	21%	22%	44%
No impact at all	12%	14%	10%	13%	12%	11%	13%	10%	14%	10%	12%	14%	9%	16%

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Total	Education				Marital Status							Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

**ZIL\_q12\_4. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.**

- In other neighborhoods

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Very safe	17%	11%	16%	19%	19%	16%	16%	20%	23%	17%	19%	20%	17%	15%	21%	17%	13%
Somewhat safe	66%	54%	69%	65%	70%	68%	65%	69%	70%	64%	65%	60%	67%	62%	66%	72%	68%
Very unsafe	6%	10%	6%	8%	1%	7%	-	1%	5%	7%	2%	6%	6%	9%	5%	3%	5%
Don't know	10%	22%	8%	7%	9%	9%	8%	10%	2%	11%	13%	14%	9%	12%	8%	7%	13%
Prefer not to say	1%	2%	0%	1%	0%	-	11%	-	-	1%	-	-	1%	1%	-	0%	2%

**ZIL\_q12\_5. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.**

- On public transportation

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Very safe	20%	10%	17%	21%	30%	20%	8%	23%	19%	21%	15%	16%	21%	20%	20%	23%	17%
Somewhat safe	55%	53%	55%	57%	55%	56%	45%	52%	63%	55%	57%	56%	55%	53%	57%	56%	57%
Very unsafe	13%	22%	14%	12%	7%	13%	28%	13%	7%	13%	11%	17%	12%	14%	12%	10%	16%
Don't know	11%	13%	13%	9%	8%	11%	8%	11%	12%	9%	17%	10%	11%	13%	11%	9%	8%
Prefer not to say	1%	2%	1%	1%	0%	-	11%	1%	-	1%	-	1%	1%	1%	-	1%	2%

**ZIL\_q29. How much, if at all, do you think family structures have changed in the last 10 years?**

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Family structures have changed a lot	47%	55%	52%	43%	42%	45%	72%	43%	46%	49%	44%	56%	45%	52%	49%	35%	56%
Family structures have changed a little	40%	30%	35%	44%	47%	44%	17%	44%	36%	36%	42%	33%	41%	34%	40%	50%	32%
Family structures have not changed at all	8%	9%	8%	8%	8%	7%	-	10%	10%	8%	11%	8%	8%	7%	10%	10%	3%
Don't know	5%	5%	5%	6%	3%	4%	11%	3%	8%	6%	3%	3%	5%	6%	1%	5%	8%

**ZIL\_q30. In what ways do you think family structures have changed in the last 10 years? Please select all that apply.**

Unweighted base	881	95	285	276	225	298	9	83	31	385	75	105	776	285	260	240	96
<b>Base: All LGB adults</b>	881	100	298	269	213	311	10	87	28	376	68	127	754	293	262	230	95
More same sex couples are having children	81%	69%	79%	84%	86%	82%	84%	76%	79%	81%	85%	83%	81%	76%	79%	88%	86%
More couples are having children outside of marriage	71%	70%	71%	73%	69%	73%	72%	62%	77%	70%	79%	80%	70%	73%	69%	72%	68%
More couples are bringing children into a new relationship from their previous relationships	66%	67%	71%	63%	63%	69%	72%	58%	57%	65%	75%	73%	65%	68%	65%	64%	70%
More stay at home dads	62%	49%	65%	65%	60%	67%	81%	50%	72%	60%	61%	65%	62%	62%	57%	66%	67%
More mothers (in committed relationships) are serving as the primary breadwinner	63%	48%	63%	65%	68%	66%	82%	56%	72%	61%	68%	71%	62%	63%	59%	68%	63%
More single parents	72%	72%	74%	73%	67%	69%	63%	76%	77%	73%	76%	78%	71%	75%	70%	69%	74%
Other	6%	5%	6%	6%	6%	5%	-	10%	16%	5%	9%	6%	6%	9%	4%	5%	5%

**ZIL\_q31\_1. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.**

- The adults involved

Unweighted base	881	95	285	276	225	298	9	83	31	385	75	105	776	285	260	240	96
<b>Base: All LGB adults</b>	881	100	298	269	213	311	10	87	28	376	68	127	754	293	262	230	95
A very good impact	25%	19%	22%	28%	27%	26%	50%	27%	30%	23%	15%	31%	24%	24%	22%	29%	22%
A good impact	38%	30%	35%	43%	40%	36%	18%	35%	51%	39%	41%	29%	39%	39%	37%	38%	34%
No impact at all	12%	22%	13%	9%	10%	12%	7%	7%	3%	14%	15%	12%	12%	13%	11%	10%	15%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

**ZIL\_q12\_4. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.**

**- In other neighborhoods**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Very safe	17%	17%	16%	19%	14%	10%	16%	20%	16%	20%	13%	14%	18%	-	22%	19%	23%
Somewhat safe	66%	65%	66%	68%	68%	63%	69%	65%	68%	68%	71%	74%	56%	41%	65%	63%	68%
Very unsafe	6%	7%	7%	5%	7%	12%	5%	5%	5%	-	4%	-	9%	-	2%	6%	4%
Don't know	10%	10%	11%	8%	11%	15%	10%	9%	11%	12%	11%	12%	16%	59%	10%	11%	5%
Prefer not to say	1%	1%	0%	0%	0%	-	-	1%	1%	-	1%	-	-	-	1%	1%	1%

**ZIL\_q12\_5. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.**

**- On public transportation**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Very safe	20%	20%	21%	21%	19%	20%	16%	23%	18%	10%	15%	21%	25%	41%	26%	20%	27%
Somewhat safe	55%	55%	56%	61%	55%	57%	59%	59%	58%	46%	55%	48%	50%	-	48%	51%	57%
Very unsafe	13%	13%	12%	9%	14%	11%	13%	10%	12%	34%	15%	24%	17%	-	12%	11%	9%
Don't know	11%	11%	10%	8%	11%	12%	12%	7%	11%	10%	13%	7%	8%	59%	14%	17%	7%
Prefer not to say	1%	1%	1%	0%	1%	1%	0%	1%	1%	-	2%	-	-	-	1%	2%	1%

**ZIL\_q29. How much, if at all, do you think family structures have changed in the last 10 years?**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Family structures have changed a lot	47%	47%	46%	43%	52%	57%	49%	38%	49%	68%	58%	71%	32%	59%	50%	48%	49%
Family structures have changed a little	40%	40%	42%	45%	37%	35%	40%	47%	39%	32%	34%	20%	55%	41%	35%	38%	39%
Family structures have not changed at all	8%	8%	8%	9%	8%	4%	8%	9%	8%	-	6%	9%	8%	-	9%	9%	8%
Don't know	5%	5%	4%	4%	4%	5%	4%	6%	4%	-	2%	-	5%	-	6%	5%	4%

**ZIL\_q30. In what ways do you think family structures have changed in the last 10 years? Please select all that apply.**

Unweighted base	881	720	399	366	291	62	235	180	291	8	152	20	34	2	90	151	324
<b>Base: All LGB adults</b>	881	730	419	367	304	67	258	187	309	7	170	19	35	2	82	137	234
More same sex couples are having children	81%	81%	84%	83%	78%	82%	88%	86%	88%	78%	87%	79%	80%	41%	81%	82%	84%
More couples are having children outside of marriage	71%	72%	72%	74%	70%	70%	80%	70%	76%	100%	79%	81%	59%	41%	66%	67%	72%
More couples are bringing children into a new relationship from their previous relationships	66%	67%	66%	71%	69%	67%	74%	73%	70%	88%	74%	80%	68%	59%	57%	68%	60%
More stay at home dads	62%	62%	65%	66%	62%	67%	71%	65%	68%	100%	72%	75%	61%	41%	57%	60%	61%
More mothers (in committed relationships) are serving as the primary breadwinner	63%	63%	67%	70%	65%	65%	73%	68%	69%	100%	76%	87%	58%	-	60%	64%	61%
More single parents	72%	71%	68%	73%	68%	67%	72%	68%	69%	88%	74%	64%	76%	-	75%	67%	76%
Other	6%	6%	7%	7%	8%	7%	6%	7%	4%	10%	5%	5%	14%	-	5%	3%	5%

**ZIL\_q31\_1. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.**

**- The adults involved**

Unweighted base	881	720	399	366	291	62	235	180	291	8	152	20	34	2	90	151	324
<b>Base: All LGB adults</b>	881	730	419	367	304	67	258	187	309	7	170	19	35	2	82	137	234
A very good impact	25%	25%	26%	27%	24%	21%	28%	31%	27%	42%	25%	46%	22%	41%	18%	28%	25%
A good impact	38%	37%	42%	41%	37%	35%	36%	41%	35%	49%	37%	41%	35%	-	41%	42%	39%
No impact at all	12%	12%	11%	12%	11%	14%	9%	11%	13%	-	11%	-	7%	-	13%	13%	14%

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Total	
	Bisexual

ZIL\_q12\_4. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- In other neighborhoods

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Very safe	17%	14%
Somewhat safe	66%	67%
Very unsafe	6%	7%
Don't know	10%	12%
Prefer not to say	1%	0%

ZIL\_q12\_5. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- On public transportation

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Very safe	20%	18%
Somewhat safe	55%	56%
Very unsafe	13%	15%
Don't know	11%	11%
Prefer not to say	1%	0%

ZIL\_q29. How much, if at all, do you think family structures have changed in the last 10 years?

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Family structures have changed a lot	47%	46%
Family structures have changed a little	40%	41%
Family structures have not changed at all	8%	8%
Don't know	5%	5%

ZIL\_q30. In what ways do you think family structures have changed in the last 10 years? Please select all that apply.

Unweighted base	881	406
<b>Base: All LGB adults</b>	881	510
More same sex couples are having children	81%	80%
More couples are having children outside of marriage	71%	72%
More couples are bringing children into a new relationship from their previous relationships	66%	68%
More stay at home dads	62%	63%
More mothers (in committed relationships) are serving as the primary breadwinner	63%	64%
More single parents	72%	71%
Other	6%	7%

ZIL\_q31\_1. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.

- The adults involved

Unweighted base	881	406
<b>Base: All LGB adults</b>	881	510
A very good impact	25%	24%
A good impact	38%	36%
No impact at all	12%	11%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q12\_4. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- In other neighborhoods

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Very safe	17%	16%	17%	-	11%	14%	8%	21%	19%	20%	33%	-	17%	19%	20%
Somewhat safe	66%	68%	64%	62%	70%	63%	82%	67%	75%	63%	56%	75%	66%	67%	74%
Very unsafe	6%	7%	4%	-	7%	8%	-	2%	4%	6%	11%	-	6%	4%	6%
Don't know	10%	9%	14%	38%	11%	16%	10%	10%	2%	9%	-	25%	11%	10%	-
Prefer not to say	1%	-	2%	-	1%	-	-	-	-	1%	-	-	1%	-	-

ZIL\_q12\_5. Generally how safe or unsafe do you feel in each of the following situations? Please select one option on each row.

- On public transportation

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Very safe	20%	20%	18%	-	12%	16%	-	25%	21%	24%	33%	25%	20%	25%	30%
Somewhat safe	55%	56%	59%	62%	56%	55%	50%	54%	59%	54%	46%	22%	56%	50%	59%
Very unsafe	13%	12%	10%	-	17%	16%	36%	9%	6%	12%	17%	54%	12%	19%	8%
Don't know	11%	11%	10%	-	14%	13%	14%	12%	14%	9%	4%	-	12%	4%	2%
Prefer not to say	1%	-	3%	38%	1%	-	-	-	-	1%	-	-	1%	2%	-

ZIL\_q29. How much, if at all, do you think family structures have changed in the last 10 years?

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Family structures have changed a lot	47%	45%	43%	62%	47%	47%	45%	44%	40%	53%	25%	78%	48%	35%	31%
Family structures have changed a little	40%	44%	46%	38%	38%	43%	33%	45%	38%	33%	52%	22%	40%	42%	53%
Family structures have not changed at all	8%	7%	5%	-	13%	8%	14%	10%	14%	7%	15%	-	8%	23%	10%
Don't know	5%	4%	5%	-	2%	2%	8%	1%	7%	7%	8%	-	5%	-	6%

ZIL\_q30. In what ways do you think family structures have changed in the last 10 years? Please select all that apply.

Unweighted base	881	290	72	3	89	60	7	51	32	260	13	4	815	28	29
<b>Base: All LGB adults</b>	881	306	63	2	92	68	7	55	28	243	14	4	806	31	35
More same sex couples are having children	81%	84%	73%	62%	87%	75%	53%	72%	84%	81%	95%	100%	82%	52%	88%
More couples are having children outside of marriage	71%	74%	67%	100%	78%	68%	57%	59%	82%	68%	74%	100%	72%	60%	57%
More couples are bringing children into a new relationship from their previous relationships	66%	68%	71%	62%	73%	65%	47%	59%	61%	62%	86%	25%	66%	70%	74%
More stay at home dads	62%	69%	59%	62%	66%	53%	72%	52%	81%	55%	66%	29%	63%	43%	62%
More mothers (in committed relationships) are serving as the primary breadwinner	63%	67%	62%	62%	72%	54%	59%	57%	81%	58%	66%	25%	64%	38%	61%
More single parents	72%	69%	70%	62%	72%	61%	85%	75%	82%	77%	77%	46%	73%	50%	60%
Other	6%	5%	6%	-	8%	8%	13%	13%	9%	5%	-	-	6%	16%	7%

ZIL\_q31\_1. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.

- The adults involved

Unweighted base	881	290	72	3	89	60	7	51	32	260	13	4	815	28	29
<b>Base: All LGB adults</b>	881	306	63	2	92	68	7	55	28	243	14	4	806	31	35
A very good impact	25%	27%	20%	-	22%	17%	48%	23%	35%	24%	34%	-	24%	35%	19%
A good impact	38%	36%	45%	38%	41%	34%	21%	27%	49%	39%	49%	46%	37%	48%	46%
No impact at all	12%	11%	13%	-	18%	14%	-	11%	3%	11%	7%	54%	12%	9%	11%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
A bad impact	11%	10%	8%	10%	13%	10%	12%	11%	10%	10%	15%	25%	6%
A very bad impact	2%	1%	-	3%	2%	1%	0%	3%	2%	2%	-	2%	2%
Don't know	13%	16%	19%	16%	9%	17%	12%	14%	10%	13%	15%	20%	13%
Net: Good impact	62%	62%	61%	60%	65%	59%	65%	58%	68%	64%	56%	43%	63%
Net: Bad impact	13%	14%	8%	13%	15%	11%	13%	14%	12%	12%	15%	27%	8%

ZIL\_q31\_2. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.

**- The children involved**

Unweighted base	881	463	418	196	243	442	162	192	265	262	733	32	42	74
<b>Base: All LGB adults</b>	<b>881</b>	<b>391</b>	<b>490</b>	<b>231</b>	<b>244</b>	<b>405</b>	<b>164</b>	<b>189</b>	<b>275</b>	<b>252</b>	<b>722</b>	<b>31</b>	<b>48</b>	<b>80</b>
A very good impact	21%	19%	23%	24%	20%	21%	15%	29%	18%	25%	22%	27%	16%	15%
A good impact	34%	34%	34%	32%	35%	34%	36%	30%	33%	36%	35%	20%	25%	34%
No impact at all	13%	16%	10%	13%	12%	13%	14%	9%	14%	12%	13%	9%	9%	17%
A bad impact	13%	15%	11%	8%	11%	16%	11%	14%	16%	11%	12%	20%	18%	13%
A very bad impact	5%	7%	4%	3%	6%	5%	6%	5%	5%	4%	5%	3%	13%	4%
Don't know	14%	10%	17%	19%	15%	11%	18%	12%	15%	12%	13%	20%	19%	17%
Net: Good impact	55%	53%	57%	56%	55%	55%	51%	59%	50%	61%	57%	47%	41%	49%
Net: Bad impact	18%	21%	15%	12%	18%	22%	17%	19%	21%	15%	17%	24%	31%	17%



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Total	Education				Marital Status						Children under the age of 18		Income				
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
A bad impact	11%	9%	13%	12%	7%	12%	-	11%	13%	9%	14%	12%	11%	11%	15%	8%	8%
A very bad impact	2%	2%	2%	1%	2%	1%	-	2%	-	2%	1%	1%	2%	2%	1%	1%	1%
Don't know	13%	18%	15%	8%	15%	13%	25%	18%	4%	13%	14%	16%	13%	11%	14%	13%	20%
Net: Good impact	62%	49%	57%	70%	66%	62%	68%	62%	81%	62%	56%	59%	63%	63%	59%	67%	56%
Net: Bad impact	13%	11%	15%	13%	9%	13%	-	13%	13%	11%	15%	13%	12%	13%	16%	9%	9%

ZIL\_q31\_2. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups?  
Please select one option on each row.

**- The children involved**

Unweighted base	881	95	285	276	225	298	9	83	31	385	75	105	776	285	260	240	96
<b>Base: All LGB adults</b>	881	100	298	269	213	311	10	87	28	376	68	127	754	293	262	230	95
A very good impact	21%	20%	19%	23%	23%	24%	35%	21%	24%	20%	14%	28%	20%	21%	19%	25%	22%
A good impact	34%	23%	30%	40%	36%	30%	34%	37%	49%	34%	37%	26%	35%	35%	34%	34%	31%
No impact at all	13%	17%	15%	11%	9%	11%	7%	6%	5%	15%	17%	11%	13%	13%	11%	13%	16%
A bad impact	13%	13%	17%	10%	12%	17%	-	11%	15%	11%	13%	13%	13%	12%	15%	12%	10%
A very bad impact	5%	5%	5%	6%	4%	5%	-	6%	-	6%	4%	5%	5%	6%	6%	4%	3%
Don't know	14%	22%	15%	10%	16%	13%	25%	19%	7%	14%	14%	16%	14%	13%	15%	13%	17%
Net: Good impact	55%	43%	49%	63%	60%	54%	68%	59%	73%	54%	52%	54%	55%	55%	53%	59%	54%
Net: Bad impact	18%	18%	22%	16%	15%	21%	-	17%	15%	16%	17%	19%	18%	18%	21%	16%	13%

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Total	Social networks membership														Sexuality		
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man	
A bad impact	11%	10%	7%	9%	11%	6%	11%	5%	8%	-	7%	8%	19%	59%	16%	6%	11%
A very bad impact	2%	2%	2%	1%	2%	1%	1%	-	1%	10%	0%	-	2%	-	1%	2%	2%
Don't know	13%	13%	11%	11%	14%	22%	15%	12%	16%	-	21%	5%	14%	-	10%	10%	9%
Net: Good impact	62%	63%	69%	67%	61%	56%	64%	72%	62%	90%	61%	87%	58%	41%	59%	69%	64%
Net: Bad impact	13%	12%	9%	10%	14%	8%	12%	5%	9%	10%	7%	8%	21%	59%	18%	8%	12%

ZIL\_q31\_2. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups?  
Please select one option on each row.

**- The children involved**

Unweighted base	881	720	399	366	291	62	235	180	291	8	152	20	34	2	90	151	324
<b>Base: All LGB adults</b>	<b>881</b>	<b>730</b>	<b>419</b>	<b>367</b>	<b>304</b>	<b>67</b>	<b>258</b>	<b>187</b>	<b>309</b>	<b>7</b>	<b>170</b>	<b>19</b>	<b>35</b>	<b>2</b>	<b>82</b>	<b>137</b>	<b>234</b>
A very good impact	21%	22%	24%	22%	18%	16%	23%	27%	23%	30%	21%	38%	18%	41%	16%	24%	22%
A good impact	34%	34%	39%	40%	37%	37%	38%	41%	34%	61%	36%	49%	32%	-	33%	40%	33%
No impact at all	13%	12%	12%	12%	12%	9%	10%	11%	12%	-	11%	-	12%	-	17%	15%	17%
A bad impact	13%	13%	9%	10%	13%	12%	10%	7%	10%	-	8%	-	15%	59%	14%	7%	14%
A very bad impact	5%	5%	4%	4%	5%	4%	4%	2%	3%	10%	2%	8%	7%	-	6%	3%	5%
Don't know	14%	14%	13%	13%	15%	21%	15%	12%	17%	-	22%	5%	17%	-	14%	11%	9%
Net: Good impact	55%	56%	63%	61%	55%	53%	61%	68%	58%	90%	57%	87%	50%	41%	49%	64%	55%
Net: Bad impact	18%	18%	13%	14%	19%	16%	14%	9%	14%	10%	11%	8%	21%	59%	20%	11%	19%

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	Total	Bisexual
A bad impact	11%	12%
A very bad impact	2%	1%
Don't know	13%	16%
Net: Good impact	62%	59%
Net: Bad impact	13%	14%

ZIL\_q31\_2. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.

**- The children involved**

	881	406
Unweighted base	881	510
<b>Base: All LGB adults</b>	881	510
A very good impact	21%	21%
A good impact	34%	32%
No impact at all	13%	10%
A bad impact	13%	14%
A very bad impact	5%	5%
Don't know	14%	17%
Net: Good impact	55%	53%
Net: Bad impact	18%	19%

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	Total	Relationship Status										Gender Identity			
		Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender
A bad impact	11%	12%	10%	31%	6%	9%	-	14%	9%	12%	10%	-	12%	5%	4%
A very bad impact	2%	1%	3%	-	1%	-	-	3%	-	2%	-	-	2%	3%	-
Don't know	13%	12%	9%	31%	12%	26%	31%	20%	4%	12%	-	-	13%	-	20%
Net: Good impact	62%	63%	65%	38%	63%	51%	69%	50%	84%	63%	82%	46%	62%	83%	65%
Net: Bad impact	13%	14%	13%	31%	7%	9%	-	18%	9%	14%	10%	-	13%	8%	4%

ZIL\_q31\_2. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups?  
Please select one option on each row.

**- The children involved**

Unweighted base	881	290	72	3	89	60	7	51	32	260	13	4	815	28	29
<b>Base: All LGB adults</b>	881	306	63	2	92	68	7	55	28	243	14	4	806	31	35
A very good impact	21%	24%	17%	-	19%	17%	25%	20%	30%	20%	34%	25%	22%	26%	15%
A good impact	34%	32%	45%	-	32%	33%	34%	31%	47%	33%	33%	46%	33%	34%	52%
No impact at all	13%	11%	14%	31%	21%	12%	10%	5%	5%	13%	23%	29%	13%	15%	2%
A bad impact	13%	16%	6%	-	12%	11%	13%	14%	11%	12%	10%	-	13%	22%	4%
A very bad impact	5%	4%	7%	38%	3%	6%	-	7%	-	6%	-	-	5%	3%	-
Don't know	14%	13%	10%	31%	12%	21%	18%	23%	7%	15%	-	-	14%	-	27%
Net: Good impact	55%	56%	62%	-	52%	51%	59%	50%	77%	54%	66%	71%	55%	60%	67%
Net: Bad impact	18%	20%	14%	38%	15%	17%	13%	21%	11%	18%	10%	-	18%	25%	4%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q31\_3. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.

- Society as a whole

Unweighted base	881	463	418	196	243	442	162	192	265	262	733	32	42	74
<b>Base: All LGB adults</b>	881	391	490	231	244	405	164	189	275	252	722	31	48	80
A very good impact	24%	21%	26%	25%	23%	23%	18%	31%	19%	27%	24%	23%	13%	28%
A good impact	35%	38%	32%	33%	32%	37%	34%	30%	34%	40%	36%	21%	29%	30%
No impact at all	10%	13%	9%	12%	11%	9%	13%	8%	11%	9%	10%	9%	11%	13%
A bad impact	14%	15%	14%	9%	15%	17%	14%	16%	16%	11%	14%	23%	15%	10%
A very bad impact	5%	6%	4%	3%	5%	6%	5%	2%	6%	6%	4%	6%	16%	6%
Don't know	12%	7%	16%	17%	14%	8%	17%	13%	13%	8%	11%	17%	18%	13%
Net: Good impact	59%	59%	58%	59%	55%	61%	52%	61%	54%	67%	60%	44%	41%	58%
Net: Bad impact	19%	21%	18%	13%	20%	22%	19%	18%	23%	16%	18%	29%	30%	16%

ZIL\_q32\_1. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I am noticing more diverse family types in the media in general (e.g., TV shows, movies, advertising, etc)

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	38%	39%	38%	40%	37%	38%	34%	41%	40%	37%	38%	55%	44%	32%
Somewhat agree	48%	48%	48%	46%	47%	49%	47%	46%	46%	51%	49%	35%	37%	50%
Neither agree nor disagree	11%	11%	10%	10%	11%	11%	12%	11%	11%	9%	10%	10%	14%	12%
Somewhat disagree	3%	2%	4%	4%	4%	2%	7%	1%	3%	2%	3%	-	5%	4%
Strongly disagree	0%	0%	-	-	-	0%	-	0%	-	0%	0%	-	-	1%
Net: Agree	86%	87%	86%	86%	85%	87%	81%	87%	86%	88%	87%	90%	81%	82%
Net: Disagree	3%	2%	4%	4%	4%	2%	7%	1%	3%	3%	3%	-	5%	5%

ZIL\_q32\_2. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I see more diverse family types in the media (e.g., TV shows, movies, advertising etc) than I do in real life

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	17%	20%	15%	17%	18%	17%	15%	18%	18%	16%	17%	25%	29%	11%
Somewhat agree	26%	30%	23%	26%	26%	26%	24%	27%	26%	27%	25%	27%	37%	27%
Neither agree nor disagree	21%	23%	20%	20%	19%	23%	21%	25%	22%	18%	21%	20%	18%	22%
Somewhat disagree	22%	17%	25%	21%	22%	21%	22%	20%	22%	22%	22%	17%	11%	25%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q31\_3. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.

- Society as a whole

Unweighted base	881	95	285	276	225	298	9	83	31	385	75	105	776	285	260	240	96
<b>Base: All LGB adults</b>	881	100	298	269	213	311	10	87	28	376	68	127	754	293	262	230	95
A very good impact	24%	17%	20%	30%	25%	26%	35%	23%	38%	23%	10%	28%	23%	23%	19%	30%	25%
A good impact	35%	24%	32%	39%	38%	32%	34%	31%	35%	36%	45%	25%	36%	33%	38%	35%	31%
No impact at all	10%	16%	11%	8%	9%	9%	7%	11%	5%	12%	12%	11%	10%	11%	10%	10%	12%
A bad impact	14%	20%	17%	12%	11%	16%	-	13%	15%	13%	19%	18%	14%	16%	17%	10%	12%
A very bad impact	5%	7%	5%	4%	5%	5%	-	5%	-	5%	5%	7%	5%	5%	6%	4%	5%
Don't know	12%	16%	16%	6%	12%	12%	25%	17%	7%	11%	9%	12%	12%	12%	11%	12%	15%
Net: Good impact	59%	41%	52%	69%	63%	58%	68%	54%	73%	59%	55%	53%	59%	56%	57%	65%	56%
Net: Bad impact	19%	28%	22%	16%	16%	21%	-	18%	15%	18%	24%	24%	18%	21%	23%	14%	17%

ZIL\_q32\_1. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I am noticing more diverse family types in the media in general (e.g., TV shows, movies, advertising, etc)

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	38%	34%	39%	38%	40%	39%	57%	43%	21%	39%	30%	40%	38%	35%	41%	38%	39%
Somewhat agree	48%	43%	47%	47%	54%	48%	33%	43%	69%	45%	60%	38%	49%	46%	47%	50%	53%
Neither agree nor disagree	11%	18%	12%	11%	5%	11%	11%	14%	8%	11%	7%	15%	10%	15%	9%	9%	6%
Somewhat disagree	3%	4%	3%	4%	1%	3%	-	-	2%	4%	3%	7%	2%	3%	3%	3%	2%
Strongly disagree	0%	1%	-	0%	-	-	-	-	-	0%	-	-	0%	1%	-	-	-
Net: Agree	86%	77%	85%	84%	94%	86%	89%	86%	90%	85%	90%	78%	87%	81%	88%	88%	92%
Net: Disagree	3%	5%	3%	4%	1%	3%	-	-	2%	4%	3%	7%	3%	4%	3%	3%	2%

ZIL\_q32\_2. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I see more diverse family types in the media (e.g., TV shows, movies, advertising etc) than I do in real life

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	17%	17%	19%	18%	12%	16%	28%	20%	5%	18%	17%	22%	16%	19%	18%	14%	14%
Somewhat agree	26%	27%	29%	24%	24%	23%	39%	21%	32%	29%	25%	27%	26%	26%	27%	25%	28%
Neither agree nor disagree	21%	30%	21%	19%	19%	20%	11%	27%	20%	21%	20%	16%	22%	27%	18%	15%	26%
Somewhat disagree	22%	15%	21%	22%	25%	21%	22%	23%	30%	20%	24%	20%	22%	20%	20%	25%	23%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q31\_3. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.

- Society as a whole

Unweighted base	881	720	399	366	291	62	235	180	291	8	152	20	34	2	90	151	324
<b>Base: All LGB adults</b>	881	730	419	367	304	67	258	187	309	7	170	19	35	2	82	137	234
A very good impact	24%	24%	25%	26%	22%	15%	26%	31%	27%	20%	22%	43%	27%	41%	16%	26%	26%
A good impact	35%	34%	39%	39%	35%	38%	34%	40%	35%	70%	38%	39%	33%	-	39%	42%	34%
No impact at all	10%	11%	10%	11%	10%	4%	8%	9%	10%	-	8%	-	7%	-	11%	11%	15%
A bad impact	14%	14%	11%	11%	13%	15%	14%	8%	11%	-	11%	10%	17%	-	16%	9%	14%
A very bad impact	5%	5%	3%	3%	5%	6%	4%	3%	3%	10%	4%	8%	2%	-	6%	3%	4%
Don't know	12%	12%	11%	10%	15%	22%	14%	9%	15%	-	17%	-	14%	59%	12%	9%	6%
Net: Good impact	59%	59%	64%	64%	57%	53%	60%	71%	61%	90%	60%	82%	61%	41%	55%	68%	60%
Net: Bad impact	19%	19%	14%	14%	18%	21%	18%	10%	13%	10%	15%	18%	19%	-	22%	12%	18%

ZIL\_q32\_1. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I am noticing more diverse family types in the media in general (e.g., TV shows, movies, advertising, etc)

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Strongly agree	38%	38%	39%	38%	40%	37%	41%	45%	41%	56%	41%	47%	42%	-	38%	42%	42%
Somewhat agree	48%	48%	50%	50%	45%	47%	47%	43%	45%	44%	45%	39%	42%	41%	47%	45%	47%
Neither agree nor disagree	11%	10%	8%	7%	12%	14%	8%	9%	10%	-	9%	10%	11%	59%	11%	9%	8%
Somewhat disagree	3%	3%	3%	5%	4%	2%	3%	4%	4%	-	4%	4%	4%	-	1%	4%	2%
Strongly disagree	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	1%
Net: Agree	86%	86%	89%	89%	84%	84%	88%	87%	86%	100%	87%	86%	85%	41%	85%	87%	89%
Net: Disagree	3%	3%	3%	5%	4%	2%	3%	4%	4%	-	4%	4%	4%	-	3%	4%	3%

ZIL\_q32\_2. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I see more diverse family types in the media (e.g., TV shows, movies, advertising etc) than I do in real life

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Strongly agree	17%	17%	18%	14%	16%	15%	17%	22%	18%	22%	16%	26%	15%	-	19%	11%	22%
Somewhat agree	26%	25%	24%	22%	24%	19%	23%	19%	26%	10%	31%	32%	6%	-	34%	23%	30%
Neither agree nor disagree	21%	22%	17%	20%	19%	24%	20%	19%	16%	10%	17%	-	37%	59%	18%	20%	19%
Somewhat disagree	22%	21%	23%	27%	24%	25%	23%	24%	21%	46%	20%	34%	20%	-	19%	25%	18%

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Total	
	Bisexual

ZIL\_q31\_3. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.

- Society as a whole

Unweighted base	881	406
<b>Base: All LGB adults</b>	881	510
A very good impact	24%	22%
A good impact	35%	33%
No impact at all	10%	8%
A bad impact	14%	16%
A very bad impact	5%	6%
Don't know	12%	15%
Net: Good impact	59%	55%
Net: Bad impact	19%	21%

ZIL\_q32\_1. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I am noticing more diverse family types in the media in general (e.g., TV shows, movies, advertising, etc)

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	38%	35%
Somewhat agree	48%	49%
Neither agree nor disagree	11%	12%
Somewhat disagree	3%	3%
Strongly disagree	0%	-
Net: Agree	86%	84%
Net: Disagree	3%	3%

ZIL\_q32\_2. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I see more diverse family types in the media (e.g., TV shows, movies, advertising etc) than I do in real life

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	17%	16%
Somewhat agree	26%	25%
Neither agree nor disagree	21%	22%
Somewhat disagree	22%	22%



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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q31\_3. Thinking about these changes in total. Do you think these changes have had a good impact, a bad impact or has no impact at all on each of the following groups? Please select one option on each row.

- Society as a whole

Unweighted base	881	290	72	3	89	60	7	51	32	260	13	4	815	28	29
<b>Base: All LGB adults</b>	881	306	63	2	92	68	7	55	28	243	14	4	806	31	35
A very good impact	24%	26%	17%	-	18%	17%	25%	21%	44%	24%	39%	25%	23%	32%	29%
A good impact	35%	33%	50%	31%	36%	31%	34%	24%	33%	36%	43%	46%	35%	35%	43%
No impact at all	10%	9%	14%	38%	14%	13%	10%	10%	5%	9%	7%	29%	10%	14%	11%
A bad impact	14%	15%	10%	31%	15%	17%	13%	16%	11%	14%	5%	-	15%	15%	4%
A very bad impact	5%	5%	4%	-	4%	5%	-	9%	-	5%	5%	-	5%	5%	-
Don't know	12%	12%	5%	-	12%	19%	18%	20%	7%	12%	-	-	12%	-	12%
Net: Good impact	59%	59%	66%	31%	54%	48%	59%	45%	77%	60%	82%	71%	58%	66%	72%
Net: Bad impact	19%	20%	14%	31%	20%	21%	13%	24%	11%	19%	10%	-	20%	20%	4%

ZIL\_q32\_1. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I am noticing more diverse family types in the media in general (e.g., TV shows, movies, advertising, etc)

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	38%	39%	34%	-	32%	41%	36%	45%	29%	41%	16%	-	39%	37%	25%
Somewhat agree	48%	48%	55%	100%	52%	43%	64%	38%	62%	45%	60%	-	47%	47%	66%
Neither agree nor disagree	11%	10%	8%	-	11%	10%	-	17%	5%	11%	19%	54%	11%	13%	2%
Somewhat disagree	3%	3%	3%	-	5%	6%	-	5%	2%	5%	22%	22%	3%	2%	7%
Strongly disagree	0%	-	-	-	-	-	-	-	-	1%	-	-	0%	-	-
Net: Agree	86%	87%	88%	100%	85%	84%	100%	83%	91%	87%	77%	25%	86%	85%	91%
Net: Disagree	3%	3%	3%	-	5%	6%	-	5%	3%	3%	5%	22%	3%	2%	7%

ZIL\_q32\_2. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I see more diverse family types in the media (e.g., TV shows, movies, advertising etc) than I do in real life

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	17%	15%	21%	-	14%	22%	18%	28%	7%	18%	11%	-	17%	23%	13%
Somewhat agree	26%	22%	26%	31%	27%	32%	52%	15%	31%	31%	20%	-	26%	37%	22%
Neither agree nor disagree	21%	21%	19%	38%	22%	15%	14%	29%	25%	22%	17%	29%	21%	15%	21%
Somewhat disagree	22%	23%	22%	31%	21%	12%	8%	21%	24%	22%	25%	71%	21%	20%	25%

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Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Strongly disagree	14%	10%	18%	16%	15%	13%	18%	9%	13%	17%	15%	11%	5%	15%
Net: Agree	43%	50%	38%	43%	44%	43%	39%	46%	44%	43%	42%	51%	66%	38%
Net: Disagree	36%	27%	43%	36%	38%	34%	40%	29%	34%	39%	37%	28%	16%	41%

ZIL\_q32\_3. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would like to see more diverse family types represented in the media ( e.g., TV shows, movies, advertising etc.)

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Strongly agree	56%	45%	64%	65%	54%	52%	59%	57%	53%	56%	56%	55%	46%	59%
Somewhat agree	20%	25%	16%	16%	21%	22%	19%	19%	19%	22%	21%	14%	17%	18%
Neither agree nor disagree	19%	23%	16%	14%	21%	21%	20%	20%	22%	16%	19%	21%	25%	16%
Somewhat disagree	3%	5%	2%	4%	3%	3%	1%	3%	5%	3%	3%	10%	6%	3%
Strongly disagree	2%	2%	1%	1%	2%	2%	0%	1%	2%	3%	1%	-	6%	3%
Net: Agree	76%	70%	81%	81%	75%	74%	79%	76%	72%	78%	77%	69%	63%	77%
Net: Disagree	5%	7%	3%	5%	4%	5%	1%	4%	6%	6%	4%	10%	12%	6%

ZIL\_q33\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- People carefully choose what they post on social media (e.g., Facebook, Twitter, Instagram, etc.) in order to portray a certain image of themselves

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Strongly agree	24%	18%	29%	38%	26%	15%	24%	23%	28%	22%	23%	31%	36%	27%
Somewhat agree	34%	32%	35%	38%	32%	33%	34%	32%	34%	34%	33%	32%	36%	41%
Neither agree nor disagree	19%	22%	17%	11%	21%	22%	18%	22%	19%	18%	20%	13%	18%	16%
Somewhat disagree	17%	20%	15%	9%	17%	22%	19%	17%	13%	20%	19%	18%	9%	9%
Strongly disagree	6%	8%	5%	4%	5%	8%	6%	5%	7%	6%	6%	6%	1%	7%
Net: Agree	58%	50%	64%	76%	57%	48%	58%	55%	61%	56%	55%	63%	71%	69%
Net: Disagree	23%	28%	19%	13%	22%	30%	24%	22%	20%	26%	25%	24%	11%	15%

ZIL\_q33\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Brands tend to claim to support causes that are popular regardless of whether they are making an authentic commitment to that cause

**YouGov NY**  
**LGB 2017**

US\_nat Sample: 27th - 29th June 2017



	Total	Education				Marital Status						Children under the age of 18		Income			
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
Strongly disagree	14%	10%	10%	17%	19%	-	9%	14%	12%	15%	14%	14%	8%	16%	21%	10%	
Net: Agree	43%	44%	48%	42%	36%	67%	41%	37%	47%	42%	50%	42%	45%	45%	39%	41%	
Net: Disagree	36%	26%	31%	39%	44%	40%	22%	32%	44%	32%	35%	36%	28%	37%	46%	33%	

ZIL\_q32\_3. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would like to see more diverse family types represented in the media ( e.g., TV shows, movies, advertising etc.)

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	56%	46%	49%	63%	61%	58%	65%	53%	46%	56%	52%	55%	56%	51%	52%	64%	64%
Somewhat agree	20%	15%	23%	17%	22%	19%	24%	20%	25%	19%	28%	18%	20%	22%	21%	19%	15%
Neither agree nor disagree	19%	32%	21%	16%	14%	19%	11%	23%	25%	19%	17%	17%	20%	23%	20%	14%	19%
Somewhat disagree	3%	5%	5%	2%	1%	2%	-	3%	3%	4%	2%	6%	3%	4%	5%	1%	2%
Strongly disagree	2%	2%	1%	1%	2%	2%	-	1%	-	2%	1%	3%	1%	1%	3%	2%	1%
Net: Agree	76%	61%	72%	80%	83%	77%	89%	73%	71%	75%	80%	73%	76%	73%	73%	83%	79%
Net: Disagree	5%	7%	6%	3%	3%	5%	-	4%	3%	6%	3%	9%	4%	4%	8%	4%	3%

ZIL\_q33\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- People carefully choose what they post on social media (e.g., Facebook, Twitter, Instagram, etc.) in order to portray a certain image of themselves

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	24%	17%	27%	26%	22%	22%	44%	25%	16%	27%	19%	37%	22%	27%	26%	19%	24%
Somewhat agree	34%	38%	33%	31%	36%	35%	9%	34%	20%	32%	44%	26%	35%	32%	33%	38%	30%
Neither agree nor disagree	19%	31%	18%	17%	18%	19%	25%	21%	38%	18%	13%	19%	19%	22%	17%	17%	20%
Somewhat disagree	17%	12%	16%	18%	20%	19%	8%	15%	25%	16%	16%	12%	18%	13%	17%	19%	22%
Strongly disagree	6%	2%	6%	8%	5%	6%	14%	6%	2%	6%	9%	6%	6%	6%	6%	6%	5%
Net: Agree	58%	55%	59%	58%	57%	57%	53%	59%	36%	59%	63%	63%	57%	58%	59%	57%	53%
Net: Disagree	23%	14%	23%	26%	25%	24%	22%	20%	27%	22%	25%	18%	24%	20%	24%	26%	27%

ZIL\_q33\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Brands tend to claim to support causes that are popular regardless of whether they are making an authentic commitment to that cause

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**LGB 2017**

US\_nat Sample: 27th - 29th June 2017



Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man
Strongly disagree	14%	15%	17%	16%	18%	17%	16%	19%	12%	16%	9%	22%	41%	10%	20%	11%
Net: Agree	43%	42%	42%	36%	40%	40%	41%	44%	32%	47%	57%	21%	-	53%	34%	52%
Net: Disagree	36%	36%	40%	43%	42%	40%	40%	39%	58%	36%	43%	42%	41%	28%	46%	29%

ZIL\_q32\_3. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would like to see more diverse family types represented in the media ( e.g., TV shows, movies, advertising etc.)

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Strongly agree	56%	58%	67%	64%	60%	58%	66%	74%	65%	74%	64%	79%	61%	-	39%	65%	54%
Somewhat agree	20%	20%	17%	20%	20%	15%	16%	12%	16%	12%	16%	4%	13%	41%	23%	19%	22%
Neither agree nor disagree	19%	18%	13%	13%	16%	20%	13%	10%	15%	14%	14%	4%	25%	59%	32%	14%	19%
Somewhat disagree	3%	3%	3%	2%	3%	5%	2%	3%	3%	-	5%	13%	-	-	3%	2%	4%
Strongly disagree	2%	2%	1%	2%	1%	2%	1%	1%	1%	-	1%	-	-	-	2%	-	1%
Net: Agree	76%	77%	84%	84%	80%	73%	83%	86%	82%	86%	80%	83%	75%	41%	62%	84%	76%
Net: Disagree	5%	4%	3%	3%	4%	8%	4%	3%	4%	-	6%	13%	-	-	6%	2%	6%

ZIL\_q33\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- People carefully choose what they post on social media (e.g., Facebook, Twitter, Instagram, etc.) in order to portray a certain image of themselves

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Strongly agree	24%	24%	25%	22%	25%	20%	28%	30%	31%	90%	38%	31%	31%	41%	17%	25%	19%
Somewhat agree	34%	35%	36%	37%	38%	31%	37%	38%	35%	-	33%	27%	36%	-	24%	32%	32%
Neither agree nor disagree	19%	18%	19%	17%	16%	21%	17%	15%	15%	10%	12%	21%	19%	59%	28%	19%	21%
Somewhat disagree	17%	16%	16%	18%	14%	18%	12%	12%	12%	-	12%	17%	12%	-	20%	18%	19%
Strongly disagree	6%	6%	4%	6%	6%	9%	6%	5%	6%	-	6%	3%	2%	-	10%	6%	10%
Net: Agree	58%	60%	61%	59%	63%	51%	65%	68%	67%	90%	71%	58%	67%	41%	41%	57%	51%
Net: Disagree	23%	22%	20%	24%	20%	27%	18%	17%	19%	-	17%	21%	14%	-	31%	24%	28%

ZIL\_q33\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Brands tend to claim to support causes that are popular regardless of whether they are making an authentic commitment to that cause

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	Total	Bisexual
Strongly disagree	14%	14%
Net: Agree	43%	42%
Net: Disagree	36%	36%

ZIL\_q32\_3. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would like to see more diverse family types represented in the media ( e.g., TV shows, movies, advertising etc.)

	1013	470
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	56%	55%
Somewhat agree	20%	19%
Neither agree nor disagree	19%	21%
Somewhat disagree	3%	3%
Strongly disagree	2%	2%
Net: Agree	76%	74%
Net: Disagree	5%	5%

ZIL\_q33\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- People carefully choose what they post on social media (e.g., Facebook, Twitter, Instagram, etc.) in order to portray a certain image of themselves

	1013	470
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	24%	26%
Somewhat agree	34%	35%
Neither agree nor disagree	19%	18%
Somewhat disagree	17%	16%
Strongly disagree	6%	5%
Net: Agree	58%	61%
Net: Disagree	23%	21%

ZIL\_q33\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Brands tend to claim to support causes that are popular regardless of whether they are making an authentic commitment to that cause

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**LGB 2017**

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Total	Relationship Status											Gender Identity			
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender	
Strongly disagree	14%	19%	12%	-	16%	19%	8%	6%	13%	8%	28%	-	14%	5%	19%
Net: Agree	43%	37%	47%	31%	41%	54%	70%	44%	37%	48%	30%	-	43%	60%	35%
Net: Disagree	36%	42%	34%	31%	37%	32%	16%	28%	38%	30%	53%	71%	36%	25%	44%

ZIL\_q32\_3. For the following questions, by "diverse family structures" we are referring to the following types of families: Single parent families, same sex couples with children, unmarried couples with children, blended families (i.e., those consisting of children from a current relationship as well as from previous relationships). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would like to see more diverse family types represented in the media ( e.g., TV shows, movies, advertising etc.)

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Strongly agree	56%	59%	49%	-	62%	56%	62%	51%	53%	52%	67%	46%	56%	48%	72%
Somewhat agree	20%	18%	26%	31%	20%	18%	30%	17%	19%	22%	12%	-	20%	24%	18%
Neither agree nor disagree	19%	18%	18%	69%	15%	21%	-	26%	26%	20%	13%	54%	19%	24%	10%
Somewhat disagree	3%	2%	6%	-	3%	3%	8%	4%	3%	3%	8%	-	3%	5%	-
Strongly disagree	2%	2%	1%	-	-	2%	-	2%	-	2%	-	-	2%	-	-
Net: Agree	76%	78%	75%	31%	82%	74%	92%	68%	72%	74%	79%	46%	76%	72%	90%
Net: Disagree	5%	4%	7%	-	3%	6%	8%	6%	3%	5%	8%	-	5%	5%	-

ZIL\_q33\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- People carefully choose what they post on social media (e.g., Facebook, Twitter, Instagram, etc.) in order to portray a certain image of themselves

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Strongly agree	24%	22%	23%	-	29%	32%	45%	14%	21%	26%	18%	25%	24%	29%	17%
Somewhat agree	34%	36%	34%	62%	38%	34%	12%	41%	29%	28%	42%	51%	32%	40%	52%
Neither agree nor disagree	19%	18%	20%	38%	14%	21%	30%	24%	23%	19%	21%	25%	19%	25%	10%
Somewhat disagree	17%	18%	15%	-	16%	8%	14%	13%	23%	20%	19%	-	18%	6%	17%
Strongly disagree	6%	6%	8%	-	3%	5%	-	8%	4%	8%	-	-	7%	-	4%
Net: Agree	58%	58%	57%	62%	68%	66%	56%	54%	50%	54%	59%	75%	57%	69%	69%
Net: Disagree	23%	24%	23%	-	18%	13%	14%	22%	27%	27%	19%	-	24%	6%	21%

ZIL\_q33\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Brands tend to claim to support causes that are popular regardless of whether they are making an authentic commitment to that cause

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US\_nat Sample: 27th - 29th June 2017



Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	24%	20%	27%	35%	24%	18%	31%	21%	24%	22%	24%	24%	27%	27%
Somewhat agree	42%	45%	40%	41%	38%	45%	40%	43%	41%	44%	43%	32%	43%	41%
Neither agree nor disagree	27%	28%	26%	19%	30%	29%	25%	30%	27%	26%	27%	36%	24%	24%
Somewhat disagree	6%	5%	6%	3%	7%	7%	4%	6%	6%	7%	6%	9%	4%	5%
Strongly disagree	1%	2%	1%	2%	1%	1%	-	1%	1%	2%	1%	-	2%	3%
Net: Agree	66%	65%	67%	76%	61%	63%	71%	64%	66%	66%	66%	55%	69%	68%
Net: Disagree	7%	7%	7%	4%	8%	8%	4%	7%	8%	9%	7%	9%	7%	8%

ZIL\_q33\_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I need to believe in a brand's values in order to talk positively about them on social media

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	29%	28%	30%	26%	30%	30%	26%	27%	29%	32%	29%	30%	26%	31%
Somewhat agree	31%	30%	31%	34%	28%	31%	32%	33%	27%	32%	30%	32%	30%	35%
Neither agree nor disagree	29%	31%	28%	28%	31%	29%	30%	29%	32%	27%	30%	22%	29%	28%
Somewhat disagree	7%	6%	7%	10%	6%	5%	6%	9%	8%	4%	7%	9%	12%	2%
Strongly disagree	4%	5%	3%	3%	5%	4%	5%	3%	3%	5%	4%	7%	4%	4%
Net: Agree	60%	58%	61%	59%	58%	61%	59%	59%	57%	64%	59%	62%	55%	66%
Net: Disagree	11%	11%	10%	13%	11%	9%	11%	12%	11%	9%	11%	16%	16%	7%

ZIL\_q33\_4. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want companies to take a stand on social issues (e.g., diversity, gender equality, etc.)

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	35%	34%	35%	36%	36%	33%	34%	34%	34%	35%	35%	36%	28%	37%
Somewhat agree	30%	29%	31%	27%	28%	34%	33%	31%	27%	31%	32%	19%	18%	28%
Neither agree nor disagree	22%	18%	25%	24%	25%	19%	22%	22%	24%	20%	20%	38%	34%	21%
Somewhat disagree	7%	10%	4%	9%	4%	7%	4%	8%	10%	5%	7%	2%	9%	6%
Strongly disagree	7%	8%	5%	5%	7%	7%	7%	6%	5%	9%	6%	6%	11%	8%
Net: Agree	65%	64%	65%	63%	64%	66%	67%	65%	61%	67%	66%	55%	46%	65%
Net: Disagree	13%	18%	10%	14%	11%	15%	11%	13%	15%	14%	13%	8%	20%	14%

ZIL\_q34\_1. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Purchase their products

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Much more likely	18%	19%	17%	13%	17%	21%	16%	16%	17%	20%	17%	19%	18%	21%
More likely	36%	34%	38%	31%	39%	37%	36%	36%	36%	36%	37%	45%	20%	33%
It would make no difference	43%	42%	44%	54%	43%	37%	47%	45%	43%	40%	43%	30%	52%	44%
Less likely	2%	3%	1%	1%	1%	3%	1%	2%	2%	2%	2%	3%	3%	-
Much less likely	1%	2%	1%	1%	1%	2%	0%	1%	2%	2%	1%	2%	6%	2%
Net: More likely	54%	53%	55%	44%	56%	58%	52%	52%	53%	56%	54%	65%	38%	54%
Net: Less likely	3%	5%	1%	2%	1%	5%	1%	3%	3%	4%	3%	5%	9%	2%

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Total	Education				Marital Status						Children under the age of 18		Income				
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	24%	19%	26%	21%	27%	23%	22%	22%	16%	26%	22%	30%	23%	26%	22%	23%	27%
Somewhat agree	42%	36%	43%	43%	42%	46%	44%	43%	31%	40%	41%	33%	43%	41%	42%	45%	40%
Neither agree nor disagree	27%	38%	26%	27%	23%	25%	34%	30%	39%	26%	30%	30%	26%	27%	28%	26%	25%
Somewhat disagree	6%	4%	4%	7%	8%	5%	-	5%	11%	7%	6%	4%	6%	5%	7%	5%	7%
Strongly disagree	1%	3%	1%	1%	1%	1%	-	-	3%	1%	1%	3%	1%	1%	2%	-	-
Net: Agree	66%	56%	70%	64%	69%	69%	66%	65%	47%	66%	63%	63%	67%	67%	63%	68%	68%
Net: Disagree	7%	6%	5%	9%	8%	6%	-	5%	14%	8%	7%	7%	7%	6%	9%	6%	7%

ZIL\_q33\_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I need to believe in a brand's values in order to talk positively about them on social media

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	29%	24%	31%	26%	33%	29%	30%	36%	15%	27%	38%	25%	30%	27%	28%	31%	33%
Somewhat agree	31%	28%	28%	32%	33%	31%	31%	28%	39%	30%	34%	32%	31%	31%	29%	32%	29%
Neither agree nor disagree	29%	38%	30%	29%	24%	29%	39%	23%	35%	32%	22%	26%	30%	30%	30%	27%	32%
Somewhat disagree	7%	7%	6%	7%	8%	7%	-	8%	6%	7%	5%	12%	6%	7%	6%	5%	5%
Strongly disagree	4%	3%	5%	5%	2%	5%	-	5%	6%	4%	1%	5%	4%	5%	5%	3%	2%
Net: Agree	60%	52%	59%	59%	66%	60%	61%	64%	54%	57%	72%	57%	60%	58%	57%	64%	62%
Net: Disagree	11%	10%	11%	12%	10%	11%	-	13%	11%	11%	6%	17%	10%	12%	12%	9%	7%

ZIL\_q33\_4. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want companies to take a stand on social issues (e.g., diversity, gender equality, etc.)

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	35%	34%	34%	35%	35%	32%	46%	51%	19%	35%	30%	31%	35%	33%	32%	36%	39%
Somewhat agree	30%	20%	27%	32%	37%	33%	23%	17%	43%	29%	36%	27%	31%	29%	31%	32%	27%
Neither agree nor disagree	22%	29%	25%	21%	16%	22%	31%	20%	24%	23%	14%	30%	21%	25%	20%	21%	20%
Somewhat disagree	7%	10%	7%	4%	8%	5%	-	7%	3%	7%	14%	4%	7%	8%	6%	6%	7%
Strongly disagree	7%	6%	8%	7%	5%	8%	-	5%	10%	6%	7%	9%	6%	5%	10%	5%	8%
Net: Agree	65%	54%	61%	68%	71%	65%	69%	67%	62%	64%	66%	57%	66%	63%	64%	68%	66%
Net: Disagree	13%	16%	15%	12%	13%	13%	-	12%	14%	13%	20%	13%	14%	13%	16%	11%	15%

ZIL\_q34\_1. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Purchase their products

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Much more likely	18%	8%	16%	20%	21%	18%	22%	19%	25%	16%	20%	13%	18%	14%	18%	20%	20%
More likely	36%	30%	32%	39%	42%	37%	24%	35%	35%	35%	40%	32%	37%	34%	36%	41%	33%
It would make no difference	43%	59%	48%	39%	33%	42%	54%	42%	35%	46%	37%	54%	41%	48%	43%	36%	46%
Less likely	2%	-	2%	2%	2%	2%	-	2%	6%	1%	2%	1%	2%	2%	2%	1%	1%
Much less likely	1%	4%	1%	1%	1%	1%	-	1%	-	2%	2%	1%	1%	2%	2%	1%	-
Net: More likely	54%	38%	48%	58%	63%	55%	46%	54%	59%	51%	60%	44%	55%	48%	54%	61%	54%
Net: Less likely	3%	4%	3%	2%	3%	3%	-	4%	6%	3%	4%	2%	3%	4%	4%	3%	1%



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Total	Social networks membership														Sexuality		
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man	
Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Strongly agree	24%	23%	26%	23%	24%	25%	24%	27%	27%	42%	34%	19%	36%	41%	19%	18%	22%
Somewhat agree	42%	42%	42%	43%	44%	44%	44%	43%	43%	44%	41%	36%	29%	59%	47%	44%	45%
Neither agree nor disagree	27%	27%	23%	26%	24%	21%	23%	21%	23%	14%	20%	32%	30%	-	32%	30%	25%
Somewhat disagree	6%	7%	7%	7%	6%	8%	8%	7%	6%	-	4%	13%	4%	-	2%	7%	5%
Strongly disagree	1%	1%	1%	2%	2%	2%	2%	1%	2%	-	1%	-	-	-	-	1%	2%
Net: Agree	66%	65%	68%	66%	68%	69%	68%	71%	69%	86%	75%	55%	66%	100%	66%	62%	67%
Net: Disagree	7%	8%	9%	8%	8%	10%	10%	9%	8%	-	5%	13%	4%	-	2%	8%	7%

ZIL\_q33\_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I need to believe in a brand's values in order to talk positively about them on social media

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Strongly agree	29%	30%	29%	30%	33%	35%	29%	32%	29%	42%	29%	43%	30%	-	22%	33%	31%
Somewhat agree	31%	32%	34%	35%	33%	24%	35%	38%	33%	32%	30%	34%	32%	59%	16%	30%	30%
Neither agree nor disagree	29%	27%	27%	26%	25%	31%	25%	23%	27%	26%	27%	17%	21%	41%	48%	28%	30%
Somewhat disagree	7%	7%	7%	6%	5%	7%	7%	5%	8%	-	11%	-	7%	-	4%	7%	5%
Strongly disagree	4%	3%	3%	4%	5%	3%	4%	2%	3%	-	3%	6%	10%	-	10%	2%	5%
Net: Agree	60%	62%	62%	65%	66%	59%	64%	70%	62%	74%	59%	77%	62%	59%	38%	63%	61%
Net: Disagree	11%	11%	10%	9%	10%	10%	11%	7%	11%	-	14%	6%	17%	-	14%	10%	9%

ZIL\_q33\_4. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want companies to take a stand on social issues (e.g., diversity, gender equality, etc.)

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Strongly agree	35%	36%	38%	38%	38%	40%	36%	38%	37%	61%	36%	50%	31%	-	30%	36%	37%
Somewhat agree	30%	30%	32%	32%	29%	21%	31%	30%	28%	12%	24%	30%	35%	59%	29%	31%	30%
Neither agree nor disagree	22%	22%	19%	21%	21%	24%	24%	24%	24%	26%	27%	11%	21%	-	25%	24%	18%
Somewhat disagree	7%	7%	6%	5%	6%	7%	6%	4%	7%	-	8%	3%	2%	41%	5%	5%	8%
Strongly disagree	7%	6%	5%	5%	6%	8%	4%	4%	4%	-	6%	6%	11%	-	11%	4%	7%
Net: Agree	65%	66%	70%	70%	67%	61%	66%	69%	65%	74%	60%	80%	66%	59%	59%	67%	67%
Net: Disagree	13%	13%	11%	9%	12%	15%	10%	8%	11%	-	14%	9%	13%	41%	17%	9%	15%

ZIL\_q34\_1. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Purchase their products

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Much more likely	18%	19%	20%	20%	19%	15%	18%	18%	19%	42%	18%	38%	25%	-	10%	24%	26%
More likely	36%	37%	41%	44%	42%	42%	40%	41%	38%	22%	30%	20%	34%	-	29%	38%	37%
It would make no difference	43%	42%	37%	35%	36%	37%	39%	38%	41%	36%	49%	36%	41%	100%	55%	36%	33%
Less likely	2%	2%	1%	2%	2%	3%	2%	2%	1%	-	1%	6%	-	-	1%	1%	3%
Much less likely	1%	1%	1%	0%	1%	2%	1%	-	1%	-	2%	-	-	-	5%	1%	1%
Net: More likely	54%	56%	61%	64%	61%	57%	58%	60%	57%	64%	48%	59%	59%	-	39%	62%	63%
Net: Less likely	3%	3%	2%	2%	3%	5%	3%	2%	3%	-	3%	6%	-	-	6%	2%	4%

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	Total	Bisexual
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	24%	27%
Somewhat agree	42%	40%
Neither agree nor disagree	27%	27%
Somewhat disagree	6%	6%
Strongly disagree	1%	1%
Net: Agree	66%	67%
Net: Disagree	7%	7%

ZIL\_q33\_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I need to believe in a brand's values in order to talk positively about them on social media

	Total	Bisexual
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	29%	27%
Somewhat agree	31%	31%
Neither agree nor disagree	29%	30%
Somewhat disagree	7%	7%
Strongly disagree	4%	5%
Net: Agree	60%	59%
Net: Disagree	11%	12%

ZIL\_q33\_4. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want companies to take a stand on social issues (e.g., diversity, gender equality, etc.)

	Total	Bisexual
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	35%	33%
Somewhat agree	30%	30%
Neither agree nor disagree	22%	23%
Somewhat disagree	7%	7%
Strongly disagree	7%	7%
Net: Agree	65%	63%
Net: Disagree	13%	14%

ZIL\_q34\_1. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Purchase their products

	Total	Bisexual
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely	18%	12%
More likely	36%	35%
It would make no difference	43%	50%
Less likely	2%	2%
Much less likely	1%	2%
Net: More likely	54%	47%
Net: Less likely	3%	3%

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Total	Relationship Status											Gender Identity			
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender	
Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	24%	23%	14%	-	27%	29%	28%	27%	20%	24%	44%	49%	23%	26%	42%
Somewhat agree	42%	46%	41%	31%	42%	36%	38%	40%	35%	41%	47%	-	43%	37%	32%
Neither agree nor disagree	27%	26%	37%	69%	25%	30%	33%	30%	34%	24%	10%	51%	27%	24%	21%
Somewhat disagree	6%	5%	6%	-	7%	3%	-	3%	11%	8%	-	-	6%	9%	4%
Strongly disagree	1%	1%	2%	-	-	1%	-	-	-	2%	-	-	1%	4%	2%
Net: Agree	66%	69%	55%	31%	68%	65%	67%	67%	55%	65%	90%	49%	66%	63%	74%
Net: Disagree	7%	6%	8%	-	7%	5%	-	3%	11%	10%	-	-	7%	13%	6%

ZIL\_q33\_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I need to believe in a brand's values in order to talk positively about them on social media

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	29%	29%	31%	-	30%	32%	36%	31%	22%	29%	10%	25%	29%	31%	31%
Somewhat agree	31%	31%	29%	31%	31%	25%	28%	34%	30%	32%	32%	25%	31%	31%	35%
Neither agree nor disagree	29%	28%	31%	31%	32%	32%	36%	21%	41%	27%	50%	51%	30%	19%	26%
Somewhat disagree	7%	7%	3%	38%	5%	8%	-	9%	5%	7%	8%	-	6%	14%	6%
Strongly disagree	4%	4%	5%	-	3%	4%	-	6%	2%	5%	-	-	4%	5%	2%
Net: Agree	60%	60%	61%	31%	61%	57%	64%	65%	52%	61%	42%	49%	60%	62%	67%
Net: Disagree	11%	11%	8%	38%	7%	11%	-	15%	7%	12%	8%	-	11%	19%	8%

ZIL\_q33\_4. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want companies to take a stand on social issues (e.g., diversity, gender equality, etc.)

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	35%	32%	28%	-	35%	40%	45%	51%	30%	35%	38%	25%	35%	39%	27%
Somewhat agree	30%	35%	28%	62%	25%	22%	28%	15%	36%	31%	32%	46%	30%	19%	49%
Neither agree nor disagree	22%	21%	27%	38%	22%	26%	28%	22%	23%	20%	19%	29%	22%	28%	15%
Somewhat disagree	7%	5%	6%	-	13%	9%	-	6%	-	8%	8%	-	7%	9%	5%
Strongly disagree	7%	7%	10%	-	5%	4%	-	6%	12%	7%	4%	-	7%	5%	4%
Net: Agree	65%	67%	57%	62%	60%	62%	72%	66%	65%	66%	70%	71%	65%	59%	76%
Net: Disagree	13%	12%	16%	-	18%	13%	-	13%	12%	14%	12%	-	14%	13%	9%

ZIL\_q34\_1. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Purchase their products

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Much more likely	18%	18%	20%	-	17%	13%	-	17%	31%	18%	12%	-	18%	12%	12%
More likely	36%	38%	36%	-	34%	40%	52%	32%	34%	35%	24%	46%	36%	32%	46%
It would make no difference	43%	41%	43%	100%	44%	44%	48%	45%	30%	44%	64%	54%	43%	48%	43%
Less likely	2%	2%	1%	-	2%	1%	-	4%	5%	1%	-	-	2%	3%	-
Much less likely	1%	1%	-	-	2%	2%	-	1%	-	2%	-	-	1%	6%	-
Net: More likely	54%	56%	56%	-	52%	53%	52%	50%	65%	53%	36%	46%	55%	44%	57%
Net: Less likely	3%	2%	1%	-	4%	3%	-	5%	5%	4%	-	-	3%	9%	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q34\_2. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Not purchase their products**

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Much more likely	1%	2%	1%	1%	1%	2%	-	1%	1%	2%	1%	4%	3%	1%
More likely	2%	3%	1%	2%	2%	2%	1%	4%	1%	2%	2%	2%	3%	3%
It would make no difference	47%	46%	47%	48%	51%	43%	56%	43%	50%	41%	45%	53%	58%	52%
Less likely	18%	20%	17%	18%	15%	21%	16%	17%	17%	21%	19%	15%	17%	16%
Much less likely	32%	29%	34%	32%	31%	33%	27%	36%	31%	34%	34%	26%	19%	28%
Net: More likely	3%	5%	2%	3%	3%	3%	1%	5%	2%	4%	3%	6%	6%	4%
Net: Less likely	50%	49%	51%	49%	46%	53%	43%	53%	48%	55%	52%	41%	36%	44%

ZIL\_q34\_3. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Talk positively about their advertising**

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Much more likely	25%	21%	27%	26%	25%	23%	19%	29%	24%	26%	25%	26%	12%	28%
More likely	37%	35%	38%	39%	34%	38%	37%	35%	36%	39%	37%	39%	42%	33%
It would make no difference	35%	39%	32%	31%	40%	35%	42%	34%	35%	32%	35%	30%	36%	35%
Less likely	2%	2%	2%	2%	0%	3%	1%	1%	4%	1%	2%	2%	7%	2%
Much less likely	1%	2%	1%	1%	1%	2%	-	1%	1%	2%	1%	2%	3%	2%
Net: More likely	62%	56%	66%	66%	59%	61%	56%	64%	60%	65%	62%	65%	54%	61%
Net: Less likely	3%	4%	2%	3%	1%	4%	1%	3%	5%	3%	3%	5%	10%	4%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q34\_2. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Not purchase their products**

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Much more likely	1%	1%	1%	1%	1%	1%	-	-	-	2%	-	1%	1%	1%	2%	1%	-
More likely	2%	1%	3%	2%	2%	3%	-	4%	-	1%	-	4%	2%	2%	2%	2%	2%
It would make no difference	47%	65%	52%	42%	37%	44%	54%	45%	48%	50%	41%	56%	45%	55%	43%	37%	55%
Less likely	18%	14%	15%	22%	20%	16%	16%	23%	24%	18%	18%	10%	20%	21%	19%	17%	12%
Much less likely	32%	19%	29%	34%	40%	36%	30%	27%	27%	29%	41%	29%	32%	22%	35%	43%	30%
Net: More likely	3%	2%	4%	3%	3%	4%	-	4%	-	3%	-	5%	3%	3%	4%	3%	2%
Net: Less likely	50%	33%	44%	56%	60%	52%	46%	51%	52%	47%	59%	39%	52%	42%	53%	60%	43%

ZIL\_q34\_3. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Talk positively about their advertising**

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Much more likely	25%	13%	22%	27%	32%	27%	44%	28%	37%	21%	22%	26%	24%	21%	27%	28%	21%
More likely	37%	32%	34%	38%	42%	37%	31%	33%	21%	39%	39%	27%	39%	32%	38%	42%	39%
It would make no difference	35%	50%	40%	33%	23%	33%	25%	35%	43%	36%	38%	43%	34%	43%	32%	27%	39%
Less likely	2%	2%	3%	1%	2%	3%	-	4%	-	2%	1%	3%	2%	3%	2%	2%	1%
Much less likely	1%	3%	1%	1%	1%	1%	-	1%	-	2%	-	1%	1%	1%	1%	2%	1%
Net: More likely	62%	45%	56%	64%	74%	64%	75%	60%	57%	60%	61%	53%	63%	53%	65%	69%	60%
Net: Less likely	3%	5%	4%	2%	3%	3%	-	5%	-	4%	1%	4%	3%	4%	3%	4%	1%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q34\_2. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Not purchase their products**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more likely	1%	1%	0%	0%	0%	-	-	0%	1%	-	1%	-	-	-	4%	1%	1%
More likely	2%	2%	1%	1%	2%	-	2%	1%	1%	-	1%	-	-	59%	1%	2%	2%
It would make no difference	47%	46%	41%	39%	45%	46%	39%	36%	43%	46%	42%	43%	41%	41%	60%	43%	40%
Less likely	18%	18%	18%	22%	21%	30%	21%	21%	19%	12%	21%	9%	23%	-	19%	18%	17%
Much less likely	32%	33%	40%	38%	32%	24%	38%	41%	36%	42%	35%	48%	36%	-	16%	35%	40%
Net: More likely	3%	3%	1%	2%	2%	-	2%	1%	2%	-	2%	-	-	59%	5%	3%	3%
Net: Less likely	50%	52%	57%	60%	53%	54%	59%	63%	55%	54%	56%	57%	59%	-	36%	54%	57%

ZIL\_q34\_3. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Talk positively about their advertising**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more likely	25%	26%	31%	27%	27%	28%	30%	31%	31%	40%	29%	35%	33%	-	14%	29%	28%
More likely	37%	37%	40%	44%	42%	47%	40%	45%	38%	47%	33%	39%	33%	41%	29%	39%	37%
It would make no difference	35%	33%	28%	26%	29%	21%	28%	22%	28%	14%	36%	26%	34%	-	50%	27%	33%
Less likely	2%	2%	1%	1%	2%	3%	1%	2%	1%	-	1%	-	-	59%	3%	4%	1%
Much less likely	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	-	-	-	3%	1%	1%
Net: More likely	62%	64%	71%	72%	69%	75%	70%	75%	69%	86%	62%	74%	66%	41%	44%	68%	65%
Net: Less likely	3%	3%	1%	2%	3%	3%	2%	2%	2%	-	2%	-	-	59%	7%	5%	2%

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Total	
	Bisexual

ZIL\_q34\_2. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Not purchase their products**

Unweighted base	1013	470
<b>Base: All LGB adults</b>	<b>1013</b>	<b>587</b>
Much more likely	1%	1%
More likely	2%	2%
It would make no difference	47%	51%
Less likely	18%	19%
Much less likely	32%	27%
Net: More likely	3%	3%
Net: Less likely	50%	46%

ZIL\_q34\_3. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Talk positively about their advertising**

Unweighted base	1013	470
<b>Base: All LGB adults</b>	<b>1013</b>	<b>587</b>
Much more likely	25%	22%
More likely	37%	36%
It would make no difference	35%	38%
Less likely	2%	2%
Much less likely	1%	1%
Net: More likely	62%	58%
Net: Less likely	3%	3%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q34\_2. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Not purchase their products**

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Much more likely	1%	1%	1%	-	-	2%	-	-	-	2%	-	-	1%	2%	-
More likely	2%	2%	1%	-	1%	-	-	4%	3%	2%	-	-	2%	9%	-
It would make no difference	47%	44%	47%	100%	50%	44%	92%	45%	43%	48%	57%	54%	47%	34%	48%
Less likely	18%	17%	11%	-	21%	24%	8%	28%	23%	18%	11%	-	18%	33%	19%
Much less likely	32%	36%	40%	-	28%	30%	-	23%	31%	30%	32%	46%	33%	22%	33%
Net: More likely	3%	3%	2%	-	1%	2%	-	4%	3%	4%	-	-	3%	11%	-
Net: Less likely	50%	53%	51%	-	49%	54%	8%	51%	54%	48%	43%	46%	50%	55%	52%

ZIL\_q34\_3. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Talk positively about their advertising**

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Much more likely	25%	27%	22%	-	27%	19%	-	29%	36%	22%	30%	-	25%	14%	28%
More likely	37%	37%	35%	-	41%	40%	82%	28%	25%	38%	19%	22%	36%	50%	41%
It would make no difference	35%	33%	43%	62%	31%	39%	18%	36%	37%	36%	47%	78%	35%	32%	31%
Less likely	2%	3%	-	38%	1%	-	-	4%	3%	2%	4%	-	2%	4%	-
Much less likely	1%	1%	-	-	-	2%	-	3%	-	2%	-	-	1%	-	-
Net: More likely	62%	64%	57%	-	68%	59%	82%	56%	60%	60%	49%	22%	62%	64%	69%
Net: Less likely	3%	3%	-	38%	1%	2%	-	8%	3%	4%	4%	-	3%	4%	-



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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q34\_4. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Share message(s) from the brand on social media

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Much more likely	11%	10%	12%	9%	13%	11%	8%	12%	11%	12%	10%	13%	14%	17%
More likely	26%	23%	28%	29%	27%	23%	26%	28%	24%	26%	25%	20%	29%	29%
It would make no difference	58%	59%	57%	59%	57%	57%	62%	57%	58%	56%	59%	63%	46%	49%
Less likely	3%	5%	2%	3%	0%	5%	2%	3%	4%	4%	3%	-	5%	3%
Much less likely	2%	3%	2%	1%	2%	3%	2%	1%	3%	2%	2%	4%	7%	1%
Net: More likely	37%	33%	40%	37%	40%	34%	34%	39%	35%	37%	35%	33%	42%	46%
Net: Less likely	6%	8%	4%	4%	2%	9%	4%	4%	6%	7%	6%	4%	12%	4%

ZIL\_q34\_5. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Feel more positive about the brand in general

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Much more likely	29%	27%	31%	30%	29%	29%	25%	31%	30%	30%	29%	24%	25%	34%
More likely	39%	37%	41%	39%	38%	41%	43%	40%	34%	43%	41%	47%	32%	30%
It would make no difference	28%	31%	26%	28%	31%	26%	32%	27%	31%	23%	27%	24%	33%	32%
Less likely	2%	2%	2%	2%	2%	2%	0%	2%	3%	3%	2%	3%	5%	3%
Much less likely	1%	2%	1%	1%	1%	2%	-	1%	1%	2%	1%	2%	5%	1%
Net: More likely	69%	65%	72%	69%	66%	70%	68%	70%	64%	72%	70%	71%	58%	64%
Net: Less likely	3%	4%	3%	3%	3%	4%	0%	3%	4%	5%	3%	5%	10%	5%

ZIL\_q35\_1. Thinking specifically about brands... If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Purchase their products

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Much more likely	30%	31%	28%	21%	31%	34%	24%	30%	31%	31%	31%	23%	25%	27%
More likely	32%	30%	33%	34%	28%	33%	35%	29%	27%	36%	32%	36%	21%	33%
It would make no difference	36%	36%	36%	42%	37%	32%	40%	38%	39%	29%	36%	33%	44%	37%
Less likely	2%	2%	2%	2%	3%	1%	1%	3%	2%	1%	2%	6%	3%	3%
Much less likely	1%	1%	1%	1%	1%	1%	-	-	1%	2%	0%	2%	7%	1%
Net: More likely	61%	61%	61%	55%	59%	66%	59%	59%	58%	68%	63%	59%	47%	59%
Net: Less likely	3%	3%	2%	3%	4%	2%	1%	3%	3%	3%	2%	8%	10%	4%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q34\_4. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Share message(s) from the brand on social media

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Much more likely	11%	7%	10%	10%	15%	10%	8%	14%	7%	11%	13%	12%	11%	10%	10%	13%	10%
More likely	26%	17%	25%	26%	30%	28%	44%	22%	23%	25%	20%	26%	26%	25%	26%	28%	20%
It would make no difference	58%	65%	60%	59%	50%	56%	48%	55%	68%	59%	63%	57%	58%	60%	58%	52%	67%
Less likely	3%	4%	4%	3%	2%	4%	-	8%	2%	2%	3%	2%	3%	3%	4%	4%	1%
Much less likely	2%	6%	2%	1%	3%	2%	-	2%	-	3%	1%	2%	3%	3%	3%	3%	2%
Net: More likely	37%	25%	35%	37%	45%	38%	52%	36%	30%	36%	33%	39%	36%	35%	36%	42%	30%
Net: Less likely	6%	10%	6%	4%	5%	6%	-	9%	2%	5%	4%	4%	6%	6%	7%	7%	2%

ZIL\_q34\_5. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Feel more positive about the brand in general

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Much more likely	29%	20%	26%	30%	37%	32%	45%	28%	23%	26%	35%	28%	29%	25%	33%	33%	24%
More likely	39%	28%	38%	43%	42%	39%	16%	41%	50%	39%	43%	33%	40%	36%	40%	41%	44%
It would make no difference	28%	47%	33%	23%	18%	26%	39%	27%	23%	31%	21%	35%	27%	35%	24%	23%	29%
Less likely	2%	3%	2%	3%	1%	2%	-	4%	4%	2%	1%	4%	2%	2%	2%	2%	2%
Much less likely	1%	3%	1%	1%	2%	1%	-	1%	-	2%	-	1%	1%	1%	1%	2%	1%
Net: More likely	69%	47%	64%	74%	79%	70%	61%	68%	73%	65%	78%	61%	70%	61%	72%	74%	68%
Net: Less likely	3%	6%	3%	4%	3%	3%	-	5%	4%	4%	1%	4%	3%	4%	4%	3%	3%

ZIL\_q35\_1. Thinking specifically about brands... If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Purchase their products

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Much more likely	30%	23%	24%	32%	38%	30%	46%	29%	32%	29%	31%	24%	31%	27%	30%	33%	29%
More likely	32%	24%	29%	34%	36%	34%	-	29%	41%	30%	37%	27%	32%	27%	33%	36%	34%
It would make no difference	36%	48%	44%	31%	24%	33%	54%	39%	25%	39%	31%	43%	35%	44%	34%	28%	36%
Less likely	2%	3%	2%	2%	1%	2%	-	2%	2%	2%	2%	5%	1%	1%	3%	2%	1%
Much less likely	1%	2%	1%	0%	1%	1%	-	1%	-	1%	-	-	1%	1%	1%	1%	-
Net: More likely	61%	47%	53%	66%	74%	64%	46%	58%	73%	59%	68%	51%	63%	54%	62%	69%	63%
Net: Less likely	3%	5%	3%	2%	1%	3%	-	3%	2%	2%	2%	5%	2%	2%	4%	3%	1%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q34\_4. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Share message(s) from the brand on social media

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more likely	11%	12%	15%	13%	16%	25%	14%	16%	14%	30%	13%	32%	20%	-	2%	15%	13%
More likely	26%	29%	33%	33%	28%	25%	31%	32%	32%	56%	26%	22%	20%	-	9%	28%	23%
It would make no difference	58%	55%	50%	51%	53%	47%	53%	51%	51%	14%	57%	46%	60%	100%	71%	52%	58%
Less likely	3%	3%	1%	2%	2%	3%	3%	2%	2%	-	0%	-	-	-	7%	1%	4%
Much less likely	2%	2%	1%	1%	1%	-	-	-	1%	-	2%	-	-	-	10%	4%	2%
Net: More likely	37%	41%	48%	46%	44%	50%	44%	48%	46%	86%	40%	54%	40%	-	11%	43%	36%
Net: Less likely	6%	5%	2%	3%	3%	3%	3%	2%	3%	-	3%	-	-	-	18%	5%	5%

ZIL\_q34\_5. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Feel more positive about the brand in general

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more likely	29%	31%	35%	33%	34%	35%	34%	40%	33%	40%	34%	40%	35%	-	16%	29%	35%
More likely	39%	40%	42%	46%	42%	41%	43%	40%	44%	25%	35%	46%	44%	100%	36%	49%	37%
It would make no difference	28%	26%	21%	19%	22%	22%	21%	18%	21%	36%	28%	15%	21%	-	42%	20%	25%
Less likely	2%	2%	1%	2%	2%	2%	2%	1%	1%	-	1%	-	-	-	1%	1%	2%
Much less likely	1%	1%	1%	1%	1%	-	-	-	0%	-	1%	-	-	-	5%	2%	1%
Net: More likely	69%	70%	77%	79%	75%	76%	77%	80%	77%	64%	70%	85%	79%	100%	53%	77%	72%
Net: Less likely	3%	3%	2%	3%	2%	2%	2%	2%	2%	-	2%	-	-	-	5%	3%	2%

ZIL\_q35\_1. Thinking specifically about brands... If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Purchase their products

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more likely	30%	31%	34%	32%	30%	30%	29%	33%	32%	30%	29%	35%	35%	-	19%	43%	43%
More likely	32%	31%	34%	38%	33%	30%	35%	34%	32%	35%	28%	30%	23%	-	36%	26%	31%
It would make no difference	36%	36%	31%	29%	35%	35%	35%	33%	35%	36%	40%	35%	42%	100%	42%	30%	26%
Less likely	2%	2%	1%	1%	2%	4%	2%	1%	1%	-	2%	-	-	-	2%	1%	1%
Much less likely	1%	1%	0%	-	1%	-	-	-	0%	-	1%	-	-	-	1%	1%	-
Net: More likely	61%	62%	67%	70%	63%	61%	64%	67%	63%	64%	57%	65%	58%	-	55%	69%	74%
Net: Less likely	3%	3%	1%	1%	2%	4%	2%	1%	2%	-	3%	-	-	-	4%	1%	1%

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Total	
	Bisexual

ZIL\_q34\_4. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Share message(s) from the brand on social media

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely	11%	9%
More likely	26%	26%
It would make no difference	58%	59%
Less likely	3%	4%
Much less likely	2%	2%
Net: More likely	37%	35%
Net: Less likely	6%	6%

ZIL\_q34\_5. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Feel more positive about the brand in general

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely	29%	26%
More likely	39%	38%
It would make no difference	28%	31%
Less likely	2%	3%
Much less likely	1%	1%
Net: More likely	69%	65%
Net: Less likely	3%	4%

ZIL\_q35\_1. Thinking specifically about brands... If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Purchase their products

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely	30%	20%
More likely	32%	33%
It would make no difference	36%	42%
Less likely	2%	3%
Much less likely	1%	1%
Net: More likely	61%	54%
Net: Less likely	3%	4%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q34\_4. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Share message(s) from the brand on social media

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Much more likely	11%	10%	12%	-	17%	6%	-	11%	8%	11%	12%	-	11%	13%	7%
More likely	26%	28%	21%	-	23%	32%	48%	20%	20%	25%	11%	49%	25%	38%	33%
It would make no difference	58%	55%	64%	62%	58%	56%	52%	60%	67%	58%	66%	51%	58%	41%	61%
Less likely	3%	4%	2%	38%	1%	1%	-	7%	2%	2%	4%	-	3%	9%	-
Much less likely	2%	2%	1%	-	1%	6%	-	3%	3%	3%	7%	-	3%	-	-
Net: More likely	37%	38%	32%	-	40%	37%	48%	31%	28%	36%	23%	49%	36%	51%	39%
Net: Less likely	6%	6%	3%	38%	2%	7%	-	10%	5%	5%	11%	-	6%	9%	-

ZIL\_q34\_5. Thinking specifically about brands... If a brand were to use more diverse family types in their advertising, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Feel more positive about the brand in general

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Much more likely	29%	31%	29%	38%	31%	34%	20%	27%	30%	26%	32%	-	29%	37%	30%
More likely	39%	40%	41%	-	40%	33%	54%	33%	43%	41%	20%	71%	39%	37%	49%
It would make no difference	28%	26%	29%	62%	26%	30%	26%	30%	18%	30%	49%	29%	28%	20%	22%
Less likely	2%	2%	1%	-	3%	-	-	6%	9%	1%	-	-	2%	5%	-
Much less likely	1%	1%	-	-	-	3%	-	3%	-	2%	-	-	1%	2%	-
Net: More likely	69%	71%	69%	38%	71%	67%	74%	61%	72%	67%	51%	71%	68%	73%	78%
Net: Less likely	3%	3%	1%	-	3%	3%	-	9%	9%	3%	-	-	4%	7%	-

ZIL\_q35\_1. Thinking specifically about brands... If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Purchase their products

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Much more likely	30%	30%	32%	-	29%	28%	-	26%	41%	31%	27%	-	30%	35%	28%
More likely	32%	35%	30%	38%	30%	30%	62%	23%	39%	28%	44%	71%	32%	32%	34%
It would make no difference	36%	33%	37%	62%	38%	39%	38%	47%	15%	39%	29%	29%	36%	31%	37%
Less likely	2%	2%	-	-	2%	2%	-	2%	5%	2%	-	-	2%	-	-
Much less likely	1%	1%	1%	-	-	2%	-	1%	-	0%	-	-	1%	2%	-
Net: More likely	61%	64%	62%	38%	60%	58%	62%	49%	80%	59%	71%	71%	62%	67%	63%
Net: Less likely	3%	3%	1%	-	2%	4%	-	3%	5%	2%	-	-	3%	2%	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q35\_2. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Not purchase their products**

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Much more likely	1%	1%	0%	1%	1%	1%	-	-	0%	2%	0%	-	5%	2%
More likely	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	8%	3%	3%
It would make no difference	39%	38%	41%	42%	43%	35%	43%	37%	42%	36%	38%	41%	54%	44%
Less likely	15%	16%	15%	17%	12%	17%	16%	16%	13%	18%	16%	6%	12%	15%
Much less likely	43%	43%	43%	38%	43%	46%	41%	46%	42%	43%	45%	44%	25%	36%
Net: More likely	2%	3%	1%	3%	3%	2%	1%	2%	3%	3%	1%	8%	8%	5%
Net: Less likely	58%	59%	58%	55%	55%	63%	57%	61%	55%	61%	61%	51%	38%	51%

ZIL\_q35\_3. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Talk positively about their advertising**

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Much more likely	33%	29%	36%	31%	36%	33%	30%	36%	31%	35%	36%	14%	23%	26%
More likely	32%	32%	32%	36%	26%	34%	37%	28%	30%	35%	32%	44%	25%	37%
It would make no difference	31%	34%	28%	27%	35%	30%	31%	33%	33%	26%	30%	28%	41%	34%
Less likely	3%	3%	2%	4%	2%	3%	2%	2%	5%	2%	2%	12%	3%	4%
Much less likely	1%	1%	1%	1%	2%	0%	0%	1%	1%	2%	1%	2%	8%	-
Net: More likely	65%	61%	69%	67%	62%	67%	66%	64%	61%	70%	67%	58%	48%	62%
Net: Less likely	4%	4%	4%	5%	4%	3%	2%	3%	6%	4%	3%	14%	11%	4%

ZIL\_q35\_4. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Share message(s) from the brand on social media**

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Much more likely	20%	20%	21%	18%	22%	21%	17%	23%	20%	21%	20%	19%	23%	24%
More likely	25%	23%	27%	30%	27%	21%	26%	23%	24%	26%	25%	24%	23%	28%
It would make no difference	50%	52%	48%	49%	47%	52%	53%	50%	49%	47%	51%	50%	44%	43%
Less likely	3%	3%	3%	2%	3%	3%	2%	3%	4%	2%	2%	4%	5%	4%
Much less likely	2%	3%	2%	1%	2%	3%	1%	0%	3%	3%	2%	4%	7%	1%
Net: More likely	46%	42%	48%	48%	48%	42%	43%	46%	45%	47%	45%	43%	45%	52%
Net: Less likely	5%	6%	4%	3%	5%	6%	3%	4%	7%	5%	4%	8%	11%	5%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q35\_2. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Not purchase their products**

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Much more likely	1%	1%	1%	0%	1%	1%	-	-	-	1%	-	-	1%	1%	1%	1%	-
More likely	2%	2%	2%	2%	1%	3%	-	1%	2%	1%	2%	4%	1%	1%	2%	2%	1%
It would make no difference	39%	57%	48%	32%	27%	37%	54%	43%	40%	41%	30%	49%	38%	48%	36%	30%	44%
Less likely	15%	10%	13%	17%	19%	15%	16%	13%	21%	16%	19%	11%	16%	14%	16%	16%	16%
Much less likely	43%	30%	36%	49%	52%	44%	30%	43%	37%	42%	49%	36%	44%	37%	44%	51%	39%
Net: More likely	2%	3%	3%	2%	1%	3%	-	1%	2%	2%	2%	4%	2%	2%	3%	2%	1%
Net: Less likely	58%	40%	49%	66%	72%	59%	46%	56%	58%	57%	68%	47%	60%	51%	60%	68%	55%

ZIL\_q35\_3. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Talk positively about their advertising**

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Much more likely	33%	24%	28%	35%	42%	36%	52%	34%	37%	30%	31%	37%	33%	31%	35%	39%	24%
More likely	32%	28%	29%	37%	34%	29%	23%	29%	34%	34%	44%	19%	34%	30%	32%	33%	38%
It would make no difference	31%	42%	38%	27%	20%	30%	17%	32%	23%	33%	25%	37%	30%	36%	28%	24%	37%
Less likely	3%	4%	4%	1%	3%	5%	8%	2%	6%	2%	-	6%	2%	2%	4%	4%	1%
Much less likely	1%	2%	1%	1%	1%	0%	-	3%	-	1%	-	1%	1%	1%	1%	1%	-
Net: More likely	65%	52%	57%	71%	76%	65%	75%	63%	71%	64%	75%	56%	67%	61%	67%	71%	62%
Net: Less likely	4%	5%	5%	2%	4%	5%	8%	5%	6%	3%	-	7%	3%	3%	5%	5%	1%

ZIL\_q35\_4. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Share message(s) from the brand on social media**

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Much more likely	20%	20%	17%	22%	23%	20%	36%	20%	19%	20%	23%	22%	20%	19%	19%	25%	18%
More likely	25%	19%	27%	23%	28%	28%	30%	27%	15%	23%	27%	28%	25%	25%	24%	28%	22%
It would make no difference	50%	52%	51%	51%	44%	47%	34%	46%	64%	52%	49%	46%	50%	53%	51%	40%	57%
Less likely	3%	5%	3%	2%	2%	4%	-	4%	2%	2%	1%	3%	3%	2%	3%	4%	3%
Much less likely	2%	4%	3%	1%	2%	3%	-	2%	-	2%	-	1%	2%	1%	3%	3%	1%
Net: More likely	46%	40%	43%	46%	51%	47%	66%	48%	34%	43%	50%	50%	45%	44%	43%	53%	40%
Net: Less likely	5%	9%	5%	3%	5%	6%	-	7%	2%	5%	1%	4%	5%	3%	6%	6%	3%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q35\_2. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Not purchase their products**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more likely	1%	1%	0%	0%	0%	-	-	-	1%	-	2%	-	-	-	1%	-	-
More likely	2%	2%	1%	1%	2%	4%	1%	1%	1%	-	1%	-	-	-	3%	-	1%
It would make no difference	39%	38%	33%	29%	37%	36%	34%	33%	34%	36%	36%	34%	44%	100%	49%	32%	31%
Less likely	15%	15%	15%	17%	14%	9%	17%	15%	16%	22%	18%	14%	17%	-	21%	16%	15%
Much less likely	43%	45%	51%	52%	46%	51%	48%	51%	49%	42%	43%	52%	39%	-	25%	52%	53%
Net: More likely	2%	2%	1%	2%	2%	4%	1%	1%	2%	-	3%	-	-	-	4%	-	1%
Net: Less likely	58%	59%	65%	69%	61%	60%	65%	66%	64%	64%	61%	66%	56%	-	46%	68%	68%

ZIL\_q35\_3. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Talk positively about their advertising**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more likely	33%	36%	39%	38%	36%	39%	41%	41%	41%	40%	36%	43%	40%	-	15%	44%	41%
More likely	32%	31%	35%	37%	34%	32%	30%	36%	29%	47%	31%	35%	24%	41%	36%	31%	30%
It would make no difference	31%	30%	23%	21%	27%	20%	26%	21%	24%	14%	27%	16%	36%	59%	42%	23%	28%
Less likely	3%	2%	3%	3%	2%	8%	2%	1%	4%	-	4%	6%	-	-	6%	1%	2%
Much less likely	1%	1%	1%	1%	1%	1%	0%	1%	1%	-	2%	-	-	-	-	1%	-
Net: More likely	65%	67%	74%	75%	70%	71%	71%	77%	71%	86%	67%	78%	64%	41%	51%	74%	71%
Net: Less likely	4%	3%	3%	3%	4%	9%	3%	2%	5%	-	6%	6%	-	-	6%	2%	2%

ZIL\_q35\_4. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Share message(s) from the brand on social media**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more likely	20%	22%	24%	22%	24%	30%	23%	24%	26%	52%	24%	38%	24%	-	11%	29%	27%
More likely	25%	28%	32%	32%	29%	29%	30%	30%	31%	34%	31%	28%	25%	-	9%	27%	22%
It would make no difference	50%	47%	41%	43%	46%	38%	46%	45%	42%	14%	41%	34%	47%	100%	66%	41%	48%
Less likely	3%	3%	1%	2%	1%	3%	2%	1%	1%	-	2%	-	4%	-	5%	2%	3%
Much less likely	2%	1%	1%	1%	1%	-	-	1%	1%	-	3%	-	-	-	10%	2%	0%
Net: More likely	46%	49%	57%	54%	53%	59%	52%	54%	56%	86%	54%	66%	49%	-	20%	56%	49%
Net: Less likely	5%	4%	2%	3%	2%	3%	2%	1%	2%	-	5%	-	4%	-	14%	3%	3%



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Total	
	Bisexual

ZIL\_q35\_2. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Not purchase their products**

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely	1%	1%
More likely	2%	2%
It would make no difference	39%	45%
Less likely	15%	16%
Much less likely	43%	36%
Net: More likely	2%	4%
Net: Less likely	58%	52%

ZIL\_q35\_3. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Talk positively about their advertising**

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely	33%	27%
More likely	32%	34%
It would make no difference	31%	34%
Less likely	3%	4%
Much less likely	1%	1%
Net: More likely	65%	61%
Net: Less likely	4%	5%

ZIL\_q35\_4. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Share message(s) from the brand on social media**

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely	20%	15%
More likely	25%	26%
It would make no difference	50%	52%
Less likely	3%	3%
Much less likely	2%	3%
Net: More likely	46%	41%
Net: Less likely	5%	6%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q35\_2. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Not purchase their products**

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Much more likely	1%	1%	-	-	-	4%	-	-	-	1%	-	-	1%	3%	-
More likely	2%	2%	-	-	2%	2%	-	2%	2%	1%	-	-	2%	2%	-
It would make no difference	39%	36%	36%	62%	42%	38%	60%	51%	33%	40%	44%	29%	39%	43%	38%
Less likely	15%	16%	14%	38%	19%	20%	32%	11%	13%	14%	20%	-	15%	20%	21%
Much less likely	43%	45%	50%	-	37%	37%	8%	36%	52%	44%	37%	71%	44%	32%	41%
Net: More likely	2%	3%	-	-	2%	5%	-	2%	2%	2%	-	-	2%	5%	-
Net: Less likely	58%	61%	64%	38%	56%	57%	40%	47%	65%	58%	56%	71%	59%	52%	62%

ZIL\_q35\_3. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Talk positively about their advertising**

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Much more likely	33%	36%	30%	-	38%	23%	10%	33%	41%	32%	30%	-	34%	28%	30%
More likely	32%	30%	34%	-	37%	39%	82%	23%	37%	30%	41%	71%	32%	34%	44%
It would make no difference	31%	29%	35%	62%	22%	32%	8%	37%	17%	35%	29%	29%	31%	24%	22%
Less likely	3%	4%	-	-	3%	4%	-	3%	2%	2%	-	-	2%	9%	4%
Much less likely	1%	0%	1%	38%	-	2%	-	3%	3%	1%	-	-	1%	4%	-
Net: More likely	65%	66%	64%	-	74%	62%	92%	57%	78%	62%	71%	71%	66%	63%	75%
Net: Less likely	4%	4%	1%	38%	3%	6%	-	6%	5%	3%	-	-	3%	14%	4%

ZIL\_q35\_4. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Share message(s) from the brand on social media**

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Much more likely	20%	20%	20%	-	27%	16%	-	16%	23%	21%	29%	-	20%	25%	22%
More likely	25%	28%	22%	-	28%	28%	58%	27%	13%	20%	20%	71%	25%	20%	33%
It would make no difference	50%	47%	54%	62%	45%	47%	42%	51%	56%	53%	44%	29%	50%	41%	41%
Less likely	3%	3%	2%	38%	-	5%	-	2%	5%	3%	-	-	2%	12%	-
Much less likely	2%	2%	1%	-	-	3%	-	4%	3%	2%	7%	-	2%	2%	4%
Net: More likely	46%	48%	42%	-	55%	44%	58%	44%	36%	42%	49%	71%	46%	44%	55%
Net: Less likely	5%	5%	4%	38%	-	8%	-	6%	7%	5%	7%	-	5%	15%	4%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q35\_5. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Feel more positive about the brand in general

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Much more likely	38%	37%	39%	35%	37%	40%	37%	38%	36%	41%	40%	29%	28%	34%
More likely	32%	31%	33%	35%	27%	34%	32%	33%	29%	36%	33%	38%	27%	29%
It would make no difference	26%	29%	25%	27%	32%	23%	28%	28%	31%	20%	26%	22%	33%	30%
Less likely	2%	1%	2%	2%	2%	2%	-	2%	3%	2%	1%	6%	3%	4%
Much less likely	1%	1%	1%	2%	2%	1%	2%	-	1%	2%	1%	5%	9%	3%
Net: More likely	70%	69%	72%	70%	64%	75%	70%	71%	65%	76%	73%	67%	55%	63%
Net: Less likely	3%	3%	3%	3%	4%	2%	2%	2%	4%	4%	2%	11%	12%	7%

ZIL\_q36. How often, if at all, do you talk positively about specific brands on social media (e.g., Facebook, Twitter, Instagram, etc.)?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Every day	2%	2%	3%	3%	3%	1%	2%	2%	3%	2%	2%	9%	6%	2%
A few times a week	5%	5%	4%	5%	4%	5%	2%	4%	6%	6%	4%	2%	7%	9%
Once a week	4%	4%	4%	6%	5%	2%	5%	3%	3%	4%	3%	6%	16%	7%
A few times a month	12%	9%	15%	15%	15%	9%	10%	15%	13%	11%	12%	12%	12%	15%
Once a month	6%	5%	6%	9%	4%	5%	8%	6%	7%	3%	6%	6%	4%	8%
Less often than once a month	30%	26%	34%	31%	35%	27%	30%	33%	30%	30%	32%	29%	25%	21%
Never	29%	32%	26%	25%	28%	32%	31%	26%	28%	30%	29%	33%	22%	30%
Not applicable - I do not use social media	12%	17%	7%	5%	6%	19%	11%	11%	10%	14%	13%	3%	8%	8%

ZIL\_q37\_1. To what extent do you agree or disagree with the following statements? Please select one option on each row.

- I like to look out for where products / ingredients in the products I purchase are made or grown

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	25%	25%	24%	21%	24%	27%	32%	21%	22%	25%	25%	29%	24%	20%
Somewhat agree	42%	44%	40%	37%	41%	45%	33%	37%	45%	47%	43%	27%	33%	40%
Neither agree nor disagree	23%	20%	25%	32%	23%	18%	21%	29%	24%	18%	21%	35%	24%	29%
Somewhat disagree	7%	9%	6%	9%	7%	7%	9%	8%	6%	7%	7%	6%	12%	8%
Strongly disagree	3%	3%	4%	2%	6%	3%	5%	3%	3%	4%	3%	2%	6%	3%
Net: Agree	66%	68%	65%	58%	64%	73%	65%	59%	67%	72%	68%	56%	58%	60%
Net: Disagree	11%	12%	10%	10%	13%	10%	13%	12%	9%	11%	10%	9%	18%	11%

ZIL\_q37\_2. To what extent do you agree or disagree with the following statements? Please select one option on each row.

- I like to shop at local shops and businesses

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	35%	32%	37%	32%	36%	38%	38%	33%	32%	38%	36%	29%	27%	34%
Somewhat agree	43%	44%	42%	41%	45%	43%	42%	43%	45%	42%	43%	41%	40%	43%
Neither agree nor disagree	18%	21%	16%	21%	16%	18%	17%	20%	20%	16%	17%	18%	28%	22%
Somewhat disagree	3%	3%	3%	4%	3%	2%	3%	3%	3%	3%	3%	5%	5%	1%
Strongly disagree	1%	1%	1%	1%	1%	0%	-	1%	1%	2%	1%	7%	-	-

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q35\_5. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Feel more positive about the brand in general

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Much more likely	38%	29%	32%	41%	47%	39%	44%	37%	35%	36%	46%	37%	38%	34%	40%	45%	29%
More likely	32%	26%	28%	38%	35%	30%	25%	25%	41%	34%	36%	20%	34%	31%	31%	32%	42%
It would make no difference	26%	41%	36%	20%	14%	25%	31%	33%	24%	27%	17%	37%	25%	33%	25%	19%	28%
Less likely	2%	1%	2%	1%	2%	3%	-	3%	-	1%	-	5%	1%	0%	2%	3%	1%
Much less likely	1%	3%	2%	0%	2%	2%	-	2%	-	1%	-	1%	1%	1%	2%	1%	-
Net: More likely	70%	55%	60%	79%	82%	70%	69%	62%	76%	70%	83%	57%	73%	65%	71%	77%	71%
Net: Less likely	3%	4%	4%	2%	4%	5%	-	5%	-	2%	-	6%	3%	2%	5%	4%	1%

ZIL\_q36. How often, if at all, do you talk positively about specific brands on social media (e.g., Facebook, Twitter, Instagram, etc.)?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Every day	2%	5%	4%	1%	1%	2%	8%	3%	-	3%	1%	7%	2%	4%	2%	1%	1%
A few times a week	5%	8%	6%	4%	2%	4%	-	6%	2%	6%	2%	6%	4%	5%	4%	4%	6%
Once a week	4%	2%	5%	4%	3%	3%	-	5%	8%	4%	1%	7%	3%	4%	4%	4%	3%
A few times a month	12%	9%	14%	11%	13%	13%	59%	10%	8%	12%	15%	20%	11%	11%	17%	11%	9%
Once a month	6%	11%	4%	6%	7%	8%	-	2%	3%	6%	3%	10%	5%	7%	4%	6%	5%
Less often than once a month	30%	24%	27%	34%	34%	32%	17%	29%	39%	28%	35%	30%	31%	27%	32%	34%	28%
Never	29%	28%	28%	29%	30%	28%	14%	31%	29%	28%	33%	17%	31%	29%	25%	30%	35%
Not applicable - I do not use social media	12%	13%	12%	12%	11%	10%	11%	15%	10%	13%	11%	4%	13%	13%	11%	11%	13%

ZIL\_q37\_1. To what extent do you agree or disagree with the following statements? Please select one option on each row.

- I like to look out for where products / ingredients in the products I purchase are made or grown

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Strongly agree	25%	24%	23%	24%	28%	27%	17%	18%	14%	25%	29%	22%	25%	22%	25%	28%	25%
Somewhat agree	42%	32%	40%	45%	46%	44%	44%	44%	53%	38%	47%	33%	43%	37%	43%	45%	46%
Neither agree nor disagree	23%	28%	28%	19%	19%	20%	39%	24%	23%	26%	14%	31%	21%	29%	20%	19%	21%
Somewhat disagree	7%	14%	8%	7%	5%	7%	-	10%	11%	8%	5%	10%	7%	8%	8%	5%	8%
Strongly disagree	3%	4%	2%	5%	3%	3%	-	4%	-	4%	6%	4%	3%	4%	4%	3%	-
Net: Agree	66%	56%	62%	69%	74%	71%	61%	62%	66%	63%	76%	55%	68%	59%	68%	72%	71%
Net: Disagree	11%	18%	10%	12%	7%	10%	-	14%	11%	12%	11%	15%	10%	12%	12%	9%	8%

ZIL\_q37\_2. To what extent do you agree or disagree with the following statements? Please select one option on each row.

- I like to shop at local shops and businesses

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Strongly agree	35%	28%	32%	34%	43%	39%	31%	37%	21%	33%	31%	32%	35%	32%	35%	35%	44%
Somewhat agree	43%	43%	42%	44%	43%	42%	30%	37%	59%	42%	52%	42%	43%	41%	44%	46%	38%
Neither agree nor disagree	18%	23%	21%	18%	12%	16%	39%	20%	15%	20%	15%	22%	18%	24%	17%	14%	16%
Somewhat disagree	3%	4%	4%	3%	1%	3%	-	5%	2%	3%	3%	2%	3%	3%	2%	4%	2%
Strongly disagree	1%	2%	1%	0%	-	-	-	2%	3%	1%	-	2%	1%	1%	1%	0%	-

**YouGov NY**  
**LGB 2017**

US\_nat Sample: 27th - 29th June 2017



Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q35\_5. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Feel more positive about the brand in general

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more likely	38%	40%	45%	44%	43%	49%	42%	47%	45%	52%	42%	48%	38%	-	24%	48%	47%
More likely	32%	31%	32%	35%	31%	25%	34%	37%	30%	12%	28%	33%	42%	41%	41%	27%	32%
It would make no difference	26%	26%	22%	18%	23%	22%	22%	15%	22%	36%	26%	19%	19%	59%	30%	24%	20%
Less likely	2%	2%	1%	2%	2%	4%	1%	2%	-	2%	-	-	-	-	2%	1%	0%
Much less likely	1%	1%	1%	1%	1%	-	-	-	1%	-	1%	-	-	-	2%	1%	1%
Net: More likely	70%	71%	77%	80%	74%	73%	76%	84%	75%	64%	70%	81%	81%	41%	65%	75%	79%
Net: Less likely	3%	3%	2%	2%	3%	4%	1%	1%	3%	-	4%	-	-	-	5%	1%	1%

ZIL\_q36. How often, if at all, do you talk positively about specific brands on social media (e.g., Facebook, Twitter, Instagram, etc.)?

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Every day	2%	3%	3%	2%	4%	8%	2%	2%	3%	14%	4%	3%	-	-	1%	1%	3%
A few times a week	5%	6%	5%	4%	5%	10%	6%	5%	4%	20%	3%	5%	6%	-	-	4%	5%
Once a week	4%	4%	5%	4%	7%	3%	4%	6%	6%	-	6%	11%	7%	-	1%	4%	4%
A few times a month	12%	14%	18%	15%	17%	30%	20%	15%	20%	54%	23%	35%	8%	-	1%	12%	9%
Once a month	6%	6%	6%	7%	5%	6%	7%	9%	7%	-	6%	9%	13%	-	1%	6%	5%
Less often than once a month	30%	34%	38%	37%	33%	23%	36%	39%	36%	12%	33%	17%	36%	59%	4%	30%	27%
Never	29%	30%	22%	26%	26%	18%	21%	20%	22%	-	23%	20%	26%	41%	14%	33%	29%
Not applicable - I do not use social media	12%	3%	3%	5%	26%	2%	4%	3%	1%	-	2%	-	4%	-	78%	10%	17%

ZIL\_q37\_1. To what extent do you agree or disagree with the following statements? Please select one option on each row.

- I like to look out for where products / ingredients in the products I purchase are made or grown

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Strongly agree	25%	24%	24%	25%	27%	29%	26%	22%	26%	24%	21%	29%	31%	-	24%	28%	24%
Somewhat agree	42%	41%	43%	44%	41%	25%	43%	44%	39%	76%	40%	42%	40%	41%	44%	44%	44%
Neither agree nor disagree	23%	24%	22%	22%	20%	22%	22%	27%	25%	-	25%	10%	24%	59%	17%	17%	21%
Somewhat disagree	7%	7%	9%	7%	9%	15%	8%	5%	7%	-	11%	12%	4%	-	11%	6%	7%
Strongly disagree	3%	4%	3%	3%	3%	3%	2%	2%	2%	-	3%	7%	2%	-	4%	5%	4%
Net: Agree	66%	65%	66%	69%	68%	54%	68%	66%	65%	100%	61%	71%	70%	41%	68%	72%	68%
Net: Disagree	11%	10%	12%	10%	12%	19%	10%	8%	9%	-	14%	19%	6%	-	15%	11%	11%

ZIL\_q37\_2. To what extent do you agree or disagree with the following statements? Please select one option on each row.

- I like to shop at local shops and businesses

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Strongly agree	35%	35%	36%	38%	38%	38%	41%	38%	39%	46%	37%	28%	40%	59%	32%	38%	33%
Somewhat agree	43%	43%	44%	46%	44%	33%	42%	40%	41%	42%	40%	47%	44%	41%	41%	44%	40%
Neither agree nor disagree	18%	18%	15%	13%	15%	20%	13%	18%	16%	12%	17%	15%	13%	-	23%	13%	23%
Somewhat disagree	3%	3%	4%	2%	2%	1%	3%	3%	3%	-	4%	4%	2%	-	3%	5%	3%
Strongly disagree	1%	1%	1%	1%	2%	7%	1%	1%	1%	-	3%	6%	-	-	-	-	1%

**YouGov NY**  
**LGB 2017**

US\_nat Sample: 27th - 29th June 2017



Total	
	Bisexual

ZIL\_q35\_5. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

**- Feel more positive about the brand in general**

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely	38%	32%
More likely	32%	34%
It would make no difference	26%	30%
Less likely	2%	3%
Much less likely	1%	2%
Net: More likely	70%	66%
Net: Less likely	3%	5%

ZIL\_q36. How often, if at all, do you talk positively about specific brands on social media (e.g., Facebook, Twitter, Instagram, etc.)?

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Every day	2%	2%
A few times a week	5%	5%
Once a week	4%	4%
A few times a month	12%	14%
Once a month	6%	6%
Less often than once a month	30%	32%
Never	29%	28%
Not applicable - I do not use social media	12%	9%

ZIL\_q37\_1. To what extent do you agree or disagree with the following statements? Please select one option on each row.

**- I like to look out for where products / ingredients in the products I purchase are made or grown**

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	25%	24%
Somewhat agree	42%	40%
Neither agree nor disagree	23%	25%
Somewhat disagree	7%	8%
Strongly disagree	3%	3%
Net: Agree	66%	64%
Net: Disagree	11%	11%

ZIL\_q37\_2. To what extent do you agree or disagree with the following statements? Please select one option on each row.

**- I like to shop at local shops and businesses**

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	35%	35%
Somewhat agree	43%	44%
Neither agree nor disagree	18%	18%
Somewhat disagree	3%	2%
Strongly disagree	1%	1%

**YouGov NY**  
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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q35\_5. Thinking specifically about brands...If a brand were to use explicitly Lesbian, Gay, Bisexual (LGB)-friendly themes in their advertising or branding, how much more or less likely would you be to do each of the following, or would it make no difference? Please select one option on each row.

- Feel more positive about the brand in general

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Much more likely	38%	39%	46%	-	40%	31%	8%	35%	46%	37%	42%	-	38%	38%	41%
More likely	32%	32%	24%	-	40%	34%	42%	21%	31%	33%	36%	71%	33%	18%	42%
It would make no difference	26%	24%	29%	100%	20%	28%	50%	37%	23%	28%	23%	29%	26%	28%	13%
Less likely	2%	3%	-	-	1%	3%	-	4%	-	1%	-	-	2%	5%	4%
Much less likely	1%	1%	1%	-	4%	-	3%	-	1%	-	-	-	1%	11%	-
Net: More likely	70%	72%	70%	-	79%	65%	50%	56%	77%	70%	78%	71%	71%	56%	83%
Net: Less likely	3%	4%	1%	-	1%	7%	-	8%	-	2%	-	-	3%	16%	4%

ZIL\_q36. How often, if at all, do you talk positively about specific brands on social media (e.g., Facebook, Twitter, Instagram, etc.)?

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Every day	2%	2%	5%	-	2%	4%	-	8%	-	1%	-	-	2%	7%	-
A few times a week	5%	4%	2%	-	7%	7%	8%	5%	2%	6%	-	-	5%	9%	4%
Once a week	4%	3%	3%	-	8%	5%	-	3%	4%	4%	-	-	3%	16%	4%
A few times a month	12%	13%	13%	69%	19%	16%	42%	7%	13%	8%	6%	-	12%	24%	5%
Once a month	6%	8%	6%	-	7%	1%	8%	3%	-	5%	9%	-	6%	6%	11%
Less often than once a month	30%	33%	25%	31%	30%	27%	28%	28%	33%	30%	34%	71%	30%	21%	45%
Never	29%	29%	28%	-	21%	36%	14%	30%	33%	30%	36%	-	30%	15%	20%
Not applicable - I do not use social media	12%	9%	17%	-	6%	4%	-	16%	15%	16%	15%	29%	12%	2%	10%

ZIL\_q37\_1. To what extent do you agree or disagree with the following statements? Please select one option on each row.

- I like to look out for where products / ingredients in the products I purchase are made or grown

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	25%	29%	23%	-	26%	18%	30%	20%	12%	24%	25%	25%	25%	28%	10%
Somewhat agree	42%	43%	38%	69%	44%	38%	62%	40%	52%	40%	42%	75%	41%	51%	63%
Neither agree nor disagree	23%	20%	26%	31%	22%	33%	-	29%	18%	23%	27%	-	23%	14%	18%
Somewhat disagree	7%	7%	9%	-	6%	5%	8%	8%	13%	9%	-	-	8%	4%	5%
Strongly disagree	3%	3%	4%	-	2%	6%	-	3%	5%	4%	6%	-	4%	2%	3%
Net: Agree	66%	71%	61%	69%	71%	56%	92%	60%	64%	63%	67%	100%	66%	79%	74%
Net: Disagree	11%	9%	13%	-	8%	11%	8%	11%	18%	13%	6%	-	11%	7%	8%

ZIL\_q37\_2. To what extent do you agree or disagree with the following statements? Please select one option on each row.

- I like to shop at local shops and businesses

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	35%	40%	27%	-	31%	30%	35%	40%	26%	33%	48%	25%	35%	28%	42%
Somewhat agree	43%	42%	53%	31%	45%	47%	34%	38%	52%	41%	30%	29%	44%	29%	45%
Neither agree nor disagree	18%	15%	18%	69%	19%	17%	22%	14%	19%	22%	13%	25%	18%	30%	13%
Somewhat disagree	3%	2%	2%	-	3%	4%	8%	5%	2%	2%	10%	22%	3%	8%	-
Strongly disagree	1%	-	-	-	2%	1%	-	3%	-	1%	-	-	1%	5%	-









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	Total	Bisexual
Net: Agree	78%	79%
Net: Disagree	4%	3%

ZIL\_q37\_3. To what extent do you agree or disagree with the following statements? Please select one option on each row.

- I make an effort to buy fair trade products

	1013	470
Unweighted base	1013	587
<b>Base: All LGB adults</b>	1013	587
Strongly agree	17%	17%
Somewhat agree	34%	35%
Neither agree nor disagree	35%	34%
Somewhat disagree	9%	11%
Strongly disagree	4%	3%
Net: Agree	52%	52%
Net: Disagree	13%	14%

ZIL\_q37\_4. To what extent do you agree or disagree with the following statements? Please select one option on each row.

- I only buy products from a company whose ethics I agree with

	1013	470
Unweighted base	1013	587
<b>Base: All LGB adults</b>	1013	587
Strongly agree	12%	10%
Somewhat agree	34%	31%
Neither agree nor disagree	35%	37%
Somewhat disagree	14%	17%
Strongly disagree	5%	6%
Net: Agree	45%	41%
Net: Disagree	19%	23%

ZIL\_q5. How would you describe your sexuality?

	1013	470
Unweighted base	1013	587
<b>Base: All LGB adults</b>	1013	587
Heterosexual	-	-
Lesbian or gay woman	16%	-
Gay man	26%	-
Bisexual	58%	100%
Another way	-	-
Don't know	-	-
Prefer not to say	-	-



**YouGov NY**  
LGB 2017

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q6\_1. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- It is important for me to be able to accurately identify and define my sexuality

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	29%	31%	27%	30%	25%	30%	32%	27%	29%	28%	28%	37%	33%	27%
Somewhat agree	25%	24%	26%	29%	26%	23%	23%	23%	26%	28%	25%	28%	25%	28%
Neither agree nor disagree	27%	30%	25%	25%	26%	30%	24%	31%	28%	26%	27%	22%	21%	30%
Somewhat disagree	10%	9%	11%	10%	12%	9%	9%	12%	10%	11%	11%	5%	8%	8%
Strongly disagree	8%	6%	9%	6%	10%	7%	11%	6%	7%	7%	7%	8%	13%	6%
Don't know	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	-	-	-
Net: Agree	54%	54%	54%	59%	51%	53%	55%	50%	54%	56%	53%	55%	58%	56%
Net: Disagree	18%	15%	20%	16%	22%	17%	20%	18%	17%	18%	19%	14%	21%	14%

ZIL\_q6\_2. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- There is a biological reason for people being gay

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	45%	52%	40%	32%	43%	54%	43%	39%	45%	51%	48%	35%	31%	35%
Somewhat agree	24%	22%	26%	25%	24%	23%	23%	29%	25%	20%	24%	19%	24%	22%
Neither agree nor disagree	14%	11%	17%	19%	15%	11%	15%	15%	14%	14%	13%	12%	20%	21%
Somewhat disagree	2%	3%	2%	3%	3%	2%	4%	2%	2%	2%	2%	3%	2%	7%
Strongly disagree	7%	6%	8%	8%	9%	6%	9%	6%	8%	7%	6%	24%	15%	9%
Don't know	7%	6%	8%	12%	7%	5%	7%	9%	6%	7%	7%	8%	8%	6%
Net: Agree	69%	74%	65%	58%	67%	76%	65%	67%	70%	71%	72%	54%	55%	57%
Net: Disagree	10%	10%	10%	11%	12%	8%	12%	8%	10%	9%	8%	27%	17%	16%

ZIL\_q6\_3. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- People are gay because of their upbringing

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	3%	-
Somewhat agree	3%	4%	2%	5%	1%	3%	3%	3%	4%	2%	2%	-	5%	8%
Neither agree nor disagree	8%	7%	8%	8%	9%	6%	7%	8%	9%	6%	7%	17%	6%	13%
Somewhat disagree	9%	11%	7%	12%	9%	7%	10%	7%	11%	8%	8%	4%	11%	14%
Strongly disagree	77%	75%	79%	70%	76%	82%	76%	79%	72%	81%	79%	74%	69%	63%
Don't know	3%	2%	3%	3%	3%	2%	4%	3%	3%	2%	2%	2%	6%	3%
Net: Agree	4%	5%	3%	6%	3%	4%	4%	4%	5%	3%	3%	2%	8%	8%
Net: Disagree	86%	86%	86%	82%	85%	88%	86%	86%	83%	89%	88%	79%	80%	76%

ZIL\_q6\_4. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- Gay activities are immoral

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	1%	1%	2%	3%	1%	1%	-	1%	3%	1%	1%	2%	3%	-

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q6\_1. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- It is important for me to be able to accurately identify and define my sexuality

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	29%	29%	30%	26%	31%	29%	72%	22%	32%	29%	25%	29%	29%	27%	25%	31%	37%
Somewhat agree	25%	23%	25%	26%	27%	24%	8%	26%	24%	24%	36%	24%	26%	23%	26%	26%	28%
Neither agree nor disagree	27%	31%	26%	28%	26%	27%	11%	29%	26%	28%	23%	24%	28%	31%	29%	24%	20%
Somewhat disagree	10%	7%	10%	13%	10%	11%	9%	12%	8%	11%	5%	10%	10%	10%	10%	13%	7%
Strongly disagree	8%	8%	9%	8%	6%	8%	-	9%	6%	7%	11%	8%	8%	8%	8%	6%	8%
Don't know	1%	3%	0%	0%	1%	1%	-	3%	-	0%	-	4%	0%	1%	1%	0%	-
Net: Agree	54%	52%	55%	51%	58%	53%	80%	48%	60%	54%	61%	54%	54%	50%	51%	57%	65%
Net: Disagree	18%	15%	19%	20%	15%	19%	9%	21%	14%	18%	16%	18%	18%	18%	18%	19%	15%

ZIL\_q6\_2. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- There is a biological reason for people being gay

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	45%	32%	40%	49%	53%	47%	60%	40%	58%	42%	56%	39%	46%	44%	46%	50%	35%
Somewhat agree	24%	18%	23%	24%	27%	27%	9%	21%	10%	24%	18%	21%	24%	22%	22%	26%	27%
Neither agree nor disagree	14%	17%	16%	14%	11%	13%	25%	16%	21%	15%	8%	20%	13%	15%	12%	14%	21%
Somewhat disagree	2%	6%	3%	1%	1%	4%	-	6%	-	1%	1%	4%	2%	3%	3%	2%	2%
Strongly disagree	7%	15%	11%	4%	3%	4%	6%	9%	8%	9%	8%	8%	7%	10%	9%	3%	6%
Don't know	7%	11%	7%	7%	5%	5%	-	8%	2%	9%	9%	8%	7%	8%	8%	5%	9%
Net: Agree	69%	50%	63%	73%	80%	74%	69%	62%	68%	66%	74%	61%	70%	65%	69%	76%	61%
Net: Disagree	10%	21%	14%	5%	4%	8%	6%	15%	8%	10%	9%	12%	9%	12%	12%	5%	9%

ZIL\_q6\_3. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- People are gay because of their upbringing

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	1%	3%	2%	0%	-	1%	8%	1%	2%	1%	2%	1%	1%	2%	0%	1%	-
Somewhat agree	3%	9%	4%	1%	1%	5%	-	3%	-	2%	1%	1%	3%	3%	4%	2%	2%
Neither agree nor disagree	8%	9%	11%	5%	6%	7%	28%	4%	6%	9%	9%	6%	8%	9%	7%	7%	8%
Somewhat disagree	9%	6%	10%	9%	9%	6%	-	6%	6%	14%	2%	9%	9%	7%	10%	11%	9%
Strongly disagree	77%	68%	71%	82%	83%	80%	64%	82%	86%	72%	82%	80%	76%	77%	76%	78%	78%
Don't know	3%	5%	3%	2%	1%	2%	-	4%	-	2%	6%	3%	2%	3%	2%	2%	3%
Net: Agree	4%	12%	6%	2%	1%	5%	8%	4%	2%	3%	2%	2%	4%	5%	4%	3%	2%
Net: Disagree	86%	74%	81%	91%	92%	86%	64%	88%	92%	86%	83%	89%	85%	83%	86%	89%	87%

ZIL\_q6\_4. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- Gay activities are immoral

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	1%	2%	3%	0%	1%	1%	-	2%	-	2%	-	1%	2%	2%	2%	1%	1%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q6\_1. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- It is important for me to be able to accurately identify and define my sexuality

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Strongly agree	29%	30%	29%	30%	30%	32%	25%	32%	29%	56%	29%	47%	23%	-	27%	43%	43%
Somewhat agree	25%	25%	30%	28%	29%	26%	30%	30%	29%	30%	27%	25%	36%	41%	15%	20%	23%
Neither agree nor disagree	27%	27%	24%	24%	23%	26%	28%	23%	23%	-	21%	12%	22%	59%	34%	24%	26%
Somewhat disagree	10%	10%	10%	11%	9%	7%	10%	9%	12%	-	11%	16%	14%	-	13%	8%	6%
Strongly disagree	8%	7%	7%	7%	8%	8%	6%	5%	7%	14%	9%	-	4%	-	9%	5%	3%
Don't know	1%	1%	0%	0%	1%	2%	-	0%	-	-	2%	-	-	-	1%	-	-
Net: Agree	54%	55%	59%	58%	59%	55%	62%	58%	58%	86%	57%	72%	60%	41%	42%	63%	65%
Net: Disagree	18%	17%	17%	17%	17%	15%	17%	14%	18%	14%	21%	16%	18%	-	22%	13%	9%

ZIL\_q6\_2. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- There is a biological reason for people being gay

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Strongly agree	45%	44%	45%	48%	50%	35%	44%	43%	44%	42%	34%	51%	47%	59%	51%	46%	65%
Somewhat agree	24%	24%	26%	26%	21%	28%	27%	24%	21%	36%	24%	19%	16%	41%	26%	26%	17%
Neither agree nor disagree	14%	15%	13%	12%	14%	21%	14%	17%	15%	22%	16%	13%	11%	-	10%	15%	9%
Somewhat disagree	2%	3%	3%	2%	2%	3%	3%	2%	2%	-	1%	-	-	-	1%	1%	1%
Strongly disagree	7%	8%	7%	4%	7%	7%	5%	5%	9%	-	13%	8%	7%	-	4%	8%	4%
Don't know	7%	7%	6%	8%	6%	7%	8%	10%	8%	-	12%	9%	19%	-	8%	4%	4%
Net: Agree	69%	68%	71%	74%	71%	63%	71%	67%	65%	78%	58%	69%	63%	100%	77%	72%	82%
Net: Disagree	10%	10%	10%	6%	9%	10%	8%	6%	11%	-	14%	8%	7%	-	5%	8%	5%

ZIL\_q6\_3. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- People are gay because of their upbringing

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Strongly agree	1%	1%	1%	0%	1%	-	1%	1%	1%	-	1%	-	-	-	1%	1%	1%
Somewhat agree	3%	3%	1%	2%	3%	1%	3%	2%	3%	-	3%	-	-	-	4%	2%	2%
Neither agree nor disagree	8%	7%	7%	5%	6%	7%	6%	9%	6%	-	11%	6%	5%	-	8%	9%	6%
Somewhat disagree	9%	8%	9%	9%	8%	9%	8%	11%	9%	10%	10%	3%	4%	-	7%	6%	9%
Strongly disagree	77%	78%	80%	82%	79%	81%	81%	74%	78%	90%	73%	91%	83%	100%	78%	81%	81%
Don't know	3%	2%	2%	2%	3%	2%	2%	3%	4%	-	3%	-	8%	-	2%	2%	2%
Net: Agree	4%	4%	2%	2%	4%	1%	3%	3%	4%	-	4%	-	-	-	4%	2%	2%
Net: Disagree	86%	86%	89%	91%	87%	90%	89%	85%	87%	100%	83%	94%	87%	100%	86%	87%	91%

ZIL\_q6\_4. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- Gay activities are immoral

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Strongly agree	1%	2%	2%	2%	2%	-	1%	3%	2%	-	2%	-	-	-	-	2%	1%

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Total	
	Bisexual

ZIL\_q6\_1. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- It is important for me to be able to accurately identify and define my sexuality

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	29%	18%
Somewhat agree	25%	28%
Neither agree nor disagree	27%	28%
Somewhat disagree	10%	13%
Strongly disagree	8%	11%
Don't know	1%	1%
Net: Agree	54%	46%
Net: Disagree	18%	24%

ZIL\_q6\_2. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- There is a biological reason for people being gay

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	45%	36%
Somewhat agree	24%	26%
Neither agree nor disagree	14%	17%
Somewhat disagree	2%	4%
Strongly disagree	7%	9%
Don't know	7%	9%
Net: Agree	69%	62%
Net: Disagree	10%	12%

ZIL\_q6\_3. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- People are gay because of their upbringing

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	1%	1%
Somewhat agree	3%	4%
Neither agree nor disagree	8%	8%
Somewhat disagree	9%	10%
Strongly disagree	77%	74%
Don't know	3%	3%
Net: Agree	4%	5%
Net: Disagree	86%	83%

ZIL\_q6\_4. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- Gay activities are immoral

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	1%	2%



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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q6\_1. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- It is important for me to be able to accurately identify and define my sexuality

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	29%	29%	32%	31%	25%	20%	26%	25%	37%	32%	25%	-	28%	33%	36%
Somewhat agree	25%	25%	22%	-	36%	32%	32%	23%	29%	22%	7%	54%	24%	35%	48%
Neither agree nor disagree	27%	27%	31%	31%	26%	20%	22%	30%	23%	28%	38%	46%	29%	11%	2%
Somewhat disagree	10%	10%	7%	38%	4%	19%	20%	12%	5%	11%	24%	-	11%	11%	10%
Strongly disagree	8%	8%	8%	-	8%	10%	-	9%	5%	8%	6%	-	8%	10%	5%
Don't know	1%	1%	-	-	1%	-	-	2%	-	0%	-	-	1%	-	-
Net: Agree	54%	54%	54%	31%	60%	52%	58%	48%	67%	54%	32%	54%	52%	68%	83%
Net: Disagree	18%	18%	15%	38%	12%	29%	20%	21%	10%	18%	30%	-	18%	21%	14%

ZIL\_q6\_2. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- There is a biological reason for people being gay

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	45%	48%	46%	62%	42%	34%	36%	43%	65%	44%	42%	49%	46%	25%	38%
Somewhat agree	24%	27%	22%	-	21%	27%	47%	22%	8%	23%	24%	-	23%	40%	29%
Neither agree nor disagree	14%	13%	9%	38%	17%	14%	-	13%	20%	17%	4%	51%	14%	15%	14%
Somewhat disagree	2%	3%	1%	-	2%	2%	-	9%	3%	1%	-	-	2%	6%	-
Strongly disagree	7%	4%	11%	-	8%	11%	16%	5%	2%	10%	6%	-	8%	10%	-
Don't know	7%	6%	11%	-	9%	12%	-	7%	2%	5%	25%	-	7%	3%	20%
Net: Agree	69%	74%	68%	62%	63%	60%	84%	65%	73%	67%	65%	49%	69%	65%	67%
Net: Disagree	10%	7%	12%	-	11%	13%	16%	14%	5%	11%	6%	-	10%	17%	-

ZIL\_q6\_3. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- People are gay because of their upbringing

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	1%	1%	2%	-	1%	2%	-	3%	2%	1%	-	-	1%	2%	-
Somewhat agree	3%	4%	2%	-	3%	5%	-	-	3%	2%	7%	-	2%	20%	2%
Neither agree nor disagree	8%	5%	11%	-	7%	17%	12%	6%	5%	8%	9%	-	7%	19%	3%
Somewhat disagree	9%	6%	3%	-	8%	9%	14%	9%	6%	15%	-	29%	9%	12%	12%
Strongly disagree	77%	82%	79%	100%	78%	66%	75%	73%	84%	72%	84%	71%	79%	44%	79%
Don't know	3%	2%	3%	-	3%	1%	-	9%	-	2%	-	-	2%	2%	4%
Net: Agree	4%	5%	4%	-	4%	7%	-	3%	5%	3%	7%	-	3%	23%	2%
Net: Disagree	86%	88%	82%	100%	86%	75%	88%	83%	91%	87%	84%	100%	87%	56%	91%

ZIL\_q6\_4. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- Gay activities are immoral

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	1%	1%	-	-	1%	6%	-	3%	-	2%	-	-	1%	9%	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Somewhat agree	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	6%	1%
Neither agree nor disagree	5%	7%	3%	7%	4%	6%	5%	7%	1%	4%	13%	1%	5%
Somewhat disagree	4%	6%	2%	3%	4%	3%	3%	6%	3%	3%	3%	13%	6%
Strongly disagree	87%	83%	90%	87%	85%	89%	88%	81%	92%	89%	77%	73%	86%
Don't know	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	5%	3%	2%
Net: Agree	3%	2%	3%	3%	2%	1%	2%	5%	2%	2%	2%	9%	1%
Net: Disagree	91%	90%	92%	89%	93%	91%	92%	87%	95%	92%	79%	87%	93%

ZIL\_q6\_5. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- Homosexuality is an illness that can be cured

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly agree	1%	0%	1%	1%	1%	-	-	-	2%	0%	1%	2%	-	-
Somewhat agree	1%	0%	1%	0%	1%	0%	1%	1%	1%	-	0%	-	2%	2%
Neither agree nor disagree	3%	3%	2%	4%	3%	2%	1%	3%	3%	2%	2%	11%	2%	6%
Somewhat disagree	2%	3%	2%	3%	2%	2%	3%	0%	3%	2%	1%	2%	16%	1%
Strongly disagree	93%	92%	93%	90%	92%	95%	94%	95%	89%	95%	95%	85%	76%	91%
Don't know	1%	2%	1%	2%	1%	1%	1%	0%	2%	0%	1%	-	4%	-
Net: Agree	1%	0%	2%	1%	3%	0%	1%	1%	2%	0%	1%	2%	2%	2%
Net: Disagree	95%	95%	95%	93%	94%	97%	96%	96%	92%	97%	96%	87%	93%	92%

ZIL\_q7. Have you ever had romantic or sexual feelings for someone of the same gender as yourself?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Yes, I have	97%	95%	98%	97%	98%	97%	96%	98%	97%	97%	98%	92%	92%	93%
No, I haven't	2%	4%	1%	3%	2%	2%	4%	2%	2%	2%	2%	5%	6%	6%
Prefer not to say	1%	1%	1%	1%	1%	0%	0%	-	1%	1%	0%	3%	2%	1%

ZIL\_q8. Which ONE, if any, of the following BEST describes your current relationship status?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Married	34%	31%	36%	25%	35%	39%	34%	30%	33%	37%	36%	21%	23%	30%
Domestic partnership	7%	9%	5%	3%	9%	8%	5%	10%	8%	5%	7%	3%	8%	7%
Civil union	0%	0%	0%	1%	0%	-	0%	-	0%	0%	0%	-	2%	-
In a relationship and living together	11%	9%	12%	21%	10%	6%	15%	10%	10%	9%	11%	20%	6%	9%
In a relationship but not living together	7%	3%	11%	14%	8%	3%	7%	7%	9%	6%	6%	5%	18%	13%
Single - separated	1%	1%	1%	1%	1%	1%	0%	0%	1%	2%	1%	3%	-	1%
Single - divorced	6%	6%	6%	1%	7%	9%	4%	7%	7%	6%	7%	7%	4%	3%
Single - widowed	3%	4%	3%	0%	2%	6%	4%	4%	3%	4%	4%	-	1%	2%
Not currently in a relationship	28%	34%	24%	32%	25%	28%	29%	30%	27%	28%	27%	42%	34%	32%
Other	2%	2%	2%	3%	3%	1%	2%	2%	2%	2%	2%	-	2%	3%
Prefer not to say	0%	0%	0%	-	1%	0%	1%	-	-	1%	0%	-	2%	1%

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	Total	Education				Marital Status						Children under the age of 18		Income			
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
Somewhat agree	1%	2%	1%	1%	1%	8%	2%	-	1%	-	2%	1%	2%	1%	0%	-	
Neither agree nor disagree	5%	12%	7%	2%	1%	6%	11%	3%	2%	4%	5%	6%	4%	7%	5%	3%	1%
Somewhat disagree	4%	9%	4%	3%	3%	3%	-	4%	7%	5%	3%	5%	4%	4%	3%	6%	
Strongly disagree	87%	72%	84%	92%	94%	87%	81%	89%	88%	87%	91%	84%	88%	83%	87%	92%	89%
Don't know	2%	3%	1%	2%	1%	2%	-	1%	3%	2%	1%	2%	1%	2%	1%	3%	
Net: Agree	3%	4%	4%	1%	2%	2%	8%	4%	-	3%	-	3%	2%	3%	3%	1%	
Net: Disagree	91%	81%	88%	95%	96%	90%	81%	93%	95%	92%	94%	89%	92%	87%	91%	95%	

ZIL\_q6\_5. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- Homosexuality is an illness that can be cured

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly agree	1%	2%	1%	-	-	1%	-	1%	-	1%	-	1%	1%	1%	-	-	-
Somewhat agree	1%	-	2%	-	-	1%	8%	2%	-	-	-	3%	0%	0%	1%	1%	-
Neither agree nor disagree	3%	9%	3%	1%	1%	3%	11%	2%	5%	3%	1%	3%	3%	5%	1%	2%	2%
Somewhat disagree	2%	4%	5%	0%	2%	2%	-	3%	-	2%	2%	4%	2%	2%	3%	1%	4%
Strongly disagree	93%	83%	88%	98%	98%	92%	81%	91%	95%	93%	97%	88%	94%	91%	92%	96%	93%
Don't know	1%	2%	1%	1%	1%	1%	-	1%	-	1%	-	2%	1%	1%	1%	1%	1%
Net: Agree	1%	2%	3%	-	-	2%	8%	3%	-	1%	-	3%	1%	1%	2%	1%	-
Net: Disagree	95%	87%	93%	98%	98%	94%	81%	94%	95%	96%	99%	92%	96%	93%	95%	97%	97%

ZIL\_q7. Have you ever had romantic or sexual feelings for someone of the same gender as yourself?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Yes, I have	97%	94%	97%	97%	99%	97%	100%	96%	87%	98%	100%	98%	97%	97%	97%	97%	98%
No, I haven't	2%	5%	2%	2%	1%	3%	-	3%	6%	2%	-	2%	2%	2%	3%	3%	1%
Prefer not to say	1%	1%	1%	1%	-	0%	-	1%	6%	0%	-	1%	1%	1%	1%	-	1%

ZIL\_q8. Which ONE, if any, of the following BEST describes your current relationship status?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Married	34%	23%	32%	33%	45%	94%	30%	1%	-	2%	5%	54%	31%	17%	36%	54%	32%
Domestic partnership	7%	9%	7%	6%	7%	1%	11%	2%	-	5%	49%	6%	7%	6%	6%	9%	8%
Civil union	0%	-	0%	0%	-	-	-	1%	-	-	2%	1%	0%	0%	0%	-	-
In a relationship and living together	11%	18%	11%	9%	9%	2%	14%	12%	3%	13%	38%	14%	10%	12%	11%	8%	12%
In a relationship but not living together	7%	5%	8%	10%	4%	1%	8%	7%	-	13%	5%	6%	8%	7%	9%	6%	9%
Single - separated	1%	1%	2%	0%	0%	-	23%	3%	-	1%	-	2%	1%	2%	-	0%	2%
Single - divorced	6%	10%	7%	5%	4%	-	6%	57%	-	1%	-	8%	6%	12%	5%	1%	4%
Single - widowed	3%	4%	2%	4%	5%	0%	-	1%	79%	1%	-	1%	4%	5%	2%	2%	5%
Not currently in a relationship	28%	29%	29%	31%	23%	0%	8%	15%	14%	60%	1%	9%	31%	36%	28%	18%	28%
Other	2%	1%	2%	2%	2%	0%	-	1%	3%	3%	-	-	2%	3%	1%	1%	1%
Prefer not to say	0%	1%	1%	-	0%	0%	-	-	-	1%	-	1%	0%	1%	-	0%	1%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man
Somewhat agree	1%	0%	0%	1%	-	1%	-	-	-	-	-	3%	-	1%	-	0%
Neither agree nor disagree	5%	4%	3%	2%	2%	3%	2%	3%	-	4%	4%	2%	-	11%	2%	6%
Somewhat disagree	4%	4%	2%	3%	4%	5%	3%	2%	-	3%	-	8%	-	6%	1%	3%
Strongly disagree	87%	88%	93%	93%	89%	89%	92%	91%	100%	89%	90%	85%	100%	82%	94%	88%
Don't know	2%	2%	1%	1%	2%	5%	3%	2%	-	2%	6%	2%	-	-	1%	2%
Net: Agree	3%	3%	2%	2%	3%	-	2%	2%	-	2%	-	3%	-	1%	2%	1%
Net: Disagree	91%	91%	95%	96%	93%	92%	93%	93%	100%	92%	90%	93%	100%	89%	95%	91%

**ZIL\_q6\_5. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.**

**- Homosexuality is an illness that can be cured**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Strongly agree	1%	1%	1%	1%	1%	-	1%	1%	0%	-	1%	-	-	-	-	1%	0%
Somewhat agree	1%	1%	1%	-	0%	-	-	-	-	-	-	-	-	-	-	1%	1%
Neither agree nor disagree	3%	3%	1%	1%	2%	1%	1%	2%	-	2%	-	2%	-	3%	1%	2%	2%
Somewhat disagree	2%	2%	1%	1%	1%	3%	1%	0%	2%	-	2%	-	-	7%	2%	1%	1%
Strongly disagree	93%	93%	96%	97%	94%	94%	96%	96%	94%	100%	95%	100%	98%	100%	91%	96%	95%
Don't know	1%	1%	1%	1%	2%	2%	1%	2%	1%	-	2%	-	-	-	-	-	1%
Net: Agree	1%	1%	1%	1%	1%	-	1%	1%	0%	-	1%	-	-	-	-	2%	1%
Net: Disagree	95%	95%	96%	97%	95%	97%	97%	96%	96%	100%	96%	100%	98%	100%	97%	97%	96%

**ZIL\_q7. Have you ever had romantic or sexual feelings for someone of the same gender as yourself?**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Yes, I have	97%	97%	97%	97%	97%	93%	98%	98%	97%	100%	97%	91%	100%	100%	98%	99%	98%
No, I haven't	2%	3%	3%	2%	2%	4%	2%	1%	2%	-	2%	3%	-	-	1%	-	1%
Prefer not to say	1%	1%	1%	0%	1%	4%	0%	1%	1%	-	1%	6%	-	-	1%	1%	0%

**ZIL\_q8. Which ONE, if any, of the following BEST describes your current relationship status?**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Married	34%	35%	35%	40%	36%	36%	39%	31%	31%	14%	21%	39%	38%	-	29%	32%	22%
Domestic partnership	7%	6%	6%	6%	6%	2%	4%	3%	5%	22%	3%	11%	5%	-	14%	10%	13%
Civil union	0%	0%	0%	-	0%	1%	-	0%	0%	-	0%	-	-	-	-	1%	1%
In a relationship and living together	11%	12%	12%	10%	11%	17%	11%	12%	14%	10%	17%	9%	12%	41%	3%	11%	9%
In a relationship but not living together	7%	8%	9%	8%	8%	6%	9%	9%	12%	-	18%	15%	2%	-	3%	9%	4%
Single - separated	1%	1%	1%	1%	1%	2%	1%	-	0%	22%	1%	7%	-	-	-	1%	1%
Single - divorced	6%	6%	5%	5%	8%	12%	6%	6%	4%	-	1%	9%	6%	-	8%	4%	4%
Single - widowed	3%	3%	3%	4%	3%	4%	3%	1%	2%	-	2%	-	2%	-	5%	5%	5%
Not currently in a relationship	28%	26%	27%	24%	25%	17%	24%	36%	30%	32%	34%	10%	29%	59%	33%	27%	39%
Other	2%	2%	1%	2%	1%	3%	1%	1%	2%	-	3%	-	5%	-	3%	1%	1%
Prefer not to say	0%	0%	0%	0%	1%	-	0%	-	-	-	-	-	-	-	1%	1%	-

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	Total	Bisexual
Somewhat agree	1%	2%
Neither agree nor disagree	5%	5%
Somewhat disagree	4%	5%
Strongly disagree	87%	85%
Don't know	2%	1%
Net: Agree	3%	4%
Net: Disagree	91%	90%

ZIL\_q6\_5. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- Homosexuality is an illness that can be cured

	1013	470
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	1%	1%
Somewhat agree	1%	1%
Neither agree nor disagree	3%	3%
Somewhat disagree	2%	3%
Strongly disagree	93%	91%
Don't know	1%	1%
Net: Agree	1%	1%
Net: Disagree	95%	94%

ZIL\_q7. Have you ever had romantic or sexual feelings for someone of the same gender as yourself?

	1013	470
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Yes, I have	97%	96%
No, I haven't	2%	3%
Prefer not to say	1%	1%

ZIL\_q8. Which ONE, if any, of the following BEST describes your current relationship status?

	1013	470
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Married	34%	40%
Domestic partnership	7%	3%
Civil union	0%	-
In a relationship and living together	11%	11%
In a relationship but not living together	7%	8%
Single - separated	1%	1%
Single - divorced	6%	7%
Single - widowed	3%	2%
Not currently in a relationship	28%	24%
Other	2%	2%
Prefer not to say	0%	1%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender
Somewhat agree	1%	2%	2%	-	-	1%	-	2%	3%	0%	-	1%	7%	-
Neither agree nor disagree	5%	5%	10%	-	1%	5%	-	4%	2%	5%	4%	4%	10%	3%
Somewhat disagree	4%	2%	3%	69%	3%	5%	14%	4%	10%	5%	4%	29%	10%	-
Strongly disagree	87%	89%	84%	31%	94%	80%	86%	87%	86%	86%	92%	71%	89%	97%
Don't know	2%	1%	1%	-	2%	3%	-	1%	-	2%	-	1%	5%	-
Net: Agree	3%	2%	2%	-	1%	8%	-	5%	3%	2%	-	2%	16%	-
Net: Disagree	91%	91%	86%	100%	97%	84%	100%	90%	95%	91%	96%	100%	92%	97%

ZIL\_q6\_5. To what extent do you agree or disagree with each of the following statements about sexuality? Please select one option on each row.

- Homosexuality is an illness that can be cured

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly agree	1%	1%	-	-	1%	-	-	3%	-	1%	-	-	0%	5%	-
Somewhat agree	1%	0%	1%	-	-	4%	-	2%	-	-	-	-	0%	13%	-
Neither agree nor disagree	3%	2%	3%	-	4%	4%	-	2%	7%	2%	-	-	2%	9%	-
Somewhat disagree	2%	2%	2%	38%	1%	2%	-	4%	3%	2%	-	29%	2%	4%	-
Strongly disagree	93%	93%	93%	62%	94%	90%	100%	89%	90%	94%	100%	71%	94%	67%	100%
Don't know	1%	2%	1%	-	-	-	-	1%	-	1%	-	-	1%	2%	-
Net: Agree	1%	1%	1%	-	1%	4%	-	5%	-	1%	-	-	0%	18%	-
Net: Disagree	95%	95%	95%	100%	95%	92%	100%	93%	93%	96%	100%	100%	96%	71%	100%

ZIL\_q7. Have you ever had romantic or sexual feelings for someone of the same gender as yourself?

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Yes, I have	97%	97%	99%	62%	97%	94%	100%	98%	95%	98%	94%	100%	98%	79%	100%
No, I haven't	2%	2%	1%	-	1%	6%	-	2%	5%	2%	-	-	2%	14%	-
Prefer not to say	1%	0%	-	38%	2%	-	-	-	-	0%	6%	-	0%	8%	-

ZIL\_q8. Which ONE, if any, of the following BEST describes your current relationship status?

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Married	34%	100%	-	-	-	-	-	-	-	-	-	-	35%	16%	24%
Domestic partnership	7%	-	100%	-	-	-	-	-	-	-	-	-	7%	2%	7%
Civil union	0%	-	-	100%	-	-	-	-	-	-	-	-	0%	2%	-
In a relationship and living together	11%	-	-	-	100%	-	-	-	-	-	-	-	10%	26%	11%
In a relationship but not living together	7%	-	-	-	-	100%	-	-	-	-	-	-	7%	17%	6%
Single - separated	1%	-	-	-	-	-	100%	-	-	-	-	-	1%	3%	-
Single - divorced	6%	-	-	-	-	-	-	100%	-	-	-	-	6%	8%	4%
Single - widowed	3%	-	-	-	-	-	-	-	100%	-	-	-	4%	4%	2%
Not currently in a relationship	28%	-	-	-	-	-	-	-	-	100%	-	-	27%	19%	43%
Other	2%	-	-	-	-	-	-	-	-	-	100%	-	2%	2%	3%
Prefer not to say	0%	-	-	-	-	-	-	-	-	-	-	100%	0%	-	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q9\_1. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- There should be less restrictive gun control laws in the U.S.

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Strongly agree	8%	9%	7%	7%	8%	8%	4%	4%	12%	9%	8%	9%	16%	7%
Somewhat agree	6%	6%	5%	6%	8%	4%	4%	6%	7%	5%	4%	5%	19%	10%
Neither agree nor disagree	9%	8%	10%	12%	13%	5%	10%	10%	12%	5%	8%	12%	15%	15%
Somewhat disagree	9%	10%	9%	13%	10%	6%	12%	11%	8%	7%	9%	7%	6%	15%
Strongly disagree	66%	66%	66%	58%	59%	75%	67%	68%	59%	71%	70%	63%	42%	51%
Don't know	2%	1%	3%	5%	1%	1%	2%	2%	2%	2%	2%	5%	2%	3%
Net: Agree	14%	16%	12%	13%	16%	12%	9%	10%	19%	14%	12%	14%	35%	17%
Net: Disagree	75%	76%	75%	71%	70%	81%	79%	79%	68%	78%	78%	70%	48%	66%

ZIL\_q9\_2. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Marriage (between partners of any gender) is an important institution that should be supported in the U.S.

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Strongly agree	62%	61%	63%	55%	61%	67%	60%	70%	62%	59%	63%	70%	58%	53%
Somewhat agree	20%	20%	19%	22%	18%	19%	21%	17%	20%	21%	19%	14%	26%	22%
Neither agree nor disagree	12%	12%	12%	14%	16%	8%	11%	11%	13%	13%	11%	15%	11%	17%
Somewhat disagree	3%	3%	4%	5%	2%	3%	6%	-	4%	3%	3%	-	3%	4%
Strongly disagree	3%	3%	3%	3%	4%	2%	3%	2%	2%	4%	3%	-	-	5%
Don't know	0%	1%	0%	0%	-	1%	1%	0%	0%	1%	1%	-	1%	-
Net: Agree	82%	82%	82%	77%	78%	86%	80%	87%	81%	79%	82%	85%	84%	75%
Net: Disagree	6%	5%	6%	8%	6%	4%	8%	2%	6%	7%	6%	-	3%	8%

ZIL\_q9\_3. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Gay and lesbian couples should be allowed to marry in the U.S.

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Strongly agree	89%	86%	91%	90%	88%	89%	93%	90%	84%	90%	91%	85%	75%	86%
Somewhat agree	5%	7%	4%	6%	4%	6%	2%	6%	6%	6%	5%	6%	13%	6%
Neither agree nor disagree	3%	4%	3%	2%	6%	3%	3%	3%	6%	1%	3%	6%	4%	5%
Somewhat disagree	1%	1%	1%	1%	1%	1%	0%	-	2%	1%	1%	-	4%	2%
Strongly disagree	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	-	3%	1%
Don't know	0%	0%	1%	1%	-	1%	1%	1%	0%	0%	0%	3%	1%	-
Net: Agree	94%	93%	95%	96%	93%	94%	95%	96%	91%	96%	95%	91%	88%	92%
Net: Disagree	2%	3%	1%	1%	1%	3%	1%	0%	3%	2%	1%	-	7%	3%

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Total	Education				Marital Status							Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

ZIL\_q9\_1. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- There should be less restrictive gun control laws in the U.S.

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Strongly agree	8%	8%	12%	7%	4%	11%	-	8%	5%	7%	4%	11%	7%	8%	8%	9%	5%
Somewhat agree	6%	7%	8%	3%	4%	6%	-	3%	10%	6%	2%	7%	5%	6%	6%	5%	7%
Neither agree nor disagree	9%	20%	13%	6%	2%	7%	41%	9%	3%	9%	13%	16%	8%	13%	11%	5%	2%
Somewhat disagree	9%	12%	11%	7%	7%	9%	14%	5%	6%	10%	13%	7%	9%	11%	9%	6%	11%
Strongly disagree	66%	48%	53%	75%	82%	66%	39%	70%	76%	65%	67%	55%	68%	58%	65%	75%	70%
Don't know	2%	6%	3%	1%	1%	1%	6%	5%	-	3%	-	4%	2%	4%	1%	0%	4%
Net: Agree	14%	15%	20%	10%	8%	17%	-	11%	15%	13%	7%	18%	13%	14%	14%	13%	12%
Net: Disagree	75%	60%	64%	82%	89%	74%	53%	75%	82%	75%	80%	62%	77%	69%	74%	81%	82%

ZIL\_q9\_2. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Marriage (between partners of any gender) is an important institution that should be supported in the U.S.

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Strongly agree	62%	56%	69%	61%	56%	63%	64%	69%	68%	58%	67%	63%	62%	63%	63%	59%	62%
Somewhat agree	20%	23%	18%	16%	25%	18%	16%	15%	20%	22%	22%	19%	20%	19%	18%	23%	20%
Neither agree nor disagree	12%	14%	9%	15%	11%	14%	20%	7%	8%	12%	10%	14%	12%	12%	12%	12%	11%
Somewhat disagree	3%	3%	1%	5%	4%	2%	-	6%	2%	4%	1%	3%	3%	2%	4%	3%	6%
Strongly disagree	3%	1%	2%	3%	4%	3%	-	2%	2%	4%	-	2%	3%	2%	3%	3%	2%
Don't know	0%	2%	1%	-	0%	0%	-	-	-	1%	-	-	1%	1%	1%	-	-
Net: Agree	82%	79%	87%	77%	81%	81%	80%	85%	88%	79%	90%	81%	82%	82%	81%	82%	82%
Net: Disagree	6%	5%	3%	8%	8%	5%	-	8%	4%	8%	1%	5%	6%	4%	7%	6%	7%

ZIL\_q9\_3. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Gay and lesbian couples should be allowed to marry in the U.S.

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Strongly agree	89%	77%	86%	93%	94%	90%	89%	91%	87%	88%	91%	86%	89%	87%	88%	93%	91%
Somewhat agree	5%	9%	7%	3%	3%	3%	-	3%	11%	7%	4%	4%	5%	6%	6%	4%	4%
Neither agree nor disagree	3%	8%	5%	2%	1%	3%	11%	4%	-	3%	5%	6%	3%	5%	3%	2%	3%
Somewhat disagree	1%	2%	1%	1%	1%	2%	-	1%	-	1%	-	2%	1%	1%	1%	1%	1%
Strongly disagree	1%	2%	1%	1%	1%	1%	-	-	2%	1%	-	1%	1%	1%	1%	1%	-
Don't know	0%	2%	1%	-	0%	1%	-	-	-	1%	-	-	1%	1%	1%	-	1%
Net: Agree	94%	86%	94%	96%	97%	93%	89%	95%	98%	95%	95%	91%	95%	93%	94%	96%	95%
Net: Disagree	2%	4%	1%	2%	2%	3%	-	1%	2%	1%	-	3%	2%	2%	2%	2%	1%



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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q9\_1. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- There should be less restrictive gun control laws in the U.S.

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Strongly agree	8%	7%	6%	6%	8%	5%	6%	4%	6%	-	6%	3%	10%	-	9%	8%	6%
Somewhat agree	6%	5%	5%	4%	7%	6%	7%	4%	6%	-	7%	-	2%	59%	6%	3%	4%
Neither agree nor disagree	9%	9%	7%	4%	8%	6%	8%	7%	9%	14%	9%	-	4%	-	10%	11%	7%
Somewhat disagree	9%	10%	9%	9%	10%	11%	10%	11%	10%	10%	11%	3%	8%	-	7%	5%	9%
Strongly disagree	66%	66%	71%	74%	65%	68%	66%	72%	66%	76%	63%	93%	72%	41%	67%	70%	73%
Don't know	2%	2%	2%	2%	2%	4%	3%	3%	3%	-	4%	-	2%	-	1%	3%	1%
Net: Agree	14%	13%	11%	10%	15%	11%	12%	8%	12%	-	13%	3%	13%	59%	16%	11%	10%
Net: Disagree	75%	76%	81%	84%	75%	79%	77%	83%	76%	86%	74%	97%	80%	41%	74%	75%	82%

ZIL\_q9\_2. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Marriage (between partners of any gender) is an important institution that should be supported in the U.S.

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Strongly agree	62%	62%	59%	57%	64%	67%	57%	56%	61%	65%	64%	71%	69%	59%	69%	77%	68%
Somewhat agree	20%	20%	21%	21%	19%	17%	21%	26%	17%	12%	17%	10%	11%	-	15%	15%	17%
Neither agree nor disagree	12%	12%	13%	14%	13%	7%	15%	12%	15%	12%	11%	7%	15%	-	13%	5%	10%
Somewhat disagree	3%	4%	4%	4%	3%	4%	4%	3%	4%	10%	3%	4%	2%	-	2%	3%	2%
Strongly disagree	3%	3%	2%	4%	2%	6%	2%	3%	3%	-	5%	7%	2%	41%	1%	1%	3%
Don't know	0%	1%	0%	-	-	-	0%	-	-	-	-	-	-	-	-	-	1%
Net: Agree	82%	81%	80%	78%	83%	84%	78%	82%	78%	78%	81%	81%	80%	59%	84%	92%	85%
Net: Disagree	6%	6%	6%	8%	4%	9%	7%	6%	7%	10%	9%	12%	5%	41%	3%	3%	5%

ZIL\_q9\_3. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Gay and lesbian couples should be allowed to marry in the U.S.

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Strongly agree	89%	89%	94%	93%	93%	91%	94%	97%	92%	100%	89%	96%	93%	100%	82%	95%	91%
Somewhat agree	5%	5%	3%	4%	4%	4%	2%	2%	4%	-	7%	4%	4%	-	6%	3%	5%
Neither agree nor disagree	3%	3%	2%	1%	2%	1%	3%	1%	2%	-	2%	-	3%	-	6%	1%	3%
Somewhat disagree	1%	1%	1%	0%	1%	1%	-	0%	1%	-	1%	-	-	-	2%	1%	1%
Strongly disagree	1%	1%	0%	1%	0%	2%	1%	-	0%	-	-	-	-	-	3%	-	1%
Don't know	0%	1%	-	0%	-	-	-	-	1%	-	1%	-	-	-	-	-	0%
Net: Agree	94%	94%	97%	97%	97%	95%	97%	99%	96%	100%	96%	100%	97%	100%	89%	98%	95%
Net: Disagree	2%	2%	1%	1%	1%	3%	1%	0%	2%	-	1%	-	-	-	5%	1%	2%

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Total	
	Bisexual

ZIL\_q9\_1. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- There should be less restrictive gun control laws in the U.S.

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	8%	9%
Somewhat agree	6%	7%
Neither agree nor disagree	9%	10%
Somewhat disagree	9%	10%
Strongly disagree	66%	62%
Don't know	2%	2%
Net: Agree	14%	16%
Net: Disagree	75%	72%

ZIL\_q9\_2. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Marriage (between partners of any gender) is an important institution that should be supported in the U.S.

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	62%	55%
Somewhat agree	20%	22%
Neither agree nor disagree	12%	15%
Somewhat disagree	3%	4%
Strongly disagree	3%	3%
Don't know	0%	1%
Net: Agree	82%	78%
Net: Disagree	6%	7%

ZIL\_q9\_3. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Gay and lesbian couples should be allowed to marry in the U.S.

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly agree	89%	87%
Somewhat agree	5%	6%
Neither agree nor disagree	3%	4%
Somewhat disagree	1%	1%
Strongly disagree	1%	1%
Don't know	0%	1%
Net: Agree	94%	93%
Net: Disagree	2%	2%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q9\_1. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- There should be less restrictive gun control laws in the U.S.

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Strongly agree	8%	9%	4%	-	5%	12%	8%	8%	8%	7%	12%	-	8%	15%	-
Somewhat agree	6%	6%	5%	-	4%	8%	-	-	10%	6%	9%	29%	6%	12%	5%
Neither agree nor disagree	9%	7%	9%	-	16%	9%	14%	11%	5%	9%	4%	-	8%	20%	7%
Somewhat disagree	9%	9%	11%	62%	12%	12%	16%	5%	2%	8%	16%	-	9%	6%	15%
Strongly disagree	66%	68%	70%	38%	58%	57%	62%	69%	73%	68%	58%	71%	67%	44%	73%
Don't know	2%	1%	-	-	5%	2%	-	6%	2%	2%	-	-	2%	3%	-
Net: Agree	14%	15%	9%	-	8%	21%	8%	8%	18%	13%	21%	29%	13%	27%	5%
Net: Disagree	75%	76%	82%	100%	70%	68%	78%	74%	75%	76%	75%	71%	76%	50%	88%

ZIL\_q9\_2. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Marriage (between partners of any gender) is an important institution that should be supported in the U.S.

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Strongly agree	62%	63%	66%	62%	58%	65%	67%	71%	65%	59%	48%	46%	64%	48%	45%
Somewhat agree	20%	18%	20%	38%	23%	11%	14%	20%	15%	23%	13%	54%	19%	32%	34%
Neither agree nor disagree	12%	13%	10%	-	12%	19%	12%	7%	10%	11%	8%	-	12%	15%	12%
Somewhat disagree	3%	3%	3%	-	4%	2%	8%	-	8%	4%	7%	-	3%	-	5%
Strongly disagree	3%	2%	-	-	3%	1%	-	3%	2%	3%	24%	-	3%	2%	4%
Don't know	0%	0%	-	-	-	1%	-	-	-	1%	-	-	0%	3%	-
Net: Agree	82%	81%	87%	100%	81%	76%	80%	91%	80%	82%	61%	100%	82%	79%	79%
Net: Disagree	6%	5%	3%	-	6%	3%	8%	3%	10%	7%	31%	-	6%	2%	9%

ZIL\_q9\_3. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Gay and lesbian couples should be allowed to marry in the U.S.

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Strongly agree	89%	90%	85%	62%	96%	87%	86%	89%	85%	87%	92%	71%	90%	66%	96%
Somewhat agree	5%	3%	5%	-	3%	6%	14%	6%	11%	8%	8%	29%	5%	13%	4%
Neither agree nor disagree	3%	3%	9%	-	-	6%	-	6%	3%	3%	-	-	3%	16%	-
Somewhat disagree	1%	2%	1%	38%	-	-	-	-	-	1%	-	-	1%	2%	-
Strongly disagree	1%	1%	-	-	-	-	-	-	2%	1%	-	-	1%	-	-
Don't know	0%	1%	-	-	1%	1%	-	-	-	0%	-	-	0%	3%	-
Net: Agree	94%	93%	90%	62%	99%	93%	100%	95%	95%	95%	100%	100%	95%	79%	100%
Net: Disagree	2%	4%	1%	38%	-	-	-	-	2%	1%	-	-	2%	2%	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q9\_4. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- A gay or lesbian same sex couples should be allowed to raise children in the U.S.

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Strongly agree	89%	85%	92%	88%	91%	88%	90%	89%	86%	91%	91%	84%	72%	84%
Somewhat agree	5%	7%	4%	7%	3%	6%	3%	7%	7%	4%	5%	7%	19%	5%
Neither agree nor disagree	4%	5%	3%	3%	5%	3%	6%	3%	4%	3%	4%	6%	7%	4%
Somewhat disagree	1%	1%	0%	0%	1%	1%	0%	-	1%	1%	0%	-	2%	4%
Strongly disagree	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	-	-	2%
Don't know	1%	1%	0%	1%	-	1%	1%	-	1%	0%	0%	3%	1%	1%
Net: Agree	94%	92%	96%	94%	93%	95%	92%	96%	93%	95%	95%	91%	90%	89%
Net: Disagree	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	-	2%	6%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q9\_4. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- A gay or lesbian same sex couples should be allowed to raise children in the U.S.

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Strongly agree	89%	75%	85%	94%	94%	90%	81%	92%	87%	87%	92%	85%	89%	87%	86%	91%	97%
Somewhat agree	5%	12%	8%	3%	3%	3%	-	2%	9%	8%	6%	7%	5%	6%	7%	4%	2%
Neither agree nor disagree	4%	8%	5%	2%	2%	4%	19%	6%	-	4%	1%	5%	4%	6%	3%	3%	-
Somewhat disagree	1%	1%	1%	1%	-	2%	-	-	-	0%	-	1%	1%	0%	2%	-	-
Strongly disagree	1%	2%	1%	0%	1%	1%	-	-	-	1%	1%	2%	0%	1%	0%	-	-
Don't know	1%	2%	1%	0%	1%	1%	-	-	3%	1%	-	-	1%	0%	1%	1%	1%
Net: Agree	94%	87%	93%	97%	96%	93%	81%	94%	97%	94%	98%	92%	95%	92%	94%	95%	99%
Net: Disagree	1%	3%	2%	1%	1%	2%	-	-	-	1%	1%	3%	1%	2%	2%	0%	-

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q9\_4. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- A gay or lesbian same sex couples should be allowed to raise children in the U.S.

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Strongly agree	89%	90%	93%	93%	92%	87%	93%	93%	90%	100%	90%	87%	93%	100%	81%	97%	91%
Somewhat agree	5%	5%	4%	4%	4%	7%	4%	4%	4%	-	6%	7%	4%	-	8%	1%	5%
Neither agree nor disagree	4%	3%	2%	1%	2%	3%	2%	1%	3%	-	3%	-	3%	-	9%	2%	2%
Somewhat disagree	1%	1%	0%	0%	0%	-	0%	-	1%	-	-	-	-	-	1%	-	0%
Strongly disagree	1%	1%	0%	0%	0%	2%	1%	1%	0%	-	1%	-	-	-	-	-	0%
Don't know	1%	1%	1%	1%	1%	2%	0%	1%	1%	-	1%	6%	-	-	1%	-	1%
Net: Agree	94%	94%	96%	97%	97%	94%	97%	97%	95%	100%	95%	94%	97%	100%	89%	98%	96%
Net: Disagree	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	-	-	-	1%	-	1%

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Total	
	Bisexual

ZIL\_q9\_4. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- A gay or lesbian same sex couples should be allowed to raise children in the U.S.

Unweighted base	1013	470
<b>Base: All LGB adults</b>	<b>1013</b>	<b>587</b>
Strongly agree	89%	85%
Somewhat agree	5%	7%
Neither agree nor disagree	4%	5%
Somewhat disagree	1%	1%
Strongly disagree	1%	1%
Don't know	1%	1%
Net: Agree	94%	92%
Net: Disagree	1%	2%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q9\_4. The following statements are about various social issues in the U.S. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- A gay or lesbian same sex couples should be allowed to raise children in the U.S.

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Strongly agree	89%	91%	82%	31%	95%	85%	86%	90%	91%	86%	96%	71%	90%	67%	94%
Somewhat agree	5%	3%	9%	-	1%	10%	14%	2%	6%	9%	4%	29%	6%	9%	2%
Neither agree nor disagree	4%	3%	7%	38%	2%	5%	-	6%	3%	4%	-	-	3%	15%	4%
Somewhat disagree	1%	2%	-	-	-	-	-	-	-	0%	-	-	1%	3%	-
Strongly disagree	1%	1%	-	31%	1%	-	-	2%	-	0%	-	-	1%	-	-
Don't know	1%	1%	1%	-	1%	-	-	-	-	1%	-	-	0%	6%	-
Net: Agree	94%	94%	92%	31%	96%	95%	100%	92%	97%	95%	100%	100%	95%	76%	96%
Net: Disagree	1%	2%	-	31%	1%	-	-	2%	-	1%	-	-	1%	3%	-



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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q10. Since the 2015 Supreme Court judgement legalizing same sex marriage nationwide, to what extent do you think society has become more or less accepting, or has there been no change?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Much more accepting	17%	20%	15%	13%	17%	20%	16%	20%	15%	19%	17%	28%	16%	15%
More accepting	61%	62%	61%	56%	62%	64%	66%	57%	59%	63%	63%	50%	56%	51%
No change	14%	12%	16%	20%	16%	10%	13%	14%	18%	12%	13%	13%	14%	26%
Less accepting	3%	3%	4%	5%	3%	3%	3%	4%	3%	3%	3%	6%	10%	4%
Much less accepting	1%	1%	1%	1%	0%	2%	-	2%	1%	1%	1%	-	2%	2%
Don't know	3%	2%	3%	4%	2%	2%	2%	4%	2%	3%	3%	2%	2%	2%
Net: More accepting	78%	82%	76%	69%	78%	84%	81%	77%	74%	82%	80%	79%	73%	66%
Net: Less accepting	4%	4%	5%	6%	3%	4%	3%	4%	6%	4%	4%	6%	12%	6%

ZIL\_q39a. Which types, if any, of the following mobile apps do you use every day? Please select all that apply.

Unweighted base	890	443	447	207	274	409	159	189	266	276	734	35	43	78
<b>Base: All LGB adults who own a mobile device</b>	896	374	522	244	274	377	162	187	278	268	727	34	48	86
Social media	60%	55%	64%	74%	68%	46%	66%	66%	56%	58%	59%	58%	67%	67%
News	39%	50%	32%	25%	38%	50%	36%	38%	34%	48%	41%	32%	29%	32%
Banking/finance	32%	32%	32%	39%	30%	30%	31%	29%	32%	35%	33%	45%	31%	23%
Dating	6%	9%	4%	11%	5%	4%	6%	5%	6%	7%	6%	6%	12%	5%
Entertainment	30%	21%	36%	49%	30%	17%	28%	27%	32%	31%	29%	42%	25%	37%
Health and fitness	19%	15%	22%	26%	20%	13%	21%	22%	17%	18%	19%	22%	25%	13%
Shopping	24%	24%	24%	28%	29%	19%	28%	21%	25%	25%	25%	32%	16%	23%
Weather	57%	59%	55%	52%	57%	60%	58%	65%	54%	54%	59%	53%	38%	49%
Reference (e.g., Merriam-webster dictionaries, Encyclopaedia Britannica, etc.)	14%	18%	11%	10%	15%	15%	16%	13%	8%	19%	14%	6%	15%	15%
Education	8%	5%	10%	15%	7%	4%	11%	7%	6%	8%	7%	8%	18%	9%
Food and drink	12%	12%	13%	19%	12%	9%	15%	11%	10%	14%	12%	27%	7%	16%
Review apps	5%	5%	5%	7%	5%	4%	5%	4%	5%	7%	5%	3%	9%	7%
Travel	11%	14%	8%	9%	11%	12%	11%	11%	9%	13%	10%	16%	18%	9%
Other	16%	16%	16%	14%	19%	15%	17%	15%	15%	17%	16%	3%	16%	18%
Not applicable - I don't use any particular type of app every day	13%	16%	10%	7%	7%	21%	14%	13%	13%	10%	13%	17%	14%	9%

ZIL\_q41a\_1\_1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Facebook

Unweighted base	827	406	421	197	256	374	148	174	245	260	678	33	40	76
<b>Base: All LGB adults</b>	839	344	495	235	260	344	151	175	258	255	678	33	44	84
0	7%	9%	6%	7%	4%	10%	4%	5%	8%	10%	7%	9%	7%	8%
1	19%	17%	20%	12%	18%	23%	18%	14%	20%	21%	20%	9%	14%	14%
2	12%	13%	12%	12%	14%	10%	11%	14%	12%	12%	13%	11%	11%	5%
3	11%	13%	10%	10%	12%	12%	15%	12%	12%	9%	11%	17%	11%	12%
4	8%	9%	7%	4%	6%	11%	6%	8%	7%	9%	7%	8%	15%	6%
5	10%	8%	11%	10%	13%	7%	8%	13%	10%	8%	10%	11%	16%	3%
6	4%	4%	5%	5%	4%	4%	6%	1%	5%	5%	4%	10%	4%	7%
7	1%	1%	2%	1%	2%	1%	3%	1%	0%	2%	1%	-	6%	5%
8	3%	2%	3%	4%	1%	2%	1%	3%	3%	2%	2%	-	4%	4%
9	0%	-	0%	-	0%	-	-	-	0%	-	0%	-	-	-
10	11%	10%	12%	11%	11%	11%	11%	10%	11%	12%	11%	9%	4%	12%
12	1%	1%	1%	0%	2%	1%	-	0%	2%	2%	1%	-	-	2%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q10. Since the 2015 Supreme Court judgement legalizing same sex marriage nationwide, to what extent do you think society has become more or less accepting, or has there been no change?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Much more accepting	17%	16%	18%	16%	18%	17%	22%	18%	17%	18%	12%	16%	17%	18%	14%	21%	14%
More accepting	61%	48%	56%	65%	70%	63%	39%	57%	69%	59%	70%	56%	62%	57%	62%	68%	55%
No change	14%	19%	17%	15%	8%	14%	14%	17%	5%	15%	10%	20%	13%	14%	19%	7%	21%
Less accepting	3%	7%	5%	2%	2%	3%	-	3%	3%	3%	5%	3%	3%	5%	4%	1%	5%
Much less accepting	1%	4%	0%	1%	-	0%	-	3%	-	1%	1%	1%	1%	3%	0%	-	-
Don't know	3%	5%	4%	2%	2%	2%	25%	3%	5%	3%	1%	4%	3%	3%	1%	3%	5%
Net: More accepting	78%	65%	75%	80%	88%	80%	61%	74%	86%	77%	82%	72%	79%	75%	76%	89%	69%
Net: Less accepting	4%	11%	5%	3%	2%	4%	-	5%	3%	5%	6%	4%	5%	7%	4%	1%	5%

ZIL\_q39a. Which types, if any, of the following mobile apps do you use every day? Please select all that apply.

Unweighted base	890	89	292	283	226	312	8	81	25	387	77	116	774	278	263	256	93
<b>Base: All LGB adults who own a mobile device</b>	896	94	308	279	215	325	9	84	23	384	71	139	756	284	268	248	95
Social media	60%	59%	62%	60%	59%	59%	42%	47%	58%	67%	51%	65%	59%	57%	63%	62%	57%
News	39%	18%	35%	43%	51%	39%	45%	39%	62%	37%	46%	25%	42%	27%	39%	56%	36%
Banking/finance	32%	25%	35%	34%	30%	34%	54%	22%	38%	33%	31%	43%	30%	30%	35%	34%	26%
Dating	6%	6%	6%	5%	7%	1%	17%	4%	11%	10%	3%	6%	6%	6%	8%	5%	4%
Entertainment	30%	23%	37%	29%	24%	29%	52%	23%	29%	34%	16%	40%	28%	26%	32%	33%	28%
Health and fitness	19%	15%	13%	24%	22%	21%	27%	11%	13%	21%	12%	27%	18%	14%	20%	23%	19%
Shopping	24%	24%	28%	25%	18%	30%	17%	21%	18%	23%	16%	37%	22%	21%	25%	29%	23%
Weather	57%	41%	55%	60%	63%	60%	62%	53%	82%	53%	61%	50%	58%	50%	61%	61%	53%
Reference (e.g., Merriam-webster dictionaries, Encyclopaedia Britannica, etc.)	14%	5%	12%	15%	18%	14%	10%	16%	18%	13%	16%	14%	14%	11%	15%	17%	14%
Education	8%	9%	8%	7%	7%	6%	-	9%	12%	9%	7%	9%	7%	7%	9%	7%	6%
Food and drink	12%	12%	14%	12%	11%	11%	44%	11%	15%	13%	12%	16%	12%	10%	13%	16%	10%
Review apps	5%	8%	5%	4%	6%	5%	-	2%	8%	5%	7%	8%	5%	3%	6%	7%	4%
Travel	11%	5%	9%	9%	18%	14%	17%	9%	17%	9%	6%	13%	11%	6%	12%	17%	9%
Other	16%	23%	15%	15%	16%	18%	38%	9%	26%	15%	14%	16%	16%	20%	16%	13%	11%
Not applicable - I don't use any particular type of app every day	13%	19%	12%	11%	12%	11%	-	23%	4%	11%	20%	10%	13%	16%	11%	10%	14%

ZIL\_q41a\_1.1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Facebook

Unweighted base	827	96	260	264	207	280	8	78	31	356	74	111	716	281	233	234	79
<b>Base: All LGB adults</b>	839	104	276	260	200	296	9	82	29	356	67	134	705	290	237	228	83
0	7%	8%	4%	11%	7%	7%	-	7%	5%	8%	6%	6%	8%	6%	8%	10%	2%
1	19%	22%	18%	20%	17%	18%	10%	15%	41%	18%	21%	17%	19%	21%	16%	18%	20%
2	12%	13%	10%	12%	13%	9%	21%	15%	9%	13%	14%	14%	12%	11%	15%	11%	11%
3	11%	11%	11%	8%	16%	12%	17%	20%	7%	9%	13%	11%	12%	12%	10%	11%	17%
4	8%	10%	8%	6%	8%	7%	8%	13%	14%	6%	9%	4%	8%	7%	6%	8%	12%
5	10%	11%	9%	9%	11%	10%	10%	10%	7%	11%	6%	15%	9%	11%	11%	9%	5%
6	4%	1%	5%	7%	1%	4%	-	1%	5%	5%	8%	2%	5%	5%	4%	4%	3%
7	1%	3%	3%	1%	0%	1%	-	-	2%	1%	-	2%	2%	2%	1%	0%	3%
8	3%	4%	3%	2%	2%	3%	-	-	3%	1%	1%	3%	3%	2%	2%	3%	3%
9	0%	-	0%	-	-	-	-	1%	-	-	-	1%	-	-	0%	-	-
10	11%	5%	11%	12%	12%	14%	35%	7%	-	10%	12%	13%	11%	11%	12%	12%	6%
12	1%	-	2%	1%	1%	1%	-	-	2%	2%	-	-	1%	2%	1%	1%	1%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q10. Since the 2015 Supreme Court judgement legalizing same sex marriage nationwide, to what extent do you think society has become more or less accepting, or has there been no change?

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Much more accepting	17%	17%	18%	17%	18%	21%	16%	18%	16%	10%	13%	19%	17%	59%	19%	21%	23%
More accepting	61%	61%	63%	66%	61%	62%	65%	61%	63%	68%	60%	59%	45%	41%	63%	63%	64%
No change	14%	15%	13%	12%	14%	8%	13%	14%	16%	22%	20%	16%	23%	-	14%	10%	9%
Less accepting	3%	4%	4%	3%	4%	4%	4%	5%	3%	-	4%	6%	9%	-	-	3%	2%
Much less accepting	1%	1%	1%	1%	1%	2%	1%	0%	-	-	-	-	7%	-	-	1%	0%
Don't know	3%	3%	1%	1%	1%	4%	1%	2%	3%	-	3%	-	-	-	4%	3%	2%
Net: More accepting	78%	78%	81%	83%	83%	79%	81%	79%	79%	78%	73%	78%	62%	100%	82%	83%	87%
Net: Less accepting	4%	5%	5%	4%	5%	6%	5%	5%	3%	-	4%	6%	16%	-	-	4%	2%

ZIL\_q39a. Which types, if any, of the following mobile apps do you use every day? Please select all that apply.

Unweighted base	890	748	433	388	303	66	249	194	318	7	160	22	34	1	71	159	311
<b>Base: All LGB adults who own a mobile device</b>	896	763	453	393	321	71	276	202	337	6	177	21	36	1	63	144	226
Social media	60%	67%	75%	68%	67%	81%	75%	75%	83%	73%	85%	96%	51%	100%	8%	58%	57%
News	39%	38%	43%	51%	43%	41%	39%	41%	39%	57%	39%	51%	43%	-	40%	38%	52%
Banking/finance	32%	34%	35%	37%	31%	34%	37%	34%	38%	46%	42%	44%	25%	-	25%	33%	35%
Dating	6%	6%	6%	7%	6%	12%	7%	13%	9%	24%	14%	24%	-	-	3%	4%	10%
Entertainment	30%	31%	36%	33%	35%	40%	38%	46%	40%	49%	52%	48%	38%	-	17%	26%	22%
Health and fitness	19%	20%	24%	22%	23%	16%	28%	28%	27%	35%	29%	27%	28%	-	11%	16%	16%
Shopping	24%	26%	28%	25%	26%	41%	34%	26%	30%	73%	30%	42%	17%	-	17%	18%	26%
Weather	57%	58%	61%	62%	58%	63%	66%	59%	61%	86%	61%	81%	56%	100%	44%	62%	59%
Reference (e.g., Merriam-webster dictionaries, Encyclopaedia Britannica, etc.)	14%	13%	15%	15%	13%	15%	18%	20%	14%	-	15%	22%	13%	-	12%	9%	19%
Education	8%	8%	10%	8%	9%	4%	10%	11%	9%	-	11%	18%	12%	-	5%	6%	5%
Food and drink	12%	13%	16%	15%	16%	28%	17%	17%	16%	46%	22%	32%	7%	-	7%	7%	15%
Review apps	5%	5%	6%	7%	7%	13%	8%	7%	7%	-	8%	17%	9%	-	4%	3%	7%
Travel	11%	11%	12%	14%	13%	11%	12%	9%	11%	35%	11%	23%	13%	100%	5%	10%	16%
Other	16%	16%	17%	18%	19%	22%	16%	15%	15%	52%	12%	20%	34%	-	9%	18%	16%
Not applicable - I don't use any particular type of app every day	13%	11%	8%	8%	10%	9%	7%	6%	5%	-	4%	-	18%	-	35%	11%	13%

ZIL\_q41a\_1.1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Facebook

Unweighted base	827	827	419	375	301	67	246	188	308	7	149	21	32	1	4	145	281
<b>Base: All LGB adults</b>	839	839	442	381	319	71	273	200	327	6	166	20	34	1	4	132	204
0	7%	7%	4%	8%	5%	1%	6%	9%	4%	-	3%	7%	5%	-	-	4%	10%
1	19%	19%	16%	17%	18%	9%	17%	17%	11%	-	8%	10%	45%	-	28%	22%	17%
2	12%	12%	11%	11%	11%	7%	10%	10%	11%	-	11%	18%	5%	-	33%	9%	12%
3	11%	11%	12%	14%	13%	18%	11%	14%	12%	-	11%	19%	5%	-	20%	13%	13%
4	8%	8%	7%	6%	10%	15%	7%	6%	9%	14%	4%	-	6%	-	20%	11%	7%
5	10%	10%	10%	12%	11%	13%	12%	8%	10%	25%	10%	-	5%	100%	-	14%	9%
6	4%	4%	5%	4%	5%	3%	4%	4%	5%	-	6%	4%	-	-	-	5%	5%
7	1%	1%	2%	2%	1%	2%	1%	1%	1%	-	3%	-	3%	-	-	1%	1%
8	3%	3%	2%	2%	2%	1%	2%	2%	3%	-	4%	-	3%	-	-	5%	2%
9	0%	0%	0%	-	0%	-	0%	-	-	-	-	-	-	-	-	-	-
10	11%	11%	13%	13%	12%	20%	13%	12%	14%	24%	14%	26%	16%	-	-	6%	8%
12	1%	1%	1%	1%	0%	-	1%	2%	2%	-	1%	-	-	-	-	3%	1%

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Total	
	Bisexual

ZIL\_q10. Since the 2015 Supreme Court judgement legalizing same sex marriage nationwide, to what extent do you think society has become more or less accepting, or has there been no change?

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more accepting	17%	14%
More accepting	61%	59%
No change	14%	18%
Less accepting	3%	4%
Much less accepting	1%	1%
Don't know	3%	3%
Net: More accepting	78%	73%
Net: Less accepting	4%	6%

ZIL\_q39a. Which types, if any, of the following mobile apps do you use every day? Please select all that apply.

Unweighted base	890	420
<b>Base: All LGB adults who own a mobile device</b>	896	526
Social media	60%	62%
News	39%	34%
Banking/finance	32%	31%
Dating	6%	5%
Entertainment	30%	34%
Health and fitness	19%	21%
Shopping	24%	25%
Weather	57%	55%
Reference (e.g., Merriam-webster dictionaries, Encyclopedia Britanica, etc.)	14%	13%
Education	8%	9%
Food and drink	12%	13%
Review apps	5%	5%
Travel	11%	9%
Other	16%	15%
Not applicable - I don't use any particular type of app every day	13%	13%

ZIL\_q41a\_1.1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Facebook

Unweighted base	827	401
<b>Base: All LGB adults</b>	839	503
0	7%	7%
1	19%	19%
2	12%	12%
3	11%	11%
4	8%	7%
5	10%	9%
6	4%	4%
7	1%	2%
8	3%	2%
9	0%	0%
10	11%	13%
12	1%	1%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q10. Since the 2015 Supreme Court judgement legalizing same sex marriage nationwide, to what extent do you think society has become more or less accepting, or has there been no change?

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Much more accepting	17%	16%	14%	-	13%	18%	-	19%	14%	21%	15%	25%	18%	15%	13%
More accepting	61%	64%	61%	100%	64%	57%	70%	52%	73%	57%	52%	75%	61%	55%	81%
No change	14%	14%	15%	-	14%	19%	22%	20%	5%	12%	33%	-	15%	19%	6%
Less accepting	3%	3%	6%	-	3%	5%	-	5%	-	3%	-	-	3%	7%	-
Much less accepting	1%	0%	-	-	1%	-	-	4%	3%	2%	-	-	1%	5%	-
Don't know	3%	2%	4%	-	4%	1%	8%	-	5%	4%	-	-	3%	-	-
Net: More accepting	78%	81%	75%	100%	78%	75%	70%	71%	87%	78%	67%	100%	79%	69%	94%
Net: Less accepting	4%	4%	6%	-	4%	5%	-	9%	3%	5%	-	-	4%	12%	-

ZIL\_q39a. Which types, if any, of the following mobile apps do you use every day? Please select all that apply.

Unweighted base	890	304	67	3	100	62	8	48	31	251	14	2	818	31	30
<b>Base: All LGB adults who own a mobile device</b>	896	320	59	2	104	70	7	50	27	240	15	2	812	36	35
Social media	60%	59%	53%	62%	71%	76%	56%	45%	51%	58%	73%	100%	60%	71%	74%
News	39%	40%	47%	69%	31%	33%	42%	29%	67%	42%	27%	50%	40%	27%	38%
Banking/finance	32%	34%	27%	-	36%	36%	46%	21%	40%	30%	32%	50%	33%	30%	30%
Dating	6%	1%	3%	-	3%	4%	21%	8%	5%	12%	34%	50%	6%	9%	9%
Entertainment	30%	30%	25%	69%	35%	39%	33%	11%	27%	30%	23%	-	29%	42%	40%
Health and fitness	19%	21%	11%	-	20%	13%	37%	6%	5%	23%	12%	50%	18%	23%	27%
Shopping	24%	28%	18%	31%	31%	23%	30%	22%	18%	20%	18%	-	24%	43%	18%
Weather	57%	59%	49%	38%	64%	48%	42%	45%	69%	57%	65%	50%	58%	46%	49%
Reference (e.g., Merriam-webster dictionaries, Encyclopaedia Britannica, etc.)	14%	15%	16%	-	15%	3%	-	18%	24%	13%	5%	100%	14%	17%	22%
Education	8%	7%	9%	-	7%	2%	-	8%	4%	10%	17%	50%	7%	5%	20%
Food and drink	12%	13%	13%	-	19%	10%	21%	9%	12%	11%	-	-	13%	16%	7%
Review apps	5%	5%	10%	-	7%	7%	-	4%	9%	4%	-	-	5%	8%	8%
Travel	11%	13%	9%	38%	9%	10%	21%	10%	10%	9%	8%	50%	11%	25%	8%
Other	16%	17%	16%	-	12%	4%	46%	12%	25%	17%	24%	100%	16%	5%	32%
Not applicable - I don't use any particular type of app every day	13%	11%	19%	-	11%	6%	9%	27%	10%	14%	-	-	13%	3%	8%

ZIL\_q41a\_1.1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Facebook

Unweighted base	827	277	61	3	92	59	8	46	33	232	13	3	757	32	28
<b>Base: All LGB adults</b>	839	295	53	2	98	67	8	49	29	221	14	3	756	37	34
0	7%	7%	5%	-	2%	3%	-	9%	11%	11%	7%	-	7%	4%	20%
1	19%	18%	17%	-	14%	18%	35%	13%	39%	21%	12%	31%	18%	25%	30%
2	12%	10%	15%	31%	13%	21%	13%	13%	8%	10%	21%	-	13%	3%	3%
3	11%	12%	17%	38%	11%	9%	9%	22%	7%	10%	-	35%	12%	12%	6%
4	8%	7%	4%	-	9%	9%	-	12%	10%	7%	-	-	8%	9%	-
5	10%	11%	12%	-	9%	6%	-	12%	7%	10%	12%	-	10%	10%	3%
6	4%	3%	3%	-	7%	10%	-	1%	7%	3%	7%	35%	4%	10%	3%
7	1%	1%	1%	-	-	2%	9%	-	-	3%	-	-	2%	-	2%
8	3%	3%	2%	-	3%	7%	-	-	-	2%	-	-	3%	-	-
9	0%	-	-	-	1%	-	-	-	-	-	-	-	0%	-	-
10	11%	14%	11%	31%	10%	5%	35%	6%	-	9%	35%	-	11%	14%	2%
12	1%	1%	-	-	1%	2%	-	-	2%	1%	-	-	1%	-	-

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Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
15	3%	2%	3%	4%	3%	2%	3%	4%	3%	1%	2%	7%	-	6%
20	4%	4%	5%	8%	3%	3%	6%	5%	3%	4%	4%	9%	-	6%
25	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	-	3%	-	-
29	0%	0%	-	-	-	0%	0%	-	-	-	0%	-	-	-
30	1%	1%	1%	2%	2%	1%	4%	2%	-	1%	1%	-	-	4%
35	0%	-	0%	0%	-	-	1%	-	-	-	0%	-	-	-
39	0%	-	0%	0%	-	-	-	-	0%	-	-	-	2%	-
40	1%	1%	1%	3%	0%	0%	1%	2%	1%	1%	1%	-	-	-
49	0%	-	0%	-	0%	-	-	-	-	0%	-	-	2%	-
50	2%	3%	2%	4%	2%	1%	2%	3%	2%	2%	2%	-	2%	4%

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	Total	Education				Marital Status						Children under the age of 18		Income			
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
15	3%	1%	5%	2%	2%	3%	-	1%	-	3%	3%	3%	3%	1%	3%	5%	1%
20	4%	4%	5%	4%	4%	4%	-	3%	7%	5%	3%	5%	4%	3%	5%	5%	7%
25	1%	-	2%	-	1%	1%	-	2%	-	0%	2%	1%	1%	1%	1%	1%	
29	0%	-	-	-	0%	-	-	-	-	0%	-	-	0%	-	0%	-	-
30	1%	2%	2%	2%	-	1%	-	-	-	2%	-	2%	1%	2%	1%	1%	2%
35	0%	1%	-	-	-	-	-	-	-	0%	-	1%	-	0%	-	-	-
39	0%	1%	-	-	-	-	-	1%	-	-	-	1%	-	0%	-	-	-
40	1%	1%	2%	1%	1%	1%	-	-	-	1%	-	-	1%	1%	1%	1%	1%
49	0%	-	-	0%	-	0%	-	-	-	-	-	-	0%	-	0%	-	-
50	2%	4%	2%	1%	2%	2%	-	3%	2%	2%	1%	4%	2%	2%	3%	2%	3%

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	Total	Social networks membership													Sexuality		
		Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man
15	3%	3%	4%	2%	1%	1%	2%	3%	5%	15%	5%	4%	-	-	-	2%	4%
20	4%	4%	6%	4%	5%	5%	6%	5%	7%	11%	10%	8%	3%	-	-	3%	5%
25	1%	1%	1%	1%	1%	-	1%	1%	2%	11%	4%	4%	-	-	-	1%	1%
29	0%	0%	-	0%	0%	-	-	-	-	-	-	-	-	-	-	-	0%
30	1%	1%	1%	1%	0%	2%	1%	1%	1%	-	1%	-	-	-	-	1%	1%
35	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
39	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40	1%	1%	1%	1%	1%	-	2%	1%	2%	-	3%	-	5%	-	-	-	1%
49	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50	2%	2%	2%	2%	3%	2%	2%	4%	2%	-	3%	-	-	-	-	1%	2%



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	Total	Bisexual
15	3%	2%
20	4%	5%
25	1%	1%
29	0%	-
30	1%	1%
35	0%	0%
39	0%	0%
40	1%	1%
49	0%	0%
50	2%	2%

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	Total	Relationship Status										Gender Identity			
		Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender
15	3%	3%	3%	-	1%	-	-	2%	-	4%	-	-	3%	9%	-
20	4%	4%	1%	-	8%	5%	-	5%	5%	5%	-	-	4%	2%	13%
25	1%	1%	3%	-	1%	1%	-	-	-	1%	-	-	1%	-	5%
29	0%	-	-	-	-	-	-	-	-	0%	-	-	0%	-	-
30	1%	1%	1%	-	2%	-	-	2%	-	1%	5%	-	1%	-	5%
35	0%	-	-	-	1%	-	-	-	-	-	-	-	0%	-	-
39	0%	-	-	-	-	-	-	2%	-	-	-	-	-	3%	-
40	1%	1%	-	-	2%	2%	-	-	-	1%	-	-	1%	-	-
49	0%	0%	-	-	-	-	-	-	-	-	-	-	0%	-	-
50	2%	2%	3%	-	4%	-	-	-	2%	2%	-	-	2%	-	8%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q41a\_2\_1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Twitter

Unweighted base	455	202	253	134	151	170	100	104	124	127	367	20	23	45
<b>Base: All LGB adults</b>	<b>477</b>	<b>176</b>	<b>301</b>	<b>162</b>	<b>153</b>	<b>163</b>	<b>105</b>	<b>108</b>	<b>132</b>	<b>132</b>	<b>382</b>	<b>20</b>	<b>25</b>	<b>50</b>
0	33%	36%	31%	35%	29%	34%	26%	37%	34%	34%	35%	17%	34%	23%
1	30%	24%	34%	25%	33%	33%	29%	22%	39%	30%	32%	21%	16%	30%
2	10%	12%	9%	7%	11%	11%	10%	14%	8%	9%	9%	19%	9%	16%
3	4%	6%	3%	3%	5%	5%	6%	3%	3%	5%	3%	13%	11%	5%
4	3%	3%	3%	2%	4%	2%	6%	4%	1%	-	3%	-	6%	-
5	7%	6%	8%	8%	9%	4%	6%	9%	4%	8%	6%	5%	17%	10%
6	2%	1%	2%	1%	1%	3%	2%	2%	1%	1%	1%	8%	-	5%
7	0%	-	1%	1%	1%	-	-	1%	-	1%	1%	-	-	-
8	0%	0%	-	-	-	0%	1%	-	-	-	0%	-	-	-
10	6%	5%	6%	10%	4%	3%	6%	5%	5%	7%	6%	4%	6%	6%
11	0%	0%	-	0%	-	-	-	-	-	1%	0%	-	-	-
15	2%	0%	3%	4%	1%	-	2%	-	4%	1%	1%	8%	-	3%
20	2%	3%	1%	3%	-	2%	3%	1%	1%	2%	2%	-	-	2%
30	0%	1%	-	0%	1%	-	-	-	1%	1%	0%	5%	-	-
40	0%	-	0%	-	-	1%	1%	-	-	-	0%	-	-	-
50	1%	2%	-	0%	0%	1%	1%	1%	-	1%	1%	-	-	-

ZIL\_q41a\_3\_1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Instagram

Unweighted base	330	128	202	143	112	75	66	76	92	96	254	18	27	31
<b>Base: All LGB adults</b>	<b>351</b>	<b>110</b>	<b>240</b>	<b>169</b>	<b>113</b>	<b>69</b>	<b>68</b>	<b>81</b>	<b>101</b>	<b>101</b>	<b>265</b>	<b>19</b>	<b>31</b>	<b>35</b>
0	29%	26%	30%	20%	36%	40%	23%	28%	25%	37%	32%	28%	20%	12%
1	26%	28%	25%	18%	34%	30%	24%	25%	27%	26%	26%	23%	31%	18%
2	14%	10%	16%	17%	10%	14%	13%	18%	14%	12%	13%	24%	23%	11%
3	6%	7%	6%	10%	3%	2%	9%	6%	8%	4%	6%	-	-	18%
4	4%	6%	2%	5%	2%	3%	7%	1%	5%	3%	3%	-	5%	6%
5	9%	7%	11%	14%	5%	6%	6%	13%	12%	6%	8%	8%	13%	19%
6	2%	2%	1%	1%	3%	-	-	1%	3%	1%	1%	5%	-	3%
7	1%	2%	0%	1%	1%	-	-	1%	-	2%	1%	6%	-	-
10	4%	7%	3%	5%	3%	5%	10%	3%	3%	2%	4%	6%	-	7%
15	1%	2%	1%	3%	1%	-	1%	1%	1%	2%	2%	-	-	3%
20	1%	2%	1%	2%	1%	-	1%	-	1%	2%	1%	-	-	3%
25	0%	1%	-	-	1%	-	-	1%	-	-	0%	-	-	-
30	2%	-	2%	2%	1%	-	4%	-	1%	2%	1%	-	8%	-
50	1%	-	1%	1%	-	-	-	2%	-	1%	1%	-	-	-

ZIL\_q42a\_1\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Facebook

Unweighted base	827	406	421	197	256	374	148	174	245	260	678	33	40	76
<b>Base: All LGB adults</b>	<b>839</b>	<b>344</b>	<b>495</b>	<b>235</b>	<b>260</b>	<b>344</b>	<b>151</b>	<b>175</b>	<b>258</b>	<b>255</b>	<b>678</b>	<b>33</b>	<b>44</b>	<b>84</b>
0	25%	26%	25%	32%	17%	27%	27%	24%	24%	26%	26%	11%	25%	21%
1	32%	27%	35%	33%	39%	26%	33%	35%	32%	28%	32%	39%	36%	23%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q41a\_2\_1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Twitter

Unweighted base	455	48	145	150	112	146	6	42	15	215	31	62	393	153	124	136	42
<b>Base: All LGB adults</b>	<b>477</b>	<b>51</b>	<b>158</b>	<b>154</b>	<b>114</b>	<b>161</b>	<b>7</b>	<b>43</b>	<b>14</b>	<b>222</b>	<b>31</b>	<b>75</b>	<b>402</b>	<b>159</b>	<b>136</b>	<b>137</b>	<b>45</b>
0	33%	36%	36%	32%	28%	33%	-	41%	22%	31%	48%	48%	30%	38%	35%	27%	25%
1	30%	36%	28%	27%	36%	30%	47%	35%	46%	28%	32%	30%	31%	31%	27%	32%	33%
2	10%	6%	10%	12%	9%	11%	15%	4%	15%	10%	10%	8%	10%	8%	8%	14%	12%
3	4%	6%	5%	5%	2%	3%	-	5%	11%	4%	5%	2%	5%	4%	6%	2%	8%
4	3%	3%	3%	2%	3%	3%	-	6%	-	3%	-	3%	2%	3%	4%	1%	2%
5	7%	6%	4%	7%	11%	9%	13%	-	5%	7%	-	3%	8%	4%	9%	9%	6%
6	2%	1%	2%	1%	3%	2%	24%	2%	-	1%	-	3%	1%	2%	1%	2%	2%
7	0%	-	-	-	2%	-	-	-	-	1%	-	-	1%	1%	-	1%	-
8	0%	-	-	0%	-	-	-	-	-	0%	-	-	0%	-	1%	-	-
10	6%	-	8%	6%	4%	3%	-	7%	-	8%	3%	-	7%	3%	5%	8%	9%
11	0%	1%	-	-	-	-	-	-	-	0%	-	-	0%	-	1%	-	-
15	2%	2%	1%	4%	-	1%	-	-	-	3%	-	2%	2%	2%	1%	2%	3%
20	2%	-	-	3%	3%	4%	-	-	-	1%	-	-	2%	1%	3%	2%	-
30	0%	1%	1%	-	-	1%	-	-	-	0%	-	1%	0%	0%	1%	-	-
40	0%	-	1%	-	-	-	-	-	-	0%	-	-	0%	1%	-	-	-
50	1%	1%	1%	1%	-	-	-	-	-	1%	2%	-	1%	2%	-	-	-

ZIL\_q41a\_3\_1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Instagram

Unweighted base	330	33	119	108	70	96	4	24	7	180	19	53	277	102	90	107	31
<b>Base: All LGB adults</b>	<b>351</b>	<b>35</b>	<b>137</b>	<b>108</b>	<b>71</b>	<b>105</b>	<b>5</b>	<b>26</b>	<b>6</b>	<b>190</b>	<b>19</b>	<b>65</b>	<b>286</b>	<b>110</b>	<b>100</b>	<b>107</b>	<b>33</b>
0	29%	34%	26%	31%	29%	40%	29%	46%	17%	20%	39%	38%	27%	34%	29%	27%	16%
1	26%	26%	24%	20%	37%	26%	58%	32%	25%	23%	34%	27%	25%	28%	18%	30%	31%
2	14%	12%	18%	12%	11%	12%	-	9%	37%	16%	9%	15%	14%	11%	18%	14%	17%
3	6%	2%	7%	11%	1%	1%	-	3%	-	11%	-	-	8%	5%	6%	6%	11%
4	4%	2%	2%	4%	7%	6%	13%	-	-	3%	-	4%	4%	3%	4%	3%	5%
5	9%	7%	12%	10%	6%	6%	-	5%	-	12%	13%	11%	9%	7%	12%	10%	9%
6	2%	7%	1%	2%	-	-	-	-	-	3%	-	-	2%	2%	-	2%	-
7	1%	3%	1%	-	1%	1%	-	-	21%	1%	-	-	1%	-	1%	2%	-
10	4%	-	2%	7%	6%	3%	-	-	-	5%	5%	-	5%	5%	3%	3%	2%
15	1%	-	2%	1%	1%	-	-	5%	-	2%	-	2%	1%	3%	-	1%	3%
20	1%	-	3%	-	1%	2%	-	-	-	2%	-	2%	1%	-	3%	1%	3%
25	0%	-	-	1%	-	-	-	-	-	0%	-	-	0%	-	1%	-	-
30	2%	5%	1%	2%	-	2%	-	-	-	2%	-	2%	1%	1%	2%	1%	3%
50	1%	3%	1%	-	-	2%	-	-	-	0%	-	-	1%	1%	2%	-	-

ZIL\_q42a\_1\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Facebook

Unweighted base	827	96	260	264	207	280	8	78	31	356	74	111	716	281	233	234	79
<b>Base: All LGB adults</b>	<b>839</b>	<b>104</b>	<b>276</b>	<b>260</b>	<b>200</b>	<b>296</b>	<b>9</b>	<b>82</b>	<b>29</b>	<b>356</b>	<b>67</b>	<b>134</b>	<b>705</b>	<b>290</b>	<b>237</b>	<b>228</b>	<b>83</b>
0	25%	25%	23%	29%	25%	22%	10%	23%	30%	29%	22%	15%	27%	23%	23%	29%	27%
1	32%	28%	30%	31%	38%	33%	27%	33%	27%	32%	28%	42%	30%	28%	31%	36%	37%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q41a\_2\_1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Twitter

	Unweighted base	455	419	455	259	212	57	199	155	251	7	120	21	16	-	-	79	130
<b>Base: All LGB adults</b>	<b>477</b>	<b>442</b>	<b>477</b>	<b>269</b>	<b>228</b>	<b>61</b>	<b>222</b>	<b>165</b>	<b>268</b>	<b>6</b>	<b>132</b>	<b>20</b>	<b>17</b>	<b>-</b>	<b>-</b>	<b>71</b>	<b>95</b>	
0	33%	33%	33%	33%	36%	28%	33%	30%	29%	11%	25%	13%	26%	-	-	24%	31%	
1	30%	31%	30%	31%	35%	27%	33%	27%	29%	50%	29%	24%	44%	-	-	34%	23%	
2	10%	10%	10%	11%	8%	14%	8%	11%	11%	-	9%	14%	8%	-	-	9%	13%	
3	4%	4%	4%	4%	3%	9%	5%	3%	5%	-	5%	-	-	-	-	7%	6%	
4	3%	3%	3%	2%	4%	1%	2%	3%	3%	-	2%	8%	-	-	-	2%	4%	
5	7%	8%	7%	7%	4%	6%	6%	5%	8%	16%	12%	14%	-	-	-	6%	5%	
6	2%	1%	2%	1%	2%	2%	1%	2%	2%	-	1%	12%	-	-	-	5%	2%	
7	0%	0%	0%	0%	0%	-	0%	1%	1%	-	1%	-	-	-	-	-	-	
8	0%	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-	
10	6%	6%	6%	4%	4%	7%	4%	10%	8%	11%	9%	15%	7%	-	-	9%	4%	
11	0%	0%	0%	0%	0%	-	0%	0%	0%	-	1%	-	-	-	-	-	1%	
15	2%	2%	2%	2%	0%	-	2%	3%	2%	-	3%	-	-	-	-	1%	1%	
20	2%	2%	2%	3%	3%	3%	3%	4%	1%	11%	2%	-	15%	-	-	-	3%	
30	0%	0%	0%	1%	1%	3%	1%	1%	0%	-	-	-	-	-	-	-	2%	
40	0%	0%	0%	0%	0%	-	0%	-	0%	-	-	-	-	-	-	1%	-	
50	1%	1%	1%	1%	-	-	-	-	1%	-	1%	-	-	-	-	-	4%	

ZIL\_q41a\_3\_1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Instagram

	Unweighted base	330	308	251	181	148	42	169	140	330	6	134	18	8	-	-	63	89
<b>Base: All LGB adults</b>	<b>351</b>	<b>327</b>	<b>268</b>	<b>188</b>	<b>161</b>	<b>47</b>	<b>185</b>	<b>147</b>	<b>351</b>	<b>6</b>	<b>150</b>	<b>18</b>	<b>8</b>	<b>-</b>	<b>-</b>	<b>56</b>	<b>66</b>	
0	29%	30%	31%	33%	36%	32%	30%	26%	29%	-	14%	30%	58%	-	-	29%	17%	
1	26%	25%	27%	27%	32%	36%	27%	27%	26%	58%	25%	36%	23%	-	-	34%	28%	
2	14%	14%	15%	12%	13%	13%	16%	13%	14%	-	18%	5%	-	-	-	16%	9%	
3	6%	7%	6%	5%	3%	-	5%	9%	6%	12%	12%	4%	-	-	-	2%	10%	
4	4%	4%	3%	6%	3%	5%	3%	2%	4%	-	2%	5%	-	-	-	5%	5%	
5	9%	9%	8%	5%	5%	5%	6%	12%	9%	17%	13%	13%	-	-	-	8%	12%	
6	2%	2%	1%	1%	1%	-	2%	1%	2%	-	1%	-	-	-	-	-	1%	
7	1%	1%	1%	1%	1%	3%	1%	1%	1%	-	2%	7%	-	-	-	-	3%	
10	4%	4%	4%	5%	2%	4%	5%	4%	4%	12%	4%	-	-	-	-	2%	9%	
15	1%	2%	1%	2%	0%	-	2%	2%	1%	-	3%	-	-	-	-	-	4%	
20	1%	0%	1%	0%	1%	-	1%	1%	1%	-	2%	-	-	-	-	2%	1%	
25	0%	0%	0%	0%	0%	-	0%	0%	0%	-	0%	-	-	-	-	-	1%	
30	2%	1%	1%	1%	2%	2%	1%	2%	2%	-	1%	-	-	-	-	3%	-	
50	1%	1%	1%	1%	1%	-	1%	1%	1%	-	2%	-	19%	-	-	2%	-	

ZIL\_q42a\_1\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Facebook

	Unweighted base	827	827	419	375	301	67	246	188	308	7	149	21	32	1	4	145	281
<b>Base: All LGB adults</b>	<b>839</b>	<b>839</b>	<b>442</b>	<b>381</b>	<b>319</b>	<b>71</b>	<b>273</b>	<b>200</b>	<b>327</b>	<b>6</b>	<b>166</b>	<b>20</b>	<b>34</b>	<b>1</b>	<b>4</b>	<b>132</b>	<b>204</b>	
0	25%	25%	20%	26%	19%	8%	23%	28%	20%	-	23%	17%	27%	-	80%	27%	27%	
1	32%	32%	34%	34%	35%	41%	38%	37%	35%	11%	33%	47%	34%	100%	-	31%	30%	

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**LGB 2017**

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Total	
	Bisexual

ZIL\_q41a\_2\_1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Twitter

Unweighted base	455	246
<b>Base: All LGB adults</b>	<b>477</b>	<b>311</b>
0	33%	35%
1	30%	32%
2	10%	9%
3	4%	3%
4	3%	2%
5	7%	8%
6	2%	1%
7	0%	1%
8	0%	-
10	6%	6%
11	0%	-
15	2%	2%
20	2%	2%
30	0%	-
40	0%	-
50	1%	-

ZIL\_q41a\_3\_1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Instagram

Unweighted base	330	178
<b>Base: All LGB adults</b>	<b>351</b>	<b>228</b>
0	29%	32%
1	26%	23%
2	14%	16%
3	6%	6%
4	4%	3%
5	9%	9%
6	2%	2%
7	1%	0%
10	4%	4%
15	1%	1%
20	1%	1%
25	0%	-
30	2%	2%
50	1%	1%

ZIL\_q42a\_1\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Facebook

Unweighted base	827	401
<b>Base: All LGB adults</b>	<b>839</b>	<b>503</b>
0	25%	24%
1	32%	33%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q41a\_2\_1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Twitter

	Unweighted base	455	148	31	1	55	34	6	24	18	132	5	1	405	19	25
<b>Base: All LGB adults</b>		477	165	30	1	59	41	6	24	16	129	5	1	418	22	30
0		33%	33%	45%	100%	41%	30%	-	43%	23%	28%	20%	-	35%	18%	17%
1		30%	31%	30%	-	23%	28%	52%	38%	41%	28%	80%	100%	30%	25%	42%
2		10%	10%	8%	-	11%	10%	36%	3%	6%	12%	-	-	9%	32%	9%
3		4%	3%	-	-	5%	-	-	7%	27%	5%	-	-	5%	7%	-
4		3%	3%	-	-	1%	5%	12%	3%	-	3%	-	-	2%	7%	3%
5		7%	10%	5%	-	5%	16%	-	-	4%	5%	-	-	7%	-	9%
6		2%	3%	-	-	-	2%	-	6%	-	1%	-	-	2%	-	-
7		0%	-	3%	-	2%	-	-	-	-	-	-	-	0%	-	-
8		0%	-	-	-	-	-	-	-	-	1%	-	-	0%	-	-
10		6%	4%	6%	-	7%	8%	-	-	-	9%	-	-	5%	11%	6%
11		0%	-	-	-	-	-	-	-	-	1%	-	-	-	-	2%
15		2%	1%	-	-	4%	-	-	-	-	3%	-	-	1%	-	5%
20		2%	4%	-	-	-	-	-	-	-	2%	-	-	2%	-	3%
30		0%	-	2%	-	2%	-	-	-	-	-	-	-	0%	-	-
40		0%	-	-	-	-	-	-	-	-	1%	-	-	-	-	3%
50		1%	-	-	-	-	2%	-	-	-	2%	-	-	1%	-	-

ZIL\_q41a\_3\_1. Approximately how many times per day do you check each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Instagram

	Unweighted base	330	98	21	2	44	33	1	14	8	104	5	-	294	17	15
<b>Base: All LGB adults</b>		351	109	19	2	48	41	2	15	6	104	6	-	309	20	17
0		29%	40%	25%	44%	30%	27%	-	64%	34%	14%	-	-	30%	15%	28%
1		26%	29%	45%	56%	16%	13%	100%	17%	22%	28%	39%	-	25%	35%	30%
2		14%	10%	9%	-	11%	25%	-	6%	33%	18%	-	-	15%	11%	-
3		6%	1%	-	-	21%	10%	-	-	-	6%	-	-	7%	-	4%
4		4%	5%	4%	-	5%	-	-	5%	11%	2%	-	-	3%	12%	-
5		9%	6%	17%	-	2%	21%	-	8%	-	11%	28%	-	8%	21%	25%
6		2%	-	-	-	2%	-	-	-	-	4%	-	-	1%	-	-
7		1%	1%	-	-	2%	-	-	-	-	1%	-	-	0%	6%	6%
10		4%	3%	-	-	2%	2%	-	-	-	8%	21%	-	4%	-	7%
15		1%	-	-	-	6%	-	-	-	-	2%	-	-	2%	-	-
20		1%	1%	-	-	-	-	-	-	-	3%	-	-	1%	-	-
25		0%	-	-	-	-	-	-	-	-	-	13%	-	0%	-	-
30		2%	1%	-	-	2%	2%	-	-	-	2%	-	-	2%	-	-
50		1%	1%	-	-	-	-	-	-	-	1%	-	-	1%	-	-

ZIL\_q42a\_1\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Facebook

	Unweighted base	827	277	61	3	92	59	8	46	33	232	13	3	757	32	28
<b>Base: All LGB adults</b>		839	295	53	2	98	67	8	49	29	221	14	3	756	37	34
0		25%	23%	18%	-	18%	30%	-	19%	36%	33%	27%	-	24%	16%	46%
1		32%	34%	35%	-	35%	43%	33%	28%	21%	26%	35%	-	32%	31%	34%

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Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
2	13%	14%	12%	14%	15%	10%	8%	13%	15%	13%	13%	18%	5%	11%
3	7%	7%	6%	7%	7%	6%	6%	4%	8%	8%	6%	7%	11%	13%
4	3%	3%	3%	3%	3%	4%	6%	2%	3%	3%	3%	2%	10%	7%
5	8%	9%	7%	5%	6%	11%	10%	7%	7%	7%	8%	11%	5%	8%
6	2%	2%	2%	1%	1%	3%	0%	3%	2%	1%	1%	-	2%	5%
7	1%	2%	1%	-	1%	2%	-	1%	0%	2%	1%	-	-	-
8	0%	1%	0%	-	0%	1%	0%	1%	1%	0%	1%	-	-	-
10	4%	4%	4%	2%	5%	5%	3%	5%	3%	4%	4%	-	-	6%
12	1%	0%	1%	-	1%	1%	-	1%	0%	2%	1%	3%	-	1%
15	1%	1%	1%	-	1%	1%	1%	0%	1%	0%	1%	3%	-	-
20	1%	2%	1%	2%	2%	1%	2%	2%	1%	1%	1%	6%	2%	-
25	0%	1%	0%	-	1%	1%	1%	-	-	1%	1%	-	-	-
30	0%	-	0%	1%	-	-	-	-	1%	-	-	-	-	2%
37	0%	-	0%	-	0%	-	-	-	-	0%	-	-	2%	-
39	0%	-	0%	1%	-	-	-	-	1%	-	0%	-	-	-
40	0%	1%	0%	-	-	1%	1%	-	1%	0%	0%	-	-	1%
44	0%	-	0%	-	0%	-	-	-	0%	-	-	-	2%	-
50	1%	1%	1%	-	1%	2%	1%	2%	0%	2%	1%	-	-	2%



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Total	Education				Marital Status						Children under the age of 18		Income				
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
2	13%	18%	15%	9%	12%	12%	35%	13%	11%	13%	10%	16%	12%	15%	14%	12%	5%
3	7%	8%	7%	7%	4%	6%	-	9%	5%	6%	16%	9%	6%	8%	8%	3%	8%
4	3%	2%	4%	4%	2%	4%	10%	3%	7%	2%	4%	2%	4%	2%	4%	3%	5%
5	8%	11%	5%	9%	7%	6%	11%	11%	5%	8%	8%	3%	9%	9%	5%	9%	6%
6	2%	2%	2%	1%	2%	3%	-	2%	4%	1%	-	-	2%	2%	2%	2%	-
7	1%	-	1%	1%	2%	2%	-	-	-	0%	1%	1%	1%	1%	1%	0%	2%
8	0%	1%	0%	1%	1%	-	8%	2%	-	0%	-	1%	0%	0%	1%	-	-
10	4%	3%	5%	4%	3%	5%	-	4%	-	3%	6%	5%	4%	4%	3%	3%	6%
12	1%	1%	1%	1%	1%	1%	-	-	2%	1%	-	1%	1%	1%	1%	1%	-
15	1%	-	1%	1%	-	1%	-	-	-	0%	-	1%	0%	0%	1%	1%	-
20	1%	1%	2%	1%	2%	1%	-	-	2%	2%	-	4%	1%	2%	2%	1%	-
25	0%	-	1%	-	1%	0%	-	1%	-	0%	-	-	1%	0%	1%	0%	-
30	0%	-	1%	-	-	-	-	-	-	0%	-	-	0%	-	-	1%	-
37	0%	-	-	0%	-	0%	-	-	-	-	-	-	0%	-	0%	-	-
39	0%	-	-	-	1%	1%	-	-	-	-	-	1%	-	-	1%	-	-
40	0%	-	-	1%	1%	0%	-	-	-	1%	-	-	1%	0%	1%	0%	-
44	0%	-	0%	-	-	-	-	-	-	0%	-	-	0%	0%	-	-	-
50	1%	1%	2%	1%	1%	1%	-	-	6%	1%	4%	-	2%	2%	0%	0%	4%

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Total	Social networks membership														Sexuality		
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man	
2	13%	13%	11%	10%	12%	9%	11%	8%	13%	24%	15%	8%	9%	-	-	8%	11%
3	7%	7%	7%	6%	7%	7%	7%	5%	8%	25%	6%	7%	3%	-	-	7%	7%
4	3%	3%	3%	3%	4%	4%	1%	2%	3%	-	4%	-	-	-	20%	5%	4%
5	8%	8%	8%	8%	10%	11%	7%	5%	7%	-	7%	4%	14%	-	-	8%	7%
6	2%	2%	2%	2%	2%	1%	0%	1%	1%	-	2%	-	3%	-	-	1%	1%
7	1%	1%	2%	2%	1%	3%	1%	2%	0%	-	-	-	-	-	-	1%	1%
8	0%	0%	1%	0%	0%	1%	1%	0%	1%	-	0%	-	-	-	-	1%	1%
10	4%	4%	6%	4%	4%	6%	4%	3%	4%	40%	5%	14%	3%	-	-	4%	4%
12	1%	1%	1%	0%	0%	1%	0%	1%	1%	-	-	-	-	-	-	1%	1%
15	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	-	1%	1%
20	1%	1%	2%	1%	2%	5%	2%	2%	2%	-	3%	4%	-	-	-	1%	1%
25	0%	0%	1%	1%	1%	-	1%	1%	0%	-	0%	-	-	-	-	1%	1%
30	0%	0%	-	-	-	-	-	1%	0%	-	-	-	-	-	-	-	1%
37	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
39	0%	0%	-	0%	-	-	1%	-	0%	-	1%	-	-	-	-	-	-
40	0%	0%	1%	1%	0%	-	1%	1%	0%	-	-	-	3%	-	-	-	1%
44	0%	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	1%	-
50	1%	1%	1%	1%	2%	-	1%	1%	1%	-	1%	-	5%	-	-	2%	1%

**YouGov NY**  
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	Total	Bisexual
2	13%	15%
3	7%	6%
4	3%	3%
5	8%	8%
6	2%	2%
7	1%	1%
8	0%	-
10	4%	4%
12	1%	1%
15	1%	0%
20	1%	1%
25	0%	0%
30	0%	-
37	0%	0%
39	0%	0%
40	0%	1%
44	0%	-
50	1%	1%

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	Total	Relationship Status										Gender Identity			
		Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender
2	13%	13%	10%	31%	16%	9%	31%	13%	15%	11%	12%	35%	13%	15%	3%
3	7%	5%	11%	31%	8%	3%	-	12%	9%	7%	7%	-	7%	6%	2%
4	3%	3%	4%	38%	2%	8%	-	2%	3%	3%	-	-	3%	11%	-
5	8%	6%	6%	-	13%	3%	13%	13%	5%	8%	12%	31%	8%	4%	-
6	2%	3%	2%	-	-	-	-	3%	3%	1%	-	-	2%	7%	-
7	1%	2%	-	-	1%	-	-	-	-	1%	-	-	1%	-	-
8	0%	-	-	-	-	-	-	3%	-	1%	-	-	1%	-	-
10	4%	5%	7%	-	2%	-	15%	5%	-	4%	-	-	4%	3%	11%
12	1%	1%	-	-	-	2%	9%	-	2%	-	-	35%	1%	-	-
15	1%	1%	-	-	-	-	-	-	-	1%	-	-	1%	-	-
20	1%	1%	1%	-	3%	-	-	-	2%	2%	-	-	1%	-	-
25	0%	0%	1%	-	-	-	-	1%	-	0%	-	-	0%	-	-
30	0%	-	-	-	-	-	-	-	-	1%	-	-	-	4%	-
37	0%	0%	-	-	-	-	-	-	-	-	-	-	0%	-	-
39	0%	1%	-	-	-	-	-	-	-	-	-	-	0%	-	-
40	0%	0%	-	-	-	-	-	-	-	1%	-	-	0%	-	3%
44	0%	-	2%	-	-	-	-	-	-	-	-	-	0%	-	-
50	1%	1%	2%	-	1%	1%	-	-	3%	1%	7%	-	1%	2%	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q42a\_2\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Twitter

	Unweighted base	455	202	253	134	151	170	100	104	124	127	367	20	23	45
<b>Base: All LGB adults</b>	<b>477</b>	<b>176</b>	<b>301</b>	<b>162</b>	<b>153</b>	<b>163</b>	<b>105</b>	<b>108</b>	<b>132</b>	<b>132</b>	<b>382</b>	<b>20</b>	<b>25</b>	<b>50</b>	
0	49%	51%	48%	53%	39%	55%	38%	52%	51%	55%	52%	38%	43%	35%	
1	22%	22%	22%	20%	31%	15%	24%	22%	21%	21%	21%	24%	25%	22%	
2	7%	6%	7%	5%	7%	8%	10%	8%	6%	5%	7%	8%	3%	9%	
3	5%	3%	5%	3%	6%	5%	5%	3%	7%	4%	5%	9%	3%	5%	
4	2%	1%	3%	3%	2%	2%	4%	3%	2%	1%	2%	-	6%	2%	
5	5%	2%	7%	9%	5%	2%	9%	4%	6%	2%	4%	9%	6%	15%	
6	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	-	2%	
7	1%	1%	1%	2%	-	1%	2%	1%	1%	1%	1%	-	4%	-	
9	0%	0%	-	-	-	0%	-	1%	-	-	0%	-	-	-	
10	3%	4%	3%	2%	4%	5%	4%	2%	3%	6%	3%	4%	10%	7%	
12	0%	0%	-	-	-	0%	1%	-	-	-	-	4%	-	-	
15	1%	2%	-	0%	2%	1%	1%	-	1%	1%	1%	5%	-	2%	
20	1%	0%	1%	-	1%	2%	1%	-	1%	2%	1%	-	-	-	
25	0%	0%	-	-	0%	-	1%	-	-	-	0%	-	-	-	
30	0%	1%	0%	0%	1%	0%	-	1%	1%	-	1%	-	-	-	
50	2%	3%	1%	1%	2%	2%	2%	2%	-	2%	2%	-	-	2%	

ZIL\_q42a\_3\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Instagram

	Unweighted base	330	128	202	143	112	75	66	76	92	96	254	18	27	31
<b>Base: All LGB adults</b>	<b>351</b>	<b>110</b>	<b>240</b>	<b>169</b>	<b>113</b>	<b>69</b>	<b>68</b>	<b>81</b>	<b>101</b>	<b>101</b>	<b>265</b>	<b>19</b>	<b>31</b>	<b>35</b>	
0	48%	50%	47%	39%	51%	64%	46%	47%	48%	51%	52%	46%	51%	19%	
1	32%	31%	33%	37%	32%	21%	35%	37%	28%	30%	29%	37%	21%	61%	
2	10%	12%	9%	10%	9%	11%	11%	4%	12%	11%	9%	12%	15%	6%	
3	6%	2%	8%	9%	5%	1%	6%	10%	4%	5%	6%	5%	13%	3%	
4	1%	1%	0%	1%	-	-	-	1%	-	1%	0%	-	-	3%	
5	1%	2%	1%	1%	1%	2%	-	-	4%	-	1%	-	-	5%	
6	0%	-	0%	1%	-	-	-	-	-	1%	0%	-	-	-	
8	0%	-	0%	-	1%	-	-	1%	-	-	0%	-	-	-	
10	0%	1%	0%	-	1%	1%	-	-	2%	-	1%	-	-	-	
11	0%	1%	-	-	1%	-	-	-	1%	-	0%	-	-	-	
15	1%	-	1%	2%	-	-	1%	-	2%	-	1%	-	-	3%	
20	0%	1%	-	-	1%	-	-	-	-	1%	0%	-	-	-	

ZIL\_q43a\_1\_1. Approximately how many accounts do you follow on each of the following social media platforms? Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Facebook

	Unweighted base	872	427	445	213	272	387	164	182	256	270	711	35	44	82
<b>Base: All LGB adults</b>	<b>884</b>	<b>361</b>	<b>523</b>	<b>252</b>	<b>277</b>	<b>356</b>	<b>167</b>	<b>182</b>	<b>271</b>	<b>265</b>	<b>710</b>	<b>35</b>	<b>49</b>	<b>91</b>	
0	13%	16%	11%	14%	11%	13%	14%	13%	10%	15%	13%	7%	19%	13%	
1	18%	21%	16%	11%	19%	23%	18%	18%	18%	20%	19%	14%	27%	14%	
2	3%	2%	3%	2%	2%	3%	1%	2%	5%	2%	2%	5%	3%	3%	
3	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	9%	-	1%	
4	1%	1%	1%	1%	1%	2%	2%	0%	1%	1%	1%	-	4%	3%	

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q42a\_2\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Twitter

Unweighted base	455	48	145	150	112	146	6	42	15	215	31	62	393	153	124	136	42
<b>Base: All LGB adults</b>	477	51	158	154	114	161	7	43	14	222	31	75	402	159	136	137	45
0	49%	46%	47%	52%	50%	50%	24%	58%	58%	46%	52%	49%	49%	46%	52%	52%	45%
1	22%	24%	16%	23%	27%	25%	24%	15%	26%	19%	32%	24%	21%	21%	18%	29%	14%
2	7%	10%	8%	7%	4%	6%	13%	4%	10%	8%	3%	6%	7%	6%	9%	5%	8%
3	5%	8%	3%	6%	4%	4%	-	4%	5%	6%	-	5%	5%	5%	3%	4%	10%
4	2%	-	3%	3%	2%	3%	-	2%	-	2%	2%	3%	2%	2%	4%	1%	5%
5	5%	2%	8%	4%	4%	4%	29%	-	-	7%	-	5%	5%	5%	7%	4%	6%
6	1%	3%	2%	-	1%	1%	11%	2%	-	1%	-	4%	1%	1%	1%	1%	-
7	1%	2%	1%	-	1%	1%	-	4%	-	1%	-	3%	1%	2%	1%	-	-
9	0%	-	-	-	1%	0%	-	-	-	-	-	-	0%	-	-	-	2%
10	3%	4%	4%	2%	4%	3%	-	4%	-	4%	2%	-	4%	3%	4%	3%	5%
12	0%	-	0%	-	-	-	-	2%	-	-	-	-	0%	0%	-	-	-
15	1%	1%	2%	-	1%	1%	-	-	-	1%	-	1%	1%	1%	1%	1%	-
20	1%	-	2%	1%	-	1%	-	-	-	1%	3%	-	1%	0%	1%	-	5%
25	0%	-	0%	-	-	-	-	2%	-	-	-	-	0%	-	1%	-	-
30	0%	-	1%	1%	-	-	-	-	-	1%	-	-	1%	1%	-	-	-
50	2%	1%	3%	0%	1%	1%	-	3%	-	1%	6%	-	2%	4%	-	1%	-

ZIL\_q42a\_3\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Instagram

Unweighted base	330	33	119	108	70	96	4	24	7	180	19	53	277	102	90	107	31
<b>Base: All LGB adults</b>	351	35	137	108	71	105	5	26	6	190	19	65	286	110	100	107	33
0	48%	53%	45%	47%	53%	53%	29%	76%	55%	43%	39%	46%	48%	50%	38%	57%	45%
1	32%	26%	32%	35%	32%	24%	58%	12%	12%	37%	56%	30%	33%	27%	38%	28%	42%
2	10%	10%	9%	12%	8%	10%	-	9%	33%	10%	-	14%	9%	10%	14%	8%	-
3	6%	9%	10%	3%	1%	8%	13%	3%	-	6%	5%	7%	6%	8%	8%	2%	10%
4	1%	-	-	1%	1%	2%	-	-	-	-	-	-	1%	-	1%	1%	-
5	1%	-	2%	1%	-	-	-	-	-	2%	-	-	1%	1%	-	2%	-
6	0%	3%	-	-	-	-	-	-	-	0%	-	-	0%	1%	-	-	-
8	0%	-	-	-	1%	1%	-	-	-	-	-	-	0%	-	-	1%	-
10	0%	-	1%	1%	-	-	-	-	-	1%	-	-	1%	1%	-	-	-
11	0%	-	1%	-	-	-	-	-	-	0%	-	-	0%	1%	-	-	-
15	1%	-	1%	-	2%	2%	-	-	-	1%	-	2%	0%	-	2%	-	3%
20	0%	-	-	1%	-	1%	-	-	-	-	-	-	0%	-	-	1%	-

ZIL\_q43a\_1\_1. Approximately how many accounts do you follow on each of the following social media platforms? Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Facebook

Unweighted base	872	100	280	276	216	292	9	81	31	385	74	118	754	296	245	244	87
<b>Base: All LGB adults</b>	884	107	297	272	209	309	10	84	29	385	67	142	743	304	251	238	91
0	13%	11%	14%	12%	13%	11%	16%	8%	11%	16%	8%	10%	13%	12%	11%	12%	19%
1	18%	28%	22%	13%	15%	18%	9%	22%	25%	16%	24%	15%	19%	20%	15%	19%	19%
2	3%	1%	4%	3%	1%	3%	16%	4%	-	2%	2%	3%	3%	2%	3%	2%	3%
3	1%	2%	1%	1%	1%	1%	-	-	4%	1%	1%	1%	1%	1%	1%	2%	1%
4	1%	-	2%	1%	1%	1%	9%	2%	4%	1%	3%	1%	1%	2%	1%	2%	-

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q42a\_2\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Twitter

Unweighted base	455	419	455	259	212	57	199	155	251	7	120	21	16	-	-	79	130
<b>Base: All LGB adults</b>	<b>477</b>	<b>442</b>	<b>477</b>	<b>269</b>	<b>228</b>	<b>61</b>	<b>222</b>	<b>165</b>	<b>268</b>	<b>6</b>	<b>132</b>	<b>20</b>	<b>17</b>	<b>-</b>	<b>-</b>	<b>71</b>	<b>95</b>
0	49%	49%	49%	50%	49%	39%	49%	44%	47%	25%	43%	35%	43%	-	-	43%	45%
1	22%	22%	22%	21%	22%	24%	22%	19%	23%	25%	22%	29%	21%	-	-	23%	21%
2	7%	7%	7%	7%	4%	10%	6%	7%	7%	11%	8%	3%	-	-	6%	7%	
3	5%	5%	5%	7%	6%	3%	5%	6%	4%	-	3%	-	-	-	10%	5%	
4	2%	3%	2%	1%	4%	2%	3%	4%	3%	-	3%	5%	14%	-	1%	2%	
5	5%	5%	5%	4%	4%	4%	4%	8%	7%	16%	11%	5%	-	-	4%	3%	
6	1%	1%	1%	1%	2%	4%	2%	2%	2%	-	2%	-	-	-	1%	2%	
7	1%	1%	1%	1%	1%	3%	1%	2%	1%	11%	2%	-	-	-	1%	1%	
9	0%	-	0%	0%	-	-	-	-	-	-	-	-	-	-	-	1%	
10	3%	3%	3%	3%	3%	5%	3%	4%	2%	11%	3%	19%	7%	-	4%	4%	
12	0%	0%	0%	0%	0%	1%	0%	0%	0%	-	1%	3%	-	-	-	1%	
15	1%	1%	1%	1%	2%	3%	2%	1%	1%	-	1%	-	6%	-	-	3%	
20	1%	1%	1%	1%	1%	-	1%	1%	1%	-	-	-	9%	-	3%	1%	
25	0%	0%	0%	0%	0%	-	0%	-	-	-	-	-	-	-	-	1%	
30	0%	1%	0%	0%	-	-	0%	1%	1%	-	1%	-	-	-	1%	1%	
50	2%	1%	2%	1%	3%	2%	2%	1%	2%	-	2%	-	-	-	2%	2%	

ZIL\_q42a\_3\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Instagram

Unweighted base	330	308	251	181	148	42	169	140	330	6	134	18	8	-	-	63	89
<b>Base: All LGB adults</b>	<b>351</b>	<b>327</b>	<b>268</b>	<b>188</b>	<b>161</b>	<b>47</b>	<b>185</b>	<b>147</b>	<b>351</b>	<b>6</b>	<b>150</b>	<b>18</b>	<b>8</b>	<b>-</b>	<b>-</b>	<b>56</b>	<b>66</b>
0	48%	49%	51%	55%	54%	47%	50%	46%	48%	31%	36%	49%	58%	-	-	48%	44%
1	32%	32%	31%	28%	26%	30%	31%	33%	32%	57%	40%	32%	23%	-	-	36%	33%
2	10%	9%	9%	7%	10%	8%	8%	10%	10%	12%	9%	20%	-	-	3%	13%	
3	6%	7%	7%	7%	7%	13%	9%	6%	6%	-	10%	-	19%	-	7%	2%	
4	1%	1%	1%	1%	1%	2%	0%	1%	1%	-	1%	-	-	-	2%	-	
5	1%	1%	0%	1%	0%	-	0%	2%	1%	-	-	-	-	-	-	6%	
6	0%	0%	-	-	1%	-	-	1%	0%	-	1%	-	-	-	2%	-	
8	0%	0%	0%	-	1%	-	-	-	0%	-	1%	-	-	-	2%	-	
10	0%	0%	1%	0%	-	-	0%	1%	0%	-	1%	-	-	-	2%	1%	
11	0%	0%	0%	0%	0%	-	0%	0%	0%	-	-	-	-	-	-	1%	
15	1%	1%	0%	1%	-	-	1%	1%	1%	-	2%	-	-	-	-	-	
20	0%	-	0%	-	-	-	0%	-	0%	-	-	-	-	-	-	1%	

ZIL\_q43a\_1\_1. Approximately how many accounts do you follow on each of the following social media platforms? Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Facebook

Unweighted base	872	827	455	390	315	68	259	201	330	8	163	22	34	1	4	153	295
<b>Base: All LGB adults</b>	<b>884</b>	<b>839</b>	<b>477</b>	<b>395</b>	<b>333</b>	<b>73</b>	<b>286</b>	<b>213</b>	<b>351</b>	<b>7</b>	<b>181</b>	<b>21</b>	<b>37</b>	<b>1</b>	<b>4</b>	<b>139</b>	<b>214</b>
0	13%	9%	12%	11%	11%	7%	9%	13%	12%	10%	11%	-	11%	-	33%	9%	15%
1	18%	19%	11%	16%	15%	14%	15%	8%	12%	10%	8%	7%	9%	100%	-	18%	20%
2	3%	3%	2%	2%	3%	1%	3%	3%	2%	10%	2%	-	7%	-	-	2%	3%
3	1%	1%	1%	1%	1%	2%	1%	2%	1%	-	1%	6%	3%	-	20%	2%	2%
4	1%	1%	1%	0%	2%	-	0%	0%	0%	-	2%	-	-	-	-	2%	1%

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Total	
	Bisexual

ZIL\_q42a\_2\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Twitter

Unweighted base	455	246
<b>Base: All LGB adults</b>	<b>477</b>	<b>311</b>
0	49%	52%
1	22%	22%
2	7%	7%
3	5%	3%
4	2%	3%
5	5%	6%
6	1%	1%
7	1%	1%
9	0%	-
10	3%	3%
12	0%	-
15	1%	0%
20	1%	1%
25	0%	-
30	0%	-
50	2%	1%

ZIL\_q42a\_3\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Instagram

Unweighted base	330	178
<b>Base: All LGB adults</b>	<b>351</b>	<b>228</b>
0	48%	49%
1	32%	31%
2	10%	11%
3	6%	7%
4	1%	1%
5	1%	-
6	0%	-
8	0%	-
10	0%	-
11	0%	-
15	1%	1%
20	0%	-

ZIL\_q43a\_1\_1. Approximately how many accounts do you follow on each of the following social media platforms? Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Facebook

Unweighted base	872	424
<b>Base: All LGB adults</b>	<b>884</b>	<b>532</b>
0	13%	13%
1	18%	18%
2	3%	2%
3	1%	1%
4	1%	1%



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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q42a\_2\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Twitter

	Unweighted base	455	148	31	1	55	34	6	24	18	132	5	1	405	19	25
<b>Base: All LGB adults</b>	477	165	30	1	59	41	6	24	16	129	5	1	418	22	30	
0	49%	51%	52%	-	50%	46%	-	56%	56%	48%	41%	-	51%	28%	47%	
1	22%	24%	32%	-	21%	22%	26%	22%	20%	16%	59%	-	22%	28%	17%	
2	7%	5%	5%	-	5%	8%	20%	7%	13%	7%	-	100%	7%	11%	9%	
3	5%	4%	-	-	2%	6%	26%	4%	11%	6%	-	-	5%	7%	5%	
4	2%	3%	-	-	-	2%	12%	-	-	3%	-	-	2%	7%	5%	
5	5%	4%	-	-	10%	8%	17%	-	-	7%	-	-	5%	14%	3%	
6	1%	1%	2%	-	4%	-	-	3%	-	1%	-	-	1%	-	2%	
7	1%	1%	-	100%	-	-	-	3%	-	1%	-	-	1%	4%	-	
9	0%	0%	-	-	-	-	-	-	-	-	-	-	0%	-	-	
10	3%	4%	2%	-	4%	6%	-	-	-	4%	-	-	3%	-	5%	
12	0%	-	-	-	-	-	-	3%	-	-	-	-	0%	-	-	
15	1%	1%	2%	-	2%	-	-	-	-	1%	-	-	1%	-	3%	
20	1%	1%	-	-	2%	-	-	-	-	1%	-	-	1%	-	-	
25	0%	-	-	-	-	-	-	3%	-	-	-	-	0%	-	-	
30	0%	-	-	-	-	-	-	-	-	2%	-	-	1%	-	-	
50	2%	1%	3%	-	-	2%	-	-	-	3%	-	-	2%	-	3%	

ZIL\_q42a\_3\_1. Approximately how often do you post to each of the following social networks on average? Please enter a value on each row, if you are unsure please give your best estimate.

- Instagram

	Unweighted base	330	98	21	2	44	33	1	14	8	104	5	-	294	17	15
<b>Base: All LGB adults</b>	351	109	19	2	48	41	2	15	6	104	6	-	309	20	17	
0	48%	53%	48%	44%	40%	43%	-	89%	67%	44%	18%	-	49%	32%	53%	
1	32%	26%	44%	-	43%	33%	100%	6%	11%	34%	82%	-	32%	25%	43%	
2	10%	9%	4%	-	14%	14%	-	-	22%	10%	-	-	9%	25%	4%	
3	6%	7%	5%	56%	4%	10%	-	5%	-	5%	-	-	7%	4%	-	
4	1%	2%	-	-	-	-	-	-	-	-	-	-	0%	6%	-	
5	1%	-	-	-	-	-	-	-	-	4%	-	-	1%	8%	-	
6	0%	-	-	-	-	-	-	-	-	1%	-	-	0%	-	-	
8	0%	1%	-	-	-	-	-	-	-	-	-	-	0%	-	-	
10	0%	-	-	-	-	-	-	-	-	2%	-	-	1%	-	-	
11	0%	-	-	-	-	-	-	-	-	1%	-	-	0%	-	-	
15	1%	1%	-	-	-	-	-	-	-	1%	-	-	1%	-	-	
20	0%	1%	-	-	-	-	-	-	-	-	-	-	0%	-	-	

ZIL\_q43a\_1\_1. Approximately how many accounts do you follow on each of the following social media platforms? Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Facebook

	Unweighted base	872	288	62	3	98	61	8	47	33	255	14	3	794	34	32
<b>Base: All LGB adults</b>	884	307	54	2	103	70	8	50	29	243	15	3	794	38	39	
0	13%	12%	9%	-	13%	6%	-	7%	14%	17%	30%	-	12%	3%	21%	
1	18%	17%	25%	38%	23%	15%	24%	16%	26%	16%	23%	-	18%	28%	14%	
2	3%	3%	1%	-	1%	5%	-	5%	-	2%	-	-	3%	4%	-	
3	1%	1%	1%	-	2%	-	-	2%	-	2%	-	-	1%	3%	-	
4	1%	0%	4%	-	2%	2%	-	4%	-	1%	-	-	1%	4%	-	

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Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
5	3%	4%	2%	1%	2%	5%	3%	3%	3%	2%	3%	7%	-	1%
6	1%	2%	0%	0%	1%	2%	-	2%	1%	1%	1%	-	1%	1%
7	0%	-	0%	-	0%	-	1%	-	-	-	0%	-	-	-
9	0%	-	0%	0%	-	-	-	-	0%	-	-	-	-	1%
10	4%	4%	4%	2%	6%	5%	3%	5%	5%	4%	5%	3%	5%	-
12	0%	0%	0%	-	-	1%	-	1%	-	0%	0%	-	-	-
15	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	-	2%	2%
20	3%	3%	4%	3%	2%	5%	4%	1%	4%	4%	4%	5%	2%	2%
21	0%	-	0%	-	1%	-	1%	-	-	-	-	-	-	2%
22	0%	0%	-	-	0%	0%	-	-	0%	0%	0%	-	-	-
25	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	2%	-	5%
26	0%	-	0%	1%	-	-	-	-	1%	-	-	-	-	2%
27	0%	0%	0%	-	0%	0%	1%	-	0%	-	0%	-	-	-
30	2%	3%	2%	2%	3%	3%	3%	4%	2%	2%	2%	8%	4%	1%
35	0%	0%	0%	-	1%	0%	-	-	1%	1%	0%	-	-	-
40	2%	1%	3%	2%	2%	2%	2%	3%	2%	1%	2%	7%	1%	-
43	0%	-	0%	1%	-	-	-	-	1%	-	-	-	3%	-
45	0%	0%	1%	-	1%	0%	1%	1%	0%	0%	0%	-	2%	-
47	0%	-	0%	0%	-	-	-	-	0%	-	0%	-	-	-
48	0%	-	0%	1%	-	-	-	-	-	1%	0%	-	-	-
49	0%	0%	0%	-	1%	-	-	0%	0%	-	0%	-	-	-
50	42%	35%	47%	56%	43%	31%	42%	46%	42%	40%	43%	34%	25%	50%

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Total	Education				Marital Status						Children under the age of 18		Income				
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
5	3%	4%	2%	3%	3%	-	1%	5%	2%	4%	2%	3%	3%	2%	3%	2%	
6	1%	1%	1%	2%	-	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	
7	0%	1%	-	-	-	-	-	-	0%	-	-	0%	-	-	-	-	
9	0%	1%	-	-	-	-	-	-	0%	-	-	0%	-	-	-	-	
10	4%	6%	4%	4%	5%	4%	-	6%	11%	3%	9%	4%	4%	6%	4%	3%	7%
12	0%	-	-	-	1%	-	-	-	0%	1%	1%	0%	-	1%	-	-	-
15	2%	3%	1%	2%	2%	3%	-	1%	-	1%	-	1%	2%	2%	2%	1%	-
20	3%	5%	3%	4%	3%	4%	9%	5%	8%	2%	2%	5%	3%	3%	4%	2%	6%
21	0%	-	1%	-	-	1%	-	-	-	-	-	-	0%	1%	-	-	-
22	0%	-	0%	-	-	-	-	-	-	-	2%	-	0%	-	1%	-	-
25	1%	-	1%	2%	2%	1%	-	1%	5%	1%	2%	-	2%	1%	2%	1%	-
26	0%	-	-	1%	-	-	-	-	0%	-	-	-	0%	1%	-	-	-
27	0%	-	-	-	1%	1%	-	-	0%	-	-	-	0%	-	-	1%	-
30	2%	2%	2%	2%	3%	4%	-	1%	-	2%	1%	5%	2%	3%	3%	2%	-
35	0%	-	1%	0%	-	-	-	2%	-	0%	-	1%	0%	0%	1%	-	-
40	2%	3%	4%	2%	-	2%	-	5%	-	1%	1%	2%	2%	3%	2%	1%	2%
43	0%	-	-	1%	-	-	-	-	0%	-	-	1%	-	-	1%	-	-
45	0%	2%	-	0%	0%	1%	-	2%	-	-	-	1%	0%	0%	1%	-	1%
47	0%	-	-	0%	-	0%	-	-	-	-	-	1%	-	-	0%	-	-
48	0%	-	-	-	1%	1%	-	-	-	-	-	-	0%	-	-	1%	-
49	0%	-	0%	0%	-	-	-	-	0%	1%	-	0%	0%	0%	-	-	-
50	42%	31%	38%	46%	48%	41%	42%	40%	24%	46%	35%	46%	41%	39%	43%	47%	39%

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	Total	Social networks membership													Sexuality	
		Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman
5	3%	3%	1%	3%	2%	3%	1%	1%	1%	-	2%	-	2%	-	2%	3%
6	1%	1%	1%	1%	1%	2%	1%	0%	1%	-	1%	-	-	-	20%	3%
7	0%	0%	0%	-	-	-	-	-	0%	-	-	-	-	-	-	-
9	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	4%	5%	3%	4%	5%	5%	3%	4%	4%	12%	2%	13%	-	-	-	4%
12	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	-	0%
15	2%	2%	2%	2%	1%	3%	2%	2%	1%	-	3%	5%	2%	-	-	1%
20	3%	4%	3%	2%	3%	7%	4%	3%	4%	-	5%	7%	6%	-	-	3%
21	0%	0%	0%	0%	0%	2%	1%	-	-	-	-	-	-	-	-	-
22	0%	0%	-	0%	0%	-	-	-	0%	-	-	-	-	-	-	1%
25	1%	1%	1%	1%	1%	-	1%	1%	1%	-	3%	3%	-	-	-	2%
26	0%	0%	0%	0%	-	-	1%	1%	-	-	-	-	-	-	-	-
27	0%	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	0%
30	2%	3%	3%	2%	2%	3%	3%	2%	2%	-	2%	-	-	-	-	3%
35	0%	0%	0%	0%	-	-	-	-	-	-	1%	-	-	-	-	1%
40	2%	2%	3%	2%	3%	1%	3%	2%	3%	-	2%	5%	4%	-	-	1%
43	0%	-	0%	-	0%	-	1%	-	0%	-	1%	7%	-	-	-	-
45	0%	0%	1%	-	1%	1%	1%	-	0%	-	-	-	-	-	-	-
47	0%	0%	0%	0%	-	-	0%	0%	0%	-	-	-	-	-	-	-
48	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
49	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50	42%	44%	52%	49%	45%	49%	51%	57%	54%	58%	55%	47%	56%	-	28%	36%

**YouGov NY**  
**LGB 2017**

US\_nat Sample: 27th - 29th June 2017



	Total	Bisexual
5	3%	3%
6	1%	1%
7	0%	-
9	0%	0%
10	4%	4%
12	0%	-
15	2%	2%
20	3%	3%
21	0%	0%
22	0%	-
25	1%	1%
26	0%	0%
27	0%	0%
30	2%	3%
35	0%	0%
40	2%	3%
43	0%	0%
45	0%	0%
47	0%	0%
48	0%	0%
49	0%	0%
50	42%	45%

**YouGov NY**  
**LGB 2017**

US\_nat Sample: 27th - 29th June 2017



Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender
5	3%	3%	-	2%	2%	-	-	10%	3%	-	-	3%	3%	-
6	1%	0%	-	-	-	-	1%	2%	2%	-	-	1%	2%	-
7	0%	-	-	-	-	-	-	-	0%	-	-	0%	-	-
9	0%	-	-	-	-	-	-	3%	-	-	-	-	2%	-
10	4%	3%	-	5%	3%	15%	9%	11%	3%	-	-	5%	5%	-
12	0%	-	-	-	3%	-	-	-	-	-	-	0%	-	-
15	2%	3%	-	-	2%	-	2%	-	2%	-	-	2%	3%	2%
20	3%	4%	-	3%	1%	9%	4%	10%	2%	-	-	3%	5%	2%
21	0%	1%	-	-	-	-	-	-	-	-	-	0%	-	-
22	0%	-	31%	-	-	-	-	-	-	-	-	0%	-	-
25	1%	1%	-	4%	-	-	-	-	2%	-	-	1%	-	-
26	0%	-	-	-	-	-	-	-	1%	-	-	-	-	4%
27	0%	1%	-	1%	-	-	-	-	-	-	-	0%	-	-
30	2%	4%	-	1%	3%	9%	2%	-	2%	-	-	2%	6%	-
35	0%	-	-	-	1%	-	1%	-	1%	-	-	0%	-	-
40	2%	2%	-	4%	2%	-	4%	-	2%	-	-	2%	2%	8%
43	0%	-	-	-	2%	-	-	-	-	-	-	0%	-	-
45	0%	1%	-	-	-	11%	2%	-	-	-	-	1%	-	-
47	0%	0%	-	-	-	-	-	-	-	-	-	0%	-	-
48	0%	1%	-	-	-	-	-	-	-	-	-	0%	-	-
49	0%	-	-	1%	-	-	-	-	0%	-	-	0%	-	-
50	42%	43%	31%	38%	52%	32%	40%	23%	42%	48%	100%	43%	30%	49%

**YouGov NY**  
LGB 2017

US\_nat Sample: 27th - 29th June 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q43a\_2\_1. Approximately how many accounts do you follow on each of the following social media platforms?  
Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Twitter

	Unweighted base	872	427	445	213	272	387	164	182	256	270	711	35	44	82
<b>Base: All LGB adults</b>		884	361	523	252	277	356	167	182	271	265	710	35	49	91
0		51%	56%	47%	42%	44%	62%	41%	49%	56%	53%	52%	40%	54%	42%
1		8%	9%	7%	5%	10%	8%	8%	6%	8%	9%	8%	8%	10%	5%
2		2%	3%	2%	4%	2%	2%	3%	2%	2%	3%	2%	5%	5%	3%
3		1%	0%	1%	0%	1%	1%	2%	1%	0%	0%	0%	3%	1%	3%
4		1%	1%	0%	-	1%	1%	1%	0%	1%	1%	1%	-	-	1%
5		1%	1%	2%	0%	2%	1%	1%	1%	1%	2%	1%	3%	-	2%
6		0%	0%	0%	-	0%	1%	-	-	-	1%	0%	-	1%	1%
7		0%	0%	-	-	0%	-	-	0%	-	-	0%	-	-	-
8		0%	0%	-	0%	-	0%	1%	-	0%	-	0%	-	-	-
9		0%	-	0%	-	-	1%	-	-	0%	0%	-	-	-	2%
10		3%	4%	2%	3%	3%	3%	4%	4%	2%	3%	3%	5%	3%	3%
11		0%	-	0%	0%	-	-	-	0%	-	-	0%	-	-	-
12		1%	0%	1%	-	1%	1%	-	1%	1%	-	1%	2%	-	-
15		1%	0%	2%	1%	2%	1%	2%	2%	1%	1%	1%	-	-	-
20		2%	3%	2%	3%	3%	2%	2%	2%	2%	3%	2%	-	3%	3%
22		0%	0%	-	-	0%	-	-	1%	-	-	0%	-	-	-
25		2%	1%	3%	3%	3%	1%	2%	3%	2%	3%	2%	3%	6%	4%
26		0%	0%	0%	1%	-	-	0%	-	1%	-	0%	-	-	2%
28		0%	-	0%	-	-	0%	1%	-	-	-	0%	-	-	-
30		2%	1%	3%	2%	2%	2%	3%	1%	2%	2%	3%	-	-	-
33		0%	-	0%	1%	-	-	-	1%	-	-	0%	-	-	-
36		0%	0%	-	0%	-	-	1%	-	-	-	-	-	-	1%
40		1%	1%	1%	-	2%	1%	2%	0%	1%	1%	1%	12%	-	1%
41		0%	-	0%	-	0%	-	-	0%	-	-	0%	-	-	-
45		0%	-	0%	1%	-	-	-	1%	-	-	0%	-	-	-
49		0%	-	0%	-	0%	-	1%	-	-	-	0%	-	-	-
50		22%	17%	25%	34%	21%	14%	27%	25%	19%	18%	21%	20%	15%	27%

ZIL\_q43a\_3\_1. Approximately how many accounts do you follow on each of the following social media platforms?  
Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Instagram

	Unweighted base	872	427	445	213	272	387	164	182	256	270	711	35	44	82
<b>Base: All LGB adults</b>		884	361	523	252	277	356	167	182	271	265	710	35	49	91
0		61%	70%	56%	39%	57%	81%	60%	59%	61%	64%	65%	38%	44%	50%
1		7%	6%	7%	6%	9%	6%	5%	7%	8%	6%	6%	10%	11%	9%
2		2%	3%	2%	1%	4%	1%	1%	1%	2%	4%	2%	6%	6%	-
3		1%	0%	1%	-	1%	1%	-	2%	1%	0%	1%	3%	-	2%
4		1%	1%	0%	-	1%	1%	2%	0%	0%	-	0%	-	-	3%
5		1%	2%	1%	2%	2%	1%	3%	1%	1%	1%	1%	5%	-	4%
6		0%	0%	0%	-	0%	0%	-	-	-	1%	0%	-	1%	-
7		0%	0%	0%	0%	0%	-	-	1%	-	0%	0%	-	-	-
8		0%	0%	0%	-	0%	0%	0%	1%	0%	-	0%	-	2%	-
9		0%	-	0%	-	-	0%	-	-	0%	-	-	-	-	1%
10		3%	1%	4%	3%	4%	2%	5%	3%	1%	3%	3%	3%	3%	2%
12		0%	0%	-	-	0%	-	-	-	-	0%	0%	-	-	-
15		0%	1%	0%	-	1%	0%	0%	0%	0%	0%	0%	2%	-	1%

**YouGov NY**  
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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q43a\_2\_1. Approximately how many accounts do you follow on each of the following social media platforms?  
Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Twitter

	Unweighted base	872	100	280	276	216	292	9	81	31	385	74	118	754	296	245	244	87
<b>Base: All LGB adults</b>		884	107	297	272	209	309	10	84	29	385	67	142	743	304	251	238	91
0		51%	52%	54%	48%	49%	53%	34%	58%	57%	46%	59%	49%	51%	53%	49%	47%	56%
1		8%	11%	8%	5%	8%	9%	-	8%	6%	7%	9%	8%	8%	8%	8%	8%	7%
2		2%	1%	4%	2%	3%	2%	16%	1%	6%	2%	2%	4%	2%	2%	3%	1%	5%
3		1%	1%	1%	1%	0%	1%	9%	-	-	0%	1%	2%	1%	1%	1%	1%	1%
4		1%	-	1%	0%	0%	1%	-	2%	3%	-	-	1%	1%	1%	1%	1%	1%
5		1%	2%	1%	2%	1%	1%	-	3%	-	2%	-	2%	1%	1%	0%	2%	3%
6		0%	-	1%	0%	0%	-	-	-	-	1%	1%	1%	0%	-	1%	0%	-
7		0%	-	0%	-	-	0%	-	-	-	-	-	-	0%	0%	-	-	-
8		0%	-	1%	-	-	-	-	2%	0%	-	-	-	0%	1%	-	-	-
9		0%	-	-	0%	0%	0%	-	-	-	-	1%	-	0%	-	-	0%	1%
10		3%	6%	2%	3%	3%	4%	-	2%	3%	3%	2%	3%	3%	2%	5%	3%	1%
11		0%	-	0%	-	-	-	-	-	-	0%	-	-	0%	-	0%	-	-
12		1%	-	1%	1%	1%	-	-	3%	-	1%	-	1%	1%	1%	1%	1%	-
15		1%	1%	1%	1%	1%	1%	-	-	-	1%	-	-	1%	1%	2%	1%	-
20		2%	1%	1%	3%	5%	3%	-	3%	-	3%	1%	1%	3%	2%	2%	4%	1%
22		0%	-	-	0%	-	-	-	1%	-	-	-	-	-	-	-	1%	-
25		2%	3%	2%	3%	1%	2%	16%	-	-	3%	1%	4%	2%	2%	3%	1%	1%
26		0%	-	1%	-	0%	-	-	-	-	1%	-	-	0%	1%	-	-	-
28		0%	-	0%	-	-	-	-	-	-	0%	-	-	0%	0%	-	-	-
30		2%	2%	1%	2%	3%	2%	-	4%	2%	2%	-	2%	1%	2%	2%	3%	4%
33		0%	-	-	1%	-	1%	-	-	-	-	-	-	0%	-	1%	-	-
36		0%	1%	-	-	-	-	-	-	-	0%	-	-	0%	-	-	1%	-
40		1%	-	1%	1%	1%	1%	-	1%	3%	1%	1%	-	1%	2%	1%	1%	-
41		0%	-	-	0%	-	0%	-	-	-	-	-	-	0%	-	-	0%	-
45		0%	-	-	1%	-	-	-	-	-	0%	-	-	0%	1%	-	-	-
49		0%	-	0%	-	-	0%	-	-	-	-	-	1%	-	-	0%	-	-
50		22%	18%	20%	25%	22%	19%	26%	15%	18%	26%	20%	24%	21%	23%	19%	25%	19%

ZIL\_q43a\_3\_1. Approximately how many accounts do you follow on each of the following social media platforms?  
Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Instagram

	Unweighted base	872	100	280	276	216	292	9	81	31	385	74	118	754	296	245	244	87
<b>Base: All LGB adults</b>		884	107	297	272	209	309	10	84	29	385	67	142	743	304	251	238	91
0		61%	65%	56%	62%	66%	68%	44%	76%	80%	50%	75%	56%	62%	64%	60%	59%	65%
1		7%	10%	8%	4%	7%	8%	-	3%	2%	8%	4%	8%	7%	5%	7%	8%	6%
2		2%	-	3%	2%	3%	3%	9%	1%	4%	2%	-	5%	2%	2%	3%	2%	2%
3		1%	2%	1%	0%	1%	1%	-	1%	-	1%	1%	-	1%	1%	0%	1%	1%
4		1%	-	1%	-	0%	1%	9%	-	2%	0%	-	1%	0%	1%	1%	-	-
5		1%	-	2%	1%	1%	0%	16%	1%	-	2%	2%	1%	2%	1%	0%	2%	2%
6		0%	1%	-	0%	-	-	-	-	-	0%	-	-	0%	0%	0%	-	-
7		0%	-	-	0%	0%	-	-	-	-	0%	-	-	0%	-	1%	-	-
8		0%	-	-	1%	0%	1%	-	1%	-	-	-	-	0%	0%	-	0%	1%
9		0%	-	-	-	0%	0%	-	-	-	-	-	-	0%	-	-	0%	-
10		3%	4%	2%	3%	3%	4%	-	3%	-	2%	3%	3%	3%	2%	3%	3%	2%
12		0%	1%	-	-	-	-	-	1%	-	-	-	1%	-	-	0%	-	-
15		0%	-	1%	1%	-	-	-	1%	-	0%	1%	-	0%	0%	0%	1%	-



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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q43a\_2\_1. Approximately how many accounts do you follow on each of the following social media platforms?  
Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Twitter

	Unweighted base	872	827	455	390	315	68	259	201	330	8	163	22	34	1	4	153	295
<b>Base: All LGB adults</b>	<b>884</b>	<b>839</b>	<b>477</b>	<b>395</b>	<b>333</b>	<b>73</b>	<b>286</b>	<b>213</b>	<b>351</b>	<b>7</b>	<b>181</b>	<b>21</b>	<b>37</b>	<b>1</b>	<b>4</b>	<b>139</b>	<b>214</b>	
0	51%	52%	18%	41%	41%	25%	30%	28%	31%	22%	32%	11%	61%	100%	80%	47%	58%	
1	8%	8%	11%	9%	10%	13%	9%	8%	6%	20%	4%	3%	-	-	-	6%	9%	
2	2%	2%	3%	3%	3%	2%	4%	3%	4%	-	4%	10%	3%	-	-	2%	3%	
3	1%	1%	1%	0%	0%	-	1%	-	1%	-	1%	-	-	-	-	1%	1%	
4	1%	1%	1%	1%	0%	-	-	-	-	-	0%	-	-	-	-	1%	1%	
5	1%	1%	2%	1%	2%	2%	1%	2%	1%	12%	2%	6%	-	-	-	1%	0%	
6	0%	0%	1%	1%	0%	-	0%	-	0%	-	0%	-	-	-	-	1%	1%	
7	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%	
8	0%	0%	0%	-	-	-	0%	-	0%	-	-	-	-	-	-	-	0%	
9	0%	0%	0%	-	0%	-	0%	-	0%	-	-	-	-	-	-	1%	-	
10	3%	3%	5%	4%	3%	10%	3%	4%	3%	-	3%	3%	-	-	20%	4%	3%	
11	0%	-	0%	-	-	-	-	-	0%	-	0%	-	-	-	-	-	-	
12	1%	1%	1%	1%	-	-	-	0%	0%	-	1%	-	-	-	-	-	1%	
15	1%	1%	2%	1%	1%	3%	2%	0%	1%	-	2%	5%	4%	-	-	2%	0%	
20	2%	2%	4%	4%	3%	3%	3%	2%	3%	-	5%	7%	-	-	-	3%	4%	
22	0%	0%	0%	0%	0%	-	0%	1%	0%	-	-	-	-	-	-	-	-	
25	2%	2%	4%	3%	4%	7%	4%	4%	3%	22%	4%	15%	3%	-	-	2%	1%	
26	0%	0%	-	0%	1%	-	-	-	0%	-	1%	-	-	-	-	-	0%	
28	0%	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	1%	-	
30	2%	2%	4%	3%	2%	2%	4%	4%	4%	-	4%	-	-	-	-	3%	2%	
33	0%	0%	0%	0%	0%	-	1%	1%	-	-	-	-	4%	-	-	-	-	
36	0%	0%	0%	0%	0%	-	-	-	0%	-	-	-	-	-	-	-	-	
40	1%	1%	2%	2%	2%	1%	2%	1%	1%	-	-	-	3%	-	-	2%	1%	
41	0%	0%	0%	0%	-	-	-	-	0%	-	-	4%	-	-	-	1%	-	
45	0%	0%	0%	-	-	-	1%	1%	0%	-	1%	-	-	-	-	-	-	
49	0%	0%	0%	-	-	-	-	0%	0%	-	-	-	-	-	-	-	-	
50	22%	22%	39%	26%	26%	32%	35%	40%	37%	24%	36%	36%	22%	-	-	23%	15%	

ZIL\_q43a\_3\_1. Approximately how many accounts do you follow on each of the following social media platforms?  
Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Instagram

	Unweighted base	872	827	455	390	315	68	259	201	330	8	163	22	34	1	4	153	295
<b>Base: All LGB adults</b>	<b>884</b>	<b>839</b>	<b>477</b>	<b>395</b>	<b>333</b>	<b>73</b>	<b>286</b>	<b>213</b>	<b>351</b>	<b>7</b>	<b>181</b>	<b>21</b>	<b>37</b>	<b>1</b>	<b>4</b>	<b>139</b>	<b>214</b>	
0	61%	62%	48%	57%	55%	39%	41%	34%	18%	32%	23%	31%	80%	100%	100%	58%	67%	
1	7%	7%	6%	7%	7%	12%	10%	7%	11%	10%	6%	7%	-	-	-	9%	6%	
2	2%	2%	3%	2%	3%	4%	3%	4%	4%	-	2%	6%	2%	-	-	2%	2%	
3	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	-	4%	-	-	1%	1%	
4	1%	0%	1%	0%	0%	-	0%	-	0%	-	0%	-	-	-	-	-	2%	
5	1%	1%	3%	2%	2%	2%	3%	3%	3%	-	2%	-	3%	-	-	1%	2%	
6	0%	0%	0%	0%	0%	-	0%	-	0%	-	0%	-	-	-	-	1%	0%	
7	0%	0%	-	0%	-	-	0%	-	0%	-	0%	-	-	-	-	1%	0%	
8	0%	0%	0%	0%	1%	3%	1%	0%	1%	-	-	-	-	-	-	-	0%	
9	0%	0%	0%	-	-	-	-	-	0%	-	-	-	-	-	-	1%	-	
10	3%	3%	4%	5%	4%	6%	5%	4%	6%	12%	6%	16%	-	-	-	5%	2%	
12	0%	0%	0%	0%	0%	-	0%	1%	0%	-	-	-	-	-	-	-	-	
15	0%	0%	0%	0%	0%	1%	1%	1%	1%	-	2%	7%	-	-	-	1%	1%	

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Total	
	Bisexual

ZIL\_q43a\_2\_1. Approximately how many accounts do you follow on each of the following social media platforms?  
 Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Twitter

	Unweighted base	872	424
<b>Base: All LGB adults</b>		884	532
0	51%		49%
1	8%		8%
2	2%		3%
3	1%		1%
4	1%		1%
5	1%		2%
6	0%		-
7	0%		-
8	0%		0%
9	0%		-
10	3%		3%
11	0%		0%
12	1%		1%
15	1%		1%
20	2%		2%
22	0%		0%
25	2%		3%
26	0%		0%
28	0%		-
30	2%		2%
33	0%		0%
36	0%		0%
40	1%		1%
41	0%		-
45	0%		0%
49	0%		0%
50	22%		24%

ZIL\_q43a\_3\_1. Approximately how many accounts do you follow on each of the following social media platforms?  
 Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Instagram

	Unweighted base	872	424
<b>Base: All LGB adults</b>		884	532
0	61%		60%
1	7%		6%
2	2%		2%
3	1%		1%
4	1%		0%
5	1%		1%
6	0%		-
7	0%		-
8	0%		0%
9	0%		-
10	3%		3%
12	0%		0%
15	0%		-

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q43a\_2\_1. Approximately how many accounts do you follow on each of the following social media platforms?  
Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Twitter

	Unweighted base	872	288	62	3	98	61	8	47	33	255	14	3	794	34	32
<b>Base: All LGB adults</b>		884	307	54	2	103	70	8	50	29	243	15	3	794	38	39
0		51%	52%	50%	100%	48%	51%	24%	56%	50%	49%	74%	35%	52%	35%	27%
1		8%	8%	8%	-	10%	8%	9%	4%	14%	7%	-	-	8%	18%	6%
2		2%	2%	1%	-	4%	2%	15%	2%	5%	2%	-	-	2%	11%	4%
3		1%	1%	1%	-	1%	2%	-	2%	-	-	-	-	1%	4%	-
4		1%	1%	-	-	-	-	-	3%	3%	0%	-	-	0%	4%	-
5		1%	1%	3%	-	3%	-	-	2%	-	2%	-	-	1%	-	-
6		0%	-	1%	-	-	1%	-	-	-	1%	-	-	0%	-	-
7		0%	-	1%	-	-	-	-	-	-	-	-	-	0%	-	-
8		0%	-	-	-	-	-	-	-	2%	0%	-	-	0%	-	-
9		0%	0%	2%	-	-	-	-	-	-	-	-	-	0%	-	-
10		3%	3%	3%	-	1%	3%	9%	1%	8%	4%	5%	-	4%	-	-
11		0%	-	-	-	-	-	-	-	-	0%	-	-	0%	-	-
12		1%	-	-	-	-	-	-	3%	-	2%	-	-	1%	2%	-
15		1%	1%	-	-	-	2%	-	-	-	1%	-	-	1%	-	-
20		2%	3%	-	-	2%	5%	-	3%	-	2%	-	-	2%	2%	5%
22		0%	-	-	-	-	-	-	2%	-	-	-	-	0%	-	-
25		2%	2%	2%	-	3%	2%	20%	-	-	3%	-	-	2%	-	-
26		0%	-	-	-	-	-	-	-	-	1%	-	-	0%	-	-
28		0%	-	-	-	-	-	-	-	-	0%	-	-	0%	-	-
30		2%	2%	3%	-	-	4%	11%	2%	-	1%	-	31%	2%	-	7%
33		0%	1%	-	-	-	-	-	-	-	-	-	-	0%	-	-
36		0%	-	-	-	-	-	-	-	-	0%	-	-	0%	-	-
40		1%	1%	-	-	3%	-	-	-	3%	1%	-	-	1%	-	-
41		0%	0%	-	-	-	-	-	-	-	-	-	-	0%	-	-
45		0%	-	-	-	-	2%	-	-	-	-	-	-	0%	-	-
49		0%	0%	-	-	-	-	-	-	-	-	-	-	0%	-	-
50		22%	21%	24%	-	26%	16%	13%	19%	14%	23%	21%	35%	20%	24%	51%

ZIL\_q43a\_3\_1. Approximately how many accounts do you follow on each of the following social media platforms?  
Please enter a value on each row. If you do not follow any accounts on a given social media platform please enter 0 on that row.

- Instagram

	Unweighted base	872	288	62	3	98	61	8	47	33	255	14	3	794	34	32
<b>Base: All LGB adults</b>		884	307	54	2	103	70	8	50	29	243	15	3	794	38	39
0		61%	69%	64%	31%	57%	39%	65%	70%	77%	57%	56%	65%	63%	31%	61%
1		7%	7%	5%	-	6%	13%	-	6%	5%	7%	8%	-	6%	20%	-
2		2%	2%	3%	-	2%	4%	15%	1%	-	2%	-	-	2%	9%	-
3		1%	1%	-	-	1%	-	-	2%	2%	1%	-	-	1%	2%	-
4		1%	0%	-	-	-	2%	-	-	2%	1%	-	-	0%	6%	-
5		1%	1%	5%	-	1%	-	-	-	2%	2%	-	-	1%	-	10%
6		0%	-	-	-	1%	-	-	-	-	0%	-	-	0%	-	-
7		0%	-	2%	-	-	-	-	-	-	0%	-	-	0%	-	-
8		0%	1%	-	-	-	-	-	2%	-	-	-	-	0%	-	-
9		0%	0%	-	-	-	-	-	-	-	-	-	-	0%	-	-
10		3%	3%	-	-	4%	2%	-	3%	-	3%	-	-	3%	-	2%
12		0%	-	-	-	-	-	-	2%	-	-	-	-	0%	-	-
15		0%	-	-	-	1%	-	-	1%	-	1%	-	-	0%	-	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
20	3%	2%	3%	4%	1%	3%	-	4%	4%	2%	18%	3%	4%
22	0%	-	0%	1%	-	-	-	-	1%	0%	-	-	-
23	0%	0%	0%	-	-	-	-	0%	-	0%	-	-	-
24	0%	-	0%	-	-	1%	-	-	-	-	-	2%	-
25	1%	-	2%	2%	0%	-	2%	2%	0%	1%	-	-	-
30	1%	1%	1%	2%	1%	0%	2%	1%	1%	1%	6%	-	-
33	0%	-	0%	1%	-	-	-	1%	-	-	-	-	2%
35	0%	0%	0%	-	0%	-	-	1%	-	0%	-	1%	-
36	0%	-	0%	1%	-	-	-	1%	-	-	-	-	2%
40	1%	0%	1%	1%	-	1%	0%	1%	1%	0%	-	5%	2%
45	0%	-	0%	-	0%	-	1%	-	-	0%	-	-	-
50	16%	12%	19%	37%	11%	5%	19%	19%	15%	14%	15%	10%	20%

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	Total	Education				Marital Status						Children under the age of 18		Income			
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
20	3%	-	2%	3%	5%	3%	-	1%	5%	4%	-	4%	3%	2%	3%	4%	4%
22	0%	-	1%	-	-	-	-	-	-	0%	-	1%	-	-	1%	-	-
23	0%	-	0%	-	-	-	-	-	-	0%	-	-	0%	-	-	0%	-
24	0%	-	0%	-	-	-	-	1%	-	-	-	1%	-	0%	-	-	-
25	1%	1%	2%	1%	-	1%	-	2%	-	1%	-	1%	1%	2%	0%	1%	-
30	1%	-	1%	2%	1%	1%	-	3%	-	1%	1%	1%	1%	1%	1%	1%	-
33	0%	-	-	1%	-	-	-	-	-	0%	-	-	0%	-	-	-	2%
35	0%	1%	-	1%	-	1%	-	-	-	0%	-	1%	0%	0%	1%	-	-
36	0%	-	1%	-	-	-	-	-	-	0%	-	-	0%	1%	-	-	-
40	1%	1%	1%	1%	-	1%	-	-	3%	1%	-	1%	1%	1%	1%	1%	-
45	0%	-	-	0%	-	-	-	-	-	-	1%	-	0%	-	0%	-	-
50	16%	14%	19%	17%	11%	9%	23%	6%	2%	26%	10%	17%	16%	16%	16%	16%	17%

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	Total	Social networks membership													Sexuality		
		Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man
20	3%	3%	4%	4%	5%	4%	3%	4%	6%	-	2%	-	3%	-	-	5%	2%
22	0%	0%	0%	0%	0%	2%	1%	-	0%	-	-	-	-	-	-	-	-
23	0%	0%	0%	-	-	-	-	-	0%	-	-	-	-	-	-	-	0%
24	0%	0%	0%	-	0%	1%	-	-	0%	-	0%	-	-	-	-	1%	-
25	1%	1%	1%	-	1%	-	2%	3%	3%	-	2%	-	-	-	-	1%	-
30	1%	1%	2%	1%	1%	-	2%	2%	3%	-	3%	3%	-	-	-	1%	1%
33	0%	0%	-	0%	0%	-	1%	-	-	-	-	-	-	-	-	-	-
35	0%	0%	1%	0%	0%	-	0%	0%	0%	-	0%	-	-	-	-	-	1%
36	0%	0%	-	-	0%	-	-	-	0%	-	1%	-	-	-	-	-	-
40	1%	1%	1%	1%	1%	-	2%	1%	2%	-	1%	-	-	-	-	1%	0%
45	0%	0%	0%	0%	0%	-	0%	-	0%	-	1%	-	-	-	-	-	-
50	16%	16%	24%	18%	17%	26%	25%	35%	38%	46%	46%	30%	7%	-	-	13%	12%

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	Total	Bisexual
20	3%	2%
22	0%	0%
23	0%	-
24	0%	-
25	1%	2%
30	1%	1%
33	0%	0%
35	0%	0%
36	0%	0%
40	1%	1%
45	0%	0%
50	16%	18%

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	Total	Relationship Status										Gender Identity			
		Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender
20	3%	3%	2%	-	3%	4%	-	1%	5%	3%	-	-	3%	-	4%
22	0%	1%	-	-	-	-	-	-	-	-	-	-	0%	-	-
23	0%	-	1%	-	-	-	-	-	-	-	-	-	0%	-	-
24	0%	-	-	38%	-	-	-	-	-	-	-	-	-	2%	-
25	1%	1%	2%	-	-	2%	-	3%	-	1%	-	-	1%	4%	4%
30	1%	1%	1%	-	-	2%	-	4%	-	1%	-	-	1%	-	-
33	0%	-	-	-	-	2%	-	-	-	-	-	-	0%	-	-
35	0%	1%	-	-	-	-	-	-	-	0%	-	-	0%	2%	-
36	0%	-	-	-	-	-	-	-	-	1%	-	-	0%	-	-
40	1%	1%	2%	-	-	1%	-	-	3%	1%	-	-	1%	-	-
45	0%	-	-	-	1%	-	-	-	-	-	-	-	0%	-	-
50	16%	10%	14%	31%	24%	26%	20%	3%	2%	21%	36%	35%	16%	24%	19%



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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q44a\_1. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Whatsapp

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Every day	3%	2%	3%	8%	2%	1%	2%	3%	4%	2%	2%	5%	16%	7%
5 to 6 times a week	1%	1%	0%	2%	0%	0%	0%	1%	1%	-	0%	-	5%	-
2 to 4 times a week	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	3%	-	2%
Once a week	1%	2%	1%	1%	2%	1%	0%	-	3%	1%	1%	2%	-	2%
A few times a month	2%	2%	2%	2%	2%	1%	3%	1%	0%	2%	1%	3%	2%	3%
Once a month	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	-	5%	-
Less often than once a month	5%	5%	5%	8%	5%	3%	5%	5%	5%	6%	5%	2%	5%	3%
Never	85%	85%	84%	74%	84%	91%	84%	87%	82%	85%	87%	86%	64%	78%
Don't know	3%	2%	3%	3%	3%	2%	3%	1%	4%	1%	2%	-	2%	6%

ZIL\_q44a\_2. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - GroupMe

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Every day	1%	0%	1%	2%	0%	0%	1%	-	2%	0%	0%	6%	3%	1%
5 to 6 times a week	1%	0%	1%	2%	-	-	0%	-	1%	0%	1%	-	-	1%
2 to 4 times a week	1%	1%	1%	2%	-	-	1%	0%	1%	-	0%	-	2%	1%
Once a week	0%	1%	0%	1%	1%	-	-	-	1%	0%	0%	-	-	2%
A few times a month	0%	0%	0%	1%	1%	0%	1%	-	0%	1%	0%	-	1%	3%
Once a month	1%	0%	1%	2%	0%	-	1%	1%	1%	-	0%	-	-	2%
Less often than once a month	2%	2%	2%	5%	2%	0%	2%	3%	2%	1%	2%	-	5%	2%
Never	92%	93%	91%	83%	92%	97%	92%	94%	89%	94%	93%	94%	85%	84%
Don't know	3%	3%	3%	2%	4%	3%	2%	2%	4%	3%	3%	-	4%	5%

ZIL\_q44a\_3. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Facetime

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Every day	2%	2%	1%	3%	1%	1%	0%	0%	3%	2%	1%	2%	4%	1%
5 to 6 times a week	1%	1%	1%	2%	1%	0%	0%	1%	1%	2%	1%	3%	3%	-
2 to 4 times a week	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%	2%	-	6%	3%
Once a week	3%	2%	3%	4%	3%	2%	2%	3%	3%	3%	3%	-	-	-
A few times a month	4%	5%	3%	5%	5%	3%	5%	4%	4%	3%	4%	-	-	3%
Once a month	3%	2%	4%	4%	3%	2%	4%	1%	4%	4%	2%	3%	10%	4%
Less often than once a month	12%	11%	14%	15%	15%	9%	14%	11%	12%	13%	13%	11%	11%	13%
Never	72%	74%	71%	62%	71%	79%	70%	76%	72%	71%	73%	79%	65%	72%
Don't know	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	3%

ZIL\_q44a\_4. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - WeChat

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Every day	0%	-	0%	-	0%	0%	0%	-	0%	-	0%	2%	-	-
5 to 6 times a week	0%	0%	0%	1%	-	0%	-	-	1%	0%	0%	-	1%	1%
2 to 4 times a week	0%	0%	-	0%	-	-	0%	-	-	-	0%	-	-	-
Once a week	1%	1%	0%	1%	1%	-	-	0%	1%	0%	0%	-	2%	1%
A few times a month	1%	1%	0%	1%	1%	-	1%	0%	0%	1%	0%	3%	-	3%
Once a month	0%	0%	1%	1%	-	1%	-	-	1%	1%	-	4%	5%	-
Less often than once a month	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	-	-	2%
Never	94%	94%	95%	93%	94%	96%	95%	96%	93%	94%	96%	90%	85%	89%
Don't know	3%	2%	3%	3%	3%	2%	3%	2%	3%	2%	2%	-	7%	4%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q44a\_1. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Whatsapp

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Every day	3%	5%	3%	3%	2%	1%	8%	-	-	6%	-	4%	3%	3%	3%	3%	6%
5 to 6 times a week	1%	1%	0%	0%	1%	1%	-	-	-	1%	2%	2%	0%	-	1%	1%	1%
2 to 4 times a week	1%	1%	1%	0%	1%	1%	-	-	-	1%	-	1%	1%	1%	0%	1%	1%
Once a week	1%	1%	1%	1%	3%	1%	-	-	-	2%	-	2%	1%	1%	1%	2%	-
A few times a month	2%	1%	2%	1%	2%	2%	-	4%	3%	1%	-	2%	1%	1%	3%	1%	1%
Once a month	1%	-	0%	2%	-	1%	-	1%	3%	1%	-	1%	1%	0%	1%	1%	-
Less often than once a month	5%	1%	4%	4%	9%	6%	-	4%	-	6%	1%	2%	6%	2%	5%	8%	8%
Never	85%	86%	84%	87%	80%	85%	75%	90%	93%	80%	96%	85%	84%	88%	82%	83%	83%
Don't know	3%	5%	4%	1%	2%	2%	17%	1%	-	3%	1%	2%	3%	4%	3%	1%	1%

ZIL\_q44a\_2. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - GroupMe

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Every day	1%	2%	1%	1%	-	0%	8%	-	-	1%	-	2%	1%	1%	0%	1%	1%
5 to 6 times a week	1%	1%	1%	0%	1%	0%	-	-	-	1%	-	1%	0%	1%	0%	0%	1%
2 to 4 times a week	1%	-	1%	1%	-	-	-	-	-	1%	-	1%	1%	0%	-	-	2%
Once a week	0%	-	1%	-	1%	1%	-	-	-	1%	-	2%	0%	0%	1%	0%	-
A few times a month	0%	1%	1%	-	-	1%	-	-	-	1%	-	-	1%	1%	1%	-	-
Once a month	1%	-	1%	1%	0%	0%	-	-	-	1%	1%	1%	0%	0%	1%	-	1%
Less often than once a month	2%	2%	2%	2%	2%	1%	6%	2%	-	3%	-	3%	2%	2%	2%	2%	1%
Never	92%	88%	90%	93%	95%	94%	75%	94%	100%	89%	98%	89%	92%	91%	90%	95%	92%
Don't know	3%	7%	3%	2%	2%	3%	11%	3%	-	3%	1%	2%	3%	3%	4%	1%	1%

ZIL\_q44a\_3. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Facetime

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Every day	2%	3%	2%	1%	1%	1%	8%	2%	2%	2%	1%	3%	1%	2%	2%	1%	-
5 to 6 times a week	1%	3%	1%	1%	1%	0%	-	4%	3%	1%	-	2%	1%	-	3%	0%	2%
2 to 4 times a week	2%	1%	2%	1%	3%	2%	-	-	-	2%	2%	1%	2%	1%	2%	3%	2%
Once a week	3%	-	3%	2%	3%	2%	14%	-	-	4%	5%	4%	2%	3%	3%	2%	3%
A few times a month	4%	2%	4%	3%	5%	3%	-	5%	-	5%	2%	4%	4%	2%	4%	5%	4%
Once a month	3%	2%	0%	4%	4%	3%	-	2%	2%	3%	3%	4%	2%	1%	4%	3%	2%
Less often than once a month	12%	6%	12%	12%	17%	15%	6%	7%	-	13%	12%	12%	13%	7%	13%	20%	11%
Never	72%	79%	73%	75%	65%	71%	61%	79%	92%	70%	74%	70%	73%	81%	69%	64%	75%
Don't know	2%	4%	2%	1%	1%	3%	11%	1%	-	1%	1%	-	2%	2%	2%	2%	1%

ZIL\_q44a\_4. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - WeChat

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Every day	0%	1%	0%	-	-	-	8%	-	-	0%	-	1%	0%	1%	-	-	-
5 to 6 times a week	0%	1%	0%	-	-	0%	-	-	-	0%	-	1%	0%	0%	-	0%	-
2 to 4 times a week	0%	-	0%	-	-	0%	-	-	-	-	-	-	0%	-	0%	-	-
Once a week	1%	-	1%	-	1%	0%	-	1%	-	1%	-	3%	0%	0%	1%	0%	-
A few times a month	1%	-	2%	-	-	1%	-	-	3%	0%	-	1%	1%	0%	2%	-	-
Once a month	0%	-	0%	1%	-	-	-	-	-	1%	-	-	1%	0%	1%	-	-
Less often than once a month	1%	-	0%	2%	1%	1%	-	-	-	1%	2%	1%	1%	0%	-	3%	3%
Never	94%	94%	94%	95%	95%	94%	81%	96%	97%	94%	98%	93%	95%	95%	93%	95%	94%
Don't know	3%	4%	2%	2%	3%	3%	11%	3%	-	2%	1%	1%	3%	2%	4%	2%	3%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q44a\_1. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Whatsapp

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Every day	3%	3%	5%	2%	5%	4%	4%	6%	6%	-	10%	15%	-	-	-	1%	2%
5 to 6 times a week	1%	1%	1%	0%	1%	2%	1%	0%	1%	-	1%	-	-	41%	-	-	1%
2 to 4 times a week	1%	1%	1%	0%	1%	-	-	1%	1%	-	2%	-	-	-	1%	1%	1%
Once a week	1%	1%	2%	2%	2%	1%	1%	2%	2%	-	2%	-	2%	-	-	1%	1%
A few times a month	2%	2%	2%	2%	2%	4%	3%	1%	3%	-	2%	6%	2%	-	-	2%	2%
Once a month	1%	1%	1%	1%	1%	-	1%	1%	1%	-	3%	-	2%	-	-	1%	1%
Less often than once a month	5%	5%	7%	9%	5%	5%	7%	8%	9%	-	7%	3%	11%	-	2%	4%	5%
Never	85%	84%	80%	81%	81%	81%	81%	79%	74%	100%	70%	76%	83%	-	95%	89%	86%
Don't know	3%	3%	2%	2%	3%	3%	2%	3%	3%	-	3%	-	-	59%	1%	1%	2%

ZIL\_q44a\_2. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - GroupMe

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Every day	1%	1%	1%	0%	0%	-	1%	0%	1%	-	2%	-	-	-	-	1%	-
5 to 6 times a week	1%	0%	-	0%	0%	-	1%	0%	0%	-	-	-	-	-	1%	0%	-
2 to 4 times a week	1%	1%	1%	1%	1%	-	1%	2%	2%	-	2%	-	-	-	-	-	-
Once a week	0%	1%	1%	0%	0%	-	-	1%	0%	-	1%	-	-	-	-	-	-
A few times a month	0%	1%	1%	-	1%	-	-	-	0%	-	1%	-	-	-	-	-	1%
Once a month	1%	1%	1%	1%	1%	-	0%	2%	1%	-	2%	-	-	-	-	1%	0%
Less often than once a month	2%	2%	3%	3%	3%	2%	5%	4%	5%	-	6%	-	-	-	-	1%	1%
Never	92%	91%	89%	91%	91%	96%	89%	88%	89%	100%	86%	100%	100%	100%	97%	96%	96%
Don't know	3%	3%	3%	3%	3%	2%	4%	2%	2%	-	1%	-	-	-	2%	1%	2%

ZIL\_q44a\_3. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Facetime

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Every day	2%	2%	2%	2%	3%	3%	1%	1%	2%	-	3%	-	2%	-	-	2%	2%
5 to 6 times a week	1%	1%	2%	1%	2%	2%	2%	1%	3%	-	3%	13%	-	-	-	2%	0%
2 to 4 times a week	2%	2%	2%	2%	2%	1%	2%	2%	3%	-	2%	-	-	41%	2%	1%	2%
Once a week	3%	3%	3%	3%	3%	5%	4%	3%	4%	22%	5%	7%	2%	-	-	3%	2%
A few times a month	4%	4%	4%	4%	2%	-	3%	5%	4%	-	4%	-	-	-	2%	5%	5%
Once a month	3%	3%	3%	4%	2%	1%	4%	2%	5%	22%	5%	8%	2%	-	2%	3%	2%
Less often than once a month	12%	14%	18%	16%	10%	17%	14%	17%	20%	34%	21%	13%	6%	-	4%	17%	11%
Never	72%	70%	64%	67%	75%	70%	68%	67%	59%	22%	57%	59%	87%	59%	89%	68%	75%
Don't know	2%	2%	2%	2%	2%	2%	2%	2%	2%	-	-	-	-	-	1%	-	1%

ZIL\_q44a\_4. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - WeChat

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Every day	0%	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	1%	-
5 to 6 times a week	0%	0%	0%	-	0%	-	0%	0%	0%	-	-	-	-	-	-	-	0%
2 to 4 times a week	0%	-	-	-	0%	-	0%	0%	0%	-	-	-	-	-	-	-	-
Once a week	1%	1%	0%	1%	1%	-	-	0%	1%	-	0%	-	-	-	-	1%	-
A few times a month	1%	1%	1%	0%	1%	2%	0%	1%	1%	-	2%	6%	-	-	-	-	1%
Once a month	0%	1%	1%	1%	-	-	1%	1%	1%	-	1%	-	-	-	-	-	-
Less often than once a month	1%	1%	1%	2%	1%	2%	2%	2%	2%	12%	1%	-	-	-	-	2%	1%
Never	94%	94%	94%	94%	94%	93%	93%	93%	93%	88%	94%	94%	100%	100%	99%	96%	96%
Don't know	3%	3%	2%	3%	2%	3%	3%	3%	3%	-	2%	-	-	-	1%	1%	2%

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Total	
	Bisexual

ZIL\_q44a\_1. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Whatsapp

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Every day	3%	4%
5 to 6 times a week	1%	1%
2 to 4 times a week	1%	1%
Once a week	1%	1%
A few times a month	2%	1%
Once a month	1%	1%
Less often than once a month	5%	5%
Never	85%	82%
Don't know	3%	3%

ZIL\_q44a\_2. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - GroupMe

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Every day	1%	1%
5 to 6 times a week	1%	1%
2 to 4 times a week	1%	1%
Once a week	0%	1%
A few times a month	0%	0%
Once a month	1%	1%
Less often than once a month	2%	2%
Never	92%	89%
Don't know	3%	4%

ZIL\_q44a\_3. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Facetime

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Every day	2%	1%
5 to 6 times a week	1%	1%
2 to 4 times a week	2%	2%
Once a week	3%	3%
A few times a month	4%	3%
Once a month	3%	3%
Less often than once a month	12%	12%
Never	72%	72%
Don't know	2%	2%

ZIL\_q44a\_4. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - WeChat

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Every day	0%	0%
5 to 6 times a week	0%	0%
2 to 4 times a week	0%	-
Once a week	1%	1%
A few times a month	1%	0%
Once a month	0%	1%
Less often than once a month	1%	1%
Never	94%	93%
Don't know	3%	3%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q44a\_1. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Whatsapp

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Every day	3%	2%	1%	-	1%	9%	-	1%	3%	4%	6%	-	3%	15%	2%
5 to 6 times a week	1%	1%	-	-	2%	-	-	-	-	0%	-	-	0%	4%	-
2 to 4 times a week	1%	1%	-	-	-	-	-	-	-	1%	-	-	1%	2%	-
Once a week	1%	1%	-	-	1%	3%	14%	-	-	2%	-	-	1%	5%	-
A few times a month	2%	1%	-	38%	2%	5%	-	1%	-	1%	7%	-	1%	11%	5%
Once a month	1%	1%	-	-	1%	-	-	2%	-	1%	-	-	1%	-	-
Less often than once a month	5%	7%	1%	-	5%	6%	-	3%	2%	3%	21%	-	5%	3%	7%
Never	85%	84%	95%	62%	87%	74%	86%	92%	95%	83%	66%	75%	86%	58%	86%
Don't know	3%	3%	3%	-	-	3%	-	1%	-	4%	-	25%	2%	2%	-

ZIL\_q44a\_2. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - GroupMe

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Every day	1%	1%	-	-	1%	-	-	1%	-	1%	-	-	1%	-	-
5 to 6 times a week	1%	0%	1%	-	1%	-	-	-	3%	-	9%	-	0%	6%	-
2 to 4 times a week	1%	0%	-	-	1%	2%	-	-	-	1%	-	-	1%	3%	-
Once a week	0%	0%	-	-	1%	2%	14%	-	-	-	-	-	0%	9%	-
A few times a month	0%	0%	-	-	-	5%	-	-	-	-	-	-	0%	9%	-
Once a month	1%	-	-	-	1%	3%	-	-	-	1%	-	-	0%	2%	4%
Less often than once a month	2%	0%	1%	-	-	6%	-	5%	2%	2%	7%	-	2%	4%	7%
Never	92%	95%	92%	100%	95%	81%	86%	91%	95%	91%	84%	75%	94%	65%	90%
Don't know	3%	3%	5%	-	-	1%	-	3%	-	4%	-	25%	3%	2%	-

ZIL\_q44a\_3. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Facetime

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Every day	2%	1%	2%	-	1%	1%	-	5%	2%	1%	-	-	2%	2%	-
5 to 6 times a week	1%	-	-	-	3%	4%	10%	2%	-	0%	7%	-	1%	5%	-
2 to 4 times a week	2%	2%	3%	31%	1%	6%	-	-	3%	1%	-	-	2%	10%	-
Once a week	3%	2%	2%	-	3%	8%	18%	-	5%	3%	-	-	3%	5%	4%
A few times a month	4%	3%	1%	-	3%	7%	14%	4%	-	5%	7%	-	3%	11%	5%
Once a month	3%	3%	2%	-	5%	1%	-	3%	2%	2%	11%	-	3%	2%	2%
Less often than once a month	12%	15%	14%	38%	11%	11%	-	10%	4%	12%	6%	-	12%	6%	25%
Never	72%	71%	73%	31%	73%	62%	58%	76%	85%	75%	70%	75%	74%	53%	64%
Don't know	2%	3%	3%	-	-	-	-	-	-	2%	-	25%	1%	5%	-

ZIL\_q44a\_4. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - WeChat

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Every day	0%	0%	-	-	-	-	-	1%	-	-	-	-	0%	-	-
5 to 6 times a week	0%	1%	-	-	-	-	-	-	3%	-	-	-	-	6%	-
2 to 4 times a week	0%	-	-	-	1%	-	-	-	-	-	-	-	-	2%	-
Once a week	1%	1%	-	-	-	1%	14%	2%	-	-	-	-	0%	3%	-
A few times a month	1%	-	-	-	2%	4%	-	-	-	0%	-	-	-	14%	-
Once a month	0%	-	-	-	-	-	-	-	-	2%	-	-	0%	-	-
Less often than once a month	1%	1%	-	-	1%	4%	-	-	2%	1%	6%	-	1%	6%	-
Never	94%	95%	97%	100%	96%	90%	86%	94%	95%	94%	94%	75%	96%	66%	100%
Don't know	3%	3%	3%	-	-	1%	-	3%	-	3%	-	25%	2%	2%	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q44a\_5. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Skype

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Every day	2%	3%	2%	2%	3%	2%	1%	2%	2%	4%	3%	2%	2%	1%
5 to 6 times a week	0%	1%	-	1%	-	0%	1%	0%	-	1%	0%	-	-	1%
2 to 4 times a week	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	2%	-	1%
Once a week	3%	4%	2%	4%	3%	2%	2%	2%	3%	4%	3%	-	7%	2%
A few times a month	4%	4%	4%	6%	1%	4%	5%	3%	5%	4%	4%	-	7%	4%
Once a month	3%	2%	4%	4%	3%	3%	6%	3%	2%	3%	3%	-	5%	6%
Less often than once a month	21%	16%	25%	30%	20%	17%	25%	16%	21%	22%	20%	24%	16%	25%
Never	63%	67%	61%	49%	68%	69%	59%	73%	63%	59%	64%	72%	61%	54%
Don't know	2%	2%	2%	3%	2%	1%	2%	1%	3%	2%	1%	-	2%	6%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q44a\_5. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Skype

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Every day	2%	3%	3%	2%	2%	2%	8%	1%	3%	3%	1%	1%	3%	2%	2%	2%	4%
5 to 6 times a week	0%	-	0%	1%	1%	1%	-	-	-	0%	-	-	1%	-	1%	1%	-
2 to 4 times a week	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	2%	1%	1%	1%	1%	-
Once a week	3%	2%	3%	2%	4%	3%	-	-	-	3%	3%	4%	3%	3%	1%	4%	4%
A few times a month	4%	3%	3%	5%	5%	3%	14%	6%	5%	4%	3%	3%	4%	3%	3%	5%	6%
Once a month	3%	2%	3%	2%	6%	4%	-	3%	5%	3%	2%	5%	3%	3%	2%	5%	4%
Less often than once a month	21%	16%	18%	21%	26%	22%	37%	21%	13%	21%	17%	20%	21%	16%	21%	25%	24%
Never	63%	67%	67%	65%	55%	62%	30%	66%	75%	63%	72%	66%	63%	69%	66%	55%	58%
Don't know	2%	4%	3%	1%	1%	2%	11%	2%	-	2%	1%	-	2%	3%	2%	1%	-

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q44a\_5. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Skype

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Every day	2%	2%	3%	2%	3%	1%	1%	4%	3%	-	4%	-	-	-	3%	2%	2%
5 to 6 times a week	0%	1%	0%	1%	1%	1%	1%	2%	1%	-	0%	-	-	-	-	-	1%
2 to 4 times a week	1%	1%	1%	1%	0%	1%	1%	1%	1%	-	2%	3%	-	-	1%	1%	2%
Once a week	3%	3%	3%	5%	4%	4%	4%	4%	4%	-	4%	-	5%	-	-	2%	2%
A few times a month	4%	4%	5%	4%	3%	4%	4%	7%	6%	-	6%	11%	2%	-	3%	4%	5%
Once a month	3%	3%	3%	4%	4%	6%	3%	4%	3%	12%	5%	-	6%	-	1%	3%	2%
Less often than once a month	21%	23%	29%	28%	24%	27%	27%	29%	29%	32%	32%	26%	20%	-	9%	19%	14%
Never	63%	61%	54%	55%	58%	54%	57%	48%	51%	56%	46%	60%	67%	100%	81%	69%	73%
Don't know	2%	2%	1%	2%	3%	2%	2%	1%	2%	-	2%	-	-	-	1%	-	1%



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Total	
	Bisexual

ZIL\_q44a\_5. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Skype

	1013	470
Unweighted base	1013	587
<b>Base: All LGB adults</b>		
Every day	2%	3%
5 to 6 times a week	0%	0%
2 to 4 times a week	1%	1%
Once a week	3%	3%
A few times a month	4%	4%
Once a month	3%	4%
Less often than once a month	21%	24%
Never	63%	58%
Don't know	2%	3%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q44a\_5. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Skype

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Every day	2%	3%	1%	-	2%	3%	-	1%	3%	2%	10%	-	3%	2%	-
5 to 6 times a week	0%	1%	-	-	-	2%	-	-	-	0%	-	-	1%	-	-
2 to 4 times a week	1%	1%	2%	-	-	-	-	-	3%	2%	-	-	1%	2%	2%
Once a week	3%	3%	4%	-	1%	4%	14%	-	2%	3%	5%	-	2%	9%	9%
A few times a month	4%	2%	5%	-	1%	7%	-	6%	5%	5%	16%	-	4%	2%	3%
Once a month	3%	3%	1%	-	5%	4%	-	3%	-	3%	9%	-	3%	9%	-
Less often than once a month	21%	24%	9%	-	30%	30%	12%	14%	18%	16%	34%	25%	20%	18%	41%
Never	63%	61%	74%	100%	61%	48%	75%	73%	70%	68%	27%	51%	65%	52%	46%
Don't know	2%	2%	4%	-	-	2%	-	3%	-	2%	-	25%	1%	5%	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q44a\_6. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Facebook Messenger

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Every day	16%	11%	19%	25%	18%	9%	15%	18%	17%	13%	15%	10%	17%	21%
5 to 6 times a week	8%	4%	11%	11%	11%	5%	10%	5%	9%	9%	8%	5%	10%	13%
2 to 4 times a week	10%	8%	12%	12%	11%	9%	8%	11%	12%	9%	10%	13%	15%	8%
Once a week	7%	9%	6%	8%	8%	6%	7%	9%	8%	5%	7%	15%	3%	6%
A few times a month	11%	10%	11%	13%	9%	10%	12%	11%	11%	9%	11%	8%	5%	11%
Once a month	4%	4%	4%	5%	5%	3%	4%	2%	4%	6%	4%	4%	6%	4%
Less often than once a month	11%	11%	11%	8%	13%	11%	10%	8%	9%	15%	11%	12%	14%	6%
Never	31%	40%	24%	17%	23%	45%	31%	33%	28%	33%	32%	30%	28%	28%
Don't know	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	3%	2%	3%

ZIL\_q44a\_7. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Other

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Every day	7%	6%	7%	11%	7%	4%	4%	8%	6%	8%	7%	5%	5%	7%
5 to 6 times a week	2%	3%	2%	3%	5%	1%	3%	1%	2%	4%	3%	-	2%	2%
2 to 4 times a week	2%	2%	2%	3%	3%	1%	2%	1%	2%	2%	2%	-	4%	4%
Once a week	2%	2%	2%	1%	2%	1%	1%	1%	2%	2%	1%	-	3%	2%
A few times a month	2%	1%	3%	2%	2%	2%	2%	1%	3%	2%	2%	2%	3%	3%
Once a month	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	0%	-	-	5%
Less often than once a month	2%	2%	2%	3%	3%	1%	3%	1%	2%	2%	2%	-	2%	2%
Never	68%	70%	67%	57%	65%	77%	65%	72%	68%	68%	69%	76%	64%	61%
Don't know	14%	14%	15%	18%	13%	13%	17%	14%	14%	13%	14%	17%	18%	13%

ZIL\_q45. Have you ever used a dating mobile app or online dating website?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Yes, I am currently using a dating mobile app or online dating website	11%	15%	8%	14%	12%	9%	11%	10%	13%	10%	11%	10%	13%	14%
Yes, I have used a dating mobile app or online dating website in the past, but I am not currently	31%	28%	33%	41%	38%	20%	36%	31%	29%	29%	30%	42%	33%	34%
No, I have never used a dating mobile app or online dating website	57%	55%	58%	44%	49%	70%	53%	58%	55%	61%	58%	46%	52%	51%
Prefer not to say	1%	2%	1%	2%	1%	1%	0%	2%	2%	0%	1%	2%	2%	1%

ZIL\_q46. Which ONE of the following statements BEST describes your experience of online dating/mobile apps?

Unweighted base	426	230	196	123	152	151	84	83	130	129	341	20	23	42
<b>Base: All LGB adults</b>	424	192	232	141	149	133	88	85	132	120	332	20	24	48
I have never dated online	13%	15%	12%	14%	11%	15%	12%	15%	14%	13%	14%	9%	16%	12%
I have dated online in the past but not currently	69%	61%	77%	69%	73%	66%	71%	64%	69%	73%	69%	76%	72%	72%
I currently date online	15%	20%	11%	15%	15%	15%	13%	20%	16%	13%	16%	6%	12%	16%
Prefer not to say	2%	4%	0%	1%	1%	3%	4%	1%	1%	2%	2%	10%	-	-

ZIL\_q47a. Which, if any, of the following mobile dating app or online dating websites are you currently using? Please select all that apply.

Unweighted base	122	84	38	34	41	47	22	21	43	36	99	4	7	12
<b>Base: All LGB adults who currently use a mobile dating app or online dating website</b>	114	68	45	37	37	40	20	21	41	32	89	4	7	14
OkCupid	32%	24%	45%	49%	28%	21%	52%	40%	22%	29%	32%	48%	13%	38%
Tinder	25%	22%	31%	52%	16%	9%	24%	25%	33%	16%	26%	-	33%	26%
Zoosk	5%	6%	2%	3%	7%	4%	-	16%	-	6%	5%	-	-	7%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q44a\_6. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Facebook Messenger

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Every day	16%	21%	18%	15%	10%	14%	42%	14%	12%	18%	10%	29%	13%	21%	16%	10%	13%
5 to 6 times a week	8%	12%	9%	5%	9%	9%	9%	10%	3%	8%	4%	12%	8%	8%	9%	7%	8%
2 to 4 times a week	10%	9%	9%	12%	10%	12%	16%	11%	17%	8%	9%	19%	9%	10%	10%	12%	8%
Once a week	7%	6%	8%	6%	8%	8%	-	3%	4%	7%	9%	7%	7%	7%	7%	9%	8%
A few times a month	11%	10%	12%	11%	9%	10%	-	13%	12%	10%	14%	11%	11%	10%	12%	11%	9%
Once a month	4%	2%	3%	5%	5%	6%	14%	2%	3%	4%	-	4%	4%	2%	4%	6%	5%
Less often than once a month	11%	11%	10%	9%	15%	12%	8%	15%	7%	9%	11%	6%	12%	10%	10%	13%	12%
Never	31%	27%	29%	35%	33%	26%	-	29%	43%	35%	41%	13%	34%	30%	31%	34%	33%
Don't know	2%	1%	3%	1%	1%	2%	11%	2%	-	1%	2%	-	2%	3%	2%	0%	2%

ZIL\_q44a\_7. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Other

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Every day	7%	4%	9%	6%	5%	6%	8%	3%	5%	9%	3%	6%	7%	6%	8%	8%	4%
5 to 6 times a week	2%	6%	2%	2%	2%	3%	-	4%	-	2%	-	4%	2%	2%	2%	3%	3%
2 to 4 times a week	2%	4%	2%	1%	2%	2%	-	3%	-	1%	6%	4%	2%	1%	4%	1%	-
Once a week	2%	-	2%	2%	1%	2%	-	-	3%	2%	-	4%	1%	2%	2%	1%	-
A few times a month	2%	1%	2%	2%	2%	3%	-	2%	-	2%	1%	2%	2%	2%	1%	3%	3%
Once a month	1%	2%	1%	1%	0%	1%	-	3%	-	1%	-	1%	1%	0%	2%	1%	-
Less often than once a month	2%	2%	2%	1%	1%	1%	-	2%	-	2%	2%	3%	2%	1%	1%	3%	4%
Never	68%	73%	65%	69%	70%	69%	61%	71%	77%	66%	76%	65%	69%	72%	66%	66%	71%
Don't know	14%	8%	15%	15%	16%	14%	31%	13%	14%	15%	12%	12%	15%	14%	15%	14%	16%

ZIL\_q45. Have you ever used a dating mobile app or online dating website?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Yes, I am currently using a dating mobile app or online dating website	11%	9%	12%	11%	12%	3%	29%	14%	9%	18%	5%	9%	12%	13%	10%	9%	12%
Yes, I have used a dating mobile app or online dating website in the past, but I am not currently	31%	25%	30%	36%	28%	25%	-	32%	25%	36%	28%	29%	31%	33%	28%	31%	30%
No, I have never used a dating mobile app or online dating website	57%	65%	56%	53%	60%	70%	60%	53%	66%	45%	67%	62%	56%	51%	62%	60%	56%
Prefer not to say	1%	1%	3%	0%	1%	2%	11%	2%	-	1%	-	-	1%	3%	-	-	2%

ZIL\_q46. Which ONE of the following statements BEST describes your experience of online dating/mobile apps?

Unweighted base	426	40	135	149	102	99	3	43	13	241	27	45	381	154	116	113	43
<b>Base: All LGB adults</b>	424	40	143	145	95	100	3	45	12	238	26	54	370	158	112	109	45
I have never dated online	13%	21%	14%	13%	9%	12%	-	9%	38%	15%	-	16%	13%	15%	11%	17%	9%
I have dated online in the past but not currently	69%	71%	68%	69%	74%	80%	22%	68%	15%	66%	95%	71%	69%	65%	73%	71%	72%
I currently date online	15%	8%	16%	17%	14%	6%	78%	21%	37%	17%	3%	13%	16%	18%	16%	11%	15%
Prefer not to say	2%	-	3%	0%	3%	1%	-	2%	10%	2%	3%	-	2%	3%	1%	1%	4%

ZIL\_q47a. Which, if any, of the following mobile dating app or online dating websites are you currently using? Please select all that apply.

Unweighted base	122	13	39	40	30	14	3	13	4	84	4	11	111	50	32	28	12
<b>Base: All LGB adults who currently use a mobile dating app or online dating website</b>	114	11	41	34	28	12	3	14	3	78	4	13	101	45	30	26	13
OkCupid	32%	6%	33%	38%	36%	17%	-	28%	-	38%	23%	30%	33%	21%	33%	47%	38%
Tinder	25%	21%	27%	27%	23%	34%	-	18%	-	27%	18%	9%	27%	20%	29%	37%	9%
Zoosk	5%	13%	2%	9%	-	8%	-	9%	-	4%	-	9%	4%	3%	2%	12%	-

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q44a\_6. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Facebook Messenger

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Every day	16%	19%	19%	18%	21%	30%	17%	19%	21%	46%	28%	27%	12%	-	-	14%	10%
5 to 6 times a week	8%	10%	11%	8%	12%	16%	14%	8%	14%	-	15%	4%	5%	-	-	6%	5%
2 to 4 times a week	10%	12%	12%	11%	13%	16%	14%	8%	13%	12%	12%	21%	8%	-	-	11%	9%
Once a week	7%	8%	8%	8%	7%	3%	8%	7%	10%	-	9%	11%	11%	59%	-	6%	9%
A few times a month	11%	12%	13%	12%	11%	12%	12%	14%	12%	10%	10%	19%	9%	-	1%	14%	10%
Once a month	4%	5%	5%	6%	3%	5%	6%	6%	5%	10%	2%	7%	6%	-	-	5%	4%
Less often than once a month	11%	13%	13%	12%	11%	11%	10%	11%	10%	-	10%	11%	13%	-	2%	11%	12%
Never	31%	19%	17%	23%	18%	5%	17%	24%	15%	22%	13%	-	36%	41%	95%	34%	41%
Don't know	2%	2%	2%	2%	3%	2%	2%	1%	2%	-	-	-	-	-	1%	1%	1%

ZIL\_q44a\_7. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Other

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Every day	7%	6%	9%	7%	9%	5%	9%	13%	11%	-	12%	11%	20%	-	7%	5%	5%
5 to 6 times a week	2%	3%	3%	3%	5%	5%	5%	4%	4%	-	5%	-	4%	-	1%	1%	2%
2 to 4 times a week	2%	2%	3%	3%	3%	4%	3%	3%	2%	-	3%	5%	2%	-	1%	1%	1%
Once a week	2%	2%	3%	2%	3%	2%	2%	1%	2%	-	2%	7%	6%	-	-	1%	1%
A few times a month	2%	2%	2%	2%	3%	3%	2%	1%	2%	-	2%	7%	2%	-	1%	2%	2%
Once a month	1%	1%	1%	1%	1%	-	1%	0%	2%	-	-	-	2%	-	-	1%	1%
Less often than once a month	2%	2%	2%	2%	2%	3%	2%	2%	2%	-	3%	-	-	-	-	3%	1%
Never	68%	68%	60%	63%	59%	67%	59%	56%	56%	88%	57%	56%	44%	41%	82%	73%	72%
Don't know	14%	15%	17%	17%	16%	11%	17%	19%	19%	12%	16%	15%	20%	59%	9%	14%	15%

ZIL\_q45. Have you ever used a dating mobile app or online dating website?

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Yes, I am currently using a dating mobile app or online dating website	11%	12%	13%	14%	13%	19%	13%	19%	15%	34%	15%	20%	8%	-	3%	7%	17%
Yes, I have used a dating mobile app or online dating website in the past, but I am not currently	31%	32%	36%	35%	34%	37%	33%	37%	38%	12%	43%	41%	41%	59%	22%	30%	28%
No, I have never used a dating mobile app or online dating website	57%	55%	50%	51%	51%	41%	53%	42%	46%	53%	41%	39%	51%	41%	72%	63%	54%
Prefer not to say	1%	1%	1%	1%	2%	3%	1%	2%	1%	-	1%	-	-	-	3%	-	1%

ZIL\_q46. Which ONE of the following statements BEST describes your experience of online dating/mobile apps?

Unweighted base	426	363	226	207	160	40	127	122	181	3	99	13	19	1	27	65	167
<b>Base: All LGB adults</b>	424	366	232	204	162	41	135	124	186	3	106	13	20	1	24	59	121
I have never dated online	13%	13%	10%	11%	14%	8%	11%	15%	9%	-	12%	7%	26%	-	28%	18%	14%
I have dated online in the past but not currently	69%	69%	74%	72%	71%	70%	76%	64%	74%	53%	71%	57%	56%	-	66%	71%	60%
I currently date online	15%	16%	14%	15%	14%	22%	13%	21%	16%	47%	15%	36%	18%	-	6%	9%	23%
Prefer not to say	2%	2%	1%	1%	1%	-	1%	1%	2%	-	2%	-	-	100%	-	2%	3%

ZIL\_q47a. Which, if any, of the following mobile dating app or online dating websites are you currently using? Please select all that apply.

Unweighted base	122	107	63	62	47	14	41	47	58	2	29	4	3	-	4	13	63
<b>Base: All LGB adults who currently use a mobile dating app or online dating website</b>	114	100	61	58	45	14	39	43	54	2	27	4	3	-	3	11	45
OkCupid	32%	35%	47%	45%	38%	44%	46%	40%	44%	36%	35%	29%	78%	-	-	30%	17%
Tinder	25%	27%	29%	20%	24%	21%	26%	36%	35%	-	59%	17%	31%	-	29%	38%	19%
Zoosk	5%	4%	5%	6%	5%	5%	6%	4%	4%	-	-	-	-	-	29%	8%	5%

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Total	
	Bisexual

ZIL\_q44a\_6. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Facebook Messenger

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Every day	16%	18%
5 to 6 times a week	8%	10%
2 to 4 times a week	10%	11%
Once a week	7%	7%
A few times a month	11%	10%
Once a month	4%	4%
Less often than once a month	11%	11%
Never	31%	26%
Don't know	2%	3%

ZIL\_q44a\_7. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Other

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Every day	7%	8%
5 to 6 times a week	2%	3%
2 to 4 times a week	2%	3%
Once a week	2%	2%
A few times a month	2%	3%
Once a month	1%	1%
Less often than once a month	2%	2%
Never	68%	65%
Don't know	14%	14%

ZIL\_q45. Have you ever used a dating mobile app or online dating website?

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Yes, I am currently using a dating mobile app or online dating website	11%	10%
Yes, I have used a dating mobile app or online dating website in the past, but I am not currently	31%	32%
No, I have never used a dating mobile app or online dating website	57%	57%
Prefer not to say	1%	2%

ZIL\_q46. Which ONE of the following statements BEST describes your experience of online dating/mobile apps?

Unweighted base	426	194
<b>Base: All LGB adults</b>	424	244
I have never dated online	13%	12%
I have dated online in the past but not currently	69%	74%
I currently date online	15%	13%
Prefer not to say	2%	1%

ZIL\_q47a. Which, if any, of the following mobile dating app or online dating websites are you currently using? Please select all that apply.

Unweighted base	122	46
<b>Base: All LGB adults who currently use a mobile dating app or online dating website</b>	114	57
OkCupid	32%	45%
Tinder	25%	28%
Zoosk	5%	4%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q44a\_6. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Facebook Messenger

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Every day	16%	13%	10%	-	26%	30%	18%	15%	7%	13%	19%	25%	15%	29%	14%
5 to 6 times a week	8%	9%	6%	38%	10%	13%	22%	7%	5%	5%	12%	-	8%	11%	14%
2 to 4 times a week	10%	12%	8%	-	7%	8%	-	13%	13%	10%	13%	-	11%	11%	4%
Once a week	7%	8%	8%	31%	11%	6%	22%	6%	6%	5%	-	-	8%	6%	2%
A few times a month	11%	10%	11%	-	17%	12%	-	9%	7%	10%	5%	-	10%	17%	6%
Once a month	4%	7%	-	-	2%	2%	-	-	6%	4%	7%	-	4%	3%	15%
Less often than once a month	11%	13%	12%	-	8%	10%	-	14%	9%	9%	24%	22%	11%	10%	5%
Never	31%	25%	42%	31%	20%	20%	38%	35%	47%	42%	20%	29%	32%	11%	42%
Don't know	2%	2%	4%	-	-	-	-	3%	-	2%	-	25%	2%	2%	-

ZIL\_q44a\_7. How often, if at all, do you use the following apps to contact friends and family? Please select one option on each row. - Other

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Every day	7%	6%	1%	-	7%	14%	-	1%	8%	8%	-	-	6%	5%	17%
5 to 6 times a week	2%	3%	1%	-	1%	3%	10%	3%	-	2%	4%	-	3%	-	2%
2 to 4 times a week	2%	2%	2%	-	3%	1%	-	4%	-	1%	-	-	2%	2%	-
Once a week	2%	2%	-	-	1%	2%	14%	-	3%	1%	-	-	2%	3%	-
A few times a month	2%	2%	1%	-	2%	5%	-	4%	-	1%	4%	-	2%	2%	4%
Once a month	1%	0%	1%	-	1%	4%	-	-	3%	1%	-	-	1%	8%	-
Less often than once a month	2%	2%	1%	38%	1%	2%	-	1%	4%	2%	-	-	1%	5%	4%
Never	68%	68%	74%	62%	70%	53%	68%	74%	76%	69%	58%	75%	70%	51%	65%
Don't know	14%	14%	18%	-	14%	15%	8%	13%	6%	14%	34%	25%	14%	23%	8%

ZIL\_q45. Have you ever used a dating mobile app or online dating website?

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Yes, I am currently using a dating mobile app or online dating website	11%	3%	4%	-	5%	5%	43%	22%	9%	21%	58%	25%	10%	27%	16%
Yes, I have used a dating mobile app or online dating website in the past, but I am not currently	31%	24%	27%	-	52%	55%	18%	26%	27%	28%	14%	-	30%	34%	37%
No, I have never used a dating mobile app or online dating website	57%	71%	67%	100%	43%	40%	38%	50%	65%	49%	28%	75%	59%	39%	46%
Prefer not to say	1%	2%	2%	-	-	-	-	3%	-	1%	-	-	1%	-	-

ZIL\_q46. Which ONE of the following statements BEST describes your experience of online dating/mobile apps?

Unweighted base	426	92	24	-	57	38	5	28	15	153	13	1	380	22	19
<b>Base: All LGB adults</b>	424	94	22	-	62	45	5	29	12	141	13	1	371	25	22
I have never dated online	13%	12%	14%	-	6%	10%	13%	17%	32%	17%	8%	-	12%	14%	42%
I have dated online in the past but not currently	69%	82%	83%	-	86%	87%	39%	51%	43%	59%	12%	-	71%	60%	50%
I currently date online	15%	5%	-	-	5%	3%	48%	33%	25%	21%	80%	100%	15%	26%	9%
Prefer not to say	2%	1%	3%	-	3%	-	-	-	-	3%	-	-	2%	-	-

ZIL\_q47a. Which, if any, of the following mobile dating app or online dating websites are you currently using? Please select all that apply.

Unweighted base	122	12	3	-	5	3	3	13	4	67	11	1	105	10	6
<b>Base: All LGB adults who currently use a mobile dating app or online dating website</b>	114	11	2	-	5	3	4	13	3	60	10	1	95	11	7
OkCupid	32%	24%	36%	-	19%	-	-	23%	-	40%	38%	100%	30%	18%	75%
Tinder	25%	13%	64%	-	14%	45%	-	14%	-	26%	44%	100%	25%	38%	11%
Zoosk	5%	-	36%	-	-	-	-	9%	-	5%	-	-	5%	-	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Match	13%	13%	7%	15%	17%	8%	9%	17%	13%	13%	22%	24%	7%
CoffeeMeets	1%	1%	-	2%	-	-	-	-	2%	1%	-	-	-
eHarmony	2%	1%	3%	4%	2%	-	-	-	7%	3%	-	-	-
Bumble	3%	1%	6%	9%	-	-	-	2%	7%	4%	-	-	-
Hinge	1%	1%	-	2%	-	-	-	-	2%	1%	-	-	-
Plenty of Fish	21%	14%	32%	13%	33%	15%	38%	13%	26%	19%	22%	36%	29%
Grindr	29%	46%	3%	13%	41%	33%	22%	34%	24%	32%	-	40%	12%
Other	35%	43%	23%	22%	33%	14%	23%	44%	44%	38%	30%	13%	24%

ZIL\_q48a. Thinking about all the times you've used dating websites and/or apps... For which of the following purposes have you ever used dating websites and/or apps? Please select all that apply.

Unweighted base	426	230	196	123	152	151	84	83	130	129	341	20	23	42
<b>Base: All LGB adults</b>	424	192	232	141	149	133	88	85	132	120	332	20	24	48
Casual dating (i.e., not seeing the person exclusively)	58%	57%	60%	70%	52%	53%	62%	53%	58%	60%	58%	68%	63%	57%
Casual sex	44%	67%	26%	37%	46%	51%	38%	45%	43%	50%	45%	54%	55%	28%
To find a long-term partner	59%	53%	64%	62%	62%	51%	60%	70%	50%	59%	62%	64%	18%	55%
To find a short-term partner	32%	28%	35%	49%	26%	19%	33%	43%	28%	27%	34%	27%	21%	27%
Friendship	52%	52%	52%	48%	53%	56%	43%	49%	54%	58%	51%	62%	55%	55%
Another purpose	7%	12%	3%	3%	9%	8%	8%	4%	7%	7%	6%	13%	4%	9%
Prefer not to say	2%	2%	2%	3%	2%	1%	4%	-	2%	3%	2%	-	5%	4%

ZIL\_q49. Have you ever used mobile apps to search for employment?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Yes, I have	18%	13%	22%	32%	21%	9%	19%	16%	21%	18%	17%	31%	23%	20%
No, I have not	80%	85%	76%	65%	77%	91%	80%	84%	77%	81%	82%	62%	75%	78%
Don't know	1%	1%	2%	3%	1%	0%	2%	0%	2%	1%	1%	8%	2%	2%

ZIL\_q50a. Which of the following mobile apps have you used to search for employment? Please select all that apply.

Unweighted base	175	71	104	70	58	47	33	30	59	53	133	12	10	20
<b>Base: All LGB adults who have used mobile apps to search for employment</b>	187	60	127	82	63	42	35	33	65	54	142	12	12	21
Jobs by Careerbuilder	17%	15%	18%	16%	26%	7%	25%	14%	19%	12%	15%	43%	13%	22%
Indeed	56%	53%	58%	61%	56%	49%	60%	79%	53%	44%	59%	57%	45%	45%
LinkedIn mobile	36%	46%	31%	36%	35%	39%	44%	29%	33%	39%	35%	25%	40%	47%
Monster	37%	42%	35%	33%	40%	44%	49%	33%	34%	36%	35%	60%	59%	28%
Reach	1%	3%	1%	2%	2%	-	-	-	-	5%	2%	-	-	-
Simply Hired	12%	9%	13%	14%	14%	5%	12%	2%	16%	12%	11%	25%	10%	13%
Snagajob	14%	8%	17%	16%	17%	5%	14%	10%	22%	7%	15%	22%	13%	5%
Ziprecruiter	16%	18%	15%	21%	12%	12%	19%	21%	14%	12%	12%	32%	40%	21%
Other	17%	24%	14%	17%	10%	29%	21%	7%	10%	30%	18%	8%	16%	19%
Don't know	5%	-	8%	4%	4%	10%	9%	3%	5%	5%	5%	9%	-	8%

ZIL\_q51. Have you ever used mobile apps to research purchases?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Yes, I have	51%	51%	52%	56%	54%	48%	48%	47%	53%	56%	51%	52%	65%	44%
No, I have not	45%	46%	45%	39%	42%	51%	47%	50%	44%	42%	46%	44%	31%	50%
Don't know	3%	3%	4%	5%	4%	2%	5%	3%	3%	2%	3%	5%	4%	6%



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Total	Education				Marital Status						Children under the age of 18		Income				
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
Match	13%	14%	8%	11%	23%	14%	48%	17%	-	11%	23%	22%	12%	15%	9%	21%	-
CoffeeMeets	1%	6%	-	-	-	-	-	-	-	1%	-	-	1%	-	2%	-	-
eHarmony	2%	-	6%	-	-	-	48%	-	-	1%	-	12%	1%	4%	2%	-	-
Bumble	3%	6%	4%	3%	-	-	48%	-	-	2%	-	12%	2%	4%	6%	-	-
Hinge	1%	6%	-	-	-	-	-	-	-	1%	-	-	1%	-	2%	-	-
Plenty of Fish	21%	26%	31%	18%	9%	8%	78%	49%	32%	17%	-	69%	15%	27%	21%	8%	30%
Grindr	29%	32%	24%	34%	31%	35%	22%	7%	45%	31%	37%	14%	31%	24%	33%	36%	25%
Other	35%	50%	33%	37%	30%	51%	22%	30%	77%	32%	41%	15%	37%	47%	26%	24%	36%

ZIL\_q48a. Thinking about all the times you've used dating websites and/or apps... For which of the following purposes have you ever used dating websites and/or apps? Please select all that apply.

Unweighted base	426	40	135	149	102	99	3	43	13	241	27	45	381	154	116	113	43
<b>Base: All LGB adults</b>	424	40	143	145	95	100	3	45	12	238	26	54	370	158	112	109	45
Casual dating (i.e., not seeing the person exclusively)	58%	49%	53%	66%	59%	49%	100%	65%	57%	60%	62%	48%	60%	56%	61%	59%	57%
Casual sex	44%	34%	49%	42%	45%	45%	69%	35%	59%	43%	56%	47%	44%	46%	46%	43%	38%
To find a long-term partner	59%	58%	56%	56%	67%	60%	78%	74%	38%	55%	67%	54%	59%	56%	58%	59%	69%
To find a short-term partner	32%	12%	29%	38%	35%	28%	48%	21%	10%	36%	32%	28%	32%	28%	37%	32%	30%
Friendship	52%	59%	53%	53%	46%	45%	100%	58%	37%	55%	38%	41%	53%	58%	54%	41%	54%
Another purpose	7%	13%	7%	7%	3%	7%	-	11%	25%	5%	6%	9%	6%	7%	7%	6%	6%
Prefer not to say	2%	4%	3%	2%	1%	1%	-	2%	10%	3%	-	2%	2%	1%	1%	3%	6%

ZIL\_q49. Have you ever used mobile apps to search for employment?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Yes, I have	18%	20%	22%	16%	17%	19%	30%	12%	15%	20%	14%	32%	16%	22%	17%	17%	12%
No, I have not	80%	80%	76%	84%	82%	80%	70%	87%	82%	78%	85%	66%	83%	77%	81%	81%	86%
Don't know	1%	-	3%	1%	1%	1%	-	1%	3%	1%	1%	2%	1%	1%	1%	2%	2%

ZIL\_q50a. Which of the following mobile apps have you used to search for employment? Please select all that apply.

Unweighted base	175	21	64	49	41	59	3	11	5	87	10	36	139	67	48	47	13
<b>Base: All LGB adults who have used mobile apps to search for employment</b>	187	23	74	49	40	65	3	12	5	90	11	45	142	76	51	47	13
Jobs by Careerbuilder	17%	23%	19%	19%	8%	18%	-	24%	-	17%	15%	17%	17%	22%	13%	12%	22%
Indeed	56%	59%	62%	57%	44%	53%	73%	58%	33%	58%	68%	61%	55%	55%	62%	47%	75%
LinkedIn mobile	36%	17%	30%	42%	49%	38%	27%	25%	14%	39%	23%	33%	37%	29%	37%	51%	16%
Monster	37%	58%	39%	37%	24%	32%	100%	59%	-	37%	45%	52%	33%	36%	48%	23%	60%
Reach	1%	7%	2%	-	-	-	-	-	-	3%	-	3%	1%	3%	1%	-	-
Simply Hired	12%	33%	10%	11%	4%	11%	-	-	-	14%	24%	13%	12%	13%	9%	8%	30%
Snagajob	14%	46%	17%	1%	6%	8%	-	14%	-	18%	30%	14%	14%	12%	13%	14%	28%
Ziprecruiter	16%	19%	13%	20%	14%	12%	-	10%	14%	22%	-	13%	16%	15%	14%	14%	33%
Other	17%	8%	13%	20%	20%	18%	27%	13%	73%	13%	24%	11%	19%	15%	17%	19%	25%
Don't know	5%	-	6%	-	13%	5%	-	13%	-	5%	-	-	7%	9%	-	7%	-

ZIL\_q51. Have you ever used mobile apps to research purchases?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Yes, I have	51%	39%	50%	54%	56%	59%	44%	48%	46%	48%	43%	59%	50%	45%	52%	63%	40%
No, I have not	45%	53%	47%	44%	40%	39%	42%	48%	49%	48%	55%	37%	47%	51%	45%	35%	53%
Don't know	3%	7%	2%	2%	4%	2%	14%	3%	5%	4%	2%	4%	3%	4%	3%	2%	7%

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Total	Social networks membership														Sexuality		
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man	
Match	13%	12%	15%	15%	19%	22%	20%	10%	13%	100%	8%	55%	-	-	29%	40%	9%
CoffeeMeets	1%	1%	1%	1%	2%	-	2%	2%	1%	-	3%	-	-	-	-	-	2%
eHarmony	2%	2%	4%	4%	5%	16%	6%	2%	4%	64%	8%	55%	-	-	-	-	2%
Bumble	3%	3%	5%	4%	5%	11%	6%	4%	6%	64%	12%	38%	-	-	-	-	2%
Hinge	1%	1%	1%	1%	2%	-	2%	2%	1%	-	3%	-	-	-	-	-	2%
Plenty of Fish	21%	21%	19%	18%	29%	23%	23%	6%	14%	64%	12%	38%	48%	-	29%	24%	6%
Grindr	29%	28%	30%	37%	30%	20%	29%	36%	30%	-	35%	34%	-	-	24%	-	55%
Other	35%	34%	26%	29%	28%	39%	27%	37%	28%	-	21%	17%	22%	-	71%	30%	49%

**ZIL\_q48a. Thinking about all the times you've used dating websites and/or apps... For which of the following purposes have you ever used dating websites and/or apps? Please select all that apply.**

Unweighted base	426	363	226	207	160	40	127	122	181	3	99	13	19	1	27	65	167
<b>Base: All LGB adults</b>	424	366	232	204	162	41	135	124	186	3	106	13	20	1	24	59	121
Casual dating (i.e., not seeing the person exclusively)	58%	59%	61%	62%	55%	49%	70%	60%	62%	100%	63%	84%	66%	-	41%	36%	59%
Casual sex	44%	44%	46%	47%	47%	50%	43%	44%	49%	47%	38%	72%	52%	-	45%	9%	68%
To find a long-term partner	59%	60%	64%	61%	60%	71%	66%	54%	61%	47%	63%	75%	59%	100%	56%	68%	52%
To find a short-term partner	32%	32%	39%	38%	32%	30%	44%	39%	40%	47%	49%	60%	47%	-	11%	24%	26%
Friendship	52%	51%	55%	51%	55%	60%	55%	53%	53%	100%	56%	39%	79%	-	59%	45%	59%
Another purpose	7%	7%	7%	8%	10%	14%	9%	9%	7%	-	7%	15%	4%	-	8%	2%	13%
Prefer not to say	2%	2%	2%	3%	2%	2%	1%	2%	3%	-	5%	-	-	-	-	8%	2%

**ZIL\_q49. Have you ever used mobile apps to search for employment?**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Yes, I have	18%	20%	22%	24%	24%	31%	27%	22%	27%	54%	34%	28%	22%	-	2%	18%	13%
No, I have not	80%	79%	76%	75%	75%	67%	72%	77%	71%	46%	65%	66%	78%	100%	97%	82%	86%
Don't know	1%	1%	2%	1%	1%	3%	2%	1%	2%	-	1%	6%	-	-	1%	1%	1%

**ZIL\_q50a. Which of the following mobile apps have you used to search for employment? Please select all that apply.**

Unweighted base	175	156	98	99	76	18	68	46	85	4	56	6	8	-	2	30	48
<b>Base: All LGB adults who have used mobile apps to search for employment</b>	187	167	105	101	82	23	78	49	96	4	63	6	9	-	2	28	34
Jobs by Careerbuilder	17%	17%	15%	17%	18%	3%	14%	21%	11%	-	16%	12%	11%	-	-	15%	17%
Indeed	56%	54%	59%	59%	62%	73%	70%	66%	68%	59%	62%	43%	73%	-	41%	47%	58%
LinkedIn mobile	36%	36%	42%	59%	39%	47%	42%	49%	36%	23%	35%	29%	33%	-	-	38%	56%
Monster	37%	38%	38%	35%	45%	55%	40%	36%	29%	63%	38%	55%	57%	-	41%	26%	43%
Reach	1%	2%	2%	2%	2%	-	1%	3%	2%	-	3%	-	-	-	-	3%	2%
Simply Hired	12%	12%	6%	9%	10%	-	9%	13%	11%	-	11%	-	11%	-	-	12%	10%
Snagajob	14%	15%	9%	8%	18%	14%	14%	11%	11%	18%	17%	12%	11%	-	-	6%	10%
Ziprecruiter	16%	14%	16%	19%	18%	16%	17%	25%	16%	-	24%	-	11%	-	-	-	19%
Other	17%	17%	15%	20%	17%	8%	16%	20%	15%	-	14%	17%	11%	-	-	13%	22%
Don't know	5%	5%	3%	2%	4%	-	-	-	3%	-	5%	-	18%	-	59%	-	-

**ZIL\_q51. Have you ever used mobile apps to research purchases?**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Yes, I have	51%	54%	62%	61%	62%	66%	65%	59%	66%	78%	65%	89%	44%	59%	30%	49%	53%
No, I have not	45%	43%	36%	36%	35%	29%	32%	37%	32%	22%	34%	11%	47%	41%	69%	49%	44%
Don't know	3%	3%	3%	3%	4%	5%	4%	3%	3%	-	1%	-	9%	-	2%	2%	2%

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	Total	Bisexual
Match	13%	11%
CoffeeMeets	1%	-
eHarmony	2%	3%
Bumble	3%	5%
Hinge	1%	-
Plenty of Fish	21%	33%
Grindr	29%	15%
Other	35%	25%

ZIL\_q48a. Thinking about all the times you've used dating websites and/or apps... For which of the following purposes have you ever used dating websites and/or apps? Please select all that apply.

	Unweighted base	
	426	194
<b>Base: All LGB adults</b>	424	244
Casual dating (i.e., not seeing the person exclusively)	58%	63%
Casual sex	44%	41%
To find a long-term partner	59%	60%
To find a short-term partner	32%	36%
Friendship	52%	50%
Another purpose	7%	5%
Prefer not to say	2%	1%

ZIL\_q49. Have you ever used mobile apps to search for employment?

	Unweighted base	
	1013	470
<b>Base: All LGB adults</b>	1013	587
Yes, I have	18%	21%
No, I have not	80%	77%
Don't know	1%	2%

ZIL\_q50a. Which of the following mobile apps have you used to search for employment? Please select all that apply.

	Unweighted base	
	175	97
<b>Base: All LGB adults who have used mobile apps to search for employment</b>	187	125
Jobs by Careerbuilder	17%	18%
Indeed	56%	58%
LinkedIn mobile	36%	30%
Monster	37%	38%
Reach	1%	1%
Simply Hired	12%	12%
Snagajob	14%	17%
Ziprecruiter	16%	18%
Other	17%	17%
Don't know	5%	8%

ZIL\_q51. Have you ever used mobile apps to research purchases?

	Unweighted base	
	1013	470
<b>Base: All LGB adults</b>	1013	587
Yes, I have	51%	51%
No, I have not	45%	45%
Don't know	3%	4%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender
Match	13%	7%	71%	-	-	-	42%	24%	-	12%	-	14%	13%	-
CoffeeMeets	1%	-	-	-	-	-	-	-	-	1%	-	-	-	11%
eHarmony	2%	-	-	-	-	-	42%	-	-	1%	-	2%	-	-
Bumble	3%	-	-	-	-	-	42%	-	-	3%	-	3%	-	11%
Hinge	1%	-	-	-	-	-	-	-	-	1%	-	-	-	11%
Plenty of Fish	21%	26%	36%	-	-	-	68%	58%	32%	13%	7%	100%	24%	11%
Grindr	29%	27%	29%	-	37%	-	-	13%	45%	37%	14%	100%	32%	6%
Other	35%	45%	-	-	53%	55%	32%	19%	77%	31%	52%	-	37%	29%

**ZIL\_q48a. Thinking about all the times you've used dating websites and/or apps... For which of the following purposes have you ever used dating websites and/or apps? Please select all that apply.**

Unweighted base	426	92	24	-	57	38	5	28	15	153	13	1	380	22	19
<b>Base: All LGB adults</b>	424	94	22	-	62	45	5	29	12	141	13	1	371	25	22
Casual dating (i.e., not seeing the person exclusively)	58%	54%	47%	-	64%	46%	70%	56%	73%	62%	76%	100%	58%	50%	79%
Casual sex	44%	49%	56%	-	43%	27%	52%	33%	48%	46%	57%	100%	45%	36%	48%
To find a long-term partner	59%	57%	52%	-	71%	59%	87%	73%	38%	52%	76%	-	60%	53%	46%
To find a short-term partner	32%	28%	15%	-	35%	31%	29%	20%	11%	38%	47%	100%	31%	33%	44%
Friendship	52%	47%	32%	-	46%	45%	87%	61%	60%	60%	42%	100%	53%	28%	59%
Another purpose	7%	8%	4%	-	4%	2%	13%	16%	19%	5%	8%	100%	7%	10%	3%
Prefer not to say	2%	1%	-	-	2%	-	-	5%	-	4%	-	-	2%	-	-

**ZIL\_q49. Have you ever used mobile apps to search for employment?**

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Yes, I have	18%	20%	12%	-	24%	24%	40%	11%	16%	17%	-	25%	18%	19%	30%
No, I have not	80%	79%	87%	100%	71%	74%	60%	89%	84%	82%	93%	75%	81%	71%	70%
Don't know	1%	1%	1%	-	5%	1%	-	-	-	1%	7%	-	1%	10%	-

**ZIL\_q50a. Which of the following mobile apps have you used to search for employment? Please select all that apply.**

Unweighted base	175	61	9	-	25	15	3	6	6	49	-	1	156	7	10
<b>Base: All LGB adults who have used mobile apps to search for employment</b>	187	69	8	-	26	18	3	7	6	48	-	1	164	8	12
Jobs by Careerbuilder	17%	15%	9%	-	24%	18%	20%	25%	-	19%	-	-	15%	34%	39%
Indeed	56%	52%	89%	-	71%	55%	66%	23%	51%	53%	-	100%	56%	52%	59%
LinkedIn mobile	36%	38%	43%	-	43%	14%	20%	25%	33%	38%	-	100%	35%	13%	74%
Monster	37%	32%	41%	-	55%	37%	100%	25%	21%	35%	-	-	37%	49%	47%
Reach	1%	-	-	-	-	-	34%	-	-	3%	-	-	1%	16%	6%
Simply Hired	12%	11%	32%	-	16%	5%	-	13%	16%	10%	-	-	10%	34%	26%
Snagajob	14%	7%	30%	-	30%	26%	-	-	-	13%	-	-	13%	13%	18%
Ziprecruiter	16%	10%	-	-	10%	32%	-	-	12%	25%	-	100%	13%	22%	57%
Other	17%	20%	-	-	16%	10%	-	38%	39%	17%	-	-	18%	-	18%
Don't know	5%	7%	-	-	-	9%	-	23%	-	3%	-	-	6%	-	-

**ZIL\_q51. Have you ever used mobile apps to research purchases?**

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Yes, I have	51%	59%	41%	69%	55%	62%	48%	37%	44%	46%	28%	49%	53%	43%	36%
No, I have not	45%	38%	58%	31%	40%	35%	52%	57%	48%	51%	65%	51%	45%	55%	55%
Don't know	3%	2%	1%	-	4%	3%	-	6%	8%	4%	7%	-	3%	2%	9%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q52a. Which of the following mobile apps have you used to research purchases? Please select all that apply.

	Unweighted base	525	276	249	124	159	242	88	97	160	180	435	20	29	41
<b>Base: All LGB adults who have ever used mobile apps to research purchases</b>		521	230	291	143	159	218	89	97	164	171	423	20	34	44
Purch	0%	0%	1%	-	1%	-	-	1%	-	-	0%	0%	-	-	-
Product Reviews	22%	22%	24%	20%	15%	17%	30%	28%	16%	21%	23%	21%	13%	32%	25%
Influenster	3%	3%	1%	4%	4%	3%	2%	2%	4%	4%	2%	2%	4%	9%	-
Yelp	46%	46%	45%	47%	46%	47%	46%	49%	36%	39%	58%	47%	48%	35%	50%
Amazon	88%	88%	88%	87%	91%	85%	87%	91%	86%	90%	85%	89%	90%	76%	82%
Other	20%	20%	23%	18%	13%	24%	21%	21%	20%	19%	21%	20%	12%	11%	27%
Don't know	2%	2%	2%	1%	2%	1%	1%	-	1%	2%	2%	1%	-	6%	4%

ZIL\_q53a\_1. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Books

	Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>		1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Much more likely to purchase online	34%	34%	36%	33%	27%	35%	38%	32%	34%	33%	37%	35%	48%	21%	31%
Somewhat more likely to purchase online	22%	22%	23%	21%	28%	19%	21%	26%	23%	21%	20%	21%	20%	37%	26%
About the same likelihood	29%	29%	26%	32%	33%	31%	27%	33%	30%	29%	28%	30%	15%	24%	34%
Somewhat more likely to purchase in a physical store	7%	7%	8%	7%	5%	8%	8%	6%	6%	7%	8%	8%	8%	6%	3%
Much more likely to purchase in a physical store	7%	7%	8%	7%	6%	8%	7%	4%	8%	9%	7%	7%	8%	12%	7%
Net: Purchase online	56%	56%	58%	55%	55%	54%	58%	58%	57%	54%	57%	56%	69%	58%	57%
Net: Purchase in a store	14%	14%	15%	13%	12%	16%	15%	9%	13%	16%	16%	15%	16%	18%	10%

ZIL\_q53a\_2. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Food

	Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>		1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Much more likely to purchase online	2%	2%	2%	2%	4%	2%	0%	1%	1%	2%	3%	1%	7%	2%	4%
Somewhat more likely to purchase online	3%	3%	4%	3%	3%	5%	3%	4%	1%	4%	4%	3%	5%	11%	5%
About the same likelihood	11%	11%	9%	13%	14%	13%	8%	16%	14%	10%	8%	11%	9%	16%	15%
Somewhat more likely to purchase in a physical store	19%	19%	20%	18%	19%	20%	18%	18%	18%	19%	21%	19%	24%	17%	18%
Much more likely to purchase in a physical store	65%	65%	64%	65%	61%	59%	70%	62%	66%	66%	64%	66%	55%	53%	58%
Net: Purchase online	5%	5%	6%	5%	7%	7%	4%	5%	2%	6%	7%	4%	12%	13%	9%
Net: Purchase in a store	83%	83%	85%	83%	79%	80%	88%	79%	84%	85%	84%	85%	79%	71%	76%

ZIL\_q53a\_3. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Electronics

	Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>		1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Much more likely to purchase online	19%	19%	21%	18%	19%	19%	19%	16%	20%	18%	21%	19%	24%	17%	18%
Somewhat more likely to purchase online	23%	23%	22%	23%	27%	24%	20%	25%	21%	20%	25%	24%	13%	19%	16%
About the same likelihood	32%	32%	28%	35%	37%	35%	27%	39%	32%	29%	30%	32%	32%	23%	35%
Somewhat more likely to purchase in a physical store	14%	14%	16%	12%	11%	12%	17%	12%	11%	18%	12%	13%	21%	20%	17%
Much more likely to purchase in a physical store	12%	12%	13%	12%	6%	10%	18%	8%	15%	14%	12%	12%	9%	21%	14%
Net: Purchase online	42%	42%	43%	41%	46%	43%	39%	41%	41%	39%	46%	44%	38%	36%	34%
Net: Purchase in a store	26%	26%	29%	24%	17%	22%	34%	20%	26%	32%	24%	24%	30%	41%	31%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q52a. Which of the following mobile apps have you used to research purchases? Please select all that apply.

	Unweighted base	525	44	164	175	142	201	4	48	18	215	39	69	456	152	153	176	44
<b>Base: All LGB adults who have ever used mobile apps to research purchases</b>		521	46	173	168	133	205	5	48	16	213	34	84	437	155	154	170	43
Purchx	0%	0%	2%	0%	-	-	0%	-	-	-	0%	-	-	0%	-	1%	-	-
Product Reviews	22%	22%	19%	25%	18%	23%	24%	18%	27%	37%	18%	24%	18%	23%	21%	22%	21%	29%
Influenster	3%	3%	7%	3%	2%	1%	2%	-	6%	-	3%	-	5%	2%	4%	4%	0%	4%
Yelp	46%	46%	26%	39%	53%	54%	39%	68%	46%	56%	49%	61%	31%	49%	32%	47%	55%	60%
Amazon	88%	88%	73%	88%	89%	90%	89%	82%	90%	90%	86%	83%	91%	87%	84%	89%	90%	84%
Other	20%	20%	33%	18%	20%	19%	22%	18%	19%	27%	16%	29%	20%	20%	21%	16%	22%	22%
Don't know	2%	2%	2%	2%	1%	1%	1%	-	1%	-	3%	-	1%	2%	2%	0%	1%	4%

ZIL\_q53a\_1. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Books

	Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>		1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Much more likely to purchase online	34%	34%	19%	30%	36%	45%	37%	30%	35%	40%	32%	33%	34%	34%	31%	36%	42%	22%
Somewhat more likely to purchase online	22%	22%	15%	22%	25%	21%	20%	17%	24%	16%	24%	22%	20%	22%	21%	24%	19%	29%
About the same likelihood	29%	29%	42%	32%	26%	24%	29%	53%	19%	27%	32%	27%	30%	29%	30%	27%	28%	35%
Somewhat more likely to purchase in a physical store	7%	7%	7%	7%	7%	7%	6%	-	10%	13%	7%	9%	7%	7%	8%	6%	7%	5%
Much more likely to purchase in a physical store	7%	7%	17%	9%	5%	3%	8%	-	12%	5%	6%	9%	9%	7%	10%	6%	4%	9%
Net: Purchase online	56%	56%	34%	52%	62%	67%	57%	47%	59%	55%	56%	55%	54%	57%	51%	60%	61%	51%
Net: Purchase in a store	14%	14%	24%	16%	12%	10%	14%	-	22%	18%	12%	18%	16%	14%	18%	13%	11%	14%

ZIL\_q53a\_2. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Food

	Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>		1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Much more likely to purchase online	2%	2%	2%	3%	1%	2%	2%	-	2%	-	2%	-	3%	2%	3%	2%	1%	-
Somewhat more likely to purchase online	3%	3%	5%	3%	4%	2%	3%	6%	6%	3%	4%	1%	6%	3%	3%	5%	3%	-
About the same likelihood	11%	11%	12%	12%	12%	8%	12%	27%	14%	11%	11%	6%	17%	10%	12%	10%	11%	13%
Somewhat more likely to purchase in a physical store	19%	19%	16%	21%	19%	18%	19%	23%	16%	16%	20%	18%	15%	19%	19%	18%	20%	19%
Much more likely to purchase in a physical store	65%	65%	66%	61%	65%	69%	64%	44%	62%	70%	64%	75%	59%	66%	63%	65%	64%	67%
Net: Purchase online	5%	5%	7%	6%	5%	5%	5%	6%	8%	3%	6%	1%	9%	5%	6%	7%	5%	-
Net: Purchase in a store	83%	83%	82%	82%	83%	87%	83%	67%	79%	86%	83%	93%	74%	85%	82%	83%	85%	87%

ZIL\_q53a\_3. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Electronics

	Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>		1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Much more likely to purchase online	19%	19%	12%	21%	18%	22%	23%	14%	18%	12%	19%	9%	15%	20%	18%	18%	25%	14%
Somewhat more likely to purchase online	23%	23%	20%	22%	24%	24%	19%	17%	25%	18%	26%	24%	21%	23%	23%	24%	23%	20%
About the same likelihood	32%	32%	37%	34%	30%	28%	32%	63%	25%	40%	32%	30%	41%	30%	31%	34%	29%	37%
Somewhat more likely to purchase in a physical store	14%	14%	12%	12%	15%	15%	12%	6%	16%	21%	13%	19%	12%	14%	15%	13%	13%	14%
Much more likely to purchase in a physical store	12%	12%	18%	11%	12%	11%	14%	-	16%	10%	10%	18%	10%	13%	14%	12%	11%	15%
Net: Purchase online	42%	42%	32%	42%	43%	45%	42%	31%	43%	30%	44%	33%	37%	43%	41%	42%	47%	34%
Net: Purchase in a store	26%	26%	30%	23%	27%	26%	25%	6%	31%	31%	24%	38%	22%	27%	29%	24%	24%	29%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q52a. Which of the following mobile apps have you used to research purchases? Please select all that apply.

	Unweighted base	525	454	284	255	204	44	172	129	218	6	109	20	19	1	32	86	199
<b>Base: All LGB adults who have ever used mobile apps to research purchases</b>	521	454	294	254	213	48	188	131	230	6	119	19	18	1	29	78	143	
Purchx	0%	0%	0%	0%	1%	-	1%	1%	1%	-	1%	-	-	-	-	-	1%	0%
Product Reviews	22%	20%	20%	22%	25%	25%	21%	25%	17%	43%	19%	9%	31%	-	45%	17%	27%	
Influenster	3%	3%	3%	3%	5%	12%	6%	5%	4%	18%	4%	-	-	-	-	1%	1%	
Yelp	46%	47%	54%	57%	48%	59%	52%	51%	52%	57%	48%	37%	71%	-	44%	47%	47%	
Amazon	88%	88%	92%	91%	91%	94%	92%	92%	92%	84%	89%	100%	95%	100%	87%	81%	87%	
Other	20%	19%	16%	22%	22%	17%	18%	20%	14%	-	12%	14%	29%	-	27%	11%	24%	
Don't know	2%	1%	1%	1%	2%	1%	0%	2%	2%	-	4%	-	-	-	3%	2%	2%	

ZIL\_q53a\_1. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Books

	Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268	
Much more likely to purchase online	34%	34%	38%	37%	34%	31%	37%	35%	35%	54%	30%	50%	43%	-	36%	34%	40%	
Somewhat more likely to purchase online	22%	22%	23%	24%	24%	20%	22%	25%	24%	-	24%	25%	21%	-	19%	20%	22%	
About the same likelihood	29%	30%	29%	28%	29%	31%	30%	29%	31%	32%	33%	20%	22%	100%	32%	33%	26%	
Somewhat more likely to purchase in a physical store	7%	7%	6%	7%	5%	4%	5%	5%	4%	-	7%	-	4%	-	6%	7%	7%	
Much more likely to purchase in a physical store	7%	7%	5%	5%	8%	14%	6%	5%	6%	14%	6%	6%	11%	-	8%	6%	5%	
Net: Purchase online	56%	56%	61%	61%	58%	51%	59%	60%	59%	54%	54%	74%	63%	-	54%	54%	62%	
Net: Purchase in a store	14%	14%	11%	12%	13%	18%	11%	10%	10%	14%	13%	6%	15%	-	14%	13%	12%	

ZIL\_q53a\_2. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Food

	Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268	
Much more likely to purchase online	2%	2%	2%	1%	2%	1%	3%	3%	3%	-	3%	3%	-	-	-	2%	2%	
Somewhat more likely to purchase online	3%	4%	5%	4%	6%	5%	4%	4%	4%	10%	3%	9%	2%	-	3%	4%		
About the same likelihood	11%	12%	12%	12%	11%	9%	12%	10%	14%	12%	8%	31%	14%	-	9%	11%	9%	
Somewhat more likely to purchase in a physical store	19%	19%	20%	21%	20%	20%	20%	23%	20%	22%	23%	23%	14%	-	23%	20%	20%	
Much more likely to purchase in a physical store	65%	64%	61%	62%	61%	64%	62%	60%	60%	56%	63%	34%	70%	100%	69%	65%	66%	
Net: Purchase online	5%	6%	7%	4%	8%	6%	7%	7%	7%	10%	6%	12%	2%	-	-	5%	6%	
Net: Purchase in a store	83%	82%	81%	83%	81%	85%	81%	83%	79%	78%	86%	57%	84%	100%	91%	84%	85%	

ZIL\_q53a\_3. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Electronics

	Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268	
Much more likely to purchase online	19%	20%	23%	20%	24%	23%	23%	21%	21%	32%	20%	21%	32%	59%	20%	17%	19%	
Somewhat more likely to purchase online	23%	23%	23%	27%	24%	19%	25%	26%	27%	22%	24%	22%	20%	-	20%	19%	24%	
About the same likelihood	32%	32%	34%	29%	30%	33%	31%	34%	34%	32%	36%	25%	22%	-	31%	34%	28%	
Somewhat more likely to purchase in a physical store	14%	13%	12%	15%	13%	19%	12%	9%	10%	-	12%	19%	8%	41%	13%	14%	17%	
Much more likely to purchase in a physical store	12%	12%	9%	9%	9%	9%	9%	8%	9%	14%	7%	14%	18%	-	16%	16%	12%	
Net: Purchase online	42%	42%	46%	47%	48%	39%	49%	49%	48%	54%	44%	43%	52%	59%	40%	36%	43%	
Net: Purchase in a store	26%	26%	21%	24%	23%	28%	20%	17%	18%	14%	20%	32%	26%	41%	29%	30%	29%	

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Total	
	Bisexual

ZIL\_q52a. Which of the following mobile apps have you used to research purchases? Please select all that apply.

	525	240
Unweighted base	525	240
<b>Base: All LGB adults who have ever used mobile apps to research purchases</b>	521	300
Purch	0%	-
Product Reviews	22%	21%
Influenster	3%	4%
Yelp	46%	46%
Amazon	88%	90%
Other	20%	20%
Don't know	2%	1%

ZIL\_q53a\_1. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Books

	1013	470
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely to purchase online	34%	32%
Somewhat more likely to purchase online	22%	23%
About the same likelihood	29%	30%
Somewhat more likely to purchase in a physical store	7%	7%
Much more likely to purchase in a physical store	7%	9%
Net: Purchase online	56%	54%
Net: Purchase in a store	14%	16%

ZIL\_q53a\_2. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Food

	1013	470
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely to purchase online	2%	2%
Somewhat more likely to purchase online	3%	3%
About the same likelihood	11%	13%
Somewhat more likely to purchase in a physical store	19%	18%
Much more likely to purchase in a physical store	65%	64%
Net: Purchase online	5%	5%
Net: Purchase in a store	83%	82%

ZIL\_q53a\_3. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Electronics

	1013	470
Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely to purchase online	19%	20%
Somewhat more likely to purchase online	23%	23%
About the same likelihood	32%	33%
Somewhat more likely to purchase in a physical store	14%	12%
Much more likely to purchase in a physical store	12%	12%
Net: Purchase online	42%	43%
Net: Purchase in a store	26%	24%



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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q52a. Which of the following mobile apps have you used to research purchases? Please select all that apply.

	Unweighted base	525	198	33	2	59	41	4	23	19	139	5	2	492	15	14
<b>Base: All LGB adults who have ever used mobile apps to research purchases</b>		521	204	29	2	60	46	4	23	16	130	5	2	484	17	15
Purch	0%	-	-	-	-	1%	-	-	-	-	1%	-	-	-	4%	5%
Product Reviews	22%	23%	21%	100%	25%	17%	-	-	19%	23%	21%	31%	-	23%	5%	18%
Influenster	3%	2%	-	-	4%	6%	-	-	11%	-	2%	-	-	3%	-	5%
Yelp	46%	41%	60%	44%	50%	43%	66%	46%	65%	47%	86%	-	-	47%	45%	46%
Amazon	88%	90%	84%	44%	86%	87%	83%	96%	83%	85%	69%	100%	-	88%	91%	82%
Other	20%	21%	29%	-	20%	12%	17%	23%	39%	15%	14%	100%	-	20%	4%	29%
Don't know	2%	1%	-	-	-	-	-	-	-	-	5%	-	-	1%	-	7%

ZIL\_q53a\_1. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Books

	Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>		1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Much more likely to purchase online	34%	37%	33%	31%	25%	33%	8%	34%	38%	36%	32%	49%	-	35%	35%	27%
Somewhat more likely to purchase online	22%	20%	16%	69%	30%	37%	33%	15%	17%	19%	31%	22%	-	21%	41%	14%
About the same likelihood	29%	30%	32%	-	35%	21%	18%	26%	23%	31%	28%	-	-	30%	6%	43%
Somewhat more likely to purchase in a physical store	7%	6%	11%	-	6%	4%	16%	11%	12%	7%	-	29%	-	7%	7%	8%
Much more likely to purchase in a physical store	7%	7%	8%	-	4%	6%	24%	14%	10%	6%	9%	-	-	7%	11%	8%
Net: Purchase online	56%	57%	49%	100%	55%	69%	42%	49%	55%	55%	63%	71%	-	56%	76%	41%
Net: Purchase in a store	14%	13%	19%	-	10%	10%	40%	25%	22%	13%	9%	29%	-	14%	18%	16%

ZIL\_q53a\_2. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Food

	Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>		1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Much more likely to purchase online	2%	2%	-	-	2%	-	-	-	4%	-	3%	-	-	1%	13%	3%
Somewhat more likely to purchase online	3%	3%	3%	38%	2%	1%	14%	8%	5%	4%	4%	-	25%	3%	19%	2%
About the same likelihood	11%	11%	12%	-	9%	10%	8%	17%	10%	11%	20%	-	-	11%	18%	4%
Somewhat more likely to purchase in a physical store	19%	19%	14%	62%	25%	16%	46%	6%	12%	22%	7%	29%	-	19%	11%	24%
Much more likely to purchase in a physical store	65%	65%	71%	-	63%	73%	32%	65%	73%	61%	74%	46%	-	66%	39%	68%
Net: Purchase online	5%	5%	3%	38%	3%	1%	14%	12%	5%	7%	-	25%	-	4%	32%	5%
Net: Purchase in a store	83%	84%	85%	62%	87%	89%	78%	71%	86%	83%	80%	75%	-	85%	51%	92%

ZIL\_q53a\_3. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Electronics

	Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>		1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Much more likely to purchase online	19%	22%	15%	31%	15%	31%	8%	18%	14%	15%	35%	25%	-	19%	22%	26%
Somewhat more likely to purchase online	23%	19%	15%	-	36%	30%	25%	23%	21%	22%	23%	46%	-	22%	37%	22%
About the same likelihood	32%	34%	33%	-	28%	27%	34%	22%	36%	35%	10%	-	-	32%	17%	30%
Somewhat more likely to purchase in a physical store	14%	12%	13%	69%	16%	9%	8%	16%	16%	15%	28%	29%	-	14%	13%	11%
Much more likely to purchase in a physical store	12%	13%	23%	-	4%	4%	24%	21%	12%	12%	5%	-	-	12%	11%	10%
Net: Purchase online	42%	41%	31%	31%	51%	61%	33%	41%	35%	38%	57%	71%	-	41%	59%	49%
Net: Purchase in a store	26%	25%	36%	69%	21%	12%	32%	37%	29%	27%	33%	29%	-	26%	24%	21%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q53a\_4. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Furniture

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Much more likely to purchase online	4%	5%	3%	4%	5%	3%	4%	5%	2%	5%	4%	7%	3%	6%
Somewhat more likely to purchase online	8%	8%	7%	8%	9%	7%	10%	8%	6%	8%	7%	13%	9%	8%
About the same likelihood	21%	19%	23%	26%	25%	16%	23%	24%	22%	18%	20%	23%	27%	25%
Somewhat more likely to purchase in a physical store	25%	24%	26%	25%	24%	26%	26%	20%	28%	25%	25%	31%	25%	22%
Much more likely to purchase in a physical store	42%	44%	41%	36%	38%	49%	37%	44%	42%	45%	44%	27%	36%	39%
Net: Purchase online	12%	13%	11%	13%	14%	10%	15%	13%	8%	12%	11%	20%	12%	14%
Net: Purchase in a store	67%	68%	67%	62%	61%	74%	62%	64%	70%	70%	69%	58%	60%	60%

ZIL\_q53a\_5. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Clothes

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Much more likely to purchase online	12%	9%	14%	8%	13%	13%	14%	12%	9%	13%	11%	23%	15%	14%
Somewhat more likely to purchase online	13%	13%	14%	12%	12%	15%	17%	13%	15%	10%	14%	10%	10%	12%
About the same likelihood	28%	28%	28%	28%	32%	25%	29%	31%	27%	25%	28%	20%	25%	33%
Somewhat more likely to purchase in a physical store	22%	25%	20%	23%	18%	23%	21%	17%	21%	27%	22%	26%	22%	22%
Much more likely to purchase in a physical store	25%	25%	25%	28%	25%	24%	19%	27%	29%	24%	26%	22%	29%	20%
Net: Purchase online	25%	22%	28%	21%	25%	28%	31%	25%	24%	23%	25%	33%	25%	26%
Net: Purchase in a store	47%	50%	45%	51%	43%	48%	40%	44%	49%	52%	48%	47%	50%	41%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q53a\_4. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Furniture

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Much more likely to purchase online	4%	4%	5%	3%	4%	3%	14%	5%	5%	5%	2%	4%	4%	5%	4%	3%	3%
Somewhat more likely to purchase online	8%	6%	8%	9%	7%	7%	8%	7%	12%	9%	3%	10%	7%	8%	7%	8%	5%
About the same likelihood	21%	24%	24%	20%	17%	22%	34%	21%	19%	22%	15%	25%	21%	21%	21%	19%	27%
Somewhat more likely to purchase in a physical store	25%	24%	25%	25%	25%	25%	30%	27%	22%	23%	32%	21%	26%	22%	28%	26%	24%
Much more likely to purchase in a physical store	42%	42%	38%	43%	48%	43%	14%	40%	42%	41%	48%	40%	43%	43%	39%	45%	41%
Net: Purchase online	12%	10%	12%	12%	11%	9%	22%	12%	16%	14%	5%	15%	11%	14%	11%	11%	8%
Net: Purchase in a store	67%	65%	63%	68%	72%	69%	44%	67%	64%	64%	80%	61%	68%	65%	68%	71%	65%

ZIL\_q53a\_5. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Clothes

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Much more likely to purchase online	12%	9%	11%	12%	14%	14%	14%	8%	12%	11%	12%	12%	12%	11%	9%	16%	9%
Somewhat more likely to purchase online	13%	9%	9%	18%	15%	15%	17%	8%	21%	13%	13%	11%	14%	9%	17%	17%	8%
About the same likelihood	28%	31%	33%	23%	25%	27%	47%	39%	25%	27%	21%	30%	27%	29%	29%	22%	34%
Somewhat more likely to purchase in a physical store	22%	20%	21%	24%	21%	18%	22%	22%	14%	26%	24%	19%	22%	20%	22%	23%	24%
Much more likely to purchase in a physical store	25%	32%	26%	23%	25%	27%	-	22%	28%	24%	31%	28%	25%	30%	23%	21%	24%
Net: Purchase online	25%	18%	20%	30%	30%	29%	31%	17%	32%	24%	25%	23%	26%	21%	26%	34%	18%
Net: Purchase in a store	47%	51%	47%	47%	46%	44%	22%	44%	42%	50%	54%	46%	47%	51%	45%	44%	49%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q53a\_4. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Furniture

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more likely to purchase online	4%	5%	5%	3%	5%	2%	5%	4%	4%	-	4%	7%	8%	-	2%	4%	6%
Somewhat more likely to purchase online	8%	8%	9%	8%	10%	8%	10%	9%	9%	10%	8%	16%	9%	-	7%	6%	8%
About the same likelihood	21%	22%	23%	18%	24%	21%	22%	24%	25%	22%	22%	22%	12%	59%	22%	20%	20%
Somewhat more likely to purchase in a physical store	25%	25%	22%	26%	23%	23%	23%	21%	22%	44%	28%	23%	32%	-	30%	26%	24%
Much more likely to purchase in a physical store	42%	42%	41%	44%	38%	46%	40%	42%	40%	24%	38%	32%	39%	41%	39%	44%	43%
Net: Purchase online	12%	12%	14%	12%	15%	10%	15%	13%	12%	10%	12%	23%	18%	-	10%	10%	14%
Net: Purchase in a store	67%	66%	63%	70%	62%	69%	63%	63%	62%	68%	66%	55%	70%	41%	68%	70%	67%

ZIL\_q53a\_5. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Clothes

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more likely to purchase online	12%	12%	14%	13%	14%	8%	14%	12%	12%	20%	9%	36%	14%	-	10%	17%	10%
Somewhat more likely to purchase online	13%	14%	16%	16%	15%	11%	15%	11%	15%	22%	15%	12%	17%	-	14%	12%	14%
About the same likelihood	28%	28%	27%	27%	27%	34%	26%	32%	30%	26%	28%	20%	23%	59%	26%	25%	26%
Somewhat more likely to purchase in a physical store	22%	21%	22%	20%	21%	22%	21%	22%	20%	32%	21%	16%	20%	41%	23%	21%	26%
Much more likely to purchase in a physical store	25%	25%	20%	24%	23%	25%	23%	23%	24%	-	27%	16%	26%	-	27%	25%	24%
Net: Purchase online	25%	26%	31%	29%	29%	19%	30%	23%	27%	42%	24%	48%	31%	-	24%	29%	24%
Net: Purchase in a store	47%	46%	43%	44%	43%	47%	44%	45%	44%	32%	48%	31%	47%	41%	50%	46%	50%

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Total	
	Bisexual

ZIL\_q53a\_4. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Furniture

	Unweighted base	1013	470
<b>Base: All LGB adults</b>		1013	587
Much more likely to purchase online	4%		3%
Somewhat more likely to purchase online	8%		8%
About the same likelihood	21%		22%
Somewhat more likely to purchase in a physical store	25%		25%
Much more likely to purchase in a physical store	42%		42%
Net: Purchase online	12%		11%
Net: Purchase in a store	67%		67%

ZIL\_q53a\_5. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Clothes

	Unweighted base	1013	470
<b>Base: All LGB adults</b>		1013	587
Much more likely to purchase online	12%		11%
Somewhat more likely to purchase online	13%		13%
About the same likelihood	28%		29%
Somewhat more likely to purchase in a physical store	22%		20%
Much more likely to purchase in a physical store	25%		26%
Net: Purchase online	25%		25%
Net: Purchase in a store	47%		46%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q53a\_4. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Furniture

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Much more likely to purchase online	4%	3%	2%	-	3%	2%	-	7%	5%	5%	15%	25%	4%	11%	6%
Somewhat more likely to purchase online	8%	7%	4%	-	7%	12%	22%	7%	17%	7%	14%	-	7%	20%	6%
About the same likelihood	21%	21%	12%	-	28%	23%	20%	20%	13%	23%	11%	25%	22%	17%	13%
Somewhat more likely to purchase in a physical store	25%	26%	34%	62%	21%	21%	26%	27%	15%	25%	25%	29%	25%	12%	40%
Much more likely to purchase in a physical store	42%	44%	47%	38%	41%	42%	32%	39%	51%	40%	36%	22%	42%	40%	35%
Net: Purchase online	12%	9%	6%	-	10%	14%	22%	14%	21%	13%	28%	25%	11%	31%	12%
Net: Purchase in a store	67%	70%	81%	100%	62%	63%	58%	67%	66%	64%	61%	51%	68%	52%	75%

ZIL\_q53a\_5. For each of the following types of products would you be more likely to purchase them online or in a physical store, or is the likelihood about the same? Please select one option on each row. - Clothes

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Much more likely to purchase online	12%	13%	10%	-	12%	12%	8%	10%	14%	10%	8%	25%	12%	24%	9%
Somewhat more likely to purchase online	13%	14%	11%	-	12%	9%	12%	12%	22%	14%	6%	22%	14%	10%	4%
About the same likelihood	28%	27%	23%	-	30%	32%	14%	37%	22%	28%	24%	25%	28%	31%	22%
Somewhat more likely to purchase in a physical store	22%	19%	24%	69%	18%	23%	43%	19%	15%	26%	28%	29%	22%	9%	37%
Much more likely to purchase in a physical store	25%	27%	31%	31%	27%	24%	24%	22%	27%	22%	35%	-	25%	26%	28%
Net: Purchase online	25%	28%	21%	-	25%	21%	20%	22%	36%	25%	14%	46%	26%	34%	13%
Net: Purchase in a store	47%	46%	56%	100%	45%	47%	67%	41%	42%	48%	63%	29%	46%	35%	65%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q54a. Have you ever made a purchase based on advertising you have seen on social media?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Yes, I have	35%	32%	37%	43%	36%	29%	36%	28%	38%	35%	33%	37%	45%	43%
No, I have not	55%	60%	51%	42%	53%	63%	51%	62%	48%	59%	57%	54%	42%	46%
Don't know	11%	8%	12%	16%	11%	8%	13%	9%	14%	7%	10%	8%	12%	12%

ZIL\_q54b. And on which of the following social media platforms did you see an advertisement that led to a purchase? Please select all that apply.

Unweighted base	337	166	171	89	104	144	61	57	114	105	266	14	21	36
<b>Base: All LGB adults who have made a purchase based on advertising they have seen on social media</b>	350	141	209	110	107	133	66	59	118	107	269	14	24	43
Twitter	9%	10%	8%	8%	9%	9%	11%	8%	6%	10%	7%	23%	16%	8%
Facebook	84%	82%	85%	82%	85%	83%	80%	96%	75%	88%	85%	75%	83%	76%
Snapchat	2%	3%	2%	5%	3%	-	1%	3%	4%	2%	1%	7%	18%	2%
Instagram	13%	10%	16%	28%	10%	4%	16%	7%	12%	16%	9%	7%	39%	25%
LinkedIn	2%	3%	1%	2%	2%	1%	2%	-	1%	4%	1%	5%	12%	-
Google+	7%	11%	4%	3%	8%	9%	10%	-	7%	8%	5%	17%	12%	11%
MySpace	1%	1%	-	-	2%	-	-	1%	-	1%	-	-	5%	2%
Pinterest	11%	7%	14%	18%	13%	5%	16%	9%	6%	16%	10%	11%	36%	6%
Tumblr	6%	6%	6%	12%	4%	4%	6%	7%	7%	5%	6%	13%	5%	7%
Vine	1%	1%	1%	2%	-	-	1%	-	1%	-	0%	-	7%	-
Bebo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2%	4%	1%	2%	3%	2%	4%	3%	1%	2%	2%	-	-	2%
Don't know / can't recall	6%	10%	4%	7%	6%	7%	6%	-	14%	2%	6%	8%	4%	8%

ZIL\_q55. Approximately, how often do you make purchases based on advertising you see on social media?

Unweighted base	337	166	171	89	104	144	61	57	114	105	266	14	21	36
<b>Base: All LGB adults</b>	350	141	209	110	107	133	66	59	118	107	269	14	24	43
Every day	1%	2%	1%	2%	2%	-	-	-	1%	3%	1%	6%	4%	3%
A few times a week	1%	1%	2%	4%	-	-	1%	-	3%	1%	1%	-	7%	4%
Once a week	3%	2%	3%	5%	2%	2%	4%	1%	4%	2%	2%	-	7%	9%
A few times a month	9%	9%	9%	9%	11%	7%	8%	8%	7%	11%	8%	6%	14%	12%
Once a month	11%	13%	10%	9%	14%	11%	18%	5%	10%	12%	11%	23%	17%	4%
Less often than once a month	74%	74%	74%	71%	71%	80%	69%	86%	75%	71%	78%	64%	51%	68%

ZIL\_q57. Which ONE of the following statements about gender BEST applies to you?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
I mainly identify as the gender I was assigned at birth (i.e., my birth certificate and gender identity match)	90%	93%	88%	83%	92%	94%	88%	92%	90%	92%	92%	93%	87%	80%
I mainly identify as the opposite gender than the one I was assigned at birth (i.e., my birth certificate and gender identity DON'T match)	4%	3%	5%	8%	4%	2%	4%	3%	5%	4%	3%	5%	10%	10%
I mainly identify as being third gender, as not having a gender or something else	4%	2%	6%	8%	3%	3%	7%	4%	3%	3%	4%	-	2%	8%
Prefer not to say	2%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%	2%	1%	2%

ZIL\_q14. If the election for President were going to be held today, would you vote for...

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
The democratic candidate	67%	70%	64%	62%	61%	74%	70%	74%	61%	67%	69%	81%	49%	58%
The republican candidate	8%	13%	5%	8%	7%	10%	7%	5%	11%	9%	8%	-	20%	6%
Another candidate	9%	7%	10%	9%	13%	6%	8%	6%	10%	10%	8%	2%	16%	11%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**ZIL\_q54a. Have you ever made a purchase based on advertising you have seen on social media?**

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Yes, I have	35%	27%	35%	34%	38%	34%	58%	32%	29%	36%	28%	41%	33%	33%	36%	38%	29%
No, I have not	55%	64%	53%	54%	53%	56%	26%	58%	58%	52%	65%	49%	56%	57%	56%	50%	56%
Don't know	11%	9%	11%	11%	9%	10%	16%	10%	12%	12%	7%	10%	11%	10%	8%	12%	15%

**ZIL\_q54b. And on which of the following social media platforms did you see an advertisement that led to a purchase? Please select all that apply.**

Unweighted base	337	29	113	108	87	111	5	30	11	156	24	47	290	105	103	101	28
<b>Base: All LGB adults who have made a purchase based on advertising they have seen on social media</b>	350	32	122	107	90	119	6	32	10	160	22	58	292	111	106	102	31
Twitter	9%	10%	9%	11%	5%	9%	-	15%	19%	7%	7%	8%	9%	12%	6%	9%	6%
Facebook	84%	78%	79%	91%	84%	86%	76%	82%	86%	81%	94%	88%	83%	83%	89%	82%	72%
Snapchat	2%	8%	1%	4%	1%	1%	-	-	12%	3%	7%	9%	1%	3%	4%	1%	-
Instagram	13%	21%	12%	17%	7%	8%	-	-	12%	20%	16%	17%	12%	9%	16%	14%	17%
LinkedIn	2%	-	1%	3%	3%	2%	-	-	19%	1%	-	5%	1%	1%	3%	3%	-
Google+	7%	9%	7%	5%	7%	7%	14%	6%	26%	5%	13%	6%	7%	7%	7%	3%	5%
MySpace	1%	-	1%	1%	-	1%	-	-	12%	-	-	3%	-	-	1%	1%	-
Pinterest	11%	29%	13%	6%	10%	13%	-	9%	12%	10%	22%	29%	8%	12%	14%	10%	6%
Tumblr	6%	14%	6%	9%	1%	2%	38%	6%	12%	9%	-	8%	6%	9%	4%	4%	14%
Vine	1%	5%	1%	-	-	1%	-	-	-	-	7%	3%	0%	-	2%	-	-
Bebo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2%	4%	2%	1%	3%	3%	-	-	-	3%	-	-	3%	4%	2%	1%	-
Don't know / can't recall	6%	9%	8%	3%	8%	5%	-	9%	-	8%	3%	5%	7%	6%	6%	7%	10%

**ZIL\_q55. Approximately, how often do you make purchases based on advertising you see on social media?**

Unweighted base	337	29	113	108	87	111	5	30	11	156	24	47	290	105	103	101	28
<b>Base: All LGB adults</b>	350	32	122	107	90	119	6	32	10	160	22	58	292	111	106	102	31
Every day	1%	6%	2%	-	-	-	-	2%	-	2%	-	-	2%	3%	1%	-	-
A few times a week	1%	5%	3%	-	-	1%	-	-	-	1%	7%	3%	1%	-	3%	2%	-
Once a week	3%	2%	4%	3%	2%	2%	38%	-	-	3%	-	9%	2%	3%	3%	2%	5%
A few times a month	9%	9%	11%	7%	8%	10%	24%	8%	-	9%	-	15%	8%	11%	11%	6%	3%
Once a month	11%	20%	11%	11%	9%	12%	-	17%	-	12%	3%	17%	10%	12%	14%	10%	6%
Less often than once a month	74%	58%	70%	79%	81%	74%	38%	73%	100%	73%	90%	57%	78%	71%	68%	81%	86%

**ZIL\_q57. Which ONE of the following statements about gender BEST applies to you?**

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
I mainly identify as the gender I was assigned at birth (i.e., my birth certificate and gender identity match)	90%	86%	85%	95%	94%	92%	89%	92%	91%	89%	89%	89%	91%	89%	89%	92%	93%
I mainly identify as the opposite gender than the one I was assigned at birth (i.e., my birth certificate and gender identity DON'T match)	4%	6%	7%	2%	1%	3%	-	6%	6%	4%	5%	7%	3%	3%	7%	3%	1%
I mainly identify as being third gender, as not having a gender or something else	4%	5%	5%	3%	5%	3%	-	2%	3%	6%	5%	3%	4%	5%	3%	4%	4%
Prefer not to say	2%	3%	3%	1%	-	1%	11%	1%	-	2%	-	1%	2%	2%	1%	1%	2%

**ZIL\_q14. If the election for President were going to be held today, would you vote for...**

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
The democratic candidate	67%	45%	59%	76%	78%	67%	61%	65%	68%	68%	66%	53%	69%	62%	69%	72%	68%
The republican candidate	8%	15%	10%	7%	5%	9%	-	8%	7%	8%	10%	8%	9%	8%	9%	8%	7%
Another candidate	9%	8%	13%	6%	7%	12%	-	12%	8%	7%	5%	15%	8%	8%	10%	9%	10%



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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

**ZIL\_q54a. Have you ever made a purchase based on advertising you have seen on social media?**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Yes, I have	35%	39%	44%	43%	46%	50%	44%	46%	49%	78%	51%	44%	45%	-	3%	27%	30%
No, I have not	55%	49%	45%	46%	43%	39%	43%	40%	36%	10%	34%	41%	43%	100%	93%	59%	60%
Don't know	11%	12%	11%	11%	11%	12%	13%	14%	15%	12%	15%	14%	12%	-	4%	13%	9%

**ZIL\_q54b. And on which of the following social media platforms did you see an advertisement that led to a purchase? Please select all that apply.**

Unweighted base	337	318	193	171	149	32	116	95	159	6	81	10	17	-	4	48	113
<b>Base: All LGB adults who have made a purchase based on advertising they have seen on social media</b>	350	331	208	179	158	36	128	100	172	6	93	9	18	-	3	43	81
Twitter	9%	9%	12%	9%	11%	17%	11%	12%	13%	13%	15%	42%	17%	-	-	15%	12%
Facebook	84%	87%	84%	86%	82%	89%	82%	80%	85%	87%	81%	74%	91%	-	-	90%	82%
Snapchat	2%	2%	3%	1%	4%	4%	3%	2%	4%	-	9%	17%	-	-	-	4%	1%
Instagram	13%	12%	15%	10%	11%	6%	18%	17%	25%	-	31%	26%	4%	-	36%	11%	10%
LinkedIn	2%	2%	2%	3%	3%	-	3%	2%	1%	-	5%	17%	-	-	-	-	3%
Google+	7%	6%	4%	7%	12%	-	3%	3%	3%	-	4%	-	12%	-	43%	-	11%
MySpace	1%	0%	0%	1%	1%	-	-	-	-	-	2%	-	-	-	-	-	1%
Pinterest	11%	11%	13%	15%	15%	21%	23%	10%	17%	-	15%	17%	14%	-	36%	9%	5%
Tumblr	6%	6%	7%	7%	6%	3%	9%	19%	7%	-	11%	-	-	-	-	4%	4%
Vine	1%	0%	1%	-	1%	4%	2%	-	1%	-	2%	-	-	-	-	2%	-
Bebo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2%	2%	3%	2%	5%	-	3%	4%	2%	-	2%	-	12%	-	-	-	3%
Don't know / can't recall	6%	5%	5%	4%	6%	6%	5%	6%	4%	13%	9%	-	4%	-	21%	2%	8%

**ZIL\_q55. Approximately, how often do you make purchases based on advertising you see on social media?**

Unweighted base	337	318	193	171	149	32	116	95	159	6	81	10	17	-	4	48	113
<b>Base: All LGB adults</b>	350	331	208	179	158	36	128	100	172	6	93	9	18	-	3	43	81
Every day	1%	1%	1%	0%	2%	2%	1%	1%	2%	-	2%	8%	6%	-	-	2%	2%
A few times a week	1%	1%	1%	1%	2%	4%	2%	2%	2%	-	3%	-	-	-	-	2%	2%
Once a week	3%	2%	5%	4%	3%	5%	4%	4%	3%	-	2%	17%	-	-	-	-	2%
A few times a month	9%	9%	8%	8%	10%	13%	10%	6%	10%	28%	8%	17%	7%	-	-	8%	11%
Once a month	11%	11%	12%	15%	15%	19%	15%	20%	12%	18%	10%	-	24%	-	-	8%	11%
Less often than once a month	74%	75%	73%	72%	67%	57%	67%	67%	72%	54%	75%	59%	64%	-	100%	80%	72%

**ZIL\_q57. Which ONE of the following statements about gender BEST applies to you?**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
I mainly identify as the gender I was assigned at birth (i.e., my birth certificate and gender identity match)	90%	90%	88%	91%	88%	87%	87%	83%	88%	100%	86%	90%	77%	100%	95%	92%	95%
I mainly identify as the opposite gender than the one I was assigned at birth (i.e., my birth certificate and gender identity DON'T match)	4%	4%	5%	2%	5%	8%	3%	5%	6%	-	7%	6%	-	-	-	4%	3%
I mainly identify as being third gender, as not having a gender or something else	4%	4%	6%	5%	4%	2%	7%	10%	5%	-	6%	4%	17%	-	3%	3%	1%
Prefer not to say	2%	1%	2%	1%	2%	3%	2%	2%	1%	-	1%	-	6%	-	2%	2%	1%

**ZIL\_q14. If the election for President were going to be held today, would you vote for...**

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
The democratic candidate	67%	67%	71%	76%	63%	64%	68%	80%	70%	54%	63%	68%	61%	41%	64%	79%	78%
The republican candidate	8%	8%	6%	5%	6%	4%	5%	3%	6%	-	7%	-	4%	-	17%	4%	8%
Another candidate	9%	9%	8%	8%	13%	7%	9%	8%	8%	10%	10%	7%	25%	59%	3%	5%	6%

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Total	
	Bisexual

ZIL\_q54a. Have you ever made a purchase based on advertising you have seen on social media?

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Yes, I have	35%	38%
No, I have not	55%	51%
Don't know	11%	10%

ZIL\_q54b. And on which of the following social media platforms did you see an advertisement that led to a purchase? Please select all that apply.

Unweighted base	337	176
<b>Base: All LGB adults who have made a purchase based on advertising they have seen on social media</b>	350	226
Twitter	9%	6%
Facebook	84%	83%
Snapchat	2%	3%
Instagram	13%	15%
LinkedIn	2%	2%
Google+	7%	6%
MySpace	1%	1%
Pinterest	11%	14%
Tumblr	6%	7%
Vine	1%	1%
Bebo	-	-
Other	2%	2%
Don't know / can't recall	6%	7%

ZIL\_q55. Approximately, how often do you make purchases based on advertising you see on social media?

Unweighted base	337	176
<b>Base: All LGB adults</b>	350	226
Every day	1%	1%
A few times a week	1%	1%
Once a week	3%	4%
A few times a month	9%	8%
Once a month	11%	12%
Less often than once a month	74%	74%

ZIL\_q57. Which ONE of the following statements about gender BEST applies to you?

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
I mainly identify as the gender I was assigned at birth (i.e., my birth certificate and gender identity match)	90%	88%
I mainly identify as the opposite gender than the one I was assigned at birth (i.e., my birth certificate and gender identity DON'T match)	4%	5%
I mainly identify as being third gender, as not having a gender or something else	4%	6%
Prefer not to say	2%	2%

ZIL\_q14. If the election for President were going to be held today, would you vote for...

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
The democratic candidate	67%	59%
The republican candidate	8%	10%
Another candidate	9%	11%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

**ZIL\_q54a. Have you ever made a purchase based on advertising you have seen on social media?**

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Yes, I have	35%	36%	30%	31%	43%	34%	32%	32%	23%	32%	45%	46%	34%	39%	49%
No, I have not	55%	54%	61%	69%	49%	53%	60%	54%	64%	56%	48%	29%	56%	55%	34%
Don't know	11%	10%	8%	-	8%	13%	8%	14%	12%	12%	7%	25%	10%	6%	17%

**ZIL\_q54b. And on which of the following social media platforms did you see an advertisement that led to a purchase? Please select all that apply.**

Unweighted base	337	113	24	1	43	21	2	18	10	96	7	2	307	13	15
<b>Base: All LGB adults who have made a purchase based on advertising they have seen on social media</b>	350	124	21	1	47	25	3	20	8	92	8	2	312	16	20
Twitter	9%	8%	5%	-	6%	4%	-	15%	9%	13%	-	-	8%	14%	9%
Facebook	84%	84%	89%	100%	87%	87%	57%	77%	74%	81%	80%	100%	84%	96%	62%
Snapchat	2%	-	-	-	5%	6%	-	-	-	5%	-	-	2%	19%	-
Instagram	13%	8%	-	-	21%	31%	-	-	-	17%	32%	-	12%	35%	13%
LinkedIn	2%	2%	-	-	2%	6%	-	-	9%	2%	-	-	2%	6%	-
Google+	7%	6%	10%	100%	9%	12%	-	4%	17%	3%	-	53%	7%	14%	5%
MySpace	1%	-	-	-	-	-	-	-	-	2%	-	-	0%	4%	-
Pinterest	11%	14%	11%	-	16%	17%	-	14%	-	6%	-	-	11%	17%	6%
Tumblr	6%	4%	-	-	3%	10%	-	14%	-	11%	-	-	6%	-	20%
Vine	1%	-	-	-	5%	-	-	-	-	-	-	-	-	14%	-
Bebo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2%	3%	-	-	4%	-	-	-	-	3%	-	-	2%	-	5%
Don't know / can't recall	6%	5%	3%	-	3%	13%	43%	4%	9%	9%	-	-	6%	-	13%

**ZIL\_q55. Approximately, how often do you make purchases based on advertising you see on social media?**

Unweighted base	337	113	24	1	43	21	2	18	10	96	7	2	307	13	15
<b>Base: All LGB adults</b>	350	124	21	1	47	25	3	20	8	92	8	2	312	16	20
Every day	1%	-	-	-	-	5%	-	8%	-	2%	-	-	1%	8%	-
A few times a week	1%	1%	-	-	5%	-	-	-	-	2%	-	-	-	31%	-
Once a week	3%	3%	3%	-	3%	6%	-	-	-	2%	-	-	2%	4%	8%
A few times a month	9%	10%	11%	-	2%	3%	57%	8%	-	11%	-	53%	10%	-	-
Once a month	11%	13%	9%	-	19%	3%	-	11%	-	11%	-	-	12%	-	18%
Less often than once a month	74%	74%	77%	100%	71%	83%	43%	73%	100%	71%	100%	47%	75%	57%	75%

**ZIL\_q57. Which ONE of the following statements about gender BEST applies to you?**

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
I mainly identify as the gender I was assigned at birth (i.e., my birth certificate and gender identity match)	90%	94%	93%	62%	86%	87%	86%	91%	92%	88%	83%	100%	100%	-	-
I mainly identify as the opposite gender than the one I was assigned at birth (i.e., my birth certificate and gender identity DON'T match)	4%	2%	1%	38%	10%	9%	14%	5%	5%	3%	6%	-	-	100%	-
I mainly identify as being third gender, as not having a gender or something else	4%	3%	4%	-	4%	3%	-	3%	3%	6%	7%	-	-	-	100%
Prefer not to say	2%	2%	2%	-	-	-	-	1%	-	3%	5%	-	-	-	-

**ZIL\_q14. If the election for President were going to be held today, would you vote for...**

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
The democratic candidate	67%	68%	65%	31%	62%	70%	66%	61%	70%	70%	59%	71%	68%	47%	74%
The republican candidate	8%	9%	11%	-	6%	10%	8%	6%	9%	8%	4%	29%	9%	13%	-
Another candidate	9%	10%	7%	31%	12%	4%	8%	12%	8%	7%	7%	-	8%	24%	16%

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Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
I wouldn't vote	3%	1%	5%	7%	4%	1%	2%	3%	6%	2%	3%	3%	4%	6%
I don't know	12%	8%	15%	15%	9%	13%	12%	12%	12%	11%	15%	10%	19%	

ZIL\_q20. To what extent do you approve or disapprove of the federal government legislating to ban discrimination on the grounds of sexual orientation or gender identity?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	<b>1013</b>	<b>448</b>	<b>565</b>	<b>258</b>	<b>296</b>	<b>459</b>	<b>186</b>	<b>208</b>	<b>312</b>	<b>307</b>	<b>822</b>	<b>38</b>	<b>52</b>	<b>101</b>
Strongly approve	72%	71%	74%	73%	72%	73%	75%	75%	66%	75%	74%	58%	61%	67%
Somewhat approve	7%	7%	6%	9%	6%	6%	7%	5%	10%	5%	6%	2%	14%	8%
Neither approve nor disapprove	8%	7%	9%	11%	11%	5%	9%	8%	11%	4%	7%	21%	10%	13%
Somewhat disapprove	2%	3%	2%	2%	2%	2%	2%	1%	1%	3%	2%	-	2%	3%
Strongly disapprove	11%	12%	10%	6%	10%	14%	7%	11%	12%	12%	10%	19%	12%	9%
Net: Approve	79%	78%	80%	82%	77%	79%	82%	80%	76%	80%	81%	60%	75%	75%
Net: Disapprove	13%	15%	11%	8%	12%	16%	9%	12%	13%	15%	12%	19%	14%	12%

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Total	Education				Marital Status						Children under the age of 18		Income				
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
I wouldn't vote	3%	11%	5%	1%	0%	2%	14%	3%	-	4%	3%	6%	3%	7%	2%	1%	4%
I don't know	12%	21%	13%	11%	9%	10%	25%	12%	17%	13%	16%	18%	11%	16%	11%	10%	11%

ZIL\_q20. To what extent do you approve or disapprove of the federal government legislating to ban discrimination on the grounds of sexual orientation or gender identity?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	<b>1013</b>	<b>117</b>	<b>345</b>	<b>312</b>	<b>239</b>	<b>350</b>	<b>11</b>	<b>100</b>	<b>35</b>	<b>439</b>	<b>79</b>	<b>142</b>	<b>871</b>	<b>340</b>	<b>296</b>	<b>270</b>	<b>107</b>
Strongly approve	72%	52%	65%	80%	83%	74%	55%	71%	76%	70%	78%	61%	74%	68%	69%	81%	75%
Somewhat approve	7%	13%	9%	5%	4%	6%	-	6%	-	9%	3%	13%	6%	7%	6%	7%	9%
Neither approve nor disapprove	8%	22%	11%	4%	3%	9%	17%	5%	10%	8%	8%	17%	7%	11%	9%	4%	6%
Somewhat disapprove	2%	2%	3%	2%	1%	3%	-	-	-	2%	-	2%	2%	2%	3%	2%	1%
Strongly disapprove	11%	11%	13%	9%	9%	8%	28%	17%	14%	11%	11%	8%	11%	13%	13%	6%	9%
Net: Approve	79%	65%	74%	85%	87%	81%	55%	77%	76%	79%	81%	74%	80%	74%	75%	88%	84%
Net: Disapprove	13%	13%	15%	11%	11%	11%	28%	17%	14%	13%	11%	9%	13%	14%	16%	8%	11%

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Total	Social networks membership														Sexuality		
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man	
I wouldn't vote	3%	4%	2%	1%	4%	7%	3%	-	3%	-	5%	-	6%	-	3%	1%	1%
I don't know	12%	12%	13%	10%	14%	18%	14%	9%	13%	36%	15%	25%	4%	-	14%	12%	8%

ZIL\_q20. To what extent do you approve or disapprove of the federal government legislating to ban discrimination on the grounds of sexual orientation or gender identity?

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Strongly approve	72%	72%	78%	82%	77%	77%	77%	83%	76%	32%	73%	64%	84%	41%	71%	76%	76%
Somewhat approve	7%	7%	5%	4%	6%	6%	6%	3%	6%	-	11%	11%	2%	59%	7%	5%	6%
Neither approve nor disapprove	8%	9%	5%	4%	7%	7%	7%	6%	8%	14%	8%	6%	7%	-	8%	5%	6%
Somewhat disapprove	2%	2%	1%	1%	1%	1%	2%	-	1%	-	2%	-	-	-	5%	2%	1%
Strongly disapprove	11%	11%	10%	9%	10%	9%	9%	8%	9%	54%	6%	19%	7%	-	9%	12%	11%
Net: Approve	79%	79%	83%	86%	83%	83%	83%	86%	82%	32%	84%	75%	86%	100%	78%	81%	82%
Net: Disapprove	13%	12%	11%	10%	11%	11%	11%	8%	10%	54%	8%	19%	7%	-	14%	15%	12%

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	Total	Bisexual
I wouldn't vote	3%	5%
I don't know	12%	14%

ZIL\_q20. To what extent do you approve or disapprove of the federal government legislating to ban discrimination on the grounds of sexual orientation or gender identity?

Unweighted base	1013	470
<b>Base: All LGB adults</b>	<b>1013</b>	<b>587</b>
Strongly approve	72%	70%
Somewhat approve	7%	8%
Neither approve nor disapprove	8%	10%
Somewhat disapprove	2%	2%
Strongly disapprove	11%	10%
Net: Approve	79%	78%
Net: Disapprove	13%	12%

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	Total	Relationship Status										Gender Identity			
		Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender
I wouldn't vote	3%	3%	5%	-	7%	6%	-	7%	3%	2%	-	-	4%	6%	-
I don't know	12%	11%	12%	38%	12%	11%	18%	14%	10%	13%	30%	-	12%	10%	10%

ZIL\_q20. To what extent do you approve or disapprove of the federal government legislating to ban discrimination on the grounds of sexual orientation or gender identity?

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	<b>1013</b>	<b>345</b>	<b>70</b>	<b>2</b>	<b>109</b>	<b>75</b>	<b>9</b>	<b>62</b>	<b>35</b>	<b>285</b>	<b>18</b>	<b>4</b>	<b>915</b>	<b>41</b>	<b>41</b>
Strongly approve	72%	77%	66%	62%	74%	68%	52%	64%	76%	70%	92%	71%	73%	52%	92%
Somewhat approve	7%	6%	5%	38%	5%	10%	22%	9%	3%	8%	-	29%	7%	20%	4%
Neither approve nor disapprove	8%	8%	11%	-	14%	11%	-	9%	7%	6%	4%	-	7%	20%	-
Somewhat disapprove	2%	3%	4%	-	1%	2%	-	-	3%	2%	-	-	2%	-	2%
Strongly disapprove	11%	8%	15%	-	7%	9%	26%	18%	12%	14%	4%	-	11%	8%	2%
Net: Approve	79%	82%	71%	100%	79%	78%	74%	73%	78%	78%	92%	100%	79%	72%	96%
Net: Disapprove	13%	10%	18%	-	8%	11%	26%	18%	15%	16%	4%	-	13%	8%	4%



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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIL\_q22. To what extent do you approve or disapprove of people using multiple occupancy restrooms consistent with the gender they identify with (e.g., someone whose original birth certificate states 'male' who now identifies as 'female' being allowed to use the female restroom or vice versa)?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Strongly approve	62%	56%	68%	68%	62%	59%	69%	63%	54%	66%	64%	47%	45%	64%
Somewhat approve	11%	14%	8%	9%	9%	13%	8%	10%	11%	12%	11%	6%	12%	10%
Neither approve nor disapprove	18%	19%	17%	15%	19%	18%	16%	18%	24%	12%	16%	33%	26%	19%
Somewhat disapprove	3%	3%	4%	2%	5%	3%	2%	5%	3%	4%	3%	7%	3%	3%
Strongly disapprove	6%	8%	4%	5%	5%	7%	5%	4%	8%	6%	6%	7%	15%	3%
Net: Approve	73%	69%	76%	77%	71%	72%	77%	73%	65%	78%	75%	53%	56%	75%
Net: Disapprove	9%	11%	8%	7%	10%	10%	7%	9%	11%	9%	9%	13%	18%	6%

ZIL\_q23. Which, if any, of the following multiple occupancy restrooms do you think transgender people should be allowed to use? Please select all that apply.

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Schools, colleges and universities	84%	82%	86%	84%	82%	86%	87%	84%	78%	89%	86%	75%	73%	80%
The workplace	86%	84%	89%	86%	85%	88%	87%	89%	81%	90%	89%	75%	70%	81%
Government agencies	86%	85%	87%	85%	84%	88%	88%	87%	80%	91%	88%	73%	71%	83%
Gyms	82%	78%	85%	84%	81%	81%	86%	83%	75%	86%	84%	69%	69%	78%
Stores	85%	82%	87%	86%	83%	85%	87%	88%	78%	89%	87%	68%	72%	81%
Restaurants	86%	84%	87%	87%	85%	86%	87%	88%	79%	90%	87%	73%	75%	82%
None of these	9%	11%	8%	7%	11%	9%	7%	9%	14%	6%	9%	4%	13%	11%

ZIL\_q26. To what extent would you be more or less likely to purchase from stores that have a policy of allowing users to choose the restroom that matches their gender identity, or would it make no difference?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Much more likely	31%	30%	32%	28%	33%	32%	32%	31%	27%	35%	31%	31%	25%	34%
More likely	21%	20%	22%	22%	18%	22%	19%	22%	20%	22%	22%	18%	22%	16%
It would make no difference	39%	40%	39%	43%	40%	38%	43%	41%	40%	35%	40%	42%	39%	36%
Less likely	3%	4%	2%	2%	4%	4%	3%	1%	4%	3%	3%	-	4%	7%
Much less likely	3%	4%	2%	3%	3%	3%	2%	2%	3%	3%	2%	4%	8%	2%
Not sure	2%	2%	3%	3%	3%	2%	1%	2%	5%	1%	2%	5%	2%	6%
Net: More likely	52%	50%	54%	50%	52%	54%	51%	54%	47%	57%	53%	49%	47%	50%
Net: Less likely	6%	8%	4%	4%	6%	7%	5%	3%	7%	7%	5%	4%	12%	9%

ZIL\_q24. Compared to now, to what extent would you be more or less likely to use a public multiple occupancy restroom if you knew they were covered by a policy allowing users to choose the restroom that matches their gender identity?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Much more likely	17%	16%	19%	18%	18%	16%	16%	17%	18%	18%	16%	23%	19%	22%
More likely	7%	7%	8%	8%	6%	8%	9%	7%	7%	8%	8%	6%	8%	5%
It would make no difference	66%	69%	63%	64%	65%	67%	68%	69%	62%	66%	67%	61%	56%	62%
Less likely	4%	3%	4%	4%	3%	4%	2%	3%	4%	4%	3%	7%	6%	4%
Much less likely	4%	3%	4%	3%	5%	3%	3%	3%	5%	4%	4%	2%	8%	2%
Not sure	2%	1%	3%	2%	2%	2%	1%	2%	4%	1%	2%	2%	4%	5%

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Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIL\_q22. To what extent do you approve or disapprove of people using multiple occupancy restrooms consistent with the gender they identify with (e.g., someone whose original birth certificate states 'male' who now identifies as 'female' being allowed to use the female restroom or vice versa)?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Strongly approve	62%	41%	53%	71%	75%	64%	59%	60%	68%	61%	60%	53%	64%	57%	60%	70%	66%
Somewhat approve	11%	18%	11%	10%	7%	10%	-	16%	5%	10%	14%	13%	10%	12%	13%	7%	7%
Neither approve nor disapprove	18%	29%	24%	12%	11%	18%	41%	17%	21%	17%	15%	20%	17%	21%	16%	14%	22%
Somewhat disapprove	3%	2%	5%	3%	2%	2%	-	4%	-	5%	2%	6%	3%	3%	4%	4%	2%
Strongly disapprove	6%	11%	7%	4%	4%	6%	-	4%	7%	6%	8%	7%	6%	6%	7%	5%	4%
Net: Approve	73%	59%	64%	81%	82%	74%	59%	76%	72%	72%	75%	67%	74%	69%	73%	77%	73%
Net: Disapprove	9%	12%	12%	7%	7%	8%	-	8%	7%	11%	10%	13%	9%	10%	11%	8%	6%

ZIL\_q23. Which, if any, of the following multiple occupancy restrooms do you think transgender people should be allowed to use? Please select all that apply.

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Schools, colleges and universities	84%	73%	78%	89%	92%	86%	81%	85%	87%	83%	81%	78%	85%	80%	83%	88%	91%
The workplace	86%	77%	81%	91%	92%	86%	81%	88%	84%	87%	83%	78%	88%	83%	86%	88%	94%
Government agencies	86%	75%	80%	91%	93%	87%	81%	87%	84%	85%	86%	76%	88%	81%	85%	90%	93%
Gyms	82%	75%	76%	86%	88%	83%	89%	79%	81%	82%	77%	77%	83%	80%	80%	84%	86%
Stores	85%	77%	79%	89%	91%	85%	81%	85%	88%	85%	80%	78%	86%	81%	83%	88%	93%
Restaurants	86%	78%	79%	91%	92%	86%	81%	87%	81%	86%	83%	79%	87%	83%	85%	88%	90%
None of these	9%	15%	12%	6%	5%	9%	11%	8%	10%	9%	11%	13%	8%	11%	9%	8%	5%

ZIL\_q26. To what extent would you be more or less likely to purchase from stores that have a policy of allowing users to choose the restroom that matches their gender identity, or would it make no difference?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Much more likely	31%	21%	30%	34%	35%	29%	30%	39%	21%	31%	38%	30%	31%	25%	35%	33%	34%
More likely	21%	16%	16%	21%	31%	23%	-	18%	35%	20%	20%	14%	22%	22%	16%	24%	23%
It would make no difference	39%	50%	44%	39%	28%	39%	59%	40%	33%	40%	34%	47%	38%	42%	40%	37%	38%
Less likely	3%	4%	4%	3%	2%	4%	-	1%	-	3%	5%	4%	3%	4%	4%	3%	1%
Much less likely	3%	6%	3%	1%	3%	2%	-	1%	7%	3%	3%	2%	3%	4%	3%	2%	1%
Not sure	2%	3%	4%	2%	1%	2%	11%	-	3%	3%	-	4%	2%	4%	2%	1%	3%
Net: More likely	52%	37%	45%	55%	68%	52%	30%	58%	56%	50%	59%	44%	54%	47%	51%	57%	57%
Net: Less likely	6%	10%	7%	4%	5%	6%	-	2%	7%	6%	8%	6%	6%	7%	6%	5%	2%

ZIL\_q24. Compared to now, to what extent would you be more or less likely to use a public multiple occupancy restroom if you knew they were covered by a policy allowing users to choose the restroom that matches their gender identity?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Much more likely	17%	11%	18%	19%	17%	16%	22%	20%	18%	17%	21%	22%	17%	14%	19%	18%	20%
More likely	7%	3%	7%	10%	6%	7%	-	8%	4%	9%	5%	6%	8%	7%	6%	8%	10%
It would make no difference	66%	71%	64%	62%	72%	70%	67%	68%	69%	62%	63%	60%	67%	68%	64%	66%	63%
Less likely	4%	4%	6%	2%	2%	3%	-	3%	3%	4%	4%	4%	3%	3%	5%	3%	5%
Much less likely	4%	10%	3%	3%	3%	4%	-	1%	4%	4%	6%	6%	3%	5%	4%	3%	1%
Not sure	2%	2%	2%	3%	1%	1%	11%	-	2%	3%	2%	1%	2%	3%	1%	1%	2%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man

ZIL\_q22. To what extent do you approve or disapprove of people using multiple occupancy restrooms consistent with the gender they identify with (e.g., someone whose original birth certificate states 'male' who now identifies as 'female' being allowed to use the female restroom or vice versa)?

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Strongly approve	62%	63%	72%	73%	66%	63%	72%	78%	70%	64%	62%	85%	70%	41%	54%	67%	64%
Somewhat approve	11%	10%	9%	9%	10%	11%	8%	9%	8%	10%	10%	7%	6%	-	16%	9%	11%
Neither approve nor disapprove	18%	18%	13%	12%	16%	15%	13%	11%	15%	26%	15%	-	15%	-	19%	18%	17%
Somewhat disapprove	3%	4%	3%	4%	3%	5%	4%	1%	3%	-	6%	-	8%	-	3%	2%	3%
Strongly disapprove	6%	6%	3%	3%	5%	5%	3%	1%	3%	-	6%	7%	2%	59%	9%	5%	6%
Net: Approve	73%	73%	81%	82%	76%	75%	80%	87%	78%	74%	72%	93%	76%	41%	70%	76%	74%
Net: Disapprove	9%	9%	6%	6%	8%	10%	7%	2%	6%	-	12%	7%	9%	59%	12%	6%	9%

ZIL\_q23. Which, if any, of the following multiple occupancy restrooms do you think transgender people should be allowed to use? Please select all that apply.

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Schools, colleges and universities	84%	84%	88%	92%	85%	86%	88%	93%	87%	86%	80%	93%	94%	41%	78%	88%	88%
The workplace	86%	87%	90%	91%	86%	86%	90%	94%	88%	86%	83%	87%	92%	41%	84%	90%	88%
Government agencies	86%	86%	90%	92%	86%	86%	91%	95%	88%	86%	83%	89%	89%	41%	83%	87%	90%
Gyms	82%	82%	88%	90%	83%	85%	86%	91%	86%	86%	81%	86%	85%	41%	78%	85%	83%
Stores	85%	85%	89%	91%	86%	88%	91%	95%	88%	86%	83%	93%	85%	41%	80%	86%	87%
Restaurants	86%	86%	90%	92%	86%	85%	91%	93%	88%	86%	83%	87%	89%	41%	80%	86%	88%
None of these	9%	9%	6%	5%	8%	7%	7%	4%	7%	14%	11%	7%	6%	59%	13%	8%	8%

ZIL\_q26. To what extent would you be more or less likely to purchase from stores that have a policy of allowing users to choose the restroom that matches their gender identity, or would it make no difference?

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Much more likely	31%	32%	36%	35%	34%	33%	34%	37%	35%	32%	26%	39%	38%	41%	18%	38%	33%
More likely	21%	22%	24%	25%	23%	26%	22%	27%	22%	12%	25%	19%	25%	-	18%	20%	20%
It would make no difference	39%	38%	34%	34%	34%	34%	36%	32%	36%	56%	42%	36%	25%	59%	53%	39%	38%
Less likely	3%	3%	3%	3%	3%	1%	1%	-	1%	-	2%	-	6%	-	4%	1%	4%
Much less likely	3%	3%	1%	1%	2%	2%	2%	1%	2%	-	2%	-	2%	-	5%	1%	2%
Not sure	2%	3%	2%	3%	3%	4%	4%	3%	4%	-	3%	6%	4%	-	1%	1%	2%
Net: More likely	52%	54%	60%	60%	58%	59%	57%	65%	57%	44%	51%	58%	64%	41%	36%	58%	54%
Net: Less likely	6%	6%	5%	4%	6%	3%	3%	1%	3%	-	4%	-	7%	-	9%	2%	6%

ZIL\_q24. Compared to now, to what extent would you be more or less likely to use a public multiple occupancy restroom if you knew they were covered by a policy allowing users to choose the restroom that matches their gender identity?

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	1013	839	477	419	345	73	292	221	351	7	184	21	40	2	96	158	268
Much more likely	17%	18%	20%	18%	20%	18%	20%	22%	18%	20%	15%	42%	24%	-	12%	22%	16%
More likely	7%	8%	9%	8%	7%	8%	8%	11%	8%	22%	10%	11%	14%	-	5%	6%	8%
It would make no difference	66%	64%	64%	68%	63%	67%	65%	62%	67%	58%	65%	47%	52%	41%	76%	65%	68%
Less likely	4%	4%	2%	2%	3%	2%	1%	2%	3%	-	4%	-	4%	-	2%	3%	3%
Much less likely	4%	4%	3%	2%	4%	3%	3%	1%	2%	-	5%	-	2%	59%	4%	2%	3%
Not sure	2%	2%	1%	2%	2%	2%	3%	2%	2%	-	1%	-	4%	-	2%	1%	2%

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Total	
	Bisexual

ZIL\_q22. To what extent do you approve or disapprove of people using multiple occupancy restrooms consistent with the gender they identify with (e.g., someone whose original birth certificate states 'male' who now identifies as 'female' being allowed to use the female restroom or vice versa)?

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Strongly approve	62%	61%
Somewhat approve	11%	11%
Neither approve nor disapprove	18%	18%
Somewhat disapprove	3%	4%
Strongly disapprove	6%	6%
Net: Approve	73%	72%
Net: Disapprove	9%	10%

ZIL\_q23. Which, if any, of the following multiple occupancy restrooms do you think transgender people should be allowed to use? Please select all that apply.

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Schools, colleges and universities	84%	82%
The workplace	86%	84%
Government agencies	86%	84%
Gyms	82%	80%
Stores	85%	84%
Restaurants	86%	84%
None of these	9%	9%

ZIL\_q26. To what extent would you be more or less likely to purchase from stores that have a policy of allowing users to choose the restroom that matches their gender identity, or would it make no difference?

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely	31%	28%
More likely	21%	22%
It would make no difference	39%	40%
Less likely	3%	3%
Much less likely	3%	3%
Not sure	2%	3%
Net: More likely	52%	50%
Net: Less likely	6%	7%

ZIL\_q24. Compared to now, to what extent would you be more or less likely to use a public multiple occupancy restroom if you knew they were covered by a policy allowing users to choose the restroom that matches their gender identity?

Unweighted base	1013	470
<b>Base: All LGB adults</b>	1013	587
Much more likely	17%	17%
More likely	7%	8%
It would make no difference	66%	65%
Less likely	4%	4%
Much less likely	4%	4%
Not sure	2%	2%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender

ZIL\_q22. To what extent do you approve or disapprove of people using multiple occupancy restrooms consistent with the gender they identify with (e.g., someone whose original birth certificate states 'male' who now identifies as 'female' being allowed to use the female restroom or vice versa)?

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Strongly approve	62%	66%	56%	-	64%	58%	38%	60%	70%	59%	80%	71%	62%	58%	82%
Somewhat approve	11%	9%	10%	31%	11%	8%	30%	19%	7%	11%	4%	-	10%	23%	9%
Neither approve nor disapprove	18%	16%	25%	69%	18%	18%	22%	12%	14%	19%	10%	29%	18%	19%	6%
Somewhat disapprove	3%	2%	3%	-	1%	9%	10%	4%	2%	4%	-	-	3%	-	4%
Strongly disapprove	6%	6%	6%	-	4%	8%	-	4%	7%	7%	7%	-	6%	-	-
Net: Approve	73%	75%	66%	31%	76%	66%	68%	79%	77%	71%	84%	71%	72%	81%	90%
Net: Disapprove	9%	8%	9%	-	6%	16%	10%	9%	9%	11%	7%	-	10%	-	4%

ZIL\_q23. Which, if any, of the following multiple occupancy restrooms do you think transgender people should be allowed to use? Please select all that apply.

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Schools, colleges and universities	84%	87%	78%	31%	85%	77%	68%	85%	85%	83%	100%	100%	85%	59%	97%
The workplace	86%	88%	83%	100%	87%	79%	68%	86%	85%	87%	100%	100%	88%	49%	94%
Government agencies	86%	88%	86%	31%	87%	75%	76%	86%	82%	87%	93%	100%	87%	56%	100%
Gyms	82%	86%	78%	31%	85%	70%	68%	77%	76%	82%	100%	100%	83%	53%	95%
Stores	85%	87%	78%	31%	90%	76%	68%	83%	85%	84%	100%	100%	86%	52%	98%
Restaurants	86%	88%	83%	31%	87%	75%	82%	83%	88%	85%	100%	100%	86%	69%	94%
None of these	9%	8%	12%	-	6%	14%	10%	10%	9%	9%	-	-	9%	8%	-

ZIL\_q26. To what extent would you be more or less likely to purchase from stores that have a policy of allowing users to choose the restroom that matches their gender identity, or would it make no difference?

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Much more likely	31%	30%	33%	-	35%	28%	16%	42%	21%	31%	32%	25%	31%	35%	48%
More likely	21%	23%	21%	-	18%	16%	22%	18%	38%	20%	16%	-	21%	19%	26%
It would make no difference	39%	39%	36%	100%	39%	48%	48%	35%	32%	39%	52%	75%	41%	24%	23%
Less likely	3%	2%	5%	-	3%	5%	14%	2%	3%	4%	-	-	3%	17%	-
Much less likely	3%	3%	2%	-	3%	2%	-	2%	7%	3%	-	-	3%	-	-
Not sure	2%	2%	3%	-	1%	1%	-	2%	-	4%	-	-	2%	5%	4%
Net: More likely	52%	54%	54%	-	54%	44%	38%	60%	59%	51%	48%	25%	51%	54%	74%
Net: Less likely	6%	5%	7%	-	6%	7%	14%	4%	9%	7%	-	-	6%	17%	-

ZIL\_q24. Compared to now, to what extent would you be more or less likely to use a public multiple occupancy restroom if you knew they were covered by a policy allowing users to choose the restroom that matches their gender identity?

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Much more likely	17%	17%	18%	-	22%	19%	8%	19%	11%	16%	18%	-	16%	33%	31%
More likely	7%	6%	7%	-	5%	8%	22%	7%	7%	9%	7%	25%	7%	9%	11%
It would make no difference	66%	70%	61%	100%	63%	61%	70%	66%	70%	63%	75%	75%	68%	46%	54%
Less likely	4%	2%	2%	-	5%	4%	-	4%	6%	5%	-	-	3%	11%	4%
Much less likely	4%	4%	8%	-	3%	6%	-	2%	4%	3%	-	-	4%	-	-
Not sure	2%	1%	3%	-	1%	3%	-	2%	2%	4%	-	-	2%	2%	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Net: More likely	25%	23%	26%	24%	24%	25%	24%	25%	25%	24%	29%	26%	27%
Net: Less likely	7%	7%	7%	8%	6%	5%	5%	9%	8%	7%	9%	14%	6%

ZIL\_q25. And compared to now, to what extent are you more or less concerned about safety in public restrooms in general if you knew they were covered by a policy allowing users to choose the restroom that matches their gender identity?

Unweighted base	1013	528	485	219	295	499	184	212	300	317	835	39	47	92
<b>Base: All LGB adults</b>	1013	448	565	258	296	459	186	208	312	307	822	38	52	101
Much more concerned	4%	4%	4%	5%	6%	2%	1%	3%	6%	4%	3%	7%	10%	5%
More concerned	5%	6%	4%	5%	5%	5%	3%	4%	7%	4%	4%	10%	11%	7%
It makes no difference	71%	71%	71%	68%	72%	73%	75%	74%	67%	72%	73%	58%	60%	67%
Less concerned	4%	3%	5%	8%	3%	3%	3%	3%	4%	6%	4%	5%	4%	8%
Much less concerned	13%	15%	12%	11%	11%	16%	14%	15%	11%	13%	14%	9%	11%	8%
Not sure	2%	2%	3%	3%	4%	1%	3%	1%	4%	1%	2%	10%	4%	5%
Net: More concerned	9%	10%	9%	10%	11%	7%	5%	7%	14%	9%	8%	17%	22%	12%
Net: Less concerned	17%	18%	17%	19%	14%	19%	17%	19%	16%	18%	18%	14%	14%	17%

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	Total	Education				Marital Status						Children under the age of 18		Income			
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
Net: More likely	25%	14%	26%	30%	23%	22%	22%	28%	22%	26%	25%	28%	24%	21%	25%	27%	30%
Net: Less likely	7%	14%	8%	5%	5%	7%	-	4%	7%	8%	10%	11%	7%	7%	9%	6%	5%

ZIL\_q25. And compared to now, to what extent are you more or less concerned about safety in public restrooms in general if you knew they were covered by a policy allowing users to choose the restroom that matches their gender identity?

Unweighted base	1013	112	331	319	251	335	10	96	38	447	87	118	895	334	295	278	106
<b>Base: All LGB adults</b>	1013	117	345	312	239	350	11	100	35	439	79	142	871	340	296	270	107
Much more concerned	4%	9%	5%	3%	2%	3%	-	3%	2%	6%	5%	7%	4%	5%	5%	3%	2%
More concerned	5%	11%	6%	3%	3%	4%	8%	6%	5%	5%	6%	10%	4%	4%	6%	5%	6%
It makes no difference	71%	65%	71%	73%	73%	74%	81%	69%	77%	69%	72%	63%	73%	73%	70%	70%	74%
Less concerned	4%	5%	4%	6%	3%	3%	-	6%	3%	5%	6%	4%	4%	5%	4%	4%	2%
Much less concerned	13%	8%	10%	15%	18%	15%	-	15%	13%	12%	12%	13%	13%	10%	13%	17%	13%
Not sure	2%	2%	4%	2%	1%	1%	11%	1%	-	4%	-	3%	2%	4%	1%	1%	3%
Net: More concerned	9%	20%	12%	6%	5%	7%	8%	9%	7%	11%	10%	17%	8%	9%	11%	7%	8%
Net: Less concerned	17%	13%	13%	20%	22%	18%	-	21%	16%	17%	18%	17%	17%	15%	18%	21%	15%

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Total	Social networks membership														Sexuality	
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	Lesbian or gay woman	Gay man
Net: More likely	25%	26%	30%	26%	27%	28%	33%	26%	42%	25%	53%	38%	-	17%	28%	24%
Net: Less likely	7%	8%	5%	4%	7%	4%	3%	5%	-	9%	-	6%	59%	5%	6%	6%

ZIL\_q25. And compared to now, to what extent are you more or less concerned about safety in public restrooms in general if you knew they were covered by a policy allowing users to choose the restroom that matches their gender identity?

Unweighted base	1013	827	455	415	329	69	264	210	330	8	165	22	39	2	106	175	368
<b>Base: All LGB adults</b>	<b>1013</b>	<b>839</b>	<b>477</b>	<b>419</b>	<b>345</b>	<b>73</b>	<b>292</b>	<b>221</b>	<b>351</b>	<b>7</b>	<b>184</b>	<b>21</b>	<b>40</b>	<b>2</b>	<b>96</b>	<b>158</b>	<b>268</b>
Much more concerned	4%	4%	3%	3%	4%	1%	2%	2%	4%	-	6%	7%	6%	-	3%	4%	3%
More concerned	5%	5%	4%	2%	6%	8%	3%	3%	3%	-	7%	-	-	-	5%	5%	3%
It makes no difference	71%	71%	71%	72%	69%	71%	73%	68%	71%	61%	64%	53%	70%	41%	74%	71%	74%
Less concerned	4%	5%	6%	6%	5%	7%	5%	7%	5%	-	7%	9%	-	-	1%	4%	4%
Much less concerned	13%	13%	15%	16%	13%	12%	12%	18%	14%	40%	14%	30%	24%	-	15%	15%	15%
Not sure	2%	2%	1%	2%	3%	1%	3%	2%	3%	-	2%	-	-	59%	2%	2%	1%
Net: More concerned	9%	9%	7%	5%	10%	9%	6%	5%	7%	-	13%	7%	6%	-	8%	9%	7%
Net: Less concerned	17%	18%	20%	21%	18%	19%	17%	25%	19%	40%	21%	39%	24%	-	16%	19%	18%



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	Total	Bisexual
Net: More likely	25%	24%
Net: Less likely	7%	8%

ZIL\_q25. And compared to now, to what extent are you more or less concerned about safety in public restrooms in general if you knew they were covered by a policy allowing users to choose the restroom that matches their gender identity?

	1013	470
Unweighted base	1013	587
<b>Base: All LGB adults</b>	1013	587
Much more concerned	4%	4%
More concerned	5%	6%
It makes no difference	71%	70%
Less concerned	4%	5%
Much less concerned	13%	12%
Not sure	2%	3%
Net: More concerned	9%	10%
Net: Less concerned	17%	17%

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Total	Relationship Status											Gender Identity		
	Married	Domestic partnership	Civil union	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Not currently in a relationship	Other	Prefer not to say	Birth gender	Transgender	Third gender
Net: More likely	25%	24%	26%	-	28%	27%	30%	26%	18%	25%	25%	23%	42%	42%
Net: Less likely	7%	6%	11%	-	8%	10%	-	6%	10%	8%	-	7%	11%	4%

ZIL\_q25. And compared to now, to what extent are you more or less concerned about safety in public restrooms in general if you knew they were covered by a policy allowing users to choose the restroom that matches their gender identity?

Unweighted base	1013	327	81	3	105	67	9	58	41	301	17	4	928	36	35
<b>Base: All LGB adults</b>	1013	345	70	2	109	75	9	62	35	285	18	4	915	41	41
Much more concerned	4%	3%	6%	-	3%	7%	-	3%	2%	5%	7%	-	4%	6%	-
More concerned	5%	4%	7%	38%	5%	3%	10%	7%	8%	5%	-	-	5%	15%	-
It makes no difference	71%	74%	73%	62%	76%	71%	46%	66%	78%	67%	56%	75%	74%	36%	58%
Less concerned	4%	2%	1%	-	4%	10%	22%	8%	3%	4%	10%	-	2%	28%	19%
Much less concerned	13%	15%	11%	-	11%	7%	8%	14%	9%	13%	28%	25%	13%	12%	23%
Not sure	2%	2%	2%	-	-	3%	14%	2%	-	4%	-	-	2%	2%	-
Net: More concerned	9%	7%	13%	38%	8%	10%	10%	10%	10%	11%	7%	-	9%	22%	-
Net: Less concerned	17%	18%	12%	-	16%	17%	30%	22%	12%	17%	38%	25%	15%	41%	42%