



Proud Parenting 2015 LGBT Family Research Study

Conducted: March 7-9, 2015

Sample : Proud Parenting Web and Facebook Audience

Methodology: Anonymous Online Survey

Sales Contact:

Gay Ad Network

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What is the gender you identify with?

Answer Choices	Responses
Female	79.78%
Male	19.67%
Transgender	0.55%

If you had to choose, how would you categorize yourself?

Answer Choices	Responses
Gay / Lesbian	86.26%
Bisexual	8.24%
Heterosexual	4.40%
Other	1.10%
Prefer not to say	0.00%

What is your ethnicity?

Answer Choices	Responses
American Indian or Alaskan Native	2.19%
Asian or Pacific Islander	2.19%
Black or African American	4.37%
Hispanic or Latino	6.56%
White / Caucasian	91.80%
Prefer not to answer	1.09%
Other (please specify)	1.64%

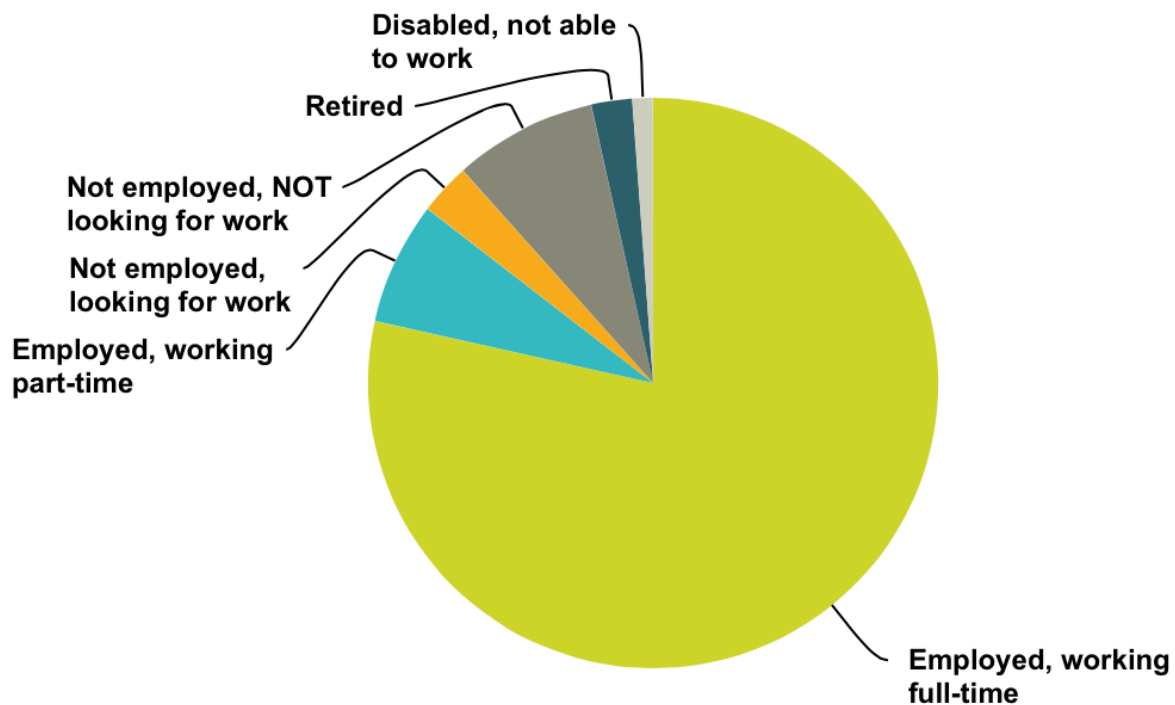
What is the highest level of education you have completed?

Answer Choices	Responses
Less than high school degree	0.00%
High school degree or equivalent (e.g., GED)	3.77%
Some college but no degree	26.42%
Associate degree	9.43%
Bachelor degree	29.56%
Graduate degree	30.82%

What is your approximate average household income?

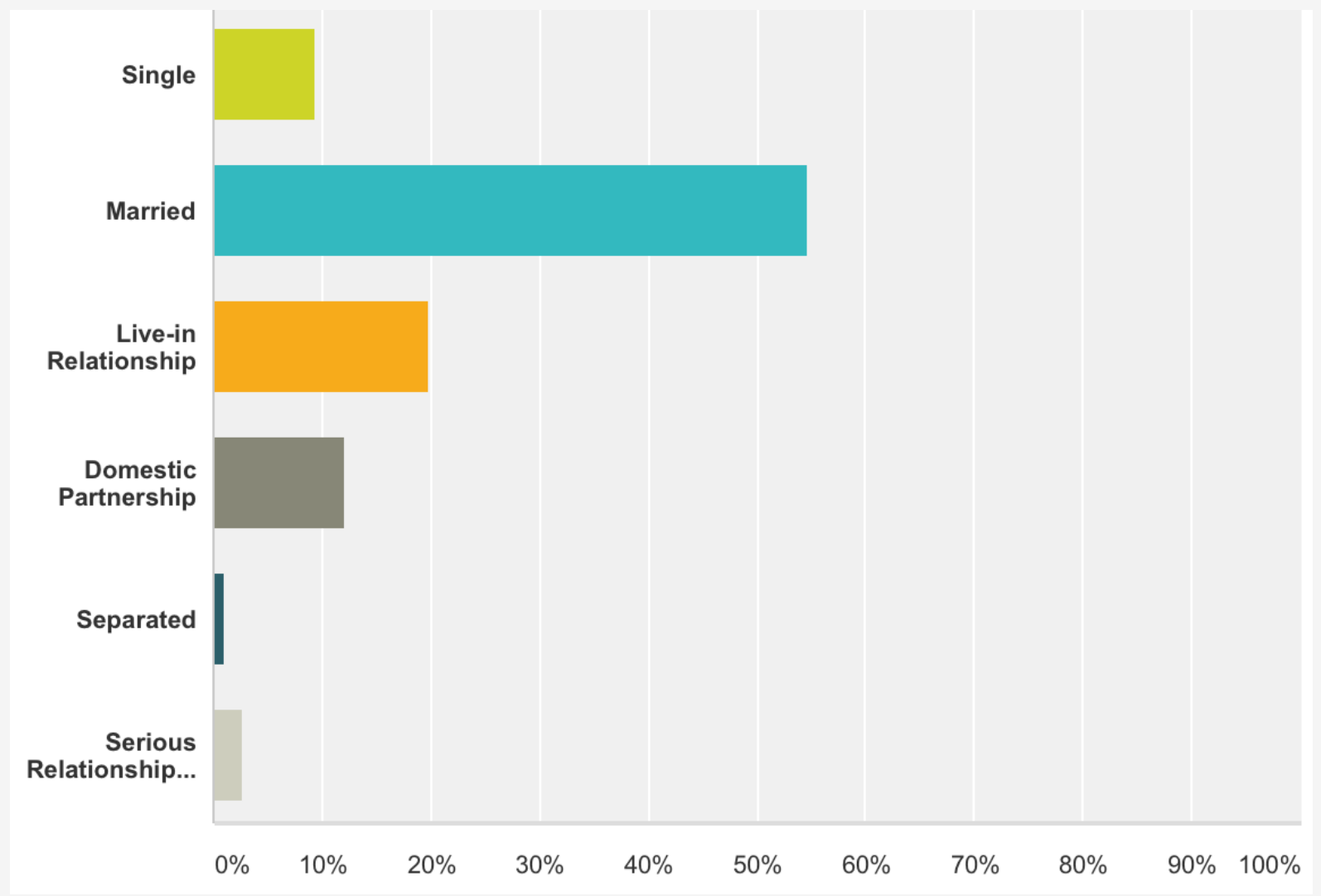
Answer Choices	Responses
\$0-\$24,999	6.55%
\$25,000-\$49,999	20.24%
\$50,000-\$74,999	20.83%
\$75,000-\$99,999	14.29%
\$100,000-\$124,999	18.45%
\$125,000-\$149,999	5.95%
\$150,000-\$174,999	6.55%
\$175,000-\$199,999	1.19%
\$200,000 and up	5.95%

Which of the following categories best describes your employment status?



Employed, working full-time	78.49%
Employed, working part-time	6.98%
Not employed, looking for work	2.91%
Not employed, NOT looking for work	8.14%
Retired	2.33%
Disabled, not able to work	1.16%

What is your current relationship status?



Are you a parent?

Answer Choices	Responses
Yes	91.06%
No	8.94%

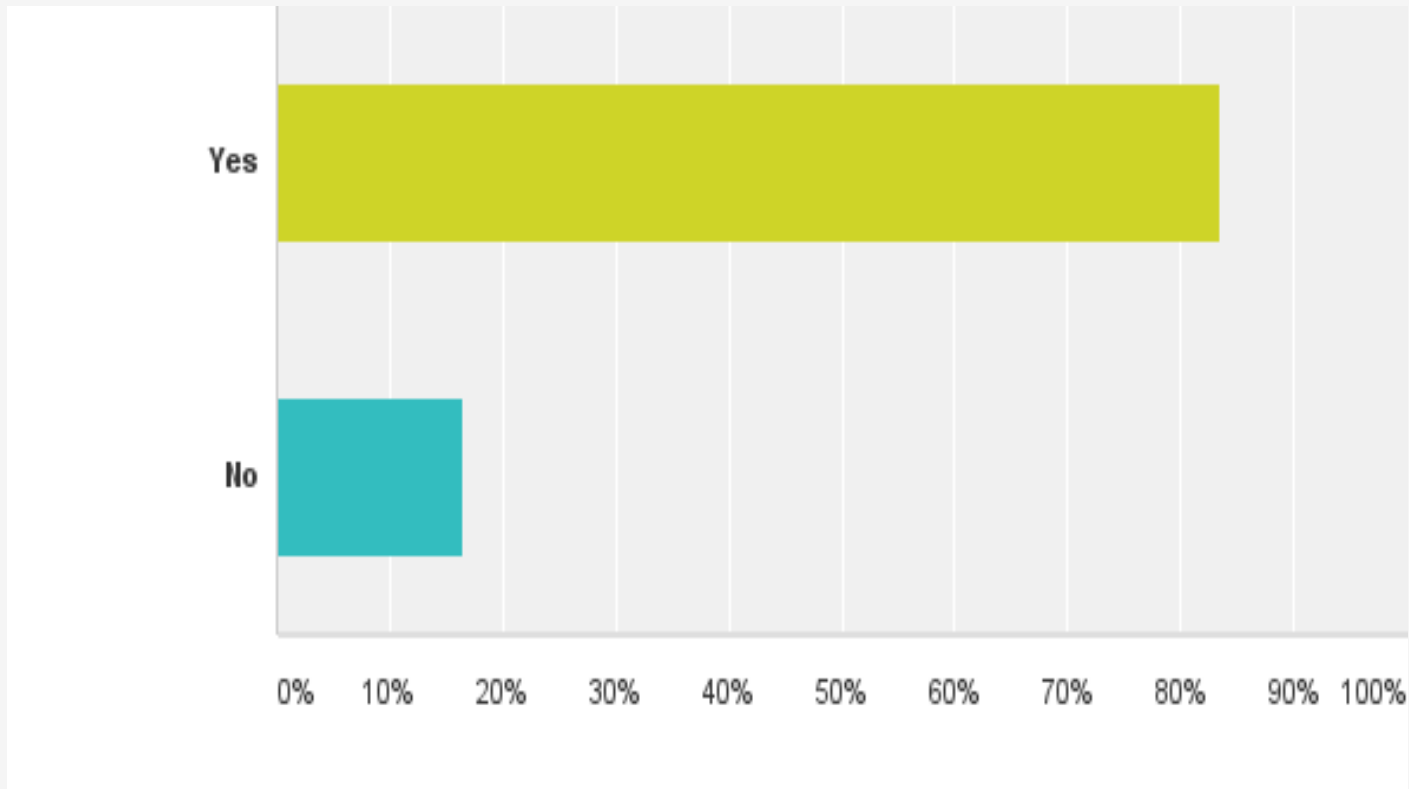
If a parent, how many children are in your household?

Answer Choices	Responses
None	0.00%
1	39.73%
2	38.36%
3	13.70%
4	3.42%
More than 4	4.79%

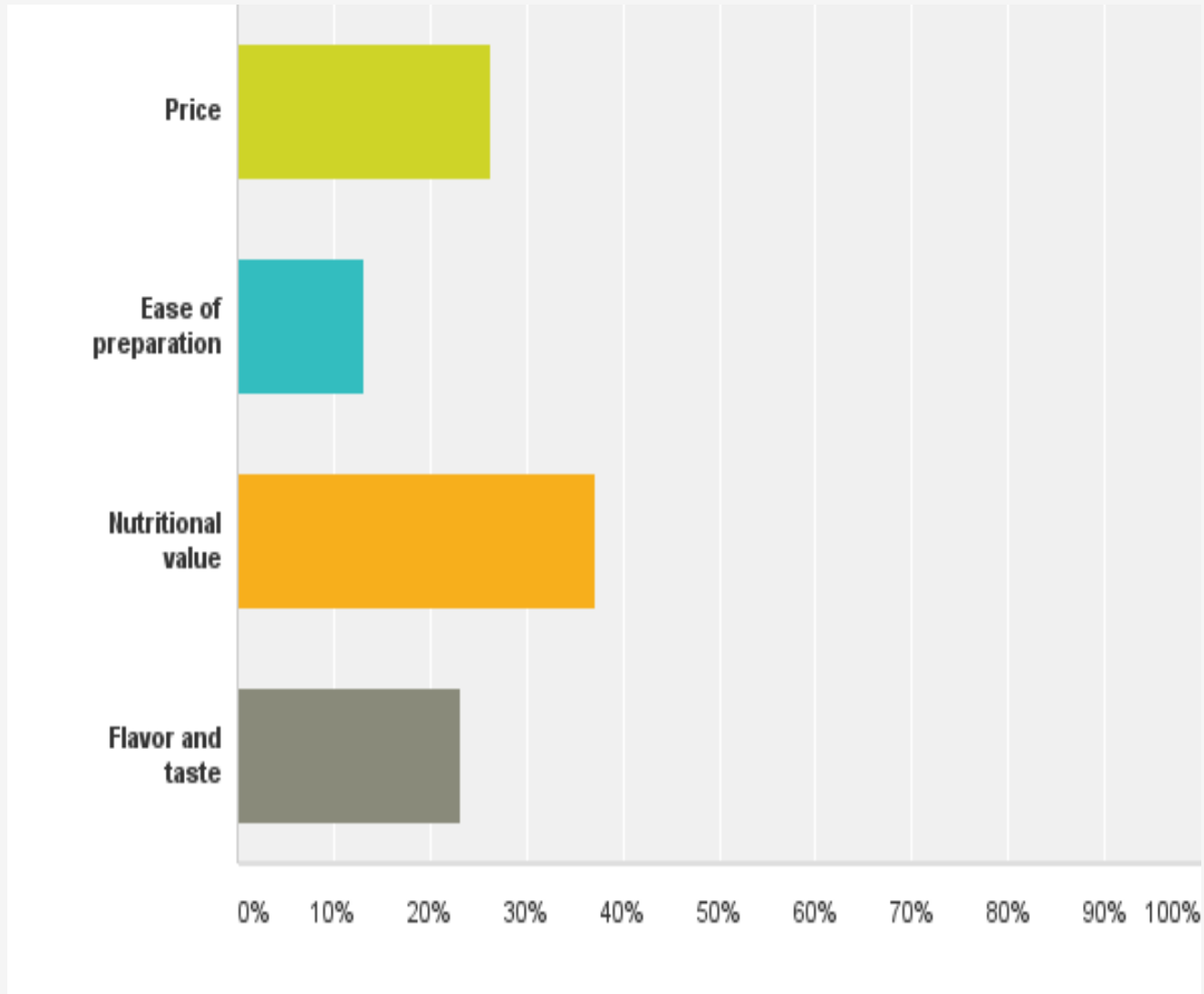
How did your children become part of your family?

Answer Choices	Responses
Alternative or Artificial Insemination	36.81%
Adoption	15.97%
Surrogacy	3.47%
Partner's Child from Previous Relationship	9.03%
Heterosexual Relationship	17.36%
Foster Care	7.64%
Other	9.72%

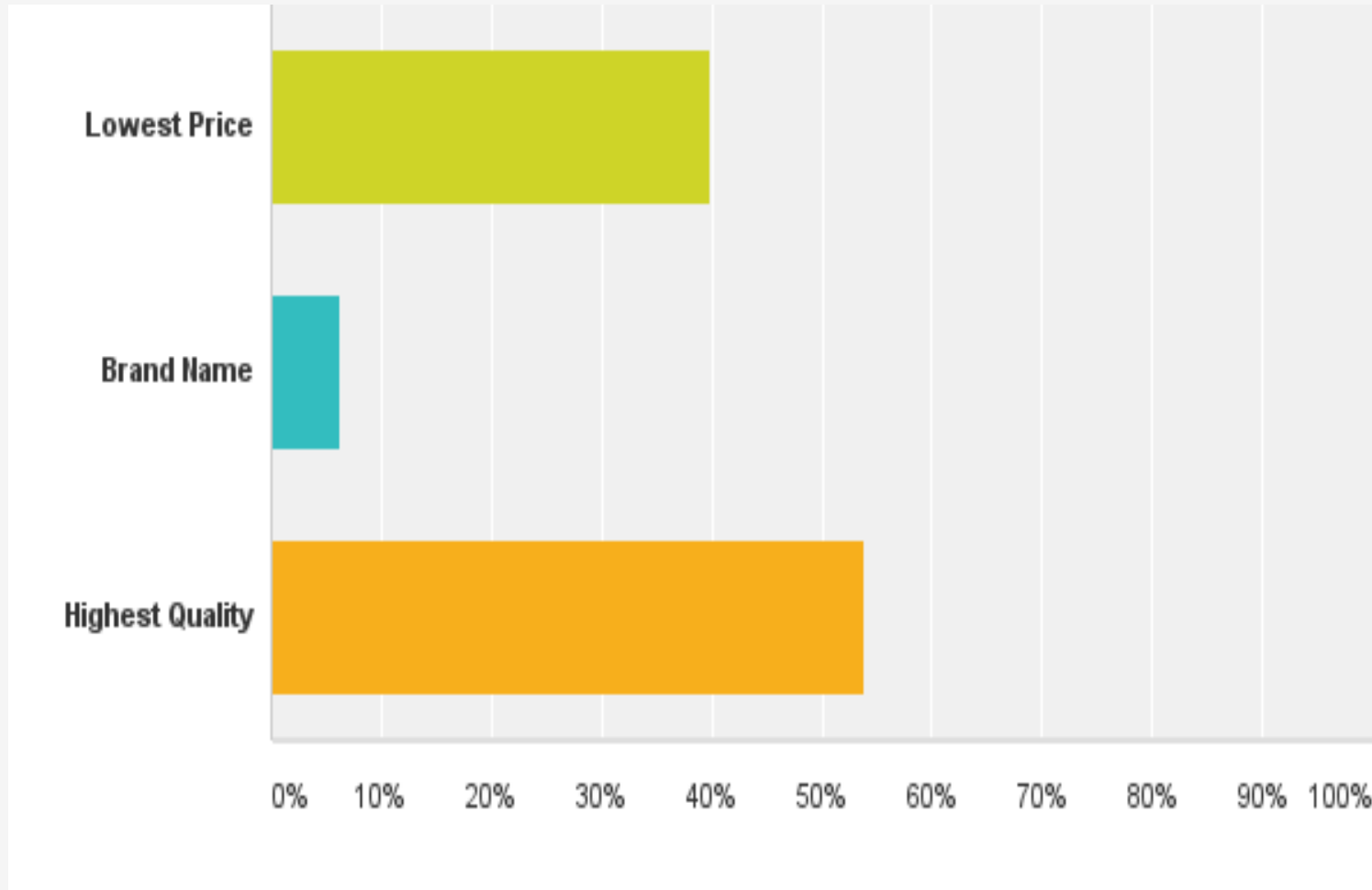
Are you a primary shopper for your household?



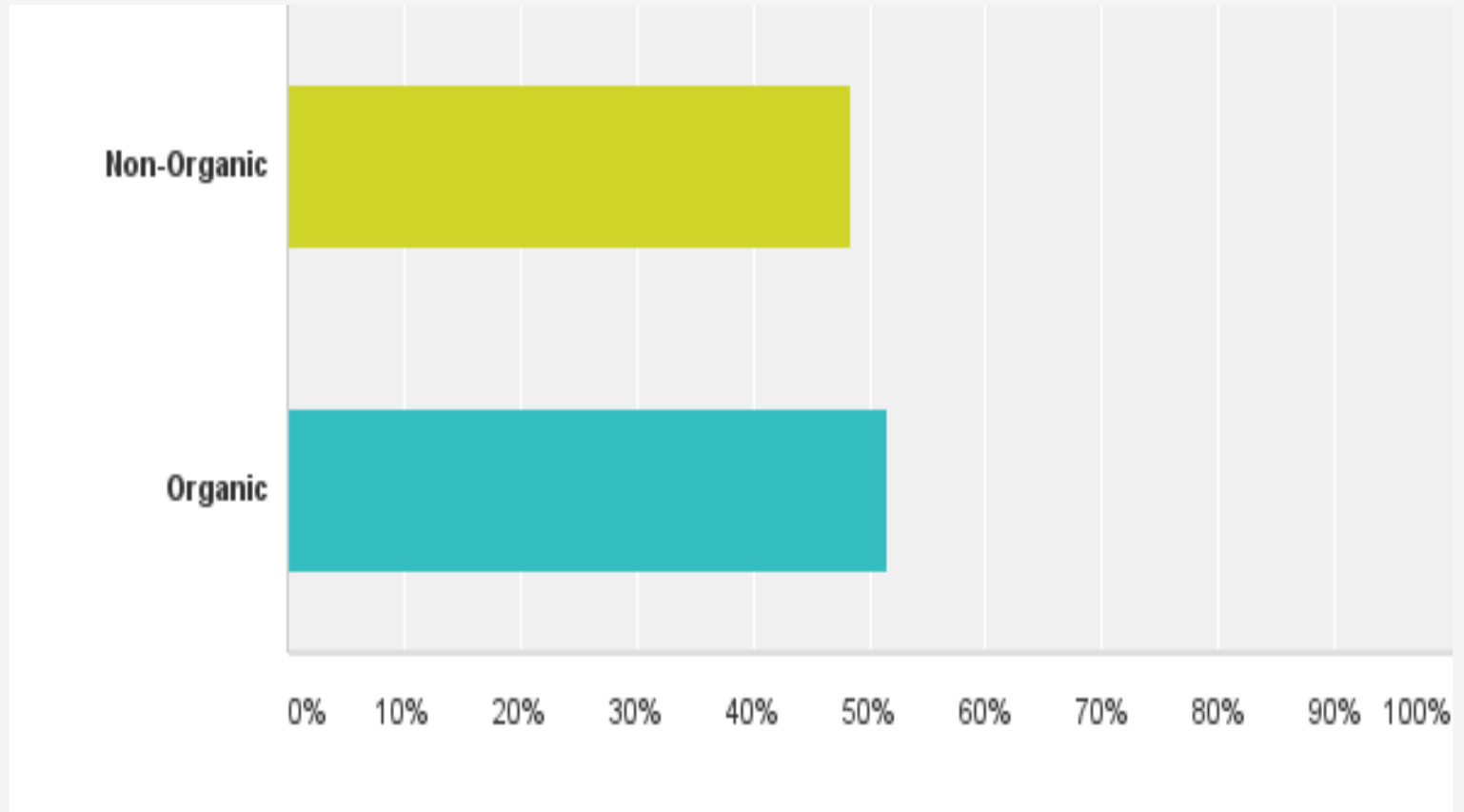
What drives your grocery shopping decisions?



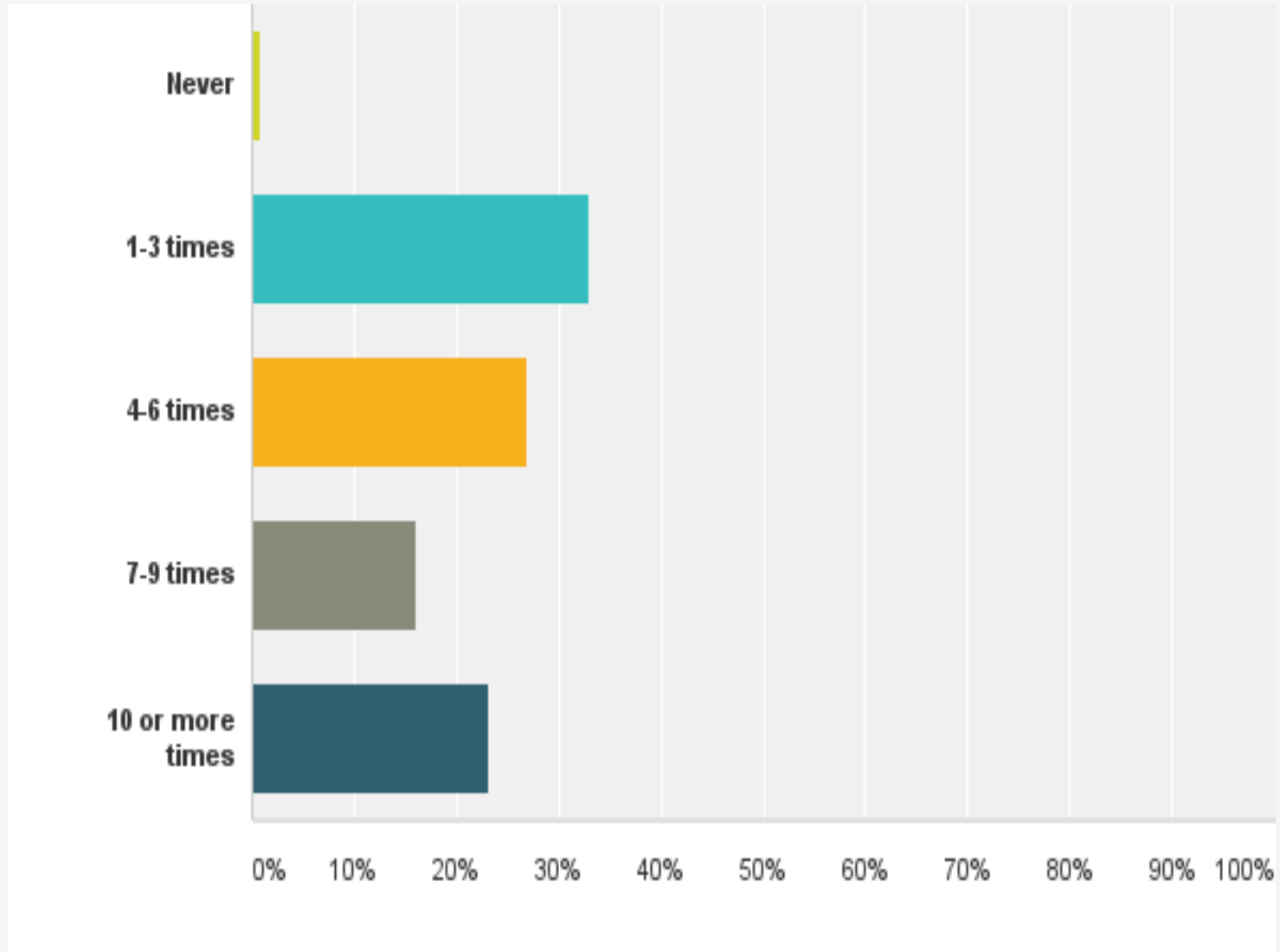
What is the most important to you when making selections at the grocery store?



When you have a choice, what do you choose most often?



In the past 30 days, how many times did you eat out at restaurants?



In the past year, has anyone in your family been discriminated against due to your sexual orientation or gender identity?

Answer Choices	Responses
No	64.78%
Been subject to slurs or jokes	22.01%
Been bullied at school	9.43%
Been threatened or physically attacked	1.26%
Been made to feel unwelcome at a place of worship	9.43%
Received poor service at a restaurant, hotel or place of business	11.32%