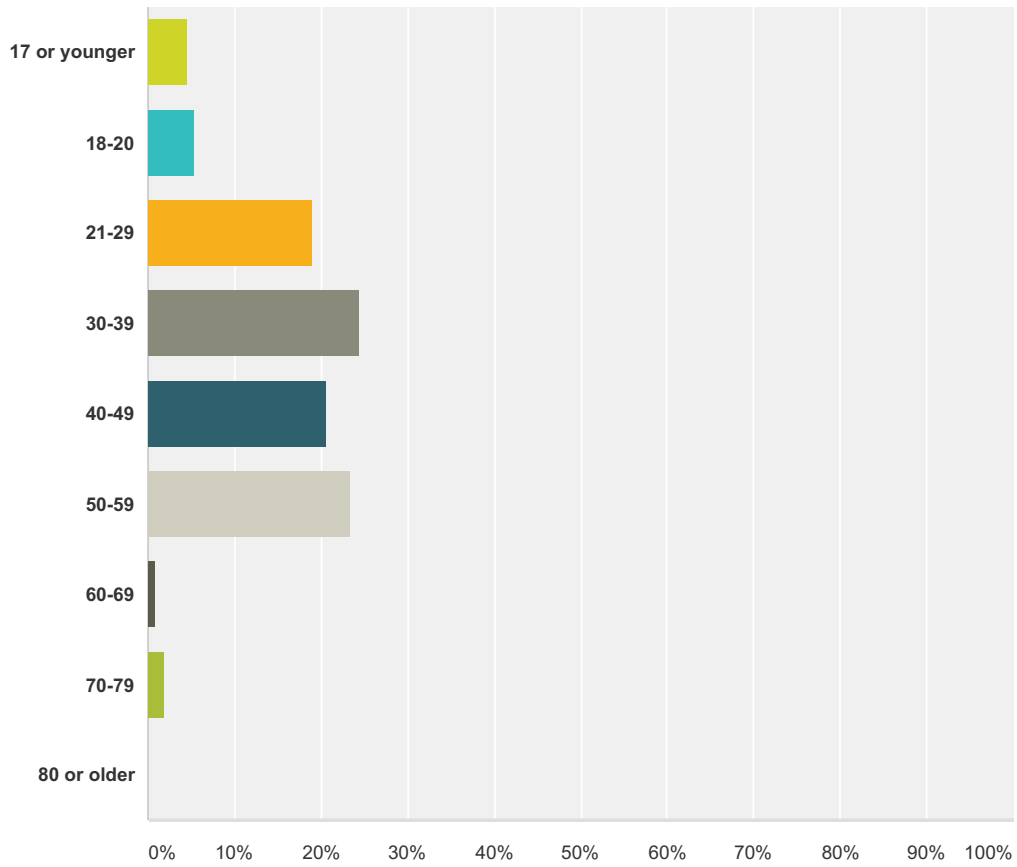


Q1 Firstly, please tell us your age?

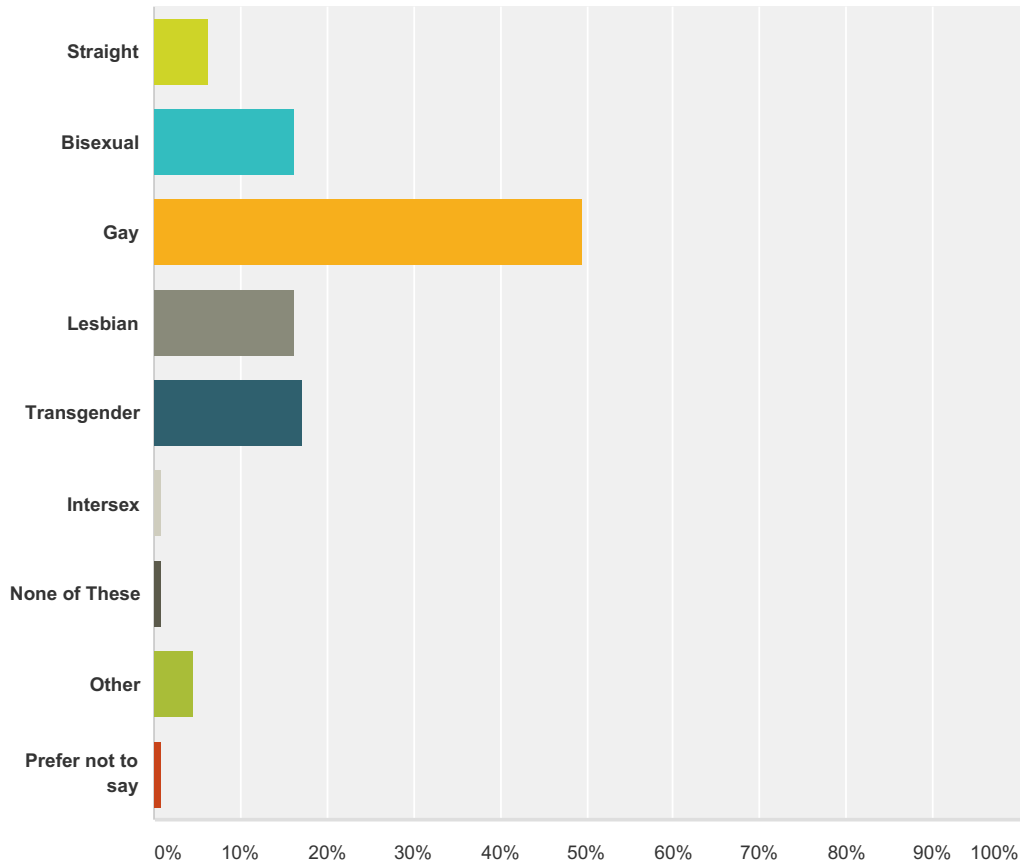
Answered: 111 Skipped: 0



Answer Choices	Responses
17 or younger	4.50% 5
18-20	5.41% 6
21-29	18.92% 21
30-39	24.32% 27
40-49	20.72% 23
50-59	23.42% 26
60-69	0.90% 1
70-79	1.80% 2
80 or older	0.00% 0
Total	111

Q2 Now, please tell us which option below best describes your sexuality or gender identity today.

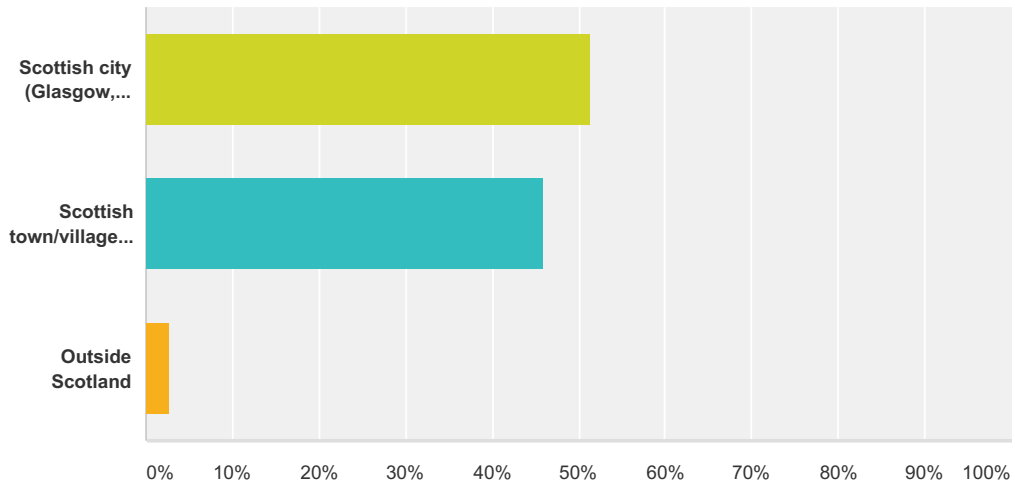
Answered: 111 Skipped: 0



Answer Choices	Responses
Straight	6.31% 7
Bisexual	16.22% 18
Gay	49.55% 55
Lesbian	16.22% 18
Transgender	17.12% 19
Intersex	0.90% 1
None of These	0.90% 1
Other	4.50% 5
Prefer not to say	0.90% 1
Total Respondents: 111	

Q3 Where do you live most of the year?

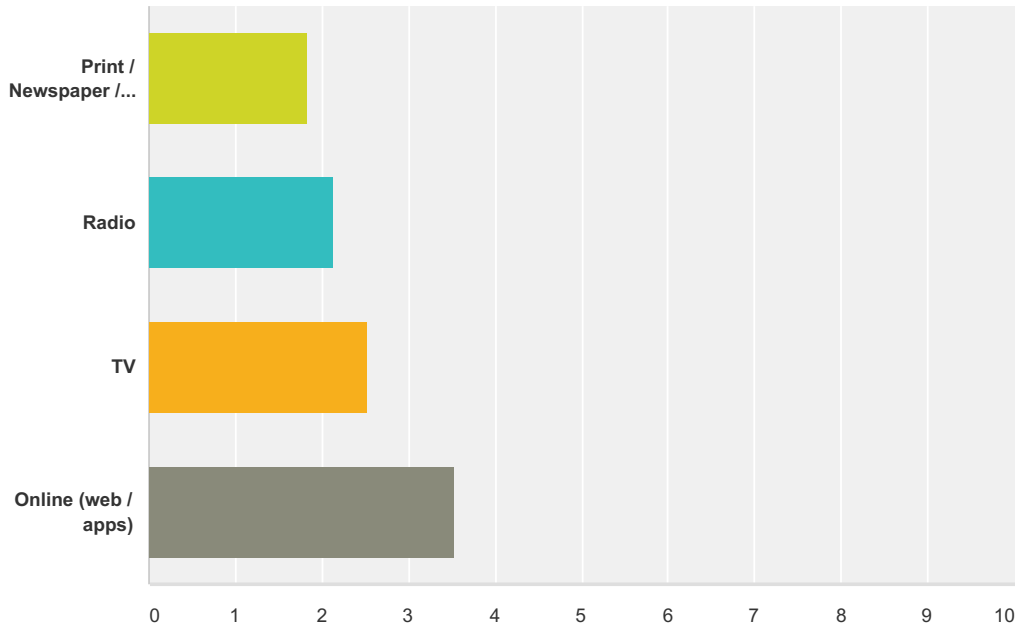
Answered: 111 Skipped: 0



Answer Choices	Responses
Scottish city (Glasgow, Edinburgh, Aberdeen, Inverness & Dundee only)	51.35% 57
Scottish town/village/rural area	45.95% 51
Outside Scotland	2.70% 3
Total	111

Q4 In a typical day, which of these types of media do you use most? Please rank these options from 1 most used (several times per day) to 4 least used (hardly / not used at all in a typical day).

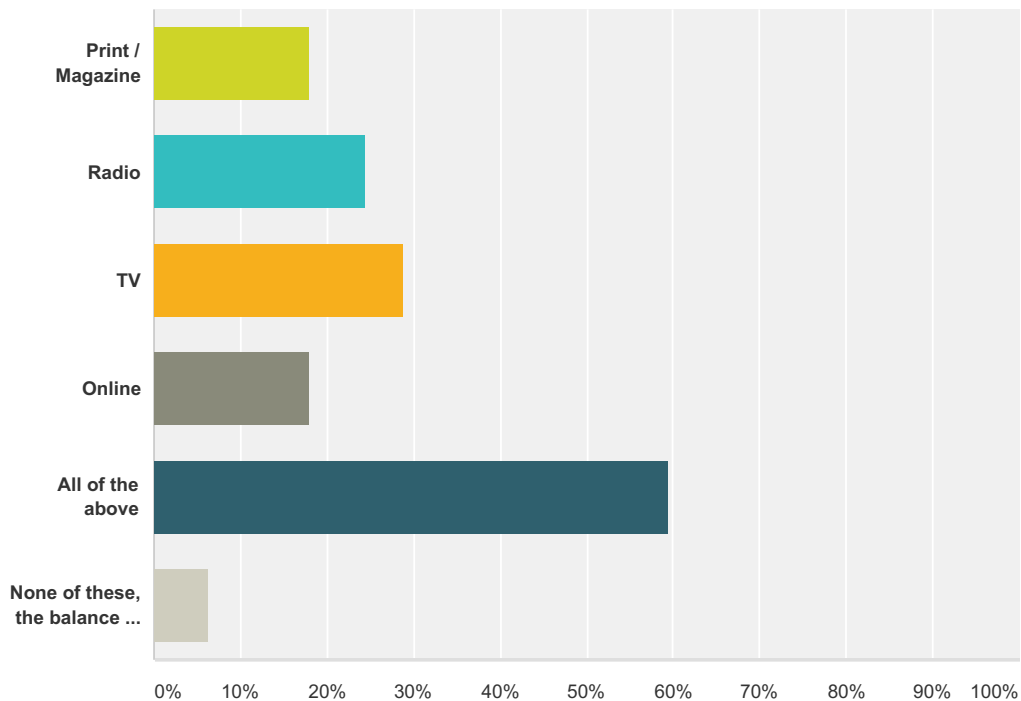
Answered: 111 Skipped: 0



	1	2	3	4	Total	Score
Print / Newspaper / Magazine	6.31% 7	16.22% 18	32.43% 36	45.05% 50	111	1.84
Radio	7.21% 8	25.23% 28	39.64% 44	27.93% 31	111	2.12
TV	12.61% 14	45.95% 51	22.52% 25	18.92% 21	111	2.52
Online (web / apps)	73.87% 82	12.61% 14	5.41% 6	8.11% 9	111	3.52

Q5 Lots of organisations already exist for LGBTI news and information in the UK. Where should there be more equality and diversity news?

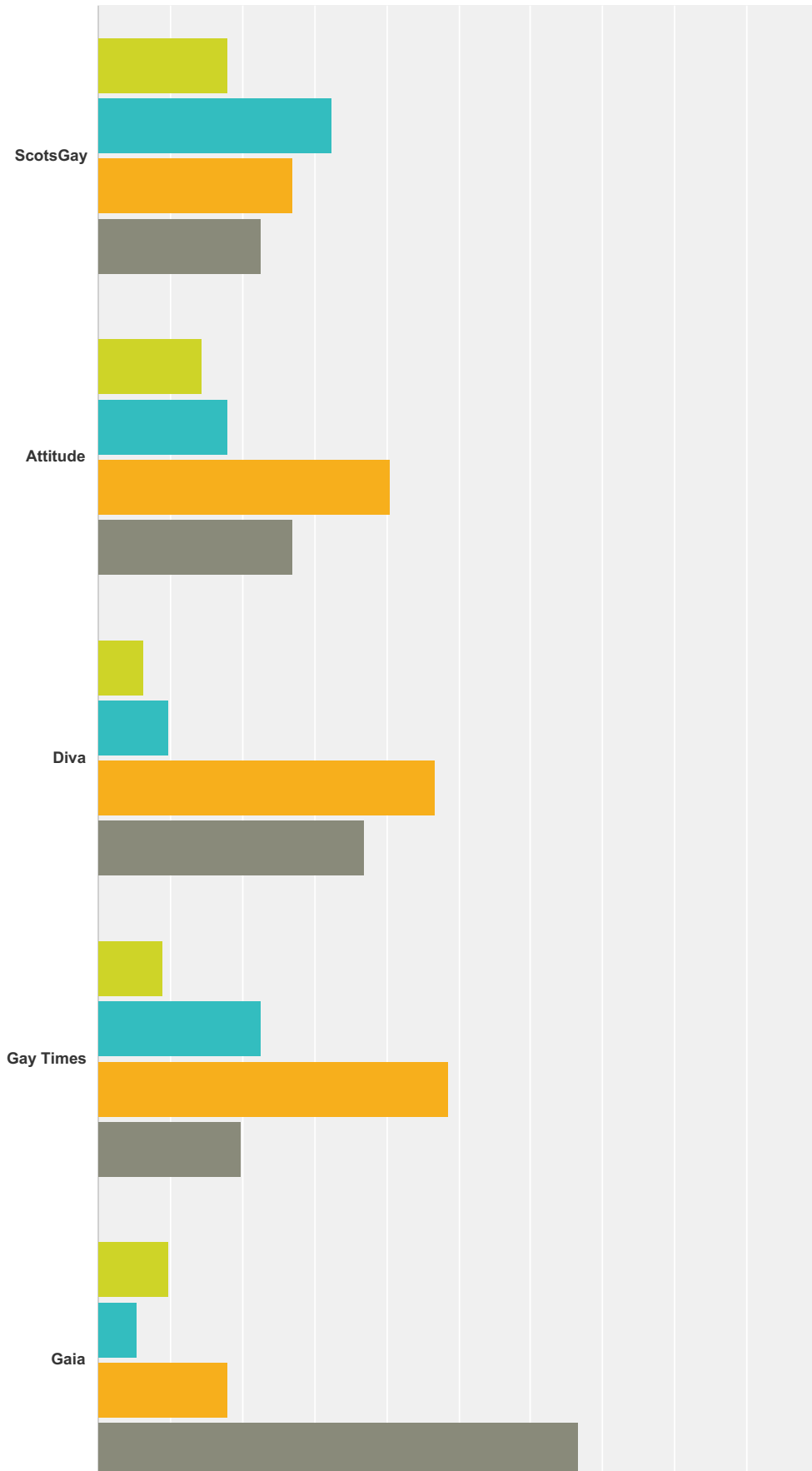
Answered: 111 Skipped: 0

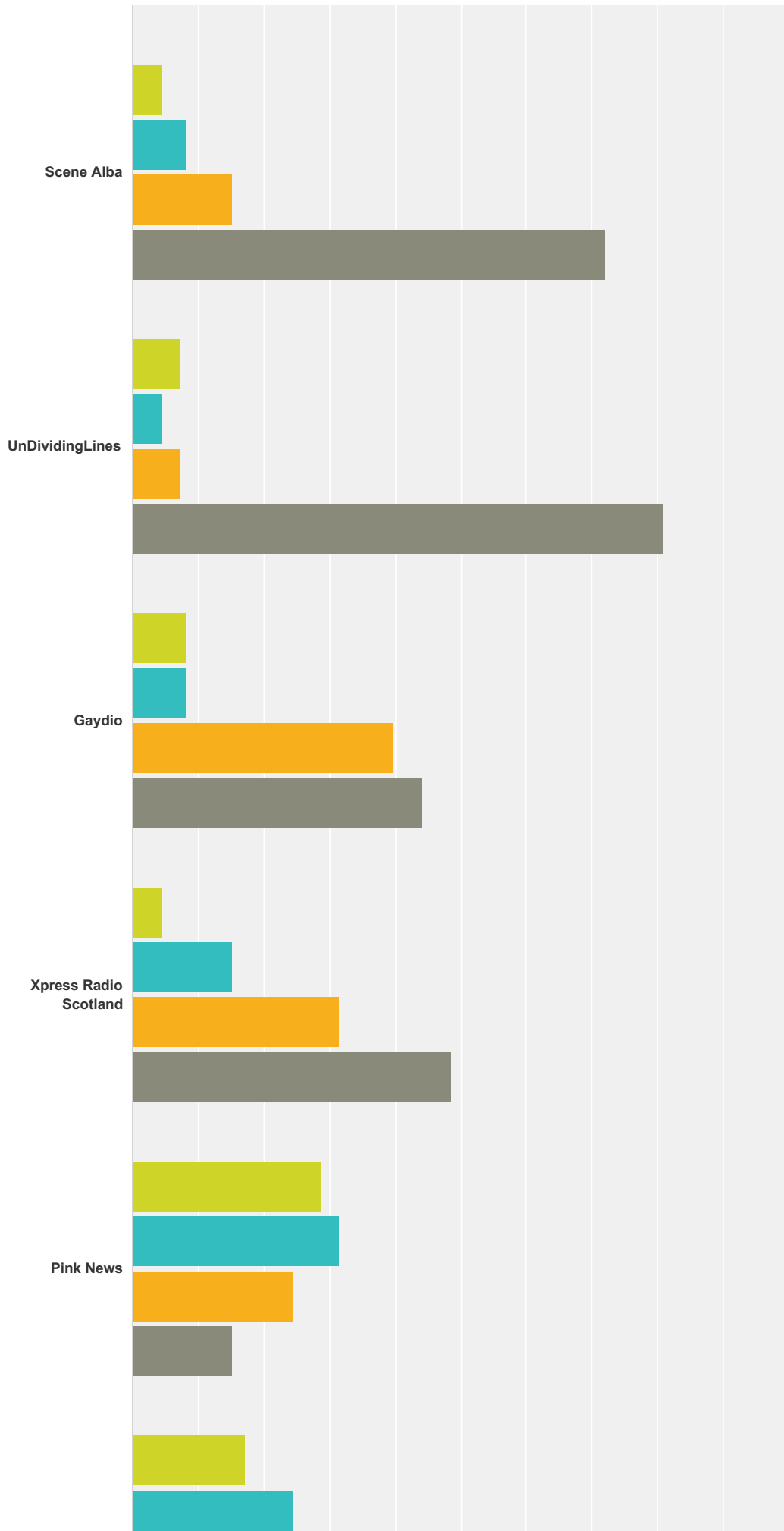


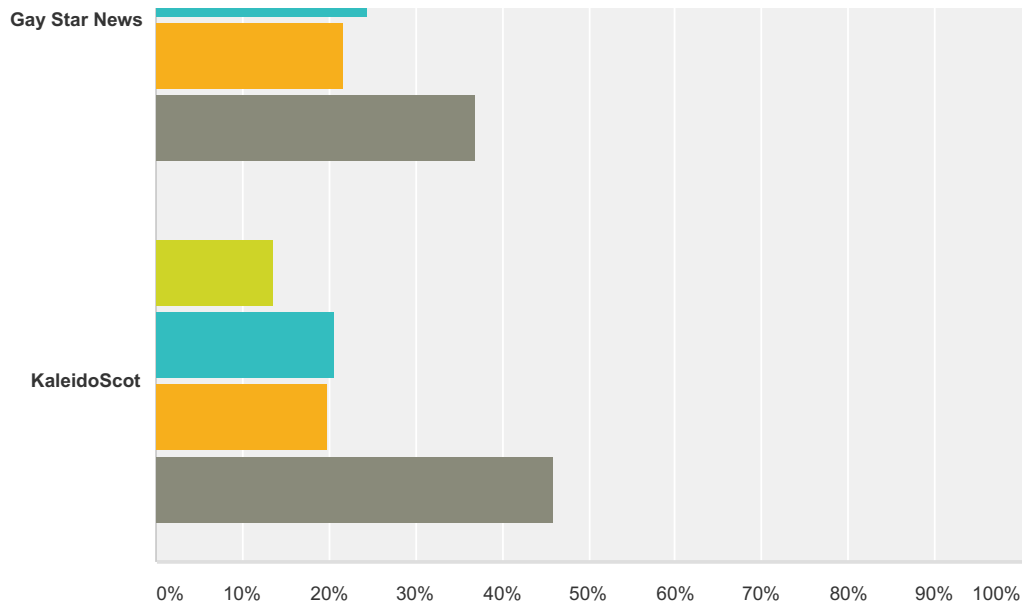
Answer Choices	Responses
Print / Magazine	18.02% 20
Radio	24.32% 27
TV	28.83% 32
Online	18.02% 20
All of the above	59.46% 66
None of these, the balance is just right	6.31% 7
Total Respondents: 111	

Q6 Please enter a response for each of the LGBTI media organisations / publications below:

Answered: 111 Skipped: 0





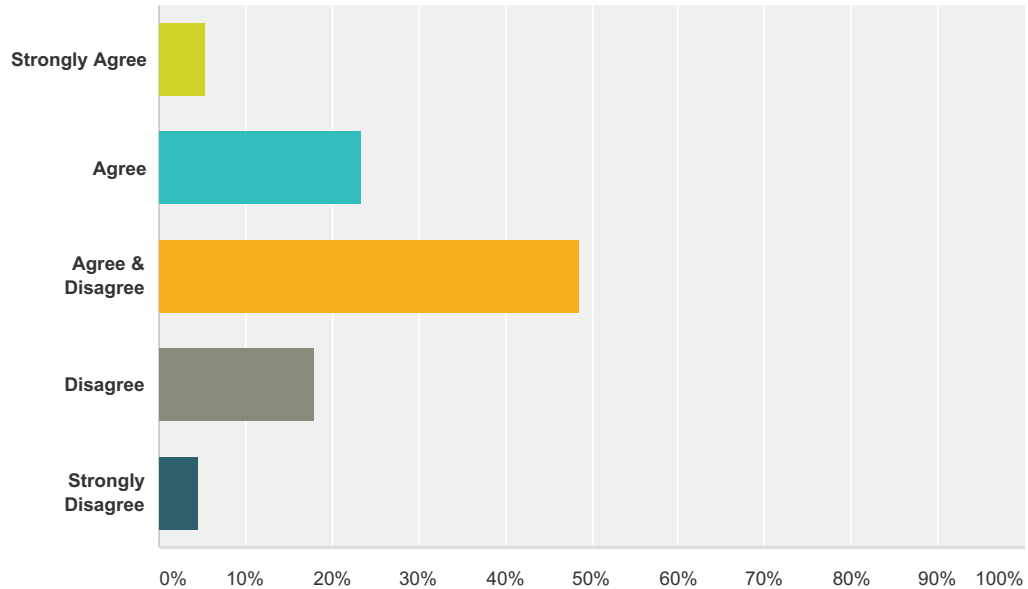


■ Heard of, Use regularly
 ■ Heard of, Rarely use
 ■ Heard of, Don't use
■ Never heard of

	Heard of, Use regularly	Heard of, Rarely use	Heard of, Don't use	Never heard of	Total
ScotsGay	18.02% 20	32.43% 36	27.03% 30	22.52% 25	111
Attitude	14.41% 16	18.02% 20	40.54% 45	27.03% 30	111
Diva	6.31% 7	9.91% 11	46.85% 52	36.94% 41	111
Gay Times	9.01% 10	22.52% 25	48.65% 54	19.82% 22	111
Gaia	9.91% 11	5.41% 6	18.02% 20	66.67% 74	111
Scene Alba	4.50% 5	8.11% 9	15.32% 17	72.07% 80	111
UnDividingLines	7.21% 8	4.50% 5	7.21% 8	81.08% 90	111
Gaydio	8.11% 9	8.11% 9	39.64% 44	44.14% 49	111
Xpress Radio Scotland	4.50% 5	15.32% 17	31.53% 35	48.65% 54	111
Pink News	28.83% 32	31.53% 35	24.32% 27	15.32% 17	111
Gay Star News	17.12% 19	24.32% 27	21.62% 24	36.94% 41	111
KaleidoScot	13.51% 15	20.72% 23	19.82% 22	45.95% 51	111

Q7 Read this statement and then select your response below:"During 2015, I think the media (print, TV, radio & online) reflected Scottish LGBTI issues positively."

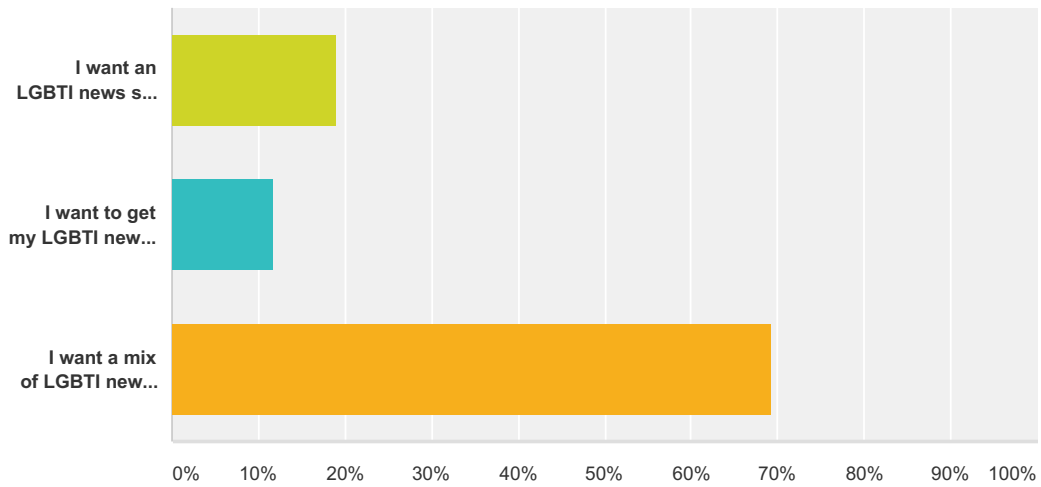
Answered: 111 Skipped: 0



Answer Choices	Responses
Strongly Agree	5.41% 6
Agree	23.42% 26
Agree & Disagree	48.65% 54
Disagree	18.02% 20
Strongly Disagree	4.50% 5
Total	111

Q8 Which of the following statements do you agree with most? (select one)

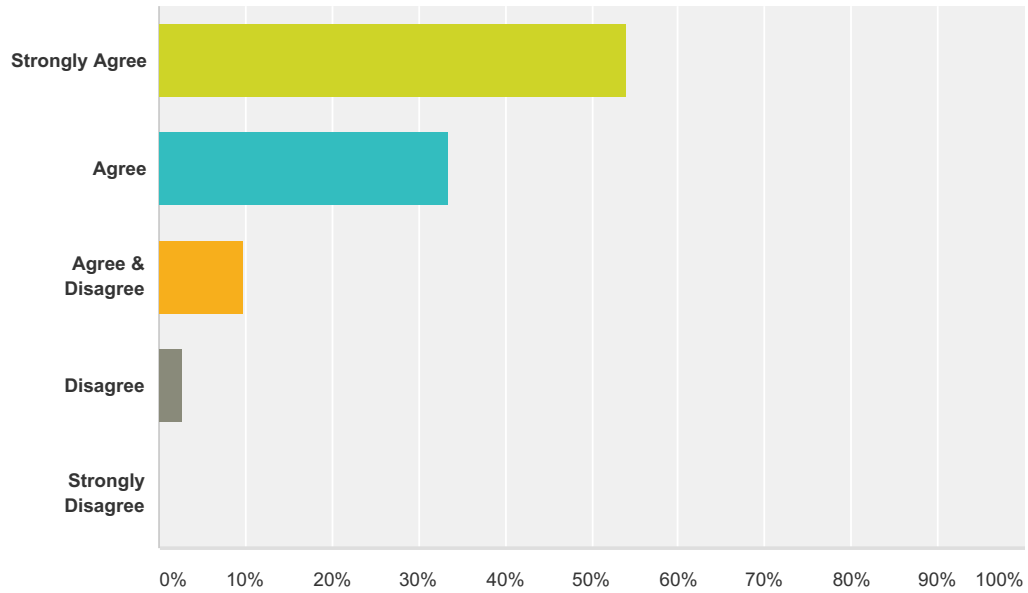
Answered: 111 Skipped: 0



Answer Choices	Responses
I want an LGBTI news site that focusses on Scottish life	18.92% 21
I want to get my LGBTI news from mainstream media organisations	11.71% 13
I want a mix of LGBTI news from mainstream sites as well as more specific Scottish news from other sources	69.37% 77
Total	111

Q9 Read this statement and select your response below:"Having a strong media presence and more connected community helps reduce isolation for LGBTI people in Scotland."

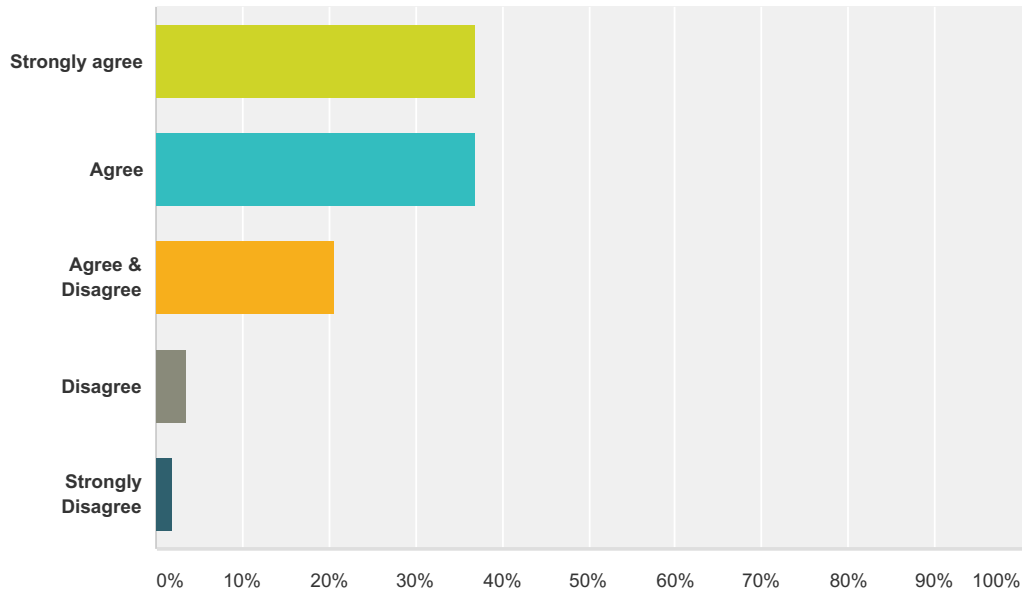
Answered: 111 Skipped: 0



Answer Choices	Responses	Count
Strongly Agree	54.05%	60
Agree	33.33%	37
Agree & Disagree	9.91%	11
Disagree	2.70%	3
Strongly Disagree	0.00%	0
Total		111

Q10 Read this statement and select your response below:"More frequent high profile media campaigns including billboards, radio, online and TV ads would help to tackle prejudice and discrimination in our communities."

Answered: 111 Skipped: 0



Answer Choices	Responses
Strongly agree	36.94% 41
Agree	36.94% 41
Agree & Disagree	20.72% 23
Disagree	3.60% 4
Strongly Disagree	1.80% 2
Total	111

Q11 Finally, please tell us below how you would improve equality and diversity in Scotland using creative people and new media tools.

Answered: 58 Skipped: 53