

LGBTQ+ Maps Affinity Map

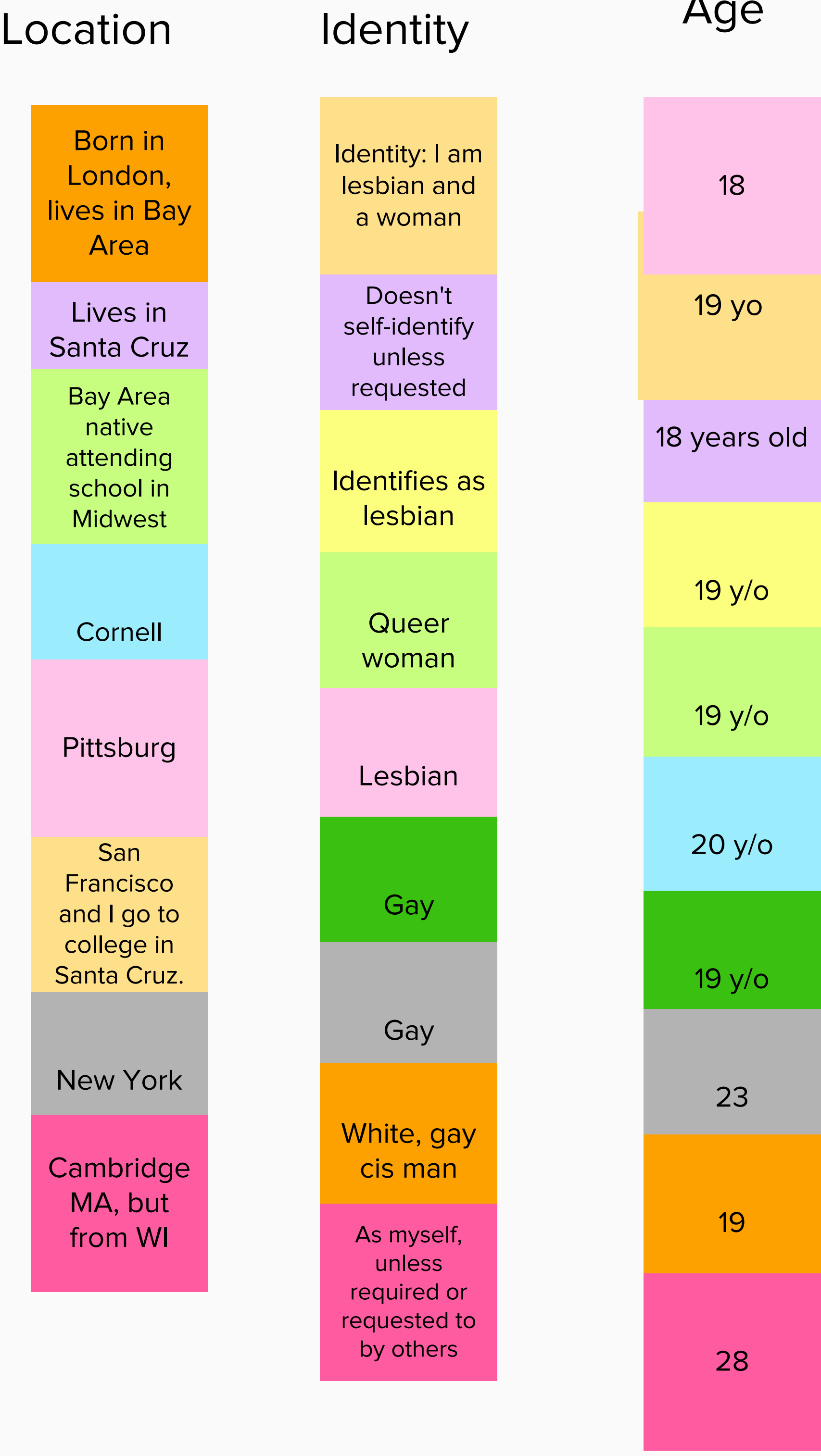
Concerns when traveling  
left -> right: extreme concerns about safety -> no concerns



TRAVEL data



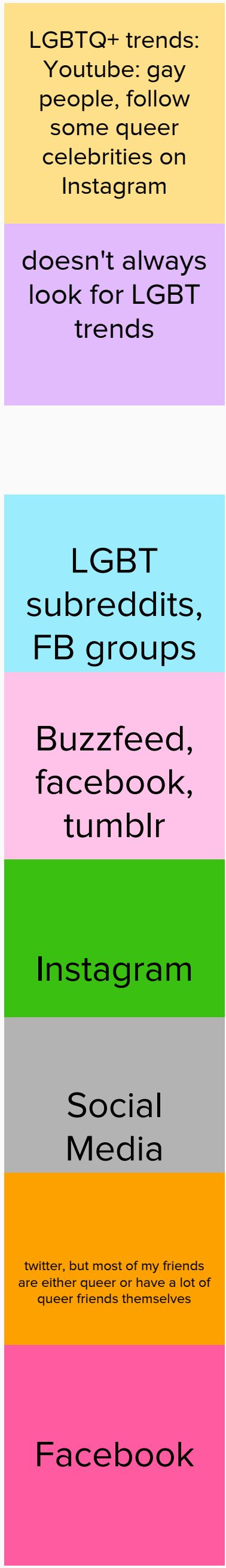
DEMOGRAPHICS



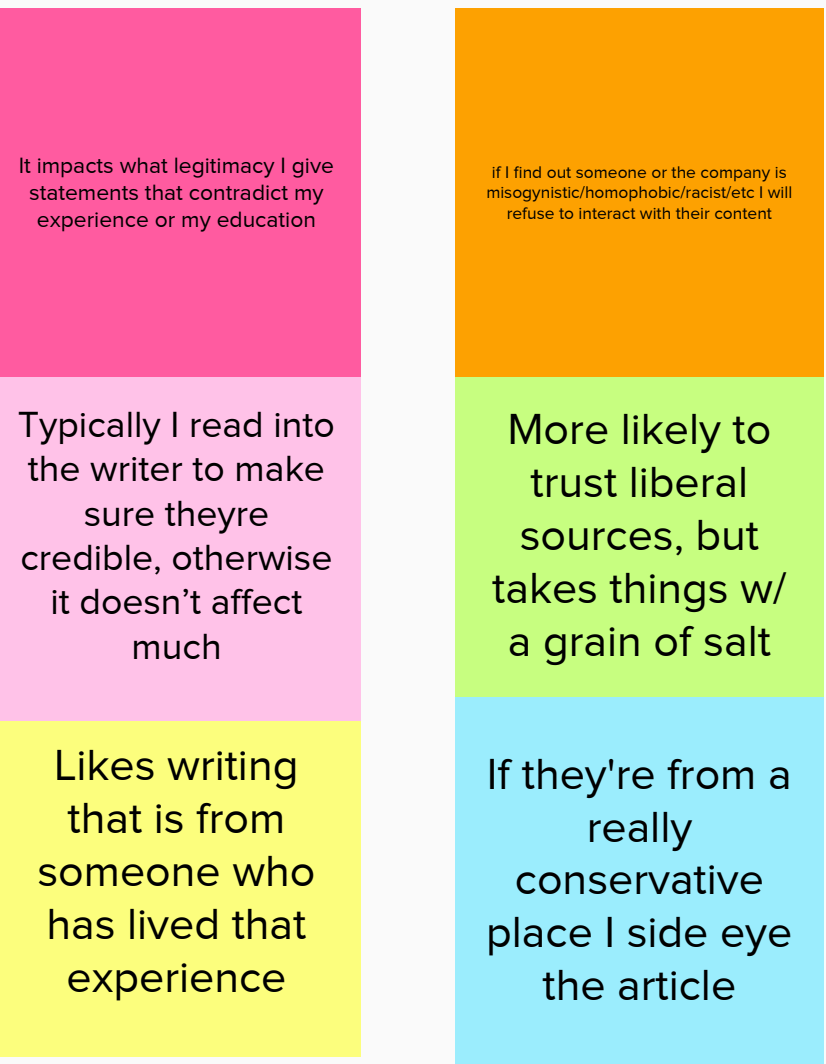
NEWS/MEDIA source



TRENDS/SOCIAL source



Trusting of source  
(includes trusting towards liberal & credible sources)



Similarities include: LGBTQ+ rights, environment, representation in media, sex ed, reproductive rights, sexual assault justice



Everyday app usage

