

THE LIST 3.0 COMMUNITY SURVEY RESULTS AND NEXT STEPS

Thank you List Subscribers for your time to share your ideas and feedback. It was enormously helpful. Below you will find a compilation of the responses received and our response and next steps. Responses are categorized below by Headings (e.g., “Events List”). Under each heading we have compiled individual responses with similar ones and represented that by the number inside (), for instance if five people said the same thing you will see that represented by a comment followed by “(5).” Please keep in mind we sent out two separate surveys- one for Events and the other for Housing/Classifieds which is why you see different response rates.

MACRO RESULTS:

1. Events List will remain a weekly email.
2. Classifieds List and the Housing List will be combined into a singly monthly E-mail publication.
 - HELP! Who has 2 hours a week to help us secure 6 month and 12 month sponsors? Please [email us](#) if you can help.
 - We will continue to send this via email but will also provide contribution-based options to have your listing posted in real time via FB in addition to the monthly publication.
3. Read below for more details and micro level enhancements and answers to your questions.

This report is part of our commitment to transparency. We hope it will inspire you to [submit a listing](#), invite your friends to [Like our Facebook Page](#), and [join our Elists](#), [volunteer](#) and/or [make a contribution](#). Please excuse any errors/typos- we are all volunteers 😊

EVENTS LIST SURVEY	
Responses:	387
Years as a subscriber:	20% < 1 year 30% 1-3 years 28% 4-9 years 19% 10 or more years
How often do you Open:	39% use it weekly 26% frequently 32% occasionally 2.4% never
Ever submitted a listing?	71% no 18% yes to Events list, 14% to Housing, 5% Classifieds

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Write In Comments for the Events List: 73 comments received. Similar comments have been grouped according to broader categories with a (#) after the comment to designate how many people made a similar comment.		
Category	More specific individual comments	Our response/next steps
Under 21 (2)	In the events listing, please clarify whether each event has an age restriction! I have tried to go to multiple events in the past...then got turned away at the door because I'm 20.	Submitters are asked to include ACCESSIBILITY information covering a wide area <u>including age</u> . Most venues serving liquor are 21+, so always seek further information if it is not stated. Less than 1% of our subscribers are under 21 and we try to highlight all ages and 18+ events.
More or different types of events of a specific type or different type	I would like to see over 55+ events. (2) Love/more family-friendly events (2) events in greater Boston area (I'm in Brockton)	We are a submission-based list and don't control the content, nor the events. If you know of events you are interested in seeing, just send them into us!
	I love this list but I wish it would include more events for singles who don't know where to find people. Dating apps aren't the best and we don't have many gay bars. It's nice that you guys post normal events and not just nights out, but please consider doing both. And also maybe organize a meetup for professional women and other stuff like that! Also please include the Welcoming Committee events ... so more people come. There is also the little gay book speed dating events...	We do! We post nights out, places to meet people, speed dating events for singles including Little Gay Book (they are one of our sponsors listed in every email). We also list all the Meet Up Groups in our Classifieds list every month. Welcoming Committee events are included when submitted.
	Consider events outside of what folks submit-reach out to diverse organizations Hispanic Black Gay Coalition, Queer Asian Pacific Islander Alliance (QAPA), MTPC, Makeshift, Lesbians of Color Symposium, etc.	We have reached out to all of these groups. In October, we featured a missive from QAPA.
	Love the list, but it would be great to have volunteers to search the other event listings and get even more great content in there, so it's one stop for all the best info!	Our volunteers donate hundreds of hours each year to The List. If you'd like to volunteer to search events and submit them to us, please join us!
	Would love to see some more community conversations on how to support each other in intersectional work and avoid horizontal oppressions in this toxic political climate.	Consider writing a missive on this! Email us.

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	<p>Not enough in the List is for “lesbians.” (2)</p> <p>I use The List less and less, since there is very little that is specifically for lesbians. I don't consider myself queer or binary or any of those currently popular "identities". I don't believe trans should be included with LGB, since it's not a sexual orientation ...</p>	<p>We did a quick scan of 2 weeks of Event Lists and found that events submitted targeted:</p> <p>LGBT community as whole: 14 Lesbians/Women specific: 6 Gay male specific: 1 Trans/non-binary specific: 1 Youth specific: 5 All/non-LGBTQ specific: 5</p>
	<p>The List was one of the most helpful tools for me when I was first moving to Boston to help me get my bearings and figure out my life as a queer, South Asian, nonbinary person. I do wish there was a more intersectional array of events on the List, but I know it depends on what people submit to y'all - QTPOC friendly events are key.</p>	<p>We recently reached out to several organizations in Boston that serve QTPOC and QPOC to request submissions and missives. We were thrilled when QAPA provided a missive on appropriation in Halloween costumes. We hope the others will also respond.</p>
Volunteering	<p>Is volunteering done on location or can I help from home?</p>	<p>We have no “location” to reduce overhead costs so all our volunteers compile the Lists from home, Email us</p>
Website	<p>Perhaps there is value in creating a fun and designed website people can bookmark on their browsers and phones! Everything any queer would like to know about Boston on one cool looking website! I'd definitely donate to that effort and participate in more events. Or maybe an app!</p>	<p>We have a website www.queeragenda.org with a Google Calendar of events. Love your idea of one stop shopping- we will work to include our online group lists there.</p>
Don't use it, moved, no value	<p>Don't really use the list much anymore; or moved; or don't go out (5)</p>	<p>This is one example of a message from a person no longer using The List. Please click “safe unsubscribe” at the bottom of any email to save us money and your inbox from getting cluttered!</p>
Format	<p>I think one email a week instead of two separate ones would be better (2)</p>	<p>The two weeks of events were put in place to: (1) allow people to delete the first week when done (2) allow people to plan ahead for two weeks (3) make it more user friendly to scroll through to find things knowing people use cellphones these days for most emails.</p>
	<p>sometimes it's hard to tell when an event is happening</p>	<p>Thanks for the suggestion- our events editor is now</p>

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	because things are listed under a heading for each day but the event description does not say the day/ date.	including dates for subsequent listings.
	Reoccurring/ regular/standing events... too redundant (3) - they are boring to read every week and clutter up the list, obscuring one-time events!	Great idea! Our events editor will now collapse reoccurring events with a link. Our google calendar editor is working to see what to do on that front by using different colors, etc.
	I wish there was a better graphic design team...more professional and graphic read of information than just a Facebook page or plain text email blast.	We have a website and include graphics/flyers to events when sponsored.
Facebook	More specific individual comments	Our response/next steps
	46% didn't know List has a FB page but plan to use it 13% didn't know FB page and do NOT plan to use it 21% not on FB 9% go to FB page occasionally, 3% FB page frequently	Our Facebook page can be found at https://www.facebook.com/TheListQueerAgenda/ It provides different content every day.
	It brings all the queer events together in one place. I didn't know about the Facebook page, but I will	Thanks!
	does it makes more sense to have a dedicated FB page that has everything so you don't have to email weekly. Sad that technology has changed so quickly	We actually learned through this survey that many people who responded are not on FB so we will keep the list accessible via email.
COSTS/VALUE	good luck continuing the list. it was started years before FB, CL and other internet based things, glad its still around. i don't think i would pay to keep using it though.	If people use the service but don't want to contribute (\$10 a year) the List will be unsustainable. As we pay per subscriber to our list serve, we ask that if you don't find value, kindly unsubscribe. Our history can be found http://www.queeragenda.org/the-list-history/
	If I could see a breakdown of the costs to maintain the list I would feel more comfortable contributing money for support. I don't work in a field that uses marketing tools like this so I don't know the typical costs.	We emailed out a response to this with a breakdown of costs. In case you didn't see it: Those annual costs include: Web domain, Web hosting, List serve (based upon #9,000 subscribers for the 3 Lists), and Survey Monkey (a few months this year for the survey) which adds up this year so far to \$1427.
	Reoccurring donations would be great. Like \$3 a month every month	Someone emailed offering to help us set this up but we never heard back. Help us to do this if you know how without incurring a fee (e.g., Paypal costs \$\$)

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	Thank you for keeping the List FREE! so that it will remain accessible to all. Peace.	You are welcome. 22 years free. We hope that the subscriber base will support its costs.
Management	I feel the current management of the list didn't really want the list for the classifieds or housing -but more to use the Events list. It seems events gets all the effort.	When I (Kristen) was asked by Hannah to take over The List, the Housing and Classifieds Lists were no longer in use. I resurrected those Lists based upon feedback from a subscriber survey I did in 2014. All the Lists are submission based- therefore we do not control the content.
	I feel the list has lost the grassroots feel to it - I feel like the ads/sponsorships take away from what the original mission of the list was for and commercialize it beyond recognition.	The List had few costs back then, but people have asked more from us (website, google calendar) and the List has grown which costs more for list serve. We still consider ourselves to be "grassroots" given that we are 100% volunteer and free still to submit and to subscribe.
THANKS	This list is AMAZING and a huge contributor to the LGBTQ scene. An essential part of Boston's culture.	Thank you.
	This is a great list - reminds me of Hanarchy Now back in the day - I have not contributed but will	Hanarchy (Hannah) founded The List! Thanks for your contribution. Our history can be found here .
	I remember when Hannah Doress told me she was starting this list. I thought she had a great idea and I signed right up. I am so glad it is still going on. Please keep up the great work she started and you have continued into our future! We still need the List!!	Thank you for being a part of The List since its founding!
	General "Thank You" (16)	Thank YOU! Tell your friends. Share our page on FB .
CLASSIFIEDS & HOUSING LISTS SURVEY		
Responses	n=189; around 3% of total subscribers	
How long have you been receiving:	28% 1-3 year(s) 31% subscribers 4-9 years 24% 10 or more years	
How heard About	Most (46%) word of mouth/friend 21% back in the Hannah's List days	
Subscribed to	Majority (85%) subscribed to both Classifieds and Housing Lists	
CLASSIFIEDS		
Open rates:	37% open and skim, 30% use it occasionally	

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Next Steps:	50% want the List kept as Eblast; 39% want it moved to the Events Eblast; 14% move to FB	Okay, we will keep it an eblast.
Write In Comments	More specific individual comments	Our response/next steps
	Post online as static list- like a queer directory; host on website	Great idea- we will look into this. Any web volunteers out there to help with this?
	I once submitted a Classifieds advertisement, but it never appeared in the listing for some unknown reason. Consequently, I have never donated...	We are so sorry that occurred! As volunteers we work to ensure each list goes out as it should but occasionally there are errors.
	Combine job postings with housing	Great! Let's do it!
	Groups could be given a place on facebook to post their lgbtq events.	Over 20% of our subscribers are not on FB
	include a link to the fb group on the newly combined classifieds/housing	Great idea! Let's do it!
	I love the opportunities for businesses to advertise and for people to list with you. I like the events information.	If you know of LGBTQ businesses, send them out way! Help for 1-2 hours week on this.
	The businesses could have an ongoing enrollment that restarts every year, to ensure it is kept relatively current.	Great idea, we are following up on this. Seeking a helper 1-2 hours week for this.
HOUSING		
Open rates:	32% use it monthly 30% open it but skim it 26% use occasionally	
Next Steps:	68% keep as monthly Eblast; 33% move it to FB	Okay, we will keep it an eblast.
Write In Comments	More specific individual comments	Our response/next steps
	Move it to Google groups where you don't have to pay, and/or update to a Google doc.	Not all people have/use Google.
	I like this group because I see postings that aren't in the Facebook Queer Housing group. There are other places to find apartments, but not other places (as far as I know) to find LGBT friendly apartments/roommates. That makes this list important.	Thank you!
	Please keep it! I get the most wonderful, quality, fellow queer tenants off it, and I am, so far, Facebook avoidant! Thank you for this excellent, vital, community affirming	Great to hear! Please consider contributing if you have not yet.

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	and bonding, resource.	
	When I am looking for a roommate or trying to move, I heavily rely on it. I have found all my past roommates from the housing list. I do not know where else to find queer/queer friendly roommates. Please do not underestimate its importance in the community.	Good to hear, thank you.
	The housing list is how I found my apartment - If it werent for your list I never would have found a GLBT accepting apartment in my price range!	So glad for you!
	I think the housing list is great since it advocates connections around housing and community.	We agree.
	Maybe explore ways to promote the listing service with community partners for more diverse housing options & listings with incentives to the renter. I.e. The landlord uses service to target LGBT applicants and doesn't charge broker fees, but donates to the listing service?	Love this! We regularly reach out to LGBTQ realtors and would like to include "for sale" listings and queer-owned AirBnB—but we've received little response. Any volunteers to help us with this?
	Monthly isn't enough since housing changes so quickly	That was a big reason we wanted to send this survey to consider moving the format, but as you can see people want it to stay an eblast. But posters CAN also have a photo and a listing put in real time on our FB page too- maybe the best of both worlds?
GOOGLE CALENDAR http://www.queeragenda.org/events/		
USE	82% do NOT use it 2.4% use it weekly, 2.4% frequently, 14% occasionally	http://www.queeragenda.org/events/
CONTRIBUTIONS		
How many:	78% have never contributed 21% contributed once 1% contribute yearly	We would like to encourage everyone to consider that your fellow-LGBTQ people are running and managing this service for you for free. The List will need to self-sustain for its viability. See next response for 4 ways to give
Why not?	More specific individual comments	Our response/next steps
	Provide multiple ways to submit contribution (4) Didn't know, wasn't asked, haven't seen info on this (11)	We do- in every email. 4 ways to contribute: a link to paypal, GoFundMe , a way to send a check , and a way to become a sponsor .

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	Can't afford it (35)	That is why we never require a fee. But, just \$10 year suggested (87 cents month)
	I don't value it (9)	Please click "safe unsubscribe" at the bottom of your email.
	Would like to contribute via Amazon	We don't know how to offer that option to the 4 options we already have—if you know please contact us .
	It has historically not asked for/needed donations to run. Why now? Did Hannah and Jen Render and all pay for it out of pocket early on? Why would it be more expensive now?	Before tech, there were no out of pocket costs. Our last survey, people wanted a website, google calendar, etc which all cost annually. "Jen Render" who we believe you meant Ren Jender was not a part of The List. You can read the List history here.
	It needs to be more relatable. Maybe if there was a fun pdf newsletter via email or just an independent website people could access with a more robust branding and graphic design. I understand this is run by volunteers and donations but perhaps there is value in creating an Autostraddle type of local Boston/regional website for LGBT happenings! Everything any queer would like to know on one cool looking website! I'd definitely donate to that and participate in more events that are advertised in a more exciting way!	Love the ideas- with no bandwidth left from our volunteers and no money to support the development of the idea or stipend for a person to take this on we are stuck. That is why contributions are so essential so we can build up to special projects like this.
DEMOGRAPHICS		
	We received a few comments regarding our DEMOGRAPHIC QUESTIONS asked on the survey. "Why ask?" "The world is bigger than the categories you provide," and "fix your answer categories next time" offer option of "woman" and "man" instead of "female" and "male"	We used research best practices for asking SOGI (sexual orientation and gender identity) questions adapted by Fenway Health and widely used in the research field.
Sexual Orientation	43% lesbian, 43% queer , 20% bisexual, 11% gay, 5% pansexual	
Gender Identity	76% female , 16% non-binary, 7% male, 5% FTM, 2% MTF	
Age	Majority (57%) 20s and 30s with 30% in 40s and 50s, 10% 60s or older, with only 1% under 21	