

Facebook data comes from advertising platform. I calculate men interested in men divided by men interested in men plus men interested in women. The advertising platform allows overall numbers and numbers just for high school students.

The advertising platform does not include data on place of birth.

Facebook does not allow you to download estimates by place of birth. However, on Facebook graph search, you can search for people by sexuality, place of birth, and place of living.

I estimated gay men by place of birth as follows.

Define  $g$  as  $P(\text{Gay}|\text{LiveState})$

Define  $p$  as  $P(\text{LiveState}|\text{GayBornState})$

Define  $q$  as  $P(\text{BornState}|\text{GayLiveState})$

Define  $h$  as  $P(\text{LiveState}|\text{BornState})$

Define  $j$  as  $P(\text{BornState}|\text{LiveState})$

$$(1) \quad \frac{q \times h \times g}{p \times j} = \frac{\frac{P(\text{BornState}\&\text{Gay}\&\text{LiveState}) \times P(\text{LiveState}\&\text{BornState}) \times P(\text{Gay}\&\text{LiveState})}{P(\text{Gay}\&\text{LiveState}) \times P(\text{BornState}) \times P(\text{LiveState})}}{\frac{P(\text{LiveState}\&\text{Gay}\&\text{BornState}) \times P(\text{BornState}\&\text{LiveState})}{P(\text{Gay}\&\text{BornState}) \times P(\text{LiveState})}}$$

$$(2) \quad = \frac{P(\text{Gay}\&\text{BornState})}{P(\text{BornState})}$$

The number  $g$  comes from the advertising platform. The other numbers come as follows. Search on graph search for men who are interested in men who were born in Mississippi. Then calculate what percent live in Mississippi. And you have  $p$  for Mississippi.

Craig's List data was downloaded as follows: I found all the Craig's List cities for a given state. (This, for example, is Georgia.) For each one, I went to m4m casual encounters and m4w casual encounters and counted total ads. If there were the maximum number (2,500), I calculated how many days it took to reach the maximum and found a per day number. I then extrapolated for the period included in Craig's List data.

Google gay porn searches can be approximated by dividing searches for "gay porn" divided by searches for "porn" on Google Trends. The full data uses a slightly wider set of searches that also include searches for particular websites. Data for searches that include "is," "husband," and "gay" can be downloaded from the hack described in my racial animus paper.

Match.com data was found by manually searching the site.