

Methodology for ranking North America's most sexually liberal cities 2023

To create a ranking of the most sex-positive cities in North America, the 30 largest cities were analysed for various factors. These include the number of sex shops, swingers clubs, gay bars, gay pride and LGBTAIQ+ events. The treatment of sex workers was also considered in the research by identifying the number sex work organisations and the question of whether sex work is legal. In addition, the topic of health and education played an important role in the study.

The survey was completed in August 2023.

Factors, definitions and sources

Field of investigation 1: Sex-positive lifestyle

- Sex shops: Information on the number of sex shops was taken from the recommendation portal Yelp.
- Swinger clubs: Information on the number of swinger clubs was taken from the swinger portal <https://www.swinglifestyle.com/>.

Field of investigation 2: LGBTAIQ+

- Gay Pride Events: Information on the number of gay pride events was taken from Wikipedia's [List of LGBT events](#).
- LGBTAIQ+ bars and clubs: Information about the number of LGBTAIQ+ bars and clubs was taken from Google listings.
- LGBT discrimination: Information about the status of LGBT discrimination laws in North America was taken from <https://www.equaldex.com/>.

Field of investigation 3: Sex work

- Sex work: Information on whether sex work is legal or illegal in each city is based on sources found in Wikipedia.
- Organisations: Information on the number of organisations that advocate for the interests of sex workers was taken from Wikipedia's [List of sex worker organisations](#).

Field of investigation 4: Sexual health

- PrEP: PrEP is an HIV prevention prophylaxis for people who are HIV-negative but have an increased risk of becoming infected with HIV. Information on whether PrEP is authorized in each city is based on sources found in Wikipedia.
- Abortion: Information on abortion rights was taken from Wikipedia's article "[Abortion in the United States](#)" and from the Center for Reproductive Rights.

Calculation and scoring

In order to calculate a ranking, all results of the influencing factors mentioned above were standardized on a point scale from 0 to 100, taking into account the respective population sizes of the cities in question (i.e. all results were divided by the total population, thus creating a per capita score). The city that performed best in each factor of influence was given a score of 100. The city that performed worst in each factor of influence was given a score of 0. All other cities were ranked in between according to their score.

An additional coefficient was applied to each factor based on its perceived importance. Finally, all the scores were added together, resulting in the final ranking.