

Supplemental Table 1

Demographic Differences in Bi+ Visibility Strategies

	Gender Based	Community		Direct Disclosure		Indirect		Behavioral Displays	
	Displays	Engagement	Engagement	Engagement	Engagement	Engagement	Engagement	Engagement	Engagement
	Marginal	Omnibus	Marginal	Omnibus	Marginal	Omnibus	Marginal	Omnibus	Marginal
	Means	<i>F</i>	Means	<i>F</i>	Means	<i>F</i>	Means	<i>F</i>	Means
Sexual Identity	2.36	2.53		4.18*		3.64*		1.81	
Bisexual	2.22		2.44		3.07 ^{a,c}		3.25 ^a		2.68
Pansexual	2.39		2.58		3.29 ^b		3.58 ^b		2.78
Queer	2.42		2.64		3.16 ^{a,b}		3.40 ^{a,b}		2.63
Other	2.18		2.37		2.87 ^c		3.10 ^a		2.37
Sex/Gender	42.92**	6.41*		21.27**		11.35**		.25	
Cisgender Women	2.29 ^a		2.59 ^a		3.05 ^a		3.44 ^a		2.58
Cisgender Men	1.90 ^b		2.33 ^b		2.86 ^b		3.05 ^b		2.63
Gender Minorities	2.71 ^c		2.60 ^a		3.34 ^c		3.48 ^a		2.64
Race/Ethnicity	2.83	.13		.07		.26		.53	
White	2.37		2.49		3.09		3.34		2.58
POC	2.23		2.52		3.07		3.24		2.65
Age	1.80	2.52		.43		3.08		1.10	

* $p < .05$; ** $p < .001$. Error df for F values range from 695 to 707. Superscript letters present results of these follow-up tests. Groups with the same superscript letter do not differ significantly from one another.

Supplemental Table 2

Demographic Differences in Bi+ Visibility Strategies: Cohen's δ

	Gender-based Displays	Community Engagement	Direct Communication	Indirect Communication	Behavioral Displays
Sexual Identity					
Bisexual vs. Pansexual	.18	.16	.22	.26	.08
Bisexual vs. Queer	.21	.23	.11	.05	.06
Bisexual vs. Other	.04	.08	.29	.17	.30
Pansexual vs. Queer	.03	.07	.11	.21	.14
Pansexual vs. Other	.22	.26	.50	.47	.39
Queer vs. Other	.23	.34	.40	.23	.24
Sex/Gender					
Cisgender Women vs. Cisgender Men	.48	.31	.24	.42	.05
Cisgender Women vs. Gender Minorities	.44	.01	.38	.01	.07
Cisgender Men vs. Gender Minorities	.88	.33	.63	.41	.02
Race/Ethnicity					
White vs. POC	.13	.03	.01	.05	.07

Supplemental Table 3

Demographic Differences in Context of Bi+ Visibility Attempts

Context	Sexual Identity	Omnibus ANCOVA <i>F</i> Values			Marginal Means for Sex/Gender		
		Sex/Gender	Race/Ethnicity	Age	Ciswomen	Cismen	Gender Minorities
At work	.97	5.00*	.17	10.08*	2.21 ^{a,b}	2.08 ^a	2.44 ^b
At school	1.69	6.60*	.03	10.16*	3.15 ^{a,b}	2.84 ^a	3.36 ^b
In social settings that are not LGBT-specific	2.82	8.80**	.02	.83	2.88 ^a	2.57 ^b	2.95 ^a
In LGBT social settings (i.e., the broader LGBT community)	2.15	3.74*	.98	2.99	3.98 ^{a,b}	3.76 ^a	4.05 ^b
When you are out in public alone	.95	.64	2.33	11.50*	2.10	2.05	2.16
When you are out in public with a friend	1.77	7.46*	1.13	.79	2.72 ^a	2.58 ^a	2.96 ^b
When you are out in public with your partner(s)	2.44	4.51*	3.47	2.76	3.26 ^a	3.20 ^a	3.56 ^b
When you are out in public with a family member	2.12	9.48**	.10	14.63*	1.84 ^a	1.69 ^a	2.07 ^b
When you are with people who are bi+	1.05	3.15	.24	1.08	3.84	3.70	3.96
When you are with people who are gay or lesbian	.64	2.12	1.45	.89	3.61	3.51	3.73
When you are with people who are straight	1.80	9.27**	.49	.78	2.92 ^a	2.61 ^b	3.04 ^a
When you are with someone who does not understand or accept your bi+ identity	1.27	4.20*	.12	10.54*	2.02 ^{a,b}	1.88 ^a	2.22 ^b
When you are in same-gender relationships	.48	.24	1.88	.53	3.59	3.53	3.51
When you are in different-gender relationships	1.75	21.40**	2.03	.20	3.46 ^a	2.84 ^b	3.62 ^a
When you are single	3.51	10.44**	.44	1.16	3.69 ^a	3.30 ^b	3.76 ^a

* $p < .05$; ** $p < .001$. Error *df* for *F* values range from 428 (at school) to 688. Marginal means are not presented for sexual identity or race/ethnicity because no omnibus ANCOVAs were significant. Groups with the same superscript letter do not differ significantly from one another.

Supplemental Table 4

Demographic Differences in Context of Bi+ Visibility Attempts: Cohen's δ

Context	Ciswomen vs. Cismen	Ciswomen vs. Gender Minorities	Cismen vs. Gender Minorities
At work	.12	.21	.32
At school	.27	.19	.46
In social settings that are not LGBT-specific	.33	.07	.40
In LGBT social settings (i.e., the broader LGBT community)	.20	.07	.28
When you are out in public alone	.05	.06	.11
When you are out in public with a friend	.14	.24	.38
When you are out in public with your partner(s)	.05	.26	.29
When you are out in public with a family member	.18	.24	.42
When you are with people who are bi+	.13	.12	.25
When you are with people who are gay or lesbian	.10	.11	.21
When you are with people who are straight	.33	.12	.43
When you are with someone who does not understand or accept your bi+ identity	.12	.16	.29
When you are in same-gender relationships	.05	.07	.02
When you are in different-gender relationships	.53	.14	.71
When you are single	.38	.07	.46

Supplemental Table 5

Demographic Differences in Reasons for Bi+ Visibility Attempts

	Activism		Pride	
	Omnibus <i>F</i>	Marginal Means	Omnibus <i>F</i>	Marginal Means
Sexual Identity	.68		5.83*	
Bisexual		3.84		3.59 ^b
Pansexual		3.98		3.79 ^a
Queer		3.87		3.82 ^a
Other		3.87		3.20 ^c
Sex/Gender	9.79**		12.39**	
Cisgender Women		4.04 ^a		3.66 ^a
Cisgender Men		3.62 ^b		3.33 ^b
Gender Minorities		4.01 ^a		3.81 ^a
Race/Ethnicity	1.71		.03	
White		3.83		3.61
POC		3.95		3.59
Age	1.28		1.48	

* $p < .05$; ** $p < .001$. Error df for F values range from 670 to 676.

Superscript letters present results of these follow-up tests. Groups with the same superscript letter do not differ significantly from one another.

Supplemental Table 6

Demographic Differences in Perceived Success of Bi+ Visibility Strategies

	Gender Based Displays		Community Engagement		Direct Communication		Indirect Communication		Behavioral Displays	
	Omnibus <i>F</i>	Marginal Means	Omnibus <i>F</i>	Marginal Means	Omnibus <i>F</i>	Marginal Means	Omnibus <i>F</i>	Marginal Means	Omnibus <i>F</i>	Marginal Means
Sexual Identity	1.99		.86		3.08*		2.18		1.54	
Bisexual		2.54		3.57		4.17 ^a		2.81		3.20
Pansexual		2.67		3.67		4.20 ^a		2.87		3.33
Queer		2.70		3.61		4.22 ^a		2.82		3.18
Other		2.54		3.57		3.89 ^b		2.51		3.04
Sex/Gender	2.66		3.07*		5.12*		.79		.64	
Cisgender Women		2.67		3.68 ^a		4.23 ^a		2.80		3.13
Cisgender Men		2.51		3.51 ^b		4.02 ^b		2.69		3.23
Gender Minorities		2.66		3.62 ^{a,b}		4.10 ^b		2.76		3.20
Race/Ethnicity	.03		.29		1.46		.001		.69	
White		2.62		3.59		4.08		2.75		3.15
POC		2.61		3.62		4.15		2.75		3.22
Age	13.80**		21.58**		1.47		.02		3.51	

* $p < .05$; ** $p < .001$. Error *df* for *F* values range from 695 to 707. Superscript letters present results of these follow-up tests. Groups with the same superscript letter do not differ significantly from one another.

Supplemental Table 7

Demographic Differences in Perceived Success of Bi+ Visibility Strategies: Cohen's δ

	Gender-based Displays	Community Engagement	Direct Communication	Indirect Communication	Behavioral Displays
Sexual Identity					
Bisexual vs. Pansexual	.17	.15	.04	.07	.15
Bisexual vs. Queer	.21	.06	.08	.01	.02
Bisexual vs. Other	.00	.00	.41	.37	.18
Pansexual vs. Queer	.04	.10	.03	.06	.17
Pansexual vs. Other	.18	.16	.46	.43	.33
Queer vs. Other	.23	.06	.52	.42	.15
Sex/Gender					
Cisgender Women vs. Cisgender Men	.22	.25	.31	.13	.11
Cisgender Women vs. Gender Minorities	.01	.09	.22	.05	.08
Cisgender Men vs. Gender Minorities	.20	.16	.12	.09	.03
Race/Ethnicity					
White vs. POC	.01	.04	.11	.00	.08