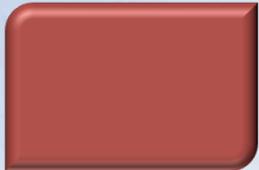


2011 LGBT Community Survey



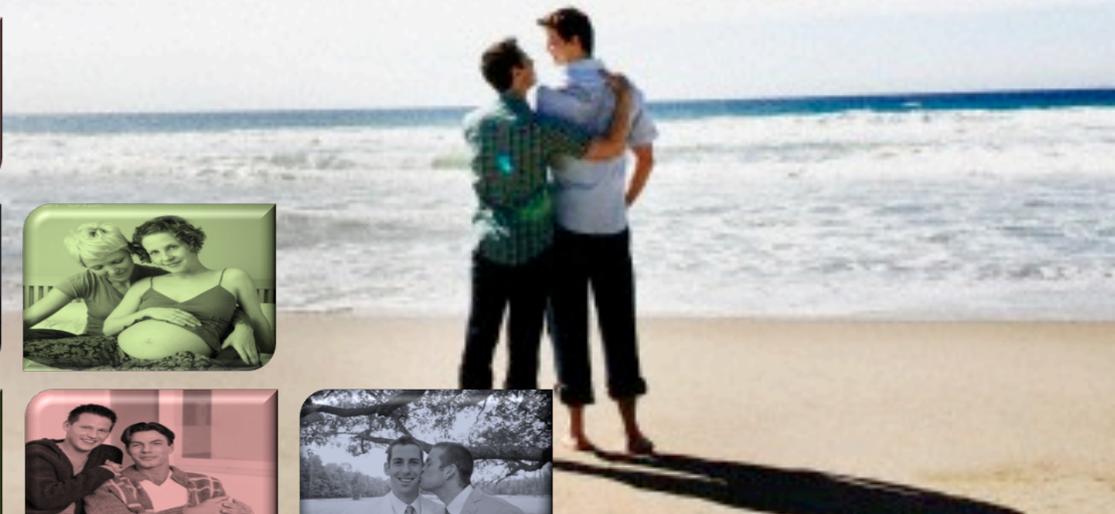
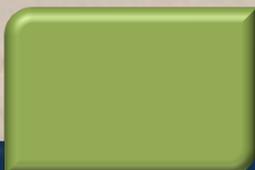
 Community Marketing, Inc.

LGBT Market Research +
Development Lab™

U.S. Overview Report

5th Annual
Edition

v2 8.25.2011





CMI's 5th Annual LGBT Community Survey

Thanks to our 2011 Sponsors





CMI's 5th Annual LGBT Community Survey

U.S. Overview Report

5th Annual Edition



Gay men and lesbians own more homes and cars, travel more, spend more on electronics, and have **the largest amount of disposable income per capita of any "niche" market**. And it's a sizeable segment: LGBT consumers make up 5% to 10% of the U.S. consumer market.

Utilizing quantitative and qualitative market research methodologies, Community Marketing helps companies better understand and more effectively reach the LGBT community. Our consumer panel provides insights through online surveys, focus groups, intercepts and more.

Thomas Roth, President
Community Marketing, Inc.
www.CommunityMarketingInc.com

In This Overview...

Main Topics

- **About the Study**
 - Survey Methodology
 - Study Partners
 - Key Findings
- **How are LGBT consumers interacting with technology?**
 - Smartphone ownership and habits
 - Social Media & Texting
 - The Impact of LGBT Outreach on Purchase Decisions
- **What they are buying?**
 - Major Purchases – Past Year & Planned During Next 12 months
- **How do you reach them most effectively?**
 - Media Usage, Interaction With Advertising & Sharing of Information
 - Acceptance of LGBT terms
- **Appendix**
 - General population panel comparisons
 - Community perspectives:
 - Transgender, lesbian, Latino and African American
 - About Community Marketing, Inc.

About Community Marketing, Inc.

LGBT Market Research +
Development Lab™



- San Francisco-based, LGBT Owned/Operated company founded in 1992 serves clients throughout the USA, Canada, Europe, Australia and Japan
- 18+ years of consumer research, strategic consulting, marketing planning, communications, and training services
- Conducted the research and provided strategic consulting for leading brands, including MetLife, Wells Fargo Bank, Union Bank; Gallo Wineries, ABSOLUT, Miller/Coors; Hyatt, Starwood and Kimpton Hotels, LA Inc., Travelocity; plus the Chicago History Museum, the US Census Bureau, US Department of Housing & Urban Development *and many more...*

CMI's 5th Annual LGBT Community Survey is one of the most comprehensive studies available focusing on LGBT consumers.

Who Did We Talk To?



- Over 30,000 total respondents across more than 100 countries
- This report focuses on U.S. data for more than 10,000 self-identified gay men and 3,400 lesbian women
- Respondents were recruited from CMI's proprietary research panel and 150 LGBT media outlets and partner organizations
- Survey results on non-U.S. data and for bisexual and transgender respondents are available upon request



How Did We Talk To Them?



- 15 minute online survey conducted in May -June 2011
- Our survey was made available through an email invitation to survey panelists, as well as on the websites, email lists and social media of our 150+ partners
- Importantly, our sample reflects the readership/membership of this broad range of LGBT focused media outlets , organizations and events. This means that the results summarized here are highly representative of consumers who are interacting with the LGBT community.

In partnership with Rivendell Media, CMI's 2011 LGBT Community Survey respondents were referred from 150 LGBT media partners, events and organizations.



- 103.9 PROUD FM
- 365gay.com
- Adelante Magazine
- Advocate.com
- Affirmations
- afterellen.com
- afterelton.com
- Arizona Pride Guide
- Art & Understanding Magazine
- Autostraddle
- Avalon Media
- Baltimore OUTloud / Pride Media
- Bay Area Reporter
- BARTab SF
- Bay Windows
- Best Gay Cities
- Between the Lines
- Bey-Clarke Media Group
- Bisexual Resource Center
- Black & Blue Festival, Montreal
- Bleu Magazine
- Camp Magazine
- Canadian Gay and Lesbian Chamber of Commerce
- CenterLink: The Community of LGBT Centers
- Community Marketing, Inc.
- Compete Magazine
- Curve Magazine
- Dallas Voice
- Damron Gay Travel Guides
- Delta Foundation of Pittsburgh
- Divers/Cite Montreal
- DNA Magazine Australia
- dot429
- Echelon Magazine
- Echo Magazine / ACE Publishing
- EDGE Media Network
- Erie Gay News
- Examiner.com
- fab
- fabmagazine.com
- Frameline
- Frontiers Magazine
- Fun Magazine
- GA Voice, The
- GAIRE
- Gay Ad Network
- Gay Belfast
- Gay Chicago Magazine
- Gay City News
- Gay Life/ Gay and Lesbian Community Center of Baltimore
- Gay San Diego
- GAY to Z Directory
- gay.com
- GayCities
- Queerty
- gaydar
- Gaypedia
- Gayvan.com Travel Marketing
- GayWhistler
- Gayyellow.com
- GenreLatino
- Gloss Magazine
- Grindr
- guidemag.com
- Here Media
- HIVplus.com
- Hotspots Magazine
- Instinct Magazine
- ION Arizona Magazine
- Just Out Newspaper
- LA PRIDE / Christopher Street West
- Las Vegas Pride (SNAPI)
- Lesbian News
- LGBT Community Center (NYC)
- LOGOonline
- Logotv.com
- Mark's List
- Media Out Loud
- Metro Weekly
- Metropolitan Charities
- Metrosource Magazine
- Montrose Counseling Center
- Montrose Star
- My Scene City
- Mykonos Gay Guide
- New Mexico GLBTQ Centers
- New Mexico Pride Guide
- NEXT Magazine
- noiZe Magazine / Circuit Noize
- North Texas GLBT Chamber
- OMG! Magazine
- One More Lesbian
- OneGoodLove
- Our Scene TV
- Our Lives Magazine
- Out & About Newspaper
- Out Front Colorado
- Out in America Cities Network
- Out In Jersey Inc.
- Out on the Coast magazine
- Out.com
- Outlook Media Inc
- Outlooks Magazine
- OutServe
- OutSmart Magazine
- OutTraveler.com
- Outword Magazine
- Philadelphia Gay News
- Pink Banana Media
- Pink News UK
- Pittsburgh's Out
- Pride Life
- Pride London
- Pride March Victoria
- Purple Dragon
- Pride Source Media Group
- Q Center
- Q Guide
- Q Magazine
- Q-Notes
- QSanAntonio.com
- QUEERtimes.net
- QVegas Magazine
- QX Publishing
- Rage Monthly, The
- Rainbow High Vacations
- Rainbow Times
- Rivendell Media
- San Diego LGBT Weekly
- Social House Media Group
- South Florida Gay News.com
- Spartacus International Gay Guide
- spartacusworld.com
- squirt.org
- Staten Island LGBT Community Center
- Stonewall Columbus/ Columbus Pride
- Sweet
- TAG Approved Accommodations
- Telluride Gay Ski Week
- thegayplaces.com
- Three Dollar Bill Cinema
- Tom on Tour
- Towleroad / ModUrbanMedia
- TripOutGayTravel.com
- Washington Blade
- Watermark Media, Inc.
- Windy City Times
- Wisconsin Gazette
- Xtra! Ottawa
- Xtra! Toronto
- Xtra! Vancouver
- Xtra.ca

CMI's 5th Annual LGBT Community Survey: Key Findings 2011

- **Social is the future.** Gay consumers – especially younger gay men – are leading the charge toward the intersection of social networking and brand interaction with mobile apps like Grindr. Emerging advertising platforms such as mobile apps and QR tags are gaining noticeable traction and will only become more important.
- **Buying power.** LGBT consumers represent a powerful buying community that marketers cannot afford to ignore – a significant number across all age groups made major purchases last year and even more are planning to buy big ticket items in the next 12 months.
- **Media Matters.** While LGBT focused websites are clearly approaching ‘mainstream’ levels among gay consumers, traditional media channels are still king. Other LGBT media tend to be much more ‘niche’, with the exception of regional gay print publications which impact a sizeable gay male audience.



1

How are LGBT consumers interacting with technology?

Smartphones, Social Media and Influencers on Purchase Habits

LGBT Market Research +
Development Lab™

Smartphone Ownership

- Nearly 7 in 10 gay men own a smartphone – slightly higher than gay women
- iPhone ownership is a bit higher among gay men



68%



60%



iPhone



Android



Blackberry

33%

20%

9%

20%

23%

11%

Base: Gay Men n=10,019; Lesbians n=3,427

Smartphone Ownership

- Gay men under 45 are clearly the most likely to be smartphone users
- And iPhone ownership is highest among this group as well



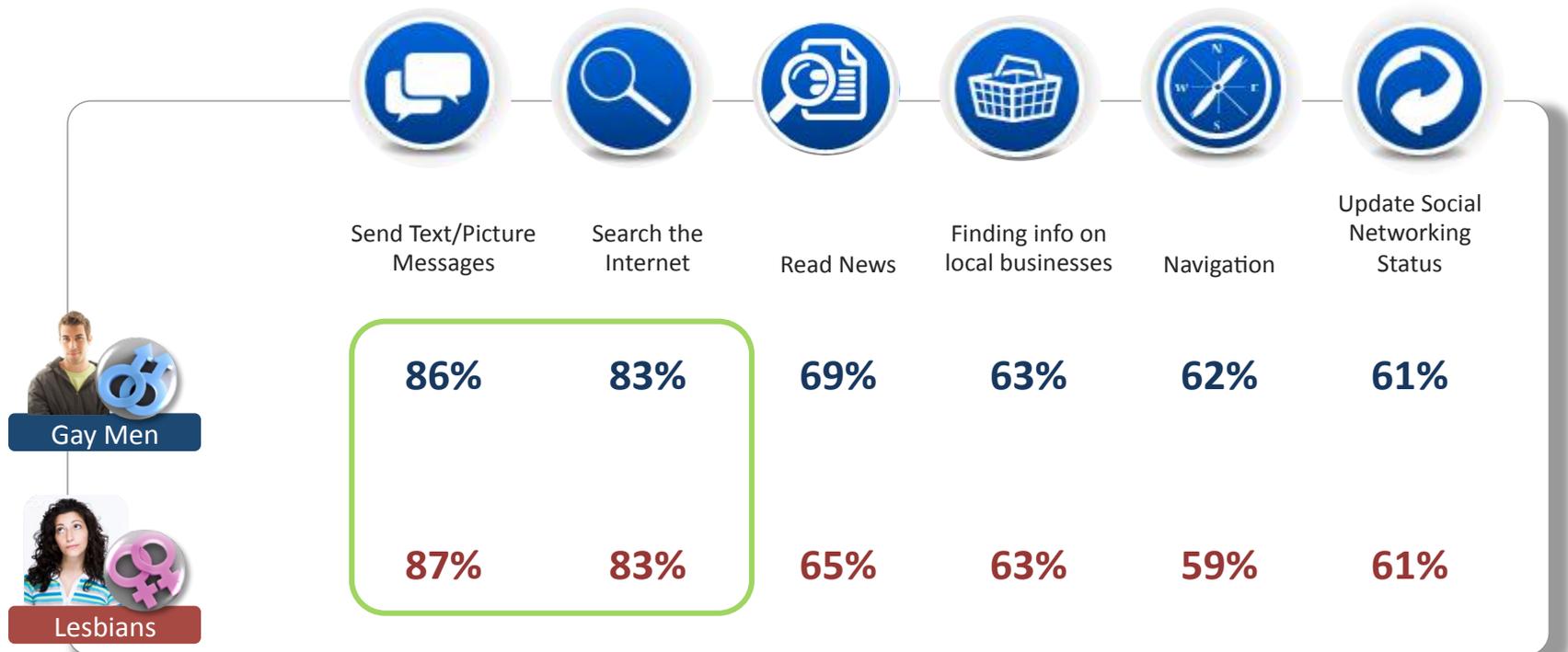
	Gay Men 18-29	Gay Men 30-44	Gay Men 45-59	Lesbians 18-29	Lesbians 30-44	Lesbians 45-59
Have smart phone	80%	82%	64%	58%	70%	58%
iPhone	41%	42%	29%	17%	23%	20%
Android	25%	25%	18%	25%	27%	22%
Blackberry	9%	10%	10%	12%	13%	11%
Other	5%	6%	7%	5%	7%	5%

Base: Gay Men 18-29 n=1,562, 30-44 n=2,993, 45-59 n=3,779; Lesbians 18-29 n=588, 30-44 n=1,113, 45-59 n=1,185

Smartphone Usage

- Texting and search are the top activities on smart phones
- And these are consistent across both gay men and women

In the past week, have you used a personal smart phone for any of the following activities?



Base: Gay Men n=10,019; Lesbians n=3,427

Smartphone Usage

- Outside of texting and search, older gay men and women 45+ are much less likely to use their smartphones for other activities, especially mobile banking and gaming

In the past week, have you used a personal smart phone for any of the following activities?

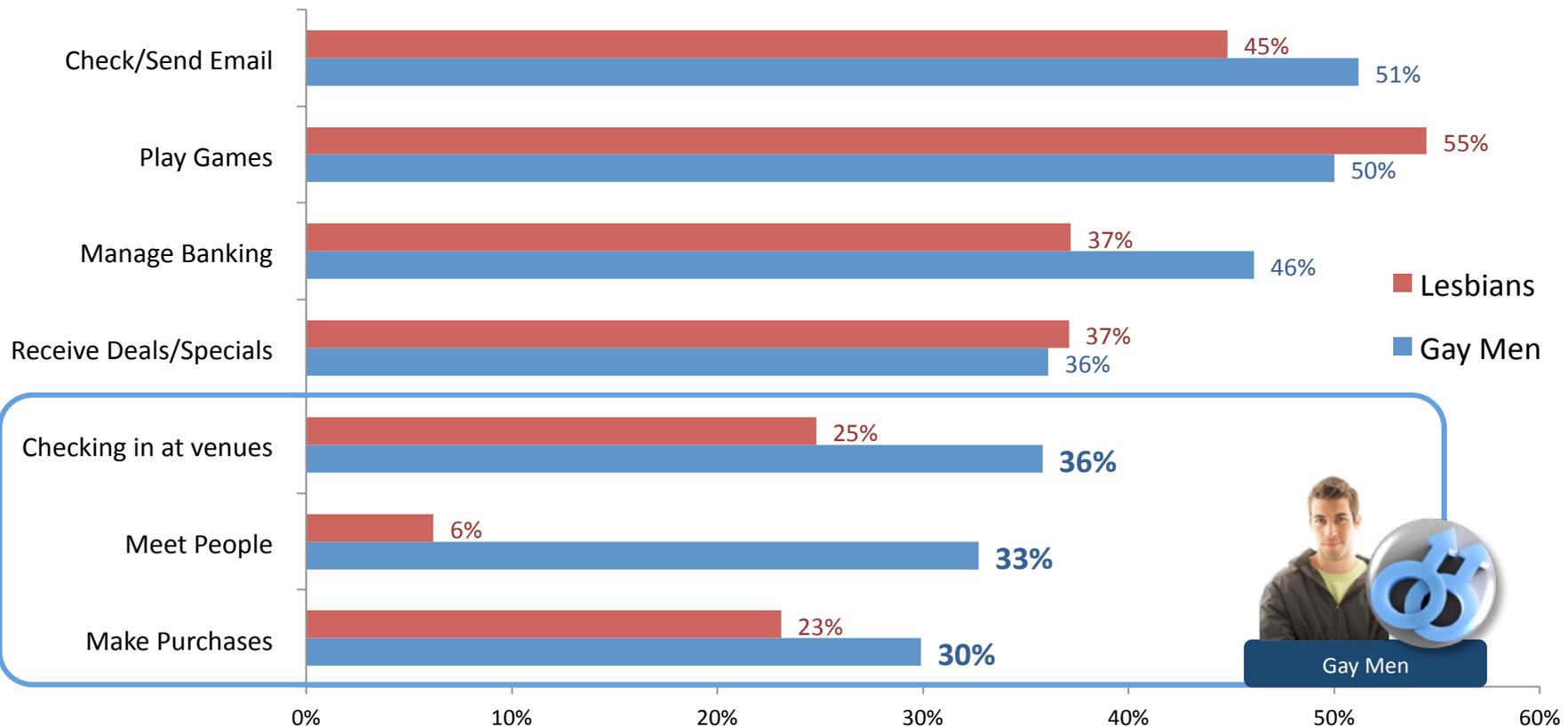
	Gay Men 18-29	Gay Men 30-44	Gay Men 45-59	Lesbians 18-29	Lesbians 30-44	Lesbians 45-59
Send Text/Picture Messages	95%	93%	83%	97%	92%	86%
Search the Internet	91%	90%	79%	91%	86%	80%
Update Social Network Status	86%	73%	47%	84%	72%	49%
Navigation	76%	71%	54%	71%	66%	51%
Read News	74%	77%	64%	69%	70%	63%
Finding info on local businesses	71%	71%	58%	67%	68%	59%
Play Games	70%	61%	38%	68%	60%	47%
Manage Banking	63%	56%	36%	54%	40%	31%
Check/Send Email	57%	64%	48%	41%	54%	44%
Meet People	50%	40%	24%	12%	7%	3%
Checking in at venues	49%	45%	28%	32%	32%	17%
Receive Deals/Specials	47%	43%	30%	42%	42%	34%
Make Purchases	40%	37%	23%	25%	28%	19%

Base: Gay Men 18-29 n=1,562, 30-44 n=2,993, 45-59 n=3,779; Lesbians 18-29 n=588, 30-44 n=1,113, 45-59 n=1,185

Smartphone Usage

- Gay men are clearly more likely to be using their smartphones to meet people, use 'check-in' apps like Four Square™ and make purchases

In the past week, have you used a personal smart phone for any of the following activities?



Base: Gay Men n=10,019; Lesbians n=3,427

Technology & Social Interaction

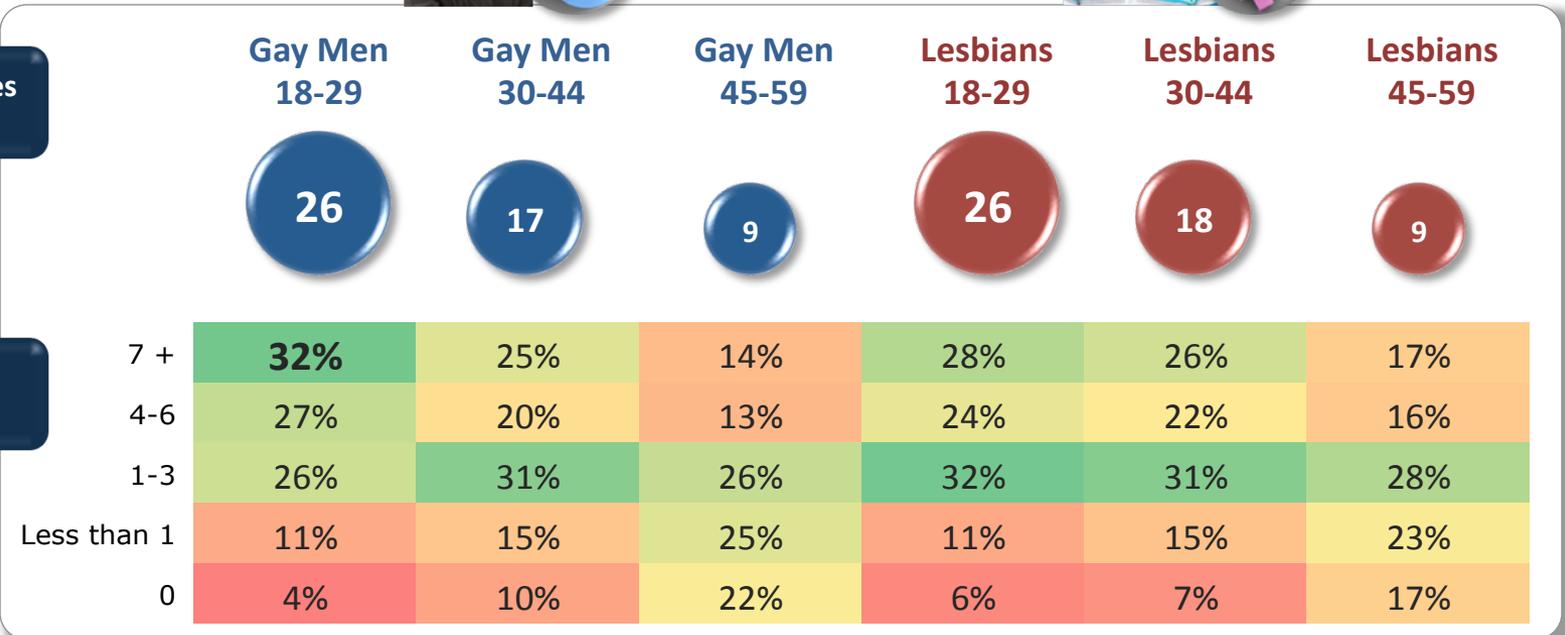
- Younger gay men and women are much heavier users of technology for socializing with their networks
- They send nearly twice as many texts per day as age 30+ and about a third spend at least an hour per day on Facebook



Average Text Messages Sent Per Day



Average Hours on Facebook Per Week



Base: Gay Men 18-29 n=1,562, 30-44 n=2,993, 45-59 n=3,779; Lesbians 18-29 n=588, 30-44 n=1,113, 45-59 n=1,185

The LGBT World is on Facebook

- Everyone uses Facebook primarily to facilitate connections, but younger gay men and women are more likely to also see it as a source of 'entertainment'

What do you use Facebook for?



	Gay Men 18-29	Gay Men 30-44	Gay Men 45-59	Lesbians 18-29	Lesbians 30-44	Lesbians 45-59
Re-connecting with old friends	89%	89%	85%	92%	93%	88%
Entertainment	62%	54%	36%	57%	52%	36%
Meeting new friends	57%	50%	38%	44%	42%	34%
Other	27%	26%	30%	26%	25%	31%
Online gaming	15%	17%	10%	18%	18%	16%
Dating	14%	8%	4%	5%	3%	1%

Base: Gay Men 18-29 n=1,562, 30-44 n=2,993, 45-59 n=3,779; Lesbians 18-29 n=588, 30-44 n=1,113, 45-59 n=1,185

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The LGBT World is on Facebook

- Everyone uses Facebook primarily to facilitate connections, but younger gay men and women are more likely to also see it as a source of ‘entertainment’
- And younger gay men are the most likely to use Facebook for online dating

What do you use Facebook for?



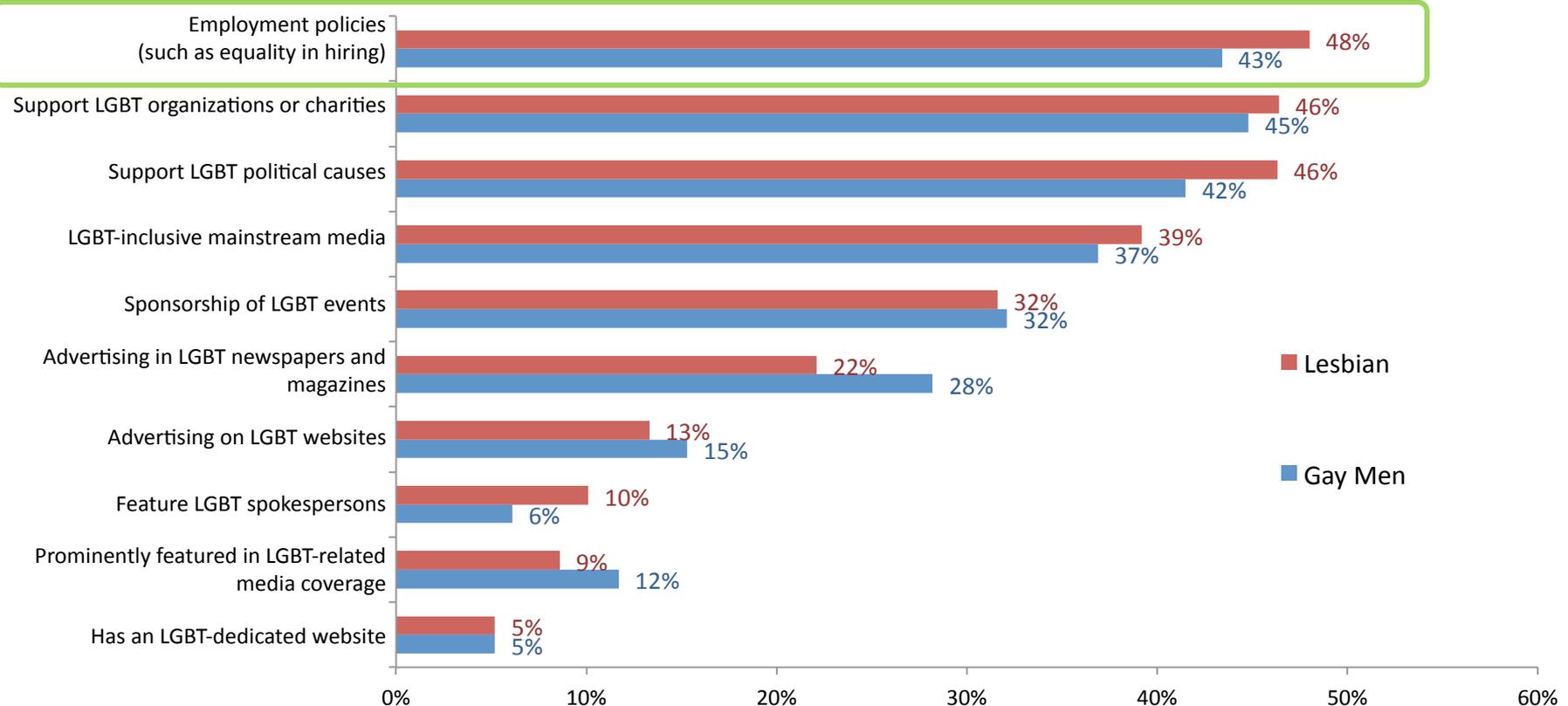
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LGBT Outreach

- Equality in the workplace and support of LGBT charities and political causes have the most impact on gay consumers' buying decisions

Which approaches have the biggest impact on influencing your purchasing decisions?

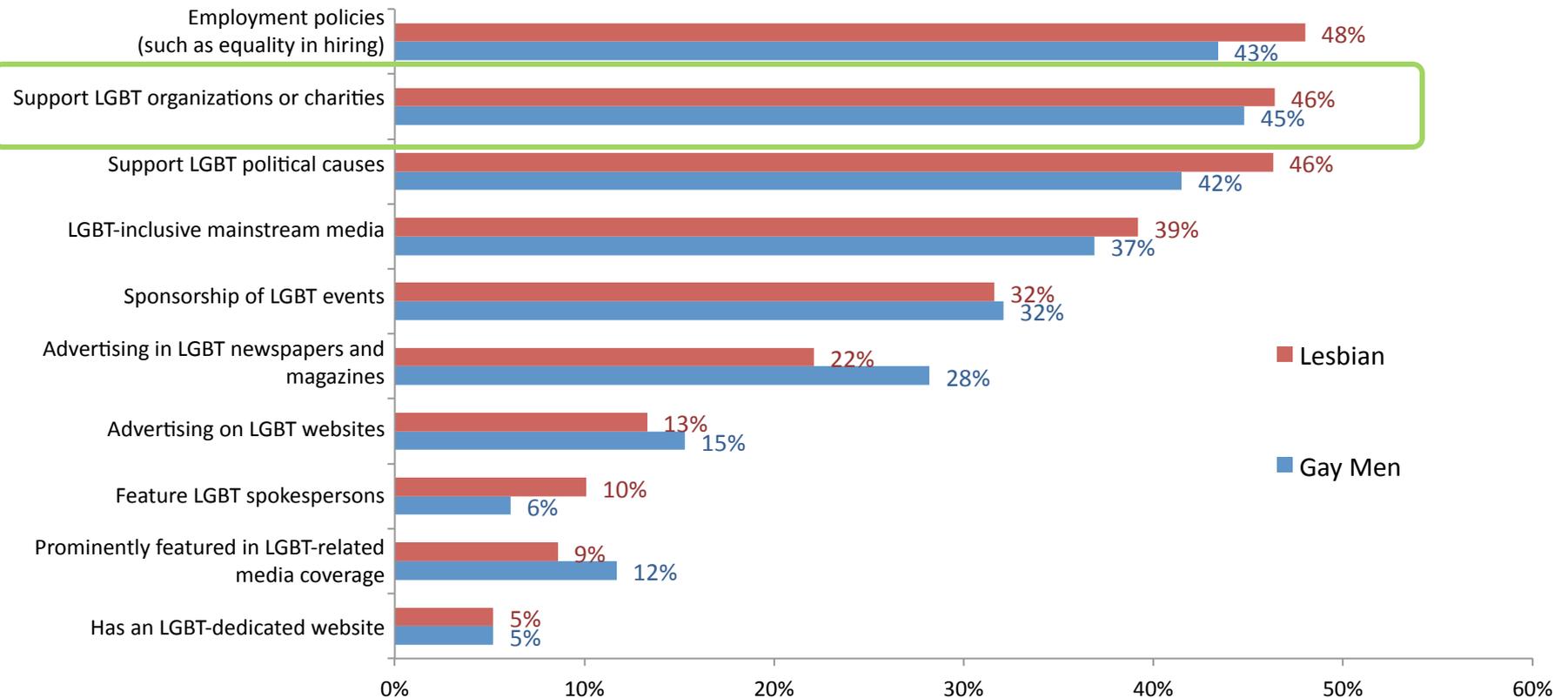


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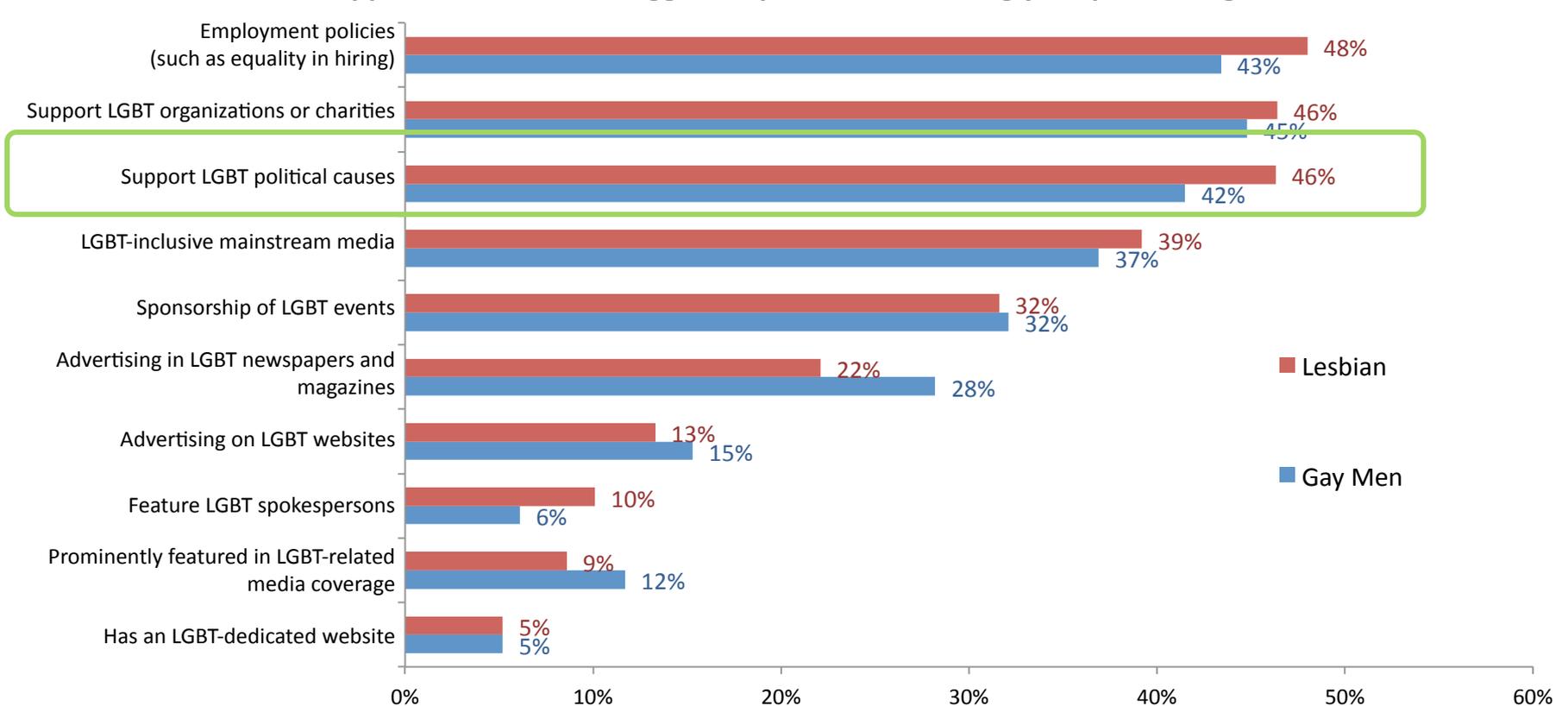


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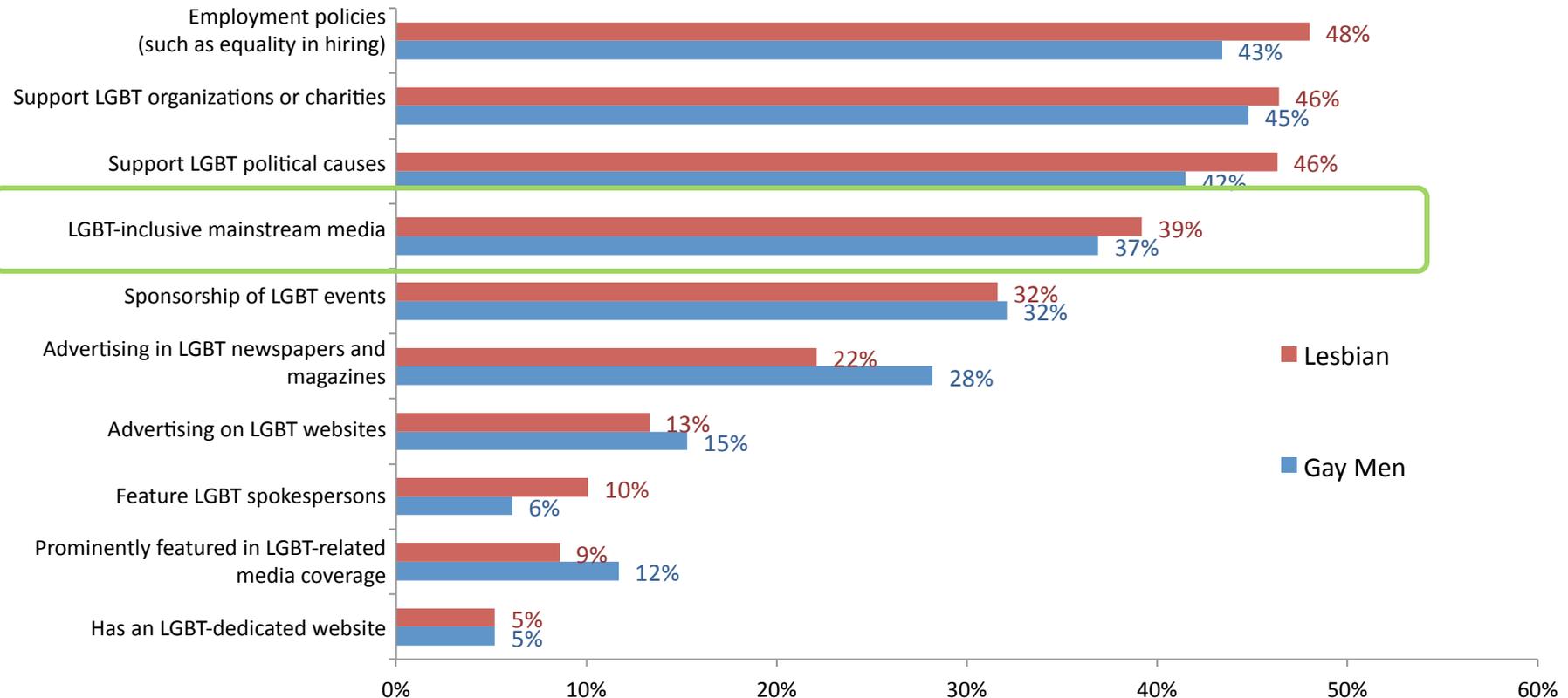


Base: Gay Men n=10,019; Lesbians n=3,427

LGBT Outreach

- Mainstream ads that are LGBT-inclusive are earning the attention of LGBT consumers. (A few examples follow.)

Which approaches have the biggest impact on influencing your purchasing decisions?



Base: Gay Men n=10,019; Lesbians n=3,427

LGBT Outreach: LGBT-inclusive mainstream media

*Orbitz
On General
Market TV*



LGBT Outreach: LGBT-inclusive mainstream Media

*Kaiser Permanente
In Time Magazine*



STICK AROUND.
THINGS GET INTERESTING.

Regular mammograms are just the ticket. We have one of the highest breast screening rates in the nation. That's how we know they really do help you live long and thrive. So you want to know how the story of your family unfolds? Book your mammogram today and stick around — things are going to get a whole lot more interesting. Learn more at kp.org/thrive

KAISER PERMANENTE thrive

LGBT Outreach: LGBT-inclusive mainstream Media

J Crew Catalog

SATURDAY
with jenna

See how she and son Beckett go off duty in style.





quality time

"Lucky for me, I ended up with a boy whose favorite color is pink. Toenail painting is way more fun in neon."

© Jcrew.com



HAPPY TOGETHER
OUR DESIGNER SOMSACK AND HIS BOYFRIEND, MICAH.

Diversity within LGBT: Differences by ethnic segments

A few highlights

- Gay Asian men tend to be the most ‘tech-forward’ audience – they are much more likely to be smartphone users (84% vs. 68% average) and over 1 in 4 have already purchased a tablet computer
 - They are also the most likely to use their smartphones for activities such as navigation (74%) and playing games (66%)
- While the purchase habits of all LGBT consumers are clearly affected by a company’s gay friendliness, Latinos/Latinas tend to be particularly influenced by equality in hiring while Asians focus more on political and charitable causes
- When it comes to media usage, readership of regional/local LGBT print publications tends to be slightly higher among African Americans, while Asian gay men and women are somewhat more likely to read LGBT blogs
- Please see additional insight and commentary in the Appendix.



2



What they are buying?

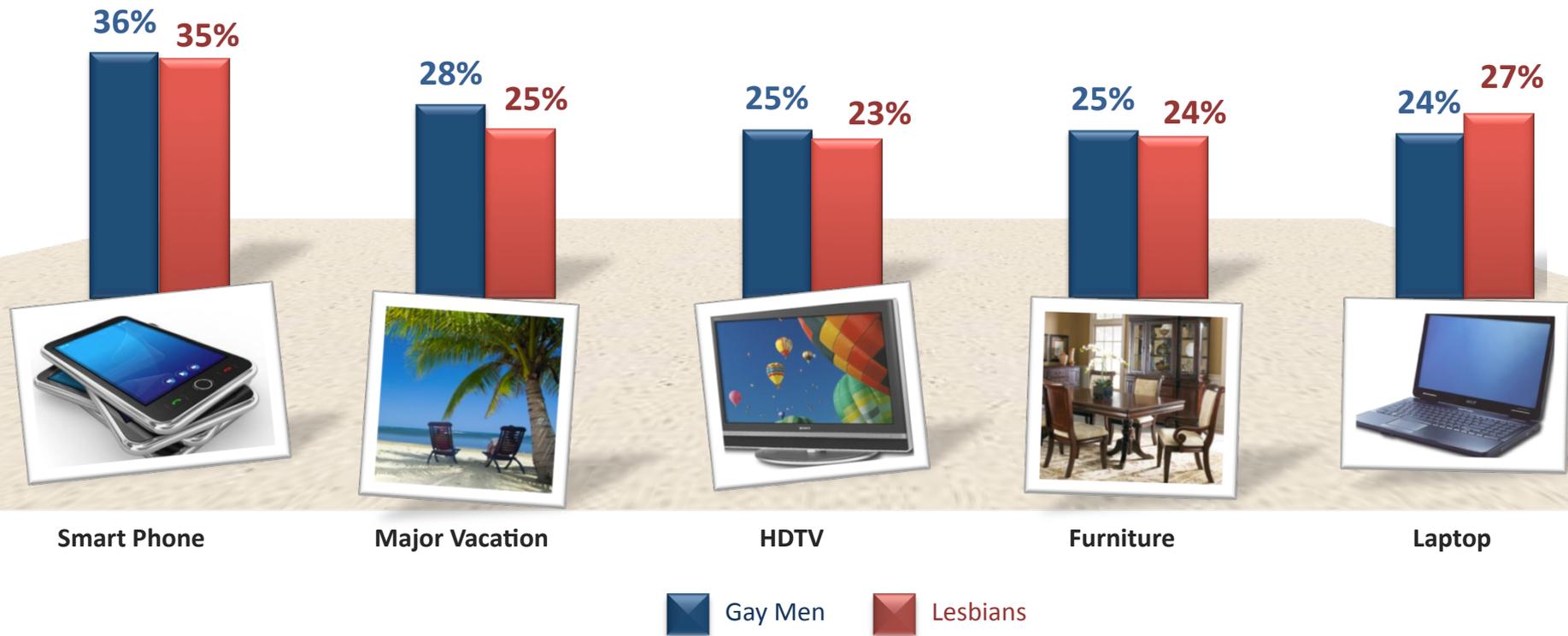
Past Year & Planned Future Purchases

LGBT Market Research +
Development Lab™

Past Year Purchases

- Over a third of gay men and women have purchased smartphones in the past year
- And about 1 in 4 have gone on a major trip or bought an HDTV, home furniture or laptop

Top 5 Purchases, Past Year



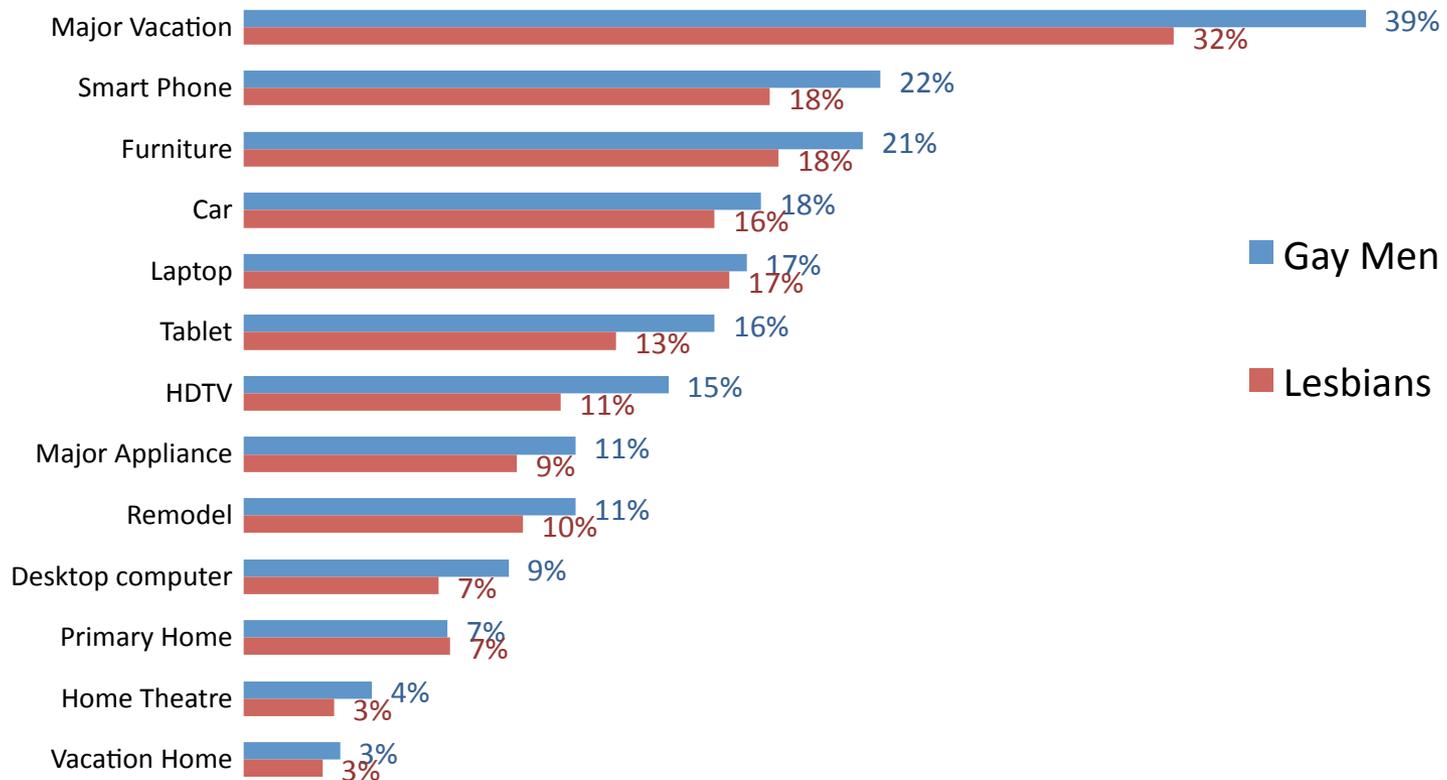
Base: Gay Men n=10,019; Lesbians n=3,427

Planned Purchases

- Travel is a big ticket purchase being planned by many gay men and women in the coming year
- Other popular major purchases being planned include cars and tablet computers
- See Appendix for General Population comparisons.



Which of the following do you plan to purchase in the next 12 months?



Base: Gay Men n=10,019; Lesbians n=3,427



3

How do you reach them most effectively?

Media Usage & Interaction With Advertising

LGBT Market Research +
Development Lab™

Media Consumption

- Interestingly, LGBT focused websites are nearly as popular as mainstream sites across all groups

In the past week, have you read, viewed, or listened to...?

	Gay Men 18-29	Gay Men 30-44	Gay Men 45-59	Lesbian 18-29	Lesbian 30-44	Lesbian 45-59
Mainstream Internet sites	69%	69%	63%	61%	61%	58%
LGBT Internet sites	61%	57%	58%	63%	50%	43%
Network/cable television	60%	68%	67%	56%	59%	65%
Mainstream general newspapers	51%	55%	64%	41%	52%	60%
Streaming video (TV, movies) on computer	50%	38%	27%	43%	30%	20%
LGBT blogs	43%	33%	26%	40%	26%	17%
Mainstream magazines	38%	43%	40%	29%	35%	34%
Mainstream radio	36%	39%	38%	36%	43%	41%
LGBT magazine	36%	43%	43%	33%	36%	33%
LGBT publications for my city/region	33%	43%	48%	33%	39%	42%
LGBT mobile apps	31%	26%	14%	6%	3%	2%
Mainstream blogs	29%	23%	16%	23%	17%	11%
Mainstream alternative newspapers	22%	26%	30%	22%	29%	29%
Satellite radio	13%	19%	18%	10%	13%	14%
LGBT radio	10%	13%	11%	6%	8%	8%

Base: Gay Men 18-29 n=1,562, 30-44 n=2,993, 45-59 n=3,779; Lesbians 18-29 n=588, 30-44 n=1,113, 45-59 n=1,185

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Media Consumption

- Interestingly, LGBT-focused websites are nearly as popular as mainstream sites across all groups
- Don't neglect the "traditional" print LGBT media, a resource we still very much depend on. And LGBTs have special appreciation for advertisers who support these media with ads.

In the past week, have you read, viewed, or listened to...?

	Gay Men 18-29	Gay Men 30-44	Gay Men 45-59	Lesbian 18-29	Lesbian 30-44	Lesbian 45-59
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Base: Gay Men 18-29 n=1,562, 30-44 n=2,993, 45-59 n=3,779; Lesbians 18-29 n=588, 30-44 n=1,113, 45-59 n=1,185

Learning About News & Events

- When it coming to finding out about the things that matter, the ubiquity of Facebook is apparent – especially in the lives of gay and lesbian consumers under 30
- Facebook tops mainstream media among gay men and women 18-29 as a source of news and events; and, Twitter is particularly strong among these groups as well

How do you typically find out about news stories or events that are relevant to you?



	Gay Men 18-29	Gay Men 30-44	Gay Men 45-59	Lesbians 18-29	Lesbians 30-44	Lesbians 45-59
Friends on Facebook	70%	59%	38%	72%	66%	49%
Mainstream press /websites	62%	65%	68%	54%	60%	64%
LGBT press/websites	48%	47%	47%	56%	47%	44%
Search Engine	35%	33%	30%	34%	31%	32%
Twitter or text from friends	33%	19%	8%	29%	18%	10%
Email newsletters	24%	26%	32%	30%	32%	38%
Google News	24%	21%	17%	22%	18%	17%
Yahoo! News	20%	27%	25%	27%	27%	26%

Base: Gay Men 18-29 n=1,562, 30-44 n=2,993, 45-59 n=3,779; Lesbians 18-29 n=588, 30-44 n=1,113, 45-59 n=1,185

Interaction with Advertising

- Facebook advertising is rivaling traditional website banner ads among all LGBT consumer groups
- And, among younger gay men, emerging ad platforms such as 'QR codes/tags' and mobile apps are gaining traction

In the past week, have you... ?



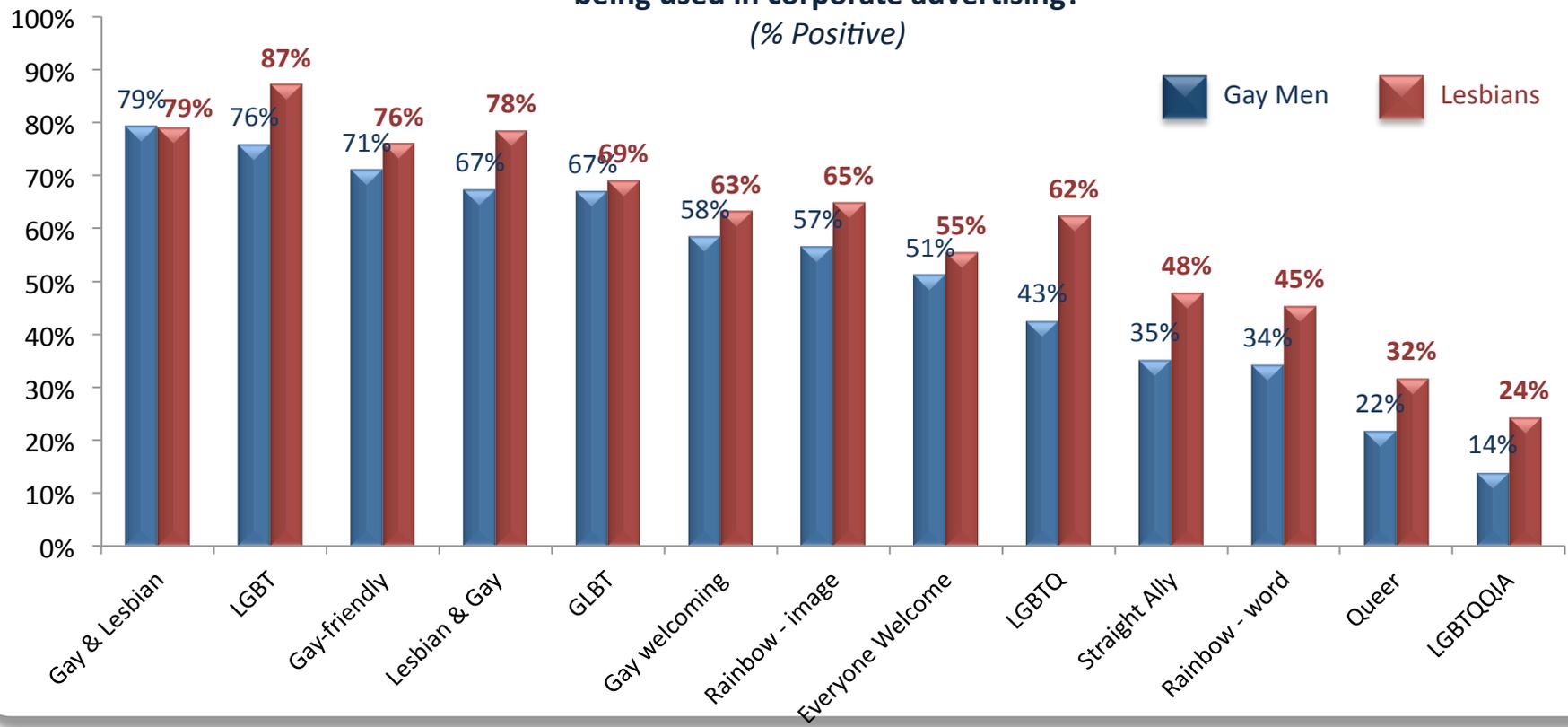
	Gay Men 18-29	Gay Men 30-44	Gay Men 45-59	Lesbians 18-29	Lesbians 30-44	Lesbians 45-59
 Clicked on a website banner ad	35%	32%	35%	33%	22%	24%
 Clicked on a Facebook ad	31%	32%	31%	30%	30%	30%
 Scanned a "tag" with smartphone	21%	20%	10%	10%	11%	7%
 Clicked on a mobile app ad	19%	16%	11%	8%	9%	7%
 Forwarded an ad to a friend	12%	14%	13%	11%	12%	11%

Base: Gay Men 18-29 n=1,562, 30-44 n=2,993, 45-59 n=3,779; Lesbians 18-29 n=588, 30-44 n=1,113, 45-59 n=1,185

Response to LGBT Terms in Corporate Marketing

- 'Gay & Lesbian' and 'LGBT' are the most preferred terms used in corporate marketing
- Lesbians have more positive opinions of several other terms including 'LGBTQ' and 'Straight Ally'

What is your opinion of each of the following terms being used in corporate advertising?
(% Positive)



Base: Gay Men n=10,019; Lesbians n=3,427

Find out more...

CMI has over 18 years of experience in the LGBT market research and communications specialty.

Contact us to learn more about research, analysis and reporting on the variety of other topics explored in our Community Survey, including:

- Occupation
- Media Consumption
- Living Environment
- Terminology
- Social Circle
- Brand 'LGBT friendliness'
- Travel Behavior
- Motivations
- Networking Habits
- Sports and Recreation
- Custom Surveys, Focus Groups, Advisory Boards and other research methodologies

Community Marketing has helped business leaders understand and successfully connect with the lesbian, gay, bisexual and transgender (LGBT) communities since 1992.

Welcome!



Community Marketing, Inc.

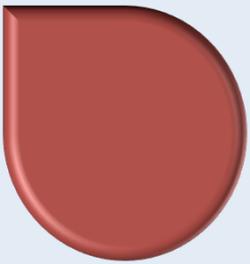
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info@CommunityMarketingInc.com

Visit www.communitymarketinginc.com

Community Marketing, Inc. is an NGLCC Certified LGBT Owned Business Enterprise.



Appendix

Additional Information for Your Reference



LGBT Market Research +
Development Lab™

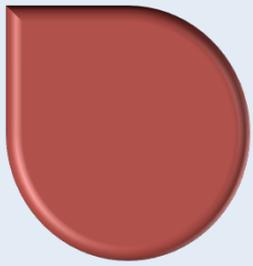
CMI's 5th Annual LGBT Community Survey

U.S. Overview Report

5th Annual Edition

LGBT Consumer Buying Power & Influence

**Comparisons to
U.S. General Population**



Gay men and lesbians are more likely to own smartphones compared to the U.S. average



LGBT



National Average

Male

68%

49%

Female

60%

43%

Base: Gay Men n=10,019; Lesbians n=3,427; U.S. Gen Pop Males n=150; Females n=150

And LGBT consumers are leading-edge mobile Internet users, staying highly engaged with businesses on the go

- Gay men and lesbians are twice as likely as the general population to make purchases from their smartphones, and also much more likely to research local businesses and receive deals

In the past week, have you used a personal smart phone for any of the following activities?

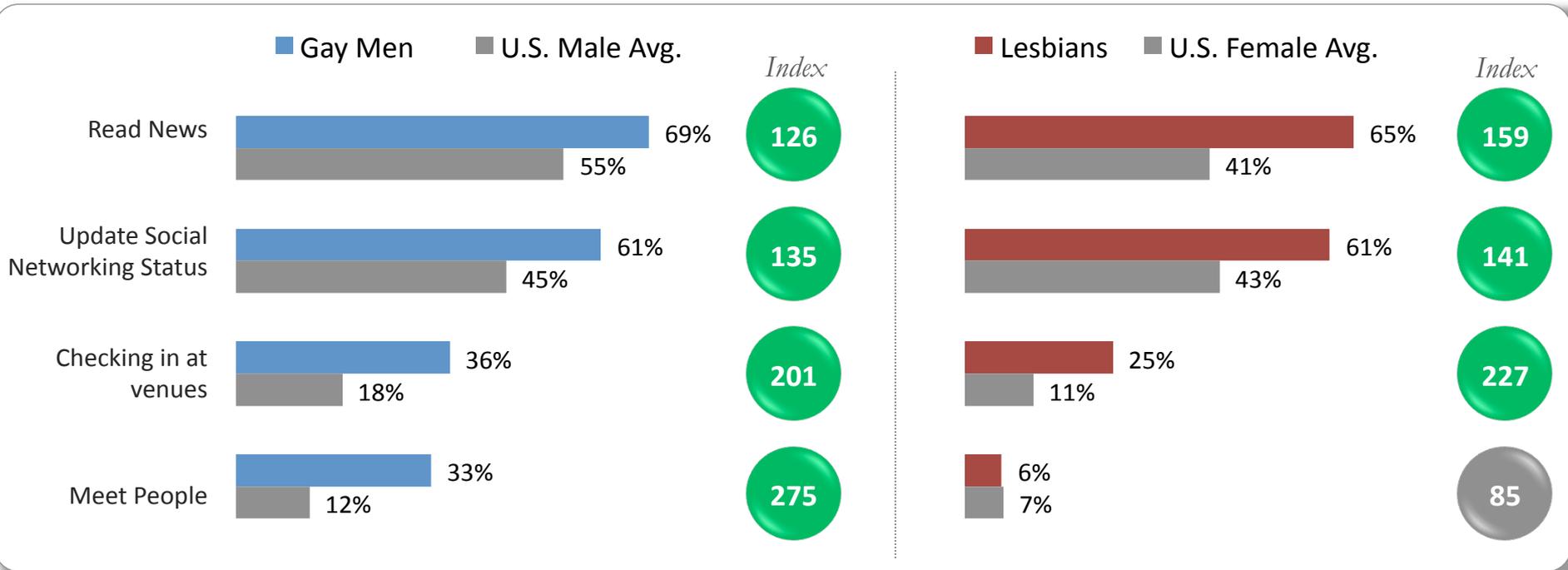


Base: LGBT Total n=13266 U.S. Gen Pop n=300

Gay men and lesbians are also much more ‘plugged in’ while on the go

- LGBT consumers are using their smartphones to stay connected more than general population consumers, and this makes them a highly desirable target for mobile advertising

In the past week, have you used a personal smart phone for any of the following activities?

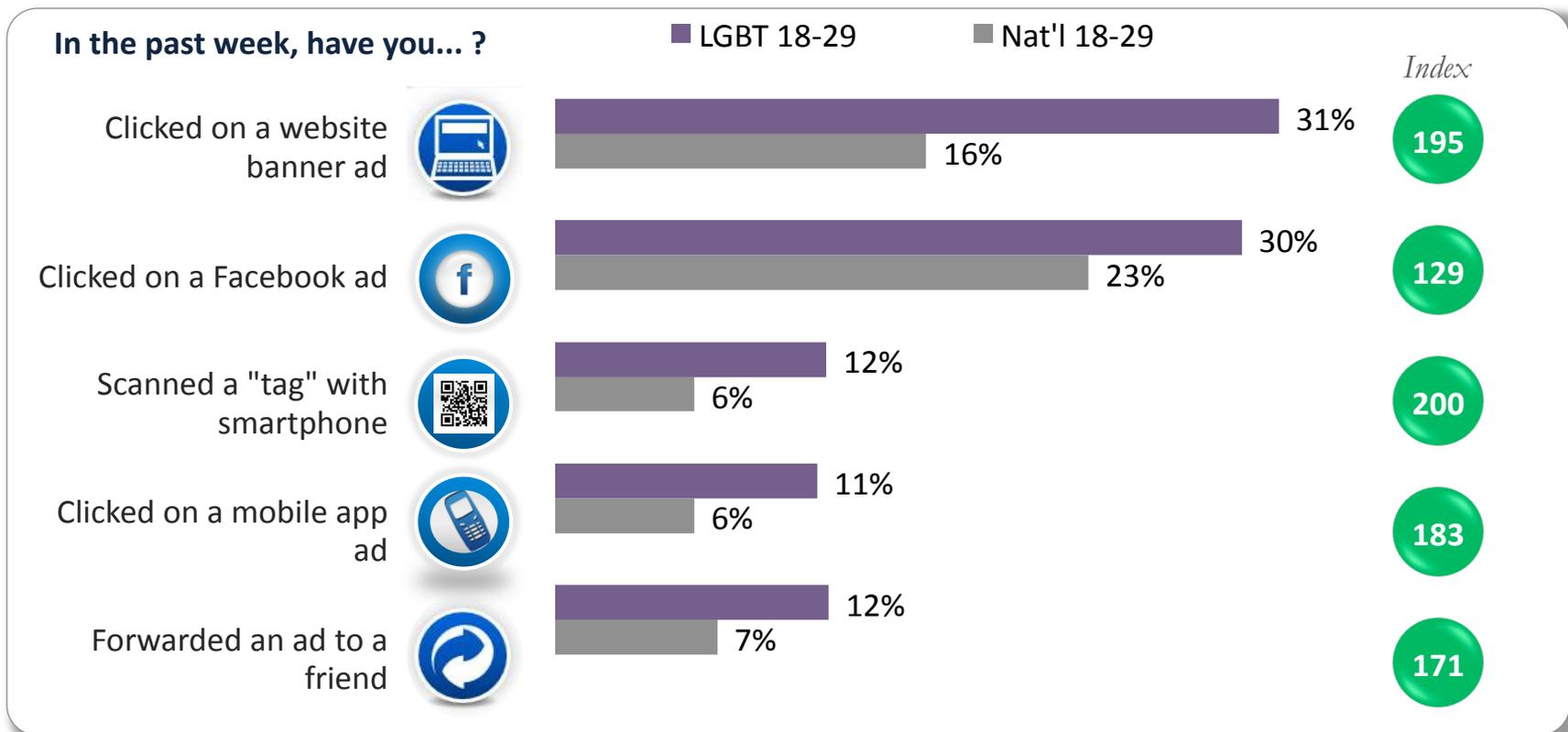


Note: Green buttons indicate index over 120 vs. national average

Base: Gay Men n=10,019; Lesbians n=3,427; U.S. Gen Pop Males n=150; Females n=150

Compared to the general population, younger LGBT consumers are much more engaged with digital advertising including emerging platforms such as 'QR codes/tags' and mobile apps

Among Millennials – Age 18-29



Note: Green buttons indicate index over 120 vs. national average

Base: LGBT 18-29 n=2150. Gen Pop 18-29 n=75

These “LGBT Millennials” also spend more time using technology to socialize with their networks than their straight counterparts

Among Millennials – Age 18-29



Send 20+ Texts A Day



On Facebook 7+ hrs. Per Week



LGBT

53%



LGBT

31%



National Avg.

42%



National Avg.

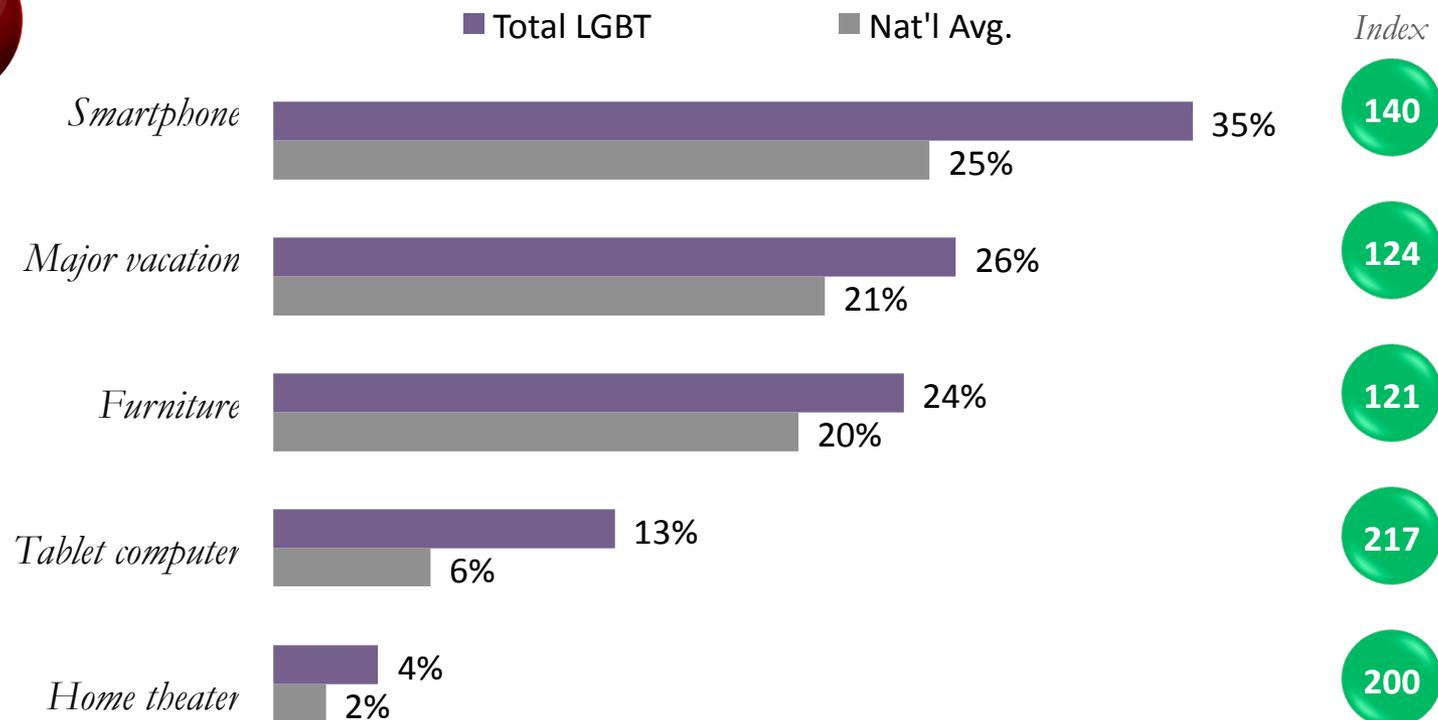
19%

Base: LGBT 18-29 n=2150. Gen Pop 18-29 n=75

This all matters because of LGBT consumers' sizeable buying power

- Compared to the general population, gay men and lesbians were far more likely to make purchases across a variety of categories in the past year, especially in technology

Which of the following have you purchased in the past 12 months?



Note: Green buttons indicate index over 120 vs. national average

Base: LGBT Total n=13266 U.S. Gen Pop n=300

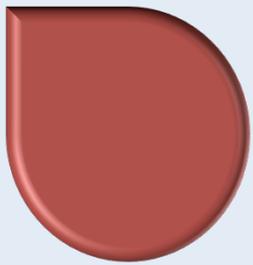
CMI's 5th Annual LGBT Community Survey

U.S. Overview Report

5th Annual Edition

LGBT Consumer Buying Power & Influence

**LGBT Community Leaders Insight:
Market Segments *within* LGBT**



The Lesbian Market
By Merryn Johns
August 15, 2011

The findings of the report were very interesting, both in terms of confirming what we know about the lesbian demographic and illuminating the changing aspects of this demographic. For example, it came as no surprise that a significant amount of respondents have a graduate or professional degree, or that a majority of respondents live with a partner or spouse—lesbians are relationship builders and couples create stable and powerful households; it is this lesbian family unit which tends to inform their consumer choices. With the recent New York State marriage legislation, and surely other states to follow, this figure and trend is likely to grow and strengthen.

What did seem to be new data was the results which indicated that the majority and concentration of lesbians occurred in urban and suburban areas, rather than in rural areas. While there has been a negative stereotype of lesbians as social "fringe dwellers" and seekers of separatist or alternative lifestyles, this is only marginally true. Increasingly it seems that lesbians are involved in mainstream lifestyles and pursuits, and not very dissimilar to the majority demographic of which they are part: women. What is interesting is that while lesbians exist as part of mainstream society, they still tend to be attuned to political matters, and their consumer choices are almost always politically informed. This fact makes them a highly selective and loyal consumer group.

A significant amount of survey respondents are attuned to companies' employment policies, donations to charities, involvement with political causes, and advertising in LGBT media—with a clear majority boycotting a brand or company displaying anti-gay policies.

While lesbians characteristically exhibit a high spend on items such as automobiles, major vacations and technology, the choices surrounding even "disposable income" purchases are likely to reflect political and ideological matters.

Perhaps most crucially in terms of today's trends, lesbians choose social media as the dominant news source and outlet for social networking, entertainment, and activism. This is to say that their understanding and support of community, their airing of opinions and sentiment, and their critique or recommendation of trends are disseminated rapidly through social media, as lesbians tend to be early and frequent adopters of mobile technology and its tools.

Nevertheless, a significant quantity of survey respondents respect and consult traditional media so that they may make informed choices: LGBT magazines and websites are where lesbians most often interact with advertisers and advertorial.

The survey findings indicate that the lesbian community, from a marketing perspective, is a very stable, lucrative, loyal, and informed market segment.

Merryn Johns, Editor-in-chief
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The Transgender Market
By Aidan Key
August 15, 2011

“This is the future of the gay and lesbian movement. This has heat!” said George Bakan, the editor-in-chief of the Seattle Gay News. He was referring to a six-week forum, my first fledgling effort at organizing community events. I was more than a little surprised. After all, in the late 90’s, we were only seeing tepid efforts at including the T (transgender people) within gay and lesbian community. Why would the editor of one of the oldest gay publications in the U.S. say this?

The foundation of gay and lesbian communities is one based on sexuality and understandably so. Gay and lesbian are terms identifying a certain kind of sexual orientation. While we recognize that there are different *types* of lesbians – lipstick, androgynous, butch, femme, professional, softball – and *types* of gay men – bears, jocks, twinkies, circuit, drag queens – we have not spent a lot of time looking at these differences within the context of gender. Simply put, these varying types of gays and lesbians are actually exhibiting different manifestations of **gender expression**. Previously, there was no need to look outside of the sexuality framework as long as we collectively agreed that lesbians and gays were either all women OR all men.

Then along came those pesky transgender people and the introduction of the concept of **gender identity**. A person’s gender identity is that individual’s personal sense of being either male, female, both, or neither and does not necessarily align with their biological sex. A transgender person must first find/claim/name their gender identity to then define their sexual orientation. While a transgender person may have an extensive journey to adequately align their outward gender presentation with their internal gender identity, when it comes to their sexual orientation they may ultimately arrive at the same sexual orientation labels as anyone else: lesbian, gay, bisexual or heterosexual. Regardless of gender identity, transgender people still face the same obstacles and discrimination faced by others who also identify as bisexual, lesbian, or gay.

The inclusion of transgender people within gay and lesbian communities (actually the *acknowledgement* of trans people since they’ve always been there) has generated a lot of resistance due to the fact that it changes the boundaries of both the lesbian and gay worlds. Previously, to define LGB community, we’ve started with an unspoken agreement that there are only men and only women in the world, and never the twain shall meet. Many people within queer community (never mind those outside it) can have trouble differentiating between a person’s gender identity (their innate sense of themselves as either male, female, both or neither) and their sexual orientation (those whom with they form intimate relationships).

Young queer people are moving away from using only sexual orientation labels to describe themselves. Instead they use language like **gender fluid** or **genderqueer** to define themselves and also their sexual orientation. *Don’t box me in!* is the resounding mantra from the younger generations who’ve grown up with greater acceptance surrounding diverse forms of expression and sexualities.

Twelve years ago during that community forum, those of us joining in the discussion surrounding gender identity and our own personal journeys also found that there were other aspects of our identity that factored into our explorations in a profound way. A gender transition did not mean a switch in pronouns alone. It also meant a change in relationship to our race, to our economic class, and even to our age with some people transitioning to a place of greater privilege while others finding increased discrimination. We were inspired to challenge our own assumptions and biases and found a greater kinship with other minority communities even as our own marginalization seemed to increase.

Identifying as a sexual minority (LGB) is often challenging but adding the complexity of a gender transition, whether or not we are a person of color, over 40 or under 21, or part of the working poor can sideline us more even within the already marginalized LGB communities.

Altruism aside, **why on earth would anyone spend advertising dollars in an effort to reach transgender populations?** Why reach out to one of the smallest and least understood communities?

Let's consider these things:

1. As a culture, we are fascinated with the idea of being magically transported out of our own lives and into the life of someone else of a different age, gender, race or class. From Shakespeare to Disney, there are countless examples of stories where the protagonist changes places with another and the adventures that ensue.
2. Ultimately, we can all recognize the limitations placed on us by societal restrictions in relation to our gender, class, race and age and we can and want to imagine a life without those restrictions.
3. Because popular culture always looks to fringe communities for new fashion, a different sound, fresh artistic expression, and innovative ideas as a way to gain freedom from such restrictions.

Easing restrictions and allowing more personal freedom is universally appealing. Gender equity for many decades, has been framed in the context of women seeking equality with their male counterparts. Now gender equity is about authenticity and individuality. In an unexpected way, transgender people offer the rest of society the chance to push at the gendered boundaries of their own lives. In a surprising, albeit controversial way, this allows all of us the freedom to pursue the American Dream and a better, richer and fuller life.

There has been recent scuttlebutt over the J Crew mailer ad in which J Crew creative director, Jenna Lyons, delights with son Beckett in his recently painted pink toenails. Some readers were horrified, viewing it as a gender transgression of great magnitude. Fox News pointed to the transgender community. The pink toenail polish on a boy's toes was nothing short of a big tear in the moral fabric of society. Other responses included Jon Stewart of the Daily Show who threw back "Toemaggedon," a mocking response to the hysteria about nail polish. This is an example in which a small push against gendered boundaries resulted in an uproar. The discussion on the internet went viral. What advertiser wouldn't welcome that kind of response?

What was once a begrudging addition to the LGB acronym now represents a reshaping and redefining of not only “queer” community but in how the U.S redefines what is masculine and feminine. Twelve years later, I feel I know exactly what George at the Seattle Gay News was talking about and, indeed, it’s got heat!

Aidan Key, Founder
Gender Odyssey

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<http://www.genderodyssey.org/about/>

The LGBT Latino Market
By Al Ballesteros & Pepe Torres
August 15, 2011

Commenting on CMI's 5th Annual LGBT Community Survey:

The Latino LGBT community is the second largest sub-group within the larger LGBT community. It is a diverse population, and its uniqueness is important to understand within the context of the survey. The findings of the report confirmed much of what we know about the Latino LGBT demographic, while highlighting its changing aspects. For example, it came as no surprise that a majority of respondents live in some type of "family unit," either with a partner or boyfriend/girlfriend, parent or siblings or with unrelated friends or roommates. Only 26% reported living alone. In general, Latinos tend to be relationship and family oriented. A family unit in the Latino community may be comprised of an individual and a partner or boyfriend/girlfriend, the immediate or extended family, or in other instances, a family network of close friends. The point here is "family units." When marketing to the Latino community, it is important to keep this dynamic in mind, because all these situations tend to inform their consumer choices. When entities market to the LGBT Latino community, they tend to reach a larger segment of the population and perhaps, some in the larger Latino community as well.

It was not surprising that the majority of respondents reside in urban areas or big cities, followed by medium sized cities and then suburbs. Latino gay men, transgender persons and lesbians including those who are recent immigrants, typically elect to live in the larger urban areas where opportunities for advancement exists in employment and in their careers. Further, it is likely that large numbers of the respondents were actually born in these urban areas. As of 2007, Latinos became the largest ethnic minority in the United States, surpassing African Americans. We believe that proportionately, LGBT Latinos are also the second largest demographic in the LGBT community. Looking at the zip codes of residence selected, these are quite spread out, with large reports from California and Texas. As a population, just about half (50%) of Latinos reside in either California or Texas, and we believe a disproportionate higher number of Latino gay men and lesbians also reside in these two states. We surmise this because of the tendency of the Latino gay and lesbian community to reside in areas which are welcoming of its way of life, and where significant infrastructure exists within the Latino LGBT community, i.e., organizations, clubs, social groups which tailor services to this community. Tailoring services means delivering programming within a Latino context, including a bi-lingual and bi-cultural approach to reaching them.

The Latino LGBT communities' purchasing trends are in line with the larger Latino community. As the economy strengthens, they seek to make large purchases in the form of a home or automobile. As they tend to live in family units, home purchase opportunities are favorable. Additionally, they trend towards the use of the smartphones, and Latinos continue to align with the larger LGBT community in their migration towards use of network devices. It should be noted that about 25% still do not use a smartphone, and this may pose a marketing opportunity. Latinos are brand loyal, and those entities that capture this market early will tend to keep these LGBT Latino customers for the long-term.

A majority of Latino survey respondents said that they would tend to purchase brands based on a company's support of LGBT causes, employment policies and donations to charities. Latinos tend to support corporations and businesses which specifically reach out to them, i.e., support the causes they are involved with or close to. A majority boycotted a brand or company displaying anti-gay policies within the last 12 months.

It was not surprising that use of the term “Queer” was viewed negatively to describe the community. Although perhaps accepted and used more in other LGBT communities, for Latinos the term Queer is viewed as derogatory among many. We do suspect that the younger Latino gay community, especially those who are second and third generation LGBT Latinos would view the term in a less derogatory manner. The use of LGBT and GLBT to describe the community ranked as the primary choice of how the Latino gay and lesbian community wishes to be referred to.

Latinos are using social media as a news source, and as an outlet for social networking and entertainment. These are seen as a way they connect with one another, access news, voice opinions and sentiments, and critique or recommend trends. Applications such as Facebook are especially helpful in communications with family and friends in other countries or “back home.” Latino LGBT persons are using social media to disseminate and receive information and are turning out to be early adopters of mobile technology and its tools.

Still, a significant number of survey respondents use and get information from traditional media as well as LGBT magazines and websites. As a general rule, these specific LGBT Latino friendly venues are where Latinos most often interact with advertisers and read specific LGBT programming editorial in a bilingual/bicultural manner.

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The LGBT African American Market
By Earl Fawlkes
August 15, 2011

Commenting on CMI's 5th Annual LGBT Community Survey:

There are a few areas of the data which were particularly interesting as it relates to general perceived presumptions of members of the Black/African Descent LGBT communities as well as the purchasing and marketing.

1. Question number 5 asks, "What type of environment best describes the place in which you live?" It's interesting to note that overwhelmingly 82.9% of the respondents live in "city" environments. The response here may have correlation with a general perception of greater opportunity, less discrimination and more protections offered in "city" environment versus suburban and/or small town environments. If this assumption is true, marketing to Black/African Descent LGBT communities would need to focus efforts in these environments and embrace the cultures and social norms associated with "city" living.
2. Question number 6 asks, "What are the relationships of the people with whom you live?" While 33.6% (242) of the respondents report living alone, 66.4% (480) report living in households with family related characteristics such as marriage, legal partnerships, children and family members. This perspective can be an important tool with respect to understanding the types of consumer products this community may or may not be interested in, and further what marketing designs may be used to reach this community with consumer products.
3. Question number 53 directs respondents to, "Please let us know about your purchases over the past year, and planned purchases over the coming year." Of the responses for this section, a grouping of "communication" related devices (i.e. Desktop Computer, Laptop Computer, Tablet Computer and Smartphones) received the highest response with respect to purchases. This is worth noting, as such technological products have historically not been viewed in general perceptions as important to Black/African Descent communities. In this way, we might begin to understand an emerging trend of technological uses/reliance for these communities with respect to communication and information consumption.
4. Question number 21 asks, "How did you first learn about the most recent boycott in which you participated?" Follow up question 22 asks, "How did you pass along the boycott information to others?" The responses garnered by these questions again point to the importance technology plays in the receipt of information and participation in the intersection of social causes and civic responsibility. A clear majority, 24.8% (77) and 53.5% (166) respectively, identified social media venues such as Facebook, Twitter, etc. used to participate in social causes and civic responsibility. An assumption here could be made that consumer marketing through these types of social media venues could be effective in reaching Black/African Descent LGBT communities.

5. Question number 23 states, “The following terms and images are often used in corporate marketing to describe or refer to the community,” and asks respondents to “Please rate how you feel about each, when you see them used by corporations.” While there has an emerging trend among members across LGBT communities as well as those who are politically active to self-identity with the term Queer, a large proportion, 30.6% (204), of LGBT Black/African Descent respondents view the term negatively. Conversely, most 71% (489) of these respondents view the term LGBT positively when used by corporations marketing product to them. Future research could explore a perspective of other specific targeting such as race alone, or race plus sexual orientation and/or gender identity.
6. Question number 25 asks, “What type of smart phone OS (operating system) is on your personal smart phone?” While 31.7% (229) don’t own a personal smart phone, a clear majority 68.3% (493) do own some type of smart phone device. This response further corresponds with the high number of “communications related” purchases as explored earlier. Again, this notion possibly recognizes the important role such devices can play in reaching this population with consumer marketing campaigns.
7. Question number 26 asks, “In the past week, have you used a personal smartphone for any of the following activities?” While most, 85.7% (419), use smartphones for personal communication, when grouping the responses into consumer related uses (i.e. Finding information on local businesses, Manage Banking, Make Purchases) there is an understanding that the Black/African descent LGBT respondents favor the use of Smartphones for consumer-related involvement. As in previous observation, this understanding could possibly lend itself towards increased marketing opportunity through smartphone uses and purchases.
8. Question number 32 explores, “When you learn about a news story or event that is relevant to you, how do you typically find out about it?” While there is diversity in the way this community learns about news stories--i.e. Facebook = 51.9% (374); LGBT Press or Website = 45.7% (329); or Search = 32.2% (221)--there is still a reliance on Mainstream Press or Websites to access news stories. While there is a trend towards new technological gadgets and venues, Black/African Descent LGBT communities still find utility in traditional methods of gaining news. This interest could be significant for corporations looking for venues to reach this population.
9. Question number 33 explores a related question to number 32, “In the past week, have you read, viewed, or listened to...” The Black/African Descent respondents noted Network/cable television, 57.7% (413), as the leading media they have turned to in the past week for news and information.
10. With respect to question number 34, “Is there a local LGBT Community Center in your area?” 68.2% or 460 respondents know of the existence of a LGBT community center in their area. However, the lack of participation, financial involvement and advertisement recognition are also high. This may expressed a possible barrier for corporations which adhere to generally accepted marketing techniques that categorize and/or tie consumers to geographic/organizational bases frequented as a means of reaching them.

Lastly, with respect to the demographic footprint for the Black/African Descent LGBT respondents, it is interesting to note the high level of...

- Educational attainment (Some college/34.9%/251, Bachelor's degree/29.5%/213, Graduate or professional degree/22.0%/159, Doctorate/2.4%/17)
- Income thresholds (\$25,000 to under \$50,000/23.5%/168, \$50,000 to under \$75,000/19.0%/136, \$75,000 to under \$100,000/10.9%/78, \$100,000 to under \$150,000/8.8%/63, \$150,000 to under \$250,000/4.6%/33, \$250,000 or more/2.4%/17)
- Employment (Employed full-time/53.2%/382, Employed part time/14.3%/103).

These three areas together are important components of financial stability and purchasing measurements used by corporate marketing campaigns to reach consumer populations. In this way, an assumption could be made that signals an economically desirable relationship with Black/African Descent LGBT respondents.

Earl Fawlkes, President/CEO
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ABOUT COMMUNITY MARKETING, INC.

The facts are plain: As a niche market segment, gay men and lesbians have a significant amount of disposable income. Most critically, their dollars go to product and service suppliers that recognize their unique buying motivations and preferences, and offer them differentiated value.

Community Marketing, Inc. has been helping a wide variety of industry leaders master the subtleties of this market **since 1992**. Our unique and specialized services are based on over 18 years of experience and case studies, and include market research (online surveys, focus groups, intercepts, interviews, advisory boards, etc.), with our proprietary panel of 60,000+ LGBT consumers; strategic consulting; marketing planning, and marketing plan implementation/management. We produce custom, on-site training sessions, develop conferences, symposia and webinars, and speak at industry events.

Whether your organization is just learning about the market or is updating its strategy, Community Marketing can accelerate your plans, reduce your risks and deliver **measurable** results. Because the LGBT community comprises a “slice” of the world’s population, there is no singular “gay market.” You’ll find singles, couples and families in every ethnicity. And you’ll find a world of diverse interests. Community Marketing’s proven, powerful portfolio of services helps deliver your targeted markets.

Community Marketing, Inc. has earned its position as the global leader in LGBT market research and development. Through the company’s tireless efforts, “doors have opened” around the world for gay and lesbian consumers. We have helped grow LGBT market recognition through research, media relations and education; and have brought opportunities to many of the world’s leading marketers.

CMI’s LGBT Market Research + Development Lab® projects and training include:

- ABSOLUT (Pernod Ricard)
- Blue Cross/Blue Shield
- Chicago History Museum
- E. & J. Gallo Winery / Barefoot Wines
- Farmers Insurance
- Greater Philadelphia Tourism Marketing Corporation
- Hyatt Hotels & Resorts
- Japan Air Lines
- Japan National Tourism Organization
- Kimpton Hotels & Restaurants
- LA, Inc. (Convention & Visitors Bureau)
- MetLife
- MillerCoors Brewing Company
- NYC & Co.
- Prudential
- Starwood Hotels & Resorts
- Switzerland Tourism
- Travelocity
- U.S. Government (Census Bureau)
- U.S. Government (Housing & Urban Development)
- Wells Fargo Bank

And many others

CMI's LGBT Consumer Panel 2011

The facts are plain:

Gay men and lesbians own more homes and cars, travel more, spend more on electronics, and have **the largest amount of disposable income of any niche market**. And it's a sizeable niche: LGBT consumers make up 5% to 10% of the U.S. consumer market. Community Marketing will help you connect with this influential demographic.

CMI's LGBT Consumer Panel: What makes it unique?

- **Accurate, targeted market intelligence**

Utilizing quantitative and qualitative market research methodologies, Community Marketing helps companies better understand and more effectively reach the LGBT community. Our consumer panel provides insights through online surveys, focus groups, intercepts and more.

- **The largest, most representative panel**

With nearly 20 years in business, Community Marketing has developed a research panel of more than **60,000** LGBT consumers. We've partnered with media outlets and LGBT-oriented organizations and events throughout the country and around the world to recruit a qualified panel that is geographically representative of the LGBT population.

- **Candid responses, honest feedback**

As an LGBT-owned and -operated firm, we've established trust with our panelists. We speak their language and know how to communicate effectively with them. As a result, our panelists are willing to talk with us frankly and frequently, even about sensitive issues.

- **Community Marketing, Inc. Experience & Expertise**

Since 1992, Community Marketing has provided market research, strategic consulting and marketing planning services to a wide variety of clients. We've provided LGBT consumer intelligence to numerous market leaders like Wells Fargo Bank, ABSOLUT, MetLife, MillerCoors, Japan Airlines and Hyatt Hotels, as well as the U.S. Government (Census Bureau and HUD). We've completed hundreds of custom quantitative and qualitative research initiatives for clients worldwide. We also present public and custom on-site educational seminars and workshops. In the past year, Community Marketing produced and presented at LGBT marketing symposia on four continents.

Learn more on our website,
www.communitymarketinginc.com.

60,000+

gay, lesbian, bisexual
and transgender consumers

47 median age

51% live with partner

71% college grads

84% currently employed

72% hhi >\$50K

60% own a home

88% own a car

40% drink wine at home
weekly

69% drink at bars
and restaurants

spend **\$100** at bars &
restaurants per week

37% make purchasing
decisions at work

67% are on facebook

12% blog daily

Past 12 mo.
purchases

automobile 19%

smart phone: 30%

laptop computer: 33%

hdtv: 27%

running shoes: 36%

primary home 6%

vacation home 2%

and more!

LGBT Market Research:

There is a difference!

Market research studies and resulting statistics are meant to help marketers understand the LGBT communities, and influence educated decisions about their strategies and tactics. However, *not all research is the same*. Community Marketing's **LGBT Market Research + Development Lab®** methodologies and experience are distinct from those of others when considering approaches, respondent panels—and ultimately—the validity and utility of sought-after results.

WHO ARE YOU TALKING TO?

Community Marketing, Inc. (CMI) has developed our proprietary consumer panel over the past 18+ years by circulating field surveys at leading LGBT events, and by partnering with LGBT organizations and media across the USA, Canada, the UK, and around the world. These partners distribute our survey invitations via print ads, web banners, email broadcasts and social networks to their memberships and/or readers. The resulting panels are highly representative of LGBT consumers who interact with the LGBT community and media. *This is important:* If your communications channels are via the LGBT media, you'll want to depend on research that represents these consumers' interests, preferences, sensitivities and motivations. CMI research is trusted by—and frequently quoted in—the *New York Times*, *Chicago Tribune*, *Los Angeles Times*, *Miami Herald*, *USA Today*, the *Wall Street Journal*, *Brand Week*, CBS News, Associated Press, etc.

Other providers typically send out widely distributed panel invitations (via Yahoo, etc.), and then sort for those who trust the researcher enough to indicate that they are gay or lesbian in the context of a survey. This approach, attempting to "represent the gay community at large," may be appropriate for direction in sociological or academic studies, but not for developing clear, representative advertising or marketing related strategies. Other researchers use lists from one or two LGBT publishers, which may skew results. For marketers desiring valid LGBT consumer insights about products, services, advertising creative and marketing strategies, these panel development approaches are not likely to yield LGBT community members who are interacting with the media where you are placing ads.

IN RESEARCH, SIZE DOES MATTER.

CMI has conducted over a hundred LGBT-dedicated research studies since the early '90s, covering a wide variety of topics, industries and interests. Through our work, we both observe and influence the trends of this market. Size does matter in the case of research. Our research panel has grown to over 60,000 qualified LGBT consumers, the largest of its kind, by far. Our 4th Annual LGBT Community Survey® study attracted over 45,000 survey participants, representing 100+ countries, making it the largest such study in history. We leverage our long history / experience / expertise for your benefit, and fine-tune our portfolio of research panels, methodologies and approaches to best match your market intelligence goals.

Without access to this enormous resource of qualified LGBT consumer panelists, other companies have to compromise on the quality and demographic representation of the panel, or "reinvent the wheel" at your expense. One cannot fathom the diversity and complexities within LGBT (see below) on a small sample. And with small samples, you lose the opportunity to derive statistically-significant cross tabs on gender, geographical location, age, income, experience, product choice, etc. Can you really make the assumption that a 28 year old lesbian in Seattle has the same purchasing motivations and behaviors as a 67 year old gay man in Atlanta? Generalities and sweeping statements about "the gay market" based on comparatively small samples can distort the results of research findings, potentially wasting your investment of time and resources.

DIVERSITY: THERE IS NO "LGBT MARKET"

Community Marketing emphasizes that there is no "gay market," just as there is no singular "Asian market." The LGBT communities represent a broad and dynamic spectrum of interests, sensitivities, preferences and priorities. Those, plus variations in geographical location, age, income, relationship status, gender identity and more, make it even more important to discover which opportunities *within LGBT* will help you achieve your goals. Fine tuning your approaches based on highly refined and well-targeted matches within LGBT will make your outreach initiatives more efficient and cost-effective, and will significantly improve your marketing ROI.

General surveys on "the gay market" are likely to only scratch the surface of the diversity and varieties of opportunities marketers can enjoy if properly explored and understood.

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TWO SIDES OF THE COIN: QUANTITATIVE AND QUALITATIVE

Since 1994, CMI has taken pride in operating the most consistent, longest-running series of LGBT community surveys in the world. But we don't stop there. *Quantitative* (data) research is one important side of a coin, but only tells half of the story. The other side of a comprehensive research initiative involves *qualitative* research, most notably derived from focus groups. We pre-qualify our focus group participants from among our survey panelists, identifying the best candidates based on characteristics such as age, gender, relationship status, geographical location, and even a propensity or history of using the client's products or services. We maintain sufficient numbers of panelists to conduct groups in most major metro areas across the USA, Canada, Mexico, Australia, Britain and Germany, as well as many secondary markets. We've found that the same creative, tested in different regions, often yields substantially differing results. Isn't it wise to know that—and adjust your plans—before investing in marketing campaigns? CMI is the *only* LGBT-dedicated research provider that produces and facilitates LGBT focus group studies and other *qualitative* research options. We have developed and reported on focus groups covering a wide variety of topics, plus we have operated telephone interviews, field surveys, advisory board series and multi-year customer satisfaction survey projects which can round out a comprehensive market intelligence plan.

Producing only online surveys, other research companies are telling half of the story (at best). Without actual consumer interaction, they cannot fathom the deeper insights hiding behind the bar graphs and pie charts, nor can they adequately advise you on the sensitivities and complexities that are only uncovered in qualitative research... extremely important considerations that averages and extrapolated assumptions based only on survey statistics are likely to miss.

WE DON'T OUTSOURCE!

Community Marketing maintains our own research panels and utilizes advanced, sophisticated research software. We do all of our research in-house, because nobody knows this market segment as well as we do. We never sell or rep another company's services, nor will we outsource your project to a 3rd party.

Some firms work as reps of research companies, or outsource clients' projects, and report on the results of the 3rd party's work. But without being intimately involved in every aspect of the project, from discussing the client's goals and designing the study, to building the survey, implementing it and writing the report, and without engaging directly with consumers in focus groups, it is difficult to gain the insights that can only come from CMI's hands-on LGBT research specialization spanning nearly two decades.

TRUSTED

Community Marketing, Inc., founded in 1992, pioneered LGBT consumer research. Because we are LGBT-owned and -operated and well known in the community, we have earned the recognition and trust of our survey panelists. LGBT consumers recognize that we use research data to build corporate relationships, which ultimately lead to better conditions for LGBT employees, social progress, and sensitive communications.

PROUDLY LGBT-OWNED AND -OPERATED

One of the questions in HRC's Corporate Equality Index application is whether the applicant company includes LGBT-owned suppliers when sourcing products and services. When you contract with Community Marketing, you not only gain the benefit of our long-standing leadership in this field, you are working with one of the only LGBT-owned market research providers. Community Marketing, Inc. is an NGLCC Certified LGBT-Owned Business Enterprise.

COMMUNITY CITIZENSHIP

CMI is involved in the LGBT community: We volunteer time, donate resources and raise funds for numerous community-based organizations. We also participate in the community's leading business and advocacy organizations, events and conferences, such as Out & Equal, HRC, National Gay & Lesbian Chamber of Commerce, GLAAD, International Gay & Lesbian Travel Association, National Lesbian & Gay Journalists Association, etc. This community connection is not only the right thing to do, it is essential for initiating appropriate relationships for our clients.

VALUE

You'd think that with this kind of specialization and experience, you'd be investing considerably more for CMI services than for research from other companies. But it is due to our specific focus on LGBT market intelligence, and the cumulative 60+ years of dedicated LGBT research among the CMI team, that we can actually keep your costs low. We are not spending your money to locate qualified survey or focus group participants, nor are we spending our time (or your money) trying to source comparative data or case studies. We've done all that over the past 18 years for your benefit. And we are not running a large operation that juggles many accounts and projects of differing scope and focus. CMI's client dedication and market specialization delivers you superior intelligence at a fraction of the cost of other firms.