

Exclusive North American  
LGBT2020 research partner

[www.OutNowConsulting.com](http://www.OutNowConsulting.com)

[www.gayadnetwork.com](http://www.gayadnetwork.com)



## Annual Income \$816 Billion

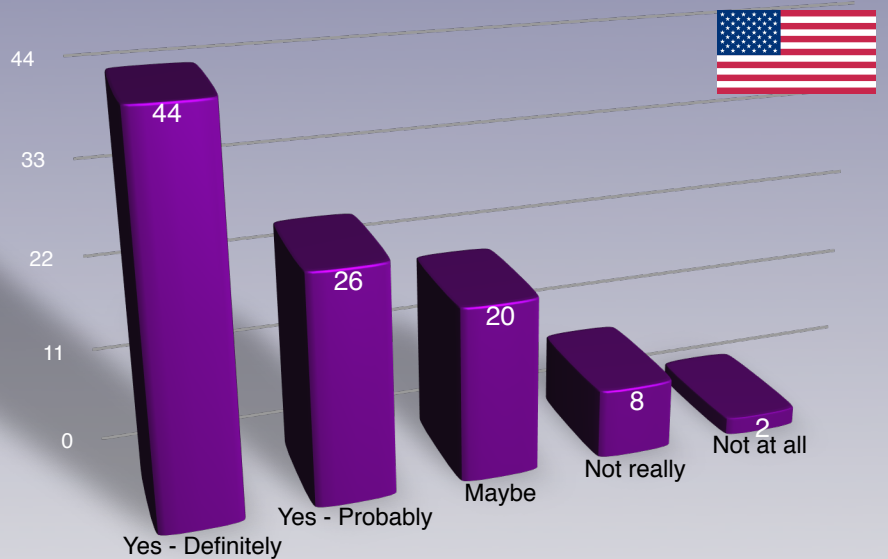
Total USA LGBT (lesbian, gay, bisexual, transgender) population.

Figures from **LGBT2020** research for 2010. Figure based on 6% of the adult USA population being LGB or T.

Which of the following items do you **own or intend to purchase** over the next 12 months?

**40%** already own a new car

**20%** intend to buy a new car



*If you knew that a company chooses to actively market to gay and lesbian people, would that motivate you to consider choosing their products?*

What are the most important factors that drive LGBT consumers car purchase intentions?

Safety Brand  
Reliability **Price** Fuel efficiency