

Exclusive North American  
LGBT2020 research partner

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

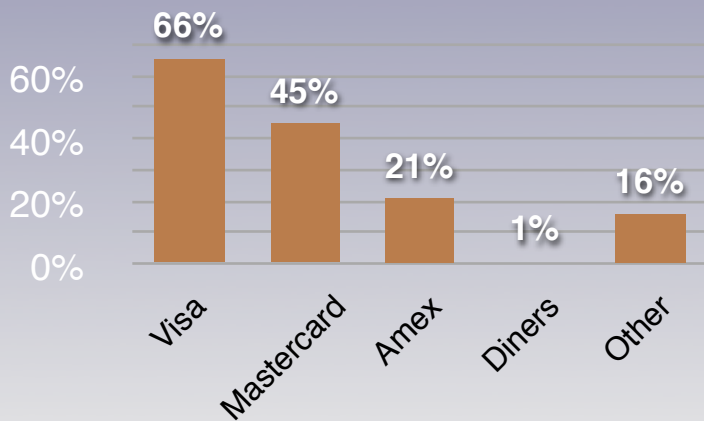
[www.gayadnetwork.com](http://www.gayadnetwork.com)

## Annual Income \$816 Billion

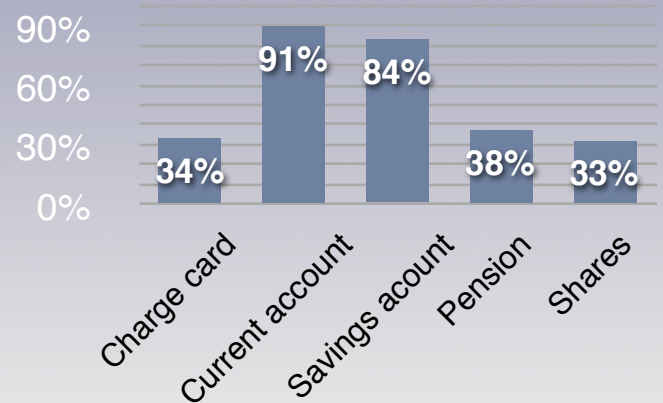
Total USA LGBT (lesbian, gay, bisexual, transgender) population.

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

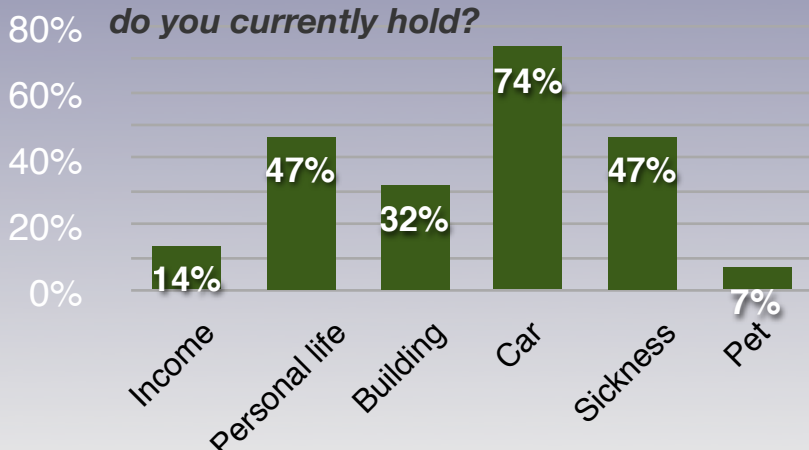
*Which of the following credit cards do you currently hold?*



*Which of the following financial products do you currently hold?*



*Which of the following kinds of insurance do you currently hold?*



*Which of the following loan products do you currently hold?*

