



## Lesbian Consumer Index™ 2007

### USA Lesbian Abstract n=10,380

CMI's *Lesbian Consumer Index™* study is the largest, most comprehensive, and most representative consumer study of its kind in history. The report is produced and published by Community Marketing, Inc., (CMI) in collaboration with Rivendell Media. Community Marketing, established in 1992, is proudly gay-owned and -operated, and we conduct our own research.

The focus of CMI's *Lesbian Consumer Index™* is to profile lesbian consumer preferences, attitudes, spending patterns, behaviors, and motivations regarding a wide variety of topics, including: credit cards, automobiles, electronics, entertainment, social activities, politics, and television and print media. The study identifies the unique preferences and motivations not only by gender/orientation (i.e. gay or lesbian), but also by age cohorts. In addition, comparisons to findings for mainstream (heterosexual) adults are included throughout. The full report is rich with market data, insights, historical and trend perspectives.

10,380 respondents who identified themselves as lesbian and reside in the United States completed this survey in the 34 day period from April 13, 2007 through May 16, 2007. The margin of error for a sample of 10,380 is 1% at a 95% confidence interval. Respondents were sourced thorough Community Marketing's proprietary survey pool and through partnerships with over 75 LGBT (lesbian, gay, bisexual, transgender) magazines, newspapers, websites and event organizers throughout the United States. To encourage completion of the survey, respondents were offered an incentive to win one of four travel vouchers good for travel in North America (value estimated at \$500 each). Survey respondents totalled over 25,000, and a parallel *Gay Consumer Index™* (n=12,044) report has also been published, representing US gay male consumers.

The methodology employed polls consumers representing the target audience who can be reached using LGBT print and Internet distribution resources. It should be kept in mind that findings derive from those who identify openly as lesbian, and read LGBT publications and/or websites. These results should not necessarily be extrapolated to the entire US lesbian population; however, report findings do provide guidance regarding the perceptions and opinions of "out" lesbians who can be reached by marketers through LGBT websites and publications.

*Following are key findings derived from the full 100+ page report:*

#### Respondent demographics

Median Age: 44

- Under 30: 12%
- Over 55: 14%

65% are in relationships and living together, and 23% are single.

20% have children under age 18 living in home.

83% have a pet. 51% a cat and 58% a dog.

#### Occupation

Work in the Medical / Health Industry: 15%

Work in Education: 9%

Work in Legal/Government: 7%

Retired: 6%

#### Home ownership

Own residence: 69%

Rent residence: 27%

#### Income

Median annual household income: \$80,000

- Singles \$52,000
- Couples living together \$96,000

#### Representative cross-section:

Respondents are well distributed throughout the United States, with the majority residing in California, Texas, New England, the Southern Atlantic, Florida, Illinois and New York.

*Continued on next page...*

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### Page 2 of 2

#### What lesbians do with their time

- Lesbians spent 10 hours using the internet per week for non-work purposes.
- 94% of lesbians purchased something off the internet in the last year.
- 76% use the internet for online bill paying.
- 45% downloaded music or videos from the internet in the last year.
- The median lesbian spends 10 hours per week watching TV. Lesbians are most likely to watch the major networks: NBC, ABC, and CBS, followed by Showtime (which airs "The L Word"), Fox, and gay-focused Logo.

#### Social and entertainment

- 97% dine out at least once per week.
- 65% dine out at least three times per week.
- 64% eat at a fine dining establishment at least once a week.
- 89% go out to dinner with friends at least once per month. This equates to an annual median of \$3,640 for dining, significantly higher than that of the average American household of \$2,434.
- 60% go shopping at brick and mortar stores at least monthly.
- 53% saw at least one movie in the last month.
- 31% attended a musical concert and 26% attended live theater in the last month.
- 30% go to a bar at least monthly.
- 62% of lesbian respondents consume at least one alcoholic beverage at a bar or restaurant per week. The median number consumed by those who have at least one drink is 3 drinks.

#### Psychographics and motivations

- 85% of lesbian respondents said that advertising in LGBT media influences their decision to purchase products or do business with a company.
- 44% of those who consumed at least one alcoholic beverage in a bar or restaurant per week indicated that advertising in LGBT publications influenced their selection of a beverage.
- 92% of lesbian respondents reported that the way a company treats its gay and lesbian employees impacts their decision to do business with that company.
- 91% of lesbian respondents report that their purchasing decisions are influenced by corporate sponsorship of LGBT events and participation in LGBT charities.
- 68% of lesbians responded that the buying power of the LGBT market has worked to the community's advantage when it comes to recognition and social acceptance, however progress is slow as 73% of US lesbians believe that homosexuality will still be a divisive social issue in the USA in ten years.

#### Purchases: How lesbians spend their money

- 96% of US lesbian respondents hold at least one credit card, whereas 76% of American households have at least one credit card
- 79% of lesbian respondents used a Visa Card in the last month. 56% used a MasterCard and 24% used an American Express card.
- Clothing: median \$500 per year.
- Travel: median \$2,000 per year.

#### Communications

- US lesbians are most likely to read a wide variety of local and national LGBT publications. The five most read national mainstream publications include; *People*, *AARP*, *O*, *Time* and *Newsweek*. Readership of nationally distributed newspapers, especially the *New York Times*, is also high for lesbians.

#### Automobile ownership

- 42% of lesbians drive an SUV, and 10% drive a motorcycle or scooter.
- Purchase price (52%), fuel efficiency (46%), and reliability (36%) were cited as the most important factors lesbians consider when purchasing a new vehicle.

#### Active in politics and community

- 78% voted in the November 2006 mid-term election.
- 91% voted in the November 2004 Presidential election, considerably higher than the national average.
- 22% attend a community fundraising event monthly.

#### Retirement Planning

- 29% of lesbians, who have considered where they would like to retire, indicated they plan to retire to a LGBT retirement community.
- An additional 13% plan to retire to a private home in a LGBT resort community.
- Age plays a significant role in how lesbians responded to this question, with the majority of younger lesbians responding that it is too soon to start planning retirement, and the majority of older lesbians already settling into the home in which they plan to stay.

*Additional data, plus comparisons, observations, trends, commentaries and recommendations are found in the full report.*



Connecting our Clients with the Gay & Lesbian Community Since 1992  
 Thomas E. Roth, MBA, President

*Community Marketing is pleased to present our historic new studies*

## **Gay Consumer Index™    Lesbian Consumer Index™** **Breakthrough Market Research Insights and Intelligence**

Since 1994, Community Marketing, Inc. (CMI) has been expanding and diversifying our global gay and lesbian community knowledge base. An unprecedented 25,000 participants, split almost evenly between gay men and lesbians, have completed the CMI Gay & Lesbian Consumer Index survey, resulting in the most comprehensive and truly representative LGBT market research in the world. The *Gay Consumer Index™* and the *Lesbian Consumer Index™* include ground-breaking quantitative data and deep insights on demographics, psychographics, purchase behavior and motivations, and social and political perspectives.

For over a decade, CMI's proprietary market data and experience-based interpretation have provided a powerful foundation for LGBT marketing initiatives around the world. In the past year alone, CMI collected and analyzed over 50,000 gay and lesbian survey responses, and we have produced and published specialized survey, focus group and field research reports for a wide variety of clients. Frequently quoted in publications such as the *New York Times*, *USA Today*, *Wall Street Journal*, *Chicago Tribune*, *Los Angeles Times* and numerous others, Community Marketing's research can bring your organization a statistical basis for development, growth and leadership in gay and lesbian markets.

### **UNDERSTANDING YOUR MARKET SIZE & OPPORTUNITIES**

Toss out your assumptions. There is no "gay market." There are gay and lesbian markets—and quite a diversity of them. Today, marketing is about segmentation and personalization. Gays and lesbians want to be reached on a personal level, according to individual interests and preferences. CMI's *Gay Consumer Index™* and *Lesbian Consumer Index™* reports provide the insights and market intelligence you need to make an informed and productive marketing investment.

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Full Report: Contains data, expert analysis, color charts and an executive summary of key findings.

Combined Full Study: USA Gay & Lesbian Consumer Index (n=22,388): \$1,850	\$_____
(or) USA Lesbian Consumer Index: (n=10,344): \$975	\$_____
(and/or) USA Gay Consumer Index: (n=12,044): \$975	\$_____

Cross-Tab Reports: Sub-set profile reports derived from the full profile.

USA Lesbian Young Adult Cross-Tab (Age 18-29; n=1,407): \$1,250	\$_____
USA Gay Young Adult Cross-Tab (Age 18-29; n=1,338): \$1,250	\$_____
USA Lesbian Senior Cross-Tab (Age 55+; n=1,259): \$1,250	\$_____
USA Gay Senior Cross-Tab (Age 55+; n=1,808): \$1,250	\$_____
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Please contact me to discuss custom Cross-Tab reports, or custom research studies (surveys and/or focus groups).

Please mail with US funds check payable to "Community Marketing, Inc." (address below) or fax with credit card info to 415/552-5104.

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