

# CMI's *LGBT Market Research + Development Lab*<sup>®</sup>

*Research, development, communications and marketing strategies.*

*Proudly serving industry leaders since 1992*



## 2010 NGLCC & CMI LGBT Commerce Study

Thomas Roth and David Paisley



2010 NGLCC & CMI  
LGBT Commerce Study

# CMI's *LGBT Market Research + Development Lab*<sup>®</sup>

***Thanks to our Survey Partners for your Support!***  
***This important study would not have been possible without you.***





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## About NGLCC:

The NGLCC is the business advocate and direct link between LGBT business owners, corporations and government. The NGLCC represents the interests of more than 1.4 million LGBT-owned businesses in the United States and is the umbrella organization for 61 state, local and international LGBT chambers of commerce and business organizations.



2010 NGLCC & CMI  
LGBT Commerce Study

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## About Community Marketing:

- San Francisco-based company founded in 1992 serves clients throughout the USA, Canada, Europe, Australia and Japan.
- 17 years of consumer research, strategic consulting, marketing planning, communications, and training services.
- Conducted the research and provided strategic consulting for these and other leading brands, including Switzerland Tourism, Prudential, New York Life, Wells Fargo Bank, Union Bank, E&J Gallo Wineries, ABSOLUT, Starwood Hotels, Travelocity, Miller/Coors, Bridgestone Tires, and the US Government (Census Bureau), to name just a few.



2010 NGLCC & CMI  
LGBT Commerce Study



## Study Goal and Methodology

*The goal of the study was to quantify and qualify the purchasing habits, motivations and behaviors of LGBT-owned companies and LGBT-friendly corporations, and determine the opportunities for increasing LGBT-related B2B commerce.*

- Online survey, fielded March/April 2010
- 1,403 total US-based respondents were recruited from
  - CMI's proprietary research panel of 50,000 LGBT community members (pre-qualified as “business decision makers”)
  - NGLCC national members and members of regional affiliated LGBT Chambers of Commerce
  - Pink Banana Media
- All respondents were currently employed or self-employed at time of survey



## Report Contents

- Key Findings
- Business Profile
  - Business Purchase Decisions and Influencers
  - Contributions to LGBT Causes
  - Diversity/Sensitivity Training
  - LGBT Employee Recruitment
- Primary Financial Institution
  - Perception of Hotel Brands
  - Perception of Insurance Brands
- Respondent Demographics
- Recommendations





## Key Findings

- Respondents are likely to give preference to LGBT-owned/LGBT-friendly companies; though most don't make it a high priority to seek them out
- Smaller companies are more likely to make sourcing LGBT-owned/LGBT-friendly vendors a priority
- High demand exists for knowledge of and access to resources to identify LGBT-owned/LGBT-friendly businesses
- Currently, friends are top resource used to identify LGBT-owned/LGBT-friendly vendors
- One in five respondents are NGLCC-certified LGBT-owned Business Enterprises, and they represent the strongest opportunities
- Business owners reach out to elected officials about LGBT issues and other business-related issues in equal proportions
- Majority of respondents don't realize that major corporations are looking to buy products and services from certified LGBT-owned companies



## Key Findings (continued)

- Most respondents would stop purchasing from a business if they learned it were not LGBT-supportive
- NGLCC members are more likely to contribute to pro-LGBT advocacy organizations, recruit LGBT employment prospects and be involved with their local LGBT Chamber of Commerce
- Many LGBT-owned companies that aren't LGBT-certified by NGLCC want more information before seeking certification
- One in four companies make dedicated outreach to LGBT employment prospects; although there's no single most popular method of doing so, ads in LGBT media are most common





# Business Profile



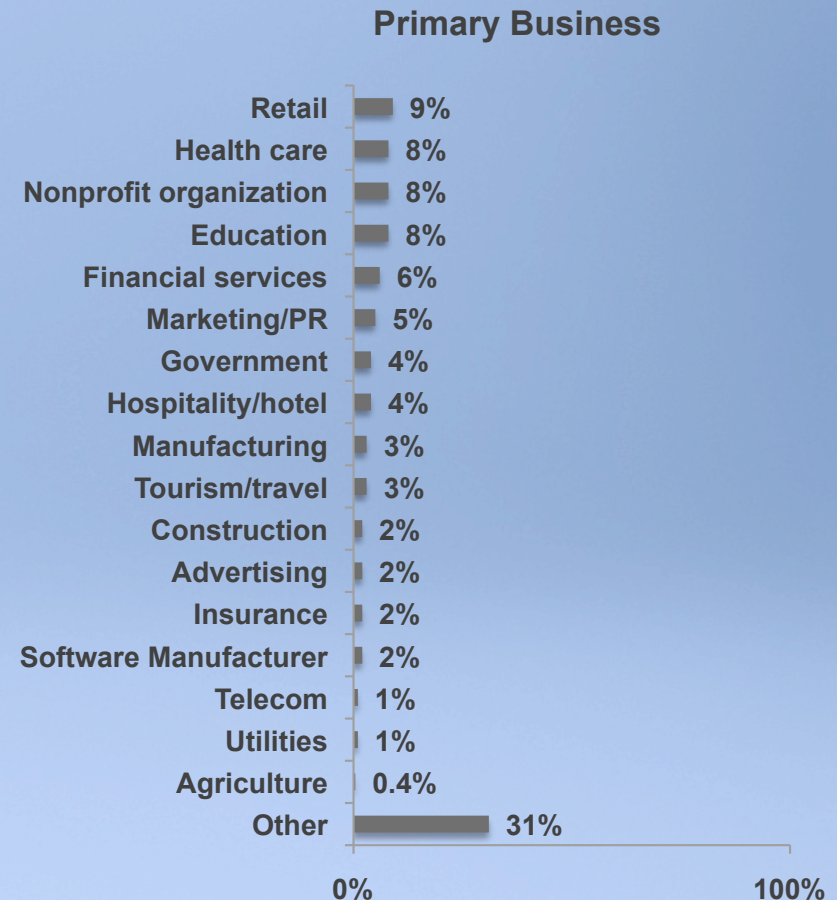
Community Marketing, Inc.



2010 NGLCC & CMI  
LGBT Commerce Study

## Respondents' primary business type varied

- Respondents spanned a wide variety of business functions; with **retail, health care, nonprofits** and **education** the most popular functions
- Nearly one-third (31%) worked in some **other** business function not included in the list



Q1. Which of the following best describes your business or your employer's primary business?

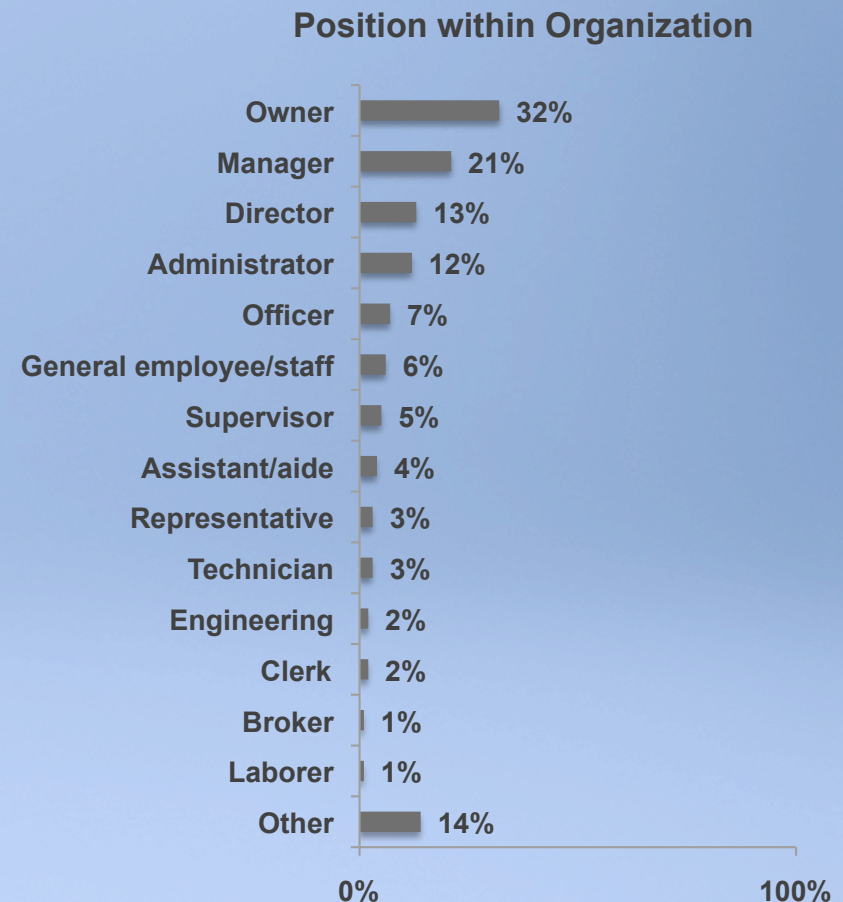
Base: All respondents (N=1403)





## One-third of respondents are business owners

- Among respondents, one in three (33%) were owners within their organization
- Many other respondents held relatively senior positions, including manager (21%), director (13%) and administrator (12%)

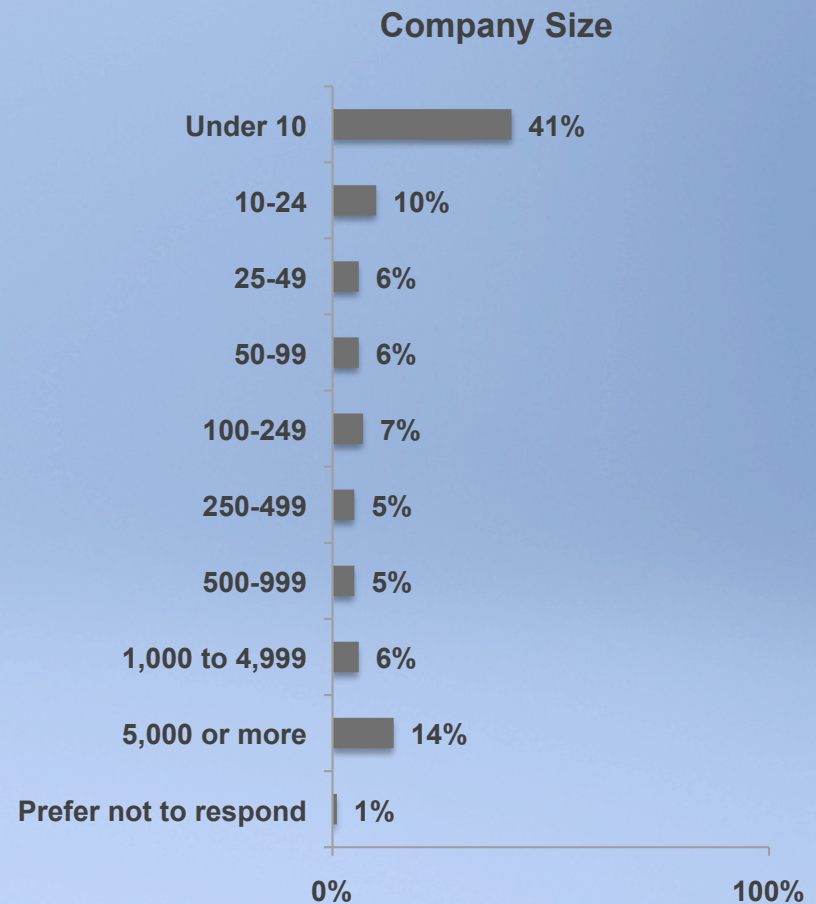


Q2. What is your position within your organization?  
Base: All respondents (N=1403)



## Nearly half worked for organizations with <25 employees

- A wide variety of business sizes were represented; though organizations of **less than 25** employees comprised about half of respondents (51%)
- One in five respondents (20%) worked for a company of 1,000 employees or more



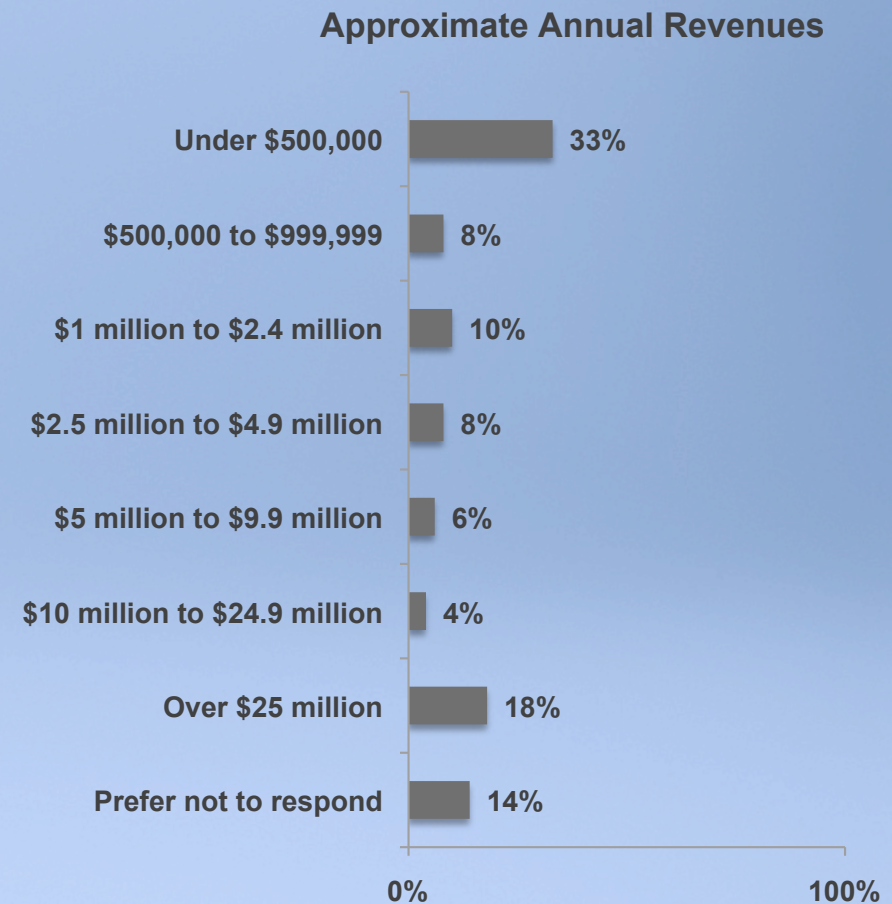
Q3. How big is your company? (Number of employees)  
Base: All respondents (N=1403)





## Annual revenues also ranged; paralleled company size

- Approximate annual revenues roughly mirrored company size; with one-third of respondents (33%) representing revenues under \$500,000
- Nearly one in five respondents' (18%) organizations had annual revenues of \$25 million or more



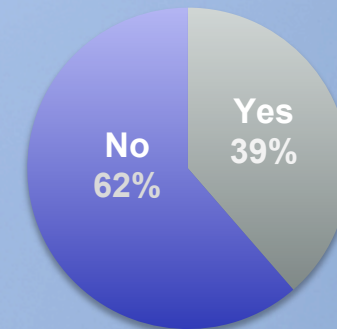
Q4. What is your company's approximate annual revenues?  
Base: All respondents (N=1403)



## 1 in 5 of LGBT-owned companies is NGLCC-Certified

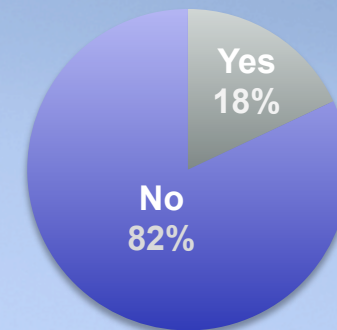
- Among companies that were majority LGBT-owned, 18% had completed the process to become NGLCC-Certified LGBT-Owned Business Enterprises
- 39% worked for a company that is majority LGBT-owned
- Lesbians more likely than gay men to work for a majority LGBT-owned company (46% vs. 37%)

Is the company you work for majority LGBT-Owned?



*(If Majority LGBT-Owned)*

Is your company an NGLCC-Certified LGBT-Owned Business Enterprise?



**Q5.** Is the company you work for majority LGBT-owned?

**Base:** All respondents (N=1403)

**Q6.** Is your company an NGLCC-certified LGBT-owned Business Enterprise?

**Base:** Respondents who work for majority LGBT-owned companies (N=543)



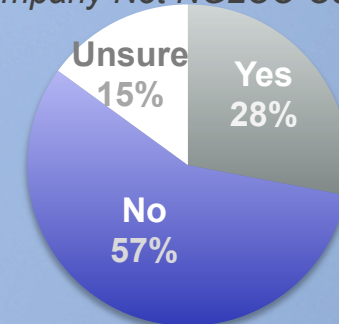


## Majority don't realize major corporations look to buy from LGBT-owned companies

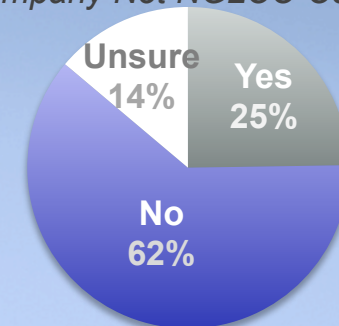
- About one in four (28%) of respondents knew that major corporations are looking to buy products/services from LGBT-owned companies
- Among business owners, a slightly smaller share realized this fact (25%, compared with 36% of non-owners)
- Clear potential exists to build awareness of this fact

Did you know that major corporations are looking to buy products and services from certified LGBT-owned companies?

*All respondents who work for LGBT-owned Company Not NGLCC-Certified*



*Owners only who work for LGBT-owned Company Not NGLCC-Certified*



**Q7.** Did you know that major corporations are looking to buy products and services from certified LGBT-owned companies?

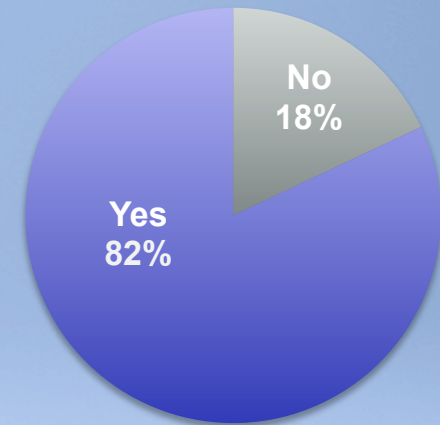
**Base:** Respondents who work for majority LGBT-owned companies that are not NGLCC-Certified LGBT-Owned Business Enterprises (N=443); Owners only (N=335); Non-owners only (N=108)



## Most respondents have decision-making influence at company

- 82% of respondents held influence and/or decision-making authority for purchasing on behalf of their employer

Do you influence and/or have decision-making authority for purchasing on behalf of your employer?



**Q9.** In your position at your place of work, do you influence and/or have decision-making authority on behalf of the employer?

**Base:** All respondents (N=1403)

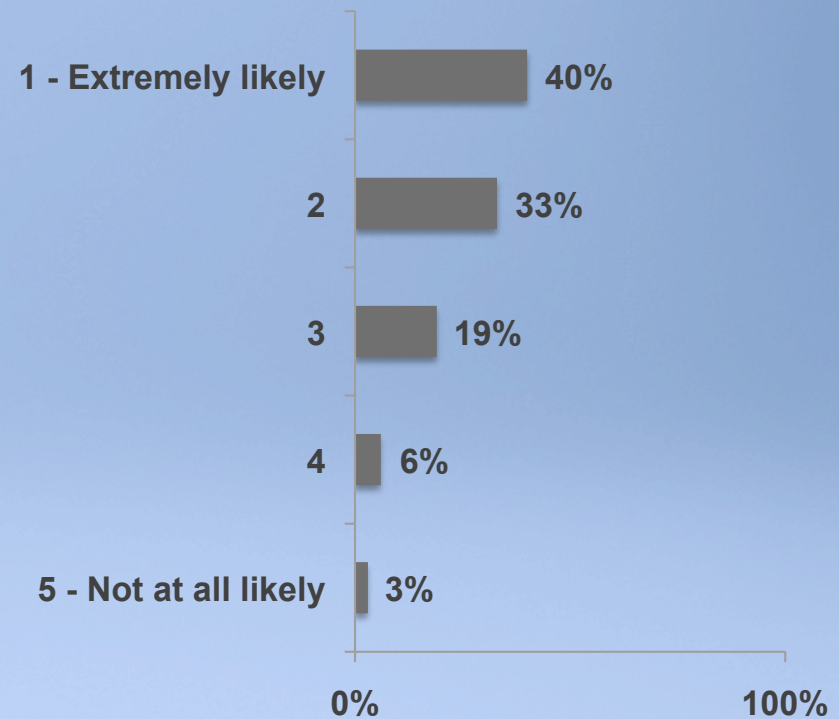




## Most are likely to use a resource to find LGBT-owned companies

- Assuming they had access to or were aware of such a resource, three-quarters of respondents (73%) are likely to use it
- Business owners particularly more likely to use such a resource to find LGBT-owned/LGBT-friendly companies (48%, compared with 40% of all respondents)
- Lesbians more likely than gay men to use such a resource (51% were extremely likely, compared with 38% of gay men)

Likelihood of Using Resource for finding LGBT-owned and LGBT-friendly companies



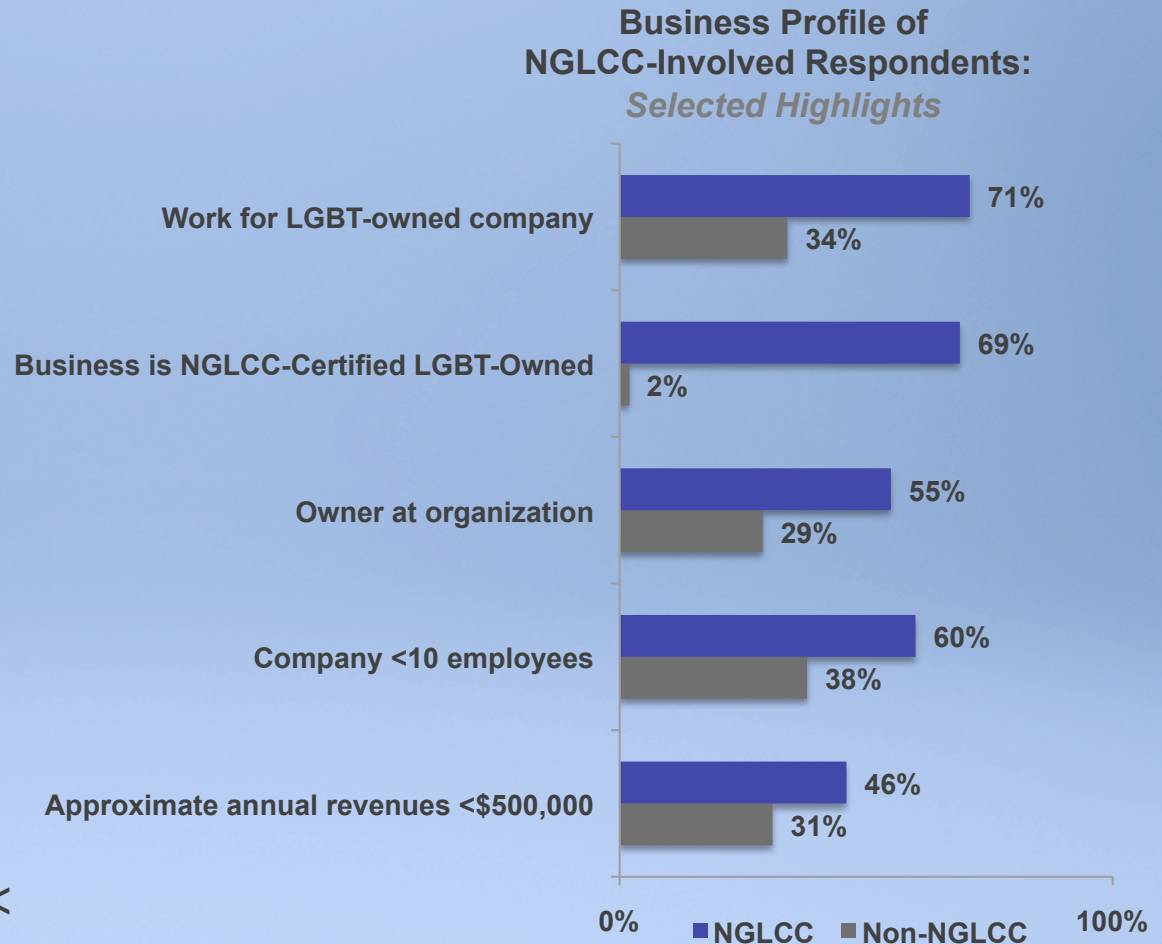
**Q10.** If you had access to, or were aware of, a resource for finding LGBT-owned and LGBT-friendly companies, would you use it when making purchasing decisions at work?

**Base:** All respondents (N=1403)



## Spotlight on NGLCC Members: *Business Profile*

- NGLCC members, compared with non-members, are much more likely to:
  - Work for an LGBT-owned company
  - Be an NGLCC-Certified LGBT-Owned Business Enterprise
  - Be owners at their organization
  - Work for a small company (<10 employees) or have annual business revenues of < \$500,000



**Base:** Respondents involved with NGLCC (N=182); respondents not involved with NGLCC (N=1159)

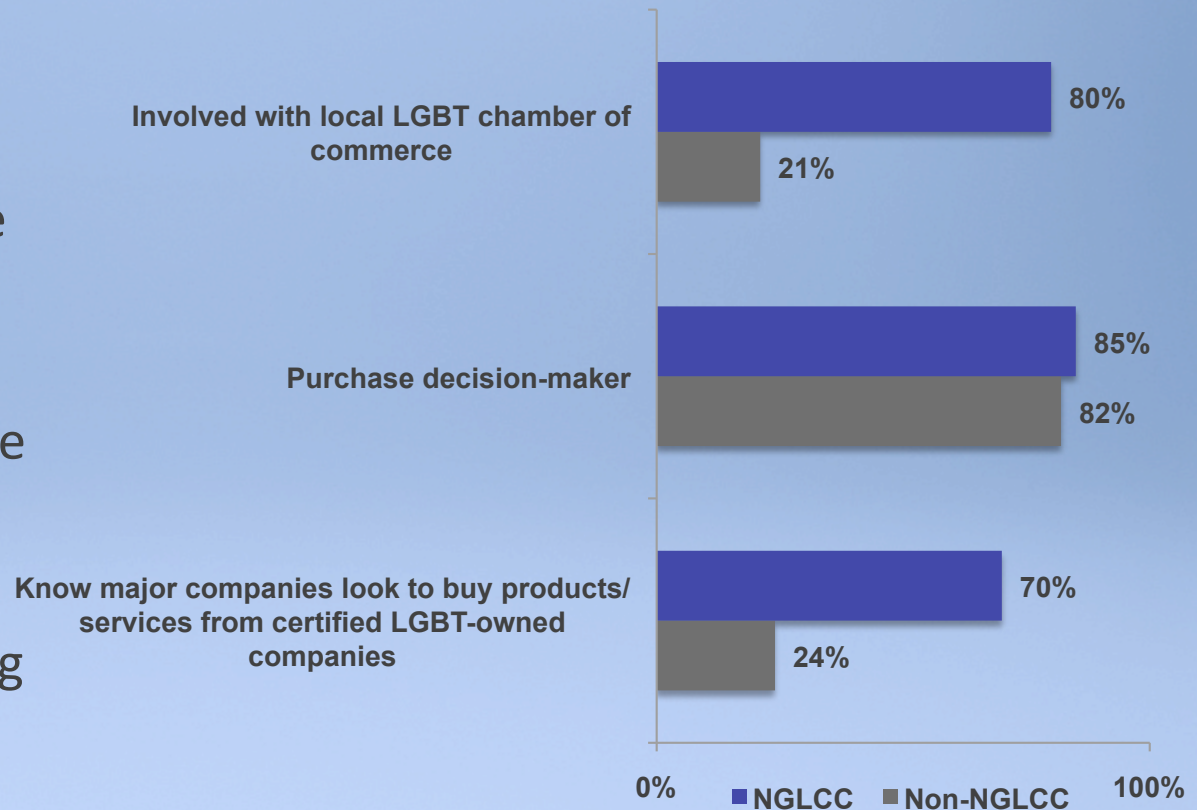




## Spotlight on NGLCC Members: *Business Profile (cont.)*

- NGLCC members, compared with non-members, are:
  - Significantly more likely to be involved with their local LGBT chamber of commerce
  - About just as likely as non-members to be a purchase decision-maker at their place of work
  - Much more likely to know major companies are looking to buy from certified LGBT-owned companies

**Business Profile of  
NGLCC-Involved Respondents:  
*Selected Highlights***



**Base:** Respondents involved with NGLCC (N=182); respondents not involved with NGLCC (N=1159)



# Business Purchase Decision and Influencers

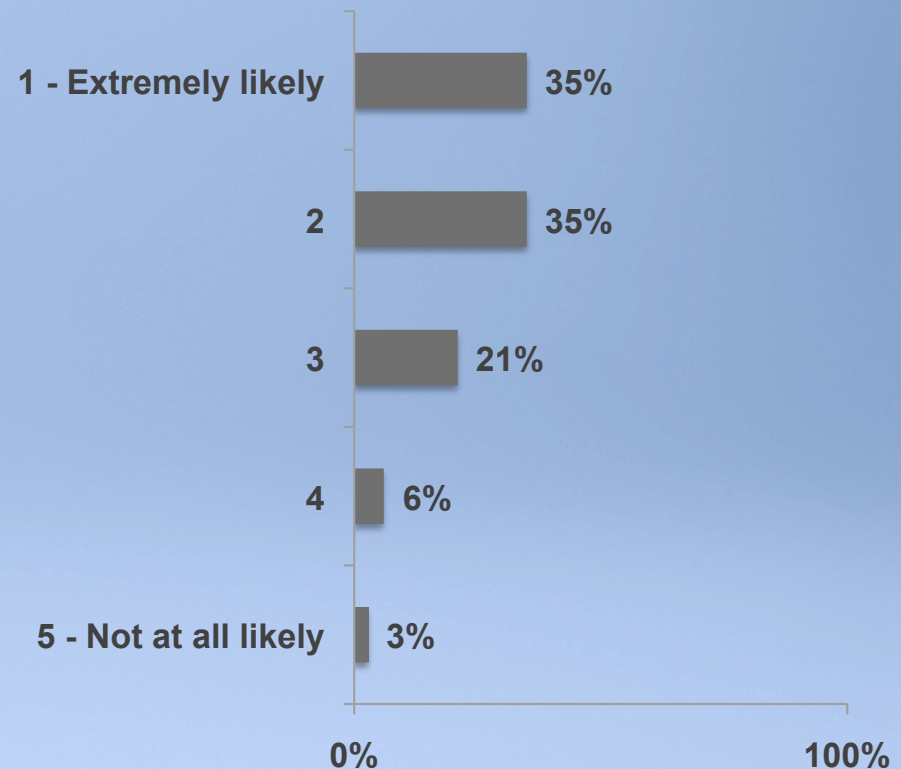




## Very likely to give preference to LGBT vendors

- Majority of respondents (70%) are likely to give preference to LGBT-owned/LGBT-friendly vendors when purchasing at work
- Lesbians more likely than gays to give preference to LGBT-owned/LGBT-friendly vendors (45% were extremely likely, compared with 32% of gays)
- Nearly half of owners (45%) are extremely likely to give preference to such vendors

Likelihood of Giving Preference to LGBT-owned/LGBT-friendly vendors



**Q13.** When purchasing at work, how likely are you to give preferences to and/or select hotels, banking, insurance, office supply and other vendors because they are known to be LGBT owned or LGBT-friendly?

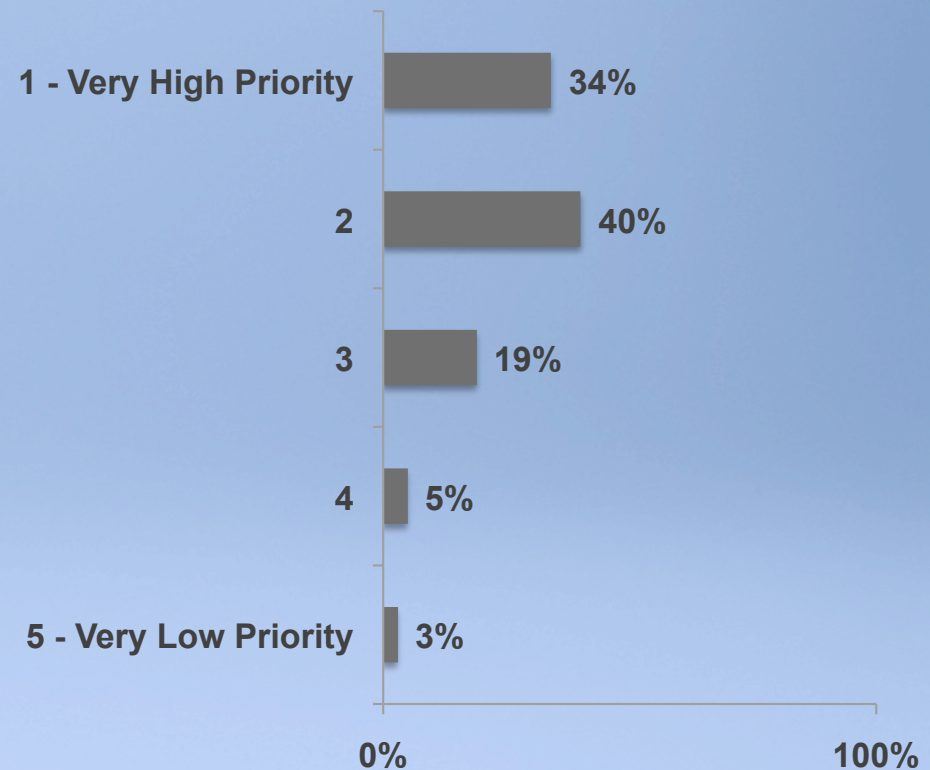
**Base:** Business decision-makers/influencers (N=1152)



## Priority not necessarily given to researching LGBT vendors

- Only one in three respondents (36%) give high priority to researching LGBT-owned/LGBT-friendly vendors for their companies

Priority Given in Researching LGBT-owned and/or LGBT-friendly vendors for Company



**Q14.** How much of a priority do you make researching LGBT-owned and/or LGBT-friendly vendors for your company?

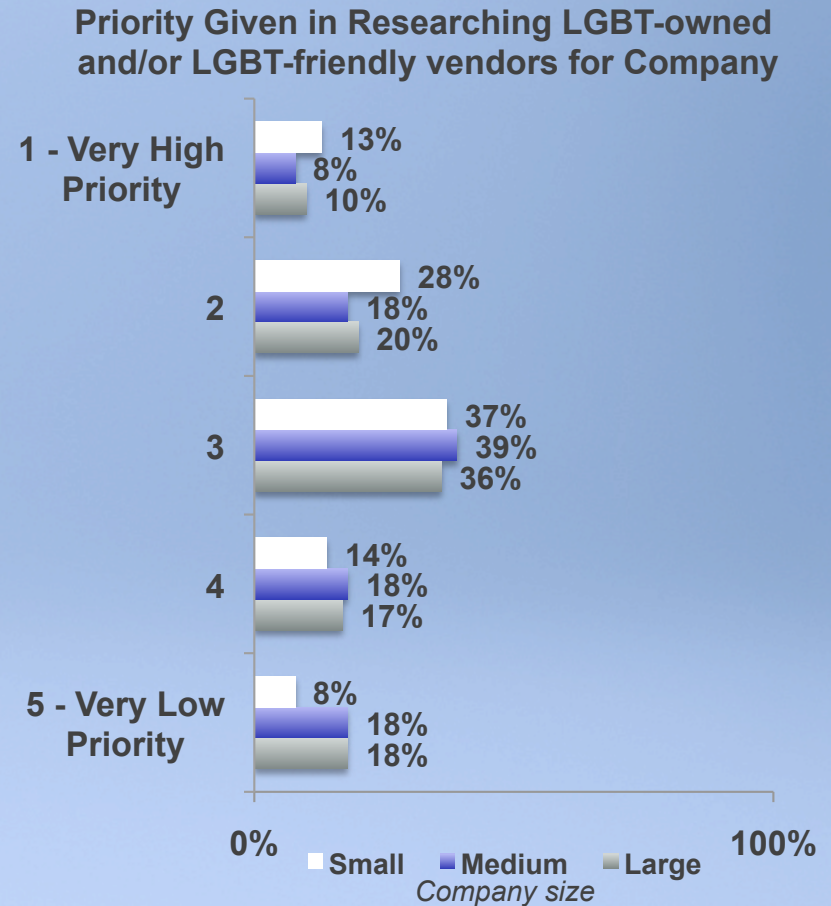
**Base:** Business decision-makers/influencers at small companies (N=670); medium-sized companies (N=258) and large companies (N=211)





## Researching LGBT vendors slightly higher priority among small companies

- Smaller companies slightly more likely to give high priority to researching LGBT-owned/LGBT-friendly vendors
- A sizable share -- nearly 40% of each business size group -- are neutral



**Q14.** How much of a priority do you make researching LGBT-owned and/or LGBT-friendly vendors for your company?

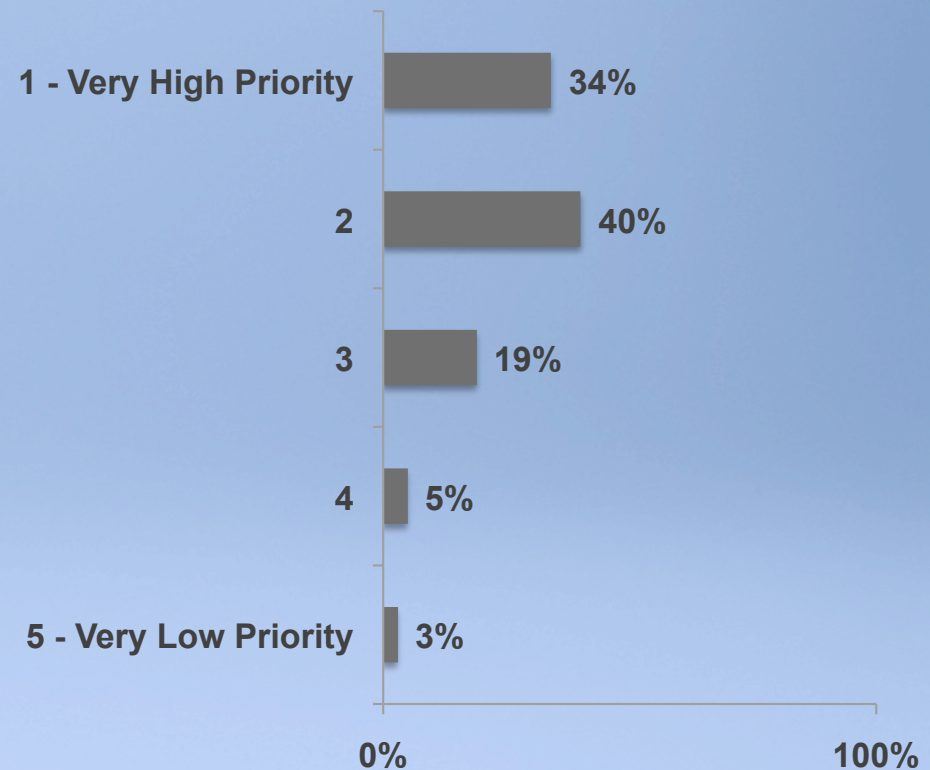
**Base:** Business decision-makers/influencers at small companies (N=670); medium-sized companies (N=258) and large companies (N=211)



## Still, priority given to select LGBT-owned/-friendly vendors

- Vast majority of owners (81%) give very high priority to select LGBT-owned/LGBT-friendly vendors, once identified, all else being equal
- Among all respondents, three-quarters (74%) give high priority to select them
- Lesbians more likely than gay men to give priority to select such vendors (43% give very high priority, compared with 31% of gay men)

Priority Given to Select LGBT-owned and/or LGBT-friendly Vendors, Once Identified (All Else Being Equal)



**Q15.** Once you have identified LGBT-owned and/or LGBT-friendly vendors, how much of a priority do you make to select them, all else being equal?

**Base:** Business decision-makers/influencers (N=1152)

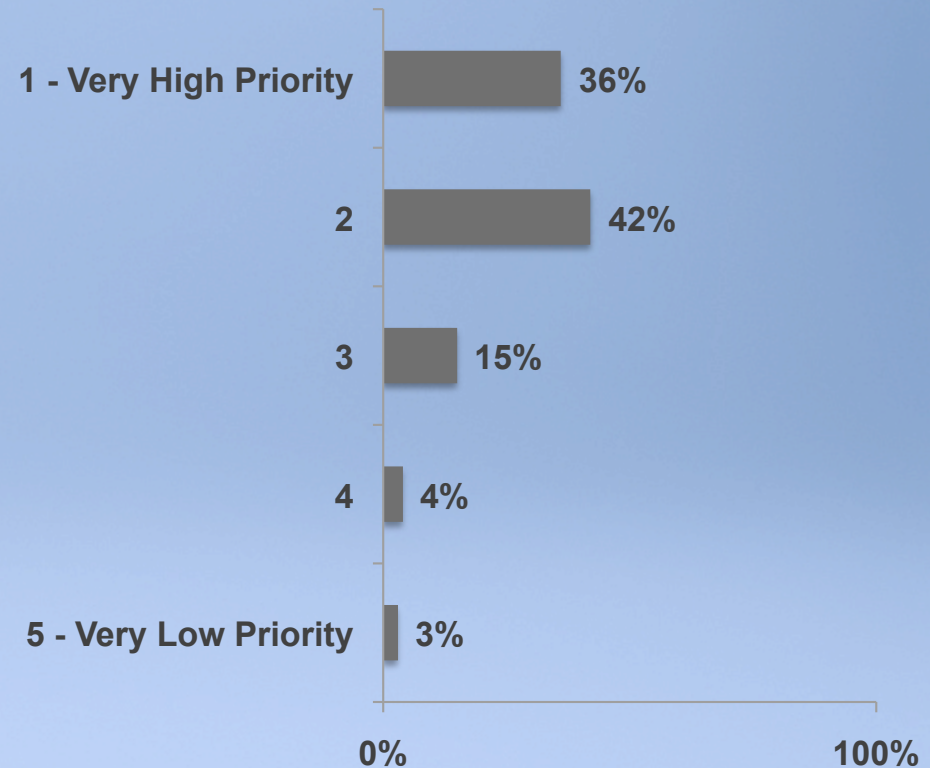




## Purchase decision likely to be influenced by knowing a company is LGBT-owned

- Four in five respondents (78%) say knowing a company is LGBT-owned or LGBT-friendly would influence their decision to purchase their products or services
- Lesbians more likely than gay men to have purchasing decision influenced by this characteristic (47% were extremely likely, compared with 33% of gay men)
- Nearly half of owners (again, 44%) are extremely likely to have purchase decision influenced by knowing a company is LGBT-owned/LGBT-friendly

Likelihood of Purchasing Decision Being Influenced by knowing a Company is LGBT-owned or LGBT-friendly



**Q15b.** Would knowing that a company is LGBT owned or LGBT friendly influence your decision to consider purchasing their products or services on behalf of your company?

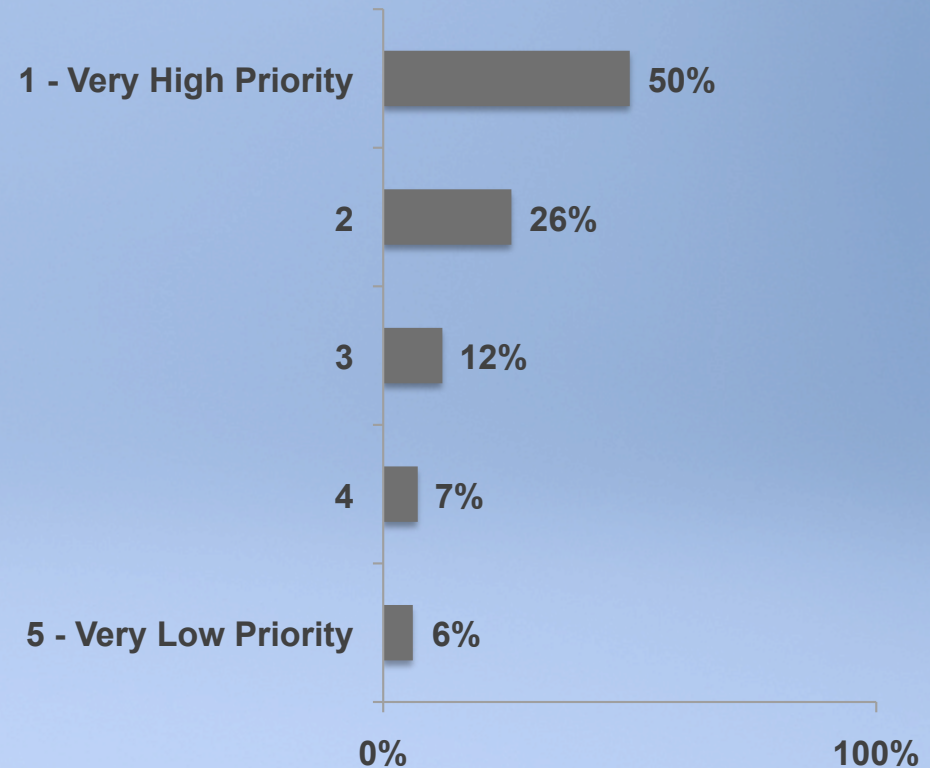
**Base:** Business decision-makers/influencers (N=1152)



## Most would stop purchasing from a company if they learned it were not LGBT-supportive/anti-LGBT

- Overall, three in four respondents (76%) are likely to stop purchasing from a company if they learned it were not LGBT-supportive or anti-LGBT
- Though both gay men and lesbians are likely to stop purchasing from such a company, lesbians are even more likely to stop purchasing (63% of lesbians extremely likely, compared with 46% of gay men)
- 62% of owners extremely likely to stop purchasing from a non-LGBT-supportive company

Likelihood of Stopping Purchasing From a Company is not LGBT-supportive or anti-LGBT



**Q15c.** If you learned that a company from which you purchase products or services at work is not LGBT supportive or anti-LGBT, how likely would you be to stop purchasing their products or services on behalf of your company?

**Base:** Business decision-makers/influencers (N=1152)





## Friends are top resource used to identify LGBT-owned businesses

### Resources Used in Past Year to Identify LGBT-owned or LGBT-friendly Businesses



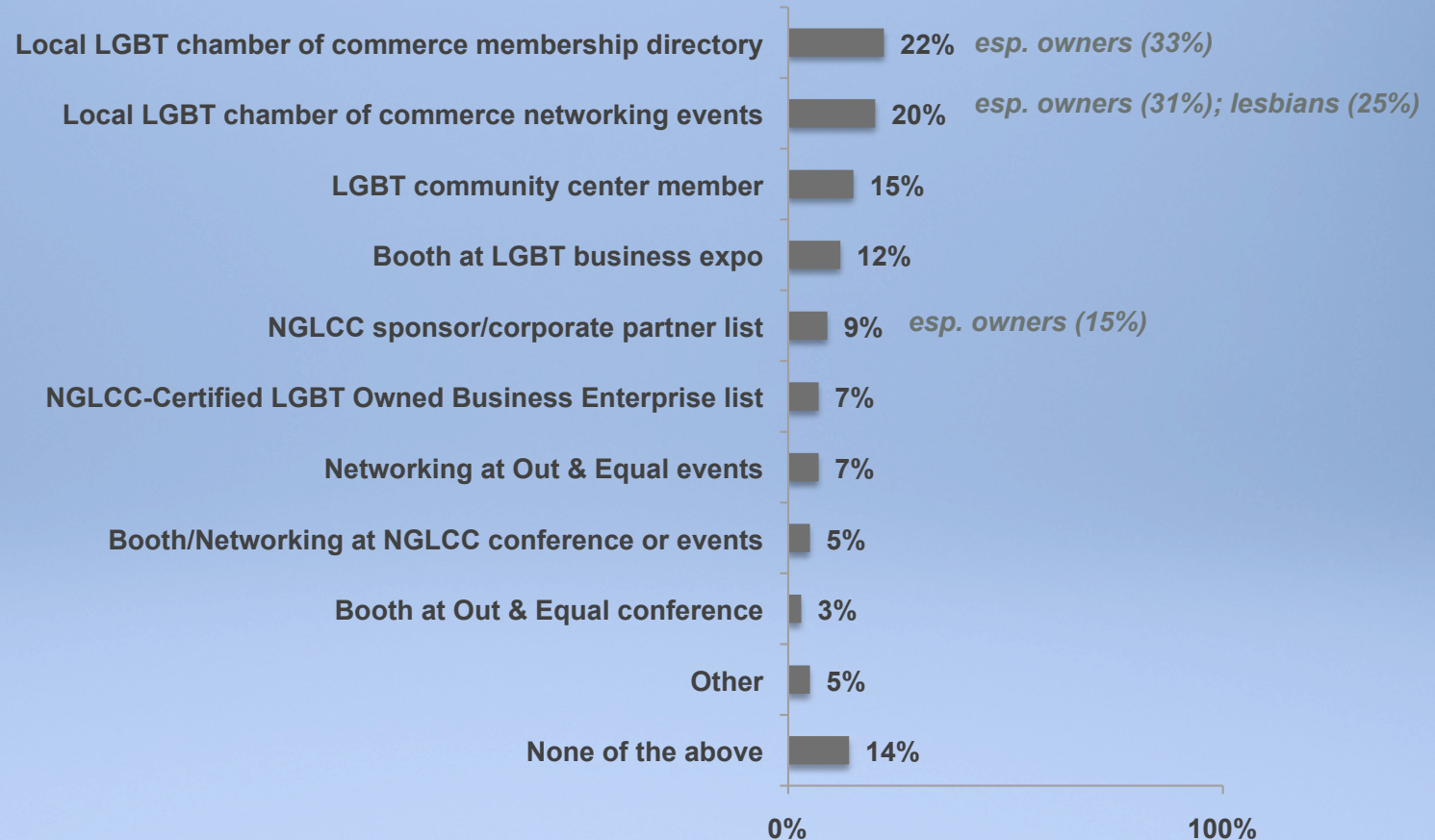
Q16. Which of the following resources have you used in the past year to identify LGBT-owned or LGBT-friendly businesses from which to purchase?

Base: Business decision-makers/influencers (N=1152)



## Many resources used to identify LGBT-owned/-friendly businesses

### Resources Used in Past Year to Identify LGBT-owned or LGBT-friendly Businesses



Q16. Which of the following resources have you used in the past year to identify LGBT-owned or LGBT-friendly businesses from which to purchase?

Base: Business decision-makers/influencers (N=1152)

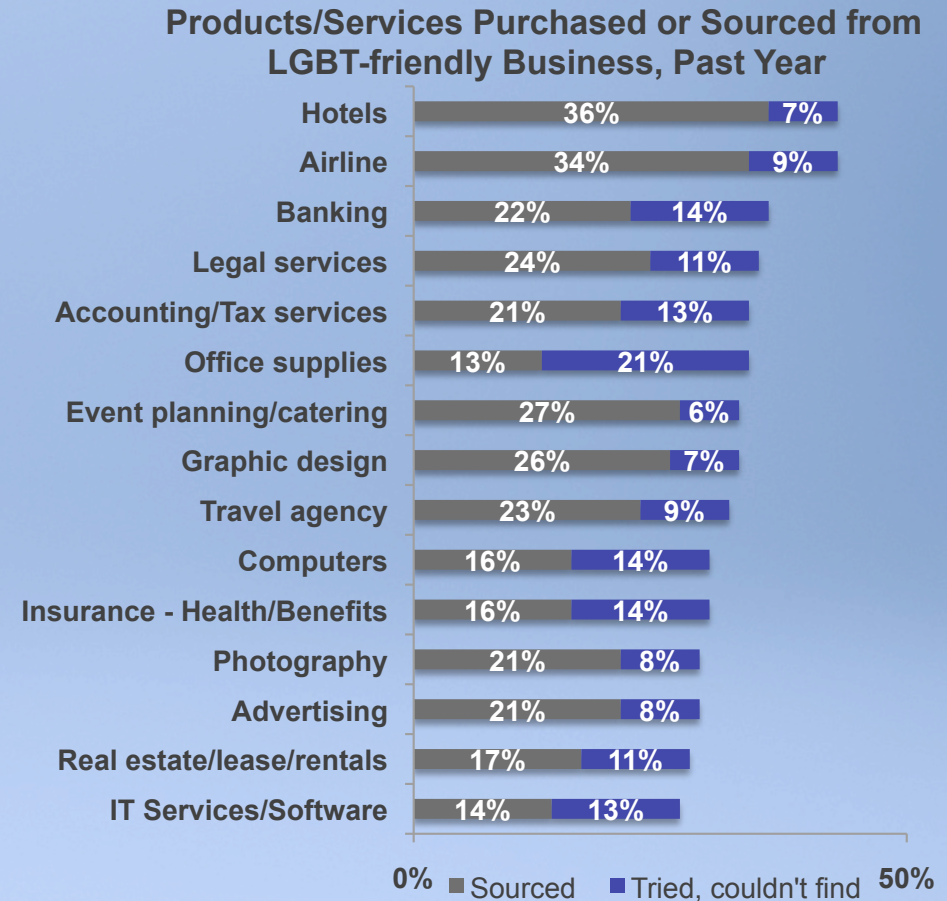




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## Most-purchased from LGBT-friendly business include hotels, airlines

- More than one-third have purchased items from an LGBT-friendly hotel or airline in past year
- **Office supplies**, in particular, have notable contingent who tried seeking an LGBT-friendly vendor but couldn't find one
- Other products/service types with a "gap" of respondents who sought, but couldn't find an LGBT-friendly vendor include **computers** and **insurance**



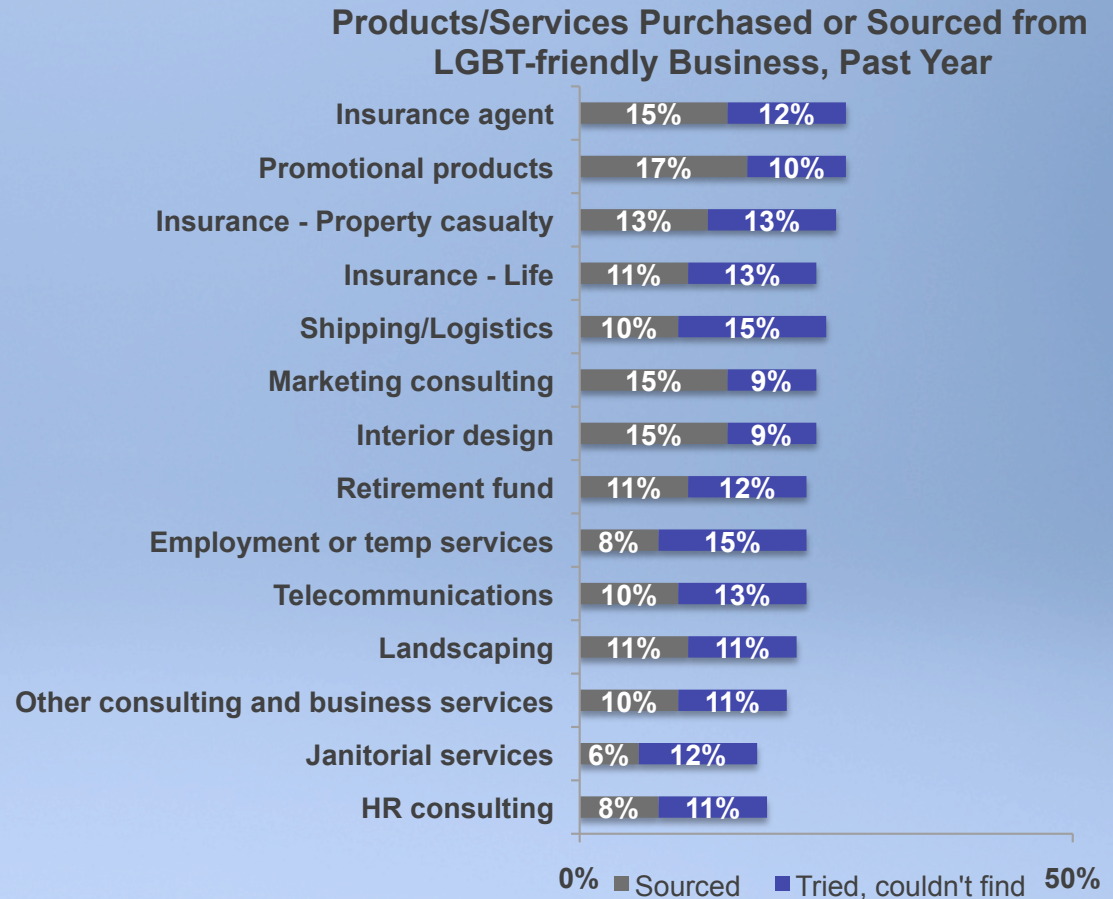
Q17. For the purchases you personally control, which products and services has your company done business with and/or sourced from LGBT-friendly vendors in the past year?

Base: Business decision-makers/influencers (N=1152)



## Demand exists for many types of LGBT-friendly businesses

- At least 1 in 5 respondents have sought or sourced LGBT-friendly vendors for services like shipping/logistics (25%), interior design (24%), landscaping (22%) and many others in past year



**Q17.** For the purchases you personally control, which products and services has your company done business with and/or sourced from LGBT-friendly vendors in the past year?

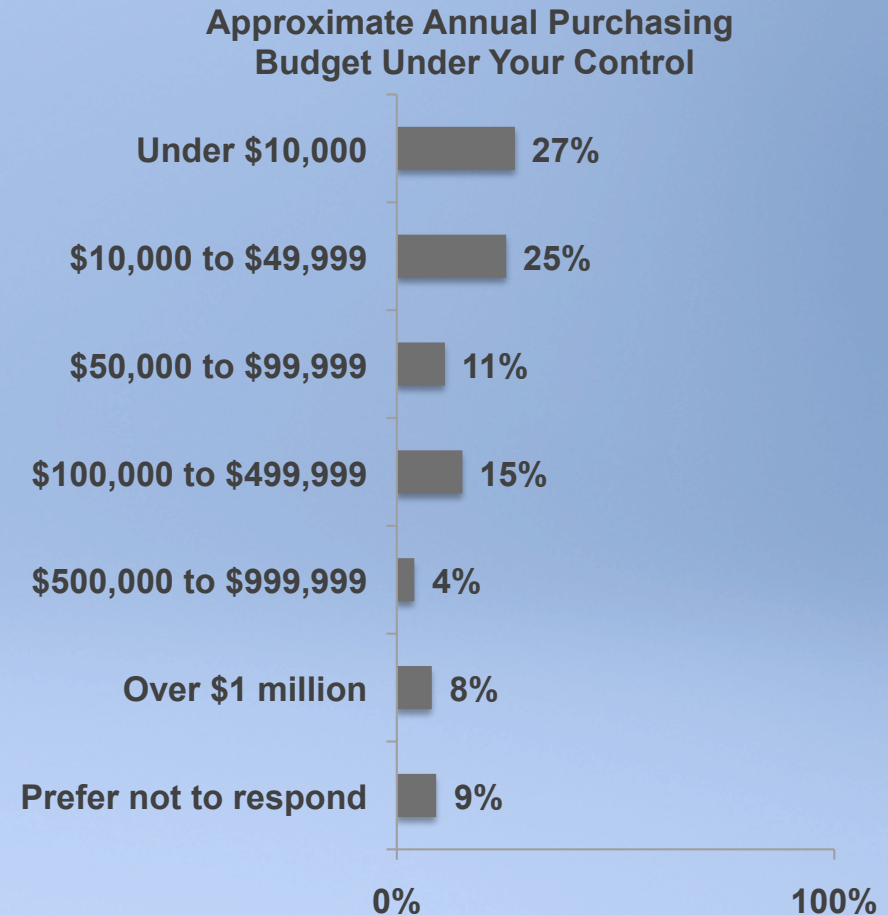
**Base:** Business decision-makers/influencers (N=1152)





## Wide range of annual budgets under immediate control

- Roughly half (52%) control an annual purchasing budget under \$50,000; though more than one-quarter (27%) of respondents control an annual budget of \$100,000 or more



Q18. What is the approximate annual budget under your control for purchasing products and services?

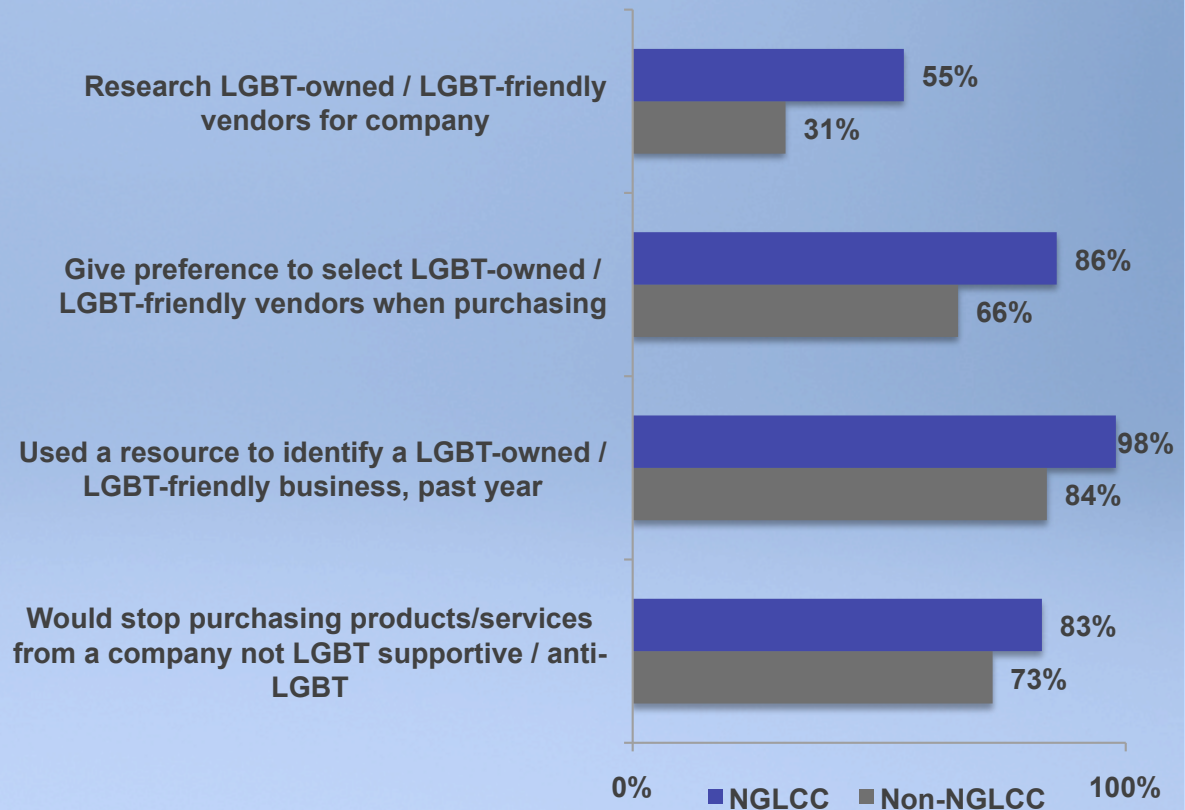
Base: Business decision-makers/influencers (N=1152)



## Spotlight on NGLCC Members: *Business Purchase Decisions*

- NGLCC members, compared with non-members, more likely to value LGBT-owned/LGBT-friendly businesses. NGLCC members are more likely to:
  - Source products from an LGBT-owned/LGBT-friendly vendor
  - Give preference to an LGBT-owned/LGBT-friendly vendor
  - Use resources to identify LGBT businesses
  - Stop supporting a company that is not LGBT-friendly

**Business Purchase Decisions of NGLCC-Involved Respondents:**  
*Selected Highlights*



**Base:** Respondents involved with NGLCC (N=182); respondents not involved with NGLCC (N=1159)





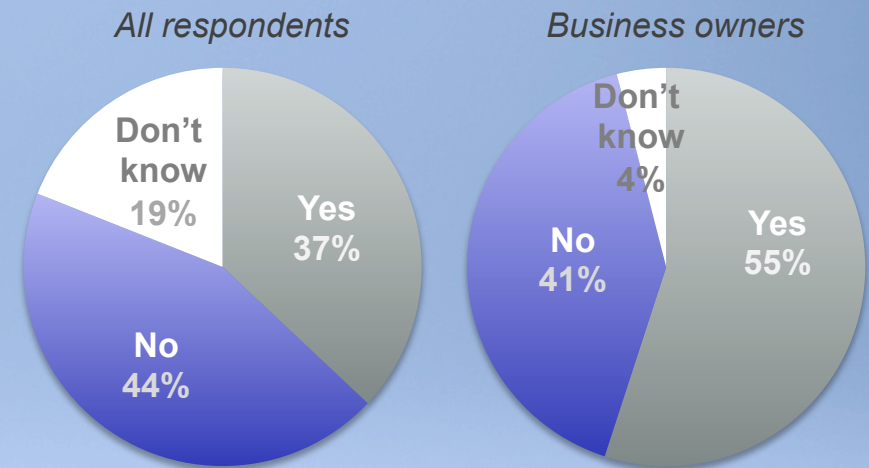
# Contributions to LGBT Causes



## One-third have contributed to pro-LGBT equality organizations

- In the past year, 37% of respondents' companies contributed financially to pro-LGBT pro-equality organizations
- Slightly more than half of business owners' companies (55%) contributed to pro-LGBT pro-equality organizations in past year (compared with 29% of non-owners)

In the last year, has your company contributed financially to pro-LGBT pro-equality organizations?



**Q26.** In the last year, has your company contributed financially to pro-LGBT pro-equality organizations that advocate for employee non-discrimination, health benefits tax equity, relationship recognition, and/or transgender wellness benefits?

**Base:** All respondents (N=1403); Business owners (n=463); Non-owners (N=940)

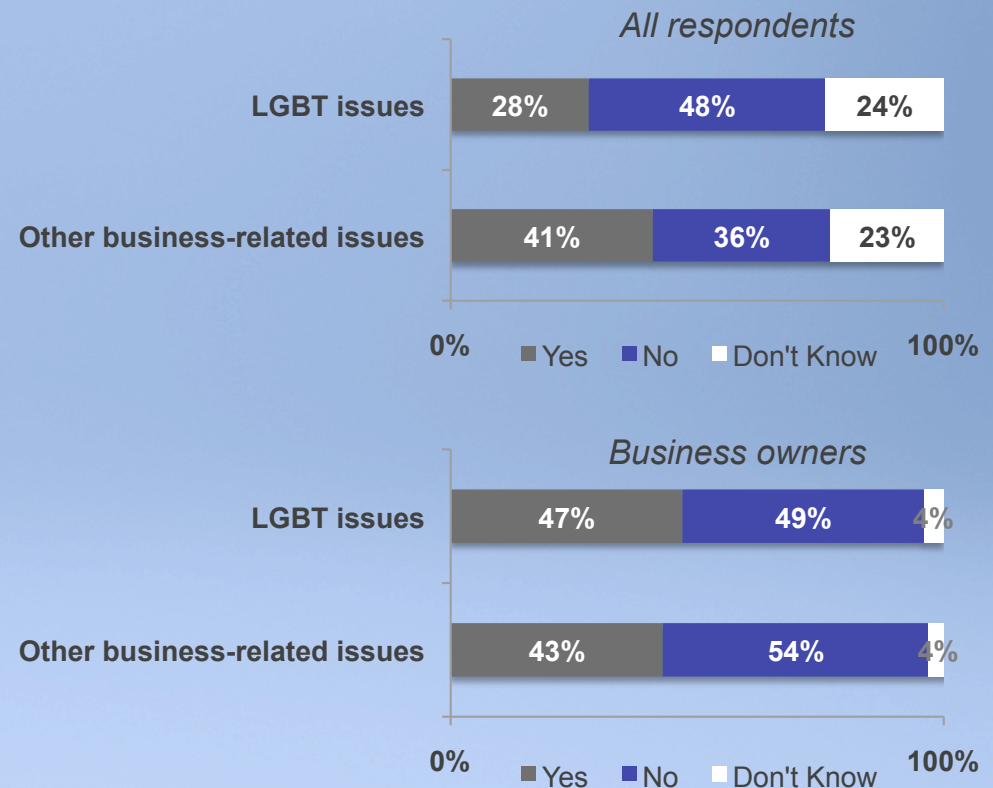




## One in four companies reach out to reps about LGBT issues

- In the past year, just more than one-quarter (28%) of companies had contacted state/local representatives about LGBT issues
- Companies slightly more likely to reach out about other business-related issues (41%)
- Lesbian respondents' companies more likely to contact representatives about LGBT issues (33% of companies, compared with 26% of gay men's companies)
- Nearly half of owners (47%) reached out to representatives about LGBT issues (compared with only 19% of non-owners)

In the last year, has your company contacted its state and/or local representatives to weigh in on issues of importance to your business?



**Q27.** In the last year, has your company contacted its state and/or local representatives to weigh in on issues of importance to your business?

**Base:** All respondents (N=1403); Business owners (n=463); Non-owners (N=940)

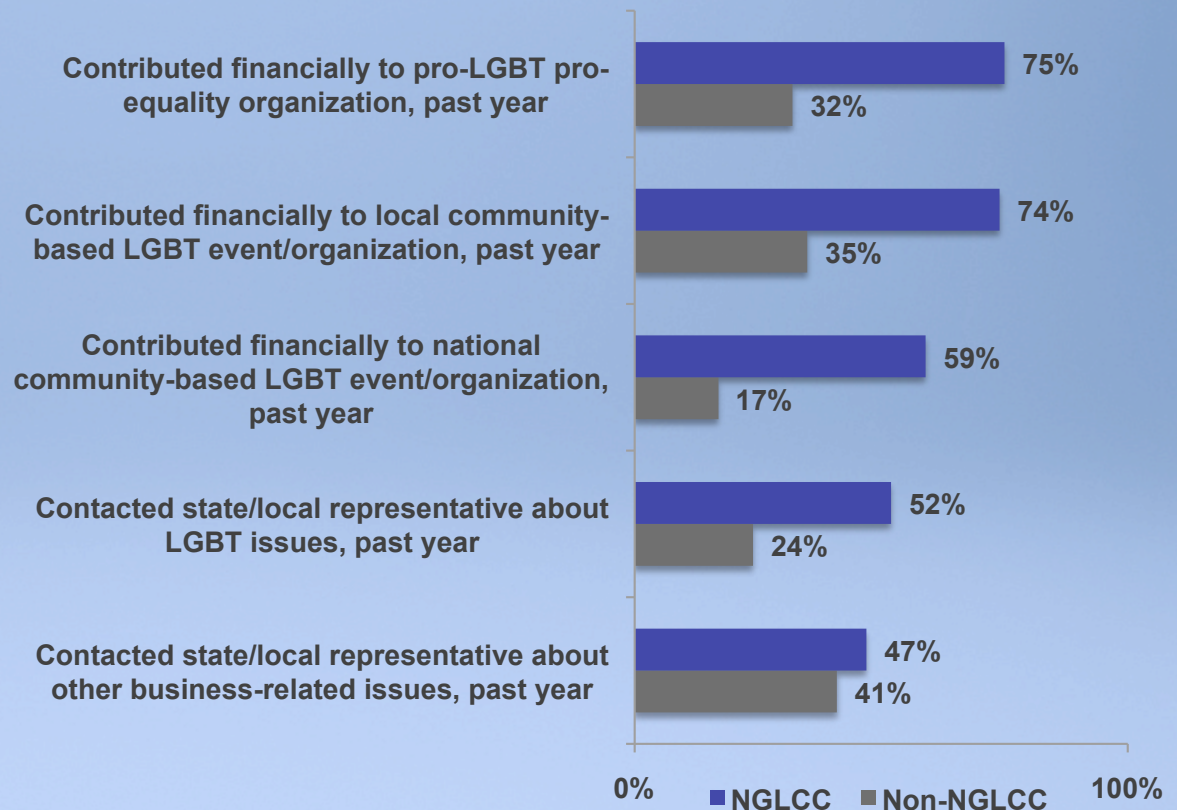


## Spotlight on NGLCC Members: *Contributions to LGBT Causes*

- NGLCC members, compared with non-members, are much more likely to:

- Contribute financially to pro-LGBT advocacy organizations
- Contribute financially to both local and national community-based LGBT events or organizations
- Contact state/local representatives regarding LGBT issues
- NGLCC members about just as likely non-members to contact state/local reps about other business (non-LGBT-related) issues

**Contributions to LGBT Causes by NGLCC-Involved Respondents:**  
*Selected Highlights*



**Base:** Respondents involved with NGLCC (N=182); respondents not involved with NGLCC (N=1159)





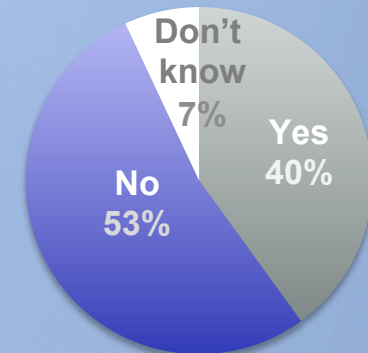
# Diversity/Sensitivity Training



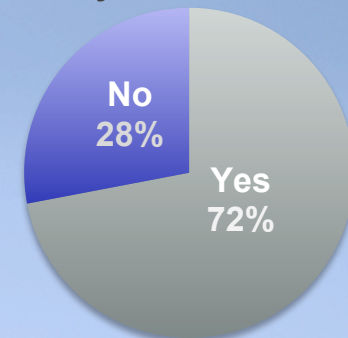
## Less than half of companies provide LGBT sensitivity training

- Only 40% of respondents said their company provides sensitivity/diversity training that includes LGBT issues
- Among those whose companies offered such training, 72% took it
- Owners' companies slightly less likely to offer such training (33%, compared with 43% for non-owners' companies) – perhaps because owners reflected smaller companies (in general), which may also have fewer financial/human resources than larger companies
- Responses from NGLCC members varied very little

Does your company provide sensitivity/diversity training that includes LGBT issues?



If so, did you take the training?



**Q29.** Does your company provide sensitivity or diversity training that includes LGBT issues?

**Base:** All respondents (N=1403)

**Q30.** Did you take the training?

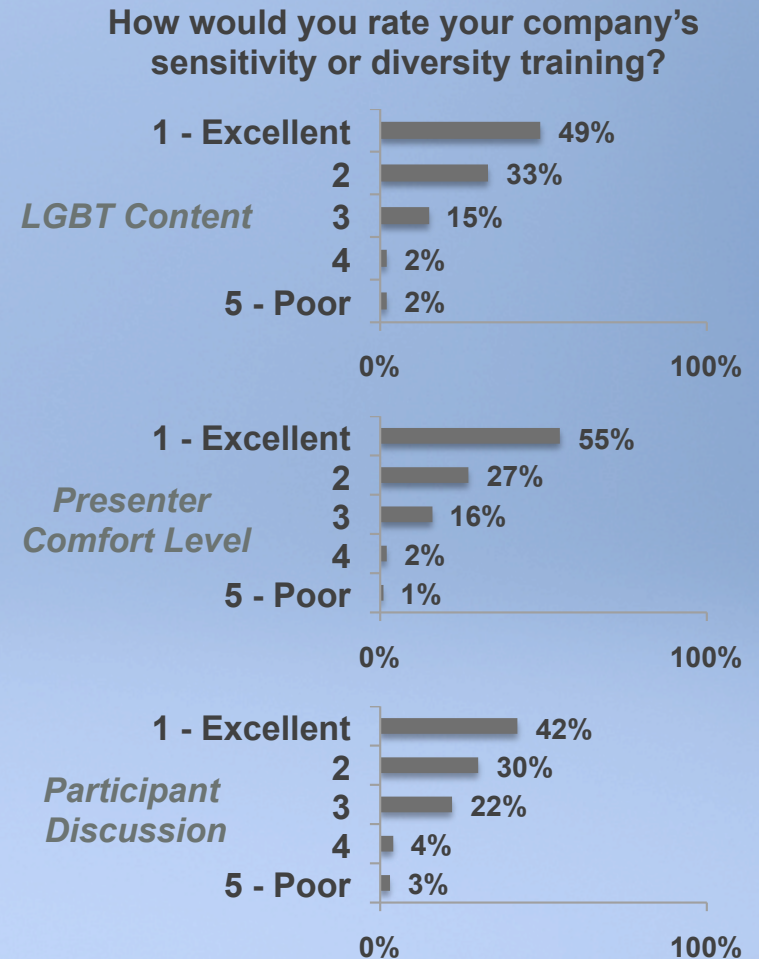
**Base:** Respondents whose company provides sensitivity/diversity training including LGBT issues (N=662)





## Most participants of diversity training rate it highly

- Overall, about three-quarters of participants rate their company's sensitivity/diversity training highly for its LGBT content, presenter comfort level and participant discussion
- Of three aspects of training tested, participant discussion least likely to be rated as "excellent"
- Overall, lesbians' perceptions of their company's sensitivity/diversity training were more favorable (on all three aspects) than those of gay men
- Ratings of company trainings from NGLCC members varied very little from non-members; participation rates also comparable



Q31. How would you rate your company's sensitivity or diversity training?  
Base: Respondents who took their company's sensitivity/diversity training (N=465)



# LGBT Employee Recruitment



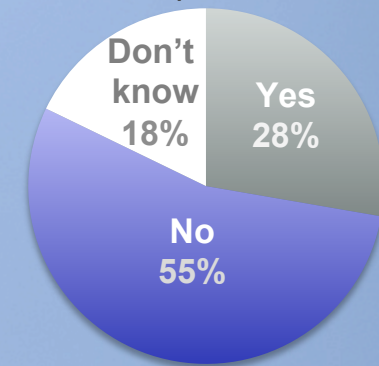


## One in four companies make dedicated outreach to LGBT employment prospects

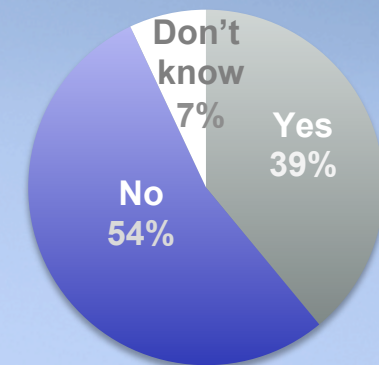
- Only 28% of all respondents' companies make dedicated outreach to attract LGBT employment prospects
- 39% of owners' companies make dedicated outreach to LGBT prospects (compared with 22% of non-owners)

Does your company make dedicated outreach to attract LGBT employment prospects?

*All respondents*



*Business Owners*



**Q33a.** Does your company make dedicated outreach to attract LGBT employment prospects?

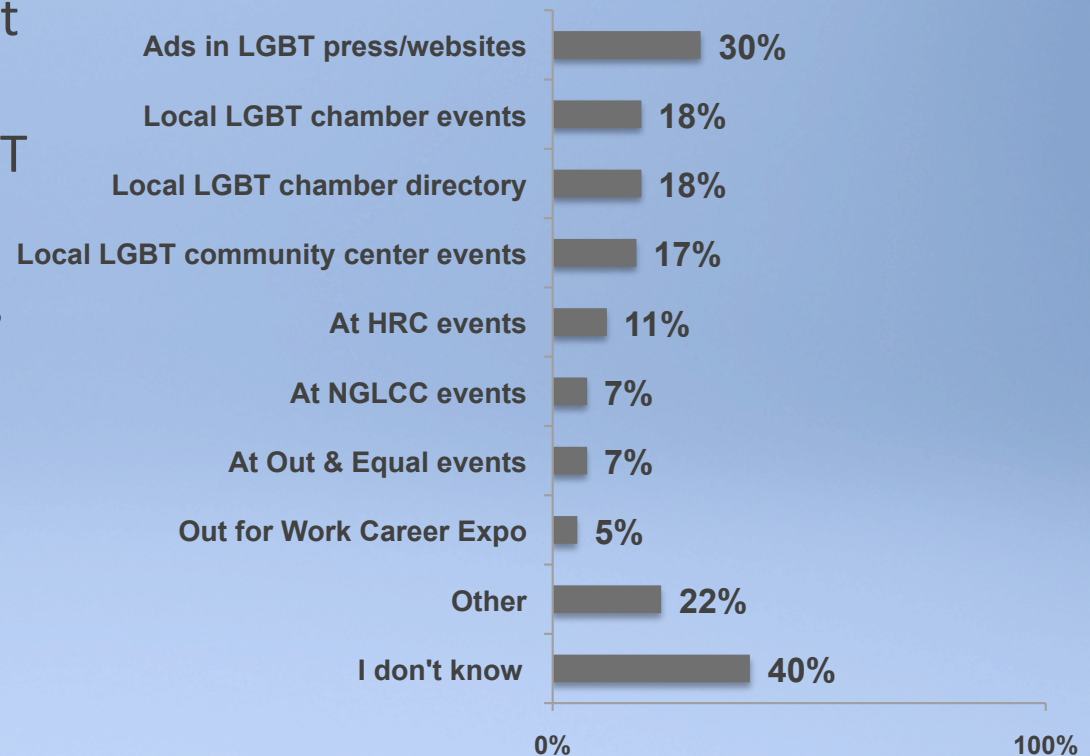
**Base:** All respondents (N=1403); Business owners (N=463); Non-owners (N=940)



## No single way of making outreach to LGBT employment prospects

- Companies who did make dedicated outreach to attract LGBT employment prospects used a variety of means to do so; most frequently via ads in LGBT press/media
- Owners more likely than non-owners to recruit LGBT employees via chamber events, chamber directory, community center events
- Owners slightly less likely than non-owners to make outreach via Out & Equal events, Out for Work Career Expo

How does your company make dedicated outreach to attract LGBT employment prospects?



**Q33b.** How does your company make dedicated outreach to attract LGBT employment prospects?

**Base:** Respondents whose companies make dedicated outreach to LGBT employment prospects (N=638)

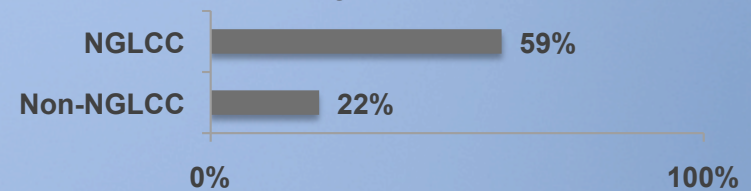




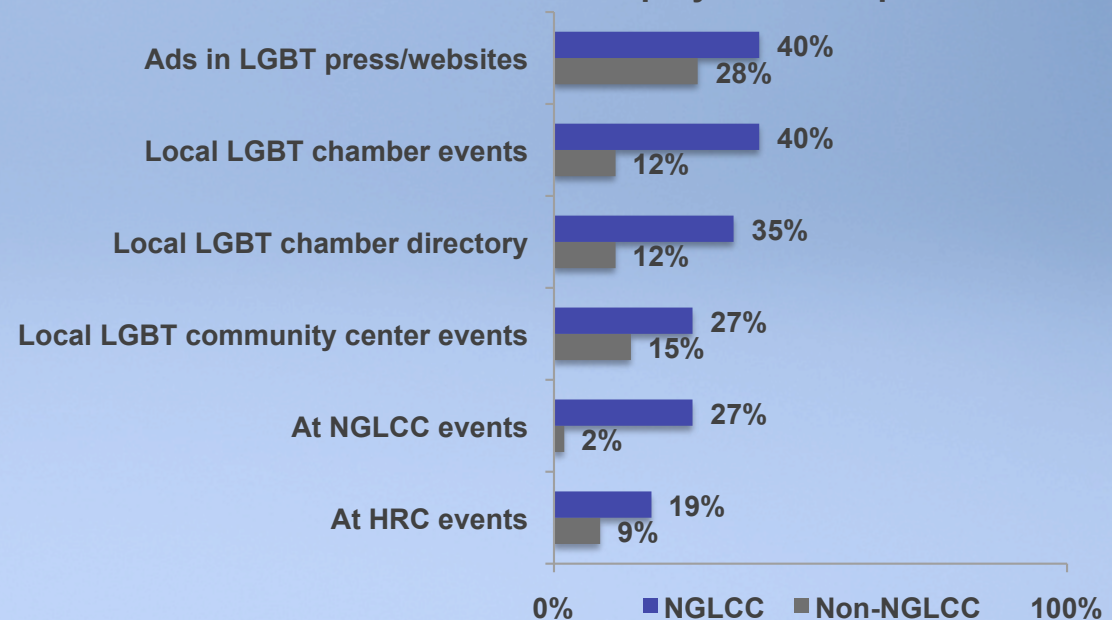
## Spotlight on NGLCC Members: *LGBT Employee Recruitment*

- NGLCC members, compared with non-members, are much more likely to make dedicated outreach to LGBT employment prospects
- Even among all companies who make outreach to LGBT employment prospects, NGLCC members are still more likely to use each method of attracting them

### Make Dedicated Outreach to Attract LGBT Employment Prospects



### Primary Methods of Outreach to Attract LGBT Employment Prospects



Base: Respondents involved with NGLCC (N=182); respondents not involved with NGLCC (N=1159)



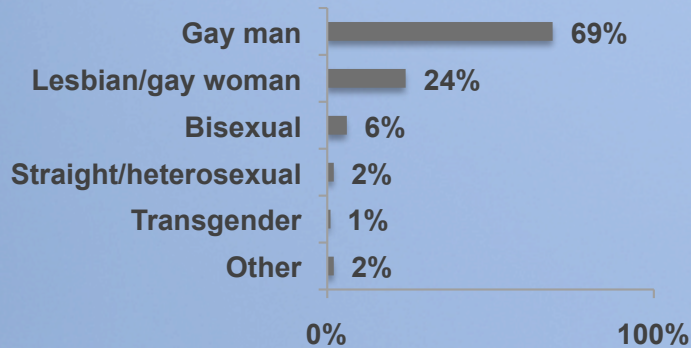
# Respondent Demographics



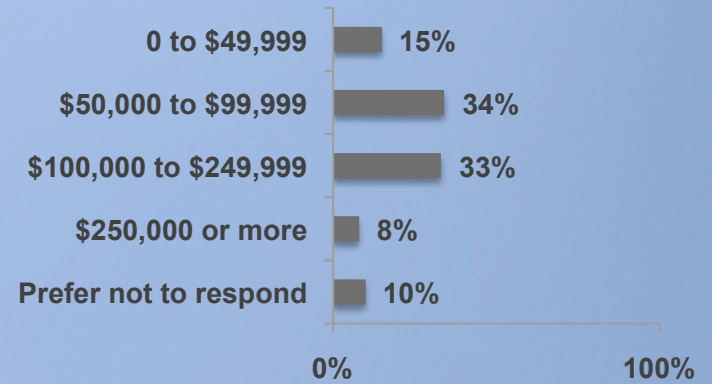


## Respondent Demographics

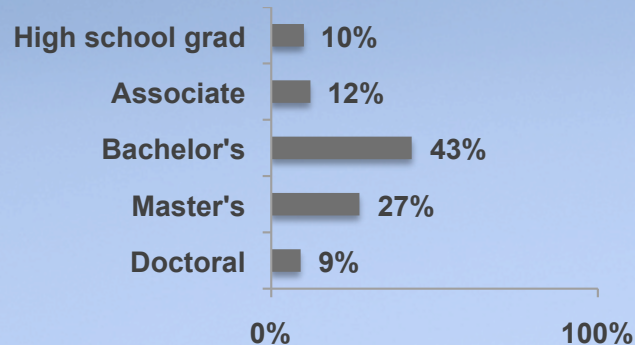
### Sexual Orientation



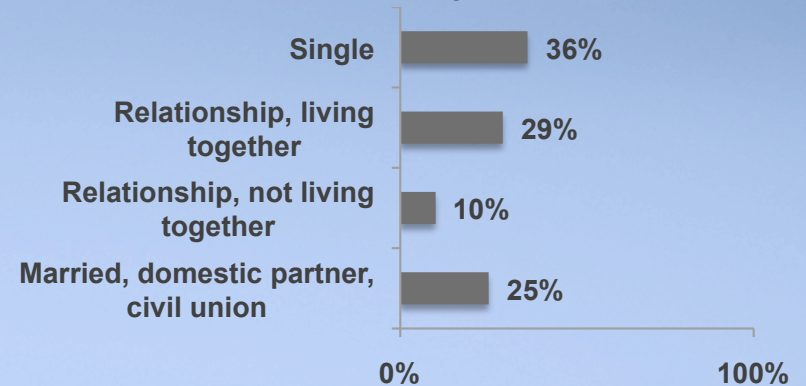
### Income



### Education



### Relationship Status



Base: All respondents (N=1403)



## Recommendations

### ■ INCREASE REACH

- a) Findings show that while NGLCC has strong brand awareness among membership, there are opportunities for expanding its member base.
- b) There is significant opportunity for large business enterprises and corporations actively purchasing from and seeking business with LGBT owned companies to increase these efforts around purchasing, recruitment, and overall engagement with the LGBT business community.
- c) There is opportunity for companies not yet engaging with the LGBT business community to increase market share and brand awareness by including LGBT business in their diverse supplier programs and purchasing processes.
- d) There is opportunity for the NGLCC and its corporate partners to work collaboratively to increase awareness and participation in LGBT supplier diversity certification.





## Recommendations

### ■ INCREASE IMPACT

- a) Both small businesses and large corporations have the opportunity to increase their financial support for LGBT equality organizations.
- b) Both small businesses and large corporations have the opportunity to impact public policy decisions around LGBT equality measures on both the local and national scale.
- c) LGBT businesses have the opportunity to increase their contracting with other LGBT businesses by seeking out one another.
- d) Corporations have the opportunity to increase financial impact in the LGBT community by purchasing goods and services from certified LGBT owned companies.





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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 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 50,000 LGBT consumers; strategic consulting; marketing planning; media buying; and marketing plan 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, you’ll find markets for 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 since 1992, “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 include:**

- ABSOLUT (Pernod Ricard)
- Bridgestone Corporation
- Cirque du Soleil
- Chicago History Museum
- Chubb Insurance Group of Companies
- E. & J. Gallo Winery / Barefoot Wines
- Ernst & Young
- Greater Philadelphia Tourism Marketing Corporation
- Harrah’s Entertainment
- Hyatt Hotels & Resorts
- Japan Air Lines
- Japan National Tourism Organization
- LA, Inc.
- MillerCoors Brewing Company
- New York Life
- NYC & Co.
- Starwood Hotels & Resorts
- Switzerland Tourism
- Travelocity
- U.S. Government (Census Bureau)
- U.S. Government (Housing & Urban Development)
- Wells Fargo Bank

*And many others*

# 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.

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## 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 50,000 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.*

continues...



## 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.

# 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 **50,000** LGBT consumers. We've partnered with media outlets and LGBT-oriented organizations and events throughout the country and around the world to recruit our qualified panel that's 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, New York Life, 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](http://www.communitymarketinginc.com).

**50,000+**

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!*