CMI Community Marketing & Insights
Community Marketing, Inc.

Today's LGBT Household:

Modern Family meets the New Normal

Two Mommies, PFLAG Parents and... Fido Makes a Family

Thomas Roth & David Paisley

Community Marketing & Insights

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About us:

- San Francisco-based global company, LGBT Owned/Operated, founded in 1992, serves clients throughout the USA, Canada, Europe, Asia and Australia.
- 20+ 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, Prudential Financial, ABSOLUT Vodka, MillerCoors Brewing Co., Gallo Wineries, Hyatt Hotels, Starwood Hotels, Canadian Tourism Commission, Japanese National Tourism Organization, Stockholm Tourist Board, Travelocity , Target Brands, American Cancer Society, the U.S. Government (Census Bureau and HUD) *and many more…*

Research, development, communications and marketing strategies.
Proudly serving industry leaders since 1992

Some of CMI's LGBT Tourism Research, Education & Marketing Clients

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Beyond Tourism: LGBT Research & Consulting for...

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CMI's 6th Annual LGBT Community Survey® is one of the most comprehensive studies available focusing on LGBT consumers.

Who Did We Talk To?

- Over 45,000 total respondents representing LGBTs in 148 countries
- This report focuses on U.S. data for more than 10,000 self-identified gay men and 2,000 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 2012
- 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 200+ 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.

What constitutes an LGBT Household?

LGBT Households: Composition (courtesy of Prudential Financial)

How many children do you have under age 18 for whom you a financially responsible?

LGBTs	**15%**
Lesbians	**23%**
Gay Men	**7%**

And 60% of Gen Y study participants are parents or plan to have children

Complete study can be found at www.prudential.com/lgbt

Other CMI research finds approximately 20% of lesbians and 5% of gay men have children under 18 living in the home

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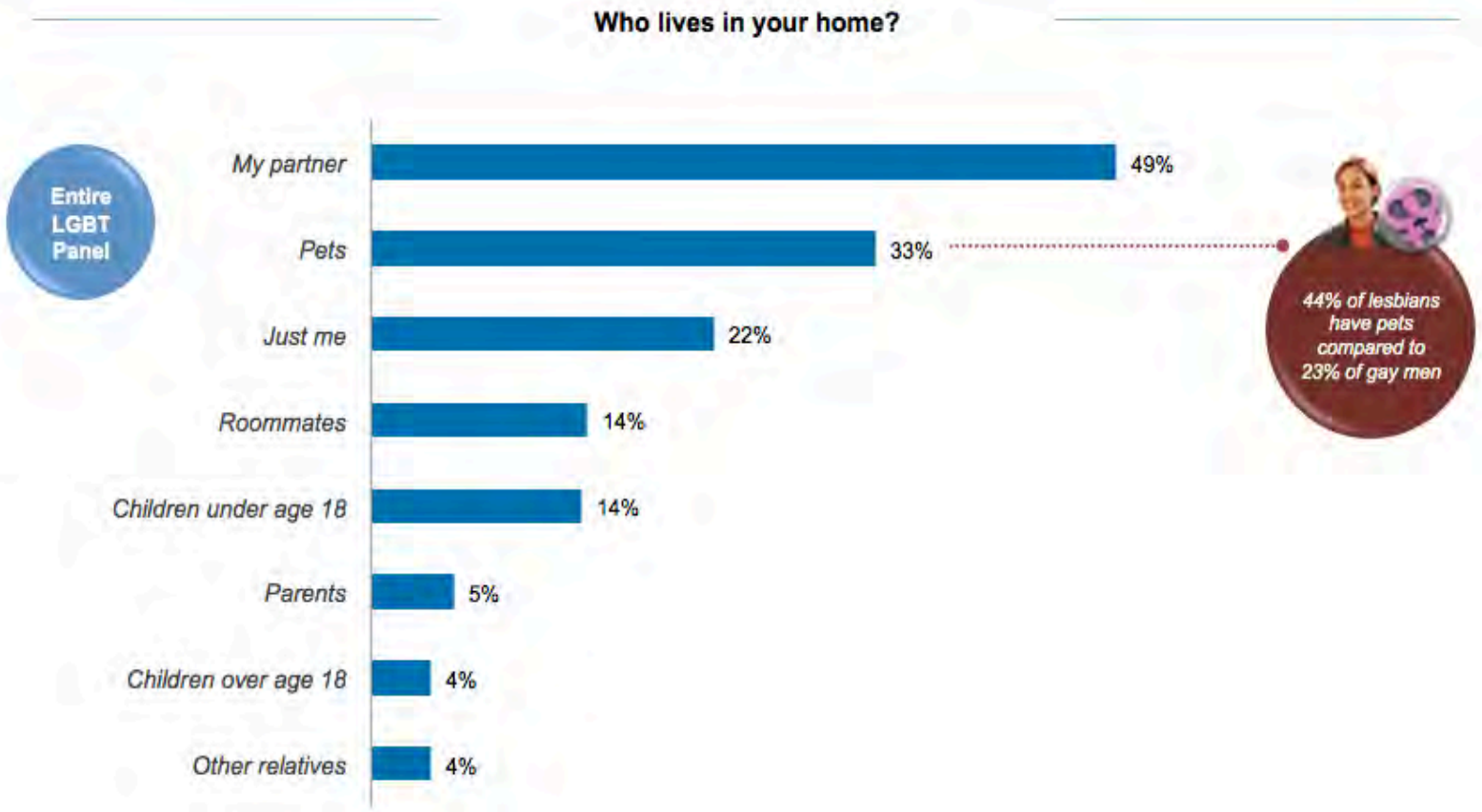
Base: n=1,401 total sample

“Family” is more than just children: Only 22% live alone

LGBT Family Life includes children, pets, parents and roommates. Only 22% live alone.



LGBT Households: Composition (courtesy of Prudential Financial)

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Base: n=1,401 total sample

LGBT Family v.1
Kids in the Home

As consumer product purchasers, LGBT parents tend to be between age 35-55

Gay and Lesbian Parents
(with Children under 18)

Gay Male Parents

Lesbian Parents

35%	**Age 35-44**	42%
71%	**Age 35-55**	71%

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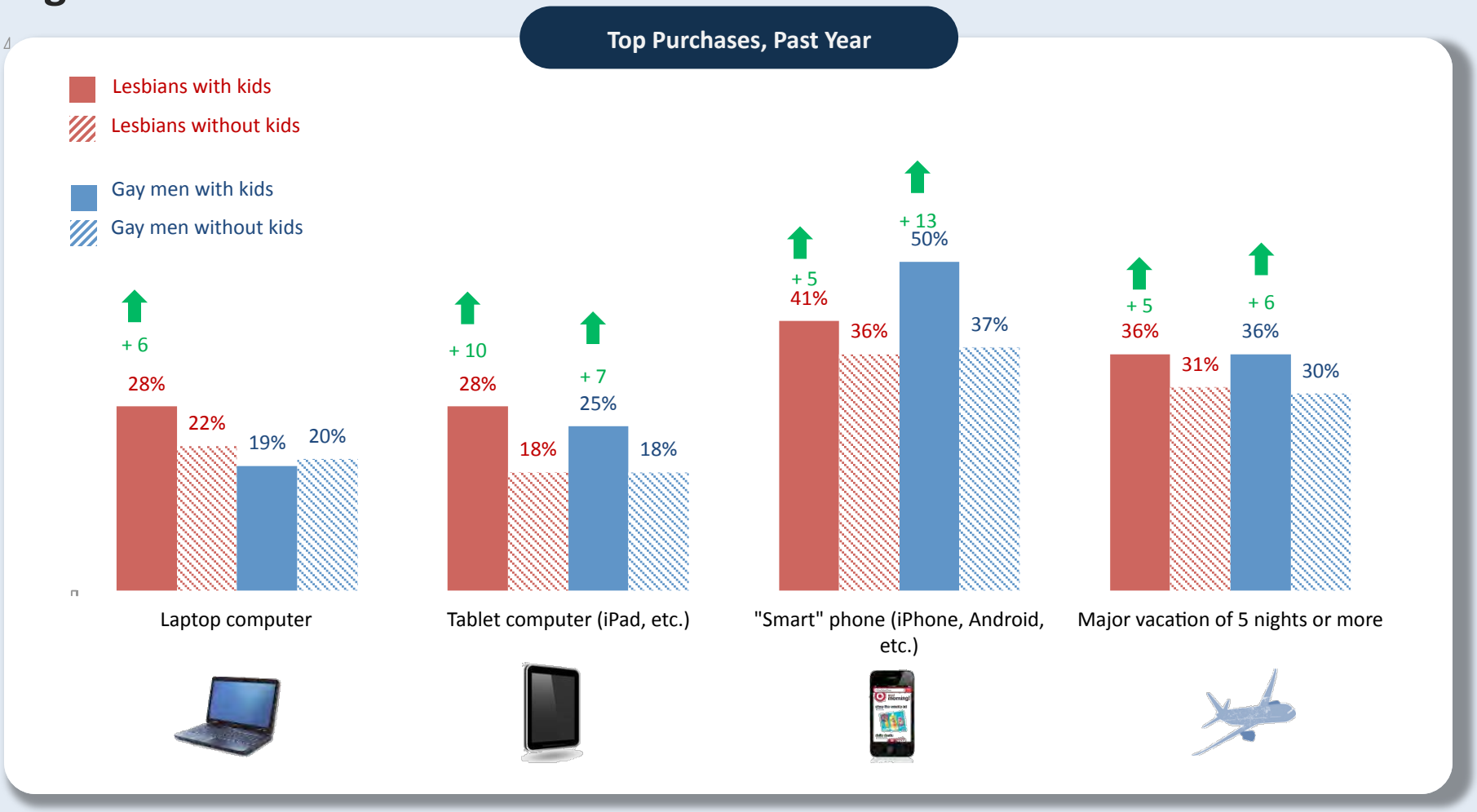
Base: 2012 Gay Men n=252; Lesbians n=335
Results from 6th Annual LGBT Community Survey

Lesbian and gay men with children purchase more consumer products than those without children including at least one major vacation of 5 nights or more.



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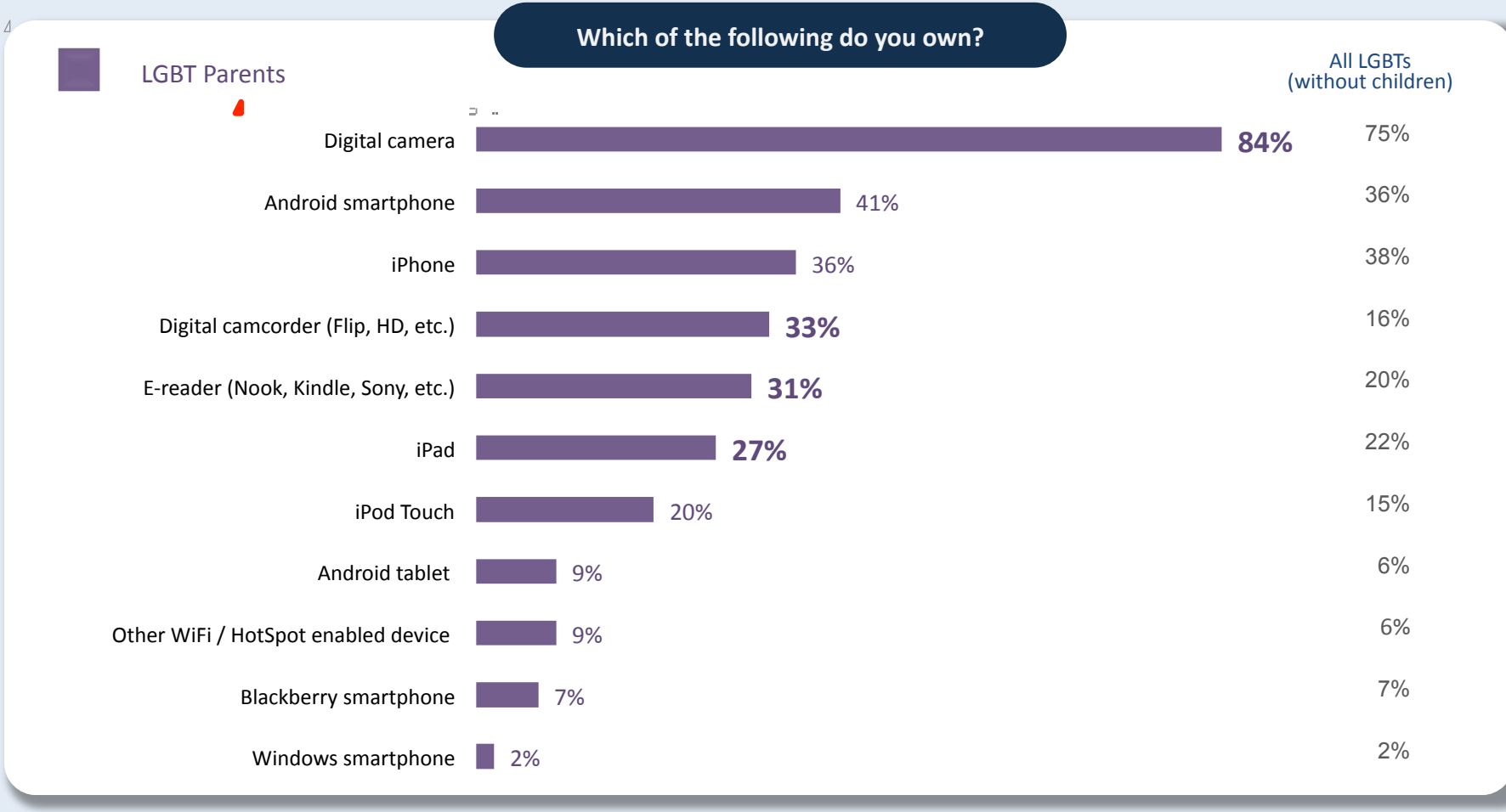
**CMI defines kids as children under 18 living at home.*

Bases: Gay Men with Kids n=252; Gay Men w/o Kids=14,226; Lesbians with Kids n=335; Lesbians w/o Kids n=2,639

Results from CMI's 6th Annual USA LGBT Community Survey, now available for download.

Technology Ownership

- LGBTs are known early adopters of technology; but LGBT parents are even *more so*.



CMI Community Marketing & Insights
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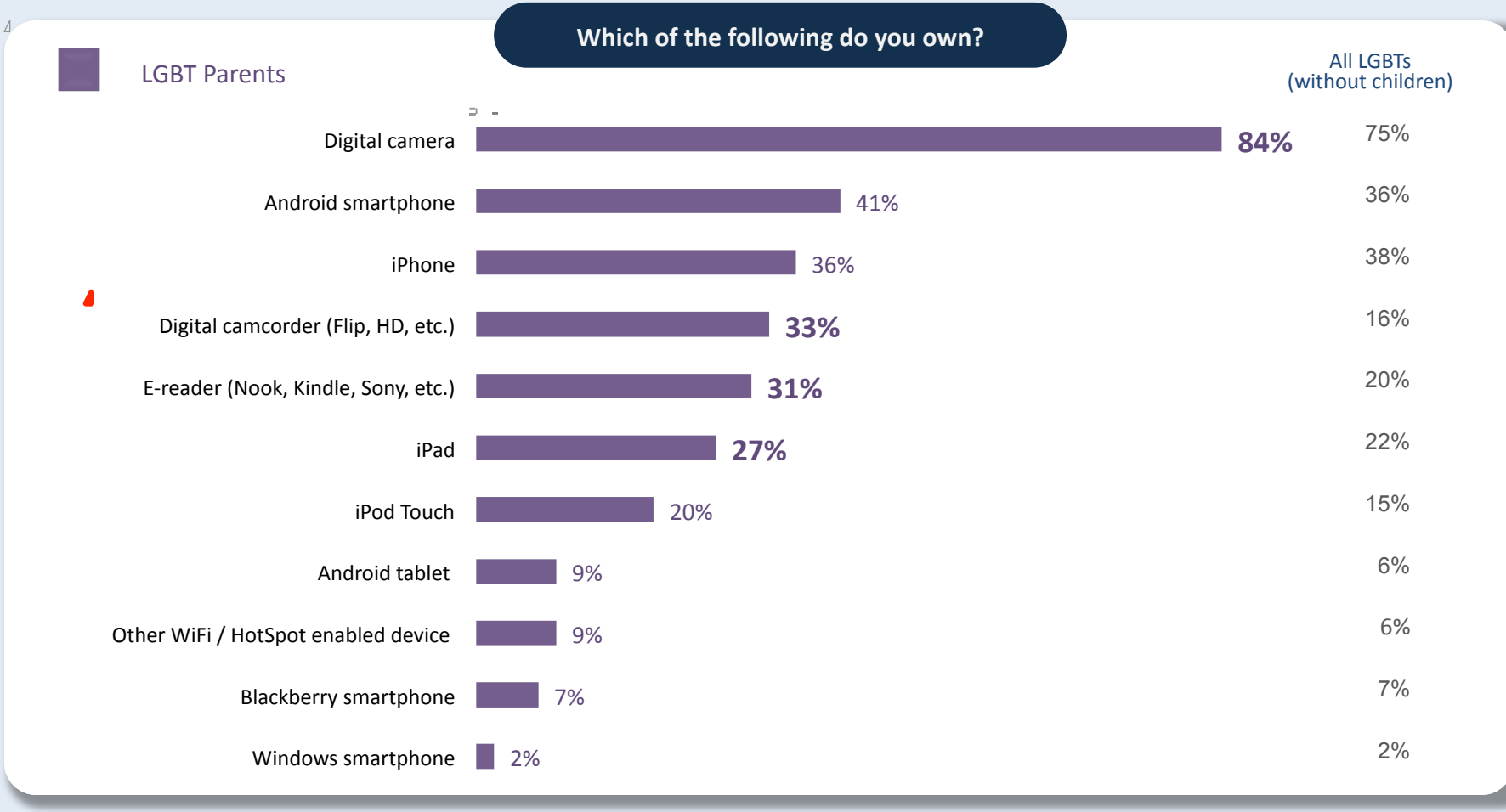
Base: LGBT Parents n=730; All LGBTs Without Children n=18,375
Results from CMI's 6th Annual USA LGBT Community Survey, now available for download.

Technology Ownership

- LGBTs are known early adopters of technology; but LGBT parents are even *more so*.



CMI Community Marketing & Insights
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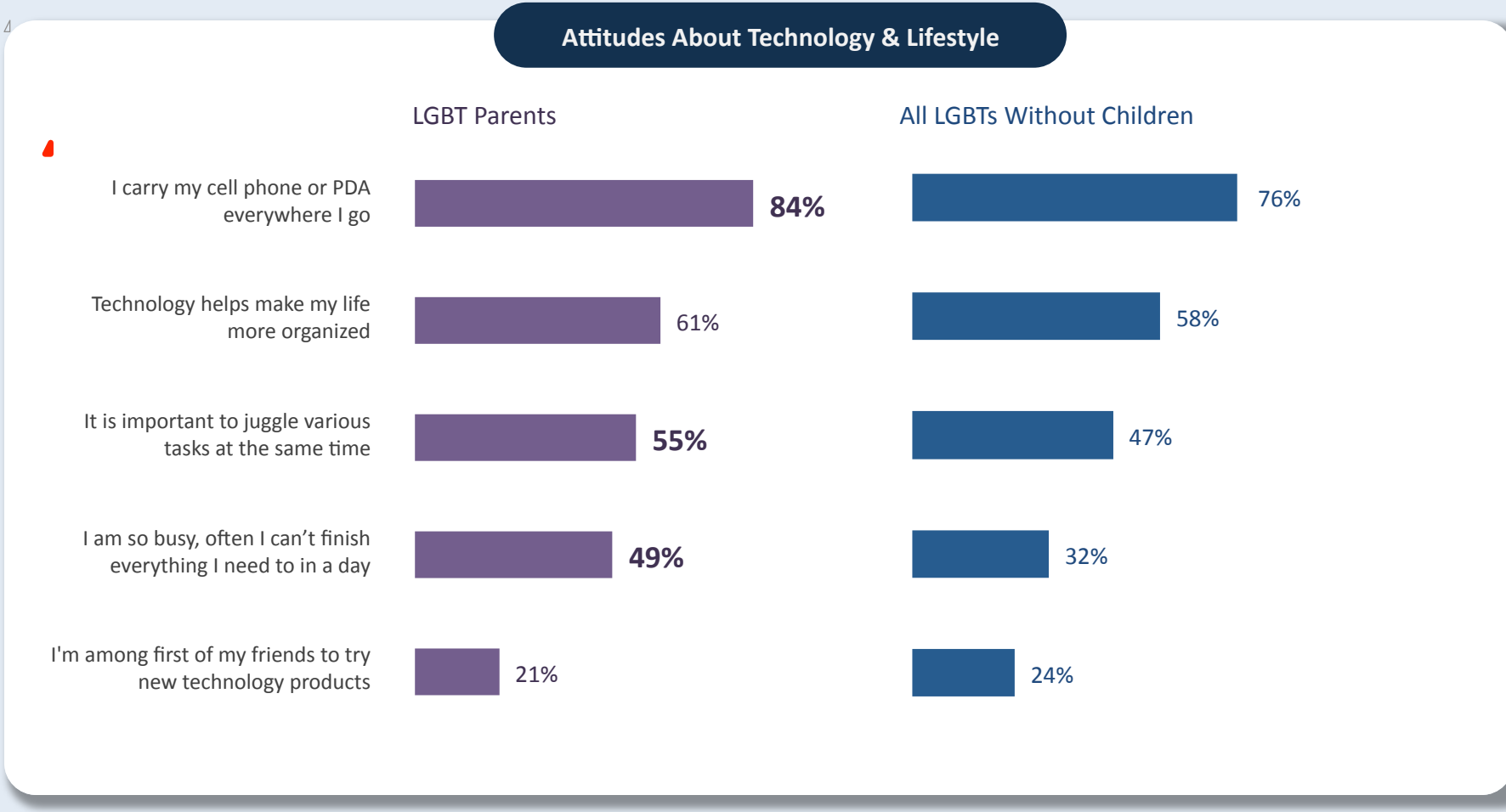
Base: LGBT Parents n=730; All LGBTs Without Children n=18,375
Results from CMI's 6th Annual USA LGBT Community Survey, now available for download.

Technology & Lifestyle

- LGBT parents are even more likely to use technology to organize their hectic lives.



CMI Community Marketing & Insights
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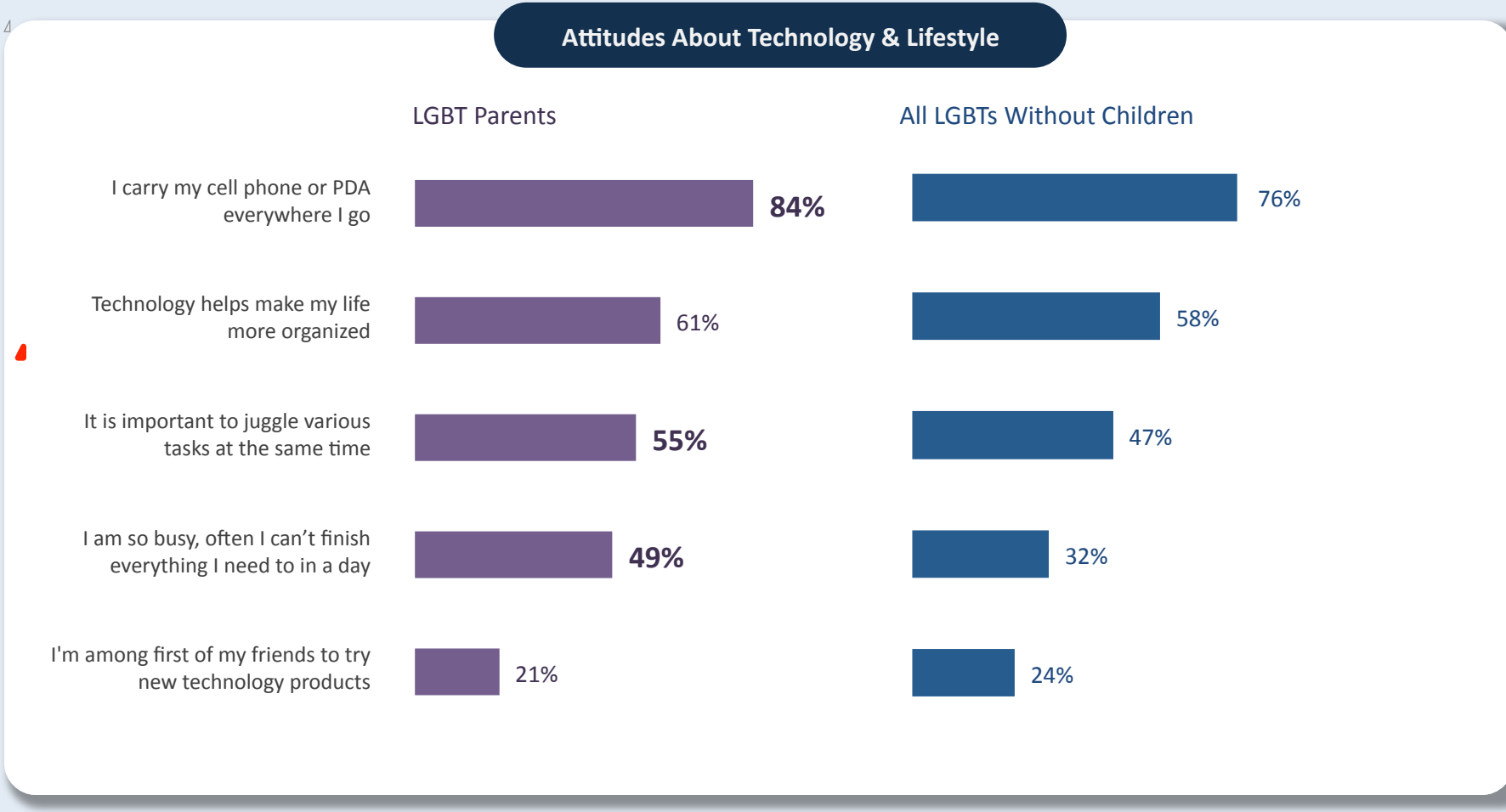
Base: LGBT Parents n=730; All LGBTs Without Children n=18,375
Results from CMI's 6th Annual USA LGBT Community Survey, now available for download.

Technology & Lifestyle

- LGBT parents are even more connected to technology than other LGBTs



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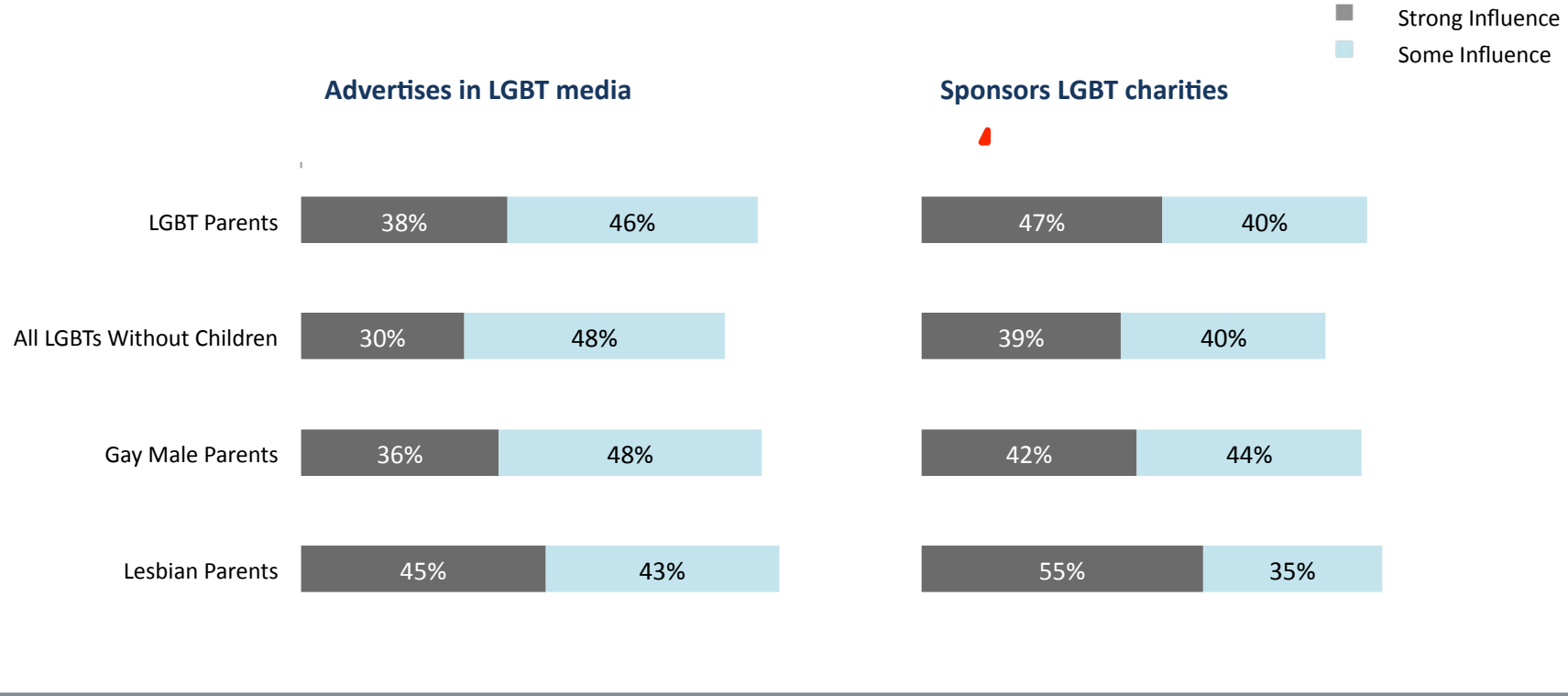
Base: LGBT Parents n=730; All LGBTs Without Children n=18,375
Results from CMI's 6th Annual USA LGBT Community Survey, now available for download.

Influence on Purchase Decisions

- Sponsorship of LGBT events and organizations is an important element of any LGBT marketing strategy, and trumps advertising.

When a company advertises in LGBT media or sponsors LGBT charities, has it influenced your purchasing decisions?
Past 12 Months



CMI Community Marketing & Insights
Community Marketing, Inc.

Base: All LGBT Parents n=730; All LGBT Without Children n=18,375
Gay Male Parents n=252; Lesbians Parents n=335
Results from CMI's 6th Annual USA LGBT Community Survey, now available for download.

Travel Habits of Gay and Lesbian Families

- Once gay men and lesbians become parents, their travel priorities shift. They are less concerned with “LGBT” destinations and services than “family” –related priorities.

Gay and Lesbian Parents
(with Children under 18)

Gay Male Parents

Lesbian Parents

Gay Male Parents		Lesbian Parents
67%	Are budget travelers because they have children	59%
50%	Listed visiting family and friends as a top travel motivator	**65%**
8%	Have traveled to another city for an LGBT families event *(in the past 12 months)*	7%

CMI Community Marketing & Insights
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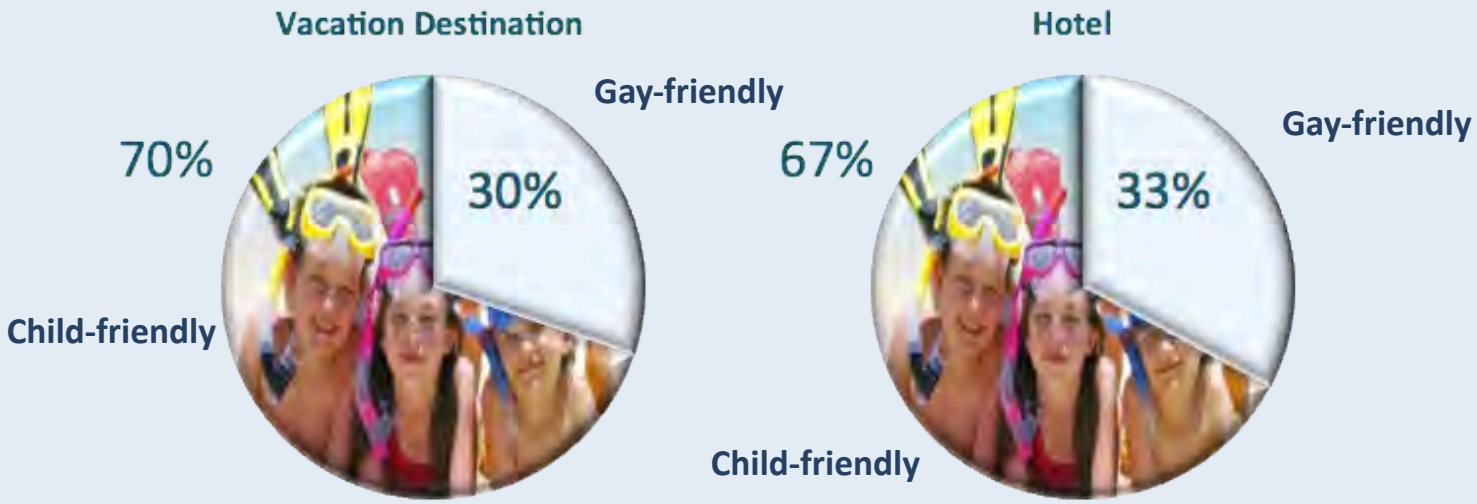
Base: 2012 Gay Men n=119; Lesbians n=121
Results from CMI’s 2011 Gay and Lesbian Travel and Tourism Study

When LGBT parents are forced to choose between child-friendly or gay friendly… most seek child-friendly destinations and hotels

And when traveling with kids, LGBT's overwhelmingly make child-friendly destinations and hotels their top priority

When traveling with your children, what is more important to you and your family, when you are choosing…



When traveling with your children, what is more important to you and your family, when you are choosing… *Total n=245*

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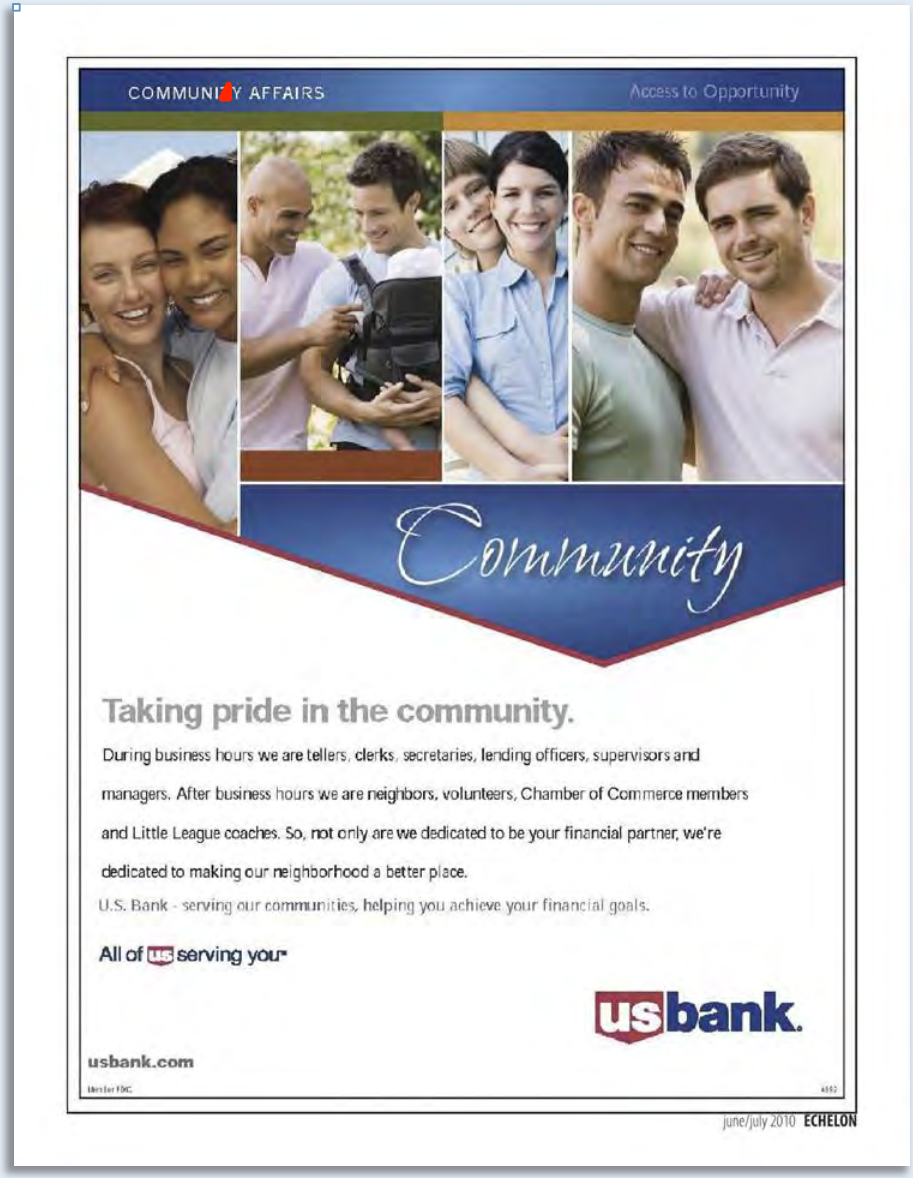
Base: 2012 Gay Men n=119; Lesbians n=121
Results from CMI's 2011 Gay and Lesbian Travel and Tourism Study

The LGBT family in advertising:

USBank



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The LGBT family in advertising:

Amtrak

The LGBT family in advertising:

Amtrak

The LGBT family in advertising:

Kaiser Permanente

The LGBT family in advertising:

JCPenney

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The LGBT family in advertising:

JCPenney

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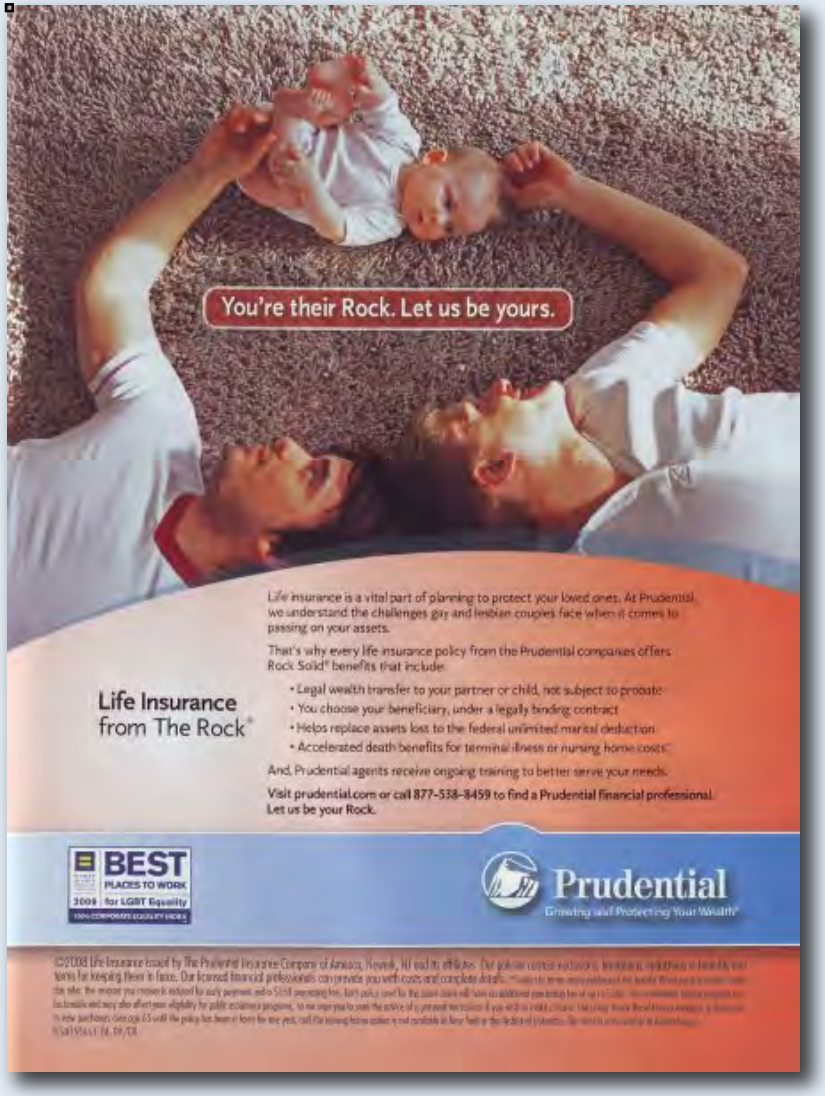
The LGBT family in advertising: Allstate and Prudential



The LGBT family in advertising:

Target

Available exclusively on target.com/pride

Featuring an exclusive shirt from Target design partner Gwen Stefani

100% of sales donated to the Family Equality Council

The LGBT family in advertising:

Communications

GayParent LGBT MAGAZINE™

PROUD parenting

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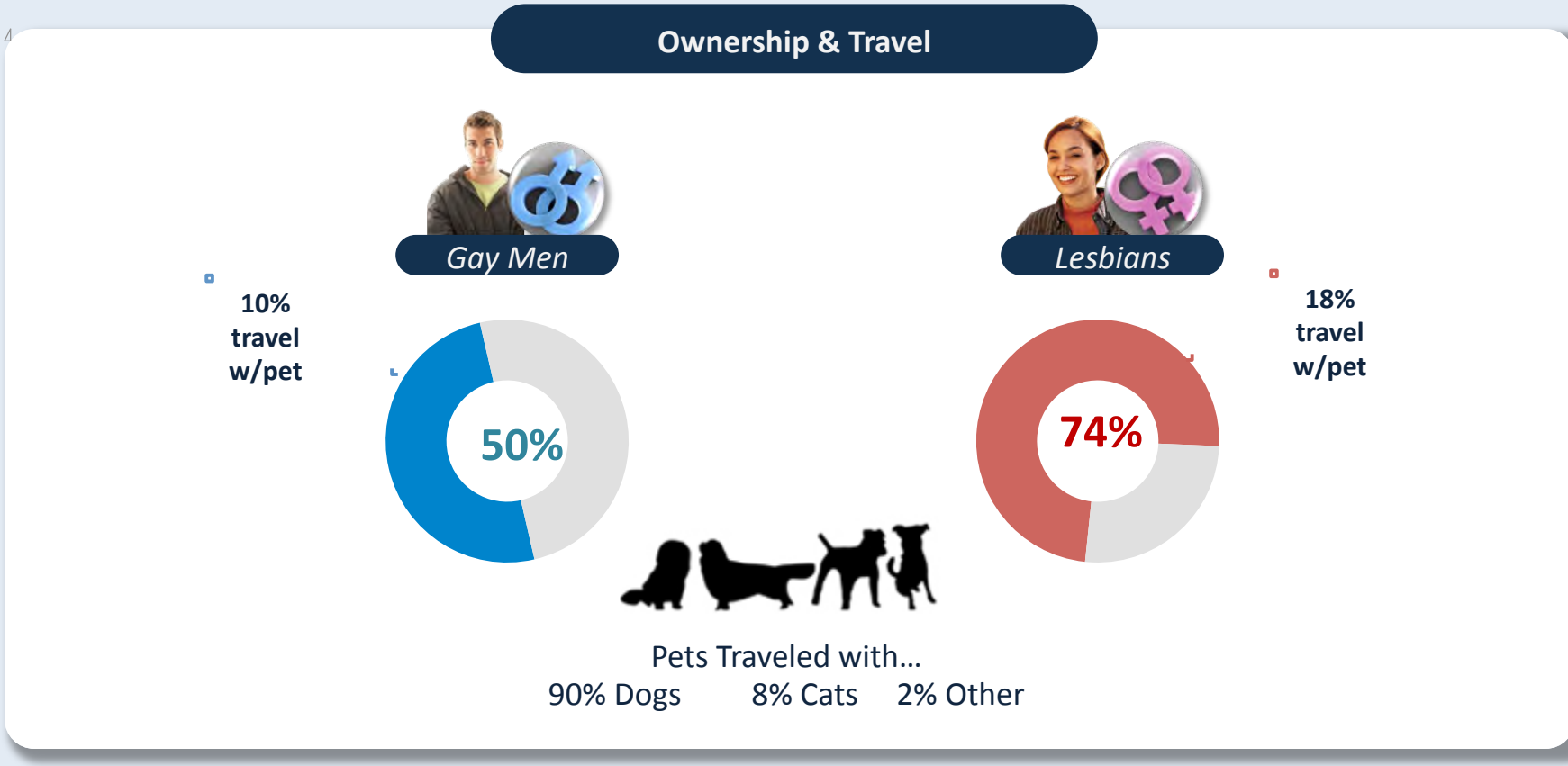
LGBT Family v.2
Pets in the home

Pets

- **In CMI's 2010 LGBT Travel & Tourism study, we asked respondents to elaborate on pet ownership and travel with their furry companions. 56% indicated that they have a pet, and 12% that they travel with their pet(s).**



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Base: US Gay and Lesbian Respondents; n=5,378.
Those who travel with pets n=576
Results from CMI's 2010 Gay and Lesbian Travel and Tourism Study

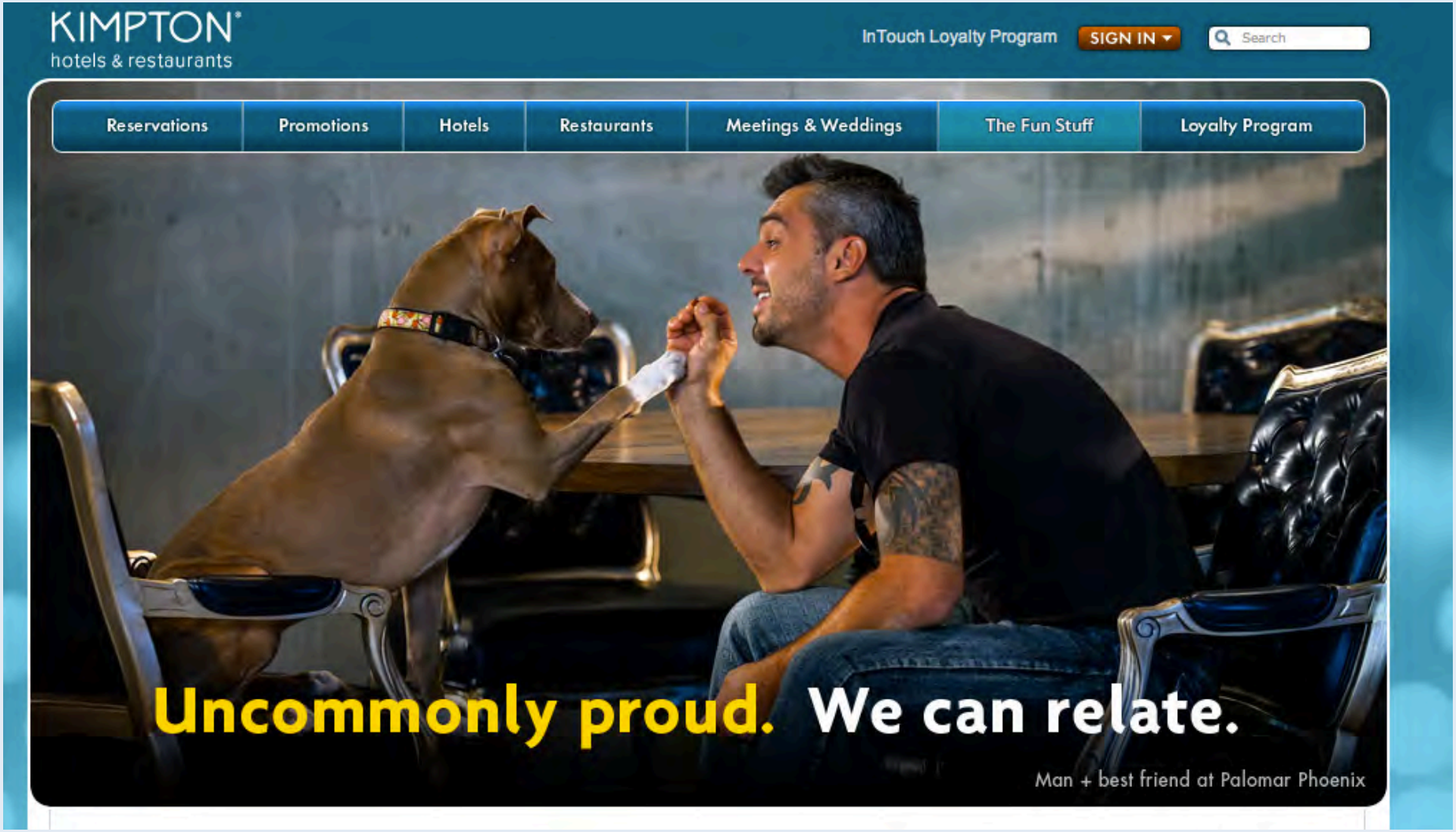
The LGBT family in advertising:

VPN

The LGBT family in advertising:

Toyota

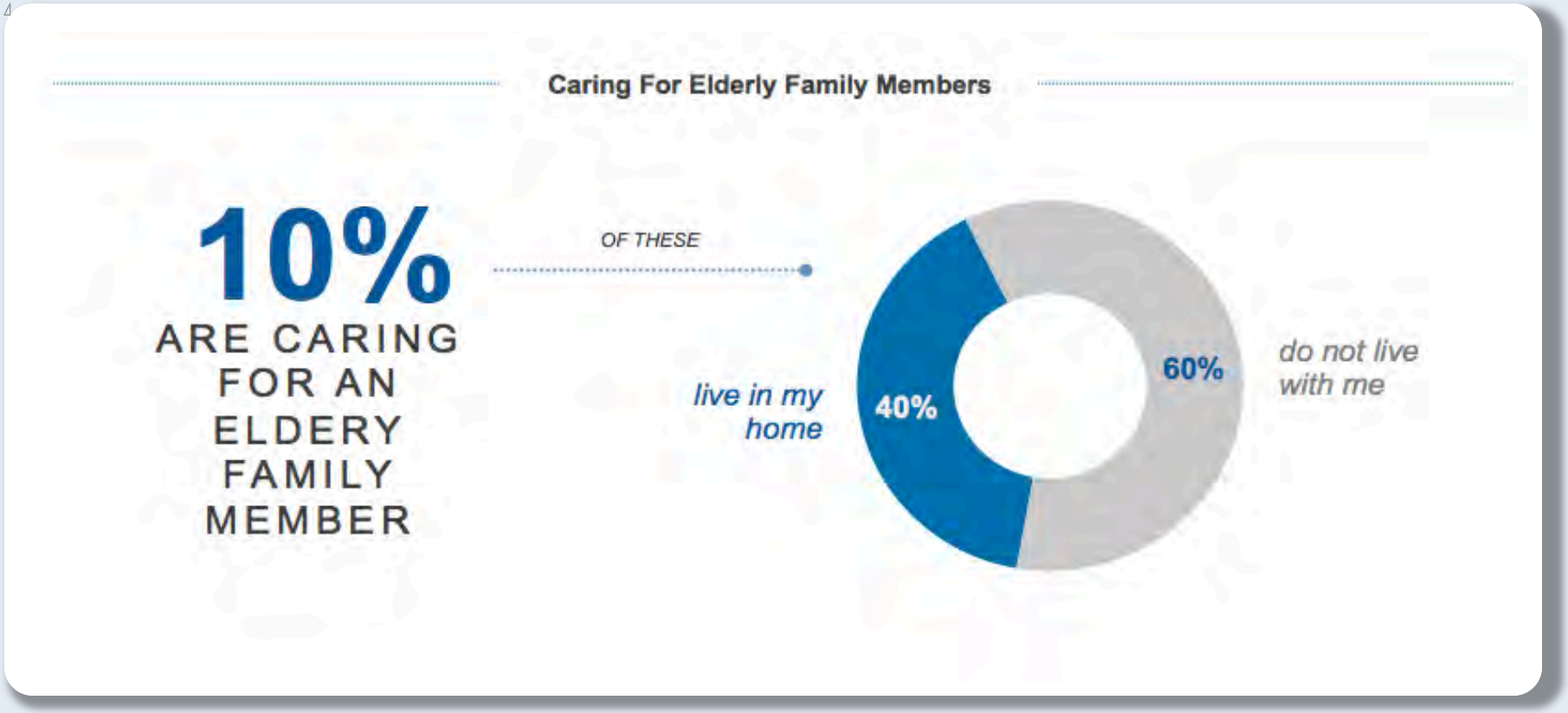
The LGBT family in advertising: Kimpton



LGBT Family v.3
Caring for Elder Parents

Family Responsibilities (courtesy of Prudential Financial)

- **1 in 10 LGBT's are caring for an elderly family member, with 40% living in the same household.**



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Base: n=1,401 total sample

Many LGBT households include caring for elder parents.

- **This is an untapped—but potentially lucrative—LGBT market segment.**

Parents or Siblings in the Household

Gay Men

Lesbians

Gay Men		Lesbians
14%	All	10%
2%	Married or Partnered	3%
13%	Ages 25-44	9%
5%	Ages 45-64	4%

CMI Community Marketing & Insights
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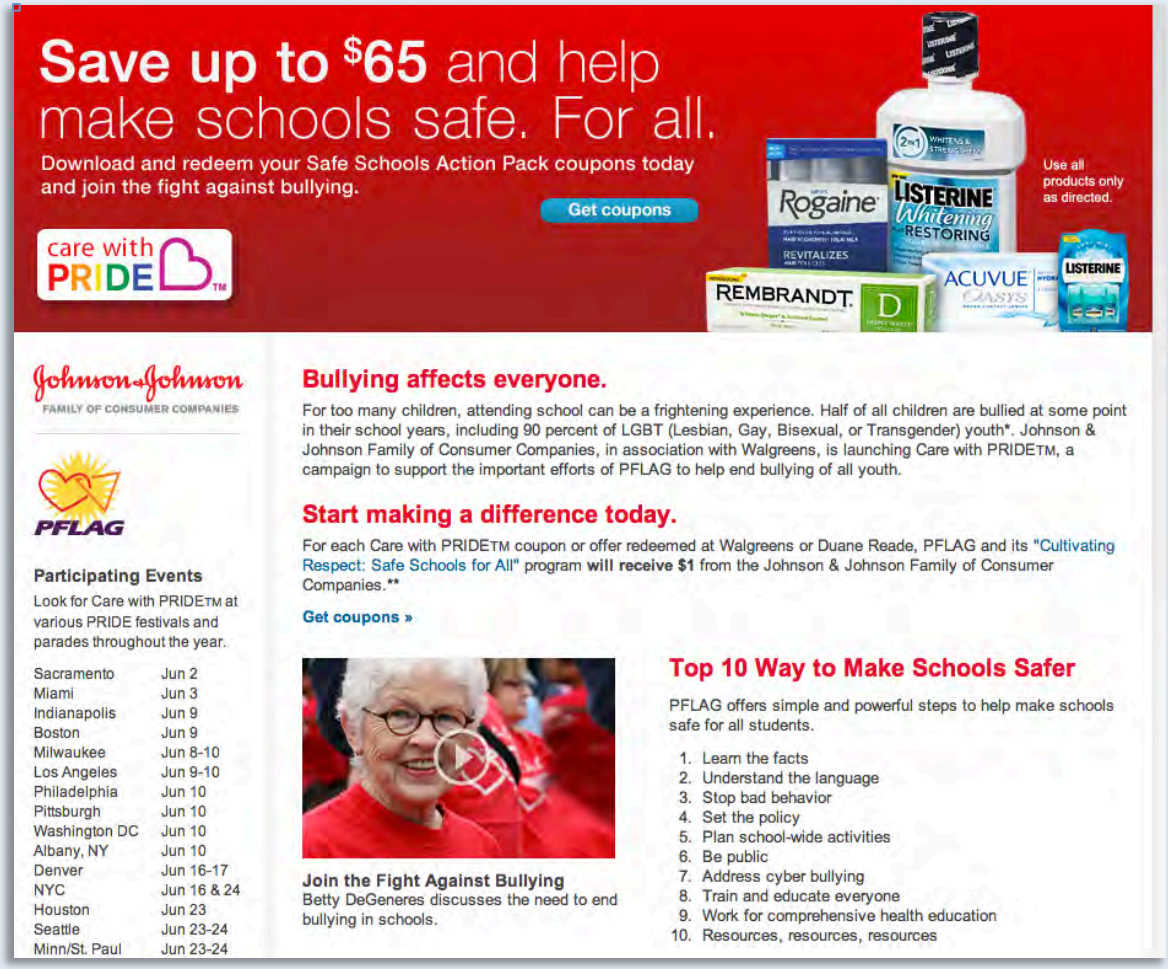
Base: Gay Men n=14,768; Lesbians n=3,051
Results from CMI's 6th Annual LGBT Community Survey, now available for download.

Straight parents with gay children: Marketing to "PFLAG" families and supporters.

- **Walgreens partnered with Johnson & Johnson in this national anti-bullying campaign.**



CMI Community Marketing & Insights
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Base: Gay Men n=14,768; Lesbians n=3,051
Results from CMI's 6th Annual LGBT Community Survey, now available for download.

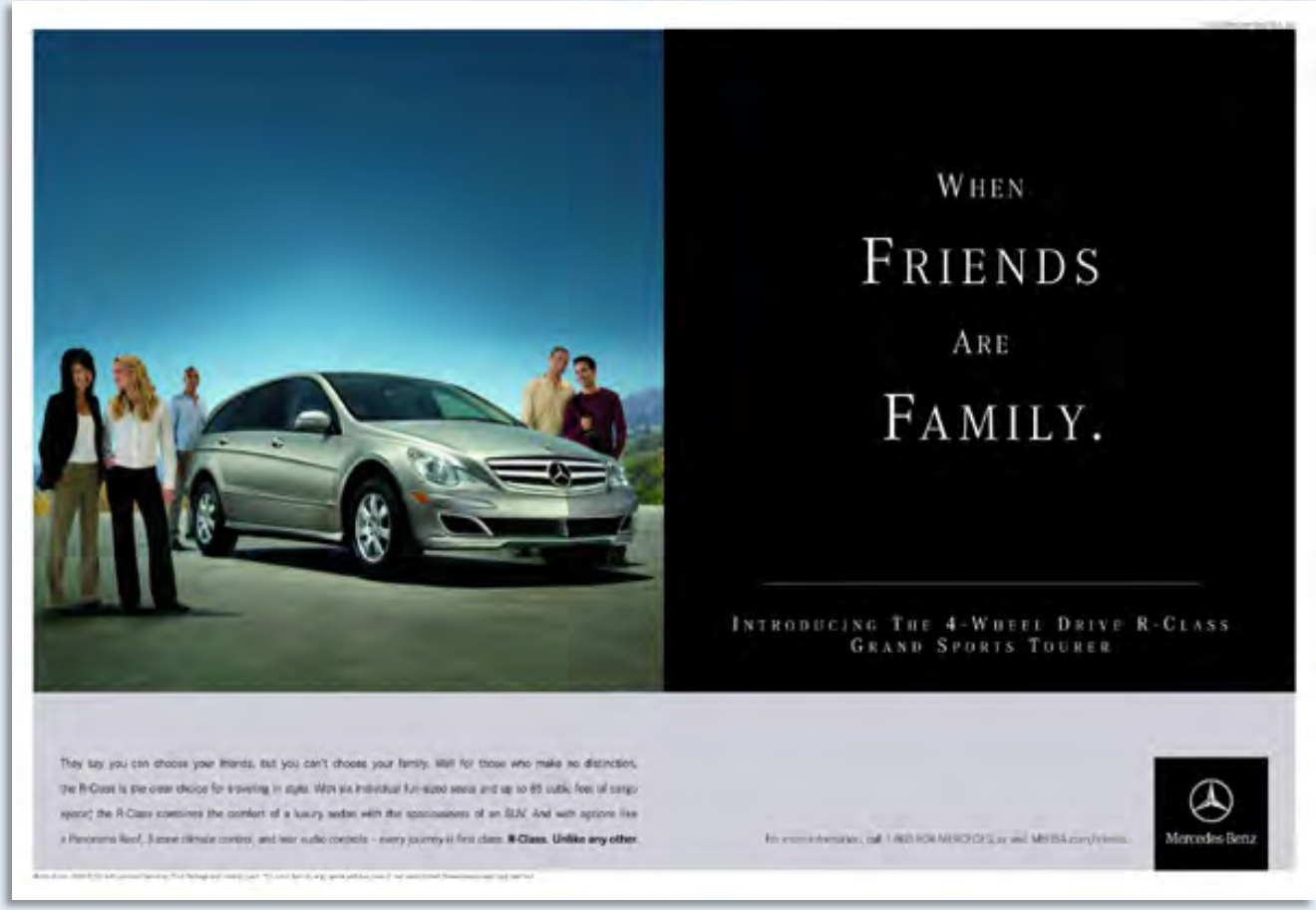
LGBT Family v.4
When friends are family

The LGBT family in advertising:

Volvo

The LGBT family in advertising:

Mercedes



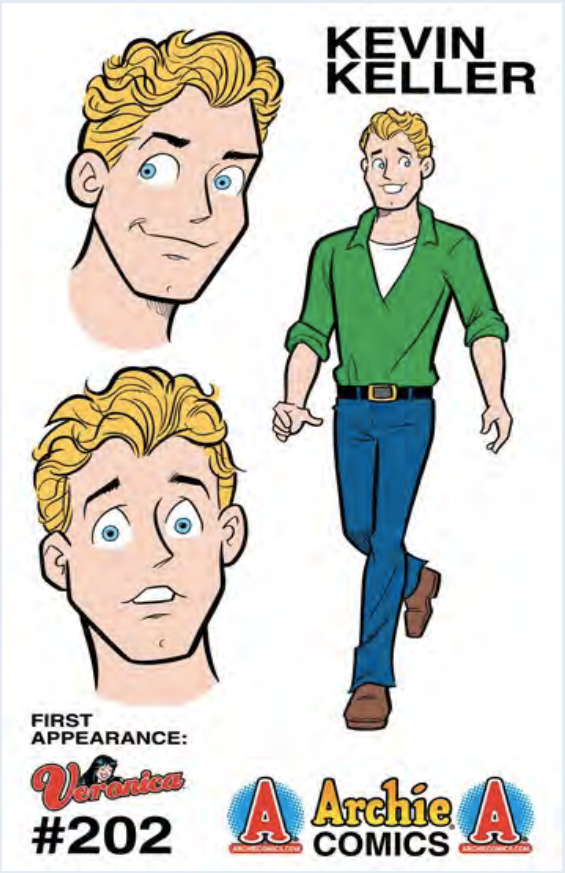
The time to include LGBT families in marketing planning is now.

Gen Y wants to know:
“What’s the big deal?”

Inclusiveness isn’t only ok,
it’s *expected.*

Archie
COMICS

KEVIN
Keller


KEVIN
KELLER
FIRST
APPEARANCE:
Veronica
#202
Archie
COMICS

WATCH OUT FOR HER, KEVIN!
SHE'S A ROYAL PAIN!
SHE'S NOT SO BAD...
I'M JUST NOT INTERESTED IN DATING HER!
VERONICA'S NOT GOING TO LET THAT STOP HER!
IT'S NOTHING AGAINST HER! I'M GAY!
I GUESS I SHOULD JUST BE UP FRONT!

Archie's happy ending: detail from the cover of now sold-out gay wedding issue

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Connect with us to learn even more…

www.CMI.info

Thank you!

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

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About **Community Marketing & Insights**: 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. (CMI) 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 20+ years of experience and case studies, and include market research (online surveys, focus groups, intercepts, interviews, advisory boards, etc.), with our proprietary panel of 70,000+ 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 & Insights** 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 age and ethnicity. And you'll find a world of diverse interests. CMI's proven, powerful portfolio of services helps deliver your targeted markets.

Community Marketing & Insights 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 **Community Marketing & Insights** projects and training include:

- ABSOLUT (Pernod Ricard)
- American Cancer Society
- 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
- Kaiser Family Foundation (> Than AIDS campaign)
- Kimpton Hotels & Restaurants
- MetLife
- MillerCoors Brewing Company
- NYC & Co.
- Prudential Financial
- Switzerland Tourism
- Target Brands
- Travelocity
- Wyndham Vacation Ownership
- U.S. Government: Census Bureau, and HUD (Housing & Urban Development)
- Wells Fargo Bank

And many others

Community Marketing, Inc.

LGBT Market Research + Development Lab®

CMI'S LGBT
CONSUMER RESEARCH PANEL 2012-13

DID YOU KNOW…?

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% or more 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 over 20 years in business, Community Marketing has developed a research panel of more than 70,000 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, Target Brands, Prudential, ABSOLUT Vodka, Travelocity, MillerCoors Brewing Co., Japan National Tourism Organization, E&J Gallo Wineries, OraSure Technologies, Chicago History Museum, Tourism Toronto, MetLife, Hyatt Hotels & Resorts, and many companies, as well as the American Cancer Society, Kaiser Family Foundation and the U.S. Government (Census Bureau and H.U.D.).

We also present public and custom onsite educational seminars and workshops. Last year, Community Marketing produced or presented at LGBT marketing symposia on four continents.

Learn more on our website, www.communitymarketinginc.com

Community Marketing, Inc., 584 Castro St. #834, San Francisco CA 94114 USA • 415/437-3800

SAMPLE DEMOGRAPHICS OF USA LGBT PANELISTS

44 MEDIAN AGE

41% LIVE WITH PARTNER

62% COLLEGE GRADUATES

91% IN WORK FORCE ARE EMPLOYED

74% HHI >$50K

6% PURCHASED A HOME IN THE PAST 12 MONTHS
8% PLAN TO PURCHASE A HOME IN THE NEXT 12 MONTHS

37% PURCHASED A SMARTPHONE IN THE PAST 12 MONTHS
23% PLAN TO PURCHASE A SMARTPHONE IN THE NEXT 12 MONTHS

40% DRINK WINE WEEKLY
46% DRINK BEER WEEKLY
48% DRINK SPIRITS OR COCKTAILS WEEKLY

PAST 12 MO. PURCHASES
29% MAJOR VACATION
14% AUTOMOBILE
37% SMARTPHONE
20% LAPTOP COMPUTER
21% HDTV
21% FURNITURE
18% TABLET COMPUTER
26% SPENT $1000 OR MORE ON CLOTHING
32% GYM MEMBERSHIP
29% SPA TREATMENTS
14% LGBT FUNDRAISING EVENT COSTING $100+

78% ARE INFLUENCED BY COMPANIES THAT ADVERTISE IN LGBT MEDIA
32% "LIKED" A BUSINESS ON FACEBOOK
25% READ LGBT BLOGS
22% CLICKED ON A FACEBOOK AD
14% CLICKED ON A MOBILE APP AD

AND MORE!

CMI Community Marketing & Insights
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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 & Insights** 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 & Insights (CMI) has developed our proprietary consumer panel over the past 20+ 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, USA Today,* the *Wall Street Journal, Forbes, Chicago Tribune, Los Angeles Times, Miami Herald, Ad Week,* NPR, 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 70,000 qualified LGBT consumers, the largest of its kind, by far. Our 6th Annual LGBT Community Survey® study attracted over 45,000 survey participants, representing 148 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 loose 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 & Insights 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, UK, Germany and Australia, 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 & Insights 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, NCLR, 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 **Community Marketing & Insights** 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 20 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.

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