CMI Community Marketing & Insights
Community Marketing, Inc.

In Partnership with Rivendell

CMI's 9th Annual LGBT Community Survey®

U.S. Overview Report • July 2015

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ABOUT US

Community Marketing & Insights has been conducting LGBT consumer research since 1994. Our practice includes online surveys, telephone interviews, intercepts, focus groups (on-site and online), and advisory boards in North America, Europe and Asia. Industry leaders around the world depend on CMI's research and analysis as a basis for establishing baselines, feasibility evaluations, positioning, economic impact, creative testing, informed forecasting, measurable marketing planning, and assessment of return on investment.

Key findings have been published in the New York Times, Washington Post, Chicago Tribune, Los Angeles Times, Wall Street Journal, Forbes, USA Today, Chicago Tribune, Miami Herald, CBS News, CNN, NPR, Associated Press and many other international, national and regional media.

CMI's research clients include leaders from a wide range of industries. In the past few years, studies have been produced for these and many other clients: Wells Fargo Bank, Aetna, Target Brands, DirecTV, Hallmark, Telus, SunTrust Bank, Johnson & Johnson, WNBA, OraSure, Credit Suisse, Esurance, Merz Radiesse, NYC & Company, Las Vegas CVA, Hyatt Hotels Corp., Tourism Toronto, Tourism Office of Spain, Hawaiian Airlines, United States Census Bureau, American Cancer Society, Kaiser Family Foundation, International Fund for Animal Welfare, The City University of New York, University of Pennsylvania, and numerous other corporations and organizations across North America and around the world.

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ABOUT THE SURVEY

METHODOLOGY: EXPLORING CULTURAL LGBT COMMUNITY MEMBERS

This online survey on LGBT consumers was made available through the websites, email lists and social media of our 170+ LGBT media and organization partners. Since these media do not necessarily attract LGBTs in proportional numbers by gender and generation, the report often presents the data by demographic segments within the LGBT community to account for differences in participant numbers within each gender/generation group. Importantly, the 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 representative of consumers who are engaged with the LGBT community and can be reached through LGBT media, organizations and events.

Gender expansive includes participants who described themselves as transgender, trans man, trans woman, intersex, non-binary, gender queer and/or gender fluid.

SURVEY RESPONDENTS

Over **20,000** respondents across 96 countries completed the 9th Annual LGBT Community Survey.

This report focuses on U.S. data for **over 12,700** self-identified gay and bisexual men, **over 3,200** lesbian and bisexual women and **over 1,000 transgender and gender non-binary** community members.

Respondents were recruited from over 170 LGBT media, events and partner organizations (see following slide).

In partnership with Rivendell Media, CMI's 9th Annual LGBT Community Survey respondents were referred from the following LGBT research partners (media, events and organizations).

- !! Omg Blog !!
- #Boom Magazine
- A&U Magazine
- Achieving Joy
- Adelante Magazine
- AIDSmeds
- ALL OUT ARTS, INC.
- AmericaBlog
- Arkansas Transgender Equality Coalition
- Arosa Gay Ski Week
- Aspen Gay Ski Week / AspenOUT
- Atlanta Gay and Lesbian Chamber of Commerce
- Austin Gay & Lesbian Chamber of Commerce
- Baltimore OUTloud
- Bay Area Reporter
- Bay Windows
- Bear World LTD
- Bi Community News
- Bisexual Resource Center
- Black Hills Center for Equality
- Bleu
- Bloomington PRIDE
- Camp magazine
- CenterLink: The Community of LGBT Centers
- Charlotte Business Guild
- Chattahoochee Valley Pride Inc
- Circle of Voices Inc.
- Colombian LGBT Chamber of Commerce
- Compass Community Center
- Compete Magazine
- Connextions Magazine
- Crown & Anchor Inc.
- Dallas Voice
- Damron LGBT Travel Guides
- DAVID ATLANTA
- Delta Foundation of Pittsburgh
- Desert Daily Guide Palm Springs
- Detroit Regional LGBT Chamber of Commerce
- Echo Magazine
- EDGE Media Network
- Erie Gay News
- Femme Secrets
- Fenuxe Magazine
- FLAME Magazine
- Frontiers Media
- FTM Magazine
- FunMaps
- GayDesertGuide.com
- Gayosphere.com
- Gay San Diego
- GAY to Z DIRECTORY
- Gay.net
- Gay.Vegas
- Gayborhood
- GayCalgary Magazine
- GayCities
- Gayvan.com Travel Marketing
- GayWhistler | Whistler Pride
- Georgia Voice
- GOglbt Business Referral Group
- Grab Magazine
- Greg In Hollywood
- Grindr
- GSBA (Greater Seattle Business Association)
- GSHRadio.com (Gay Safe Haven Radio)
- Hayden's List
- Hep Mag
- Hotspots Media Group
- ImageOut, Rochester's LGBTQ Film Festival
- INBA - Inland Northwest Business Alliance
- InterPride
- Jim Toy Community Center
- Joe.My.God.
- Kennethinthe212
- L Style G Style
- Lasting Lesbian Love
- Lesbian News
- LGBT Center of Central PA
- LGBT Football Network
- LGBTQ Global Tennis Foundation
- M2M6 inc.
- MBA Orlando
- MDGLCC - Miami-Dade Gay & Lesbian Chamber of Commerce
- Miami Beach LGBT Visitor Center
- Mid-South Pride
- MileHighGayGuy.com
- MISTERBNB
- NAGLREP - The National Association of Gay & Lesbian Real Estate Professionals
- Nashville LGBT Chamber of Commerce
- New Leaf Columbus
- Next Magazine
- NJ LGBT Chamber of Commerce
- Odyssey Magazine
- ONE Community
- Our Lives Magazine
- Out and About Nashville
- Out Front
- OUT IN JERSEY MAGAZINE
- Out In SA
- OUT.com
- Outlook Media, Inc.
- OutSmart Magazine
- OUTTraveler.com
- OUTtv Network
- Pasadena Pride Center
- Pink Banana Media
- Pink Parenting Magazine
- Pink Triangle Press
- Plexus LGBT & Allied Chamber of Commerce
- Pride & Groom Magazine
- POZ
- Pride Festival of Central PA
- Pride Source Media Group/Between The Lines
- Pride.com
- Pridezillas
- Project Q
- PROUD FM 103.5
- Q Magazine
- QNotes
- QSaltLake
- Queer Humboldt
- queer.de
- Queerty
- Quist
- RAGE Magazine
- Rainbow Center (Tacoma, WA)
- Rainbow High Vacations
- Rainbow411.com
- Raynbow Affair Magazine
- Reaching Out MBA
- Real Health
- Revolvers
- Richmond Business Alliance
- San Diego LGBT Weekly
- San Francisco Bay Times & "Betty's List"
- SheWired.com
- Smart + Strong
- South Florida Gay News
- Southern Comfort Conference
- StartOut
- SWERV Magazine
- Tagg Magazine
- The Center: 7 Rivers LGBTQ Connect
- The DC Center for the LGBT Community
- The Gayly
- The Montrose Center
- The Montrose Star
- The Rainbow Times
- The Spectrum Center
- The Standard Magazine
- TheAdvocate.com
- thenewsGayper.com
- therepubliq
- The LGBT Center of Central Florida
- Towleroad
- Transgender Resource Center of New Mexico
- TSL, Inc. (Team Saint Louis)
- Tu Salud
- Twin Cities Gay Scene
- UrbanSocialites Magazine
- VIP Media Group
- Washington Blade
- Watermark Media
- We Are Family magazine
- Windy City Times
- Wisconsin Gazette
- Wisconsin LGBT Chamber of Commerce
- Worcester Pride

CMI's 9th Annual LGBT Community Survey®

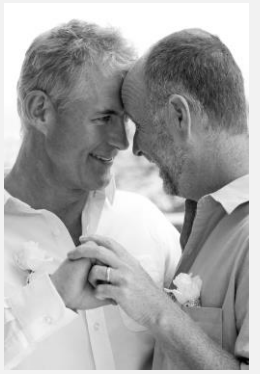
THANK YOU TO OUR 2015 SPONSOR!

WELLS FARGO

…AND TO OUR OUTSTANDING 2015 CONTRIBUTING PARTNERS!

See Page 4 for a Full List of CMI's 2015 Study Partners

ADELANTE · The Bay Area Reporter · dallasvoice · GayCities · Grindr · Our Lives Magazine · Pink Triangle Press · Queerty · Towleroad · washington blade · Windy City Times · O&AN · San Diego LGBT Weekly



1 Identities

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Gender Identity and Sexual Orientation: Within the larger LGBTQ community, the terms used to express sexual orientation, gender identity, and cultural identity are changing, especially among younger participants and those identifying as women or gender expansive. Note that far more women are likely to describe themselves as bisexual and/or queer than men. Gender expansive includes participants who described themselves as transgender, trans man, trans woman, intersex, non-binary, gender queer and/or gender fluid. Those identifying as gender expansive are likely to define themselves with multiple terms.

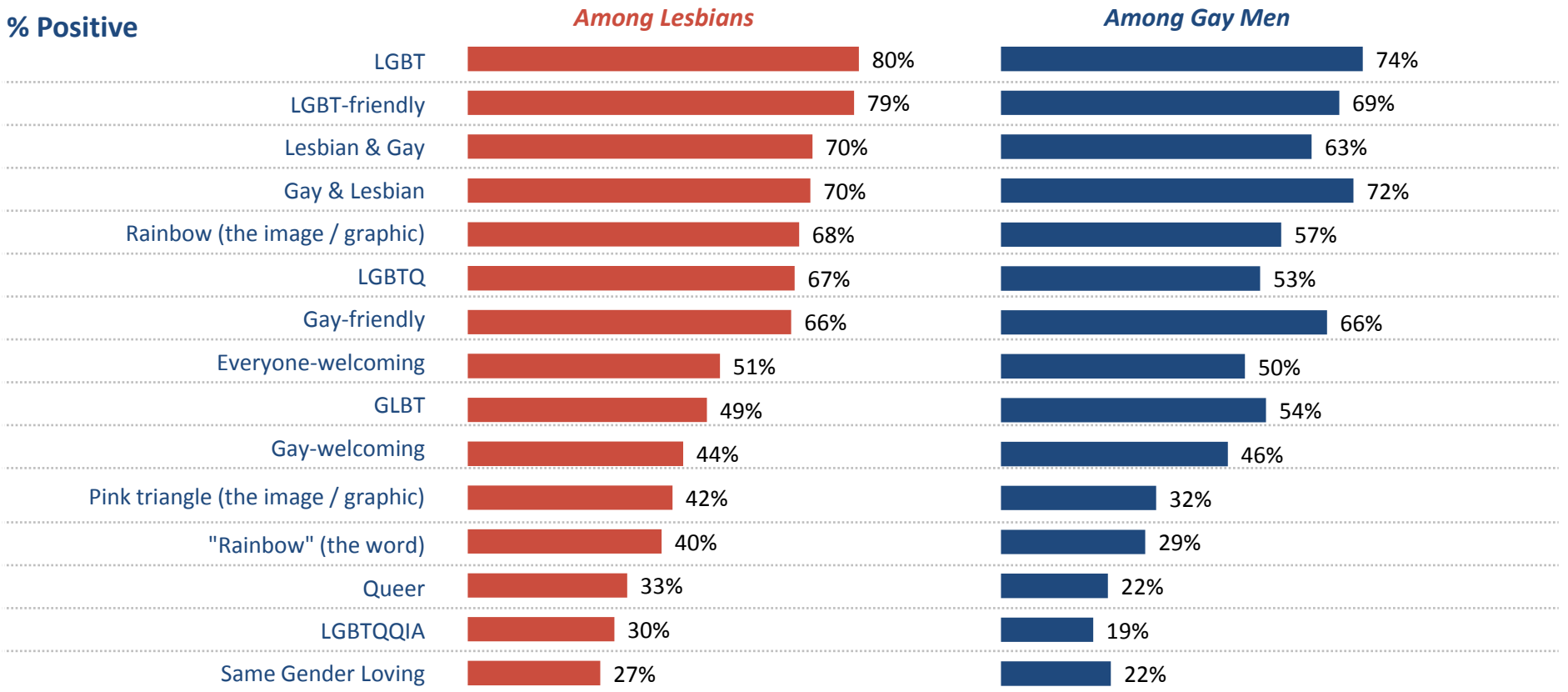
Do you identify as...? (Please mark all that apply.)

	All Men *(Age 18+)*	Millennial Men *Yr. 1997-1981*	All Women *(Age 18+)*	Millennial Women *Yr. 1997-1981*	All Gender Expansive *(Age 18+)*
Gay Man	95%	94%	-	-	19%
Bisexual Man	6%	8%	-	-	9%
Lesbian or Gay Woman	-	-	81%	65%	19%
Bisexual Woman	-	-	24%	40%	12%
Transgender	1%	2%	3%	3%	48%
Queer	5%	8%	14%	26%	41%
Questioning	-	1%	1%	3%	3%
Trans Man	1%	2%	-	-	20%
Trans Woman	-	-	2%	2%	20%
Intersex	-	-	1%	0%	4%
Non-binary	-	1%	2%	5%	24%
Pansexual	1%	2%	4%	9%	18%
Asexual	-	1%	1%	3%	6%
Gender Queer	1%	2%	4%	7%	33%
Gender Fluid	1%	1%	3%	5%	24%
Same Gender Loving	2%	3%	3%	4%	7%

Bases: All Men n=12,765; Millennial Men n=2,853; All Women n=3,279; Millennial Women n=1,011; All Gender Expansive n=1,012

Favorability of LGBT Terms: LGBT remains the most popular term to describe the community among both men and women. In addition, LGBT-friendly is more popular than gay-friendly. Favorability of LGBTQ is similar to 2014 report results.

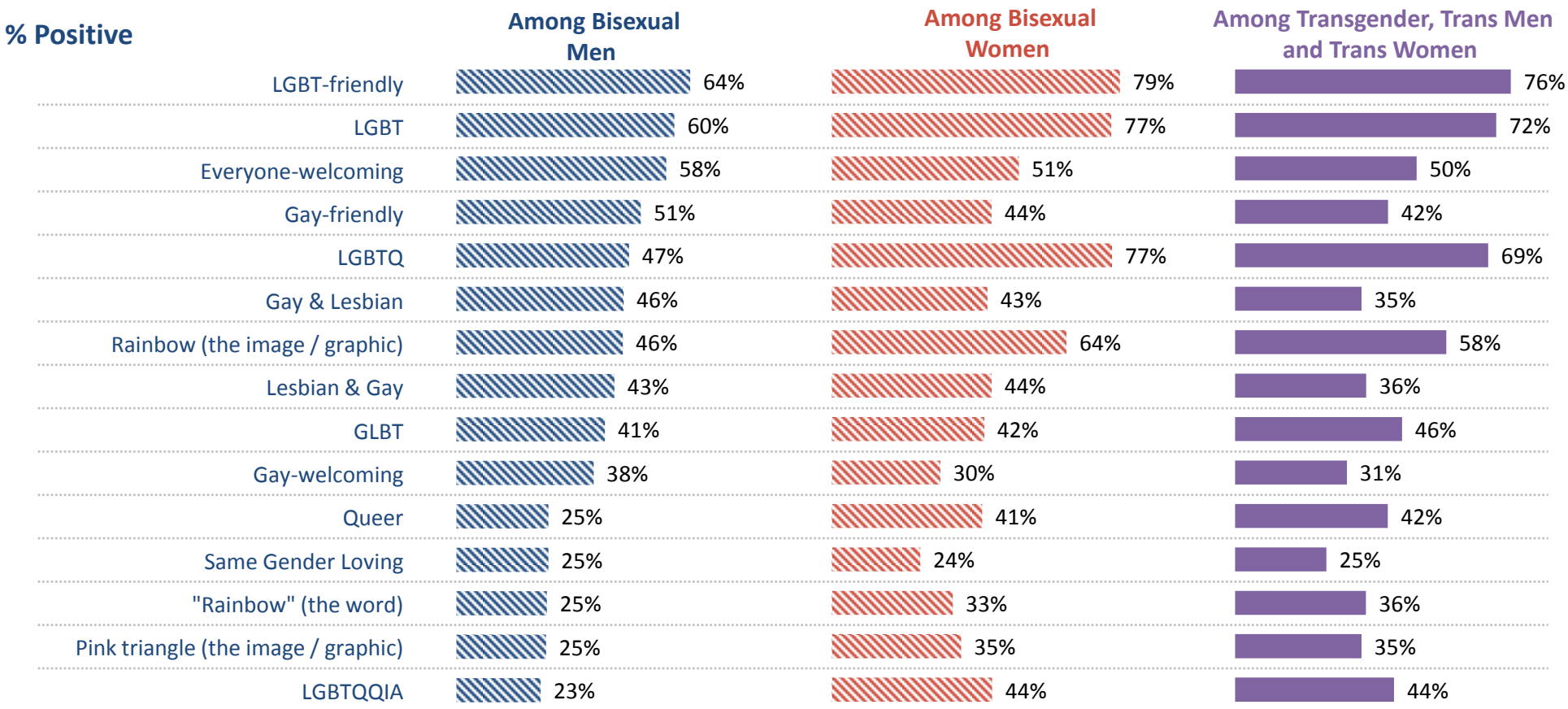
The following terms and images are often used in corporate marketing to describe or refer to the community. Please rate how you feel about each, when you see them used by corporations. My opinion of the use of the term in corporate advertising is...



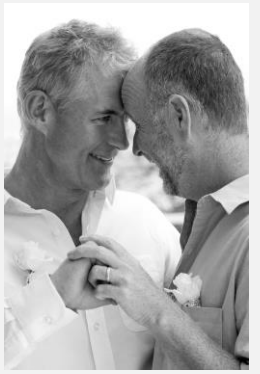
Bases: Lesbians n=2,641; Gay Men n=12,131

Favorability of LGBT Terms: Not surprisingly, bisexual men and women and transgender community members do not respond favorably to "gay and lesbian." LGBT and LGBTQ are the preferred terms in the bisexual and transgender communities.

The following terms and images are often used in corporate marketing to describe or refer to the community. Please rate how you feel about each, when you see them used by corporations. My opinion of the use of the term in corporate advertising is…)



Bases: Bisexual Men n=811; Bisexual Women n=772; Transgender/Trans Men/ Trans Women n=613



2 LGBT Families

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Type of Community: Gay and bisexual men are much more likely to live in big cities than lesbian and bisexual women or gender expansive community members. Lesbian and bisexual women are more equally divided in different types of communities.

What type of environment best describes the place in which you live?

	Millennial Men *Yr. 1997-1981*	Gen X Men *Yr. 1965-1980*	Boomer Men *Yr. 1946-1964*	Millennial Women *Yr. 1997-1981*	Gen X Women *Yr. 1965-1980*	Boomer Women *Yr. 1946-1964*	All Gender Expansive *(Age 18+)*
Urban / big city	46%	47%	41%	33%	31%	31%	29%
Medium sized city	24%	23%	22%	31%	30%	25%	28%
Small city / small town	14%	15%	16%	16%	18%	19%	16%
Suburb	12%	11%	14%	15%	14%	17%	16%
Rural area	4%	4%	7%	5%	6%	8%	10%

Bases: Millennial Men n=2,853; Gen X Men n=4,489; Boomer Men n=4,876; Millennial Women n=1,011; Gen X Women n=1,040; Boomer Women n=1,123; All Gender Expansive n=1,012

Gender expansive includes participants who described themselves as transgender, trans man, trans woman, intersex, non-binary, gender queer and/or gender fluid.

Relationship Status: At any given moment, gay and bisexual men are more likely than lesbian and bisexual women to define themselves as single. Lesbian and bisexual women are far more likely to be married. Only 9% of Millennial men define themselves as married compared to 22% of Millennial women.

Which of the following best describes your current relationship status? (Please mark all that apply.)

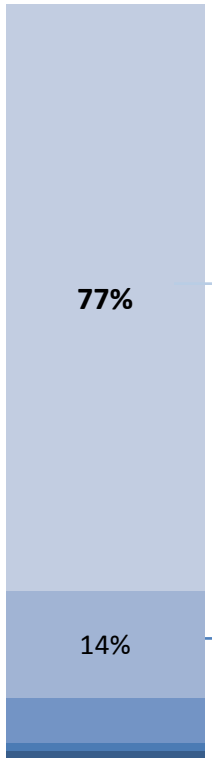
	All Men (Age 18+)	Millennial Men Yr. 1997-1981	Gen X Men Yr. 1965-1980	Boomer Men Yr. 1946-1964	All Women (Age 18+)	Millennial Women Yr. 1997-1981	Gen X Women Yr. 1965-1980	Boomer Women Yr. 1946-1964	Silent Gen Yr. 1928-1945 All Identities	All Gender Expansive (Age 18+)
Single / not in a relationship	43%	55%	40%	39%	26%	31%	21%	27%	36%	40%
Legally married	23%	9%	23%	29%	31%	22%	36%	35%	31%	26%
In a relationship and living with partner (no legal status)	20%	19%	23%	18%	23%	27%	24%	21%	12%	17%
In a relationship but not living with partner (dating)	8%	13%	8%	6%	11%	15%	11%	9%	8%	12%
Registered domestic partner	3%	1%	3%	4%	4%	2%	3%	6%	5%	1%
Divorced from opposite-sex spouse	3%	0%	2%	4%	4%	2%	5%	4%	10%	7%
Engaged	2%	4%	3%	1%	5%	8%	5%	2%	1%	4%
Widow / Widower	2%	0%	1%	3%	1%	0%	1%	2%	9%	2%
Bases:	*12,765*	*2,853*	*4,489*	*4,876*	*3,279*	*1,011*	*1,040*	*1,123*	*673*	*1,012*

In any given segment, less than 1% selected "Civil Union."

Satisfaction with Relationship: Men and women appear to be equally satisfied with their current same-sex partner relationships. Over 90% of same-sex couples indicated satisfaction with their primary relationships.

On a scale of 1 to 5, how satisfied are you with your marriage / primary relationship?

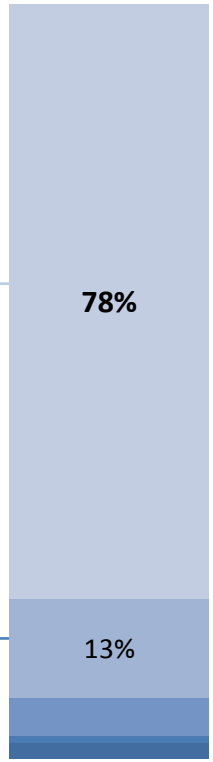
- Among Gay and Bisexual Men -



Very Satisfied
(Most aspects of my relationship are going well)

Somewhat Satisfied
(Many aspects of my relationship are going well)

(6%) Neutral (5%)
(1%) Somewhat Unsatisfied (1%)
(1%) Very Unsatisfied (2%)
(1%) Prefer not to answer (1%)



- Among Lesbians and Bisexual Women -

Bases: Men (Gay and Bisexual Men) n=2,884; Women (Lesbians or Bisexual Women) n=1,016

Describing their Partner: When asked to describe their partner, same-sex couples use the exact same words regardless of gender (although men are more like to use the word handsome, while women are more likely to use beautiful). Mental/emotional characteristics are far more likely to be used than physical descriptors.

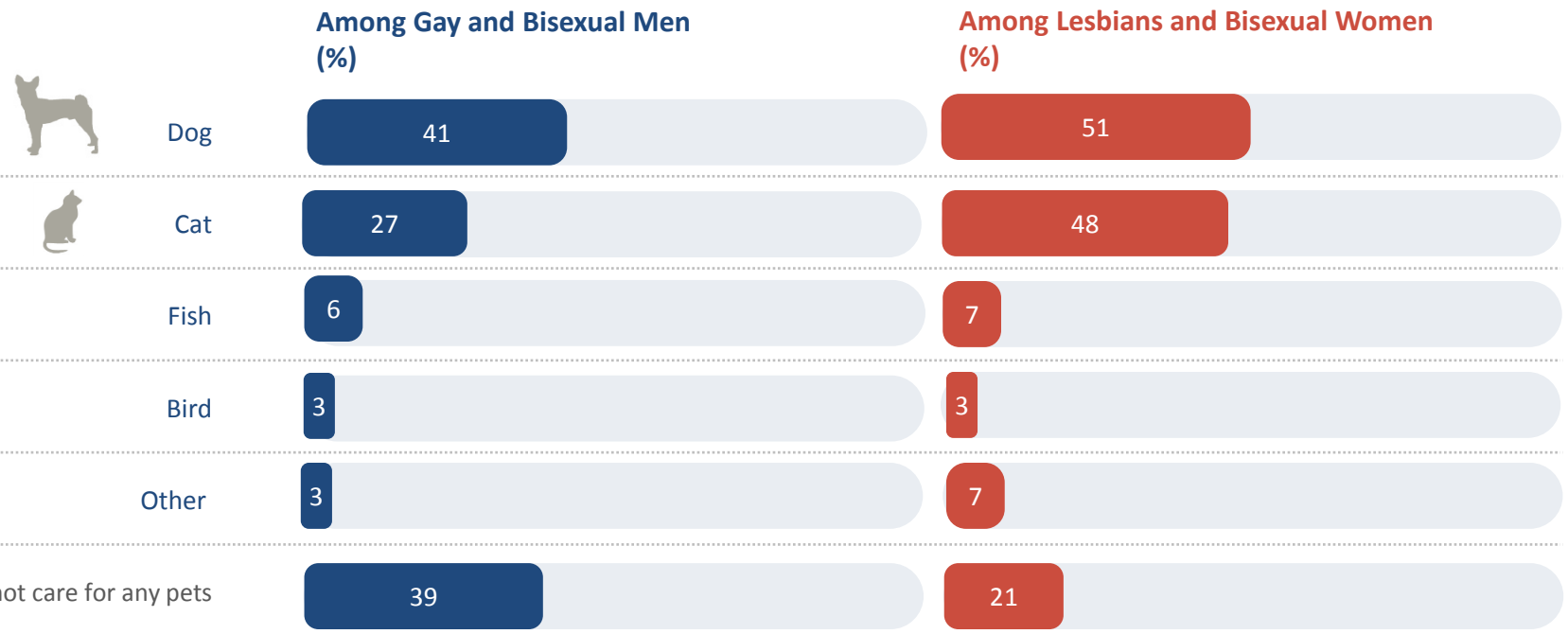
Please tell us the three words that best describe the qualities of your partner or spouse?
(Respondents Typed Their Responses)

Among Partnered Men		Among Partnered Women	
Loving	34%	Loving	32%
Caring	22%	Caring	18%
Funny, fun	19%	Funny, fun	18%
Kind	15%	Intelligent	16%
Smart	13%	Smart	16%
Loyal	12%	Kind	15%
Honest	11%	Loyal	12%
Intelligent	10%	Honest	10%
Supportive	6%	Beautiful	8%
Handsome	6%	Supportive	8%

Bases: Partnered Men n=5,551; Partnered Women n=1,859

Pet Companions: Lesbian and bisexual women are far more likely to care for pets than gay and bisexual men. However, 79% of women and 61% of men indicated pets in the home (the national average is 62% of households). Consequently, lesbian and bisexual women purchase more pet food. Cats are particularly popular among lesbians and bisexual women as compared to gay and bisexual men.

What kind(s) of pet(s) do you care for in your home, if any? (Please mark all that apply.)



Purchased Pet Food
In Past 30 Days

	Single or Dating Men	*Partnered / Cohabitating Men*	*Single or Dating Women*	*Partnered / Cohabitating Women*
	36%	60%	52%	71%
Bases:	*6,502*	*5,952*	*1,226*	*1,974*

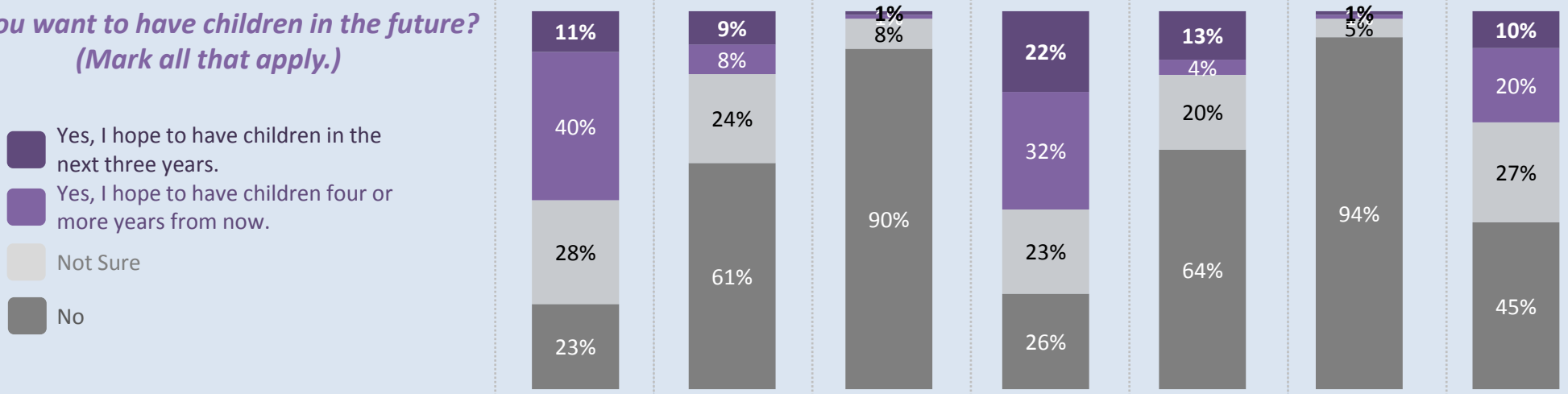
Bases: Men (Gay and Bisexual Men) n=12,647; Women (Lesbians and Bisexual Women) n=3,264
General population statistic from The Humane Society of the United States.

Children: Within the LGBT community, Generation X lesbian and bisexual women are most likely to be parents of a child under age 18. However, that may change in the future. Both Millennial men (51%) and women (55%) desire to have children in the future.

Do you have children? (Mark all that apply.)

	Millennial Men *Yr. 1997-1981*	Gen X Men *Yr. 1965-1980*	Boomer Men *Yr. 1946-1964*	Millennial Women *Yr. 1997-1981*	Gen X Women *Yr. 1965-1980*	Boomer Women *Yr. 1946-1964*	Gender Expansive *(Age 18+)*
Yes, I have children under age 18 living in my home.	**2%**	**6%**	**2%**	**11%**	**31%**	**7%**	**9%**
Yes, I have children under age 18 not living in my home.	**1%**	**2%**	**1%**	**1%**	**3%**	**2%**	**3%**
Yes, I have children over age 18.	**0%**	**4%**	**17%**	**0%**	**13%**	**32%**	**18%**
No	97%	88%	80%	88%	59%	61%	70%

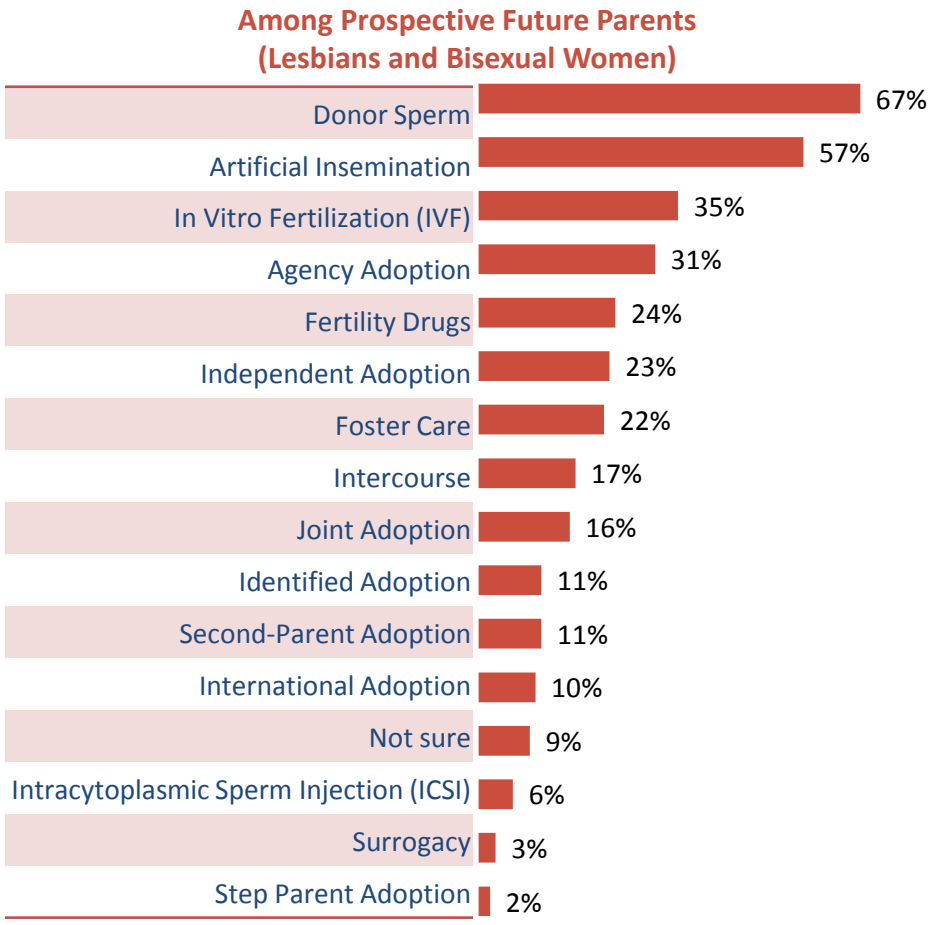
Do you want to have children in the future? (Mark all that apply.)

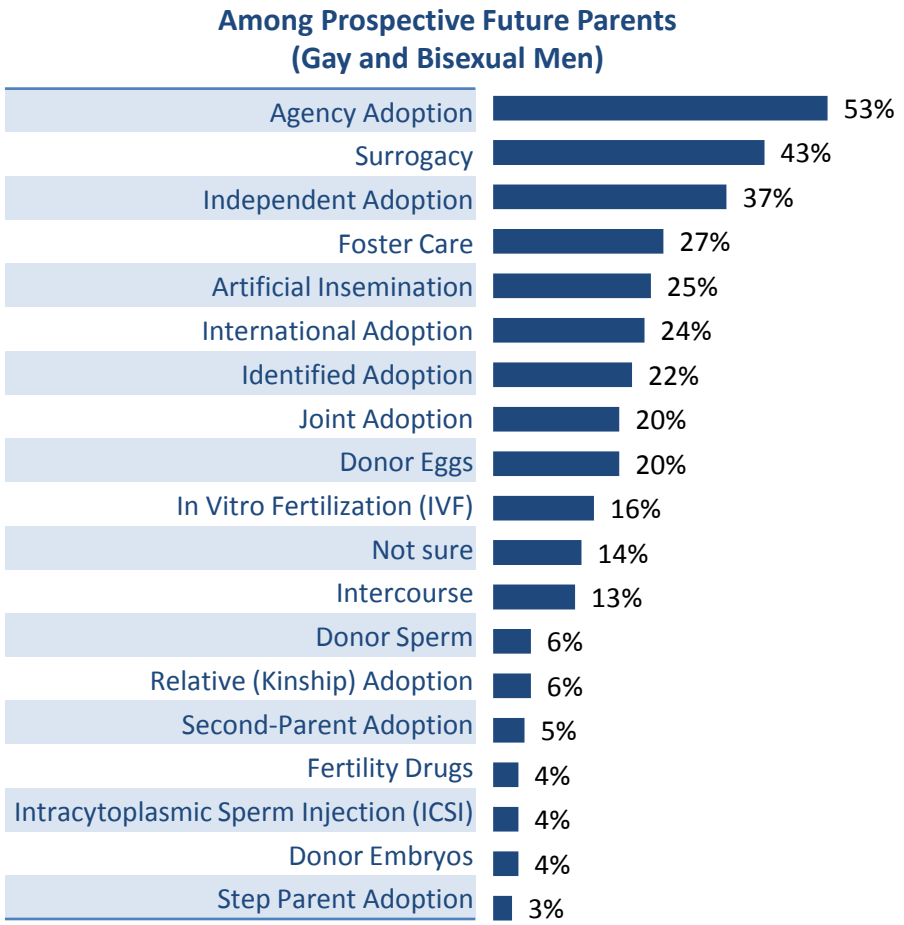


Bases: Millennial Men n=2,853; Gen X Men n=4,489; Boomer Men n=4,876; Millennial Women n=1,011; Gen X Women n=1,040; Boomer Women n=1,123; All Gender Expansive n=1,012

Building a Family with Children: Within the LGBT community, how men and women plan to have children is quite different as gender influences available options. Of important note is the large number of LGBTs that would consider foster care.

If you are comfortable sharing…what method of conceiving or adopting children do you think you will use? (Mark all that apply.)

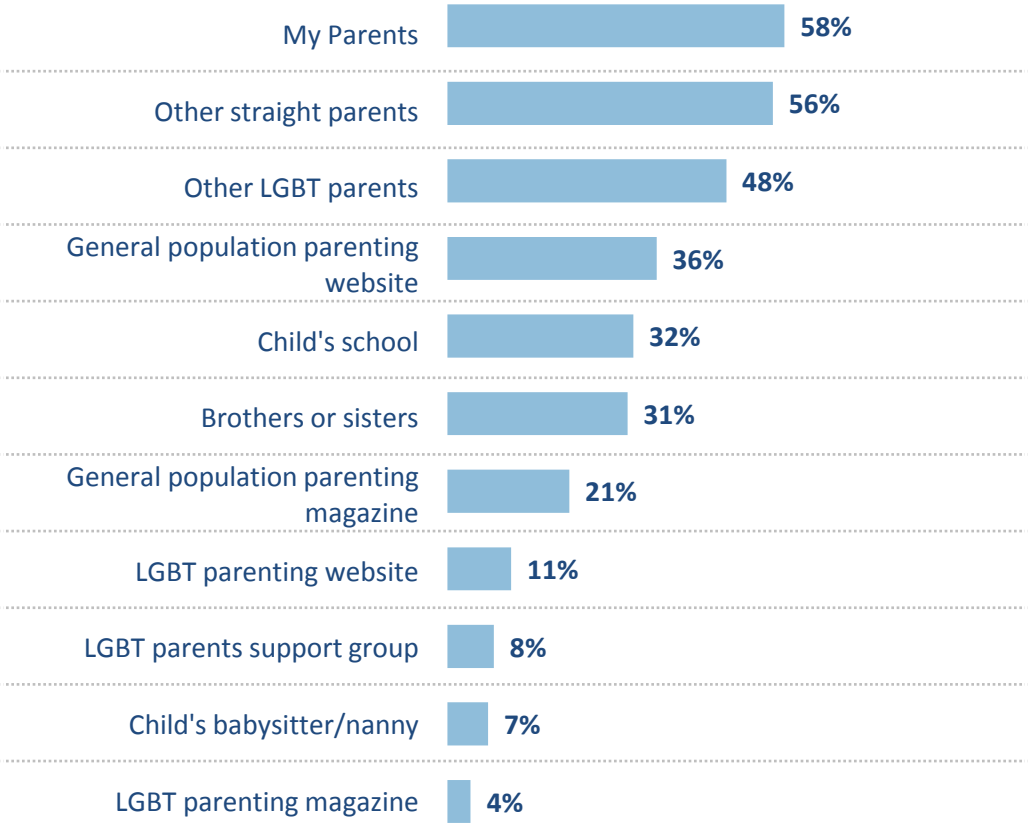




Bases: Men (Gay and Bisexual Men) n=705; Women (Lesbians and Bisexual Women) n=281

Parenting Resources: LGBTs are most likely to seek parenting advice from their own parents. LGBT parents are just as likely to seek advice from straight parents as other LGBT parents.

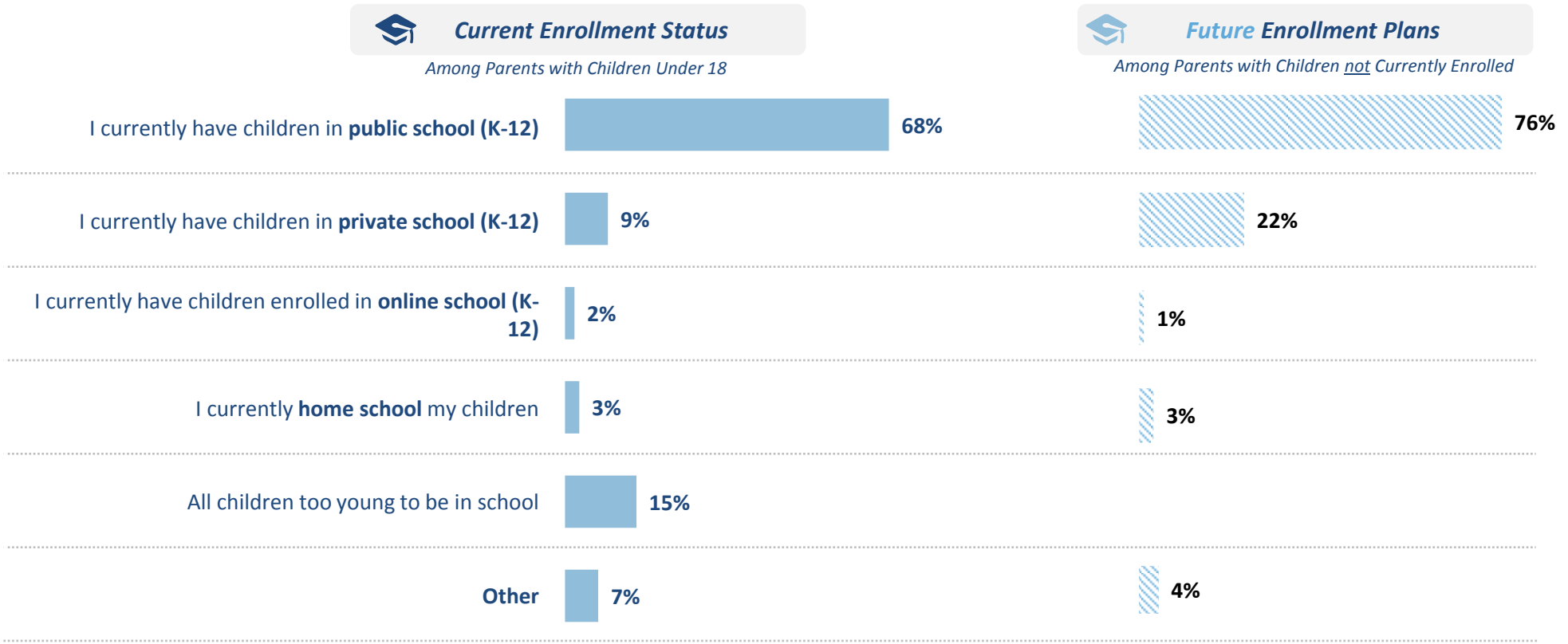
In the past year, where have you obtained information about how to raise your child(ren)? (Please mark all that apply.)



Bases: All LGBT Parents n=1,050

Public vs. Private Education: At 9%, the percentage of children of LGBT parents in private schools is very similar to national averages. However, LGBT parents of pre-school children have a strong interest in private education. At 3%, the percentage of children of LGBT parents homeschooling their children is also very similar to national averages.

What about school? (Please mark all that apply.)



Bases: Current Enrollment Parents n=1,261; Future Enrollment Parents n=193
Gen pop statistics from the Council for American Private Education and National Center for Education Statistics

3 Purchase Preferences

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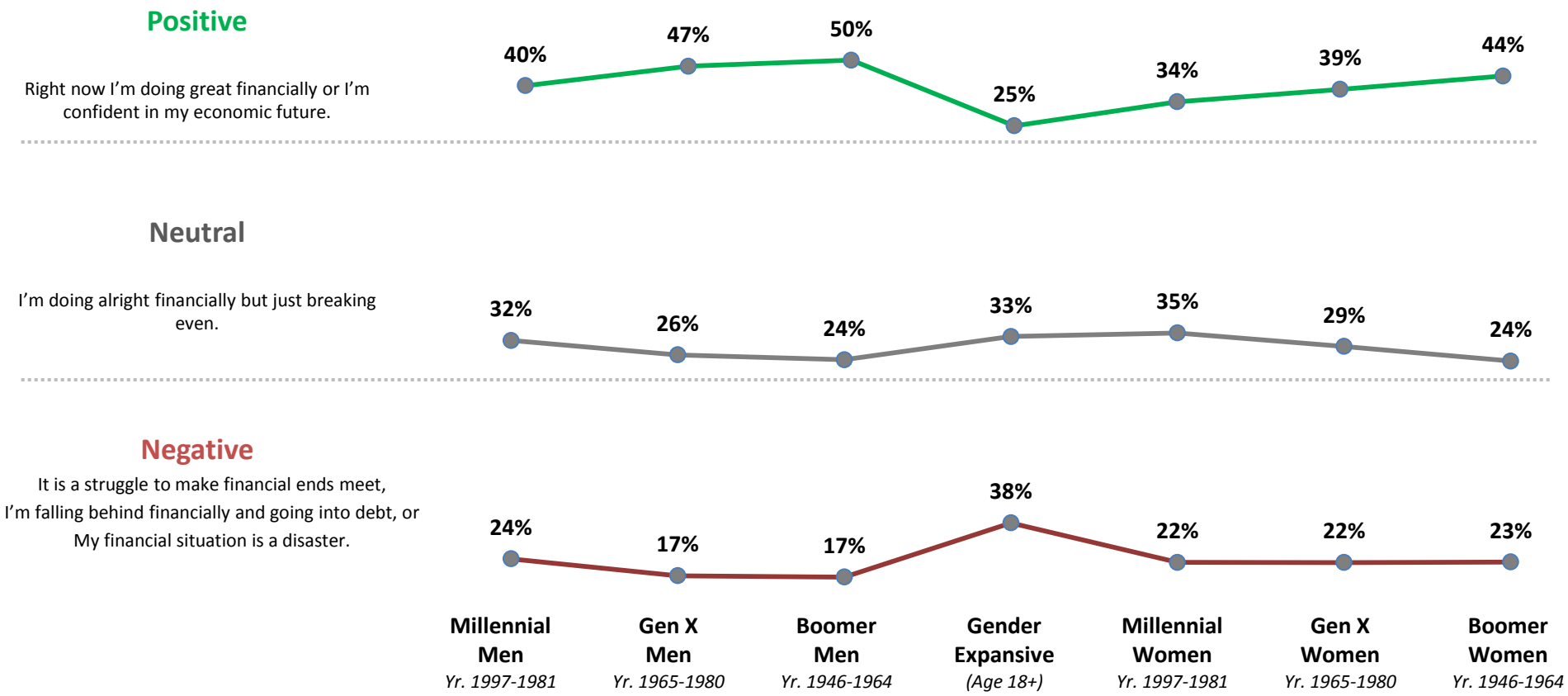
Economic Confidence: Gay and bisexual men describe their economic situation more positively than lesbian and bisexual women. Gender expansive community members are least economically confident, but that is at least partially because they trend younger in age. Baby Boomer LGBTs are 10% more economically confident than Millennial LGBTs. Overall, LGBTs are far more positive than negative about their economic situation, with all three generations reporting increased confidence since 2014 by 2 to 5%.

How would you describe your current financial situation? (Please mark all that apply.)



Bases: Millennial Men n=2,844; Gen X Men n=4,478; Boomer Men n=4,863; Gender Expansive n=1,010; Millennial Women n=1,009; Gen X Women n=1,040; Boomer Women n=1,117. Gender expansive includes participants who described themselves as transgender, trans man, trans woman, intersex, non-binary, gender queer and/or gender fluid.

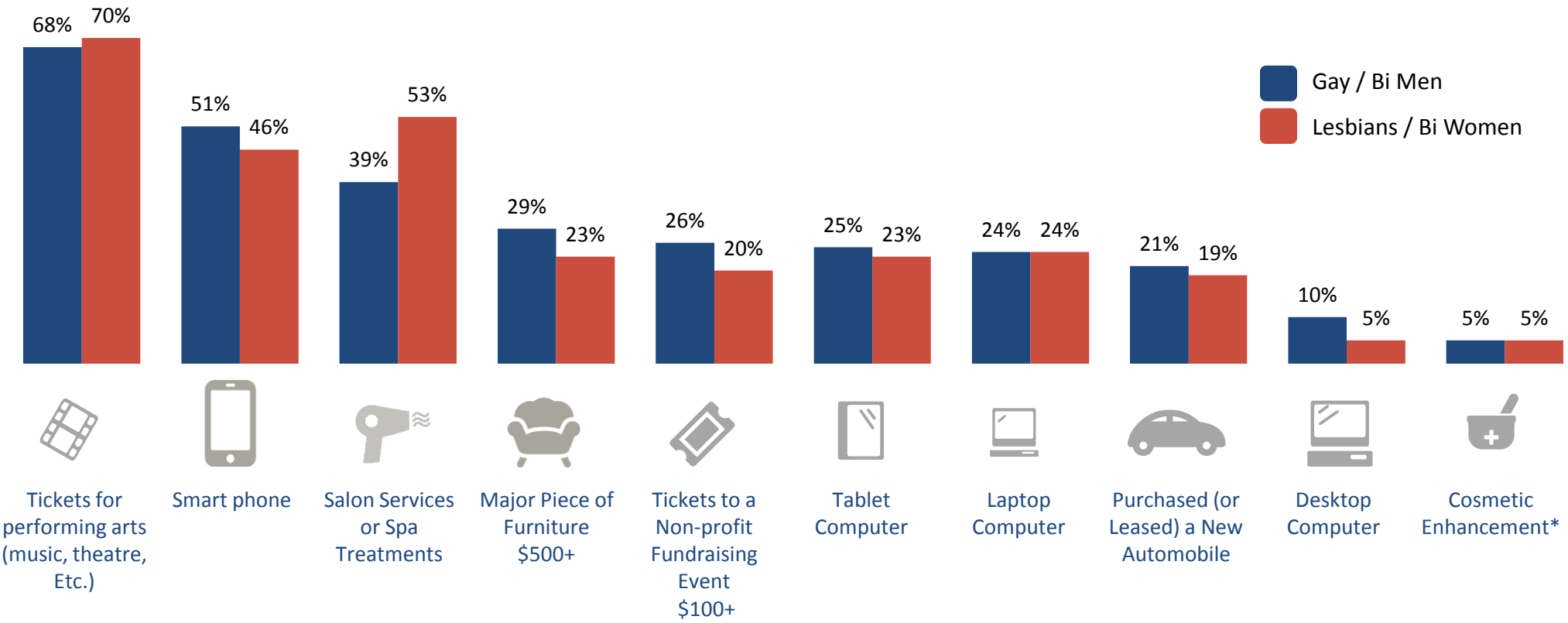
Consumer Personalities: LGBT men and women are equally likely to describe themselves as online and mobile shoppers as well as researcher/planner purchasers. Gay and bisexual men are far more likely than lesbian and bisexual women to describe themselves as impulsive shoppers, luxury shoppers and brand name shoppers.

Which words or statements best describe your purchasing/consumer personality? (Please mark all that apply.)

Bases: Men (Gay and Bisexual Men) n=12,712; Women (Lesbians and Bisexual Women) n=3,265

Purchases: Compared to the 8th Annual LGBT Community Survey (2014), LGBTs report increases across most major purchases in 2015. In 2014, 15% reported a major furniture purchase compared to 26% in 2015. In 2014, 16% reported a new car purchase or lease, compared to 20% in 2015.

Which of these did you purchase over the past 12 months? (Please mark all that apply.)



Bases: Men (Gay and Bisexual Men) n=12,706; Women (Lesbians and Bisexual Women) n=3,257

**(surgical or non-surgical)*

Everyday Purchases: Gay and bisexual men report slightly higher 30-day purchasing rates on everyday consumer products compared to lesbian and bisexual women.

Have you personally purchased the following consumer items during the past 30 days?*

	Single or Dating Men	Partnered / Cohabitating Men	Single or Dating Women	Partnered / Cohabitating Women
Over $50 of food at a grocery store in a single shop	82%	90%	78%	89%
Toothpaste	71%	73%	60%	67%
House cleaning products	65%	70%	54%	61%
Laundry detergent	65%	70%	54%	63%
An article of clothing valued at over $50	47%	54%	38%	47%
Teeth whitening product	15%	14%	8%	9%

Bases: Single or Dating Men n=6,502; Partnered/Cohabitating Men n=5,952; Single or Dating Women n=1,226; Partnered /Cohabitating Women n=1,974

**Participants were asked to only select items that they personally purchased (not a partner or roommate).*

Alcohol Consumption: Within the LGBT community, urban gay men, age 21 to 28, are the heaviest consumers of alcohol. Within this key demographic, whiskey consumption at least one time per week is increasing compared to vodka, the traditional spirit leader in the LGBT community.

About how many total alcohol drinks have you consumed of each kind in the past 7 days at home, restaurant or bar? (SLIDE ONE OF TWO)

		Gay Men Only (Age 21-28, Urban/Big City Residents)	Millennial Men Yr. 1994-1981 (Age 21+)	Gen X Men Yr. 1965-1980	Boomer Men Yr. 1946-1964	Millennial Women Yr. 1994-1981 (Age 21+)	Gen X Women Yr. 1965-1980	Boomer Women Yr. 1946-1964
Beer	Average #of Drinks	4.0	3.7	2.8	2.0	3.1	2.3	1.6
	% 1+ Drinks	54%	47%	37%	29%	44%	36%	28%
Vodka	Average #of Drinks	3.9	3.1	2.8	2.0	1.2	1.2	0.9
	% 1+ Drinks	48%	40%	37%	27%	24%	21%	17%
Wine	Average #of Drinks	3.5	3.0	2.9	3.2	2.2	1.7	2.1
	% 1+ Drinks	56%	47%	48%	48%	41%	41%	44%
Whiskey	Average #of Drinks	1.9	1.5	0.8	0.4	0.6	0.4	0.2
	% 1+ Drinks	30%	25%	14%	8%	14%	11%	6%
Light Beer	Average #of Drinks	1.7	1.7	1.4	0.9	1.1	1.1	0.6
	% 1+ Drinks	23%	21%	17%	12%	15%	13%	10%
Tequila	Average #of Drinks	1.6	1.1	0.7	0.5	0.5	0.5	0.4
	% 1+ Drinks	33%	23%	17%	13%	15%	13%	11%
Rum	Average #of Drinks	0.9	0.9	0.6	0.5	0.4	0.4	0.3
	% 1+ Drinks	22%	18%	13%	10%	12%	11%	8%

Bases: Gay Men 21-28 Urbanites n=513; Millennial Men n=2,700; Gen X Men n=4,489; Boomer Men n=4,876; Millennial Women n=1,011; Gen X Women n=926; Boomer Women n=1,123

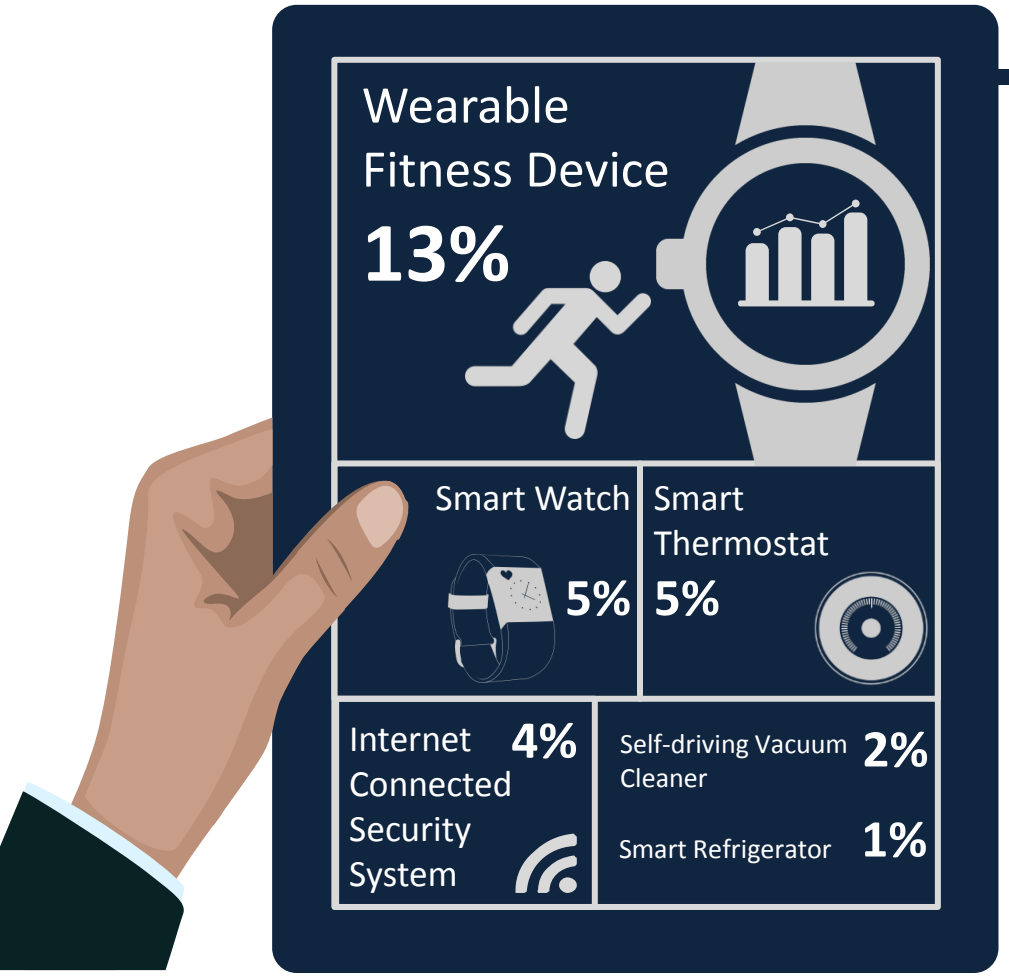
About how many total alcohol drinks have you consumed of each kind in the past 7 days at home, restaurant or bar? (SLIDE TWO OF TWO)

		Gay Men Only *(Age 21-28, Urban/Big City Residents)*	Millennial Men *Yr. 1994-1981 (Age 21+)*	Gen X Men *Yr. 1965-1980*	Boomer Men *Yr. 1946-1964*	Millennial Women *Yr. 1994-1981 (Age 21+)*	Gen X Women *Yr. 1965-1980*	Boomer Women *Yr. 1946-1964*
Gin	***Average #of Drinks***	***0.9***	***0.7***	***0.6***	***0.7***	***0.3***	***0.2***	***0.3***
	% 1+ Drinks	18%	13%	11%	11%	7%	5%	6%
Bourbon	***Average #of Drinks***	***0.7***	***0.7***	***0.7***	***0.6***	***0.3***	***0.3***	***0.2***
	% 1+ Drinks	15%	12%	13%	10%	7%	7%	6%
Scotch	***Average #of Drinks***	***0.2***	***0.3***	***0.3***	***0.5***	***0.1***	***0.1***	***0.1***
	% 1+ Drinks	7%	6%	6%	7%	3%	4%	3%
Sake	***Average #of Drinks***	***0.2***	***0.2***	***0.2***	***0.1***	***0.1***	***0.1***	***0.1***
	% 1+ Drinks	6%	5%	4%	3%	3%	3%	3%
Brandy	***Average #of Drinks***	***0.2***	***0.2***	***0.1***	***0.1***	***0.1***	***0.1***	***0.1***
	% 1+ Drinks	4%	4%	3%	3%	2%	2%	3%

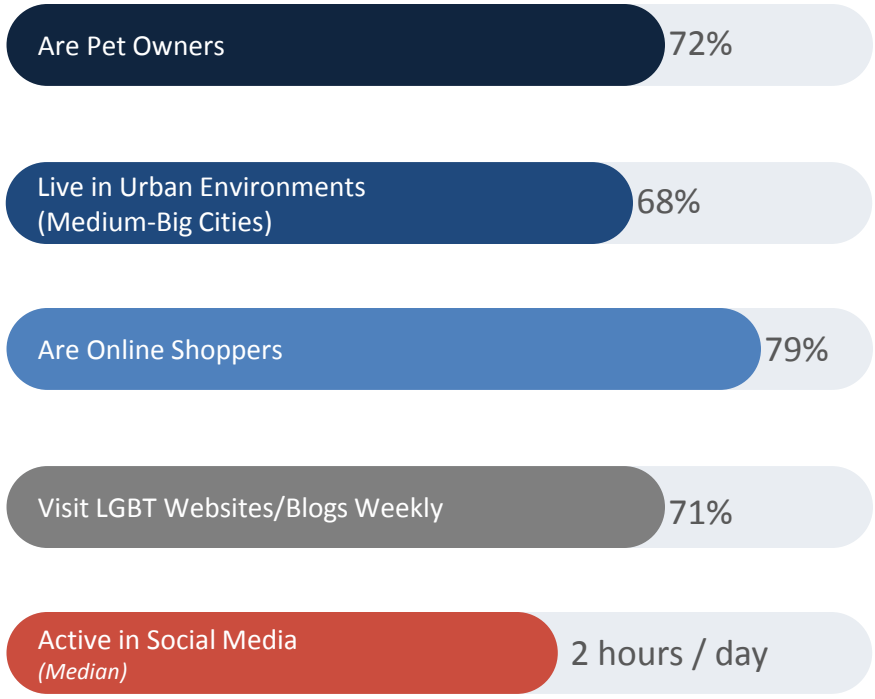
Bases: Gay Men 21-28 Urbanites n=513; Millennial Men n=2,700; Gen X Men n=4,489; Boomer Men n=4,876; Millennial Women n=1,011; Gen X Women n=926; Boomer Women n=1,123

The Internet of Things: LGBTs are known "early adopters" of technology such as smart phones and tablets. While the Internet of Things is emerging, we are tracking LGBT purchase and usage trends.

Have you purchased any of these Internet / mobile-enabled devices in the past 12 months? (Please mark all that apply.)



Wearable Fitness Device Purchasers…



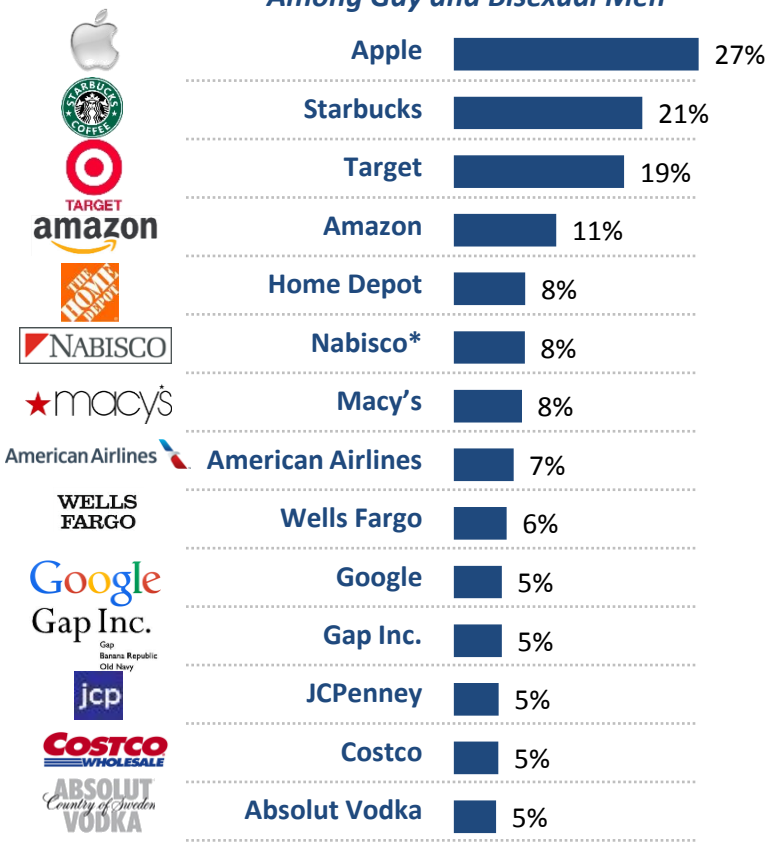
Bases: All LGBT n=15,153; Wearable Device Purchasers n=1,913

Corporate LGBT Outreach and Motivation to Purchase: Pro-LGBT corporate policies have encouraged the LGBT community to purchase many brands. As a fill-in-the-blanks, write-in exercise (i.e. not multiple choice), these are the top brands recalled and entered by participants, but the overall list was extensive.

Over the past 12 months, which companies or brands have you made a conscious decision to purchase from because of their pro-LGBT policies or practices? (Write-in top of mind question).

Note: In 2015, the survey allowed ten write in responses, compared to five in 2014, resulting in increased percentages across brands.

Among Gay and Bisexual Men



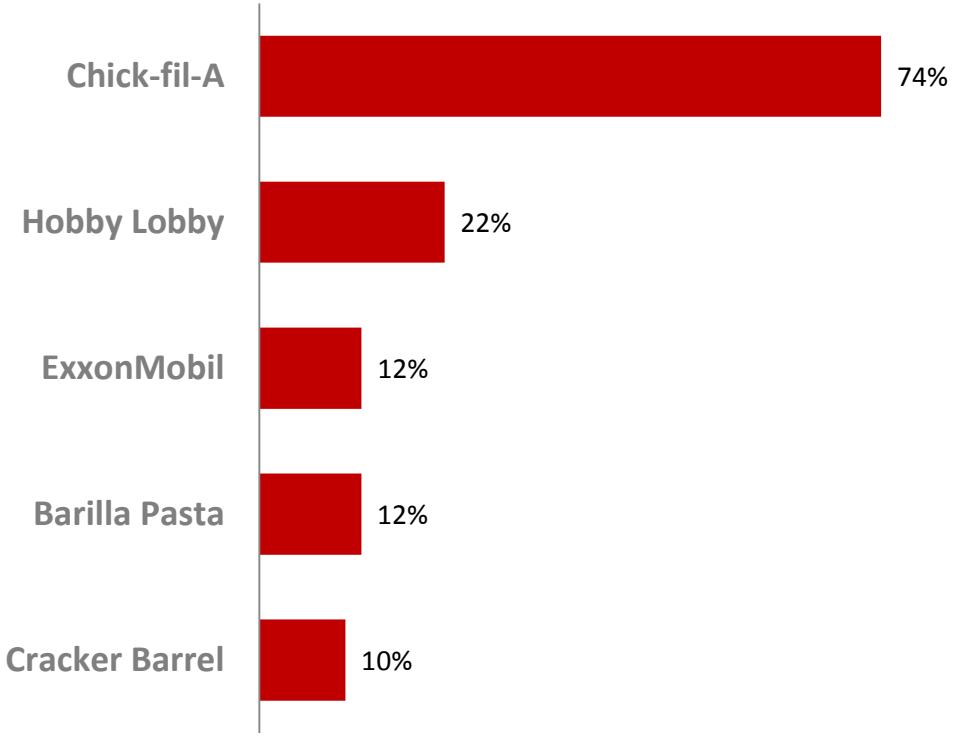
Among Lesbians and Bisexual Women

**Nabisco ratings include Honeymaid and Oreo.*

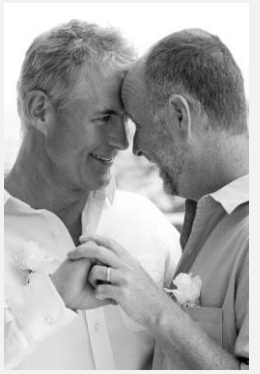
Bases: Men (Gay and Bisexual Men) n=4,141; Women (Lesbian and Bisexual Women) n=1,036

Negative Brand Recognition: Once again, Chick-fil-A has, by far, the most negative corporate reputation within the LGBT community. 74% of LGBTs typed in the company name as the one brand they are boycotting (up 4% from last year). Hobby Lobby is now firmly in the number two position with 22% of LGBTs responding negatively to the brand.

Which companies or brands have you boycotted because of their anti-LGBT policies or practices?
(Respondents typed their responses from memory)
Note: In 2015, the survey allowed five write in responses, compared to three in 2014.



Bases: All LGBT n=9,304



4 Media Consumption

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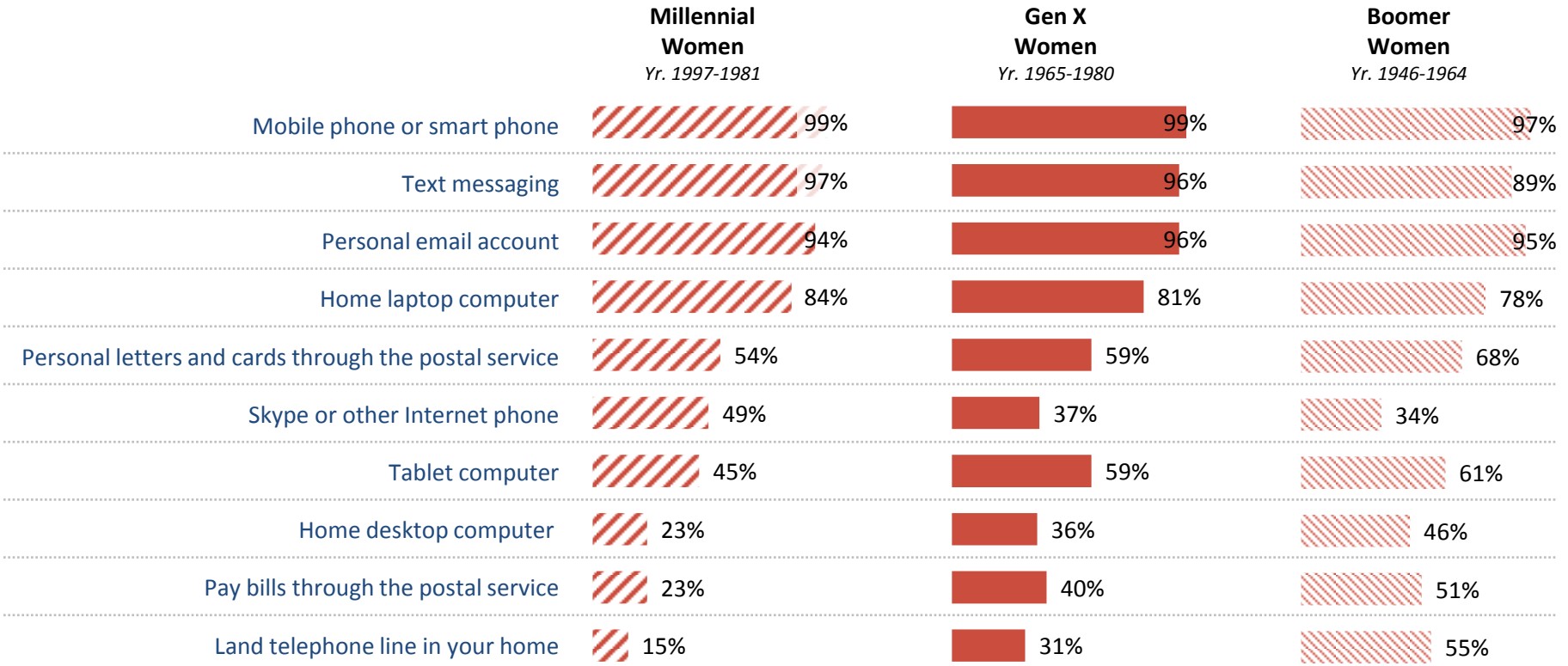
In the past 7 days, have you read, viewed, or listened to...? (Please mark all that apply.)

	Millennial Men *Yr. 1997-1981*	Gen X Men *Yr. 1965-1980*	Boomer Men *Yr. 1946-1964*	Millennial Women *Yr. 1997-1981*	Gen X Women *Yr. 1965-1980*	Boomer Women *Yr. 1946-1964*
LGBT websites / blogs	69%	70%	68%	65%	53%	45%
Streaming video (TV or movies) on your computer	63%	54%	40%	61%	48%	34%
Mainstream websites / blogs	58%	61%	58%	58%	50%	47%
Network / cable television	51%	67%	73%	45%	58%	70%
Mainstream radio	38%	43%	43%	41%	47%	44%
LGBT mobile apps	37%	32%	21%	9%	7%	4%
Mainstream general newspapers	37%	47%	60%	35%	39%	59%
LGBT publication(s) for my city or region	33%	42%	47%	30%	37%	42%
LGBT-character driven TV programming	30%	31%	26%	29%	23%	18%
Mainstream magazines	29%	42%	46%	23%	32%	41%
LGBT email newsletters	28%	30%	33%	28%	31%	33%
LGBT-dedicated TV channel	24%	27%	22%	9%	11%	9%
LGBT national magazine(s)	24%	31%	37%	14%	20%	24%
Podcasts	22%	20%	12%	24%	20%	14%
Mainstream email newsletters	21%	21%	23%	21%	21%	23%
Alternative newspapers	18%	23%	29%	20%	24%	33%
Satellite radio	17%	29%	28%	12%	20%	19%

Bases: Millennial Men n=2,853; Gen X Men n=4,489; Boomer Men n=4,876; Millennial Women n=1,011; Gen X Women n=1,040; Boomer Women n=1,123

Device Usage, Lesbian and Bisexual Women: Among communications devices, generational differences are far more important than gender differences within the LGBT community. Smart phone usage is near universal. Landline use for personal communication is down to 15% among LGBT Millennials.

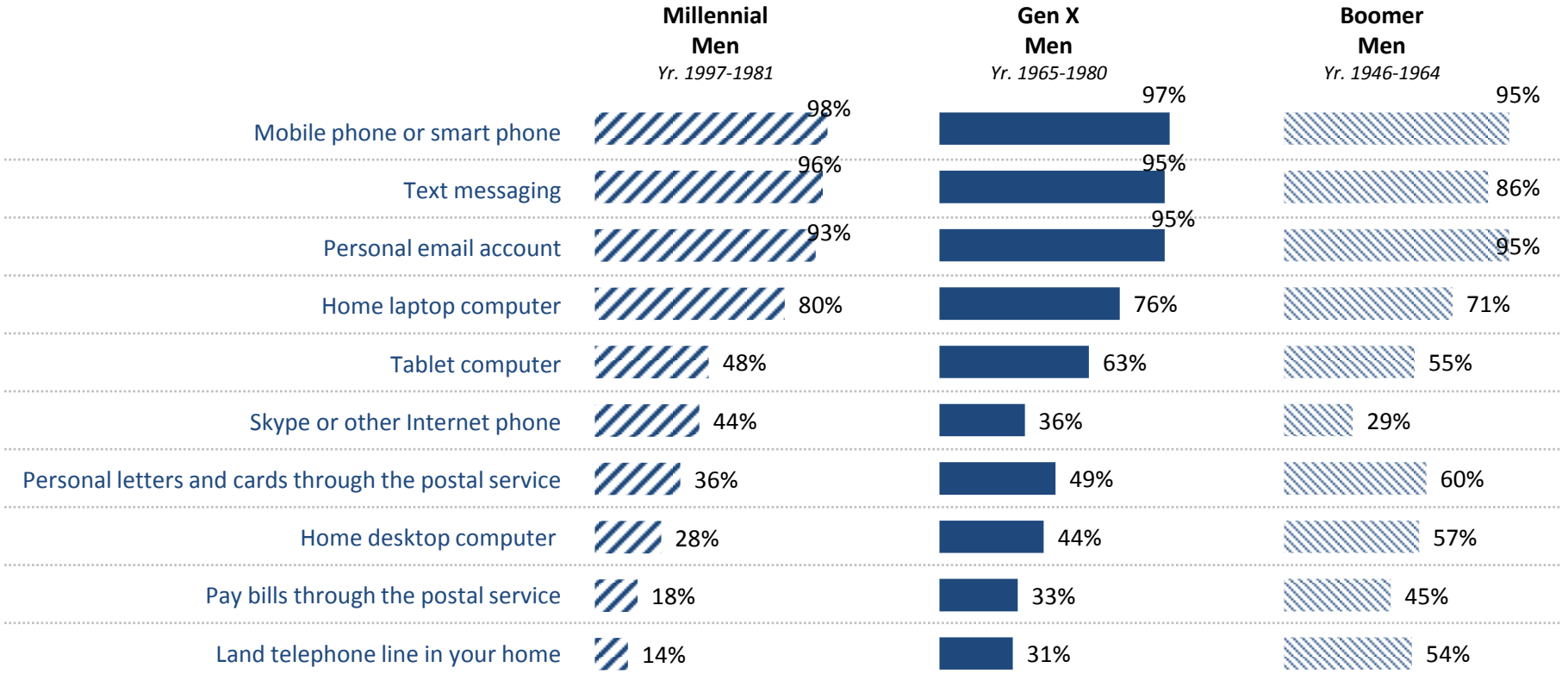
Do you own or use any of the following tools for your personal communication (not work)? (Please mark all that apply.)



Bases: Millennial Women n=1,006; Gen X Women n=1,036; Boomer Women n=1,119

Device Usage, Gay and Bisexual Men: Among communications devices, generational differences are far more important than gender differences within the LGBT community. Smart phone usage is near universal. Landline use for personal communication is down to 15% among LGBT Millennials.

Do you own or use any of the following tools for your personal communication (not work)? (Please mark all that apply.)



Bases: Millennial Men n=2,832; Gen X Men n=4,471; Boomer Men n=4,858

Social Media Consumption: Nearly all LGBTs use Facebook at least once a week. Instagram has particular strength among LGBT Millennials. Gay and bisexual men, especially Millennials, report strong use of dating apps dedicated to gay men.

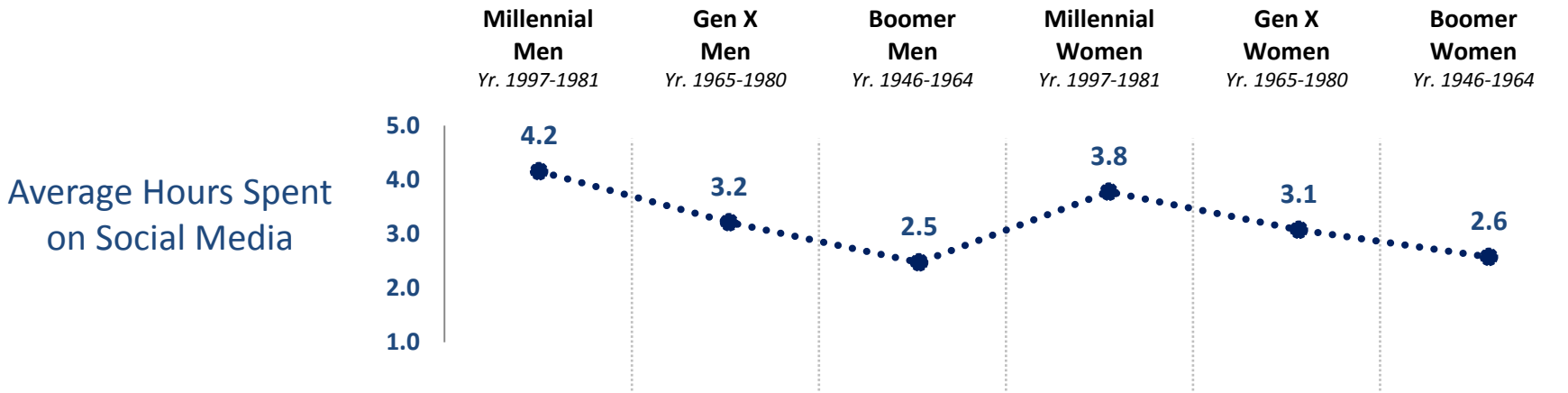
Do you have and have actively used (at least once a week) any of these social media and dating websites/apps in the past month?

	Millennial Men *Yr. 1997-1981*	Gen X Men *Yr. 1965-1980*	Boomer Men *Yr. 1946-1964*	Millennial Women *Yr. 1997-1981*	Gen X Women *Yr. 1965-1980*	Boomer Women *Yr. 1946-1964*
Facebook	91%	86%	73%	91%	87%	84%
YouTube	79%	73%	63%	72%	63%	58%
Instagram	57%	37%	15%	54%	33%	15%
Twitter	47%	41%	24%	39%	35%	24%
Tumblr	45%	40%	27%	39%	12%	4%
Snapchat	41%	10%	2%	34%	7%	2%
LinkedIn	36%	45%	38%	29%	37%	39%
Google+	21%	26%	27%	19%	28%	29%
Pinterest	18%	18%	13%	40%	34%	21%
Vine	15%	8%	3%	8%	3%	1%
Any dating app dedicated to gay men	58%	48%	38%			
Any dating app dedicated to lesbians				7%	6%	7%
Any dating app for the general population (mostly straight)	16%	5%	2%	12%	5%	3%

Bases: Millennial Men n=2,834; Gen X Men n=4,463; Boomer Men n=4,847; Millennial Women n=1,002; Gen X Women n=1,034; Boomer Women n=1,115

Social Media Use: Not surprisingly, LGBT Millennials are far more likely than older generations to use social media. However, even among LGBT Generation Xers and Baby Boomers, social media use is strong.

About how many hours each day do you actively use social media websites/apps (total of all social media activity)?



	Millennial Men Yr. 1997-1981	Gen X Men Yr. 1965-1980	Boomer Men Yr. 1946-1964	Millennial Women Yr. 1997-1981	Gen X Women Yr. 1965-1980	Boomer Women Yr. 1946-1964
0 Hours	3%	5%	13%	2%	5%	10%
1 to 2	34%	47%	51%	38%	49%	52%
3 to 4	32%	29%	24%	35%	27%	26%
5 to 6	15%	10%	7%	14%	10%	6%
7 to 8	6%	4%	3%	7%	3%	3%
9+	8%	4%	1%	6%	3%	2%

Bases: Millennial Men n=2,688; Gen X Men n=4,172; Boomer Men n=4,402; Millennial Women n=972; Gen X Women n=983; Boomer Women n=1,029

Corporate Use of Social Media: LGBTs are actively engaged in social media. However, compared to the 2014 report, we observed decreases in responses for intentional or paid engagement in nearly all categories.

In the past 7 days have you...? (Please mark all that apply.)

	Millennial Men *Yr. 1997-1981*	Gen X Men *Yr. 1965-1980*	Boomer Men *Yr. 1946-1964*	Millennial Women *Yr. 1997-1981*	Gen X Women *Yr. 1965-1980*	Boomer Women *Yr. 1946-1964*
"Liked" a business on Facebook	46%	47%	35%	47%	54%	46%
Clicked on a Facebook ad	40%	37%	33%	31%	33%	36%
Used social media to post a positive experience with a brand, product or service	30%	30%	21%	26%	25%	22%
Clicked on a mobile app ad	21%	18%	15%	11%	12%	13%
"Checked-in" at a business to get deals / discounts	20%	22%	25%	12%	21%	26%
Used social media to post a negative experience with a brand, product or service	19%	20%	13%	14%	16%	13%
Forwarded an advertisement to a friend	17%	18%	15%	14%	18%	16%
Shared or retweeted a commercial ad or announcement	15%	13%	8%	13%	12%	9%
Scanned a QR "tag" with your smartphone	11%	14%	10%	8%	11%	11%
Purchased a deal from Groupon, Living Social, etc.	11%	13%	9%	12%	16%	13%

Bases: Millennial Men n=2,853; Gen X Men n=4,489; Boomer Men n=4,876; Millennial Women n=1,011; Gen X Women n=1,040; Boomer Women n=1,123

Reaching Gay and Bisexual Men: Millennial gay and bisexual men are largely reached online, with over half reading LGBT print publications. Gen X and Baby Boomer men can be reached through LGBT digital and print publications. Over half of Baby Boomer men donate to LGBT organizations. Attending Pride events is popular, especially among Millennial and Gen X men.

In the past 12 months, I have … (Please mark all that apply.)

	Millennial Men *Yr. 1997-1981*	Gen X Men *Yr. 1965-1980*	Boomer Men *Yr. 1946-1964*
Viewed LGBT website(s)	88%	90%	88%
Gone to a bar / nightclub for the LGBT community	73%	69%	54%
Read LGBT blog(s)	71%	67%	58%
Used a gay or lesbian dating app or website	69%	53%	38%
Watched a film with majority LGBT characters	68%	71%	65%
Used LGBT mobile app(s)	61%	52%	35%
Read LGBT print publication(s)	59%	70%	74%
Gone to a neighborhood because it was LGBT popular	54%	52%	42%
Attended LGBT pride event(s)	52%	51%	44%
Donated to LGBT organization(s)	34%	50%	53%
Attended an LGBT organization fund-raiser, gala, etc.	31%	37%	36%
Volunteered at LGBT organization(s)	23%	23%	21%
Went to an LGBT film festival	8%	11%	12%

Bases: Millennial Men n=2,845; Gen X Men n=4,482; Boomer Men n=4,865

Reaching Lesbian and Bisexual Women: Millennial lesbian and bisexual women are largely reached online, with over half reading LGBT print publications. Gen X and Baby Boomer women can be reached through LGBT digital and print publications. About half of Baby Boomer women donate to LGBT organizations. Attending Pride events is equally popular across all generations.

In the past 12 months, I have … (Please mark all that apply.)

	Millennial Women *Yr. 1997-1981*	Gen X Women *Yr. 1965-1980*	Boomer Women *Yr. 1946-1964*
Viewed LGBT website(s)	86%	83%	76%
Read LGBT blog(s)	70%	50%	35%
Watched a film with majority LGBT characters	65%	62%	50%
Gone to a bar / nightclub for the LGBT community	55%	51%	35%
Attended LGBT pride event(s)	52%	51%	47%
Read LGBT print publication(s)	52%	64%	71%
Gone to a neighborhood because it was LGBT popular	37%	33%	28%
Donated to LGBT organization(s)	30%	42%	49%
Attended an LGBT organization fund-raiser, gala, etc.	26%	32%	39%
Used a gay or lesbian dating app or website	20%	13%	12%
Volunteered at LGBT organization(s)	20%	23%	25%
Used LGBT mobile app(s)	18%	14%	10%
Went to an LGBT film festival	5%	11%	13%

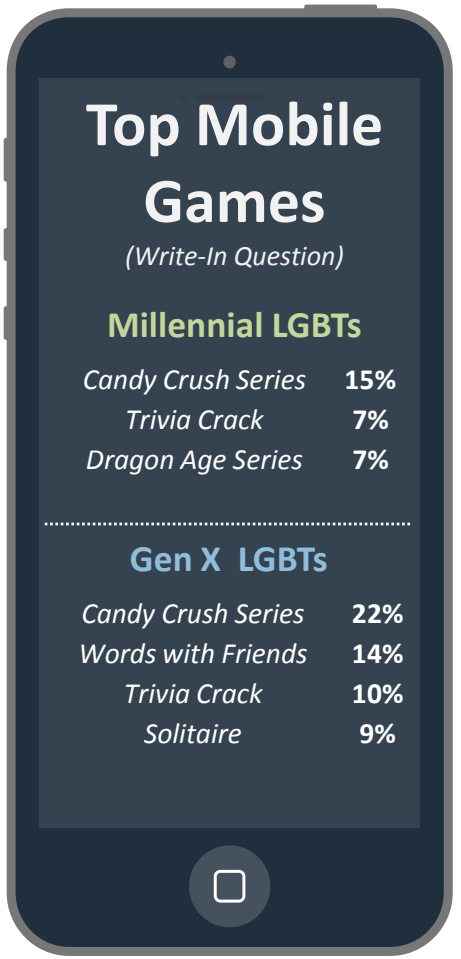
Bases: Millennial Women n=1,011; Gen X Women n=1,039; Boomer Women n=1,122

Digital Games: Lesbian and bisexual women are strong gamers across all generations, while Millennial gay and bisexual men are more likely to be gamers compared to older men.

How many hours each day do you play games on a console, phone, tablet or computer (total for all devices)?

	Millennial Men *Yr. 1997-1981*	Gen X Men *Yr. 1965-1980*	Boomer Men *Yr. 1946-1964*	Millennial Women *Yr. 1997-1981*	Gen X Women *Yr. 1965-1980*	Boomer Women *Yr. 1946-1964*
Average Hours (Daily)	1.5	1.0	0.6	1.1	1.1	1.0
0	44%	53%	66%	48%	49%	47%
1 to 2	37%	36%	29%	39%	40%	42%
3 to 4	12%	8%	3%	10%	8%	8%
5+	7%	3%	2%	3%	3%	1%

Bases: Millennial Men n=2,723; Gen X Men n=4,282; Boomer Men n=4,442; Millennial Women n=966; Gen X Women n=979; Boomer Women n=1,010



Bases: Millennial LGBTs n=1,933; Gen X LGBTs n=2,386

5 Social & Political Concerns

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Social and Political Concerns: LGBTQ discrimination, anti-LGBT religious freedom legislation, marriage equality, affordable healthcare and racial discrimination were the top concerns within the community when the was survey fielded in May 2015. Economic concerns did not rank as high as social concerns.

Which of the following political and social issues are you most concerned about?

		All Men (Age 18+)	All Women (Age 18+)	All Gender Expansive (Age 18+)
(1) LGBTQ discrimination	*Very Concerned*	78%	83%	87%
(2) Anti-LGBT religious freedom legislation	*Very Concerned*	76%	77%	77%
(3) Marriage Equality	*Very Concerned*	70%	73%	57%
(4) Affordable Healthcare	*Very Concerned*	62%	68%	72%
(5) Racial discrimination	*Very Concerned*	57%	69%	71%
(6) Global Warming / Climate Change	*Very Concerned*	53%	57%	55%
(7) Wars or military conflicts	*Very Concerned*	46%	48%	52%
(8) Poverty/ Homelessness	*Very Concerned*	44%	59%	66%
(9) Animal welfare	*Very Concerned*	37%	48%	41%
(10) Local crime and violence	*Very Concerned*	35%	39%	36%
(11) Unemployment	*Very Concerned*	34%	37%	49%
(12) High taxes	*Very Concerned*	33%	30%	30%
(13) Government regulation	*Very Concerned*	28%	30%	33%
(14) Inflation	*Very Concerned*	22%	24%	25%
(15) Overpopulation	*Very Concerned*	23%	23%	25%

Bases: Bases Vary by Issue and Cohort. Gender expansive includes participants who described themselves as transgender, trans man, trans woman, intersex, non-binary, gender queer and/or gender fluid.

FOR MORE INFORMATION:

CMI's highly specialized services are based on over 22 years of dedicated experience, producing LGBT (lesbian, gay, bisexual, transgender) market intelligence for leading corporate clients and organizations across the country and around the world.

Serving a variety of industries, we leverage our in-house proprietary panel of more than 70,000 community-representative LGBT consumers to produce consumer survey studies, recruit and facilitate focus groups, interviews, etc. Additionally, our team of experts offers strategic consulting and marketing planning based on consumer insight, and we produce custom LGBT research/sales/marketing/best practices corporate training and conference presentations.

Contact CMI to learn more about custom research, analysis and reporting on the variety of topics explored in our LGBT consumer studies, including:

- Financial Outlook
- Purchasing Behavior
- Media Consumption
- Living Environment
- Terminology
- LGBT Social / Peer Circles
- Brand 'LGBT friendliness'
- Social Concerns
- Technology
- Segments Within LGBT
- Travel Behavior
- Motivations
- Sports and Recreation
- Social Media Habits
- Product Categories

- **Custom Surveys, Focus Groups, In-Depth Interviews and other research methodologies**

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ABOUT CMI'S LGBT RESEARCH PRACTICE

Founded in 1992, Community Marketing & Insights (CMI) is a full-service market research firm, focused on LGBT insights and analytics.

Market research studies and resulting insights and action items are meant to help marketers understand the LGBT communities, and influence sales, marketing and outreach decisions. However, not all research is the same. Community Marketing & Insights' (CMI) methodologies and experience are distinct from other research companies when considering approaches, survey respondent sources—and ultimately—the validity and utility of sought-after results.

Community Marketing & Insights (CMI) has been conducting LGBT consumer research for over 20 years. Our practice includes online surveys, in-depth interviews, intercepts, focus groups (on-site and online), and advisory boards in North America, Europe and Asia. Industry leaders around the world depend on CMI's research and analysis as a basis for feasibility evaluations, positioning, economic impact, creative testing, informed forecasting, product development, measurable marketing planning and assessment of return on investment.

CMI's research findings have been published in the New York Times, Wall Street Journal, Forbes, Washington Post, Chicago Tribune, Los Angeles Times, USA Today, Chicago Tribune, Miami Herald, CBS News, CNN, NPR, Reuters, Associated Press and many other international, national and regional media.

CMI's research and corporate training clients span the globe, and include leaders from a wide range of industries. CMI studies have been produced for these and many other B2B and B2C brands: Aetna, Inc.; Prudential Financial; Wells Fargo; DIRECTV, LLC; Viacom/Logo; Johnson & Johnson; WNBA; Hallmark Cards, Inc.; Target Brands; E&J Gallo Winery; Gilead Pharmaceuticals; Better Homes & Gardens Real Estate; The Walt Disney Company; TELUS Corporation; Hyatt Hotels Corporation; Hawaiian Airlines; NYC & Company; Las Vegas Convention & Visitors Authority; VISIT FLORIDA; Canadian Tourism Commission; Tourism Office of Spain; Japan National Tourism Organization; U.S. Census Bureau; Centers for Disease Control; American Cancer Society; Kaiser Family Foundation; University of Pennsylvania; City University of New York; and numerous other corporations, universities and organizations across North America and around the world.

ABOUT THE CMI RESEARCH PANEL

Over the past 20 years, CMI has developed the world's most community-representative panel for a variety of LGBT research methodologies. Corporations, government agencies, non-profits, universities and other research firms all utilize CMI's panel resources because of its size and flexibility. CMI can assist with research projects requiring thousands of participants, and we can deliver on smaller projects requiring targeted segments within LGBT. For example, CMI was able to recruit for projects needing 1,200 men living with HIV, 200 LGBT African American Millennials in urban U.S.A., and 750 transgender community members. We also produce qualitative projects that are challenging—or impossible—for other research groups to achieve.

CMI has developed our panel through authentic partnership and trust within the LGBT community. CMI never uses the panel for sales or marketing purposes. Panel members have the direct email addresses of their project's Research Director. We protect panelist confidentiality, and we respond to study questions, concerns and feedback within 24 hours. Since CMI is a specialized LGBT-owned and operated company, established over 20 years ago, we have earned a level of confidence and trust that can only come from being members of the community. As distinct from other panel approaches, we actually have a very personal relationship with our panelists, who are willing to open up and honestly share genuine experiences, sensitivities, opinions and motivations with us. They know that the results from the research will be used for the betterment of the LGBT community.

CMI'S PANEL CONSISTS OF OVER 70,000 SELF-IDENTIFYING LGBT COMMUNITY MEMBERS, WHICH INCLUDES:

- 50,000 LGBT panelists in the United States
- 6,500 LGBT Canadians (includes English and French speaking)
- 4,500 LGBT Chinese
- Capabilities in the UK, Germany, Australia and other countries

IN THE UNITED STATES, THE PANEL HAS SIGNIFICANT NUMBERS IN EVERY LGBT SEGMENT

- 20,000 lesbian and bisexual women
- 30,000 gay and bisexual men
- 1,500 transgender community members
- 5,000 bisexual community members
- 5,000 with income over $150,000
- 5,000 with income below $25,000
- 15,000 representing LGBT communities of color
- 15,000 LGBT Millennials
- Thousands of men living with HIV (Note: All health-related data is maintained independent of personally identifying information)
- Participants in all 50 states with ZIP code-level geographic targeting capability
- 10,000 with a master's degree or better
- 3,000 LGBT parents with a child under 18 living at home
- 5,000 legally married same-sex couples
- Experience with LGBT youth research (in partnership with an institution and IRB approval)

CMI'S LGBT STRATEGIC PLANNING & CORPORATE TRAINING

CONSULTING: Evaluating your opportunities and strengths based on research findings, strategic consulting identifies brand and product positions that can lead to maximum success and return on investment. We'll also assess your corporate policies and practices—crucial to LGBT loyalty. LGBT consumers tend to vote with their wallets: they favor good corporate/community citizens.

TRAINING: The Community Marketing team has developed and presented custom on-site training for a wide variety of companies and organizations exploring their opportunities in the LGBT community. The trainings may include topics ranging from a basic introduction to the LGBT community, research, case studies and marketing opportunities...to diversity/sensitivity training best practices...to sales training and customer service.

LGBT Community Survey and Community Marketing are registered trademarks of Community Marketing, Inc.

Minority/Diversity Procurement: Community Marketing, Inc. is an NGLCC-Certified LGBT-Owned Business Enterprise.

CONTACT US

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CMI Community Marketing & Insights
Community Marketing, Inc.

LGBT Market Research:

There is a difference!

LGBT research is meant to help marketers understand the LGBT community, and make educated decisions about strategies and tactics to reach them. Not all research is the same, however. At **Community Marketing & Insights,** we leverage unique experience, methodologies and our own proprietary panel to generate the valid and actionable results that our clients depend on.

CMI'S PROPRIETARY PANEL: WHO ARE YOU TALKING TO?

Community Marketing & Insights (CMI) has recruited for our proprietary consumer panel over the past 20+ years by partnering with over 300 LGBT media, organizations, events and social media throughout the USA, Canada, the UK, Germany, Australia, China and beyond. The panel is thus highly representative of LGBT consumers who interact with the LGBT community and media.

CMI research is trusted by—and frequently quoted in—The New York Times, USA Today, The Wall Street Journal, Chicago Tribune, Los Angeles Times, Miami Herald, Forbes, Ad Week, NPR, CNN, CBS News, Associated Press, etc.

Other research providers typically send out widely distributed panel invitations (via Yahoo, etc.), and then sort for those who trust the researcher enough to indicate in a survey that they are gay or lesbian. They may also use lists from one or two LGBT publishers, which is likely to skew results.

If you are a marketer looking for valid LGBT consumer insights about products, services, or advertising creative and marketing strategies, "general market" panel development approaches are not likely to yield LGBT community members who interact with the media where you are placing ads.

CMI'S QUANTITATIVE SURVEYS: SIZE DOES MATTER

CMI has conducted hundreds of LGBT-dedicated quantitative surveys since the early 1990s, covering a wide variety of topics, industries and interests. Through these studies, we both observe and influence the trends of this market.

Size does matter when it comes to surveys. Our panel has grown to over 70,000 qualified LGBT consumers—the largest of its kind, by far. Our Annual LGBT Community Survey® study has attracted up to 45,000 survey participants representing 150 countries, making it the largest such study in the world. We leverage our long history, experience and expertise to guide you, fine-tuning our portfolio of research panels, methodologies and approaches to best match your market intelligence goals.

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.

Without access to this enormous resource of qualified LGBT consumer panelists, other companies have to compromise on the quality and demographic representation of their panel—or "reinvent the wheel" at your expense.

It's not possible to fathom the diversity and complexities within LGBT (see below) through a small sample. And with small samples, you lose the opportunity to derive statistically-significant crosstabs based on gender, geographical location, age, income, experience, product choice, etc. Can you really make the assumption that a Millennial lesbian couple in Seattle has the same purchasing motivations and behaviors as a 67-year-old gay man in Atlanta? Generalities and sweeping statements about "the LGBT market" based on comparatively small samples can distort the validity of research findings, wasting your investment of time and resources.

LGBT PANEL DIVERSITY IS IMPERATIVE, BECAUSE THERE IS NO "LGBT MARKET"

Community Marketing & Insights emphasizes that there is no "gay market," just as there is no single "Asian market." The LGBT communities represent a broad and dynamic spectrum of interests, sensitivities, preferences and priorities. Add to that variations in geographical location, age, income, relationship status, gender identity and more, and it becomes essential to discover which opportunities within LGBT will help you achieve your goals. Fine-tuning your approaches based on highly refined, well-targeted matches within LGBT will make your outreach initiatives more efficient and cost-effective, optimizing your marketing investment.

General market surveys that may include a small subset of "the gay community" just scratch the surface of the diverse and varied of opportunities marketers can enjoy if properly explored and understood.

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GET A DEEPER UNDERSTANDING OF THE LGBT COMMUNITY: QUALITATIVE RESEARCH

For over two decades, CMI has produced the most consistent, longest-running series of LGBT community surveys in the world. But we don't stop there. Quantitative (data) research is important, but it's just one side of the coin. Our full range of research services uncover the rest of the story through 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, Australia and China, as well as many other markets. Sometimes the same creative, tested in different regions, can yield different perspectives. 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 qualitative research, including focus group studies (both in-person and online), in-depth interviews, online communities and advisory boards, which can round out a comprehensive market intelligence plan.

By producing online surveys only, other research companies are telling only 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 can only be uncovered by qualitative research—extremely important considerations that averages and assumptions extrapolated from survey statistics are likely to miss.

IN-HOUSE EVERYTHING. WE DON'T OUTSOURCE!

Community Marketing & Insights maintains our own research panels and utilizes advanced, sophisticated research software. We conduct all of our research in-house—because nobody knows this market segment as well as we do.

Unlike many other firms, CMI will never sell or represent another research company's services. Nor will we outsource your projects and report on the results of a third party's work. Without being intimately involved in every aspect of a project—discussing client goals, designing the study, building and implementing the survey, and engaging directly with consumers in focus groups—it is difficult to gain the insights that we regularly deliver. CMI's hands-on LGBT research specialization spanning over two decades is unmatched.

VALUE FOR THE INVESTMENT

You might think that with this kind of specialization and experience, you'd have to invest considerably more for Community Marketing & Insights services than for research from other companies. With our specific focus on LGBT market intelligence, however, and the cumulative 60+ years of LGBT-dedicated experience among the CMI team, we're able to keep your costs low. We don't spend your money locating qualified survey or focus group participants, and we won't waste time trying to source comparative data or case studies. We've already done all that, for your benefit, over the past 20+ years.

At CMI, we're not running a large operation juggling many accounts and projects with varied focus. Our client dedication and LGBT market specialization delivers you superior intelligence at a fraction of the cost.

WE ARE TRUSTED. WHY THIS IS IMPORTANT:

Community Marketing, Inc., founded in 1992, pioneered LGBT consumer research. Because our company is 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 that ultimately lead to social progress, better conditions for LGBT employees, and more 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 & Insights, you not only gain the benefit of our long-standing leadership in this field, you are working with one of the world's only LGBT-owned market research providers. Community Marketing, Inc. is an NGLCC Certified LGBT-Owned Business Enterprise.

AND PROUD OF OUR 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 leading business and advocacy organizations, events and conferences within the community, such as Out & Equal, HRC, National Gay & Lesbian Chamber of Commerce, GLAAD, NCLR and the International Gay & Lesbian Travel Association. Our community connection is not only the right thing to do, it is essential for maintaining authentic community relationships to benefit our clients.