

# African American / Black LGBT Community Survey

In partnership with







# **African American / Black LGBT Community Survey**

## Thanks to our Sponsors





## ...and our other research partners

- South Carolina Black Pride
- CenterLink
- · Loud Inc.
- Memphis Black Pride
- Portland Black Pride
- Mocca Magazine
- Black Equity Indy

- Philadelphia Black Gay Pride
- · Global Network of Black Pride
- Harlem Pride, Inc.
- SWERV Magazine
- DC Black Pride
- Abounding Prosperity
- UrbanSocialites

- · Baltimore Black Pride, Inc.
- · DBQ Magazine LLC
- Nashville Black Pride
- · National Black Justice Coalition
- ELIXHER
- · Bleu Magazine

# **ABOUT US**

#### **OVER 20 YEARS OF LGBT INSIGHTS**



- > Community Marketing & Insights (CMI) has been conducting LGBT consumer research for over 20 years. Our practice includes online surveys, telephone interviews, intercepts, focus groups (on-site and online), and advisory boards in North America and Europe. 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, 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, 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: Prudential, Wells Fargo Bank, MetLife, Target Brands, Esurance, Johnson & Johnson, Farmers Insurance, Travel Portland, WNBA, Tourism Toronto, United States Census Bureau, American Cancer Society, Kaiser Family Foundation, SunTrust Bank, Japan National Tourism Organization and numerous other corporations and organizations across North America and around the world.



# **Research Design**

#### Who Did We Target?



- African American LGBTs, over age 18, residing in the United States
- Respondents were recruited from CMI's proprietary research panel and from African American/Black LGBT Media, Pride and nonprofit partner organizations
- 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 African American LGBTs interacting with media and organizations in the community

### What Was the Methodology?



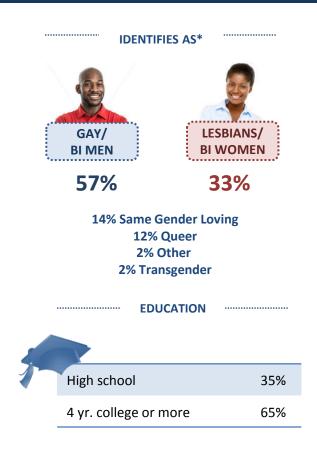
- > 15 minute online survey conducted in February-March 2014
- Respondents were entered into a drawing for one of five \$100 prizes in recognition of their time to participate in the study
- At completion 2,058 African American LGBTs meeting the selection criteria completed the survey

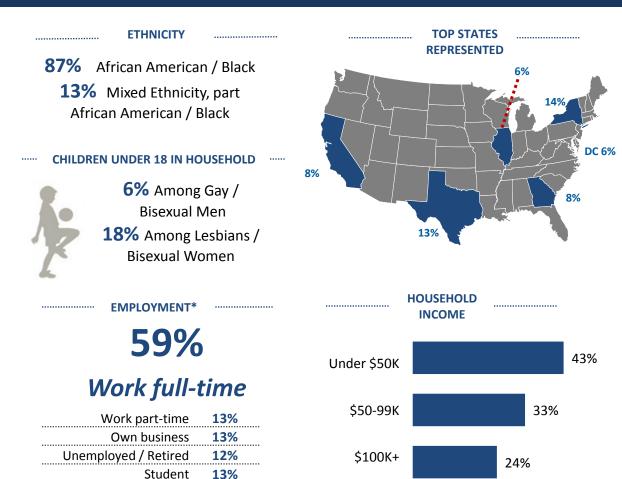


# **Detailed Findings**

## Who did we talk to?

LGBT African American / Black United States residents who interact with LGBT African American / Black media or events





\*Total exceeds 100% as respondents were able to make multiple selections

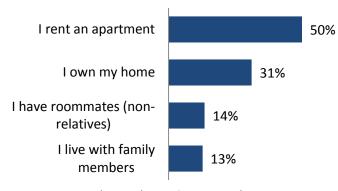
Base: All LGBT n=2,058

# Who did we talk to?

RELATIONSHIP STATUS	

	GAY/ BI MEN	LESBIANS/ BI WOMEN	Under 35	45 and Over
Single	60%	38%	55%	51%
In a relationship and living with partner	18%	25%	20%	20%
In a relationship but not living with partner	13%	16%	17%	12%
Engaged	3%	6%	4%	3%
Legally married	5%	13%	5%	10%
Civil union	0%	1%	0%	0%
Registered domestic partner	1%	4%	1%	3%
Window or widower	1%	1%	0%	2%
Prefer not to answer	1%	1%	1%	1%

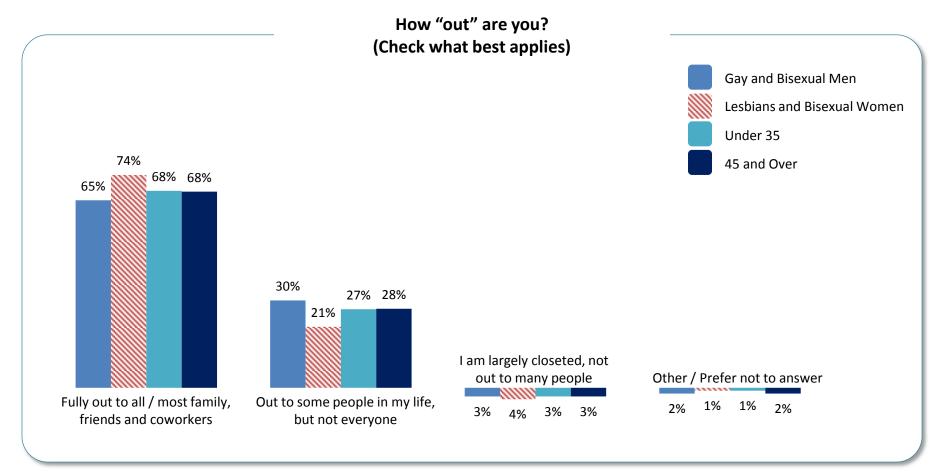
LIVING ......SITUATION



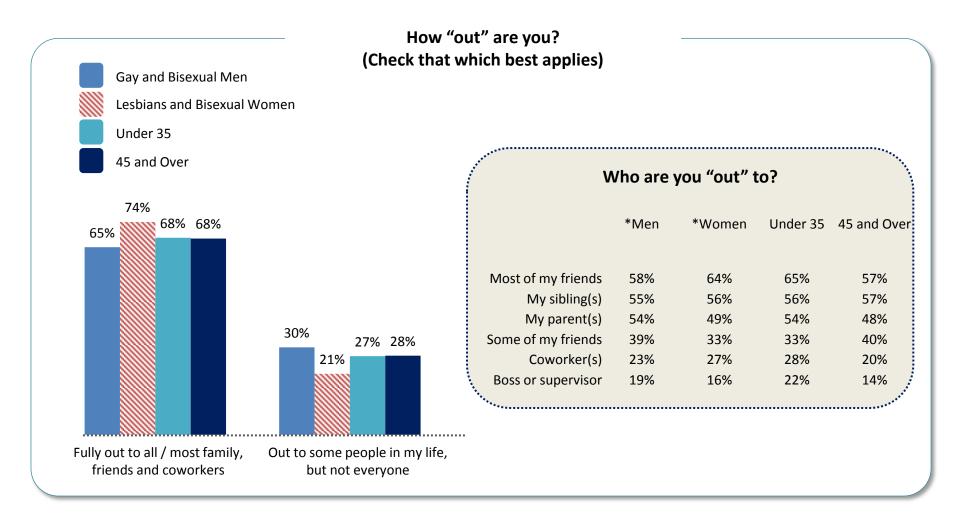
Total exceeds 100% as respondents were able to make multiple selections

Base: All LGBT n=2,058

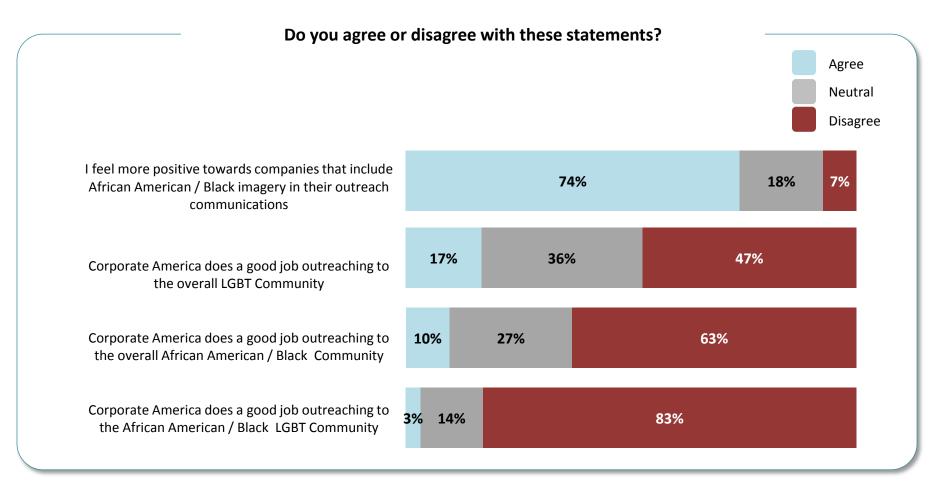
About two thirds of the African American LGBTs in the study are out to most friends and family, with women more likely to be fully out than men. Few of the participants are closeted, although about a third of participants are not out to everyone.



For those participants at least partially "out," few are out to coworkers. Only about half report being out to their parents. Most participants report being "not out" to at least some people in their lives.



Participants feel positively toward corporations that include African American imagery in their communications. Only 3% feel that corporate America does a good job outreaching to the African American LGBT community.



Base: All LGBT n=2,058

Fewer than half of participants indicated that they connect with both the African American and LGBT communities, with others connecting more with one community over the other.

Do you connect more with the African American/Black community, the LGBT community, or both? (Choose the one which best applies)

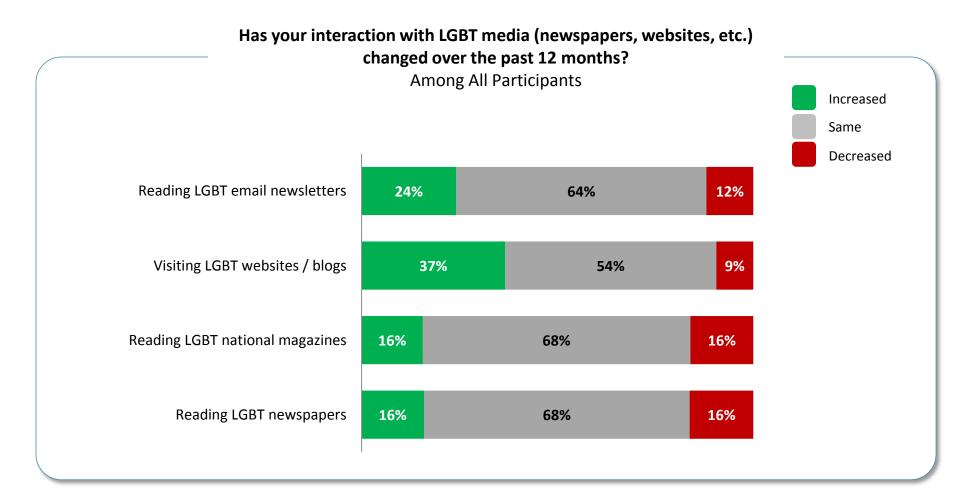
I connect equally with the African American / Black community and the LGBT community
I connect more with the African American / Black community
I connect more with the LGBT community
I don't have much of a connection with either community

Not Sure

Prefer not to answer

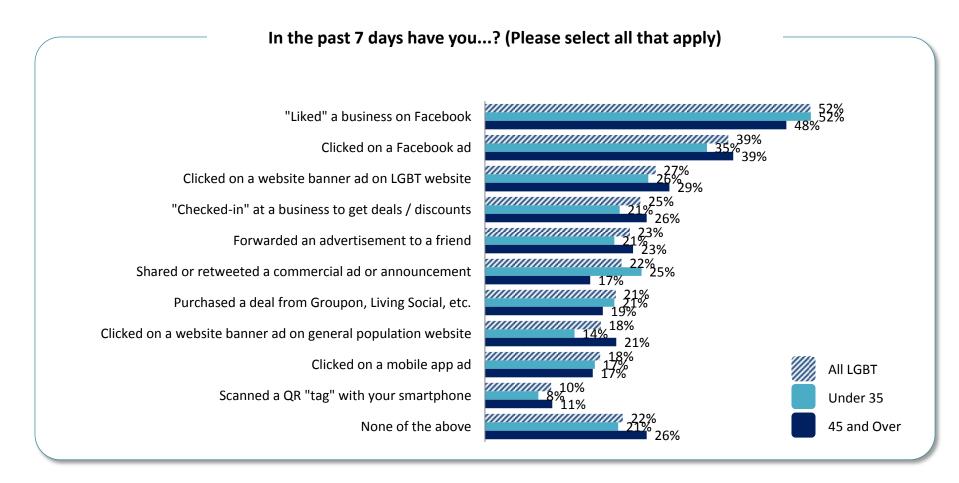
***	GAY/ BI MEN	LESBIANS/ BI WOMEN	Under 35	45 and Over
	46%	46%	41%	48%
	25%	22%	27%	22%
	17%	20%	20%	16%
	8%	8%	8%	9%
	3%	3%	4%	3%
	1%	1%	0%	1%

African American LGBT participants are trending higher in interacting with LGBT websites over the past 12 months, while interaction with LGBT print media is holding steady.



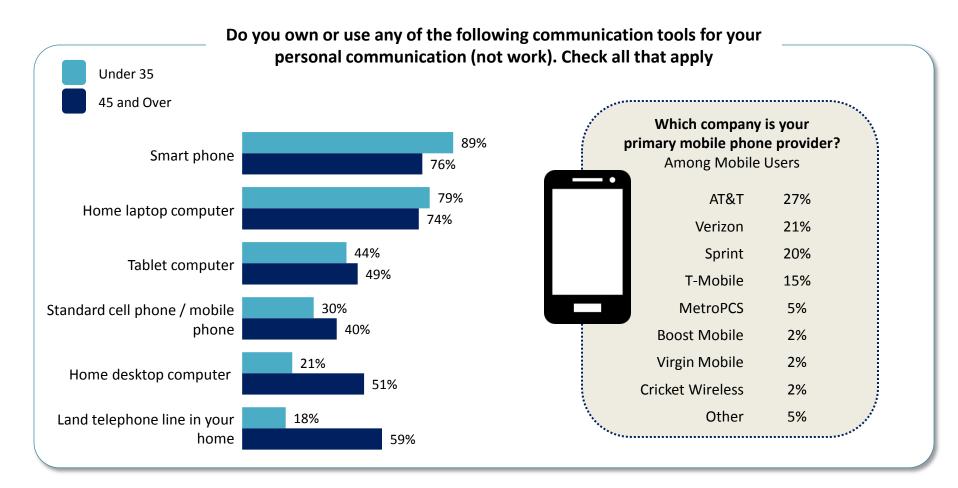
Base: All LGBT n=2,058

Facebook is very popular with African American participants across all age ranges. Advertising interaction with Facebook exceeds other electronic media.



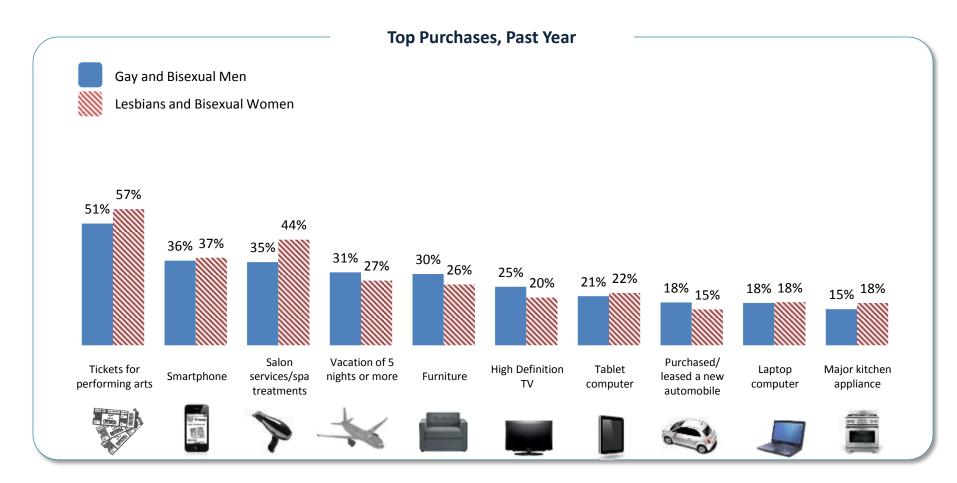
Base: All LGBT n=2,058; Under 35 n=838; 45 and Over n=749

Smartphone ownership is near universal in the African American LGBT community, but especially among those under age 35. Use of landlines and home desktop computers is very limited with those under age 35.



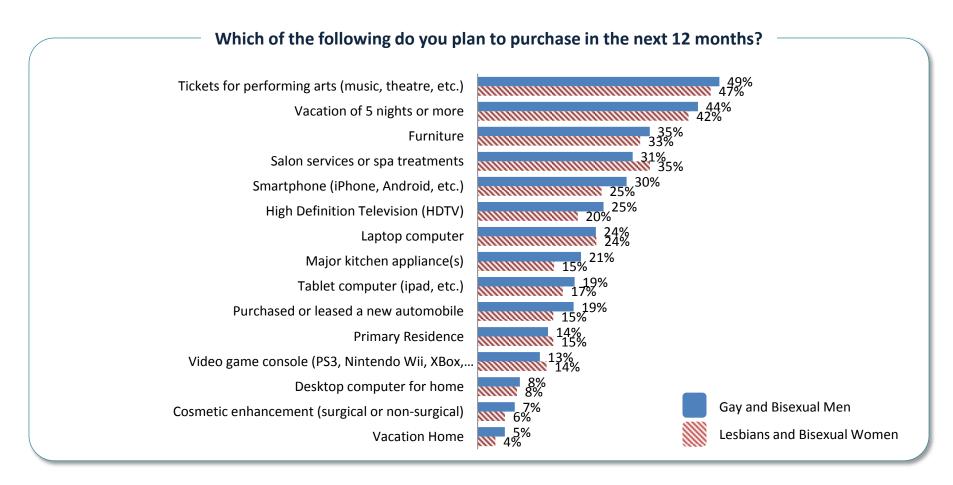
Base: Under 35 n=838; 45 and Over n=749

Over the past 12 months, African American LGBT participants purchased a wide range of consumer products. While there were some gender differences for individual products, the overall spending differences between men and women were minimal.



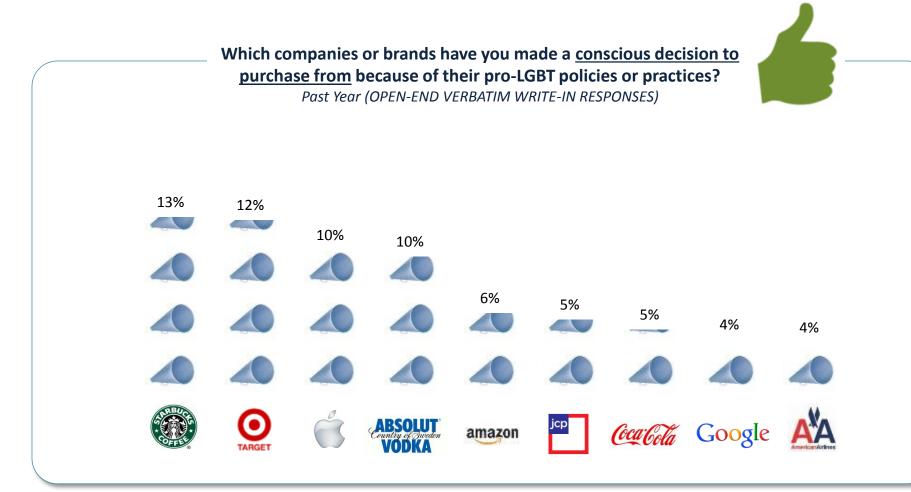
Base: Gay and Bisexual Men n=1,165; Lesbians and Bisexual Women n=670

Participants are indicating higher trends for purchasing tickets for performing arts, major vacations, furniture and salon services.



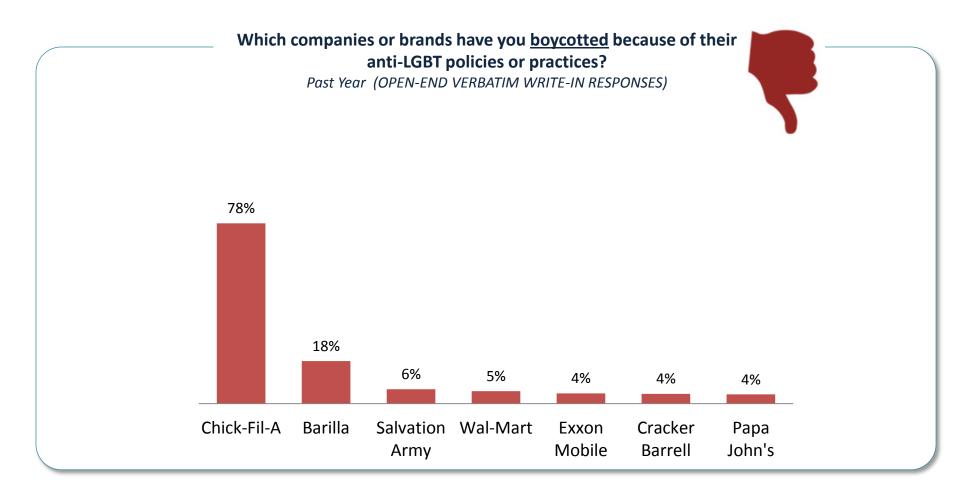
Base: Gay and Bisexual Men n=1,165; Lesbians and Bisexual Women n=670

Starbucks and Target are the top two brands from which the African American LGBT community has made a conscious decision to purchase, because of their pro-LGBT policies and practices.



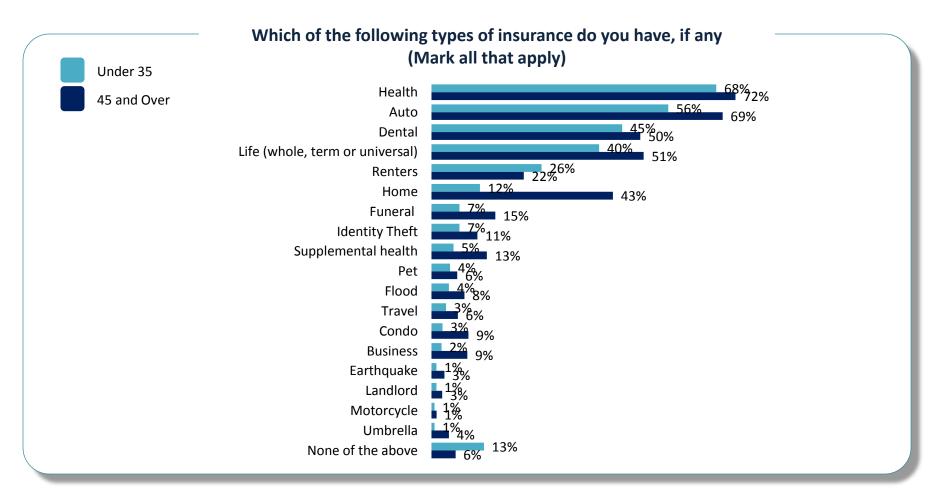
Base: All LGBT n=439

By far, Chick-Fil-A is the brand most likely to be boycotted by the African American LGBT community.



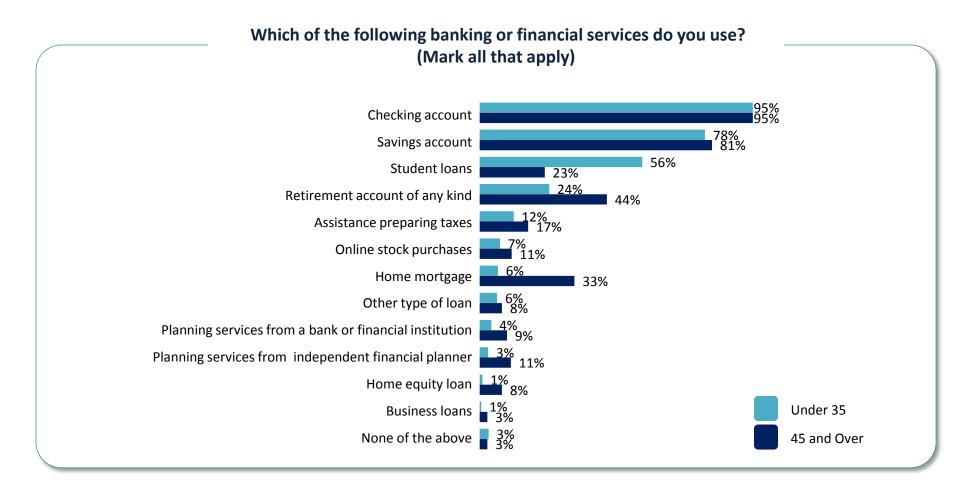
Base: All LGBT n=900

Most participants have health and auto insurance. Not surprising, all types of insurance ownership increases with age.



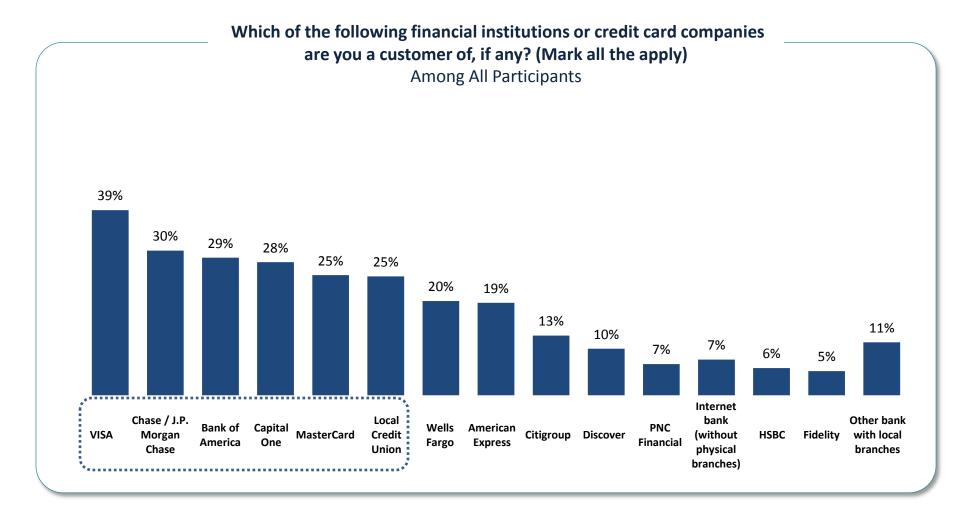
Base: Under 35 n=838; 45 and Over n=749

African American LGBT participants use a variety of financial services. The majority of African American LGBT participants under 35 currently have student loans.



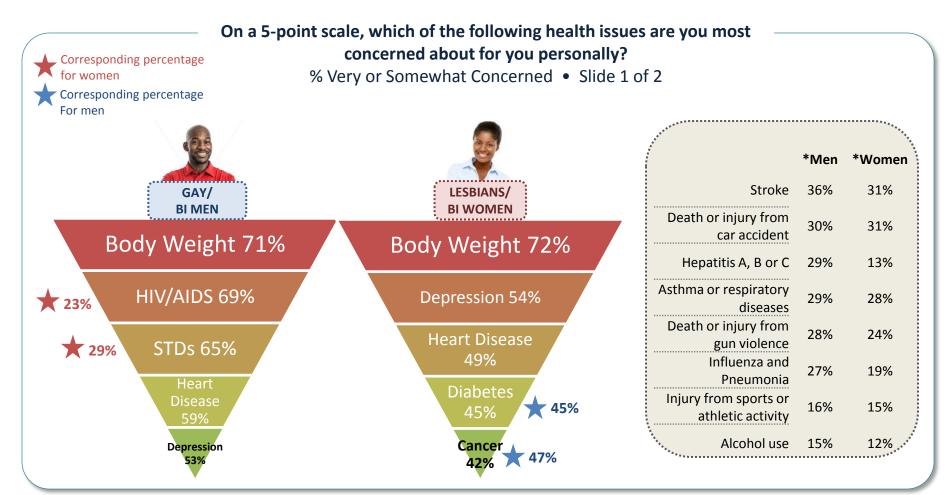
Base: Under 35 n=838; 45 and Over n=749

African American LGBTs are customers of a wide variety of financial service companies, with no single company taking a substantial market lead.



Base: All LGBT n=2,058

Body weight is the number one health concern of both male and female African American LGBTs. After body weight, the health concerns of the men and women are very different. Gay and bisexual men are most concerned about HIV and STDs, while lesbians and bisexual women have more mental health and heart disease concerns.



Base: \*(Men) Gay and Bisexual Men n=1,165; \*(Women) Lesbians and Bisexual Women n=670

When analyzed by age, body weight is still the number one concern for both young and old. Depression and mental health concerns resonate more with younger LGBTs.

On a 5-point scale, which of the following health issues are you most concerned about for you personally?

% Very or Somewhat Concerned • Slide 2 of 2



45 and Over

Und	er	35
-----	----	----

Body Weight	67%	Body Weight	71%
<b>Depression / Mental Health Concerns</b>	64%	Heart Disease	63%
Sexually Transmitted Diseases	56%	HIV/AIDS	50%
HIV/AIDS	51%	Sexually Transmitted Diseases	49%
Heart Disease	47%	Depression / Mental Health Concerns	47%
Cancer	45%	Diabetes	47%
Diabetes	45%	Cancer	47%
Death or injury from car accident	37%	Stroke	43%
Death or injury from gun violence	31%	Asthma or respiratory diseases	30%
Asthma or respiratory diseases	30%	Hepatitis A, B or C	25%
Stroke	28%	Death or injury from car accident	25%
Influenza and Pneumonia	24%	Death or injury from gun violence	24%
Hepatitis A, B or C	20%	Influenza and Pneumonia	24%
Injury from sports or athletic activity	18%	Injury from sports or athletic activity	13%
Alcohol use	16%	Alcohol use	12%

Base: Under 35 n=838; 45 and Over n=749

For African American LGBTs, discrimination is the top political/social concern, with both racial discrimination and LGBTQ discrimination being equally important. Issues such as poverty and affordable healthcare are far more important than government regulation and taxes.

> On a 5-point scale, which of the following political and social issues are you most concerned about?

> > % Very or Somewhat Concerned

	GAY/ BI MEN	LESBIANS/ BI WOMEN	Under 35	45 and Over
Racial discrimination	93%	95%	95%	94%
LGBTQ discrimination	90%	93%	93%	89%
Poverty	84%	86%	85%	86%
Affordable healthcare	82%	82%	81%	86%
Unemployment	81%	81%	84%	82%
Affordable housing	76%	80%	81%	77%
Marriage equality	74%	78%	72%	74%
Street / neighborhood violence	68%	71%	71%	71%
High taxes	63%	62%	57%	69%
Inflation	58%	59%	56%	65%
Foreign wars or military conflicts	55%	57%	59%	59%
Government regulation	48%	55%	53%	50%

African American gay and bisexual men are more likely to drink spirits than wine and beer. Among African American lesbians and bisexual women, sprits and wine are more equally consumed. In general, beer underperforms in the African American LGBT community.

		GAY/ BI MEN	LESBIANS/ BI WOMEN	Under 35	45 and Over
P	Beer	2.1	1.5	1.7	1.8
	Wine	2.5	2.5	2.7	2.0
1	Spirits/ Cocktails	4.0	2.7	3.9	2.6

Participants indicated that they are most likely to define themselves as warm weather travelers, followed by visiting friends/family travelers and urban core travelers.

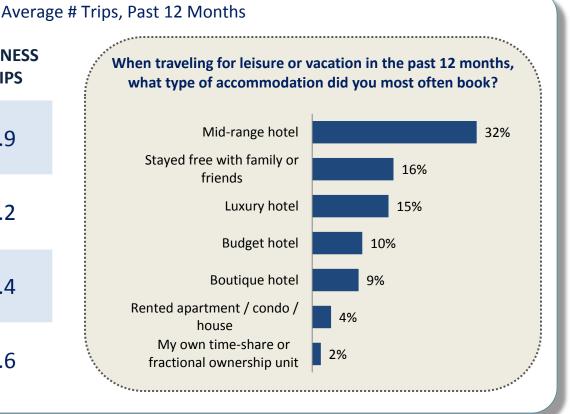
Looking back at all your travel over the last three years, what "kind" of traveler are you? (Please mark all that apply)

	GAY/	LESBIANS/	Anthre .	A PARTY NAME OF THE PARTY NAME
	BI MEN	BI WOMEN	Under 35	45 and Over
Warm weather traveler	67%	68%	64%	67%
Visit friends and family traveler	54%	56%	55%	53%
Urban core / city traveler	48%	35%	47%	40%
Economy / budget traveler	42%	43%	43%	41%
Known LGBT-friendly destination traveler	39%	36%	33%	37%
Culture (museums, heritage, etc.)	38%	43%	43%	38%
Beach destination traveler	35%	40%	32%	38%
Restaurants, wine and cuisine traveler	35%	35%	38%	32%
Entertainment traveler (concerts, theater, etc.)	31%	31%	32%	28%
Luxury traveler	30%	26%	23%	29%
LGBT party / event traveler	28%	26%	30%	23%
Resort / spa traveler	27%	29%	22%	27%
Outdoor / active adventure traveler	22%	27%	28%	19%
Mainstream festival / event traveler	19%	20%	18%	20%
Casino / gaming traveler	14%	17%	11%	17%
Family traveler (with your children)	9%	16%	10%	11%
Travel with my pet	4%	11%	5%	8%

Participants take about 2.5 leisure trips per year and are most likely to stay at a mid-range hotel. Younger African American LGBTs are just as likely to travel as older LGBTs.

# How many total trips did you take in the past 12 months, where you stayed in paid accommodations at least one night?

		Average
	LEISURE TRIPS	BUSINESS TRIPS
GAY/ BI MEN	2.6	1.9
LESBIANS/ BI WOMEN	2.2	1.2
Under 35	2.3	1.4
45 and Over	2.4	1.6



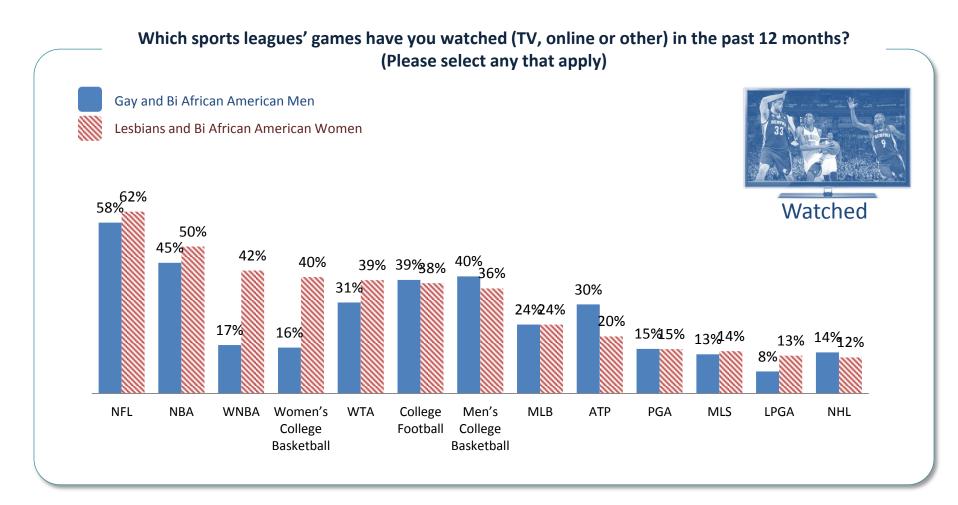
Among all African American LGBT participants, the NBA enjoys the top attendance rate among all sports leagues surveyed. Among African American Lesbians and Bisexual women, 22% indicated attending a WNBA game and 42% watched a WNBA game.

Which sports leagues' games have you watched (TV, online or other) or attended live at a stadium in the past 12 months? (Please select any that apply)

	I MODELL	
	Attended	Watched
National Basketball Association (NBA)	18%	46%
National Football League (NFL)	13%	58%
College Football	12%	38%
Major League Baseball (MLB)	11%	22%
Women's National Basketball Association (WNBA)	11%	26%
Men's College Basketball	10%	38%
Women's College Basketball	7%	24%
Women's Professional Tennis (WTA)	4%	33%
Men's Professional Tennis (ATP)	4%	26%
National Hockey League (NHL)	4%	13%
Major League Soccer (MLS)	2%	14%
Men's Professional Golf (PGA)	1%	15%
Women's Professional Golf (LPGA)	1%	9%

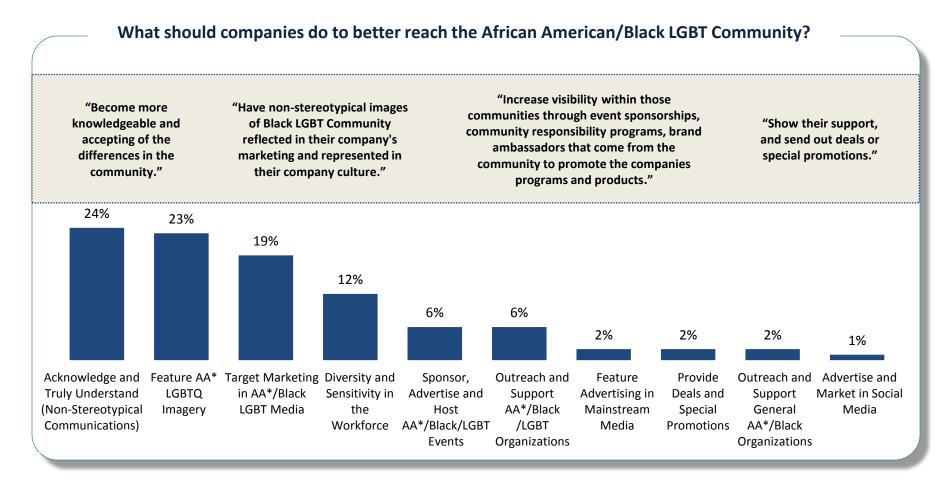
Base: All LGBT n=2,058

#### Over half of African American LGBTs watch professional sports, especially the NFL and NBA.



Base: Lesbians and Bisexual Women n=670; Gay and Bisexual Men n=1,165

As write-in questions, participants were asked what corporate America should do to better outreach to the African American LGBT community. Responses were categorized and counted for research purposes.



Base: All LGBT n=1,335 (\*AA=African American)

# THANK YOU!





## For more information:

David Paisley,
Senior Research Director

584 Castro St. #834

San Francisco, CA 94114

Tel +1 415/437-3800

Fax +1 415/552-5104

david@CommunityMarketingInc.com

www.CommunityMarketingInc.com

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

LGBT Community Survey is a trademark of Community Marketing, Inc.



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)
- Aetna Insurance
- American Cancer Society
- Blue Cross/Blue Shield
- Chicago History Museum
- E. & J. Gallo Winery
- Esurance (an Allstate Company)
- Gilead Pharmaceuticals
- 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
- U.S. Government: Census Bureau, and HUD (Housing & Urban Development)
- Visit Philadelphia
- Wells Fargo Bank
- Wyndham Vacation Ownership

And many others



# CMI'S LGBT CONSUMER RESEARCH PANEL 2013-14

#### **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 & Insights 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 & Insights 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 & Insights 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 & Insights experience & expertise

Since 1992, Community Marketing & Insights 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. Community Marketing & Insights has produced or presented at LGBT marketing symposia on six continents.

Learn more on our website, www.communitymarketinginc.com



SAMPLE DEMOGRAPHICS OF USA LGBT PANELISTS

**48 MEDIAN AGE** 

**47% LIVE WITH PARTNER** 

**55% COLLEGE GRADUATES** 

**68% ARE EMPLOYED** 

60% HHI >\$50K

6% PURCHASED A HOME IN THE PAST 12 MONTHS

7% PLAN TO PURCHASE A HOME IN THE NEXT 12 MONTHS

39% PURCHASED A SMARTPHONE IN THE PAST 12 MONTHS

24% PLAN TO PURCHASE A SMARTPHONE IN THE NEXT 12 MONTHS

39% DRINK WINE WEEKLY

39% DRINK BEER WEEKLY

45% DRINK SPIRITS OR COCKTAILS WEEKLY

PAST 12 MO. PURCHASES

**40% MAJOR VACATIONS** 

18% AUTOMOBILE

39% SMARTPHONE

19% LAPTOP COMPUTER

23% HDTV

30% FURNITURE

22% TABLET COMPUTER

**63% PERFORMING ARTS TICKETS** 

15% MAJOR KITCHEN APPLIANCES

12% E-READER

AND MORE!

25% LGBT FUNDRAISING GALA TICKETS

40% "LIKED" A BUSINESS ON FACEBOOK

65% READ LGBT BLOGS / WEBSITES

31% CLICKED ON A FACEBOOK AD

15% CLICKED ON A MOBILE APP AD

60% MAKE REGULAR DONATIONS TO 1+

**NON-PROFITS OR CHARITIES** 

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



# **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.