

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

Community Marketing is pleased to present our historic new studies

CMI's LGBT CONSUMER INDEX

Breakthrough Market Research Insights and Intelligence

CMI's LGBT Consumer Index Reports include ground-breaking quantitative data and deep insights on demographics, psychographics, purchase behavior and motivations, and social and political perspectives. Since 1994, Community Marketing, Inc. (CMI) has been expanding and diversifying our global LGBT community knowledge base. In 2007, an unprecedented 25,000 participants, split almost evenly between gay men and lesbians, completed the CMI LGBT Consumer Index survey, resulting in the most comprehensive and truly representative market research of its type in the world. Over 20,400 took our update survey in 2008. *Results of both studies are contained in the report.*

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

UNDERSTANDING YOUR MARKET SIZE & OPPORTUNITIES

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

ORDER YOUR COPY TODAY

Your name _____ Title _____

Company or Organization _____

Address _____ City _____ St _____ Zip _____

Tel _____ Fax _____ email _____

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

USA Gay Male Consumer Index: \$1,095 \$ _____

USA Lesbian Consumer Index: \$1,095 \$ _____

Both Consumer Index Reports: \$1,795 \$ _____

Cross-Tab Report: Sub-set profile report derived from the full profile.

USA Gay Male Young Adult Cross-Tab (Age 18-29): \$895 \$ _____

Payment in US funds. Thank you.

Total \$ _____

Please contact me to discuss custom Cross-Tab reports, or custom research studies (surveys and/or focus groups).

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

Charge: Visa/MC/Amex # _____ Exp date _____ Signature _____

11-21-2008