CMI Community Marketing & Insights
Community Marketing, Inc.

Understanding & Marketing to LGBTQ Consumers

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nglcc
Certified LGBTBE

Thank you!

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18,380 ft
Ladakh, Jammu & Kashmir
Himalaya, India

With Scott and Leela
at Pt. Reyes

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VIDEO HIV/AIDS Webinar

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and brightening the outlook of people
living with HIV/AIDS

CMI Community Marketing & Insights
Community Marketing, Inc.

- San Francisco-based, LGBTQ Owned/Operated company founded in 1992
- Serves corporate, university, organization and government institution clients throughout the USA, Canada, Europe, Asia and Australia
- 25 years of consumer research, strategic consulting, marketing planning, communications, and training services
- Dedicated research panel of 90,000+ LGBTQ consumers
- Online surveys, focus groups, virtual focus groups, in-depth interviews, intercepts and other methodologies

CMI's 70,000+ USA panel has significant numbers in every LGBTQ segment

- 20,000 lesbian and bisexual women
- 35,000 gay and bisexual men
- 5,000 transgender community members
- 8,000 bisexual community members
- 5,000 with income over $150,000
- 5,000 with income below $25,000
- 20,000 representing LGBTQ communities of color
- 25,000 LGBTQ Millennials
- Participants in all 50 states with zip code-level geographic targeting capability
- 15,000 with a masters degree or higher
- 5,000 LGBTQ parents with a child under 18 living at home
- 12,000 legally married same-sex couples

To maximize client opportunity and ROI, we always explore the diversity <u>within</u> LGBTQ.

Some of CMI's LGBTQ Research, Education & Marketing Clients

Part 1
Introduction to the LGBTQ Community

How are we the same?
How are we different?

How Many, and How Much:

4% - 6% - 10%

US $890 B

CMI Community Marketing & Insights
Leaders in LGBTQ Research since 1992

CMI's 12th Annual LGBTQ Community Survey®

USA Report

June 2018

Sponsored by

WELLS FARGO

In partnership with

Rivendell *the gay media company!*

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You might ask…

Why does the LGBTQ "market" receive so much attention?

- ✓ We are in the news… constantly… whether we like it or not
- ✓ Still mostly DINK "Dual Income - No Kids"… but that is changing
- ✓ We have a cultural identity
- ✓ Perception of greater income and wealth
- ✓ Targeted outreach opportunities
- ✓ Exceptionally brand loyal
- ✓ Said to be 3-6% of the adult population *(but perhaps significantly more)*

LGBTQ: Issues and concerns that most people don't think of as consumers, but which bring us together as a community.

Employment

LGBTQ: Issues and concerns that most people don't think of as consumers, but which bring us together as a community.

Global Challenges

Cruise line Carnival will fight Bermuda's same-sex marriage ban

Bermuda's ban on same-sex marriage prevents cruise ships from holding same-sex weddings onboard

We care how companies treat their LGBTQ Employees

For Companies and Organizations, "LGBTQ-Friendly" Means Appropriate Personnel Policies and Communications

- ✓ Nondiscrimination based on sexual orientation and gender identity included in company hiring policies
- ✓ Treat your employees' hetero spouses and same-sex partners the same way when determining employee benefits
- ✓ Include LGBTQ sensitivity issues in your sales and customer service training
- ✓ Involve your LGBTQ employees in outreaching to the community
- ✓ Participate in community involvement programs and support LGBTQ charities
- ✓ Communications:
  - Advertise in the LGBTQ media
  - Use LGBT-inclusive imagery and messaging in mainstream ads and communications
- ✓ Become involved with relevant LGBTQ organizations like your local LGBTQ Chamber of Commerce and NGLCC
- ✓ Corporations: Qualify for the HRC Corporate Equality Index, get involved with Out & Equal

We view ourselves the same way as all other humans do

…which is weird that I even need to say that.

If you had to describe yourself or your personality in three words, which words would you use?

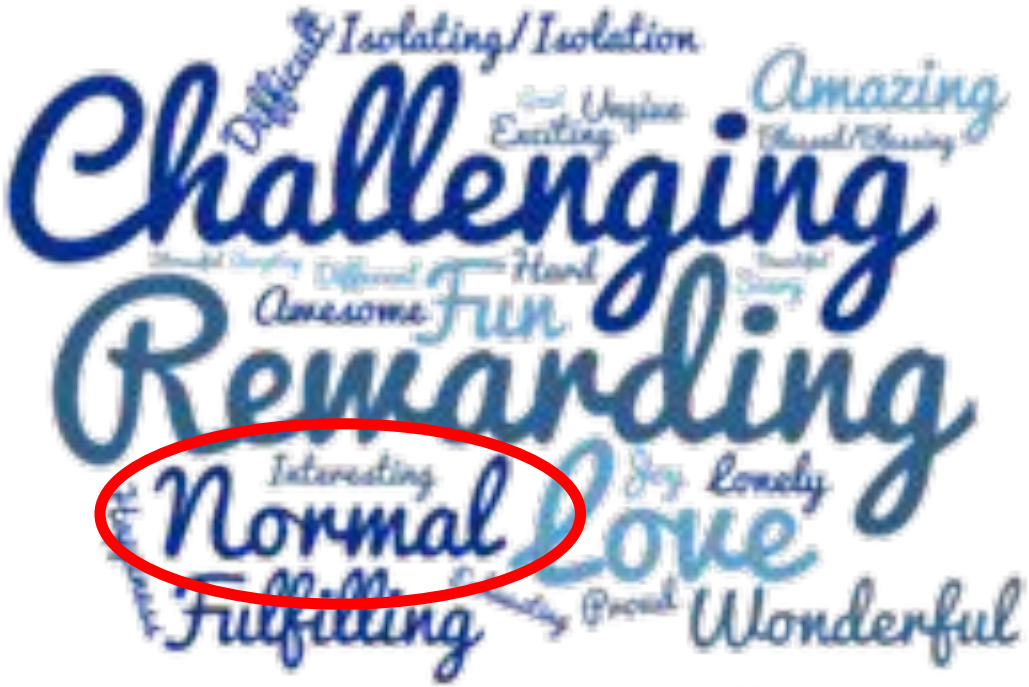
Friendly
Outgoing
Caring
Funny
Intelligent

Loyal
Honest
Fun
Smart
Loving

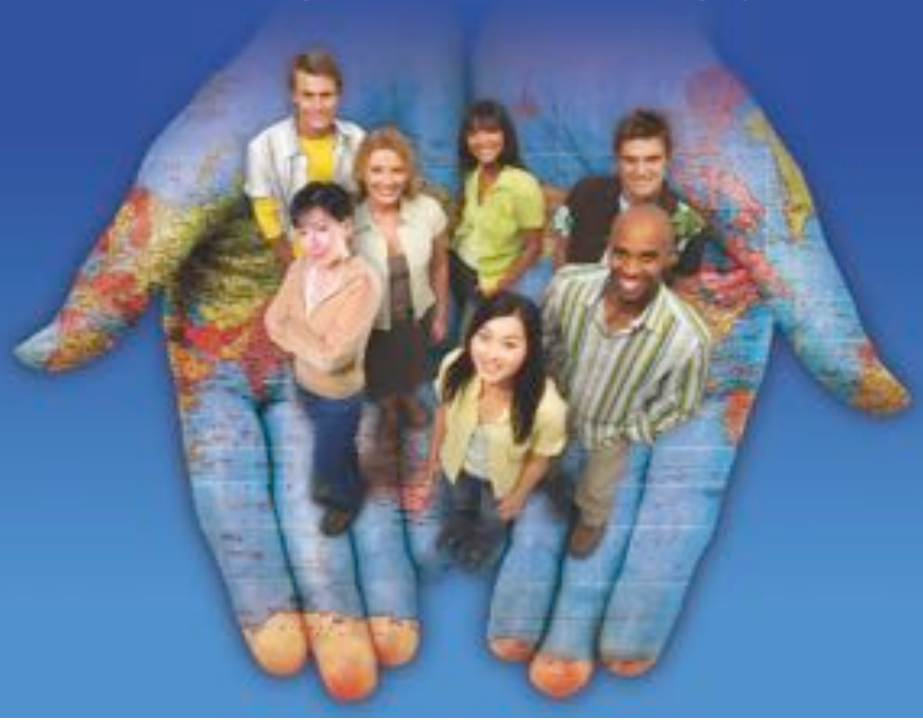
Parents: If you had to describe the experience of being an LGBTQ parent in three words… what would they be?

(Write-in Exercise)

Among All LGBTQ Parents



But… the LGBTQ community represents a “slice” of the entire world population. Every interest, every culture, every profession, etc.



In LGBTQ Marketing: How are we the same? How are we different?

LGBTQ is part of diversity.

In LGBTQ Marketing: How are we the same? How are we different?

LGBTQ is part of diversity.

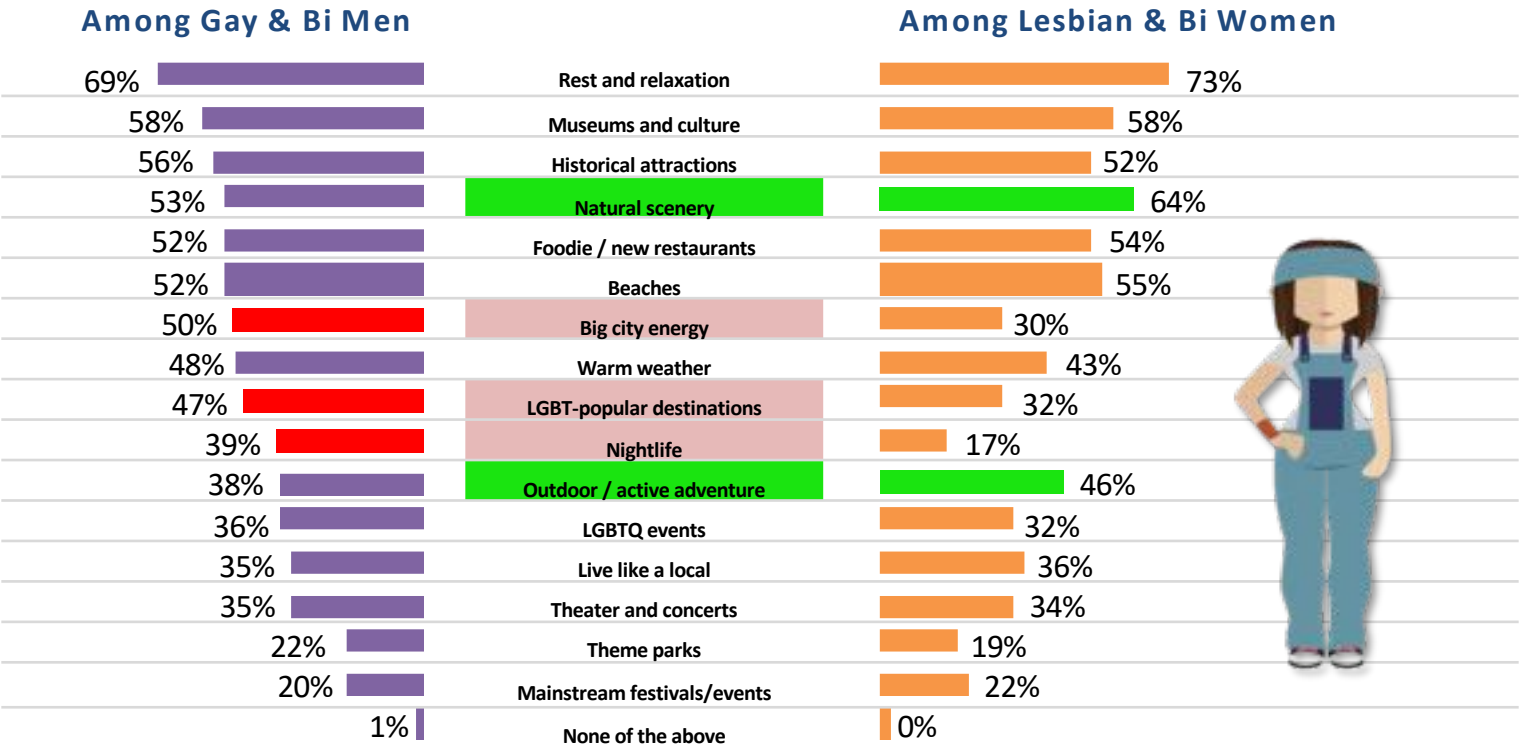
Diversity is part of LGBTQ.

These people are NOT the same consumers.

- Lesbian couple, 60's, retired, lives in Sedona, Arizona
- 22-year Queer guy, first job in Manhattan
- Bisexual man in an opposite-sex relationship living in rural Iowa
- Bisexual woman married to a trans man in Seattle
- Transgender 18 year old entering college
- Lesbian couple in Florida saving for their children's pending college education
- Gay male couple just bought a second home in Palm Springs to retire to someday
- Single lesbian, just divorced from a same-sex marriage

And we didn't even touch on ethnicity, education level, country of origin etc.

Looking back at all your travel over the last few years, what "kind" of traveler are you? When I am on vacation, I seek… (Please mark all that apply.)



Base: Weighted Gay & Bi Men n=2,215; Weighted Lesbian & Bi Women n=1,070

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Leaders in LGBTQ Research since 1992

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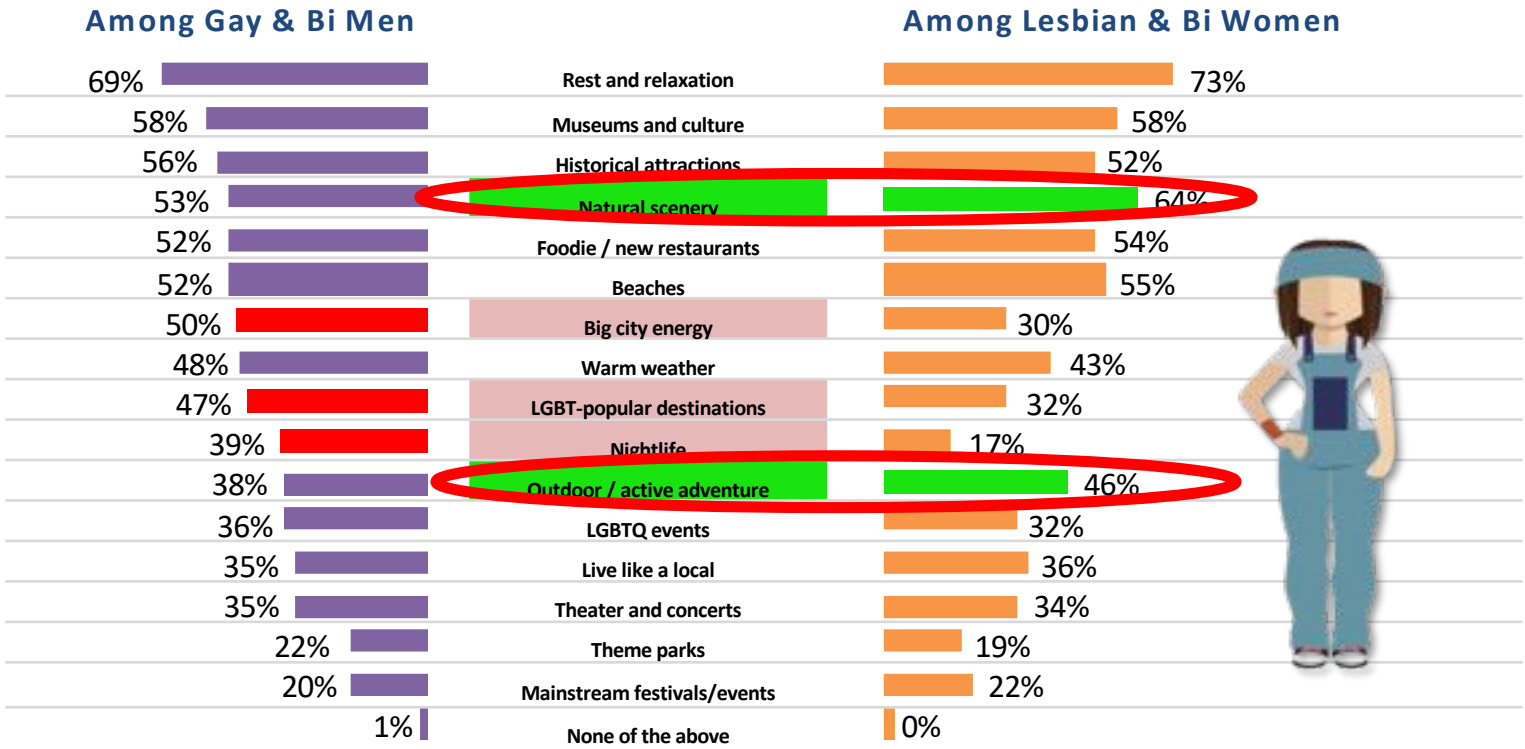

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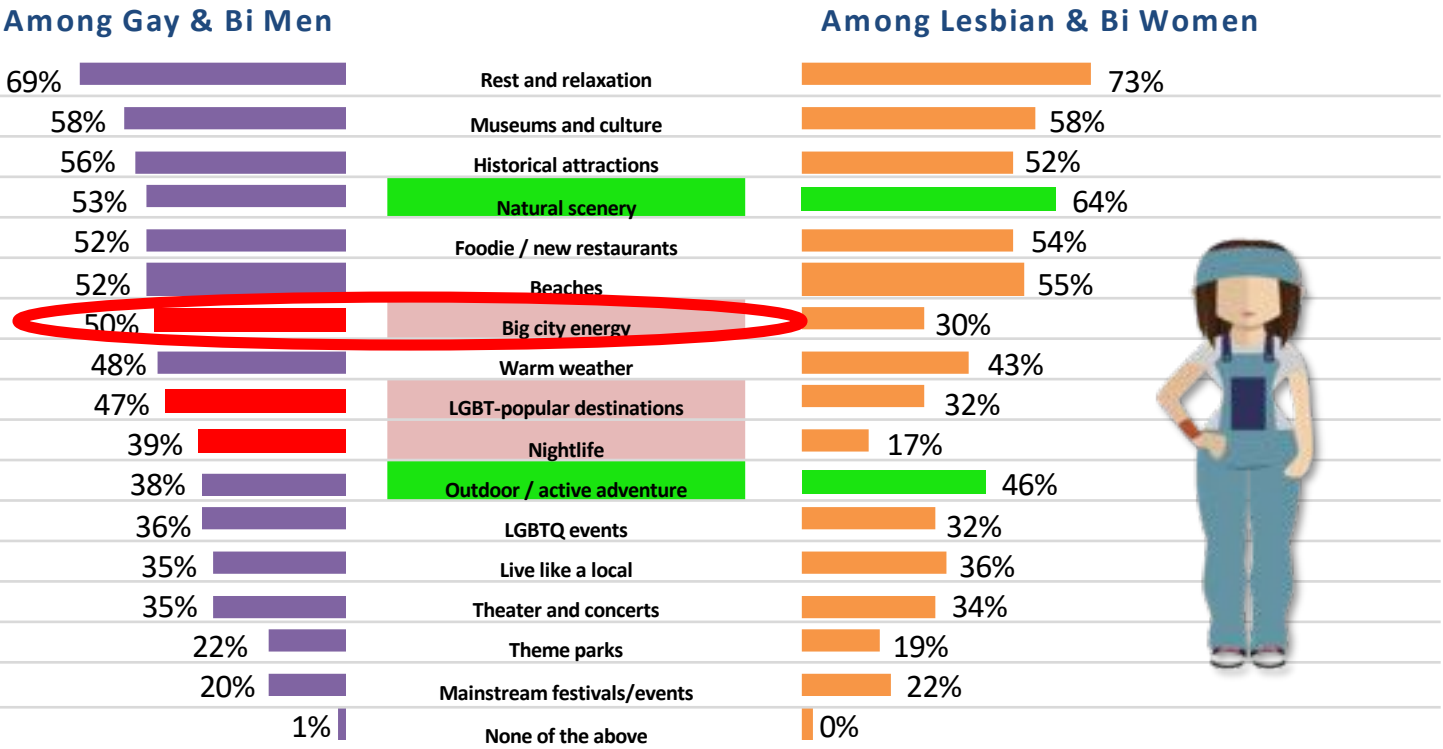

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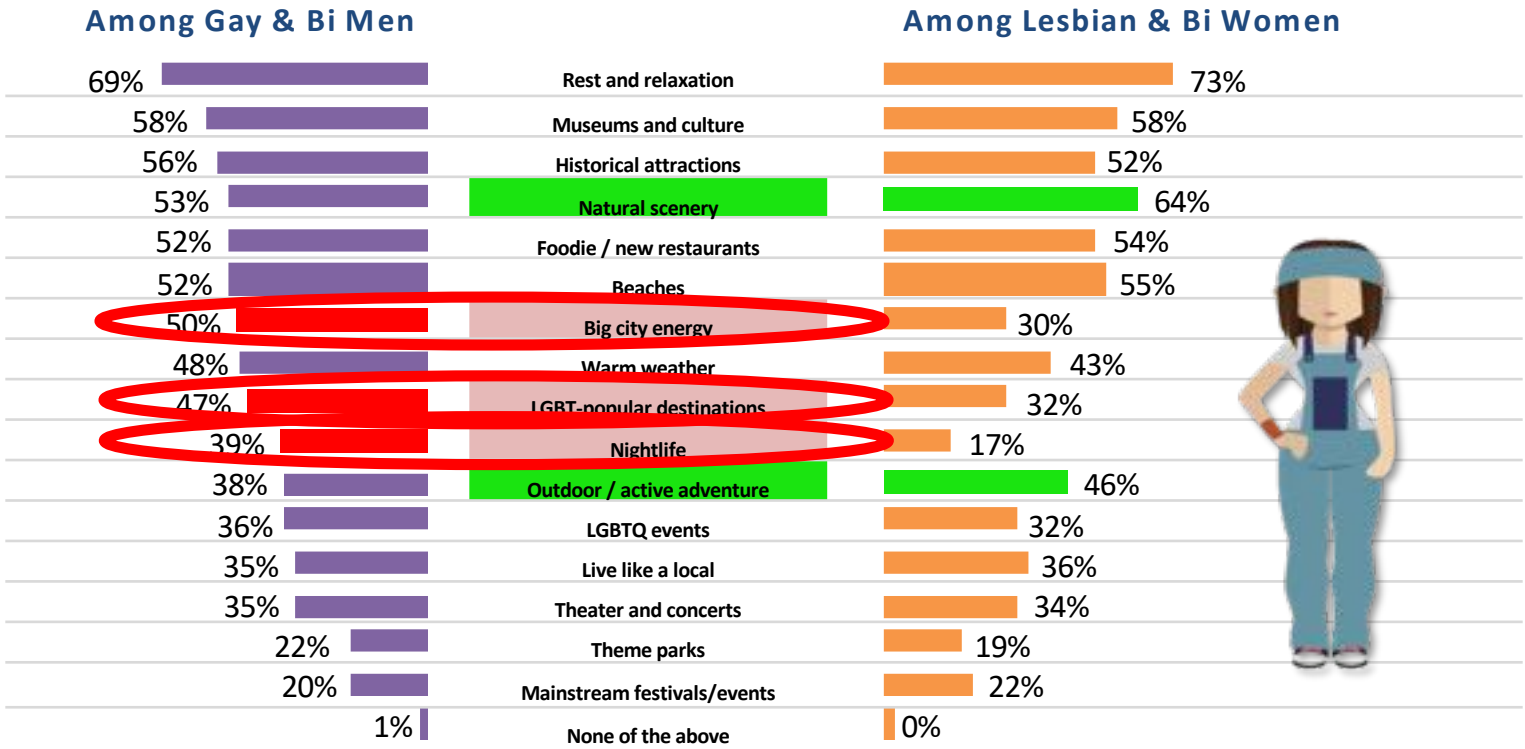

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Relationship Status

You indicated that you are in a relationship. How would you describe your relationship?	Lesbian Women	Bisexual Women	Gay Men	Bisexual Men	Gender Expansive
Same-sex relationship	96%	47%	98%	33%	39%
Opposite-sex relationship	1%	40%	1%	60%	25%
Non-binary identified relationship (at least one partner identifies other than male or female)	2%	7%	<1%	5%	26%
Other	1%	6%	<1%	2%	9%

Bases: From CMI's 2017 L:GBTQ Community Survey. Gay & Bisexual Men n=12,459; Lesbians & Bisexual Women n=3,616; Gender Expansive n=1,345

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Children

- Under age 18 concentrated among Gen X women
- Over age 18 concentrated among Boomer women

Do you have children? (Please mark all that apply.)	Gay & Bisexual Men			Lesbians & Bisexual Women			Gender Expansive		
	Millennials+	Gen X	Boomers+	Millennials+	Gen X	Boomers+	Millennials+	Gen X	Boomers+
Yes, children under age 18 **living in my home.**	2%	6%	2%	11%	27%	4%	6%	15%	5%
Yes, children under age 18 **not living in my home.**	1%	2%	1%	1%	3%	1%	1%	5%	2%
Yes, children **over age 18.**	0%	6%	19%	0%	16%	34%	0%	13%	51%
No	97%	87%	78%	88%	58%	61%	92%	68%	43%
Prefer not to answer	0%	1%	0%	0%	1%	1%	1%	2%	1%

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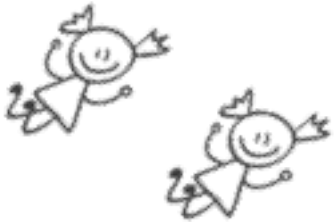
Future Children



Do you want to have children in the future?

Among Millennials who don't have children.

Gay & Bisexual Male Millennials	49%
Lesbian & Bisexual Female Millennials	48%
Gender Expansive Millennials	38%

Base: Gay & Bisexual Men Millennials n=1,881; Gen X n=2,831; Boomers+ n=4,122; Lesbian & Bisexual Women Millennials n=1,059; Gen X n=1,031; Boomers+ n=1,364; Gender Expansive Millennials n=564; Gen X n=321; Boomers+ n=385

Part 2
Terminology

2018 Favorability of Terms by Generation:

LGBT and LGBTQ are virtually equally favorable. LGBTQ is now firmly in the positive, making gains vs. previous years. LGBT+ is growing in popularity, now perceived favorably across all generations. All three of these terms can be used without negative risk. Note that same-gender loving tends to be used more in the African American community, and has a 46% positive rating.

% Favorable Rating

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…	Millennials	Gen X	Boomers
LGBTQ	81%	71%	68%
LGBT	75%	77%	78%
LGBT+	73%	62%	55%
Use of "Rainbow" (the image / graphic)	68%	71%	73%
Queer	61%	43%	31%
LGBTQI	58%	47%	42%
Gay & lesbian community	52%	71%	78%
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Language matters in LGBTQ communications. Let's talk about some terms.

OK:	LGBT, LGBTQ, LGBTI, lesbian, gay, bisexual, transgender
	partner, husband/wife, marriage equality
	sexual orientation, gender identity
Not OK:	GLBT, sexual preference, alternative lifestyle
	your friend, those people, that market
	transgender**ed**, homosexual, "gay marriage"
Caution:	queer, lifestyle, LGBT+
	gay neighborhood; overuse of the word "gay" in materials

Part 3
Implications for LGBTQ Research

Question: *How do you define LGBTQ?*
Answer: *It depends on who's asking.*

Corporations seek "LGBTQ Cultural Consumers." These are LGBTQs who are "out" and who interact within LGBTQ media, organizations and events (i.e. where corporate marketing is most likely to reach and influence them).

Academics are often more concerned about "SOGI" identity.

Health organizations more likely define in terms of sexual behavior… they often use terms like "MSM."

U.S. Census data looks at same-sex couples only. 2010 Census found 646,464 same-sex partner households.

This might drive some researchers crazy…

There is no singular definition of the "LGBTQ Community."

- Even the LGBTQ community does not have a clear definition of the LGBTQ community!
- Census not much help (may be OK for same-sex couple data)
- "LGBTQ community" is defined by a combination of sexual orientation, sexual behavior, gender identity, LGBTQ culture and discrimination/other shared social challenges.

What is your gender?

- Male
- Female

What is your gender?

- Male
- Female
- Transgender
- Other

CMI's approach:

How do you identify? Please mark all that apply to you.

- Female
- Male
- Trans Woman or MTF
- Trans Man or FTM
- Transgender
- Intersex
- Questioning
- Agender
- Non-binary
- Genderqueer
- Gender Fluid
- Other, please tell us: _____

What is your sexual preference?

- *Yikes – do you even realize that is offensive?*

What is your sexual orientation?

- Straight? Heterosexual?
- Gay or lesbian? Homosexual?
- Bisexual?
- Other?

Do you identify as being part of the lesbian, gay, bisexual or transgender (or "LGBT") community?

- Yes
- No
- Not sure

Are you interested in information about any of our programs?

- Parents • Military • LGBTQ • Religious • Etc.

CMI's approach:

How do you identify? Please mark all that apply to you.

- Lesbian or Gay Woman
- Gay man
- Bisexual
- Queer
- Questioning
- Pansexual
- Demisexual
- Asexual
- Same gender loving
- Straight or heterosexual
- Other, please tell us: _____

And what about *Queer*?

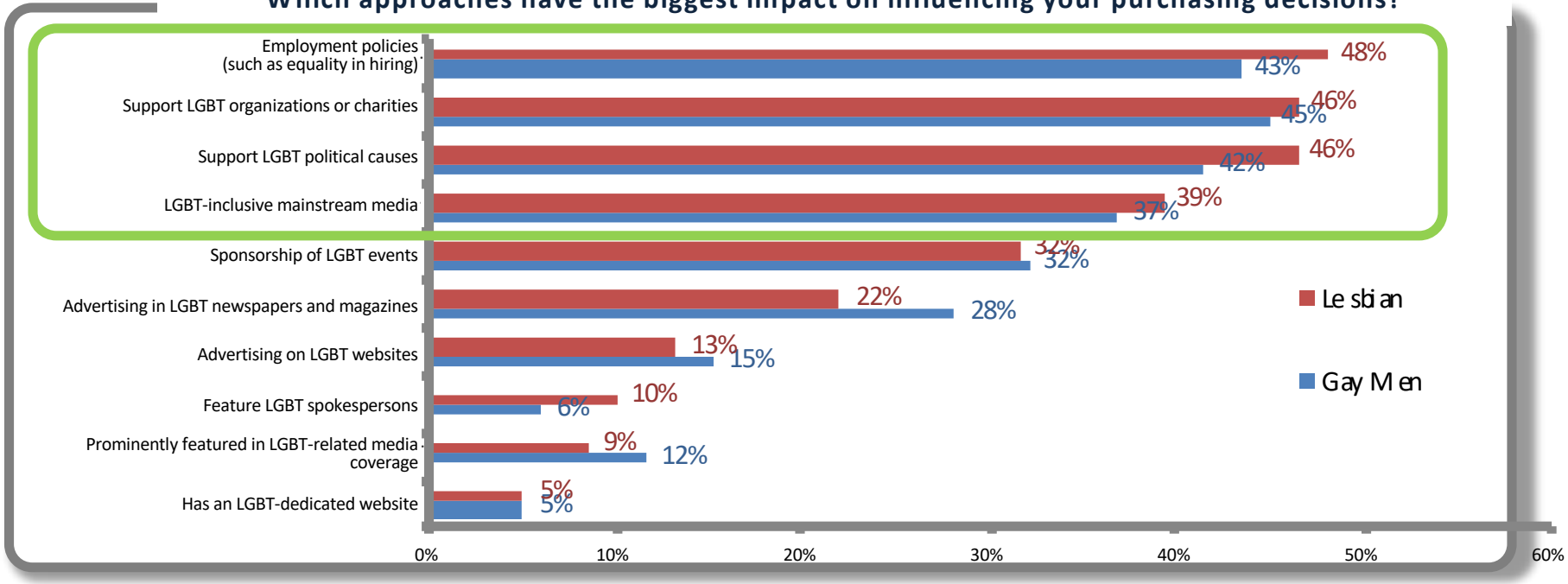
Queer is not a gender identity or a sexual orientation, it is more cultural.

Part 4
A few case studies

LGBTQ Outreach

Equality in the workplace and support of LGBTQ charities and political causes have the most impact on consumers' buying decisions

Which approaches have the biggest impact on influencing your purchasing decisions?



Base: Gay Men n=10,019; Lesbians n=3,427

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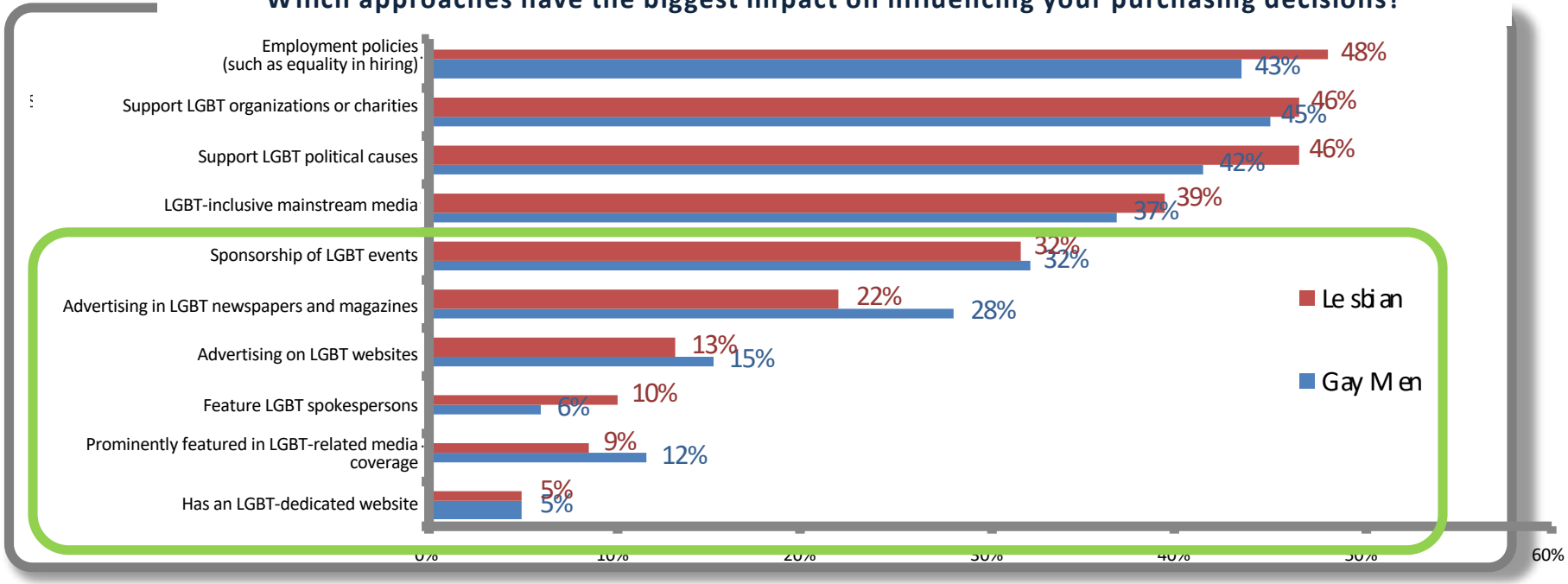

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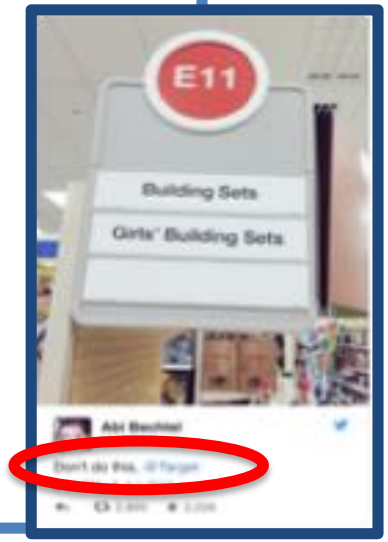
NBC NEWS

Target Ditches Gender Labels on Toys, Home and Entertainment



Target

by Vanessa R.

Apple

Starbucks

CASE STUDIES

Amazon

Favorable Brand Recall: Every year, CMI asks an unaided "write-in" recall question about brands that participants make a conscious decision to purchase from, because of their pro-LGBT policies or practices. This year was unusual in that the survey fielded at the time as Target was making headlines about their supportive transgender policies. While Target has been a top-three LGBT brand for many years, their brand support rocketed from about 20% of the LGBT community in 2015 to over 50% today. The 2016 results clearly show the favorable impact gained by brands taking a stand for the transgender community specifically, and for the LGBT community in general.

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? You can write up to 10.

Base: Gay and Bi Men n=3,500; Lesbian and Bi Women n=1,405

CMI Community Marketing & Insights
Leaders in LGBTQ Research since 1992

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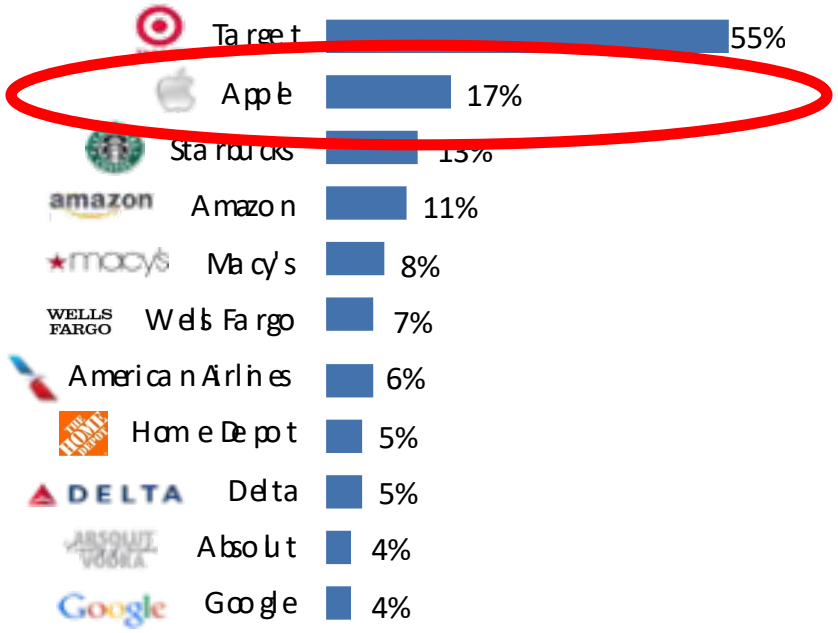

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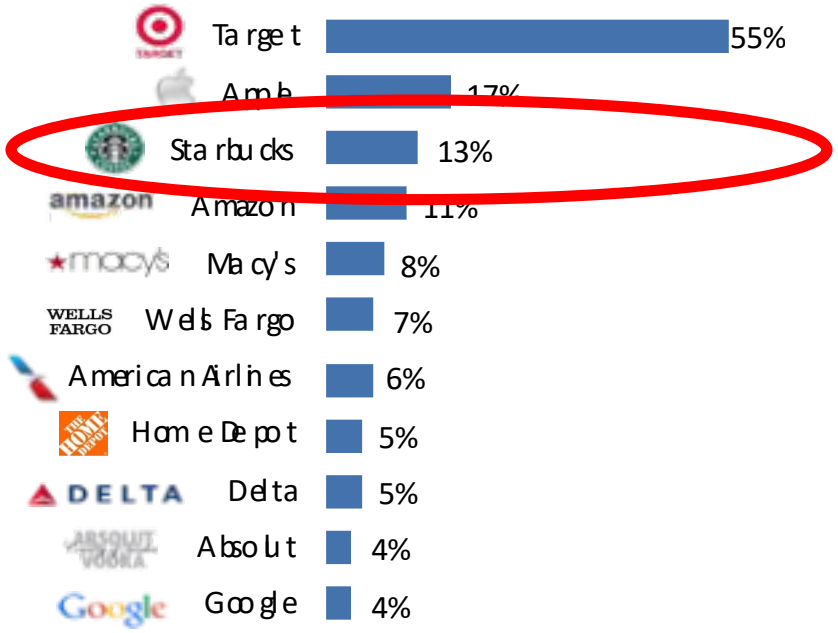

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Greater Fort Lauderdale CVB: LGBTQ Segmentation

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Greater Fort Lauderdale CVB: LGBTQ Segmentation

Las Vegas CVA: LGBTQ Longitudinal Study 2004-2018

Case Study: Visit Philadelphia

- For every $1 invested into LGBTQ marketing, Philadelphia yielded $153 ROI.
- General market visitors average spend $559. LGBTQ visitors average spend $878.
- Unaware of LGBTQ ads: spend $743
- Aware of ads: spend $1,013.
- Became a "Top 10" LGBTQ destination.

Case Study: Marriott

Case Study: Hilton

CMI Historical Data:

LGBTQ Hotel Brand Reputation Changes 2009 to 2015

Q: Of all the hotel brands or chains in the world, which chain/brand does the best job outreaching to the LGBT community? (Open-ended write-in responses.)

	2009	2010	2011	2012	2013	2014	2015
# of Write-In Responses Allowed	1	1	-	1	3	3	3
Marriott	7%	7%	*Not Asked In 2011*	14%	34%	35%	41%
Hilton	9%	9%		18%	36%	35%	39%
Kimpton	11%	13%		15%	19%	16%	13%
Hyatt	8%	7%		7%	15%	14%	19%
W Hotels	11%	11%		12%	17%	12%	16%

Notes and Bases: Base varies with year; in 2015 USA LGBTs providing at least one valid hotel name, n=2,067. Only top mentions reported.

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Part 5

Follow Up and Stay Connected

Learn more about LGBTQ Tourism Opportunities:

Research reports for free download on CMI.info

Annual LGBTQ Community Survey: Since 2007
40,000 Participants
In 151 countries

Annual LGBTQ Tourism Study:
Since 1994
7,500 Participants

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Follow up:
For links to download this presentation, our reports, or for opportunities to work together please pass me a business card, or email tom@CMI.info

CMI Community Marketing & Insights

Community Marketing, Inc.

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Thomas Roth, President

Community Marketing & Insights

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@LGBTInsights

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

nglcc Certified LGBTBE

CMI Community Marketing & Insights
Community Marketing, Inc.

ABOUT CMI'S LGBTQ RESEARCH PRACTICE

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

Market research studies and resulting insights and action items are meant to help marketers understand the LGBTQ 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 LGBTQ consumer research for 25 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.; Credit Suisse; 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; TELUS Corporation; Hyatt Hotels Corporation; Hawaiian Airlines; NYC & Company; Las Vegas Convention & Visitors Authority; VISIT FLORIDA; Hawaiian Tourism Authority; 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 LGBTQ 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 LGBTQ. For example, CMI was able to recruit for projects needing 1,200 men living with HIV, 200 LGBTQ 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 LGBTQ 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 LGBTQ-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 LGBTQ community.

CMI'S PANEL CONSISTS OF OVER 80,000 SELF-IDENTIFYING LGBTQ COMMUNITY MEMBERS, WHICH INCLUDES:

- 60,000 LGBTQ panelists in the United States
- 7,000 LGBTQ Canadians (includes English and French speaking)
- 4,500 LGBTQ Chinese
- Capabilities in the UK, Germany, Australia and other countries

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

- Over 20,000 lesbian and bisexual women
- Over 30,000 gay and bisexual men
- 3,000 transgender community members
- 7,000 bisexual community members
- 5,000 with income over $150,000
- 5,000 with income below $25,000
- 18,000 representing LGBTQ communities of color
- 20,000 LGBTQ 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
- 4,000 LGBTQ parents with a child under 18 living at home
- 10,000 legally married same-sex couples
- Experience with LGBTQ youth research (in partnership with an institution and IRB approval)

CMI'S LGBTQ 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 LGBTQ loyalty. LGBTQ 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 LGBTQ community. The trainings may include topics ranging from a basic introduction to the LGBTQ community, research, case studies and marketing opportunities...to diversity/sensitivity training best practices...to sales training and customer service.

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

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

nglcc
National Gay & Lesbian Chamber of Commerce

CONTACT US

Visit **www.CMI.info**, email **research@CommunityMarketingInc.com**, or call **+1 415-437-3800**

584 Castro St., #834, San Francisco CA 94114 USA

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 25 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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research@CommunityMarketingInc.com • www.CMI.info

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 25 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.

CMI Community Marketing & Insights

Community Marketing, Inc.

Proud to serve these and other companies, organizations, universities, government institutions and researchers with

LGBT Community Research Studies, Strategic Consulting and Corporate Training

since 1992

DIRECTV	TARGET	Hallmark	WNBA	GILEAD
WELLS FARGO	Prudential	Chicago History Museum	CREDIT SUISSE	VIACOM Logo
Better Homes and Gardens REAL ESTATE	Johnson & Johnson Family of Companies	ABSOLUT Country of Sweden VODKA	CIRQUE DU SOLEIL	aetna
LAS Vegas CONVENTION AND VISITORS AUTHORITY	VISIT FLORIDA	greater FORT LAUDERDALE florida HELLO SUNNY	HAWAI'I TOURISM AUTHORITY	HAWAIIAN AIRLINES
Argentina	Japan JNTO	tourism Toronto Toronto Convention & Visitors Association	HYATT HOTELS & RESORTS	starwood Hotels and Resorts
nielsen	Ipsos	GfK	qualtrics	ICF INTERNATIONAL
Penn UNIVERSITY of PENNSYLVANIA	CUNY The City University of New York	JOHNS HOPKINS MEDICINE	Planned Parenthood Act. No matter what.	American Cancer Society
THE HENRY J. KAISER FAMILY FOUNDATION	United States Census Bureau	CDC CENTERS FOR DISEASE CONTROL AND PREVENTION	U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT	FDA U.S. Food and Drug Administration

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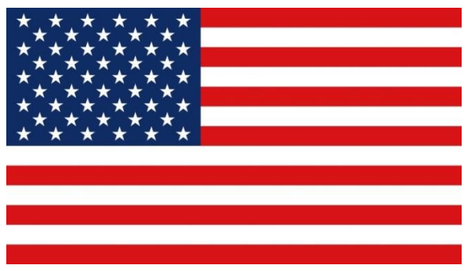
CMI Community Marketing & Insights

Community Marketing, Inc.

LGBTQ Research Panel 2018

Community Marketing & Insights (CMI) is uniquely positioned in the global LGBTQ marketplace, with 25 years of dedicated experience conducting LGBTQ consumer surveys, focus groups, in-depth interviews, advisory boards, consulting services and training. We skillfully assist our clients with strategies, tactics and cost-effective plans based on research results and case study experience.

CMI's PANEL CONSISTS OF OVER 80,000 SELF-IDENTIFYING LGBTQ COMMUNITY MEMBERS, WHICH INCLUDES:



60,000
LGBTQ Panelists in the USA

7,500
LGBTQ Panelists in Canada
(English + French Speaking)

4,500
LGBTQ Panelists in China

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

3,000
Transgender community members

7,000
Bisexual community members

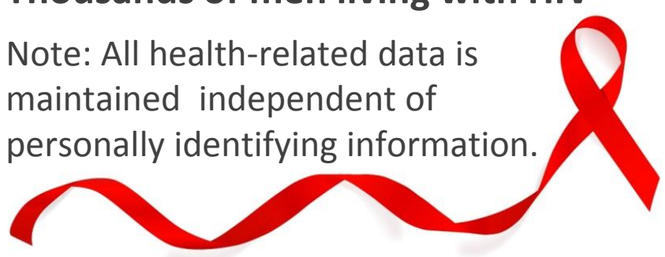
5,000 With an HHI
Over $150,000

5,000 With an HHI
Below $25,000

- Participants in all 50 states
- Zip code-level geographic targeting capability

Thousands of men living with HIV

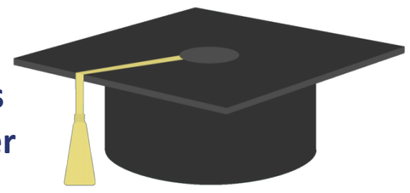
Note: All health-related data is maintained independent of personally identifying information.



18,000
Representing the LGBTQ community of color

20,000
LGBTQ Millennials

10,000
With a master's degree or higher



4,000
LGBTQ parents with a child under 18 living at home

10,000
Legally married same-sex couples

LGBTQ youth research experience
(in partnership with an institution and IRB approval)

FOR MORE INFORMATION ON CMI'S LGBTQ RESEARCH CAPABILITIES, PLEASE **VISIT WWW.CMI.INFO**
CONTACT **THOMAS ROTH at** tom@communitymarketinginc.com or call **+1 (415) 437-3800 Ext. 3**