CMI Community Marketing & Insights
Community Marketing, Inc.

A Researcher's Guide to LGBT

Best Practices, Methodologies, Key Findings

Entire contents © Community Marketing, Inc.

Thank you.

MARKETING
RESEARCH
ASSOCIATION

About

CMI Community Marketing & Insights
Community Marketing, Inc.

- San Francisco-based, LGBT Owned/Operated company founded in 1992 serves clients throughout the USA, Canada, Europe, Australia and Japan
- 20+ years of consumer research, strategic consulting, marketing planning, communications, and training services
- Dedicated research panel of 70,000+ LGBT consumers
- Online surveys, focus groups, online focus groups, telephone surveys, intercepts and other methodologies
- About half of our projects are direct with client; and about half of our projects are in partnership with other research firms.

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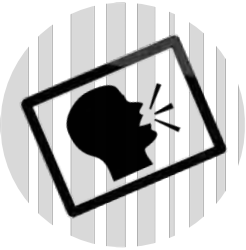
Clients Include…

E&J Gallo Winery
ABSOLUT VODKA Country of Sweden
MillerCoors
TARGET
BRIDGESTONE
MetLife
WELLS FARGO
UnionBank
FARMERS INSURANCE GROUP
FARMERS
CHUBB
CHUBB GROUP OF INSURANCE COMPANIES
HUD.GOV U.S. Department of Housing and Urban Development
United States Census Bureau
American Cancer Society
WE AIDS
Prudential
WNBA
VisitDenmark
Germany Simply inspiring
Stockholm The Capital of Scandinavia
need Spain
Switzerland. get natural.
LA INC. The Los Angeles Convention and Visitors Bureau
LAS Vegas
PHILADELPHIA CONVENTION & VISITORS BUREAU www.PhiladelphiaUSA.travel
NYC nycgo.com
Dallas LIVE LARGE. THINK BIG.
San Francisco Travel
Montréal TOURISM-MONTREAL.ORG
toronto
travelocity
WYNDHAM VACATION OWNERSHIP
KIMPTON hotels & restaurants
starwood Hotels and Resorts
HYATT

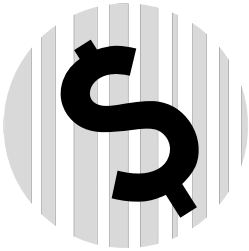
WHAT WE'LL TALK ABOUT TODAY



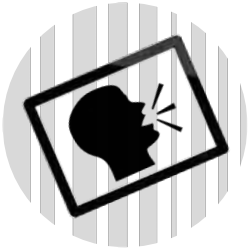
TERMS & TERMINOLOGY

LGBT CONSUMER RESEARCH METHODOLOGIES

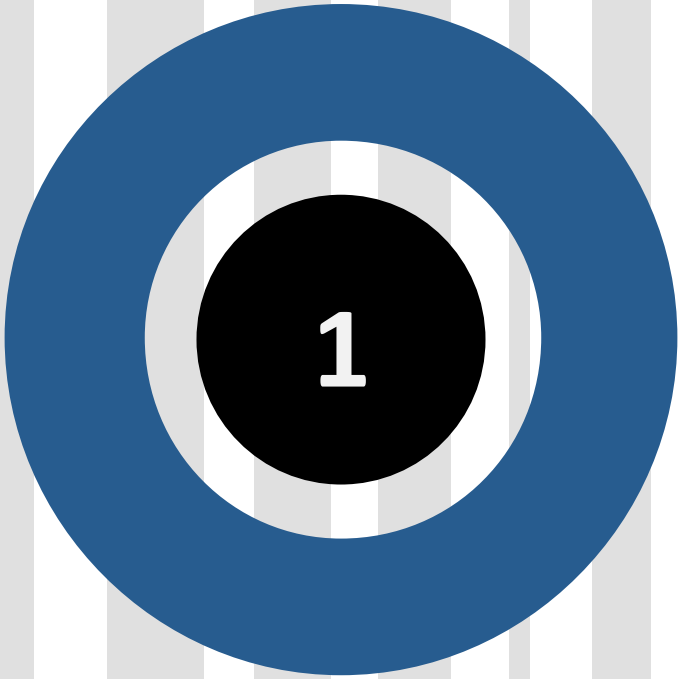
2012 LGBT COMMUNITY SURVEY DEMOGRAPHICS & KEY FINDINGS



ROI & PHILADELPHIA CASE STUDY



LGBT RESEARCH TERMS & TERMINOLOGY



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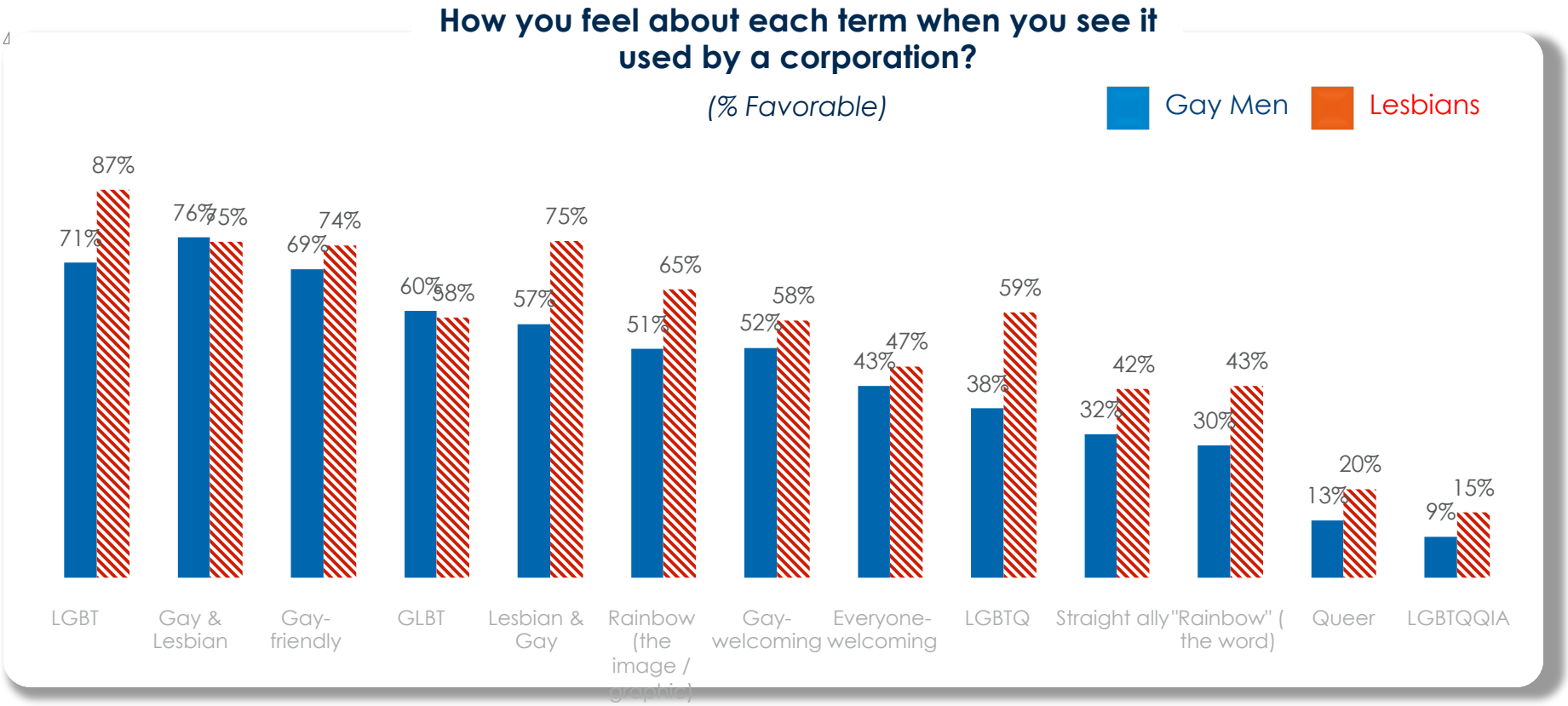
Response to LGBT Terms in Corporate Marketing

- 'LGBT' and 'Gay & Lesbian' are the most preferred terms used in corporate marketing
- Popularity of 'GLBT' has decreased significantly over the past few years



Base: 2012 Gay Men n=10,963; Lesbians n=1,976

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Orientation:
Alphabet Training & Terminology

OK:	LGBT/GLBT, partner, husband /wife, sexual orientation, sexual identity
Not OK:	Sexual preference, alternative lifestyle, your friend, those people, that market, homosexual
Caution:	Queer, lifestyle

There is no singular “gay market,” or even an “LGBT market.”

The LGBT Community represents a "slice" of the entire world population.
Every interest, every culture, every profession, etc.

Response to Common Terms in Consumer Research

Marital Status

- ☐ Single
- ☐ Married
- ☐ Divorced

Response to Common Terms in Consumer Research

Marital Status

- ☐ Single
- ☐ Married
- ☐ Civil Union/Domestic Partnership
- ☐ Living together, no legal recognition
- ☐ Divorced

Response to Common Terms in Consumer Research

Gender

- ☐ Male
- ☐ Female

Response to Common Terms in Consumer Research

Gender Identity

- ☐ Male
- ☐ Female
- ☐ Gender queer
- ☐ Transgender
- ☐ Other

Response to Common Terms in Consumer Research

Sexual Orientation

- ☐ Heterosexual
- ☐ Homosexual

Response to Common Terms in Consumer Research

Sexual Orientation

- ☐ Heterosexual
- ☐ Gay Man
- ☐ Lesbian / Gay woman
- ☐ Bisexual
- ☐ Other
- ☐ Prefer not to state

Response to Common Terms in Consumer Research

CMI's "all-inclusive" approach:

With which of the following communities do you identify? (Please select all that apply)

- ☐ Lesbian or Gay Woman
- ☐ Gay man
- ☐ Bisexual woman
- ☐ Bisexual man
- ☐ Transgender
- ☐ Queer
- ☐ Questioning
- ☐ Intersex
- ☐ Heterosexual / straight man
- ☐ Heterosexual / straight woman
- ☐ Other

LGBT Consumer Research Methodologies

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PANEL: *Your LGBT research data will only be as good as your panel*

- LGBT sample from General Population panel
  - Must ask sexual orientation in survey
  - Pros
    - Easily compare LGBT to Gen Pop sample
  - Cons
    - Requires trust and confidence of panelists: Who sees this info?
    - Respondents may not be *involved* with LGBT media/events

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  - Limited data beyond basic population demographics

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- US Census
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  - Limited data beyond basic population demographics
- LGBT Consumer Panel
  - Recruited via partnerships with diverse LGBT media/events
  - Represents "out" and active LGBT consumers

METHODOLOGIES: *Some approaches work better than others*

- Telephone survey
  - LGBTs are more likely to be on mobile, not land lines
  - May not take call
  - May not accurately disclose sexual orientation
  - Likely to underreport for LGBT

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  - Mobile optimize survey for smartphones and tablets
- Focus Groups
  - In-person (prefer LGBT moderator)
  - Online is increasingly effective
  - Recruit using a representative LGBT consumer panel

2012 LGBT COMMUNITY SURVEY: DEMOGRAPHICS & KEY FINDINGS

3

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

Who Did We Talk To?

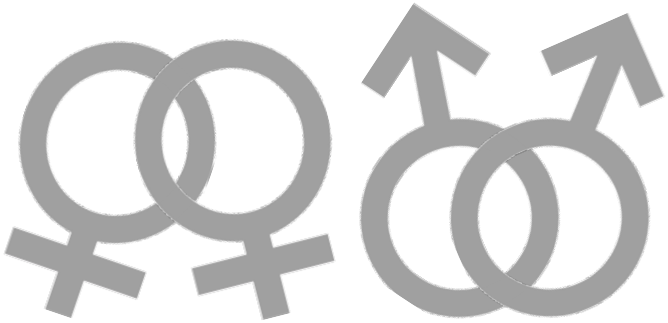
- Over 45,000 total respondents representing LGBTs in 148 countries
- This report focuses on U.S. data for more than 10,000 self-identified gay men and 2,000 lesbian women
- Respondents were recruited from CMI's proprietary research panel and LGBT media outlets and partner organizations
- Survey results on non-U.S. data and for bisexual and transgender respondents are available upon request

How Did We Talk To Them?

- 15 minute online survey conducted in May -June 2012
- Our survey was made available through an email invitation to survey panelists, as well as on the websites, email lists and social media of our 200+ partners
- Importantly, our sample reflects the readership/membership of this broad range of LGBT focused media outlets , organizations and events. This means that the results summarized here are highly representative of consumers who are interacting with the LGBT community.

How Many and How Much?

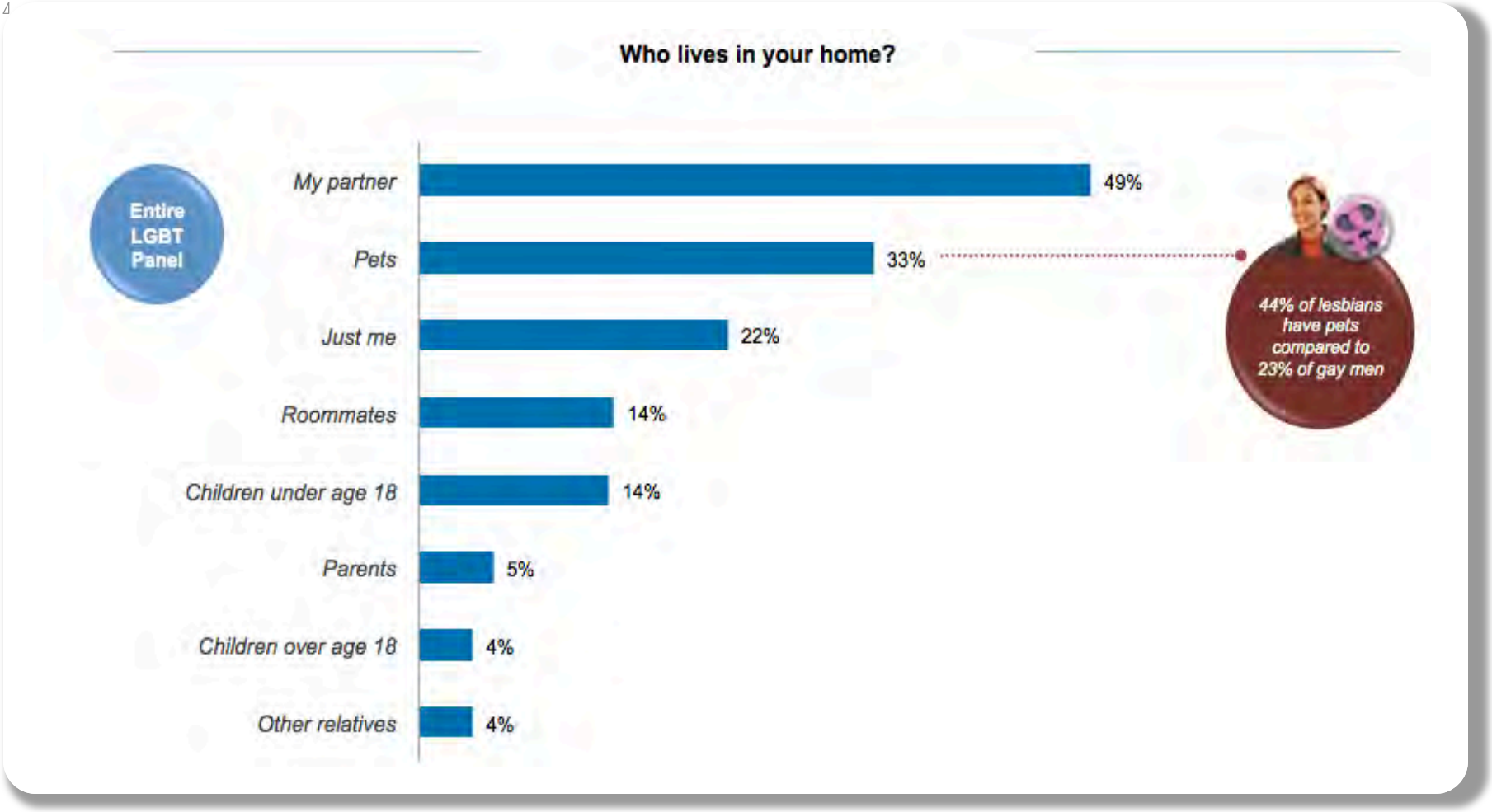
4-5%



$790 B

LGBT Households: Composition (courtesy of Prudential Financial)

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



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Base: n=1,401 total sample

Smartphone Ownership

- Ownership among gay consumers has accelerated at a faster rate compared to the national average and is now nearly ubiquitous, especially for gay men
- Smartphone ownership among gay men and lesbians is double the national average.

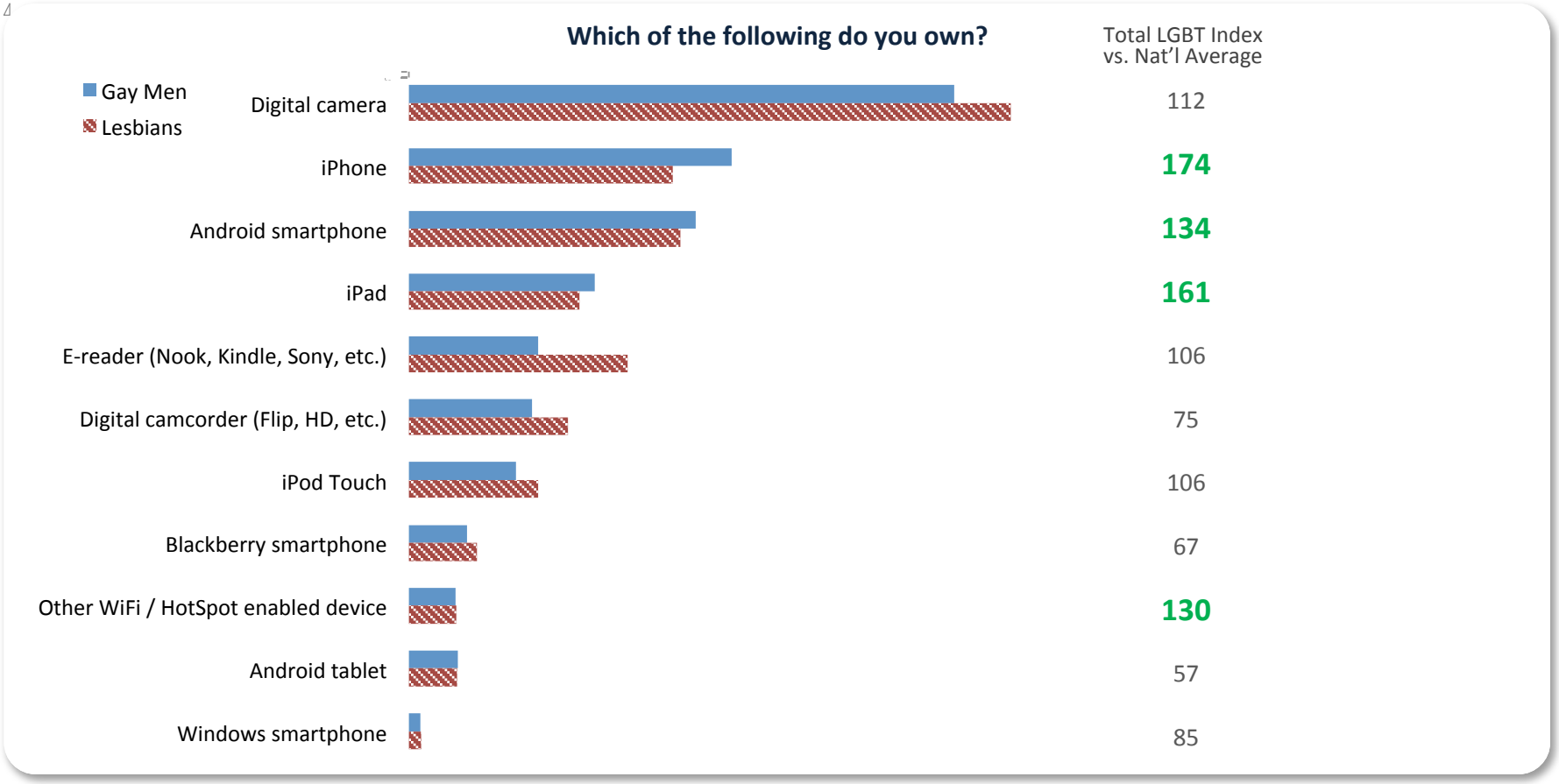
	2011	2012	change
Gay Men	68%	91%	+23
Lesbians	60%	82%	+22

Nat'l Average*			
Men	39%	46%	+7
Women	31%	45%	+14

Base: Gay Men n=10,963; Lesbians n=1,976; U.S. Gen Pop Males n=150; Females n=150
**Source: Pew Research Center's Internet & American Life Project; May 2011 (n=2277) & Sept 2012 (n=2253)*

Technology Ownership

- Gay men and lesbians are avid tech users and are more likely to own a variety of devices – especially iPhones and iPads – compared to their straight counterparts.



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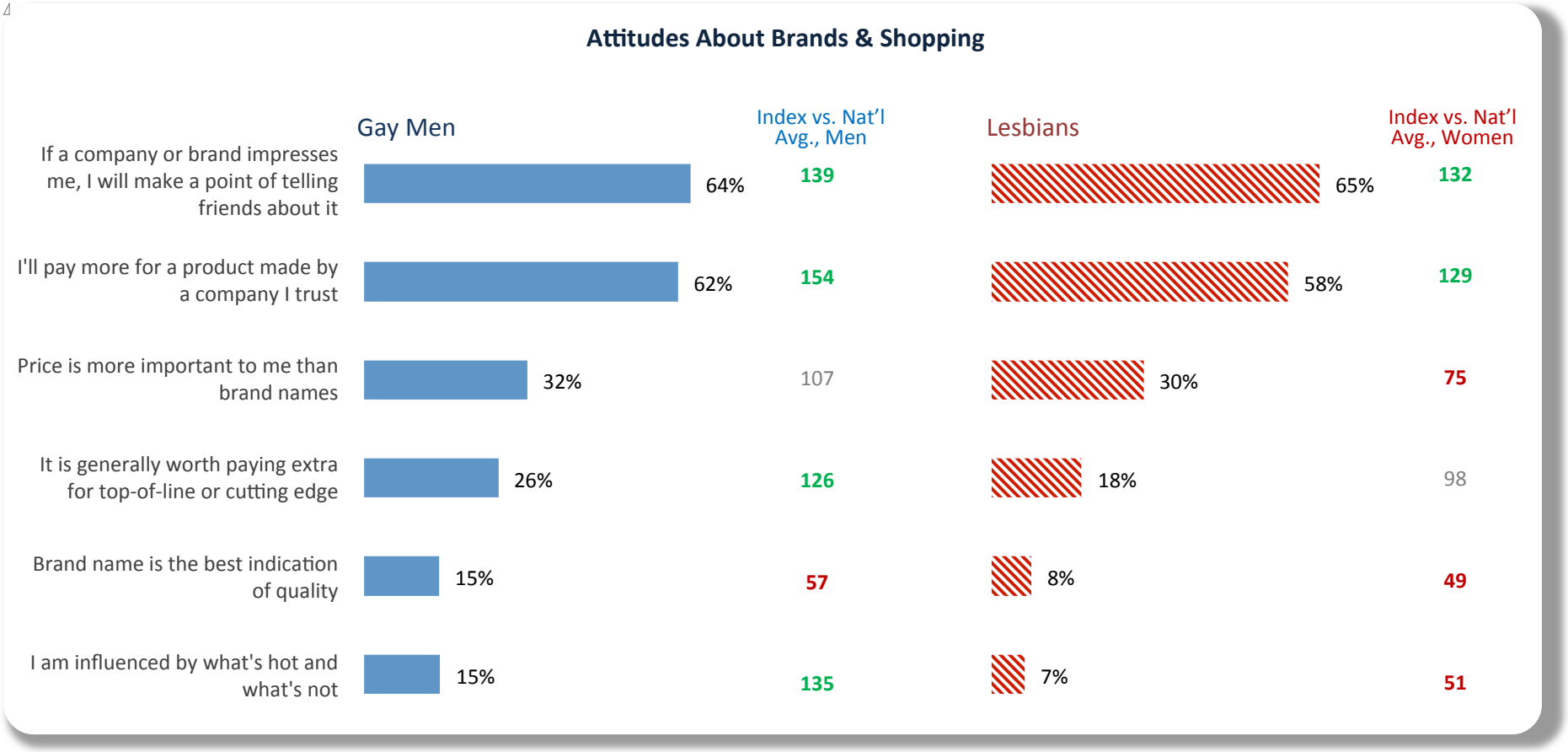
Brand Attitudes

- LGBTs are motivated more by trust and quality over brand names, and they're willing to pay more for it.
- And for brands that get it right, LGBTs are much more likely to become advocates and share with their friends.



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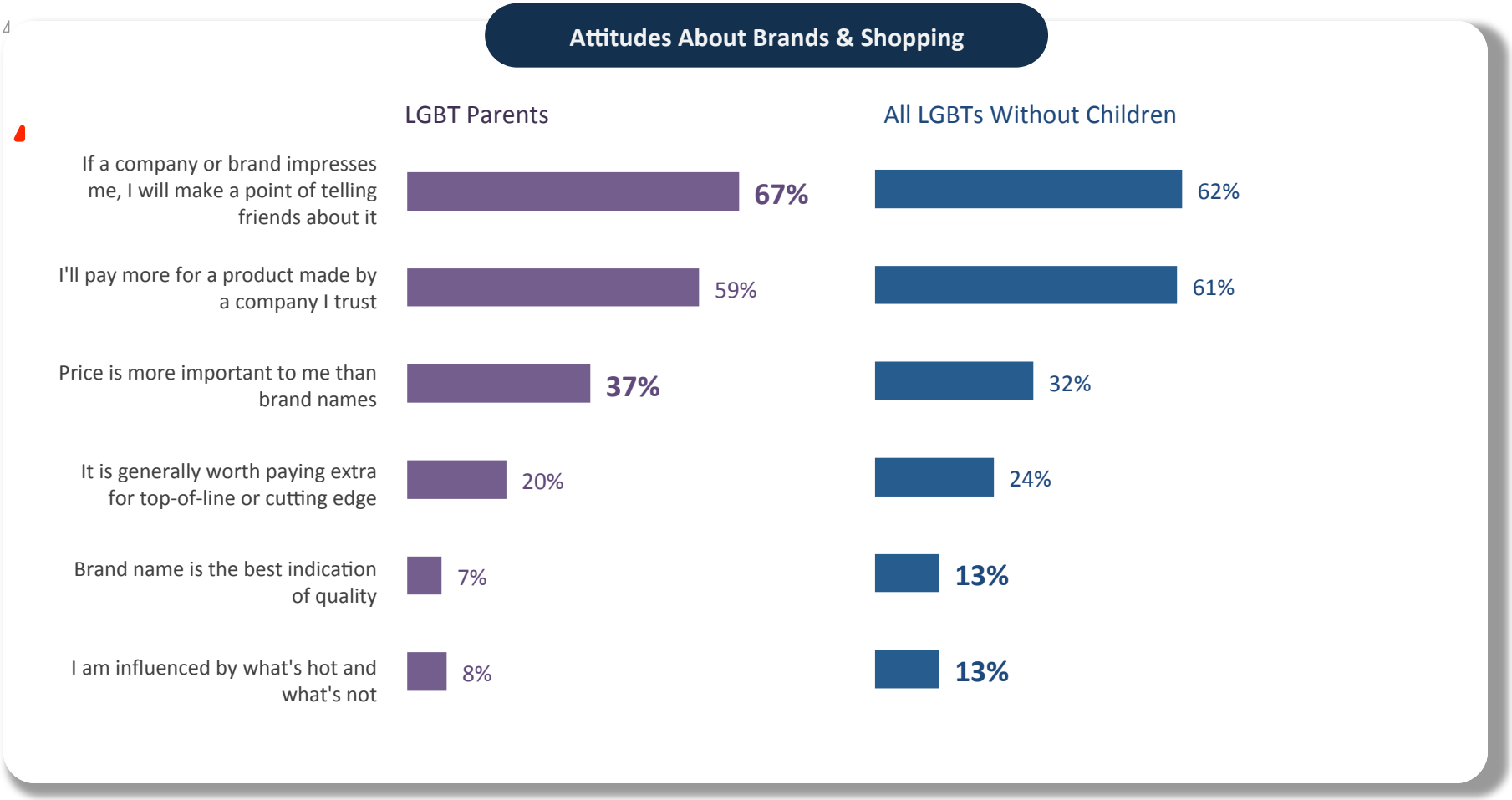
Brand Attitudes

- Brand loyalty is a known feature of LGBT consumers; but among **LGBT parents**, price trumps brand.



Base: LGBT Parents n=730; All LGBTs Without Children n=18,375

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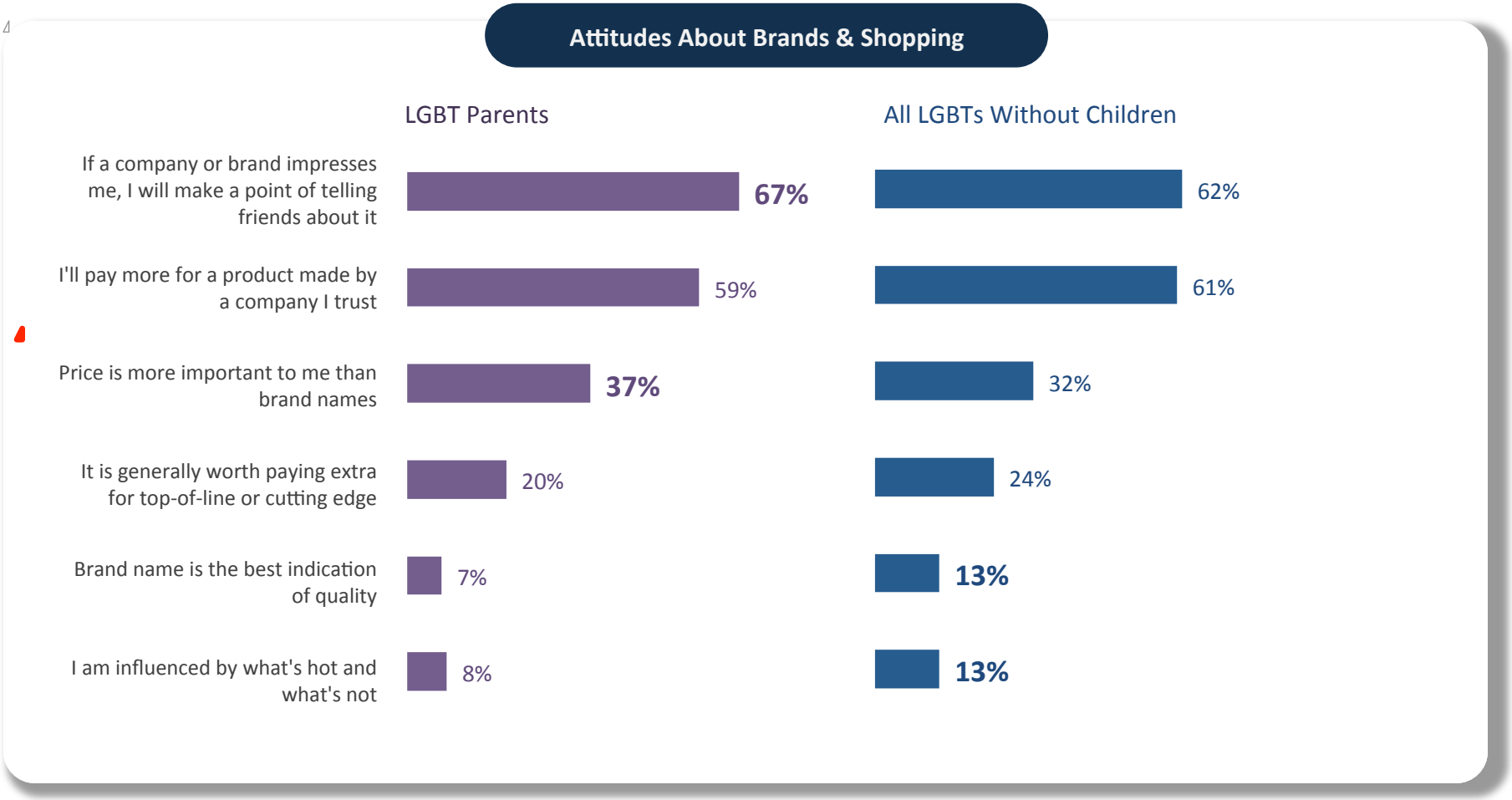

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Examples of industries and ads

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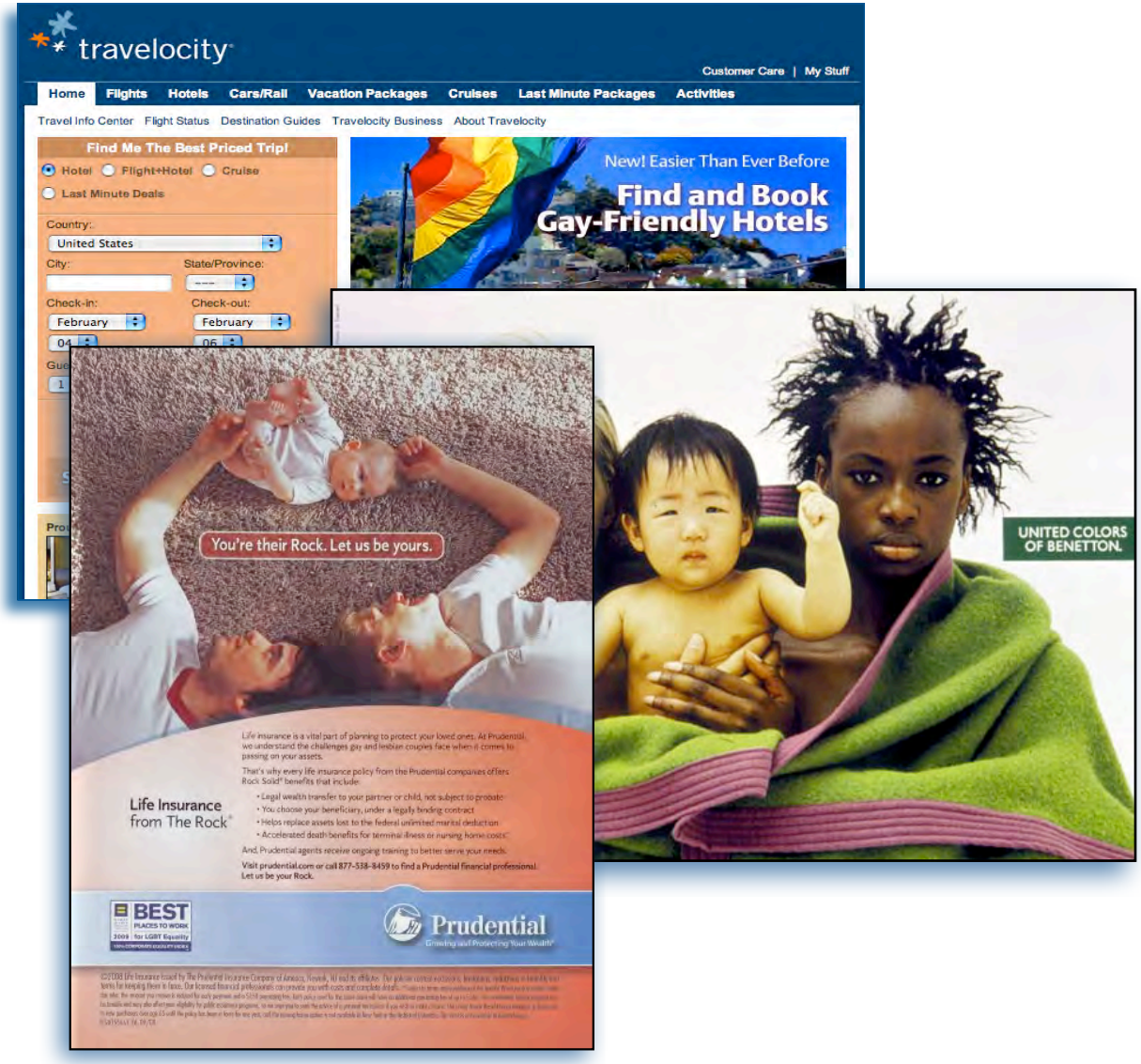

Examples of industries and ads

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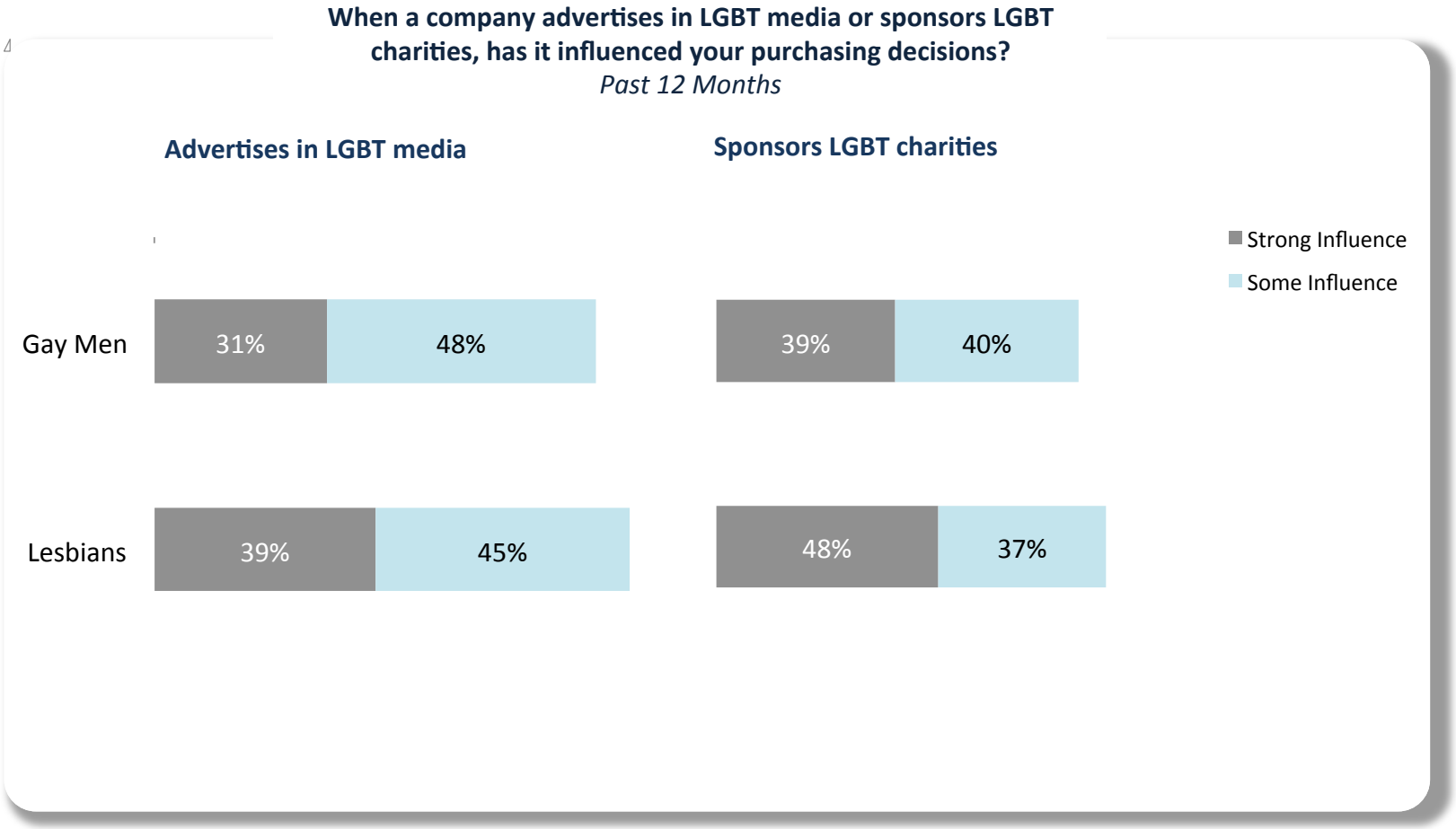
LGBT Media and Sponsorship Makes an Impact

- Companies advertising in the LGBT media and sponsoring LGBT charities favorably influences 70% to 80% of LGBT consumers



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Today's LGBT marketing trend is LGBT inclusiveness in "mainstream" advertising campaigns.

- LGBT focus groups indicate it has the biggest impact
- Still receives PR buzz
- Integration marketing is wave of the next five years

Case Study: Orbitz, 2009

LGBT in "mainstream" advertising:

Example Kaiser Permanente

LGBT in "mainstream" advertising:

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LGBT in "mainstream" advertising:

Example Kaiser Permanente

LGBT in "mainstream" advertising:

Example Kaiser Permanente

LGBT in "mainstream" advertising:

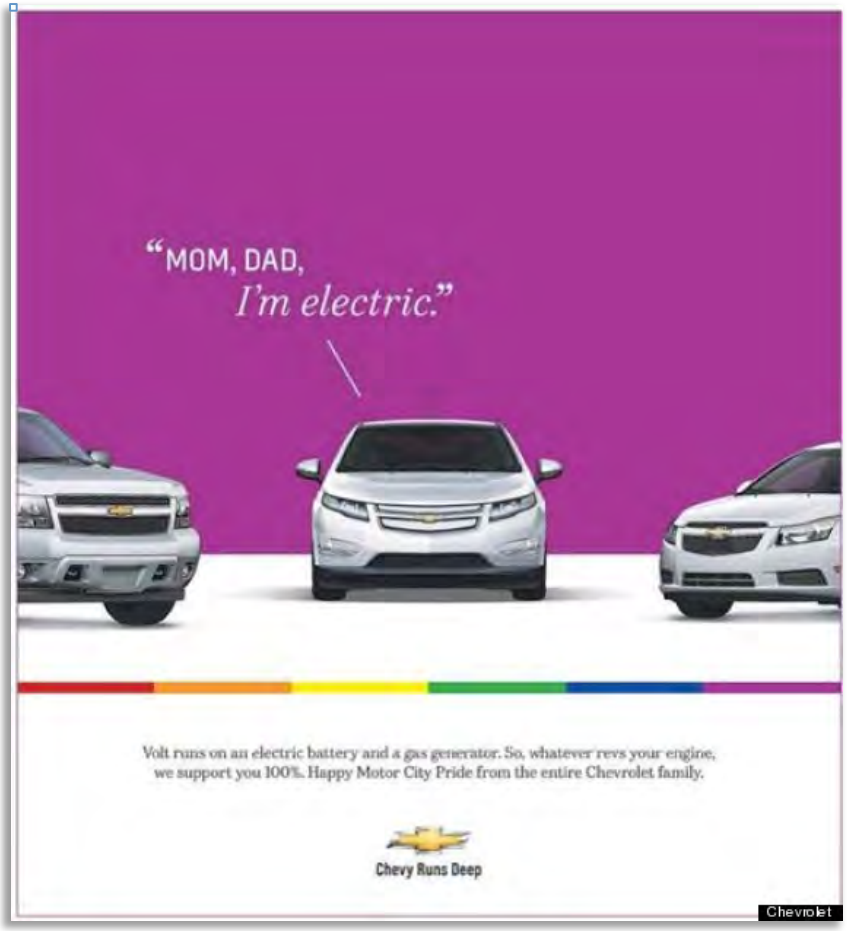
JCPenney

LGBT in "mainstream" advertising:

JCPenney

LGBT advertising:

General Motors Volt ad



LGBT Outreach:
LGBT-supportive endorsement

Starbucks

LGBT Outreach:
LGBT-supportive social media

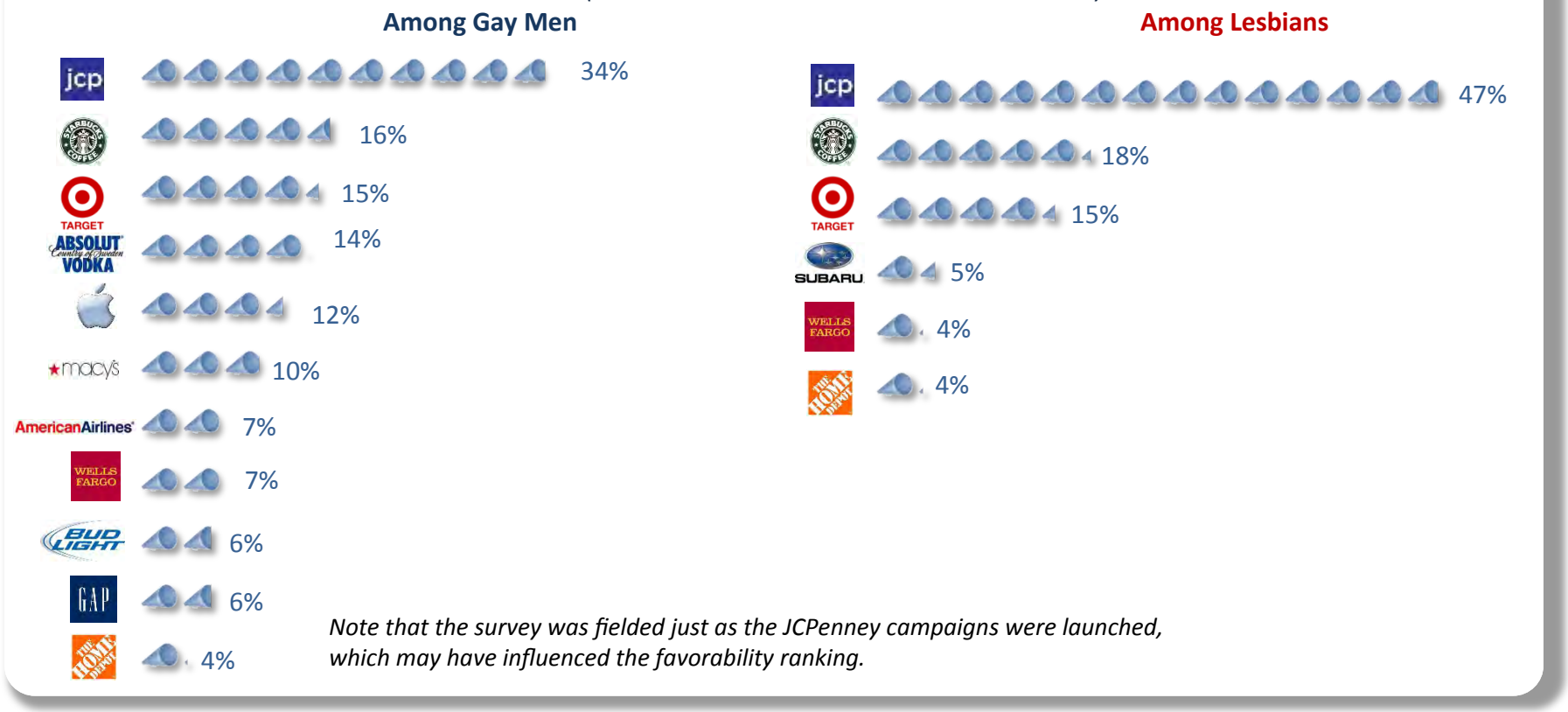
Oreo Cookies
On Facebook

Brands Supported For Pro-LGBT Policies

- JCPenney's partnership with Ellen DeGeneres, as well as recent LGBT Mother's Day and Father's Day ads, has translated into strong support among gay men and lesbians; Starbucks and Target round out the top 3 brands among both groups

Which companies or brands have you made a conscious decision to purchase from because of their pro-LGBT policies or practices?

Past Year (OPEN-END VERBATIM WRITE-IN RESPONSES)



Note that the survey was fielded just as the JCPenney campaigns were launched, which may have influenced the favorability ranking.

Base: 2012 Gay Men n=10,963; Lesbians n=1,976

ROI & PHILADELPHIA CASE STUDY

4

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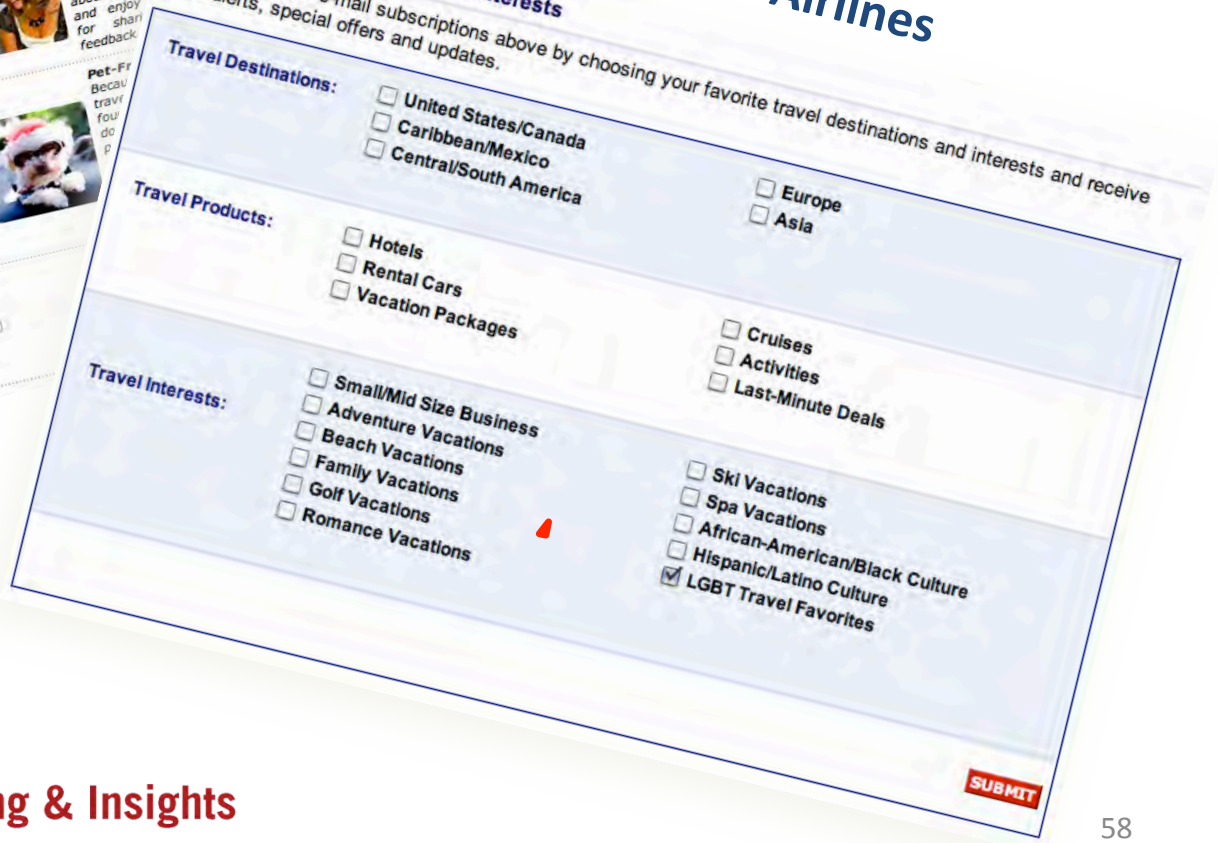
LGBT ROI Tracking Techniques

1. Impressions and PR coverage in gay media
2. Clicks on gay microsites (and perhaps tracked sales)
3. Anecdotal: Increased sales as noted by reps
4. Counting same gender couples
5. Codes on display ads, coupons, etc.
6. 3rd party brand-recognition studies
7. Self-identification techniques

LGBT Self-Identification Techniques:

Kimpton Hotels & Restaurants

American Airlines



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6. 3rd party brand-recognition studies
7. Self-identification techniques
8. **Baseline and follow up studies**

Note: LGBT ROI is only partially trackable!

Case Study:

PHiLADELPHiA

Get Your History Straight and Your Nightlife Gay®

2005 Press Release:
After only 18 months in the LGBT market, research found that for every $1 invested into LGBT marketing, Philadelphia yielded $153 ROI.

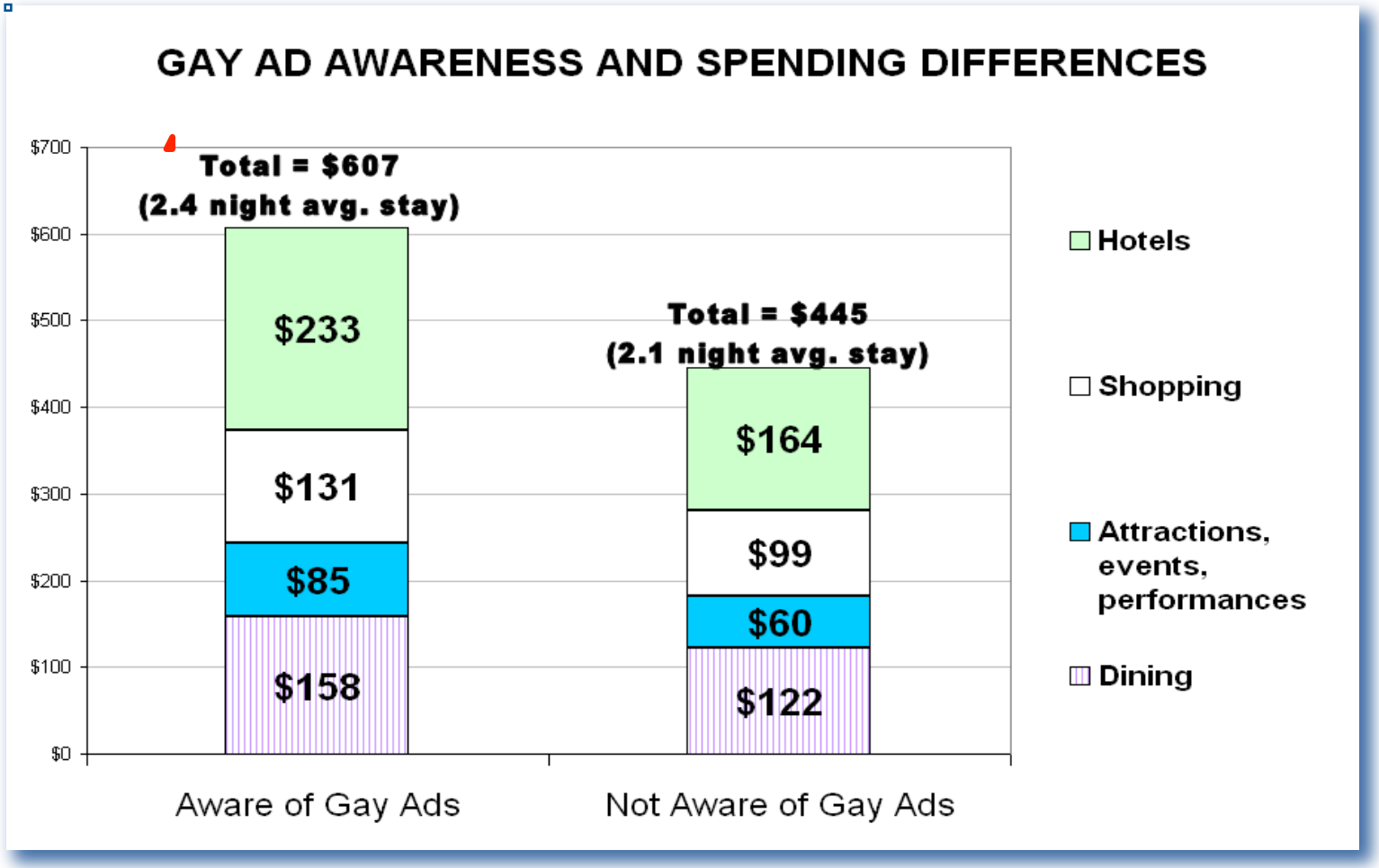
Community Marketing, Inc.

CONTACT: Jeff Guaracino
(215) 599-2290
jeff@gptmc.com

PHILADELPHIA FINDS THAT FOR EVERY $1 INVESTED IN GAY TOURISM MARKETING, GAY TRAVELERS SPEND $153 ON HOTELS, SHOPS AND MORE
Research Study Looks At Economic Returns, Marketing Effectiveness And Lesbian Travel

PHILADELPHIA, August 15, 2005 – Just 14 months after the launch of the Philadelphia and Its Countryside™ gay-friendly tourism marketing campaign, gay travelers are spending 30% more than they did before the effort debuted, up from $179 per day in 2003 to $233 a day in 2004. *Gay Tourism 2005*, a new 30-page research study conducted by the Greater Philadelphia Tourism Marketing Corporation (GPTMC) and Community Marketing, Inc., also revealed that for every $1 GPTMC invests in gay tourism marketing, $153 is returned in direct visitor spending. Gay travelers spend $54 billion a year in the United States on travel.

Gay Tourism Promotion = Improved ROI. Respondents who had seen the Philadelphia ads stayed longer, and spent more money while there.



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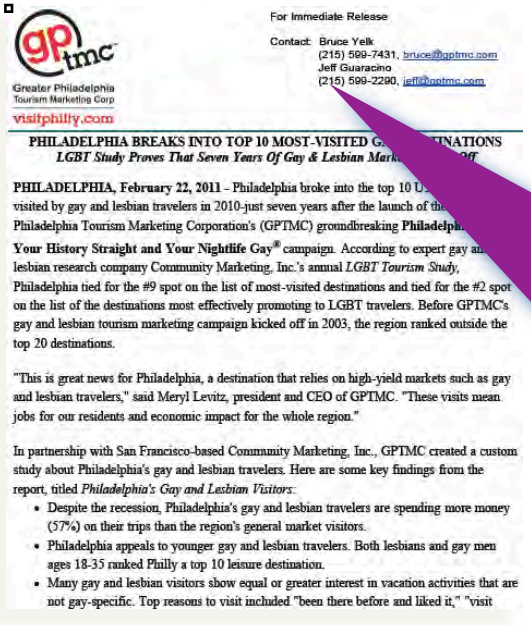
2011 Research Update: LGBT Visitation to Greater Philadelphia is On the Rise



For Immediate Release

Contact: Bruce Yelk
(215) 599-7431, bruce@gptmc.com
Jeff Guaracino
(215) 599-2290, jeff@gptmc.com

Greater Philadelphia Tourism Marketing Corp

visitphilly.com

PHILADELPHIA BREAKS INTO TOP 10 MOST-VISITED G... ...INATIONS
LGBT Study Proves That Seven Years Of Gay & Lesbian Mark... ...off

PHILADELPHIA, February 22, 2011 – Philadelphia broke into the top 10 U... visited by gay and lesbian travelers in 2010-just seven years after the launch of th... Philadelphia Tourism Marketing Corporation's (GPTMC) groundbreaking **Philadelph... Your History Straight and Your Nightlife Gay®** campaign. According to expert gay an... lesbian research company Community Marketing, Inc.'s annual *LGBT Tourism Study*, Philadelphia tied for the #9 spot on the list of most-visited destinations and tied for the #2 spot on the list of the destinations most effectively promoting to LGBT travelers. Before GPTMC's gay and lesbian tourism marketing campaign kicked off in 2003, the region ranked outside the top 20 destinations.

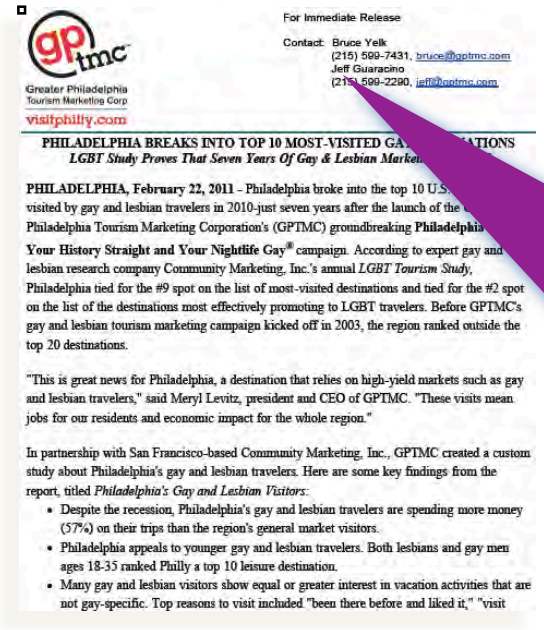
"This is great news for Philadelphia, a destination that relies on high-yield markets such as gay and lesbian travelers," said Meryl Levitz, president and CEO of GPTMC. "These visits mean jobs for our residents and economic impact for the whole region."

In partnership with San Francisco-based Community Marketing, Inc., GPTMC created a custom study about Philadelphia's gay and lesbian travelers. Here are some key findings from the report, titled *Philadelphia's Gay and Lesbian Visitors*:

- Despite the recession, Philadelphia's gay and lesbian travelers are spending more money (57%) on their trips than the region's general market visitors.
- Philadelphia appeals to younger gay and lesbian travelers. Both lesbians and gay men ages 18-35 ranked Philly a top 10 leisure destination.
- Many gay and lesbian visitors show equal or greater interest in vacation activities that are not gay-specific. Top reasons to visit included "been there before and liked it," "visit

In 2003, when GPTMC first began advertising in this market, Philadelphia did not rank in the top 20. Philadelphia ranked in the top 10 among destinations visited by LGBT travelers for the first time in 2010. The momentum of the gay and lesbian travel segment is a contributor to overall growth in visitation to Greater Philadelphia.

The Entire Destination Benefits from Gay & Lesbian Travelers



gptmc
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visitphilly.com

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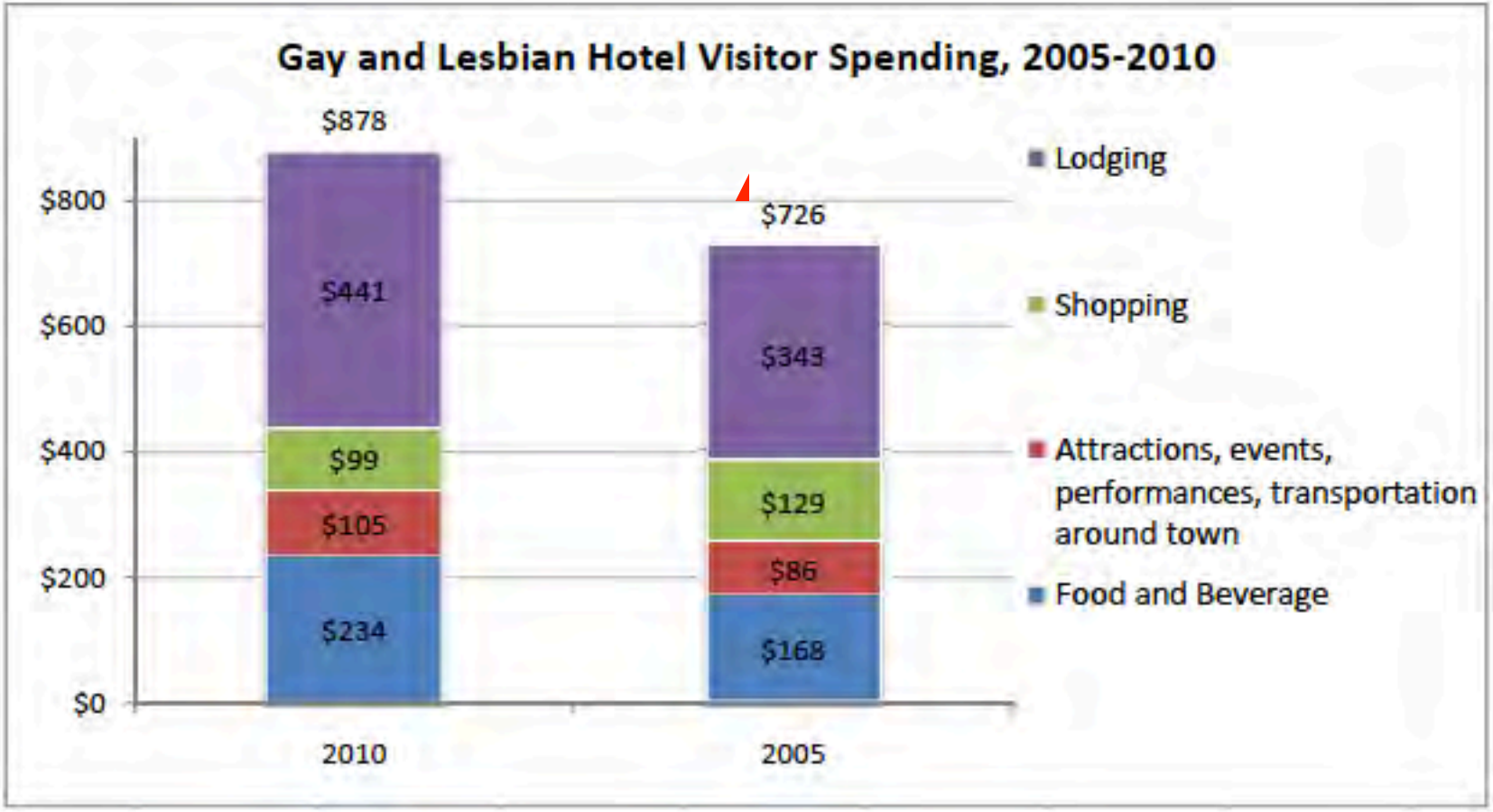
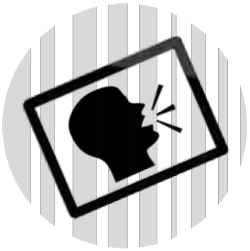
Gay and lesbian hotel visitors are spending 57% more per travel party than general market visitors—$878 compared to $559. Hotels are the primary beneficiary, with lodging spending up 75%, but gay and lesbian visitors also spend more than average in Philadelphia's restaurants (68% more on food and beverage) and stores (52% more on shopping).

2005 to 2010: LGBT ROI Momentum

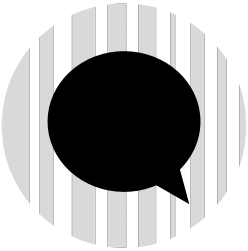


Entire Destination Benefits from Gay & Lesbian Travelers: Comparing General Market to LGBT Visitors

RECAP:
WHAT WE TALKED ABOUT TODAY



TERMS & TERMINOLOGY



LGBT CONSUMER RESEARCH METHODOLOGIES

2012 LGBT COMMUNITY SURVEY DEMOGRAPHICS & KEY FINDINGS

ROI & PHILADELPHIA CASE STUDY

Invitation!

www.LGBTMarketingConference.com

CMI Community Marketing & Insights
Community Marketing, Inc.

Download our LGBT Community Survey report, and learn more…

www.CMI.info

Thank you!

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

CMI Community Marketing & Insights

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)
- American Cancer Society
- Blue Cross/Blue Shield
- Chicago History Museum
- E. & J. Gallo Winery / Barefoot Wines
- Farmers Insurance
- Greater Philadelphia Tourism Marketing Corporation
- Hyatt Hotels & Resorts
- Japan Air Lines
- Japan National Tourism Organization
- Kaiser Family Foundation (> Than AIDS campaign)
- Kimpton Hotels & Restaurants
- MetLife
- MillerCoors Brewing Company
- NYC & Co.
- Prudential Financial
- Switzerland Tourism
- Target Brands
- Travelocity
- Wyndham Vacation Ownership
- U.S. Government: Census Bureau, and HUD (Housing & Urban Development)
- Wells Fargo Bank

And many others

Community Marketing, Inc.

LGBT Market Research + Development Lab®

CMI'S LGBT

CONSUMER RESEARCH PANEL 2012-13

DID YOU KNOW…?

Gay men and lesbians own more homes and cars, travel more, spend more on electronics, and have the largest amount of disposable income of any niche market. And it's a sizeable niche: LGBT consumers make up 5% or more of the U.S. consumer market. Community Marketing will help you connect with this influential demographic.

CMI'S LGBT CONSUMER PANEL: WHAT MAKES IT UNIQUE?

• Accurate, targeted market intelligence
Utilizing quantitative and qualitative market research methodologies, Community Marketing helps companies better understand and more effectively reach the LGBT community. Our consumer panel provides insights through online surveys, focus groups, intercepts and more.

• The largest, most representative panel
With over 20 years in business, Community Marketing has developed a research panel of more than 70,000 LGBT consumers. We've partnered with media outlets and LGBT-oriented organizations and events throughout the country and around the world to recruit a qualified panel that is geographically representative of the LGBT population.

• Candid responses, honest feedback
As an LGBT-owned and –operated firm, we've established trust with our panelists. We speak their language and know how to communicate effectively with them. As a result, our panelists are willing to talk with us frankly and frequently, even about sensitive issues.

• Community Marketing, Inc. Experience & Expertise
Since 1992, Community Marketing has provided market research, strategic consulting and marketing planning services to a wide variety of clients. We've provided LGBT consumer intelligence to numerous market leaders like Wells Fargo Bank, Target Brands, Prudential, ABSOLUT Vodka, Travelocity, MillerCoors Brewing Co., Japan National Tourism Organization, E&J Gallo Wineries, OraSure Technologies, Chicago History Museum, Tourism Toronto, MetLife, Hyatt Hotels & Resorts, and many companies, as well as the American Cancer Society, Kaiser Family Foundation and the U.S. Government (Census Bureau and H.U.D.).

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

Learn more on our website, www.communitymarketinginc.com

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

SAMPLE DEMOGRAPHICS OF USA LGBT PANELISTS

44 MEDIAN AGE

41% LIVE WITH PARTNER

62% COLLEGE GRADUATES

91% IN WORK FORCE ARE EMPLOYED

74% HHI >$50K

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

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

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

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

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

AND MORE!

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LGBT Market Research:

There is a difference!

Market research studies and resulting statistics are meant to help marketers understand the LGBT communities, and influence educated decisions about their strategies and tactics. However, *not all research is the same.* **Community Marketing & Insights** methodologies and experience are distinct from those of others when considering approaches, respondent panels—and ultimately—the validity and utility of sought-after results.

WHO ARE YOU TALKING TO?

Community Marketing & Insights (CMI) has developed our proprietary consumer panel over the past 20+ years by circulating field surveys at leading LGBT events, and by partnering with LGBT organizations and media across the USA, Canada, the UK, and around the world. These partners distribute our survey invitations via print ads, web banners, email broadcasts and social networks to their memberships and/or readers. The resulting panels are highly representative of LGBT consumers who interact with the LGBT community and media. *This is important:* If your communications channels are via the LGBT media, you'll want to depend on research that represents these consumers' interests, preferences, sensitivities and motivations. CMI research is trusted by—and frequently quoted in—the *New York Times, USA Today,* the *Wall Street Journal, Forbes, Chicago Tribune, Los Angeles Times, Miami Herald, Ad Week,* NPR, CBS News, Associated Press, etc.

Other providers typically send out widely distributed panel invitations (via Yahoo, etc.), and then sort for those who trust the researcher enough to indicate that they are gay or lesbian in the context of a survey. This approach, attempting to "represent the gay community at large," may be appropriate for direction in sociological or academic studies, but not for developing clear, representative advertising or marketing related strategies. Other researchers use lists from one or two LGBT publishers, which may skew results. For marketers desiring valid LGBT consumer insights about products, services, advertising creative and marketing strategies, these panel development approaches are not likely to yield LGBT community members who are interacting with the media where you are placing ads.

IN RESEARCH, SIZE *DOES* MATTER.

CMI has conducted over a hundred LGBT-dedicated research studies since the early '90s, covering a wide variety of topics, industries and interests. Through our work, we both observe and influence the trends of this market. Size does matter in the case of research. Our research panel has grown to over 70,000 qualified LGBT consumers, the largest of its kind, by far. Our 6th Annual LGBT Community Survey® study attracted over 45,000 survey participants, representing 148 countries, making it the largest such study in history. We leverage our long history/experience/expertise for your benefit, and fine-tune our portfolio of research panels, methodologies and approaches to best match your market intelligence goals.

Without access to this enormous resource of qualified LGBT consumer panelists, other companies have to compromise on the quality and demographic representation of the panel, or "reinvent the wheel" at your expense. One cannot fathom the diversity and complexities within LGBT (see below) on a small sample. And with small samples, you loose the opportunity to derive statistically-significant cross tabs on gender, geographical location, age, income, experience, product choice, etc. Can you really make the assumption that a 28 year old lesbian in Seattle has the same purchasing motivations and behaviors as a 67 year old gay man in Atlanta? Generalities and sweeping statements about "the gay market" based on comparatively small samples can distort the results of research findings, potentially wasting your investment of time and resources.

DIVERSITY: THERE IS NO "LGBT MARKET"

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

General surveys on "the gay market" are likely to only scratch the surface of the diversity and varieties of opportunities marketers can enjoy if properly explored and understood.

continues...

TWO SIDES OF THE COIN: QUANTITATIVE AND QUALITATIVE

Since 1994, CMI has taken pride in operating the most consistent, longest-running series of LGBT community surveys in the world. But we don't stop there. *Quantitative* (data) research is one important side of a coin, but only tells half of the story. The other side of a comprehensive research initiative involves *qualitative* research, most notably derived from focus groups. We pre-qualify our focus group participants from among our survey panelists, identifying the best candidates based on characteristics such as age, gender, relationship status, geographical location, and even a propensity or history of using the client's products or services. We maintain sufficient numbers of panelists to conduct groups in most major metro areas across the USA, Canada, UK, Germany and Australia, as well as many secondary markets. We've found that the same creative, tested in different regions, often yields substantially differing results. Isn't it wise to know that—and adjust your plans—before investing in marketing campaigns? CMI is the *only* LGBT-dedicated research provider that produces and facilitates LGBT focus group studies and other *qualitative* research options. We have developed and reported on focus groups covering a wide variety of topics, plus we have operated telephone interviews, field surveys, advisory board series and multi-year customer satisfaction survey projects which can round out a comprehensive market intelligence plan.

Producing only online surveys, other research companies are telling half of the story (at best). Without actual consumer interaction, they cannot fathom the deeper insights hiding behind the bar graphs and pie charts, nor can they adequately advise you on the sensitivities and complexities that are only uncovered in qualitative research... extremely important considerations that averages and extrapolated assumptions based only on survey statistics are likely to miss.

WE DON'T OUTSOURCE!

Community Marketing & Insights maintains our own research panels and utilizes advanced, sophisticated research software. We do all of our research in-house, because nobody knows this market segment as well as we do. We never sell or rep another company's services, nor will we outsource your project to a 3rd party.

Some firms work as reps of research companies, or outsource clients' projects, and report on the results of the 3rd party's work. But without being intimately involved in every aspect of the project, from discussing the client's goals and designing the study, to building the survey, implementing it and writing the report, and without engaging directly with consumers in focus groups, it is difficult to gain the insights that can only come from CMI's hands-on LGBT research specialization spanning nearly two decades.

TRUSTED

Community Marketing, Inc., founded in 1992, pioneered LGBT consumer research. Because we are LGBT-owned and -operated and well known in the community, we have earned the recognition and trust of our survey panelists. LGBT consumers recognize that we use research data to build corporate relationships, which ultimately lead to better conditions for LGBT employees, social progress, and sensitive communications.

PROUDLY LGBT-OWNED AND -OPERATED

One of the questions in HRC's Corporate Equality Index application is whether the applicant company includes LGBT-owned suppliers when sourcing products and services. When you contract with Community Marketing, you not only gain the benefit of our long-standing leadership in this field, you are working with one of the only LGBT-owned market research providers. Community Marketing, Inc. is an NGLCC Certified LGBT-Owned Business Enterprise.

COMMUNITY CITIZENSHIP

CMI is involved in the LGBT community: We volunteer time, donate resources and raise funds for numerous community-based organizations. We also participate in the community's leading business and advocacy organizations, events and conferences, such as Out & Equal, HRC, National Gay & Lesbian Chamber of Commerce, GLAAD, NCLR, International Gay & Lesbian Travel Association, National Lesbian & Gay Journalists Association, etc. This community connection is not only the right thing to do, it is essential for initiating appropriate relationships for our clients.

VALUE

You'd think that with this kind of specialization and experience, you'd be investing considerably more for **Community Marketing & Insights** services than for research from other companies. But it is due to our specific focus on LGBT market intelligence, and the cumulative 60+ years of dedicated LGBT research among the CMI team, that we can actually keep your costs low. We are not spending your money to locate qualified survey or focus group participants, nor are we spending our time (or your money) trying to source comparative data or case studies. We've done all that over the past 20 years for your benefit. And we are not running a large operation that juggles many accounts and projects of differing scope and focus. CMI's client dedication and market specialization delivers you superior intelligence at a fraction of the cost of other firms.