

# CMI's LGBT Consumer Panel

## *The facts are plain:*

**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% to 10% of the U.S. consumer market. Community Marketing will help you connect with this influential demographic.

- **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 nearly 20 years in business, Community Marketing has developed a research panel of more than **50,000** LGBT consumers. We've partnered with media outlets and LGBT-oriented organizations and events throughout the country and around the world to recruit our qualified panel that's 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.
- **About Community Marketing, Inc.**  
**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 market leaders like Wells Fargo Bank, ABSOLUT, New York Life, MillerCoors, Japan Airlines and Hyatt Hotels, as well as the US Government (Census Bureau). We've completed hundreds of custom quantitative and qualitative research projects for clients worldwide. We also present public and custom on-site educational seminars and workshops. In the past year, Community Marketing produced LGBT marketing symposia on four continents.

**Learn more on our website,  
[www.communitymarketinginc.com](http://www.communitymarketinginc.com).**

**50,000+**

Gay, lesbian, bisexual  
and transgender consumers

**45** median age

**71%** college grads

**84%** are employed

**66%** hhi >\$50K

**60%** own a home

**46%** live with partner

**88%** own a car

**69%** drink at bars  
and restaurants

**spend \$100** at bars &  
restaurants per week

**37%** make purchasing  
decisions at work

**67%** are on facebook

**12 mo. purchases**

smart phone: 30%

laptop computer: 29%

hdtv: 27%

running shoes: 36%