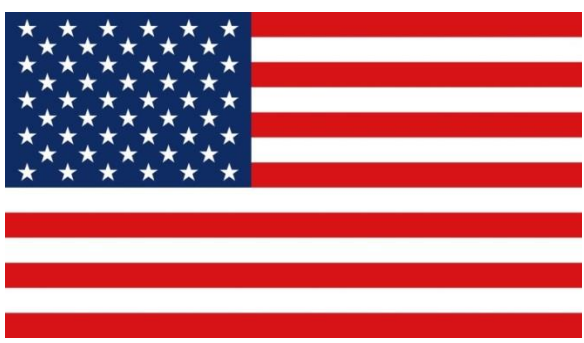


## LGBTQ Research Panel 2020

Community Marketing & Insights (CMI) is uniquely positioned in the global LGBTQ marketplace, with over 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 49,000 SELF-IDENTIFYING LGBTQ COMMUNITY MEMBERS, WHICH INCLUDES:



**44,000**  
LGBTQ Panelists  
in the USA



**5,000**  
LGBTQ Panelists  
in Canada  
(English + French Speaking)



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

**15,000**  
Lesbian and  
Bi+ Women



**24,000**  
Gay and  
Bi+ Men



Participants in all 50 states  
Including rural communities

**5,000**  
Transgender  
and Non-binary  
Community  
Members



**7,000**  
Bisexual and  
Pansexual  
Community  
Members



**5,000** With an HHI  
Over \$150,000



**5,000** With an HHI  
Under \$25,000

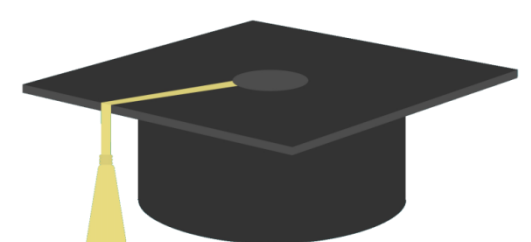
**35%**  
Representing  
LGBTQ  
Communities  
of Color



**33%**  
Under Age  
35



**50%**  
With a BA or  
Higher



**10%**  
LGBTQ Parents with  
a Child Under 18  
Living at Home



**20%**  
Legally Married



**LGBTQ Youth Research  
Experience**  
(in partnership with an  
institution and IRB approval)

