



## ABOUT CMI

25 YEARS OF LGBTQ INSIGHTS



- › Community Marketing & Insights (CMI) has been conducting LGBTQ consumer research for over 25 years. Our practice includes online surveys, in-depth interviews, intercepts, focus groups (on-site and online), and advisory boards. 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, measurable marketing planning and assessment of return on investment.
- › Key findings from CMI's research reports have been published in the New York Times, Washington Post, Chicago Tribune, Los Angeles Times, Wall Street Journal, Forbes, USA Today, Chicago Tribune, Miami Herald, CBS News, NPR, CNN, Reuters, Associated Press, eMarketer, Mashable, and many other international, national and regional media.
- › CMI's research clients include leaders from a wide range of industries. In the past few years, studies have been produced for these and many other clients: AARP, Freddie Mac, Wells Fargo Bank, Credit Suisse, Aetna Insurance, New York Life, Aurora Health Care, DIRECTV, Target Brands, Johnson & Johnson, WNBA, Esurance, Hallmark, Greater Fort Lauderdale Convention & Visitors Bureau, Las Vegas Convention & Visitors Authority, NYC & Company, Kimpton Hotels & Restaurants, W Hotels, Tourism Toronto, Argentina Tourism Office, Tourism Office of Spain, Hawai'i Tourism Authority, United States Census Bureau, US Housing & Urban Development, American Cancer Society, Planned Parenthood, Kaiser Family Foundation, and numerous other corporations and organizations across North America and around the world.



## RESEARCH DESIGN

### 25 YEARS OF LGBTQ INSIGHTS

**Community Marketing & Insights (CMI) has built a proprietary research panel of 90,000+ LGBTQ consumers through partnerships with more than 300 LGBTQ publications, websites, blogs, social media, apps, events and organizations since 1992.** Importantly, the panel reflects the readership/membership of a broad range of LGBTQ-focused media outlets, organizations and events. This means that the results summarized here are representative of LGBTQ consumers who are “out” and interacting within the LGBTQ community.

- › 10-minute online survey conducted December 2018 and January 2019.
  - › This report focuses on data for 1,253 self-identified members of the LGBTQ community living in the United States, including 606 gay and bisexual men, 521 lesbian and bisexual women and 126 gender-expansive community members.
  - › By generation, 408 of participants were Millennials, 419 Generation X, and 426 Baby Boomers. Participants were age 21 to 72.
  - › Participation was from all 50 states; top states were California 15%, New York 8%, Texas 7%, Florida 7% and Illinois 5%.
  - › 64% were White non-Hispanic, 14% Latino, 13% African American, 5% Asian and 4% mixed ethnicity or other.
  - › 36% had an income under \$50K, 34% \$50K to 100K and 30% over \$100K
- › In order to balance the opinion by gender and generation, all LGBTQ weighted results were calculated with the following assumptions; Millennial (1981-1996) 33%, Generation X (1965-1980) 33%, Baby Boomer (1946-1964) 33%; gay and bisexual men 46%, lesbian and bisexual women 46%, gender-expansive (transgender, trans woman, trans man, non-binary gender identity, genderqueer, and gender fluid) 8%.
  - › As an incentive, respondents were entered into a drawing for one of twenty \$50 prizes in cash or Amazon credit in recognition of their time to participate in the study. Additionally, a donation of \$1,000 was made to the Trevor Project to further inspire participation.
  - › In this report, some percentages may not add up to 100%, due to rounding or multiple selections allowed.
  - › The survey has a margin of error of  $\pm 2.77\%$  at a 95% level of confidence.

## LGBTQ Consumer Products Survey Report 2019

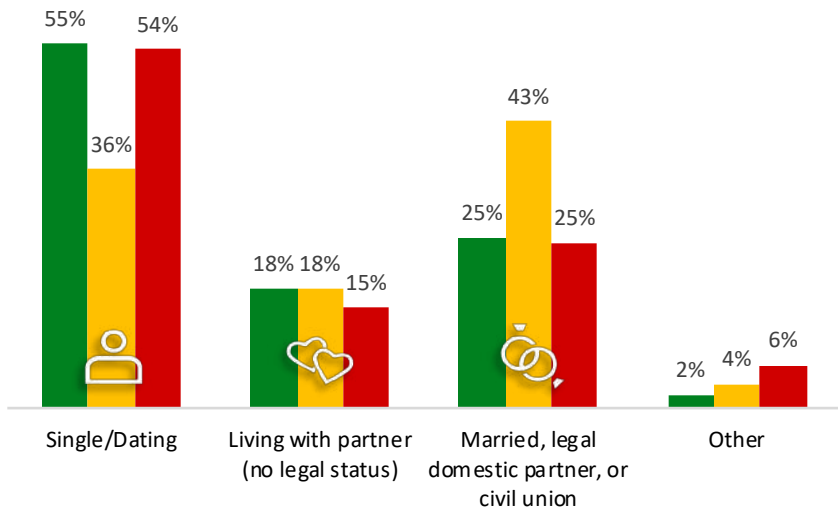
# ROLE OF RELATIONSHIP STATUS AND PURCHAING



**UNDERSTANDING RELATIONSHIP STATUS:** When we investigate consumer product purchasing, understanding relationship status and who lives at home is important, as it strongly influences purchase behavior. Gay and bisexual men are far more likely than lesbian and bisexual women to be single, live alone and/or not live with a partner. This is very different than the general population when the gender ratios are more even. Also, lesbian and bisexual women are far more likely to have children living at home.

**What is your relationship status?  
(Please mark the best response.)**

■ Gay & Bi Men ■ Lesbian & Bi Women ■ Gender Expansive



**Who do you live with?  
(Please mark all that apply.)**

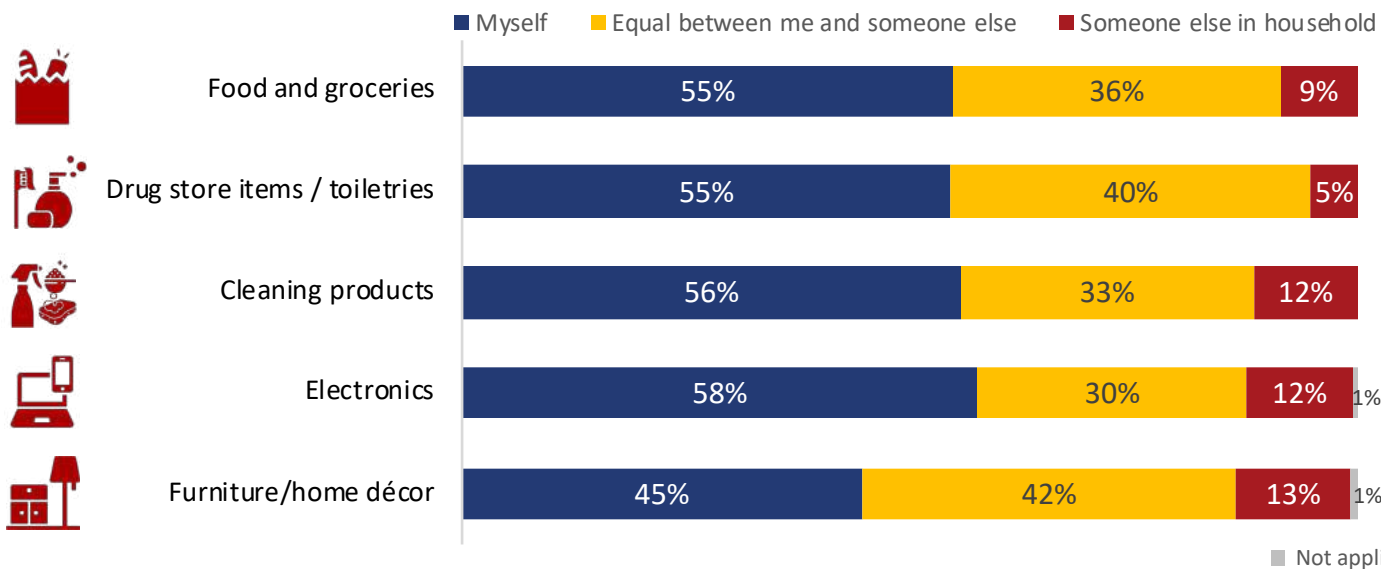
	Gay & Bi Men	Lesbian & Bi Women	Gender-Expansive
I live with a partner or spouse	45%	62%	40%
I live alone	34%	22%	25%
I live with a roommate	12%	8%	24%
I live with a parent or parents	8%	6%	7%
I live with brother or sister	3%	4%	4%
I live with my children (of any age)	3%	13%	10%
I live with another family member	1%	1%	2%
Other	1%	2%	2%

Base: All LGBTQ n=1,253; Gay & Bi Men n=606; Lesbian & Bi Women n=521; Gender-expansive n=126

**PURCHASER OF HOUSEHOLD PRODUCTS:** Most LGBTQ community members consider themselves to be the primary purchaser of basic consumer goods for their household. This is an important question for many consumer products, as companies want to influence the actual purchaser in the household.

### In your household, who is the person most likely to purchase these types of products, you, someone else, or more equal?

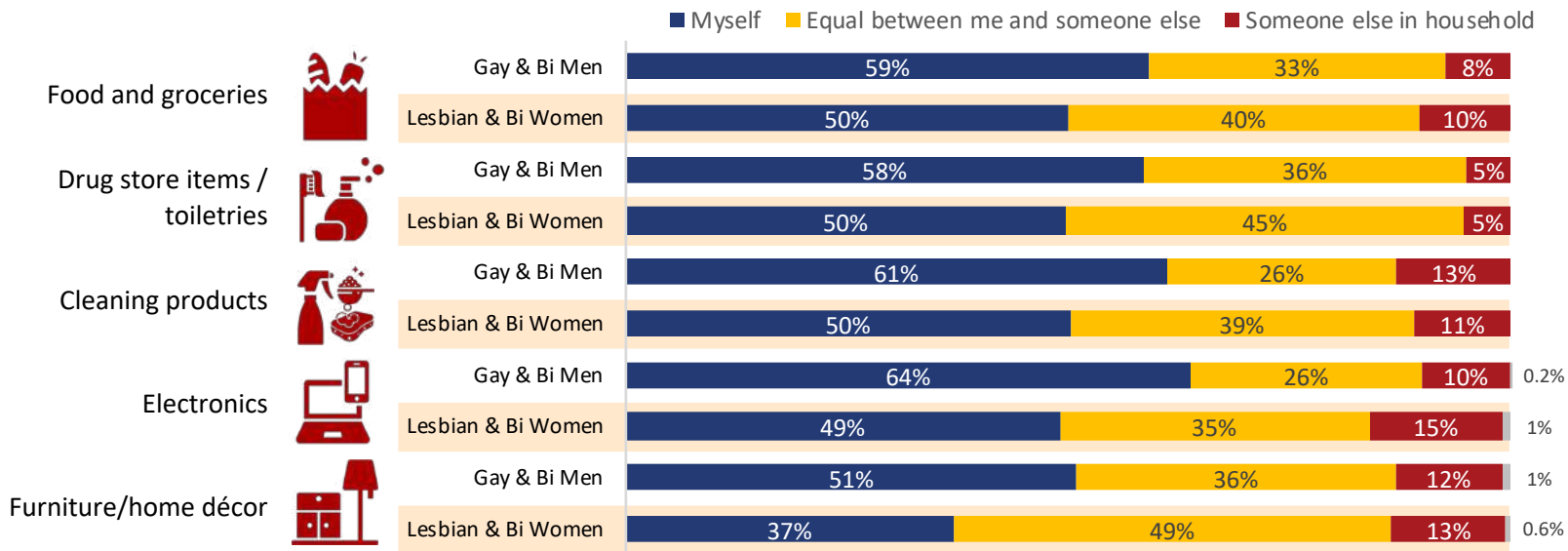
#### Among All LGBTQ



**PURCHASER OF HOUSEHOLD PRODUCTS BY GENDER:** We see some important gender differences. A greater percentage of gay and bisexual men consider themselves to be the primary purchaser of products, partially because they are more likely to be single. For women, we see more of a split between making the purchase alone and sharing the responsibility with a partner. This could infer the possibility of more spontaneous purchasing decisions by gay men.

**In your household, who is the person most likely to purchase these types of products, you, someone else, or more equal?**

**Gender Comparison**



Base: Gay & Bi Men n=606; Lesbian & Bi Women n=521

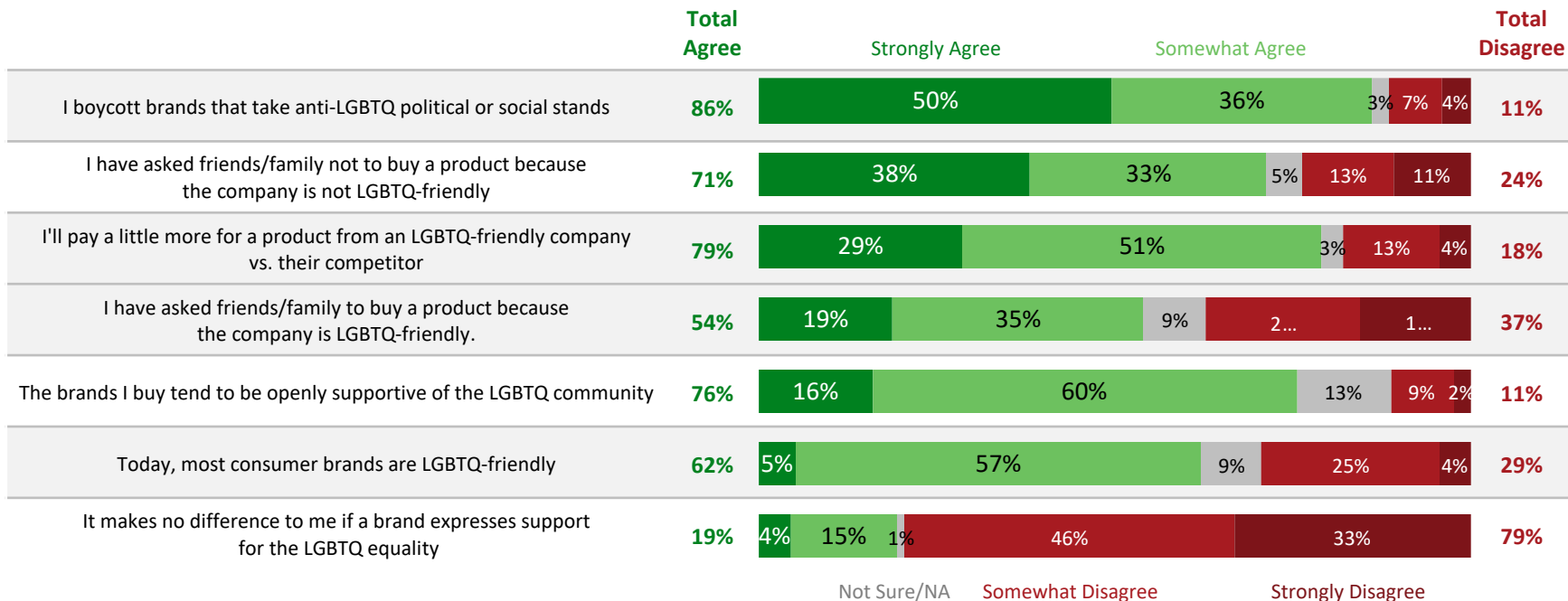




**PERCEPTION OF LGBTQ-FRIENDLY BRANDS:** The following “agree vs. disagree” statements may be used to better understand the relationship between consumer product companies and their support for the LGBTQ community. The results indicate that LGBTQ community members are more likely to purchase from companies with supportive LGBTQ corporate policies and engagement.

**Do you agree or disagree with these statements?**

**Among All LGBTQ**



**LEARNING ABOUT LGBTQ-SUPPORTIVE COMPANIES/BRANDS:** LGBTQ participants learn about a corporation's LGBTQ-support through a number of touch points. The LGBTQ media plays a role in nearly all these touch points including news, advertising and social media.

**What are the most common ways that you know if a brand or company is supportive of LGBTQ?  
(Please select any that have informed you about a company's LGBTQ support.)**


**All LGBTQ**

	All LGBTQ
Brand was in the news regarding their support of an LGBTQ issue	77%
Positive word of mouth from LGBTQ friends	58%
Seeing the brand's ad on an LGBTQ website	53%
Seeing the brand's posting on social media	49%
Going to an LGBTQ event that the brand sponsored	46%
Seeing the brand's ad in an LGBTQ magazine	43%
Looking up the brand's HRC Corporate Equality Index Score	28%
Hearing an LGBTQ-friendly celebrity talk about the brand	26%
None of the above	2%
Don't care if a brand or company is supportive of LGBTQ	5%



**PEOPLE WHO INFLUENCE PRODUCT PURCHASING:** LGBTQ friends and spouses/partners are the most important purchase influencers. The LGBTQ circle of influence is very important to encourage consumer purchasing, with 72% indicating a partner and/or LGBTQ friend.

**When you think of the people who influence you to purchase products, who influences you the most?  
(Please mark all that apply.)**



	All LGBTQ	Gay & Bi Men	Lesbian & Bi Women	Gender-Expansive	Millennials	Gen X	Boomers
LGBTQ friends	<b>49%</b>	51%	47%	53%	56%	49%	44%
Partner or spouse	<b>48%</b>	43%	55%	36%	52%	49%	43%
Family	<b>39%</b>	38%	42%	28%	50%	41%	26%
Work colleagues	<b>24%</b>	26%	22%	20%	32%	22%	17%
Non-LGBTQ friend	<b>22%</b>	24%	21%	22%	28%	20%	19%
Media personalities	<b>11%</b>	13%	10%	9%	14%	12%	6%
Other people	<b>8%</b>	9%	7%	16%	9%	7%	9%
None of the above	<b>19%</b>	19%	18%	25%	13%	18%	26%

Base: All LGBTQ n=1,253; Gay & Bi Men n=606; Lesbian & Bi Women n=521; Gender-Expansive n=126; Millennials n=408; Gen X n=419; Boomers n=426

## CONSUMER PRODUCTS PURCHASING

- The following charts provide basic data on everyday LGBTQ consumer purchases and where the purchases are made.
- For many companies, the power of the data is often in the cross referencing of data between segment, product and how purchased.
- If you represent a company producing any of the consumer products evaluated in this research, please contact CMI on how we might be able to provide more in-depth data.



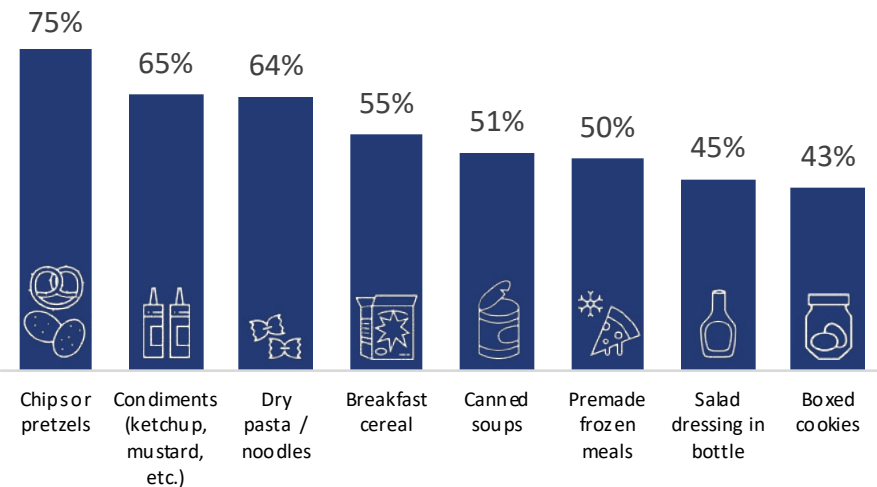
## PACKAGED FOOD ITEMS

In the past 30 days, have you purchased any of these types of groceries or food items? (Please mark all that apply.)

Among All LGBTQ

97%

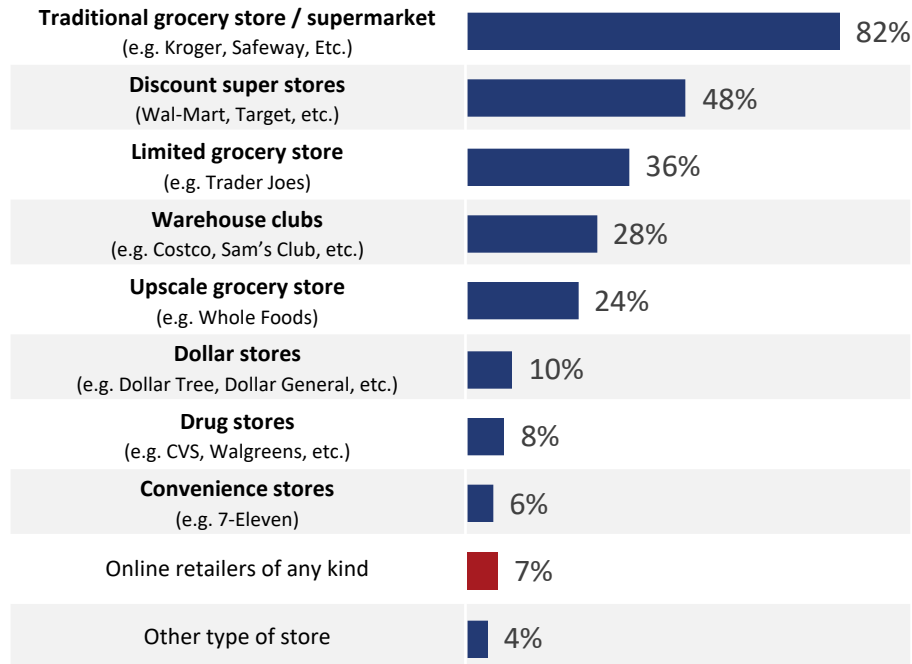
Have purchased at least one product tested in the survey



Base: All LGBTQ n=1,253

Where do you typically purchase the food items like those listed above? (Please mark all that apply.)

Among All LGBTQ

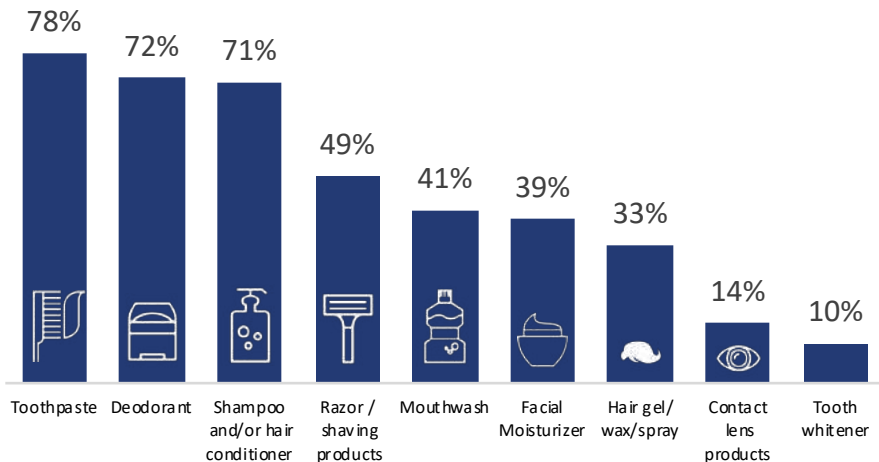


## TOILETRIES

In the past 90 days, have you purchased any of these products? (Please mark all that apply.)

Among All LGBTQ

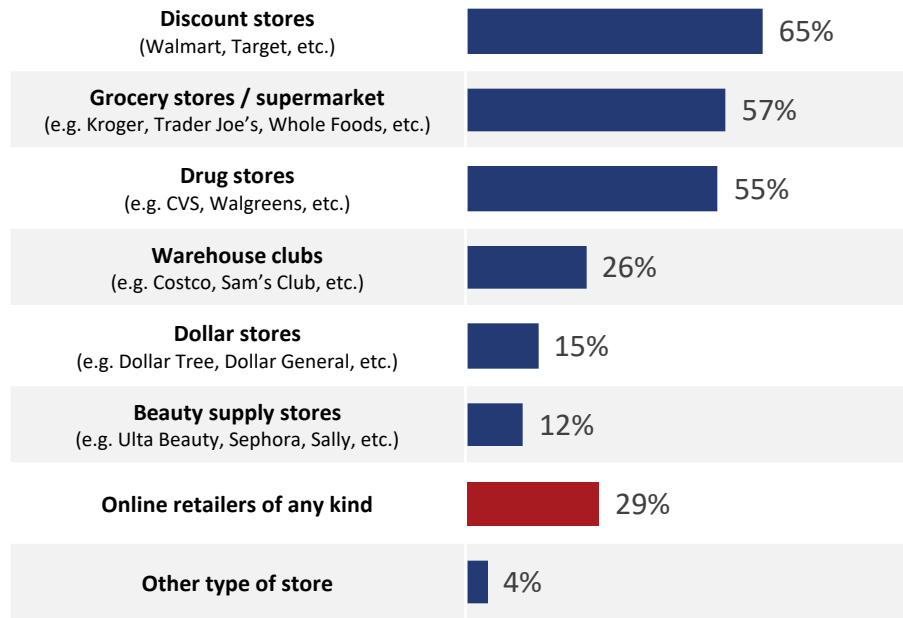
**95%** Have purchased at least one product tested in the survey



Base: All LGBTQ n=1,253

Where do you typically buy personal toiletries? (Please mark all that apply.)

Among All LGBTQ



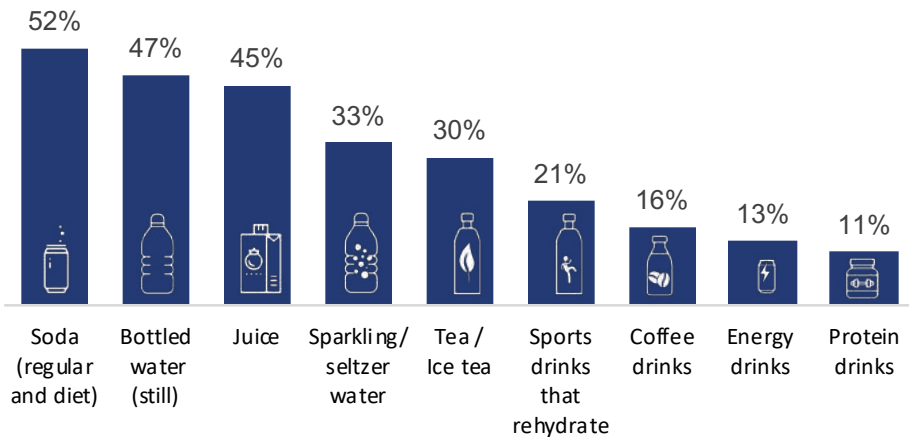
## BEVERAGES

In the past 30 days, have you purchased any of these types of beverages in a store? (Please mark all that apply.)

Among All LGBTQ

92%

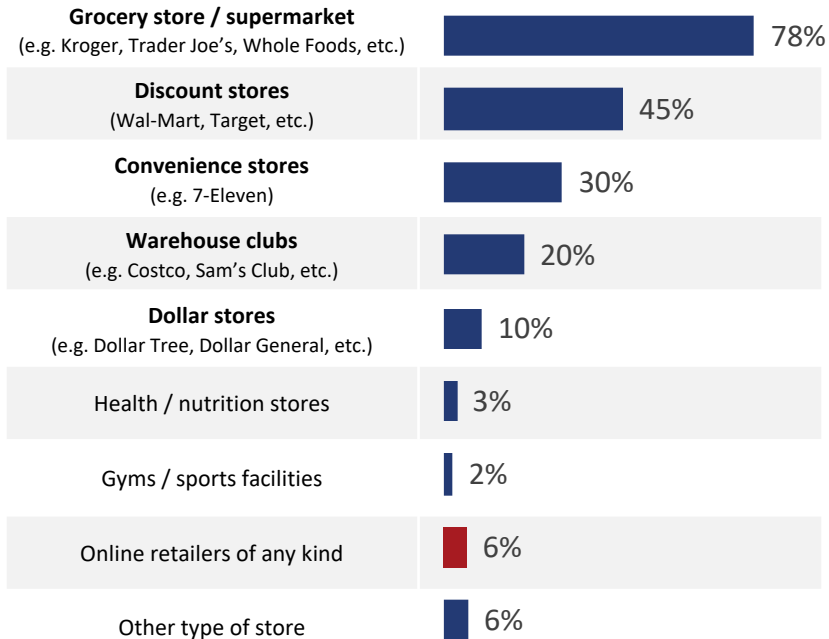
Have purchased at least one product tested in the survey



Base: All LGBTQ n=1,253

Where do you typically purchase the beverages listed above? (Please mark all that apply.)

Among All LGBTQ

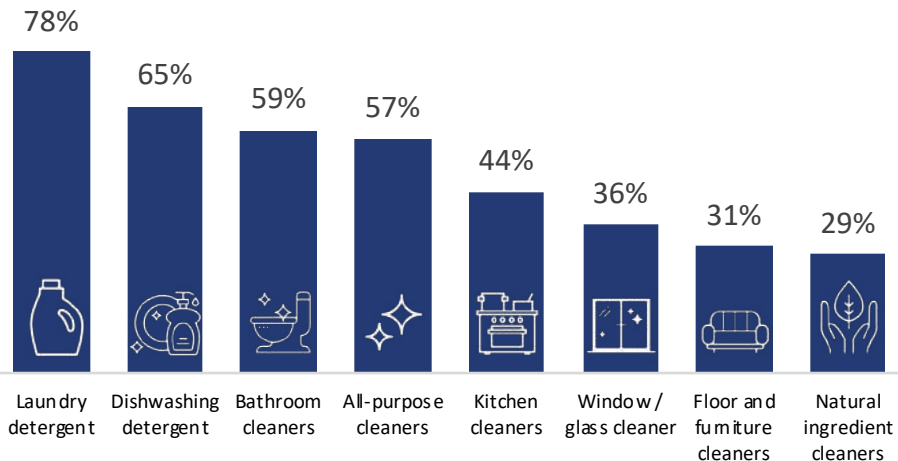


## CLEANING SUPPLIES

In the past 90 days, have you purchased any of these products? (Please mark all that apply.)

Among All LGBTQ

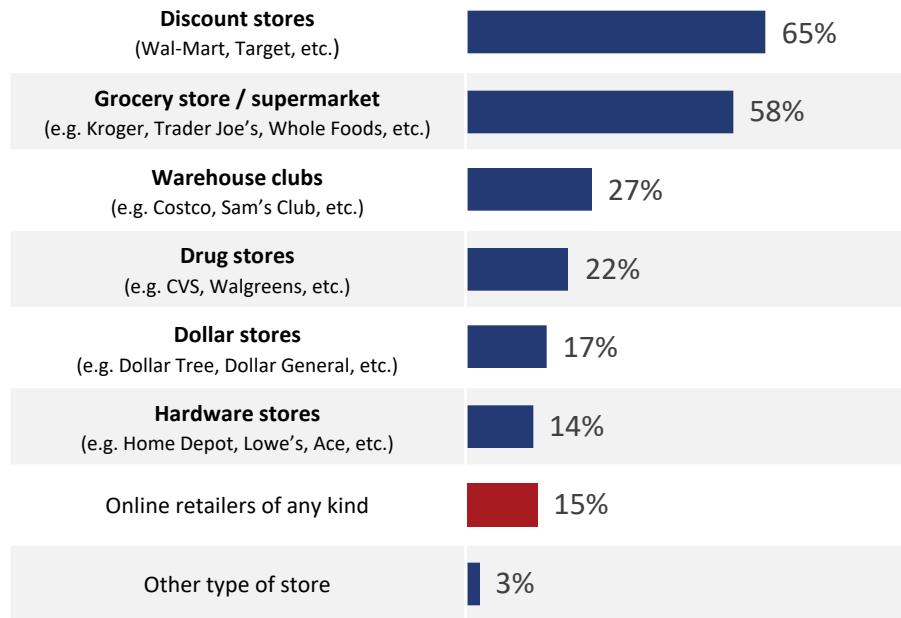
**91%** Have purchased at least one product tested in the survey



Base: All LGBTQ n=1,253

Where do you typically buy cleaning products? (Please mark all that apply.)

Among All LGBTQ

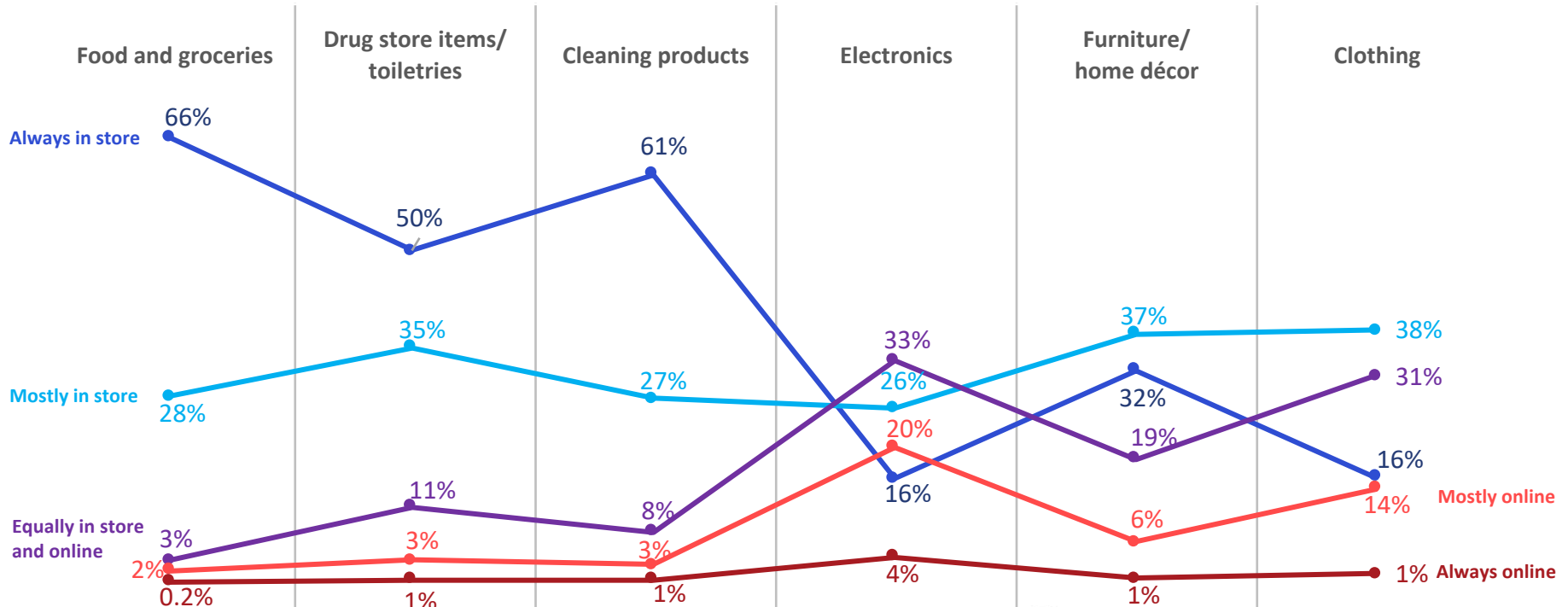




**SHOPPING IN-STORE VS. ONLINE:** Each product type has a different balance between in-store purchases and online purchases.

**We want to better understand in store vs. online purchases. How do you typically purchase these types of products?**

**Among All LGBTQ**



Base: All LGBTQ n=1,253

**SHOPPING IN-STORE VS. ONLINE:** The most active online shoppers are those who purchase equally between online/store or purchasing mostly to always online. Electronics and clothing are the two categories with the most active online shoppers.

**We want to better understand in store vs. online purchases. How do you typically purchase these types of products?**

**Active Online Shoppers (Purchase Equally Between Online and Store or Purchasing Mostly or Always Online)**

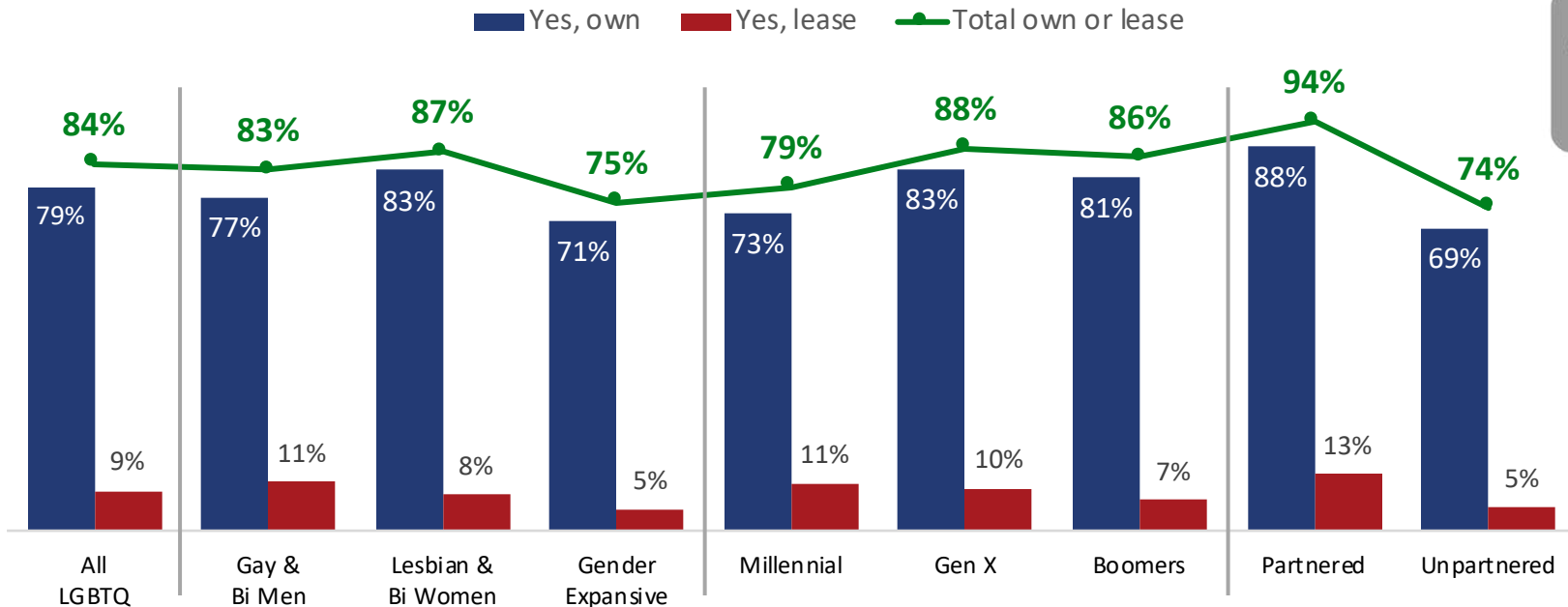


	All LGBTQ	Gay & Bi Men	Lesbian & Bi Women	Gender-Expansive	Millennial	Gen X	Boomers
Food and groceries	5%	5%	6%	4%	5%	5%	7%
Drug store items / toiletries	15%	15%	15%	18%	14%	18%	14%
Cleaning products	11%	11%	11%	8%	10%	13%	9%
Electronics	57%	57%	58%	58%	65%	60%	47%
Furniture/home décor	25%	24%	27%	25%	33%	22%	21%
Clothing	46%	41%	50%	57%	46%	49%	44%

Base: All LGBTQ n=1,253; Gay & Bi Men n=606; Lesbian & Bi Women n=521; Gender-Expansive n=126; Millennials n=408; Gen X n=419; Boomers n=426

**AUTOMOBILE:** 84% of all LGBTQ households own or lease a car, which is somewhat lower than the general population. This is likely due to the higher percentage of gay & bisexual men who live in “hard to own a car” cities like New York and San Francisco. And because lesbian & bisexual women are more likely to live in less-urban environments, their car ownership rates are greater than men.

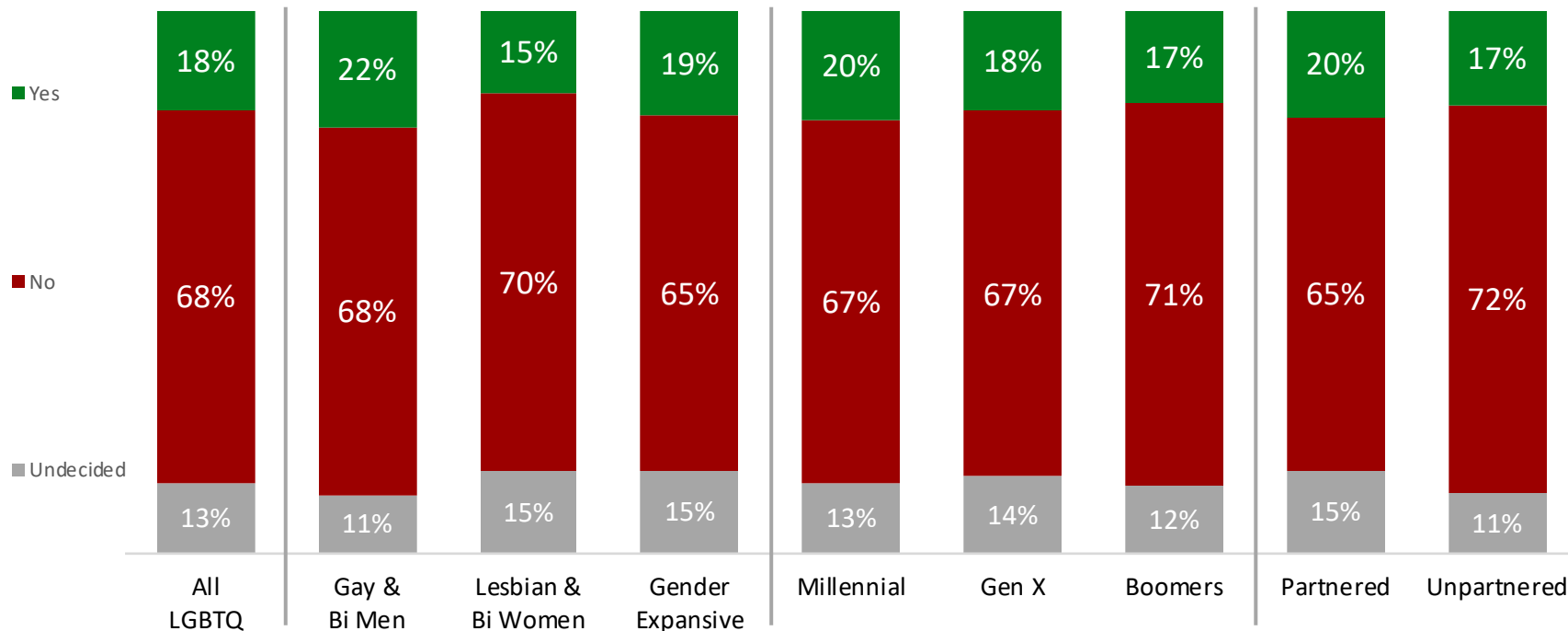
### Do you and/or your spouse/partner currently own or lease one or more automobiles?



Base: All LGBTQ n=1,253; Gay & Bi Men n=606; Lesbian & Bi Women n=521; Gender-Expansive n=126; Millennials n=408; Gen X n=419; Boomers n=426; Partnered n=628; Unpartnered n=622  
Household ownership rates range between 88% to 92% depending on study and question used.

## AUTOMOBILE

Are you considering purchasing or leasing a car in the coming 12 months?



Base: All LGBTQ n=1,253; Gay & Bi Men n=606; Lesbian & Bi Women n=521; Gender-Expansive n=126; Millennials n=408; Gen X n=419; Boomers n=426; Partnered n=628; Unpartnered n=622

## AUTOMOBILE

Pretend you are in the market for a new car. When purchasing or leasing a car, which top 5 qualities would you be looking for?  
(Please mark at most 5 qualities.)

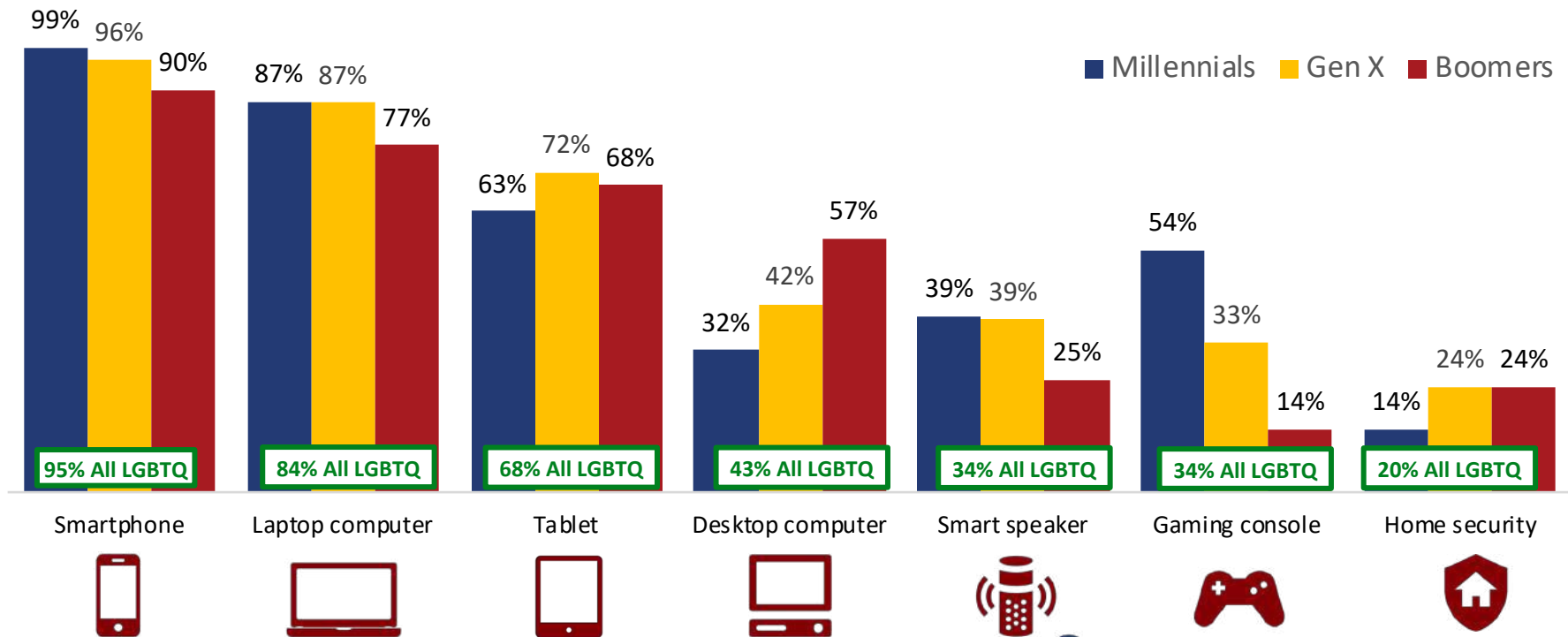
**Among Those Currently Owning or Leasing a Car and/or  
Those Who Are Considering Purchasing or Leasing a Car in the Coming 12 Months**

	All LGBTQ	Gay & Bi Men	Lesbian & Bi Women	Millennial	Gen X	Boomers
Fuel economy	74%	69%	79%	77%	71%	75%
Safety	63%	57%	70%	59%	65%	66%
Practical (drive in snow, etc.)	53%	46%	60%	59%	51%	49%
Inexpensive to purchase and operate	46%	46%	45%	56%	39%	45%
Stylish / design of car	40%	51%	31%	39%	45%	36%
Spacious interior	31%	35%	29%	25%	32%	36%
Cutting edge technology	24%	31%	18%	25%	24%	23%
Supports favorite activities (like camping, outdoor adventures)	22%	16%	28%	23%	23%	21%
Hybrid vehicle	20%	19%	20%	21%	19%	19%
Brand makes a statement about who I am	13%	17%	10%	11%	17%	11%
Supports my work	7%	8%	7%	6%	8%	9%
Other	6%	5%	7%	7%	4%	7%

Base: Among Those Currently Owning or Leasing a Car and/or Those Who Are Considering Purchasing or Leasing a Car in the Coming 12 Months – All LGBTQ n=1089; Gay & Bi Men n=524; Lesbian & Bi Women n=464; Millennials n=340; Gen X n=376; Boomers n=373

## ELECTRONIC DEVICES CURRENTLY OWNED

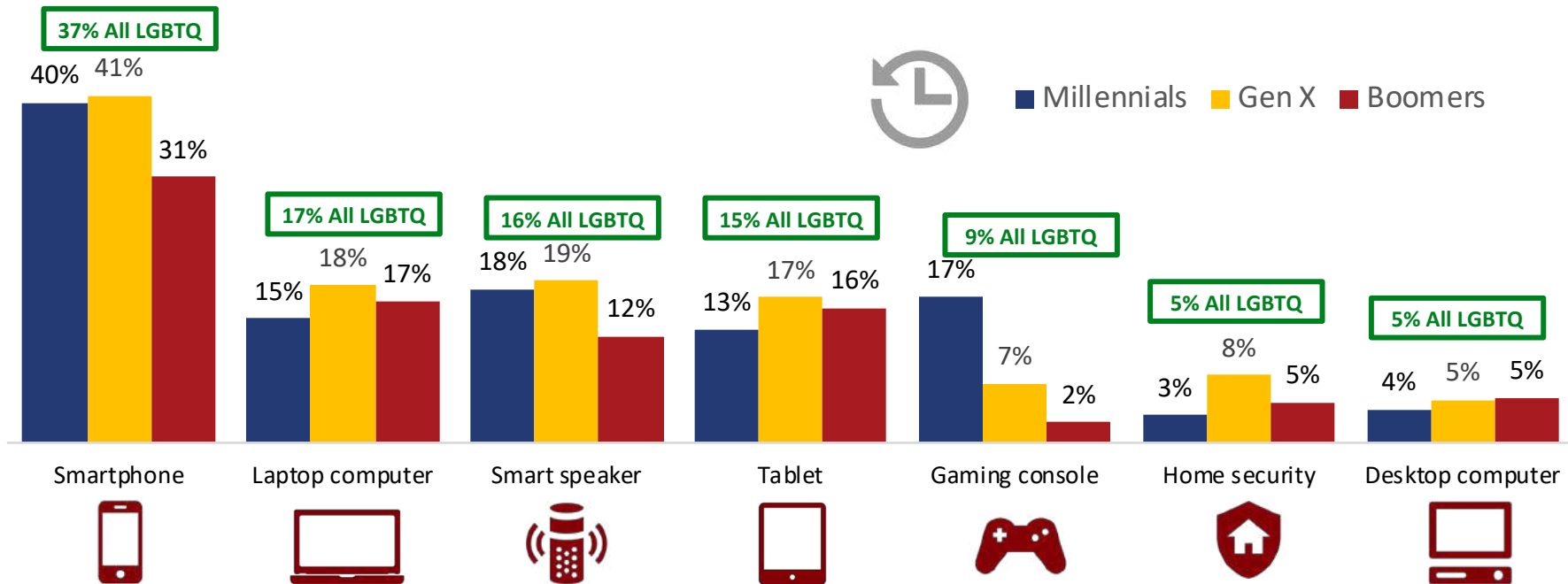
What types of electronics do you currently own?  
(Please mark all that apply.)



Base: All LGBTQ n=1,253; Millennials n=408; Gen X n=419; Boomers n=426

## ELECTRONIC DEVICE PURCHASES

Which of these electronics did you purchase in the past 12 months?



Base: All LGBTQ n=1,253; Millennials n=408; Gen X n=419; Boomers n=426

# THANK YOU



**For more information:**

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# CMI Community Marketing & Insights

Leaders in LGBTQ Research since 1992

## LGBTQ Research Panel 2019

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 LGBTQ 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



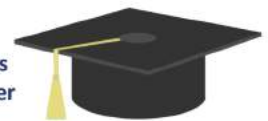
**20,000**

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](http://WWW.CMI.INFO)  
CONTACT THOMAS ROTH at [tom@communitymarketinginc.com](mailto:tom@communitymarketinginc.com) or call +1 (415) 437-3800 Ext. 3

# LGBTQ Research and Corporate Training

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

 TARGET	 Better Homes and Gardens REAL ESTATE	 WNBA	 Hallmark Cards	 DIRECTV	 WELLS FARGO
 GILEAD	 Johnson & Johnson	 HOLOGIC The Science of Better	 RADIESSE A NATURAL LOOK THAT LASTS	 OraSure Technologies	 aetna
 NEW YORK LIFE	 esurance an Allstate company	 Florida Blue In the pursuit of health	 iHeart MEDIA	 VIACOM	 DigitasLBI
 MillerCoors A MOLSON COORS COMPANY	 ABSOLUT Country of Sweden VODKA	 E. & J. Gallo Winery	 BRIDGESTONE	 JONES LANG LASALLE	 TELUS
 CIRQUE DU SOLEIL	 travelocity	 Argentina	 JNTO Japan National Tourism Organization	 JAL	 HAWAIIAN AIRLINES
 Marriott starwood Hotels and Resorts	 HYATT	 KIMPTON HOTELS & RESTAURANTS	 HAWAII TOURISM AUTHORITY	 VISITFLORIDA	 LAS Vegas CONVENTION AND VISITORS AUTHORITY
 Penn UNIVERSITY OF PENNSYLVANIA	 JOHNS HOPKINS UNIVERSITY	 CU NY THE CITY UNIVERSITY OF NEW YORK	 Planned Parenthood Act. No matter what.	 American Cancer Society	 NORTHSTAR MEMORIAL GROUP Care, Comfort and Plan
 AARP Real Possibilities	 United States Census Bureau	 Freddie Mac We make home possible	 CDC CENTERS FOR DISEASE CONTROL AND PREVENTION	 U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT	 FDA
 nielsen	 qualtrics	 Ipsos	 GfK	 ICF INTERNATIONAL	 C+R RESEARCH

# LGBTQ Market Research:

## *There is a difference!*

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LGBTQ research is meant to help marketers understand the LGBTQ community and make educated decisions about strategies and tactics to reach them.

Community Marketing & Insights (CMI) leverages our own proprietary panel to generate the valid data that our clients depend on. As an LGBTQ-founded and operated company, we understand the LGBTQ community's unique life experience. And because we have been serving clients for over two decades and have already conducted over 300 LGBTQ-specific research projects, we have the professional experience needed to deliver actionable results and recommendations.

### **CMI'S PROPRIETARY PANEL**

Community Marketing & Insights (CMI) has recruited for our proprietary research panel over the past 25 years by partnering with over 300 LGBTQ media, organizations, events, social media and influencers throughout the USA, Canada, the UK, Germany, Australia, China and beyond. The panel is highly representative of LGBTQ consumers who interact with LGBTQ community organizations and media. Our panelists come from diverse sources, allowing for broad research projects or targeted segments within LGBTQ.

CMI research is trusted by—and frequently quoted in—*New York Times*, *USA Today*, *Wall Street Journal*, *Forbes*, *Newsweek*, *U.S. News & World Report*, *Los Angeles Times*, *Chicago Tribune*, *Miami Herald*, *Ad Week*, *Christian Science Monitor*, NPR, CBS News, CNN, eMarketer, Mashable, Reuters, Associated Press and many others. CMI's research is considered the definitive resource for insights into the LGBTQ community.

### **LGBTQ PANEL DIVERSITY IS IMPERATIVE, BECAUSE THERE IS NO "LGBTQ MARKET"**

Community Marketing & Insights emphasizes that there is no "gay market," just as there is no single "Asian market." The LGBTQ 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 LGBTQ will help you achieve your goals. Fine-tuning your approaches based on highly refined, well-targeted matches within LGBTQ will make your outreach initiatives more efficient and cost-effective, optimizing your marketing investment.

*Note: General market surveys that may include a very small subset of "LGBT responses" just scratch the surface of the diverse and varied of opportunities marketers can enjoy if properly explored and understood.*

### **CMI'S INDUSTRY-STANDARD QUANTITATIVE SURVEYS**

CMI has conducted hundreds of LGBTQ-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 90,000 qualified and active LGBTQ consumers—the largest of its kind, by far. Our Annual LGBTQ 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.

*Note: Without access to this enormous resource of qualified LGBTQ 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 LGBTQ (see below) through a small sample. CMI fields surveys of 1,000+ responses. You might see some research with small samples, but they lose the opportunity to derive statistically-significant crosstabs based on gender, geographical location, age, income, experience, product choice, etc. Can you really make an assumption that a Millennial lesbian couple in Seattle has the same purchasing motivations and behaviors as a 67-year-old gay man in Miami? Generalities and sweeping statements about "the LGBTQ market" based on comparatively small samples can distort the validity of research findings, wasting your investment of time and resources.*

## **GAIN A DEEPER UNDERSTANDING OF THE LGBTQ COMMUNITY: QUALITATIVE RESEARCH**

For over two decades, CMI has produced the most consistent, longest-running series of LGBTQ 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 LGBTQ-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.

*Note: 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 research software. We conduct all of our research in-house—because nobody knows this market segment as well as we do.

*Note: 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 LGBTQ 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 LGBTQ market intelligence, however, and the cumulative 60+ years of LGBTQ-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.

*Note: At CMI, we're not running a large operation juggling many accounts and projects with varied focus. Our client dedication and LGBTQ market specialization delivers superior intelligence at a fraction of the cost.*

## **WE ARE TRUSTED. WHY THIS IS IMPORTANT:**

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

One of the questions in HRC's Corporate Equality Index application is whether the applicant company includes LGBTQ-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 LGBTQ-owned market research providers. Community Marketing, Inc. is an NGLCC Certified LGBTQ-Owned Business Enterprise.

CMI is involved in the LGBTQ 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 LGBT 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.