



# 10<sup>th</sup> Annual LGBT Community Survey®

# U.S. Overview Report

## July 2016

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# ABOUT CMI

## 25 YEARS OF LGBT INSIGHTS



- › Community Marketing & Insights (CMI) has been conducting LGBT 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 and Europe. 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 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. CMI studies have been produced for these and many other clients: Wells Fargo Bank, Credit Suisse, SunTrust Bank, Aetna, MetLife, Prudential, DIRECTV, Target Brands, Johnson & Johnson, WNBA, Esurance, Absolut Vodka, Hallmark, Greater Fort Lauderdale CVB, Las Vegas CVA, NYC & Company, Hyatt Hotel Corp., Tourism Toronto, Argentina Tourism Office, Tourism Office of Spain, Hawaiian Airlines, United States Census Bureau, US Housing & Urban Development, American Cancer Society, Kaiser Family Foundation, and numerous other corporations and organizations across North America and around the world.



## ABOUT CMI's 10<sup>th</sup> ANNUAL LGBT COMMUNITY SURVEY METHODOLOGY AND ASSUMPTIONS

The Community Marketing & Insights (CMI) annual LGBT Community Survey utilizes a *cultural* definition of LGBT. This study allows participants to self-identify with a wider and more inclusive spectrum of identities within the LGBT community (see slide 6). In addition, the survey allows participants to select “all that apply” for multiple gender, sexual and community identities. Therefore, participants may identify as transgender and a straight woman, or queer and a gay man, or any combination that the participant feels comfortable with.

Survey respondents are recruited through our 170+ global LGBT media, event and organization partners (see slide 4). These are community members who are representative of consumers that are both interacting with the LGBT community, and who can be reached through LGBT events, organizations and media communications. Since these partners do not necessarily attract LGBTs in proportionate gender and generational ratios, the report presents the data by demographic segments. Statistics presented in the report have been weighted, and divided into nine cohorts based on their gender identity and generation. Identity data presented includes gay and bisexual men, lesbian and bisexual women and gender expansive. Generations reported include Millennial (born 1981-1998), Generation X (born 1965-1980) and Baby Boomer Plus (born 1942-1964). The presentation of findings from the three identities and the three generations produces the nine sub-groups.

Typically, data is presented by demographic group, as CMI emphasizes that gender and generation are important distinctions that are often more informative than “all LGBT” results. However, when the report does present an “all LGBT” result, it is based on two broad weighting assumptions: First, each of the three generations are equally weighted; and second, gay and bisexual men make up 46% of the community, lesbian and bisexual women make up 46% of the community and those with a gender expansive identity make up 8% of the community. CMI allocated these percentages in an effort to balance the perspectives by gender and generation and based on a review of other research attempting to identify the percentages that make up the L, G, B, and T.

The survey's Gender Expansive category includes participants who identify as transgender, trans men, trans women, genderqueer, gender fluid, non-binary and/or intersex.

CMI acknowledges that the bisexual men and women in our survey do not represent the *entire* bisexual population. They represent bisexual people who are being reached through, and engaged with, LGBT media, events and organizations. Because of the recruitment sources, results do not show substantive differences between gay vs. bisexual men, or lesbian vs. bisexual women. In fact, 26% of bisexual men in the survey also indicate that they are gay men, and 27% of bisexual women in the survey also indicate that they are lesbians.

ABOUT THE 10<sup>th</sup> ANNUAL LGBT COMMUNITY SURVEY • METHODOLOGY AND ASSUMPTIONS

Over 170 study partners participated in recruiting LGBT community members to participate in the survey. A full list is included on the following page. Partners included LGBT media, events and organizations. Partners used a combination of print ads, digital ads, apps, membership email broadcasts and social media for recruitment.



Over **28,000** respondents across 118 countries participated the 2016 survey, which was fielded in English, Spanish, French and German.



This report focuses on the **U.S. data** for over **8,800** self-identified gay and bisexual men, over **3,400** lesbian and bisexual women and over **1,200** transgender and gender expansive community members; age range 18-74.



This report contains a special section on the results of 1,278 gender expansive community members.

**2015  
Report**

This report contains an additional section featuring highlights from our 9<sup>th</sup> annual report. We ask some questions every other year, and important results from 2015 are provided.

**Grab a coffee,  
take a survey,  
change the world.**

*Making a Difference is Easy.*

**Take the 10th Annual  
LGBT Community Survey®**

**LGBTsurvey.com**



Your information is confidential, used for research purposes only.  
You will not be contacted for marketing purposes.

Proudly LGBT-owned and -operated  
A pioneer in LGBT research, founded in 1992  
NGLCC-Certified LGBT Owned Business Enterprise



## CMI's 2016 LGBT Community Survey respondents were referred from these and other LGBT community partners (media, events and organizations).

- #Boom Media
- A&U Magazine
- ADELANTE MAGAZINE
- Advocate.com
- AMBIENTE online Magazine
- Austin Gay & Lesbian Chamber of Commerce
- Autostraddle.com
- Baltimore OUTloud
- BAR Media Inc
- Bay Windows
- Bleu
- BOI magazine
- Boston Pride
- Camp Magazine
- Canadian Gay & Lesbian Chamber of Commerce
- CCLGBTCO
- CenterLink
- ChicagoPride.com
- Circle of Voices Inc.
- Connexions Magazine
- Curve Magazine
- Dailyxtra.com
- Dallas Voice
- damron.com
- DAVID ATLANTA MAGAZINE
- DecorHomme
- Delta Foundation of Pittsburgh
- Detroit Regional LGBT Chamber of Commerce
- DNA Magazine
- Equally Wed
- Erie Gay News
- Exit Newspaper
- Fantasia Fair
- Federation of Gay Games
- FENUXE Magazine
- FLAME Magazine
- Fort Worth Trans-Cendence
- Frontiers Media
- Fugues Magazine
- Gay & Lesbian Community Center of the Ozarks
- Gay Ad Network
- Gay City News
- Gay Desert Guide
- Gay Safe Haven Radio
- Gay San Diego
- GAY to Z DIRECTORY
- Gay Vegas / Gay Vegas Magazine & GayVegas.com
- Gayborhood
- GayCalgary
- GayCities
- GayRVA.com
- Gayvan.com Travel Marketing
- Gaywheels
- GayWhistler.com Pride & Ski Festival
- GBMNews
- GED MAGAZINE
- Georgia Voice
- GLISA International
- GlobalGayz.com
- GRAB Magazine
- Greater Fort Lauderdale
- Gay & Lesbian Chamber of Commerce
- Grindr
- Guide arc-en-ciel / Quebec Rainbow Guide
- Hayden's List
- He Said Magazine
- Hotspots Media Group
- Houston Rainbow Herald
- ImageOut - The Rochester LGBTQ Film Festival
- Indy Pride, Inc.
- InterPride
- KC Bear Mafia
- Knox Boyz of East Tennessee
- Lambda Business Association
- Lavender Magazine
- Lesbian News
- Level Ground
- LGBT Confex
- LGBTQ Nation
- L'Infolettre de Fugues / Fugues.com
- Live Open Travel
- LOOP magazine
- Los Angeles Gender Center
- M2M6media / Teles Men's Collection
- Metro Weekly
- Miami Herald Media Company
- Miami-Dade Gay & Lesbian Chamber of Commerce
- MiFo LGBT Film Festival
- MISTER10
- MISTERBNB
- MIX NYC
- Multimedia Platforms (Florida Agenda)
- My Gay Houston
- NAGLREP The National Association of Gay & Lesbian Real Estate Professionals
- NAGVA
- Nashville LGBT Chamber of Commerce
- National Gay Basketball Association
- Newark LGBTQ Community Center
- Next Magazine
- NJ LGBT Chamber of Commerce
- ONE Community
- Orgullo LGBT Colombia
- Out & About Nashville (O&AN)
- Out Front
- Out In Jersey magazine
- out in the 562
- Out.com
- OutSmart Magazine
- OUTtv Network Inc
- Outword
- Philadelphia Black Pride
- Pink Banana Media
- Plexus - Chamber of Commerce for LGBT & Allies
- Pride Life Company LLC
- Pride Source/Between The Lines
- Pride.com
- Pridezillas
- Project Q Atlanta | Houston
- PROUD FM
- Q Magazine Australia
- Q Magazine Key West
- QNotes
- QSaltLake Magazine
- queer.de
- Queerty
- Rainbow 411
- Rainbow Chamber of Commerce Silicon Valley
- Reach Out Iowa
- Reaching Out MBA Inc.
- River City Gems
- San Antonio Gender Association
- San Diego LGBT Weekly
- SF Bay Times & "Betty's List"
- South Bay Trans Day of Visibility
- South Florida Gay News
- Southern Comfort Conference, Inc.
- Southern Nevada Association of Pride, Inc
- Squirt.org
- StartOut
- SunServe
- Tagg Magazine
- Texas Transgender Nondiscrimination Summit
- TG Forum
- The Center: 7 Rivers LGBTQ Connection
- The DC Center for the LGBT Community
- The Gayly
- The GLBT Center of Central Florida
- The G-List Society
- The Montrose Star | GayYellow.com
- The Pride LA
- The QUALK Show
- The Rainbow Times
- The Seattle Lesbian
- The Standard Magazine
- TILTT, Inc.
- Trans-E-Motion
- Transgender American Veterans Association
- TransTech Social Enterprises
- Unite Virginia - Virginia's LGBTQ Media Company
- Unity Banquet
- Vespa Networks Ltd
- Washington Blade
- Watermark Publishing Group, Inc.
- Windy City Times
- Wisconsin Gazette
- Wisconsin LGBT Chamber of Commerce
- Worcester Pride
- World OutGames Miami 2017
- www.gaysir.no

**Special thanks  
to our  
translation  
partners!**



*fugues*

# 10<sup>th</sup> Annual LGBT Community Survey®

# Section 1: Identities and Demographics



**Gender Identity and Sexual Orientation:** Within the larger LGBT community, the terms used to express sexual orientation, gender identity, and cultural identity are changing, especially among younger participants and those identifying as women or gender expansive. Note that far more women than men are likely to describe themselves as bisexual and/or queer. Gender expansive includes participants who described themselves as transgender, trans man, trans woman, intersex, non-binary, genderqueer and/or gender fluid.



IDENTITY	Identifies as			
	Gay or Bisexual Man	Lesbian & Bisexual Woman	Gender Expansive	Millennials Weighted by Gender
Lesbian or Gay Woman	0%	83%	23%	35%
Gay Man	93%	0%	14%	44%
Bisexual Woman	0%	23%	11%	16%
Bisexual Man	9%	0%	11%	5%
Same Gender Loving	4%	5%	11%	6%
Transgender	2%	4%	54%	8%
Trans Man	1%	0%	18%	3%
Trans Woman	0%	4%	26%	2%
Non-binary	1%	4%	27%	7%
Genderqueer	1%	4%	27%	7%
Gender Fluid	1%	3%	23%	5%
Queer	7%	21%	39%	27%
Questioning	1%	1%	3%	2%
Intersex	0%	0%	5%	0%
Pansexual	1%	5%	16%	7%
Asexual	1%	2%	6%	3%

**Note:** Respondents were allowed to choose multiple identities, so the total percentages exceed 100%.

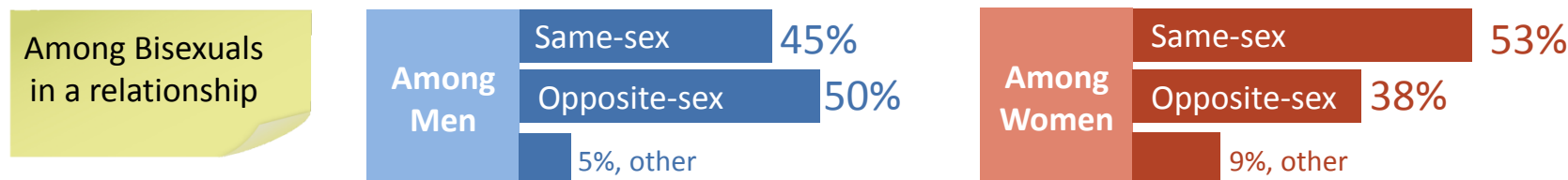
Base: Gay & Bisexual Men n=8,834; Lesbian & Bisexual Women n=3,454;  
Gender Expansive n=1,270; Millennials Weighted by Gender n=3,504

**Relationship Status:** Gay and bisexual men are more likely than lesbian and bisexual women to define themselves as single. Lesbian and bisexual women are more likely than gay and bisexual men to be married. Community members who identify as gender expansive are more likely than gay and bisexual men to be in relationships. Among bisexual participants who are coupled, 49% are in same-sex relationships, 44% are in opposite-sex relationships, and 7% are in less binary expression of relationships.

	Identifies as Gay or Bisexual Man	Identifies as Lesbian & Bisexual Woman	Identifies as Gender Expansive
Single / not in a relationship	45%	28%	38%
In a relationship and living with partner (no legal status)	18%	19%	15%
In a relationship but not living with partner (dating)	10%	12%	14%
Legally married	22%	35%	28%
Engaged	3%	4%	4%
Civil union or registered domestic partner	2%	3%	2%
Widow / Widower	2%	1%	2%
Divorced from same-sex spouse	1%	3%	3%
Divorced from opposite-sex spouse	2%	4%	9%



You indicated that you are bisexual and in a relationship. Are you in a same-sex relationship or an opposite-sex relationship?



Base: Gay & Bisexual Men n=8,834; Lesbian & Bisexual Women n=3,454; Gender Expansive n=1,270  
Bisexual Men in a Relationship n=437; Bisexual Women in a Relationship n=490



**Type of Community:** Among survey participants interacting with LGBT media, organizations and events, gay and bisexual men are much more likely than lesbian and bisexual women or gender expansive community members to live in big cities. Lesbian and bisexual women are more equally divided in different types of communities. Millennials are more likely to live in big cities than in other communities, for both LGBT and economic opportunity reasons.



## LIVING ENVIRONMENT



	Identifies as Gay or Bisexual Men			Identifies as Lesbian or Bisexual Women			Identifies as Gender Expansive
	Millennial	Gen X	Boomer+	Millennial	Gen X	Boomer+	All Age 18+
Urban / big city	50%	47%	42%	36%	32%	29%	30%
Medium sized city	24%	24%	21%	31%	25%	26%	27%
Small city / small town	10%	11%	14%	13%	17%	17%	18%
Suburb	13%	14%	16%	15%	19%	20%	17%
Rural area	3%	4%	7%	4%	7%	8%	9%

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; All Gender Expansive n=1,270

**Access to LGBT Resources:** Not surprisingly, LGBTs living in big cities have access to more LGBT-specific resources than do those living in smaller communities. For the first time, this study identified the size of the LGBT resource gap: 73% of those living in rural communities indicated that they have no access to *any* of the services listed.



**Do you have access to any of these types of LGBT organizations in your city/community? Check all that exist in your community, to your knowledge.**

	Urban / big city	Medium sized city	Suburb	Small city / small town	Rural area
LGBT community center	76%	57%	53%	30%	18%
LGBT professional or business organization	72%	49%	48%	26%	15%
LGBT sports organization	60%	33%	33%	13%	8%
LGBT arts organization	47%	25%	24%	11%	8%
LGBT-specific mental health organization	45%	22%	21%	11%	8%
Gay men's health organization (Among Gay & Bisexual Men)	60%	33%	32%	17%	9%
Lesbian or women's health organization (Among Lesbian & Bisexual Women)	37%	16%	17%	8%	4%
None of the above	10%	27%	32%	56%	73%



Base: Unweighted All LGBTs living in Urban/big city n=5,499 ; Medium sized city n=3,225;  
Small city/small town n= 1,783; Suburb n=2,122 ; Rural area n=802

**Children:** Within the LGBT community, Generation X lesbian and bisexual women are the most likely to be parents of a child under age 18. However that is likely to change in the future, as about half of LGBT Millennial lesbian and bisexual women, and gay and bisexual men, desire to have children in the future.



	Identifies as Gay or Bisexual Men			Identifies as Lesbian or Bisexual Women			Identifies as Gender Expansive		
	Millennial	Gen X	Boomer+	Millennial	Gen X	Boomer+	Millennial	Gen X	Boomer+
Have children under age 18 living in my home.	2%	6%	2%	11%	29%	6%	8%	21%	5%
Have children under age 18 not living in my home.	1%	3%	1%	1%	3%	1%	1%	5%	3%
Have children over age 18.	0%	6%	20%	0%	15%	33%	0%	13%	46%
No Children.	97%	86%	78%	88%	57%	61%	91%	64%	47%
Prefer not to answer	0%	1%	1%	1%	1%	1%	1%	2%	1%

**How many children do you have, under age 18 and living at home?**  
**Among those who have children under age 18 living at home.**  
 There was no significant difference in number of children by gender.

One Child	60%	Two Children	31%
Three Children	6%	Four+ Children	3%

**Do you want to have children in the future?**  
**Among Millennials who don't have children.**



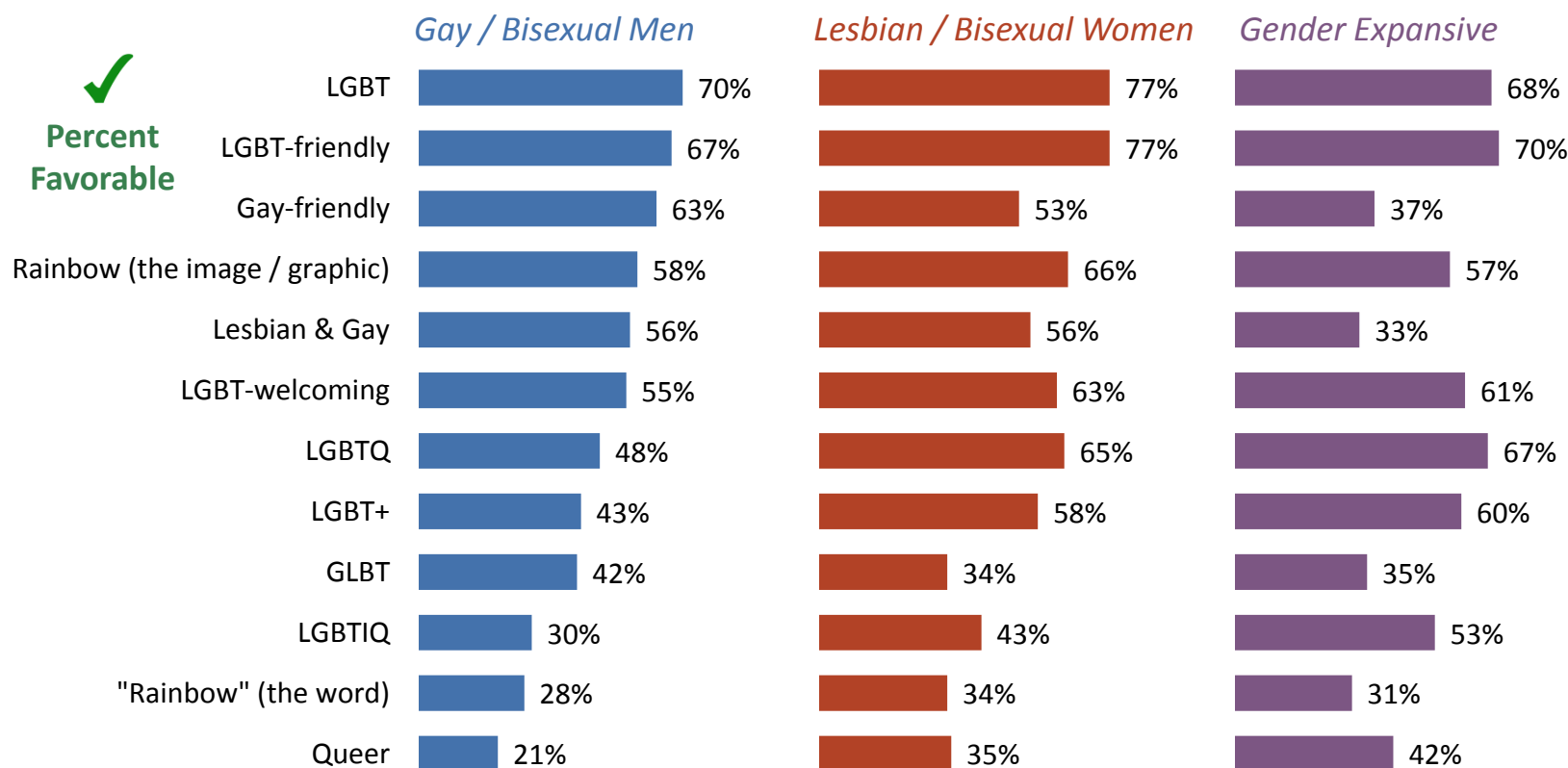
Gay & Bisexual Men Millennials	49%
Lesbian & Bisexual Women Millennials	48%
Gender Expansive Millennials	38%

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

**Favorability of Terms:** "LGBT" remains the most popular term to describe the community. LGBTQ has a stable popularity rating, but did not increase since the 2015 survey. The recently emerging term "LGBT+" enters the survey with a low rating among gay and bisexual men, perhaps because "+" is a common term used to indicate HIV positive status. The term GLBT now has a below 50% favorability rating even among men, and CMI recommends that corporations stop using the term. LGBT-friendly is more popular than gay-friendly, especially among women and the gender expansive community.



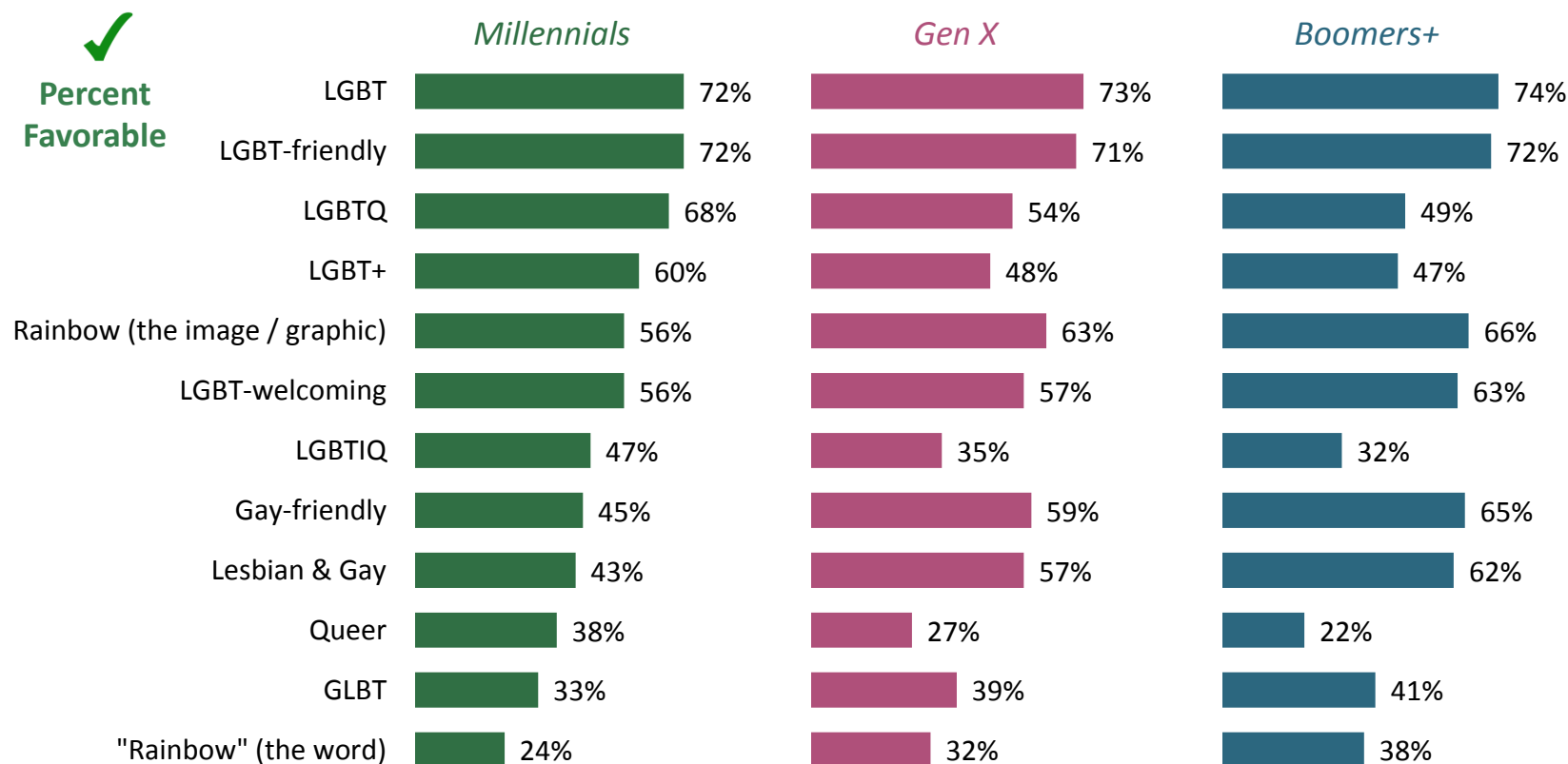
The following terms are often used in corporate marketing to describe or refer to the community. Please rate how you feel about each, when you see them used by corporations. My opinion of the use of the term in corporate advertising is...





**Favorability of Terms:** The term “LGBT” is perceived equally favorably across generations. There remains a generation divide for the use of the terms Queer, LGBTQ or LGBT+, with Millennial community members feeling more comfortable with these terms. Note that the term “Queer” is especially unpopular among Boomers, and CMI recommends that communications meant for LGBT Boomers do not include this term.

★ The following terms are often used in corporate marketing to describe or refer to the community. 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...




## Section 2: Concerns Now and in the Future



**LGBT-specific Issues Most Important to the Community:** The LGBT-related issues of greatest concern to the LGBT community vary by generation. Overall, Millennials are more concerned about nearly every issue listed. Of note is that Millennials expressed much higher concern than older LGBT generations for transgender rights, ethnic equality, and LGBT equality within rural areas.

★ What are your priorities for the LGBT movement for the next 10 years? Please check the LGBT causes that motivate you to volunteer, donate, support, get involved, etc. Please limit your choices to those that are most important to you.



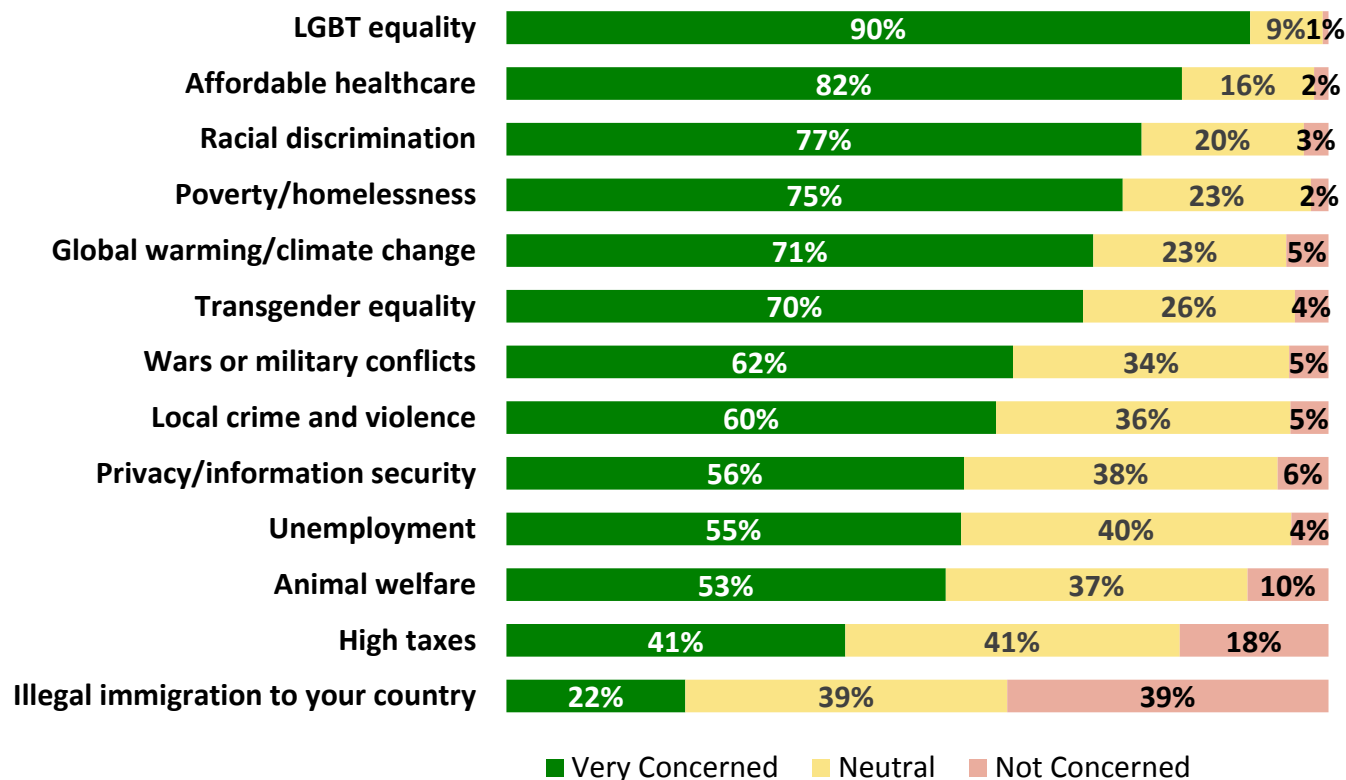
	Millennials (1981-1998)	Gen X (1965-1980)	Boomers+ (1942-1964)
LGBT youth, anti-bullying and/or teen suicide issues	70%	63%	57%
Stopping anti-LGBT “religious freedom” legislation	61%	58%	62%
Workplace equality	56%	52%	46%
Transgender rights	56%	39%	33%
Ethnic / racial equality within the LGBT community	51%	31%	24%
Supporting LGBT-friendly political candidates	42%	40%	48%
HIV education and care	38%	31%	26%
Protecting and expanding marriage equality	37%	41%	40%
International LGBT rights	37%	23%	24%
Supporting LGBT political candidates	35%	33%	38%
Expanding LGBT roles, visibility and influence in rural areas	34%	23%	22%
Expanding LGBT roles and influence in religious communities	17%	14%	16%
Expanding LGBT roles and influence in sports communities	16%	13%	11%
Breast cancer education and care	8%	9%	9%
None of the above	1%	2%	2%

*Note: The survey was fielded in April and May 2016, before the June 2016 hate crime in Orlando.*

**Social and Political Issues Most Important to the Community:** Among social and political issues listed, not surprisingly, LGBT equality is the most important concern of the LGBT community. The next three issues of importance are affordable healthcare, racial discrimination and poverty. Of note is that “illegal immigration” which has received so much media coverage on the political scene this year, is the least important issue for the LGBT community among concerns listed. In addition, economic issues do not score as high as equality concerns for the LGBT community.



**What level of concern do you have for the following political and social issues?**



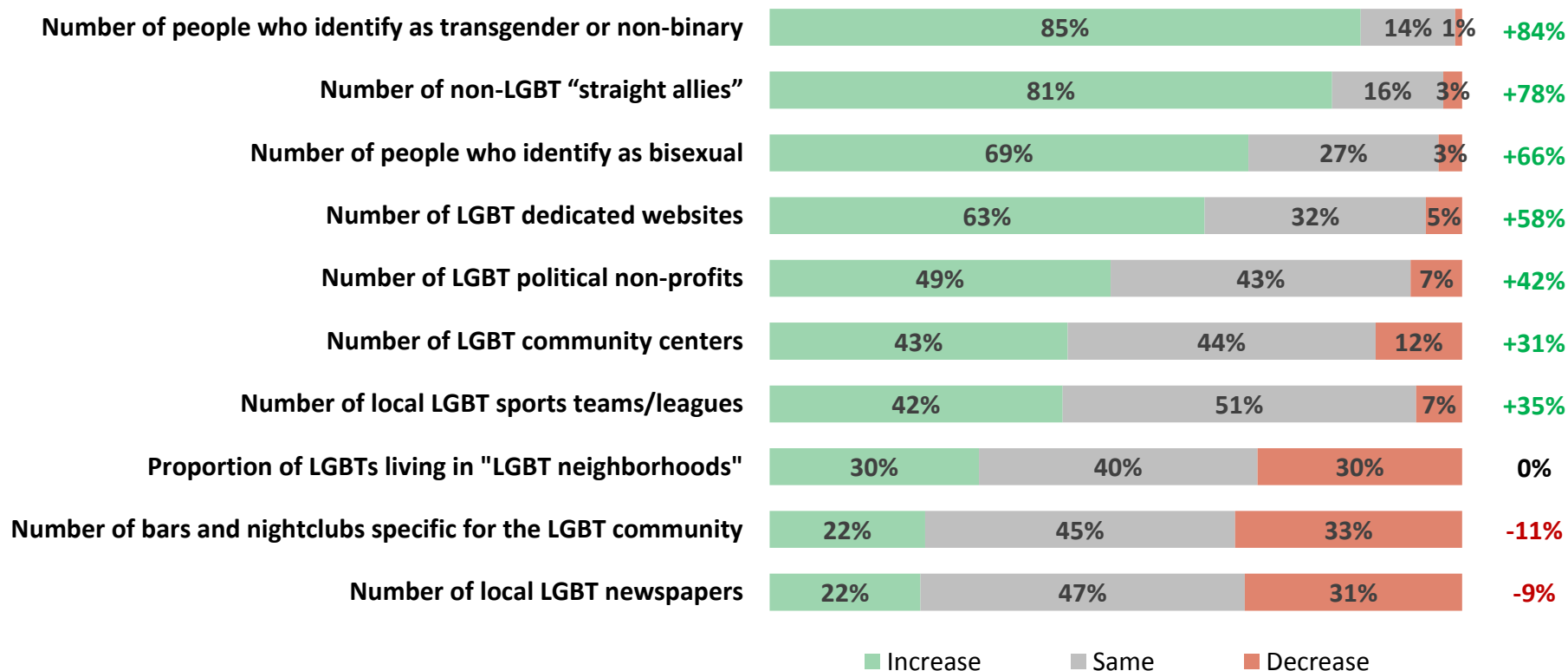
*Note: The survey was fielded in April and May 2016, before the June 2016 hate crime in Orlando.*



**Perceptions of the Future:** Most LGBT community members feel that in the next ten years there will be increases in the number of people who identify as transgender or non-binary, straight allies, and bisexual. At the same time, the community feels more neutral as to whether there will be greater numbers of LGBT newspapers, LGBT-specific bars or LGBT community members living in traditional LGBT neighborhoods.



Do you think the following will have increased or decreased, ten years from now?



In recognition of this milestone 10<sup>th</sup> Annual LGBT Community Survey, we asked participants...

*Please reflect on the quality of your life as a member of the LGBT community now, compared to 10 years ago.*

*In a sentence or short phrase, what has changed in your personal LGBT life, for better or worse over the past 10 years?*

## 10,000 participants contributed comments. Here's a sample of comments from gay and bisexual men:

*As we become more accepted in the larger society, we're losing our focused neighborhoods in so many cities, which brings both advantages and disadvantages. But it's something my friends and I often discuss.*

Gay Man, Age 34, Georgia

*Finally some increased visibility and acceptance of the bisexual and transgender community.*

Bisexual Man, Age 34, Florida

*Healthier, happier, more involved in the dominant culture, participate in events affecting political, educational, economic and social reform: I am finding my voice and the happiest time of my life.*

Gay Man, Age 70, Virginia

*The quality of my life has gotten better but it's still not where it should be. While many people of the LGBT community fight for equal rights, we discriminate heavily within our own community. Sometimes I feel even more segregated within the gay community than when I "acted straight."*

Gay Man, Age 29, California

*I suppose the biggest change is that I've joined a church where there are more visible LGBT members.*

Gay Man, Age 53, Texas

*Because of the generation I grew up in, I have been able to receive better service and see less discrimination against gay men. However, not seeing or being a part of that fight sometimes makes me take it for granted unintentionally.*

Gay Man, Age 28, District of Columbia

*In the past 10 years I have seen a better awareness of issues affecting the LGBT community and/or my community. I served in the military in a time when Don't Ask Don't Tell was prevalent. So I'm so happy to know that soldier's willing to put their lives on the line for this country and freely be themselves and do their jobs!*

Gay Man, Age 36, Illinois

*Ten years ago I was unable to imagine that I could be honest with people about my identity. I couldn't have imagined that I would openly identify as bisexual.*

Bisexual Man, Age 44, Michigan

*Amazingly better. People are better educated and are understanding diversity within a city and have developed a Live and Let Live attitude.*

Gay Man, Age 62, Florida

*Ten years ago I felt like a gay man in the LGBT community, but now I consider myself a gay male within my community.*

Gay Man, Age 47, California

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## 10,000 participants contributed comments. Here's a sample of comments from lesbian and bisexual women:

*It's night and day. As a teacher in the public schools, I kept my lesbian ways to myself. I don't care who knows now. I'll tell anyone. I want them to know that as a lesbian I made a difference in this world.*

Lesbian, Age 75, Michigan

*Unlearning heteronormativity in my thinking and habits.*

Bisexual Woman, Age 33, District of Columbia

*Ten years ago, I was 8 years old. I was a child and therefore really didn't give much thought into my sexual orientation. I like how nowadays it is encouraged to be open about personal identity/expression. I feel confident in my identity as a lesbian woman.*

Lesbian, Age 19, Massachusetts

*As I grow older, the LGBT community just doesn't have the hold on me that it once did. In terms of affinity groups or identity groups, it is fairly down on my list--after family, friends, professional peers, coreligionists, people in my political party.*

Bisexual Woman, Age 57, New York

*Today it feels a lot easier to understand and embrace who you are. 10 years ago I was in denial. I knew but I didn't think it was possible for me to be bi. Now I'm comfortable with that. And I think it is because of all the positive reinforcement from the world around me.*

Bisexual Woman, Age 22, Texas

*10 years ago I was 13. I was in middle school and most certainly not out. I started dating my fiancée when I was 21 and came out to my family at 22. Everyone has been super supportive and I am the luckiest queer alive.*

Bisexual Woman, Age 23, Illinois

*Well I came out and am a head of my school's GSA. But it's definitely a more popular club compared to even two years ago, because of increased media representation!*

Bisexual Woman, Age 19, Pennsylvania

*Meeting others who are LGBT and Catholic, and realizing that we are neither alone, nor walking contradictions*

Lesbian, Age 26, New Jersey

*When I was 15 years old, there were only depressing books about LGBT people such as Giovanni's Room, and Oranges are Not the Only Fruit. And now, today, I can find a huge variety of uplifting and fun books about people like me at my local library, so I feel connected to the larger world around me!*

Lesbian, Age 25, Massachusetts

*I see myself as a parent/mom first now, rather than an LGBT person, so this has a strong influence on my time and activities.*

Lesbian, Age 41, Massachusetts

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**10,000 participants contributed comments. Here's a sample of comments from gender expansive community members:**

*Increased comfort in my identity, because of more experience participating in queer spaces, more experience dating, and more conversations with friends; more rights / less fear for my safety.*

Non-binary, Age 25, Illinois

*I am now living authentically as the woman I always was, and I love who I am.*

Transgender, Age 52, Texas

*I am lucky to have come of age just as new rights/protections were falling into place. There are still hassles and hurdles, but I don't feel that my life is particularly "harder."*

Transgender, Age 29, New York

*Internet has made things easier but not more meaningful and has actually diminished the interpersonal skills and experiences among people.*

Gender Fluid, Age 47, New York

*Ten years ago, I didn't have the language to describe how I felt, nor the community to feel safe within about how I felt. Since then, I have gained a certainty and near-security in my identity as a trans and queer person.*

Transgender, Age 18, Tennessee

*It's gotten better in terms of overall social and cultural acceptance but worse in terms of access to employment.*

Transgender, Age 54, Pennsylvania

*I came to know my identities as I reached adulthood and went to college, which is an improvement. But also my awareness of oppression, especially cissexist/transmisogynstic oppression, has worsened my quality of life, especially as it has seemingly increased or become more visible in the past few years.*

Transgender, Age 23, New York

*I've been able to come out as transgender while student teaching in Arkansas. I say that is a huge step forward for the LGBT community in my area.*

Transgender, Age 27, Arkansas

*I got came out as trans and started transitioning. I got engaged to another transman. Life is somewhat better, but being in the south, legally little has changed.*

Transgender, Age 27, Georgia

*I'm older, wiser, forgiving and fluid. But, my curiosity for life and people around me hasn't changed in my 60 years...on this planet. Still exploring!*

Gender Queer, Age 60, Illinois



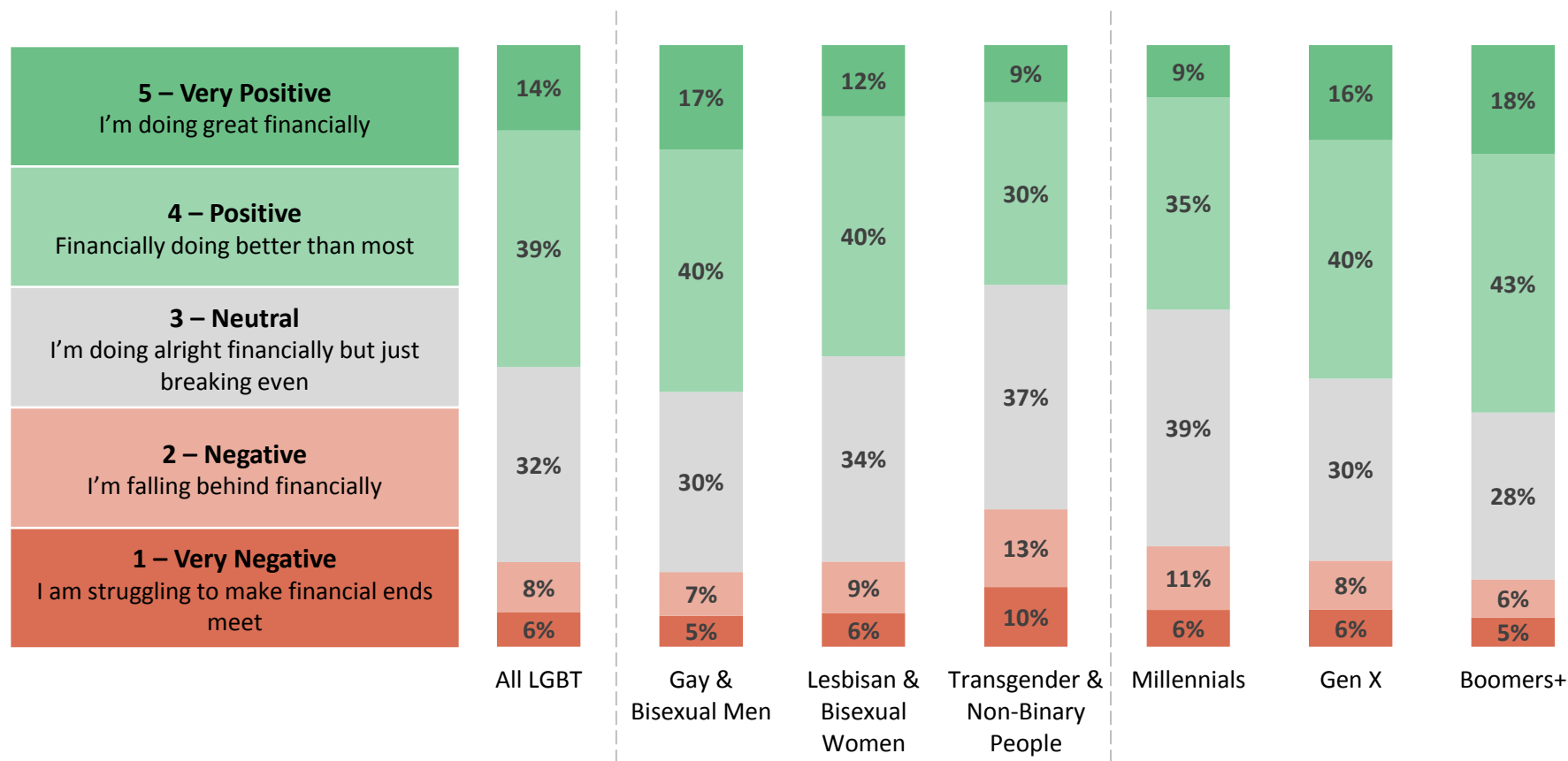
## Section 3: Economics And Purchasing



**LGBT Economic Outlook:** The LGBT community generally has a positive economic outlook, with 53% viewing their economic situation positively, 32% neutrally, and 15% negatively. LGBT Millennials have a lower positive outlook than do Baby Boomers, but still positive overall.



On a 5-point scale, how would you rate your current financial situation?

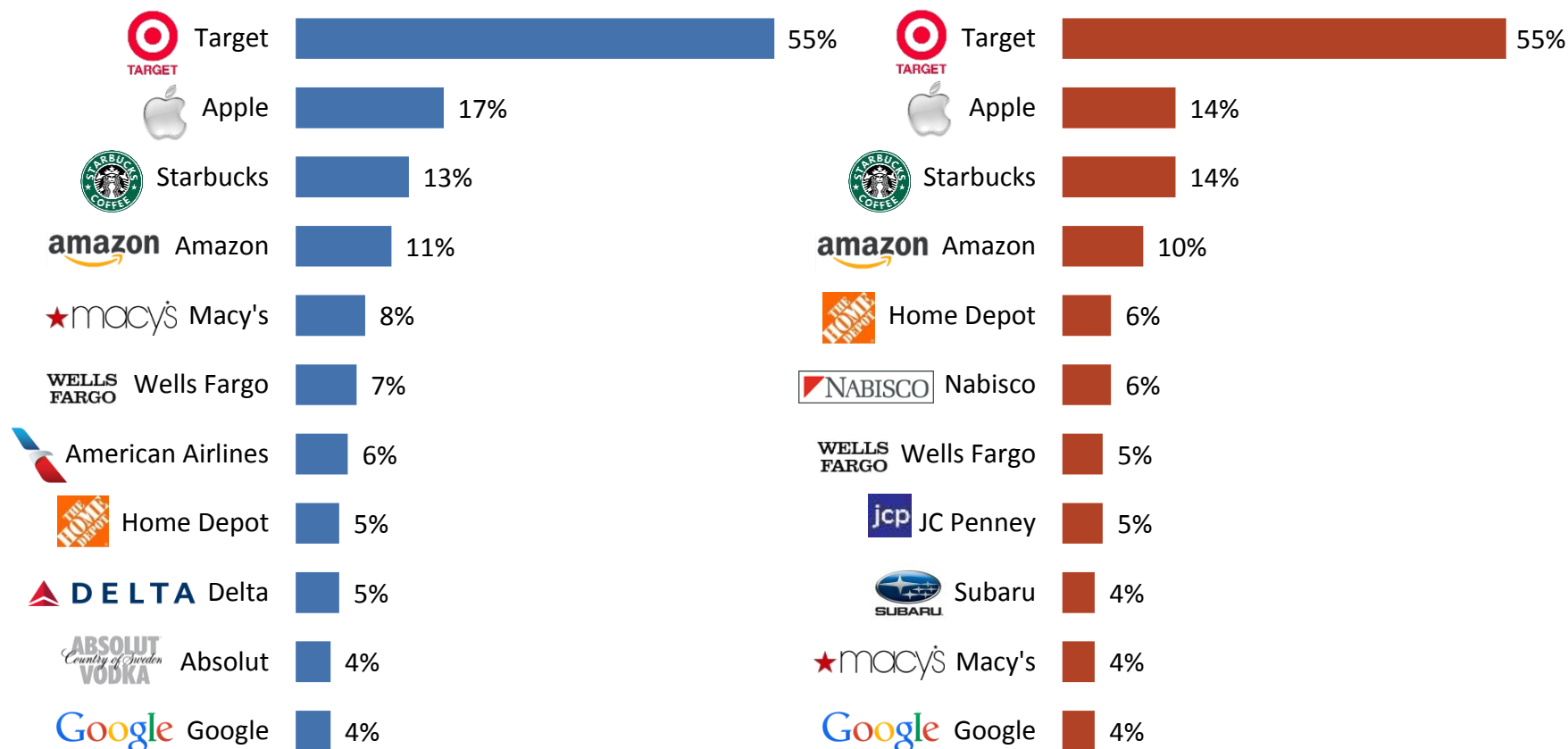


Base: All LGBT n=13,558; Gay & Bisexual Men n=8,834; Lesbian & Bisexual Women n=3,454; Gender Expansive n=1,270; Millennials (1981-1998) n=3,504; Gen X (1965-1980) n=4,183; Boomers+ (1942-1964) n=5,871

**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.



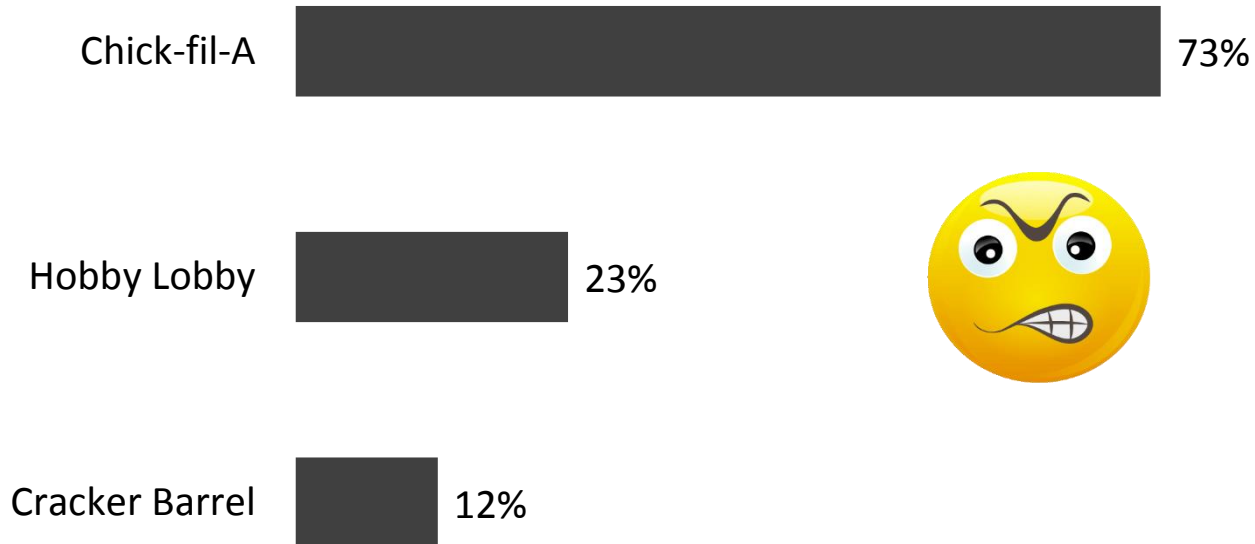
**Over the past 12 months, which companies or brands have you made a conscious decision to purchase from because of their pro-LGBT policies or practices? You can write up to 10.**



**Negative Brand Recall:** Every year CMI asks an unaided “write-in” recall question about brands that participants are boycotting because of their anti-LGBT policies or practices. Once again Chick-fil-A and Hobby Lobby lead this negative pack. Of note is that in 2016, while the survey did not ask about states (the question was about companies and brands), a significant number reinterpreted the question and wrote the states of North Carolina and Mississippi. These percentages might have been much higher if the question were asked in a different format, and may indicate that these states have done harm to their tourism brands through recent anti-LGBT legislation.



**Over the past 12 months, which companies or brands have you boycotted because of their anti-LGBT policies or practices? You can write up to 5.**



*Also of Note..*


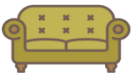





State of North Carolina 6%

State of Mississippi 6%

**Major Purchases:** Compared to CMI's 9<sup>th</sup> Annual LGBT Community Survey (2015), there were no significant changes in major purchase behaviors by the LGBT community in 2016.



Have you (or you and your partner) purchased any of the following major items during the past 12 months?  
(Please mark all that apply.)

		<i>All LGBT</i>	<i>Gay &amp; Bisexual Men</i>	<i>Lesbian &amp; Bisexual Women</i>
	Audio or visual electronics for home (U.S. \$500 or more)	26%	30%	22%
	Major piece of furniture (U.S. \$500 or more)	25%	29%	23%
	Purchased (or leased) a new automobile	22%	22%	22%
	A new suit, dress or expensive clothing item (U.S. \$500 or more)	17%	22%	13%
	Major home remodel	10%	11%	10%
	Purchased a new primary home or condo	6%	7%	6%
	Purchased a vacation home or timeshare	2%	3%	2%

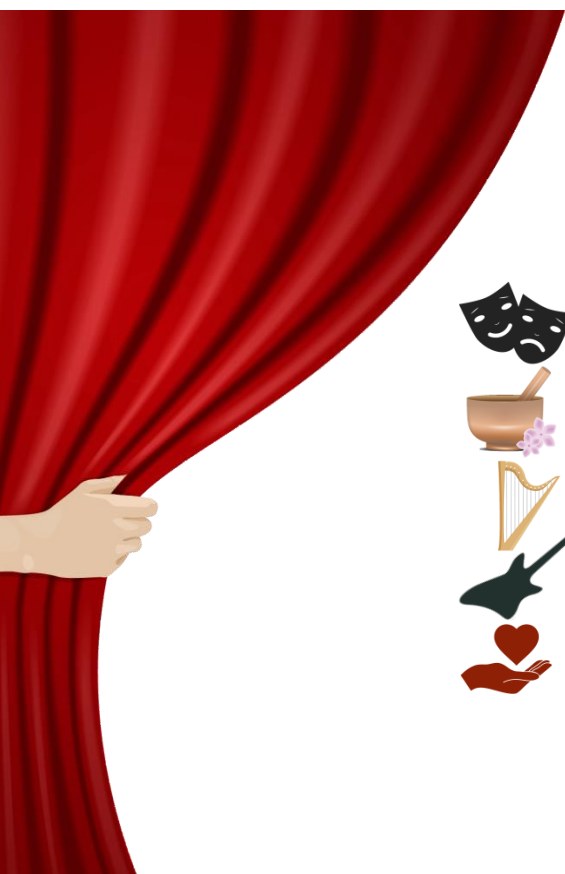









**Experience Purchases:** Compared to CMI's 9<sup>th</sup> Annual LGBT Community Survey (2015), there were no significant changes in experience purchase behavior by the LGBT community in 2016.



Have you purchased any of the following experiences during the past 12 months? (Please mark all that apply.)





	<i>All LGBT</i>	<b>Gay &amp; Bisexual Men</b>	<b>Lesbian &amp; Bisexual Women</b>
 Tickets to a live theater production	48%	51%	47%
 Salon services or spa treatments	44%	39%	50%
 Tickets to a cultural performance (e.g. ballet, opera, symphony)	42%	44%	41%
 Tickets to a headliner music concert	37%	35%	40%
 Tickets to a non-profit fundraising event of U.S. \$100 or more	21%	24%	19%

**Number of Meals Out:** Gay and bisexual men eat more meals out compared to lesbian and bisexual women. Generational differences in the number of meals out are not substantive, but Millennials and Gen X eat meals out more often than do Baby Boomers.



In the past 7 days, how many meals did you eat out in the following categories?

	 Gay & Bisexual Men			 Lesbian & Bisexual Women		
	Millennials	Gen X	Boomers+	Millennials	Gen X	Boomers+
Breakfast	1.28	1.33	1.07	0.85	1.05	0.92
Lunch	2.91	2.85	2.23	1.93	2.10	1.79
Dinner	2.90	2.74	2.19	2.15	2.26	1.86
Coffee Out	1.83	1.80	1.42	1.59	1.60	1.27



Base: Gay & Bisexual Men Millennials n=1,881; Generation X n=2,831; Boomers+ n=4,122;  
Lesbian & Bisexual Women Millennials n=1,059; Generation X n=1,031; Boomers+ n=1,364

**Restaurant Spending:** Generation X and Baby Boomer gay and bisexual men report spending the most at restaurants, followed by Generation X lesbian and bisexual women.

★ How much have you spent on all meals and drinks at restaurants, fast food, cafes, etc. in the past 7 days? Include all personal funds spent, even if you paid for others. If someone else paid for a meal, do not include that amount.



	All LGBT	Gay & Bisexual Men			Lesbian & Bisexual Women		
		Millennials	Gen X	Boomers+	Millennials	Gen X	Boomers+
\$0 to \$49	32%	30%	23%	30%	42%	28%	35%
\$50 to \$99	26%	27%	22%	23%	32%	26%	24%
\$100 to \$149	16%	18%	17%	16%	12%	17%	16%
\$150 to \$199	11%	11%	13%	12%	7%	12%	11%
\$200 Plus	16%	15%	26%	20%	7%	17%	13%

Base: All LGBT n=13,547; Gay & Bisexual Men Millennials n=1,881; Generation X n=2,831; Boomers+ n=4,122;

Lesbian & Bisexual Women Millennials n=1,059; Generation X n=1,031; Boomers+ n=1,364

**Clothing Purchases:** Gay and bisexual men are more likely than lesbian and bisexual women to spend \$500 or more per year on clothing. Despite lower income levels, Millennials still report strong clothing purchase patterns.



In the past 12 months, about how much have you spent on new clothing for yourself?



	All LGBT	Gay & Bisexual Men			Lesbian & Bisexual Women		
		Millennials	Gen X	Boomers+	Millennials	Gen X	Boomers+
\$0 to \$99	24%	25%	19%	24%	26%	24%	23%
\$100 to \$499	43%	41%	38%	41%	50%	42%	46%
\$500 to \$999	19%	18%	22%	19%	16%	20%	19%
\$1,000 to \$1,999	9%	10%	12%	10%	6%	9%	8%
\$2,000 or more	5%	6%	10%	6%	3%	6%	3%

Base: All LGBT n=13,547; Gay & Bisexual Men Millennials n=1,881; Generation X n=2,831; Boomers+ n=4,122;

Lesbian & Bisexual Women Millennials n=1,059; Generation X n=1,031; Boomers+ n=1,364

## Section 4: LGBT Media Consumption Patterns





**Changes in LGBT Media Consumption by Gender:** Overall, the LGBT community is reporting increases in LGBT digital media consumption. LGBT print media consumption is level compared to 2015. Use of LGBT-specific apps, including dating apps, has leveled (which may be more reflective of the comparatively lower numbers of LGBT-specific apps). Of interest is that the largest increases of LGBT media consumption are in the gender expansive communities.



Has your interaction with LGBT media (newspapers, websites, etc.) changed over the past 12 months?

		Increased	Same	Decreased
Visiting LGBT websites / blogs	Gay & Bi Men	30%	63%	7%
	Lesbian & Bi Women	33%	58%	9%
	Gender Expansive	45%	51%	4%
Using LGBT dating mobile apps	Gay & Bi Men	20%	56%	24%
	Lesbian & Bi Women	10%	68%	22%
	Gender Expansive	15%	67%	19%
Reading LGBT email newsletters	Gay & Bi Men	18%	71%	10%
	Lesbian & Bi Women	19%	72%	9%
	Gender Expansive	27%	68%	5%
Reading local LGBT newspapers and magazines	Gay & Bi Men	15%	70%	15%
	Lesbian & Bi Women	13%	74%	13%
	Gender Expansive	19%	72%	9%
Reading LGBT national magazines	Gay & Bi Men	11%	74%	15%
	Lesbian & Bi Women	9%	78%	13%
	Gender Expansive	14%	77%	9%
Using LGBT (all other; non-dating) mobile apps	Gay & Bi Men	11%	73%	15%
	Lesbian & Bi Women	7%	79%	14%
	Gender Expansive	13%	76%	11%

**Changes in LGBT Media Consumption by Generation:** Overall, the LGBT community is reporting increases in LGBT digital media consumption. LGBT print media consumption is level compared to 2015. Use of LGBT-specific apps, including dating apps has leveled ((which may be more reflective of the comparatively lower numbers of LGBT-specific apps).



Has your interaction with LGBT media (newspapers, websites, etc.) changed over the past 12 months?

		Increased	Same	Decreased
Visiting LGBT websites / blogs	Millennials	41%	51%	8%
	Gen X	28%	63%	8%
	Boomers+	28%	65%	7%
Using LGBT dating mobile apps	Millennials	22%	57%	22%
	Gen X	14%	63%	24%
	Boomers+	9%	68%	23%
Reading LGBT email newsletters	Millennials	21%	71%	9%
	Gen X	18%	71%	11%
	Boomers+	20%	72%	8%
Reading local LGBT newspapers and magazines	Millennials	16%	73%	11%
	Gen X	13%	71%	16%
	Boomers+	13%	73%	14%
Reading LGBT national magazines	Millennials	11%	78%	10%
	Gen X	10%	73%	17%
	Boomers+	10%	76%	14%
Using LGBT (all other; non-dating) mobile apps	Millennials	10%	78%	12%
	Gen X	10%	74%	16%
	Boomers+	8%	76%	16%

## LGBT Media Consumption Patterns



In the past 30 days, have you read any of the following print media...? (Please mark all that apply.)

	Millennials	Gen X	Boomers+	Gay & Bisexual Men	Lesbian & Bisexual Women	Gender Expansive
LGBT publications/newspapers for my city or region	35%	48%	53%	51%	40%	43%
LGBT national magazines	23%	30%	35%	35%	25%	26%



In the past 30 days, have you viewed or listened to any of the following...? (Please mark all that apply.)

	Millennials	Gen X	Boomers+	Gay & Bisexual Men	Lesbian & Bisexual Women	Gender Expansive
LGBT websites / blogs	76%	64%	61%	69%	63%	79%
LGBT email newsletters	38%	44%	50%	45%	42%	49%
LGBT-dedicated TV channel	18%	21%	15%	25%	11%	13%
LGBT mobile apps (non-dating)	11%	15%	11%	17%	8%	14%
LGBT radio (on the air or streaming online)	10%	9%	9%	11%	8%	9%

Base: Gay & Bisexual Men n=8,834; Lesbian & Bisexual Women n=3,454; Gender Expansive n=1,270;

Millennials (1981-1998) n=3,504; Gen X (1965-1980) n=4,183; Boomers+ (1942-1964) n=5,871



## LGBT Media Consumption Patterns



Do you have, and have actively used (at least once per week), any of these social media and dating websites/apps in the past 30 days? (Please mark all that apply.)

	Millennials	Gen X	Boomers+	Gay & Bisexual Men	Lesbian & Bisexual Women	Gender Expansive
Facebook	91%	87%	80%	86%	87%	86%
YouTube	74%	69%	61%	70%	65%	70%
Instagram	60%	40%	18%	41%	38%	34%
Snapchat	48%	16%	4%	24%	21%	21%
Tumblr	45%	25%	16%	39%	18%	32%
Twitter	43%	38%	25%	37%	34%	35%
LinkedIn	37%	43%	35%	41%	37%	30%
Pinterest	25%	26%	19%	17%	30%	23%
Any dating app for the general population	20%	9%	4%	10%	10%	15%
Google+	16%	25%	29%	25%	22%	24%
Vine	6%	4%	1%	5%	3%	3%
Flickr	3%	5%	4%	4%	4%	5%
Picasa	2%	2%	3%	2%	3%	3%
Among Gay & Bi Men						
Any dating app dedicated to gay men	56%	51%	37%	48%	-	14%
Among Lesbian & Bi Women						
Any dating app dedicated to lesbians	11%	6%	7%	-	8%	4%

Base: Gay & Bisexual Men n=8,834; Lesbian & Bisexual Women n=3,454; Gender Expansive n=1,270;  
Millennials (1981-1998) n=3,504; Gen X (1965-1980) n=4,183; Boomers+ (1942-1964) n=5,871

## LGBT Event, Neighborhood and Community Participation



In the past 12 months, have you viewed or participated in any of the following? (Please mark all that apply.)

	Millennials	Gen X	Boomers+	Gay & Bisexual Men	Lesbian & Bisexual Women	Gender Expansive
<b>Watched an LGBT-inclusive TV show</b>	77%	69%	58%	67%	69%	66%
<b>Watched a film with majority LGBT characters</b>	71%	66%	59%	66%	66%	60%
<b>Visited a bar / nightclub for the LGBT community</b>	58%	54%	40%	62%	41%	41%
<b>Attended LGBT pride event(s)</b>	51%	51%	44%	49%	49%	49%
<b>Visited an neighborhood because it is LGBT-popular</b>	43%	37%	29%	43%	31%	30%
<b>Donated to LGBT organization(s)</b>	33%	43%	49%	43%	40%	40%
<b>Attended an LGBT organization fund-raiser, gala, etc.</b>	24%	30%	33%	31%	27%	32%
<b>Volunteered at LGBT organization(s)</b>	22%	24%	24%	23%	22%	32%
<b>Attended/participated in an LGBT sports activity</b>	10%	11%	7%	11%	8%	6%
<b>Attended an LGBT film festival</b>	7%	12%	13%	11%	10%	10%

Base: Gay & Bisexual Men n=8,834; Lesbian & Bisexual Women n=3,454; Gender Expansive n=1,270;  
Millennials (1981-1998) n=3,504; Gen X (1965-1980) n=4,183; Boomers+ (1942-1964) n=5,871



# 10<sup>th</sup> Annual LGBT Community Survey®




## Supplemental Report: Gender Expansive Community Member Focus

A special sub-report on the opinions and motivations of the 1,278 LGBT Community Survey participants who identify as transgender, trans women, trans men, non-binary, genderqueer, gender fluid and/or intersex.

*A special thank you to these organizations for their assistance in recruiting transgender participants to the study: Fantasia Fair, Fort Worth Trans-Cendence, Knox Boyz of East Tennessee, Los Angeles Gender Center, River City Gems, San Antonio Gender Association, South Bay Trans Day of Visibility, Southern Comfort Conference, Inc., Texas Transgender Nondiscrimination Summit, TG Forum, TILTT, Inc., Trans-E-Motion, Transgender American Veterans Association, TransTech Social Enterprises and Unity Banquet.*

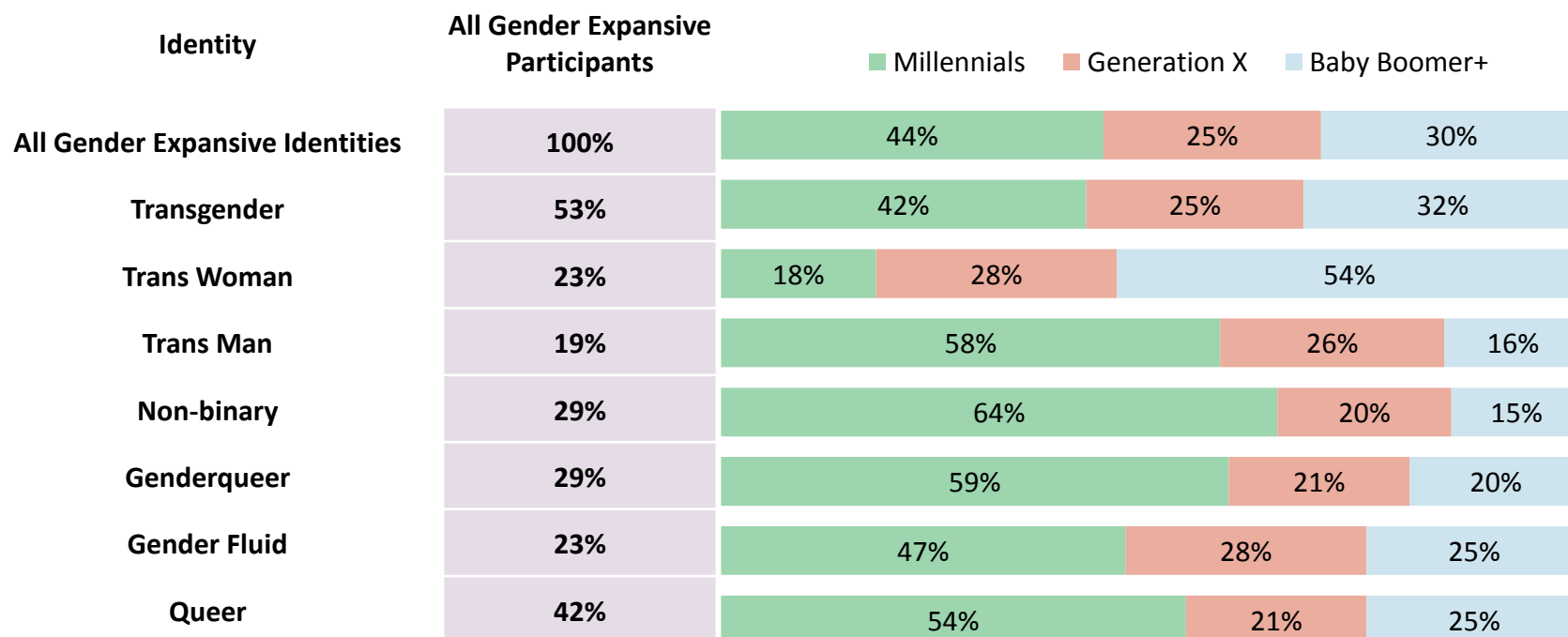


**Gender Expansive Identity of Participants:** The LGBT Community Survey allows respondents to personally identify in multiple ways. The chart below shows the complexity of identity within the overall gender expansive community. Only 33% of those who identified as non-binary, gender fluid, or genderqueer also identified as transgender or a trans man or a trans woman. Conversely, 29% of participants who identify as transgender, a trans man or a trans woman also identified as non-binary, gender fluid, or genderqueer. And 18% were both transgender and non-binary identified among all the gender expansive participants. While the research had a limited number of intersex participants, most also indicated a transgender and/or a non-binary identity.

	Among Gender Expansive	Transgender + Trans Men + Trans Women	Non-binary + Genderqueer + Gender Fluid
	Transgender	53%	31%
	Trans Woman	23%	6%
	Trans Man	19%	7%
	Non-binary	29%	53%
	Genderqueer	29%	53%
	Gender Fluid	23%	41%
	Intersex	4%	3%
	Lesbian or Gay Woman	22%	27%
	Gay Man	14%	17%
	Bisexual Woman	11%	12%
	Bisexual Man	10%	11%
	Same Gender Loving	11%	16%
	Heterosexual / Straight Man or Woman	6%	3%
	Queer	42%	60%
	Questioning	3%	4%
	Intersex	4%	3%
	Pansexual	17%	20%
	Asexual	7%	9%

Note: Respondents were allowed to choose multiple identities, so the total percentage might exceed 100.

**Gender Expansive Identity by Generation:** The chart below begins to demonstrate how gender expansive identities are influenced by generation. The top line breaks down the generation of all the gender expansive participants in the study. We use that as a base. The following lines show increases and decreases by generation by identity. Trans women over-represent among older generations while trans men over-represent among younger generations. Also, non-binary, genderqueer and gender fluid over-represent among Millennials.



Base: Transgender n=681; Trans Woman n=299; Trans Man n=243; Non-binary n=369; Genderqueer n=367; Gender Fluid n=290; Intersex n=54 (base too low to run a comparison); Queer n=1,618

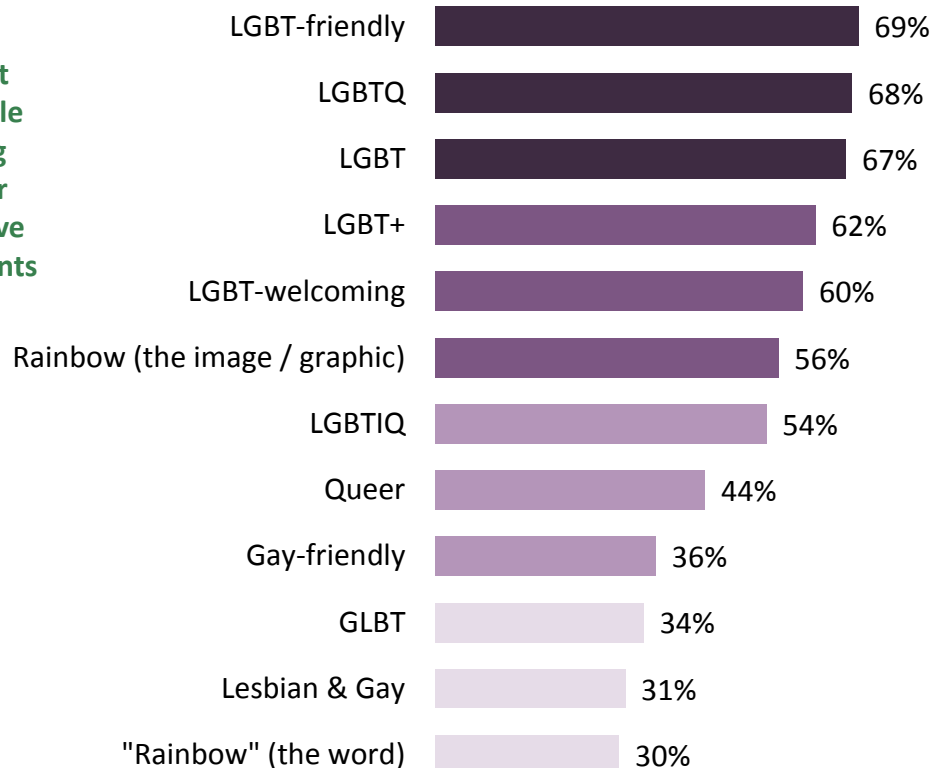


**Favorability of Terms:** "LGBTQ" and "LGBT" remain the most popular terms to describe the community. Of note, phrases such as "gay & lesbian" or "gay-friendly" are not supported by people identifying as gender expansive, because they are not inclusive of diverse gender identities.



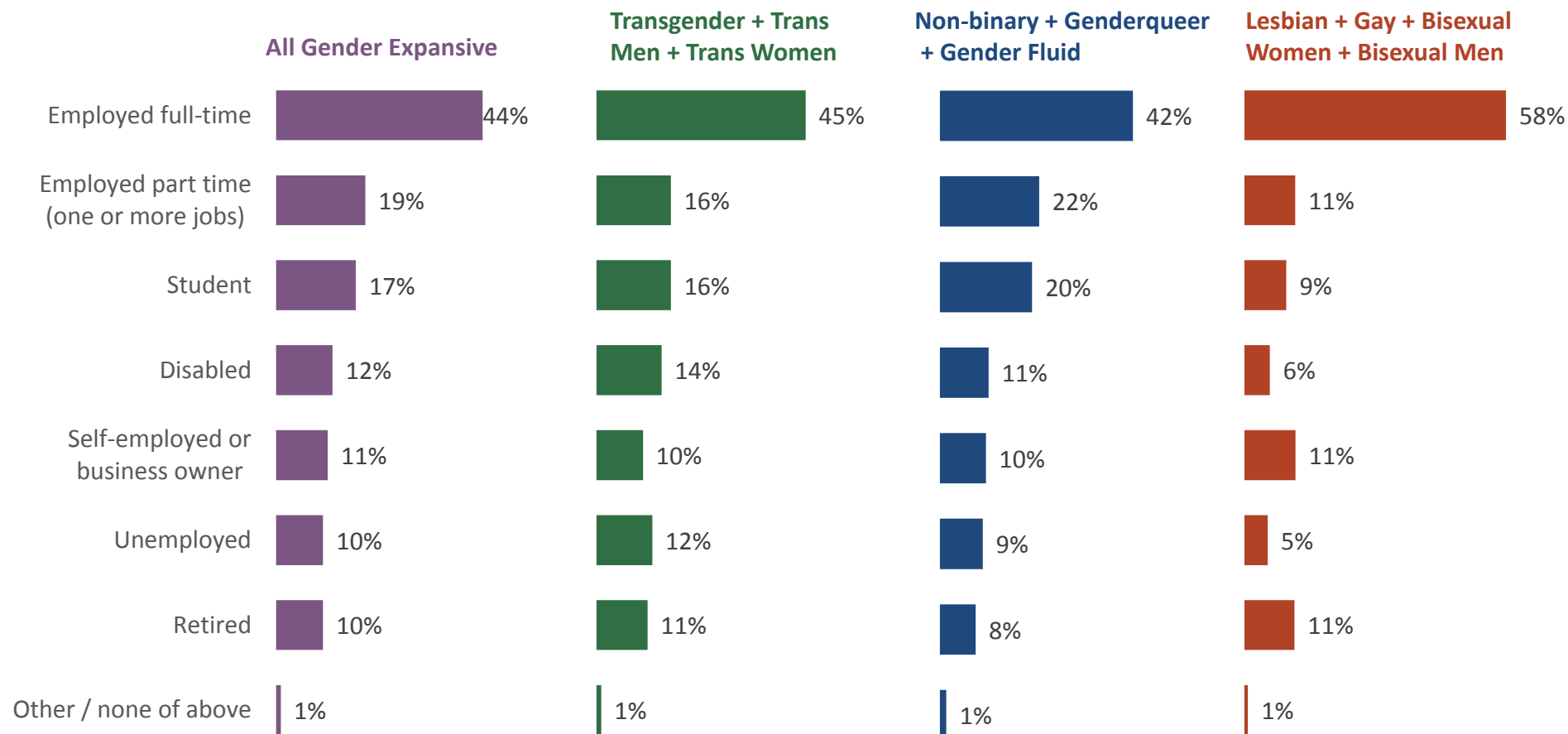
The following terms are often used in corporate marketing to describe or refer to the community. Please rate how you feel about each, when you see them used by corporations. My opinion of the use of the term in corporate advertising is...

✓  
Percent  
Favorable  
Among  
Gender  
Expansive  
Participants



LGBT-friendly  
LGBTQ  
LGBT  
LGBT-welcoming  
LGBT+  
LGBTIQ  
Queer  
GLBT  
Gay-friendly  
Rainbow  
Lesbian & Gay

**Employment:** We found differences in employment status between gender expansive participants and lesbian, gay and bisexual participants. Gender expansive participants were much less likely to indicate that they were employed full-time or part-time. However, gender expansive participants were more likely to indicate that they were students or unemployed. This difference is only partially explained by the younger age of the gender expansive group, and may point to job discrimination.

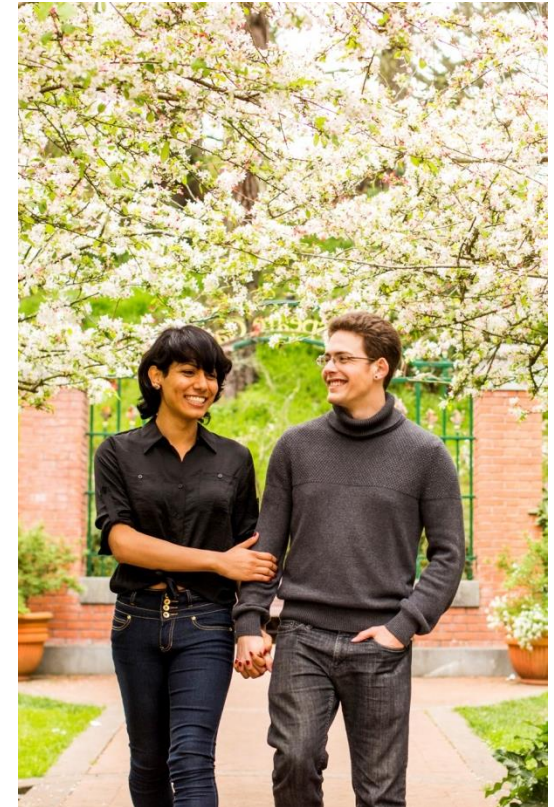


Base: All Gender Expansive n=1,278; Transgender + Trans Men + Trans Women n=802  
 Non-binary + Genderqueer + Gender Fluid n=701;  
 Lesbian + Gay + Bisexual Women + Bisexual Men n=12,610



**Relationship Status:** Most community members with a gender expansive identity define their relationship status as non-single. Within the LGBT community, gay and bisexual men were most likely to define themselves as single while lesbian and bisexual women were least likely to define themselves as single. Most gender expansive participants are coupled, and marketers should recognize these family structures in their outreach and communications.

	Identifies as Gender Expansive	Identifies as Gay or Bisexual Man	Identifies as Lesbian & Bisexual Woman
Single / not in a relationship	38%	45%	28%
In a relationship and living with partner (no legal status)	15%	18%	19%
In a relationship but not living with partner (dating)	14%	10%	12%
Legally married	28%	22%	35%
Engaged	4%	3%	4%
Civil union or registered domestic partner	2%	2%	3%
Widow / Widower	2%	2%	1%
Divorced from same-sex spouse	3%	1%	3%
Divorced from opposite-sex spouse	9%	2%	4%



**Children:** A high number of gender expansive participants have children. The highest concentration by age is in Generation X. Within the larger LGBT community survey, the concentration of families headed by a gender expansive parent is lower than participants identifying as lesbian, but higher than participants identifying as gay men. Of note is the high number of Baby Boomer and Transgender + Trans Men + Trans Women participants with children over age 18. Approximately 40% of Millennial gender expansive participants without children want to have children in the future. Clearly, many gender expansive participants have children, and marketers should recognize these family structures in their outreach and communications.

	All Gender Expansive	Transgender + Trans Men + Trans Women	Non-binary + Genderqueer + Gender Fluid	Gender Expansive Millennials	Gender Expansive Gen X	Gender Expansive Boomer+
Have children under age 18 living in my home.	10%	11%	10%	8%	21%	5%
Have children under age 18 not living in my home.	2%	3%	2%	1%	5%	3%
Have children over age 18.	18%	21%	12%	0%	13%	46%
No	71%	67%	76%	91%	64%	47%
Prefer not to answer	1%	1%	1%	1%	2%	1%

Do you want to have children in the future? (Mark all that apply.)  
Among those who don't have children.

Yes, I hope to have children in the future.	26%	26%	27%	38%	20%	1%
No	51%	51%	49%	36%	51%	91%
Unsure	23%	23%	24%	26%	28%	8%

Base: All Gender Expansive n=1,278; Transgender + Trans Men + Trans Women n=802; Non-binary + Genderqueer + Gender Fluid n=701; Among Gender Expansive: Millennials n=564; Gen X n=321; Boomers+ n=385

**Type of Community:** Among the LGBT survey participants, those with a gender expansive identity are the least likely to live in big cities. The type of community in which gender expansive participants live is quite dispersed across the United States, and where gender expansive community members call home is more varied than other groups within the LGBT community. This points to the importance of laws protecting the transgender community at the state and local levels, not just in large cities and urban centers.

	Identifies as Gender Expansive	Identifies as Gay or Bisexual Men	Identifies as Lesbian or Bisexual Women
Urban / big city	30%	46%	33%
Medium sized city	27%	23%	27%
Small city / small town	18%	11%	16%
Suburb	17%	14%	18%
Rural area	9%	5%	6%

*Note: Data in the categories above are weighted by generations.*

*For detailed methodology information please refer to the 10<sup>th</sup> Annual LGBT Community Survey.*



**LGBT Issues of Importance:** Among participants with a gender expansive identity, transgender rights is the most important issue facing the LGBT community, followed by youth concerns and religious freedom laws. Overall, gender expansive Millennials were more concerned than older generations about all issues (and that difference was true of Millennial gay, lesbian and bisexual community members, too).

★ What are your priorities for the LGBT movement for the next 10 years? Please check the LGBT causes that motivate you to volunteer, donate, support, get involved, etc. Please limit your choices to those that are most important to you.

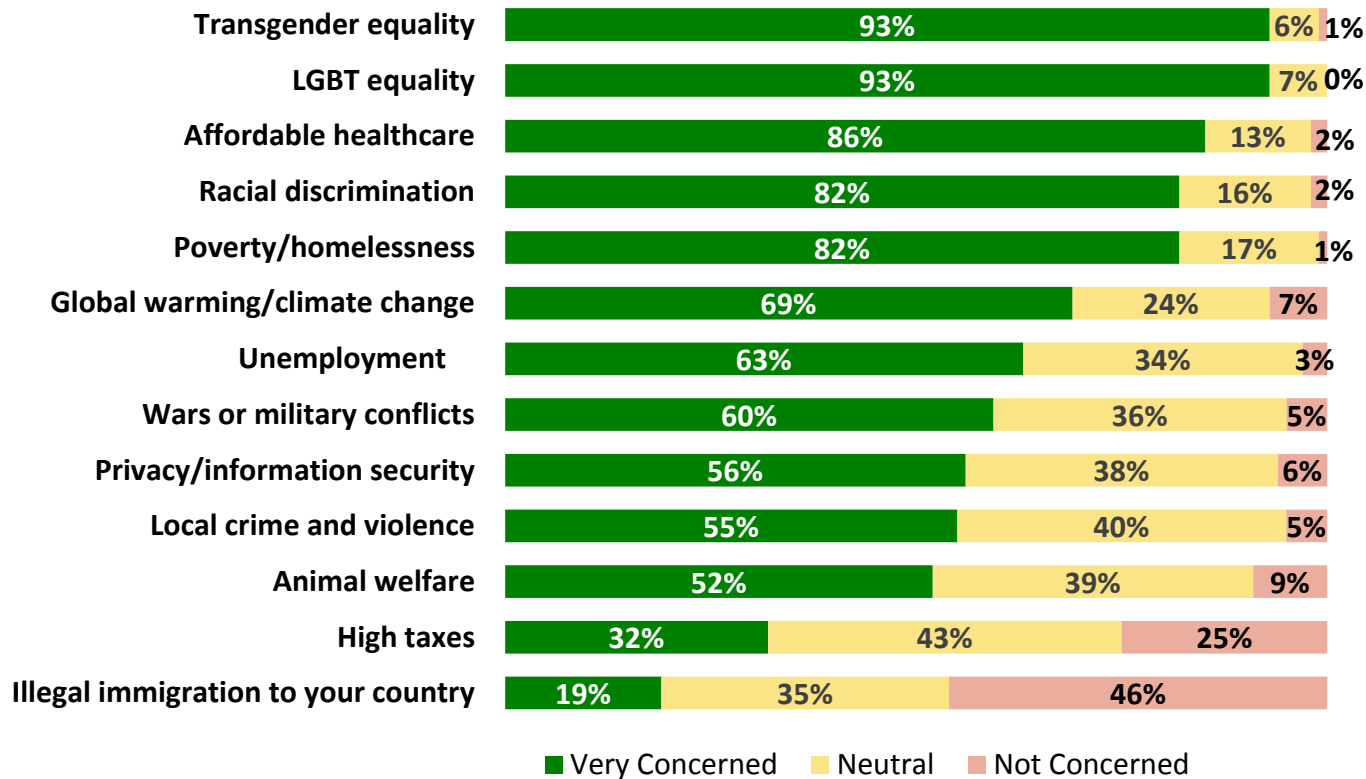
	All Gender Expansive	Millennials (1981-1998)	Gen X (1965-1980)	Boomers+ (1942-1964)
Transgender rights	85%	91%	85%	77%
LGBT youth, anti-bullying and/or teen suicide issues	65%	74%	64%	53%
Stopping anti-LGBT “religious freedom” legislation	64%	65%	61%	63%
Workplace equality	54%	55%	55%	51%
Ethnic / racial equality within the LGBT community	44%	62%	36%	25%
Supporting LGBT-friendly political candidates	38%	38%	35%	40%
Expanding LGBT roles, visibility and influence in rural areas	33%	41%	28%	28%
Supporting LGBT political candidates	32%	33%	28%	34%
International LGBT rights	30%	38%	24%	25%
HIV education and care	27%	36%	21%	19%
Protecting and expanding marriage equality	26%	26%	27%	26%
Expanding LGBT roles and influence in religious communities	17%	18%	12%	21%
Expanding LGBT roles and influence in sports communities	9%	11%	7%	9%
Breast cancer education and care	8%	10%	7%	8%

*Note: The survey was fielded in April and May 2016, before the June 2016 hate crime in Orlando.*

**General Issues of Importance:** Among participants with a gender expansive identity, transgender equality and LGBT equality were the most important issues facing the United States today, followed by affordable healthcare and racial discrimination.



What level of concern do you have for the following political and social issues?

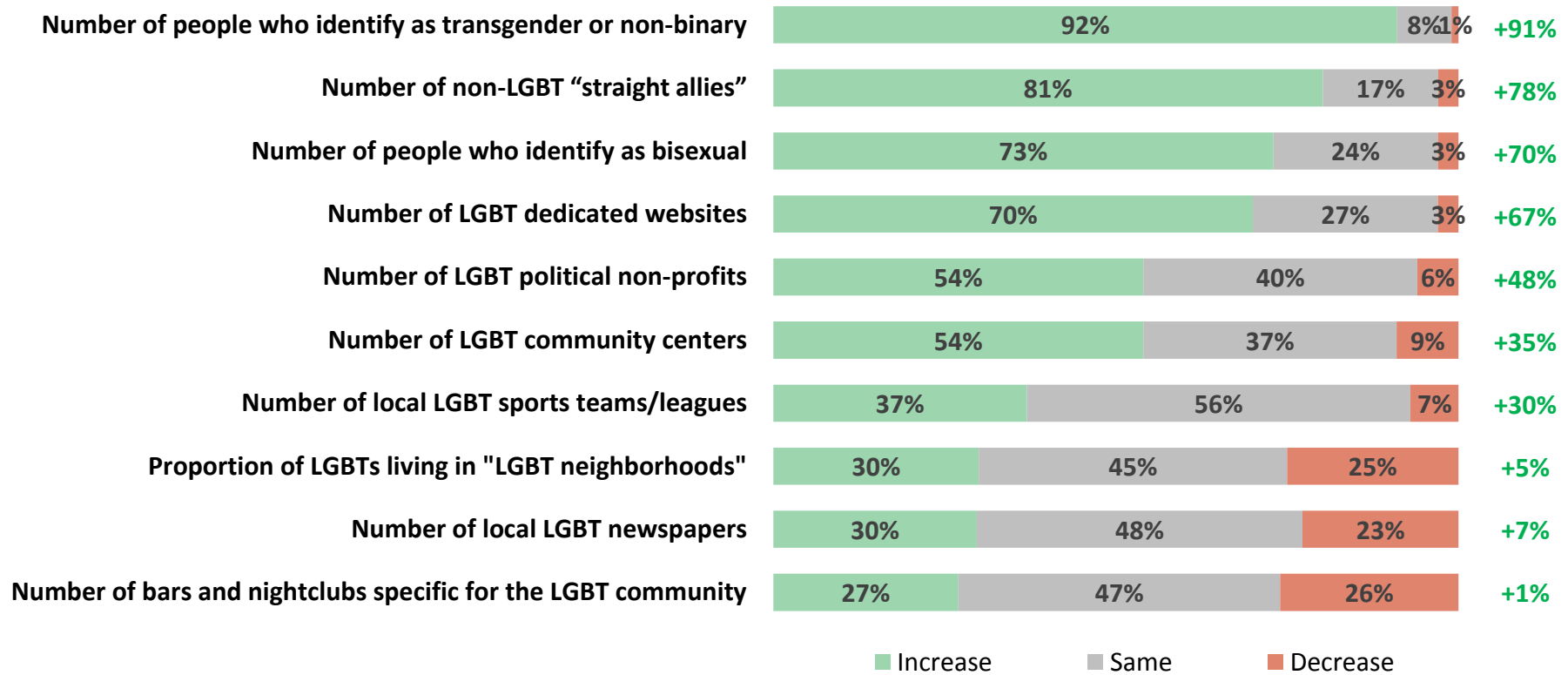


*Note: The survey was fielded in April and May 2016, before the June 2016 hate crime in Orlando.*

**The Future:** Among participants with a gender expansive identity, 92% believe that the number of people who identify as transgender or non-binary will increase. In addition, participants expect that those who identify as straight allies and bisexual will increase.



Do you think the following will have increased or decreased, ten years from now?

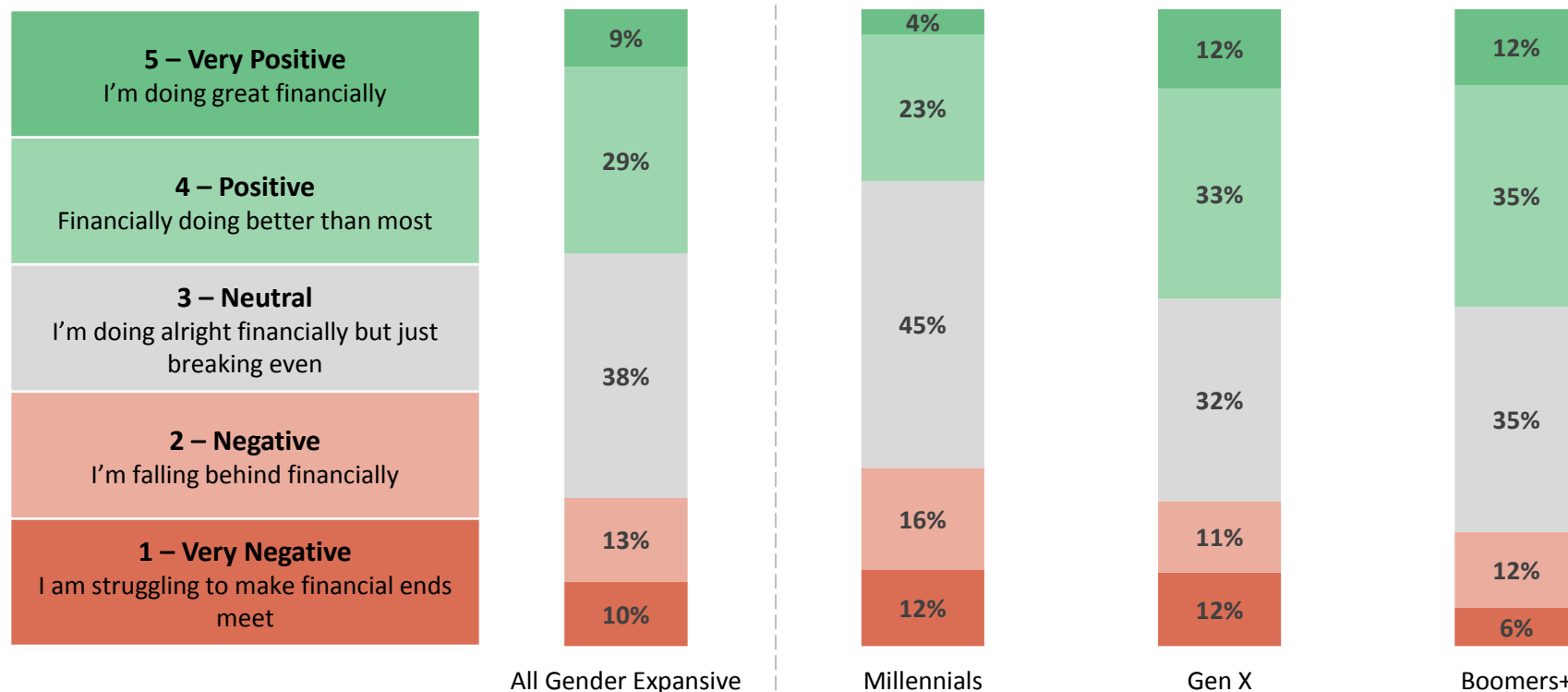




**LGBT Economic Outlook:** Gender expansive participants have a neutral to slightly positive economic outlook. 38% of gender expansive participants expressed a positive outlook, but that is compared to 57% of gay and bisexual men and 52% of lesbian and bisexual women.



On a 5-point scale, how would you rate your current financial situation?

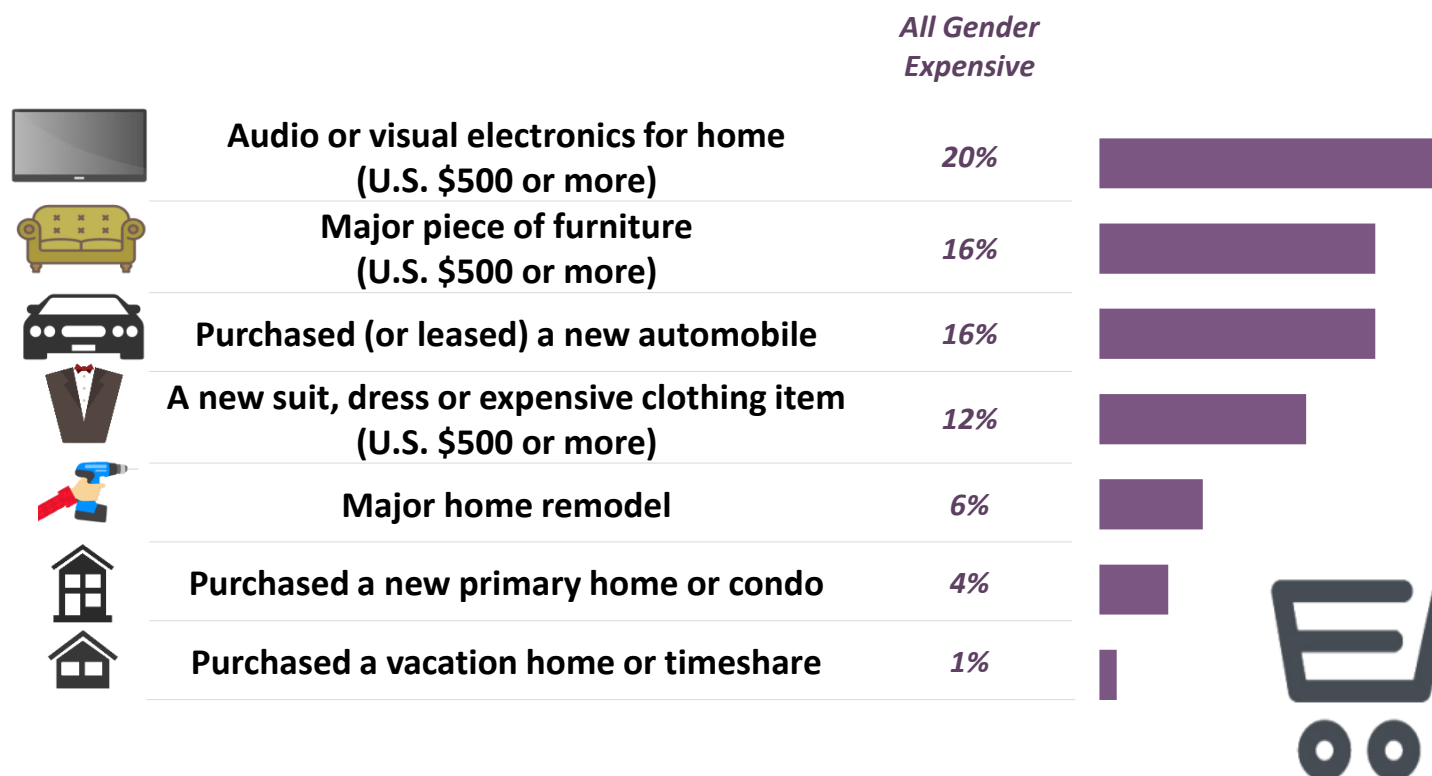


Base: All Gender Expansive n=1,278; Millennials n=564; Gen X n=321; Boomers+ n=385

**Major Purchases:** The study asked about major purchases by those in the gender expansive community. The 2016 data is more of a baseline for comparison in future years. Major purchases is often an indicator of financial confidence, and will be used to demonstrate change in financial confidence in the future.



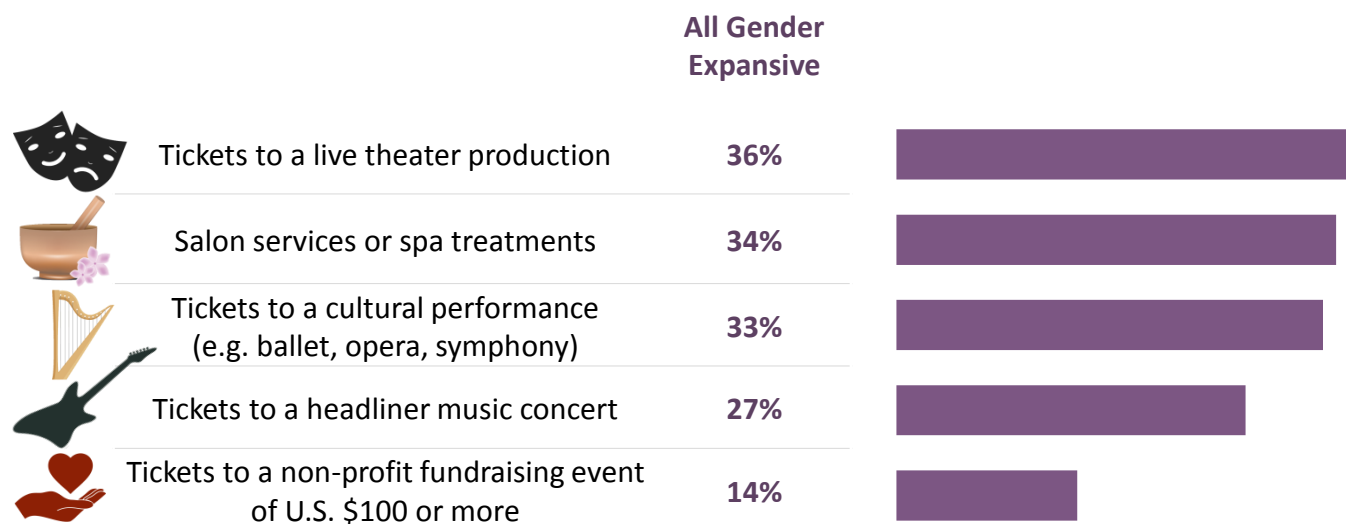
Have you (or you and your partner) purchased any of the following major items during the past 12 months?  
(Please mark all that apply.)



**Experience Purchases:** The 2016 data is more of a baseline for comparison in future years. Experience purchases can often be seen as an indicator of disposable income and will be used to demonstrate change in financial confidence in future reports.



Have you purchased any of the following experiences during the past 12 months? (Please mark all that apply.)



**Travel in the Transgender Community:** Just over half of the participants identifying as gender expansive reported having taken at least one air flight taken in the past year, and 64% reported having stayed overnight in a hotel in the past year. Travel within the transgender community often carries some unique concerns. For more detailed information on this topic, download a complimentary copy of CMI's Transgender Traveler study, sponsored by the Greater Fort Lauderdale Convention & Visitors Bureau, at [http://www.communitymarketinginc.com/documents/temp/CMI\\_GFLCVB\\_TransgenderTraveler2014.pdf](http://www.communitymarketinginc.com/documents/temp/CMI_GFLCVB_TransgenderTraveler2014.pdf)

48%



Took **short vacation of 1 to 3 nights** away in the past 12 months

33%



Took **longer vacation of 4+ night** away in the past 12 months



In the past 12 months, about how many of the following travel products did you purchase in the following categories?

		0	1-4	5-9	10-14	15-19	20+
	Total round-trip airline tickets	49%	40%	7%	2%	1%	1%
	Total nights in hotels	36%	28%	17%	10%	3%	6%



# Appendix: Key Findings from CMI's 9<sup>th</sup> Annual LGBT Community Survey



There are too many topics for the Annual LGBT Community Survey to ask every question every year. We're including some results from the previous year's survey to help round out the data for our readers. The results in this section are a review of 2015 data that CMI does not feel would have significantly changed in the past year.



The methodology used in 2015 is similar to 2016. In 2015, over 20,000 respondents across 96 countries completed the 9<sup>th</sup> Annual LGBT Community Survey. Data in the 2015 report focuses on U.S. data for over 12,700 self-identified gay and bisexual men, over 3,200 lesbian and bisexual women and over 1,000 transgender and gender non-binary community members. Respondents were recruited in partnership with over 170 LGBT media, events and partner organizations..



Download the full 2015 report here:

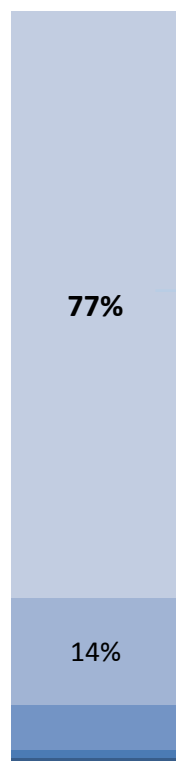
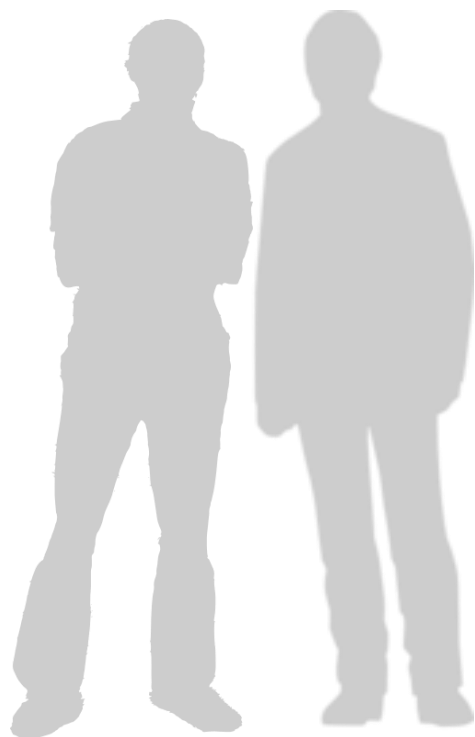
[http://www.communitymarketinginc.com/documents/9th\\_LGBT\\_Community\\_Profile.pdf](http://www.communitymarketinginc.com/documents/9th_LGBT_Community_Profile.pdf)



**Satisfaction with Relationship:** Gay and bisexual men, and lesbian and bisexual women appear to be equally satisfied with their current same-sex partner relationships. Over 90% of same-sex couples indicated satisfaction with their primary relationships.

On a scale of 1 to 5, how satisfied are you with your marriage / primary relationship?

- Among Gay and Bisexual Men -



**Very Satisfied**

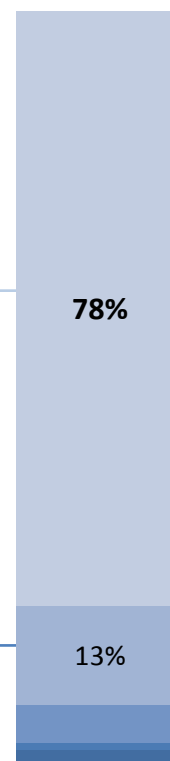
(Most aspects of my relationship are going well )

**Somewhat Satisfied**

(Many aspects of my relationship are going well)

(6%) Neutral (5%)  
(1%) Somewhat Unsatisfied (1%)  
(1%) Very Unsatisfied (2%)  
(1%) Prefer not to answer (1%)

- Among Lesbians and Bisexual Women -



78%

13%



**Describing their Partner:** When asked to describe their partner, same-sex couples use the exact same words regardless of gender (although men are more like to use the word handsome, while women are more likely to use beautiful). Mental/emotional characteristics are far more likely to be used than physical descriptors.

Please tell us the three words that best describe the qualities of your partner or spouse?  
(Respondents Typed Their Responses)

#### Among Partnered Men

Loving	34%
Caring	22%
Funny, fun	19%
Kind	15%
Smart	13%
Loyal	12%
Honest	11%
Intelligent	10%
Supportive	6%
Handsome	6%

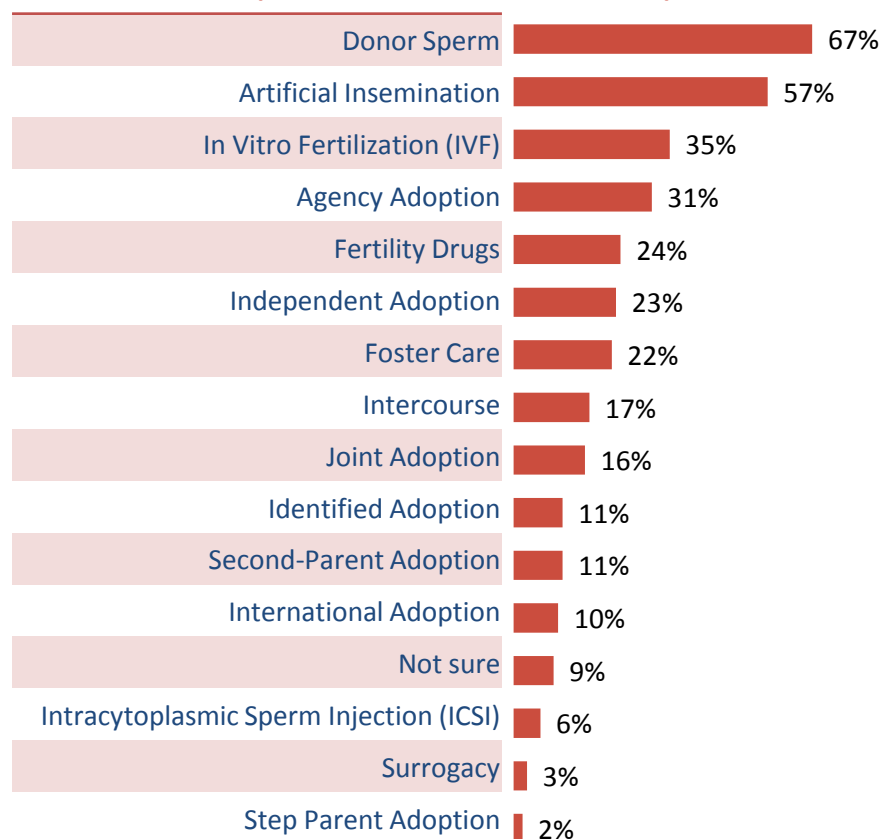
#### Among Partnered Women

Loving	32%
Caring	18%
Funny, fun	18%
Intelligent	16%
Smart	16%
Kind	15%
Loyal	12%
Honest	10%
Beautiful	8%
Supportive	8%

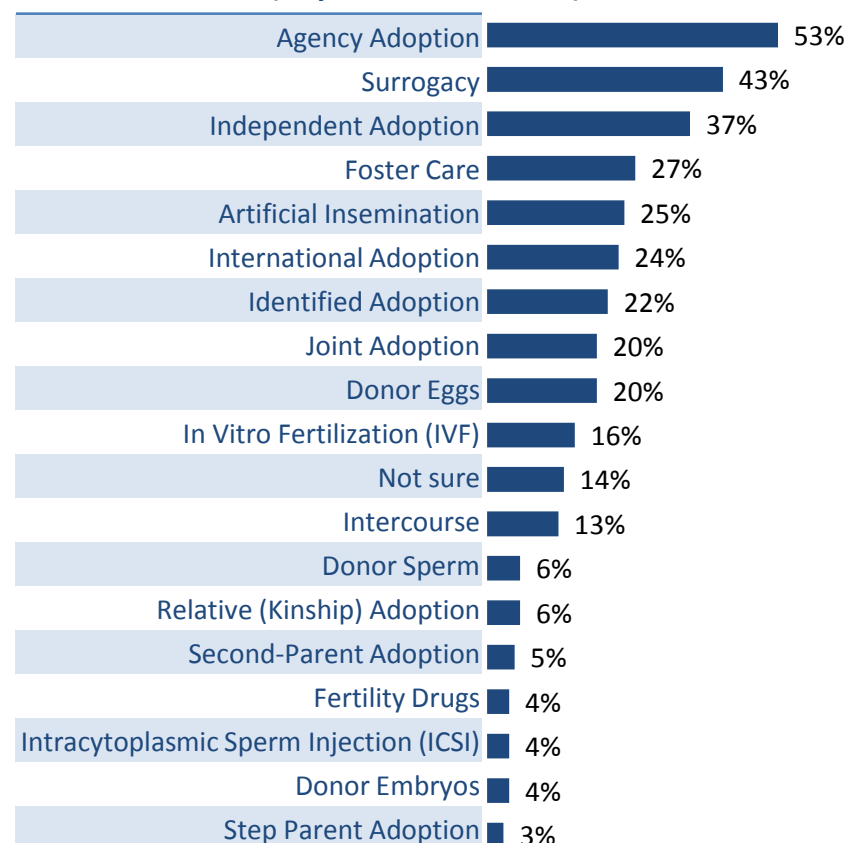
**Building a Family with Children:** Within the LGBT community, how gay and bisexual men and lesbian and bisexual women plan to have children is quite different, as gender influences available options. Of important note is the large number of LGBTs who would consider foster care.

**If you are comfortable sharing...what method of conceiving or adopting children do you think you will use?  
(Mark all that apply.)**

**Among Prospective Future Parents  
(Lesbians and Bisexual Women)**

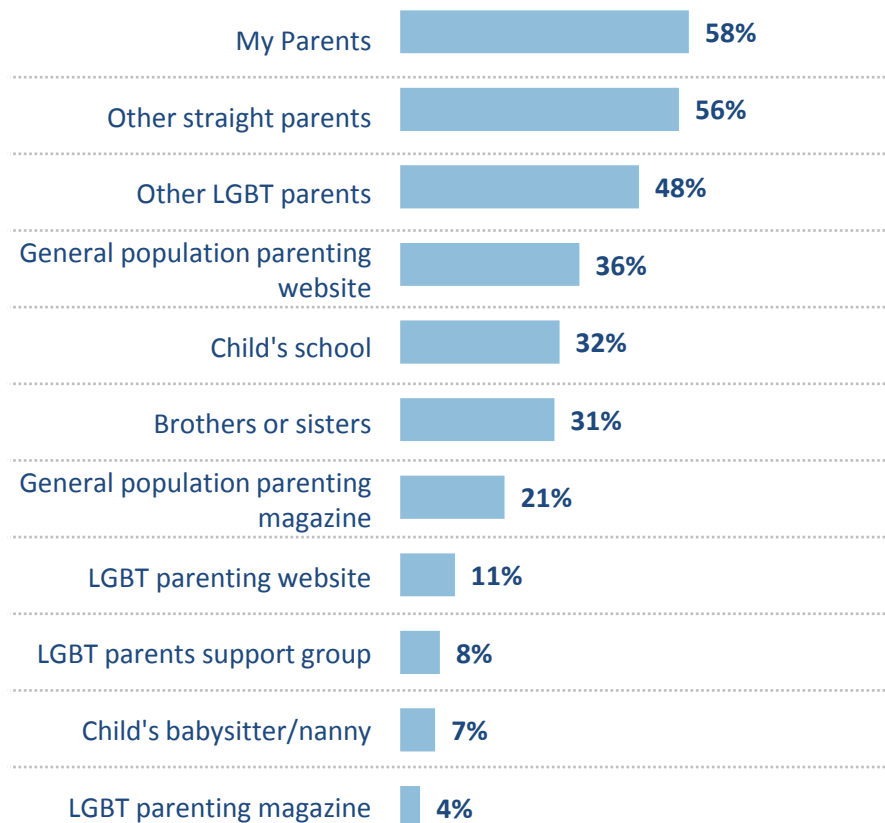


**Among Prospective Future Parents  
(Gay and Bisexual Men)**



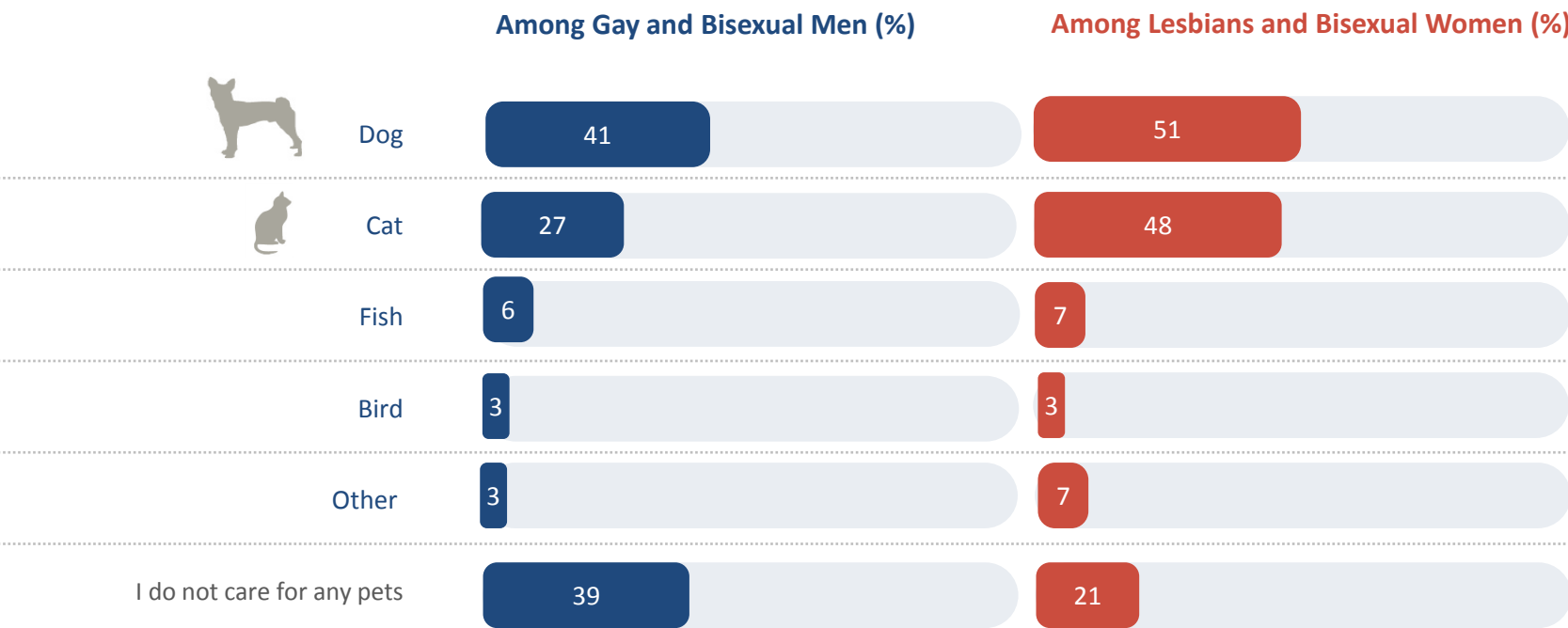
**Parenting Resources:** LGBTs are most likely to seek parenting advice from their own parents. LGBT parents are just as likely to seek advice from straight parents as other LGBT parents.

In the past year, where have you obtained information about how to raise your child(ren)? (Please mark all that apply.)



**Pet Companions:** Lesbian and bisexual women are far more likely to care for pets than gay and bisexual men. However, 79% of women and 61% of men indicated pets in the home (the national average is 62% of households). Consequently, lesbian and bisexual women purchase more pet food. Cats are particularly popular among lesbians and bisexual women.

What kind(s) of pet(s) do you care for in your home, if any? (Please mark all that apply.)



**Purchased Pet Food  
In Past 30 Days**

	Single or Dating Men	Partnered / Cohabitating Men	Single or Dating Women	Partnered / Cohabitating Women
	36%	60%	52%	71%
Bases:	6,502	5,952	1,226	1,974

Bases: Men (Gay and Bisexual Men) n=12,647; Women (Lesbians and Bisexual Women) n=3,264

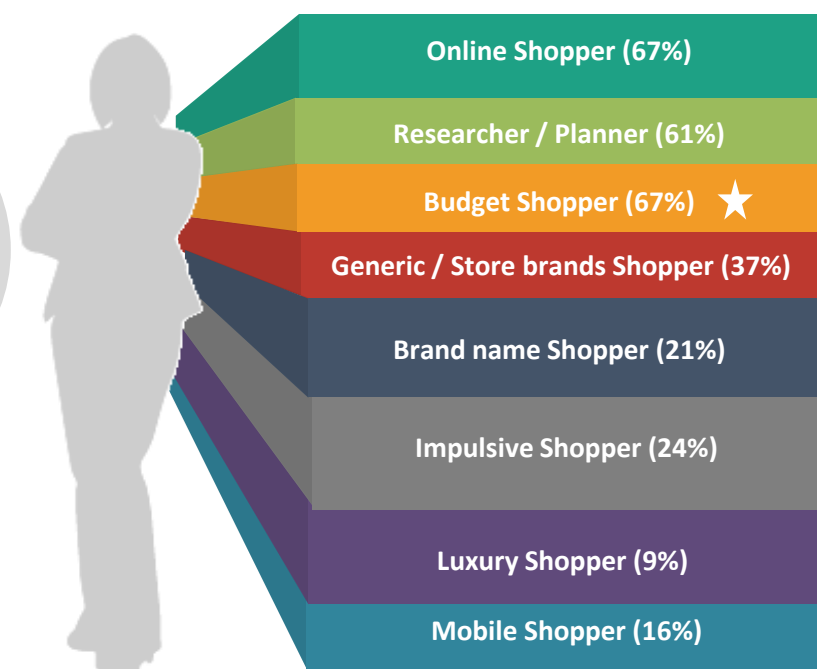
**Consumer Personalities:** LGBT men and women are equally likely to describe themselves as online and mobile shoppers as well as researcher/planner purchasers. Gay and bisexual men are far more likely than lesbian and bisexual women to describe themselves as impulsive shoppers, luxury shoppers and brand name shoppers.

Which words or statements best describe your purchasing/consumer personality? (Please mark all that apply.)

*Among Gay and Bisexual Men*



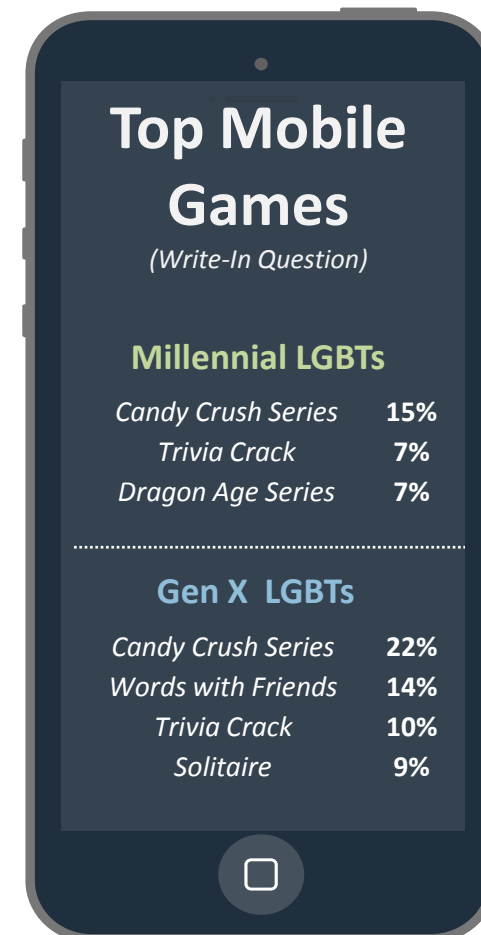
*Among Lesbians and Bisexual Women*



**Digital Games:** Lesbian and bisexual women are strong gamers across all generations, while Millennial gay and bisexual men are more likely to be gamers compared to older men.

How many hours each day do you play games on a console, phone, tablet or computer (total for all devices)?

	Millennial Men <small>Yr. 1997-1981</small>	Gen X Men <small>Yr. 1965-1980</small>	Boomer Men <small>Yr. 1946-1964</small>	Millennial Women <small>Yr. 1997-1981</small>	Gen X Women <small>Yr. 1965-1980</small>	Boomer Women <small>Yr. 1946-1964</small>
Average Hours (Daily)	1.5	1.0	0.6	1.1	1.1	1.0
0	44%	53%	66%	48%	49%	47%
1 to 2	37%	36%	29%	39%	40%	42%
3 to 4	12%	8%	3%	10%	8%	8%
5+	7%	3%	2%	3%	3%	1%

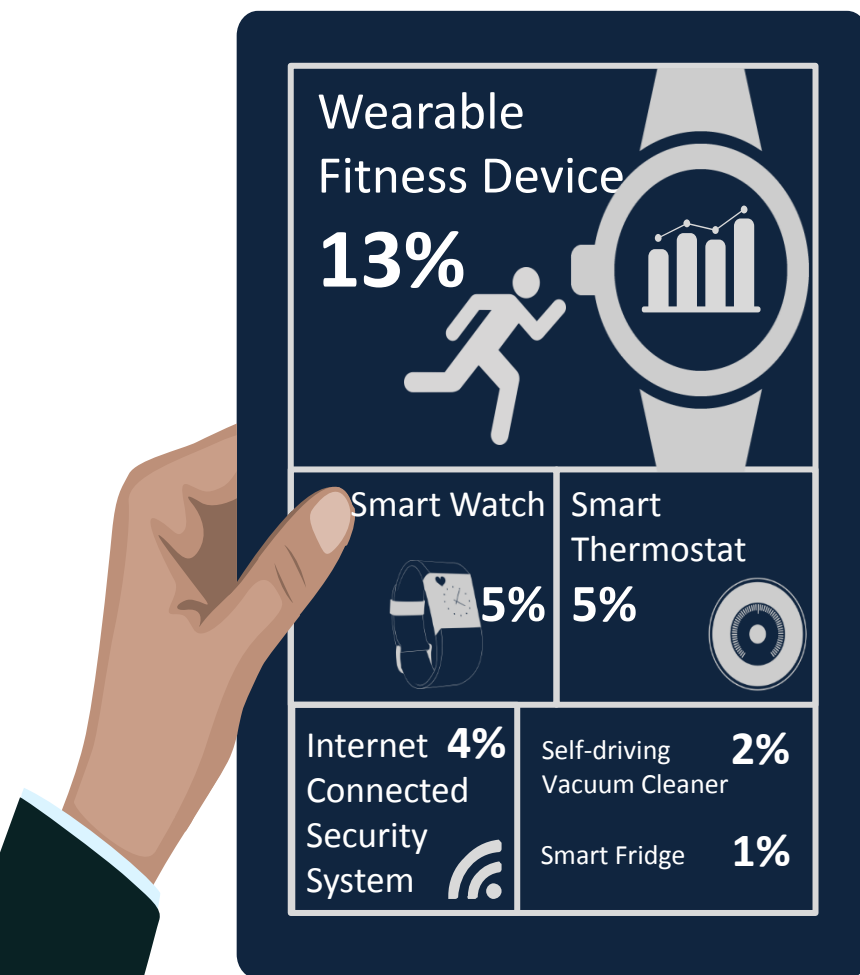


Bases: Millennial Men n=2,723; Gen X Men n=4,282; Boomer Men n=4,442;  
Millennial Women n=966; Gen X Women n=979; Boomer Women n=1,010



**The Internet of Things:** LGBTs are known as “early adopters” of technology such as smart phones and tablets. While the Internet of Things is emerging, we are tracking LGBT purchase and usage trends.

Have you purchased any of these Internet / mobile-enabled devices in the past 12 months? (Please mark all that apply.)



### Wearable Fitness Device Purchasers...

Are Pet Owners 72%

Live in Urban Environments  
(Medium-Big Cities) 68%

Are Online Shoppers 79%

Visit LGBT Websites/Blogs Weekly 71%

Active in Social Media  
(Median) 2 hours / day

**Alcohol Consumption:** Within the LGBT community, urban gay men, age 21 to 28, are the heaviest consumers of alcohol. Within this key demographic, whiskey consumption at least one time per week is increasing compared to vodka, the traditional spirit leader in the LGBT community.

About how many total alcohol drinks have you consumed of each kind in the past 7 days at home, restaurant or bar? (SLIDE ONE OF TWO)

		Gay Men Only (Age 21-28, Urban/Big City Residents)	Millennial Men Yr. 1994-1981 (Age 21+)	Gen X Men Yr. 1965-1980	Boomer Men Yr. 1946-1964	Millennial Women Yr. 1994-1981 (Age 21+)	Gen X Women Yr. 1965-1980	Boomer Women Yr. 1946-1964
Beer	Average #of Drinks	4.0	3.7	2.8	2.0	3.1	2.3	1.6
	% 1+ Drinks	54%	47%	37%	29%	44%	36%	28%
Vodka	Average #of Drinks	3.9	3.1	2.8	2.0	1.2	1.2	0.9
	% 1+ Drinks	48%	40%	37%	27%	24%	21%	17%
Wine	Average #of Drinks	3.5	3.0	2.9	3.2	2.2	1.7	2.1
	% 1+ Drinks	56%	47%	48%	48%	41%	41%	44%
Whiskey	Average #of Drinks	1.9	1.5	0.8	0.4	0.6	0.4	0.2
	% 1+ Drinks	30%	25%	14%	8%	14%	11%	6%
Light Beer	Average #of Drinks	1.7	1.7	1.4	0.9	1.1	1.1	0.6
	% 1+ Drinks	23%	21%	17%	12%	15%	13%	10%
Tequila	Average #of Drinks	1.6	1.1	0.7	0.5	0.5	0.5	0.4
	% 1+ Drinks	33%	23%	17%	13%	15%	13%	11%
Rum	Average #of Drinks	0.9	0.9	0.6	0.5	0.4	0.4	0.3
	% 1+ Drinks	22%	18%	13%	10%	12%	11%	8%

Bases: Gay Men 21-28 Urbanites n=513; Millennial Men n=2,700; Gen X Men n=4,489;  
Boomer Men n=4,876; Millennial Women n=1,011; Gen X Women n=926; Boomer Women n=1,123

About how many total alcohol drinks have you consumed of each kind in the past 7 days at home, restaurant or bar?  
(SLIDE TWO OF TWO)

		Gay Men Only (Age 21-28, Urban/Big City Residents)	Millennial Men Yr. 1994-1981 (Age 21+)	Gen X Men Yr. 1965-1980	Boomer Men Yr. 1946-1964	Millennial Women Yr. 1994-1981 (Age 21+)	Gen X Women Yr. 1965-1980	Boomer Women Yr. 1946-1964
Gin	Average #of Drinks	0.9	0.7	0.6	0.7	0.3	0.2	0.3
	% 1+ Drinks	18%	13%	11%	11%	7%	5%	6%
Bourbon	Average #of Drinks	0.7	0.7	0.7	0.6	0.3	0.3	0.2
	% 1+ Drinks	15%	12%	13%	10%	7%	7%	6%
Scotch	Average #of Drinks	0.2	0.3	0.3	0.5	0.1	0.1	0.1
	% 1+ Drinks	7%	6%	6%	7%	3%	4%	3%
Sake	Average #of Drinks	0.2	0.2	0.2	0.1	0.1	0.1	0.1
	% 1+ Drinks	6%	5%	4%	3%	3%	3%	3%
Brandy	Average #of Drinks	0.2	0.2	0.1	0.1	0.1	0.1	0.1
	% 1+ Drinks	4%	4%	3%	3%	2%	2%	3%

## FOR MORE INFORMATION:

CMI's highly specialized services are based on 25 years of dedicated experience, producing LGBT (lesbian, gay, bisexual, transgender) market intelligence for leading corporate clients and organizations across the country and around the world.

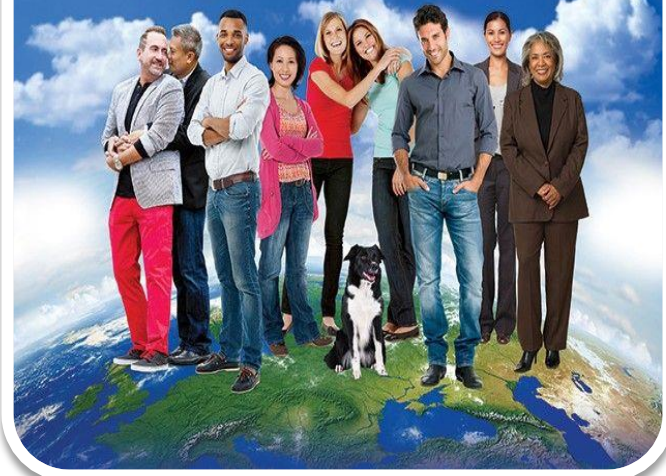
Serving a variety of industries, we leverage our in-house proprietary panel of more than 70,000 community-representative LGBT consumers to produce consumer survey studies, recruit and facilitate focus groups, interviews, etc. Additionally, our team of experts offers strategic consulting and marketing planning based on consumer insight, and we produce custom LGBT research/sales/marketing/best practices corporate training and conference presentations.

**Contact CMI to learn more about custom research, analysis and reporting on the variety of topics explored in our LGBT consumer studies, including:**

- Financial Outlook
- Purchasing Behavior
- Media Consumption
- Living Environment
- Terminology
- LGBT Social / Peer Circles
- Brand 'LGBT friendliness'
- Social Concerns
- Technology
- Segments Within LGBT
- Travel Behavior
- Motivations
- Sports and Recreation
- Social Media Habits
- Product Categories
- **Custom Surveys, Focus Groups, In-Depth Interviews and other research methodologies**

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Let us help you better understand your opportunities, grow your LGBT market share, and improve return on investment.



## Community Marketing & Insights

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







## ABOUT CMI'S LGBT RESEARCH PRACTICE

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

Market research studies and resulting insights and action items are meant to help marketers understand the LGBT 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 LGBT 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 LGBT 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 LGBT. For example, CMI was able to recruit for projects needing 1,200 men living with HIV, 200 LGBT 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 LGBT 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 LGBT-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 LGBT community.

### CMI'S PANEL CONSISTS OF OVER 70,000 SELF-IDENTIFYING LGBT COMMUNITY MEMBERS, WHICH INCLUDES:

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

### IN THE UNITED STATES, THE PANEL HAS SIGNIFICANT NUMBERS IN EVERY LGBT SEGMENT

- Over 20,000 lesbian and bisexual women
- Over 30,000 gay and bisexual men
- 3,000 transgender community members
- 5,000 bisexual community members
- 5,000 with income over \$150,000
- 5,000 with income below \$25,000
- 15,000 representing LGBT communities of color
- 15,000 LGBT 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 LGBT parents with a child under 18 living at home
- 8,000 legally married same-sex couples
- Experience with LGBT youth research (in partnership with an institution and IRB approval)

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

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



## CONTACT US

Visit [www.CMI.info](http://www.CMI.info), email [research@CommunityMarketingInc.com](mailto:research@CommunityMarketingInc.com), or call +1 415-437-3800

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



# 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.*

## 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.

*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*