17th Annual LGBT Travel Survey

Community Marketing, Inc.

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17th Annual LGBT Travel Survey
October 2012
About

Community Marketing & Insights

- San Francisco-based, LGBT Owned/Operated company founded in 1992 serves clients throughout the USA, Canada, Europe, Australia and Japan
- 20+ years of consumer research, strategic consulting, marketing planning, communications, and training services
- Conducted research and provided strategic consulting for leading brands, including Prudential Financial, Wells Fargo Bank, Union Bank, Gallo Wineries, ABSOLUT, Miller/Coors, Hyatt, Starwood, Kimpton Hotels, LA Inc., Las Vegas CVA, Fort Lauderdale, Philadelphia, Stockholm Tourist Board, Switzerland Tourism, Japan National Tourism Organization, Travelocity; plus Prudential, Target Brands, American Cancer Society, Kaiser Family Foundation, the US Census Bureau, US HUD and many more...
17th Annual LGBT Travel Survey

Who Did We Talk To?

• These initial findings are based on responses from over 5,700 respondents in the U.S. collected as of October 2012

• Respondents were recruited from CMI’s proprietary research panel.

• A chance of winning one of five $100 cash prizes was used as an incentive

• This summary focuses on only some of the highlights of this year’s survey; contact us for in-depth results and custom analysis

How Did We Talk To Them?

• 15 minute online survey conducted in September - October 2012

• Our survey was made available through an email invitation to survey panelists, as well as on the websites, email lists and social media of our partners

• Importantly, our sample reflects the readership/membership of this broad range of LGBT focused media outlets, organizations and events. This means that the results summarized here are highly representative of consumers who are interacting with the LGBT community.
17th Annual LGBT Travel Survey
Part 1:
LGBT Travel Coming Out of the Recession
About a third of both gay men and lesbians *increased* their overall travel in the past year. The overall travel trend over the past 12 months was somewhat positive.

**Travel in Past 12 Months vs. Prior Year**

<table>
<thead>
<tr>
<th>Travel Category</th>
<th>Gay Men</th>
<th>Lesbians</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Travel</td>
<td>32%</td>
<td>45%</td>
</tr>
<tr>
<td>Leisure/Vacation/Holiday Travel</td>
<td>30%</td>
<td>48%</td>
</tr>
<tr>
<td>Business Travel</td>
<td>29%</td>
<td>41%</td>
</tr>
<tr>
<td># of flights taken</td>
<td>33%</td>
<td>41%</td>
</tr>
<tr>
<td># of nights in hotels</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td># of local/staycations</td>
<td>25%</td>
<td>57%</td>
</tr>
</tbody>
</table>

Comparing your travel during the past 12 months to your travel in the year before that, did you travel more, about the same, or less than the previous year?

Gay men n = 4,059; Lesbians n = 1,247
Comparing 2012 at 2011 results, LGBT travel seems to be slowly recovering over time since the start of the recession.

Travel in Past 12 Months vs. Prior Year

Comparing your travel during the past 12 months to your travel in the year before that, did you travel more, about the same, or less than the previous year?

Total US LGBT n=5,784
Overall, LGBT travel has increased by one trip in the past 12 months, compared to the 2011 survey results.

**Average # Trips, Past 12 Months**

- **Leisure Trips**
  - Total USA LGBT: 4.7
  - Gay men: 3.7
  - Lesbians: 3.2

- **Business Trips**
  - Total USA LGBT: 3.2
  - Gay men: 2.7
  - Lesbians: 2.1

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How many total trips did you take in the past 12 months, where you stayed in paid accommodations at least one night?  
Total USA LGBT n=5,784; Gay men n=4,059; Lesbians n=1,247
17th Annual LGBT Travel Survey
Part 2:
Travel Motivations, Trends & Frequency
Kind of traveler? Two-thirds of LGBTs say they are warm weather travelers
- ‘Urban core’ travel is more associated with gay men
- More lesbians say they are into outdoor activities and family travel

What kind of traveler are you?

- Warm weather
  - Gay Men: 67%
  - Lesbians: 54%

- Culture (museums, heritage, etc.)
  - Gay Men: 54%
  - Lesbians: 53%

- Beach destinations
  - Gay Men: 49%
  - Lesbians: 51%

- Restaurants, wine and cuisine
  - Gay Men: 46%
  - Lesbians: 46%

- Urban core activities
  - Gay Men: 46%
  - Lesbians: 46%

- LGBT destinations
  - Gay Men: 46%
  - Lesbians: 43%

- Entertainment (concerts, theater, etc.)
  - Gay Men: 42%
  - Lesbians: 42%

- Economy / budget
  - Gay Men: 41%
  - Lesbians: 43%

- Outdoor / active adventure
  - Gay Men: 32%
  - Lesbians: 42%

- Resort / spa
  - Gay Men: 29%
  - Lesbians: 31%

- Luxury
  - Gay Men: 24%
  - Lesbians: 27%

- Mainstream festivals/events
  - Gay Men: 21%
  - Lesbians: 24%

- LGBT parties / events
  - Gay Men: 21%
  - Lesbians: 24%

- Winter / ski
  - Gay Men: 9%
  - Lesbians: 12%

- Family travel (with kids)
  - Gay Men: 7%
  - Lesbians: 18%
When asked about their last vacation, most LGBTs traveled for rest and relaxation. A combination of traditional urban activities scored well, but no specific urban activity far out rated others.

### What were your main interests when traveling to your most recent destination?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Gay Men</th>
<th>Lesbians</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rest, relaxation</td>
<td>57%</td>
<td>58%</td>
</tr>
<tr>
<td>Visiting friends or relatives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Culture, arts, heritage, religion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food and/or wine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LGBT bars, clubs, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sun, beach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment, nightlife, gaming, gambling, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Romance with partner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature, the environment, adventure, hiking, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LGBT festivals, fairs and other events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting locals</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What were your main interests when traveling to your most recent destination? Gay men n= 4,059; Lesbians n= 1,247
Summertime is the most popular travel season for both groups. However, LGBT travel is relatively disbursed across months of the year.

In the past 12 months, in which month(s) did you travel on vacation/holiday?

<table>
<thead>
<tr>
<th>Month</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gay Men</td>
<td>27%</td>
<td>25%</td>
<td>28%</td>
<td>27%</td>
<td>33%</td>
<td>37%</td>
<td>37%</td>
<td>39%</td>
<td>35%</td>
<td>26%</td>
<td>24%</td>
<td>29%</td>
</tr>
<tr>
<td>Lesbians</td>
<td>20%</td>
<td>23%</td>
<td>27%</td>
<td>25%</td>
<td>29%</td>
<td>36%</td>
<td>35%</td>
<td>38%</td>
<td>36%</td>
<td>25%</td>
<td>21%</td>
<td>24%</td>
</tr>
</tbody>
</table>

How many total trips did you take in the past 12 months, where you stayed in paid accommodations at least one night?
Total USA LGBT n=5,784; Gay men n= 4,059; Lesbians n= 1,247
79% of LGBTs in the U.S. hold a valid passport. 51% of these passport holders used their passport to travel to another country in the past year; gay men slightly higher compared to lesbians.

Did you use your passport in the last 12 months? Total USA LGBT n=5,784; Gay men n= 4,059; Lesbians n= 1,247  Passport holders n= 4,548.
Returning to a favorite place is the leading motivator for selecting a destination; but LGBT-friendly reputation can’t be discounted.

What got you interested in visiting your most recent travel destination?

- Return to favorite destination: Gay Men 37%; Lesbians 43%
- To attend an event: Gay Men 30%; Lesbians 26%
- “LGBT-friendly” reputation: Gay Men 21%; Lesbians 26%
- Recommendation from LGBT friend or family: Gay Men 17%; Lesbians 13%
- Recommendation from straight friend or family: Gay Men 15%; Lesbians 11%
- Visited the destination’s LGBT website: Gay Men 8%; Lesbians 5%
- Traveler review websites like Trip Advisor or GayCities: Gay Men 8%; Lesbians 7%
- Visited destination’s mainstream website: Gay Men 7%; Lesbians 6%
- Article in LGBT print or internet media: Gay Men 5%; Lesbians 3%
- LGBT print ad (magazine, newspaper, guidebook, map): Gay Men 3%; Lesbians 3%

What got you interested in traveling to (destination)? Gay men n=4,059; Lesbians n=1,247
Among a variety of consumer products and services, an “LGBT friendly” reputation influences travel purchases in particular.

**Impact of destination’s or company’s “LGBT-friendliness” on decision-making**

(Past 12 months) 5 pt. scale, Top 2 box summary

- **Retail store choice**
  - Gay Men: 44%
  - Lesbians: 43%

- **Destination(s) I visited on vacation**
  - Gay Men: 39%
  - Lesbians: 33%

- **Hotel choice and purchase**
  - Gay Men: 33%
  - Lesbians: 31%

- **Vodka choice and purchase**
  - Gay Men: 23%
  - Lesbians: 14%

- **Airline choice and purchase**
  - Gay Men: 21%
  - Lesbians: 20%

- **Online travel agency purchase**
  - Gay Men: 19%
  - Lesbians: 15%

- **Cruise line choice and purchase**
  - Gay Men: 19%
  - Lesbians: 18%

- **Insurance choice and purchase**
  - Gay Men: 18%
  - Lesbians: 15%

- **New bank account**
  - Gay Men: 16%
  - Lesbians: 15%

- **Rental car choice and purchase**
  - Gay Men: 12%
  - Lesbians: 12%

In the past 12 months, how much did a destination’s or company’s “LGBT-friendliness” (advertising, sponsorships, political support, etc.) favorably influence your actual purchases? Gay men n= 4,059; Lesbians n= 1,247
Location and price are prime motivators for hotel selection. LGBT reputation ranks third.

What motivated you to choose your most recent hotel compared to others?

- Location of hotel in destination: Gay Men 30%, Lesbians 33%
- Found a good rate on the internet: Gay Men 31%, Lesbians 30%
- "LGBT-friendly" reputation: Gay Men 17%, Lesbians 23%
- Return to favorite hotel: Gay Men 14%, Lesbians 22%
- Visited hotel's website: Gay Men 15%, Lesbians 18%
- Recommendation from LGBT friend or family: Gay Men 9%, Lesbians 11%
- Loyalty program of hotel group: Gay Men 7%, Lesbians 11%
- Traveler review websites like Trip Advisor or Gay Cities: Gay Men 9%, Lesbians 11%
- Found a good rate another way: Gay Men 8%, Lesbians 8%
- Recommendation from straight friend or family: Gay Men 7%, Lesbians 8%
- The hotel has an LGBT website: Gay Men 4%, Lesbians 7%

Percentage that indicate that they stay in LGBT-friendly hotels for leisure travel all or most of the time:
- Gay Men: 46%
- Lesbians: 42%

What motivated you to choose this most recent hotel? Gay men n= 4,059; Lesbians n= 1,247
17th Annual LGBT Travel Survey

Part 3:
Research, Booking & Purchasing
LGBT media ads are important sources of travel information for gay men and lesbians, right behind word-of-mouth and travel websites.

Which of the following did you use in the past 12 months to obtain information about travel services or companies?

- Referrals (friends/family)
  - Gay Men: 54%
  - Lesbians: 49%

- Online travel sites
  - Gay Men: 41%
  - Lesbians: 36%

- LGBT media ads
  - Gay Men: 37%
  - Lesbians: 38%

- Travel service provider website (hotel/car rental)
  - Gay Men: 25%
  - Lesbians: 23%

- Traveler review sites
  - Gay Men: 24%
  - Lesbians: 20%

- Mainstream travel guidebooks
  - Gay Men: 21%
  - Lesbians: 17%

- Travel magazine ads
  - Gay Men: 20%
  - Lesbians: 20%

- Mobile websites or apps
  - Gay Men: 19%
  - Lesbians: 20%

- LGBT travel guidebooks
  - Gay Men: 13%
  - Lesbians: 17%

- Mainstream newspaper ads
  - Gay Men: 19%
  - Lesbians: 17%

- Facebook, Twitter, other social media
  - Gay Men: 16%
  - Lesbians: 10%

- Desination promotional websites
  - Gay Men: 19%
  - Lesbians: 17%

- Television shows
  - Gay Men: 18%
  - Lesbians: 10%

Which of the following did you use in the past 12 months to obtain information about travel services or companies?

Gay men n= 4,059; Lesbians n= 1,247
When making travel decisions, about 1 in 4 LGBTs have been influenced by information and feedback found in social media.

Made Travel Decisions Based on Social Media
(last 12 months)

In the past 12 months, have you made any leisure travel decisions based primarily on research or feedback received on a social media/networking website? Gay men n= 4,059; Lesbians n= 1,247
Booking online directly with a hotel or airline is by far the most common booking method. LGBTs view on average three websites before making a purchasing decision.

How did you purchase your most recent vacation?

- Website directly with airline/hotel: 57% (52%) for gay men; 52% (49%) for lesbians
- Online travel agency: 25% (21%) for gay men; 21% (18%) for lesbians
- Calling airline / hotel: 9% (9%) for gay men; 9% (8%) for lesbians
- Used 'miles' or points: 6% (4%) for gay men; 4% (3%) for lesbians
- Calling / visiting local retail travel agency: 4% (3%) for gay men; 3% (2%) for lesbians
- Calling / visiting group tour or cruise operator: 1% (2%) for gay men; 2% (3%) for lesbians

Avg. # sites compared before booking:
- Gay Men: 3.0
- Lesbians: 3.5

*Most recent trip
LGBTs belong to airline, hotel rewards programs in large numbers. Gay men are somewhat more likely to belong.

Loyalty & Rewards Programs

Belong to an airline frequent flyer program [s]  
Gay: 71%  
Lesbians: 66%

Belong to a hotel guest loyalty program[s]  
Gay: 62%  
Lesbians: 56%

How many airline frequent flyer program(s) or hotel guest loyalty program(s) do you belong to? 
Total: Gay men n= 4,059; Lesbians n= 1,247
Most LGBTs belong to multiple airline and hotel loyalty programs.

Of those enrolled in loyalty programs, number of different airlines/hotels with membership

Belong to an airline frequent flyer program(s)

One • 32%  
Two • 26%  
Three • 19%  
Four+ • 23%

Belong to a hotel guest loyalty program(s)

One • 32%  
Two • 30%  
Three • 17%  
Four+ • 21%

How many airline frequent flyer program(s) or hotel guest loyalty program(s) do you belong to?
Total USA LGBT n=3,928 for airlines and 3,402 for hotels.
Gay men are somewhat more likely than lesbians to redeem airline miles for free tickets

In the past year, have you redeemed any miles or points for any of the following?

- A free ticket on an airline: Gay Men 26%, Lesbians 20%
- A free hotel/resort stay: Gay Men 11%, Lesbians 14%
- An upgrade on an airline: Gay Men 11%, Lesbians 7%
- An upgrade in a hotel/resort: Gay Men 7%, Lesbians 5%
- A merchandise reward: Gay Men 7%, Lesbians 7%
- An upgrade on a rental car: Gay Men 5%, Lesbians 6%
- A free rental car: Gay Men 4%, Lesbians 4%

How many total trips did you take in the past 12 months, where you stayed in paid accommodations at least one night?
Total USA LGBT n=5,784; Gay men n= 4,059; Lesbians n= 1,247
17th Annual LGBT Travel Survey

Part 4:
Destination Ranking & Hotel Brand Recall
### 2012 Leisure + Business U.S. Traveler Destination Rankings

**All LGBT**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>% Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New York City, NY</td>
<td>29%</td>
</tr>
<tr>
<td>2</td>
<td>Chicago, IL</td>
<td>23-24%</td>
</tr>
<tr>
<td>2</td>
<td>San Francisco, CA</td>
<td>23-24%</td>
</tr>
<tr>
<td>4</td>
<td>Las Vegas, NV</td>
<td>20-21%</td>
</tr>
<tr>
<td>4</td>
<td>Los Angeles / West Hollywood, CA</td>
<td>20-21%</td>
</tr>
<tr>
<td>4</td>
<td>Washington, DC</td>
<td>20-21%</td>
</tr>
<tr>
<td>7</td>
<td>Boston, MA</td>
<td>14-15%</td>
</tr>
<tr>
<td>8</td>
<td>Ft. Lauderdale/Wilton Manors, FL</td>
<td>12-13%</td>
</tr>
<tr>
<td>8</td>
<td>San Diego, CA</td>
<td>12-13%</td>
</tr>
<tr>
<td>10</td>
<td>Atlanta, GA</td>
<td>10-11%</td>
</tr>
<tr>
<td>10</td>
<td>Dallas, TX</td>
<td>10-11%</td>
</tr>
<tr>
<td>10</td>
<td>Miami/ South Beach, FL</td>
<td>10-11%</td>
</tr>
<tr>
<td>10</td>
<td>New Orleans, LA</td>
<td>10-11%</td>
</tr>
<tr>
<td>10</td>
<td>Orlando, FL</td>
<td>10-11%</td>
</tr>
<tr>
<td>10</td>
<td>Palm Springs, CA</td>
<td>10-11%</td>
</tr>
<tr>
<td>10</td>
<td>Philadelphia, PA</td>
<td>10-11%</td>
</tr>
<tr>
<td>10</td>
<td>Seattle, WA</td>
<td>10-11%</td>
</tr>
<tr>
<td>18</td>
<td>Denver, CO</td>
<td>8-9%</td>
</tr>
<tr>
<td>18</td>
<td>Hawaii</td>
<td>8-9%</td>
</tr>
<tr>
<td>18</td>
<td>Phoenix, AZ</td>
<td>8-9%</td>
</tr>
<tr>
<td>18</td>
<td>Portland, OR</td>
<td>8-9%</td>
</tr>
<tr>
<td>18</td>
<td>Tampa/St. Petersburg, FL</td>
<td>8-9%</td>
</tr>
</tbody>
</table>

*Note many ties, with % differences within margin of error.*

LGBT USA Participants n = 5,784
### Top Business Travel Destinations – U.S. LGBTs

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>% Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; Tier</td>
<td>Chicago, New York City, Washington, DC</td>
<td>7+%</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Tier</td>
<td>Dallas, Las Vegas, Los Angeles, San Francisco, Washington, DC</td>
<td>5-6%</td>
</tr>
<tr>
<td>3&lt;sup&gt;rd&lt;/sup&gt; Tier</td>
<td>Atlanta, Boston, Denver, Houston, Orlando, Philadelphia, Phoenix, Seattle</td>
<td>3-4%</td>
</tr>
</tbody>
</table>

Total USA LGBT n=5,784
## Gay Men: 2012 Leisure Only U.S. Destination Rankings

**AMONG GAY MEN IN THE U.S.**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>% Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New York City, NY</td>
<td>24%</td>
</tr>
<tr>
<td>2</td>
<td>San Francisco, CA</td>
<td>19%</td>
</tr>
<tr>
<td>3</td>
<td>Chicago, IL</td>
<td>17%</td>
</tr>
<tr>
<td>3</td>
<td>Las Vegas, NV</td>
<td>17%</td>
</tr>
<tr>
<td>5</td>
<td>Los Angeles / West Hollywood, CA</td>
<td>15%</td>
</tr>
<tr>
<td>6</td>
<td>Washington, DC</td>
<td>14%</td>
</tr>
<tr>
<td>7</td>
<td>Ft. Lauderdale/Wilton Manors, FL</td>
<td>13%</td>
</tr>
<tr>
<td>8</td>
<td>Palm Springs, CA</td>
<td>11%</td>
</tr>
<tr>
<td>9</td>
<td>Orlando, FL</td>
<td>10%</td>
</tr>
<tr>
<td>9</td>
<td>San Diego, CA</td>
<td>10%</td>
</tr>
<tr>
<td>9</td>
<td>Boston, MA</td>
<td>10%</td>
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<tr>
<td>9</td>
<td>Miami/ South Beach, FL</td>
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</tr>
<tr>
<td>13</td>
<td>New Orleans, LA</td>
<td>9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>% Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>Atlanta, GA</td>
<td>7%</td>
</tr>
<tr>
<td>14</td>
<td>Denver, CO</td>
<td>7%</td>
</tr>
<tr>
<td>14</td>
<td>Philadelphia, PA</td>
<td>7%</td>
</tr>
<tr>
<td>14</td>
<td>Seattle, WA</td>
<td>7%</td>
</tr>
<tr>
<td>14</td>
<td>Key West / Florida Keys, FL</td>
<td>7%</td>
</tr>
<tr>
<td>14</td>
<td>Hawaii</td>
<td>7%</td>
</tr>
<tr>
<td>20</td>
<td>Dallas, TX</td>
<td>6%</td>
</tr>
<tr>
<td>20</td>
<td>Portland, OR</td>
<td>6%</td>
</tr>
<tr>
<td>20</td>
<td>Tampa/St. Petersburg, FL</td>
<td>6%</td>
</tr>
<tr>
<td>20</td>
<td>Napa County, CA</td>
<td>6%</td>
</tr>
<tr>
<td>20</td>
<td>Provincetown, MA</td>
<td>6%</td>
</tr>
<tr>
<td>20</td>
<td>Sonoma, CA</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Gay men n= 4,059*
Lesbians: 2012 **Leisure Only U.S. Destination Rankings**

**Among Lesbians in the U.S.**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>% Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New York City, NY</td>
<td>16%</td>
</tr>
<tr>
<td>2</td>
<td>San Francisco, CA</td>
<td>15%</td>
</tr>
<tr>
<td>3</td>
<td>Las Vegas, NV</td>
<td>13%</td>
</tr>
<tr>
<td>4</td>
<td>Chicago, IL</td>
<td>12%</td>
</tr>
<tr>
<td>5</td>
<td>Washington, DC</td>
<td>11%</td>
</tr>
<tr>
<td>6</td>
<td>Los Angeles / West Hollywood, CA</td>
<td>10%</td>
</tr>
<tr>
<td>7</td>
<td>Boston, MA</td>
<td>9%</td>
</tr>
<tr>
<td>8</td>
<td>San Diego, CA</td>
<td>9%</td>
</tr>
<tr>
<td>9</td>
<td>Orlando, FL</td>
<td>8%</td>
</tr>
<tr>
<td>10</td>
<td>Atlanta, GA</td>
<td>7%</td>
</tr>
<tr>
<td>10</td>
<td>Seattle, WA</td>
<td>7%</td>
</tr>
<tr>
<td>10</td>
<td>Hawaii</td>
<td>7%</td>
</tr>
<tr>
<td>10</td>
<td>Provincetown, MA</td>
<td>7%</td>
</tr>
<tr>
<td>10</td>
<td>Portland, OR</td>
<td>7%</td>
</tr>
<tr>
<td>15</td>
<td>Palm Springs, CA</td>
<td>6%</td>
</tr>
<tr>
<td>15</td>
<td>Philadelphia, PA</td>
<td>6%</td>
</tr>
<tr>
<td>15</td>
<td>Tampa/St. Petersburg, FL</td>
<td>6%</td>
</tr>
<tr>
<td>15</td>
<td>Napa County, CA</td>
<td>6%</td>
</tr>
<tr>
<td>15</td>
<td>Key West / Florida Keys, FL</td>
<td>6%</td>
</tr>
<tr>
<td>15</td>
<td>Tampa/St. Petersburg, FL</td>
<td>6%</td>
</tr>
<tr>
<td>15</td>
<td>Napa County, CA</td>
<td>6%</td>
</tr>
<tr>
<td>15</td>
<td>Sonoma, CA</td>
<td>6%</td>
</tr>
<tr>
<td>15</td>
<td>Miami/ South Beach, FL</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Lesbians n=1,247*
Leisure Only – Top Destinations by Generation

- New York City, NY: Gen Y 1, Gen X 1, Boomer 1
- San Francisco, CA: Gen Y 2, Gen X 2, Boomer 2
- Las Vegas, NV: Gen Y 3, Gen X 4, Boomer 4
- Chicago, IL: Gen Y 4, Gen X 3, Boomer 3
- Los Angeles / West Hollywood, CA: Gen Y 5, Gen X 5, Boomer 6
- Washington, DC: Gen Y 6, Gen X 8, Boomer 2
- Boston, MA: Gen Y 7, Gen X 9, Boomer 8
- San Diego, CA: Gen Y 8, Gen X 9, Boomer 8
- Miami/ South Beach, FL: Gen Y 9, Gen X 9, Boomer 9
- Orlando, FL: Gen Y 10, Gen X 8, Boomer 10
- Ft. Lauderdale/Wilton Manors, FL: Gen Y 7, Gen X 5, Boomer 10
- Palm Springs, CA: Gen Y 10, Gen X 7, Boomer 10
- Seattle, WA: Gen Y 10, Gen X 8, Boomer 9
- Atlanta, GA: Gen Y 10, Gen X 9, Boomer 10
- Provincetown, MA: Gen Y 10, Gen X 8, Boomer 9
- Philadelphia, PA: Gen Y 10, Gen X 8, Boomer 9

- n=1021
- n=1079
- n=1748
- n=301
- n=345
- n=546
### Top International Travel Leisure Destinations – U.S. LGBTs

<table>
<thead>
<tr>
<th>Destination</th>
<th>% Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>13%</td>
</tr>
<tr>
<td>England</td>
<td>9%</td>
</tr>
<tr>
<td>France</td>
<td>8%</td>
</tr>
<tr>
<td>Mexico</td>
<td>8%</td>
</tr>
<tr>
<td>Spain</td>
<td>7%</td>
</tr>
<tr>
<td>Germany</td>
<td>6%</td>
</tr>
<tr>
<td>Italy</td>
<td>6%</td>
</tr>
<tr>
<td>Montreal, Canada</td>
<td>5%</td>
</tr>
<tr>
<td>Toronto, Canada</td>
<td>5%</td>
</tr>
<tr>
<td>Vancouver, Canada</td>
<td>5%</td>
</tr>
<tr>
<td>Australia</td>
<td>4%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>4%</td>
</tr>
<tr>
<td>Puerto Vallarta, Mexico</td>
<td>4%</td>
</tr>
<tr>
<td>Cancun, Mexico</td>
<td>3%</td>
</tr>
<tr>
<td>Greece</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Destination</th>
<th>% Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thailand</td>
<td>3%</td>
</tr>
<tr>
<td>Austria</td>
<td>2%</td>
</tr>
<tr>
<td>Belgium</td>
<td>2%</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>2%</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>2%</td>
</tr>
<tr>
<td>Denmark</td>
<td>2%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>2%</td>
</tr>
<tr>
<td>Puerto Rico</td>
<td>2%</td>
</tr>
<tr>
<td>Singapore</td>
<td>2%</td>
</tr>
<tr>
<td>Sweden</td>
<td>2%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>2%</td>
</tr>
<tr>
<td>Turkey</td>
<td>2%</td>
</tr>
<tr>
<td>Victoria, Canada</td>
<td>2%</td>
</tr>
<tr>
<td>US Virgin Islands</td>
<td>2%</td>
</tr>
</tbody>
</table>

Total USA LGBT n=5,784
# Top Travel Leisure Destinations – Canadian LGBTs

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>% Visited</th>
<th>Rank</th>
<th>Destination</th>
<th>% Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Montreal</td>
<td>25%</td>
<td>11</td>
<td>Victoria</td>
<td>8%</td>
</tr>
<tr>
<td>1</td>
<td>Toronto</td>
<td>25%</td>
<td>11</td>
<td>Whistler</td>
<td>8%</td>
</tr>
<tr>
<td>3</td>
<td>Vancouver</td>
<td>17%</td>
<td>15</td>
<td>Los Angeles / West Hollywood, CA</td>
<td>7%</td>
</tr>
<tr>
<td>4</td>
<td>New York City, NY</td>
<td>16%</td>
<td>15</td>
<td>Halifax</td>
<td>7%</td>
</tr>
<tr>
<td>5</td>
<td>Seattle</td>
<td>12%</td>
<td>17</td>
<td>Ft. Lauderdale/Wilton Manors, FL</td>
<td>6%</td>
</tr>
<tr>
<td>5</td>
<td>Calgary</td>
<td>12%</td>
<td>17</td>
<td>Miami/ South Beach, FL</td>
<td>6%</td>
</tr>
<tr>
<td>7</td>
<td>Las Vegas, NV</td>
<td>11%</td>
<td>17</td>
<td>Puerto Vallarta, Mexico</td>
<td>6%</td>
</tr>
<tr>
<td>7</td>
<td>Ottawa</td>
<td>11%</td>
<td>21</td>
<td>Hawaii</td>
<td>5%</td>
</tr>
<tr>
<td>7</td>
<td>San Francisco, CA</td>
<td>11%</td>
<td>21</td>
<td>Orlando, FL</td>
<td>5%</td>
</tr>
<tr>
<td>10</td>
<td>Banff</td>
<td>9%</td>
<td>21</td>
<td>Spain</td>
<td>5%</td>
</tr>
<tr>
<td>11</td>
<td>England</td>
<td>8%</td>
<td>21</td>
<td>Washington, DC</td>
<td>5%</td>
</tr>
<tr>
<td>11</td>
<td>Quebec City</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Canadian LGBT’s n= 515**
Business Travel

• LGBTs are frequent business travelers
• Gay men are somewhat more likely to book their own travel and be loyal to LGBT-friendly hotels

Business Travel Summary

Do you travel for business?  

<table>
<thead>
<tr>
<th></th>
<th>Gay Men</th>
<th>Lesbians</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book some or all of my own business travel</td>
<td>73%</td>
<td>65%</td>
</tr>
<tr>
<td>Stay in LGBT-friendly hotels most of the time for business</td>
<td>43%</td>
<td>37%</td>
</tr>
<tr>
<td>10+ nights away on business in past year</td>
<td>42%</td>
<td>30%</td>
</tr>
<tr>
<td>Attended a 'mainstream' convention, past 12 months</td>
<td>66%</td>
<td>68%</td>
</tr>
<tr>
<td>Attended a LGBT convention, past 12 months</td>
<td>15%</td>
<td>17%</td>
</tr>
</tbody>
</table>

*Business travel; Gay men n= 4,059; Lesbians n= 1,247*
LGBTs mentioned several hotel brands as being especially LGBT-friendly. While no single brand was mentioned by more than 18% of respondents, the top five represent 66% of the responses.

Of all the hotel brands or chains in the world, which chain/brand does the best job outreaching to the LGBT community? (open-ended write in responses)

**Rank by Total Response**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Total Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hilton</td>
<td>18%</td>
</tr>
<tr>
<td>KIMPTON hotels &amp; restaurants</td>
<td>15%</td>
</tr>
<tr>
<td>Marriott</td>
<td>14%</td>
</tr>
<tr>
<td>W HOTELS</td>
<td>12%</td>
</tr>
<tr>
<td>HYATT</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Rank by Response / Number of Hotel Properties**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Number of Hotels</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIMPTON hotels &amp; restaurants</td>
<td>60 hotels</td>
</tr>
<tr>
<td>W HOTELS</td>
<td>60 hotels</td>
</tr>
<tr>
<td>Hilton</td>
<td>500 hotels</td>
</tr>
<tr>
<td>Marriott</td>
<td>500 hotels</td>
</tr>
<tr>
<td>HYATT</td>
<td>450 hotels</td>
</tr>
</tbody>
</table>

Total USA LGBT n=3,115
By far, San Francisco is mentioned most often as the LGBT-friendly destination.

When you think about "LGBT-friendly" destinations in the world, what are the three that first come to mind?

(open-ended write in responses)

Total USA LGBT n=5,131
Provincetown, Key West and Palm Springs have big reputations for the size of their communities.

When you think about "LGBT-friendly" destinations in the world, what are the three that first come to mind?

(open-ended write in responses)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Provincetown (15%)</td>
<td>5,000</td>
</tr>
<tr>
<td>2</td>
<td>Key West (13%)</td>
<td>25,000</td>
</tr>
<tr>
<td>3</td>
<td>Palm Springs (7%)</td>
<td>50,000</td>
</tr>
<tr>
<td>4</td>
<td>San Francisco (73%)</td>
<td>800,000</td>
</tr>
<tr>
<td>5</td>
<td>Amsterdam (14%)</td>
<td>800,000</td>
</tr>
<tr>
<td>6</td>
<td>Chicago (20%)</td>
<td>2,700,000</td>
</tr>
<tr>
<td>7</td>
<td>New York (38%)</td>
<td>8,200,000</td>
</tr>
<tr>
<td>8</td>
<td>Toronto (7%)</td>
<td>2,600,000</td>
</tr>
</tbody>
</table>

LGBT USA Participants n=5,784
17th Annual LGBT Travel Survey

Part 5:
Featured International LGBT Travel: South America
Approximately 3% of North American LGBTs visited South American destinations in the past year, which is more than double the number of “general population” visitors from North America.

Of the 3% of total U.S. & Canada LGBTs traveled to South America over the past 12 months for leisure or business (often for both purposes).

**Leisure Travel**
- **ECUADOR**: 11%
- **PERU**: 21%
- **CHILE**: 10%
- **ARGENTINA**: 30%
- **BRAZIL**: 26%

**Business Travel**
- **ECUADOR**: 5%
- **PERU**: 5%
- **CHILE**: 8%
- **ARGENTINA**: 11%
- **BRAZIL**: 18%

*Among those who traveled to South America among US and Canada respondents n=186*
Most South America LGBT travelers came from CA and FL; most say they are attracted by warm weather, culture, food & wine and beaches.

Where Are They From?

- California: 24%
- Florida: 11%
- New York: 9%
- Texas: 9%
- Illinois: 6%

What Kind of Traveler Are You?

- Warm weather: 66%
- Culture: 66%
- Urban core activities: 58%
- Restaurants, food/wine: 57%
- Beach destinations: 56%
- LGBT destinations: 50%
- Entertainment: 43%
- Outdoor / active adventure: 41%
- Luxury: 38%
- Economy / budget: 34%
- Resort / spa: 31%
- Mainstream festivals/events: 25%
- Winter / ski: 20%
- LGBT parties / events: 17%

Among those who traveled to South America among US and Canada respondents n=171
Connect with us to learn even more...

Community Marketing has helped business leaders understand and successfully connect with the lesbian, gay, bisexual and transgender (LGBT) communities since 1992.
Welcome!

Thomas Roth, President
Community Marketing, Inc.
584 Castro St. #834, San Francisco, CA 94114 USA
Tel +1 415/437-3800 • Fax +1 415/552-5104
tom@CommunityMarketingInc.com

Community Marketing, Inc. is an NGLCC Certified LGBT Owned Business Enterprise.
About **Community Marketing & Insights**: The facts are plain: As a “niche market segment,” gay men and lesbians have a significant amount of disposable income. Most critically, their dollars go to product and service suppliers that recognize their unique buying motivations and preferences, and offer them differentiated value.

Community Marketing, Inc. (CMI) has been helping a wide variety of industry leaders master the subtleties of this market since 1992. Our unique and specialized services are based on 20+ years of experience and case studies, and include market research (online surveys, focus groups, intercepts, interviews, advisory boards, etc.), with our proprietary panel of 70,000+ LGBT consumers; strategic consulting; marketing planning, and marketing plan implementation/management. We produce custom, on-site training sessions, develop conferences, symposia and webinars, and speak at industry events.

Whether your organization is just learning about the market, or is updating its strategy, **Community Marketing & Insights** can accelerate your plans, reduce your risks and deliver measurable results. Because the LGBT community comprises a “slice” of the world’s population, there is no singular “gay market.” You’ll find singles, couples and families in every age and ethnicity. And you’ll find a world of diverse interests. CMI’s proven, powerful portfolio of services helps deliver your targeted markets.

**Community Marketing & Insights** has earned its position as the global leader in LGBT market research and development. Through the company’s tireless efforts, “doors have opened” around the world for gay and lesbian consumers. We have helped grow LGBT market recognition through research, media relations and education; and have brought opportunities to many of the world’s leading marketers.

**CMI Community Marketing & Insights** projects and training include:

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

*And many others*
SAMPLE DEMOGRAPHICS OF USA LGBT PANELISTS

44 MEDIAN AGE
41% LIVE WITH PARTNER
62% COLLEGE GRADUATES
91% IN WORK FORCE ARE EMPLOYED
74% HHI >$50K
6% PURCHASED A HOME IN THE PAST 12 MONTHS
8% PLAN TO PURCHASE A HOME IN THE NEXT 12 MONTHS
37% PURCHASED A SMARTPHONE IN THE PAST 12 MONTHS
23% PLAN TO PURCHASE A SMARTPHONE IN THE NEXT 12 MONTHS
40% DRINK WINE WEEKLY
46% DRINK BEER WEEKLY
48% DRINK SPIRITS OR COCKTAILS WEEKLY

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

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

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

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

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

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

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

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

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

Learn more on our website, www.communitymarketinginc.com

Community Marketing, Inc., 584 Castro St. #834, San Francisco CA 94114 USA • 415/437-3800
LGBT Market Research:  
*There is a difference!*

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

**WHO ARE YOU TALKING TO?**

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

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

**IN RESEARCH, SIZE DOES MATTER.**

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

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

**DIVERSITY: THERE IS NO “LGBT MARKET”**

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

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

continues...
TWO SIDES OF THE COIN: QUANTITATIVE AND QUALITATIVE

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

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

WE DON’T OUTSOURCE!

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

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

TRUSTED

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

PROUDLY LGBT-OWNED AND -OPERATED

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

COMMUNITY CITIZENSHIP

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

VALUE

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