

## The LGBT Market Research Leaders - Hands Down

Tap the world's largest LGBT panel for actionable market and policy research

### Understanding Attitudes and Behaviors of the LGBT Population

It's a simple matter of economics and expanding consumer visibility. The discretionary spending of gays and lesbians grows year over year, along with their presence in the workplace and marketplace. Recent estimates gauged the gay consumer market with more than \$743 billion in buying power in 2010.\*

Researchers today estimate that between 6 and 7 percent of the US population self-identify as lesbian, gay, bisexual and/or transgender (LGBT).

Companies are increasingly aware of the presence of lesbians and gays as consumers, shareholders, employees and business owners. Competition among companies also has turned this awareness into creative marketing possibilities – underscoring the urgency for credible market research. Without question, marketers are taking a closer look at the 16-plus million self-identified LGBT Americans (and at times, their families and friends) and learning important new details about brand loyalty and customer preferences, as well as the value, size, and characteristics of this long overlooked and under-served population.

### How Do We Do This?

The biggest obstacle many researchers encounter is to secure valid samples that provide actionable data reflecting a fuller picture of this population. *It is critical to understand how samples are captured and whether they can accurately mirror the target you seek.*

We start by taking the time to fully understand your objectives and then determine the best way to meet those requirements. Using quantitative and qualitative research, traditional and Internet-based methods, we provide you with information you can act on.

Harris Interactive uses both traditional and web-based technologies to present an up-close-and-personal understanding of the LGBT consumer market. Having created the largest and most sophisticated online specialty panel of self-identified LGBT participants – all confirmed, double opt-in participants recruited from diverse sources – our cutting-edge technology, and our strong partnerships, we not only gather accurate data faster and more cost effectively but also conduct research never before possible.

*\*Packaged Facts/Witeck-Combs Communications*



#### Related Products

**Harris Poll® LGBTQuery**  
An online omnibus survey from a sample of the U.S. LGBT population.

**LGBT Travel Study**  
Helps the travel and tourism industries understand what it means to be gay-friendly

In partnership with:



## The LGBT Market Research Leaders

Harris Interactive believes, based on experience, that sound LGBT marketing and communications strategies are based on an accurate analysis of identifiable subsets of the LGBT market - not overblown demographic assumptions or stereotypes about the entire population.

That's why in 2000 we partnered with Witeck-Combs Communications, the nation's premier strategic marketing communications and public relations firm with unmatched expertise in the LGBT community. For the past 17 years, Witeck-Combs has pioneered strategic communications and marketing consulting in the LGBT market for many Fortune 500 brands.

Together, Harris Interactive and Witeck-Combs Communications offer clients greatest depth of expertise and experience in the LGBT segment. Why don't you put their knowledge to work for you?

### Contact Us

If you are interested in the LGBT market, Harris Interactive is the place to come for answers. We have the experience you can trust to better understand and market to these populations.

To learn more, please call **877.919.4765** or visit our website at [www.harrisinteractive.com](http://www.harrisinteractive.com)

For more information on our strategic partner Witeck-Combs Communications, please visit [www.witeckcombs.com](http://www.witeckcombs.com) or call **202.887.0500 Ext. 14**



The key to remember when marketing to these segments is that your marketing messages may influence your general marketing strategy. This is what marketers find most appealing about Harris Interactive; our ability to capture comparative snapshots of both LGBT and non-LGBT samples *simultaneously*. Understanding the potential impact is invaluable, and working with a research partner able to conduct actionable parallel studies is vital. Harris Interactive's LGBT Specialty Panel has been welcomed and successfully applied by more Fortune 1000 companies than any other LGBT research solution.

Our clients have used our research to:

- Understand the impact of LGBT purchasing power and behaviors
- Reveal LGBT consumer preferences
- Determine which companies have the best and worst reputations among LGBT consumers
- Test advertising messages targeted to the LGBT market, and compare how non-LGBT consumers react to those messages
- Understand voting behaviors and decision-making processes
- Determine drivers and levels of brand loyalty
- Uncover where LGBT individuals go to find health-related and other information

### Why Online Surveys Sometimes Make the Most Sense

When surveying LGBT households, the benefits to using the online methodology are clear. Online research allows respondents to complete surveys with anonymity and privacy, so respondents are often more comfortable sharing their experiences and concerns.

The Harris Interactive LGBT Specialty Panel is recruited from various sources, and is not specifically enlisted from targeted exclusively gay or lesbian websites. Since the LGBT panel is recruited from a vast and diverse selection of media, it helps reduce sampling bias, and is considered far more representative of the entire LGBT community in comparison to other such panels.

Coupled with the fact that our response rate of the LGBT community is three times higher than the average (for proprietary research initiatives), your best choice for valid and trusted LGBT research is Harris Interactive and Witeck-Combs Communications.

