

GAY & LESBIAN CONSUMER STUDY



**WE ARE THE GLBT AMERICAN CONSUMER.**  
SCARBOROUGH UNDERSTANDS THE DYNAMICS OF OUR DIVERSITY.



# Gay and Lesbian Consumers: An Emerging Marketplace of Opportunity

VALUED AT MORE THAN \$450 BILLION, the GLBT (Gay/Lesbian/Bisexual/Transgender) marketplace has spending power on par with that of many other multicultural groups, including Hispanics and African Americans. Despite this clout, GLBTs remain under-marketed and untapped.

That is why Scarborough Research now offers the Gay and Lesbian Consumer Online Census (G/L Census), a study of the demographics, media behaviors, lifestyles, shopping patterns, and brand preferences of gay/lesbian/bisexual/transgender (GLBT) consumers. Made possible through Scarborough's alliance with gay/lesbian marketing firm OpusComm Group, the G/L Census is the most comprehensive study of GLBT consumers available in the marketplace.

The G/L Census is conducted through a partnership between the S.I. Newhouse School of Public Communication at Syracuse University and OpusComm Group, Inc. Sanctioned by a university, the G/L Census is used by Fortune 1000 marketers and media companies as a tool for developing products and marketing tailored to GLBT consumers nationally.

## WHAT'S IN THE G/L CENSUS?

### DEMOGRAPHICS

- Gender, Age, Education, Occupation, Self-Identification, Relationship Status, Parenting & Children, Income, Home Ownership, Race/Ethnicity, Geography, Politics, Religion

### MEDIA

- Print, Radio, Television, Internet, Gay-oriented media usage and content

### CONSUMER CATEGORIES

- Automotive, Childcare, Clothing and Accessories, Computer Equipment, Electronics, Entertainment, Financial, Food & Beverage, Home & Garden, Personal Care, Pets, Sports and Fitness, Travel

**81% OF GLBT CONSUMERS ARE MORE LIKELY TO MAKE PURCHASES FROM COMPANIES THEY FEEL ARE GAY-FRIENDLY**

### MARKETING EFFECTIVENESS

- Purchasing motivation and dynamics. The G/L Census measures attitudes and perceptions of companies and advertising regarding the GLBT consumer.

**59% OF GLBT CONSUMERS ARE COLLEGE GRADUATES**

## METHODOLOGY

The G/L Census uses online surveys as a data collection tool. Conducted by researchers adhering to industry-accepted privacy guidelines, the Internet provides a uniquely anonymous vehicle for sharing attitudes and opinions among the GLBT consumer group. Email addresses are only collected if the respondent wishes to receive a summary of study results, and the G/L Census does not sell or publish the addresses – adding another layer of security to the survey. There are approximately 8,000 respondents in the study.

**27% OF GLBT CONSUMERS HAVE AN ANNUAL HOUSEHOLD INCOME OF \$100K +**

## A GAY CONSUMER MARKETPLACE NAVIGATIONAL TOOL

The G/L Census study represents, by far, the largest gay and lesbian population ever amassed for a research initiative, providing the greatest available insight into the behavior and concerns of gay and lesbian consumers. Delivered via Scarborough's proprietary PRIME NExT software platform, individual reports featuring G/L Census findings are also available. You can also tap into the consultative services from OpusComm Group. Led by President Jeffrey Garber, OpusComm's team of experienced product development, marketing and media specialists work with marketers and media professionals to help them better target this vibrant consumer group.

**18% OF GLBT CONSUMERS SPEND \$400+ MONTHLY ON GROCERIES**



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