

## The GLBT Market Research Leaders - Hands Down

Tap the world's largest GLBT\* panel for actionable market and policy research



Harris Interactive can help you conduct the research you need to develop better, cost-effective marketing strategies targeting the gay, lesbian, bisexual and transgender population. In many respects, these consumers are very similar to non-GLBT consumers—but there are instances where their points of view vary. Identifying and understanding the degree and impact of these differences is critical to any marketing effort targeting these communities. It's also important to be aware how the development of a GLBT-targeted campaign may affect your other markets.

### Industries We Serve

- Advertising
- Automotive & Transportation
- Consumer Packaged Goods
- Financial Services
- Healthcare
- Pharmaceuticals
- Public Policy
- Public Relations Firms & Media
- Restaurants
- Sports & Entertainment
- Technology
- Travel & Tourism

In partnership with



### What Makes Understanding Gay and Lesbian Americans so Important?

It's a simple matter of economics and emerging consumer visibility. The discretionary income of gays and lesbians is growing every year, along with their presence in the workplace and marketplace. Recent estimates gauge the gay consumer market with more than \$610 billion in buying power today, and that will rise to \$744 billion by 2009. No wonder the *Wall Street Journal*, *Advertising Age*, and other major business media are closely watching for trends and seeking expert data.

Demographers today estimate that between 6 and 7 percent of the US population self-identify as gay, lesbian, bisexual or transgender (GLBT). It's not surprising, for the first time ever, the 2000 US Census included households with same-sex unmarried partners. These are households with basic needs from financial services to childcare, from insurance to food products, and from apparel to travel. Smart companies are making introductions and creating marketing campaigns to meet these needs.

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 close look at the 15 million self-identified GLBT Americans 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.

### Understanding Attitudes and Behaviors of the GLBT Population

The biggest obstacle you are likely to encounter when working with other research firms is their inability to survey this segment. Harris Interactive uses both traditional and web-based technologies to give you an up-close-and-personal understanding of the GLBT market. Now, not only can you gain a more sound understanding of what these key consumers like and don't like, you also have the information you need to build a solid marketing and communications plan. The important thing to remember when marketing to these segments is that your marketing may directly or indirectly affect your non-GLBT markets. This is what marketers find most appealing about Harris Interactive; our ability to survey both GLBT and non-GLBT markets simultaneously. Understanding the potential impact is critical, and working with a research partner who can conduct parallel studies is important.

### How Do We Do This?

With our GLBT specialty panel – all confirmed, opt-in participants recruited from diverse sources – and our multimillion member online panel, 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. 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.



**The Largest GLBT Community Research Panel. Period.**

Harris Interactive, the global leader in Internet market research, has created a multimillion member online panel – the largest in the world. Through this comprehensive database, we also have the capability to reach lower-incidence, harder-to-reach population segments – including nearly 25,000 members of the GLBT community. These are people you need to learn more about, so you can better tailor your marketing or promotional efforts to meet their unmet needs.

**Contact Us**

If you are interested in the GLBT 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/GLBT**

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

**Our clients have used our research to:**

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

**Why Internet Surveys Sometimes Make the Most Sense**

When surveying the GLBT communities, 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.** In an Election 2000 survey, we tracked the incidence of GLBT and found that about 6% of our sample classified themselves as being gay, lesbian, bisexual or transgender. Using an in-person survey with a blind envelope, only 4% identified themselves as GLBT and the telephone survey found even less—only 2%.

**Other benefits include:**

- **Convenience:** Respondents decide when they want to complete the survey
- **Productivity:** More questions can be asked in the same amount of time
- **Rapid turnaround:** Surveys can be conducted more quickly than telephone surveys
- **Better follow-up:** Reminders can be sent out efficiently
- **A visual medium:** The technology allows respondents to review images, especially helpful for concept and copy testing
- **Lower cost per complete:** Data collection is more efficient compared to other survey methodologies

The Harris Interactive GLBT Panel is recruited from various sources, and is not specifically enlisted from targeted gay or lesbian websites. Since the GLBT panel is recruited from a vast and diverse selection of media, it is far more representative of the entire GLBT market in comparison to other online panels. The table below illustrates a comparison of the Harris Interactive GLBT panel to other populations.

	GLBT Panel	HPOL Panel	US General	US Online
<b>Gender</b>				
Male	53%	46%	48%	49%
Female	47%	54%	52%	51%
<b>Age</b>				
18 - 29	23%	37%	22%	26%
30 - 39	24%	20%	22%	23%
40 - 49	26%	20%	21%	22%
50+	27%	23%	35%	29%
<b>Income</b>				
\$24,999 or less	15%	20%	22%	16%
\$25K - \$34,999	17%	14%	11%	13%
\$35K - \$49,999	20%	18%	16%	13%
\$50K - \$74,999	22%	22%	20%	26%
\$80K - \$99,999	13%	13%	13%	17%
\$100K+	14%	13%	18%	15%
<b>Region</b>				
Northeast	20%	20%	23%	26%
Midwest	20%	23%	23%	23%
South	31%	36%	32%	22%
West	29%	21%	22%	29%

