

## Understanding Gay, Lesbian, Bisexual and Transgender Automotive Buying, Media Consumption and Brand Affinity Trends



*How do GLBT consumers differ from the general US population?*

*How do GLBT consumers view automotive brand-specific GLBT marketing campaigns?*

*Which TV, Internet or print media channels do GLBT consumers frequent?*

*What is the reputation of each automotive brand in the GLBT community?*

*How brand loyal are GLBT consumers?*

*What is the GLBT interest in automotive technologies, features and accessories?*

*What opportunities exist for luxury vehicle manufacturers among the GLBT population?*

*Are specific marketing messages influencing the GLBT population?*

*How are current events and corporate policies impacting consideration for your brand among GLBT consumers?*

### **The 2006 Harris Interactive AutoGLBT Study**

Building on the results of last year's inaugural report, Harris Interactive's AutoGLBT 2006 study provides OEM vehicle manufacturers, automotive advertising agencies and media channel outlets with in-depth US GLBT consumer research by utilizing a large and sophisticated online specialty panel of self-identified GLBT participants of approximately 40,000 individuals and growing.

AutoGLBT 2006 provides insightful research to assist automotive firms in producing best-in-class, cost-effective marketing strategies targeting gay, lesbian, bisexual and transgender (GLBT) consumers. As we saw in last year's study, there are many instances where these consumers' points of view vary considerably from non-gays. Identifying and understanding the degree and impact of these differences is critical to any marketing effort targeting these communities.

## What Makes Understanding GLBT Consumers So Important?

It's a simple matter of economics and emerging consumer visibility. The discretionary income of GLBT consumers is growing every year, along with their presence in the workplace and marketplace.

Recent estimates gauge the gay consumer market worth more than \$610 billion in buying power today, and that figure will rise to \$740 billion by 2009. 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 population.

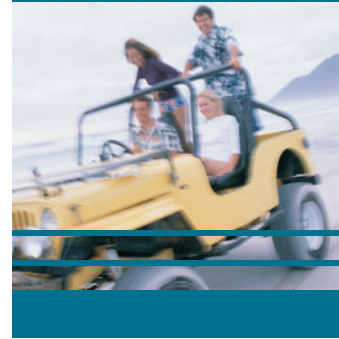
With Harris Interactive's GLBT Automotive specialty panel and our strong partnership with Witeck-Combs Communications, Inc., we not only gather accurate data faster and more cost effectively but also conduct research never before possible. AutoGLBT delivers a comprehensive analysis of this important demographic market annually and at a fraction of the price of a proprietary research study.

### **AutoGLBT 2006 continues to provide an understanding of the differences between GLBT consumers and non-gay consumers across a variety of topics, including:**

- Demographics and Vehicle Ownership Characteristics
- Automotive Brand Awareness, Perception and Preference
- Vehicle Financing
- Media Consumption
- Technology & Feature Preferences
- Vehicle Personalization

### **For 2006, AutoGLBT provides expanded content and analysis to best capture the thoughts of today's GLBT consumer:**

- Influence of recent media events and corporate policies on purchase consideration
- Specialized analysis among high-income GLBT consumers currently owning or intending to purchase a Luxury vehicle
- Expanded online media consumption section to best capture the online activity of the GLBT population
- Updated media consumption section to reflect current programming
- Awareness and interest in Certified Pre-Owned vehicles
- Consideration for various alternative-fuel technologies, including Hybrid Electric and Flexible Fuel Vehicles



#### **Contact Us**

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