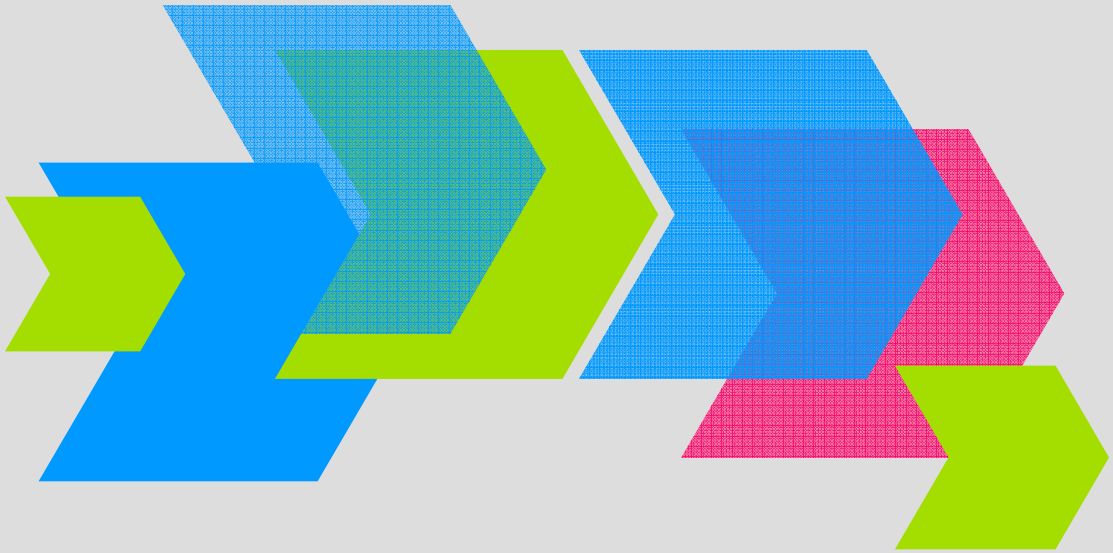
Real World Lesbians & Gays

Research and Insights prepared by New American Dimensions & asterix**GROUP**

October 2007



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Background and Purpose

- Gay and lesbian consumers are becoming increasingly attractive to marketers by virtue of their:
  - Rising population size and purchasing power
  - Relatively young demographics
  - Trend toward forming families

- With that in mind, **New American Dimensions** and **Asterix Group** undertook research to gain an in-depth understanding of gay and lesbian consumers in terms of their:
  - General values and attitudes toward themselves and their community
  - Relationship and lifestyle issues
  - Specific media use
  - Reactions to different messaging and visual styles of advertising
  - Differences in the above by gay/lesbian gender, age, and ethnicity

- Additionally, the study identified distinct segments within the gay and lesbian community, which may be useful to marketers.

Methodology

	Total	Male	Female
Sample N	926	463	463
AGE			
18-24	12%	14%	10%
25-39	36%	39%	32%
40-64	53%	47%	58%
ETHNICITY			
Caucasian	82%	82%	81%
Non-Caucasian	18%	18%	19%
INCOME			
< 35K	32%	31%	34%
> 35K	68%	69%	66%

A total of 926 online and intercept surveys were conducted from June 4 to June19, 2007.

The internet samples were all drawn from a nation-wide gay/lesbian panel.

Intercept interviews were conducted in the Los Angeles metropolitan area.

The survey lasted an average of 25 minutes.

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Summary of Key Insights

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Self-Identity and Comfort with Sexual Orientation (I)

Today's gays and lesbians tend to be open and honest about their sexual orientation and consider orientation to be an integral part of their self-identity:

- Two-thirds agree that "Everyone knows I'm Gay," and about 60% say "I'm completely out and fine with that."
- Over 70% feel that "Being gay is an important part of who I am."
- However, like other segments of the general population, gays and lesbians identify themselves primarily by **gender and ethnicity** and secondarily by their **sexual orientation**.

Self-Identity and Comfort with Sexual Orientation (II)

Ethnicity and age are significant factors:

- Compared to Caucasians, **Hispanics** are more comfortable expressing their gay identity and more likely to acknowledge the great impact of gay identity on their lives.
- **African Americans** are also more open about their gay identity than Caucasians, however gender and racial identity carry far more significant meaning to them then sexual orientation.
- The number of gays and lesbians who reported being **"completely out and fine with that"** was higher among those ages 25 or older than among the younger group, suggesting that growing comfortable with one's sexual identity increases with age.
- The **average age** of realization of gay or lesbian identity is 15.

Self-Identity and Comfort with Sexual Orientation (III)

Stereotypes and discrimination:

- Nearly two-thirds of gays and lesbians report experiencing stereotyping and discrimination.
- This feeling is particularly prevalent among Caucasians, who may be more sensitive to discrimination based on sexual orientation because, compared to African Americans and Hispanics, they are less likely to have been the subject of discrimination due to ethnicity.
- Nearly three-quarters of gays and lesbians say they feel safer in a gay neighborhood.

Involvement with the Gay Community

Gays and lesbians are inclined to actively support their community and reward companies that do the same:

- Most (60%) indicate that they actively support the gay community with time or money.
- Over 70% believe they would pay more for products made by companies that support the gay community.
- Nearly 70% prefer TV programs that include gay characters and gay themes.

Lifestyles by Gender

- Realization of **gay identity** comes earlier for men than women
  - 13 is the average age for men vs. 17 for women
- More gay men live in **urban areas** than lesbians
  - 42% of gay men live in urban areas vs. 31% of lesbians
- Gay men tend to be **single**
  - 51% of gay men are single vs. 29% of lesbians
- In a relationship, more lesbians **live together** than gay men
  - 59% of lesbians vs. 37% of gay men
- Lesbians are more likely to **have children** currently at home
  - 16% of lesbians vs. 4% of gay men
- More lesbians **plan to have or adopt children** within 5 years
  - 15% of lesbians vs. 8% of gay men

Lifestyles by Gender

- Gay men frequent **bars** more than lesbians
  - 43% of gay men vs. 28% of lesbians

- Gay men spend more, on average, than lesbians on **fashion and dining out**
  - Gay men dine out 2.3 times a week vs. 1.8 times for lesbians
  - 29% of gay men spend $100+ per week dining out vs. 18% of lesbians
  - 26% of gay men spent $1000+ on clothing in last 12 months vs. 20% of lesbians

- Gay men watched more **GLBT themed movies** in the past 3 months than lesbians
  - Gay men watched an average of 2.7 GLBT themed movies vs. 1.8 for lesbians

    Note: Excludes porn; Includes theatre and rental films.

Gay and Lesbian Media and Marketing Preferences

What is most popular….

MAGAZINES: Advocate (23%), People (13%), & Out (13%)
43% also read local GLBT publications

NETWORKS: ABC (20%), Discovery (18%), NBC (17%), Logo (16%), & Bravo (15%)

SHOWS: L-Word (15%), CSI (15%), Grey's Anatomy (14%)

WEBSITES: Yahoo (25%), Google (14%), & MySpace (14%)

Q: "What is the most effective way a company can increase their connection with gays and lesbians?"

ANSWER: Offer domestic partnership benefits (79%)
Support GLBT community with donations (46%)

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Brand Preferences - Auto

Q: “What are your favorite AUTO BRANDS?”

Toyota (30%), Honda (22%), Ford (16%), BMW (15%), & Chevy (14%)

Q: “What attributes do you associate with this (top 2) brand(s)?”

Dependable, Smart, Honest, Cutting Edge Fun, Professional

Q: “Which AUTO BRANDS are best for the GLBT Community?”

Subaru (60%), Volvo (22%), & VW (12%)

Brand Preferences - Banking

Q: “Which bank is your PRIMARY BANK?

Bank of America (16%), Local credit union (15%), Wells Fargo (7%)

Q: “Which is the best BANK for the GLBT Community?”

Bank of America (19%) & WaMu (18%)

Brand Preferences - Fashion

Q: “What are your favorite FASHION BRANDS?”

Calvin Klein, Ralph Lauren

Q: “What personality attributes do you associate with this brand?”

Calvin Klein: Sexy, Dependable, Sophisticated, Fun, Professional

Ralph Lauren: Sophisticated, Dependable, Professional, Smart, Luxurious

Brand Preferences - Alcoholic Beverages

Q: “What are your favorite ALCOHOL brands?”

Grey Goose, Budweiser

Q:” What personality attributes do you associate with this brand?”

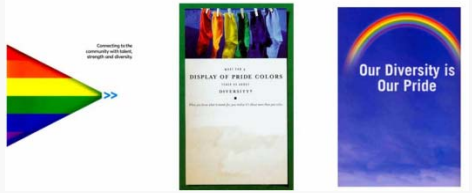
Grey Goose: Sophisticated, Luxurious, Fun, Cool, Sexy
Budweiser: American 46%, Dependable, GLBT-friendly, Fun, Cool

Gay Imagery Preferences in Print Advertising

We grouped six imagery styles commonly used in advertising to gay and lesbian audiences and tested their effectiveness with our sample:

Group 1: Beefcake

Group 2: Pride



Group 3: Cuddly/Relationship

Group 4: Celebrity

Group 5: Friends

Group 6: Kiss/Gay Affection

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Response to Gay Imagery in Print Ads

Of the six styles of imagery evaluated <u>"Cuddly/Relationship"</u> and <u>"Pride"</u> are favored most by the overall sample.

Slight differences exist between gender and age groups (see corresponding slides)

Cuddly/Relationship

Pride

- **"Beefcake"** and **"Kiss"** ads resonate more with **gay men** than with lesbians.
- **"Celebrity"** and **"Friends"** imagery resonate more with **lesbians** than gay men.
- "**Pride**" and "**Friends**" ads resonate more with **older gay men** than younger counterparts.
- **Older lesbians** give higher ratings to **"Cuddly," "Pride," "Celebrity,"** and **"Friends"** ads.
- **Younger lesbians** show a higher preference for **"Kiss"** ads.

Mainstream Television Commercials

We tested three commercials that each use a gay subject in a mainstream storyline

- Each TV commercial is intended to be humorous with varying degrees of respect for the gay subject
  - "Budweiser Ladies Night" – uses gay stereotypes as humorous
  - "Holiday Inn Hot Tub" – uses homophobia as humorous
  - "Too Tough Fairy for Dodge Caliber" uses gay stereotype derogatoriness as humorous
- Gay and Lesbian responses to commercials range from "I hate it" to "I love it" and "its appropriate" to "its not appropriate."

Mainstream Television Commercials

Too Tough Fairy for Dodge Caliber

- Q: On a scale of 1 to 10 where 1 means “I hate it” and 10 means “I love it”, how would you rate this commercial?
  - “Fairy” for Dodge Caliber received the highest overall approval rating of the three commercials with an average 5.9 rating on a 10-point scale.

Mainstream Television Commercials

“Hey” Ladies Night by Budweiser

- Q: On a scale of 1 to 10 where 1 means “I hate it” and 10 means “I love it”, how would you rate this commercial?
  - “Hey” for Budweiser received a 5.7 approval rating

Mainstream Television Commercials

Hot Tub for Holiday Inn

- Q: On a scale of 1 to 10 where 1 means “I hate it” and 10 means “I love it”, how would you rate this commercial?
  - Hot Tub for Holiday Inn was least liked and received a 4.4 approval rating

Implication: Proceed cautiously when crafting humor involving sexual orientation, so as not to perpetuate negative stereotypes and offend gays and lesbians

Insights on Caucasian Gays and Lesbians

CAUCASIANS

- “Cuddly” and “Gay Pride” ads are preferred

“I’m serious and down-to-earth”

- Caucasian gays and lesbians are fragmented.
- Significantly more support the GLBT community.
- However, more tend to stay at home or are closeted.
- Overall, they are the least comfortable about their gay identity and are much more likely to feel discriminated against for being gay.
- Relative to Hispanics and AA’s, markedly more Caucasians are currently in a living-together relationship, although they are least likely to have, or plan to have, children at home.
- Majority have partners of their own ethnicity.
- Caucasians describe themselves as serious and down-to-earth. They live mostly in small cities or suburban areas (most likely in straight neighborhoods).
- Caucasian gays and lesbians spend the least on fashion, are most likely to have credit cards, shared saving accounts and retirement accounts.

Insights on Hispanic Gays and Lesbians

HISPANICS

- “Cuddly” and “Pride” ads are preferred by Hispanic gays and lesbians. Hispanics also show highest preference for “Celebrity” ads among all groups.

“Being gay is a big part of who I am and what I do”

- Highest in recognizing and accepting the influence of gay identity, Hispanics are the most comfortable about their gay identity (69% indicating “being gay is a big part of who I am and what I do” vs. 34% of Caucasians and 42% of AA’s).
- Hispanic gays and lesbians prefer to hang out at completely gay parties or bars.
- Fewer Hispanics mention being discriminated against for being gay, although they do feel much safer in gay neighborhoods.
- Hispanic gays and lesbians tend to be single (55% vs. 37% of Caucasians) and few have or plan to have children.
- Among those in relationships, partners are more ethnically diverse.
- Hispanic gays and lesbians describe themselves as down-to-earth and cautious.
- Hispanics spend more on dining out compared to other groups.
- Markedly more have shared credit cards and are more likely to save money in a CD.

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Insights on African American Gays and Lesbians

AFRICAN AMERICANS

- “Cuddly” and “Gay Pride” ads are preferred while “Celebrity” ads generally did not resonate

“I identify first with my race”

- Most African American gays and lesbians are comfortable about their gay identity. However, sexual orientation is definitely not the most important part of who they are.
- African American gays and lesbians identify themselves first with race (88% which comes ahead of gender 83%). This manifested in having the highest preference for living in an ethnically mixed neighborhood (51%) and in mentioning race as the top issue of their concern.
- African American gays and lesbians have the strongest family values. Markedly more currently have or plan to have children at home (21% vs. 9% for Caucasians and 10% for Hispanics).
- They are the only ethnic group mentioning women & children’s issues as their top 5 concerns.
- AA gays and lesbians describe themselves as sophisticated and intellectual.
- They spend more time surfing the Internet compared to others and significantly more use MySpace (46% vs. 26% for Caucasians).
- Living mostly in big city metro areas, they are self described as cutting-edge and rebellious.
- They are fashion-savvy and favor high-status brands.

We Identified Five Distinct Gay and Lesbian Segments

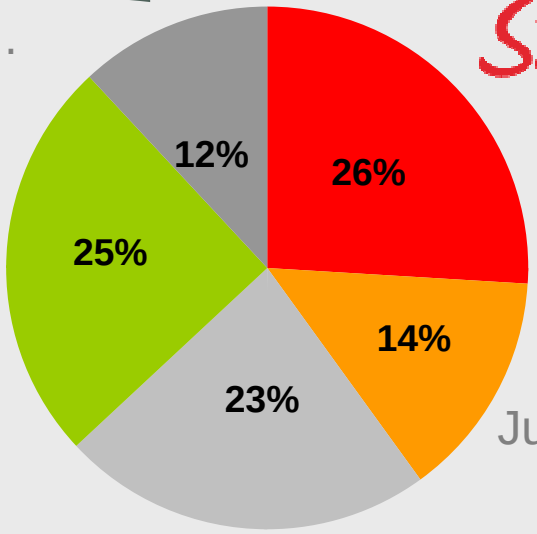
The profiles shown below were identified from our findings. They are not mutually exclusive; gays and lesbians may take on different personas based on a variety of factors. Insights my be gained through their "wish" statement.

Closeted

To be honest/no double life…

Super Gays

To end discrimination…



HABITATERS

To be out with my family…

PARTY PEOPLE

Just for myself/To respect myself…

Gay Mainstream

To be out at work…

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Each Segment Demonstrates Distinctive Lifestyles and Preferences…

Super Gays

- *Highest in OUTNESS & perceived discrimination.*
- *Highly affiliated & supportive of GLBT communities.*
- *Educated & sophisticated activists (most likely male).*

PARTY PEOPLE

- *Youngest to "come out"; Although being gay is a big part of their identity, few think "coming out" had a great impact on their life.*
- *Cutting edge, youthful, & risk-taking party-goers who typically live in urban areas.*
- *Lowest in education & most likely into R&B/Hip-Hop/Reggae music & luxury cars.*
- *Spend most money on travel, fashion and personal pampering.*

Gay Mainstream

- *Complex, yet simple, full-time workers who acknowledge the great impact of "coming out."*
- *Consume a mix of mainstream and gay media, but most into gay movies & pop music.*

Closeted

- *Almost completely in the closet with lowest gay identity.*
- *Older, traditional & introverted sideliners*
- *Likely single, Chevy owners, living in small towns/rural areas, hanging out with straight friends and not affiliated with GLBT organizations.*
- *Mostly consume mainstream media and surfing straight websites.*

HABITATERS

- *Serious, responsible, down-to-earth, & older (mostly likely female); In stable relationships and most concerned about children & HIV issues.*
- *Live in suburbs of big cities, own homes, and maintain shared financial accounts, particularly mortgages.*
- *Nesters: watch the most TV: particularly love life, food, & relationships.*
- *Regard domestic partner benefits offered by companies as the most important corporate relationship builder.*

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Gay and Lesbian Segment Analysis

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Super Gays

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Gay Identity, Personality, & Psychographics

Super Gays

26% Super Gays (N=238)

- Skew male (54%)
- Highly educated (28% graduate school)
- Highest income (16% with $100K or more)
- More self-employed (15%)

ACTIVISTS

Describe themselves as:

- Sophisticated
- Activist
- Complex
- Intellectual
- Mature
- Risk-taking
- Extroverted

OUTNESS

- 87% are completely out
- Realized they were gay at a younger age (Average = 14)
- Majority (67%) agree that coming out had a great impact on their life

PSYCHOGRAPHICS

“Everybody knows I’m gay”	90%
“I actively support the GLBT community with time/money”	92%
“Being gay is a big part of who I am”	91%
“I prefer to live in an ethnically mixed neighborhood”	92%
“Being gay is a choice”	0%

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Values, Relationships, & Lifestyle

Super Gays

Relationships

» Majority (65%) are in relationships with over half currently living together

Social Affiliations

Highest in being familiar with GLBT organizations:

» GLAAD (84%)

» HRC (92%)

And in donating money to:

» GLAAD (19%)

» HRC (56%)

Issues Concerned

» GLBT issues (32%)

Dining

» Eat out an average of 2.1 times per week

» 22% spend $100-250 per week on eating out

Living

» Majority (77%) live in big cities with 48% in metro areas

» 56% own homes

Entertainment (Music/Movie)

» More into classical music (51%)

» Watch GLBT movies most frequently (Average of 3.0 movies in the past 3 months)

Spending – If they won the Lottery…

» 42% for travel and fun

» 26% for remodeling homes

» 25% for saving for retirement

Media & Promotion

Super Gays

Media Overall

Highest in:

- Surfing the web (20.3 hours per week)
- Reading magazines (7.0 hours per week)

GLBT related media

- Highest in reading GLBT publications (66%)
- Typically pick up publications in GLBT related stores (49%)
- Lowest in browsing only straight websites (10%)

Top 3 Magazines/Newspapers

38%

25%

22%

Compared to other segments, Super Gays are more likely to connect to a company that…

"Actively speaks on behalf of GLBT causes" (18%)

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PARTY PEOPLE

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Gay Identity, Personality, & Psychographics

PARTY PEOPLE

14% Party People (N=133)

- Skew young (29% 18-24)
- Lowest educated (23% high school grads)

SOCIAL PARTY PEOPLE

Describes themselves as:

- Youthful
- Down-to-earth
- Simple
- Cutting-edge
- Extroverted
- Rebellious
- Risk-taking

OUTNESS

- 77% are completely out
- Realized they were gay earliest among the five segments (Average = 13.4)
- Few (29%) agree that coming-out had a great impact on their life

PSYCHOGRAPHICS

“Everybody knows I’m gay”	83%
“My sexual orientation influences every aspect of my life”	62%
“Being gay is a big part of who I am”	87%
“I visit GLBT bars/clubs frequently”	76%
“Being gay is a choice”	45%

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Values, Relationships, & Lifestyle

Relationships

- Half are single and half are in relationships
- Highest in having gay men (37%) and gay women (24%) as friends

Social Affiliations

Half are familiar with GLBT organizations; fewer donate

- GLAAD (55%)
- HRC (47%)
- Donating money to:
- GLAAD (21%)
- HRC (27%)

Issues Concerned

- Women's issues (29%)
- Race issues (23%)

Dining

- Highest in dining out: Average of 3.1 times per week
- More spend money on dining out (33% spend $100-250 per week on dining out)

Living

- Live mostly in big cities (82%) particularly in metro areas (56%)
- Lowest segment in home ownership (41%)

Entertainment (Music/Movie)

- More into R&B, Hip Hop, & Reggae
- Watched an average of 1.8 GLBT movies in past 3 months

Spending – If they won the Lottery…

- 42% for travel and fun
- 20% for clothing
- 20% for personal pampering
- More likely to donate to charity (20%)

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Media & Promotion

PARTY PEOPLE

Media Overall

Lowest in:

- Surfing the Internet (15.3 hours per week)
- Watching TV (12.7 hours per week)

GLBT related media

- About half read GLBT publications & most can relate to them
- Pick up publications in bars and clubs (53%)
- Highest in visiting gay and social network websites such as MySpace (30%)

Top 3 Magazines/Newspapers

20%

18%

17%

Compared to other segments, Party People are more likely to connect to a company that…

"Supports the gay community with donations" (11%)

"Sponsors gay events" (8%)

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Gay Mainstream

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Gay Identity, Personality, & Psychographics

Gay Mainstream

23% Mainstream (N=213)

- An equal mix of gender, age, education, & income
- Significantly more full-time workers (66%)

MEDIOCRISTS

They stay in the middle on almost all the measures

OUTNESS

- 44% are completely out
- Realized they were gay at the age of 15 on average
- Over half (56%) agree that coming-out had a great impact on their life

PSYCHOGRAPHICS

"Everybody knows I'm gay"	53%
"My sexual orientation influences every aspect of my life"	37%
"Being gay is a big part of who I am"	73%
"I have to know someone well to tell them I'm gay"	68%
"Being gay is a choice"	1%
"I prefer to see TV programs where being gay is part of the story"	78%

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Values, Relationships, & Lifestyle

Gay Mainstream

Relationships

» 43% are single and 57% are in relationships

Social Affiliations

Most are familiar with GLBT organizations:

» GLAAD (56%)

» HRC (63%)

Though few support financially:

» GLAAD (5%)

» HRC (29%)

Issues Concerned

» GLBT issues (24%)

» Animal rights issues (21%)

Dining

» Dine out an average of 2 times per week

Living

» An equal mix of living in urban and rural areas

» Almost half rent and half own homes

Entertainment (Music/Movie)

» Significantly more into Pop music (67%)

» Watch more GLBT movies (average of 2.7 movies in the past 3 months)

Spending – If they won the Lottery…

» 37% for travel and fun

» 27% for saving for retirement

» 21% for remodeling homes

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Media & Promotion

Gay Mainstream

Media Overall

- Lowest in reading magazines (average 4.6 hours per week)

GLBT related media

- 39% read GLBT publications
- Typically get these publications in bookstores (45%) & cafes (31%)
- 24% visit GLBT websites

Top 3 Magazines/Newspapers

22%

12%

11%

Compared to other segments, Gay Mainstream are more likely to connect to a company that…

"Reaches out to gays and lesbians in traditional media" (15%)

"Actively speaks on behalf of GLBT causes" (13%)

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HABITATERS

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Gay Identity, Personality, & Psychographics

HABITATERS

25% Habitaters (N=228)

- Skew female (55%)
- Older (41% aged 50+)

NESTERS

Describes themselves as:

- Serious
- Down-to-earth
- Emotional
- Simple
- Traditional
- Responsible
- Mature

OUTNESS

- 77% are completely out
- Realized they were gay later in their life (Average=16.6)
- About half (46%) agree that coming out had a great impact on their life

PSYCHOGRAPHICS

"Everybody knows I'm gay"	76%
"My sexual orientation influences every aspect of my life"	25%
"Being gay is a big part of who I am"	61%
"I visit GLBT bars/clubs frequently"	17%
"Being gay is a choice"	1%
"I actively support GLBT community"	45%

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Values, Relationships, & Lifestyle

HABITATERS

Relationships

- Highest in being in a relationship with 59% currently living together

Social Affiliations

Familiar with GLBT organizations:

- GLAAD (56%)
- HRC (55%)

Fewer donating money:

- GLAAD (5%)
- HRC (29%)

Issues Concerned

- Women's issues (23%)
- Children's issues (21%)

Dining

- Lowest in dining out: Average of 1.6 times per week

Living

- Significantly more live in suburban areas of big cities (37%) than other segments
- Highest in owning homes (65%)

Entertainment (Music/Movie)

- More into classical and country music
- Watch fewer GLBT movies (average of 1.7 in past 3 months)

Spending – If they won the Lottery…

- More likely to use the money for remodeling homes (31%)
- 30% for travel and fun
- 25% for saving for retirement

Media & Promotion

HABITATERS

Media Overall

- Highest in watching TV (19.2 hours per week)
- But low in reading magazines/newspapers (4.9 hours per week)

GLBT related media

- 32% read GLBT publications
- Highest in getting them through subscription delivery (19%)
- Lowest in visiting GLBT & social network websites (18%), but high in purchase, sports, weather & games websites

Top 3 Magazines/Newspapers

19%

12%

12%

Compared to other segments, Habitaters are more likely to connect to a company that…

"Has domestic partner benefits" (71%)

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Closeted

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Gay Identity, Personality, & Psychographics

Closeted

12% Closeted (N=114)

- Older (40% aged 50+)
- 15% retired

TRADITIONALISTS

Describes themselves as:

- Serious
- Sideliners
- Traditional
- Introverted
- Mature
- Cautious

OUTNESS

- 4% are completely out & 35% are completely in
- Realized they were gay latest in their life among the five segments (Average = 17.8)
- Only very few (12%) agree that coming out had a great impact on their life

PSYCHOGRAPHICS

“Everybody knows I’m gay”	3%
“My sexual orientation influences every aspect of my life”	21%
“Being gay is a big part of who I am”	39%
“I have to know someone well to tell them I’m gay”	95%
“Gay people should let everyone know they are gay”	6%
“I actively support GLBT community”	25%

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Values, Relationships, & Lifestyle

Closeted

Relationships

- Highest in being single (52%)
- Lowest in having gay friends (10%)

Social Affiliations

Lowest in being familiar with GLBT organizations:

- GLAAD (40%)
- HRC (38%)

And in donating money to:

- GLAAD (3%)
- HRC (16%)

Issues Concerned

- Children's issues (26%)
- Immigration issues (23%)

Dining

- Dining out an average of 1.6 times per week
- Lowest in spending money on dining out (only 6% spend $100-250 every week on dining out
- Highest in going to completely straight restaurants (31%)

Living

- Lowest in living in metro of big cities (20%) and more in rural/small town areas (47%)
- 59% own homes

Entertainment (Music/Movie)

- Highest in country and Christian music
- Lowest in watching GLBT movies (average of 1.6 movies in the past 3 months)

Spending – If they won the Lottery…

- More likely to save for retirement (30%)
- 28% for travel and fun
- 22% for remodeling homes

Media & Promotion

Closeted

Media Overall

- High in surfing the web (20.2 hours per week)
- But low in reading magazines (5 hours per week)

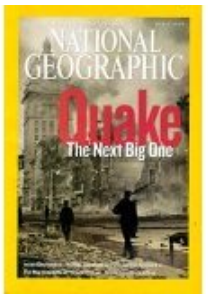
GLBT related media

- Lowest in reading GLBT publications (21%)
- More likely to get these publications in bookstores (54%) & schools (8%) than other segments
- Low in visiting GLBT websites (23%) but highest in purchase, sports, & games websites

Top 3 Magazines/Newspapers

17%

16%



11%

Compared to other segments, the Closeted are more likely to connect to a company that…

"Reaches out to gays and lesbians in traditional media" (16%)

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Implications for Marketers

What specific insights can marketers glean from the results revealed here?

- Marketers who wish to connect with gays and lesbians should not presume a one-size-fits-all approach:
  - In presenting our five distinct gay and lesbian segments – Super Gays, Habitaters, Gay Mainstream, Party People and Closeted – marketers have a tool for better understanding the dimensions of the gay and lesbian consumer. Now companies can develop a strategy around which segment they might best connect with. Messages, imagery and media can be tailored to connect appropriately.

- Gays and lesbians respond when seeing their lives reflected positively in imagery and advertising.

- It is advisable for mainstream brands to proceed with caution when using humor combined with gay subjects in advertising so as not to offend.

- Gays and lesbians reward companies that support the GLBT community. Corporate support can range from offering GLBT partner benefits to employees, to placing gay-themed ads and content in traditional media.

Concluding Thoughts

In order to build a relationship with gay and lesbian consumers, marketers need a greater ongoing understanding of their lifestyles, values and preferences.

Making assumptions about the consumer can result in perpetuating harmful stereotypes and can backfire on marketing efforts.

We hope that insights gained from this study will provide a useful tool for marketers and a methodology for fostering meaningful, lasting relationships with gays and lesbians for life.

Real World Lesbians & Gays

To request a full presentation of these research findings or to learn more about building relationships with GLBT consumers contact:

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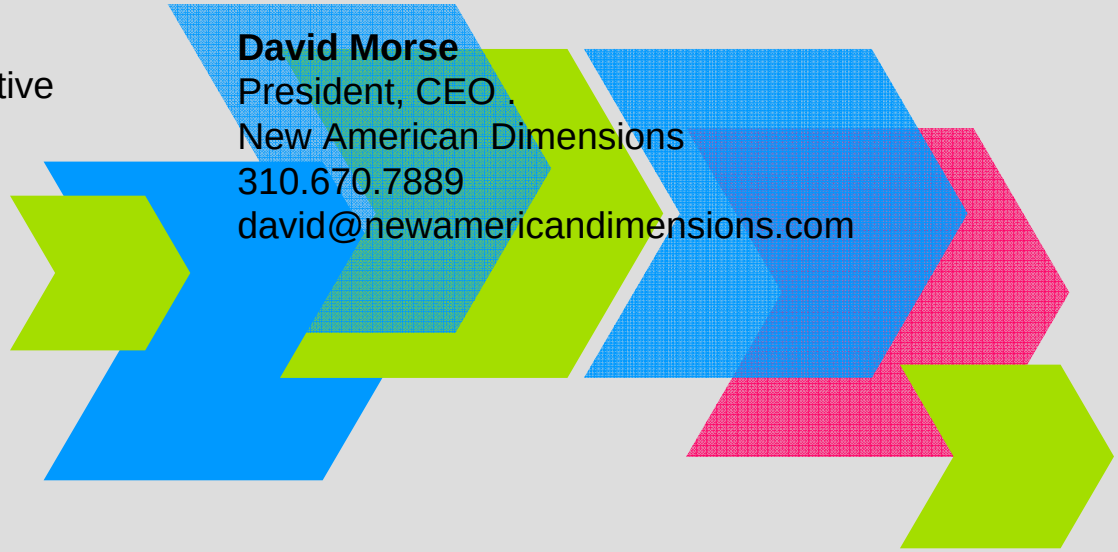

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