

LGBT Market Insights

JUNE 2009



The LGBT market is an important one.

June is recognized as Pride Month by the Lesbian, Gay, Bisexual and Transgender community worldwide. Various events are held in June to commemorate the anniversary of the 1969 Stonewall Rebellion which many consider to be the birth of the modern LGBT civil rights movement.

The LGBT community is an economic force that shouldn't be ignored. This report concentrates on just two categories - travel and alcoholic beverage - that illustrates the importance the LGBT market.

Source: Experian Simmons LGBT Consumer Study Fall 2008

* *The Simmons LGBT Consumer Study surveys non-Hispanic consumers only.*



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LGBT Americans Enjoy Traveling

For years the travel industry has been courting the LGBT population. And for good reason: When it comes to foreign travel, gay, lesbian and bisexual Americans take more trips and spend more money than their heterosexual counterparts.

However, when it comes to travel within the 50 United States, this group is actually *less* likely to have taken a trip. In fact, LGB Americans are 21% less likely to say they prefer traveling in the U.S. as opposed to traveling to foreign countries and 25% more likely to say that they love the idea of traveling abroad.

The following three slides are snapshots of LGB and heterosexual Americans' foreign and domestic travel.

Travel

Foreign Travel	Homosexual Men	Heterosexual Men	Homosexual Women	Heterosexual Women
Own a valid passport	40%	35%	42%	36%
Traveled abroad in the past 3 years	41%	40%	49%	42%
Amount spent on a typical foreign trip	\$2,788	\$2,464	\$2,511	\$2,299

Domestic Travel

Domestic Travel	Homosexual Men	Heterosexual Men	Homosexual Women	Heterosexual Women
Taken a trip within the U.S. in last 12 months	65%	70%	68%	70%
Amount spent on a typical domestic trip	\$486	\$566	\$463	\$533
Stayed in a hotel in the U.S. in last 12 months	58%	71%	71%	70%

Additional Travel Statistics

Additional Travel Statistics	Homosexual Men	Heterosexual Men	Homosexual Women	Heterosexual Women
Enrolled in a frequent flyer program	30%	22%	22%	22%
Used Internet for airline/car/hotel information or reservations in last 30 days	27%	23%	30%	27%

Spirits Over Beer

Alcohol beverage companies were among the first to advertise to LGBT consumers, a smart move given that LGBT adults age 21 and older are almost 10% more likely than heterosexual adults of legal age to drink alcoholic beverages.

Type of alcohol consumed	Homosexual Men	Heterosexual Men	Homosexual Women	Heterosexual Women
Any beer	56%	61%	55%	34%
Any wine	51%	36%	56%	43%
Any spirit	63%	51%	61%	43%
Any cooler/flavor	22%	16%	36%	28%
Any alcohol	78%	71%	77%	63%

How many drinks?

Furthermore, LGB alcohol consumers typically down 32% more alcoholic beverages per month than heterosexual drinkers.

Number of drinks consumed in last 30 days*	Homosexual Men	Heterosexual Men	Homosexual Women	Heterosexual Women
Any beer	11.6	13.2	12.5	8.4
Any wine	10.7	8.8	10.4	8.2
Any spirit	13.9	12.2	13.7	8.6
Any cooler/flavored beverage	4.2	5.6	6.1	4.7
Any alcohol	25.4	23.7	28.3	16.2

*Among adults 21 and older who consumed at least one drink in the last 30 days from the indicated category. (e.g.: The average beer drinking lesbian/bisexual female of legal drinking age, consumes 12.5 beers per month compared to the average beer drinking heterosexual female adult of legal drinking age who drinks 8.4 beers per month.)



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Thank You!

For more information, please email SimmonsMarketing@experian.com
or call 212.471.2850

