



Center for Black Equity

# Black LGBTQ Community Survey 2020/2021

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## ABOUT THE CENTER FOR BLACK EQUITY AND COMMUNITY MARKETING & INSIGHTS (CMI)

### Center for Black Equity

The Center for Black Equity (CBE) was founded as the International Federation of Black Prides (IFBP), a 501 (c)(3) with headquarters in Washington DC. IFBP organized during DC Black Pride in May 1999 as a coalition of Black Pride organizations representing Chicago, North Carolina (Charlotte), New York, Atlanta, Detroit, Minneapolis (Twin Cities), and Washington, D.C. The Black Prides organized to network, develop sponsorship strategies, foster community development, provide technical assistance, and to mentor and support one another. In 2012, the International Federation of Black Prides Board of Directors voted to rebrand and restructure the organization. The new name, Center for Black Equity (CBE), refocuses and elevates the deep commitment to our mission of achieving equality and justice for Black LGBTQ+ communities through expansive platforms focused on Health Equity, Economic Equity, and Social Equity. This branding shift also fosters a much-needed sense of urgency to increase the public's understanding of the myriad of challenges LGBTQ+ communities face daily. The CBE believe that the new identity and expanded platform will facilitate the erosion of misconceptions and prejudices against our members and revitalize the public's commitment to advocate collaboratively for immediate institutional changes in laws, policies, programs and resource availabilities that allow everyone, including Black LGBTQ+ people, to compete effectively in the marketplace. Today, the CBE currently has forty-seven US-based members in twenty-nine states.

### Community Marketing & Insights (CMI)

Community Marketing & Insights has been conducting LGBTQ community research for over 25 years. Our practice includes online surveys, in-depth interviews, on-site focus groups, virtual focus groups, and LGBTQ recruitment assistance to university and government LGBTQ research initiatives. CMI maintains our own panel of 50,000 LGBTQ research participants. Our work is worldwide, with an emphasis on the United States and Canada. Industry leaders around the world depend on CMI's research and analysis as a basis for feasibility evaluations, positioning, economic impact, creative testing, informed forecasting, measurable marketing planning, and assessment of return on investment. Additionally, our team of experts offers strategic consulting and marketing planning based on consumer insight, and we produce custom LGBTQ sales/marketing/best practices training symposia, workshops and presentations. The company is an NGLCC Certified LGBT-Owned Business Enterprise.



# Section 1

## Research Methodology

## ABOUT THE BLACK LGBTQ COMMUNITY SURVEY • METHODOLOGY

### SURVEY DESIGN & INVITATION TO PARTICIPATE

The question set was developed by Community Marketing & Insights (CMI), the Center for Black Equity, the four research partners, and several of the Black LGBTQ media partners. Invitations were sent to Black / African American members of CMI's LGBTQ research panel and readers/supporters of approximately 60 media, organizations, events and thought leaders who serve the Black LGBTQ community. Invitations were distributed by email, social media posts, and banner advertising depending on the media/organization. A total of 1,815 Black LGBTQ adults in the United States completed a 15-minute online survey between September 21 and October 30, 2020. Overall, 46% of participants came from the CMI LGBTQ research panel and 54% from media and organizations. See the next two slides for participating community organizations.

### LIMITATIONS OF RECRUITMENT METHODOLOGY

Because the project has little control over media outreach response, we do not profess that the results are fully representative of the entire Black LGBTQ community. Instead, these results are a large sample of Black LGBTQ community members who interact with LGBTQ media, organizations, events, and cultures. CMI views these results as most helpful to marketers and organizations that want to reach the community through LGBTQ advertising, marketing, and/or sponsorship outreach. More than likely, the sample overrepresents for people who are fully or mostly out, LGBTQ community members with higher levels of education, and residents of urban areas. More than likely, the sample underrepresents community members who are not "out," community members who identify as bisexual, people with lower incomes, older community members, and those with lower levels of education. Regardless, the overall sample is quite large and diverse.

### SEGMENTATION & WEIGHTING

The goal of the study is to provide a reasonably balanced representation by age group and gender identity. The overall sample did trend somewhat higher for men and somewhat higher for younger people. By gender identity, participants were divided into three groups: cisgender gay/bi+ men, cisgender lesbian/bi+ women, and transgender and non-binary participants. We weighted the data 45% cisgender men, 45% cisgender women, and 10% transgender and non-binary participants.

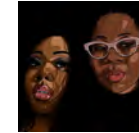
All participants were age 18 or over. By age, participants were divided into three categories: Millennials+ (born 1981 to 2002), Generation X (born 1980 to 1965) and Baby Boomers+ (born 1964 to 1942). Millennials+ includes a limited number of Gen Z. Baby Boomer+ includes a limited number of older participants. Cisgender men and women were weighted equally by the three major generations (33% each). Transgender and non-binary participants were weighted equally between Millennials+ (50%) and the combination of Generation X and Baby Boomers (50%). We did this because the gender-expansive group trended much younger.

CMI allocated these percentages to balance the perspectives by gender and age. Because the U.S. Census does not provide reasonable weighting assumption data, CMI prefers to take this weighting approach, which we acknowledge is imperfect.

BLACK LGBTQ COMMUNITY SURVEY: CMI is proud to partner with these LGBTQ community media and influencers for the 2020 study outreach.



**ESSENCE**



**tagg** magazine



Asanni York  
Black Excellence Collective  
Bleu Life  
Danilella Carter

Essence  
Focus  
Free Black Femmes  
Gia Love

Honee Bea  
Jade/Influencer Agency  
Josh Allen  
KyannaSimone

Pink Media  
Swerv  
Tagg Magazine  
Team Rayceen

The Academia Society, Inc.  
The Unleashed Voice

**BLACK LGBTQ COMMUNITY SURVEY: Thank you to the Center for Black Equity for the participation of these Black Pride organizations in the survey outreach.**



**Albany Black & Latino Prides  
Asbury Park Black Pride  
Atlanta Black Pride  
Austin Black Pride  
Birmingham Black Pride  
Boston Black & Latino Pride  
Charleston Black Pride  
Charlotte Black Pride  
Chicago Black Pride  
Cincy Black Pride  
Dallas Southern Pride  
DC Black Pride  
Fayetteville Black Pride  
Harlem Black Pride  
Detroit Black Pride: Hotter than July**

**Houston Splash  
Indiana Black Pride  
Jackson Black Pride  
Jacksonville, FL Black Pride  
KC BlaqOut  
LA Black Pride  
Lexington Black Pride  
Little Rock Black Pride  
Louisville Black Pride  
Milwaukee Black Pride  
Minnesota People of Color Pride  
Nashville Black Pride  
New Haven Black Pride  
New Orleans Black Pride  
Northwest Black Pride**

**NYC Black Pride  
Philadelphia Black Pride  
Pittsburgh Black Pride  
Raleigh Durham Black Pride  
Richmond Virginia Black Pride  
Rochester Black Pride  
Selma Black Pride  
South Carolina Black Pride  
South Florida Black Pride  
St. Louis Black Pride  
Tampa Black Pride  
Tri-State Black Pride  
Ujima Men: South Florida**

## BLACK LGBTQ COMMUNITY SURVEY: Participant Profile by Percentage

Total Completes N=1,815 Participants

Cohort	Unweighted	Weighted
Cisgender Lesbian & Bi+ Women	40%	45%
Cisgender Gay & Bi+ Men	50%	45%
Transgender & Non-Binary Participants	10%	10%
Lesbian or Gay Woman	27%	33%
Gay Men	42%	39%
Bi+: Bisexual and Pansexual Women & Men	20%	18%
Transgender & Non-Binary Participants	11%	10%
Black / African American	100%	100%
Black Only Checked	86%	86%
Black + Latinx Checked	5%	4%
Black + Any Other Ethnicity Checked	14%	14%
High School+: Not a 4-year or higher degree	53%	52%
Bachelors, Masters or Graduate Degree	47%	48%

See education slide in report for further information

Cohort	Unweighted	Weighted
Millennials+ (born 1981 to 2002) Age 18+	46%	33%
Generation X (born 1980 to 1965)	32%	33%
Baby Boomers+ (born 1964 to 1942)	22%	33%
2019 HHI less than \$50,000	46%	44%
2019 HHI \$50,000 to \$99,999	33%	33%
2019 HHI \$100,000 to \$149,999	21%	23%

\* When removing the 8% prefer not to answer

All 50 States plus DC and Puerto Rico Represented. Top 9 States Unweighted		
New York 10%	Georgia 6%	Illinois 5%
California 9%	Texas 6%	Florida 5%
Maryland 7%	District of Columbia 6%	Virginia 4%

See state of residence slide in report for further information

## BLACK LGBTQ COMMUNITY SURVEY: Profile by Number of Participants

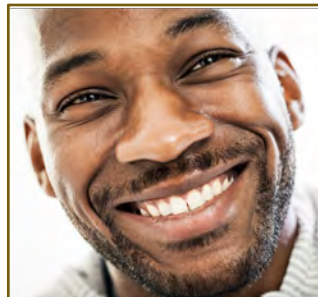
Total Completes N=1,815 Participants

Cohort	Unweighted	Weighted
Cisgender Lesbian & Bi+ Women	719	817
Cisgender Gay & Bi+ Men	906	817
Transgender & Non-Binary Participants	190	182
Lesbian or Gay Woman	468	578
Gay Men	738	680
Bi+: Bisexual and Pansexual Women & Men	354	320
Transgender & Non-Binary Participants	190	182
Black / African American	1815	1815
Black Only Checked	1553	1559
Black + Latinx Checked	87	78
Black + Any Other Ethnicity Checked	262	256
High School+: Not a 4-year or higher degree	964	948
Bachelors, Masters or Graduate Degree	851	867

See education section in report for further information

Cohort	Unweighted	Weighted
Millennials+ (born 1981 to 2002) Age 18+	834	605
Generation X (born 1980 to 1965)	576	605
Baby Boomers+ (born 1964 to 1942)	405	605
2019 HHI less than \$50,000	779	734
2019 HHI \$50,000 to \$99,999	555	553
2019 HHI \$100,000 to \$149,999	350	390
Prefer not to answer	131	139





## Section 2

# Executive Summary

## BLACK LGBTQ COMMUNITY SURVEY: Executive Summary of Key Findings (1 of 7)

### Research Methodology Overview

- 1,815 Black LGBTQ adults in the United States completed a 15-minute online survey between September 21 and October 30, 2020
- 46% of participants came from the CMI LGBTQ research panel and 54% from Black LGBTQ media and organization invitations
- Participants trended somewhat younger (46% age 18 to 39) and cisgender male (50%)
- Results were weighted to balance the opinion by gender identity and generation (see methodology)
- 56% of all Black LGBTQ participants reported being “fully out,” with the remaining 44% being at different stages of being “out”
- 67% of the participants live in urban areas, 18% suburbs, 9% small cities, and 6% small towns or rural areas
- Results are representative of “out” Black LGBTQ adults in the United States who may be reached through LGBTQ media and organizations

### LGBTQ Pride

92% of survey participants feel pride in being an LGBTQ person. Very few disagree with the statement, “I feel Pride in being an LGBTQ person.”

### Cannot Be Their Full LGBTQ Selves

While Black LGBTQ participants feel pride in being an LGBTQ person, many cannot be fully themselves at work, school, or in their neighborhood. Only 49% definitely agree that they can be themselves at school and work, and 47% definitely agree they can be themselves in their neighborhood. Overall, cisgender Black lesbian women appear to experience greater acceptance than gay men and bisexual participants. Transgender and non-binary participants report the least acceptance in the workplace, school, and their neighborhoods.

### Some Disconnect with LGBTQ Organizations

When participants were asked if they feel connected to LGBTQ social or political organizations, only 29% definitely agreed and 36% somewhat agreed. These percentages point to a need for all LGBTQ organizations to be more representative and inclusive of the Black LGBTQ community, and to work towards addressing concerns that are specific to the community.

## BLACK LGBTQ COMMUNITY SURVEY: Executive Summary of Key Findings (2 of 7)

### The Black LGBTQ Community Values Education

Black LGBTQ community survey participants value education: 48% of participants have a bachelor's degree or greater. Importantly, 84% of participants pursued education after high school, either through graduating from college, currently in school, obtaining an associate's degree, starting college but not graduating, or obtaining vocational training. Cisgender lesbians had the highest education levels, especially earning a master's degree. Transgender and non-binary participants were least likely to have a four-year degree. However, there was a clear trend for transgender and non-binary participants to have started post-high-school education, but not yet receiving a four-year degree. This may indicate that more fiscal, emotional, and practical support is needed to ensure educational goal completion.

### Household Debt and Student Loans

11% of all Black LGBTQ participants reported having no debt. Unpaid credit card debt is the most common form of debt. Of note is the substantial percentage of participants, especially Millennials, with student loans (44% of all participants and 64% of Millennials). The findings suggest that participants, especially younger Black LGBTQ adults, may be overburdened with student loan debt.

### Suppressed Household Income

The participants' median 2019 household income of \$59,400 is lower than the overall median household income in the United States (\$68,700) but higher than the median household income for all Black adults in the U.S. (\$45,400). However, this income level appears to be suppressed given the education levels of participants and the urban locations where most participants were living. This may imply that employment and wage discrimination is occurring in the Black LGBTQ community. At the same time, there is an opportunity for income growth due to community education levels.

### Changes in Household Finances

Black LGBTQ participants' evaluation of their financial situation was mixed. Much like in the broader economy, COVID-19 has had very different economic impacts depending on the survey participant. 32% of the study participants said that they are doing better than last year, 41% about the same, and 27% worse. There is also fiscal optimism that 2021 can only get better (61% said next year would be better). Black LGBTQ participants with a four-year college degree or higher were more likely to report doing better than those without (36% vs. 28%). Transgender and non-binary participants were the least likely to report doing better (24% vs. 33% for cisgender participants).

## BLACK LGBTQ COMMUNITY SURVEY: Executive Summary of Key Findings (3 of 7)

### Relationship Status

More study participants describe their relationship status as single than living with a partner or married. This has important implications because relationship status influences many aspects of daily life, including purchasing patterns. Black cisgender lesbian and bi+ women are more likely to be married or in a relationship than the cisgender gay and bi+ men or transgender and non-binary participants. 40% of the cisgender women report being married or living with a partner, compared to 30% of cisgender men, and 31% of transgender and non-binary participants.

### Many Different Family Structures and Living Situations

While most of the study participants are single, only 40% indicated living alone. Most participants live with their partners, their children, parents, other family members, friends, or roommates. Of note—because older people often have more significant social isolation concerns—was that nearly half (49%) of the Baby Boomers lived alone.

### Support by Their Local Cities and Towns

70% of all participants said that their city or town was supportive of its local LGBTQ community. Fewer (55%) indicated that their city or town was supportive of its local Black community. And even fewer (42%) indicated support for the local *Black LGBTQ* community. Participants often find that they experience more community discrimination due to their race/ethnicity than being part of the LGBTQ community. Further, the combination of being Black and LGBTQ offers even lower levels of community support.

### Discrimination

Black LGBTQ community members face many forms of discrimination (racial, sexual orientation, gender, gender identity, and age discrimination). 76% of Black LGBTQ participants indicated at least one form of discrimination experienced in the past three years. Discrimination during consumer interactions and workplace discrimination were the most common.

### High Levels of Discrimination for Transgender and Non-Binary Community Members

Black transgender and non-binary participants report the highest levels of racial, gender, and gender identity discrimination across all related questions in the survey.

## BLACK LGBTQ COMMUNITY SURVEY: Executive Summary of Key Findings (4 of 7)

### Discrimination from Within the LGBTQ Community

Just under half of the participants (47%) reported racial discrimination or prejudice from within the LGBTQ community during the past three years. The most common was during dating or in bars and nightclubs serving the community.

### Political Views

The vast majority of the Black LGBTQ study participants trend liberal (54% liberal and 31% moderate to liberal). However, 43% would describe themselves with some moderate leaning (moderate to liberal, moderate, or moderate to conservative). Only 3% consider themselves conservative. The vast majority of the Black LGBTQ study participants are politically active. The survey was conducted the month before the November 2020 U.S. General Election, resulting in increased political activity. 87% indicated they are registered to vote, and 84% said that they would vote in the November election. Fewer, 60% said they voted in the primary election.

### Voter Concerns

Participants were asked to prioritize their concerns when considering voting for one political candidate over another. Overall, discrimination and police violence were the most pressing voter issues, followed by healthcare (including COVID-19). Economic concerns, local crime, foreign policy, and cybersecurity were the least pressing issues.

### Black Lives Matter Protests and Engagement

75% of all Black LGBTQ study participants were involved in some type of Black Lives Matter protest or engagement. In general, younger community members were more engaged in activities, especially marches and protests.

### Own or Rent a Home

A third (33%) of the Black LGBTQ participants own the home in which they live. This percentage is much lower than the 65% of all Americans who own their home, or the 42% of all Black Americans who own their home. Research from CMI and Freddie Mac in 2018 demonstrated that LGBTQ community members in the United States are less likely to own a home than the general population (49% of all LGBTQ people). Reduced homeownership rates for Black LGBTQ community members is the result of many factors: Income, employment, and racial discrimination contribute, along with the fact that Black LGBTQ people are more likely to live in big cities where homeownership is less common. Also, LGBTQ people are less likely to be married or have children, which are key drivers of homeownership. Over half of Black LGBTQ participants (55%) fear racial discrimination in the home buying process. There are also fears of discrimination due to sexual orientation, gender identity, age, and disability.

## BLACK LGBTQ COMMUNITY SURVEY: Executive Summary of Key Findings (5 of 7)

### Being Out in Their Family

78% of participants felt at least somewhat accepted by their parents as an LGBTQ person. However, only 42% felt entirely accepted by their parents. There is a much higher level of acceptance among siblings (59% fully accepted). For participants who identify as transgender or non-binary, there is much less acceptance among family members. For example, parents were fully accepting of 45% of the cisgender survey participants vs. only 25% of the transgender and non-binary participants.

### Experiencing Homelessness

Online surveys are unlikely to attract community members currently experiencing homelessness. What is concerning is the very high percentage of Black LGBTQ community members in this survey (31%) who had experienced homelessness at some point in their lives, especially among transgender and non-binary participants (44%). Other studies have examined the large percentage of homeless youth who identify as LGBTQ. This data appears to confirm that LGBTQ people have far too much personal experience with homelessness at some point in their life.

### LGBTQ Parents

A large number of Black LGBTQ adults in the United States are parents and grandparents: 28% of all participants indicated being a parent of a child of any age. The concentration of LGBTQ parents of children under age 18 is greater among lesbian and bi+ women (14%). Also, there is a large percentage of Black transgender and non-binary parents of children under age 18 (13%). About a quarter of Baby Boomers (23%) report having grandchildren. When asked about becoming parents in the future, 54% of Black LGBTQ Millennials would like to become parents sometime in the future.

### Retirement Living

Black LGBTQ community members age 45 and over want to live in their own home or apartment during retirement years. There is also an appeal to living in an LGBTQ-friendly resort community or assisted living facilities. Participants age 45 and over have a significant fear of racial (55% of participants) and sexual orientation (53%) discrimination if they ever need to enter an assisted living situation for older people. Also, 62% of transgender and non-binary community members have concerns based on gender and gender identity.

## BLACK LGBTQ COMMUNITY SURVEY: Executive Summary of Key Findings (6 of 7)

### Health Concerns

The survey asked a broad question about 18 potential health concerns. Health concerns are gender and age-specific. What was striking about the results was the high level of mental health concern, especially among younger participants and transgender and non-binary participants. Physical and/or mental health effects resulting from racial discrimination was also a consistent concern for all demographic groups. Preventing or treating HIV/AIDS was a major concern for all the men in the survey. Getting to a healthy body weight was a concern across many demographic groups, especially for women in the survey. For transgender participants, getting gender confirmation surgery and starting, maintaining, or access to gender confirmation hormones were important health concerns.

### Health Insurance Coverage

Results show that many Black LGBTQ community members do not have health care coverage (11% of all participants), and especially for participants under age 35 (20%).

### COVID-19

COVID-19 was a health concern for all, but especially participants over age 55. COVID-19 has impacted all of us. The most common COVID-19 negative impacts for participants were social isolation (60%) and mental health (44%). A quarter (25%) of the participants report the death of a friend or family member, and that percentage increases to 31% for Baby Boomers.

### Religion and Spiritual Beliefs

The majority of Black LGBTQ participants consider themselves spiritual (88%), but fewer than half consider themselves religious (35%). Most grew up in a religious family (76%). The survey asked the participants who grew up in a religious family if their childhood religious group would accept them as an LGBTQ person, and only 17% said yes. Thirty percent said they currently attend religious or worship services (16% Millennials vs. 40% Baby Boomers), and of those, only 56% are fully out to their religious community.

## BLACK LGBTQ COMMUNITY SURVEY: Executive Summary of Key Findings (7 of 7)

### Companies in the U.S. Are Not Reaching the Black LGBTQ Community

92% of research participants agreed that companies supporting racial equality are more important than ever. In addition, 89% agreed that companies that support LGBTQ equality are more important than ever.

However, Black LGBTQ participants also feel that companies are not doing a good job in their efforts to reach their community. Only 4% of research participants felt that companies in the United States do a good job at outreaching to the Black LGBTQ community.

### How to Reach the Black LGBTQ Community

Research participants prioritized different ways in which companies can better connect with Black LGBTQ community members in the United States. All the strategies were deemed necessary, but some appear to be more important than others. Genuinely listening and understanding the community ranked as the top initiative, followed by supporting non-discrimination laws and policies, acknowledging past discrimination, and conducting diversity and sensitivity training in the workplace were the highest priorities. Advertising in the Black LGBTQ media and sponsoring Black LGBTQ events were also important strategies to authentically reach the community.

### Outreach Strategies

Organizations and companies have many media and event options to reach the Black LGBTQ community, including print, digital, and social media specifically by and for the Black LGBTQ community.

Events specifically for the Black LGBTQ community (including Black Prides) are popular. Organizations and companies should also consider that when they sponsor events for the entire Black community, LGBTQ people are also attending, creating additional outreach opportunities.





## Section 3

# Profile of the Study Participants

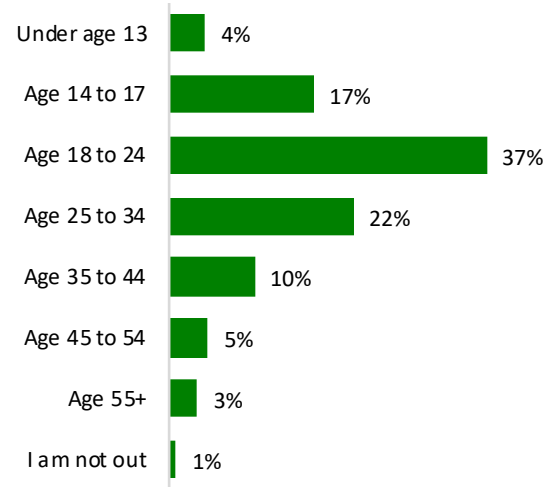
**Being Out:** 56% of all Black LGBTQ participants reported being fully out, with the remaining 44% at different stages of being out. Only 5% said that they were out to just a few people or not out at all. Research like this is unlikely to reach many who are more closeted. There were large demographic differences in the ability to be fully out. Cisgender lesbians were most likely to be fully out; bisexual community members were least likely to be fully out. Most participants came out before age 24. Among Millennials, 33% reported coming out before age 18.

How "out" are you as an LGBTQ community member? Please choose the best response.	
Fully out to all family, friends and coworkers	56%
Mostly out to family, friends and coworkers	22%
Out to some people in my life, but not everyone	16%
I am out to only a small number of people	4%
I am not out to anyone	1%



Fully Out	
Cisgender Lesbian Women	68%
Cisgender Gay Men	59%
Cisgender Bisexual and Pansexual Women and Men	35%
Transgender & Non-Binary Participants	54%
Millennials+	50%
Generation X	56%
Baby Boomers+	62%

**At what age did you "come out" as an LGBTQ person? We know coming out is a process. Please provide the best answer.**



Base: Weighted All Black LGBTQ participants N=1,815  
 "Prefer not to answer" for both questions received 1% of responses.

**Sexual Orientation and Gender Identity:** Sexual orientation and gender identity (SOGI) is complex. CMI tracks 30 different SOGI identities on our panel and through survey questions. We consolidate groups for reporting purposes. These charts give readers a better understanding of the overall participants and the diversity of the response from Black LGBTQ adults living in the United States. Participants were allowed to choose multiple responses.

**Sexual Orientation by Demographic Cohort**


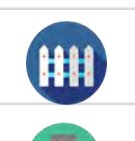

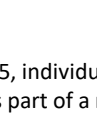
	All Black LGBTQ	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
Lesbian	31%	67%	0%	9%	22%	32%	39%
Gay woman	14%	31%	0%	2%	13%	13%	17%
Gay man	37%	0%	82%	7%	35%	36%	41%
Same gender loving	17%	14%	20%	11%	12%	17%	20%
Bi+	4%	5%	3%	7%	8%	3%	1%
Bisexual	13%	16%	9%	17%	21%	12%	6%
Biromantic	2%	2%	1%	2%	3%	2%	0%
Pansexual	8%	8%	4%	21%	13%	7%	3%
Panromantic	2%	2%	1%	5%	2%	2%	1%
Demisexual	2%	2%	1%	7%	4%	3%	0%
Demiromantic	1%	1%	0%	4%	2%	2%	0%
Homoromantic	2%	1%	2%	2%	2%	2%	1%
Asexual	1%	1%	1%	5%	2%	1%	1%
Queer	18%	22%	9%	41%	32%	16%	6%
Questioning	1%	0%	1%	2%	1%	1%	0%
Straight or heterosexual	1%	0%	0%	12%	1%	2%	1%

**Gender Identity for Transgender and Non-Binary Participants**

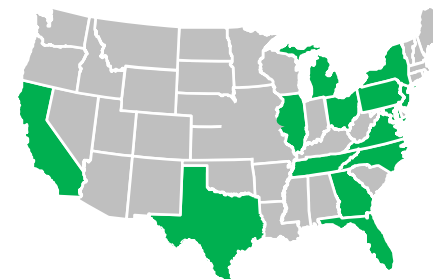
	Transgender & Non-Binary Participants
Trans woman	16%
Trans man	29%
Transgender	26%
Intersex	4%
Non-binary	42%
Genderqueer	23%
Gender fluid	13%
Agender	4%
Two spirit	9%
Gender non-conforming	21%
Questioning	3%

Base: Weighted All Black LGBTQ participants N=1,815, multiple responses allowed

**State of Residence:** 67% of the participants live in urban areas, 18% suburbs, 9% small cities, and 6% small towns or rural areas. The Black LGBTQ community members in this survey are primarily urban. The distribution of participants is somewhat influenced by the locations of the various media and organizational partners. Compared to the general Black population in the United States, the LGBTQ survey results most likely overrepresent in the Washington DC region and somewhat overrepresents in California and New York. However, CMI would expect that many Black LGBTQ community members moved to these LGBTQ-friendly regions over time.

What type of environment best describes the primary place in which you live?		
Urban / Big City		41%
Urban / Medium-sized city		26%
Suburb		18%
Small City		9%
Small Town Surrounded by Countryside or Rural		6%

Top 15 States of Participants	
New York	10%
California	9%
Maryland	7%
Georgia	6%
District of Columbia	6%
Texas	6%
Illinois	5%
Florida	5%
Virginia	4%
North Carolina	4%
Pennsylvania	4%
Tennessee	3%
Ohio	3%
Michigan	3%
New Jersey	3%

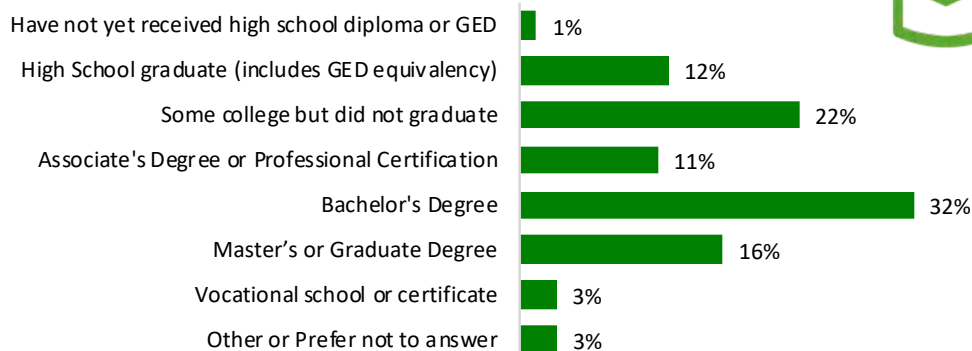


The survey attracted participants from all 50 states, Washington DC, and Puerto Rico.

Base: Weighted All Black LGBTQ participants N=1,815, individual state data is presented unweighted  
The community size descriptions are self-reported as part of a multiple choice question

**Education:** Black LGBTQ Community Survey participants value education: 48% of participants have a bachelor's degree or greater. Importantly, 84% of participants pursued education after high school, either through graduating from college, currently in school, obtaining an associate's degree, starting college but not graduating, or obtaining vocational training. Cisgender lesbians had the highest education levels, especially earning a master's degree (21%). Transgender and non-binary participants were the least likely to have a four-year degree. However, there was a clear trend for transgender and non-binary participants to have started post-high-school education, but not yet receiving a four-year degree. This may indicate that more fiscal, emotional, and practical support is needed to ensure educational goal completion.

Education



Bachelor's, Master's or Graduate Degree	
All Black LGBTQ Participants	48%
Cisgender Lesbian Women	52%
Cisgender Gay Men	48%
Cisgender Bisexual and Pansexual Women and Men	47%
Transgender & Non-Binary Participants	31%
Millennials+	43%
Generation X	51%
Baby Boomers+	49%

**Relationship Status:** More participants describe their relationship status as single vs. living with a partner or married. This has important implications as relationship status influences many aspects of daily life, including purchasing patterns. Black cisgender lesbian and bi+ women are more likely to be married or in a relationship than the cisgender gay and bi+ men or transgender and non-binary participants. 40% of the cisgender lesbian/bi+ women report being married or living with a partner, compared to 30% of cisgender gay/bi+ men and 31% of transgender and non-binary participants.

Which of the following best describes your current relationship status? Please mark all that apply.

	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
Single / not in a relationship	42%	56%	51%	54%	47%	47%
In a relationship but not living with a partner (e.g. dating)	15%	12%	16%	16%	13%	11%
In a relationship and living with a partner (no legal status)	13%	15%	12%	17%	12%	12%
Legally married	24%	13%	16%	10%	24%	21%
Civil union, registered domestic partner or common law	3%	2%	2%	1%	3%	3%
Engaged	2%	2%	3%	3%	2%	1%
Widow / Widower	2%	2%	2%	0%	1%	4%
Divorced from a same-sex spouse	3%	1%	2%	2%	1%	2%
Divorced from an opposite-sex spouse	3%	2%	1%	1%	3%	3%
Polyamorous relationship	2%	1%	6%	4%	2%	2%

**Relationship Status: When Categories Are Collapsed**

Single or Dating (not living with partner)	60%	70%	69%	71%	61%	64%
Living with partner (no legal status)	12%	14%	10%	16%	11%	11%
Legally married, engaged or civil union	28%	17%	21%	13%	28%	25%

Base: Weighted All Black LGBTQ participants N=1,815, multiple choices allowed  
 Responses of "other" at 1% and "prefer not to answer" at 1% were recorded

**Describing Relationships:** Not all relationships are described in the binary (same-sex or opposite-sex couples). Many LGBTQ community members are in a relationship where at least one partner identifies as other than a cisgender man or woman. Among the cisgender bisexual and pansexual participants, only 34% indicated being in an opposite-sex relationship. This percentage is low compared to many other research study findings and may mean that the bi+ participants in this study are more connected to LGBTQ community, media, and organizations.

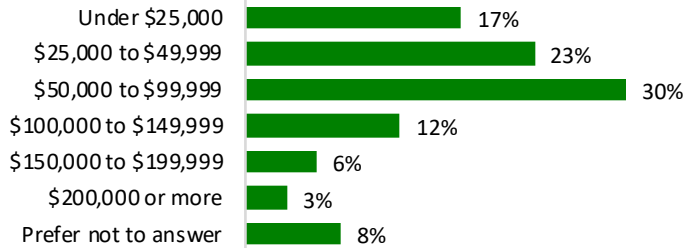
**You indicated that you are in a relationship. How would you describe your relationship? Please mark all that apply.**

	Cisgender Lesbian Women	Cisgender Gay Men	Cisgender Bisexual and Pansexual Women and Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
Female same-sex couple (female-female couple)	99%	0%	33%	12%	40%	48%	47%
Male same-sex couple (male-male couple)	0%	98%	20%	13%	33%	36%	44%
Opposite-sex couple (female-male couple)	1%	1%	34%	16%	11%	9%	5%
Non-binary / transgender couple (where one or both partners identifies as transgender or outside the gender binary)	1%	1%	11%	55%	17%	6%	2%
Queer couple (any gender)	3%	1%	13%	29%	18%	4%	1%
Polyamorous relationship	2%	3%	11%	16%	8%	5%	3%

Base: Weighted participants in relationships N=868, multiple choices allowed  
 Responses of "other" at 1% and "prefer not to answer" at 1% were recorded

**Income:** The study data should not be used as a guide to income levels for the *entire* Black LGBTQ community. Instead, this is a market research study of largely “out” Black LGBTQ community members who may be reached through Black and LGBTQ media and organizations. The participants' median 2019 household income of \$59,400 is lower than the overall median household income in the United States (\$68,700) but higher than the median household income for all Black U.S. residents (\$45,400). However, this income level appears to be suppressed given the education levels of participants and the urban locations where most participants were living. Transgender and non-binary participants have much lower incomes than cisgender participants. While cisgender men and women have similar household incomes, cisgender women are more likely to be in dual-income families and somewhat higher education levels. These observations about participants' income may imply that employment and wage discrimination is occurring in the Black LGBTQ community.

**Household Income in 2019**  
*(with 8% prefer not to answer)*



**Household Income in 2019**  
*(recalculated without 8% prefer not to answer)*



**Household Income in 2019**  
*(recalculated without 8% prefer not to answer)*

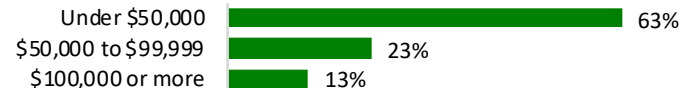
**Cisgender Lesbian & Bi+ Women**



**Cisgender Gay & Bi+ Men**



**Transgender & Non-Binary Participants**












## Section 4

# Intersectionality and the Black LGBTQ Community

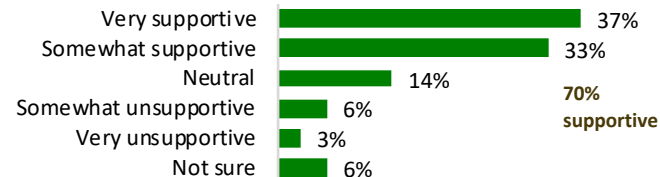
**Support by Their Local Community:** 70% of all participants said that their city or town was supportive of its local LGBTQ community. Fewer (55%) indicated that their city or town was supportive of its local Black community. And an even smaller number (42%) indicated support for the local *Black LGBTQ* community. This is a theme in the research: Participants often find that they experience more community discrimination due to their race/ethnicity than being part of the LGBTQ community. Further, the combination of being Black and LGBTQ offers even less community support.

What type of environment best describes the primary place in which you live?		
Urban / Big City		41%
Urban / Medium-sized city		26%
Suburb		18%
Small City		9%
Small Town or Rural		6%

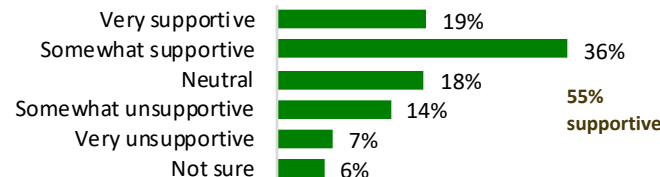


Of participants living in a small city, small town, or rural area, only 43% felt support for the LGBTQ community and 26% felt support for the Black community.

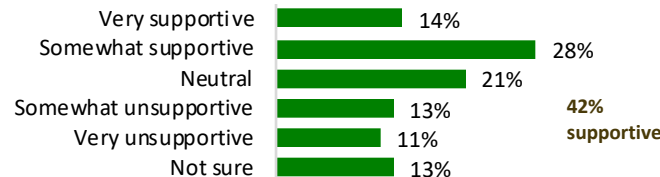
How supportive of its local LGBTQ community is the city or town in which you live?



How supportive of its local Black community is the city or town in which you live?

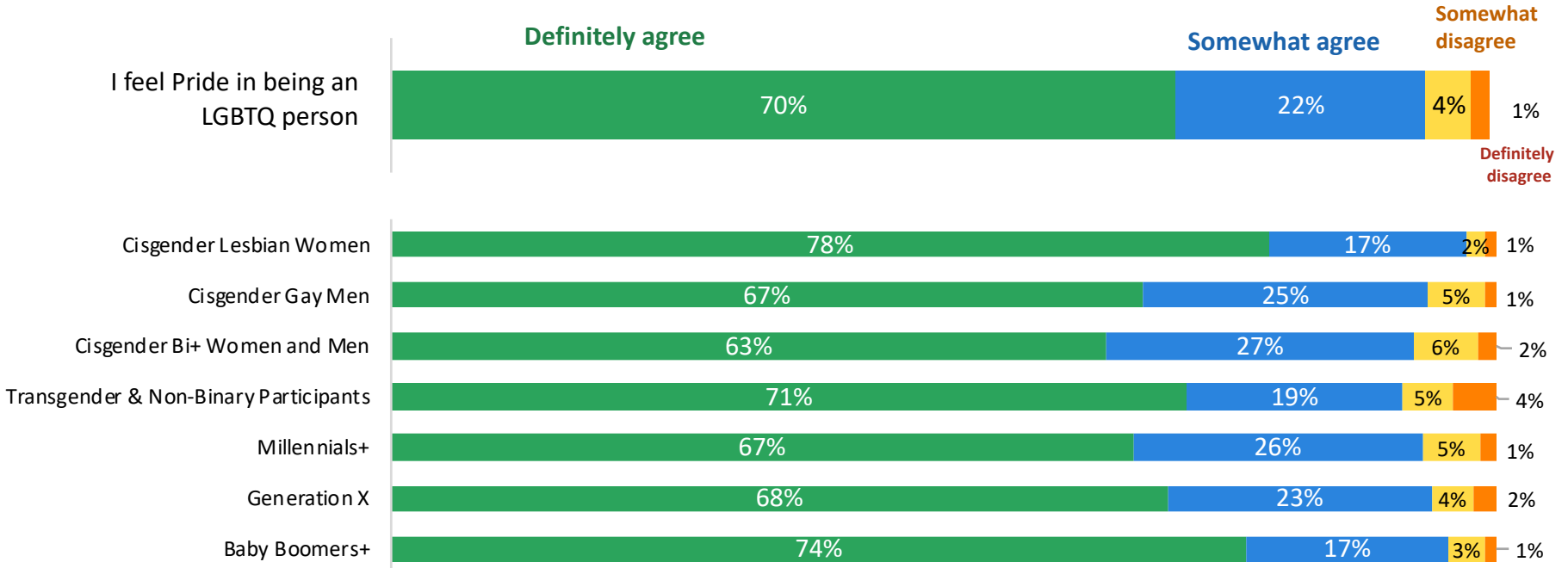


How supportive of its local Black LGBTQ community is the city or town in which you live?



**LGBTQ Pride:** 92% of survey participants feel pride in being an LGBTQ person. Very few indicated disagreeing with the statement. There were some demographic differences, but these differences fell more between definitely agree and somewhat agree.

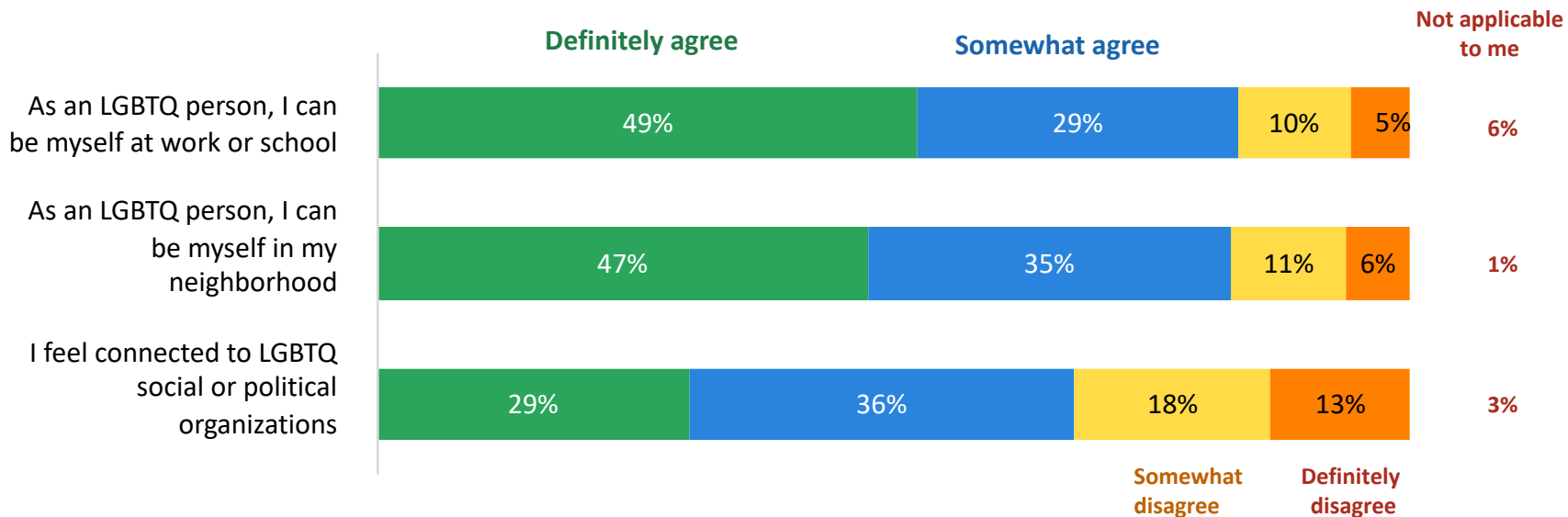
All Black LGBTQ Participants



Base: Weighted All Black LGBTQ participants N=1,815, an additional 3% selected "not applicable"

**Being LGBTQ in the United States:** While Black LGBTQ participants feel pride in being an LGBTQ person, many can not fully be themselves at work, school, or in their neighborhood. When participants were asked if they feel connected to LGBTQ social or political organizations, only 29% definitely agreed and 36% somewhat agreed. These percentages point to a need for all LGBTQ organizations to be more representative and inclusive of the Black LGBTQ community, and to work towards addressing concerns that are specific to the community.

All Black LGBTQ Participants



**Acceptance by Demographic:** Cisgender Black lesbian women appear to experience greater acceptance than G, B or T participants. But even among the cisgender women, just over half can fully be themselves in their jobs, schools, and neighborhoods. Among the generational groups, Baby Boomers experience the greatest acceptance in their neighborhoods, most likely because they found more supportive places to live through time.

**How much do you agree or disagree with these statements about being an LGBTQ person?  
Percentage who indicated definitely agree**

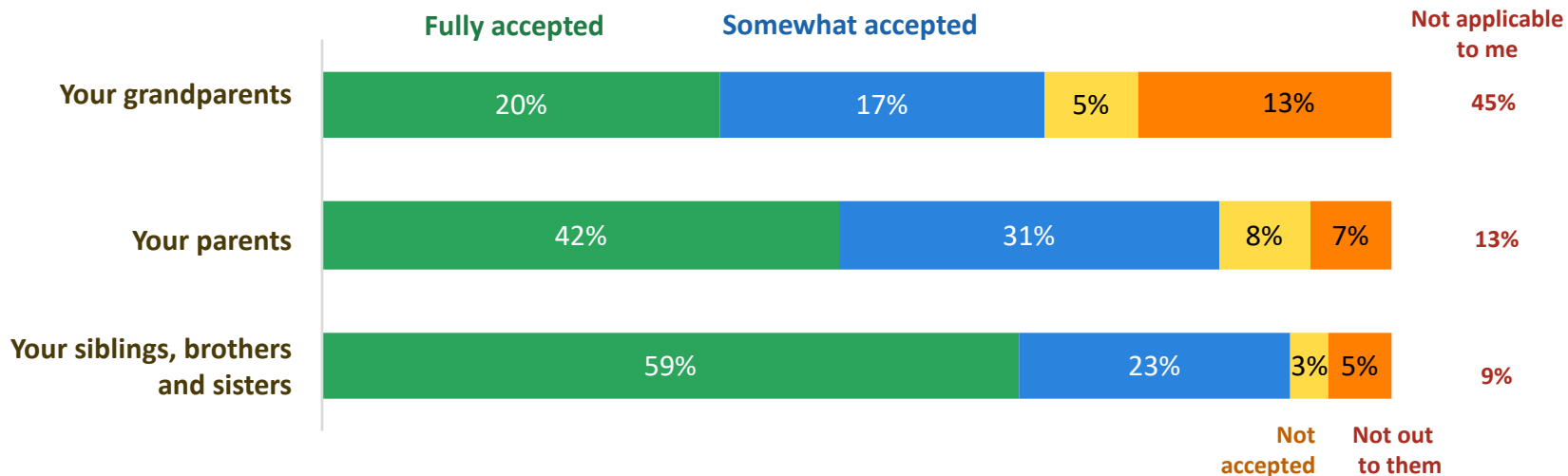
	Cisgender Lesbian Women	Cisgender Gay Men	Cisgender Bi+ Women and Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
As an LGBTQ person, I can be myself in my neighborhood	56%	46%	41%	34%	38%	49%	54%
As an LGBTQ person, I can be myself at work or school	56%	49%	43%	43%	46%	52%	50%
I feel connected to LGBTQ social or political organizations	34%	28%	27%	25%	34%	28%	27%

**Being Out in Their Family:** While most participants do not feel fully accepted by their parents, 73% felt at least somewhat accepted. There is a much higher level of acceptance among siblings. However, for participants who identify as transgender or non-binary, there is much less acceptance among family members. For example, parents were fully accepting of 45% of the cisgender LGB community members, but only 25% of the transgender and non-binary participants. That fully accepted percentage gap also existed with the siblings of transgender and non-binary participants (62% for cisgender LGB participants, and 40% for transgender and non-binary participants).

**Given your LGBTQ identity, how accepted do you feel by these three generations within your family?**

Please provide the best answer given your family relationships.

All Black LGBTQ Participants



**Connection with Two Communities:** Participants’ answers are relatively evenly distributed on their feelings about their deeper connection to either the Black community or the LGBTQ community, or both. We do see an increase among bisexual and pansexual participants to a greater Black community connection.

**Do you connect more with the Black community, the LGBTQ community, or both?**  
**Choose the answer which best applies.**

	All Black LGBTQ	Cisgender Lesbian Women	Cisgender Gay Men	Cisgender Bi+ Women and Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
I connect more with the Black community	27%	27%	25%	34%	21%	30%	28%	24%
I connect more with the LGBTQ community	22%	20%	24%	17%	28%	23%	20%	22%
I connect equally with the Black community and the LGBTQ community	38%	40%	37%	38%	35%	34%	39%	40%
I don't have much of a connection with either community	10%	10%	11%	6%	13%	8%	9%	13%
Not Sure	3%	2%	2%	4%	3%	4%	3%	1%

Base: Weighted All Black LGBTQ participants N=1,815  
 "Prefer not to answer" was also an option and received less than 1%



## Section 5

# The Black LGBTQ Community and Discrimination

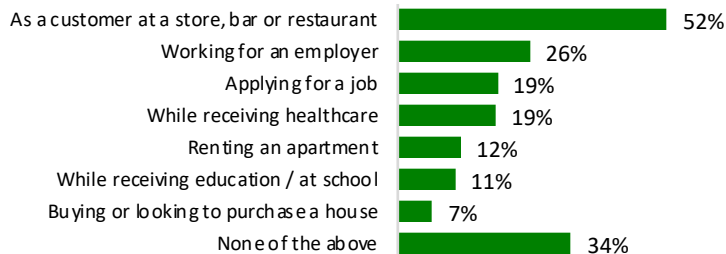


**Facing Many Types of Discrimination:** Black LGBTQ community members face many forms of discrimination, with consumer interactions and workplace discrimination being most likely. 76% of Black LGBTQ participants indicated experiencing at least one form of discrimination in the past three years.

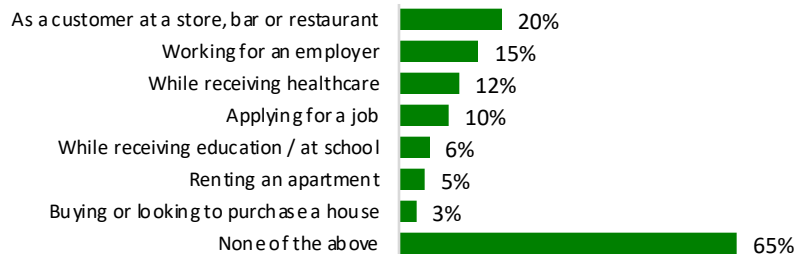
Looking back over the past three (3) years, have you experienced discrimination or prejudice in any of these ways? Please mark all that apply.

All Black LGBTQ Participants

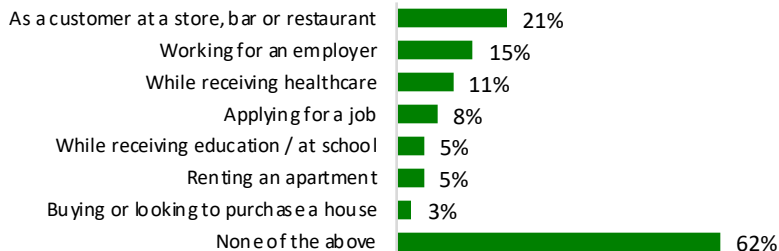
Racial Discrimination or Prejudice



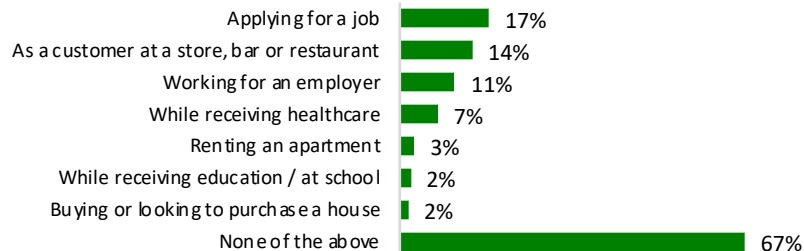
Gender or Gender Identity Discrimination or Prejudice



Sexual Orientation Discrimination or Prejudice



Age Discrimination or Prejudice (age 45 and Over)



### Racial Discrimination by Demographic

- Most participants (52%) reported racial discrimination as a customer at a store, bar or restaurant
- Black transgender & non-binary participants report the highest levels of racial discrimination across all categories
- Younger Black LGBTQ participants report higher levels of discrimination when looking for a job and working for an employer
- Cisgender Black women, transgender and non-binary participants report higher levels of healthcare discrimination

Looking back over the past three (3) years, have you experienced racial discrimination or prejudice in any of these ways?  
Please mark all that apply.

	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+	Checked Black Only For Ethnicity	Checked Black and Any Other Ethnicity
Buying or looking to purchase a house	7%	5%	13%	7%	9%	4%	6%	10%
Renting an apartment	11%	11%	22%	19%	11%	5%	11%	16%
Applying for a job	18%	17%	30%	31%	17%	9%	19%	20%
Working for an employer	27%	23%	32%	37%	24%	16%	26%	25%
While receiving education / at school	12%	8%	19%	21%	9%	3%	10%	15%
While receiving healthcare	22%	13%	31%	27%	18%	12%	18%	24%
As a customer at a store, bar or restaurant	52%	49%	63%	65%	51%	41%	53%	49%
None of the above	33%	37%	21%	19%	34%	48%	33%	39%

### Gender and Gender Identity Discrimination by Demographic

- Black transgender & non-binary participants report the highest levels of gender and gender identity discrimination across all categories
- Cisgender women report higher levels of gender discrimination than cisgender men, especially in the workplace

Looking back over the past three (3) years, have you experienced gender or gender identity discrimination or prejudice in any of these ways?  
Please mark all that apply.

	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
Buying or looking to purchase a house	4%	2%	6%	3%	5%	2%
Renting an apartment	4%	4%	14%	6%	5%	4%
Applying for a job	9%	6%	27%	15%	9%	5%
Working for an employer	19%	7%	35%	20%	15%	11%
While receiving education / at school	7%	4%	12%	12%	4%	2%
While receiving healthcare	13%	6%	33%	17%	11%	7%
As a customer at a store, bar or restaurant	22%	12%	46%	25%	20%	15%
None of the above	60%	79%	28%	56%	65%	75%

### Sexual Orientation Discrimination by Demographic

- Overall, Black LGBTQ community members report higher levels of racial discrimination than sexual orientation discrimination (see earlier slide)
- Sexual orientation discrimination rates are reasonably consistent between cisgender men and women; lesbian, gay, or bisexual
- Black transgender and non-binary participants report the highest levels of sexual orientation discrimination across all categories

**Looking back over the past three (3) years, have you experienced sexual orientation discrimination or prejudice in any of these ways?  
Please mark all that apply.**

	Cisgender Lesbian Women	Cisgender Gay Men	Cisgender Bisexual Men and Women	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
Buying or looking to purchase a house	3%	2%	3%	4%	3%	3%	2%
Renting an apartment	4%	5%	4%	11%	8%	5%	2%
Applying for a job	7%	8%	5%	16%	12%	8%	4%
Working for an employer	14%	14%	13%	22%	20%	15%	10%
While receiving education / at school	4%	4%	6%	11%	11%	3%	2%
While receiving healthcare	9%	8%	11%	21%	17%	10%	6%
As a customer at a store, bar or restaurant	21%	20%	19%	32%	28%	18%	17%
None of the above	65%	66%	65%	43%	51%	64%	72%

### Age Discrimination by Demographic

- Among Black LGBTQ community members age 45 and over, age discrimination applying for jobs and working for an employer is most prevalent
- Age discrimination as a customer at a store, bar or restaurant is also more common

Looking back over the past three (3) years, have you experienced age discrimination or prejudice in any of these ways?  
Please mark all that apply.

	Black LGBTQ Age 45+	Cisgender Lesbian & Bi+ Women Age 45+	Cisgender Gay & Bi+ Men Age 45+	Transgender & Non-Binary Participants Age 45+
Buying or looking to purchase a house	2%	2%	0%	3%
Renting an apartment	3%	2%	2%	14%
Applying for a job	17%	18%	16%	23%
Working for an employer	11%	12%	9%	12%
While receiving education / at school	2%	3%	1%	3%
While receiving healthcare	7%	12%	3%	4%
As a customer at a store, bar or restaurant	14%	14%	12%	22%
None of the above	67%	65%	69%	61%

Bases: Weighted Black LGBTQ community members age 45 and over; Women=355, Men=355, GE=-79 (low base)  
Question asked for participants age 45+ only

**Black Lives Matter Protests and Engagement:** 75% of all Black LGBTQ participants participated in some type of Black Lives Matter protest or engagement. In general, younger community members were more engaged in activities, especially marches and protests.

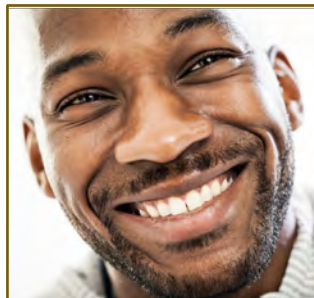
**Have you participated in the following Black Lives Matter (BLM) related protests and activities in the past 12 months? Please mark all that apply.**

	All Black LGBTQ	Millennials+	Generation X	Baby Boomers+
Visited blacklivesmatter.com	43%	46%	40%	42%
Virtual protest or demonstration	36%	37%	40%	32%
In-person march, protest, demonstration or sit-in	29%	39%	27%	20%
Contacted a national, state or local political leader	22%	29%	19%	18%
Workshop, teach-in or educational program	19%	21%	19%	15%
Helped organize a response at my workplace or school	11%	17%	10%	5%
Other activity	14%	16%	13%	13%
None of the above	25%	16%	28%	30%

**Discrimination From Within the Community:** Just under half of the participants reported racial discrimination or prejudice from within the LGBTQ community during the past three years. These percentages may be higher than they initially look. For example, few may have accessed services from an LGBTQ non-profit, or many in the survey may not live close to an LGBTQ neighborhood. Another example, 38% of single participants experienced racial prejudice when seeking a relationship in the past three years.

**Looking back over the past three (3) years, have you experienced racial discrimination or prejudice within the LGBTQ community in any of these ways? Please mark all that apply.**

All Black LGBTQ Participants		Cisgender Lesbian Women	Cisgender Gay Men	Cisgender Bi+ Women and Men	Transgender & Non-Binary Participants
While dating or seeking romantic or sexual partners	29%	17%	36%	25%	47%
At a bar/nightclub dedicated for the LGBTQ community	26%	16%	34%	25%	30%
While walking outside in an LGBTQ neighborhood	12%	5%	13%	14%	23%
By a non-profit organization serving the LGBTQ community	12%	11%	11%	10%	23%
None of the above	53%	67%	45%	56%	37%



# Section 6

## Political Priorities

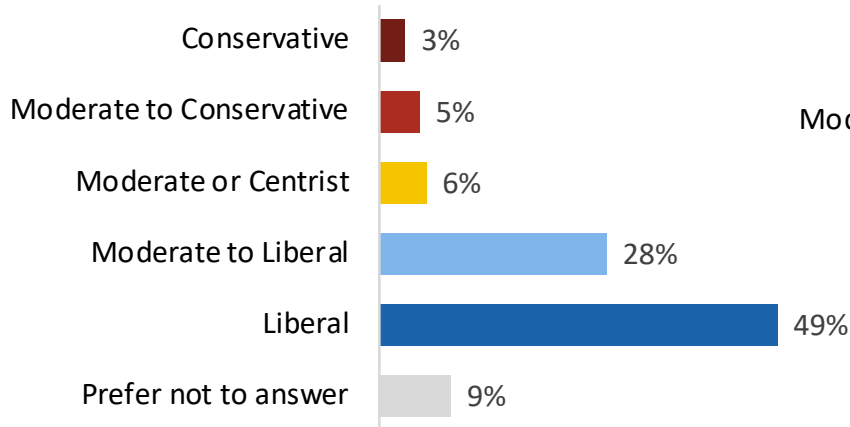


**Political Views:** The vast majority of the Black LGBTQ study participants trend liberal (54%). However, just over half indicate only liberal views. 43% would describe themselves with some moderate leaning. Only 3% consider themselves conservative. The groups with higher moderate leanings are cisgender men and Baby Boomers. Of interest is the 9% “prefer not to answer” response, which was unusually high for this question compared to other questions in the survey.

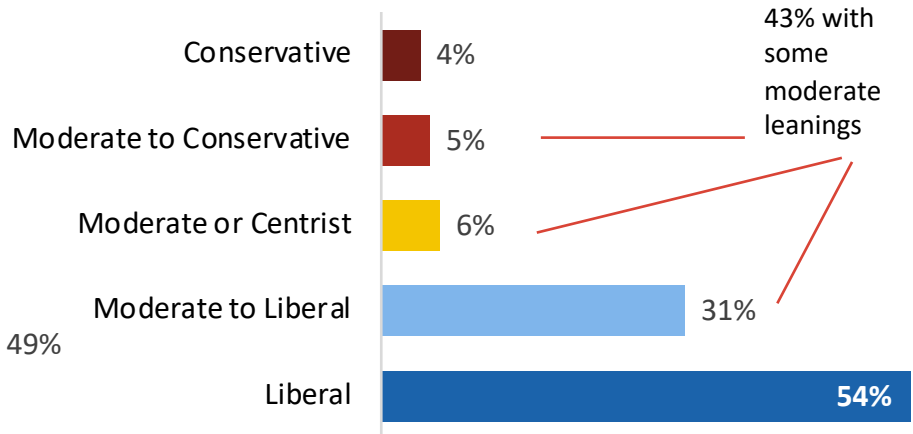
How would you describe your political views? Please choose the best answer on the following scale.

All Black LGBTQ Participants

Including the “Prefer Not to Answer” Response



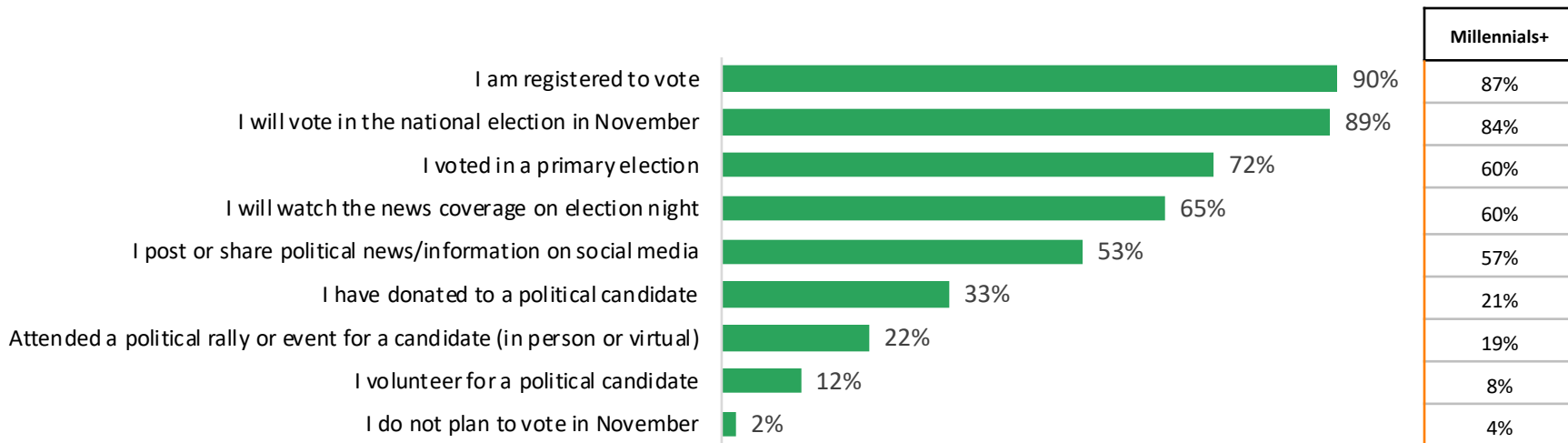
Removing the “Prefer Not to Answer” Response



**Political Activities:** The vast majority of the Black LGBTQ study participants are politically active. The survey was conducted the month before the November 2020 U.S. General Election, resulting in increased political activity. Younger participants, often less politically engaged than older generations, were quite active in the 2020 election cycle. Younger people were somewhat less likely to vote in the primary elections or to make political donations.

Have you already, or do you plan to do any of the following in 2020? Please mark all that apply.

All Black LGBTQ Participants

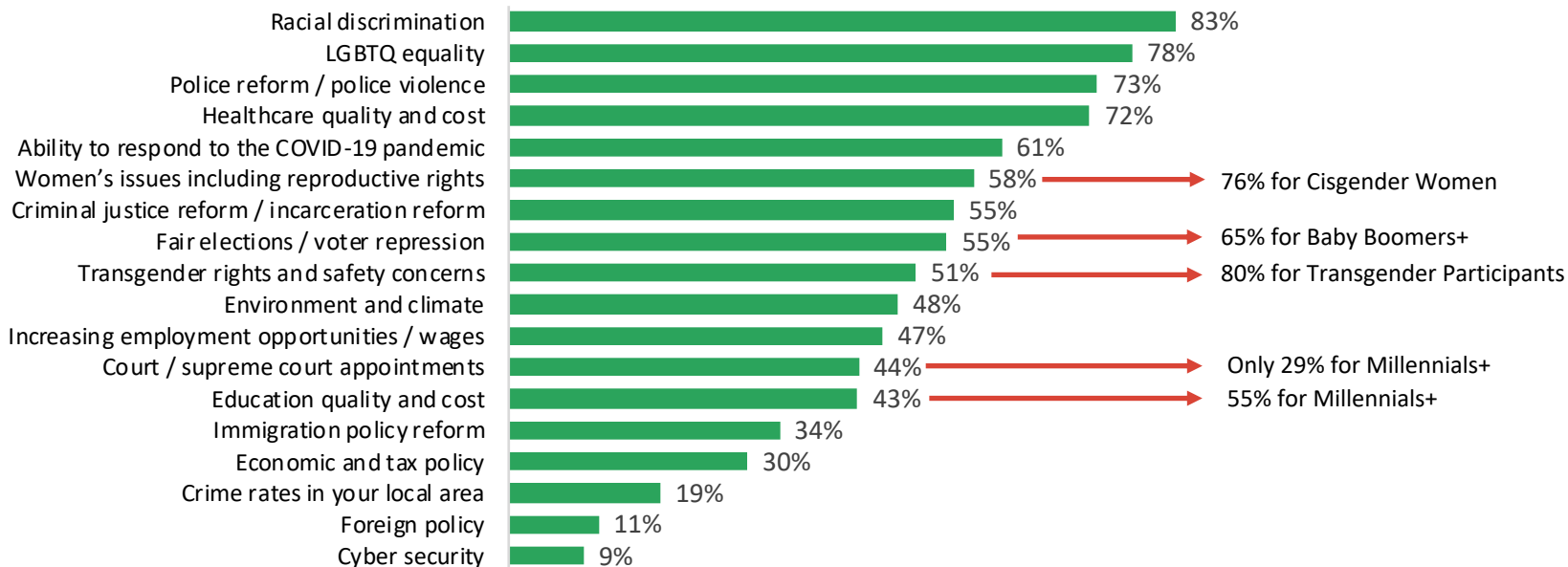


Base: Weighted All Black LGBTQ participants N=1,815, "None of the above" selected by 1% for this question

**Voter Priorities:** The goal of this question was to prioritize many vital issues. Participants could only select up to 10 of the 18 concerns listed. The response was relatively consistent across demographics, with a few notable exceptions noted on the chart. Overall, discrimination and police violence were the most pressing voter issues, followed by healthcare. Economic concerns, local crime, foreign policy and cybersecurity were the least pressing issues.

**Which of these concerns are most important to you when considering voting for one political candidate over another?**  
**While all of these may be important, please limit your choices to no more than ten.**

**All Black LGBTQ Participants**



Base: Weighted All Black LGBTQ Participants N=1,815, "None of the above" selected by 1% for this question



## Section

## 7

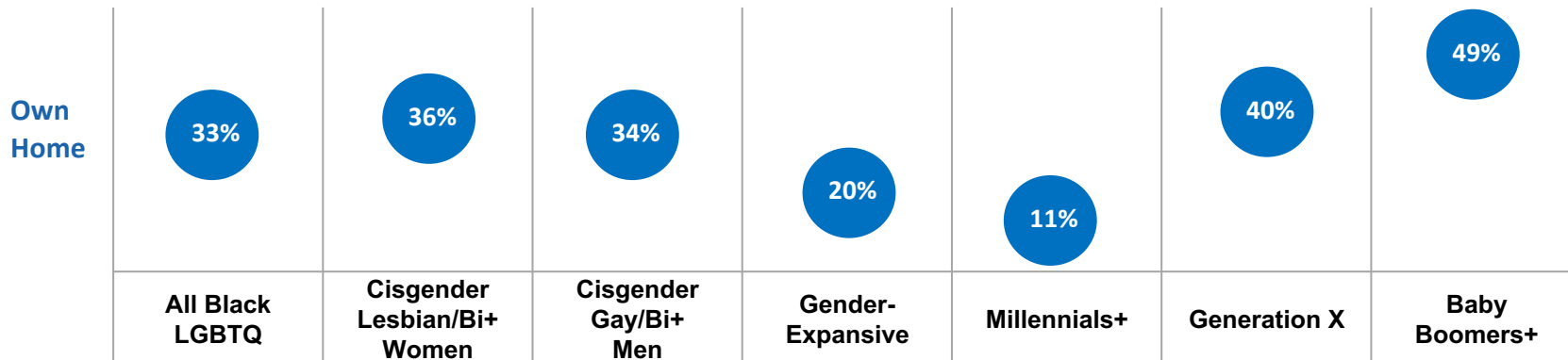
# Buying and Renting a Home

**Own or Rent Your Home:** A third (33%) of the Black LGBTQ participants own the home in which they live. This percentage is much lower than the 65% of all Americans who own their home, or the 42% of all Black Americans who own their home. Research from CMI and Freddie Mac in 2018 demonstrated that LGBTQ community members in the United States are less likely to own a home than the general population (49% of all LGBTQ people). Reduced home ownership rates for Black LGBTQ community members is the result of many factors. Income, employment, and racial discrimination contribute, along with the fact that Black LGBTQ people are more likely to live in big cities where home ownership is less common. Also, LGBTQ people are less likely to be married or have children, which are key drivers of home ownership.

Do you own or rent the home in which you live?

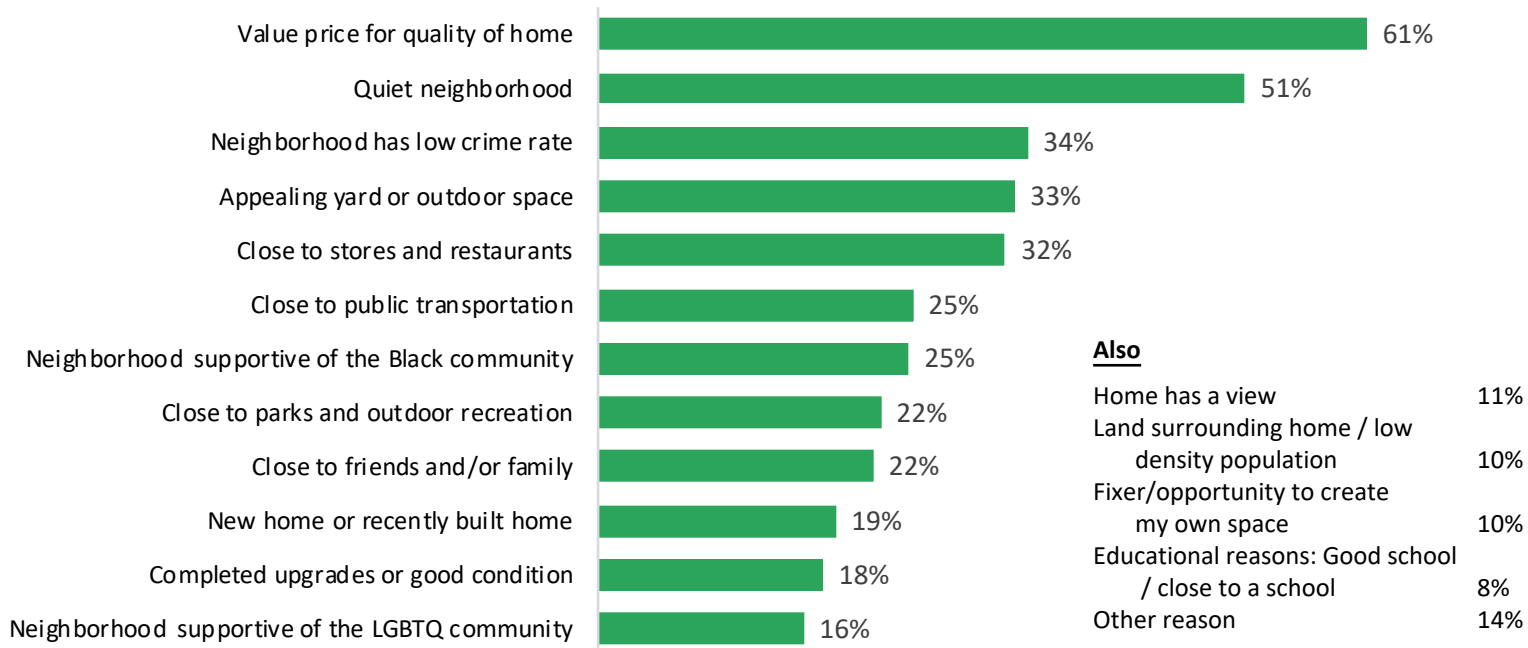
Rent 52%  
Own 33%

Live with friends or family and pay no rent 9%  
Other 4%  
Prefer not to Answer 1%



**Home Purchase Priorities:** Value for the price of the home is a priority for most homeowners. The neighborhood is the second-highest priority. Finding a neighborhood supportive of the Black community was somewhat more important than an LGBTQ-friendly neighborhood.

**What are the motivating factors that influenced you to purchase your current home? Please mark all that apply.**

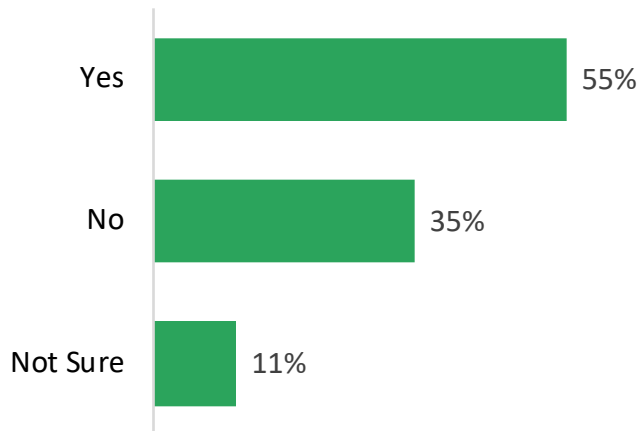


Base: Homeowners N=603, “none of the above” was 4% for this question

**Discrimination in the Home Buying Process:** Over half of Black LGBTQ participants fear racial discrimination in the home buying process. There are fears of discrimination due to sexual orientation, gender identity, age, and disability.

**Regardless of whether you want to purchase a home or not, do you fear any type of discrimination in the home buying process?**

**All Black LGBTQ Participants**

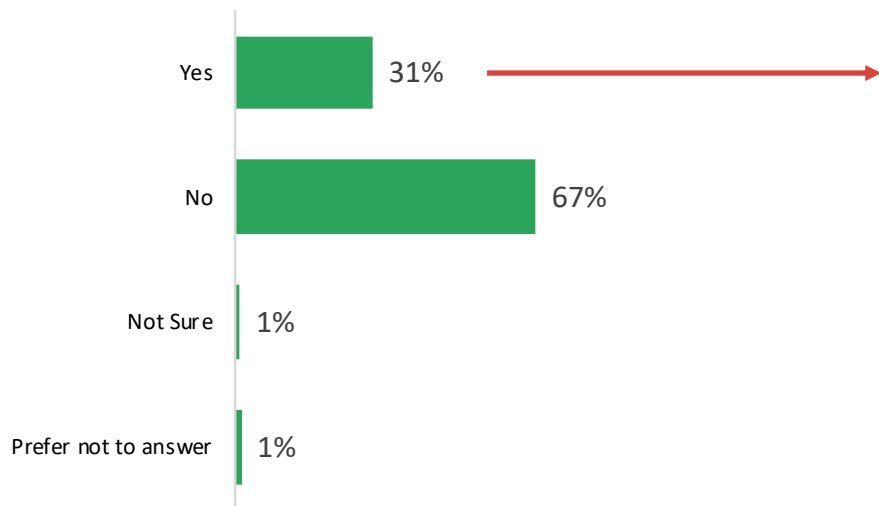


Fear Any Type of Discrimination in the Home Buying Process Among All Participants (Not Just Those Indicating "Yes")
51% of all Black LGBTQ participants fear racial discrimination in the home buying process
54% of transgender and non-binary participants fear gender or gender identity discrimination
33% of lesbians, 27% of gay men and 31% of bisexual/pansexual participants fear sexual orientation discrimination
24% of LGBTQ participants over age 55 fear age discrimination
59% of LGBTQ participants with a disability fear discrimination due to their disability

**Experiencing Homelessness:** Online surveys are unlikely to attract community members currently experiencing homelessness. What is concerning is the very high levels of Black LGBTQ community members in this survey who had experienced homelessness at some point in their lives, especially among transgender and non-binary participants. Other studies have examined the large percentage of homeless youth who identify as LGBTQ. This data appears to confirm that LGBTQ people have far too much personal experience with homelessness at some point in their life.

**Have you experienced homelessness in your life?**

**All Black LGBTQ Participants**



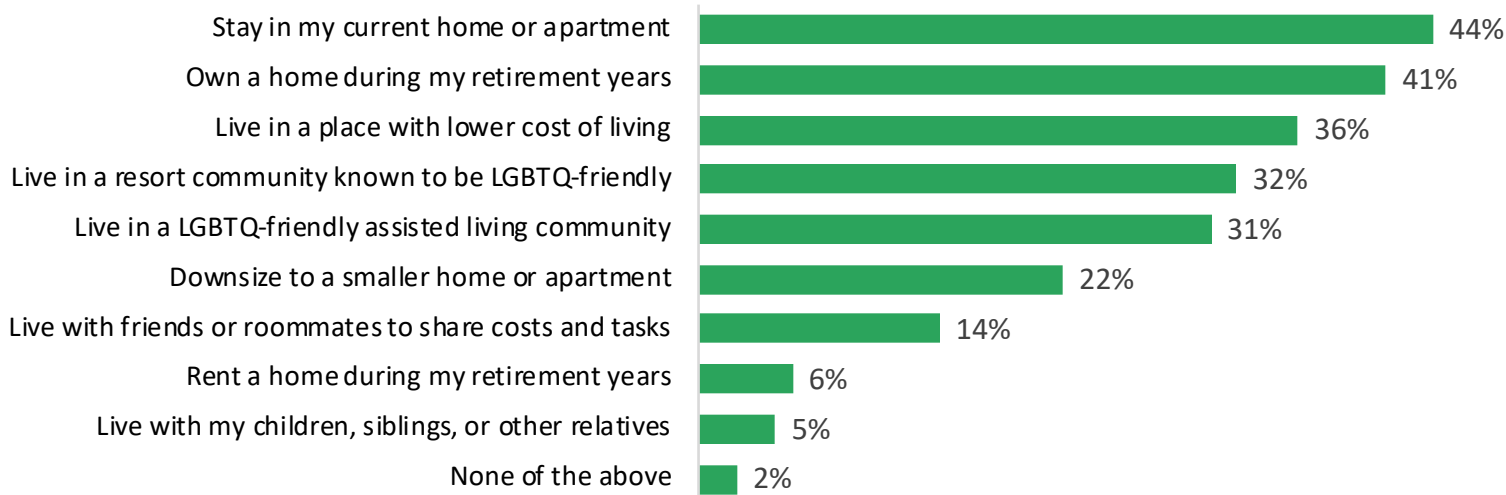
Indicated "Yes" to Homelessness at Some Point in Their Life	
All Black LGBTQ	31%
Cisgender Lesbian & Bi+ Women	28%
Cisgender Gay & Bi+ Men	30%
Transgender & Non-Binary Participants	44%
Millennials+	32%
Generation X	33%
Baby Boomers+	27%



**Retirement Living:** Black LGBTQ community members age 45 and over want to live in their own home or apartment during retirement years. There is also an appeal to live in an LGBTQ-friendly resort community or assisted living facility where there is less risk of discrimination based on sexual orientation or gender identity.

**Let’s think about your retirement years. How would you describe your ideal environment for your retirement?  
Please mark all that are both ideal and realistic for you.**

**Black LGBTQ Participants Age 45 and Over**



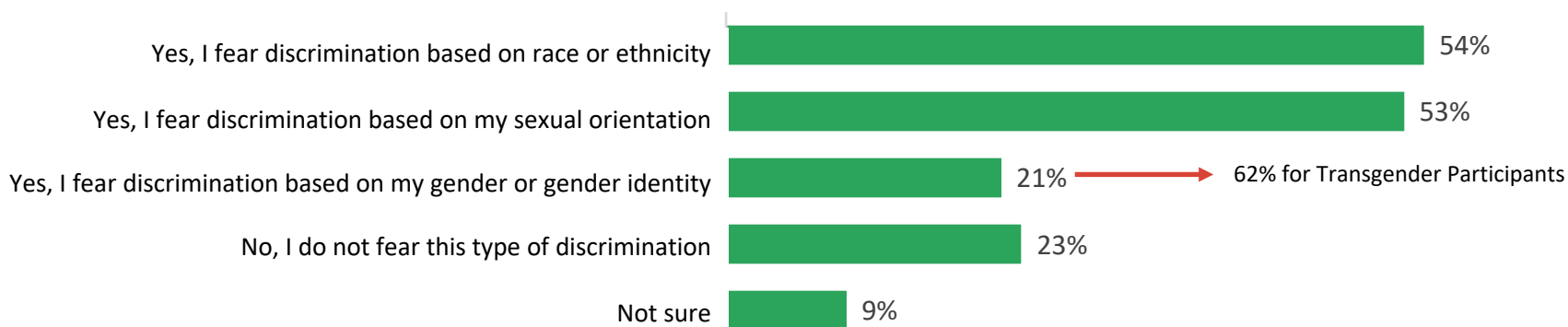
Bases: Weighted Black LGBTQ community members age 45+ N=789

Note: 3 questions in the survey were delivered to just people age 45+, an alternative weighting was used for these questions to better balance by age

**Fear of Discrimination and Assisted Living:** Participants age 45 and over have a significant fear of racial and sexual orientation discrimination if they ever need to enter an assisted living situation for older people. Also, 62% of transgender and non-binary community members have fear based on gender and gender identity.

**When you think of the potential of moving into an assisted living situation for older Americans, such as an assisted living apartment or a long-term care facility, do you fear any type of discrimination? (Please mark all that apply.)**

**Black LGBTQ Participants Age 45 and Over**



All percentages above are very similar for participants ages 55 and over.

Bases: Weighted Black LGBTQ community members age 45+ N=789

Note: 3 questions in the survey were delivered to just people age 45+, an alternative weighting was used for these questions to better balance by age



## Section 8

# Living and Financial Situation

**Living Situation:** While most of the study participants are single (see slide 22), only 40% indicated living alone. Black LGBTQ community members live in many different types of households. Most participants live with someone (partners, children, parents, other family members, friends, or roommates). Of note—because older people often have more significant social isolation concerns—was that nearly half (49%) of the Baby Boomers lived alone.

**With whom do you live? Please mark any living in your household.**

	All Black LGBTQ	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
Myself only; I live alone	40%	34%	48%	36%	31%	41%	49%
My spouse or partner	33%	39%	28%	28%	26%	38%	34%
My child(ren) under age 18	7%	10%	3%	9%	8%	12%	1%
My adult child(ren) age 18 or over	4%	6%	2%	5%	1%	6%	4%
My grandchildren	1%	1%	1%	1%	0%	1%	1%
Roommates or friends	11%	8%	12%	18%	16%	6%	9%
My parents or partner's parents	11%	12%	9%	17%	21%	8%	3%
Other family members	7%	8%	5%	13%	11%	6%	4%



Also: 46% of all Black LGBTQ participants cared for a pet in the home

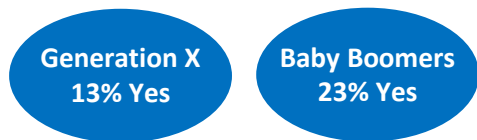
Base: Weighted All Black LGBTQ participants N=1,815

For this question other responses included, "with others in a group setting like assisted senior housing" 0%, "other relationships" 1% and "prefer not to answer" 1%

**LGBTQ Parents:** A large number of Black LGBTQ community members are parents and/or grandparents. 28% of all participants indicated being a parent of a child of any age. The concentration of LGBTQ parents of children under age 18 is greater among lesbian and bi+ women (14%). Also, there is a large percentage of Black transgender and non-binary parents. 23% of LGBTQ Baby Boomers report being grandparents. 54% of Black LGBTQ Millennials would like to become parents sometime in the future.

	All Black LGBTQ	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants
<i>Parent of a child of any age</i>	28%	39%	17%	27%
Yes, I have children under age 18 living in my home	8%	11%	3%	10%
Yes, I have children under age 18 not living in my home	3%	3%	2%	3%
Yes, I have children age 18 or over	16%	22%	10%	12%

**Grandparents**



**Non-parents were asked**

**“Do you want to become a parent in the future?”**



**Becoming a Parent and Discrimination**

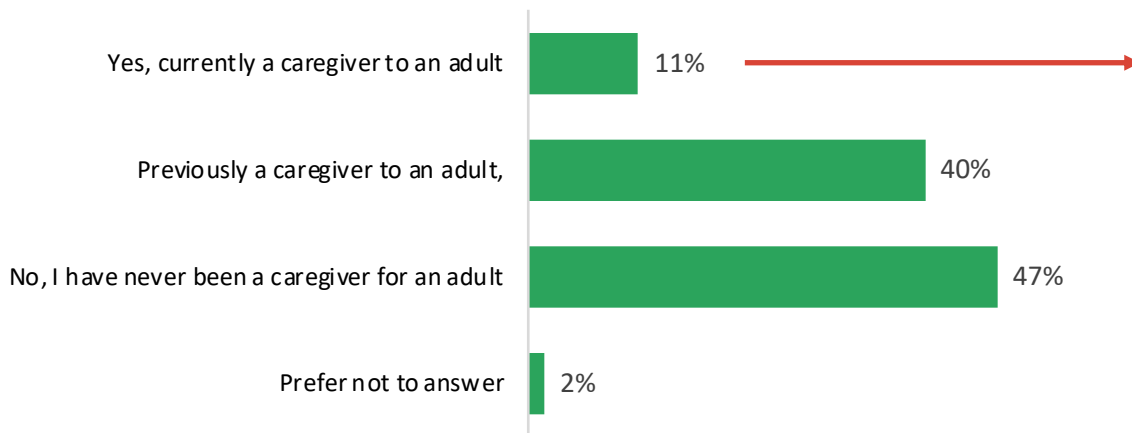
We asked participants if they ever experienced discrimination while trying to become a parent (foster care/adoption/medical services). 44 participants reported racial discrimination and 34 reported sexual orientation discrimination.

**Caring for an Adult at Home:** The responsibility for caring for an adult loved one is common in the Black LGBTQ community; 11% reported currently caring for an adult and 40% previously. The responsibility for adult care falls reasonably consistently across all demographics.

**Are you or have you ever been a caregiver to an adult loved one (does not have to be family) who has suffered a temporary or permanent illness, ailment or disability where they cannot fully care for themselves?**

Please choose the best response.

**All Black LGBTQ Participants**



Currently a Caregiver to an Adult	
All Black LGBTQ	11%
Cisgender Lesbian & Bi+ Women	11%
Cisgender Gay & Bi+ Men	10%
Transgender & Non-Binary Participants	16%
Millennials+	9%
Generation X	13%
Baby Boomers+	11%

Base: Weighted All Black LGBTQ participants N=1,815, "None of the above" was selected by 1% for this question

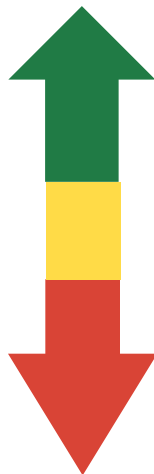
**Changes in Household Finances:** Black LGBTQ participants’ evaluation of their financial situation was mixed. Much like the broader economy, COVID-19 has had a wide range of economic impacts on survey participants. There is also fiscal optimism that 2021 can only get better. Black LGBTQ participants with a four-year college degree or higher were more likely to report doing better than those without (36% vs. 28%). Also, transgender and non-binary participants were the least likely to report doing better (24% vs. 33% for cisgender participants).

All Black LGBTQ Participants

Past Year

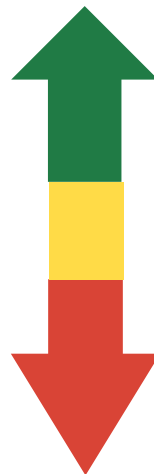
Thinking about your personal finances, would you say that you are better off or worse off financially than you were a year ago?

12%  
21%  
41%  
19%  
8%



Much better off  
Somewhat better off  
About the same  
Somewhat worse off  
Much worse off

26%  
35%  
33%  
5%  
2%



Future Year

Now looking ahead, do you think that a year from now you will be better off, worse off, or about the same financially as you are now?

**Household Debt:** 11% of all Black LGBTQ participants reported having no debt. Unpaid credit card debt is the most common form of debt. Of note is the substantial percentage of participants, especially Millennials, with student loans. As reported earlier (see slide 21), most of the participants pursued education after high school. Yet, their overall household incomes did not appear to reflect the level of education achieved (slide 24). This might suggest that many in the Black LGBTQ community are struggling with student loans.

**Do you currently have any of these types of debt? Please mark all that apply.**

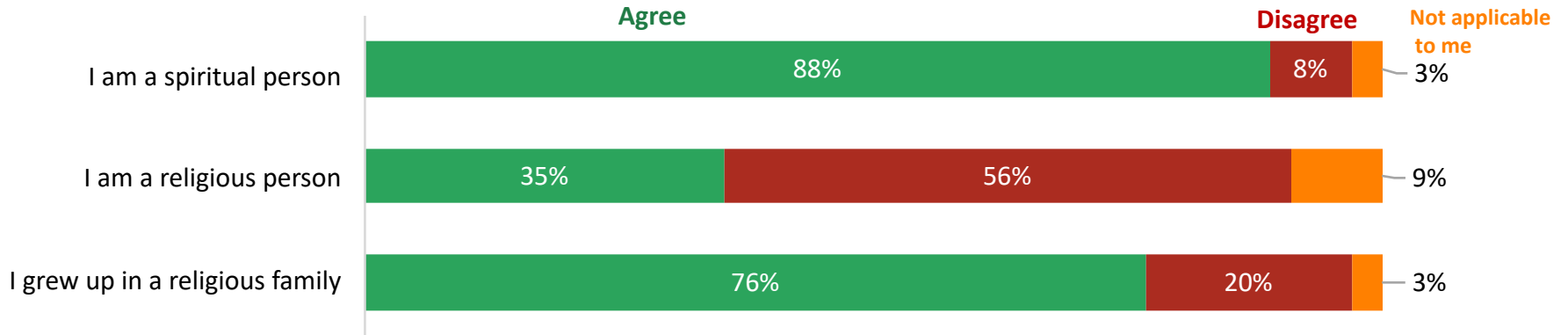
	All Black LGBTQ	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
Unpaid credit card debt	53%	50%	56%	51%	50%	53%	55%
Student loan	44%	47%	41%	46%	64%	47%	21%
Car loan	35%	39%	33%	30%	33%	41%	33%
Home mortgage	25%	28%	24%	11%	10%	33%	32%
Other types of debt	19%	18%	21%	21%	19%	24%	16%
I do not have debt	11%	11%	12%	12%	12%	7%	15%
Prefer not to answer	3%	2%	3%	5%	2%	3%	3%

Base: Weighted All Black LGBTQ participants N=1,815, “None of the above” was 1% for this question



**Religion and Spiritual Beliefs:** The majority of Black LGBTQ participants consider themselves to be spiritual, but fewer than half consider themselves religious. Most grew up in a religious family. The survey asked the participants who grew up in a religious family whether their childhood religious group would accept them as an LGBTQ person, and only 17% said yes. Thirty percent said that they currently attend religious or worship services (16% Millennials vs. 40% Baby Boomers), and of those, only 56% are fully out to their religious community.

How much do you agree or disagree with these statements about religion and spirituality?  
All Black LGBTQ Participants



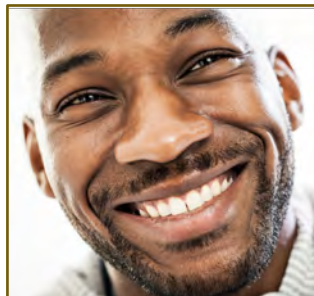
30% said that they currently attend religious or worship services



Q: How out are you as an LGBTQ person in the place in which you currently worship?



Fully Out	56%
Mostly Out	10%
Somewhat or Not Out	29%
Prefer not to Answer	5%



## Section 9

# Black LGBTQ Community Health

## Most Important Black LGBTQ Community Health Concerns

The survey asked a broad question about 18 potential health concerns. Because health is gender and age specific, we listed the top concerns by demographic group.

**Q: Please mark the health issues that are of greatest concern for you. This may be because you are currently dealing with the health concern or perhaps you worry because of test results, family history or activities that put you at risk.**

- Depression/anxiety/PTSD or other mental health concern
- Getting gender confirmation surgery
- Getting or maintaining health insurance
- Getting to a healthy body weight
- Managing chronic pain
- Physical and/or mental health effects resulting from racial discrimination
- Preventing or treating asthma/respiratory diseases
- Preventing or treating cancer (of any type)
- Preventing or treating COVID-19
- Preventing or treating diabetes
- Preventing or treating heart disease or stroke
- Preventing or treating high blood pressure
- Preventing or treating HIV/AIDS
- Preventing or treating liver or kidney diseases
- Preventing or treating sexually transmitted infections
- Preventing or treating sickle cell disease
- Reducing or treating substance use (of any type)
- Sleep issues / Improving sleep

### Cisgender Gay and Bi+ Men

#### Age 18 to 34

Depression/anxiety or other mental health concern	64%
Preventing or treating HIV/AIDS	59%
Preventing or treating COVID-19	53%
Preventing or treating sexually transmitted infections	43%
Physical and/or mental health effects resulting from racial discrimination	42%
Sleep issues / Improving sleep	41%
Getting to a healthy body weight	37%
Getting or maintaining health insurance	34%

#### Age 35 to 54

Preventing or treating HIV/AIDS	63%
Preventing or treating COVID-19	63%
Getting to a healthy body weight	54%
Depression/anxiety or other mental health concern	52%
Preventing or treating high blood pressure	46%
Getting or maintaining health insurance	39%
Preventing or treating diabetes	37%
Sleep issues / Improving sleep	37%
Preventing or treating sexually transmitted infections	36%
Preventing or treating cancer (of any type)	35%

#### Age 55+

Preventing or treating COVID-19	67%
Preventing or treating high blood pressure	57%
Preventing or treating HIV/AIDS	54%
Getting to a healthy body weight	50%
Preventing or treating cancer (of any type)	46%
Preventing or treating diabetes	42%
Preventing or treating heart disease or stroke	41%
Depression/anxiety or other mental health concern	41%
Getting or maintaining health insurance	39%
Sleep issues / Improving sleep	34%
Managing chronic pain	29%
Physical and/or mental health effects resulting from racial discrimination	26%

Base: Cisgender Men Age 18+ N=812

Cisgender Lesbian and Bi+ Women

Age 18 to 34

Depression/anxiety or other mental health concern	75%
Getting to a healthy body weight	47%
Preventing or treating COVID-19	46%
Physical and/or mental health effects resulting from racial discrimination	45%
Sleep issues / Improving sleep	44%
Getting or maintaining health insurance	36%
Preventing or treating high blood pressure	31%
Preventing or treating cancer (of any type)	28%

Age 35 to 54

Getting to a healthy body weight	59%
Preventing or treating COVID-19	56%
Depression/anxiety or other mental health concern	52%
Sleep issues / Improving sleep	46%
Physical and/or mental health effects resulting from racial discrimination	39%
Preventing or treating high blood pressure	36%
Preventing or treating diabetes	34%
Getting or maintaining health insurance	32%
Preventing or treating cancer (of any type)	32%
Managing chronic pain	26%

Age 55+

Getting to a healthy body weight	70%
Preventing or treating COVID-19	59%
Preventing or treating high blood pressure	51%
Sleep issues / Improving sleep	48%
Preventing or treating diabetes	46%
Preventing or treating heart disease or stroke	44%
Depression/anxiety or other mental health concern	40%
Getting or maintaining health insurance	40%
Preventing or treating cancer (of any type)	40%
Managing chronic pain	36%
Physical and/or mental health effects resulting from racial discrimination	28%

**Transgender & Non-Binary Participants**  
Age 18+

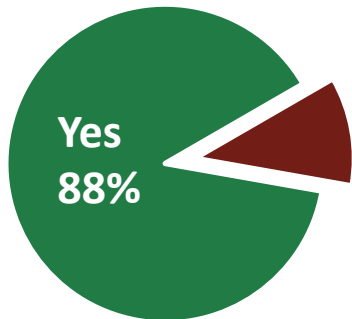
*Due to the lower number of participants, transgender & non-binary community data presented for all participants age 18 or greater.*

Depression/anxiety or other mental health concern	70%	Managing chronic pain	35%
Preventing or treating COVID-19	54%	Preventing or treating high blood pressure	34%
Physical and/or mental health effects resulting from racial discrimination	48%	Getting gender confirmation surgery	34%
Getting to a healthy body weight	46%	Starting, maintaining or access to gender confirmation hormones	34%
Getting or maintaining health insurance	46%	Preventing or treating cancer (of any type)	32%
Sleep issues / Improving sleep	45%	Preventing or treating heart disease or stroke	30%
Preventing or treating diabetes	35%	Preventing or treating HIV/AIDS	23%

**Health Insurance Coverage:** Results show a large number of Black LGBTQ community members who do not have health care coverage, especially participants under age 35.

**Do you have any kind of health care coverage, including health insurance, prepaid plans such as HMOs, or government plans such as Medicare, or Indian Health Service?**

**Health Insurance**

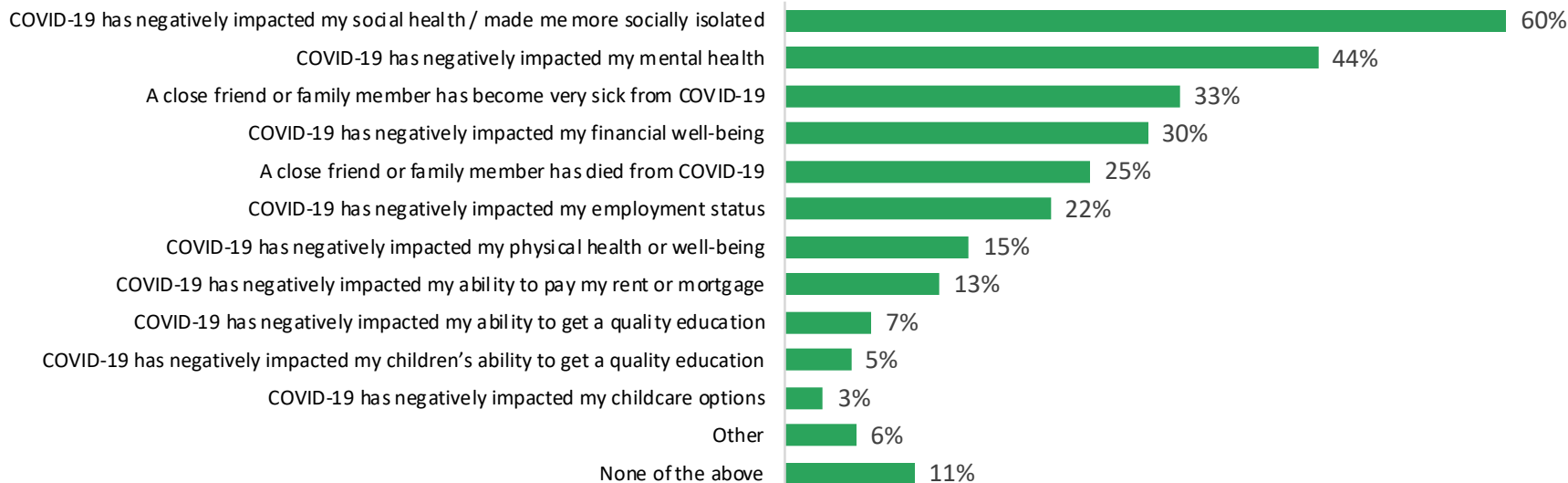


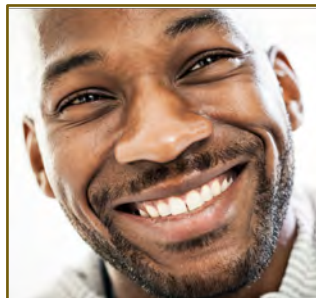
Percent Indicating "No Insurance" or "I Do Not Know"		
All Black LGBTQ	All Ages	11%
Cisgender Gay & Bi+ Men	Age 18 to 34	20%
	Age 35 to 54	11%
	Age 55+	6%
Cisgender Lesbian & Bi+ Women	Age 18 to 34	18%
	Age 35 to 54	8%
	Age 55+	8%
Transgender & Non-Binary Participants	All Ages	16%

Base: Weighted All Black LGBTQ participants N=1,815, "Prefer not to answer" was selected by 1%

**Impacts of COVID-19:** COVID-19 has impacted everyone. The most common negative impacts are social isolation and mental health. Baby Boomers reported increased isolation (65%), which is a concern because isolation is a serious issue for many older people. Also, 56% of Millennials are reporting negative mental health impacts. A quarter (25%) of the participants reported the death of a friend or family member, and that percentage increases to 31% among Baby Boomers.

**How has the COVID-19 pandemic impacted you? Please mark all that apply.**  
**All Black LGBTQ Participants**





## Section 10

# Outreach to the Black LGBTQ Community

**Corporate Outreach to the Black LGBTQ Community:** Research participants indicated that corporate support for the Black community and the LGBTQ community is more important than ever. However, survey participants also agreed that companies are not doing a good job in their outreach efforts, and especially to the Black LGBTQ community.

All Black LGBTQ Participants

Companies that support racial equality are more important than ever



92% Agree. 6% Neutral. 2% Disagree.

Companies that support LGBTQ equality are more important than ever



89% Agree. 10% Neutral. 2% Disagree.

Companies that support social justice initiatives are more important than ever



91% Agree. 7% Neutral. 2% Disagree.

Corporate America does a good job outreaching to the overall Black community



6% Agree. 24% Neutral. 69% Disagree.

Corporate America does a good job outreaching to the overall LGBTQ community



13% Agree. 37% Neutral. 50% Disagree.

Corporate America does a good job outreaching to the Black LGBTQ community



4% Agree. 18% Neutral. 78% Disagree.

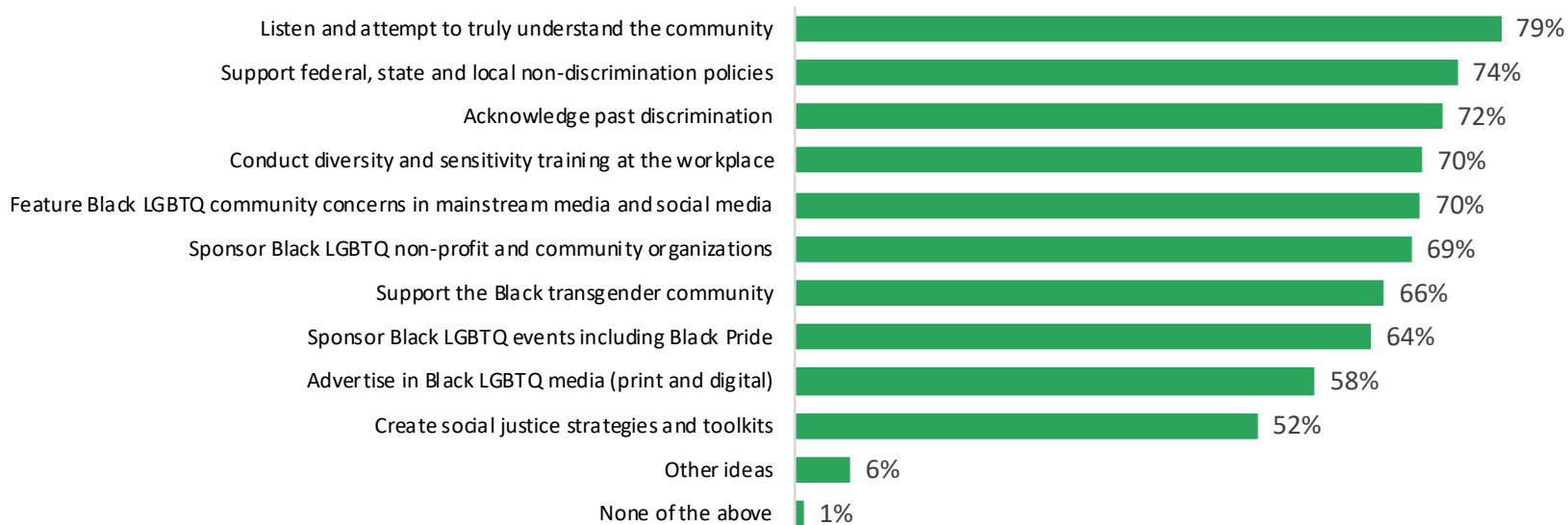


**How to Reach the Black LGBTQ Community:** Research participants prioritized different ways in which companies can better connect with the Black LGBTQ community in the United States. All the responses were deemed necessary, but some more important than others. Genuinely listening and understanding the community ranked as the top initiative, followed by supporting non-discrimination laws and policies.

**What types of initiatives should companies do to better reach the Black LGBTQ Community?**

Please mark those that are most important to you.

**All Black LGBTQ Participants**



**Media Outreach Opportunities:** Organizations and companies have many media options to reach the Black LGBTQ community, including print, digital, and social media specifically by and for the Black LGBTQ community.

**What types of media do you view at least once per month? Please mark all that apply.**

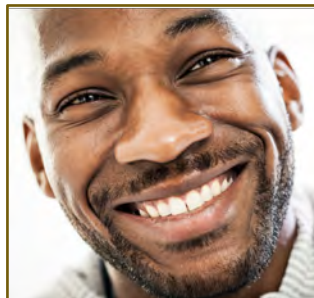
	All Black LGBTQ	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
Websites for the overall LGBTQ community	55%	50%	59%	57%	48%	58%	58%
Websites for the overall Black community	49%	51%	49%	44%	47%	53%	48%
Magazines or newspapers for the LGBTQ community	36%	33%	39%	35%	22%	38%	48%
Magazines or newspapers for the Black community	32%	34%	30%	29%	21%	34%	40%
Print or digital media specifically for the Black LGBTQ community*	32%	28%	34%	38%	32%	35%	29%
Social media like Facebook or Instagram	79%	81%	77%	77%	86%	76%	75%
None of the above	5%	4%	5%	6%	3%	6%	5%

\* While percentages are smaller, they are quite impressive considering the limited number of media outlets specifically for the Black LGBTQ community.

**Event Outreach Opportunities:** Events specifically for the Black LGBTQ community (including Black Prides) are popular. Organizations and companies should also consider that when they sponsor events for the entire Black community, LGBTQ people are also attending, creating additional outreach opportunities.

**When is the last time you attended any of these events?**

	All Black LGBTQ	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
<b>Local LGBTQ Black Pride Near My Home</b>							
In the past 2 years	40%	38%	41%	41%	40%	44%	35%
At some point in the past	69%	68%	72%	60%	56%	76%	74%
<b>Traveled to LGBTQ Black Pride Event in Another City</b>							
In the past 2 years	20%	18%	21%	20%	22%	22%	15%
At some point in the past	52%	52%	55%	38%	41%	61%	53%
<b>Attended a Festival or Event for the Entire Black Community</b>							
In the past 2 years	46%	46%	46%	49%	48%	48%	43%
At some point in the past	76%	78%	74%	72%	69%	81%	77%



## Section 11

# Consumer Purchasing Tables

**Priorities for Major Purchases:** The survey asked a limited number of questions about major purchases. These questions aim to better understand the spending goals for different demographic segments within a community. These major purchases are often not made in the next year because of the product's price point, but percentages give direction for purchasing priorities.

**In the next 12 months, do you plan to purchase any of these products or services? Please mark all that apply.**

**Electronics**

	All Black LGBTQ	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
Electronics over \$500 (e.g. computer or gaming console)	39%	36%	43%	39%	41%	39%	38%
Major piece of home furniture or appliance over \$500	39%	40%	38%	32%	35%	38%	44%
Smartphone	34%	30%	38%	33%	33%	41%	29%

**Major Purchases**

Purchase or lease a new car	23%	23%	22%	22%	24%	24%	19%
Purchase a new home	14%	16%	12%	14%	15%	16%	10%

10% of current home owners hope to buy a new home  
17% of renters hope to buy a new home

**Entertainment:** Most of the participants are purchasing entertainment. The person’s age matters in the type of entertainment that is purchased.

Have you paid for any of the following entertainment during the past 12 months? Please mark all that apply.

	All Black LGBTQ	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
Streaming television subscription (e.g. Netflix, Amazon Prime, Hulu, etc.)	80%	82%	77%	77%	83%	84%	72%
Cable television (basic or with premium channels)	50%	51%	52%	35%	30%	52%	69%
Subscription radio or paid music (e.g. SiriusXM, Pandora, Spotify, Apple Music, etc.)	54%	56%	53%	55%	66%	54%	43%

Beverages

In the past 30 days, have you purchased any of these types of beverages in a store? Please mark all that apply.

	All Black LGBTQ	Cisgender Lesbian & Bi+ Women	Cisgender Gay & Bi+ Men	Transgender & Non-Binary Participants	Millennials+	Generation X	Baby Boomers+
Bottled water (still)	66%	68%	66%	58%	63%	68%	66%
Soda (diet or regular)	49%	46%	53%	47%	46%	49%	53%
Juice (single serving)	49%	46%	51%	51%	54%	48%	45%
Tea or iced tea (pre-made, on shelf at store)	47%	47%	48%	44%	46%	47%	48%
Coffee drinks (pre-made, on shelf at store)	36%	37%	34%	38%	35%	40%	32%
Sparkling/seltzer water (flavored or unflavored)	35%	36%	34%	30%	35%	35%	34%
Sports or protein drinks	26%	25%	28%	23%	30%	29%	19%
Energy drinks (other than coffee and tea)	18%	16%	18%	25%	23%	18%	12%

## FOR MORE INFORMATION:



CMI's highly specialized services are based on 28+ years of dedicated experience, producing LGBTQ market intelligence for leading corporate, university, government, and non-profit clients across the USA and around the world.

Serving a variety of industries and organizations, we leverage our in-house proprietary panel of 50,000 community-representative LGBTQ consumers to produce consumer survey studies, focus groups, interviews, etc. Additionally, our team of experts offers strategic consulting and marketing planning based on consumer insight, and we produce custom LGBTQ research/sales/marketing/best practices symposia, corporate training and conference presentations.

**Contact CMI to learn more about custom research, analysis, and reporting on the variety of topics explored in our LGBTQ consumer studies, including:**

- Financial Outlook
- Purchasing Behavior
- Media Consumption
- Living Environment
- Terminology
- LGBTQ Social / Peer Circles
- Brand 'LGBTQ-friendliness'
- Social Concerns
- Technology
- Segments Within LGBTQ
- Travel Behavior
- Motivations
- Sports and Recreation
- Social Media Habits
- Product Categories
- Custom Surveys, Focus Groups, In-Depth Interviews and other research methodologies

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*For more information, contact*

*David Paisley, Senior Research Director*

*david@CMI.info*

Member





# LGBTQ Market Research:

## *There is a difference!*

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LGBTQ research is meant to help marketers understand the LGBTQ community and make educated decisions about strategies and tactics to reach them.

Community Marketing & Insights (CMI) leverages our own proprietary panel to generate the valid, community-representative data that our clients depend on. As an LGBTQ-founded, owned and operated company, we understand the LGBTQ community's unique life experience. And because we have been serving clients for over two decades and have conducted over 300 LGBTQ-specific research projects, we have the professional experience needed to deliver actionable results and recommendations.

### **CMI'S PROPRIETARY PANEL**

Community Marketing & Insights (CMI) has recruited for our proprietary research panel over the past 25 years by partnering with over 300 LGBTQ media, organizations, events, social media and influencers throughout the USA, Canada, the UK, Germany, Australia, China and beyond. The panel is highly representative of LGBTQ consumers who interact with LGBTQ community organizations and media. Our panelists come from diverse sources, allowing for broad LGBTQ research projects or targeted segments within LGBTQ.

CMI research is trusted by—and frequently quoted in—*New York Times*, *USA Today*, *Wall Street Journal*, *Forbes*, *Newsweek*, *U.S. News & World Report*, *Los Angeles Times*, *Chicago Tribune*, *Miami Herald*, *Ad Week*, *Christian Science Monitor*, NPR, CBS News, CNN, eMarketer, Mashable, Reuters, Associated Press and many others. CMI's research is considered the definitive resource for insights into the LGBTQ community.

### **LGBTQ PANEL DIVERSITY IS IMPERATIVE, BECAUSE THERE IS NO "LGBTQ MARKET"**

Community Marketing & Insights emphasizes that there is no "LGBTQ market," just as there is no single "Asian market." The LGBTQ communities represent a broad and dynamic spectrum of interests, sensitivities, preferences and priorities. Add to that variations in geographical location, age, income, education, relationship status, gender identity and more, and it becomes essential to discover which opportunities within LGBTQ will help you achieve your goals. Fine-tuning your approaches based on highly refined, well-targeted matches within LGBTQ will make your outreach initiatives more efficient and cost-effective, optimizing your marketing investment.

*Note: General market surveys that may include a very small subset of "LGBT responses" just scratch the surface of the diverse and varied of opportunities marketers can enjoy if properly explored and understood.*

### **CMI'S INDUSTRY-STANDARD QUANTITATIVE SURVEYS**

CMI has conducted hundreds of LGBTQ-dedicated quantitative surveys since the early 1990s, covering a wide variety of topics, industries and interests. Through these studies, we both observe and influence the trends of this market. Size does matter when it comes to surveys. Our panel has grown to 50,000 qualified and active LGBTQ consumers—the largest of its kind, by far. Our Annual LGBTQ Community Survey® study (now in our 14<sup>th</sup> year) has attracted up to 45,000 survey participants representing 150 countries, making it the largest such study in the world. We leverage our long history, experience and expertise to guide you, fine-tuning our portfolio of research panels, methodologies and approaches to best match your market intelligence goals.

*Note: Without access to this enormous resource of qualified LGBTQ consumer panelists, other companies have to compromise on the quality and demographic representation of their panel—or "reinvent the wheel" at your expense. It's not possible to fathom the diversity and complexities within LGBTQ (see below) through a small sample. CMI fields surveys of 1,000+ responses. You might see some research with small samples, but they miss the opportunity to derive statistically-significant crosstabs based on gender, geographical location, age, income, experience, product choice, etc. Can you really make an assumption that a Millennial lesbian techie couple in Seattle has the same purchasing motivations and behaviors as a 67-year-old gay retiree in Miami? Generalities and sweeping statements about "the LGBTQ market" based on comparatively small samples can distort the validity of research findings, wasting your investment of time and resources.*

## **GAIN A DEEPER UNDERSTANDING OF THE LGBTQ COMMUNITY: QUALITATIVE RESEARCH**

For over two decades, CMI has produced the most consistent, longest-running series of LGBTQ community surveys in the world. But we don't stop there. Quantitative (data) research is important, but it's just one side of the coin. Our range of research services uncover the rest of the story through qualitative research, most notably derived from focus groups and in-depth Interviews (IDI), modified and updated for virtual production.

We pre-qualify our focus group participants from among our survey panelists, identifying the best candidates based on characteristics such as age, gender, relationship status, geographical location, and even a propensity or history of using the client's products or services. We maintain sufficient numbers of panelists to conduct groups in most major metro areas across the USA and Canada. Sometimes the same creative, tested in different regions, may yield different perspectives. Isn't it wise to know that—and adjust your plans—before investing in marketing campaigns?

CMI is the only LGBTQ-dedicated research provider that produces and facilitates qualitative research, including focus group studies (both in-person and online), in-depth interviews, online communities and advisory boards, which can round out a comprehensive market intelligence plan.

*Note: By producing online surveys only, other research companies are telling only half of the story...at best. Without actual consumer interaction, they cannot fathom the deeper insights hiding behind the bar graphs and pie charts. Nor can they adequately advise you on the sensitivities and complexities that can only be uncovered by qualitative research—extremely important considerations that averages and assumptions extrapolated from survey statistics are likely to miss.*

## **IN-HOUSE EVERYTHING. WE DON'T OUTSOURCE!**

Community Marketing & Insights maintains our own research panels and utilizes advanced research software. We conduct all of our research in-house, because nobody knows this market segment as well as we do.

*Note: Unlike many other firms, CMI will never sell or represent another research company's services. Nor will we outsource your projects and report on the results of a third party's work. Without being intimately involved in every aspect of a project—discussing client goals, designing the study, building and implementing the survey, and engaging directly with consumers in qualitative exploration—it is difficult to gain the insights that we regularly deliver. CMI's hands-on LGBTQ research specialization spanning over two decades is unmatched.*

## **VALUE FOR THE INVESTMENT**

You might think that with this kind of specialization and experience, you'd have to invest considerably more for Community Marketing & Insights services than for research from other companies. With our specific focus on LGBTQ market intelligence, however, and the cumulative 60+ years of LGBTQ-dedicated experience among the CMI team, we're able to keep your costs within budget. We don't spend your money locating qualified survey or focus group participants, and we won't waste time trying to source comparative data or case studies. We've already done all that, for your benefit, over the past 25+ years.

*Note: At CMI, we're not running a large operation juggling many accounts and projects with varied focus. Our client dedication and LGBTQ market specialization delivers superior intelligence at a fraction of the cost.*

## **WE ARE TRUSTED. WHY THIS IS IMPORTANT:**

Community Marketing, Inc., founded in 1992, pioneered LGBTQ consumer research. Because our company is LGBTQ-owned and -operated, and well known in the community, we have earned the recognition and trust of our survey panelists. LGBTQ consumers recognize that we use research data to build corporate relationships that ultimately lead to social progress, better conditions for LGBTQ employees, and more sensitive communications.

One of the questions in HRC's Corporate Equality Index application is whether the applicant company includes LGBTQ-owned suppliers when procuring products and services. When you contract with Community Marketing & Insights, you not only gain the benefit of our long-standing leadership in this field, you are working with one of the world's only LGBTQ-owned market research providers. LGBTQ, Inc. is an NGLCC Certified LGBT-Owned Business Enterprise.

CMI is involved in the LGBTQ community: We volunteer time, donate resources and raise funds for numerous community-based organizations. We also participate in leading business and advocacy organizations, events and conferences within the community, such as Out & Equal, HRC, National LGBT Chamber of Commerce, GLAAD, NCLR and the International Gay & Lesbian Travel Association. Our community connection is not only the right thing to do, it is essential for maintaining authentic community relationships to benefit our clients.



# CMI Community Marketing & Insights

Leaders in LGBTQ Research since 1992

## LGBTQ Research Panel 2021

Community Marketing & Insights (CMI) is uniquely positioned in the global LGBTQ marketplace, with over 28 years of dedicated experience conducting LGBTQ consumer surveys, focus groups, in-depth interviews, advisory boards, consulting services and training. We skillfully assist our clients with strategies, tactics and cost-effective plans based on research results and case study experience.

CMI's PANEL CONSISTS OF OVER 49,000 SELF-IDENTIFYING LGBTQ COMMUNITY MEMBERS, WHICH INCLUDES:



**44,000**  
LGBTQ Panelists  
in the USA



**5,000**  
LGBTQ Panelists  
in Canada  
(English + French Speaking)



IN THE UNITED STATES, THE PANEL HAS SIGNIFICANT NUMBERS IN EVERY LGBTQ SEGMENT

**15,000**  
Lesbian and  
Bi+ Women



**24,000**  
Gay and  
Bi+ Men



Participants in all 50 states  
Including rural communities

**5,000**  
Transgender  
and Non-binary  
Community  
Members



**7,000**  
Bisexual and  
Pansexual  
Community  
Members



**5,000** With an HHI  
Over \$150,000



**5,000** With an HHI  
Under \$25,000

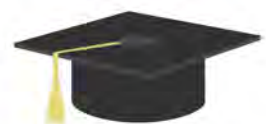
**35%**  
Representing  
LGBTQ  
Communities  
of Color



**33%**  
Under Age  
35



**50%**  
With a BA or  
Higher



**10%**  
LGBTQ Parents with  
a Child Under 18  
Living at Home



**20%**  
Legally Married



**LGBTQ Youth Research  
Experience**  
(in partnership with an  
institution and IRB approval)



FOR MORE INFORMATION ON CMI'S LGBTQ RESEARCH CAPABILITIES, PLEASE VISIT [WWW.CMI.INFO](http://WWW.CMI.INFO)  
CONTACT THOMAS ROTH at [tom@cmi.info](mailto:tom@cmi.info) or call +1 (415) 343-4656

# LGBTQ Research and Corporate Training

Proud to serve these and other companies, organizations, universities, government institutions and researchers:

Certificate Number: **10013**  
Expiration Date: **03/31/22**  
Renewal required by date above



# The National LGBT Chamber of Commerce

Hereby Recognizes:

**LGBTQ, Inc**

As a Certified LGBT Business Enterprise™

(LGBTBE)



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Justin G. Nelson  
Co-Founder & President



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Chance E. Mitchell  
Co-Founder & CEO

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