

DEMOGRAPHICS

Why Target the TENNESSEE GLBT Community?

Marketers have learned that gay and lesbian consumers favor companies advertising in gay media. O&AN readers surveyed follow closely with the national profile of the GLBT market. The following statements on "our readers" indicated those who participated in a three-month survey of readers.

An astonishing 93 percent of our readers feel loyalty to business that advertise in O&AN and 94% of our readers have purchased a product advertised in O&AN.

When it comes to providing a first-class product and quality demographics, Out & About Newspaper delivers.

Extremely Strong Brand-Loyalty

>> "Clearly that's an important market. Gay and lesbian [consumers] will be very loyal to companies that they believe deserve that loyalty," explains Miller Brewing Company's Spokesman, Scott Bussen. O&AN readers agree, with an astonishing 93% who feel loyalty to business that advertise in O&AN.

>> Greenfield Online's research reports 77% of gays and lesbians say they have changed the brand they purchased based on a company's positive stance toward the lesbian and gay community.

>> CEO Paul Coulombe of Minute Maid, White Rock Distilleries, explains, "The gay community has always been the forerunner with a lot of brands... And when they have endorsed brands, it has made them very popular with the rest of the marketplace."

Large Segment of the Population

>> Research suggests that some 6% of the U.S. population freely identifies as gay or lesbian. In an urban or city environment, that number can be as high as twelve percent.

>> In Middle and East Tennessee, that is a market place between 180,000 and 360,000.

>> Nationally, the GLBT market is attributed with spending power of \$451 billion dollars annually.

>> More than 21% of our readers surveyed have combined household incomes of more than \$100,000 (compared to 6.6% for the average Tennessee household based on the 2000 Census).

Income & Time

>> Researchers consistently report higher discretionary income and more disposable time than other market segments.

>> More than 62% of our readers have income in the \$28,000 to \$40,000 range (the 2000 Census for Tennessee indicated that only 31% made between \$25,000 and \$49,000, which is double that of the average consumer in Tennessee).

>> An amazing 75% of our readers have a college education or higher.

>> Industries targeting the GLBT community include all segments of travel and entertainment, clothing, Web site, household, personal services, automotive and cosmetics.

>> More than 26% of O&AN readers surveyed expect to purchase a new automobile in the upcoming year (with 20% of those purchasing in the price range of \$22,000 to \$50,000), and 19% of our readers will be in the market for a new home (11 percent of those buying a home worth \$100,000 or more).

Longstanding national advertisers marketing to this community include:

American Airlines American Express
Anheuser-Busch Bridgestone Firestone
IBM Levi Strauss Saab

