



Prime Access Inc.



# **Highlights from 2008 Prime Access/PlanetOut Gay and Lesbian Consumer Study**

*Prepared By:*



# Overview

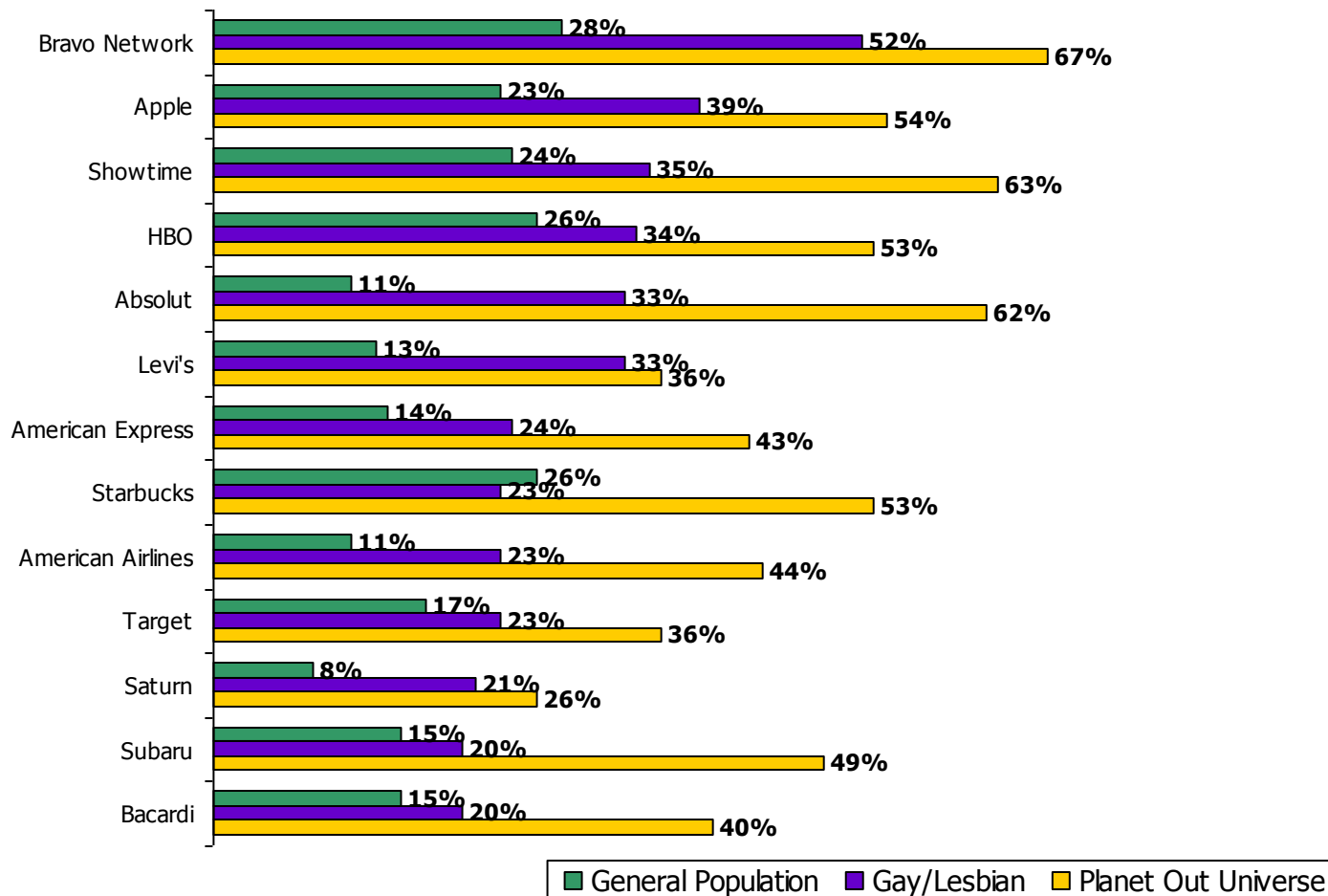
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- Conducted by Clark, Martire & Bartolomeo on behalf of Prime Access and PlanetOut, Inc., the 2008 Prime Access/PlanetOut Gay and Lesbian Consumer Report is one of the largest and most comprehensive studies of gay and lesbian consumer habits and brand perceptions.
- 2,259 adults aged 18-64 participated in the study, which was broken down into two panels: general population (1,502 respondents) and gay and lesbian population (757 respondents)
- In addition, 3,156 PlanetOut subscribers and reader respondents, drawn from email promotable lists provided by PlanetOut, were also surveyed
- Prime Access is the leading advertising agency specializing in reaching the lesbian, gay, bisexual, and transgender (LGBT) community. PlanetOut Inc. is the leading global media and entertainment company exclusively serving the LGBT community.

# Companies Perceived To Be Gay-Friendly: Top Tier

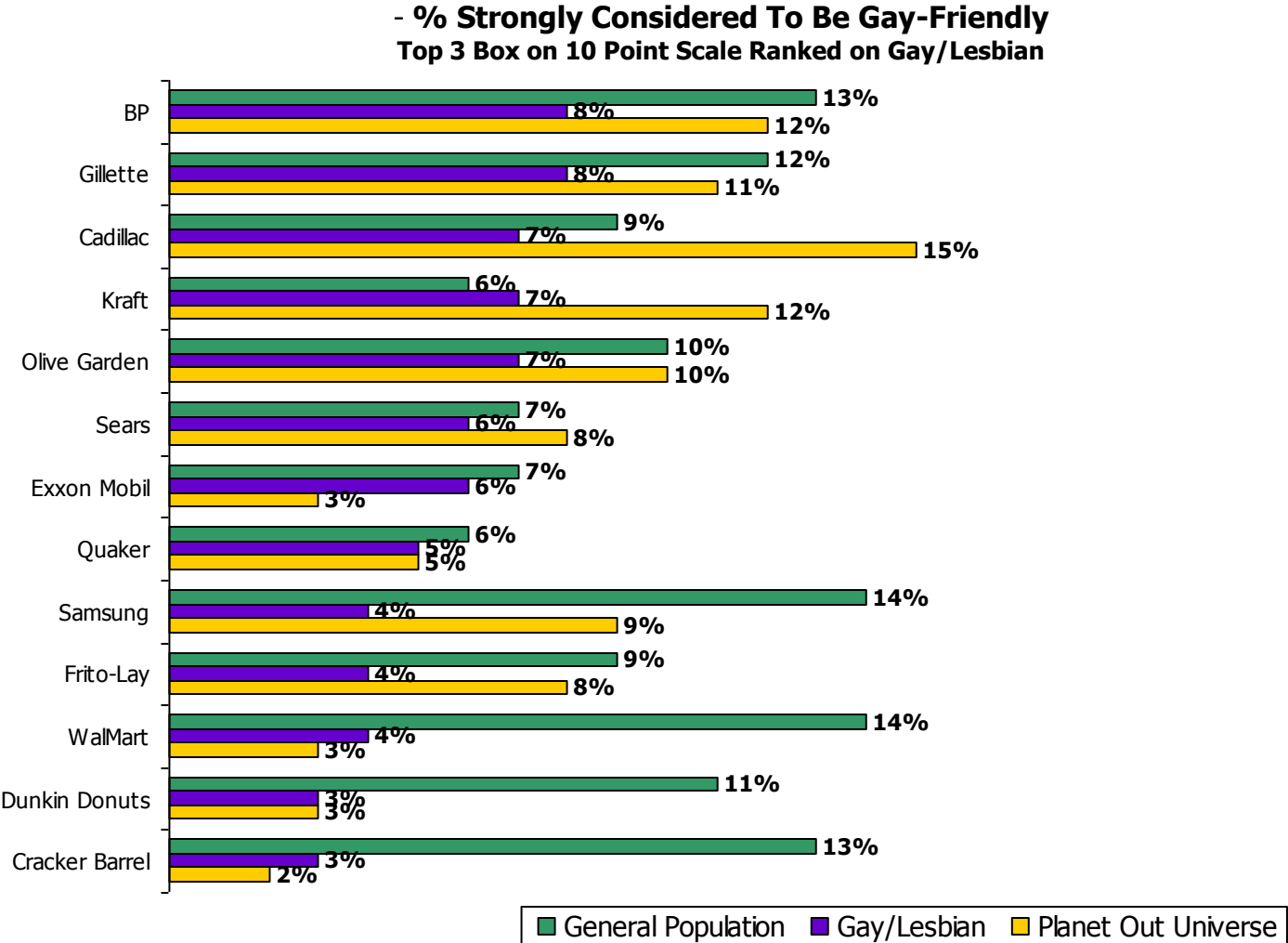
- Bravo Networks, Apple, Showtime, HBO, Absolut, and Levi's are among the most gay-friendly companies according to gay/lesbian group

- % Strongly Considered To Be Gay-Friendly  
Top 3 Box on 10 Point Scale Ranked on Gay/Lesbian



# Companies Perceived To Be Gay-Friendly: Lowest Tier

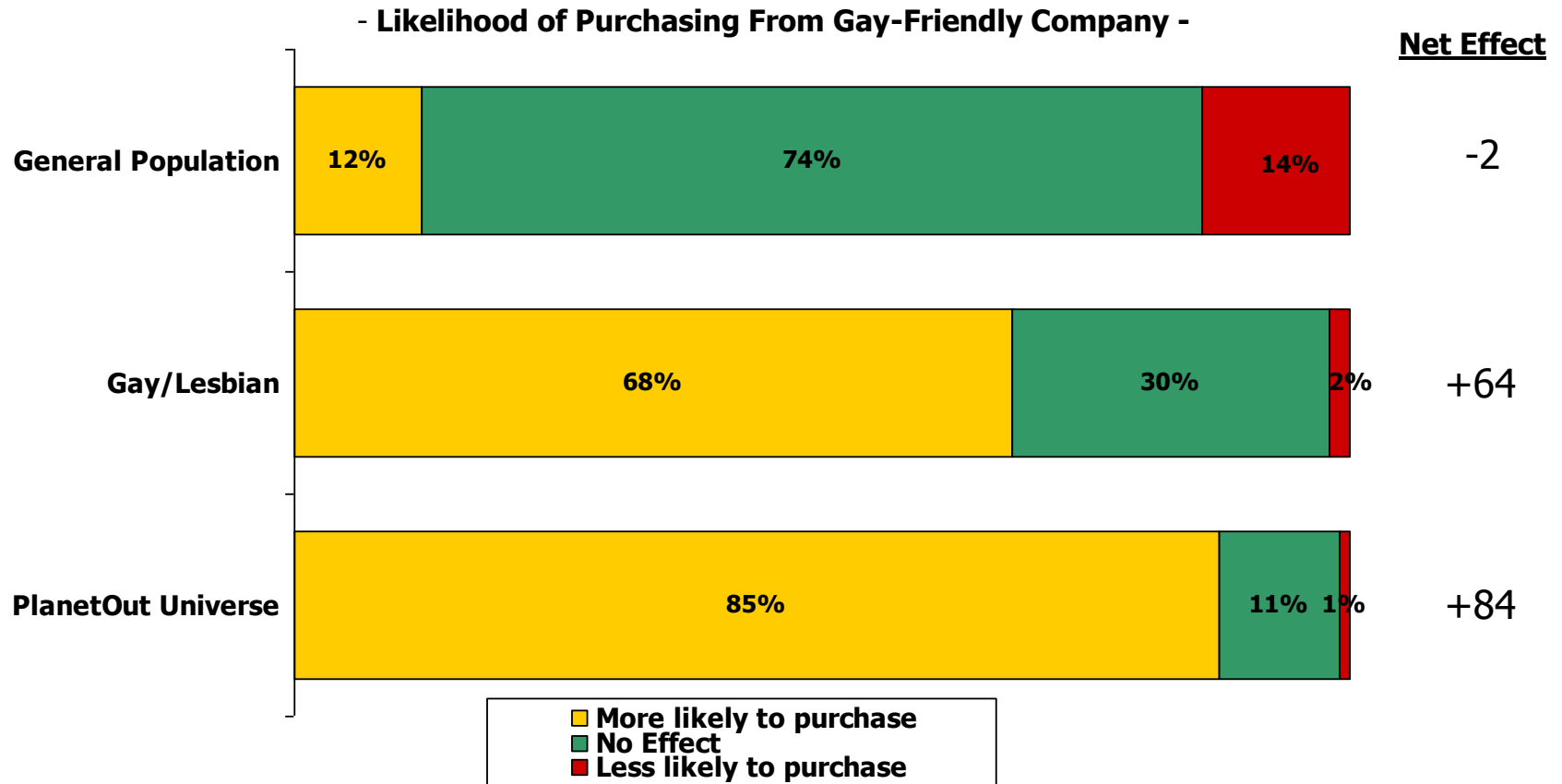
- The gay/lesbian group considered WalMart, Dunkin Donuts, and Cracker Barrel to be the least gay-friendly



Base: Total Answering  
(Q1473) How "gay-friendly" would you consider each of the following companies to be?

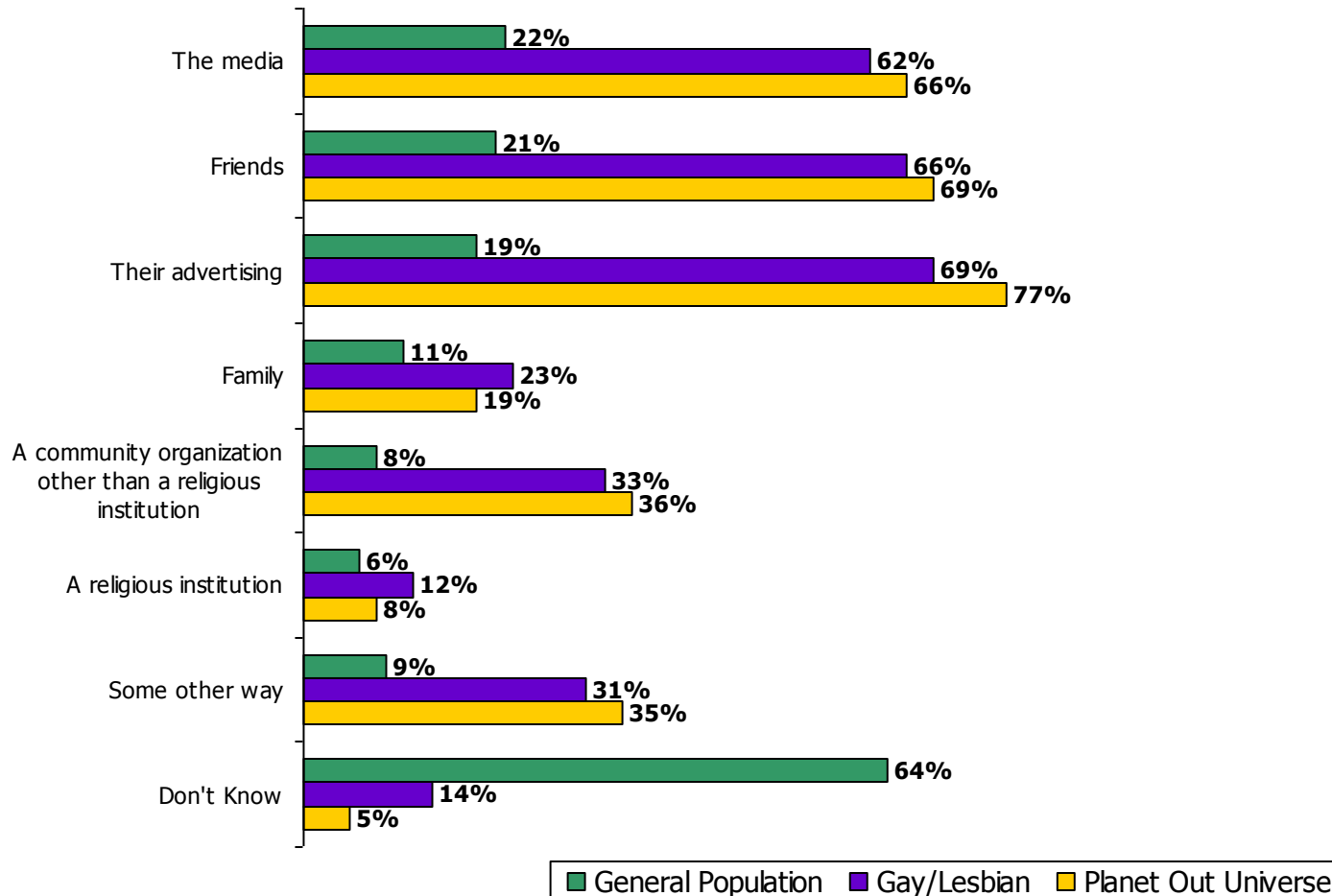
# Likelihood of Purchasing a Product or Service from a Gay-Friendly Company

- While the general population is typically neutral regarding the likelihood of purchasing from a gay-friendly company, the vast majority of those in the gay/lesbian groups consider themselves more likely to purchase from a gay-friendly company



# How To Find Out If A Company Is Gay-Friendly

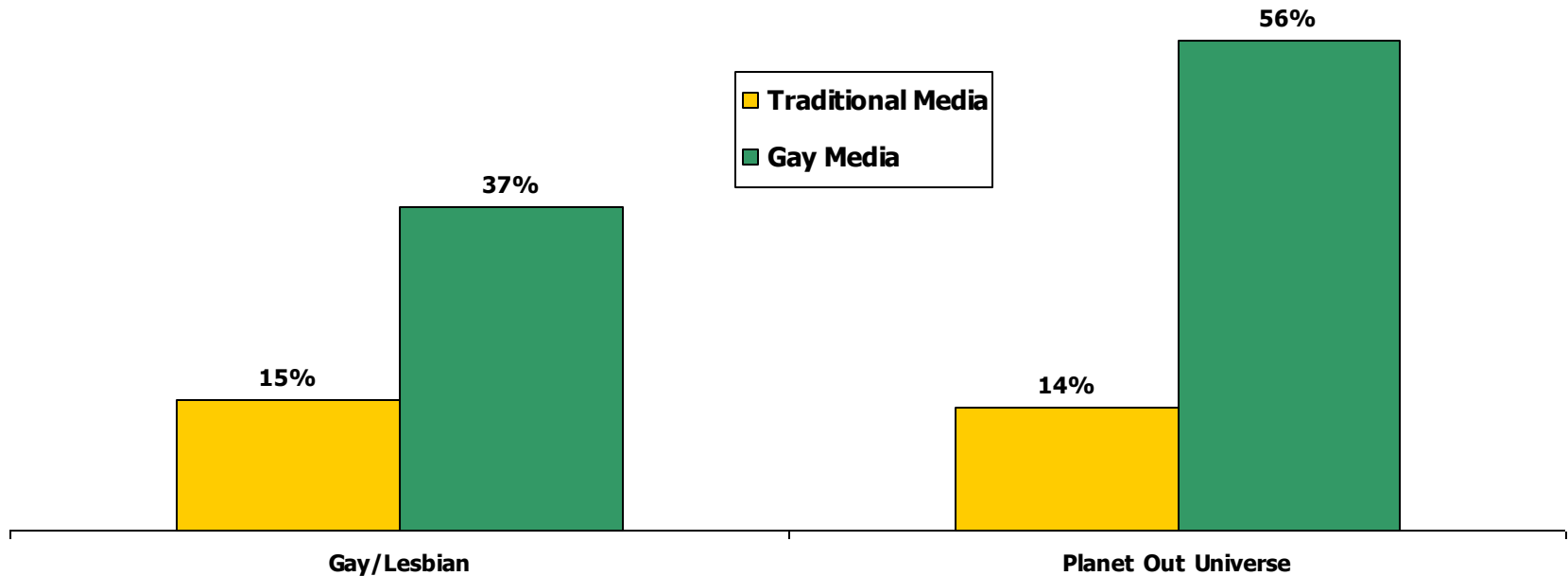
- The media, friends and advertising are the main sources used to determine if a company is gay-friendly.
- A large majority (64%) of the general population does not know how to determine if a company is gay-friendly.



# Impact of Seeing Ad On Product Seeking

- Gays and lesbians overall are much more responsive to ads they see in gay-oriented media.

- Likelihood of Seeking Product Information Based On Ad By Media Type –  
Top 3 Box Likely to Respond to Ad

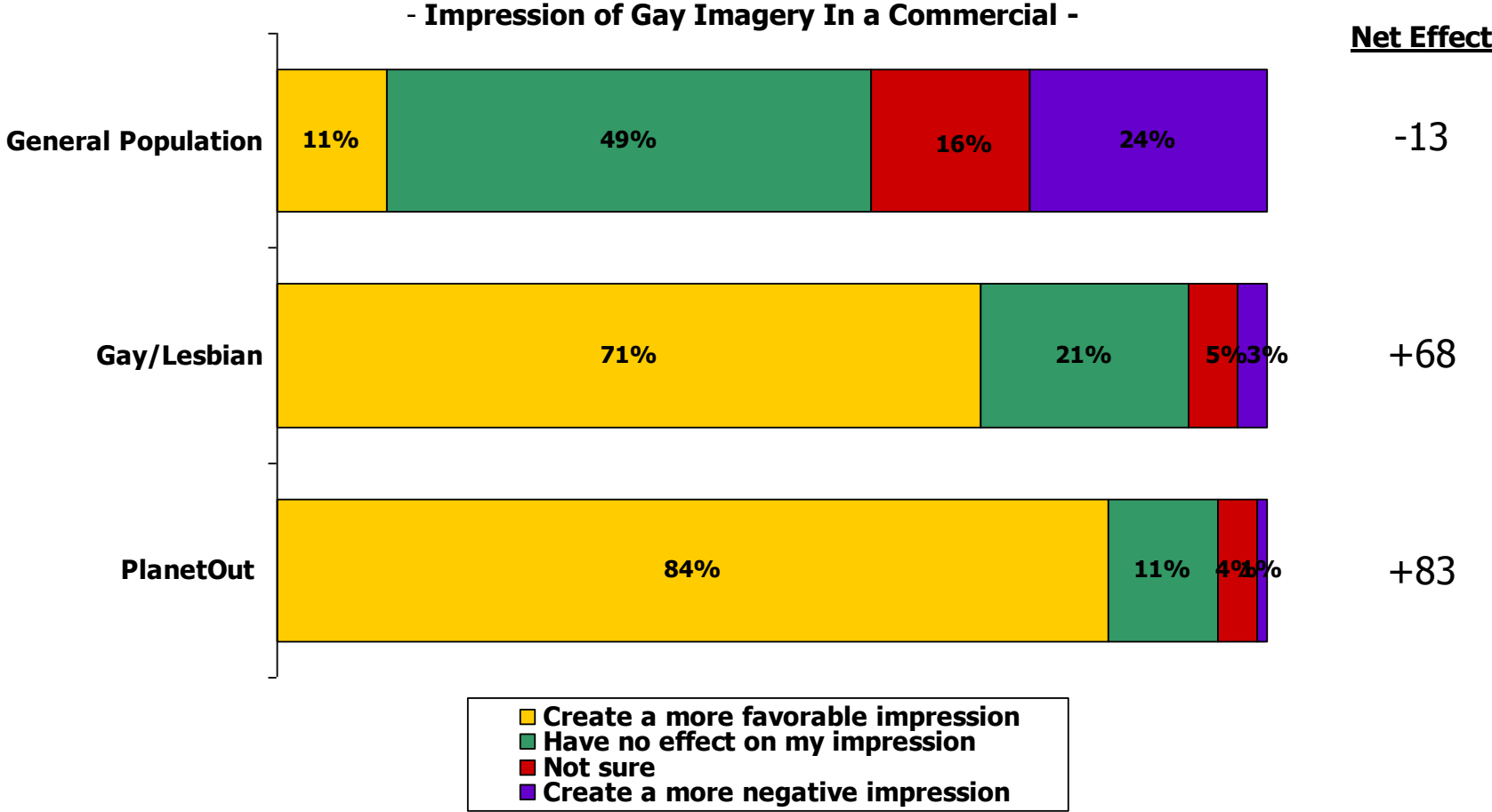


Base: Total

(Q1377) All else being equal, how likely is it that an ad you see on television or in gay-oriented media would prompt you to seek out more information about the product being advertised? And how about for an ad you see on or in traditional media?

# Impression of Gay Imagery On Opinion Of Company

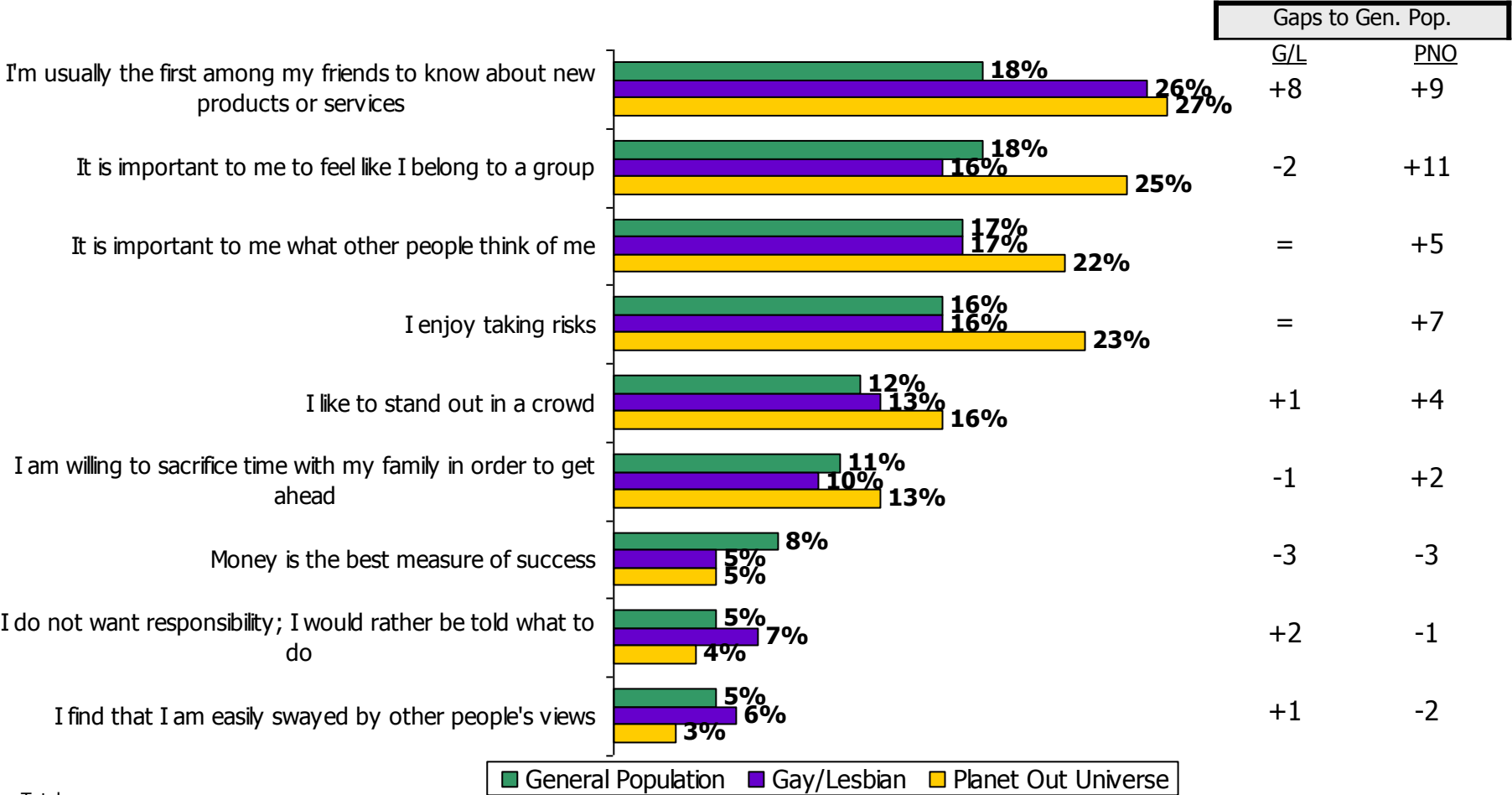
- The gay/lesbian group is overwhelmingly positive towards gay imagery in commercials.
- The majority of the general population, on the other hand, are not sure or would expect no change in their impression of the company, though nearly a quarter think it would have a negative impression.



# Personal Views: Bottom Tier

- The gay/lesbian group is more likely to be early product adopters.

- % Strongly Agreeing With Statement –  
Top 3 Box on 10 point scale

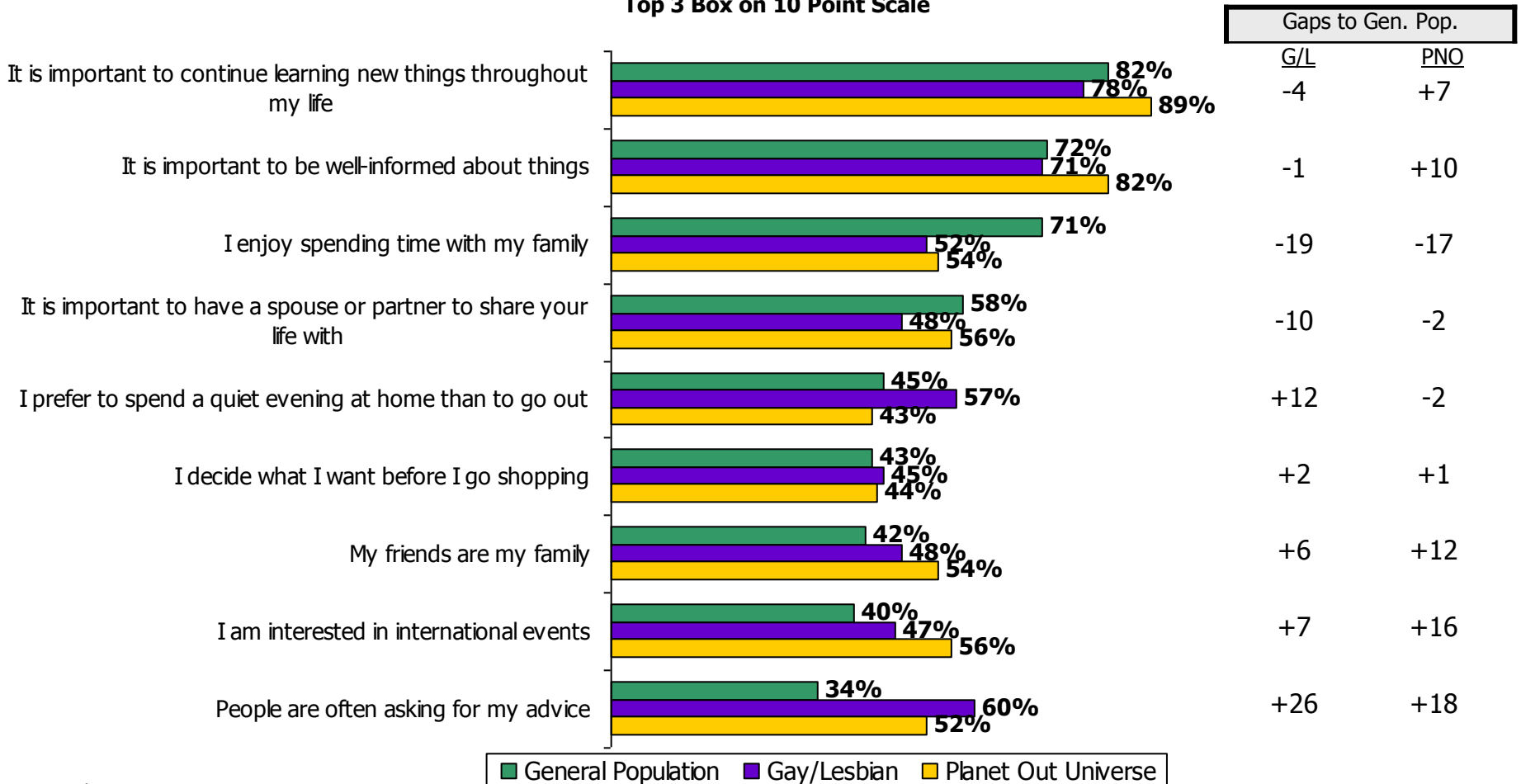


Base: Total (Q.1500) We'd like you to tell us your personal views about different things that you think or do. Please tell us the extent to which you agree or disagree with each statement.

# Personal Views: Top Tier

- The gay/lesbian group is far more likely to be turned to for advice, a key indicator of influence.

- % Strongly Agreeing With Statement –  
Top 3 Box on 10 Point Scale

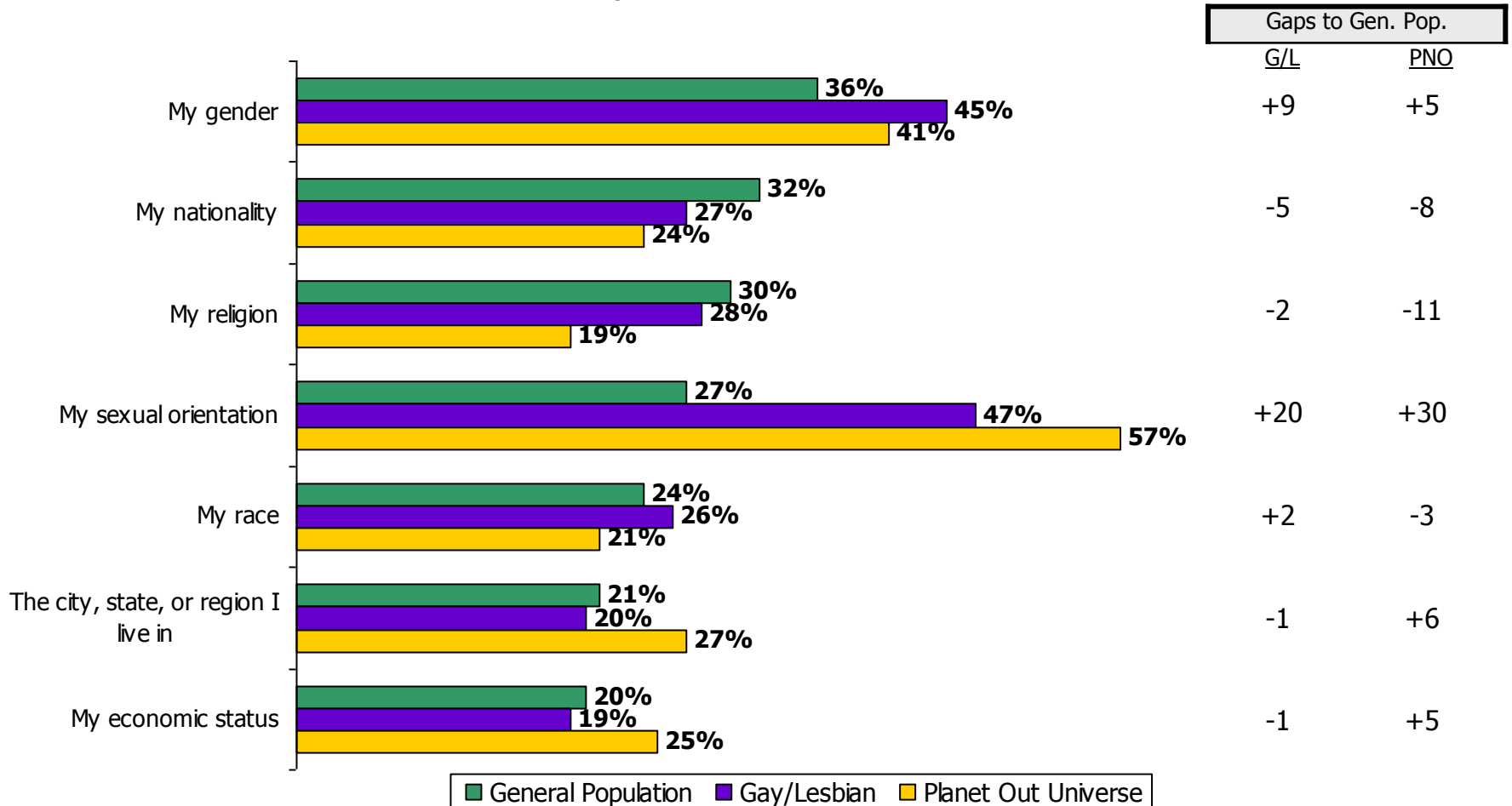


Base: Total (Q.1500) We'd like you to tell us your personal views about different things that you think or do. Please tell us the extent to which you agree or disagree with each statement.

# How Communities Define You

- Gays and lesbians are much more likely to be defined by their sexual orientation.

- % Strongly Agreeing With Statement –  
Top 3 Box on 10 Point Scale



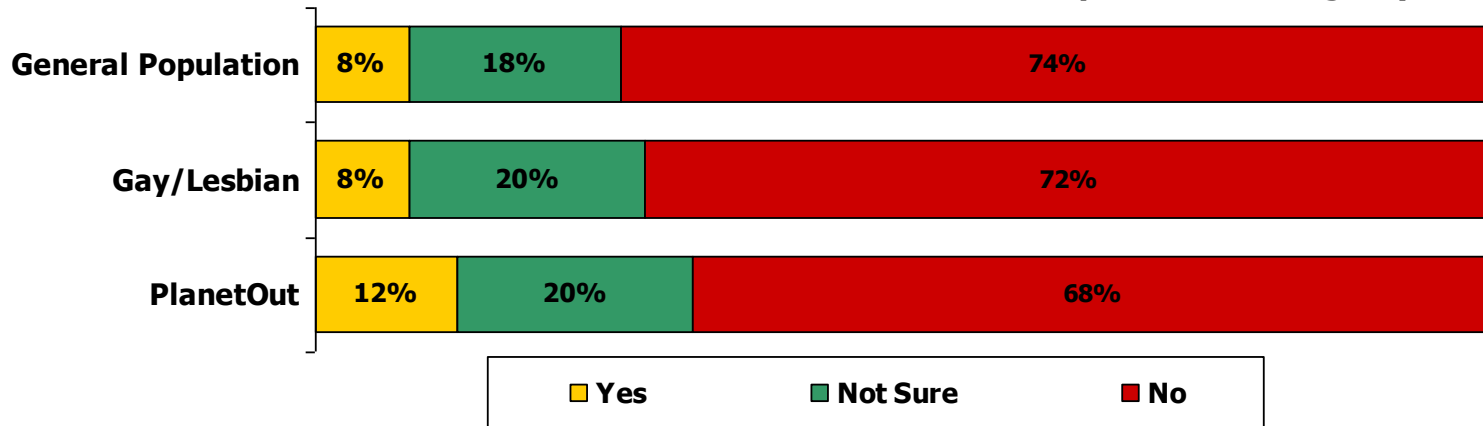
Base: Total

(Q525) When thinking about all of the communities you may belong to, please indicate the extent to which each of those communities defines who you are as a person.

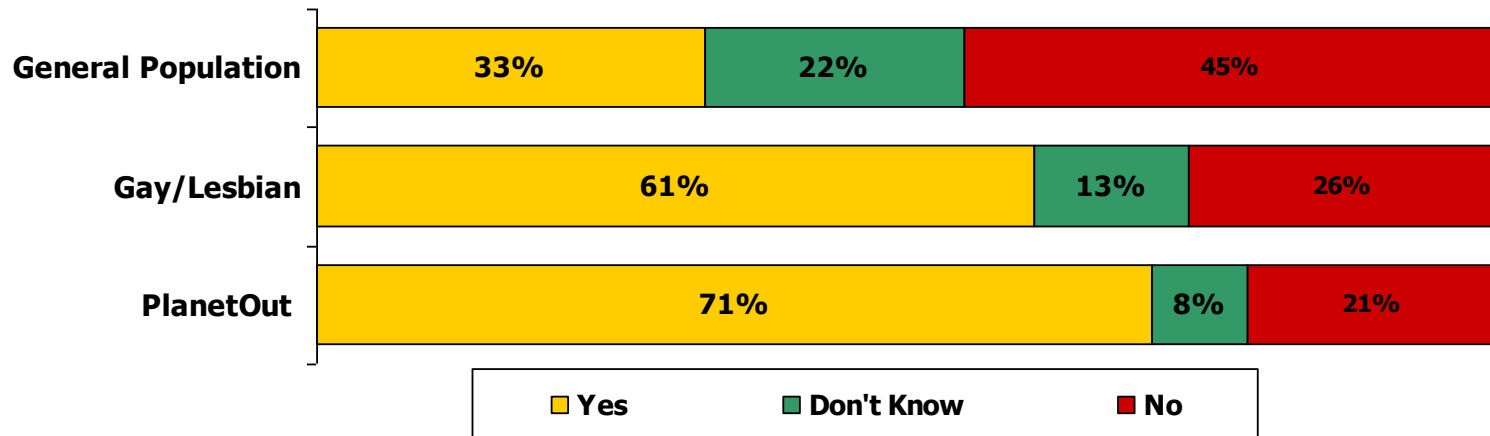
# Opinions On Outing Celebrities/Politicians

- While a large majority of groups do not believe celebrities/politicians should be "outed" by the media, the majority of the gay/lesbian group support the "outing" of those actively opposed to equal rights.

## - Whether The Media Should Out Celebrities Not Open About Being Gay -



## - Whether The Media Should Out Gay Celebrities That Are Opposed To Equal Rights -



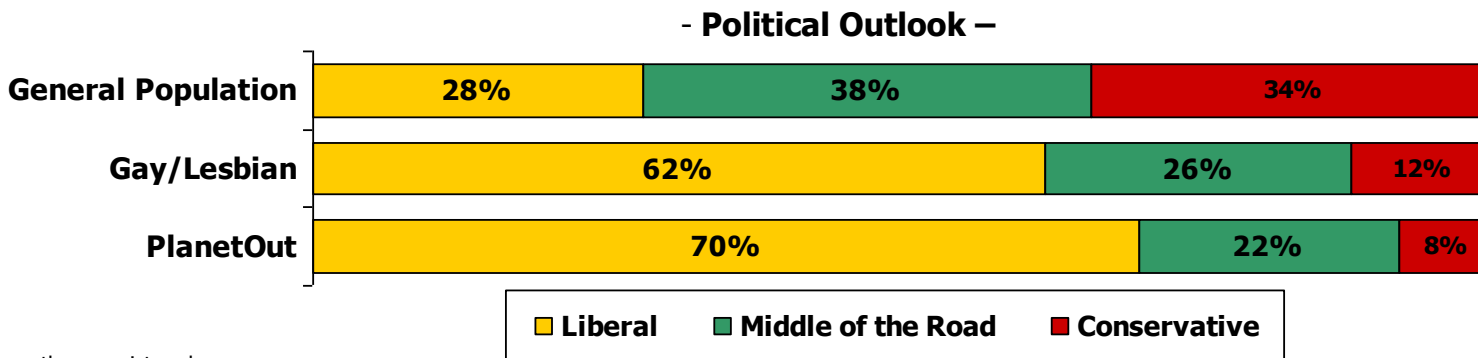
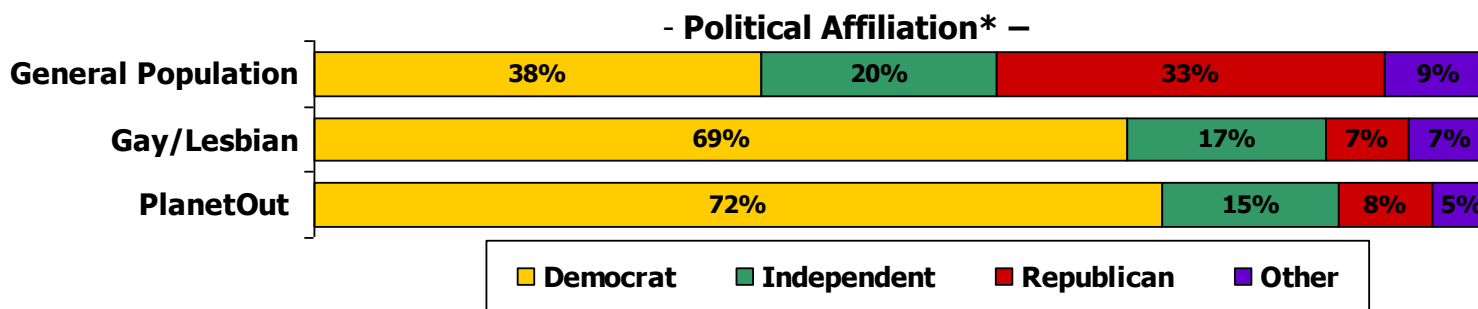
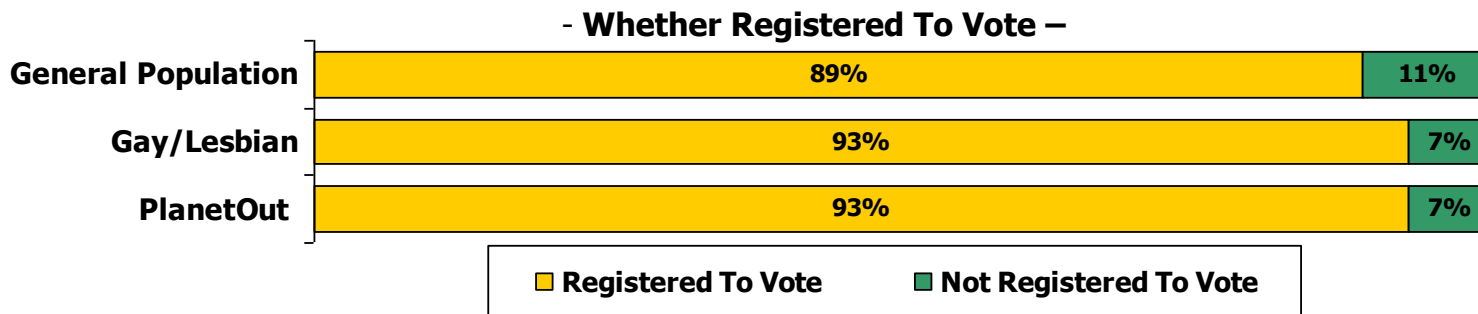
Base: Total

(Q1480) Do you think the media should "out" or expose celebrities or politicians who are not open about being gay?

(Q1485) Do you think the media should "out" or expose celebrities or politicians who are secretly gay, but oppose equal rights for gays and lesbians?

# Voter Behavior And Political Affiliation

- The gay/lesbian group skews heavily towards the liberal, democratic end of the political spectrum.



Base: Total; \*Among those registered  
 (Q1345) Are you currently registered to vote?  
 (Q1350) What party are you currently registered with?  
 (Q1355) In terms of your political outlook, do you usually think of yourself as...?

# Methodology

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- A 45-minute Internet-based survey was conducted among 2,259 respondents across the following groups:
- 757 general gay and lesbian respondents drawn from the Harris Interactive panel
  - This group provides insights into and serve as a benchmark of the general gay/Lesbian market as a whole
- 1,502 general population interviews among adults from the Harris Interactive panel
  - This group serves as the “benchmark” for the overall market
- In addition, 3,156 PlanetOut subscriber and reader respondents, drawn from email promotable lists provided by PlanetOut, were also surveyed
  - The PlanetOut “universe” includes readers/subscribers of Out, The Advocate, gay.com, out.com, planetout.com and outtraveler.com
  - The universe was weighted to reflect the size of the email promotable lists from each source