

There's Power in Our Pride.



Please participate in the largest LGBT Community Survey in history, and help demonstrate the growing Power in Our Pride.

Everyone who completes the survey by September 15, 2009 will be entered into a drawing to win one of 25 Amazon or iTunes credits for \$20, or the Grand Prize of a \$500 Visa gift card.

Please take the survey today, and tell your friends!


www.LGBTsurvey.com

Tremendous strides toward full equality have been achieved by our communities over the past decade. There's Power in Our Pride. Power to make a difference:

- Gay and lesbian survey studies have opened doors (and minds) in leading corporations and organizations, which in turn have recognized the value of their LGBT employees through the establishment of equal hiring policies and domestic partner benefits. This has been a catalyst, leading to sweeping changes in political and social inclusivity.
- Demographic reports also influence marketing investment. Virtually absent until recently, we now see a growing variety of products and services represented in gay media, celebrating our diversity. Ads keep LGBT publications and websites in business, serving their communities with independent news and information.
- Beyond simply advertising, though, these companies support us in many ways, including sponsoring community events and funding community-based charities in order to earn our loyalty.
- Taking an annual pulse on market trends through surveys helps demonstrate the LGBT community's growing power, and influences positive change.

We respect your privacy. All personal survey data is held confidentially by Community Marketing, Inc., (CMI) an independent market research and communications firm based in San Francisco (founded 1992, and proudly 100% gay-owned and -operated) and will not be sold to third parties or used for marketing purposes. CMI is an NGLCC-Certified LGBT-Owned Business Enterprise. Thank you!

Gay Market Research +
Development Lab®

 Community Marketing, Inc.

Lesbian Market Research
Development Lab®

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