

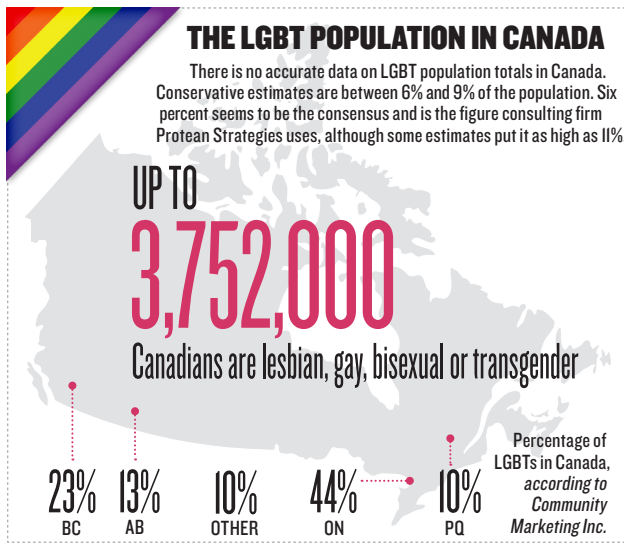
LAST QUESTION

Is Canada's lesbian, gay, bisexual and transgender community worth pursuing?

By Evra Taylor

In a word: absolutely. Even if brands don't specifically focus on the LGBT consumer, Canada's marketplace is more diversity-minded than ever before. Positioning brand messaging as inclusive and open appeals not only to historically persecuted groups of people, but future-proofs marketing as well. Diversity, after all, is no longer viewed as a value-added component to be praised, but rather as the cost of entry. Younger people, no matter their sexual orientation, don't have a frame of reference to a time when inclusiveness was *not* a given and a value to be fought for.

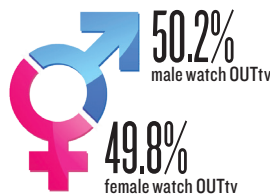
But ultimately LGBT outreach just makes good business sense. The group's total before-tax income amounts to roughly \$98 billion in Canada, equating to approximately 7.2% of the GDP according to Protean Strategies. This is significant given that the number of LGBTs as a percentage of the total population is slightly under 6%. The LGBT population punches above its weight by approximately 22% (taking into account such factors as having fewer dependents). So if you're following along, the light bulb should come on right about... *now*: the average LGBT consumer has 22% more spending power than the average Canadian.



THE LGBT VIEWERSHIP FOR OUTTV, BY GENDER AND INCOME

DINKS SPEND THE MOST

The vast majority of spenders fall under DINKs "Dual Income No Kids," typically paired with higher levels of education equaling greater household income.



Source: OUTtv

OUTTV'S SOCIAL MEDIA NUMBERS

Facebook 9,942 Fans

Twitter 9,942 Followers

male 55% vs. 45% female

352 Lists

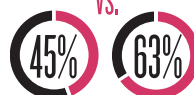
Like Facebook total monthly total reach is between 100,000 - 200,000 people with a potential reach of 3,916,388 (friends of OUTtv fans).

LGBT IN CANADA IN SOCIOECONOMIC TERMS

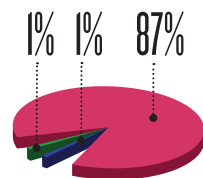
According to a Community Marketing Inc. study, which represents over 6,700 participants in the U.S. and 540 living in Canada...



44% LGBT Canadians were living with a partner



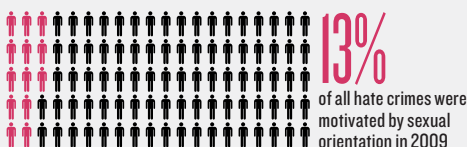
45% of gay/bisexual men in the U.S., and 63% of lesbian/bisexual women in the U.S.



87% of LGBTs in Canada defined themselves as White, and only 1% self-described as Latino/Hispanic/Black or African American. Native American also came in at 1%.

THE STRUGGLE FOR ACCEPTANCE LIVES ON

The Uniform Crime Reporting Survey collects information on hate-motivated crimes that have been reported to police and substantiated through investigation.



The number of hate crimes in 2009 that were motivated by sexual orientation increased 18% from 2008.

TRAVEL & TOURISM

According to the U.S. Department of Commerce, the travel and tourism industry in the U.S. generated more than \$1.3 trillion in economic output in 2010. It is estimated that LGBT travel generates over \$65 billion annually in the U.S. alone.

\$1,300,000,000,000

Travel and tourism annual output in the U.S.

\$65,000,000,000

Travel and tourism annual output by LGBTs in the U.S.

"Gay Pride" is still a significant travel motivator for LGBTs under age 35. The younger generation is more likely to travel to another city for Pride than their older LGBT counterparts.

THE LGBT IN CANADIAN CONTEXT

The Canadian Community Health Survey was the first Statistics Canada survey to include a question on sexual orientation. The data showed that:

1.1% of Canadians aged 18 to 59 reported in 2009 that they consider themselves to be homosexual (gay or lesbian).

0.9% of Canadians aged 18 to 59 reported in 2009 that they consider themselves to be bisexual.

