

African American / Black LGBT Community Survey

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African American / Black LGBT Community Survey

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CENTER FOR BLACK EQUITY

Improving the Lives of Black LGBT People Globally

Founded as the International Federation of Black Prides (IFBP) in 1999, on July 28, 2012, the IFBP 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 LGBT communities through expansive platforms focused on Health Equity, Economic Equity and Social Equity.

Research Design



Who Did We Target?

- › African American LGBTs, over age 18, residing in the United States
- › Respondents were recruited from CMI's proprietary research panel and from African American/Black LGBT Media, Pride and non-profit partner organizations
- › Importantly, our sample reflects the readership/membership of this broad range of LGBT focused media outlets, organizations and events. This means that the results summarized here are highly representative of African American LGBTs interacting with media and organizations in the community.

What Was the Methodology?



- › 15 minute online survey conducted in February-March 2014
- › Respondents were entered into a drawing for one of five \$100 prizes in recognition of their time to participate in the study.
- › At completion 2,058 African American LGBTs meeting the selection criteria completed the survey.

Who did we talk to?

LGBT African American / Black US residents who interact with LGBT African American / Black media or events

IDENTIFIES AS*

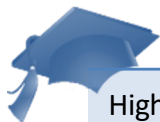


57%

33%

14% Same Gender Loving
12% Queer
2% Other
2% Transgender

EDUCATION



High school	35%
4 yr. college or more	65%

ETHNICITY

87% African American / Black
13% Mixed Ethnicity, part African American / Black

CHILDREN UNDER 18 IN HOUSEHOLD



6% Among Gay / Bisexual Men
18% Among Lesbians / Bisexual Women

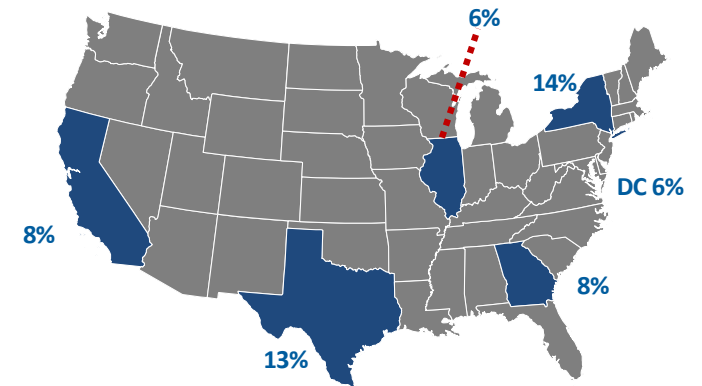
EMPLOYMENT*

59%

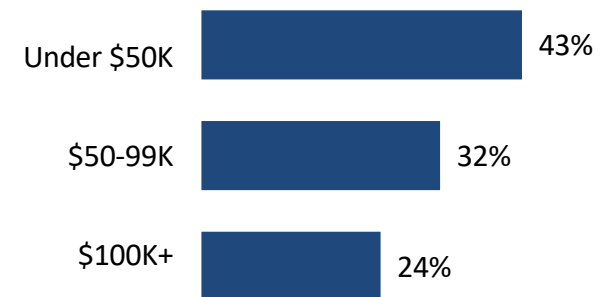
Work full-time

Work part-time	13%
Own business	13%
Unemployed / Retired	12%
Student	13%

TOP STATES REPRESENTED



HOUSEHOLD INCOME



Base: All LGBT n=2,058

Total exceeds 100% as respondents were able to make multiple selections.

Who did we talk to?

RELATIONSHIP STATUS



**GAY/
BI MEN**



**LESBIANS/
BI WOMEN**



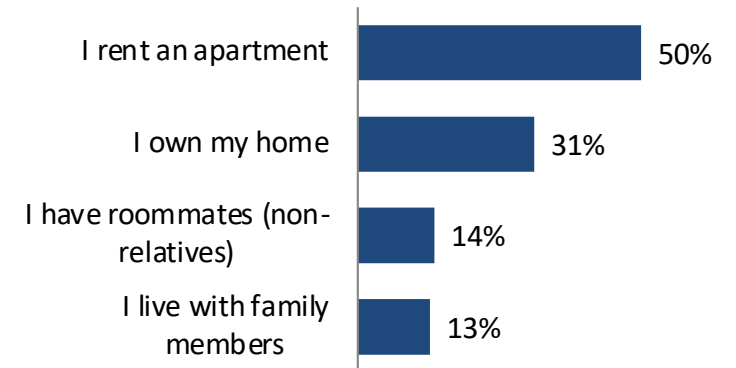
Under 35



45 and Over

	GAY/ BI MEN	LESBIANS/ BI WOMEN	Under 35	45 and Over
Single	60%	38%	55%	51%
In a relationship and living with partner	18%	25%	20%	20%
In a relationship but not living with partner	13%	16%	17%	12%
Engaged	3%	6%	4%	3%
Legally married	5%	13%	5%	10%
Civil union	0%	1%	0%	0%
Registered domestic partner	1%	4%	1%	3%
Window or widower	1%	1%	0%	2%
Prefer not to answer	1%	1%	1%	1%

LIVING SITUATION



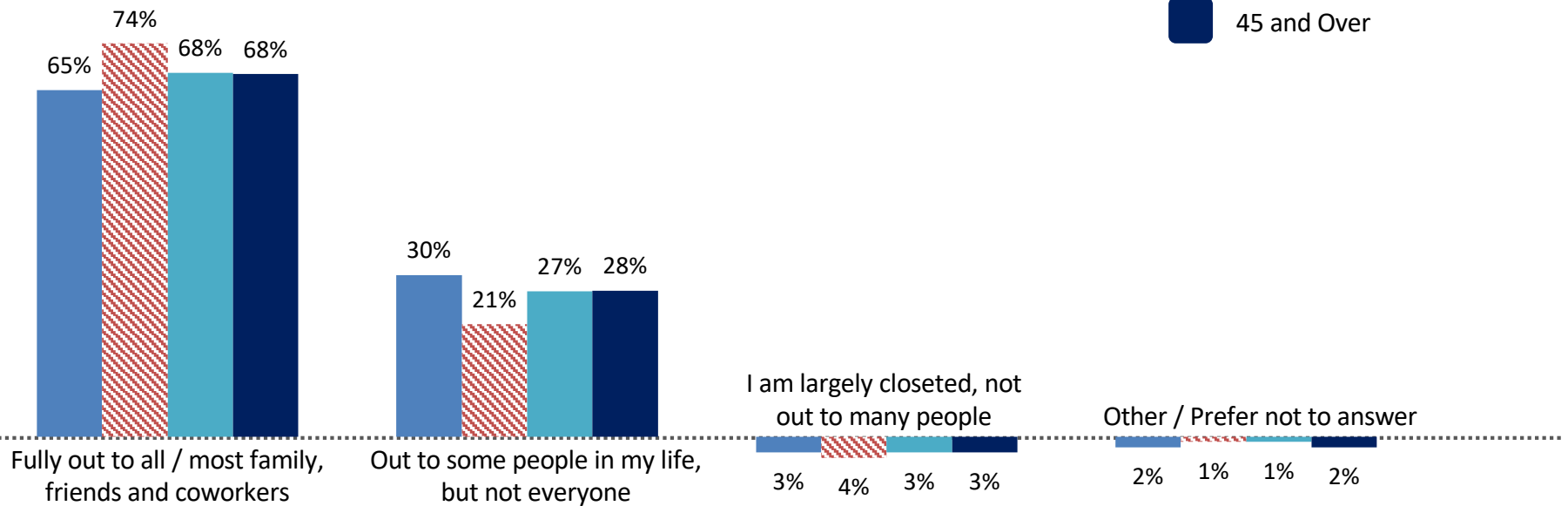
Total exceeds 100% as respondents were able to make multiple selections.

Base: All LGBT n=2,058

About two thirds of the African American LGBTs in the study are out to most friends and family, with women more likely to be fully out than men. Few of the participants are closeted, although about a third of participants are not out to everyone.

**How “out” are you?
(Check what best applies)**

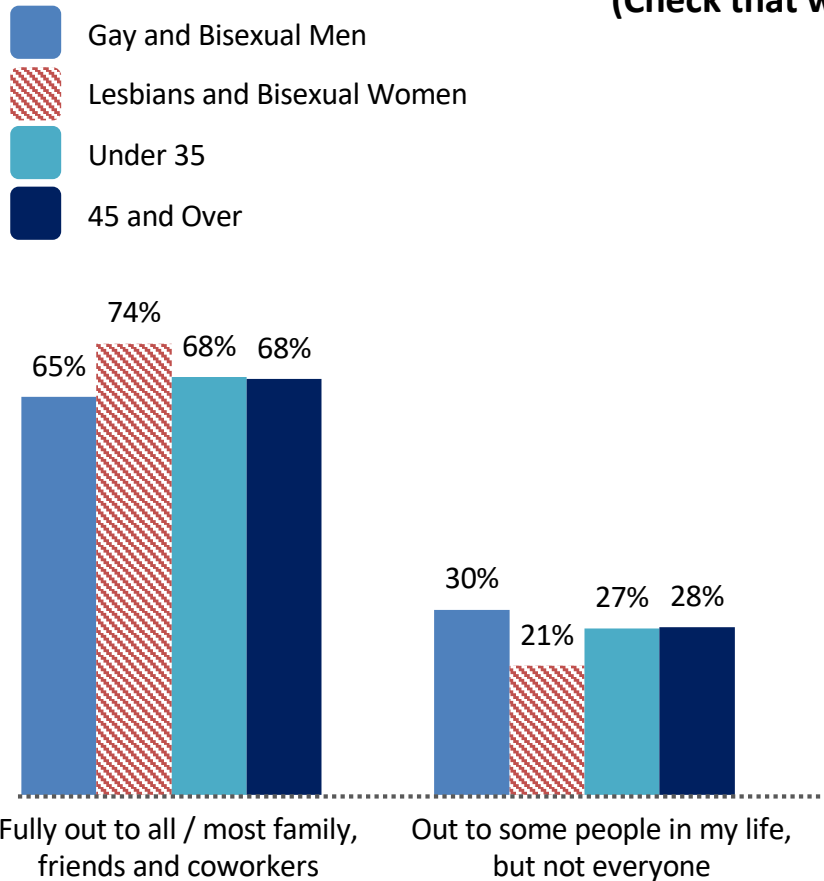
- Gay and Bisexual Men
- Lesbians and Bisexual Women
- Under 35
- 45 and Over



Base: Gay and Bisexual Men n=1,165; Lesbians and Bisexual Women n=670; Under 35 n=838; 45 and Over n=749

For those participants at least partially “out,” very few are out to coworkers. Only about half report being out to their parents. Most participants report being “not out” to at least some people in their lives.

How “out” are you? (Check that which best applies)



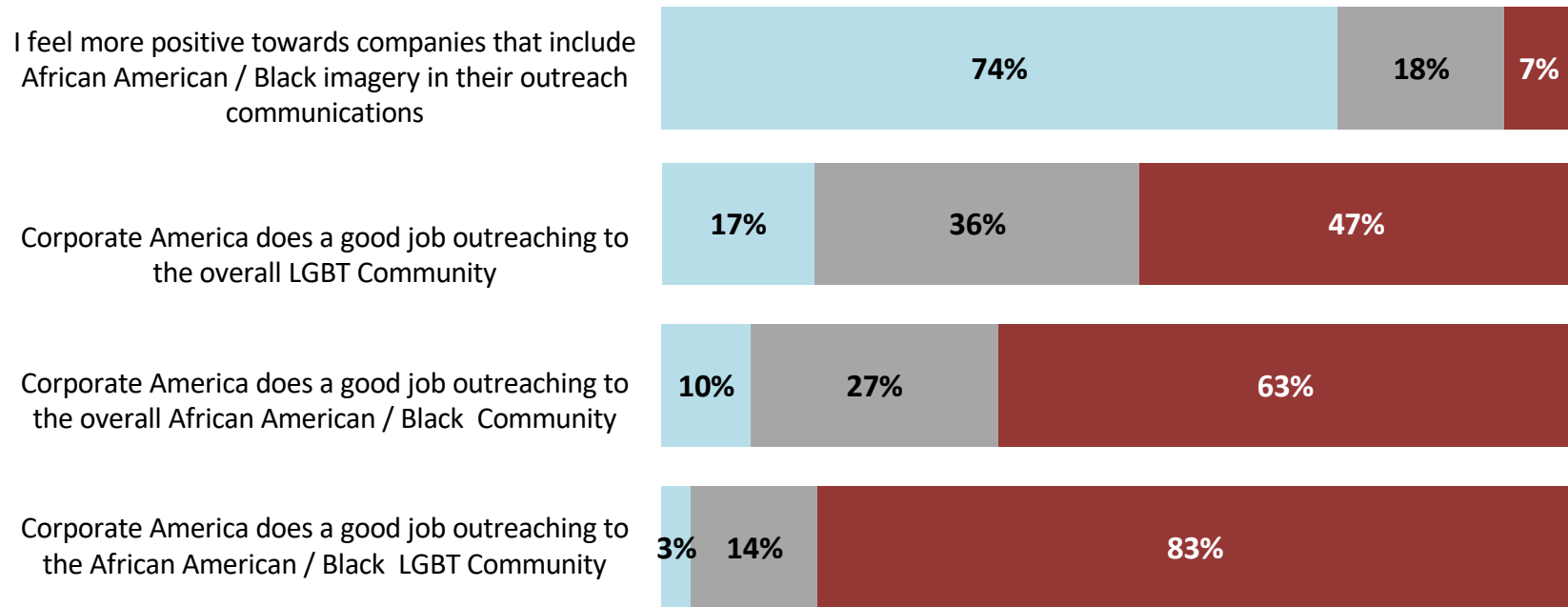
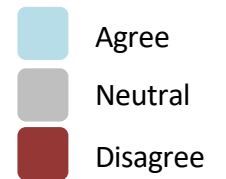
Who are you “out” to?

	*Men	*Women	Under 35	45 and Over
Most of my friends	58%	64%	65%	57%
My sibling(s)	55%	56%	56%	57%
My parent(s)	54%	49%	54%	48%
Some of my friends	39%	33%	33%	40%
Coworker(s)	23%	27%	28%	20%
Boss or supervisor	19%	16%	22%	14%

Base: *(Men) Gay and Bisexual Men n=1,165; *(Women) Lesbians and Bisexual Women n=670; Under 35 n=838; 45 and Over n=749

Participants feel positively toward corporations that include African American imagery in their communications. Very few feel that corporate America does a good job outreaching to the African American LGBT community.





Do you agree or disagree question these statements?



Base: All LGBT n=2,058

Fewer than half of participants indicated that they connect with both the African American and LGBT communities, with others connecting more with one community over the other.

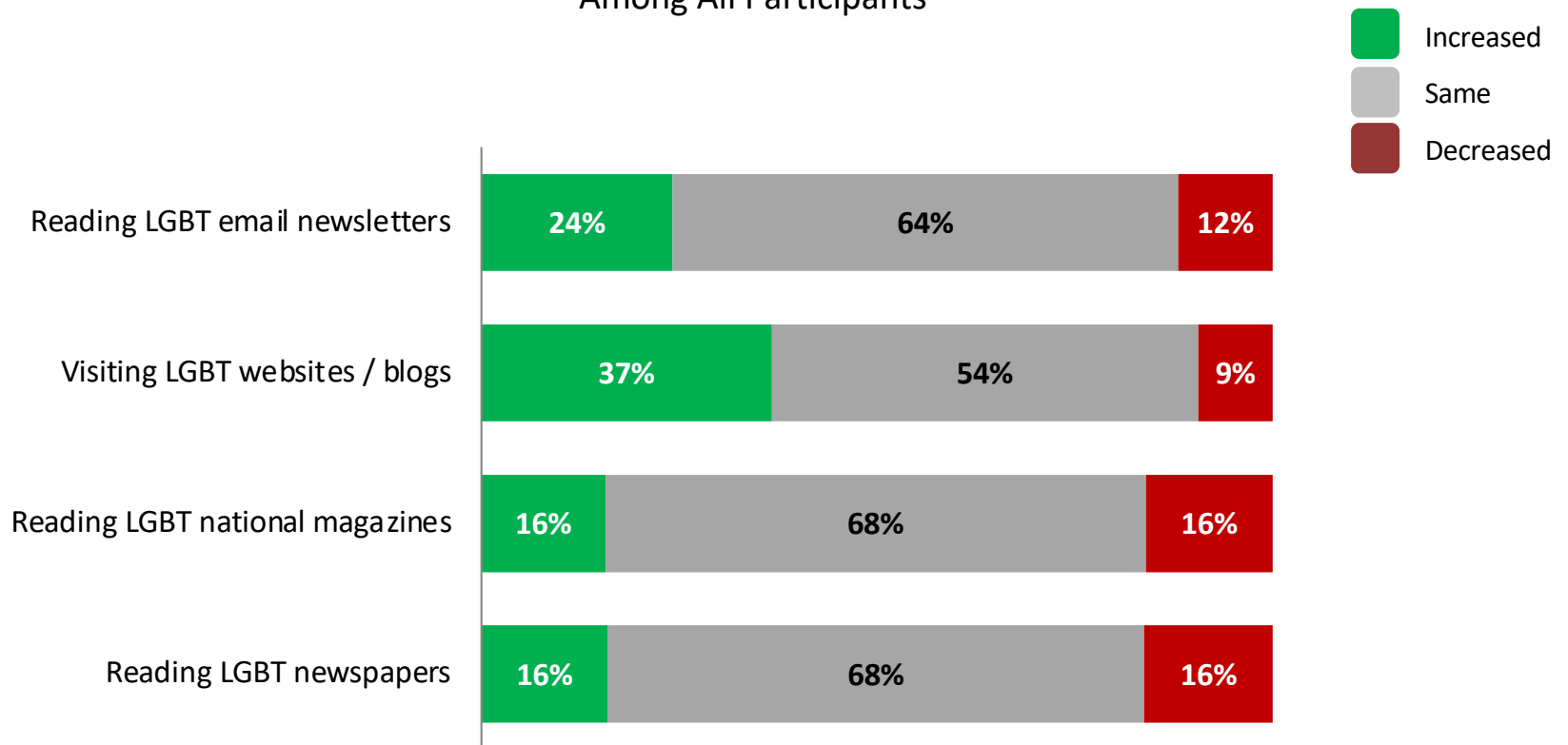
Do you connect more with the African American/Black community, the LGBT community, or both? (Choose the one which best applies)

	 GAY/ BI MEN	 LESBIANS/ BI WOMEN	 Under 35	 45 and Over
I connect equally with the African American / Black community and the LGBT community	46%	46%	41%	48%
I connect more with the African American / Black community	25%	22%	27%	22%
I connect more with the LGBT community	17%	20%	20%	16%
I don't have much of a connection with either community	8%	8%	8%	9%
Not Sure	3%	3%	4%	3%
Prefer not to answer	1%	1%	0%	1%

Base: Gay and Bisexual Men n=1,165; Lesbians and Bisexual Women n=670; Under 35 n=838; 45 and Over n=749

African American LGBT participants are trending higher in interacting with LGBT websites over the past 12 months, while interaction with LGBT print media is holding steady.

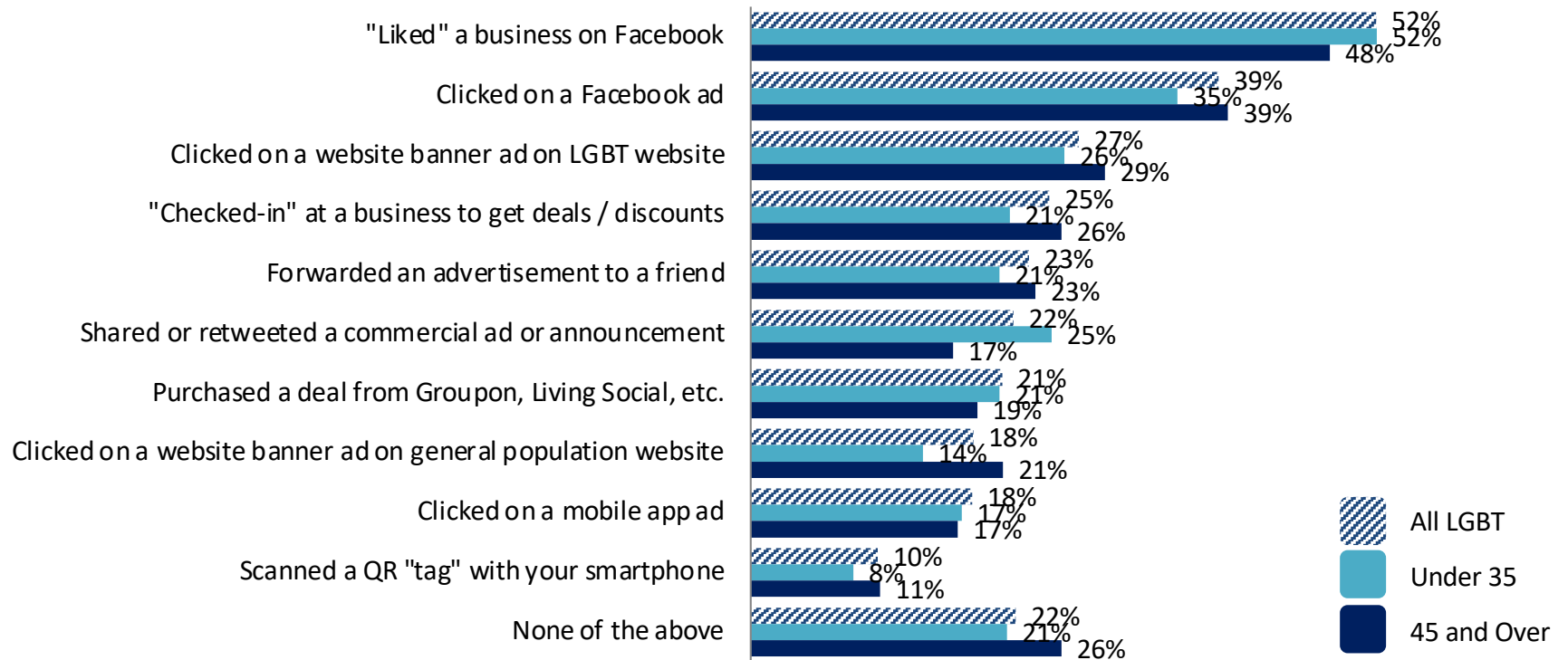
**Has your interaction with LGBT media (newspapers, websites, etc.)
changed over the past 12 months?
Among All Participants**



Base: All LGBT n=2,058

Facebook is very popular with African American participants across all age ranges. Advertising interaction with Facebook exceeds other electronic media.

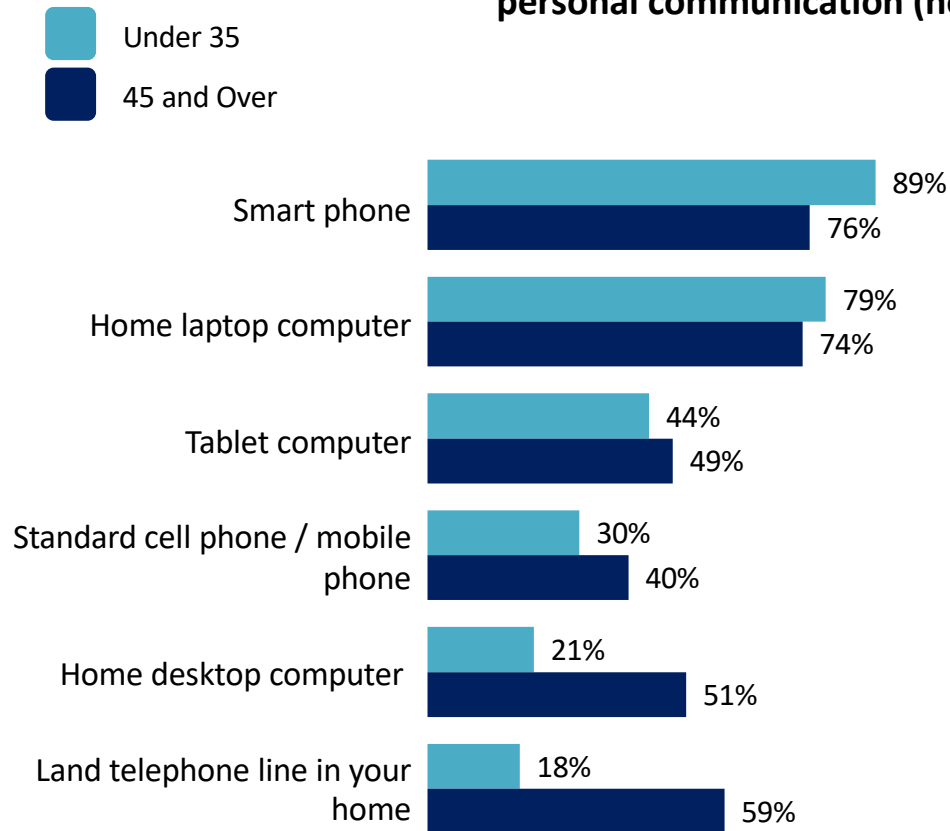
In the past 7 days have you...? (Please select all that apply)



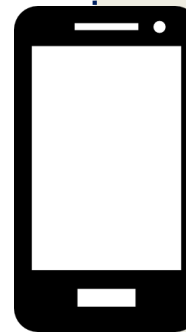
Base: All LGBT n=2,058; Under 35 n=838; 45 and Over n=749

Smartphone ownership is near universal in the African American LGBT community, but especially among those under age 35. Use of landlines and home desktop computers is very limited with those under age 35.

Do you own or use any of the following communication tools for your personal communication (not work). Check all that apply



Which company is your primary mobile phone provider?
Among Mobile Users

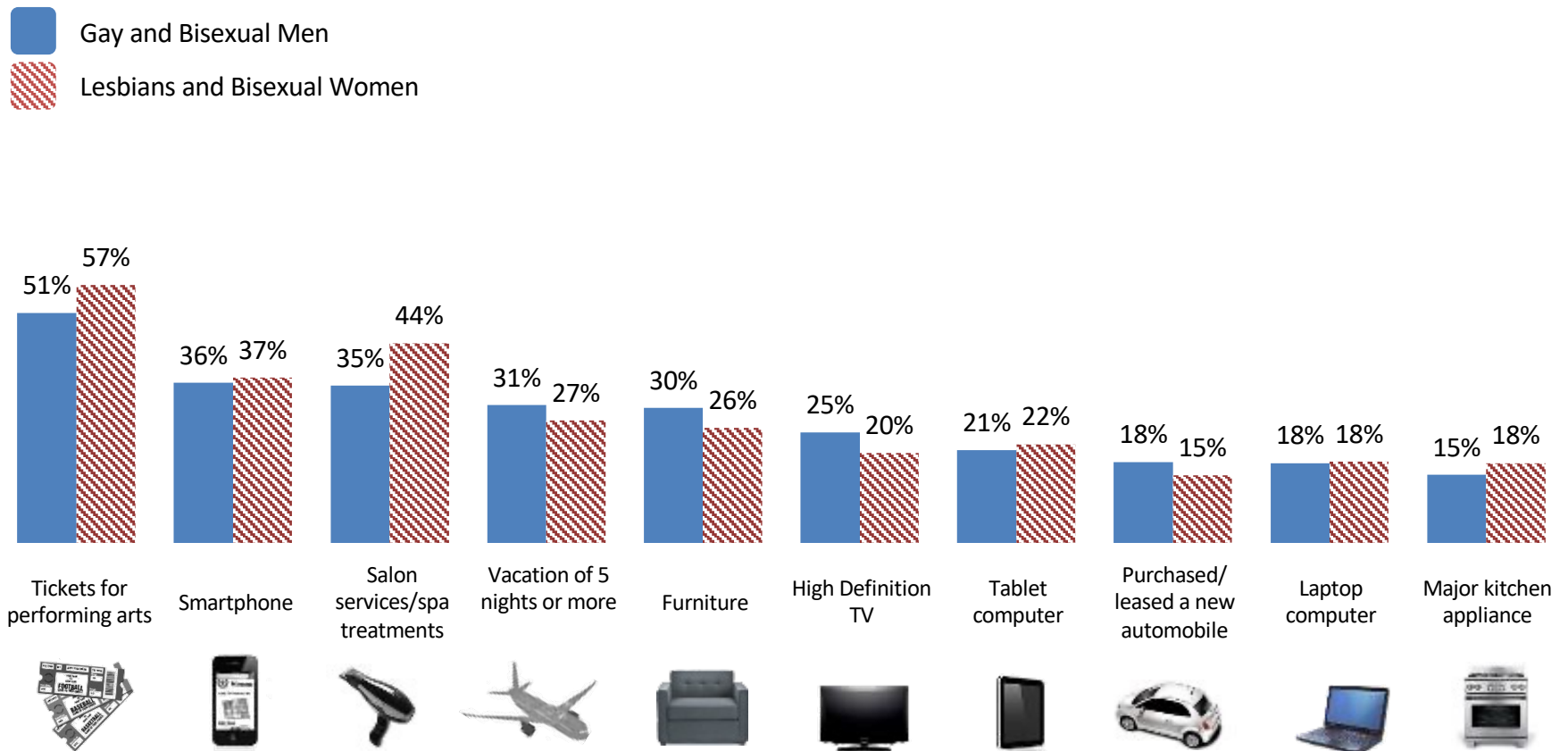


AT&T	27%
Verizon	21%
Sprint	20%
T-Mobile	15%
MetroPCS	5%
Boost Mobile	2%
Virgin Mobile	2%
Cricket Wireless	2%
Other	5%

Base: Under 35 n=838; 45 and Over n=749

Over the past 12 months, participants purchased a wide range of consumer products. While there were some gender differences for individual products, the overall spending differences between African American LGBT men and women were minimal.

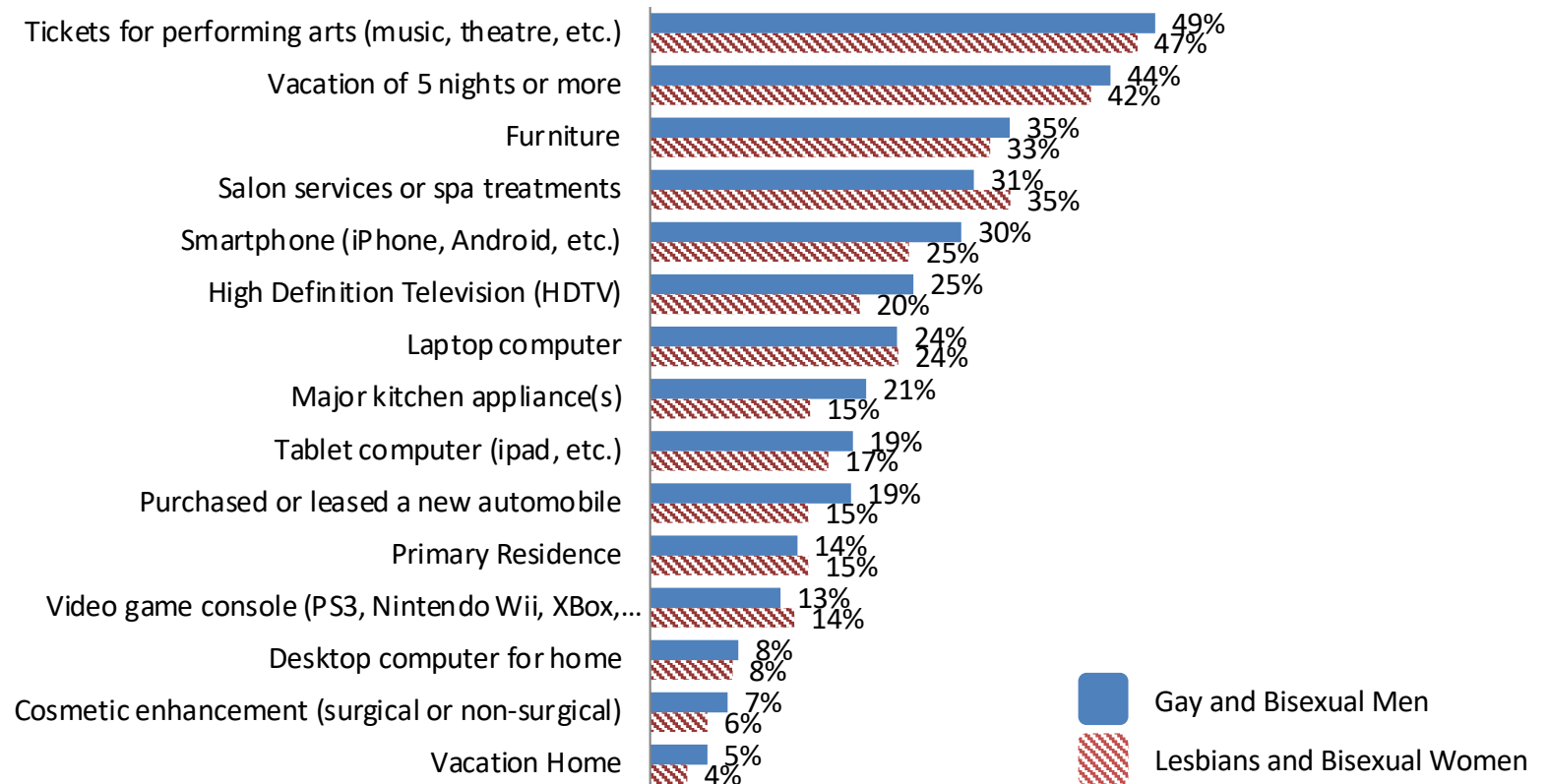
Top Purchases, Past Year



Base: Gay and Bisexual Men n=1,165; Lesbians and Bisexual Women n=670

Participants are indicating higher trends for purchasing tickets for performing arts, major vacations, furniture and salon services.

Which of the following do you plan to purchase in the next 12 months?

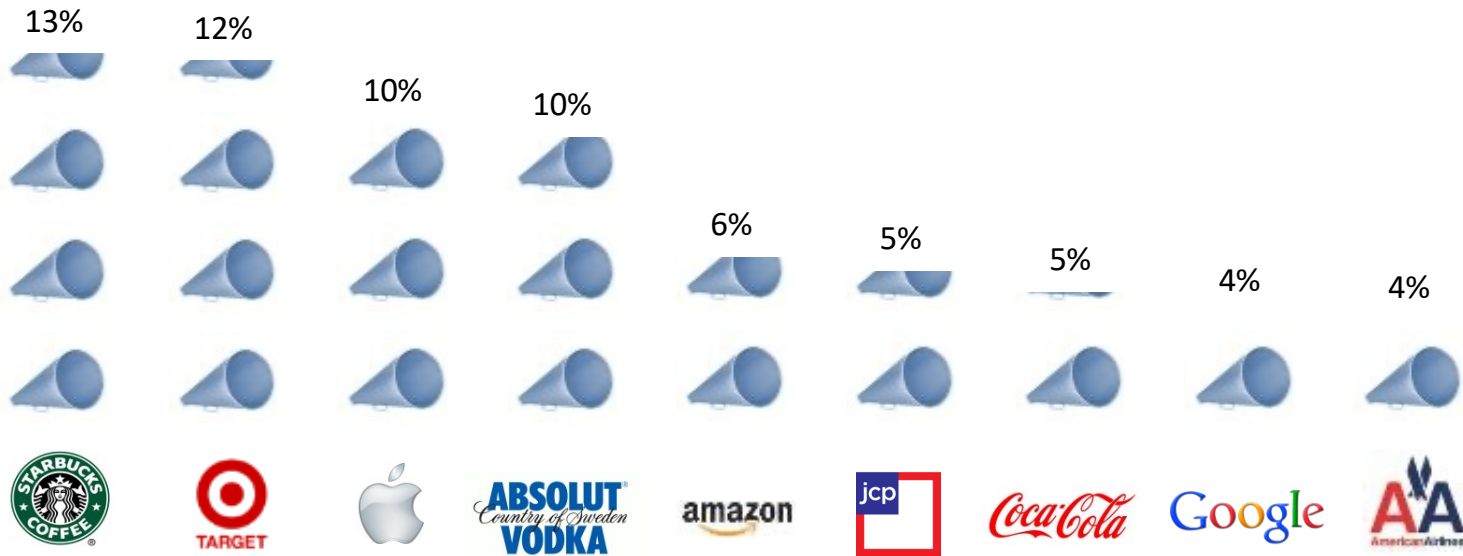


Base: Gay and Bisexual Men n=1,165; Lesbians and Bisexual Women n=670

Starbucks and Target are the top two brands from which the African American LGBT community has made a conscious decision to purchase, because of their pro-LGBT policies and practices.

Which companies or brands have you made a conscious decision to purchase from because of their pro-LGBT policies or practices?

Past Year (OPEN-END VERBATIM WRITE-IN RESPONSES)

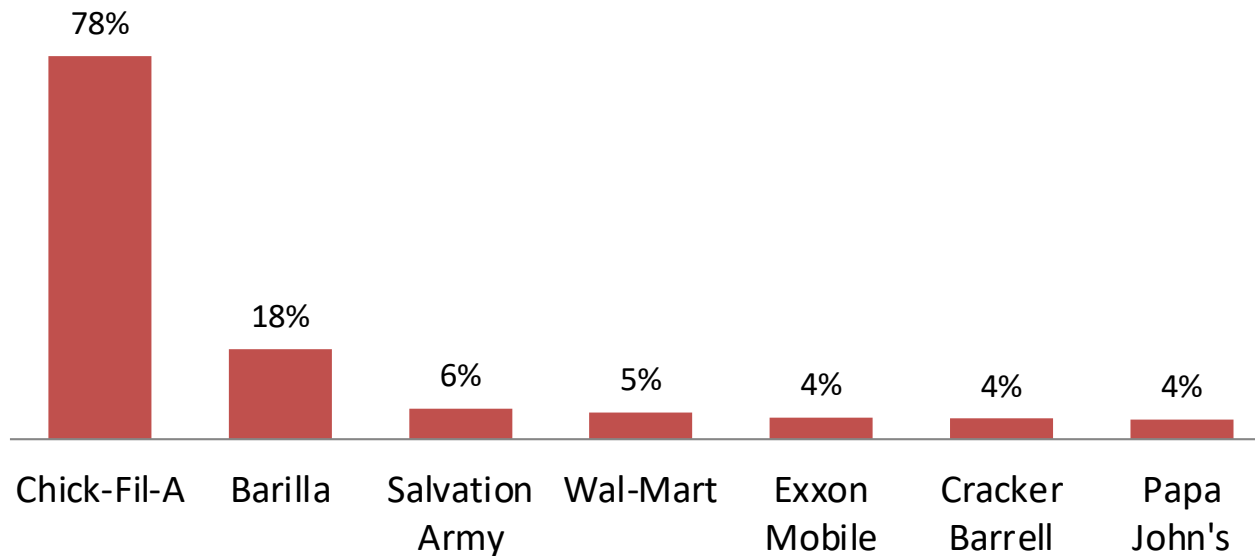


Base: All LGBT n=439

By far, Chick-Fil-A is the brand most likely to be boycotted by the African American LGBT community.

Which companies or brands have you boycotted because of their anti-LGBT policies or practices?

Past Year (OPEN-END VERBATIM WRITE-IN RESPONSES)

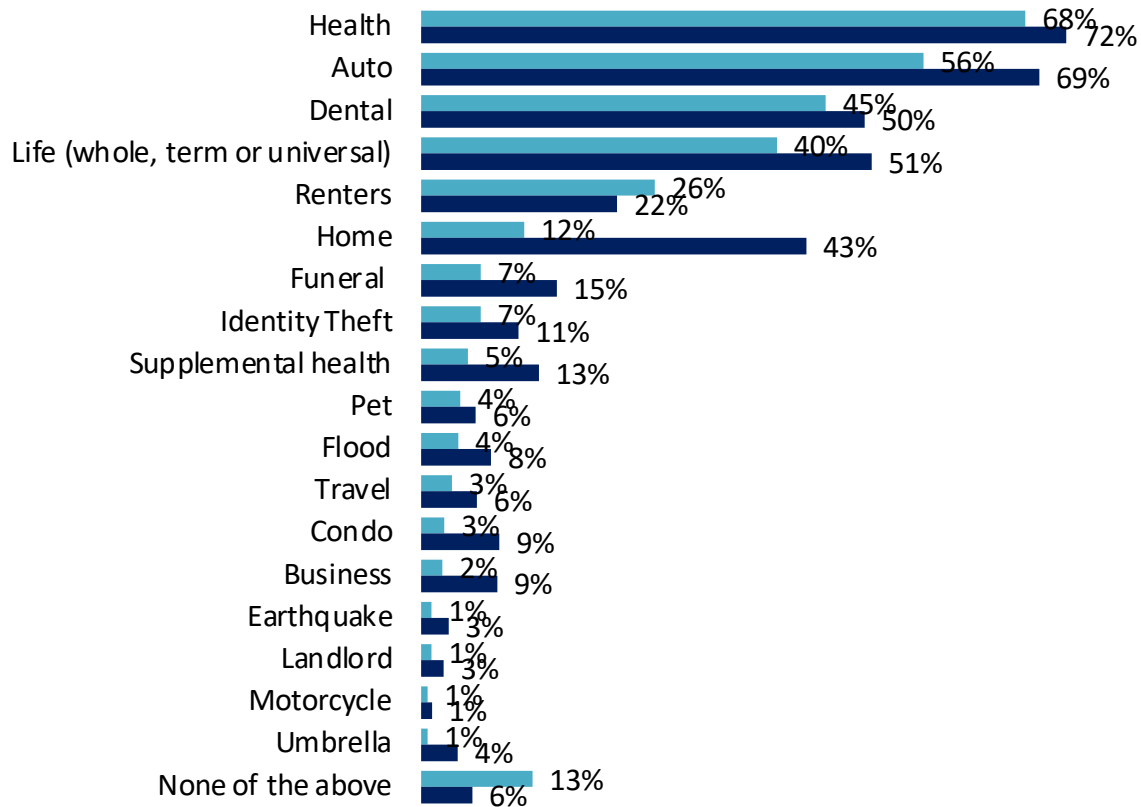


Base: All LGBT n=900

Most participants have health and auto insurance. Not surprising, all types of insurance ownership increases with age.

**Which of the following types of insurance do you have, if any
(Mark all that apply)**

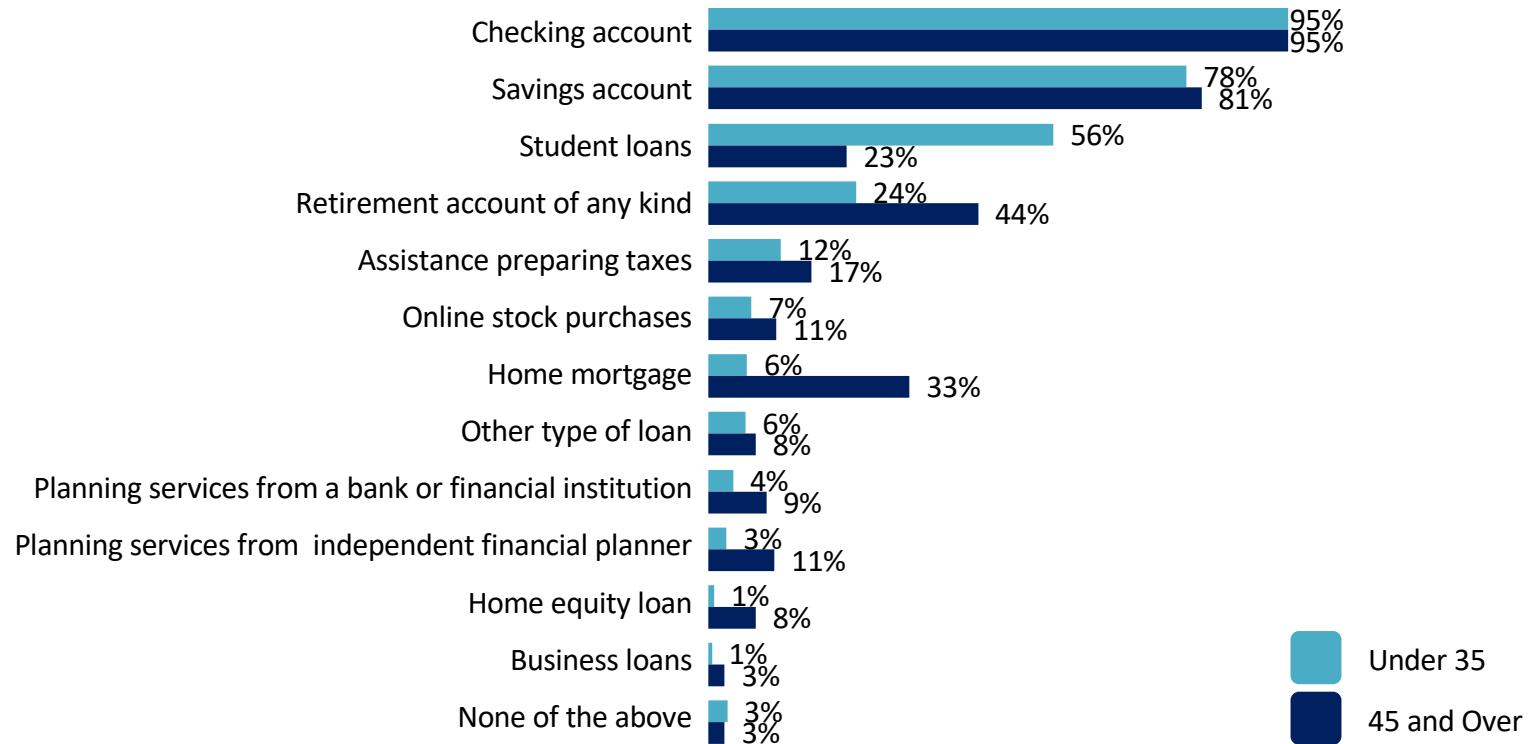
■ Under 35
■ 45 and Over



Base: Under 35 n=838; 45 and Over n=749

African American LGBT participants use a variety of financial services. The majority of African American LGBT participants under 35 currently have student loans.

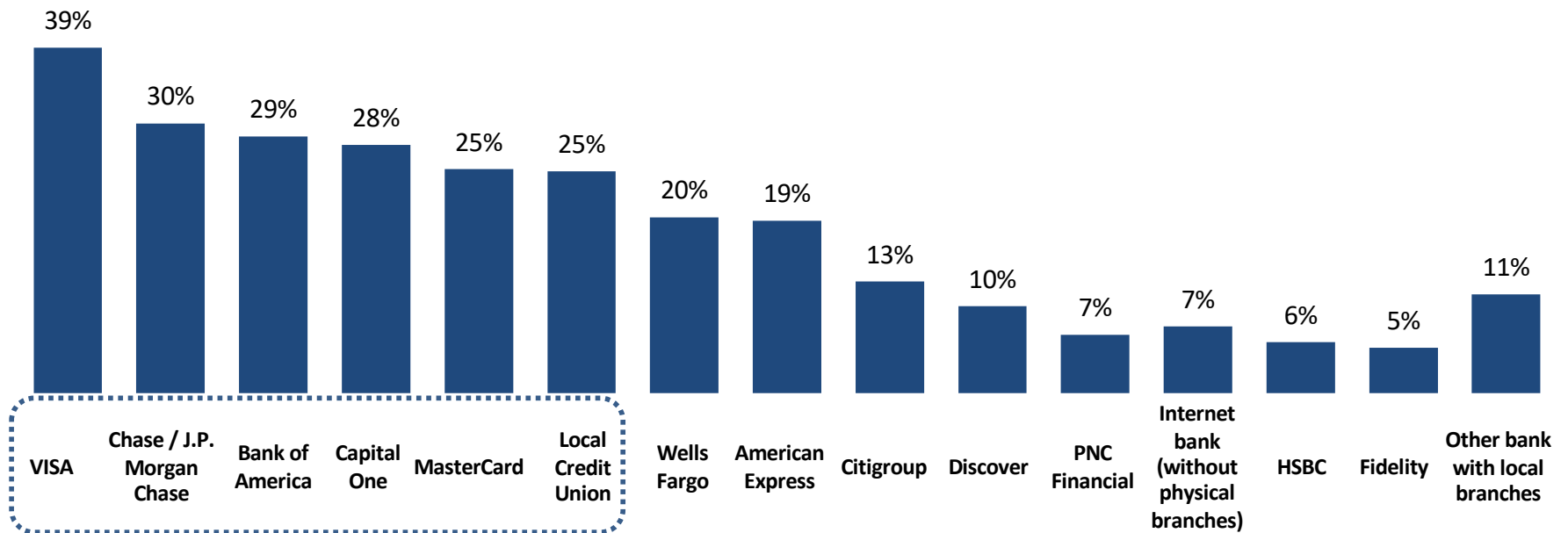
**Which of the following banking or financial services do you use?
(Mark all that apply)**



Base: Under 35 n=838; 45 and Over n=749

African American LGBTs are customers of a wide variety of financial service companies, with no single company taking a substantial market lead.

Which of the following financial institutions or credit card companies are you a customer of, if any? (Mark all the apply)
Among All Participants



Base: All LGBT n=2,058

Institutions that received 4% or less included: TD Bank, Ally, SunTrust, US Bank, BB&T, Regions Bank, Fifth Third Bank, Vanguard, Morgan Stanley, and Bank of New York. 20

Body weight is the number one health concern of both male and female African American LGBTs. After body weight, the health concerns of the men and women are very different. Gay and bisexual men are most concerned about HIV and STDs, while lesbians and bisexual women have more mental health and heart disease concerns.

On a 5-point scale, which of the following health issues are you most concerned about for you personally?

% Very or Somewhat Concerned • Slide 1 of 2

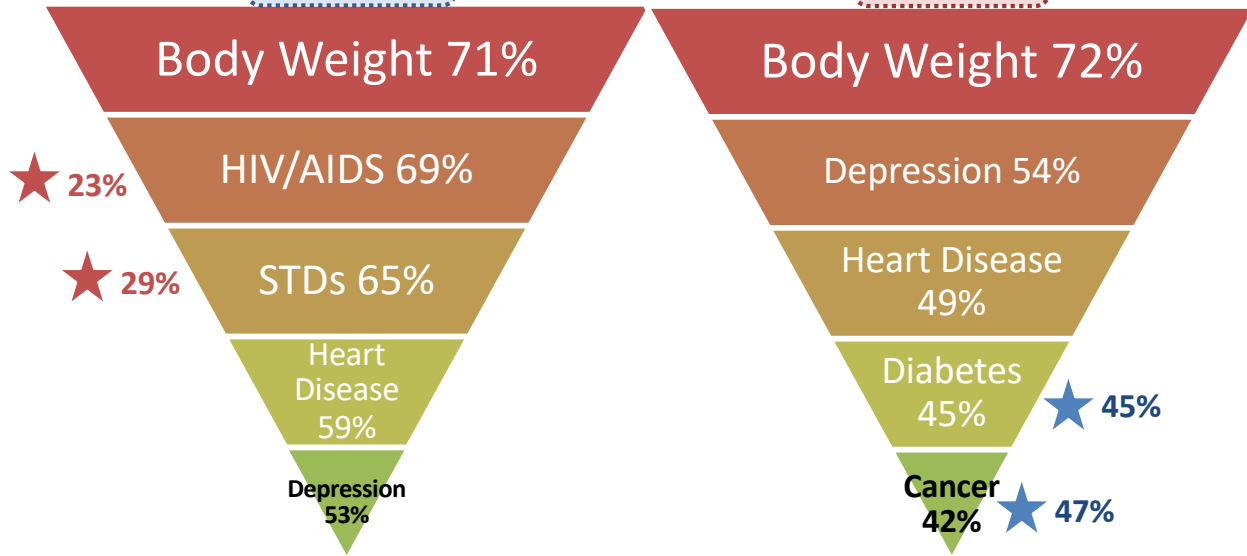
★ Corresponding percentage for women
 ★ Corresponding percentage For men



GAY/
BI MEN



LESBIANS/
BI WOMEN



	*Men	*Women
Stroke	36%	31%
Death or injury from car accident	30%	31%
Hepatitis A, B or C	29%	13%
Asthma or respiratory diseases	29%	28%
Death or injury from gun violence	28%	24%
Influenza and Pneumonia	27%	19%
Injury from sports or athletic activity	16%	15%
Alcohol use	15%	12%

Base: *(Men) Gay and Bisexual Men n=1,165; *(Women) Lesbians and Bisexual Women n=670

When analyzed by age, body weight is still the number one concern for both young and old. Depression and mental health concerns resonate more with younger LGBTs.

On a 5-point scale, which of the following health issues are you most concerned about for you personally?

% Very or Somewhat Concerned • Slide 2 of 2



Under 35

Body Weight	67%
Depression / Mental Health Concerns	64%
Sexually Transmitted Diseases	56%
HIV/AIDS	51%
Heart Disease	47%
Cancer	45%
Diabetes	45%
Death or injury from car accident	37%
Death or injury from gun violence	31%
Asthma or respiratory diseases	30%
Stroke	28%
Influenza and Pneumonia	24%
Hepatitis A, B or C	20%
Injury from sports or athletic activity	18%
Alcohol use	16%







45 and Over

Body Weight	71%
Heart Disease	63%
HIV/AIDS	50%
Sexually Transmitted Diseases	49%
Depression / Mental Health Concerns	47%
Diabetes	47%
Cancer	47%
Stroke	43%
Asthma or respiratory diseases	30%
Hepatitis A, B or C	25%
Death or injury from car accident	25%
Death or injury from gun violence	24%
Influenza and Pneumonia	24%
Injury from sports or athletic activity	13%
Alcohol use	12%

Base: Under 35 n=838; 45 and Over n=749

For African American LGBTs, discrimination is the top political/social concern, with both racial discrimination and LGBTQ discrimination being equally important. Issues such as poverty and affordable healthcare are far more important than government regulation and taxes.








On a 5-point scale, which of the following political and social issues are you most concerned about?
 % Very or Somewhat Concerned

	 GAY/ BI MEN	 LESBIANS/ BI WOMEN	 Under 35	 45 and Over
Racial discrimination	93%	95%	95%	94%
LGBTQ discrimination	90%	93%	93%	89%
Poverty	84%	86%	85%	86%
Affordable healthcare	82%	82%	81%	86%
Unemployment	81%	81%	84%	82%
Affordable housing	76%	80%	81%	77%
Marriage equality	74%	78%	72%	74%
Street / neighborhood violence	68%	71%	71%	71%
High taxes	63%	62%	57%	69%
Inflation	58%	59%	56%	65%
Foreign wars or military conflicts	55%	57%	59%	59%
Government regulation	48%	55%	53%	50%

Base: Gay and Bisexual Men n=1,165; Lesbians and Bisexual Women n=670; Under 35 n=838; 45 and Over n=749

African American gay and bisexual men are more likely to drink spirits than wine and beer. Among lesbians and bisexual women, sprits and wine are more equally consumed. In general, beer underperforms in the African American LGBT community.

Average # of Drinks Consumed in Past 7 Days

	 GAY/ BI MEN	 LESBIANS/ BI WOMEN	 Under 35	 45 and Over
 Beer	2.1	1.5	1.7	1.8
 Wine	2.5	2.5	2.7	2.0
 Spirits/ Cocktails	4.0	2.7	3.9	2.6

Base: Gay and Bisexual Men n=1,165; Lesbians and Bisexual Women n=670; Under 35 n=838; 45 and Over n=749

Participants indicated that they are most likely to define themselves as warm weather travelers, followed by visiting friends/family travelers and urban core travelers.

Looking back at all your travel over the last three years, what “kind” of traveler are you? (Please mark all that apply)



**GAY/
BI MEN**



**LESBIANS/
BI WOMEN**



Under 35



45 and Over





	GAY/ BI MEN	LESBIANS/ BI WOMEN	Under 35	45 and Over
Warm weather traveler	67%	68%	64%	67%
Visit friends and family traveler	54%	56%	55%	53%
Urban core / city traveler	48%	35%	47%	40%
Economy / budget traveler	42%	43%	43%	41%
Known LGBT-friendly destination traveler	39%	36%	33%	37%
Culture (museums, heritage, etc.)	38%	43%	43%	38%
Beach destination traveler	35%	40%	32%	38%
Restaurants, wine and cuisine traveler	35%	35%	38%	32%
Entertainment traveler (concerts, theater, etc.)	31%	31%	32%	28%
Luxury traveler	30%	26%	23%	29%
LGBT party / event traveler	28%	26%	30%	23%
Resort / spa traveler	27%	29%	22%	27%
Outdoor / active adventure traveler	22%	27%	28%	19%
Mainstream festival/event traveler	19%	20%	18%	20%
Casino / gaming traveler	14%	17%	11%	17%
Family traveler (with your children)	9%	16%	10%	11%
Travel with my pet	4%	11%	5%	8%

Base: Gay and Bisexual Men n=1,165; Lesbians and Bisexual Women n=670; Under 35 n=838; 45 and Over n=749

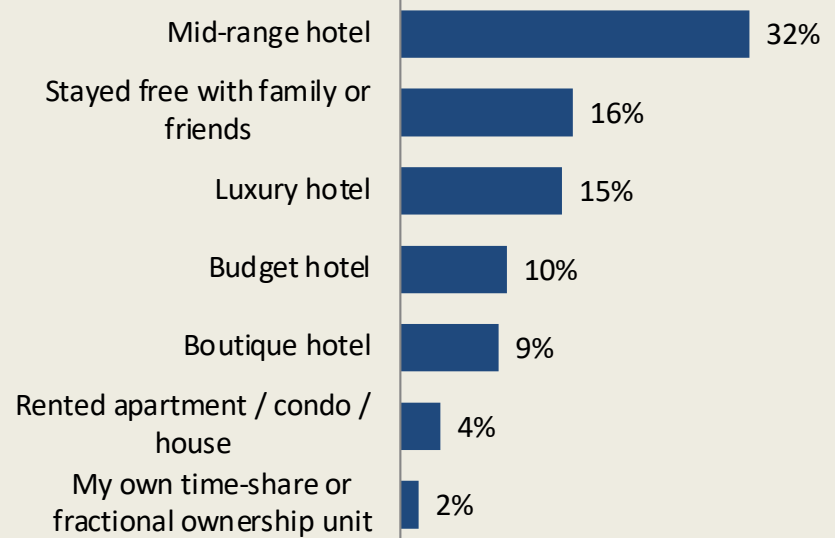
Participants take about 2.5 leisure trips per year and are most likely to stay at a mid-range hotel. Younger African American LGBTs are just as likely to travel as older LGBTs.

How many total trips did you take in the past 12 months, where you stayed in paid accommodations at least one night?

Average # Trips, Past 12 Months

	LEISURE TRIPS	BUSINESS TRIPS
 GAY/ BI MEN	2.6	1.9
 LESBIANS/ BI WOMEN	2.2	1.2
 Under 35	2.3	1.4
 45 and Over	2.4	1.6

When traveling for leisure or vacation in the past 12 months, what type of accommodation did you most often book?



Base: All LGBT n=2,058; Gay and Bisexual Men n=1,165; Lesbians and Bisexual Women n=670; Under 35 n=838; 45 and Over n=749

Among all African American LGBT participants, the NBA enjoys the top attendance rate among all sports leagues surveyed. Among African American Lesbians and Bisexual women, 22% indicated attending a WNBA game and 42% watched a WNBA game.

Which sports leagues' games have you watched (TV, online or other) or attended live at a stadium in the past 12 months? (Please select any that apply)



Attended



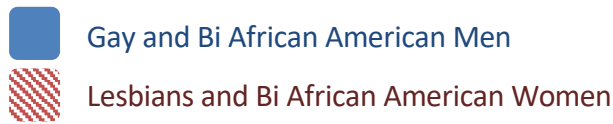
Watched

	Attended	Watched
National Basketball Association (NBA)	18%	46%
National Football League (NFL)	13%	58%
College Football	12%	38%
Major League Baseball (MLB)	11%	22%
Women's National Basketball Association (WNBA)	11%	26%
Men's College Basketball	10%	38%
Women's College Basketball	7%	24%
Women's Professional Tennis (WTA)	4%	33%
Men's Professional Tennis (ATP)	4%	26%
National Hockey League (NHL)	4%	13%
Major League Soccer (MLS)	2%	14%
Men's Professional Golf (PGA)	1%	15%
Women's Professional Golf (LPGA)	1%	9%

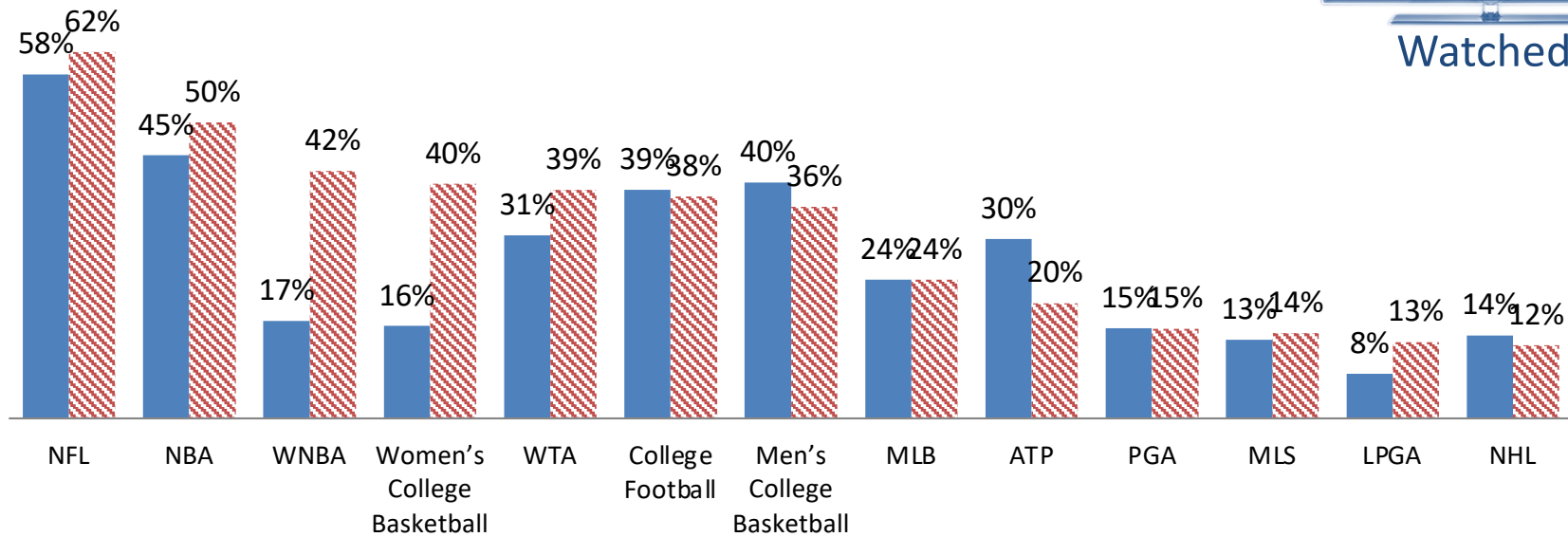
Base: All LGBT n=2,058

Over half of African American LGBTs watch professional sports, especially the NFL and NBA.

Which sports leagues' games have you watched (TV, online or other) in the past 12 months?
(Please select any that apply)



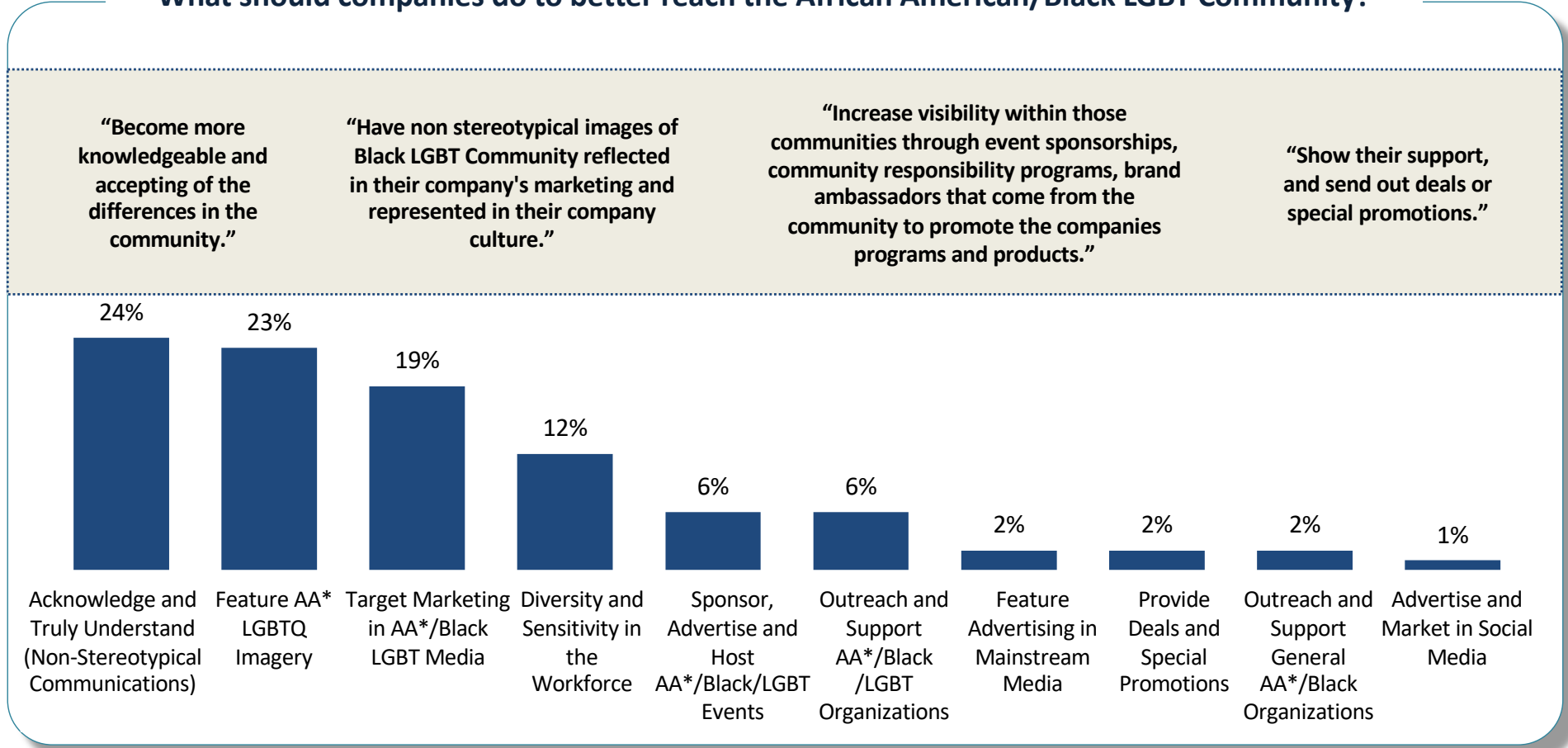
Watched



Base: Lesbians and Bisexual Women n=670; Gay and Bisexual Men n=1,165

As a write-in questions, participants were asked what corporate America should do to better outreach to the African American LGBT community. Responses were categorized and counted for research purposes.

What should companies do to better reach the African American/Black LGBT Community?



Base: All LGBT n=1,335 (*AA=African American)

Big Thank You!

CMI - Community
Marketing & Insights/
Center For Black
Equity