

LGBT SEGMENTATION



2020 Lesbian, Gay, Bisexual and Transgender (LGBT) U.S. Population

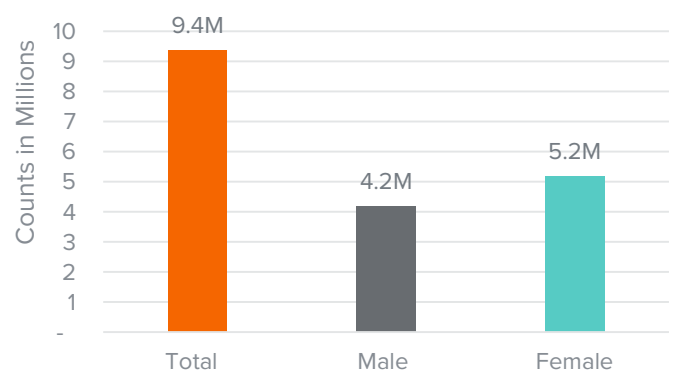
Claritas introduces 2020 LGBT adult population data projections for macro geographies (county, state, metro area, congressional district and DMA®), plus sub-county custom aggregations for retail trade areas, media zones, sales territories and other service areas.

Claritas built this data set to help business strategists and marketers understand and act-upon business opportunities for rapid growth.

Methodology – The methodology for creating the LGBT adult population utilized demographic models based on our proprietary American MarketScope DataStream (AMDS) 2020 population projections and U.S. Census same-sex partner households and marital status at the census tract geography level. The models incorporate research from Gallup, Williams Institute and the Pew Research Center.

The resultant LGBT projections are fully aligned with the Claritas **Pop-Facts & American MarketScope DataStream (AMDS)** demographic projections.

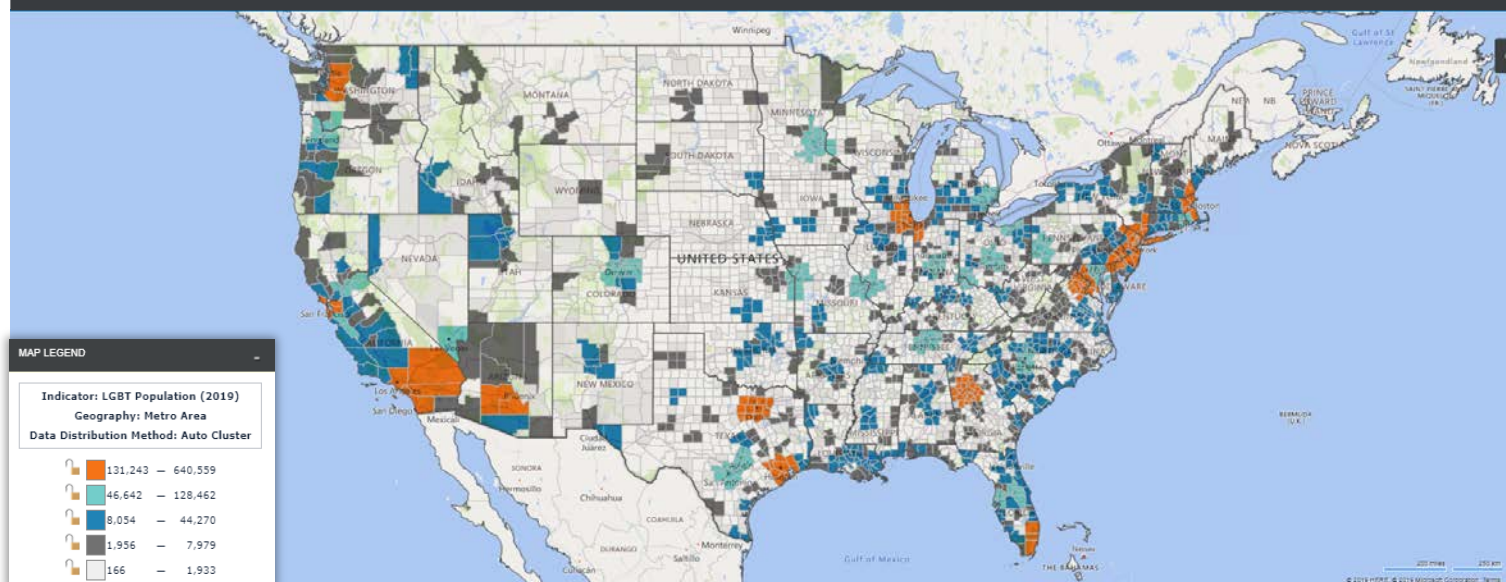
LGBT U.S. Population (Total Counts)



**Throughout this brief, "LGBT" is used to refer to the lesbian, gay, bisexual and transgender population.*

Claritas' LGBT data set represents an evolution in our product line and a revolution in the way that marketers think about the American consumer. This unique data source can help marketers identify additional segments of consumers who are likely to be potential customers along with insights that can help inform the right strategies to engage them. It is available immediately and may be accessed through the Claritas 360 system or Geoscape Intelligence System (GIS) – online data analysis and visualization systems intended for a broad spectrum of corporate analysts and executives across industry sectors. The LGBT data set is also available to license for offline usage.

2019 LGBT Population Distribution by Metro Area



This map reveals the distribution of the Adult LGBT population by Metro Area in the U.S., 2019. The orange shades show communities with larger numbers as indicated in the map legend.

Benefits of our LGBT Data

- Segmentation of consumers enables effective communications planning for marketing and customer service
- Enables retailers to tailor their stores to consumer preferences within an individual trade area or region
- Product managers can understand population patterns and usage across diverse consumer segments in order to target market share gains
- Media planners can identify specific channels based on preference by consumer group and location
- Strategy executives can determine the long term potential of consumer segments by comparing growth and potential across product categories

To learn more about how to find and win your next LGBT consumer, visit www.claritas.com/multicultural-solutions or call 800.234.5973.