

The 2015 LGBT MacroMonitor Subscription Form

PEW Research estimates that approximately 5% of the US population identifies as lesbian, gay, bisexual, or transgender (LGBT). In order to understand this market further, the MacroMonitor added an oversample of households with LGBT members in 2014–15 to see what drives their financial decision making. Just like all other American households, those with LGBT members use all types of financial products and services—bank accounts, credit cards, investments, credit loans and lines, retirement products, insurance (life, health, property and casualty), financial planning and advice—to help them achieve their lives' goals. LGBT households can choose to use any institution or financial professional; they can select any channel (online, phone, mobile, in person) to learn, buy, and manage their financial products and relationships. Finally, LGBT households face the same challenges of competing priorities, both short- and long-term goals, and trade-offs among them all that make their decisions of how to use their resources so difficult. The key to meeting this burgeoning market of LGBT households' financial needs is a better, more complete understanding of exactly how they differ from other American households and further, how LGBT sub-populations differ as well.

The 2015 LGBT MacroMonitor has more current and comprehensive information about LGBT households' financial needs than any other research project. The LGBT MacroMonitor includes every type of financial product, service, institution, and channel. It has information about recent purchases and propensity. It has measures of every type of financial need, goal, purpose, and preference; hundreds of financial attitudes; and complete demographic information, including life stages and life events. If LGBT Americans are part of your market, the 2015 LGBT MacroMonitor is a cost-effective source of macroeconomic information that you can access immediately for only \$20k.

Deliverables

- Top-Line: The complete 120+ page MacroMonitor Questionnaire with responses from LGBT households compared with all US households
- Custom Graphic Analysis: A 640+ page PowerPoint presentation of the following:
 - All LGBT Households
 - Households with an LGBT Head
 - Households with a Single LGBT Head
 - Households with Two LGBT Heads
 - Households with a Transgender Member
 - Households with Gay Heads
 - Households with Lesbian Heads
- LGBT Household Trend: A newsletter providing a trend of LGBT households' financial product ownership
- Highlights: A summary of findings by financial area: Accounts, Assets, Credit, Insurance, Retirement, Cards, Institutions, Information and Advice
- Segment Summary: A two-page executive summary of findings

The 2015 LGBT MacroMonitor uses the same methodology as that of the MacroMonitor: a probability, address-based sample frame to develop an online panel that is invited to participate in the survey. Respondents from the MacroMonitor are augmented by an oversample of panel households who are predefined as having an LGBT member. In the 2014–15 MacroMonitor, the combined LGBT oversample and main sample

contain 4,525 unweighted records; 461 households with an LGBT member and 261 households with an LGBT head. These data represent just fewer than 13 million households with an LGBT member and 7 million households headed by someone who is LGBT. The response rate of all households invited to participate was 51% and results are projectable to all US economic households (households that share basic finances).

LGBT households are, and will continue to be, a major component of the financial-services landscape. The 2015 LGBT MacroMonitor provides the most comprehensive, current, and cost effective collection of information about these important financial consumers. By subscribing now, you will be able to incorporate this accurate, holistic, and timely information in your tactical and strategic decisions for the coming year.

Subscription Form

We agree to become a sponsor of the 2015 LGBT MacroMonitor. We understand that the price is for the listed deliverables, billable immediately, and does not include any additional analysis or interpretation. The products and services in this subscription are for the sole and confidential use of sponsors and may not be disclosed to others without CFD's prior approval. Subscription provides a license for one corporate site.

The 2015 LGBT MacroMonitor **\$20,000**

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Please fax completed form to SBI: +1 650 859 4544
Or scan and email to smcgregor-noel@sbi-i.com.

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