LGBT

Leading the Mobile Era

A new study by DIGITAS, a digitally led, integrated brand agency, finds LGBT mobile device users are embracing the "mobile first" way. The findings demonstrate that LGBT mobile device users have a higher understanding and level of activity with mobile devices compared to general population users.

LGBT & THEIR MOBILE DEVICES

THEY'RE USING THEIR MOBILE DEVICE MORE...

56% use a mobile device over a "Desktop" or a "Laptop" compared to a year ago

SMARTPHONE/ TABLET USERS

WHO'S BEEN USING LONGER?

GENERAL POPULATION: **1+** YEARS

LGBT: **3+** YEARS

LGBT HAS BEEN USING MOBILE DEVICES LONGER

51% of LGBT mobile device users have used a smartphone or tablet for three years or more

That's nearly 2X more than the general population!

HOW DOES IT IMPACT THE LGBT LIFE?

THEY MAKE THEIR MOBILE DEVICE AN IMPORTANT PART OF THEIR LIFE...

35% of 18-24 year olds used their mobile device in "coming out"

of all ages surveyed who said their mobile device played a role in their comingout process, 70% used Facebook

IPHONE AND ANDROID USERS

LGBT HAS BEEN USING MOBILE DEVICES LONGER

55% of LGBT mobile users own and use iThones versus Androids

This constitutes a reversal of general population findings

Vertex Group April 2012
The Smartphone Consumer 2012 Study, Edison Research

LGBT: THE MODERN MOBILE FAMILY

LGBT FAMILIES RELY ON MOBILE DEVICES

- **49%** Coordinate Calendars
- **42%** Coordinate Locations
- **33%** Manage Family Finances
- **27%** Share "To-Do-Lists"

85% of children under the age of 18 with LGBT parents own or have access to a mobile device

61% of LGBT parents indicated they purchase mobile games for their children

LGBT: THE MOBILE TRAVELER

26% Planned a hotel
stay from their mobile device in the past 30 days

25% Purchased a hotel
stay from their mobile device in the past 3 months

30% Planned a flight
from their mobile device in the past 30 days

23% Purchased a flight
from their mobile device in the past three months

Mobile actions of the LGBT traveler
Most popular mobile activities

- 67% Searched for restaurants
- 59% Updated Facebook
- 51% Checked a flight status
- 40% Explored local activities

The LGBT mobile traveler is on average, more than twice as active compared to similar general population studies

Travel Action Report, Continuum, April 2012

LGBT: THE MOBILE COMSUMER

- 39% Gay Men use mobile scanners while shopping
- 32% Lesbians use mobile scanners while shopping
- 32% Gay Men buy items on mobile devices
- 29% Lesbians buy items on mobile devices
- 38% Gay Men use shopping apps
- 28% Lesbians use shopping apps

GAY MEN AND LESBIANS

ARE TWICE AS LIKELY TO USE MOBILE SHOPPING TECHNOLOGY THAN THEIR STRAIGHT COUNTERPARTS

- 17% Straight Men use mobile scanners while shopping
- 12% Straight Women use mobile scanners while shopping
- 15% Straight Men buy items on mobile devices
- 9% Straight Women buy items on mobile devices
- 19% Straight Men use shopping apps
- 15% Straight Women use shopping apps

DDB Lifestyle Study, April 2012

DIGITAS LBi

Survey Methodology:
Respondents were recruited from Community Marketing, Inc's proprietary research panel of 70,000 LGBT people worldwide. The survey was made available through an e-mail invitation to a subset of CMI's research panelists with an incentive of a chance to win one of five $100 cash prizes. A total of 1,977 participants started the survey but 382 were branched out because they did not own a mobile device (19%). A total of 1,595 lesbian, gay, bisexual, and transgender respondents in the United States completed the entire survey on mobile technology ownership and use. The 10-minute online survey was conducted in May 2013 and participant invitations were balanced by age, gender, and state of residence to reflect other research on the overall makeup of the LGBT community in the United States. For the complete survey methodology, including weighting variables, please contact ron.damico@digitas.com.