

2014 First Annual State Of

# LGBTQ IN ARIZONA



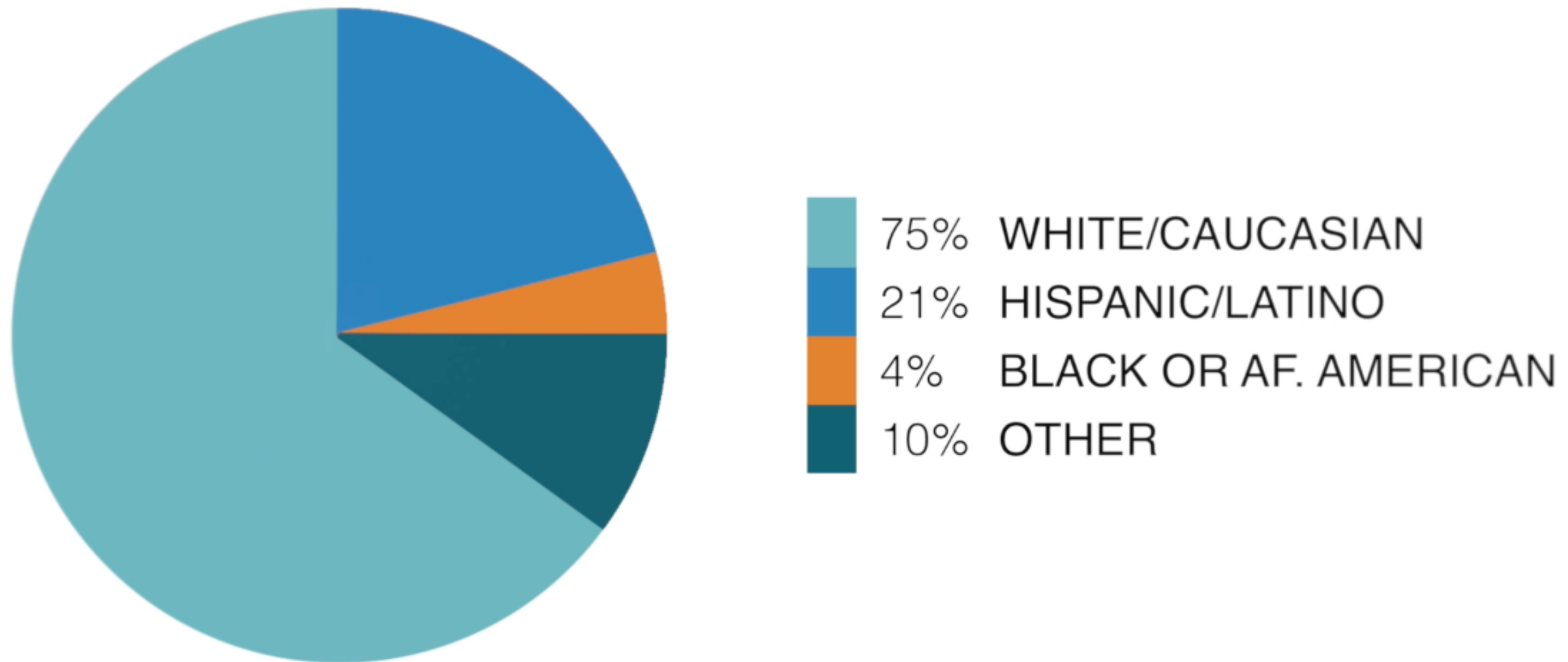


# DEMOGRAPHICS

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LGBTQ  
ARIZONA

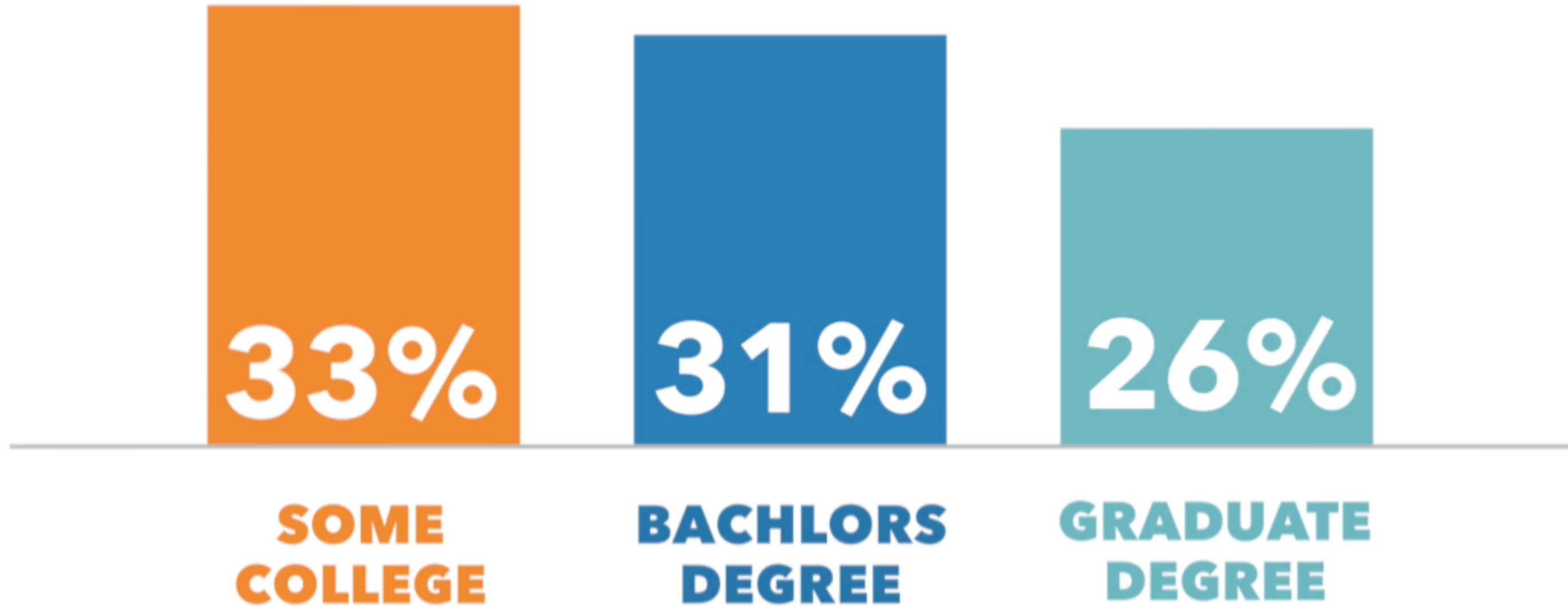
# ETHNICITY COMPOSITION



## DEMOGRAPHICS

Source: ONE Community/Univision Local Media (2014), LGBTQ in Arizona Health Care Survey.

# EDUCATIONAL ATTAINMENT



## DEMOGRAPHICS

Source: Community Marketing, Inc., 2013 7th Annual LGBT Community Survey Services (Arizona data)



# IN-HOUSEHOLD INCOME



60%

**OF AZ LGBTQ SURVEYED HAVE A  
HOUSEHOLD INCOME OF \$50,000  
OR MORE.**

## DEMOGRAPHICS

# RELATIONSHIP STATUS

**51%** OF AZ LGBTQ SURVEYED ARE IN  
A COMMITTED RELATIONSHIP



## DEMOGRAPHICS

# RESIDENTIAL ENVIRONMENTS



URBAN CITY

59%



MEDIUM  
SIZE CITY

16%



SUBURBAN

14%

## DEMOGRAPHICS

Source: Community Marketing, Inc., 2013 7th Annual LGBT Community Survey Services (Arizona data)



# CIVIC ENGAGEMENT

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LGBTQ  
ARIZONA

# INVOLVEMENT WITH A NON-PROFIT OR CHARITABLE ORGANIZATION

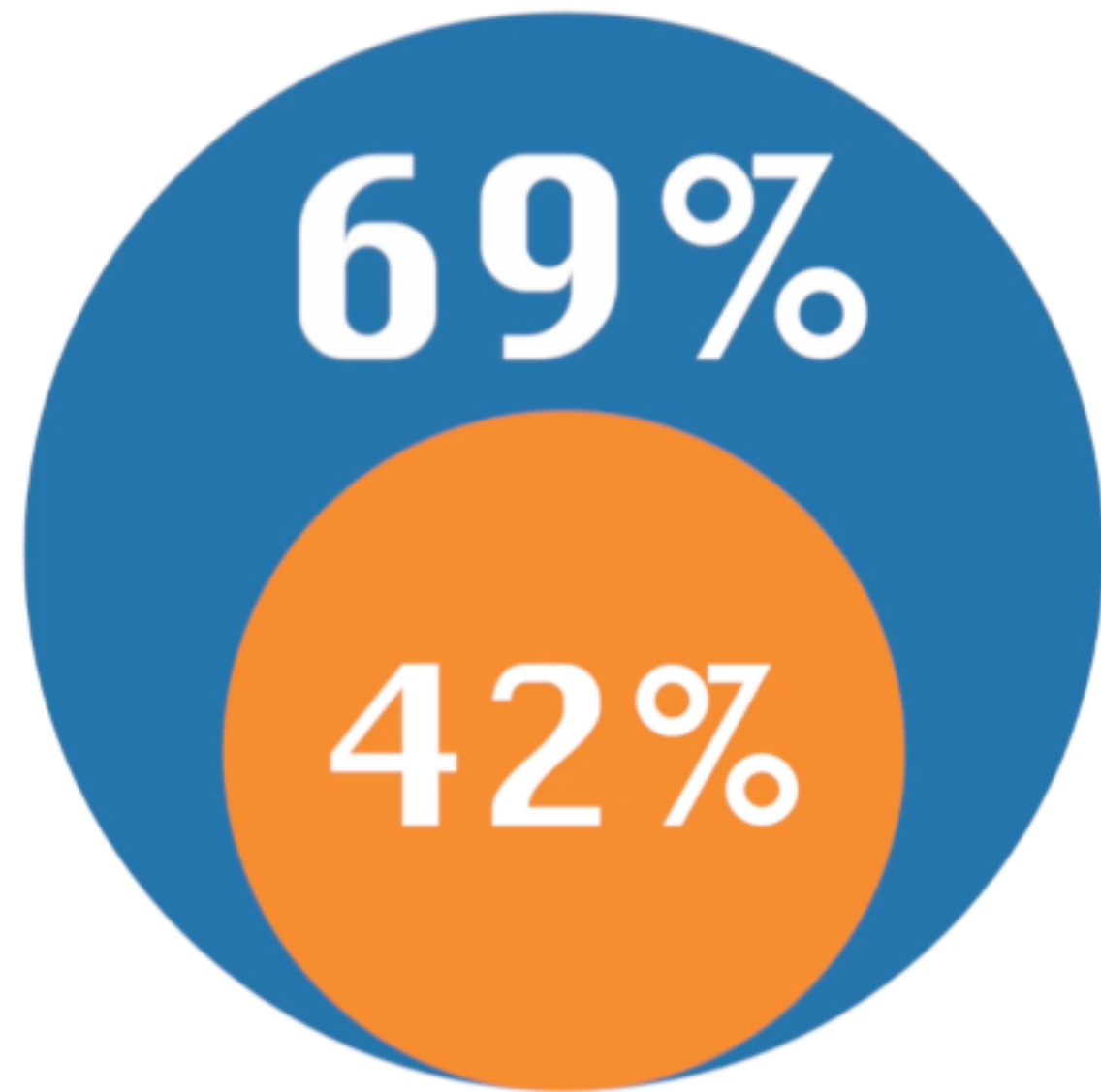


**CIVIC ENGAGEMENT**

SOURCES: Community Marketing, Inc. (2013) 7th Annual LGBT Community Survey (Arizona Data)



# SUPPORT FROM NON-LGBT FRIENDS AND FAMILY MEMBERS



**CLOSE NON-LGBT FRIENDS**

**CLOSE NON-LGBT FAMILY  
MEMBERS**

**CIVIC ENGAGEMENT**



# REGISTERED VOTING

The LGBTQ Community is more likely to be registered to vote than the general public.

**ALL LGBT**

**77%**

**GENERAL PUBLIC**

**74%**

**CIVIC ENGAGEMENT**

# TOP NATIONAL POLICY ISSUE: EQUAL EMPLOYMENT RIGHTS FOR LGBTQ



**CIVIC ENGAGEMENT**

SOURCES: PEW RESEARCH CENTER (2013) A SURVEY OF LGBTQ AMERICANS



**PURCHASING POWER**

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**LGBTQ**  
**ARIZONA**

# PURCHASING POWER

\$830

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Billion Nationwide

**BUYING TRENDS**

[Enter source here](#)

Source: Bureau of Economic Analysis (BEA) of the U.S. Department of Commerce

# TOP SPENDING CATEGORIES



**PERFORMING  
ARTS**

**49%**



**VACATIONS**

**47%**



**SMARTPHONE**

**26%**

## BUYING TRENDS

# PET OWNERSHIP



**DOGS**

**61%**



**CATS**

**48%**

## BUYING TRENDS

Source: CMI Community Marketing & Insights Source: Community Marketing, Inc., 2013 7th Annual LGBT Community Survey (Arizona data).



# SHOPPING TRENDS: LGBT OVER-INDEXES VERSUS GENERAL CONSUMER



## BUYING TRENDS

Source: Bureau of Economic Analysis (BEA) of the U.S. Department of Commerce



**MEDIA & ENTERTAINMENT**

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**LGBTQ<sup>IN</sup>**  
**ARIZONA**

# SMARTPHONE OWNERSHIP



**24%**

**MORE LIKELY TO OWN A SMARTPHONE  
THAN THE GENERAL POPULATION**

**MEDIA & ENTERTAINMENT**

# SOCIAL MEDIA & ADVERTISING



**LIKED A  
BUSINESS ON  
FACEBOOK**

**45%**



**CLICKED ON  
A WEBSITE  
BANNER AD**

**23%**



**CHECKED IN AT  
A BUSINESS  
TO GET DEALS**

**30%**

**MEDIA & ENTERTAINMENT**

# MEDIA INTERACTION: WEBSITES OR BLOGS

**LGBT**

**60%**

**MAINSTREAM**







**54%**

**MEDIA & ENTERTAINMENT**

SOURCES: Community Marketing, Inc. (2013) 7th Annual LGBT Community Survey (ARIZONA DATA).



# SPORTS

		 <b>WATCHED</b>	 <b>ATTENDED</b>
	<b>NFL</b>	<b>40%</b>	<b>10%</b>
	<b>MLB</b>	<b>29%</b>	<b>22%</b>
	<b>NBA</b>	<b>23%</b>	<b>8%</b>
	<b>WNBA</b>	<b>20%</b>	<b>20%</b>

## MEDIA & ENTERTAINMENT

SOURCES: Community Marketing, Inc. (2013) 7th Annual LGBT Community Survey (ARIZONA DATA).



# LGBTQ TRAVEL



**FREQUENT  
LEISURE  
TRAVELERS**

**29%**



**FREQUENT  
BUSINESS  
TRAVELERS**

**14%**



**TRAVELED TO  
PHX/TMP/SCTDL  
FOR BUSINESS**

**8%**

**MEDIA & ENTERTAINMENT**

LGBTQ TRAVEL

Warm Explore

airplane book  
online destinations travel booking  
cuisinière trips  
leisure centres hotels searches prices

History

plane site airfare flight check lowest economic  
activities books

suit great cookmaster fares top ovens Food

Relax

center sites rental finding car  
round group ticket air cooker

Culture

find airlines adventure ideas airfares  
spares management garden tips  
cuisiniere management buy vacations  
price rangemaster affordable engine reservations vacation

Curious

packages flights New  
search

# LGBTQ TRAVEL



**SUBJECT:**

**Just for our LGBT guests**

**LGBT families welcome**

**Book Your Pride Package now**

**MEDIA & ENTERTAINMENT**



# WORKPLACE INCLUSION

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LGBTQ<sup>IN</sup>  
ARIZONA<sup>★</sup>

# PERCEPTIONS OF PROTECTION IN THE WORKPLACE

Americans who believe  
LGBT workplace protection exists

**75%**

Americans who support LGBT  
nondiscrimination policies

**72%**

**WORKPLACE INCLUSION**



# WORKPLACE PROTECTION



# 65%

OF ARIZONA POPULATION  
WITH NO WORKPLACE  
PROTECTION

# WORKPLACE INCLUSION



# NEGATIVE CONSEQUENCES

OF LGBT NON-INCLUSIVE WORK ENVIRONMENTS



**FELT UNHAPPY  
OR DEPRESSED  
AT WORK**

**30%**



**FELT  
DISTRACTED  
AT WORK**

**30%**



**HAD TO LIE  
ABOUT  
PERSONAL LIFE**

**35%**

**WORKPLACE INCLUSION**

# POSITIVE CONSEQUENCES

OF LGBT-SUPPORTIVE POLICIES IN THE WORKPLACE



**GREATER JOB  
COMMITMENT**

**1**



**IMPROVED  
HEALTH**

**2**



**INCREASED JOB  
SATISFACTION**

**3**

**WORKPLACE INCLUSION**