

For Immediate Release

Gay & Lesbian Community Connects with Sponsors

Seven-in-Ten Are More Likely to Buy Supporters' Products Says Landmark Study

Toronto (August 1, 2006) – A study of attendees of Toronto's Pride festivities indicates that the LGBT (lesbian, gay, bisexual and transgendered) community responds very positively to sponsorships and advertising efforts directed to them.

Seventy-nine (79%) of the LGBT community feels more positive about companies that sponsor gay and lesbian community activities (49% a lot more positive, 30% a little more positive). And, this receptivity goes beyond sponsorship into the realm of advertising. Seven-in-ten (69%) say they are more likely to buy a company's products if they notice that they address the LGBT community in their advertising (29% a lot more and 40% somewhat more likely).

Other findings of the study include:

- ✓ The most frequently unaided mentions of Toronto Pride week sponsors were: **TD Canada Trust, Labatt, CTV and Trojan.**
- ✓ Seventy-five percent own wireless phones – and they are heavily into texting – with 53% having done so in the last seven days, about twice the Canadian average.
- ✓ LGBT community members are heavy home internet users with 85% saying they logged on from home in the past week.
- ✓ Most frequent mentions for favourite radio station were **102.1 The Edge, 104.5 CHUM-FM, Z103.5** and **CBC Radio One.**
- ✓ The top favourite TV shows were **CSI, Will and Grace, The L Word** and **The Simpsons.**
- ✓ Respondents were more likely to pick the **Toronto Star** as their favourite newspaper, with a three-to-one margin against the nearest competitor. **NOW** emerged as the favourite weekly.

"We carried out the study as an important first step in collecting sophisticated data about an increasingly visible segment of society and, from a business perspective, an important target market," said Kaan Yigit, president of Solutions Research Group which conducted the study on an independent, syndicated basis.

“We’ve tried to do a study that reflects some of the diversity and nuance within the community. For instance the study looks at lesbians separately and as part of the larger gay market. Consequently, we capture a potentially distinctive set of consumer needs and opportunities that sometimes gets missed,” said Ken LeClair, Director Research Development for Solutions Research Group.

The information for this release comes from **Out On The Street**, a syndicated research study of LGBT attendees of Toronto Pride 2006, conducted by Solutions Research Group. It explores a variety of topic including attitudes towards marketing to the LGBT community, awareness of event sponsorship, media preferences and the use of selected services and products. The survey also examines the characteristics and spending of attendees who came from outside of the GTA. The full study is available to companies on a subscription basis.

The data were gathered from 350 respondents through intercept interviews. A random sample of this size generates results accurate to plus or minus 5.2 percentage points, nineteen times out of twenty. The interviews took place with randomly selected individuals in the Church and Wellesley area of Toronto on June 24 and 25, the days of the Dyke March and Pride Parade, respectively. Interviews took place at locations where no obvious sponsorship signage was present.

To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research.



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