



## Brand Snapshot: LGBT Ford Owners in the U.S.



## First National Comprehensive LGBT Automotive Owners Survey:

- Conducted in Spring 2009
- **3,402** respondents self-identified as LGBT
- **44** automotive brands represented
- **Weighted Average Age** - 34
  - Median Age - 45
- **HHI** – 30% over \$100K
- **Gender Identity**
  - 71% male, 29% female, 1% transgendered
- **Education** – 22% have post graduate degree
- **Social media usage:**
  - 71% use Facebook
  - 18% use Twitter



# LGBT Ford Owners

Ford

Non-Ford

LGBT Ford owners describe themselves as confident, liberal, successful yet understated people who like the finer things in life. They feel their cars communicate that they are rugged, adventurous, practical and active without caring about what other people think.

When compared to LGBT non-Ford owners they are slightly younger and are more likely to be in the under \$75K bracket for HHI. More Ford owners have only a High School or some college education and there are fewer with a graduate or post-graduate degree but only by a small margin.

When looking at their social media patterns, fewer LGBT Ford owners are on Facebook and Twitter but they use MySpace by a wide margin when compared to non-Ford owners. Interesting considering Ford's social media efforts. They are also less likely to be on the professional networking site LinkedIn.

LGBT Ford owners are significantly more likely to get their news and entertainment from a mobile internet device and use radio more to gather the same information.

