



Brand Snapshot: LGBT Toyota 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

Household Income

– 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 Toyota Owners

Toyota
Non-Toyota

LGBT Toyota owners are a highly-educated, affluent group of self-described environmentally conscious, practical and dependable people.

Compared to LGBT non-Toyota owners they are slightly older and are more likely to be in the \$75-\$100K bracket for HHI.

They are comparatively more balanced in terms of gender identity (57% male, 42% female and 1% transgendered) which may be explained by the fact that Toyota is the #1 brand owned by Lesbians.

When it comes to media consumption, they are more likely to get their news and entertainment from a tethered computer and less likely to be doing so via a wireless device or satellite radio.

They use social media sites Facebook and Twitter more and are less likely to be on MySpace and the professional networking site LinkedIn.

