

LGBT Consumers Planning Nuptials

Contributed by Experian Simmons
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Same-sex marriage is a hot button topic no matter on which side of the issue you stand.

But there can be no denying that same-sex couples are finding an expanding number of options in the United States and abroad should they decide to legally wed.

Is it a coincidence then that June, the month traditionally associated with weddings, is also the month officially designated to celebrate LGBT pride?

In anticipation of LGBT pride celebrations next month, Experian Simmons is dedicating this issue of Consumer Insights to exploring the household arrangements and behaviors of America's LGBT consumers--in particular, those associated with marriage--and comparing them to America's heterosexual population.

To get started, 26% of the country's non-Hispanic lesbian, gay and bisexual population say they are married, compared with 57% of heterosexual adults.

Despite being less than half as likely to be married, lesbian, gay and bisexual adults are 22% more likely than their "straight" counterparts to have recently wed or to be planning nuptials for the next year.

In fact, 5.7% of LGB Americans are either newly or "soonly" weds versus only 4.6% of heterosexual adults.

Sizing the Lesbian, Gay, Bisexual, Transgender(LGBT) market

The average heterosexual adult lives in a household with 1.9 other individuals, including adults and kids. By comparison, the average lesbian shares her home with only 1.6 other people. Gay men live in the smallest households, sharing their home with only one other person, on average.

Over a third of gay or bisexual men (38%) share their home with at least one other adult male, compared with only 24% of heterosexual men who live under the same roof as another adult male.

Thirty-five percent of gay or bisexual men say they live with one (and only one) other adult male, a living arrangement that has a higher chance of consisting of a same-sex, co-habiting couple.

Over half of lesbians or bisexual women (53%) share their home with at least one other adult female, compared with only 23% of heterosexual women who live under the same roof as another adult female.

Forty-three percent of lesbian or bisexual women say they live with one (and only one) other adult female, a living arrangement that has a higher chance of consisting of a same-sex, co-habiting couple.

Lesbian, Gay and Bisexual adults (LGB) as a group are less than half as likely as heterosexuals to be married. Only 26% of LGB adults are wed, compared with 57% of "straight" adults. Of all LGB adults, bisexuals are the most likely group to be married, with over 4 in 10 reporting they are presently wed.

Lesbians are more than four and a half times more likely than gay men to be married, with 23% of lesbians having tied the knot versus only 5% of gay men.

Lesbian, gay and bisexual adults as a group are 22% more likely than heterosexual adults to have either tied the knot in the last 12 months or have plans to wed in the coming year. 5.7% of lesbian, gay or bisexual adults are newly weds or "soonly" weds vs. 4.6% of heterosexual adults.

Lesbian, gay and bisexual adults are twice as likely to shop at Neiman Marcus, making the department store the number one retailer with a wedding registry program among LGB shoppers.

With many retailers ending their registry programs in favor of gift cards, we looked at how stores without registry programs stack up among lesbian, gay and bisexual shoppers. LGB adults are almost twice as likely to shop at J. Crew, making the store the number one retailer without a wedding registry program among LGB shoppers.

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