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FORT LAUDERDALE

HELLO  
SUNNY



Outreaching  
to the LGBT  
Family  
Market

## Do you have children? Among Cultural LGBTs that interact with LGBT Media and Events

	Millennial Men	Gen X Men	Boomer Men	Millennial Women	Gen X Women	Boomer Women	Gender Expansive
Yes, I have children under age 18 living in my home.	2%	6%	2%	11%	<b>31%</b>	7%	<b>9%</b>
Yes, I have children under age 18 not living in my home.	1%	2%	1%	1%	3%	2%	<b>3%</b>
Yes, I have children over age 18.	0%	4%	<b>17%</b>	0%	13%	<b>32%</b>	<b>18%</b>

Bases: Millennial Men n=2,853; Gen X Men n=4,489; Boomer Men n=4,876; Millennial Women n=1,011; Gen X Women n=1,040; Boomer Women n=1,123; All Gender Expansive n=1,012

## The LGBT Baby Boom of the (Near) Future



### *Gay and Bisexual Men*

**62%** of millennial non-parent gay and bisexual men want children and 11% are not sure.



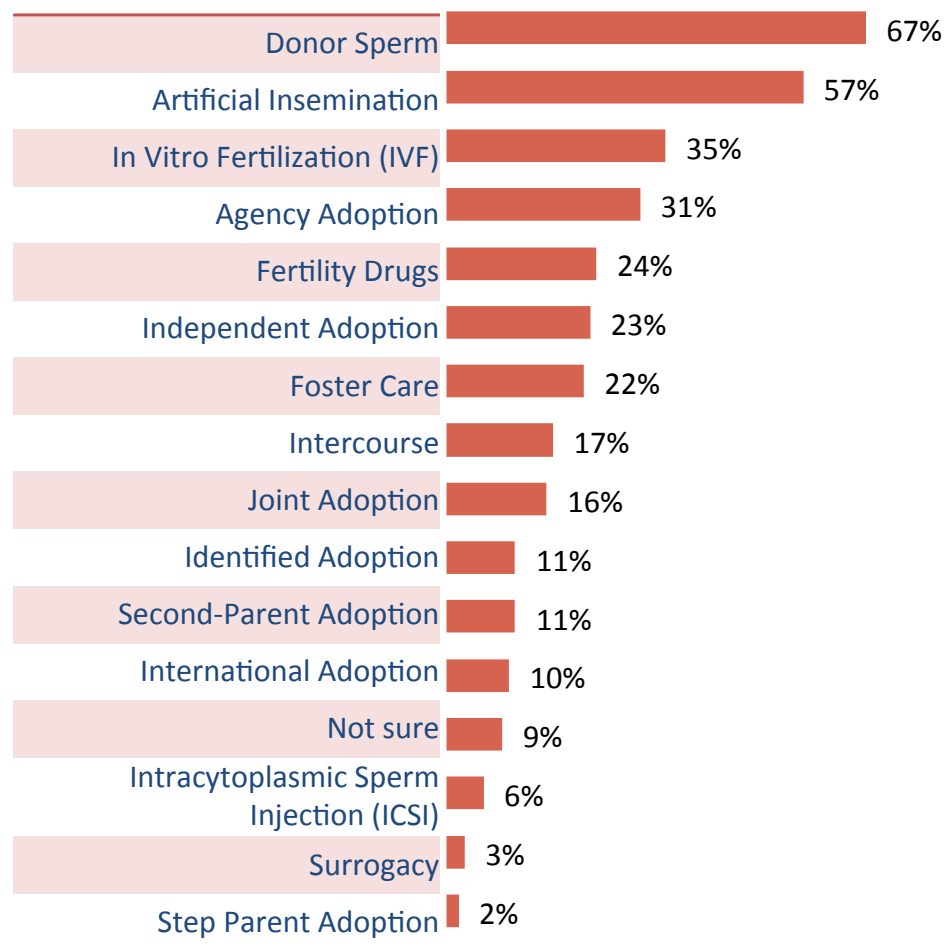
### *Lesbian and Bisexual Women*

**60%** of millennial non-parent lesbian and bisexual women want children and 23% are not sure.

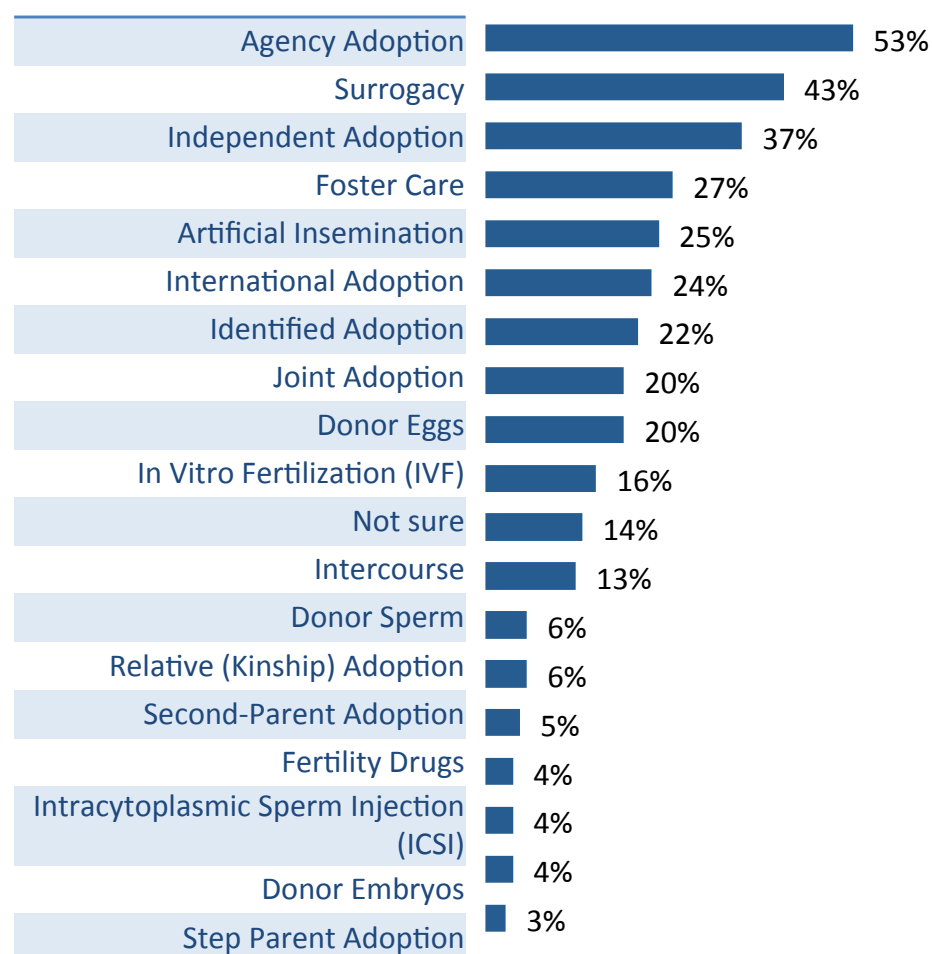
Base: Non-parent Gay and Bisexual Men n=362; Non-parent Lesbian and Bisexual Women n=304; Millennial (Yr. 97-81) Non-parent Lesbian and Bisexual Women n=106; Millennial (Yr. 97-81) Non-parent Gay and Bisexual Men n=127

## What method of conceiving or adopting children do you think you will use? (Mark all that apply.)

### Among Prospective Future Parents (Lesbians and Bisexual Women)

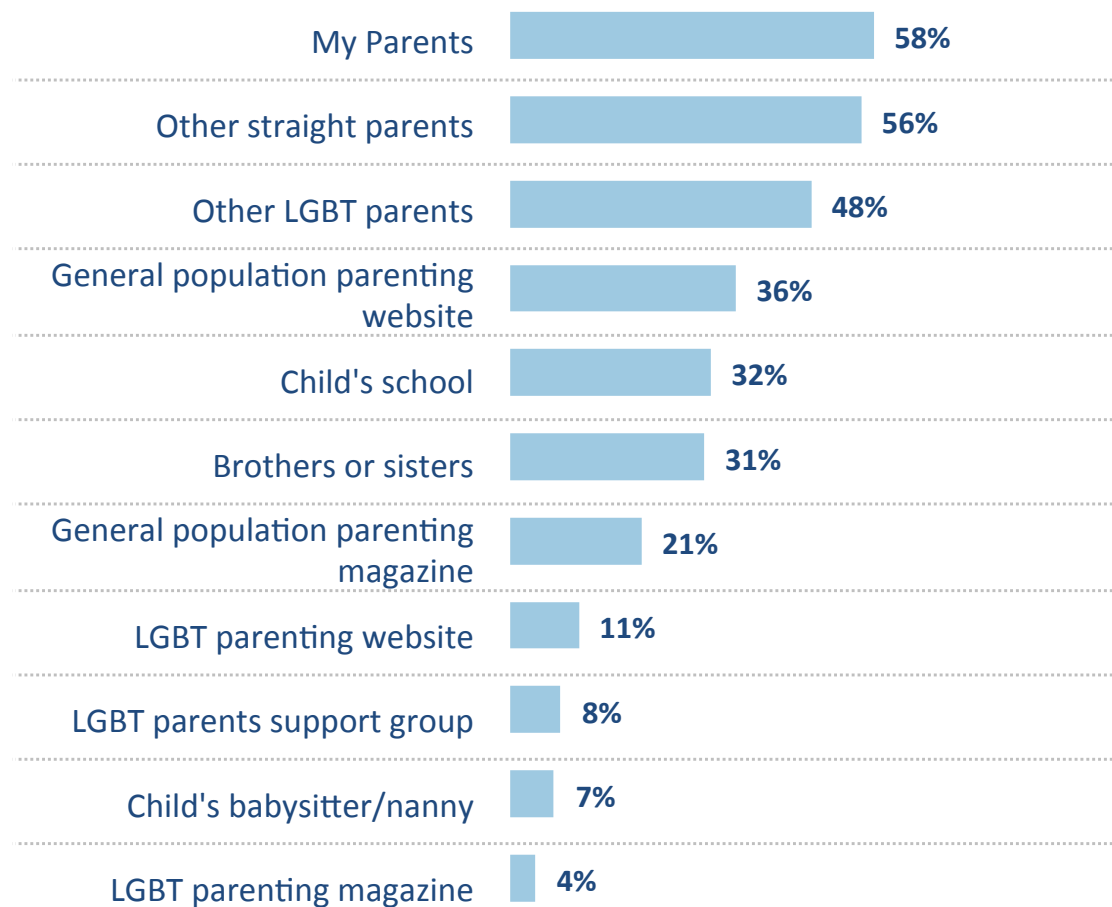
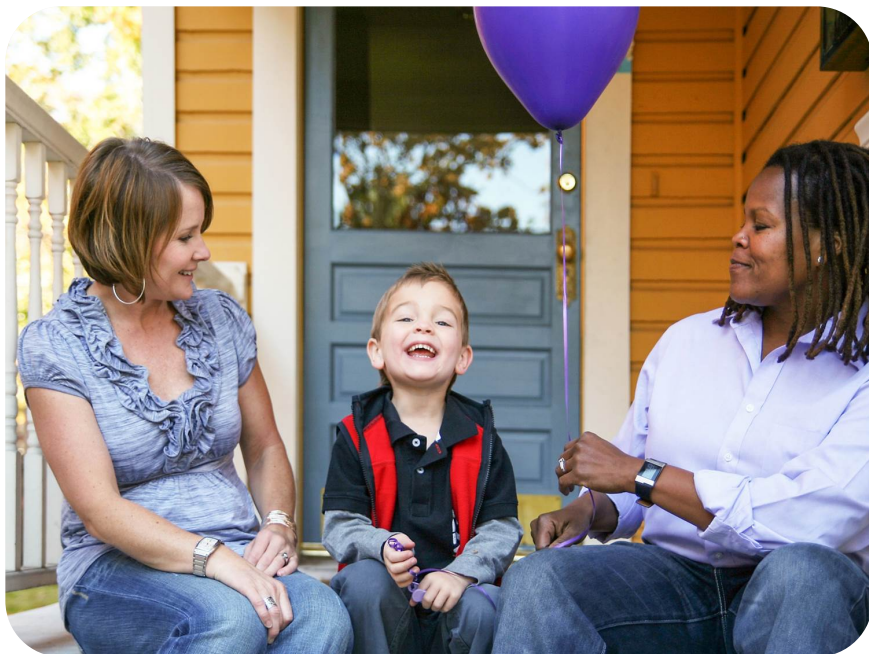


### Among Prospective Future Parents (Gay and Bisexual Men)



# In the past year, where have you obtained information about how to raise your child(ren)?

(Please mark all that apply.)



Bases: All LGBT Parents n=1,050

**If you had to pick one... When traveling with your children, what is more important to you and your family, when you are choosing a...?**

### Vacation Destination

**Family-Friendly**  
65%



### Hotel

**Family-Friendly**  
63%



Base: All LGBT Parents USA n=264

## LGBT Parents: In Their Own Words

- LGBT parents are like all parents: They find the experience full of both rewards and challenges.
- Note the words, “normal” and “isolation” were often used, which speaks to some potentially negative feelings felt by LGBT parents.

If you had to describe the experience of being an LGBT parent in three words... what would they be? (Write-in Exercise)

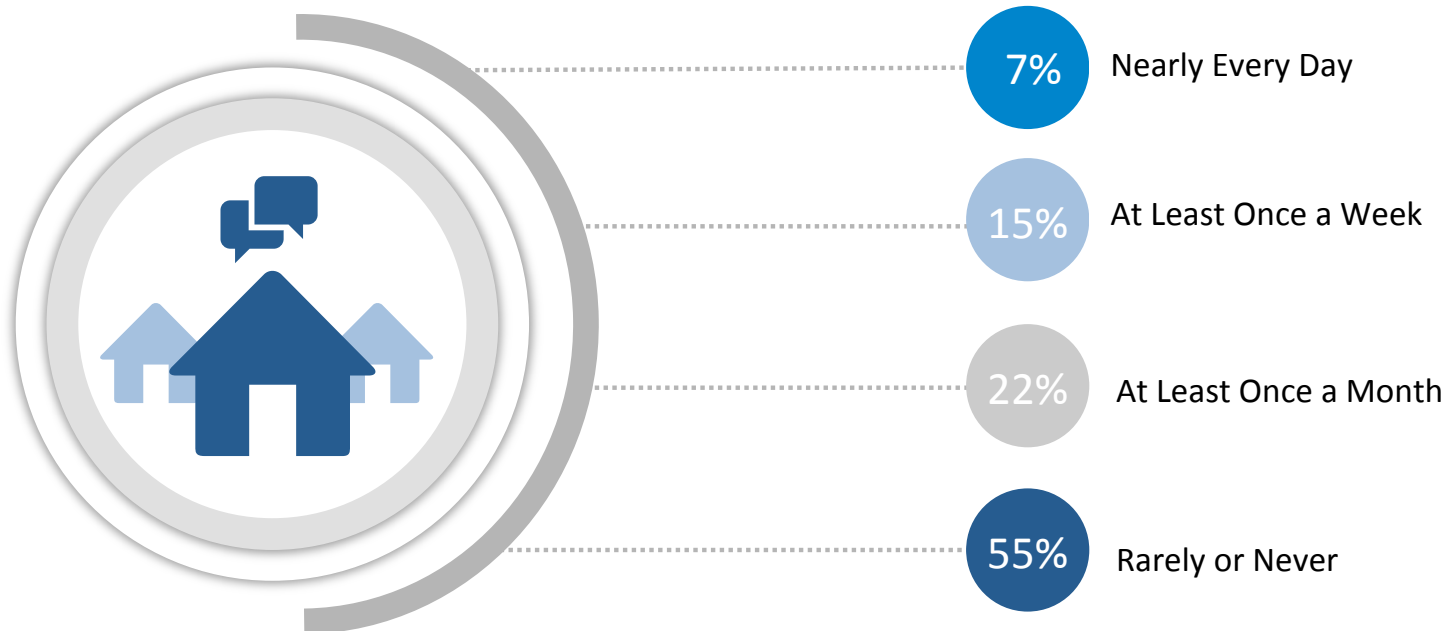


Base: LGBT Parents of Children Under 18 n=777

## Interaction with Other LGBT Families

- Only 22% of LGBT parents interact with other LGBT families on a weekly basis.
- A full 55% say they interact with other LGBT families *rarely or never*.

In your day-to-day life in your neighborhood,  
how often do you see and interact with other **LGBT families**?

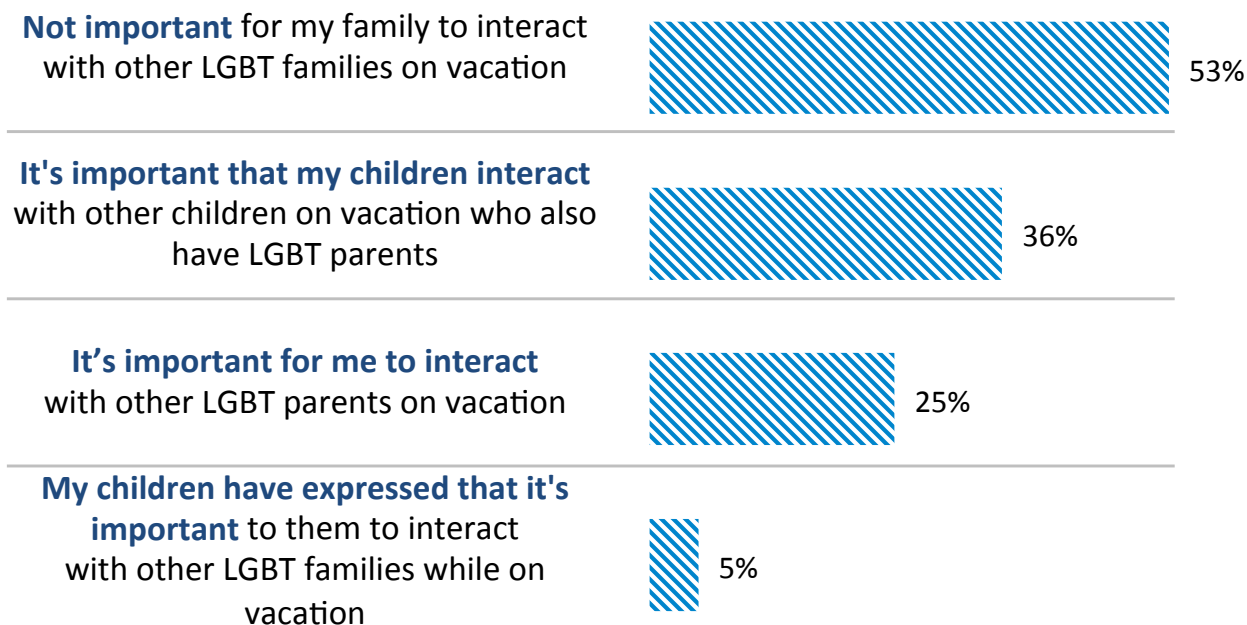


Base: LGBT Parents of Children Under 18 n=827

## Interaction with Other LGBT Families While on Vacation

- About half of LGBT parents think that some interaction with other LGBT families is important while on vacation.
- Of those parents that think it is important, over half think that it is important that their children interact with other children on vacation who also have LGBT parents.

How important is it for your family to interact with other **LGBT families** while on vacation?



**i** **47% of LGBT parents think that some interaction with other LGBT families is important while on vacation.**

Base: LGBT Parents of Children Under 18 n=827

## Vacation Experiences of LGBT Families

- On their last vacation, only 21% spoke with or interacted with other LGBT families with children.
- While LGBT families receive more positive than negative unsolicited comments, 20% received an unsolicited negative comment from others while on their last vacation.
- Appallingly, 7% reported receiving negative comments or attitude from hotel staff.

Spoke with or interacted with other LGBT families with children	21%
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Received positive, unsolicited comments from “straight” travelers	40%
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Received negative, unsolicited comments from “straight” travelers	15%
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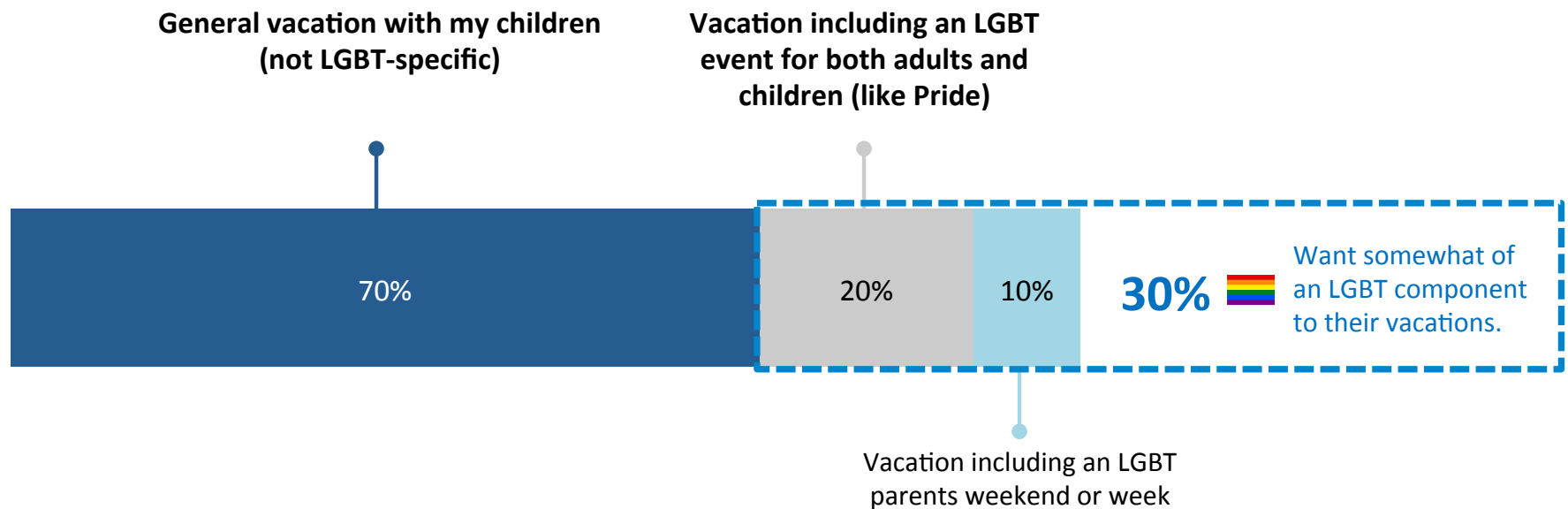
Received negative comments or attitude from hotel staff	7%
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Base: LGBT Parents of Children Under 18 n=822

## Most LGBT Parents Prefer General Vacation Time with their Children

- While LGBT family events can be important, most parents just want a typical every-day vacation with their children.
- 30% would like some LGBT-specific programming, but most of these parents are happy with family-friendly programming connected to events like Pride.

What do you prefer? (Please mark one.)



Base: LGBT Parents of Children Under 18 n=827

## What LGBT Parents are Looking for in Hotels

- LGBT parents will look to the hotel's website and mainstream sources about family-friendly, over LGBT sources.
- Hotels need to demonstrate they are both family-friendly and LGBT-friendly right on their website.

**When booking a hotel, do you research any of the following, to assure that the hotel is child-friendly? (Please mark all that apply.)**

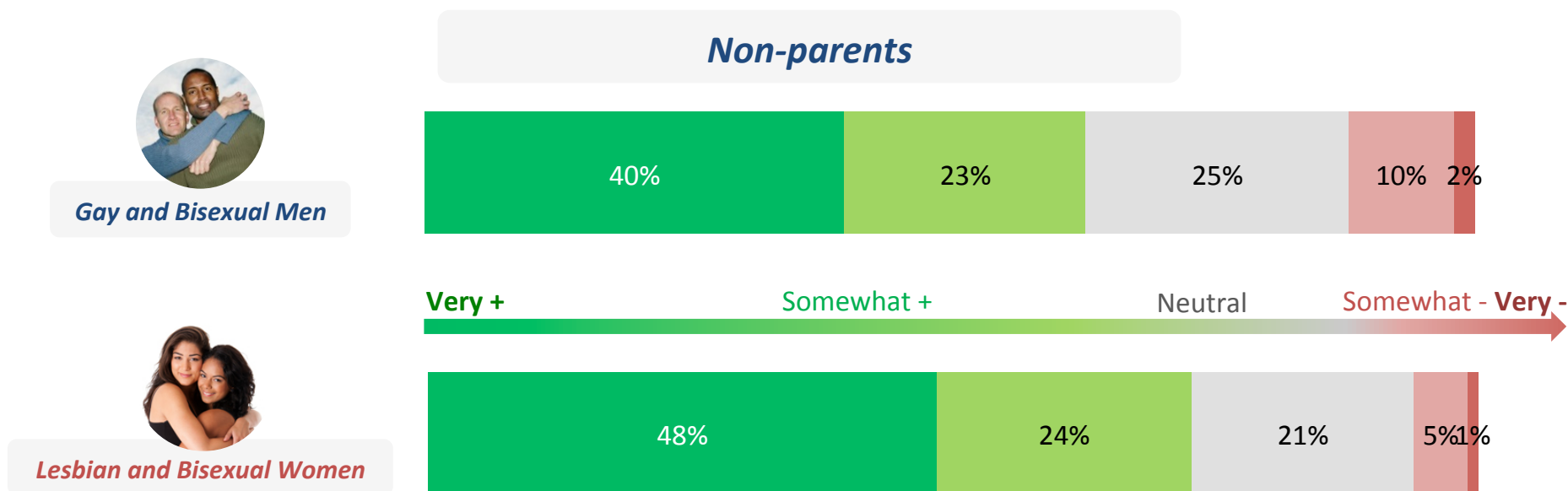
✓ Check the hotel's website for information	<b>70%</b>
✓ Use a search engine like Google	<b>56%</b>
✓ Look for child-friendly reviews on Trip Advisor or other review websites	<b>46%</b>
✓ See if hotel has family-friendly public rest rooms (lobby, pool, etc.)	<b>23%</b>
✓ Ask other LGBT parents for recommendations	<b>14%</b>
✓ Look for information on mainstream parent websites or blogs	<b>14%</b>
✓ Look for information on LGBT parent websites or blogs	<b>12%</b>

Base: LGBT Parents of Children Under 18 n=823

## Promoting to LGBT Families is Mostly Positive for Non-parents

- Destination should not be overly concerned that promoting to LGBT families could “turn-off” gay men and lesbians without children. While it appears to be true for a small percentage, most gay men and lesbians feel positively about destination outreach to LGBT families.

If a destination that is already popular with the LGBT community started to actively promote itself to LGBT families with children, how would it make you feel about the destination?



Base: Non-parent Gay and Bisexual Men n=407; Non-parent Lesbian and Bisexual Women n=361