

## Why The Welcoming Project?



### Need

As the LGBTQ community continues to grow, LGBTQ individuals and allies are seeking businesses with a welcoming image. You can show this community of more than 10 million North Americans that they are welcome in your establishment by displaying a visible welcoming sign on your website and in your place of business.

### LGBTQ Consumer Market

The LGBTQ population has an estimated buying power of \$835 billion for 2011.

- 88% own a car
- 71% are college grads
- 69% spend \$100/week at restaurants
- 66% have a household income of >\$50K
- 60% own a home
- 46% live with a partner
- 37% make purchasing decisions at work.

## Questions? Comments? Concerns?

Contact The Welcoming Project Team

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[www.thewelcomingproject.org](http://www.thewelcomingproject.org)  
a non-profit organization

# THE WELCOMING PROJECT

Our goal:

To increase the visibility of local businesses that are welcoming of LGBTQ (lesbian, gay, bisexual, transgender, and queer) individuals and allies through providing welcoming signs for businesses to display indicating "all are welcome."

## A Few Ways Your Business Can Benefit from Displaying a Welcoming Sign:

### YOUR BUSINESS WILL ATTRACT MORE CLIENTELE BY DISPLAYING A WELCOMING SIGN

Marketing research shows that a visible welcoming sign has positive impacts on both heterosexual and homosexual consumers.

### YOUR BUSINESS CAN BENEFIT FROM INCREASED REVENUE BY DISPLAYING A WELCOMING SIGNS

Both local and global businesses that have created advertising initiatives to be more inclusive of the LGBTQ community have increased their revenue by 10-25%.

**The LGBTQ population is "America's most influential, untapped market."**

*– The Wall Street Journal*



**ALL ARE WELCOME.**

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# all are welcome

## Do Welcoming Signs really work?

Yes! Multiple studies of business marketing show that:

- Both heterosexuals and homosexuals are more likely to prefer products that are produced by welcoming companies and are more likely to purchase products from welcoming stores.
- 8 out of 10 gay and lesbian consumers are more likely to buy products from companies they know are welcoming.

## Could a Welcoming Sign be "Bad for Business"?

Studies show that welcoming signs have a positive effect on homosexuals and have either a neutral or positive effect on heterosexuals.

**No recent studies have shown a negative impact of welcoming signs on businesses.**



## BUSINESSES DISPLAYING WELCOMING SIGNS



... AND MANY MORE.