

Gay & Lesbian Community

Statistics at a Glance

Total Recruitment Pool	3 Million Registered Users
Stable Panel Size	10,000
Avg. Response Rate	34%
Avg. Freq. of Use	43 days

Employment Status

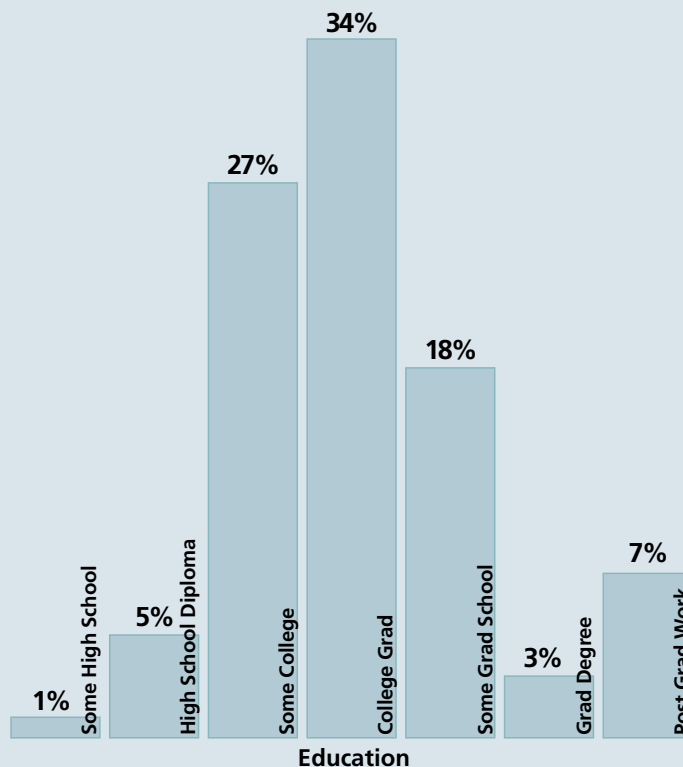
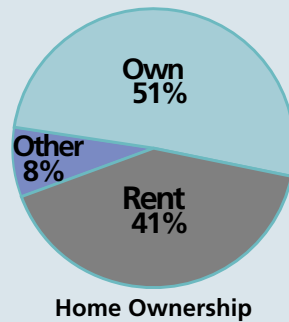
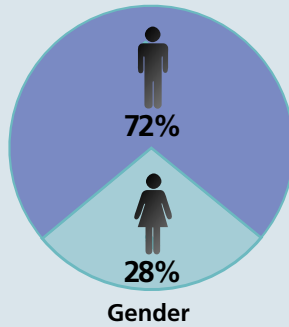
Employed by someone else working outside your home	72%
Employed by someone else working from home	3%
Self-employed working outside your home	9%
Self-employed working from home	7%
Homemaker	9%

Household Income

< \$20k	6%
\$20k - \$49,999	28%
\$50k - \$74,999	22%
\$75k - \$99,999	16%
\$100k - \$149,999	16%
\$150k - \$199,999	7%
\$200k +	5%
Avg. HHI (\$)	80,863

State of Residence

California	17%
New York	11%
Florida	8%
Texas	7%
Illinois	4%
Pennsylvania	4%
Ohio	3%
Massachusetts	3%
New Jersey	3%
Georgia	5%
Other	37%



Market Notes

According to the U.S. Census Bureau, there are over 19 million openly gay and lesbian people in the United States. Most of them (83%) have attended some college or have graduated from college. With purchasing power exceeding \$450 billion, the gay and lesbian community represents one of the largest, most affluent minority-marketing groups in North America. Gay adults are twice as likely to have a household income over \$250K and are less likely to be parents; therefore, they have more discretionary income and more time for leisure activities. Indeed:

- The average household income of a typical gay male is 41% over the national average.
- 79% of gays and lesbians are willing to pay a premium for quality products and services.
- 94% go out of their way to purchase products and services marketed directly to them through gay media.

Pertinent Internet Facts

- 32% of gays and lesbians are online for over 21 hours each week, compared to 17% of non-gay users.
- They are three times more likely than heterosexuals to use the internet to get their news.
- Over 40% claim that online advertisements influence their purchasing decisions for a product or service over another.

More information on next page

Gay & Lesbian Community (continued)

