

## VALUE OF THE GAY MARKET:

**\$835.3 billion in buying power by 2011**

In line with their role as early adopters of digital media and technology, gay men and lesbians are highly involved with the internet. LOGOonline sites are tailored to online usage of today's gay market consumer.

## EARLY ADOPTERS

	HETEROSEXUALS	GAY MEN AND LESBIANS	GAY DIFFERENCE	LOGO INDEX
Hours online per week	15	20	+5 hours	121
Broadband	65 %	74%	114 index	186
Book Hotels online	54 %	79%	146	177
Pay bills (wireless)	38 %	60%	158	187
Watched a film on computer	n/a	80%	n/a	263
Read blogs daily	19 %	36%	189	513
Seek financial advice online	17 %	22%	129	197
Seek health info online	9 %	16%	178	1264
Own HDTV	9 %	16%	178	n/a
Personal blogs	12 %	24%	200	325
News	9 %	13%	144	141
Political	8 %	13%	163	145

Source: Market research.com, Feb 07, CMI Research Oct 08, @plan Custom Study, Fall 08

## RECESSION PROOF

High Confidence = Continued Spending:  
The LGBT audience is more resilient due to higher consumer confidence during recessionary times

- 83% of LGBT market believes our market is a much stronger force than ever before
- 38% of gay and lesbian adults report they are absolutely certain or very likely to take their vacations as planned this year (compared with 34% of their heterosexual counterparts)
- 25% of gays and lesbians said they were absolutely certain or very likely to take a vacation by air this year (compared with 19% of heterosexuals would do so)

Source: 2008, by Harris Interactive, Witeck-Combs Communications

## BRAND LOYAL

Logo's LGBT Audience is Highly Responsive to Gay-Targeted Advertising

- 89% of gays and lesbians say it's important for businesses to market to the gay community  
Source: Harris Interactive/Witeck Combs
- 87% of gays and lesbians are highly likely to actively seek out brands that advertise directly to them  
Source: Simmons GLBT Study
- 80% are more likely to watch commercials on LOGO than other networks  
Source: Market research
- 77% of gays and lesbians switched brands to companies with positive stance towards gays & lesbians  
Source: Harris Interactive/Witeck Combs

# Are you with us?

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