

WITECK • COMBS
COMMUNICATIONS

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For Immediate Release

"When Asked Online, Gays Tell"
**LATEST WITECK-COMBS/HARRIS SURVEY IMPROVES RESPONSES
BY GAY, LESBIANS, BISEXUALS AND TRANSGENDERED**

Rochester, NY and Washington, D.C., July 11, 2000 New research conducted by Harris Interactive in association with Witeck-Combs Communications finds that, offering clearer descriptions to define sexual orientation increases the number of individuals who self-identify as something other than heterosexual.

When survey respondents are offered five specific options - heterosexual, lesbian, gay, bisexual and transgender - 808 or six percent of 13,276 people surveyed online consider themselves to be one of these other than heterosexual. [Seven percent also decline to answer.]

Having tested different questions and different research methodologies, Harris and Witeck-Combs report that:

- In Harris Polls of all adults conducted by telephone (where respondents speak with live interviewers), two percent of all adults generally self-identify as "gay or lesbian."
- In online surveys, using identical questions, four percent of all adults self-identify as "gay or lesbian."
- In this new online survey, fully six percent self-identify as either gay (2%), lesbian (1%), bisexual (3%) or transgender (less than half a percent).

These are the findings of a Harris Interactive/ Witeck-Combs survey conducted on the Internet with 13,276 adults nationwide between June 7 and 13, 2000. The results were weighted by demographic and propensity weights to be representative of all adult Americans.

A demographic analysis of the 744 adults who self identify as gay, lesbian, bisexual or transgender shows that, compared to all adults, they are more likely to be male (61% compared to 48% of all adults), young (55% under 40 compared to 43% among all adults), single (43% vs. 24%), and unmarried but living with a partner (32% vs. 7%).

**TABLE 1
SEXUAL ORIENTATION WITH 5 OPTIONS**

Base: All Adults

“What sexual orientation do you consider yourself?”

	All Adults	
	#	%
Heterosexual	11958	87
Lesbian	111	1
Gay	333	2
Bisexual	289	3
Transgender	11	*
Decline to answer	549	7
All lesbians, gay, bisexual, transgender	744	6%

* Less than 0.5%.

**TABLE 2
DEMOGRAPHIC PROFILE OF GAY, LESBIAN, BISEXUAL, TRANSGENDER
ADULTS**

	All Adults		Gay/Lesbian/ Bisexual/ Transgender	
	#	%	#	%
<u>SEX</u>				
Male	6584	48	483	61
Female	6692	52	261	39
<u>AGE</u>				
18-24	909	11	76	16
25-29	1095	11	92	17
30-39	2623	21	218	22
40-49	2814	21	167	21
50-64	4762	26	169	12
65+	1073	16	22	12
<u>MARITAL STATUS</u>				
Married	8025	54	140	14
Single	2357	24	284	43
Divorced/Separated/Widowed	2044	14	69	10
Living with partner	850	6	242	32
<u>EDUCATION</u>				
High school or less	2184	50	94	43
Some college	5066	27	287	33
College graduate	3218	16	184	16
Some graduate school	2808	8	179	8
<u>RACE/ETHNICI TY</u>				
White	11721	75	669	72
African-American	326	11	27	7
Hispanic	340	10	35	16

About WITECK • COMBS COMMUNICATIONS:

WITECK • COMBS COMMUNICATIONS (<http://www.witeckcombs.com>) is the nation's premier strategic marketing communications firm specializing in reaching the gay and lesbian consumer market. With over six years experience in this unique niche market, WITECK • COMBS has developed respected relationships throughout the community and serves as a bridge between corporate America and gay and lesbian consumers. In 1999, the Gay Financial Network (gfn.com) identified Bob Witeck and Wes Combs as two of the nation's twenty-five most influential openly gay business executives.

About Harris Interactive:

Harris Interactive (Nasdaq: HPOL), a leading global market research firm, uses Internet-based and traditional methodologies to provide its clients with information about the views, experiences, behaviors and attitudes of people worldwide. Known for its *Harris Poll*, Harris Interactive has over 40 years experience in providing its clients with market research and polling services including custom, multi-client and service bureau research, as well as customer relationship management services. Through its US and Global Network offices, Harris Interactive conducts research in more than 80 different countries, in more than 30 different languages. Harris Interactive uses its proprietary technology to survey its database of more than 6.5 million online panelists. For more information about Harris Interactive, please visit our Web site at <http://www.harrisinteractive.com>.

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Safe Harbor Statement

This media release includes statements that may constitute forward-looking information. We caution you that these forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those discussed. Additional detailed information concerning a number of factors that could cause actual results to differ is readily available in the "Risk Factors" section of our Prospectus, dated December 6, 1999 and filed with the Securities and Exchange Commission pursuant to the Securities Act of 1933.

Methodology

This Harris Interactive Election 2000 study was conducted between June 7-13, 2000, with a national sample of 13,276 respondents from the Harris Interactive Inc. panel of Internet users. This sample includes 744 individuals who self-identified themselves as gay, lesbian, bisexual, or transgender.

Data were weighted by age, sex, education, income, race/ethnicity, and region, as well as propensity to be online (a composite of several factors) in order to generalize the results to the national population.

In theory, with a randomly chosen sample of this size and after weighting the data, one could say with 95 percent certainty that the results have a statistical precision of plus or minus 2 percentage points of what they would be if the entire adult population of the United States had been polled. This sample used by Harris Interactive is not a random sample. While individuals have been randomly sampled from our database for this survey, they have previously chosen to take part in the Harris Interactive database.

There are several other possible sources of error in all polls or surveys that are probably more serious than theoretical calculations of sampling error. These potential sources of error include question wording and question order, non-response, and screening (e.g. for likely voters). It is difficult or impossible to quantify the errors that may result from these factors so the words "margin of error" should be avoided when reporting all survey data.

These statements conform to the principles of disclosure of the National Council on Public Polls.

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