

## **New National Survey Looks at Differences in Media Consumption by Gay, Lesbian, Bisexual (GLB) and Heterosexual Adults**

**ROCHESTER, N.Y. – April 4, 2005** – According to a recent nationwide online survey, the media consumption habits of gay, lesbian and bisexual (GLB) adults differ from those of their heterosexual counterparts – particularly when it comes to cable television, alternative print media, online media and magazines.

For example, GLB adults (76%) frequently or occasionally watch basic cable, compared with two-thirds (67%) of heterosexual adults. Similarly, six in 10 (62%) GLB respondents report they frequently or occasionally watch specialty cable networks (compared with 56% of heterosexuals) and 45 percent report they frequently or occasionally watch premium (pay) cable networks (compared with 37% of heterosexuals).

These are a few highlights of a nationwide survey of 2,630 U.S. adults, of whom 177 have self-identified as gay, lesbian or bisexual. The survey was conducted online between March 8 and 14, 2005 by Harris Interactive®, a worldwide market research and consulting firm, in conjunction with Witeck-Combs Communications, Inc., a strategic public relations and marketing communications firm with special expertise in the gay, lesbian, bisexual and transgender market.

The online survey also highlights preferences toward reading alternative newspapers among GLB and heterosexual adults. While one-half of GLB respondents (49%) state they frequently or occasionally read the alternative press, one-quarter (27%) of heterosexual adults say they do. Likewise, three in 10 (31%) GLB respondents say they frequently or occasionally listen to independent and alternative radio stations, compared with one-quarter (25%) of non-gay respondents.

“Gays, lesbians and bisexuals are as avid as ever about connecting to television programming and publications that are directly relevant to their lives, needs and tastes,” said Bob Witeck, CEO of Witeck-Combs Communications. “This research tells us they are looking beyond traditional mass media for news and entertainment trends that intrigue them and, more importantly, that also include them.”

Expanding on what previous Harris Interactive studies have shown about GLB Internet use, this survey indicates that two-thirds (66%) of GLB adults frequently or occasionally visit mainstream online channels (compared with 57% of heterosexual adults). Gays also read web logs (or “blogs”) more often than their non-gay counterparts (27% of GLB adults versus 18% of heterosexual adults frequently or occasionally seek out blogger websites).

Furthermore, GLB respondents are more likely to read specialty or niche magazines than are heterosexual adults (15% GLB versus 4% heterosexuals frequently or occasionally read them). This difference is particularly apparent with travel (31% vs. 19%), the arts (16% vs. 6%) and entertainment (40% vs. 28%) publications.

Not surprisingly, there’s virtually no distinction between gay and non-gay viewing habits related to conventional broadcast television channels. More than eight in 10 gay and non-gay adults alike say they frequently or occasionally watch national and local broadcast channels.

**TABLE 1**  
**FREQUENCY OF WATCHING OR READING MEDIA**  
 “How often do you read or watch each of the following?”

Base: All Adults

	<b>Total (n=2,630)</b>	<b>Heterosexual (n=2,361)</b>	<b>GLB (n=177)</b>
	%	%	%
<b>Local television networks</b>			
Frequently	57	59	44
Occasionally	26	25	39
Seldom	11	10	15
Never	6	6	3
<b>Local newspapers</b>			
Frequently	51	52	37
Occasionally	27	26	38
Seldom	16	15	18
Never	7	7	7
<b>Independent and alternative newspapers</b>			
Frequently	9	8	24
Occasionally	20	19	25
Seldom	23	23	18
Never	49	50	33
<b>Broadcast television networks (e.g. ABC, CBS)</b>			
Frequently	58	59	56
Occasionally	24	24	29
Seldom	11	11	14
Never	7	7	1
<b>National newspapers (e.g. USA Today, Wall Street Journal)</b>			
Frequently	9	9	9
Occasionally	22	22	27
Seldom	30	29	37
Never	39	39	27
<b>News magazines (e.g. Time, Newsweek)</b>			
Frequently	13	13	18
Occasionally	24	24	33
Seldom	30	30	27
Never	33	34	22

**TABLE 1 (CONTINUED)**  
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	<b>Total (n=2,630)</b>	<b>Heterosexual (n=2,361)</b>	<b>GLB (n=177)</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Mainstream online channels (e.g. AOL, MSN, Yahoo!)</b>			
Frequently	36	36	41
Occasionally	22	21	25
Seldom	15	16	13
Never	27	27	20
<b>Basic cable networks (e.g. ESPN, CNN, MTV)</b>			
Frequently	38	38	43
Occasionally	29	29	34
Seldom	14	14	9
Never	19	19	14
<b>Specialty cable networks (e.g. BET, Lifetime, HGTV)</b>			
Frequently	26	27	23
Occasionally	30	29	39
Seldom	17	17	18
Never	27	27	19
<b>Premium cable networks (e.g. HBO, Showtime, Cinemax)</b>			
Frequently	21	20	30
Occasionally	17	17	16
Seldom	17	17	23
Never	45	46	32
<b>Mainstream radio</b>			
Frequently	34	35	41
Occasionally	28	29	26
Seldom	17	16	20
Never	21	21	14
<b>Independent and alternative radio</b>			
Frequently	8	8	17
Occasionally	17	17	14
Seldom	20	20	22
Never	54	55	47
<b>Talk radio</b>			
Frequently	19	20	9
Occasionally	21	20	31
Seldom	23	23	25
Never	38	37	35
<b>Lifestyle, home decorating and design magazines (e.g. Martha Stewart Living, O, Real Simple)</b>			
Frequently	10	11	11
Occasionally	18	18	17
Seldom	23	23	27
Never	49	49	45
<b>Sports magazines (e.g. Sports Illustrated, Golf Digest, Field &amp; Stream)</b>			
Frequently	6	6	7
Occasionally	13	13	8
Seldom	23	23	20
Never	59	58	66

**TABLE 1 (CONTINUED)**  
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 “How often do you read or watch each of the following?”

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	<b>Total (n=2,630)</b>	<b>Heterosexual (n=2,361)</b>	<b>GLB (n=177)</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Entertainment magazines (e.g. Entertainment Weekly, People, Us)			
Frequently	10	10	19
Occasionally	18	18	21
Seldom	30	31	29
Never	41	42	30
Fashion magazines (e.g. InStyle, Vogue, WWD)			
Frequently	5	4	7
Occasionally	12	12	15
Seldom	19	19	26
Never	64	65	52
Niche magazines (e.g. Nylon, Paper, Interview, Surface)			
Frequently	2	2	4
Occasionally	3	2	11
Seldom	8	8	15
Never	87	89	69
Art magazines (e.g. Art News, Art in America, Artforum)			
Frequently	1	1	5
Occasionally	5	5	11
Seldom	16	15	20
Never	78	78	64
Travel magazines (e.g. Conde Nast Traveler, Travel & Leisure, Out Traveller)			
Frequently	6	6	12
Occasionally	13	13	19
Seldom	25	25	18
Never	56	56	51
Men’s magazines (e.g. Esquire, Details)			
Frequently	4	3	15
Occasionally	7	6	15
Seldom	16	15	24
Never	73	75	46
Men’s fitness magazines (e.g. Men’s Health)			
Frequently	3	2	12
Occasionally	8	7	16
Seldom	13	13	20
Never	76	77	52
Women’s magazines (e.g. Redbook, Cosmopolitan, Glamour)			
Frequently	11	12	4
Occasionally	16	17	5
Seldom	20	19	33
Never	53	52	58

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	<b>Total (n=2,630)</b>	<b>Heterosexual (n=2,361)</b>	<b>GLB (n=177)</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Women’s fitness magazines (e.g. Self, Shape)			
Frequently	3	3	1
Occasionally	9	9	9
Seldom	17	17	20
Never	71	70	70
Shelter magazines (e.g. Architectural Digest, Elle D cor, Met Home)			
Frequently	2	2	4
Occasionally	7	7	13
Seldom	17	17	20
Never	73	73	62
Urban magazines (e.g. VIBE, Essence, Honey, One World)			
Frequently	3	3	1
Occasionally	6	5	14
Seldom	9	8	14
Never	83	84	70
Music magazines (e.g. Rolling Stone)			
Frequently	3	3	2
Occasionally	9	8	22
Seldom	20	20	30
Never	68	70	47
Satellite radio stations			
Frequently	3	3	5
Occasionally	7	7	10
Seldom	10	10	18
Never	80	80	66
Web longs online (“bloggers”) with special interests			
Frequently	5	5	4
Occasionally	14	13	24
Seldom	23	23	29
Never	58	59	44

**Methodology**

Harris Interactive® conducted the study online within the United States between March 8 and 14, 2005, among a nationwide cross section of 2,630 adults (aged 18 and over), of whom 177 self-identified as gay, lesbian, or bisexual (GLB). Figures for age, sex, race, education, region and income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online.

In theory, with a probability sample of this size, one can say with 95 percent certainty that the results for the overall sample have a sampling error of plus or minus 2 percentage points. Sampling error for the GLB sample results is plus or minus 8 percentage points. There are several other possible sources of error in all polls or surveys that are probably more serious than theoretical calculations of sampling error. They include refusals to be interviewed (non-response), question wording and question order and weighting. It is impossible to quantify the errors that may result from these factors. This online sample is not a probability sample.

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

**Additional Note:** Previous research conducted by Harris Interactive in conjunction with Witeck-Combs Communications, Inc. queried gay, lesbian, bisexual and transgendered (GLBT) self-identified respondents. Although we remain interested in the consumer attitudes and characteristics of transgendered individuals, for accuracy and consistency we distinguish sexual orientation from gender identity. In addition, given the low incidence of response from transgendered individuals, it is extremely difficult to draw conclusions from the data captured.

**About Witeck-Combs Communications, Inc.**

Witeck-Combs Communications, Inc. ([www.witeckcombs.com](http://www.witeckcombs.com)) is the nation's premier strategic marketing communications firm, specializing in reaching the gay and lesbian consumer market. With over nine years experience in this unique market, Witeck-Combs Communications has developed respected relationships throughout the community and serves as a bridge between corporate America and gay and lesbian consumers. In April 2003, American Demographics magazine identified Bob Witeck and Wes Combs as two of 25 experts over the last 25 years who have made significant contributions to the fields of demographics, market research, media and trendspotting for their pathbreaking work on the gay and lesbian market.

**About Harris Interactive®**

Harris Interactive Inc. ([www.harrisinteractive.com](http://www.harrisinteractive.com)), the 15<sup>th</sup> largest and fastest-growing market research firm in the world, is a Rochester, N.Y.-based global research company that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Known for *The Harris Poll*® and for pioneering Internet-based research methods, Harris Interactive conducts proprietary and public research to help its clients achieve clear, material and enduring results.

Harris Interactive combines its intellectual capital, databases and technology to advance market leadership through U.S. offices and wholly owned subsidiaries: London-based HI Europe ([www.hieurope.com](http://www.hieurope.com)), Paris-based Novatris ([www.novatris.com](http://www.novatris.com)), Tokyo-based Harris Interactive Japan, through newly acquired WirthlinWorldwide, a Reston, Virginia-based research and consultancy firm ranked 25<sup>th</sup> largest in the world, and through an independent global network of affiliate market research companies. EOE M/F/D/V

To become a member of the Harris Poll Online<sup>SM</sup> and be invited to participate in future online surveys, visit [www.harrispollonline.com](http://www.harrispollonline.com).

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