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Gays and Lesbians More Likely than Heterosexuals to Plan Next Vacation Overseas or in Major U.S. Cities, Survey Finds

New study by Harris Interactive and Witeck-Combs Communications examines personal travel among gays and lesbians

ROCHESTER, N.Y. – January 3, 2006 –Gay and lesbian adults are more likely than heterosexual adults to say that they plan to spend their next vacations overseas according to a recent nationwide online survey of U.S. adults conducted by Harris Interactive® in conjunction with Witeck-Combs Communications, Inc.

Fourteen percent (14%) of gay and lesbian adults say that for their next vacation, they are planning to travel to an overseas destination, compared to seven percent of heterosexual adults. The study also revealed that gays and lesbians were more likely to plan personal travel to major cities in the United States, with 27 percent of those respondents choosing major cities for their next vacation compared with 21 percent of heterosexual adults.

These are several highlights of a nationwide online survey of 2,315 adults (ages 18 and over), of whom 678 are gay and lesbian adults. The survey was conducted online between Nov. 15 and 22, 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 (GLBT) market.

The study also demonstrates the appeal that gay and lesbian cruises can have with this market. More than one in four heterosexual adults (27 percent) say they've taken a cruise on a mainstream cruise line such as Carnival, Royal Caribbean, Holland America, etc., compared to fewer than one in five gay and lesbian adults (18 percent). Yet 10 percent of gay/lesbian adults say they have taken a specialty cruise aimed specifically at gay/lesbian travelers.

"For several years, we have tracked the strong affinity of the gay/lesbian market for travel, particularly for popular destinations at home and overseas," said Bob Witeck, CEO of Witeck Combs Communications. "With fewer children, and somewhat higher discretionary income, lesbian and gay adults consistently index higher than their heterosexual counterparts," added Witeck.

James Quilty, vice president, Travel and Tourism Research at Harris Interactive, states, "Travel suppliers and intermediaries have become increasingly aware of the importance in tailoring their products and services to meet the needs of gays and lesbians, a significant travel segment."

TABLE 1
WHERE PLANNING TO TRAVEL FOR NEXT VACATION
Q. "For your next vacation, are you planning to...?"

Base: All Adults

	<u>Total</u> (n=2315)	<u>Gay/Lesbian</u> (n=678)	<u>Heterosexual</u> (n=1575)
	%	%	%
Travel to a major city in the U.S.	21	27	21
Travel to an overseas destination	8	14	7

TABLE 2
DIFFERENT KINDS OF CRUISES TAKEN IN THE PAST

Q. "Now speaking about cruise vacations, which of the following options apply to you? Please select all that apply."

Base: All Adults

	<u>Total</u> (n=2315)	<u>Gay/Lesbian</u> (n=678)	<u>Heterosexual</u> (n=1575)
	%	%	%
Took a cruise on a popular cruise line, such as Carnival, Royal Caribbean, Holland America, etc.	26	18	27
A specialty cruise aimed at gay or lesbian travelers (RSVP, Atlantis, Olivia)	1	10	*

* indicates 0.5% or fewer responses.

Methodology

Harris Interactive® conducted the study online within the United States between November 15 and 22, 2005, among 2,315 adults (ages 18 and over), of whom 1,575 indicated they are heterosexual; 643 self-identified as gay or lesbian (643 total includes a 200 gay/lesbian oversample). 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. In addition, the results for the gay and lesbian sample were weighted separately based on profiles of the gay and lesbian population that Harris Interactive has compiled through many different online surveys. 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 results from samples: heterosexuals (1,575) is plus or minus 3 percentage points and gay and lesbians (643) is plus or minus 5 percentage points. Unfortunately, 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 all of these individuals, this survey is focused specifically on gay/lesbian responses.

About Witeck-Combs Communications, Inc.

Witeck-Combs Communications, Inc. (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), based in Rochester, New York, is the 13th largest and the fastest-growing market research firm in the world, most widely known for *The Harris Poll*® and for its pioneering leadership in the online market research industry. Long recognized by its clients for delivering insights that enable confident business decisions, the Company blends the science of innovative research with the art of strategic consulting to deliver knowledge that leads to measurable and enduring value.

Harris Interactive serves clients worldwide through its United States, Europe (www.harrisinteractive.com/europe) and Asia offices, its wholly-owned subsidiary Novatris in Paris, France (www.novatris.com), and through an independent global network of affiliate market research companies. EOE M/F/D/V

To become a member of the Harris Poll OnlineSM and be invited to participate in future online surveys, go to www.harrispollonline.com.

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