

FOR IMMEDIATE RELEASE

GLBT Adults More Likely to Own a Pet than Heterosexuals

Nine in Ten GLBT Owners Consider Pets Part of the Family, Majority Have Bought Their Pets Holiday Gifts

ROCHESTER, NY – December 17, 2007 – Seven out of ten (71%) GLBT adults today say that they own pets, compared with 63 percent of heterosexual adults, according to the results of a new national survey. The same survey also shows that nine in ten (90%) GLBT pet owners say their pet is a member of their family and 64 percent also add that they have bought their pet a holiday present.

The new nationwide survey of 2,455 U.S. adults, (ages 18 and over), of whom more than 6 percent, or 158, self identified as gay, lesbian, bisexual or transgender, was conducted online between November 7 and 13, 2007, by Harris Interactive®, a global 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 GLBT market.

“Americans have well deserved reputations as animal lovers and pet owners, and our latest findings underscore that GLBT Americans are among the most avid,” said Wesley Combs, President of Witeck-Combs Communications, Inc. “Moreover, the holiday season reminds us of those closest to us, including our devotion to our pets. Smart marketers will recognize that gay households truly are trend-setters in animal ownership and loving care.”

Combs added, “Anyone who knows me and my partner Greg also knows that our Wheaten Terrier Chester is a big part of our family.”

The poll also reports that GLBT pet owners are somewhat more likely than heterosexuals to own a cat. Of the GLBT pet owners, 63 percent said they owned a cat compared to a little more than half (52%) of the heterosexual pet owners. The inverse was found in dog ownership. About seven out of ten (71%) of heterosexual pet owners said they owned a dog compared to 63 percent of GLBT pet owners.

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**TABLE 1
HAVING A PET**

“Do you currently have a pet?”

Base: All Adults

	GLBT	Heterosexual
	%	%
Yes	71	63
No	29	37

**TABLE 2
TYPE OF PET**

“What type of pet do you have?”

Base: Pet owners

	GLBT	Heterosexual
	%	%
Dog	63	71
Cat	63	52
Fish	14	15
Bird	5	7
Other	20	12

Note: Percentages may not add up exactly to 100% due to rounding

**TABLE 3
PET AS MEMBER OF FAMILY**

“Do you consider your pet to be a member of your family?”

Base: GLBT Pet Owners

	GLBT	Heterosexual
	%	%
Yes	90	89
No	7	7
Not sure	3	4

**TABLE 4
HOLIDAY PRESENTS FOR PETS**

“How often have you done the following - bought your pet a holiday present?”

Base: GLBT Pet owners

	GLBT	Heterosexual
	%	%
FREQUENTLY/OCCASIONALLY (NET)	64	64
Frequently	48	40
Occasionally	16	25
RARELY/NEVER (NET)	36	35
Rarely	9	11
Never	27	23
Not sure	-	1

Note: Percentages may not add up exactly to 100% due to rounding “-“ No response

Methodology

Harris Interactive® conducted the study online within the United States between November 7 and 13, 2007, among 2,455 adults (ages 18 and over), of whom 2,251 indicated they are heterosexual and 158 self-identified as gay, lesbian, bisexual or transgender. 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.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated. These statements conform to the principles of disclosure of the National Council on Public Polls.

About Witeck-Combs Communications, Inc.

Witeck-Combs Communications, Inc. is the nation's premier marketing communications and public relations firm, specializing in developing and implementing effective strategies reaching the gay and lesbian consumer market. With over fourteen years experience in this unique market, Witeck-Combs Communications serves as a bridge between corporate America and gay and lesbian consumers. In 2006 Bob Witeck and Wes Combs co-authored Business Inside Out: Capturing Millions of Brand Loyal Gay Consumers (Kaplan Publishing), considered the first-ever book on marketing insights, practical tips and strategies targeting the gay, lesbian, bisexual and transgender market. They have appeared in worldwide media outlets including Fortune, CNBC, CNN, Reuters, Associated Press, Ad Age, New York Times and Washington Post. For more information visit www.witeckcombs.com.

About Harris Interactive

Harris Interactive is the 13th largest and one of the fastest-growing market research firms in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its North American, European and Asian offices, and through a global network of independent market research firms. More information about Harris Interactive may be obtained at www.harrisinteractive.com. To become a member of the Harris Poll Online and be invited to participate in online surveys, register at www.harrispollonline.com.

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