

**GAY AND LESBIAN ADULTS ARE READING
AND RESPONDING TO MORE BLOGS THAN HETEROSEXUALS**

*New online study also shows gay and lesbian adults are more active
within blog channels than heterosexuals and more receptive to blog advertising*

Washington, DC – April 21, 2008 – According to a recent national survey conducted by Harris Interactive®, gay and lesbian adults online are reading more blogs than their heterosexual counterparts. When asked, just over half (51 percent) of the gay and lesbian respondents reported reading some type of blog, compared to 36 percent of heterosexual adults. A similar question on blog readership also was asked in November 2006, and at that time 32 percent of gay and lesbian adults then reported reading blogs.

The new nationwide survey of 2,733 U.S. adults, (ages 18 and over), of whom more than 13 percent, or 362, self identified as gay or lesbian (which includes an oversample of lesbian, gay, bisexual and transgender adults), was conducted online between March 11 and 19, 2008, 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.

Gay and lesbian adults are also more active in and connected to the blog medium. When asked to choose from a list of online activities, 27 percent of gay and lesbian adults reported posting a comment on a blog in the last month, compared to 13 percent of heterosexuals. Also, more than one out of five (21%) gay and lesbian respondents said they had written a personal blog in the last month, compared to 7 percent of heterosexuals.

Regarding the varied interests of blogs, the survey found 28 percent of gay and lesbian adults reported reading news and current issue blogs, compared to 19 percent of heterosexuals. More than a quarter (26%) of gay and lesbian adults also read entertainment and pop culture blogs, compared to 11 percent of heterosexuals. Given the heightened interest in this year's electoral contests, a significant number, nearly one-quarter (23%), of gay and lesbian adults also read political blogs. In comparison, only 14 percent of heterosexual adults reported reading political blogs.

Gay and lesbian adults also feel more positive towards advertisements found on blogs. Nearly one in five (19%) reported that they felt positive towards advertisements, compared to 8 percent of heterosexual adults. And in a similar study conducted two years ago, roughly the same proportion (21%) of gays and lesbians reported feeling positively towards blog ads.

“Studies consistently show that gays and lesbians are leaders in online usage, are very keen to find relevant and timely information, and feel more strongly about staying on top of latest trends,” said Wes Combs, President of Witeck-Combs Communications. “Blogs are fast shaping the media landscape, and it is one medium that marketers and advertisers can’t afford to ignore, especially when it comes to reaching gay and lesbian influencers, voters and consumers.”

Apart from blogs, gay and lesbian adults also participate in other online activities more than heterosexuals. Half (50%) of gay and lesbian adults say they have sent instant messages (IMs) in the last month, compared to just one third (34%) of heterosexual adults. When asked overall, in a typical month, how often they send instant messages to friends or other people, for reasons other than work-related tasks, 25 percent of gay adult men responded that they send instant messages at least once a day. In comparison, only 15 percent of heterosexual adult men said they did.

A similar trend can also be seen in online communities and dating websites. A majority (57%) of gay adult men online declare they are a member of a social networking web site, compared to 37 percent of heterosexual men. Also, two out of five (42 %) gay and lesbian adults have visited an online social community or network in the last month, compared with roughly a third (32%) of heterosexuals. Just over one-quarter (26%) of gay adult men reported visiting a dating or match-up site in the last month, compared to 9 percent of heterosexual male adults.

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Methodology

Harris Interactive conducted the study online within the United States between March 11 and 19, 2008, among 2,733 adults (ages 18 and over), of whom 2,302 indicated they are heterosexual and 326 self-identified as gay or lesbian (this includes an over-sample of GLBT adults). No estimates of theoretical sampling error can be calculated; a full methodology is available.

About Witeck-Combs Communications, Inc.

Witeck-Combs Communications, Inc. is the nation's premier marketing communications and consulting firm, specializing in developing and implementing effective strategies reaching the gay and lesbian consumer market. With 15 years experience in this unique market, Witeck-Combs Communications not only serves as a bridge between corporate America and gay, lesbian, bisexual and transgender consumers (GLBT), but also provides counsel to countless non-profit organizations that aim to educate the public on gay and lesbian issues or to better reach their GLBT membership.

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 path breaking work on the gay and lesbian market, and 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](http://www.harrisinteractive.com) is a global leader in custom market research. With a long and rich history in multimodal research, powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms.

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TABLE 1
BLOG READERSHIP
 “What types of blogs do you read?”

Base: All adults

	Nov., 2006		March, 2008	
	Gays and Lesbians	Hetero-sexuals	Gays and Lesbians	Hetero-sexuals
	%	%	%	%
Read Blogs (NET)	32	26	51	36
News/current issues blogs	12/9*	9/7	28	19
Personal blogs	17	12	31	15
Political blogs	12	8	23	14
Sports blogs	2	5	6	13
Entertainment/pop culture blogs	8/4*	6/3	26	11
Music blogs	5	4	14	6
Travel blogs	n/a	n/a	11	6
Gay and Lesbian blogs	19	-	30	-
I do not read any blogs	68	74	49	64

N/A indicates not asked; “-” indicates no response

* Please note, in 2006, news and current issues were asked separately as were entertainment and pop culture

TABLE 2
ADS ON BLOGS
 “How do you feel towards advertisements found on blogs?”

Base: All adults

	Nov., 2006		March, 2008	
	Gays and Lesbians	Hetero-sexuals	Gays and Lesbians	Hetero-sexuals
	%	%	%	%
POSTIVE (NET)	21	9	19	8
Very positive	2	1	6	3
Somewhat positive	19	8	13	5
Neither negative nor positive	43	47	44	55
NEGATIVE (NET)	36	43	31	29
Somewhat negative	13	20	15	19
Very negative	23	24	16	11
Not sure	n/a	n/a	6	8

Not sure was not given as an option in 2006

In 2006, an introductory statement was included before the question – “Advertisers are starting to use blogs to target new and specific audiences.”

**TABLE 3
OTHER ONLINE ACTIVITIES**

“Which of the following have you done in the past month?”

Base: All adults

	Gays and Lesbians	Hetero- sexuals	Gay men	Hetero- sexual men
	%	%	%	%
Instant messaged (i.e. AOL IM, MSN web messenger, or Google chat)	50	34	52	35
Visited an online social community or network (i.e. MySpace, Facebook, etc)	42	32	44	33
Posted a comment on a blog	27	30	13	13
Written a blog	21	7	22	8
Visited a dating or match-up website (i.e. Cemistry.com, Match.com, or Gay.com)	20	6	26	9
None of these	31	47	29	46

**TABLE 4
FREQUENCY OF SOME ONLINE ACTIVITIES**

“Overall, in a typical month, how often do you email, Instant Message or Text Message friends or other people, for reasons other than work-related issues?”
(Those who say at least daily)

Base: All adults

	Gays and Lesbians	Hetero- sexuals	Gay men	Hetero- sexual men
	%	%	%	%
Email	33	34	38	30
Text Message	22	17	24	16
Instant Message	21	15	25	15

**TABLE 5
SOCIAL NETWORKING SITE MEMBERSHIP**

“Are you a member of a social networking web site, for example, like Facebook, MySpace or Friendster?”

Base: All adults

	Gays and Lesbians	Hetero- sexuals	Gay men	Hetero- sexual men
	%	%	%	%
Yes	50	34	57	37
No	50	66	43	63