

Gay And Lesbian Consumers More Likely To Follow Latest Styles And Trends

Contributed by Harris Interactive
Monday, 21 July 2008
Last Updated Sunday, 04 January 2009

July 21st 2008 - Washington, DC

New online study also shows gay and lesbian adults are also more likely to upgrade to the latest model

According to a new national survey conducted online by Harris Interactive®, nearly half (48%) of gay and lesbian adults report they like to keep up with the latest styles and trends, compared to only 38 percent of heterosexual adults. This also seems to accelerate behaviors tracked by a similar survey in January 2007 when 38 percent of gay and lesbian adults reported they like to keep up with the latest styles and trends (compared to 32% of heterosexual adults).

Taking a look only at gay men in the sample, more than half (53%) report they like to keep up with the latest styles and trends, compared to fewer than one-third (30%) of heterosexual men. In January 2007, when the same question was posed, 39 percent of gay men reported that they keep up with the latest styles and trends, compared to 32 percent of heterosexual males

The new nationwide survey of 2,637 U.S. adults, (ages 18 and over), of whom 343 self identified as gay or lesbian (which includes an oversample of lesbian, gay, bisexual and transgender adults), was conducted online between June 9 and 16, 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 likely to upgrade to the latest model compared to their heterosexual counterparts. The latest survey shows 45 percent of gay and lesbian adults say they tend to upgrade to the latest model or version of a product, compared to one-third (33%) of heterosexual adults. Just looking at gay men, nearly half (49%) report they tend to upgrade to the latest model or version of a product, compared to 35 percent of heterosexual men.

This latest survey continues to confirm a key demographic distinction between gay/lesbian consumers and their heterosexual counterparts. "The LGBT community has long been known not just for trend spotting but also trend setting," said Wes Combs, President of Witeck-Combs Communications. "They are very savvy consumers and often motivated to spend a little extra on new products and upgrades."

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