

Two-Thirds of GLBT Americans Think Nation Headed in the Right Direction

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Survey Shows GLBT Adults More Confident and Hopeful than Others on Economy

As President Barack Obama focuses his attention on a multitude of critical issues facing the nation today, GLBT adults in the country say they are more optimistic for the future than their heterosexual counterparts.

A new national survey conducted online in mid-August by Witeck-Combs Communications and Harris Interactive shows two-thirds (67%) of GLBT adults say that things in the country are going in the right direction, compared to 45 percent of heterosexual adults.

This is an increase from June 2009 when 56 percent of GLBT adults said that things were moving in the right direction.

When it comes to their outlook on the economy and their own personal financial situation, GLBT adults also appear somewhat more confident than their heterosexual counterparts.

A majority (57%) of GLBT adults said they expect the economy to improve in the coming year, compared to 45 percent of heterosexual adults.

In the next 6 months just looking at gay and lesbian adults, 31 percent expect their household's financial condition to be better, compared with 24 percent of heterosexual adults.

The survey also found that more than two-thirds (69%) of GLBT adults would rate the overall job President Barack Obama is doing in handling the economy as excellent or pretty good, while only 38 percent of heterosexual adults agree.

The new nationwide survey of 2,709 U.S. adults, (ages 18 and over), of whom 378 self identified as gay, lesbian, bisexual and transgender (which includes an over-sample of lesbian and gay adults), was conducted online between August 10 and 18, 2009, 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.

While Americans are closely monitoring all aspects of the economy, GLBT adults continue to express more confidence in what the future may hold.

Four out of five (82%) GLBT adults said they trust in President Barack Obama to do what is right for the American economy, compared with 60% of heterosexual adults.

Nearly seven out of ten (69%) GLBT adults said they are confident that the White House and the Administration will produce policies to help fix the economic crisis, while a slender majority (51%) of heterosexual adults agree.

Also, a majority (64%) of GLBT adults said they think the stimulus plan passed earlier this year has been successful, compared with 39% heterosexual adults.

More than half (53%) of GLBT adults, contrasted with 30% of heterosexuals adults, rate the overall job President Barack Obama is doing in handling employment/unemployment as excellent or pretty good.

In contrast — when critical of the President's leadership, one-third (35%) of heterosexuals adults said they blame President Barack Obama for the country's economic problems, yet only 13% of GLBT adults agree.

Also, one-fourth (27%) of heterosexual adults said they have no trust at all in President Barack Obama to do what is right for the American economy; only 7% of GLBT adults agree.

It's not surprising to see the higher marks that GLBT citizens give to the President and his Administration; last year's polls, for example, suggest that at least three out of four gay and lesbian votes were cast for President Obama, said Wesley Combs, President of Witeck-Combs Communications.

Keep in mind, this survey also addressed overarching national issues, and not policy matters affecting GLBT voters specifically such as gays serving openly in the military, or employment nondiscrimination. As we see our way through this difficult economic climate, we know that GLBT households are feeling the same stress and sacrifices as other Americans. Nonetheless, the optimism and confidence shown by GLBT households is very telling, and policymakers and

business leaders should take strong note.

Methodology

Harris Interactive conducted the study online within the United States between August 10 and 18, 2009, among 2,709 adults (ages 18 and over), of whom 2,274 indicated they are heterosexual and 378 self-identified as gay, lesbian, bisexual and transgender (including an over-sample of lesbian and gay adults).

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 also was 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.

About Harris Interactive

Harris Interactive 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.

For more information, please visit www.harrisinteractive.com.

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 over 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.

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