LGBT Households Continue To Be Optimistic About The Economy

Contributed by Harris Interactive
Monday, 12 April 2010
Last Updated Monday, 12 April 2010

One in Four Also Believe the U.S. Job Market Will Improve Within Next Six Months Due to the historic recession, fears of unemployment and job security remain centralÂ concerns for many American households including lesbian, gay, bisexual and/or transgender (LGBT) households.

However, there are signs that LGBT adults continue to remain more optimistic about the future of the job market.

A new nationwide survey conducted still shows fully three-quarters (75%) of heterosexual adults and 64% of LGBT adults rate the job market in their region of the country as either "very bad" or "somewhat bad."

However, one in four (27%) of LGBT adults, believe the job market will start to improve within the next six months, compared with just 12% of heterosexual adults.

LGBT adults were also more hopeful about the overall economy. One-fifth (21%) of LGBT adults believe the economy will start growing again within the next six months, compared with just 10% of heterosexual adults.

The survey of 2,509 U.S. adults, (ages 18 and over), of whom 336 self identified as lesbian, gay, bisexual and/or transgender, was conducted online between March 1 and 8, 2010, 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 LGBT market.

Note that this survey also was conducted before Congress voted in support of national health care reform legislation.

The survey also showed that only one in five (20%) of lesbian and gay adults, when thinking about their household's financial condition, say that they expect it to get worse in the next 6 months, compared with 32% of heterosexual adults.

This is a significant decrease from May 2008 when 36% of lesbian and gay adults expected their household's financial condition to get worse. In May 2008 31% of heterosexual adults felt the same way.

"We have tracked measures of market confidence over the past two years' deteriorating economy. We also know that LGBT households are facing the same or in many instances, more challenging financial pressures than their counterparts," said Wesley Combs, President of Witeck-Combs Communications.

"Nonetheless, there are unmistakable trends among LGBT consumers that show consistently higher confidence in the U.S. economy and future job growth. Marketers will be smart to keep this in mind when planning their strategies in the next two years."

Combs added,
"It's also clear that LGBT households are as susceptible as others to the economic risks of this recession. Most remain vulnerable to widespread forms of legal discrimination that tear into the protections afforded others through safety net programs. That understood, their consistent expressions of confidence in the economy are all the more significant."

Methodology
Harris Interactive conducted the study online within the United States between March 1 and 8, 2010, among 2,509 adults (ages 18 and over), of whom 336 self-identified as lesbian, gay, bisexual and/or transgender. We over-sampled gay men and lesbians in order to allow for detailed analysis of these groups.

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 one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight.

Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods.

Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us â€“ and our clients â€“ stay ahead of what's next.

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 16 years experience in this unique market, Witeck-Combs Communications not only serves as a bridge between corporate America and lesbian, gay, bisexual and transgender consumers (LGBT), 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 LGBT 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 LGBT 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 .

29th March 2010