

Gay and Lesbian Consumer Study Now Available

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Simmons Landmark Gay and Lesbian Consumer Study Now Available

Results Include: Travel, Financial Services, Cable/ Satellite TV, Internet/Technology and More.?

FORT LAUDERDALE, Fla. â€“ October 11, 2005 - Simmons, an Experian company and leading authority on the behavior of the American consumer, today announced that it has released the Gay and Lesbian Consumer Study, the most comprehensive study available of the gay, lesbian, bisexual, and transgender (GLBT) population in the United States. Unlike other consumer studies that use opt-in samples or other nonprojectable samples, Simmons uses a national probability sample survey that provides reliable information about the size, characteristics, and behaviors of the GLBT population.?

â€œAdvertisers want to know more about the GLBT population,â€• said Chris Wilson, president and COO of Simmons Market Research. â€œNow, for the first time, advertisers have a definitive source on gay and lesbian purchasing behaviors.â€• With an estimated annual buying power of over 600 billion dollars, the GLBT population is drawing increased attention from advertisers and marketers. The study contains over 40,000 variables offering unique insights into the consumer attitudes and behaviors of the GLBT population segment relative to the general market.

GLBT Study highlights

GLBT adults are more likely than the total adult population to have participated in the following activities in the last 12 months:

- â€¢Dined out at restaurant (not fast food)
- â€¢Cooked for fun
- â€¢Attended a live concert
- â€¢Attended a live theater show
- â€¢Gone to a nightclub, bar or dancing

GLBT adults are more likely than the total population to:

- â€¢Enjoy buying new gadgets and appliances
- â€¢Be the first among their friends to have the latest electronic equipment
- â€¢Get the electronic products they want regardless of cost
- â€¢Say that their friends ask their advice when buying electronic equipment

The top five cable networks viewed by the GLBT population in the last week:

- 1.?A&E
- 2.?Discovery Channel
- 3.?Lifetime
- 4.?HBO
- 5.?CNN (cable news)

The new Gay and Lesbian Study will be published twice a year.???

For more information, please visit us at <http://www.smr.com/> or contact Evan Goldfarb at (269) 857-1335 or evang@smr.com.

Simmons Market Research Bureau

Simmons, an Experian Company, has been a leading chronicler of the American consumer for over 50 years. From the products they buy and the brands they prefer, to their Internet shopping behaviors, attitudes, and lifestyles, Simmons measures over 30,000 American consumers each year using statistically projectable samples. Simmons' samples include the largest representation of all Americans, including, Hispanic, African American, Asian and other consumers and are used by over 500 clients worldwide to provide the most complete picture available on America's consumers.