



**National  
Gay  
Newspaper  
Guild**

Bay Area Reporter  
Bay Windows  
Dallas Voice  
Frontiers  
Gay & Lesbian Times  
Houston Voice  
New York Blade  
Philadelphia Gay News  
Southern Voice  
Washington Blade  
The Weekly News  
Windy City Times

- 4.0** times more likely to be **online** 20 or more hours a month . . .
- 6.5** times more likely to make **a purchase online** in the last 30 days . . .
- 5.6** times more likely to earn **\$100,000 or more** . . .
- 3.4** times as likely to have a household income of **\$250,000 or more** . . .
- 4.7** times more likely to take a **Flight for Business** . . .
- 3.4** times more likely to take a **Flight for Vacation** . . .
- 7.0** times more likely to purchase **20 or more Compact Discs** . . .
- 4.4** times more likely to purchase **20 or more Paperback Books** . . .
- 3.8** times more likely to **rent a vehicle** . . .
- 7.6** times more likely to buy **20 or more Hardcover Books** . . .
- 5.8** times more likely to **Bank Online** . . .
- 3.6** times more likely to own **Mutual Funds** . . .

**\*Than the Average American** according to the 2000 Simmons Market Research Bureau Survey

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