

**Press Contact:**

Harris Interactive, Inc.  
Corporate Communications  
212-539-9600  
[press@harrisinteractive.net](mailto:press@harrisinteractive.net)

Wesley Combs  
Witeck-Combs Communications  
202-887-0500 x14  
[info@witeckcombs.com](mailto:info@witeckcombs.com)



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

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

**Rochester, N.Y. and Washington, D.C. — September 8, 2009** — 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 exit 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.”

**TABLE 1  
COUNTRY HEADED IN RIGHT DIRECTION OR WRONG TRACK**

"Generally speaking, would you say things in the country are going in the right direction or have they pretty seriously gotten off on the wrong track?"

Base: All Adults

	Total		GLBT		Heterosexual	
	August 2009	June 2009	August 2009	June 2009	August 2009	June 2009
	%	%	%	%	%	%
Right Direction	46	43	67	56	45	41
Wrong Track	54	57	33	44	55	59

**TABLE 2  
PRESIDENT OBAMA'S JOB RATING – BY SEXUAL ORIENTATION**

"How would you rate the overall job President Barack Obama is doing?"

Base: All adults

	Total	GLBT	Heterosexual
	%	%	%
POSITIVE	51	75	49
Excellent	11	19	11
Pretty good	39	56	38
NEGATIVE	49	25	51
Only fair	25	10	27
Poor	24	15	25

Note: Percentages may not add up to 100% due to rounding

**TABLE 3  
PRESIDENT OBAMA'S RATING ON CERTAIN ISSUES – BY SEXUAL ORIENTATION**

"How would you rate the overall job President Barack Obama is doing?"

Base: All adults

	<i>Excellent/Pretty Good</i>		<i>Only Fair/Poor</i>	
	<b>GLBT</b>	<b>Hetero- sexual</b>	<b>GLBT</b>	<b>Hetero- sexual</b>
	%	%	%	%
Reducing the threat of terrorist attack against the U.S.	69	48	31	52
The environment	58	42	42	58
The war in Iraq	60	40	40	60
The war in Afghanistan	60	39	40	61
The economy	69	38	31	62
Regulating the financial system	60	35	40	65
Education	52	36	48	64
Health care	59	33	41	67
Taxes	55	32	45	68
Employment/Unemployment	53	30	47	70
Social Security	48	29	52	71
The federal budget	43	21	57	79

Note: Percentages may not add up to 100% due to rounding

**TABLE 4  
CONFIDENCE IN WHITE HOUSE ON ECONOMY**

"How confident are you that the White House and the Administration will produce policies to help fix the economic crisis?"

Base: All adults

	<b>GLBT</b>	<b>Heterosexual</b>
	%	%
<b>CONFIDENT (NET)</b>	<b>69</b>	<b>51</b>
Very confident	26	15
Somewhat confident	43	37
<b>NOT CONFIDENT (NET)</b>	<b>31</b>	<b>49</b>
Not that confident	22	23
Not at all confident	9	26

Note: Percentages may not add up to 100% due to rounding

**TABLE 5  
TRUST IN POLITICAL FIGURES ON THE ECONOMY**

"How much trust do you have in each of the following to do what is right for the American economy?"

Base: All adults

		<b>TRUST (NET)</b>	A great deal of trust	Some trust	<b>DO NOT TRUST (NET)</b>	Not that much trust	No trust at all
President Barack Obama	%	<b>61</b>	36	25	<b>39</b>	14	26
GLBT	%	<b>82</b>	53	29	<b>18</b>	11	7
Heterosexual	%	<b>60</b>	35	25	<b>40</b>	14	27

Note: Percentages may not add up to 100% due to rounding

**TABLE 6  
BLAME FOR COUNTRY'S ECONOMIC PROBLEMS**

"How much do you blame each of the following for the country's economic problems?"

Base: All adults

		<b>BLAME (NET)</b>	A great deal of blame	Some blame	<b>DO NOT BLAME (NET)</b>	Not that much blame	No blame at all
President Barack Obama	%	<b>33</b>	16	18	<b>67</b>	27	40
GLBT	%	<b>13</b>	2	10	<b>87</b>	27	60
Heterosexual	%	<b>35</b>	16	18	<b>65</b>	28	38

Note: Percentages may not add up to 100% due to rounding

**TABLE 7  
ECONOMIC EXPECTATIONS**

"In the coming year, do you expect the economy to ...?"

Base: All adults

	Total	GLBT	Heterosexual
	%	%	%
Improve	46	57	45
Stay the same	32	31	32
Get worse	22	12	23

**TABLE 8  
SUCCESS OF STIMULUS PLAN**

"How successful do you think the stimulus plan passed earlier this year has been?"

Base: All adults

	Total	GLBT	Heterosexual
	%	%	%
<b>SUCCESSFUL (NET)</b>	<b>41</b>	<b>64</b>	<b>39</b>
Very successful	3	5	3
Somewhat successful	38	60	36
<b>NOT SUCCESSFUL (NET)</b>	<b>59</b>	<b>36</b>	<b>61</b>
Not that successful	31	22	32
Not at all successful	28	14	29

Note: Percentages may not add up to 100% due to rounding

## 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](http://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](http://www.witeckcombs.com).