

## \$600 BILLION LGBT DOLLARS



### LGBT Community Expected to Spend Over \$600 Billion in 2005

According to a media release from the Washington based LGBT news agency Witeck-Combs, LGBT buying power will top \$600 billion in 2005, up \$30 million from 2004's projected spending of \$580 million.

"Validating buying power is a reliable business tool for companies and policy decision-makers," Witeck-Combs CEO Bob Witeck said in releasing his latest projection. "It provides the most compelling snapshot of the economic activity of America's diverse gay, lesbian and bisexual population."

While Witeck is quick to emphasize that "buying power does not merely suggest wealth nor does it imply that same-sex households are more affluent than others," the numbers assume that the LGBT community's average income mirror the U.S. population with regard to income generation.

According to Witeck-Combs, several factors suggest these spending habits may be viewed as conserva-

tive, particularly when applied to gay and lesbian household purchasing power.

In the 2000 U.S. Census, data suggested that the majority of same-sex couples in the United States are concentrated in major metro areas, a characteristic generally associated with a higher household income. Gay couples are also less likely to have children than heterosexual couples and more likely to have both partners in the workforce, resulting in a higher per capita household income - particularly, Witeck says, in the case of gay male couples.

"Buying power is one key signal of the growth and size of the LGBT consumer market," said Don Montuori with Packaged Facts. "In our report, we cite buying power as another term for 'disposable personal income,' which is the total after-tax income available to an individual to spend on personal consumption, personal interest payments or savings. Traditionally, it roughly equals 86-percent of income."

#### SpongeBob Creator Says Cartoon is Asexual



By Ross von Metzke  
On the heels of accusations by radio evangelist James Dobson that SpongeBob Squarepants in "pro-homosexual," the cartoon's creator has stepped forward to say that his creation is neither gay nor straight.

SpongeBob - page 15

#### New York State Court Rules Same-Sex Couples Must Be Allowed to Marry



A New York State court ruled today that same-sex couples must be allowed to marry, in a decision that Lambda Legal called "a historic ruling

that delivers the state Constitution's promise of equality to all New Yorkers."

New York State - page 18

#### Diet Pepsi and Subway Go Gay at the Friendlier Super Bowl



By Michael Wilke  
Gay themed ads were back in the kinder, gentler Super Bowl this year after an absence, making things looked friendlier in 2005.

Diet Pepsi and Subway - page 10

#### Inside This Issue

Dear Ruthie .....	4
Outbound Women .....	6
Health & Fitness .....	8
Arts & Entertainment .....	10
Outbound Sports .....	16
FYI .....	18
Eating Out With DeManda	
Martini .....	19
Cordially Yours .....	20
Outbound Community .....	22