

Gay Parent magazine reader profile

- 45% of our readers are gay men, 50% are lesbians, and 6% are bisexual women (mostly) and men or transgendered.
- 54% are between the ages of 30-39, 24% are between 40-49, and 22% are between 21-29.
- 93% are college graduates and 36% have post graduate degrees.
- 66% have incomes of \$30,000 or more, 33% have incomes of \$50,000 or more, and 17% have incomes of \$70,000 or more.
- 73% are couples. 82% have been together 2 or more years, and 50% have been together 5 or more years. 25% are singles (36% are women and 64% are men).
- 60% own their homes.
- 83% own a computer.
- 86% vacation 1 to 3 times per year, and 20% vacation 4 or more times per year.
- 65% of our readers say they buy books often, 50% buy music often, 31% buy computer products often, and 32% buy clothes often.
- 92% prefer to buy products and services from a gay-friendly business.
- 17% of our readers say a friend or associate gave them their copy of Gay Parent magazine.
- 46% found Gay Parent magazine online either through a link, while browsing for information on gay parenting and many found gayparentmag.com by searching Google.com.

Lesbian and gay men readers who wish to be parents:

- 42% of our readers have no children and are planning to become parents (46% are women and 51% are men).
- 82% of our female readers are considering donor insemination, 58% are also considering adoption, and 12% are also considering foster care in order to have their first child.
- 97% of our male readers are considering adoption, 47% are also considering surrogate parenting, and 28% are also considering foster care in order to have their first child.

Lesbian and gay men readers who are parents:

- 58% of our readers are parents with at least one child, and 50% of parents have 2 or more children (58% of our parent readers are mothers and 42% are fathers).
- 46% of mother readers used donor insemination to create their families.
- 8% of our reader's were pregnant or their child was an infant, 36% are 1 to 4 years old, 32% are elementary school age, 14% are middle school age, 12% are high school age, and 14% are over the age of 18.
- 73% of our parent readers buy books often for their children; 71% buy clothes often, 56% buy toys often, 50% buy videos often, and 39% buy music often for their children.
- 57% use day care, 57% use a nanny or baby sitter, 31% use children's camps, 23% use a private school, and 20% use playgroups.

Lesbian and gay men readers who are parents and want to have more children:

- 44% of our parent readers want to have more children (56% of mothers and 27% of fathers).
- 88% of mothers wanting more children are considering using donor insemination, 38% are also considering using adoption, and 13% are also considering foster care.
- 91% of fathers wanting more children are considering adoption, 45% are also considering surrogate parenting, and 45% are also considering foster care.

Based on 169 responses to our reader survey.

*Based on 73% of readers having a partner and 17% receiving their copy through an associate.

Gay Parent magazine's estimated readership is 20,500 per print issue*
www.gayparentmag.com receives approx. 200,000 hits and 10,000 visits monthly



Since 1998

gayparentmag.com ▼ facebook.com/gay.parent.magazine ▼ twitter.com/gayparentmag
GPM, PO Box 750852, Forest Hills, New York 11375-0852 ▼ gayparentmag@gmail.com ▼ 718-380-1780