

Q View Northwest can help you reach the sought after GLBTQA community

Welcome to your **Dream Market**



Spokane Rainbow Festival 2006

NATIONAL STATISTICS

Market	Population	Buying Power	Average
Asian-American	12 Million	\$344 Billion	\$28,666
GLBT	15 Million	\$485 Billion	\$32,333
African-American	36 Million	\$688 Billion	\$19,111
Hispanic-American	41 Million	\$653 Billion	\$15,926



Spokane Pride Parade 2006

- 72% said they prefer to buy from companies that advertise in GLBT media.
- 77% switched brands to companies with a positive stance on GLBT issues.
- 74% said they were LESS likely to buy from a company with a negative stance on GLBT issues.

- More than 50% are in committed double-income-no-kids (DINK) relationships.
- In 2002 gay & lesbian parents spent \$22 billion on their kids. That amount rose to \$28 billion the end of 2004.



Proud gay dad with his three daughters. Spokane 2005

LOCAL READERS

Gender		Education Level	
Female	52%	High School	12%
Male	48%	Some College	25%
		Associates Degree	14%
		Bachelor's Degree	29%
		Master's Degree	13%
		Professional Cert'n	4%
Orientation		Income Bracket	
Gay	35%	\$0-10k	10%
Lesbian	44%	\$10-20k	17%
Bisexual	10%	\$20-30k	20%
Transgender	4%	\$30-40	18%
Questioning	0%	\$40-50k	10%
Allied (Straight)	7%	\$50k+	25%
Age Bracket		Number in Household	
14-20	8%	1 Person	34%
21-30	10%	2 People	41%
31-40	26%	3 People	13%
41-50	34%	4 or more People	11%
51-60	18%		
61+	4%		

Q View Northwest is respected and carried free of charge in locations throughout Spokane and the Pacific Inland Northwest. We effectively reach the regional coffee shops and living rooms of what the Wall Street Journal calls the Gay & Lesbian consumer "Dream Market."

Surveys found 46% of local GLBTQA readers held Bachelor's degrees, or higher. 35% earned over \$40k/year. 56% are over 40 years of age. 7% are heterosexual. Statistics reflect a very sought after demographic represented by the Gay & Lesbian community. With \$485 billion in annual buying power, the Gay & Lesbian community represents the highest disposable income

minority group in America. Yet, 72% of this community said they prefer to buy from companies that advertise in GLBT media. 77% switched brands to companies with a positive stance on GLBT issues. 74% said they were LESS likely to buy from a company with a negative stance on GLBT issues.

Join us in not only supporting diversity & equality – but also in supporting your bottom line. Q View Northwest advertising helps give you direct access to consumers with statistically proven higher disposable incomes and who are extremely loyal to advertisers reaching out to them.