



## LOGO RESEARCH REVEALS STRIKING SHIFT IN GAY DEMOGRAPHIC

*New research from Logo in partnership with Simmons and TRU reveals a new generation of LGBT people who expect to be fully integrated into larger society but connected to gay culture and community*

NEW YORK, NY – August 5, 2008 – Logo, a division of Viacom Inc.’s (NYSE: VIA and VIA.B) MTV Networks, today revealed groundbreaking research developed in partnership with Simmons and TRU, that shows a vast generational shift among LGBT people. Findings from the months-long national project conducted earlier this year indicate a greater expectation by LGBT people to lead an integrated life raising families in suburbs or small towns, ultimately living life the way they choose while maintaining their identity and sense of community.

Among the key findings of the national qualitative and quantitative research:

- A vast majority (79 percent) of gay people think it’s important to integrate into the greater culture and 64 percent are open about their sexual orientation to at least their family members.
- Less than half of gay people want to live in the city and a majority want to live in suburbia or small-town America. Regardless of where they want to live, 58 percent want to live closer to other gay people.
- Two-thirds of younger gay people expect to be partnered with kids at some point in their adulthood, while less than a third of gays 35 and older expect the same.
- Younger gay people have an even mix of gay and straight friends.
- Overall, gay people rank [marriage equality](#) as the number one issue about which they’re passionate, followed by the environment, [health care](#) and the [economy](#).

“We’re trading in West Hollywood for West Texas and big disposable incomes for disposable diapers,” said Lisa Sherman, Executive Vice President and General Manager, Logo. “Most important, we’re integrating without abandoning our community or sense of identity. These developments are good for LGBT people and good for America.”

The research also found that despite gay people’s love for mainstream media, they want entertainment that speaks to their uniquely gay lives and experiences. This finding supports Logo’s efforts to develop programming like the recent [Sordid Lives: The Series](#) that tell authentic [LGBT stories](#), sometimes with many LGBT characters and sometimes only a few.

Logo’s research was concluded earlier this year and involved a qualitative study in partnership with TRU Research of 21-45 year olds in New York and Dallas as well as a qualitative national survey in partnership with Simmons of 1,800 21-59 LGBT people.

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