

Gays more frequent blog readers, social network users

July 13 2010



A man uses a laptop computer at a wireless cafe in 2009. Gays and lesbians are more frequent blog readers than their heterosexual counterparts and are more likely to be members of a social network, according to a survey released on Tuesday.

Gays and lesbians are more frequent blog readers than their heterosexual counterparts and are more likely to be members of a social network, according to a survey released on Tuesday.

Fifty-four percent of the gay and lesbian respondents in the Harris Interactive survey said they are blog readers compared with 40 percent of heterosexuals.

The nationwide Harris Interactive survey involved 2,412 US adults, 271 of whom identified themselves as gay or lesbian, and was conducted

June 14-21.

Thirty-six percent of the gays and [lesbians](#) polled said they read news and current affairs blogs compared to 25 percent of heterosexual adults.

Twenty-five percent of gay and lesbians said they read entertainment and pop culture blogs compared to 16 percent of heterosexuals, and 22 percent said they read political blogs compared to just 14 percent of heterosexuals.

Travel blogs were also more popular among gays and lesbians, with 16 percent saying they read them compared to eight percent of heterosexuals.

Seventy-three percent of the gays and lesbians said they were members of [Facebook](#), compared to 65 percent of heterosexuals, and 32 percent said they belonged to MySpace, compared to 22 percent of heterosexuals.

Gays and lesbians also belonged to professional social networking site [LinkedIn](#) in greater numbers than their heterosexual counterparts -- 22 percent to 16 percent.

Twenty-nine percent of gays and lesbians said they used micro-blogging service Twitter compared to 15 percent of heterosexuals.

Fifty-percent of gays and lesbians said they visit social network sites at least once a day compared to 41 percent of [heterosexuals](#).

(c) 2010 AFP

Citation: Gays more frequent blog readers, social network users (2010, July 13) retrieved 7 August 2024 from <https://phys.org/news/2010-07-gays-frequent-blog-readers-social.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.