

LGBT Pride Month ♦ Facts & Figures

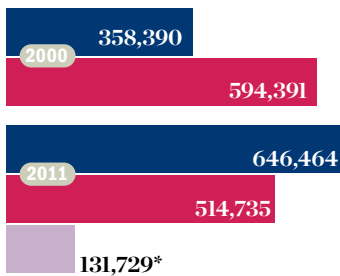
Demographics



Source: Human Rights Campaign, U.S. Census Bureau, The Williams Institute, Wittek-Combs Communications

TOTAL SAME-SEX U.S. HOUSEHOLDS

- Total Same-Sex Couple Households
- Same-Sex Unmarried-Partner Households
- Same-Sex Married-Couple Households
(*data not available before 2010)



The 2012 DiversityInc Top 10 Companies for LGBT Employees

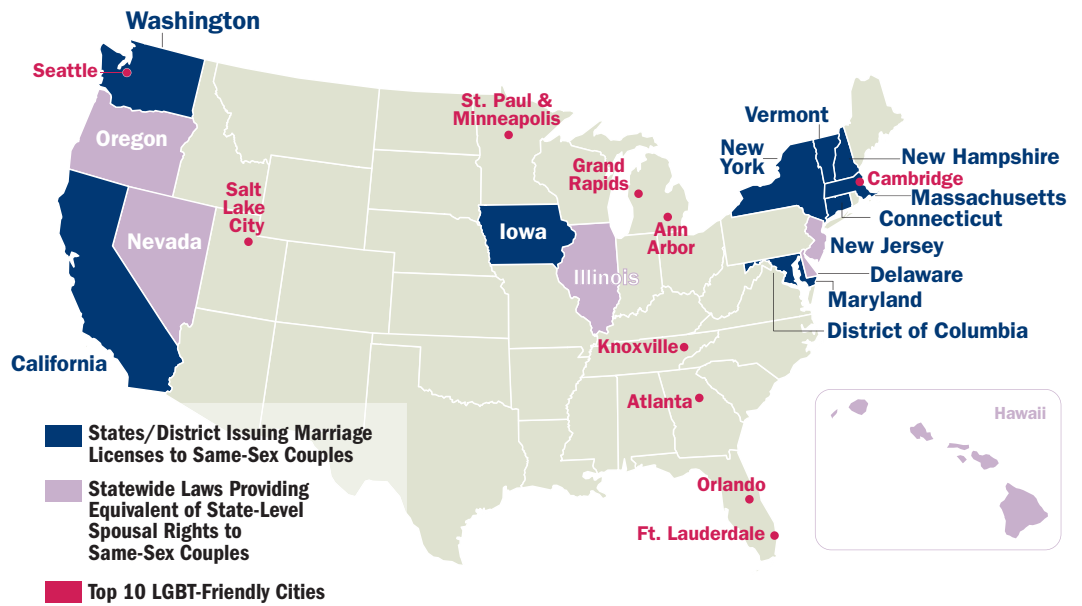
- 1 Wells Fargo
- 2 IBM
- 3 KPMG
- 4 Ernst & Young
- 5 Sodexo
- 6 PricewaterhouseCoopers
- 7 Toyota Motor North America
- 8 AT&T
- 9 Capital One
- 10 Deloitte

100% of The DiversityInc Top 50 Companies for Diversity have LGBT resource groups and offer domestic-partner health benefits to same-sex couples

WHAT FACTORS SET THE DIVERSITYINC TOP 10 COMPANIES FOR LGBT EMPLOYEES APART FROM OTHERS?

- 100% have active programs to recruit LGBT people vs. 86% of the DiversityInc Top 50
- 100% offer adoption-assistance programs
- 70% offer paid time off for paternity leave
- 100% of their nondiscrimination policies include gender identity
- 100% offer partner bereavement leave
- 100% offer partner/family medical leave

WHICH AREAS ARE LGBT-FRIENDLY?

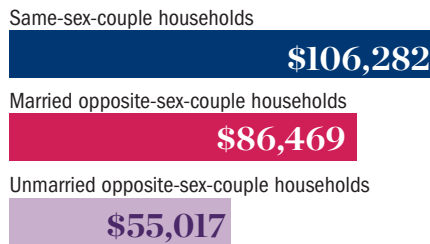


The Advocate's criteria for LGBT-friendly cities includes such items as: laws protecting transgender people, LGBT elected officials, LGBT bookstores, sports (having a WNBA team, softball teams that competed in the Gay Softball World Series)

Source: Source: Human Rights Campaign; Williams Institute, The Advocate

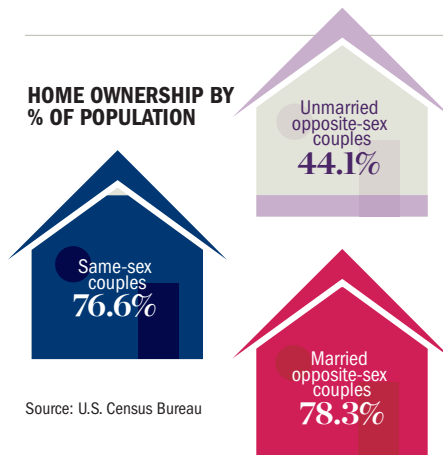
Money & Family Matters

AVERAGE HOUSEHOLD INCOME:



Source: U.S. Census Bureau

HOME OWNERSHIP BY % OF POPULATION



Source: U.S. Census Bureau



Source: U.S. Census Bureau

LGBT CUSTOMER LOYALTY



Source: Harris Interactive