

DEMOGRAPHICS

OUR COMMUNITY BY THE NUMBERS*

- Gay, Lesbian and Bisexual Canadians: 15%
- Conservative estimate of the GLBT Market: \$46.5 Billion Canadian
- Brand aware GLBT consumers who purchase products directly marketed to them: 89%
- Annual income above \$50,000: 45%
- Average income of a Canadian gay household: \$72,800/year
- University Grads: 40%
- Home owners: 36%
- GLBT people who consider themselves trend-setters: 46%
- Opinion leaders: 79%

*Figures taken from var. sources, incl. Toronto Pride, Winnipeg Pride and Ottawa Pride.

"The Halifax Pride Committee is well run and is easy to do business with. They understand and embrace the concept of 'under-promise and over-deliver' which only adds to value we have received over the years in the gay and lesbian market."

Mike Velemirovich, - Hillcrest Volkswagen



Halifax Pride Parade Route 2006
Maitland St For Marshalling, Continuing onto Brunswick St
Brunswick St to Queen & Spring Garden Road
Spring Garden Road to South Park St
South Park St to Bell Road
Bell Road to Halifax Commons for Pride Community Fair