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Gay.com Global Dating Report

**GAY.COM GLOBAL DATING EXPERTS****Jeff Titterton, Vice President, Sales and Marketing****Leyla Farah, Vice President, Programing****Bryce Eberhart, Director, Corporate Communications****With Jennifer Woodard, Public Relations Specialist**

Gay people around the world are looking for (and finding) love and friendship online. With more than three million profiles representing almost every nation on Gay.com Personals and seven million unique users a month on the site, Gay.com is the largest aggregator of gay people on the planet, a virtual gay metropolis. From interests to aspirations to personality traits to lifestyle choices, Gay.com offers a window to the gay community in every corner of the globe.

The Gay.com Global Dating Report compares the dating and romance preferences of Gay.com Personals users from 14 countries. This break-through report is the largest of its kind offering fascinating data comparing the similarities and differences in the dating practices and lifestyle choices of more than a million Gay.com Personals users.

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LOVE KNOWS NO BORDERS

The Gay.com Global Dating Report analyzes profile data taken from millions of of Gay.com Personals members from 14 countries. The large sample size and international reach of Gay.com Personals provides intriguing comparative data on the dating habits and preferences of gay people in 14 countries. Nine countries are highlighted in this report, but comparative data on all countries is integrated throughout the report.

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WHAT WE ASKED

To complete their profile, Gay.com Personals users answer 34 multiple-choice questions with 329 possible responses. Questions fall into three categories: Basics, Interests and Adult.

For this report, the answers to the following questions and multiple-choice answers were analyzed:

- What are your best attributes?
 - Body
 - Intelligence
 - Face
 - Heart
 - Personality
 - Sense of humor
 - Checkbook
- How "out" are you?
 - Totally
 - To some people
 - To all but family
 - Not at work
 - Not out at all yet
 - Prefer not to say
- How would you describe your personality?
 - Bitchy
 - Extroverted/Social
 - Flamboyant
 - Flirtatious
 - Funny
 - Intellectual
 - Introverted
 - Loving
 - Romantic
 - Serious
- What is your relationship status?
 - Single
 - Dating a few people
 - Seeing someone special
 - In an open relationship
 - Serial monogamist
 - Committed, but play together
- What are you looking for?
 - Friendship
 - Love/Relationship
 - Action/Sex
 - Conversation
 - Roommate
 - Travel companion
- How much do you drink?
 - Don't drink
 - Social drinker
 - Drink lots
 - In recovery
 - Prefer not to say
- How often do you like to have sex?
 - All the time
 - 3-5 times a week
 - At least once a week
 - A few times a month
 - Not a big part

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RESULTS

United Kingdom

uk.gay.com

BRIT BODS BEST?

- Fact: 12.09% of UK Gay.com users say their best attribute is their body, placing them second in ranking after Argentine users (12.14%)

Analysis: While Americans are generally the first nationality that comes to mind when Europeans think body-obsessed “muscle Marys”, it seems that, at least on Gay.com, Brits take the lead in putting their best “face” (ehem) first.

- In fact, the US barely even makes the top five when it comes to body worship—following the Brits are the Aussies (11.77%), the New Zealanders (11.57%) and Americans (11.43%).

PUB LIFE

- Fact: 4.84% of UK Gay.com users say they drink “a lot,” making them the heaviest drinkers among Gay.com users. Additionally, 87.20% of British users say they drink “recreationally”, again the highest number among users worldwide. UK Gay.com users also represent the lowest percentage of non-drinkers, at 7.49%.

Analysis: Gay.com UK users seem to live up to the hard-drinking reputation that Brits are known for all over the world. Higher-than-average alcohol consumption among the general public in England most likely accounts for such high numbers among British Gay.com users.

Analysis: Lifting weights, not lifting pints usually leads to a great body. With UK users being most likely to tout their body as their “best attribute,” others might ask: Are UK users working harder in the gym to burn all those carbs or are they assessing their bodies through beer-tinted glasses. We think it’s probably just healthy dose of English-Irish-Scottish self esteem.

- A close second place for the highest percentage of recreational drinkers is held by the Aussies (86.45%), followed by New Zealand (86.35%).
- In the drinking “a lot” category, England is once again followed by New Zealand (3.21%), though with a significant difference between percentages.
- Latin countries take the lead in being clean and sober. Gay.com users from Spain (.86%), Brazil (.89%) and Argentina (.98%) are the least like likely to “drink a lot”.

BRITISH 20-SOMETHINGS LEAD THE ONLINE DATING REVOLUTION

- Fact: The largest segment of Gay.com UK users are 18-29 years old (40.06%)

Analysis: More British 20-somethings are online, meeting up, and hooking up, according to Gay.com users. Some say the high cost of drinks and cover charges at clubs and pubs in cities like

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London have made online dating the most economical way to meet new people. Sites like Gay.com UK make it easier to size 'em up, without downsizing the wallet.

BRITISH WIT STILL AS SHARP AS EVER

- Fact: 20.66% of Gay.com UK users describes themselves as funny, this being the most frequently chosen personality trait among the British. Brits come in second after the Thai (23.54%) in stating that that the most salient quality of their personality is their humor.

Analysis: Once again, the Brits don't let us down when it comes to what they've always been known for—drinks and laughs! This good humor accounts for why so many Americans find the English to be some of the most attractive and desirable singles when it comes to looking for a date, or a long-term mate.

RARELY CLOSETED, ABSOLUTELY FABULOUS

- Fact: An overwhelming percentage (78.51%) of UK Gay.com users are 'openly homosexual' – most being "totally out" of the closet (45.86%) and a smaller percentage (32.65%) considering themselves "somewhat out". 4.66% are out to everyone except their family, while only 3.83% are out everywhere except at the office. Combine all the options and an impressive 87% of Britons are "out" in some area of their life.
- Britons also take third place among all countries in describing themselves as "flamers" (2.11%), after first place Australia (2.50%) and second place New Zealand (2.37%).
- Only 13.01% percent of Britons consider themselves to be "in the closet".

Analysis: The overall acceptance of gay and lesbian people in England is good, giving the British GLBT community the courage to come out completely, even at work and with their families. Frequent reference of gay issues in mainstream media and legislation granting gays and lesbians "civil partnership" status has increased awareness and understanding around gay rights, and fostered acceptance in at least the larger UK cities.

United States

gay.com

AMERICANS: "WE'VE GOT PERSONALITY"

- Fact: 23.53% of US Gay.com users say that their best attribute is their personality, making this the most salient characteristic about them as people. Coming in second is sense of humor, with 18.77% of American users describing themselves as "funny".
- In contrast, only 1.38% of American Gay.com users consider their pocketbook to be their best attribute.

Analysis: Many in other parts of the world think that Americans are the most likely to measure value in dollars and cents—that's actually untrue. Gay.com users in the US say personality is the

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best thing they have to offer a potential partner, followed by their sense of humor. What counts as funny, on the other hand, is up for discussion.

GAY AND GREY

- Fact: 1.38% of US Gay.com users fall between the ages of 60 years old and up, making the US second only to Canada (1.46%) in having the highest percentage of seniors online. Immediately tailing the US is Australia, with 1.26% of its Gay.com users over 60 years old.
- US Gay.com users take second place after Canada (5.13%) among all countries with the most baby boomers (50-59 years old online) with 4.97%, followed by Australia (4.66%) and the UK (4.39%).

Analysis: In the US, older people have embraced online communication. With so many people online in 'the States', the US online dating market is open to people of every walk of life, religion, fetish and age group. Single seniors in many countries may struggle to connect with other, but gay and lesbian seniors in the US are finding a cure for isolation on the Web.

Analysis: According to the US Census, the senior population accounted for 12.4% of the U.S population, a twelve percent jump from 1990 statistics. As babyboomers retire and leave gay meccas like San Francisco and New York for quiet country living, it may often be difficult for gay and lesbian seniors to meet each other. This may also be a reason so many are embracing keyboard courtship.

- And, according to MediaMetrix, baby boomers and seniors are the fastest growing internet population, having grown 18.4 percent last year. Gays and lesbians have always been early adopters for technology—looks like our seniors are no exception!

HOME OF THE BRAVE, BUT MANY FEAR COMING OUT

- Fact: US Gay.com users come in seventh place among 14 Countries, with 41.97% describing themselves as totally out, tailing behind first place "totally out" country, Thailand (50.23%), Germany (50.13%), New Zealand (48.47%), the UK (45.86%), Canada (44.86%) and Spain (43.95%).

Analysis: Despite increased awareness of gay and lesbian relationships in the United States, in part brought about by same-sex union legislation in a few states (but more so by mainstream media's recent gay TV boom), Gay.com US users trail behind their foreign counterparts in being "totally out".

Analysis: Being out also correlates to where gay people live. Many rural US gays and lesbians find encouragement and understanding online on sites like Gay.com, while they are restricted to living in the closet in their hometowns, their places of employment, their schools, etc. Online communities built through chat rooms and bulletin boards are tools which support gay people.

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Thailand & Korea

gay.com

SOMETHING SPECIAL ABOUT THAILAND

- Fact: Among Gay.com users worldwide, the Thai are the most likely to say they are “seeing someone special”, at 10.59%

Analysis: Thai users, like users in other countries, are tapping Gay.com for more than just finding dates. Over 10 percent of users in Thailand have already found that special someone, and are looking for friends and activity partners, many listing “friendship” as what they are looking for on their profiles.

ROMANCE, NOT SEX, RULES IN ASIA

- Fact: 23.76% of Thai Gay.com users qualify themselves as romantic, making them the most romantic of users worldwide.
- In addition, Thais are the second least likely among users worldwide to be looking to just hook-up (0.69%), after Japan (0.66%).

Analysis: Coupled with data about Thais looking for more than love and dating online, this figure begins to paint a picture of our Thai users as being more spiritual than physical. When it comes to old fashioned romance users here say, “Thai it; you’ll like it.” Thais are romantic, involved, and loving lovers who are not as interested in instant gratification. Asians as a whole are the least likely to be looking for “play” (sex); Japan having the lowest percentage of users looking to hook-up, followed by Thailand and, in third place, Korea.

NEXT GENERATION: THAI ARE THE YOUNGEST ADULTS ONLINE

- Fact: Among Gay.com users worldwide, the Thai are the youngest, with a whopping 56.27% of users between the ages of 18-29 years old. Second place goes to fellow Asian country Korea, with 49.87%.

Analysis: According to Nielsen/NetRatings, approximately 4,800,000 people in Thailand use the Internet today, and usage has grown 108.7% since 2000. Younger people have traditionally led the pack in using the Internet for everything online, and it seems that Thai 20-somethings are no exception. While they embrace romance, Thai baby-boomers have not embraced new technology as fast as their counterparts in Canada and the United States.

“OUT” IN BANGKOK, “IN” IN SEOUL

- Fact: An amazing 50.23% percent of Gay.com users in Thailand consider themselves “totally out”, making Thailand the “outtest” country worldwide. In contrast, Korean users are the least likely to be “totally out” (15.11%).

Analysis: Though the general public in Thailand may not necessarily approve of homosexual relationships, gay people are not generally condemned. With gender-bending being a prominent

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theme in Bangkok nightlife, and Phuket being one of the world's gayest getaways, John Q. Public is used to seeing gays everywhere he looks. Annual "gay festivals" in Phuket, Pattaya, Patong and Bangkok make it even easier for Thais to come out.

Argentina

ar.gay.com

DRUNK WITH PASSION, NOT ALCOHOL

- Fact: 26.93% of Gay.com users in Argentina say they do not drink alcohol, placing Argentina in the second-place spot for the "most sober" countries in our study. Brazil had the highest percentage of non-drinkers (28.77%), with Spain at third place (26.52%).

Analysis: We don't know how a country with such excellent wine could have so many non-drinkers, not to mention Brazil with its delicious libation, the *Caipirinha*. Non-drinking soccer fans? When it comes to 'futbol' or making love, Gay.com's Argentine users are drunk with passion.

ARGENTINES LIKE TO DO IT "ALL THE TIME"

- Fact: Argentine Gay.com users hold a close second place on our most sexually active countries; 65.70% of Argentines like to have sex "all the time". Only the hot-blooded Spaniards beat them in this department, with 66.12%.

Analysis: What can we say? The term "Latin heat" rings true in the streets of Buenos Aires and online. Our Argentine users have a healthy libido—perhaps because they don't waste time drinking, and get straight to the lovin'.

AY, DIOS MIO! ARGENTINA, WORLD'S FLIRTIEST COUNTRY

- Fact: Gay.com users in Argentina are flirtier than any other group in the world; 14.40% of Argentines would call themselves flirts.

Analysis: Irresistibly coquettish, Argentines love to give each other *piropos* (compliments), and Gay.com would like to complement Argentine users for creating profiles that exude sensuality. Words seduce, hearts flutter, and as if you'd been given a gentle love potion, *los argentinos* have you under their spell. All right, enough talk—time to hook-up!

FRIENDLY ARGENTINA: WORLD'S LEAST "BITCHY" COUNTRY

- Fact: Among Gay.com users worldwide, Argentines are the least likely to consider themselves "bitchy" (0.72%). Second place goes to friendly Spain (8.32%).

Analysis: Could the Argentines be any more perfect? They're sober, compliment-giving, not bitchy lovers! Wait...

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LEAST LIKELY TO BE IN A MONOGAMOUS RELATIONSHIP

- Fact: Only 0.12% of Gay.com Personals Argentine users are involved in a monogamous relationship, making Argentina our least monogamous country, followed by Spain (0.13%). France has the most monogamous users of Gay.com's matchmaking service (4.98%).
- Among users worldwide, Argentines are the most likely to say they are looking to "play" (6.88%) than any other group. Second on our Most Likely to Hook-Up list is (surprise) Spain, with 5.92%, followed by Brazil (5.81%). Latin lovers, indeed!

MUY PROFESIONAL: CLOSETED AT WORK

- Fact: 11.40% of Argentine Gay.com users say they are out to everyone except their employer, making them the most likely to be closeted at work. France takes second place with 11.23%.
- Argentina also ranks low among all countries for users who describe themselves as "totally out", with only 17.76%.

Analysis: The winds of social change have been a long time coming in Latin America, and Argentina leads the crusade with the passage of the first civil union law in the region, in Buenos Aires. However, the battle has not yet been won, and many Argentines still feel the need to hide their sexuality. On the other hand, Buenos Aires' cosmopolitan nightlife and vibrant gay scene have fueled gay tourism to the region and have given the Argentine economy a push. While Argentine users are letting it all out online and on the weekends, fewer are out at work.

France

fr.gay.com

FRENCH LEAD WITH PERSONALITY AND HEART

- Fact: 22.20% of French Gay.com users believe their personality is their best attribute
- 20.82% of users in France believe their heart is the best thing they have to offer.

Analysis: The French live up to their reputation of hopeless romantics, as they consider their best attributes to be more intellectually existential than physical.

BODY, NO BIG DEAL

- French Gay.com users are the least likely among all countries to consider their body to be their best attribute (8.97%)
- The French are also much less body-obsessed than their neighbors to the south—10.77% Spaniards believe their body to be their best attribute.

Analysis: The French consider their bodies to be the least important of all attributes, certainly when compared to personalities that bubble like Champagne and hearts the size of Paris (and because

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living off of cigarettes and wine doesn't do most bodies good). It's a sharp contrast with Gay.com Personals' most "body-conscious" members, the Argentines, 12.14% of whom believe their hot bods are the best thing they have to offer a potential partner. They are also opposites of their sun-kissed, body obsessed neighbors the Spanish. So close, yet so far away.

THE FRENCH: LOVERS, NOT FIGHTERS

- Fact: French Gay.com Personals users say their personality can best be described as "loving" (18.52%), this trait being the most salient among users in France. However, among all countries, the French rank second in the loving department, with the first place held by the Thai (19.57% consider themselves loving).

Analysis: Once again, the French are among the most romantic and loving Gay.com Personals users worldwide. It's no wonder why they call Paris the "city of love"—vive la France!

L'AMOUR, NOT SEX

- Fact: Among Gay.com users worldwide, French users are the most likely to say that sex is not an important factor in their love lives (9.90%), followed by the Thai (9.70%).

Analysis: While the French have the reputation around the world of being loving and romantic, they are, surprisingly, the least likely to think sex is an important part of their lives. Also interesting is the similarities they share with the other most loving and romantic country—Thailand. Both French and Thai Gay.com Personals users are most likely to consider sex a less important part of their love lives, which proves the old adage that sex and love are not one in the same.

Analysis: There is a stark contrast between the way the French look at love and sex, and the mentality of that of their next door neighbors, the Spaniards. Spanish users lead the pack in wanting to have sex "all the time" (66.12%). Again, so close, so far away.

THE FRENCH: "INTROVERTED" AND "BITCHY"?

- Fact: Among Gay.com Personals users, the French have the highest percentage of introverts, at 7.73% and the lowest percentage of extroverts at 2.44%.
- The French have the highest percentage of users who describe their personality as "bitchy" (4.19%). Second on the "bitchy" list, surprisingly, is Brazil with 3.21%. Second place in the introvert department—another surprise: the Argentines (6.37%).

Analysis: If most countries had the food, wine and culture Gay.com's French users have, they might be a little bitchy and introspective too, and rightfully so. Perhaps a trip to distinctly non-bitchy and extroverted Australia would do some French users good.

ON THE REBOUND MORE THAN ANY OTHER GROUP

- Fact: The French lead the pack in Gay.com users on the rebound (3.46%), yet, curiously are the least likely to consider themselves "single" (60.03%)

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NEWSFLASH: THE FRENCH ARE SERIOUS

- Fact: Among Gay.com users worldwide, the French are the most likely to describe themselves as “serious” (14.60%). Second place goes to the Germans, with 12.54% not cracking a smile.

Analysis: Serious about politics, serious about cuisine, serious about language, serious about...everything! But for those looking for the perfect date, bear this in mind, they are also serious about love.

Spain

es.gay.com

LOOKING TO HOOK-UP

- Fact: Spanish Gay.com users are the second most likely group to be looking to hook-up (5.92%), while the first place spot is firmly held by Argentina (6.88%). In a close third place, the land of Carnaval and liberal lifestyles, Brazil (5.81%)

SPANIARDS IN THEIR THIRTIES ARE ONLINE AND LOOKING FOR LOVE

- Fact: Among Gay.com users worldwide, Spaniards have the highest percentage of users in their thirties. 45.71% of Spanish Gay.com users are in this age group, proving that life doesn't slow down after the roaring 20s in this passionate part of the world.

MOST EXTROVERTED

- Fact: The Spanish are the most likely to describe themselves as extroverted (19.29%), followed by Latin brethren in Brazil (13.82%) and Argentina (11.20%). Spaniards are over four times more likely to be extroverts than their neighbors to the north, the French (4.6%). Among Gay.com users, the French are the least likely to describe themselves as extroverts.

BREAKING STEREOTYPES: NOT THE MOST ROMANTIC

- Fact: 17.79% of Spanish Gay.com users describe themselves as romantic.

Analysis: Contrary to what some might guess, Spaniards do not top the list as the most romantic Gay.com users. The Castilians are beaten out by their Asian counterparts, with Thailand taking the first spot (23.76%) Japan at second (18.77%), and Koreans at third place (18.40%). Spaniards are fourth on our most romantic countries list. Seems their extroverted nature might make them more of the party ilk than the dinner-and-a-movie type.

ROMANCE, NO—SEXO, SÍ!

- Fact: Spanish Gay.com users lead the pack in wanting to have sex “all the time”, at 66.12%

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Analysis: On Gay.com, Spanish users' sexual appetite is the most voracious than any other region. A whopping 66.12% say they would like to have sex "all the time". Second in line for the sexiest country are fellow Latins, the Argentines at 65.7% feeling the constant need for "affection". Third place takes us back to the European continent—to a little country called Germany (59.8%).

TAPAS ONLY, NO DRINK, PLEASE

- Fact: Only 0.86% (less than 1%) of Spanish Gay.com users would say that they are heavy drinkers, making them the least likely group among Gay.com users to "drink a lot".

Analysis: Latin Gay.com users in general tend to lag far behind other regions in their use of alcohol, with Spaniards being the least likely to say that they drink "a lot", followed by Brazil (0.89%) and Argentina (0.98%).

COMING OUT ALL OVER: NEARLY HALF OF SPANIARDS TOTALLY OUT OF THE CLOSET

- Fact: Among Gay.com users, 43.95% say they are "totally out" of the closet, meaning their sexuality is no secret to their friends, families or employers

Analysis: A stark contrast to what one would expect from a country where almost 94% of the population declares themselves Roman Catholic. Gay hotspots in Spain, like Barcelona, Madrid, Sitges, Ibiza and Gran Canaria seem to be changing the public's perception, and strengthening the notion that it's okay to be out of *el armario*.

- Also surprising, while France is traditionally labeled as the land of liberal love, the French fall short of that description when it comes to outness, according to Gay.com users. The "conservative" Spaniards beat out their *moderne* neighbors to the north by 7.25%, as only 36.7% percent of French Gay.com users consider themselves "totally out".
- In Europe, Germany elbows them both with 50.23% of German users having beaten down that closet door like the Berlin wall.

QUÉ SIMPÁTICOS! SPANIARDS SECOND LEAST LIKELY TO BE "BITCHY"

Fact: Only 0.82% of Spanish Gay.com users would classify their personalities as "bitchy", making Spaniards the second least bitchy among all countries. The least bitchy country in our study is Argentina (0.72%). Top honors for "most bitchy" goes to the French (7.31%).

Canada

gay.com

GAY AND GREY: CANADA HAS THE MOST SENIORS ONLINE AND DATING

Fact: Canada leads the pack among Gay.com users over the age of 60, at 1.46%. The second place spot goes to the US, with 1.38%.

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- Analysis: Recent studies place online usage for US Seniors at around 2 million, while numbers are at about 2.5 million for Canadian seniors, who seem to have adopted the practice of using the net regularly earlier than their American counterparts. And according to a recent study by comScore MediaMetrix, Canada beats the US for homes with a broadband connection by around 20%. Canadian seniors are wired—and looking for love online!

OH, CANADA! CANADA TAKES SECOND PLACE IN COUPLES LOOKING TO DATE ONLINE

- Fact: Canadian Gay.com users boast the second largest group of people (9.19%) who declare themselves to be part of a couple, after Germany (10.11%)

Analysis: Canadians are more liberal partners than their neighbors the Americans, and like to spice up their long-term relationships with a little variety. This proves that, like their famous Mounties, the Canucks always get their man (or men)!

LIBIDOS GONE WILD IN THE FROZEN NORTH

- Fact: Among Canadian Gay.com users, 51.35% say they like to have sex “all the time”. A sharp contrast to their cousins in France, where 9.90% of users say sex is not an important part of their lives.

Analysis: Though seemingly mild-mannered and meek, inside the heart of our Canadian users pumps some of the hottest blood in the world! Canadians from east to west love to melt the ice with a little (frequent) lovin’.

CANADIANS: THIRD MOST OUT WORLDWIDE, MORE OUT THAN AMERICANS

- Fact: 44.86% of Canadian Gay.com users say they are “totally out”, putting them in third place after Thailand (50.23%) and the UK (45.86%). Canadians beat out their American neighbors, where 41.97% of users said they were totally out.

Analysis: The tides are turning in Canada as throngs of gay and lesbian couples flock to Canada to make their relationships official through legal marriage. With the state of equal rights of gays in Canada mirroring public opinion, it’s no mistake that Canadian users are more out than Americans.

Australia

au.gay.com

FAIR DINKHAM: AUSSIES THINK THEY’RE FUNNY, FLAMERS

- Fact: 18.79% of Australian Gay.com users would call themselves funny, making this the most salient personality trait among Aussies. Additionally, among all countries the Aussies take the top spot for the highest percentage of “flamers”, at 2.50%, followed by near neighbors the New Zealanders, with 2.37%.

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Analysis: Fun-loving Aussies are clearly leaving seriousness to their friends in Europe, the German and the French. They have more in common with their kissing cousins, the Brits, our funniest users, with 20.66% describing themselves as jesters and joshers.

- Being funny and being flamboyant go hand-in-hand in Australia, and Aussies are flame-throwing and burning up the net. It's no wonder Sydney has one of the most rip-roaring, exhilarating Pride celebrations anywhere. *Onya, Aussies!*

AUSSIES OF ALL AGES SINGLE AND READY TO MINGLE

- Fact: Among Australian Gay.com users, 72.53% classify themselves as "single", making singles the most prominent relationship status among Aussies. Among all countries, the region with the lowest percentage of singles is France, at 60.03%.

Analysis: Rugged, charming, *single*—irresistible! Aussies don't want to be bogged down with strange love triangles when dating online. They prefer the more straightforward, traditional way: "You're single, I'm single, perfect!" According to the Aussies, 2+1=not fun. Why complicate things?

HEARTS AND SMARTS: MORE IMPORTANT THAN LOOKS TO AUSSIES

- Fact: Only 10.81% of Australian Gay.com users say that their face is their best attribute, contrasted with 15.75% saying their heart, and 15.45% saying intelligence.

Analysis: Aussies are more proud of their ability to feel and their intelligence, than their pretty mug. Quick-witted and friendly, Australians know that the best things sometimes lie deep beneath the surface. Add to this sensitive intellect the fact that they are funny, and you've got the perfect package.

Germany

de.gay.com

GERMANS SECOND PLACE FOR SERIOUS, THIRD PLACE FOR "BITCHY"

- Fact: 12.52% of German Gay.com users describe themselves as serious, pushing them into second place behind the French (14.60%). Third place goes to the most serious of all Asian countries: Japan (11.60%).
- Following this trend, the Germans also place third for Gay.com users describing themselves as "bitchy" (3.58%). In this category, the honors go to first-place France (7.31%) and second-place Brazil (6.05%).

Analysis: Germans have a reputation of the being the most serious of all Europeans, though in this study they take second place to France. Perhaps this is because of a difference between what Americans consider "serious" and Germans call "polite". Many an American has been put off by some Germans abrupt demeanor, but Germans take manners and formality seriously, and, judging from our data, aren't afraid to come-clean about their no-nonsense ways.

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GERMAN GAYS AND LESBIANS: MOST COUPLES ONLINE

- Fact: Among users worldwide, German Gay.com users are the most likely to be in a couple (10.11%). Canada comes in second in the category of couples meeting people online (9.19%), and the third place spot goes to UK users (9.04%).
- On the flip side, users in Thailand are the least likely to be coupled (3.9%), followed by Argentina (4.22%).

SERIOUS, BUT NOT NECESSARILY ABOUT MONOGAMY: ULTRAMODERN GERMANS HAVE MORE OPEN RELATIONSHIPS

- Fact: German Gay.com users rank first among all countries as the most likely to be in an open relationship, at 10.24%. Canada, ranked high in the couples department, falls short in the terrain of open relationships with only 4.84%.

Analysis: With more couples online and more open relationships than any other country, Germans, though serious, seem to be more liberal with their sexuality than their European neighbors, and much more so than their counterparts in Asia and the Americas.

HALLO, MUTTER! GERMANS LEAST LIKELY TO BE CLOSETED TO THEIR FAMILY

- Fact: Only 0.27% of German Gay.com users say that they are out to everyone but their family, the lowest percentage among all countries. Ironically, among all “out” users, the Thai come in first place in having the highest percentage of users who are out to everyone but their family—while as a whole, Thailand is the “outtest” country.

Analysis: With German courts supporting gay marriage and general acceptance of gay and lesbian relationships among the general public, Germans find it easier to come out than their counterparts in other parts of Western Europe, where legislation around gay unions does not exist. Perhaps, for this reason, our Gay.com users in Germany are bringing the boyfriends and girlfriends home with them.

JUST SAY NO TO THE *BIER GARDEN*: GERMANS ARE THE MOST SOBER EUROPEANS

- Fact: 20.88% of German Gay.com users say they don't drink alcohol, making them the most sober among all European countries.

Analysis: What? Can it be true that the country that invented Oktoberfest be the soberest in Europe? Wait...didn't they also invent non-alcoholic beer?

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