



THE WWD LIST: BOY, OH, BOY; THE 10 ZIP CODES WITH THE HIGHEST PERCENTAGES OF HOUSEHOLDS HEADED UP BY SAME-SEX COUPLES. **WWD** (Dec 8, 2003): p90S. (954 words)

Full Text: COPYRIGHT 2003 Fairchild Publications, Inc.

Gay men are often thought of as hard-charging fashion consumers, but like many stereotypes, this generalization is only accurate up to a point. Many areas of the country with high concentrations of gay men do spend significantly more on men's apparel, but some do not. Here, a listing of the zip codes with the most households headed up by same-sex couples and their average spending on men's wear.

1. ZIP Code: 02657, Provincetown, MA.

Percent of couples (married or unmarried but living together) who are same sex: 39 percent

Of the 621 couples in P-Town, 242 can share underwear. Sixty-two percent of those same-sex couples are gay men, while the rest are gay women. Yet, despite the high concentration of gay men, the typical Provincetown household spent just \$450 on men's apparel last year, 8 percent less than the average American household, which spent \$490 on clothes for men last year.

Provincetown Chamber of Commerce, 307 Commercial Street, Provincetown, MA 02657, 508-487-3424, www.ptownchamber.com, info@ptownchamber.com

2. ZIP Code 94114, Castro/Noe Valley, San Francisco, Calif.

Percent of couples who are same sex: 32.1 percent

More than 1,500 gay male couples have made a home in the 94114 zip code -- accounting for 26.3 percent of all couples in the neighborhood -- with an additional 342 lesbian twosomes adding to the same-sex population. Affluent Castro men have no shortage of funds for their wardrobe and the average household in 94114 spent \$794 on men's apparel last year.

San Francisco California Chamber of Commerce, 235 Montgomery Street, 12th Floor, San Francisco, CA 94104, 415-392-4520, www.sfchamber.com, info@sfchamber.com

3. ZIP Code 90069, West Hollywood, Calif.

Percent of couples who are same sex: 23.3 percent

There are an estimated 773 same-sex couples living in West Hollywood, of which 90 percent consist of two men. Last year the average household in 90069 spent \$798 on men's wear, or 63 percent more than the average U.S. household did -- not surprising for a city as image-obsessed as L.A.

Los Angeles Chamber of Commerce, 350 South Bixel Street, Los Angeles, CA 90017, 213-580-7500, www.lachamber.org, info@lachaamber.org

4. ZIP Code 20036, DuPont Circle, Washington, D.C.

Percent of couples who are same sex: 21 percent

While the 20036 zip code in D.C. is home to relatively few couples (just 514 in all), more than one in five committed lovebirds are gay or lesbian. Residents of DuPont Circle have deep pockets when it comes to their wardrobes; the average household in 20036 spent \$730 last year on men's apparel.

D.C. Chamber of Commerce, 1213 K Street NW, Washington, D.C. 20005, 202-347-7201, www.dcchamber.org

5. ZIP Code: 30308, Renaissance Park, Atlanta, GA.

Percent of couples who are same sex: 20.7 percent

Of the 252 same-sex couples living in the Renaissance Park section of Atlanta, 87 percent are gay men. But area residents are not the fashion plates one would expect. Households in 30308 spent an average of \$373 last year on men's apparel, 24 percent less than the average American household.

Metro Atlanta Chamber of Commerce, 235 Andrew Young International Boulevard NW, Atlanta, GA 30303, 404-880-9000, www.metroatlantachamber.com

6. ZIP Code: 20005, Pennsylvania Avenue, Washington, D.C.

Percent of couples who are same sex: 18 percent

Who knew that George and Laura's residence was located mere steps from one of the nation's gayest districts; nearly one in five couples living in 20005 are same sex. With such fancy neighbors, it's little wonder that the average household here spent \$730 on men's clothes last year.

D.C. Chamber of Commerce, 1213 K Street NW, Washington, D.C. 20005, 202-347-7201, www.dcchamber.org

7. ZIP Code: 02118, Boston/Roxbury, MA.

Percent of couples who are same sex: 17.4 percent

There are almost 500 same-sex couples living in this zip code. Like other neighborhoods with a high concentration of gays and lesbians, this one is slanted toward gay men, who comprise 89 percent of same-sex couples here. But unlike other gay districts, these households spend less than the national average on men's apparel -- just \$450 last year.

Greater Boston Chamber of Commerce, 75 State Street, 2nd Floor, Boston, MA 02109, 617-227-4500, www.bostonchamber.com, publicinfo@bostonchamber.com

8. ZIP Code: 10011, South Chelsea/North Village, N.Y.

Percent of couples who are same sex: 17.3 percent

It's no surprise to find this Manhattan neighborhood on the list of gayest zips. There are almost 1,100 gay male couples in this vibrant Big Apple area, along with another 213 lesbian couples. Of

all the gay zip codes, this one takes the prize for highest aggregate spending on men's apparel. Last year, residents of style-conscious 10011 spent almost \$22 million on men's clothes -- \$775 per household.

The Manhattan Chamber of Commerce, 155 Third Avenue, Suite 202, New York, NY 10128, 212-410-1071, www.manhattancc.org, info@manhattancc.org

9. ZIP Code 95446, Guerneville, Calif.

Percent of couples who are same sex: 16.9 percent

Gay couples account for 111 households in 95446 and lesbian couples account for another 55. Perhaps the fact that a third of same-sex couples are comprised of two women explains the fact that residents of Guerneville spent an average of just \$435 per household last year on men's apparel.

Russian River Chamber of Commerce, 16209 First Street, Guerneville, CA 95446, 707-869-9000, www.russianriver.com, info@russianriver.com

10. ZIP Code 77006, Montrose, Houston, Tex.

Percent of couples who are same sex: 16 percent

Despite the fact that 489 same-sex couples (393 gay couples and 96 lesbian couples) call 77006 home, the average household in the Montrose neighborhood of Houston spent \$468 last year on men's apparel, 4 percent less than the average American household.

Greater Houston Partnership, 1200 Smith Street, Suite 700, Houston, TX 77002-4400, 713-844-3600, www.houston.org, ghp@houston.org

SOURCE: Population data from www.gaydemographics.org (using 2000 Census data); Spending data from ESRI BUSINESS INFORMATION SOLUTIONS, 2002; Originally Published in DNR On January 13, 2003

Source Citation:"THE WWD LIST: BOY, OH, BOY; THE 10 ZIP CODES WITH THE HIGHEST PERCENTAGES OF HOUSEHOLDS HEADED UP BY SAME-SEX COUPLES." WWD (Dec 8, 2003): 90S. General OneFile. Gale. James Madison University. 10 May 2008 <<http://find.galegroup.com/itx/start.do?prodId=ITOF>>.

Gale Document Number:A111196740

© 2008 Gale, Cengage Learning.