

For many years public commentary either refused associate a figure with the percentage of the population that identified as homosexual, while some gay advocates relied on the McKinsey estimate of [up to 10 percent](#) of the population.

More recent research puts the figures at [closer to five per cent](#). It is very hard to properly estimate given homophobia, some people being in the closet and debates about what a label like 'gay' really means.

But the 5% figure is credible, believable and easy to use for these calculations.

For example:

5% of the USA's 300 million people is about 15 million people – roughly the number who might want to enter a same sex marriage at some point in their lives.

Now, New York state has a population of nearly 20 million, Florida 18 million and Illinois 13 million. For the sake of this general point, all roughly the same number of people who might want to enter a same sex marriage.