

Fast Facts



What you need to know about new & emerging trends, platforms or technology

Stand With Pride

How to support the highly influential LGBTQ community & drive brand consideration





LGBTQ community offers growing, year-round opportunities for meaningful brand connections

The LGBTQ community continues to expand, but beyond the size of this segment, these consumers demonstrate **strong cultural influence, higher receptivity to advertising** and a greater likelihood to **support brands that align with their values**.

Importantly, their impact extends beyond the community itself, **amplified by allies** and consumers who **support DEI initiatives** and increasingly consider inclusivity in their purchasing decisions. Together, these audiences represent a broader opportunity for brands seeking to **build relevance** and **long-term connection**.

As an update to our 2022 report, [**What Is the Market Opportunity for the LGBTQ+ Community?**](#), this analysis revisits the evolving size, influence and expectations of LGBTQ consumers to help marketers better understand how to engage with this audience and its growing network of allies to develop **meaningful connections year-round**.

The growing LGBTQ community is comprised of young, educated and family-oriented individuals, making it a **highly valued audience for marketers** looking to create **long-term brand loyalty**



Although the LGBTQ community is growing, as a self-identifying group this segment can be a challenge to definitively quantify for marketers

Population sizes of people who identify as LGBTQ from different sources

Gallup

24.3 MM

people identify as LGBTQ
(**9%** of the general population)

MRI-Simmons

14.9 MM

people identify as LGBTQ
(**5.6%** of the general population)

them

With Bisexuals Leading the Charge, U.S. LGBTQ+ Population Has Doubled Since 2012



New poll finds 9% of US adults identify as LGBTQ+ — nearly triple the amount recorded in 2012

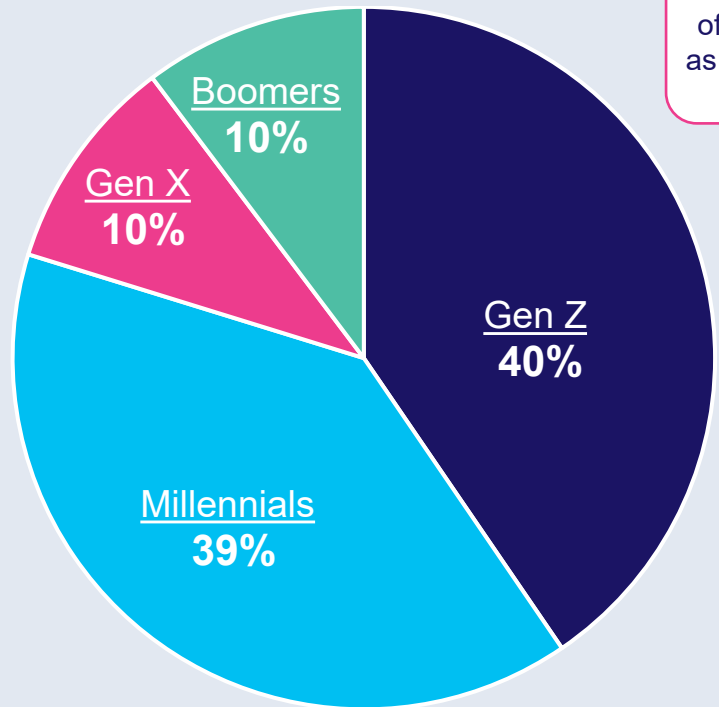
PION!

LGBTQ+ marketing and Gen Z: How inclusive marketing can drive your commercial goals

Source: VAB analysis of MRI-Simmons Winter 2026 Study. Gallup: LGBTQ+ Identification Holds at 9% in the U.S., 2/16/2026. 341.8M total population according to US Census Bureau 2025 estimate.

The LGBTQ community skews younger and diverse, with an even split between Gen Z and Millennials

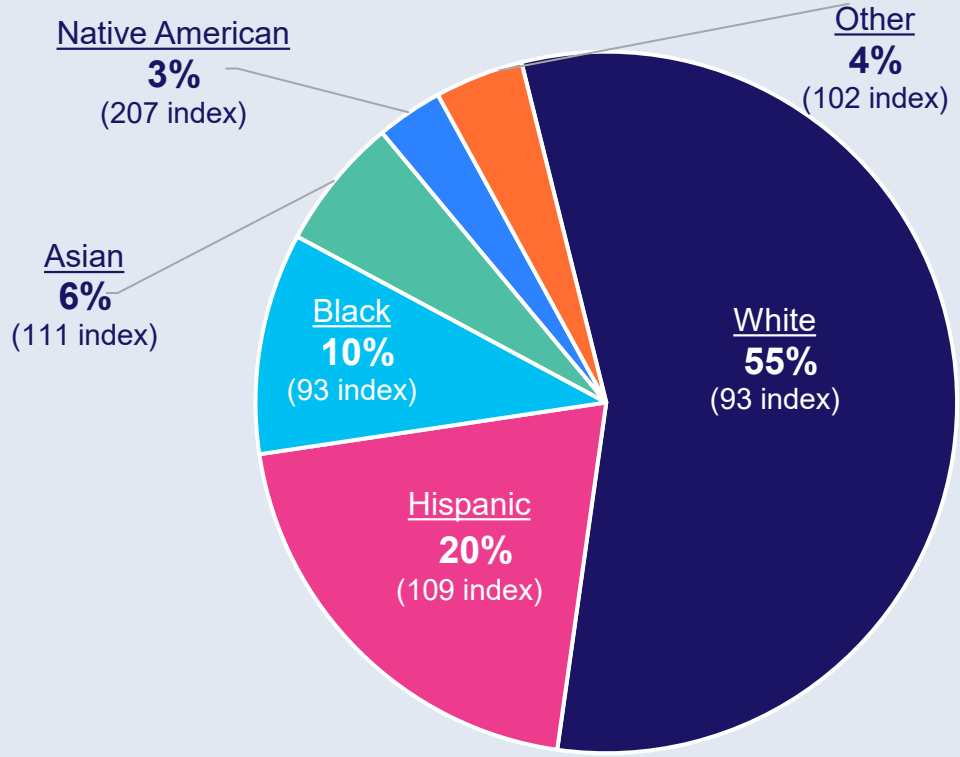
LGBTQ Community by Generation



79%
of people who identify as LGBTQ are between the ages of 18-49

LGBTQ Community by Ethnicity

Index vs. A18+

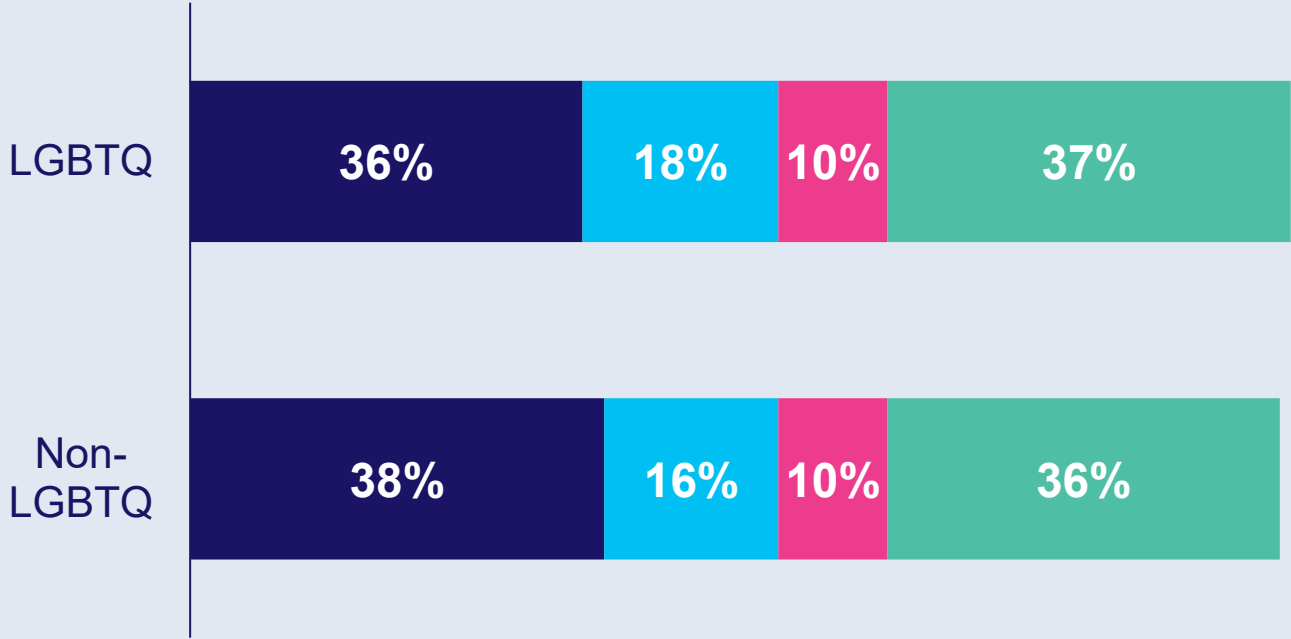


Source: VAB analysis of MRI-Simmons Winter 2026 Study; LGBTQ represents A18+ that identify as LGBTQ. Birth ranges for generations: Gen Z = 1997-2010, Millennials = 1977-1996, Gen X = 1965-1976, Boomers = 1946-1964. Native American refers to American Indian or Alaska Native. To derive at 100%, ethnicities were broken out by the following: White = Non-Hispanic White Only; Hispanic = Spanish or Hispanic Origin; Black = Non-Hispanic Black / African American Only; Asian = Non-Hispanic Asian; Native American = Non-Hispanic American Indian or Alaska Native.

LGBTQ consumers are very similar to non-LGBTQ consumers when it comes to their education and high-income levels, reinforcing their value

Highest Education Level Completed

■ High School or Less ■ Some College ■ Associate's Degree ■ Bachelor's+



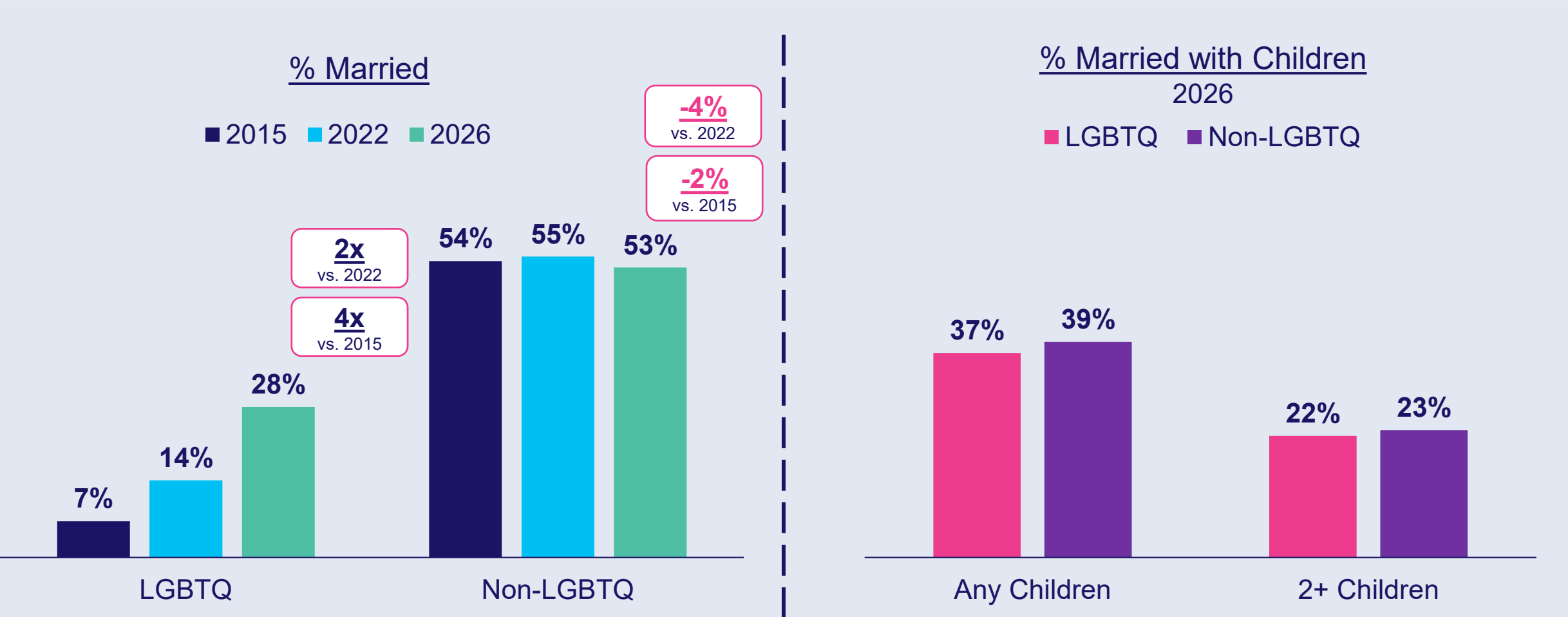
% of Respondents With \$150K+ HHI

LGBTQ
29%

Non-LGBTQ
29%

Source: VAB analysis of MRI-Simmons Winter 2026 Study; LGBTQ represents A18+ that identify as LGBTQ & Non-LGBTQ represents A18+ that do not identify as LGBTQ.

Marriage among LGBTQ couples has doubled over the last four years while overall marriage rates in the U.S. are down slightly



Source: VAB analysis of MRI-Simmons Fall 2015 Study, Winter 2022 Study & Winter 2026 Study. '% Married with Children' chart based on MRI-Simmons Winter 2026 Study. LGBTQ represents A18+ that identify as LGBTQ & Non-LGBTQ represents A18+ that do not identify as LGBTQ. Note: same-sex marriage was legalized nationwide in 2015.

Marketers looking to engage **influential LGBTQ consumers** should consider prioritizing **ethical practices and advocacy**



LGBTQ adults are influential consumers who are more likely to be early adopters and shape opinions among their peers

'Influencer' Attitudes

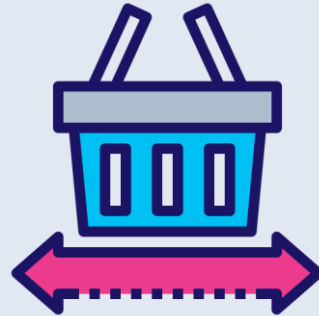
% who agree among LGBTQ A18+



36%

'I like to share my **opinions about products and services** by posting reviews and ratings online'

vs. 31% of non-LGBTQ respondents



32%

'People come to me for advice before buying new things'

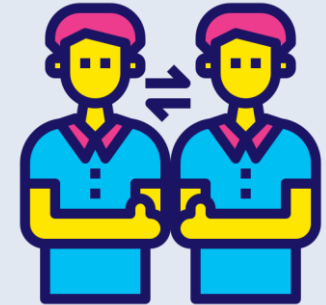
vs. 26% of non-LGBTQ respondents



28%

'I'm always **one of the first** of my friends to **try new products or services**'

vs. 24% of non-LGBTQ respondents



28%

'People often **copy what I do** or wear'

vs. 24% of non-LGBTQ respondents

Source: VAB analysis of MRI-Simmons Winter 2026 Study; LGBTQ represents A18+ that identify as LGBTQ & Non-LGBTQ represents A18+ that do not identify as LGBTQ. Base = any agree.

The LGBTQ community is socially conscious and more likely to support ethical brands that align with the causes and principles they care about

'Social Advocacy' Attitudes

% who agree among LGBTQ vs. Non-LGBTQ



89%

'It is important that a company acts ethically'
vs. 88% of non-LGBTQ



56%

'I am more likely to purchase brands that support a cause I care about'
vs. 50% of non-LGBTQ



45%

'A company's environmental record is important to me in my purchasing decisions'
vs. 38% of non-LGBTQ



40%

'I expect the brands I buy to support social causes'
vs. 32% of non-LGBTQ



37%

'I am more likely to buy a brand that is committed to reducing its impact on the environment'
vs. 29% of non-LGBTQ

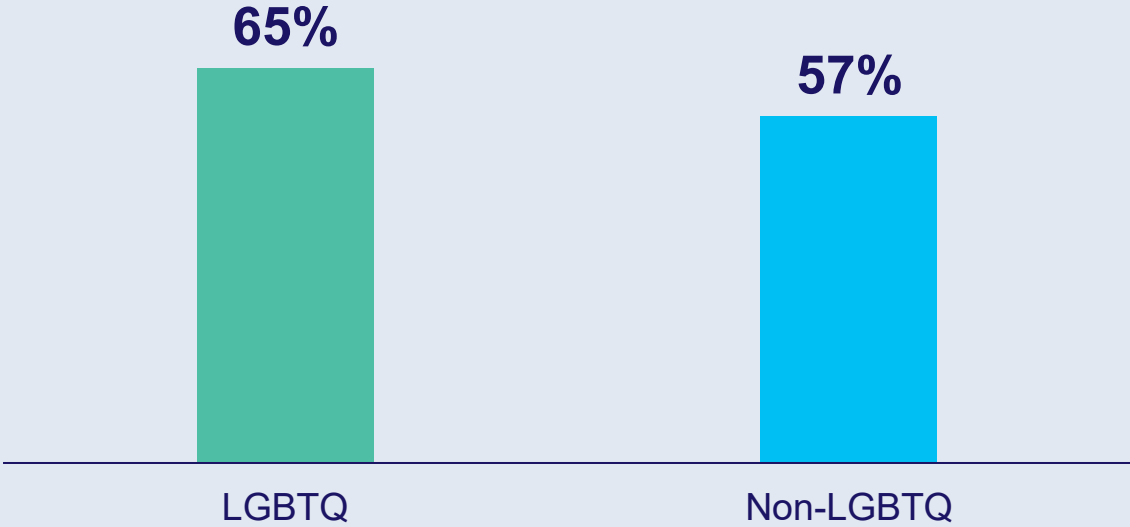
Source: VAB analysis of MRI-Simmons Winter 2026 Study; LGBTQ represents A18+ that identify as LGBTQ & Non-LGBTQ represents A18+ that do not identify as LGBTQ. Base = any agree.

Marketers looking to drive relevance and strengthen brand perception among LGBTQ audiences should prioritize culturally inclusive messaging




'It is important for companies to create advertising that is culturally diverse in order to stay relevant'

% who agree among LGBTQ A18+



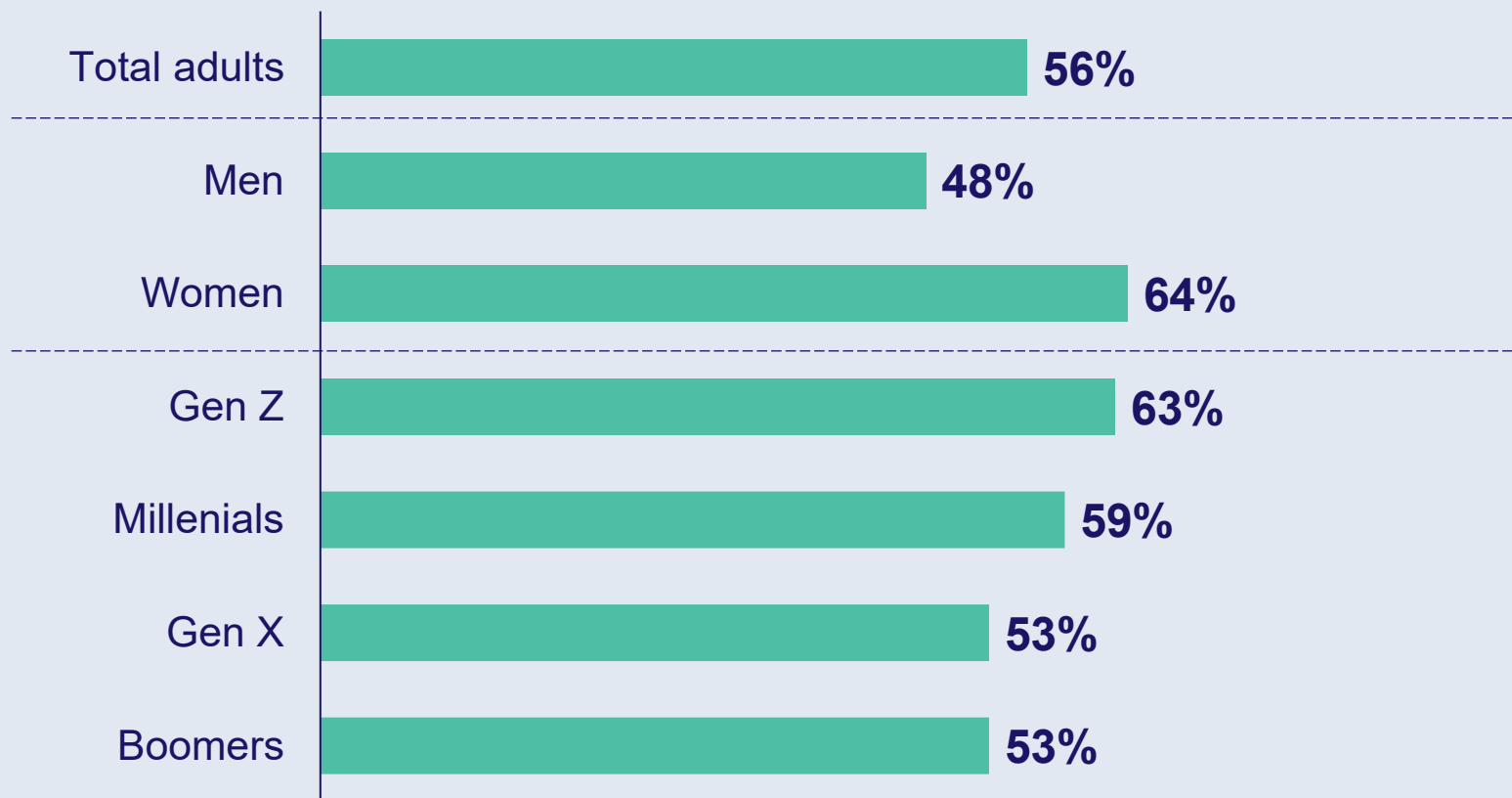
Source: VAB analysis of MRI-Simmons Winter 2026 Study; LGBTQ represents A18+ that identify as LGBTQ. Base = any agree.

Support extends to allies of the LGBTQ community which broadens the audience that considers **year-round inclusivity messaging** in their purchasing decisions



Support for the LGBTQ community is mainstream, especially among women and younger generations, creating more opportunities for inclusive brands

% of respondents who are supportive of the LGBTQ community



Source: MRI-Simmons, *The State of LGBTQ+ Acceptance in America*, 2025. Q. Which of the following best describes your support for the LGBTQ community? Based on respondents who answered, 'very supportive' or 'somewhat supportive.'

Over half of all adults believe companies should support the LGBTQ community year-round, highlighting the importance of sustained messaging

% who agree among all A18+

55%

'I don't mind when brands **promote items specific** to the LGBTQ community'

51%

'Companies / brands should **support the LGBTQ community all year**, not just during gay pride month'

Source: MRI-Simmons, *The State of LGBTQ+ Acceptance in America*, 2025.

Allies of the LGBTQ community spend much more across a variety of major categories compared to non-supporters

LGBTQ Community Supporters: % More Spend by Category vs. Non-Supporters



61%

more is spent on
fragrance



48%

more on fine dining
restaurants



43%

more on health &
beauty aids for women



31%

more on international
vacations

**Over \$73B spent
vs. \$56B from non-supporters**

Source: MRI-Simmons, *The State of LGBTQ+ Acceptance in America*, 2025. Base = Respondents who are very supportive or not at all supportive of the LGBTQ community.

Consumers see the unifying importance of DEI programs which enhances brand perception and influences where they shop

% of respondents that agree

■ LGBTQ

■ Non-LGBTQ

■ A18+



72% / 59% / 60%

‘It’s **crucial** for organizations and educational institutions to **maintain** their **DEI initiatives**’



64% / 52% / 53%

‘I believe **DEI programs bring people together**’



56% / 41% / 42%

‘I **no longer shop** at certain stores because they **removed their formal DEI policies**’

Source: VAB analysis of MRI-Simmons 2026 Q2 Trending Topics Study; LGBTQ represents A18+ that identify as LGBTQ & Non-LGBTQ represents A18+ that do not identify as LGBTQ. Base = any agree.

Key Marketer Takeaways

- ▶ The LGBTQ community continues to expand while skewing younger, with an even split between Gen Z and Millennials, which creates opportunities for brands to drive greater customer lifetime value from this audience
- ▶ This highly influential audience is more likely to purchase from ethical, inclusive and socially aligned brands, reinforcing the importance of consistent and authentic messaging year-round
- ▶ Support for inclusivity extends beyond the LGBTQ community, underscoring the importance of DEI programs and authentic, diverse messaging to drive both relevance and engagement across all audiences

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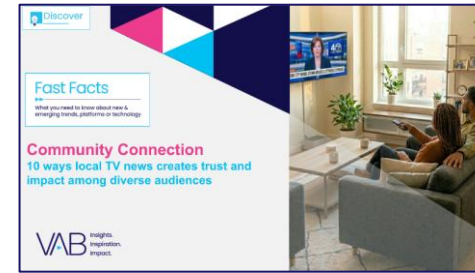
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We are committed to providing marketers with the data and insights they need to develop thoughtful, inclusive campaigns & strategies. To find out more on the unique media consumption behaviors and cultural trends of multicultural consumers, visit the VAB's **DEIB Marketing Resource Center**.



Community Connection
10 ways local TV news creates trust and impact among diverse audiences



Holidays with Heart
How Marketers Can Authentically Connect with Hispanic Shoppers



Why banning Pharma TV ads would disproportionately affect minority groups



Unite, Empower, Reflect, Shop
How TV & Streaming Cultivate Richer Interactions with Black Audiences Than Social Media



What is the market opportunity for the LGBTQ+ community?
(June 2022)



What does authentic representation mean to diverse audiences?

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