



Discover



Marketer FAQs

What is the market opportunity for the LGBTQ+ community?



Insights.
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Impact.



Marketer FAQs

Marketers may find the LGBTQ+ community challenging to understand as research for this self-identifying group can be limited and sometimes age-biased (older generations tend to under-identify).

However, as people from all walks of life and different backgrounds and ethnicities can fall anywhere within the LGBTQ+ spectrum, understanding this segment has become expected for marketers.

By staying on top of the latest trends and figures of the growing LGBTQ+ community, marketers can gain a better understanding on how to effectively engage this audience and the greater sphere of advocates to drive positive brand outcomes.



Although the LGBTQ+ community is sizeable, as a self-identifying group this segment can create a challenge for marketers looking for a definitive population universe

Population sizes of people who identify as LGBTQ+ from different sources

The Hill

20 MM

people identify as LGBTQ+
(~8% of the general population)



HUMAN
RIGHTS
CAMPAIGN

We Are Here: LGBTQ+ Adult Population in United States Reaches At Least 20 Million, According to Human Rights Campaign Foundation Report

Gallup

17.8 MM*

people identify as LGBTQ+
(7.1% of the general population)

ADVOCATE

Gallup: 1 in 5 Gen Z Adults Identifies as LGBTQ+

MRI-Simmons

13.3 MM

people identify as LGBTQ+
(5.3% of the general population)

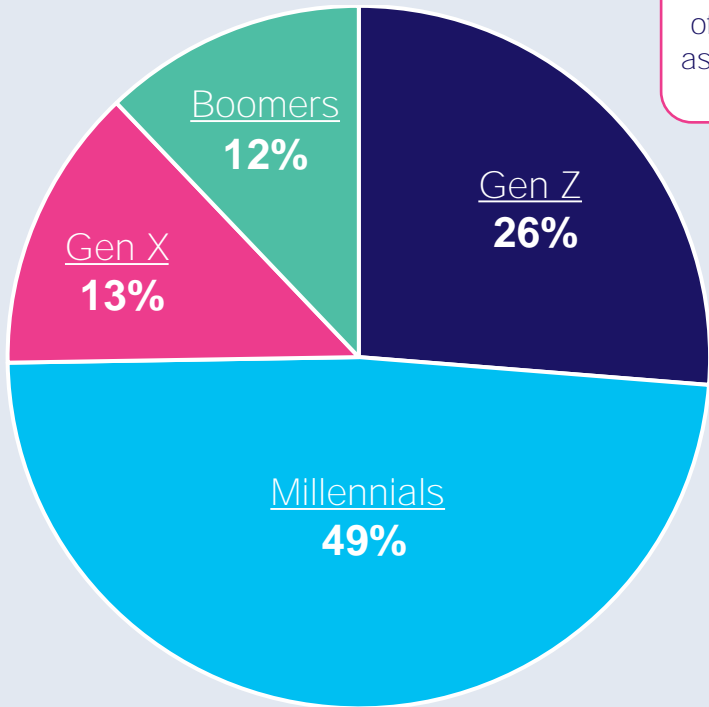


More Americans than ever identify as LGBTQ. Exhibits, archives showcase community's history.

Source: VAB analysis of MRI-Simmons Winter 2022 Study. Gallup: LGBTQ Identification in U.S. Ticks Up to 7.1%, 2/17/2022. The Hill: US LGBTQ+ population hits 20 million, 12/14/2021. * The Hill population size projected from % composition.

Young and diverse audiences are more likely to identify as part of the LGBTQ+ community, therefore brands can foster greater engagement with this segment through inclusivity messaging

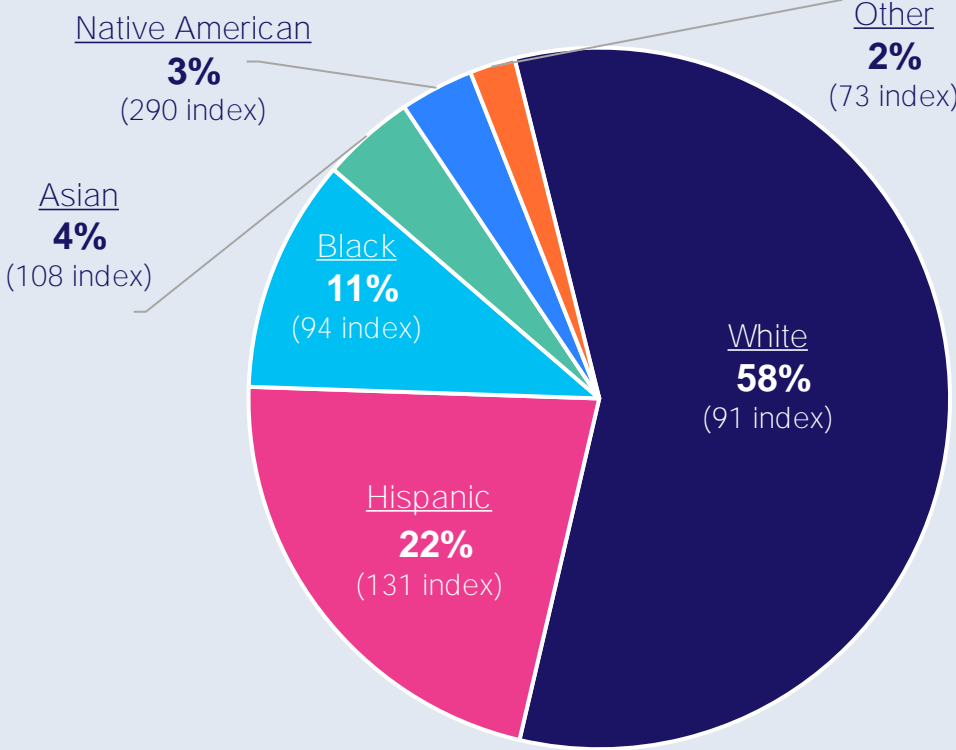
LGBTQ Community by Generation



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

LGBTQ Community by Ethnicity

Index vs. A18+

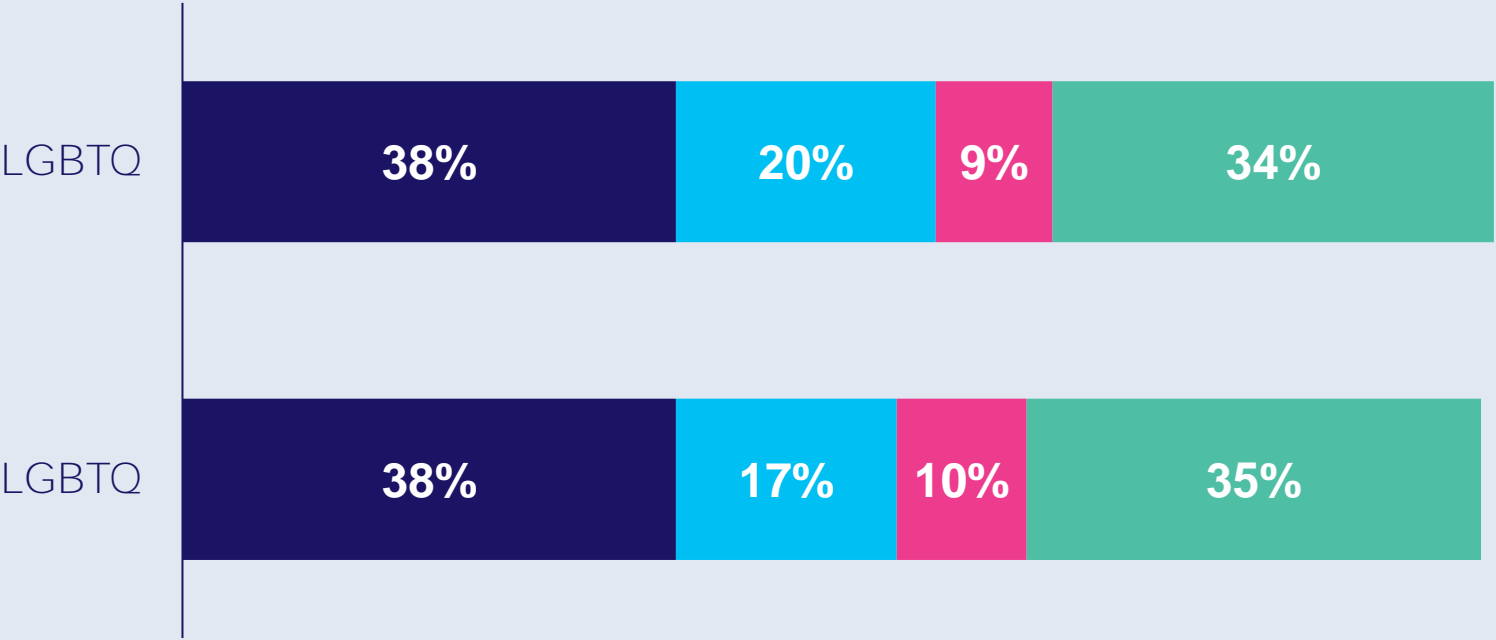


Source: VAB analysis of MRI-Simmons Winter 2022 Study, March 2022: LGBTQ represents P18+ that identify as LGBTQ. Birth ranges for generations: Gen Z = 1997-2010, Millennials = 1977-1996, Gen X = 1965-1976, Boomers = 1946-1964. Native American refers to American Indian or Alaska Native. To derive at 100%, 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+ identifying consumers are similar to non-LGBTQ+ consumers when it comes to their education and income levels

Highest Education Level Completed

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



% of Respondents With \$100k+ HHI

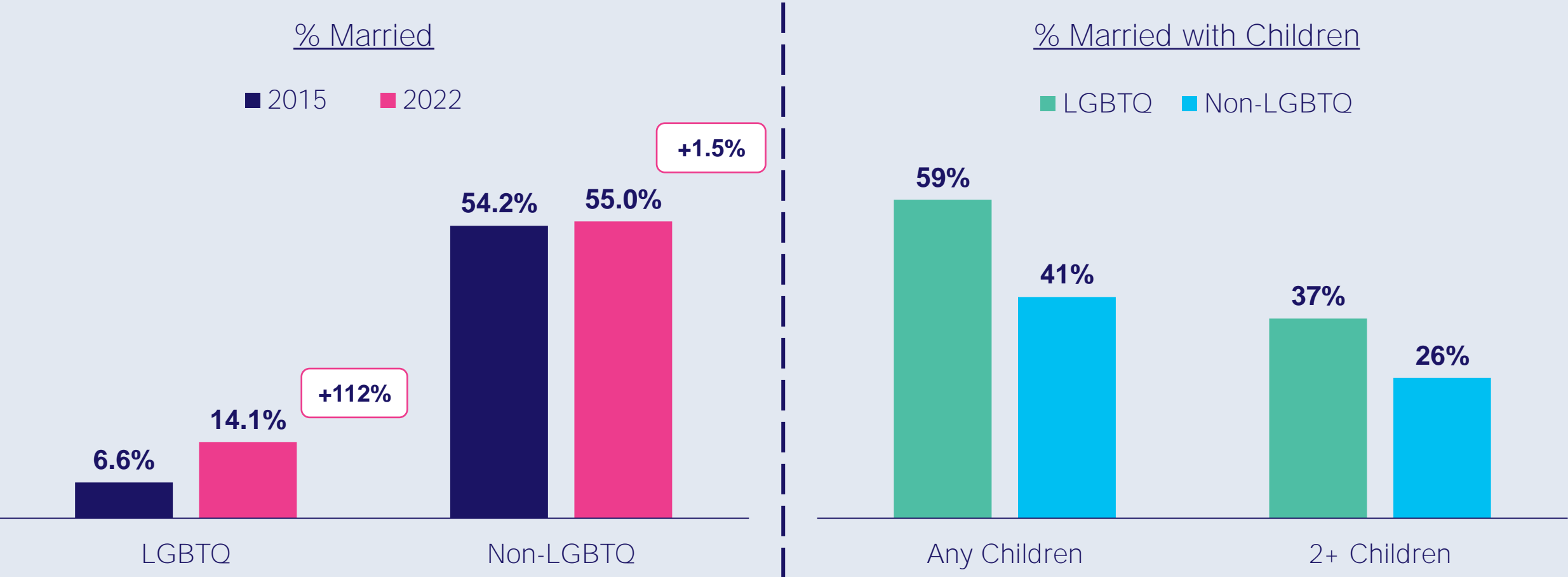
LGBTQ
39%

Non-LGBTQ
41%

Source: VAB analysis of MRI-Simmons Winter 2022 Study; LGBTQ represents P18+ that identify as LGBTQ & Non-LGBTQ represents P18+ that do not identify as LGBTQ.

While marriage rates are flat in the U.S., LGBTQ+ marriage rates are growing and they are more likely to have children than non-LGBTQ+ couples

▶ LGBTQ+ marriages have doubled since 2015 when same-sex marriage was legalized nationwide; this enabled more couples to form their own family units, complete with children, which has strengthened the consumer segment opportunity for marketers among these larger households



Source: VAB analysis of MRI-Simmons Fall 2015 Study & Winter 2022 Study. '% Married with Children' chart based on MRI-Simmons Winter 2022 Study. LGBTQ represents P18+ that identify as LGBTQ & Non-LGBTQ represents P18+ that do not identify as LGBTQ.

The LGBTQ+ community cares passionately for the world around them, supporting and acting for the betterment of society

▶ Their penchant for advocacy makes them good ambassadors for brands they feel connected to

Social Advocacy Attitudes % who agree among LGBTQ P18+



86%

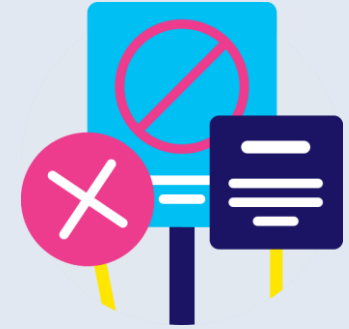
'Working for the **welfare of society** is important* to me'



56%

'I am more likely to **purchase brands that support a cause I care about**'

+13% more likely than non-LGBTQ respondents



45%

'If I feel strongly about an issue, I will **participate in a civil protest**'

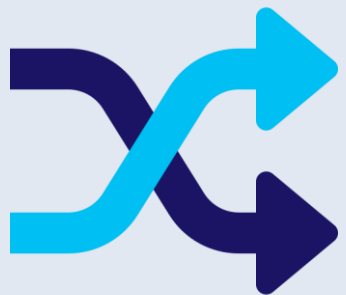
+28% more likely than non-LGBTQ respondents

Source: VAB analysis of MRI-Simmons Winter 2022 Study; LGBTQ represents P18+ that identify as LGBTQ. Base = any agree. *Respondents categorized this statement as 'average importance' or 'very important.'

LGBTQ+ consumers are more likely to be non-conforming trendsetters that try new products and have major influence over their peers

'Influencer' Attitudes

% who agree among LGBTQ P18+



52%

'Following **traditional roles for men and women are not important*** to me'

+44% more likely than non-LGBTQ respondents



32%

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

+24% more likely than non-LGBTQ respondents



27%

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

+23% more likely than non-LGBTQ respondents

Source: VAB analysis of MRI-Simmons Winter 2022 Study; LGBTQ represents P18+ that identify as LGBTQ & Non-LGBTQ represents P18+ that do not identify as LGBTQ. Base = any agree. *Respondents categorized this statement as 'not important.'

With an affinity for the internet and technology, LGBTQ+ consumers are plugged-in; seeking out entertainment, purchases and information online

Digital Attitudes

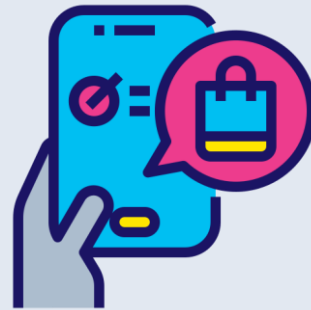
% who agree among LGBTQ P18+



71%

'The internet has become a **primary source of entertainment** for me'

+18% more likely than non-LGBTQ respondents



69%

'I am more likely to **purchase a product online** than in a store'

+11% more likely than non-LGBTQ respondents



56%

'When I **see something interesting on TV**, I often go online to find out more about it'

+18% more likely than non-LGBTQ respondents

Source: VAB analysis of MRI-Simmons Winter 2022 Study; LGBTQ represents P18+ that identify as LGBTQ & Non-LGBTQ represents P18+ that do not identify as LGBTQ. Base = any agree.

Key Implications for Marketers

- ▶ The LGBTQ+ community is sizeable, young and diverse and represents a growing opportunity for marketers especially as marriage rates continue to increase and their households expand.
- ▶ Although it can be a challenge to understand the nuances of a segment based on identity rather than ethnicity, what differentiates them are their qualities as social advocates, non-conformist trendsetters and digital natives.
- ▶ Marketers have an opportunity to better engage with the LGBTQ+ community through their video campaigns, using tactics like audience-based buying and contextual targeting to drive engagement and connect with this audience.

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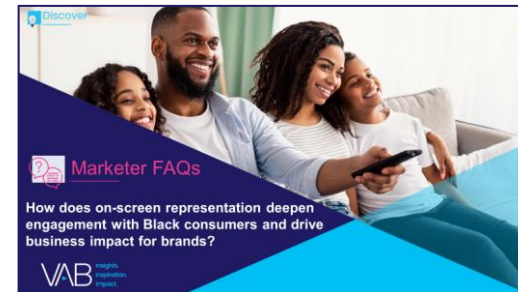
We are committed to providing marketers with the data and insights they need to develop thoughtful, inclusive campaigns & strategies. To find out more on the unique media consumption behaviors and cultural trends of multicultural consumers, visit the VAB's **Multicultural Marketing Resource Center**.



How can I best use video to connect with influential Asian American consumers?



How can my brand leverage the strength of the rising Latina consumer through video?



How does on-screen representation deepen engagement with Black consumers and drive business impact for brands?



What types of content are diverse audiences more likely to stream?

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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

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