

Marketing to LGBTQ+ Communities - US - March 2020

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"This Report focuses on the growing LGBTQ+ population in the United States, and explores the challenges, concerns, and unique experiences of these consumers. By assessing perceptions of LGBTQ+ inclusivity and representation, as well as reactions to Pride marketing efforts, this Report aims to help clients better understand how to effectively engage and appeal to this consumer group."

- Lisa Dubina, Senior Analyst

This report looks at the following areas:

- The diversity and intersectionality of the LGBTQ+ population
- LGBTQ+ acceptance and inclusivity
- Pride marketing and LGBTQ+ representation

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Target audience overview

Figure 1: Estimated adult LGBTQ+ population across the US

Top takeaways

The diversity and intersectionality of the LGBTQ+ population

Figure 2: US LGBTQ+ population by race/ethnicity and socioeconomic factors, 2017

Figure 3: LGBTQ+ community, by sexual orientation and transgender identification, November 2019

LGBTQ+ acceptance and inclusivity

Figure 4: LGBTQ+ community, outlook on LGBTQ+ equality, November 2019

Figure 5: LGBTQ+ community, satisfaction in LGBTQ+ representation – by generation, by marital status, November 2019

Pride marketing and LGBTQ+ representation

Figure 6: LGBTQ+ community, outlook on brands, November 2019

Figure 7: Non-LGBTQ+ outlook on Pride marketing, by gender, by race and ethnicity, November 2019

What this means and what's next

Demonstrating authentic LGBTQ+ support

What You Need to Know

There's a lack of data on the LGBTQ+ population

It's crucial to acknowledge the diversity and intersectionality of the LGBTQ+ community

Concerns and challenges LGBTQ+ adults face

An advantageous audience for media and technology

Target Audience

LGBTQ+ US Population: Growing yet still uncoun

Figure 8: Estimated adult LGBTQ+ population across the US

Younger generations are more comfortable embracing LGBTQ+ identity

Figure 9: Age distribution of US LGBT population, 2017

Social and economic disparity is evident throughout the LGBTQ+ community

Figure 10: Demographic characteristics of US LGBTQ+ population, 2017

The diverse identities included under the LGBTQ+ umbrella

Figure 12: LGBTQ+ community, sexual orientation, November 2019

Figure 13: LGBTQ+ community, transgender identification, November 2019

Non-traditional households of LGBTQ+

Figure 14: LGBTQ+ community, by location, by primary residence, November 2019

Figure 15: LGBTQ+ Community household makeup, November 2019

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Dating challenges for LGBTQ+

Figure 16: LGBTQ+ Community marital status, November 2019

Financial concerns and spending among LGBTQ+

Figure 17: LGBTQ+ community financial outlook, November 2019

Figure 18: LGBTQ+ community spending habits – leisure and entertainment, November 2019

In their own words: What LGBTQ+ Pride represents

The Consumer – What You Need to Know

LGBTQ+ acceptance and support has progressed but can still improve

Rainbow-washing has LGBTQ+ consumers questioning brands' genuineness

LGBTQ+ representation in media still falls short of expectations

Perceptions of LGBTQ+ Equality and Inclusion

Equality has advanced but there's still room to improve

Figure 19: LGBTQ+ community, outlook on LGBTQ+ equality, November 2019

Fewer than half LGBTQ+ adults feel included in their local community

Figure 20: LGBTQ+ community, satisfaction in LGBTQ+ representation – by age, by marital status, by location, November 2019

Influencer Spotlight: Dwayne Wade

Figure 21: Dwayne Wade and family publicly introduce and support transgender daughter, Zaya | February 2020

There is higher satisfaction with workplace inclusivity, but is still lower for those younger and unmarried

Figure 22: LGBTQ+ community, satisfaction in LGBTQ+ representation – by age, by marital status, November 2019

Brand Spotlight: T-Mobile

Figure 23: T-Mobile #beyou promise | November 2019

Brand Spotlight: Intuit

Figure 24: Intuit hosts its inaugural workplace Trans Summit | February 2020

Pride Marketing and Brand Representation

Pride marketing or rainbow-washing?

Figure 25: Kind's limited-edition Pride Month bar

Figure 26: LGBTQ+ community, outlook on brands, November 2019

Figure 27: LGBTQ+ community, brand expectations, November 2019

The non-LGBTQ+ population's outlook on Pride marketing

Figure 28: Non-LGBTQ+ outlook on Pride marketing, by gender, by ethnicity and Hispanic origin, November 2019

In their own words: Advice to brands on LGBTQ+ inclusivity

Brand Spotlight: Absolut Vodka

Figure 29: Absolut Vodka celebrates bisexual visibility day, September 2019

Gen Z and unmarried LGBTQ+ adults are less satisfied with brands' representation

Figure 30: LGBTQ+ community, satisfaction in LGBTQ+ representation – by age and marital status, November 2019

Perceptions of LGBTQ+ Representation in Media

LGBTQ+ character representation is advancing, but still lacking

Figure 31: LGBTQ+ community, outlook on media, by transgender identification, November 2019

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Non-LGBTQ+ adults are viewing inclusive media too

Figure 32: Non-LGBTQ+ outlook on inclusive media, by gender, by age, and by political affiliation, November 2019

Streaming services beat out traditional TV on representation

Figure 33: LGBTQ+ community, satisfaction in LGBTQ+ representation – by age and marital status, November 2019

Figure 34: Netflix's farewell to socially inclusive series, BoJack Horseman, February 2020

News media consumption

Figure 35: LGBTQ+ community, media sources, November 2019

Figure 36: LGBTQ+ community, satisfaction in LGBTQ+ representation – news media, November 2019

Mintel Trends Drivers: Identity

What's Happening Now

LGBTQ+ politicians demonstrate the rise in acceptance – and the prejudice that still exists

LGBTQ+ celebrities and influencers driving awareness and acceptance further

Figure 37: Billy Porter challenging traditional definitions of masculinity, March 2019

Figure 38: Johnathan Van Ness shares his story in hopes of ending homophobia and HIV stigma

Figure 39: NikkieTutorial's coming out video, January 2020

Brands empowering consumers to embrace their true identity

Starbucks welcoming all and encouraging transgender visibility

Figure 40: Starbucks UK's #whatsyourname campaign

BMO Harris modernizing financial services for a non-binary world

Figure 41: BMO Harris Bank's True Name initiative

What's Happening Next

Public policy catching up to expansive self-identification

Ways brands can support the LGBTQ+ community into the future

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

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