

# Marketing to LGBTQ+ Communities - US - January 2021

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## This report looks at the following areas:

- The impact of the COVID-19 pandemic on LGBTQ+ communities.
- An overview of the LGBTQ+ population in the US and ways in which they identify.
- The source and importance of community and social connections among LGBTQ+ adults.
- LGBTQ+ Americans' perceptions of and overall comfort within the greater LGBTQ+ community.

Although still uncounted officially by the US government, the LGBTQ+ population is a prominent segment of the US population, estimated to include around 11.3 million Americans. The LGBTQ+ community in the US is a diverse and variable group that has been uniquely affected by the COVID-19 pandemic and the other national events of this past year. Brands looking to market to LGBTQ+ communities must understand the distinct socioeconomic situations of the population, the widespread impact the COVID-19 pandemic has had on both their physical and mental wellbeing, and the unique role that social community can play in these individuals' lives.



“Following a traumatic year marked by a global pandemic, economic struggle and political divisiveness, the LGBTQ+ population is in a unique and unsteady position entering 2021.”

– Lisa Dubina, Senior Culture and Identity Analyst

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- **Using “queer” as a self-descriptor is a personal choice that not all LGBTQ+ adults are comfortable with**

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- **LGBTQ+ Americans are emotionally and physically more vulnerable to COVID-19 and its effects**

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