

Understanding LGBTQ+ Communities - US - 2022

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This report looks at the following areas:

- The current estimated size and demographic makeup of the LGBTQ+ population
- LGBTQ+ Americans' outlook on their own identity and the influence of the wider LGBTQ+ community
- Consumer spend and financial wellbeing among LGBTQ+ consumers versus the total population
- LGBTQ+ consumers' attitudes towards brands' marketing, representation, and allyship

The LGBTQ+ population in the US continues to grow in size and prominence due to growing societal awareness, understanding and acceptance. Although many brands have begun to include or specifically target LGBTQ+ consumers in their marketing efforts, the majority of LGBTQ+ Americans feel brands are missing the mark. Brands looking to appeal to LGBTQ+ communities must invest in understanding the nuanced and multifaceted nature of LGBTQ+ identities and experiences.



“As more Americans identify as LGBTQ+ due to widespread awareness and acceptance, brands must invest in growing their knowledge and understanding of this population and its sub-communities. Today many LGBTQ+ marketing efforts are considered pandering, misrepresentative or hypocritical.”

– Lisa Dubina, Associate Director | Culture and Identity

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