

Understanding LGBTQ+ Communities - US - 2023

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This report looks at the following areas:

- The way in which LGBTQ+ consumers describe, label and consider their sexuality and gender identity
- The current state of LGBTQ+ rights in the US and the recent spike in anti-LGBTQ+ sentiment
- The impact inflation and the current cost of living crisis is having on the LGBTQ+ population compared to the total population
- LGBTQ+ communities' need and expectations for brand allies' advocacy and support

There has been an undeniable spike in anti-LGBTQ+ sentiment across the US in recent years. Although the political and legislative attacks on LGBTQ+ people seem to be orchestrated by a vocal political minority, this anti-LGBTQ+ rhetoric normalizes bigotry and threatens the everyday safety of LGBTQ+ people. LGBTQ+ communities are feeling the impact of these attacks and fear what the future could hold for LGBTQ+ rights and acceptance. Brands that utilize their power and influence to advocate for LGBTQ+ communities can earn the respect and loyalty of not just LGBTQ+ consumers but also the growing portion of the population with LGBTQ+ loved ones.



“As LGBTQ+ communities contend with financial uncertainty, strained mental wellbeing and mounting legislative attacks, consumers need more than simply inclusivity exercises from brand allies. LGBTQ+ people and their loved ones fear for the future of LGBTQ+ acceptance and rights in the US.”

– Lisa Dubina, Associate Director | Culture & Identity

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