

ALL THE COLORS OF THE RAINBOW

Understanding the LGBTQ+ COMMUNITY

LGBTQ+ SPENDING POWER

\$1 TRILLION

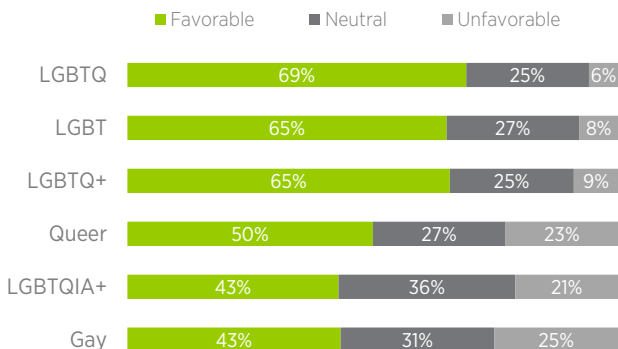
2018

expected to increase as Millennials enter prime earning years + Gen Z moves into workforce



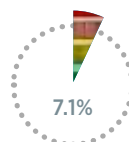
HOW THEY IDENTIFY

HOW SHOULD WE REFER TO THE COMMUNITY?



CMI's 15th Annual LGBTQ Community Survey

ADULTS IN THE U.S. SELF-IDENTIFY AS LGBTQ+



2x

Number of people who self-identify as LGBTQ+ now vs. 2012

U.S. LGBTQ+ POPULATION IDENTIFYING AS BISEXUAL



1 IN 5 GEN Z ADULTS CONSIDER THEMSELVES LGBT



WHAT DOES THIS MEAN FOR RESEARCHERS AND BRANDS?

1

The LGBTQ+ community is constantly evolving + growing

2

Respecting people's identities + language is especially important for the LGBTQ+ community

3

The LGBTQ+ community is diverse with a rich history, and there's a lot more to know!



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