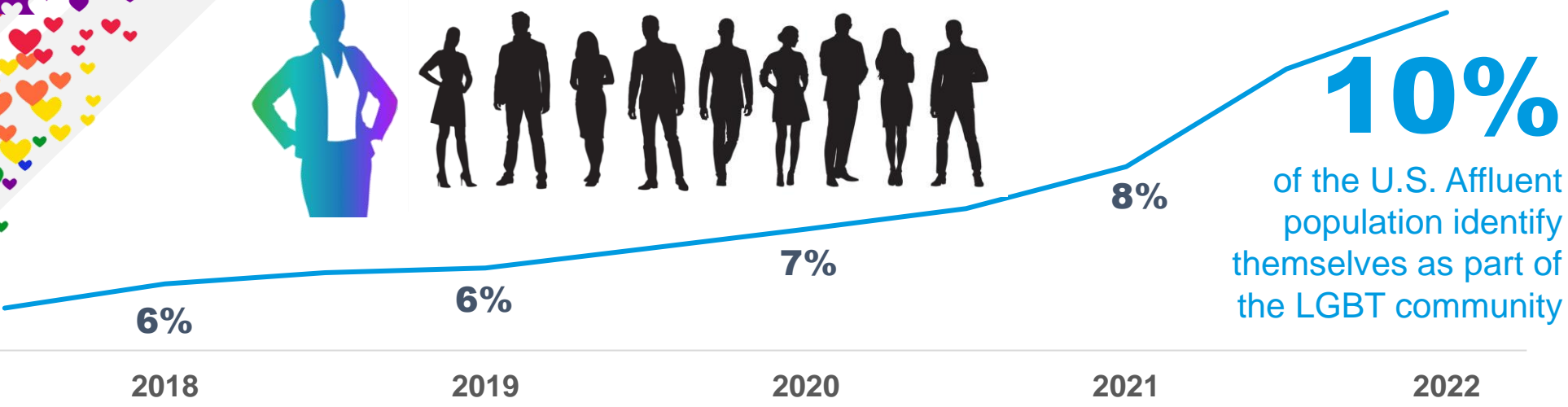
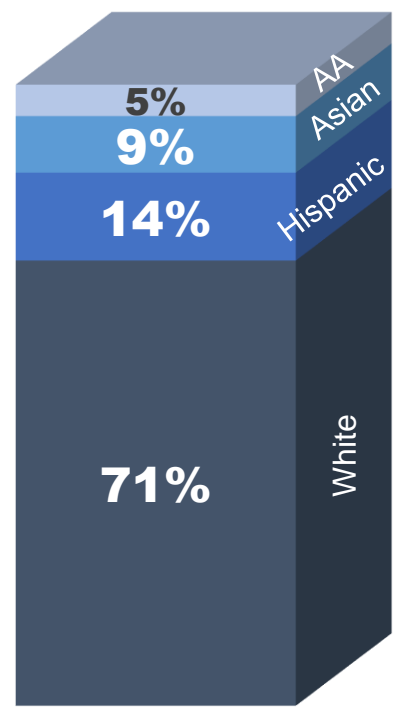
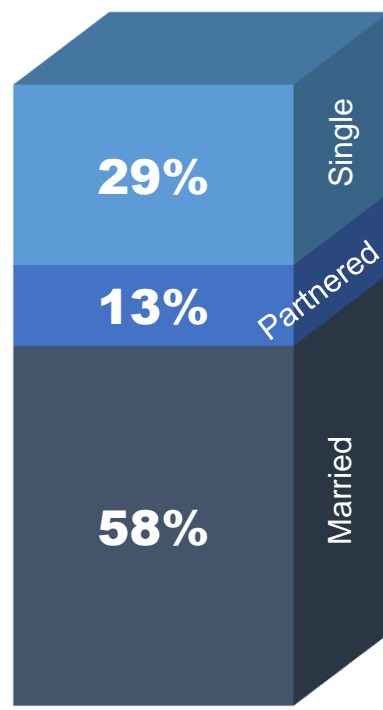
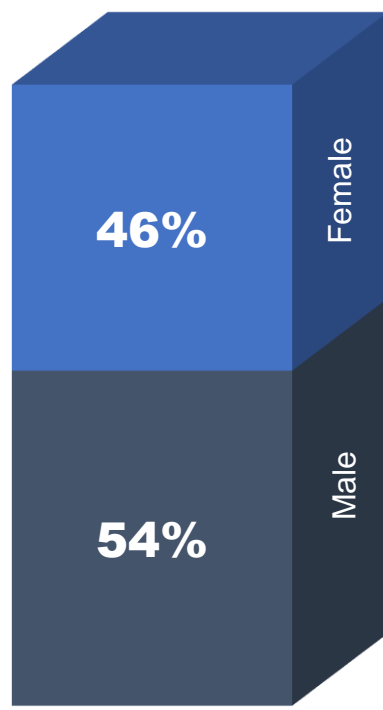
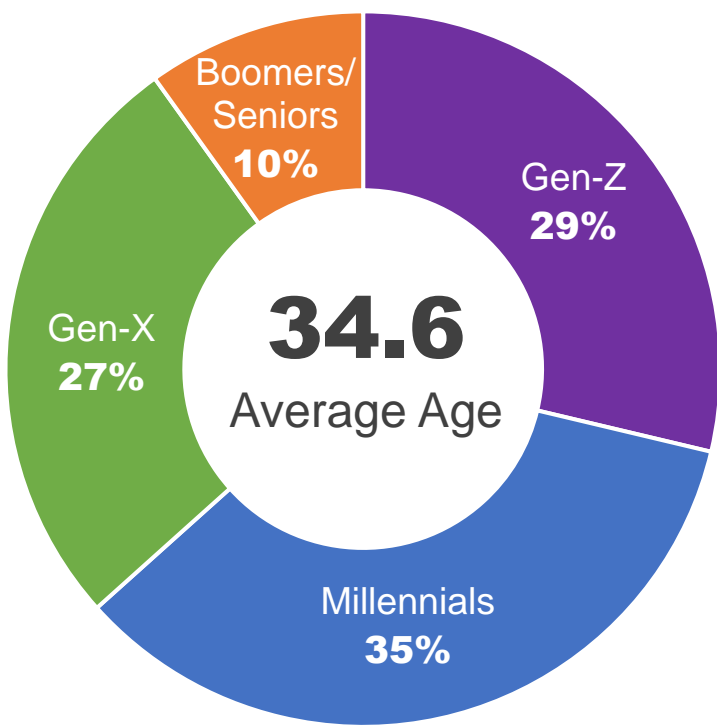


PROFILE OF THE LGBT AFFLUENT CONSUMER



Young (64% Gen-Z/Millennials) with strong representation in life-stage & ethnicities



Gender

Marital Status

Ethnicity/Race

Wealthy, stylish, community-focused opinion leaders who are willing spenders



75% rather buy from a *company* that *supports my community* even if it's more expensive

75% willing to pay more for *eco-friendly* products

68% are *opinion leaders*

65% looking *stylish* is important

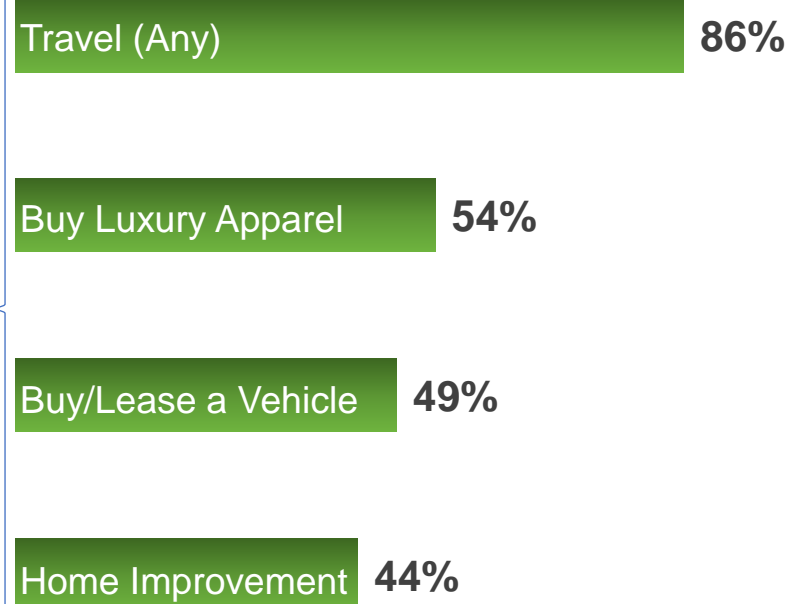
40% lives *paycheck to paycheck*



\$881 Billion

Annual LGBT HH Expenditure

Plans in next 12 Months



\$207K Avg. Personal Income
+69% Avg. Spend vs. Total Affluents

Celebrate Pride Month with a focus on the LGBT Affluent consumer!

Stylish, young, environmentally-conscious and community-driven - these opinion leaders with high income have strong spending power but many live paycheck to paycheck. Understanding their habits/mindset is critical when marketing and reaching this rapidly growing Affluent group.