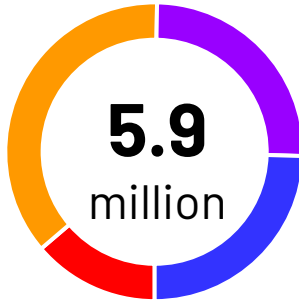


Pride and Profit – Celebrating Diversity and Recognizing the Economic Contribution of Affluent LGBT+ Americans

Almost **6 million Affluent** adults in the U.S. identify as **Lesbian, Gay, or Bisexual**. All told, they spend a combined **\$920 billion annually** – a significant portion of virtually every marketers’ sales.



■ Lesbians ■ Bisexual Women ■ Gay Men ■ Bisexual Men

Pride is more than 30 days in June. If marketers want to establish long-lasting meaningful relationships with LGBT+ consumers, they should make their support known year-round.

Financially Sound
With a **median household income of \$194K**, Affluent LGB has the means to support their active lifestyle

Watchful Consumers
3 in 5 rather buy from companies that actively **support their community**, even if it's more expensive

Stylish
More than half say they have an excellent sense of style and that **looking stylish is important** to them. **\$51 billion** spent on apparel last year

Focused on Excellence
3 in 4 say owning good quality things brings them enjoyment and that **good value is more important than price**

Outward Bound
More than half plan to take a trip or vacation outside the U.S. in the next year. (**Annual spending on travel = \$70 billion**)

Influencers
2 in 3 are **early adopters**, spreading the word about products they've tried during the **25 hours/week** they spend on **social media**

Growing
18% of Affluent Gen Zs identify as Lesbian, Gay, or Bisexual – **3x greater than older generations**

Potent Voting Bloc
87% make sure to know where candidates stand on important issues and **82%** make sure to **vote in every election**



Source: Ipsos Affluent Survey Spring 2024 HHI \$125K+. Among Affluent Lesbian, Gay, or Bisexual respondents. © 2024 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos