



EXPRESSIONS OF PRIDE

Self-Expression in the LGBTQ+ Community



We asked LGBTQ+ individuals what self-expression means to them:



Defying the constraints of society to **LIVE YOUR TRUTH.**

EXPRESSING WHO I AM through words, actions, dress, and so forth.

Using fashion, words, art, values, beliefs, and personality to **SHOW THE WORLD** around you who you are as an individual.

Having autonomy to **SHOW WITH PRIDE** one's creativity, interests, personality, sexuality... often it relates to being artistic.

Showing the world the **INNER YOU** on the outside.

To be yourself and **BE FREE.**

Connecting the dots on self-expression in the LGBTQ+ community



The LGBTQ+ community is young, diverse and important to understand.

With Gen Z & Millennials making up over half of the LGBTQ+ community, the size and buying power of this group is expected to grow significantly in the coming years. This makes them an important segment of consumers for brands to understand and connect with.

Putting in the work now will set up brands for future success with the LGBTQ+ community.

Self-expression is paramount for LGBTQ+ individuals.

For members of the LGBTQ+ community, self-expression is often more about inward reflection than it is outward appearances. Within the community, there is a strong preference for arts-based expression methods like music and writing over apparel or beauty routines.

Brands that offer creative ways to express individuality through the arts will resonate more with LGBTQ+ consumers.

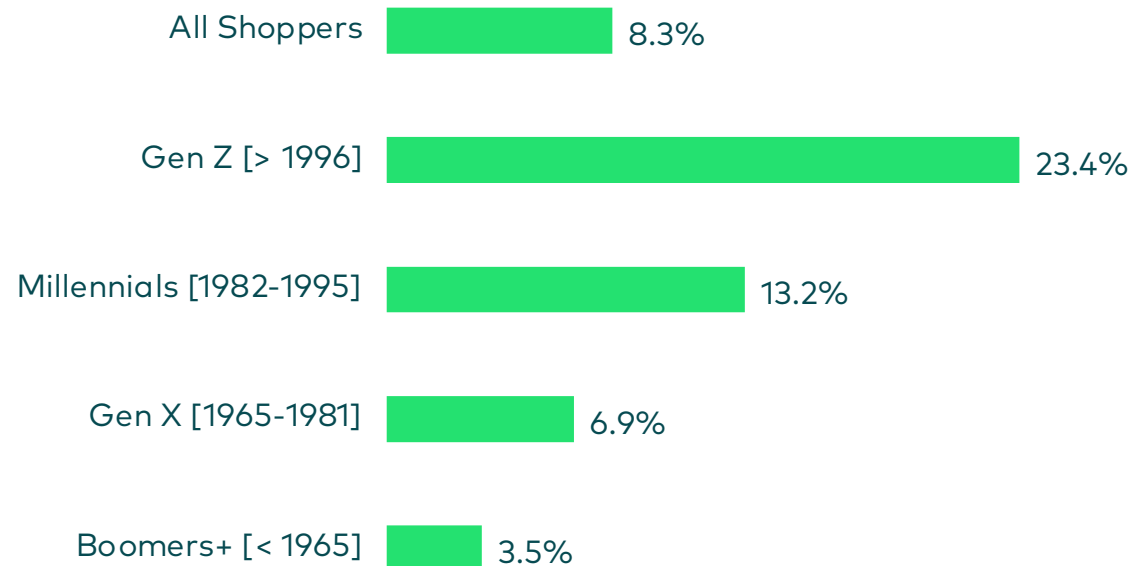
Social media & influencer strategies are key for connecting.

Not only is social media an outlet for expression in the LGBTQ+ community, but it's also a place to find new brands and trends. LGBTQ+ individuals spend more time on a variety of social media platforms and are also highly engaged with social media influencers. Using these platforms and **partnering with trusted influencers is a great way for brands to connect with the LGBTQ+ community.**

The LGBTQ+ community in the United States is young & diverse.

In the United States, 8.3% of shoppers identify as LGBTQ+, though this number rises significantly among Gen Z and Millennials. These younger shoppers make up over half (57%) of the LGBTQ+ community, while accounting for less than a third (32%) of the US Population. While they tend to have lower incomes, given the overall youth of the group, spending power is expected to grow over time.

PERCENT OF GENERATION IDENTIFYING AS LGBTQ+*



LGBTQ+ SHOPPER PROFILE

Index vs. Non-LGBTQ+*



Urban

47% | 150



Black, Hispanic or Asian

39% | 130



Low Income (<\$40k)

34% | 137



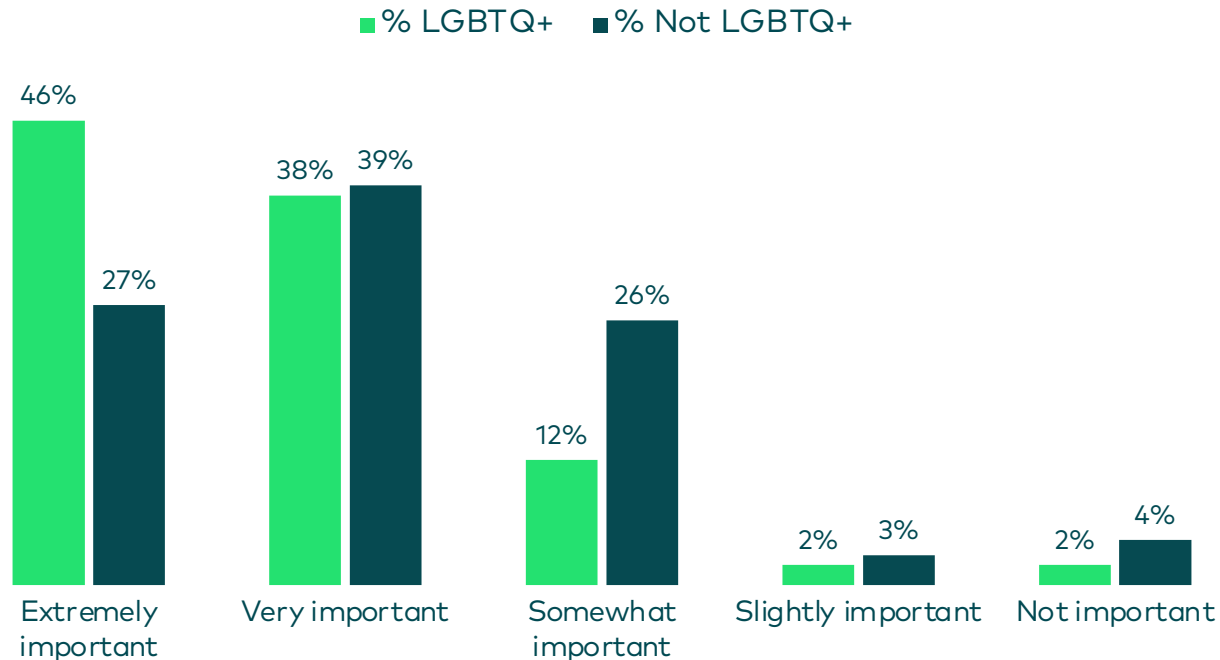
Costal (New England or Pacific)

25% | 133

Self-expression is highly important to LGBTQ+ individuals.

Close to half of LGBTQ+ shoppers say self-expression is extremely important to them, two times higher than non-LGBTQ+ individuals. They describe self-expression as a way to show their true selves to the world.

IMPORTANCE OF SELF-EXPRESSION



WHAT DOES SELF-EXPRESSION MEAN TO YOU?

"Do whatever makes you you. Wear your hair how you want, wear the clothes you want. Don't be afraid to be the real you."

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"Displaying on the outside how I feel on the inside."

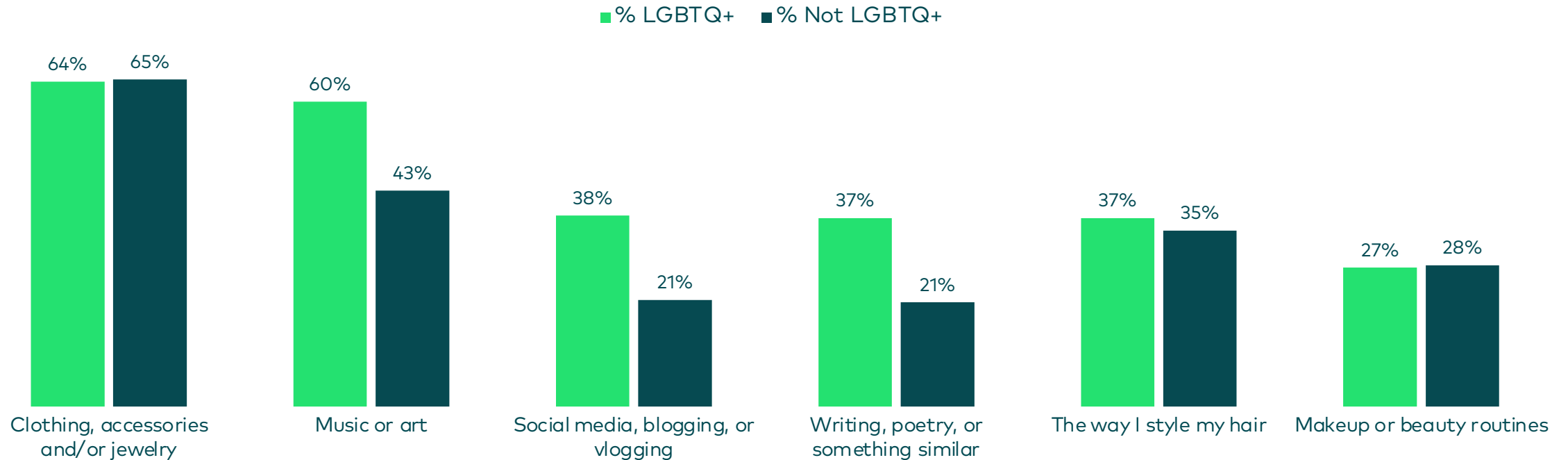
"Being yourself without holding back and getting to show the world who you really are."

"Outwardly expressing yourself to the world."

LGBTQ+ individuals are more likely to express themselves through the arts.

While clothing, accessories and jewelry are universal methods of self-expression, music, art, and writing resonate much more among those in the LGBTQ+ community. These individuals are also more likely to utilize social media, emphasizing the importance of amplifying LGBTQ+ voices.

METHODS OF SELF-EXPRESSION



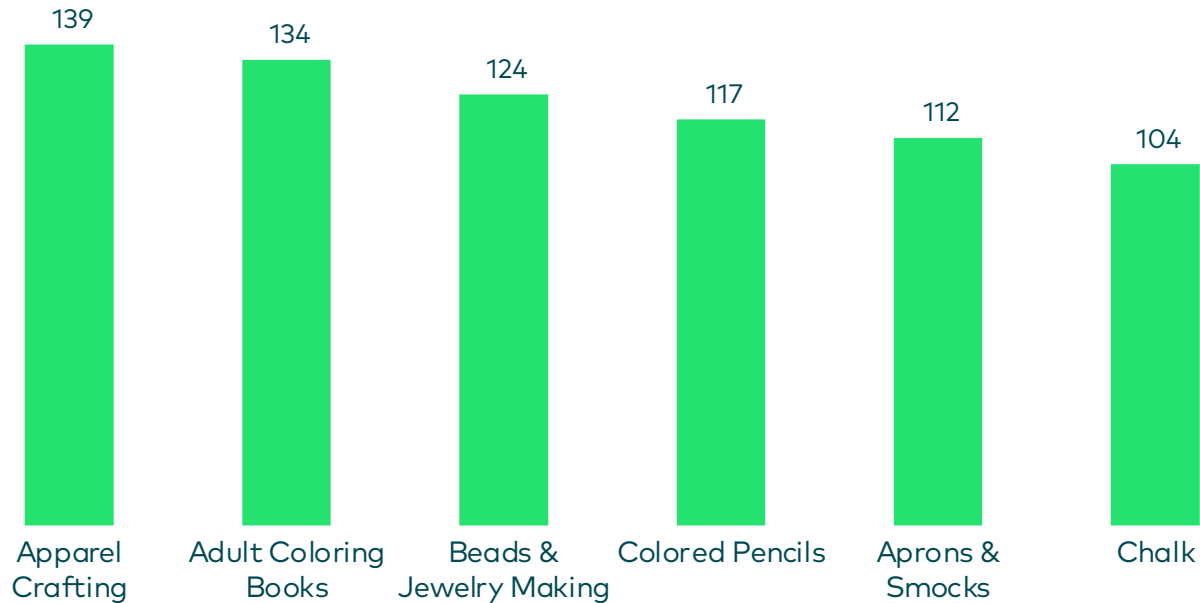
Numerator Instant Survey 6/2/22 – n=204 LGBTQ+ shoppers & n=204 Non-LGBTQ+ shoppers
What are your favorite methods of self-expression?

LGBTQ+ shoppers' passion for the arts is reflected in their purchases...

These individuals spend more on a variety of arts & crafts categories, including adult coloring books, colored pencils, and jewelry or apparel making supplies. They're also significantly more likely to have creativity-based hobbies and passions.

ART CATEGORY BUYING

LGBTQ+ buy rate index vs. Non-LGBTQ+



HOBBIES & PASSIONS

Index vs. Non-LGBTQ+



Writing / Blogging
8% | 212



Painting / Drawing
15% | 171



Photography / Video
16% | 156



Playing a Musical Instrument
7% | 146

...while less emphasis on "traditional" outward expression is reflected as well.

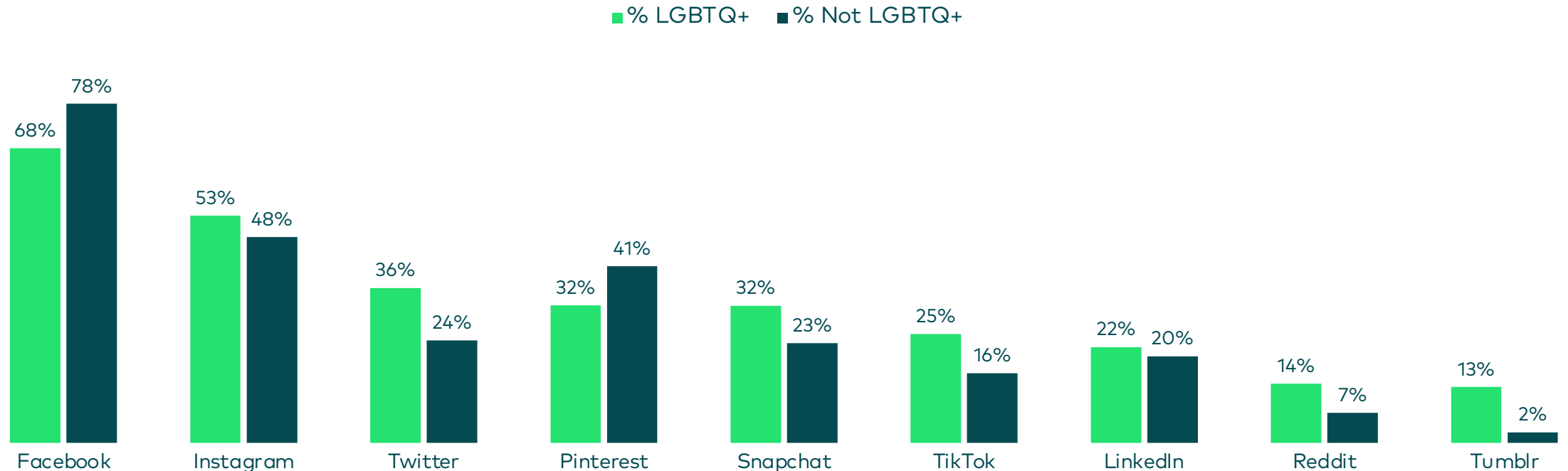
LGBTQ+ individuals spend less overall in the makeup category and put less emphasis on everyday beauty routines. This holds true across genders, with over half of LGBTQ+ men, women, and non-binary individuals saying they rarely or never wear makeup.

ANNUAL MAKEUP BUY RATE	Gay or Bisexual Women Index vs. heterosexual women \$97 94	Non-Binary Individuals Index vs. non-LGBTQ+ \$88 90	Gay or Bisexual Men Index vs. heterosexual men \$55 80
INFREQUENT MAKEUP USERS % who say they wear <1-2x weekly or never	Gay or Bisexual Women Index vs. heterosexual women 51% 125	Non-Binary Individuals Index vs. non-LGBTQ+ 66% 135	Gay or Bisexual Men Index vs. heterosexual men 85% 106

Social media allows LGBTQ+ consumers to express themselves visually.

Snapchat and TikTok are popular platforms for LGBTQ+ consumers and reflect the preference for visual expression, while Tumblr, Reddit and Twitter allow for additional written expression. Engaging on these platforms is important for brands looking to connect with LGBTQ+ consumers.

SOCIAL MEDIA PLATFORMS USED

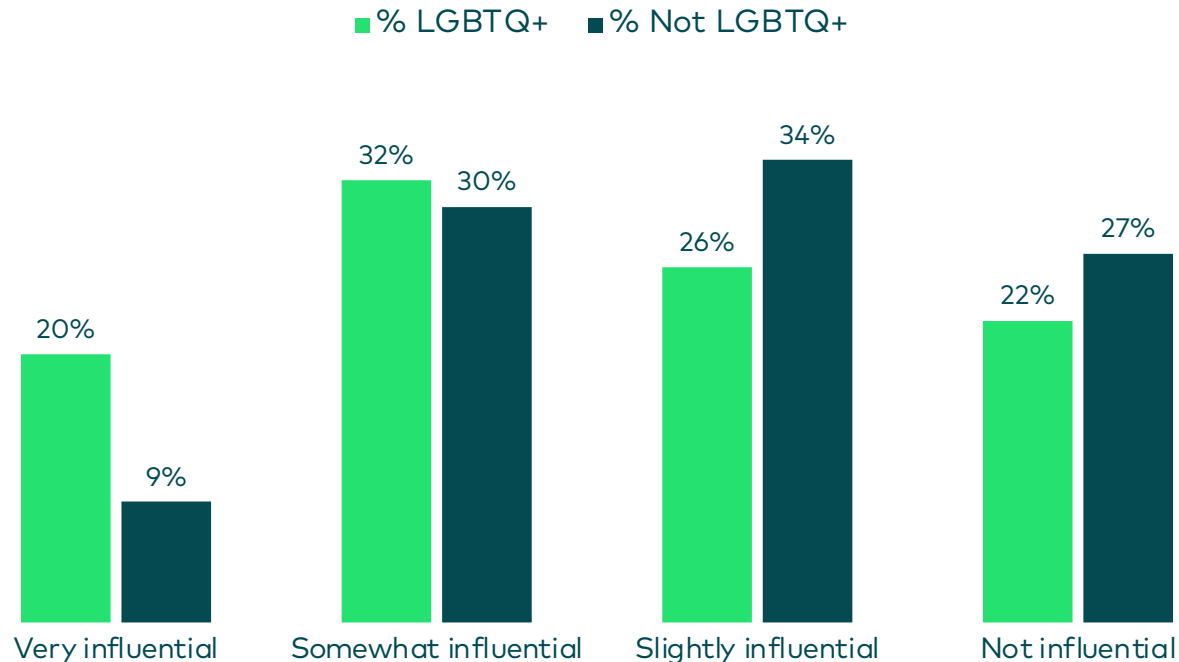


Numerator Instant Survey 6/2/22 – n=204 LGBTQ+ shoppers & n=204 Non-LGBTQ+ shoppers
Do you use any of the following social media sites?

LGBTQ+ individuals are more likely to be inspired by brands & influencers.

They are twice as likely to say brands or public figures are very influential to the way they express themselves compared to non-LGBTQ+ individuals. Public figures who break the mold like Madonna, Lady Gaga and certain social media influencers were cited by many as sources of inspiration.

BRAND / PUBLIC FIGURE INFLUENCE



SOURCES OF INSPIRATION

"Prince was a big inspiration to me growing up, along with Nirvana, Lady Gaga, Madonna... I could list 100 or more people, bands, artists, writers, poets., etc. That have had a big influence on my self-expression."

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"Lady Gaga is definitely my inspiration for self-expression and has taught me to be unique."

"Plus size model Tess Holiday!"

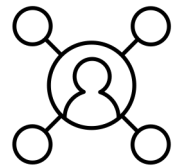
"There are literally so many people that I follow on the Internet and that I think are very cool and then they help me decide what I'm going to buy..."

LGBTQ+ consumers blur the line between shopping and social media.

In addition to using social media as a means of self-expression, LGBTQ+ consumers leverage it to make decisions on the products they purchase. They're also significantly more likely to follow celebrities & influencers and to trust their recommendations. This– in combination with the inspiration LGBTQ+ consumers draw from public figures– makes social media & influencer strategies a key opportunity for brands.

SOCIAL MEDIA USES

Index vs. Non-LGBTQ+



Follow internet personalities & influencers

21% | 163



Product reviews & ratings

14% | 148



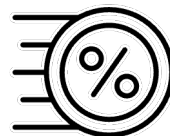
Find new products & services

25% | 114



Follow celebrities

19% | 183



Exclusive offers

23% | 123



Make purchases

21% | 114



Take pride in knowing your consumers.

Interested in learning more about LGBTQ+ consumers or any other group? Numerator has what you need for the deepest, most comprehensive understanding of consumers with 2500+ demographic, psychographic and premium segmentation attributes available.

Reach out to us at hello@numerator.com or visit our website for the latest research.

