LGBTQ+ consumers: Intersections and inroads

Diverse voices

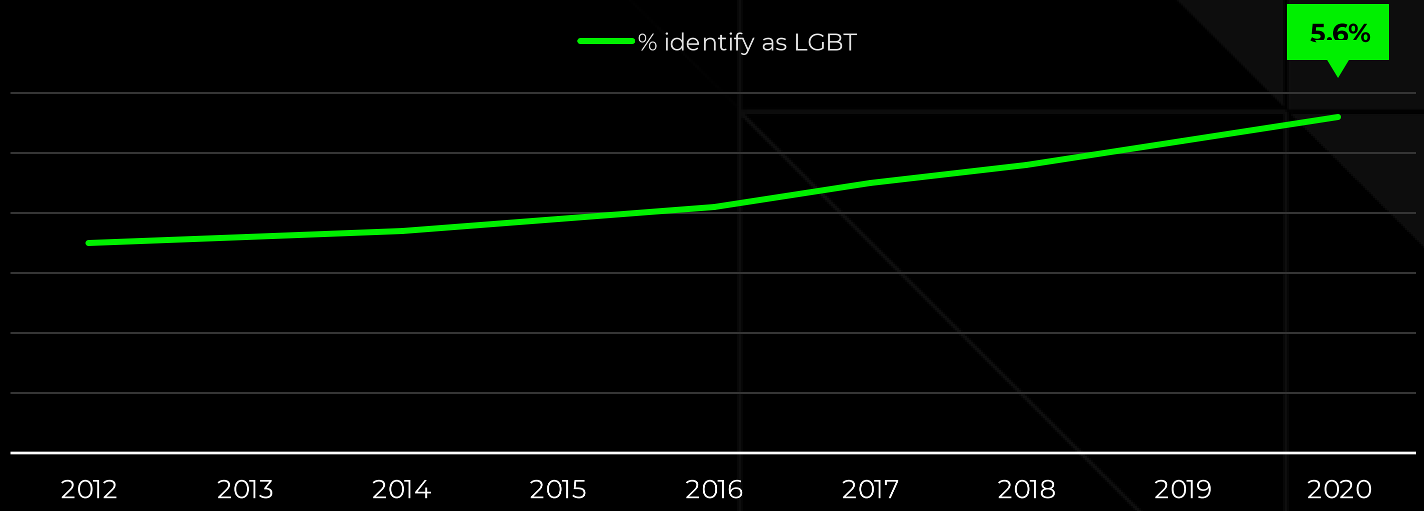
NielsenIQ

Self-identification as LGBT is growing in US

Roughly 11M US adults identify as lesbian, gay, bisexual or transgender

Americans' self-identification as LGBT

Which of the following do you consider yourself to be? You can select as many as apply: straight or heterosexual; lesbian; gay; bisexual; transgender.



+4.5% from 2017

2012-2017 wording: Do you, personally, identify as lesbian, gay or transgender?
Gallup

Differing sexual orientations make up the group

More than half of LGBT+ adults identify as bisexual

Americans' self-identified as sexual orientation

Which of the following do you consider yourself to be? You can select as many as apply: straight or heterosexual; lesbian; gay; bisexual; transgender.

	Among LGBT U.S. adults	Among all U.S. adults
	%	%
Lesbian	11.7	0.7
Gay	24.5	1.4
Bisexual	54.6	3.1
Transgender	11.3	0.6
Other (e.g., queer, same-gender-loving)	3.3	0.2

Percentages total more than 100% because respondents may choose more than one category.
Gallup, 2020

LGBT people are young and dynamic

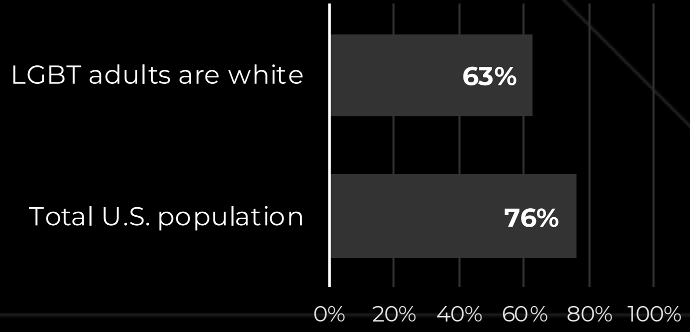
Younger generations are more likely to consider themselves to be something other than heterosexual

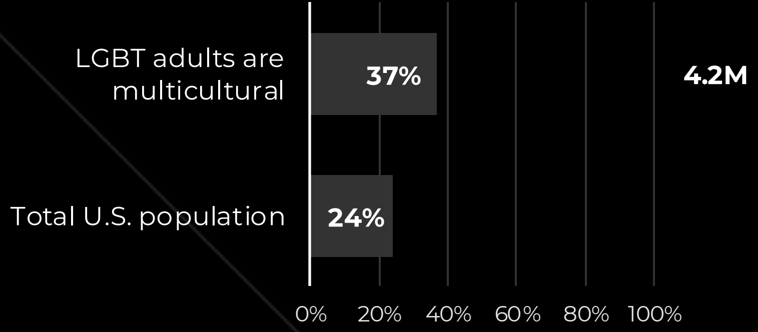
Americans' self-identification as LGBT, by generation

	LGBT	Straight /heterosexual	No opinion
	%	%	%
Generation Z (born 1997–2002)	15.9	78.9	5.2
Millennials (born 1981-1996)	9.1	82.7	8.1
Generation X (born 1965-1980)	3.8	88.6	7.6
Baby boomers (born 1946-1964)	2.0	91.1	6.9
Traditionalists (born before 1946)	1.3	89.9	8.9

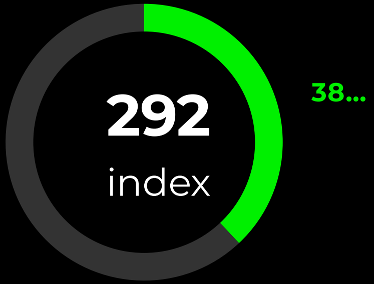
Gallup, 2020

And are showing intersectionalities with multiculturalism

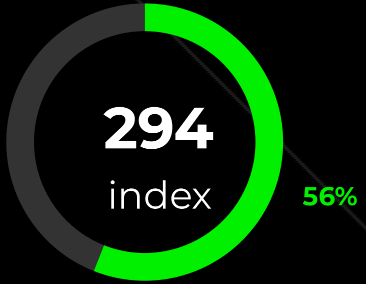




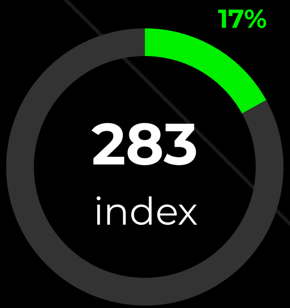
Additionally, each group over indexes within their race.



1.2M LBGT adults are Black (38% compared to 13% of population)



2.3M LGBT adults are Latinx (56% compared to 19% of US population)



0.7M LGBT adults are AAPI (17% compared to 6% of population)

But 'diversity' does not mean 'different than'

- They are a part of every community throughout the US and diverse in terms of personal characteristics, socioeconomic outcomes, health status, and lived experiences.
- In many ways they are very similar to their non-LBGT counterparts.

Demographics based on Indices	Total LGBTQ	Heterosexual	Homosexual	Bisexual	Pansexual	Asexual	Queer
Income	$70,000 - $99,000 (low index)	$70,000 - $100+	$70,000 - $99,000 (low index)	Under $20,000	Under $20,000, $30,000 - $39,999	Under $20,000, $30,000 - $39,999	Under $20,000, $30,000 - $39,999
HH Size	2 member (low index)	3-4 members	1-2 members (low index)	1 member (low index)	2 members	2 members	1 member
Age	Under 35 (low index)	Under 35 - 44	N/A (low index)	Under 35 - 44	Under 35 - 44	Under 35 - 44	Under 35 - 44
Kids	None	Under 18 up to 17 y/o kids	No kids under 18	Kids under 6, kids 13-17 y/o	None	None	None
Lifestyle	Middle class & surrounds	Prosperous cities/suburbs	Prosperous cities & suburbs, middle class cities & suburbs	Hard working cities & outskirts	Hard working cities & outskirts	Hard working cities & outskirts, rural living	Hard working cities & outskirts
Lifestage	Young transitional, independent singles, established couples	Start-up families, small families, younger bustling families, older bustling families, young transitional	Independent singles, established couples, empty nest couples	Small scale families, younger bustling families, young transitional	Start up families, small scale families, young transitional	Young transitional, independent singles	Small scale families, young transitional, independent singles
Employment	Professional/managerial	Full time, professional/managerial	Professional/managerial	Employed	Full time, part time, white collar-clerical/sales	Full time	Full time, professional/managerial
Race/ethnicity	White (low index)	Other, Hispanic	White (low index)	Other	Other, Hispanic	Non-White, African American	Other

Understanding the LGBTQ+ perspective is valuable

- Each group has unique needs and experiences that should be recognized and celebrated.
- Safety and security are top of mind for all.

Discrimination and stressful events are 1.5-2X more likely to be experienced.

- LGBT people face disproportionate rates of physical, psychological and structural violence.

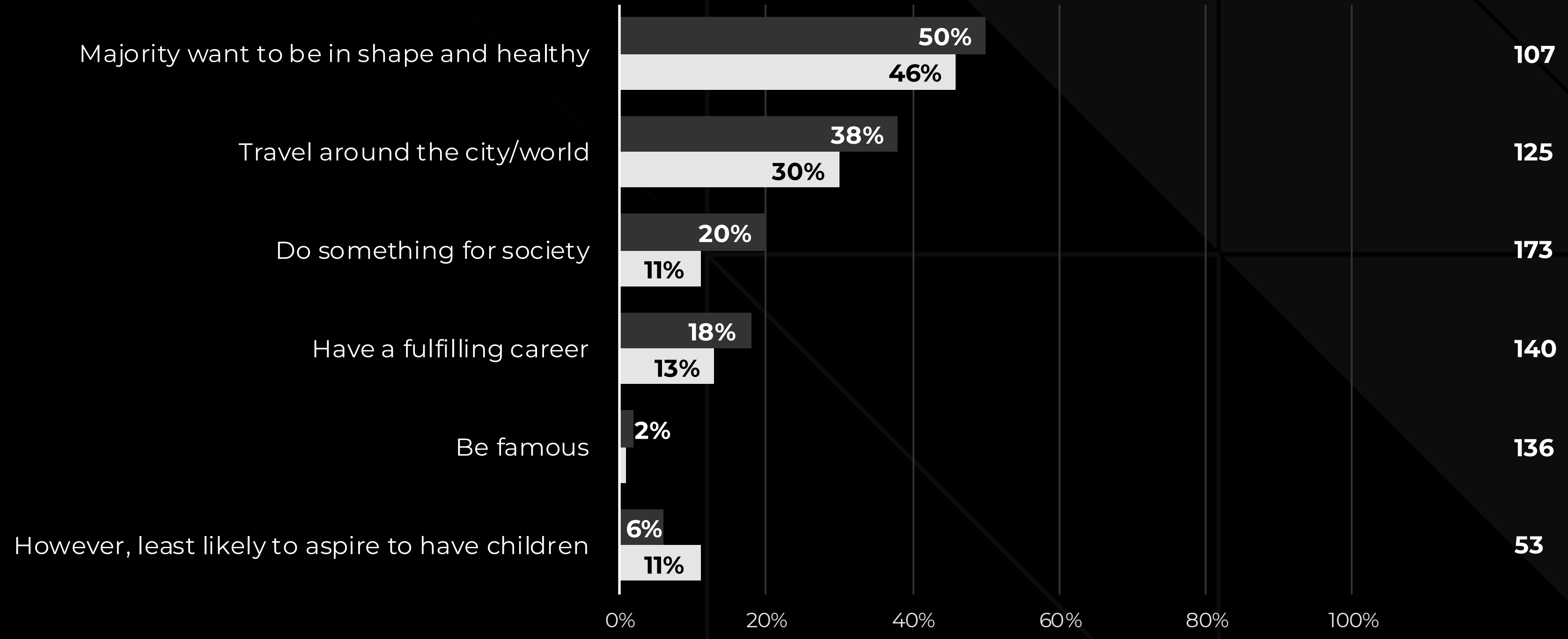
Opportunity to make inroads towards inclusion

- Research shows a relationship between LBGT inclusion and economic development for society.
- Steady increase in the number of rights afforded to LGBT people in emerging economies positively impacts the countries' economic development.
- Human rights violations such as discrimination, experienced by LGBT people, diminishes economic output and capacity.

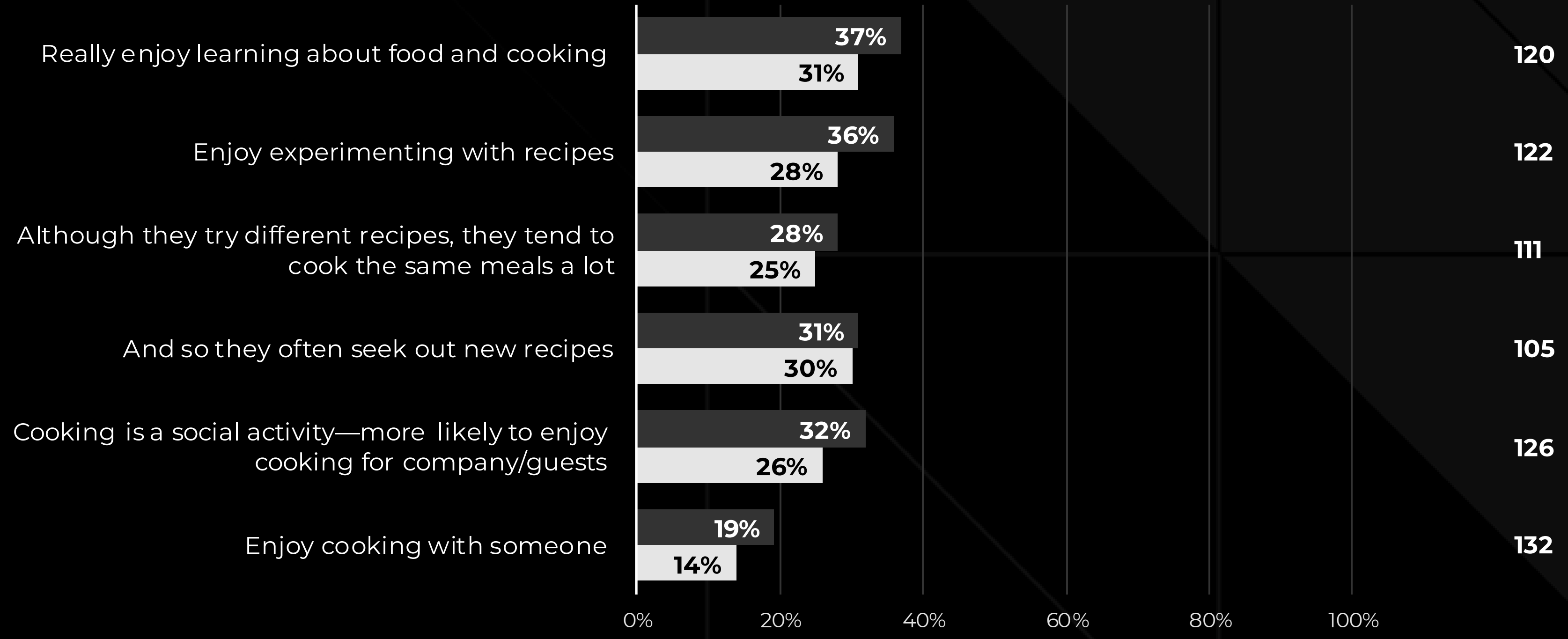
Inclusion through policy and cultural norms can be implemented.

What is important to LGBTQ+ people?

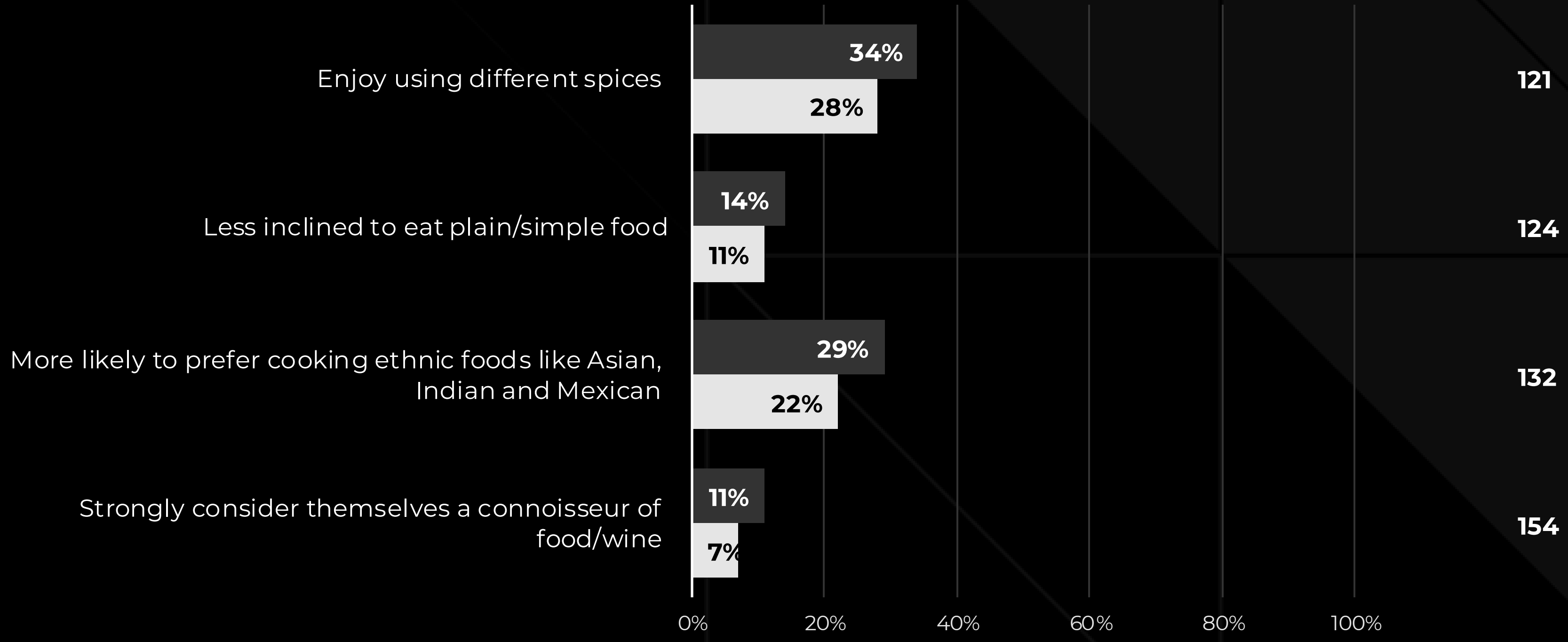
LGBTQ+ people aspire to actively contribute and find fulfillment



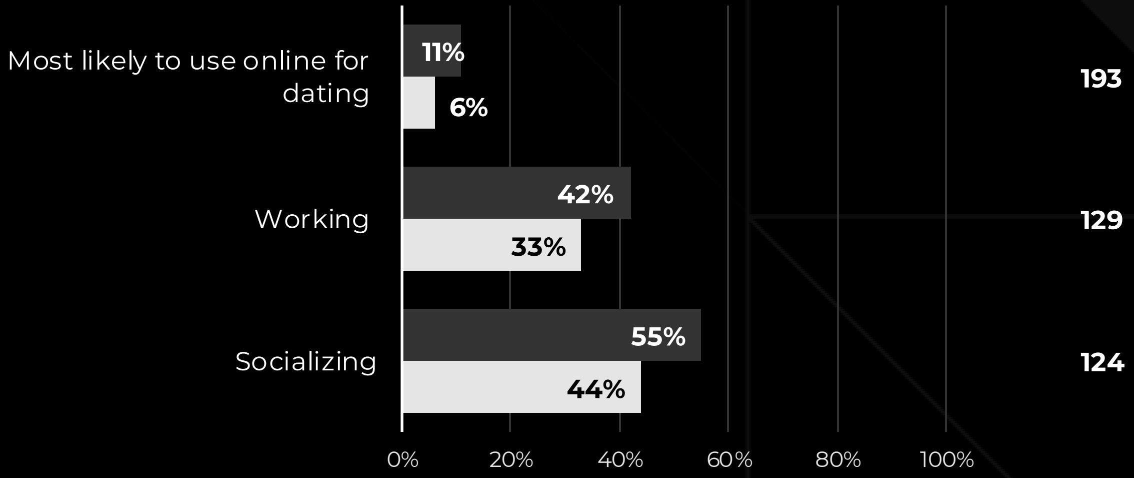
Very social lifestyles encourage creativity

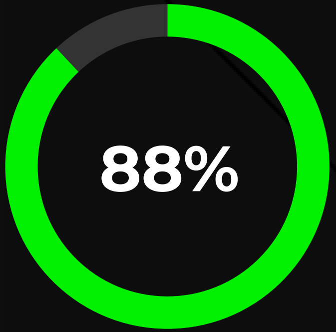


Tastes and preferences are multicultural

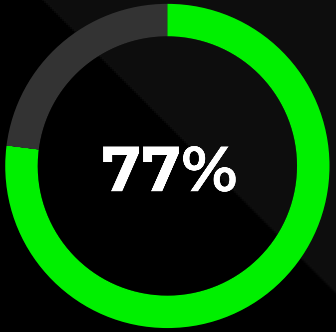


Connections remain digitally enabled





online shopping



information/research

Purchase behaviors and trends

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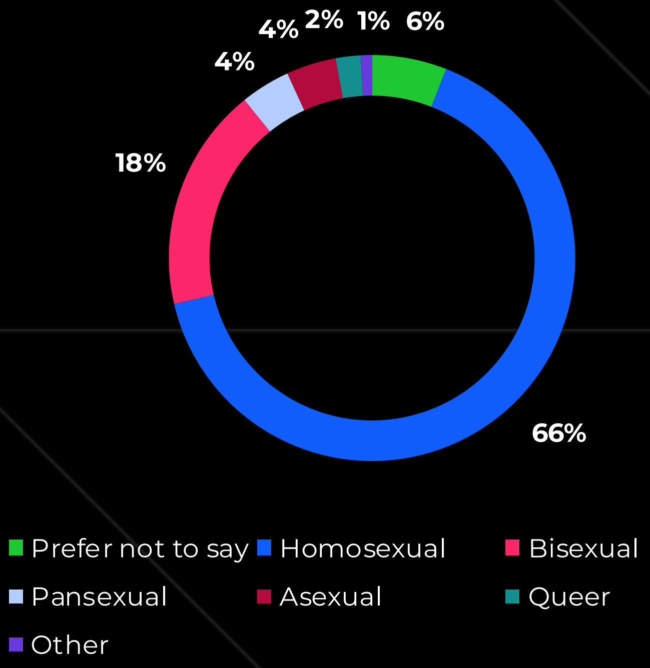
LGBTQ+ HHs are valuable to CPG sales

	Members of LGBTQ+ community
Projected $	$69.4B
Projected HH purchasing	10.9MM
% penetration	8.6%

153 index in market penetration



Source: April/May 2021 LGBTQ Survey, Homescan Panel, 09/06/2020 – 09/04/2021

High engagement results in more frequent trips

Although LGBTQ+ HHs spend less, the opportunity exists to capture more sales on their trips

LGBTQ+ buying behavior	
$ per HH (buy rate)	$2,676
$ per trip	$34
Trips per HH	200

Total U.S.	
$ per HH (buy rate)	$2,830
$ per trip	$35
Trips per HH	184

Source: April/May 2021 LGBTQ Survey, Homescan Panel, 09/06/2020 – 09/04/2021

Homosexuals make the most trips but Queers spend the most per HH

LGBTQ+ members	Homosexual	Bisexual	Pansexual	Asexual	Queer	Other	Prefer not to say
Projected $	$44.9B	$12.2B	$2.6B	$2.6B	$1.2B	$6.6M	$4.2B
Projected HH purchasing	6.7MM	2.1MM	459K	498K	206K	146K	653K
% penetration	5.0%	2.0%	0.3%	0.4%	0.2%	0.1%	0.5%
$ per HH (buy rate)	$2,569	$2,570	$2,591	$2,172	$2,792	$1,419	$2,600
$ per trip	$11	$13	$13	$13	$20	$10	$15
Trips per HH	224	191	193	173	141	149	168

Source: April/May 2021 LGBTQ Survey, Homescan Panel, 09/06/2020 – 09/04/2021

LGBTQ+ allies make up a large number of households and are a part of the community

Allies	
Projected $	$143.9B
Projected HH purchasing	21,787
% penetration	17%
$ per HH (buy rate)	$2,672
$ per trip	$15
Trips per HH	183

Source: April/May 2021 LGBTQ Survey, Homescan Panel, 09/06/2020 – 09/04/2021

LGBTQ+ consumers are seeking good values in price and quality

68%

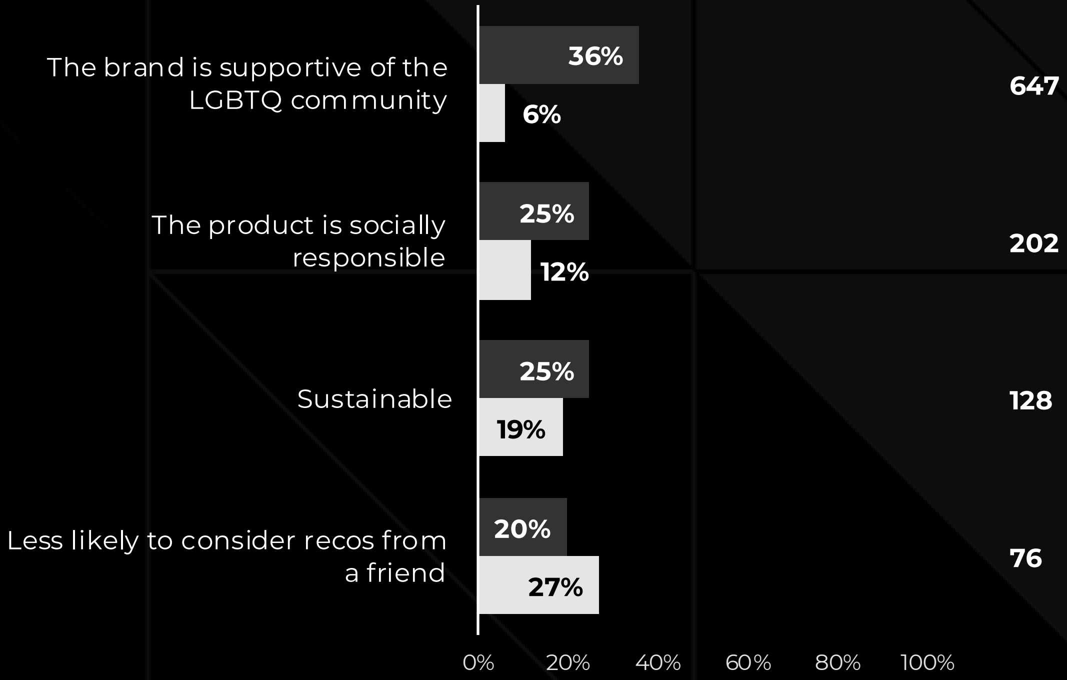
High quality

49%

On sale

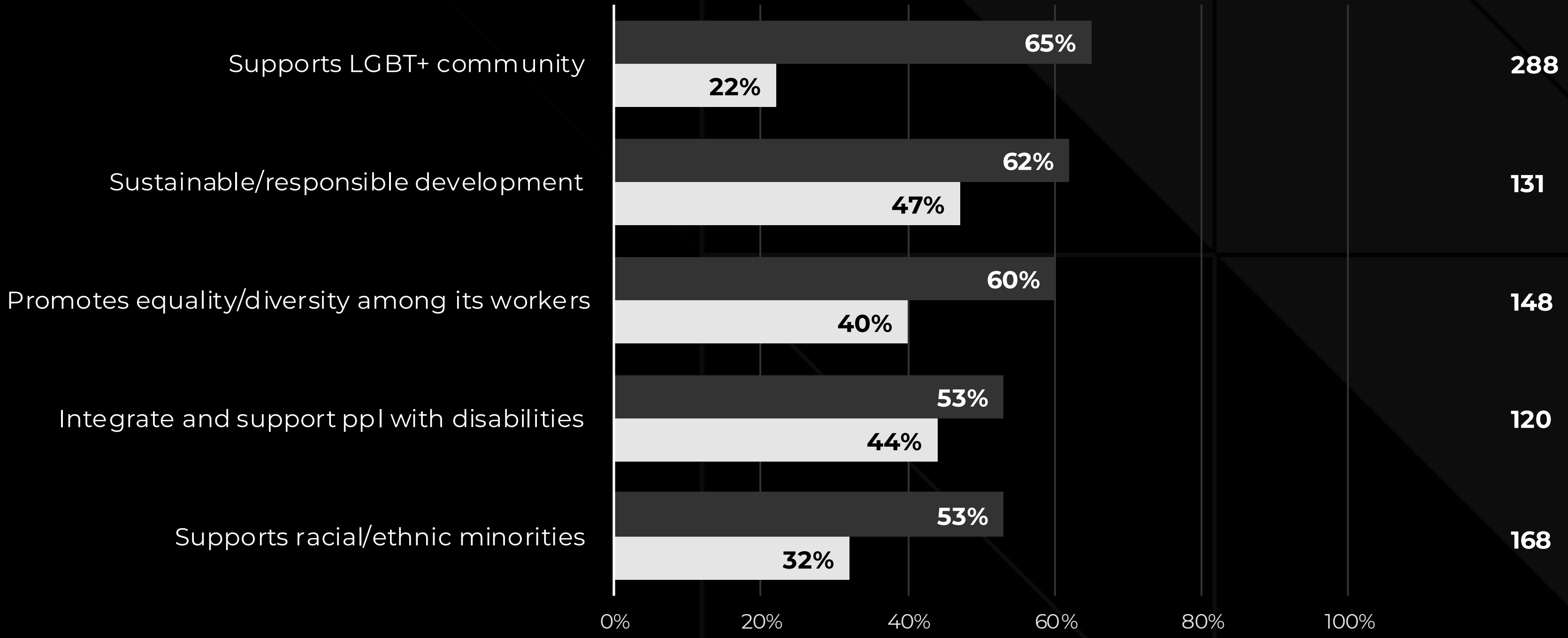
46%

Has the lowest price



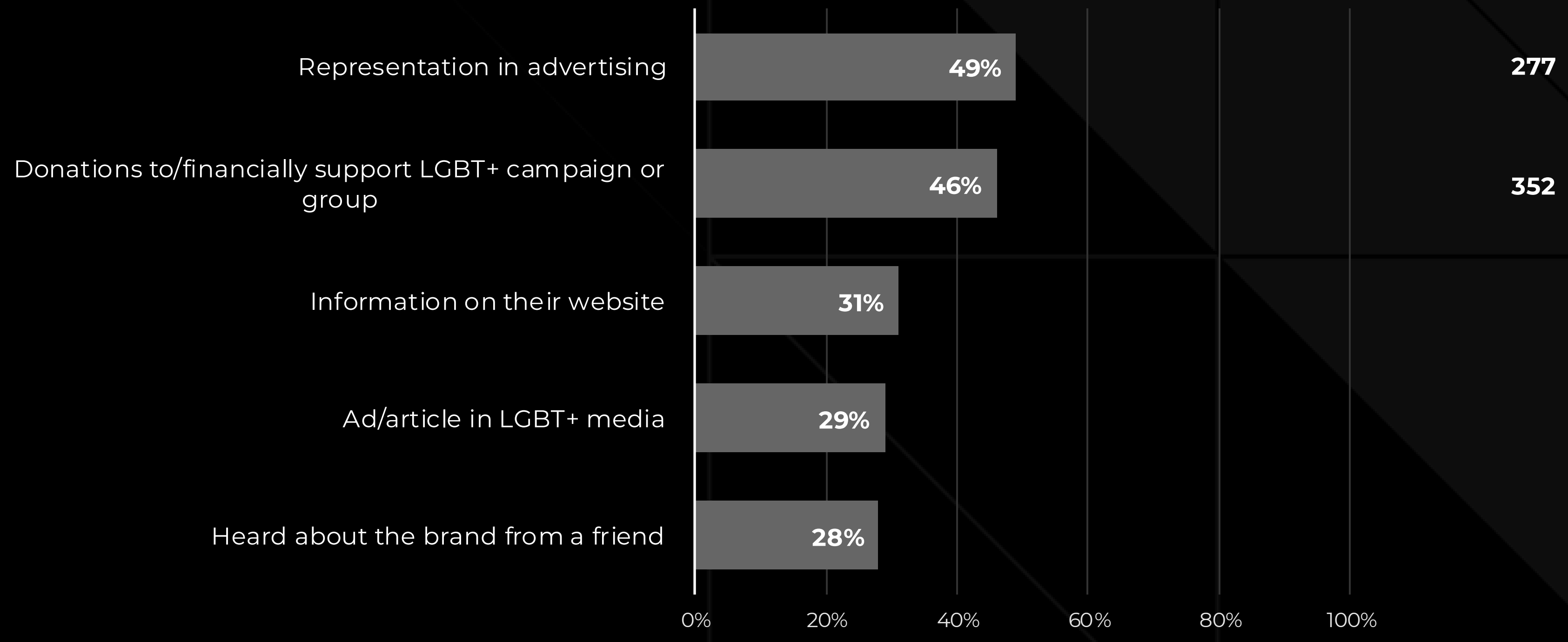
Social responsibility is also a purchase driver

Social causes that make LGBTQ+ consumers more likely to purchase a product from a company



LGBTQ+ consumers look for brands that support their community

Ways in which they identify brands that are supportive of LGBT+ community



What are LGBTQ+ consumers buying?

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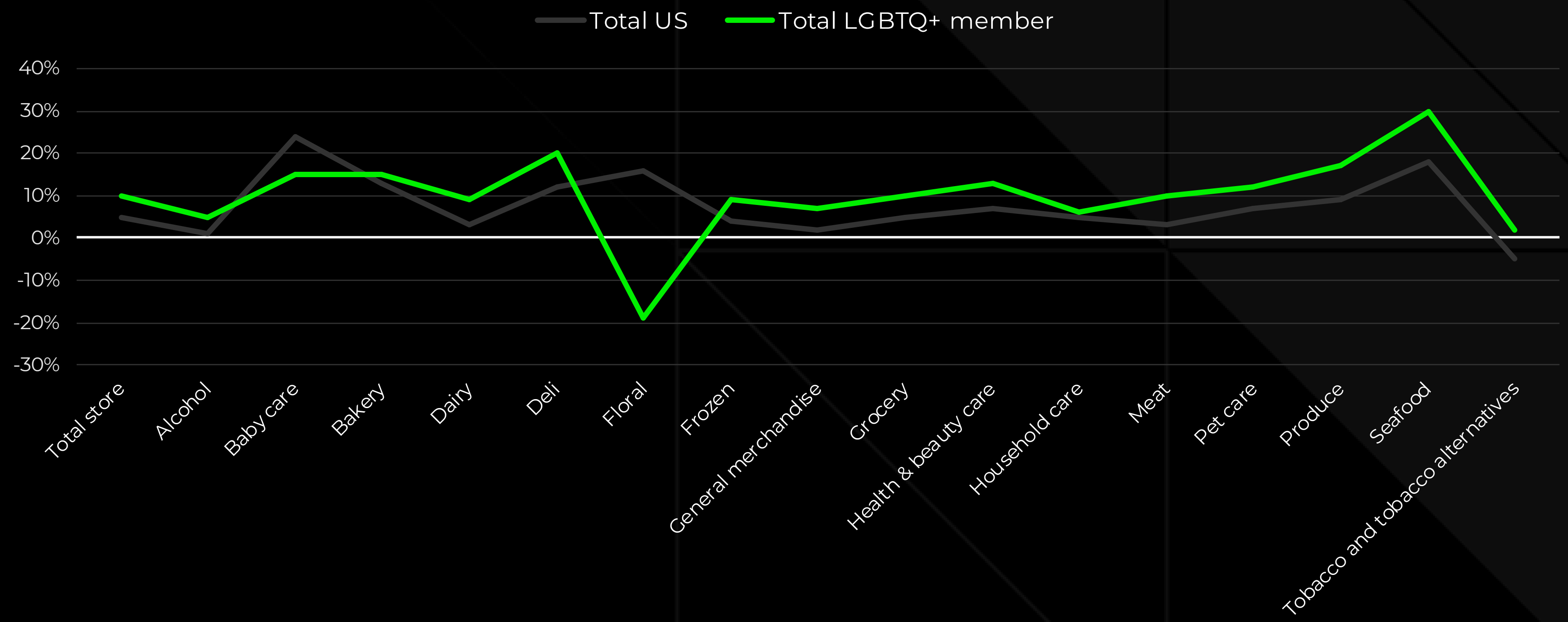
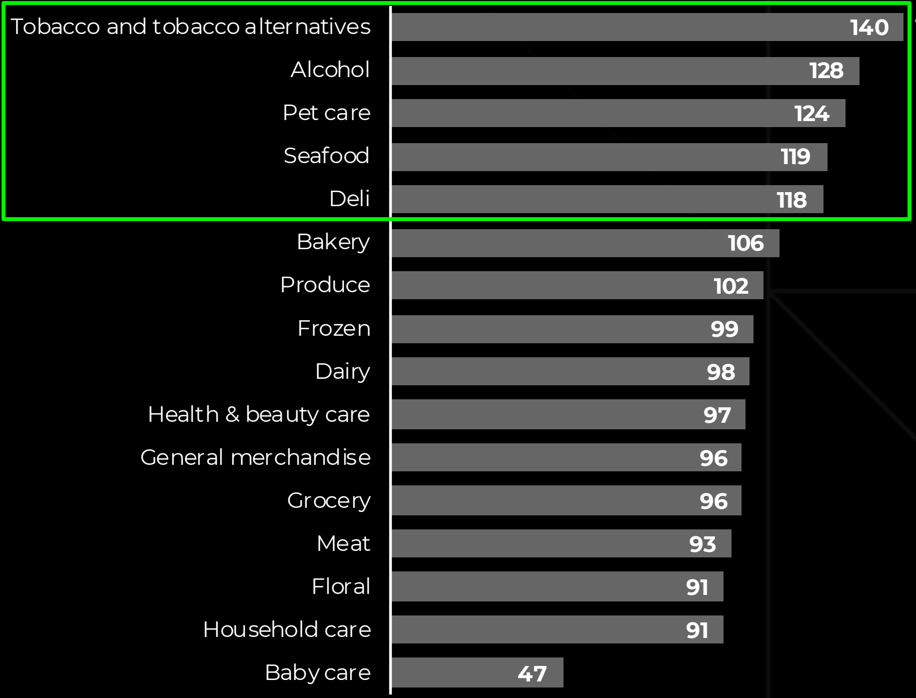
LBGTQ+ consumers contribute to growth across several departments



Tobacco, alcohol and pet are key categories for LGBTQ+ consumers

LGBTQ index by dept – total LGBTQ



Total U.S. sales here by dept

Department	Total U.S.	Total LGBTQ+
Total store	$820,604,973	$82,504,117
Alcohol	$40,562,522	$5,220,657
Baby care	$12,505,914	$588,737
Bakery	$5,880,671	$625,551
Dairy	$72,951,683	$7,189,837
Deli	$14,636,889	$1,735,269
Floral	$2,339,411	$214,981
Frozen	$61,168,504	$6,075,316
General merchandise	$47,042,900	$4,546,295
Grocery	$265,262,957	$25,511,138
Health & beauty care	$99,314,169	$9,677,035
Household care	$69,694,275	$6,342,502
Meat	$28,358,886	$2,655,999
Pet care	$44,073,573	$5,514,178
Produce	$36,349,218	$3,744,756
Seafood	$927,452	$110,933
Tobacco and tobacco alternatives	$19,535,949	$2,750,932

Engagement by department may vary across groups

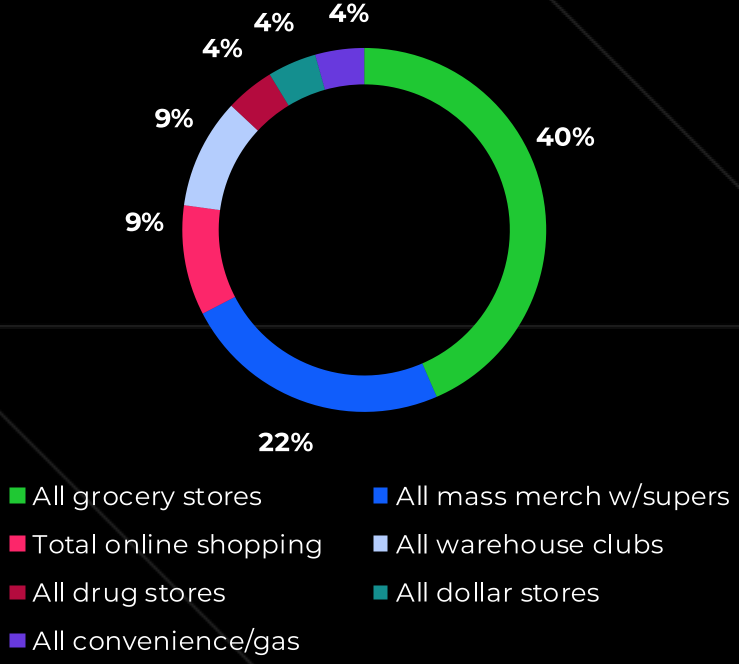
Department	Total LGBTQ+	Heterosexual	Homosexual	Bisexual	Pansexual	Asexual	Queer
Alcohol	128	107	165	88	101	106	42
Baby care	47	99	27	78	31	169	95
Bakery	106	95	104	111	77	83	90
Dairy	98	104	95	103	99	83	122
Deli	118	112	127	124	96	98	130
Floral	91	84	118	91	60	74	39
Frozen	99	105	90	110	112	140	108
General merchandise	96	93	98	86	110	73	115
Grocery	96	99	89	105	103	101	98
Health & beauty care	97	96	92	103	105	99	96
Household care	91	90	93	82	82	71	93
Meat	93	98	90	96	80	65	94
Pet care	124	110	130	89	136	175	137
Produce	102	107	106	90	86	64	109
Seafood	119	108	138	97	319	104	76
Tobacco and tobacco alternatives	140	107	190	135	70	104	44

Source: April/May 2021 LGBTQ Survey, Homescan Panel, 09/06/2020 – 09/04/2021

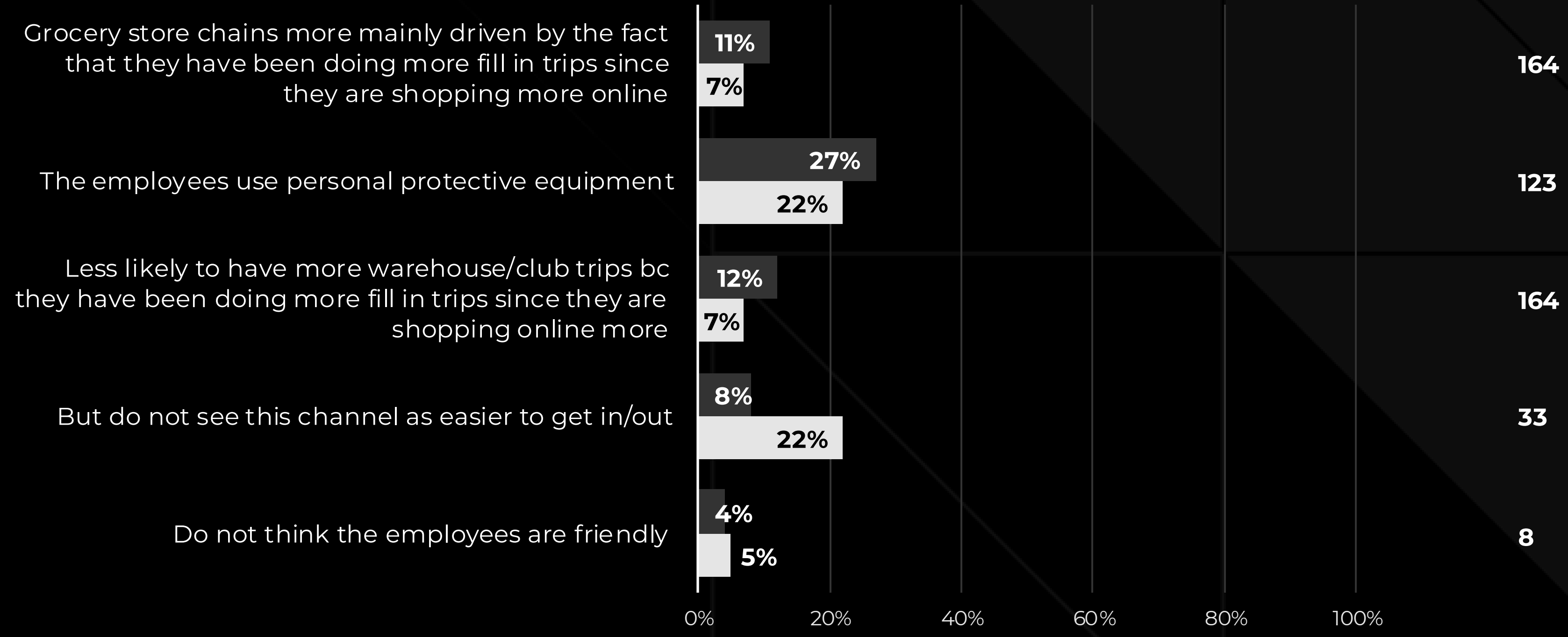
Where do LGBTQ+ consumers shop?

Most purchases are made in grocery but convenience and other channels capture LGBTQ+ shoppers

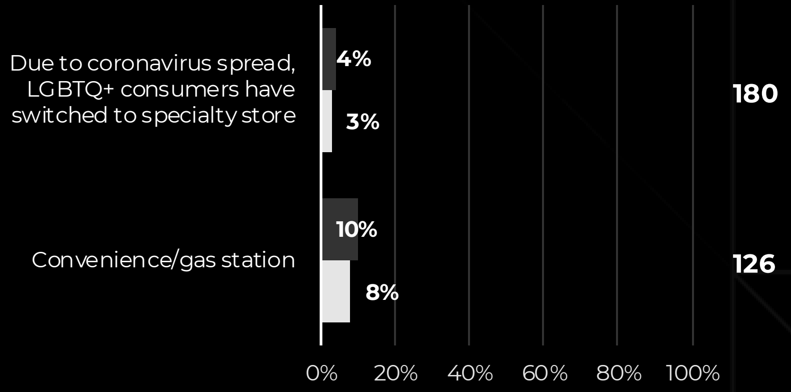
	LGBTQ+
Grocery	102
Mass	87
Club	90
Drug	101
Value	86
Convenience	134
A/O	130



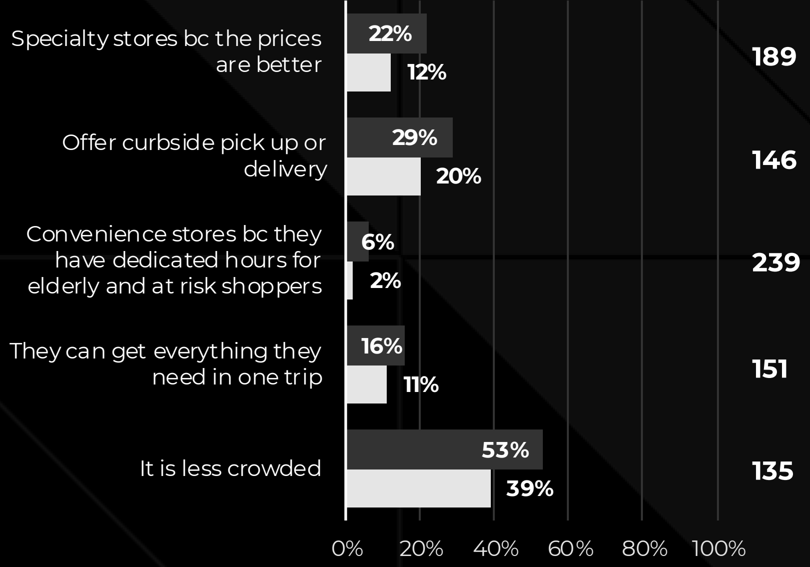
Fill-in trips drive grocery channel purchasing and impacts warehouse/club



Shopping considerations have changed due to pandemic concerns

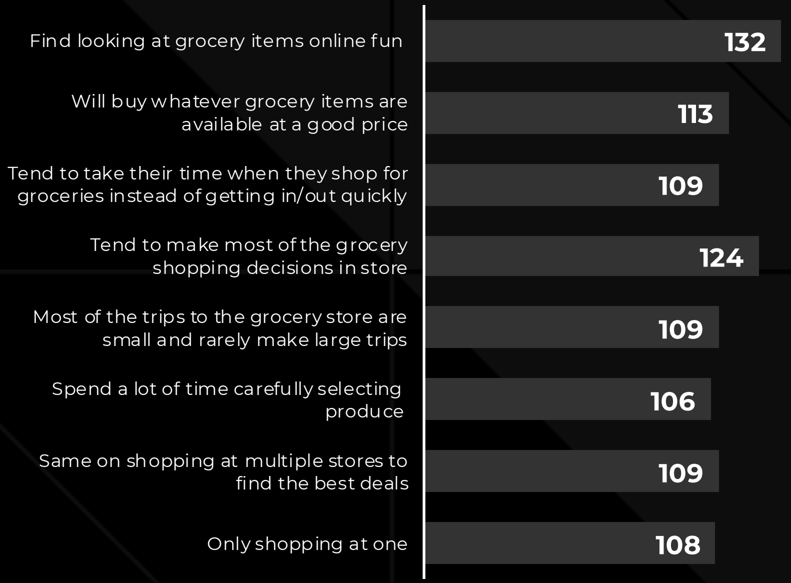


Main drivers of the switch include



Online shopping is a viable channel for groceries but is category specific

Purchase sizes are smaller but more time is spent browsing



How to reach LGBTQ+ consumers?

NielsenIQ

Many are tech savvy and looking for convenience

Technology averse	Digital reluctant	Grab & go	Non-planners	Tech savvy value seekers	Researchers	Digital advocates
Low trust, low tech savvy		Low value seeking, low shopping enjoyment		Research driven and tech savvy		Enjoy shopping
▪ Do not spend time online ▪ Poor view of online shopping ▪ Small basket sizes	▪ Do not trust online purchases ▪ Will go online for products that cannot be found in store	▪ Time starved & disintereste d in shopping ▪ Small trips with low planning to get immediate needs	▪ Little trip planning, most purchase decisions made in store ▪ Open to online shopping but it doesn't fit in their lifestyle	▪ Tech savvy, leverages online for information ▪ Will go wherever the deals are on-or-offline	▪ Use internet to search information ▪ Online frequently, but only to find information about their offline stores	▪ Tech savvy, information-driver, trusts online ▪ Driven by the perceived convenience advantages of buying online

Technology averse	6.7	108
Digital reluctant	8.9	102
Non-planners	5.1	98
Tech savvy value seekers	15.2	127
Grab and go	8.7	132
Researchers	3.5	113
Digital advocates	18.8	113
Non-shoppers/non-buyers	33.1	79

Source: April/May 2021 LGBTQ Survey, Homescan Panel, 09/06/2020 – 09/04/2021

Digital/online behaviors

More apt to sharing their credit card information online – not concerned with security etc.	25%	168
	15%	

Most likely to:

Subscribe to product or store emails to stay informed	17%	120
Use price saving apps when in-store	17%	106
Always use price saving apps when planning a shopping trip	15%	120
Spend considerable time researching grocery products online prior to purchase	6%	122
Read online review prior to purchasing a product	15%	117
Believe they can always get the best value buying grocery products online	5%	125

Summary

Intersections and inroads

Young, dynamic and growing population that shows intersectionalities with multiculturalism

Represent over $69B in the market and are highly engaged in specific categories

Healthy and inclusive society benefits all; unique needs can be recognized and celebrated

Very social group who remain connected and are supported by a large network of allies

Thank you.