

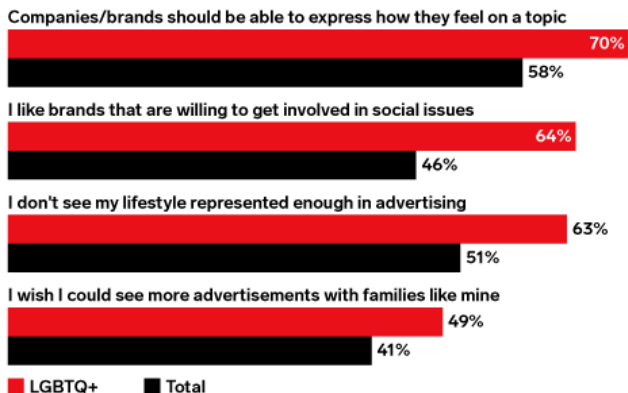
LGBTQ+ consumers prefer brands that get involved in social issues

Article



Attitudes Toward Advertising Among US LGBTQ+ vs. Total Adults, April 2024

% of respondents



Note: n=7,000+

Source: YouGov, "LGBTQ+ brand rankings 2024," June 4, 2024

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Key stat: 64% of US LGBTQ+ members like brands that are willing to get involved in social issues, compared with 46% of adults overall, according to April 2024 data by YouGov.

Beyond the chart:

- Nearly a third (30%) of US consumers agree that brands should take a stand on political or cultural issues, up from 19% in 2019, per a survey by Morning Consult.
- Compared with 2021, a growing number of US marketers believe the benefits of LGBTQ+ inclusive marketing are increased brand [loyalty](#), greater word-of-mouth, and stronger overall brand recall, per a March 2024 report by the Association of National Advertisers.
- Backlash and lobbying have driven companies such as Target, Mondelez, and Dell to hold shareholder votes examining their LGBTQ+-related marketing efforts. Meanwhile, other retailers, including Abercrombie & Fitch and [Walmart](#), have released [Pride-themed collections](#).

Use this chart:

- Prove the value of publicly supporting social causes.
- Advocate for inclusive marketing efforts.
- Showcase how inclusivity in advertising can positively impact brand perception among LGBTQ+ consumers.

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Methodology: Data is from the June 2024 YouGov report titled "LGBTQ+ brand rankings 2024." The data came from connecting YouGov BrandIndex and more than 7,000 YouGov Profiles in May 2024. Brands must have been tracked for 365 days to qualify for the ranking, which measured consideration sentiment during May 1, 2023 and April 30, 2024.