

# What LGBTQ+ Consumers Want From Brands

AS PREFERENCES SHIFT, MANY ARE LOOKING FOR LONG-TERM ACTION PAST PRIDE MONTH. **BY NICOLE ORTIZ**

**Every Pride Month**, there are conversations about how to do things the right way—avoiding mistakes and inauthentic gestures. And according to LGBTQ+ community members surveyed by retail app Shopkick, this continues to be the case, especially coming out of a chaotic year.

Of the more than 2,700 people surveyed across the U.S., more than half said that brand names don't matter as much to them, with 38% saying they want to spend money with a brand that aligns with their personal values. Around a quarter of respondents (27.6% and 23.5%, respectively) said they want to support brands that publicly support LGBTQ+ issues and brands that are led by LGBTQ+ founders.

"Our data continues to show us that if brands want to win, they have to align with shoppers' core values," said Dave Fisch, general manager of Shopkick. "Brands that truly walk the walk will win consumers' trust and, ultimately, their loyalty."

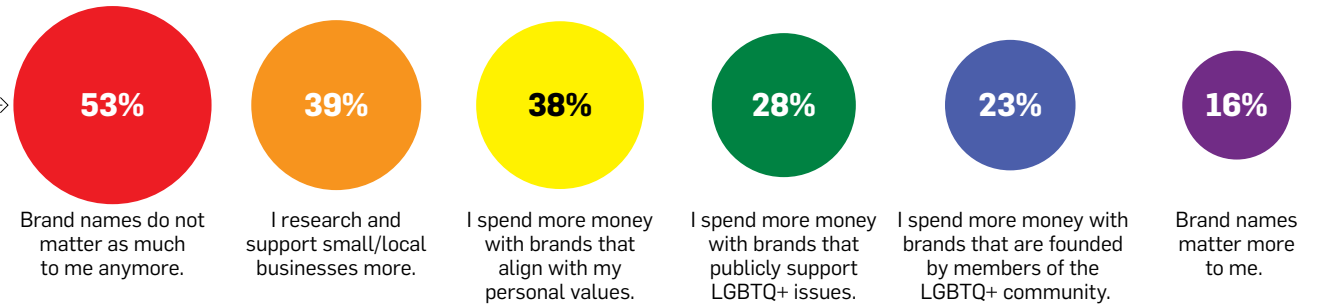
The survey results show consumers are looking for brands that give back to the community in a genuine way, such as donating a portion of their profits to the LGBTQ+ community (24.8%), expressing support for LGBTQ+ issues year-round (22.1%) and publicly enforcing nondiscriminatory policies in the workplace (21%).

Would you say your brand preferences have shifted over the past year?

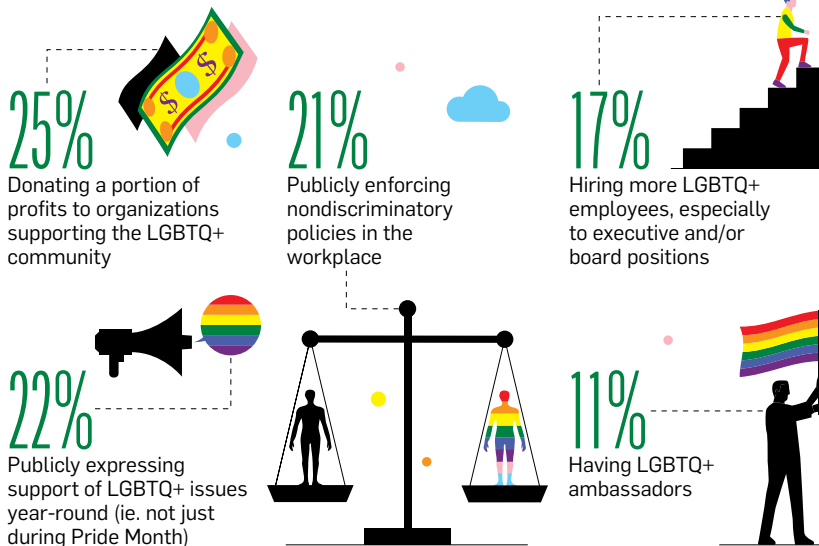
62% Yes  
38% No



How have your preferences shifted over the past year?



Of the following, what is the best way brands can relay an authentic message of support to the LGBTQ+ community year-round?



Top 8 brands/retailers that respondents say best support the LGBTQ+ community:

- TARGET
- WALMART
- CONVERSE
- SUBARU
- NIKE
- GAP
- OLD NAVY
- APPLE

How would you like to see brands support the LGBTQ+ community year-round? (Top 5)

- Donations
- Policy
- Hiring
- Advertising
- Representation

How would you like to see brands support the LGBTQ+ community during Pride Month? (Top 5)

- Advertising
- Donations
- Policy
- Representation
- Support