

# THE \$1 TRILLION BLIND SPOT



Today, sexuality exists on a spectrum.

**HORNET** worked with **Kantar Consulting** to identify a population of young, fluid individuals previously invisible to marketers. The result is a data-driven understanding of the LGBTQ+ community that dispenses with the falsehood that this group is too small or too "other" to provide any worthwhile return.

## LGBTQ+ IN THE U.S.A.



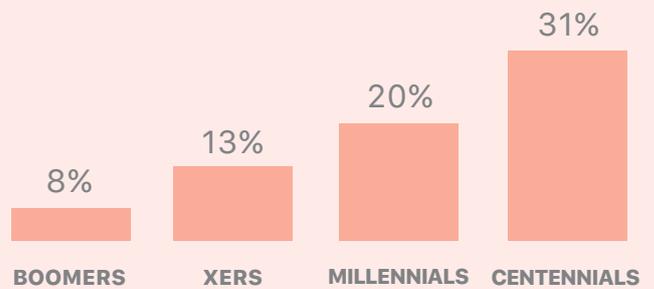
**LGBT**

7% of U.S. adults

**Q+**

6% of U.S. adults

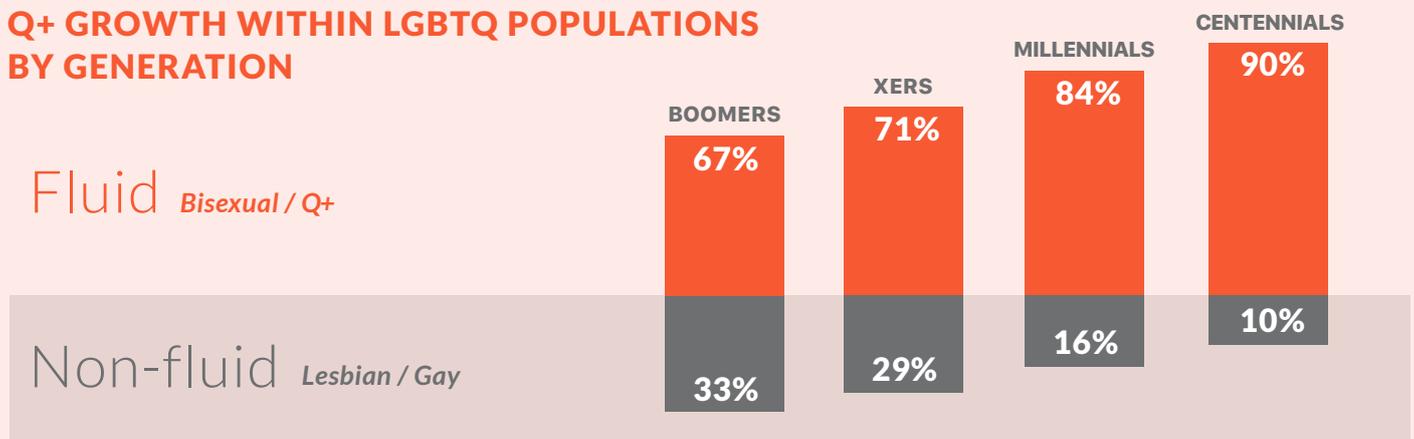
## LGBTQ+ PERCENTAGE BY GENERATION



## What is Q+?

Q+ encompasses non-heterosexual individuals who lay somewhere on an increasingly fluid LGBTQ spectrum without specifying other identity labels

## Q+ GROWTH WITHIN LGBTQ POPULATIONS BY GENERATION



## LGBTQ+ ARE DISCERNING CONSUMERS WHO OVERINDEX IN A VARIETY OF METRICS

I'm usually one of the first of my friends to accept or try new things



I like to buy brands that show others that I'm successful



Stayed in something other than a traditional hotel room (e.g. Airbnb)



I am frustrated by brands that treat people like me as an afterthought

66%