

**KANTAR** CONSULTING

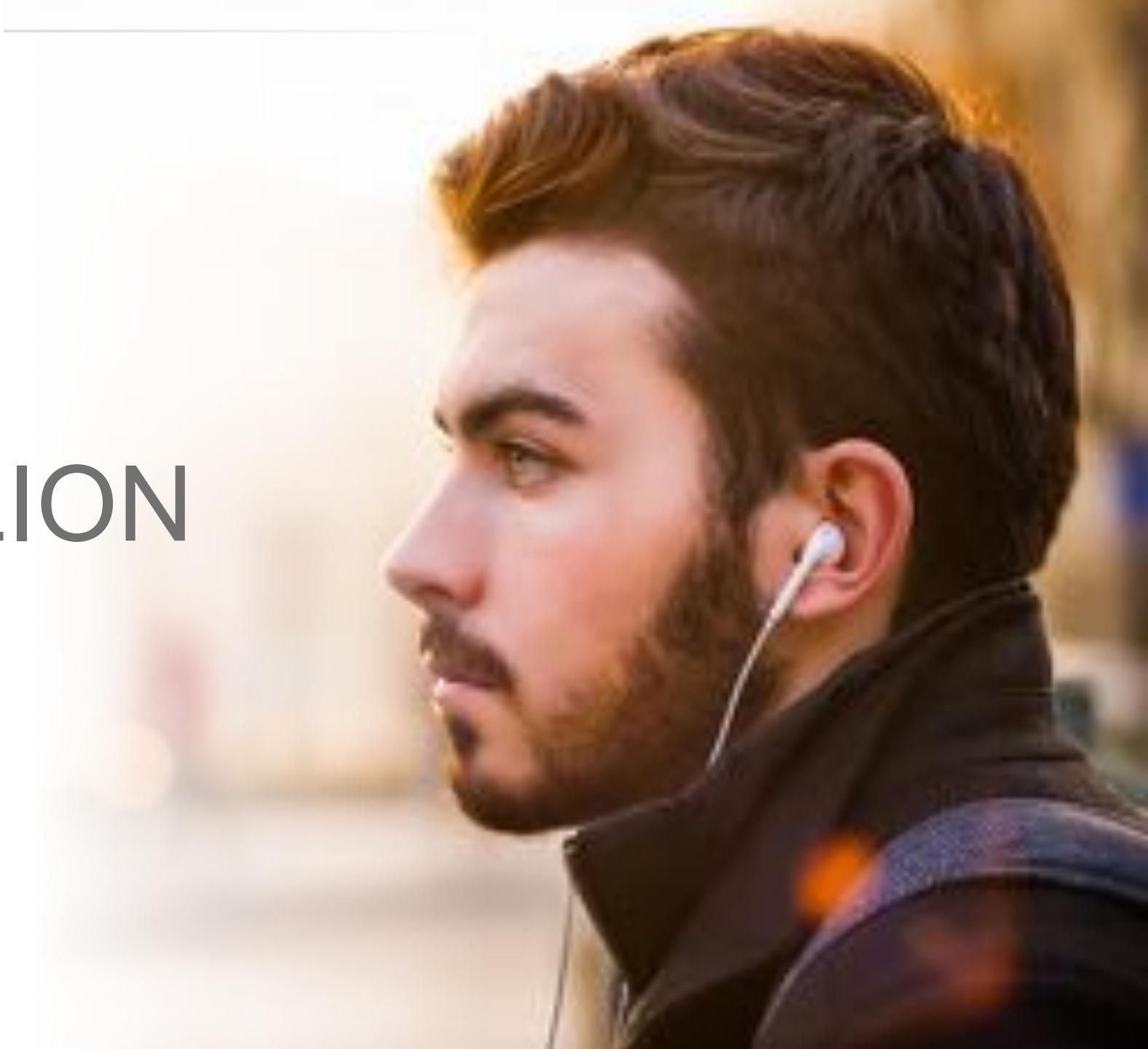


**HORNET**

# THE \$1 TRILLION BLIND SPOT

Exploring the Future of Culture and  
Commerce with LGBTQ+

APRIL 2018



# DON'T CALL US NICHE

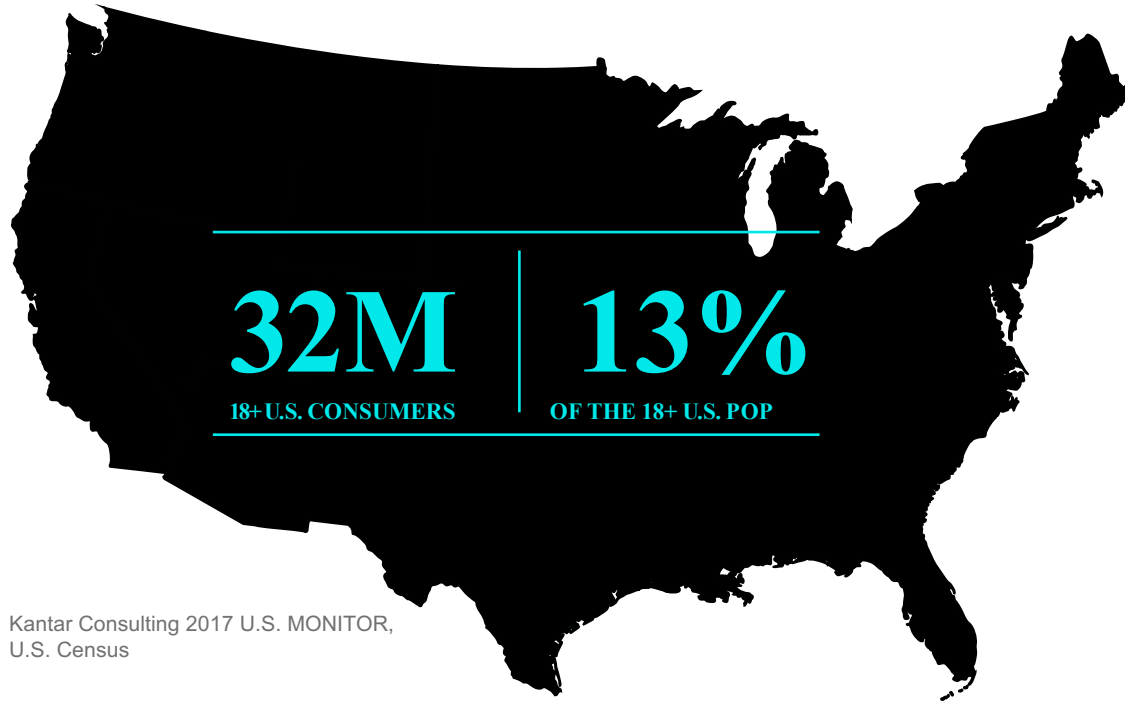
LGBT buying power totaled nearly \$1 trillion in 2016—nearly on par with African-American or Hispanic consumers. But LGBT-targeted ad revenue remains a fraction of the totals associated with other minority groups.



What's more, marketers seeking to capture the hearts, minds, and market share of the youngest generations risk alienating their audience with an outdated understanding of sexuality and gender. Today, sexuality exists on a spectrum. Because Kantar Consulting recognizes this fact, we've been able 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.



## The adult LGBTQ+ population is larger than most marketers realize



[Traditional business write-ups](#) (citing hopelessly outdated methodologies) give the impression that the LGBTQ+ market is vanishingly small. On the contrary, Kantar Consulting has found an LGBTQ+ community well above 10% of the adult population. This group features millions of individuals traditionally—and mistakenly—categorized as straight simply because no one bothered to ask the right questions.

### Teens These Days Are Queer AF, New Study Says

Exclusive: According to a new survey of people aged 13-34, members of "Generation Z" find the gender binary much less on fleek than millennials.

COLLEGE /// CULTURE • APRIL 2, 2018

### The Quiet Rise Of Sexual Fluidity On College Campuses

What is it, who is it and what does it mean for college students?

BY DOMINIQUE BANDER, LOYOLA UNIVERSITY MARYLAND

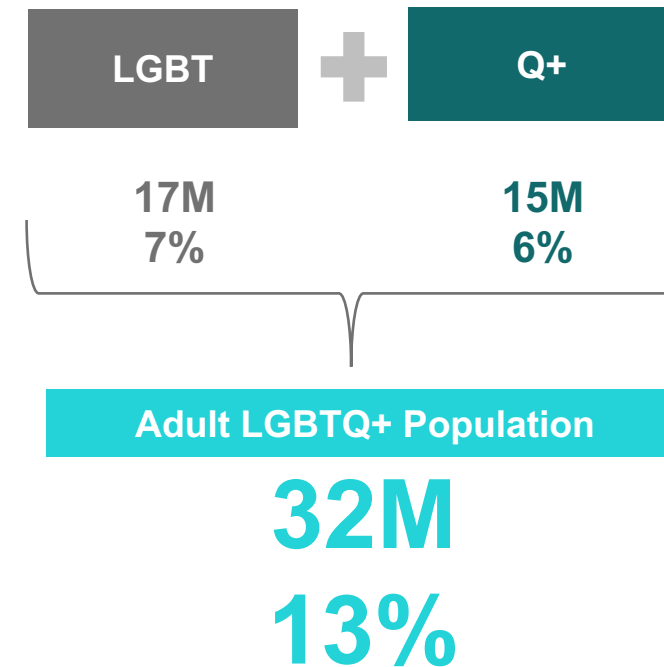
### China's New Multibillion-Dollar Target Market: LGBT Youth

With social conservatism fading, tech firms and advertisers are scrambling to show their tolerant side.



## LGBTQ+: A segment hiding in plain sight

The growing visibility of the LGBT population in culture hasn't yet registered in commerce. This is a major strategic failure—especially given Kantar Consulting's groundbreaking discovery of a segment that effectively doubles the non-straight population. Members of this group, which we call Q+, list their orientation as "heterosexual," but—in terms of sexual attraction, behavior, and personally held identity—they live outside of strict heteronormative confines. Importantly, we find this group's attitudes, behaviors, and consumption patterns (the ABCs) more closely aligned with the LGBT community than with the straight population where they're often misplaced.



Kantar Consulting 2017 U.S. MONITOR (Sample 18+), U.S. Census

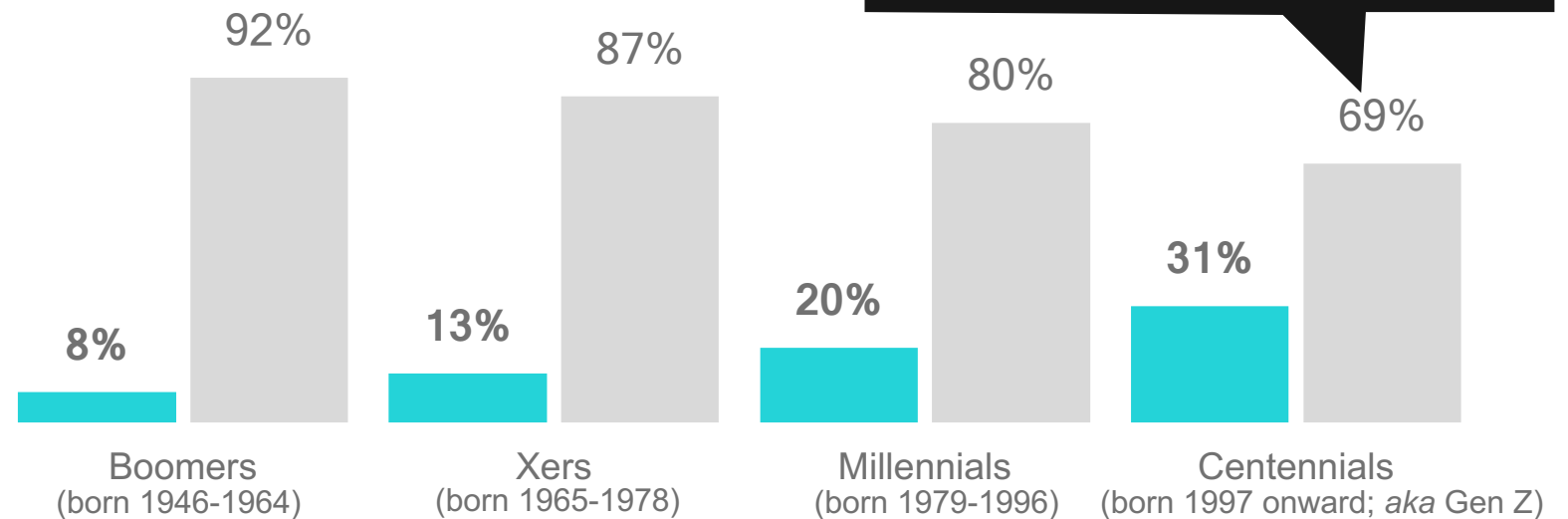


## LGBTQ+ skews heavily younger

A transformational demographic shift is being driven by young consumers. Brands and businesses looking to communicate with the future of the marketplace must engage these individuals on their own terms.

### Sexuality by generation

■ LGBTQ+ ■ Exclusively Straight



SAMPLE (18+) CAPTURES A NARROW BAND OF CENTENNIALS, BUT KANTAR CONSULTING BELIEVES THE TREND TOWARD YOUTH FLUIDITY IS ONLY INTENSIFYING. THE PROPORTION OF LGBTQ+ AMERICANS IS LIKELY TO INCREASE AS MORE CENTENNIALS AGE INTO OUR ADULT SAMPLE.

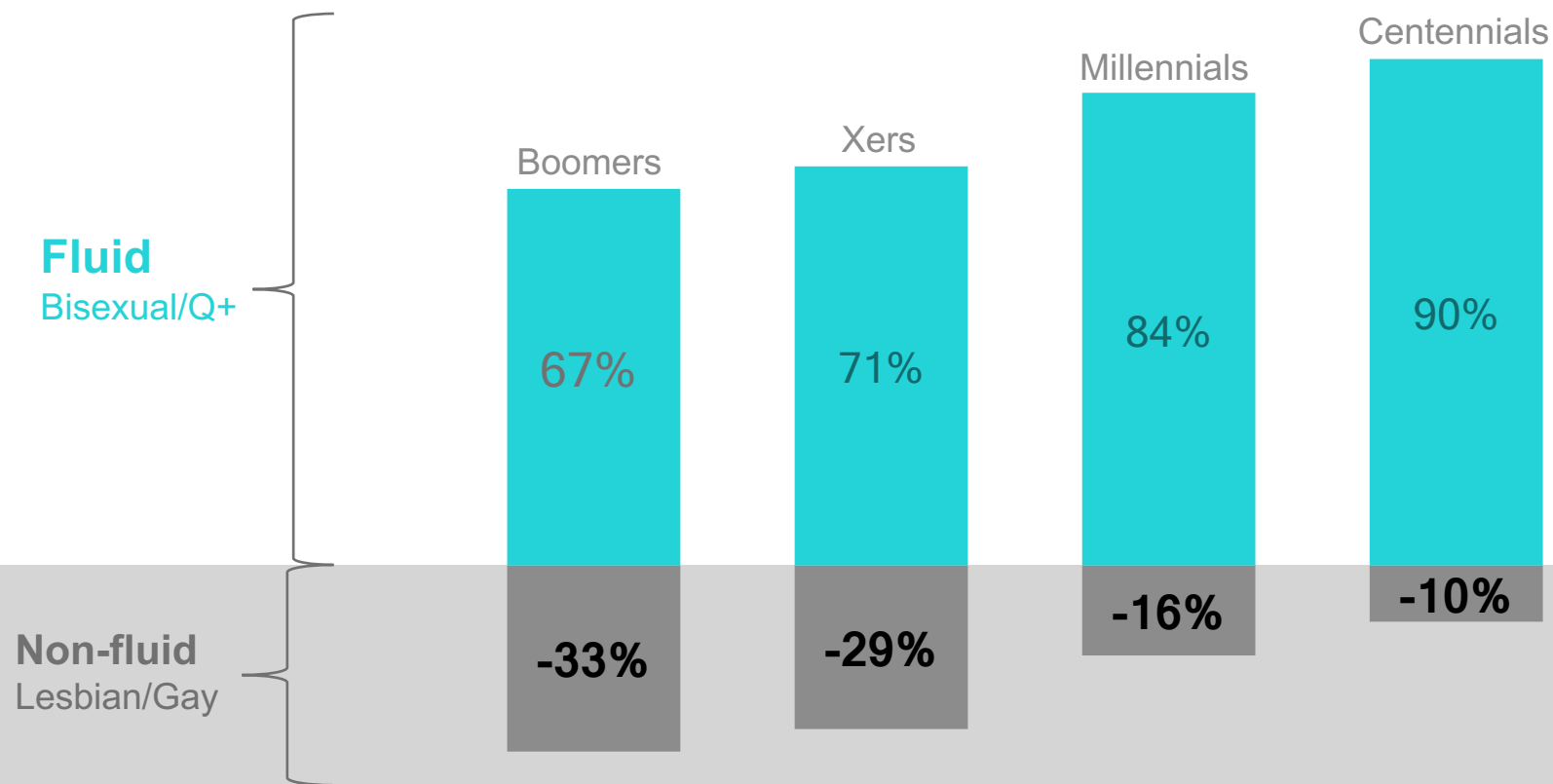
Kantar Consulting 2017 U.S. MONITOR (Sample 18+)



## Fluidity and youth: More young LGBTQ+ reject binary identities

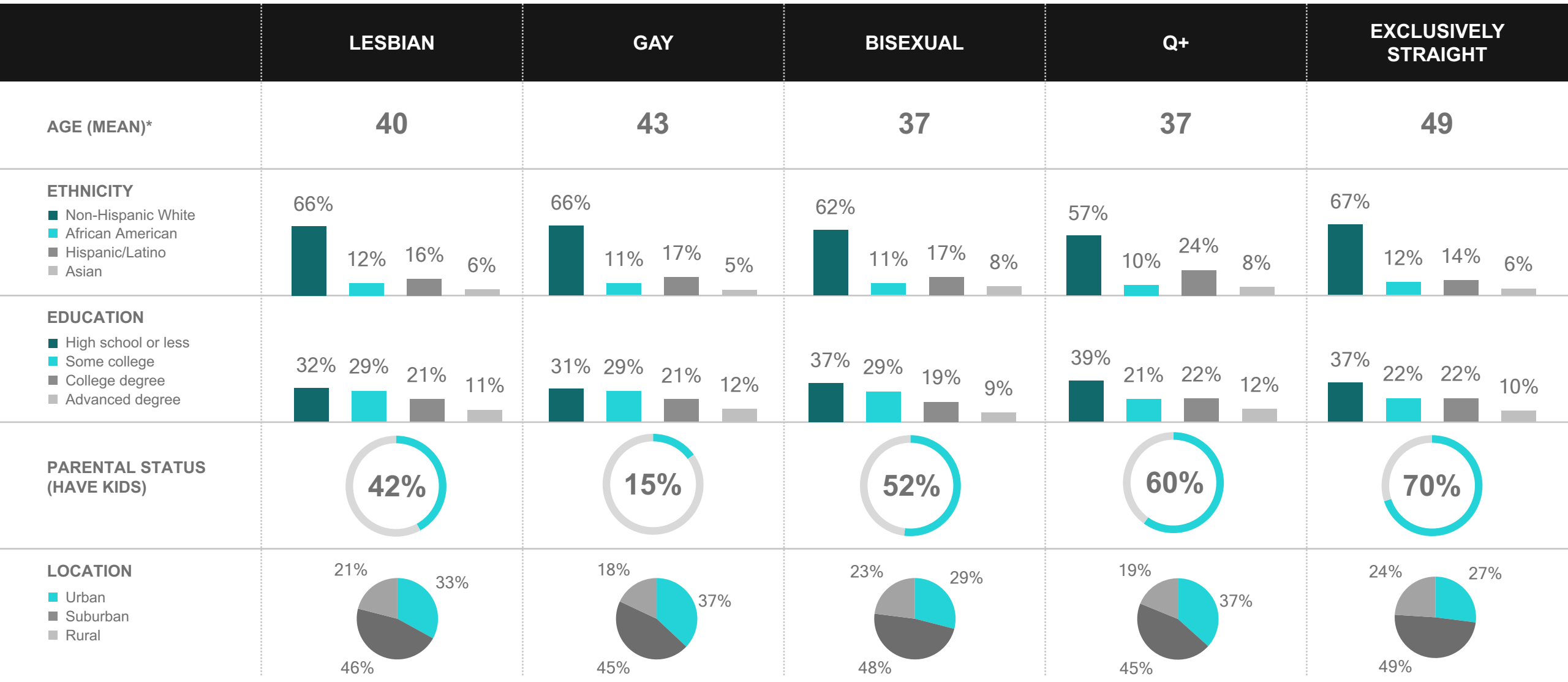
Just as we see an increase in the proportion of LGBTQ+ population, we also see a youthful population that won't be pigeonholed into a single restrictive identity.

Generations by Sexual Fluidity



Kantar Consulting 2017 U.S. MONITOR (Sample 18+)

# Meet the segments: Key Demographics

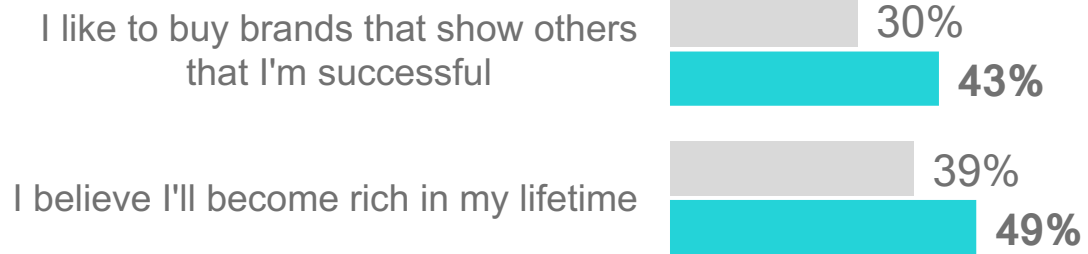




# A missed marketing opportunity with consummate consumers

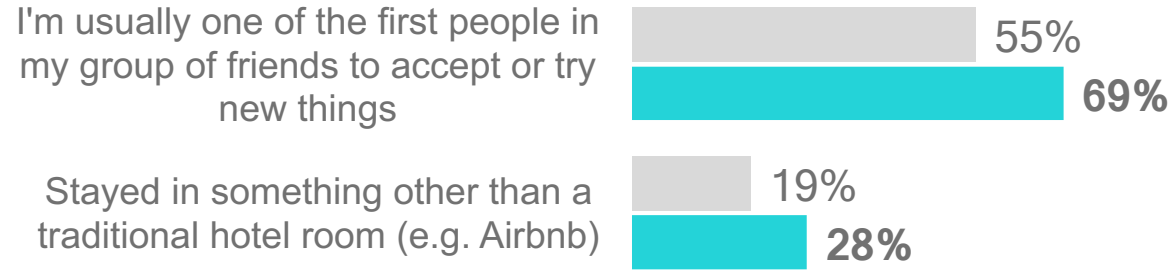
Members of this group are brand-engaged, influential early adopters. LGBTQ+ over-index across a variety of consumption metrics.

## Pursuing the good life



■ Exclusively Straight ■ LGBTQ+

## Early adopters



Kantar Consulting 2017 U.S. MONITOR (Sample 18+)



# 39%

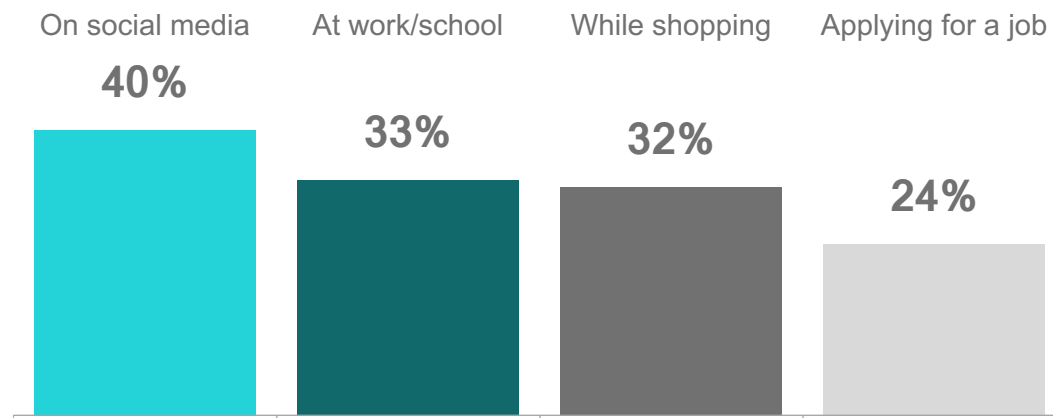
OF LGBTQ+

EXPERIENCED DISCRIMINATION IN THE  
PAST YEAR (VS. 20% EXCLUSIVELY  
STRAIGHT)

## But brands may have a discrimination problem

Two-thirds of LGBTQ+ consumers say they're frustrated by brands that treat people like them as an afterthought. So it should be doubly troubling that many of the places LGBTQ+ community members say they experience discrimination have direct links to brands.

### Places where LGBTQ+ experienced discrimination\*

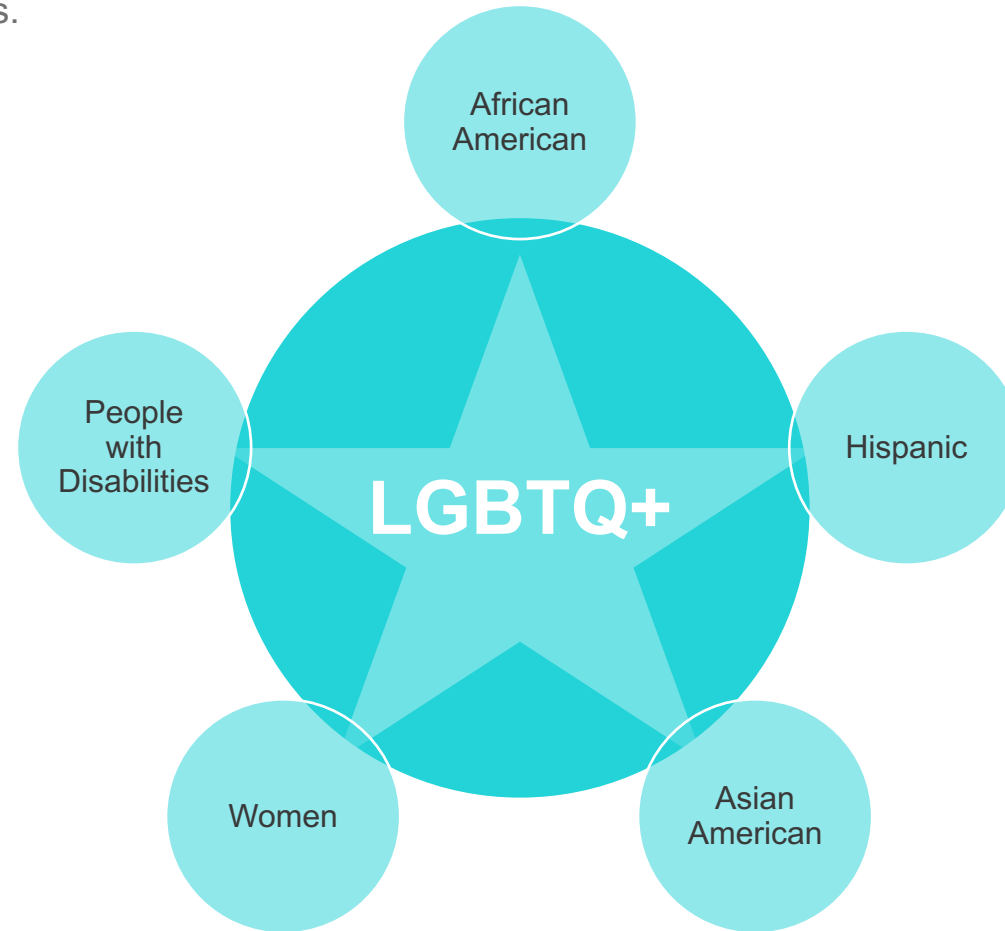


\*among those who experienced discrimination in the past year  
Kantar Consulting 2017 U.S. MONITOR (Sample 18+)



## Intersectionality: A discrimination force multiplier

When considering how discrimination impacts LGBTQ+ Americans, brands should remember that these consumers aren't solely defined by orientation or gender identity. They're also members of other communities—with all the texture and tension this entails. Exclusion often feels more acute for intersectional LGBTQ+ individuals.



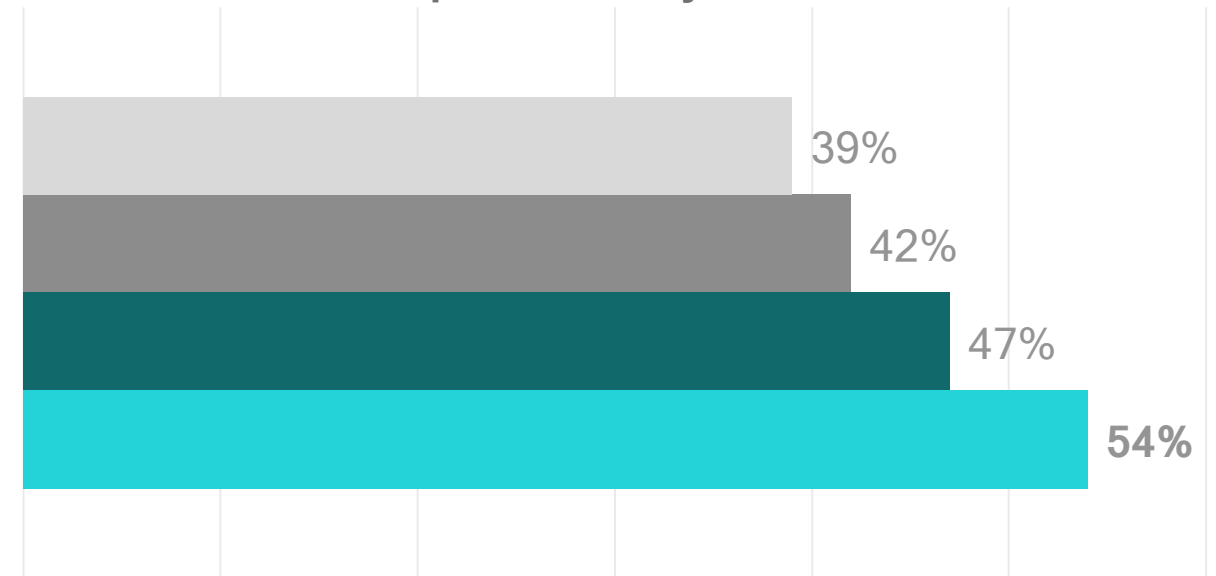


## Fighting a two-front battle

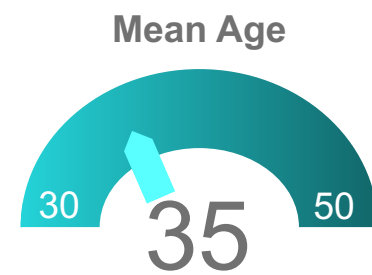
Thanks to the compounding effects of race, gender and ability, LGBTQ+ individuals who also belong to other marginalized groups report experiencing great pressure to conform or suppress their identities. Understanding this group means knowing how the LGBTQ+ experience manifests across a variety of demographics.

**I am often in situations where I feel I need to suppress how I express my African American/Asian American/Hispanic identity**

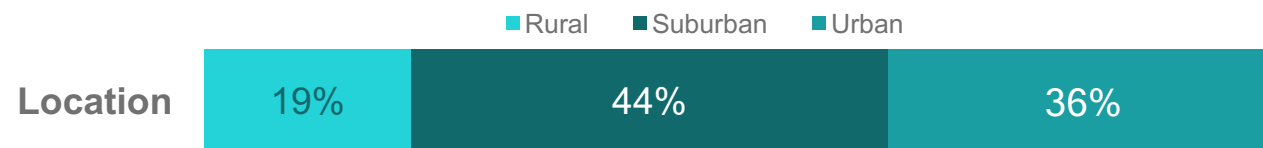
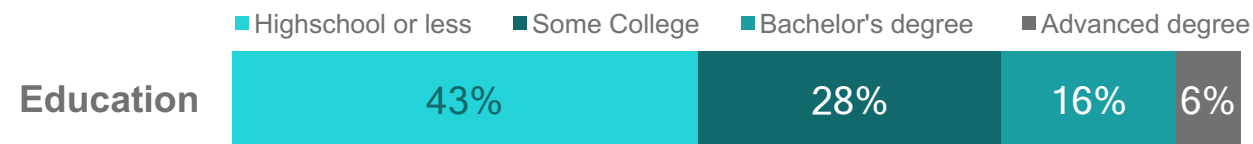
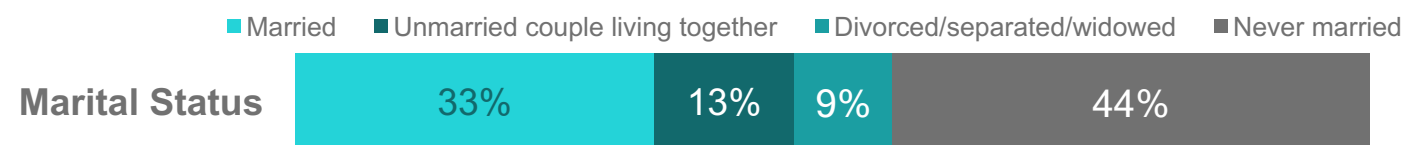
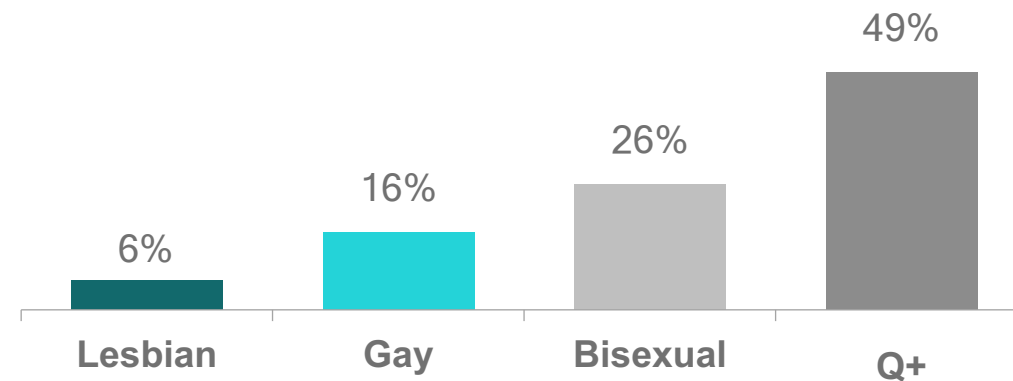
- African American
- Asian American
- Hispanic
- LGBTQ+ of Color



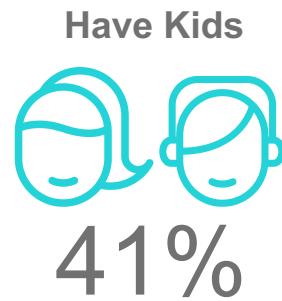
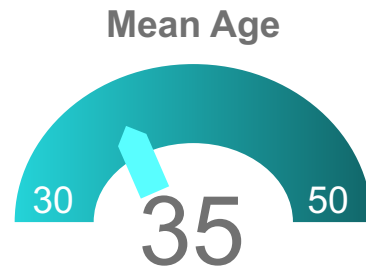
Kantar Consulting 2017 U.S. MONITOR (Sample 18+ African Americans, Asian Americans, Hispanics)



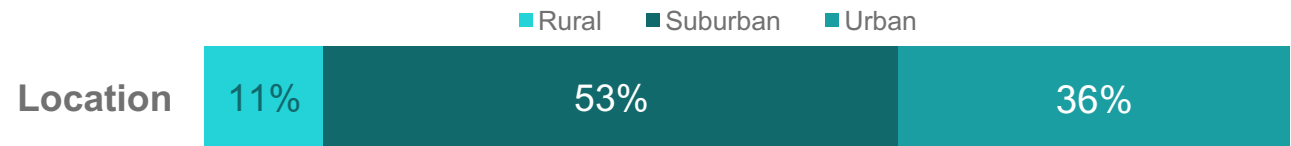
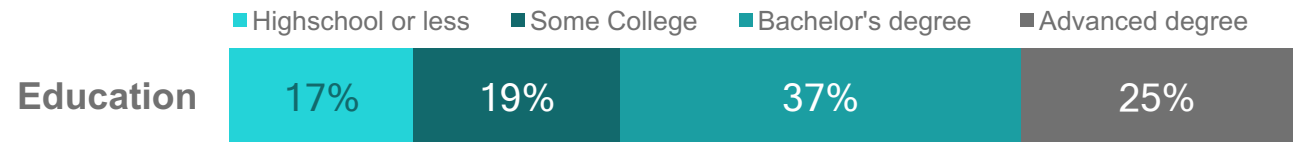
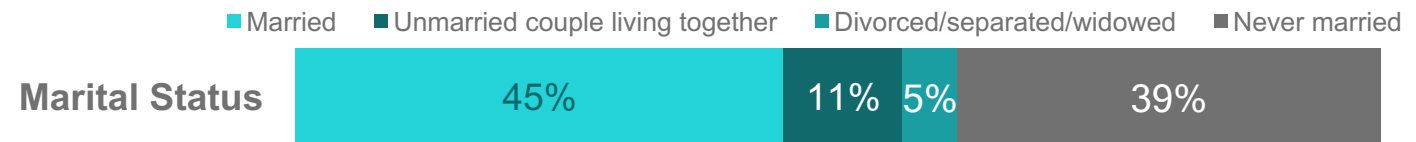
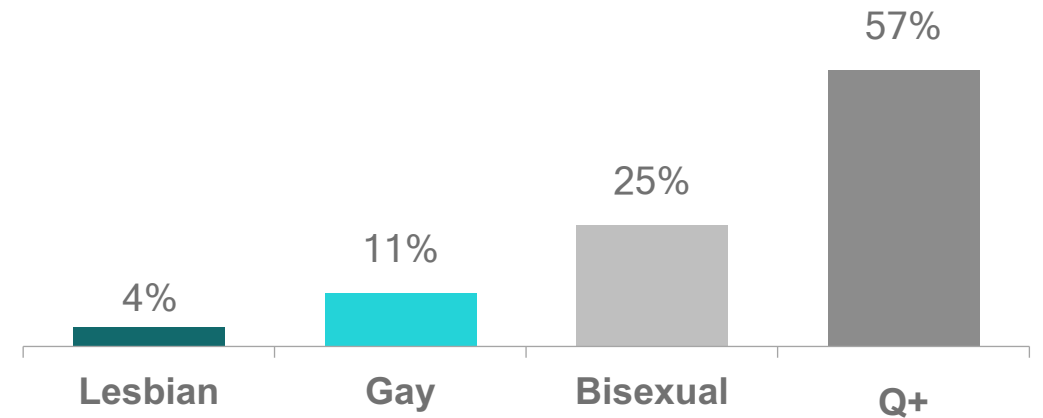
## LGBQ+ African Americans



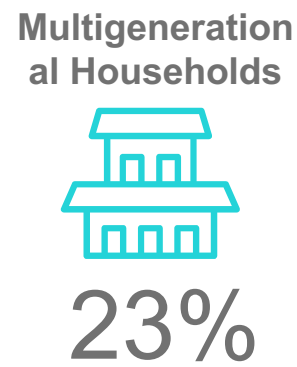
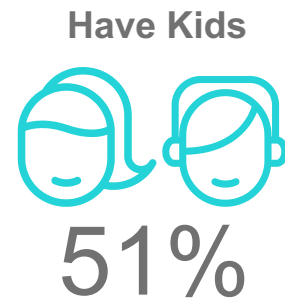
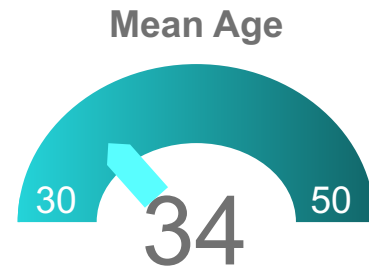
Kantar Consulting 2015-2017 U.S. MONITOR (Sample 18+)



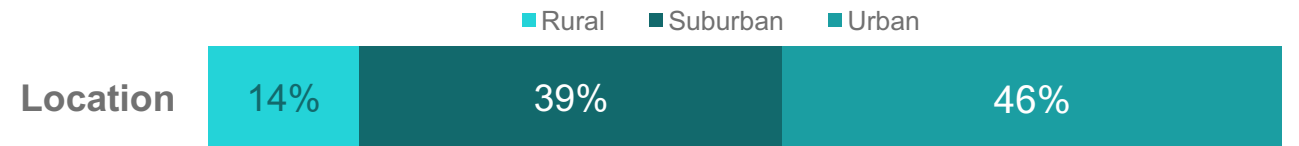
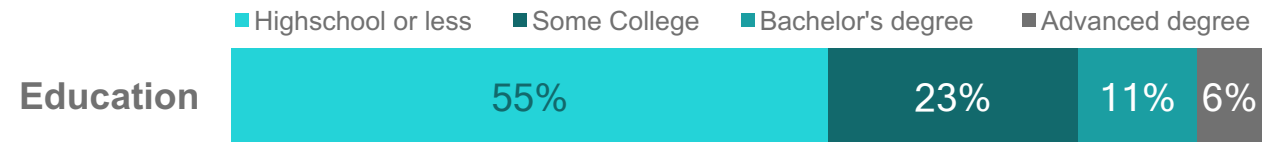
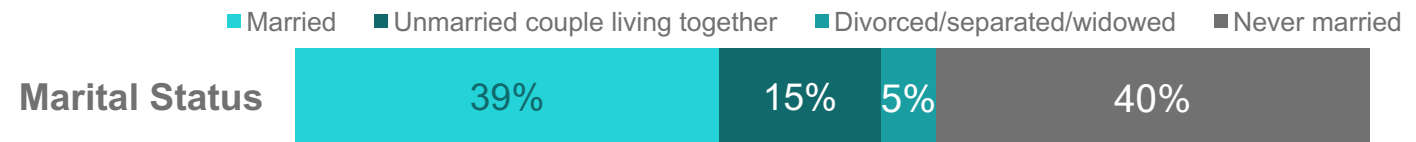
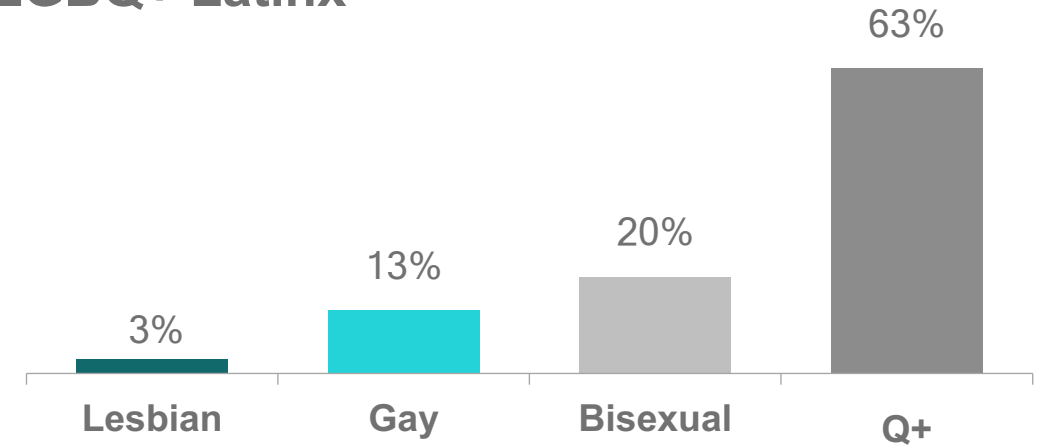
## LGBTQ+ Asian Americans



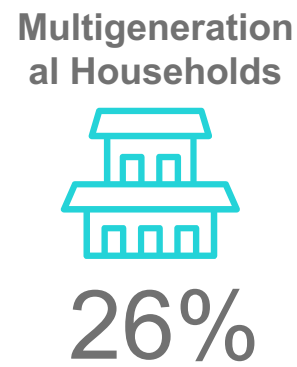
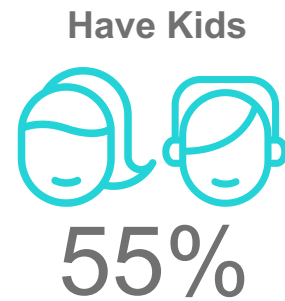
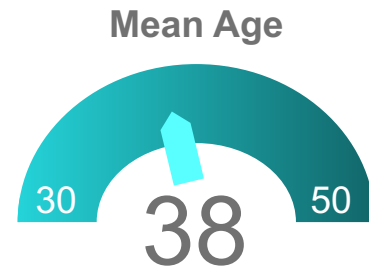
Kantar Consulting 2015-2017 U.S. MONITOR (Sample 18+)



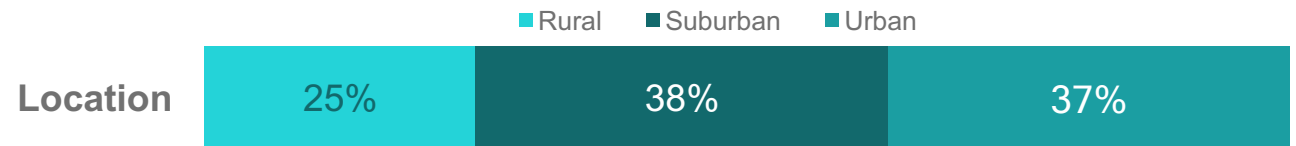
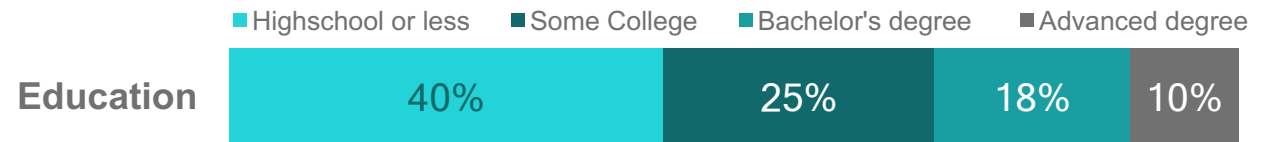
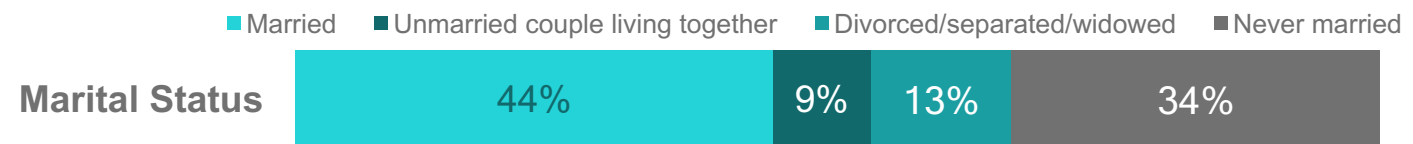
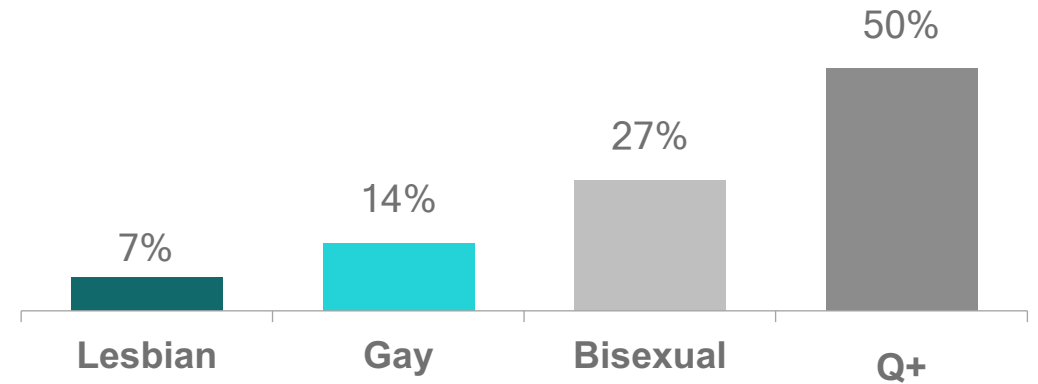
## LGBQ+ Latinx



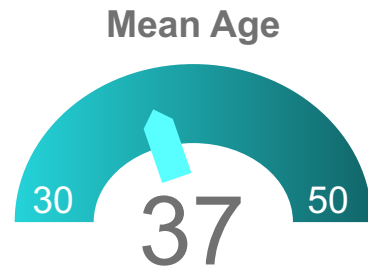
Kantar Consulting 2015-2017 U.S. MONITOR (Sample 18+)



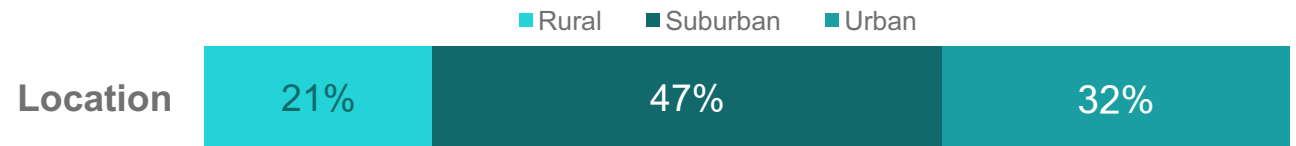
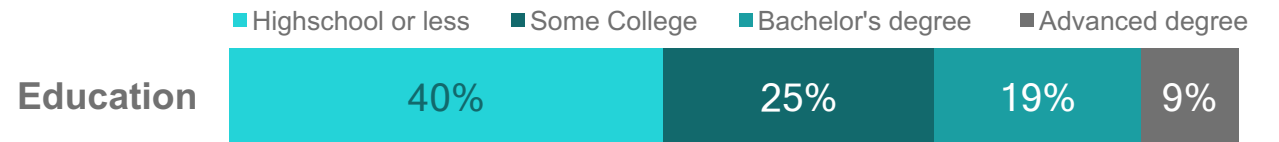
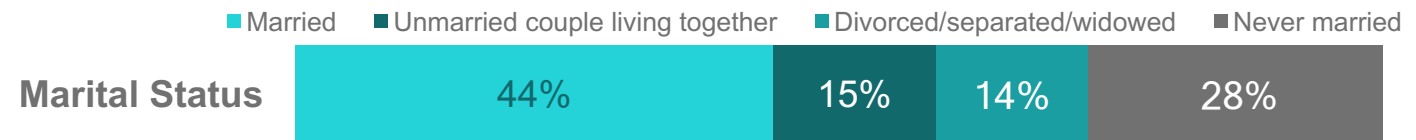
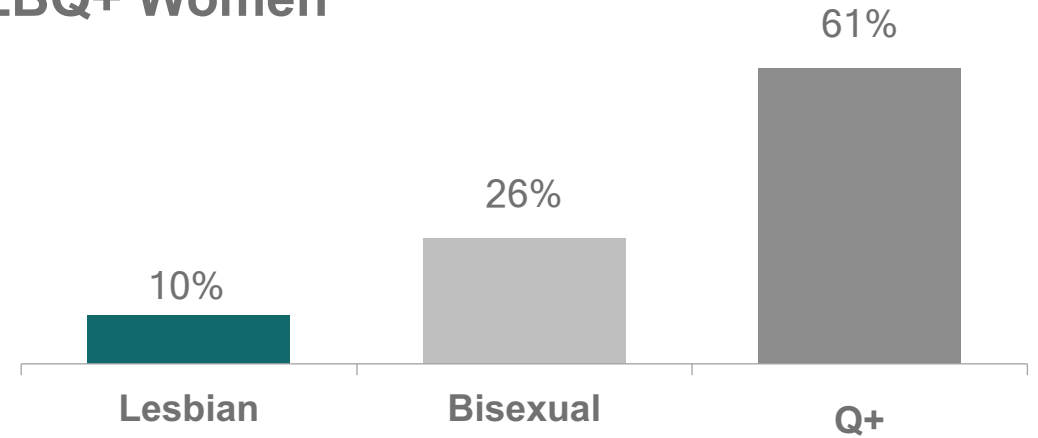
## LGBQ+ People with disabilities



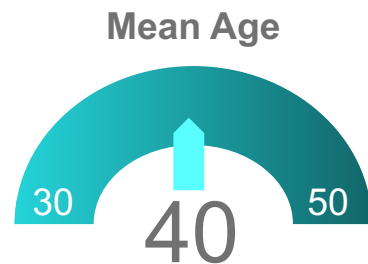
Kantar Consulting 2015-2017 U.S. MONITOR (Sample 18+)



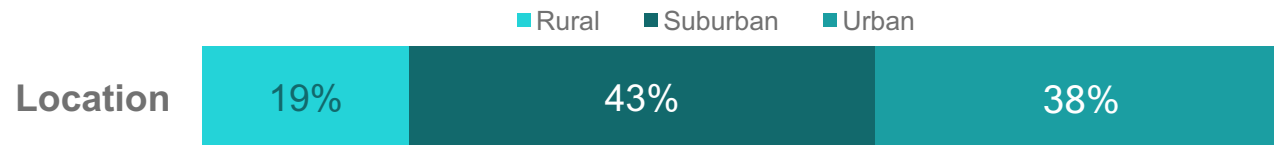
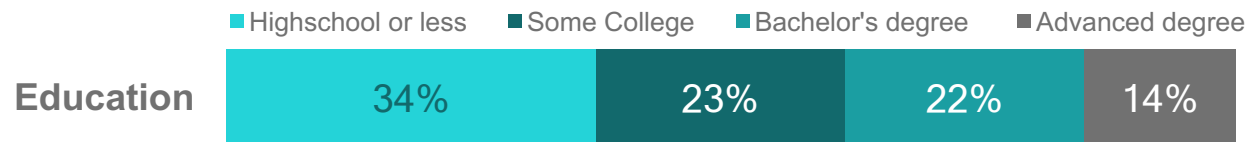
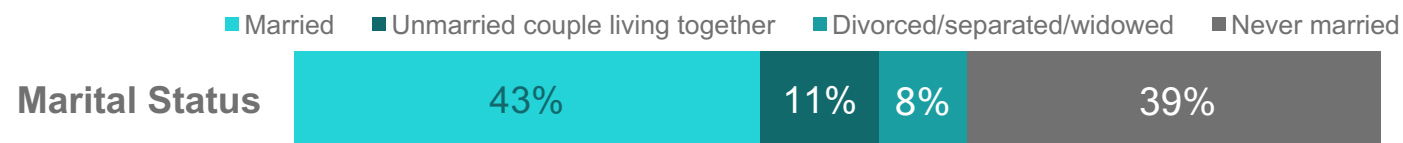
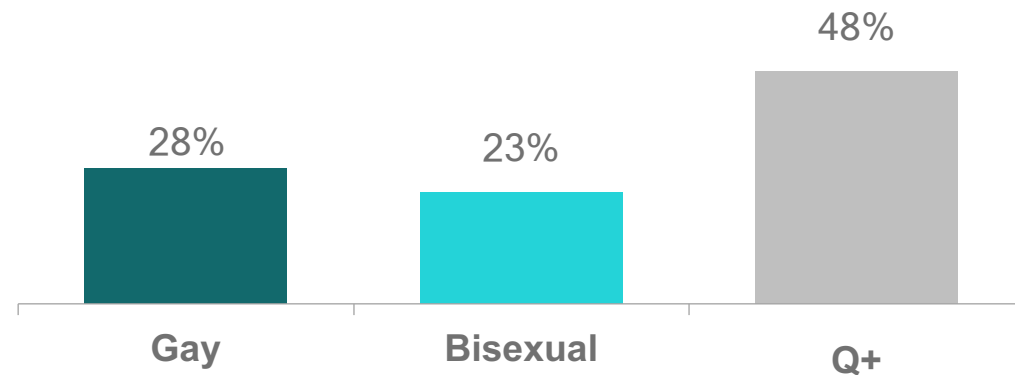
## LBQ+ Women



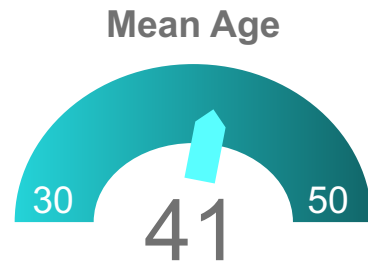
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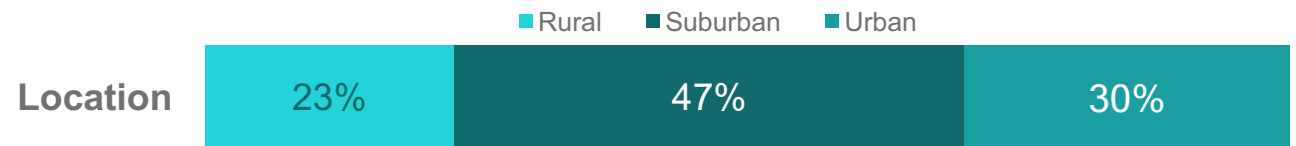
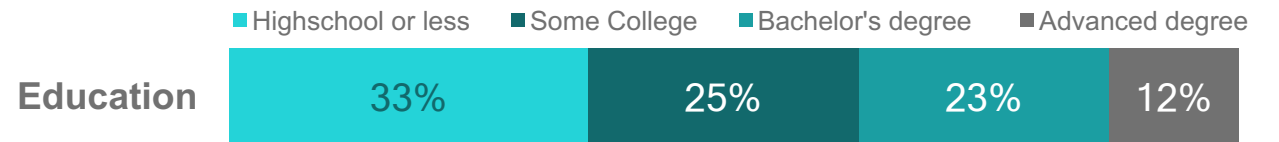
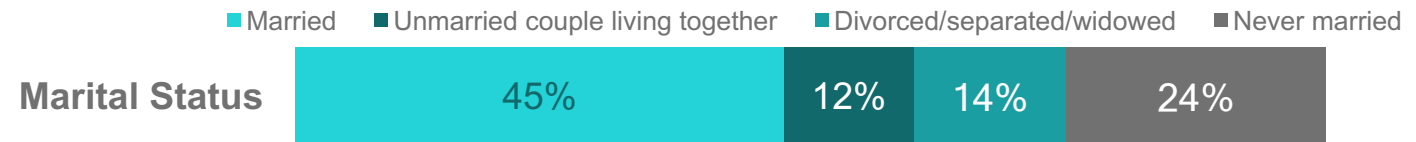
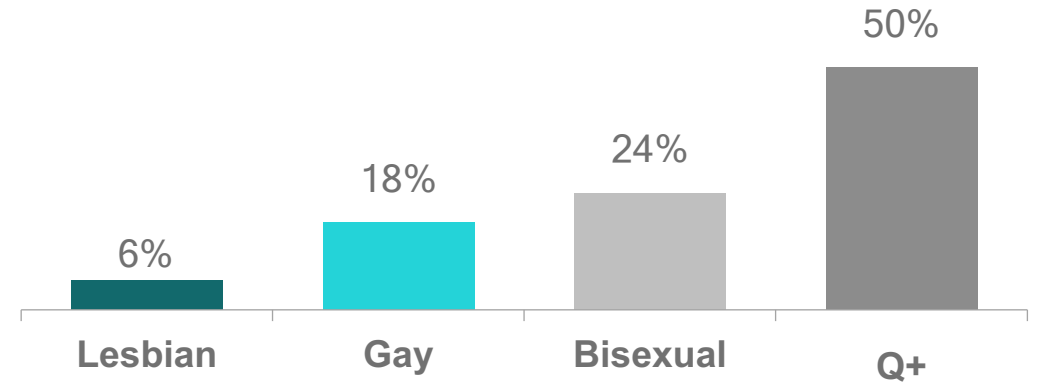
## GBQ+ Men



Kantar Consulting 2015-2017 U.S. MONITOR (Sample 18+)



## LGBQ+ Non-Hispanic White



Kantar Consulting 2015-2017 U.S. MONITOR (Sample 18+)



**25**  
MILLION+

USERS

**250**  
MILLION+

IN-APP  
MESSAGES  
SENT WEEKLY

**500**  
MILLION+

COLLECTIVE  
MINUTES IN  
APP WEEKLY

**2.7**  
BILLION+

AD  
IMPRESSIONS  
MONTHLY

HORNET is the go-to digital home for LGBT and Q+ Centennials seeking more meaningful connections and a sense of community. With 25 million members—including nine million added in 2018—this coveted demographic comprises a growing majority of our global user base.

Marketers increasingly understand the importance of targeting LGBT, but this new research uncovers a seismic trend in the community's expansion toward the larger Q+ segment. This trend is evidenced by Hornet itself and our 25 million proof points—as one of the single largest vertical media companies equipped to reach, empower and inspire this young and fluid population.

[HORNET.COM](https://www.hornet.com)

# Centennials: The New Cultural Conversation

"Fluidity is quickly becoming a new, and acceptable, normal in the queer community... Attraction is attraction and it doesn't wear a label."

**The New York Times**

"Our latest research with The Harris Poll shows that an estimated 20% of Millennials identify as LGBTQ and this has opened the door for the generation after them to be even more visible and vocal about who they are."



"The fluency with which young people speak about gender and sexuality is so much more evolved."

**Greg Berlanti**

"But if one thing's clear -the oldest of Gen Z—today's 13- to 20-year-olds—are, queer as f+#k. "



"Generation Z's approach to gender and sexuality is indeed revolutionary-"

**The Daily Dot**

"81 percent (of Generation Z) said that gender doesn't define a person as much as it used to."



**Shepherd Laughlin**  
*the director of trendspotting  
at J. Walter Thompson*

"You don't have to label your sexuality; so many kids these days are not labeling their sexuality and I think that's so cool."

**Lily-Rose Depp**  
*Johnny Depp's 18-year-old daughter*

# Hornet Stories: At the Center of the Conversation

Our editorial team has been reporting on this trend from around the globe



Take Note, Advertisers:  
Most of Generation Z  
Doesn't Identify as Straight



An Adorable Filipino Ad Shows Gender  
Doesn't Matter When It Comes to  
Fragrances or Love



All Canadians Are Now Represented by  
These New Gender-Neutral Lyrics to 'O  
Canada'



New YA Film 'Every Day' Honors the Younger  
Generation's More Fluid Approach to Love



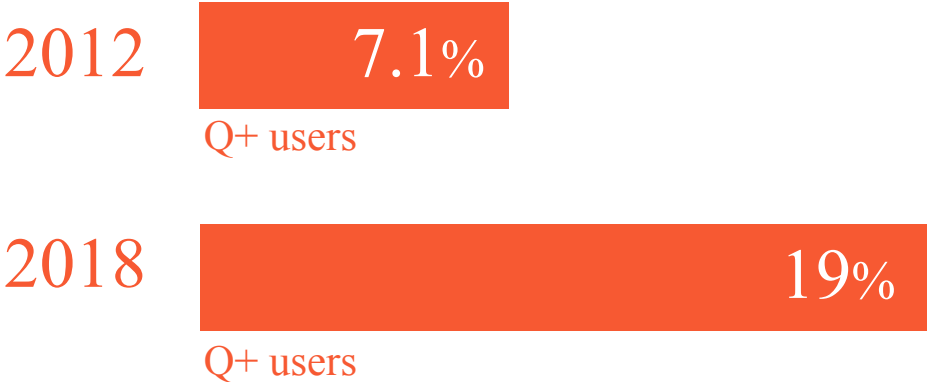
New RPG 'Pyre' Is One of the Few Video  
Games That Lets You Be Gender-Neutral



This Queer Artist Reimagines Gigi Hadid &  
Zayn Malik as the Gender Fluid Couple They  
Never Were

# Hornet: The Partner & Portal to Centennial Marketing

Since 2012, the Q+ portion of Hornet's user base has nearly tripled.

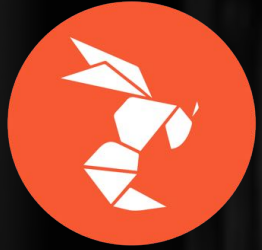




LGBTQ+ represents a seismic demographic shift among the young- with large and lasting implications for the future of culture and commerce. Brands must start engaging these consumers now- and do so on their own terms.

Hornet is uniquely capable and committed to partnering with brands in this exciting and crucial marketing shift.

KANTAR CONSULTING



HORNET

# APPENDIX

# Appendix: LGBTQ+ Methodology In Detail

The Kantar Consulting 2017 U.S. MONITOR study is an online quantitative survey conducted in two 45-minute parts. The survey is conducted among U.S. respondents ages 12 and up, but all LGBTQ+ data contained herein is restricted to ages 18 and up. In 2017, a total of 11,562 respondents were interviewed.

A [complete technical appendix](#) is available.

## Single-Punch Sexual Orientation Question:

How would you describe your sexual orientation? *(please select only one response.)*

Heterosexual .....

Bisexual .....

Gay .....

Lesbian .....

Prefer not to say .....

☐

☐

☐

☐

☐

## Single-Punch Gender Question:

What is your gender?

1. Male

2. Female

3. Transgender

## Sexual Spectrum Questions:

Thinking about your sexual identity, how would you describe yourself?

1	2	3	4	5	6	7	8
Straight			Equally Both			Gay / Lesbian	Prefer Not To Say
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How would you describe your sexual behavior?

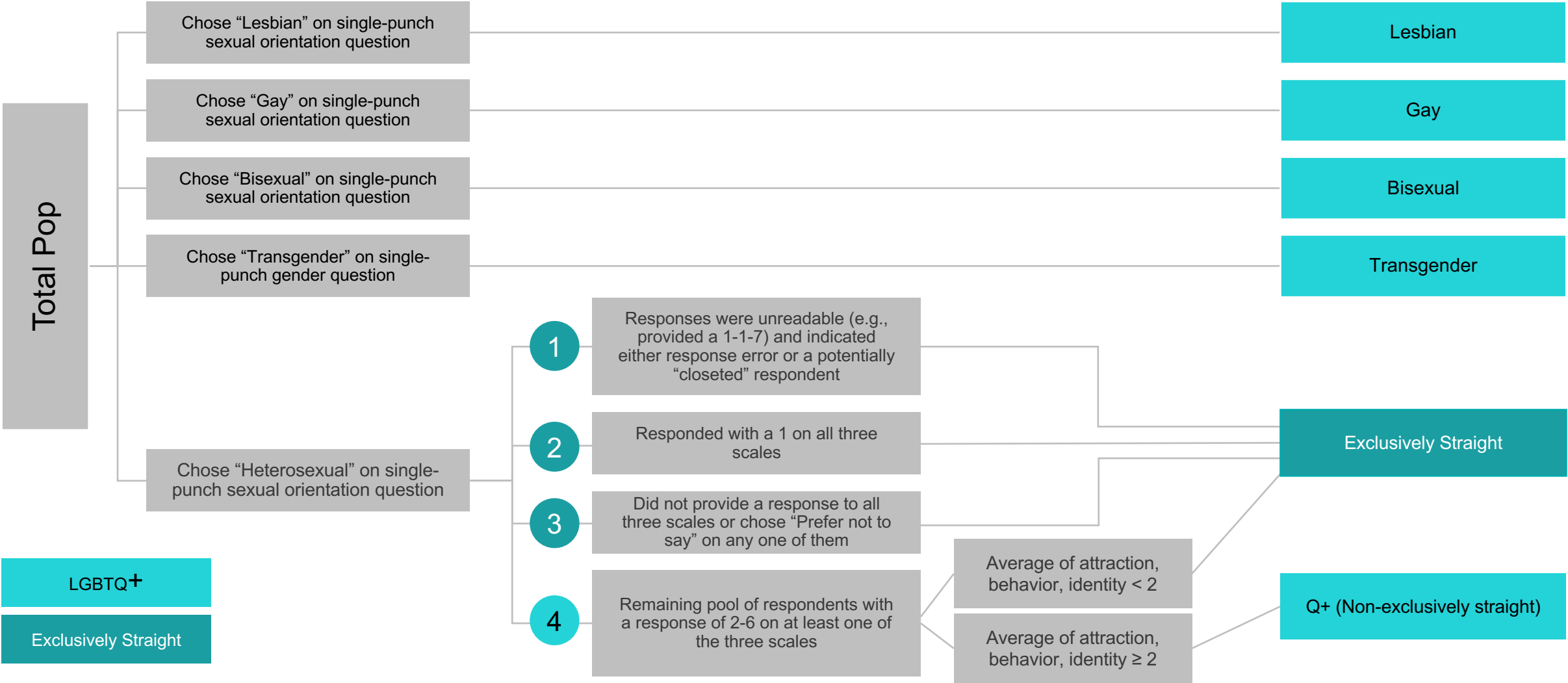
1	2	3	4	5	6	7	8	9
Exclusively With Men			Equally Both			Exclusively With Women	None	Prefer Not To Say
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How would you describe your sexual attraction?

1	2	3	4	5	6	7	8
Exclusively To Men			Equally Both			Exclusively To Women	Prefer Not To Say
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All responses re-coded for gender so that 1=opposite sex and 7=same sex for all respondents.

# Appendix: LGBTQ+ Methodology In Detail





**KANTAR CONSULTING**

**THANK  
YOU**

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