

YouGov®

US



LGBTQ



LGBTQ+ brand rankings 2024

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Pride Month preview

As June kicks off, brands will seek to show off their LGBTQ+ allyship by adopting the rainbow iconography associated with Pride Month.

How impactful have these efforts been so far?

Looking at hundreds of thousands of YouGov panel surveys, we compared brand purchase consideration of LGBTQ+ Americans against the general population.

This new rankings uncovers which brands LGBTQ+ Americans are more likely to consider purchasing – across automotive, food and beverages, beauty, retail, travel, video gaming & more.

LGBTQ+ identity:

**12.4% of
Americans (18+)**

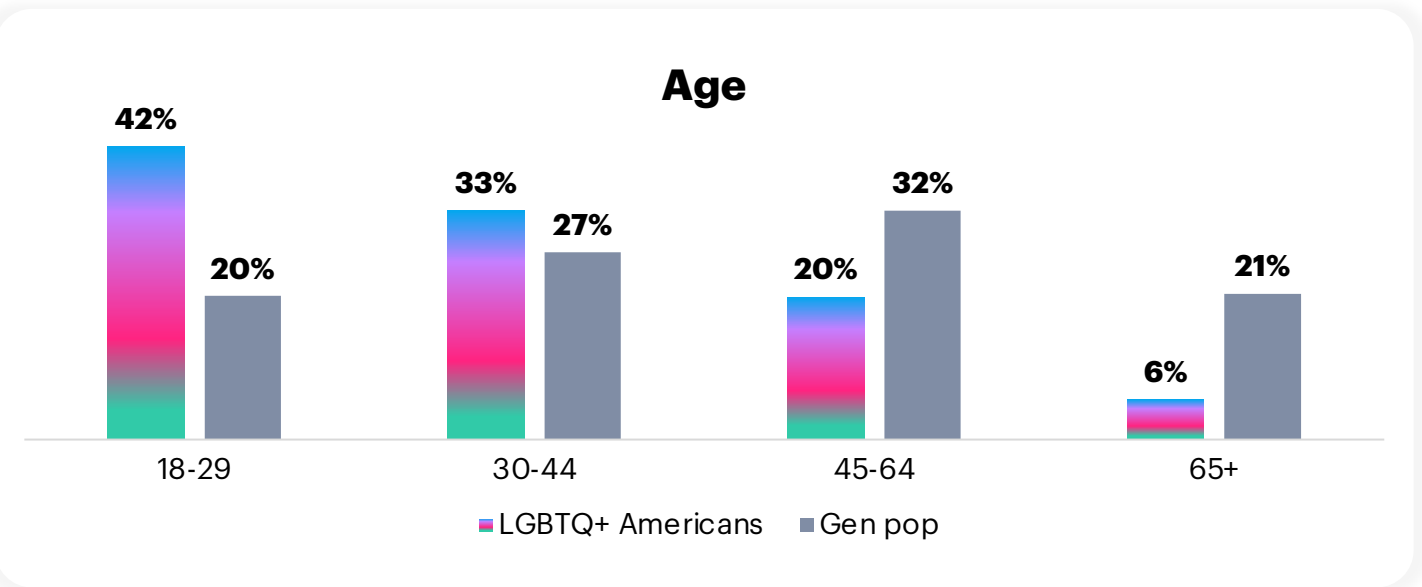
Population estimate:

**31.9M
Americans**



Who are LGBTQ+ Americans?

- 42% of Americans with an LGBTQ+ identity are aged 18-29, compared to just 6% aged 65+
- LGBTQ+ Americans are more likely to live in a city in the Western census region than the average American

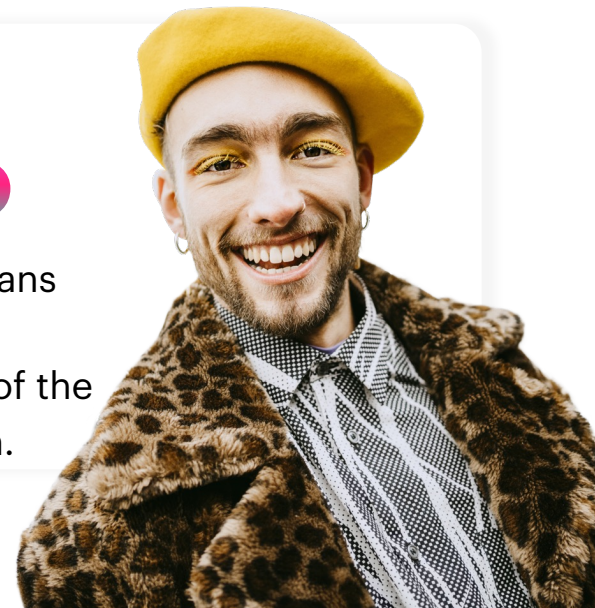


27%

of LGBTQ+ Americans live in the West, compared to 24% of the general population.

45%

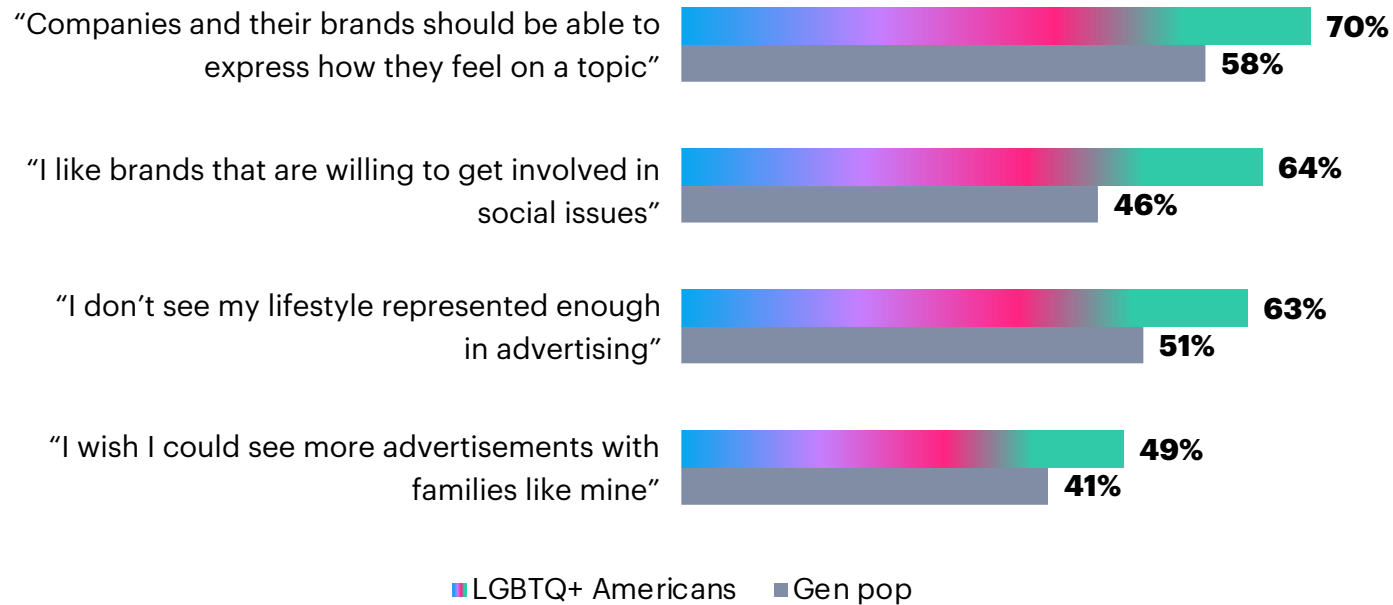
of LGBTQ+ Americans live in a city, compared to 37% of the general population.



LGBTQ+ Americans are receptive to cause advertising

63% of LGBTQ+ Americans don't see their lifestyle represented enough in advertising

Statements agreed with about advertising



23%

of LGBTQ+ Americans used Reddit in the last month, compared to 13% of the general population.



Consideration rankings

The brands in this section are ranked by the difference in purchase consideration between LGBTQ+ Americans and the general population.

Methodology

Looking at hundreds of thousands of YouGov panel surveys, we compared brand purchase consideration between LGBTQ+ Americans and the general population.

The brands in this section are ranked by the difference in consideration between the two groups. For instance, 14.2% of LGBTQ+ Americans would consider purchasing a Volkswagen, but just 10.6% of the general population feel the same. This 3.6 percentage-point difference places Volkswagen higher in our ranking than Nissan, despite the latter having an overall higher consideration among LGBTQ+ Americans (18.8%). Consideration scores are rounded to the nearest decimal point, and differences are determined from those rounded scores.

This data in this analysis comes from connecting YouGov BrandIndex and YouGov Profiles. Brands must have been tracked for 365 days to qualify for the ranking, which measures consideration sentiment between May 1, 2023, and April 30, 2024.

[Explore more data >](#)[Get in touch >](#)

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Which car brands do LGBTQ+ Americans prefer?

Purchase consideration

Rank	Brand	% of LGBTQ+ Americans considering	% of gen pop considering	Difference
1	Subaru	25.2%	20.2%	5.0
2	Volkswagen	14.2%	10.6%	3.6
3	Nissan	18.8%	16.7%	2.1
4	Volvo	9.8%	7.8%	2.0
5	Kia	16.6%	14.7%	1.9

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Which food & snack brands do LGBTQ+ Americans prefer?

Purchase consideration

Rank	Brand	% of LGBTQ+ Americans considering	% of gen pop considering	Difference
1	Ben & Jerry's	39.9%	26.4%	13.5
2	Impossible Foods	14.1%	8.1%	6.0
3	Beyond Meat	14.3%	8.5%	5.8
4	Annie's	22.3%	16.5%	5.8
5	Maruchan Ramen Noodle Soup	27.6%	22.3%	5.3

Talk to a researcher

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Which beer & seltzer brands do LGBTQ+ Americans prefer?

Purchase consideration

Rank	Brand	% of LGBTQ+ Americans (21+) considering	% of gen pop (21+) considering	Difference
1	Topo Chico Hard Seltzer	6.1%	3.0%	3.1
2	Bud Light	13.7%	11.3%	2.4
3	Simply Spiked Lemonade	7.1%	5.0%	2.1
4	Truly Hard Seltzer	8.3%	6.2%	2.1
5	Corona Hard Seltzer	5.3%	3.3%	2.0

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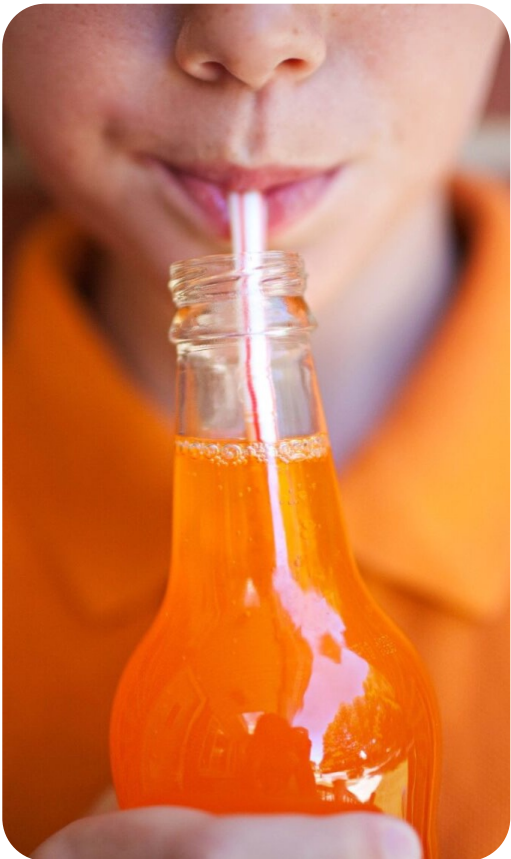
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Which **soft beverage brands** do **LGBTQ+ Americans** prefer?

Purchase consideration

Rank	Brand	% of LGBTQ+ Americans considering	% of gen pop considering	Difference
1	Naked Juice	16.8%	12.2%	4.6
2	Jones Soda	10.7%	6.5%	4.2
3	Dr Pepper	25.1%	21.3%	3.8
4	MiO	8.8%	5.5%	3.3
5	Rockstar	9.0%	5.8%	3.2

Talk to a researcher

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Which beauty brands do LGBTQ+ Americans prefer?

Purchase consideration

Rank	Brand	% of LGBTQ+ Americans considering	% of gen pop considering	Difference
1	ColourPop	8.7%	3.8%	4.9
2	Bioré	11.6%	7.0%	4.6
3	CeraVe	26.3%	22.1%	4.2
4	Cetaphil	19.5%	15.8%	3.7
5	Aquaphor	17.0%	13.6%	3.4

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Which media networks do LGBTQ+ Americans prefer?

Purchase consideration

Rank	Brand	% of LGBTQ+ Americans considering	% of gen pop considering	Difference
1	Adult Swim	22.0%	12.4%	9.6
2	Logo TV	13.0%	3.9%	9.1
3	MSNBC	29.2%	21.5%	7.7
4	Cartoon Network	23.4%	17.2%	6.2
5	C-SPAN	15.0%	10.1%	4.9

Talk to a researcher

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Which retail store brands do LGBTQ+ Americans prefer?

Purchase consideration

Rank	Brand	% of LGBTQ+ Americans considering	% of gen pop considering	Difference
1	Target	50.4%	39.8%	10.6
2	IKEA	38.1%	28.5%	9.6
3	Barnes & Noble	45.4%	38.2%	7.2
4	Michaels	25.2%	20.0%	5.2
5	Trader Joe's	25.9%	20.8%	5.1

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Which fashion brands do LGBTQ+ Americans prefer?

Purchase consideration

Rank	Brand	% of LGBTQ+ Americans considering	% of gen pop considering	Difference
1	Vans	22.1%	14.4%	7.7
2	Converse	24.9%	18.1%	6.8
3	Calvin Klein	23.9%	17.8%	6.1
4	H&M	18.4%	13.2%	5.2
5	Patagonia	15.5%	11.0%	4.5

Talk to a researcher

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Which hotel brands do LGBTQ+ Americans prefer?

Purchase consideration

Rank	Brand	% of LGBTQ+ Americans considering	% of gen pop considering	Difference
1	Homewood Suites by Hilton	15.5%	11.8%	3.7
2	W Hotels	10.3%	7.6%	2.7
3	Extended Stay America	10.5%	8.1%	2.4
4	Holiday Inn	37.9%	35.5%	2.4
5	Red Roof Inn	14.8%	12.5%	2.3

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Which video games do LGBTQ+ Americans prefer?

Purchase consideration

Rank	Brand	% of LGBTQ+ Americans considering	% of gen pop considering	Difference
1	The Sims	22.7%	12.4%	10.3
2	The Legend of Zelda	24.6%	15.0%	9.6
3	Animal Crossing	19.1%	9.6%	9.5
4	Minecraft	18.9%	13.5%	5.4
5	Grand Theft Auto	21.6%	16.5%	5.1

Talk to a researcher

Want to learn more about LGBTQ+ Americans or another group?

Get in touch for quick, in-depth intelligence powered by YouGov's panel of 27+ million people.

Get in touch



Thank you

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