

MORE PEOPLE THAN EVER IDENTIFY AS LGBTQ+...

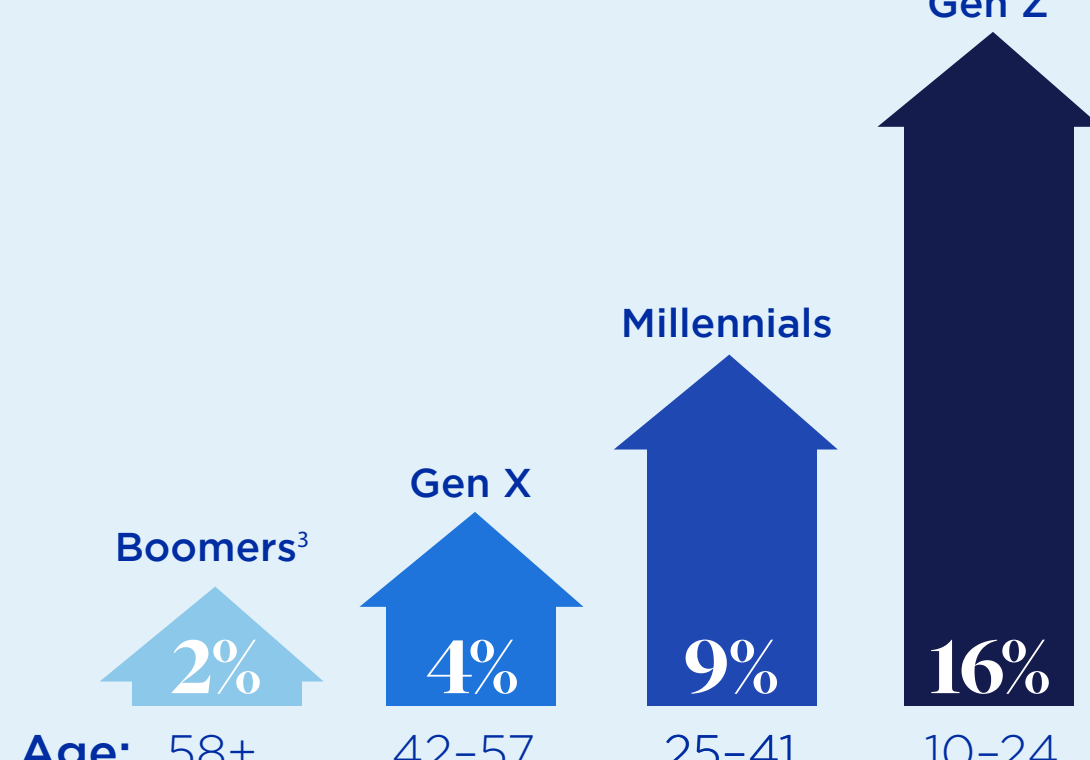
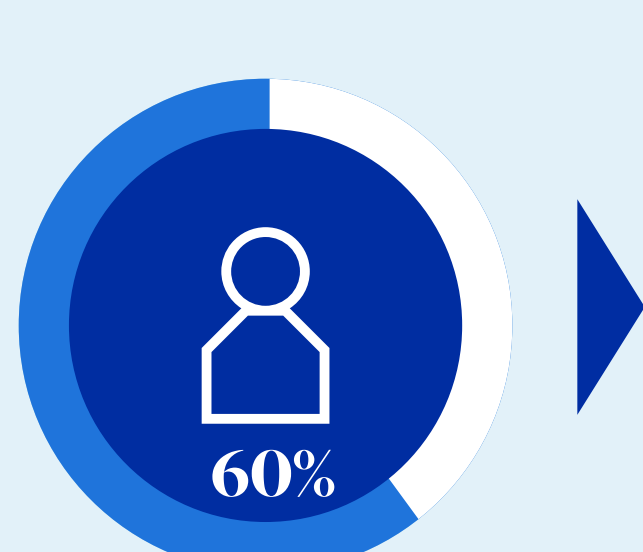
18 MILLION CONSUMERS¹

Americans that identify as LGBTQ+

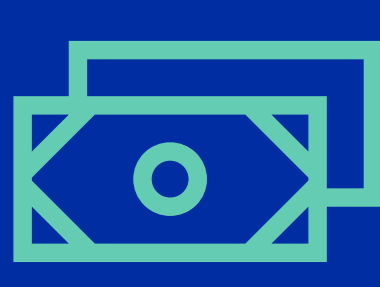
5.6%
2020²

7.1%
2022¹

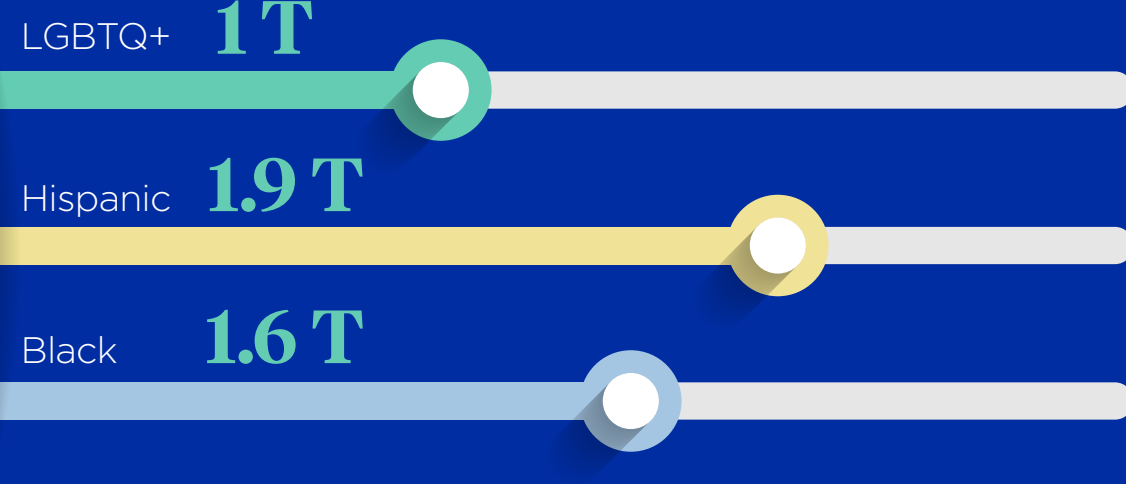
...AND THIS AUDIENCE WILL CONTINUE TO GROW



LGBTQ+ CONSUMERS ARE A STRONG AND SIGNIFICANT CONSUMER GROUP



The LGBTQ+ community holds a **purchasing power of approximately⁴**



THE BUSINESS OPPORTUNITY

LGBTQ+-owned businesses contributed an estimated



\$1.7 trillion

to the US economy in 2017

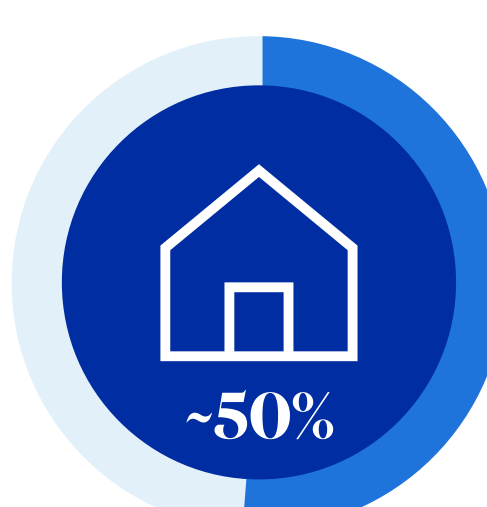


adding thousands of jobs to the workforce annually.⁵

Support local LGBTQ+ businesses to connect with this community.

Nearly 50%

own their homes and are more likely to be first-time homebuyers



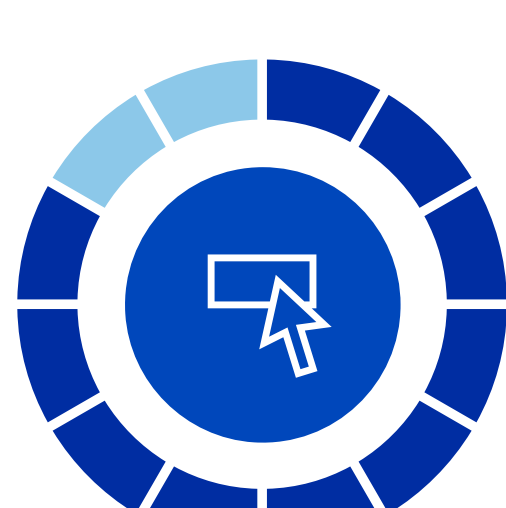
representing a great opportunity to build new relationships.⁶

Partner with real estate professionals who serve this market.

LGBTQ+ adults underindex on life insurance incidence vs. non-LGBTQ+, indicating an opportunity to close the gap.⁷



THEY ARE LOOKING FOR PLACES THAT SUPPORT THEM...



84% use social media to find communities where they belong.

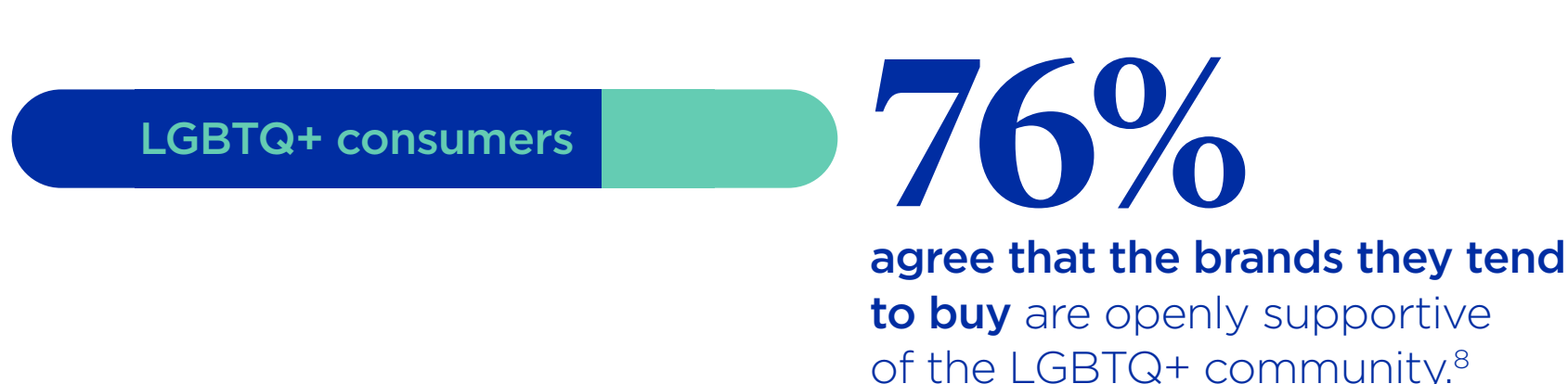
aged 18-40



They are comfortable building virtual relationships.⁷

Set up your agency to build relationships via social media, text services, emails, and more.

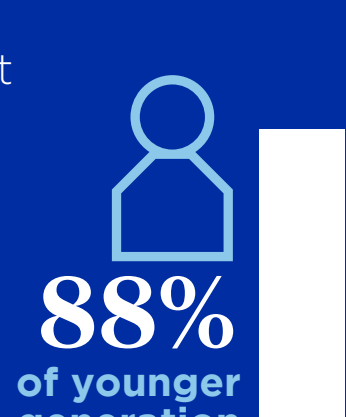
AND REWARDING THEM IN TURN WITH THEIR BUSINESS



agree that the brands they tend to buy are openly supportive of the LGBTQ+ community.⁸

INCLUSIVITY MATTERS TO A BROADER AUDIENCE

Supporting LGBTQ+ causes has an impact beyond just LGBTQ+ consumers:



\$10 trillion in buying power, more likely to be used on brands who care about social justice.⁹

Build relationships via consistent



support of the LGBTQ+



community in your hiring, community partnerships, values, business partners, and more.

Learn more about the tools and programs Nationwide has to support your efforts to reach and serve diverse consumers by visiting <http://nationwide.com/agencyforward/diversity> or visit Marketing Central

Sources: 1. 2022 Q4 Report, <https://www.newsfilecorp.com/release/118401>; 2. <https://www.forbes.com/sites/katiebaron/2022/04/11/prepping-for-pride-2022-beyond-engaging-a-booming-lgbtq-consumer-landscape/>; 3. Gallup, <https://www.theguardian.com/world/2021/feb/24/how-many-lgbtq-americans-study-record-high>; 4. <https://www.kearney.com/consumer-retail/article/-/insights/purchasing-with-pride-what-lgbtq-consumers-demand-from-retailers-and-brands>; 5. <https://www.nglcc.org/blog/nglcc-and-lgbt-owned-businesses-celebrate-and-advocate-america%E2%80%99s-17-trillion-lgbt-economy>; 6. <https://cdn.nar.realtor/sites/default/files/documents/2021-profile-of-lgbtq-home-buyers-and-sellers-06-09-2021.pdf>; 7. Collage Group Media Survey August 2021 (18-75 population, unweighted data); 8. <https://www.kearney.com/consumer-retail/article/-/insights/purchasing-with-pride-what-lgbtq-consumers-demand-from-retailers-and-brands>; 9. <https://www.prideco-op.com/data>