

Inclusive Insights: LGBTQ+ & Brands

How LGBTQ+ inclusion shapes consumer trust and loyalty

June 2026 • The Harris Poll Thought Leadership Practice





Methodology

This report was conducted online in the United States by The Harris Poll from May 19 to May 27, 2026. Brand-specific findings are based on 1,042 LGBTQ+ adults and 3,894 non-LGBTQ+ adults ages 18 and older. Respondents included 231 people who identified as lesbian, 324 as gay, 373 as bisexual, 51 as transgender, and 38 as nonbinary. The survey also included 602 neurodivergent respondents and 398 BIPOC respondents. We use “LGBTQ+” in this report to refer to LGBTQIA+ respondents included in the survey.

Supplementary research was conducted online in the United States by The Harris Poll from May 14 to May 23, 2026, among a nationally representative sample of 4,308 U.S. adults. The sample included 640 Gen Z adults ages 18–29, 1,399 Millennials ages 30–45, 1,129 Gen X adults ages 46–61, and 1,140 Boomers ages 62 and older.

Data are weighted where necessary by age, gender, race/ethnicity, region, education, marital status, household size, employment, sexual orientation, gender identity, and smoking status to bring them in line with their actual proportions in the population.

Respondents for this survey were selected from among those who have agreed to participate in our surveys.

The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within $\pm 4.4\%$ percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.



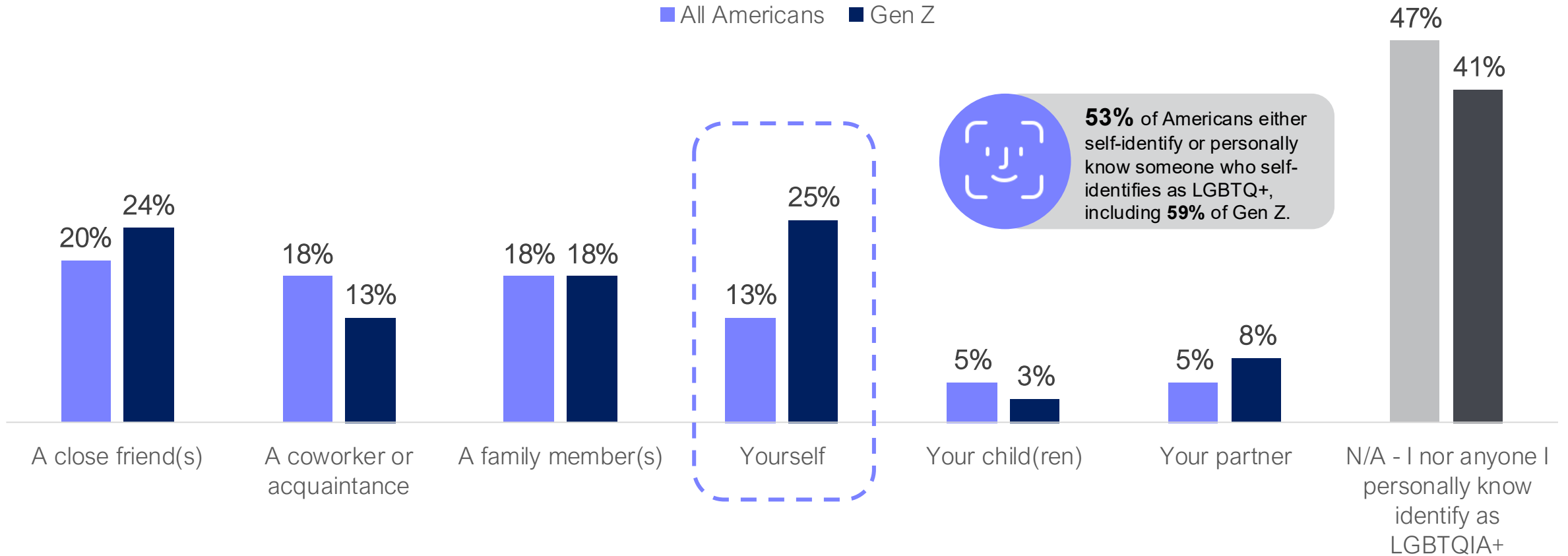
Executive Summary

- **LGBTQ+ issues touch the lives of nearly half of Americans:** Nearly half of Americans (53%) say they identify as LGBTQ+ or personally know someone who does, making LGBTQ+ inclusion relevant well beyond the community itself.
- **LGBTQ+ consumers see brands pulling back, and trust is on the line:** More than three quarters (81%) say brands have pulled back support for the LGBTQ+ community in the last two years. The consequences are clear: 84% agree that “I lose trust in brands that pull back support for causes or communities when there is backlash.”
- **Performative support does not just disappoint consumers, it changes behavior:** When support feels performative, stereotypical, or pulled back under pressure, 43% of LGBTQ+ consumers lose trust in the brand overall, 41% avoid recommending it, and 33% buy from the brand less often or choose a competitor instead.
- **Trust is earned through consistent, year-round support:** 89% of LGBTQ+ consumers agree that “I trust brands more when their support for communities is consistent over time,” while 90% say brands should treat LGBTQ+ consumers as a valuable audience, not just a social issue. This expectation extends beyond LGBTQ+ consumers: 80% of non-LGBTQ+ consumers are more likely to support brands that stand by their values, even when there is public criticism.
- **The upside is real, especially among LGBTQ+ Gen Z:** LGBTQ+ consumers reward brands that show up consistently through loyalty, recommendations, and spending. 77% would pay more for a brand that meaningfully supports LGBTQ+ issues and communities, rising to 86% among LGBTQ+ Gen Z, while 64% have already purposefully paid more for a supportive brand.
- **Brands that overlook LGBTQ+ consumers risk missing where culture moves next:** LGBTQ+ consumers are more likely to discover brands, products, and trends before they become mainstream, and non-LGBTQ+ consumers recognize their influence. Majorities say LGBTQ+ culture shapes what becomes popular and that brands risk missing major cultural moments when they overlook LGBTQ+ consumers.



Over half of Americans have a personal connection to the LGBTQ+ community, and Gen Z is far more likely to identify personally

Do you or anyone you know personally identify as LGBTQIA+?



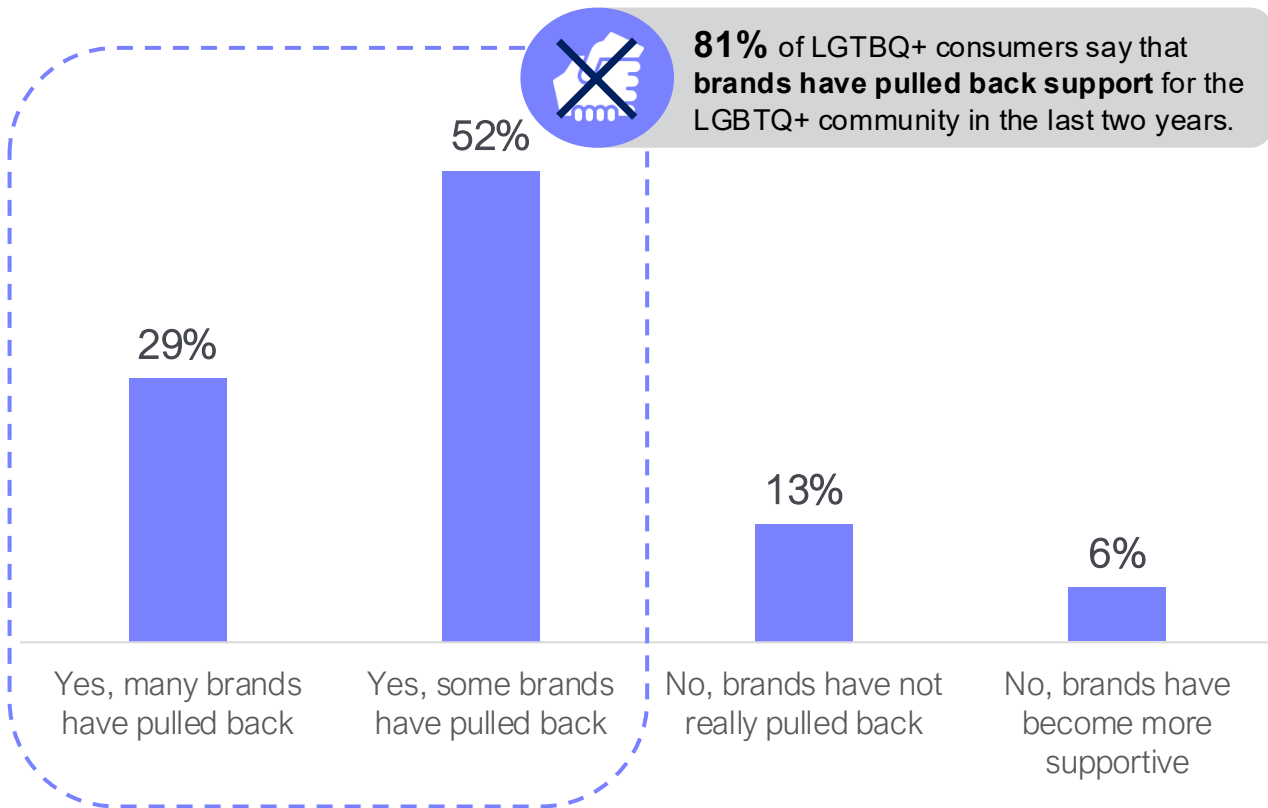
S001. Do you or anyone you know personally identify as LGBTQIA+? (n=4,308 All Americans; n=833 Gen Z)



Over three-quarters of LGBTQ+ consumers say brands have pulled back, and trust is on the line

In the last two years, do you think brands have pulled back their support for the LGBTQ+ community?

■ LGBTQ+



87%
LGBTQ+

“ I can tell when a brand’s support for a cause or community **feels performative.**”

94% Lesbian

84%
LGBTQ+

“ I **lose trust** in brands that **pull back support** for causes or communities when there is backlash.”

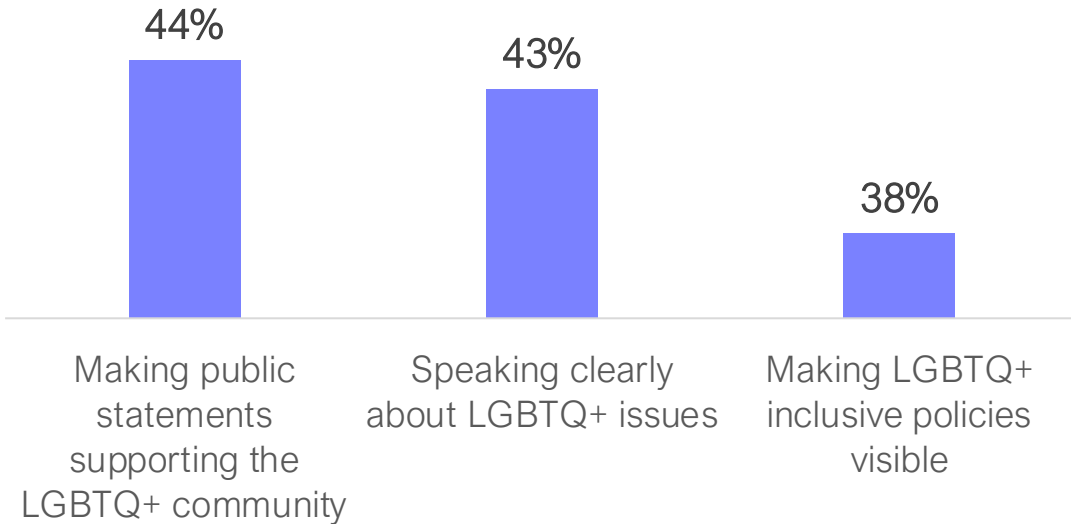
91% Lesbian



LGBTQ+ consumers see brands replacing visible support with caution and retreat

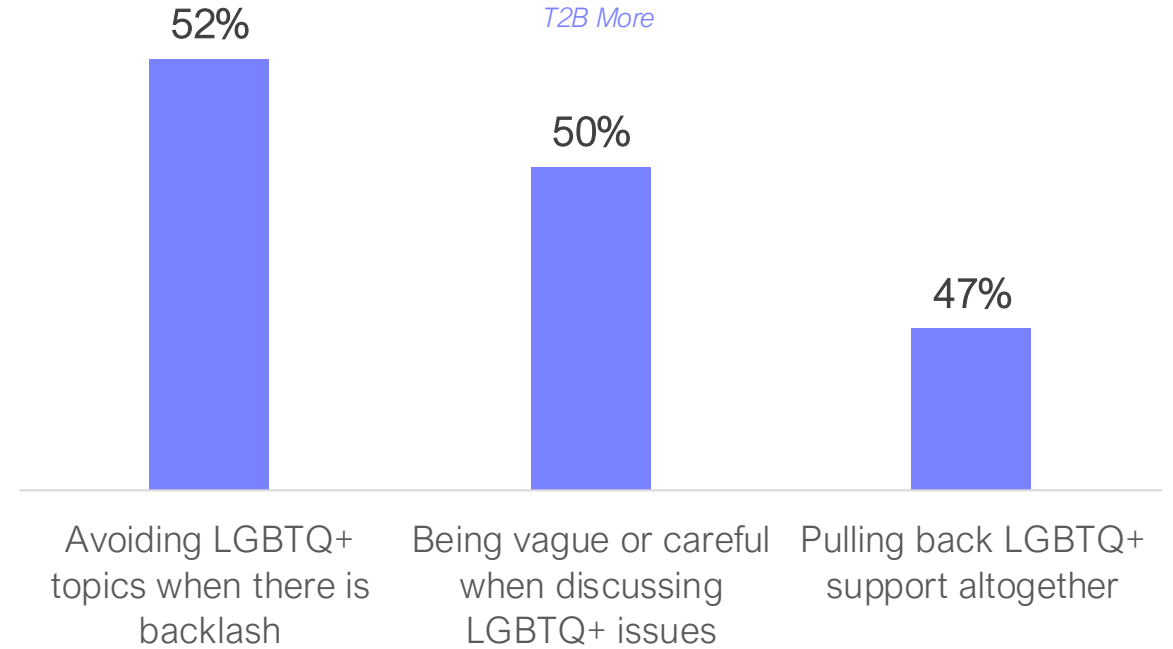
In the last two years, LGBTQ+ consumers say brands are doing less visible support...

■ LGBTQ+
B2B Less



... and, at the same time, LGBTQ+ consumers say brands are doing more to avoid or retreat.

■ LGBTQ+
T2B More



Q103B. In the last two years, do you think brands are doing more or less of the following when it comes to LGBTQ+ support? (n=1,042 LGBTQ+)



What remains often falls short: brand support feels shallow, seasonal, and stereotyped

89%
LGBTQ+

“ Most brands **still have work** to do when it comes to LGBTQ+ representation.”

84%
LGBTQ+

“ Most brands include LGBTQ+ people, but the representation often **feels limited or surface-level.**”

89% Lesbian

81%
LGBTQ+

“ Most brands **mainly support** LGBTQ+ people **during Pride Month.**”

88% Millennial LGBTQ+

80%
LGBTQ+

“ Most brands **rely too much on stereotypes** when representing LGBTQ+ people.”

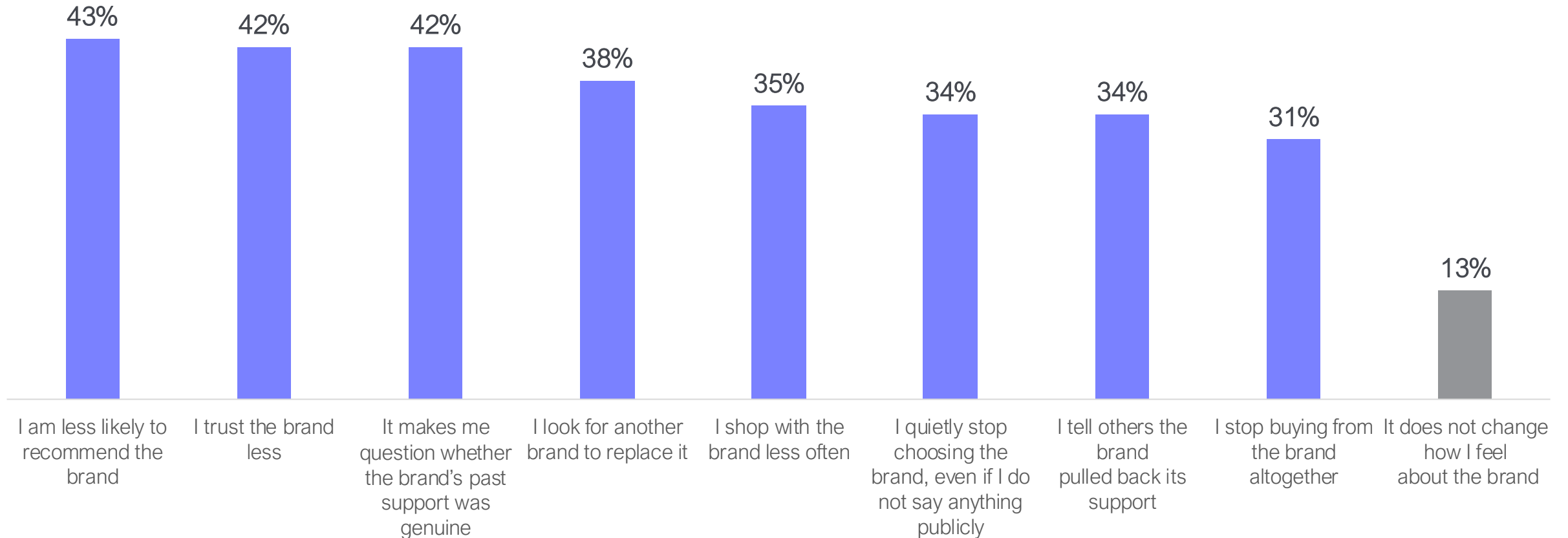
85% Lesbian



Brand pullbacks change how eight in 10 (87%) LGBTQ+ consumers trust, recommend, and shop overall

Reaction when a brand pulls back support for the LGBTQ+ community

■ LGBTQ+

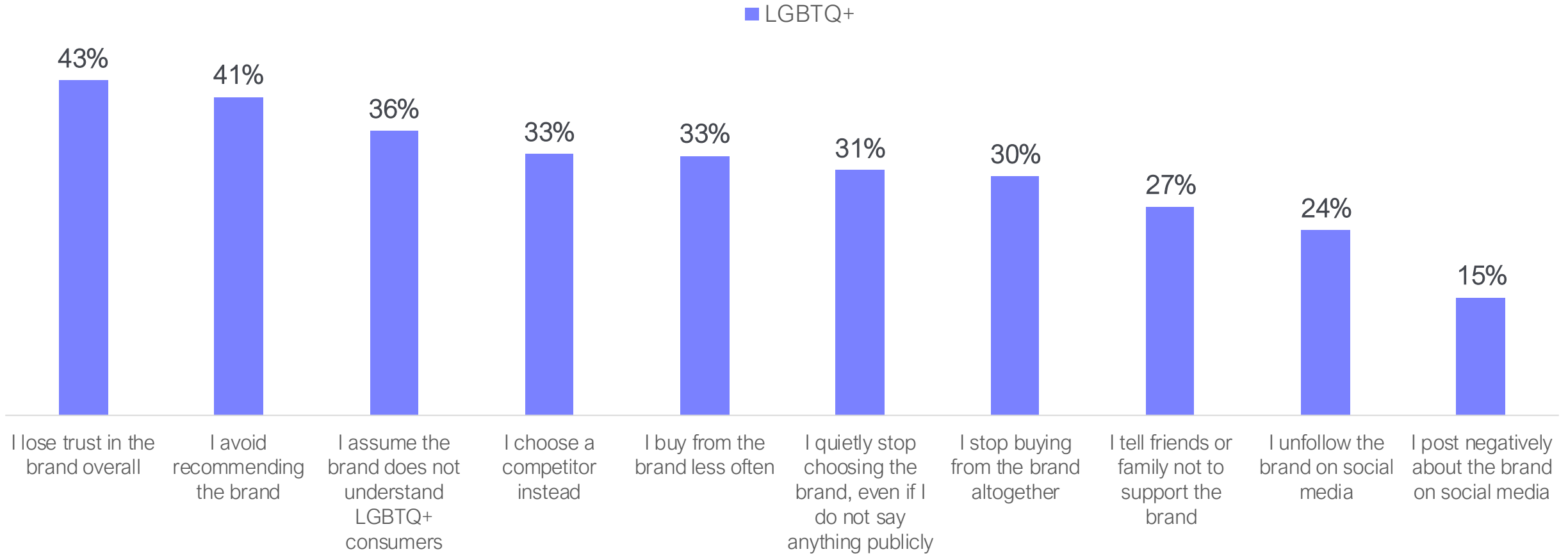


Q103C. When a brand pulls back support for the LGBTQ+ community, how does it affect how you feel about or engage with that brand? (n=1,042 LGBTQ+)



Performative support can turn trust into quiet brand abandonment

How LGBTQ+ consumers respond to performative, stereotypical, or conditional support



Q105. When you believe a brand's LGBTQ+ support is performative, stereotypical, or pulled back under pressure, which of the following are you likely to do? (n=1,042 LGBTQ+)



LGBTQ+ consumers want brands to treat them as a year-round audience, not a seasonal statement

91%
LGBTQ+

“ Brands should **support LGBTQ+ consumers year-round**, not just during Pride Month.”

95% Lesbian

90%
LGBTQ+

“ Brands should treat LGBTQ+ consumers as a valuable audience, **not just a social issue.**”

90%
LGBTQ+

“ Brands should remember that LGBTQ+ consumers **notice when companies pull back.**”

87%
LGBTQ+

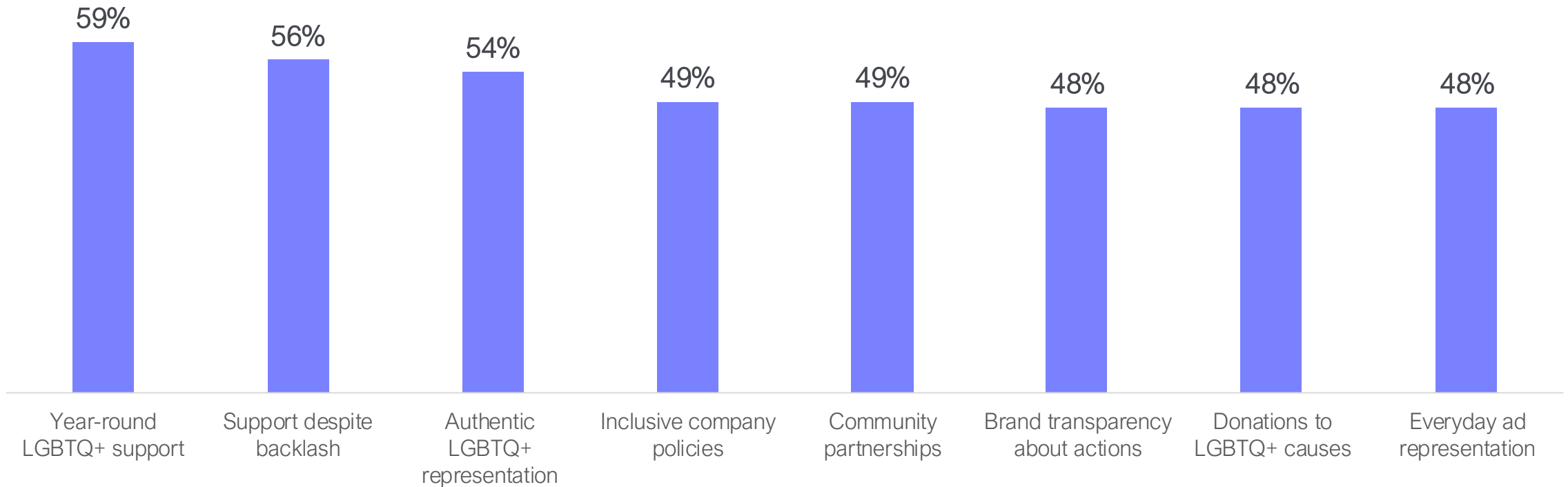
“ Brands should stand by LGBTQ+ consumers **even when there is backlash.**”



The playbook for rebuilding trust: show up year-round, authentically, and under pressure

What makes support feel meaningful

■ LGBTQ+





LGBTQ+ support is not only an LGBTQ+ audience issue

80%
Non-LGBTQ+

“ I am more likely to support brands that **stand by their values**, even when there is public criticism.”

90% LGBTQ+
90% Gen Z LGBTQ+

77%
Non-LGBTQ+

“ I feel more positively toward brands that support communities **my loved ones belong to.**”

87% LGBTQ+
86% Gen Z LGBTQ+
89% Millennial LGBTQ+

75%
Non-LGBTQ+

“ Even when I am not part of a community, I can feel more positively toward **brands that support it.**”

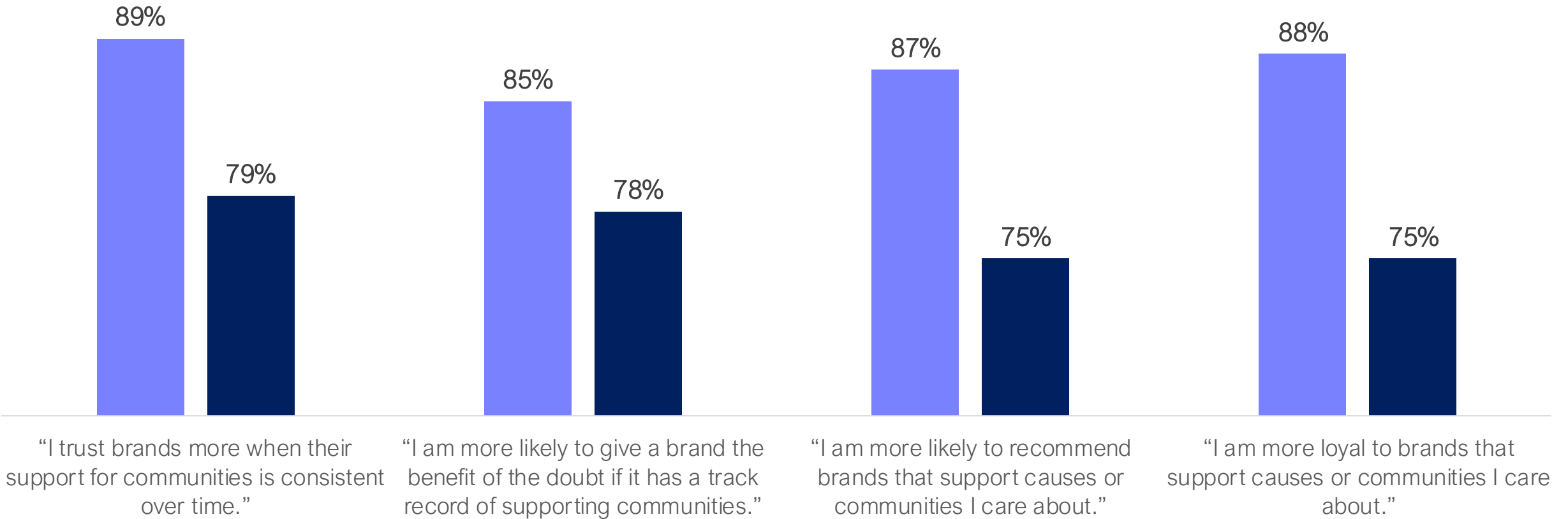
87% LGBTQ+
85% Gen Z LGBTQ+
88% Millennial LGBTQ+



Consistent support earns trust, loyalty, and recommendations across audiences

How much do you agree or disagree with the following statements?

■ LGBTQ+ ■ Non-LGBTQ+



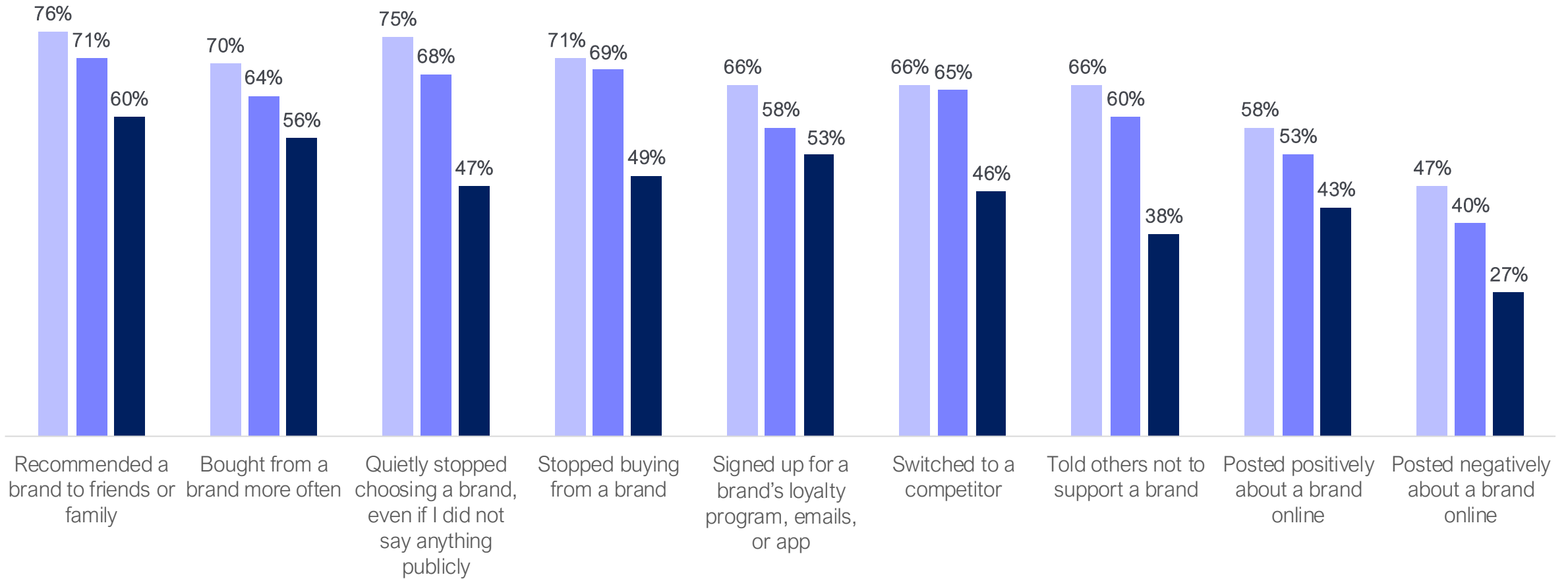
Q102/LGBTQ3A. How much do you agree or disagree with each of the following statements? (n=1,042 LGBTQ+; n=3,894 Non-LGBTQ+)



For LGBTQ+ Gen Z, brand values show up in buying, leaving, and word of mouth

Action taken in the last 12 months because of a brand's position on a social issue/community

■ LGBTQ+ Gen Z ■ LGBTQ+ Total ■ Non-LGBTQ+ Total

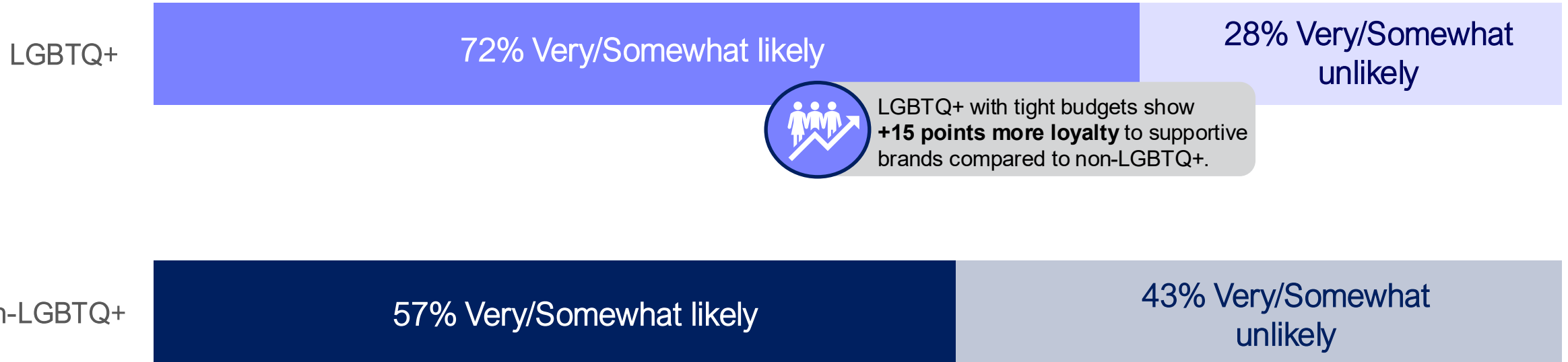


Q106/LGBTQ5. Have you done any of the following actions in the last 12 months because of a brand's position on a social issue or community that matters to you? (n=244 Gen Z LGBTQ+; n=1,042 LGBTQ+ Total; n=3,894 non-LGBTQ+ Total)



Even when budgets tighten, LGBTQ+ consumers are more likely to stick with supportive brands

When money feels tighter, how likely are you to stick with brands that support communities or causes you care about?

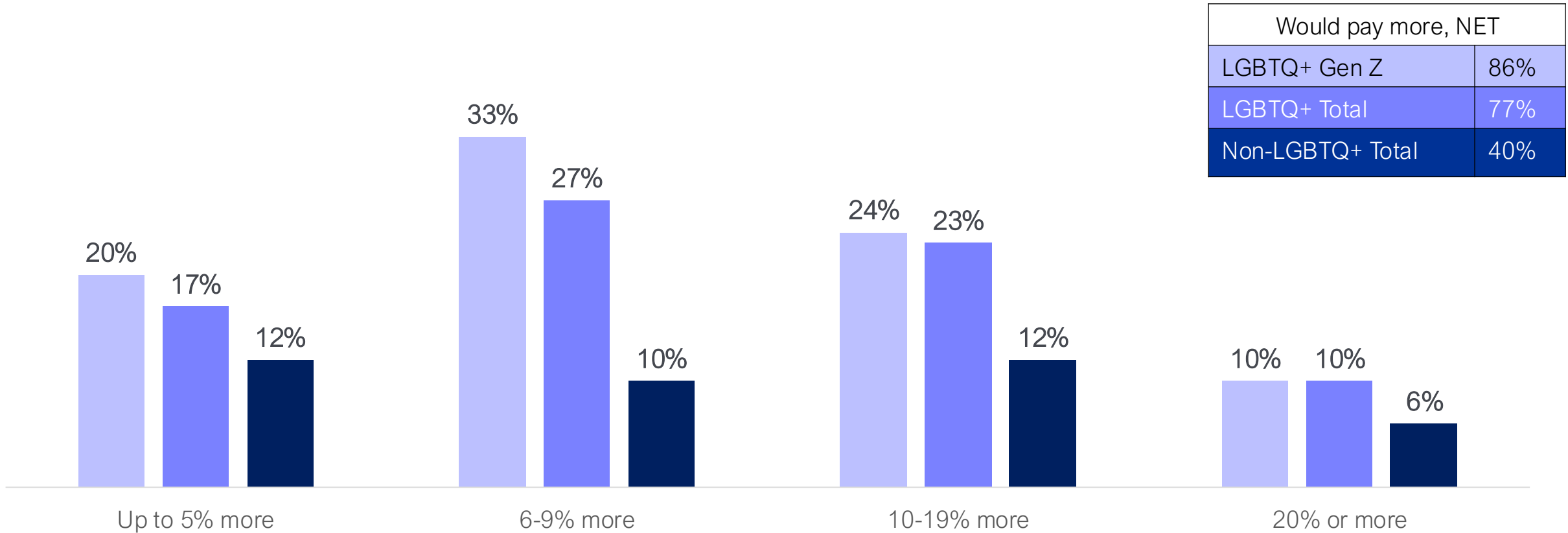




LGBTQ+ consumers are willing to pay a values premium and Gen Z is leading it

Willingness to pay more from a supportive brand

■ LGBTQ+ Gen Z ■ LGBTQ+ Total ■ Non-LGBTQ+ Total



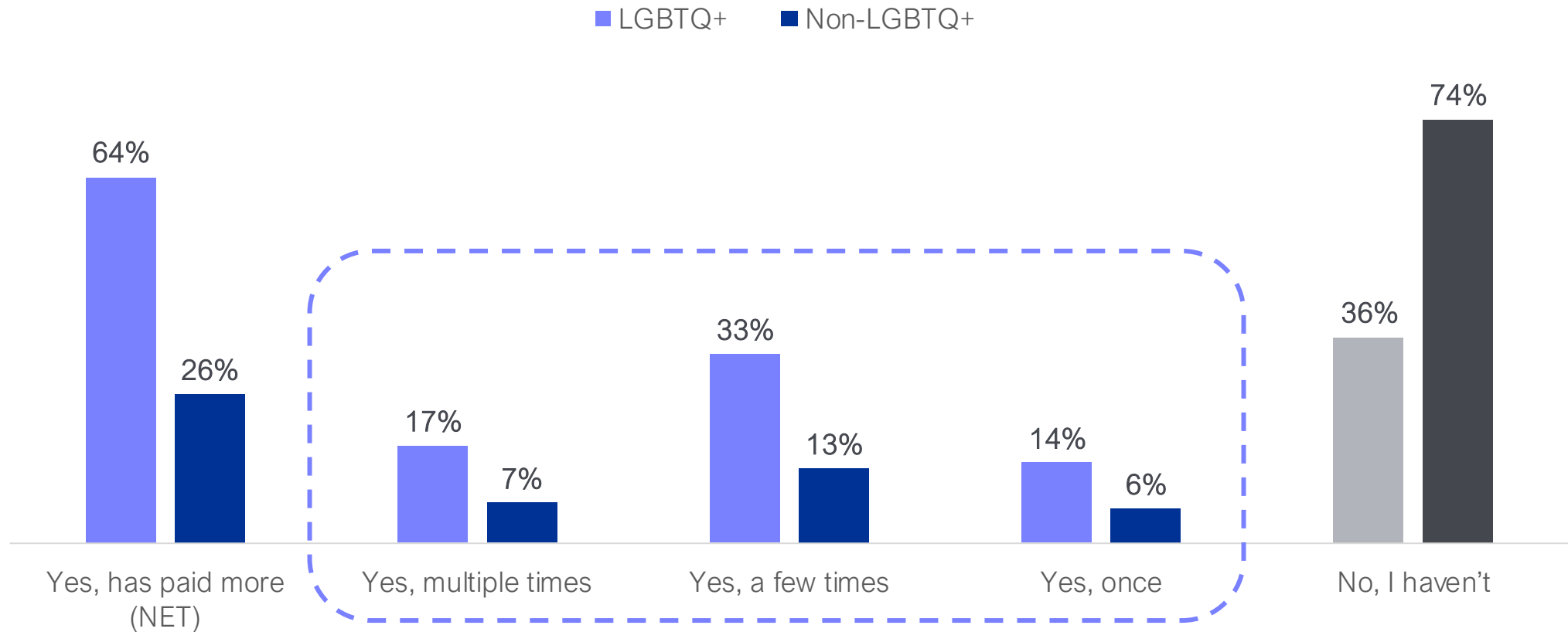
Would pay more, NET	
LGBTQ+ Gen Z	86%
LGBTQ+ Total	77%
Non-LGBTQ+ Total	40%

Q107/LGBTQ6B: How much more, if anything, would you be willing to pay for a product or service from a brand you believe meaningfully supports LGBTQIA+ issues and communities?
 (n=244 Gen Z LGBTQ+; n=1,042 LGBTQ+ Total; n=3,894 non-LGBTQ+ Total)



The values premium is already real: LGBTQ+ consumers are twice as likely to have paid it

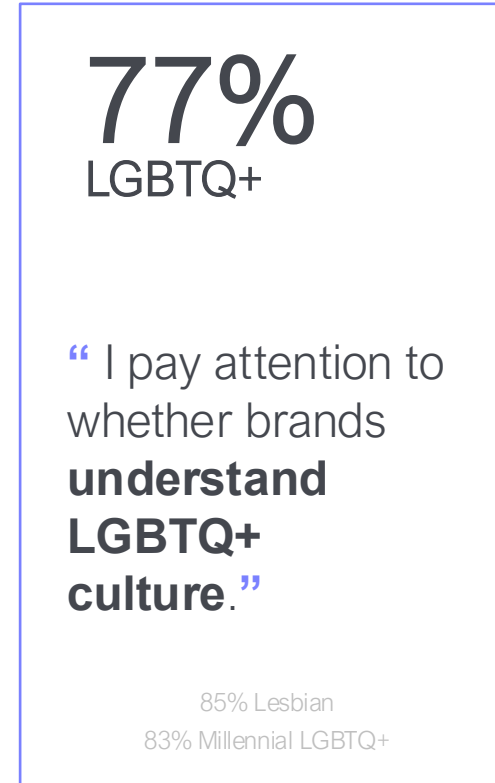
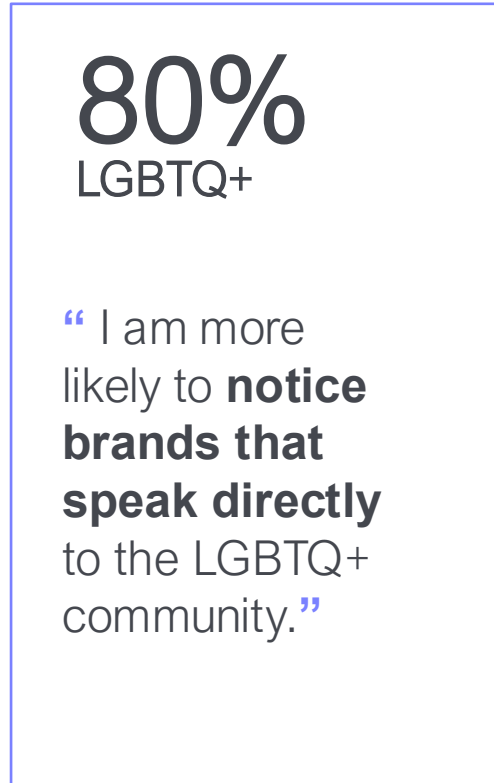
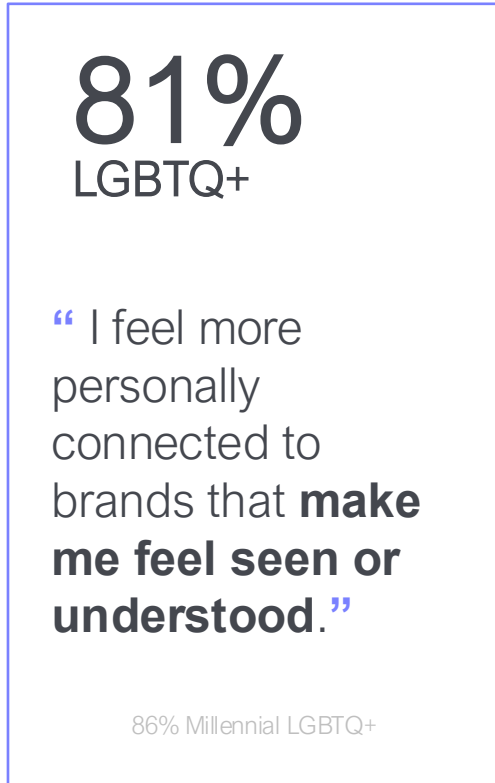
Paid more in the past 12 months for a brand that meaningfully supported LGBTQ+ issues and communities



Q106A/LGBTQ6A: In the past 12 months, have you ever purposefully paid more than needed for a product or service because the brand meaningfully supported LGBTQIA+ issues and communities rather than finding a more affordable option with a brand that wasn't? (n=1,042 LGBTQ+; n=3,894 Non-LGBTQ+)



Brands may be underestimating the audience most likely to notice when they get LGBTQ+ culture right

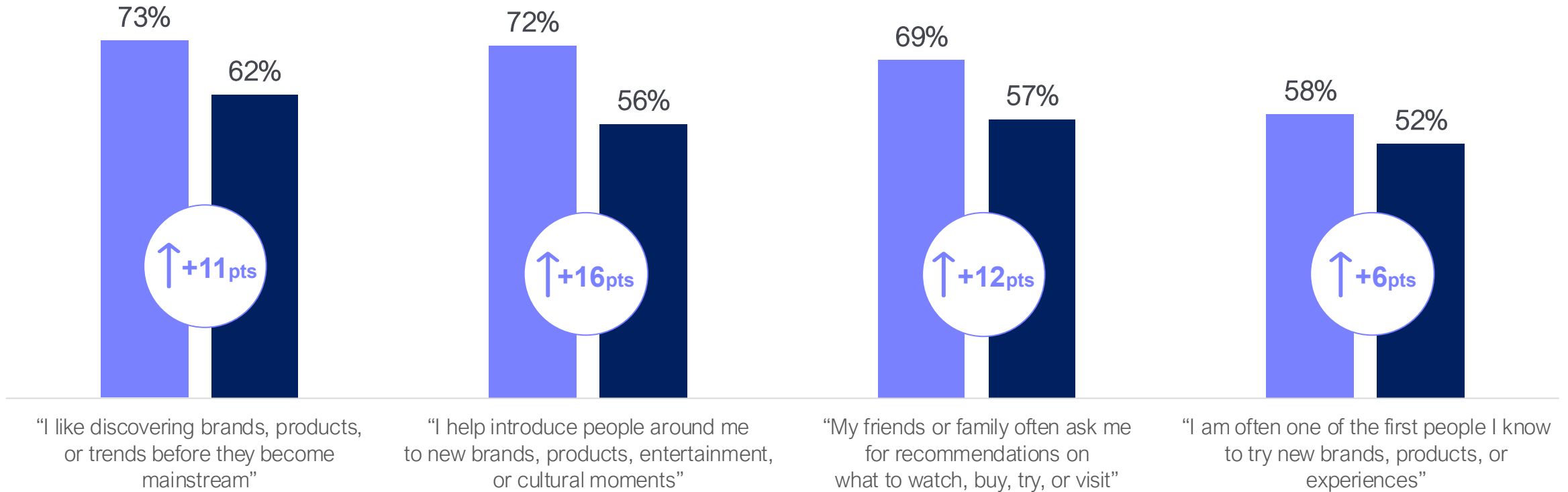




LGBTQ+ consumers are more likely to discover what is next and bring others with them

How much do you agree or disagree with each of the following statements?

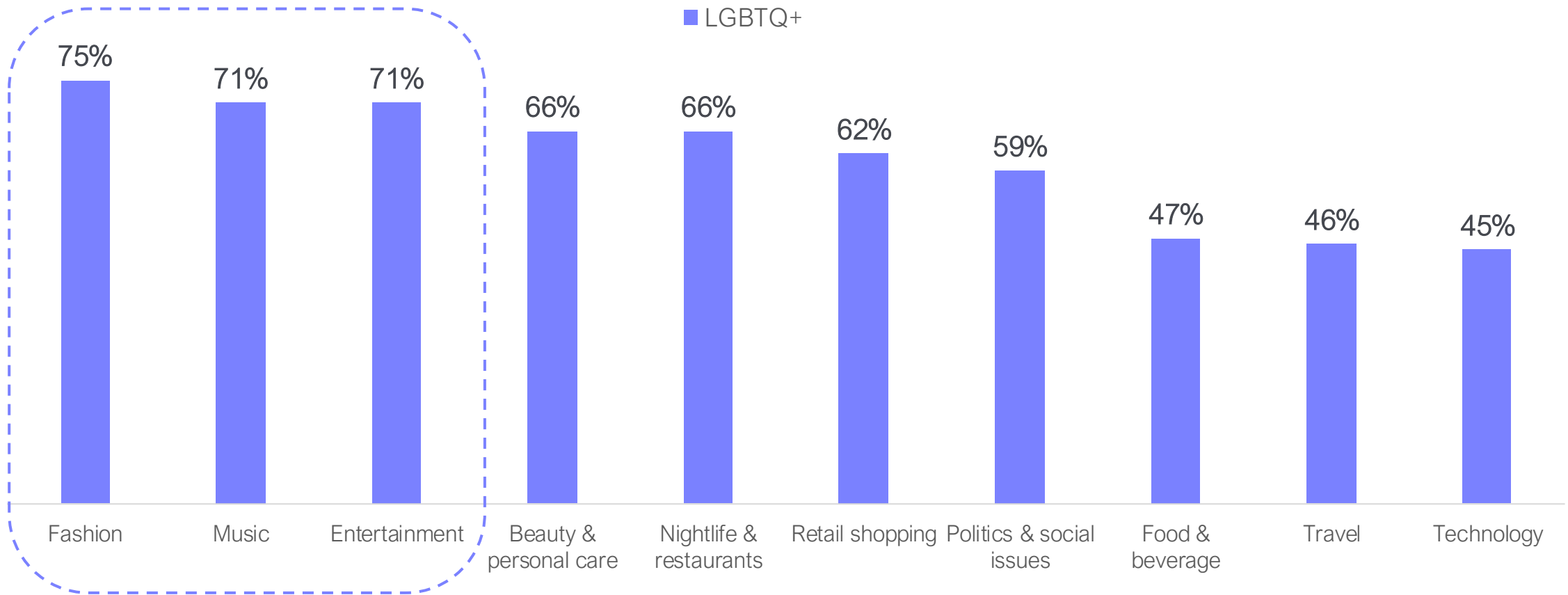
■ LGBTQ+ ■ Non-LGBTQ+





LGBTQ+ consumers see their cultural influence strongest in fashion, entertainment, and music

How much influence do you think LGBTQ+ consumers have on broader culture and consumer behavior in each of the following areas?



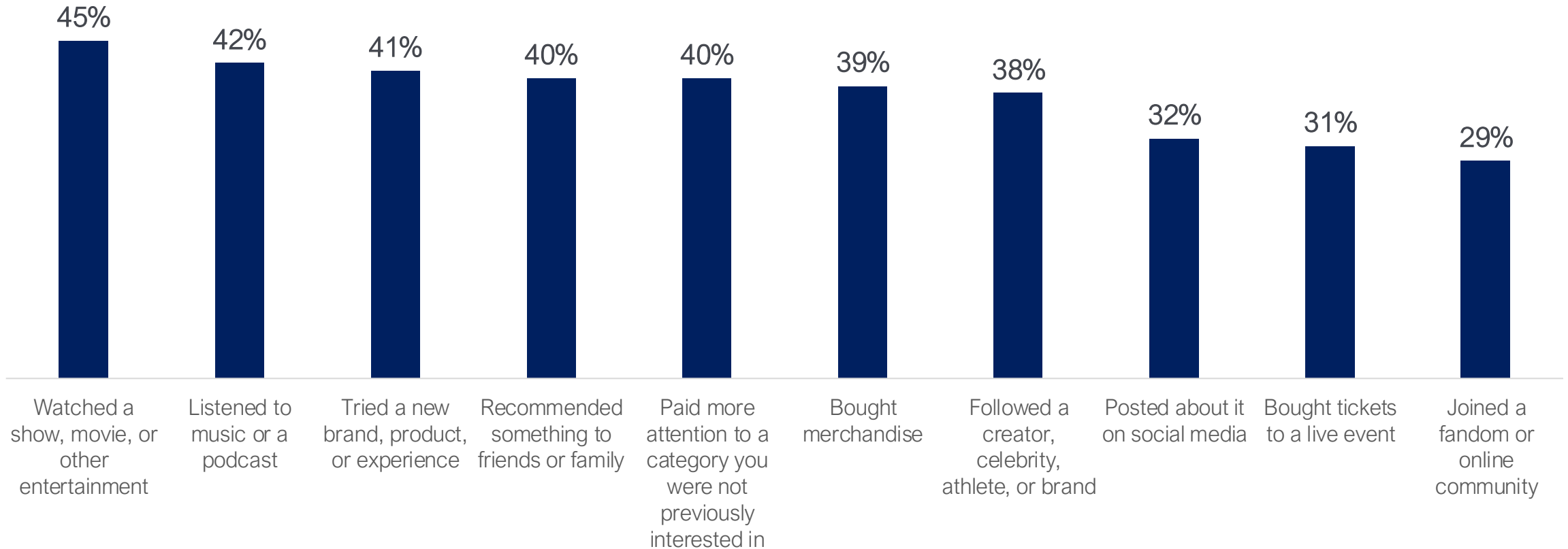
Q112: How much influence do you think LGBTQ+ consumers have on broader culture and consumer behavior in each of the following areas? (n=1,042 LGBTQ+)



LGBTQ+ influence is already shaping what non-LGBTQ+ consumers watch, buy, and try

Have you ever done any of the following because of an LGBTQIA+ influencer, creator, celebrity, athlete, or cultural moment?

■ Non-LGBTQ+



LGBTQ9: Have you ever done any of the following because of an LGBTQIA+ influencer, creator, celebrity, athlete, or cultural moment? (n=3,894 Non-LGBTQ+)



Non-LGBTQ+ consumers recognize LGBTQ+ culture as a force behind what becomes mainstream

68%
Non-LGBTQ+

“ LGBTQ+ consumers **help introduce others** to new brands, products, entertainment, or cultural moments.”

82% Gen Z LGBTQ+
89% Millennial LGBTQ+

67%
Non-LGBTQ+

“ LGBTQ+ culture **has a major influence** on humor, language, style, and online behavior.”

77% Gen Z LGBTQ+
90% Millennial LGBTQ+

67%
Non-LGBTQ+

“ LGBTQ+ audiences can help make a brand **feel more culturally relevant.**”

83% Gen Z LGBTQ+
91% Millennial LGBTQ+

65%
Non-LGBTQ+

“ LGBTQ+ communities often **help make trends go mainstream.**”

86% Gen Z LGBTQ+
91% Millennial LGBTQ+



Brands that overlook LGBTQ+ consumers may miss where culture moves next

66%
Non-LGBTQ+

“ LGBTQ+ cultural moments **can drive real consumer behavior.**”

86% Gen Z LGBTQ+
88% Millennial LGBTQ+

60%
Non-LGBTQ+

“ Queer fandoms can help turn shows, celebrities, products, or brands **into cultural moments.**”

87% Gen Z LGBTQ+
89% Millennial LGBTQ+

55%
Non-LGBTQ+

“ Brands **risk missing major cultural moments** when they overlook LGBTQIA+ consumers.”

89% Gen Z LGBTQ+
90% Millennial LGBTQ+

54%
Non-LGBTQ+

“ Brands **underestimate how influential** LGBTQIA+ consumers are.”

82% Gen Z LGBTQ+
88% Millennial LGBTQ+

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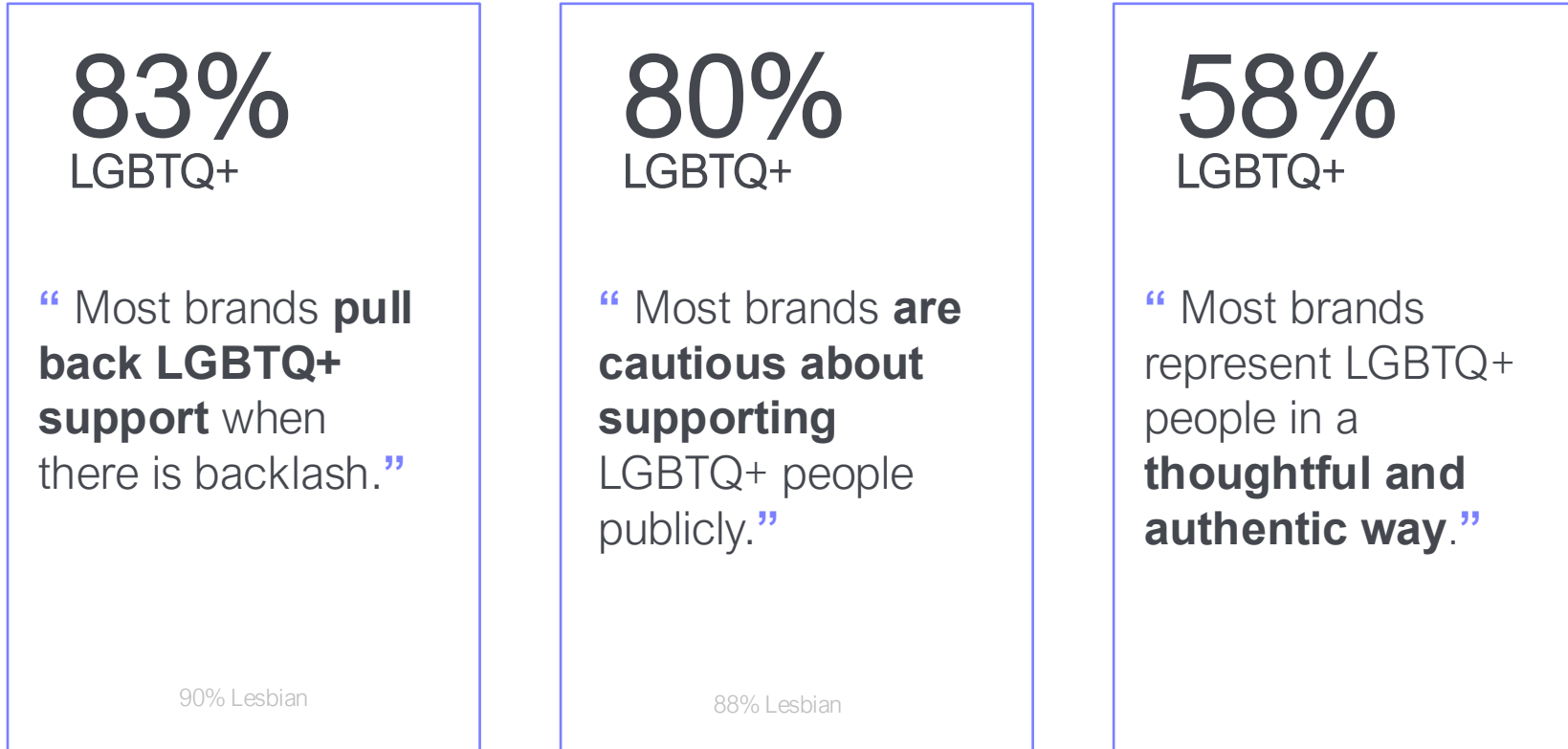
A proven approach for building credible and authentic brand authority

Building on 60+ years of experience pulsing societal opinion, we design research that is credible, creative, and culturally relevant. Give your pitches an edge with custom information designed by research experts.

Appendix



The biggest authenticity test is whether support survives backlash

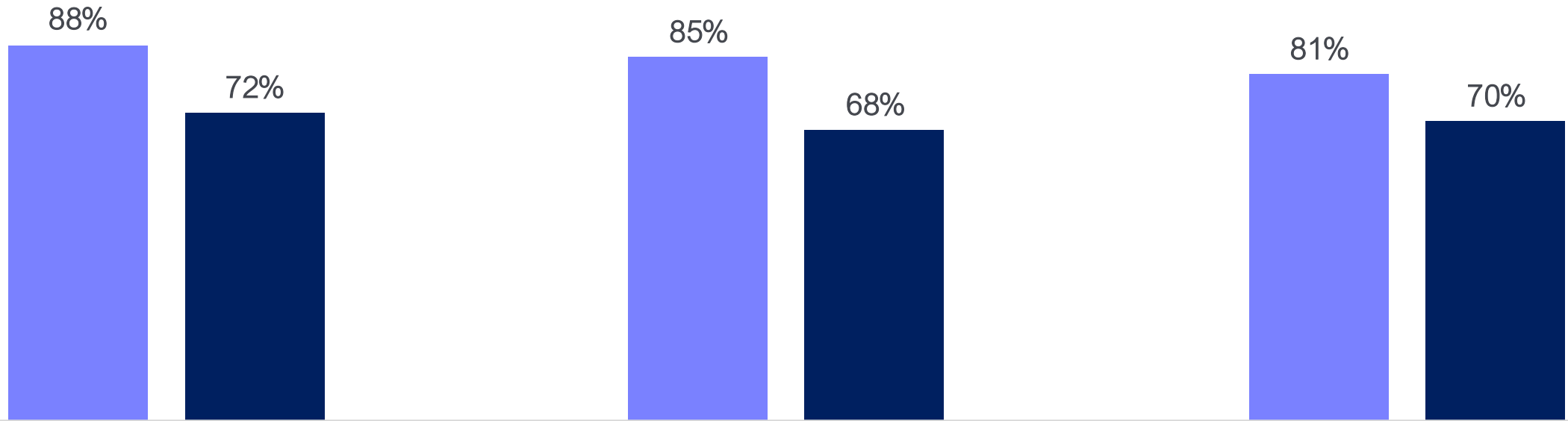




LGBTQ+ consumers are especially attuned to whether brand values shift with the climate

How much do you agree or disagree with each of the following statements?

■ LGBTQ+ ■ Non-LGBTQ+



"I notice when brands change their public support based on the political climate."

"I pay attention to whether brands support communities that matter to people close to me."

"A brand's values matter more to me when deciding between similar products or services."