

LGBTQ+ Americans Database



Total Universe: 2,418,908
Base Rate: \$125/M

Description Summary

Connect with a vibrant, diverse, and influential audience through the LGBTQ+ Americans Consumer Database, a powerful resource for marketers looking to engage a community known for its strong brand loyalty, high levels of engagement, and cultural impact. This responsive file includes self-identified individuals from across the LGBTQ+ spectrum who are active consumers, socially aware, and open to brands that reflect inclusivity, authenticity, and shared values. With representation across all age groups, regions, and income levels, this database offers national reach into one of the most dynamic consumer segments in the U.S. Whether you're promoting lifestyle products, travel experiences, financial services, advocacy campaigns, or entertainment, this audience is ready to connect with brands that see and support them.

How Our Data Is Compiled

The LGBTQ+ Americans Database is compiled from a combination of self-reported data, lifestyle and interest surveys, membership affiliations, online engagement behavior, and purchase history from LGBTQ+ aligned products, events, and platforms. Data is sourced from a mix of proprietary sources, partnerships with advocacy and affinity groups, and consumer databases where individuals have voluntarily disclosed their identity or interests. To maintain the highest quality standards, the file is updated monthly, run through CASS certification, and processed against the National Change of Address (NCOA) database to ensure deliverability and address accuracy. The result is a high-integrity, privacy-conscious, and market-ready dataset that supports inclusive marketing strategies.

Consider The Facts

- LGBTQ+ consumers are 2x more likely to consider brands that are inclusive in their advertising.

Recommended Usage

This database is ideal for marketers seeking to build authentic connections with the LGBTQ+ community through inclusive and targeted outreach. Perfect for campaigns promoting lifestyle brands, travel and hospitality, entertainment, health and wellness, financial services, home and personal care products, and political or nonprofit advocacy. Whether you're running direct mail, email campaigns, multichannel outreach, or cause-based promotions, the LGBTQ+ Americans Database gives you the tools to speak directly to an audience that values representation, community, and purpose-driven messaging.

Popular Selections (for additional selections please inquire)

Age	Income	Marital Status
Income	Language Spoken	Homeowner / Renter
Geography	Dwelling Type	Buying Habits
Email	Credit Score	Phone Number

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Online & Offline Self-Reported Survey Data, Subscribers, Purchase Activity

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$625.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Yes

Commission

Standard 20% broker/agency commission is extended to all trade partners.

For additional information or list counts, contact your representative or list manager at 1.800.457.2899