The Equality Economy
A look inside the changing lives of LGBTQ investors and how you can best help them reach their financial goals.

As the number of LGBTQ, gender-fluid and ally individuals grows, it is creating a greater demand for inclusivity by its strong preference to do business with companies known to be LGBTQ-friendly — and businesses are responding. Nearly all Fortune 500 companies have adopted pro-LGBTQ policies in order to address the needs of the group we are calling The Equality Economy, the ever-increasing pool of LGBTQ individuals and allies who value diversity and expect equality for LGBTQ friends and family.

Three themes about the LGBTQ community and their investment behaviors

They are self-reliant investors. The median age of participants is 51, which means they grew up in an era when marriage equality and same-sex benefits were not universal. Culturally, this created a population with a mindset that they have to look out for themselves when it comes to planning for long-term financial security. Our research shows that 80% of LGBTQ adults are actively investing assets to provide for long-term needs. For affluent investors, that percentage goes up to 95%.

Gay & Bi Men and Women are confident they will have the financial resources needed to retire:

- Men: 55% Strongly Agree, 25% Neutral, 20% Strongly Disagree
- Women: 47% Strongly Agree, 30% Neutral, 24% Strongly Disagree

They are open to guidance. Along with self-reliance, this community places a high value on the advice of experts. More than half (54%) currently work with an advisor and 47% use social media to seek out different perspectives to inform financial decisions. While they are willing to listen and learn from the experts, 71% ultimately want to make investment decisions for themselves.

What is important to LGBTQ investors:

- Investment performance: 54%
- Advisor identifies as LGBTQ: 16%
- Preservation of assets: 29%

They feel underserved. Despite their willingness to work with financial professionals, our survey found low affinity for the financial services industry. This group has a strong preference to work with a firm that is known to be supportive of the LGBTQ community, but fewer than 10% could identify any investment firm as particularly LGBTQ-friendly.

The LGBTQ community is overall less trusting of financial institutions:

- Does best for firm: 19% LGBTQ, 13% HETERO
- Does best for me: 50% LGBTQ, 58% HETERO

In October 2016, Community Marketing & Insights surveyed a diverse group of 1,300 adults aged 21 and over who identify as LGBTQ. All participants have household incomes of at least $50,000 and investable assets of $25,000 or more, with a few exceptions. To compensate for younger adults not having as many assets, the research somewhat oversampled Millennials to include younger LGBTQ people, typically aged 28–31. Additionally, all coupled participants indicated that they share in the financial decision-making in their household. The survey has a margin of error or ±2.68% at a 95% level of confidence.