

LGBT Consumption

BLUECITY 蓝城兄弟

Behavior in China and Trend Insights Report



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Terms And Definitions

Key terms and definitions

This research focuses on the current life situation and consumer behavior attitudes of gender-diverse groups, and pays attention to the dynamic differences within the LGBT community overall and by group (i.e. "lesbian", "gay", "bisexual" and "transgender and others", where "transgender and others" includes "transgender", "pansexual", "asexual" and "questioning"). The main concepts about gender-diverse groups addressed in this research are as follows:

Homosexual: An individual who only has affection, attachment and sexual desire to persons of the same sex. It includes gay and lesbian.

Bisexual: An individual has feelings, attachment, and sexual desire for both men and women.

Transgender: An individual's gender identity differs from the biological sex assigned at birth.

Pansexual: An individual who develops feelings, attachments and sexual desires for a partner, regardless of the partner's gender identity.

Asexual: An individual who has feelings and attachments to a person, but has little or no sexual attraction at all.

Questioning: An individual who is still in the stage of doubt and exploration about one's own gender, sexual orientation, and sexual identity, or who is unwilling to make choices and label oneself with gender.

Data considerations

Data weighting: Considering the nature of this research, it is difficult to recruit LGBT people in middle and high age groups. Therefore, the age distribution of the samples is collected naturally during the actual recruitment. In order to reduce the data skew on consumption attitude and behavior results caused by excessive age-generation differences, the original inter-generational ratios are weighted post-hoc (after the weighing, the ratio of samples of different generational ages is 1:1:1:1); unless otherwise stated, the results are described as weighted data.

Description of on data sources: All the LGBT data involved in this research were collected first-hand, and the comparative general population data in the following pages are derived from the Ipsos 2020 Study "Looking at the Past, Present and Future of Those Four Generations".

Rounding: Since the exact number is used in the calculation of the score and only integers are retained in this report, there may be cases where the total percentage data is not 100, where the percentage result of Top2 is not equal to the sum of the 5-point scale and the 4-point scale, and where some decimals are rounded to zero, etc., hereby stated.

Significance test:

- **Definition:** A statistical method used to compare the differences between sample data; if there is no significant difference between the two sets of data, the data cannot explain or draw conclusions.
- **Test Note:** The significance test used in this report is calculated based on a 90% confidence level. At 90% confidence level, the sampling error of the 2202 sample size does not exceed $\pm 7.64\%$; When the data are compared, data with significant differences are marked.

Note: For the division of gender diversity groups, the following reports are mainly referred to: "A Survey Report on LGBTI Diversity and Inclusion in Corporations in China" (2020), "2017 Chinese Transgender Population General Survey Report" (2017), "Advancing the Human Rights and Inclusion of LGBTI People: A Handbook for Parliamentarians" (2017), "Being LGBTI in China – A National Survey on Social Attitudes towards Sexual Orientation, Gender Identity and Gender Expression" (2016).

Quantitative Research Approach

Research Methodology

Execution Time	November 13 , 2021 - __ December 19 (launched in three rounds)
Research Methodology	Online Questionnaire
Sample Size	2202 valid samples
Questionnaire Duration	15 minutes - 20 minutes
Delivery Channels and Methods	<ul style="list-style-type: none"> Channel 1: Blued & Finka Client (In-site Banner and in-site message delivery) Channel 2: Weibo we-media promotion Channel 3: Ipsos community channels recruitment (including but not limited to WeChat official account, WeChat private domain community, Douban group, etc.)
Recruitment Conditions*	<ul style="list-style-type: none"> Basis: Individuals who have not participated in market research on topics related to consumption behavior or attitudes in the past 6 months Filters: <ul style="list-style-type: none"> Aged 18-56 City distribution basically covers all tiers Users who are gay, lesbian, bisexual, transgender and other non-heterosexual groups <p>* Because of the recruitment difficulty caused by the specificity and concealment of the sample, a natural recovery strategy without quota control was considered for this recruitment; after the recovery of the sample, if the recovery proportion of important demographic variables differed too much from the realistic perception or the reference value of past reports, a post-hoc weighting was considered.</p>

Sample Implementation

Sample Recovery Statistics: Channel Distribution		
Channel 1	Blued & Finka	1315
Channel 2	Weibo We-Media Channels	740
Channel 3	Ipsos Community Channels	147

LGBT User Groups and Generational Distribution (Unweighted)				
	18-26 (Post 95)	27-36 (Post 85)	37-46 (Post 75)	47-56 (Post 65)
Gay	495	287	103	72
Lesbian	478	108	18	12
Bisexual	239	81	37	46
Transgender and Others	161	42	13	10

LGBT User Groups and City Distribution (Unweighted)					
	Tier 1	Tier 2	Tier 3	Tier 4 and others	Hong Kong, Macao and Taiwan
Gay	174	328	421	33	1
Lesbian	187	221	198	8	2
Bisexual	70	139	185	9	0
Transgender and Others	39	93	84	9	1

Sample Recovery Statistics: Geographical Distribution **	
Provincial Districts	The Proportion of the Total Sample (%)
Beijing	11.15
Shanghai	8.61
Guangdong Province	8.08
Shandong Province	6.68
Zhejiang Province	5.81
Jiangsu Province	5.78
Hebei Province	5.28
Henan Province	3.74
Liaoning Province	3.51
Fujian Province	3.41
Sichuan Province	3.19
Anhui Province	3.05
Shanxi Province	3.02
Chongqing	2.63
Hunan Province	2.53

** This survey covers a total of 33 provincial-level administrative regions in China. provincial administrative regions with a recycling rate of more than 2.5% are presented

Qualitative Research Approach

Research Methodology

Diary	To understand the living conditions, lifestyles, consumption attitudes, consumption areas of interest, leisure and entertainment scenarios and social circles of the respondents.
Home Visit + Participatory Observation	3.5 hours/session, through interviews and observations: <ul style="list-style-type: none"> To understand the current living conditions, lifestyle, aspirations and anxieties of the respondents, and draw portraits; To understand how the respondents see themselves and their LGBT friends, and how they connect with the community; To gain insight into the role of consumption in respondents' personal lives, sources of consumption influence, objects/brands consumed and the reasons behind

Number of respondents

Name	City	LGBT Identity	Age	Interview Time
Roy	Shanghai	Bisexual	21 years old	2021.12.17
Hiro		Lesbian	34 years old	2021.12.18
Xiaojie	Chengdu	Gay	47 years old	2021.12.19
Xingxing		Transgender Women	23 years old	2021.12.19
Xinxin	Qingdao	Lesbian	25 years old	2021.12.20
San'er		Gay	29 years old	2021.12.21

Respondent Section Criteria

Basis	<ul style="list-style-type: none"> Aged 18-56, covering respondents at different city tiers College / university degree or above Local residents or those who have lived there for 3 years or more (students have lived for more than 1 year), and local residents or respondents who have lived for a longer period of time are preferentially recruited Clear thinking, good at expressing, not afraid to share private life
Identity	<ul style="list-style-type: none"> All respondents identified with their gender identities, covering L, G, B, T Try to cover different emotional states, and give priority to recruiting respondents who have come out of the closet
Lifestyle and Consumption Attitudes	<ul style="list-style-type: none"> Covering different life concepts / consumption attitudes Consumer experts, who are front-end consumers in certain fields: different groups of people cover relevant consumption fields as much as possible (for specific consumption fields, please refer to the previous table) <ul style="list-style-type: none"> Medium to high levels of consumption behavior in this field Have certain requirements for products/services in this field Regularly pay attention to relevant information and have certain knowledge
Leisure and Entertainment Related Conditions	<ul style="list-style-type: none"> All respondents enjoy online/offline leisure and entertainment scenarios, and the online/offline leisure and entertainment scenes of all respondents should be diverse.
Social/Community Related Conditions	<ul style="list-style-type: none"> At least half of the respondents have used LGBT online social APPs, including but not limited to Blued, Fanka, LESDO, Grindr, the L, Lesfun, Lespark, etc. Priority is given to recruiting gay users who have used Blued At least 2 respondents have participated in offline LGBT community activities in their cities, including but not limited to charity events, hobby activities, friendship-bonding activities, etc. Priority is given to recruiting respondents who often participate in those activities. At least 2 respondents have been to LGBT or LGBT-friendly offline leisure and entertainment venues in their cities, such as gay bar, les bar, etc.

Part A

Research Background

- Background and Significance
 - Global LGBT Consumer Market Overview
 - History of LGBT-related Business Research in China and Globally
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Background And Significance

To this day, the pandemic remains the biggest point of uncertainty in everyday life around the world. This uncertainty has persisted, affecting every consumer and their consumption attitudes and behavior. In the past few years, as societies have sought to nurture economic recovery and control the pandemic, some characteristics of the new consumer have emerged.

We have witnessed a continued strong demand for health and lifestyle products¹ & ². Whether for the middle class, average consumers, or the wealthy, the bare necessities remain the basis of consumption, while healthcare products have been added to their expenditure. The overall consumption intention for digital electronics, outdoor recreations, high-end luxury or services remains insignificant.

On the other side of the structural shift in consumer preferences, we also find a deflection in the value of consumer life³ as they pursue both high-quality life and begin to believe in Danshari. Even those with high incomes are prioritizing multi-dimensional balance before consuming. This does not mean that they will give up the pursuits of a high-quality life. They just want to find the perfect balance between quality and price while pursuing the best cost performance.

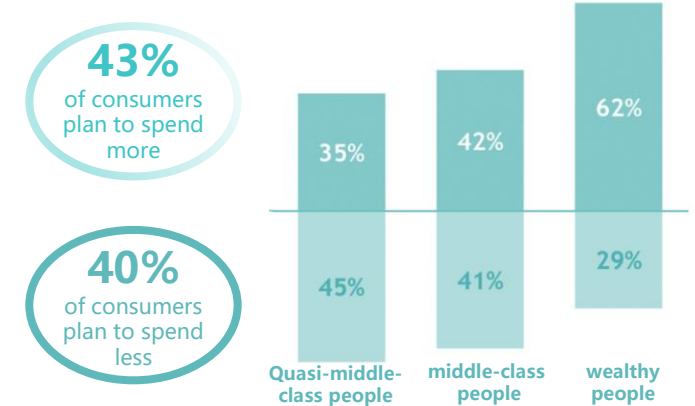
As a large population, LGBT consumers have a unique community culture. There have been some related studies at home and abroad. For example, LGBT households in the United States not only shop 10% more per year than average American households, but they also buy more things at the checkout⁴. Domestic institutions have also released several related reports, but the most recent one was 6 years ago. Consumers from the younger generation in this new era may show new consumption characteristics; in addition, the past studies only divided consumers into gay, lesbian, bisexual and other categories⁴, but consumption segmentation based on demographic attributes alone may oversimplify the purchasing decision factors of diverse groups.

Therefore, we need a scientific research today to reflect the consumption behavior trend of that community. In terms of basic demographic analysis, it should meet the following characteristics:

- Finding new values and patterns of social life in line with current LGBT community;
- Under this new attitude towards life, reinterpreting its core consumption characteristics and demand differentiation;
- At the same time, comparing the different ages and generations, and therefore finding out how the consumption characteristics and trends have changed.

Fig. Consumption Intention Differences Between Groups

Reference: BCG Center for Customer Insight
"China Consumer Report 2020"



Fresh grocery, personal and home care products, and health care medical services are common core needs for all people, and all income groups plan to increase their spending in those categories.



High-income consumers plan to increase consumption in all categories, especially non-essential goods.



Low-income consumers are incentivized to tighten their spending plans for 2021 and increase spending on necessities only.

Global LGBT Consumer Market Overview

Over the past 20 years, the world has witnessed the achievements of the LGBT community in its struggle for diversity and equality. Today, the LGBT community is also releasing their own voice in the consumer market, while their consumption power has given the LGBT community unprecedented opportunities for attention. According to the "White Paper on Global LGBTQ Platform Industry Development"(2020) released by Frost & Sullivan, as of 2018, the global LGBTQ market size is approximately US\$3.86 billion, and this figure is expected to increase to US\$5.4 billion by 2023. The rainbow economy is clearly a key focus and a booming market all over the world.

Thanks to the increasingly inclusive and open social and cultural environment, the younger LGBTQ generation is more eager to stay true to themselves in the current environment, bringing a huge consumption force into the market that cannot be ignored. Although there is currently no unified standard to measure the market size of the LGBT community, the rapid development of online social platforms has also unleashed massive demand from within the LGBT community. The market size of online LGBTQ platforms is expected to reach US\$580 million by 2023. From 2018, it is expected that the compound annual growth rate of the online market will reach an average of 17.3% by 2023. The growth of the LGBT social platform market will also bring the rise of various user scenarios derived from social networking, and there will be huge commercial potential in the future. Under the premise of the booming global market, the exploration of this huge unknown market in China will become of great significance.

Fig. 1 Market Size of LGBTQ Consumer Expenditure**
(2014-2023 forecast)

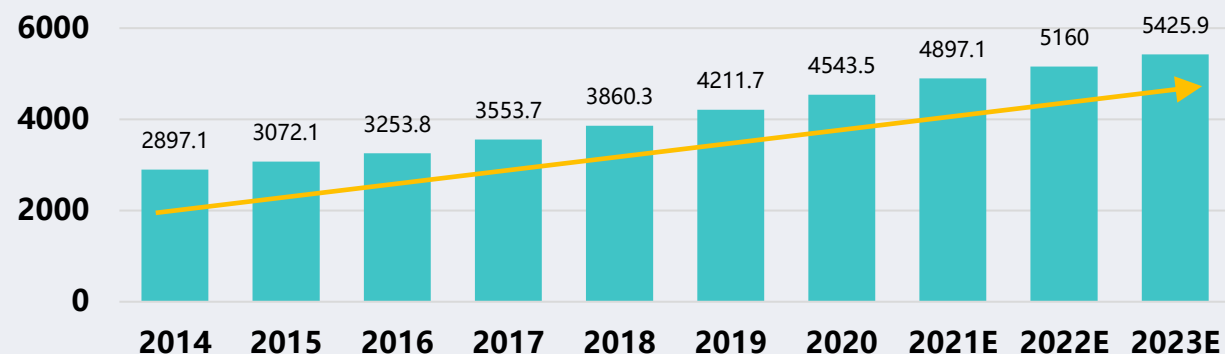
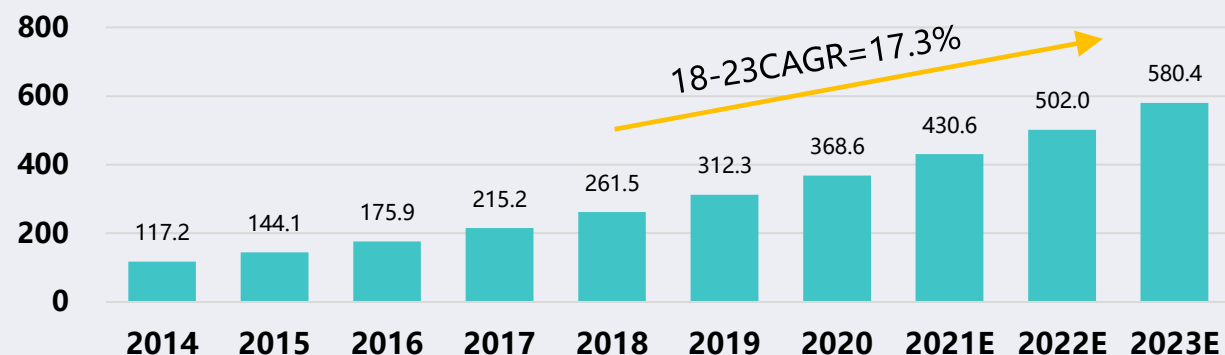
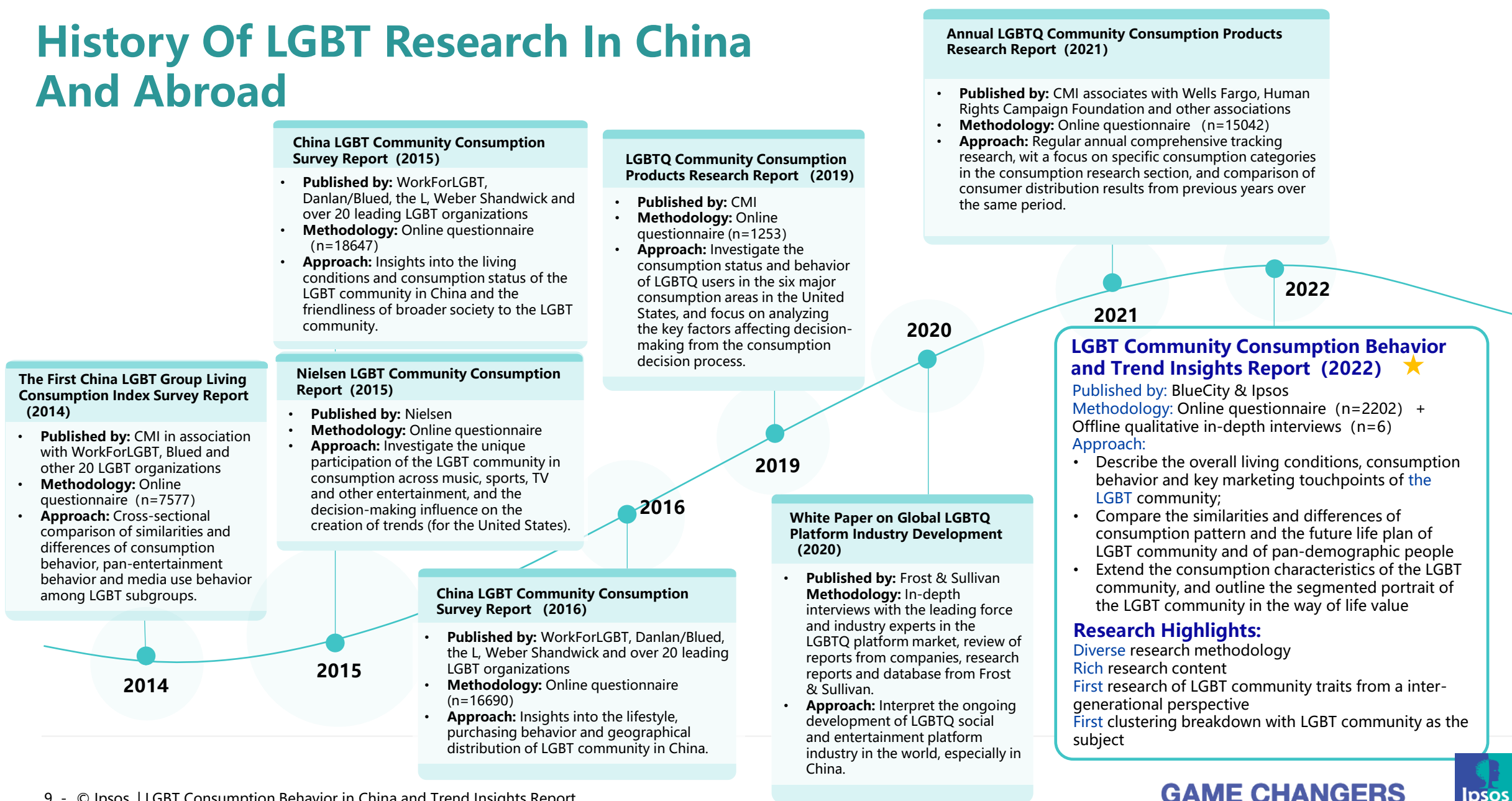


Fig. 2 Online LGBTQ Market**
(Unit: Millions of USD)



1) Revenue includes advertising revenue and value-added service revenue; 2) In this market size, revenue includes revenue contributed by LGBTQ community using pan-social platforms and by using vertical social platforms targeting the LGBTQ community.

History Of LGBT Research In China And Abroad



Part B

Data Insights and Analysis

- Demographic Breakdown
- Current Lifestyles
- Consumer Preferences

LGBT Respondents Demographic Breakdown

- The LGBT population in this study mainly covers young and middle-aged group (18-46 years old) primarily residing in tier-2 and tier-3 cities.
- In terms of LGBT group affiliation, the proportion of respondents who self-identify as gay is the highest (51%), followed by equal proportions of bisexual and lesbian respondents.
- The respondents are in the middle-to-high income bracket and come from a higher education background. Most of them are white-collar workers.

Basic characteristics

Fig. 1 Age breakdown (%)

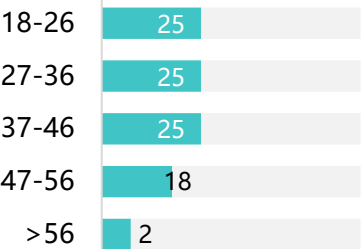


Fig. 2 Geographic breakdown (%)

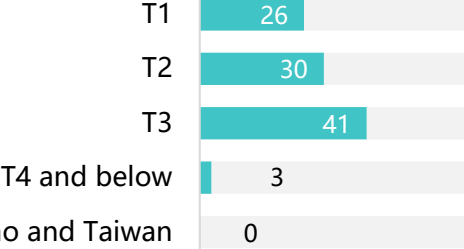
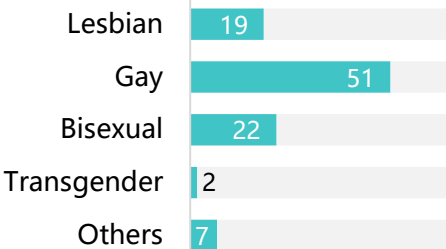


Fig. 3 LGBT identity breakdown (%)



Socioeconomic attributes

Fig. 4 Level of education (%)

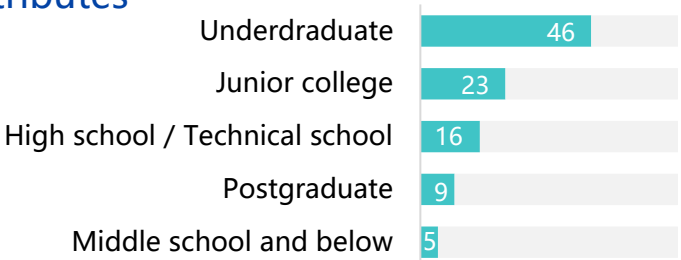


Fig. 5 Occupation (%)

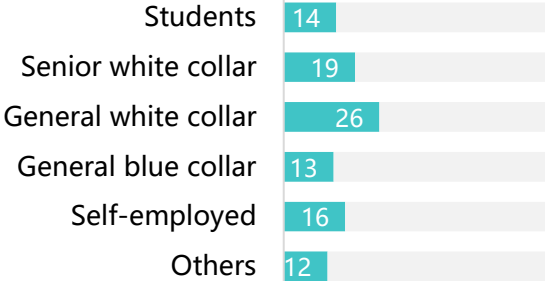
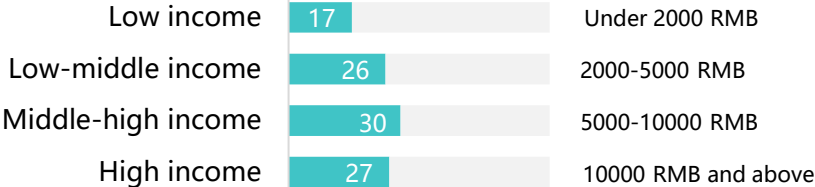


Fig. 6 Income Level* (%)



Under 2000 RMB
2000-5000 RMB
5000-10000 RMB
10000 RMB and above

*The division of income is based on the division standard of the National Bureau of Statistics

LGBT Lifestyles

- 40% of LGBT consumers feel comfortable and are satisfied with their current lifestyles, but this positive evaluation is not projected in their feelings towards their actual social life. More than 60% of LGBT people believe that they do not have many friends, and the absence of long-term stable relationships is a source of shared loneliness in the community.
- A healthy diet, stable asset investments, and positive family life have become their overarching focus.

Fig. 1 Leading value in life (mean)*

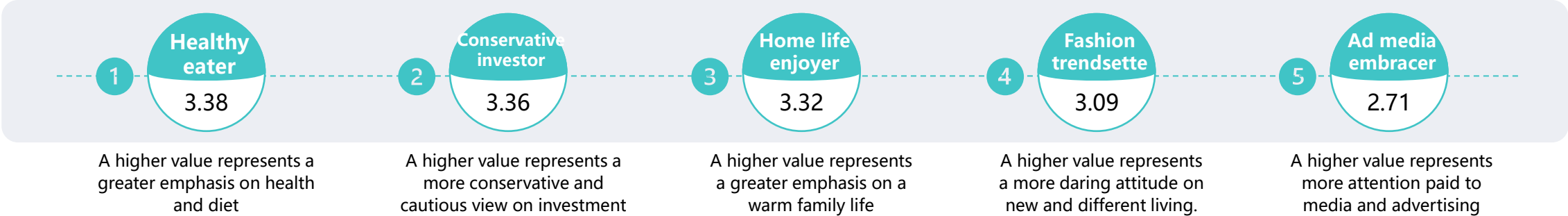


Fig. 2 Satisfaction with life (%)

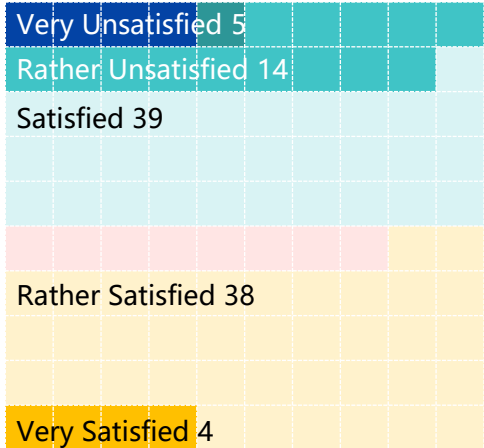
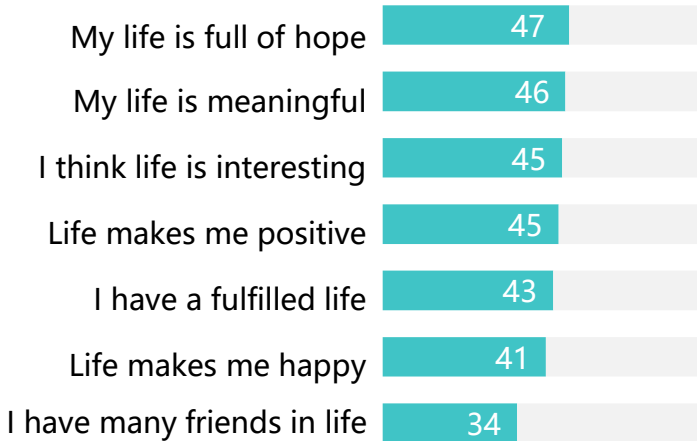


Fig. 3 Perspective on life - top 2 (%)



The lack of a certain depth of communication in their social life may be the reason for the "loneliness" that can permeate the LGBT community.

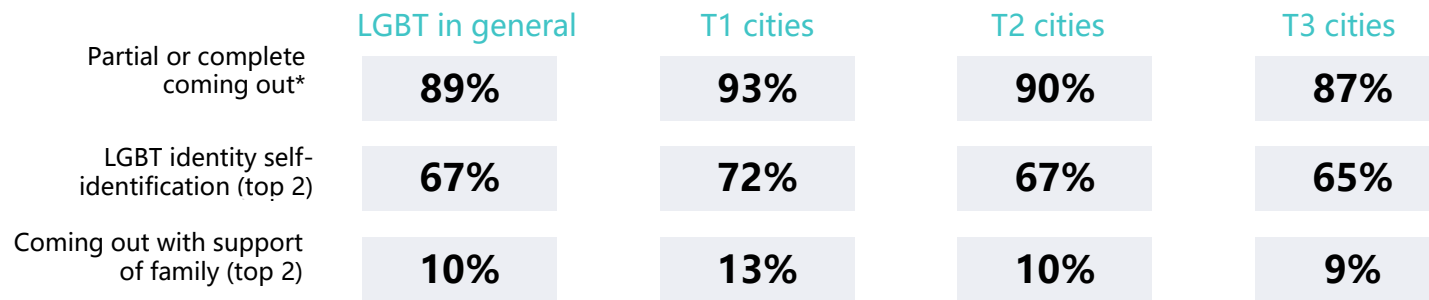
"It doesn't feel like finding a regular group of good friends. You are like having party all the time."
—Roy, Shanghai, bisexual, 21 years old, student

"There are a lot of friends [at the party] ... but it's impossible to get close to them. We know a lot of people, but that doesn't mean we have a lot of good friends."
—Hiro, lesbian, 34 years old, corporate trainer

LGBT Identity And “Coming Out Of The Closet”

- The overall LGBT community today enjoys a more positive and clear relationship with their identity, with nearly 90% of respondents having more or less expressed their true sexual orientation and gender identity to others.
- This kind of self-disclosure mostly occurs among close friends or partners in the same circle, followed by family members and friends.
- The proportion of those out to their parents is higher in first-tier cities, while the overall rate of family support in first-tier cities is also higher than average

Fig. 1 LGBT identity and coming out

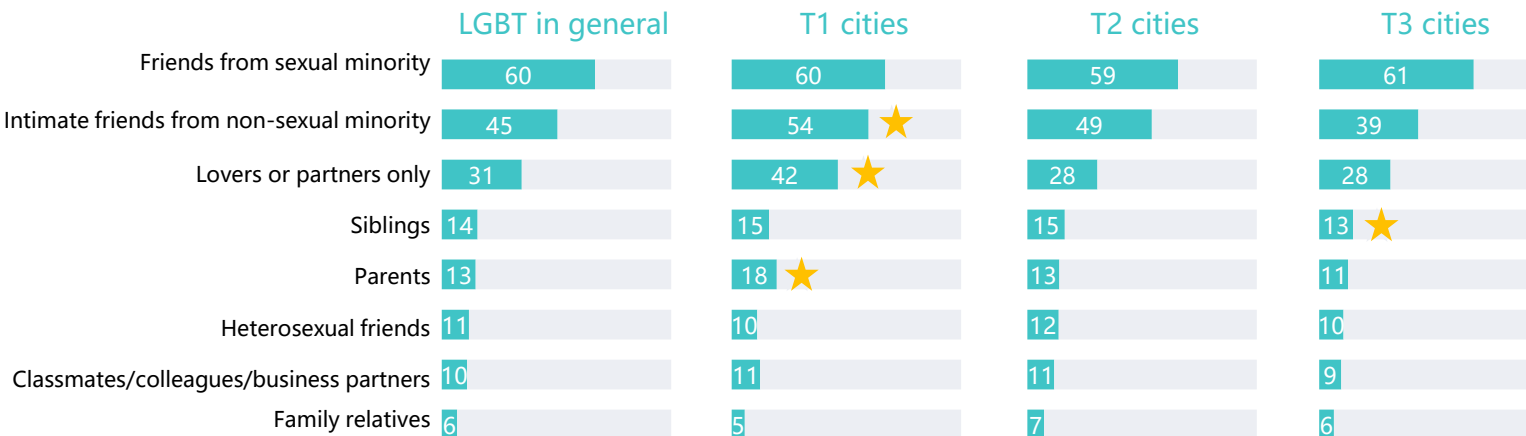


★ Significantly higher than the overall proportion of LGBT respondents

Due to the relatively conservative environment, low acceptance and tolerance of LGBT people, and fears about outside perception, LGBT people living in lower tier cities have more concerns about coming out.

"I think nowadays the (gay) community is not afraid of being talked about, and what they are afraid of is their family (knowing) If one day my family knows (that I am gay), I will die in social life. "

Fig. 2 Coming out to whom? (%)



In order not to let the gay identity affect the customer's judgment to his work and morality, San'er has been doing his best to be a "normal person" in front of customers.

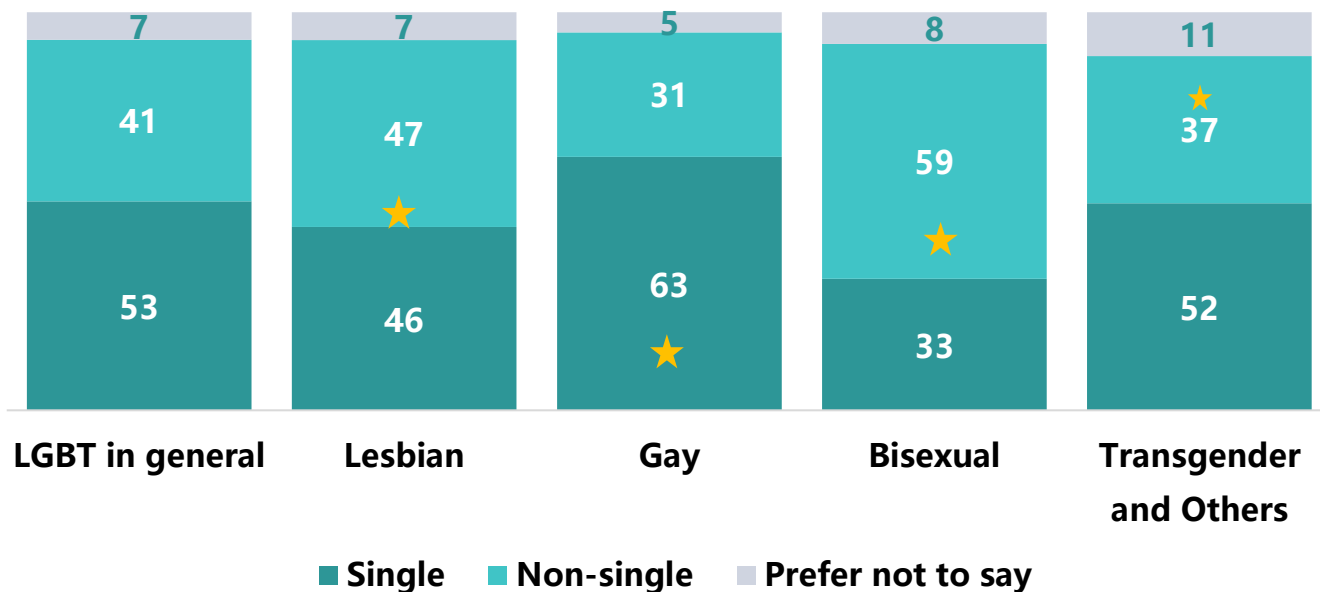
"Because I am not only facing a small group of acquaintances, I am facing the whole society I have to meet customers, different kinds of customers..... So I have to build myself up. I have to suit up when I have meeting with them. "

—— San'er, Qingdao, gay male, 29 years old, corporate partner

LGBT Relationships

- Among the respondents, the ratio of single to non-single status is close to 1:1 , while the single ratio is slightly higher than the non-single ratio.
- Of the different subgroups, the number of singles among gays is the most prominent. The proportion of users who maintain stable relationships within the bisexual and lesbian groups is higher than the overall level, with the proportion of non-single users in bisexual people accounting for about 60%.

Fig. Relationships (%)



Like others, members of the LGBT community also aspire to stable, genuine, and intimate relationships.

" [I think an ideal life for LGBT community is to have an ideal, regular partner ... to be together every day ... maybe exercising together, doing things together ... like archery, being able to have competitions or whatever. It feels so good."
— Roy, Shanghai, Bisexual, 21 years old, student

"80% of people in this community are wandering. we still want to find a fixed or even long-term, lifelong partner. "
—Xiaojie, Chengdu, gay, 47 years old
AIDS Defense Center Program Director

LGBT Consumption Preferences (Current & Forecasted)

- The top 3 consumption categories among the LGBT community are food & drink (64%), health & fitness (62%) and home & interiors (55%).
- In the future, they will allocate greater expenditure towards health & vitality (46%), followed by education & development, food & drink, ad clothing & makeup (all at 33%).
- Note: The percentage is the proportion of those who "care about" and "very much care about" among all respondents towards a specific category of products or services.

Fig. 1 Consumption Priorities

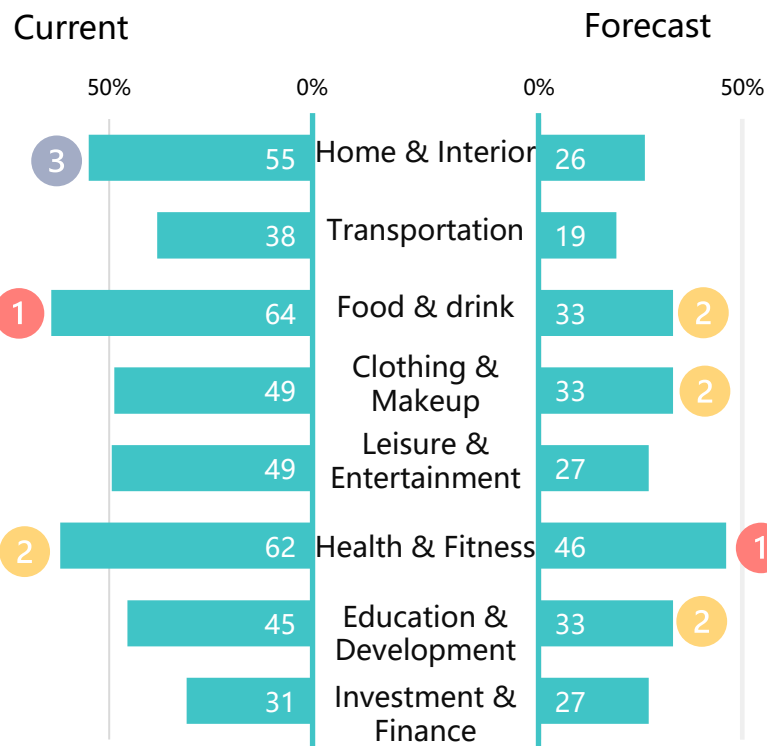


Fig. 2 Top 5 types of consumer goods in each field

(including average monthly consumption)

Home & interiors ¥1524.26	Plants	Transportation ¥1139.56	Car & bike sharing	Food % drink ¥2162.14	Local specialties	Clothing % makeup ¥1718.43	Outdoor clothing
	Household		Travel artifacts		Sugar control		National brand boutique
	Kitchen appliances		Car beauty		Milk substitute		National fashion clothes
	Housekeeping helper		Fun voice navigation		Organic food		Cross-sector co-branded clothes
	Aromatherapy		Lightweight scooter		Poverty Alleviation Agricultural Products		Hanfu/Jewelry with Chinese element
Leisure & entertainment ¥1107.23	Headphone & speaker	Health & fitness ¥1007.35	Nutrition Supplements	Educational & development ¥977.81	audiobook software	Investment & finance ¥2978.18	Fund
	Online video site membership		Annual check-up		Online courses and other paid knowledge products		Current deposit
	Short video		Fitness accessories		Adult education APP		Insurance
	Popular TV shows		Electronic accessories		Handwriting pen		Fixed deposit
	AI voice device		Outdoor sports		Paid software		Stock

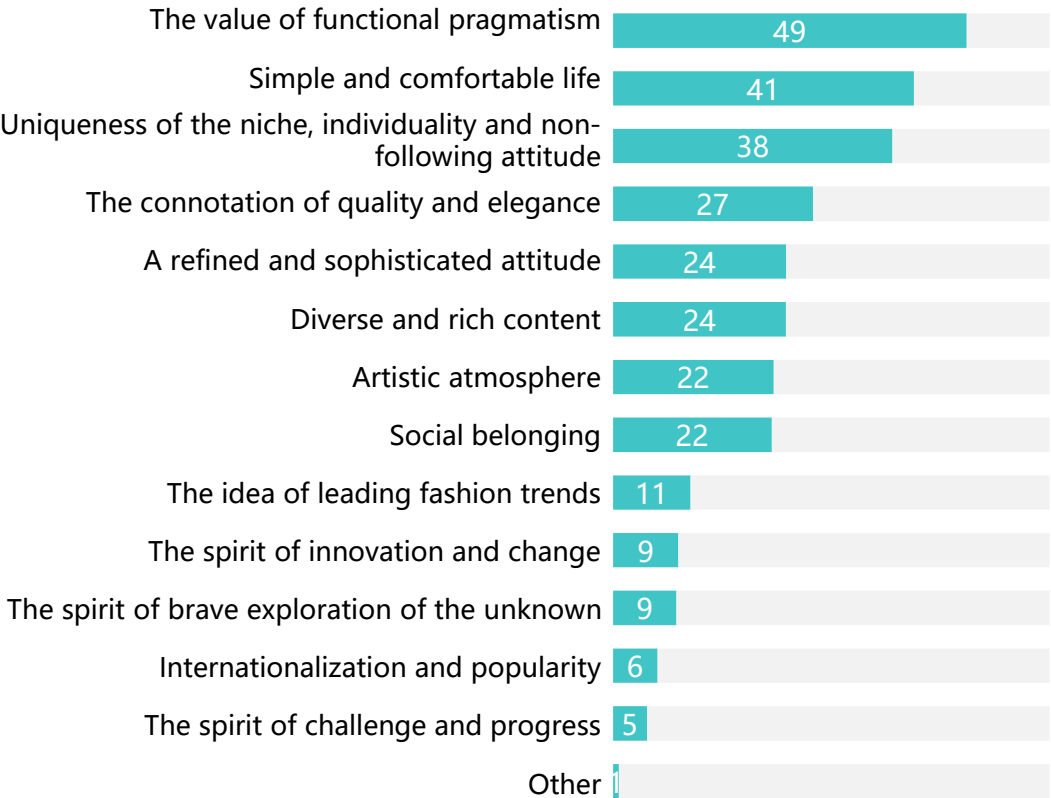
Note: The percentage is the proportion of those who "care about" and "very much care about" among all respondents towards a specific category of products or services.

Questions: C1 How much efforts have you put into the following living consumption last year? [Scale, 5 points means you care very much, 1 point means you don't care at all]; C11 In the upcoming year, how much efforts do you expect to invest in the following living expenses?

LGBT Brand Advertising Preferences

- LGBT brands that emphasize functional practicality and simplicity are appreciated.

Fig. Brands concept preferences (%)



"When something makes a definite difference [in my life] and makes my life better, I will pay attention to it and learn about [other products from its brand]. "

—San'er, Qingdao, gay, 29 years old, corporate partner

At the same time, in the opinion of some LGBT people , LGBT friendliness is a plus for brands, and they are willing to pay for the brand's goodwill and inclusiveness. Some LGBT people don't like that businesses are just pretending to be LGBT-friendly.

"There is a brand in Chengdu that hangs a small rainbow flag at the checkout counter ... Although it doesn't say ' I'm gay-friendly ' on the door, you can feel its friendliness if you are gay ... and the price of the clothes inside high, but the style is fine ... I will go shopping there even if I don't buy anything. "

—Xiaojie , Chengdu, gay, 47 years old, project director of AIDS Defense Center

"I don't like it when brands advertise themselves as being LGBT -friendly, and it feels like we are a vulnerable group ... It 's just like many brands are doing some environmental protection-related things recently, as if we are the ones who are going to be " environmentally friendly " , which is a bit pathetic. "

—Roy, Shanghai, bisexual, 21 years old, student

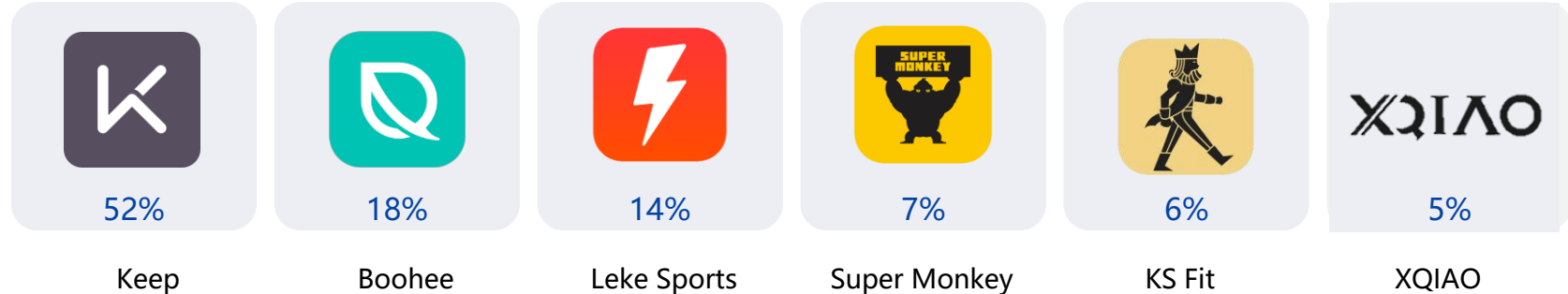
Brand/Product Category Preferences

- Strengthening brand partnerships and launching co-branded products can help inspire user engagement and stickiness. Identifying like-minded brands that correspond with the interests and preferences of users can enable players to more effectively resonate.
- Taking the field of health services as an example, we found that: 1) the attention paid towards online sports service brands is higher than that given to offline service providers of the same category, and 2) of similar brands, Keep enjoys the most attention from LGBT users. Online sports and health services seems to enjoy massive popularity, and brands are following in the footsteps of Keep and formulating corresponding crossover strategies based on the characteristics of its innovative business philosophy, "Live fitness courses, fitness PK challenges, and smart fitness products".

Category: Top 6 Smart hardware



Category: Top 6 Health services



LGBT Information Access And Consumption Channels

- Primary information channels include word-of-mouth and online shopping platform advertisements.
- Purchase mainly occurs on livestream platforms, such as Kuaishou and TikTok.

Fig. 1 Information channel preference (%)

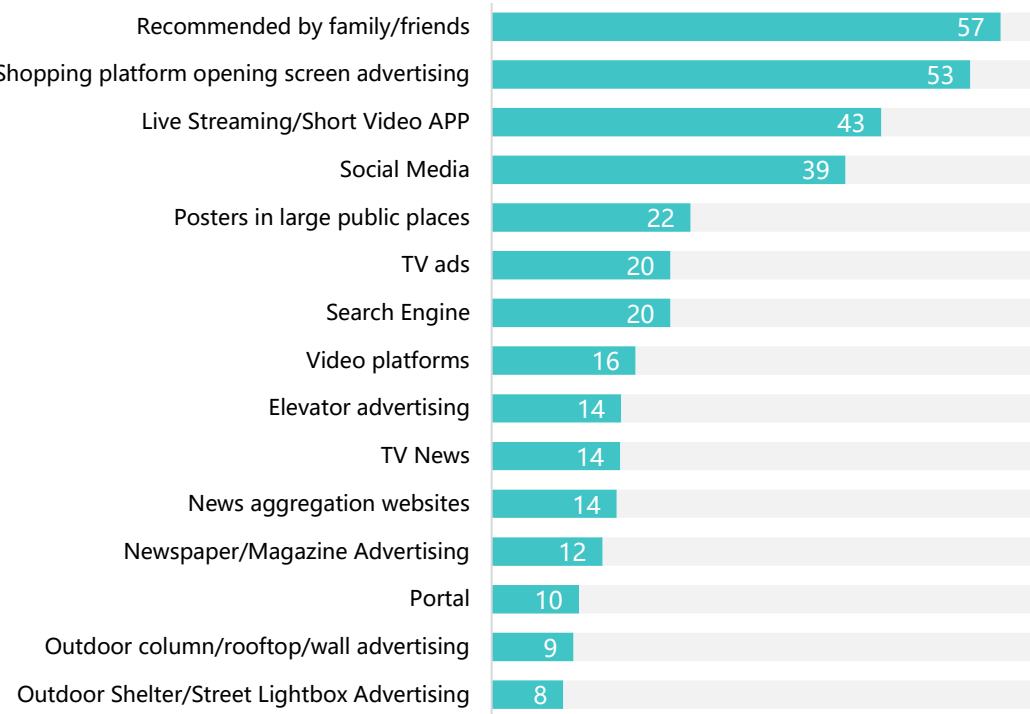
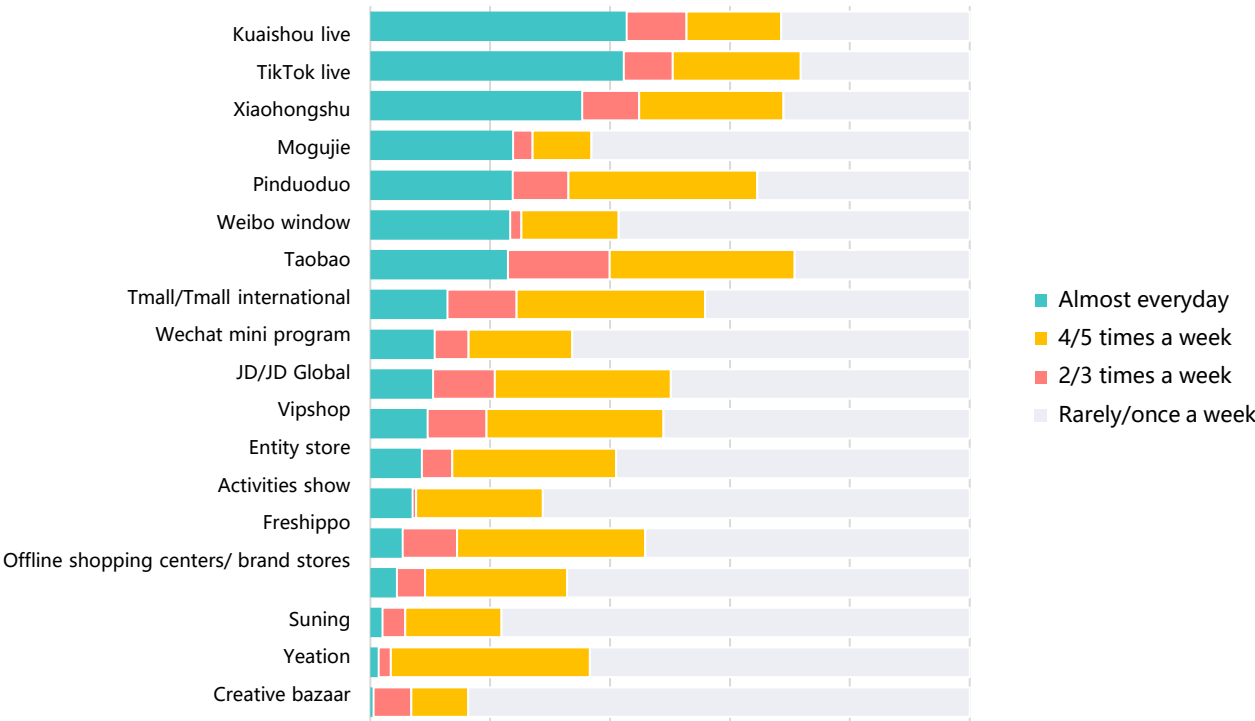
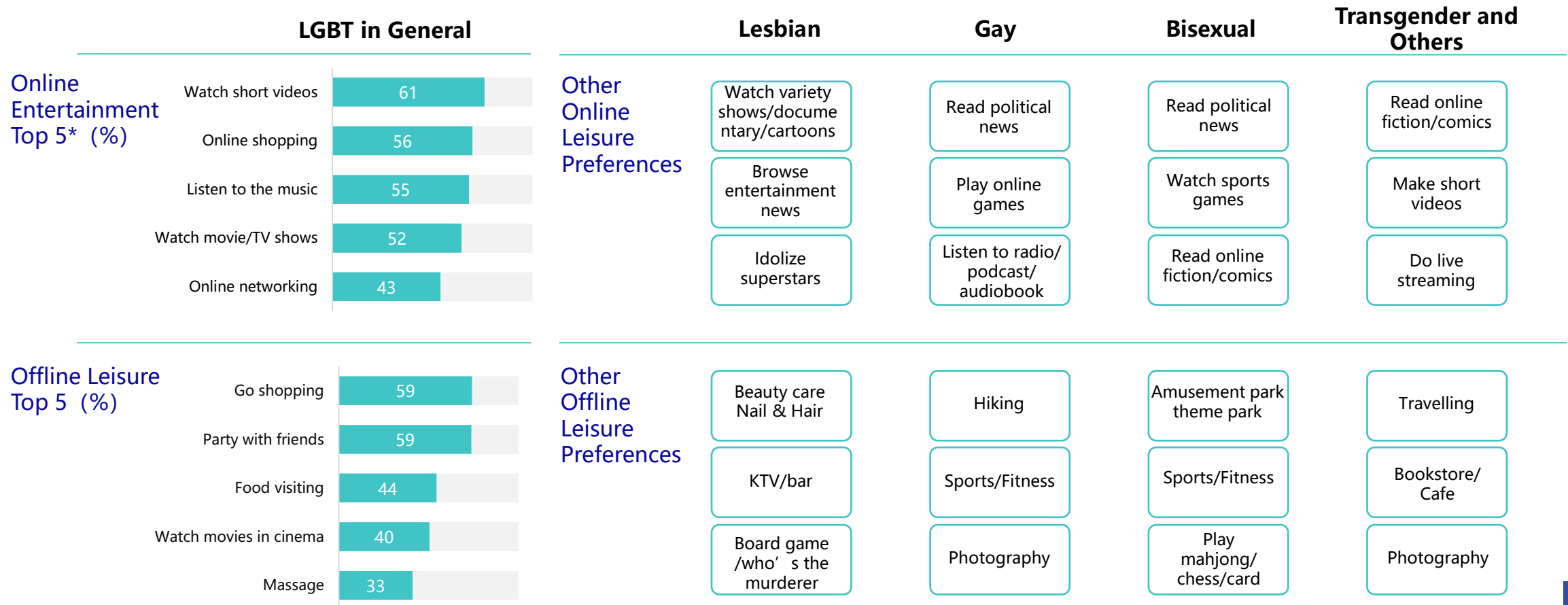


Fig. 2 Purchase channel and frequency (%)



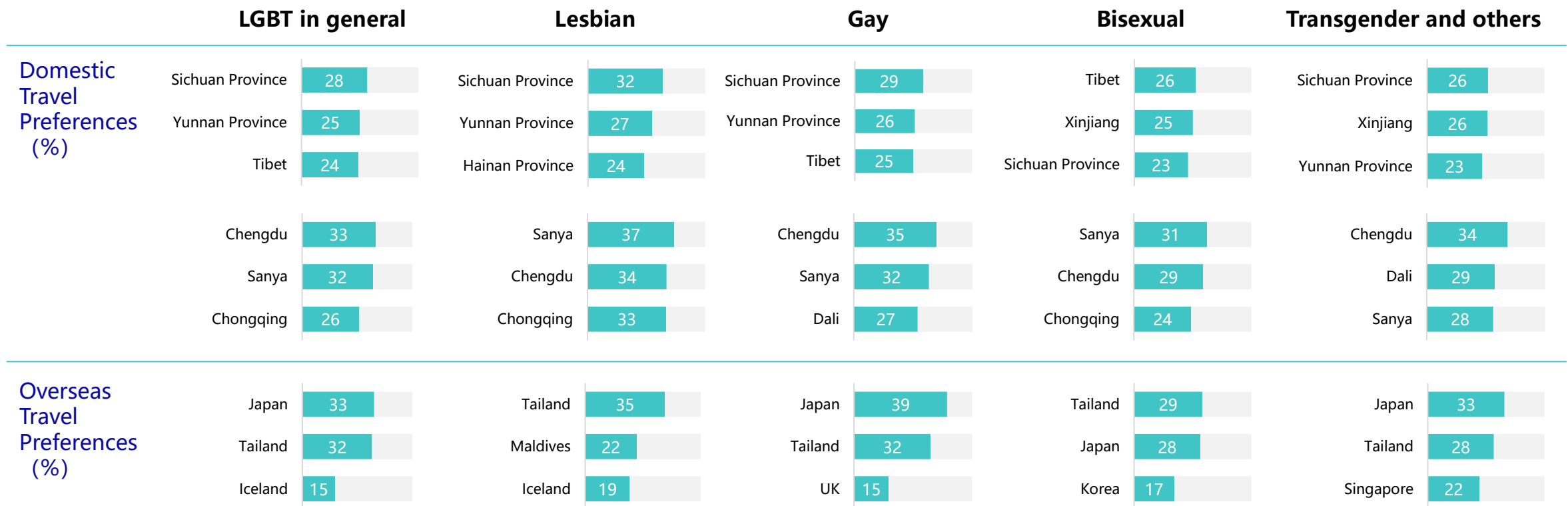
Leisure Preferences

- LGBT users, in general, share similar preferences for online leisure activities, such as watching short videos, shopping online, listening to music and watching videos, and online social networking.
- In terms of offline scenarios, shopping, dining with relatives and friends, and food are the first choice for most LGBT groups. In addition, lesbians are keen to participate in beauty parties and games, while gays are more interested in light travel and fitness activities and bisexuals prefer offline entertainment venues.



Travel Preferences

- Leading domestic destinations include Sichuan Province, Yunnan Province, and Tibet Autonomous Region. In terms of cities, the preferred domestic destinations for lesbians and bisexuals is Sanya, while the choice for gay, transgender and others is Chengdu.
- Overseas preferences are concentrated in Japan and Thailand; the top 3 overseas travel destinations for lesbians are Thailand, the Maldives and Iceland, and the top 3 overseas travel destinations for gay men are Japan, Thailand and the United Kingdom.



Part C

Consumer Segmentation

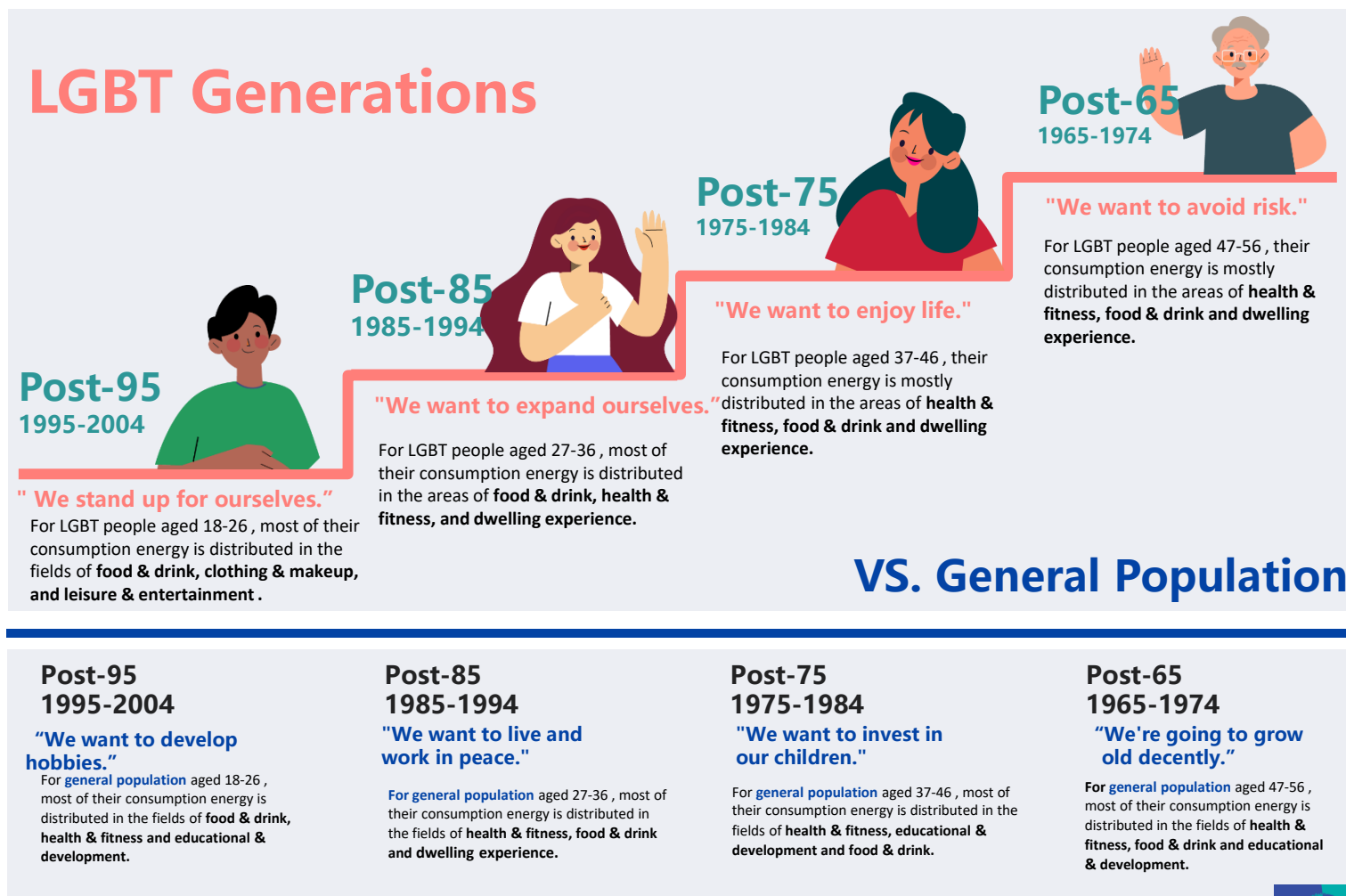
- Generational Segmentation
 - Lifestyle Segmentation
-

Generational Segmentation

Exploring The Differences Between LGBT And Broader Groups,
As Well Perceptions Of "Individuality" And "Commonality" Between Generations

In the era of big data, insight and understanding of users is the key to helping brands accurately grasp user needs. It is more complicated to analyze a single user, and it is more and more important to focus on the common characteristics of people in the same life cycle. In 2021, Ipsos launched "Ipsos Insights – People Live That Way", which provides an in-depth look at different generations. Ipsos uses 10 years as a generation mark to provide the most accurate insights into the different generations of the broader population. These deep insights help brands better grasp the common needs of the public, so as to expand their scale.

This study presents an [in-depth analysis](#) and exploration of LGBT consumers by comparing their mindset and behaviors with the broader social demographic. In doing so, it focuses on [intergenerational "individuality" and "commonality" under the context of the "global discourse space"](#):



Generational Segmentation: LGBT Identity and Mindset

- According to intergenerational data, we see that the post-95 LGBT generation has a strong self-awareness and expresses both individual expression and rational consumption at the same time. The post-85s pay attention to their quality of life and value the symbols behind consumption. The focus of post-75s is focused on the family, looking after themselves and their relatives. Although the consumption and investment style of the post-65 generation tends to be conservative, they are actually very willing to invest time and money in trendy and novel things. At the same time, the lower economic pressures on life also enhances their consumption potential.



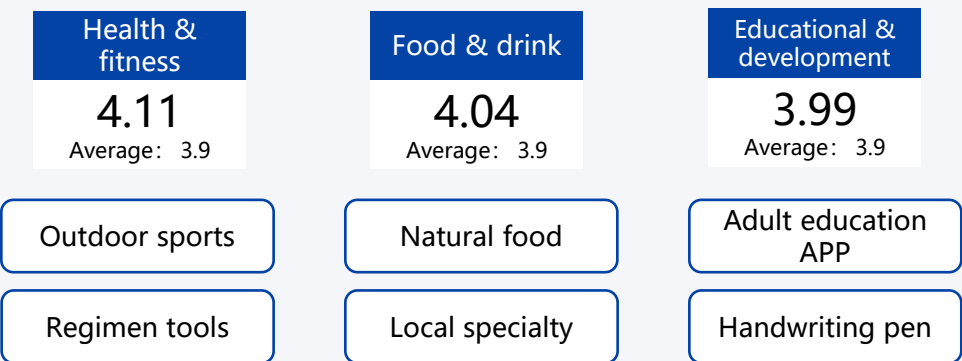
Self-identity		Strong identification		Strong identification		Mid-level identification		Weak identification	
Attitudes towards consumption		They have the characteristics of rational consumption and are used to evaluating the rationality of consumption. Even so, they are still willing to pay for products and services that are niche and reflect themselves. The brands they focus on have individuality, art and diverse look and feel.		The post-85s tend towards quality experience, and they have high loyalty to the favorite brands. They are willing to spend more on high quality or brand-name goods and services and hope the brands they purchased have the attributes of international popularity and innovation. They are also concerned about image and advertising.		Emphasis on family life, focus on diet and health. Their lifestyle is realistic, emphasizing the value of functional pragmatism.		Their consumption pays attention to freshness and trends, with consumption going beyond social standards. Yearning for a plain and comfortable life, attaching importance to the connotation of quality and elegance, and emphasizing social belonging. The investment style tends to be risk-averse and conservative to maintain stability.	
Major Changes	Dwelling experience	I have no real estate, but I feel like buying a house is a long way off		Own a property but are not satisfied with the current state of residence		Have a satisfactory real estate, do not worry about living			
	Transportation	Public transportation is very convenient, no plan to buy a car				Most of the time I drive by car without thinking about changing		Public transportation is very convenient, no plan to buy a car	
	Food & drink	The frequency of ordering takeout has increased				Have more time to try homemade food			
	Clothing & makeup	Pay more and more attention to appearance and strive to improve oneself				I don't take other people's eyes seriously anymore, and just be happy with myself			
	Leisure & entertainment	Recreational activities bring less and less pleasure							
	Health & fitness	start reducing bad habits		Start strengthening body and doing sports				Adjust oneself through diet	
	Educational & development	More time and money spent on education/profession				more time and money spent on children's education			
	Investment & finance	Try more diverse ways to manage finances				Be more prudent and rational in investment and financial management			

LGBT vs. General Population : Post-95 (1995-2004)

“We want to **develop hobbies**”

For general consumers aged 18-26, most of their consumption energy is distributed in the fields of **food & drink, health & fitness and educational & development.**

General Population



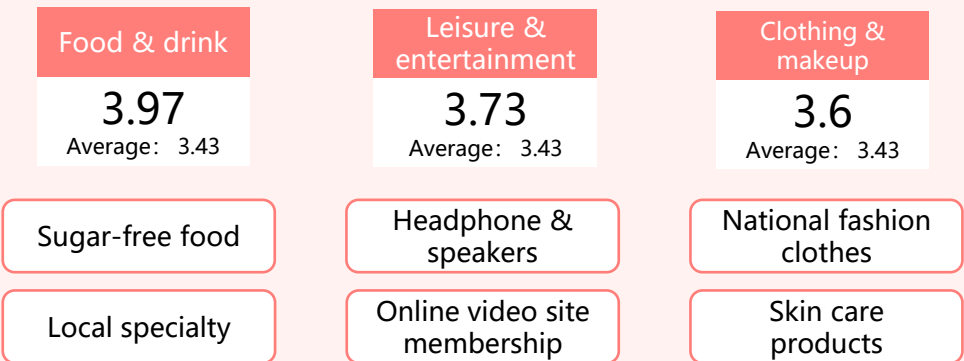
Main Consumption Fields

Popular Products

“We **stand up for ourselves**”

For LGBT people aged 18-26 , most of their consumption energy is distributed in the fields of **food & drink, clothing & makeup, and leisure & entertainment.**

LGBT



In the next decade

I want to live for myself. My marriage and relationships should follow my heart, not the mainstream.

I want to build a diverse value system and respect others while staying true to myself.

Base: **general population**
post 95 / LGBT post 95 n=300/551

In the next decade.....

I want to turn my hobbies into cash, finding a avocation that I’ m interested in. I want to be a slash youth.

I wish I can put all my efforts into what I love and devote myself to it.

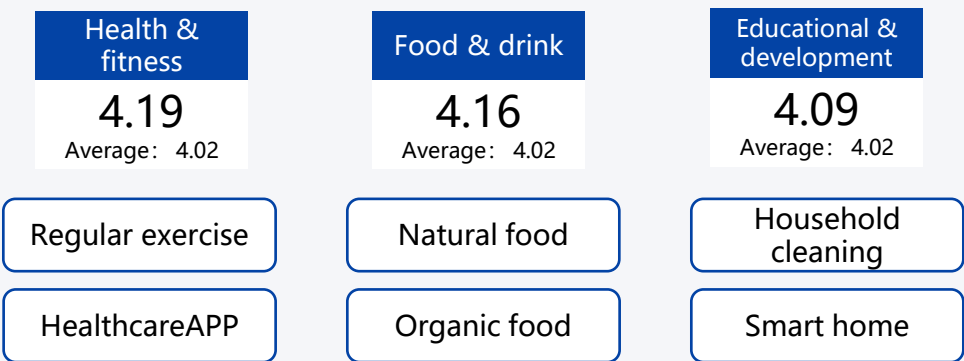
***general population**
data source: "2021 Ipsos Insights Report– People Live That Way"

LGBT vs. General Population : Post-85 (1985-1994)

“We want to **live and work in peace**”

For general consumers aged 27-36 , most of their consumption energy is distributed in the fields of **health & fitness, food & drink and dwelling experience** .

General Population



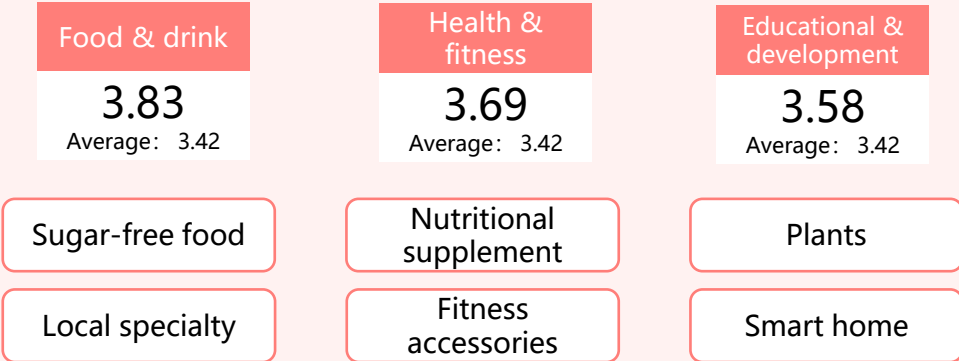
Main Consumption Fields

Popular Products

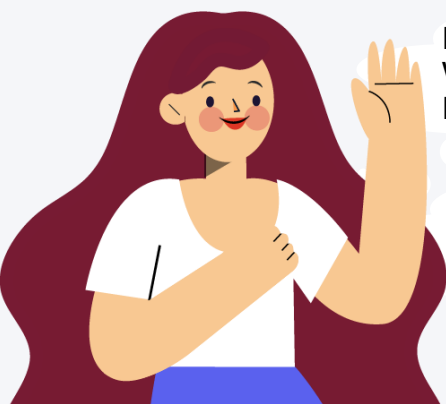
“We want to **expand ourselves**”

For LGBT people aged 27-36 , most of their consumption energy is distributed in the areas of **food & drink, health & fitness, and dwelling experience**.

LGBT



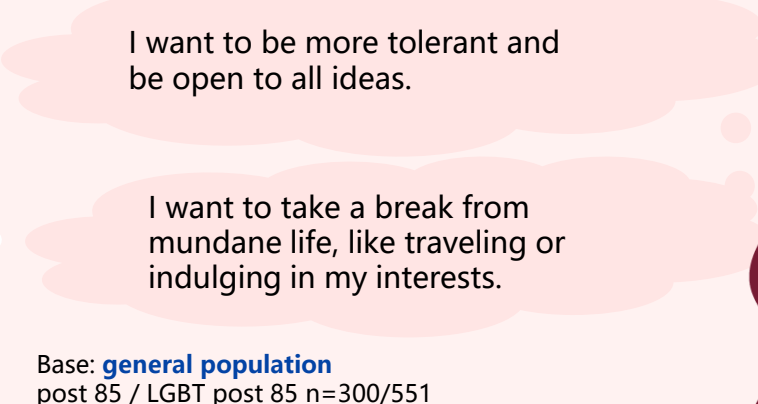
In the next decade



I want to achieve breakthrough at work. When facing to my boss who delays retirement, I try my best to get my right of speech.

I hope to be an enlightened parent who respect children’ s choices and be a leader of equality.

*general population
data source: "2021 Ipsos Insights Report– People Live That Way"



I want to be more tolerant and be open to all ideas.

I want to take a break from mundane life, like traveling or indulging in my interests.

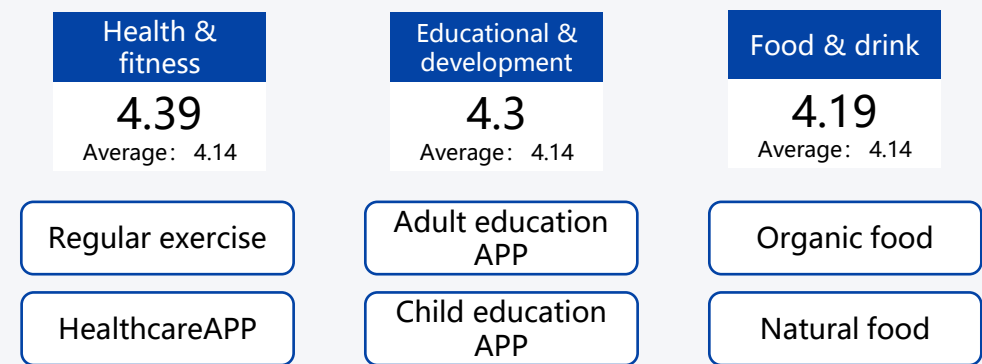
Base: general population
post 85 / LGBT post 85 n=300/551

LGBT vs. General Population : Post-75 (1975-1984)

“We want to **invest in our children**”

For general consumers aged 37-46 , most of their consumption energy is distributed in the fields of **health & fitness, educational & development and food & drink.**

General Population



In the next decade.....



I want to invest more in education and continuously support my children to further their study.

I hope to have money and time, as well as relatively stable income, so I can control the pace of my life.

*general population
data source: "2021 Ipsos Insights Report– People Live That Way"

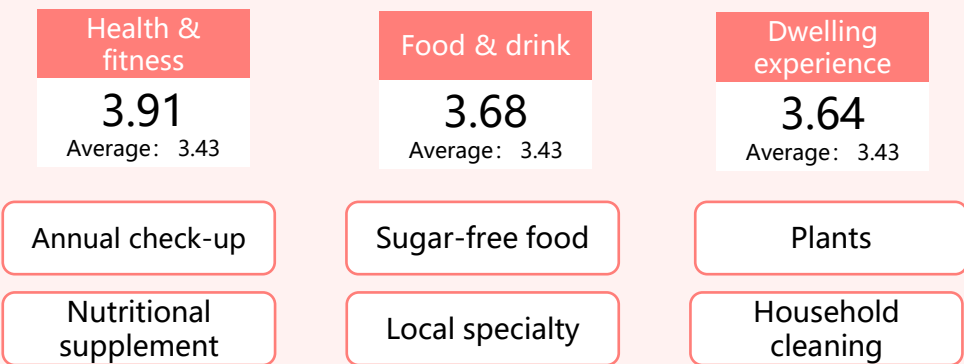
“We want to **enjoy life**”

LGBT

For LGBT people aged 37-46 , their consumption energy is mostly distributed in the areas of **health & fitness, food & drink and dwelling experience.**

Main Consumption Fields

Popular Products



In the next decade

I want to enjoy the happiness of purchasing. I love and want to buy things that make me happy. The quality is more important than quantity.

I want to enjoy a positive life. The income from my avocation can be used to enjoy my life.

Base: **general population**
post 75 / LGBT post 75 n=300/551

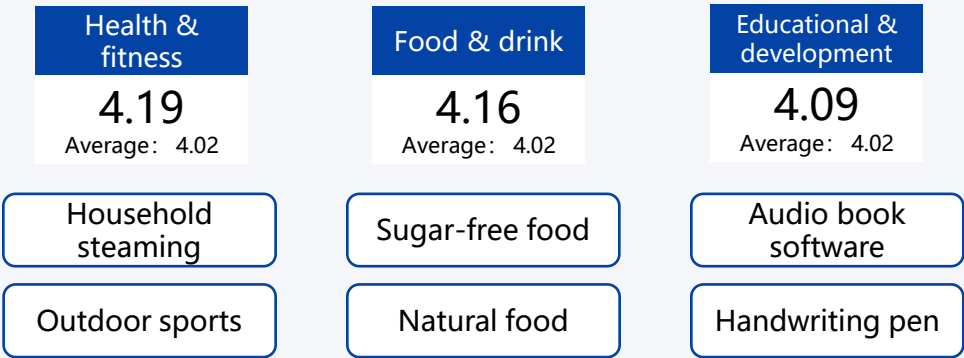


LGBT vs. General Population : Post-65 (1965-1974)

“We want to **grow old with dignity**”

For general consumers aged 47-56 , most of their consumption energy is distributed in the fields of **health & fitness, food & drink and educational & development.**

General Population



In the next decade.....



I want to take care of my body, keep in good health and stay active.

I hope to focus on my mind, self-regulate and stay away from anxiety.

*general population
data source: "2021 Ipsos Insights Report– People Live That Way"

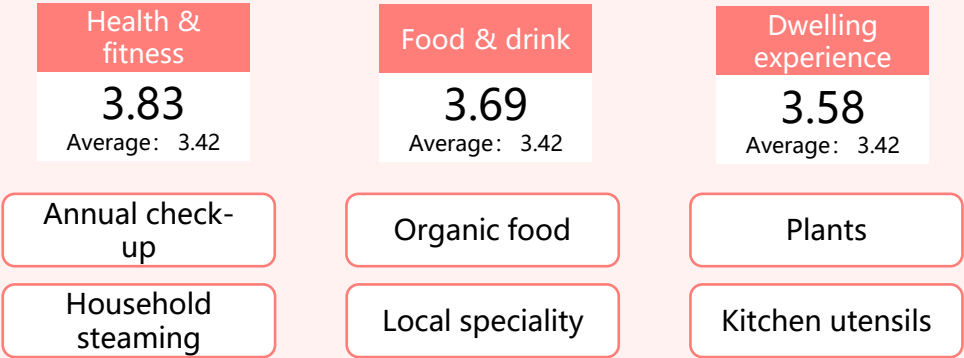
“We want to **avoid risk**”

LGBT

For LGBT people aged 47-56 , their consumption energy is mostly distributed in the areas of **health & fitness, food & drink and dwelling experience.**

Main Consumption Fields

Popular Products

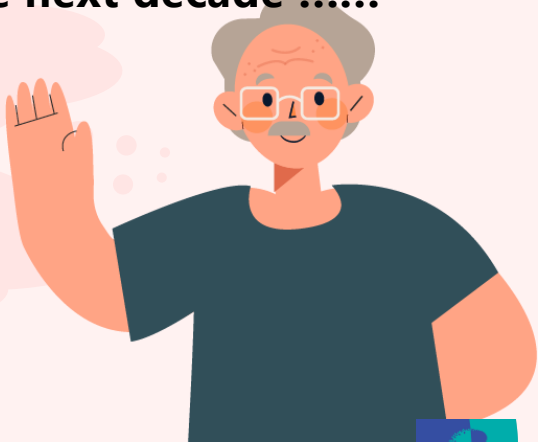


In the next decade

I want to take care of my body, keep in good health and stay active.

I want to be prudent with consumption, be self-reliant and manage risk.

Base: **general population**
ost 65 / LGBT post 65 n=300/551



Consumption Features Of LGBT Consumer Segments

- In this ever-changing social, cultural and economic environment, consumer behaviors and mindsets are becoming increasingly unpredictable. To understand the underlying reasons behind this consumer complexity, researchers are focusing on uncovering intrinsic drivers. The analysis of core values is opening up deeper insights into consumers, reflecting their lifestyles, interests, and more nuanced demands and desires.
- In order to understand LGBT consumer behaviors and trends, we have segmented the respondents according to their unique life values and pursuits. There are four main groups: Homebodies, Hedonists, Pragmatists, and Materialists.

Fig 1 The basis of clustering and classification

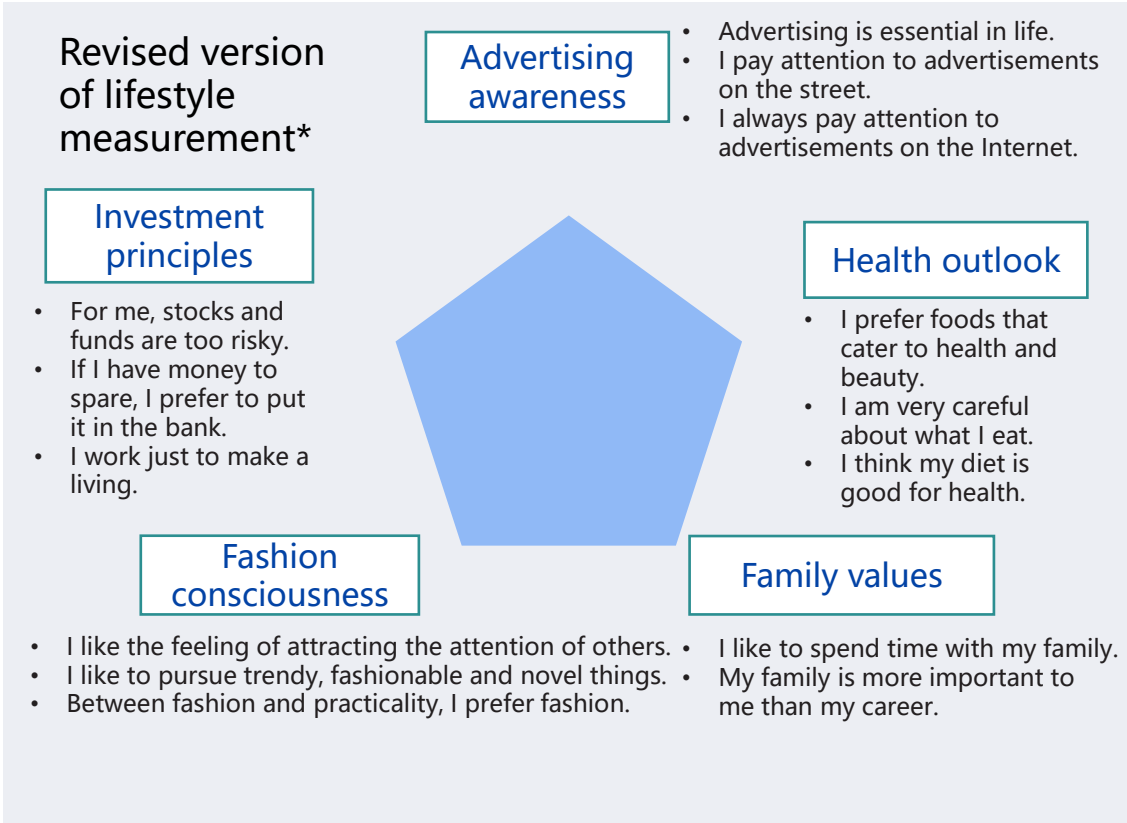
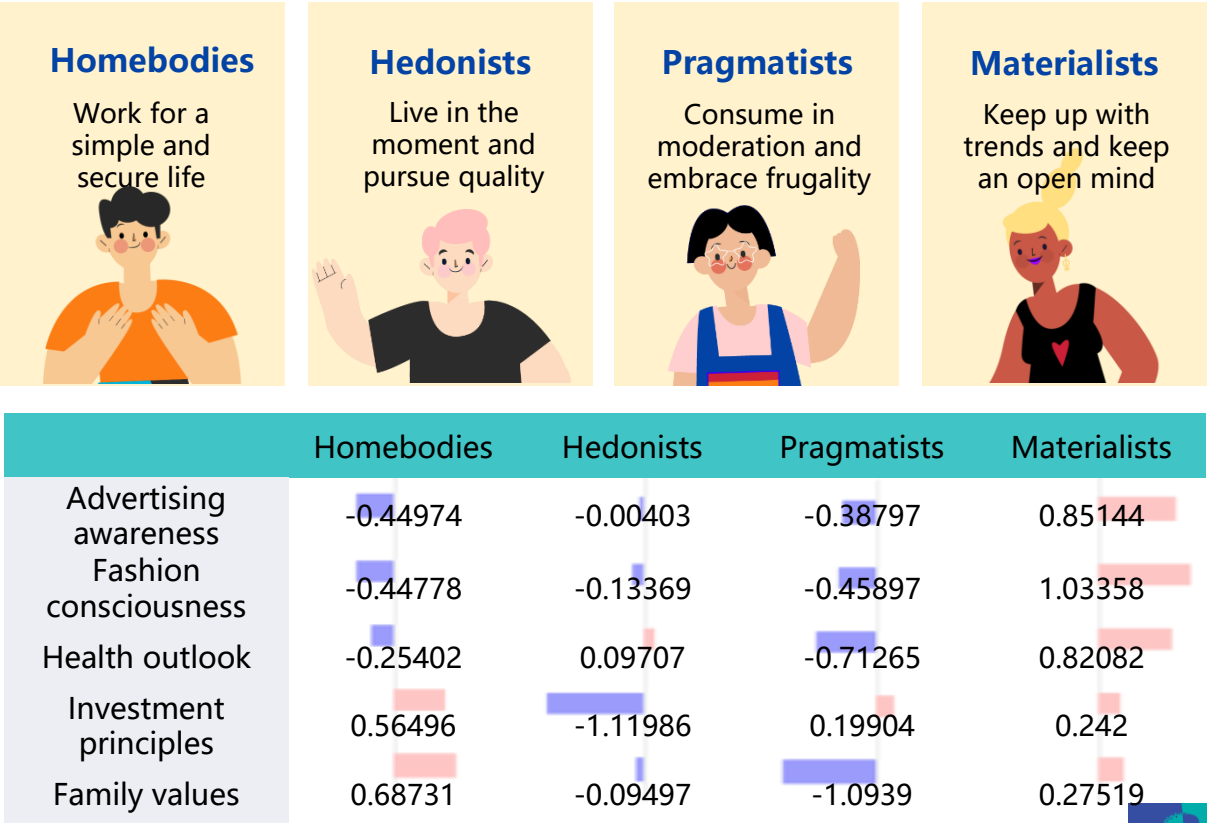


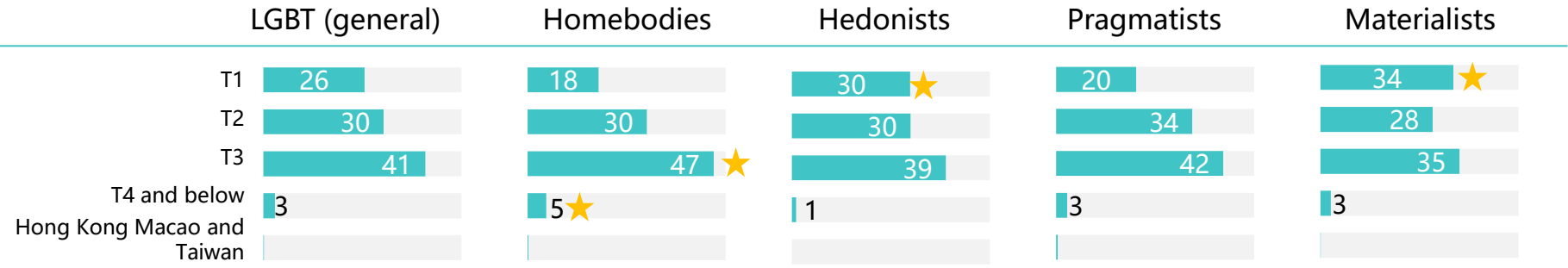
Fig. 2 Final classification



LGBT- Market Segmentation

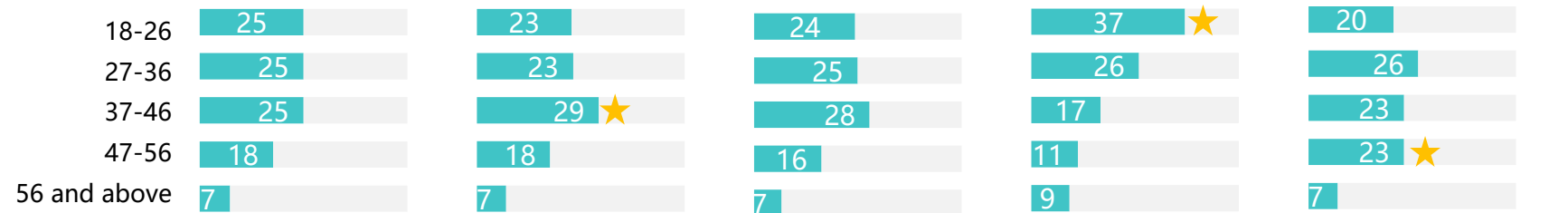
City of residence

Homebodies gather in tier 3 cities, and the proportion of Hedonists and Materialists living in tier 1 cities is significantly higher than the overall proportion of LGBT in general.



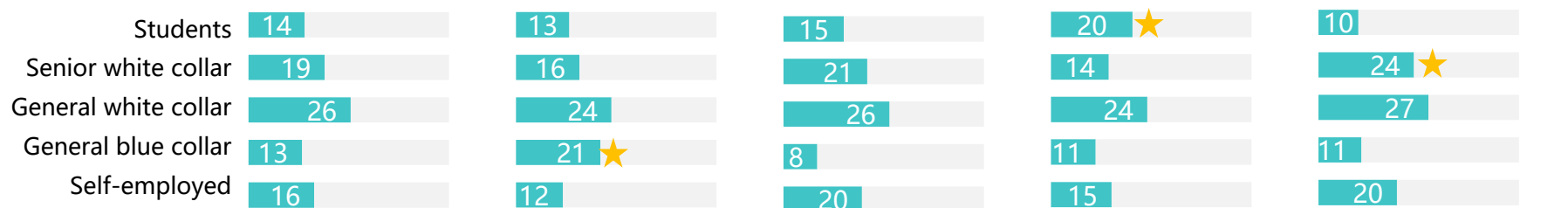
Age structure

Homebodies have a higher proportion of 37-46 year olds, Pragmatists are mostly 18-26 year olds, while Materialists have a significantly higher proportion of 47-56 year olds than the overall LGBT people.



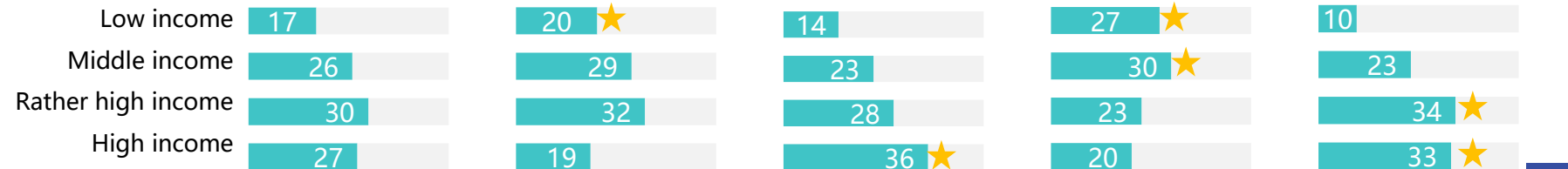
Occupation distribution

Homebodies have a higher proportion of blue-collar workers, and Pragmatists have a relatively larger population as students, while the proportion of senior white-collar workers is significantly higher among Materialists than the general.



Income level

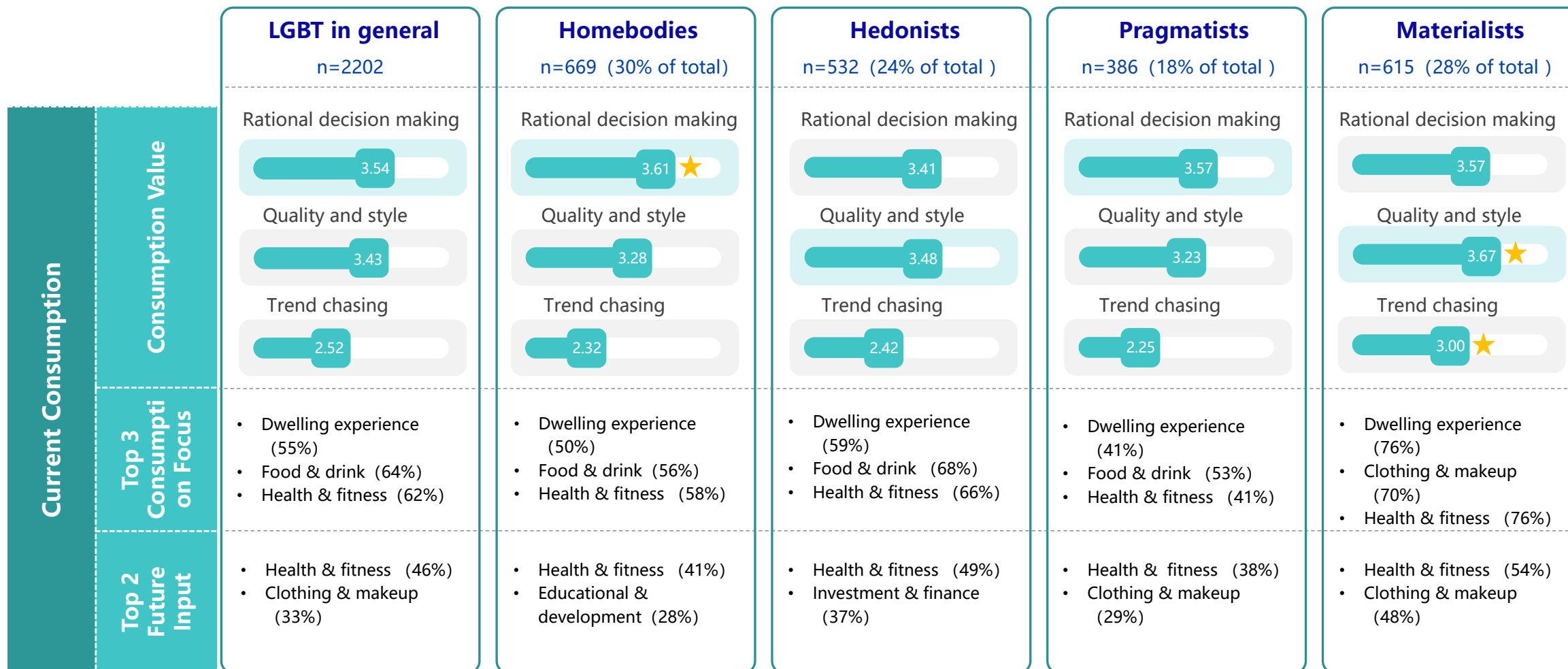
The income trends of Hedonists and Materialists are more mid to high compared to Small town lifestyles and Pragmatists.



★ Significantly higher than the average of all the LGBT respondents

LGBT- Consumption Differences

- While Homebodies and the Pragmatists are relatively prominent in rational decision making, the Hedonists and Materialists are guided by quality and style.



★ Significantly higher than the average of all the LGBT respondents

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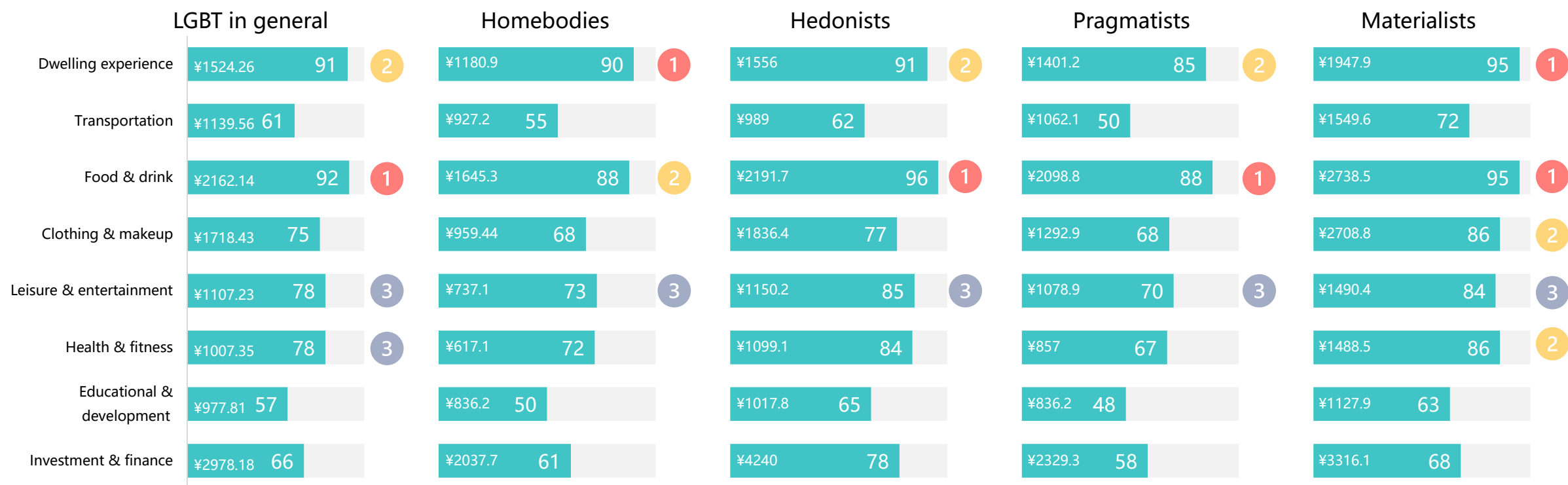


LGBT- Specific Consumption Patterns

- Overall, LGBT people make an even higher percentage of purchases in food and household products, at over 90%.
- In terms of monetary investment, financial investment accounts for the monthly most (\$2,978/month), which is about three times higher than the lowest investment in education product.
- Each segment is consistent with the trend of overall users in terms of category purchase ratio, but the Hedonists and Materialists are more prominent in the consumption of each category. And the amount invested by Materialists in clothing & makeup (\$2,708/month) is about 3 times more than that invested by Homebodies in this field.

Fig. The proportion of consumption categories (%) vs average monthly spending (¥)

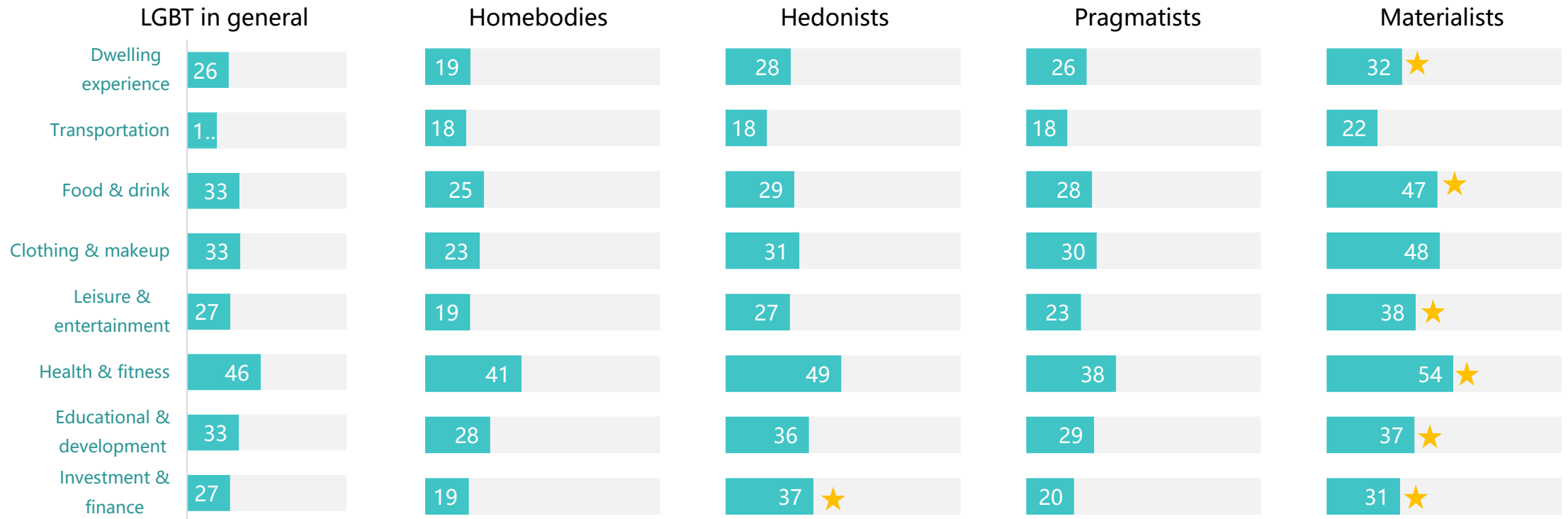
1 Top 1 Consumption Field



LGBT- Consumption Expectations

- In future consumption input:
- The overall consumption invested by Materialists is significantly higher than that of other groups, especially in terms of clothing & makeup, food & drink
- The Hedonists is relatively more invested in investment & finance, health & fitness, and educational & development;
- Homebodies and Pragmatists themselves continue to invest more in health & fitness, educational & development, and clothing & makeup.

Fig. TOP 2 Future Consumption Input (%)



Significantly higher than the average of all the LGBT respondents

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n = 669 (30% of total)

The 30% Homebodies: Content with stability and simplicity

Mostly residing in lower-tier cities, the Homebodies are approaching middle age and progressing along their career path. They are primarily single and living what can be considered a simple life.

★ Significantly higher than that of overall

Fig. 1 Age distribution (%)

Nearly 30% of Homebodies are between 37-46, significantly higher than that of the overall LGBT.

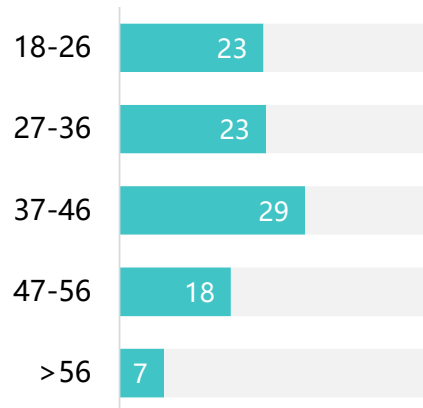
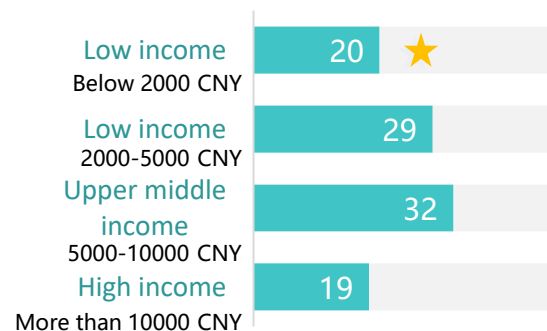


Fig. 3 Personal income (%)

Homebodies are in the middle and high income level as a whole, but the proportion of low-income users is much higher compared with the overall.



★ Significantly higher than the average of all the LGBT respondents

Fig. 2 Top 3 occupations and degrees of education

Compared with the overall LGBT users, the proportion of blue collars and those with a junior high school degree or below is even higher among Homebodies.

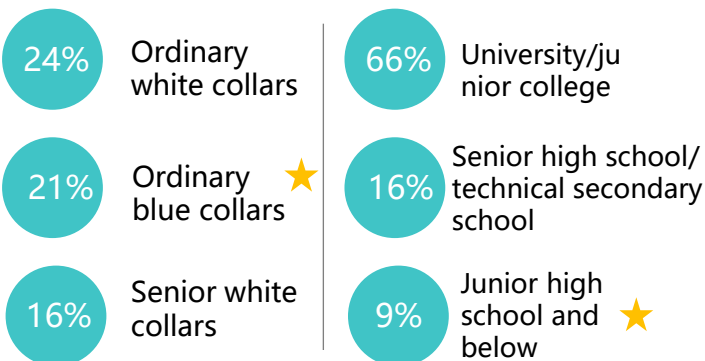
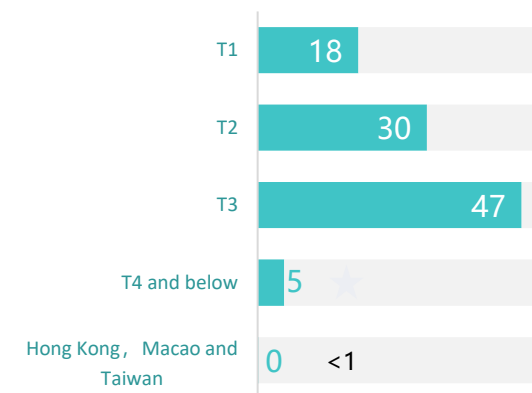


Fig. 4 City of residence (%)

The majority of Homebodies live in second- and third-tier cities, with nearly half of them living in third-tier cities.



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Homebodies' Lifestyles Reflect Security And Rational Consumption Choices

- "Pursuing the sense of connection with family/affinity", "avoiding risks" and "maintaining peace of mind and body" are the value cornerstone for Homebodies to build a sense of security in life;
- "To be rational and of quality" is the pursuit of Homebodies in consumption;
- To attract Homebodies, fancy brand concepts will not work, while "practicality" and "comfortableness" keep to the point.

Fig. 1 Top 3 attitudes towards life (mean)

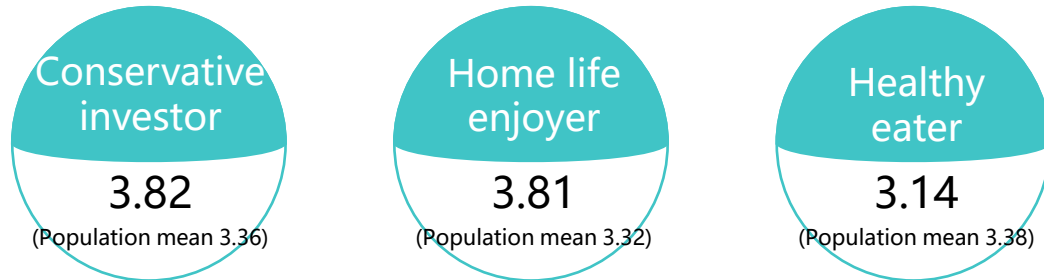
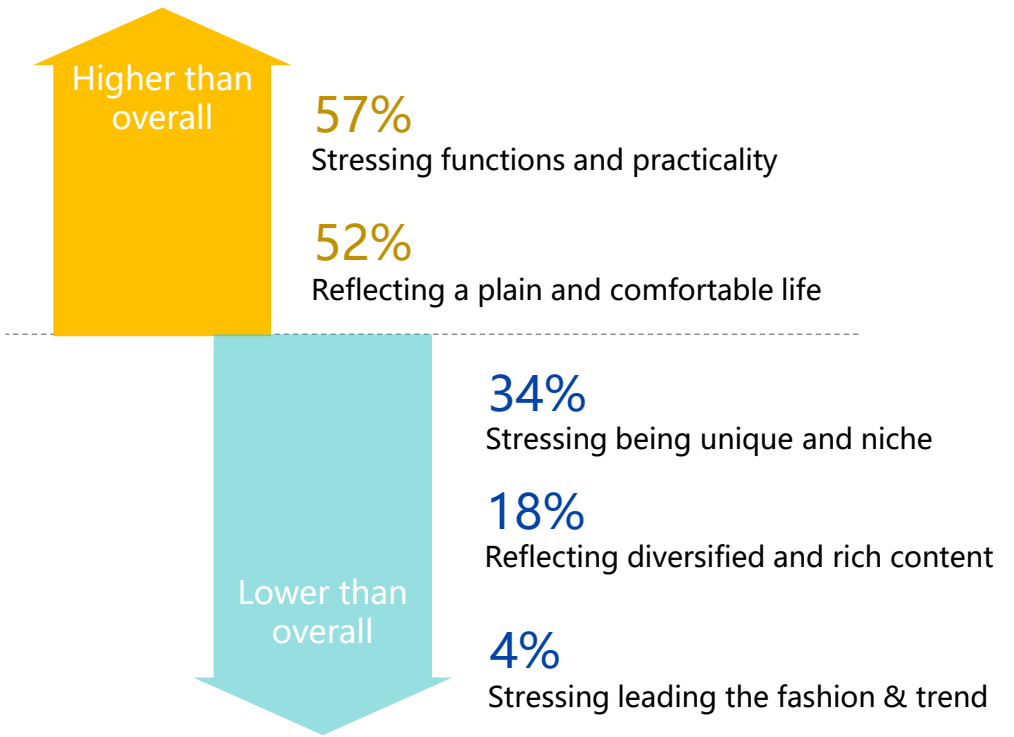


Fig. 2 Consumer attitudes ranking (mean)

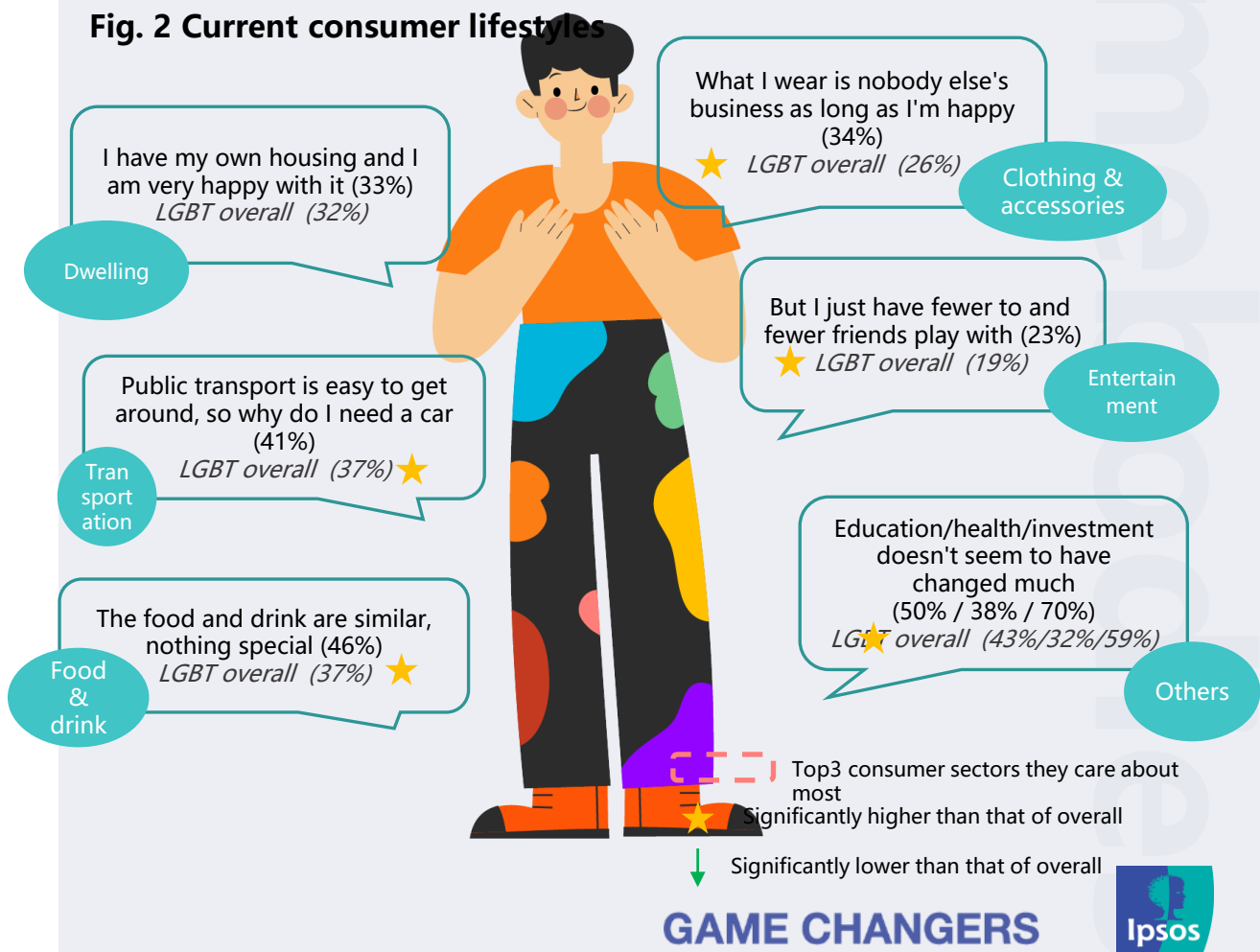
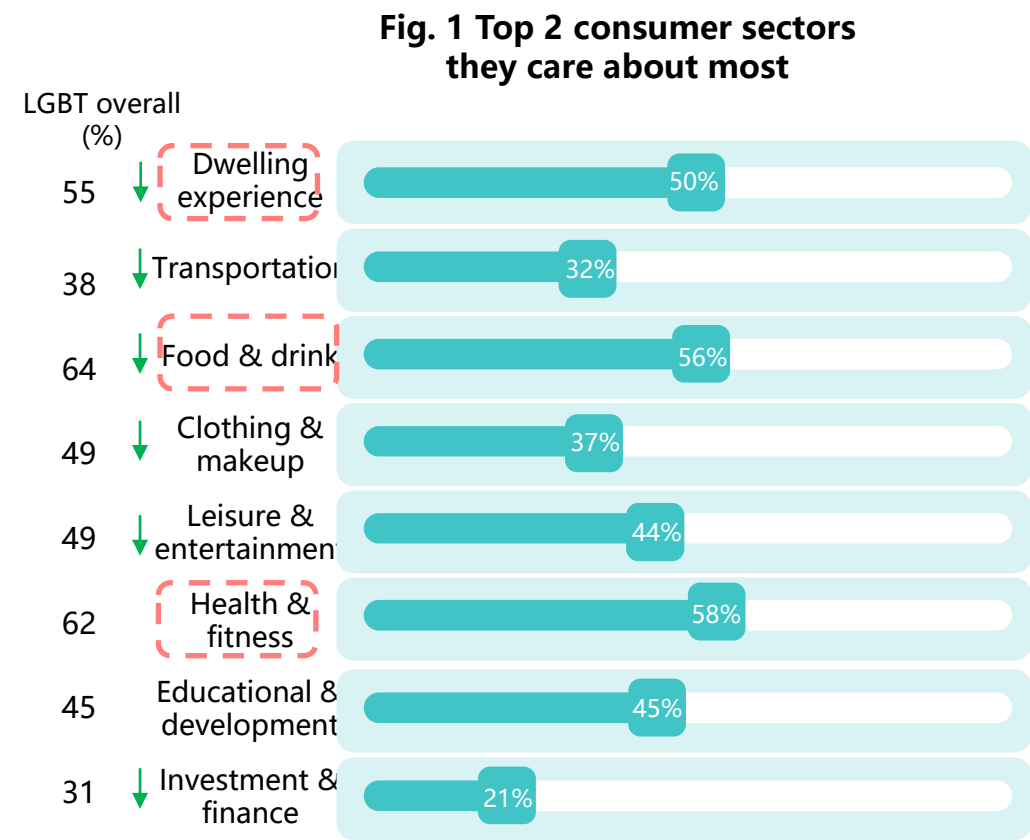


Fig. 3 Brand concepts (%)



Home Sweet Home

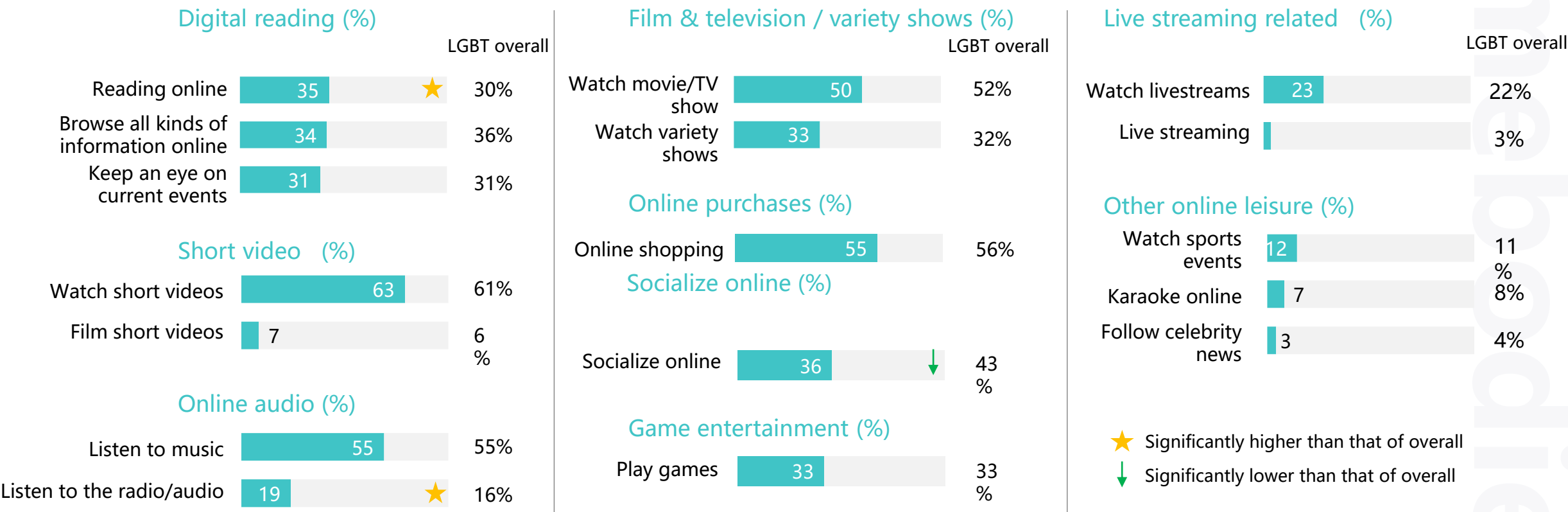
- Homebodies generally have their own housing, and accordingly they put more effort into dwelling experience.



Digital Reading & Online Entertainment Is The Norm For Homebodies

- Homebodies are significantly more likely to read online and listen to radio/audio/audiobooks than the LGBT population as a whole, and are significantly less likely to socialize online than the overall LGBT users.

Fig. Online leisure activities



Friends/Relatives Are High Priorities

- Dining with friends/relatives is the first choice for offline leisure activities among most Homebodies (66%), significantly higher than that of overall LGBT users.

Fig. 1 Offline leisure activities (%)

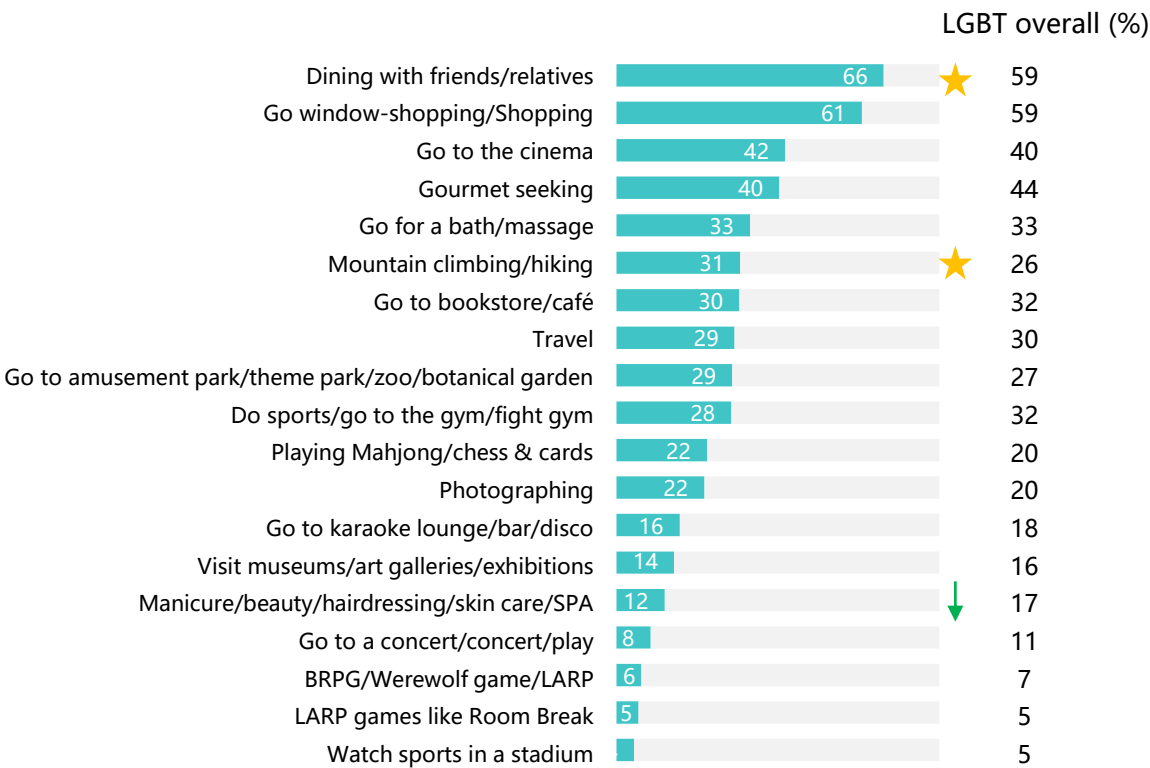
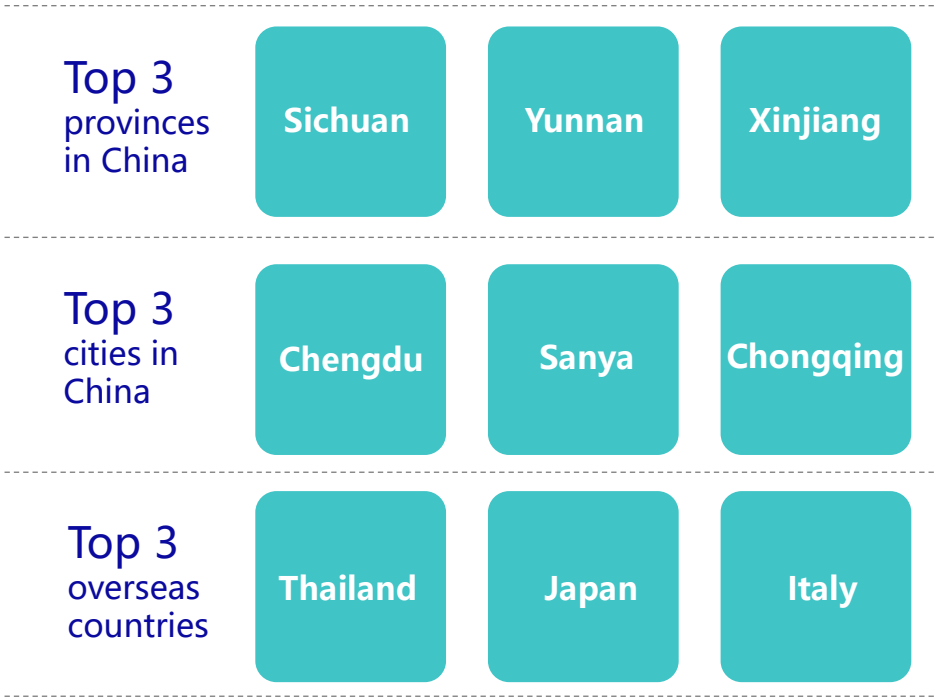


Fig. 2 Domestic and overseas travel destinations



★ Significantly higher than that of overall
↓ Significantly lower than that of overall



n = 532 (24% of total)

The Hedonists

Living each and every moment to the fullest

The Hedonists are always found in first- and second-tier cities, with most college-educated and earning a solid salary. They are also equally split between single and non-single, standing out when compared to other LGBT groups.

★ Significantly higher than that of overall

Fig. 1 Age distribution (%)

Nearly 30% of Hedonists are 37-46 y.o., significantly higher than that of the overall LGBT.

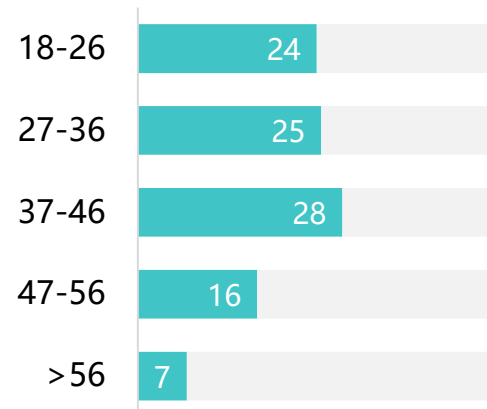
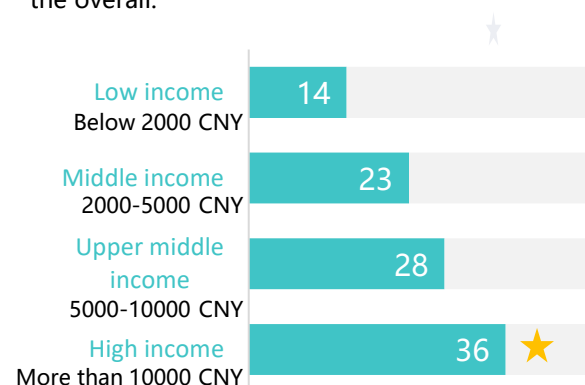


Fig. 3 Personal income (%)

Hedonists are in the middle and high income level as a whole, but the proportion of low-income users is much higher compared with the overall.



★ Significantly higher than the average of all the LGBT respondents

Fig. 2 Top 3 occupations and degrees of education

The proportion of Hedonists with a master's degree or above is significantly higher than that of overall LGBT users.

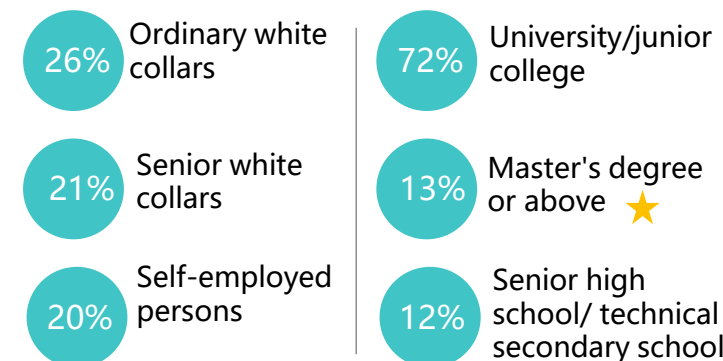
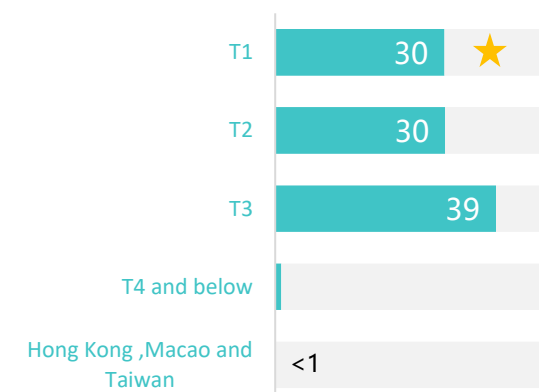


Fig. 4 City of residence (%)

The majority of Hedonists live in second- and third-tier cities, with nearly half of them living in third-tier cities.



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Consumption Means Individuality Rather Than Following The Crowd

- Fitness and health are the Hedonists' unwearied pursuit in life;
- When it comes to shopping, they are more loyal to their individuality and willing to spend on items that reflect their taste in life.

Fig. 1 Top 3 attitudes towards life (mean)

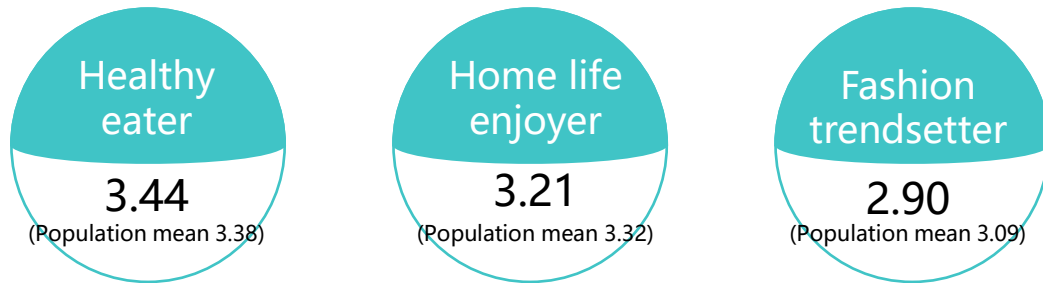


Fig. 2 Consumer attitudes ranking (mean)



Fig. 3 Brand concept

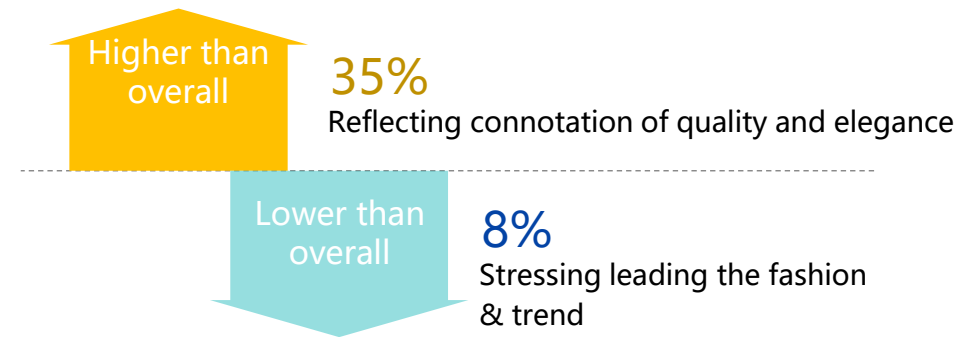
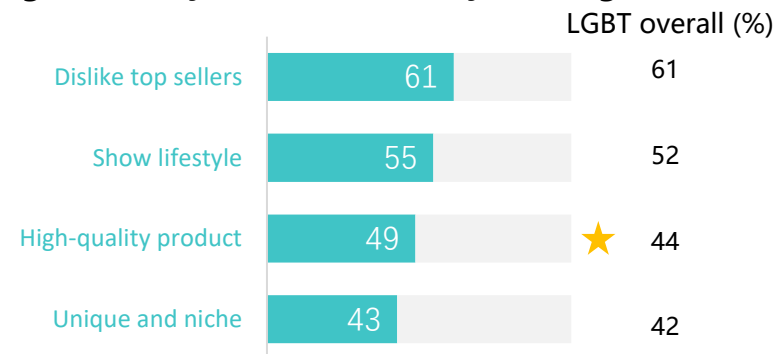


Fig. 4 Quality and individuality ranking (%)



★ Significantly higher than that of overall

Care About Food & Drinks, Health And Dwelling

- Hedonists pay more attention to consumption in the areas of food & drink, health and dwelling.
- Hedonists have more unique ideas about their clothing & accessories and don't follow the crowd compared with the overall.

Fig. 1 Top 2 consumer sectors they care about most (%)

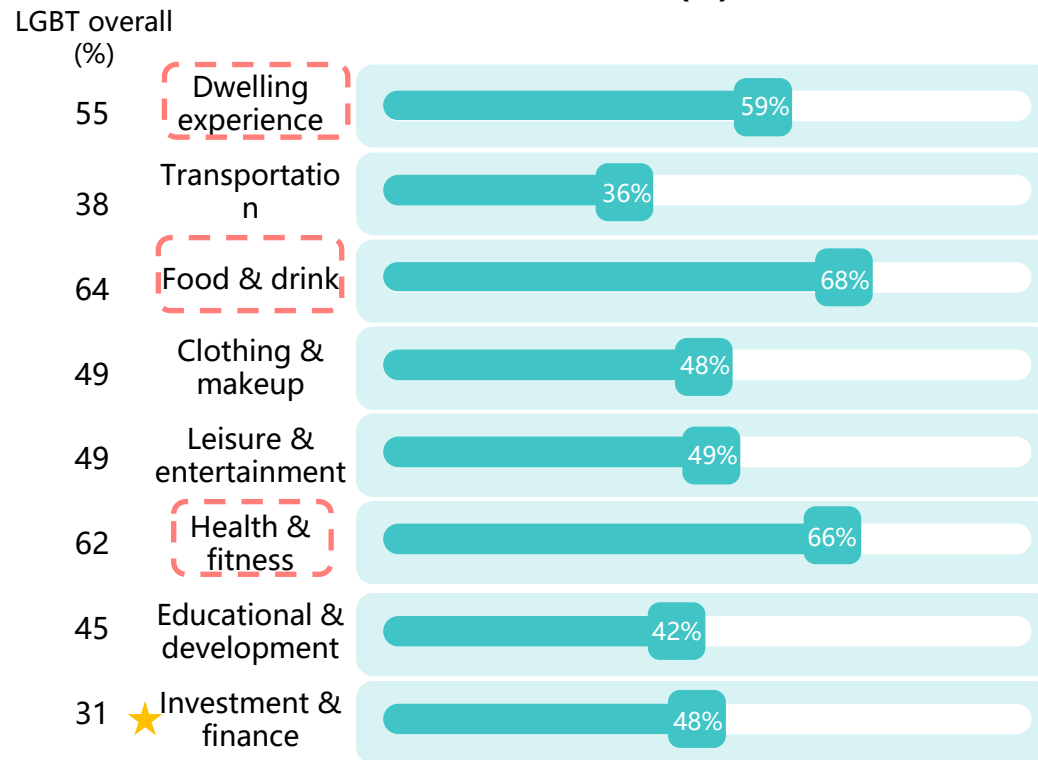
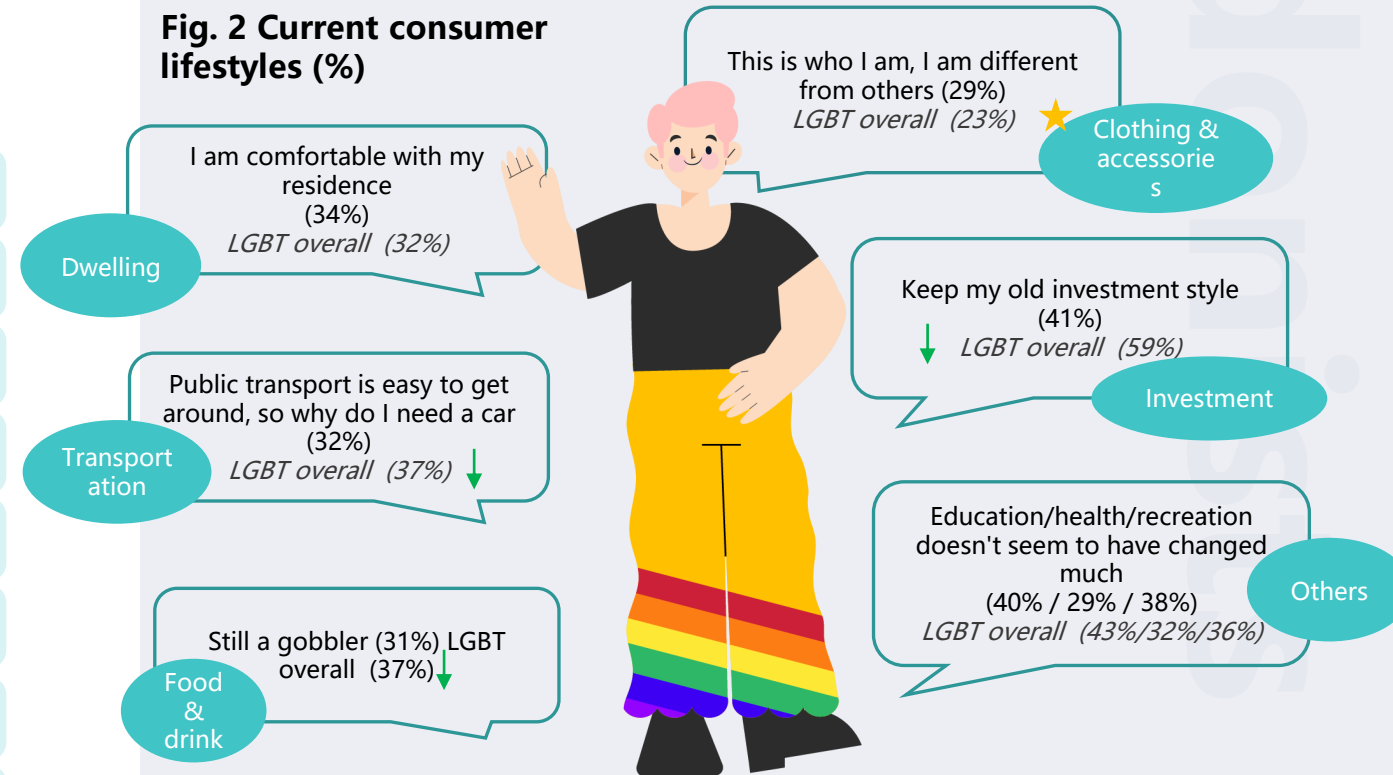


Fig. 2 Current consumer lifestyles (%)



Top3 consumer sectors they care about most

★ Significantly higher than that of overall

↓ Significantly lower than that of overall

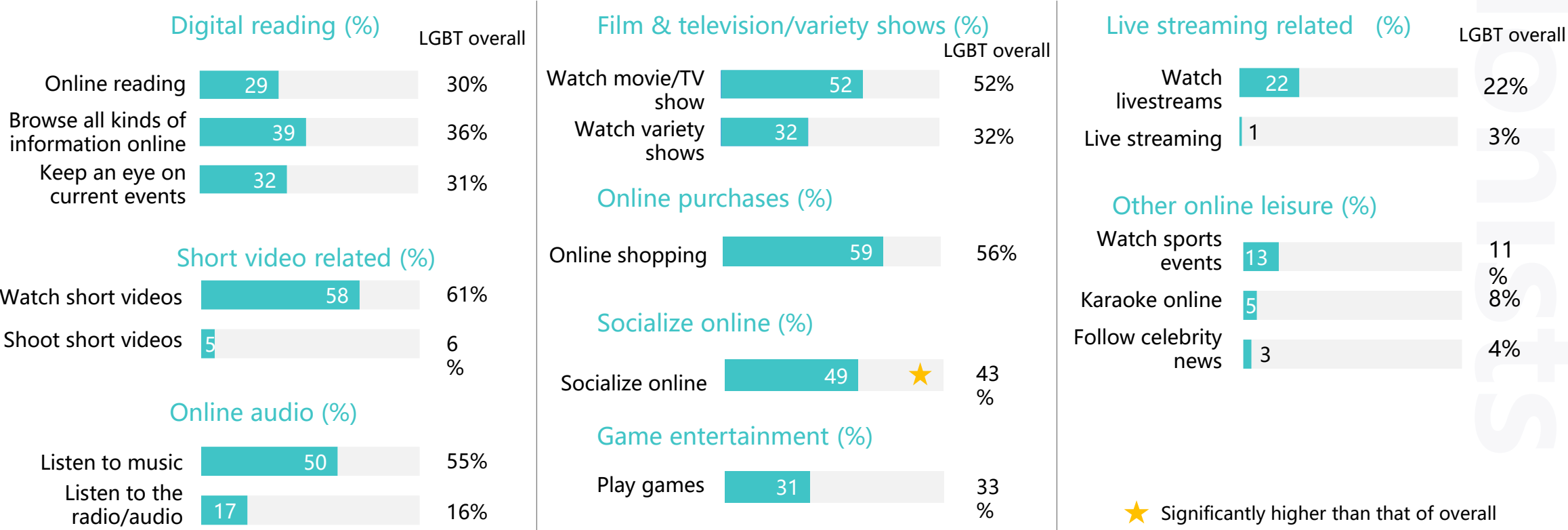
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They Like Shopping Online And Watching Short Videos, And Are Much More Likely To Socialize Online Than The LGBT Population As A Whole

- Hedonists socialize online at a significantly higher rate than the LGBT population as a whole.

Fig. Online leisure activities



They Pay More Attention To Fitness; Long To Explore Mysterious Tibet, Beautiful Dali And Romantic Maldives

- Dining with friends/relatives is the first choice for offline leisure activities among most Hedonists (56%); Besides, sports & fitness and mountain climbing & hiking are also enjoyed by the Hedonists at a significantly higher rate than by the LGBT population as a whole.

Fig. 1 Offline leisure activities

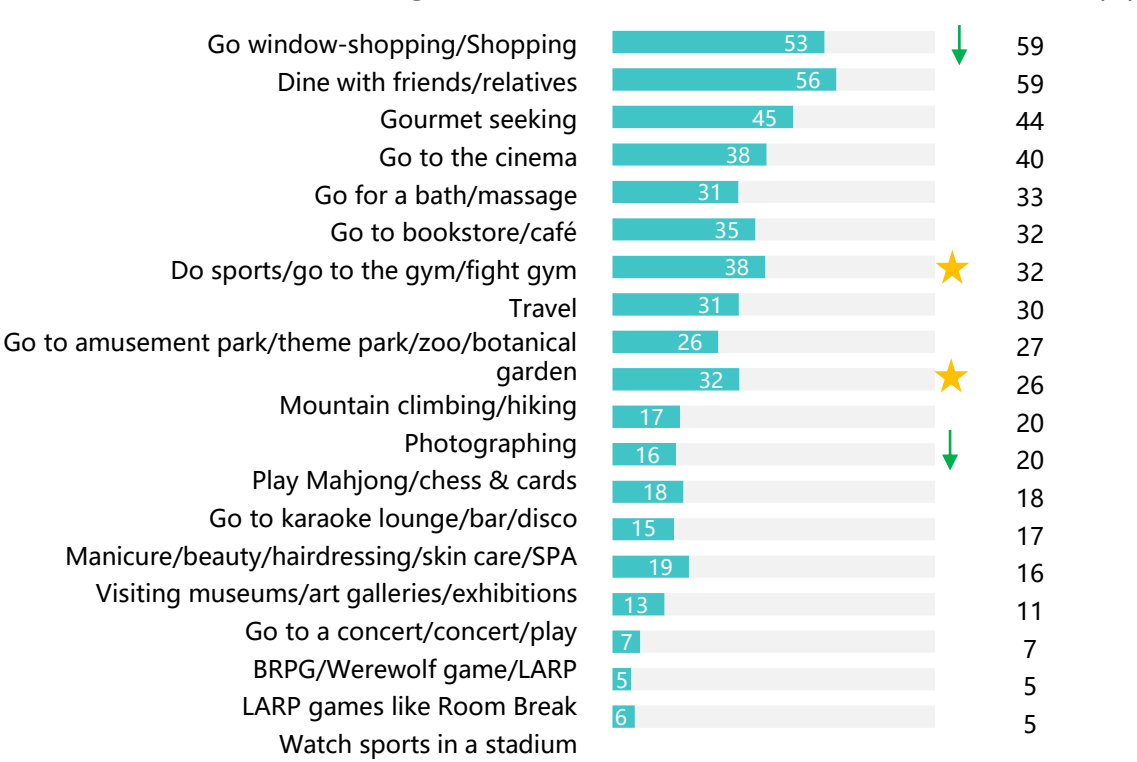
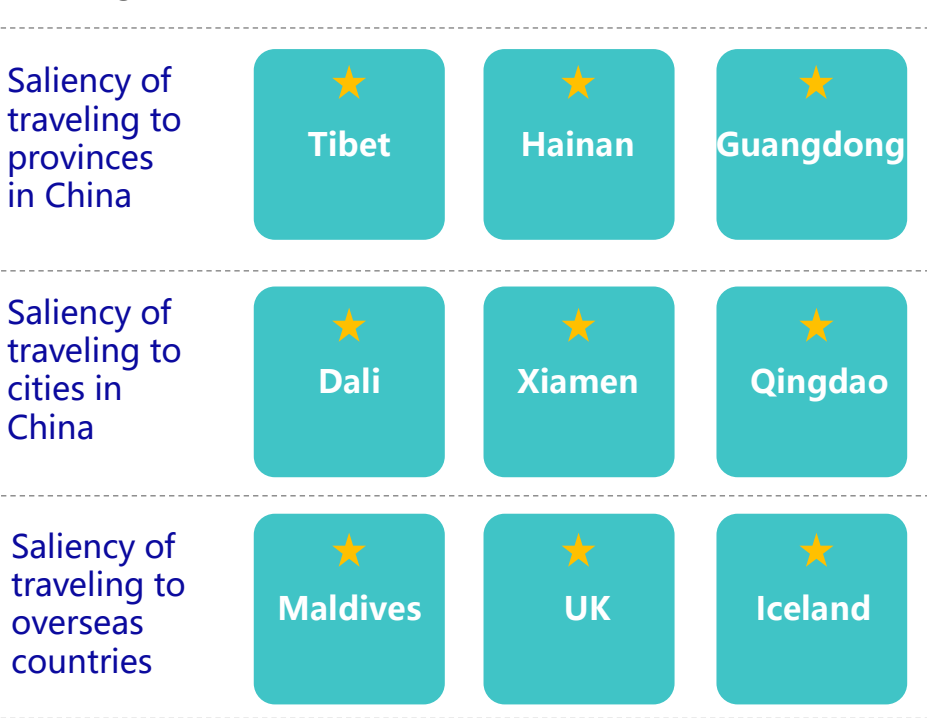


Fig. 2 Domestic and overseas travel destinations



★ Significantly higher than that of overall
↓ Significantly lower than that of overall



n = 615 (28% of total)

The 18% Pragmatists

Rational and always living within their means

Most Pragmatists are younger and of lower income. Most live a single life in middle and lower-tier cities. Many have a university or junior college degree and are today ordinary white-collar workers, self-employed or temporarily unemployed.

★ Significantly higher than that of overall

Fig. 1 Age distribution (%)

Most Pragmatists are aged between 18 and 26 y.o.

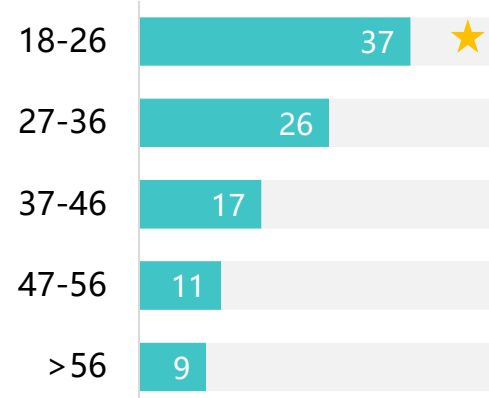
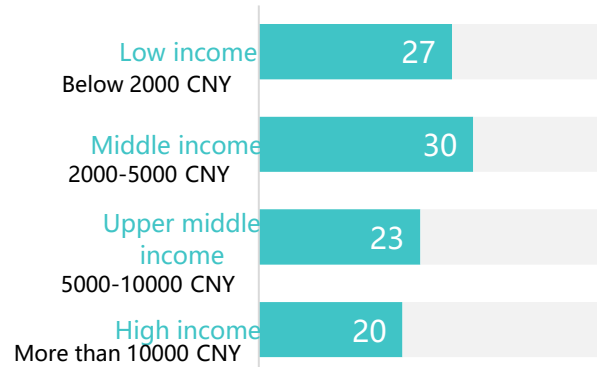


Fig. 3 Personal income (%)

Pragmatists are in the middle and low income level as a whole, with a proportion of high-income users significantly lower compared with the overall.



★ Significantly higher than the average of all the LGBT respondents

Fig. 2 Top 3 occupations and degrees of education

More than 70% of Pragmatists have a university or junior college degree. Ordinary white collars are the most common occupation in this group, and the proportion of temporarily unemployed and job-waiting is significantly higher than that of the overall LGBT users.

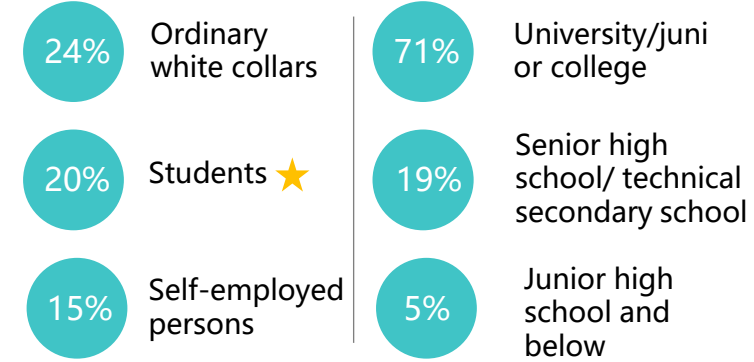
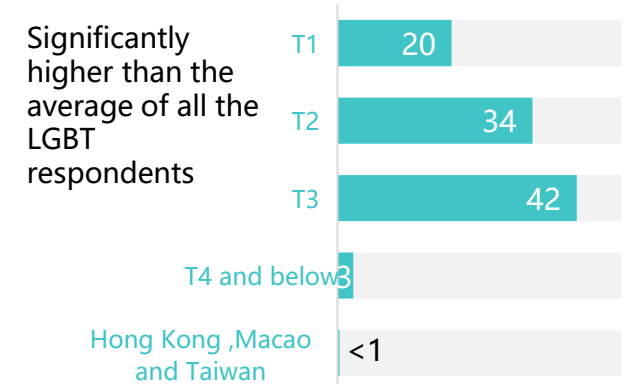


Fig. 4 City of residence (%)

The majority of Pragmatists live in second- and third-tier cities, with more than 40% of them living in third-tier cities.



Significantly higher than the average of all the LGBT respondents

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Embracing The Essence Of Life

- Pragmatists have a conservative investment philosophy and banks are a better investment channel than risky stocks for them.
- Rather than pursuing their own style or following the fashion, Pragmatists are more likely to make rational purchase decisions by comparing prices, asking friends and relatives for advice, and analyzing and evaluating.
- Unlike other groups of LGBT consumers, Pragmatists pay more attention to the use value of products rather than the symbolic significance of brands.

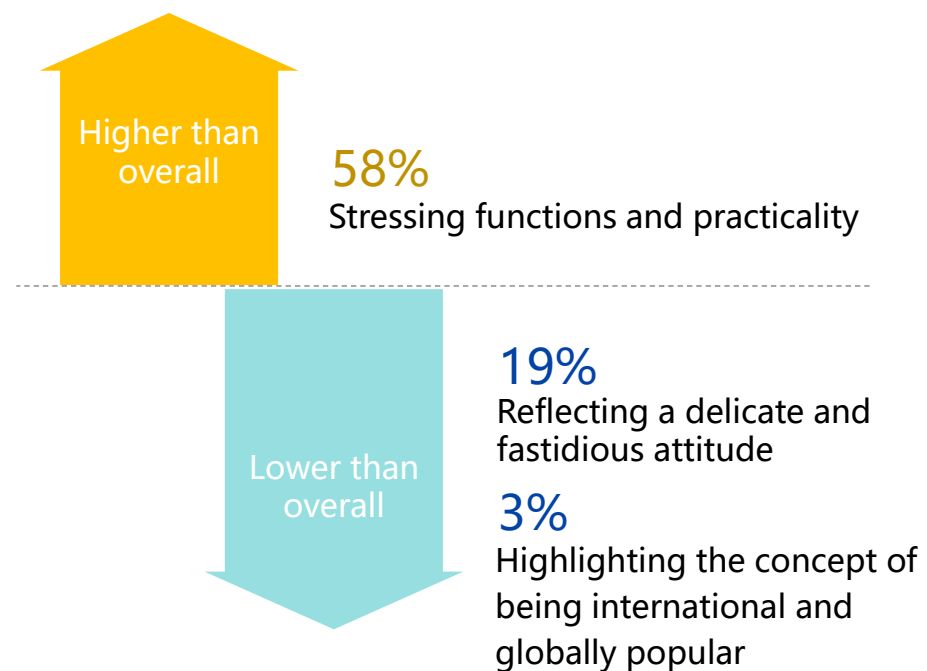
Fig. 1 Top 3 attitudes towards life (mean)



Fig. 2 Consumer attitudes ranking (mean)



Fig. 3 Brand concept



Careful Spenders

- Pragmatists are willing to weigh their current living conditions and necessary consumption inputs thoughtfully, rather than blindly spending and making changes.

Fig. 1 Top 2 consumer sectors they care about most (%)

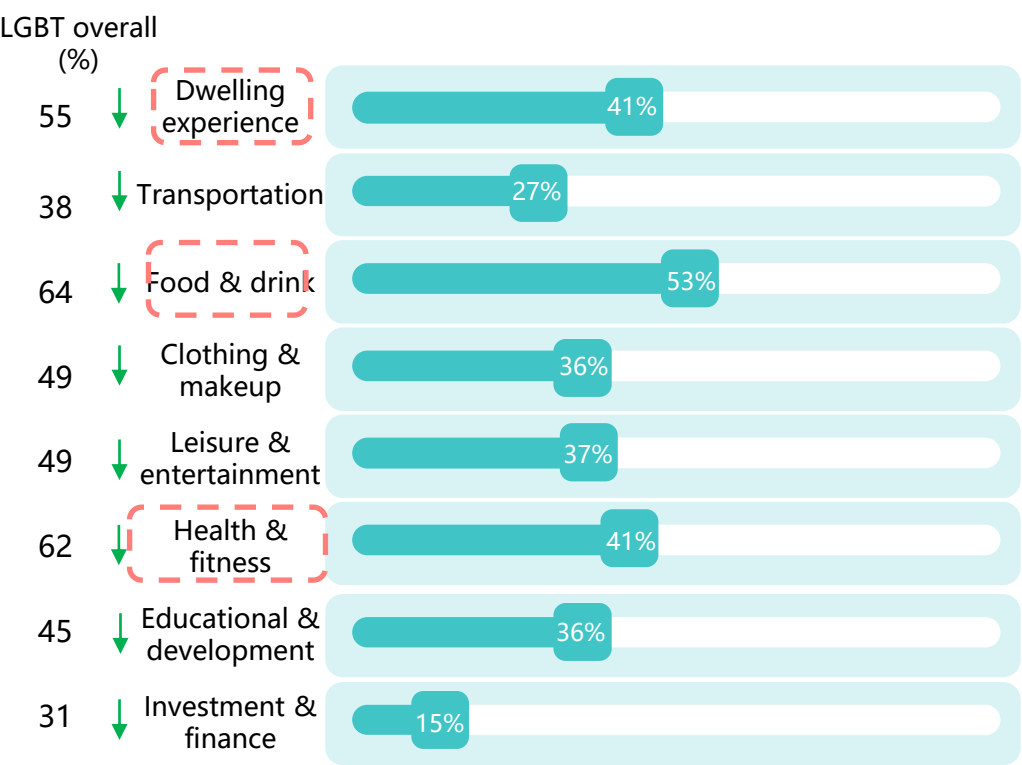
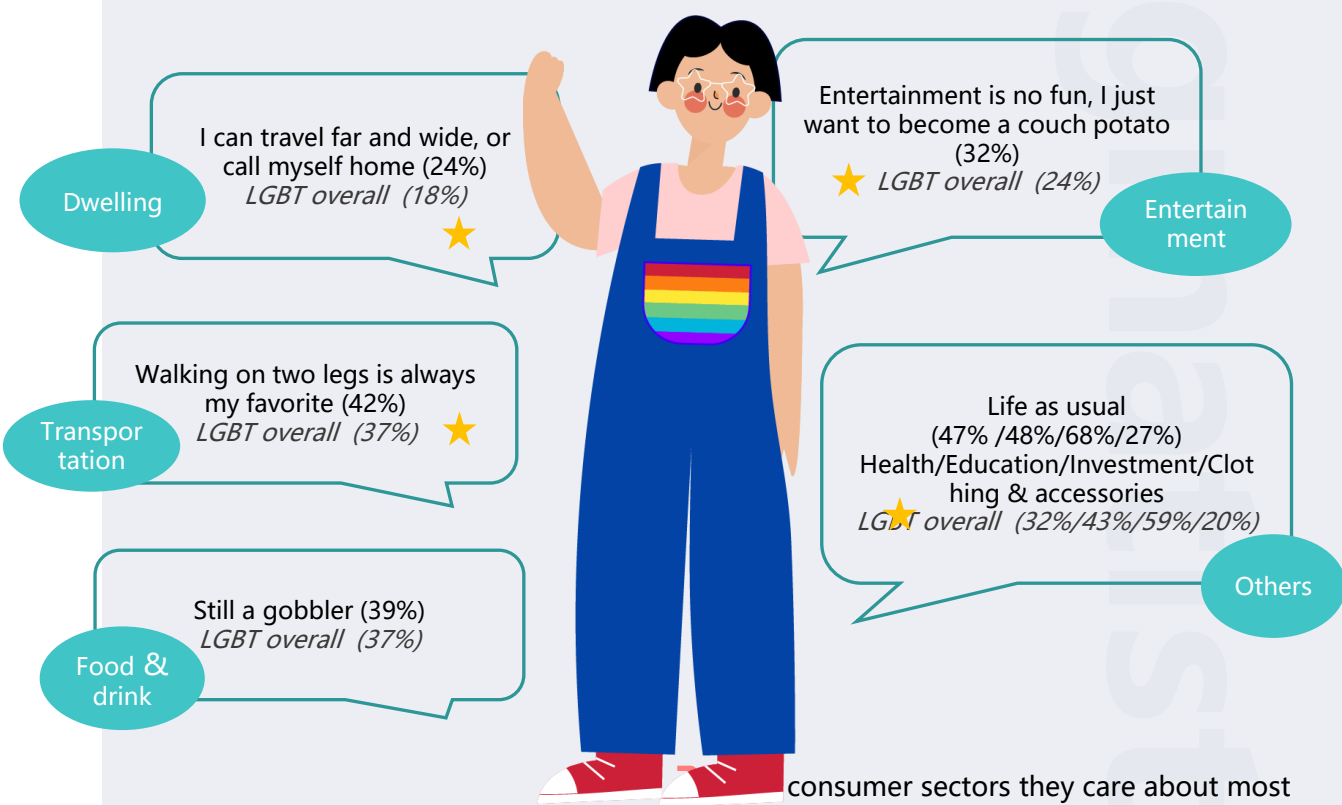


Fig. 2 Current consumer lifestyles



consumer sectors they care about most

★ Significantly higher than that of overall

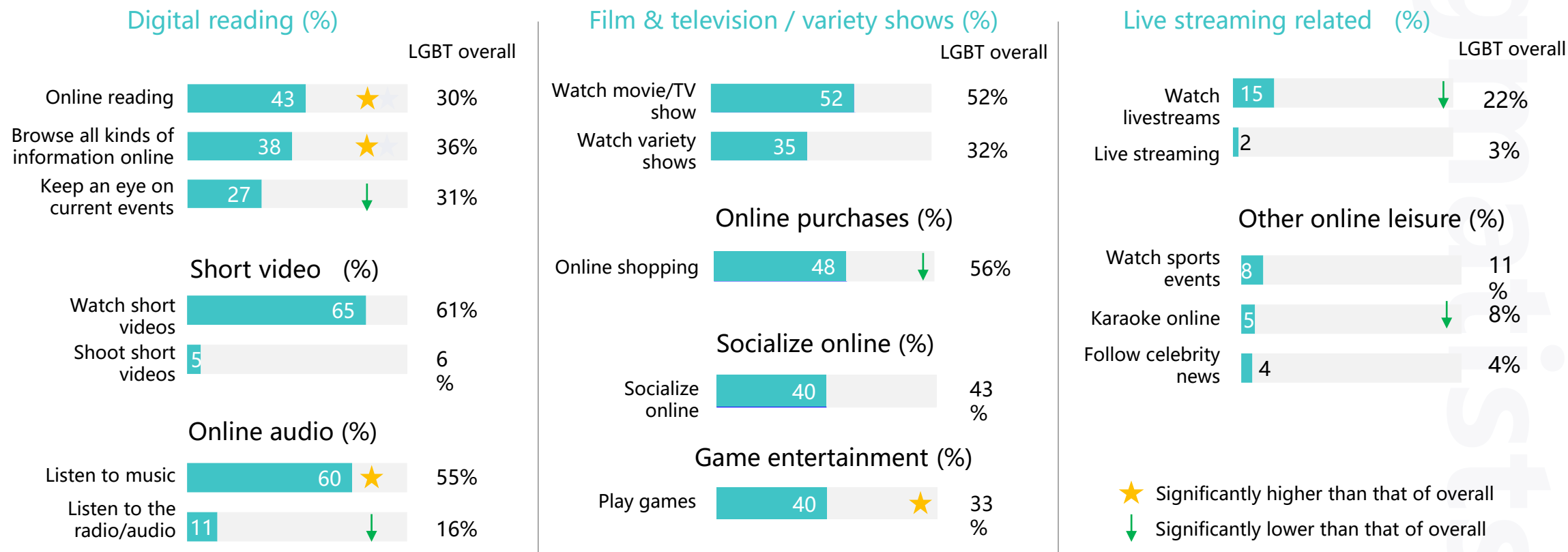
↓ Significantly lower than that of overall

Colorful Digital Lives

— Digital Reading, And Online Audio & Games Are Popular With Younger Pragmatists

- Pragmatists like digital reading and online audio and like browsing various information online, reading novels/comics and listening to music on the Internet, but are slightly less interested in political news and radio.
- In addition, they are also gamers, significantly more likely to play video games than the overall LGBT population, but significantly less likely to shop online, watch live streams and enjoy online karaoke.

Fig. Online leisure activities



Retail Therapy Is The Ideal 'Pick-me-up' ; South Korea And Iceland Are Their Dream Holiday Destinations

- In terms of offline leisure, Pragmatists are not completely oblivious of the outside world. Behind their old-fashioned leisure lie curiosities.
- They like window-shopping/shopping and dining with relatives/friends, with a proportion of going to the cinema significantly higher than that of the overall LGBT, but doing sports/going to the gym, playing mahjong and watching sports in a stadium are not their cup of tea.

Fig. 1 Offline leisure activities

LGBT overall (%)



Fig. 2 Domestic and overseas travel destinations



- ★ Significantly higher than that of overall
- ↓ Significantly lower than that of overall



n = 615 (28% of total)

The Materialists: Always on the cusp of the next trend

The Materialists are socially savvy, highly educated, and top earners. Residing in higher-tier cities, they are enjoying their singledom and general prosperity by throwing themselves into every adventure and spending on big-ticket items.

★ Significantly higher than that of overall

Fig. 1 Age distribution (%)

Materialists are rather evenly distributed across age groups, with a significantly higher proportion among 47-56 y.o. than within the overall LGBT population.

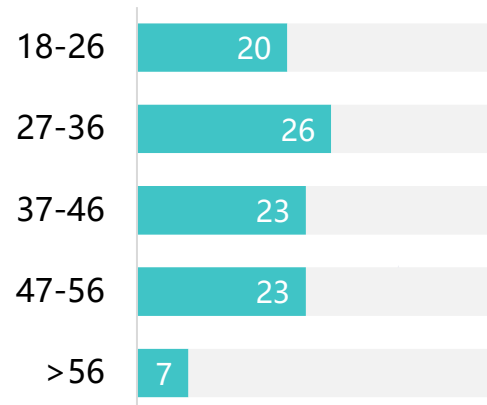
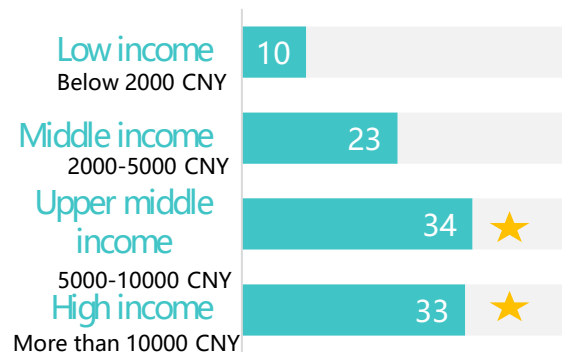


Fig. 3 Personal income (%)

Materialists are in a higher income level as a whole, with the proportion of upper-middle- and high-income users is higher compared with the overall.



★ Significantly higher than the average of all the LGBT respondents

Fig. 2 Top 3 occupations and degrees of education

The top 3 occupations among the Materialists are ordinary white-collar workers, senior white collars professionals, and the self-employed, with a proportion of senior white collars significantly higher than that of the overall. In terms of educational background, nearly half of them have a bachelor's degree, but with no obvious population characteristics.

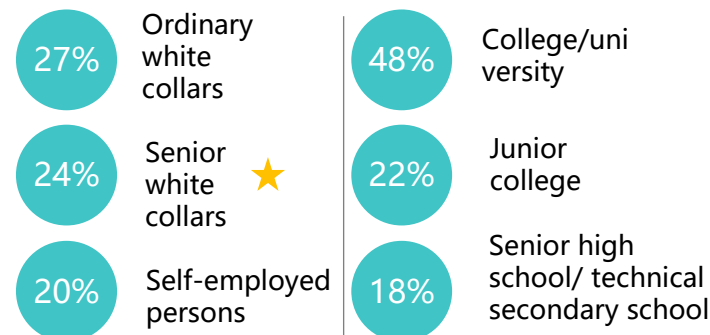
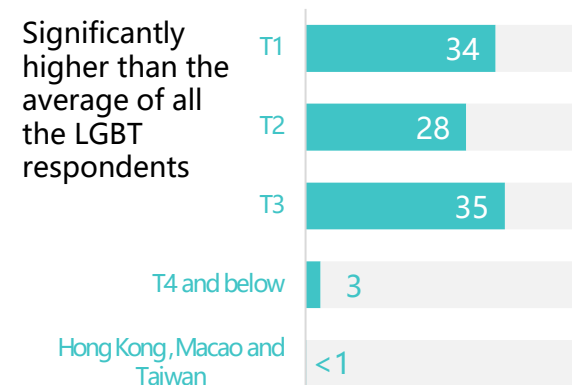


Fig. 4 City of residence (%)

The majority of Materialists live in higher-tier cities, with the proportion of those living in first-tier cities significantly higher than that of the overall.



GAME CHANGERS



Life And Consumption Should Be Colorful

- Materialists have a strong sense of fashion and healthy eating. Compared with other groups, they also show more concern for advertising media.
- In terms of consumption values, they pay attention to the pursuit of quality and individuality, and are more inclined to buy high-quality goods that highlight their individuality and taste of life. They also follow the fashion & trend and like to buy "top sellers" and trendy products recommended by web celebrities or stars, instead of functional and ordinary products.

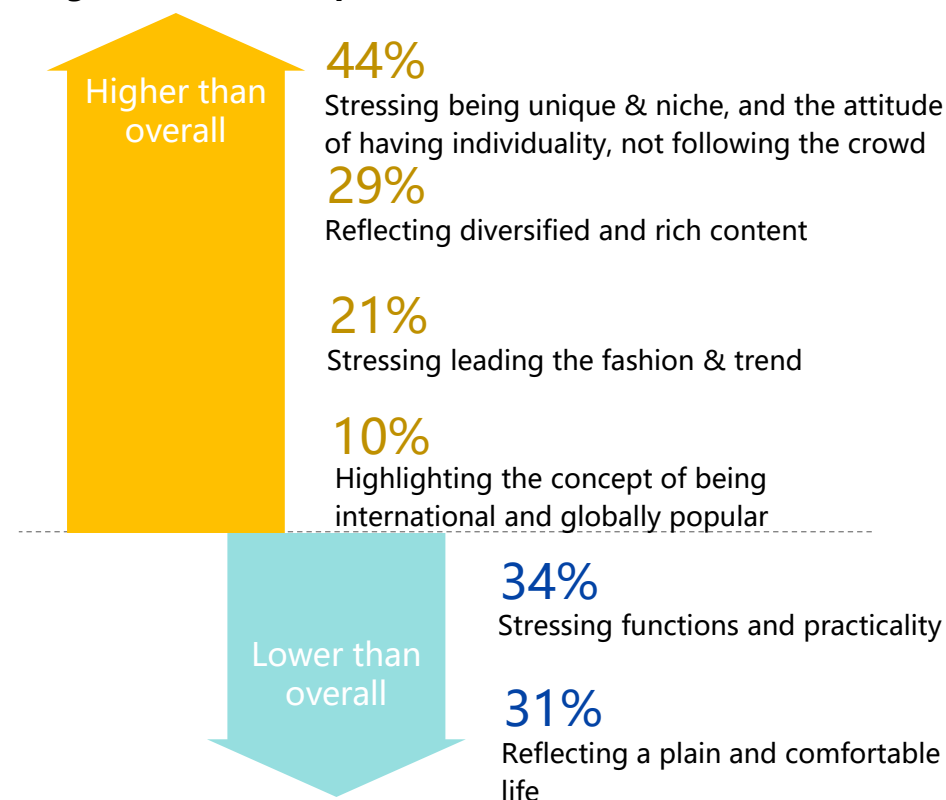
Fig. 1 Top 3 attitudes towards life (mean)



Fig. 2 Top 3 attitudes towards consumption (mean)

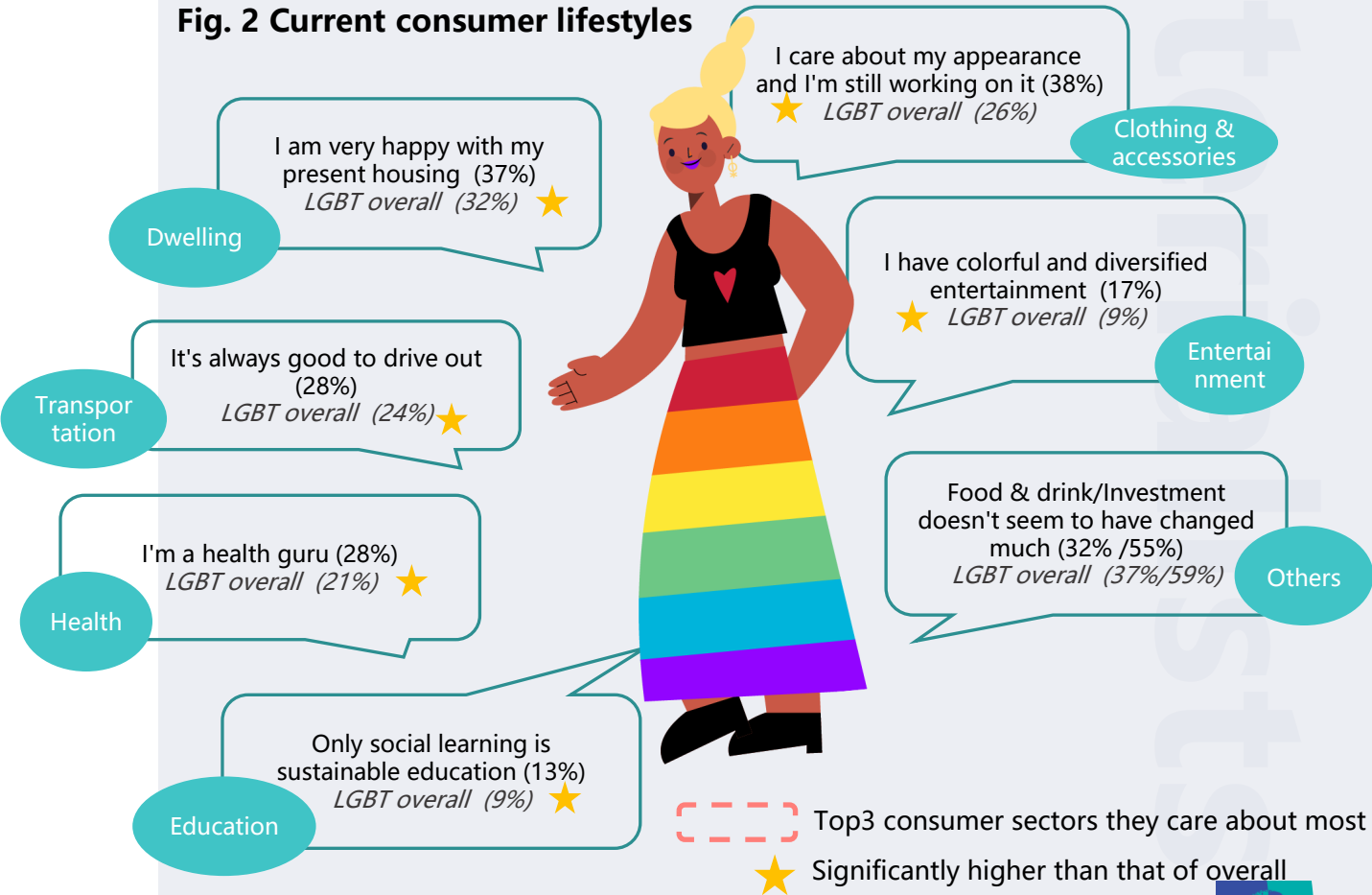
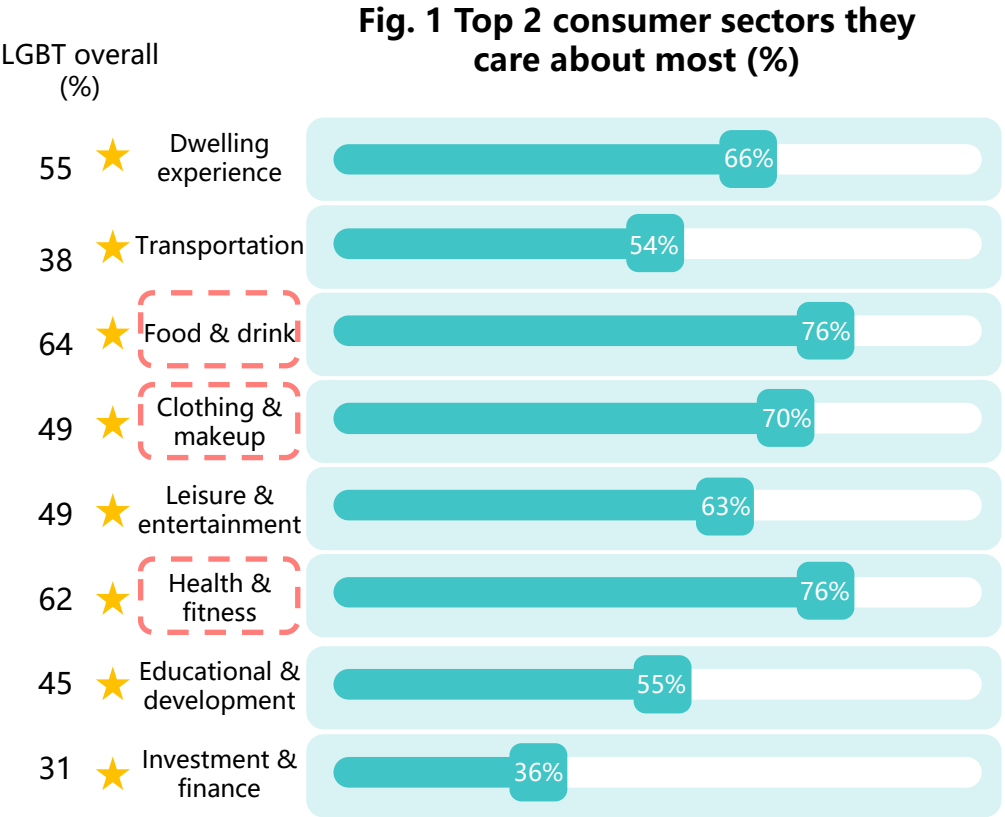


Fig. 3 Brand concept



Materialists' Purchase Intentions

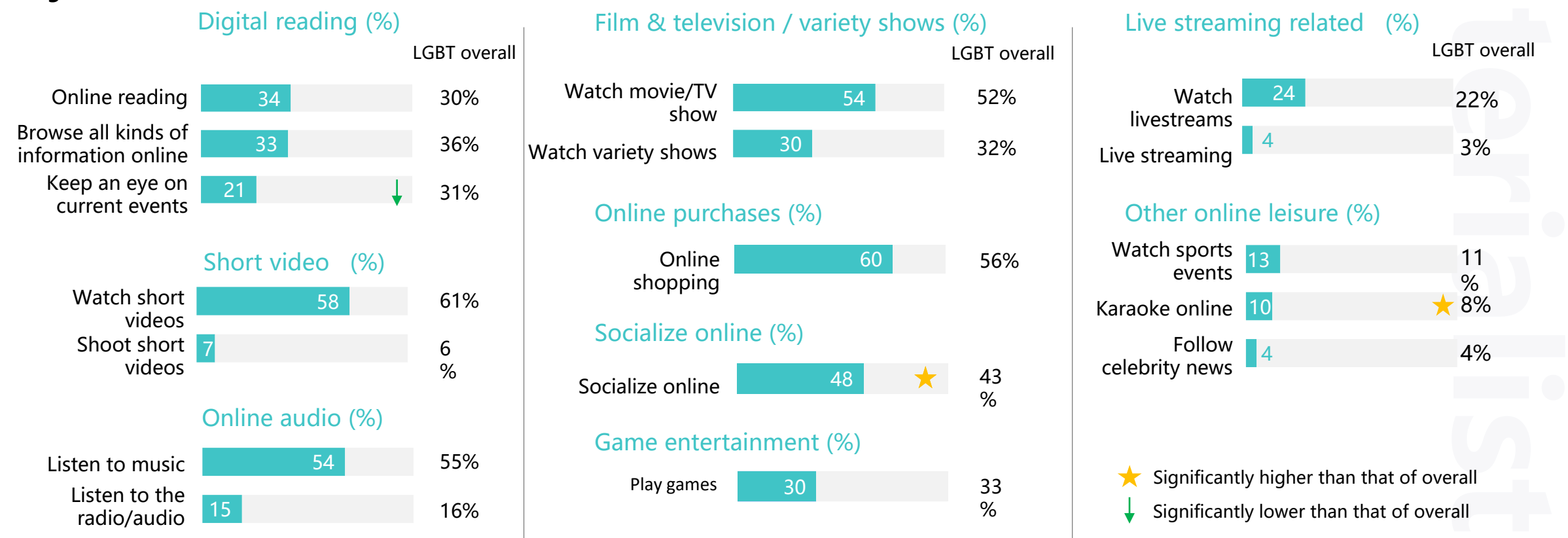
- Materialists have a good command of consumption in all aspects of life, and their spending on clothing, food, housing and transportation is significantly higher than other LGBT groups.



Online Shopping Is The Focus Of Their Online Leisure

- In terms of online leisure, Materialists socialize online and karaoke online at a significantly higher rate than the LGBT population as a whole.

Fig. Online leisure activities



They Love Window-shopping/Shopping, And Enjoy Traveling To Shopping Paradieses Like Hong Kong And Macao

- When Materialists are free and at leisure , they like shopping most, and eating and drinking is also an indispensable pastime in their life.
- They are significantly more enthusiastic about playing Mahjong/chess & cards and getting manicure/beauty/hairdressing/skin care/SPA than the overall.

Fig. 1 Offline leisure activities

LGBT overall (%)

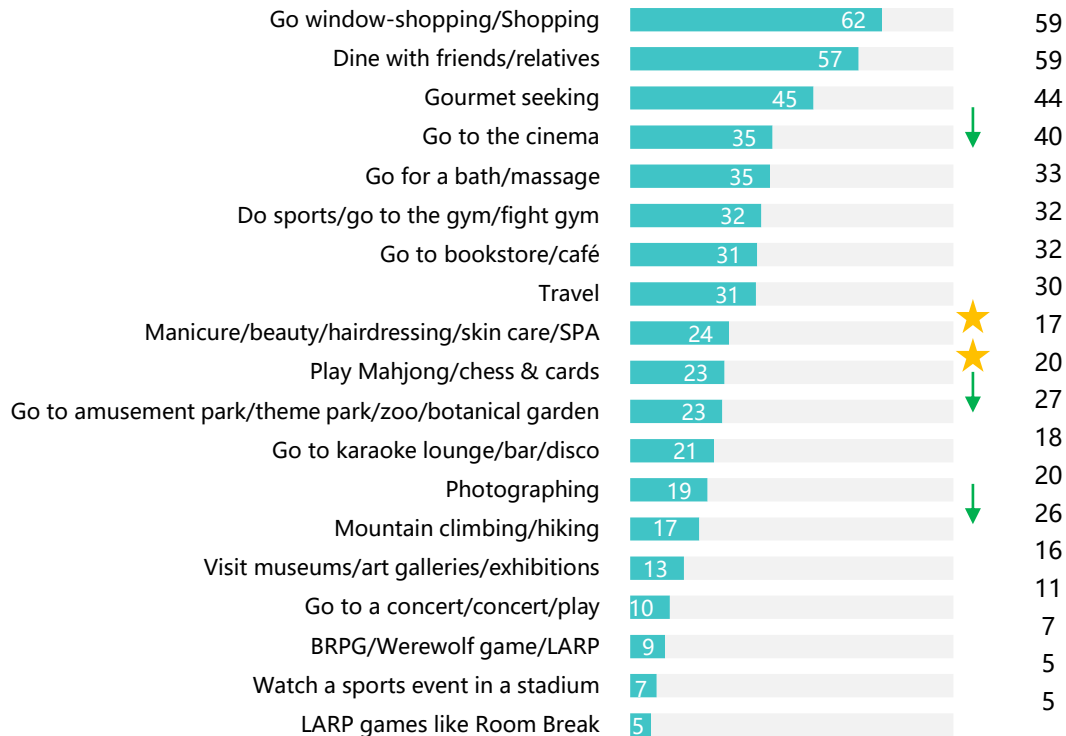


Fig. 2 Domestic and overseas travel destinations



★ Significantly higher than that of overall

↓ Significantly lower than that of overall

Part D

Conclusions and Recommendations

- Overall LGBT Community Portrait
 - Consumption Concepts in Focus
 - New Lifestyle Categories and Characteristics
 - Future Consumption Trends
 - Generational LGBT Community Entertainment Preferences
-

Profiling The LGBT Respondents

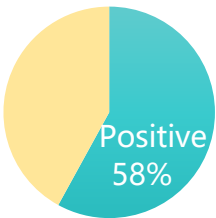
LGBT's group profile

Educational background	College/university (47%)
Occupation type	Ordinary/senior white collars (45%)
Level of income	Maintaining a high level of income (57%)

Coming-out proportion



LGBT's self-identification



LGBT's attitude towards life

42%

High satisfaction with current life

67%

Believing future life is promising

NOTE: 1) 30% upper-middle income (5000-10000 CNY/month) +27% high income (over 10000 CNY/month)
2) Coming-out means coming out in whole or in part

LGBT's priorities

In the pursuit of life value, they pay more attention to:

- A healthy diet (mean = 3.38)
- A more robust and low-risk wealth management (mean = 3.36)
- Balance between home life and personal life (mean = 3.32)

Specific changes expected in life (within the past year):

Dwelling	• Dissatisfied with the current living situation, want to improve the living environment (54%)
Transportation	• Tend to choose diversified modes of transportation (28%)
Food & drink	• The change in eating habits is obvious (63%) Concerned more about the quality of the diet (35%) Choose more convenience foods (28%)
Clothing & accessories	• Pay more attention to the style of dress (80%)
Entertainment	• Entertainment life has changed (64%) Entertainment no longer brings the same sense of pleasure as it used to (43%) Engage in more types of entertainment than ever before (21%)
Health	• Concerned more about physical health (68%)
Education	• More willing to invest time and money in education (57%)

Consumption Attitudes - Highlights | Pragmatic And Smart Consumption Values (1/2)

- Against the background of economic recovery, unstable and uncertain internal and external factors, to a certain extent, affect the consumer attitudes of LGBT people
- Even though the majority of LGBT people have upper middle income, they now focus more on robust asset maintenance and investment, and manage their consumption spending closely and rationally
- LGBT consumers are redefining consumption values in a balanced way. This does not mean that they will reduce consumption, they still go after products/services in daily life in line with their individuality and quality of life, but their understanding of consumption values is changing into a dynamic "price-quality-WOM" balance.

Fig. 1 Attitudes towards life (%)

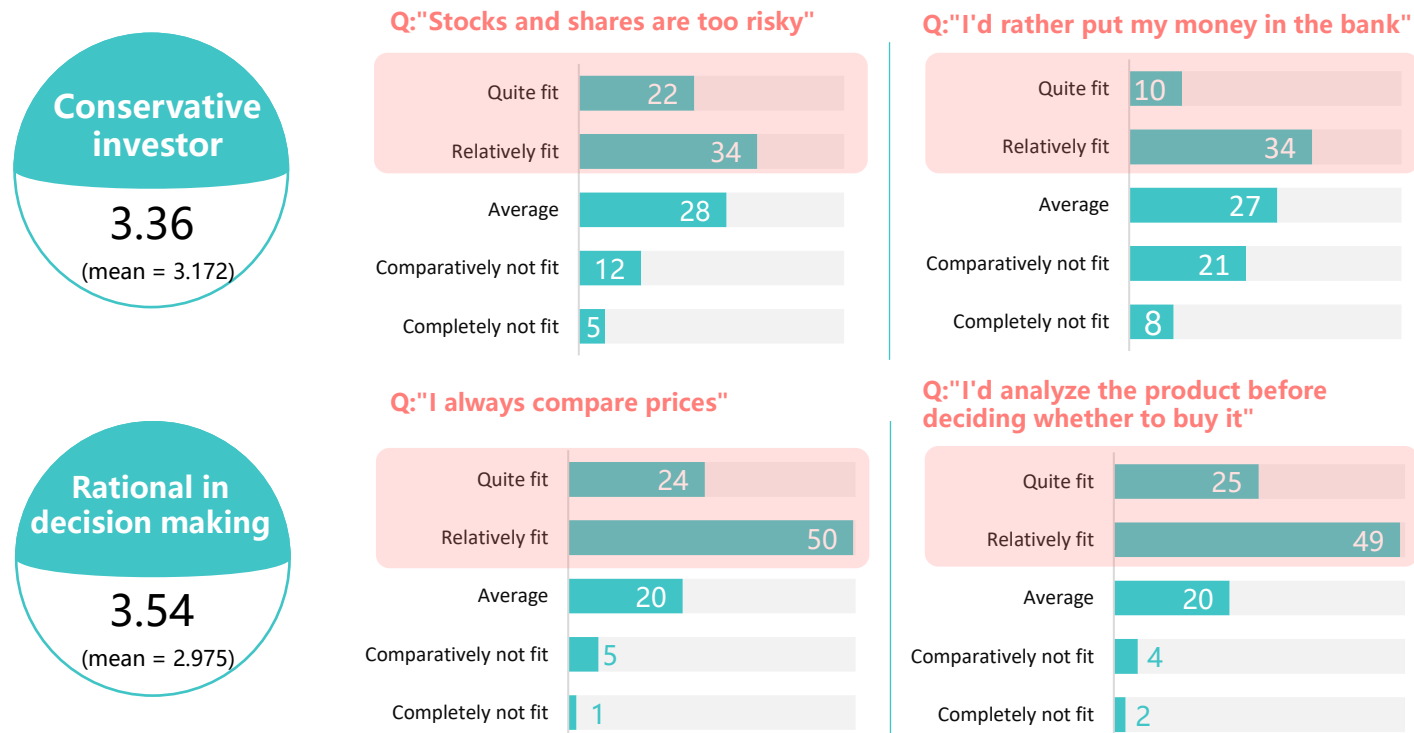
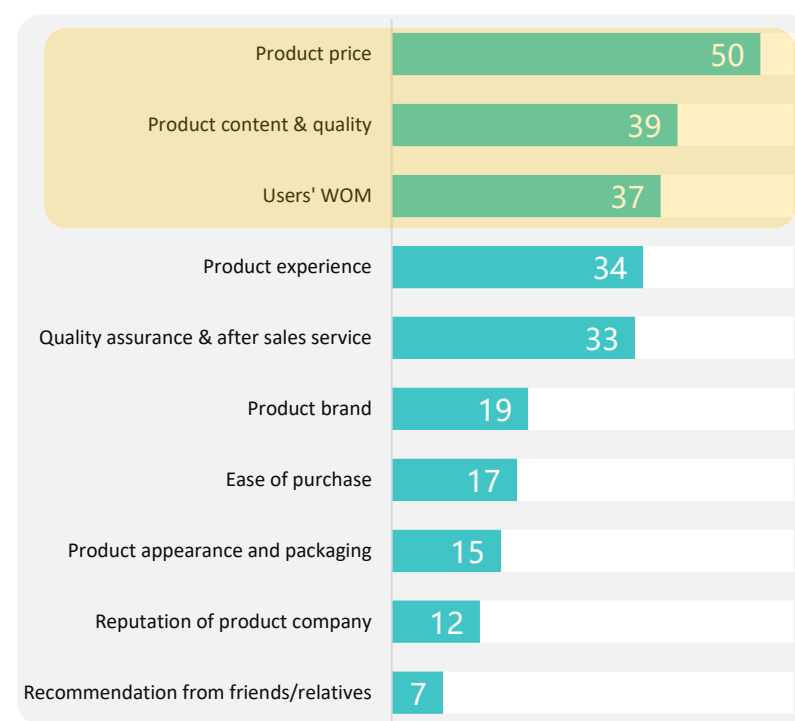


Fig. 2 Factors influencing consumption decision (%)



Consumption Attitudes - Highlights | Pursuing Unique Individualities And Comfort (2/2)

- Another characteristic of LGBT consumers is that they value their own inner experience needs. Different from conspicuous consumption and seeking recognition, current LGBT consumers are more willing to consider products and services that fit their individualities, tastes and quality of comfort on the basis of reasonable prices. Instead of seeking high-priced brands and luxuries, it's better to choose brands suitable for themselves or convenient for life, which becomes an important basis for their consumption decisions.
- It should be noted that the trading-up consumption mentality of LGBT users also requires the upgrading of goods or services to a higher quality market. In a sense, what LGBT users currently need are not only products, but experiential consumer goods or services in line with their recognized lifestyle.

Fig. 1 Consumption philosophy

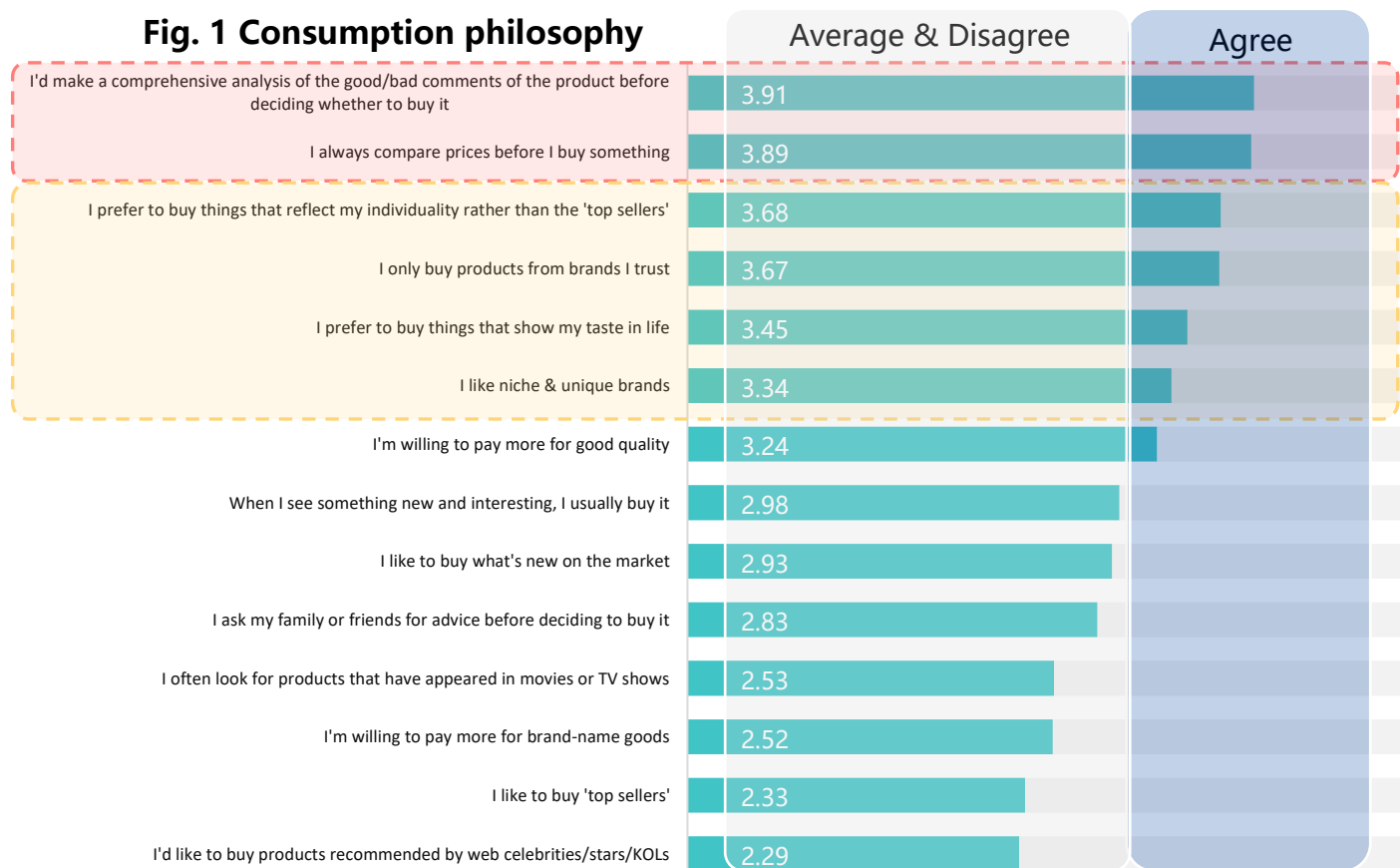
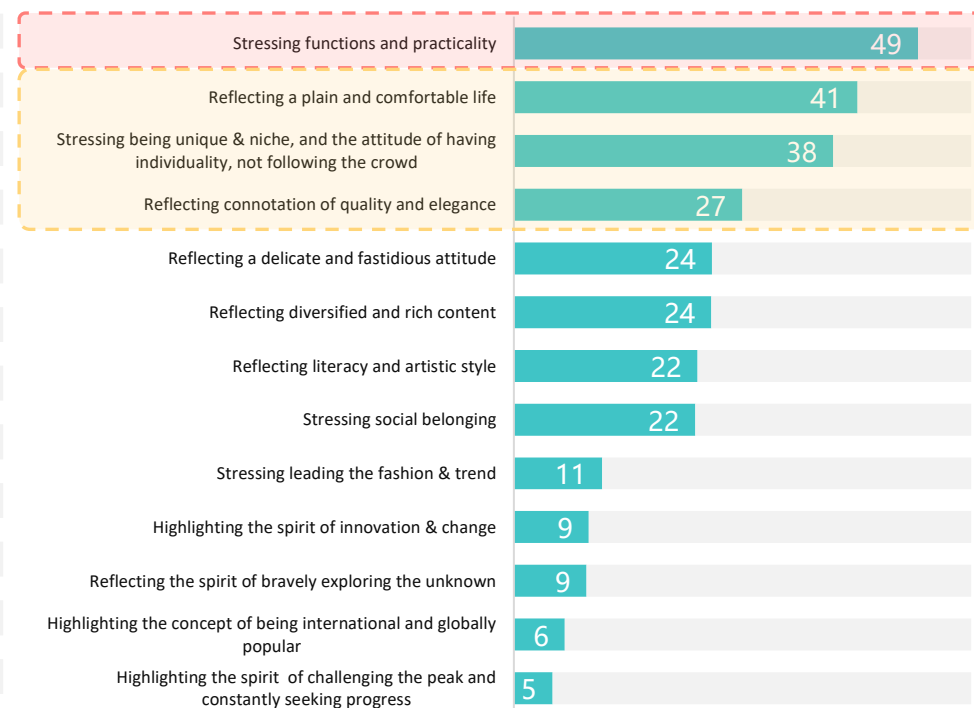


Fig. 2 Brand concepts (%)



New Lifestyle Groups: Categories And Characteristics

- Even as China's economic growth slows down in 2022, we still note the resilience of China's consumer market and sustained demand. Different consumers have responded differently to post-pandemic life and have demonstrated a different understanding of consumption. Lifestyle attitudes among Chinese consumers are diverging, and different attitudes are leading to diverse choices in consumption, sparking the arrival of new consumer groups and mindsets. This is also true for the LGBT population.
- In this year's survey, we saw the emergence of four new consumer lifestyle segments in the LGBT population. Some are devoted to self-expression and willing to pay high prices for unique and niche items, while others are readjusting their lifestyles, beginning to consume less and enjoying the purity of each moment. These segments all have their own differentiated needs. As such, brand owners or advertising agencies should seek to understand the nuances of each segment so as to develop relevant and nuanced communication strategies and tactics to engage them.

Homebodies



The Homebodies mainly live in third- and fourth-tier cities, which have lower living costs. As they enter middle age, they enjoy a middle to high level of income as well as a house of their own. Having experienced the hustle and bustle in their youth, they **today prioritize a well-rounded, modest and comfortable life**. They are willing to pay for products and services that are both practical and high-quality, but have little interest in fashion and trends. According to this survey, "household items", "food & drink" and "leisure & entertainment" are their main areas of consumption.

Hedonists



The Hedonists are always found in first- and second-tier cities, with most possessing a bachelor's degree or above and earning a good salary. Living in the city makes them willing to spend on their preferences. **They have the strongest personal perspectives and tastes**, do not follow trends in consumption, are willing to take risks, and only pay for themselves. They tend to be ordinary white-collar professionals, senior white-collar professionals, the self-employed, young people, and consumers mostly living in first-tier cities.

Pragmatists



The Pragmatists represent the young students or new consumers within the LGBT community. Most of them are single, earn an average income, and lead an ordinary life defined more by routine than surprise. They tend to be conservative in their use of money. Rather than chasing individual style or following trends, they put more emphasis on the value of products instead of the symbolic significance. **They are unique in their lack of material desire, and embrace a zen-like state.**

Materialists



While the Hedonists and the Materialists are similar in terms of general demographic distribution, the latter boast more diverse social experiences and stronger economic strength. They, as a whole, spend more on all of the 8 consumer sectors observed in the survey than the other three groups. They are **embrace consumerism as a medium of individuality and the importance of brands**. The Materialists tend to be senior white collar professionals.

Future Consumption Trends | Key Consumer Sectors: Consumption Needs (1/2)

- High income base, relatively middle to high socioeconomic status, and relatively high satisfaction with life and future expectations empower LGBT people a strong consumption potential. In the consumer sectors of this survey, this empowerment is reflected in food & drink consumption, personal care and health, dwelling and other aspects.
- Such a group with strong health awareness and strict self-requirements on physical appearance, even in the future consumption expectations, they plan to spend a lot on health and clothing & make-up. Especially at a time when the COVID-19 prevention and control is becoming normal, LGBT people have a large potential demand for health-related consumption because of their strong internal driving force.

Fig. 1 Income

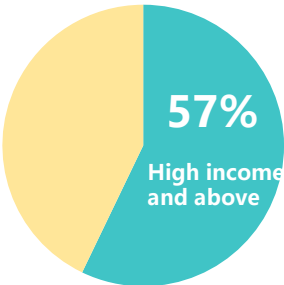


Fig. 2 Socioeconomic status

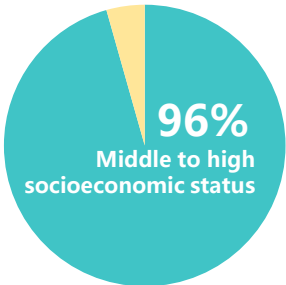


Fig. 3 Satisfaction with life

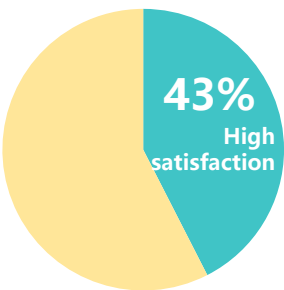


Fig. 4 Future expectations

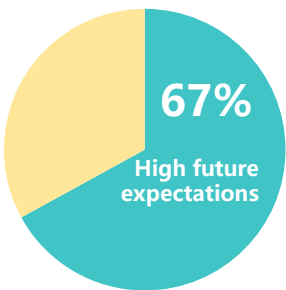


Table Focus of spending in consumer sectors

Consumer sector	Current priority of consumption	Expected priority of future consumption	Change in ranking
Health & fitness	2	1	↑ 1
Clothing & makeup	5	2	↑ 3
Food & drink	1	3	↓ 2
Educational & development	6	4	↑ 2
Leisure & entertainment	4	5	↓ 1
Investment & finance	8	6	↑ 2
Dwelling experience	3	7	↓ 4
Transportation	7	8	↓ 1

Future Consumption Trends | Key Consumption Areas: Specific Categories (2/2)

- According to the comparison of the findings in this survey, in the future, relevant product/service providers should focus on the sectors of interest for LGBT consumers, especially the top 3, namely "health & fitness", "clothing & make-up" and "food & drink". Even for those who are not direct product or service providers of the aforesaid three sectors, it will bring greater consumption value and create greater co-creation value to them by taking advantage of the commercial cooperation in potential products in such sectors and carrying out marketing cooperation and interconnection.
- Only by referring to the current consumption distributions of LGBT consumers, can we understand what LGBT consumers are concerned about and develop cooperation strategies matching them, so as to effectively reach them. For now, LGBT consumers prefer basic-focused health & fitness products, annual check-ups and fitness accessories such as body fat scale. The rise of domestic clothing brands, outdoor clothing brand interconnection and streamlined skincare ideas have become a breakthrough direction in the sector of clothing & makeup. In terms of food & drink consumption, most LGBT consumers are comfortable with the concepts of "local features", "low sugar", "milk substitute" and "organic"

Fig. 1 Distribution of LGBT's health & fitness products consumption (Top 10, %)

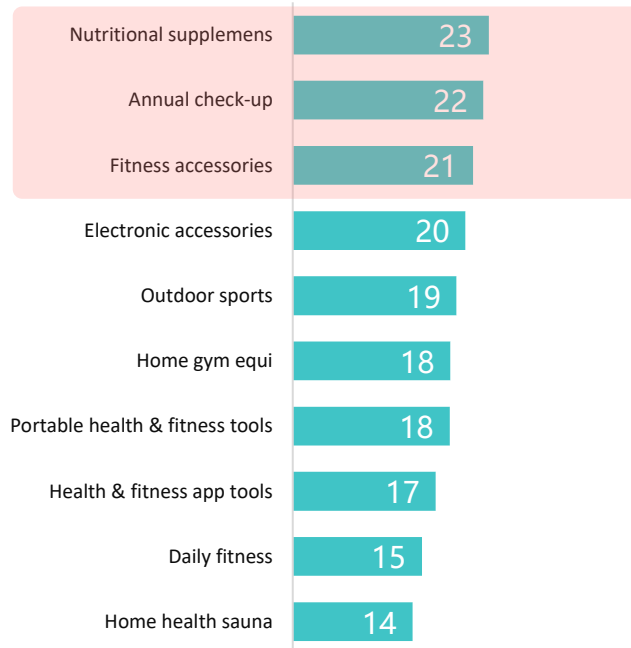
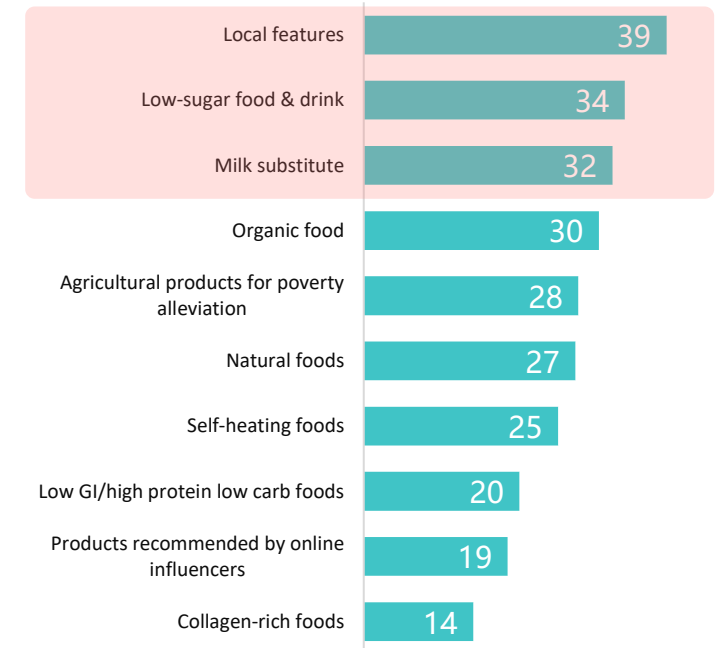


Fig. 2 Distribution of LGBT's clothing & makeup products consumption (Top 10, %)



Fig. 3 Distribution of LGBT's food & drink products consumption (Top 10, %)



Future Consumption Trends | Consumer Reach: Advertising Suggestions (1/2)

- Both the existing e-commerce platforms and livestreaming platforms can reach LGBT consumers more, among which livestreaming platforms such as Douyin and Kuaishou have the highest efficiency in reaching them.
- On the other hand, although activities and exhibitions have the highest retention of advertising attention, their channel reach effect are unsatisfactory.
- Therefore, under any reasonable budget level, Xiaohongshu, Douyin and Kuaishou in the first tier are still the channels that need to be focused on, since they play an important role in both high reach and long-term advertising retention. At the same time, it is suggested that activities and exhibitions, NetEase Selected and physical shopping malls & supermarkets should be given priority as auxiliary to create a channel portfolio, so as to supplement and improve the effectiveness of first-tier channel advertising and exposure.

Fig. 1 Information channel preference (%)

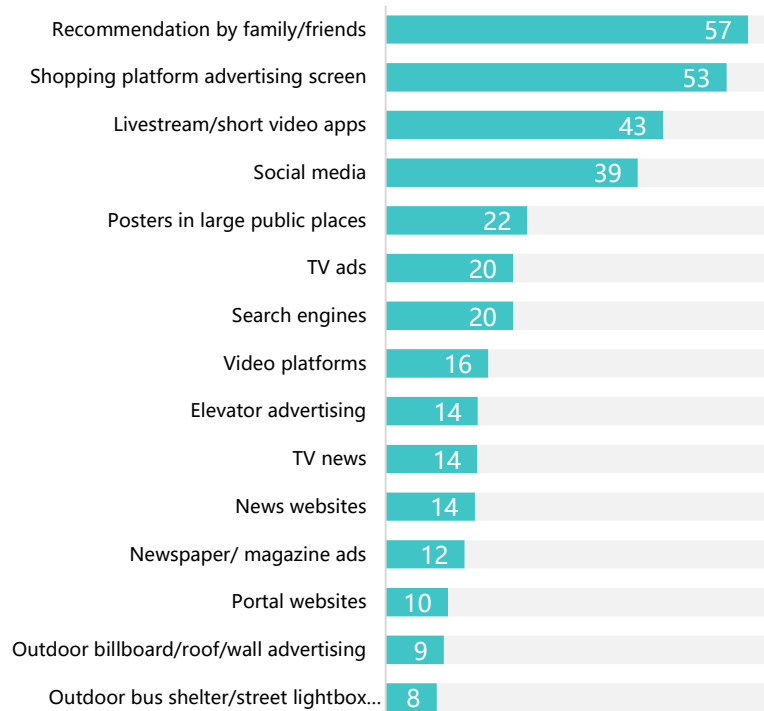
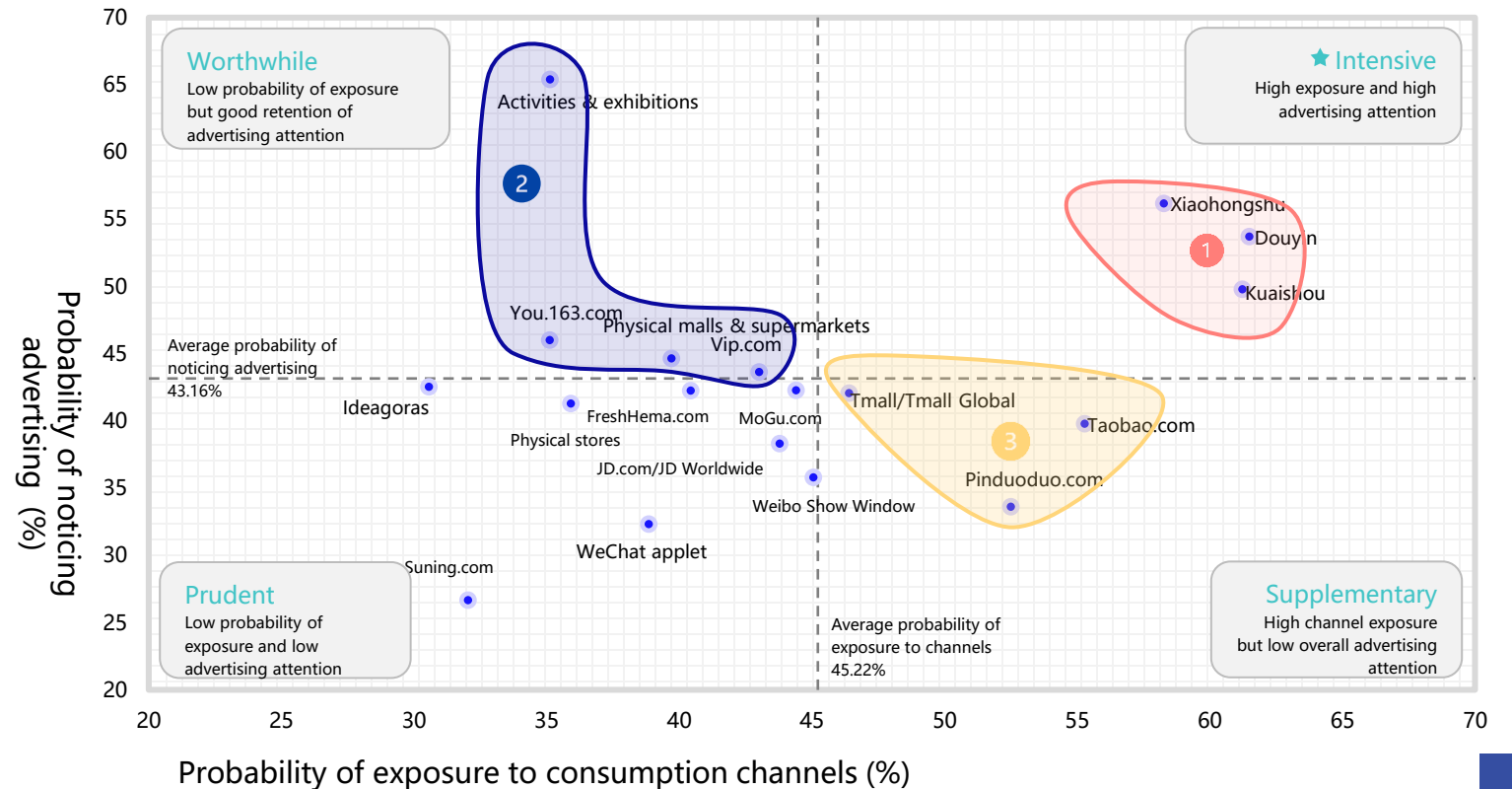
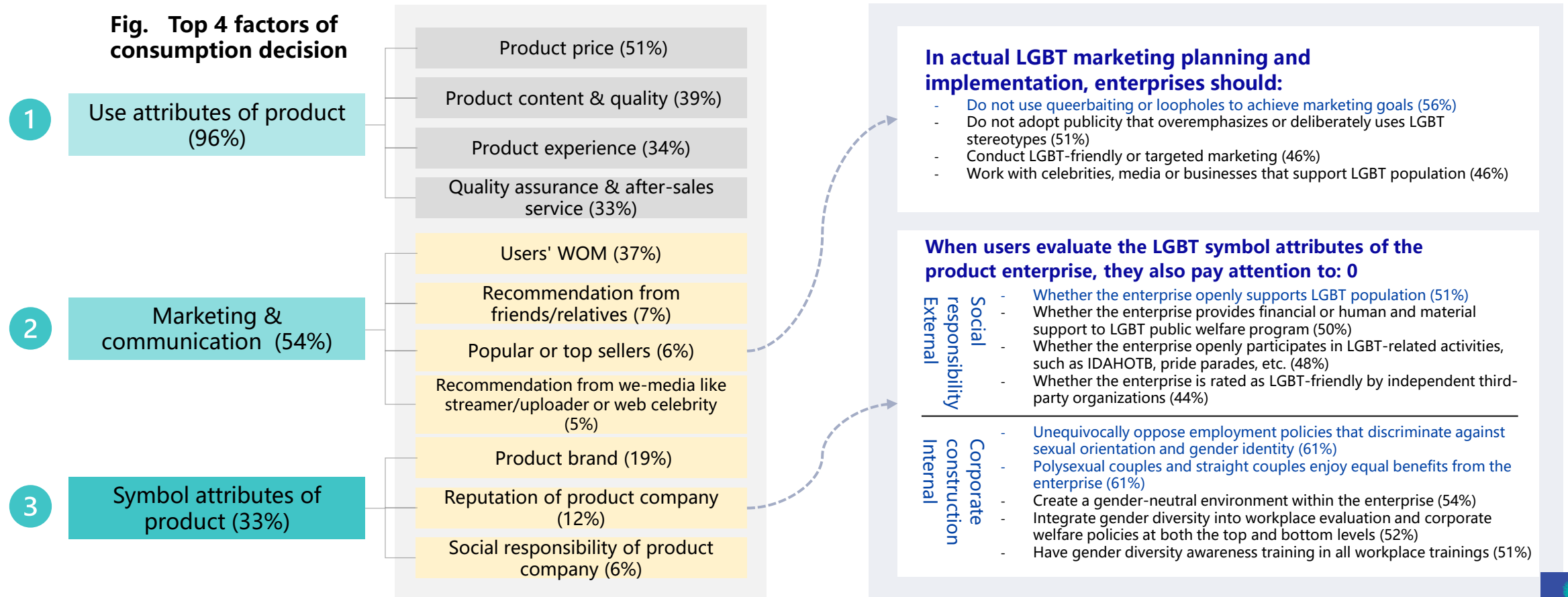


Fig. 2 Advertising channel matrix



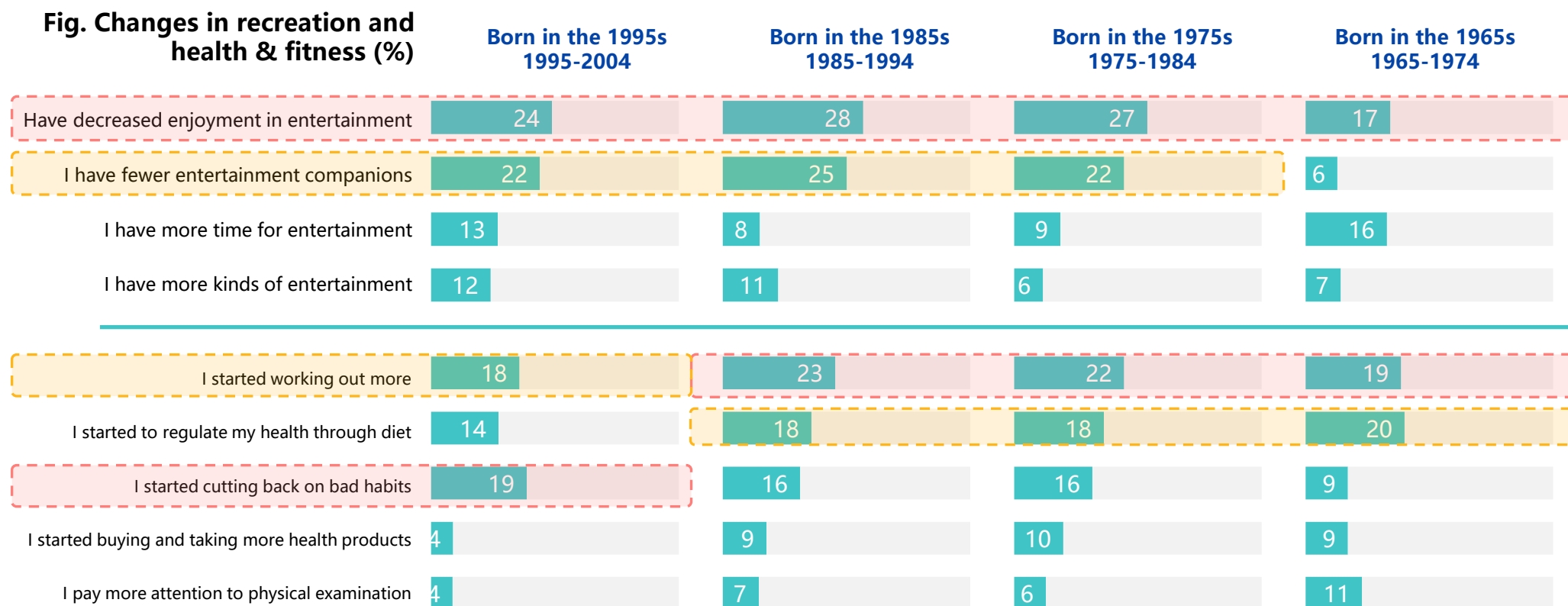
Future Consumption Trends | Consumer Reach: Marketing Suggestions (2/2)

- After defining reasonable touch points and considering the consumption experience and influence the LGBT population are concerned about, it is urgent to give priority to the following aspects in marketing content:(1) Pay attention to convey the advantages of price and content quality; (2) Actively take advantage of users' comments and evaluation results;(3) Build emotional connection with consumers before, during and after purchase from the perspective of "consumption experience"
- Specifically, in terms of marketing implementation, more than half of LGBT users do not expect companies or brand advertisers to carry out marketing campaigns by using queerbaiting or loopholes, or overemphasizing LGBT stereotypes. On the other hand, shaping the LGBT-friendly social responsibility and corporate construction can improve brand reputation to a certain extent, thus positively promoting consumers' willingness to choose the products



Unmet Entertainment Needs Of The LGBT Community Spans Generations

- The generational shift in the digital age is guiding the direction of the future consumer market. In this survey, we hope you will notice two changes: Firstly, the LGBT people across generations generally report barely satisfactory positive experiences of existing recreational activities and this unmet need spans four LGBT generations. Especially in the case of strong overall consumption willingness of LGBT users of different generations, what brand owners need in the future is to continuously monitor the pain points in the experience of current entertainment activities. If identified, they could become an important engine of new growth. Secondly, LGBT people as a whole are actively pursuing a healthy life. In fact, brand owners have plenty of opportunities to actively define and shape the concept of health in different generations, e.g. leisure travel activities for LGBT people born in the 1985s and health & fitness service experience for those born in the 1965s. By taking advantage of healthy & fitness consumption trends, you can re-extend and create opportunities.



Generational LGBT Community Entertainment | Online Leisure

- The current "decreased enjoyment in entertainment" across different generations of LGBT users means that this is not about individuality but about commonality. The continuation of the COVID-19 epidemic and increased controls may have contributed to this situation: control & quarantine, travel restrictions, and temporary shutdown of some crowded venues are all impeding the entertainment spending and experience satisfaction of users across different generations
- For now, short videos, online shopping and music are universal activities; In terms of generational differences, those born in the 1995s pay extra attention to music, games and animation/variety shows, those born in the 1985s pay attention to TV series and movies in addition to games and animation/variety shows, those born in the 1975s spend more time on online shopping, audio book broadcasting and digital reading, while the older generation, those born in the 1965s spend a lot of time on digital reading and sports events.

Fig. 1 Online leisure preference (%)

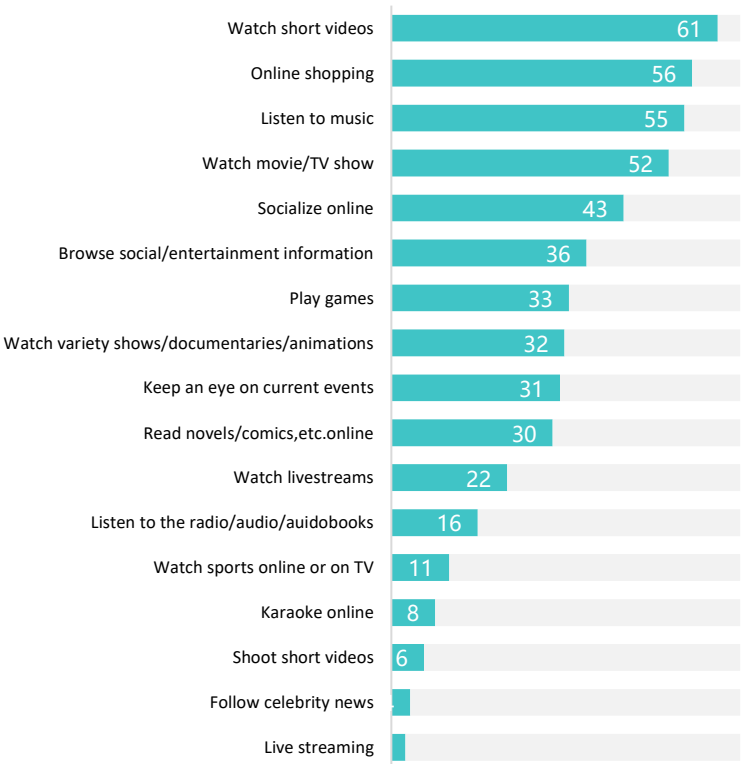
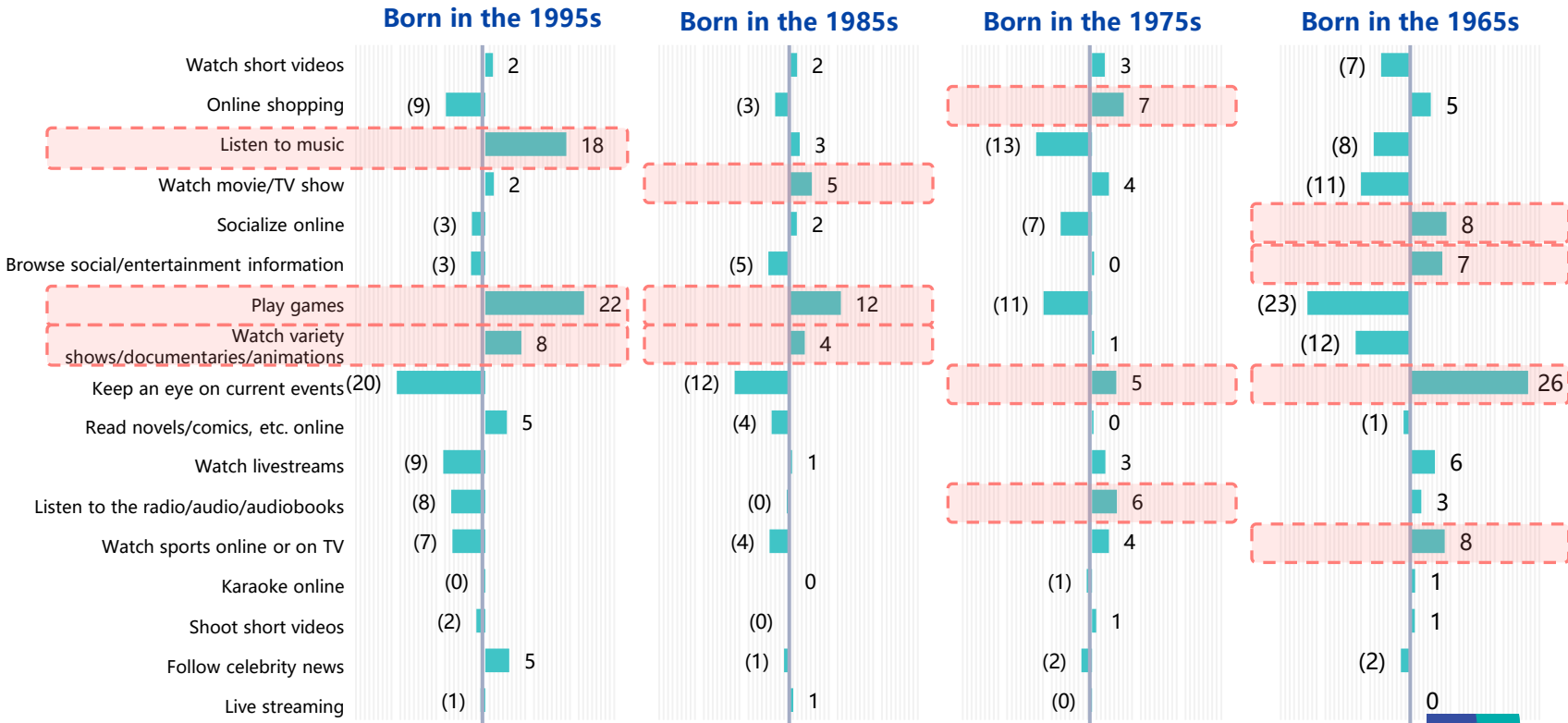


Fig. 2 Online leisure preference (generation vs. total, %)



Generational LGBT Community Entertainment | Offline Leisure

- Offline leisure is an extension and supplement to online leisure. For LGBT users as a whole, shopping, dining with friends/relatives and gourmet seeking top the list of activities
- The physical leisure preferences of users across different generations are mainly as follows: Both those born in the 1995s and 1985s are comfortable with going to the cinema, going to karaoke lounge and hanging out in bars, and the former also enjoy game activities such as BRPG/LARP. Those born in the 1975s and 1965s are more likely to spend time on massage and light leisure travel (such as mountain climbing and hiking). In addition, when staying with friends/relatives, those born in the 1975s are more likely to dine together, while those born in the 1965s prefer playing Mahjong/chess & cards

Fig. 1 Offline leisure preference (%)

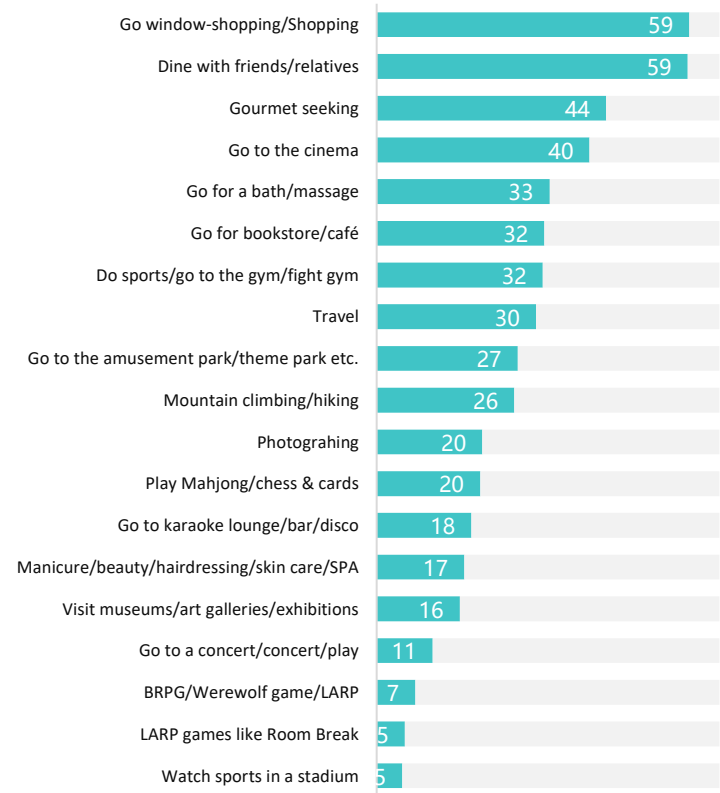
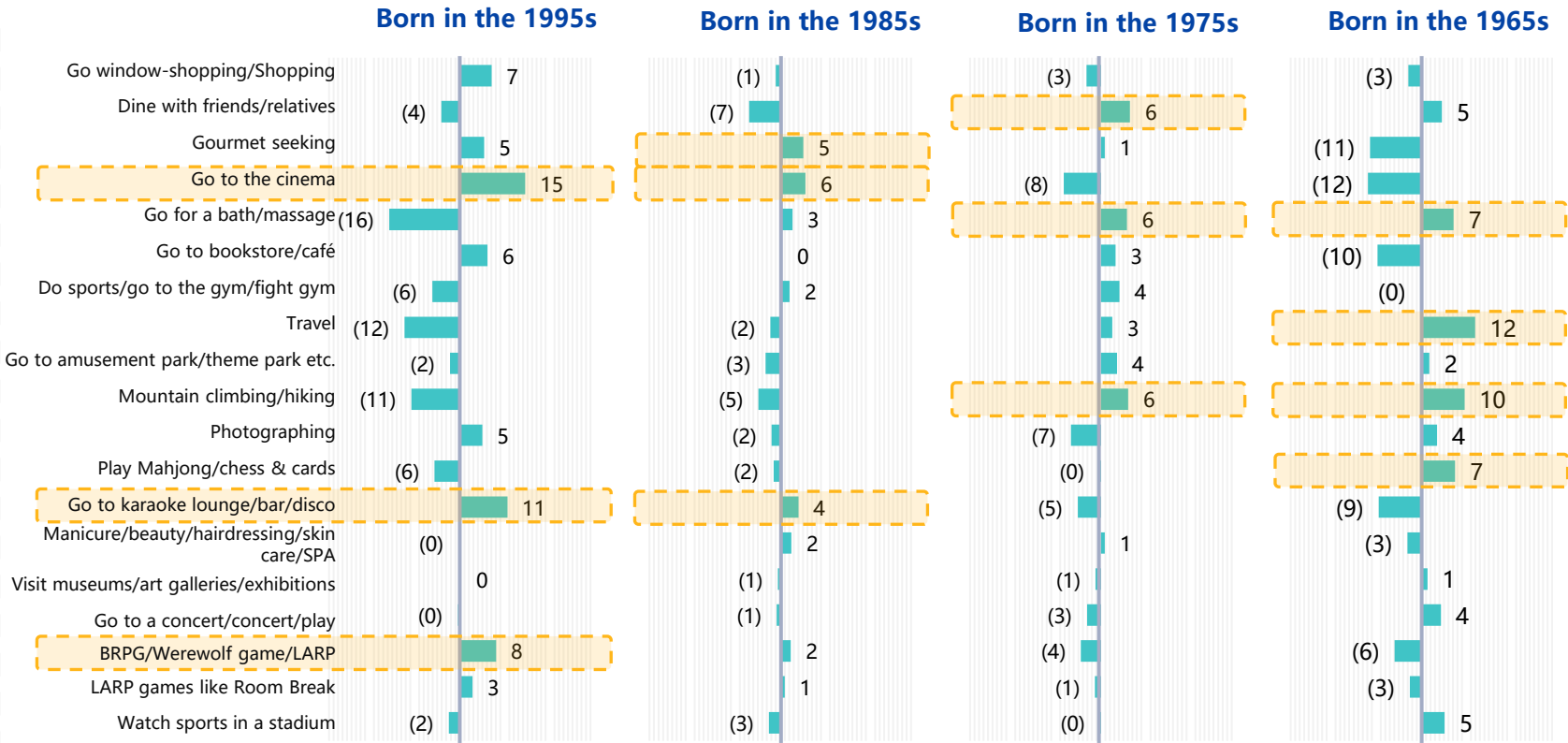


Fig. 2 Offline leisure preference (generation vs. total, %)



THANK YOU

For any questions, please contact BlueCity:
BlueCity | pr@bluecity.com
