



LGBTQ INCLUSION IN ADVERTISING & MEDIA

EXECUTIVE SUMMARY

A survey measuring the attitudes of non-LGBTQ Americans to exposure of LGBTQ people and images in the media.

GLAAD is known for our annual data on LGBTQ representation in film and TV, as well as levels of overall acceptance towards LGBTQ Americans. However, we have never collected data to quantify how LGBTQ representation in media and advertising facilitates greater acceptance, comfortability, and understanding of the LGBTQ community. Until now.

This year, GLAAD partnered with P&G to release the first-ever "LGBTQ Inclusion in Advertising and Media" study, which measures the attitudes of non-LGBTQ Americans to exposure of LGBTQ people and images in the media. For more than a year, GLAAD and P&G have been strategic partners, working together to drive responsible LGBTQ inclusion across the advertising industry as a force for positive cultural change. After partnering on several advertising campaigns, including Pantene's trans-inclusive "Home for the Holidays" series, as well as working together to bring discussions about the significance of LGBTQ inclusion in advertising to the World Economic Forum in Davos, GLAAD and P&G's "LGBTQ Inclusion in Advertising and Media" study provides tangible findings to showcase the impact of LGBTQ representation in accelerating acceptance.

In this first of its kind study, the findings showcase four main trends:

- Most non-LGBTQ people personally know at least one LGBTQ person in their own lives at higher levels than ever before.
- Non-LGBTQ people are very comfortable with LGBTQ people appearing in the TV, movies, and ads they consume, opening the door for more opportunities in the future.
- Non-LGBTQ people who are exposed to LGBTQ media images are more likely to experience increasing levels of acceptance and comfortability towards LGBTQ people.
- Companies benefit from including LGBTQ people in advertisements, with the vast majority of non-LGBTQ consumers looking favorably upon companies that do so.

If this study was conducted 20, 10, or even 5 years ago, the results would have looked very different. However, due to GLAAD's ongoing work to increase LGBTQ visibility across many different forms of media, we are able to see that non-LGBTQ people continue to grow more comfortable and accepting of LGBTQ people through the media they consume. The findings of this study send a strong message to brands and media outlets that including LGBTQ people in ads, films, and TV is good for business and good for the world.

As consumers become more and more open to LGBTQ images in media, companies must understand that including LGBTQ people in their ads is no longer an option, but rather necessary in order to truly reflect the world we live in. As we continue to build upon this progress and identify the areas for improvement, the results of this study demonstrate that at a time of political and cultural division, entertainment and media continue to play a pivotal role in shifting culture, accelerating acceptance, and changing hearts and minds.

Sarah Kate Ellis
President & CEO, GLAAD

1 Awareness of and Familiarity with LGBTQ People is Very High

GLAAD's and P&G's findings show that non-LGBTQ Americans are extremely aware of LGBTQ people, even across various identities. Furthermore, the percentage of non-LGBTQ Americans who know someone who is LGBTQ is similarly high.

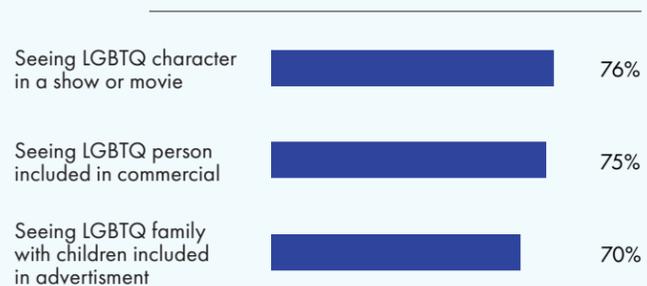
% of non-LGBTQ people who personally know someone who is LGBTQ



2 People are Comfortable with Seeing LGBTQ Images in Media

The findings show that non-LGBTQ people are very comfortable with seeing LGBTQ people, and LGBTQ families, in movies, films, and ads.

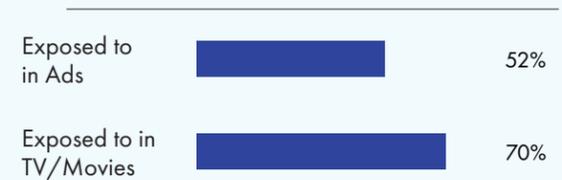
% of non-LGBTQ people who are comfortable in situation



3 There are Opportunities to Expand LGBTQ Inclusion in Media and Advertising

GLAAD's and P&G's findings show that although a majority of non-LGBTQ people have been exposed to LGBTQ people in television, film, and advertising, there is still room for improvement.

Non-LGBTQ people exposed to LGBTQ people in certain form of media within the past three months

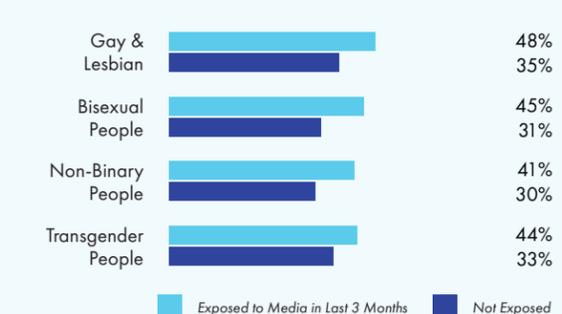


4 LGBTQ Representation in Media Relates to Greater Acceptance of the LGBTQ Community

To better understand how representation in media influences a person's comfortability and acceptance towards LGBTQ people, GLAAD and P&G separated respondents into two categories: 1) respondents who had been exposed to LGBTQ images in media within the past three months vs. 2) respondents who had not.

The findings show that exposure to LGBTQ people in the media is related to greater acceptance of LGBTQ people and support of LGBTQ issues, as well as with less confusion with identities within the LGBTQ community. Across seven specific LGBTQ-related interaction scenarios, the findings also show that exposure to LGBTQ people in the media increases non-LGBTQ peoples' comfortability with LGBTQ people in their daily lives.

% of non-LGBTQ people who became more accepting of LGBTQ people over the past few years



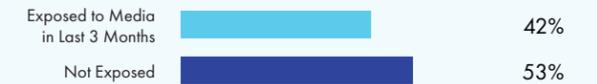
5 Companies Win When They Include LGBTQ People in their Ads

Across a variety of different viewpoints, the findings show that Non-LGBTQ consumers look favorably upon companies that include LGBTQ people in their advertisements.

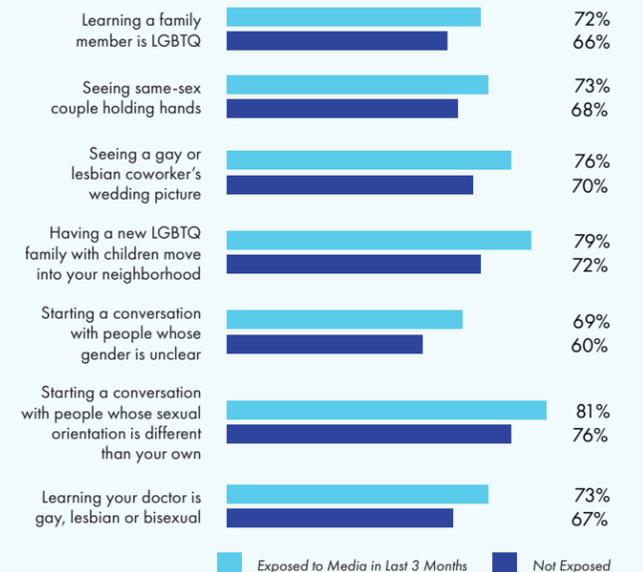
Non-LGBTQ people agreeing with statements about companies that include LGBTQ people in ads.



% of non-LGBTQ people who are confused by the different letters and terms to describe people who comprise the LGBTQ community



% of non-LGBTQ people who are comfortable in personal situations



“The findings of this study send a strong message to brands and media outlets that including LGBTQ people in ads, films, and TV is good for business and good for the world.”

SARAH KATE ELLIS
PRESIDENT & CEO, GLAAD

The survey was conducted online by
Cint from November 20 to December 3, 2019
among 2031 non-LGBTQ Americans ages 18 and over.

Email press@glaad.org
for questions related to methodology and data.



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GLAAD rewrites the script for LGBTQ acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.

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