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 or at higher levels than ever before.
- Non-LGBTQ people are very comfortable with LGBTQ images in media, companies must understand that including LGBTQ people in ads, films, and ads.
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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 shaping culture, accelerating acceptance, and changing hearts and minds.

Sarah Kate Ellis
President & CEO, GLAAD

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### 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

| TOTAL | 86% | 85% | 84%
|-------|-----|-----|-----
| 18-34 | 91% | 89% | 84%
| 35-51 | 85% | 83% | 39%
| 52-71 | 86% | 85% | 30%
| 72+ | 76% | 76% | 20%

LGBTQ Total: Any Sexual Orientation or Gender Identity

Any Sexual Orientation: heterosexual, gay, lesbian, bisexual, transgender, genderqueer, asexual

Any Gender Identity: intersex, genderqueer, gender fluid, gender variant, queer, agender, any gender identity

### 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

- Seeing LGBTQ character in a show or movie: 76%
- Seeing LGBTQ person included in commercial: 75%
- Seeing LGBTQ family with children included in advertisement: 70%

### 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

| Exposed in Ads | 52% |
| Exposed in TV/Movies | 70% |

### There is 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

| Gay & Lesbian | 48% |
| Bisexual People | 35% |
| Non-Binary People | 45% |
| Transgender People | 31% |

### 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:

- Supportive of LGBTQ rights: 86%
- Connected to offering products to all types of customers: 85%
- Value all kinds of diversity: 82%
- Treat all their employees with respect: 77%
- Understand that LGBTQ people are different: 76%
- Lead in business: 69%
- Feel better about buying products from them: 68%

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

Exposed to Media in last 3 months | Not Exposed

| Learning your doctor is gay, lesbian or bisexual | 72% |
| Starting a conversation with people whose gender is unclear | 79% |
| Having a new LGBTQ family member in your neighborhood | 72% |
| Seeing a gay or lesbian couple holding hands | 79% |
| Seeing a gay or lesbian couple’s wedding picture | 73% |
| Seeing same-sex couple holding hands | 66% |
| Learning your doctor is gay, lesbian or bisexual | 72% |

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

| Learning a family member is LGBTQ | 72% |
| Seeing a new LGBTQ family member in your neighborhood | 78% |
| Starting a conversation with people whose gender is unclear | 69% |
“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.

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide.

Please visit https://www.pg.com/ for the latest news and information about P&G and its brands.

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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.