**LGBTQIA+ COMMUNITY**

### GETTING TO KNOW THEM

<table>
<thead>
<tr>
<th>IDENTITY (RANK / %)</th>
<th>NAT REP</th>
<th>CONCERNS (RANK / %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Family</td>
<td>1 (43%)</td>
<td>1 (69%)</td>
</tr>
<tr>
<td>My Friends</td>
<td>2 (44%)</td>
<td>2 (68%)</td>
</tr>
<tr>
<td>My Hobbies</td>
<td>3 (33%)</td>
<td>3 (41%)</td>
</tr>
<tr>
<td>My Ethnicity</td>
<td>4 (31%)</td>
<td>4 (36%)</td>
</tr>
<tr>
<td>My Job</td>
<td>5 (28%)</td>
<td>6 (28%)</td>
</tr>
</tbody>
</table>

- "Asexual people aren’t talking about at all. Neither are people with disabilities. I can’t think of any non-binary representation in media. Representations of people from the Trans community are usually perfect."

- "Brands only do something during Pride and history months and go for the most commercially acceptable people to feature in ads – thin, white, blonde drag queens or socially transitioned ‘successful’ trans-people."

- "Brands not committed to longevity and authentic meaningful work makes for tokenistic ads. Just putting rainbows on t-shirts and keyrings."

### VIEWS ON ADVERTISING

- **48% Agree**: Representations of diversity in advertising often feel tokenistic
  - Disagree: 18%
- **56% Agree**: Advertising doesn’t accurately reflect the wide range of identities within the LGBTQIA+ community
  - Disagree: 13%
- **61% Agree**: Brands only seem interested in the LGBTQIA+ community around certain times of the year
  - Disagree: 15%
- **38% Agree**: I rarely see advertising featuring people from the LGBTQIA+ community
  - Disagree: 20%

### DEMOGRAPHIC PROFILE (15+)

- **3.4M** Population
- **6.4%** Population
- **37 Average age**

### TOP ACORN GROUPS

- **LGBTQIA+**
- **NAT REP**

- **9% Struggling Estates**
- **7% Career Climbers**
- **8% Student Life**
- **6% Modest Means**
- **6% Modest Needs**

### BRAND PURPOSE

- **44% Agree**: I like it when brands/companies take up causes/campaigns
  - Disagree: 22%
- **45% Agree**: Well meaning/Doing the right thing
  - Disagree: 18%
- **35% Agree**: Box ticking/Profiteering
  - Disagree: 65%

### CAUSE (NET MORE LIKELY TO BUY MORE)

- **Supporting Homelessness Issues**
  - **66%**
- **Ending Animal Testing**
  - **44%**
- **Supporting UK Foodbanks**
  - **44%**
- **Promoting Workers Rights**
  - **43%**

**NET% INDEX**

- **102**
- **95**
- **86**
- **91**

### COMMON STEREOTYPES

- Drag or ‘on a Journey’
- Feminine or Camp
- Only show the most ‘magazine friendly’ people/journeys
- Not reflective of the diverse identities within community

Source: PAM/Co 2 2022 | TGI Apr 2022 | Diversity Factor 2022