

LGBTQIA+ COMMUNITY



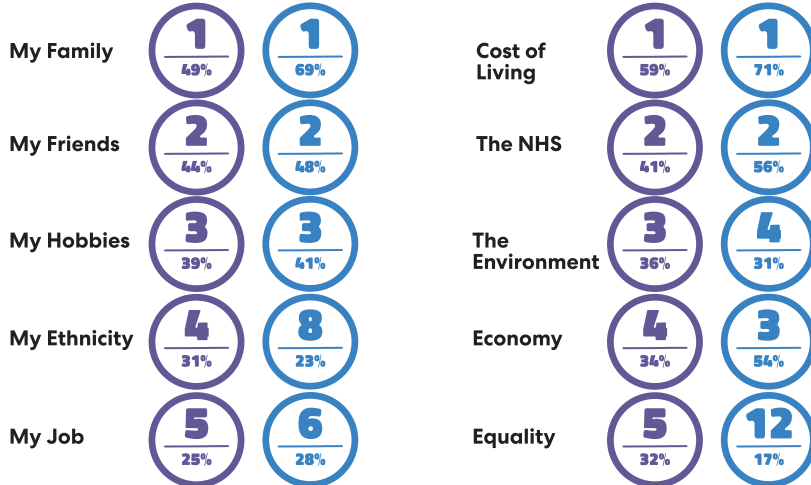
GETTING TO KNOW THEM

● LGBTQIA+

● NAT REP

IDENTITY (RANK / %)

CONCERNS (RANK / %)



VIEWS ON ADVERTISING



Representations of diversity in advertising often feel tokenistic
Disagree: 18%



Advertising doesn't accurately reflect the wide range of identities within the LGBTQIA+ community
Disagree: 13%



Brands only seem interested in the LGBTQIA+ community around certain times of the year
Disagree: 15%



I rarely see advertising featuring people from the LGBTQIA+ community
Disagree: 20%

"Asexual people aren't talked 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."

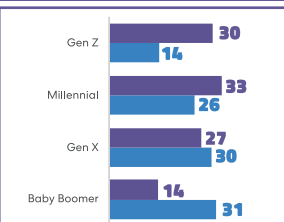
"Brands not committed to longevity and authentic meaningful work makes for tokenistic ads. Just putting rainbows on t-shirts and keyrings."

DEMOGRAPHIC PROFILE (15+)

3.4M
Population

6.4
% Population

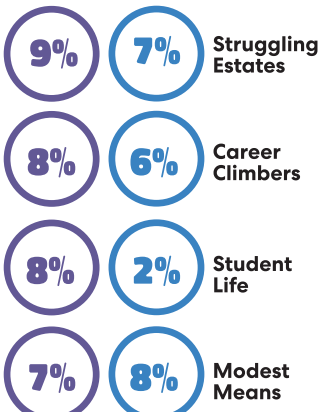
37 Average age



TOP ACORN GROUPS

● LGBTQIA+

● NAT REP



BRAND PURPOSE



I like it when brands/ companies take up causes/ campaigns
Disagree: 22%



Well meaning/ Doing the right thing



Box ticking/ Profiteering

CAUSE (NET MORE LIKELY TO BUY MORE)

NET% INDEX



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



These findings will never represent the full range of nuances that exist within the LGBTQIA+ community.

Before embarking on any campaign featuring the community we recommend that you

**ASK
REAL
PEOPLE**

**ADDRESS
CREATIVE
PROCESS**

Source: PAMCo 2 2022 | TGI Apr 2022 | Diversity Factor 2022

