



Cultural Inclusion
Accelerator[™]



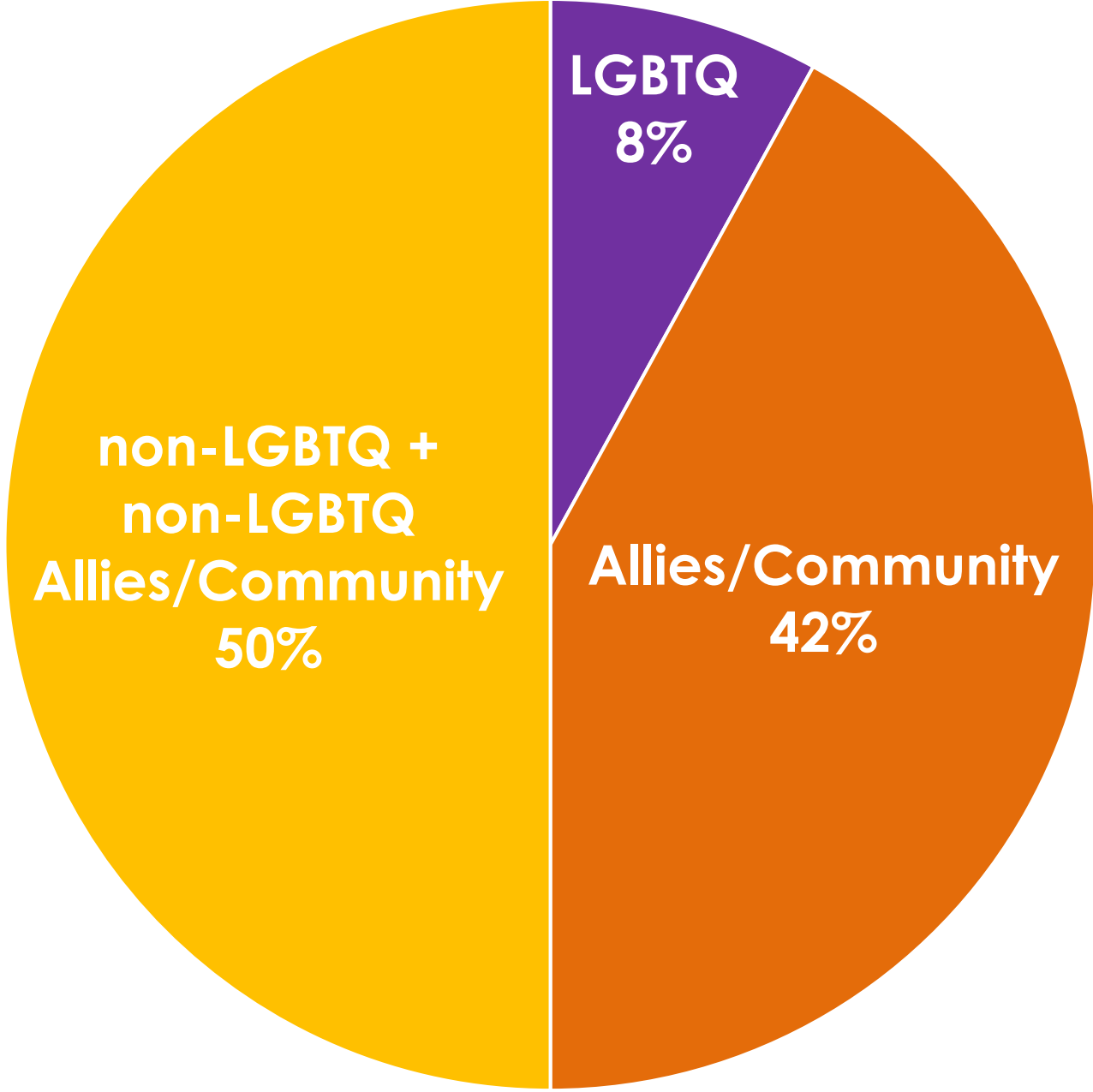
Cultural Inclusion Accelerator and AIMM

LGBTQ Inclusivity Perceptions Study

Brief Takeaways

June 2023

Half of Consumers are LGBTQ or LGBTQ Allies/Community

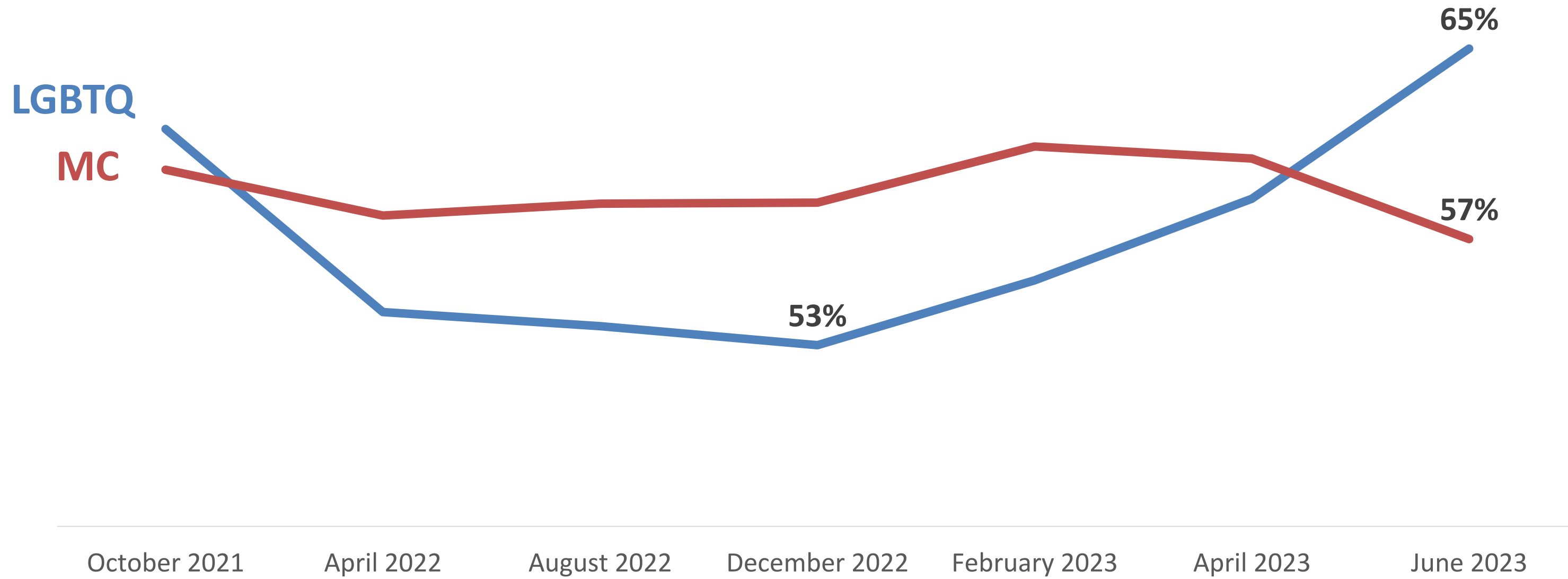


Source: June 2023 Cultural Inclusion Accelerator Tracker™ (n = 2300)



LGBTQ Consumers Are Feeling More Underrepresented in Advertisements in 2023

% of Consumers That Feel Unseen & Underrepresented in Advertising

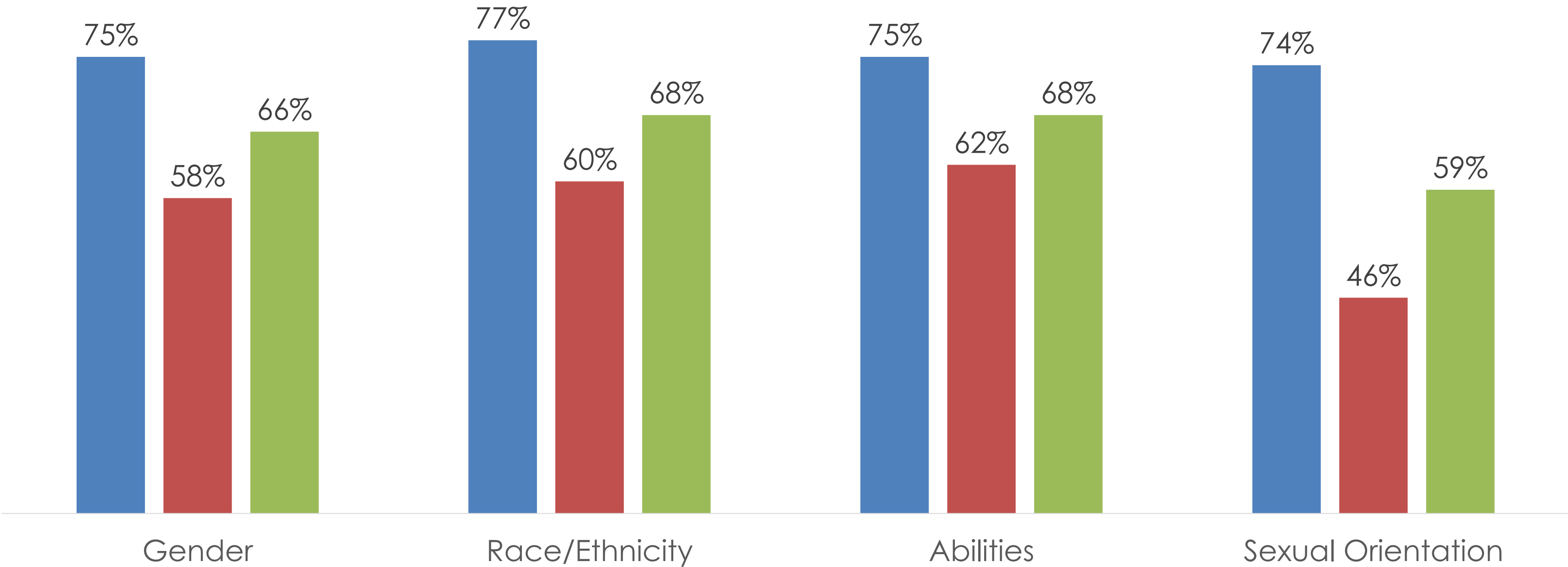


Source: 2021-2023 Cultural Inclusion Accelerator Tracker™ (n = 25000)



2 in 3 Consumers Are Motivated To Support Brands That Do Not Discriminate in Any Basis

■ LGBTQ + Allies/Community ■ non-LGBTQ + non-Allies/Community ■ All Adults



% of respondents that would be motivated and strongly motivated to support brands knowing that they treat all employees/customers equally regardless of each option above.

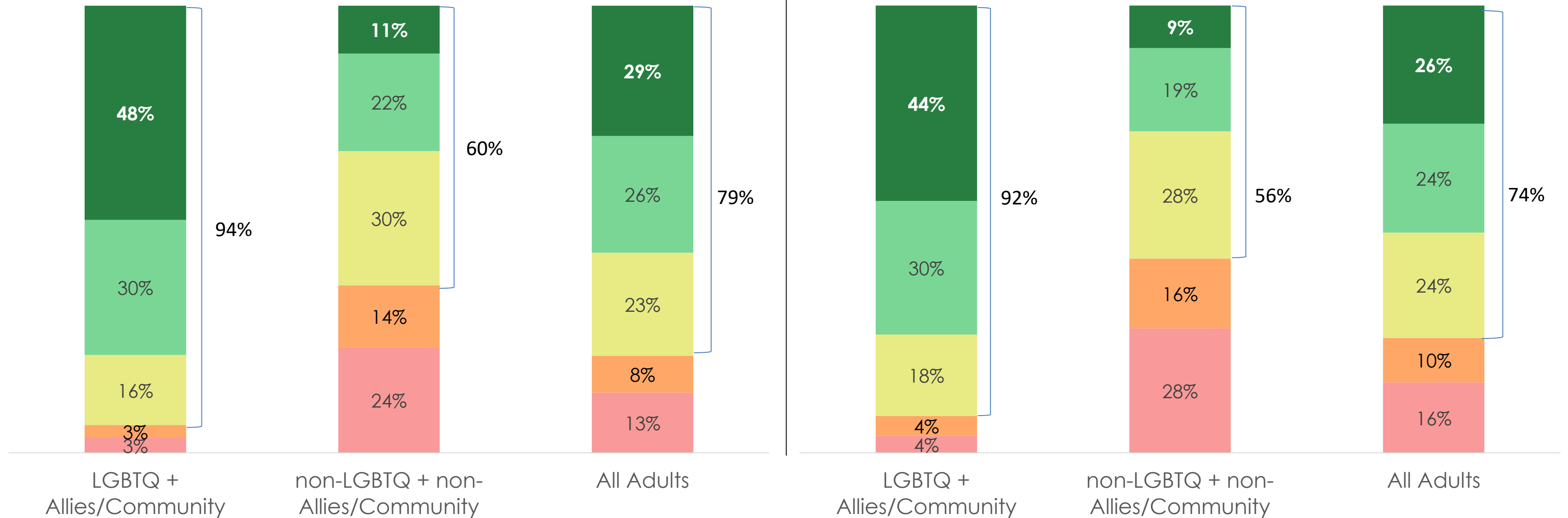
Source: June 2023 Cultural Inclusion Accelerator Tracker™ (n = 2300)



A Great Majority of Consumers Feel Comfortable or Neutral With LGBTQ Representation In Marketing Efforts

Gay/Lesbian Representation

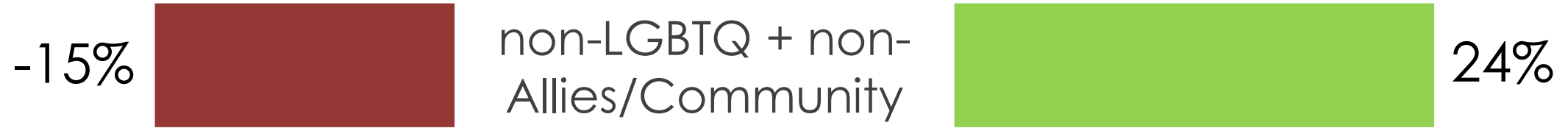
Transgender Representation



% of respondents that feel comfortable with brands including gay/lesbian or transgender representation in their marketing efforts.



Consumers Are More Likely To Withdraw Support For Brands That Back Down From LGBTQ Advertising Due To Criticism

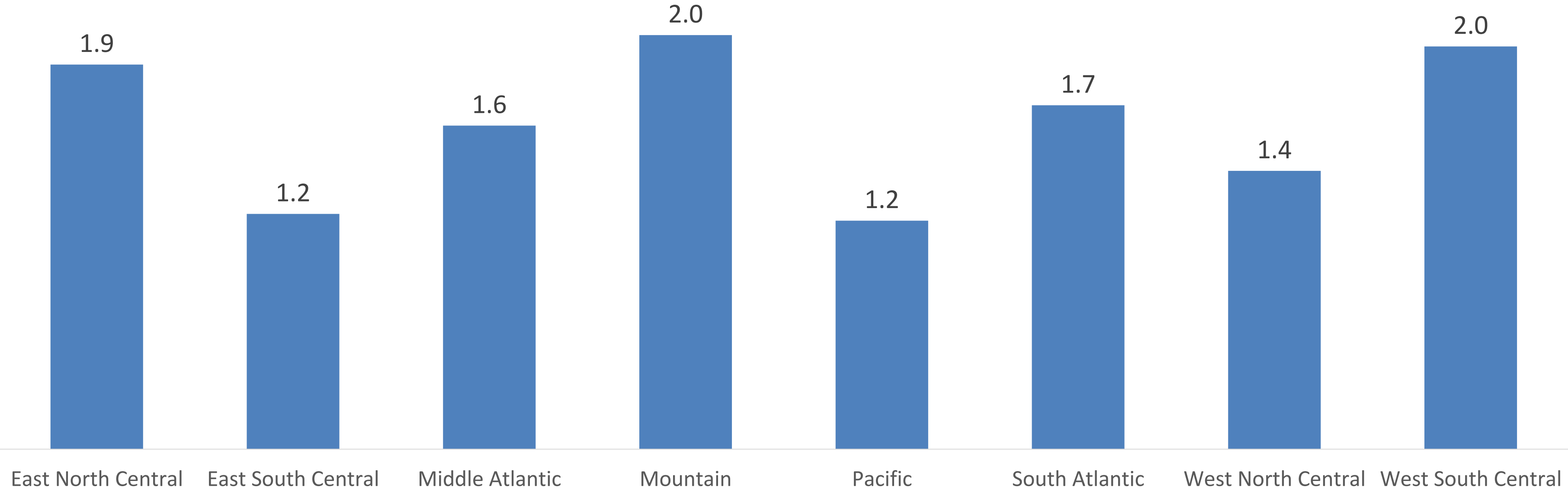


■ Less Likely To Support Brand If They Back Down From LGBTQ Advertising
 ■ More Likely To Support Brand If They Back Down From LGBTQ Advertising

Source: June 2023 Cultural Inclusion Accelerator Tracker™ (n = 2300)



For Every Non-LGBTQ Consumer Supporting Brands That Back Down From LGBTQ Advertising Due To Criticism, There Are 1.2–2.0 Non-LGBTQ Consumers Who Would Withdraw Support

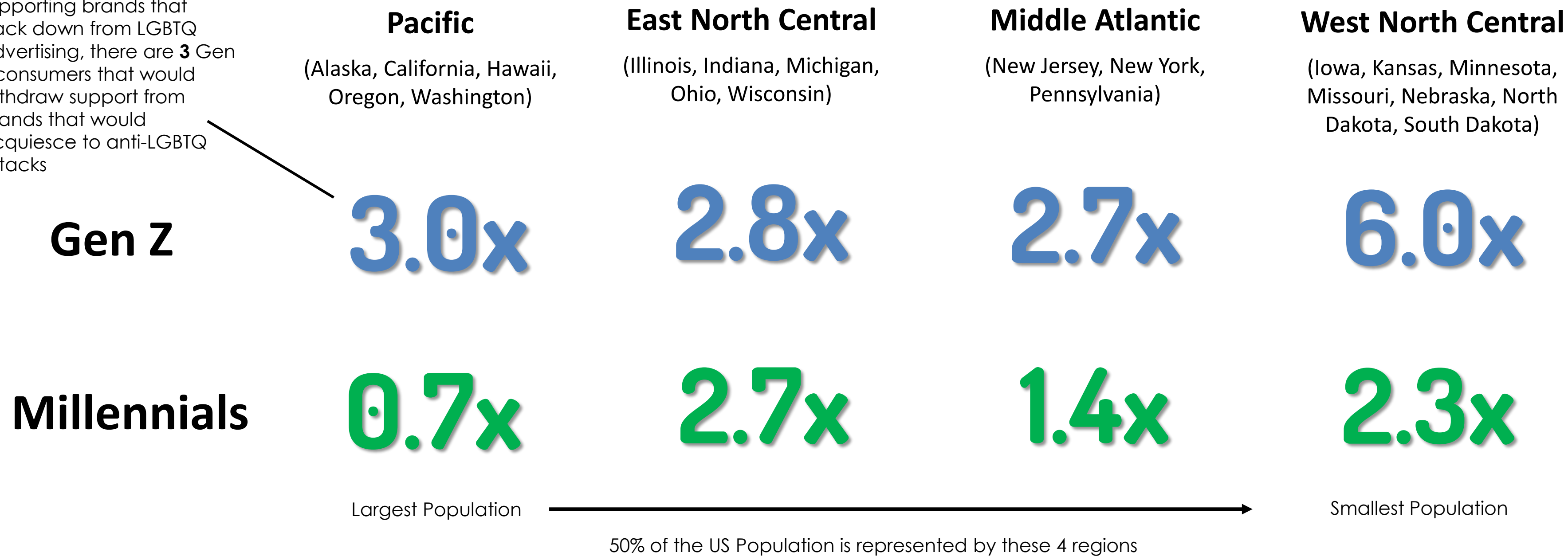


Source: June 2023 Cultural Inclusion Accelerator Tracker™ (n = 2300)



Gen Z Consumers Are Holding Brands To Higher Standards Than Their Predecessors In Key Regions

For every Gen Z consumer supporting brands that back down from LGBTQ advertising, there are **3** Gen Z consumers that would withdraw support from brands that would acquiesce to anti-LGBTQ attacks

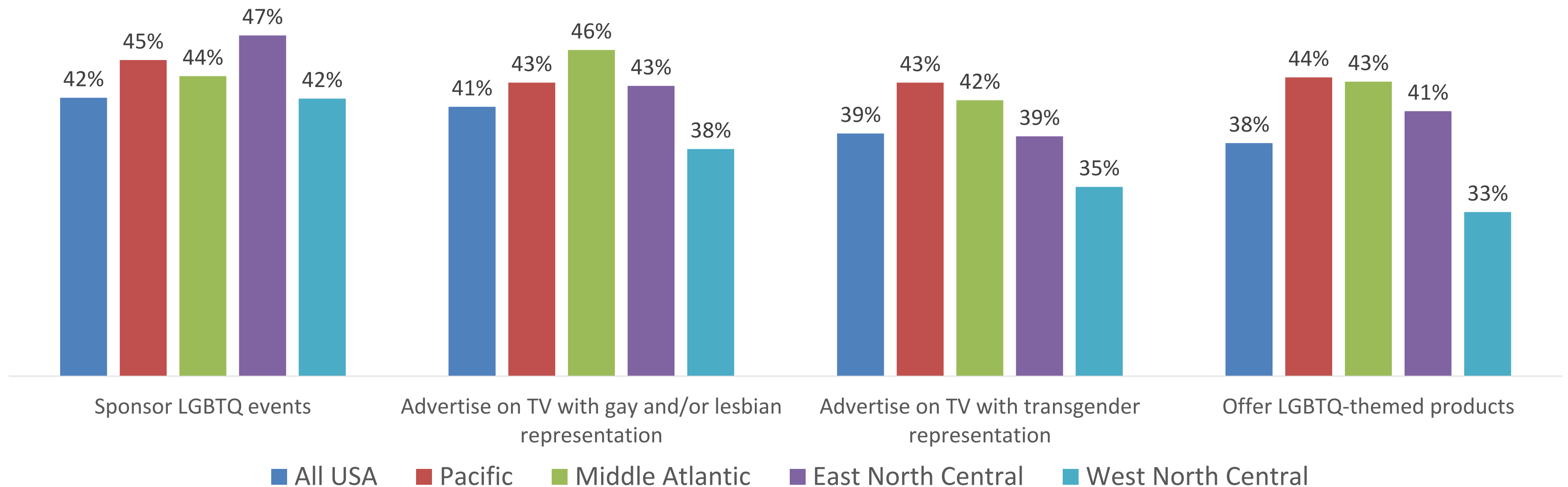


Source: June 2023 Cultural Inclusion Accelerator Tracker™ (n = 2300)



Consumers From The Pacific and Middle Atlantic Regions Were The Most Supportive of Pro-LGBTQ Brands

% of Consumers That Would Support Brands If/When They Carry Out The Following Actions



Source: June 2023 Cultural Inclusion Accelerator Tracker™ (n = 2300)

Validating Our Study



Cultural Inclusion
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**Advocating For Companies
Dealing With Backlash For
Their LGBTQ Community
Support**

~2x

More likely to back
companies rather than
their critics

1.8x

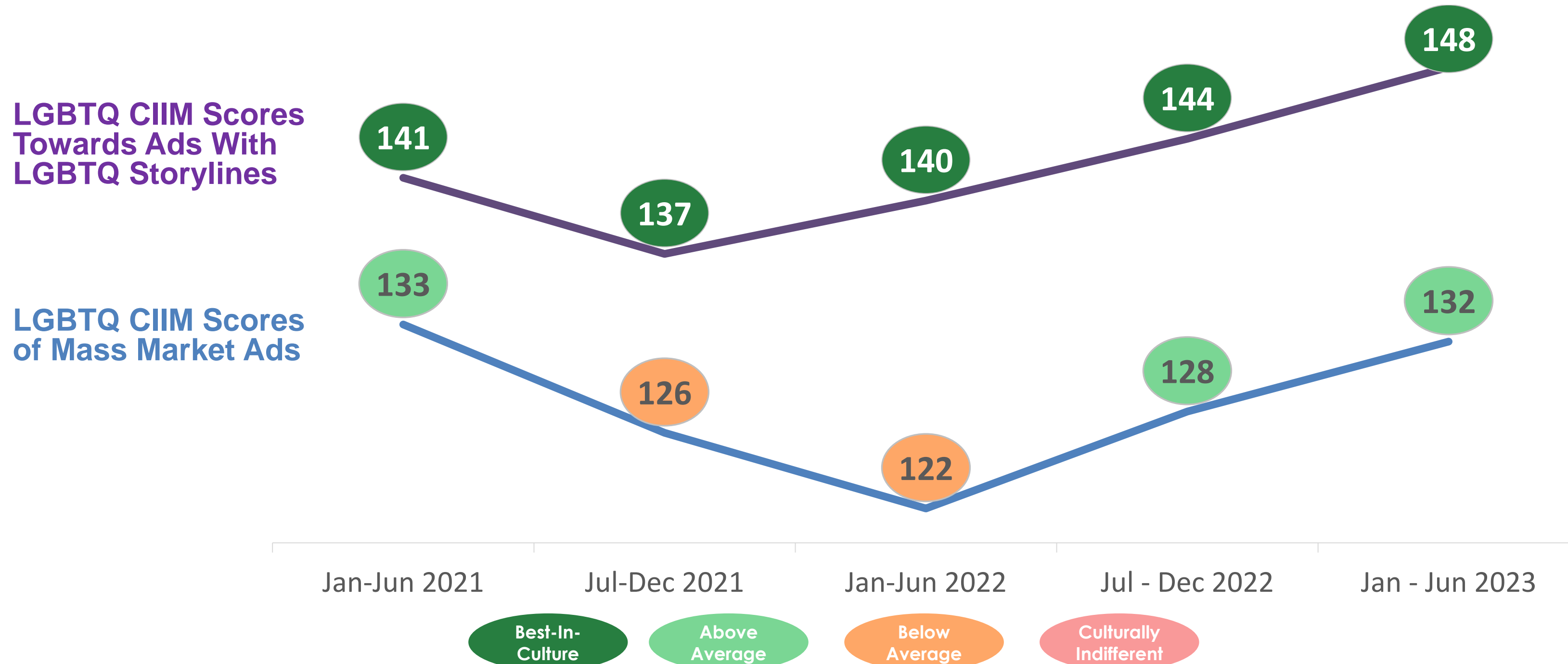
More likely to withdraw
support from companies
that give in to backlash
rather than increase support

**% Neutral/Positive About
Companies Offering Pride
Merchandise**

+74%

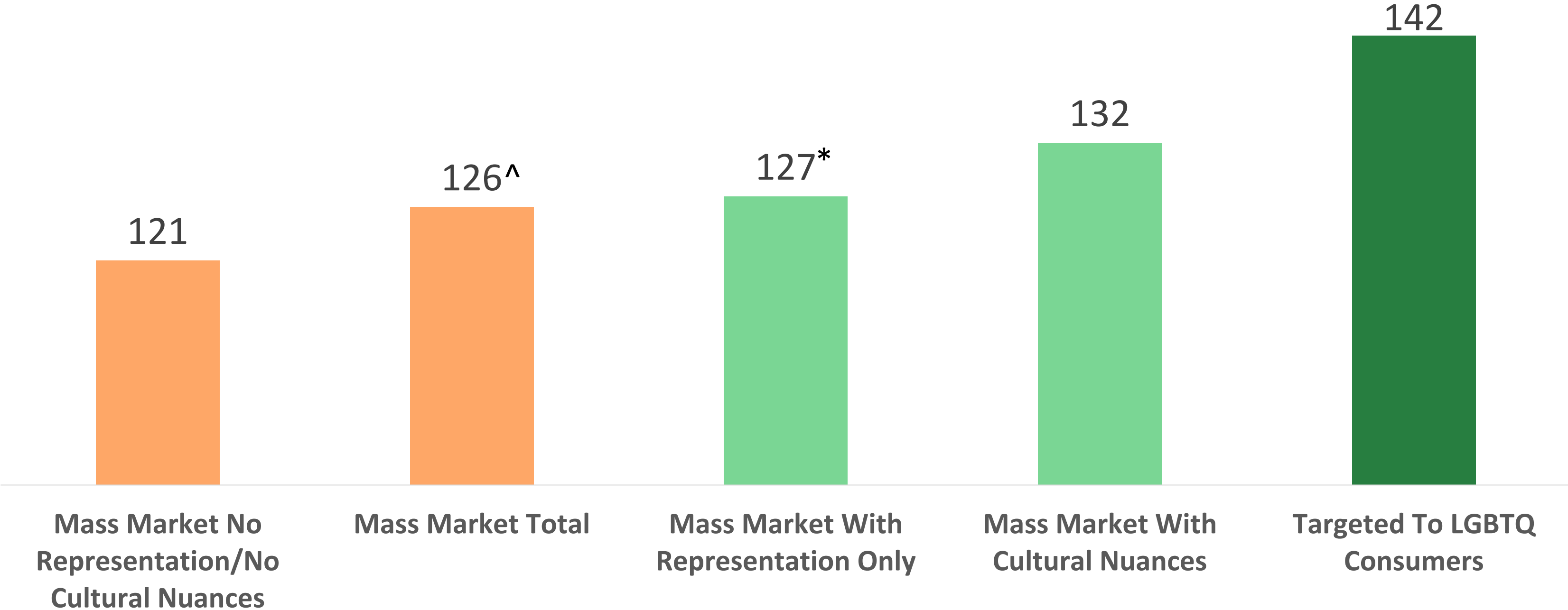
+70%

LGBTQ Consumers Perceive That LGBTQ-Targeted Ads Are Reflecting Them More Authentically, Much More So Than Mass Market Ads



Sample-to-Date 2021-2023: 3000 ads, 900K Evaluations

Targeted LGBTQ Targeted Spots Score 1-2 Quartiles Above Mass Market Spots Among LGBTQ Consumers



* = 1-2 Points From Next Quartile Down

[^] = 1-2 Points From Next Quartile Up

Sample-to-Date 2021-2023: 3000 ads, 900K Evaluations



One CIIM Quartile Makes a Huge Difference In Ad Effectiveness Among LGBTQ Consumers

Brand Trust

Brand Opinion

Purchase Intent

Difference between 1st and 2nd Quartile

+100%

+70%

+44%

Difference between 2nd and 3rd Quartile

+162%

+122%

+72%