



For more

rainbow colors

in a white space:

What is the role that
brands can play in
pushing for a more

LGBT-inclusive society

JUNE 2017

Google



For more
rainbow colors
in a white space:

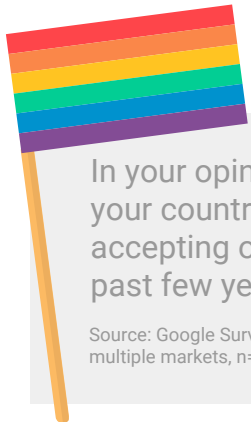
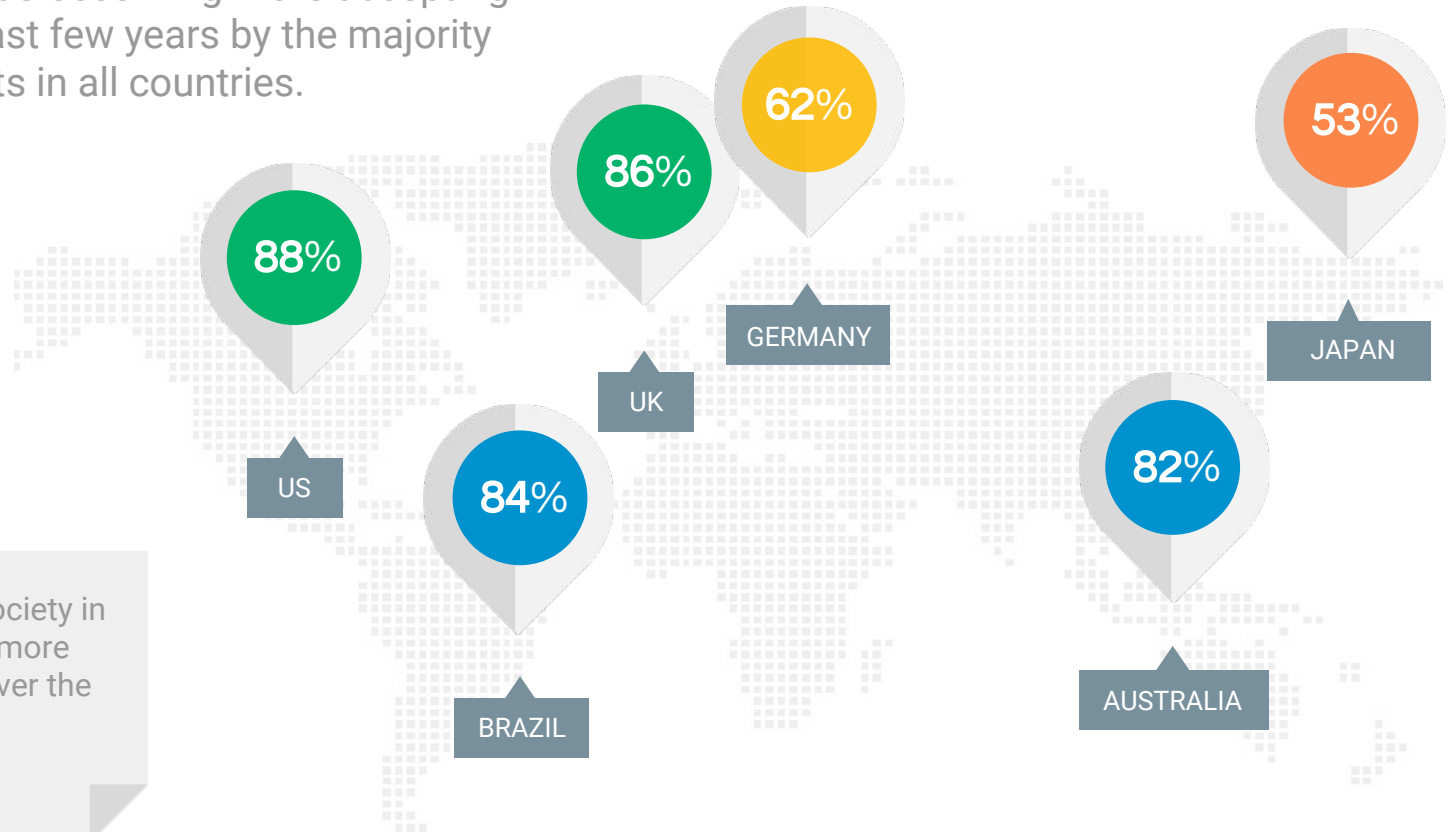
With societal norms becoming more and more inclusive of different lifestyles, there is a positive trend towards tolerance and understanding in many countries. However, many challenges remain for the LGBT community.

What if brands took a stand to showcase more same-sex couples, same-sex parents and transgender in their ads?

In order to answer this question, we conducted a multi-market survey with more than 3000 people who identified themselves as LGBT+ and explored Google Search trends.

A more accepting society

Society is perceived as becoming more accepting of LGBT+ over the past few years by the majority of survey respondents in all countries.

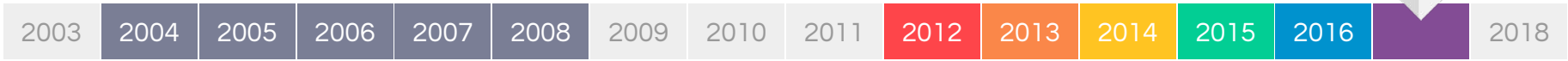


In your opinion, has society in your country become more accepting of LGBT+ over the past few years?

Source: Google Surveys, May 2017
multiple markets, n=500/market

A shift in awareness

The type of questions people ask Google confirm a shift in awareness and acceptance of LGBT+ pride



Google

how gay are you?
why homosexuality is wrong?
who is gay in hollywood?
who are the gay footballers?
is it gay to... ?

Google

what percentage of the population is gay?
when did the gay rights movement begin?
how to get involved in lgbt activism?
where is gay marriage legal?
celebrities / companies who support gay rights?

Positive changes across the board



Entertainment

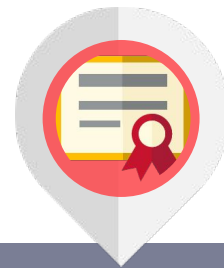
Oscar-winning movies showcasing LGBT struggles.

TV shows portraying same-sex couples and parents.



Business

Businesses increasingly advocating for the importance of diverse & inclusive work environments.



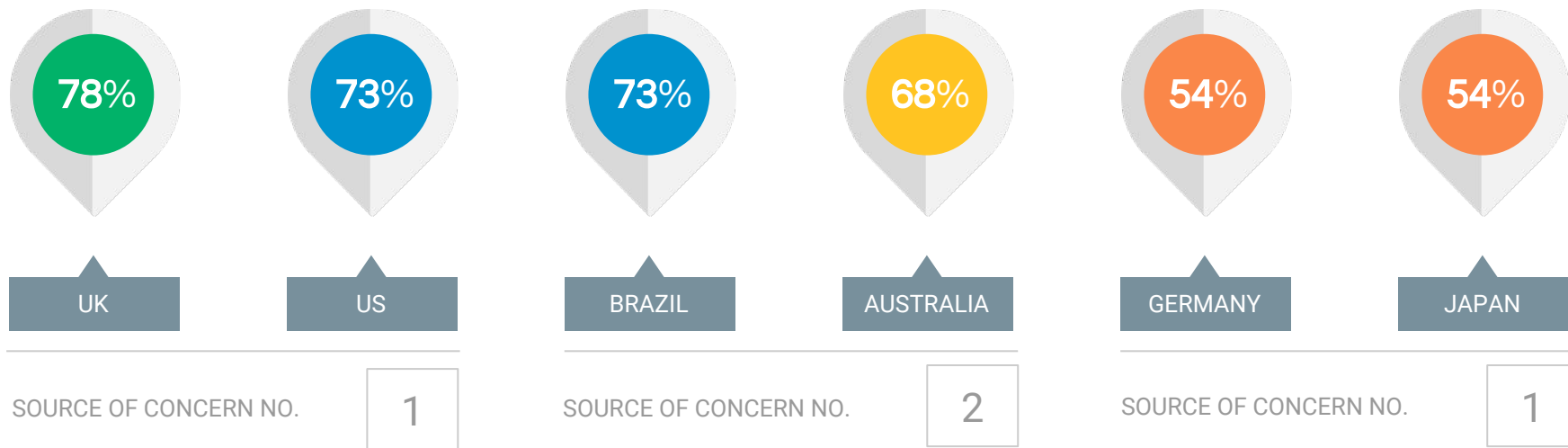
Politics

Politics shaken up by events like the legalization of same-sex marriage throughout the United States.

Nevertheless, the LGBT+ community continues to face many challenges

General discrimination

being the biggest source of concerns for LGBT+ community around the world:



Top sources of concerns vary by location, reflecting community challenges across countries



Source: Google Surveys, May 2017 "What are the biggest sources of concerns for the LGBT+ community today?"

LGBT Violence

LGBT-related violence was a source of concern in four of the six countries we surveyed and the most common concern in Brazil. According to a study by Transgender Euro, the country has the highest absolute numbers of killings of trans and gender diverse people in the world.

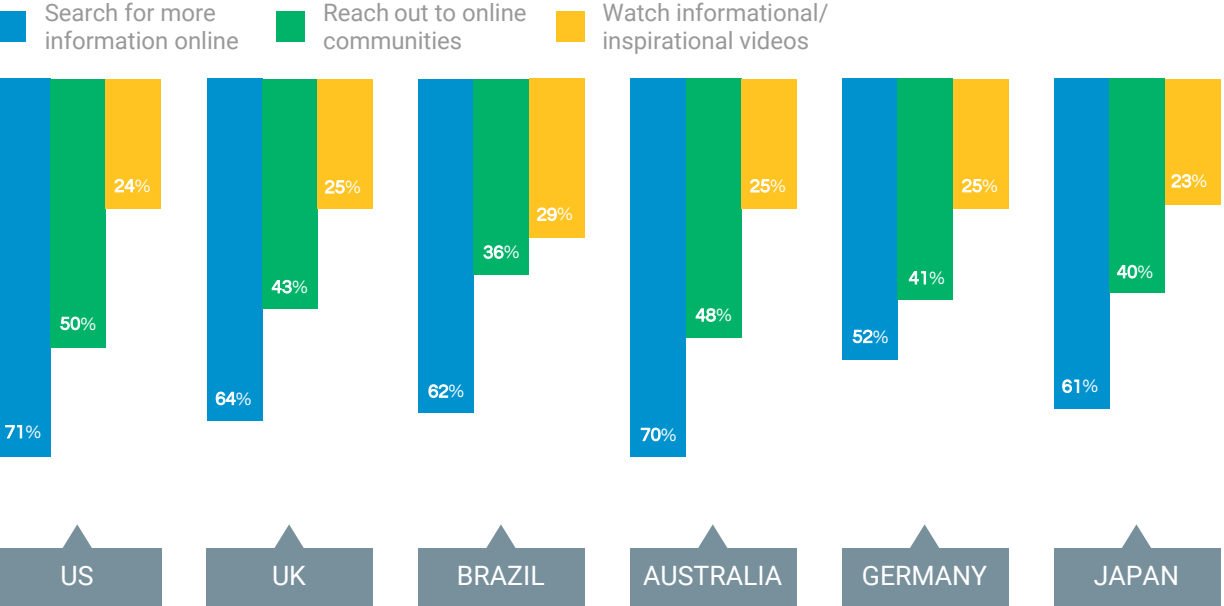
Employment Discrimination

Employment Discrimination worries half of the surveyed populations in Japan, Brazil and the US as well as about 40% of the LGBT+ community in the UK and Australia

When faced with LGBT-related questions, the community turns online

Search

is the top number one source of information in all surveyed countries:

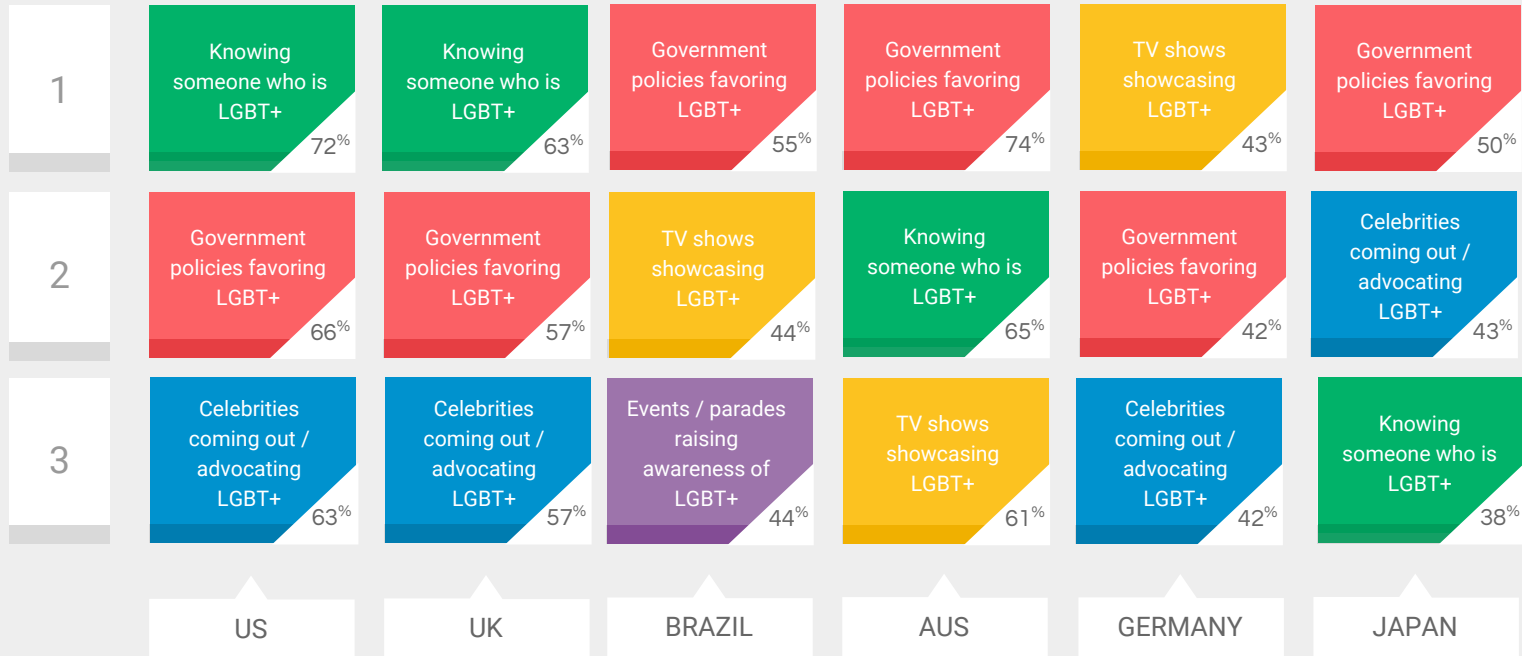


When you have questions related to LGBT+ issues, which of the following actions are you most likely to take?

Source: Google Surveys, May 2017 multiple markets, n=500/market

What can drive change

The LGBT+ community believe in the power of government policies or simply knowing someone who is LGBT to help make society more accepting

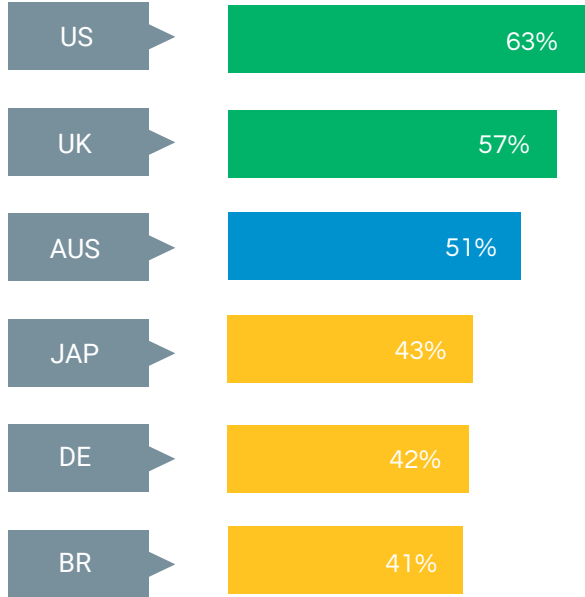


In your opinion, which of the following can help make society in your country more accepting of LGBT+?

Source: Google Surveys, May 2017 multiple markets, n=500/market

What can drive change

And the impact of celebrities coming out or advocating for the community doesn't go unnoticed:



ellen



According to our surveys, Ellen DeGeneres remains the most inspirational person for the LGBT+ community in the US and last year, she was awarded the Medal of Freedom by Barack Obama.

Brands can play a role too

according to the LGBT+ community

The role of brands & ads

in helping society become more accepting of LGBT+:



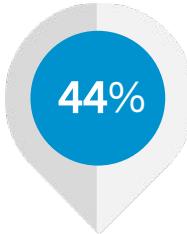
US



AUSTRALIA



UK



BRAZIL



GERMANY

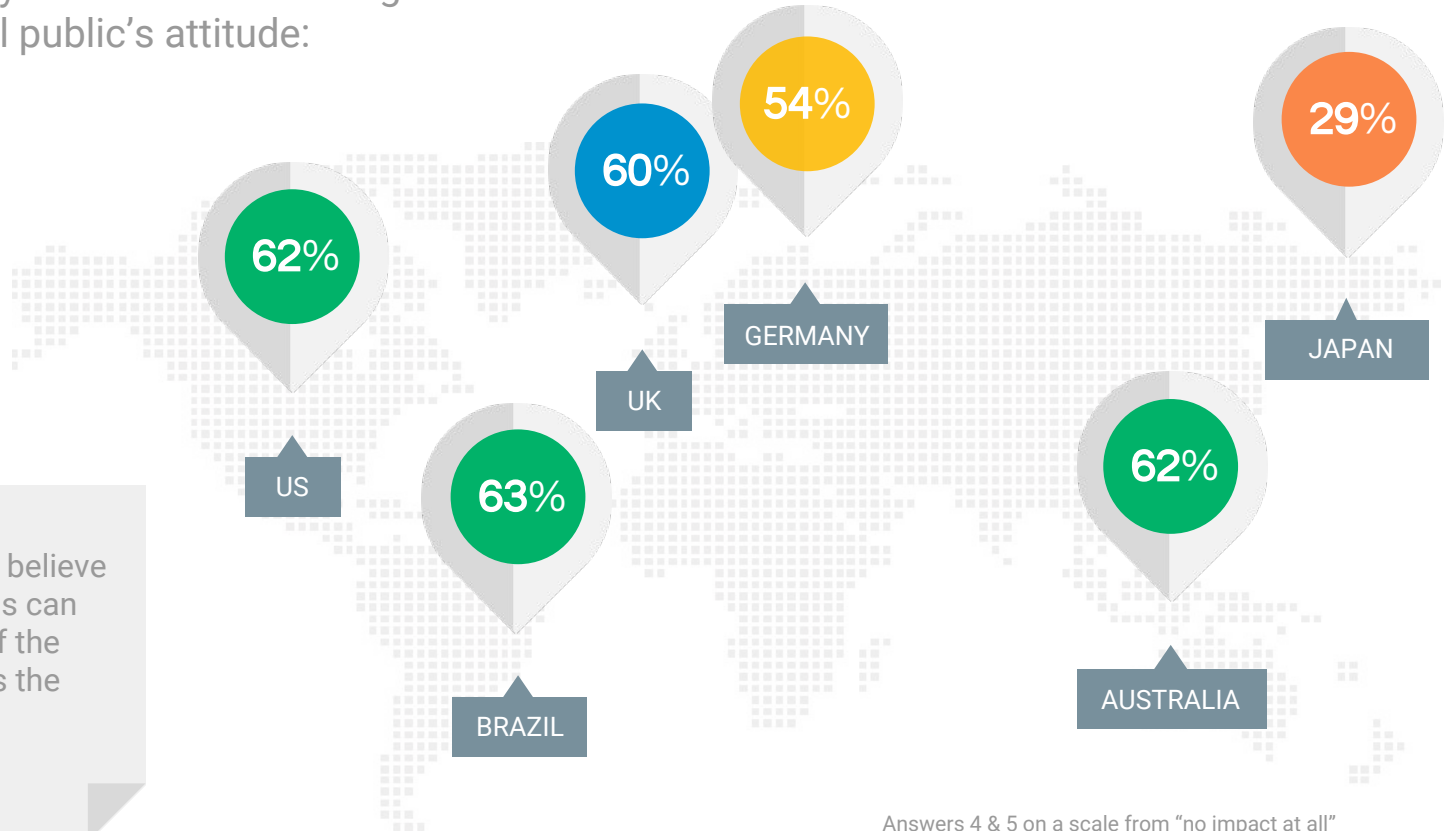


JAPAN

Source: Google Surveys, May 2017 "In your opinion, which of the following can help make society in your country more accepting of LGBT+?" :% that agrees with ads / brands

LGBT+ friendly ads

are perceived in many countries as a strong tool for improving general public's attitude:



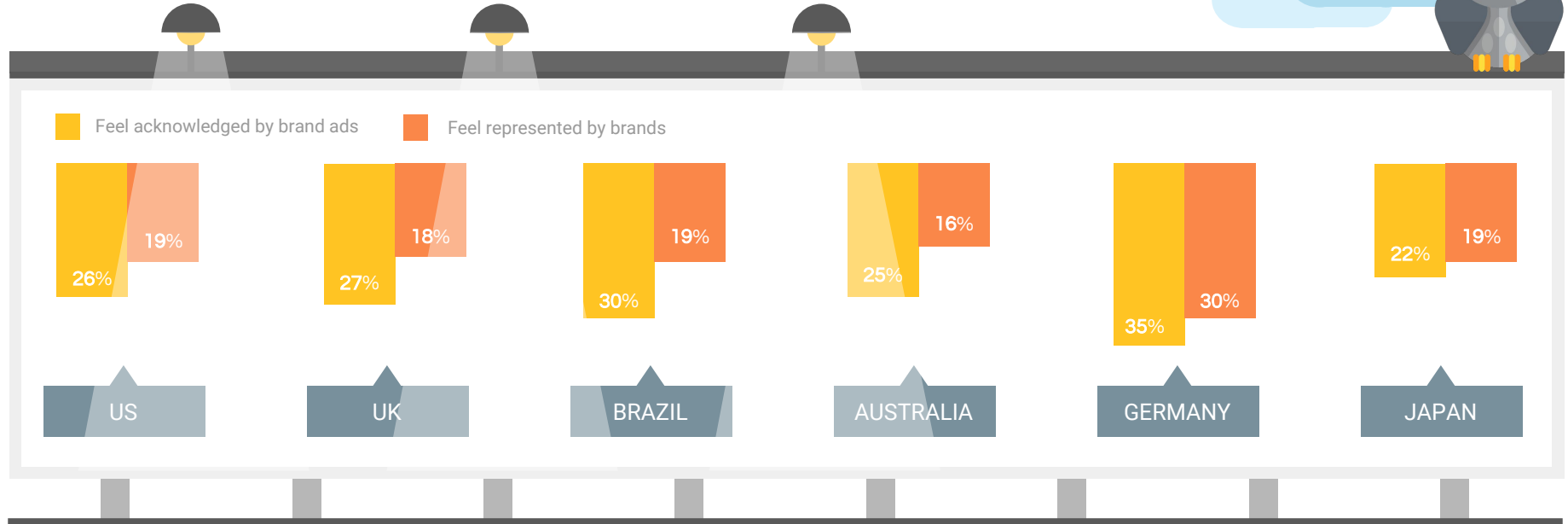
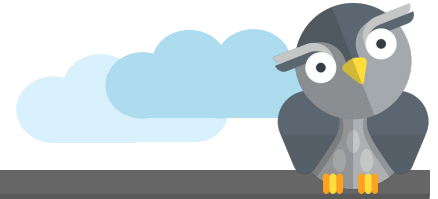
To what extent do you believe that LGBT+ friendly ads can improve the attitude of the general public towards the community?

Source: Google Surveys, May 2017
multiple markets, n=500/market

Answers 4 & 5 on a scale from "no impact at all" (1) to "high impact" (5)

Yet, only few people feel acknowledged

by brands or represented by ads today in the LGBT+ community



Source: Google Surveys, May 2017 "To what extent do you feel that brands acknowledge the LGBT+ consumers today?" // "To what extent do you feel like the LGBT+ community is represented by brand ads today?" Answers 4-5 on a scale from "not at all acknowledged" (1) to "very well acknowledged" (5); Owl con: shareicon.net

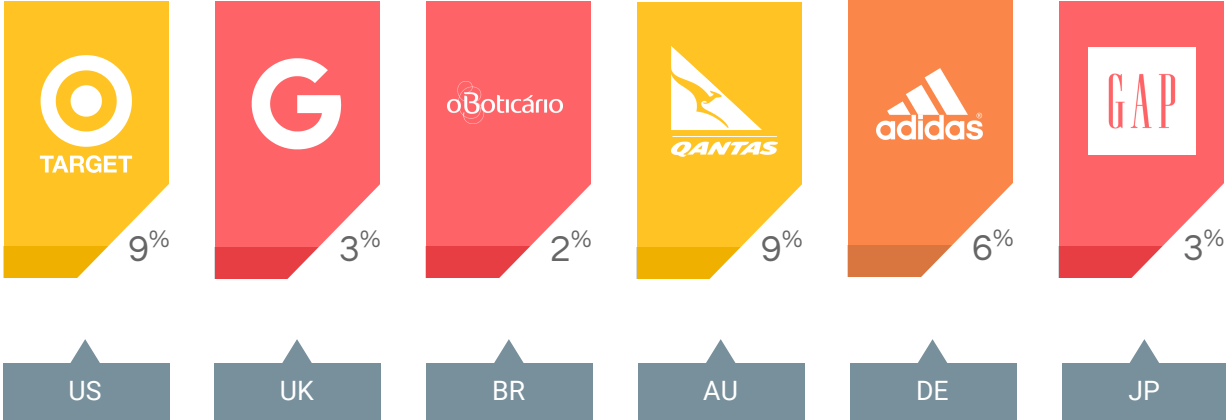
Most people cannot even name the most LGBT+ friendly brand today



In your opinion, which brand do you perceive as the most LGBT+ friendly today?

Open Ended Question

Source: Google Surveys, May 2017 multiple markets, n=500/market





diversity



Is important and it is also
good for business

could brands use
this opportunity to
take the stand and

Push society forward

Thank you

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