



GENDER INCLUSIVITY IS A GROWING MANDATE FOR BUSINESS

Two-thirds of Americans today believe businesses must actively work to create a more inclusive world for people across the gender spectrum. Nearly the same number believe companies will benefit by doing so.



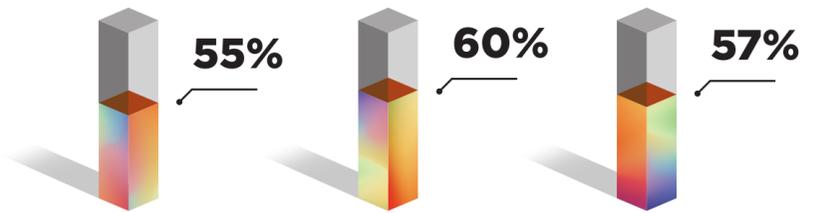
of Americans believe that companies should **play an active role** in building a more inclusive society for people of all gender identities



believe a company that is **more inclusive** in its approach to gender identity is more likely to be **successful**

COMMUNICATIONS CAN PERPETUATE OR BREAK DOWN GENDER STEREOTYPES

Most Americans believe companies have played a role in perpetuating gender stereotypes, and they see the power of marketing and communications to flip the script. Americans want companies to embrace inclusivity in the way they engage, and are less likely to interact with companies who are getting it wrong.



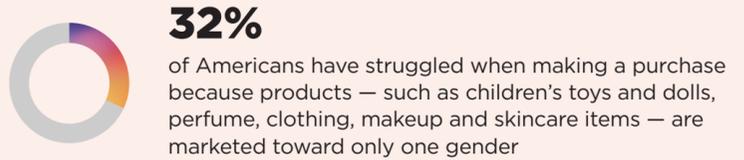
of Americans believe **gender stereotypes** exist partially because of the way companies have represented gender identity in marketing and advertising

say companies should be **more inclusive** in their approach to gender identity in their marketing and advertising

are **less likely to engage** with a company that misrepresents or stereotypes gender identity in advertising, marketing and communications

MARKETING TO ONLY ONE GENDER IS A BARRIER FOR CONSUMERS

Today, one-in-three Americans report they've struggled to purchase a product because of gender-based marketing, and more than half wish companies would be more inclusive in how they bring gender into their products and services. As more Americans embrace all gender identities, companies have the opportunity to meet them where they are – across the spectrum.



COMPANIES CAN LEAD WITH INCLUSIVE ACTION

Through inclusive actions – ones that support and uplift all gender identities – companies can create long-lasting change for their business and in their communities. When asked the top ways companies can support people across the gender spectrum, Americans cited:

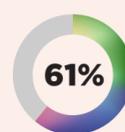
- 43%** Create inclusive company practices that support people, regardless of gender identity
- 36%** Create more products and services that are not marketed to a specific gender
- 35%** Support legislation that protects people of all gender identities
- 30%** Commit to reflect more gender identities in marketing and advertising

GEN Z & MILLENNIALS REPRESENT A GENERATIONAL TIPPING POINT FOR GENDER INCLUSIVITY

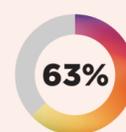
Younger generations, specifically Millennials and Generation Z, are interpreting gender identity in a more inclusive, comprehensive way and bringing the world along with them. As these cohorts become more prominent in their communities, shopping aisles and workplaces, they will continue helping companies rethink traditionally held gender norms.



Have struggled buying a product because it was marketed toward one gender (vs. 32% average American)



Are more likely to believe companies have been active in perpetuating the gender stereotypes that exist in society today



Are more likely to purchase a product that is not marketed toward one gender (vs. 47% average American)

