

# LGBTQ Study

**The study was conducted by MARU/VR&C (formerly the Research & Consulting Division of Vision Critical) and surveyed 814 Canadians (half LGBTQ-identified) in July 2016, on behalf of TELUS**

**The study uncovered how supporting the LGBTQ community positively impacts Canadians' perceptions of a company, both within the LGBTQ community and across the Canadian population as a whole:**

- \* 68 per cent of Canadians and 88 per cent of LGBTQ Canadians think that businesses that support the LGBTQ community are better corporate citizens.
- \* 59 per cent of Canadians and 81 per cent of LGBTQ Canadians think that businesses that support LGBTQ businesses are more innovative.
- \* 64 per cent of Canadians and 86 per cent of LGBTQ Canadians think that businesses that support the LGBTQ community better understand the needs of their customers.
- \* 56 per cent of Canadians and 86 per cent of LGBTQ Canadians are more likely to consider working for businesses that support the LGBTQ community.
- \* 49 per cent of Canadians and 83 per cent of LGBTQ Canadians are more likely to purchase products and services from companies that support the LGBTQ community.

**In summary, if you are not advertising to the LGBTQ community, YOU SHOULD.**

**The above study was published by TELUS in Canada 2016 as part of commitment to diversity and supporting the LGBTQ community.**