

“Una conversación incómoda:
**Salud mental,
LGTBIQ+ e
investigación
de mercados”**”



SO, LET'S TALK ABOUT MINORITIES OR NOT?

38% identify as bisexual

11% uses "homosexual" as a g

49% before the age of 14 iden
another LGBTIQ person in the



Opportunity for the MARKET RESEARCH INDUSTRY



A real inclusion of all audiences

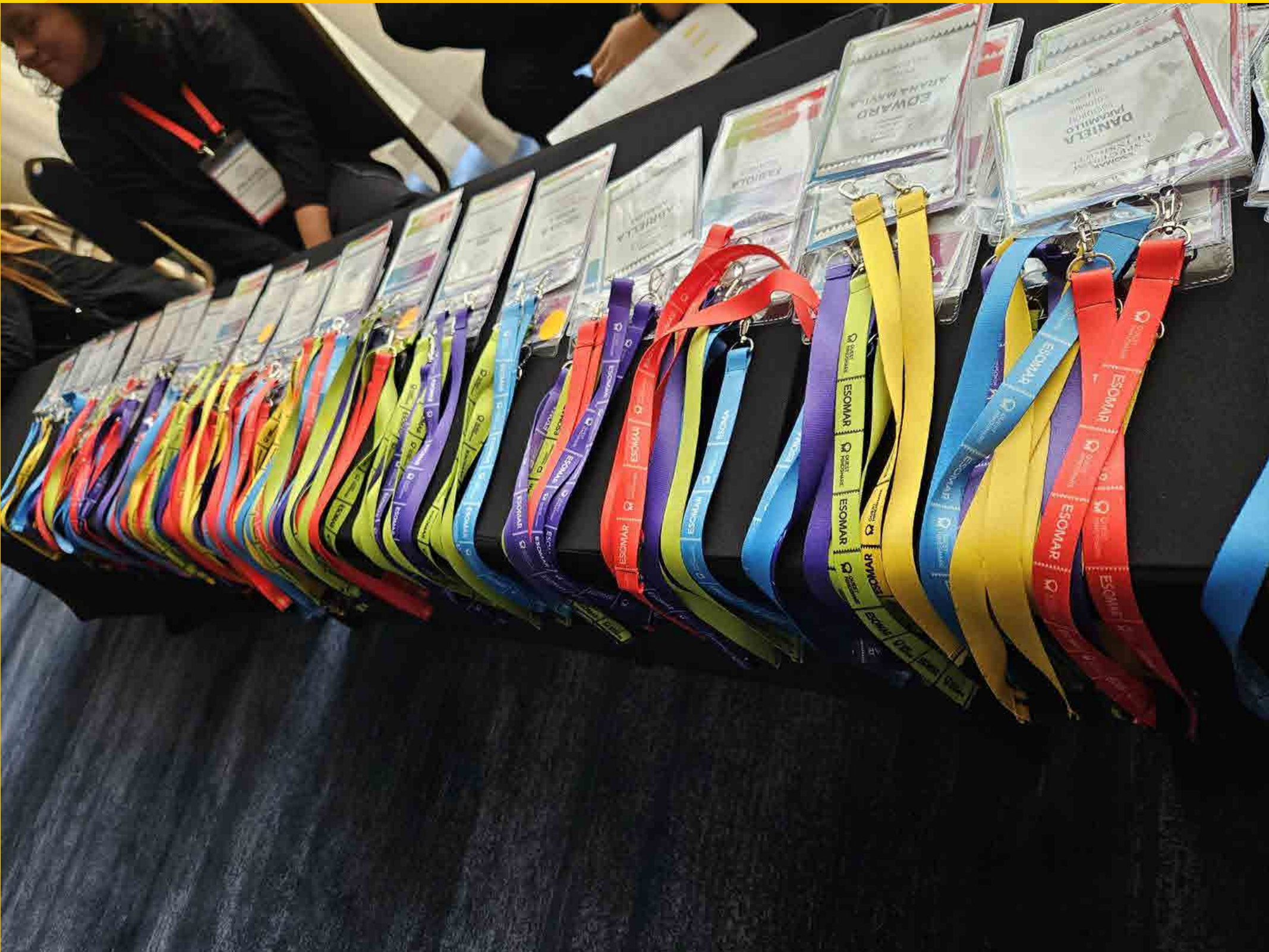
Help to understand the generations evolution

Adopt a mental health perspective

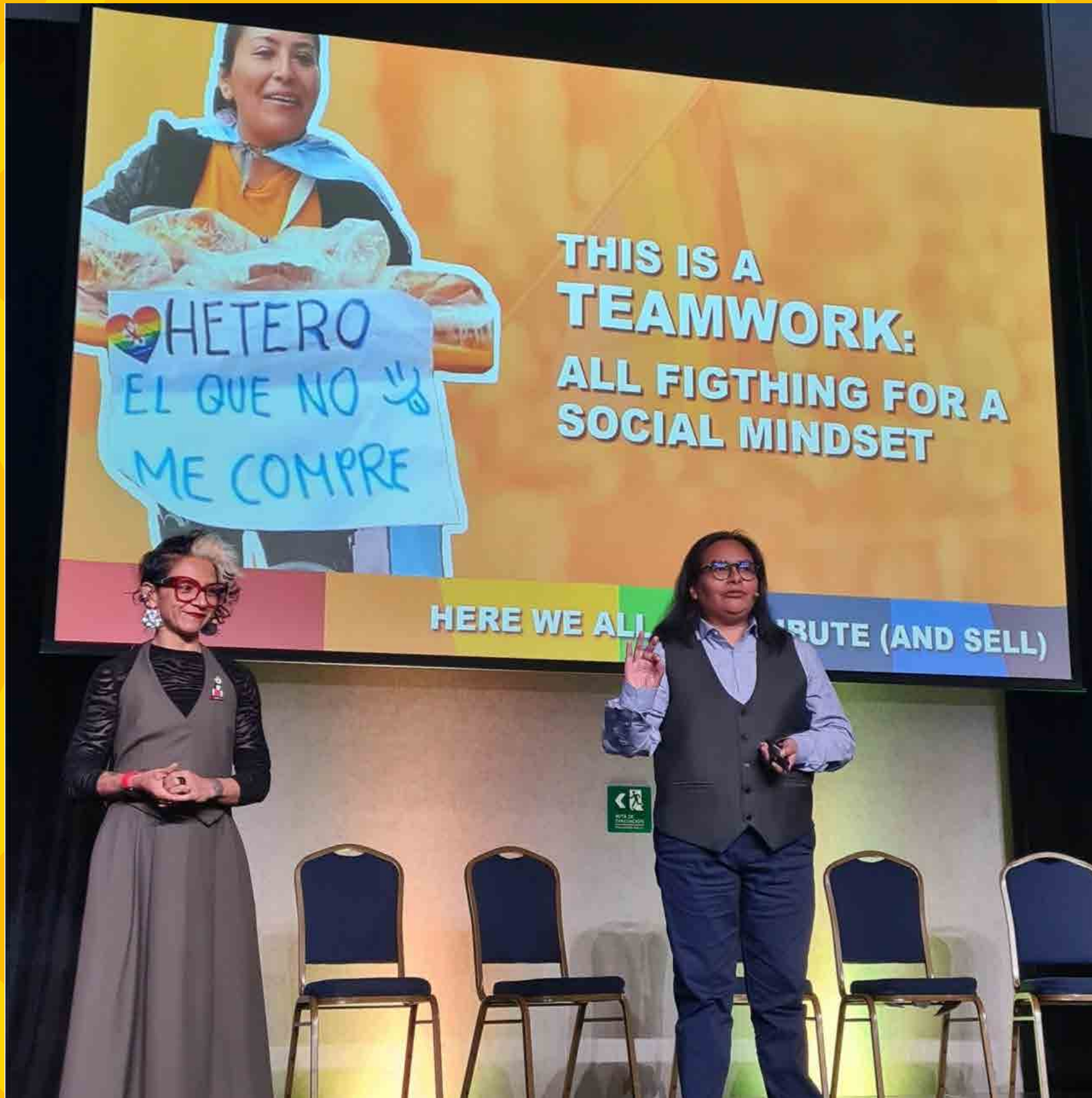
Keep an eye on the children and their gender preferences as a variable

Think on new studies and the future of research









**THIS IS A
TEAMWORK:
ALL FIGHTING FOR A
SOCIAL MINDSET**

HERE WE ALL CONTRIBUTE (AND SELL)



61% believe that brands only consider them during the PRIDE season

87% believe they can be more inclusive

How **into** this in real practice...



