

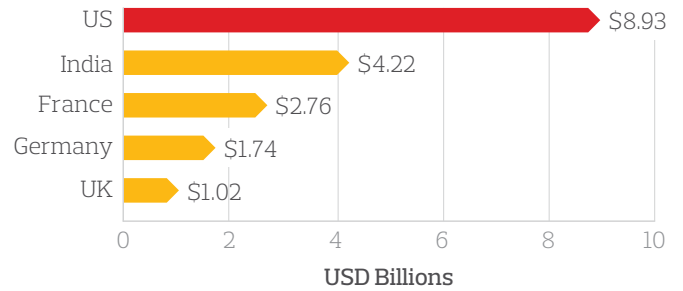
# LEVELING THE LGBTQ PLAYING FIELD

## HOMOPHOBIA IS STILL COMMON IN SPORTS AND WORK

LGBTQ discrimination is still prevalent in sports and can have a dramatic effect on success – on and off the field. It's also bad for business. The US economy could save \$8.93 billion annually if organizations were more effective at promoting diversity and inclusion.



**72% of football fans** have heard homophobic abuse.



## TEAMPRIDE: PROMOTING LGBTQ INCLUSION

Aon teamed up with Manchester United to promote LGBTQ inclusion through the groundbreaking TeamPride campaign. TeamPride reached millions, scoring particularly well in raising awareness of LGBTQ inclusion among the key audience of football fans.



**Nearly 9 million people** in Great Britain have seen the TeamPride campaign.



**69% of sports fans** who saw the campaign think more openly LGBTQ sports personalities would have a positive impact on the culture of sport.

## CREATING A WINNING CULTURE

Developing unmatched talent is at the center of Aon's business strategy. TeamPride is just one example of the firm's commitment to creating a winning and inclusive culture with growth and development opportunities for everyone.



### SOURCES

FOR ALL DATA SOURCES SEE: [WWW.AON.COM/EMPOWERRESULTS](http://WWW.AON.COM/EMPOWERRESULTS)