

Top Insights :

In partnership with



Business and LGBTQ+ Rights in the U.S.

Business has the power to protect LGBTQ + rights

59%
of Americans

say that if business devoted significant resources to protecting the rights of the LGBTQ+community it could have a positive impact.

Most Americans believe that business leaders should lead the charge:

53%

expect CEOs to inform and shape conversations and policy debates about LGBTQ+rights.

Across demographics, Americans seek out employers who take a stand in support of LGBTQ + rights

Overall, U.S. employees say they are

4.5x more likely to work

at a company if it publicly supports and demonstrates a commitment to expanding and protecting LGBTQ+rights.

Sentiment is strongest among communities of color

7x

Black employees

6.5x

Asian employees

more likely to want to work for a company that supports LGBTQ+rights.

Young people and women employees also show strong sentiment

5.5x

Employees ages 18-34

5x

Women employees

Americans are more likely to buy or use brands that support LGBTQ + rights.

If a brand publicly supports and demonstrates a commitment to expanding and protecting LGBTQ+rights, Americans are

2x more likely to buy or use the brand

1 in 5
Americans

aged 18-34 say that protecting the rights of the LGBTQ+community should be a top priority for brands when it comes to allocating money and resources.