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.

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

Most Americans believe that business leaders should lead the charge:

53% expect CEOs to inform and shape conversations and policy debates about 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.

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.

All data is based on general population sample unless otherwise noted. Insights taken from four Edelman Trust Barometer Special Reports using data collected between April and August 2022.