Top Insights:

**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:

- Black employees: 7x
- Asian employees: 6.5x

Young people and women employees also show strong sentiment

- Employees ages 18-34: 5.5x
- Women employees: 5x

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.