

4 Ways Companies Can Support the LGBTQ Community All Year Long



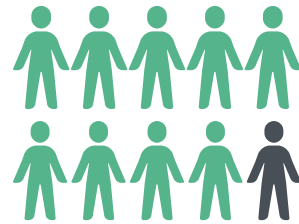
Now more than ever – amidst a record-shattering year for anti-LGBTQ legislation and escalating political attacks – it is important for companies and employers to commit to tangibly supporting LGBTQ people and equal rights.

This brief provides new insight* into what actions companies can take to help the LGBTQ community, according to LGBTQ people themselves.

Support LGBTQ-owned businesses



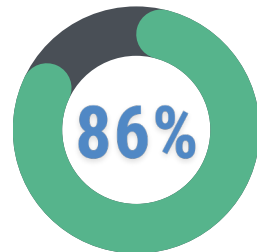
Providing more support for LGBTQ-owned businesses was ranked as the most helpful action that companies could take to support LGBTQ people. **Nine in ten (89%) respondents said that supporting LGBTQ-owned businesses would be helpful.**



Have more LGBTQ representation at work



Supporting LGBTQ representation in the workforce was also a top concern: **86% of LGBTQ respondents said that more LGBTQ representation would be helpful**, including 54% who said more workplace representation would be very helpful.



Give corporate and political donations to LGBTQ causes



Providing support for LGBTQ causes is a key priority among consumers—particularly in the form of direct donations to LGBTQ causes. **The majority (85%) of LGBTQ respondents said that making corporate or political donations to LGBTQ causes would be helpful.**

Speak out publicly against anti-LGBTQ legislation



The vast majority (83%) of respondents said it would be helpful if companies publicly opposed anti-LGBTQ legislation and other assaults on LGBTQ rights, such as proposed bans on gender-affirming care, participation in sports, or classroom censorship.

* Data are from the LGBTQI+ Economic and Financial (LEAF) Survey of 2,505 LGBTQI+ adults, conducted in December 2022. To read the report, click here: