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: The LGBTQI+ Economic and Financial (LEAF) Survey Report