

LGBTQ+ VIEWS ON DEI ROLL-BACKS AND CORPORATE SUPPORT FOR THE LGBTQ+ COMMUNITY

Results from the HRC Foundation 2024 LGBTQ+ Climate Survey

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Results from the Human Rights Campaign Foundation's (HRCF) 2024 LGBTQ+ Climate Survey reveal the importance and popularity of Diversity, Equity, and Inclusion (DEI) programming, and other forms of corporate support for the LGBTQ+ community, for U.S. LGBTQ+ adults. Even as DEI programming is coming under attack, the LGBTQ+ community, with its \$1.4 trillion in spending power, remains steadfast in its desire to see corporations continue their support for their LGBTQ+ employees and consumers. The community is also prepared to change purchasing habits, speak out, and even change jobs if this support goes away.

Investments in DEI, through the workforce, supply chain, marketing, and more, can make a significant impact on a shareholder's return on investment, consumers, employees, and a company's bottom line--AND it remains incredibly popular. [Washington Post-Ipsos polling](#) from April of this year found that the vast majority of Americans--almost 7 in 10 (69%)--think it is a good thing when companies adopt corporate DEI programs, with over half (54%) noting that LGBTQ+ employees specifically benefit from DEI programs. According to [new data from Edelman](#), 60% of people say an inclusive work culture with a well-supported diversity program is critical to attracting and retaining them as employees. And research has consistently found that [companies who institute programs and practices to support their LGBTQ+ employees benefit](#) from higher productivity, stronger recruitment, lower turnover, and increased employee satisfaction.

Results from the HRCF 2024 LGBTQ+ Climate Survey reveal the popularity of DEI programming for LGBTQ+ adults in the U.S., and how companies stand to suffer if this programming is rolled back.

DEI ROLLBACKS ARE UNPOPULAR

+ When asked how they would feel if they learned a company had rolled back trainings, programs, or positions related to DEI

- **75.7%** of LGBTQ+ adults would have a less favorable opinion of the company
- **15%** would have their opinion unchanged
- **9.3%** would have a more positive opinion



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DEI ROLLBACKS CARRY SUBSTANTIAL RISK TO COMPANY BOTTOM LINES

- **8 in 10 (80.1%)** LGBTQ+ adults would **boycott a company** that rolled back DEI initiatives, including stopping shopping at, utilizing, and/or purchasing its services
- **Over half (52.5%)** would **urge others to boycott the company**, including posting negative company reviews and sharing their concerns on social media
- **Over half (51.7%)** would **delete any account**, app, credit card, and/or profile they had with the company
- **Over a quarter (27.9%)** would attend a protest or sign a petition against the company for their DEI rollback

Three-quarters (75.7%)

of LGBTQ+ adults would have a **less favorable opinion** of a company that rolled back their DEI initiatives.

Eight-in-ten (80.1%)

LGBTQ+ adults would **boycott a company** that rolled back their DEI initiatives.

...WHILE HARMING LGBTQ+ EMPLOYEES, AND POTENTIALLY COSTING THEIR JOBS

- **Three-quarters (72.4%)** of LGBTQ+ adults would **feel less included or accepted at work** if their employer rolled back DEI initiatives
- **Two-thirds (66.6%)** would **feel less safe** at work
- **Over half (54.0%)** would see their **mental health suffer**
- **6 in 10 (58.3%)** would **voice concerns to leadership** and their supervisors
 - However, **a third (35%)** would **fear retaliation** if they spoke up
- **One-third (33.6%)** would see their **productivity at work suffer**
- **One-fifth (19.6%)** would **quit or start looking** for a new job

One-fifth (19.6%)

of LGBTQ+ adults would **quit or start looking for a new job** if their company rolled back their DEI initiatives

COMPANIES CAN DEMONSTRATE SUPPORT THROUGH ACTION

+ The vast majority of the LGBTQ+ adult population see a company's participation in, and high score on, the HRC Foundation's Corporate Equality Index (CEI) as indicative of support for the LGBTQ+ community

- **Over 95%** state that a company scoring 100% on the HRC CEI would indicate the **company supports the LGBTQ+ community**
- **Half (50.2%)** state that a score of 100% would **indicate "strong support"** for the LGBTQ+ community

+ Other popular actions include supporting pro-equality policies, donating to LGBTQ+ causes, conducting outreach to the LGBTQ+ community, and sponsoring Pride festivities.

	Shows no support	Shows any support (NET)	Shows a little support	Shows some support	Shows strong support
Supports public policy that advances LGBTQ+ rights	4.2%	95.8%	5.5%	22.5%	67.8%
Conducts LGBTQ+ outreach year round	6.2%	93.8%	6.9%	26.2%	60.7%
Scores 100% on the HRC Corporate Equality Index (CEI)	6.5%	93.5%	11.9%	31.3%	50.2%
Donates money to LGBTQ+ nonprofits	6.5%	93.5%	8.7%	37.7%	47.1%
Has out/visible LGBTQ+ leadership	9.6%	90.4%	9.7%	32.0%	48.6%
Features LGBTQ+ representation in ads/marketing/website	12.0%	88.0%	20.5%	41.4%	26.2%
Sponsors a local Pride celebration	12.3%	87.7%	22.2%	43.9%	21.7%

Methodology

The HRC Foundation, in conjunction with [Community Marketing & Insights \(CMI\)](#), and LGBTQ+ owned research firm, fielded the 2024 LGBTQ+ Climate Survey online between August 8-18, 2024. Respondents were purposefully sampled from CMI's [LGBTQ+ Research Panel](#), a proprietary panel of over 50,000 LGBTQ+ identified adults, to ensure a diverse set of respondents, with supplemental recruitment conducted through HRCF networks for hard-to-reach populations.

A total of 2,490 LGBTQ+ adults (age 18+) from all 50 states and Washington, DC completed the survey, with 2,432 eligible for analysis due to having valid data on demographics and key analysis variables.

Population-based survey weights were then constructed by HRC Foundation staff to ensure the sample approximated the demographics of the U.S. national LGBTQ+ population, including age, race/ethnicity, gender identity, educational attainment, and geographic region, as measured in the Census Bureau's [Household Pulse Survey](#) (Phases 4.0 -4.1, from January 9 - July 22, 2024), and political affiliation, as reported in the PRRI [2023 American Values Atlas](#). All survey weights were constructed using Stata's [ipfraking program](#), and verified using hand calculations.

Reported results have a margin of error of +/- 4.6%