



THE BUSINESS CASE FOR THE EQUALITY ACT

TOP TAKEAWAYS

- Including LGBTQ people in America's nondiscrimination protections would deliver real value to large and small businesses and to national, state, and local economies.
- Businesses support **adding LGBTQ people to our nondiscrimination laws, modernizing those laws** for all Americans, **harmonizing laws nationwide, and codifying Supreme Court decisions to ensure clarity for everyone.**
- **76% of Americans support nondiscrimination policy.** [source: [PRRI](#), 2021]
- **Nondiscrimination is about respect for people of all backgrounds and faith traditions** - that's why [94%](#) of America's biggest companies have inclusion policies that include LGBTQ people as well as religion, race, and more. [source: 2021 CEI]

TALENT

- Competitiveness for talent requires that the places where we operate are safe, welcoming, and free from discrimination for team members and their families.
- **Educated workers vote with their feet**, and nondiscrimination laws influence decisions about where to put down roots.

OPERATIONAL HARMONY

- Our current patchwork (21 states and hundreds of cities with nondiscrimination laws) creates **uncertainty and unpredictability** and demands a federal solution for businesses operating across multiple states.
- A federal standard will give us **clarity on our responsibilities** to employees and customers.

TOURISM

- Conventions, events, and leisure tourism are **more competitive when it's clear that everyone is welcome.** 2/3 of meeting planners have said they'll avoid states with anti-LGBTQ laws. [source: [Meetings & Conventions Magazine](#)]
- **Tourism competitiveness is on an uneven playing field**, with host cities facing costly cancellations due to lack of a national standard.

INCLUSION FOSTERS INNOVATION

- A peer-reviewed study found that nondiscrimination makes states more innovative, with 30% more patents filed and an influx of innovators. [source: [Harvard Business Review](#)]
- Lack of a federal law keeps many LGBTQ people in the closet, with [documented impacts](#) on their mental health, wellness, productivity, and ability to innovate.