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# Voters Strongly Disapprove of Companies Funding LGBTQ+ Hate

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## Introduction

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In recent months, a wave of anti-LGBTQ+ bills surged in state legislatures across the nation, spreading dangerous hate speech, fomenting violence, and threatening the lives of LGBTQ+ youth.

In this alarming context, we celebrate Pride, a celebration that has grown enormously since its inception over 50 years ago. The largest of these celebrations are funded by dozens of corporations that pay millions of dollars to be a part of Pride. These corporations claim to be allies of the LGBTQ+ community, but our research indicates that many are, in fact, actively making campaign contributions to politicians that sponsor anti-LGBTQ+ legislation.

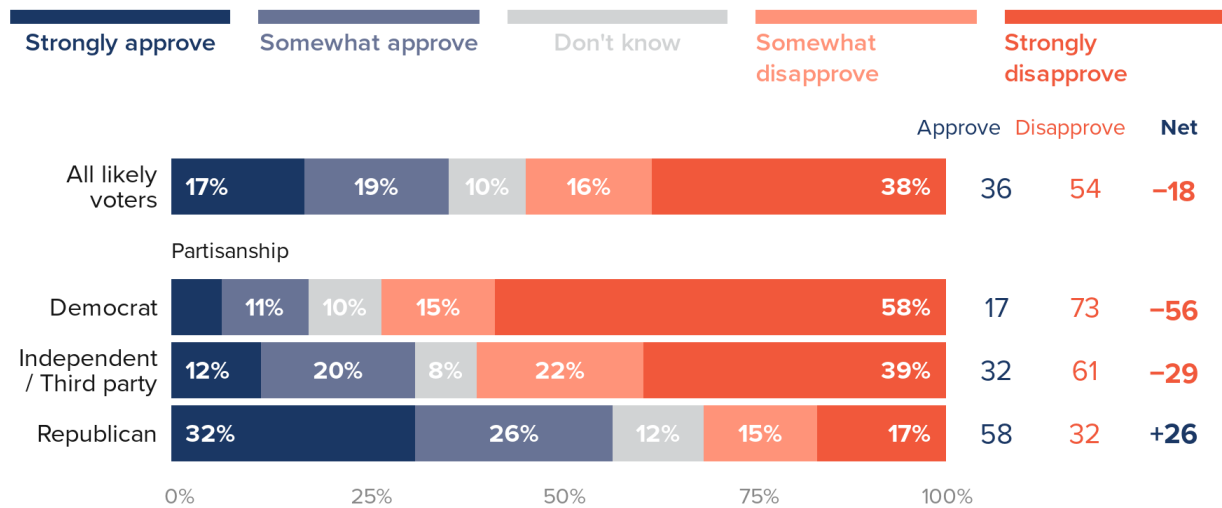
New polling from Data for Progress shows that a majority of likely voters disapprove of corporations that donate to politicians who sponsor anti-LGBTQ+ legislation. This opposition to corporations includes 73 percent of Democrats, 61 percent of Independents, and a third of Republican voters. The types of bills tested are alive in legislatures today, in the form of policies that ban discussions of gender identity and sexual orientation in schools, restrict transgender youth participation in sports, and prevent youth from receiving gender-affirming treatment.

# A Majority of Likely Voters Disapprove of Companies That Fund Anti-LGBTQ+ Politicians

A number of national corporations have made campaign donations to lawmakers who sponsor the following types of bills:

- Banning any discussion of gender identity and sexual orientation in schools
- Restricting the ability of transgender students to play on sports teams
- Preventing people from receiving gender-affirming treatment

Do you approve or disapprove of corporations making donations to lawmakers who sponsor legislation that targets LGBTQ+ issues?



May 4–9, 2022 survey of 1,157 likely voters

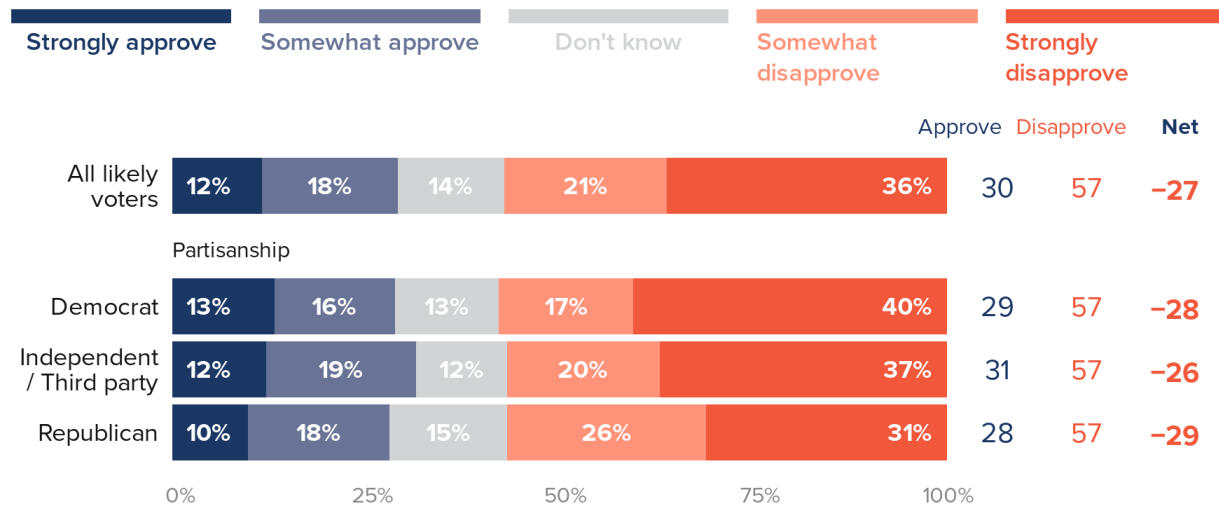
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Many of the corporations that make political contributions to sponsors of anti-LGBTQ+ legislation simultaneously donate to LGBTQ+ organizations and Pride celebrations in order to gain access to this market, participate in Pride events, and present themselves as allies to the LGBTQ+ community. When asked about their attitudes toward the corporations with conflicting interests, voters disapprove of such corporations by a -27-point margin, which includes majorities of Democrats, Independents, and Republicans.

# Voters Strongly Disapprove of Companies That Donate to Both LGBTQ+ Organizations and Anti-LGBTQ+ Politicians

Some corporations donate to lawmakers who sponsor legislation that targets LGBTQ+ issues and also donate to LGBTQ+ organizations and Pride, which are events that celebrate LGBTQ+ rights and the community.

Do you approve or disapprove of corporations that donate to lawmakers who sponsor anti-LGBTQ+ legislation and also sponsor LGBTQ+ organizations and Pride celebrations?



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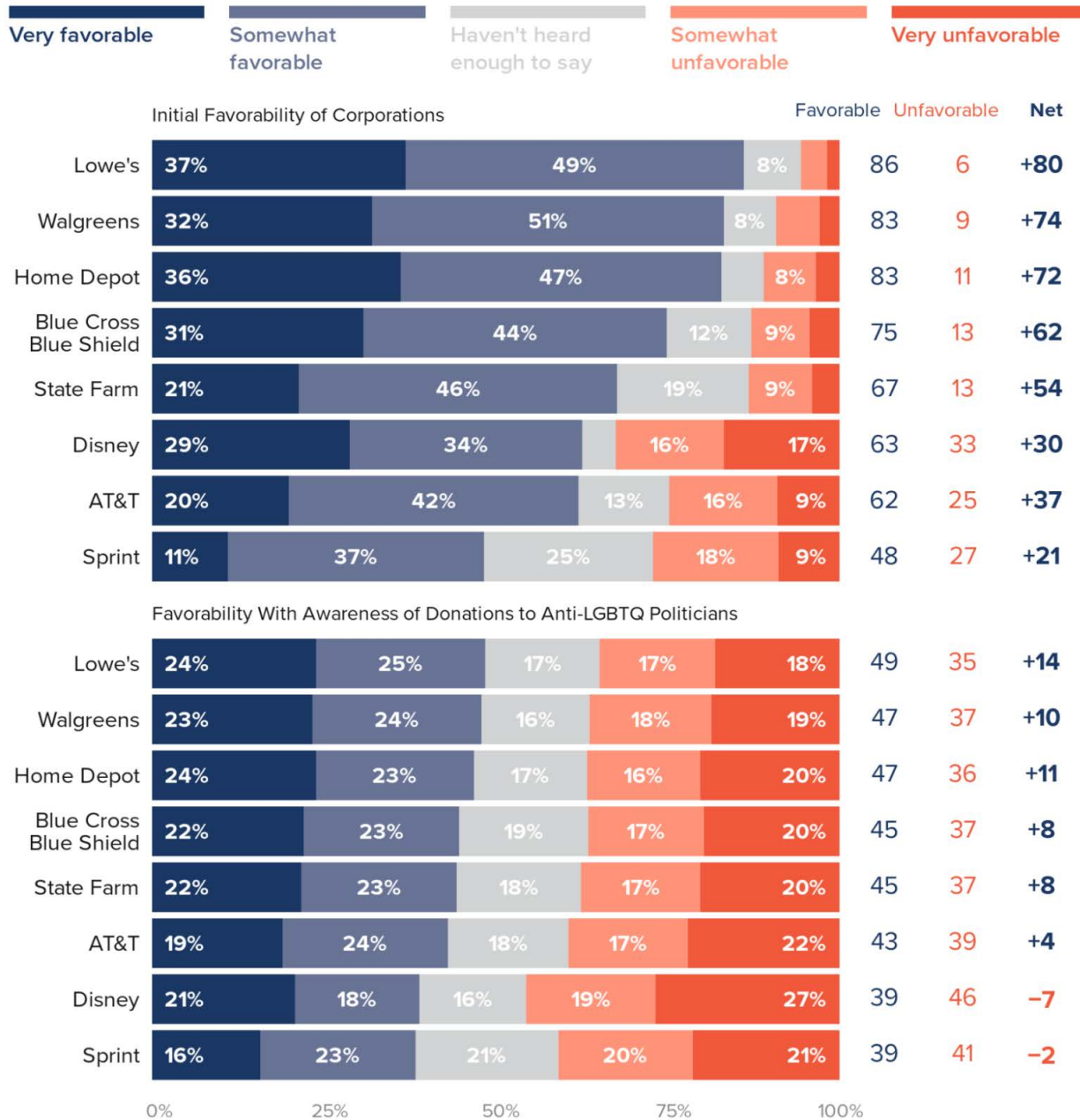
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We initially asked voters if they have a favorable or unfavorable opinion of the following list of national corporations that have donated to anti-LGBTQ+ lawmakers: AT&T, Blue Cross Blue Shield, Disney, Home Depot, Lowe’s, Sprint, State Farm, and Walgreens. Majorities of voters have positive opinions of nearly all of these companies. However, each company suffers a significant decrease in favorability when it is revealed that they support anti-LGBTQ+ politicians. While more than 80 percent initially have a favorable view of Lowe’s, Walgreens, and Home Depot, less than half of voters hold the same opinion of the companies when informed of their contributions.

**The stark decline in favorability of these corporations shows that voters do not support anti-LGBTQ+ legislation; therefore, supporting anti-LGBTQ+ lawmakers is detrimental to corporations’ public image.**

# Voters' Favorability Decreases When Aware That a Company Supports Politicians Who Sponsor Anti-LGBTQ+ Bills

Do you have a favorable or unfavorable view of the following institutions?



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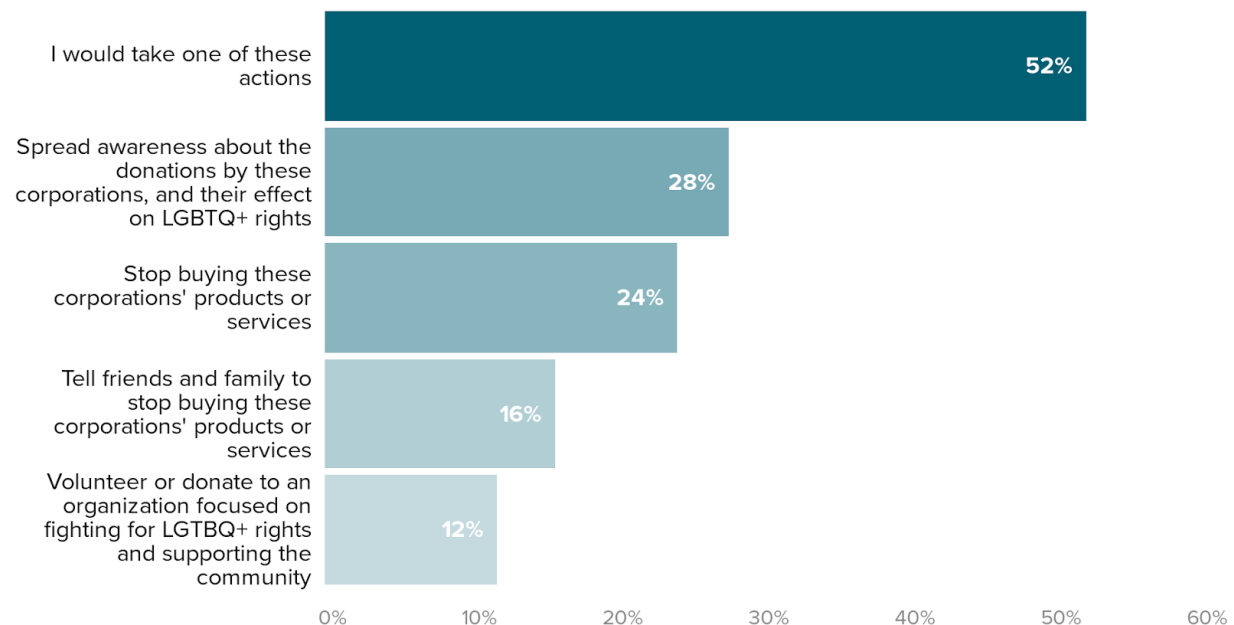
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Funding the campaigns of lawmakers who sponsor legislation that targets the LGBTQ+ community matters to voters and will be punished. A majority of likely voters report that knowing about these donations would galvanize action against AT&T, Blue Cross Blue Shield, Disney, Home Depot, Lowe's, Sprint, State Farm, and Walgreens. Nearly a quarter of voters would stop buying products from the corporation, and 16 percent would also tell friends or family to not support the corporation. Twenty-eight percent of voters say that they would spread awareness about the donations.

## A Majority of Voters Would Take Action Against Companies That Donate to Anti-LGBTQ+ Politicians

Which of the following actions, if any, would you take in response to learning about the donations by AT&T, Sprint, Walgreens, Lowe's, Home Depot, Disney, Blue Cross Blue Shield, and State Farm? Please select all that apply



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The wave of anti-LGBTQ+ legislation is discriminatory, demeaning, and dangerous. National corporations cannot continue to financially support politicians whose legislation unabashedly threatens the lives and well-being of LGBTQ+ youth and the community. This polling shows that voters will not stand for corporations that call themselves allies of the LGBTQ+ community yet simultaneously donate to anti-LGBTQ+ politicians. Corporations need to align themselves with voters and stand up in opposition to these harmful policies.

**Kirby Phares** is a polling analyst at Data for Progress.

## Survey Methodology

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*From May 4 to 9, 2022, Data for Progress conducted a survey of 1,157 likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, and voting history. The survey was conducted in English. The margin of error is  $\pm 3$  percentage points.*