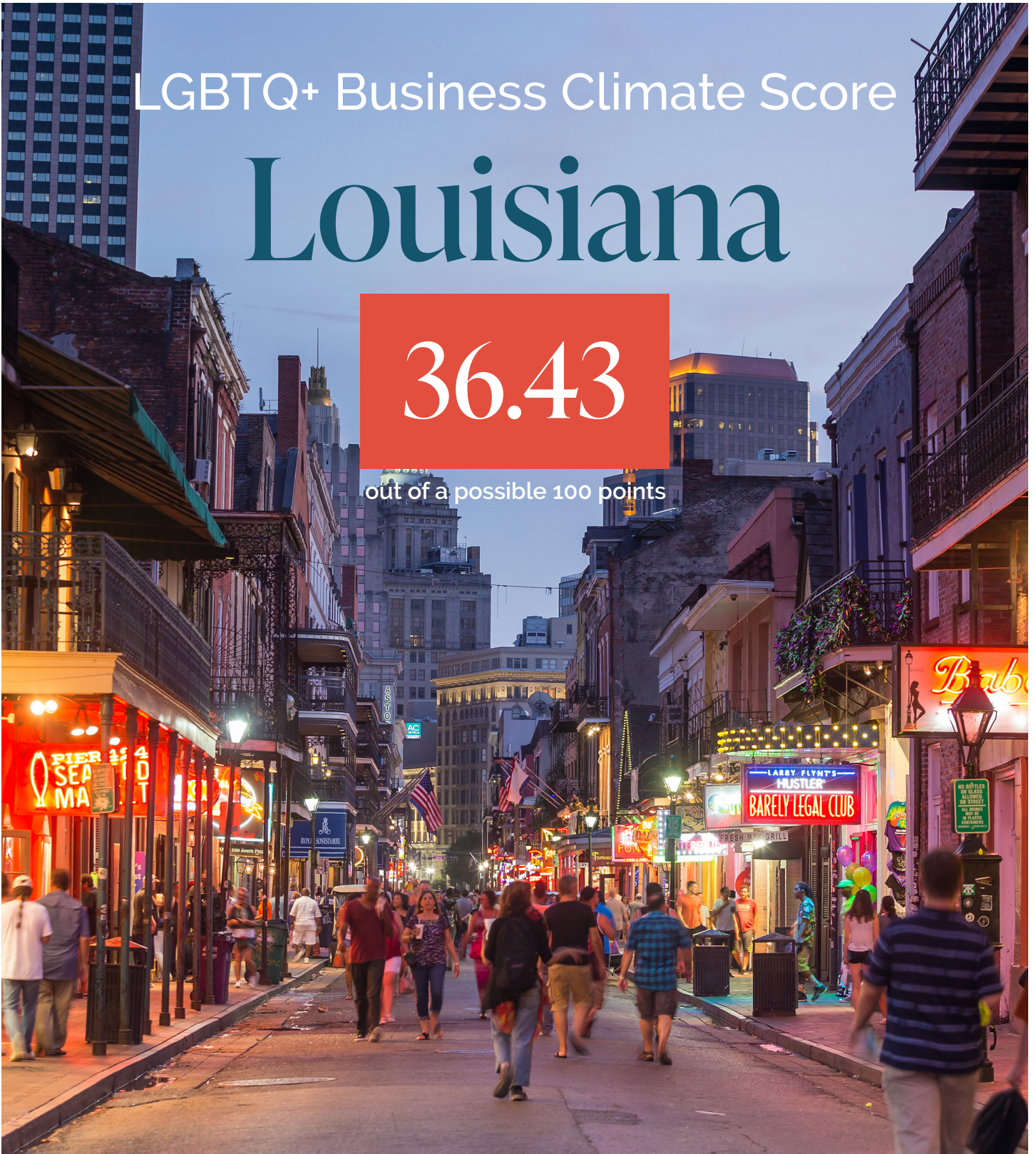


LGBTQ+ Business Climate Score

Louisiana

36.43

out of a possible 100 points



Out Leadership's Business Climate Index for the 50 United States is an assessment of states' performance on LGBTQ+ inclusion. It measures the impact government policies and prevalent attitudes have on the LGBTQ+ people residing in each state, quantifying the economic imperatives for inclusion and the costs of discrimination. It equips business leaders and policy makers with a clear sense of the most impactful steps states can take to make themselves more hospitable to forward-thinking, innovative, inclusive businesses.

Color Coding

NO RISK	LOW RISK	MODERATE RISK	NOTABLE RISK	HIGH RISK
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For more context around these scores, and to learn more about the criteria we used to assess how state laws, actions and attitudes toward LGBTQ+ people create business and talent risks, please visit www.outleadership.com/staterisk

Louisiana



Legal & Nondiscrimination Protection

Louisiana has no statewide nondiscrimination laws protecting people on the basis of sexual orientation or gender identity. Two cities provide these protections at a municipal level, and three others provide them only to public employees. It's possible to amend gender markers on driver's licenses and birth certificates, but they both require physician sign-off that the applicant has had gender confirmation surgery.

3/20



Youth & Family Support

There is no ban on conversion therapy in Louisiana. There are no laws restricting same-sex couples from adopting, but there are also no laws that keep adoption agencies from refusing them on religious grounds. Children in foster care are protected from discrimination on the basis of sexual orientation but not gender identity.

6.73/20



Political & Religious Attitudes

The state's two U.S. Senators have extensive records of voting and speaking in ways that seek to halt LGBTQ+ equality and inclusion. The current Governor consistently supports LGBTQ+ equality and inclusion. Louisiana has a Religious Freedom Restoration Act.

10.2_{/20}



Health Access & Safety

Knowing transmission of HIV is a felony punishable by up to a decade in prison.* Hate crimes laws cover sexual orientation but not gender identity. The state doesn't require trans health coverage for either public or private insurers.

6.5_{/20}



Work Environment & Employment

15% of transgender employees in Louisiana reported being harassed in the past year due to their gender identity, and 29% report mistreatment such as having someone at work share private information about their gender. 33% of LGBTQ+ individuals in Louisiana reported food insecurity, compared to 21% of non-LGBTQ+ people. Up to 33% of LGBTQ+ individuals in Louisiana reported making less than \$24,000 per year. 12% of LGBTQ+ individuals report unemployment in Louisiana, nearly double the rate for non-LGBTQ+ people (7%).

10_{/20}

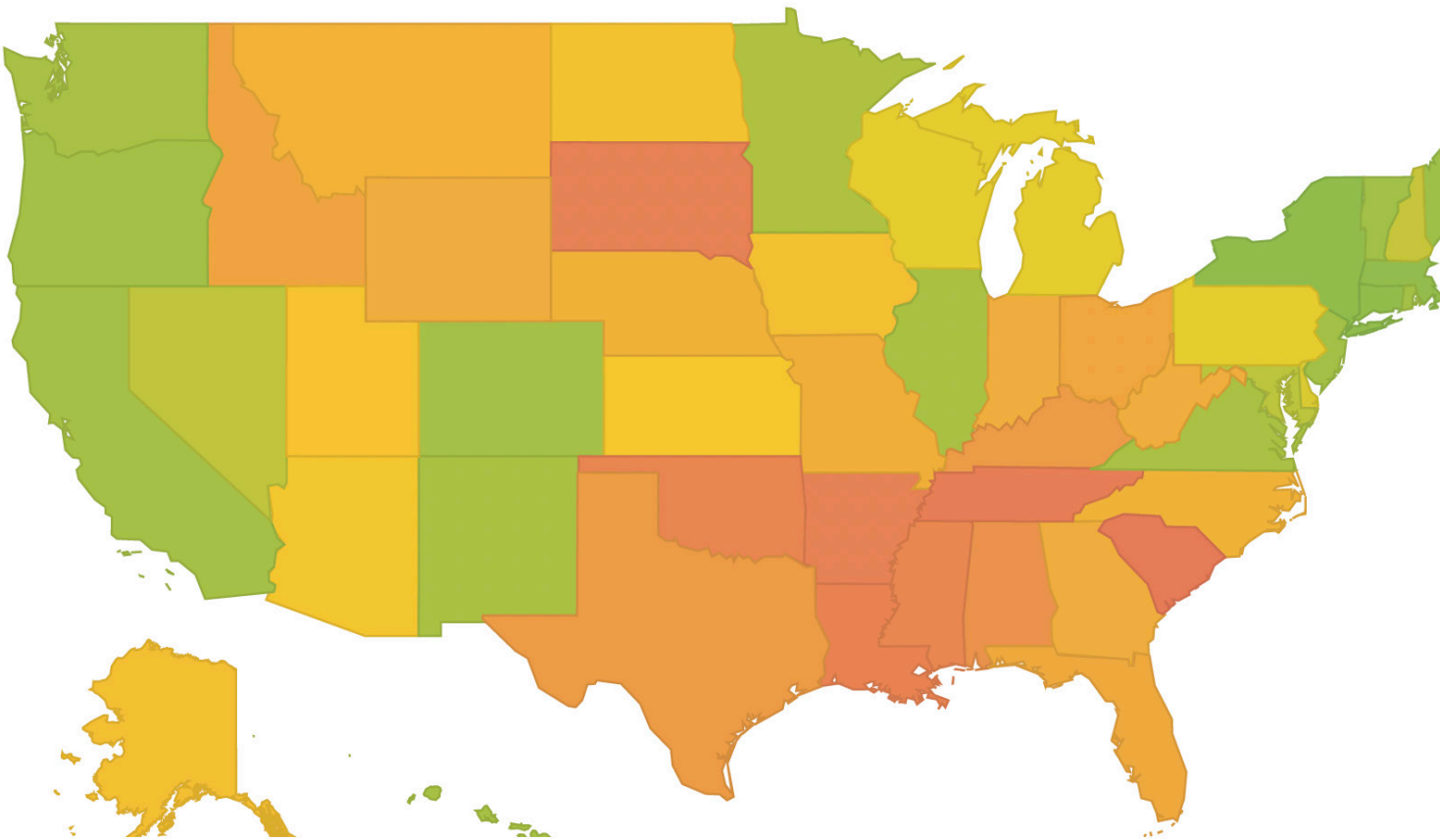
A Note on Methodology

Download this report to learn how and why Out Leadership created the LGBTQ+ Business Climate Index for the 50 U.S. States, with important details about our methodology, including our data standards and practices. NOTE: *HIV criminalization laws are discriminatory and ineffective. These laws fail to account for advances made in treating and controlling HIV, may deter people from getting tested and seeking treatment, and can exacerbate the stigma targeting people living with HIV and LGBTQ+ people.



United States Heat Map

The legal and cultural situation for LGBTQ+ people varies widely across the country. This map, based on each state's total Business Climate Score, illustrates the states where LGBTQ+ people are empowered to participate more fully and openly in the economy, and the states that are lagging behind.





Louisiana Talking Points

3.9% of Louisianans identify as LGBTQ+. Conservatively, that's LGBTQ+personal income of \$8.2 billion – it's a market my business can't afford to ignore.

When LGBTQ+ employees don't feel welcome at work, they're less likely to stay, and employee turnover is a drag on the state economy and business competitiveness. It costs companies an average of \$8,318 to replace an employee in Louisiana, and it can cost up to \$443,274 to replace senior executives. Louisiana and the businesses operating there have strong financial incentives to create inclusive workplaces in the interest of keeping these costs down.

Nondiscrimination policies allow LGBTQ+ people to participate more fully in the economy.

Millennial and Gen Z consumers prefer to do business with companies with LGBTQ+ friendly advertising and policies – 54% say they're more likely to choose an LGBTQ+ inclusive brand over a competitor – which is why it's important that Louisiana to foster a business environment where being inclusive is supported.

State leaders should set a welcoming, not a stigmatizing tone.

Louisiana has a regressive attitude towards trans-inclusive health coverage. Treating trans people as unequal makes us look complicit if we choose to do business in Louisiana – equality is good for everyone's bottom line.

Regional Context

The Southeast

Out Leadership and FCB partnered on original market research into the attitudes of American workers on LGBTQ+ inclusion, which fielded in 2019 and 2020. These briefs as a whole will be updated on an ongoing basis by Out Leadership because we recognize the ever-changing nature of policy on the local, state, and national level.

LGBTQ+ workers in the Southeast are the most likely to be out at work (54.4%), but they are also 25% more likely to feel that covering behaviors are important for work place success. More broadly, non LGBTQ+ workers in this region preferred for businesses to demonstrate their support for the LGBTQ+ community using internal initiatives (like hiring more LGBTQ+ employees and creating more inclusive HR policies). However, this group was 57% less likely to approve of more public demonstrations of support (like withdrawing sponsorship from sporting events in less inclusive areas). LGBTQ+ workers in this region are 39% more likely to support inclusive businesses and 17% more likely to consider LGBTQ+ friendliness in making spending decisions compared to the non-LGBT workers nationwide. However, there is a perception that state leadership speaks about the LGBTQ+ community in a more negative way (39% more likely than nationwide), which could partially explain why LGBTQ+ workers in the Southeast are 19% more likely to say that they would be open to moving to a state with better LGBTQ+ support.

Unless otherwise noted, all comparisons for more or less likely are compared to the National results. Regional results are based off of 1,500 respondents (LGBTQ+ and Non-LGBTQ+ responses have been weighted to be age-representative for each audience in each region). National results are based off of 600 respondents representative of each audience (LGBTQ+ vs Non-LGBTQ+).

States in the Southeast region included: Alabama, Arkansas, Kentucky, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia.



Current Legal Status of LGBTQ+ People in Louisiana

Legal status of the Lesbian, Gay and Bisexual Community

Louisiana does not have statewide non-discrimination laws inclusive of sexual orientation or gender identity. New Orleans and Shreveport have those protections; Alexandria, Baton Rouge, Lafayette, Lake Charles, and Jefferson offer similar protections only to public employees.

Children in foster care are protected from discrimination based on sexual orientation but not gender identity.

Teachers in Louisiana are prohibited from discussing LGBTQ+ topics in a positive manner.

There are no laws restricting same-sex married couples from adopting. The state had a prohibition in place, but it was ruled unconstitutional in 2014. Under current Louisiana law, same-sex married couples must be able to adopt under the same terms and conditions of opposite sex married couples.

Louisiana does not have a law allowing adoption agencies to discriminate based on religious beliefs, but it also does not have a prohibition on adoption agencies discriminating based on religious beliefs.

A 2016 Louisiana law prohibits surrogacy contracts for same-sex couples.

Louisiana has a Religious Freedom Restoration Act that prohibits the government from substantially burdening a person's exercise of religion unless it is in furtherance of a compelling governmental interest and is the least restrictive means of furthering such interest. A "person" includes an individual, a church, association of churches or religious order, and nonprofit religious organizations. The law allows religious freedom to be used as a defense in lawsuits between private citizens.

In Louisiana, knowingly exposing another person to HIV is punishable by up to 10 years in prison (with or without hard labor) and/or a \$5,000 fine. If the plaintiff is a first responder, the penalties rise to 11 years and/or \$6,000. Defendants must also register as sex offenders.

Louisiana's hate crime law includes sexual orientation and perceived sexual orientation, but does not include gender identity.

Louisiana does not have a ban on conversion therapy.

Legal Status of the Transgender Community

To update the gender marker on a birth certificate, an individual must receive a court order, and the court requires proof of surgery. After receiving a court order, the person must apply for a new birth certificate by submitting a certified copy of the court order, a copy of the original birth certificate, a copy of a driver's license or photo ID, and a check or money order to Louisiana Vital Records.

To update the gender marker on a driver's license, an individual must submit a statement signed by a physician stating that the individual has completed a successful gender change or reassignment (the word "surgery" isn't used in the policy).

Louisiana has no explicit policy regarding transgender health coverage, which means it doesn't require it, nor does it prohibit insurance companies from excluding transgender healthcare.

Government Statements and Actions

A state senate bill that would ban trans girls from playing girl's sports passed in committee in May 2021. However, a parallel bill was rejected by the House Education Committee, and Governor John Bel Edwards has voiced an intention to veto should it reach his desk.

Peyton Rose Michelle became the first openly trans woman elected official — and the second openly trans person overall — in Louisiana history when she won a seat on the Democratic State Central Committee for the 46th District A in the 2020 elections.

A bill was introduced during the 2021 legislative session that would ban LGBTQ+ discrimination in housing. It was rejected in committee.

Democratic Governor John Bel Edwards tried to enforce LGBTQ+ non-discrimination laws for all public employees through an executive order in 2016. A state court threw out the order and, in 2018, the state's Supreme Court declined to hear his appeal.

Shortly after taking office, Edwards rescinded an executive order from predecessor Bobby Jindal that allowed state agencies and businesses that get public funding to deny services to LGBTQ+ people on religious grounds.

Impact of LGBTQ+ Discrimination on Business Talent

1 NO RISK

2 LOW RISK

3 MODERATE RISK

4 NOTABLE RISK

5 HIGH RISK

For more context around these scores, and to learn more about the criteria we used to assess how state laws, actions and attitudes toward LGBTQ+ people create business and talent risks, please visit www.outleadership.com/staterisk

Brand Risk

5 HIGH RISK

Companies incur high risk to their brands by operating in Louisiana, where there are no statewide LGBTQ+ inclusive nondiscrimination protections and the governor was blocked from extending them to public employees at the state level. The state's senators have negative voting records on LGBTQ+ issues, and stand vocally against LGBTQ+ interests.

Client Risk

5 HIGH RISK

There is notable risk of LGBTQ+ or strong ally clients pulling their business from companies operating in Louisiana in light of the state's business climate and reputation.

Talent Risk

4 NOTABLE RISK

LGBTQ+ professionals are likely to consider Louisiana's legal and social environment unfriendly. There is no statewide LGBTQ+ inclusive nondiscrimination law, which makes working in North Carolina unattractive to LGBTQ+ talent.

Marketing Risk

5 HIGH RISK

There is notable risk involved in marketing to the LGBTQ+ community in Louisiana, where there is no statewide LGBTQ+ inclusive nondiscrimination law, gender identity is not protected under state hate crimes legislation, no statewide restrictions exist on the practice of conversion therapy, and religious freedom laws that consider institutions as people are in place.

Future Risk

1 NO RISK

Louisiana has a divided government, and recent years have seen a dwindling number of discriminatory bills filed. We do not see risk of a negative event in the foreseeable future.



Socio-cultural Environment of LGBTQ+ People in Louisiana

Status of LGBTQ+ Organizing and Community

A bill proposed in 2021 that would have barred minors from receiving gender-affirming care without both parents' written consent was dropped after a large public outcry. 400 people voiced opposition to the bill and zero voiced support.

New Orleans is regularly deemed one of the most welcoming cities in America for LGBTQ+ people.

New Orleans's annual LGBTQ+ event, Southern Decadence, will celebrate its 51st year in 2022. It regularly attracts upwards of 250,000 attendees.

The city also had a pride parade that was to celebrate its 10th anniversary in 2020. After that year's event was canceled by COVID-19, it was disbanded.

Cultural Views of the LGBTQ+ Community

51% of Louisiana residents oppose allowing small businesses to discriminate against LGBTQ+ people on religious grounds.
63% of Louisianans favor LGBTQ+ discrimination protections.

In April 2019, a straight Mississippi man was beaten so severely his jaw was broken in two places because attackers thought he was gay.



Partners

Our partnerships make our work possible. The first State LGBTQ+ Business Climate Index released in 2019 was funded by a grant from the Gill Foundation. The Index is based on data graciously shared by the Movement Advancement Project and the Williams Institute. Ropes & Gray is our pro bono legal partner for the CEO Business Briefs globally, and their research informs this Index. FCB partnered with us to conduct original market research into American attitudes toward LGBTQ+ workplace inclusion, informing the Regional Context section of the State CEO Briefs. America Competes supported the development of the scoring for the Risk Assessments, particularly for the Future Risk score.

