



LGBTQ+ Business Climate Score

out of a possible 100 points

87.0

NO RISK

Oregon

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



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 outleadership.com/driving-equality/us-state-ceo-briefs/

Oregon



Legal & Nondiscrimination Protection

The Legal and Nondiscrimination Protections section includes two subsections: The **Personal Legal Scale** assesses the state's laws directly impacting LGBTQ+ individuals. This includes processes for transgender people to change their gender markers on birth certificates and driver's licenses, as well as protections for individuals in housing, the workplace, public spaces, foster care, and more. **Two Nondiscrimination Protections Scales** assess the extent to which LGBTQ+ people are protected under state law. One evaluates nondiscrimination laws related to employment and the other evaluates any nondiscrimination laws related to housing, public accommodations, credit and lending.



Youth & Family Support

The Youth and Family Support section contains three subsections. The **Family Support Scale** measures how supportive the state is of LGBTQ+ people who are in or wish to start families. Elements of this scale include: the percentage of LGBTQ+ families raising children, and whether state family leave laws cover same-gender couples and allow workers to care for the children they are raising. The **Children and Youth Scale** assesses the resources available to LGBTQ+ children and youth in the state, including whether the state has non-discrimination laws and policies for LGBTQ+ students. The **Targeted Laws** section evaluates states on whether they ban discussion of same-gender marriage in schools, and whether they ban conversion therapy for minors.





Political & Religious Attitudes

The Political and Religious Attitudes section contains two subsections. Taken together, these scales assess the tone of the state's conversation around LGBTQ+ rights. The **Religious Protections Scale** assesses the extent and impacts of a state's constitutional or statutory religious exemption laws, and whether state law provides for targeted religious exemption from laws governing child welfare services, private wedding services, and the provision of medical care. The **State Leadership Scores** are Out Leadership's unique measures evaluating the state's most senior elected officials – the Governor and the two U.S. Senators – and assessing how they've represented their views of LGBTQ+ people in speeches and in their political platforms, and in terms of how they've acted with regard to laws impacting LGBTQ+ equality.

20_{/20}



Health Access & Safety

The Health Access and Safety section contains two subsections. The **Health Scale** assesses LGBTQ+ people's access to insurance and medical care in each state, giving particular emphasis to the most economically precarious and vulnerable members of the community. The **Safety Scale** is based on two significant laws protecting or criminalizing behaviors affecting LGBTQ+ people. It asks whether the state protects LGBTQ+ people in its hate crime laws. It also assesses whether the state criminalizes exposure to or transmission of HIV.

17.0_{/20}



Work Environment & Employment

The Work Environment and Employment section contains two subsections. The **Work Environment Scale** assesses transgender individuals' experiences at work, including incidences of verbal harassment, sexual assault, and other mistreatment. The **Employment Scale** is based on assessments of LGBTQ+ employment in the state. This scale includes the percentage of LGBTQ+ people making less than \$24,000 annually (approximately the current Federal poverty line), and the differences in unemployment rates and food insecurity between LGBTQ+ and non-LGBTQ+ identified individuals.

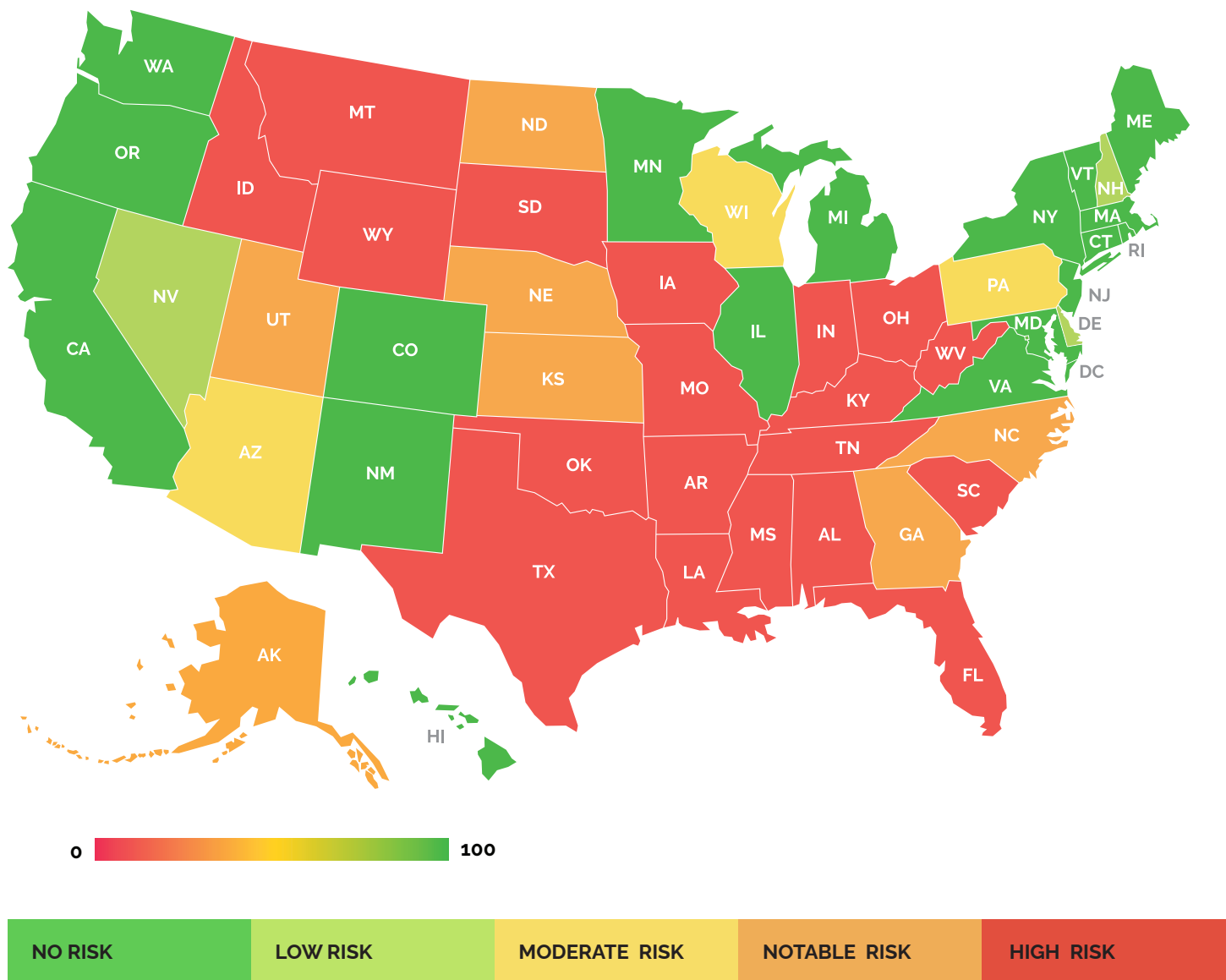
13.0_{/20}

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.





Oregon

Talking Points

7.8% of Oregonians identify as LGBTQ+. Conservatively, that's LGBTQ+ personal income of \$12.7 billion – it's a market my business can't afford to ignore.

Oregon is frequently referred to as one of the United States' most LGBTQ+-friendly states

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 \$10,202 to replace an employee in Oregon, and it can cost up to \$452,177 to replace senior executives.

Oregon and the businesses operating there have strong financial incentives to create inclusive workplaces in the interest of keeping these costs down.

Oregon's comprehensive nondiscrimination law protects LGBTQ+ people, so the state is already experiencing the positive economic impacts of such policies. One estimate suggests that the state's economy may have grown 3%, or \$6.8 billion, thanks to its inclusive approach. That said, there's still a gap between policy and culture, and organizations in Oregon have a business imperative to ensure that LGBTQ+ people feel welcome in their workplaces.

Oregon has a favorable economic environment for business investment – but taking steps to make LGBTQ+ people feel safer and more included would better enable companies to attract top LGBTQ+ talent.

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 Oregon continue to foster a business environment where being inclusive is supported.

Regional Context

The West

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.

Overall, 52.5% of LGBTQ+ workers in the West are out at work. However, urbanicity has a big impact on whether LGBTQ+ workers feel comfortable sharing personal information at work (LGBTQ+ workers are 26% less likely to share when in rural areas vs 4% less likely to share in urban areas compared to national average). There is also a big impact when it comes to age and being open to managers, with older LGBTQ+ workers in this region being more likely to share with their managers than any other age group nationwide (52% more likely). West workers are also 14% more likely to report microaggressions at work which may be why LGBTQ+/Allies are also 15% more likely to say they want to work with companies that are more supportive of LGBTQ+ rights. Even though there are reports of microaggressions in the workplace, workers in this region were 35% less likely to say that the state's leadership talked negatively about LGBTQ+ issues.

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 Western region included: Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming.

Oregon: 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 outleadership.com/driving-equality/us-state-ceo-briefs/

Brand Risk

1

NO RISK

Companies incur no brand risk by doing business in Oregon, which has comprehensive laws protecting LGBTQ+ people and a correspondingly great reputation.

Client Risk

1

NO RISK

There's no reason to believe that LGBTQ+ or strong ally clients would pull business from companies operating in Oregon, which has especially comprehensive state nondiscrimination laws protecting the LGBTQ+ community.

Talent Risk

1

NO RISK

Oregon has strong legal protections for LGBTQ+ people, making working there attractive to LGBTQ+ professionals.

Marketing Risk

1

NO RISK

There is no risk involved in marketing to the LGBTQ+ community in Oregon.

Future Risk

1

NO RISK

Oregon stands out as one of the few states that has seen no anti-LGBTQ+ bills filed in recent years. The state has state wide nondiscrimination protections and we do not see any risk of a negative event in the foreseeable future.



Current Legal Status of LGBTQ+ People in Oregon

Legal status of the Lesbian, Gay and Bisexual Community

Discrimination on the basis of sexual orientation or gender identity is banned in Oregon. The protections cover housing, employment, public accommodations, financial transactions, jury service, state institutions, foster parenting, and public school education.

The state has nondiscrimination laws that protect youths in foster care on the basis of gender and sexual orientation and gender identity.

Oregon does not have specific laws criminalizing HIV transmission, but that state has prosecuted people under general criminal laws.

Hate crimes protections in the state extend to sexual orientation and gender identity. Oregon Law prohibits licensed health professionals from engaging in conversion therapy on minors.

Adoption agencies are prohibited from discriminating on religious grounds against potential parents on the basis of sexual orientation or gender identity.

Legal Status of the Transgender Community

To update the gender markers or names on a birth certificate, individuals must submit a notarized application. No further steps are required.

To update the gender markers on a driver's license, applicants must simply request a new one.

Oregon offers a nonbinary, or "x," gender option for state IDs.

The state's Medicaid program, Oregon Health Plan, covers the cost of gender affirmation surgery and hormone therapy.

Oregon law prohibits transgender exclusions in insurance.

Government Statements and Actions

In January 2023, a bill passed the Oregon House of Representatives to allow opposite-sex couples to formally enter into domestic partnerships. The bill was passed in January 2024.

In April 2023, Democrats in the Legislature proposed a constitutional amendment on abortion, same-sex marriage and gender-affirming care. The legislative referral will appear on ballots in November 2024.

The state banned the "gay panic defense" in 2021.

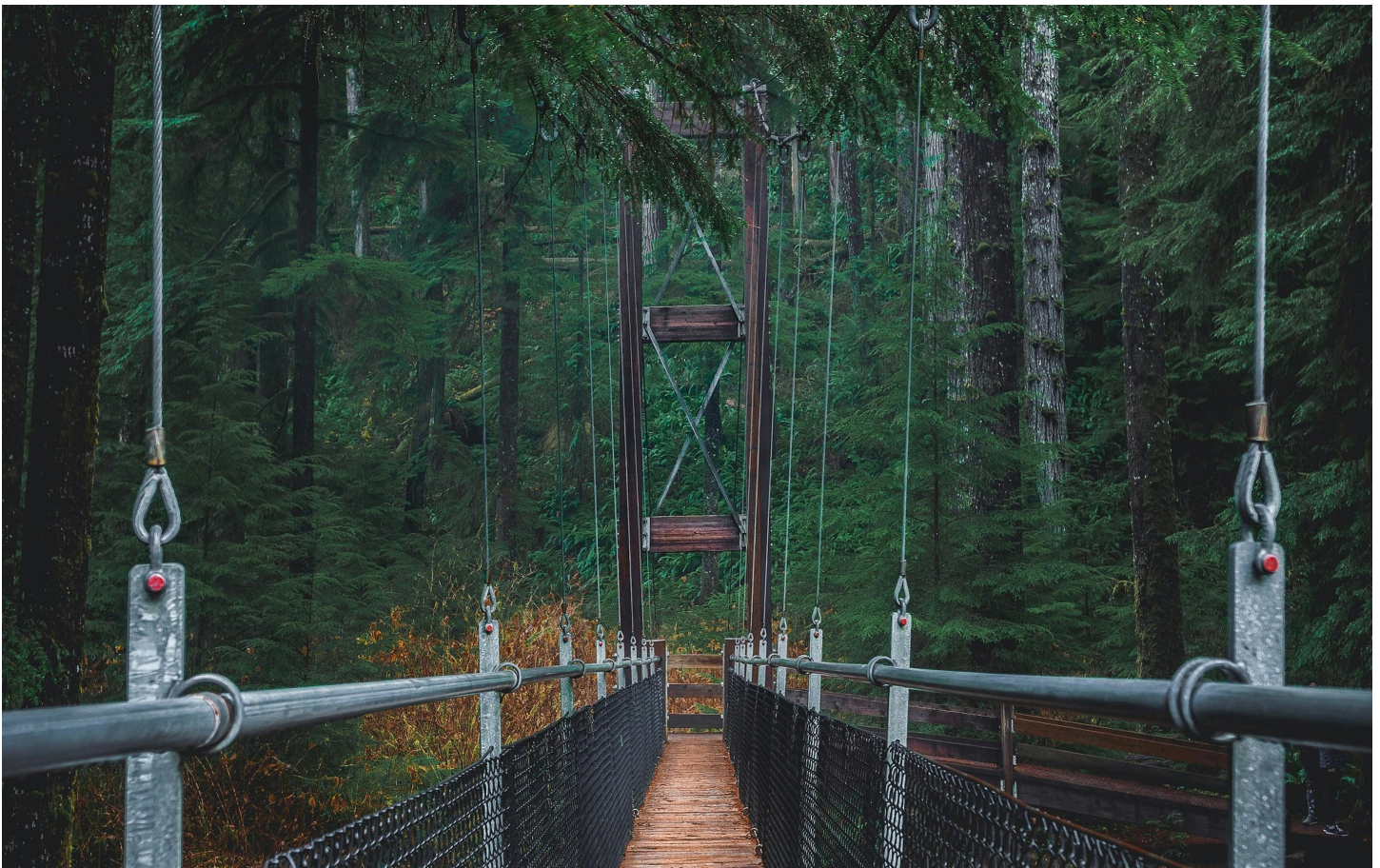
In October 2019, former Governor Kate Brown promulgated an Executive Order stating that all state agencies will need to expand restroom access, to accommodate anyone – state employee or otherwise – who is transgender, nonbinary or gender non-conforming. Also, Basic Rights Oregon has done training at every level with the Bureau of Labor and Industries, line staff, civil rights enforcement and directors, which has resulted in a highly responsive employment law and public accommodations law enforcement including things like official technical support documents such as "Pronouns in the workplace".

In July 2019, the State House passed legislation to ensure that LGBTQ+ issues are taught in public schools, including elementary schools. The state also passed legislation that requires school district boards to adopt a policy requiring a student suicide prevention plan that ensures support for LGBTQ2SIA+ students.

In March 2019, the House scrubbed offensive language from laws from the 1850s, deleting "transsexualism" and "transvestism" from Oregon's employment anti-discrimination law and clarifying that sexual orientation isn't a physical or mental impairment.

Former Oregon Governor Kate Brown, who identifies as bisexual, became the first-ever openly LGBTQ+ person to hold that role when she was elected in 2014. Current Governor Tina Kotek is the state's first openly lesbian governor.

The ACLU is currently tracking 8 anti-LGBTQ+ bills in Oregon.



Socio-cultural Environment of LGBTQ+ People in Oregon

Status of LGBTQ+ Organizing and Community

There are more than 10 annual Pride festivals throughout the state.

The largest is Portland Pride, which has upwards of 60,000 attendees.

There are smaller, newer LGBTQ+ advocacy groups in rural parts of the state pushing for visibility and inclusion.

Cultural Views of the LGBTQ+ Community

62% of Oregonians oppose allowing small businesses a religious exemption to discriminate against LGBTQ+ customers.

70% of Oregonians favor anti-discrimination protections for LGBTQ+ people. 78% support protecting Trans people from discrimination.



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.

