

2025 PRIDE PULSE POLL INSIGHTS

# Pride Month 2025: Survey Insights on Engagement, Stakeholders, and Strategy

April 2025

## WHAT IS HAPPENING

# Roughly 2 in 5 corporations are scaling back Pride Month engagements this year, as many executives are feeling the pressure from cultural conservatives and the Trump administration

That's according to Gravity Research's latest 2025 Pride Pulse Poll of its [Corporate Insiders Group](#), a group of corporate executives including leaders in the Fortune 500 and Global 1000.

1

**39% of companies plan to decrease overall engagement, and 41% report no change** compared to previous years. No executive said they plan to increase Pride efforts overall.

2

**Washington is the top driver of change.** The Trump administration, and conservative policymakers and activists were the top three stakeholders causing brands to reevaluate Pride commitments.

3

**Internal events and ERG partnerships seem poised to stay – for select industries.** Qualitative feedback shows employee groups remain a key contributor to internal activities.

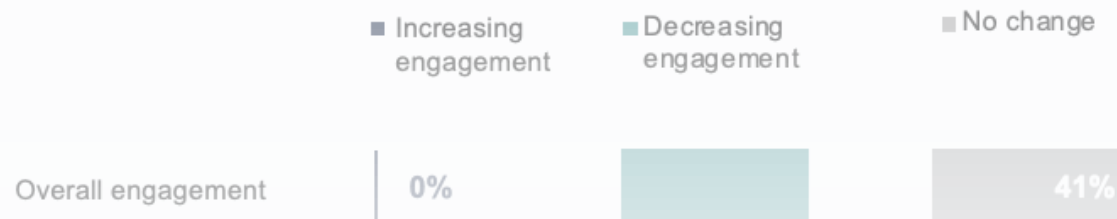
## OVERALL

# Roughly 2 in 5 decreasing overall Pride engagement; limited internal roll back

**This year's Pride Month will likely be even more muted than 2024's.**

**Roughly 2 in 5 (39%) say they're decreasing overall engagement** compared to previous years, and a roughly equal share (41%) say they aren't changing plans. When we asked a similar question in 2024, just 9% said they were changing their Pride engagement compared to the year prior.

Share of executives who said **how they would characterize their company's engagement strategy around Pride Month 2025** compared to previous years:



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# Reach out to receive a full version of this report.

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