

Gartner Research

**Infographic: Employee  
Value Proposition  
Attributes That Attract  
LGBTQ Candidates**

Human Resources Research Team

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**Gartner**<sup>®</sup>

# EVP Attributes That Attract LGBTQ Candidates

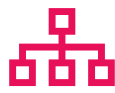
Highlighting Social Responsibility in Work and Opportunities for Career Growth



## Employment Preferences



When considering new employment opportunities, LGBTQ employees are likely to seek a position that offers ...



... a senior position in the hierarchy.



**1.35x**



... a highly skilled direct manager.



**1.29x**



... a better work-life balance.



**1.27x**



... a higher level of social responsibility.



**1.27x**

n = 273

Source: Gartner 1H18 Global Labor Market Survey

## Wellness Benefit Preferences



Top 3 Preferred Innovative Perks

Heterosexual Employees

LGBTQ Employees



**26%**  
Free Meals



**28%**  
Student Debt Reimbursement



**23%**  
On-Site Massage Therapists or Chiropractors



**26%**  
On-Site Daycare



**22%**  
Paid Trips or Experiences



**23%**  
Free Snacks

n = 782

Source: Gartner 2017 Employee Well-Being Survey

This complimentary research is part of Gartner's ongoing coverage of the business impact of the coronavirus (COVID-19).

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