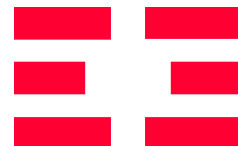




United Airlines Holdings

Locations: Illinois (HQ)
Industries: Transportation

RISK LEVEL:



High Risk

DESCRIPTION:

United Airlines is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. United Airlines embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. High Risk

United Airlines recently fired employees who refused its vaccine mandate. Even those who filed a religious exemption were placed on temporary unpaid leave (1)(2). United Airlines' received a score of 100 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2).

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. High Risk

United Airlines' HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). The company's charitable giving focus areas are, "the environment, disaster relief, education, and leadership development for youth" (3). United Airlines canceled a nonprofit discount it formerly offered the NRA after pressure from leftist activists (4).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

United Airlines' HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). United Airlines' CEO Scott Kirby says the company is committed to prioritizing diversity over merit in recruitment and hiring (3)(4). In January 2024, America First Legal filed a letter with the EEOC requesting a civil rights investigation into United Airlines over discriminatory practices in hiring. In November 2024, United Airlines agreed to abandon the discriminatory hiring practices AFL outlined in its case (5)(6)(7). However, United Airlines does not provide viewpoint protections for its employees (8).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

High Risk

United Airlines' HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). United Airlines signed an open letter in support of the Equality Act, a controversial bill and transgender participation in women's and girls' sports (3)(4). One of the company's outreach programs benefiting underprivileged youth raised funds through the sale of a Black Lives Matter lapel pin (5). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (6). United's CEO is a member of the Business Roundtable and Former CEO Oscar Munoz signed its 2019 Statement on the Purpose of a Corporation, which promotes stakeholder capitalism over traditional obligations to shareholders (7)(8). The company posted a page on its website outlining its multiple LGBT partnerships and advocacy (9). United Airlines has incorporated drag queens into their business and sponsored drag queen shows (10). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (11). United Airlines opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (12). President, Brett Hart, denounced various states' legislative efforts to protect election integrity and security (13). The company signed an amicus brief in opposition to the 2016 North Carolina bathroom bill HB2, which required people to use the bathroom of their biological sex (14). United Airlines CEO, Scott Kirby, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (15)(16).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression.

High Risk

United Airlines' HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). United Airlines has previously donated to Planned Parenthood (3)(4). The company is a gold sponsor of the HRC and a corporate partner of the NGLCC (5)(6). United Airlines has also pledged an undisclosed sum of corporate funding to the Black Lives Matter movement and related causes (7)(8). The company has partnered with LGBTQ groups the Human Rights Campaign, the National Gay Pilots Association, Equality Illinois, and the Trevor Project (9). United Airlines is a coalition member of OneTen, appearing to prioritize diversity over merit in its hiring (10)(11)(12).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

High Risk

United Airlines' HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). United Airlines has not used its PAC donations or lobbying for ideological purposes (3)(4)(5).

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in

the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

USER AGREEMENT: Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

© 1792 Exchange 2023