In the past twenty years, sexual prejudice appears to be reducing in the United States, and more Americans report that they believe that sexual orientation is inborn. Over the same time period, social psychologists have repeatedly found that heterosexual people who are less prejudiced against sexual minorities are also more likely to think that sexual orientation is innate. However, correlation is not always evidence of causation. In this talk I draw together diverse evidence from experiments, surveys, educational interventions, legal cases and recent medical history to argue that relationships between attitudes toward sexual minorities and beliefs about the origins of sexual orientation are mutually influencing each other in culturally situated ways. In other words it is not essential for sexuality to be biological for sexual prejudice to end.