

YouGov Survey: Diversity, Equity, and Inclusion



Sample 1143 U.S. adult citizens
 Conducted January 23 - 27, 2025
 Margin of Error ±3.9%

1. Do you have a favorable or an unfavorable opinion of the following?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Diversity	39%	27%	10%	14%	10%
Equity	37%	26%	8%	14%	14%
Inclusion	36%	24%	11%	13%	16%
Equality	53%	24%	7%	8%	8%
Diversity, Equity, and Inclusion (DEI) programs	29%	22%	10%	24%	15%

2. Do you think that the following should encourage, discourage, or not take any steps to promote diversity, equity, and inclusion in their organizations?

	Encourage	Discourage	Not take any steps	Not sure
Universities	54%	14%	20%	11%
Private companies	53%	14%	20%	13%
The government	52%	15%	20%	13%

3. Do you think that the government should encourage, discourage, or not take any steps to promote diversity, equity, and inclusion in private companies?

Encourage	50%
Discourage	14%
Not take any steps	23%
Not sure	13%

4. In the past 10 years, how, if at all, has your opinion of Diversity, Equity, and Inclusion (DEI) programs changed?

Become more supportive	25%
Become less supportive	21%
My opinion has not changed	38%
Not sure	15%

5. Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on... ?

	Positive effect	Neither positive nor negative effect	Negative effect	Not sure
Employees	40%	16%	30%	14%
Society	40%	16%	32%	12%
Companies	39%	16%	30%	15%
Customers	36%	23%	26%	15%
The economy	34%	23%	26%	17%

6. Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on... ?

	Positive effect	Neither positive nor negative effect	Negative effect	Not sure
Workplace diversity	49%	16%	21%	13%
Workplace inclusion	44%	19%	23%	13%
Company reputation	42%	19%	26%	14%
Workplace equity	41%	19%	27%	13%
The fairness of hiring practices	39%	17%	31%	14%
Ability to attract top talent	38%	21%	29%	13%
Innovation	38%	23%	24%	16%
Employee satisfaction	38%	19%	27%	16%
Company profitability	33%	26%	25%	16%
Employee turnover	31%	25%	25%	19%

7. What effect have Diversity, Equity, and Inclusion (DEI) programs had on you personally?

Positive effect	23%
Neither positive nor negative	44%
Negative effect	18%
Not sure	15%

8. Have you ever worked for an employer or an organization that promoted Diversity, Equity, and Inclusion (DEI)?

Yes	38%
No	41%
Not sure	20%

9. Would you personally prefer to work for an employer that... ?

Promotes diversity, equity, and inclusion	46%
Does not promote diversity, equity, and inclusion	30%
Not sure	23%

Interviewing Dates	January 23 - 27, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.063, with a mean of one and a standard deviation of 0.886.
Number of respondents	1143
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	86 questions not reported.

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1A. Favorability of Concepts — Diversity

Do you have a favorable or an unfavorable opinion of the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	39%	34%	44%	42%	41%	41%	31%	34%	57%	45%	39%
Somewhat favorable	27%	27%	27%	35%	27%	20%	30%	27%	26%	25%	33%
Somewhat unfavorable	10%	13%	8%	5%	8%	14%	11%	12%	5%	5%	12%
Very unfavorable	14%	19%	9%	7%	11%	16%	21%	18%	3%	9%	8%
Don't know	10%	7%	13%	10%	13%	9%	7%	9%	9%	15%	8%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,139)	(545)	(594)	(279)	(227)	(362)	(271)	(693)	(152)	(172)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	39%	67%	37%	16%	67%	15%	39%	36%	44%	40%	38%	37%	43%
Somewhat favorable	27%	24%	28%	29%	25%	26%	27%	32%	25%	22%	27%	30%	26%
Somewhat unfavorable	10%	2%	13%	15%	2%	19%	11%	11%	8%	13%	10%	9%	10%
Very unfavorable	14%	2%	10%	30%	2%	30%	10%	14%	20%	18%	16%	13%	11%
Don't know	10%	5%	13%	10%	3%	9%	12%	8%	3%	8%	8%	11%	10%
Totals	100%	100%	101%	100%	99%	99%	99%	101%	100%	101%	99%	100%	100%
Unweighted N	(1,139)	(386)	(449)	(304)	(454)	(435)	(462)	(306)	(248)	(202)	(247)	(422)	(268)

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1B. Favorability of Concepts — Equity

Do you have a favorable or an unfavorable opinion of the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	37%	33%	41%	42%	37%	38%	31%	35%	53%	38%	27%
Somewhat favorable	26%	27%	25%	31%	24%	23%	28%	25%	22%	28%	35%
Somewhat unfavorable	8%	10%	7%	5%	12%	8%	8%	9%	7%	5%	10%
Very unfavorable	14%	21%	8%	6%	8%	17%	24%	17%	3%	9%	15%
Don't know	14%	10%	18%	16%	19%	14%	9%	14%	15%	20%	12%
Totals	99%	101%	99%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,139)	(546)	(593)	(279)	(226)	(362)	(272)	(694)	(151)	(172)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	37%	60%	31%	22%	64%	20%	34%	35%	45%	38%	35%	37%	38%
Somewhat favorable	26%	27%	25%	27%	24%	25%	26%	29%	24%	21%	27%	27%	27%
Somewhat unfavorable	8%	3%	9%	12%	5%	13%	8%	11%	8%	14%	8%	5%	10%
Very unfavorable	14%	2%	14%	26%	2%	33%	12%	14%	19%	20%	14%	13%	12%
Don't know	14%	8%	20%	13%	5%	9%	20%	11%	4%	7%	16%	18%	13%
Totals	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,139)	(386)	(450)	(303)	(455)	(434)	(462)	(306)	(247)	(202)	(248)	(420)	(269)

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1C. Favorability of Concepts — Inclusion

Do you have a favorable or an unfavorable opinion of the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	36%	32%	39%	44%	37%	35%	29%	34%	43%	40%	34%
Somewhat favorable	24%	25%	24%	29%	26%	19%	26%	23%	28%	26%	23%
Somewhat unfavorable	11%	13%	9%	9%	8%	13%	12%	12%	5%	7%	21%
Very unfavorable	13%	18%	9%	3%	10%	18%	20%	16%	3%	8%	10%
Don't know	16%	12%	19%	15%	19%	15%	13%	15%	20%	18%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(1,140)	(546)	(594)	(278)	(227)	(363)	(272)	(695)	(152)	(171)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	36%	63%	30%	17%	62%	17%	35%	33%	44%	36%	34%	35%	40%
Somewhat favorable	24%	21%	26%	25%	23%	23%	23%	29%	21%	20%	27%	24%	25%
Somewhat unfavorable	11%	3%	15%	14%	4%	17%	12%	13%	9%	17%	8%	10%	12%
Very unfavorable	13%	2%	10%	27%	3%	32%	11%	13%	20%	14%	14%	13%	11%
Don't know	16%	11%	19%	17%	8%	12%	19%	12%	6%	12%	18%	18%	13%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	101%	100%	101%
Unweighted N	(1,140)	(387)	(449)	(304)	(456)	(435)	(462)	(306)	(248)	(202)	(248)	(421)	(269)

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1D. Favorability of Concepts — Equality

Do you have a favorable or an unfavorable opinion of the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	53%	51%	56%	53%	59%	54%	47%	52%	62%	56%	48%
Somewhat favorable	24%	25%	24%	30%	19%	23%	26%	26%	18%	24%	25%
Somewhat unfavorable	7%	9%	5%	6%	6%	6%	9%	7%	6%	4%	10%
Very unfavorable	8%	10%	6%	4%	6%	8%	12%	9%	2%	6%	5%
Don't know	8%	6%	10%	8%	11%	8%	5%	6%	12%	11%	12%
Totals	100%	101%	101%	101%	101%	99%	99%	100%	100%	101%	100%
Unweighted N	(1,142)	(548)	(594)	(279)	(227)	(363)	(273)	(696)	(152)	(172)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	53%	70%	53%	38%	73%	39%	55%	43%	59%	54%	55%	53%	53%
Somewhat favorable	24%	20%	24%	29%	20%	28%	21%	33%	24%	22%	22%	28%	23%
Somewhat unfavorable	7%	2%	7%	11%	3%	10%	7%	9%	4%	11%	8%	3%	8%
Very unfavorable	8%	2%	5%	16%	2%	18%	6%	7%	11%	9%	8%	7%	8%
Don't know	8%	5%	12%	6%	2%	5%	10%	8%	1%	4%	8%	9%	8%
Totals	100%	99%	101%	100%	100%	100%	99%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,142)	(387)	(451)	(304)	(456)	(436)	(463)	(307)	(248)	(202)	(248)	(423)	(269)

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1E. Favorability of Concepts — Diversity, Equity, and Inclusion (DEI) programs

Do you have a favorable or an unfavorable opinion of the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	29%	26%	32%	29%	31%	30%	26%	24%	55%	35%	20%
Somewhat favorable	22%	24%	20%	31%	21%	19%	19%	22%	24%	27%	16%
Somewhat unfavorable	10%	11%	8%	9%	8%	11%	11%	11%	4%	5%	18%
Very unfavorable	24%	30%	19%	10%	21%	30%	32%	29%	3%	19%	25%
Don't know	15%	9%	21%	21%	18%	11%	12%	14%	15%	14%	21%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	101%	100%	100%
Unweighted N	(1,119)	(543)	(576)	(272)	(224)	(354)	(269)	(681)	(148)	(168)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	29%	60%	22%	9%	58%	9%	29%	25%	33%	33%	25%	26%	35%
Somewhat favorable	22%	25%	25%	16%	28%	15%	25%	18%	23%	18%	23%	24%	20%
Somewhat unfavorable	10%	4%	13%	12%	5%	12%	8%	17%	8%	13%	9%	8%	11%
Very unfavorable	24%	3%	21%	48%	3%	57%	18%	27%	30%	29%	27%	21%	23%
Don't know	15%	9%	20%	15%	7%	7%	19%	13%	7%	7%	16%	20%	11%
Totals	100%	101%	101%	100%	101%	100%	99%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,119)	(383)	(439)	(297)	(447)	(430)	(450)	(303)	(244)	(196)	(247)	(413)	(263)

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2A. DEI Efforts in Organizations — Universities

Do you think that the following should encourage, discourage, or not take any steps to promote diversity, equity, and inclusion in their organizations?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Encourage	54%	51%	58%	64%	54%	52%	48%	49%	80%	63%	41%
Discourage	14%	17%	11%	9%	10%	18%	18%	17%	6%	9%	9%
Not take any steps	20%	24%	16%	11%	22%	20%	27%	24%	4%	12%	32%
Not sure	11%	8%	15%	16%	13%	10%	7%	10%	10%	16%	17%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,139)	(547)	(592)	(279)	(227)	(361)	(272)	(695)	(152)	(170)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Encourage	54%	87%	50%	29%	86%	27%	57%	50%	56%	54%	54%	54%	57%
Discourage	14%	2%	11%	29%	2%	31%	14%	15%	15%	10%	19%	11%	17%
Not take any steps	20%	4%	23%	32%	7%	35%	15%	24%	24%	26%	19%	20%	17%
Not sure	11%	7%	16%	10%	6%	7%	14%	10%	5%	9%	9%	15%	9%
Totals	99%	100%	100%	100%	101%	100%	100%	99%	100%	99%	101%	100%	100%
Unweighted N	(1,139)	(386)	(450)	(303)	(454)	(435)	(459)	(308)	(248)	(201)	(248)	(421)	(269)

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2B. DEI Efforts in Organizations — Private companies

Do you think that the following should encourage, discourage, or not take any steps to promote diversity, equity, and inclusion in their organizations?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Encourage	53%	49%	57%	64%	51%	48%	54%	48%	75%	57%	53%
Discourage	14%	17%	11%	6%	11%	20%	14%	16%	8%	9%	9%
Not take any steps	20%	24%	16%	14%	22%	19%	26%	24%	4%	14%	20%
Not sure	13%	10%	16%	16%	16%	14%	6%	11%	13%	20%	18%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,139)	(547)	(592)	(279)	(227)	(360)	(273)	(695)	(152)	(170)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Encourage	53%	82%	51%	29%	82%	25%	55%	52%	55%	52%	50%	54%	56%
Discourage	14%	4%	11%	26%	3%	31%	14%	11%	17%	16%	19%	10%	14%
Not take any steps	20%	5%	21%	32%	8%	36%	15%	27%	21%	21%	21%	20%	18%
Not sure	13%	9%	17%	13%	7%	8%	16%	10%	7%	10%	11%	17%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%	101%	100%
Unweighted N	(1,139)	(386)	(450)	(303)	(454)	(435)	(459)	(308)	(248)	(200)	(248)	(422)	(269)

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2C. DEI Efforts in Organizations — The government

Do you think that the following should encourage, discourage, or not take any steps to promote diversity, equity, and inclusion in their organizations?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Encourage	52%	49%	55%	63%	51%	47%	50%	47%	77%	58%	40%
Discourage	15%	19%	12%	7%	13%	21%	16%	18%	6%	8%	12%
Not take any steps	20%	25%	16%	11%	22%	21%	26%	23%	5%	13%	30%
Not sure	13%	8%	18%	19%	15%	11%	9%	11%	13%	20%	18%
Totals	100%	101%	101%	100%	101%	100%	101%	99%	101%	99%	100%
Unweighted N	(1,139)	(547)	(592)	(279)	(227)	(360)	(273)	(695)	(152)	(170)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Encourage	52%	85%	45%	29%	84%	25%	53%	50%	54%	51%	49%	52%	55%
Discourage	15%	3%	13%	29%	3%	33%	15%	15%	15%	17%	20%	11%	15%
Not take any steps	20%	4%	25%	29%	7%	35%	16%	22%	23%	22%	21%	20%	17%
Not sure	13%	8%	18%	13%	5%	8%	16%	13%	8%	10%	10%	16%	13%
Totals	100%	100%	101%	100%	99%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,139)	(385)	(450)	(304)	(453)	(436)	(460)	(307)	(248)	(201)	(247)	(422)	(269)

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3. Government/Business DEI Efforts

Do you think that the government should encourage, discourage, or not take any steps to promote diversity, equity, and inclusion in private companies?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Encourage	50%	46%	53%	60%	50%	44%	46%	43%	75%	58%	47%
Discourage	14%	18%	10%	5%	12%	20%	16%	17%	5%	11%	9%
Not take any steps	23%	29%	18%	20%	22%	24%	27%	27%	9%	17%	23%
Not sure	13%	7%	19%	15%	16%	12%	11%	13%	11%	14%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,142)	(549)	(593)	(279)	(228)	(362)	(273)	(696)	(152)	(172)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Encourage	50%	84%	46%	21%	79%	23%	54%	44%	51%	54%	44%	48%	56%
Discourage	14%	2%	11%	29%	2%	32%	14%	13%	17%	15%	16%	12%	14%
Not take any steps	23%	7%	25%	37%	11%	36%	17%	29%	25%	21%	26%	24%	20%
Not sure	13%	8%	18%	13%	8%	9%	16%	14%	8%	10%	13%	16%	11%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	101%	100%	99%	100%	101%
Unweighted N	(1,142)	(386)	(452)	(304)	(455)	(437)	(463)	(307)	(248)	(202)	(248)	(422)	(270)

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4. Change in DEI Opinion

In the past 10 years, how, if at all, has your opinion of Diversity, Equity, and Inclusion (DEI) programs changed?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Become more supportive	25%	24%	26%	31%	25%	24%	23%	22%	36%	28%	28%
Become less supportive	21%	27%	16%	14%	19%	26%	22%	21%	12%	22%	29%
My opinion has not changed	38%	38%	39%	38%	34%	36%	46%	42%	33%	31%	26%
Not sure	15%	12%	19%	17%	21%	14%	10%	14%	18%	18%	17%
Totals	99%	101%	100%	100%	99%	100%	101%	99%	99%	99%	100%
Unweighted N	(1,142)	(548)	(594)	(279)	(227)	(363)	(273)	(696)	(153)	(171)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Become more supportive	25%	47%	20%	11%	43%	14%	25%	24%	30%	25%	21%	27%	27%
Become less supportive	21%	6%	21%	34%	8%	38%	17%	26%	25%	22%	19%	21%	23%
My opinion has not changed	38%	36%	35%	43%	42%	40%	40%	36%	42%	41%	39%	38%	37%
Not sure	15%	11%	23%	11%	7%	8%	18%	14%	4%	12%	21%	14%	13%
Totals	99%	100%	99%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,142)	(387)	(451)	(304)	(456)	(437)	(462)	(308)	(248)	(202)	(248)	(423)	(269)

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5A. DEI Effect on Groups — Employees

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	40%	38%	42%	52%	37%	37%	37%	36%	55%	50%	38%
Neither positive nor negative effect	16%	15%	16%	19%	11%	16%	16%	18%	12%	14%	7%
Negative effect	30%	36%	25%	16%	29%	36%	38%	36%	12%	21%	27%
Not sure	14%	11%	16%	13%	23%	11%	9%	11%	21%	15%	28%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,142)	(549)	(593)	(278)	(228)	(363)	(273)	(695)	(153)	(172)	(122)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	40%	74%	29%	22%	71%	19%	37%	41%	48%	33%	39%	42%	44%
Neither positive nor negative effect	16%	13%	19%	14%	14%	14%	19%	15%	13%	20%	16%	15%	13%
Negative effect	30%	6%	30%	54%	7%	60%	26%	33%	34%	32%	34%	29%	27%
Not sure	14%	8%	23%	10%	9%	6%	18%	11%	6%	14%	12%	14%	16%
Totals	100%	101%	101%	100%	101%	99%	100%	100%	101%	99%	101%	100%	100%
Unweighted N	(1,142)	(387)	(451)	(304)	(455)	(437)	(462)	(308)	(248)	(202)	(248)	(423)	(269)

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5B. DEI Effect on Groups — Society

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	40%	40%	41%	47%	37%	39%	38%	36%	52%	50%	37%
Neither positive nor negative effect	16%	16%	16%	20%	14%	16%	14%	17%	17%	12%	15%
Negative effect	32%	36%	28%	21%	32%	34%	39%	36%	19%	25%	26%
Not sure	12%	8%	16%	12%	17%	11%	9%	11%	12%	13%	22%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,140)	(548)	(592)	(279)	(228)	(361)	(272)	(694)	(152)	(172)	(122)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	40%	71%	34%	18%	72%	17%	36%	42%	47%	40%	37%	39%	45%
Neither positive nor negative effect	16%	15%	18%	14%	15%	17%	18%	15%	13%	18%	11%	20%	13%
Negative effect	32%	7%	30%	58%	6%	60%	30%	33%	34%	36%	39%	28%	27%
Not sure	12%	8%	17%	10%	8%	7%	16%	10%	6%	6%	12%	13%	14%
Totals	100%	101%	99%	100%	101%	101%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,140)	(386)	(452)	(302)	(455)	(435)	(462)	(306)	(248)	(201)	(247)	(422)	(270)

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5C. DEI Effect on Groups — Companies

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	39%	37%	40%	49%	32%	39%	37%	35%	54%	43%	39%
Neither positive nor negative effect	16%	16%	16%	20%	17%	14%	15%	17%	15%	19%	5%
Negative effect	30%	35%	26%	15%	29%	35%	39%	35%	11%	24%	30%
Not sure	15%	12%	17%	15%	22%	13%	9%	13%	20%	14%	26%
Totals	100%	100%	99%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,141)	(548)	(593)	(279)	(227)	(362)	(273)	(696)	(153)	(170)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	39%	67%	32%	21%	65%	17%	37%	38%	46%	35%	39%	38%	42%
Neither positive nor negative effect	16%	16%	19%	14%	18%	15%	19%	16%	12%	21%	15%	17%	13%
Negative effect	30%	7%	27%	55%	7%	60%	25%	34%	32%	31%	33%	28%	29%
Not sure	15%	10%	22%	11%	10%	8%	19%	12%	9%	13%	13%	16%	16%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,141)	(387)	(450)	(304)	(456)	(435)	(462)	(307)	(248)	(202)	(248)	(421)	(270)

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5D. DEI Effect on Groups — Customers

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	36%	34%	38%	47%	29%	36%	34%	32%	47%	47%	35%
Neither positive nor negative effect	23%	22%	23%	24%	23%	21%	24%	23%	28%	18%	17%
Negative effect	26%	31%	22%	16%	25%	30%	34%	31%	10%	18%	26%
Not sure	15%	12%	17%	13%	24%	12%	9%	13%	16%	16%	22%
Totals	100%	99%	100%	100%	101%	99%	101%	99%	101%	99%	100%
Unweighted N	(1,142)	(549)	(593)	(279)	(228)	(363)	(272)	(695)	(153)	(172)	(122)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	36%	66%	27%	19%	64%	17%	34%	39%	41%	33%	32%	39%	38%
Neither positive nor negative effect	23%	20%	28%	18%	22%	19%	24%	21%	22%	28%	19%	22%	23%
Negative effect	26%	4%	25%	50%	4%	56%	24%	28%	29%	27%	32%	24%	24%
Not sure	15%	10%	20%	13%	10%	8%	17%	11%	8%	11%	16%	14%	16%
Totals	100%	100%	100%	100%	100%	100%	99%	99%	100%	99%	99%	99%	101%
Unweighted N	(1,142)	(387)	(451)	(304)	(455)	(437)	(463)	(308)	(247)	(201)	(248)	(423)	(270)

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5E. DEI Effect on Groups — The economy

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	34%	33%	35%	40%	34%	34%	29%	30%	49%	43%	31%
Neither positive nor negative effect	23%	23%	24%	23%	22%	21%	27%	27%	19%	19%	6%
Negative effect	26%	32%	21%	14%	24%	31%	33%	28%	17%	23%	31%
Not sure	17%	12%	21%	22%	20%	14%	11%	15%	16%	15%	31%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(1,141)	(548)	(593)	(279)	(227)	(363)	(272)	(695)	(153)	(171)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	34%	65%	26%	16%	63%	15%	33%	31%	41%	30%	29%	36%	40%
Neither positive nor negative effect	23%	20%	28%	20%	23%	23%	21%	25%	24%	31%	21%	25%	17%
Negative effect	26%	6%	25%	47%	4%	54%	25%	27%	27%	27%	32%	22%	26%
Not sure	17%	10%	22%	17%	10%	8%	20%	17%	8%	12%	19%	17%	17%
Totals	100%	101%	101%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,141)	(387)	(451)	(303)	(456)	(435)	(463)	(306)	(248)	(202)	(248)	(421)	(270)

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6A. Effects of DEI — Workplace diversity

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	49%	51%	48%	66%	48%	46%	39%	44%	65%	53%	64%
Neither positive nor negative effect	16%	15%	17%	18%	15%	15%	17%	18%	10%	17%	9%
Negative effect	21%	25%	18%	6%	18%	25%	34%	25%	11%	15%	18%
Not sure	13%	9%	17%	9%	18%	14%	10%	13%	14%	15%	9%
Totals	99%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,132)	(542)	(590)	(277)	(224)	(360)	(271)	(690)	(150)	(171)	(121)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	49%	79%	45%	27%	80%	23%	43%	50%	62%	48%	45%	47%	59%
Neither positive nor negative effect	16%	10%	19%	20%	10%	21%	16%	19%	12%	20%	14%	22%	8%
Negative effect	21%	4%	19%	41%	4%	46%	23%	22%	19%	23%	24%	20%	20%
Not sure	13%	8%	18%	13%	6%	9%	18%	9%	6%	10%	17%	12%	14%
Totals	99%	101%	101%	101%	100%	99%	100%	100%	99%	101%	100%	101%	101%
Unweighted N	(1,132)	(384)	(445)	(303)	(451)	(433)	(460)	(304)	(245)	(199)	(247)	(420)	(266)

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6B. Effects of DEI — Workplace inclusion

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	44%	44%	44%	59%	43%	42%	35%	39%	58%	51%	57%
Neither positive nor negative effect	19%	20%	19%	21%	20%	17%	20%	19%	25%	20%	11%
Negative effect	23%	28%	19%	8%	20%	28%	34%	28%	7%	15%	23%
Not sure	13%	8%	18%	12%	17%	13%	10%	14%	10%	13%	8%
Totals	99%	100%	100%	100%	100%	100%	99%	100%	100%	99%	99%
Unweighted N	(1,133)	(544)	(589)	(277)	(224)	(362)	(270)	(691)	(151)	(170)	(121)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	44%	72%	41%	23%	74%	21%	40%	44%	54%	37%	42%	43%	54%
Neither positive nor negative effect	19%	16%	22%	20%	14%	18%	21%	23%	17%	28%	14%	23%	12%
Negative effect	23%	3%	21%	45%	4%	54%	22%	24%	22%	27%	28%	21%	20%
Not sure	13%	9%	16%	13%	8%	7%	16%	10%	8%	8%	16%	13%	14%
Totals	99%	100%	100%	101%	100%	100%	99%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,133)	(386)	(447)	(300)	(455)	(431)	(458)	(305)	(248)	(199)	(247)	(419)	(268)

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6C. Effects of DEI — Company reputation

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	42%	40%	43%	49%	40%	41%	37%	36%	60%	45%	52%
Neither positive nor negative effect	19%	19%	18%	23%	16%	16%	21%	20%	13%	19%	12%
Negative effect	26%	31%	22%	14%	24%	30%	33%	31%	12%	19%	21%
Not sure	14%	10%	17%	14%	20%	12%	9%	13%	14%	17%	16%
Totals	101%	100%	100%	100%	100%	99%	100%	100%	99%	100%	101%
Unweighted N	(1,132)	(546)	(586)	(277)	(225)	(360)	(270)	(688)	(152)	(170)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	42%	68%	38%	21%	68%	21%	41%	40%	48%	38%	42%	41%	45%
Neither positive nor negative effect	19%	17%	20%	18%	17%	17%	18%	21%	16%	18%	14%	23%	17%
Negative effect	26%	4%	22%	51%	4%	55%	23%	29%	27%	33%	33%	22%	21%
Not sure	14%	10%	20%	9%	11%	7%	18%	10%	9%	11%	11%	14%	18%
Totals	101%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,132)	(381)	(450)	(301)	(451)	(434)	(457)	(306)	(245)	(198)	(247)	(420)	(267)

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6D. Effects of DEI — Workplace equity

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	41%	41%	41%	53%	39%	41%	34%	35%	59%	48%	55%
Neither positive nor negative effect	19%	18%	19%	25%	15%	15%	21%	20%	13%	18%	14%
Negative effect	27%	32%	22%	10%	29%	30%	36%	31%	18%	17%	21%
Not sure	13%	9%	18%	13%	16%	14%	9%	14%	10%	16%	10%
Totals	100%	100%	100%	101%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,131)	(543)	(588)	(278)	(225)	(359)	(269)	(687)	(151)	(171)	(122)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	41%	72%	35%	21%	70%	20%	38%	41%	49%	37%	37%	41%	49%
Neither positive nor negative effect	19%	14%	22%	19%	15%	18%	19%	21%	15%	21%	17%	21%	14%
Negative effect	27%	6%	25%	48%	5%	55%	26%	27%	29%	33%	30%	24%	23%
Not sure	13%	9%	18%	12%	10%	7%	16%	11%	8%	9%	15%	14%	14%
Totals	100%	101%	100%	100%	100%	100%	99%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,131)	(382)	(449)	(300)	(452)	(431)	(458)	(302)	(247)	(198)	(248)	(419)	(266)

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6E. Effects of DEI — The fairness of hiring practices

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	39%	39%	38%	45%	34%	40%	36%	34%	53%	47%	42%
Neither positive nor negative effect	17%	15%	18%	21%	20%	13%	14%	16%	20%	21%	10%
Negative effect	31%	36%	27%	18%	29%	33%	42%	37%	10%	17%	37%
Not sure	14%	10%	17%	16%	17%	14%	7%	13%	16%	14%	11%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	99%	99%	100%
Unweighted N	(1,133)	(544)	(589)	(278)	(225)	(360)	(270)	(691)	(152)	(169)	(121)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	39%	69%	33%	17%	68%	17%	37%	38%	44%	37%	34%	38%	46%
Neither positive nor negative effect	17%	16%	19%	15%	15%	15%	21%	15%	12%	19%	18%	19%	10%
Negative effect	31%	7%	31%	53%	9%	60%	26%	35%	36%	34%	33%	29%	30%
Not sure	14%	9%	17%	14%	8%	7%	16%	12%	8%	10%	15%	14%	13%
Totals	101%	101%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,133)	(383)	(450)	(300)	(452)	(431)	(460)	(306)	(244)	(199)	(248)	(420)	(266)

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6F. Effects of DEI — Ability to attract top talent

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	38%	37%	39%	47%	32%	38%	36%	34%	57%	45%	32%
Neither positive nor negative effect	21%	21%	20%	26%	26%	16%	15%	20%	19%	27%	19%
Negative effect	29%	34%	24%	14%	26%	32%	40%	35%	11%	15%	27%
Not sure	13%	8%	17%	12%	17%	13%	9%	12%	13%	14%	22%
Totals	101%	100%	100%	99%	101%	99%	100%	101%	100%	101%	100%
Unweighted N	(1,129)	(544)	(585)	(278)	(223)	(360)	(268)	(689)	(148)	(170)	(122)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	38%	66%	29%	22%	67%	18%	36%	37%	46%	35%	37%	37%	43%
Neither positive nor negative effect	21%	18%	26%	16%	19%	15%	21%	23%	16%	29%	17%	24%	14%
Negative effect	29%	6%	28%	50%	7%	60%	25%	33%	31%	31%	32%	26%	28%
Not sure	13%	9%	17%	11%	8%	7%	18%	8%	7%	6%	14%	14%	15%
Totals	101%	99%	100%	99%	101%	100%	100%	101%	100%	101%	100%	101%	100%
Unweighted N	(1,129)	(382)	(447)	(300)	(451)	(431)	(455)	(305)	(245)	(199)	(247)	(417)	(266)

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6G. Effects of DEI — Innovation

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	38%	38%	38%	47%	38%	36%	30%	32%	57%	44%	47%
Neither positive nor negative effect	23%	23%	22%	24%	17%	22%	28%	25%	23%	19%	12%
Negative effect	24%	29%	19%	13%	23%	28%	30%	28%	8%	17%	23%
Not sure	16%	10%	21%	15%	22%	14%	11%	15%	12%	21%	17%
Totals	101%	100%	100%	99%	100%	100%	99%	100%	100%	101%	99%
Unweighted N	(1,133)	(545)	(588)	(278)	(224)	(361)	(270)	(688)	(152)	(171)	(122)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	38%	65%	32%	18%	64%	18%	38%	36%	42%	34%	33%	38%	45%
Neither positive nor negative effect	23%	19%	26%	23%	21%	21%	22%	26%	22%	31%	20%	25%	17%
Negative effect	24%	4%	21%	46%	3%	52%	20%	27%	29%	25%	30%	22%	20%
Not sure	16%	12%	20%	13%	12%	9%	20%	11%	7%	10%	18%	15%	18%
Totals	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,133)	(384)	(448)	(301)	(451)	(434)	(458)	(306)	(245)	(197)	(247)	(422)	(267)

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6H. Effects of DEI — Employee satisfaction

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	38%	36%	39%	50%	31%	37%	34%	33%	56%	45%	36%
Neither positive nor negative effect	19%	20%	19%	23%	20%	18%	17%	20%	17%	18%	24%
Negative effect	27%	33%	23%	13%	28%	30%	38%	33%	9%	21%	24%
Not sure	16%	12%	19%	14%	21%	15%	12%	15%	18%	17%	16%
Totals	100%	101%	100%	100%	100%	100%	101%	101%	100%	101%	100%
Unweighted N	(1,132)	(544)	(588)	(277)	(223)	(360)	(272)	(691)	(150)	(170)	(121)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	38%	68%	27%	21%	65%	17%	35%	39%	45%	29%	36%	37%	45%
Neither positive nor negative effect	19%	16%	24%	17%	19%	18%	21%	20%	17%	26%	18%	22%	12%
Negative effect	27%	6%	27%	49%	5%	57%	25%	31%	29%	32%	29%	26%	26%
Not sure	16%	10%	22%	13%	11%	8%	19%	9%	9%	13%	18%	15%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	99%
Unweighted N	(1,132)	(382)	(447)	(303)	(450)	(433)	(461)	(306)	(242)	(198)	(246)	(420)	(268)

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6I. Effects of DEI — Company profitability

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	33%	32%	33%	38%	33%	32%	29%	27%	52%	38%	41%
Neither positive nor negative effect	26%	26%	27%	34%	25%	23%	25%	27%	26%	27%	17%
Negative effect	25%	31%	19%	12%	23%	30%	31%	29%	10%	16%	25%
Not sure	16%	11%	21%	16%	19%	15%	15%	16%	12%	19%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,134)	(543)	(591)	(278)	(224)	(360)	(272)	(690)	(151)	(172)	(121)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	33%	58%	27%	16%	55%	17%	34%	29%	37%	27%	29%	33%	39%
Neither positive nor negative effect	26%	25%	29%	24%	26%	22%	26%	31%	22%	35%	23%	31%	16%
Negative effect	25%	4%	23%	46%	5%	53%	21%	26%	31%	29%	30%	21%	24%
Not sure	16%	13%	21%	14%	15%	8%	19%	14%	10%	8%	17%	16%	21%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	99%	101%	100%
Unweighted N	(1,134)	(383)	(448)	(303)	(453)	(432)	(460)	(305)	(246)	(200)	(248)	(419)	(267)

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6J. Effects of DEI — Employee turnover

Do you think that Diversity, Equity, and Inclusion (DEI) programs within private companies generally have a positive or negative effect on...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	31%	32%	30%	39%	28%	29%	29%	26%	48%	37%	37%
Neither positive nor negative effect	25%	25%	25%	26%	26%	25%	24%	24%	31%	29%	17%
Negative effect	25%	29%	21%	12%	23%	29%	35%	31%	7%	15%	19%
Not sure	19%	14%	23%	23%	23%	17%	12%	19%	14%	19%	26%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,133)	(545)	(588)	(278)	(226)	(358)	(271)	(689)	(151)	(171)	(122)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	31%	53%	25%	16%	50%	14%	29%	30%	36%	30%	26%	31%	36%
Neither positive nor negative effect	25%	27%	28%	19%	29%	20%	28%	28%	20%	26%	24%	28%	22%
Negative effect	25%	5%	23%	46%	6%	54%	24%	27%	29%	34%	30%	22%	20%
Not sure	19%	15%	23%	18%	15%	11%	20%	15%	14%	11%	20%	20%	22%
Totals	100%	100%	99%	99%	100%	99%	101%	100%	99%	101%	100%	101%	100%
Unweighted N	(1,133)	(383)	(449)	(301)	(452)	(432)	(460)	(304)	(245)	(199)	(248)	(419)	(267)

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7. Personal Effect of DEI

What effect have Diversity, Equity, and Inclusion (DEI) programs had on you personally?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	23%	22%	24%	27%	24%	22%	19%	19%	43%	29%	15%
Neither positive nor negative	44%	42%	46%	44%	39%	45%	48%	47%	29%	39%	50%
Negative effect	18%	23%	13%	7%	16%	22%	25%	21%	6%	13%	20%
Not sure	15%	13%	18%	22%	21%	11%	9%	13%	22%	19%	15%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,142)	(549)	(593)	(279)	(228)	(362)	(273)	(696)	(153)	(171)	(122)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive effect	23%	42%	16%	13%	41%	13%	24%	21%	27%	22%	17%	23%	29%
Neither positive nor negative	44%	43%	49%	39%	47%	38%	44%	46%	40%	42%	48%	48%	34%
Negative effect	18%	4%	17%	32%	4%	38%	16%	19%	23%	20%	17%	17%	19%
Not sure	15%	11%	18%	16%	8%	10%	16%	14%	9%	16%	17%	13%	17%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	99%	101%	99%
Unweighted N	(1,142)	(387)	(452)	(303)	(456)	(436)	(462)	(308)	(248)	(202)	(248)	(422)	(270)

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8. Personal DEI Experience

Have you ever worked for an employer or an organization that promoted Diversity, Equity, and Inclusion (DEI)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	38%	44%	33%	31%	38%	42%	41%	39%	43%	30%	35%
No	41%	42%	40%	49%	37%	40%	41%	42%	33%	36%	54%
Not sure	20%	14%	27%	20%	25%	19%	19%	18%	24%	34%	12%
Totals	99%	100%	100%	100%	100%	101%	101%	99%	100%	100%	101%
Unweighted N	(1,143)	(549)	(594)	(279)	(228)	(363)	(273)	(696)	(153)	(172)	(122)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	38%	48%	35%	33%	54%	38%	31%	36%	64%	39%	37%	38%	39%
No	41%	34%	39%	51%	28%	46%	43%	46%	27%	43%	43%	37%	46%
Not sure	20%	18%	26%	16%	18%	15%	26%	19%	9%	18%	20%	25%	16%
Totals	99%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,143)	(387)	(452)	(304)	(456)	(437)	(463)	(308)	(248)	(202)	(248)	(423)	(270)

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9. Personal DEI Preference

Would you personally prefer to work for an employer that... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Promotes diversity, equity, and inclusion	46%	44%	49%	53%	48%	43%	44%	42%	65%	53%	37%
Does not promote diversity, equity, and inclusion	30%	36%	26%	18%	27%	37%	37%	37%	11%	17%	27%
Not sure	23%	21%	25%	29%	25%	21%	19%	20%	24%	30%	36%
Totals	99%	101%	100%	100%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,142)	(548)	(594)	(279)	(228)	(362)	(273)	(695)	(153)	(172)	(122)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Promotes diversity, equity, and inclusion	46%	79%	42%	21%	79%	20%	47%	41%	53%	47%	47%	43%	52%
Does not promote diversity, equity, and inclusion	30%	7%	25%	59%	7%	64%	25%	37%	32%	32%	36%	28%	28%
Not sure	23%	15%	33%	19%	14%	17%	28%	22%	15%	20%	17%	30%	20%
Totals	99%	101%	100%	99%	100%	101%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,142)	(387)	(451)	(304)	(456)	(437)	(462)	(308)	(248)	(202)	(248)	(423)	(269)

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Interviewing Dates	January 23 - 27, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.063, with a mean of one and a standard deviation of 0.886.
Number of respondents	1143
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	86 questions not reported.