YouGov Survey: Diversity, Equity, and Inclusion

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Sample   1046 U.S. adult citizens
Conducted   March 26 - 29, 2025
Margin of Error   ±4.1%

1. How many federal employees do you think are qualified for their jobs?

All	7%
Most	40%
About half	28%
Few	14%
None	1%
Not sure	10%

2. How many white federal employees do you think are qualified for their jobs?

All	7%
Most	41%
About half	28%
Few	10%
None	1%
Not sure	14%

3. How many Black federal employees do you think are qualified for their jobs?

All	10%
Most	39%
About half	23%
Few	15%
None	0%
Not sure	14%

4. How many male federal employees do you think are qualified for their jobs?

All	6%
Most	41%
About half	28%
Few	11%
None	0%
Not sure	13%

5. How many female federal employees do you think are qualified for their jobs?

All	8%
Most	42%
About half	24%
Few	12%
None	1%
Not sure	13%

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6. Do you have a favorable or an unfavorable opinion of Diversity, Equity, and Inclusion (DEI) programs?

Very favorable 27%
Somewhat favorable 22%
Somewhat unfavorable 10%
Very unfavorable 26%
Don't know 14%

7. Do you have a favorable or an unfavorable opinion of affirmative action programs?

Very favorable 19%
Somewhat favorable 26%
Somewhat unfavorable 11%
Very unfavorable 18%
Don't know 26%

8. Do you support or oppose businesses reducing their efforts in Diversity, Equity, and Inclusion initiatives?

Strongly support 25%
Somewhat support 15%
Somewhat oppose 14%
Strongly oppose 29%
Not sure 16%

9. Please indicate how strongly you agree or disagree with the following statements.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
I would be more likely to purchase products and services from a business that is committed to Diversity, Equity, and Inclusion	29%	22%	12%	25%	13%
Companies are responsible for supporting marginalized groups within their organization	25%	33%	12%	12%	19%
I would stop or reduce my spending with a business if they reduced their commitment to Diversity, Equity, and Inclusion initiatives	22%	22%	15%	25%	16%
I would be less likely to purchase products and services from a business that is committed to Diversity, Equity, and Inclusion	21%	16%	18%	31%	15%
I would stop or reduce my spending with a business if they committed to Diversity, Equity, and Inclusion initiatives	19%	16%	16%	33%	16%

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

Positive effect 20%

Neither positive nor negative 48%

Negative effect 19%

Not sure 13%

Interviewing Dates	March 26 - 29, 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 5.079, with a mean of one and a standard deviation of 0.886.
Number of respondents	1046
Margin of error	$\pm$ 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	86 questions not reported.

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1. Qualification of Federal Employees
How many federal employees do you think are qualified for their jobs?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All	7%	5%	10%	8%	5%	9%	7%	5%	19%	7%	11%
Most	40%	42%	39%	42%	47%	34%	41%	42%	37%	38%	36%
About half	28%	30%	26%	25%	28%	29%	30%	31%	14%	30%	24%
Few	14%	13%	15%	7%	13%	19%	13%	15%	12%	12%	11%
None	1%	1%	1%	2%	0%	1%	1%	1%	3%	0%	1%
Not sure	10%	10%	9%	15%	7%	8%	8%	7%	16%	13%	17%
Totals	100%	101%	100%	99%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,046)	(521)	(525)	(246)	(202)	(335)	(263)	(615)	(153)	(150)	(128)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
All	7%	15%	7%	1%	16%	2%	8%	6%	5%	7%	9%	6%	8%
Most	40%	57%	40%	25%	61%	21%	40%	41%	48%	29%	42%	40%	47%
About half	28%	13%	23%	48%	13%	46%	24%	31%	34%	32%	29%	30%	22%
Few	14%	6%	14%	21%	2%	23%	16%	15%	7%	18%	10%	15%	13%
None	1%	1%	2%	0%	1%	1%	2%	0%	0%	1%	0%	2%	0%
Not sure	10%	9%	15%	5%	7%	7%	10%	7%	6%	13%	9%	8%	11%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	99%	101%	101%
Unweighted N	(1,046)	(353)	(362)	(331)	(391)	(412)	(435)	(305)	(203)	(187)	(227)	(390)	(242)

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2. Qualification of White Federal Employees

How many white federal employees do you think are qualified for their jobs?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All	7%	5%	8%	5%	5%	9%	6%	5%	13%	6%	10%
Most	41%	43%	39%	45%	46%	33%	44%	44%	34%	38%	26%
About half	28%	27%	28%	27%	28%	30%	25%	29%	20%	24%	35%
Few	10%	7%	12%	6%	8%	13%	11%	9%	13%	11%	9%
None	1%	1%	1%	1%	2%	1%	1%	1%	3%	3%	1%
Not sure	14%	16%	12%	15%	12%	14%	14%	12%	18%	18%	19%
Totals	101%	99%	100%	99%	101%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,045)	(521)	(524)	(246)	(202)	(334)	(263)	(615)	(153)	(149)	(128)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
All	7%	14%	3%	3%	13%	3%	8%	4%	7%	7%	8%	6%	7%
Most	41%	54%	39%	30%	59%	22%	39%	44%	47%	32%	42%	39%	48%
About half	28%	17%	25%	41%	15%	41%	25%	27%	36%	34%	25%	31%	21%
Few	10%	4%	12%	13%	6%	16%	11%	12%	3%	11%	9%	12%	5%
None	1%	1%	2%	1%	0%	1%	2%	0%	1%	1%	1%	1%	3%
Not sure	14%	10%	19%	13%	7%	17%	15%	13%	6%	15%	15%	12%	15%
Totals	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,045)	(353)	(362)	(330)	(391)	(411)	(435)	(304)	(203)	(187)	(227)	(389)	(242)

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3. Qualification of Black Federal Employees
How many Black federal employees do you think are qualified for their jobs?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All	10%	8%	12%	10%	7%	10%	12%	7%	25%	7%	16%
Most	39%	40%	38%	44%	41%	33%	39%	40%	36%	38%	35%
About half	23%	23%	22%	20%	23%	24%	23%	26%	14%	20%	16%
Few	15%	14%	16%	13%	16%	16%	14%	15%	10%	20%	17%
None	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Not sure	14%	15%	12%	14%	13%	15%	12%	13%	16%	15%	15%
Totals	101%	101%	100%	101%	100%	99%	100%	101%	101%	100%	100%
Unweighted N	(1,042)	(521)	(521)	(245)	(202)	(333)	(262)	(613)	(152)	(150)	(127)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
All	10%	19%	9%	2%	21%	2%	11%	9%	7%	10%	12%	10%	7%
Most	39%	58%	37%	22%	59%	21%	37%	42%	45%	27%	40%	39%	44%
About half	23%	9%	19%	40%	9%	36%	20%	21%	31%	32%	22%	21%	19%
Few	15%	5%	16%	24%	3%	25%	17%	16%	9%	14%	10%	18%	15%
None	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%
Not sure	14%	9%	19%	13%	7%	16%	15%	12%	7%	17%	15%	11%	14%
Totals	101%	100%	101%	101%	99%	101%	100%	100%	100%	101%	99%	99%	100%
Unweighted N	(1,042)	(350)	(362)	(330)	(389)	(410)	(433)	(304)	(203)	(185)	(226)	(390)	(241)

4. Qualification of Male Federal Employees
How many male federal employees do you think are qualified for their jobs?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All	6%	5%	8%	6%	3%	9%	6%	4%	16%	6%	9%
Most	41%	43%	39%	46%	48%	33%	41%	43%	38%	38%	34%
About half	28%	30%	27%	25%	27%	31%	30%	30%	26%	21%	27%
Few	11%	8%	14%	8%	12%	13%	10%	11%	4%	18%	10%
None	0%	0%	1%	2%	0%	0%	0%	0%	2%	0%	0%
Not sure	13%	14%	12%	14%	10%	14%	13%	11%	13%	16%	20%
Totals	99%	100%	101%	101%	100%	100%	100%	99%	99%	99%	100%
Unweighted N	(1,045)	(521)	(524)	(246)	(202)	(335)	(262)	(614)	(153)	(150)	(128)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
All	6%	14%	4%	2%	13%	2%	8%	4%	4%	7%	8%	6%	5%
Most	41%	55%	41%	28%	57%	24%	38%	45%	48%	32%	43%	38%	50%
About half	28%	18%	26%	41%	16%	41%	28%	25%	35%	33%	26%	30%	24%
Few	11%	5%	11%	17%	5%	18%	12%	15%	5%	11%	8%	14%	8%
None	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%
Not sure	13%	8%	17%	12%	8%	16%	13%	11%	8%	16%	15%	10%	12%
Totals	99%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(1,045)	(352)	(362)	(331)	(390)	(412)	(435)	(304)	(203)	(186)	(227)	(390)	(242)

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5. Qualification of Female Federal Employees
How many female federal employees do you think are qualified for their jobs?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All	8%	4%	11%	6%	6%	10%	8%	6%	17%	7%	11%
Most	42%	42%	42%	45%	43%	37%	46%	43%	43%	41%	39%
About half	24%	25%	23%	23%	28%	24%	22%	26%	19%	24%	15%
Few	12%	12%	12%	8%	12%	15%	12%	13%	4%	11%	16%
None	1%	1%	1%	3%	0%	1%	1%	1%	2%	3%	1%
Not sure	13%	15%	11%	16%	11%	12%	12%	11%	15%	14%	17%
Totals	100%	99%	100%	101%	100%	99%	101%	100%	100%	100%	99%
Unweighted N	(1,044)	(520)	(524)	(245)	(202)	(334)	(263)	(615)	(151)	(150)	(128)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
All	8%	15%	7%	2%	17%	2%	10%	6%	5%	7%	13%	6%	6%
Most	42%	62%	42%	23%	61%	23%	43%	41%	48%	33%	42%	43%	46%
About half	24%	10%	22%	41%	12%	36%	20%	25%	33%	26%	23%	25%	24%
Few	12%	5%	12%	19%	3%	21%	13%	16%	6%	16%	9%	14%	9%
None	1%	1%	1%	2%	0%	1%	2%	0%	0%	2%	0%	1%	1%
Not sure	13%	8%	17%	12%	6%	16%	13%	10%	8%	16%	13%	11%	13%
Totals	100%	101%	101%	99%	99%	99%	101%	98%	100%	100%	100%	100%	99%
Unweighted N	(1,044)	(352)	(361)	(331)	(390)	(412)	(435)	(305)	(202)	(187)	(227)	(388)	(242)

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6. Favorability of DEI Programs
Do you have a favorable or an unfavorable opinion of Diversity, Equity, and Inclusion (DEI) programs?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	27%	24%	30%	31%	26%	24%	29%	25%	39%	28%	23%
Somewhat favorable	22%	23%	21%	28%	31%	13%	20%	23%	27%	13%	20%
Somewhat unfavorable	10%	10%	11%	10%	11%	12%	9%	11%	6%	13%	14%
Very unfavorable	26%	32%	21%	11%	18%	37%	33%	29%	8%	26%	28%
Don't know	14%	11%	17%	20%	14%	15%	9%	12%	20%	20%	15%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,044)	(519)	(525)	(246)	(201)	(334)	(263)	(615)	(153)	(149)	(127)

		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	27%	51%	22%	9%	53%	9%	29%	27%	27%	28%	29%	25%	30%
Somewhat favorable	22%	24%	21%	20%	27%	17%	19%	23%	29%	22%	20%	21%	24%
Somewhat unfavorable	10%	6%	10%	16%	7%	15%	10%	11%	10%	8%	12%	11%	10%
Very unfavorable	26%	5%	28%	45%	6%	51%	25%	25%	29%	27%	28%	27%	22%
Don't know	14%	14%	19%	10%	7%	7%	16%	13%	4%	15%	11%	17%	13%
Totals	99%	100%	100%	100%	100%	99%	99%	99%	99%	100%	100%	101%	99%
Unweighted N	(1,044)	(353)	(360)	(331)	(391)	(411)	(433)	(305)	(203)	(186)	(227)	(389)	(242)

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7. Favorability of Affirmative Action Programs
Do you have a favorable or an unfavorable opinion of affirmative action programs?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	19%	18%	21%	15%	17%	20%	25%	17%	34%	18%	16%
Somewhat favorable	26%	28%	23%	32%	31%	17%	25%	26%	31%	24%	19%
Somewhat unfavorable	11%	11%	11%	7%	11%	12%	13%	12%	6%	12%	14%
Very unfavorable	18%	25%	12%	9%	14%	24%	23%	22%	3%	17%	13%
Don't know	26%	18%	33%	36%	27%	26%	14%	24%	26%	29%	38%
Totals	100%	100%	100%	99%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,043)	(519)	(524)	(246)	(200)	(335)	(262)	(614)	(153)	(149)	(127)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	19%	36%	15%	8%	40%	8%	22%	17%	22%	20%	20%	17%	22%
Somewhat favorable	26%	32%	23%	21%	35%	19%	23%	27%	34%	25%	26%	25%	27%
Somewhat unfavorable	11%	6%	13%	15%	10%	16%	10%	13%	14%	11%	13%	12%	8%
Very unfavorable	18%	4%	17%	34%	4%	40%	17%	19%	21%	18%	18%	20%	17%
Don't know	26%	22%	32%	23%	11%	18%	29%	23%	9%	25%	23%	27%	26%
Totals	100%	100%	100%	101%	100%	101%	101%	99%	100%	99%	100%	101%	100%
Unweighted N	(1,043)	(353)	(361)	(329)	(390)	(410)	(434)	(304)	(202)	(186)	(227)	(389)	(241)

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8. Support Oppose Reducing DEI Initiatives
Do you support or oppose businesses reducing their efforts in Diversity, Equity, and Inclusion initiatives?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	25%	31%	20%	11%	16%	35%	33%	30%	5%	23%	18%
Somewhat support	15%	16%	13%	20%	20%	12%	8%	14%	15%	11%	25%
Somewhat oppose	14%	14%	14%	17%	18%	10%	14%	14%	12%	19%	17%
Strongly oppose	29%	25%	33%	29%	25%	29%	35%	26%	44%	30%	28%
Not sure	16%	13%	20%	22%	21%	14%	10%	15%	23%	18%	13%
Totals	99%	99%	100%	99%	100%	100%	100%	99%	99%	101%	101%
Unweighted N	(1,045)	(520)	(525)	(245)	(202)	(335)	(263)	(615)	(152)	(150)	(128)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Strongly support	25%	6%	23%	46%	7%	52%	22%	27%	30%	26%	27%	27%	20%
Somewhat support	15%	10%	13%	21%	8%	21%	12%	14%	22%	14%	8%	18%	16%
Somewhat oppose	14%	18%	14%	11%	17%	9%	15%	18%	10%	15%	15%	11%	19%
Strongly oppose	29%	54%	28%	6%	59%	6%	32%	28%	28%	27%	32%	28%	30%
Not sure	16%	12%	21%	16%	8%	12%	19%	13%	10%	18%	17%	17%	14%
Totals	99%	100%	99%	100%	99%	100%	100%	100%	100%	100%	99%	101%	99%
Unweighted N	(1,045)	(353)	(361)	(331)	(391)	(412)	(435)	(305)	(203)	(186)	(227)	(390)	(242)

9A. DEI Attitudes — I would be more likely to purchase products and services from a business that is committed to Diversity, Equity, and Inclusion
Please indicate how strongly you agree or disagree with the following statements.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	29%	27%	30%	33%	28%	28%	26%	26%	38%	33%	27%
Somewhat agree	22%	20%	23%	29%	26%	12%	23%	21%	26%	17%	28%
Somewhat disagree	12%	13%	11%	11%	12%	11%	12%	12%	4%	16%	14%
Strongly disagree	25%	30%	20%	9%	18%	36%	32%	29%	12%	18%	21%
Not sure	13%	10%	15%	19%	16%	12%	6%	12%	19%	16%	9%
Totals	101%	100%	99%	101%	100%	99%	99%	100%	99%	100%	99%
Unweighted N	(1,039)	(517)	(522)	(246)	(201)	(331)	(261)	(613)	(153)	(147)	(126)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Strongly agree	29%	44%	29%	13%	54%	10%	34%	27%	27%	27%	29%	27%	33%
Somewhat agree	22%	30%	18%	17%	25%	15%	18%	22%	22%	24%	23%	18%	24%
Somewhat disagree	12%	8%	10%	18%	8%	19%	12%	11%	13%	11%	8%	11%	17%
Strongly disagree	25%	6%	25%	44%	7%	49%	21%	25%	33%	26%	27%	28%	17%
Not sure	13%	12%	18%	8%	6%	7%	14%	14%	4%	11%	13%	16%	9%
Totals	101%	100%	100%	100%	100%	100%	99%	99%	99%	99%	100%	100%	100%
Unweighted N	(1,039)	(351)	(361)	(327)	(389)	(408)	(433)	(305)	(201)	(185)	(226)	(388)	(240)

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9B. DEI Attitudes — Companies are responsible for supporting marginalized groups within their organization
Please indicate how strongly you agree or disagree with the following statements.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	25%	21%	28%	25%	26%	26%	22%	24%	35%	20%	22%
Somewhat agree	33%	36%	30%	37%	38%	25%	35%	33%	38%	26%	35%
Somewhat disagree	12%	11%	12%	9%	8%	13%	16%	13%	5%	8%	16%
Strongly disagree	12%	17%	8%	4%	7%	18%	17%	13%	5%	15%	12%
Not sure	19%	15%	22%	24%	21%	18%	10%	17%	16%	31%	14%
Totals	101%	100%	100%	99%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,039)	(519)	(520)	(246)	(202)	(330)	(261)	(611)	(152)	(149)	(127)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Strongly agree	25%	46%	18%	12%	45%	11%	25%	29%	24%	25%	25%	25%	24%
Somewhat agree	33%	34%	32%	33%	36%	30%	33%	29%	41%	35%	31%	33%	33%
Somewhat disagree	12%	6%	10%	19%	7%	19%	12%	11%	13%	10%	12%	11%	13%
Strongly disagree	12%	3%	13%	20%	4%	24%	10%	17%	13%	10%	13%	14%	10%
Not sure	19%	11%	27%	16%	9%	16%	21%	15%	8%	20%	18%	17%	20%
Totals	101%	100%	100%	100%	101%	100%	101%	101%	99%	100%	99%	100%	100%
Unweighted N	(1,039)	(350)	(360)	(329)	(386)	(410)	(431)	(305)	(202)	(184)	(224)	(389)	(242)

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9C. DEI Attitudes — I would stop or reduce my spending with a business if they reduced their commitment to Diversity, Equity, and Inclusion initiatives
Please indicate how strongly you agree or disagree with the following statements.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	22%	20%	24%	23%	23%	21%	23%	21%	27%	26%	18%
Somewhat agree	22%	24%	21%	30%	30%	15%	16%	21%	34%	20%	17%
Somewhat disagree	15%	14%	15%	16%	14%	12%	17%	14%	11%	15%	23%
Strongly disagree	25%	30%	20%	6%	19%	34%	35%	28%	9%	22%	30%
Not sure	16%	12%	20%	24%	13%	18%	8%	15%	20%	18%	12%
Totals	100%	100%	100%	99%	99%	100%	99%	99%	101%	101%	100%
Unweighted N	(1,042)	(518)	(524)	(245)	(202)	(332)	(263)	(613)	(152)	(149)	(128)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Strongly agree	22%	36%	20%	12%	41%	9%	25%	19%	25%	25%	19%	21%	25%
Somewhat agree	22%	27%	19%	21%	29%	18%	20%	23%	24%	20%	28%	23%	19%
Somewhat disagree	15%	12%	15%	17%	12%	16%	17%	16%	11%	18%	11%	14%	17%
Strongly disagree	25%	9%	26%	39%	11%	45%	21%	26%	36%	21%	24%	26%	26%
Not sure	16%	16%	20%	12%	8%	12%	17%	16%	4%	16%	18%	16%	13%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,042)	(352)	(362)	(328)	(391)	(408)	(434)	(304)	(201)	(186)	(224)	(390)	(242)

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9D. DEI Attitudes — I would be less likely to purchase products and services from a business that is committed to Diversity, Equity, and Inclusion
Please indicate how strongly you agree or disagree with the following statements.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	21%	25%	17%	12%	16%	28%	26%	22%	14%	22%	23%
Somewhat agree	16%	20%	13%	20%	17%	15%	13%	15%	22%	19%	10%
Somewhat disagree	18%	18%	17%	26%	16%	13%	19%	18%	15%	16%	26%
Strongly disagree	31%	28%	33%	23%	37%	30%	32%	31%	31%	28%	32%
Not sure	15%	9%	20%	19%	14%	15%	11%	15%	19%	14%	9%
Totals	101%	100%	100%	100%	100%	101%	101%	101%	101%	99%	100%
Unweighted N	(1,041)	(520)	(521)	(245)	(202)	(332)	(262)	(614)	(151)	(149)	(127)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Strongly agree	21%	10%	22%	30%	10%	36%	20%	19%	25%	24%	18%	24%	17%
Somewhat agree	16%	13%	14%	22%	9%	22%	15%	17%	15%	8%	19%	17%	18%
Somewhat disagree	18%	17%	15%	21%	16%	16%	16%	21%	16%	22%	11%	18%	20%
Strongly disagree	31%	49%	29%	14%	57%	14%	32%	29%	36%	31%	36%	26%	33%
Not sure	15%	11%	19%	14%	8%	12%	16%	14%	8%	15%	17%	15%	12%
Totals	101%	100%	99%	101%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,041)	(353)	(360)	(328)	(391)	(409)	(433)	(304)	(202)	(187)	(225)	(388)	(241)

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9E. DEI Attitudes — I would stop or reduce my spending with a business if they committed to Diversity, Equity, and Inclusion initiatives
Please indicate how strongly you agree or disagree with the following statements.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	19%	21%	17%	11%	14%	26%	22%	20%	18%	18%	19%
Somewhat agree	16%	19%	13%	15%	19%	17%	12%	16%	15%	16%	18%
Somewhat disagree	16%	15%	17%	22%	16%	12%	18%	17%	13%	16%	21%
Strongly disagree	33%	31%	35%	25%	38%	31%	37%	33%	34%	31%	34%
Not sure	16%	13%	18%	26%	13%	15%	10%	15%	20%	20%	7%
Totals	100%	99%	100%	99%	100%	101%	99%	101%	100%	101%	99%
Unweighted N	(1,043)	(520)	(523)	(245)	(202)	(333)	(263)	(613)	(153)	(150)	(127)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Strongly agree	19%	12%	16%	30%	13%	32%	18%	16%	25%	21%	17%	20%	18%
Somewhat agree	16%	10%	15%	23%	9%	25%	16%	18%	15%	14%	20%	15%	15%
Somewhat disagree	16%	13%	17%	19%	14%	16%	14%	20%	18%	16%	14%	19%	14%
Strongly disagree	33%	50%	34%	15%	58%	13%	34%	34%	37%	31%	36%	30%	37%
Not sure	16%	14%	19%	14%	7%	13%	18%	12%	5%	18%	14%	15%	17%
Totals	100%	99%	101%	101%	101%	99%	100%	100%	100%	100%	101%	99%	101%
Unweighted N	(1,043)	(353)	(362)	(328)	(391)	(409)	(432)	(305)	(203)	(187)	(226)	(388)	(242)

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10. Personal Effect of DEI

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive effect	20%	17%	22%	26%	24%	17%	13%	18%	27%	19%	21%
Neither positive nor negative	48%	49%	47%	45%	45%	47%	57%	51%	42%	41%	45%
Negative effect	19%	23%	15%	13%	17%	23%	20%	20%	13%	18%	22%
Not sure	13%	11%	16%	16%	14%	13%	9%	11%	18%	22%	12%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,044)	(520)	(524)	(246)	(202)	(335)	(261)	(613)	(153)	(150)	(128)

	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	20%	33%	13%	13%	33%	11%	20%	17%	27%	25%	19%	15%	24%
Neither positive nor negative	48%	49%	49%	47%	49%	47%	46%	52%	47%	46%	49%	49%	48%
Negative effect	19%	5%	22%	30%	6%	33%	18%	19%	23%	19%	20%	21%	16%
Not sure	13%	13%	16%	10%	12%	10%	16%	12%	3%	10%	12%	16%	12%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,044)	(353)	(362)	(329)	(391)	(410)	(435)	(305)	(201)	(187)	(227)	(388)	(242)

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Interviewing Dates	March 26 - 29, 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 5.079, with a mean of one and a standard deviation of 0.886.
Number of respondents	1046
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	86 questions not reported.