



Public Opinion about Diversity, Equity, and Inclusion (DEI)

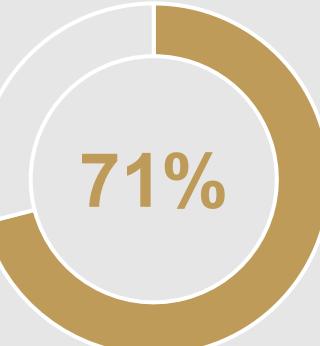
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Perspectives on Diversity, Equity, and Inclusion



The public is far more aligned with the values underlying DEI than prevailing political narrative suggests.



of American voters rate the phrase “diversity, equity, and inclusion” positively.

Perspectives on Diversity, Equity, and Inclusion



Equal opportunity is especially resonant across demographic and political lines and is widely viewed as something society should actively work toward, not simply hope will happen organically.

A gold and white circular icon containing the text "89%" in gold, representing a percentage.

of American voters rate the phrase “equal opportunity” positively.

Opportunities



People recognize that the playing field is not equal. This creates meaningful common ground around the need for action.



Messages grounded in opening doors, allowing merit to flourish, strengthening communities, and ensuring everyone has a fair shot are among the most persuasive.