

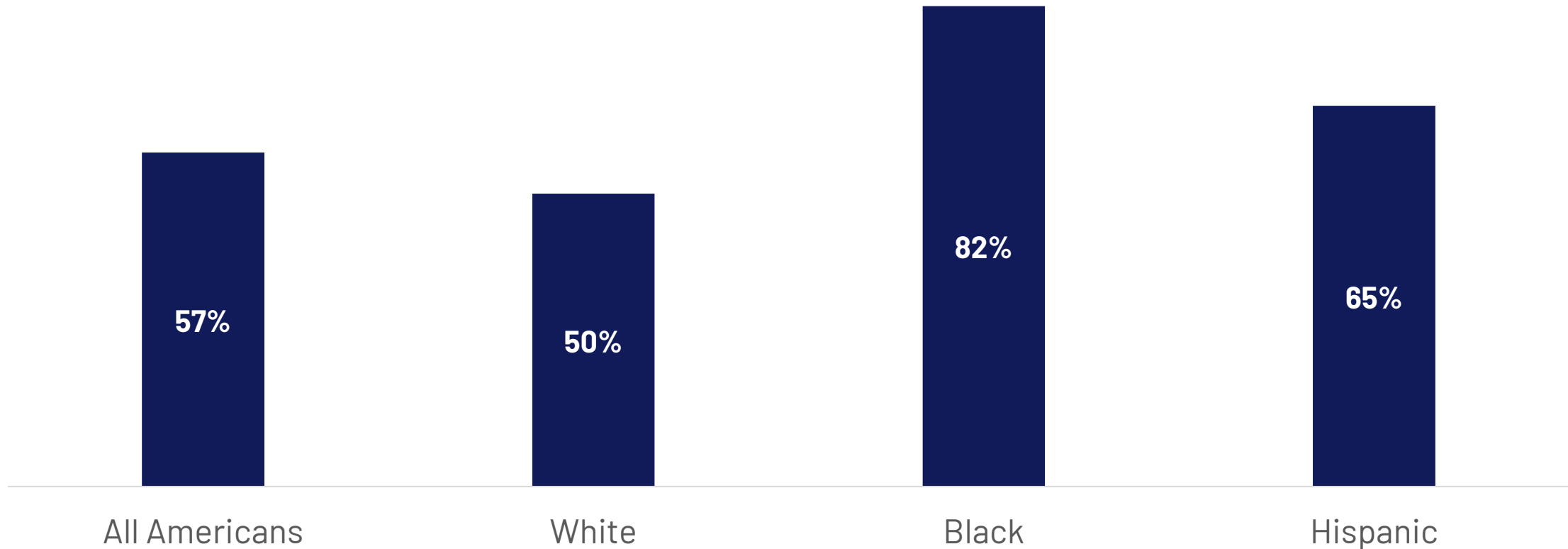
# **GLOBAL SUMMIT OF WOMEN'S GLOBAL DIVERSITY COLLOQUIUM**

February 2025

# Most Americans continue to believe race or color affects treatment by society

In the U.S. today, how much do you think someone's race or skin color affects how they are treated in society?

*%Affected a great deal or good amount*



Source: Washington Post/Ipsos Polling. Conducted April 9-16, 2024. 1,331 non-Hispanic Black adults ages 18 and older and a partially overlapping sample of 1,029 U.S. adults overall were sampled.



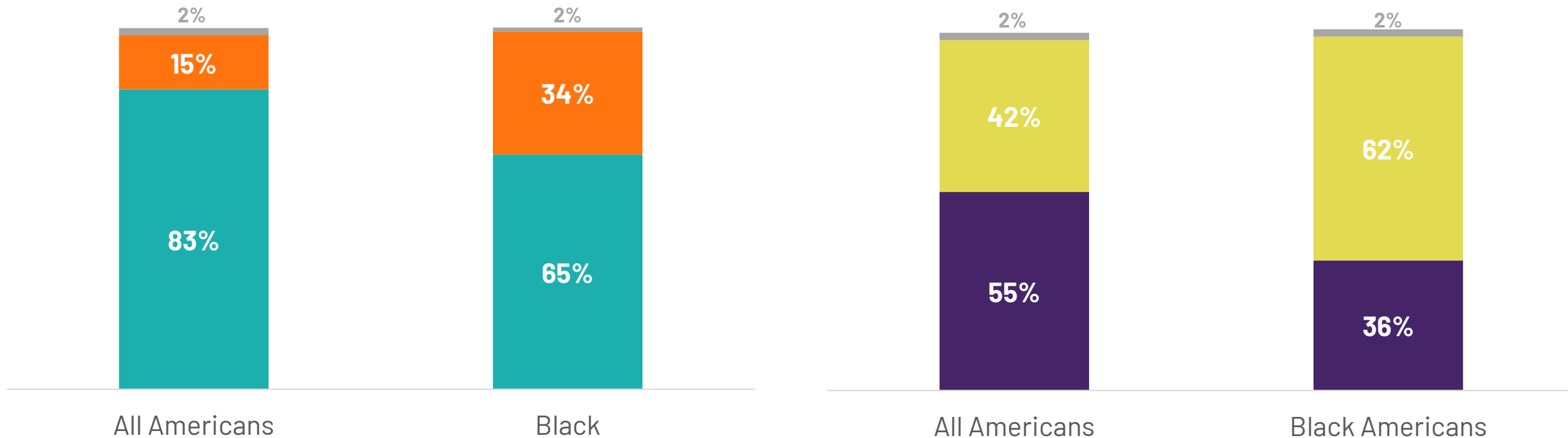
# Most Americans think the country has made progress on equal treatment

Do you think U.S. society has made a lot of progress treating people equally regardless of their race or skin color, some progress, or a little progress?

In the future, do you think the U.S. will be a place where people are treated equally regardless of their race or skin color, or not?

■ Has made progress      ■ Has not made progress  
■ No opinion/Skipped

■ Yes      ■ No      ■ No opinion/Skipped



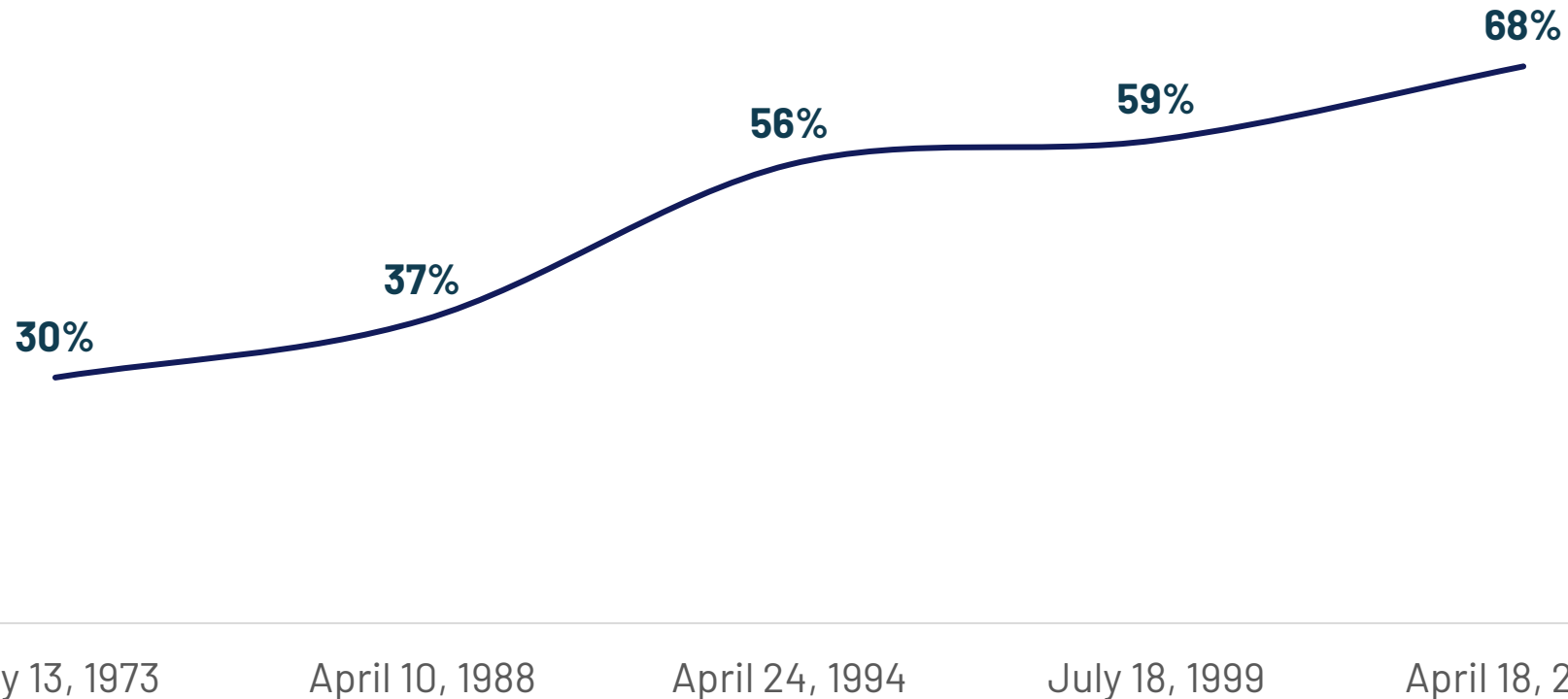
Source: Washington Post/Ipsos Polling. Conducted April 9-16, 2024.  
1,331 non-Hispanic Black adults ages 18 and older and a partially overlapping sample of 1,029 U.S. adults overall were sampled  
Left side chart: Base: People who feel the U.S. has made progress since the 1950's treating people equally regardless of their race or skin color



# Over past five decades, growing support for integration

Thinking about school integration – that is, bringing Black and White children together into the same schools. Do you believe that more should be done – or that less should be done – to integrate schools throughout the nation?

*% who think more should be done. All Americans.*



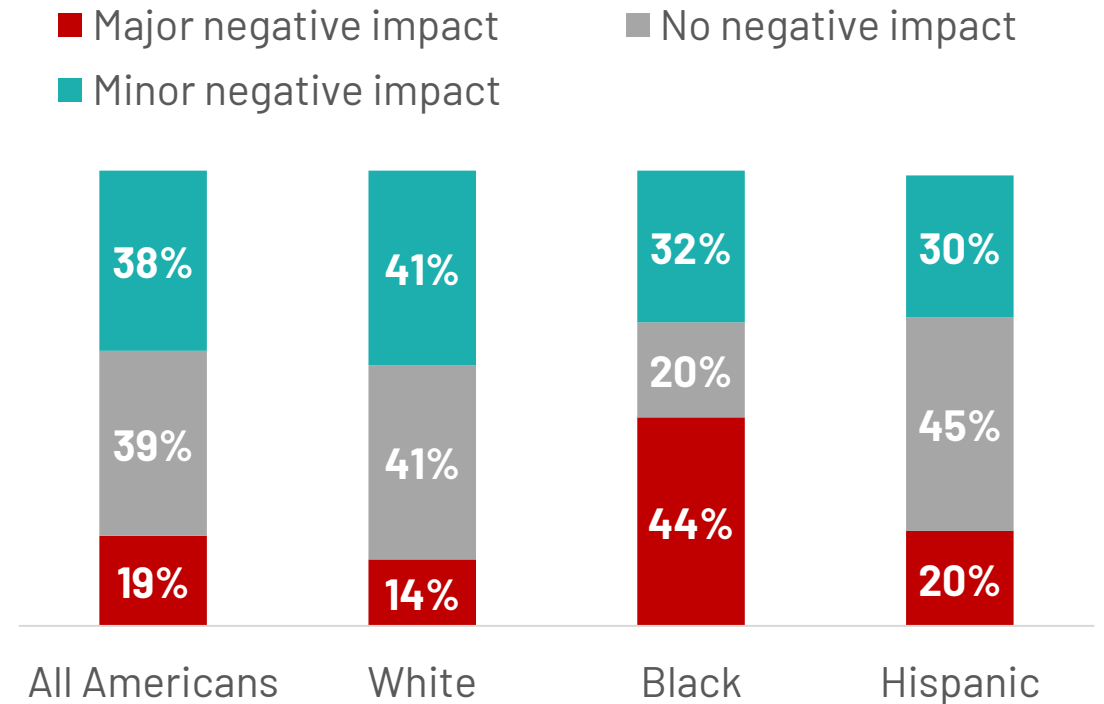
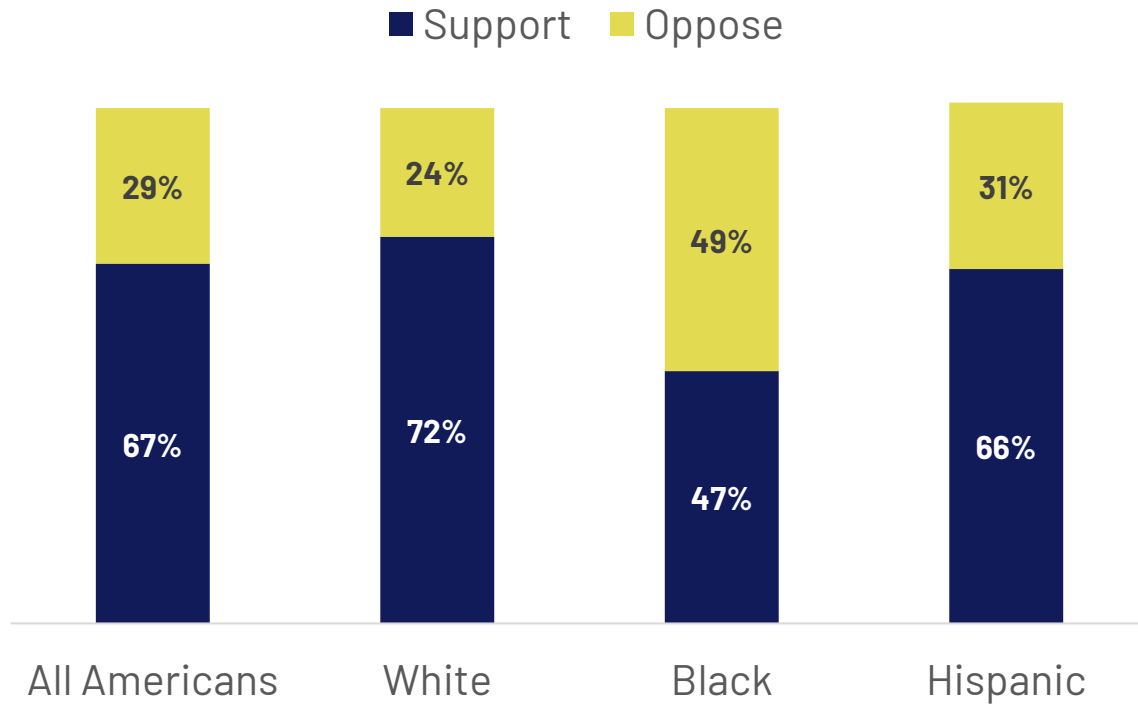
Source: Washington Post/Ipsos Polling  
1,331 non-Hispanic Black adults ages 18 and older and a partially overlapping sample of 1,029 U.S. adults overall were sampled.  
Trend from Gallup/CNN/USA Today; Gallup/Phi Delta Kappa; Gallup-Kettering Foundation.



# Most Americans support ending affirmative action in schools

In 2023, the Supreme Court banned colleges and universities from considering a student's race and ethnicity when making decisions about student admissions, ending affirmative action in college admissions. Do you support or oppose this decision

Do you think the end of affirmative action will have a major negative impact, minor negative impact or no impact on opportunities for Black students to attend competitive colleges?



Source: Washington Post/Ipsos Polling. Conducted April 9-16, 2024. 1,331 non-Hispanic Black adults ages 18 and older and a partially overlapping sample of 1,029 U.S. adults overall were sampled.



# Few Americans report benefiting from affirmative action programs

As far as you know, have you or has someone in your household benefited from an affirmative action program?



Have you or someone in your household been harmed by an affirmative action program?

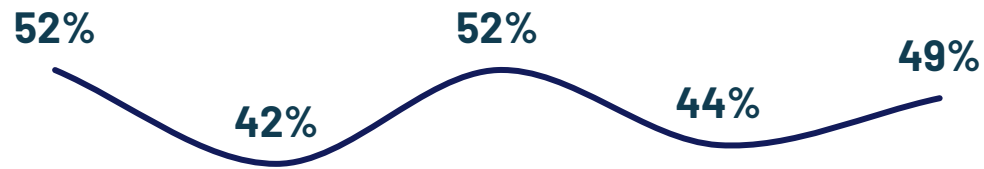


Source: Washington Post/Ipsos Polling. Conducted April 9-16, 2024. 1,331 non-Hispanic Black adults ages 18 and older and a partially overlapping sample of 1,029 U.S. adults overall were sampled.



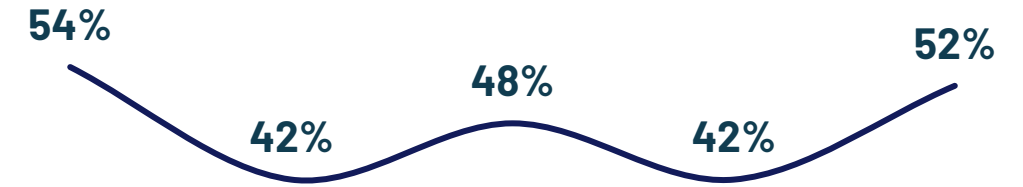
# Many Americans report engaging in politically activated consumer behavior

Percent who agrees “if a corporation takes a stand on a **social issue** that I don’t agree with, I’m less likely to buy their products or use their services”



June 23, 2021    June 8, 2022    June 7, 2024    January 24, 2024    January 15, 2025

Percent who agrees “if a corporation takes a stand on a **political issue** that I don’t agree with, I’m less likely to buy their products or use their services”



June 23, 2021    June 8, 2022    June 7, 2024    January 24, 2024    January 15, 2025

Source: Ipsos Consumer Tracker. 2022 and 2023 N=~560. All other waves N=~1,000

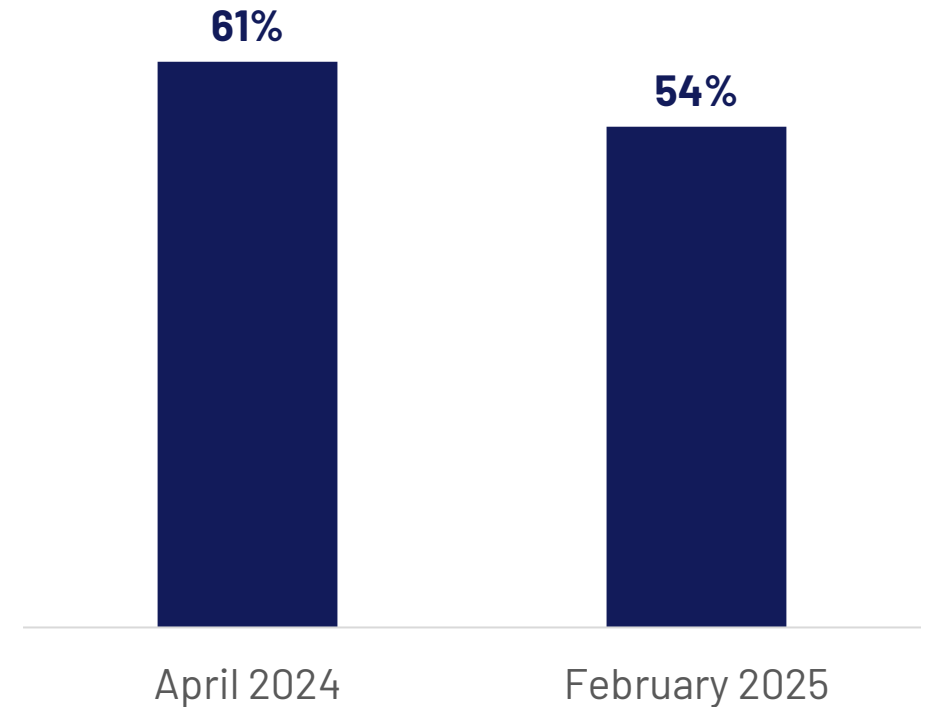
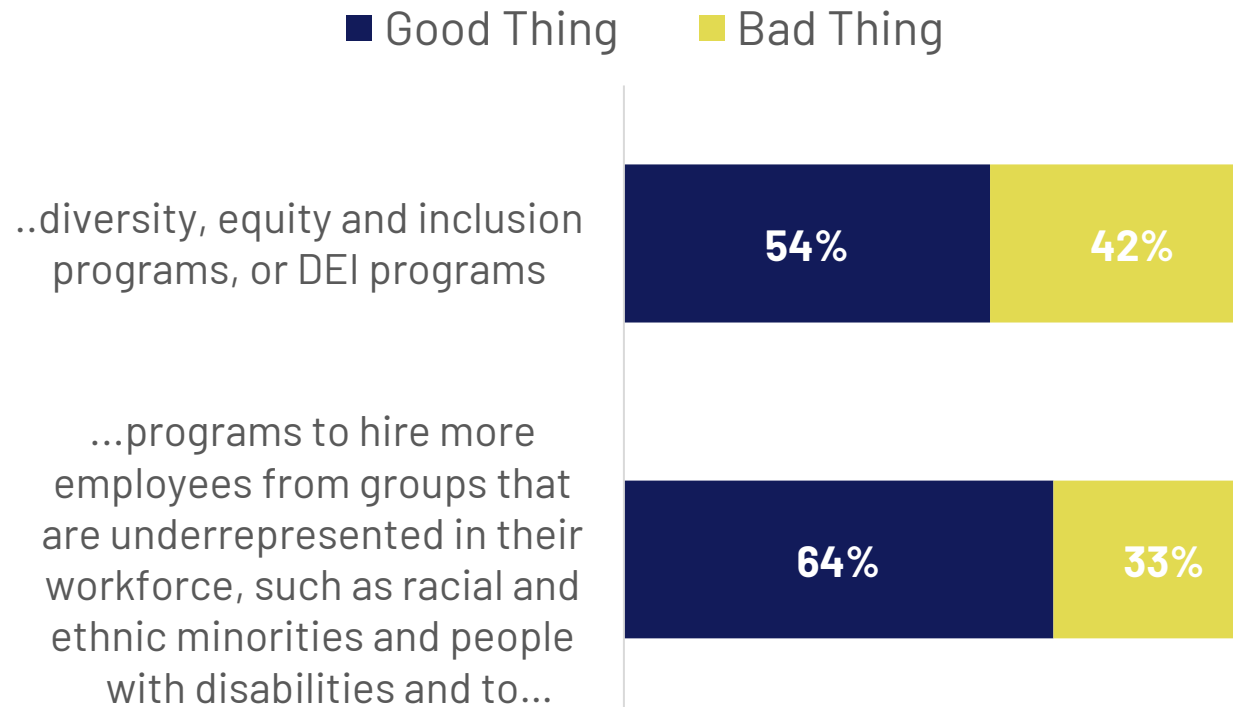


# Most Americans continue to support fairness in hiring, but “DEI” as a term is damaged

Percent who think the following is a good thing or a bad thing for companies to adopt...

Fielded February 2025

Percent who think companies adopting diversity, equity and inclusion programs are a good thing  
2024-2025



Source: Ipsos polling fielded. February 14-18, 2025, among 1,026 U.S. adults. Chart on the left is split sampled. April 2024 trend: Washington Post/Ipsos Polling. Conducted April 9-16, 2024. 1,331 non-Hispanic Black adults ages 18 and older and a partially overlapping sample of 1,029 U.S. adults overall were sampled. Split sampled





# The American public is currently divided on “DEI” initiatives

Percent who support the following

■ All Americans ■ Democrat ■ Independent ■ Republican

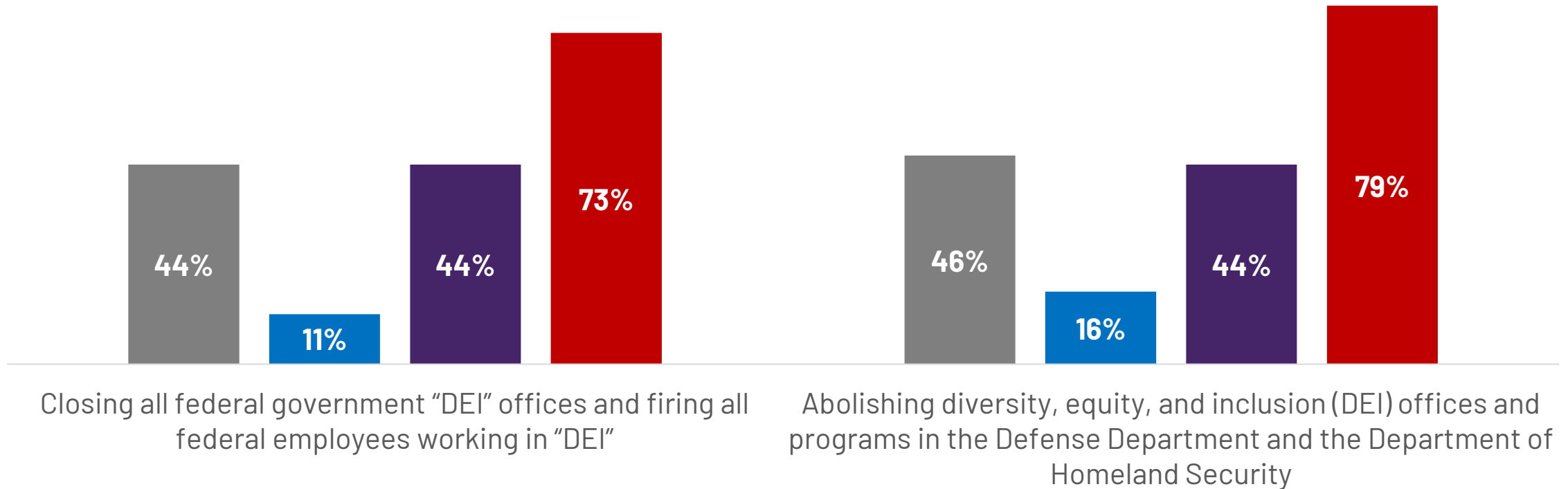


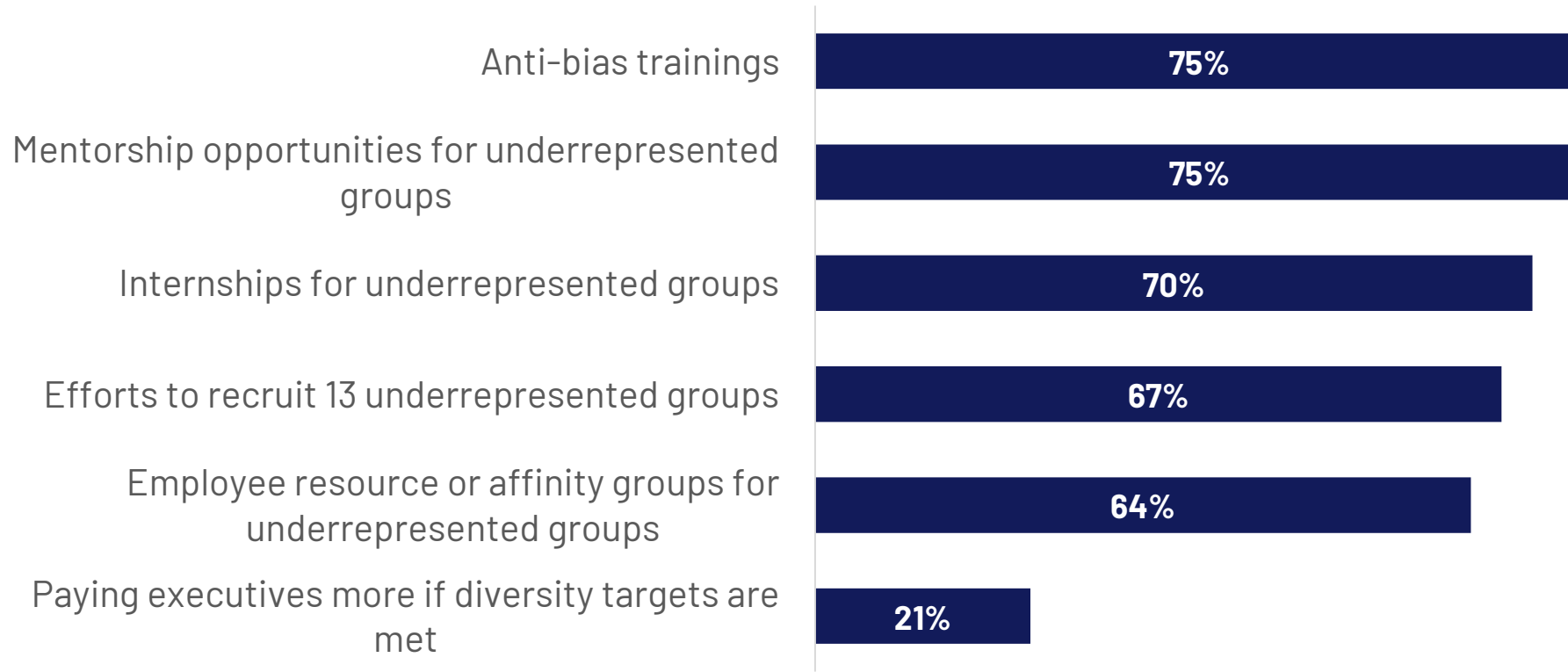
Chart on Right: Source: Reuters/Ipsos Polling. Conducted January 31-February 2, 2025, among 1,032 U.S. adults 18+  
Chart on Left: Source: Ipsos Polling. Conducted January 24-26, 2025, among 1,034 U.S. adults 18+



# The substance of diversity programs are widely supported

Do you support or oppose workplaces having each of the following programs

*% Support among all Americans*

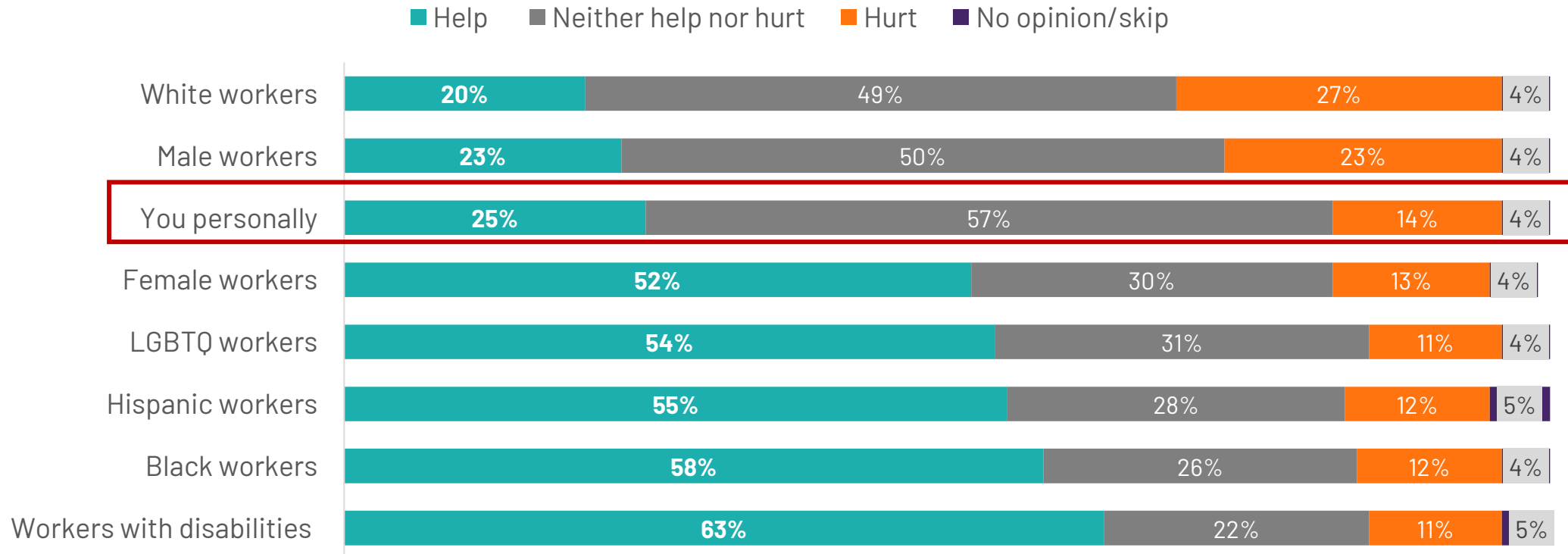


Source: Washington Post/Ipsos Polling. Conducted April 9-16, 2024.  
1,331 non-Hispanic Black adults ages 18 and older and a partially overlapping sample of 1,029 U.S. adults overall were sampled.



# Most Americans do not feel impacted by DEI programs – those report being helped outnumber those hurt

Some companies have adopted programs to hire more employees from groups that are underrepresented in their workforce, such as racial and ethnic minorities and people with disabilities and to promote equity in the workplace. Do you think diversity, equity and inclusion (DEI) programs help or hurt each of the following groups of workers, if at all?



Source: Washington Post/Ipsos Polling. Conducted April 9-16, 2024. 1,331 non-Hispanic Black adults ages 18 and older and a partially overlapping sample of 1,029 U.S. adults overall were sampled.



# THANK YOU!

# Questions?

# About Ipsos

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP  
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# Game Changers

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

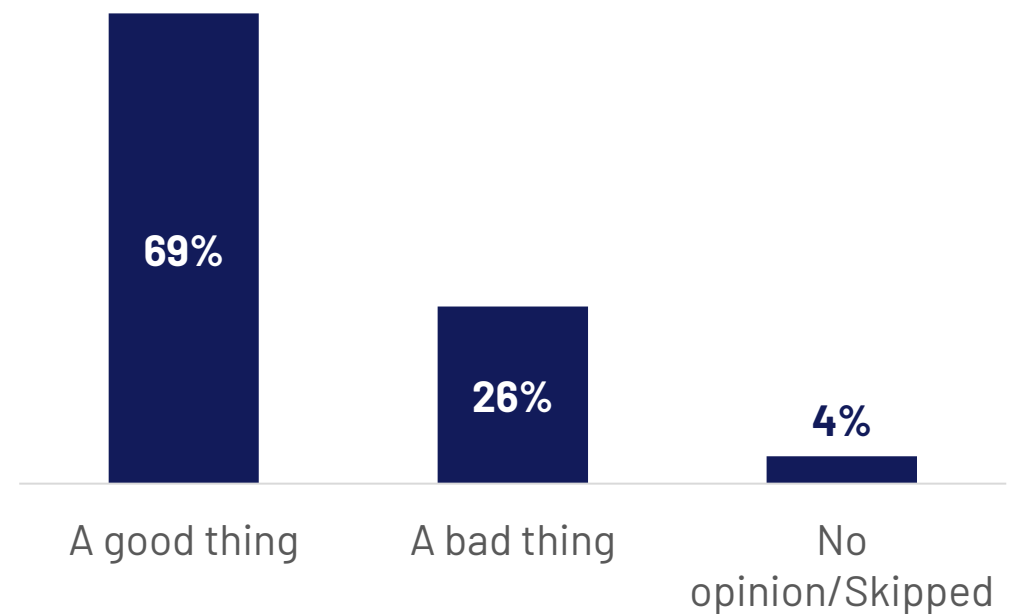
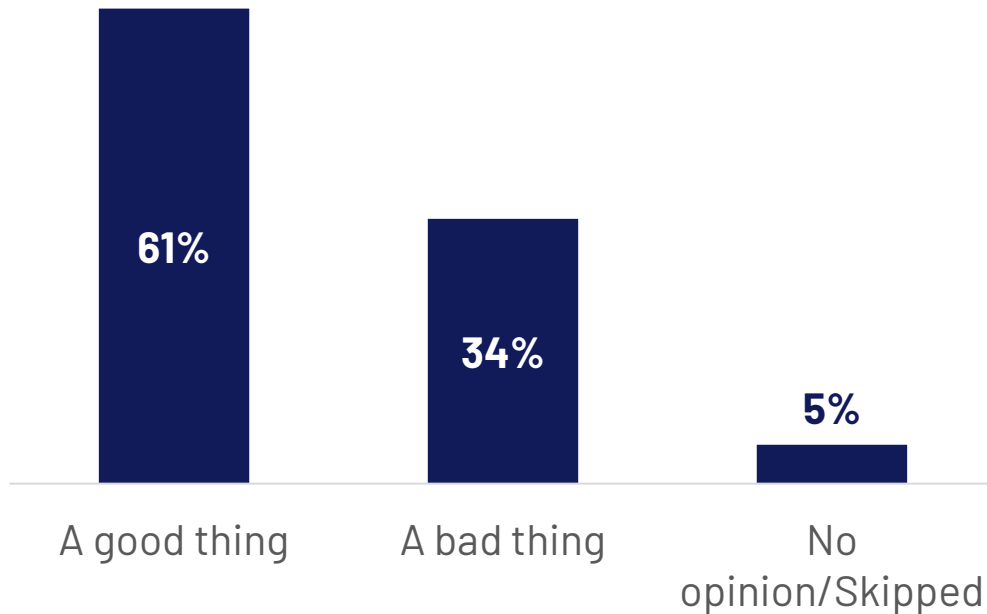
So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

# APPENDIX

# “DEI” is less popular than the concept it represents

In recent years, some companies have adopted diversity, equity and inclusion programs, or “DEI programs.” Do you think it’s a good thing or a bad thing for companies to adopt these programs?

In recent years, some companies have adopted programs to hire more employees from groups that are underrepresented in their workforce, such as racial and ethnic minorities and people with disabilities and to promote equity in the workplace. Do you think it’s a good thing or a bad thing for companies to adopt these programs?



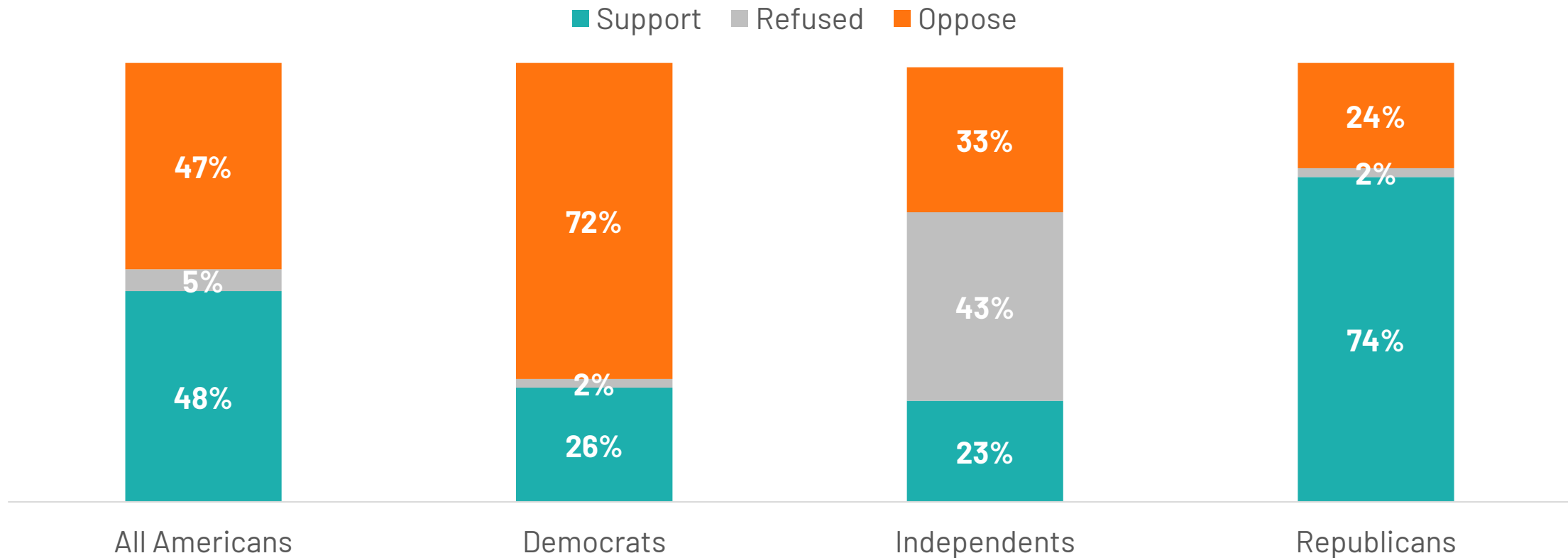
Source: Source: Washington Post/Ipsos Polling. Conducted April 9-16, 2024. 1,331 non-Hispanic Black adults ages 18 and older and a partially overlapping sample of 1,029 U.S. adults overall were sampled.

Split sampled

# Headline

For each of the following, please indicate if you support or oppose the policy.

*Ending diversity, equity and inclusion programs, often known as D.E.I. programs, in schools, universities and government agencies*



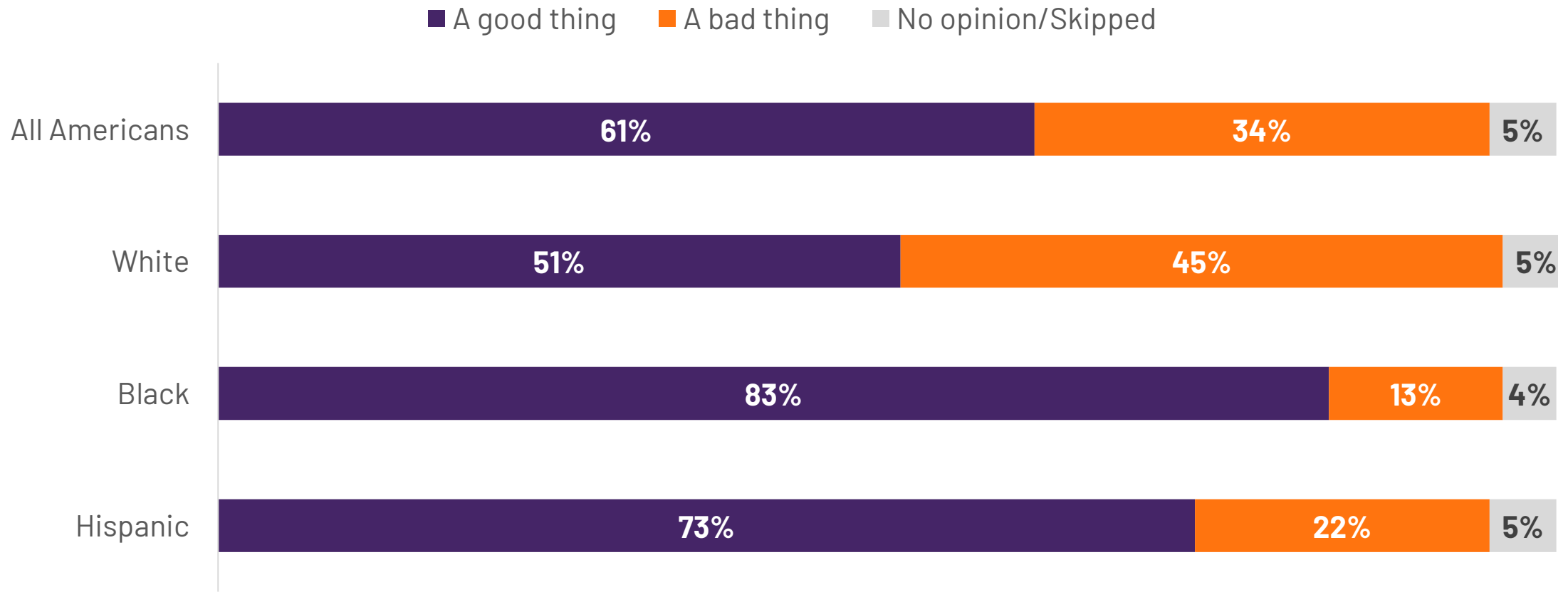
Source: XXXXXXXX





# Headline

In recent years, some companies have adopted diversity, equity and inclusion programs, or “DEI programs.” Do you think it’s a good thing or a bad thing for companies to adopt these programs?



Source: Washington Post/Ipsos Polling. Conducted April 9-16, 2024. 1,331 non-Hispanic Black adults ages 18 and older and a partially overlapping sample of 1,029 U.S. adults overall were sampled. Half Sample.

