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Ipsos Poll on DEI, Political Activism, and Economic Experiences

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: February 14-16, 2025

Number of interviews: 1,026

Number of Republican interviews: 315

Number of Democrat interviews: 300

Number of independent interviews: 318

Margin of error: +/- 3.3 percentage points at the 95% confidence level for all respondents

Margin of error: +/- 5.7 percentage points at the 95% confidence level for Republican respondents

Margin of error: +/- 6.0 percentage points at the 95% confidence level for Democrat respondents

Margin of error: +/- 5.9 percentage points at the 95% confidence level for independent respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

Q1. [Base: Split Sample A] 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?

	Sample A (N=510)	Republican (N=160)	Democrat (N=144)	Independent (N=158)
A good thing	55%	21%	87%	59%
A bad thing	42%	78%	12%	36%
Skipped	4%	1%	2%	5%

Trended data	Ipsos, February 14- 16, 2025	Washington Post/Ipsos, April 9-16, 2024
A good thing	55%	61%
A bad thing	42%	34%
Skipped	4%	5%*

**In April 2024, this option was No opinion/Skipped*



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Q2. [Base: Split Sample B] 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?

	Sample B (N=516)	Republican (N=155)	Democrat (N=156)	Independent (N=160)
A good thing	65%	38%	94%	61%
A bad thing	33%	60%	5%	38%
Skipped	2%	2%	1%	1%

Trended data	Ipsos, February 14- 16, 2025	Washington Post/Ipsos, April 9-16, 2024
A good thing	65%	69%
A bad thing	33%	26%
Skipped	2%	4%*

**In April 2024, this option was No opinion/Skipped*

Q3. In the past month, have you done any of the following, or not?

Total Yes Summary

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Completely stopped purchasing from a company because of their stance on politics or current events	31%	20%	45%	30%
Reduced spending to protest a company's stance on politics or current events	29%	18%	43%	28%
Went out of your way to make purchases from a company because of their stance on politics or current events	20%	14%	28%	18%
Shared or commented on something on social media attacking a company	10%	6%	17%	9%
Attended a protest	3%	1%	5%	4%

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Q3_1. In the past month, have you done any of the following, or not? Attended a protest

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Yes	3%	1%	5%	4%
No	95%	98%	95%	95%
Skipped	1%	1%	-	1%

Q3_2. In the past month, have you done any of the following, or not? Completely stopped purchasing from a company because of their stance on politics or current events

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Yes	31%	20%	45%	30%
No	68%	79%	55%	69%
Skipped	1%	1%	-	1%

Q3_3. In the past month, have you done any of the following, or not? Reduced spending to protest a company's stance on politics or current events

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Yes	29%	18%	43%	28%
No	70%	81%	57%	71%
Skipped	1%	1%	-	1%

Q3_4. In the past month, have you done any of the following, or not? Went out of your way to make purchases from a company because of their stance on politics or current events

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Yes	20%	14%	28%	18%
No	79%	85%	72%	81%
Skipped	1%	1%	-	1%

Q3_5. In the past month, have you done any of the following, or not? Shared or commented on something on social media attacking a company

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Yes	10%	6%	17%	9%
No	89%	93%	83%	91%
Skipped	1%	1%	-	*

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Q4. In the last three months, have you...

Total Yes Summary

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Had to delay making a purchase because you didn't have the money	37%	37%	33%	37%
Been unable to pay a bill on time	17%	16%	16%	16%
Had to go into debt or use retirement savings to make ends meet	16%	16%	15%	15%
Received a pay raise or gotten a new, higher paying job	13%	13%	13%	14%
Seen grocery or gasoline costs go down	13%	21%	12%	12%

<i>Trended data</i>	Ipsos, 2/14-16, 2025	Ipsos, 11/12-19, 2024	Ipsos, 9/25-30, 2024	Ipsos, 8/2-7, 2024
Had to delay making a purchase because you didn't have the money	37%	42%	39%	42%
Been unable to pay a bill on time	17%	24%	22%	22%
Had to go into debt or use retirement savings to make ends meet	16%	20%	18%	21%
Received a pay raise or gotten a new, higher paying job	13%	13%	12%	15%
Seen grocery or gasoline costs go down	13%	29%	32%	16%

Q4_1. In the last three months, have you... Received a pay raise or gotten a new, higher paying job

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Yes	13%	13%	13%	14%
No	83%	83%	85%	82%
Don't know	2%	2%	2%	2%
Skipped	1%	1%	-	2%

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Q4_2. In the last three months, have you... Seen grocery or gasoline costs go down

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Yes	13%	21%	12%	12%
No	79%	72%	83%	82%
Don't know	6%	7%	6%	6%
Skipped	1%	1%	-	1%

Q4_3. In the last three months, have you... Been unable to pay a bill on time

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Yes	17%	16%	16%	16%
No	80%	82%	84%	82%
Don't know	1%	2%	1%	2%
Skipped	1%	1%	-	1%

Q4_4. In the last three months, have you... Had to go into debt or use retirement savings to make ends meet

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Yes	16%	16%	15%	15%
No	81%	82%	83%	82%
Don't know	1%	2%	1%	1%
Skipped	1%	1%	*	1%

Q4_5. In the last three months, have you... Had to delay making a purchase because you didn't have the money

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Yes	37%	37%	33%	37%
No	60%	60%	66%	61%
Don't know	1%	2%	1%	1%
Skipped	1%	1%	-	1%

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Q5. Which of the following is your main source of news in the last month?

	Total (N=1,026)	Republican (N=315)	Democrat (N=300)	Independent (N=318)
Social media, Podcasts or YouTube	16%	15%	15%	15%
Digital or online news	15%	12%	12%	19%
ABC, CBS, or NBC News	13%	12%	17%	13%
Your local TV news or newspaper	12%	10%	14%	11%
FOX News	11%	31%	1%	3%
CNN or MSNBC	5%	1%	10%	6%
New York Times, Washington Post, USA Today, or Wall Street Journal	5%	1%	10%	4%
Public television or radio	5%	2%	8%	5%
Conservative media (Talk radio, Breitbart, Newsmax, OAN, etc.)	2%	5%	*	1%
Telemundo or Univision	2%	*	4%	2%
Other	4%	2%	2%	8%
None of these	11%	9%	7%	12%
Skipped	1%	-	-	*



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About the Study

This Ipsos poll was conducted from February 14-16, 2025, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,026 adults age 18 or older. The sample includes 315 Republicans, 300 Democrats, and 318 independents.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS). The 2024 presidential vote choice benchmarks came from the federal elections 2024 election results for the U.S. President.

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- 2024 Presidential Election Vote (Donald Trump, Kamala Harris, Other, Did not vote)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.13. For Republicans, the margin of sampling error is plus or minus 5.7 percentage points, and the design effect is 1.08. For Democrats, the margin of sampling error is plus or minus 6.0 percentage points, and the design effect is 1.12. For independents, the margin of sampling error is plus or minus 5.9 percentage points, and the design effect is 1.17.





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The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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TOPLINE & METHODOLOGY

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

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

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

