

24-089497-13 - 28th March - 2nd April 2025								
INTERNAL/CLIENT USE ONLY								
DEI								
Adults 16-75 in Great Britain								
Q1. To what extent would you support or oppose workplaces in the UK doing the following? - Summary								
All Adults aged 16-75 in Great Britain								
	Q1. To what extent would you support or oppose workplaces in the UK doing the following?							
	Using 'blind screening', day and where personal details are removed before job application no are scored	Offering flexible working arrangements to all staff (e.g. what times of day and can start/stop where they can work from some days, etc.)	Training employees on how to be inclusive and avoid discrimination against others at work	Targeting job adverts at people from background who might not typically apply for that role	Setting targets to recruit more people with particular characteristics or backgrounds which are currently underrepresented in the organisation	Setting targets to promote more people with networks or different backgrounds or characteristics to come together and support each other	Setting up employee networks for people or organisations on how much they pay men and women (gender pay gap/ reporting)	Companies or publically reporting on how they pay men and women (gender pay gap/ reporting)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
	1200	1200	1200	1200	1200	1200	1200	1200
	Unweighted base	1200	1200	1200	1200	1200	1200	1200
	Weighted base	1200	1200	1200	1200	1200	1200	1200
	Strongly support (2)	338 28% DEFG	440 37% ADEFGH	411 34% ADEFG	175 15% 14%	172 14% 16%	188 22% DEF	395 33% ADEFG
	Tend to support (1)	392 33% EF	417 35% CDEF	360 30% 30%	350 29% 28%	342 28% 28%	332 28% 33%	396 33% EF
	No views either way (0)	266 22% B	207 17% B	262 22% B	400 33% ABECH	361 30% ABCH	359 30% ABCH	358 30% ABCH
	Tend to oppose (-1)	93 8% BH	63 5% BH	74 6% BH	122 10% BCGH	150 13% ABCEGH	134 11% ABCEGH	71 6% BH
	Strongly oppose (-2)	37 3% BH	28 2% BH	57 5% BH	89 7% ABCEGH	118 10% ABCEGH	119 10% ABCEGH	54 5% BH
	Don't know	74 6% BCDEGH	45 4% 4%	36 3% BC	64 5% C	57 5% C	68 6% BCH	54 4% C

Strongly/tend to support	730 61% DEFG	856 71% ACDEFGH	770 64% DEFG	524 44% 43%	514 43% 43%	519 43% 43%	664 55% DEF	780 65% ADEFG
Strongly/tend to oppose	130 11% BH	92 8% BH	131 11% BH	212 18% ABCEGH	268 22% ABCEGH	251 21% ABCEGH	125 10% BH	88 7% BH

Mean	0.80 DEFG	1.02 ACDEFGH	0.85 DEFG	0.35 E	0.26	0.30	0.66 DEF	0.92 ADEFG
Standard deviation	1.060	1.000	1.120	1.110	1.170	1.190	1.050	1.010

cordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnsProportions (5%): A/B/C/D/E/F/J/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnsMeans (5%): A/B/C/D/E/F/J/G/H Minimum Base: 30(**) Small Base: 100(*)

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Adults 16-75 in Great Britain

Q1. To what extent would you support or oppose workplaces in the UK doing the following? - Using 'blind screening', where personal details are removed before job applications are scored

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain a member of the European Union (d)	Leave the European Union (e)	Know Quite a lot/A great deal (f)	Know at least some (g)	Not very much/not hing at all (h)		
Unweighted base	1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350		
Weighted base	1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383		
Strongly support (2)	338 28%	148 26%	185 31%	110 28%	130 31%	98 25%	212 31% H	126 24%	83 29%	82 26%	75 27%	52 30%	13 22% *	33 33% *	154 36% P	184 24%	235 29%	103 26%	48 21%	84 27%	85 30% S	96 33% S	272 27%	61 32%	34 19%	116 31% Yb	37 44% Yb*	34 20% *	128 35% Yb*	113 33% Yb*	479 32% e	370 24%	415 36% h	808 33% h	350 22%	
Tend to support (1)	392 33%	192 33%	194 32%	127 33%	149 35%	116 30%	224 33%	169 33%	81 29%	99 32%	90 33%	66 38%	25 42% *	31 30% *	151 35%	241 31%	261 33%	132 33%	79 35%	97 31%	98 35%	92 32%	319 32%	68 36%	75 43% Zb	114 31%	25 30% *	49 28% *	40 37% *	148 34%	132 32%	125 34%	269 35%	109 29%		
No views either way (0)	266 22%	139 24%	123 20%	75 19%	80 19%	111 28%	145 21%	121 23%	65 23%	78 25%	58 21%	31 18%	12 20% *	23 22% *	73 17% O	193 25% O	168 21%	98 24%	67 29% V	67 61%	61 21%	51 18%	228 23%	36 19%	40 23%	77 21%	16 19% *	50 29% c*	17 16% *	84 19%	106 26%	55 15%	127 17%	121 32% fg		
Tend to oppose (-1)	93 8%	53 9%	39 6%	40 10% E	20 5%	33 8%	58 9%	35 7%	22 8%	22 7%	28 10%	13 7%	3 4% *	5 5% *	24 6%	69 9% O	63 8%	30 7%	13 5%	28 9%	22 8%	28 10%	80 8%	11 6%	16 9% a	38 10% a	1 1% *	12 7% *	7 7% *	32 7%	34 8%	34 9%	63 8%	30 8%		
Strongly oppose (-2)	37 3%	27 5% C	9 2%	9 2%	11 3%	17 4%	13 2%	24 5% G	11 4% K	14 4% K	2 1%	3 2%	- * *	7 7% K*	10 2%	27 4%	23 3%	14 3%	5 2% *	13 4%	10 3%	10 4%	34 3%	3 2%	6 3%	7 2% *	2 3% *	15 9% Zc*	- * *	5 1%	20 5% d	17 4%	27 4%	10 3%		
Don't know	74 6%	22 4%	50 8% B	25 6%	33 8%	17 4%	31 4%	43 8% G	19 7%	16 5%	20 7%	8 5%	7 11% *	4 3% *	17 4%	57 7% O	46 6%	28 7%	18 8% U	25 8% U	7 2%	12 4%	63 6%	10 5%	4 2%	17 5%	3 3% *	13 8% *	8 8% *	23 5%	21 5%	7 2%	29 4% f	30 8% fg		
Strongly/tend to support	730 61%	341 59%	379 63%	236 61%	279 66% F	214 55%	435 64% H	295 57%	164 58%	181 58%	164 60%	118 68%	38 64% *	65 63% *	304 71% P	426 55%	495 62%	235 58%	127 55%	181 58%	182 65%	187 65%	591 59%	129 68% W	110 62% b	230 62% b	62 74% b*	83 48% *	75 70% b*	288 67% e	229 56%	259 70% h	522 68% h	192 50%		
Strongly/tend to oppose	130 11%	80 14% C	48 8%	49 13% E	31 7%	49 13% E	71 10%	58 11%	33 12%	36 12%	31 11%	16 9%	3 4% *	12 11% *	34 8%	96 12% O	86 11%	43 11%	17 8%	41 13%	31 11%	38 13%	114 11%	15 8%	22 12%	45 12% *	4 4% *	27 16% a*	7 7% *	37 9%	54 13%	51 14%	90 12%	39 10%		
Mean	0.80	0.68	0.92 B	0.80	0.94 F	0.66	0.86	0.71	0.77	0.72	0.81	0.92	0.92 *	0.80 *	1.01 P	0.68	0.83	0.75	0.72	0.74	0.82	0.85	0.77	0.95 W	0.68	0.84 b	1.14 Yzb*	0.47 *	1.04 Yb*	0.95 e	0.65	0.90 h	0.89 h	0.64		
Standard deviation	1.060	1.110	1.000	1.070	1.000	1.090	1.030	1.090	1.110	1.090	1.010	0.990	0.820	1.160	1.000	1.070	1.060	1.060	0.950	1.110	1.070	1.120	1.070	0.980	1.010	1.070	0.980	1.180	0.910	0.980	1.100	1.140	1.080	1.020		

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ColumnProportions (5%): A,B/C,D,E,F,G,H,I/J/K,L/M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d,e,f,g/h Minimum Base: 30(**) Small Base: 100(**)

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Q1. To what extent would you support or oppose workplaces in the UK doing the following? - Offering flexible working arrangements to all staff (e.g. what times of day and can start/stop working, whether they can work from on some days, etc.)

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain a member of the European Union	Leave the European Union	Know Quite a lot/A great deal	Know at least some	Not very much/not hing at all		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)		
Unweighted base	1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350		
Weighted base	1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383		
Strongly support (2)	440 37%	175 30%	255 43% B	152 39% F	178 42% F	110 28%	271 40% H	169 33%	104 37%	94 30%	100 37%	65 38%	29 50% J*	47 46% J*	177 41% P	262 34%	316 40% R	124 31%	73 32%	99 32%	113 40%	119 41% T	358 36%	78 41%	46 26%	147 40% Y	40 48% Yb*	55 32% *	48 44% Y*	181 42% e	120 29%	154 42% h	304 40%	128 33%		
Tend to support (1)	417 35%	198 34%	216 36%	137 35%	136 32%	144 37%	234 34%	183 35%	103 36%	124 40% N	88 32%	59 34%	18 30% *	26 25% *	157 37%	260 34%	255 32%	162 40% Q	82 36%	104 33%	102 36%	98 34%	349 35%	62 32%	64 37%	136 37%	24 28% *	48 39% *	39 37% *	160 37%	141 34%	120 32%	269 35%	139 36%		
No views either way (0)	207 17% C	131 22% C	74 17%	67 17%	73 17%	67 17%	111 16%	96 19%	44 16%	55 18%	41 15%	34 20%	8 14% *	25 24% *	56 13%	151 20% O	145 18%	62 15%	48 21%	65 21%	40 14%	43 15%	173 17%	32 17%	41 23% C	61 17%	13 15% *	33 19% *	13 12% *	62 14%	80 20%	48 13%	106 14%	84 22% fg		
Tend to oppose (-1)	63 5%	38 6%	24 4%	5 1%	16 4%	42 11% DE	36 5%	27 5%	13 5%	18 6%	21 8%	6 4%	2 3% *	3 3% *	20 5%	43 6%	39 5%	24 6%	9 4%	26 8%	14 5%	13 4%	54 5%	8 4%	15 8% Z	9 2%	6 8% Z*	19 11% 2c*	3 3% *	14 10% d	42 8%	30 7%	51 7%	13 3%		
Strongly oppose (-2)	28 2%	20 3% C	7 1%	7 2%	8 2%	13 3%	12 2%	16 3%	7 2%	5 2%	12 4%	2 1%	1 2% *	2 2% *	8 2%	20 3%	17 2%	12 3%	4 2%	7 2%	7 2%	10 3%	27 3%	1 1%	7 1%	5 1%	1 1% *	8 4% *	2 2% *	6 1%	13 3%	14 4%	23 3%	5 1%		
Don't know	45 4%	20 3%	24 4%	17 5%	13 3%	14 4%	19 3%	26 5%	12 4%	15 5%	11 4%	6 3%	1 1% *	- - *	10 2%	35 5%	24 3%	21 5%	14 6% V	12 4%	6 2%	6 2%	33 3%	10 5%	4 2%	11 3%	- - *	10 6% *	2 2% *	10 2%	14 3%	6 2%	15 2%	14 4%		
Strongly/tend to support	856 71%	373 64%	471 79% B	289 75% F	314 74% F	254 65%	505 74%	352 68%	207 73%	218 70%	188 69%	125 72%	47 80% *	73 71% *	334 78% P	523 68%	571 72%	286 71%	155 67%	203 65%	214 76% T	216 75% T	707 71%	140 73%	110 62%	283 77% Yb	64 76% B*	103 60% *	87 81% Yb*	340 79% e	261 64%	275 74%	574 75%	267 70%		
Strongly/tend to oppose	92 8%	58 10% C	31 5%	12 3%	24 6%	55 14% DE	48 7%	44 8%	20 7%	23 7%	33 12% L	8 5%	3 5% *	5 5% *	28 7%	64 8%	56 7%	36 9%	13 6%	33 11%	21 8%	23 8%	82 8%	9 5%	21 12% Z	14 4%	7 8% *	27 16% 2c*	5 5% *	19 13% d	55 15%	43 12% h	74 10% h	18 5%		
Mean	1.02	0.84	1.19 B	1.14 F	1.12 F	0.78	1.08 H	0.94	1.05	0.96	0.93	1.07	1.24 *	1.11 *	1.14 P	0.95	1.05	0.94	0.98	0.87	1.08 T	1.07 T	0.99	1.15	0.74	1.15 Yb	1.15 Yb*	0.76 *	1.22 Yb*	1.18 e	0.79	1.02	1.04	1.01		
Standard deviation	1.000	1.050	0.900	0.900	0.960	1.090	0.970	1.030	0.980	0.950	1.130	0.930	0.950	0.990	0.950	1.020	1.000	1.000	0.950	1.040	0.990	1.030	1.020	0.910	1.060	0.880	0.990	1.180	0.900	0.890	1.090	1.100	1.040	0.920		

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Q1. To what extent would you support or oppose workplaces in the UK doing the following? - Training employees on how to be more inclusive and avoid discriminating against others at work

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain a member of the European Union (d)	Leave the European Union (e)	Know Quite a lot/A great deal (f)	Know at least some (g)	Not very much/not hing at all (h)		
Unweighted base	1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350		
Weighted base	1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383		
Strongly support (2)	411 34%	165 28%	235 39% B	160 42% F	149 35% F	102 26%	253 37% H	158 30%	90 32%	91 29%	97 36%	65 38%	23 39% *	45 44% J*	180 42% P	231 30%	288 36%	123 30%	66 29%	96 30%	104 37%	119 41% ST	327 33%	81 42% W	44 25%	155 42% Yb	36 43% Yb*	27 16% *	47 44% Yb*	186 43% e	87 21%	152 41% h	299 39% h	109 29%		
Tend to support (1)	360 30%	179 31%	177 30%	109 28%	127 30%	123 31%	215 32%	144 28%	98 35% J	79 26%	82 30%	50 29%	24 40% *	27 26% *	126 29%	233 30%	237 30%	123 30%	62 27%	90 29%	87 31%	91 32%	302 30%	53 28%	58 33%	117 32%	25 30% *	40 23% *	36 34% *	141 33%	114 28%	97 26%	229 30% f	125 33%		
No views either way (0)	262 22%	138 24%	121 20%	68 18%	94 22%	100 26% D	134 20%	129 25%	56 20%	75 24%	63 23%	38 22%	8 13% *	22 22% *	71 17%	191 25% O	162 20%	100 25%	66 29% UV	75 24%	53 19%	49 17%	225 33%	33 28%	50 28% z	67 18%	17 21% *	47 27% *	20 19% *	71 29% d	120 12%	44 16% f	122 30% fg	116		
Tend to oppose (-1)	74 6%	46 8% C	27 5%	24 6%	21 5%	29 7%	40 6%	33 6%	15 5%	29 9%	12 4%	12 7%	2 3% *	4 4% *	19 4%	55 7%	53 7%	20 5%	11 5%	30 10% V	19 7%	9 3%	62 6%	11 6%	9 5%	15 4%	3 4% *	27 16% Y2ac*	3 3% *	15 4%	39 10% d	38 10% gh	60 8% h	13 3%		
Strongly oppose (-2)	57 5%	41 7% C	15 2%	7 2%	21 5% D	29 7% D	25 4%	32 6%	14 5%	24 8% L	9 3%	3 2%	3 5% *	4 4% *	20 5%	37 5%	32 4%	25 6%	14 6%	15 5%	16 6%	12 4%	51 5%	5 2%	12 7% Zc	6 2%	2 2% *	29 17% Y2ac*	1 1% *	8 2%	42 10% d	39 10% gh	50 6% h	6 2%		
Don't know	36 3%	12 2%	24 4%	17 4%	11 3%	9 2%	15 2%	21 4%	10 3%	12 4%	10 3%	5 3%	- *	1 1% *	11 3%	26 3%	23 3%	14 3%	10 4% U	9 3%	3 1%	8 3%	27 3%	8 4%	3 2%	10 3%	- *	3 2% *	- *	10 2%	7 2%	2 1%	10 1%	14 4% fg		
Strongly/tend to support	770 64%	344 59%	413 69% B	270 70% F	277 65% F	224 57%	468 69% H	302 58%	188 67% J	170 55%	179 66% J	115 67% J	47 79% J*	72 70% J*	306 72% P	464 60%	525 66%	245 61%	128 56%	185 59%	190 68% S	211 73% ST	629 63%	134 70%	102 58% b	272 74% Yb	61 73% Yb*	67 39% *	83 77% Yb*	327 76% e	201 49%	249 67%	528 69% h	234 61%		
Strongly/tend to oppose	131 11%	88 15% C	42 7%	31 8%	42 10%	58 15% D	65 10%	66 13%	29 10%	53 17% IKL	21 8%	15 9%	4 7% *	8 8% *	40 9%	91 12%	86 11%	45 11%	25 11%	45 14% V	35 12%	21 7%	113 11%	15 8%	21 12% Zc	21 6%	5 6% *	56 32% Y2ac*	4 4% *	24 6%	81 20% d	77 21% gh	110 14% h	19 5%		
Mean	0.85	0.67	1.03 B	1.06 EF	0.88 F	0.62	0.95 H	0.73	0.86 J	0.62	0.93 J	0.96 J	1.07 J*	1.02 J*	1.02 P	0.76	0.90	0.76	0.70	0.73	0.87	1.06 ST	0.82	1.06 W	0.66 b	1.12 Yb	1.08 Yb*	0.06 *	1.16 Yb*	1.14 e	0.41	0.77	0.88 f	0.86		
Standard deviation	1.120	1.180	1.020	1.020	1.110	1.180	1.070	1.170	1.090	1.240	1.050	1.040	1.030	1.100	1.110	1.110	1.110	1.140	1.140	1.150	1.160	1.050	1.130	1.040	1.130	0.960	1.000	1.310	0.900	0.960	1.230	1.360	1.200	0.940		

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Q1. To what extent would you support or oppose workplaces in the UK doing the following? - Targeting job adverts at people from backgrounds who might not typically apply for that role

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain a member of the European Union (d)	Leave the European Union (e)	Know Quite a lot/A great deal (f)	Know at least some (g)	Not very much/not hing at all (h)		
Unweighted base	1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350		
Weighted base	1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383		
Strongly support (2)	175 15%	65 11%	108 18% B	73 19% F	68 16% F	34 9%	104 15%	71 14%	46 16%	36 12%	39 14%	30 17%	11 18% *	13 13% *	85 20% P	89 12%	132 17% R	43 11%	27 12%	38 12%	44 16%	54 19% ST	135 14%	38 20% W	18 10%	71 19% Yb	18 22% Yb*	16 9% *	14 13% *	79 18% e	44 11%	81 22% gh	141 18% h	33 8%		
Tend to support (1)	350 29%	168 29%	180 30%	128 33%	121 28%	101 26%	203 30%	147 28%	71 25%	92 30%	83 31%	56 32%	16 27% *	32 31% *	128 30%	221 29%	238 30%	111 28%	66 29%	85 27%	79 28%	98 34%	285 29%	61 32%	61 35% b	116 31% b	30 35% b*	30 17% *	42 39% b*	130 30%	119 29%	125 34%	238 31%	106 28%		
No views either way (0)	400 33%	192 33%	198 33%	115 30%	148 35%	137 35%	233 34%	168 32%	93 33%	101 32%	98 36%	53 31%	24 42% *	32 31% *	117 27%	283 37% O	261 33%	140 35%	79 35%	98 31%	93 33%	95 33%	340 34%	55 29%	56 32%	120 33%	27 33% *	58 33% *	35 32% *	147 34%	126 31%	76 20% f	213 28% fg	164 43% fg		
Tend to oppose (-1)	122 10%	69 12%	50 8%	34 9%	41 10%	48 12%	66 10%	56 11%	29 10%	35 11%	23 9%	19 11%	3 6% *	12 12% *	47 11%	76 10%	82 10%	40 10%	24 10%	38 12%	32 11%	22 8%	104 10%	17 9%	20 11%	32 9%	7 8% c*	26 15% *	5 5% *	39 9%	48 12%	42 11%	81 11%	40 10%		
Strongly oppose (-2)	89 7%	67 12% c	22 4%	15 4%	23 5%	51 13% DE	48 7%	41 8%	21 8%	32 10%	18 6%	9 5%	2 4% *	8 7% *	30 7%	59 8%	44 6%	45 11% Q	17 7%	32 10% V	26 9%	13 5%	80 8%	8 4%	17 10% Za	13 3%	* 1% *	38 22% Y2ac*	4 4% *	13 3%	61 15% d	44 12% h	73 9% h	16 4%		
Don't know	64 5%	21 4%	42 7% B	20 5%	24 6%	20 5%	29 4%	35 7%	22 8%	16 5%	12 4%	6 3%	2 3% *	6 6% *	20 5%	43 6%	39 5%	25 6%	17 7% UV	22 7% V	8 3%	6 2%	51 5%	12 6%	4 2%	16 4%	1 1% *	6 3% *	8 7% *	24 6%	13 3%	4 1% f	23 3% f	25 7% fg		
Strongly/tend to support	524 44%	233 40%	288 48% B	201 52% F	188 44% F	135 35%	307 45%	218 42%	117 41%	127 41%	122 45%	86 50%	27 45% *	45 44% *	214 50% P	311 40%	370 47% R	154 38%	93 40%	123 39%	123 44%	152 53% ST	420 42%	99 52% W	79 45% b	187 51% b	48 57% b*	46 26% *	56 52% b*	208 48% e	163 40%	205 55% gh	379 49% h	138 36%		
Strongly/tend to oppose	212 18%	136 23% c	72 12%	49 13%	64 15%	99 25% DE	114 17%	97 19%	50 18%	67 21%	41 15%	28 16%	6 10% *	19 19% *	76 18%	135 17%	126 16%	85 21%	40 17%	70 22% V	57 20% V	35 12%	184 19%	25 13%	37 21% Zac	45 12%	7 9% *	64 37% Y2ac*	9 9% *	52 12%	109 27% d	86 23% h	154 20%	55 14%		
Mean	0.35	0.17	0.54 B	0.58 F	0.42 F	0.05	0.38	0.31	0.35	0.22	0.39	0.47 J	0.51 *	0.33 *	0.47 P	0.28	0.44 R	0.17	0.30	0.20	0.31	0.56 STU	0.31	0.58 W	0.25 b	0.57 Yb	0.71 Yb*	-0.24 *	0.56 Yb*	0.55 e	0.09	0.43	0.39	0.28		
Standard deviation	1.110	1.160	1.030	1.040	1.070	1.150	1.100	1.120	1.140	1.140	1.060	1.080	1.010	1.100	1.160	1.070	1.080	1.140	1.080	1.160	1.160	1.040	1.110	1.060	1.110	1.020	0.930	1.250	0.940	1.010	1.210	1.280	1.190	0.930		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D,E,F,G,H,I/J,K/L,M/N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d,e,f,g/h Minimum Base: 30(**) Small Base: 100(**)

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24-089497-13 - 28th March - 2nd April 2025

INTERNAL/CLIENT USE ONLY

DEI

Adults 16-75 in Great Britain

Q1. To what extent would you support or oppose workplaces in the UK doing the following? - Setting targets to recruit more people with particular characteristics or backgrounds which are currently underrepresented in the organisation

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain a member of the European Union (d)	Leave the European Union (e)	Know Quite a lot/A great deal (f)	Know at least some (g)	Not very much/not hing at all (h)		
Unweighted base	1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350		
Weighted base	1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383		
Strongly support (2)	172 14%	74 13%	95 16%	77 20% F	71 17% F	24 6%	103 15%	69 13%	34 12%	32 10%	37 14%	34 19% J	13 22% J*	22 21% J*	75 18% P	97 13%	138 17% R	33 8%	24 11%	42 14%	41 15%	56 19% S	131 13%	39 20% W	16 9%	75 20% Yb	16 19% Yb*	13 7% *	18 17% b*	84 19% e	34 8%	80 21% h	141 18% h	29 7%		
Tend to support (1)	342 28%	160 28%	180 30%	136 35% EF	115 27% F	91 23%	200 29%	142 27%	86 31% N	88 28%	81 30% N	53 31% N	15 25% *	18 17% *	133 31%	209 27%	241 30%	101 25%	70 30%	69 22%	87 31% T	98 26% T	273 27%	64 33%	50 28%	116 31%	24 29%	44 25% *	34 31% *	124 29%	106 26%	129 35% h	244 32% h	91 24%		
No views either way (0)	361 30%	174 30%	177 30%	89 23% D	135 32% D	137 35% D	202 30%	159 31%	86 30%	89 28%	79 29%	52 30%	19 32% *	37 36% *	109 25% O	252 33%	232 29%	129 32%	83 36% UV	98 31%	74 26%	74 26%	310 31%	47 24%	58 33%	102 28%	26 31% *	39 22% *	33 31% *	137 32%	116 28%	54 14% f	169 22% f	173 45% fg		
Tend to oppose (-1)	150 13%	79 14%	68 11%	43 11% 11%	48 15% 11%	60 14%	95 14%	55 11%	33 12%	46 15%	31 11%	19 11%	9 15% *	13 13% *	52 12%	99 13%	87 11%	63 16% Q	18 8%	50 16% S	44 16% S	31 11%	128 13%	23 12%	25 14%	47 13%	13 16% *	20 12% *	16 14% *	51 12% 12%	61 15%	46 12% 12%	102 13% 13%	47 12%		
Strongly oppose (-2)	118 10%	80 14% c	38 6%	18 5% DE	34 8% DE	65 17% DE	59 9%	59 11%	26 9%	41 13% L	29 11%	10 6%	2 3% *	10 9% *	40 9%	77 10%	63 8%	55 14% Q	22 10%	38 12%	30 11%	21 7%	109 11% X	7 3%	24 14% Zac	14 4%	3 4% *	49 28% Y2ac*	5 5% *	20 19% d	78 16% gh	61 13% h	97 1% 13%	18 5%		
Don't know	57 5%	15 3%	41 7% B	23 6%	21 5%	14 4%	24 3%	34 7% G	16 6%	15 5%	16 6%	6 4%	1 2% *	3 3% *	19 4%	38 5%	35 4%	23 6%	13 5%	16 5%	5 2%	9 3%	44 4%	12 7%	2 1%	15 4%	1 1% *	8 5% *	2 2% *	16 4% 4%	15 4%	2 * f	16 2% f	25 6% fg		
Strongly/tend to support	514 43%	235 40%	275 46%	213 55% EF	186 44% F	114 29%	303 44%	211 41%	121 43%	120 39%	118 43%	87 50% J	28 47% *	40 39% *	208 49% P	306 40%	379 48% R	134 33%	94 41%	112 36%	128 45% T	154 53% ST	404 41%	103 54% W	66 38%	191 52% Yb	40 48% b*	57 33% *	52 48% b*	208 48% e	140 34%	209 56% gh	385 50% h	120 31%		
Strongly/tend to oppose	268 22%	159 27% c	106 18%	61 16%	82 19%	125 32% DE	154 23%	114 22%	59 21%	87 28% L	60 22%	28 16%	11 19% *	23 22% *	92 21%	176 23%	150 19%	118 29% Q	40 17%	88 28% SV	74 26% SV	52 18%	237 24% X	29 15%	49 28% Z	61 16%	16 19% *	70 40% Zac*	21 19% *	71 16%	139 34% d	107 29% h	199 26% h	65 17%		
Mean	0.26	0.12	0.40 B	0.59 EF	0.35 F	-0.14	0.29	0.22	0.26	0.08	0.26	0.49 J	0.48 *	0.29 *	0.37 P	0.20	0.40 R	-0.01	0.26	0.09	0.23	0.49 STU	0.20	0.59 W	0.05 b	0.54 Yb	0.45 Yb*	-0.30 *	0.42 Yb*	0.49 e	-0.11	0.33	0.31	0.18		
Standard deviation	1.170	1.220	1.110	1.100	1.150	1.150	1.160	1.190	1.140	1.200	1.180	1.110	1.110	1.220	1.200	1.150	1.150	1.170	1.090	1.220	1.210	1.150	1.180	1.080	1.170	1.090	1.090	1.350	1.080	1.090	1.250	1.380	1.280	0.940		

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ColumnMeans (5%): A,B/C,D,E,F,G,H,I/J/K,L/M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d,e,f,g/h Minimum Base: 30(**) Small Base: 100(**)

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DEI

Adults 16-75 in Great Britain

Q1. To what extent would you support or oppose workplaces in the UK doing the following? - Setting targets to promote more people with particular characteristics or backgrounds which are currently underrepresented among senior staff

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain a member of the European Union (d)	Leave the European Union (e)	Know Quite a lot/A great deal (f)	Know at least some (g)	Not very much/not hing at all (h)		
Unweighted base	1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350		
Weighted base	1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383		
Strongly support (2)	188 16%	79 14%	105 18%	86 22% F	70 16% F	32 8%	112 16%	75 15%	37 13%	38 12%	40 15%	40 23% UK	10 17% *	22 21% *	80 19% P	107 14%	149 19%	39 10%	24 11%	43 14%	46 16%	69 24% STU	146 15%	40 21% W	12 7%	85 23% Yb	17 20% Yb*	15 9% *	22 20% Yb*	101 24% e	40 10%	86 23% h	158 21% i	27 7%		
Tend to support (1)	332 28%	152 26%	174 29%	142 37% EF	103 24% F	87 22%	189 28%	142 28%	90 32%	81 26%	75 28%	46 27%	15 26% *	24 23% *	135 32% P	196 25%	231 29%	100 25%	68 30%	74 24%	83 29%	86 30%	255 26%	73 38% W	51 29%	113 31% b	23 28% *	32 19% *	34 31% b*	108 25%	105 26%	115 31%	232 30%	96 25%		
No views either way (0)	359 30%	167 29%	186 31%	91 24% D	131 31% D	138 35% D	200 29%	159 31%	83 30%	95 31%	78 29%	51 29%	19 33% *	33 32% *	98 23% O	262 34%	228 29%	132 33%	83 36% V	95 30%	77 27%	68 24%	314 32% X	41 22%	66 38% Zb	102 28%	24 28% *	42 24% *	33 31% *	136 31%	111 27%	50 14%	168 22% f	172 45% fg		
Tend to oppose (-1)	134 11%	84 14% C	50 8%	26 7% D	58 14% D	50 13% D	89 13% H	45 9%	24 14%	43 10%	35 13%	14 8%	6 10% *	12 12% *	50 12% 12%	84 11%	86 11%	48 12%	20 9%	39 13%	36 13%	33 11%	119 12% 12%	14 8%	21 12%	35 9%	16 19% Z*	21 12% *	10 9% *	42 10%	60 15%	56 15% gh	94 12% i	36 9%		
Strongly oppose (-2)	119 10%	83 14% C	34 6%	16 4% D	33 8% D	70 18% DE	60 9%	59 11%	30 10%	32 10%	30 11%	13 8%	5 9% *	9 8% *	43 10%	76 10%	62 8%	57 14% Q	21 9%	39 12%	32 11%	24 8%	107 11% X	10 5%	24 13% Za	18 5%	3 3% *	49 28% Y2ac*	6 5% *	26 6%	76 18% d	58 16% gh	97 13% h	23 6%		
Don't know	68 6%	17 3%	49 8% B	24 6%	29 7%	15 4%	31 5%	37 7%	17 6%	21 7%	15 6%	8 5%	4 6% *	3 3% *	21 5%	47 6%	39 5%	29 7%	14 6%	23 7% UV	8 3%	9 3%	55 6% 6%	12 6%	2 1%	16 4%	1 1% *	13 8% Y*	3 3% *	18 4%	20 5%	6 2%	20 3%	29 8% fg		
Strongly/tend to support	519 43%	231 40%	280 47% B	228 59% EF	173 41% F	118 30%	301 44%	218 42%	127 45%	119 38%	115 42%	87 50% J	25 42% *	46 44% *	216 50% P	304 39%	380 48% R	139 34%	92 40%	117 37%	129 46%	155 54% ST	400 40%	113 59% W	63 36%	198 54% Yb	40 48% b*	48 27% *	56 52% Yb*	209 48% e	144 35%	202 54% h	390 51% h	123 32%		
Strongly/tend to oppose	253 21%	167 29% C	85 14%	42 11%	91 21% D	120 31% DE	150 22%	104 20%	54 19%	76 24%	64 24%	28 16%	11 19% *	21 20% *	93 22%	160 21%	149 19%	105 26% Q	40 18%	78 25%	68 24%	56 19%	226 23% X	25 13%	44 25% Z	52 14%	19 22% *	70 40% Y2ac*	16 15% *	68 16%	136 33% d	114 31% gh	191 25% h	59 15%		
Mean	0.30	0.11	0.48 B	0.71 EF	0.30 F	-0.11	0.31	0.27	0.31	0.17	0.24	0.52 JK	0.33 *	0.38 *	0.39 P	0.24	0.42 R	0.04	0.25	0.15	0.27	0.52 STU	0.23	0.66 W	0.04 b	0.61 Yb	0.43 Yb*	-0.35 *	0.54 Yb*	0.52 e	-0.07	0.32	0.35	0.20		
Standard deviation	1.190	1.250	1.090	1.050	1.170	1.200	1.180	1.200	1.160	1.170	1.210	1.190	1.180	1.210	1.230	1.160	1.170	1.190	1.090	1.230	1.230	1.220	1.190	1.090	1.120	1.110	1.130	1.350	1.090	1.150	1.270	1.390	1.290	0.950		

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ColumnProportions (5%): A,B/C,D,E,F,G,H,I/J/K,L/M,N/O,P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d,e,f,g/h Minimum Base: 30(**) Small Base: 100(**)

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DEI

Adults 16-75 in Great Britain

Q1. To what extent would you support or oppose workplaces in the UK doing the following? - Setting up employee networks for people with different backgrounds or characteristics to come together and support each other

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain a member of the European Union (d)	Leave the European Union (e)	Know Quite a lot/A great deal (f)	Know at least some (g)	Not very much/not hing at all (h)		
Unweighted base	1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350		
Weighted base	1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383		
Strongly support (2)	268 22%	106 18%	158 26% B	111 29% F	105 25% F	51 13%	165 24%	103 20%	58 21%	56 18%	60 22%	47 27% J	11 19% *	35 34% UK*	118 28% P	150 19%	201 25% R	67 17%	38 17%	66 21%	61 22%	86 30% STU	212 21%	54 28%	29 17%	106 29% Yb	23 27% b*	21 12% *	31 29% Yb*	126 29% e	63 15%	119 32% gh	210 27% h	56 15%		
Tend to support (1)	396 33%	193 33%	198 33%	140 36%	129 31%	127 32%	234 34%	162 31%	107 38%	96 31%	90 33%	53 31%	18 30%	32 31% *	152 36%	244 32%	270 34%	126 31%	76 33%	86 27%	102 36%	101 35%	331 33%	61 32%	61 35%	123 33%	27 32% *	40 23% *	41 38% b*	141 33%	117 29%	116 31%	273 35% f	118 31%		
No views either way (0)	358 30%	187 32%	164 27%	94 24%	127 30%	136 35% D	194 28%	164 32%	69 25%	106 34% I	78 29%	54 31%	25 43% IN*	24 23% *	102 24% O	256 33% O	216 27%	141 35% Q	84 37% V	97 31%	76 27%	72 25%	301 30%	53 28%	52 30%	102 28%	27 33% *	70 40% Zc*	25 23% *	116 27% d	149 36%	77 21%	165 21% f	170 44% fg		
Tend to oppose (-1)	71 6%	41 7%	29 5%	14 4%	29 7%	28 7%	42 6%	29 6%	18 6%	15 5%	21 8%	9 5%	4 7% *	4 4% *	23 5%	48 6%	43 5%	28 7%	9 4%	28 9%	18 6%	14 5%	57 6%	12 6%	18 11% ac	20 5%	1 2% *	16 9% *	2 2% *	19 4%	30 7%	27 7%	54 7%	14 4%		
Strongly oppose (-2)	54 5%	37 6% C	16 3%	10 3%	15 4%	29 7% DE	25 4%	29 6%	13 5%	18 6%	11 4%	6 4%	* 5% *	5 5% *	18 4%	36 5%	36 4%	18 5%	8 4%	20 6%	16 6%	10 3%	49 5%	5 3%	9 5%	7 2%	3 4% *	21 12% 2*	4 4% *	11 3%	39 10% d	28 8% h	46 6% h	7 2%		
Don't know	54 4%	17 3%	35 6% B	15 4%	18 4%	20 5%	23 3%	30 6%	15 5%	18 6%	13 5%	4 2%	1 1% *	2 2% *	15 4%	38 5%	30 4%	23 6%	14 6% V	16 5%	9 3%	5 2%	45 5%	7 4%	5 3%	11 3%	2 2% *	5 3% *	5 4% *	19 4%	13 3%	5 1%	21 3% f	18 5% f		
Strongly/tend to support	664 55%	299 51%	356 59% B	252 65% EF	235 55% F	177 45%	398 58% H	265 51%	165 59% J	153 49%	150 55%	100 58%	29 49% *	67 65% J*	270 63% P	394 51%	471 59% R	193 48%	114 50%	153 49%	163 58%	187 65% ST	543 55%	114 60%	90 51% b	229 62% Yb	50 59% b*	61 35% *	72 66% Yb*	267 62% e	180 44%	235 63% h	483 43% h	174 45%		
Strongly/tend to oppose	125 10%	79 14% C	45 7%	24 6%	44 10%	57 15% D	67 10%	58 11%	31 11%	34 11%	31 11%	15 9%	4 7% *	10 9% *	41 10%	84 11%	79 10%	47 12%	18 8%	48 15% SV	33 12%	24 8%	107 11%	17 9%	28 16% Zac	27 7%	5 6% *	37 21% Zac*	6 7% *	30 7%	69 17% d	55 15% h	100 13% h	21 6%		
Mean	0.66	0.51	0.80 B	0.89 EF	0.69 F	0.38	0.71	0.58	0.67	0.54	0.65	0.74	0.60 *	0.87 J*	0.80 P	0.58	0.73 R	0.51	0.59	0.51	0.64	0.84 STU	0.63	0.80	0.49 b	0.84 Yb	0.79 b*	0.15 *	0.89 Yb*	0.85 e	0.34	0.74 h	0.73 h	0.55		
Standard deviation	1.050	1.080	1.000	0.970	1.050	1.060	1.030	1.070	1.050	1.060	1.050	1.040	0.890	1.110	1.050	1.040	1.060	1.020	0.960	1.130	1.070	1.020	1.050	1.020	1.070	0.980	1.000	1.150	1.000	1.000	1.130	1.210	1.130	0.860		

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ColumnMeans (5%): A,B/C,D,E,F,G,H,I/J/K,L/M,N,O,P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d,e,f,g/h Minimum Base: 30(**) Small Base: 100(**)

24-089497-13 - 28th March - 2nd April 2025

INTERNAL/CLIENT USE ONLY

DEI

Adults 16-75 in Great Britain

Q1. To what extent would you support or oppose workplaces in the UK doing the following? - Companies or organisations publicly reporting on how much they pay men and women ('gender pay gap' reporting)

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain a member of the European Union (d)	Leave the European Union (e)	Know Quite a lot/A great deal (f)	Know at least some (g)	Not very much/not hing at all (h)		
Unweighted base	1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350		
Weighted base	1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383		
Strongly support (2)	395 33%	145 25%	240 40% B	130 34%	152 36%	114 29%	242 36%	153 30%	88 31%	97 31%	98 36%	49 28%	20 35% *	42 41% *	177 41% P	219 28%	277 35%	118 29%	64 28%	102 32%	107 38%	99 34%	329 33%	63 33%	35 20%	149 40% Yb	37 45% Yb*	33 19% *	49 45% Yb*	187 43% e	106 26%	131 35% h	286 37% h	105 27%		
Tend to support (1)	385 32%	202 35%	181 30%	132 34%	134 32%	119 30%	216 32%	169 33%	96 34%	102 33%	72 26%	65 37% K	16 28% *	34 33% *	134 31%	251 32%	255 32%	129 32%	77 34%	93 30%	96 34%	91 32%	326 33%	55 29%	67 38%	115 31%	23 27% *	58 34% *	34 32% *	126 29%	142 35%	123 33%	258 34%	119 31%		
No views either way (0)	282 24%	165 28% C	112 19%	70 18%	99 23%	114 29% D	160 23%	122 24%	64 23%	79 25%	64 24%	39 23%	17 29% *	19 18% *	68 16% O	214 28%	166 21%	116 29% Q	55 24% U	89 28%	45 16%	67 23%	237 42%	42 24%	53 30% Zc	70 19%	18 21% *	56 32% Zc*	16 15% *	81 19%	116 28% d	65 18%	136 18%	131 34% fg		
Tend to oppose (-1)	56 5%	30 5%	26 4%	20 5%	16 4%	19 5%	33 5%	23 4%	14 5%	11 4%	13 5%	10 6%	3 5% *	5 5% *	21 5%	35 5%	44 6%	12 3%	9 4%	15 5%	19 7%	13 4%	43 4%	12 6%	6 4%	17 5%	5 6% *	11 6% *	7 6% *	18 4%	18 4%	26 7%	41 5%	14 4%		
Strongly oppose (-2)	32 3%	22 4%	10 2%	11 3%	7 2%	14 4%	12 2%	20 4%	3 1%	6 2%	14 5% I	6 4%	1 2% *	2 2% *	14 3%	19 2%	24 3%	8 2%	5 2%	4 1%	9 3%	14 5% T	25 2%	7 4%	13 7% Za	5 1%	- *	7 4% *	1 1% *	11 3%	14 3%	19 5% h	29 4% h	3 1%		
Don't know	49 4%	18 3%	30 5%	22 6%	16 4%	11 3%	18 3%	31 6% G	16 6%	15 5%	11 4%	4 2%	1 2% *	2 1% *	15 3%	35 4%	29 4%	20 5%	19 8% UV	11 4%	5 2%	4 2%	35 4%	12 6%	1 1%	12 3%	1 1% *	8 5% *	- - *	8 2%	14 3%	7 2%	18 2%	12 3%		
Strongly/tend to support	780 65%	347 60%	421 70% B	262 68% F	285 67% F	233 59%	459 67%	322 62%	184 65%	200 64%	170 62%	114 66%	37 62% *	76 74% *	311 73% P	469 61%	532 67%	248 61%	142 62%	195 62%	203 72% ST	191 66%	655 66%	118 62%	102 58%	264 72% Yb	60 72% b*	91 53% *	83 77% Yb*	313 72% e	248 60%	254 68% h	545 71% h	224 58%		
Strongly/tend to oppose	88 7%	52 9%	36 6%	31 8%	24 6%	34 9%	45 7%	43 8%	17 6%	17 6%	27 10%	16 9%	4 7% *	7 7% *	35 8%	54 7%	69 9% R	20 5%	13 6%	19 6%	28 10%	26 9%	67 7%	19 10%	20 11%	22 6%	5 6% *	18 11% *	8 8% *	30 7%	32 8%	45 12% gh	70 9% h	16 4%		
Mean	0.92	0.74	1.08 B	0.97 F	0.99 F	0.79	0.97	0.84	0.95	0.93	0.87	0.83	0.90 *	1.07 *	1.06 P	0.83	0.93	0.88	0.89	0.90	0.99	0.88	0.93	0.86	0.60	1.08 Yb	1.12 Yb*	0.60 *	1.14 Yb*	1.08 e	0.78	0.88	0.97 f	0.83		
Standard deviation	1.010	1.020	0.970	1.020	0.970	1.050	0.980	1.050	0.940	0.960	1.130	1.040	1.010	0.990	1.040	0.990	1.040	0.950	0.960	0.970	1.060	1.090	1.000	1.100	1.080	0.960	0.940	1.020	0.980	1.020	1.010	1.130	1.060	0.910		

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ColumnMeans (5%): A,B/C,D,E,F,G,H,I/J/K,L/M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d,e,f,g/h Minimum Base: 30(**) Small Base: 100(**)

24-089497-13 - 28th March - 2nd April 2025

INTERNAL/CLIENT USE ONLY

DEI

Adults 16-75 in Great Britain

Q2. How much do you feel you know about initiatives to promote diversity, equity and inclusion (DEI) in the workplace?

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade			Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain a member of the European Union (d)	Leave the European Union (e)	Know Quite a lot/A great deal (f)	Know at least some (g)	Not very much/not hing at all (h)		
Unweighted base	1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350		
Weighted base	1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383		
A great deal (5)	98 8%	48 8%	48 8%	50 13% EF	31 7%	17 4%	63 9%	35 7%	26 9%	18 6%	23 8%	20 12% J	7 5% P	5 13% *	57 5% P	41 5% 5%	75 9% R	23 6% 6%	11 5% 5%	14 4% 4%	26 9% 9%	36 13% ST	71 7% 7%	24 13% w	11 6% 6%	34 9% 9%	11 13% *	21 12% *	7 6% *	42 10%	27 7%	98 26% gh	98 13% h	-		
Quite a lot (4)	273 23%	154 27% C	116 19%	124 32% EF	89 21%	60 15%	163 24%	110 21%	65 23%	74 24%	52 19%	48 28%	10 16% *	24 23% P	125 29%	147 19%	207 26% R	66 16%	36 16%	59 19%	78 28% ST	91 32% ST	221 22%	50 26%	39 22%	91 25%	26 31% *	53 30% *	20 18% *	86 20%	99 24%	273 74% gh	273 36% h	-		
Some (3)	397 33%	179 31%	210 35%	110 29% D	158 37% D	129 33%	242 36%	155 30%	91 32%	92 30%	98 36%	54 31%	21 36% *	41 40% P	141 33%	256 33%	268 34%	129 32%	85 37%	108 34%	94 33%	87 30%	333 33%	60 31%	58 33%	126 34% b	21 25% *	38 22% *	47 44% ab*	162 38% e	123 30%	-	397 52% fh	-		
Not very much (2)	271 23%	125 21%	142 24%	61 16%	90 21%	120 31% DE	153 22%	117 23%	59 21%	85 17% L	67 25% L	25 15%	15 25% *	19 19% P	70 16%	201 26% O	164 21%	107 26%	53 23%	84 27% V	57 20%	53 18%	242 24% X	29 15%	39 22%	83 22%	19 23% *	41 24% *	28 26% *	101 23%	98 24%	-	-	271 71% fg		
Nothing at all (1)	113 9%	57 10%	53 9%	17 4%	41 10% D	55 14% D	39 6%	74 14% G	26 9%	26 8%	27 10%	17 10%	6 10% *	10 10% P	19 4%	93 12% O	54 7%	58 14% Q	25 11% V	39 12% V	23 8%	15 5%	94 9%	18 9%	26 15% Z	24 7%	6 7% *	15 4% *	7 6% *	27 6% 6%	52 13% d	-	-	113 29% fg		
Don't know	48 4%	17 3%	31 5%	24 6%	14 3%	11 3%	22 3%	27 5%	15 5%	16 5%	6 2%	9 5%	- *	3 3% P	15 3%	33 4%	27 3%	21 5%	19 8% TUV	10 3%	3 1%	6 2%	35 3%	10 5%	4 2%	11 3%	1 1% *	6 3% *	- *	13 3%	12 3%	-	-	-		
NET: Know Quite a lot/A great deal	371 31%	203 35% C	163 27%	173 45% EF	121 28% F	77 20%	226 33%	145 28%	91 32%	92 30%	75 28%	68 39% K	16 28% *	29 28% P	182 43% P	189 24%	282 35% R	89 22%	47 21%	73 23%	104 37% ST	127 44% ST	292 29%	74 39% W	50 28%	125 34%	37 44% Yc*	74 43% Yc*	27 25% *	128 30%	126 31%	371 100% gh	371 48% h	-		
NET: Know at least some	769 64%	382 66%	373 62%	284 74% EF	279 66% F	206 53%	468 69% H	300 58%	182 65%	184 59%	173 63%	122 70% J	38 64% *	70 69% P	324 76% P	445 58%	550 69% R	218 54%	133 58%	181 58%	198 70% ST	214 74% ST	624 63%	134 70%	108 61%	251 68%	58 69% *	112 64% *	74 68% *	290 67%	249 61%	371 100% h	769 100% h	-		
NET: Not very much/nothing at all	383 32%	182 31%	195 33%	78 20%	131 31% D	174 45% DE	192 28%	191 37% G	85 30%	111 35% L	94 35%	42 25%	21 36% *	29 29% P	89 21%	294 38% O	218 27%	165 41% Q	78 34% V	123 39% UV	80 29%	68 23%	336 34% X	47 24%	64 37%	107 29%	25 29% *	56 32% *	34 32% *	129 30%	150 37%	-	-	383 100% fg		
Mean	2.98	3.02	2.93	3.35 EF	2.95 F	2.65	3.09 H	2.83	3.02	2.90	2.91	3.17 JK	2.94 *	2.95 *	3.32 P	2.79	3.11 R	2.71	2.79	2.75	3.10 ST	3.29 ST	2.93	3.19 W	2.83	3.08 Y	3.21 Y*	3.14 Y*	2.93 *	3.03	2.88	4.26 gh	3.61 h	1.71		
Standard deviation	1.100	1.120	1.080	1.060	1.070	1.050	1.040	1.150	1.110	1.060	1.090	1.160	1.150	1.030	1.060	1.080	1.070	1.100	1.030	1.050	1.090	1.080	1.080	1.160	1.140	1.060	1.140	1.180	0.970	1.050	1.130	0.440	0.700	0.460		

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W,X,Y/Z/q/r/s/c,d,e,f/g/h Minimum Base: 30(**) Small Base: 100(**)

24-089497-13 - 28th March - 2nd April 2025

INTERNAL/CLIENT USE ONLY

DEI

Adults 16-75 in Great Britain

Q3. In general, do you feel that initiatives to promote diversity, equity and inclusion (DEI) in workplaces in the UK have gone too far, not gone far enough, or have been about right?

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain a member of the European Union	Leave the European Union	Know Quite a lot/A great deal	Know at least some	Not very much/not hing at all		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)		
Unweighted base	1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350		
Weighted base	1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383		
Gone much too far (2)	212 18%	137 24% c	74 12%	36 9%	68 16% D	107 27% DE	102 15%	110 21% G	46 16%	62 20%	55 20%	22 12%	12 20%	15 15% +	60 14%	152 20% O	121 15%	91 23% Q	41 18%	67 21%	47 17%	50 18%	194 20% X	15 8%	38 22% Zc	33 9%	14 17% Z*	80 46% YZac*	12 11% +	38 9%	137 33% d	100 27% gh	154 20%	57 15%		
Gone a little too far (1)	218 18%	112 19%	102 17%	75 19%	65 15%	78 20%	128 19%	90 17%	56 20%	61 20%	49 18%	28 16%	10 17% +	14 13% +	80 19%	138 18%	140 18%	78 19%	51 22%	56 18%	51 18%	49 17%	188 19%	29 15%	43 25% c	62 17%	17 20% +	28 16% +	13 12% +	72 17%	85 21%	75 20%	148 19%	63 16%		
About right (0)	371 31%	178 31%	188 31%	142 37% F	139 33% F	90 23%	219 32%	152 29%	85 30%	93 30%	83 31%	64 37% M	12 20% +	34 33% +	153 36% P	218 28%	290 36%	82 20%	45 20%	102 33% S	95 34% S	104 36% S	294 30%	73 38% W	58 33% b	143 39% bc	35 41% bc*	33 19% +	27 25% +	165 38% e	97 24%	114 31%	258 34%	105 27%		
Not gone quite far enough (-1)	181 15%	68 12% B	108 18% B	79 21% EF	53 13%	48 12%	121 18%	59 11%	36 13%	47 15%	36 13%	28 16%	11 18% +	23 23% j*	76 18%	105 14%	124 16%	57 14%	35 15%	32 10%	51 18% T	51 18% T	131 13%	44 23% W	11 6%	76 21% Yab	9 10% +	11 6% +	31 29% Yab*	84 19% e	33 8%	57 15% h	136 18%	42 11%		
Not gone nearly far enough (-2)	44 4%	19 3%	24 4%	6 2%	26 6% D	12 3%	25 4%	19 4%	10 4%	8 3%	8 3%	9 5%	3 5% +	6 6% +	23 5% P	21 3%	27 3%	17 4%	12 5%	14 4%	7 2%	9 3%	37 4%	7 4%	- 6% Yb	21 4% Yb*	3 4% Yb*	- -	6 5% Yb*	22 5% e	7 2%	15 4%	27 4%	17 4%		
Don't know	174 14%	67 12%	103 17% B	47 12%	72 17%	56 14%	86 13%	87 17%	48 17%	40 13%	41 15%	24 14%	11 19% +	10 10% +	35 8%	138 18% O	95 12%	79 20% Q	45 20% UV	43 14%	32 11%	24 8%	149 15%	23 12%	25 14%	34 9%	6 7% +	21 12% +	18 17% +	52 12%	50 12%	11 3%	45 6% f	100 26% fg		
Much/a little too far	430 36%	250 43% C	176 29%	111 29%	134 32%	185 47% DE	230 34%	200 39%	102 36%	123 39% L	104 38%	50 29%	22 38% +	29 28% +	140 33%	290 38%	260 33%	169 42% Q	93 40%	122 39%	98 35%	99 34%	383 38% X	44 23%	82 46% Zc	94 26%	31 37% +	108 63% YZac*	25 23% +	110 25%	222 54% d	175 47% gh	302 39% h	120 31%		
Not quite/nearly far enough	225 19%	87 15%	132 22% B	85 22% F	79 19%	60 15%	146 21% H	79 15%	47 17%	55 18%	44 16%	36 21%	14 24% +	29 29% UK*	99 23% P	126 16%	151 19%	74 18%	47 20%	46 15%	57 20%	60 21%	169 17% W	51 27% W	11 6%	97 26% Yab	12 14% +	11 6% +	37 35% Yab*	106 24% e	41 10%	72 19%	164 21% h	59 15%		
Mean	0.36	0.55 c	0.19	0.17	0.28	0.65 DE	0.27	0.49 G	0.39	0.45 LN	0.46 LN	0.18	0.36 +	0.09 +	0.20	0.46 O	0.29	0.52 Q	0.41	0.48	0.32	0.30	0.44 X	0.01	0.73 Zac	0.03	0.39 Zc*	1.17 YZac*	-0.07 +	0.05	0.86 d	0.52 g	0.37	0.35		
Standard deviation	1.120	1.130	1.090	0.970	1.160	1.170	1.100	1.140	1.100	1.110	1.120	1.070	1.270	1.160	1.100	1.120	1.070	1.220	1.210	1.140	1.080	1.090	1.130	0.980	0.920	1.030	1.050	1.010	1.140	1.020	1.090	1.170	1.120	1.140		

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24-089497-13 - 28th March - 2nd April 2025

INTERNAL/CLIENT USE ONLY

DEI

Adults 16-75 in Great Britain

Q4. As you may know, President Trump has recently issued a series of Executive Orders to restrict DEI programmes in the United States. Do you approve or disapprove of this?

All Adults aged 16-75 in Great Britain

	Gender		Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain a member of the European Union	Leave the European Union	Know Quite a lot/A great deal	Know at least some	Not very much/not hing at all
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350
Weighted base	1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383
Strongly approve (2)	146 12%	98 17% c	47 8%	36 9%	45 11%	65 17% DE	71 10%	75 14%	36 13%	47 15%	25 9%	18 11%	4 6% +	17 16% +	51 12%	95 12%	88 11%	59 14%	28 12%	43 14%	29 10%	41 14%	129 13%	15 8%	28 16% Zac	27 7%	3 3% +	67 38% YZac*	3 3% +	29 7%	92 22% d	84 23% gh	114 15% h	32 8%
Tend to approve (1)	174 15%	117 20% c	55 9%	74 19% F	59 14%	41 10%	94 14%	80 15%	49 18%	37 12%	35 13%	30 18%	13 22% +	10 10% +	63 15%	111 14%	121 15%	53 13%	26 11%	48 15%	44 16%	53 18%	145 15%	29 15%	32 18%	60 16%	13 16% +	24 14% +	16 15% +	57 13%	69 17% h	74 20% h	133 17% h	39 10%
No views either way (0)	269 22%	123 21%	143 24%	91 24%	86 20%	92 24%	150 22%	119 23%	61 22% M	86 23% MN	64 23% M	41 24% M	3 6% +	15 14% +	82 19%	187 24%	183 23%	86 21%	70 30% UV	73 23%	60 21%	53 18%	221 22%	45 23%	51 29% Zac	73 20%	13 16% +	42 24% c*	12 11% +	65 15% d	112 27% e	59 16% f	149 19% f	108 28% fg
Tend to disapprove (-1)	163 14%	77 13%	83 14%	49 13%	67 16%	47 12%	102 15%	61 12%	34 12%	40 13%	43 16%	23 13%	4 7% +	18 18% +	75 18% P	87 11%	119 15%	44 11%	20 9%	43 14%	39 14%	50 17% s	127 13%	35 18%	32 18% b	56 15% b	15 18% b*	8 5% +	18 17% b*	78 18% e	45 11% e	50 14% e	117 15% e	43 11%
Strongly disapprove (-2)	288 24%	113 19%	169 28% B	76 20%	100 24%	112 29% D	195 29% H	92 18%	52 19%	65 21%	68 25%	38 22%	26 44% IJKL*	37 36% IJKL*	121 28% P	167 22%	182 23%	105 26%	52 22%	69 22%	77 27%	69 24%	239 24%	44 23%	20 12% b	120 32% Yb	26 31% Yb*	7 4% +	55 51% YZab*	160 37% e	53 13% e	88 24% e	207 27% h	79 21%
Don't know	160 13%	55 9%	102 17% B	59 15% F	66 16% F	34 9% F	69 10%	91 18% G	49 17% N	35 11%	38 14%	22 13%	9 14% +	6 6% +	35 8%	125 16% O	103 13%	57 14%	34 15% V	37 12%	33 12%	22 8%	135 14%	24 12%	13 7% b	33 17% Yb	14 15% Yb*	26 9% c*	3 3% +	41 10% e	40 10% e	16 4% e	49 6% f	82 21% fg
Strongly/tend to approve	320 27%	215 37% c	103 17%	110 29%	104 25%	106 27%	166 24%	155 30%	85 30%	84 27%	59 22%	49 28%	17 29% +	27 26% +	114 27%	206 27%	209 26%	112 28%	54 23%	91 29%	73 26%	94 33% s	273 27%	44 23%	59 34% Zac	87 23%	16 19% +	91 52% YZac*	20 18% +	86 20%	161 39% d	158 43% gh	247 32% h	71 19%
Strongly/tend to disapprove	450 38%	189 33%	252 42% B	125 32%	167 39%	159 41% D	297 44% H	153 30%	87 31%	106 34%	111 41% I	61 35%	30 51% U*	55 54% IJKL*	197 46% P	254 33%	301 38%	149 37%	71 31%	112 36%	116 41% s	119 41% s	366 37%	79 41%	53 30% b	176 48% Yb	41 49% Yb*	15 9% +	73 68% YZab*	239 55% e	97 24% e	138 37% e	324 42% fh	122 32%
Mean	-0.26	0.02 c	-0.55	-0.17	-0.33	-0.28	-0.42	-0.04 G	-0.08 KMN	-0.15 M	-0.41	-0.22	-0.71 +	-0.51 +	-0.39	-0.18 O	-0.27	-0.24	-0.21	-0.17	-0.36	-0.20	-0.24	-0.38	0.09 Zac	-0.54 c	-0.69 +	0.92 YZac*	-1.01 +	-0.73	0.28 d	0.05 gh	-0.24	-0.32
Standard deviation	1.390	1.400	1.310	1.310	1.370	1.470	1.370	1.380	1.370	1.380	1.330	1.350	1.500	1.510	1.400	1.380	1.350	1.450	1.350	1.390	1.380	1.420	1.400	1.290	1.250	1.340	1.250	1.170	1.250	1.330	1.340	1.510	1.440	1.290

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24-089497-13 - 28th March - 2nd April 2025

INTERNAL/CLIENT USE ONLY

DEI

Adults 16-75 in Great Britain

Q5. How likely or unlikely do you think President Trump's actions to restrict DEI programmes are to have an impact on DEI initiatives in workplaces in the United Kingdom?

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote		Knowledge of DEI in workplace			
		Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain a member of the European Union	Leave the European Union	Know Quite a lot/A great deal	Know at least some	Not very much/not hing at all	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base		1200	569	612	387	449	364	793	407	281	317	247	203	55	97	694	506	775	425	214	279	269	360	932	254	183	408	93	128	113	479	370	415	808	350	
Weighted base		1200	582	599	385	424	391	682	518	282	311	273	173	59	103	428	772	796	404	229	314	282	288	995	191	176	369	84	173	108	432	410	371	769	383	
Very likely (4)		119 10%	63 11%	54 9%	50 13% F	43 10%	26 7%	61 9%	58 11%	27 9%	28 9%	29 10%	20 12%	6 11% *	10 10% *	58 13% P	62 8%	89 11%	30 7%	21 9%	34 11%	27 10%	32 11%	93 9%	25 13%	18 10% c	47 13% c	16 19% bc*	13 8% *	3 3% *	51 12%	35 8%	67 18% gh	91 12% h	25 6%	
Fairly likely (3)		356 30%	195 34% C	156 26%	155 40% EF	122 29% F	79 20%	223 33% H	133 26%	79 28%	86 28%	90 33%	54 31%	17 30% *	30 29% *	137 32%	218 28%	259 33% R	97 24%	59 26%	74 24%	90 32%	117 41% ST	289 29%	63 33%	43 24%	136 37% Ya	18 21% *	52 30% *	40 37% Ya*	120 28%	115 28%	152 41% gh	279 36% h	71 19%	
Fairly unlikely (2)		294 25%	148 25%	145 24%	81 21%	100 24%	114 29% D	170 25%	125 24%	68 24%	82 27%	65 24%	39 22%	12 21% *	29 28% *	110 26%	184 24%	182 23%	112 28%	59 26%	75 24%	73 26%	70 24%	248 25%	42 22%	49 28%	81 22%	20 24% *	48 28% *	21 20% *	108 25%	110 27%	69 19%	200 26% f	92 24%	
Very unlikely (1)		150 13%	77 13%	70 12%	19 5%	44 10% D	87 22% DE	92 14%	58 11%	39 14%	36 12%	27 10%	24 14%	4 7% *	19 19% K*	44 10%	106 14%	87 11%	63 16% Q	27 12%	52 16% V	37 13%	24 8%	124 12%	24 13%	32 18% Z	36 10%	11 13% *	23 13% *	23 21% Z*	67 16%	57 14%	40 11%	89 12%	61 16%	
Don't know		280 23%	99 17%	175 29% B	79 21%	115 27%	86 22%	137 20%	144 28% G	69 25%	78 25%	63 23%	36 21%	19 33% N*	15 14% *	79 18%	201 26% O	178 22%	102 25%	63 28% V	79 25% V	55 19%	45 16%	241 24%	36 19%	35 20%	69 19%	19 23% *	38 22% *	20 19% *	85 20%	94 23%	43 11%	110 14% f	134 35% fg	
Very/Fairly likely		475 40%	258 44% C	209 35%	206 53% EF	165 39% F	104 27%	283 42%	192 37%	105 37%	114 37%	118 43%	74 43%	24 40% *	40 39% *	195 46% P	280 36%	348 44% R	127 31%	80 35%	108 35%	117 42%	150 52% STU	382 38%	88 46%	60 34%	183 50% Yb	34 40% *	65 37% *	43 40% *	171 40%	150 36%	219 59% gh	370 48% h	96 25%	
Very/fairly unlikely		444 37%	225 39%	215 36%	100 26%	143 34% D	201 51% DE	262 38%	182 35%	107 38%	119 38%	91 34%	63 36%	16 27% *	48 47% KM*	154 36%	291 38%	269 34%	175 43% Q	86 37%	126 40%	110 39%	94 33%	372 37%	67 35%	81 46% Z	117 32%	31 37% *	71 41% *	44 41% *	176 41%	166 41%	109 29%	288 38% f	153 40% f	
Mean		2.48	2.50	2.46	2.78 EF	2.53 F	2.14	2.46	2.51	2.44	2.45	2.57	2.51	2.65 **	2.34 *	2.60 P	2.41	2.57 R	2.31	2.45	2.39	2.47	2.65 ST	2.47	2.57	2.32	2.65 Ybc	2.60 *	2.41 *	2.26 *	2.44	2.40	2.75 gh	2.57 h	2.24	
Standard deviation		0.910	0.910	0.910	0.790	0.900	0.930	0.900	0.930	0.930	0.900	0.880	0.950	0.870	0.950	0.910	0.910	0.900	0.910	0.910	0.980	0.900	0.830	0.910	0.940	0.960	0.890	1.040	0.880	0.890	0.960	0.910	0.920	0.890	0.940	

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