

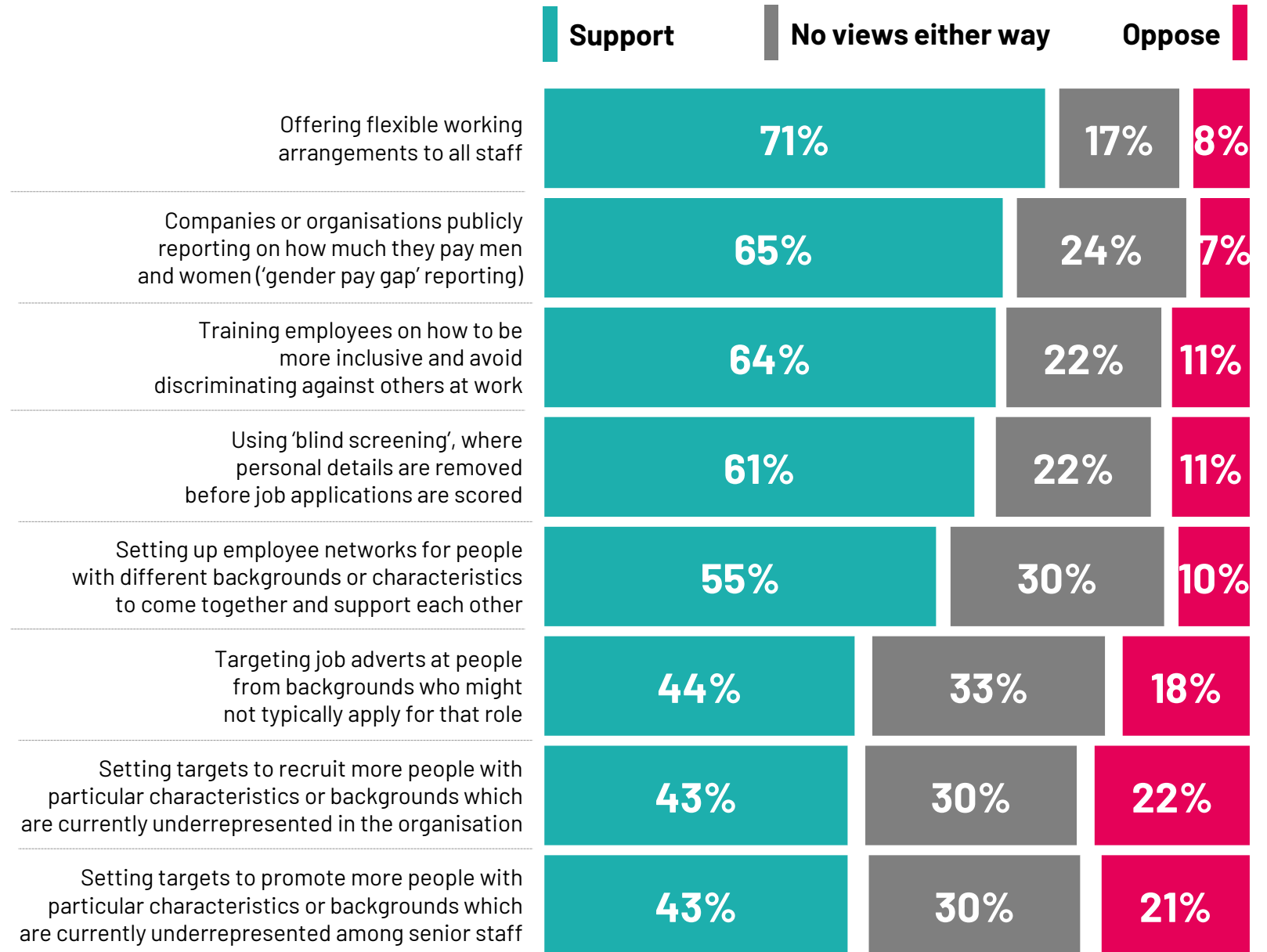
Ipsos Diversity, Equity and Inclusion (DEI) polling

April 2025

Britons are most supportive of workplaces offering flexible working arrangements, public reporting of the gender pay gap and training employees on how to be more inclusive.

To what extent would you support or oppose workplaces in the UK doing the following?

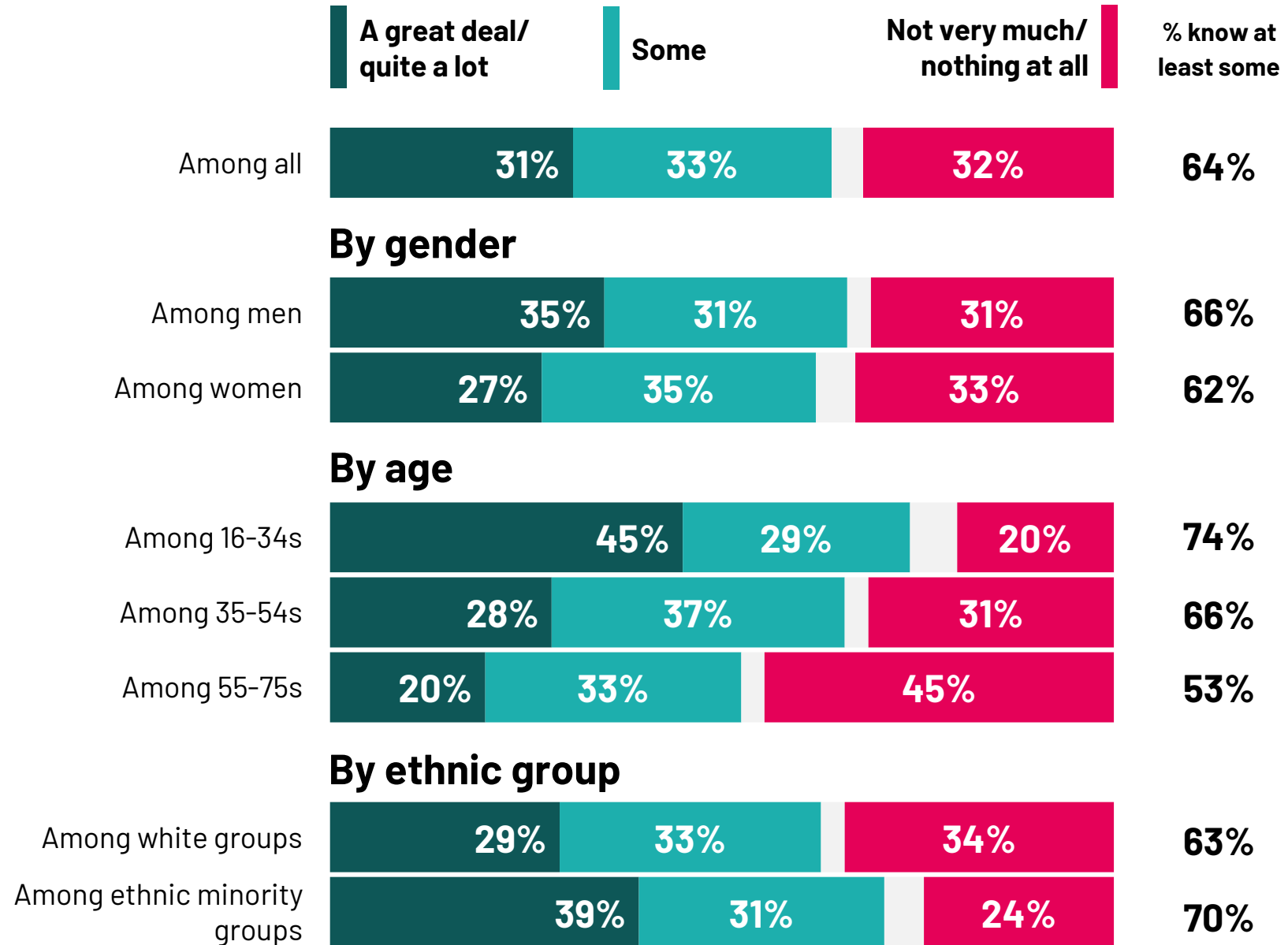
Base: 1,200 British adults aged 16-75, 28 March – 2 April 2025



Around two thirds say they know at least something about DEI initiatives in the workplace – with awareness greatest among younger Britons.

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

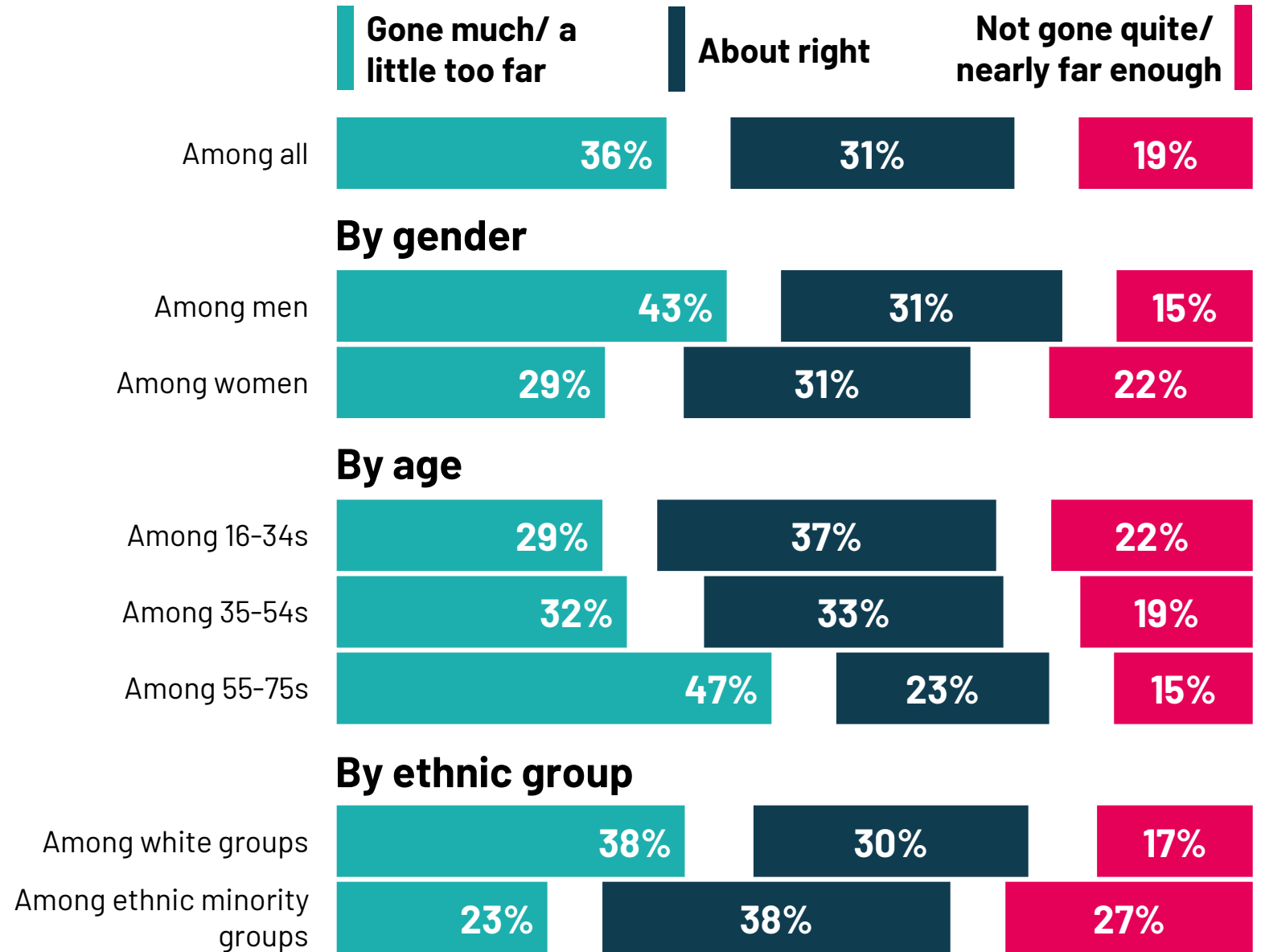
Base: 1,200 British adults aged 16-75, including (569) men, (612) women, (387) 16-34-year-olds, (449) 35-54s, (364) 55-75s, (932) white ethnic groups and (254) ethnic minority groups, 28 March – 2 April 2025



More than a third think DEI initiatives in workplaces in the UK have gone too far – but around half either say they are about right or have not gone far enough.

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?

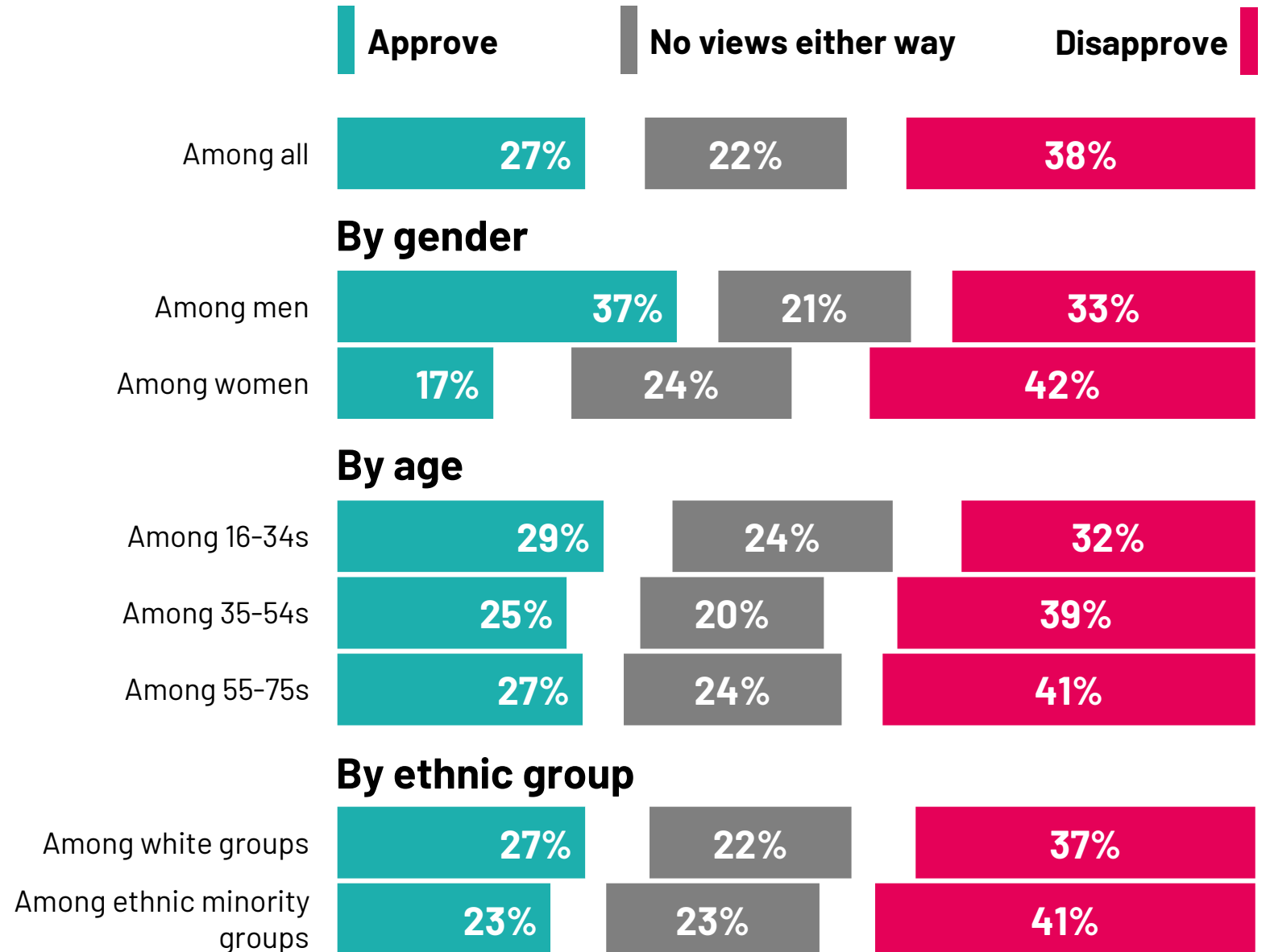
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Around two in five Brits disapprove of Trump's actions to restrict DEI programmes in the US. Men are more than twice as likely to approve than women.

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?

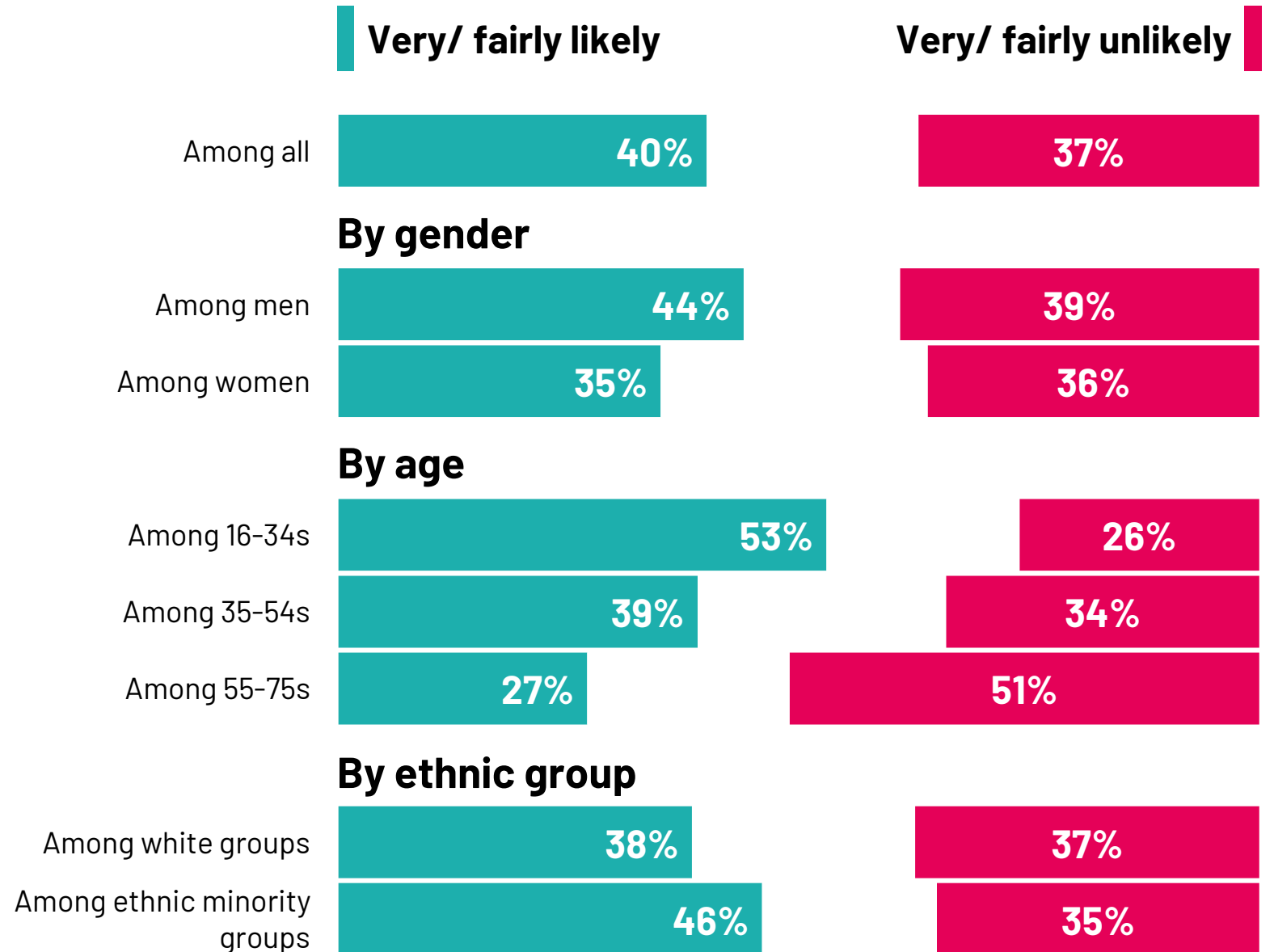
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The public are divided on whether Trump's actions in America will have an impact on workplaces in the UK. Younger Britons are most likely to think there will be impact.

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?

Base: 1,200 British adults aged 16-75, including (569) men, (612) women, (387) 16-34-year-olds, (449) 35-54s, (364) 55-75s, (932) white ethnic groups and (254) ethnic minority groups, 28 March – 2 April 2025





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For more information

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