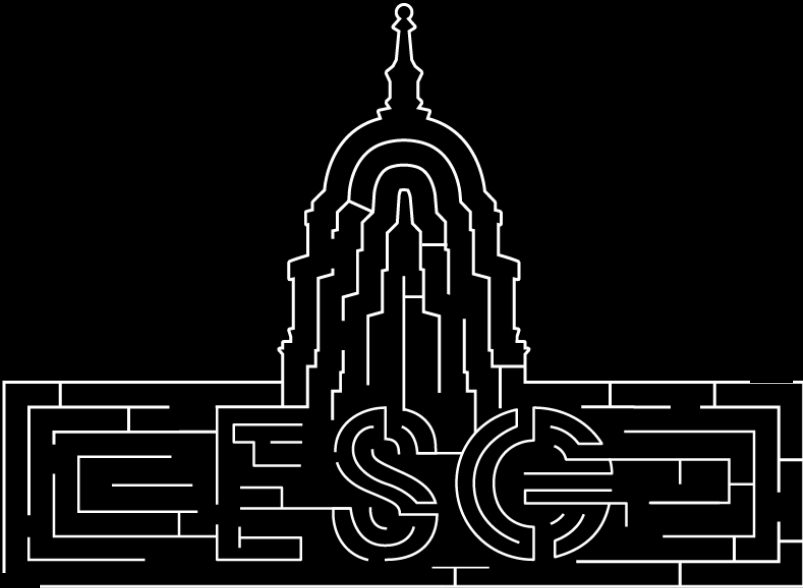


# NAVIGATING DEI: VOTER TRENDS IN 2023



**1,008** REGISTERED VOTERS  
NATIONWIDE  
OCTOBER 2023



# WHAT'S INSIDE

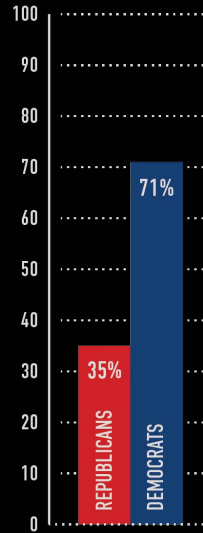
- Our Findings
- Political Environment
- How to Navigate It

With SCOTUS' overturn of Affirmative Action, corporate DEI programs are suddenly under attack from both policymakers and activists. Our research continues to show clear voter opposition to restrictions on business' social impact, including DEI. Our latest survey brings into focus what voters believe about the benefits of DEI practices, as well as where they fall short.

**This brief describes our findings and provides a path forward for navigating the anti-ESG political movement inside and outside the Beltway.**

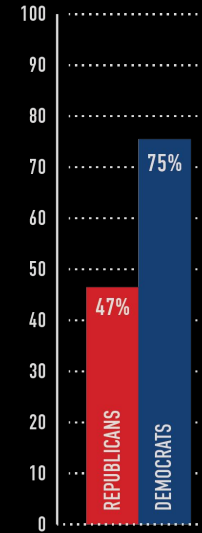
## AGREE

For companies, having a diverse workforce is important to their financial success.



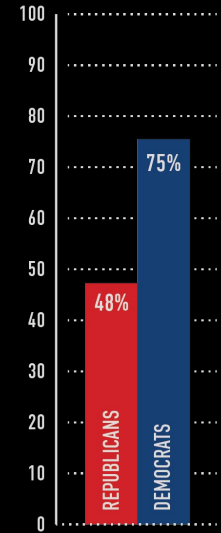
## AGREE

For companies, having a diverse workforce is important for addressing social inequality.



## AGREE

For companies, having a diverse workforce is important to advancing the well-being of their employees.

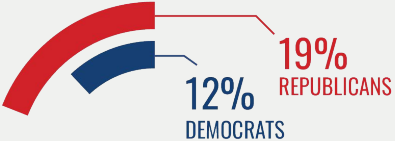


# REPUBLICANS AND DEMOCRATS SUPPORT CORPORATE FREEDOM

Aligning with our previous research, Republicans and Democratic voters alike believe companies have the right to pursue DEI policies as they see fit.

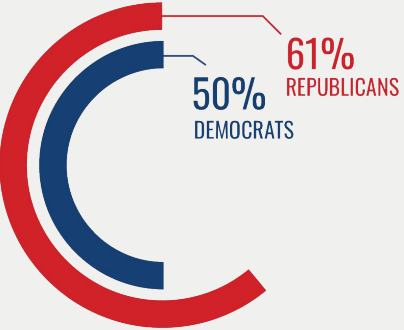
## AGREE

Elected officials should punish companies for doing too much to advance diversity, equity, and inclusion within their organizations.



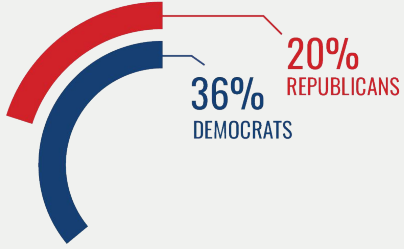
## AGREE

Elected officials should allow companies to address diversity, equity and inclusion as they see fit.



## AGREE

Elected officials should punish companies for doing too little to advance diversity, equity, and inclusion within their organizations.



# REPUBLICANS MORE LIKELY TO VIEW DEI AS A MEANS TO EQUALITY, WELL-BEING THAN FINANCIAL GAIN

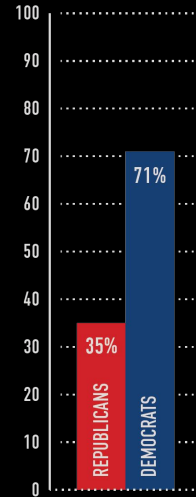
Voters from both parties see a clear economic value in corporate efforts to improve the environment, but the same is not so for DEI. For Republicans, there is no clear business case for DEI.

However, we see a 10+ point jump for Rs when we ask about DEI's impact on addressing social inequality. Nearly half of Rs believe diverse workforces positively impact social inequality and the well being of their workforce. Women are also more likely to view DEI positively.

How relevant are the following corporate environmental and societal actions are to your financial fortunes.

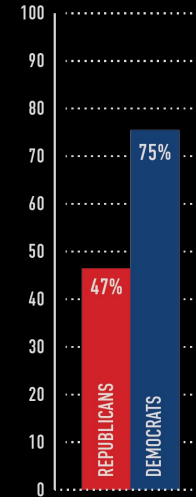
AGREE

For companies, having a diverse workforce is important to their financial success.



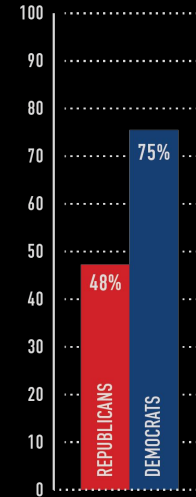
AGREE

For companies, having a diverse workforce is important for addressing social inequality.



AGREE

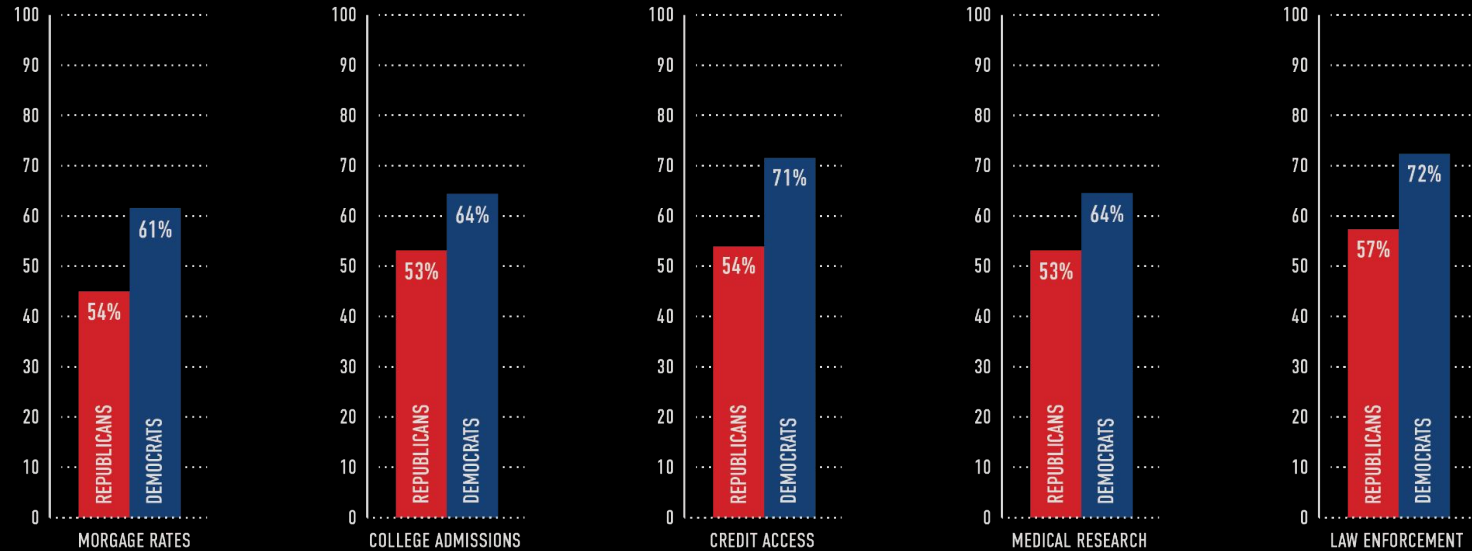
For companies, having a diverse workforce is important to advancing the well-being of their employees.



# REPUBLICANS ARE ALSO CONCERNED ABOUT AI'S IMPACT ON BIASES

Majorities of voters are concerned about the ways in which AI could exacerbate biases in credit/lending, law enforcement, college admissions and medical research.

Voters don't trust government to get regulation of AI right and want companies to be involved in the policy process.



# SKEPTICISM IS BIPARTISAN

Voters still perceive a “say-do” gap, or a delta between words and action. Both Republicans and Democrats question the sincerity and impact of corporate DEI programs, with Democrats demonstrating more skepticism on both.

## AGREE

Companies’ DEI commitments are for show and do not result in increased diversity.

REPUBLICANS **45%**



**49%** DEMOCRATS

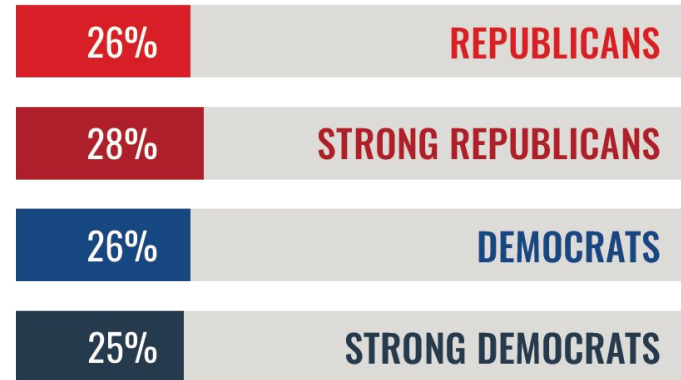


# VOTERS SHARE PREFERENCES FOR DEI PROGRAMS

- **Equity in compensation-26%**
- Leadership training on DEI-12%
- Recruit from a broader talent base - 10%
- Process and training aimed at reducing bias in hiring-9%
- Process and training aimed at reducing bias in promotion decisions-8%
- Inclusive benefits -7%
- Build diverse teams-7%
- Mentoring for underrepresented minority employees-6%
- Set race goals for new hires-5%, C-suite-2%, whole org 7%

## AGREE

Equity in compensation is the most important corporate effort to advance diversity, equity, and inclusion within organizations.





## RECOMMENDATIONS:

- ✓ MAKE THE BUSINESS CASE
- ✓ SHOW ACTION THROUGH IMPACT
- ✓ ASSESS PROGRAMS AGAINST POLICY PRIORITIES







**THANK YOU!**

[Lindsay@rokkolutions.com](mailto:Lindsay@rokkolutions.com)

