

CONSUMER BEHAVIORS AND DEI:

Methodology and Tables

1. Methodology

A. Data

Data come from the 2025 Annual LGBTQ+ Community Survey (ALCS) and were collected online from September 29 to October 27, 2025, among U.S. adults aged 18 and older. The LGBTQ+ sample was drawn through the HRC Foundation's Community Marketing & Insights research panel of LGBTQ+ adults as well as from participants recruited from community organizations, while the non-LGBTQ+ sample was fielded by [PSB Insights](#) during the same period. To ensure demographic representativeness, PSB used quotas for respondents' race, age, geography, education, and gender. Nearly 10,000 LGBTQ+ adults were sampled as well as a supplemental sample of nearly 5,000 non-LGBTQ+ adults.

See the [complete ALCS methodology and data quality report here](#), including detailed documentation for sampling, quality control, benchmarking, weight construction, and scaling.

B. Estimation Strategy

Three analytical samples were constructed, including a general population sample, a non-LGBTQ+ sample, and an LGBTQ+ sample. The non-LGBTQ+ and LGBTQ+ samples are used for within-group comparisons to retain larger sample sizes. Estimates are weighted proportions using two weights:

1. National estimates were calculated using the scaled weight (*allwt_scaled*) to produce estimates representative of the U.S. population, balancing LGBTQ+ and non-LGBTQ+ respondents according to population shares.
2. Parallel subgroup analyses were calculated using the unscaled weight (*allwt*) within LGBTQ+ and non-LGBTQ+ samples to maximize precision and preserve subgroup sample size while maintaining demographic alignment with external benchmarks.

C. Limitations

Due to the nonprobability design, design-based statistics are to be interpreted with caution. The results are not causal.

D. Open-ended brand analysis

For the open-ended brand questions, respondents could name up to three brands or stores in each category. Responses were combined across the three write-in fields within each question group, regardless of whether a brand was listed first, second, or third. We standardized obvious spelling variants, abbreviations, capitalization/punctuation differences, and common misspellings to create a single brand label where appropriate. When feasible, responses containing multiple brands in one field (e.g., comma-, semicolon-, or slash-separated entries) were split into separate brands. Blank, non-substantive, and clearly generic non-brand responses were excluded. Brand counts were tabulated at the respondent level within each question group, so if a respondent named the same brand more than once in that group, it was counted once. Brands were then ranked from most to least frequently mentioned.

2. Data Tables

U.S. ADULT NATIONAL ESTIMATES

Do you have a favorable or		Non-Sexual/Gender Minorities	
unfavorable opinion of DEI?		LGBTQ+	Non-LGBTQ+ Total
-----+-----			
Very favorable		60.1	24.7 27.8
Somewhat favorable		19.2	28.7 27.8
Somewhat unfavorable		5.1	13.2 12.4
Very unfavorable		6.7	15.5 14.7
I don't know		7.9	16.9 16.1
Prefer not to answer		1.1	1.2 1.1
Total		100.0	100.0 100.0

Do you have a favorable or unfavorable opinion of DEI?		HIDDEN: Race Code					
		White	Hispanic	Black	AANHPI	Other	Total
Very favorable		24.3	32.2	38.0	27.4	28.0	27.9
Somewhat favorable		25.9	30.4	28.8	38.6	23.5	27.8
Somewhat unfavorable		14.2	10.8	7.9	11.5	10.7	12.4
Very unfavorable		19.0	8.4	7.0	11.0	12.8	14.7
I don't know		15.7	16.6	17.0	10.9	23.6	16.1
Prefer not to answer		1.0	1.6	1.3	0.6	1.5	1.1
Total		100.0	100.0	100.0	100.0	100.0	100.0

Do you have a favorable or unfavorable opinion of DEI?		HIDDEN: Education Code				
		High School	Some College	Bachelor's	Graduate	Total
Very favorable		24.3	27.3	31.0	34.8	27.9
Somewhat favorable		25.6	27.9	29.5	31.4	27.8
Somewhat unfavorable		12.4	12.0	13.7	11.7	12.4
Very unfavorable		11.9	16.8	16.5	15.7	14.7
I don't know		24.1	15.0	8.1	6.3	16.1
Prefer not to answer		1.6	1.0	1.1	0.2	1.1
Total		100.0	100.0	100.0	100.0	100.0

Do you have a favorable or unfavorable opinion of DEI?		HIDDEN: Generation					
		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
Very favorable		35.0	32.2	22.6	23.5	26.6	27.9
Somewhat favorable		32.0	29.9	25.9	24.9	19.4	27.8
Somewhat unfavorable		9.2	11.0	14.6	14.0	15.3	12.4
Very unfavorable		7.4	10.2	17.0	22.3	16.2	14.7
I don't know		15.3	15.6	18.3	14.5	21.5	16.1
Prefer not to answer		1.1	1.1	1.7	0.7	1.0	1.1
Total		100.0	100.0	100.0	100.0	100.0	100.0

Refused to buy certain brands or				
from stores that ended or				
reduced DEI				
Non-Sexual/Gender Minorities				
LGBTQ+ Non-LGBTQ+ Total				
-----+-----				
Always				
17.2 6.7 7.6				
Very often				
32.9 9.2 11.3				
Somewhat often				
19.3 13.6 14.1				
Rarely				
8.3 13.0 12.6				
Never				
8.9 39.0 36.3				
I don't know				
7.8 8.9 8.8				
Prefer not to answer				
0.5 0.7 0.7				
Doesn't apply to me				
5.2 8.9 8.6				
Total				
100.0 100.0 100.0				

Refused to buy certain brands or						
from stores that ended or						
reduced DEI						
HIDDEN: Race Code						
WhiteHispanicBlackAANHPIOtherTotal						
Always						
Very often						
Somewhat often						
Rarely						
Never						
I don't know						
Prefer not to answer						
Doesn't apply to me						
Total						

Refused to buy certain brands or						
from stores that ended or		HIDDEN: Education Code				
reduced DEI		High School	Some College	Bachelor's	Graduate	Total
-----+-----						
Always		6.8	8.4	7.7	8.2	7.6
Very often		10.1	10.9	12.5	13.9	11.3
Somewhat often		14.8	13.0	15.2	12.8	14.1
Rarely		11.5	12.7	12.7	15.6	12.6
Never		34.0	37.3	39.2	36.6	36.3
I don't know		10.4	8.9	6.1	7.5	8.8
Prefer not to answer		0.9	0.3	0.9	0.9	0.7
Doesn't apply to me		11.5	8.4	5.7	4.5	8.6
Total		100.0	100.0	100.0	100.0	100.0

Refused to buy certain brands or							
from stores that ended or		HIDDEN: Generation					
reduced DEI		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
-----+-----							
Always		10.6	9.8	5.6	5.4	5.6	7.6
Very often		18.6	13.5	9.3	6.2	4.7	11.3
Somewhat often		21.2	16.3	12.5	8.8	5.1	14.1
Rarely		11.7	16.1	10.3	11.9	10.6	12.6
Never		22.7	29.7	43.5	45.3	43.1	36.3
I don't know		7.1	6.8	8.6	11.6	20.6	8.8
Prefer not to answer		1.1	0.9	0.6	0.4	0.0	0.7
Doesn't apply to me		6.9	6.9	9.6	10.3	10.2	8.6
Total		100.0	100.0	100.0	100.0	100.0	100.0

Only bought products from				
brands/stores that publicly		Non-Sexual/Gender Minorities		
committed to DEI		LGBTQ+	Non-LGBTQ+	Total
-----+-----				
Always		10.1	5.7	6.1
Very often		25.9	10.3	11.7
Somewhat often		29.0	17.3	18.3
Rarely		8.5	11.5	11.2
Never		9.5	33.5	31.4
I don't know		11.4	12.2	12.1
Prefer not to answer		0.7	0.5	0.5
Doesn't apply to me		4.8	9.0	8.6
Total		100.0	100.0	100.0

Only bought products from							
brands/stores that publicly		HIDDEN: Race Code					
committed to DEI		White	Hispanic	Black	AANHPI	Other	Total
-----+-----							
Always		3.8	10.6	10.1	6.1	5.8	6.1
Very often		8.7	15.2	19.5	14.1	12.0	11.7
Somewhat often		15.8	24.4	20.4	20.0	16.3	18.3
Rarely		11.1	12.2	9.8	12.2	11.8	11.3
Never		37.9	20.9	20.9	27.2	26.3	31.4
I don't know		13.3	9.4	10.2	10.2	16.9	12.1
Prefer not to answer		0.3	0.9	0.6	0.4	1.0	0.5
Doesn't apply to me		9.2	6.4	8.4	9.8	9.8	8.6
Total		100.0	100.0	100.0	100.0	100.0	100.0

Only bought products from		HIDDEN: Education Code				
brands/stores that publicly						
committed to DEI		High School	Some College	Bachelor's	Graduate	Total
-----+						
Always		6.6	6.0	5.6	5.8	6.1
Very often		10.7	11.9	14.0	11.2	11.7
Somewhat often		18.6	16.9	17.4	21.5	18.3
Rarely		10.3	11.1	11.2	14.2	11.3
Never		28.1	33.2	35.9	30.7	31.4
I don't know		14.3	11.5	9.3	11.0	12.1
Prefer not to answer		0.8	0.5	0.3	0.2	0.5
Doesn't apply to me		10.7	9.0	6.2	5.4	8.6
Total		100.0	100.0	100.0	100.0	100.0

Only bought products from		HIDDEN: Generation					
brands/stores that publicly		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
committed to DEI							
Always		9.1	8.8	4.5	3.0	4.0	6.1
Very often		18.4	13.6	9.1	7.7	11.4	11.7
Somewhat often		24.9	22.0	16.3	12.4	7.2	18.3
Rarely		11.0	12.7	10.5	11.1	4.4	11.3
Never		19.0	25.5	37.3	40.3	32.1	31.4
I don't know		10.3	9.5	12.2	15.1	28.6	12.1
Prefer not to answer		0.9	0.4	0.6	0.2	1.1	0.5
Doesn't apply to me		6.4	7.6	9.7	10.1	11.2	8.6
Total		100.0	100.0	100.0	100.0	100.0	100.0

Bought fewer products from				
brands/stores that ended/reduced		Non-Sexual/Gender Minorities		
DEI		LGBTQ+	Non-LGBTQ+	Total
-----+-----				
Always		18.0	6.5	7.6
Very often		33.1	9.6	11.7
Somewhat often		20.4	15.8	16.2
Rarely		7.9	13.9	13.4
Never		8.0	32.2	30.1
I don't know		7.6	12.6	12.2
Prefer not to answer		0.5	0.5	0.5
Doesn't apply to me		4.4	8.8	8.4
Total		100.0	100.0	100.0

Bought fewer products from brands/stores that ended/reduced DEI							
		HIDDEN: Race Code					
		White	Hispanic	Black	AANHPI	Other	Total
Always		5.7	10.9	11.0	7.4	8.2	7.6
Very often		9.6	15.6	16.3	8.6	14.1	11.7
Somewhat often		13.1	22.4	19.8	20.3	14.8	16.2
Rarely		12.7	14.5	14.7	16.4	9.1	13.4
Never		36.1	20.6	20.5	25.9	25.9	30.1
I don't know		13.8	8.5	8.8	11.7	16.4	12.1
Prefer not to answer		0.3	1.0	0.5	1.0	1.5	0.5
Doesn't apply to me		8.8	6.6	8.4	8.6	10.1	8.4
Total		100.0	100.0	100.0	100.0	100.0	100.0

Bought fewer products from						
brands/stores that ended/reduced		HIDDEN: Education Code				
DEI		High School	Some College	Bachelor's	Graduate	Total
-----+-----						
Always		6.6	7.6	7.6	9.9	7.6
Very often		10.6	11.3	14.0	12.6	11.7
Somewhat often		16.3	16.4	16.0	15.7	16.2
Rarely		12.7	12.8	13.7	16.0	13.4
Never		28.0	31.2	32.6	30.4	30.1
I don't know		14.3	11.8	9.2	10.6	12.1
Prefer not to answer		0.8	0.5	0.2	0.4	0.5
Doesn't apply to me		10.6	8.4	6.7	4.4	8.4
Total		100.0	100.0	100.0	100.0	100.0

Bought fewer products from		HIDDEN: Generation					
brands/stores that ended/reduced		HIDDEN: Generation					
DEI		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
	Always	11.1	10.0	5.5	4.6	6.5	7.6
	Very often	17.4	14.8	9.4	7.3	3.1	11.7
	Somewhat often	23.6	19.4	14.3	10.1	7.4	16.2
	Rarely	13.9	14.5	12.2	13.0	12.6	13.4
	Never	17.3	24.7	36.7	38.1	34.4	30.1
	I don't know	9.6	8.8	11.8	17.0	26.5	12.1
	Prefer not to answer	0.8	0.6	0.6	0.2	0.0	0.5
	Doesn't apply to me	6.2	7.3	9.6	9.8	9.6	8.4
	Total	100.0	100.0	100.0	100.0	100.0	100.0

Bought more products from				
brands/stores that publicly		Non-Sexual/Gender Minorities		
committed to DEI		LGBTQ+	Non-LGBTQ+	Total
-----+-----				
Always		14.6	7.3	8.0
Very often		31.3	11.1	12.9
Somewhat often		23.6	17.9	18.4
Rarely		7.8	11.2	10.9
Never		6.9	28.6	26.6
I don't know		10.3	15.1	14.7
Prefer not to answer		1.2	0.6	0.6
Doesn't apply to me		4.3	8.3	7.9
Total		100.0	100.0	100.0

Bought more products from							
brands/stores that publicly		HIDDEN: Race Code					
committed to DEI		White	Hispanic	Black	AANHPI	Other	Total
Always		5.2	11.8	13.8	7.3	12.2	8.0
Very often		10.0	16.4	20.3	15.0	13.6	13.0
Somewhat often		15.8	24.9	19.4	23.6	12.9	18.4
Rarely		10.8	11.5	10.5	11.4	9.2	10.9
Never		33.0	17.8	14.7	20.0	23.8	26.6
I don't know		16.5	10.9	11.9	13.0	17.2	14.7
Prefer not to answer		0.4	0.6	1.3	0.4	2.3	0.6
Doesn't apply to me		8.3	6.1	8.0	9.2	8.8	7.9
Total		100.0	100.0	100.0	100.0	100.0	100.0

Bought more products from						
brands/stores that publicly		HIDDEN: Education Code				
committed to DEI		High School	Some College	Bachelor's	Graduate	Total
-----+-----						
Always		7.3	8.7	7.4	9.0	8.0
Very often		11.8	12.2	15.9	13.8	13.0
Somewhat often		18.1	17.7	18.4	20.6	18.4
Rarely		10.2	11.0	11.2	12.0	10.9
Never		24.9	27.6	29.7	25.3	26.6
I don't know		16.3	14.5	11.5	14.7	14.7
Prefer not to answer		1.0	0.5	0.2	0.4	0.6
Doesn't apply to me		10.3	7.9	5.6	4.2	7.9
Total		100.0	100.0	100.0	100.0	100.0

Bought more products from		HIDDEN: Generation					
brands/stores that publicly							
committed to DEI		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
Always		11.4	11.0	6.1	4.4	4.5	8.0
Very often		19.8	15.2	10.2	8.9	6.8	13.0
Somewhat often		26.2	21.2	16.3	12.3	11.4	18.4
Rarely		11.8	11.9	9.8	10.5	5.8	10.9
Never		12.8	21.3	33.2	35.2	30.1	26.6
I don't know		10.5	11.7	15.3	19.3	30.1	14.7
Prefer not to answer		1.1	0.8	0.5	0.2	0.0	0.6
Doesn't apply to me		6.4	6.7	8.7	9.2	11.3	7.9
Total		100.0	100.0	100.0	100.0	100.0	100.0

NON-LGBTQ+ ADULT ESTIMATES

Do you have a favorable or unfavorable opinion of DEI?		HIDDEN: Race Code					
		White	Hispanic	Black	AANHPI	Other	Total
Very favorable		20.4	28.7	37.6	26.5	24.5	24.7
Somewhat favorable		26.6	31.9	29.1	39.3	25.0	28.7
Somewhat unfavorable		15.2	11.3	8.1	11.3	11.6	13.2
Very unfavorable		20.2	9.1	6.6	11.2	12.0	15.5
I don't know		16.6	17.4	17.5	11.2	25.6	16.9
Prefer not to answer		1.0	1.6	1.1	0.6	1.4	1.2
Total		100.0	100.0	100.0	100.0	100.0	100.0

Do you have a favorable or		HIDDEN: Education Code				
unfavorable opinion of DEI?		High School	Some College	Bachelor's	Graduate	Total
-----+						
Very favorable		21.2	23.7	27.8	32.1	24.7
Somewhat favorable		26.6	28.7	30.2	32.4	28.7
Somewhat unfavorable		13.2	12.7	14.5	12.2	13.2
Very unfavorable		12.3	18.0	17.6	16.5	15.5
I don't know		25.2	16.0	8.6	6.6	16.9
Prefer not to answer		1.6	1.0	1.2	0.2	1.2
Total		100.0	100.0	100.0	100.0	100.0

Do you have a favorable or unfavorable opinion of DEI?		HIDDEN: Generation					
		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
Very favorable		28.2	29.1	20.6	22.2	25.6	24.7
Somewhat favorable		35.7	30.9	26.3	25.3	19.5	28.7
Somewhat unfavorable		10.6	11.7	15.0	14.1	15.6	13.2
Very unfavorable		7.5	10.8	17.5	22.7	16.4	15.5
I don't know		17.0	16.4	18.9	14.9	21.9	16.9
Prefer not to answer		1.1	1.1	1.7	0.7	1.0	1.2
Total		100.0	100.0	100.0	100.0	100.0	100.0

Refused to buy certain brands or						
from stores that ended or						
reduced DEI						
HIDDEN: Race Code						
WhiteHispanicBlackAANHPIOtherTotal						
Always4.69.012.56.49.06.7						
Very often6.613.814.39.67.89.2						
Somewhat often10.320.118.514.613.413.6						
Rarely11.915.313.717.710.013.0						
Never46.827.425.133.332.839.0						
I don't know10.06.26.29.413.78.9						
Prefer not to answer0.51.30.61.70.50.7						
Doesn't apply to me9.46.99.07.212.88.9						
Total100.0100.0100.0100.0100.0100.0						

Refused to buy certain brands or					
from stores that ended or	HIDDEN: Education Code				
reduced DEI	High School	Some College	Bachelor's	Graduate	Total
-----+-----					
Always	6.0	7.3	6.8	7.2	6.7
Very often	8.1	8.7	10.3	11.6	9.2
Somewhat often	14.7	12.1	14.6	12.1	13.6
Rarely	11.9	13.2	13.0	16.1	13.0
Never	36.4	40.3	42.1	39.3	39.0
I don't know	10.4	9.1	6.3	7.9	8.9
Prefer not to answer	0.9	0.3	0.9	1.0	0.7
Doesn't apply to me	11.6	9.1	6.1	4.9	8.9
Total	100.0	100.0	100.0	100.0	100.0

Refused to buy certain brands or						
from stores that ended or						
reduced DEI						
HIDDEN: Generation						
Gen ZMillennialGen XBaby BoomerSilent GenTotal						
Always9.68.84.94.95.36.7						
Very often14.511.38.05.44.19.2						
Somewhat often21.615.912.28.44.813.6						
Rarely13.016.810.412.110.713.0						
Never26.732.045.146.644.139.0						
I don't know6.76.88.611.820.88.9						
Prefer not to answer1.21.00.60.40.00.7						
Doesn't apply to me6.67.410.010.510.38.9						
Total100.0100.0100.0100.0100.0100.0						

Only bought products from							
brands/stores that publicly		HIDDEN: Race Code					
committed to DEI		White	Hispanic	Black	AANHPI	Other	Total
-----+-----							
Always		3.4	9.8	10.4	6.1	5.2	5.7
Very often		7.0	14.0	19.3	13.4	9.0	10.3
Somewhat often		14.1	24.2	20.9	19.5	15.2	17.3
Rarely		11.3	12.8	9.8	11.9	12.4	11.5
Never		40.7	22.3	21.1	28.3	28.8	33.5
I don't know		13.5	9.0	9.7	10.3	18.2	12.2
Prefer not to answer		0.3	1.0	0.6	0.4	0.9	0.5
Doesn't apply to me		9.7	6.9	8.1	10.1	10.2	9.0
Total		100.0	100.0	100.0	100.0	100.0	100.0

Only bought products from						
brands/stores that publicly		HIDDEN: Education Code				
committed to DEI		High School	Some College	Bachelor's	Graduate	Total
-----+-----						
Always		6.2	5.6	5.3	5.5	5.7
Very often		9.6	10.3	12.6	9.3	10.3
Somewhat often		17.5	15.8	16.4	20.8	17.3
Rarely		10.9	11.1	11.1	14.4	11.5
Never		29.9	35.7	38.4	32.6	33.5
I don't know		14.4	11.5	9.3	11.4	12.2
Prefer not to answer		0.7	0.5	0.2	0.2	0.5
Doesn't apply to me		10.8	9.6	6.6	5.8	9.0
Total		100.0	100.0	100.0	100.0	100.0

Only bought products from		HIDDEN: Generation					
brands/stores that publicly		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
committed to DEI							
Always		9.5	8.4	4.0	2.7	3.9	5.7
Very often		16.9	12.1	7.9	7.1	10.9	10.3
Somewhat often		22.6	21.5	16.0	11.9	6.9	17.3
Rarely		12.2	12.9	10.6	11.1	4.3	11.5
Never		21.7	27.3	38.7	41.4	32.7	33.5
I don't know		9.9	9.4	12.3	15.3	28.8	12.2
Prefer not to answer		0.9	0.4	0.6	0.2	1.1	0.5
Doesn't apply to me		6.3	8.1	10.0	10.3	11.3	9.0
Total		100.0	100.0	100.0	100.0	100.0	100.0

Bought fewer products from							
brands/stores that ended/reduced		HIDDEN: Race Code					
DEI		White	Hispanic	Black	AANHPI	Other	Total
	Always	4.5	9.8	10.7	7.0	6.4	6.5
	Very often	7.2	13.6	15.5	7.4	10.8	9.6
	Somewhat often	12.2	23.0	19.9	19.7	14.9	15.8
	Rarely	13.3	14.8	15.4	16.9	9.5	13.9
	Never	38.9	22.1	20.6	26.9	28.5	32.2
	I don't know	14.3	8.5	9.3	12.1	17.9	12.6
	Prefer not to answer	0.2	1.0	0.5	1.0	1.4	0.5
	Doesn't apply to me	9.3	7.1	8.1	8.9	10.5	8.8
	Total	100.0	100.0	100.0	100.0	100.0	100.0

Bought fewer products from						
brands/stores that ended/reduced		HIDDEN: Education Code				
DEI		High School	Some College	Bachelor's	Graduate	Total
-----+-----						
Always		5.8	6.3	6.6	9.0	6.5
Very often		8.5	9.3	11.9	10.3	9.6
Somewhat often		16.2	15.8	15.6	15.2	15.8
Rarely		13.2	13.5	14.1	16.7	13.9
Never		29.9	33.4	35.0	32.6	32.2
I don't know		14.8	12.3	9.6	11.2	12.6
Prefer not to answer		0.8	0.5	0.1	0.4	0.5
Doesn't apply to me		10.8	9.0	7.1	4.7	8.8
Total		100.0	100.0	100.0	100.0	100.0

Bought fewer products from brands/stores that ended/reduced DEI							
		HIDDEN: Generation					
		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
-----+-----							
Always		9.7	8.9	4.8	4.1	6.3	6.5
Very often		12.8	12.7	8.3	6.4	2.6	9.6
Somewhat often		24.3	19.3	14.0	9.7	6.9	15.8
Rarely		15.7	15.2	12.4	13.2	12.6	13.9
Never		20.0	26.7	37.9	39.0	35.2	32.2
I don't know		10.6	8.8	12.0	17.3	26.8	12.6
Prefer not to answer		0.8	0.6	0.6	0.2	0.0	0.5
Doesn't apply to me		6.2	7.8	9.9	10.0	9.6	8.8
Total		100.0	100.0	100.0	100.0	100.0	100.0

Bought more products from							
brands/stores that publicly		HIDDEN: Race Code					
committed to DEI		White	Hispanic	Black	AANHPI	Other	Total
-----+-----							
Always		4.4	11.0	14.0	7.2	11.8	7.3
Very often		7.9	14.6	19.6	14.2	10.3	11.1
Somewhat often		14.8	25.5	19.7	23.2	11.8	17.9
Rarely		11.1	12.1	10.4	11.4	9.9	11.2
Never		35.5	19.0	15.1	20.8	26.2	28.6
I don't know		17.1	10.7	12.6	13.3	18.5	15.1
Prefer not to answer		0.3	0.6	0.9	0.4	2.4	0.6
Doesn't apply to me		8.7	6.5	7.8	9.5	9.1	8.3
Total		100.0	100.0	100.0	100.0	100.0	100.0

Bought more products from		HIDDEN: Education Code				
brands/stores that publicly		High School	Some College	Bachelor's	Graduate	Total
committed to DEI						
Always		6.8	7.8	6.8	8.4	7.3
Very often		10.1	10.3	14.2	11.8	11.1
Somewhat often		17.7	17.1	17.7	20.0	17.9
Rarely		10.6	11.3	11.4	12.4	11.2
Never		26.6	29.7	31.9	27.0	28.6
I don't know		16.8	14.9	11.8	15.5	15.1
Prefer not to answer		0.8	0.5	0.2	0.4	0.6
Doesn't apply to me		10.6	8.4	6.0	4.5	8.3
Total		100.0	100.0	100.0	100.0	100.0

Bought more products from brands/stores that publicly committed to DEI							
		HIDDEN: Generation					
		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
Always		11.1	10.5	5.5	4.0	4.2	7.3
Very often		16.5	13.5	9.0	8.2	6.2	11.1
Somewhat often		26.7	20.9	16.1	11.9	11.2	17.9
Rarely		12.8	12.4	9.9	10.7	5.8	11.2
Never		14.8	22.9	34.4	36.1	30.8	28.6
I don't know		10.8	11.8	15.5	19.6	30.4	15.1
Prefer not to answer		0.8	0.8	0.5	0.2	0.0	0.6
Doesn't apply to me		6.6	7.2	9.0	9.3	11.4	8.3
Total		100.0	100.0	100.0	100.0	100.0	100.0

LGBTQ+ ADULT ESTIMATES

Do you have a favorable or unfavorable opinion of DEI?		HIDDEN: Race Code					
		White	Hispanic	Black	AANHPI	Other	Total
Very favorable		63.3	65.2	40.7	47.6	53.9	60.1
Somewhat favorable		19.1	16.8	25.9	23.9	13.6	19.2
Somewhat unfavorable		4.1	5.6	6.2	15.8	5.0	5.1
Very unfavorable		6.4	2.5	11.5	5.7	15.4	6.7
I don't know		6.6	8.9	12.0	6.4	10.3	7.9
Prefer not to answer		0.5	1.1	3.7	0.6	1.7	1.1
Total		100.0	100.0	100.0	100.0	100.0	100.0

Do you have a favorable or		HIDDEN: Education Code				
unfavorable opinion of DEI?		High School	Some College	Bachelor's	Graduate	Total
-----+-----						
Very favorable		55.1	61.3	66.2	64.0	60.1
Somewhat favorable		16.4	20.7	21.4	21.2	19.2
Somewhat unfavorable		4.4	5.5	4.7	6.5	5.1
Very unfavorable		8.8	5.9	4.3	5.6	6.7
I don't know		13.5	6.0	2.8	2.5	7.9
Prefer not to answer		1.8	0.7	0.6	0.2	1.1
Total		100.0	100.0	100.0	100.0	100.0

Do you have a favorable or unfavorable opinion of DEI?		HIDDEN: Generation					
		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
Very favorable		59.8	60.6	61.4	57.7	60.3	60.1
Somewhat favorable		18.8	21.0	18.6	16.9	17.1	19.2
Somewhat unfavorable		4.1	4.4	6.9	8.5	4.5	5.1
Very unfavorable		6.8	5.1	6.8	10.7	9.9	6.7
I don't know		9.3	7.7	5.7	5.4	7.3	7.9
Prefer not to answer		1.1	1.2	0.6	0.8	0.8	1.1
Total		100.0	100.0	100.0	100.0	100.0	100.0

Refused to buy certain brands or						
from stores that ended or						
reduced DEI						
HIDDEN: Race Code						
WhiteHispanicBlackAANHPIOtherTotal						
Always						
Very often						
Somewhat often						
Rarely						
Never						
I don't know						
Prefer not to answer						
Doesn't apply to me						
Total						

Refused to buy certain brands or						
from stores that ended or		HIDDEN: Education Code				
reduced DEI		High School	Some College	Bachelor's	Graduate	Total
-----+-----						
Always		14.8	19.5	17.4	18.5	17.2
Very often		30.1	31.9	36.7	38.3	32.9
Somewhat often		15.9	21.7	22.0	20.7	19.3
Rarely		7.1	8.2	9.6	10.2	8.3
Never		9.8	9.0	7.7	7.5	8.9
I don't know		11.3	7.0	4.3	3.4	7.8
Prefer not to answer		0.6	0.4	0.8	0.5	0.5
Doesn't apply to me		10.5	2.4	1.4	0.8	5.2
Total		100.0	100.0	100.0	100.0	100.0

Refused to buy certain brands or							
from stores that ended or		HIDDEN: Generation					
reduced DEI		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
-----+-----							
Always		14.2	19.4	19.9	20.1	15.5	17.2
Very often		33.7	33.1	32.9	28.8	25.6	32.9
Somewhat often		19.6	20.0	17.7	18.9	17.5	19.3
Rarely		6.9	10.0	8.2	9.2	7.6	8.3
Never		8.3	8.2	11.1	10.5	10.8	8.9
I don't know		8.5	6.7	7.3	7.7	14.5	7.8
Prefer not to answer		0.7	0.5	0.2	0.4	0.6	0.5
Doesn't apply to me		8.1	2.2	2.7	4.4	7.8	5.2
Total		100.0	100.0	100.0	100.0	100.0	100.0

Only bought products from brands/stores that publicly committed to DEI							
		HIDDEN: Race Code					
		White	Hispanic	Black	AANHPI	Other	Total
-----+-----							
Always		8.0	17.7	7.9	5.4	10.4	10.1
Very often		25.6	26.6	20.9	29.6	33.5	25.9
Somewhat often		33.0	26.3	15.5	30.2	24.8	29.0
Rarely		9.0	5.7	8.8	20.2	7.8	8.5
Never		8.6	8.3	19.6	3.6	6.1	9.5
I don't know		10.5	13.1	15.6	7.6	8.4	11.4
Prefer not to answer		0.8	0.5	0.3	0.4	1.9	0.7
Doesn't apply to me		4.5	1.8	11.4	3.0	7.2	4.8
Total		100.0	100.0	100.0	100.0	100.0	100.0

Only bought products from		HIDDEN: Education Code				
brands/stores that publicly						
committed to DEI		High School	Some College	Bachelor's	Graduate	Total
-----+-----						
Always		10.6	10.5	9.3	9.0	10.1
Very often		22.2	26.4	28.9	31.4	25.9
Somewhat often		30.2	27.8	27.9	29.6	29.0
Rarely		4.3	10.0	12.5	12.6	8.5
Never		9.5	9.9	9.1	9.1	9.5
I don't know		13.3	12.2	9.3	6.8	11.4
Prefer not to answer		0.9	0.4	1.2	0.4	0.7
Doesn't apply to me		8.9	2.9	1.9	1.1	4.8
Total		100.0	100.0	100.0	100.0	100.0

Only bought products from		HIDDEN: Generation					
brands/stores that publicly		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
committed to DEI							
Always		7.5	12.1	13.6	11.4	8.7	10.1
Very often		23.8	27.3	30.1	25.0	25.5	25.9
Somewhat often		33.2	26.9	22.5	26.1	17.2	29.0
Rarely		6.8	10.5	9.0	9.8	8.2	8.5
Never		9.1	9.0	11.1	10.6	10.6	9.5
I don't know		11.9	10.5	11.0	12.0	20.8	11.4
Prefer not to answer		0.9	0.8	0.1	0.6	1.1	0.7
Doesn't apply to me		6.9	2.9	2.6	4.5	7.9	4.8
Total		100.0	100.0	100.0	100.0	100.0	100.0

Bought fewer products from brands/stores that ended/reduced DEI							
		HIDDEN: Race Code					
		White	Hispanic	Black	AANHPI	Other	Total
Always		17.5	20.6	14.3	15.7	21.6	18.0
Very often		34.0	34.0	24.3	35.0	37.6	33.1
Somewhat often		21.7	17.1	20.0	32.5	14.1	20.4
Rarely		6.9	11.6	7.6	5.2	6.2	7.9
Never		7.3	5.9	18.2	3.7	4.9	8.0
I don't know		8.5	8.3	3.7	4.3	6.4	7.6
Prefer not to answer		0.6	0.1	0.4	0.4	1.9	0.5
Doesn't apply to me		3.6	2.4	11.6	3.1	7.2	4.4
Total		100.0	100.0	100.0	100.0	100.0	100.0

Bought fewer products from						
brands/stores that ended/reduced		HIDDEN: Education Code				
DEI		High School	Some College	Bachelor's	Graduate	Total
-----+-----						
Always		14.8	20.7	18.6	20.2	18.0
Very often		31.8	30.3	37.7	37.4	33.1
Somewhat often		17.9	22.9	20.7	21.7	20.4
Rarely		8.1	6.8	8.8	8.7	7.9
Never		9.1	8.6	6.0	6.0	8.0
I don't know		9.9	7.5	5.3	4.4	7.6
Prefer not to answer		0.6	0.3	0.8	0.5	0.5
Doesn't apply to me		7.7	3.0	2.1	1.1	4.4
Total		100.0	100.0	100.0	100.0	100.0

Bought fewer products from		HIDDEN: Generation					
brands/stores that ended/reduced		HIDDEN: Generation					
DEI		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
	Always	16.5	19.8	19.6	17.2	10.7	18.0
	Very often	34.2	33.9	31.2	29.6	19.2	33.1
	Somewhat often	21.3	20.2	18.8	18.9	23.5	20.4
	Rarely	7.5	8.1	7.9	8.8	12.2	7.9
	Never	7.6	6.5	10.6	10.5	8.3	8.0
	I don't know	6.1	8.5	8.9	9.8	16.2	7.6
	Prefer not to answer	0.6	0.5	0.3	0.4	1.1	0.5
	Doesn't apply to me	6.1	2.6	2.6	4.8	8.7	4.4
	Total	100.0	100.0	100.0	100.0	100.0	100.0

Bought more products from							
brands/stores that publicly		HIDDEN: Race Code					
committed to DEI		White	Hispanic	Black	AANHPI	Other	Total
Always		13.4	19.3	12.2	11.2	15.6	14.6
Very often		30.9	32.7	27.5	32.5	37.2	31.3
Somewhat often		26.1	19.9	16.6	33.2	21.2	23.6
Rarely		8.1	6.0	11.1	10.3	4.3	7.8
Never		6.8	6.3	11.1	2.0	4.2	6.9
I don't know		10.5	13.2	5.5	7.1	8.5	10.3
Prefer not to answer		0.7	0.2	5.8	0.0	2.0	1.2
Doesn't apply to me		3.6	2.5	10.1	3.7	7.1	4.3
Total		100.0	100.0	100.0	100.0	100.0	100.0

Bought more products from brands/stores that publicly committed to DEI							
		HIDDEN: Generation					
		Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Total
-----+-----							
Always		12.3	16.0	18.6	15.2	13.6	14.6
Very often		31.8	31.4	31.8	28.6	25.2	31.3
Somewhat often		24.5	24.5	20.4	22.2	19.3	23.6
Rarely		8.5	7.4	6.9	7.3	5.5	7.8
Never		5.6	6.8	8.9	9.5	8.2	6.9
I don't know		9.3	10.8	10.5	12.0	19.2	10.3
Prefer not to answer		2.1	0.6	0.2	0.4	1.1	1.2
Doesn't apply to me		5.9	2.5	2.8	4.7	7.8	4.3
Total		100.0	100.0	100.0	100.0	100.0	100.0
