



Briefing: Utah DEI Pulsecheck

Sept 2024

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Purpose of this Brief

Utah has experienced legislative activity regarding diversity, equity, and inclusion (DEI) in its 2023 and 2024 General Sessions. In 2024, the Utah State Legislature passed HB 261, which prohibited certain DEI practices in higher education, government offices, and public education. HB 261 went into effect July 2024.

As a growing mid-sized state, Utah leaders have expressed interest in data-driven approaches to informing the populace, our state government and policy leaders, and organizational leaders on the impacts of these types of bills. This survey is intended to inform and demystify assumptions about legislative impacts.

The first Utah DEI Pulsecheck was published in March 2024. This report was viewed over 1,000 times, demonstrating extensive interest in DEI trends in Utah. This September 2024 brief serves as a 6-month update to the March 2024 report. It contains comparative data where possible, as well as additional industry benchmarks that can be useful for business leaders making strategic decisions.

This report presents data and relies on viewers to develop their own insights. However, we do provide a few high-level observations and recommendations.

Sept 2024 Benchmarks

This report includes new benchmark measures to provide leaders with business-relevant data for operating their DEI efforts.

New Measures for Organizational Benchmarking

- Repeat Respondents
- Employee Size
- HQ inside or outside of Utah
- DEI team size
- Internal and/or external DEI efforts
- Organizational chart shifts in DEI
- ERG programming and impact
- DEI budget
- Annual revenue
- Federal DEI tracking
- Migration data

Methodology

This survey was independently conducted by InclusionPro. 119 responses were gathered August 2024. The survey was shared in email and social media.

Audience Definition:

- The survey asked respondents to identify whether they hold a designated “DEI role.” This is generally defined in their job description and compensation. Some respondents selected this option, even if they don’t carry a specific “title” (such as non-profits focused on DEI-related causes). These roles are referred to as “**DEI Leaders**” collectively.
- Many respondents do not carry an official DEI designation, but engage in DEI in some way. These roles are referred to as “**DEI Contributors**” collectively.
- Some respondents have multiple affiliations, such as being an organization employee, a part-time consultant, and a nonprofit board member. We asked respondents to reply separately for each organization, but not all did.
- Not all questions were required; therefore, response rates vary depending on the question.

Key Takeaways

1. Commitment to DEI in the private sector remains strong, with many organizations increasing DEI budgets and DEI responsibilities.
2. Negative sentiment appears to have decreased significantly for companies headquartered in Utah compared to companies headquartered outside of Utah.
3. Nonprofits experienced a greater decrease in budgets than corporate organizations.
4. There was a significant drop in the response rate from the public sector.
5. The reported sizes of DEI teams don't reconcile with reported DEI budgets. This might indicate that reported DEI budgets are lower than actual organizational investment. Or, that DEI team members are working $\frac{1}{4}$ or $\frac{1}{2}$ time under a non-DEI budget or in an unpaid capacity.
6. Federal tracking requirements don't appear to correlate with higher organizational DEI engagement.
7. There continues to be a high rate of respondents seeking jobs elsewhere.

Section Organization

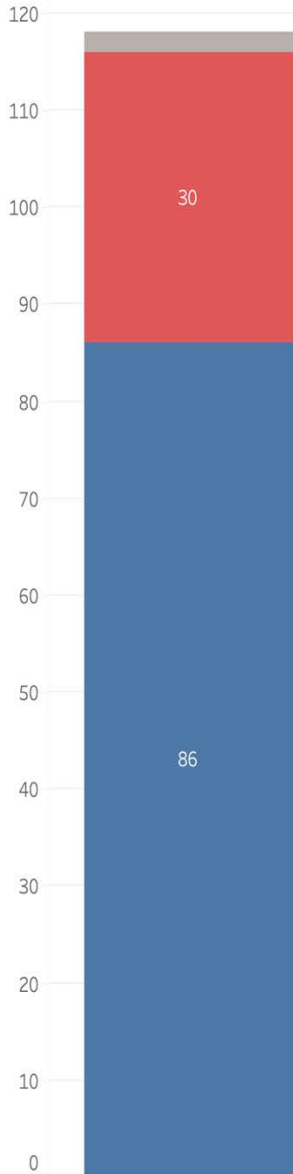
The following data sections are described as follows:

- Page 7: **Audience Demographic** provides data views of respondents segmented by various characteristics.
- Page 15: **Open Comments** provides a summary of responses to open-ended questions, ordered by frequency of responses.
- Page 25: **ERG Benchmarks** provides measures on ERG programming and sentiments.
- Page 28: **Migration Data** measures job transitions to different companies, roles and DEI responsibilities.
- Page 31: **Budget Benchmarks (All Sectors)**
- Page 43: **Budget Benchmarks (Corporate)**
- Page 54: **Budget Benchmarks (Nonprofit)**
- Page 65: **Organizational Shifts** segmented by DEI Leaders and DEI Contributors.
- Page 83: **Organizational Shifts Comparative Analysis** to assess impact of roles and legislative enactment.
- Page 91: **Culture Drivers** segmented by industries.
- Page 95: **Culture Drivers Cross Views and Comparative Analysis** to assess impact of legislative enactment.
- Page 122: **Negative Sentiment by Organization Levels**

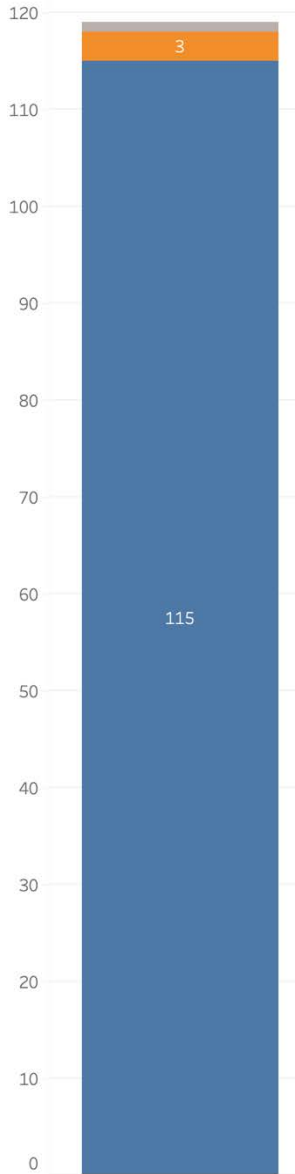


Audience Demographics

All Respondents



All Respondents



All Respondents

(Note some respondents indicated multiple roles)

- 119 Total Respondents
- 45 Executives
- 31 Sr. leaders
- 22 Management
- 25 Individual contributors
- 7 Independent consultants
- 14 Board members

These “All Respondents” charts show respondents who work for companies HQ’d outside of Utah (red), and respondents who reside outside Utah (orange).

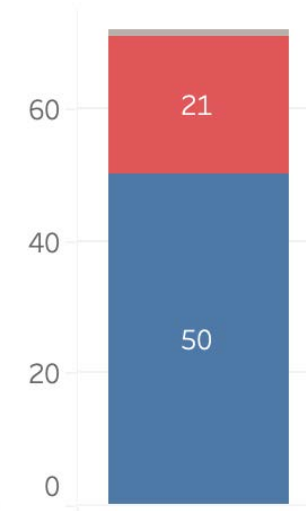
Location Outside Utah Utah

DEI Contributors (60.5%)

(DEI not designated in job description, but engage in DEI some way. Note some respondents indicated multiple ways they engage with DEI.)

- 72 Respondents
- 33 Engaged Executives
- 15 Executives partner w/DEI Leader
- 3 Paid DEI committee leads
- 14 Volunteer DEI committee leads
- 22 Volunteer DEI participants
- 11 Board members

DEI Contributors



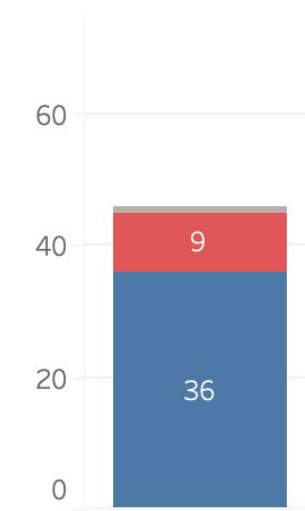
DEI Contributors

DEI Leaders (39.5%)

(DEI is designated part of job description and compensation)

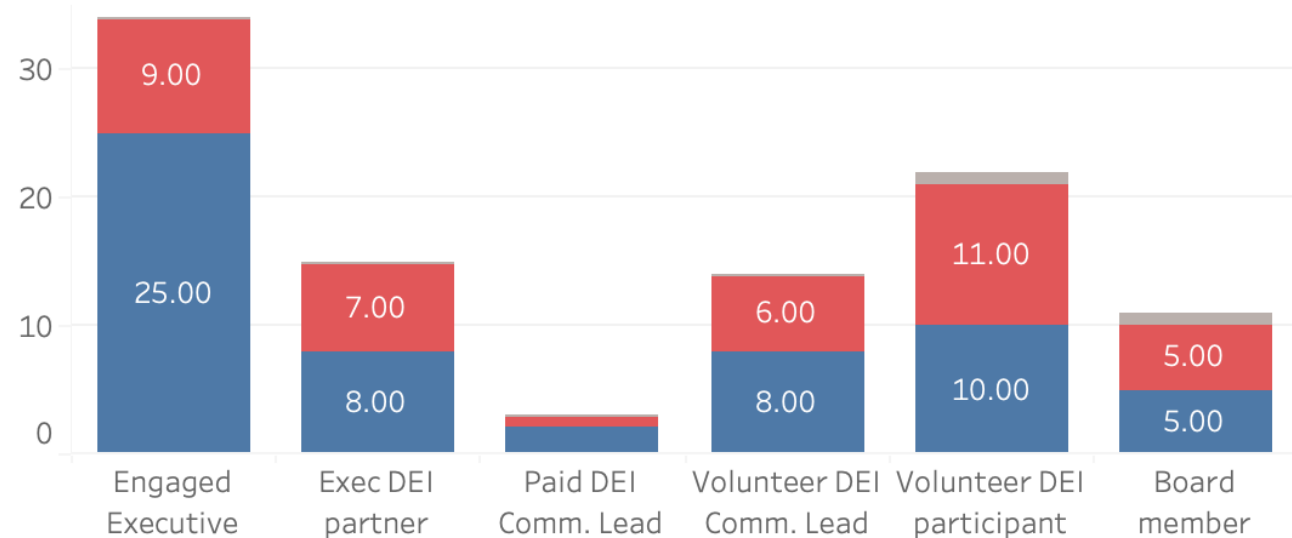
- 46 Respondents
- 25 Full time DEI
- 1 3/4 time DEI
- 4 1/2 time DEI
- 16 1/4 time DEI

DEI Leaders



DEI Leaders

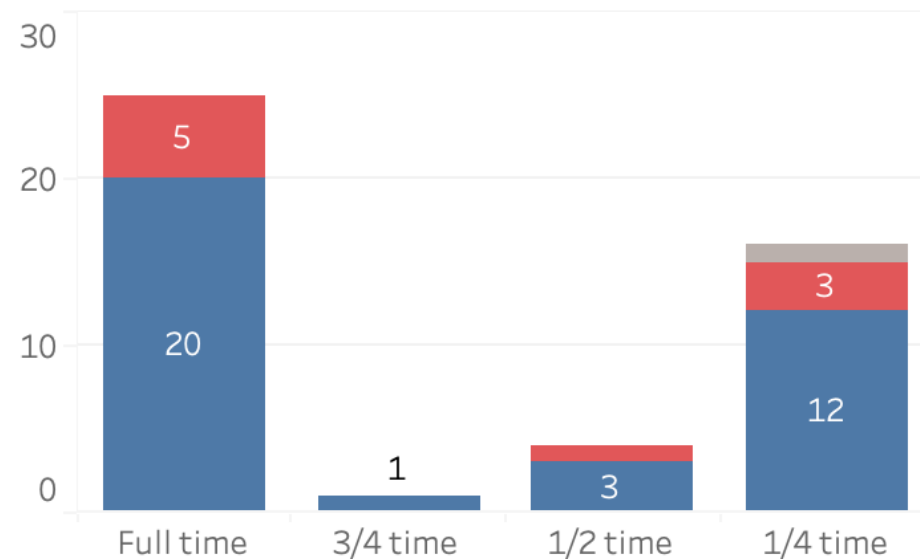
DEI Contributors



This chart shows various engagement by DEI contributors (those without designated DEI roles), based on the following question: "If DEI is not part of your job description, but you engage in DEI in some way, please indicate how you participate."

- Engaged Executive: Executive who works to embed and model DEI in your vision, mission, values, behaviors
- Executive DEI partner: Executive who partners with DEI leader (CxO, CHRO, champion)
- Paid DEI Comm. Lead: DEI committee leader (ERG or affinity group) (compensated in some form)
- Volunteer DEI Comm. Lead: DEI committee leader (ERG or affinity group) (unpaid)
- Volunteer DEI participant: DEI participant (ERG, affinity group, recruiting, community outreach, etc.) (unpaid)

DEI Leaders



This chart shows time commitments of DEI Leaders, where If DEI is a designated part of job description and compensation.

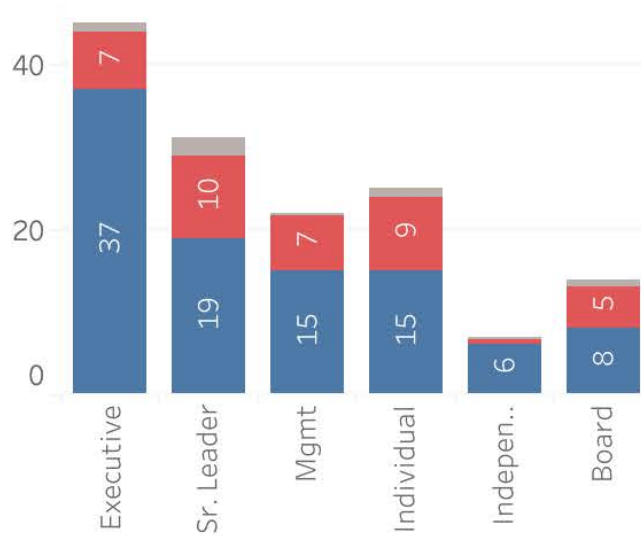
Company HQ Null

Outside Utah

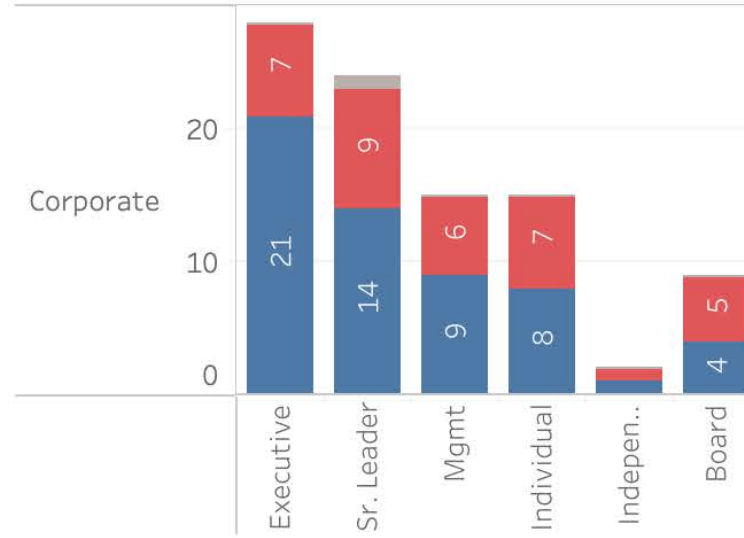
Utah

These charts show roles held by respondents. Industry segmentation is also illustrated (Corporate, Nonprofit, Government, Higher Education, Public Education).

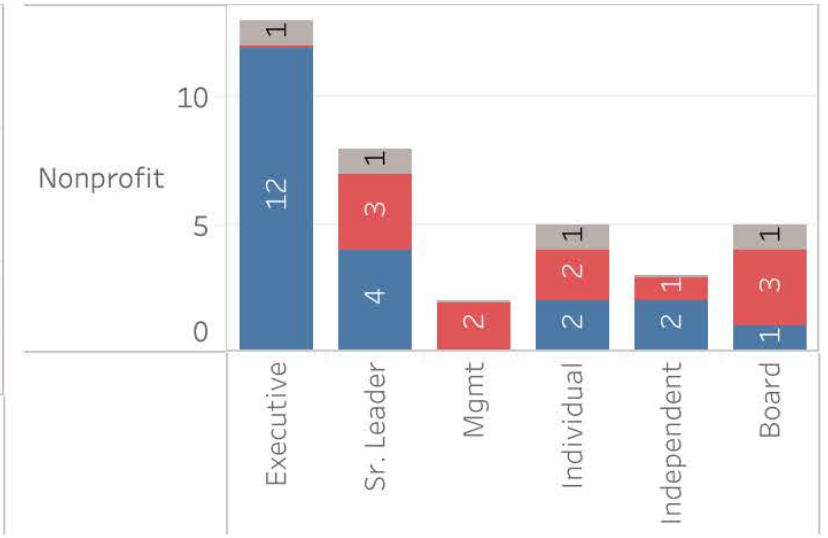
All Respondents by Roles



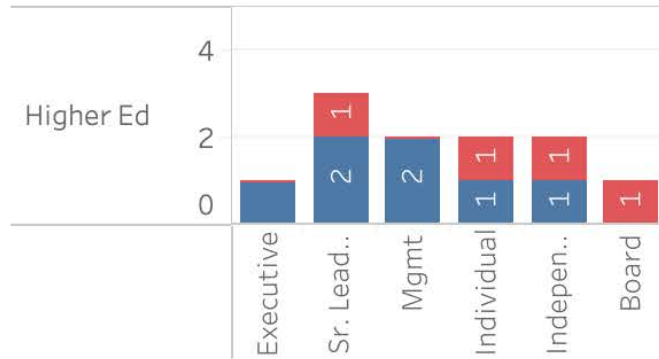
Corporate Respondents by Role



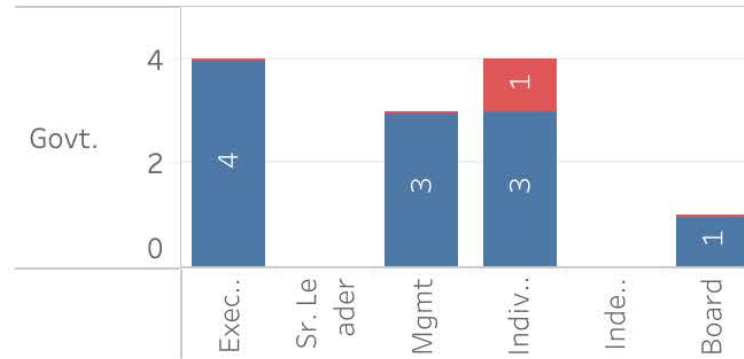
Non-Profit Respondents by Role



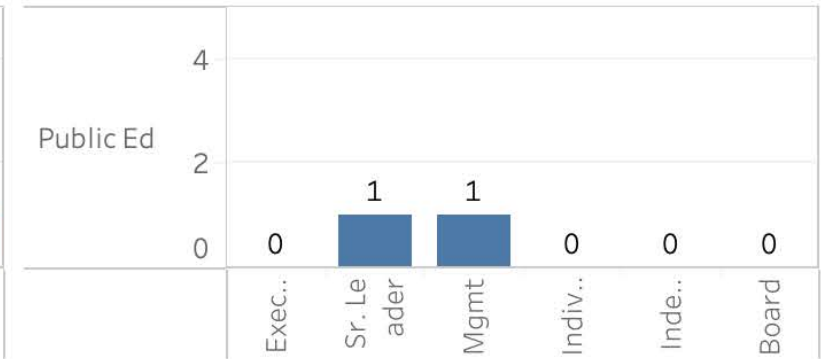
Higher Ed Respondents by Roles



Govt Respondents by Roles

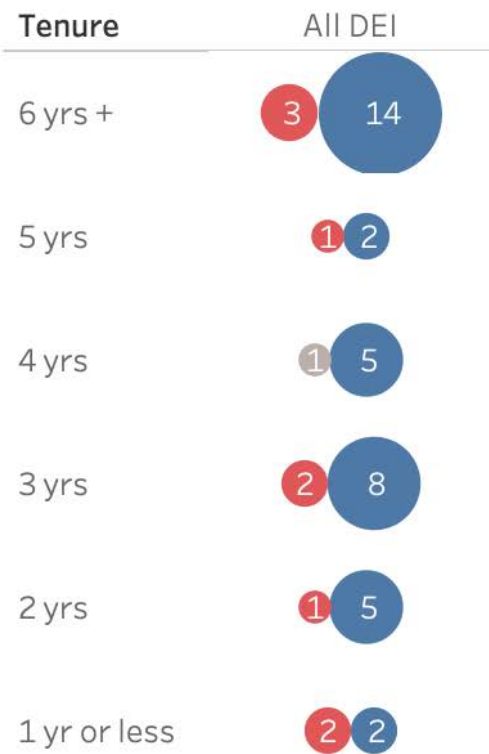


Public Ed Respondents by Roles

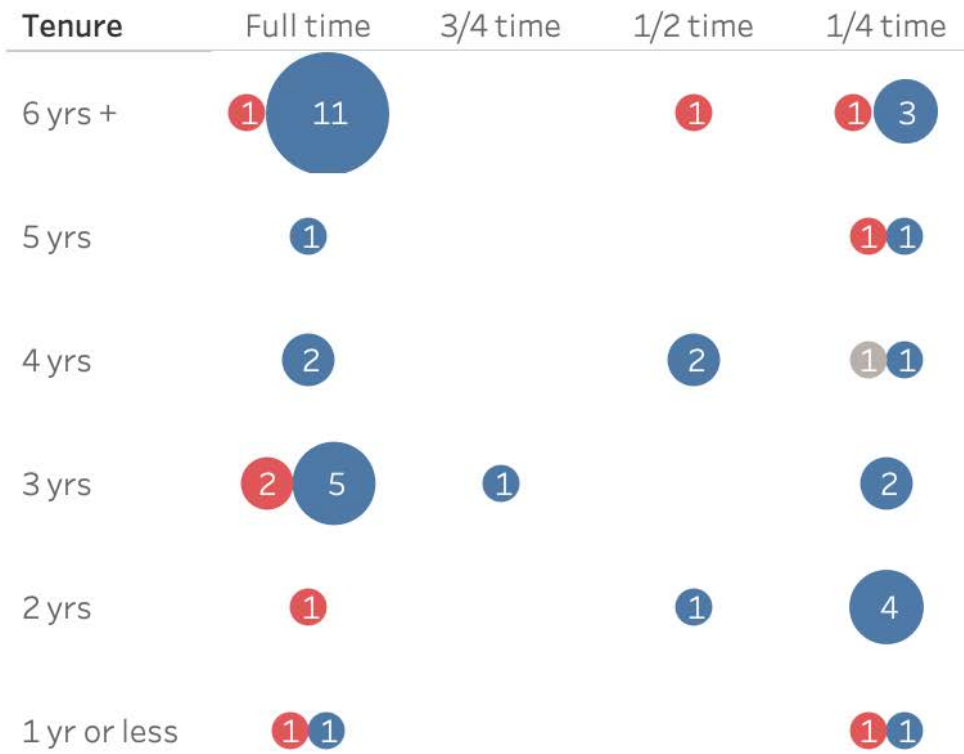


These charts show tenure of DEI leaders, DEI consultants, and tenure based on time commitment.

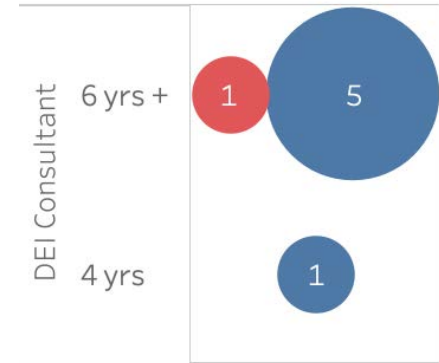
All DEI Leaders by Tenure



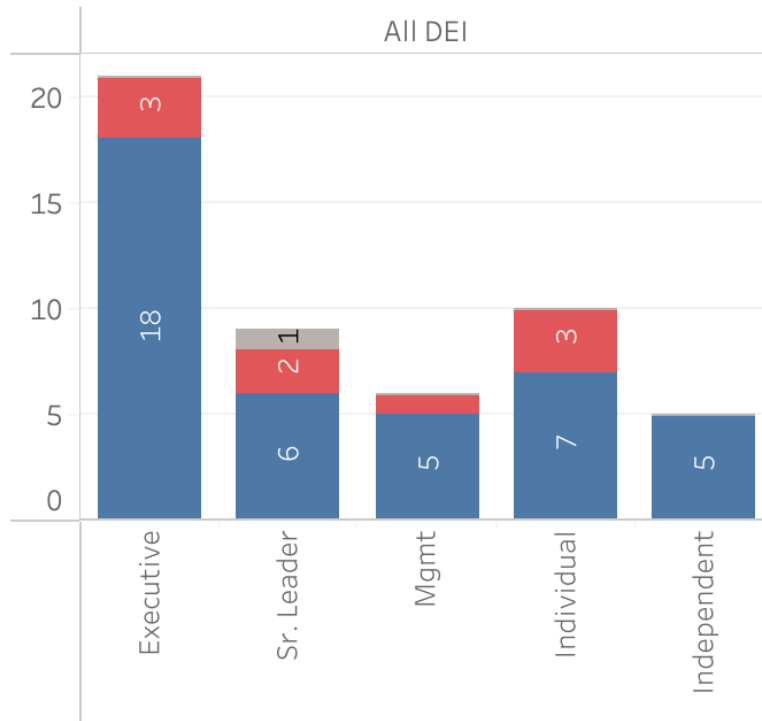
DEI Leaders by Tenure



DEI Consultants by Tenure

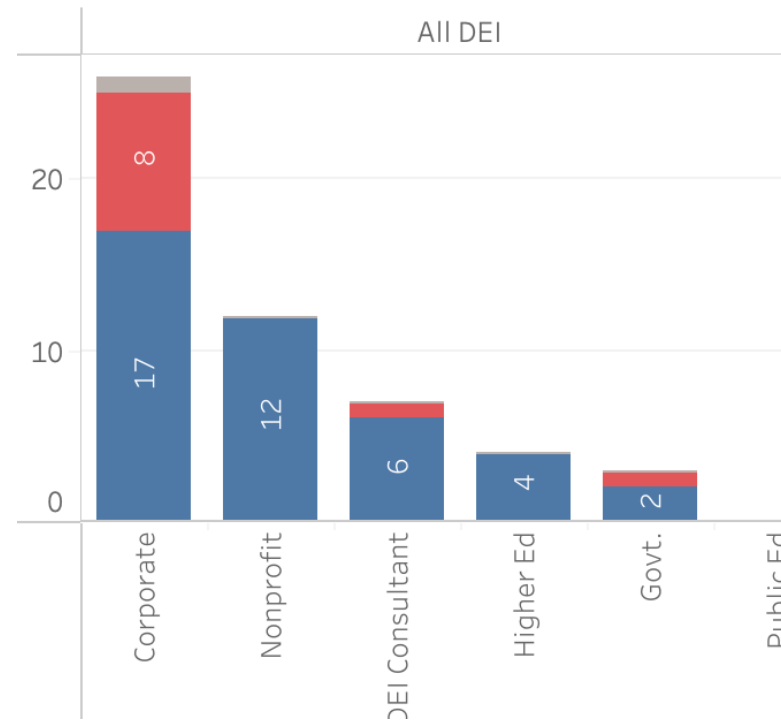


All DEI Leaders by Role

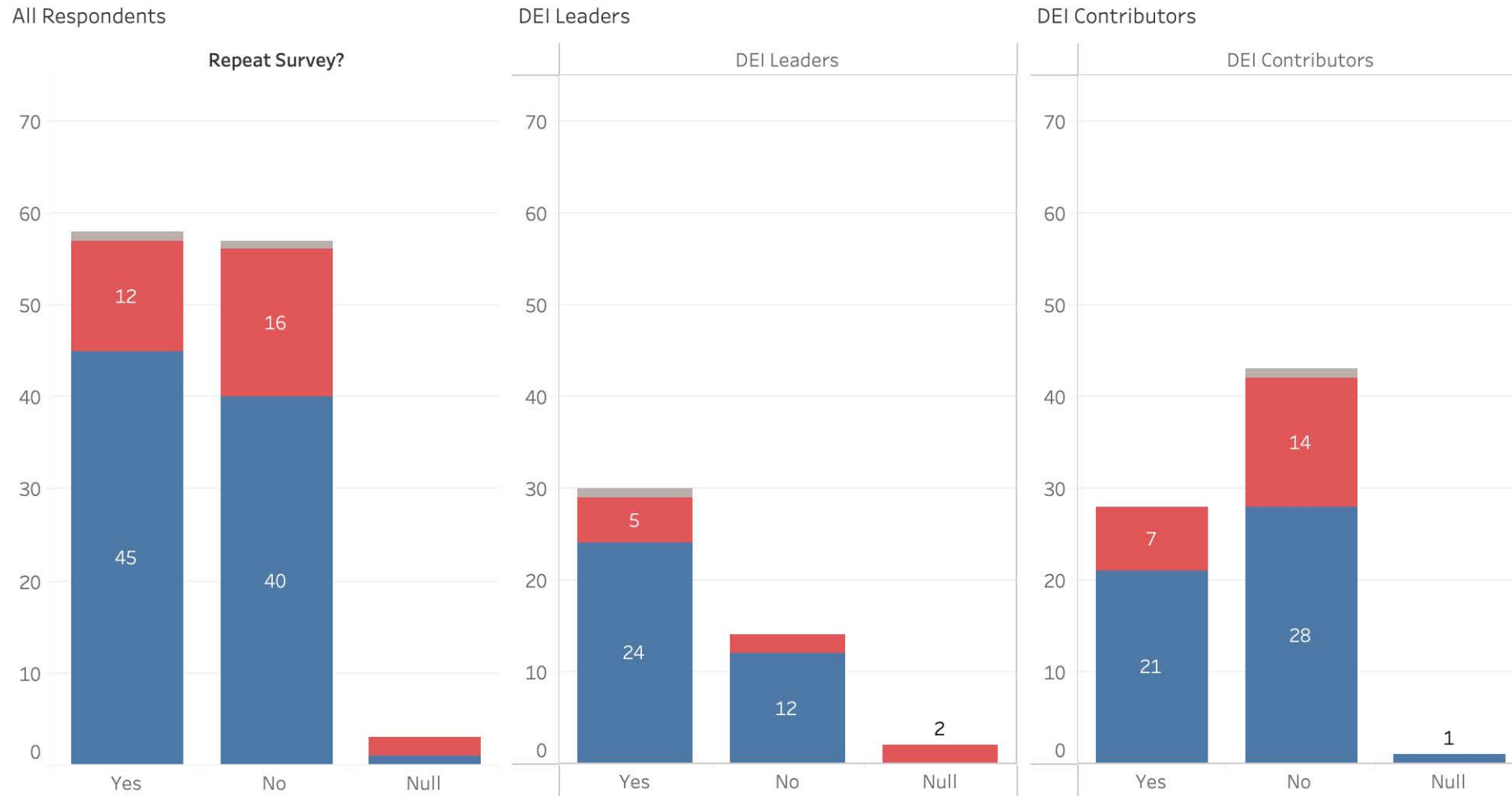


This chart show DEI leader role segmentation (Executive, Sr. Leader, Management, Individual Contributor, and Independent Consultant)

All DEI Leaders by Industry



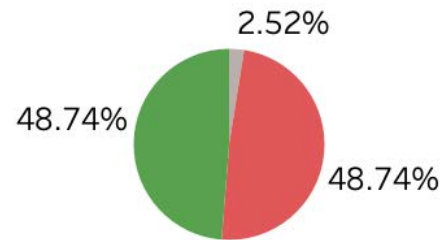
This chart shows DEI leader industry segmentation (Corporate, Nonprofit, DEI Consultant, Higher Ed, Government, Public Ed)



This chart shows the number of repeat respondents who took the Q1 Survey for All Respondents, DEI Leaders, and DEI Contributors. The overall rate of repeat respondents is 48.7%

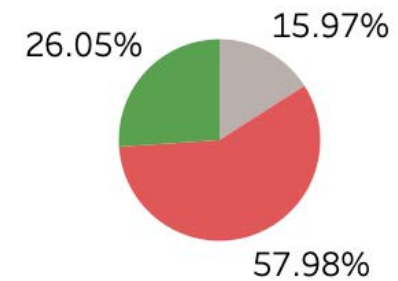
■ Null ■ No ■ Yes

Repeat Respondents



This pie chart shows the percentage of respondents who also took the Q1 survey.

Federal Tracking



This pie chart shows the percentage of respondents who indicated that their organization is required by federal law to track or collect DEI-related data.



Open Comments

Summary of Responses to Open-Ended Questions

Types of Organizational DEI Engagement

Ordered based on frequency of responses to the following question: In what ways does your organization demonstrate [DEI] engagement?

1. Employee Resource Groups (ERGs)
2. Training and Education
3. Leadership - Integration into Core Values and Culture
4. Governance - Strategic Planning and Goal Setting
5. Performance Measurement and Reporting
6. Committees/Councils/Dedicated Teams
7. Hiring, Retention, and Promotion Metrics
8. Community Engagement and Partnerships
9. Inclusivity Policies and Practices
10. Initiatives for Underrepresented Groups
11. External Communication and Advocacy
12. Mentorship and Sponsorship Programs
13. Supplier Diversity
14. Events
15. Adapting Language and Approaches
16. Employee External Activities For Values Alignment
17. Industry Coalitions

Data Measures that Demonstrate Economic Impact of DEI

Ordered based on frequency of responses to the following question: What type of data does your organization measure to support the economic impact of DEI related to your business strategy?

1. Hiring, Recruitment, and Workforce Representation
2. Employee Demographics
3. Employee Engagement, Retention, and Turnover
4. Equal Employment Opportunity (EEO) Data
5. Promotion and Career Advancement
6. Compensation and Pay Equity
7. Community Impact and External Partnerships
8. Programmatic Support and Engagement
9. Federal Compliance and Title VI
10. Client or Customer Demographics
11. Revenue and Financial Impact
12. Supplier Diversity and Vendor Programs
13. Health Equity and Social Determinants
14. Language and Accessibility
15. Qualitative Measures and Evaluations
16. Engagement in Specialized Training
17. Employee, Client, Customer Churn and Attrition
18. Sexual Orientation and Gender Identity Data

Organizational Shifts Because of DEI Legislation

Ordered based on frequency of responses to the following question: Describe organizational decisions made in light of DEI legislation or legal decisions, such as adapting/removing programs, events, reporting, data collection, etc.

1. No Change or Unaffected
2. Renaming or Rebranding DEI Efforts
3. Language and Terminology Adjustments
4. Reduction/Removal of DEI Elements
5. Continued and/or increased Commitment
6. Adjustments to Data Collection and Reporting
7. Move to more Compliance and Governance
8. Expand ERG Participation
9. Increased Communication with Legislators and Stakeholders
10. Specific Program Adjustments
11. Terminate Contracts or Programs
12. Shifts in Leadership Roles
13. Refocus DEI on Belonging or Opportunity for All
14. Waiting to See
15. DEI Terms and Programs Bans

How are Organizations Innovating in DEI?

Ordered based on frequency of responses to the following question: How is your company innovating on DEI? E.g., new ways of doing ERGs, education, committees, partnerships, strategy, policy, impact measurements, etc.

1. Enhanced Focus on ERGs
2. Inclusion Training and Education
3. Aligning DEI with Business Strategy
4. More Data-Focused Approach to DEI
5. Language and Terminology Shifts
6. Leadership Engagement and Advocacy
7. Community partnerships and External Engagement
8. Job Hiring Requirements and Language Accessibility
9. Revising and Expanding DEI Committees
10. DEI in Customer and Client Services
11. Focus on Broad Culture, e.g., Inclusion First Strategies and Inclusive Frameworks
12. Honest Conversations on Equity
13. Award and Recognize company values relating to DEI
14. Part-Time and Flexible Roles
15. Advocating for DEI in Education to Align with Workforce Goals
16. Menopausal and Menstrual Health Policies

Corporate and Nonprofit Impacts in Partnering with Higher Ed, Public Ed, or Government

Ordered based on frequency of responses to the following question: If you are in corporate or nonprofit, please describe any impacts you have noticed in partnering with higher education, public education or government because of the DEI legislation or legal decisions.

1. Budget Cuts and Reduction in Programs/Staffing
2. Loss of Talent and Jobs
3. Caution in Language and Terminology
4. Frustration and Feelings of Backward Progress
5. Reduced Partnership and Engagement
6. Changes to Policies and Metrics
7. Increased Effort for Bilingual and Inclusive Materials
8. Shift in Focus to Reallocate Resources
9. Reframing Objectives and Metrics
10. Fear Leads to Less Authentic Engagement
11. Confusion on Complying with State and Federal Laws
12. Termination of Employment and Reprimands
13. Increased Community Engagement Efforts
14. Increased Support for Underrepresented Communities
15. Confusion and Hesitancy on How to Proceed with Programs and Initiatives

Other Noted Impacts

Ordered based on frequency of responses to the following question: If you have noticed any other intended or unintended impacts because of the DEI legislation or legal decisions, please describe here.

1. Long-Term Talent Pipeline
2. Cancellation of Networking Events
3. Shift to Safer Demographics
4. Polarization and Backtracking
5. Impacts on Student Opportunities and Access
6. Abandonment of Spaces and Resources
7. Parental Tensions in Education

Ideas for Evolving DEI Field

Ordered based on frequency of responses to the following question: In what ways does the field of DEI need to shift, change, or evolve?

1. Rebrand to Make More Approachable
2. Focus on Business Strategy and ROI
3. Integration into Daily Business and Culture
4. Data-Driven/Evidence-Based Approach
5. Building Relationships and Bridges
6. Greater Involvement from Leadership
7. Focus on Inclusion Over Labels
8. Providing Clear Education to Debunk Misunderstandings
9. Expanding DEI Beyond Traditional Groups
10. Address Political Divide
11. Mental Health and Well-Being
12. Creating Spaces for All, Including White Men
13. Focus on Long-Term Benefits/Sustainability
14. Adopting a Collective and Collaborative Approach
15. Better Storytelling and Communication
16. Avoiding Extremism and Overreaction

Insightful Thoughts from Respondents

- "I was selected to join the national DEIB Committee within our healthcare industry. I believe that the evolution of this field could further evolve by recognizing that HR professionals have been championing for our people, diversity, equity, inclusion, belonging, and shaping an inclusive workplace culture long before DEI was formally recognized as a profession. It is on these foundational pillars that we can effectively collaborate and make a sustainable impact on our workplace culture and our community as a whole."
- "Higher Ed is frustrated at the change. It makes it more difficult to engage with diverse talent."
- "Our DEI budget is decreasing, but I wanted to clarify it is because of current company performance, not because of legislation."
- "I was against this a year ago, but the more I think about it, the more I think that having a space for white men is important. I think having a safe space for men to discuss things like toxic masculinity, expressing emotions, being a man who is not an alpha male, empathy, etc. would be beneficial to EVERYONE."

Editorial Recommendations

We at InclusionPro hope this information is useful for leaders. We offer some advice to private sector leaders based on the results of this data:

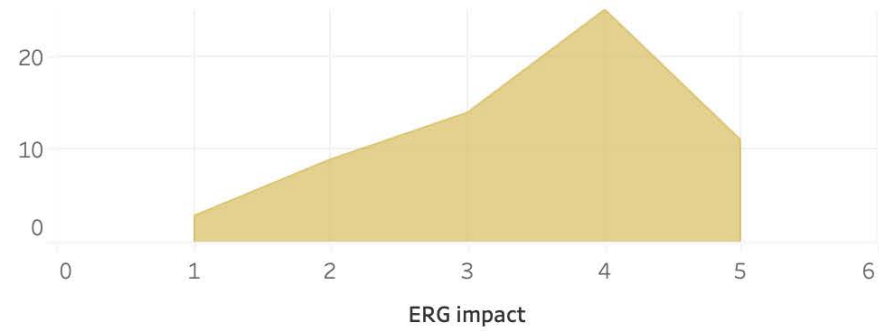
1. There are many assumptions that private organizations cannot practice DEI due to recent legislative and judicial decisions. Please correct these misperceptions when they arise.
2. Please build relationships with Utah state legislators. Off-season (Mar-Nov) is an ideal time to visit with legislators in your district and your organization's district and build lasting relationships.
 - This [video](#) provides advice on leading during these times.
 - This [article](#) provides best practices on reaching out to legislators.
3. Please share this brief with your colleagues. Informed decisions are empowered decisions.

We value your feedback. Please submit any questions to sara@inclusionpro.com.

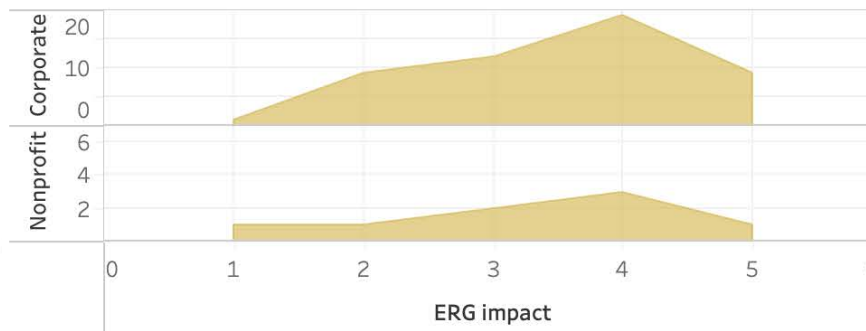


ERG Benchmarks

ERG Impact (All)



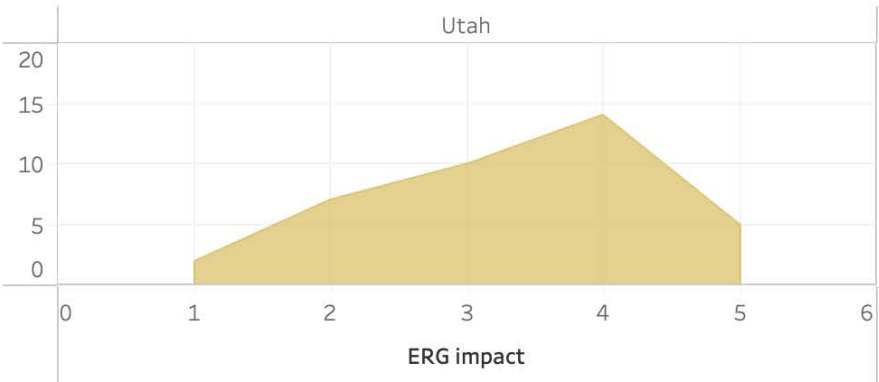
ERG Impact



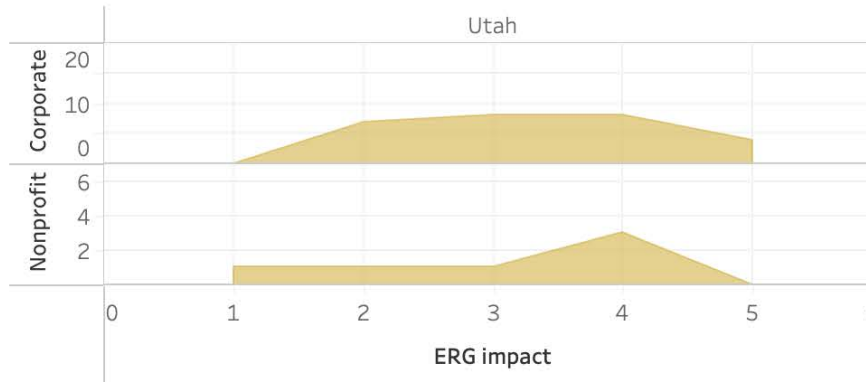
These charts show likert scale responses to the following question: If your company has ERGs, how impactful are they to your organization?

The data is further segmented by industry (Corporate, Nonprofit). A view of respondents working for companies with HQ in Utah is also provided.

ERG Impact (Utah)

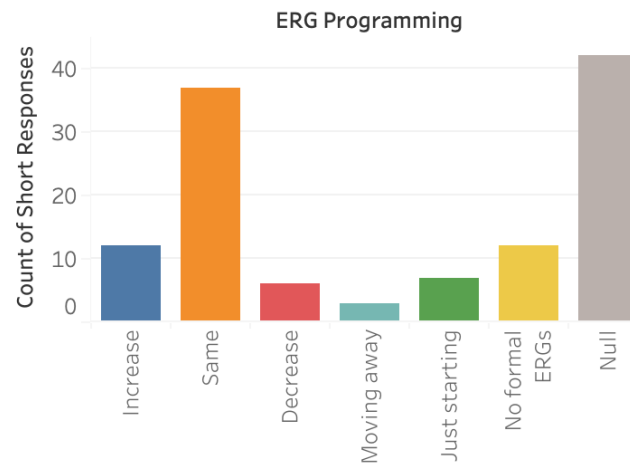


ERG Impact (Utah)

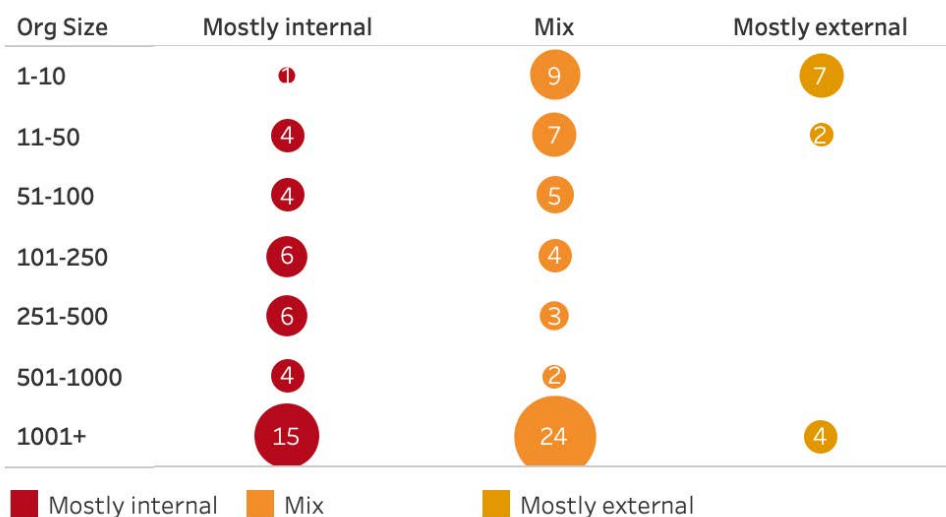


- ERG Programming**
- Increase
 - Same
 - Decrease
 - Moving away
 - Just starting
 - No formal ERGs
 - Null

ERG Programming



Internal, External, Mix of DEI

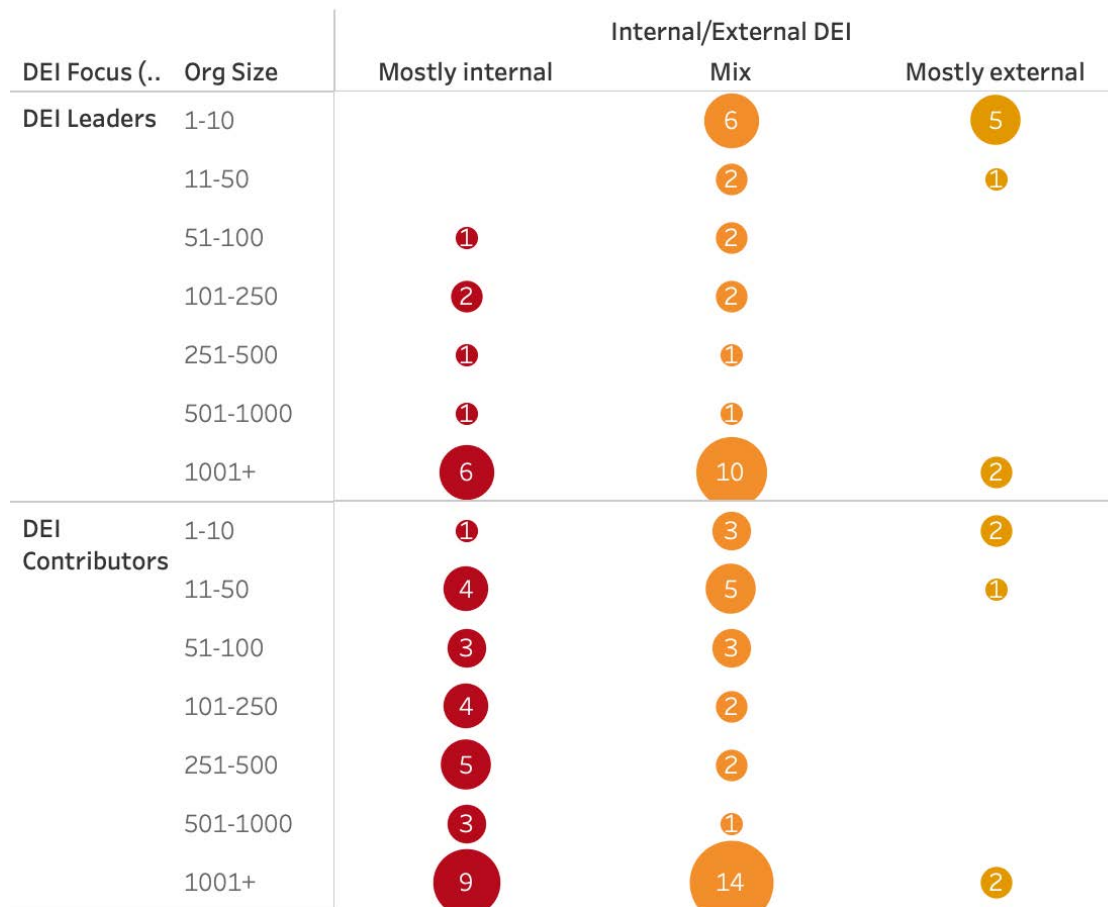


These charts show responses to the following question: Would you describe your DEI efforts as (check all that apply), displayed by organization size.

- Mostly internal (supporting employees, workplace culture, leadership development, internal strategy)
- Mostly external (supporting clients, marketing, community outreach, networking and events)
- A mix of internal and external

The data is further segmented by DEI Focus (DEI Leaders, DEI Contributors).

Internal, External, Mix of DEI (by role)



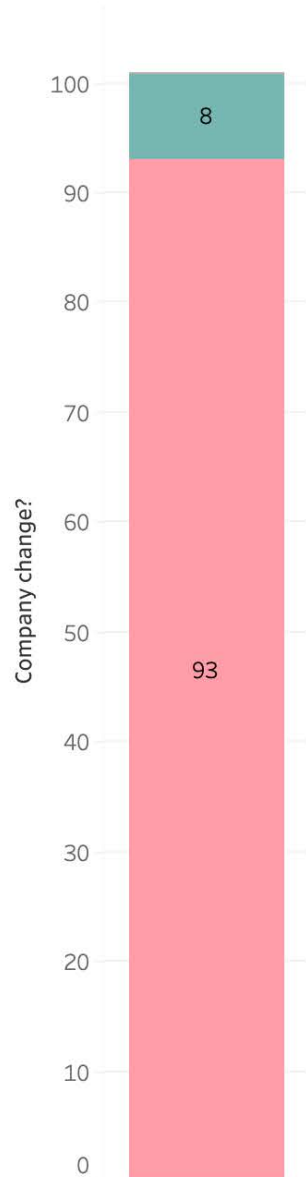


Migration Data

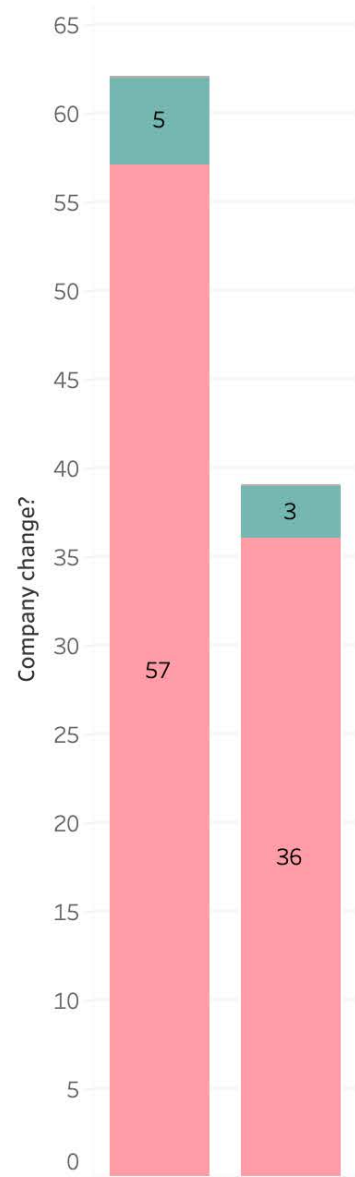
Company change? (last 6 months)

Null Different Same

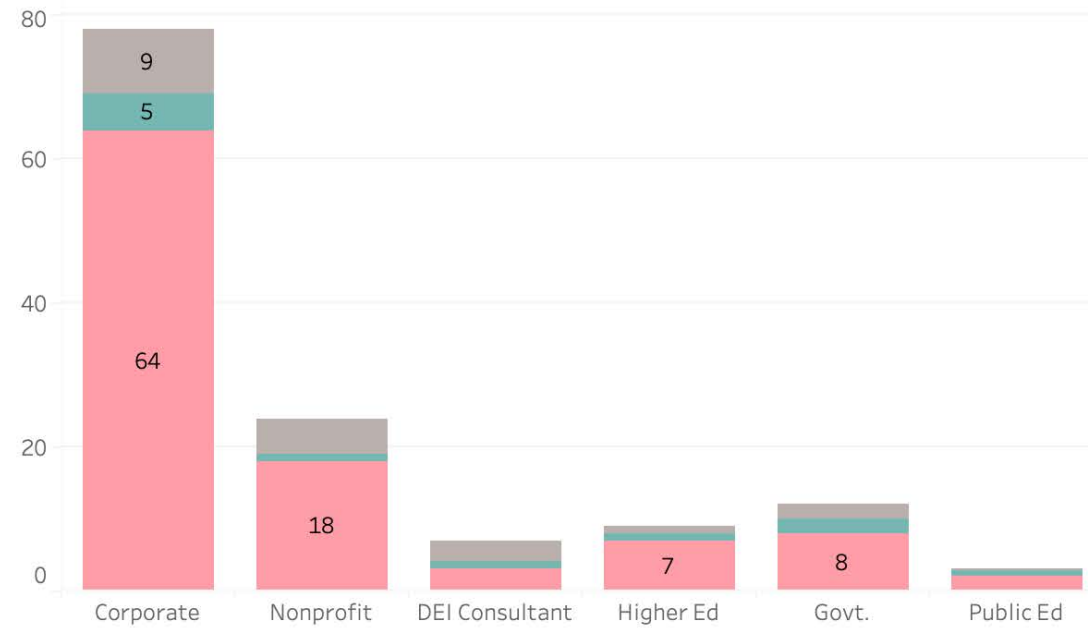
Company Change (Last 6 months) (All)



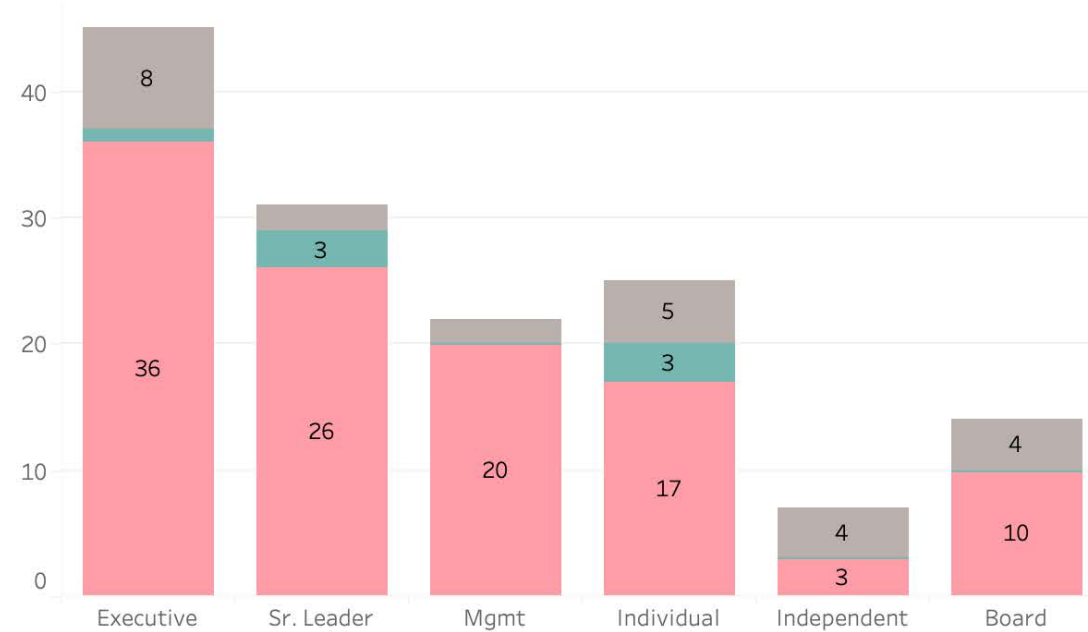
Company Change (Last 6 months) x DEI Focus



Change by sector (note some respondents indicated more than 1 sector)



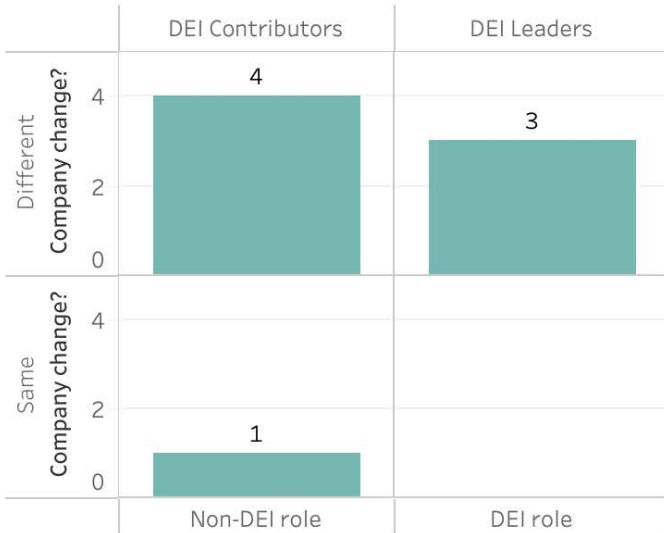
Change by Role (Note some respondents did not indicate a role)



Company change? (last 6 months)

Different

Company Change (Last 6 months) x Role Change x DEI/non-DEI role



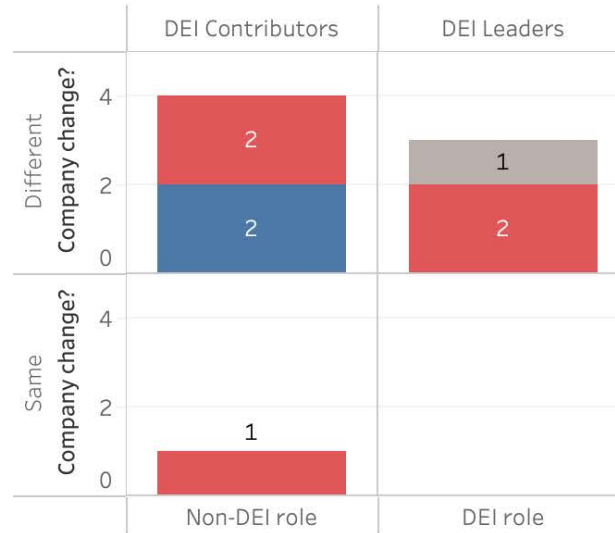
Company HQ

Null

Outside Utah

Utah

Company Change (Last 6 months) x Role Change x DEI/non-DEI Role



Company Change (Last 6 months) x DEI/non-DEI role

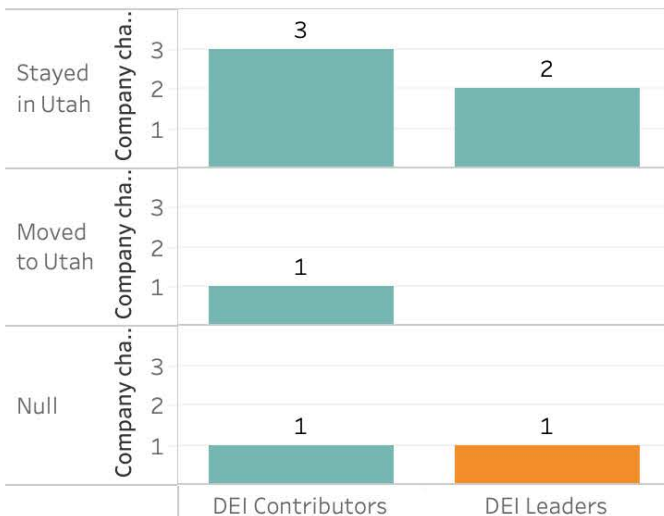


Location

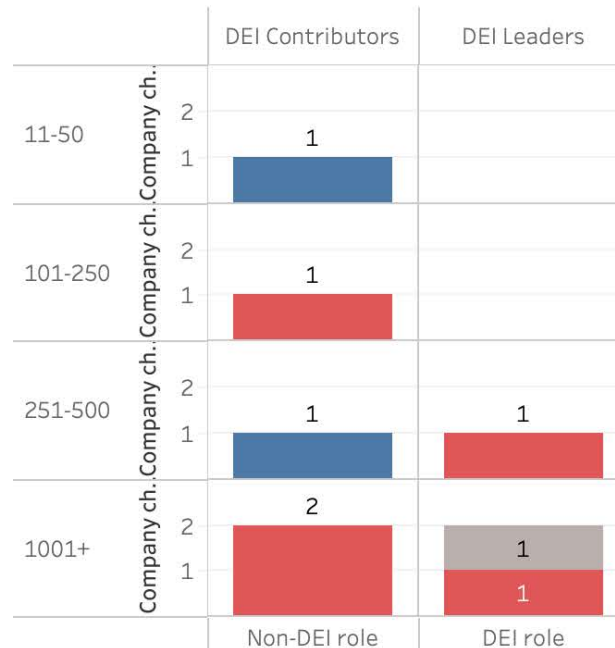
Lives Inside Utah

Lives Outside Utah

Company Change (Last 6 months) x Migration to Utah



Company Change (Last 6 months) x DEI/non-DEI Role





Budget Benchmarks (All Sectors)

Survey Question: How much funding has your company dedicated for DEI-related efforts (programs, ERGs, inclusion committees, comp for DEI leaders, consultants, speakers, community partnerships, etc.) for this current fiscal year?

DEI Budget x Annual Revenue (All)

Annual Revenue	DEI Budget Amt						Null
	0	\$1K-\$25K	\$26K-\$100K	\$101K-\$250K	\$251K-\$500K	Over \$1M	
Less than \$250K	2	5	3	1			2
\$250-\$1M	2	1			2		
\$1M TO \$10M	2	8	1	1			
\$11M TO \$50M	2	6	3	1		1	2
\$51M TO \$100M		3					
\$100M to \$500M	2	4	3	1			3
\$500M to \$1B	2	3	1	2	2		
Over \$1B	3	6	8	2	6	3	
Null	2	5	1	1			11

DEI Budget x Annual Revenue (All)



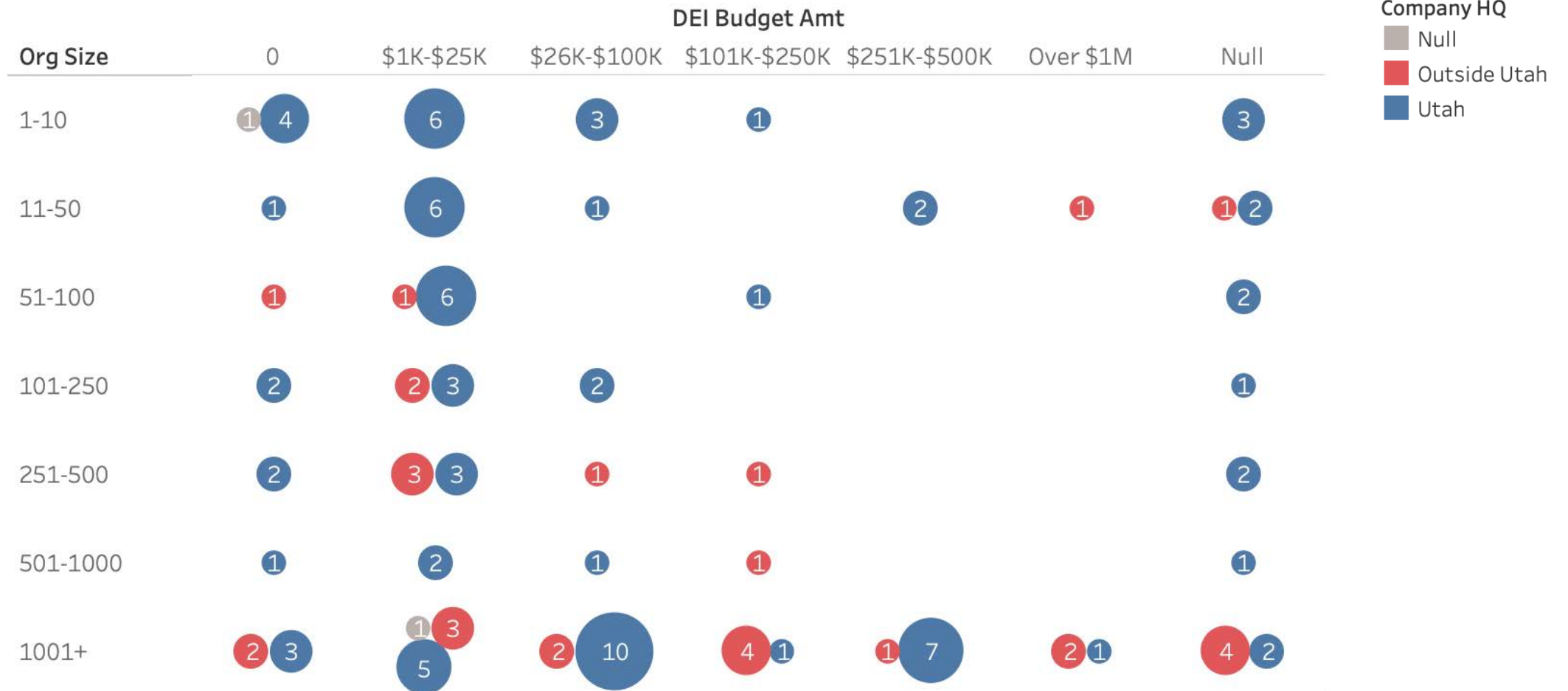
Company HQ

- Null
- Outside Utah
- Utah

DEI Budget x Org Size (All)

Org Size	DEI Budget Amt						Null
	0	\$1K-\$25K	\$26K-\$100K	\$101K-\$250K	\$251K-\$500K	Over \$1M	
1-10	5	6	3	1			3
11-50	1	6	1		2	1	3
51-100	1	7		1			2
101-250	2	5	2				1
251-500	2	6	1	1			2
501-1000	1	2	1	1			1
1001+	5	9	12	5	8	3	6

DEI Budget x Org Size (All)



DEI Budget x Annual Revenue x Org Size (All)

Annual Revenue	Org Size	DEI Budget Amt						Null
		0	\$1K-\$25K	\$26K-\$100K	\$101K-\$250K	\$251K-\$500K	Over \$1M	
Less than \$250K	1-10	2	5	3	1			1
	11-50							1
\$250-\$1M	1-10	1	1					
	11-50	1				2		
\$1M TO \$10M	1-10	1						
	11-50		5	1				
	51-100	1	2					
	101-250		1					
	1001+				1			
\$11M TO \$50M	11-50						1	
	51-100		3		1			
	101-250	1	1	2				
	251-500	1	2	1				1
	501-1000							1
\$51M TO \$100M	51-100		1					
	101-250		1					
	251-500		1					
\$100M to \$500M	11-50		1					
	101-250	1						
	501-1000			1	1			
	1001+	1	3	2				3
\$500M to \$1B	251-500	1			1			
	501-1000	1	1					
	1001+		2	1	1	2		
Over \$1B	251-500		1					
	501-1000		1					
	1001+	3	4	8	2	6	3	
Null	1-10	1						2
	11-50							2
	51-100		1					2
	101-250		2					1
	251-500		2					1
	1001+	1		1	1			3

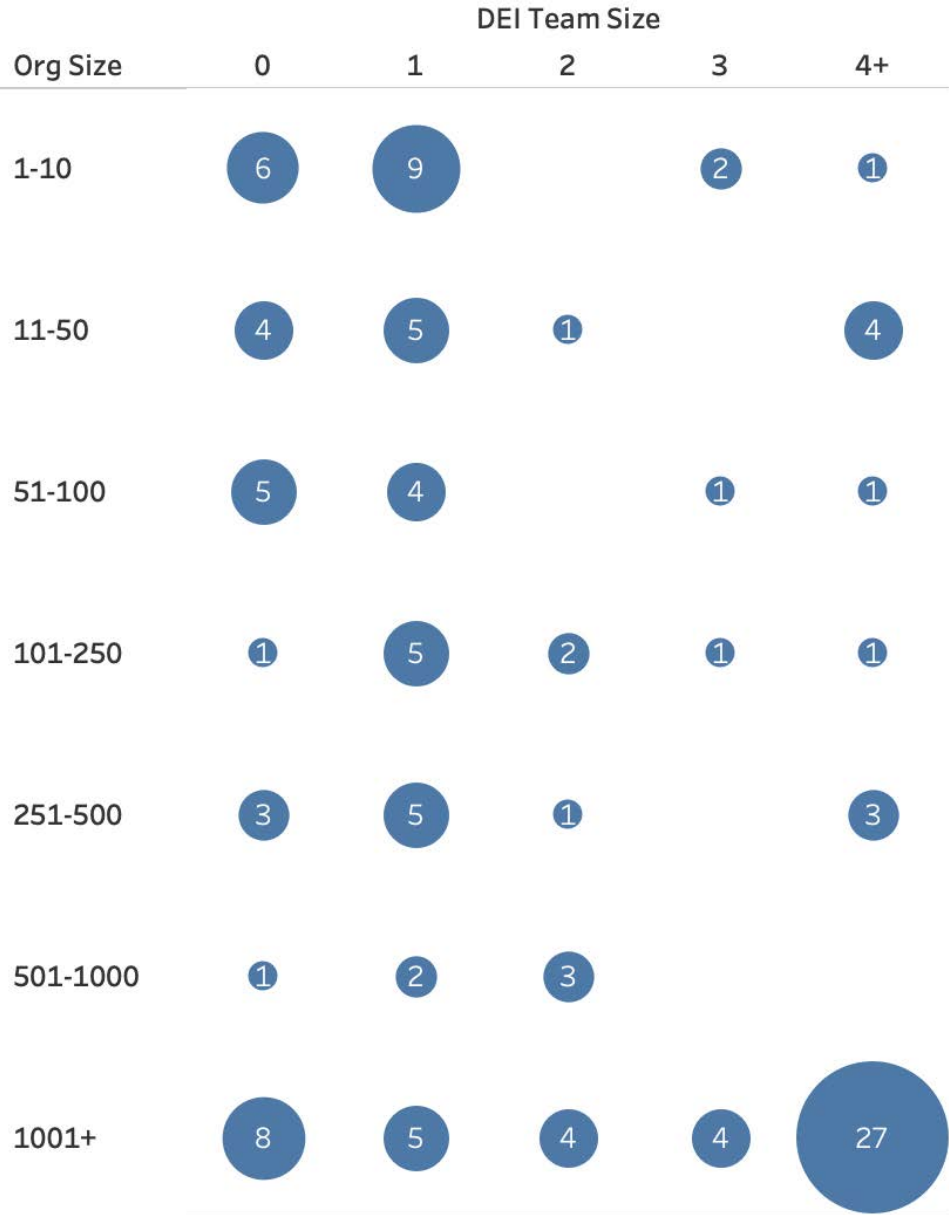
Annual Revenue x Team Size (All)

Annual Revenue	DEI Team Size				
	0	1	2	3	4+
Less than \$250K	3	8			2
\$250-\$1M	2			1	2
\$1M TO \$10M	4	6	1	1	
\$11M TO \$50M	3	5	3		4
\$51M TO \$100M	1	1		1	
\$100M to \$500M	2	5	2		4
\$500M to \$1B	2	4	2	1	1
Over \$1B	3	2	1	3	19
Null	8	4	2	1	5

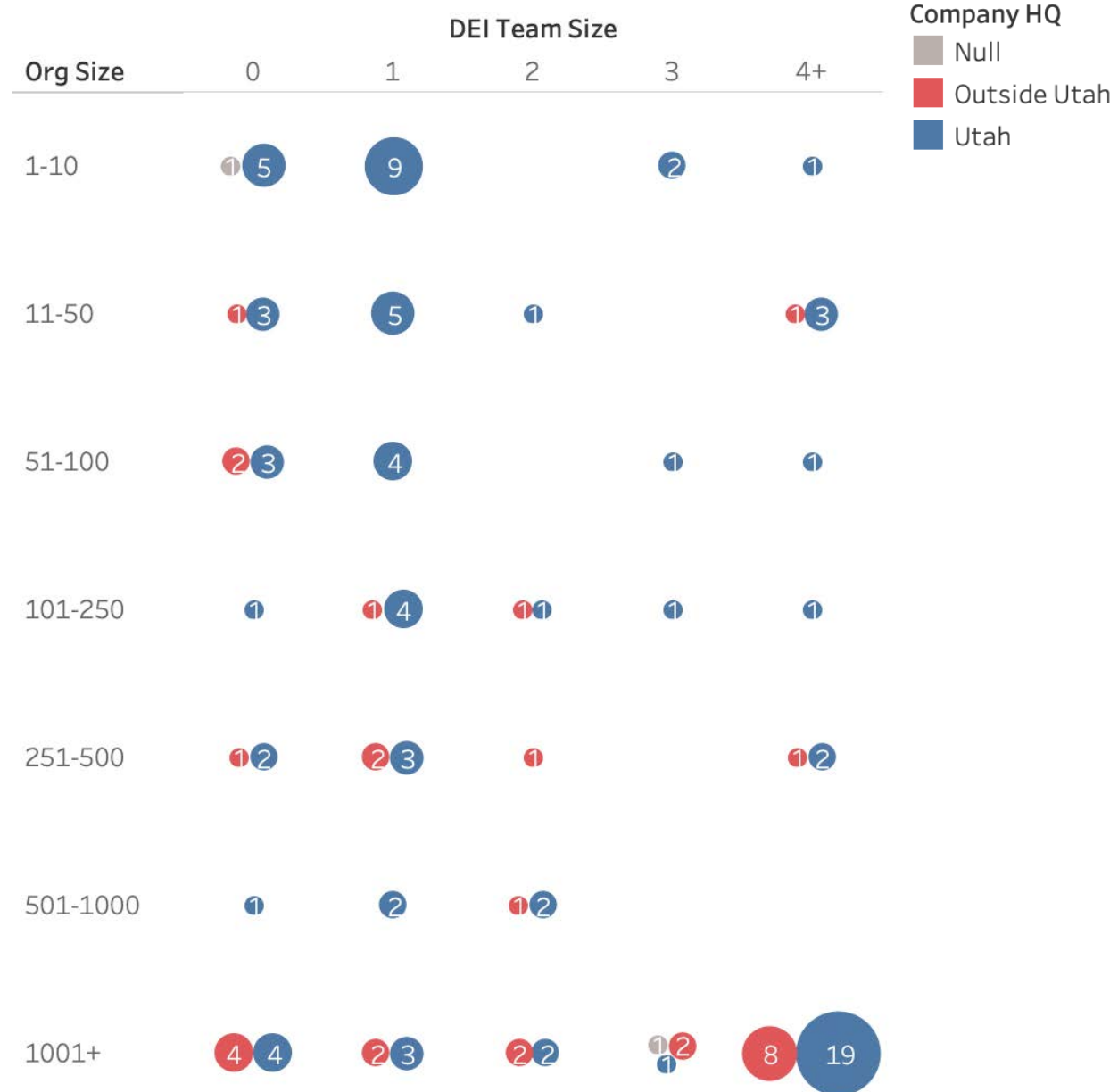
Annual Revenue x Team Size (All)



Org Size x DEI Team Size (All)



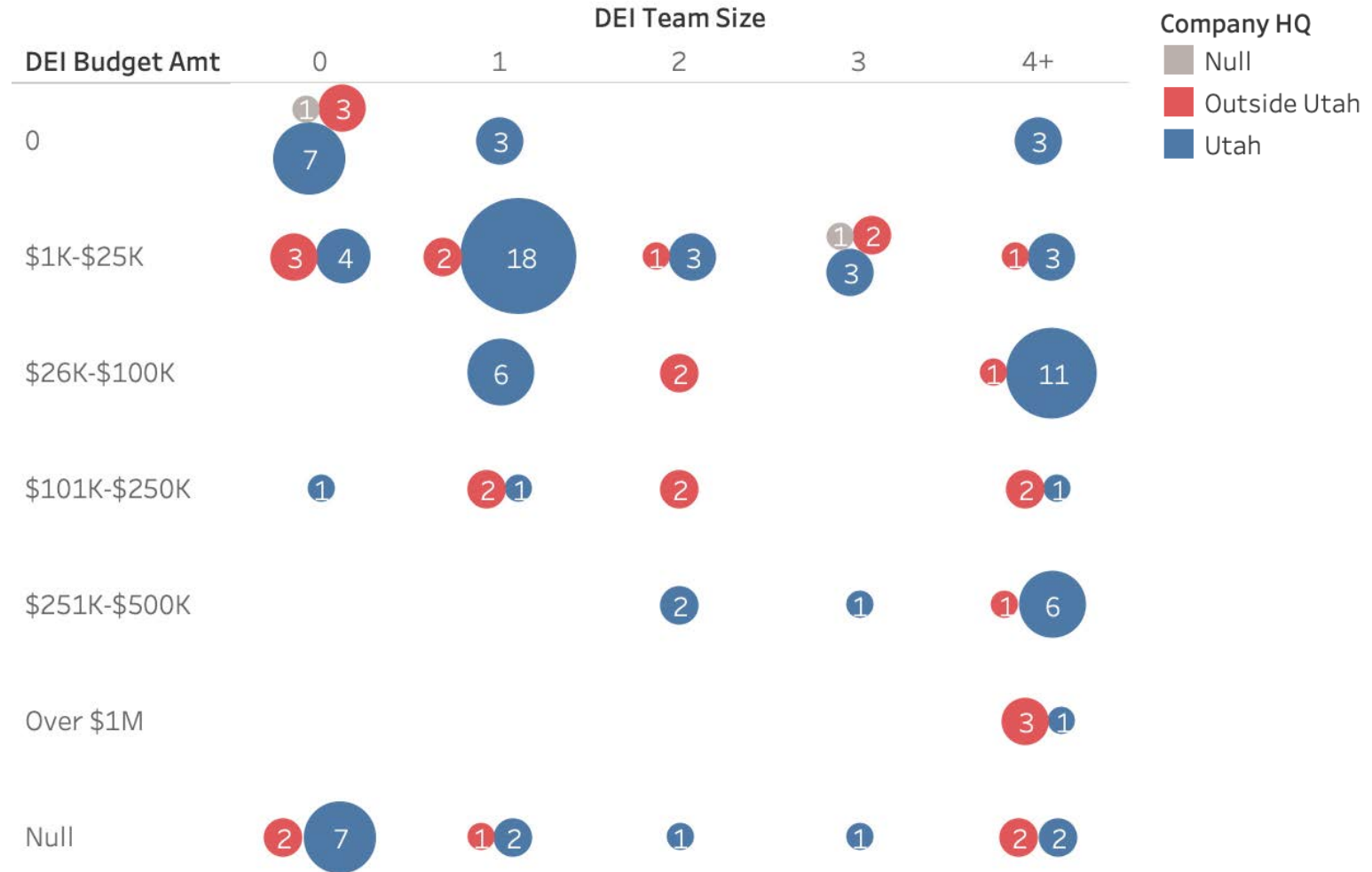
Org Size x DEI Team Size (All)



DEI Budget x Team Size (All)

DEI Budget Amt	DEI Team Size				
	0	1	2	3	4+
0	11	3			3
\$1K-\$25K	7	20	4	6	4
\$26K-\$100K		6	2		12
\$101K-\$250K	1	3	2		3
\$251K-\$500K			2	1	7
Over \$1M					4
Null	9	3	1	1	4

DEI Budget x Team Size (All)





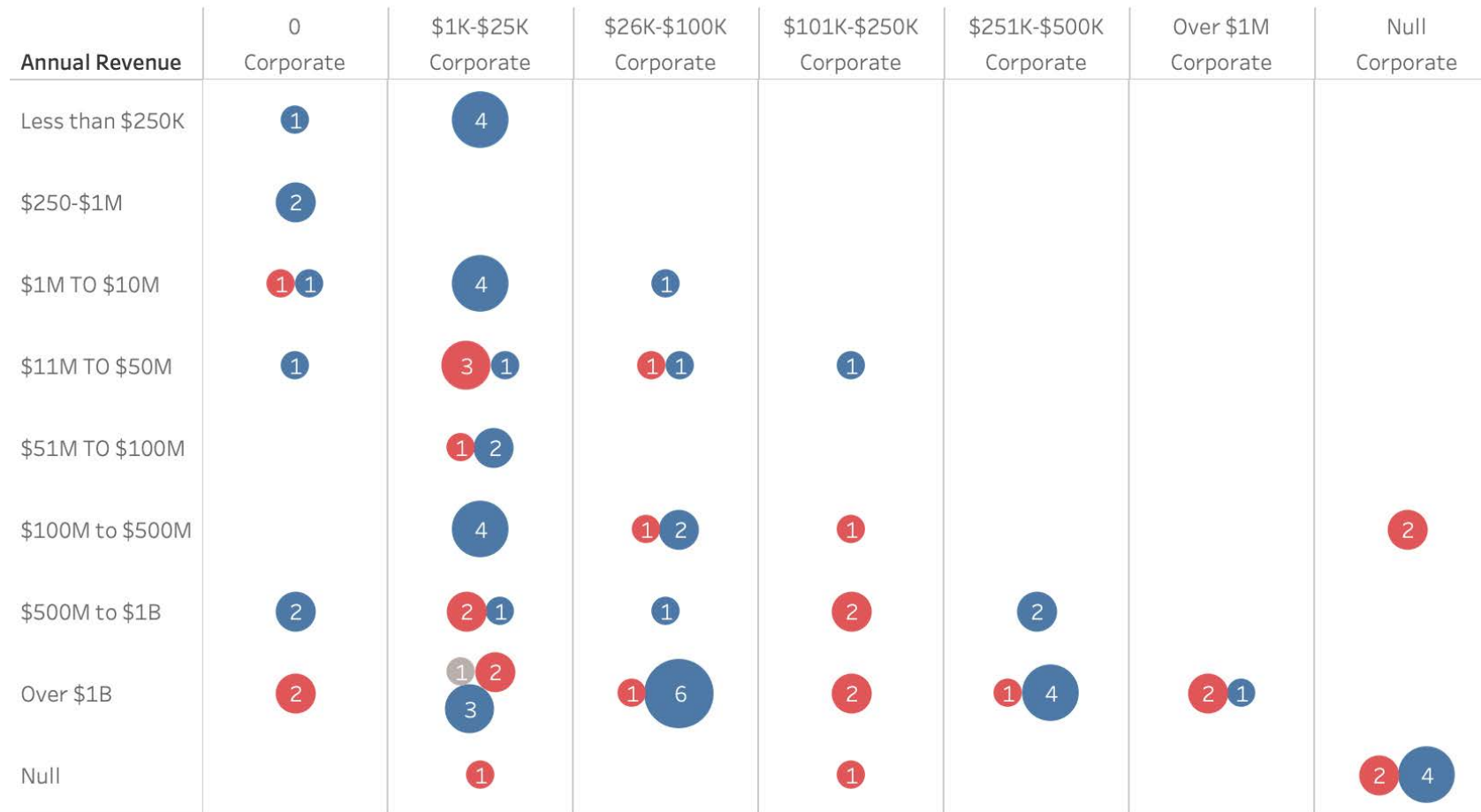
Budget Benchmarks (Corporate)

Survey Question: How much funding has your company dedicated for DEI-related efforts (programs, ERGs, inclusion committees, comp for DEI leaders, consultants, speakers, community partnerships, etc.) for this current fiscal year?

DEI Budget x Annual Revenue (Corporate)

Annual Revenue	0 Corporate	\$1K-\$25K Corporate	\$26K-\$100K Corporate	\$101K-\$250K Corporate	\$251K-\$500K Corporate	Over \$1M Corporate	Null Corporate
Less than \$250K	1	4					
\$250-\$1M	2						
\$1M TO \$10M	2	4	1				
\$11M TO \$50M	1	4	2	1			
\$51M TO \$100M		3					
\$100M to \$500M		4	3	1			2
\$500M to \$1B	2	3	1	2	2		
Over \$1B	2	6	7	2	5	3	
Null		1		1			6

DEI Budget x Annual Revenue (Corporate)



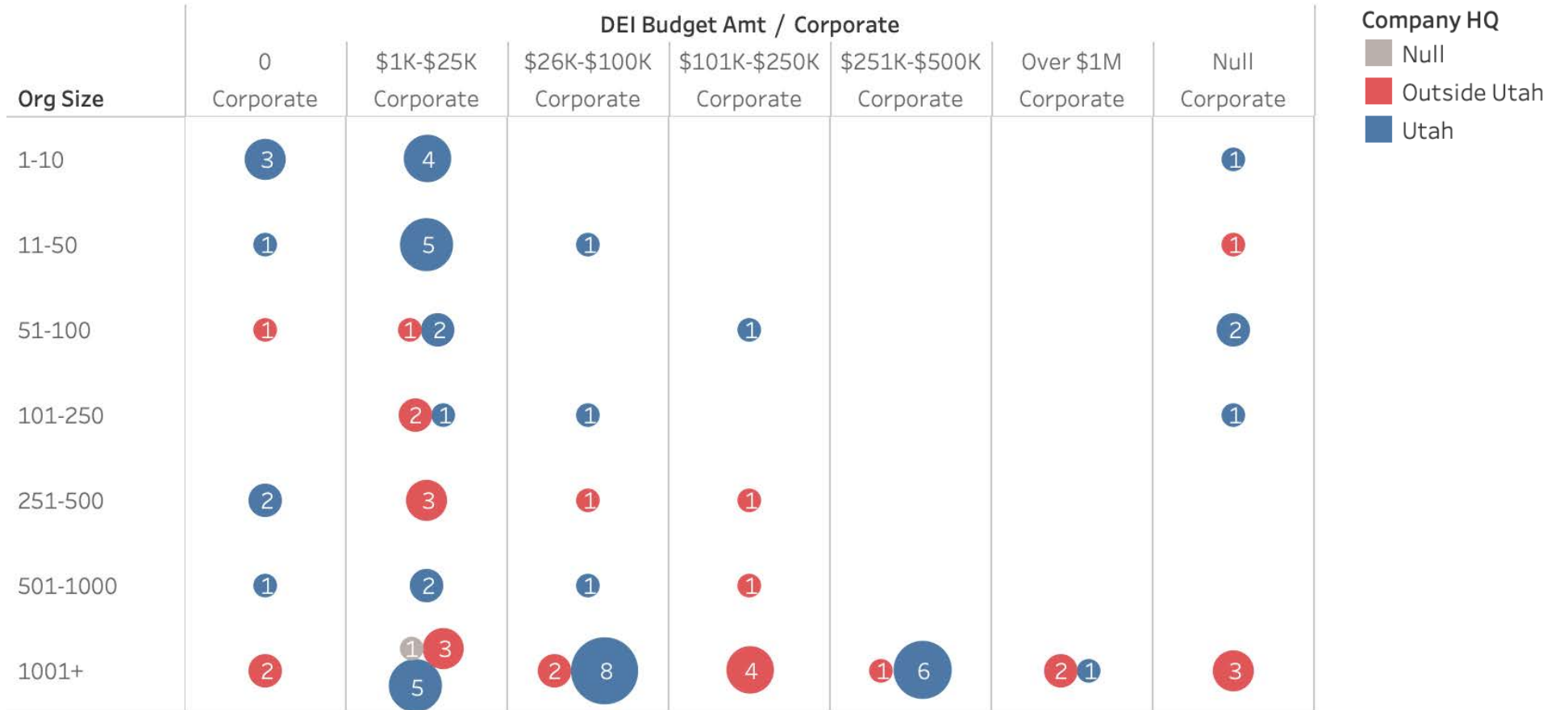
Company HQ

- Null
- Outside Utah
- Utah

DEI Budget x Org Size (Corporate)

Org Size	DEI Budget Amt / Corporate						
	0 Corporate	\$1K-\$25K Corporate	\$26K-\$100K Corporate	\$101K-\$250K Corporate	\$251K-\$500K Corporate	Over \$1M Corporate	Null Corporate
1-10	3	4					1
11-50	1	5	1				1
51-100	1	3		1			2
101-250		3	1				1
251-500	2	3	1	1			
501-1000	1	2	1	1			
1001+	2	9	10	4	7	3	3

DEI Budget x Org Size (Corporate)



Annual Revenue x Team Size (Corporate)

Annual Revenue	DEI Team Size / Corporate				
	0 Corporate	1 Corporate	2 Corporate	3 Corporate	4+ Corporate
Less than \$250K	2	3			
\$250-\$1M	2				
\$1M TO \$10M	3	3	1		
\$11M TO \$50M	2	2	2		2
\$51M TO \$100M	1	1		1	
\$100M to \$500M	1	4	2		3
\$500M to \$1B	2	4	2	1	1
Over \$1B	3	1	1	3	17
Null	3	2	1	1	1

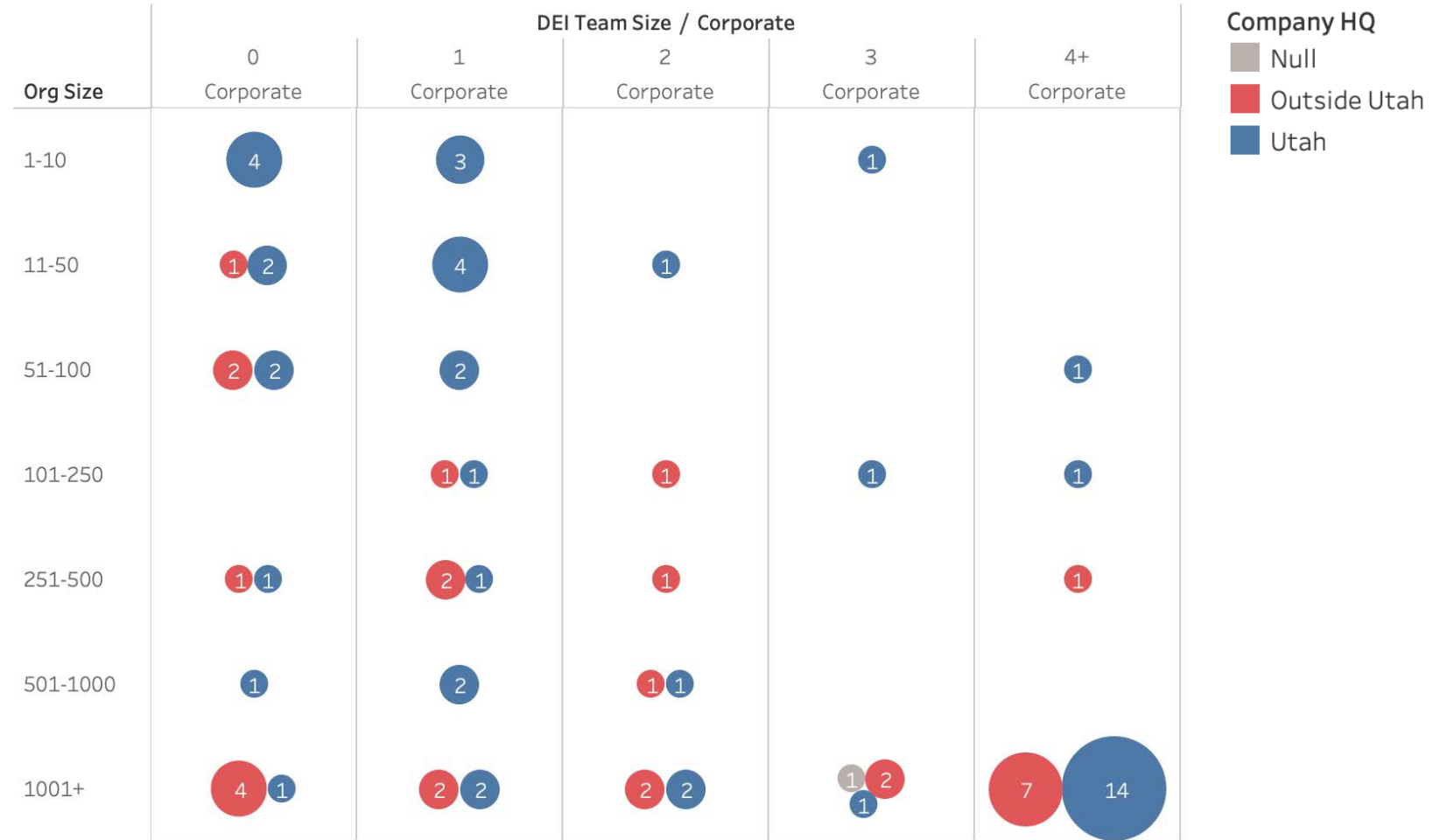
Annual Revenue x Team Size (Corporate)



Org Size x DEI Team Size (Corporate)

Org Size	DEI Team Size / Corporate				
	0 Corporate	1 Corporate	2 Corporate	3 Corporate	4+ Corporate
1-10	4	3		1	
11-50	3	4	1		
51-100	4	2			1
101-250		2	1	1	1
251-500	2	3	1		1
501-1000	1	2	2		
1001+	5	4	4	4	21

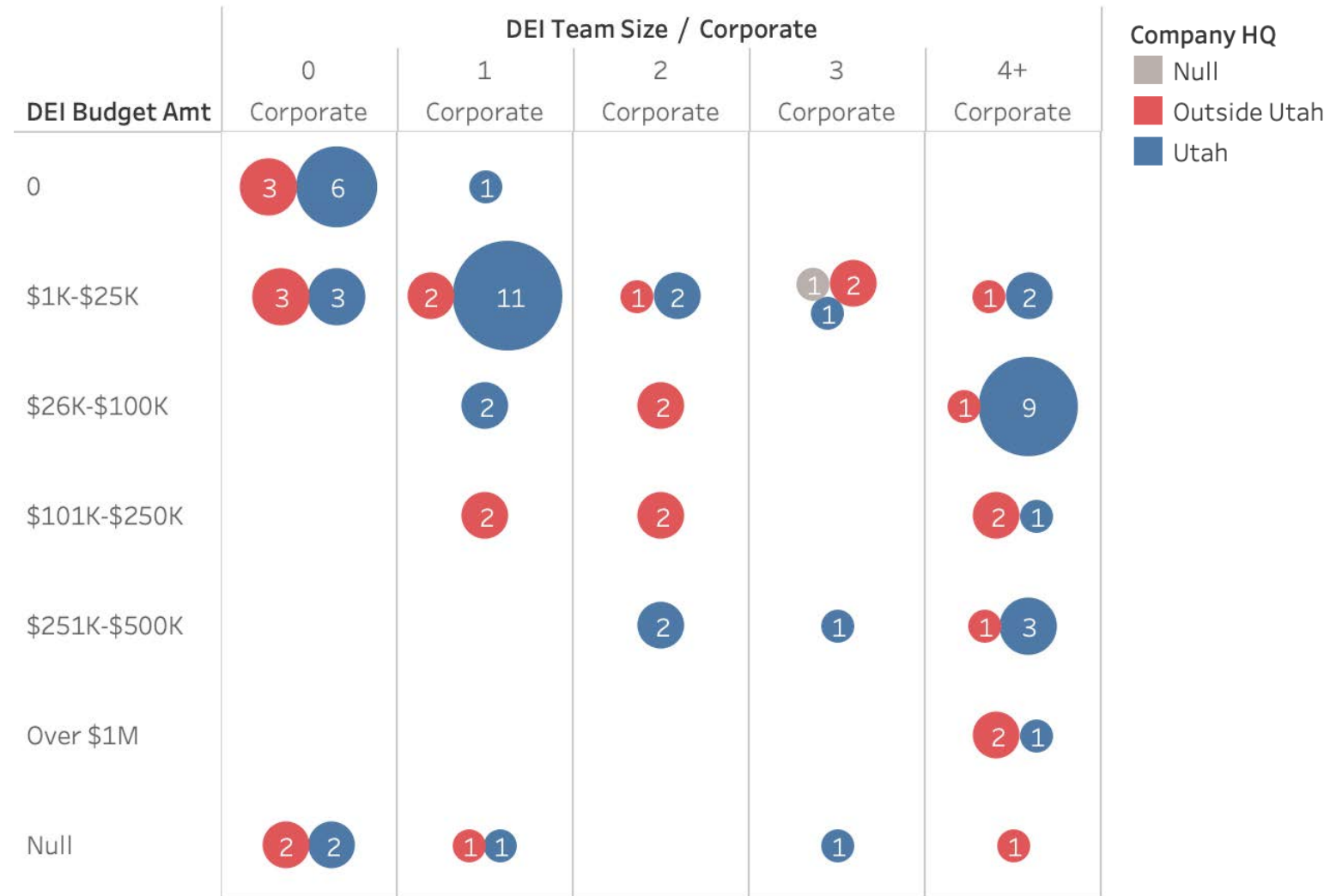
Org Size x DEI Team Size (Corporate)



DEI Budget x Team Size (Corporate)

DEI Budget Amt	DEI Team Size / Corporate				
	0 Corporate	1 Corporate	2 Corporate	3 Corporate	4+ Corporate
0	9	1			
\$1K-\$25K	6	13	3	4	3
\$26K-\$100K		2	2		10
\$101K-\$250K		2	2		3
\$251K-\$500K			2	1	4
Over \$1M					3
Null	4	2		1	1

DEI Budget x Team Size (Corporate)





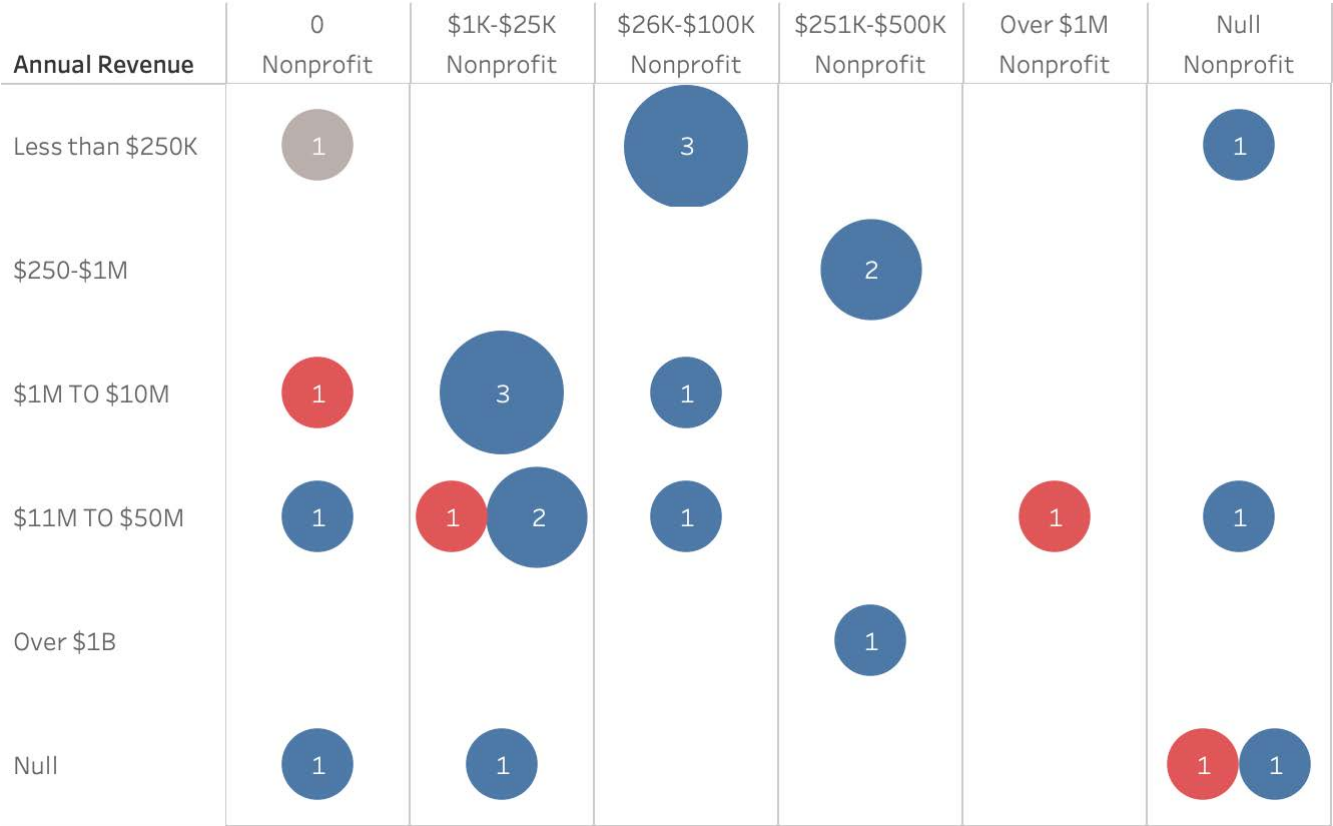
Budget Benchmarks (Nonprofit)

Survey Question: How much funding has your company dedicated for DEI-related efforts (programs, ERGs, inclusion committees, comp for DEI leaders, consultants, speakers, community partnerships, etc.) for this current fiscal year?

DEI Budget x Annual Revenue (Nonprofit)

Annual Revenue	0 Nonprofit	\$1K-\$25K Nonprofit	\$26K-\$100K Nonprofit	\$251K-\$500K Nonprofit	Over \$1M Nonprofit	Null Nonprofit
Less than \$250K	1		3			1
\$250-\$1M				2		
\$1M TO \$10M	1	3	1			
\$11M TO \$50M	1	3	1		1	1
Over \$1B				1		
Null	1	1				2

DEI Budget x Annual Revenue (Nonprofit)



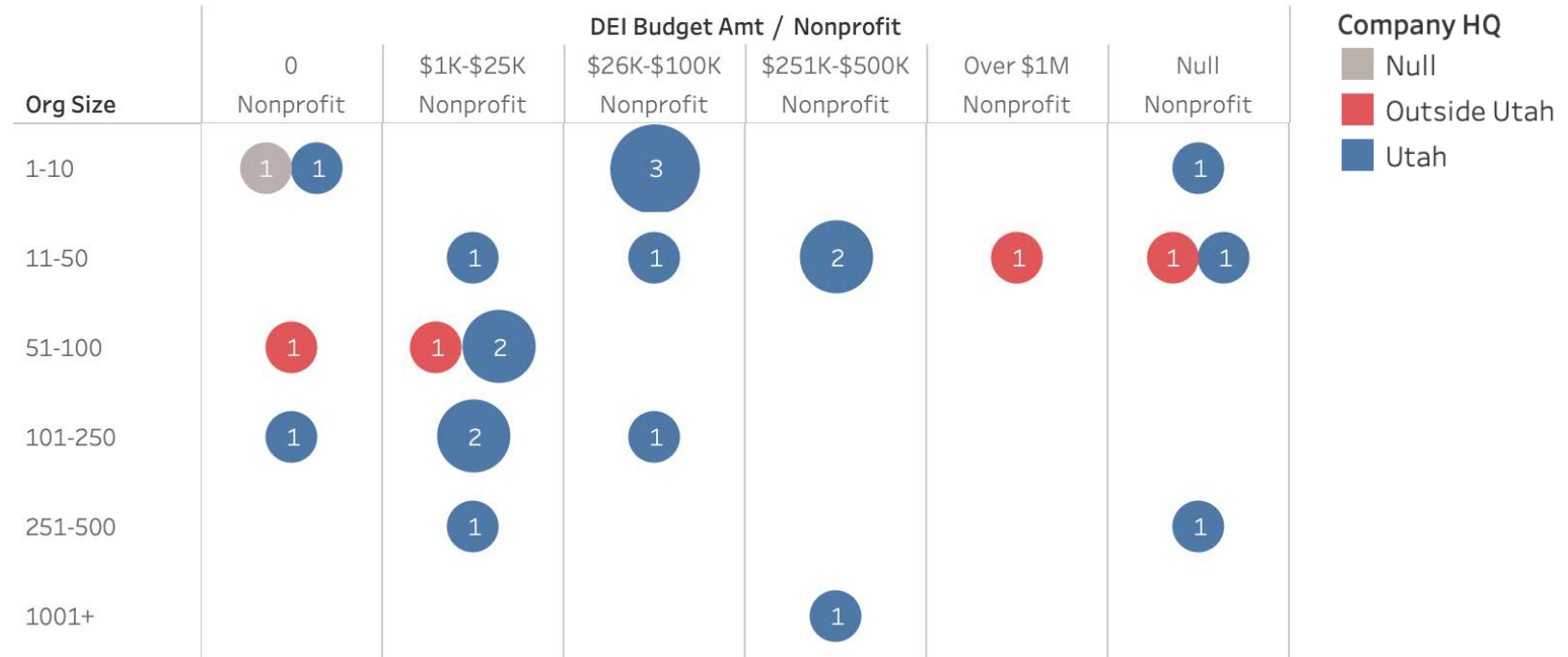
Company HQ

- Null
- Outside Utah
- Utah

DEI Budget x Org Size (Nonprofit)

Org Size	DEI Budget Amt / Nonprofit					
	0 Nonprofit	\$1K-\$25K Nonprofit	\$26K-\$100K Nonprofit	\$251K-\$500K Nonprofit	Over \$1M Nonprofit	Null Nonprofit
1-10	2		3			1
11-50		1	1	2	1	2
51-100	1	3				
101-250	1	2	1			
251-500		1				1
1001+				1		

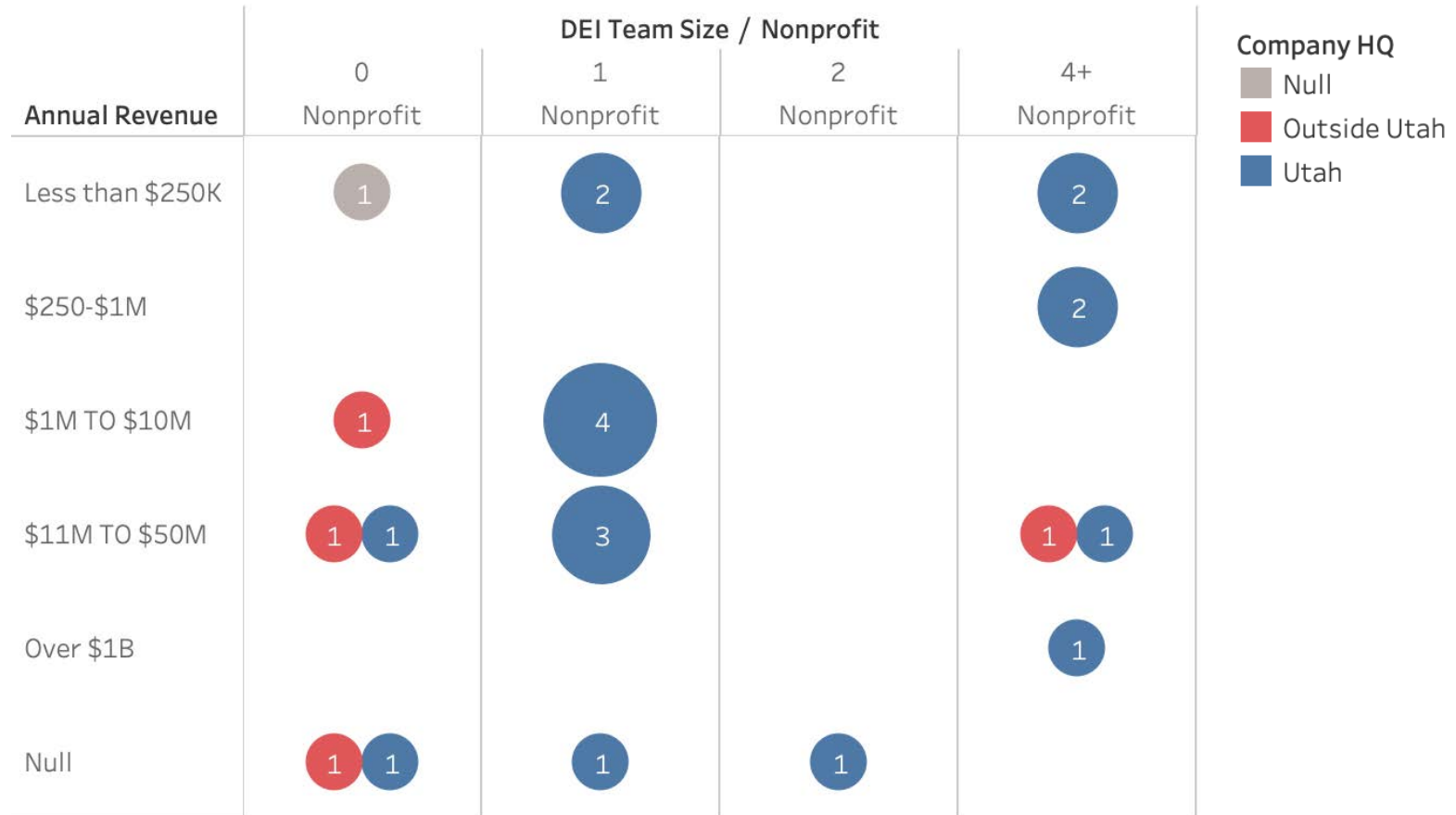
DEI Budget x Org Size (Nonprofit)



Annual Revenue x Team Size (Nonprofit)

Annual Revenue	DEI Team Size / Nonprofit			
	0 Nonprofit	1 Nonprofit	2 Nonprofit	4+ Nonprofit
Less than \$250K	1	2		2
\$250-\$1M				2
\$1M TO \$10M	1	4		
\$11M TO \$50M	2	3		2
Over \$1B				1
Null	2	1	1	

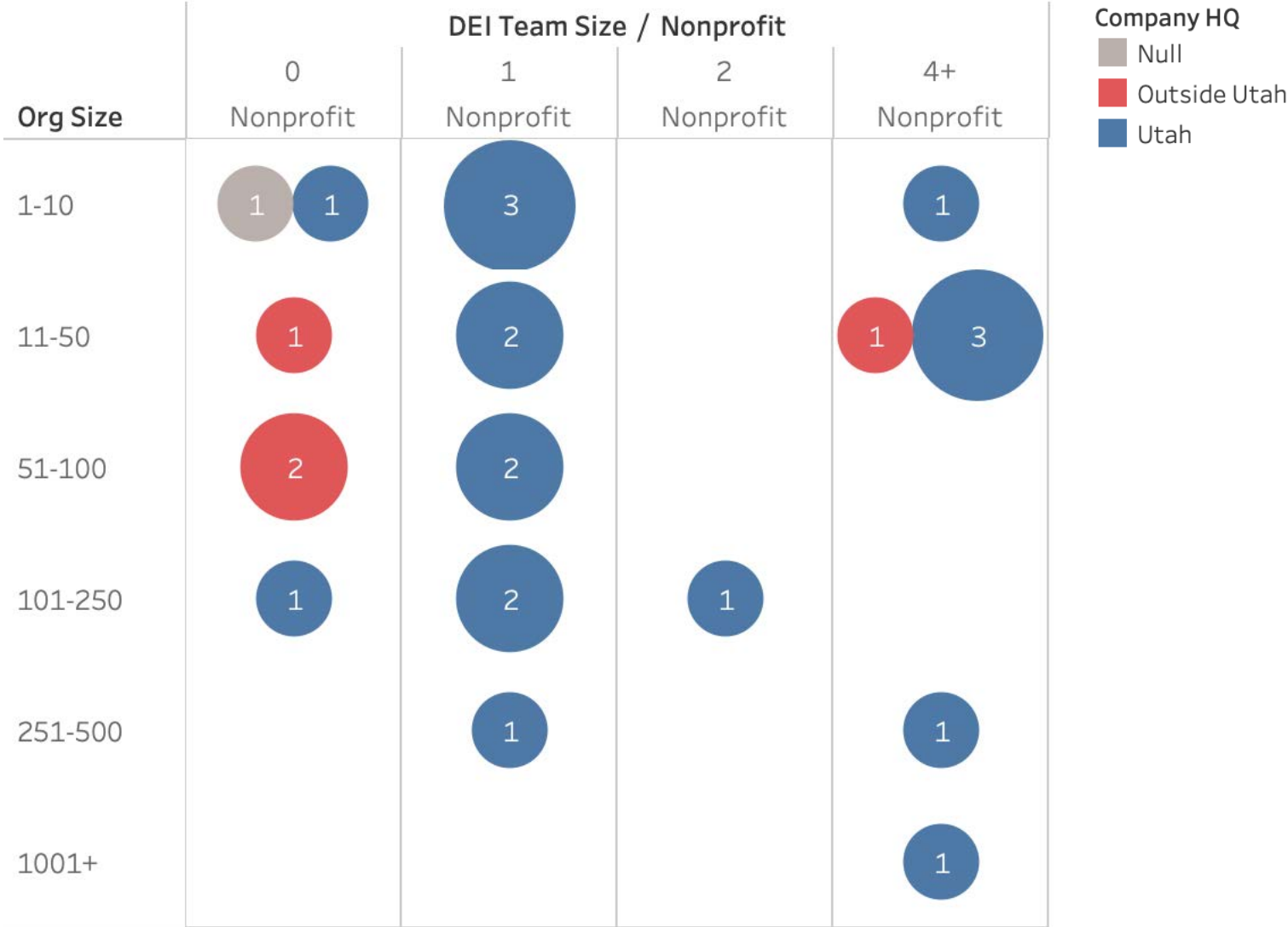
Annual Revenue x Team Size (Nonprofit)



Org Size x DEI Team Size (Nonprofit)

Org Size	DEI Team Size / Nonprofit			
	0 Nonprofit	1 Nonprofit	2 Nonprofit	4+ Nonprofit
1-10	2	3		1
11-50	1	2		4
51-100	2	2		
101-250	1	2	1	
251-500		1		1
1001+				1

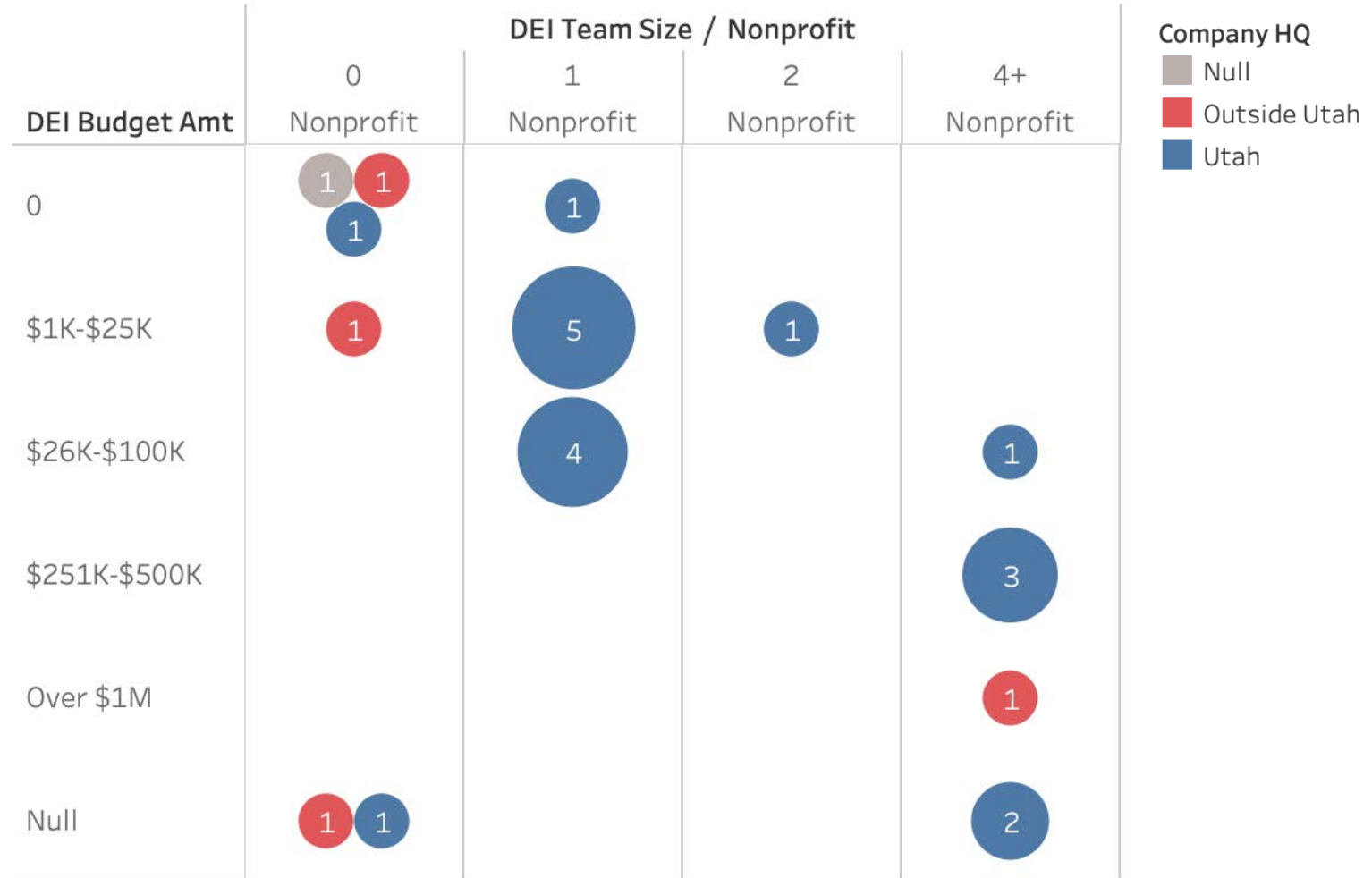
Org Size x DEI Team Size (Nonprofit)



DEI Budget x Team Size (Nonprofit)

DEI Budget Amt	DEI Team Size / Nonprofit			
	0 Nonprofit	1 Nonprofit	2 Nonprofit	4+ Nonprofit
0	3	1		
\$1K-\$25K	1	5	1	
\$26K-\$100K		4		1
\$251K-\$500K				3
Over \$1M				1
Null	2			2

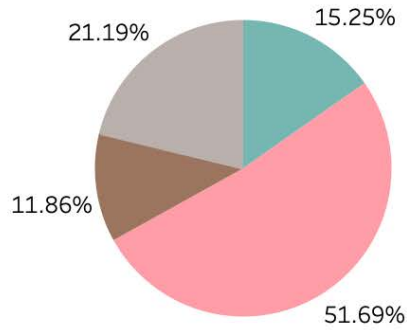
DEI Budget x Team Size (Nonprofit)





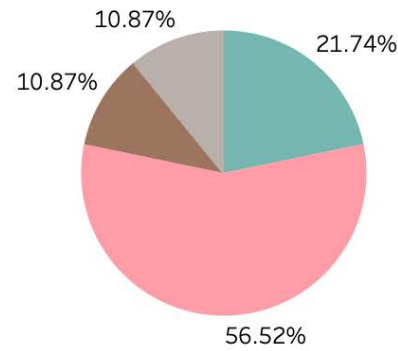
Organizational Shifts Data

All Respondents - DEI Responsibilities



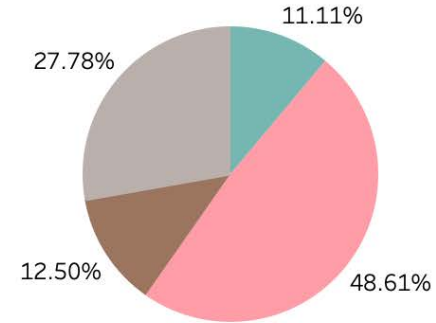
DEI Leaders - DEI Responsibilities

All DEI Leaders



DEI Contributors - DEI Responsibilities

DEI Contributors



These pie charts show responses to the following question: "Check all that apply related to your job responsibilities."

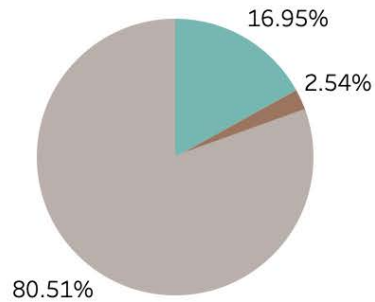
DEI Responsibilities (Top Row)

- Increased responsibility in DEI
- About the same responsibility in DEI
- Decreased responsibility in DEI

Non-DEI Responsibilities (Bottom Row)

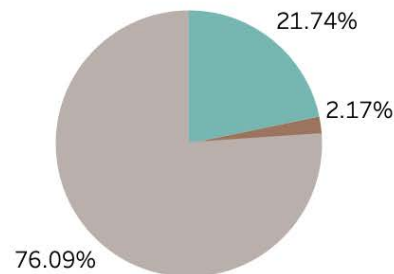
- Increased responsibility in other business areas
- Decreased responsibility in other business areas

All Respondents - Non-DEI Responsibilities



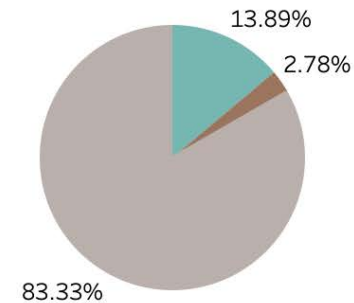
DEI Leaders - Non-DEI Responsibilities

All DEI Leaders



DEI Contributors - Non-DEI Responsibilities

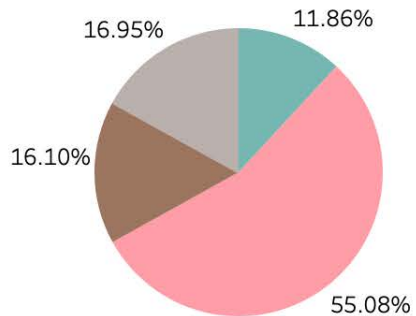
DEI Contributors



Segmentation also compares DEI Leader and DEI Contributor responses.

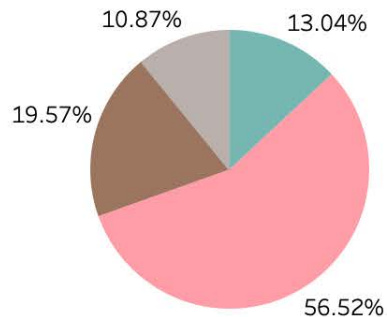
Legend Increase Same Decrease Null

All Respondents - DEI Budget



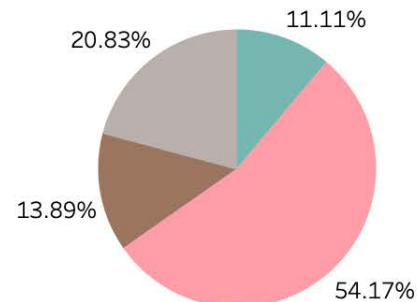
DEI Leaders - DEI Budget

All DEI Leaders



DEI Contributors - DEI Budget

DEI Contributors



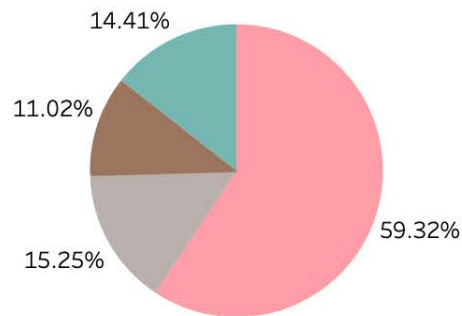
These pie charts show responses to the following questions:

DEI Budget (Top Row)

“Organizational operating budget conversations indicate that my budget for future DEI-related work will:

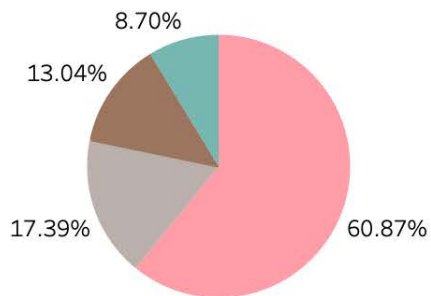
- Increase
- Decrease
- Stay about the same

All Respondents - Negative Sentiment



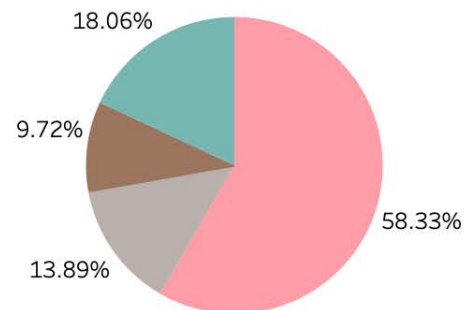
DEI Leaders - Negative Sentiment

All DEI Leaders



DEI Contributors - Negative Sentiment

DEI Contributors



Negative Sentiment (Bottom Row)

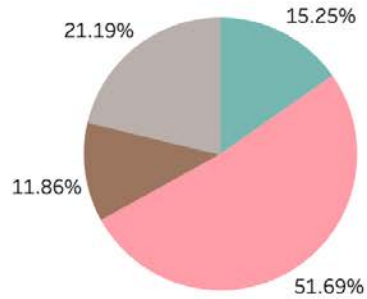
“In the last 6 months, negative sentiment toward DEI in my organization has:

- Increased
- Decreased
- Stayed about the same

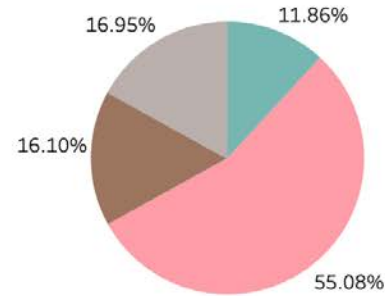
Segmentation also compares DEI Leader and DEI Contributor responses.

Legend Increase Same Decrease Null

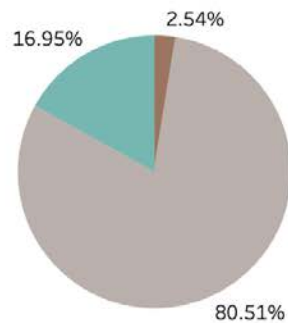
All Respondents - DEI Responsibilities



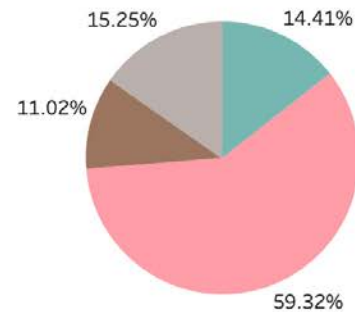
All Respondents - DEI Budget



All Respondents - Non-DEI Responsibilities



All Respondents - Negative Sentiment



These pie charts compare responses to the following questions for All Respondents:

DEI Responsibilities (Top Left)

“Check all that apply related to your job responsibilities.”

- Increased responsibility in DEI
- About the same responsibility in DEI
- Decreased responsibility in DEI

Non-DEI Responsibilities (Bottom Left)

“Check all that apply related to your job responsibilities.”

- Increased responsibility in other business areas
- Decreased responsibility in other business areas

DEI Budget (Top Right)

“Organizational operating budget conversations indicate that my budget for future DEI-related work will:

- Increase
- Decrease
- Stay about the same

Negative Sentiment (Bottom Right)

“In the last 6 months, negative sentiment toward DEI in my organization has:

- Increased
- Decreased
- Stayed about the same

These pie charts compare responses to the following questions for DEI Leaders:

DEI Leaders - DEI Responsibilities

DEI Leaders - DEI Budget

DEI Responsibilities (Top Left)

“Check all that apply related to your job responsibilities.”

- Increased responsibility in DEI
- About the same responsibility in DEI
- Decreased responsibility in DEI

Non-DEI Responsibilities (Bottom Left)

“Check all that apply related to your job responsibilities.”

- Increased responsibility in other business areas
- Decreased responsibility in other business areas

DEI Budget (Top Right)

“Organizational operating budget conversations indicate that my budget for future DEI-related work will:

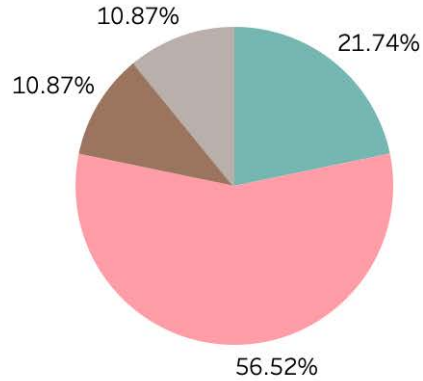
- Increase
- Decrease
- Stay about the same

Negative Sentiment (Bottom Right)

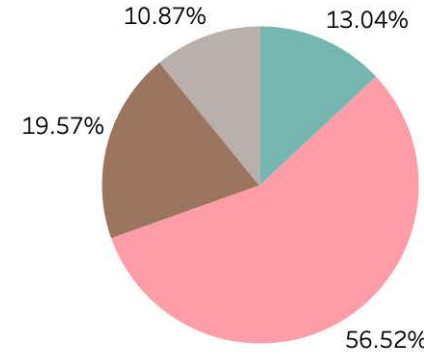
“In the last 6 months, negative sentiment toward DEI in my organization has:

- Increased
- Decreased
- Stayed about the same

All DEI Leaders



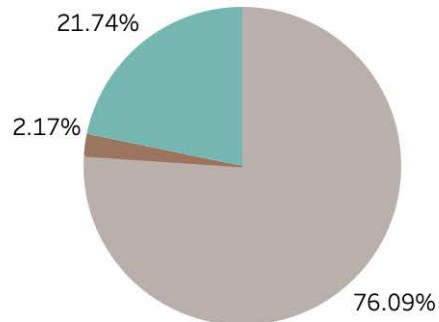
All DEI Leaders



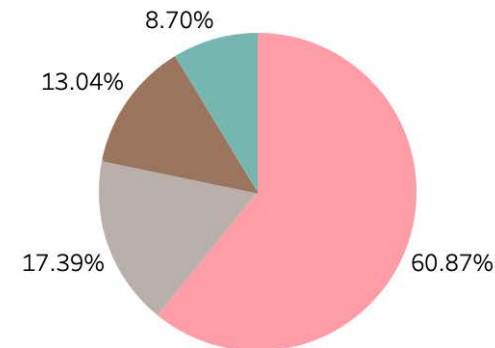
DEI Leaders - Non-DEI Responsibilities

DEI Leaders - Negative Sentiment

All DEI Leaders

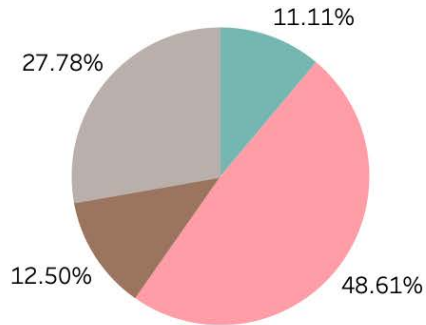


All DEI Leaders



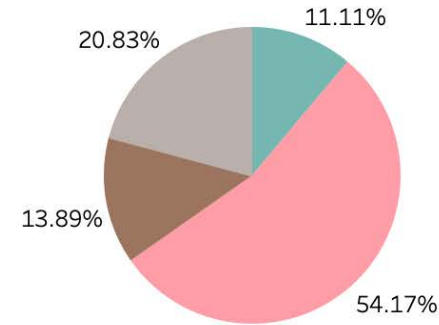
DEI Contributors - DEI Responsibilities

DEI Contributors



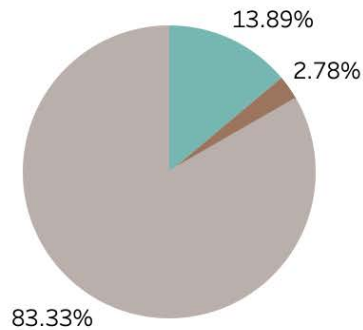
DEI Contributors - DEI Budget

DEI Contributors



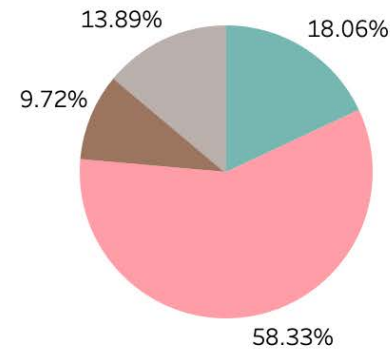
DEI Contributors - Non-DEI Responsibilities

DEI Contributors



DEI Contributors - Negative Sentiment

DEI Contributors



These pie charts compare responses to the following questions for DEI Contributors:

DEI Responsibilities (Top Left)

“Check all that apply related to your job responsibilities.”

- Increased responsibility in DEI
- About the same responsibility in DEI
- Decreased responsibility in DEI

Non-DEI Responsibilities (Bottom Left)

“Check all that apply related to your job responsibilities.”

- Increased responsibility in other business areas
- Decreased responsibility in other business areas

DEI Budget (Top Right)

“Organizational operating budget conversations indicate that my budget for future DEI-related work will:

- Increase
- Decrease
- Stay about the same

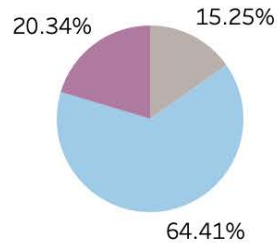
Negative Sentiment (Bottom Right)

“In the last 6 months, negative sentiment toward DEI in my organization has:

- Increased
- Decreased
- Stayed about the same

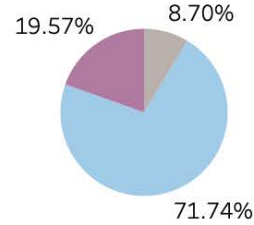
Legend ■ Yes ■ No ■ Null

All Respondents - DEI Org Change



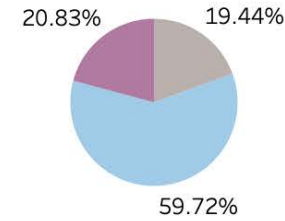
All Respondents - DEI Org Change

DEI Leaders



All Respondents - DEI Org Change

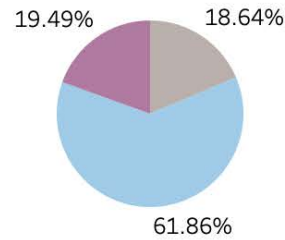
DEI Contributors



These pie charts show responses to the following questions:

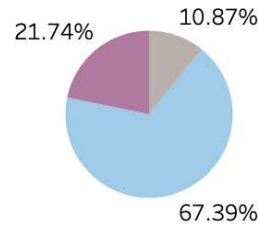
DEI Org Change (Top Row): "Has the individual or department/group responsible for DEI efforts shifted in organizational chart position?"

All Respondents - DEI Group Name Change



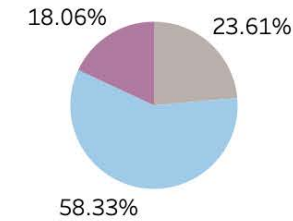
DEI Leaders - DEI Group Name Change

All DEI Leaders



DEI Contributors - DEI Group Name Change

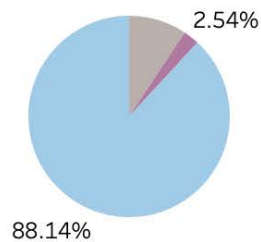
DEI Contributors



DEI Group Name Change (Middle Row): "Has the name of the department or group responsible for DEI efforts changed?"

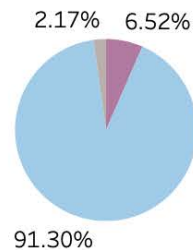
Title Change (Bottom Row): "Has your title changed due to DEI legislation?"

All Respondents - Title Change



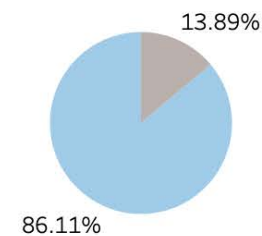
DEI Leaders - Title Change

All DEI Leaders



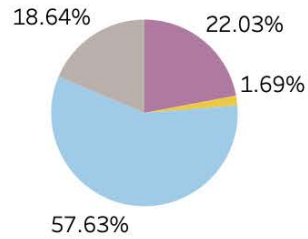
DEI Contributors - Title Change

DEI Contributors

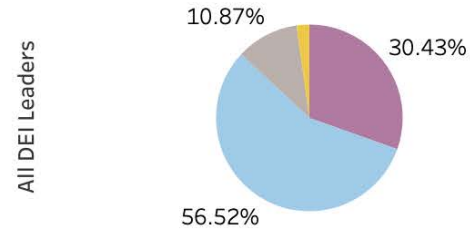


Segmentation also compares DEI Leader and DEI Contributor responses.

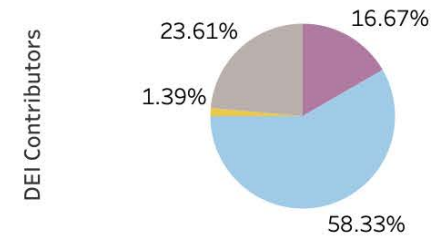
All Respondents Seeking other DEI Role



DEI Leaders Seeking other DEI Role



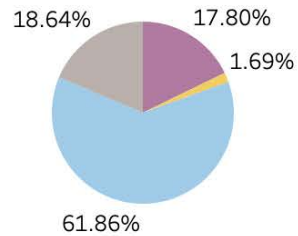
DEI Contributors Seeking other DEI Role



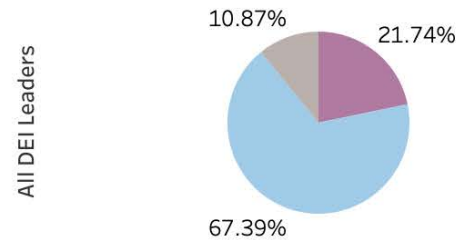
These pie charts show responses to the following questions:

Seeking other DEI Role (Top Row): "I am actively looking for another role in DEI."

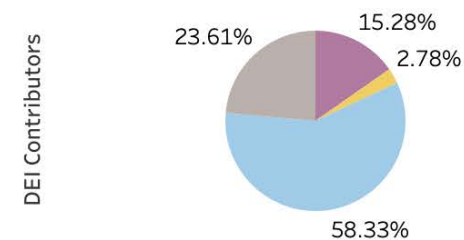
All Respondents Seeking non-DEI Role



DEI Leaders Seeking Non-DEI Role



DEI Contributors Seeking Non-DEI Role

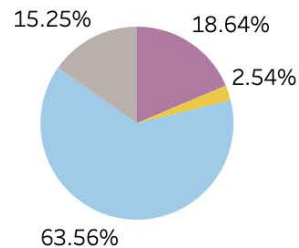


Seeking Non-DEI Role (Middle Row): "I am actively looking for another role, but not in DEI."

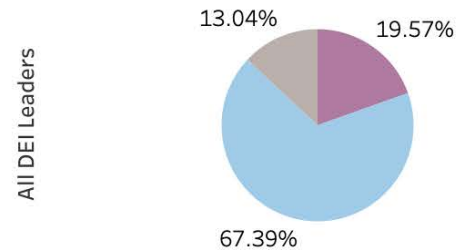
Seeking Role Outside Utah (Bottom Row): "I am actively looking or would consider another role outside of Utah."

Segmentation also compares DEI Leader and DEI Contributor responses.

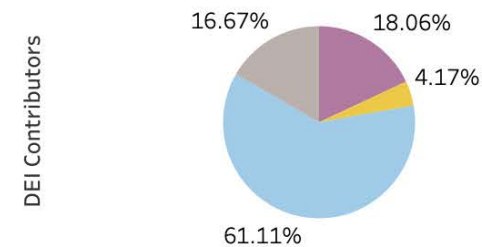
All Respondents Seeking role Outside Utah



DEI Leaders Seeking Role Outside Utah

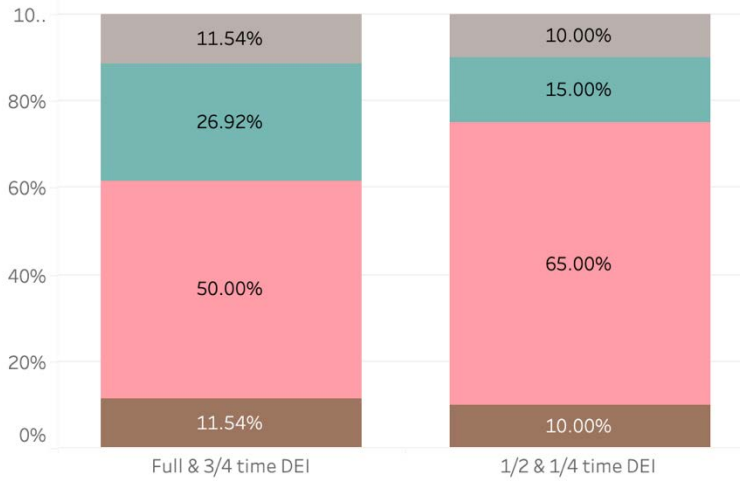


DEI Contributors Seeking Role Outside Utah

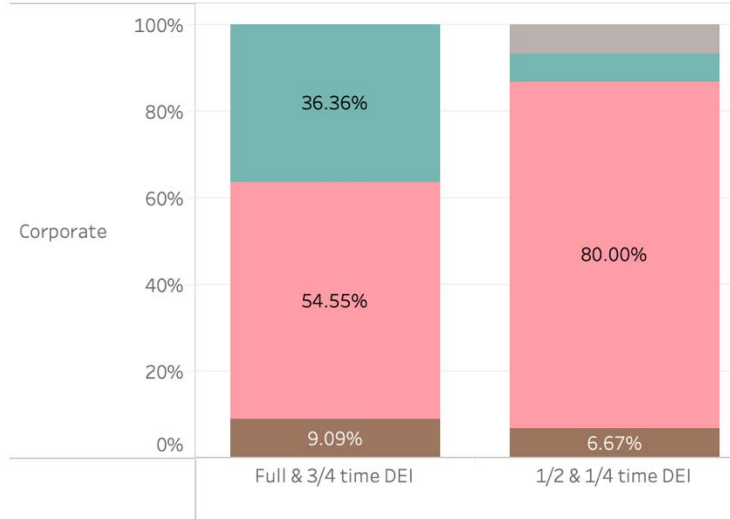


These bar charts compare Full time & ¾ time to ½ & ¼ time DEI Leader Commitments regarding changes to DEI Responsibilities and Non-DEI Responsibilities. Segmentation of Corporate and Nonprofit DEI Leaders is also provided.

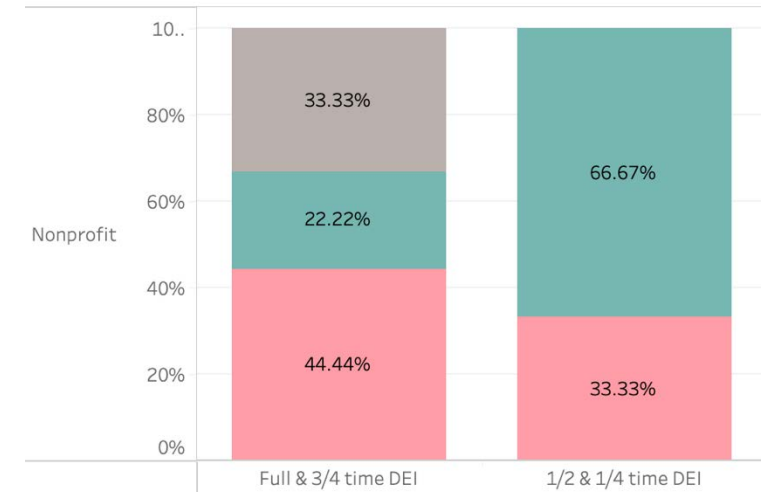
DEI Leaders - DEI Responsibilities



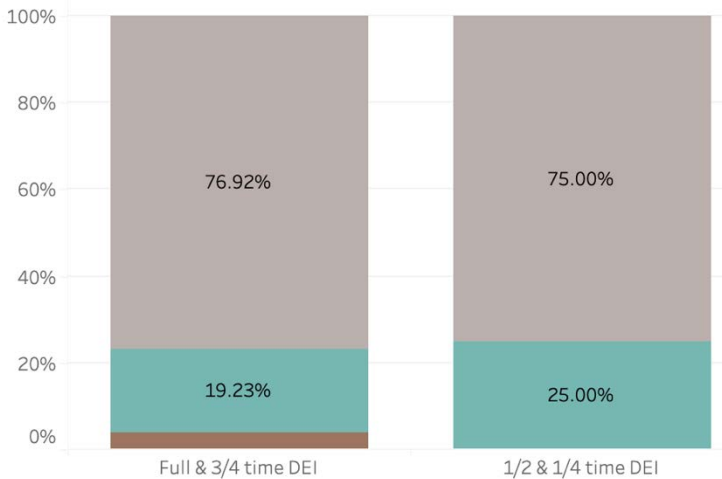
DEI Corporate Leaders - DEI Responsibilities



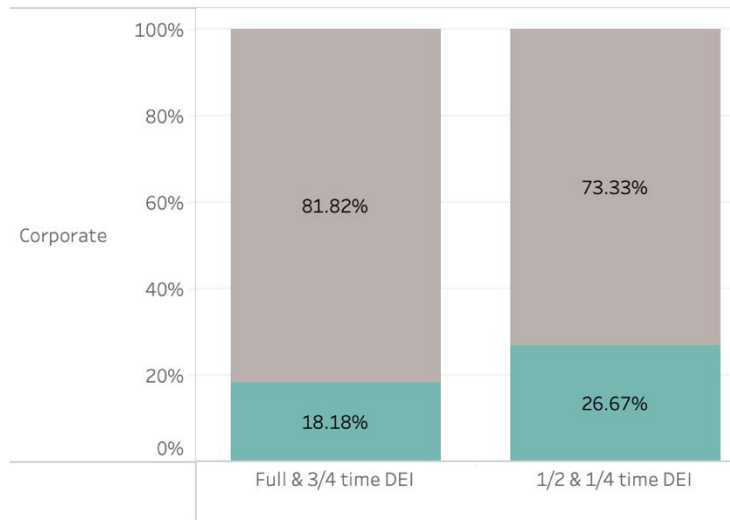
DEI Nonprofit Leaders - DEI Responsibilities



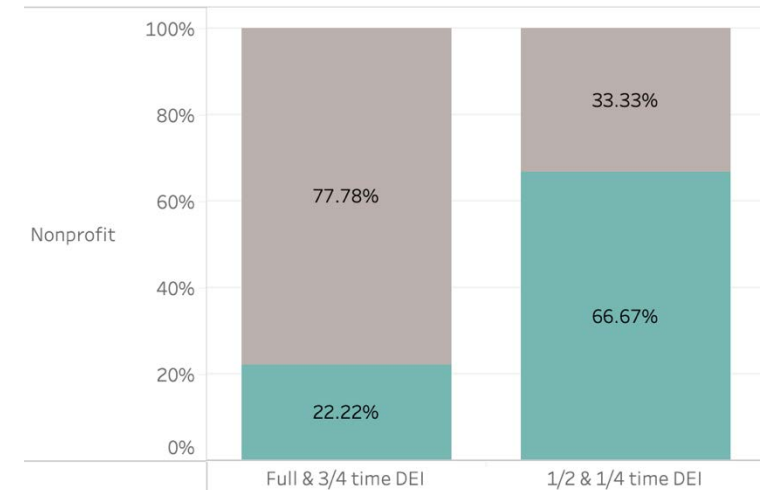
DEI Leaders - Other Responsibilities



DEI Corporate Leaders - Other Responsibilities



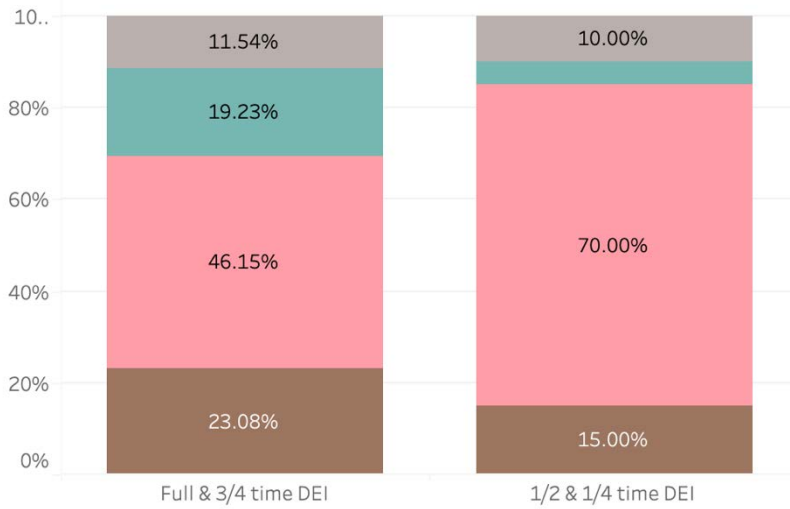
DEI Nonprofit Leaders - Other Responsibilities



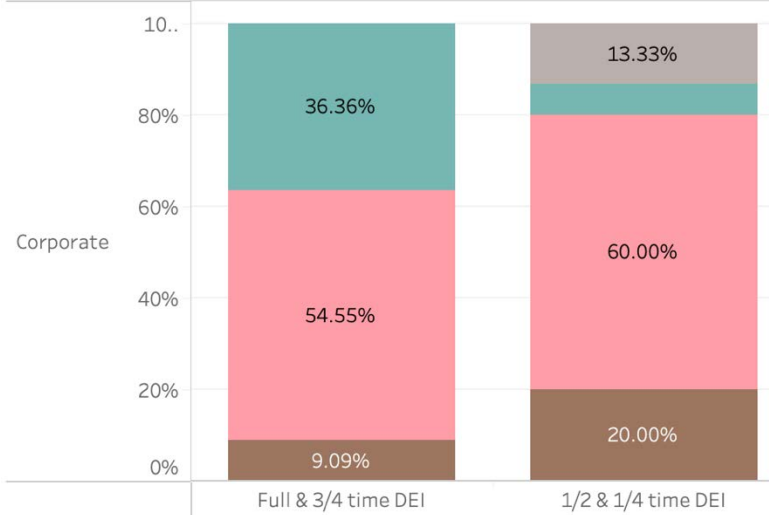
Legend Null Increase Same Decrease

These bar charts compare Full time & 3/4 time to 1/2 & 1/4 time DEI Leader Commitments regarding changes to DEI budgets and Negative sentiment. Segmentation of Corporate and Nonprofit DEI Leaders is also provided.

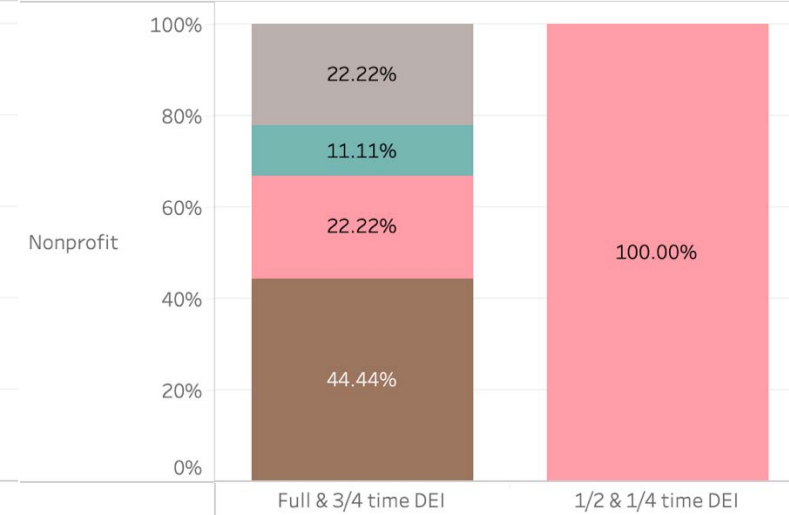
DEI Leaders - Budget Changes



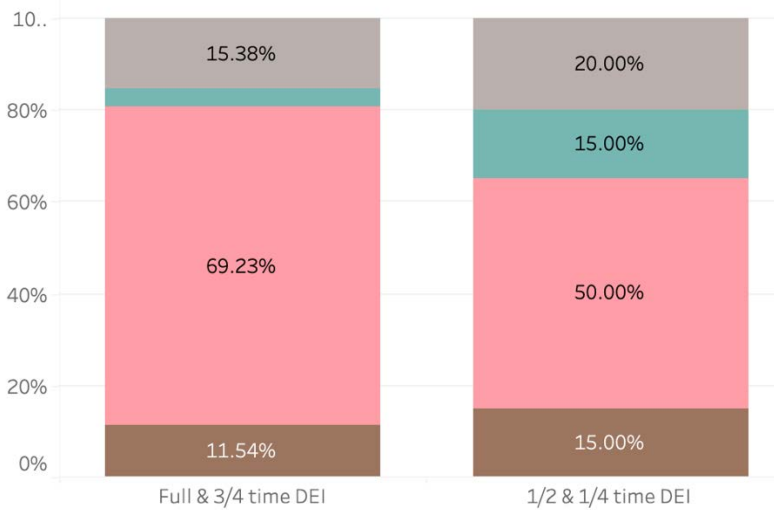
DEI Corporate Leaders - Budget Changes



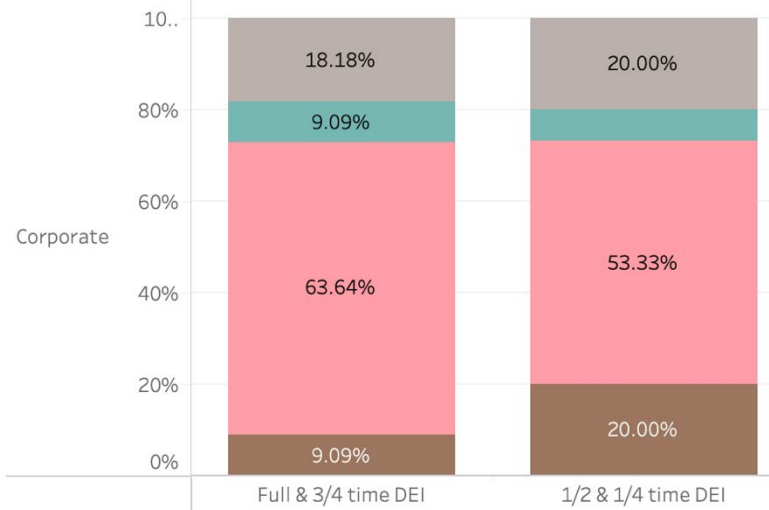
DEI Nonprofit Leaders - Budget Changes



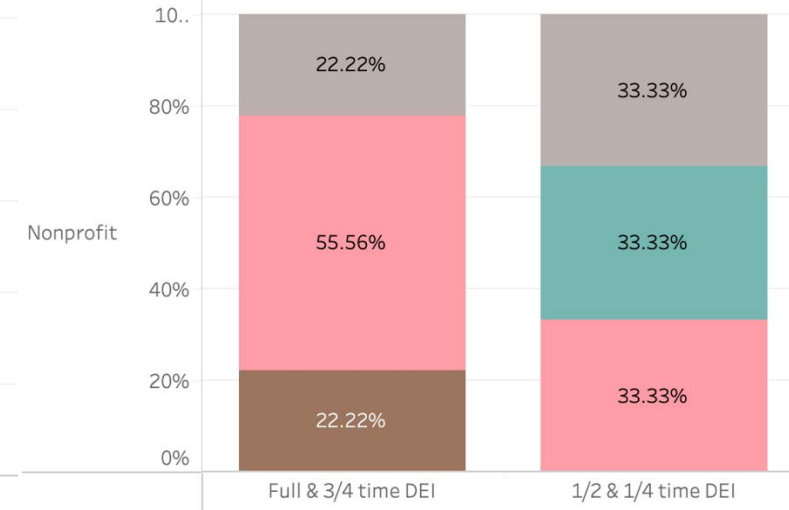
DEI Leaders - Negative Sentiment



DEI Corporate Leaders - Negative Sentiment

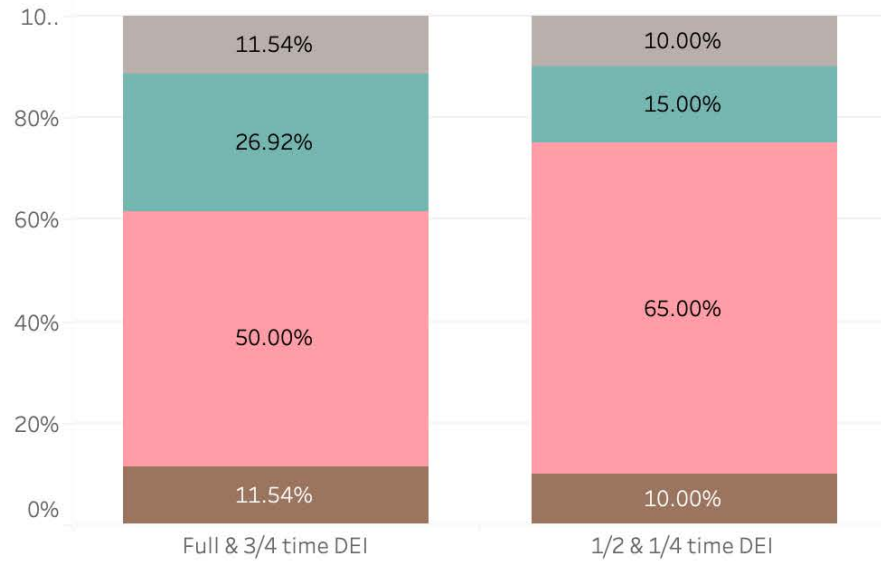


DEI Nonprofit Leaders - Negative Sentiment

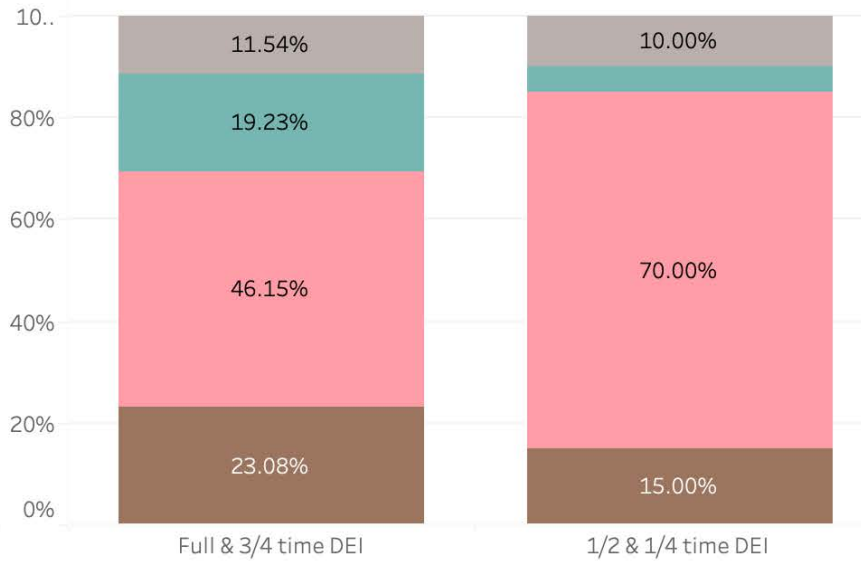


Legend Null Increase Same Decrease

DEI Leaders - DEI Responsibilities



DEI Leaders - Budget Changes



These bar charts show responses by DEI Leaders comparing Full time & ¾ to ½ & ¼ time commitments regarding:

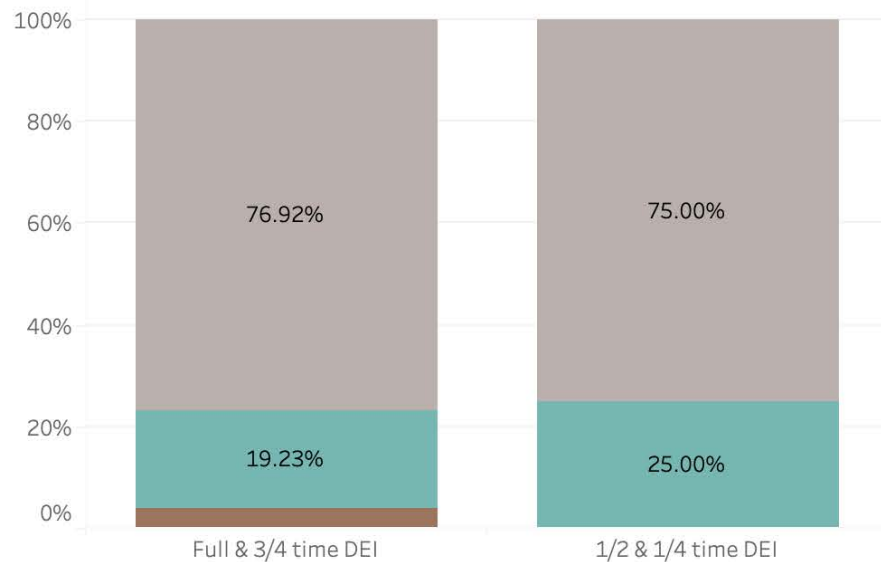
DEI Responsibilities (Top Left)

Non-DEI Responsibilities (Bottom Left)

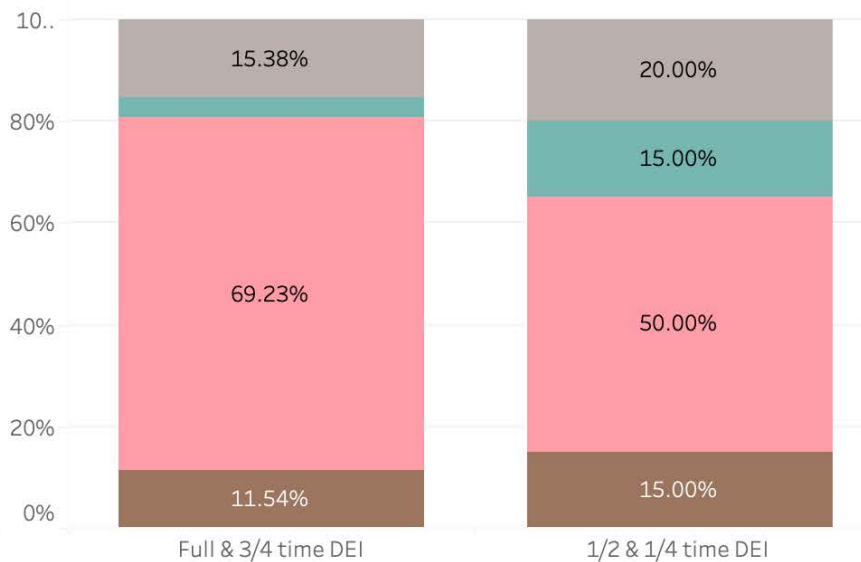
Budget Changes (Top Right)

Negative Sentiment (Bottom Right)

DEI Leaders - Other Responsibilities

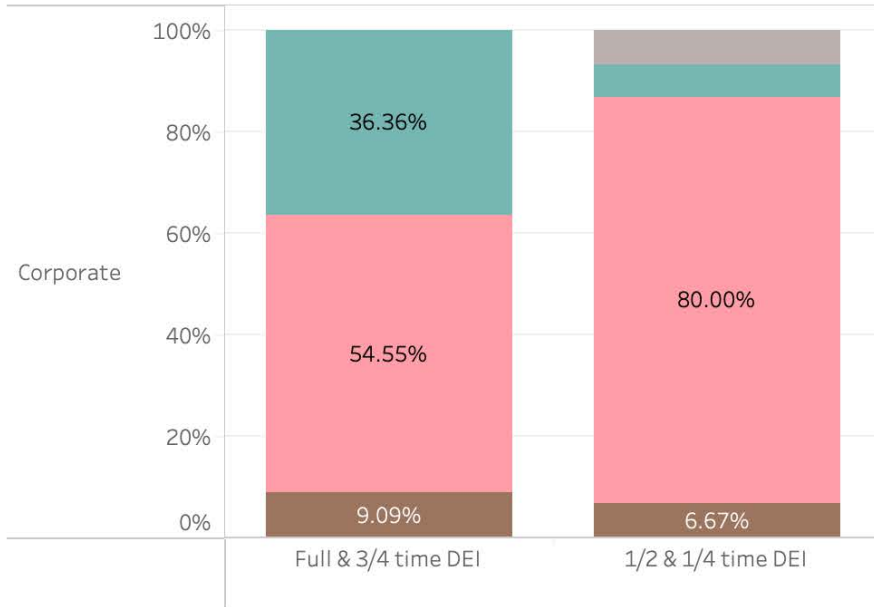


DEI Leaders - Negative Sentiment

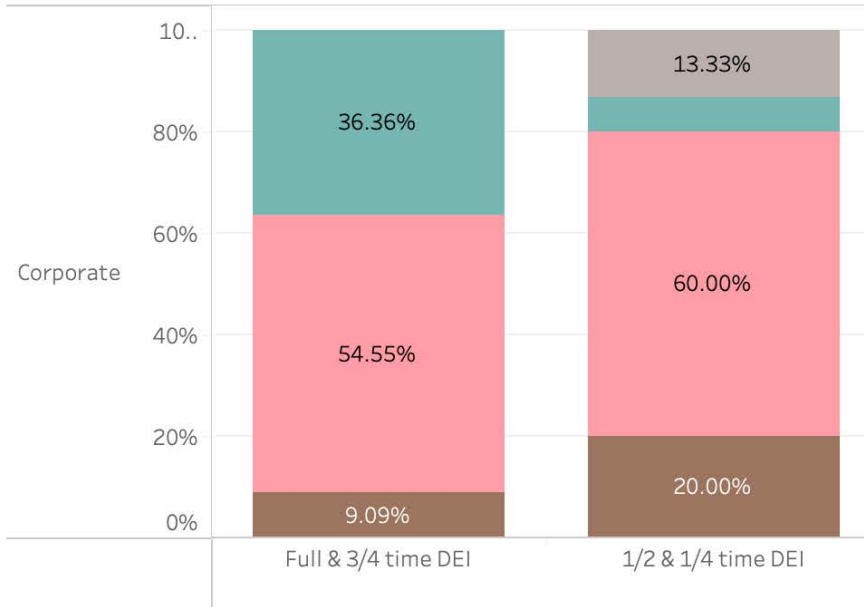


Legend Null Increase Same Decrease

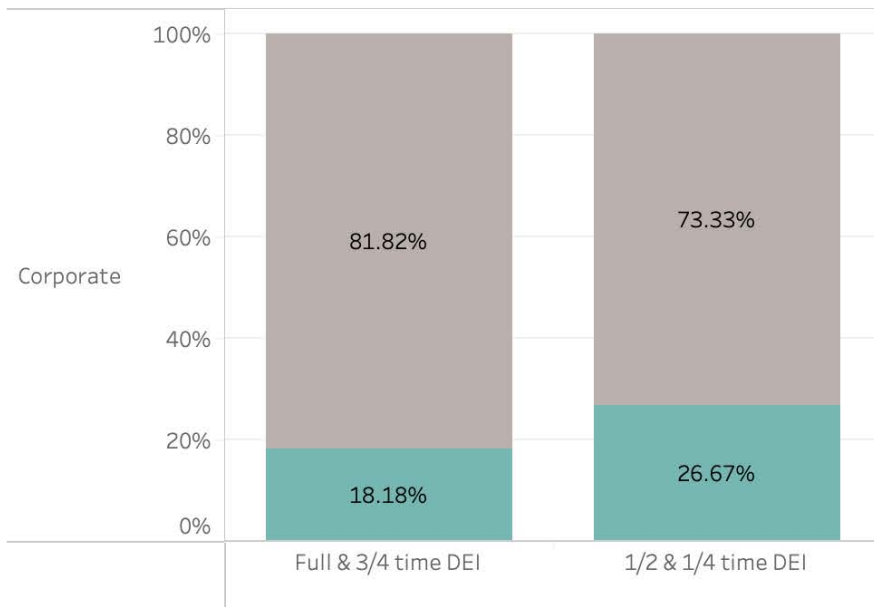
DEI Corporate Leaders - DEI Responsibilities



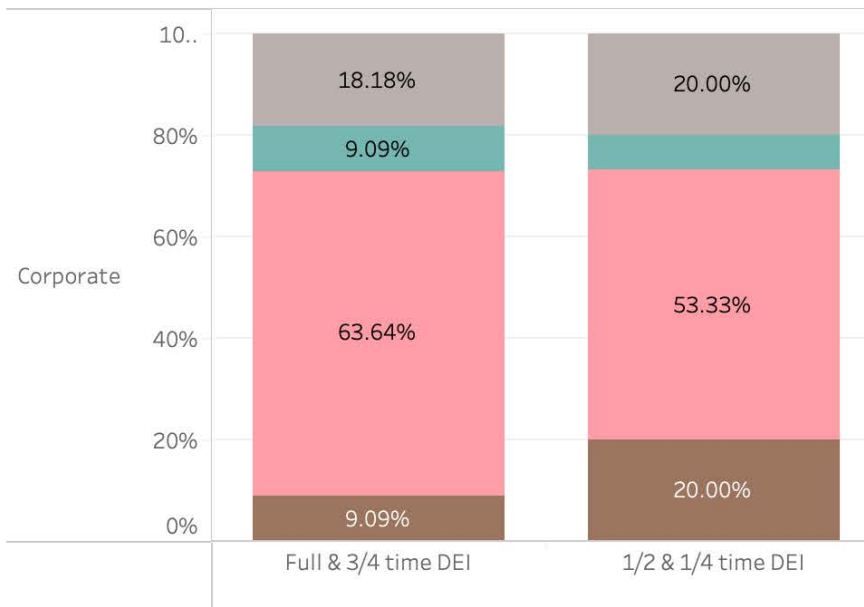
DEI Corporate Leaders - Budget Changes



DEI Corporate Leaders - Other Responsibilities



DEI Corporate Leaders - Negative Sentiment



These bar charts show responses by DEI Corporate Leaders comparing Full time & 3/4 to 1/2 & 1/4 time commitments regarding:

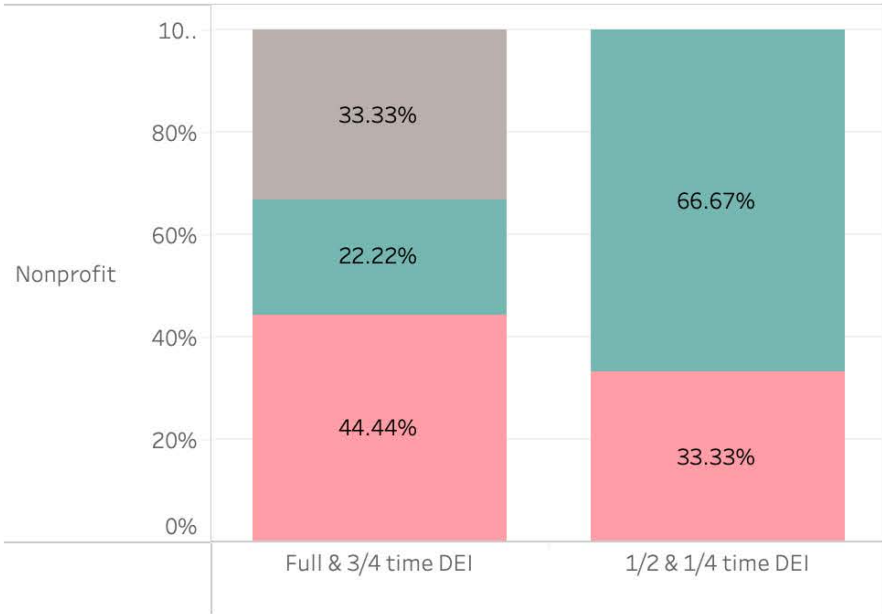
DEI Responsibilities (Top Left)

Non-DEI Responsibilities (Bottom Left)

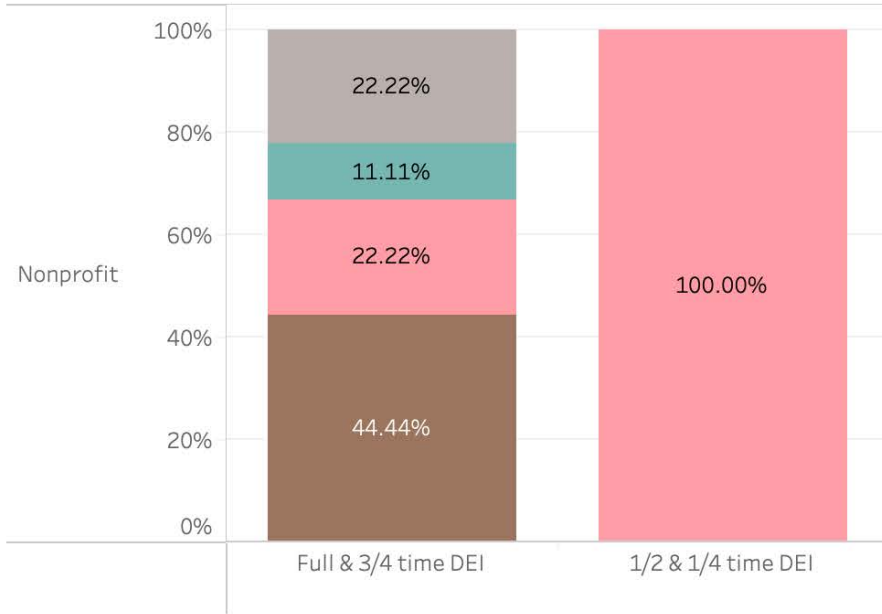
Budget Changes (Top Right)

Negative Sentiment (Bottom Right)

DEI Nonprofit Leaders - DEI Responsibilities



DEI Nonprofit Leaders - Budget Changes



These bar charts show responses by DEI Nonprofit Leaders comparing Full time & ¾ to ½ & ¼ time commitments regarding:

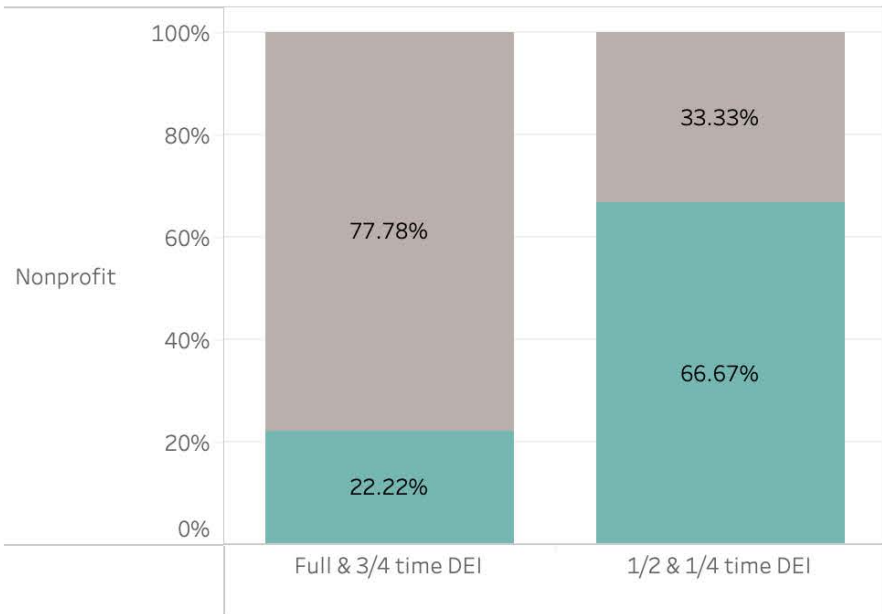
DEI Responsibilities (Top Left)

Non-DEI Responsibilities (Bottom Left)

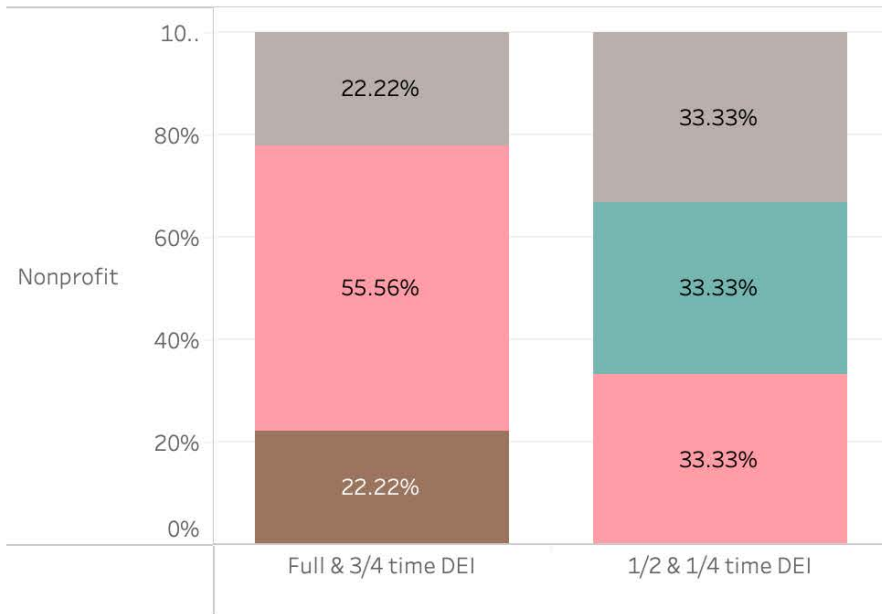
Budget Changes (Top Right)

Negative Sentiment (Bottom Right)

DEI Nonprofit Leaders - Other Responsibilities



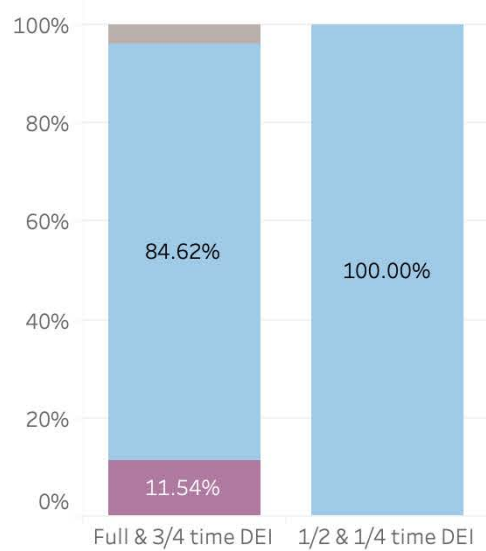
DEI Nonprofit Leaders - Negative Sentiment



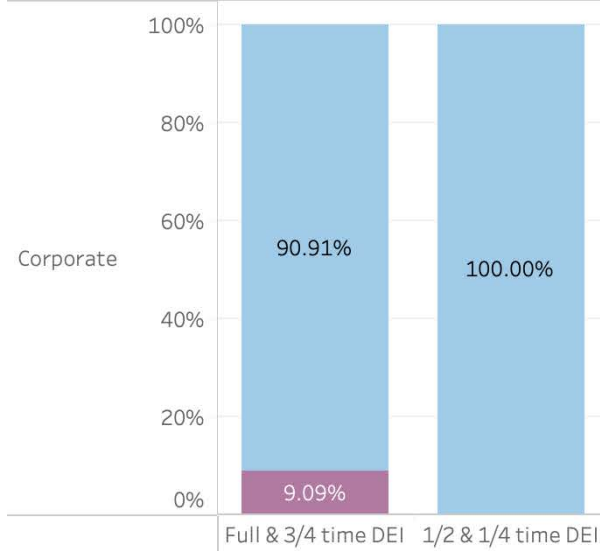
Null Maybe No Yes

These bar charts compare Full time & 3/4 time to 1/2 & 1/4 time DEI Leader Commitments regarding title changes and organizational chart shifts. Segmentation of Corporate and Nonprofit DEI Leaders is also provided.

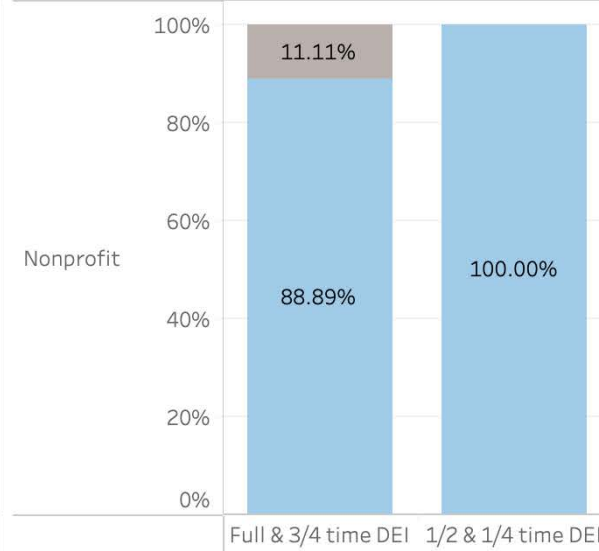
DEI Leaders - Title Change



DEI Corporate Leaders - Title Change



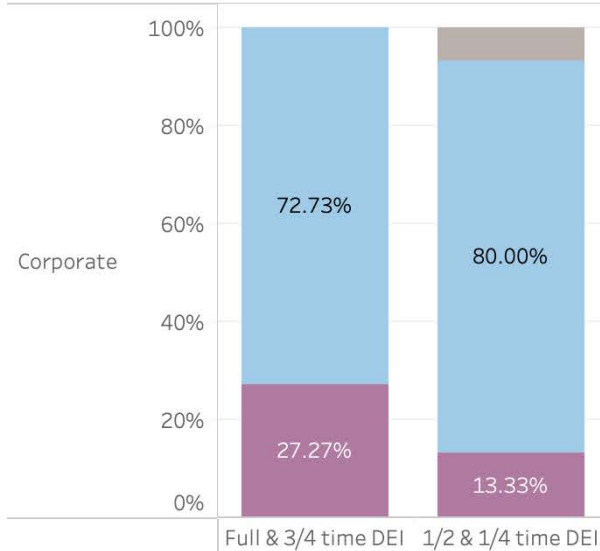
DEI Nonprofit Leaders - Title Change



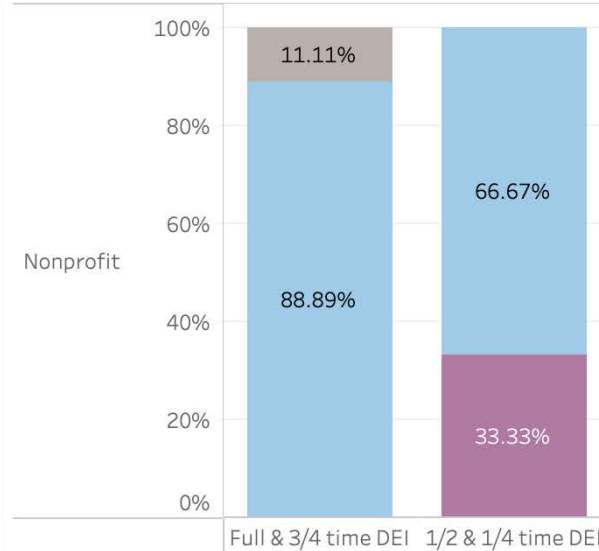
DEI Leaders - Org Chart Shift



DEI Corporate Leaders - Org Chart Shift



DEI Nonprofit Leaders - Org Chart Shift



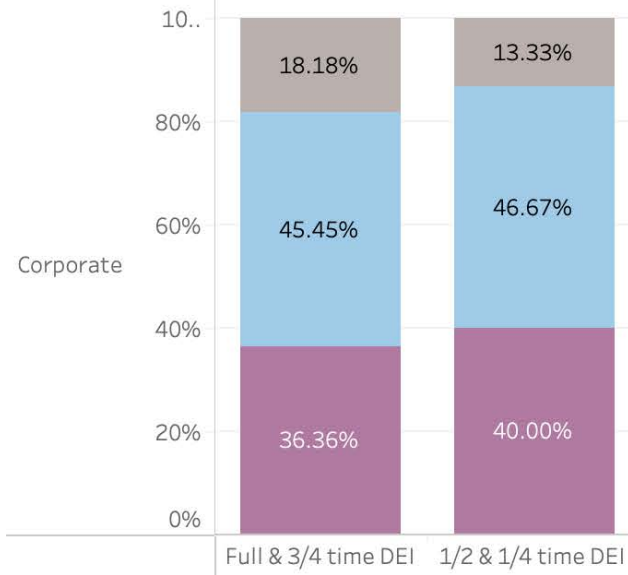
Null Maybe No Yes

These bar charts compare Full time & ¾ time to ½ & ¼ time DEI Leader Commitments regarding seeking other DEI and Non-DEI roles. Segmentation of Corporate and Nonprofit DEI Leaders is also provided.

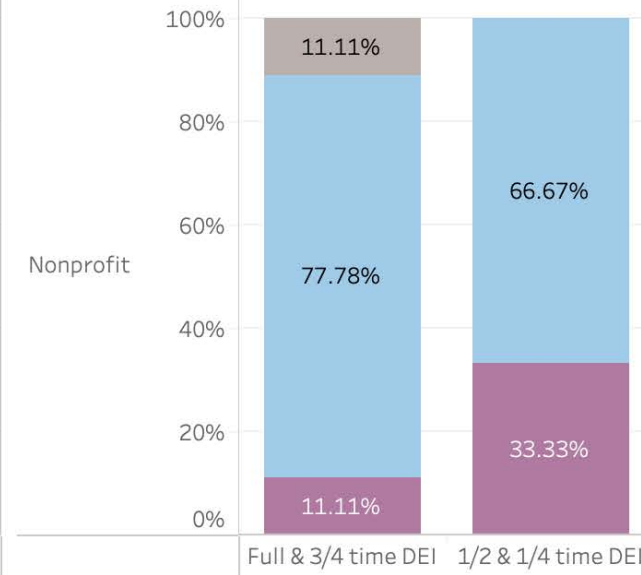
DEI Leaders - Seeking other DEI Role



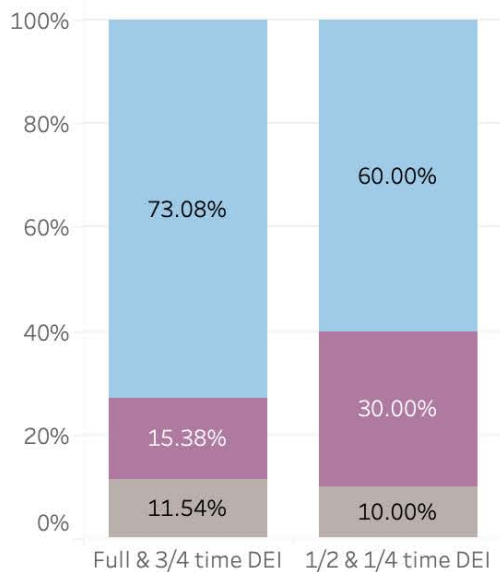
DEI Corporate Leaders - Seeking other DEI Role



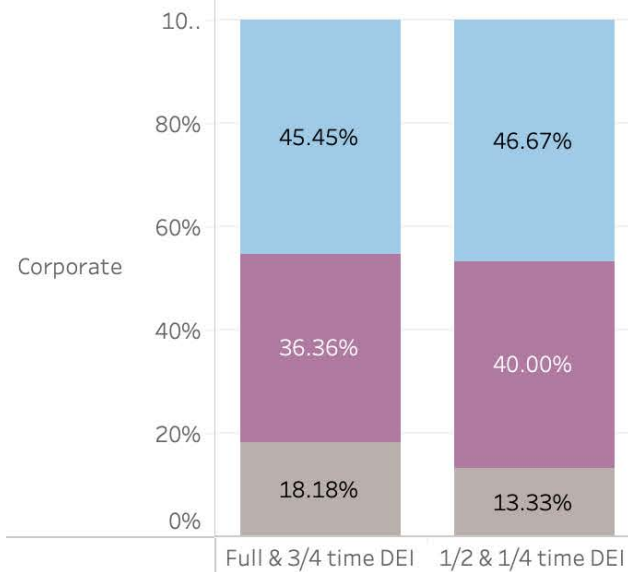
DEI Nonprofit Leaders - Seeking other DEI Role



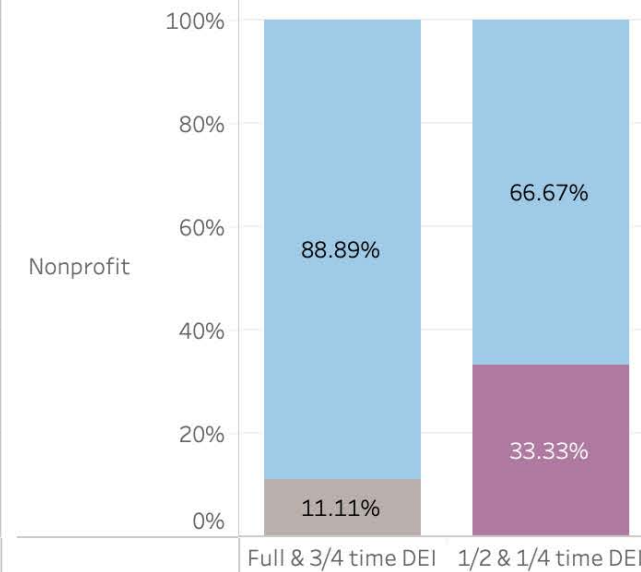
DEI Leaders - Seeking Non-DEI Role



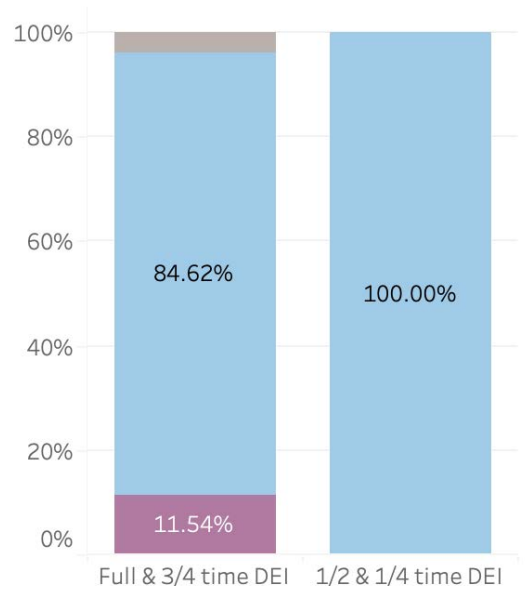
DEI Corporate Leaders - Seeking Non-DEI Role



DEI Nonprofit Leaders - Seeking Non-DEI Role



DEI Leaders - Title Change



DEI Leaders - Org Chart Shift



These bar charts show responses by DEI Leaders comparing Full time & ¾ to ½ & ¼ time commitments regarding:

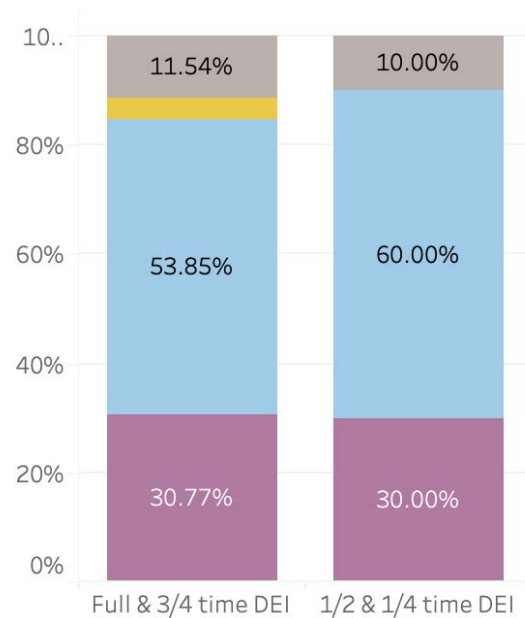
Title Change (Top Left)

Org Chart Shifts (Top Right)

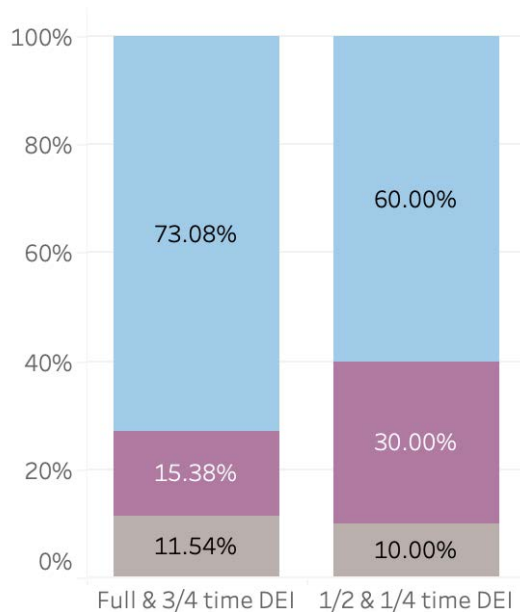
Seeking other DEI Role (Bottom Left)

Seeking Non-DEI Role (Bottom Right)

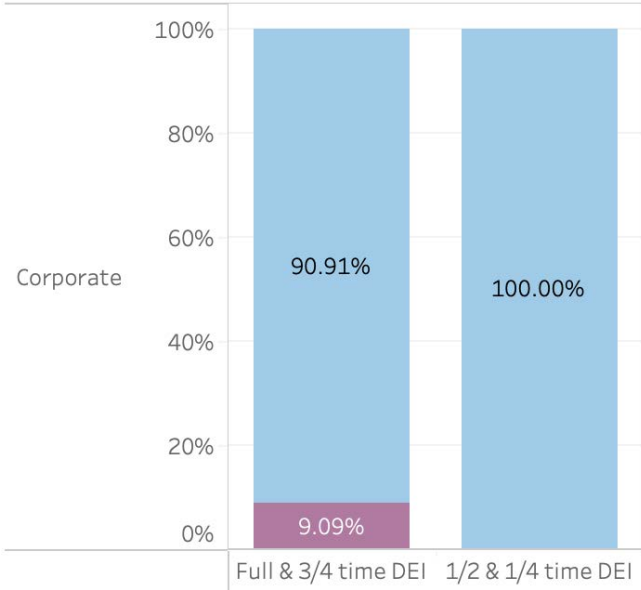
DEI Leaders - Seeking other DEI Role



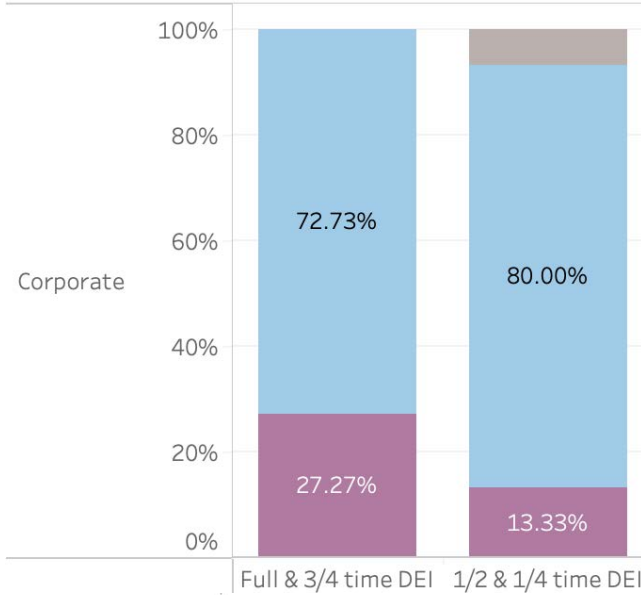
DEI Leaders - Seeking Non-DEI Role



DEI Corporate Leaders - Title Change



DEI Corporate Leaders - Org Chart Shift



These bar charts show responses by DEI Leaders comparing Full time & ¾ to ½ & ¼ time commitments regarding:

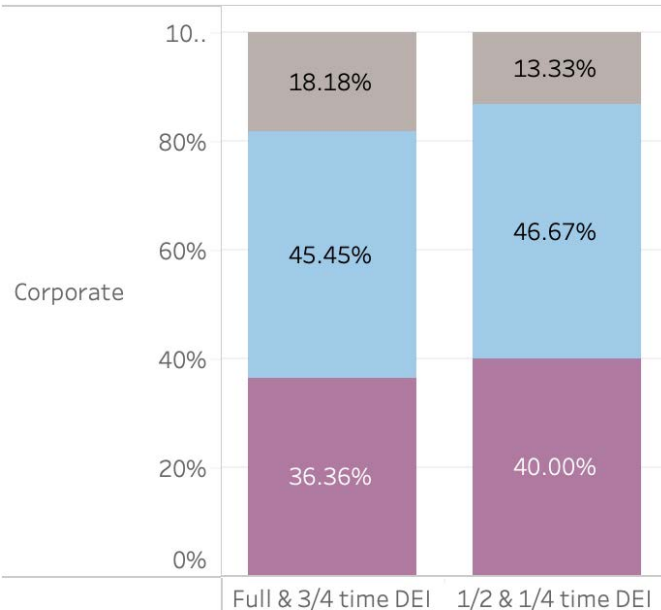
Title Change (Top Left)

Org Chart Shifts (Top Right)

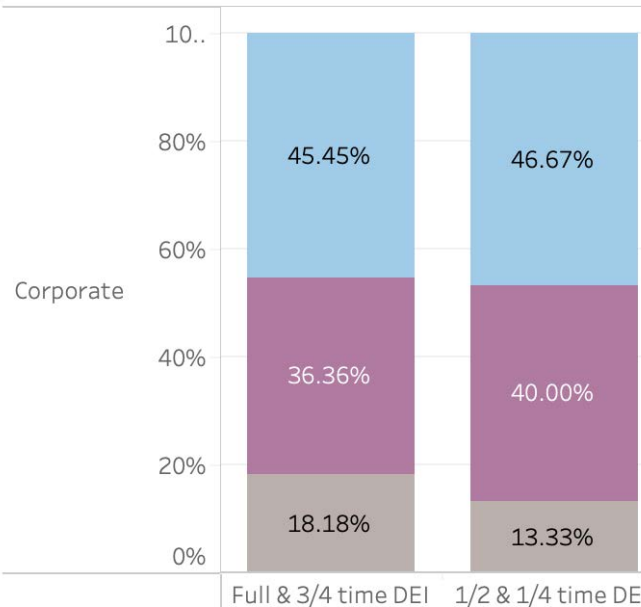
Seeking other DEI Role (Bottom Left)

Seeking Non-DEI Role (Bottom Right)

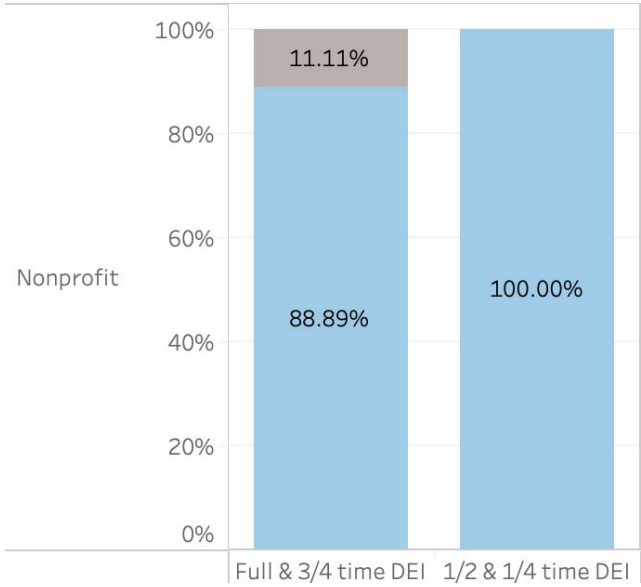
DEI Corporate Leaders - Seeking other DEI Role



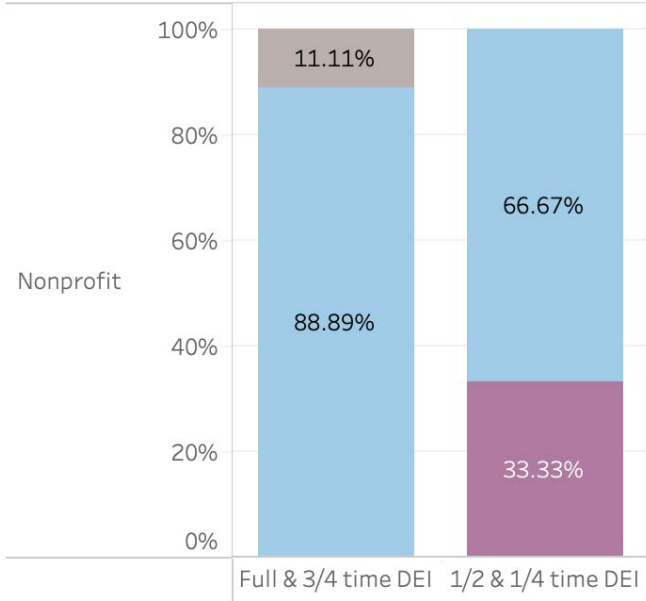
DEI Corporate Leaders - Seeking Non-DEI Role



DEI Nonprofit Leaders - Title Change



DEI Nonprofit Leaders - Org Chart Shift



These bar charts show responses by DEI Leaders comparing Full time & ¾ to ½ & ¼ time commitments regarding:

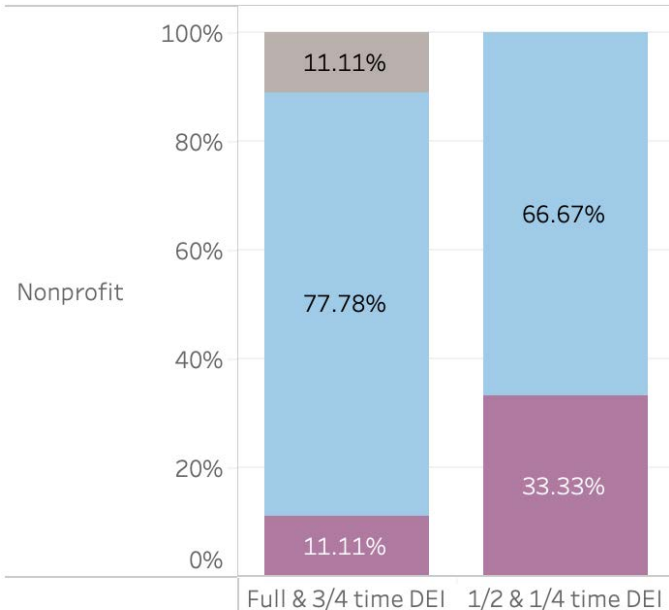
Title Change (Top Left)

Org Chart Shifts (Top Right)

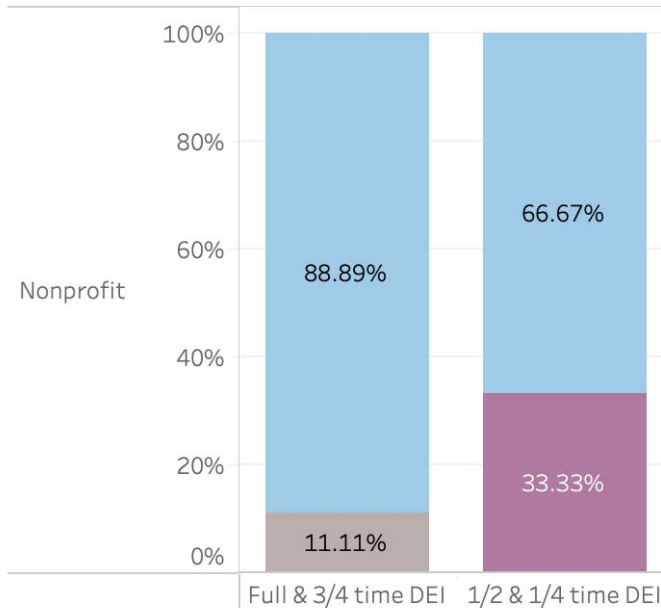
Seeking other DEI Role (Bottom Left)

Seeking Non-DEI Role (Bottom Right)

DEI Nonprofit Leaders - Seeking other DEI Role



DEI Nonprofit Leaders - Seeking Non-DEI Role





Organizational Shifts Comparative Analysis

Impact Comparison

(DEI Contributors and DEI Leaders)

DEI Contributors Increases

Q1 2024 / Q3 2024

- + 18.9% / + 11.1% DEI responsibilities
- + 8.9% / + 13.9% Other responsibilities
- + 8.9% / + 11.1% DEI budget
- + 22.2% / + 18.1% Negative org sentiment



DEI Leaders Increases

Q1 2024 / Q3 2024

- + 32.8% / + 21.7% DEI responsibilities
- + 20.9% / + 21.7% Other responsibilities
- + 16.4% / + 13.0% DEI budget
- + 38.8% / + 8.7% Negative org sentiment

Impact Factor for
DEI Leaders

Q1 / Q3

1.7x / 2.0x

2.3x / 1.6x

1.8x / 1.2x

1.7x / 0.5x

DEI Contributors Decreases

Q1 2024 / Q3 2024

- 5.6% / - 12.5% DEI responsibilities
- 3.3% / - 2.8% Other responsibilities
- 15.6% / - 13.9% DEI Budget
- 15.6% / - 9.7% Negative org sentiment



DEI Leaders Decreases

Q1 2024 / Q3 2024

- 10.5% / - 10.9% DEI responsibilities
- 1.5% / - 2.2% Other responsibilities
- 31.3% / - 19.6% DEI budget
- 4.5% / - 13.1% Negative org sentiment

Q1 / Q3

1.9x / 0.9x

0.5x / 0.8x

2.0x / 1.4x

0.3x / 1.3x

Impact Comparison

(Full & 3/4 Time DEI Leaders/Corporate/Nonprofit)

DEI Leaders Increases

Q1 2024 / Q3 2024

- + 30.9% / + 26.9% DEI responsibilities
- + 28.6% / + 19.2% Other responsibilities
- + 11.9% / + 19.2% DEI budget
- + 42.9% / + 3.9% Negative org sentiment



DEI Corporate Leaders Increases

Q1 2024 / Q3 2024

- + 33.3% / + 36.4% DEI responsibilities
- + 27.8% / + 18.2% Other responsibilities
- + 27.8% / + 36.4% DEI budget
- + 38.9% / + 9.1% Negative org sentiment



DEI Nonprofit Leaders Increases

Q1 2024 / Q3 2024

- + 10.0% / + 22.2% DEI responsibilities
- + 20.0% / + 22.2% Other responsibilities
- + 20.0% / + 11.1% DEI budget
- + 60.0% / + 0.0% Negative org sentiment

DEI Leaders Decreases

Q1 2024 / Q3 2024

- 16.7% / - 11.5% DEI responsibilities
- 0.0% / - 3.9% Other responsibilities
- 40.5% / - 23.1% DEI budget
- 4.8% / - 11.5% Negative org sentiment



DEI Corp Leaders Decreases

Q1 2024 / Q3 2024

- 11.1% / - 9.1% DEI responsibilities
- 0.0% / - 0.0% Other responsibilities
- 33.3% / - 9.1% DEI Budget
- 0.0% / - 9.1% Negative org sentiment



DEI Nonprofit Leaders Decrease

Q1 2024 / Q3 2024

- 10.0% / - 0.0% DEI responsibilities
- 0.0% / - 0.0% Other responsibilities
- 30.0% / - 44.4% DEI Budget
- 0.0% / - 22.2% Negative org sentiment

Impact Comparison

(1/2 & 1/4 Time DEI Leaders/Corporate/Nonprofit)

DEI Leaders Increases

Q1 2024 / Q3 2024

- + 36.0% / + 15.0% DEI responsibilities
- + 8.0% / + 25.0% Other responsibilities
- + 20.0% / + 5.0% DEI budget
- + 32.0% / + 15.0% Negative org sentiment



DEI Corporate Leaders Increases

Q1 2024 / Q3 2024

- + 33.3% / + 6.7% DEI responsibilities
- + 6.7% / + 26.7% Other responsibilities
- + 20.0% / + 6.7% DEI budget
- + 33.3% / + 6.7% Negative org sentiment



DEI Nonprofit Leaders Increases

Q1 2024 / Q3 2024

- + 28.6% / + 66.7% DEI responsibilities
- + 0.0% / + 66.7% Other responsibilities
- + 14.3% / + 0.0% DEI budget
- + 28.6% / + 33.3% Negative org sentiment

DEI Leaders Decreases

Q1 2024 / Q3 2024

- 0.0% / - 10.0% DEI responsibilities
- 4.0% / - 0.0% Other responsibilities
- 16.0% / - 15.0% DEI budget
- 4.8% / - 15.0% Negative org sentiment



DEI Corp Leaders Decreases

Q1 2024 / Q3 2024

- 0.0% / - 6.7% DEI responsibilities
- 6.7% / - 0.0% Other responsibilities
- 20.0% / - 20.0% DEI Budget
- 6.7% / - 20.0% Negative org sentiment



DEI Nonprofit Leaders Decreases

Q1 2024 / Q3 2024

- 0.0% / - 0.0% DEI responsibilities
- 14.3% / - 0.0% Other responsibilities
- 28.6% / - 0.0% DEI Budget
- 0.0% / - 0.0% Negative org sentiment

Impact Comparison

(DEI Contributors and DEI Leaders)

DEI Contributors	DEI Leaders	Impact Factor for DEI Leaders
Q1 2024 / Q3 2024	Q1 2024 / Q3 2024	Q1 / Q3
23.3% / --- Adapting DEI programs	32.8% / -- Adapting DEI programs	1.4x / na
3.3% / 0% Title Change	14.9% / 6.5% Title Change	4.5x / 6x
	11.9% / --Title Change (likely)	na / na
8.9% / 16.7% seeking another DEI role	17.9% / 30.4% seeking another DEI role	2.0x / 1.8x
1.1% / 1.4% likely seeking another DEI role		-
18.9% / 15.3% seeking different role	25.4% / 21.5% seeking a different role	1.3x / 1.4x
2.2% / 2.8% likely seeking a different role	4.5% / --- likely seeking a different role	2.0x / na
20.0% / 18.1% Seeking role outside Utah	22.4% / 19.6% seeking role outside Utah	1.1x / 1.1x
	5.9% / --- likely seeking role outside Utah	-

Impact Comparison

(Full & 3/4 Time DEI Leaders/Corporate/Nonprofit)

DEI Leaders (Yes)

Q1 2024 / Q3 2024

+ 6.7% / + 11.54% Title Change
 + 35.7% / na Adapting Programs
 + 26.2% / + 30.8% Seeking Other DEI Role
 + 33.3% / + 15.4% Seeking Non-DEI Role



DEI Corporate Leaders (Yes)

Q1 2024 / Q3 2024

+ 0.0% / + 9.09% Title Change
 + 27.8% / na Adapting Programs
 + 16.7% / + 36.4% Seeking Other DEI Role
 + 16.7% / + 36.4% Seeking Non-DEI Role



DEI Nonprofit Leaders (Yes)

Q1 2024 / Q3 2024

+ 0.0% / + 0.0% Title Change
 + 40.0% / na Adapting Programs
 + 40.0% / + 11.1% Seeking Other DEI Role
 + 50.0% / + 0.0% Seeking Non-DEI Role

DEI Leaders (Likely)

Q1 2024 / Q3 2024

+ 19.0% / + 11.54% actual Title Change
 + 0.0% / na Adapting Programs
 + 0.0% / + 3.9% Seeking Other DEI Role
 + 7.14% / + 0.0% Seeking Non-DEI Role



DEI Corporate Leaders (Likely)

Q1 2024 / Q3 2024

+ 27.8% / + 9.09% actual Title Change
 + 0.0% / na Adapting Programs
 + 0.0% / + 0.0% Seeking Other DEI Role
 + 11.1% / + 0.0% Seeking Non-DEI Role



DEI Nonprofit Leaders (Likely)

Q1 2024 / Q3 2024

+ 10.0% / + 0.0% actual Title Change
 + 0.0% / na Adapting Programs
 + 0.0% / + 0.0% Seeking Other DEI Role
 + 0.0% / + 0.0% Seeking Non-DEI Role

Impact Comparison

(1/2 & 1/4 Time DEI Leaders/Corporate/Nonprofit)

DEI Leaders (Yes)

Q1 2024 / Q3 2024

- + 12.0% / + 0.0% Title Change
- + 28.0% / na Adapting Programs
- + 4.0% / + 30.0% Seeking Other DEI Role
- + 12.0% / + 30.0% Seeking Non-DEI Role



DEI Corporate Leaders (Yes)

Q1 2024 / Q3 2024

- + 6.7% / + 0.0% Title Change
- + 33.3% / na Adapting Programs
- + 0.0% / + 40.0% Seeking Other DEI Role
- + 20.0% / + 40.0% Seeking Non-DEI Role



DEI Nonprofit Leaders (Yes)

Q1 2024 / Q3 2024

- + 14.3% / + 0.0% Title Change
- + 28.6% / na Adapting Programs
- + 14.3% / + 33.3% Seeking Other DEI Role
- + 0.0% / + 33.3% Seeking Non-DEI Role

DEI Leaders (Likely)

Q1 2024 / Q3 2024

- + 0.0% / 0% actual Title Change
- + 0.0% / na Adapting Programs
- + 0.0% / 0% Seeking Other DEI Role
- + 0.0% / 0% Seeking Non-DEI Role



DEI Corp Leaders (Likely)

Q1 2024 / Q3 2024

- + 0.0% / 0% actual Title Change
- + 0.0% / na Adapting Programs
- + 0.0% / 0% Seeking Other DEI Role
- + 0.0% / 0% Seeking Non-DEI Role



DEI Nonprofit Leaders (Likely)

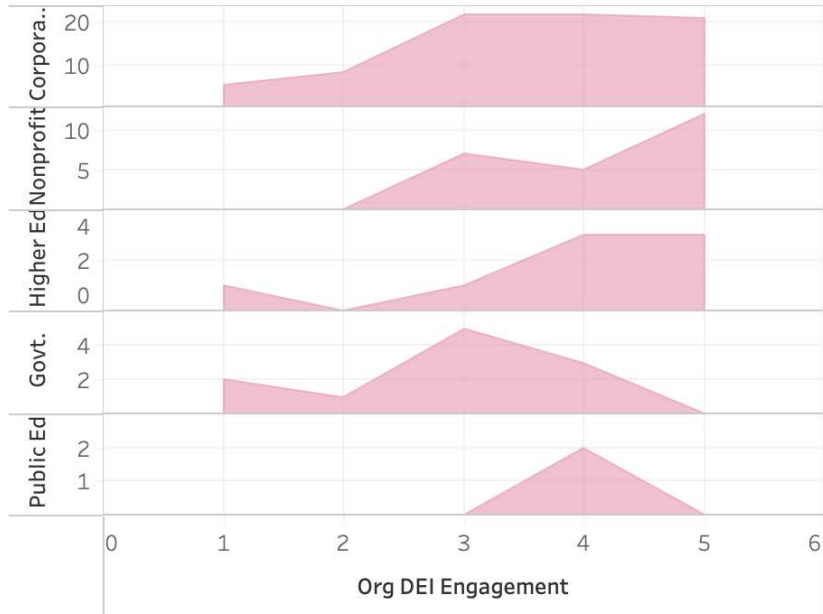
Q1 2024 / Q3 2024

- + 0.0% / 0% actual Title Change
- + 0.0% / na Adapting Programs
- + 0.0% / 0% Seeking Other DEI Role
- + 0.0% / 0% Seeking Non-DEI Role

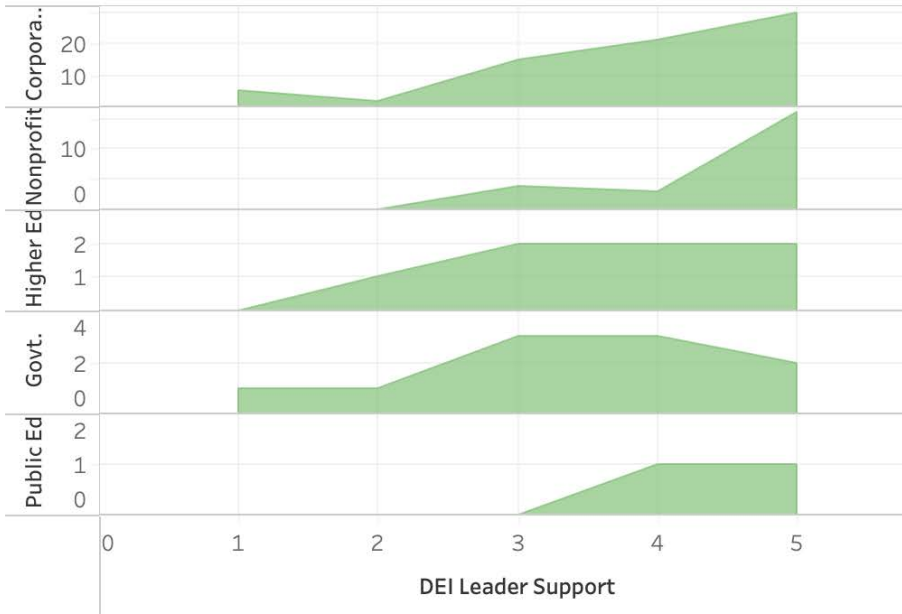


Culture Drivers

Industry Org Engagement Level



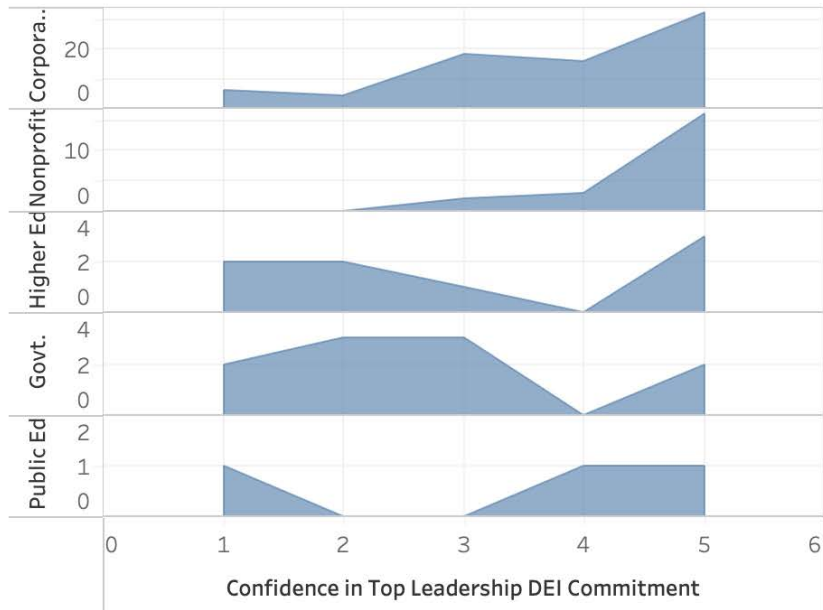
Industry DEI Leader Support Level



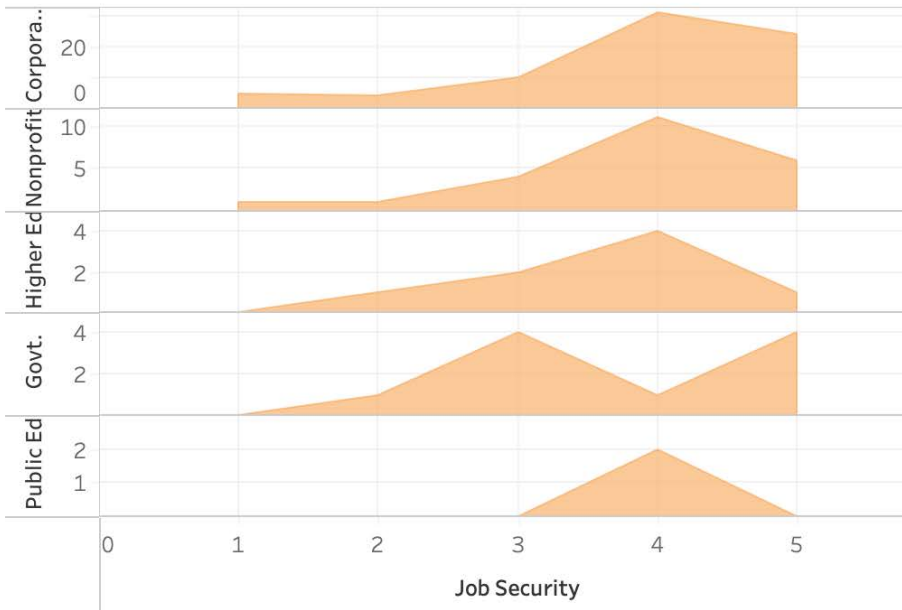
These charts show likert scale responses from all respondents to the following questions:

1. Org DEI Engagement (Top Left): "How engaged is your organization in DEI?"
2. DEI Leader Support (Top Right): "How supportive is your organization of its DEI leader(s) (if applicable)?"
3. Confidence in Top Leadership DEI Commitment (Bottom Left): "If your organization's leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?"
4. Job Security (Bottom Right): "How secure do you feel your job is?"

Industry Confidence in Leaders Commitment to DEI

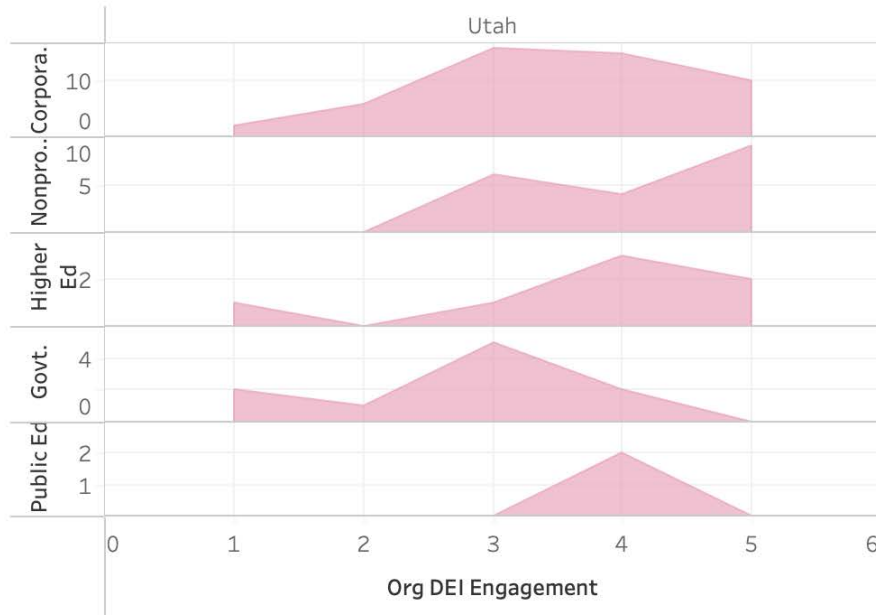


Industry Job Security Level

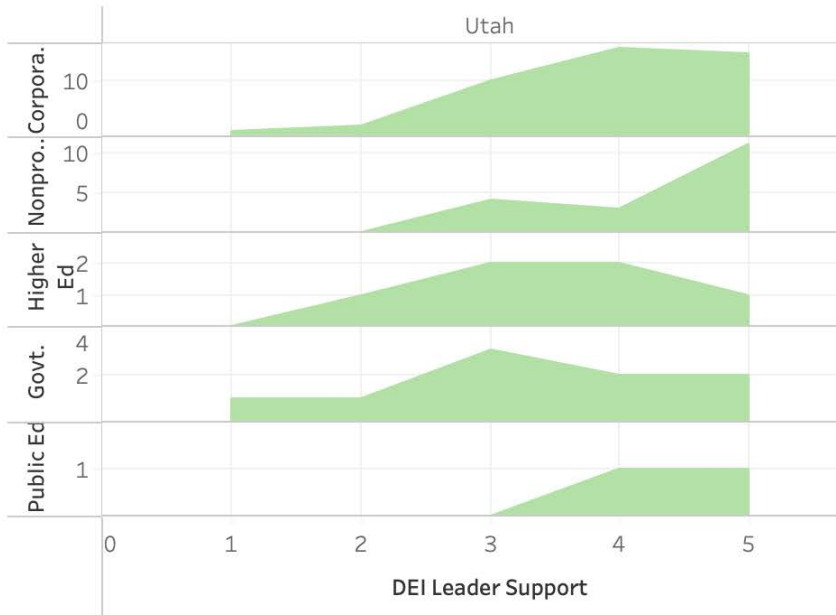


The data is further segmented by industry (Corporate, Nonprofit, Govt, Higher Ed, Public Ed)

Industry Org Engagement Level



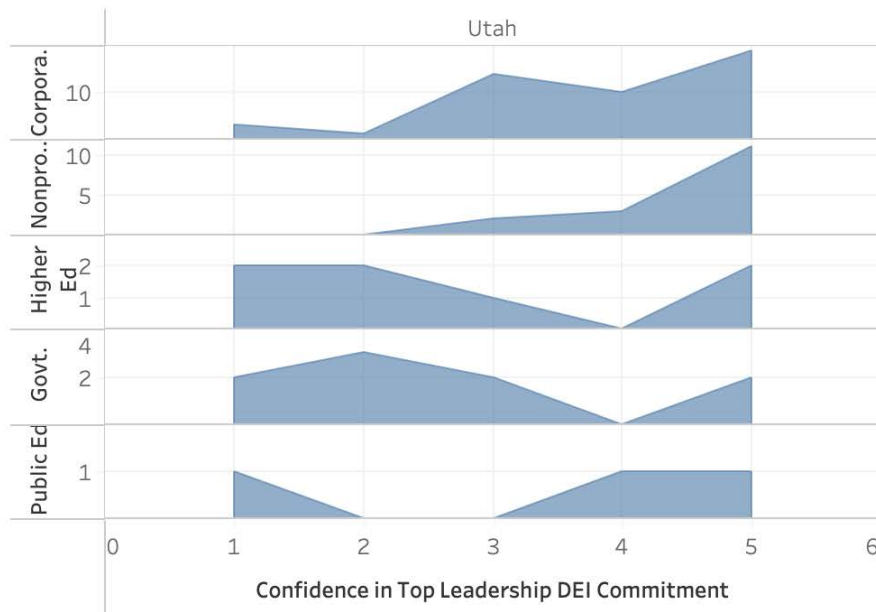
Industry DEI Leader Support Level



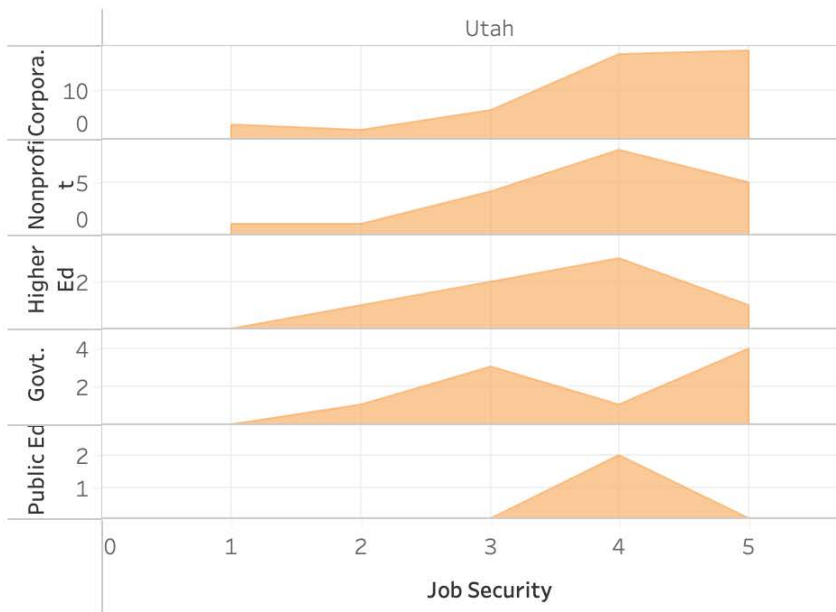
These charts show likert scale responses from respondents who work for companies headquartered in Utah, to the following questions:

1. Org DEI Engagement (Top Left): "How engaged is your organization in DEI?"
2. DEI Leader Support (Top Right): "How supportive is your organization of its DEI leader(s) (if applicable)?"
3. Confidence in Top Leadership DEI Commitment (Bottom Left): "If your organization's leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?"
4. Job Security (Bottom Right): "How secure do you feel your job is?"

Industry Confidence in Leaders Commitment to DEI

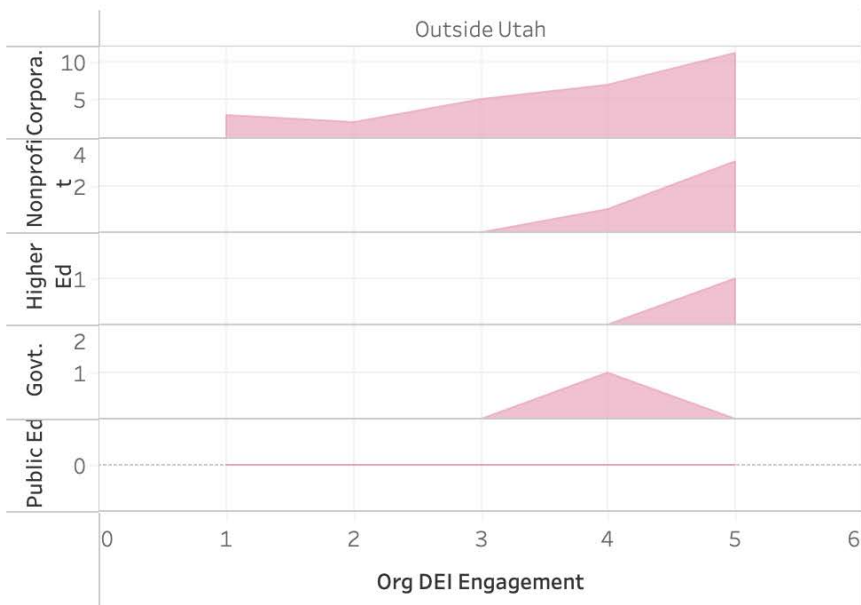


Industry Job Security Level

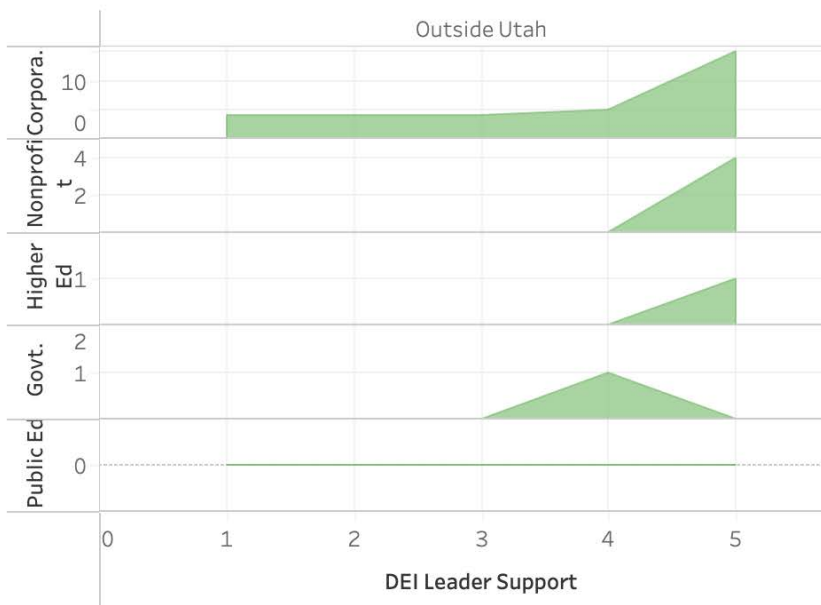


The data is further segmented by industry (Corporate, Nonprofit, Govt, Higher Ed, Public Ed)

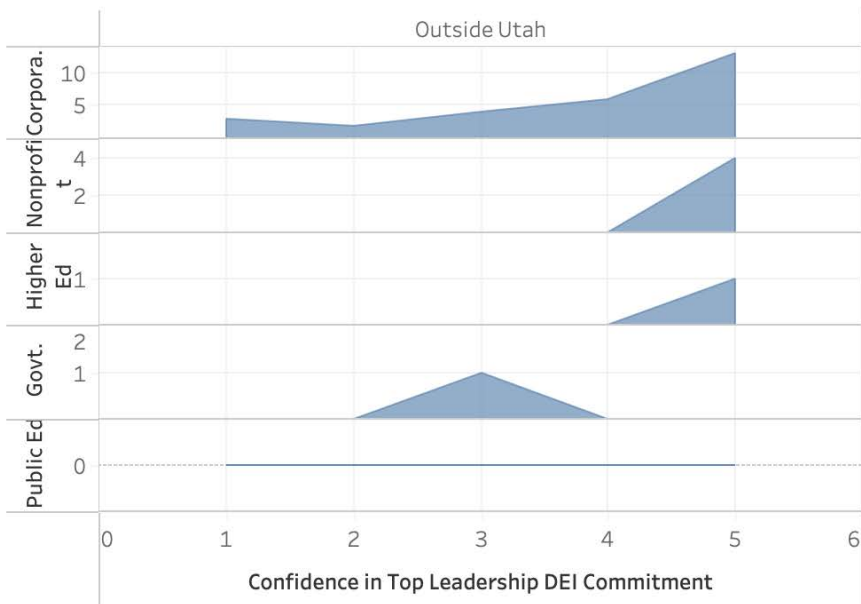
Industry Org Engagement Level



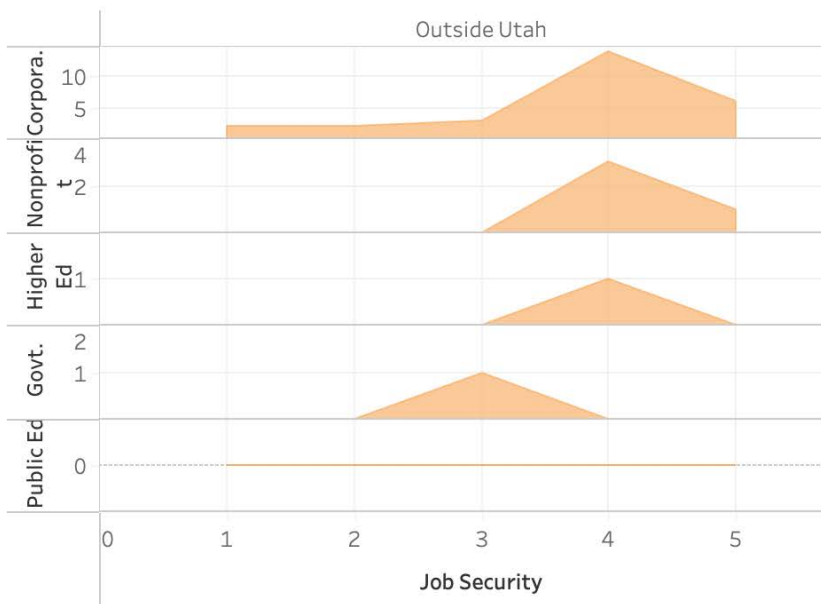
Industry DEI Leader Support Level



Industry Confidence in Leaders Commitment to DEI



Industry Job Security Level

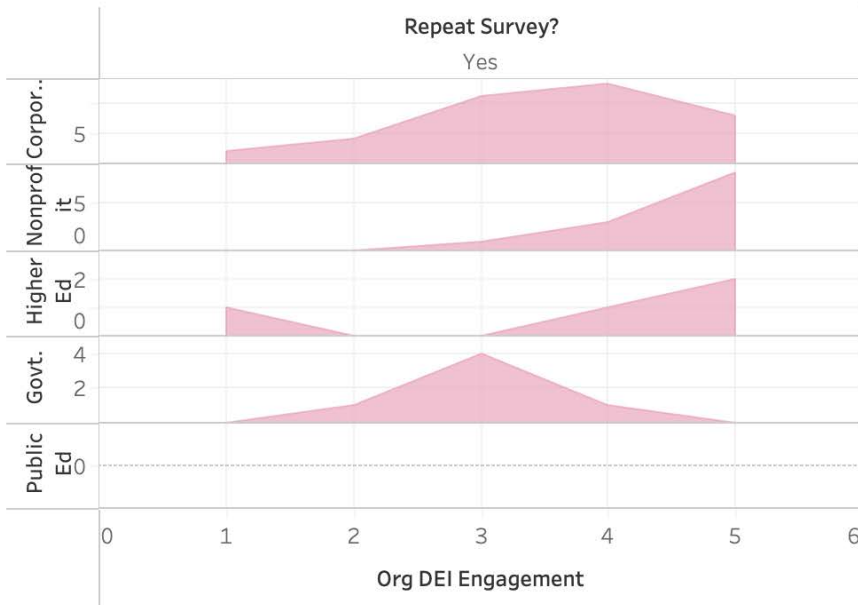


These charts show likert scale responses from respondents who work for companies headquartered outside Utah to the following questions:

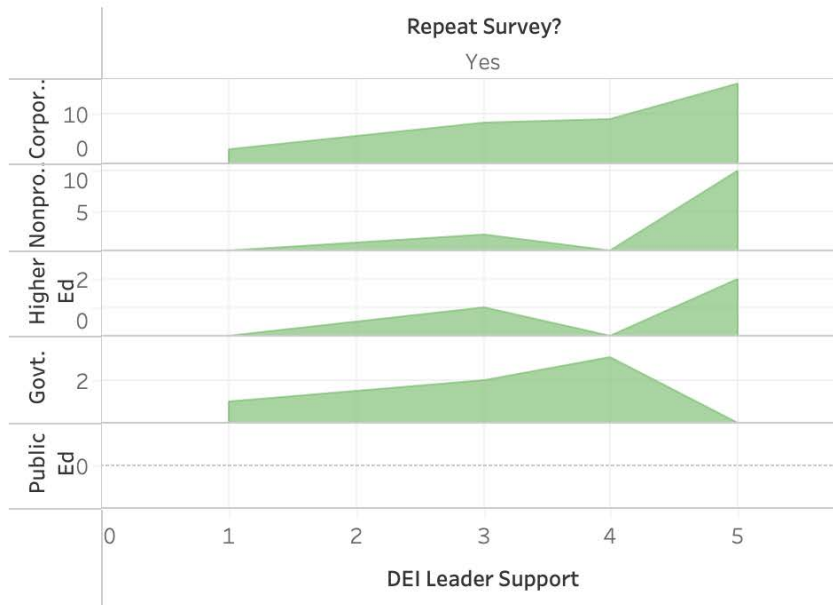
1. Org DEI Engagement (Top Left): "How engaged is your organization in DEI?"
2. DEI Leader Support (Top Right): "How supportive is your organization of its DEI leader(s) (if applicable)?"
3. Confidence in Top Leadership DEI Commitment (Bottom Left): "If your organization's leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?"
4. Job Security (Bottom Right): "How secure do you feel your job is?"

The data is further segmented by industry (Corporate, Nonprofit, Govt, Higher Ed, Public Ed)

Industry Org Engagement Level



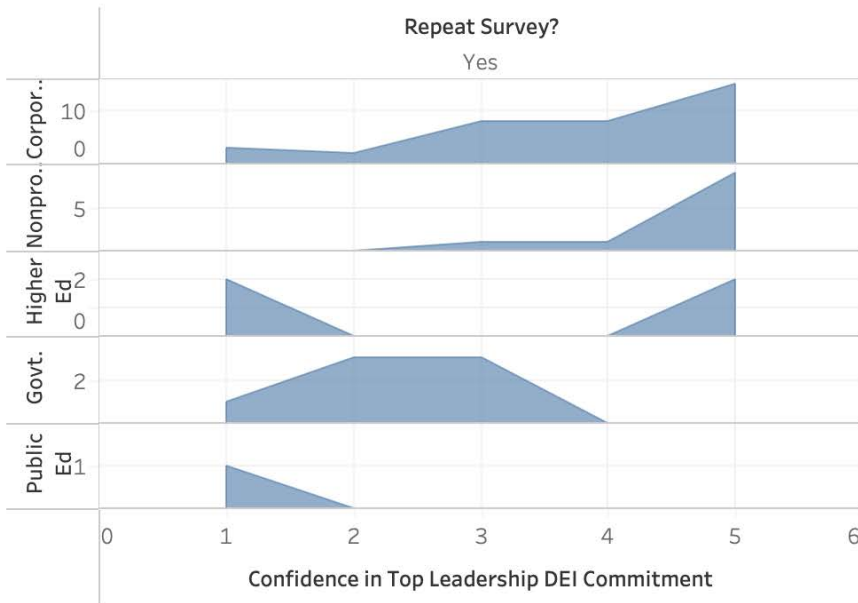
Industry DEI Leader Support Level



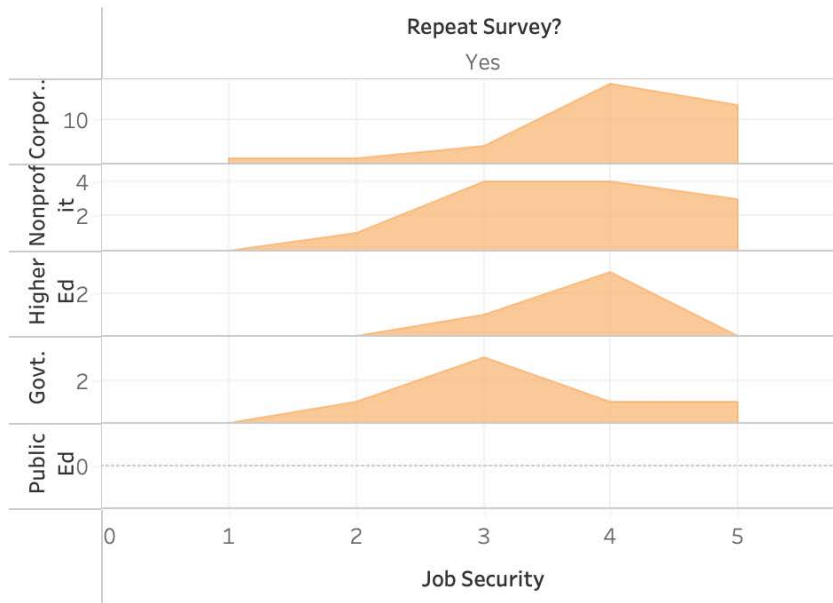
These charts show likert scale responses from respondents who also took the Q1 Survey to the following questions:

1. Org DEI Engagement (Top Left): "How engaged is your organization in DEI?"
2. DEI Leader Support (Top Right): "How supportive is your organization of its DEI leader(s) (if applicable)?"
3. Confidence in Top Leadership DEI Commitment (Bottom Left): "If your organization's leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?"
4. Job Security (Bottom Right): "How secure do you feel your job is?"

Industry Confidence in Leaders Commitment to DEI



Industry Job Security Level



The data is further segmented by industry (Corporate, Nonprofit, Govt, Higher Ed, Public Ed)

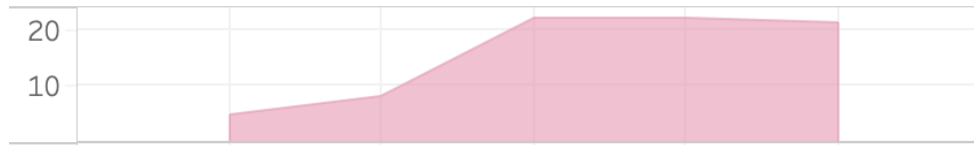


Cultural Drivers Cross Views & Comparative Analysis

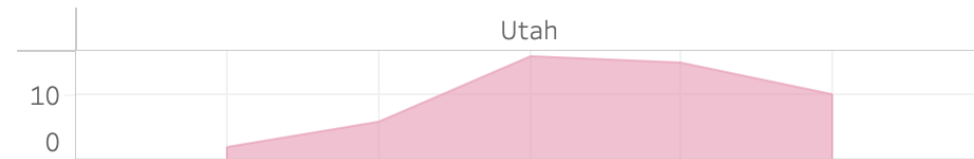
DEI Pulsecheck Views



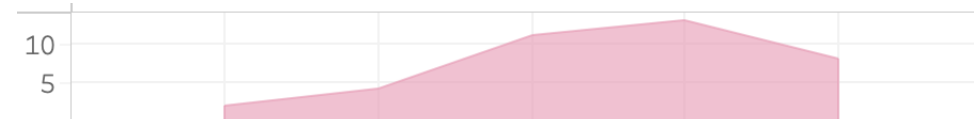
Q1 DEI Pulsecheck (79 respondents)



Q3 DEI Pulsecheck (78 respondents)



Q3 HQ Utah (49 respondents)

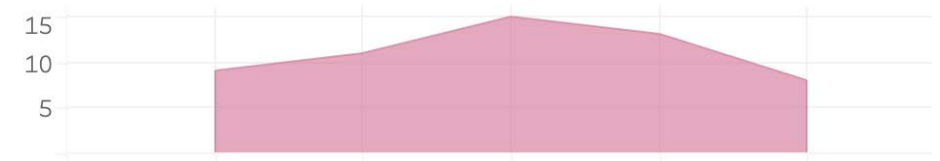


Q3 Repeat Respondents (38 respondents)

These charts show likert scale responses to the following question: “How engaged is your organization in DEI?” The data is segmented by industry: Corporate.

- The first view (gray) is Q1 corporate respondents.
- The second view is Q3 corporate respondents.
- The third view is Q3 corporate respondents for companies HQ in Utah
- The fourth view is Q3 repeat corporate respondents. While we cannot provide a 1:1 comparison between Q1 and Q3, we can provide a general comparison.

General Views



Q2 Corporate Atty (56 respondents)

This chart shows likert scale responses to the following question: “How engaged is your organization in DEI?”

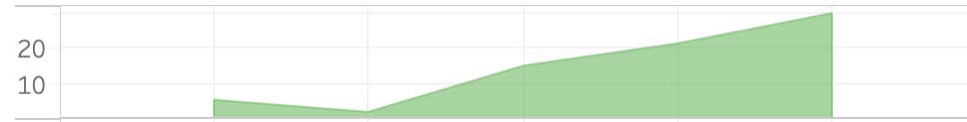
This Q2 survey was conducted in June 2024 at the Utah State Bar Corporate Counsel Conference. This view provides an interesting “general” view of corporate professionals who engage with corporate leadership and their assessment of their own companies.

Attendees of the Corporate Counsel Conference and respondents may not necessarily be engaged in or advocates of DEI. Whereas, respondents to the Utah DEI Pulsecheck are engaged in or advocates of DEI in some way (see demographics). This view can be valuable as a broader gauge on general corporate sentiments.

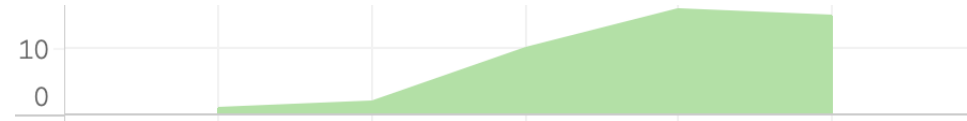
DEI Pulsecheck Views



Q1 DEI Pulsecheck (79 respondents)



Q3 DEI Pulsecheck (73 respondents)



Q3 HQ Utah (44 respondents)

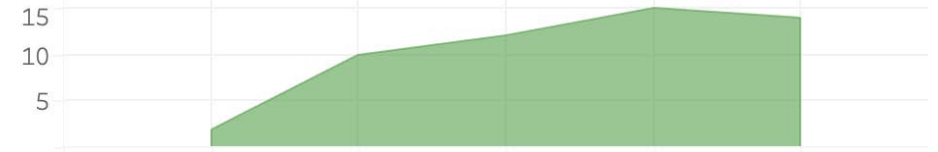


Q3 Repeat Respondents (36 respondents)

These charts show likert scale responses to the following question: "How supportive is your organization of its DEI leader(s) (if applicable)?" The data is segmented by industry: Corporate.

- The first view (gray) is Q1 corporate respondents.
- The second view is Q3 corporate respondents.
- The third view is Q3 corporate respondents for companies HQ in Utah
- The fourth view is Q3 repeat corporate respondents. While we cannot provide a 1:1 comparison between Q1 and Q3, we can provide a general comparison.

General Views



Q2 Corporate Atty (53 respondents)

This chart shows likert scale responses to the following question: "How supportive is your organization of its DEI leader(s) (if applicable)?"

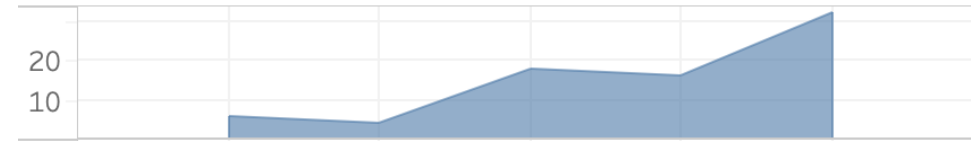
This Q2 survey was conducted in June 2024 at the Utah State Bar Corporate Counsel Conference. This view provides an interesting "general" view of corporate professionals who engage with corporate leadership and their assessment of their own companies.

Attendees of the Corporate Counsel Conference and respondents may not necessarily be engaged in or advocates of DEI. Whereas, respondents to the Utah DEI Pulsecheck are engaged in or advocates of DEI in some way (see demographics). This view can be valuable as a broader gauge on general corporate sentiments.

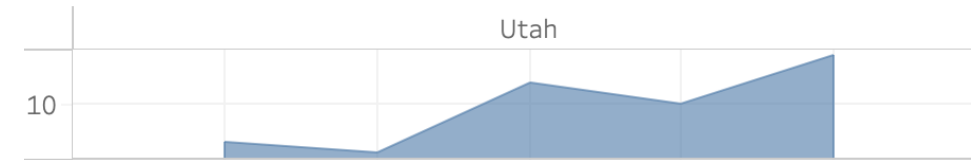
DEI Pulsecheck Views



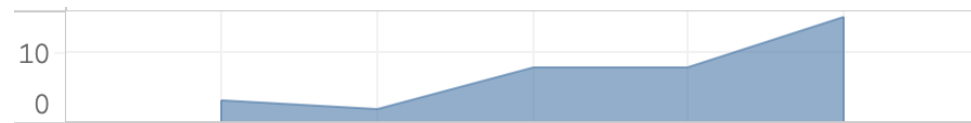
Q1 DEI Pulsecheck (79 respondents)



Q3 DEI Pulsecheck (76 respondents)



Q3 HQ Utah (47 respondents)



Q3 Repeat Respondents (38 respondents)

These charts show likert scale responses to the following question: “If your organization's leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?” The data is segmented by industry: Corporate.

- The first view (gray) is Q1 corporate respondents.
- The second view is Q3 corporate respondents.
- The third view is Q3 corporate respondents for companies HQ in Utah
- The fourth view is Q3 repeat corporate respondents. While we cannot provide a 1:1 comparison between Q1 and Q3, we can provide a general comparison.

General Views



Q2 Corporate Atty (54 respondents)

This chart shows likert scale responses to the following question: “If your organization's leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?”

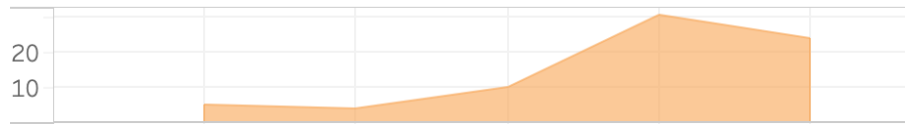
This Q2 survey was conducted in June 2024 at the Utah State Bar Corporate Counsel Conference. This view provides an interesting “general” view of corporate professionals who engage with corporate leadership and their assessment of their own companies.

Attendees of the Corporate Counsel Conference and respondents may not necessarily be engaged in or advocates of DEI. Whereas, respondents to the Utah DEI Pulsecheck are engaged in or advocates of DEI in some way (see demographics). This view can be valuable as a broader gauge on general corporate sentiments.

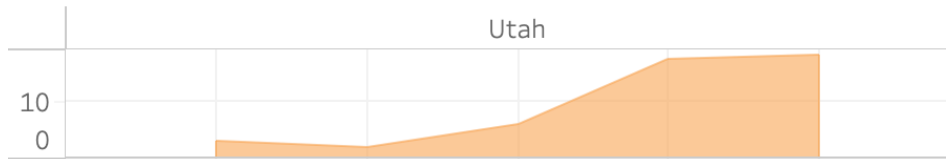
DEI Pulsecheck Views



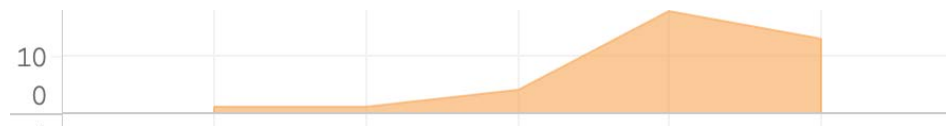
Q1 DEI Pulsecheck (79 respondents)



Q3 DEI Pulsecheck (78 respondents)



Q3 HQ Utah (49 respondents)



Q3 Repeat Respondents (38 respondents)

These charts show likert scale responses to the following question: “How secure do you feel your job is?” The data is segmented by industry: Corporate.

- The first view (gray) is Q1 corporate respondents.
- The second view is Q3 corporate respondents.
- The third view is Q3 corporate respondents for companies HQ in Utah
- The fourth view is Q3 repeat corporate respondents. While we cannot provide a 1:1 comparison between Q1 and Q3, we can provide a general comparison.

General Views



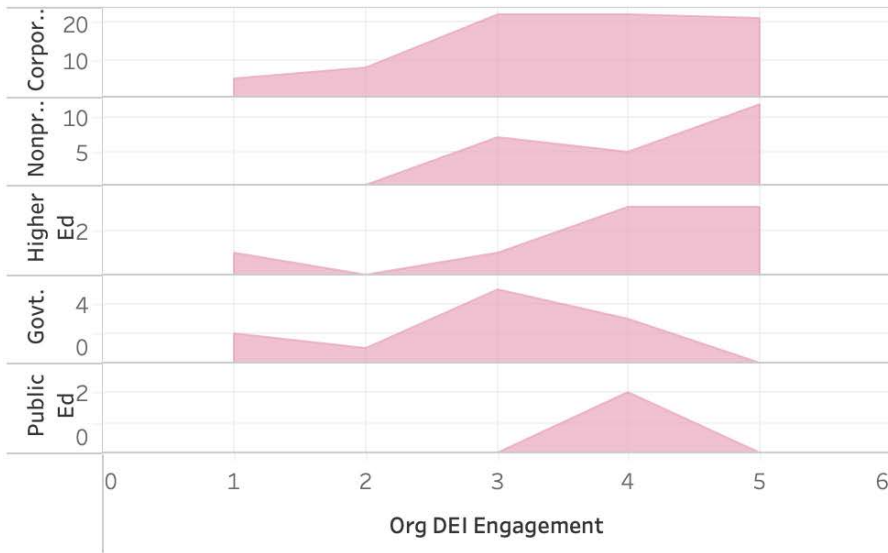
Q2 Corporate Atty (56 respondents)

This chart shows likert scale responses to the following question: “How secure do you feel your job is?”

This Q2 survey was conducted in June 2024 at the Utah State Bar Corporate Counsel Conference. This view provides an interesting “general” view of corporate professionals who engage with corporate leadership and their assessment of their own companies.

Attendees of the Corporate Counsel Conference and respondents may not necessarily be engaged in or advocates of DEI. Whereas, respondents to the Utah DEI Pulsecheck are engaged in or advocates of DEI in some way (see demographics). This view can be valuable as a broader gauge on general corporate sentiments.

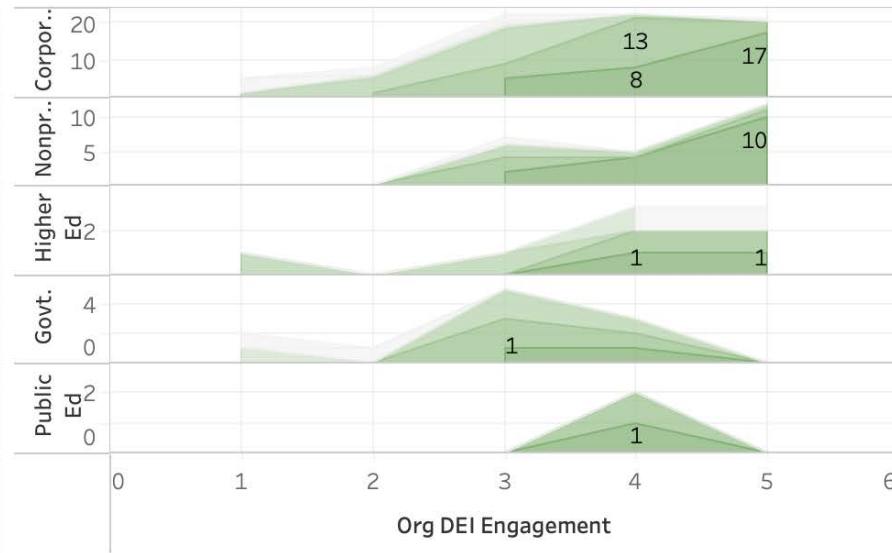
Industry Org Engagement Level



DEI Leader Support



Org Engagement x DEI Leader Support



These charts show likert scale responses from all respondents to the following question: “How engaged is your organization in DEI?” The data is further segmented by industry (Corporate, Nonprofit, Govt, Higher Ed, Public Ed)

Crossviews are provided to layer the likert scale responses of other drivers to compare affects on organizational engagement.

1. Org DEI Engagement (Top Left): “How engaged is your organization in DEI?”

2. DEI Leader Support (Top Right): “How supportive is your organization of its DEI leader(s) (if applicable)?”

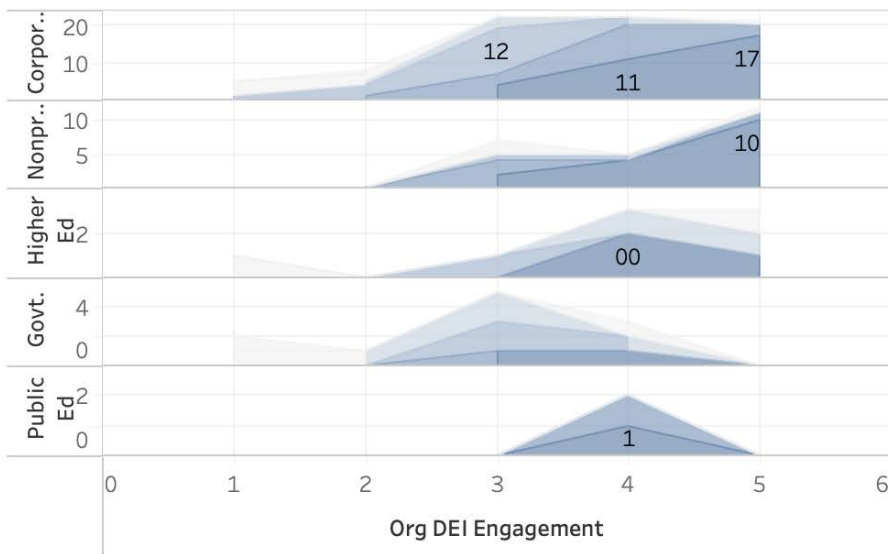
3. Confidence in Top Leadership DEI Commitment (Bottom Left): “If your organization’s leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?”

4. Job Security (Bottom Right): “How secure do you feel your job is?”

Confidence in Top Leadership DEI Commitment



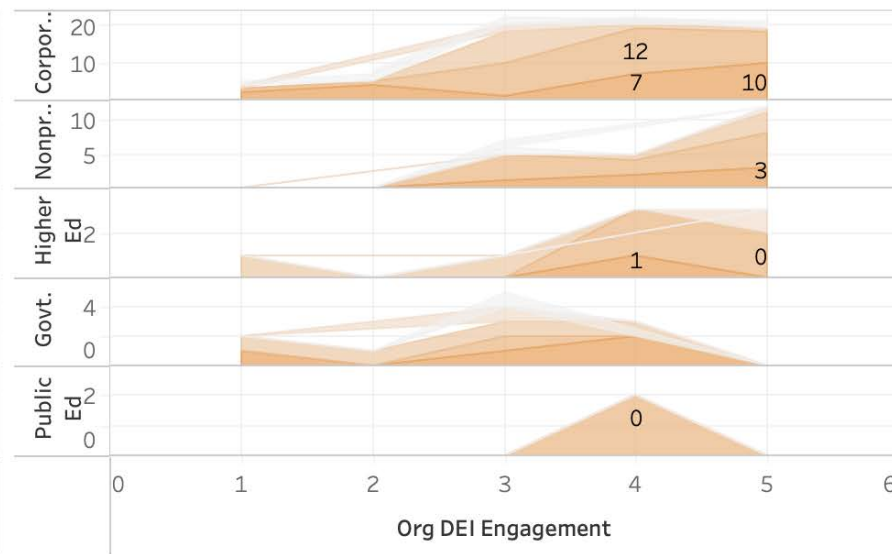
Org Engagement x Confidence in Top Leadership



Job Security



Org Engagement x Job Security



Feb 2024

Aug 2024

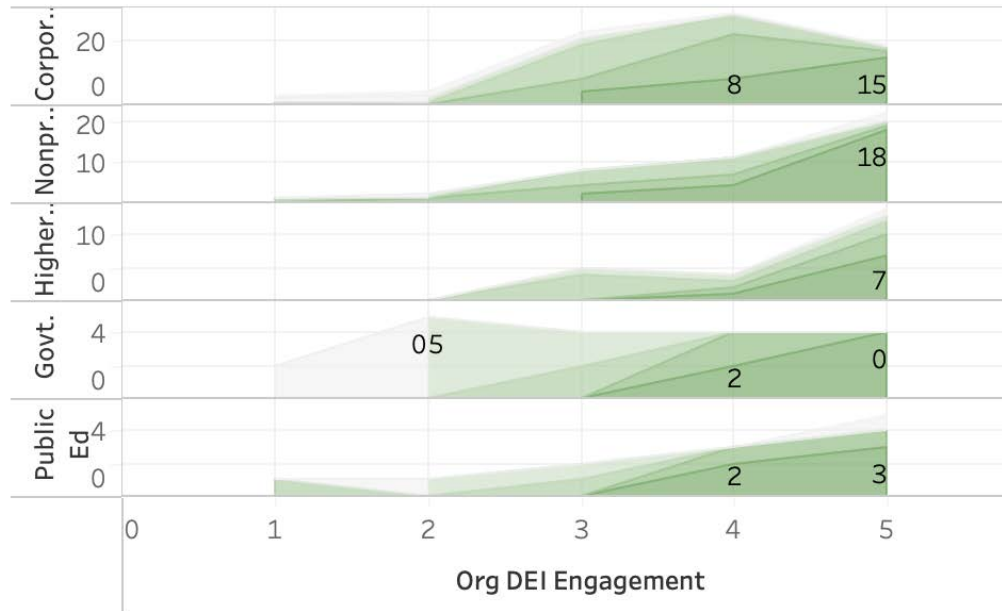
DEI Leader Support



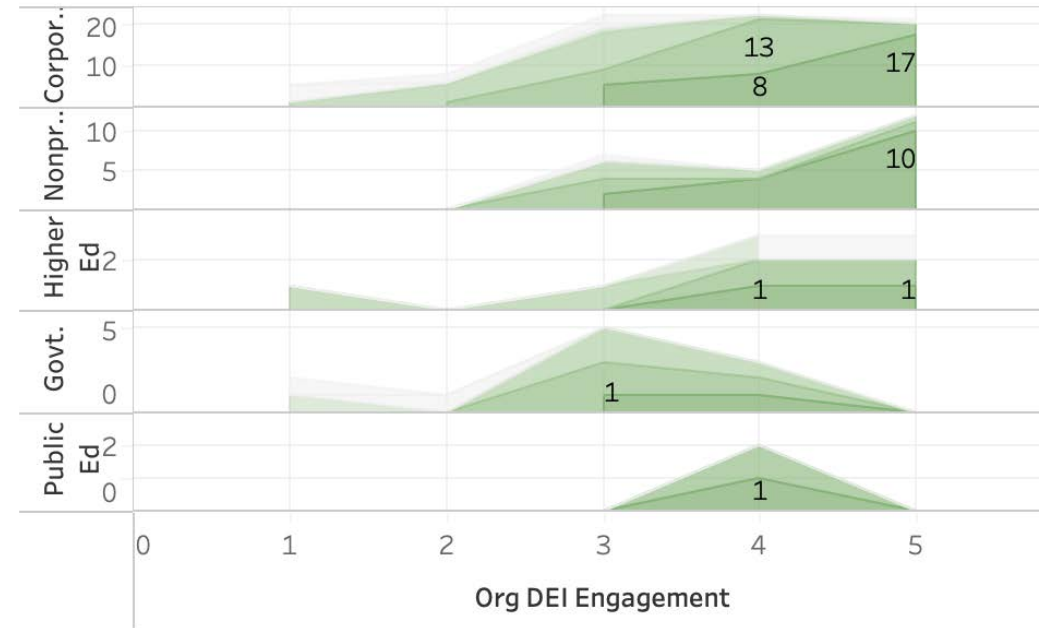
DEI Leader Support



Industry Org Engagement Level



Industry Org Engagement Level



These charts compare the cross views of these two cultural drivers from Q1 to Q3.

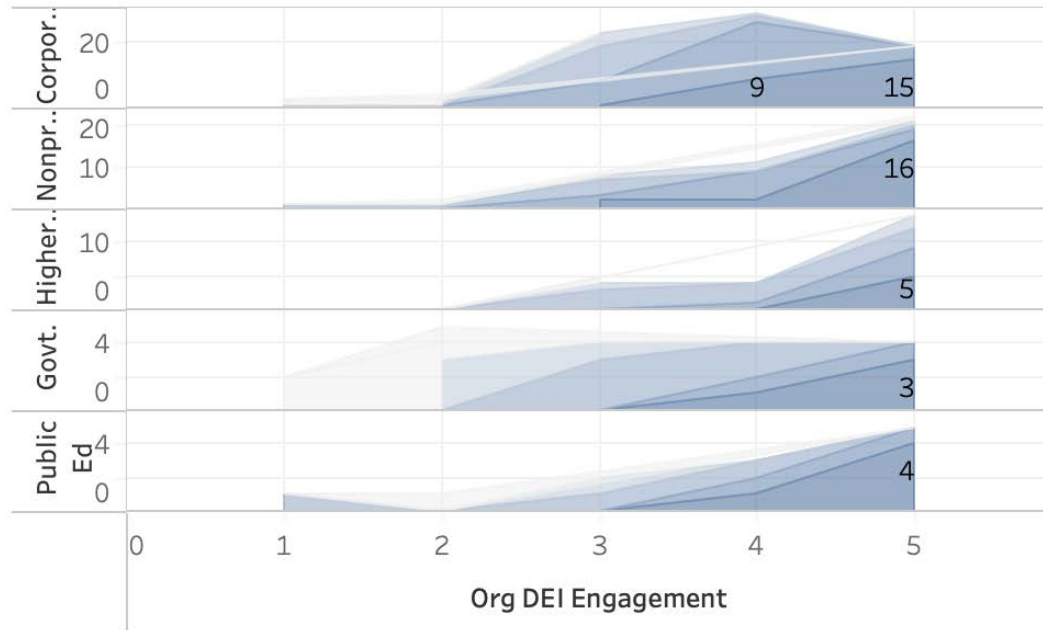
1. Org DEI Engagement: "How engaged is your organization in DEI?"
2. DEI Leader Support: "How supportive is your organization of its DEI leader(s) (if applicable)?"

Feb 2024

Confidence in Top Leadership DEI Commitment



Industry Org Engagement Level

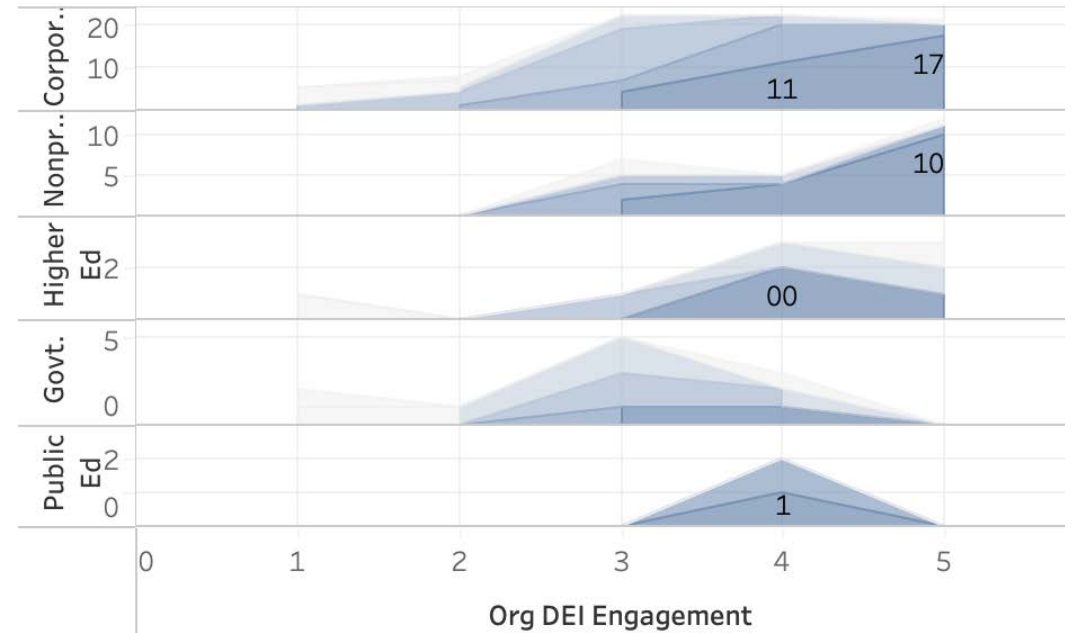


Aug 2024

Confidence in Top Leadership DEI Commitment



Industry Org Engagement Level



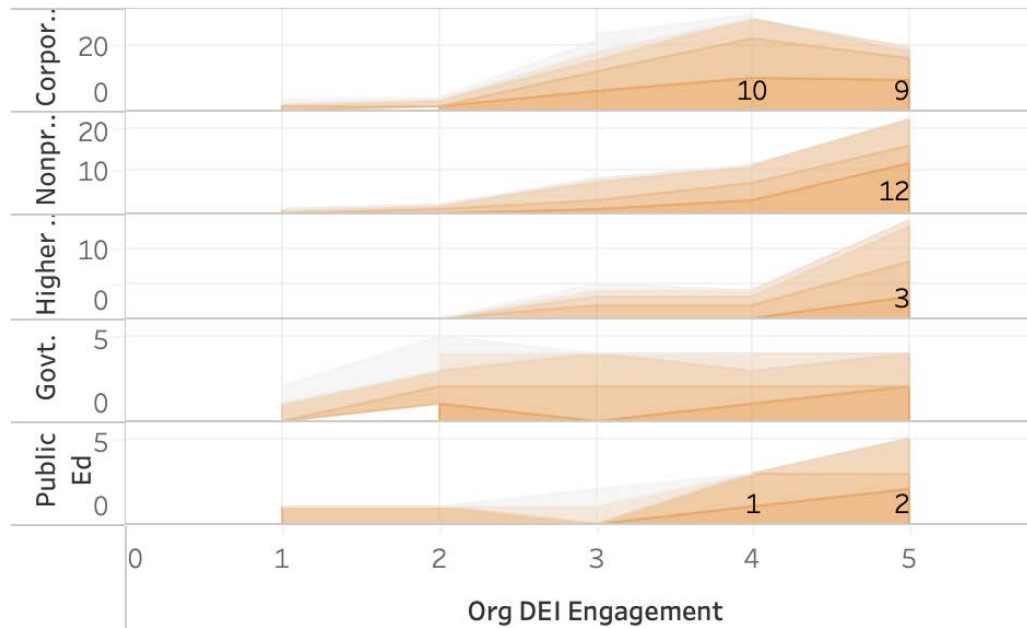
These charts compare the cross views of these two cultural drivers from Q1 to Q3.

1. Org DEI Engagement: "How engaged is your organization in DEI?"
2. Confidence in Top Leadership DEI Commitment: "If your organization's leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?"

Feb 2024



Industry Org Engagement Level

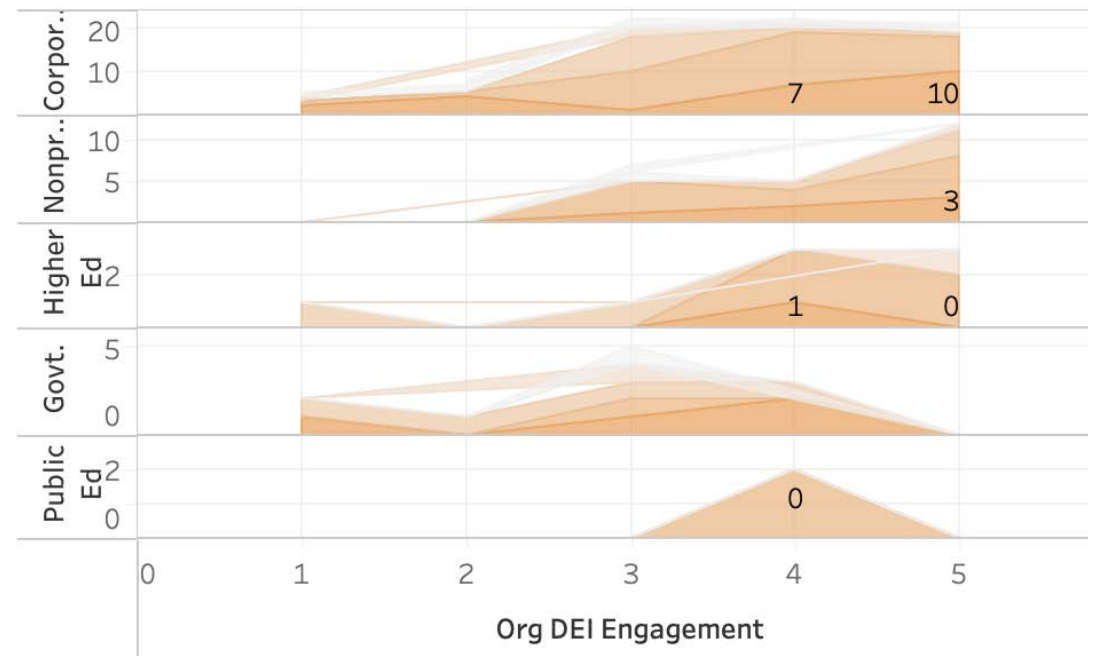


Aug 2024

Job Security



Industry Org Engagement Level



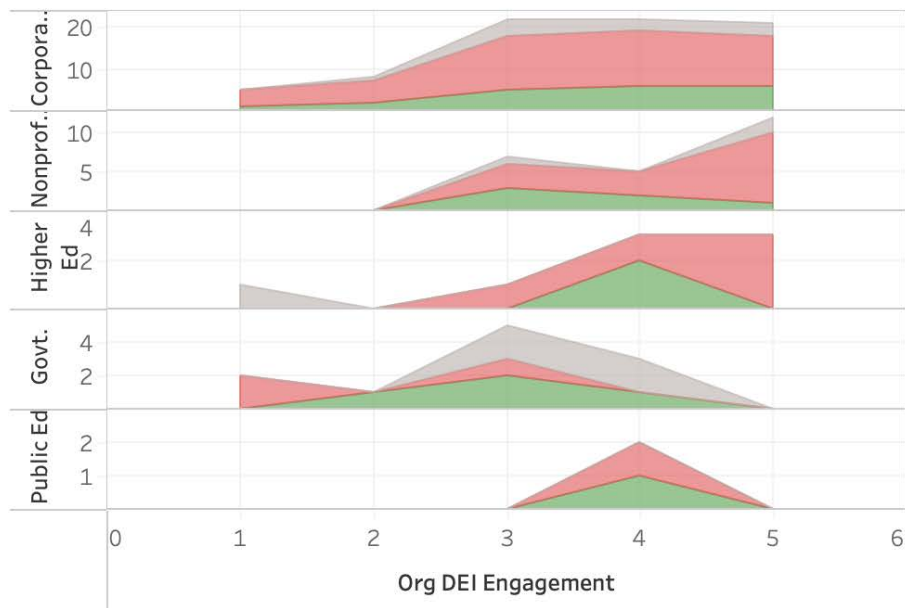
These charts compare the cross views of these two cultural drivers from Q1 to Q3.

1. Org DEI Engagement: “How engaged is your organization in DEI?”
2. Job Security: “How secure do you feel your job is?”

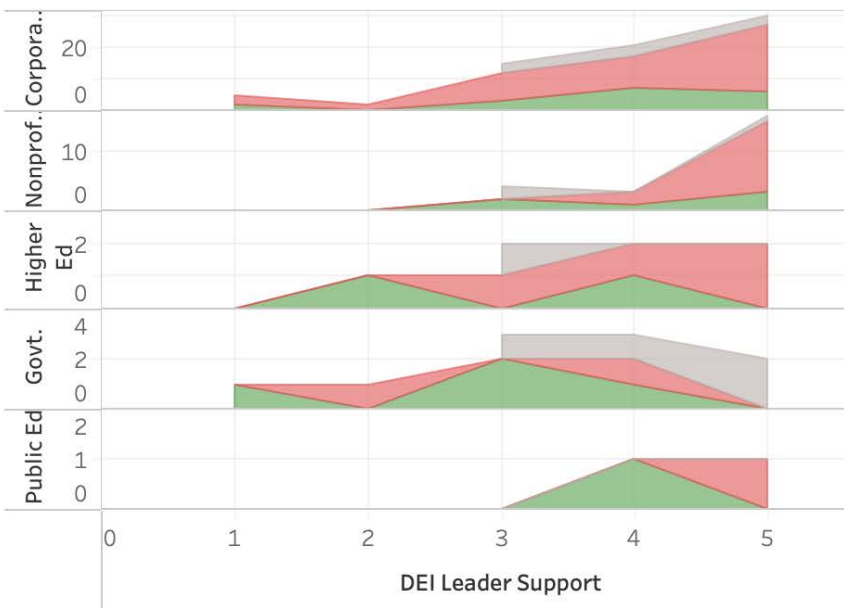
Federal data tracking?

Null No Yes

Industry Org Engagement Level



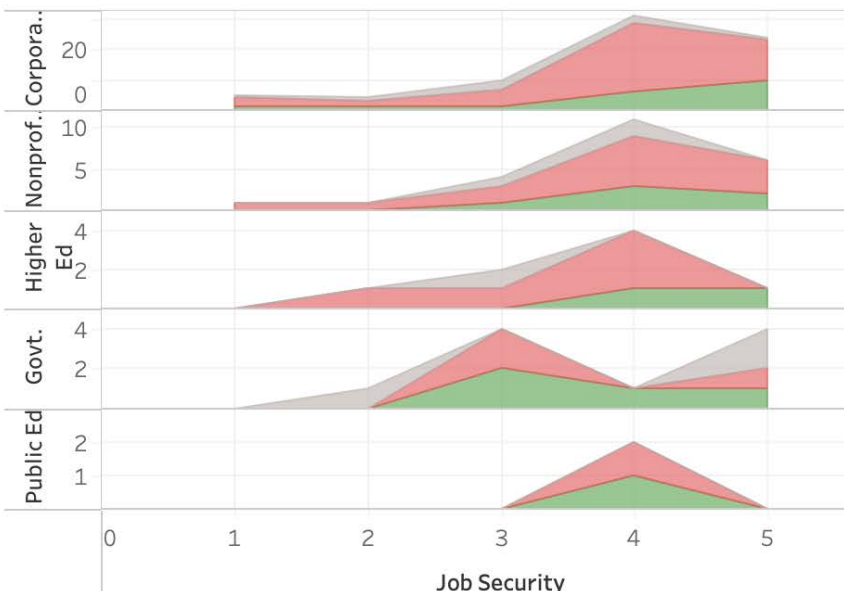
Industry DEI Leader Support Level



Industry Confidence in Leaders Commitment to DEI



Industry Job Security Level



These charts show likert scale responses from all respondents to the following questions below. The data is further segmented by industry (Corporate, Nonprofit, Govt, Higher Ed, Public Ed)

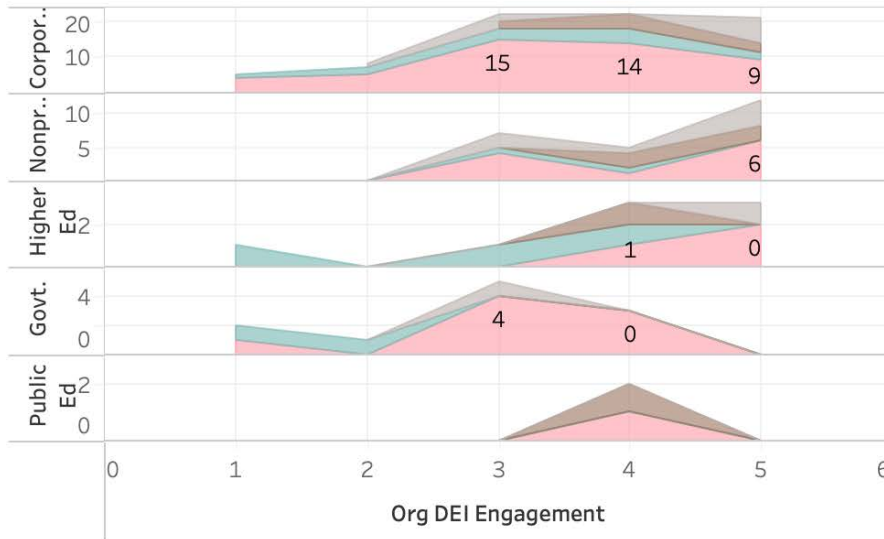
1. Org DEI Engagement (Top Left): "How engaged is your organization in DEI?"
2. DEI Leader Support (Top Right): "How supportive is your organization of its DEI leader(s) (if applicable)?"
3. Confidence in Top Leadership DEI Commitment (Bottom Left): "If your organization's leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?"
4. Job Security (Bottom Right): "How secure do you feel your job is?"

Crossviews are provided to layer responses to the question "Are you required by federal law to track or collect DEI-related data?" to compare affects on each organizational driver.

Neg Sentiment Past 6 months

Null Decreased Increased Same

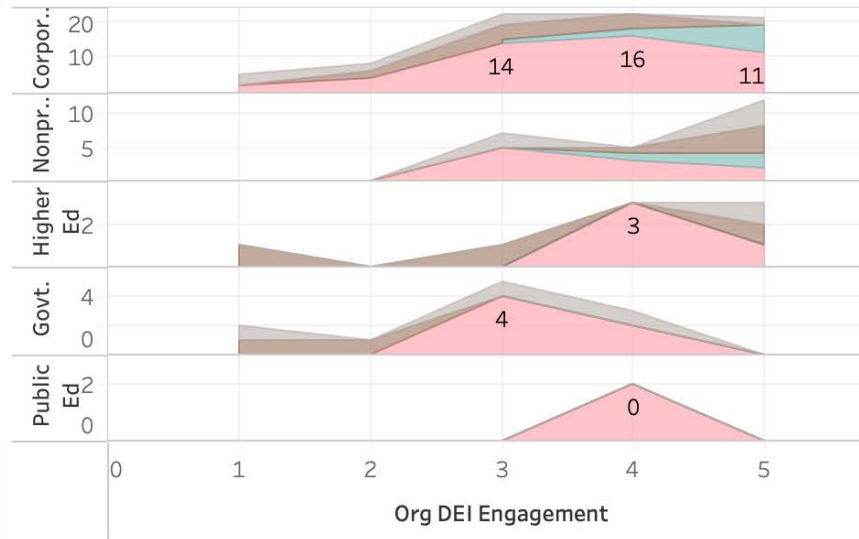
Org Engagement x Negative Sentiment Change (last 6 months)



DEI Budget

Null Decrease Increase Same

Org Engagement x DEI Budget change



These charts show likert scale responses from all respondents to the following question: “How engaged is your organization in DEI?” The data is further segmented by industry (Corporate, Nonprofit, Govt, Higher Ed, Public Ed)

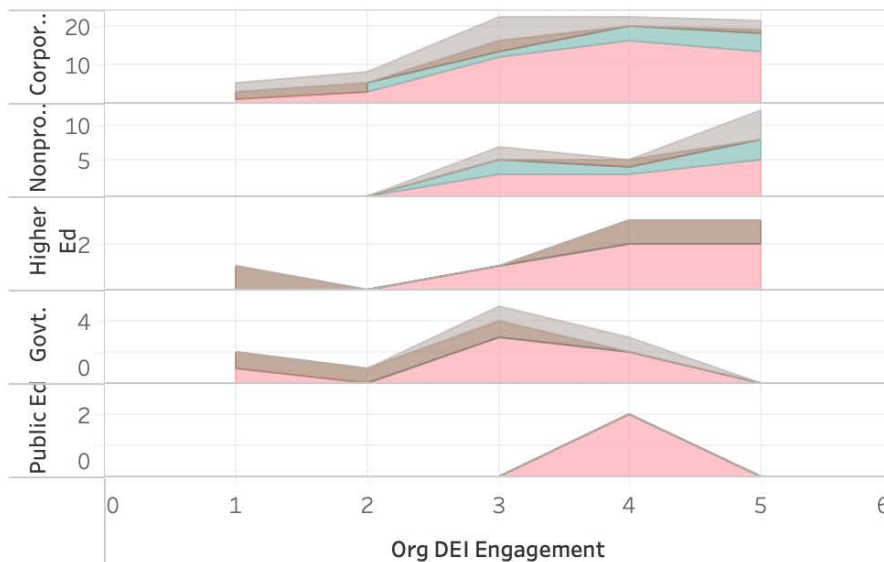
Crossviews are provided to layer responses to the following questions to compare affects on organizational engagement.

1. Top Left: “In the last 6 months, negative sentiment toward DEI in my organization has...”
2. Top Right: “Organizational operating budget conversations indicate that my budget for future DEI-related work will...”
3. Bottom Left: “Check all that apply related to your DEI job responsibilities...”
4. Bottom Right: “Check all that apply related to your non-DEI job responsibilities...”

DEI Responsibilities

Null Decrease Increase Same

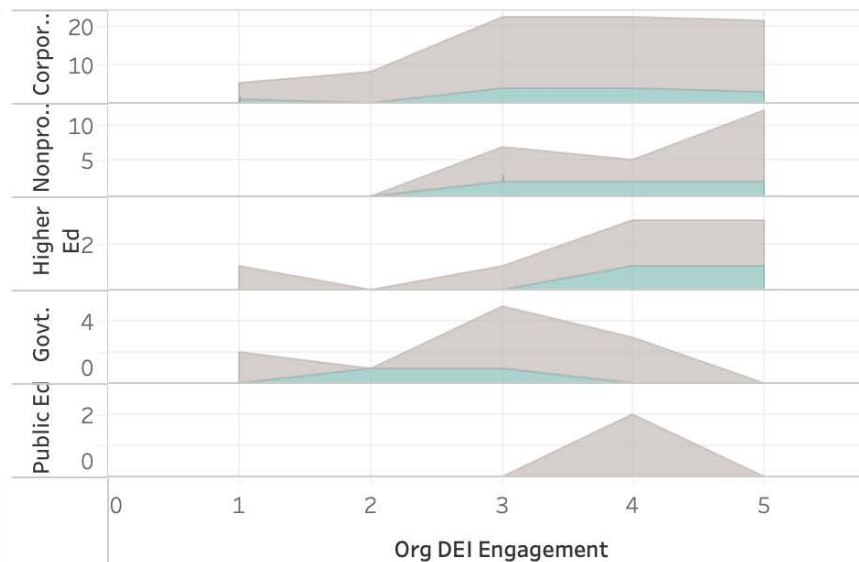
Org Engagement x DEI Responsibilities Change



Other Responsibilities

Null Decrease Increase

Org Engagement x non-DEI Responsibilities Change



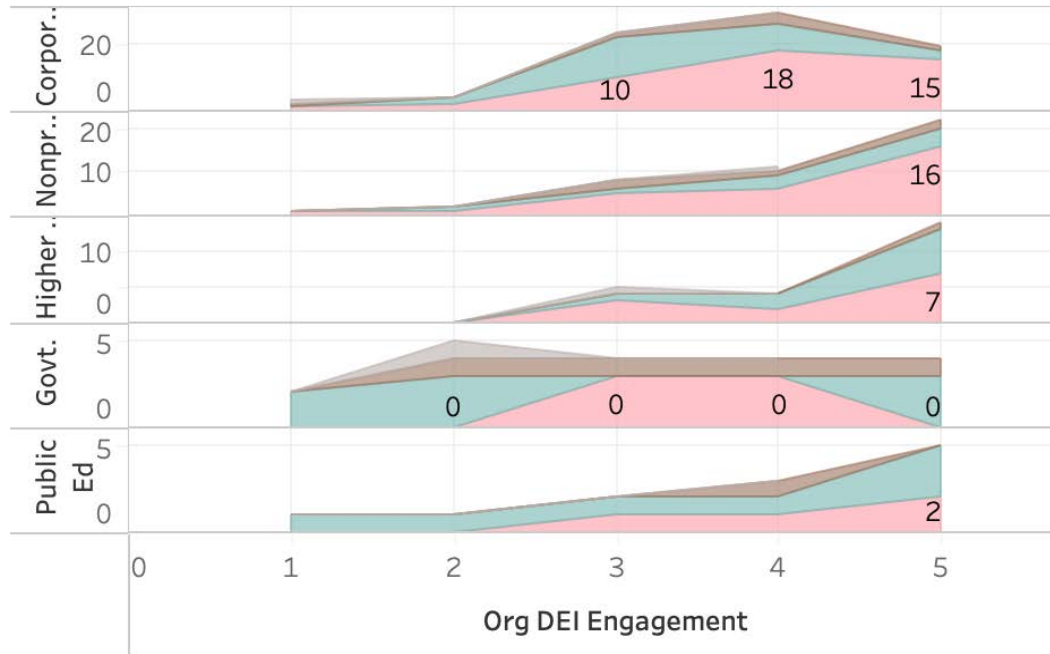
Feb 2024

Aug 2024

Neg Sentiment Past 6 months

Null Decrease Increase Same

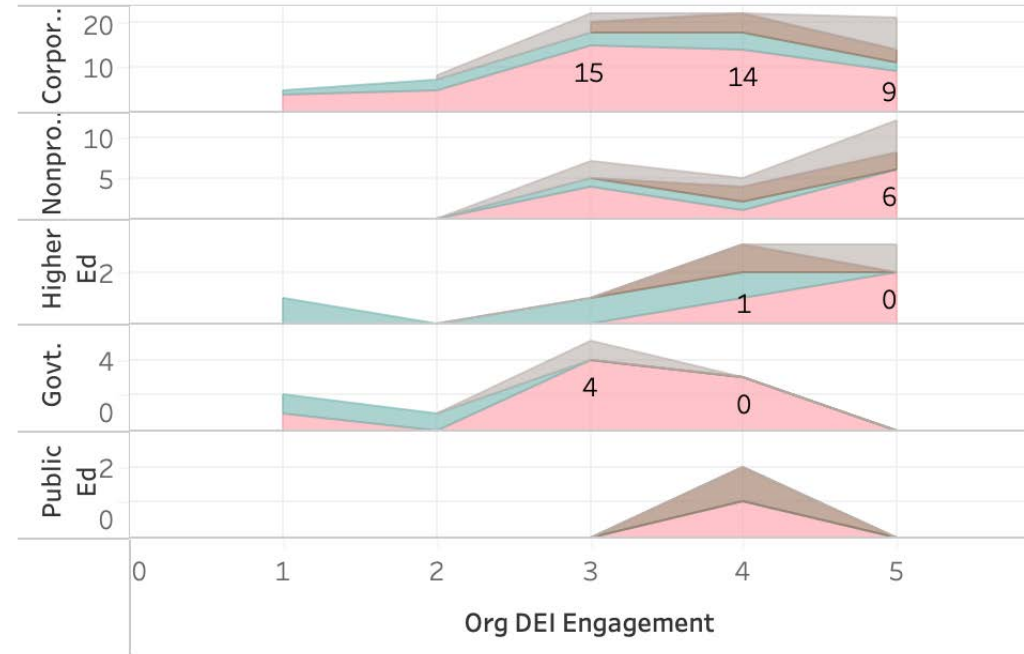
Org Engagement x Negative Sentiment Change



Neg Sentiment Past 6 months

Null Decreased Increased Same

Org Engagement x Negative Sentiment Change (last 6 months)



These charts compare the cross views of these two questions from Q1 to Q3.

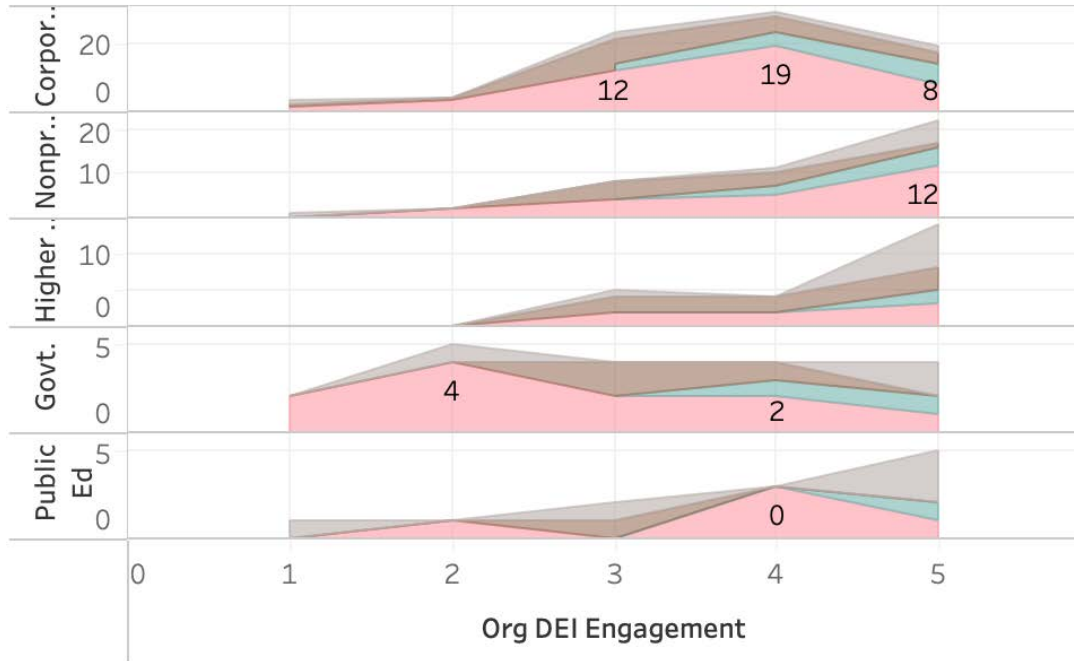
1. Org DEI Engagement: “How engaged is your organization in DEI?”
2. Negative Sentiment Change: “In the last 6 months, negative sentiment toward DEI in my organization has...”

Feb 2024

DEI Budget



Org Engagement x DEI Budget Change

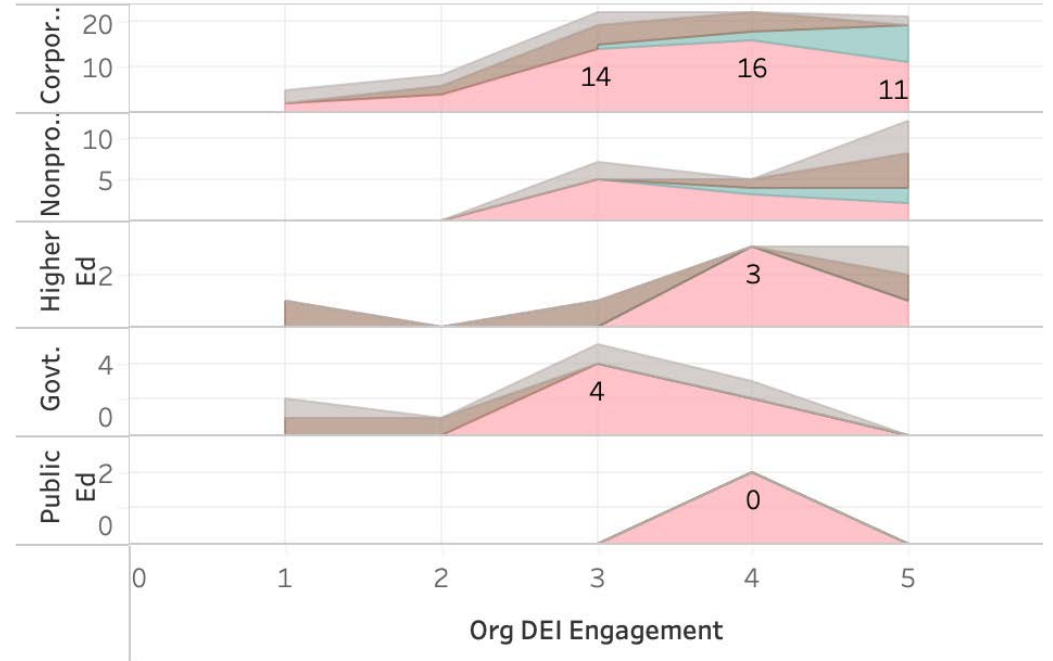


Aug 2024

DEI Budget



Org Engagement x DEI Budget change



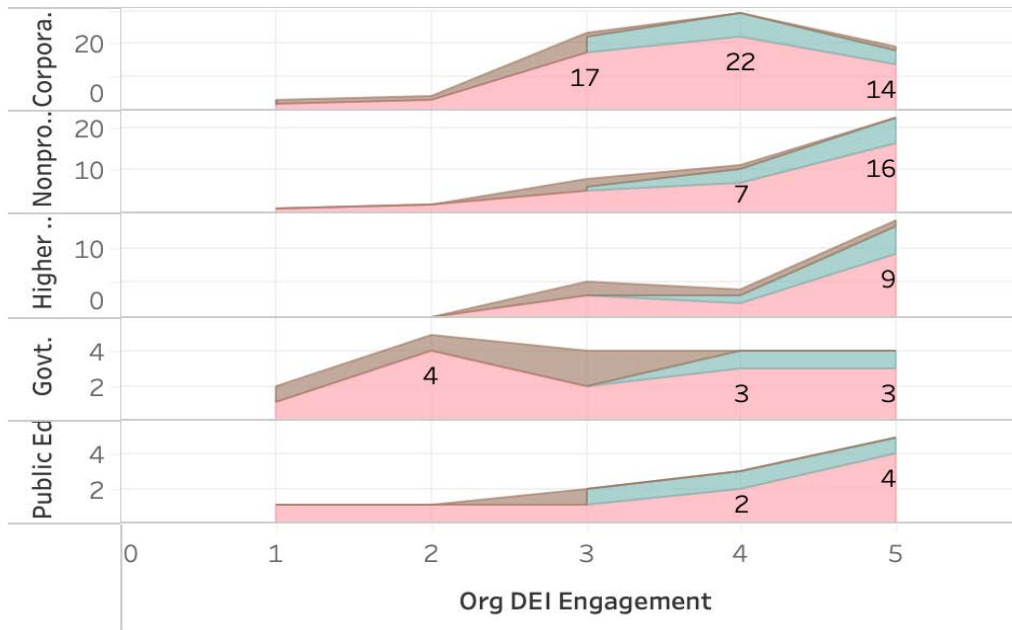
These charts compare the cross views of these two questions from Q1 to Q3.

1. Org DEI Engagement: “How engaged is your organization in DEI?”
2. DEI Budget Change: “Organizational operating budget conversations indicate that my budget for future DEI-related work will...”

Feb 2024

DEI Responsibilities
 Decrease Same
 Increase

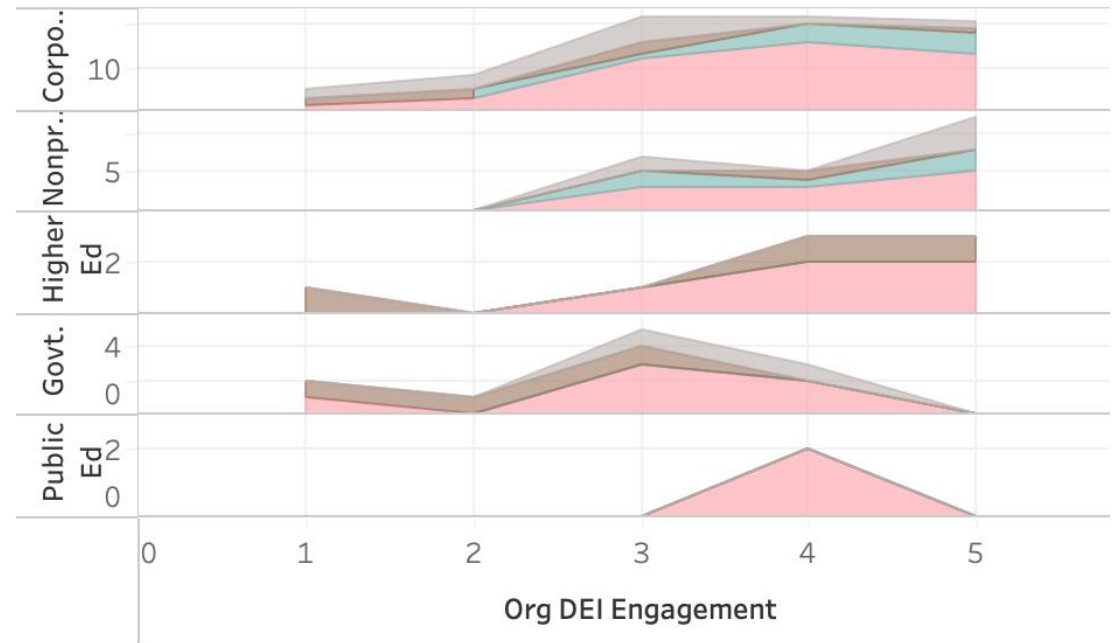
Org Engagement x DEI Responsibilities Change



Aug 2024

DEI Responsibilities
 Null Increase
 Decrease Same

Org Engagement x DEI Responsibilities Change



These charts compare the cross views of these two questions from Q1 to Q3.

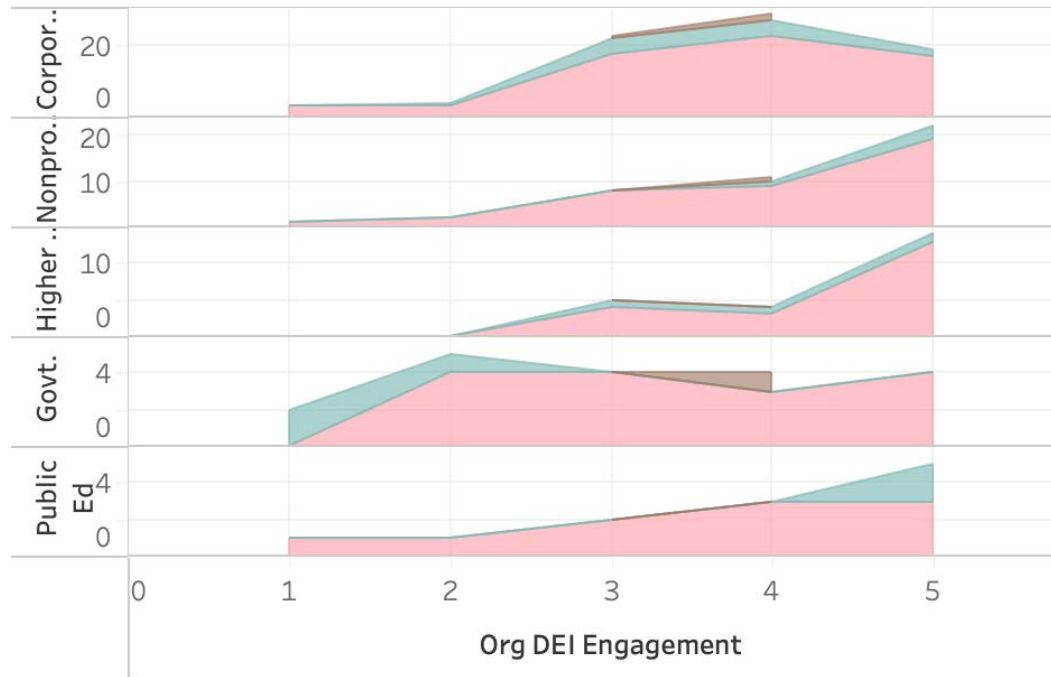
1. Org DEI Engagement: “How engaged is your organization in DEI?”
2. DEI Responsibilities Change: “Check all that apply related to your DEI job responsibilities...”

Feb 2024

Other Responsibilities

Decrease Increase Same

Org Engagement x Other Responsibilities Change

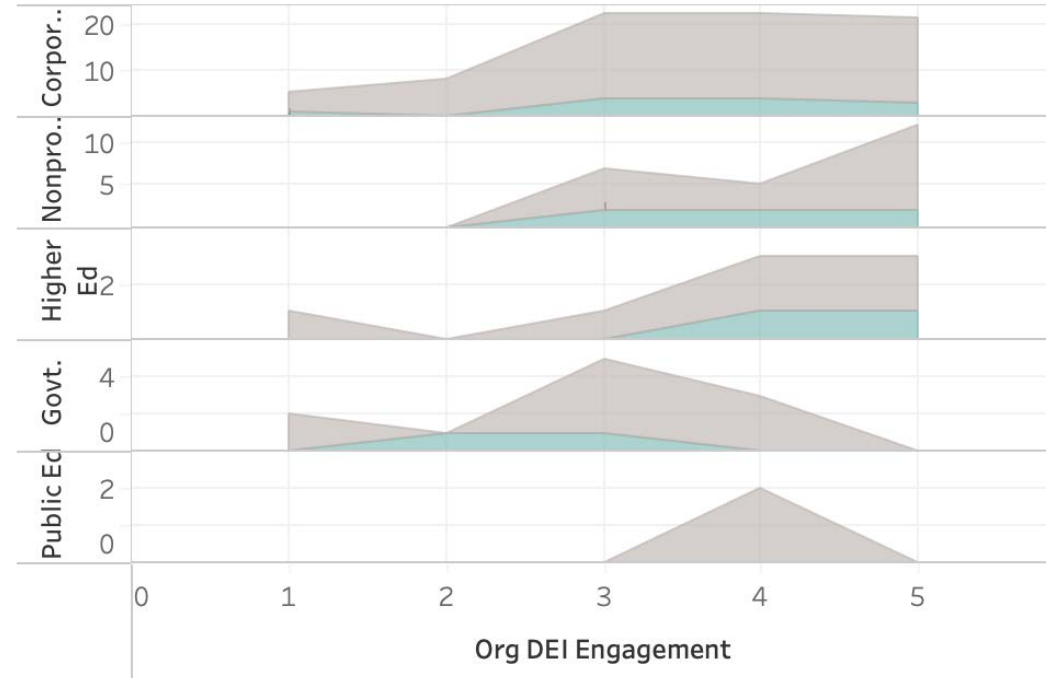


Aug 2024

Other Responsibilities

Null Decrease Increase

Org Engagement x non-DEI Responsibilities Change



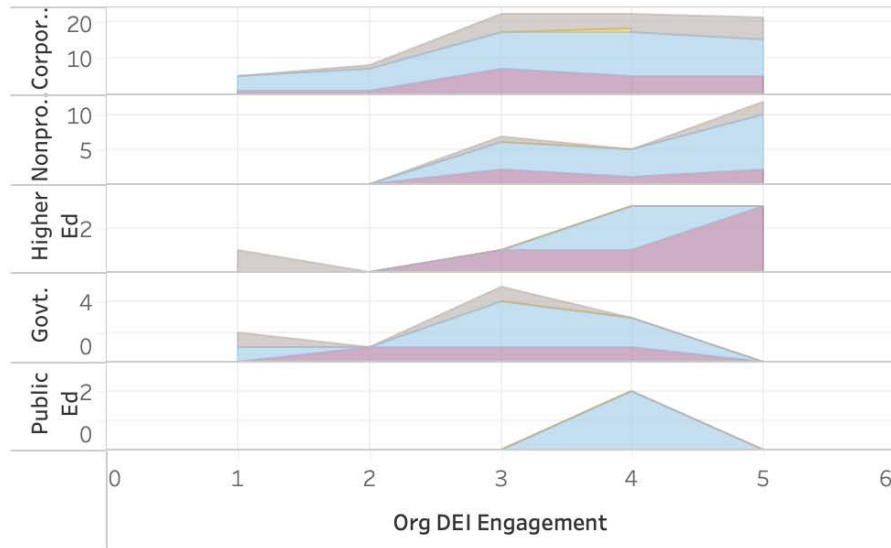
These charts compare the cross views of these two questions from Q1 to Q3.

1. Org DEI Engagement: “How engaged is your organization in DEI?”
2. Non-DEI Responsibilities Change: “Check all that apply related to your non-DEI job responsibilities...”

Seeking other DEI role

Null Maybe No Yes

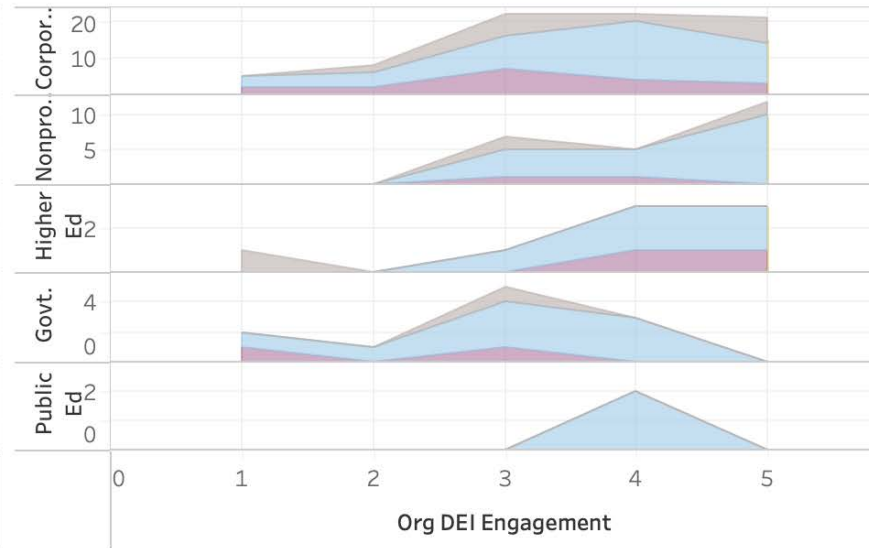
Org Engagement x Seeking DEI Role



Seeking non-DEI role

Null Maybe No Yes

Org Engagement x Seeking non-DEI Role



These charts show likert scale responses from all respondents to the following question: "How engaged is your organization in DEI?" The data is further segmented by industry (Corporate, Nonprofit, Govt, Higher Ed, Public Ed)

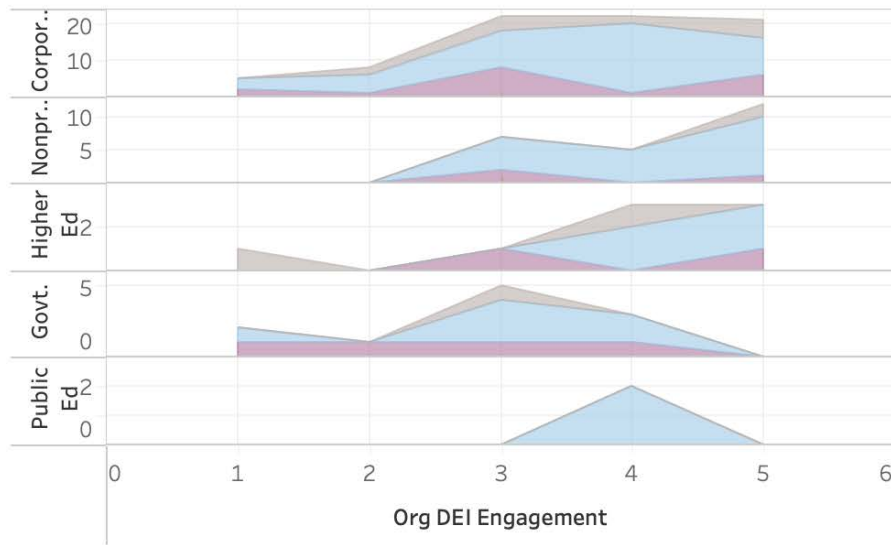
Crossviews are provided to layer responses to the following questions to compare affects on organizational engagement.

1. Top Left: "I am actively looking for or would consider another role in DEI."
2. Top Right: "I am actively looking for or would consider another role, but not in DEI."
3. Bottom Left: "I am actively looking for or would consider another role outside of Utah."
4. Bottom Right: "Has your title changed due to DEI legislation?"

Seeking role Outside Utah

Null Looking inside.. Looking Outsid.. Maybe Looking ..

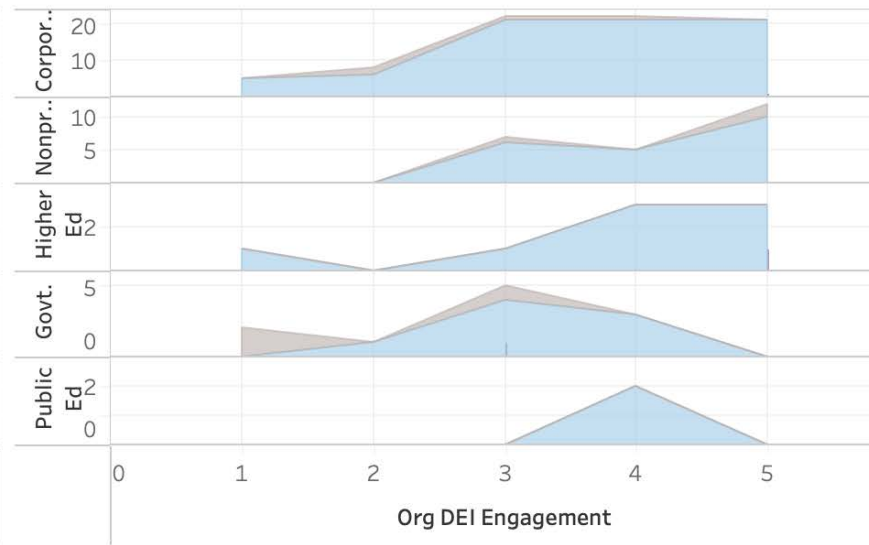
Org Engagement x Seeking Role Outside Utah



Title change?

Null No Yes

Org Engagement x Title Change

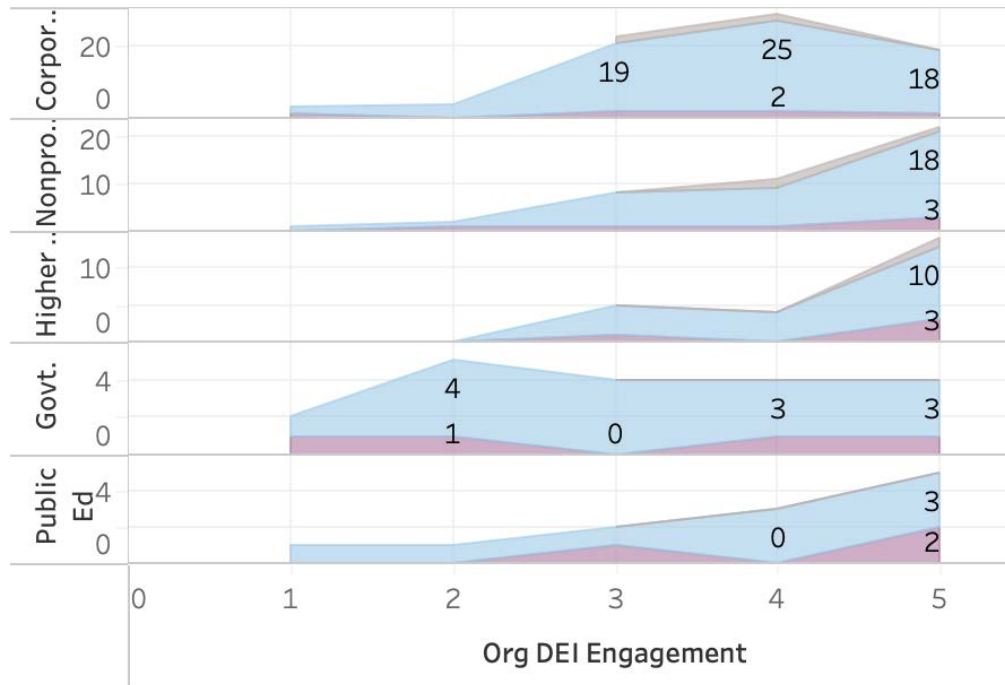


Feb 2024

Seeking other DEI role



Org Engagement x Seeking other DEI Role

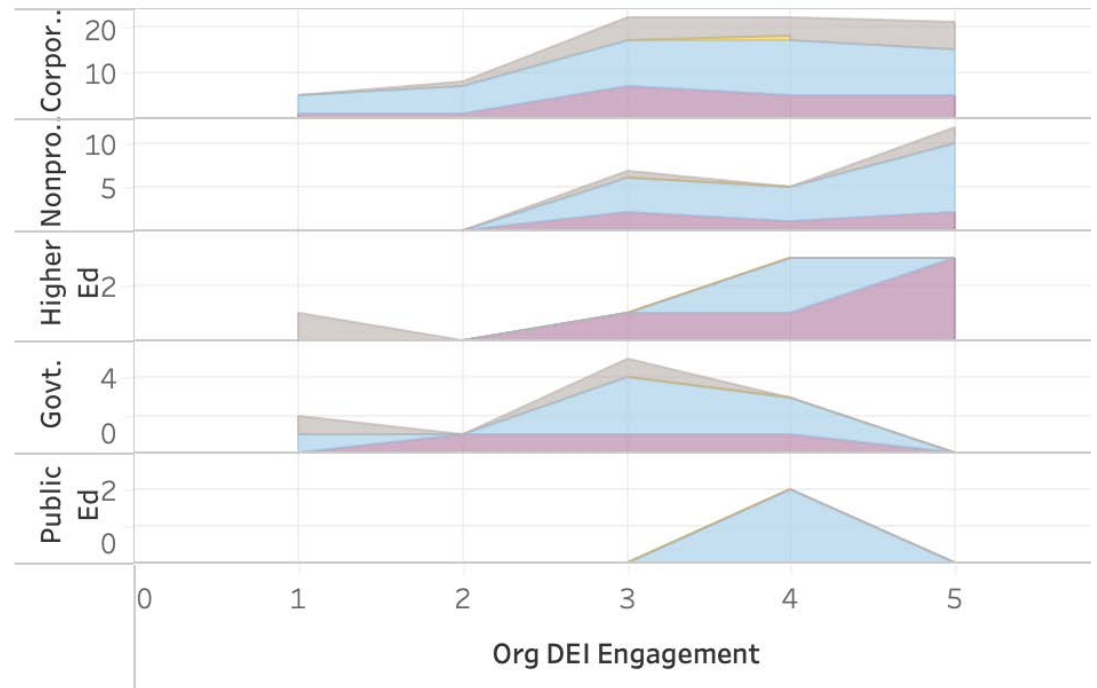


Aug 2024

Seeking other DEI role



Org Engagement x Seeking DEI Role

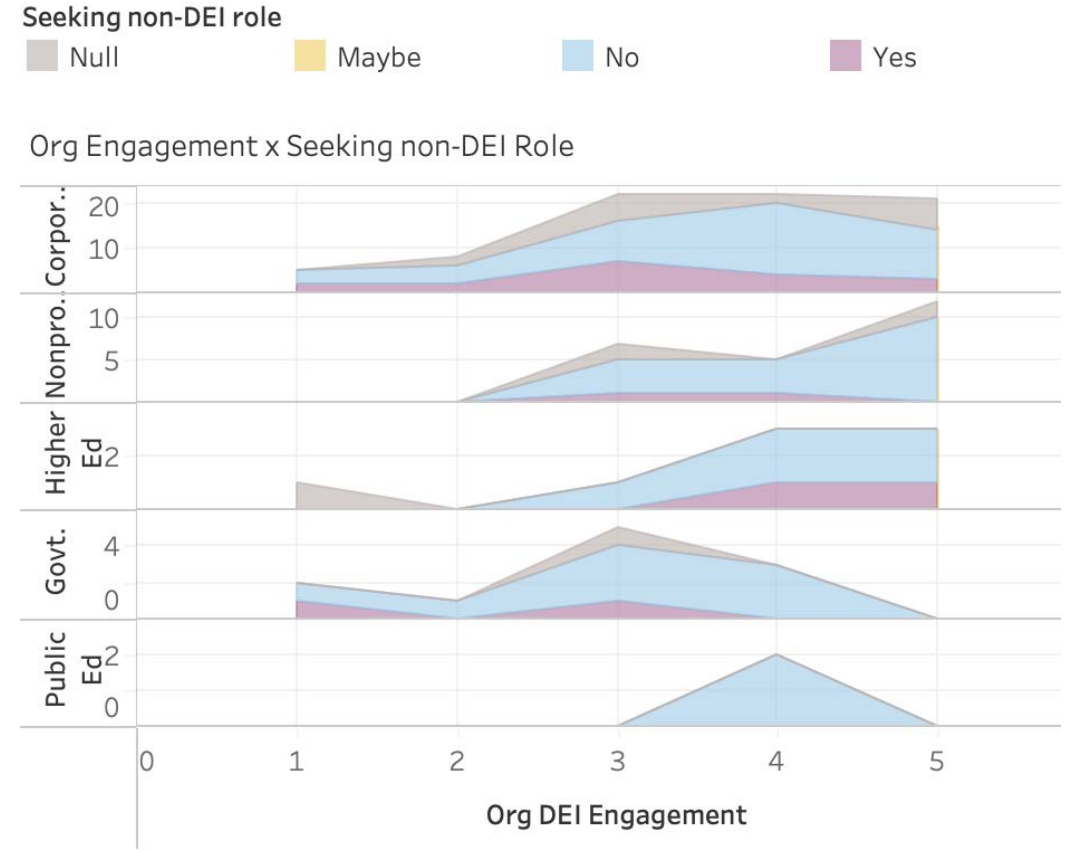
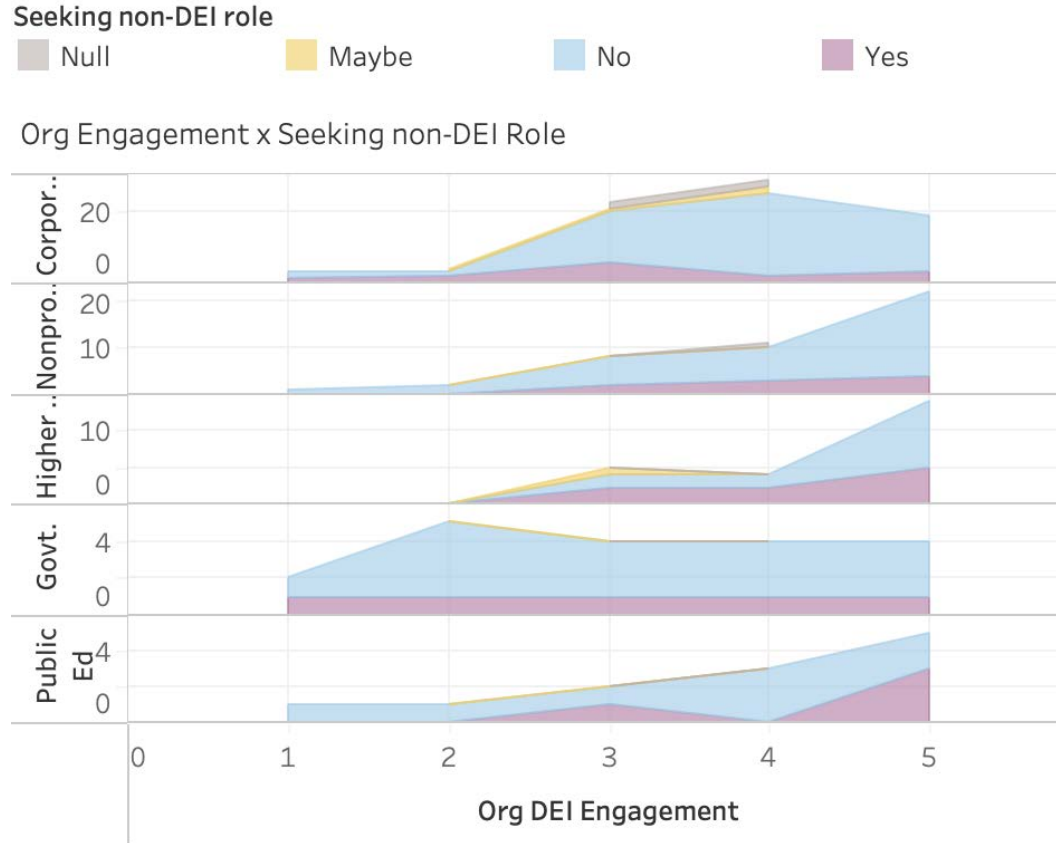


These charts compare the cross views of these two questions from Q1 to Q3.

1. Org DEI Engagement: "How engaged is your organization in DEI?"
2. Seeking Other DEI Role : "I am actively looking for or would consider another role in DEI."

Feb 2024

Aug 2024



These charts compare the cross views of these two questions from Q1 to Q3.

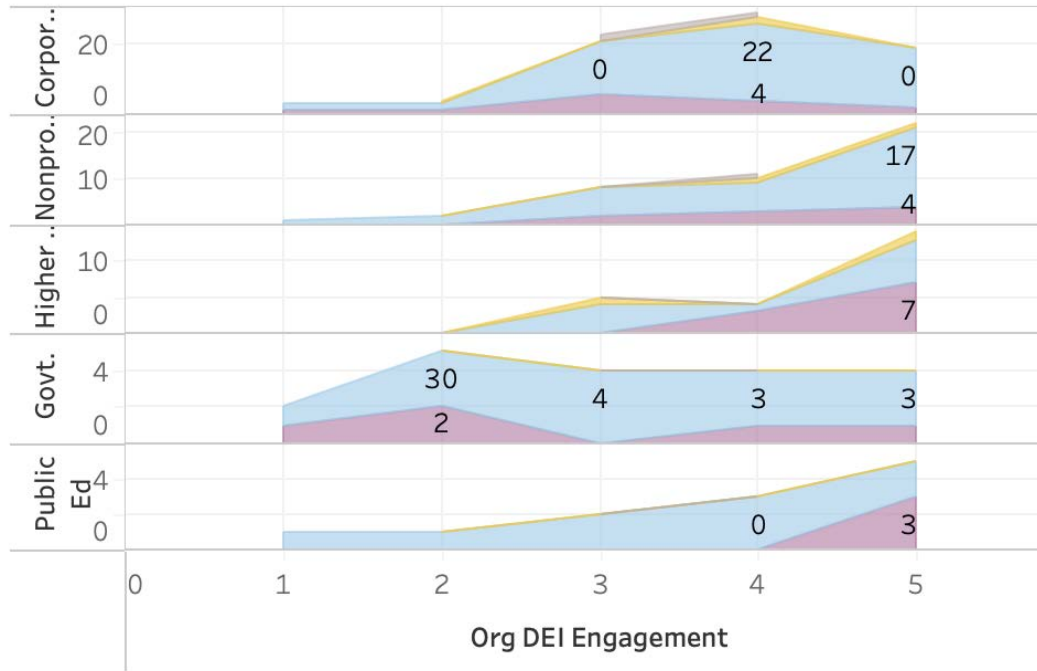
1. Org DEI Engagement: “How engaged is your organization in DEI?”
2. Seeking Non-DEI Role: “I am actively looking for or would consider another role, but not in DEI.”

Feb 2024

Seeking role Outside Utah

Null Maybe Looking .. Looking inside .. Looking Outsid.

Org Engagement x Seeking role Outside Utah

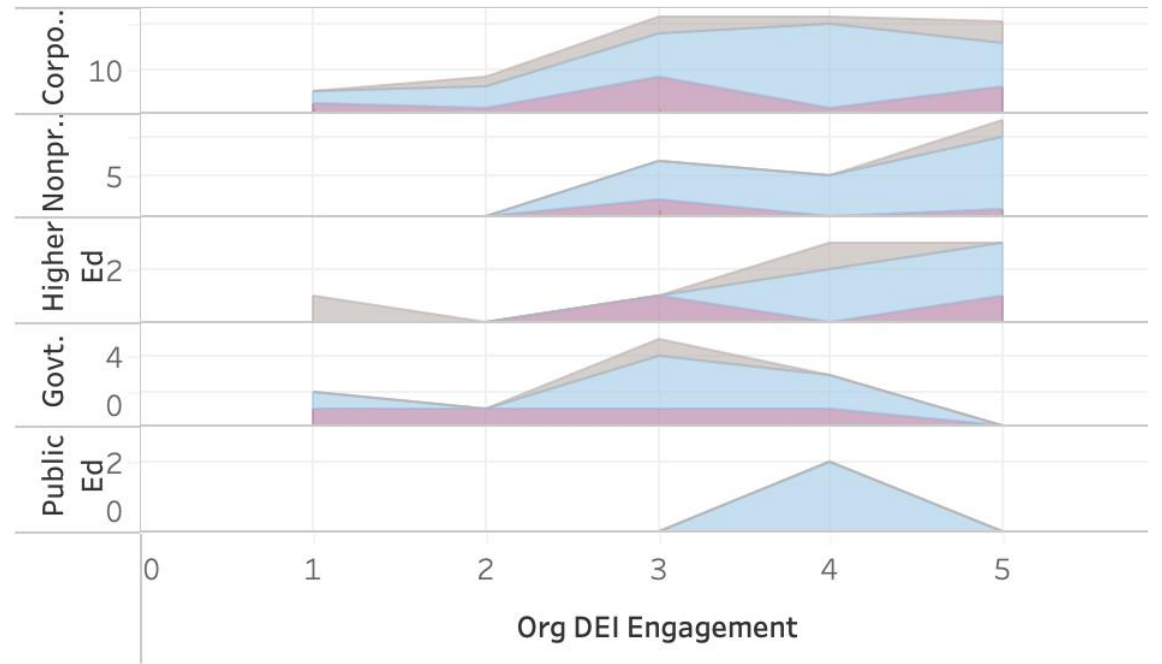


Aug 2024

Seeking role Outside Utah

Null Looking Outsid.. Looking inside .. Maybe Looking ..

Org Engagement x Seeking Role Outside Utah



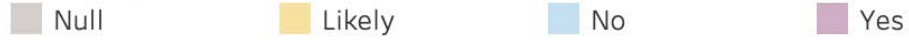
These charts compare the cross views of these two questions from Q1 to Q3.

1. Org DEI Engagement: "How engaged is your organization in DEI?"
2. Seeking Role Outside Utah: "I am actively looking for or would consider another role outside of Utah."

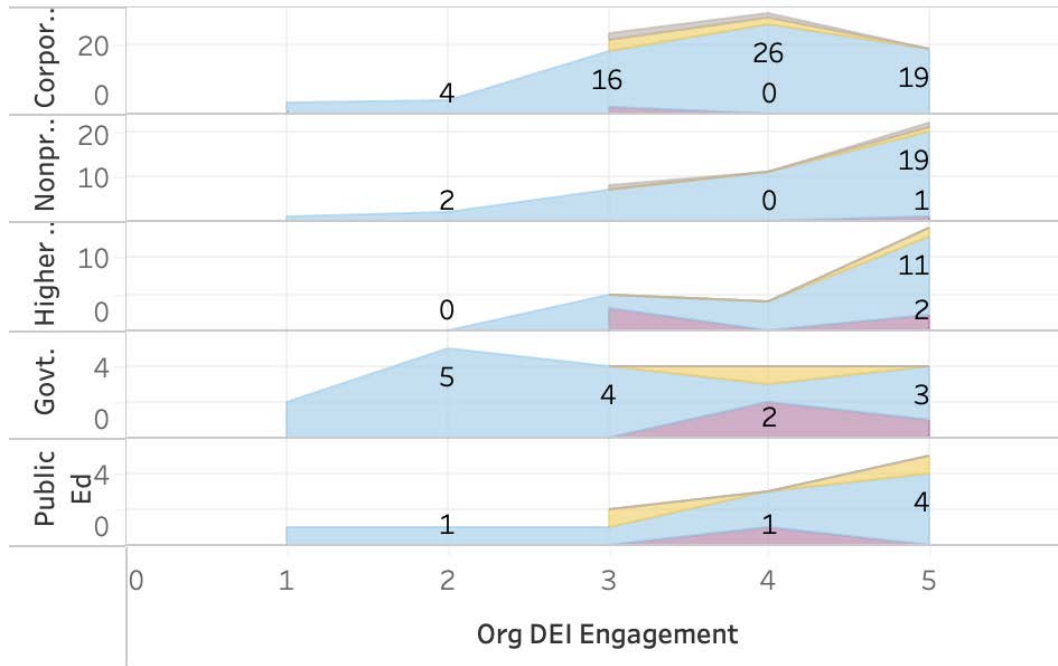
Feb 2024

Aug 2024

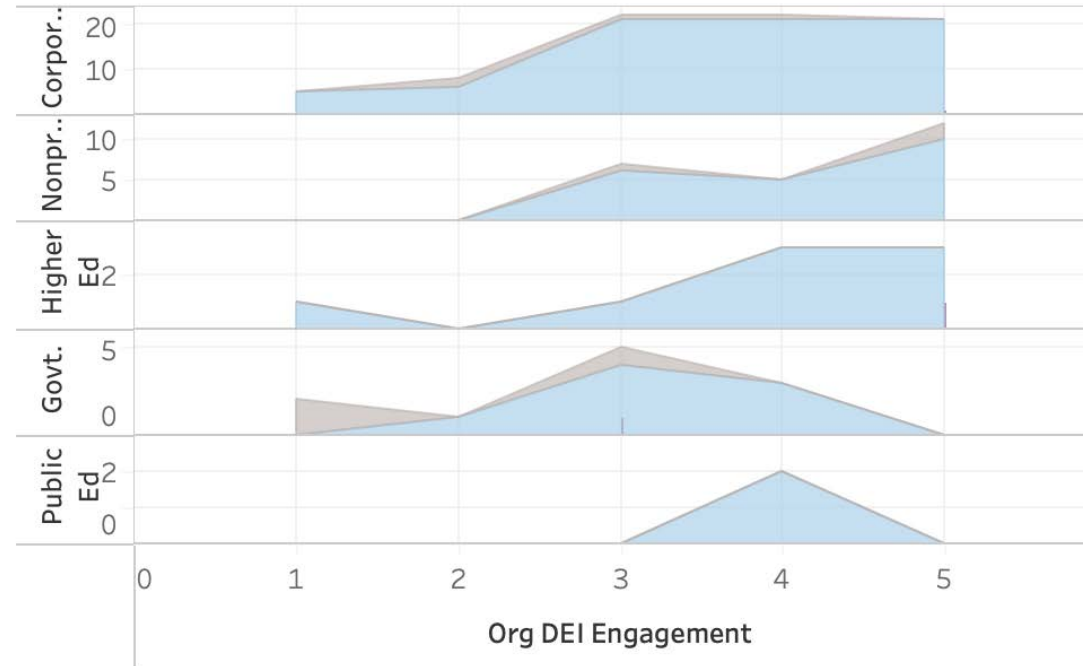
Title change?



Org Engagement x Title Change



Org Engagement x Title Change



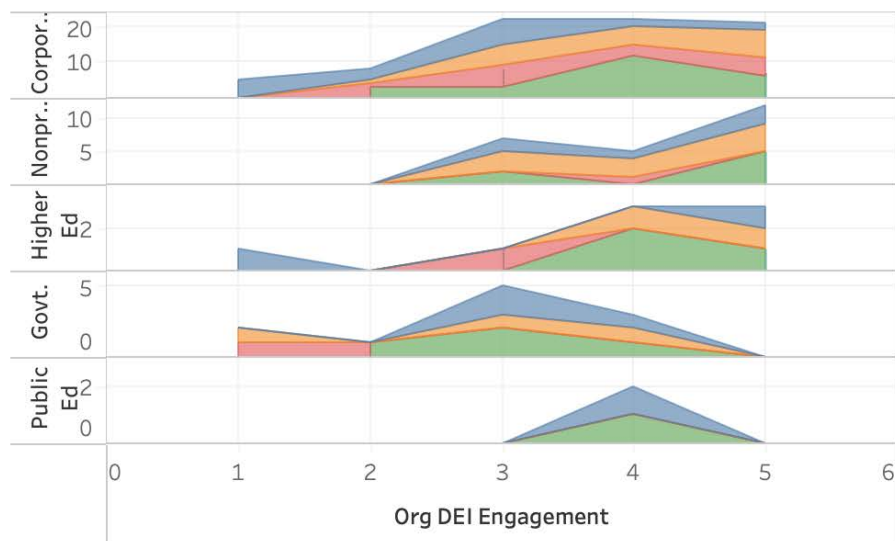
These charts compare the cross views of these two questions from Q1 to Q3.

1. Org DEI Engagement: “How engaged is your organization in DEI?”
2. Title Change: “Has your title changed due to DEI legislation?”

DEI Team Size



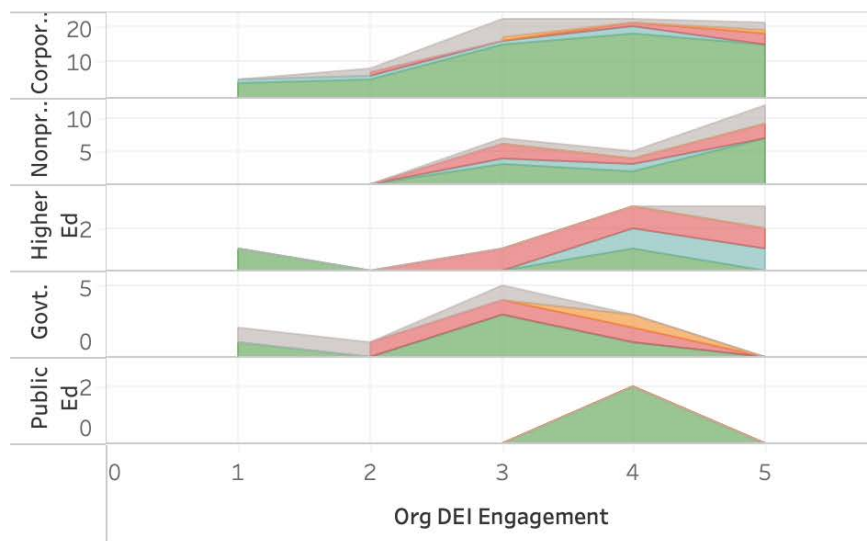
Org Engagement x DEI Team Size



Responsibilities change? (last 6 months)



Org Engagement x Responsibilities Change



These charts show likert scale responses from all respondents to the following question: “How engaged is your organization in DEI?” The data is further segmented by industry (Corporate, Nonprofit, Govt, Higher Ed, Public Ed)

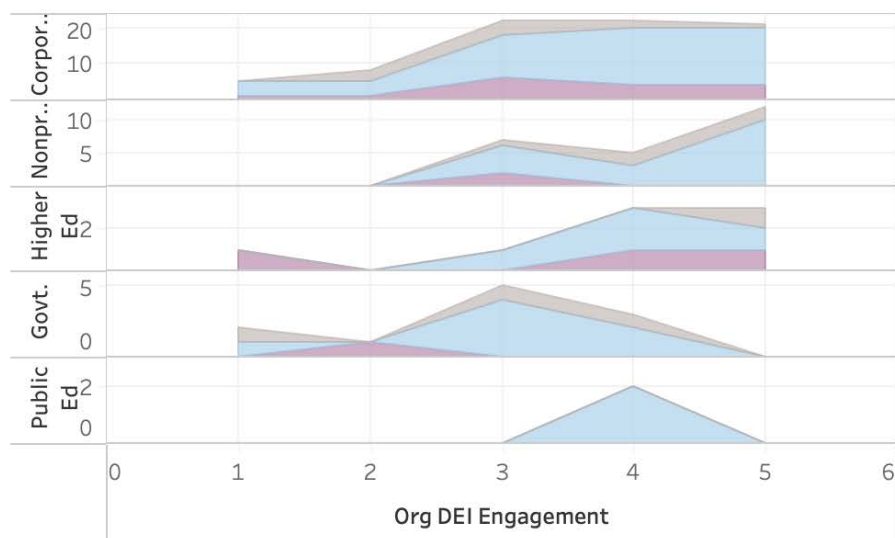
Crossviews are provided to layer responses to the following questions to compare affects on organizational engagement.

1. Top Left: “How many people in your organization have DEI-dedicated responsibilities?”
2. Top Right: “In the last 6 months, have you transitioned roles?”
3. Bottom Left: “Has the individual or department/group responsible for DEI efforts shifted in organizational chart position?”
4. Bottom Right: “Has the name of the department or group responsible for DEI efforts changed?”

DEI org change?



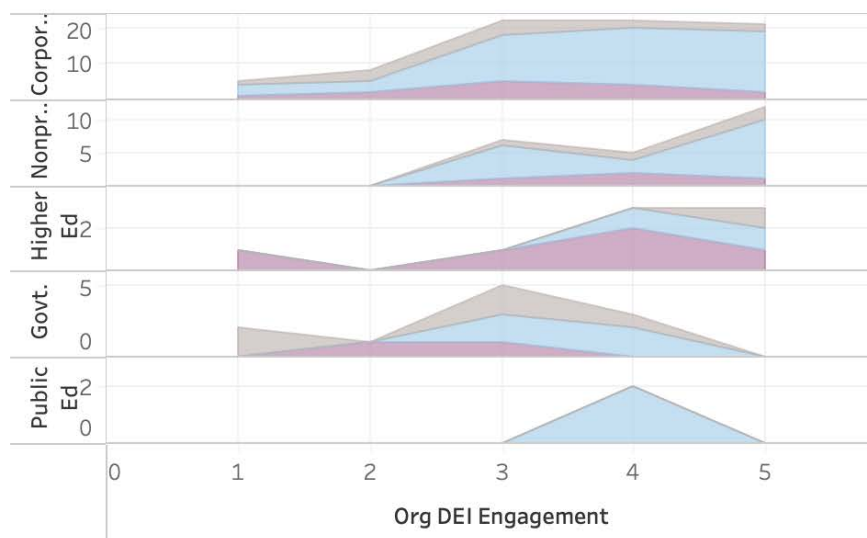
Org Engagement x DEI Organizational change



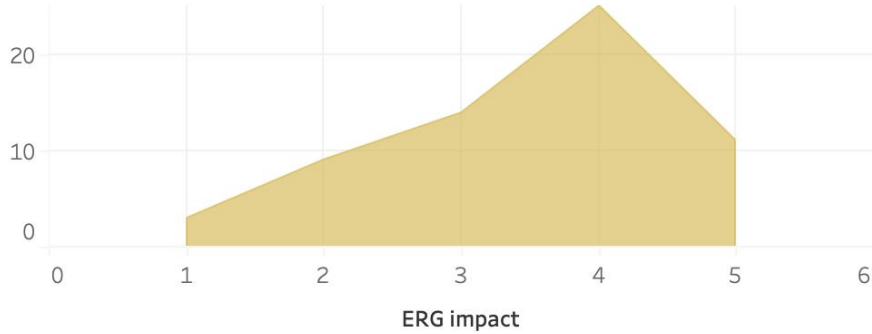
DEI name change?



Org Engagement x DEI name change



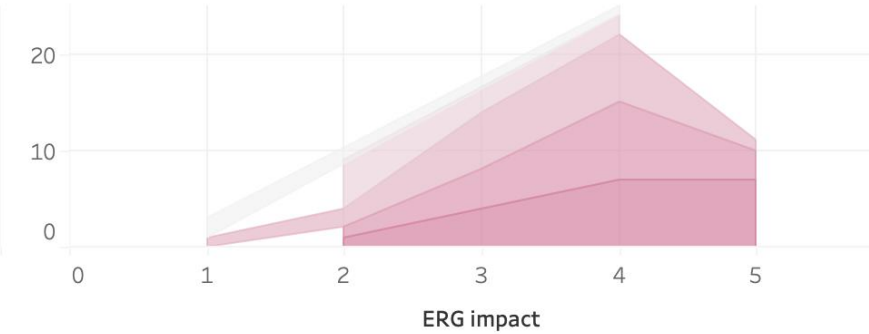
ERG Impact (All)



Org DEI Engagement



ERG Impact (All)



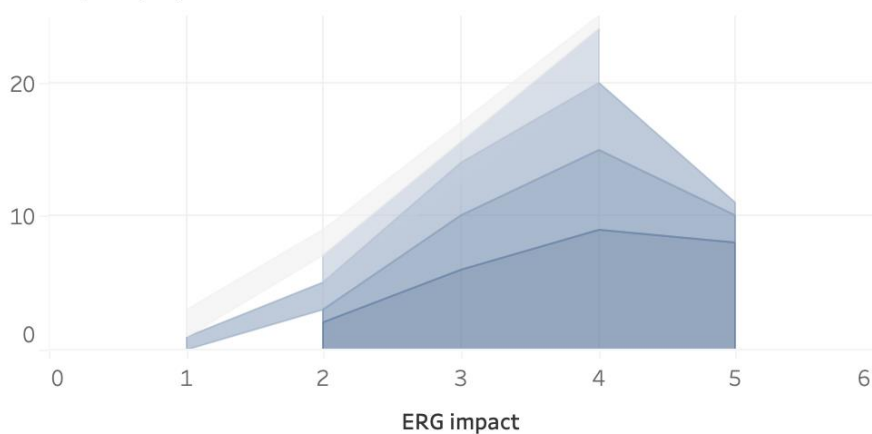
Confidence in Top Leadership DEI Commitment



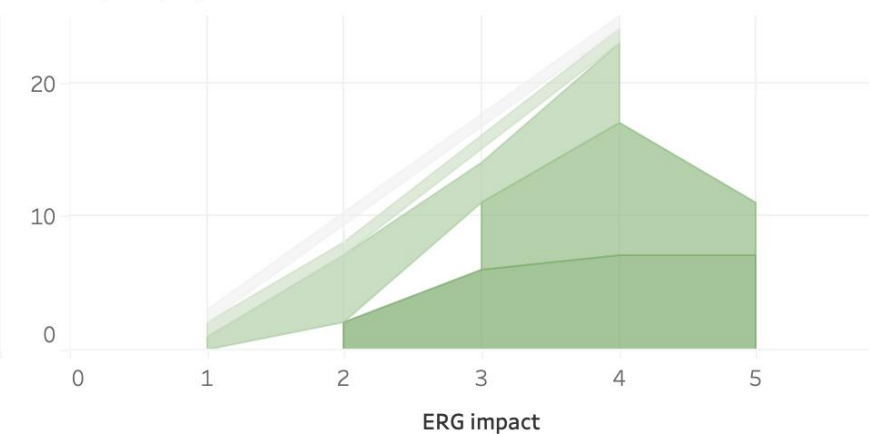
DEI Leader Support



ERG Impact (All)



ERG Impact (All)

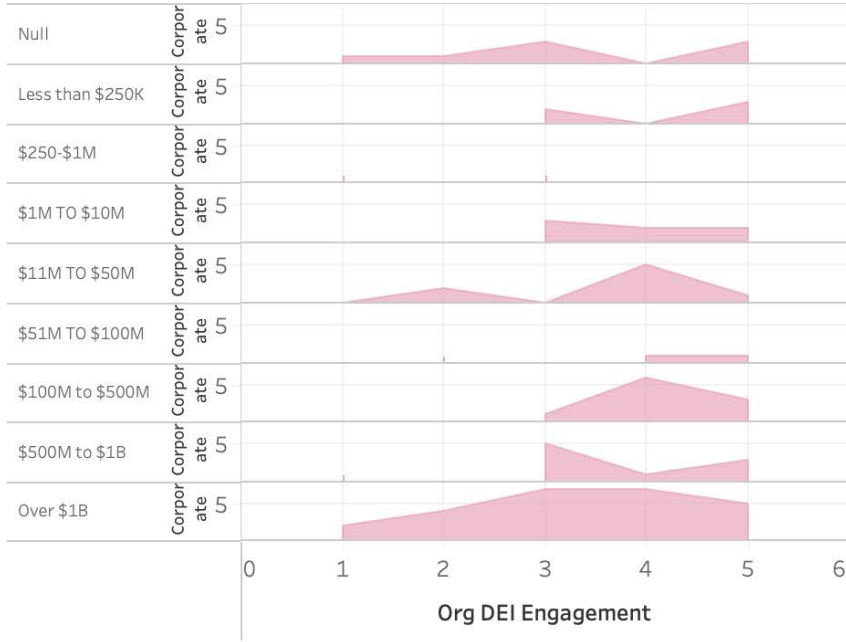


These charts show likert scale responses to the following question: If your company has ERGs, how impactful are they to your organization?

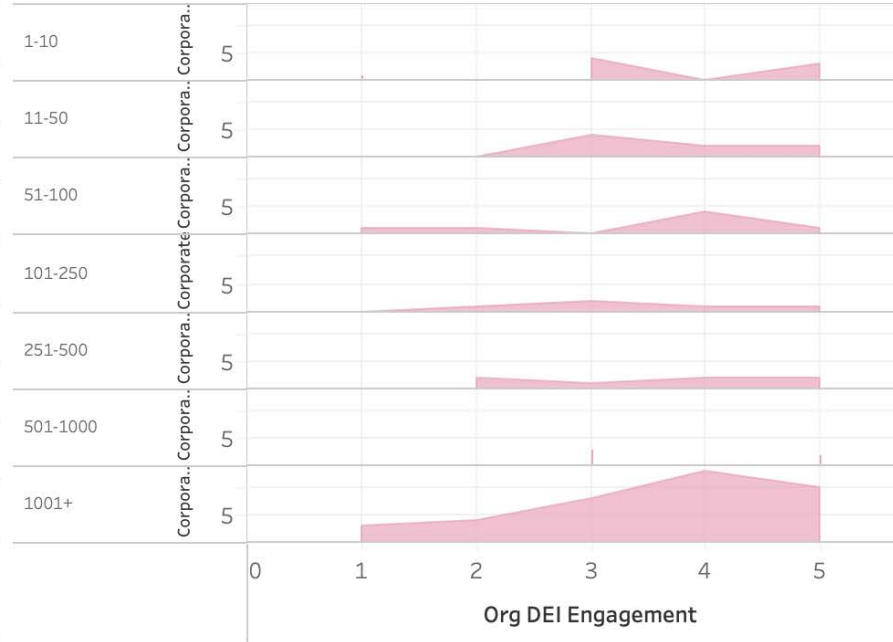
Crossviews are provided to layer responses to the following questions to compare affects on ERG Impact:

1. Top Left: ERG Impact
2. Top Right: Org DEI Engagement: "How engaged is your organization in DEI?"
3. Bottom Left: Confidence in Leadership Commitment: "If your organization's leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?"
4. Bottom Right: DEI Leader Support: "How supportive is your organization of its DEI leader(s) (if applicable)?"

Org Engagement x Revenue



Org Engagement v. Org Size

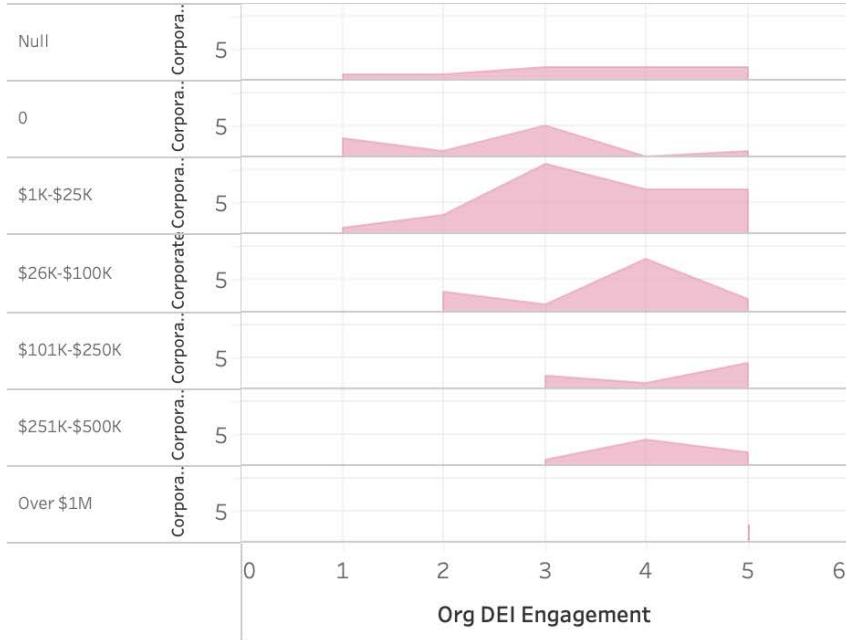


These charts show likert scale responses from respondents to the following question: "How engaged is your organization in DEI?" The data is segmented by industry: Corporate.

The data is further segmented by

1. Top Left: Revenue levels
2. Top Right: Org Size
3. Bottom Left: DEI Budget
4. Bottom Right: DEI Team Size

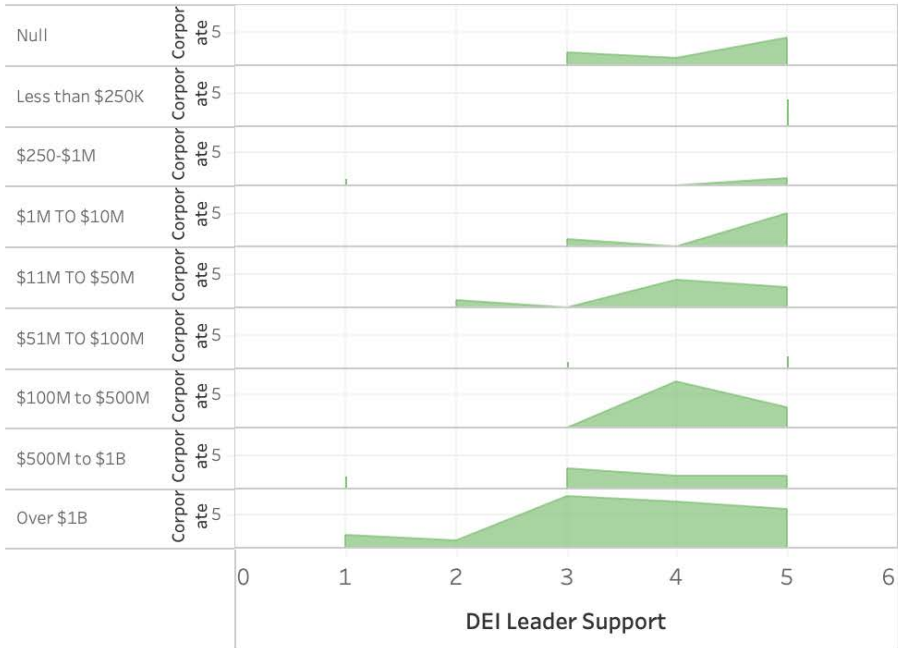
Org Engagement x DEI Budget



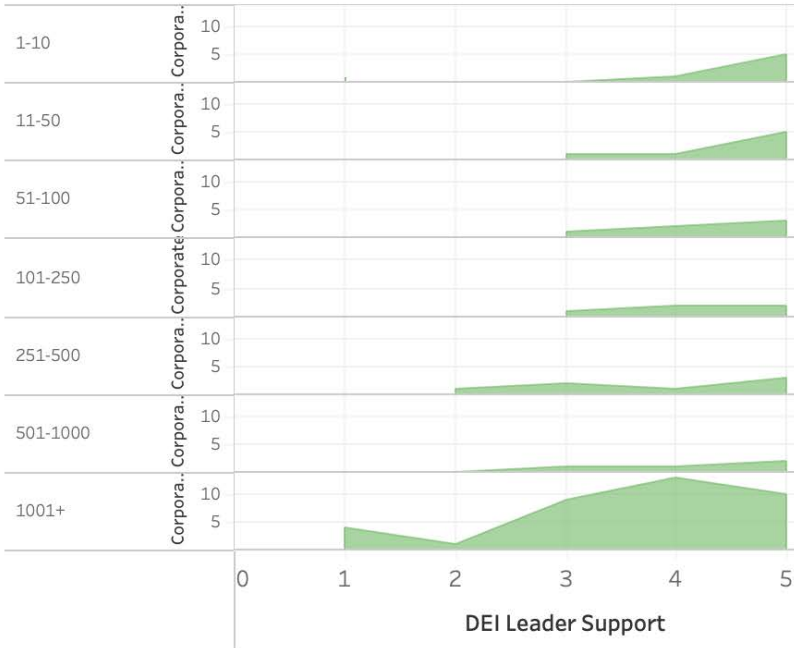
Org Engagement v. DEI Team Size



Industry DEI Leader Support x Annual Revenue



Industry DEI Leader Support x Org Size

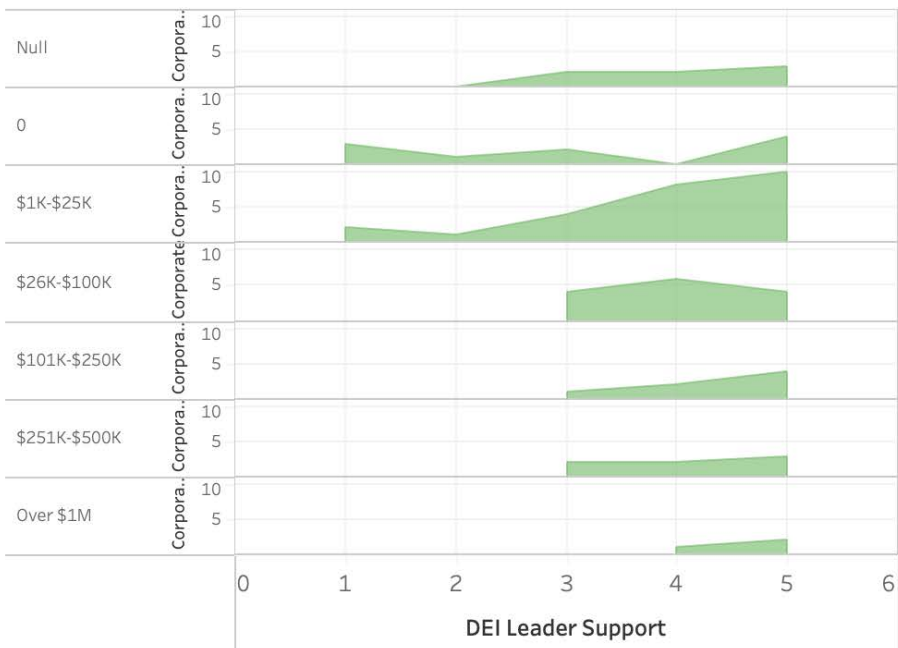


These charts show likert scale responses from respondents to the following question: "How supportive is your organization of its DEI leader(s) (if applicable)?" The data is segmented by industry: Corporate.

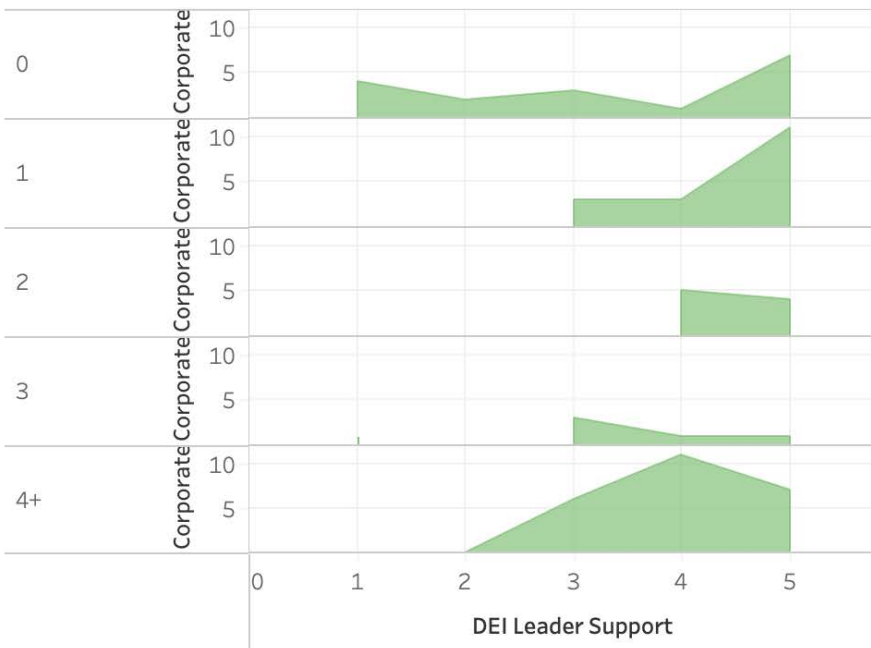
The data is further segmented by

1. Top Left: Revenue levels
2. Top Right: Org Size
3. Bottom Left: DEI Budget
4. Bottom Right: DEI Team Size

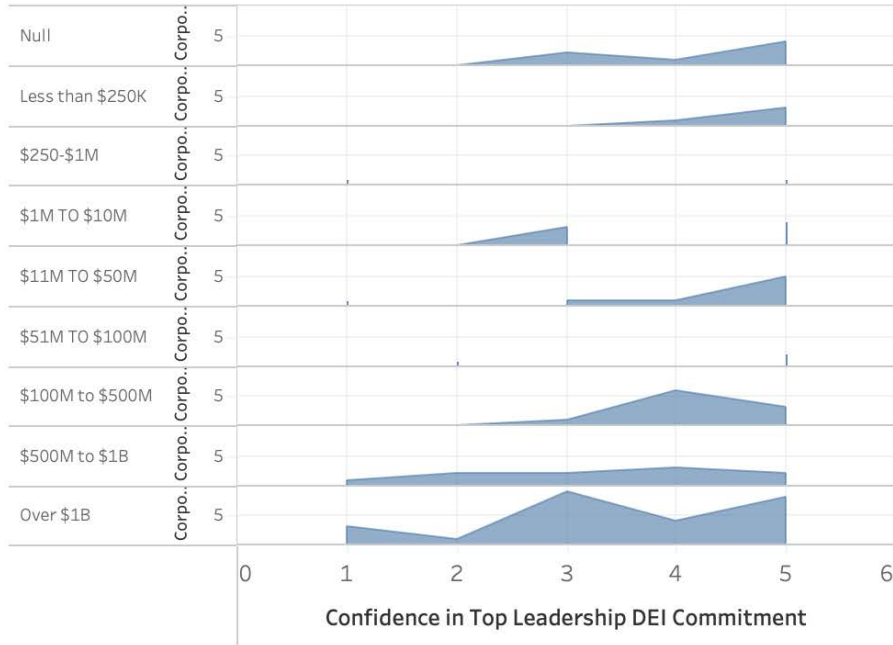
Industry DEI Leader Support x DEI Budget



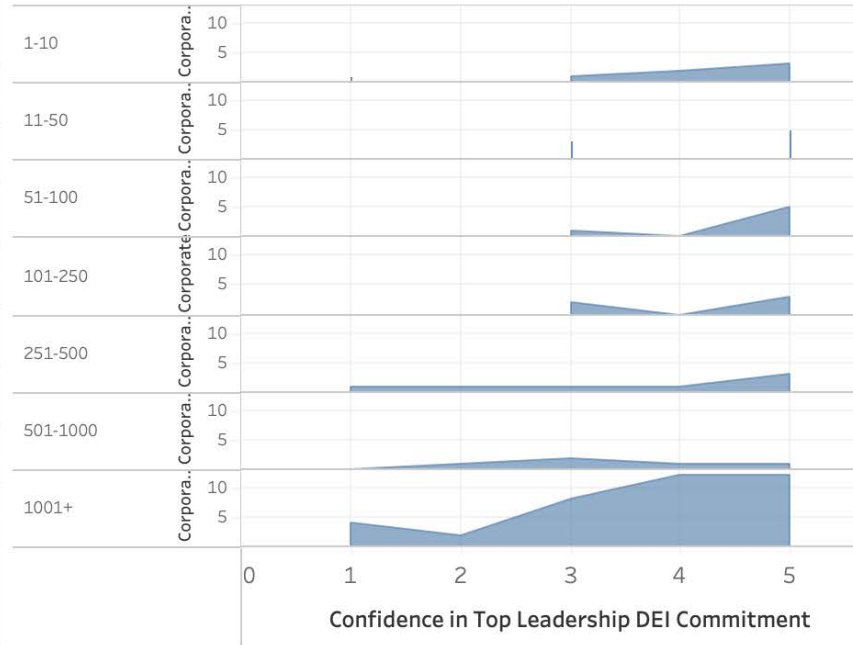
Industry DEI Leader Support x DEI Team Size



Confidence in Leaders Commitment to DEI x Annual Revenue



Confidence in Leaders Commitment to DEI x Org Size

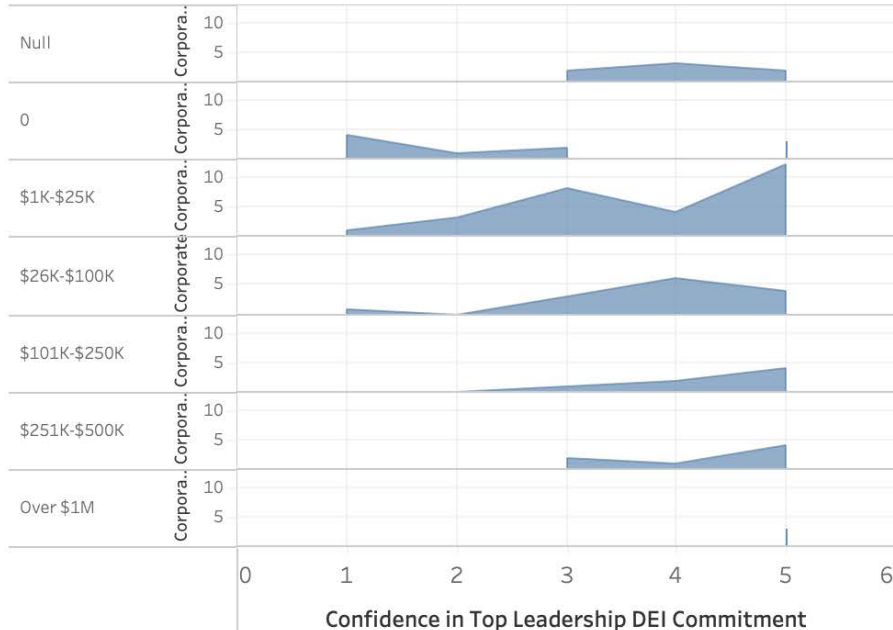


These charts show likert scale responses from respondents to the following question: "If your organization's leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?" The data is segmented by industry: Corporate.

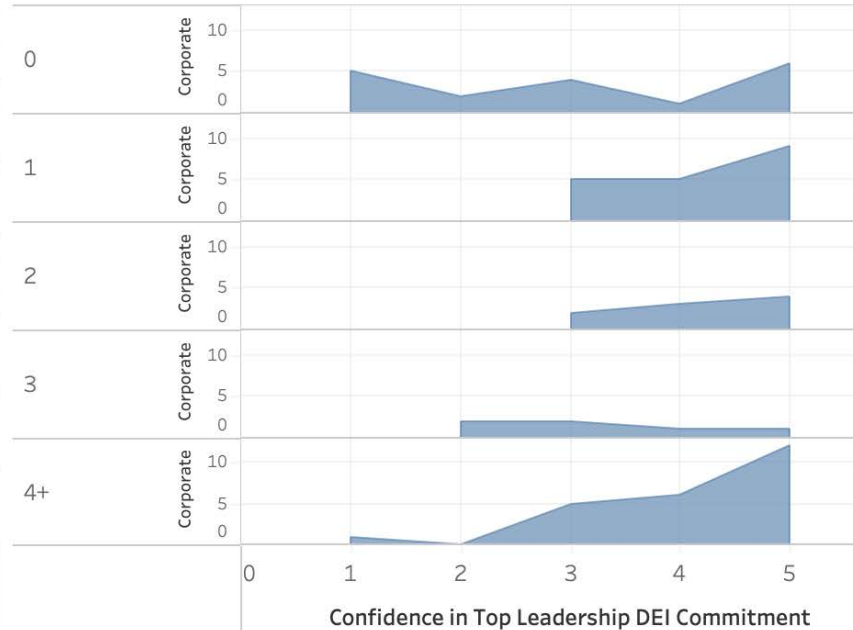
The data is further segmented by

1. Top Left: Revenue levels
2. Top Right: Org Size
3. Bottom Left: DEI Budget
4. Bottom Right: DEI Team Size

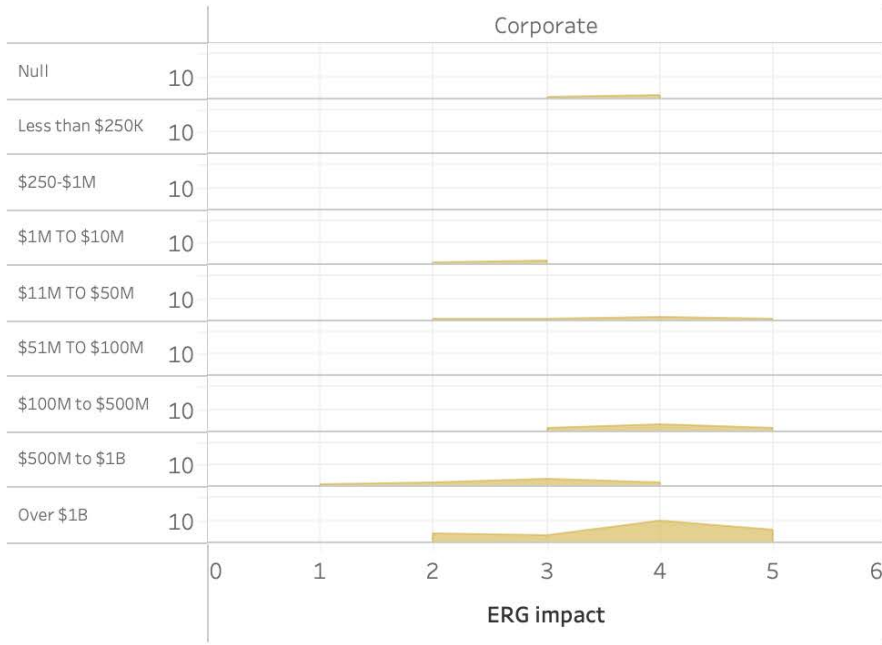
Confidence in Leaders Commitment to DEI x DEI Budget



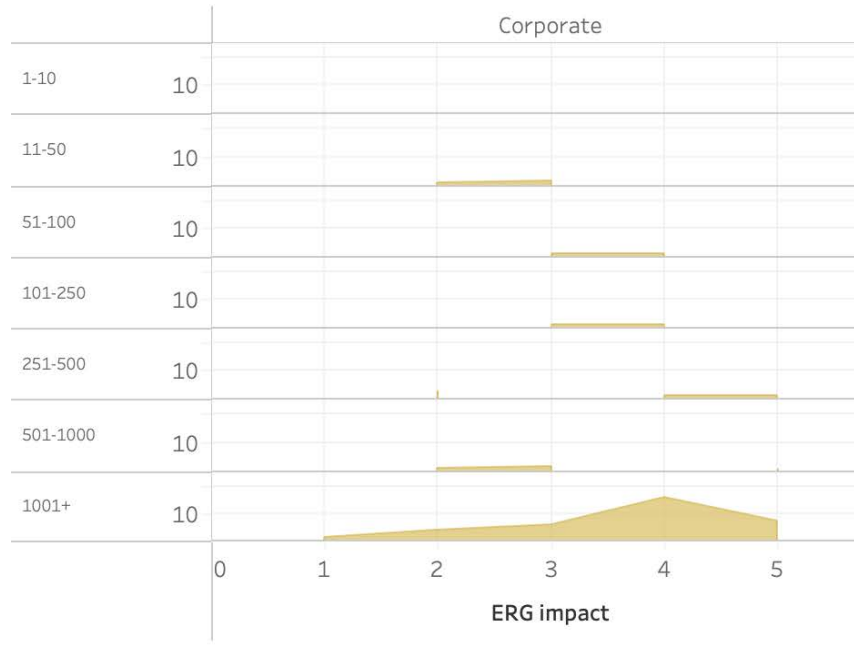
Confidence in Leaders Commitment to DEI x DEI Team Size



ERG Impact x Annual Revenue



ERG Impact x Org Size

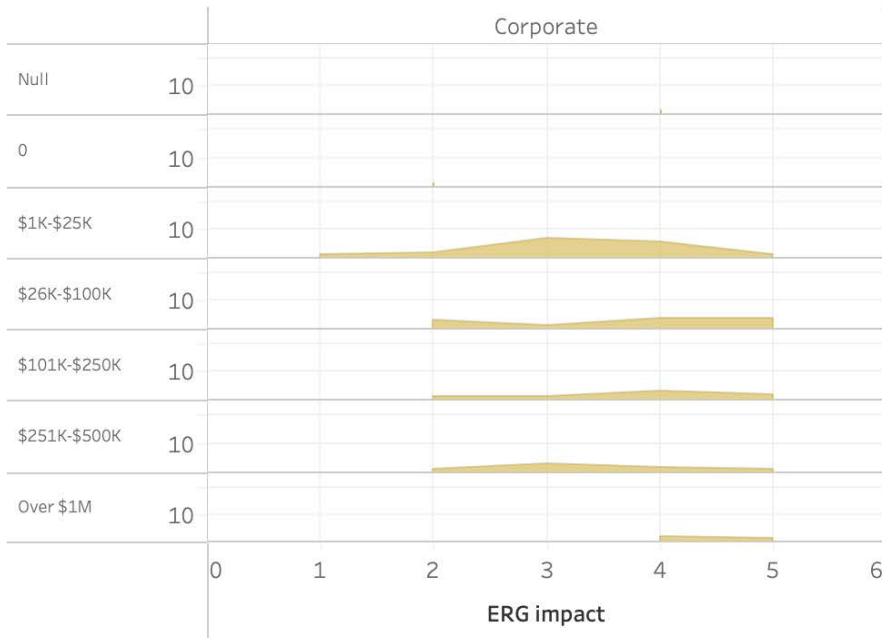


These charts show likert scale responses from respondents to the following question: "If your company has ERGs, how impactful are they to your organization?" The data is segmented by industry: Corporate.

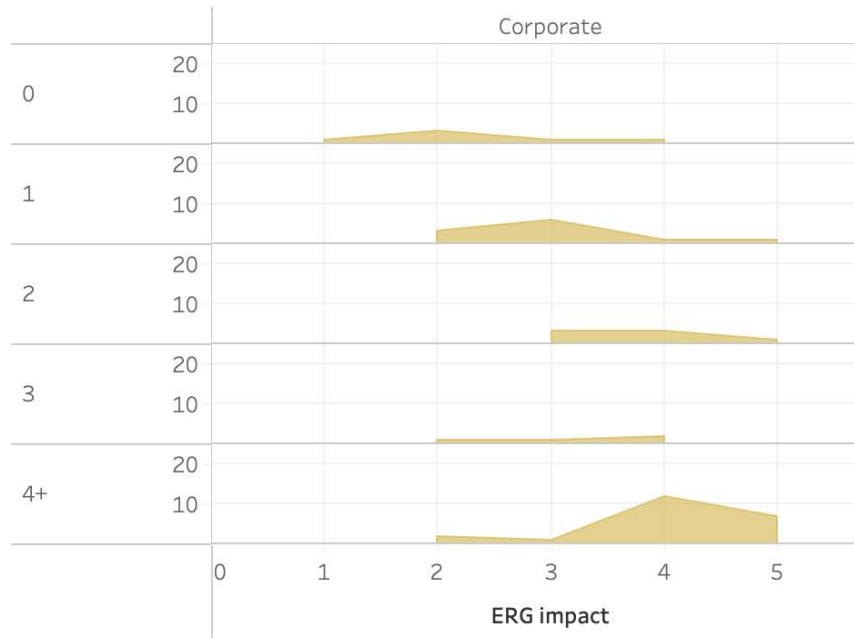
The data is further segmented by

1. Top Left: Revenue levels
2. Top Right: Org Size
3. Bottom Left: DEI Budget
4. Bottom Right: DEI Team Size

ERG Impact x DEI Budget



ERG Impact x DEI Team Size



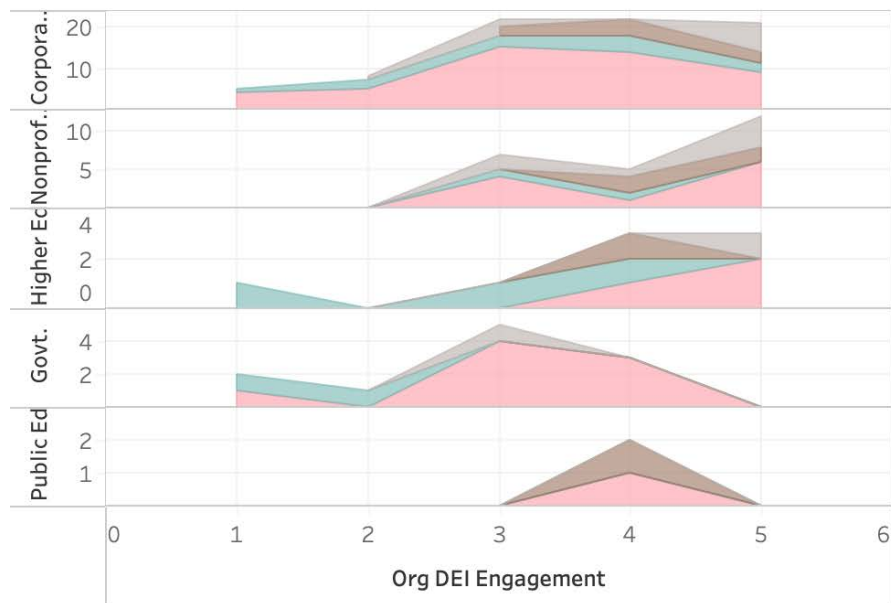


Negative Sentiment by Organization Levels

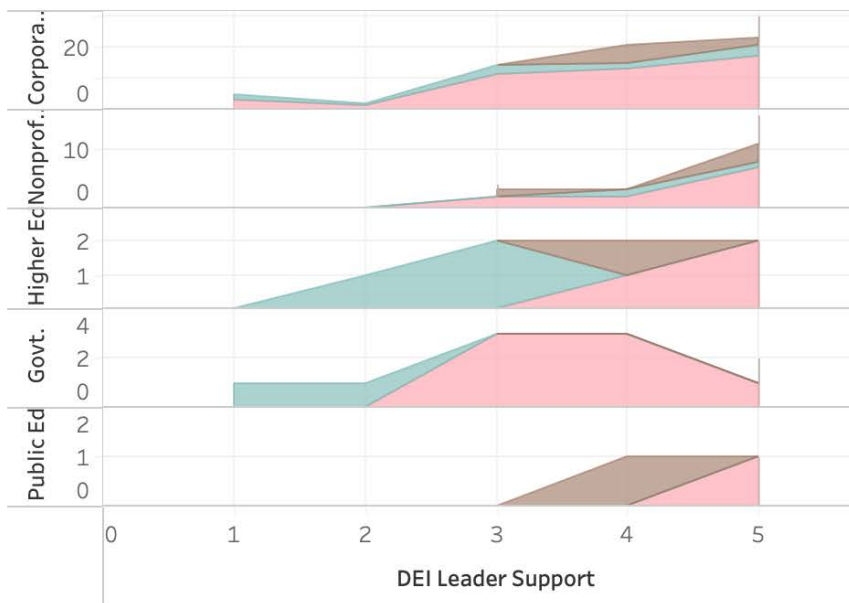
Neg Sentiment Past 6 months

Null Decreased Increased Same

Org Engagement x Negative Sentiment Change (past 6 months)



DEI Leader Support x Negative Sentiment Change (past 6 months)



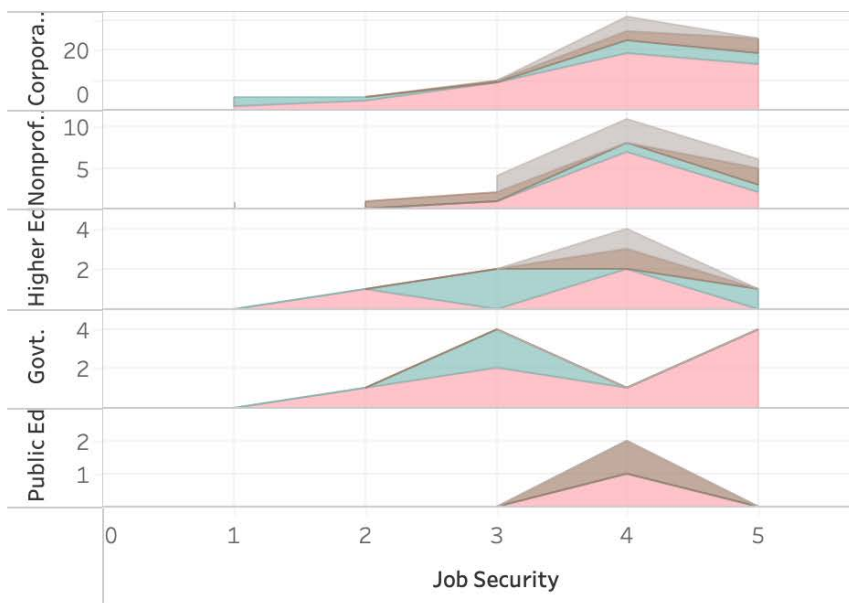
These charts show likert scale responses from all respondents to the following questions. The data is further segmented by industry (Corporate, Nonprofit, Govt, Higher Ed, Public Ed)

1. Org DEI Engagement (Top Left): "How engaged is your organization in DEI?"
2. DEI Leader Support (Top Right): "How supportive is your organization of its DEI leader(s) (if applicable)?"
3. Confidence in Top Leadership DEI Commitment (Bottom Left): "If your organization's leadership has communicated a commitment to ongoing DEI efforts, how confident are you that this will happen?"
4. Job Security (Bottom Right): "How secure do you feel your job is?"

Confidence in Leaders Commitment x Negative Sentiment Change (past 6 months)

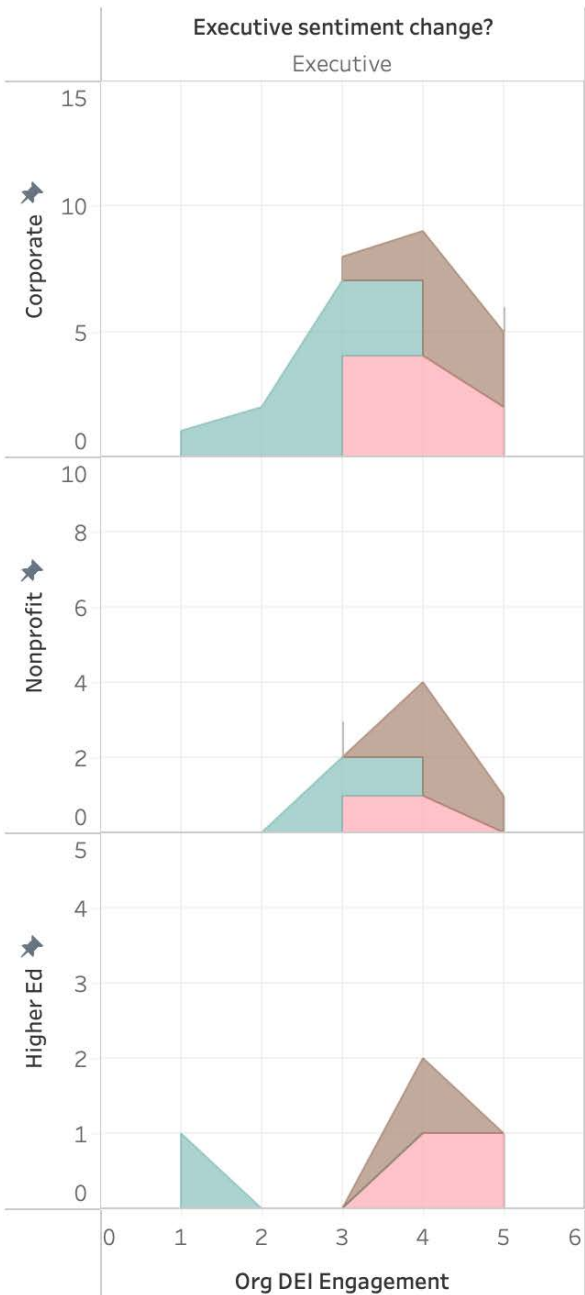


Job Security x Negative Sentiment Change (past 6 months)

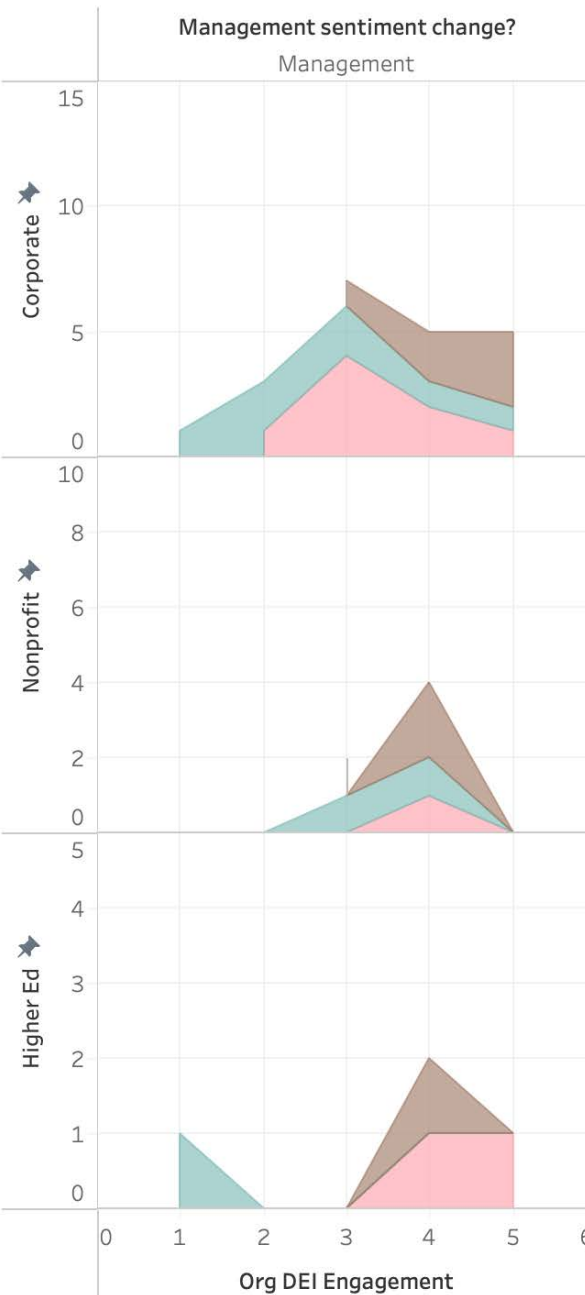


Crossviews are provided to layer the responses to the question: "In the last 6 months, negative sentiment toward DEI in my organization has..." to determine the impact of negative sentiment on cultural drivers.

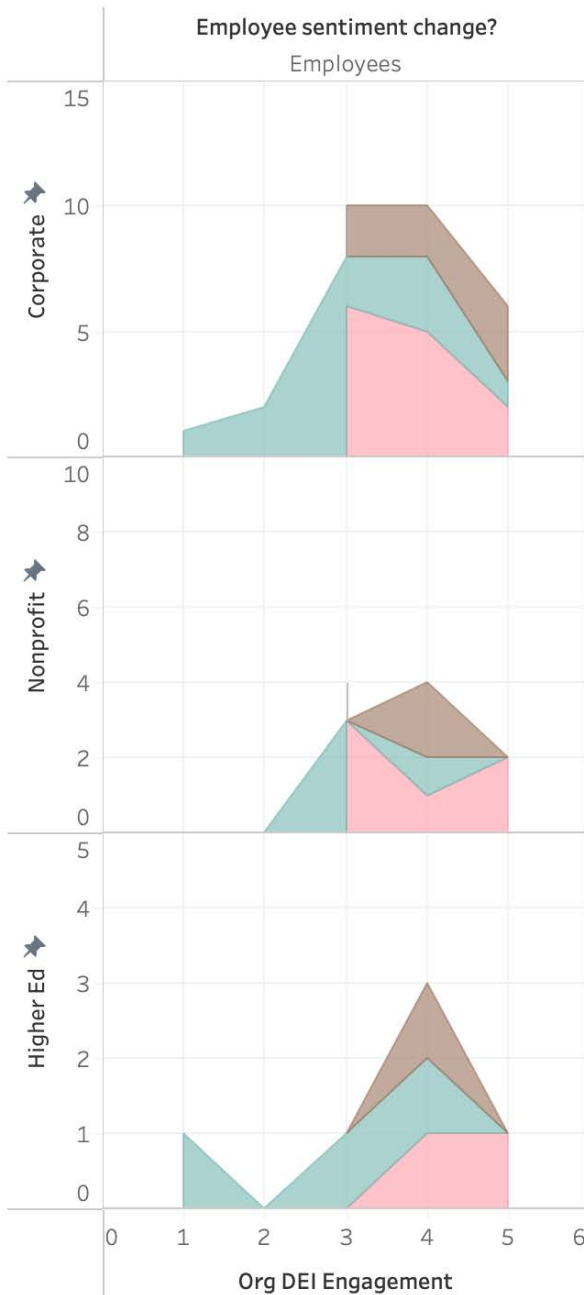
Industry Org Engagement Level



Industry Org Engagement Level



Industry Org Engagement Level



These charts show likert scale responses from all respondents to the question: "How engaged is your organization in DEI?" The data is segmented by industry (Corporate, Nonprofit, Higher Ed)

The data is further segmented by responses to the question "Change in sentiment (positive or negative) has come from (check all that apply) a) Executive, b) Management, c) Employees.

Neg Sentiment Past 6 months

Null Decreased Increased Same

Negative Sentiment Change (All)



Negative Sentiment Change (Utah)



Negative Sentiment Change (Outside Utah)



These charts show responses to the question: "In the last 6 months, negative sentiment toward DEI in my organization has..." segmented by responses to the question "Change in sentiment (positive or negative) has come from (check all that apply) a) Executive, b) Management, c) Employees.

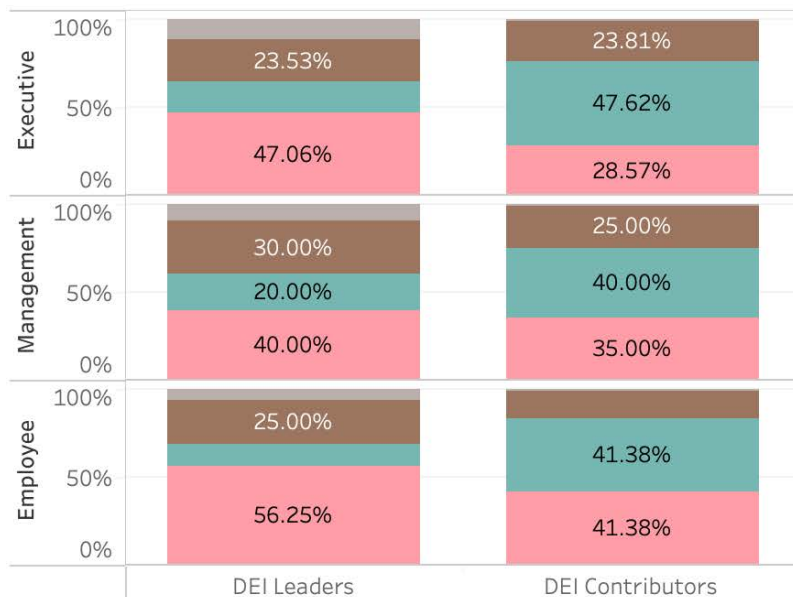
Views are further segmented by

Top Right: Companies HQ inside/outside Utah

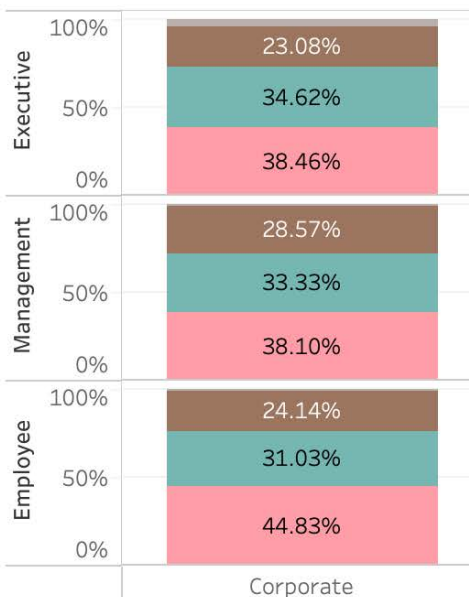
Bottom Left: DEI Focus

Bottom Right: Corporate and Nonprofit sectors

Negative Sentiment Change (Roles)



Negative Sentiment Change (Corp)



Negative Sentiment Change (Nonprofit)



