

5 findings that defined DEI in 2025

And what to expect from DEI in 2026

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How we got to where we are today

2020-2021

Racial equity discourse surges

The height of the **Black Lives Matter Movement**

Companies committed **billions to racial equity initiatives** and launched new DEI roles and strategies

2022-2024

Mounting challenges to DEI

SCOTUS overturned affirmative action in SFFA v. Harvard/UNC

Activist **Robby Starbuck** claimed to influence numerous corporate DEI rollbacks

2025 H1

Rising pressure from new admin

The **administration** called DEI “immoral” and moved to ban it in federal agencies and contractors

FCC launched **corporate probes** into “discriminatory” DEI practices

2025 H2

Awaiting federal follow up

DOJ guidance offers best practices for recipients of federal funds to avoid “unlawful” DEI practices

The **pace of public DEI changes** in the private sector slowed

LOOKING TO 2026

A new DEI landscape

Admin scrutiny has centered on **university DEI policies**, with corporate callouts thus far limited to FCC probes

The **2026 midterms** may reignite debates around DEI policies

1. 40 large corps made public post-inauguration changes to DEI

Gravity Research tracked publicly reported changes to corporate DEI policies from mid-2024 to July 2025

COUNT OF CHANGES TO SPECIFIC DEI POLICIES (JUNE 2024 – JULY 2025)



Contact Katie Collins at kcollins@gravityresearch.com to receive a full version of this report.

2. 80% of companies reaffirmed values when making changes

Communicating values



Acknowledging external pressures



cited a shifting social political or legal

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3. Corporate use of the term "DEI" declined 98%

Gravity Research analyzed 1,378 unique documents from the Fortune 100 between Jan 2023 and May 2025

MENTIONS PER 10 000 WORDS IN FORTUNE 100 ISSUE REPORTS

% CHANGE YOY

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4. Overall engagement with heritage holidays declined 50%

Gravity Research benchmarked Fortune 100 companies' social media posts in 2024 and 2025

F100 SOCIAL MEDIA ENGAGEMENT ON COMMEMORATIVE MONTHS/DATES:¹

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5. Risk Index rating of ‘Racial Equity and DEI’ dropped to 6.0

Gravity Research’s Risk Index is our quarterly effort at quantifying reputational risk relative to corporate engagement

GRAVITY RESEARCH’S RISK INDEX 2024-2025¹

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What this means for DEI in 2026

1

Alignment with business

2

Internal employee centered

3

Opportunities for inclusive

Contact Katie Collins at kcollins@gravityresearch.com to receive a full version of this report.

Interested in learning how Gravity
can help your company **navigate**
reputational risks?

Reach out to Katie Collins at kcollins@gravityresearch.com to start
the conversation

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