

5 findings that defined DEI in 2025

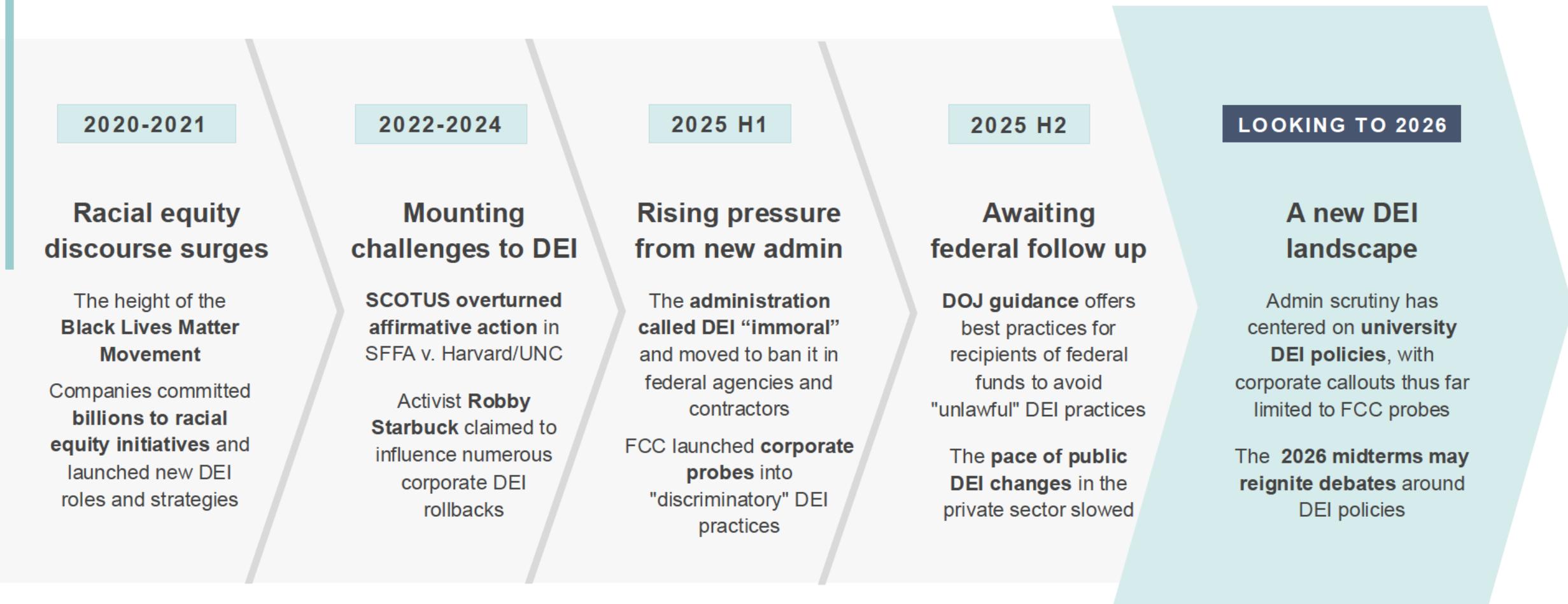
And what to expect from DEI in 2026

NOVEMBER 2025

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How we got to where we are **today**



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

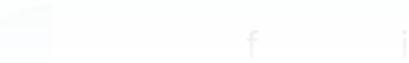
COUNT OF CHANGES TO SPECIFIC DEI POLICIES (JUNE 2024 – JULY 2025)



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

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**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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