

Martin Luther King, Jr Day Pulse



**REPUTATION
LEADERS**



THE WITNESS FOUNDATION



Martin Luther King, Jr Day US Pulse

Executive Summary



On MLK day, achieving racial equality remains an essential issue for Americans.

75% of Americans say MLK day is an essential holiday for remembering the importance of US civil rights

57% of Americans say Martin Luther King Jr's legacy is a great speech.

56% say his legacy is a commitment to civil rights.

80% of Americans agree that civil rights are as important in 2021 as at any time in the last 30 years

This is evidenced by 29% of Americans who experienced discrimination in 2020

Over half (53%) of those who experienced discrimination experienced racial discrimination

Nearly half of those who experienced discrimination say it was in their community.

68% say that the COVID-19 pandemic has shown us that America still needs to address education, job and health access inequalities faced by minorities

Employers who want to attract workers in 2021 should embrace Martin Luther King day.

90% of those who say an organization's commitment to diversity would have an impact say MLK Day is an essential holiday

Executive Summary



Half of American workers expect their employer to act on race equality and are proud when they do.

Responsible businesses are one of the top 3 groups that American's believe has made the biggest difference in improving racial equality in the last ten years

50% of American workers expect their employer to act on race equality, 44% on gender, 34% on LGBTQI+

23% of US workers say their employer acted for racial equality in 2020, while 28% say there isn't racism in their organization

46% of US workers say addressing racism in the workplace via HR is the best way to create justice, more than activism or handling racism in the courts or politics

85% who say their employer has acted on racial equality are proud to work there.

That is higher than the 76% who are proud to work in organizations where they say there is no racism.

67% feel proud to work for their employer

Diverse workplaces increase pride to work for an employer

88% who say their company has been and will be committed to diversity and inclusion are proud to work for their employer

**Martin Luther
King, Jr Day
US Pulse**

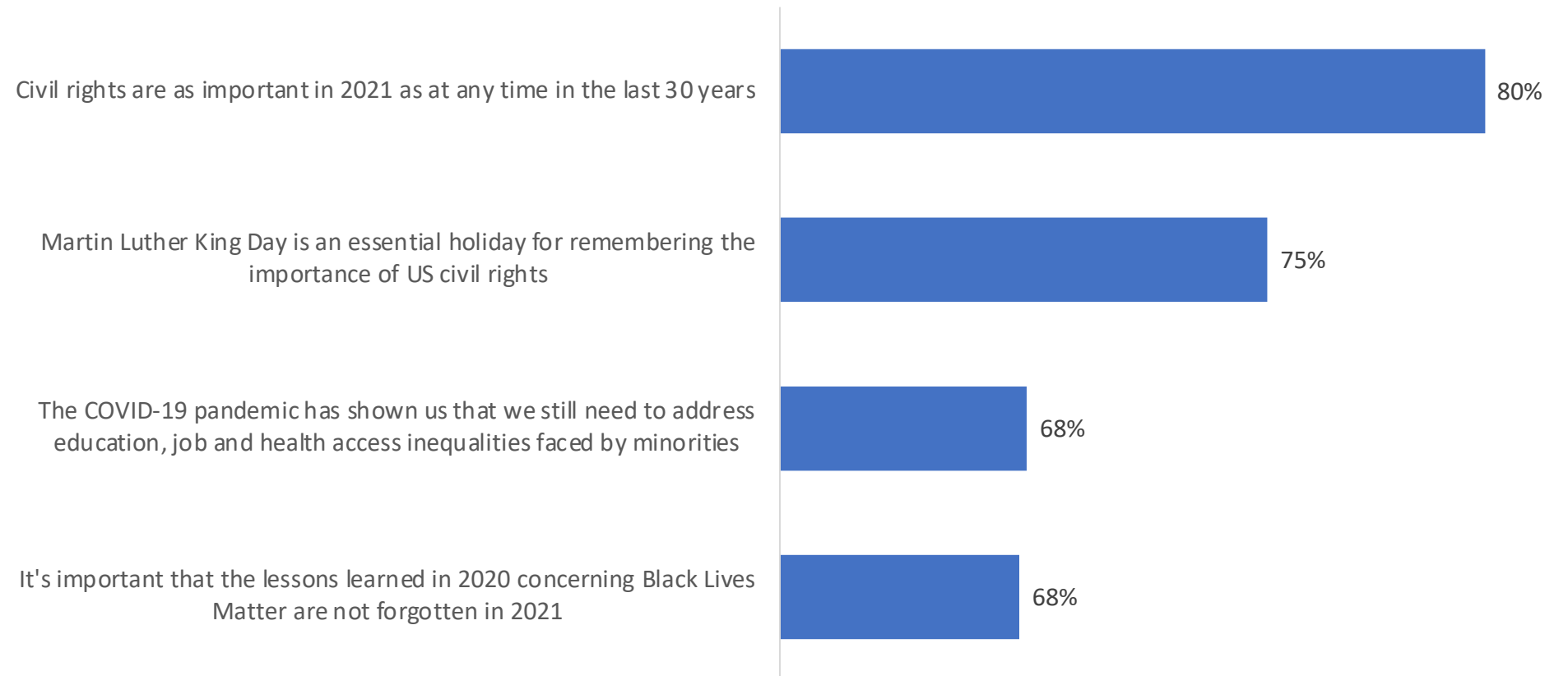


Racial equality is top of mind for Americans in 2021

75% say MLK day is an essential holiday for remembering US civil rights



I agree with these statements

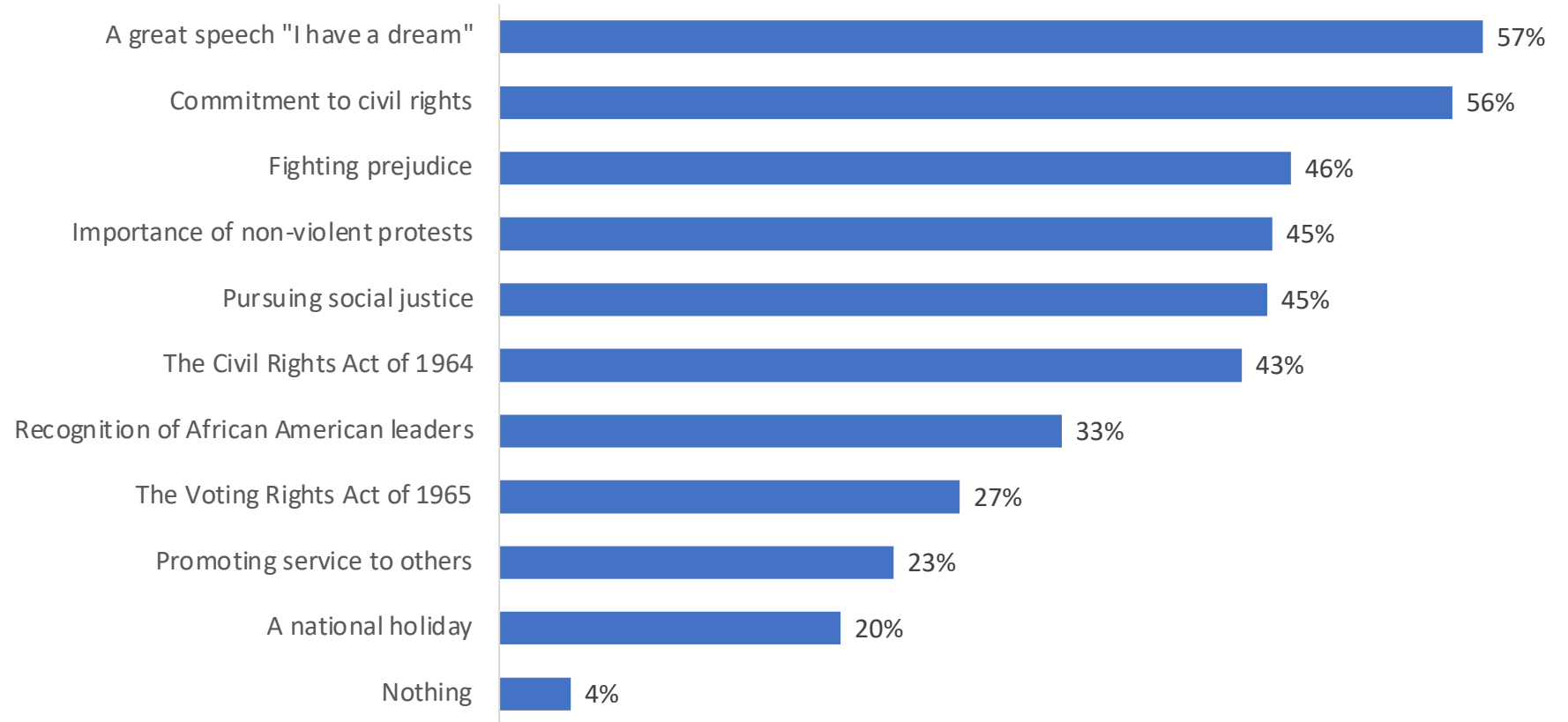


57% of Americans see Martin Luther King, Jr's "I have a dream" speech as his legacy.

56% cite the ongoing commitment to civil rights.



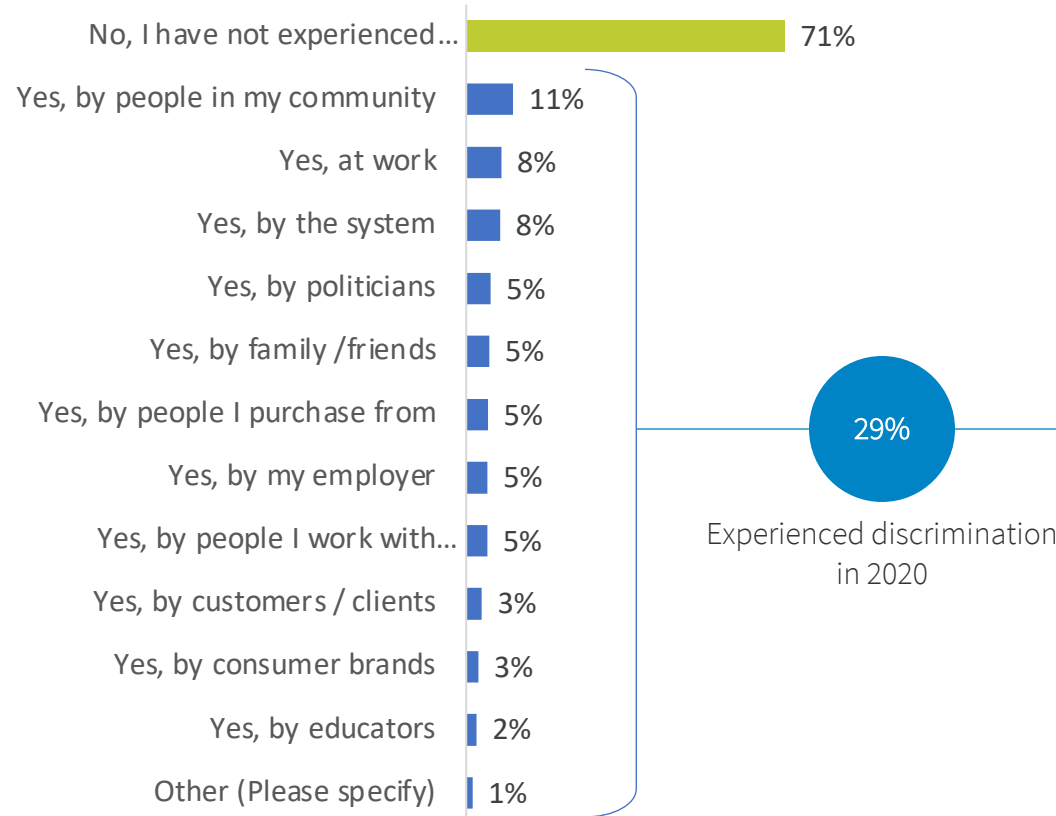
The legacy of Martin Luther King, Jr is...



29% of Americans experienced discrimination in 2020

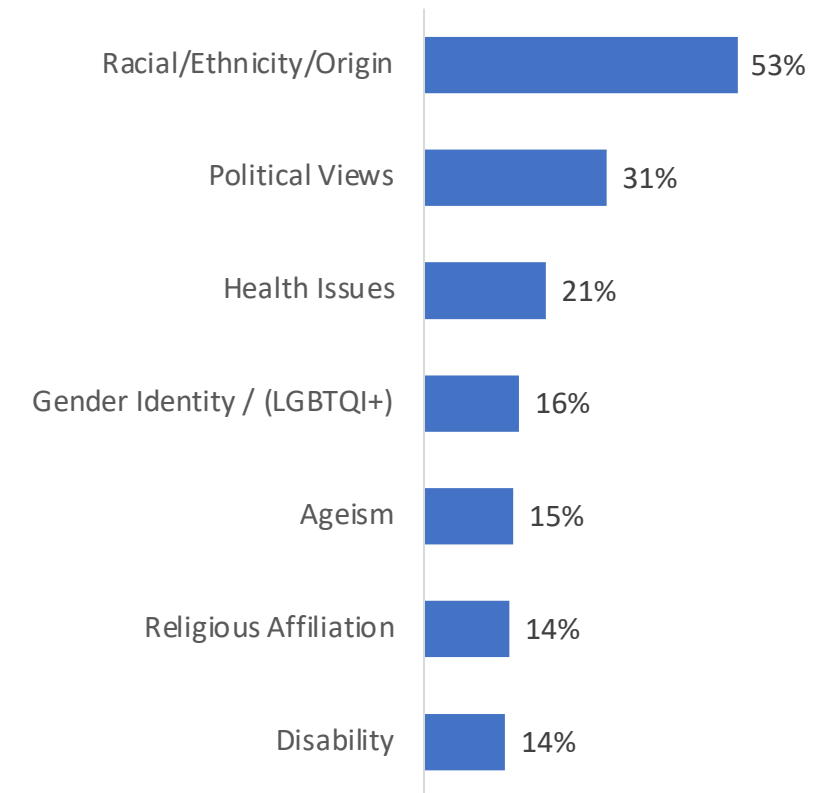
Of these, over half (53%) experienced racial discrimination

How many have personally experienced discrimination in 2020



Type of discrimination experienced

*Percentage of the 29% who experienced discrimination



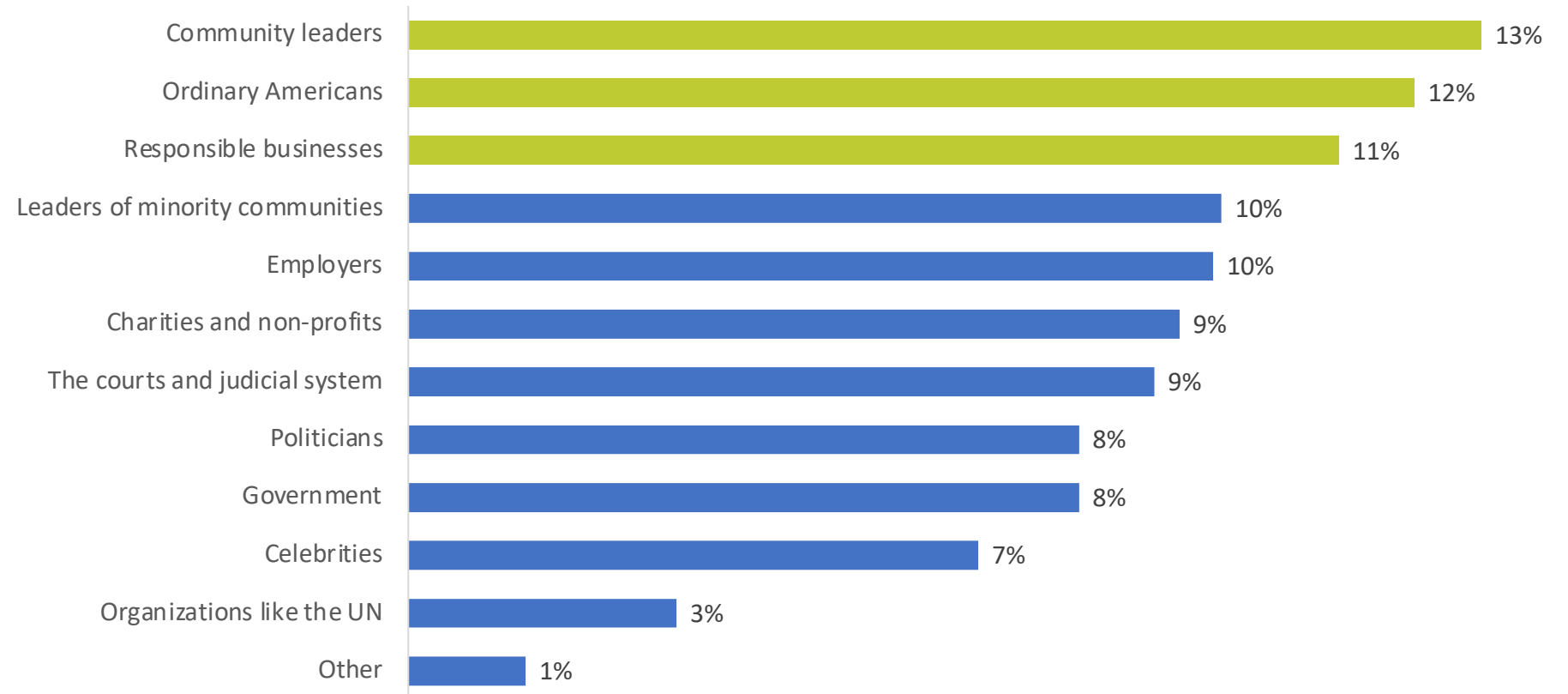
MLK Day Survey; Q9 Have you been negatively affected by discrimination personally in the past year? Please answer yes or no, and if yes, who has discriminated against you base n = 1007

MLK Day Survey; Q10 What type of discrimination did you experience base n = 290

Business building a fairer workplace

Responsible businesses have had a large impact on improving racial equality in America in the last 10 years

Responsible businesses, community leaders and everyday American's have had the most impact on improving racial equality in the last 10 years

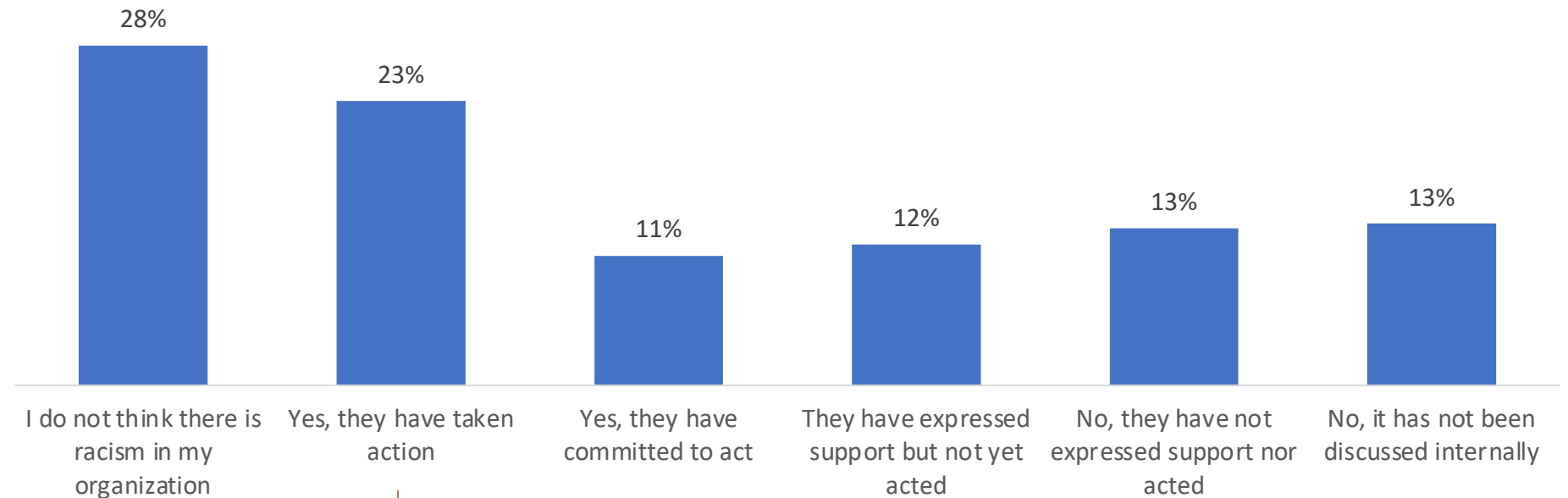


23% say their employer has acted on racial equality

28% say there isn't racism in their organization.

85% who say their employer has acted on racial equality are proud to work there.

Did your employer take action in 2020 to address racism where it exists in your organization?

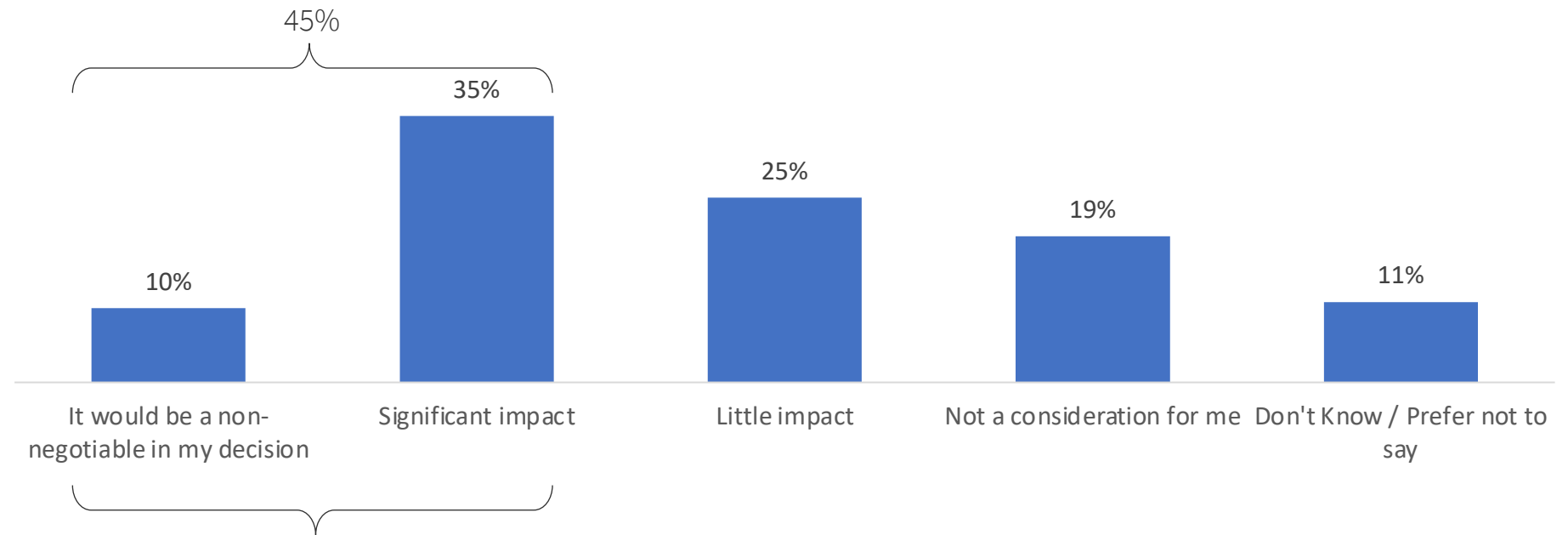


→ 85% of these workers are proud to work for their employer

→ 76% of these workers are proud to work for their employer

45% say an organization's commitment to diversity, equality and inclusion would be significant in their decision to work there.

Impact an organization's commitment to diversity, equality and inclusion have on American worker's decisions to work for them or not?



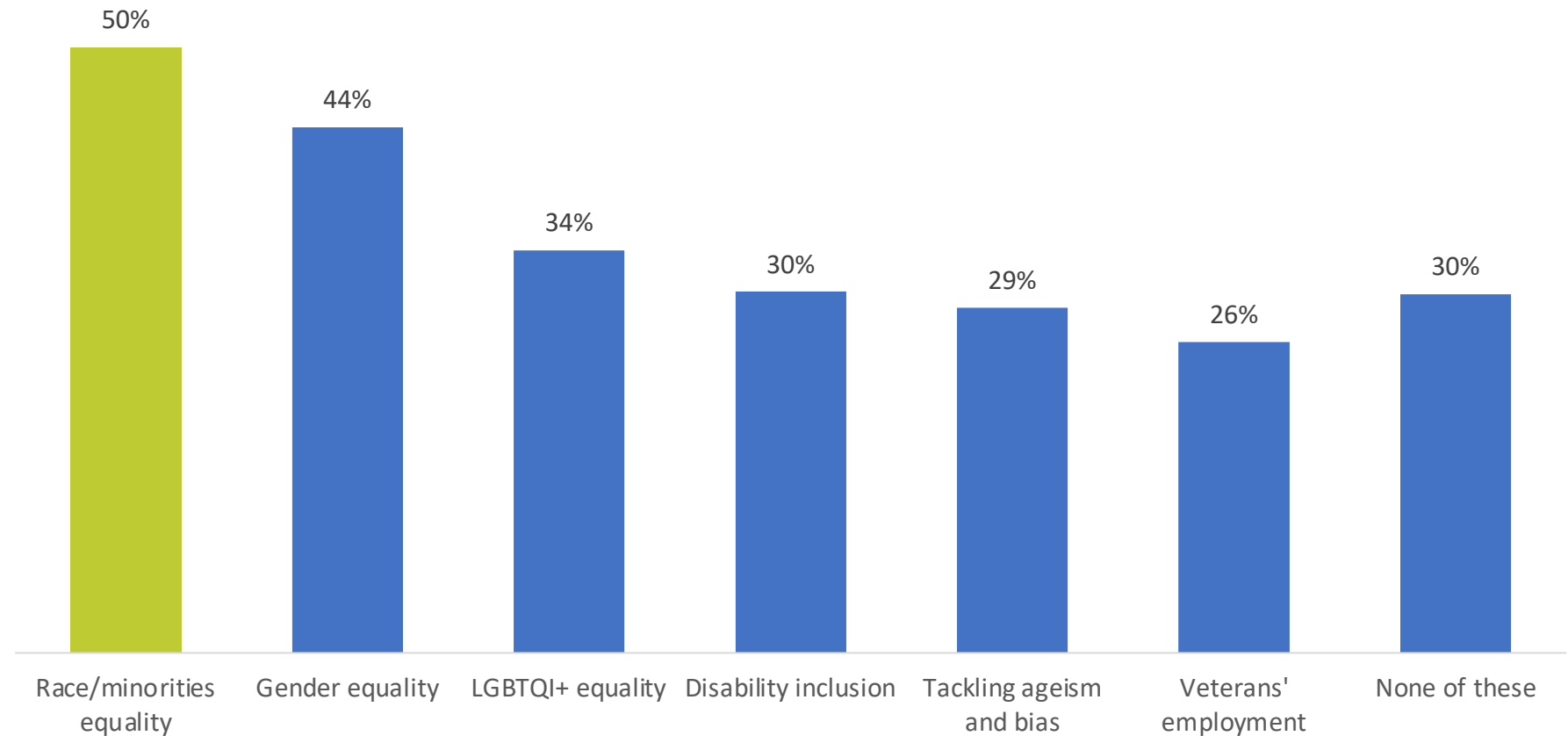
For 90% of these Americans, Martin Luther King day is an essential holiday for remembering the importance of US civil rights

Half of American workers (50%) expect their employer to act on race equality issues

44% on gender

34% on LGBTQI+

Workplace fairness issues American workers expect their employer to take action on

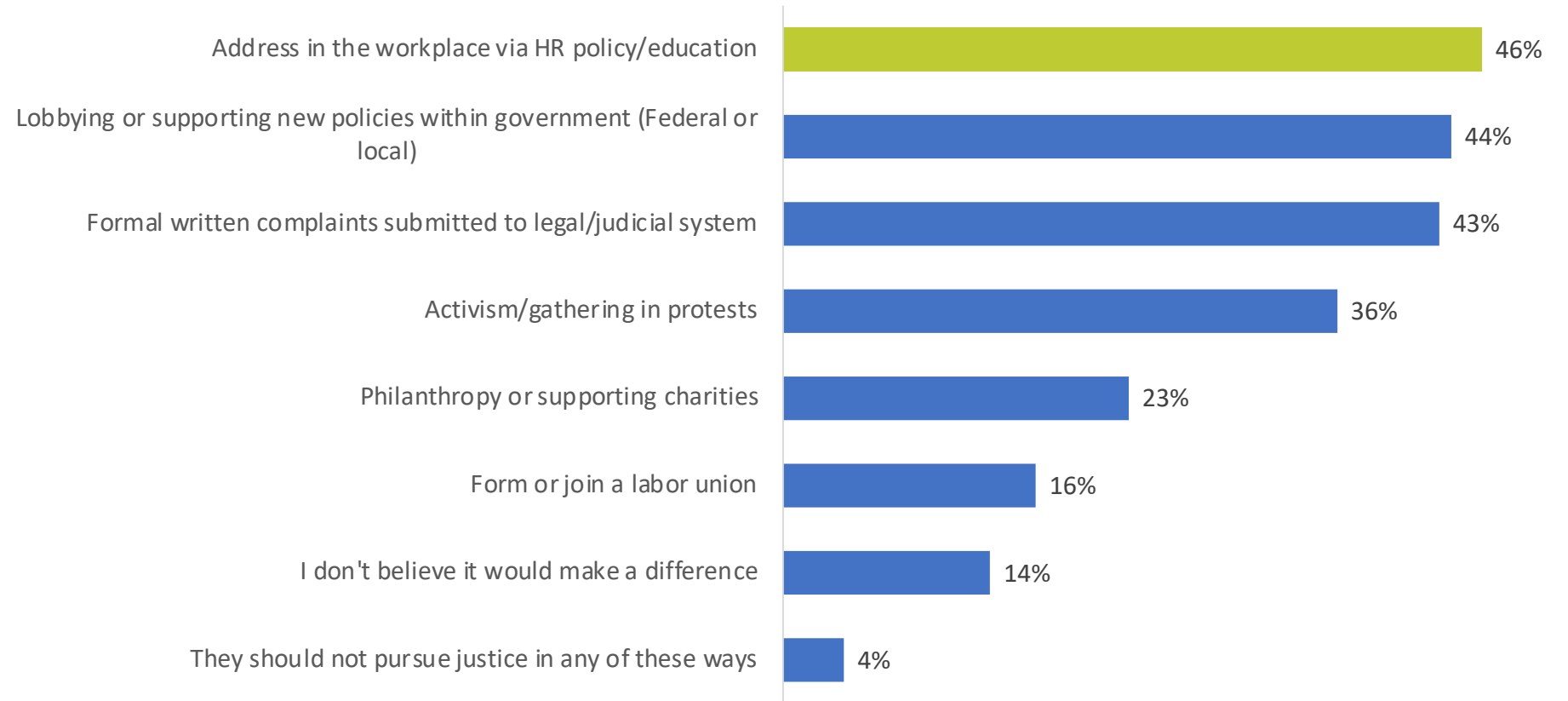


MLK Day Survey; Q13 Which of these workplace fairness issues do you expect your employer to take action on? base n = 525

More workers (46%) say the workplace is the best way to create justice when they feel discriminated against

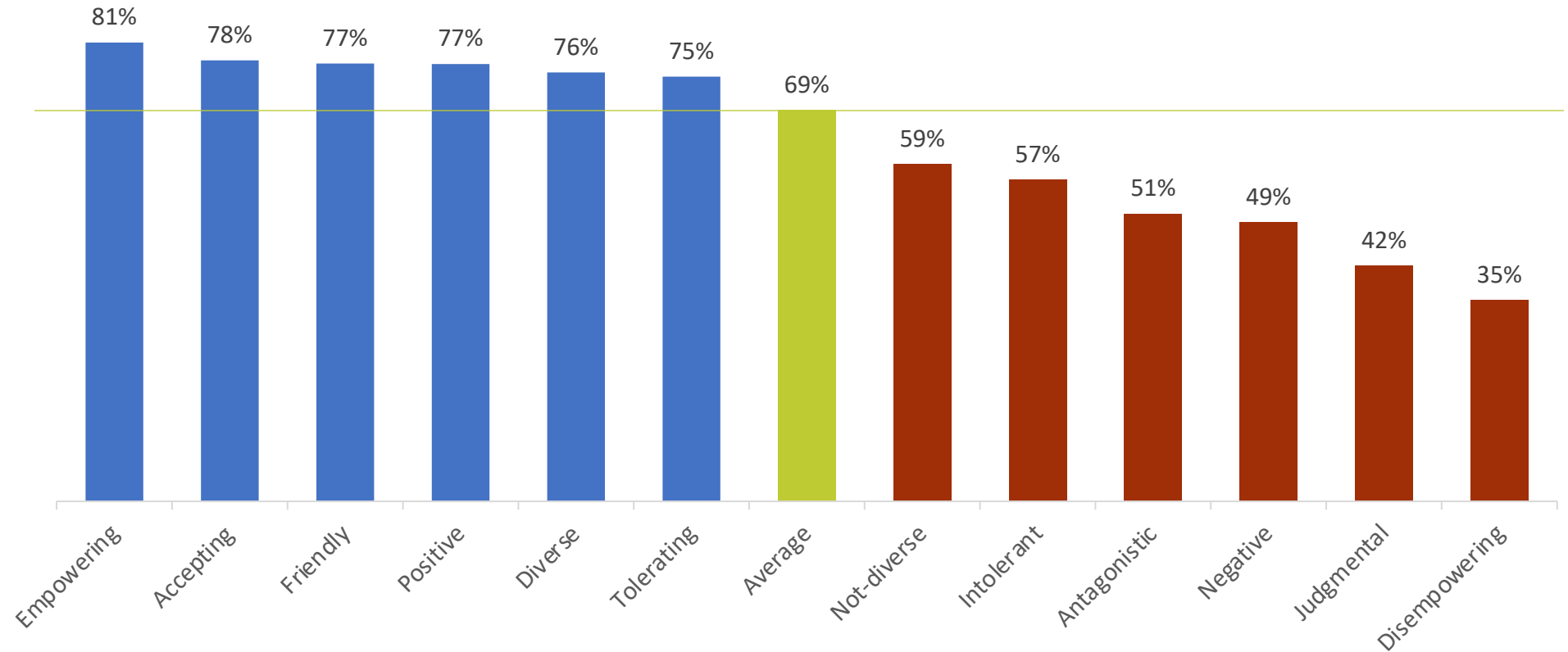
More so than activism, lobbying or complaints in the judicial system

The best ways to create justice when Americans feel discriminated against



81% in a workplace with an empowering culture feel proud to work there.

How proud American's feel to work for their employers when they have the following workplace cultures



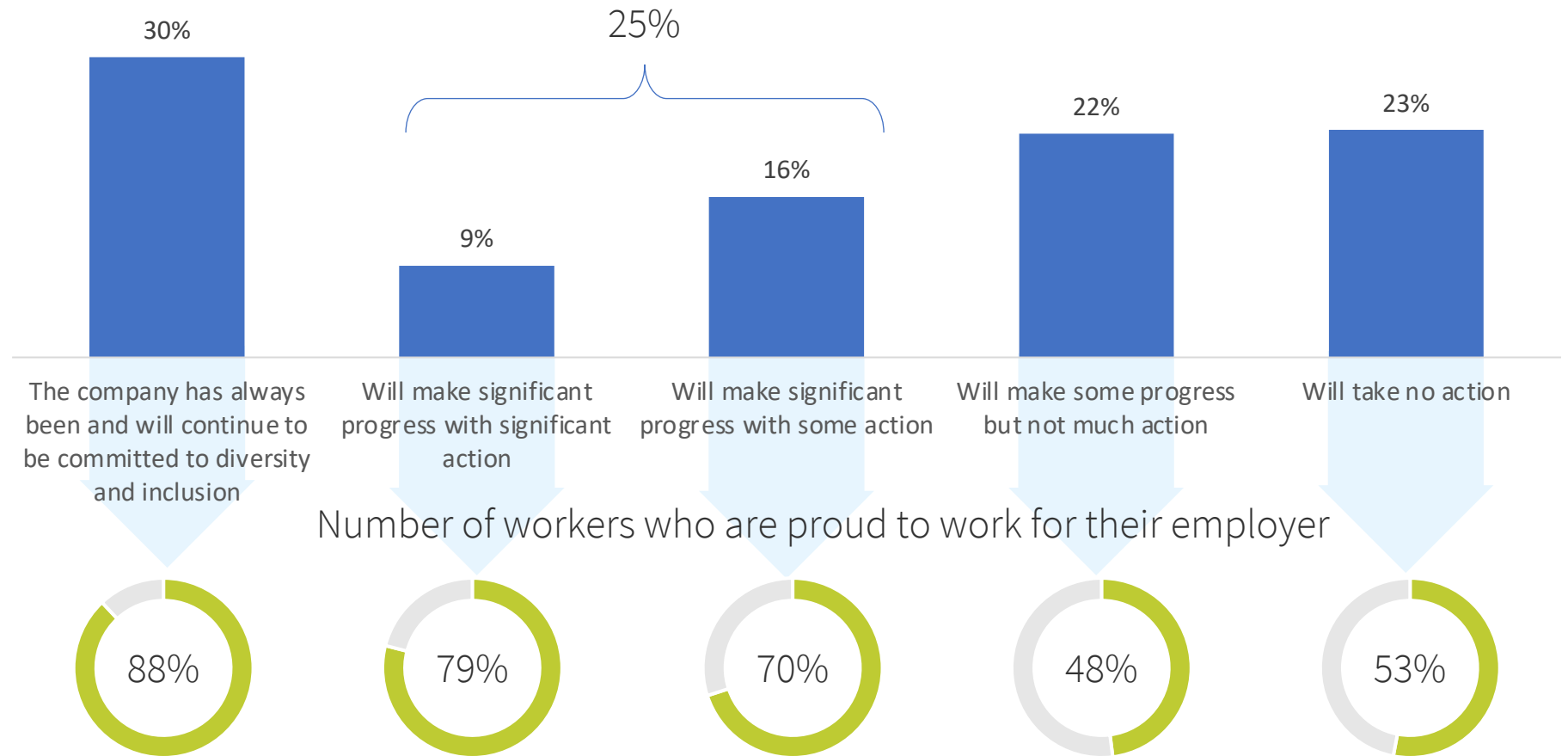
25% of US workers say their employer will make significant progress on D+I in 2021, with action.

These workers are much prouder to work for their employer.

Companies can differentiate themselves by acting on diversity, equality and inclusion in 2021.



Progress American workers anticipate their employer will make on diversity, equality and inclusion in the coming year (2021)?



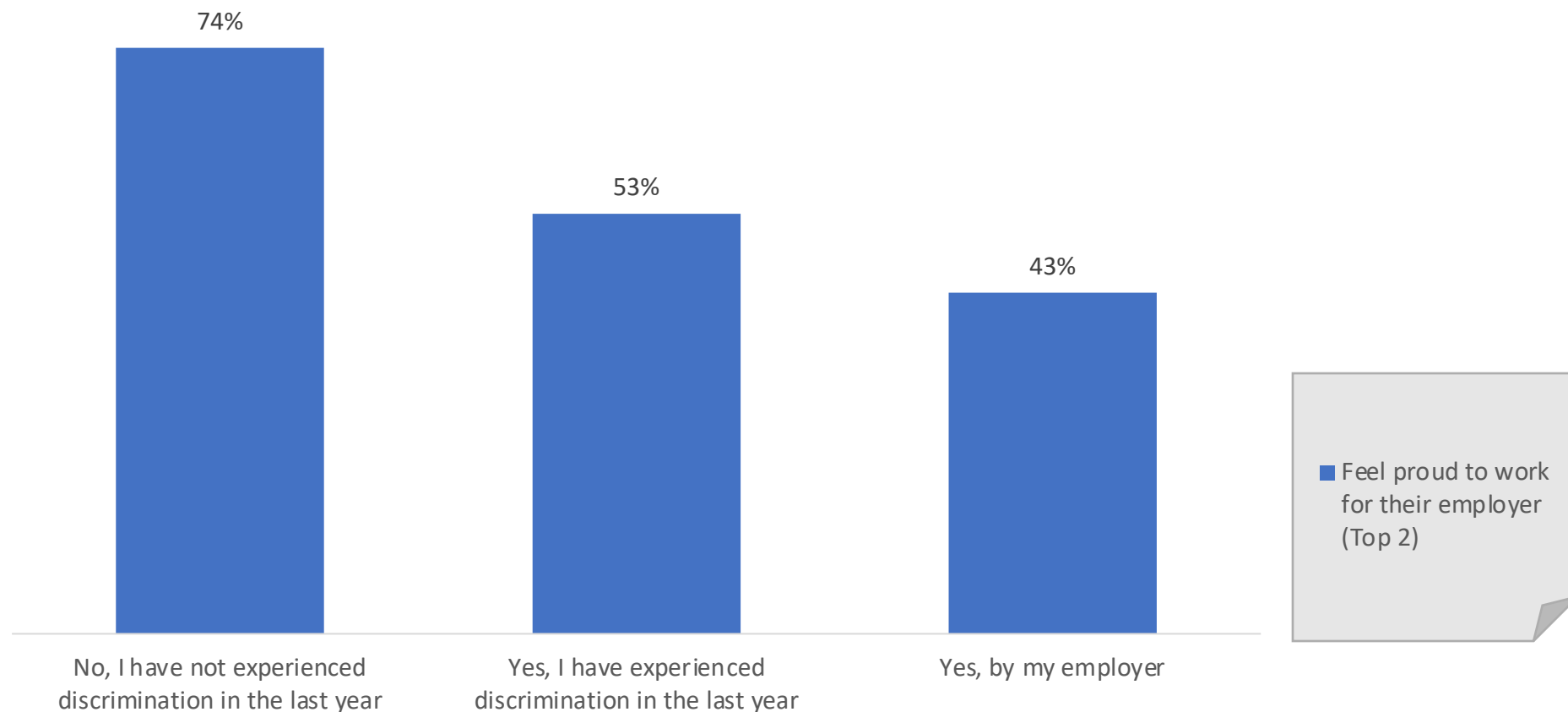
MLK Day Survey; Q16 How proud do you feel to work for your employer? by Q15 How much progress do you anticipate that your employer will make on diversity, equality and inclusion in the coming year (2021)?; Total sample; Unweighted; base n = 525

Worker's personal experiences affect how they feel about their employer

74% of those who haven't experienced any discrimination (whether in work or not) feel proud

43% of those who experienced discrimination from an employer or colleagues still feel proud

The effect of discrimination on American workers



MLK Day Survey; Q16 How proud do you feel to work for your employer? by Q9 Have you been negatively affected by discrimination personally in the past year? Please answer yes or no, and if yes, who has discriminated against you; Total sample; Unweighted; base n = 525

Demographics

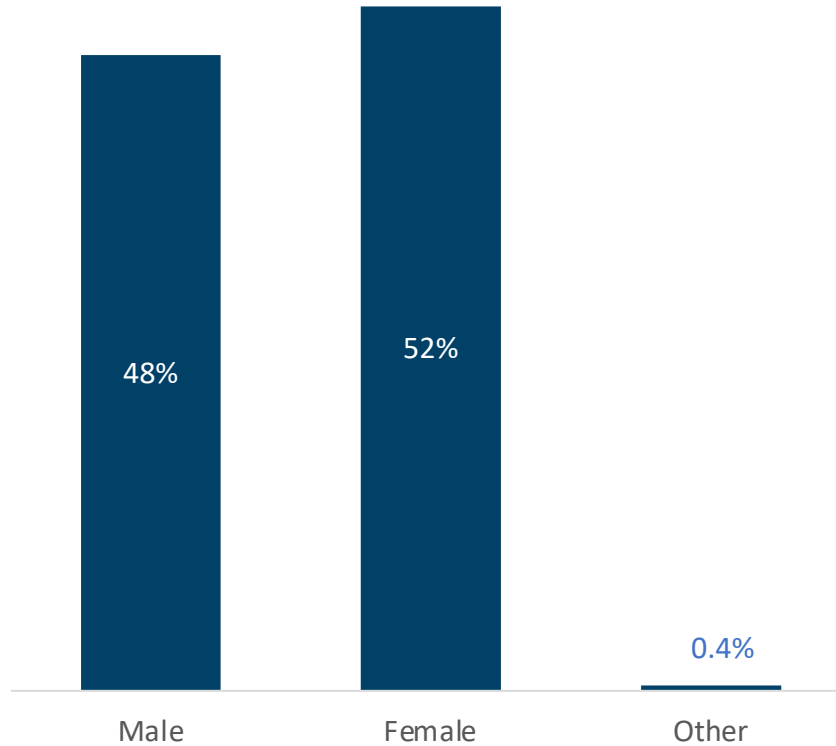
1000 American adults (18+) interviewed between Jan 6 and Jan 8, 2021.

Nationally US representative by age, gender and region

Gender and region representation

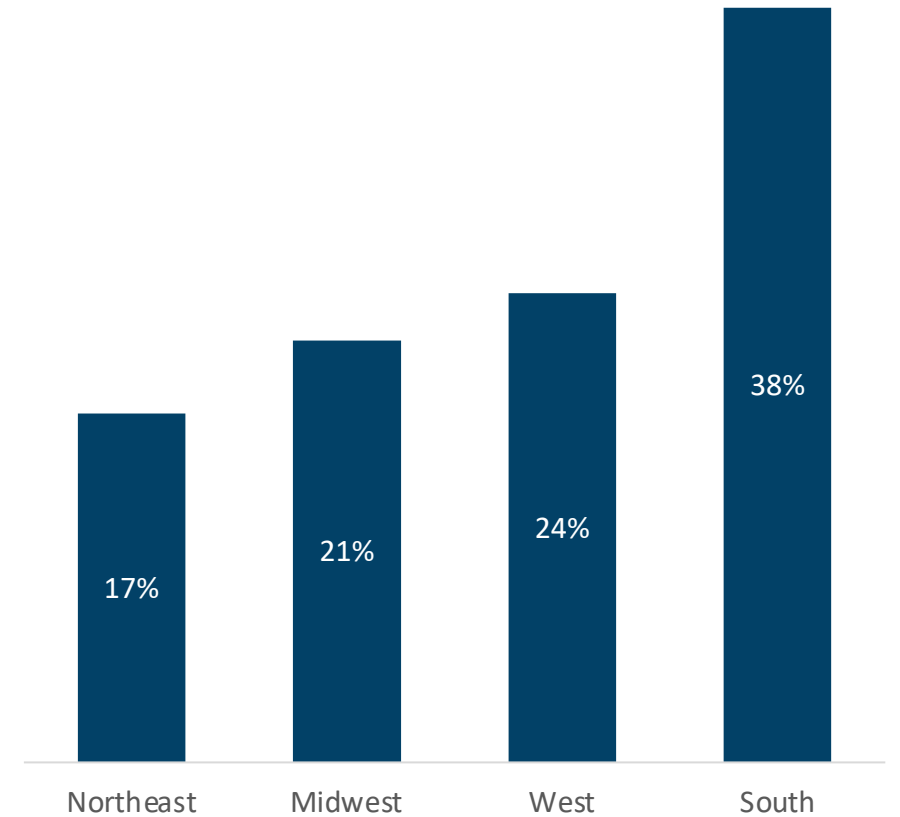


Do you identify as male or female?



MLK Day Survey; Q3 Do you identify as male or female? base n = 1007

In which region is your primary address?



MLK Day Survey; Q2R In which region is your primary address? base n = 1007

Demographics

1000 American adults (18+) interviewed between Jan 6 and Jan 8, 2021

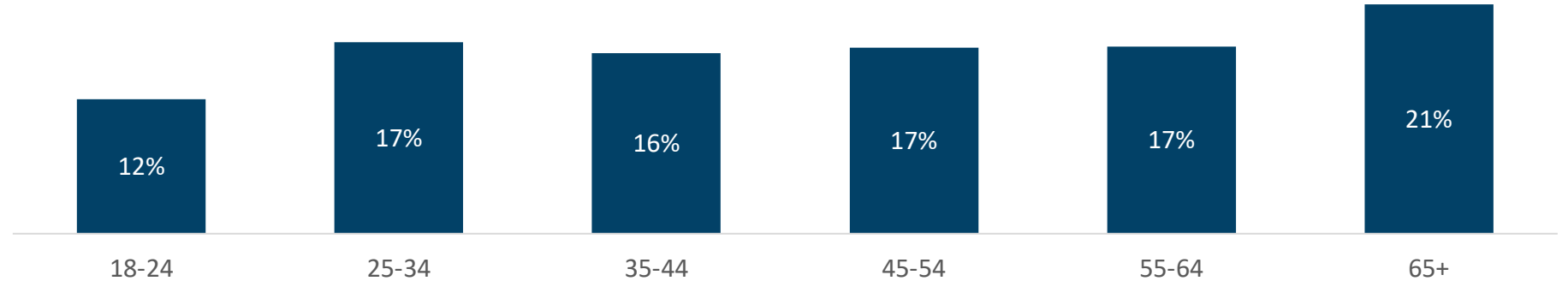
Nationally representative by age, gender and region

15 January 2021

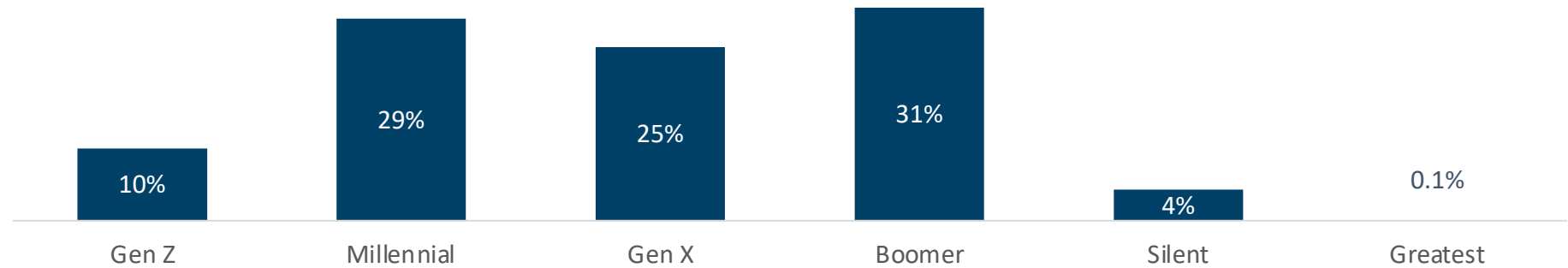


Age representation

Which age group are you in?



Which generation are you in?



MLK Day Survey; Q1R1 Which age group are you in? base n = 1007

MLK Day Survey; Q1R2 Which generation are you in? base n = 1007

Differences in percentages not adding up to 100% are due to display rounding only

Demographics

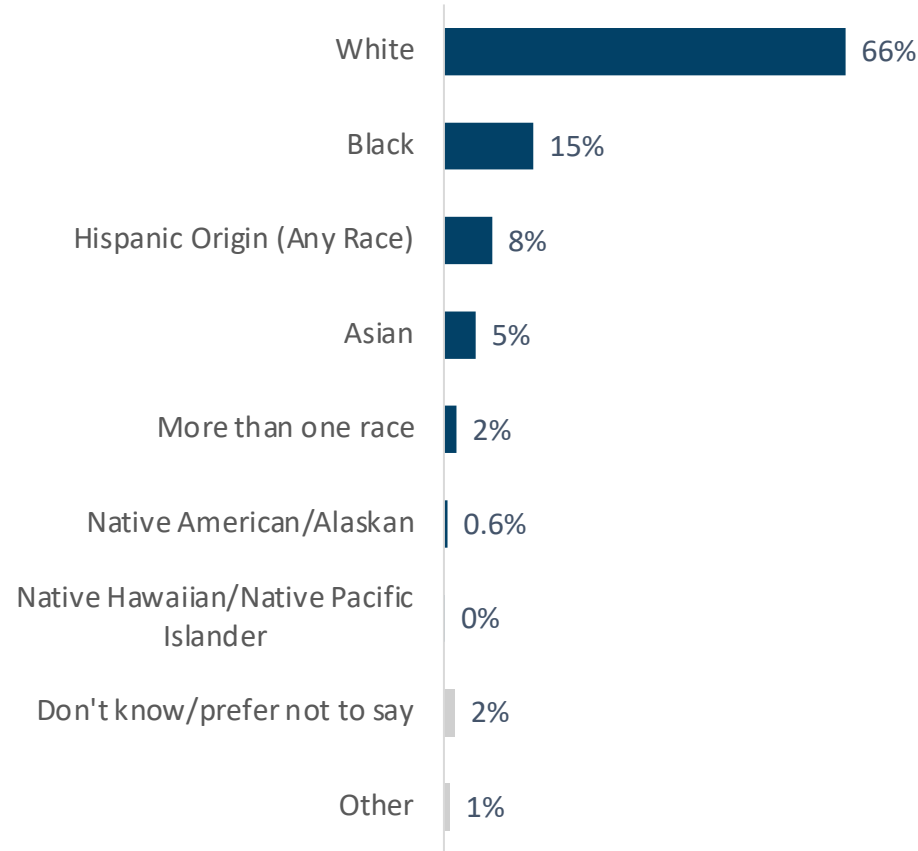
1000 American adults (18+) interviewed between Jan 6 and Jan 8, 2021

Nationally representative by age, gender and region

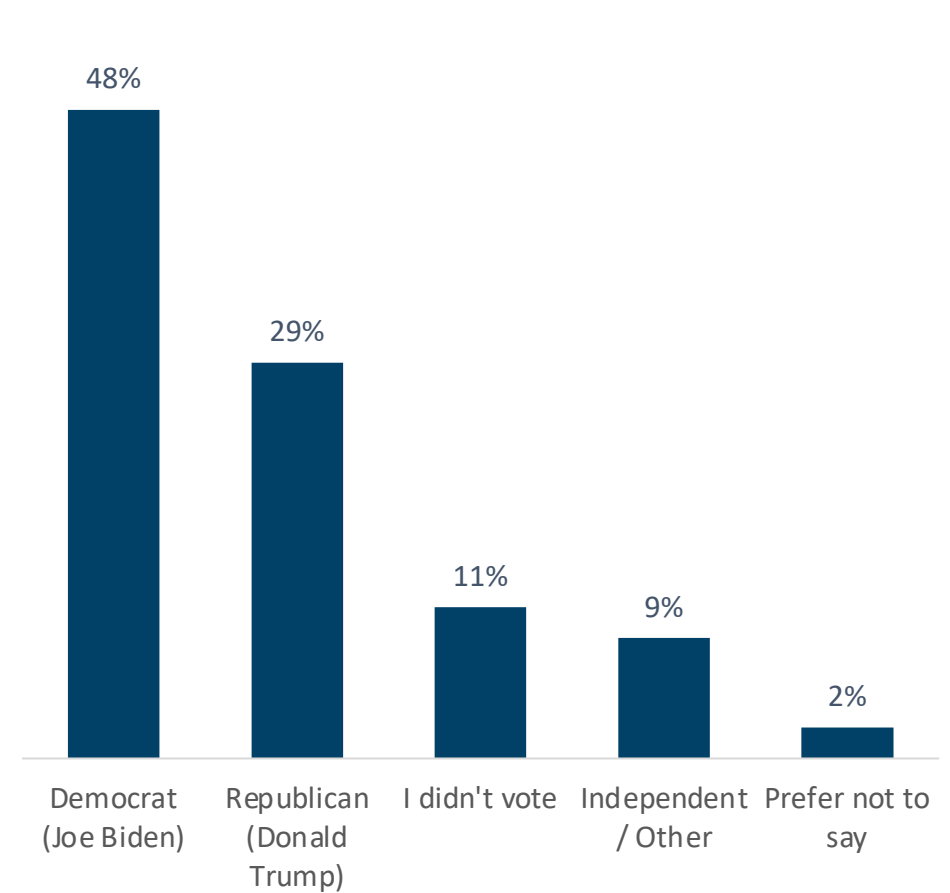


Political views and ethnicity/origin

Q25 How do you identify your race or origin? Recoded



Q26 How did you vote in the last Presidential election?



MLK Day Survey; Q25 How do you identify your race or origin? Recoded base n = 1007

MLK Day Survey; Q26 How did you vote in the last Presidential election? base n = 1007

Differences in percentages not adding up to 100% are due to display rounding only

Demographics

1000 American adults (18+) interviewed between Jan 6 and Jan 8, 2021

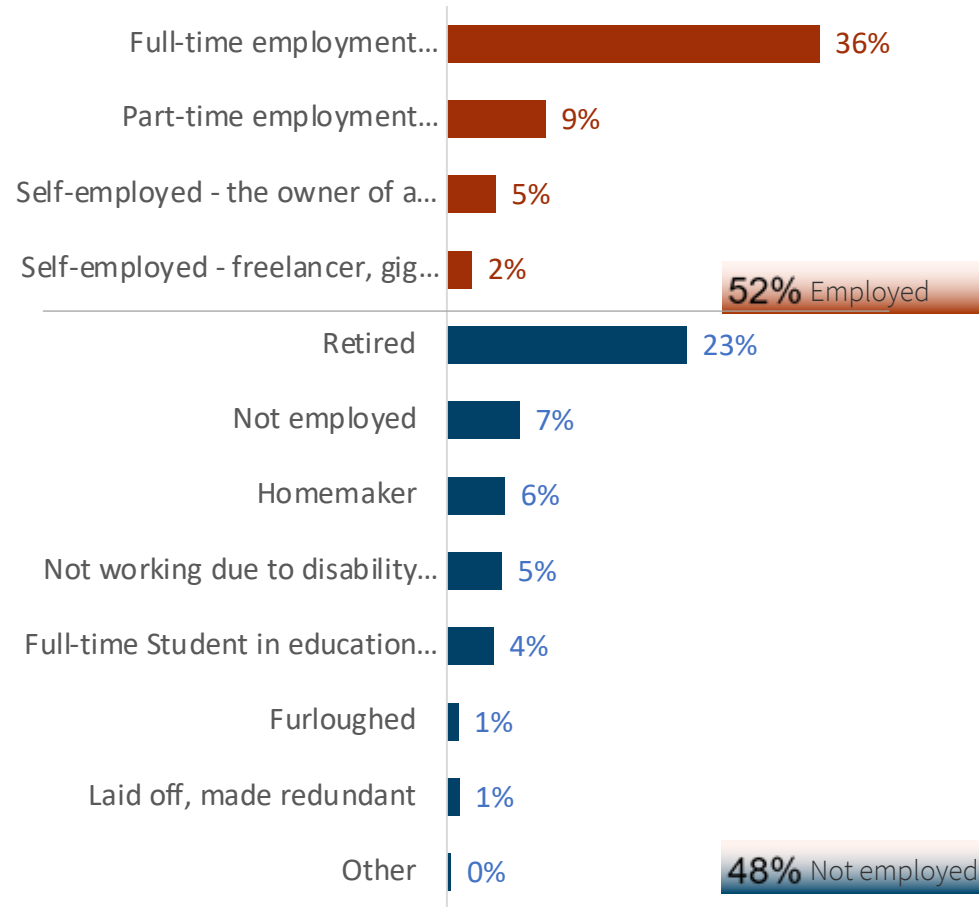
Nationally representative by age, gender and region

15 January 2021

Employment and income

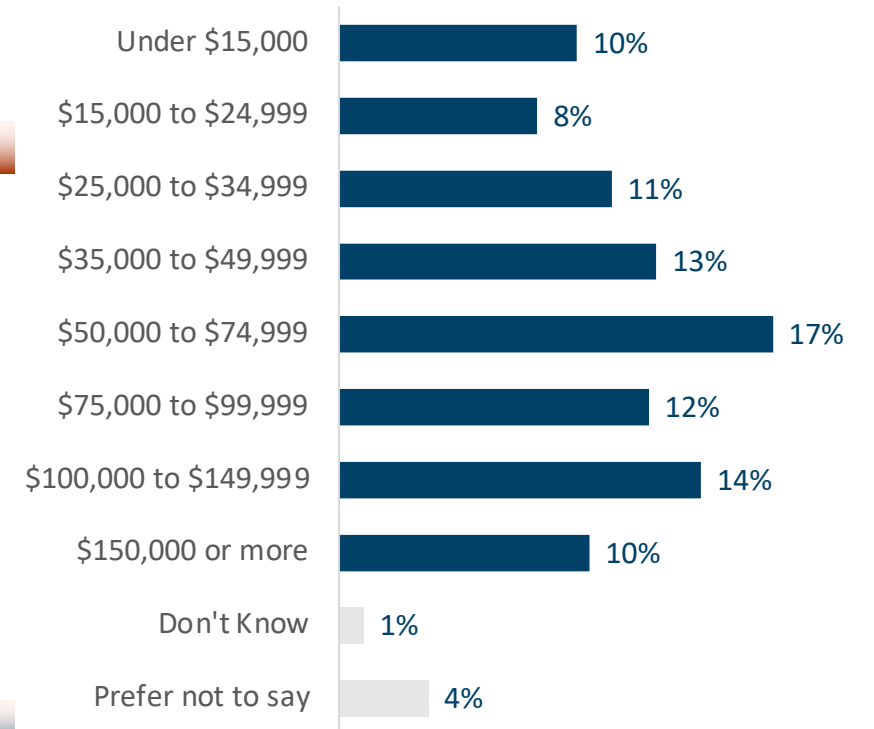


What best describes your current employment status?



MLK Day Survey; Q4 What best describes your current employment status? base n = 1007

Will you please tell me which of the following categories best represents your total annual household income for 2020?



MLK Day Survey; Q24 Will you please tell me which of the following categories best represents your total annual household income for 2020? base n = 1007

Differences in percentages not adding up to 100% are due to display rounding only