



PURPOSE & ENGAGEMENT (US WORKERS ONLY) OCTOBER 2020

Diversity & Inclusion – progress on racism in the workplace

Nearly half (46%) of US workers think their employer has made progress on diversity & inclusion in the last year.

In 2020, US workers have strong expectations in the workplace around race/minorities equality and gender equality.

- 45% expect their employer to act on race/minorities equality and 39% expect action on gender equality
- Younger Americans are more likely to expect their employer to act on addressing racial/minorities equality & gender equality in the workplace.

37% of US workers say employers have acted or committed to act to address racism.

- 46% of Black/African Americans say their employers have taken steps to address racism.
- Younger generations feel positive about their employer's progress on diversity and inclusion in the last year - 41% of Gen Z & 32% of Millennials say progress has been made.
- Older generations are more insistent their organization has always been committed to D&I.

However, 26% say their employer has taken no D&I action at all.

- 20% feel employers have not addressed racism at all (16% black/African American men vs. 23% women).

One quarter (25%) of US workers think there is no racism in the organizations they work for.

- 28% of White Americans (25% white men vs 33% white women) think there is no racism in the organizations they work for compared to only 18% of Black/ African Americans.
- There are also generational differences with 33% Gen X and 42% Baby Boomers stating they think there is no racism where they work for compared to only 16% Gen Z and 13% Millennials.

Workers report that employers are making a difference by changing the way they hire, starting diversity & inclusion teams/working groups and providing support for all staff.

Employers' purpose makes workers proud to work there



3 in 5 (62%) US workers surveyed are proud to work for their current employer.*

- Men (64%) are slightly prouder to work for their current employer than women (60%).
- Baby Boomers (56-74 years) are the proudest (72%) to work for their current employers
- Gen X (40- 55 years) are the least proud (11% are not very proud or ashamed).
- Black/African American women workers are the proudest to work for their current employers. Asian women and Hispanic men are the least proud.

An employer's purpose makes 2 in 5 workers feel prouder to work for the organisation.

- Over half of US workers (54%) say it makes no difference.

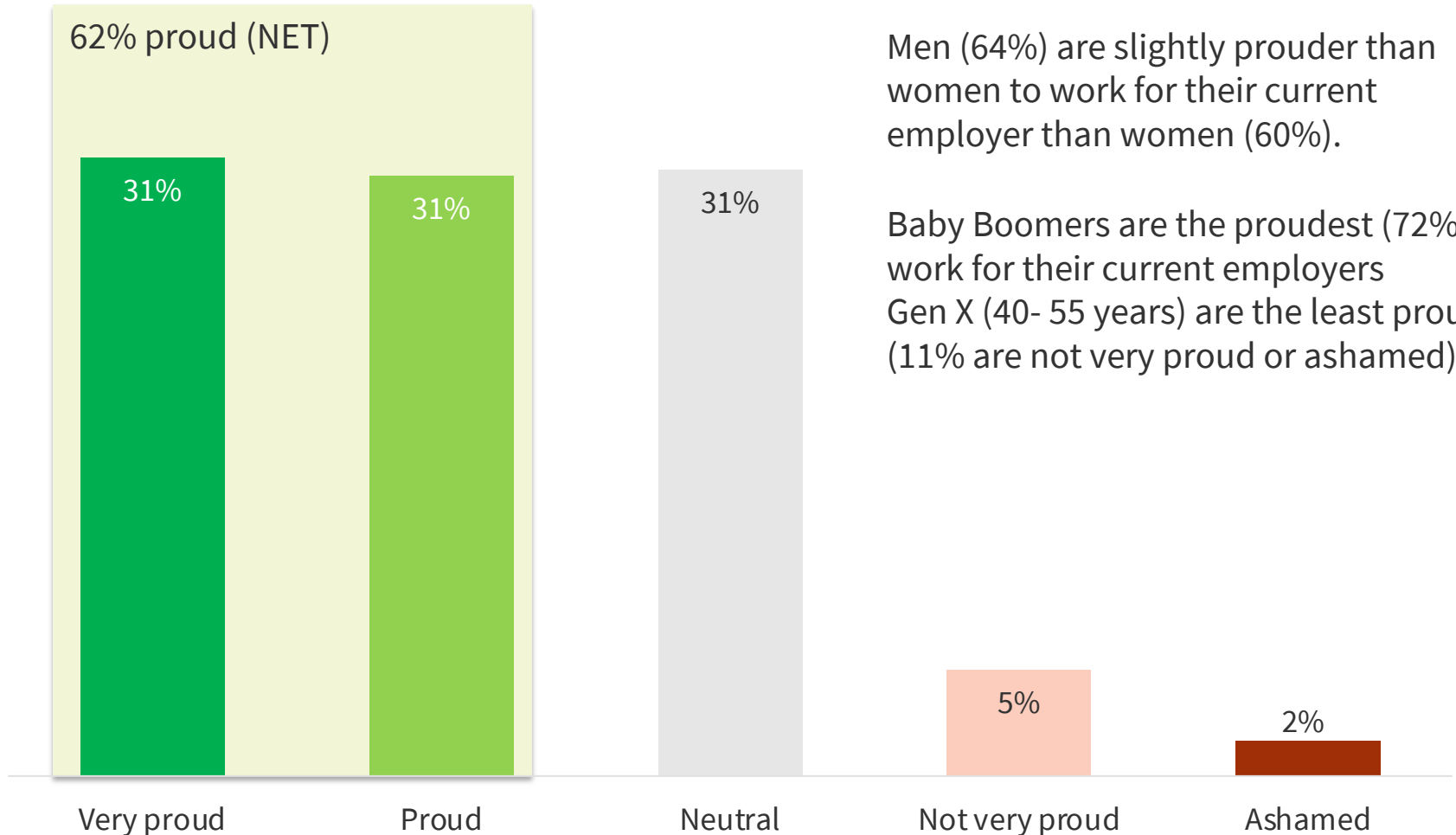
Connection to a company's purpose makes half (51%) of US workers feel more engaged at work.

- Feeling connected to their employer's purpose makes men (53%) feel slightly more engaged at work than women (49%).
- Gen Z/Millennials feel more engaged (58%) than older generations.
- Black/African American's and white men say their employer's purpose makes them feel prouder to work for the organization. Hispanic origin workers and Asian men say it makes no difference.

*Please note in this survey we did not ask respondents which industry or job role they currently worked in nor the seniority of their position.

3 in 5 (62%) US workers surveyed are proud to work for their current employer.*

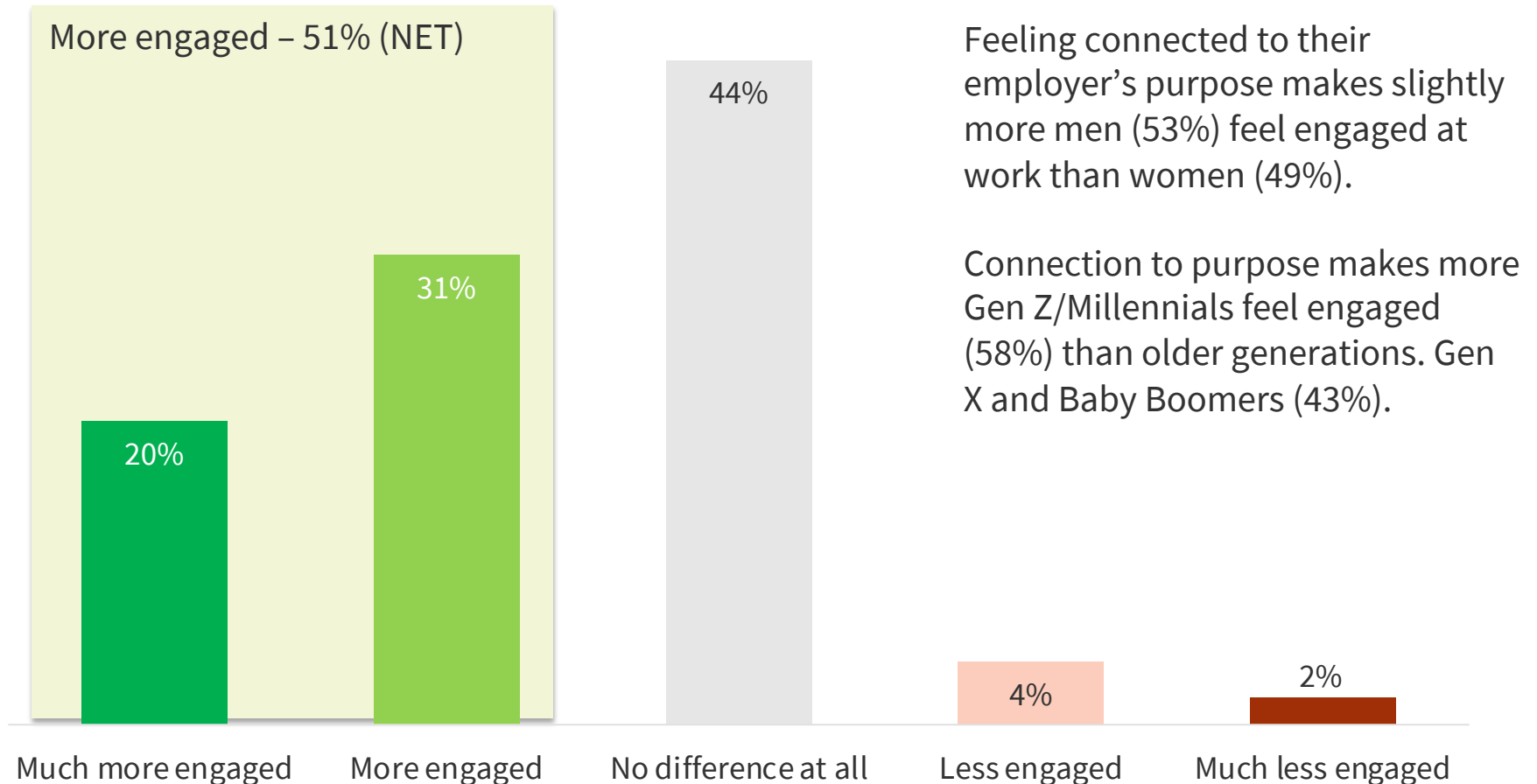
How proud are you to work for your current employer?



*Please note we did not ask respondents which industry or job role they currently worked in nor the seniority of their position.
Changing Consumer Trends during the COVID-19 pandemic - September 2020; Q12 How proud are you to work for your current employer? SUMMARY; Total sample; Weighted

Employee connection to a company's purpose and mission makes half (51%) of US workers feel more engaged at work.

What difference, if any, does your connection with your employer's purpose and mission make to how engaged you feel in your role at work?



Changing Consumer Trends during the COVID-19 pandemic – September 2020; Q14 What difference, if any, does your connection with your employer's purpose and mission make to how engaged you feel in your role at work? SUMMARY; Total sample; Weighted

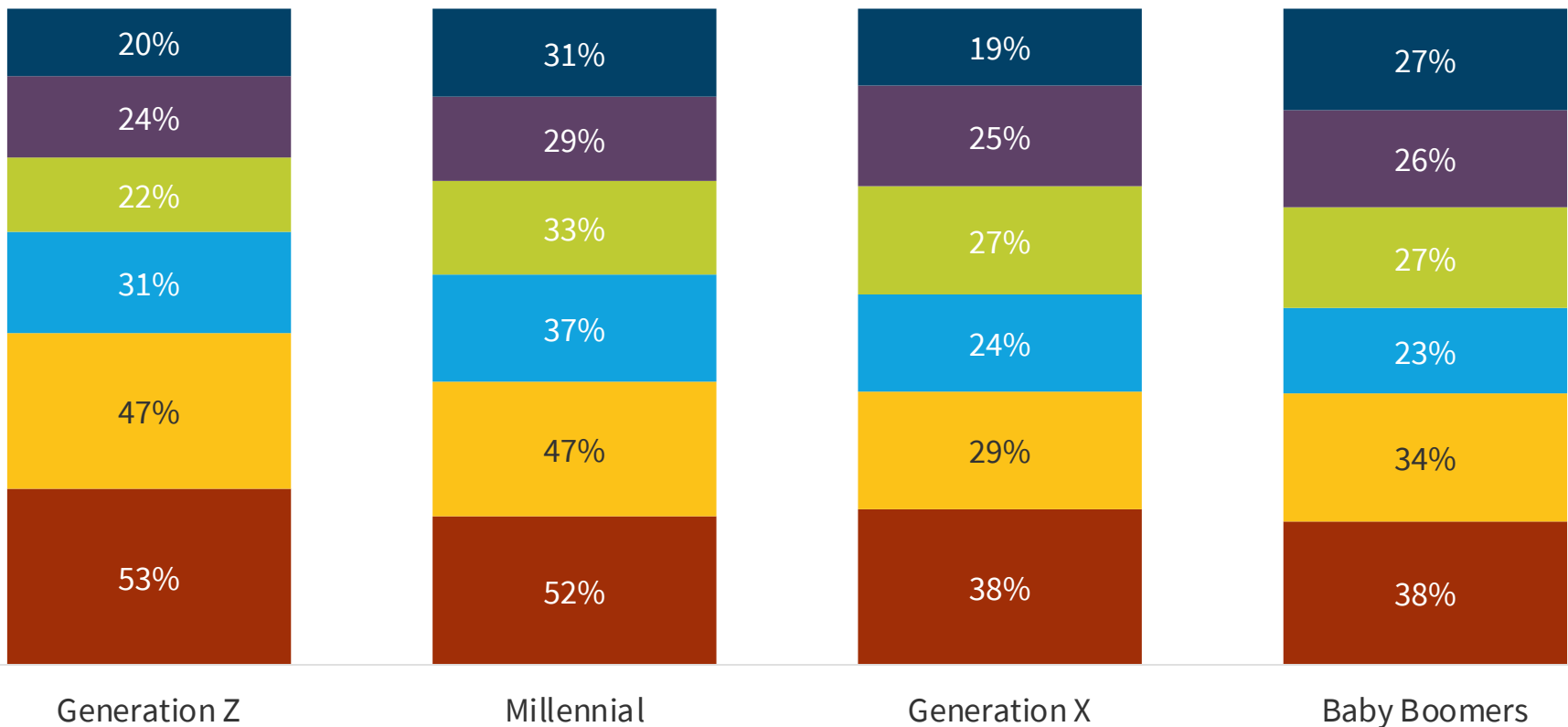


DIVERSITY & INCLUSION (WORKERS ONLY)

Younger Americans are more likely to expect their employer to act on addressing racial/minorities equality & gender equality in the workplace.

Which of these workplace fairness issues do you expect your employer to take action on?

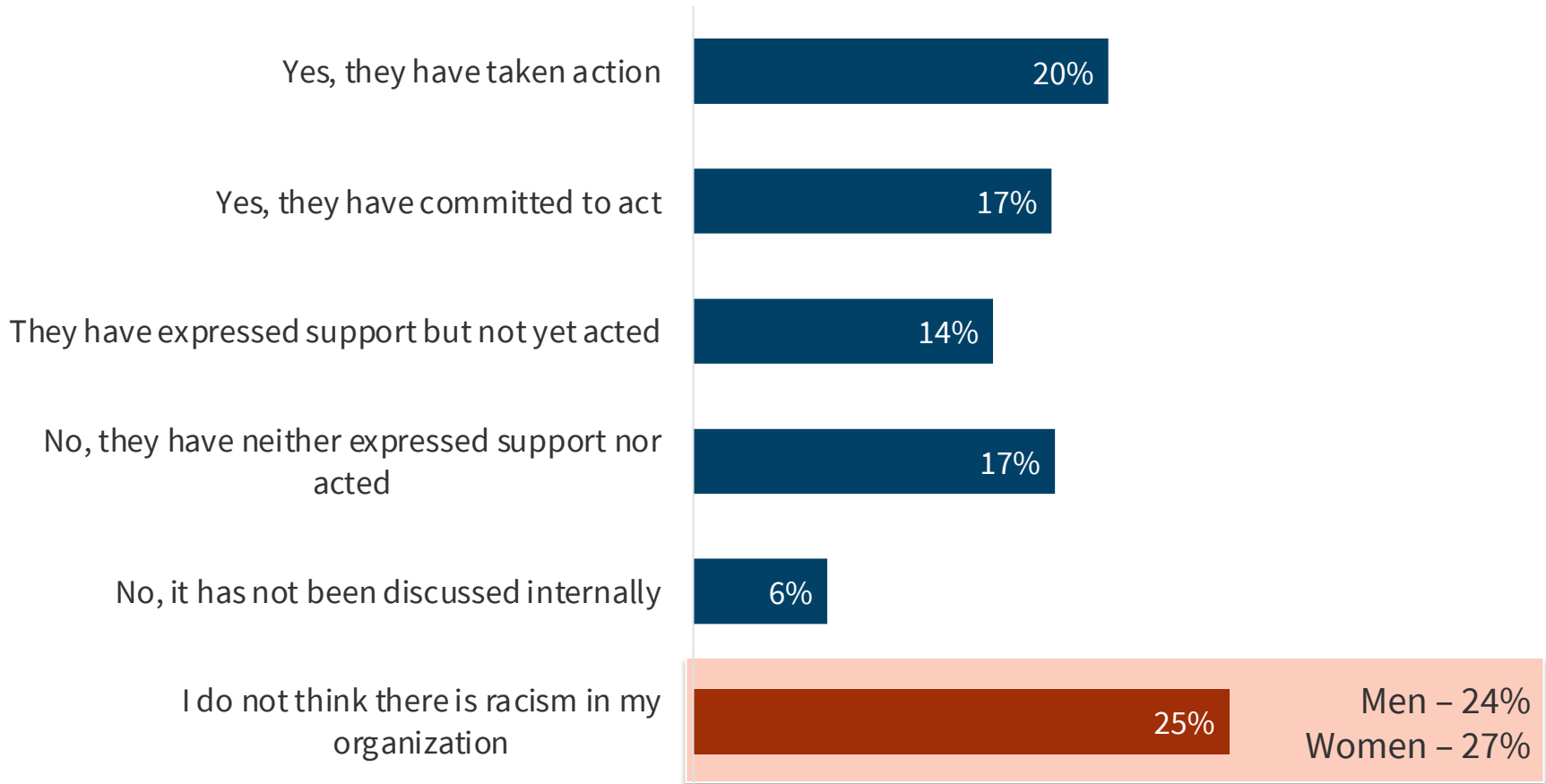
- Race/minorities equality
- Gender equality
- LGBTQ+ equality
- Disability inclusion
- Veterans' employment
- Tackling ageism and bias



Changing Consumer Trends during the COVID-19 pandemic – September 2020; Q17 Which of these workplace fairness issues do you expect your employer to take action on by S1 Age Generations; Total sample; Weighted.

One quarter (25%) of US workers think there is **no racism** in the organizations they work in.

Has your employer taken action in 2020 to address racism where it exists in your organization?



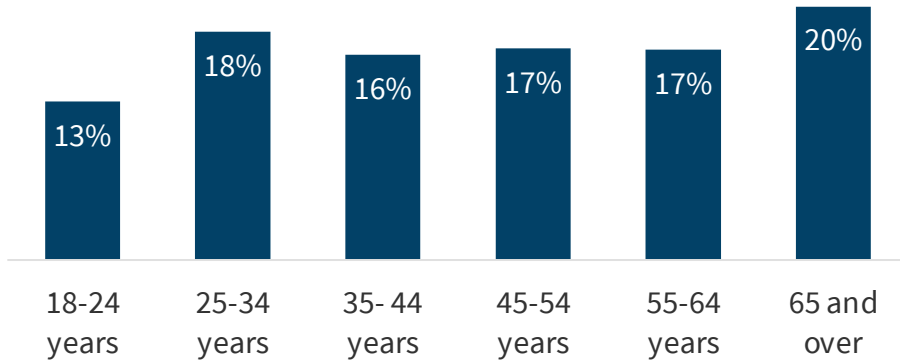
Changing Consumer Trends during the COVID-19 pandemic – September 2020; Q15 Has your employer taken action in 2020 to address racism where it exists in your organization? SUMMARY; Total sample; Weighted.

SCREENERS & DEMOGRAPHICS

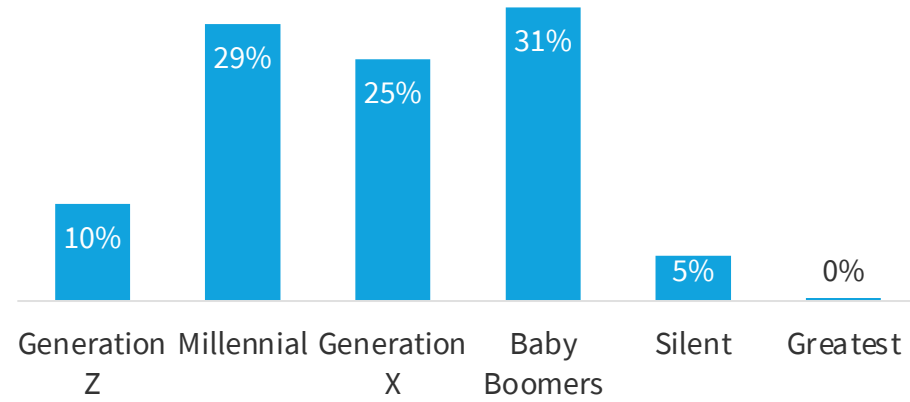
Respondents nationally representative of age, gender and region



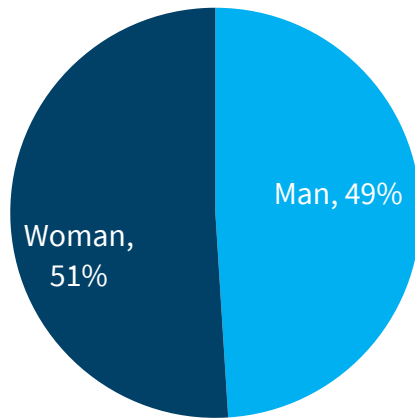
Age Bands



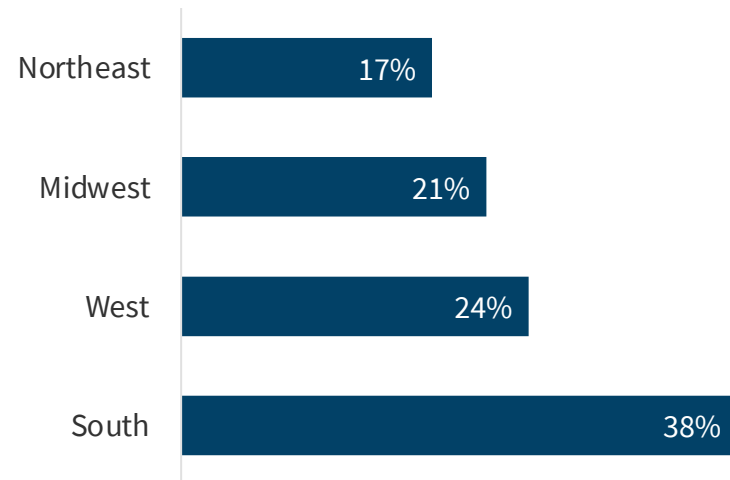
Age Generations



Gender

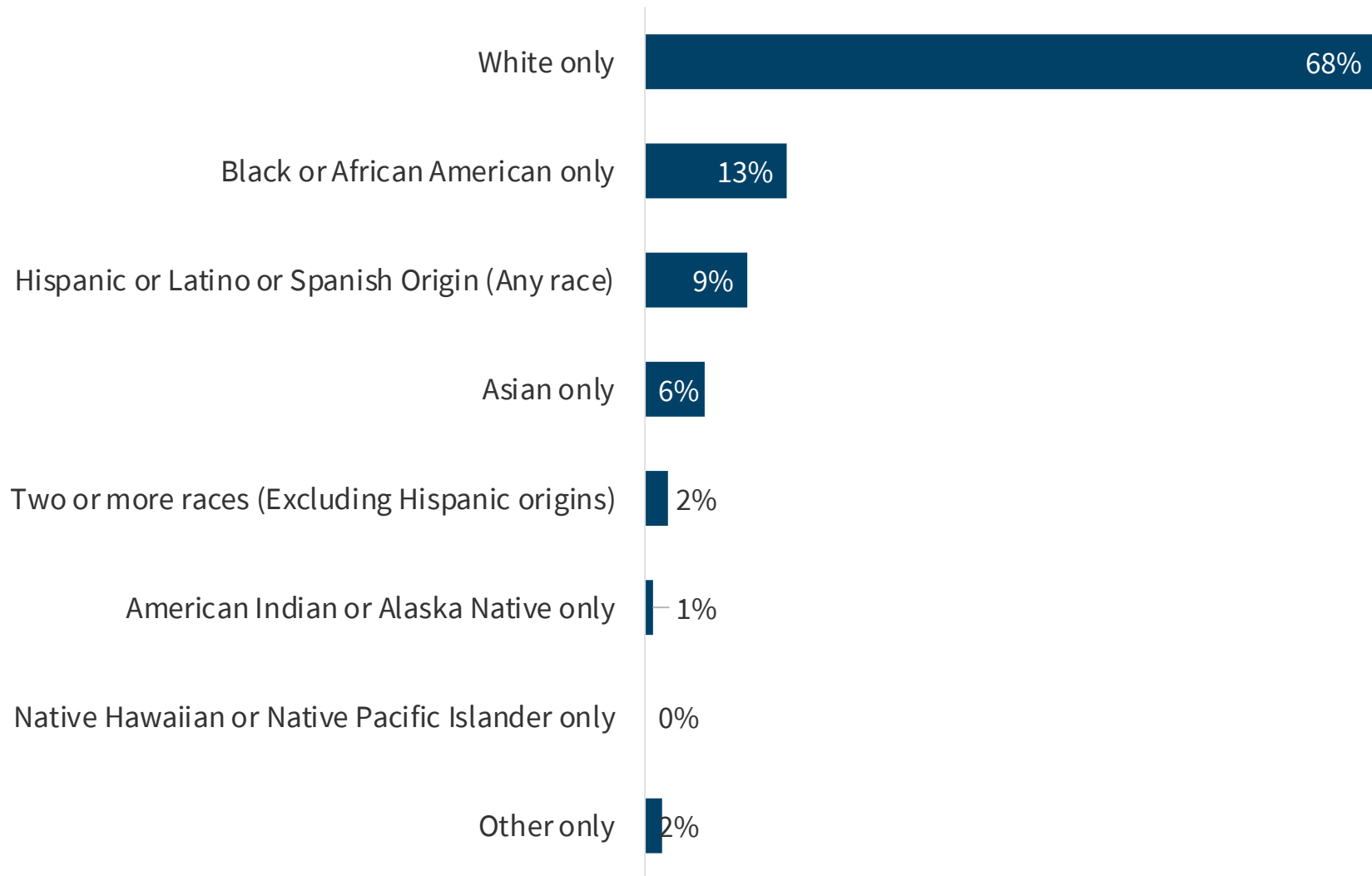


US Region



Changing Consumer Trends during the COVID-19 pandemic - September 2020; S1 Age Deciles, S1 Age Generations, S2 Gender, S3 Region, USA, SUMMARY; Total sample; Weighted

Which race or origin do you most closely identify with?



Changing Consumer Trends during the COVID-19 pandemic - September 2020; S4 Which race or origin do you most closely identify with? SUMMARY; Total sample; Weighted

Race and Gender

		%	Population
White only	Man	34%	340
	Woman	34%	338
Black or African American only	Man	6%	56
	Woman	7%	74
American Indian or Alaska Native only	Man	0%	2
	Woman	1%	5
Native Hawaiian or Native Pacific Islander only	Man	0%	0
	Woman	0%	0
Hispanic or Latino or Spanish Origin (Any race)	Man	4%	39
	Woman	5%	54
Asian only	Man	3%	30
	Woman	3%	25
Other only	Man	1%	10
	Woman	1%	6
Two or more races (Excluding Hispanic origins)	Man	1%	13
	Woman	1%	8

Changing Consumer Trends during the COVID-19 pandemic - September 2020; S4 Which race or origin do you most closely identify with? BY S2 Gender