



What people think,
feel and do

Multicultural Voices USA

2021



Foreword

Opinium’s inaugural US Multicultural Voices study, is being published at a critical time in the history of America and I welcome their analysis. More than a year ago my colleagues from Florida said this “...(the) country is at a crossroad around fairness and justice – around equity.”

On January 6, 2021 the world watched as the Capitol of this country was shaken to its very core and the world understood that our struggle for inclusion has deeply divided us. From policy makers to leaders of industry, from New York to New Mexico, from small towns to big cities we are struggling to address the challenge of identifying, listening to and making space for all the voices of Americans.

The murder of George Floyd and the unwarranted killing of black citizens across the land focused all of us on the demand for racial equity in America. George Floyd and The Black Lives Matter movement redefined the meaning of the American Legacy and raised the question of the year 2020. Will we confront the systemic racism of American history and move

toward racial equity? Multicultural Voices documents the attitudes and experiences of people of color and gives voice to the voiceless. Perhaps most of us will not be surprised that two thirds of people of color believe that racial discrimination is as ‘American as apple pie’, but the fact that it is ingrained in every workplace should be a clarion call to the leadership of every organization from the board room to college campuses.

Opinium’s most sobering finding is that more than 75% of Black and African Americans believe that racial discrimination is “common place”. More than 52 years after Dr. Martin Luther King Jr. was assassinated most African Americans believe racial relationships are worse not better. A plurality of people of color believe we are going in the wrong direction. “We continue to be... a nation...moving toward two societies, one black, one white—separate and unequal.” Multicultural Voices analyzes and documents the attitudes and experiences of people of color at a time when we all need to understand the situation in order to maintain our democracy. Multicultural Voices is an important study for policy makers, business leaders, and leaders of civil society as they ponder the way forward.



Tony Collins,
President,
Blake Collins Group

Foreword

Our inaugural US Multicultural Voices study strives to give a platform to people of color through research, helping further the important conversation around racial discrimination by amplifying their voices and supporting their complex experiences with data.

The past year has reinvigorated the conversation around racial inequality in the US. The protest movement that swept the nation in the wake of the death of George Floyd engaged many Americans for the first time and pushed anti-racist literature up best-seller lists.

However, our study reveals a set of alarming trends that remind us not to take our foot off the gas pedal. Forty-four percent of people of color and half (50%) of Black and African Americans

in particular feel America has only become more racist in the past twenty years. Supporting this perception, we found that younger generations of Americans report experiencing racial abuse at almost twice the rate of older Americans—suggesting we are failing to move the needle in the right direction as a society. Paradoxically, more white Americans say they are ‘fatigued’ of having conversations about race than people of color. They are also less willing to continue having conversations about race, especially with people of other ethnicities.

And yet, the conversation must be had. We hope this research plays a role in highlighting the experiences of people of color in the US, so that we may continue the national dialogue spurred by the activism of 2020 in the pursuit of a more just and equal future.



Giulia Prati,
Vice President,
US Research,
Opinium

Methodology



2020 was a turbulent year to say the least. The Coronavirus pandemic caused global disruption and changed the way we live our lives. There were also worldwide protests sparked by the death of George Floyd, raising conversations about racism and the role of the police. In this context, we conducted a study to understand levels of racism people in America are facing, thoughts on racism in society, feelings about interactions with the police and thoughts on the Black Lives Matters movement.

We conducted a nationally representative online survey of 2,000 US adults and conducted an online survey among 1,000 nationally representative People of Color. The surveys were conducted between 24th July - 29th August 2020.

Respondents were shown a list of different ethnicities and asked if they could select the ones they identified with. Anyone who selected multiple ethnicities was coded as Multiracial. The question list is shown in the [appendix](#).

References to Hispanics through this report is from the nationally representative survey of 2,000 US adults, and therefore includes those that identify as coming from a white background and those that identify as People of Color.

The nationally representative survey has been weighted to match the demographic make-up of American adults in the US, and the People of Color survey has been weighted to match the demographic make-up of People of Color in the US.

Key statistics

Perspectives on racism & the uniquely fraught experience of being Black in America

44%

of People of Color feel America has become a more racist country in the past twenty years

Over two thirds of People of Color (67%) believe discrimination is common in America compared to just over half (53%) of white Americans.

Six in ten People of Color report facing racial discrimination – almost double the share of white Americans (61% vs 31%). Among all People of Color, Black or African Americans (70%) report the highest levels of discrimination, followed by those who are multiracial (66%).

About as many People of Color report abuse from the police as from their management and boss (25% vs 23% of those who have faced racial discrimination/abuse).

Among all People of Color surveyed who have faced racial discrimination/abuse, Black or African Americans report the highest levels of discrimination in the workplace from their management or boss (24%).

The relationship of Black or African Americans and the police is more fraught than any other minority group. While fear (39%) is the top emotion felt by Black or African Americans in their interactions with the police, only 18% of Hispanic Americans, for instance, say they experience fear when interacting with the police.

Moving in the wrong direction?

Black or African Americans report the highest levels of concern around progress in society around racism, reporting the highest belief in commonplace racist discrimination (76%), the systemic nature of racism (69%), and belief that America has only become more racist in the last 20 years (50%).

Concerningly, younger respondents of color under the age of 45 report experiencing abuse because of their race or ethnicity at almost twice the rate of older respondents (38% vs 21%) – though to a lesser degree, the same trend is also observed when probing experiences of discrimination (66% vs 58% respectively). This could either be due to a widening awareness of what constitutes discrimination and abuse or, more concerningly, could demonstrate that we are moving in the wrong direction as a society.

Half of People of Color (53%) have adapted their behavior to avoid discrimination, although the types of changed behavior varies by different ethnic groups. For Black or African Americans observing what happens around them is the biggest behavior change (34%), while for American Indians and Alaskans, Asians and multiracial Americans it is watching what they say or do (26% vs 25% vs 34%).



Will the BLM protests have a lasting impact?

While over half (52%) of American workers said their employer took at least some form of action in response to the BLM protests, only 6% said employers reviewed internal structures and policies of diversity and inclusion.

Paradoxically, white Americans say they are more fatigued of having conversations about race than People of Color (31% vs 19%), a statistic which does not bode well for the momentum of the movement. Of those who feel fatigued, 44% of white Americans plan to stop having conversations about race with people of other races/ethnicities, compared to only 26% of People of Color.

Only a third (32%) of Americans feel somewhat or very confident that the current Black Lives Matter movement will create lasting change in society. Black or African Americans are more optimistic, with 48% feeling somewhat or very confident that the current movement will create lasting change.

32%

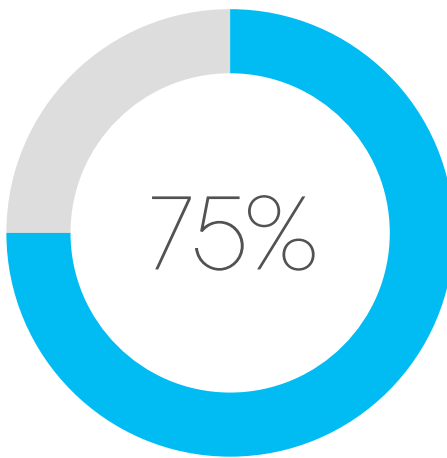
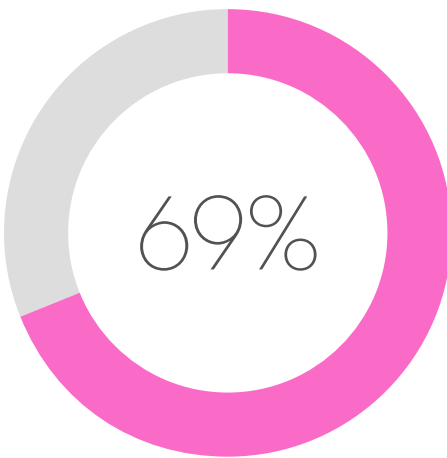
of Americans think the Black Lives Matter movement will create lasting change in society

The path forward

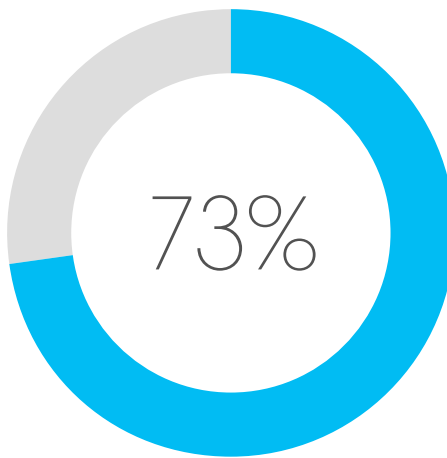
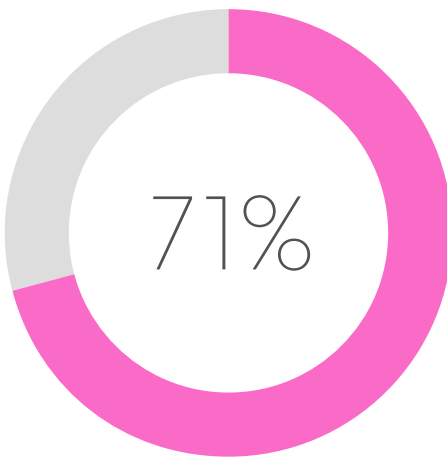
Despite doubts cast on the American electoral process throughout the 2020 presidential election cycle, both white and Black or African Americans agreed that presidential and local elections are an effective means of producing real, lasting change in society.

How effective do you think the following are in producing real, lasting change in society?
% Net: Somewhat or very Effective

- White
- Black or African American



Presidential elections



Local elections



Discrimination

Six in ten

People of Color have faced racial discrimination

A staggering six in ten (61%) People of Color state that they have faced racial discrimination. Among all nonwhite respondents, Black or African Americans (70%) report the highest levels of discrimination, followed by those who are multiracial (66%). Just over half (54%) of Hispanic Americans report being discriminated against.

It is interesting that 31% of White Americans say they have experienced discrimination based on their race or ethnicity¹. Although this is significantly lower than People of Colour, it is still a prominent figure. In the UK for example the figure is just 18%. It is important that we consider this figure against the backdrop of the history of race and ethnicity in the United States lest it be taken out of context.

¹ The specific question all respondents were asked about discrimination was: 'Have you been a victim of discrimination because of your race or ethnicity?' No definition or criteria for discrimination was specified in this question, so it was up to the respondent to decide if they felt discriminated against from their point of view of what that meant.

70%

*of Black or African Americans have
been discriminated against*

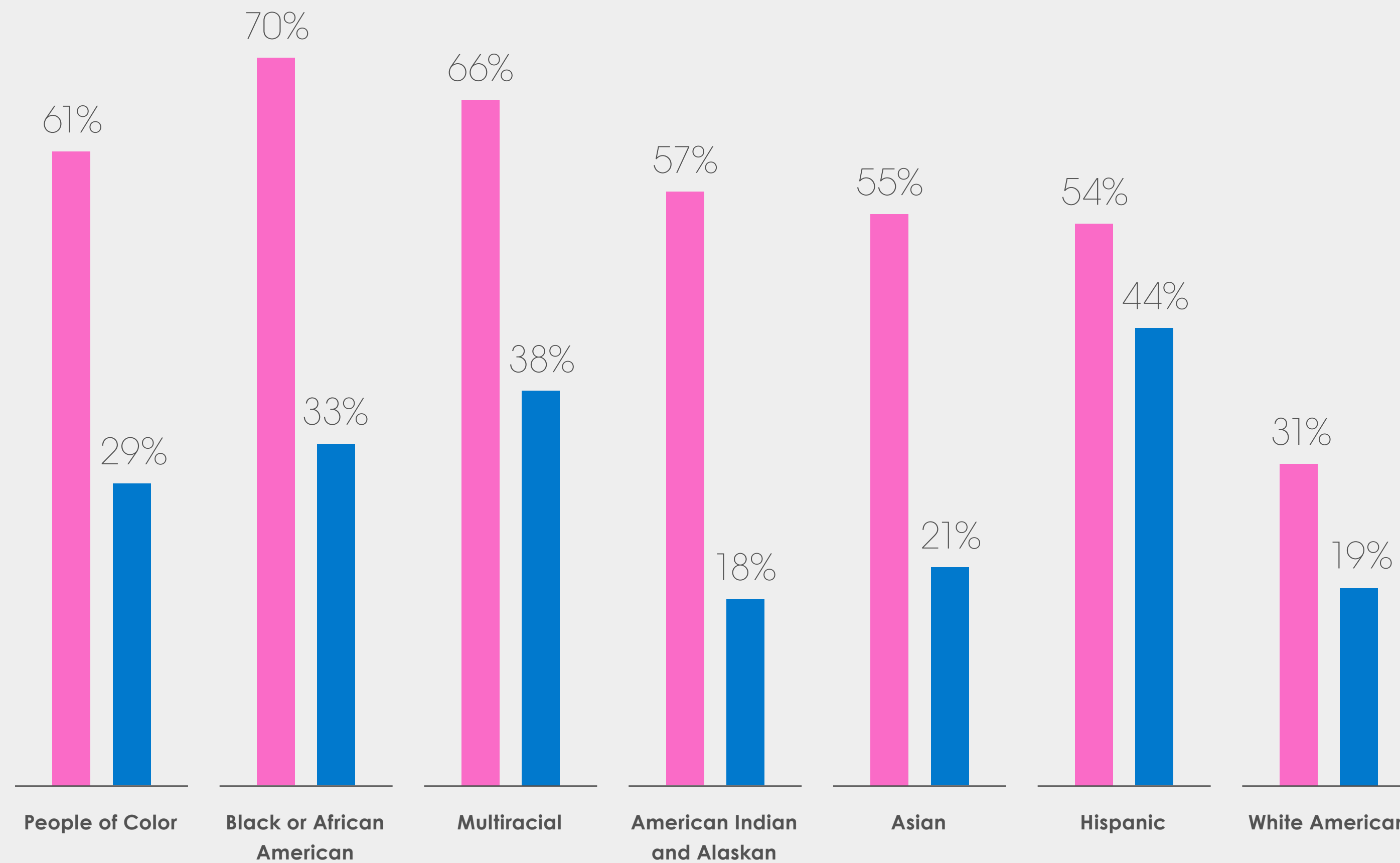
We can only make inferences as to why this figure is high, and higher than in the UK. It might be worth considering, for example, the unique immigrant history of the US compared to the UK. Perhaps, the presence of myriad ethnic and national groups in the US who fall under the “White American” category (Italian Americans, Irish Americans, Jewish Americans and so on), whom have historically suffered forms of discrimination, may go some way to explaining this figure. In some cases, these diasporas make a sizable proportion of the US population, higher than in the UK for example.

Above all, it raises questions about the difference between discrimination based on the color of one’s skin and structural and institutional racism. It is very possible for those from a white background to be on the receiving of barbed comments, snide looks, or unpleasant behavior based on the color of their skin. While this is certainly nasty and unfair, being white in America will not prevent individuals from getting a job or accessing housing, for instance. Thus, an important distinction must be made as the history of being white in the US is not one of second-class citizenship, racial violence, and slavery.

In other words, discrimination towards white people based on the color of their skin, whilst serious (as all discrimination is), is not the same as the racism experienced by People of Color. Whilst all discrimination based on race or ethnicity should be taken seriously, we should avoid equating the experience of white Americans who experience discrimination with their fellow citizens of color.

Proportion of the following groups who faced discrimination or abuse based on their race or ethnicity

● Discrimination
● Abuse



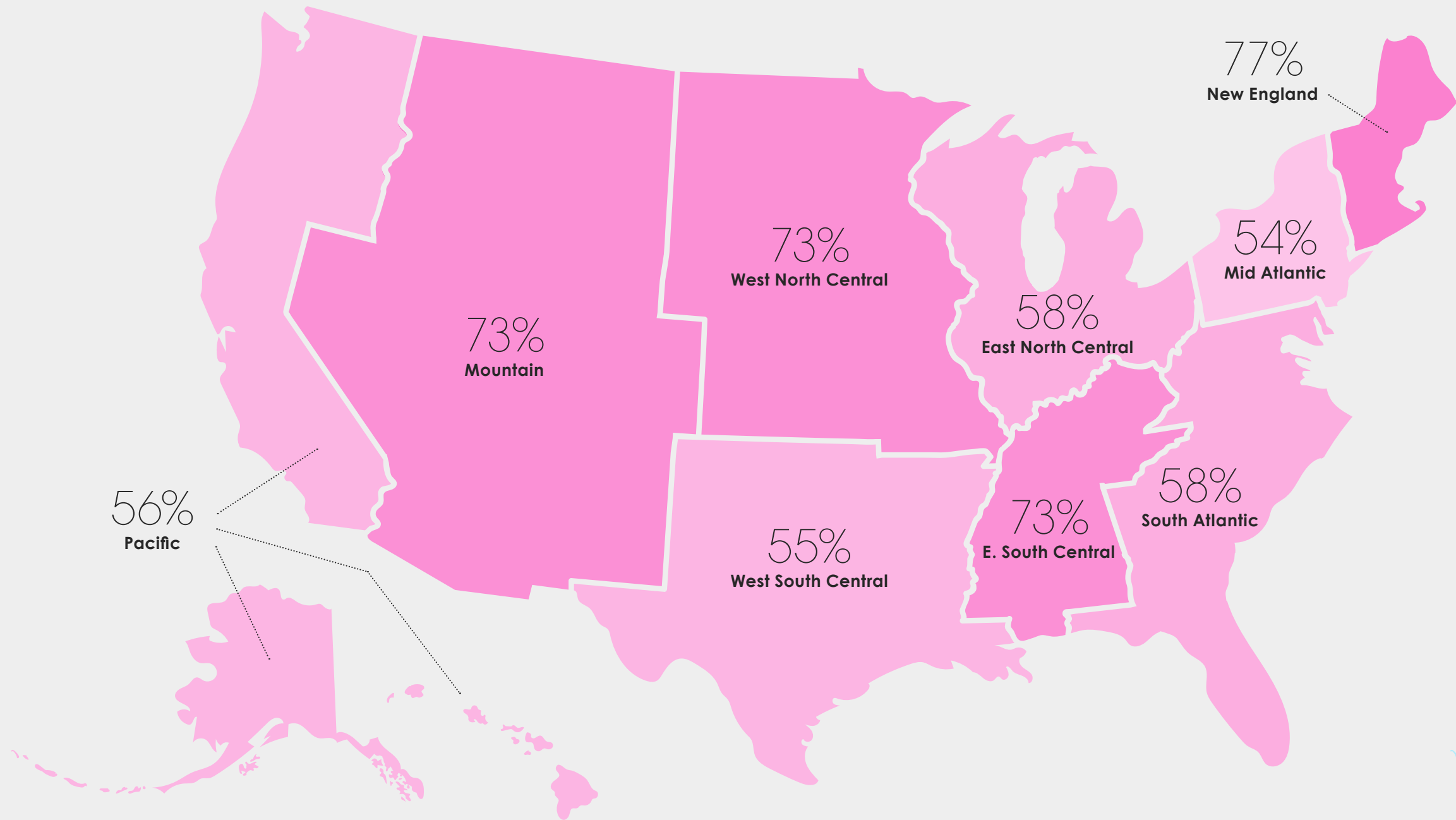
When it comes to facing abuse because of race or ethnicity, two in ten (19%) white Americans report facing this, while for People of Color this increases to 3 in 10 (29%) and rises even higher to just over four in ten (44%) among Hispanic Americans.

Younger respondents of color under the age of 45 report experiencing abuse because of their race or ethnicity at almost twice the rate of older respondents (38% vs 21%) – though to a lesser degree, the same trend is also observed when probing experiences of discrimination (66% vs 58% respectively).

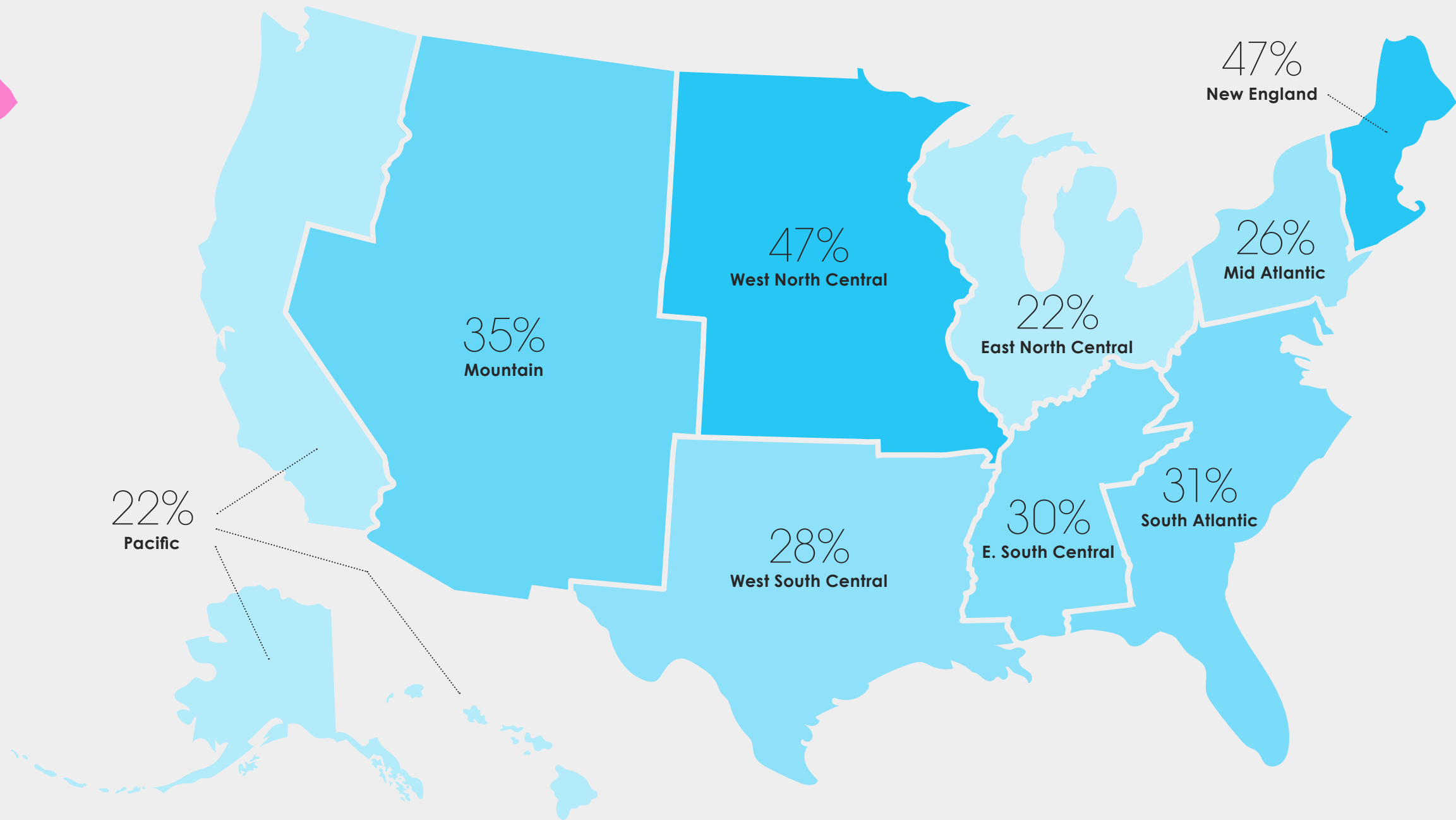
The rates of discrimination and abuse for People of Color by region are shown in the following charts.



Proportion of People of Color who have faced **discrimination** because of their race/ethnicity



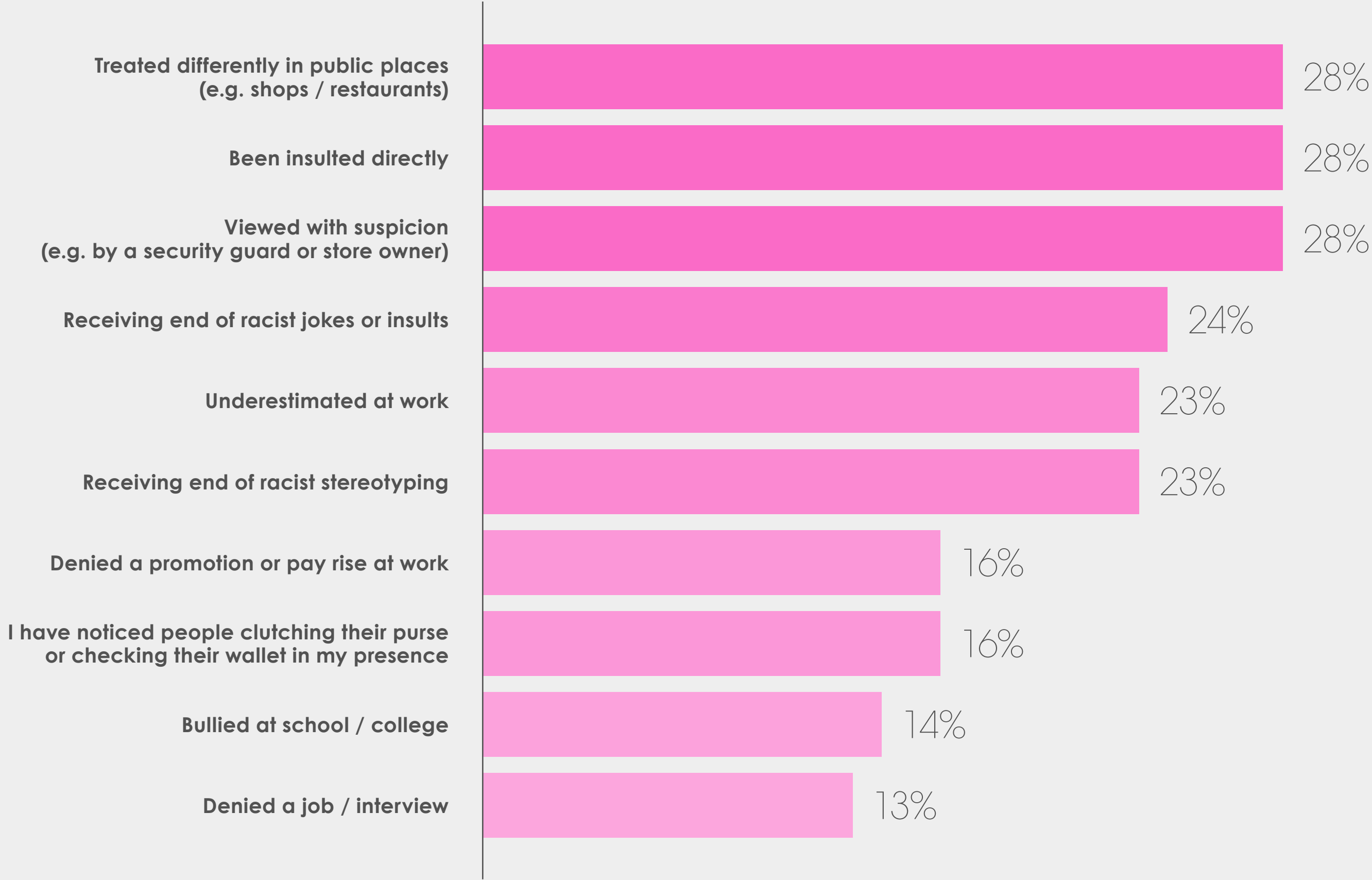
Proportion of People of Color who have faced **abuse** because of their race/ethnicity



Just over a quarter (28%) of People of Color who have been discriminated against or abused because of their ethnicity or race report that they are viewed with suspicion in public places by security staff. The same proportion say they are

treated differently in shops and restaurants or faced direct insults (both 28%). A slightly smaller proportion report they are on the receiving end of racist jokes (23%) or stereotyping (24%).

Types of discrimination or abuse People of Color have faced because of their race or ethnicity
Top 10 (of those who have been discriminated or abused)

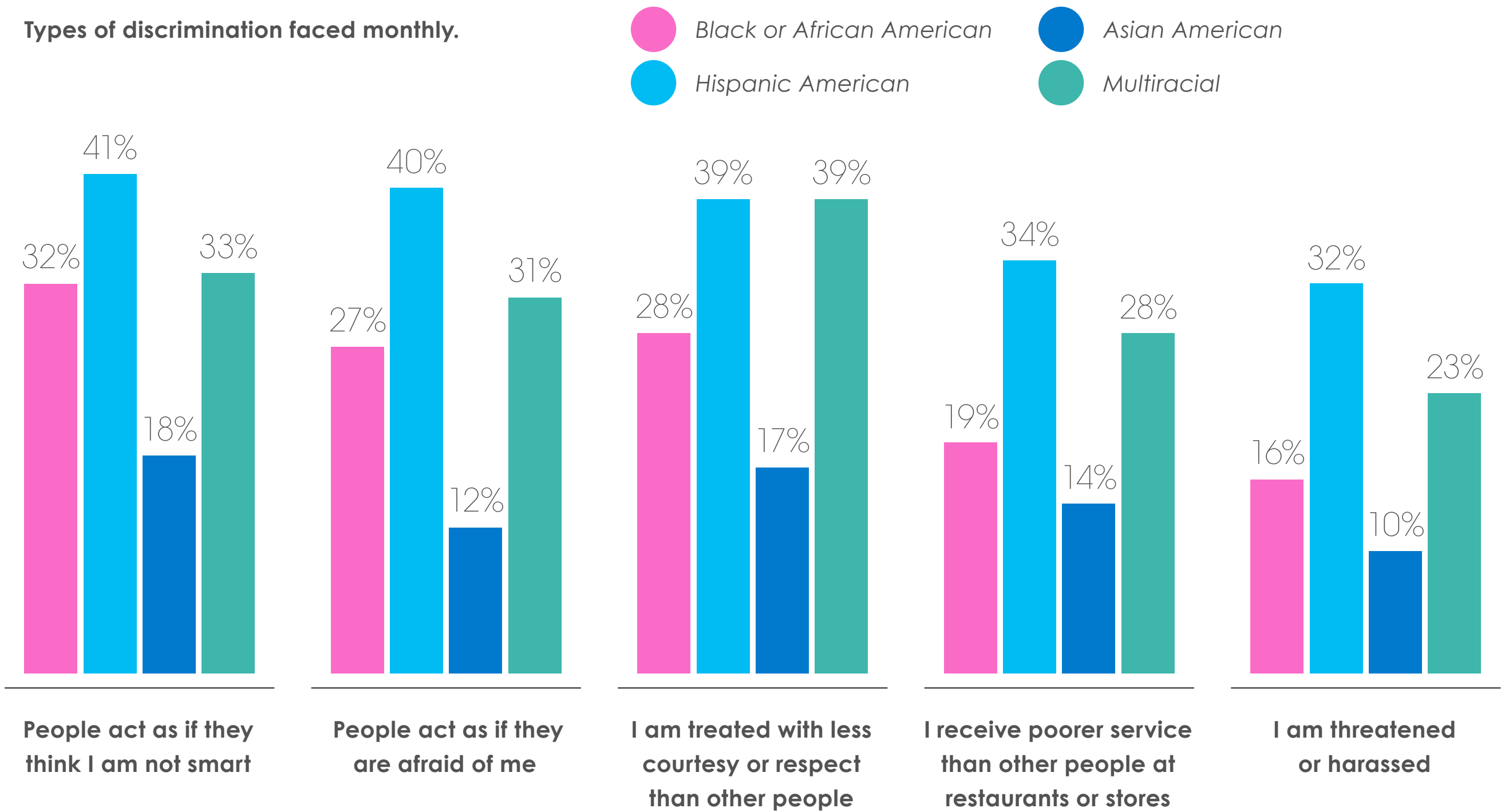


Types of racial discrimination or abuse most commonly faced does vary among minority groups. Over a third of Black or African Americans or have faced discrimination or abuse due to their race or ethnicity report they are viewed with suspicion in public places including by people such as security staff or store owners (36%). This falls to 12% of Asian respondents. Asians who have faced discrimination or abuse are most likely to say this was in the form of being treated differently in public places (33%). For Hispanic Americans who have faced discrimination or abuse, the most frequent form this is through direct insults (22%) and racist stereotyping (24%).

About as many People of Color report abuse from police as from their management or boss

For those People of Color who have experienced discrimination and / or abuse, it is most likely to come from strangers (46%). Concerningly, one in four People of Color who have experienced discrimination/abuse report that this came from the police (25%) or their management and boss (23%). Among all People of Color surveyed who have experienced discrimination/abuse, Black or African Americans report the highest levels of discrimination in the workplace from senior members of staff; this being their management or boss (24%). They also report the highest levels of discrimination or abuse from the police (33%), much higher than the 9% of Asians who say the same.

Up to 4 in 10 Hispanics report being treated as if they are not smart (41%), being reacted to with fear (40%) or treated with less courtesy and respect than others (39%) on a monthly basis. Similarly, 32% of Black or African Americans report they are perceived to not be smart, whilst a quarter report they are treated with less courtesy than others (28%).



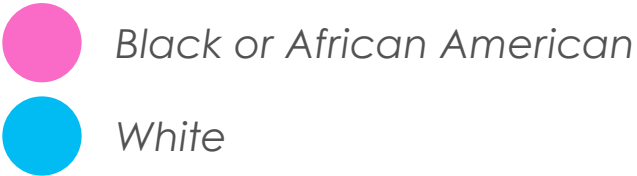
Differing perspectives on the state of racism in American society and how far we've come

Looking further at understanding of racism and society in American culture, it is apparent that People of Color and white Americans often have polarizing, disparate views on societal progress. Both white and non-white Americans agree that racism in America is systemic, though the extent of this agreement is felt more strongly among the latter (46% v 62% respectively). These differences become even starker when considering frequency of discrimination. Just over half (53%) of white Americans believe discrimination is common in the USA whilst over two thirds of People of Color express this same sentiment (67%). Similarly, half of white Americans believe racist views are widely held but go unspoken (48%) whilst six in ten (63%) People of Color think so. It follows that when considering progress in the last twenty years the difference become more apparent; three in ten white Americans (28%) believe the USA has become a more racist country whilst 44% of People of Color express this view.

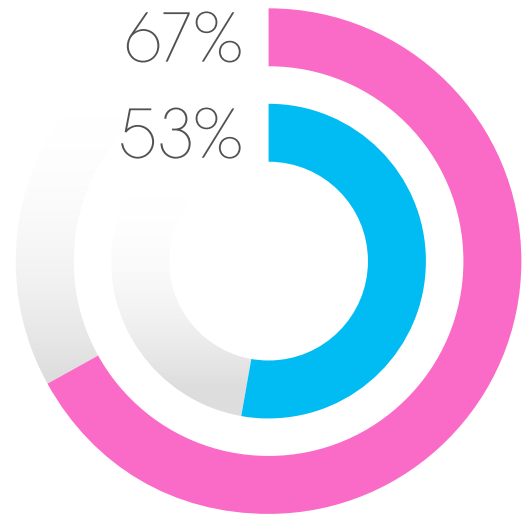
Despite these differences, there are similar levels of agreement among white Americans and People of Color that racism is more likely to come from subconscious acts (50%).



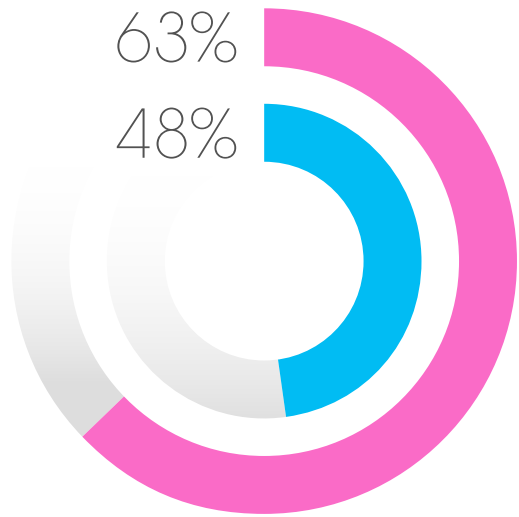
Understanding of racism in society by race and ethnicity.



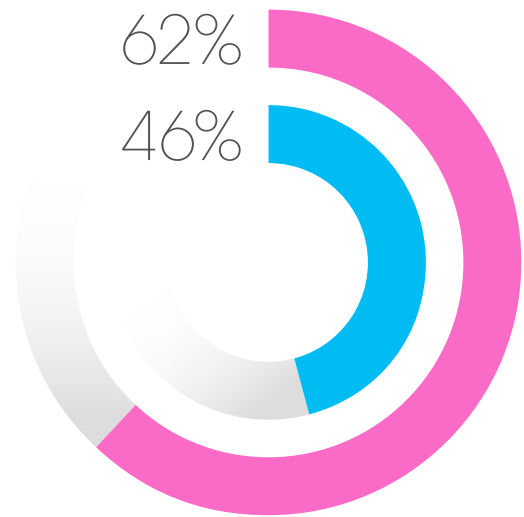
Racist discrimination is common in the USA



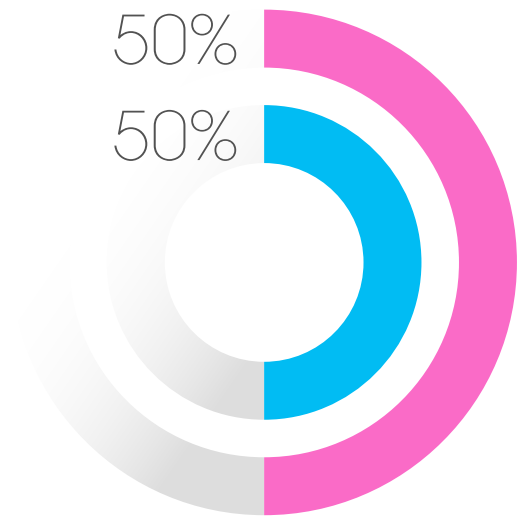
Racist beliefs are widely held in the USA but not openly talked about



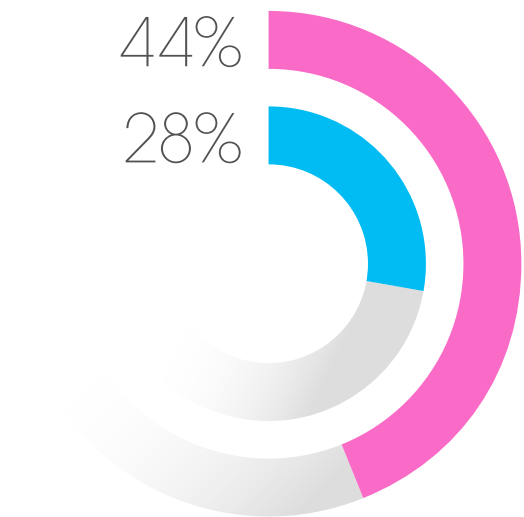
Racism in America is systemic (i.e. entrenched in the policies and practices of institutions)



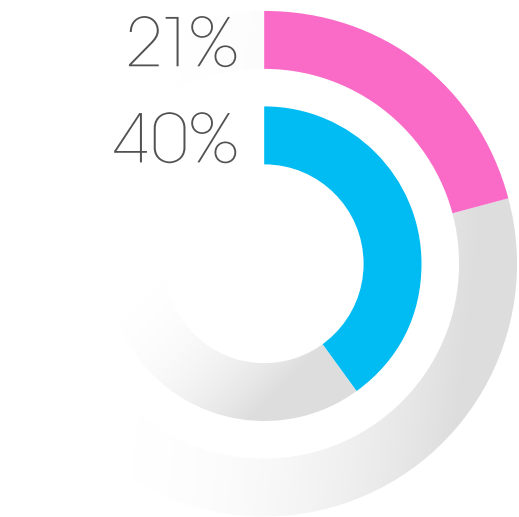
Racism is more likely to come from subconscious acts than from intentional discrimination



The USA is a more racist country than it was twenty years ago



The USA is a less racist country than it was twenty years ago



69%

of Black Americans believe the US has become more racist in the last 20 years

Across three out of six categories used to measure this understanding, Black or African Americans report the highest levels of concern around progress in society, reporting the highest belief in commonplace racist discrimination (76%), the systemic nature of racism (69%), and belief that America has become more racist in the last 20 years (50%).



Responses to Black Lives Matter


Black Lives Matter movement receives more support than opposition

The Black Lives Matter protests received more support than opposition from the American public. Just under half 45% say they support the protests compared to 27% who say they oppose them.

Perhaps unsurprisingly, support is higher among young citizens when compared to their older counterparts; 58% of 18-24 years olds say they support the protests whereas 35% of those aged 65 and over say the same.

Movements that seek to bring about change are often successful when they both receive support from civil society and use social and civil groups to help organize and spread their message. The role of Black churches in the civil rights movement of the 60s is one such example.

Interestingly, when we asked members of various groups and organizations what actions, if any, their given group had taken churches were least likely to have acted. Over half (51%) of those who are members of a church said it had not done anything in response to the movement. This is compared to 33% who said the same about other civil groups (unions, non-profits, or volunteer groups) and 32% who said the same about social clubs.



Over half of those who are members of a church said it had not done anything in response to the BLM movement

52%

of workers said their employer took some form of action in response to the BLM protests.

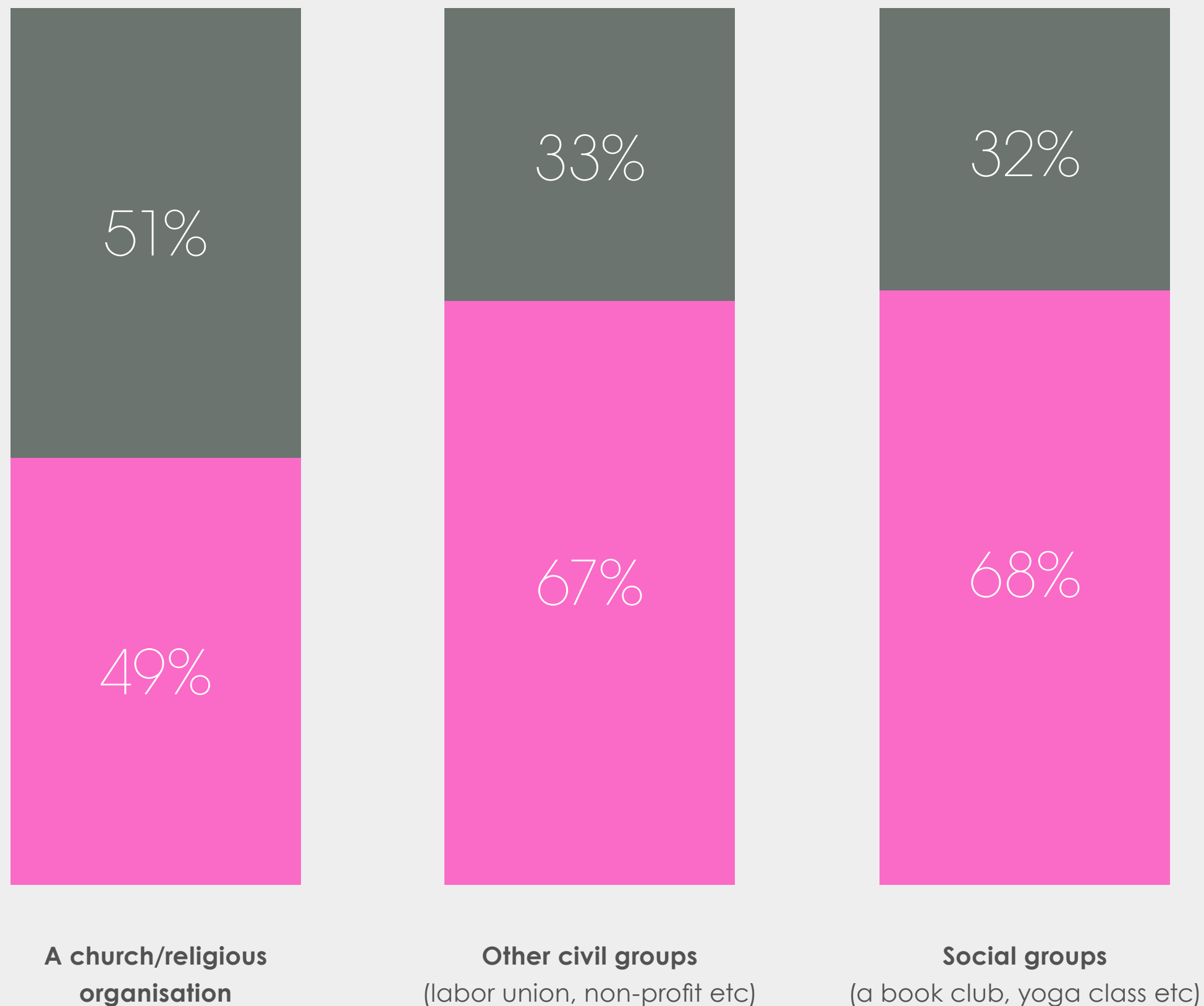
Among People of Color, we see action in response to BLM increase across the board suggesting that the organizations they belong to are more likely to have an interest in the Black Lives Matter movement.

Businesses too have an important role to play when it comes to achieving equality. Over half of American workers (52%) said their employer took at least some form of action in response to the BLM protests, the most common being the releasing of an internal statement of support (19%). While 12% have introduced new diversity and inclusion initiatives, only 6% said their employer reviewed their internal structures and policies of diversity and inclusion e.g. policy around promotion and pay.



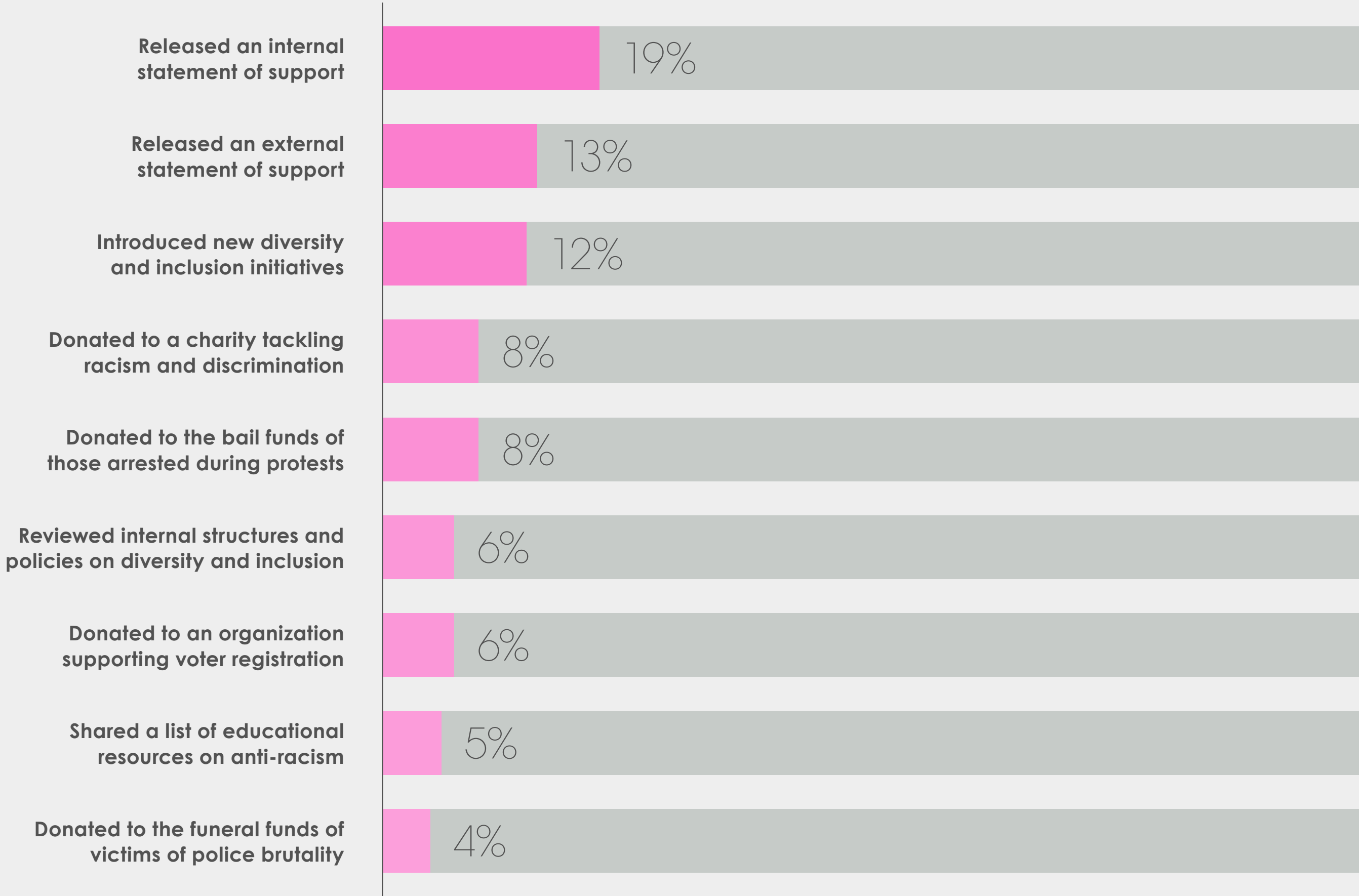
Groups that took action in response to the BLM protests.

● Didn't take action
● Took action



Just under half (48%) of those whose employer took some form action said they were satisfied, with 38% saying they were neither satisfied nor dissatisfied. However, among People of Color this figure drops to 41% with 12% expressing dissatisfaction. The latter figure rises to 15% among Black or African Americans.

Actions taken by businesses in response to the BLM protests



Delving into the reasons why employees were satisfied with their employers' response, many noted the direct action their employer had taken to support the BLM movement.

"My employer did more than I thought they would."

"We have had several companywide meetings and educational meetings to address the issues and our company has made donations"

"They have a zero-tolerance policy when it comes to racism."

Amongst those who were dissatisfied with their employers' response, a lack of authenticity around responses was a common theme.

"Rather than releasing a statement of support, my company (radio company) released directives encouraging our on-air talent NOT to talk about it."

"They appeased the BLM movement so they do not look bad."

"A statement was only released after employees voiced their concerns about the company not saying anything about racial inequality & injustice."

Sparking conversation



Seven in ten

People of Color had conversations about race during the peak of the protests

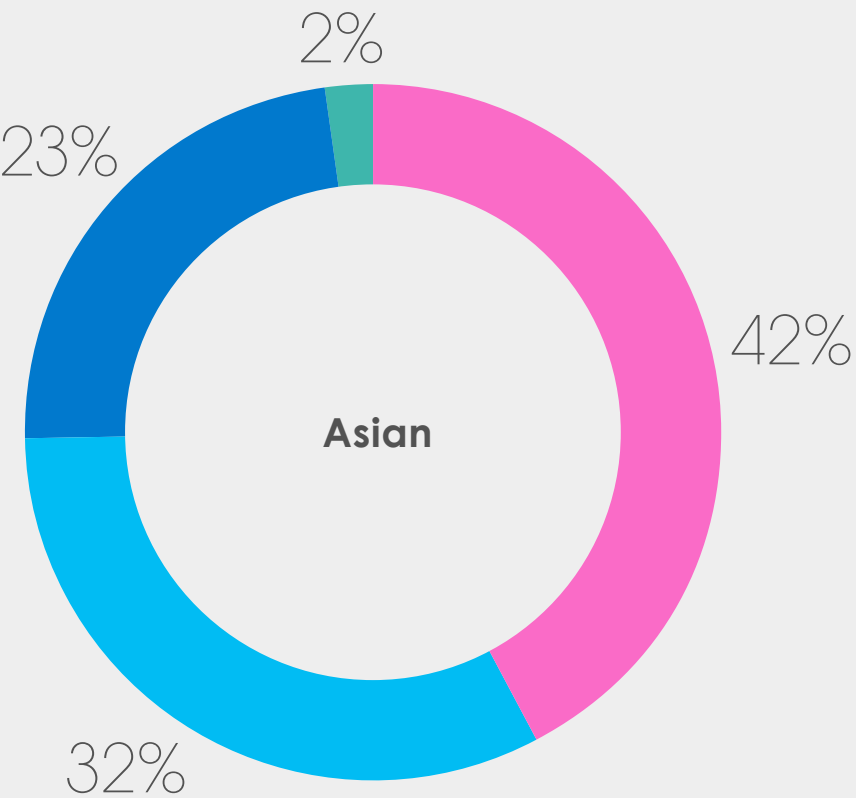
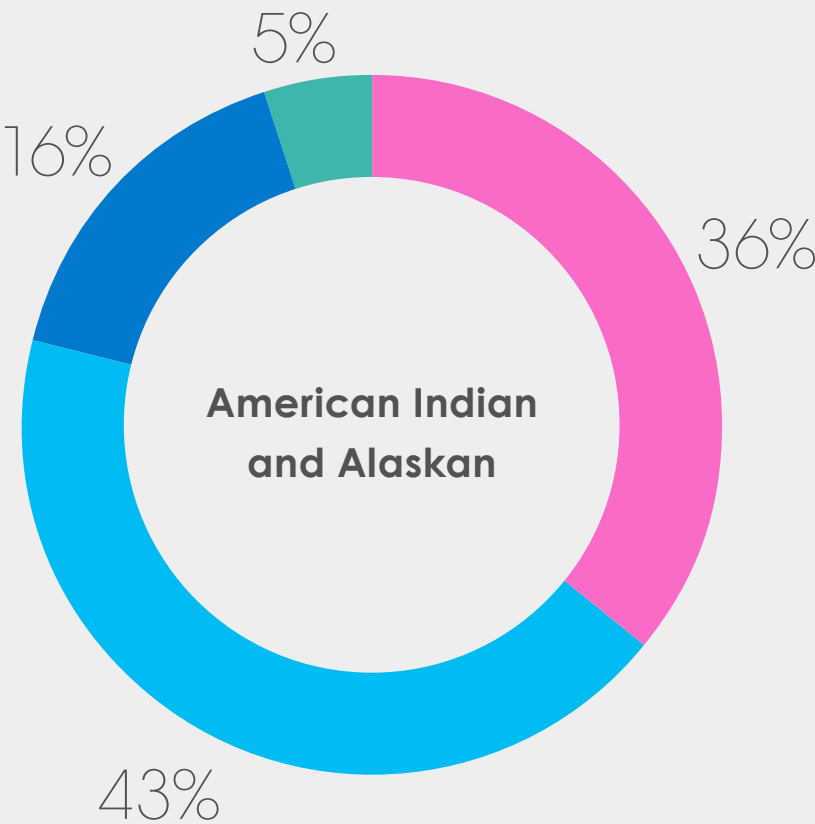
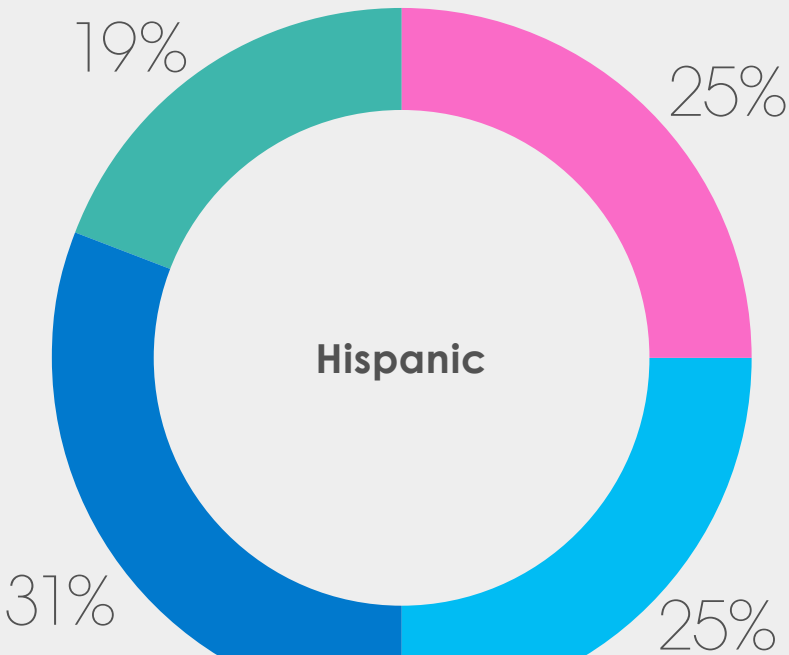
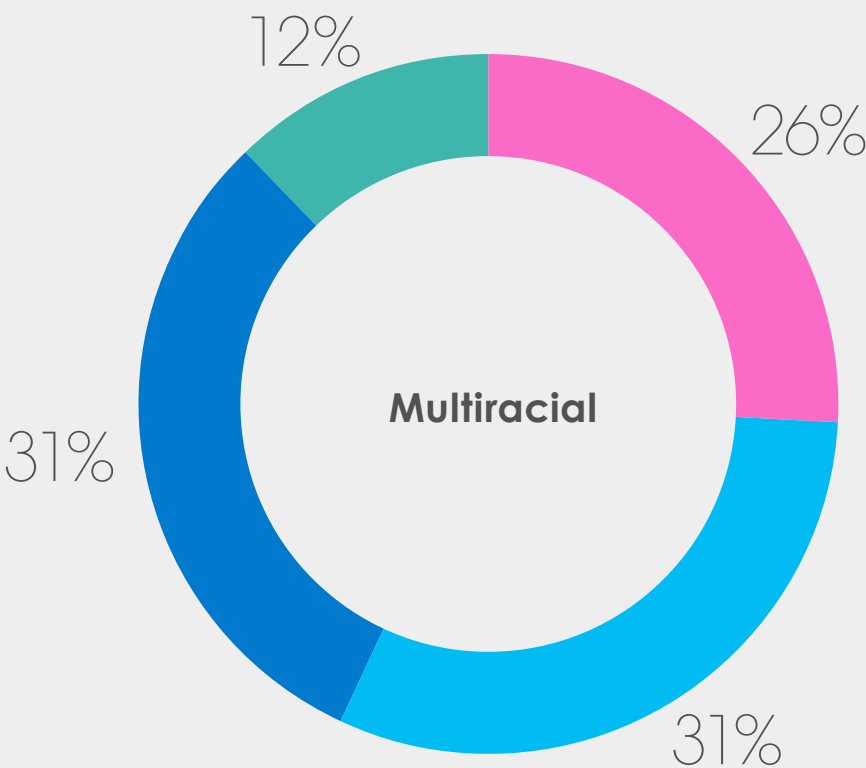
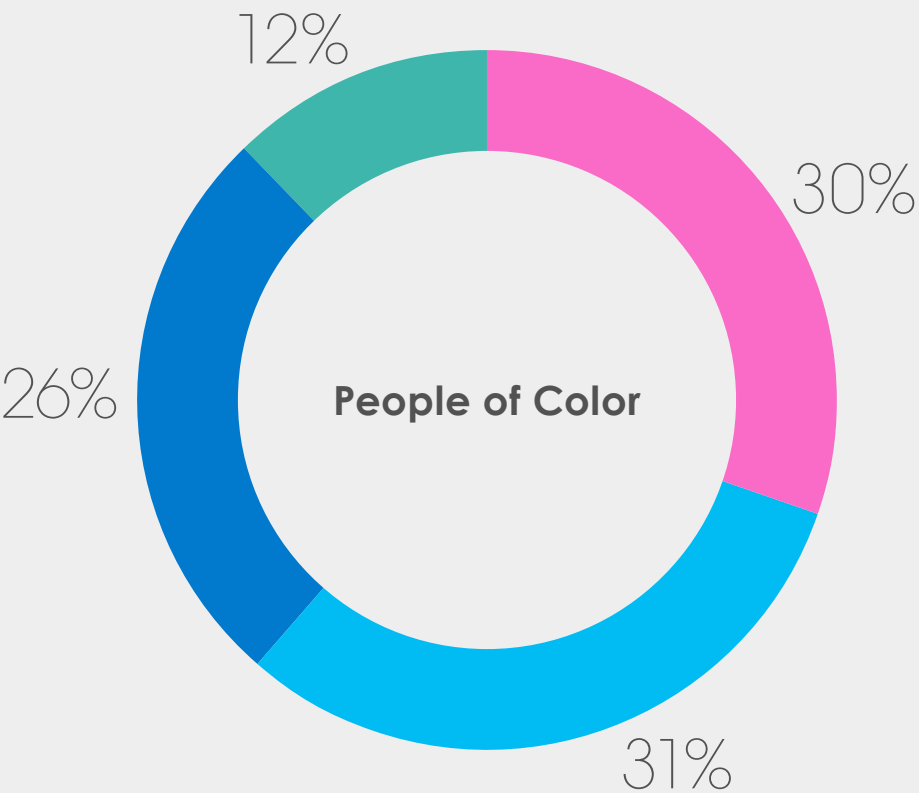
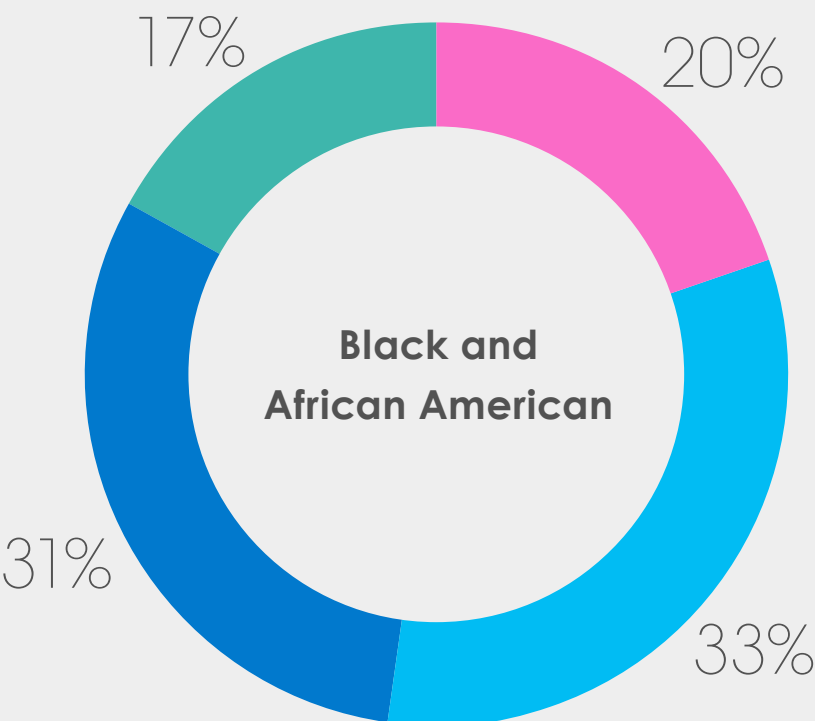
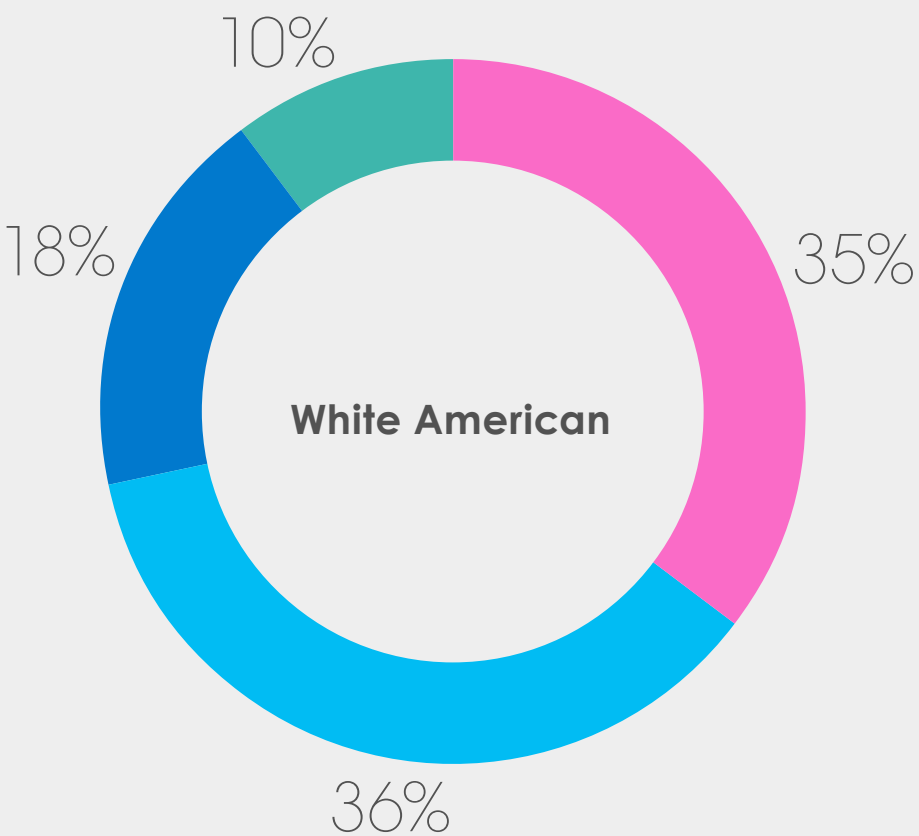
We asked respondents to consider how much they had spoken about race in the three weeks when the protests were at their most frequent and high profile this summer. Here we see some unsurprising but nonetheless interesting differences between white and nonwhite Americans.

Among white Americans, 65% said they had a spoken about race at least a little bit during this period, with 18% saying they had spoken about race quite a bit and 10% saying they had spoken about race a lot. 35% has not spoken about it at all.

Meanwhile, 70% of People of Color had spoken about it, with 26% doing so quite a bit and 12% a lot. This total figure rose to 80% among Black or African Americans. Meanwhile, three in four (75%) Hispanics had spoken about race.

Reflecting on the past 3 weeks, which of the following best describes how much you have spoken about race?

- Not at all
- A little
- Quite a bit
- A lot



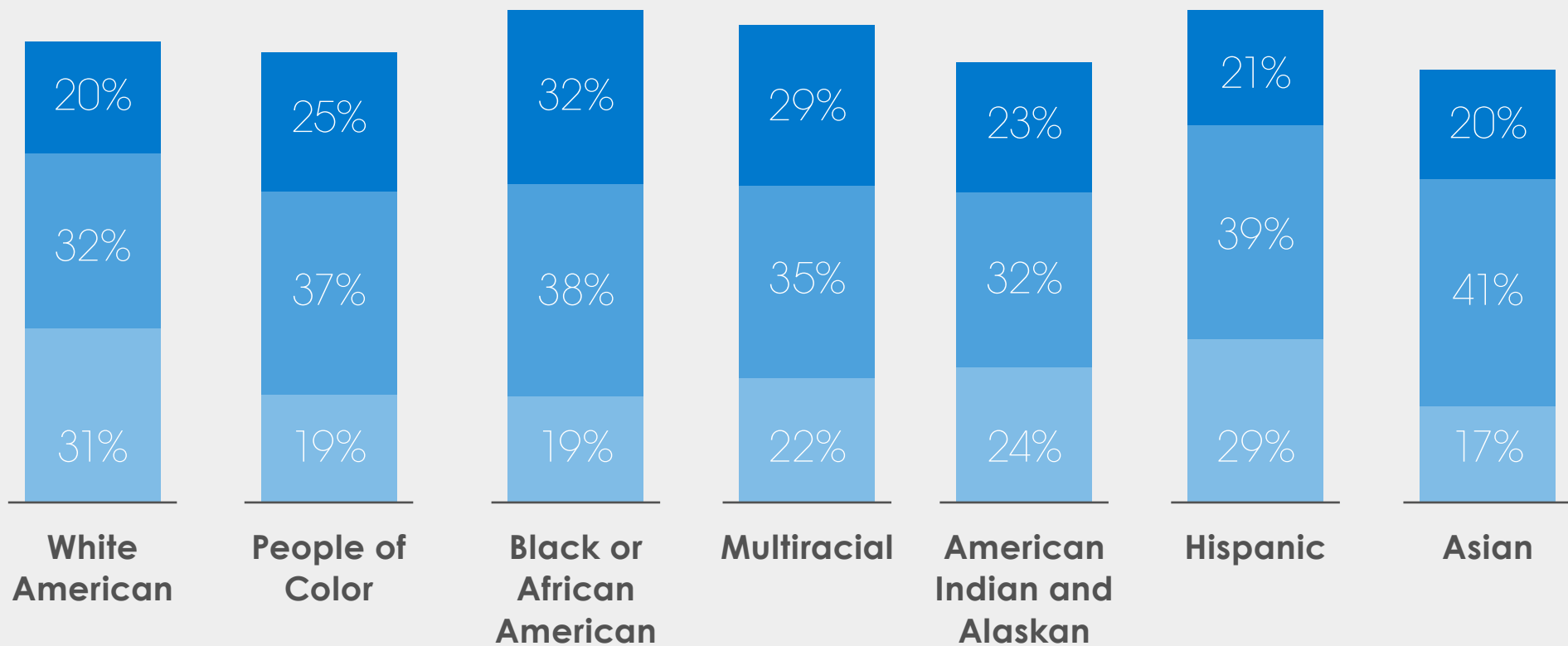
Paradoxically, white Americans say they are more fatigued by conversations about race than People of Color

When we look at how different groups feel about discussing racial issues, People of Color are slightly more likely than white Americans to feel energized (25% vs 20% respectively). This is highest among Black or African Americans, 32% of whom feel energized. Meanwhile, fatigue seems to be more commonly expressed by white Americans.

When it comes to discussing racial issues with people from a different race we see a similar picture.

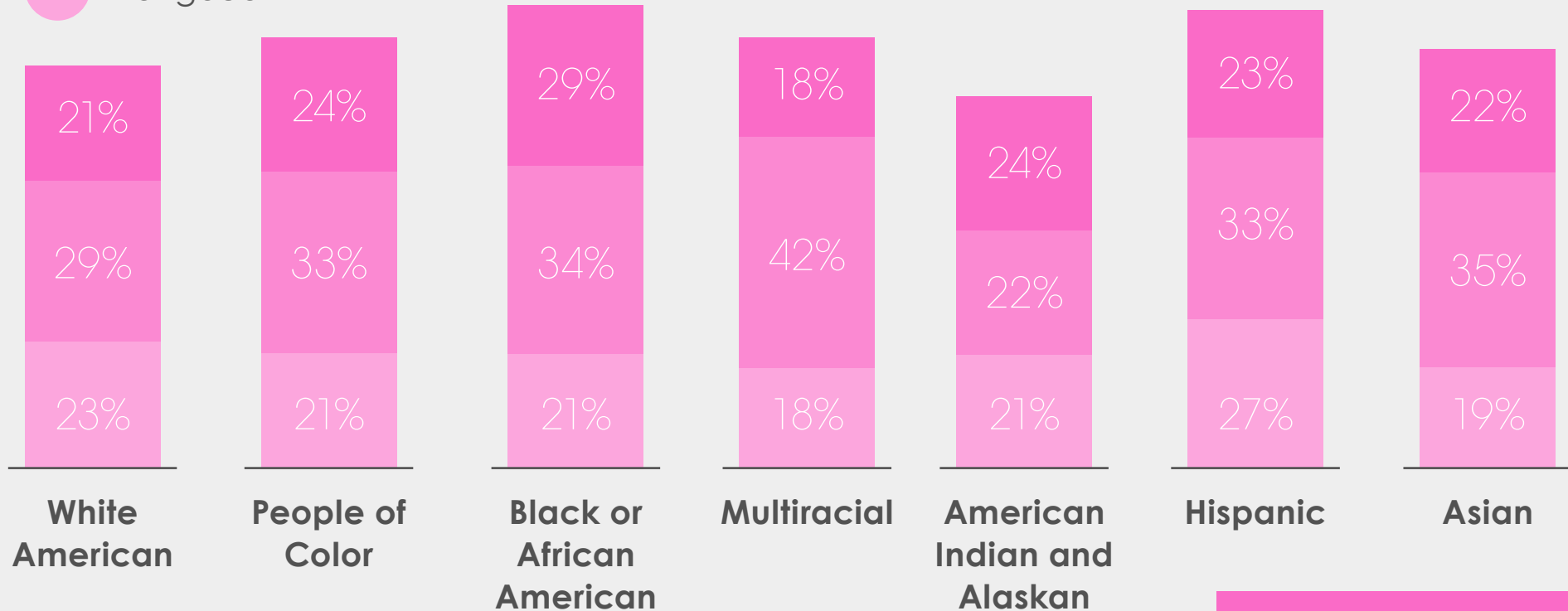
Feelings towards conversations about race in general

- Energized
- Sometimes one, sometimes the other
- Fatigued



Feelings towards conversations about race with people of other ethnicities

- Energized
- Sometimes one, sometimes the other
- Fatigued



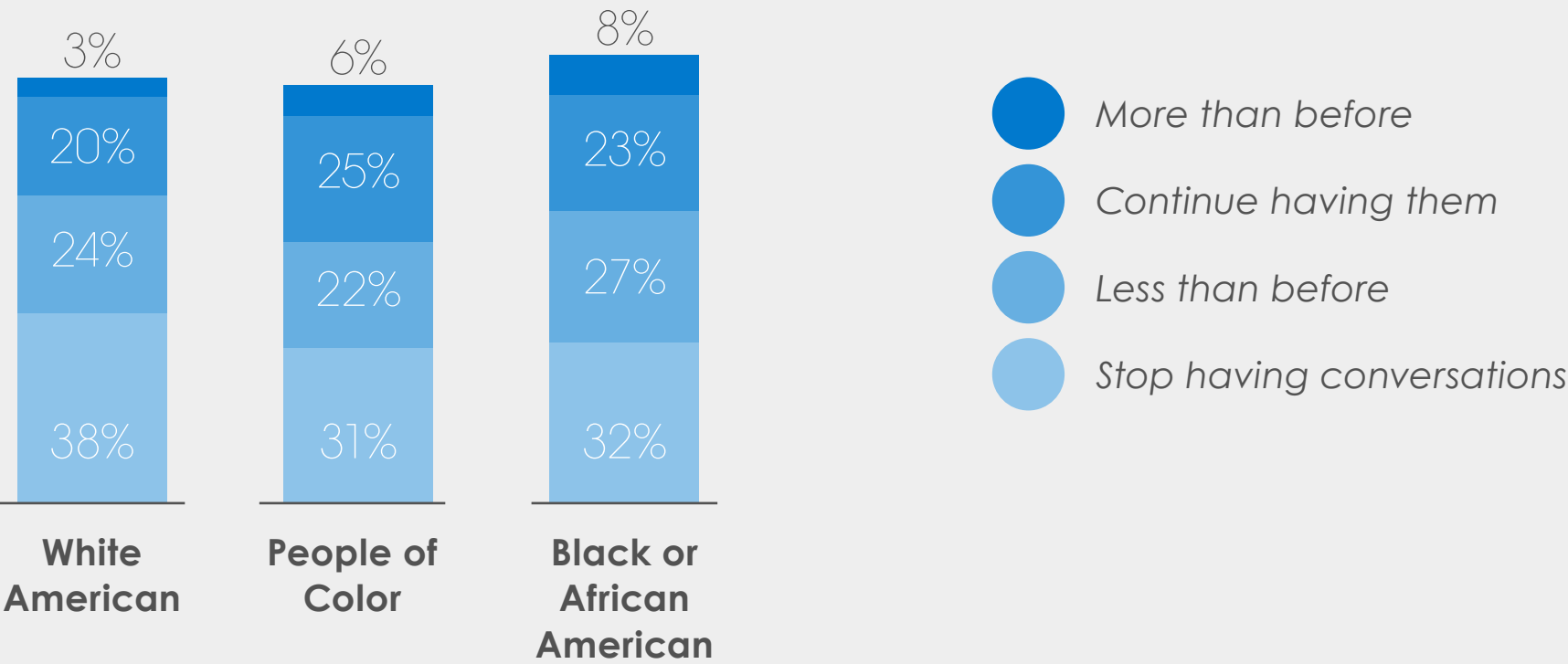
Despite fatigue setting in, more People of Color plan to continue having conversations about race than white Americans

Of those that feel tired by these conversations the majority want to reduce the number of conversations they have about race. Unfortunately, we again see that a higher percentage of white Americans plan to stop having these conversations altogether than People of Color.

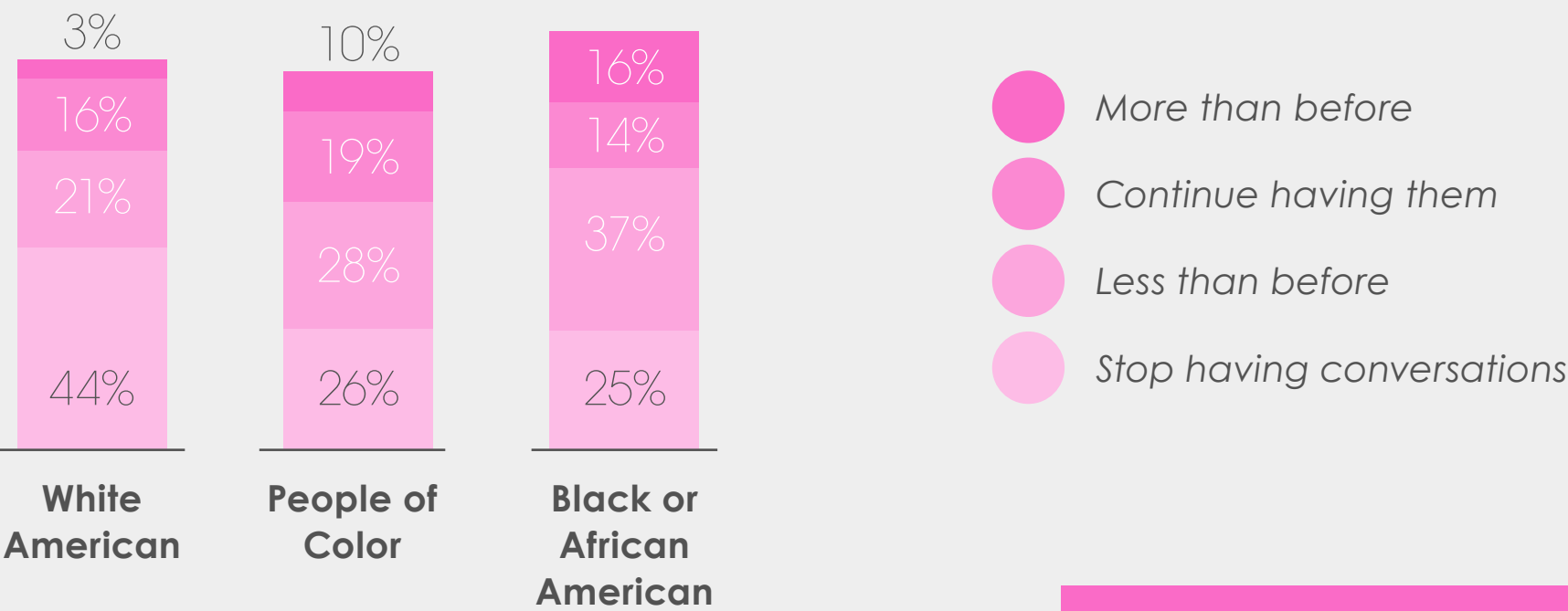
Promisingly, People of Color are more likely to want to continue talking about race to people of other backgrounds, despite fatigue, than they are talking about race in general.

People of Color are more likely to feel energized than their fellow white citizens who do not have to deal with the numerous economic, social, and psychological effects of racism. Further, People of Color who do express fatigue are more likely to want to keep having conversations about race with people from other backgrounds compared to white Americans. We can perhaps infer that what is meant by the word ‘fatigue’ is different depending on one’s experience of racism. Are we talking about the fatigue of feeling like little progress is being made in terms of the equal treatment of your race or the fatigue at being “fed-up” at being presented with the uncomfortable truth?

Propensity of those who are fatigued to continue talking about race in general



Propensity of those who are fatigued to continue talking about race with people of other ethnicities



Police-community relations



Two in five

Black or African Americans fear the police

Last year Breonna Taylor, an unarmed Black woman was shot and killed in her Louisville home by US police officers. Just months later, George Floyd, a Black man, died after a police officer knelt on his neck for over eight minutes. These are just two tales in a harrowing timeline of Black deaths caused by police. While history show us that the conversation surrounding the police and Black Americans is not a new one, the deaths of George Floyd and Breonna Taylor last year and the protests that followed have brought new attention to the topic.

The relationship between Black and African Americans and the police is more fraught than any other group

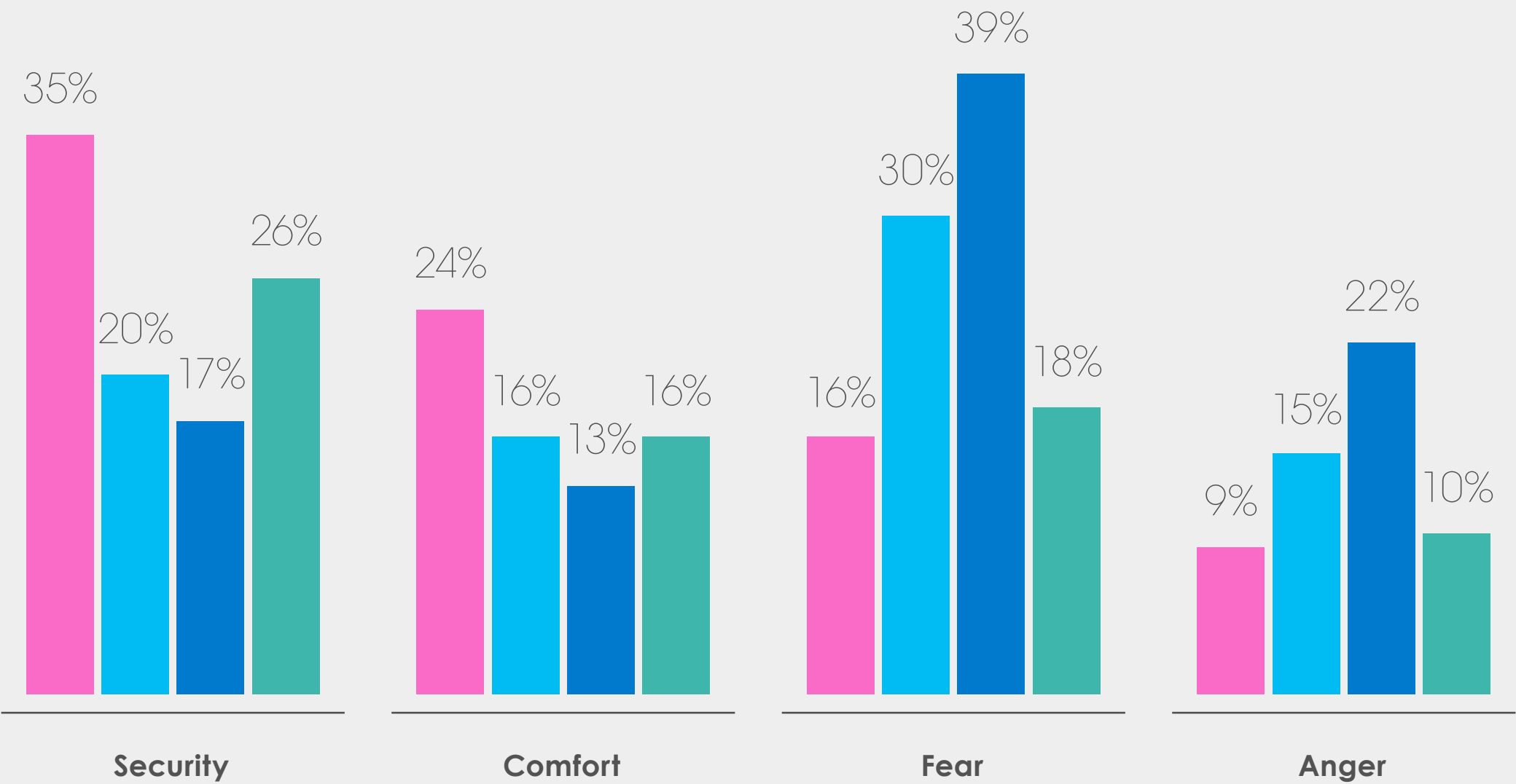
Our research uncovers further evidence of a strained relationship between Black and African Americans and the police today. Discussing how they feel about interacting with the police, fear (39%) and anger (22%) are the top emotions felt by Black and African Americans. This a stark contrast to the security (35%) and comfort (24%) felt by white Americans when interacting with the police. The unique nature of the Black experience with the police is seen when comparing it to the experiences of the Hispanic community. While fear (39%) is the top emotion felt by Black and African Americans in their interactions with the police, only 18% of Hispanic Americans describe their interactions with the police in the same way. The charts below show the range of emotions felt by various Americans when interacting with the police.

Which of the following emotions best describes how you feel about interacting with the police?

- White

Black or African American
- People of Color

Hispanic



Simply put, Black Americans are afraid to lose their lives at the hands of the police.

"Seeing my people getting killed by them I'm extremely aware that that possibility could happen to me too in a heartbeat. Too many wild scenarios in which the police have killed a black person and gotten away with it."

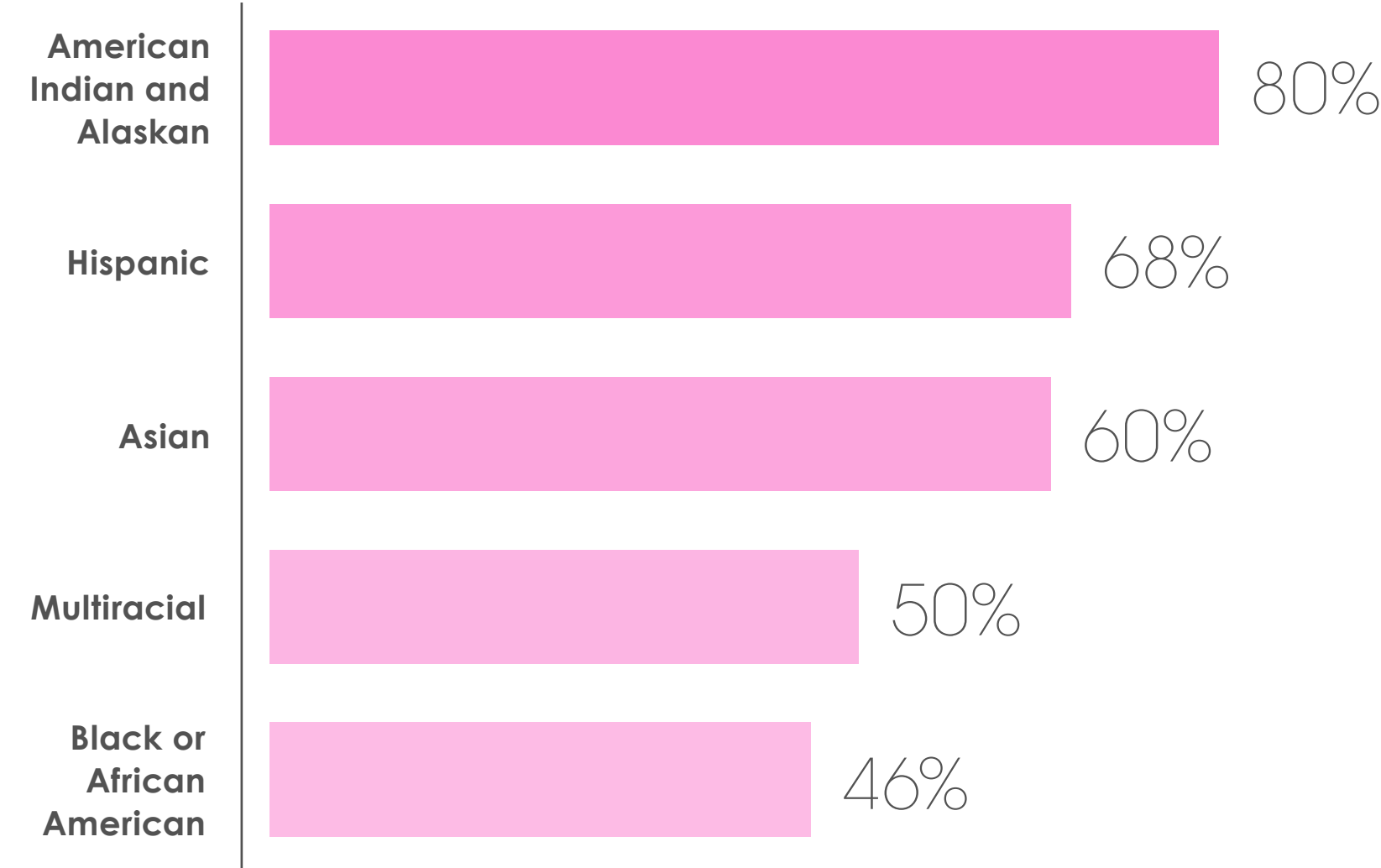
The role their race plays in their fear and anger towards the police is undeniable.

"Fear of being killed for absolutely no reason except being black in America"

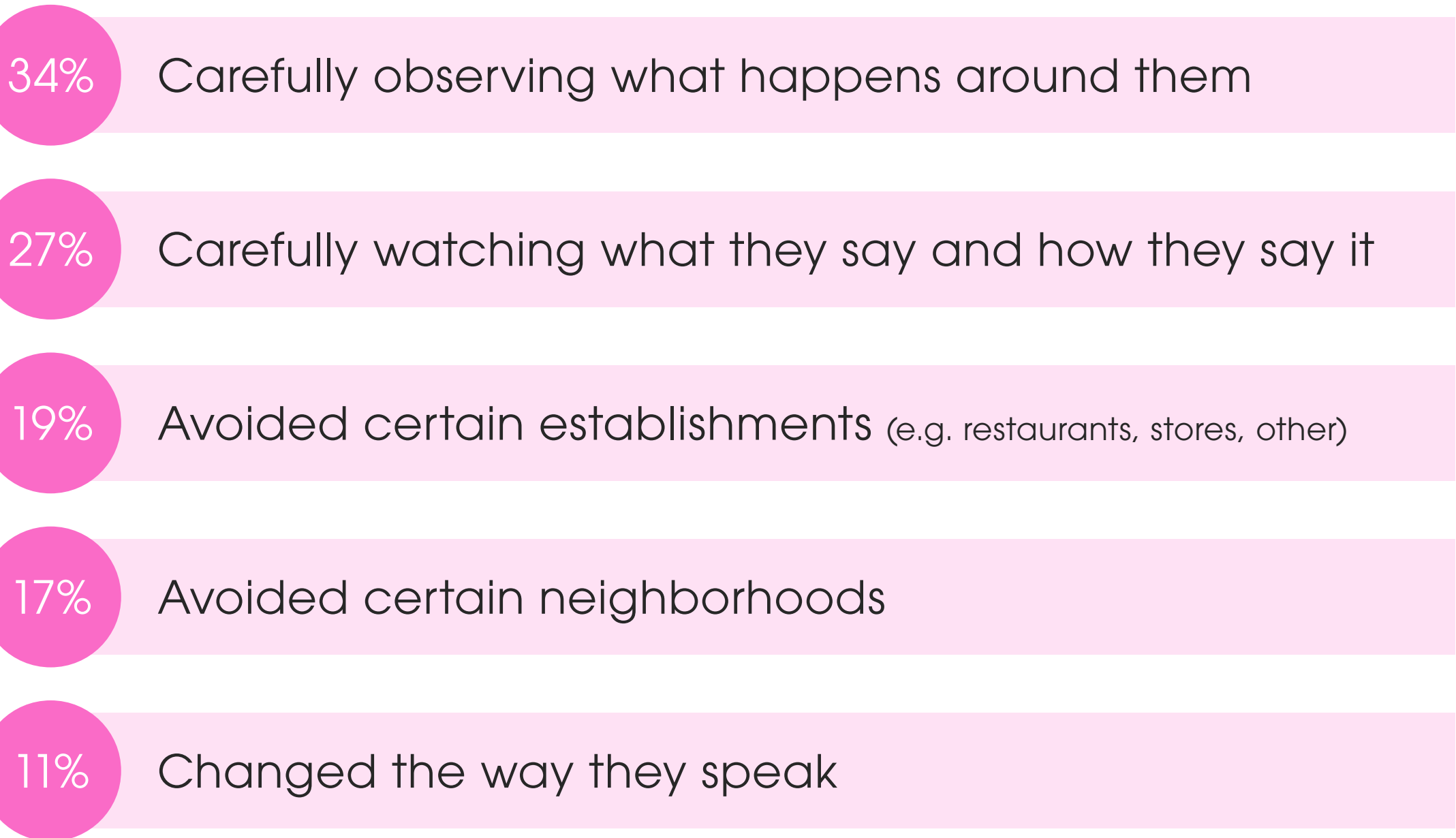
"I'm a 6'2" Black Male. I know it is possible I could fit the description one day."

Given this, it is unsurprising that less than half (46%) of Black or African Americans feel the police keep them safe, compared to 74% of white Americans. Yet again, we see nuances in the experiences and sentiments of Black or African Americans and other People of Color. Asians, for instance, are significantly more likely to feel that the police keep them safe (46% v 66% respectively).

To what extent do you agree or disagree that the police keep you safe?
Net: Agree



These realities for many Black or African Americans perhaps explain why almost two thirds (64%) have altered their behavior or appearance to avoid facing racial discrimination. Some of the ways they have done this include:



Some of the ways in which this is exhibited in day-to-day life is captured in the experiences shared by Black or African American participants of the research.

"I just tend to avoid known racist neighborhoods and I watch and pay attention to my surroundings and people around me."

"I just do whatever I can to just be on my best behavior. I want to be as invisible as possible so that they will leave me alone."

Other minority groups in our research shared similar stories, with three in five (57%) Hispanics also revealing that they have made changes to their behavior or appearance to avoid facing racial discrimination. However, specific behaviors that each community uses to avoid discrimination vary. For Black or African Americans and Hispanics observing what happens around them is the biggest behavior change (34% v 25%), while for American Indians and Alaskans, Asians and multiracial Americans it is watching what they say or do (26% v 25% v 34%).

Only a third

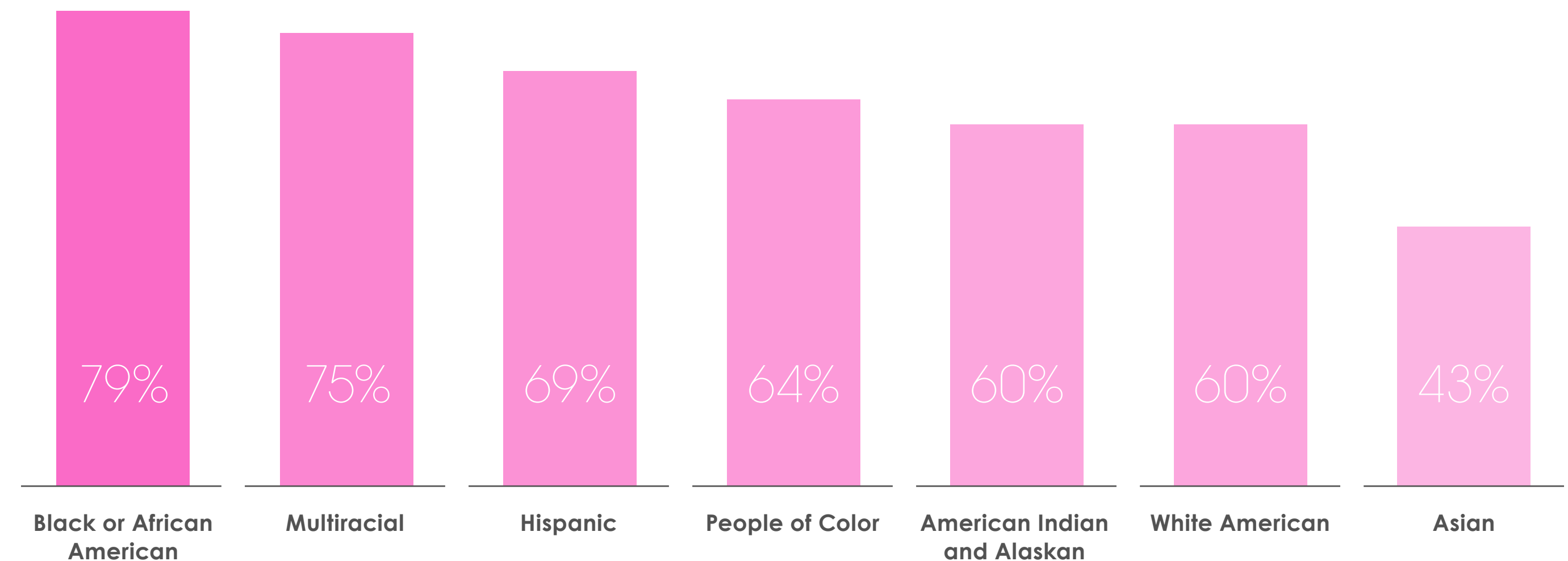
of Americans feel the BLM movement will create lasting change in society

The Black Lives Matter movement inspired many forms of activism, from registering to vote to posting on social media. Looking at who has engaged in this activism, we see relatively high levels of participation and engagement from all Americans, with Black or African and Multiracial Americans displaying the highest levels of activism.

Reflecting on ways to create lasting change in society, both white (52%) and Black or African Americans (70%) feel peaceful protests are effective. However, white Americans are less likely than Black or African Americans to feel violent protests are effective (20% v 32%).

Have you done any of the following in the last 3 weeks?

% Net: taken action



The importance of voting is stressed by both white and Black or African Americans with both groups feeling that voting in local and presidential elections is an effective way of creating lasting change.

However, only a third (32%) of Americans feel the current Black Lives Matter movement will create lasting change in society. Black or African Americans are more optimistic, with 48% feeling confident that the current movement will create lasting change.

Similar percentages of both white and Black or African Americans feel they have been presented negatively in the media in the context of the protests (27% and 33% respectively).



Conclusion

While the topic of racial discrimination especially as it shows up in policing in America is not new, the events of 2020 reinvigorated these conversations, sparking two thirds (66%) of US adults to spend at least few of their day-to-day conversations talking about race. These conversations were particularly prominent in Black and Hispanic communities with this figure rising to 80% and 92%, respectively.

While this renewed energy is promising, there is much work to be done to convert conversations into lasting change. Seven in ten (70%) Black or African Americans have been victims of discrimination because of their race or ethnicity. A further 33% have been subject to abuse due to their race or ethnicity. We see a similar harrowing story when exploring the experiences of the Hispanic community, with 73% experiencing race or ethnicity-based discrimination and a shocking 66%

experiencing abuse based on these factors. Worryingly, fear of racial discrimination has led to over half (53%) of People of Color changing their behavior in some way in order to avoid facing racist discrimination.

Unpacking these experiences, the role that businesses play in the discussion is evident. The top scenarios in which Black Americans have experienced discrimination or abuse based on their race or ethnicity are in business settings, with 36% stating that they have been viewed with suspicion by a security guard or store owner, and 28% revealing that they have been treated differently in public places such as shops or restaurants.

Given this reality, it is undeniable that businesses have a crucial role to play in creating and maintaining a diverse and inclusive environment. Thus, it is positive to see that more than half (52%)

of US workers say their employer took some form of action in response to the Black Lives Matter movement. However, only 42% of Black or African Americans whose employer took some form of action say they were satisfied with their employers' response. This highlights that there is still a lot of room for improvement for businesses in their journey to create a truly diverse and inclusive working environment. Many who were dissatisfied with their employers' response to the movement felt it lacked authenticity and real action.

To ensure that all these conversations and protests are not in vain, the wide consensus amongst Americans is that voting in both local and presidential elections is the most effective way of producing real, lasting change. Knowing this, it is incredibly important to focus efforts on encouraging more people to not only register to vote but to actually show up at the ballot box.

About the authors



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In her role as VP of US Research at Opinium, Giulia leads Opinium's US research and client relations out of NYC. Giulia has spent her career deploying quantitative and qualitative research methodologies to advise clients across sectors on data-driven marketing and communications strategies. Giulia graduated Magna Cum Laude from Columbia University with a dual degree in Sociology and Middle Eastern Studies.

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Susan leads and supports on a variety of projects covering topics such as perceptions of business and diversity in media. More recently she worked with the Black Comms Network to understand the experiences of Black professionals working in the communications industry. For a range of clients Susan has been able to explore trends and behaviours in society.



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Joe works with both corporate and third sector clients across a number of practice areas. Working in the social policy space he has helped clients understand how public attitudes are changing and the implications this will have for businesses and government. He is also a member of Opinium's political polling team.



What people think,
feel and do

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Opinium is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people think, feel and do. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

Appendix

D8 ASK ALL | MULTI

Do you think of yourself as a member of any particular ethnic group?

Please select all that apply. If you feel uncomfortable answering this question, please feel free to select ‘prefer not to say’

A. White

- 1. German
- 2. Irish
- 3. English
- 4. Italian
- 5. Polish
- 6. French
- 7. White American
- 8. Other white (please specify)

D. Asian

- 1. Chinese
- 2. Vietnamese
- 3. Filipino
- 4. Korean
- 5. Japanese
- 6. Asian Indian
- 7. Other Asian (please specify)

B. Middle Eastern or North American

- 1. Lebanese
- 2. Syrian
- 3. Iranian
- 4. Moroccan
- 5. Egyptian
- 6. Algerian
- 7. Other Middle Eastern or North American

E. Native Hawaiian or other Pacific Islander

- 1. Native Hawaiian
- 2. Samoan
- 3. Charnorro
- 4. Tongan
- 5. Fijian
- 6. Marshallese
- 7. Other Pacific Islander (please specify)

C. Black or African American

- 1. African American
- 2. Jamaican
- 3. Nigerian
- 4. Ethiopian
- 5. Haitian
- 6. Somali
- 7. Other Black or African American (please specify)

F. Other

- 1. Native American or Alaskan Native (please specify enrolled or principal tribe)
- 2. Some other race or ethnicity (please specify)
- 3. Prefer not to say