



Opinium & reboot

Multicultural Britain 2022

Representation in Multicultural Britain



FOREWORD

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Founder of reboot and Head of Corporate Communications, Numis



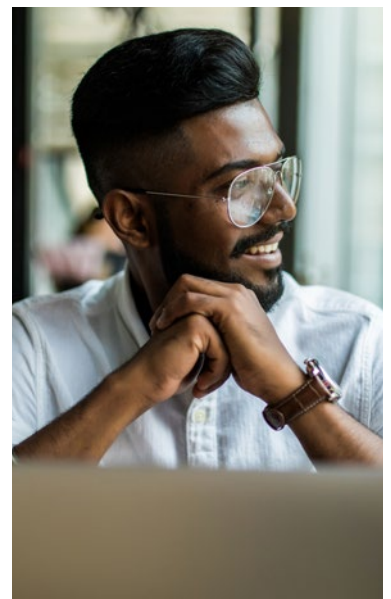
reboot is proud to partner with Opinium on the 2022 Multicultural Britain report. On behalf of reboot, I would also like to thank State Street for sponsoring this year's report and for their ongoing support. While it is encouraging to see many positive take-aways about the state of play in corporate UK, which has such a key role in driving change for the better within society more broadly, it is also clear that far more progress is required.

This year, 64 percent of ethnic minorities report discrimination and 42 percent say they have experienced abuse.

Although this represents a drop from previous years, I think we can all agree that this result remains alarmingly high. Given this result, it is unsurprising that many survey respondents feel their ethnicity also impedes career prospects with nearly half believing they are less likely to reach CEO level at large companies. This rises to 63 percent among respondents Black respondents. In contrast, only 12 percent of White respondents report similar feelings.

What can we do about this?

Our report on race and ethnicity in the UK, which is now in its sixth year, provides us with some of the most comprehensive data available on the subject and can provide the insight we urgently need to start making meaningful change. A huge 80 percent of ethnic minority respondents place importance on seeing people of their own ethnicity in senior leadership positions with 72 percent saying it makes them feel they can climb to the top of the corporate ladder. Further, three-fifths of respondents want role models in the workplace that look like them, yet only 43 percent think their workplace is doing enough to ensure the senior/leadership team is diverse. It is also revealing that when asked if firms should publish data on ethnic diversity in their workforce, only two in five White Britons agree compared to 69 percent of ethnic minority respondents. Less than half of White respondents believe their firms should publish a diversity policy compared to 73 percent of ethnic minority respondents, highlighting the extent to which White professionals and those with ethnic minority backgrounds view multiculturalism through a very different lens – a disconnect clearly remains.



As an alliance of marketing and communications professionals, reboot naturally paid very close attention to the survey results around advertising and branding. Almost three quarters of ethnic minorities believe it is important to see ethnic groups represented in adverts, compared to half of the general population. This figure is even higher in 18-34 year-olds (71percent) of ethnic minorities. The key message to companies? Ethnic minorities are more likely to buy your products if they identify with your brand.

Kiddigrant, a term first coined by reboot – the children of immigrants – now make up a sizeable portion of the UK ethnic minority population. I should know – I am the daughter of Pakistani immigrants. We are British and born into the same system as our white peers. Yet it is clear from this report that because of our ethnic heritage, our experiences remain different, with many of us still feeling a lack of acceptance compared to our White peers. As an example, kiddigrants are more likely to disagree with the statement that adverts reflect modern Britain and only 37% of this group say they feel represented in advertising, lower than any other ethnic minority generational group.

Kiddigrants are also more likely to say they have experienced abuse or discrimination than those born outside the UK; more likely to think racist beliefs are widely held and are more pessimistic about the ease with which those from minority backgrounds can progress in their careers.



Our kiddigrant voices increasingly cannot be ignored; many are moving into senior roles and now in a stronger position to change corporate mindsets in the years to come. This change is seeping into the consumer experience and buying habits. For companies, it presents a huge commercial opportunity. But reflecting multicultural Britain is now also a reputational imperative thanks to growing shareholder activism around making a social impact.

The critical component for me is that we must keep evolving the conversation on multiculturalism to deliver a fairer corporate culture and society in the UK. This is why it was right the government dropped the term BAME – as there are so many nuances to race and identity. It is not just about colour coding. We all have a role to play, including White colleagues and allies. This report highlights what is, and what isn't, working and can, therefore, provide a roadmap for decision-makers to create actionable change that achieves greater equality for future generations. Simply put, we all cannot afford to have a seventh year of results that point to the kind of inequalities we see throughout this report. While we understand that change doesn't happen overnight, incrementalism is not enough to move the needle here.

Let's keep the positive momentum going. We (all) have to be the change.

METHODOLOGY

We conducted a nationally representative online survey of 2,000 UK adults and conducted an online survey among a nationally representative sample of 2,000 people from ethnic minority backgrounds.

The survey has been weighted to match the demographic make-up of UK adults and of ethnic minorities in the UK.

A large part of this research was fielded from 7th January-4th February 2022 by Prodege, a leading market research panel.

Thank you to State Street for sponsoring this report.



INTRODUCTION

This year marks six years since we first began our Multicultural Britain series. Our aim was to try and give a voice to ethnic minority groups in Britain and explore issues of race, identity, and culture in the hope that better data can help contribute to a more informed and transparent public conversation.

This year we've partnered with reboot to explore representation both in the media and workplace.

The report will show that for many people from ethnic minority backgrounds representation in advertising and branding is of real importance and that many are more likely to purchase from companies that make an effort to be more diverse. In the workplace, the report shows that those from an ethnic minority background are less likely than their white compatriots to feel that they can become a CEO and are more likely to experience 'imposter syndrome'.

As always, the report also includes our core questions around experiences of racism and discrimination, and opinions on diversity & inclusion in modern Britain.

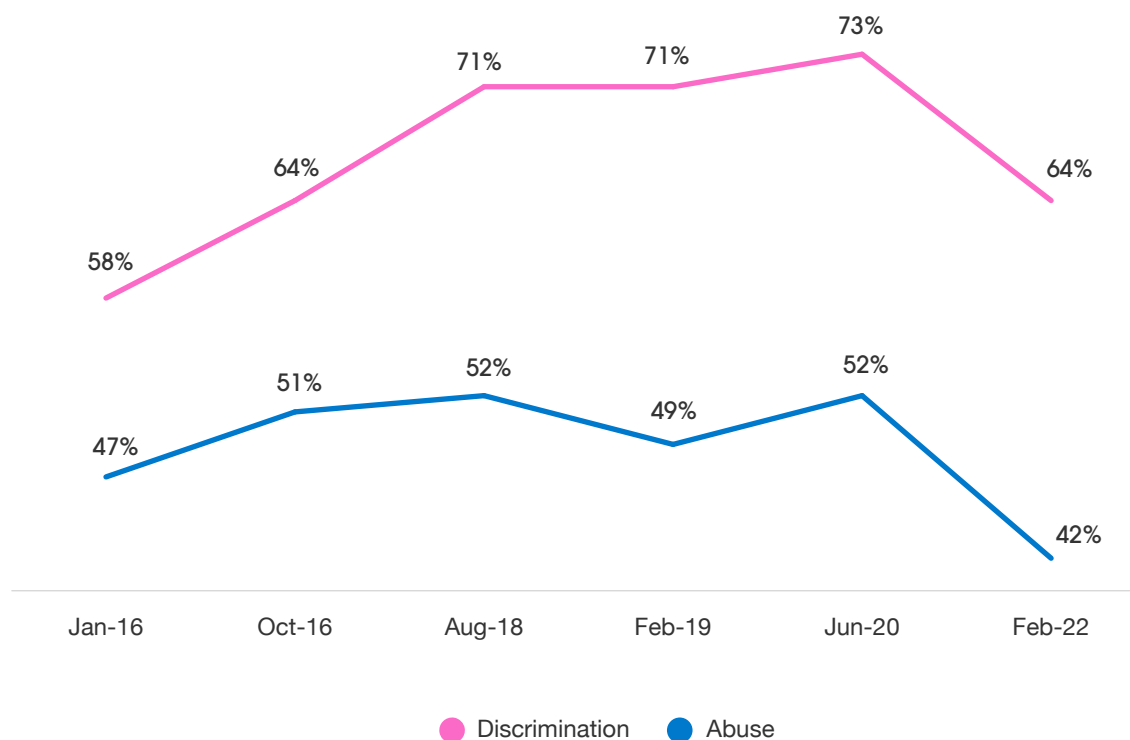
It's interesting that this year many of our tracking questions have shown a drop in the number of people from ethnic minority backgrounds saying they have experienced discrimination or abuse.

Whilst these numbers are still too high to be seen as positive, a shift in the right direction is a good thing. It will be important to see whether this trend continues in 2023 and beyond or if a return to 'normal' after the pandemic also means a return to the sort of disheartening figures we saw in the years 2018-2020.



1. AN UPDATE ON OUR YEARLY TRACKERS

Personal experiences of discrimination and abuse



Since 2016 the Opinium Multicultural Britain study has tracked the proportion of people from an ethnic minority background who report experiencing discrimination or abuse. With each wave of research, we've often seen an uptick in discrimination and abuse on previous years.

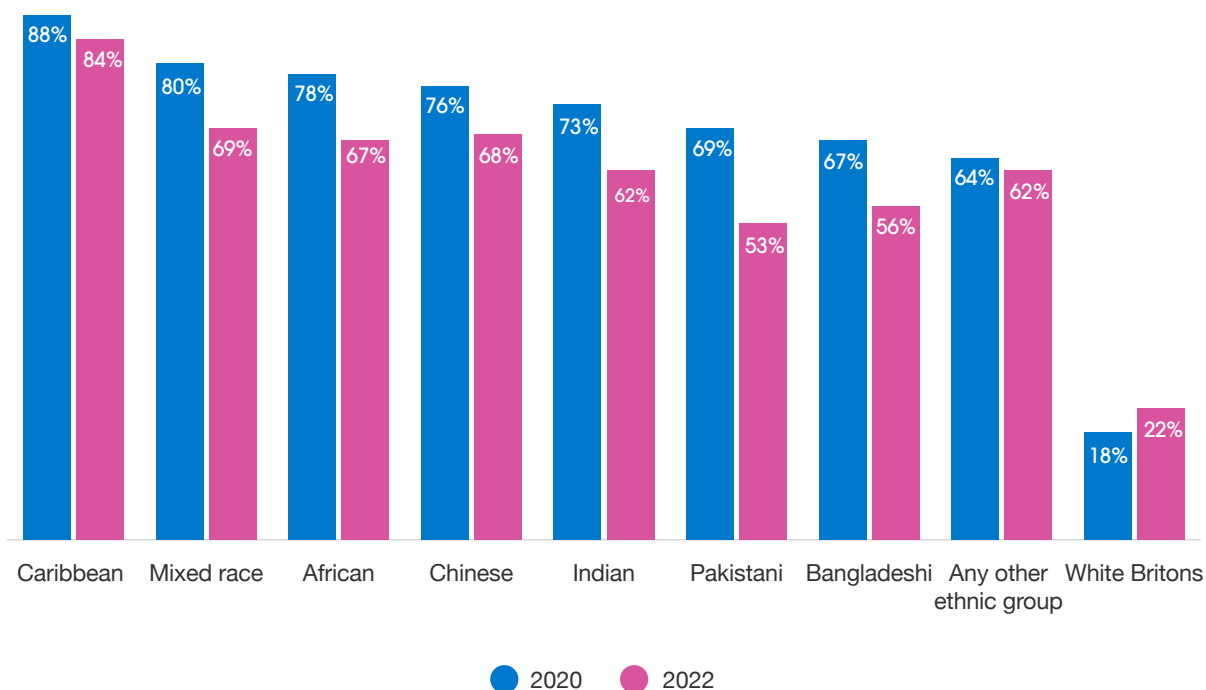
However, this year we've seen a significant drop in the proportion of those from ethnic minority backgrounds reporting abuse and discrimination.

In 2020, 73% of people from an ethnic minority background reported experiencing discrimination whereas this year that figure has fallen to 64%. Similarly, abuse has fallen from 52% to 42%. Whilst these numbers are still large and concerning the fact they have fallen is good to see. There are many reasons why these numbers may have dropped; one theory is that the pandemic restrictions may have lowered the chances of unpleasant interactions in public places. It will be important to see whether this pattern continues in 2023 and beyond.

Last year we also saw an increase in racial discrimination rates among those who identify as Chinese. Three-in-four (76%) Chinese people reported being discriminated against, compared to two thirds (68%) in 2019. We posited that this may have been connected to the misinformation and conspiracy theories linking the Chinese state with the virus that abounded in 2020. This year, that number has fallen back to 2019 levels.

When we look at these numbers by other ethnic groups, we can see that it remains the case that those who identify as Caribbean are most likely to have experienced discrimination, despite a drop from 2020 (as shown in the chart below).

Proportion of ethnic groups who have been victims of racial or ethnic discrimination (2020 vs. 2022)



When it comes to the kind of forms that discrimination takes on a day to day basis, the most common incidents identified by those from ethnic minority backgrounds were someone making a racist comment but making it sound like a joke (45%), someone making comments with racist undertones (39%), someone making negative comments about immigration, or seeing something racist on social media (both 36%), or seeing strangers avoid someone due to their race or dress (32%). A further three-in-ten (28%) said that they had seen something racist in the press, and just under a quarter (23%) said that they had seen unfair treatment from police due to someone's ethnicity or race. Interestingly, all of these figures were lower than in 2020. This pattern aligns with some of the figures we've already seen on discrimination and abuse and perhaps also related to the effects of the pandemic.

According to those from ethnic minority communities, individual racism is the most common form of racism in the UK, with 61% believing this is a common occurrence, compared to just over half (52%) of White Britons. Beyond this, over half believe that structural racism (54%) and institutional racism (53%) are common (39% and 37% among White Britons). Again, these figures are lower than in 2020.



According to those from ethnic minority communities, individual racism is the most common form of racism in the UK

Perceptions of racism and discrimination in Britain

Previous reports showed those from an ethnic minority background and White Britons generally share the same sentiments surrounding the extent of racism within British society but differ on the extent to which they hold these views. This year there are signs that these two groups are becoming more closely aligned than they might have been previously.

Almost three-in-five (57%) White Britons think that racist beliefs are widely held in society, but are not openly talked about, a slight increase from the 53% who believed this in 2020. Amongst ethnic minorities these beliefs are even more widely held – seven-in-ten (70%) of those from an ethnic minority background share this sentiment, though interestingly this has reduced somewhat from 78% who agreed in 2020.

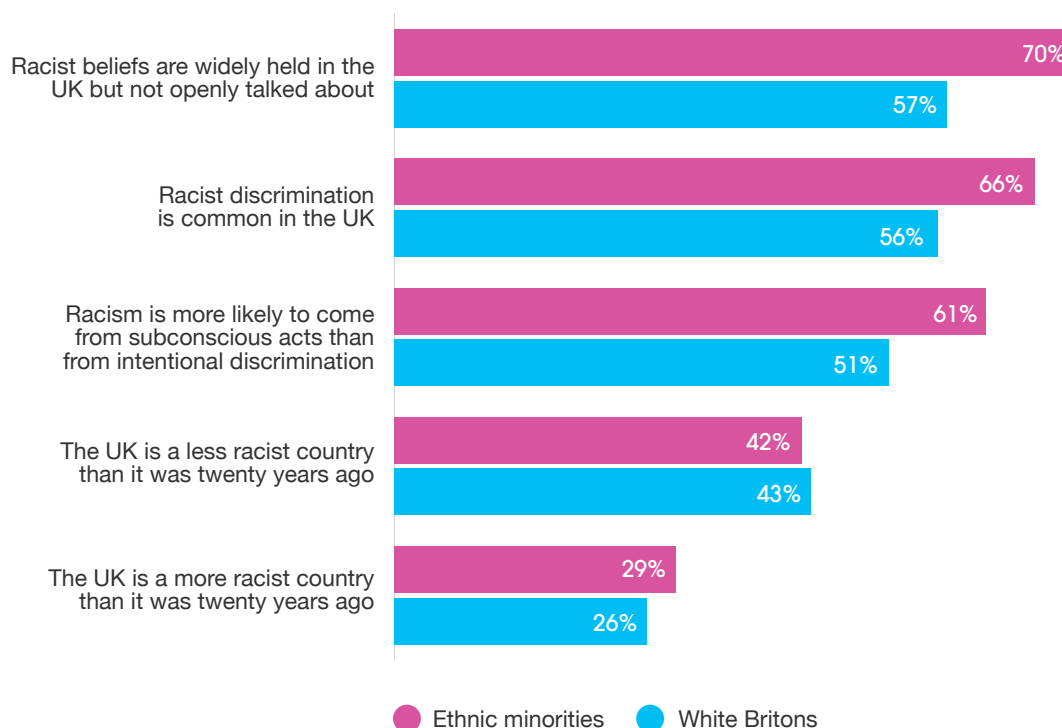
Similarly, when asked to consider how common racist discrimination is in the UK, two thirds (66%) of ethnic minorities said that this is common, compared to 56% of White Britons. This also shows a reduced disparity between White Britons and ethnic minorities compared to last year, as previously there was a gap of 21 percentage points between White Britons and those from an ethnic minority background.

The difference between ethnic minorities and White Britons thinking that racism is more likely to come from subconscious, non-intentional acts of violence has remained more or less steady year-on-year, with 61% of ethnic minorities holding this view compared to 51% of White Britons.

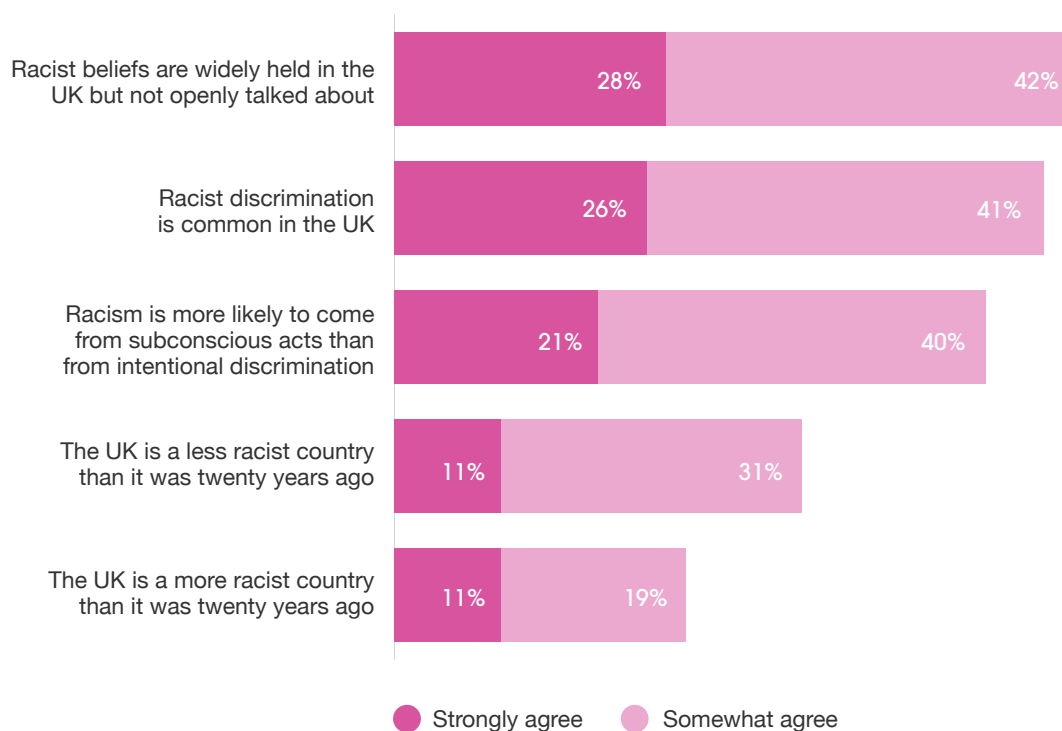
Similar proportions believe that the UK is a less racist country than it was twenty years ago (42% among ethnic minorities vs. 43% among White Britons).



Perceptions on racism in the UK 2022 – % who agree



Perceptions on racism in the UK- ethnic minorities



2. REPRESENTATION IN ADVERTISING AND BRANDING

As part of our partnership with reboot, we have expanded this report to look more at workplace, brands and advertising in this year's report, with a focus on 'representation'.

Almost three quarters of ethnic minorities in Britain feel it is important to see different ethnic groups in society represented in advertising.

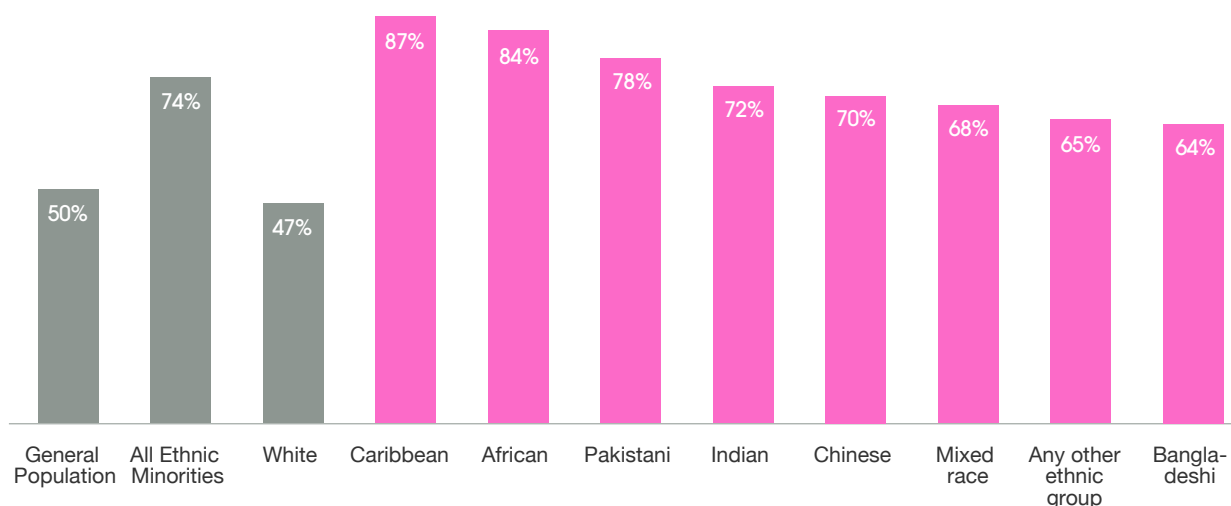
Almost three quarters (74%) of ethnic minorities feel it is important to see different ethnic groups in society represented in adverts, with almost half (46%) feeling it is very important. This is compared to half of the general population (50%) who feel it is important.

Among ethnic minorities, almost four-fifths of women (78%) feel it is important compared to 69% of men.

Interestingly, the level of importance felt among ethnic minorities across age groups remains similar with just over seven in ten (71%) 18-34 year olds feeling it is important, 77% of 35-54 year olds and 73% of those aged 55+.

Across ethnicities, over four-fifths (84%) of Black adults feel it is important, followed by seven-in-ten (71%) Asian adults and 68% of those with mixed heritage. More specifically, among Asian adults, almost four-in-five (78%) of those who are Pakistani feel it is important, followed by 72% of those from an Indian background, 70% of those from a Chinese background and 64% of those who are Bangladeshi.

% who say it is important to see different ethnic groups represented in adverts



Three quarters of those from an ethnic minority background would be more likely to purchase from a brand with good representation in adverts.

There is every reason for businesses to give serious consideration to more representation in their adverts and marketing. Ethnic minorities are more likely to buy from a business if they have good representation of ethnicities in their adverts and marketing and if are authentically trying to be diverse and inclusive.

Three quarters (76%) of ethnic minorities say they would be more likely to purchase from a brand if they do a good job representing different ethnic groups in advertising.

This figure is higher among younger ethnic minorities, with four-in-five (81% of 18-34 year olds) saying they would be more likely to buy from a brand that does a good job representing different ethnic groups in advertising, compared to 78% of those aged 35-54 and 62% of those aged 55+.

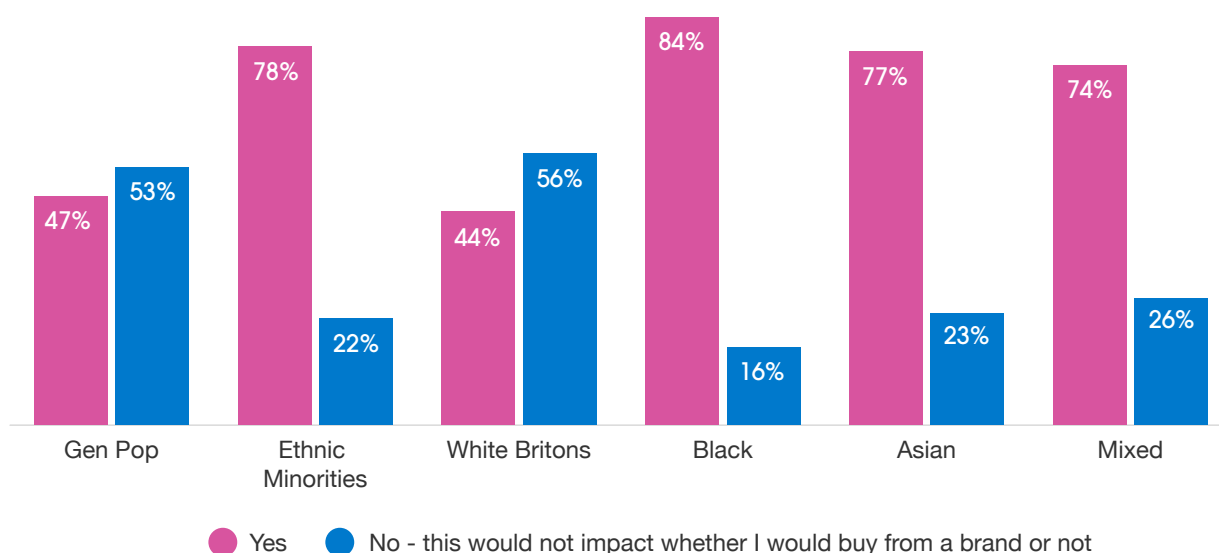
Across ethnicities, over four fifths (84%) of Black adults would be more likely to buy from a brand that does a good job representing different ethnicities in advertising, compared to 74% of Asian adults and 71% of those from a mixed heritage.

In comparison, 41% of White Britons also say that they too would be more likely to purchase from a brand that does this, therefore brands representing different ethnicities in their advertising would not just drive up likelihood of ethnic minorities buying from them, but from the wider population too.



When it comes to brands making a genuine effort to be diverse and inclusive, almost four-in-five (78%) ethnic minorities in Britain would be more likely to buy from a brand that did this. This is compared to over half (56%) of White Britons who would feel no impact on whether to buy from a brand if they had made genuine effort to be diverse and inclusive, compared to almost half (44%) who would. We can see that not only does genuine effort to be diverse and inclusive have a strong influence on the likelihood to purchase among the ethnic minority community, but also for a sizable portion of White Britons too.

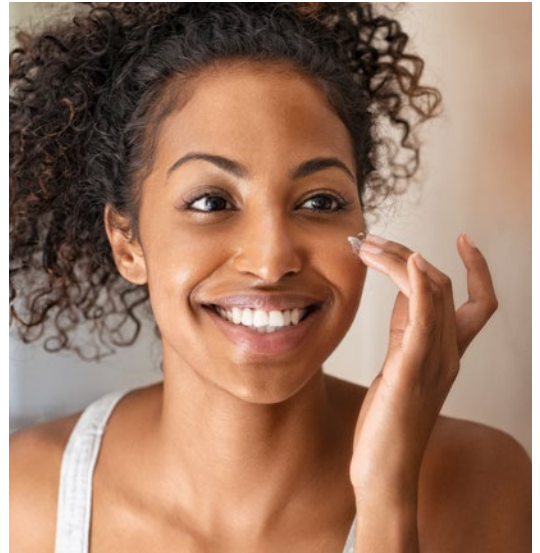
% Who would be more likely to buy from a brand that makes genuine effort to be diverse and inclusive



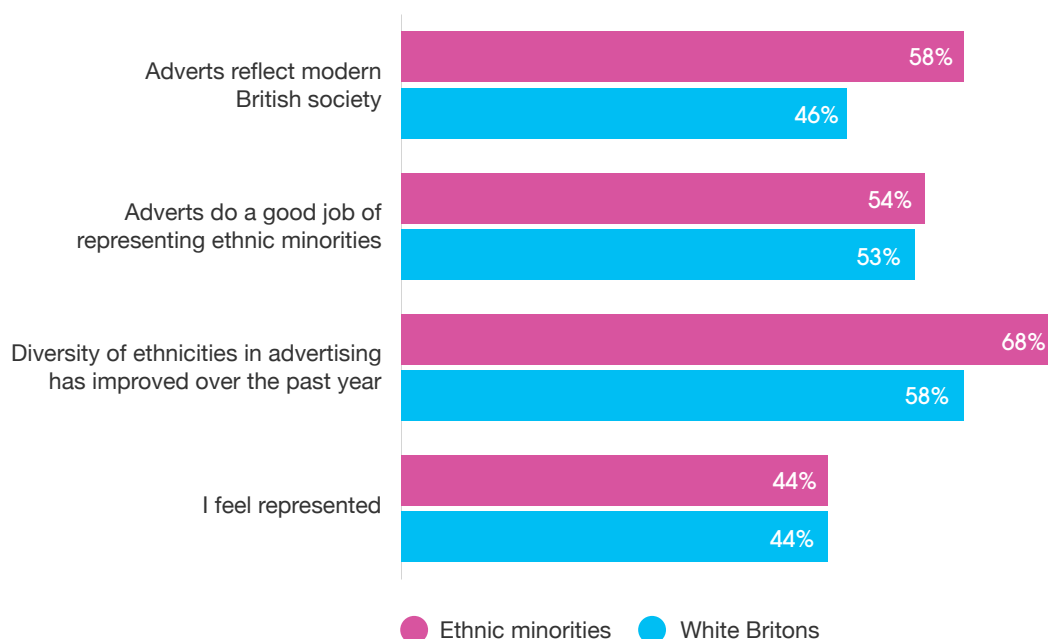
Younger ethnic minorities seem particularly to place more importance on diversity and inclusion with just over four in five (83%) 18-34 year olds being more likely to purchase from brands that make a genuine effort with diversity and inclusion, and similar proportions (80%) of those aged 35-54 saying the same. However, this has less impact on ethnic minorities aged 55+, although still with most of this age group (65%) saying they would be more likely to buy in this instance.

Almost three-in-five ethnic minorities think adverts reflect modern British society

Almost three-fifths (58%) of ethnic minorities in Britain feel that adverts reflect modern British society with almost one-in eight (15%) strongly agreeing, compared to one-in-seven (14%) who disagree. Among White Britons almost half (46%) agree that adverts reflect modern British society compared to a fifth (20%) who disagree.



Perceptions of representation in advertising in the UK 2022



Over half (54%) of ethnic minorities in the UK feel that adverts do a good job of representing ethnic minorities, compared to one in six who disagree.

Almost seven-in-ten (68%) feel that the diversity of ethnicities in advertising has improved in the past year compared to 9% who disagree. And among White adults, almost six-in-ten (58%) feel like diversity in advertising has improved over the past year, compared to 8% who disagree.

3. REPRESENTATION AT WORK

This section of the report looks at how experiences at work can often be different for those from an ethnic minority background when compared to those from a white background and explores the importance of representation at work.

Ethnic minorities are slightly more likely to experience imposter syndrome at work

Almost half (48%) of those from an ethnic minority background report having felt imposter syndrome at work, a slightly higher proportion than among White Britons (39%).

Almost one-in-five ethnic minorities feel like an imposter all or most of the time (18%), while a further three-in-ten (30%) experience this some of the time.

More than two-in-five ethnic minorities feel they have less of a chance of becoming CEO of a large company

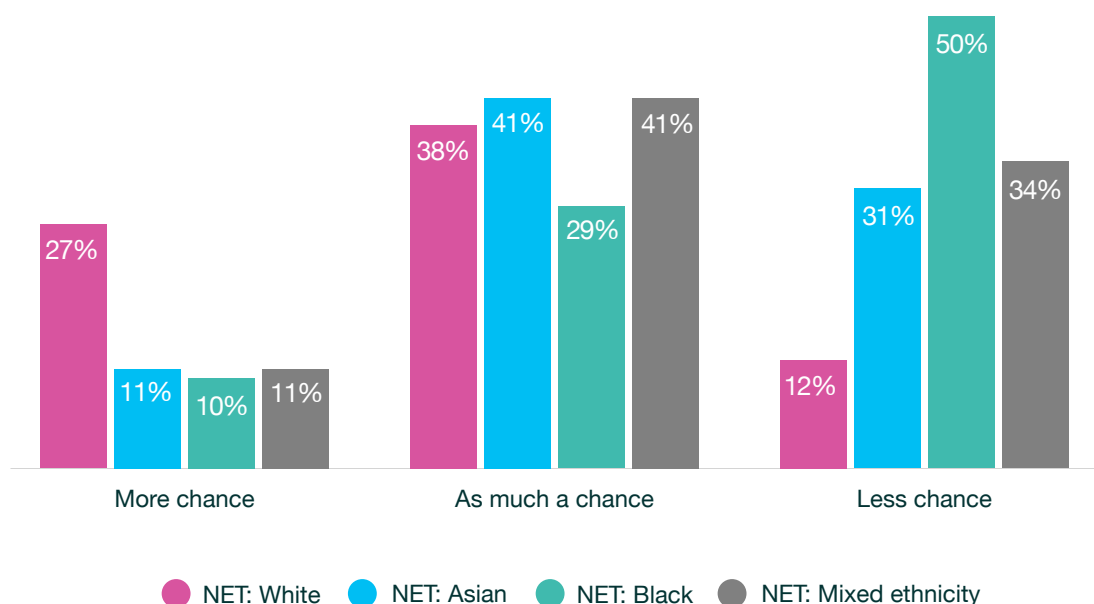
Many ethnic minorities think that their ethnicity can impact their career; almost half (46%) believe they have less of a chance of becoming the CEO of a large company than someone from another ethnic group and 36% think this is also the case for a small company.



Those who identify as Black are the most likely to consider they have less of a chance of becoming the CEO of a large company (63%) and of a small one (50%).

Conversely, only 12% of white adults think they have less of a chance to become the CEO of a large company due their ethnicity, with almost three in ten (27%) saying they have a higher chance of success than other ethnicities.

Do you think people from your ethnic group have as equal a chance to be the CEO of a large company than any other ethnic group?



Two thirds of UK workers say their workplace is diverse

Most working respondents would call their workplace diverse: 64% say so among White Britons, a proportion rising to 76% of those from an ethnic minority background. Those from a Bangladeshi and Caribbean background are the least likely to find their workplace diverse (65% and 61% respectively).

Yet this diversity is not always reflected at all levels: more than a third (36%) of ethnic minorities say the senior/leadership team at their workplace is less diverse than the overall team, with 44% of those aged 55+ saying so. Among the general population, almost three in ten (27%) workers think the leadership of their workplace is less diverse than the wider workforce (43% say it is the same and 18% more diverse).

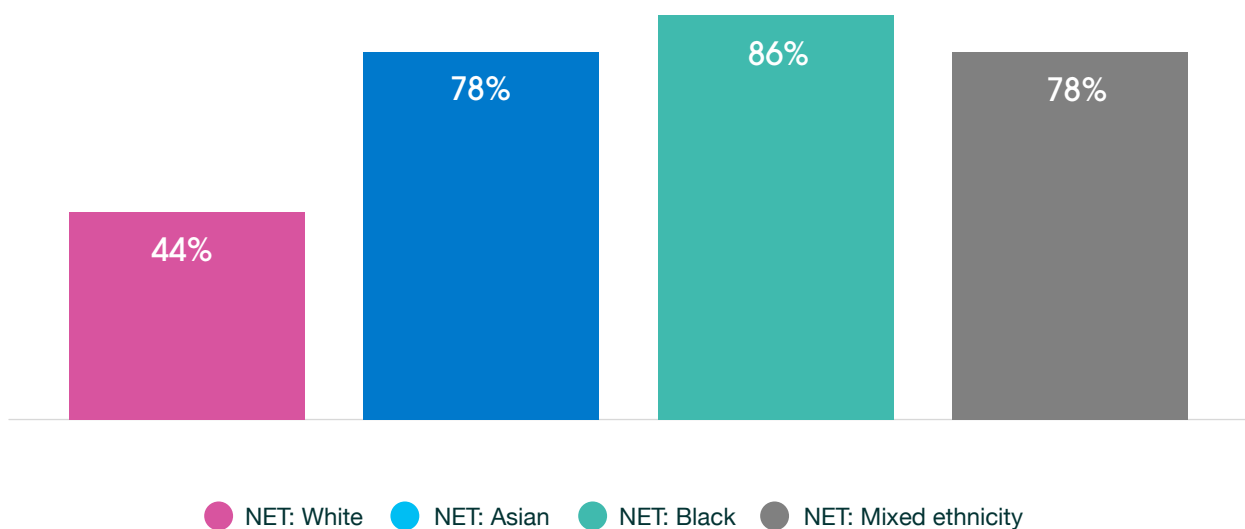
Four in five ethnic minority respondents find it important to see people of their ethnicity in senior leadership positions

The majority (80%) from an ethnic minority background say it is important to see people of their ethnicity in senior leadership positions, with more than two fifths (43%) saying it is very important.

Those from a Black background were the most likely to think workplace representation is important, with 86% thinking so.

Just 44% of white respondents think the same, but white women are much more likely to agree than men (50% against 40% for men).

How important is it that you see people of your ethnicity in senior leadership positions?



Almost three quarters of ethnic minorities (72%) say that seeing someone like them in a senior position makes them feel that they can reach that position too, while a further 68% think it is important the senior team/leadership in their organisation is demographically representative of the UK population.

In line with the importance of representation in the workplace, three fifths (61%) want role models in the workplace that look like them, but less than half of respondents (43%) think their workplace is doing enough to ensure the senior/leadership team is diverse.

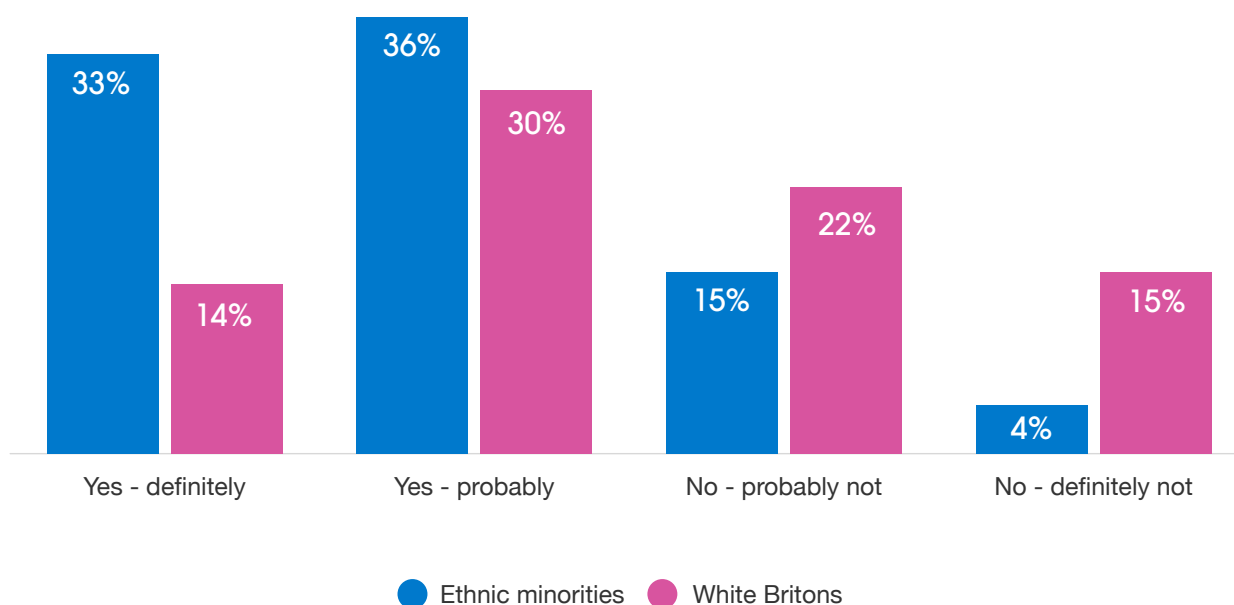
The good news is, 76% of those from a ethnic minority background think that their workplace is diverse. However, 36% say that the senior leadership team is less diverse than the wider workforce.

Two in five believe firms should publish data on their ethnic diversity – rising to seven in ten among ethnic minorities

When asked if firms should publish data on ethnic diversity in their workforce, two in five White Britons agree (43%), including seven in ten (69%) ethnic minorities.

The figures are comparable when asked if firms should publish a diversity policy/commitment on their workforce which includes ethnic diversity: 45% of White adults agree, with almost three quarters (73%) of ethnic minority respondents saying so.

Do you generally think firms across the UK should be required to publish data on the ethnic diversity of their workforce?



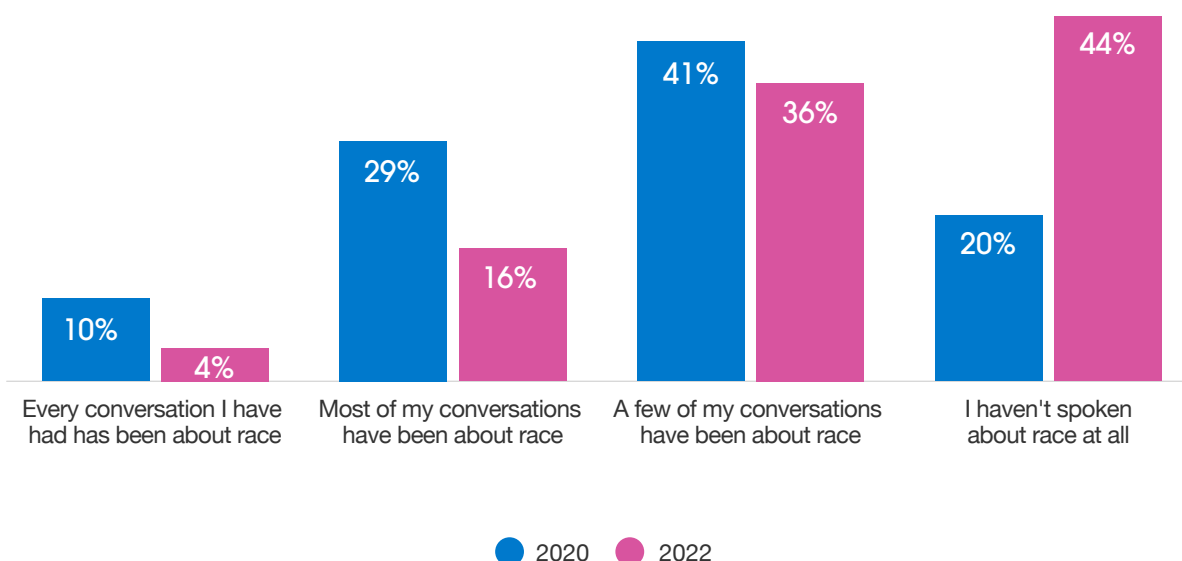
4. THE LEGACY OF THE BLACK LIVES MATTER MOVEMENT

The death of George Floyd in May 2020 sparked a movement around the world of protests, debates, and new strategies to tackle the continued existence of racism in society. In 2020 we ran a series of questions trying to understand the response to the movement. Now almost two years on, we can look again and see if there has been a lasting legacy in the ways in which we think about and take action against racism have changed as a result.

Conversations about race

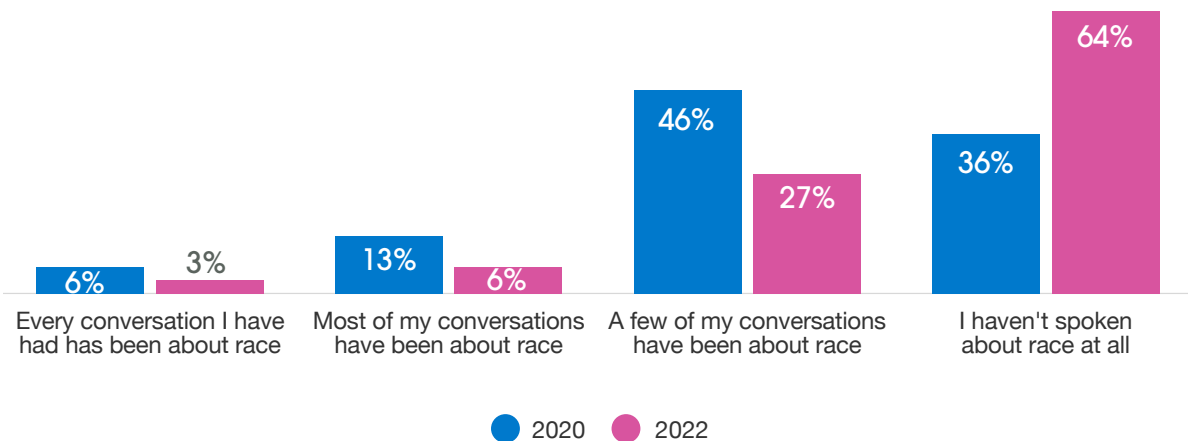
In the summer of 2020, when the protests and debates encouraged by the BLM movement were at their peak, four in five (80%) of ethnic minorities said they had spoken about race in the week we surveyed them, with over two in five (43%) saying that most or all of their conversations had been about race. Almost two years on, this proportion has reduced, but still remains high, with 39% saying that they have had a conversation about race in the last week, with a fifth (20%) saying that most or all of their conversations have been about race, showing that one of the lasting legacies of the BLM movement is an increased openness around these historically 'difficult' conversations about race.

How much ethnic minorities have spoken about race in the past week



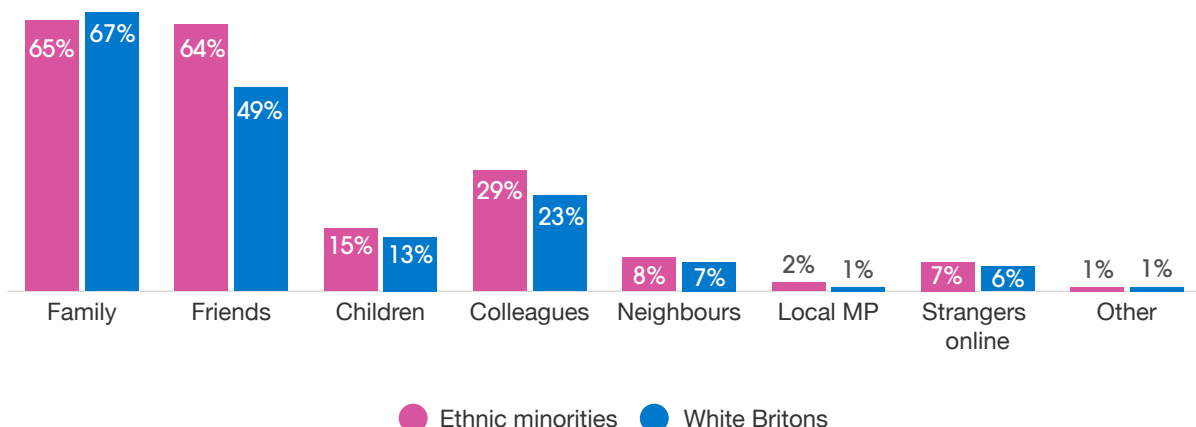
This is still true, albeit to a lesser extent, among White Britons, with over a third (36%) saying that they have had a conversation about race in the past week (down from 64% in 2020), with one in ten (9%) saying that most or all of their conversations have touched on this subject (down from 19% in 2020).

How much White Britons have spoken about race in the past week



When having these conversations, family remains something of a safe haven for these types of conversations, with two thirds (67%) of White Britons who have spoken about race doing so with their family, and a similar proportion (65%) of ethnic minority Britons doing the same with their families. As shown in the chart below, ethnic minorities are almost as likely (64%) to be having these conversations with their friends, far more so than amongst White Britons (49%).

Who have you had these conversations about race with?

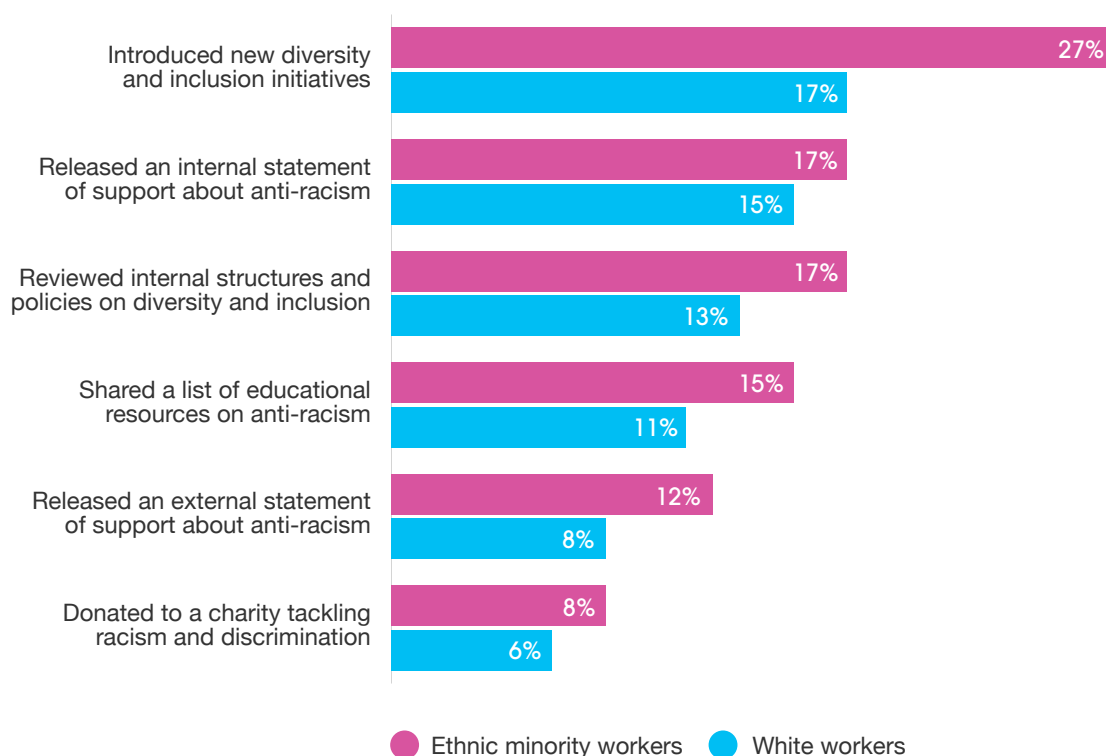


Businesses and the Black Lives Matter movement

Just under half (47%) of ethnic minority workers say that their employer has taken some action concerning racism and ethnic diversity during the last 12 months, this is up slightly from two fifths (40%) of ethnic minority workers who said that their employer had taken some action in the immediate aftermath of the BLM movement in 2020. This movement however could be because more ethnic minority workers are aware of what their employers have done, as the numbers saying don't know has shifted from 21% in 2020 to 15% this year.

Three in ten (27%) ethnic minority workers say their employer has introduced new diversity and inclusion initiatives in the last year, which is almost triple the number of workers who said this in 2020 (10%) in the aftermath of the murder of George Floyd. There also appears to be an increase in the number of businesses reviewing their internal structures and policies on diversity and inclusion, with just under a fifth (17%) of ethnic minority workers saying their employer has done this in the last year, compared to 12% in 2020. The same proportion (17%) say their employer has released an internal statement of support about anti-racism. A further one in six (15%) say their employer has shared a list of educational resources on anti-racism, and just over one in ten (12%) say their employer has released an external statement of support.

Thinking about racism and ethnic diversity, has your employer done any of the following in the last 12 months?



In the immediate aftermath of the BLM movement, only half (54%) of ethnic minority workers whose employer had taken action said they were satisfied with their response, however almost two years on, this has risen to over two thirds (68%), while among White workers satisfaction levels have remained similar (to 64% from 61%).

When asked about their views on how businesses have responded to the BLM movement, almost three fifths of ethnic minorities said that it feels like a lot of businesses are jumping on the bandwagon both with their messaging around BLM (57%) and anti-racism more generally (56%). The same view is held by many White Britons, with three in five (60%) agreeing in relation to BLM, and almost the same proportion (56%) agreeing in relation to anti-racism more generally.

Just over half (53%) of ethnic minorities think that many businesses have made an authentic effort to focus on diversity and inclusion in the past year, higher than the 44% of White Britons who think the same. While two fifths (42%) of ethnic minorities hold the view that it does not matter if a business is being authentic in wanting to improve diversity and inclusion or if they are doing it because they are jumping on the bandwagon, only three in ten (31%) White Britons agree.



Just over half of ethnic minorities think that many businesses have made an authentic effort to focus on diversity and inclusion in the past year

KIDDIGRANTS

After running our surveys, we often find ourselves with a wealth of data that can be analysed from many angles. This year we decided to look at a particular group, the “Kiddigrant”. The term kiddigrant was first coined by reboot in 2020* following a paper exploring the experiences of professionals from ethnic minority backgrounds who were born in the UK to parents or a parent who emigrated here. They make up around 30% of the ethnic minority population, but are most likely to be a larger chunk of the British working population.

Sometimes referred to as first-born generation or second-generation immigrants, the experiences of Kiddigrants can differ from both the general population and from those they may share an ethnic background with but whose familial connection to the UK is more established.

In this section we explore some of those differences. For example, Kiddigrants are more likely to say they have experienced abuse or discrimination; more likely to think racist beliefs are widely held and are more pessimistic about the ease with which those from minority backgrounds can progress in their careers. It’s difficult to say exactly what these facts reveal. Is it the case that Kiddigrants are more likely to be targeted by racists, or are they more aware of the nuances of racism in Britain today? Or is it the case that they are more willing to call out racism; something that those who were not born in the UK might be less confident doing.

Overall, it’s probably a combination of these factors as well as others. What we can say is that there is evidence to suggest that Kiddigrants are more pessimistic about British multiculturalism than both those born abroad and those from ethnic minority backgrounds with long-term generational ties to the UK.

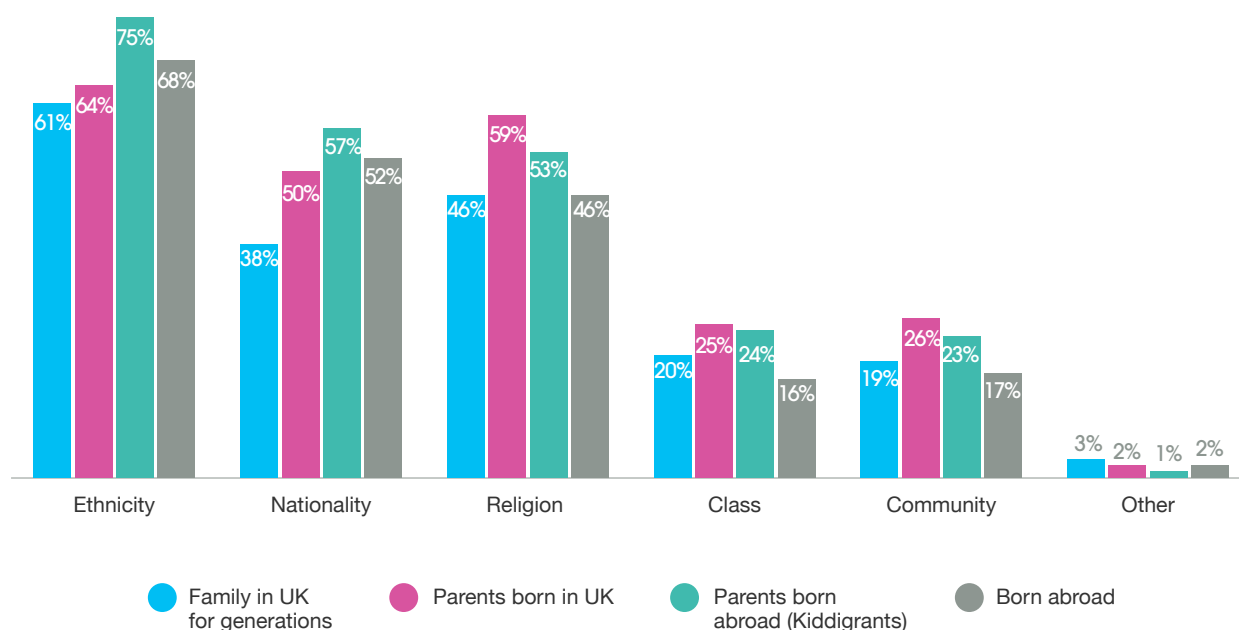
Identity

A question we’ve run for some years now asks respondents to indicate which factors most form part of their identity from ethnicity, religion, nationality, class, or community/ local area. Interestingly, we see that Kiddigrants place more emphasis on ethnicity as a marker of their identity than other generational groups.

In the chart below, where we allowed respondents to pick more than one, ethnicity and nationality are given more weight by Kiddigrants than by other groups. Three-quarters (75%) of Kiddigrants say ethnicity forms part of their identity.

*<https://medium.com/@noreenbiddle/life-of-a-british-kiddigrant-7ea4a092f381>

Which, if any, of the terms below would you say form a part of your identity?



Kiddigrants experience higher levels of discrimination than those born abroad

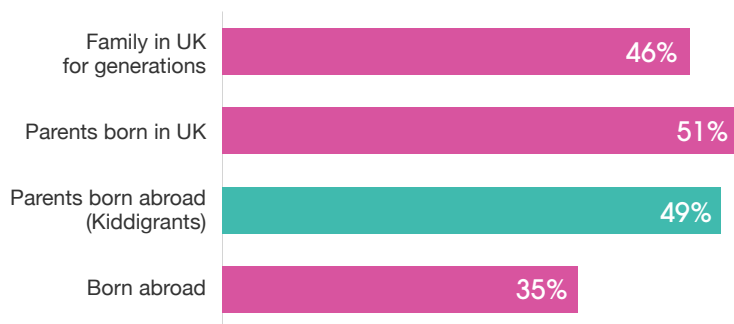
Kiddigrants are more likely to experience, or at least report experiencing, discrimination compared to those born outside UK. Although they report experiencing less than those with grandparents born abroad.

Discrimination experienced by generation



We also see the same story with experiences of abuse as can be seen in the chart below.

Abuse experienced by generation



There are many reasons why those born abroad are least likely to report experiencing discrimination or abuse. It could be that they feel less confident admitting to it due to fears of fitting-in, or perhaps they are less aware of the nuances of racial discrimination in modern Britain. Whatever the reason, it's interesting that the children and grandchildren of immigrants are more likely to say they have experienced racial/ethnic discrimination and abuse.

They are more likely to think racial discrimination is common in the UK

There is further evidence of differences between generations in terms of their perception of racism. Kiddigrants are more likely than those born aboard to say racist discrimination is common in the UK.

Percentage who think racist discrimination is common in the UK



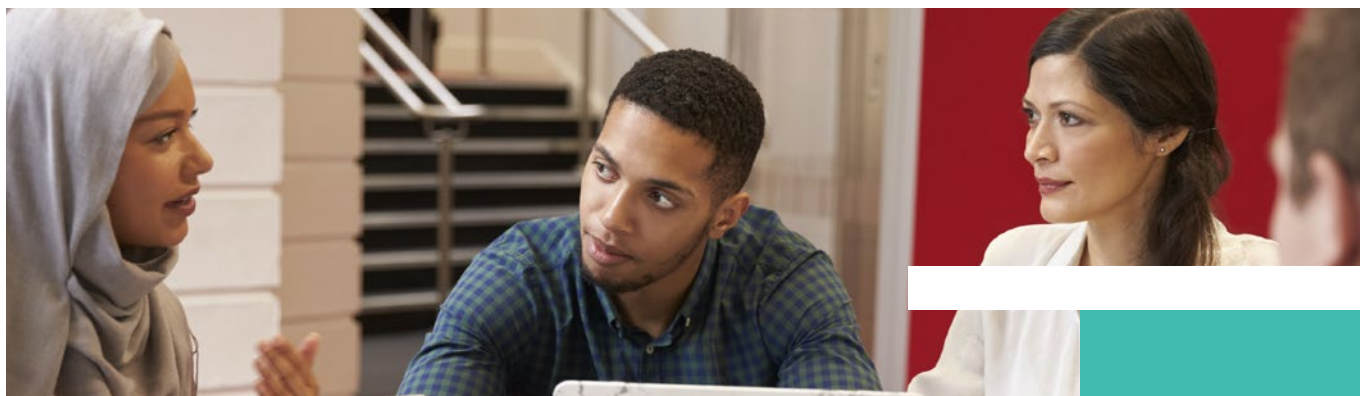
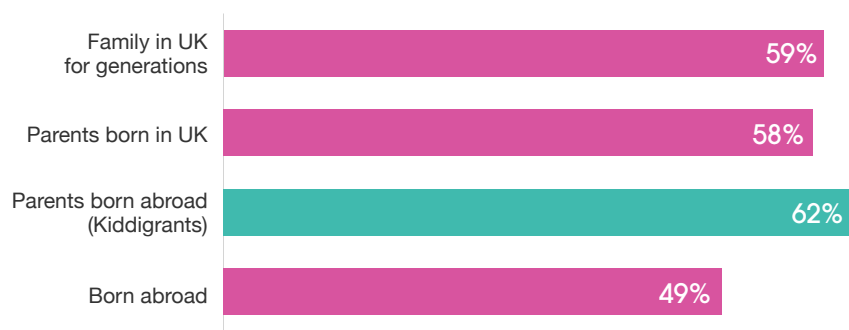
Similarly, 68% of Kiddigrants think that individual racism where many individuals hold a racist or prejudiced view is common in modern Britain; compared to 58% of those born abroad.

Percentage who think individual racism is common



They are also most likely to think that structural racism (where deep and systemic inequalities across society exclude minority groups) is common, as shown below.

Percentage who think structural racism is common



Kiddigrants are less certain that adverts reflect modern British society

Kiddigrants are more likely to disagree with the statement that adverts reflect modern Britain; 21% disagree compared to 10% of those born abroad and 15% of those whose parents were born here.

Only 37% of Kiddigrants say they feel represented in advertising, compared to 45% of those born abroad, and 49% of those whose parents were born here.

They are more pessimistic about progress at work

When it comes to work, just over half (51%) of Kiddigrants think that those from their ethnic group have less of chance of becoming CEO of large company compared to other groups. This is compared to 47% among those born abroad, 45% of those whose grandparents were born abroad and 35% of those with long-term familial links to the UK.



When it comes to work, just over half of Kiddigrants think that those from their ethnic group have less of chance of becoming CEO of large company compared to other groups.

CONCLUSION

In partnership with reboot, this year's Multicultural Britain report explored the importance of representation both in advertising & branding and at work. There are many positives to take from the report. In the advertising space, those from ethnic minority backgrounds say it is important that they feel representation and, although there is plenty of room for improvement, a majority feel that this is the case. Companies would do well to take note of the fact that people are more likely to buy from brands that they feel are diverse and inclusive.

Similarly, when we look at representation at work we can see that there are many positives whilst acknowledging that there is still work to be done. Most people, regardless of their background, think that their workplace is diverse and believe this to be important. However, the report also shows that those from certain ethnic groups, particularly those from a Black background, believe they are less likely to end up as CEO one day and are more likely to suffer from 'imposter syndrome'.

In 2020, the fourth instalment of our Multicultural Britain series recorded the highest proportion of people from ethnic minority backgrounds reporting abuse and discrimination since the series began.

Against a backdrop of the Black Lives Matter movement in response to various forms of institutional and structural racism, the atmosphere felt particularly charged.

In a political sense, the situation has remained much the same. The same institutions and systems that were singled out by protesters in 2020 remain in place. There have been no reforms, and nothing has fundamentally changed. The push for a more just society continues.



Yet, this year we have seen the proportion of people from an ethnic minority background reporting experiences of abuse and discrimination fall to some of the lowest levels since 2016. There were other small slivers of hope elsewhere in the report too. For example, there has been a slight uptick in the proportion saying they are satisfied with their employer's response to the BLM movement. At the same time, a smaller number of people from an ethnic minority background say that racism is common in Britain today compared to in 2020.

What does this tell us? Ultimately, it's hard to say.

Firstly, it is important to note that whilst these rises or falls in percentages might be positive, the figures still represent a large proportion of the population. For example, there may be less people from an ethnic minority background saying they have experienced discrimination this year compared to 2022 but this still amounts to nearly two-thirds of the population.

Secondly, the pandemic places a huge asterisk alongside any results. For example, could it be that the pandemic lockdowns have led to a reduction in social interactions between people, and therefore a reduction in the likelihood of experiencing face-to-face racism?

Of course, it is also possible that whilst the BLM movement has yet to lead to change at the top, it may have changed attitudes and behaviours among ordinary people and that perhaps these figures speak to that.

Next year, with the worst of the pandemic behind us, we should be able to see whether these positive findings amount to a real social trend or whether they are an anomaly connected to the pandemic.



ABOUT THE AUTHORS



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Priya has 6 years of market research experience, working across quantitative and qualitative research. Priya leads on the Multicultural Britain and the Multicultural Voices USA research series and co-leads Opinionium's diversity and inclusion team. She works across the social and political teams delivering key insights to help inform strategy and approach to communications for a range of clients, from academic institutions and media organisations, to think tanks and charities.



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Noreen launched the think-tank, reboot in 2020 to promote greater diversity through discussions about ethnicity in the workplace and society, with a particular focus within the financial services industry.

reboot is rapidly growing into a leading proponent and moderator of these discussions, sharing hundreds of stories of ethnic minorities' experiences in the workplace, commissioning original research and as of 2021, reboot. launched its annual index that measures UK financial services diversity.

Noreen is head of marketing and communications at the investment bank, Numis, with responsibility for the group's brand and reputation. She sits on both Numis' executive committee and its ESG committee.

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About Opinium

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.

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About reboot

reboot is a think tank and network of senior professionals working together to maintain the dialogue on race and ethnicity in the UK workplace, with a focus on financial services and FTSE listed companies. Founded in 2021, **reboot** uses real stories, case studies and original research to look at the impact of race imbalances in the workplace. These seek to educate business leaders and policymakers to enable them to create a more diverse, inclusive and fairer workforce.

