



What people think,
feel and do

Methodology

Opinium Research conducted a nationally representative online survey of 2,000 US adults and conducted an online survey among a nationally representative sample of 2,000 people from minoritized racial and ethnic backgrounds.

The survey data has been weighted to match the demographic make-up of US adults and of people from minoritized racial and ethnic backgrounds.



An update on our yearly tracker

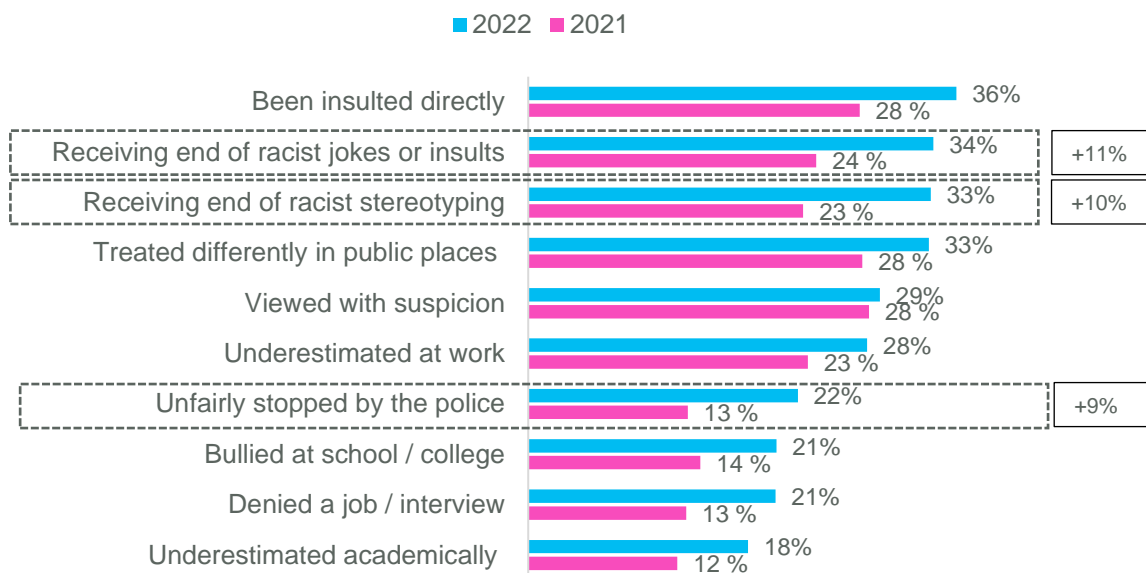
Overall, rates of discrimination and abuse have remained stagnant

There is no evidence that racial discrimination and abuse has improved in America over the past year. In 2022, two thirds (64%) of minoritized racial and ethnic groups have been a victim of discrimination; three in ten (30%) have been a victim of abuse. These figures are similar to the results from last year's Multicultural Voices Report: 61% of minoritized racial and ethnic groups reported being a victim of discrimination, 29% a victim of abuse.

But specific forms of discrimination have increased in 2022

Specific discriminatory acts occurred more frequently in 2022 than in 2021. Forms of discrimination with the largest percent increases are racial stereotyping (+11pp), racist jokes or insults (+10pp), and being unfairly stopped by the police (+9pp).

Top forms of racial discrimination in 2022



Strangers and police are top two offenders for discrimination based on one's race or ethnicity

Strangers are, by far, the biggest offenders for racial discrimination (62%). Behind strangers are police (28%) and colleagues (22%). Strangers and colleagues are people we interact with on a near-daily basis – to have them be among the top three perpetrators underscores the persistence of racial discrimination and abuse in the United States.



Moreover, racial abuse and discrimination aren't confined to the physical world. Three in ten (31%) minoritized racial and ethnic groups who are a part of Gen Z have experienced forms of racial discrimination from strangers online, which is more than any other generation.

Black or African American males most likely to be unfairly stopped by the police

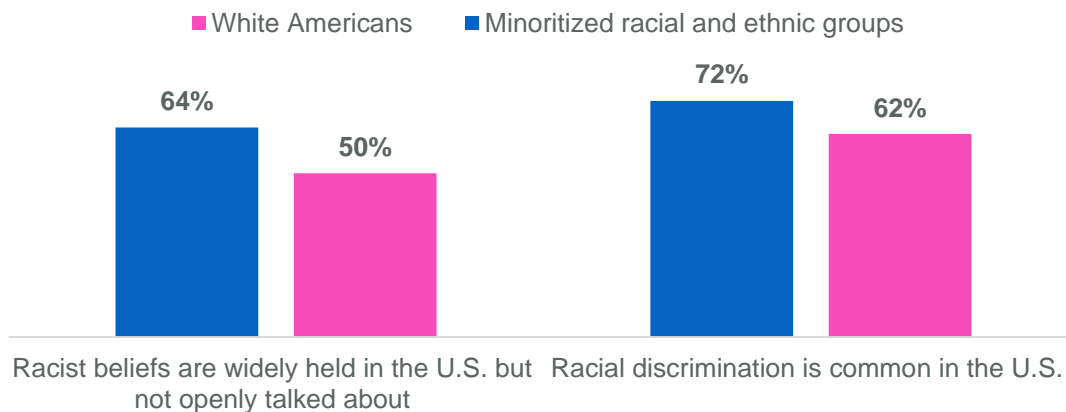
Two in five (42%) Black or African American males have been unfairly stopped by the police. They are more than twice as likely as Asian males (17% report being unfairly stopped by the police) to experience this form of discrimination. In fact, Black or African males reported the highest overall rate of racial discrimination in 2022 (74%).

White Americans don't view racism to be as big of an issue as ethnic minorities do

Unfortunately, White Americans (who are notably far less likely to experience discrimination on the basis of their race) are less in touch with the reality that racism remains a major issue in the U.S. Minoritized racial and ethnic groups are *more* likely to agree that racist beliefs are widely held but not openly talked about (+14pp) and that racial discrimination is common in the U.S. (+10pp).

Comparing attitudes toward racism in the U.S. between white and ethnic minority populations

Showing % agree



There is a need to bring the reality of racism to bear in the United States and bridge the understanding that there is *much* progress to be made in improving rates of racial discrimination and abuse.

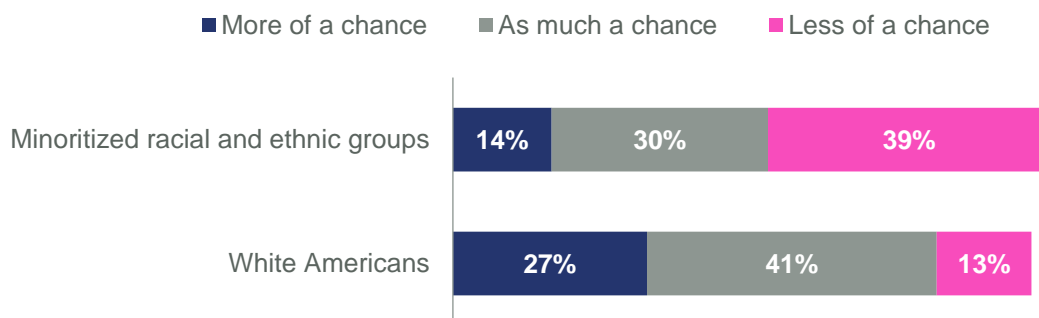


Representation at work

Becoming a CEO feels more out of reach for minoritized racial and ethnic groups compared to White Americans

A diverse leadership team sends an important message: anyone, regardless of their racial or ethnic background, can progress in their career and take on a leadership role. Unfortunately, two in five (39%) people from minoritized racial and ethnic groups feel they have *less* of a chance than any other ethnic group at becoming CEO of a large company. In comparison, only 13% of White Americans feel this way. On the flip side of this, 14% of minoritized racial and ethnic groups feel that they have *more* of a chance at becoming CEO of a large company – compared to 27% of White Americans.

Chance at becoming CEO of a large company, in comparison to other ethnic groups

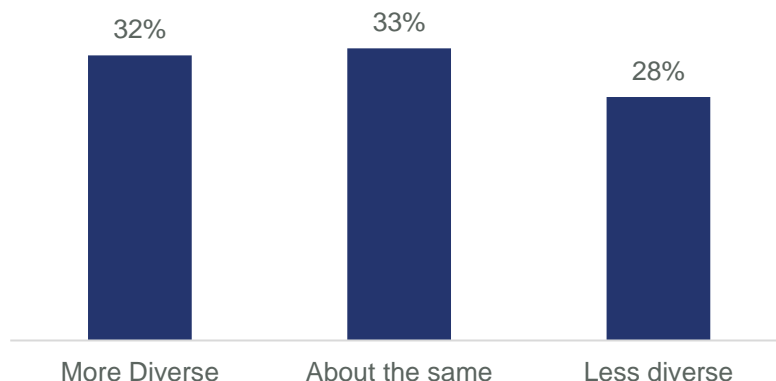


Diversity, Equity, and Inclusion Starts at the Top

Three quarters (75%) of workers from minoritized racial and ethnic groups say it is important to see their ethnicity reflected in senior leadership. Among ethnic minorities who are employed, it is nearly an even split between having leadership that is more diverse (32%) versus less diverse (28%) than the broader workforce at the company.

It's notable that people from minoritized racial and ethnic groups with bachelor's or master's degree are more likely to work at companies with leadership that is less diverse (34% and 39% say it is less diverse, respectively).

Is the **senior team/leadership** at your workplace **more or less diverse** than the wider workforce?
(Workers from minoritized racial and ethnic groups)





Oftentimes, jobs that require a higher education degree are higher paying. This could highlight a trend: Higher paying industries tend to have senior leadership that is less diverse.

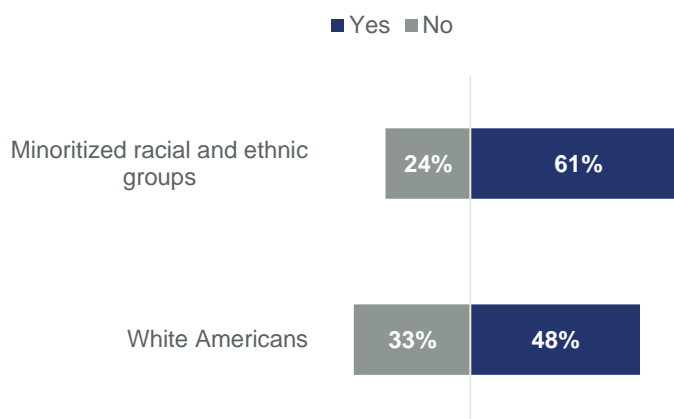
Three quarters find their workplace to be diverse

Positively, workplaces in the United States are more diverse than not (although, there is always room for improvement). Three quarters (74%) of employees from minoritized racial and ethnic groups say their workplace is very/somewhat diverse, while 14% say it is not that/not at all diverse. Nearly the same proportion (73%) of white employees indicate that their workforce is very/somewhat diverse and not that/not at all diverse (13%).

Ethnic minorities want diversity policies and transparency into pay discrepancies

Three in five (61%) people from minoritized racial and ethnic groups believe U.S. firms should be required to publish a diversity policy/commitment – half (48%) of White Americans believe this should be required. Additionally, 58% of people from minoritized racial and ethnic groups believe firms should publish data on their ethnicity pay gap – 45% of White Americans feel this should be required. For too long, unjust policies that perpetuate discrimination have gone unacknowledged or purposefully ignored by companies in the U.S. DEI policies and pay data would bring more transparency into the workforce and accelerate change.

Should firms across the U.S. be required to publish a diversity policy/commitment?





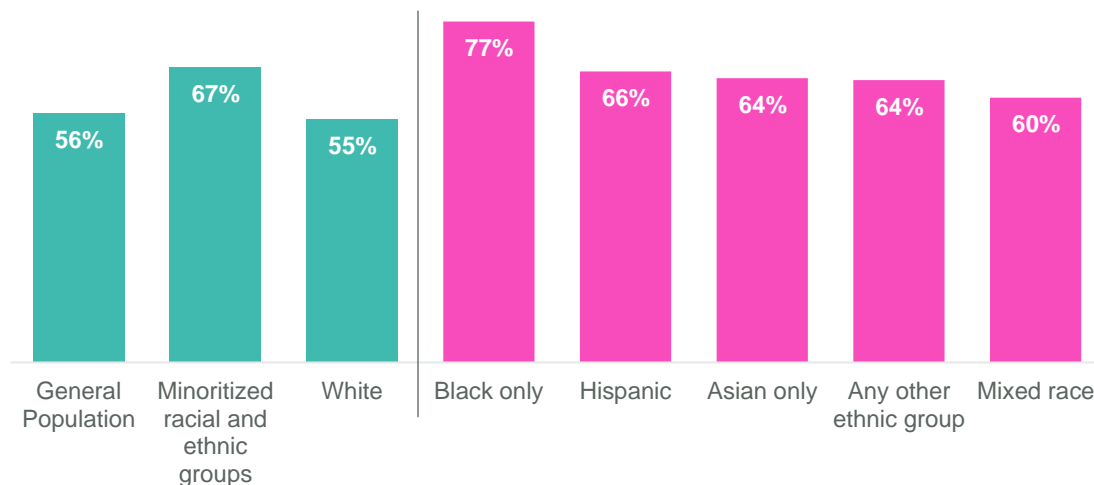
Advertising and branding

Two-thirds of minoritized racial and ethnic groups in the U.S. believe it's important to see ethnic representation in ads

Minoritized racial and ethnic groups place a considerable amount of importance on the representation of different ethnic groups in advertising, with 67% indicating this is very (42%) or somewhat important (25%). Among Black Americans, 77% feel this type of representation in advertising is important, with a majority (55%) expressing the belief that it is very important.

Across genders, this figure remains stable, with 66% of males and 67% of females feeling it is important. Members of the LGBTQ+ community index highly on rating this type of representation as important, with nearly three-quarters (74%) doing so. Interestingly, Gen Z (18-25 years old) index lower on this belief, with just 60% indicating this is important, compared to 70% for Millennials (26-41), 67% for Gen X (42-57), and 68% for Boomers (58-76).

% who feel it is important for different ethnic groups to be represented well in advertisements



Around half of minoritized racial and ethnic groups agree adverts successfully represent different ethnic groups

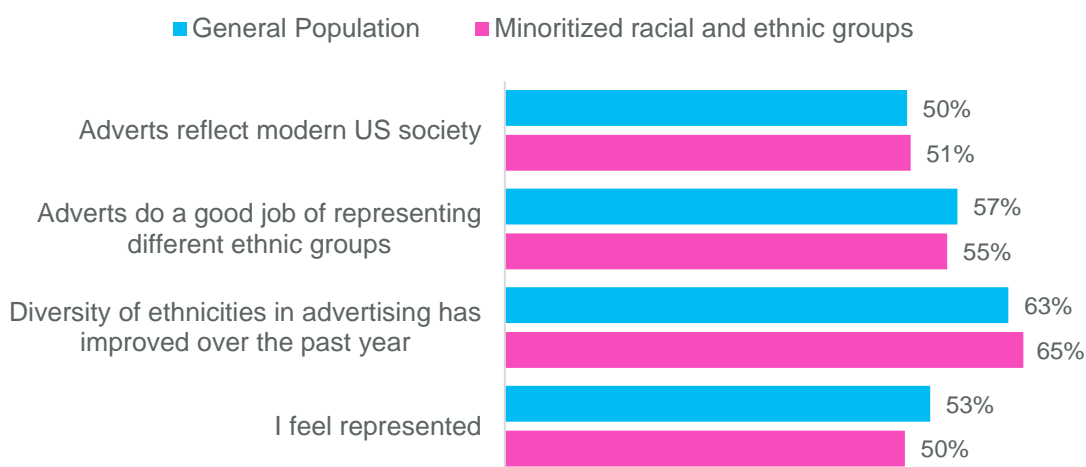
Most minoritized racial and ethnic groups feel that advertising has done well representing different ethnic groups. A majority of minoritized racial and ethnic groups agree that “Adverts reflect modern US society” (51%), “Adverts do a good job of representing different ethnic groups” (55%), “Diversity of



ethnicities in advertising has improved over the past year” (65%), and “I feel represented” (50%). Of course, it should be noted that this means a significant proportion of minoritized racial and ethnic groups *do not agree* with each of these statements pertaining to the state of advertising in the U.S. Nearly one in five (17%) minoritized racial and ethnic groups disagree with the statement, “I feel represented,” when it comes to advertisements.

Interestingly, the figures among minoritized racial and ethnic groups fall largely in line with those recorded among the general population, as shown in the chart below.

How much do you agree with the following statements?



Minoritized racial and ethnic groups in the U.S. are more likely to buy from a brand that successfully represents different ethnic groups in ads

A strong majority (69%) of those from minoritized racial and ethnic groups would be more likely to purchase from a brand that does a good job representing different ethnic groups in their advertisements. This is an especially popular stance among younger minoritized racial and ethnic groups in America, with 78% of Gen Z-ers and 76% of Millennials indicating a higher likelihood to purchase from these brands.

More than three-quarters (77%) of Black Americans and just about three-quarters (74%) of Hispanic Americans say that they would be more likely to buy from these brands. This drops to 63% among Asian Americans and 58% among the general population at large.

Members of the LGBTQ+ community find that representation of different ethnic groups by brands would be a motivator to purchase more from these brands, with 80% indicating they’d be more likely to do so.



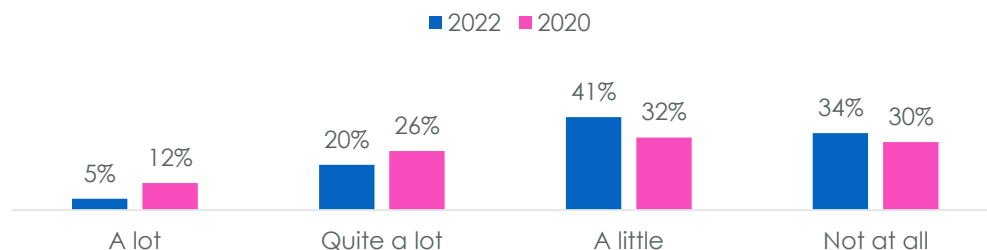
The Legacy of Black Lives Matter

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 remain high

In the summer of 2020, when the protests and debates encouraged by the BLM movement were at their peak, seven in ten (70%) people from minoritized racial and ethnic groups said they had spoken about race in the past 3 weeks from the day we surveyed them, with 38% saying that quite a bit or a lot of their conversations had been about race. Almost two years on, this proportion has remained high; two in three (66%) said that they have had a conversation about race in the last 3 weeks, with a quarter (25%) saying that quite a bit or a lot of their conversations have been about race.

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



Among all US adults, 57% have spoken about race in the past 3 weeks (vs 66% in 2020), with 20% having these conversations quite a bit or a lot (vs 33% in 2020), showing that one of the lasting legacies of the BLM movement is an increased openness around these historically 'difficult' conversations about race.

There has not been an increase in people having these conversations in their workplace

When having these conversations, family and friends remains something of a safe haven for these types of conversations, with two thirds (70%) of people from minoritized racial and ethnic groups who have spoken about race doing so with their family and 63% with their friends. In comparison, two in five (20%) are having these conversations with their colleagues and only 8% with their management/boss. This remains consistent with 2020.

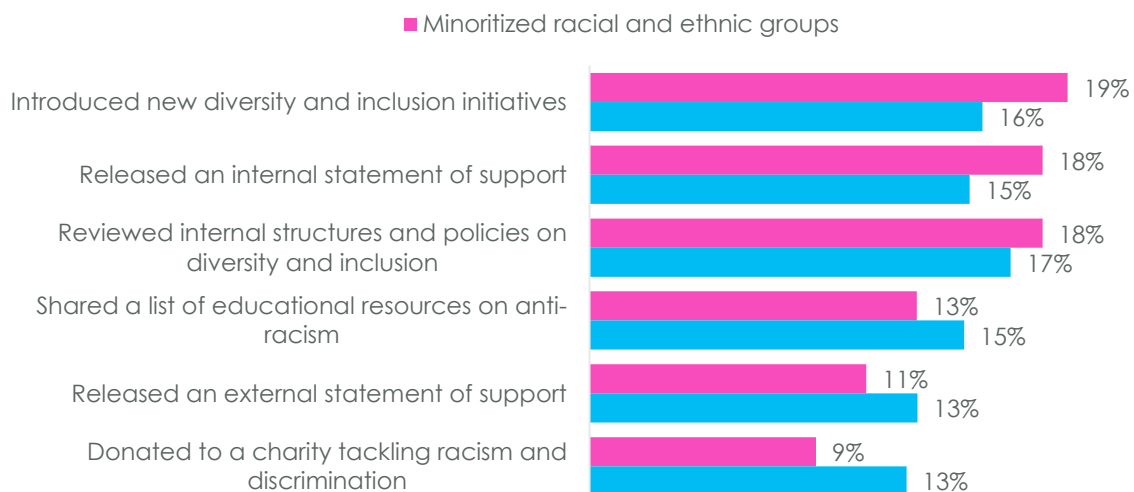


Almost half of workers from minoritized racial and ethnic groups say their workplace has taken D&I action in the last year

Just under half (46%) of US workers from minoritized racial and ethnic groups say that their employer has taken some action concerning racism and ethnic diversity during the last 12 months.

One in five (19%) say their employer has introduced new diversity and inclusion initiatives, which is up from 12% in 2020. There has also been an increase in the number of people telling us that educational resources on anti-racism have been shared (13% now vs 7% in 2020), and that internal structures and policies on diversity and inclusion have been reviewed (18% now vs 8% in 2020). This shows that many workplaces are taking active steps to work on diversity and inclusion, however there is still a long way to go with 38% telling us their employer had not done anything in the last 12 months.

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



Encouragingly for workplaces that are taking steps on racism and ethnic diversity, there are high levels of satisfaction (65%) among workers from minoritized racial and ethnic groups on what their workplace is doing

When asked about their views on how businesses have responded to the BLM movement, almost three fifths of people from minoritized racial and ethnic groups 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 (58%). At the same time, just over half (53%) think that many businesses have made an authentic effort to focus on diversity and inclusion in the past year. A third (32%) of minoritized racial and ethnic groups hold the view that it does not matter if a business is being authentic in wanting to improve diversity and inclusion, while 41% are neutral on this.

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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