

Savanta:

January 2021

Black Lives Matter: Everywhere

Amplifying the voices of BIPOCs
in the US workplace



A new call to action

The death of George Floyd in late May became a catalyst for the BLM movement that allowed it to reach new levels it hadn't seen before.

Demonstrations were seen across different cities, in every state, and even in other countries.

People across the globe gathered to demand not only justice and accountability, but also equal treatment for Black people. This issue has since extended publicly past the lens of our nation's justice system—it is an issue that is prevalent in all parts of our society (hello, systemic racism). There is a call to action for everyone: rise and demand justice and equality... everywhere.

Shortly after the incident, hundreds of Black professionals signed an open letter addressed to their industry about Black representation in advertising. In this letter they detailed what can be done to tackle systemic racism in the industry and urged industry leaders to act. This inspired us to do a study beyond just the advertising industry - to hear from Black employees and employees of color across different industries to see what brands, employers, and just people in general, can do to help.

Savanta's Role:

Savanta regularly conducts thought leadership research on key issues. Using our strengths in research and data collection, we wanted to survey Black employees in the US, as well as employees of color, to gauge what is happening in the workplace during this time. Through our data, we want to enforce and validate what many already know, and to shine a light on what Black employees and employees of color need to succeed. We want to amplify their voices even more and give brands and employers a chance to listen.

Time to be vocal:

We can hear the people, but what about brands? The Black community is calling for people to rise and be anti-racist, and some brands have stepped up to the occasion.



Two thirds of BIPOC consumers feel that it is important for brands to speak about the Black Lives Matter (BLM) movement.

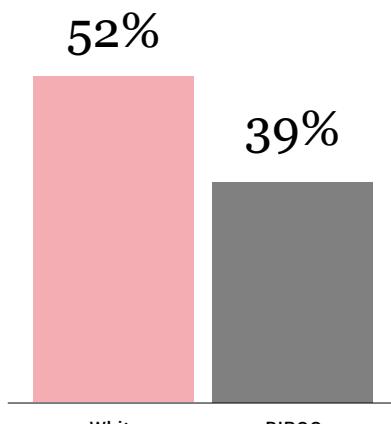


When we focus only on Black consumers, we see that rate increase, where 3 in 4 Black consumers feel that it is important for brands to speak about the Black Lives Matter (BLM) movement.

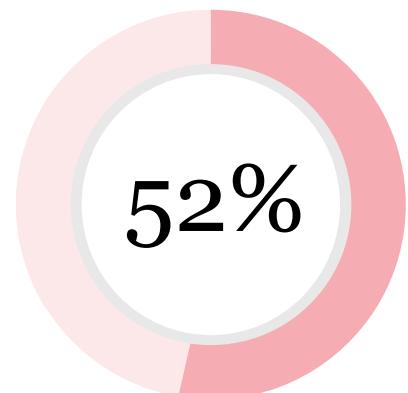
BIPOC: Black/Indigenous/People of Color

What implications might a brand face during this time?

The short answer? Silence and donations can have a lasting impact.



More than half of white consumers would still be likely to shop at a brand that remains silent, compared to only 39% BIPOCs.



More than $\frac{1}{2}$ of BIPOC consumers feel that a brand's contributions to political campaigns affects their business with them.

The effects of remaining silent

More than a third of BIPOC consumers are unlikely to continue doing business with a “silent brand”.

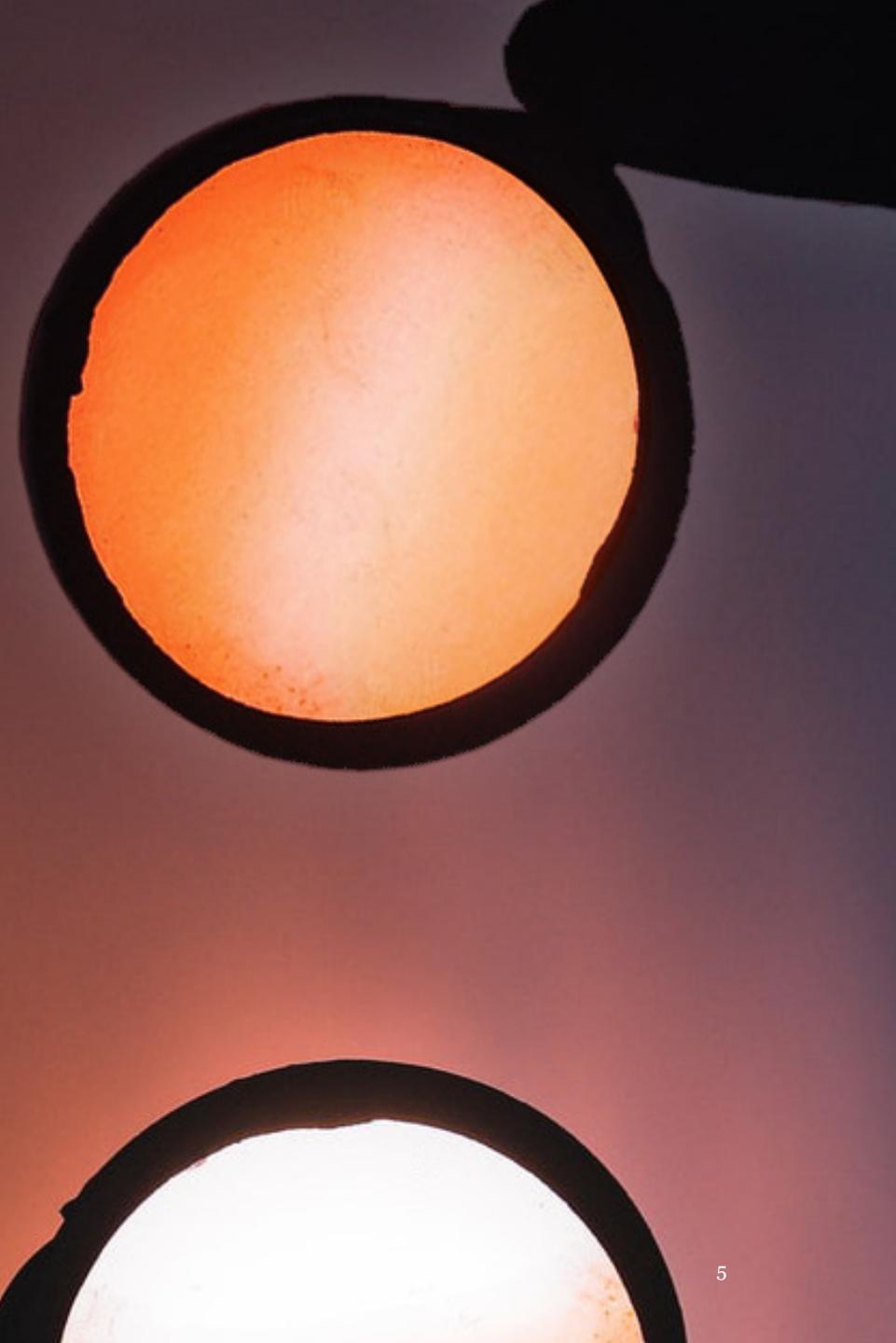
Consumers' power lies in their wallets, and that is one of the avenues that many are taking to have brands listen. When we look at likelihood to purchase by the race of consumers, we see something that resonates with what many are seeing in reality: a divided effort.

The effects of political contributions

Political contributions are also under scrutiny for brands. More than $\frac{1}{2}$ of BIPOC consumers feel that a brand's contributions to political campaigns affects their business with them.

BIPOC males, BIPOC millennials, and BIPOCs living in urban areas, were the demographics that felt these political contributions affected their business with those brands at a higher rate than their counterparts.

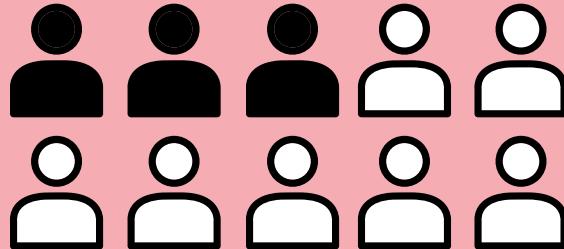
 However, brands aren't the only ones that need to act, employers are also under the magnifying glass



About 1 in 6 BIPOC employees reported that their companies have not undertaken any type of action or initiative in reaction to the BLM movement.

Releasing a statement has been the most common form of action among those that acted.

The lack of response from employers in relation to the BLM movement has resulted in:



3 in 10 BIPOC employees being disappointed in their employer

Actions taken by Employers



Larger companies are more likely to provide resources or have a response to BLM compared to mid-size and SMBs

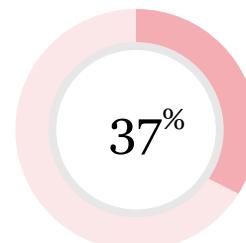
Even so, just under 2/3 of BIPOC employees of large companies mentioned their employer did not provide their employees with resources to educate them on the BLM movement.

37% of large companies and 33% of mid-sized companies have held meetings to discuss the recent events around BLM, compared to only 26% of SMBs.

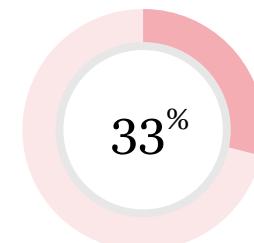
The variance in response level also differed by work type, not just company size.

Looking at white-collar vs blue-collar jobs, 47% of BIPOC employees working a white-collar job stated their company released a statement, compared to just 30% of BIPOC employees at a blue-collar job.

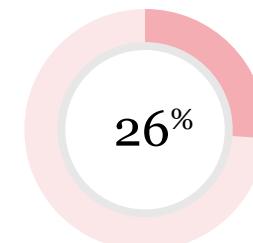
Which companies have held meetings to discuss the recent events around BLM?



of large companies



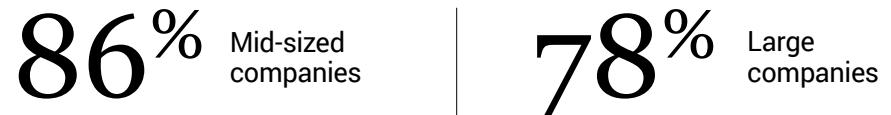
of mid-sized companies



of SMBs

Although around 2/3 of large companies did not provide resources to their employees, the fact that more large companies provided resources than smaller companies has had a positive impact.

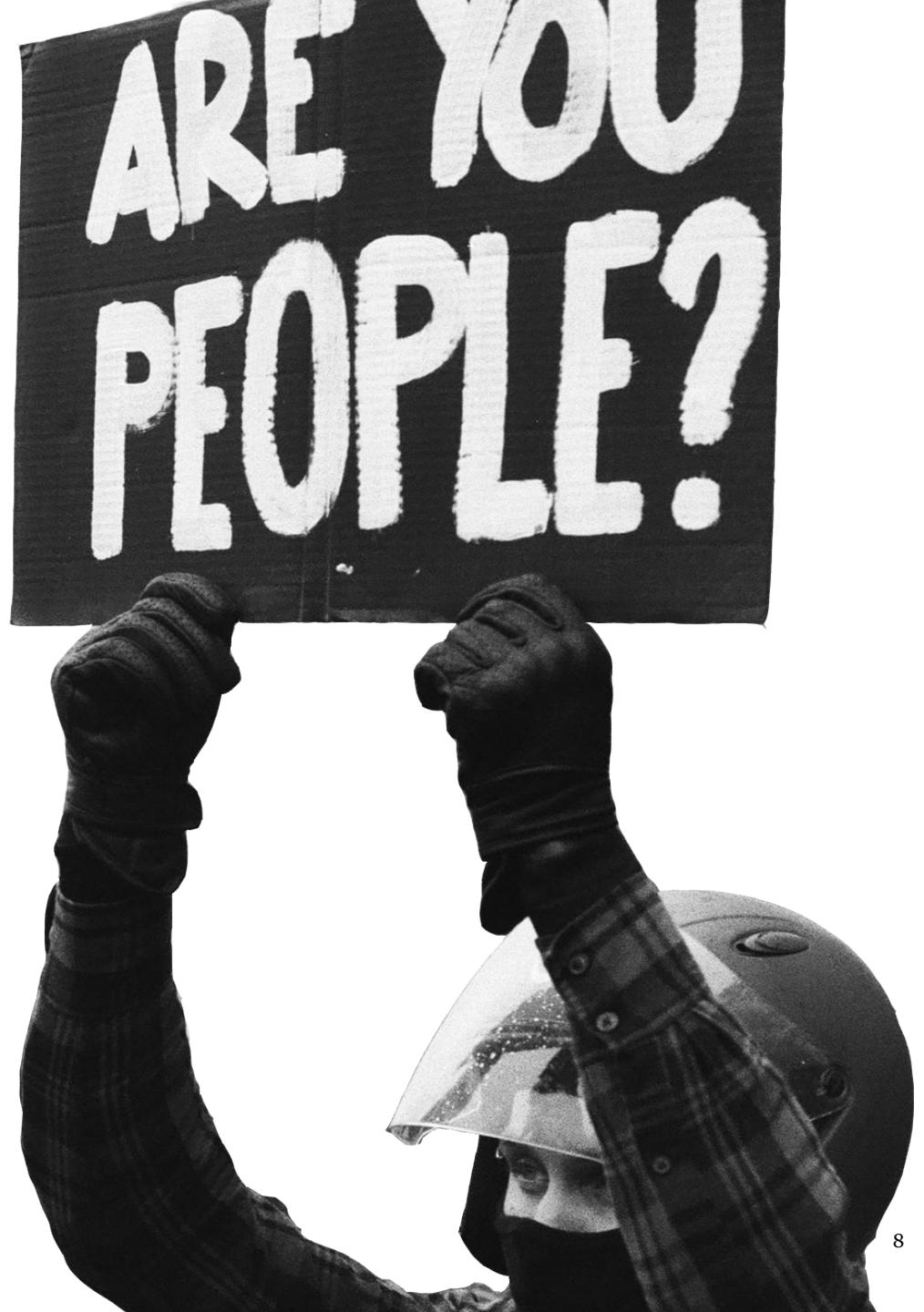
% of BIPOCs who have experienced microaggressions in the workplace



Other things to note:

BIPOCs working in large companies are more likely to be questioned on their judgment and be interrupted than in mid-sized and small companies.

BIPOCs working a blue-collar job are more likely to report that a colleague has confused them with another BIPOC in their workplace than white-collar workers.



Overall we saw that 1 in 4 BIPOC employees feel discriminated against by their employer

The most common forms of microaggressions BIPOC employees experience include people finding it hard to pronounce their name, being interrupted by others and being addressed less professionally.

3 in 4 BIPOC employees have experienced microaggressions in the past year.

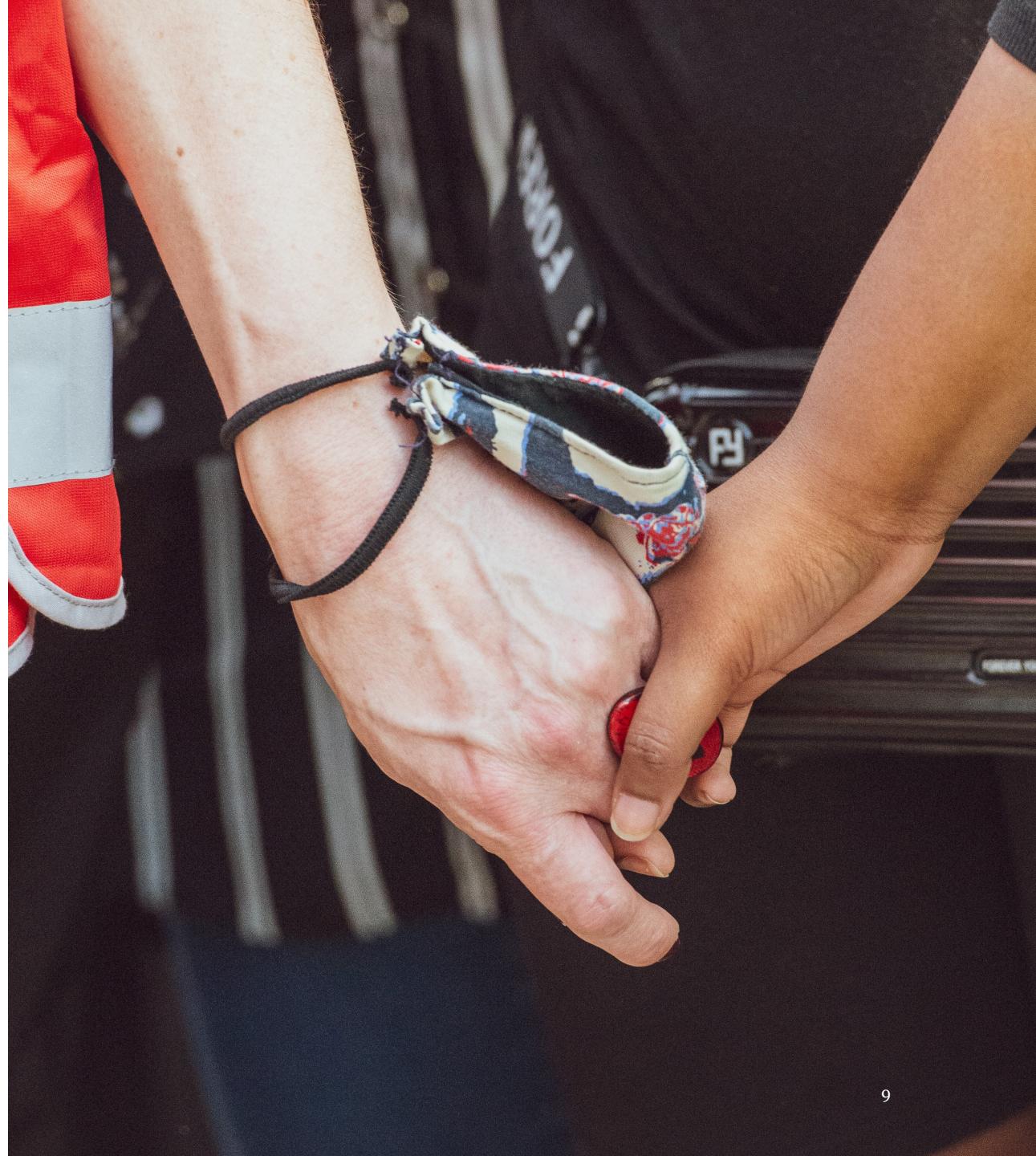
Female BIPOC employees are more likely to be discriminated against by their male counterparts on aspects such as being interrupted and associated with some other minority, and place of origin.



Of BIPOC employees have experienced microaggressions of some sort in the workplace



Of BIPOC employees have experienced discrimination of some nature at their workplace in the past year



Is change coming?

52% of BIPOC do think that the Black Lives Matter movement is creating an improvement in the workplace



However, change starts with business leadership

45% of BIPOC employees believe that true Diversity & Inclusion is only possible with a change in business leadership.

Businesses' top leaders need to be pioneers of change within their business and need to lead by example for their employees to follow.

- What does the diversity look like in your company? Among your leadership team? Are you doing all that you can to ensure that there is diversity?
- For your current BIPOC employees, are you setting them up for success? Are you training the rest of your employees on D&I (Diversity & Inclusion)? Do your BIPOC employees feel respected and supported?

These are just a couple of questions that employers can begin with to start an internal audit.

45%

of BIPOC employees believe that true Diversity & Inclusion is only possible with a change in business leadership.

It is no surprise that most company leaders are White. What can companies do?

Track and share your diversity numbers

More than a third of BIPOC employees were not familiar with the racial composition of their companies. Moreover, those that had white-collar positions were more likely to be familiar with the leadership team compared to those in a blue-collar position.

Many believe companies should not only share their racial diversity numbers internally with their employees, but also publicly. What could provide more pressure to ensure you're promoting racial diversity than the public eye?

Even internally, this can be a step for all to be aware of how the company is shaped. Currently $\frac{1}{4}$ of BIPOC employees reported that their employers do not release this information. Large companies are twice as likely to release their numbers compared to SMBs (54% vs 23%).

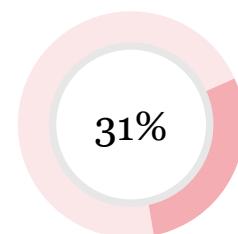
Diversify your hiring (obviously)

What does applying to your company look like? Are you:

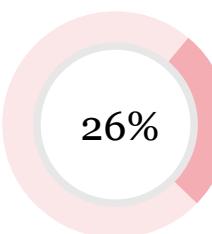
- Blinding your resumes?
- Not relying on referrals or nepotism?
- Do you have a D&I team?

If you answered yes to all 3 you are in good shape! These are just a couple of things to start with.

BIPOC employees are 4x more likely than White employees to be working for an organization where the CEO is a person of color.



Almost a third of BIPOC employees have left their job due to a lack of D&I at their company.



And more than one in four BIPOC employees are considering leaving their current employer.

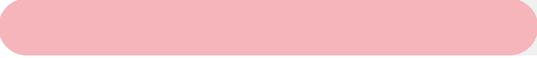


While you may think
that diversity is
being addressed at
your company, your
BIPOC employees
may disagree

Overall, white employees felt that their employers were doing more for diversity compared to BIPOC employees

Only about a half of BIPOC employees (54%) trust that their employer cares about Diversity & Inclusion, compared to 70% of white respondents.

 **I trust my employer cares about D&I**

White  70%

BIPOC  54%

Only 60% of BIPOC employees feel that their employer provides a safe space compared to 80% of white employees.



I feel my employer provides a safe space

White  80%

BIPOC  60%

Safe spaces defined as having a voice, feeling respected, feeling welcomed and accepted, and feeling seen/heard

This highlights the stark contrast in attitudes towards the BLM movement between ethnicities and the continuing need for improvement and attention towards Diversity & Inclusion in companies.

BIPOC employees at blue-collar jobs feel less seen/heard compared to BIPOC employees at white-collar jobs (61% vs 72%).

Diversity & Inclusion teams are one way to combat this issue, and is a step that many companies have yet to make

56% of BIPOC employees stated their employer had a Diversity & Inclusion taskforce/team



56%



50%

full time taskforces



32%

ad-hoc taskforces



15%

panels/events but no defined taskforce

White-collar companies are almost 2x as likely to have a D&I taskforce or team compared to blue-collar companies, according to respondents (68% of white-collar).

The size of the company can have an effect on the type of Diversity & Inclusion effort undertaken in the business.

Of those who have D&I taskforces, SMBs are significantly more likely to have an ad-hoc team or the taskforce to be an additional role for colleagues, than large companies (37% vs 25%).

Large companies are almost twice as likely than SMBs to not have a dedicated team, but events/panels are held, which employees are encouraged to attend (21% vs 12%).



2/3

Almost 2/3 of employers offered some sort of D&I training sessions in the workplace in the last year.

The new normal

Human rights are in

Before 2020, many brands felt it was taboo to make a political stand in fear of the implications it would have from consumers with opposing views. However, the BLM movement has shown that not only people, but also brands and companies need to address the issues that people in our country face. If brands can address COVID-19, then why not address a similarly scaled issue that exists within the walls of their company? It is a movement that requires everyone to get involved in order to make lasting change. Employers across the country are now tasked with the responsibility to make sure they are doing the most they can for their BIPOC employees (if they weren't already). This will be a point in our history where many will reflect and observe what brands and companies did during this time - who was on the right side of history.

“I remember this brand, they stood up for Black lives.”

“This company truly cares about their BIPOC employees; they started this initiative.” It is no longer enough to not be racist; we now must strive to be actively anti-racist. Not just socially, but in all aspects of our lives (like where we work). It won’t be easy, and it might involve uncomfortable conversations, reflections, and even recommendations, but it is work that must be done. There’s work to be done in all corners of our workplace, but it’s never too late to start. Reach out and lift your BIPOC employees, hear their voice, amplify it. Help start the change, join the social revolution.

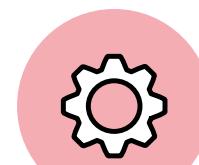


Who we spoke to

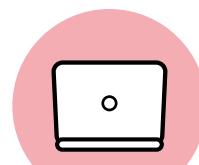
Breakdown of demographics
for BIPOC respondents

 Female
57%

 Male
42%



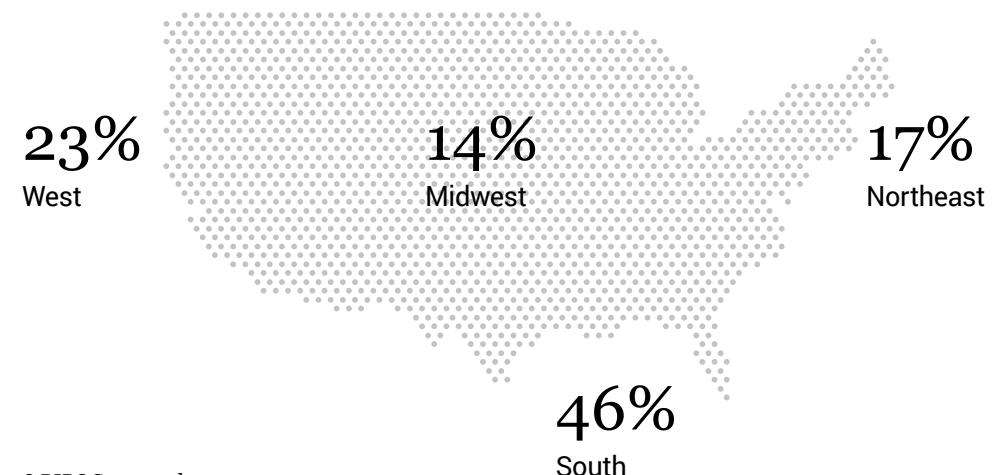
45%
blue collar



26%
white collar



28%
neither



Savanta:

For further information
please contact:
better.decisions@savanta.com

The team behind the report:

Sadia Corey
Director, Client Development
sadia.corey@savanta.com

Daniel Garcia
Senior Consultant, Research
daniel.garcia@savanta.com