MARKETING AROUND EQUITY, DIVERSITY & INCLUSION?

For Companies, the Answer is Not a Simple Yes or No.

Companies often tie their marketing efforts to issues and causes their audiences care about, such as protecting the environment, reducing poverty and feeding the hungry. More and more, companies are marketing themselves in conjunction with global public celebration events such as, International Women's Day, Equal Pay Day, Black History Month and Pride Month among others. This study set out to understand culture's attitudes towards equity, diversity and inclusion as a corporate issue and the authenticity of marketing to support those efforts.

The survey, fielded by Propeller Insights over the period of February 21st - 24th, 2020, gleaned insights from more than 2,000 U.S. adults, nationally-representative for age, gender and geography. Specific details of age, gender, geographical and race/ethnicity breakouts are available upon request. The survey margin of error of +/-3%.
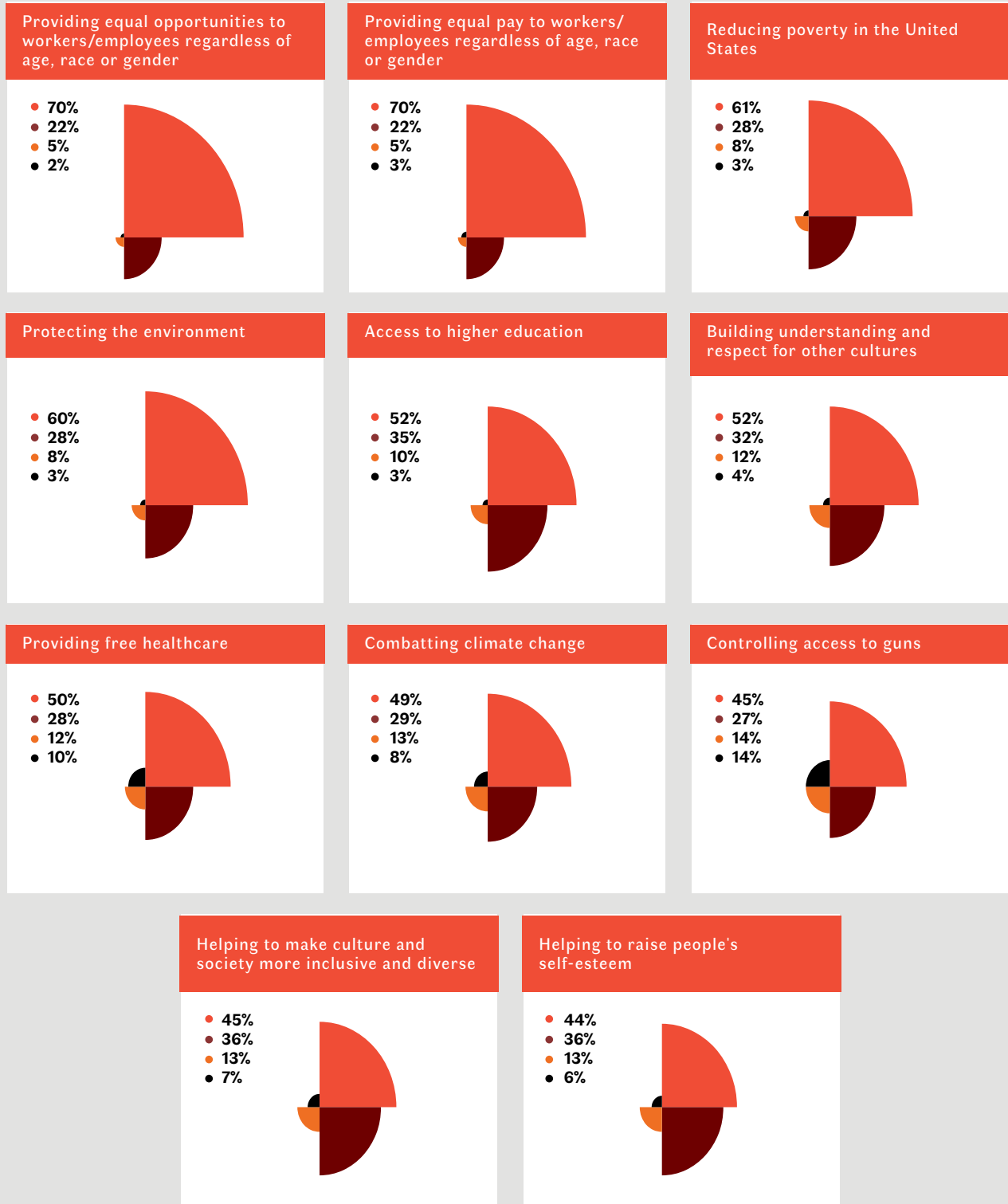
SOME CORE THEMES EMERGED:

- Overwhelmingly, Americans believe that the most important issue for companies to solve is equal opportunity for all employees as well as equal pay, ahead of protecting the environment, access to higher education, reducing poverty and other more traditional corporate social responsibility areas.

- While women and people of color are most adamant about equal opportunity for all workers, men also rated this as the most important issue for companies to solve.

- All respondents agree that companies are only doing somewhat well in authentically representing people like them in marketing efforts

- While Americans believe it is important for companies to recognize women and minorities during global public awareness events, they want to see action-oriented support year-round

- When asked how important it is for companies to demonstrate support for women on International Women's Day, both women and men want companies to commit to paying women equally for equal work

TREATING EMPLOYEES EQUALLY = THE NEW CORPORATE SOCIAL RESPONSIBILITY

When asked about what issues are important for companies to solve, respondents overwhelmingly answered, "providing equal opportunities and equal pay" to employees regardless of age, race or gender. 70% of respondents said these two issues were "extremely important" compared to only 49% who said "combatting climate change" was equally important. There is a clear mandate that companies are, first and foremost, expected to provide equal opportunity to employees and treat them fairly.

EXTREMELY IMPORTANT
SOMEWHAT IMPORTANT
NOT VERY IMPORTANT
NOT AT ALL IMPORTANT

Providing equal opportunities to workers/employees regardless of age, race or gender
- 70%
- 22%
- 5%
- 2%

Providing equal pay to workers/employees regardless of age, race or gender
- 70%
- 22%
- 5%
- 3%

Reducing poverty in the United States
- 61%
- 28%
- 8%
- 3%

Protecting the environment
- 60%
- 28%
- 8%
- 3%

Access to higher education
- 52%
- 35%
- 10%
- 3%

Building understanding and respect for other cultures
- 52%
- 32%
- 12%
- 4%

Providing free healthcare
- 50%
- 28%
- 12%
- 10%

Combatting climate change
- 49%
- 29%
- 13%
- 8%

Controlling access to guns
- 45%
- 27%
- 14%
- 14%

Helping to make culture and society more inclusive and diverse
- 45%
- 36%
- 13%
- 7%

Helping to raise people's self-esteem
- 44%
- 36%
- 13%
- 6%

HAVE HER BACK

WOMEN ARE EVEN MORE ADAMANT ABOUT EQUAL OPPORTUNITY FOR ALL WORKERS, FOLLOWED BY PEOPLE OF COLOR.
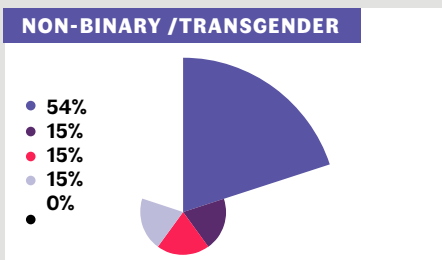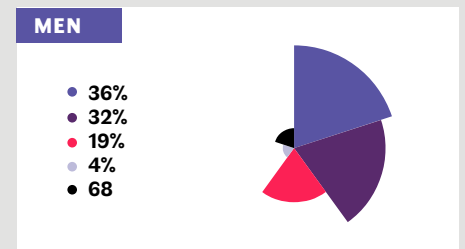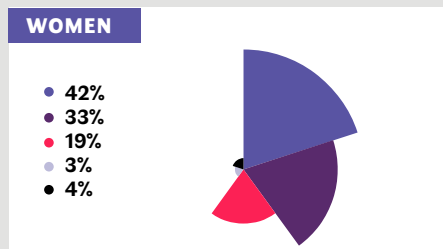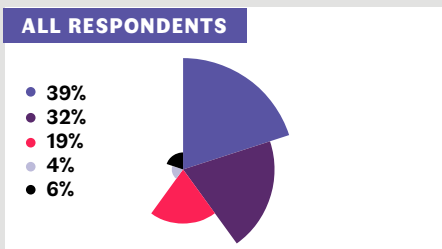
Q: How important are the following issues for companies to solve?
Extremely Important

Legend:
- ALL RESPONDENTS
- WOMEN
- MEN
- NON-BINARY /TRANSGENDER
- POC
- WHITES

Providing equal opportunities to workers/employees regardless of age, race or gender
- 70%
- 76%
- 64%
- 54%
- 72%
- 69%

Providing equal pay to workers/employees regardless of age, race or gender
- 70%
- 76%
- 63%
- 62%
- 71%
- 69%

Reducing poverty in the United States
- 61%
- 66%
- 56%
- 54%
- 62%
- 61%

Protecting the environment
- 60%
- 64%
- 56%
- 77%
- 64%
- 58%

Access to higher education
- 52%
- 56%
- 48%
- 54%
- 58%
- 49%

Building understanding and respect for other cultures
- 52%
- 56%
- 48%
- 46%
- 58%
- 49%

Providing free healthcare
- 50%
- 53%
- 47%
- 46%
- 59%
- 46%

Combatting climate change
- 49%
- 50%
- 48%
- 69%
- 51%
- 48%

Controlling access to guns
- 45%
- 49%
- 41%
- 54%
- 54%
- 40%

Helping to make culture and society more inclusive and diverse
- 45%
- 46%
- 43%
- 54%
- 53%
- 40%

Helping to raise people's self-esteem
- 44%
- 47%
- 41%
- 46%
- 45%
- 43%

REPRESENTATION IN MARKETING MATTERS:

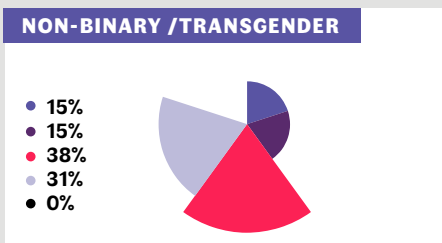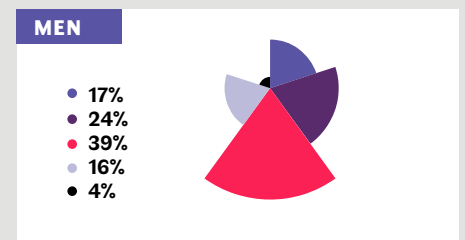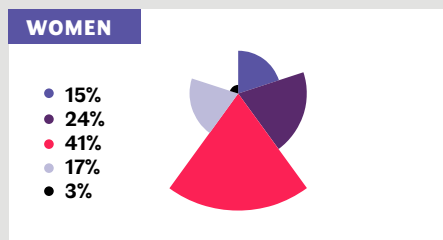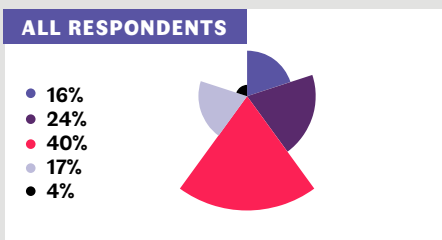More than half (61%) of all respondents say that it's important for companies to authentically represent people like them in advertising, marketing and communications programs. This is even higher – 76% -- for people of color. When asked how well companies do on authentically representing people like them in these efforts, 40% or fewer said only "somewhat well."

How important is it for companies / brands to authentically represent people who look like you and / or your culture in their advertising, marketing and communications efforts?

EXTREMELY IMPORTANT
VERY IMPORTANT
SOMEWHAT IMPORTANT
NOT VERY IMPORTANT
NOT AT ALL IMPORTANT

ALL RESPONDENTS
- 39%
- 32%
- 19%
- 4%
- 6%

WOMEN
- 42%
- 33%
- 19%
- 3%
- 4%

MEN
- 36%
- 32%
- 19%
- 4%
- 68

NON-BINARY /TRANSGENDER
- 54%
- 15%
- 15%
- 15%
- 0%

POC
- 43%
- 33%
- 17%
- 3%
- 4%

WHITES
- 37%
- 32%
- 20%
- 4%
- 7%

EXTREMELY WELL
VERY WELL
SOMEWHAT WELL
NOT VERY WELL
NOT AT ALL WELL
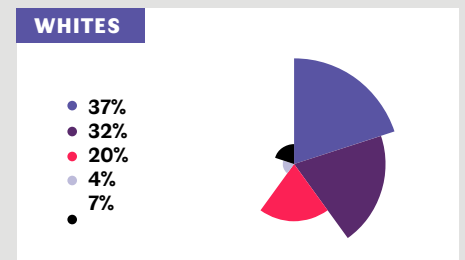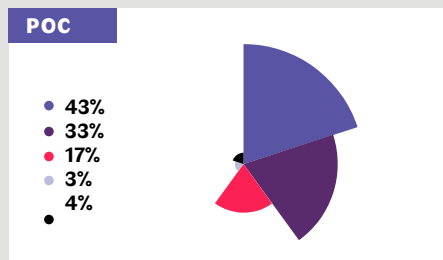
Do companies do this – authentically represent people like you in advertising, etc. – well?

ALL RESPONDENTS
- 16%
- 24%
- 40%
- 17%
- 4%

WOMEN
- 15%
- 24%
- 41%
- 17%
- 3%

MEN
- 17%
- 24%
- 39%
- 16%
- 4%

NON-BINARY /TRANSGENDER
- 15%
- 15%
- 38%
- 31%
- 0%

POC
- 17%
- 22%
- 38%
- 20%
- 3%

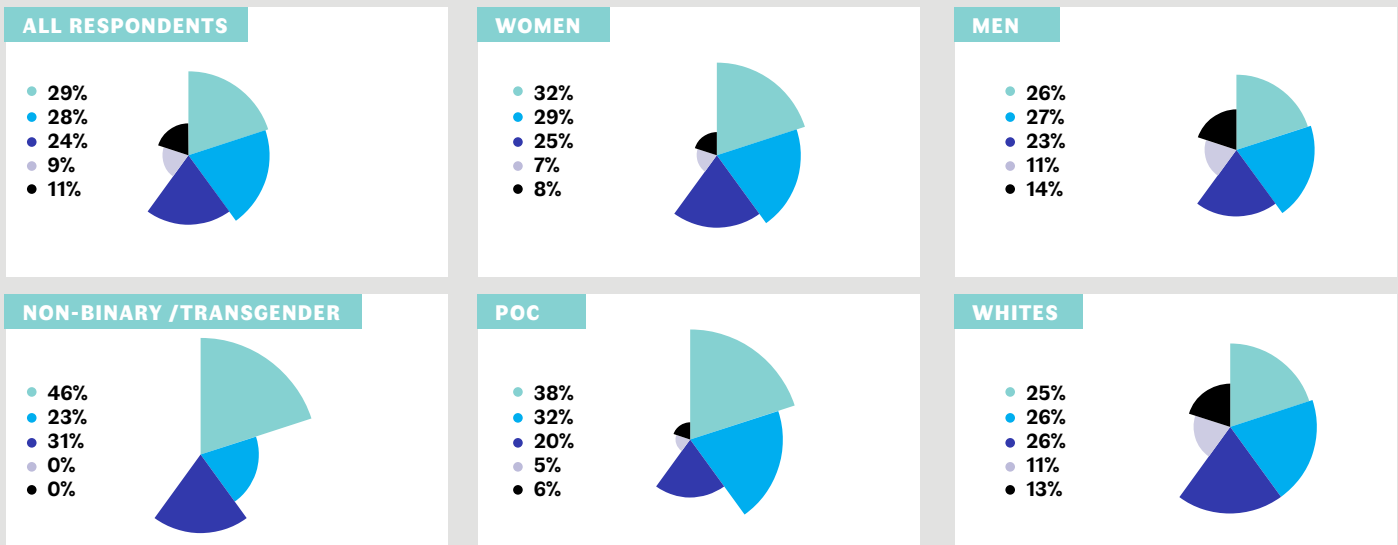### WHITES
- 15%
- 25%
- 41%
- 15%
- 4%
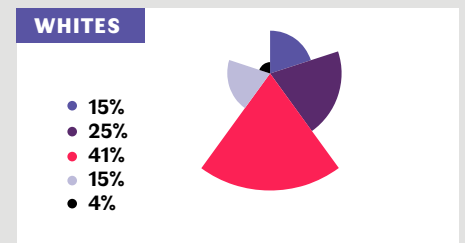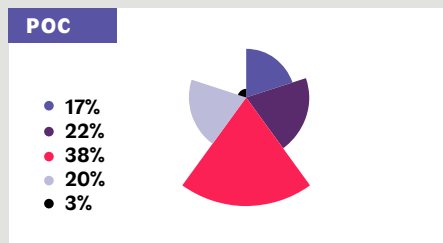
MARKETING THAT CELEBRATES WOMEN & MINORITIES: GOOD. YEAR-ROUND PROOF OF ACTION? BETTER.
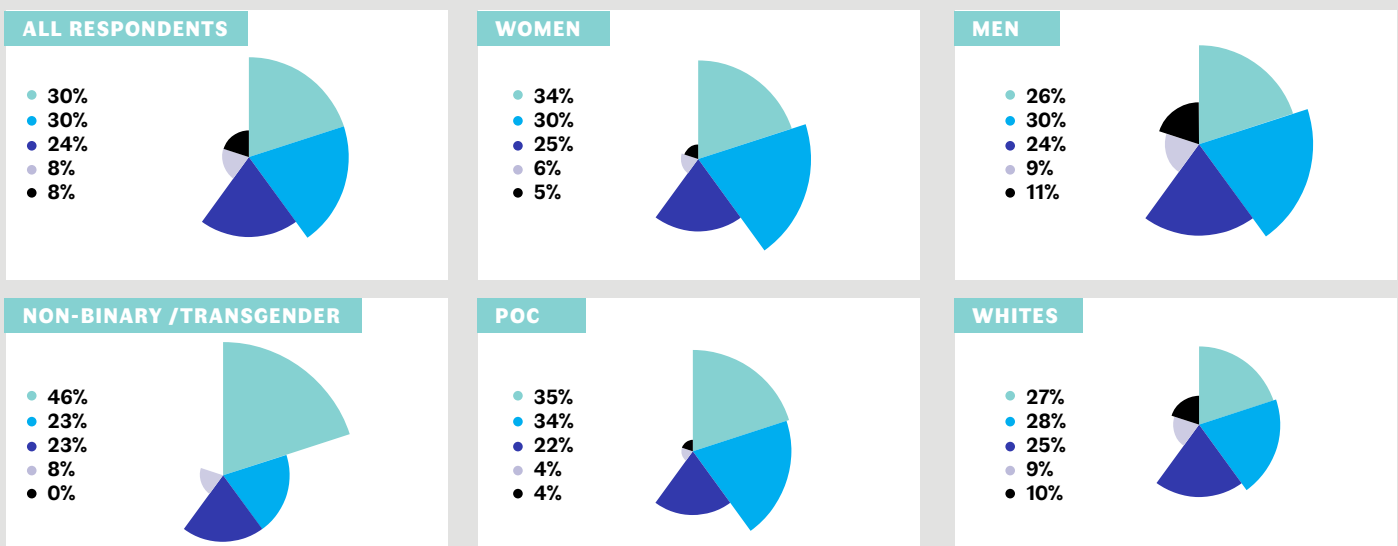
When asked how important it is that companies recognize groups of people during "awareness events" like Black History Month, Pride Month, Hispanic Heritage Month, Veteran's Day and others, about 80% said it was somewhat to extremely important. (Only about a third said it extremely important.) Women, people of color and other marginalized groups are most likely to see the value in awareness events.

However, when asked if companies should extend their support of these groups of people throughout the year, and not just recognize them during the "awareness event" period, almost 85% agreed this was important.

To what extent is it important that companies recognize groups of people who are meant to be celebrated by these awareness events?

- EXTREMELY IMPORTANT
- VERY IMPORTANT
- SOMEWHAT IMPORTANT
- NOT VERY IMPORTANT
- NOT AT ALL IMPORTANT

ALL RESPONDENTS
- 29%
- 28%
- 24%
- 9%
- 11%

WOMEN
- 32%
- 29%
- 25%
- 7%
- 8%

MEN
- 26%
- 27%
- 23%
- 11%
- 14%

NON-BINARY /TRANSGENDER
- 46%
- 23%
- 31%
- 0%
- 0%

POC
- 38%
- 32%
- 20%
- 5%
- 6%

WHITES
- 25%
- 26%
- 26%
- 11%
- 13%

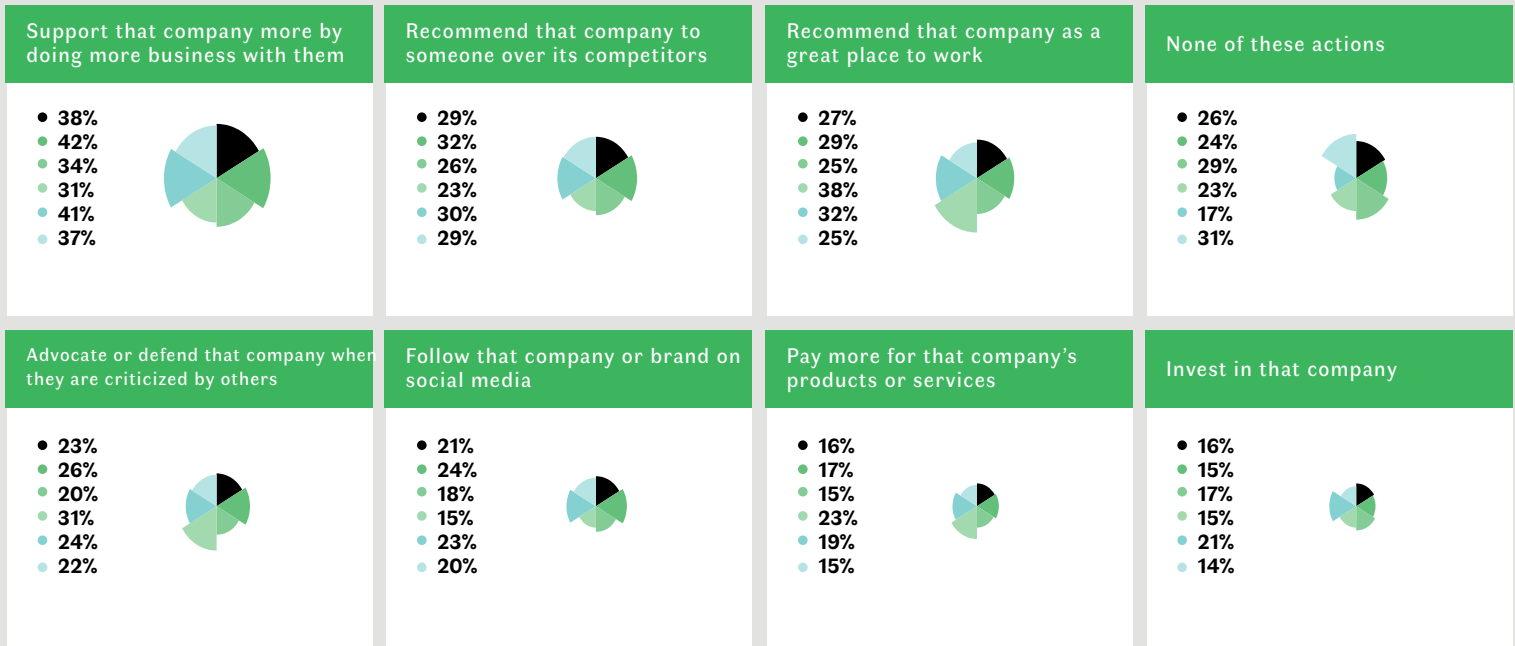## To what extent is it important that companies extend their support of these groups of people throughout the year, not just during the awareness day / month?

ALL RESPONDENTS
- 30%
- 30%
- 24%
- 8%
- 8%

WOMEN
- 34%
- 30%
- 25%
- 6%
- 5%

MEN
- 26%
- 30%
- 24%
- 9%
- 11%

NON-BINARY /TRANSGENDER
- 46%
- 23%
- 23%
- 8%
- 0%

POC
- 35%
- 34%
- 22%
- 4%
- 4%

WHITES
- 27%
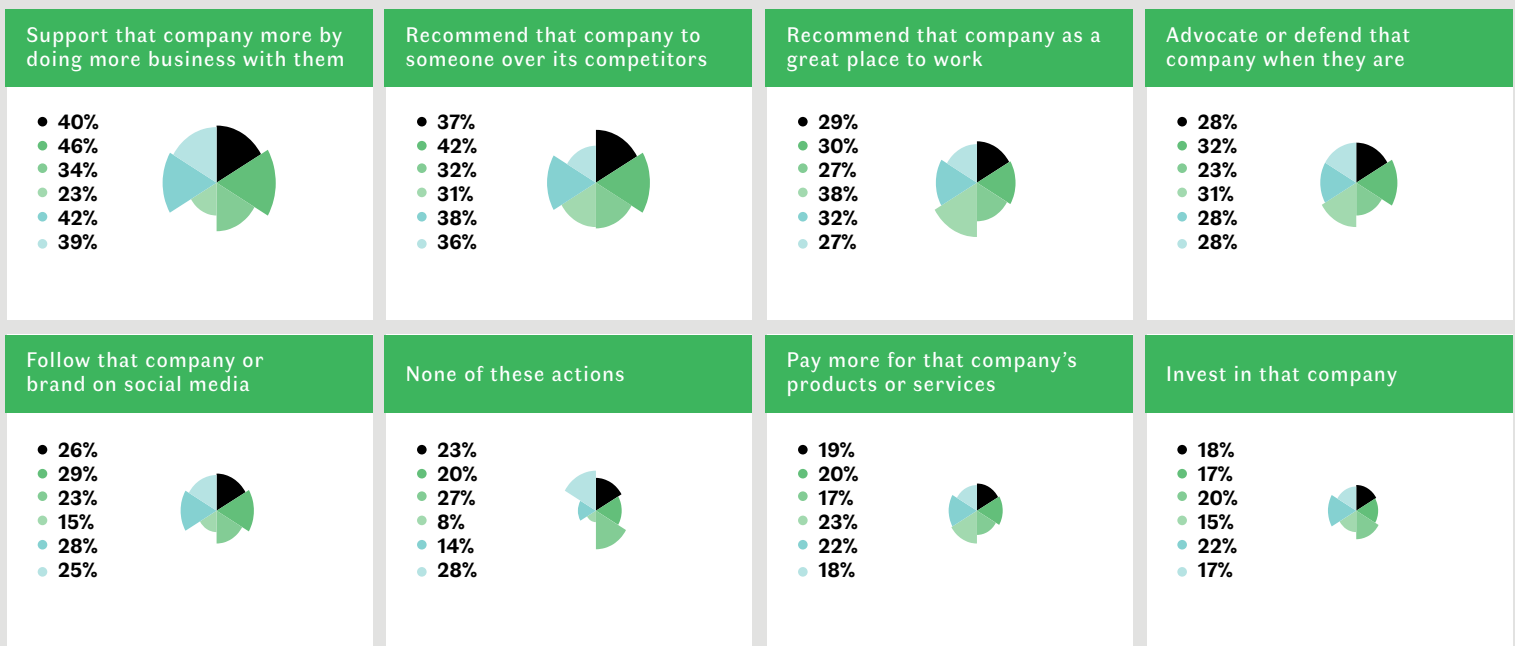- 28%
- 25%
- 9%
- 10%

HAVE HER BACK

While most consumers – and particularly women and people of color – are willing to support a company that participates in awareness events, even more are likely to support those companies when they extend their support of marginalized groups of people year-round. The most common forms of support are doing more business with those companies, recommending that company to others over a competitor and recommending that company as a great place to work.

ALL RESPONDENTS	
WOMEN	
MEN	
NON-BINARY /TRANSGENDER	
POC	
WHITES	

Which of the following actions are you most likely to take, when you see a company make an effort to recognize minority or marginalized groups during an awareness event?

Support that company more by doing more business with them
- 38%
- 42%
- 34%
- 31%
- 41%
- 37%

Recommend that company to someone over its competitors
- 29%
- 32%
- 26%
- 23%
- 30%
- 29%

Recommend that company as a great place to work
- 27%
- 29%
- 25%
- 38%
- 32%
- 25%

None of these actions
- 26%
- 24%
- 29%
- 23%
- 17%
- 31%

Advocate or defend that company when they are criticized by others
- 23%
- 26%
- 20%
- 31%
- 24%
- 22%

Follow that company or brand on social media
- 21%
- 24%
- 18%
- 15%
- 23%
- 20%

Pay more for that company's products or services
- 16%
- 17%
- 15%
- 23%
- 19%
- 15%

Invest in that company
- 16%
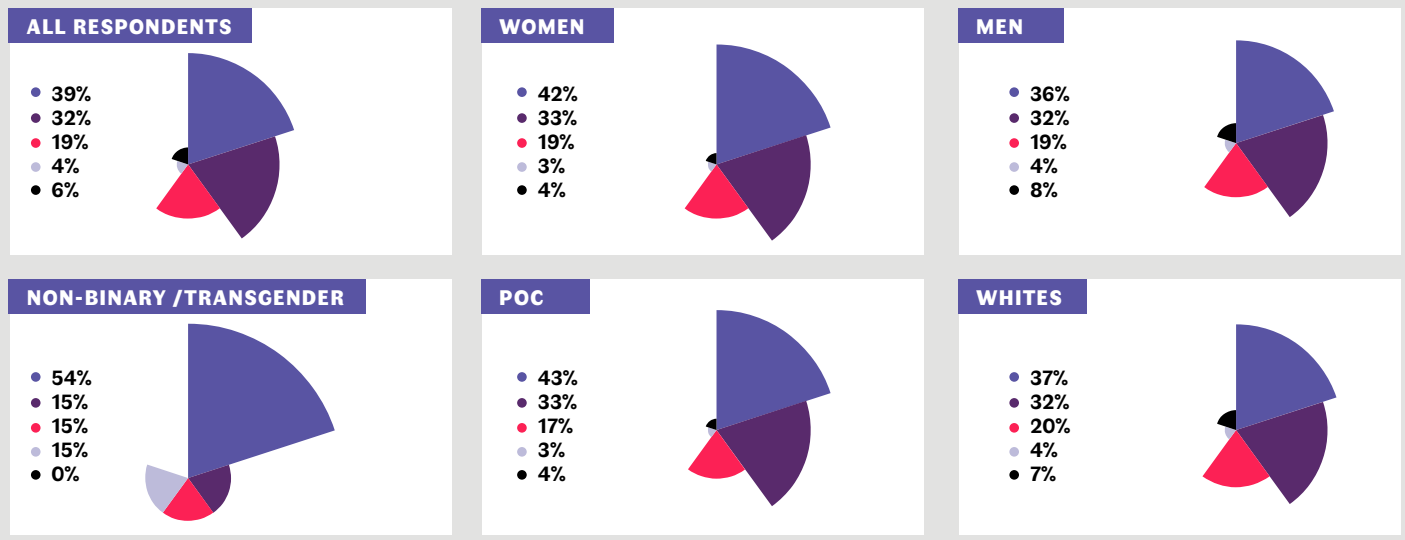- 15%
- 17%
- 15%
- 21%
- 14%

And which of the following actions are you most likely to take, when you see a company go above and beyond to recognize minority or marginalized groups ALL YEAR ROUND?

Support that company more by doing more business with them
- 40%
- 46%
- 34%
- 23%
- 42%
- 39%

Recommend that company to someone over its competitors
- 37%
- 42%
- 32%
- 31%
- 38%
- 36%

Recommend that company as a great place to work
- 29%
- 30%
- 27%
- 38%
- 32%
- 27%

Advocate or defend that company when they are
- 28%
- 32%
- 23%
- 31%
- 28%
- 28%

Follow that company or brand on social media
- 26%
- 29%
- 23%
- 15%
- 28%
- 25%

None of these actions
- 23%
- 20%
- 27%
- 8%
- 14%
- 28%

Pay more for that company's products or services
- 19%
- 20%
- 17%
- 23%
- 22%
- 18%

Invest in that company
- 18%
- 17%
- 20%
- 15%
- 22%
- 17%

More importantly, **90% of respondents** said that companies who sponsor awareness events need to treat their own marginalized employees well, not just recognize them during awareness events.
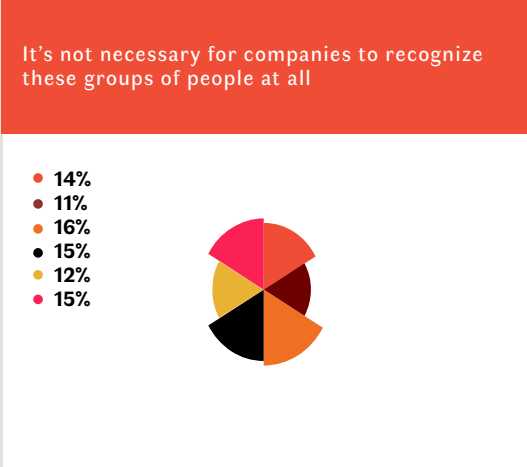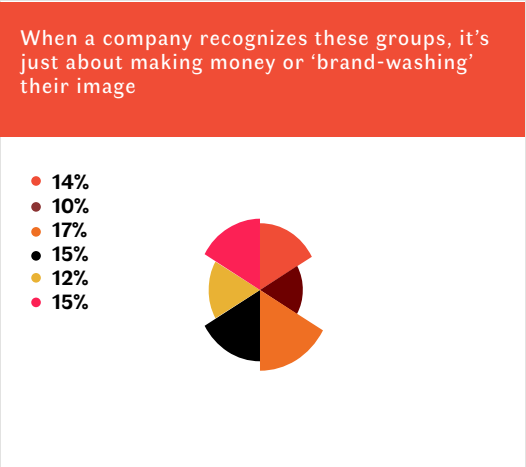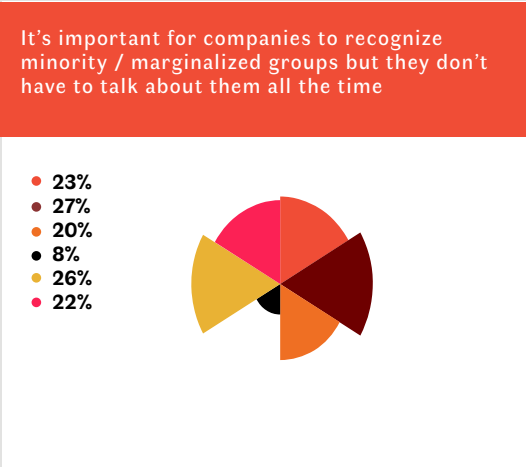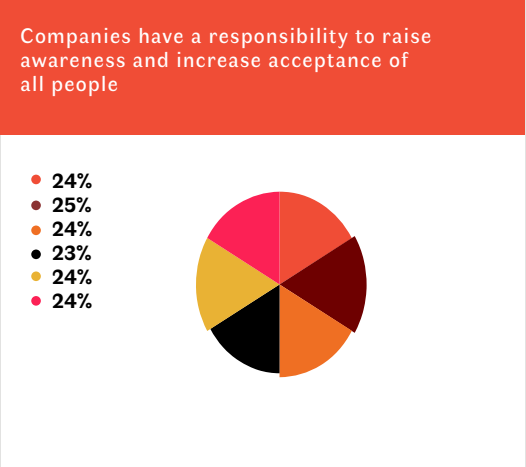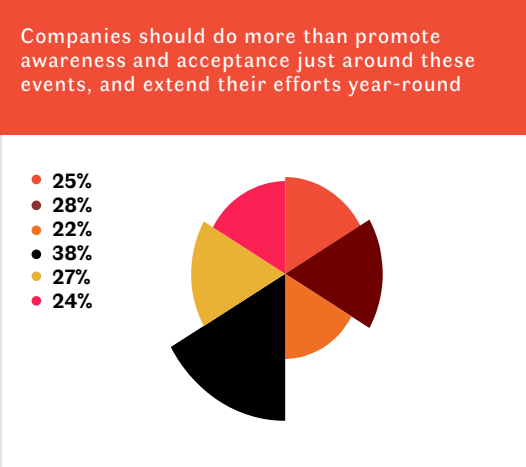
How important is it that companies who sponsor these awareness events ensure that they are treating minority / marginalized groups of people well, when they are employees of that company?

EXTREMELY IMPORTANT
VERY IMPORTANT
SOMEWHAT IMPORTANT
NOT VERY IMPORTANT
NOT AT ALL IMPORTANT

ALL RESPONDENTS
- 39%
- 32%
- 19%
- 4%
- 6%

WOMEN
- 42%
- 33%
- 19%
- 3%
- 4%

MEN
- 36%
- 32%
- 19%
- 4%
- 8%

NON-BINARY /TRANSGENDER
- 54%
- 15%
- 15%
- 15%
- 0%

POC
- 43%
- 33%
- 17%
- 3%
- 4%

WHITES
- 37%
- 32%
- 20%
- 4%
- 7%

In fact, when asked about their perception of companies who use awareness events to market their brand, most respondents said companies should do more to raise awareness and promote acceptance all year round, not just during a specific time of year set aside for recognition.

1

HAVE
HER
BACK

ALL RESPONDENTS

WOMEN

MEN

NON-BINARY /TRANSGENDER

POC

WHITES

Which of the following best describes how you view a company that promotes or markets around an awareness event?
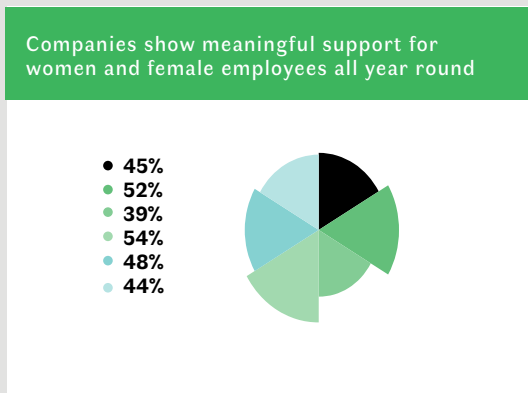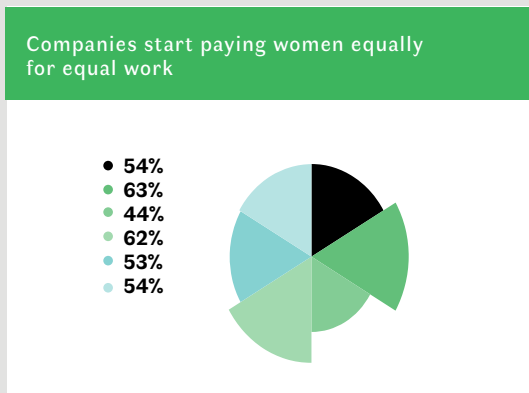
Companies should do more than promote awareness and acceptance just around these events, and extend their efforts year-round

- 25%
- 28%
- 22%
- 38%
- 27%
- 24%

Companies have a responsibility to raise awareness and increase acceptance of all people

- 24%
- 25%
- 24%
- 23%
- 24%
- 24%

It's important for companies to recognize minority / marginalized groups but they don't have to talk about them all the time

- 23%
- 27%
- 20%
- 8%
- 26%
- 22%

When a company recognizes these groups, it's just about making money or 'brand-washing' their image

- 14%
- 10%
- 17%
- 15%
- 12%
- 15%

It's not necessary for companies to recognize these groups of people at all
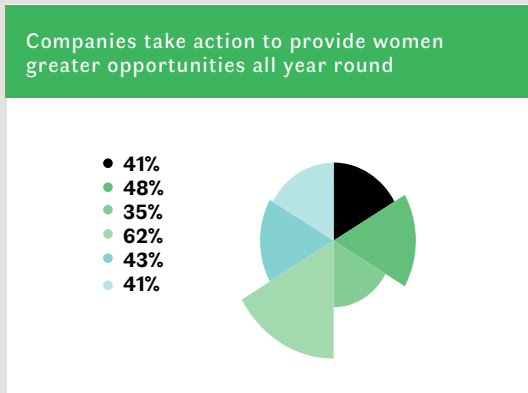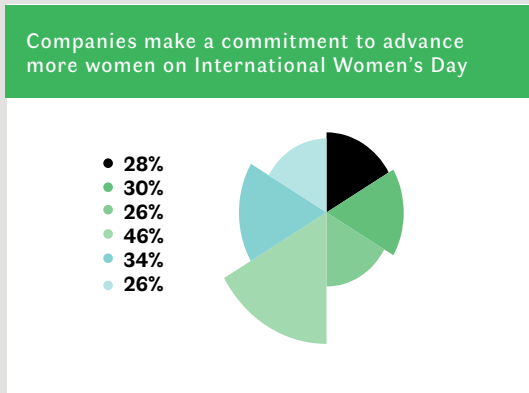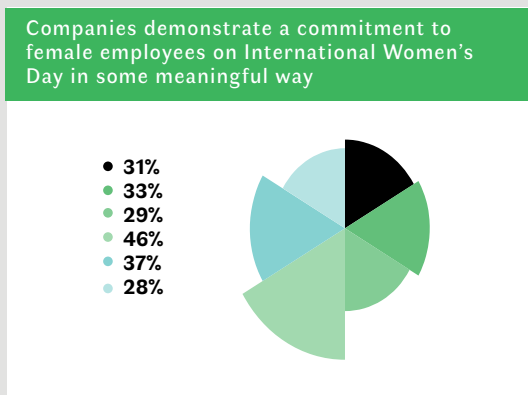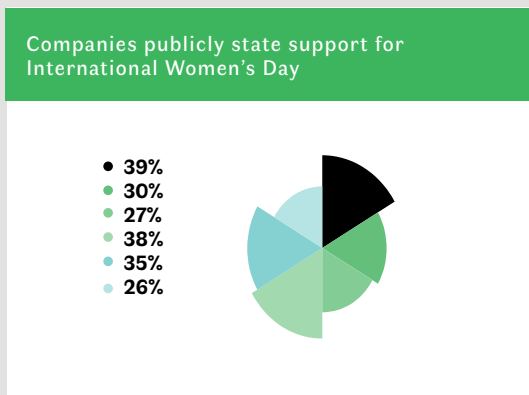
- 14%
- 11%
- 16%
- 15%
- 12%
- 15%

INTERNATIONAL WOMEN'S DAY: DEMAND FOR ACTIONS OVER WORDS

International Women's Day is March 8, 2020. Asked how important it is for companies to demonstrate support for women on this day, a third or less said a one-off action was "extremely important." Instead, more than half of all respondents – and 63% of women – said companies should start paying women equally for equal work. And almost half (45%) of all respondents said companies should show meaningful support for women and female employees all year round.

Thinking specifically about International Women's Day, how important is it that:

ALL RESPONDENTS
WOMEN
MEN
NON-BINARY /TRANSGENDER
POC
WHITES

Companies publicly state support for International Women's Day
- 39%
- 30%
- 27%
- 38%
- 35%
- 26%

Companies demonstrate a commitment to female employees on International Women's Day in some meaningful way
- 31%
- 33%
- 29%
- 46%
- 37%
- 28%

Companies make a commitment to advance more women on International Women's Day
- 28%
- 30%
- 26%
- 46%
- 34%
- 26%

Companies take action to provide women greater opportunities all year round
- 41%
- 48%
- 35%
- 62%
- 43%
- 41%

Companies start paying women equally for equal work
- 54%
- 63%
- 44%
- 62%
- 53%
- 54%

Companies show meaningful support for women and female employees all year round
- 45%
- 52%
- 39%
- 54%
- 48%
- 44%