

# DIVERSITY, EQUITY AND INCLUSION – US – 2023

As attention to DEI initiatives declines, authentic diversity and inclusion need to be ingrained as industry-standards across the workforce, media and marketing.



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# Diversity, Equity And Inclusion - US - 2023

## This report looks at the following areas:

- Employed consumers' experiences with and outlook on workplace DEI initiatives
- Attitudes and expectations on future DEI initiatives from employers
- Consumers' outlook and attitudes towards representation and inclusion efforts in media
- Attitudes and expectations on brands' representation and inclusivity in marketing

## Overview

Since the initial surge of interest in 2020, diversity, equity and inclusion initiatives have begun to wane across the workforce, media and marketing as personal finances and other concerns take center stage. Yet, employees and consumers **still expect diverse representation and inclusion**, and feel DEI initiatives are positively impactful.

As the US population continues to grow more diverse and multicultural, **consumers are becoming more aware of the inequities** that different groups face, including the LGBTQ+ community and the persons-living-with-disabilities population. In response, consumers will **expect that brands and companies to champion inclusion**, and not overlook or underserve groups of people based on culture, lifestyle or abilities.



As attention to DEI initiatives declines, authentic diversity and inclusion need to be ingrained as industry-standards across the workforce, media and marketing.

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# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Future outlook
- Opportunities

## MARKET FACTORS

- The increasing diversity of the US population
  - Graph 1: distribution of US generations, by race, 2023
  - Graph 2: distribution of US generations, by Hispanic origin, 2023
- The LGBTQ+ population is also expected to continue to grow
  - Graph 3: percentage of LGBTQ+ adults in the US, 2023
- The persons-with-disabilities community remains underserved
- Women in the workplace continue to face long-standing, cultural inequities
- Spotlight on Mintel Trend Drivers: Identity and Rights
- DEI in the workplace takes a backseat to financial concerns
- Despite groundbreaking strides, diversity in media remains inconsistent

## CONSUMER INSIGHTS

### Consumer fast facts

#### DEI at work: employer initiatives

- Workplace DEI initiatives are becoming more common
- Exposure is fairly consistent across all surveyed initiatives, showing that companies are still figuring out which programs are most impactful
  - Graph 4: DEI initiatives seen at current place of work, among employed respondents, 2023
- Employee Resource Groups are becoming more widespread
  - Graph 5: employee exposure to workplace ERGs, 2022-23
- Dedicated investment in ERGs can help companies stand out as employers and in the marketplace
- Gen Z and Millennial employees are more likely to have seen and participated in workplace DEI initiatives
  - Graph 6: workplace DEI exposure, by generation, 2023

#### DEI at work: employee attitudes

- A third of employees feel they've seen the positive impact of their employer's DEI initiatives

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- Graph 7: overview on workplace DEI experiences, 2023
- Consumers living with disabilities feel their employer's commitment to DEI has faded
  - Graph 8: overview on workplace DEI experiences, by select demographics, 2023
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  - Graph 9: DEI initiatives seen at current place of work, among employed respondents, 2023
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  - Graph 10: agreement – "Diversity and inclusion in the workplace has improved since 2020," among employed consumers, 2023
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### DEI in the workplace: employee experiences

- About of third of consumers have experienced discomfort or alienation at work due to their identity
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  - Graph 13: workplace experiences and identity (any agreement), by select demographics, 2023
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- Consumers from traditionally marginalized groups seek out employers that offer DEI programs
  - Graph 14: future interest and concerns about workplace DEI initiatives (any agreement), among select demographics, 2023
- There are notable concerns that dedication to DEI will eventually dissipate
  - Graph 15: agreement – "brands and companies' current focus on DEI initiatives are a fad that will fade out," among select demographics, 2023
- An opportunity to demonstrate long-term commitment

### DEI in media: representation efforts

- Consumers' interest in diverse and inclusive media representation has increased in the past year
- The desire for diverse and inclusive representations in media is growing...
- ...yet, certain consumer groups are less likely to feel they've seen improvements, indicating that media representation still has a long way to go
  - Graph 16: outlook on diverse representation in media (any agree), among select demographics, 2023
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  - Graph 18: top three media channels that have been the most successful at authentic and diverse cultural representation (any rank), by generation, 2023

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- Media channels should consider more intersectional and transcultural representation to broaden appeal across different cultural groups
  - Graph 19: top three media channels that have been the most successful at authentic and diverse cultural representation (any rank), by select demographics, 2023

### DEI in media: consumer expectations

- More than half of consumers want to see themselves represented in media, but less than half felt authentically depicted in the past year
  - Graph 20: agreement – interest and experiences with diverse media representation, 2023
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  - Graph 25: agreement – "many attempts at diverse representation in media are still stereotypical," by generation, 2023
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- Hello Sunshine invests in unscripted content to showcase the real-life narratives of people with disabilities

### DEI in marketing: representation efforts

- While 60% of consumers feel diverse representation in advertising has improved, less than half felt authentically represented in the past year
- Younger consumers are more likely to have felt personally represented in the past year, but older consumers feel overlooked
  - Graph 27: agreement – "diverse representation and inclusion in brand advertising has improved since 2020," by generation, 2023
  - Graph 28: agreement – "I have felt personally and authentically represented by an advertisement from a brand in the past year," by generation, 2023
- Brands cannot overlook older consumers in their marketing – especially as the US population continues to age
- Many brands continue to miss opportunities to serve and represent people with disabilities
  - Graph 29: attitudes towards diverse representation in marketing (any agreement), by select demographic, 2023
- Apple's "The Greatest" celebrates the everyday lives of people with disabilities

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- Apple's "The Greatest": empowering diversity inclusion

## DEI in marketing: consumer attitudes and expectations

- The majority of consumers agree that brands' attempts at diverse representation still feel performative and stereotypical
  - Graph 30: critiques of brand attempts at diverse cultural representation, 2023
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  - Graph 35: agreement – "it's important that the brands I buy and use have a diverse and culturally representative staff working for them," by select demographics, 2023
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  - Graph 37: agreement – "brand partnerships with celebrities from various cultural/racial backgrounds is a genuine way for brands to improve diverse representation," by generation, 2023

## COMPETITIVE STRATEGIES

### Launch activity and innovations

- Belgium's initiative to improve accessibility in retail
- A growing movement to make the workplace more menopause-friendly
- Taimi celebrates the rights and liberties of LGBTQ+ Americans
- Taimi proclaims: "Freedom is for all of us"

### Opportunities

- Support employees beyond the workplace
- Champion diverse representation category-wide
- Embrace the modern and diverse population of today

## APPENDIX

- Market definition

- Consumer research methodology
- Generations
- Abbreviations and terms

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