

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
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 - 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 12: attitudes towards DEI initiatives in the workplace (any agreement), among select demographics, 2023

DEI in the workplace: employee experiences

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- Workplace discomfort and alienation is more common among traditionally marginalized consumer groups
 - Graph 13: workplace experiences and identity (any agreement), by select demographics, 2023
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- 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
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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
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- 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

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 - Graph 30: critiques of brand attempts at diverse cultural representation, 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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This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by Kantar Profiles ([See Research Methodology for more information](#)).

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