



Racial Justice and Equity Survey

ANALYSIS OF RESULTS





Table of Contents

Section

Slide

Research Objectives

3

Research Methodology

4

Key Findings

5

Detailed Research Findings

9

Research Objectives

Benevity partnered with Wakefield Research to explore the following topic areas:

- Benevity partnered with Wakefield Research to explore the following topic areas:
- Assess employee awareness of companies' public commitments to address racial justice and equity and to what extent those commitments have been fulfilled.
- Understand how employees want to engage with social issues in the workplace.
- Understand the impacts of companies' ability or inability to address social issues in the workplace.



Research Methodology

This survey was fielded through an online survey between May 24th and June 6th to 1,000 U.S. employees – 500 from Fortune 1000 companies and 500 from mid-market companies with 1,000 – 2,500 employees.

Notable sub-groups called out in this analysis include:



**White Employees
(Non-Hispanic)
N=658**



**Employees of racial or ethnic minorities
(Non-white or Hispanic)
N=332**



**LGBTQ+ Employees
N=115**



**Non-LGBTQ+ Employees
N=885**

25-40

**Millennial Employees
N=411**

41-56

**Gen X Employees
N=321**

57-75

**Boomer Employees
N=187**



**Male Employees
N=495**



**Female Employees
N=495**



Key Findings



Key Findings

Most employees today can't say their companies have fulfilled all the public commitments made in the wake of George Floyd's death to address racial justice and equity.

Around half of employees today can recall their company making public commitments to address racial justice and equity. However, a year later, 3 in 5 (61%) employees can't say their companies have fulfilled all these commitments.

The overwhelming majority of employees feel company leadership is mandated to address racial justice and equity, but so far, they have only seen leadership talk the talk, without walking the walk.

Unanimously, employees feel it's the responsibility of company leadership to address social issues. However, the top ways employees have actually seen company leadership doing so is through lip-service, such as through company-wide messages or speaking more about these topics. As many as 7 in 10 employees **have not** seen their company take actions a step further and devote company resources to addressing these issues. Over 2 in 5 (47%) employees have even failed to see leadership practice more racial sensitivity following George Floyd's death.



Key Findings

Employees are ready and willing to have challenging conversations around social issues in the workplace.

The vast majority of employees say it's more important to have difficult conversations in the workplace around social issues than to ignore them and leave them out of work. This is a strong sentiment held not only by employees of minority groups, but also non-minority groups such as white employees.

Addressing social issues in the workplace leads to stronger employee loyalty, but failure to do so can result in loss of talent.

Prioritization of tackling social or racial injustice has its rewards. The majority of employees are likely to recommend their companies to others if addressing social issues in corporate culture is made a top priority. However, in the reverse, failure to prioritize this can cost companies top talent. Over a third (37%) of employees are likely to quit if their company failed to prioritize addressing social and racial injustice.



Key Findings

Lack of inclusivity can further stall the return to in-person work.

As many companies slowly return to in-person work, some employees may not want to go back because of the work culture. Approximately half (49%) of employees currently working from home say they would be less likely to choose in-person work because of the lack of inclusivity at their workplace.

Companies need to laser-focus on prioritizing racial injustice as it remains a top area employees want to concentrate on.

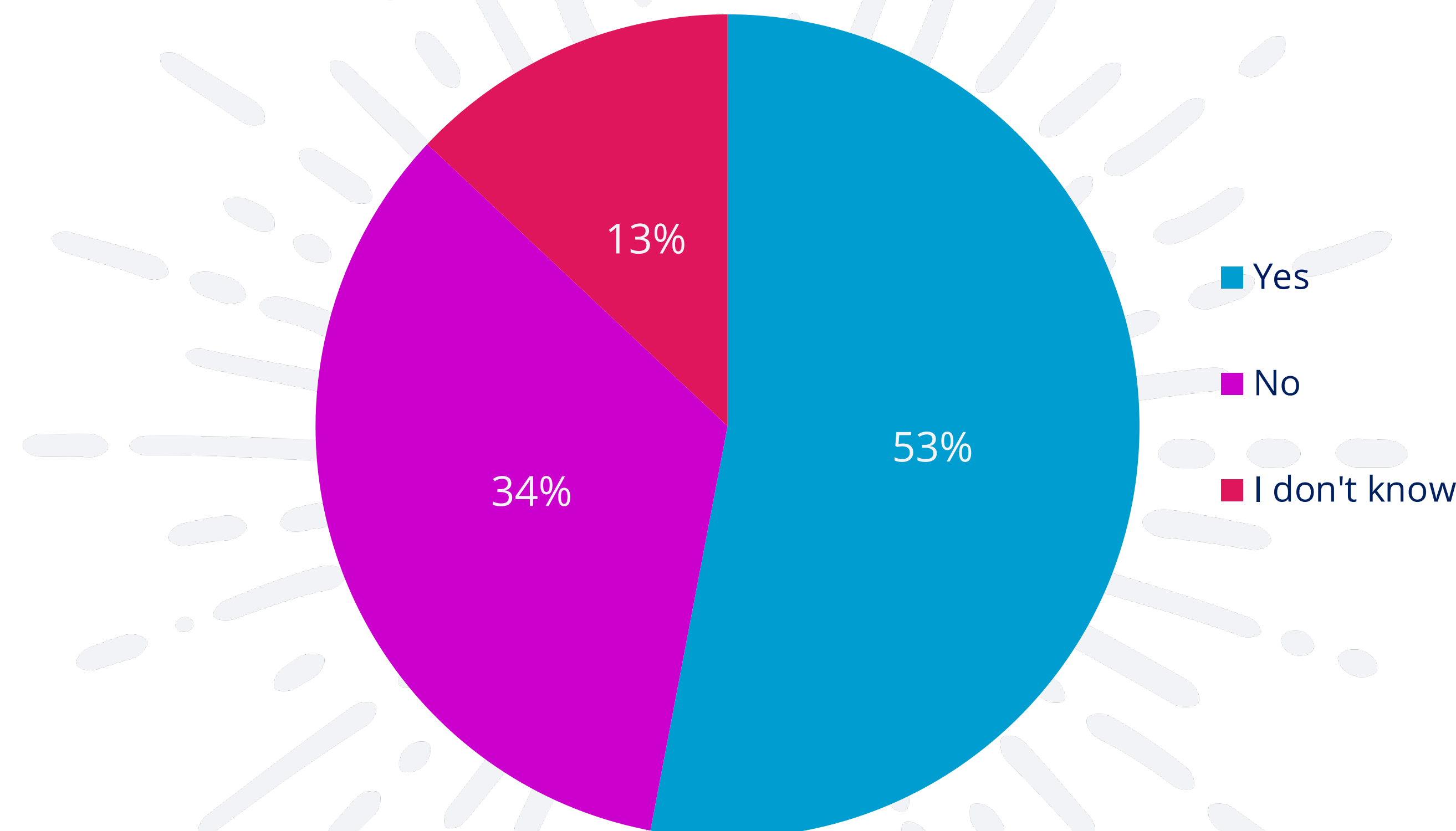
In the coming year, 2 in 5 employees most want their companies to focus on and address racial injustice and workplace diversity. Even a year later, racial injustice is still a relevant and important topic and companies need to continue to prioritize this within corporate culture.



Detailed Research Findings

% Of companies that have made public commitments to address racial justice and equity in the last year

N=1,000



Approximately half of companies made public commitments that were noticed by employees

Following the death of George Floyd, a little over half (53%) of companies made public commitments that were noticed by employees to address racial justice and equity issues.

To the best of your knowledge, has your company made public commitments to address racial justice and equity issues in the last year in the wake of George Floyd's death?

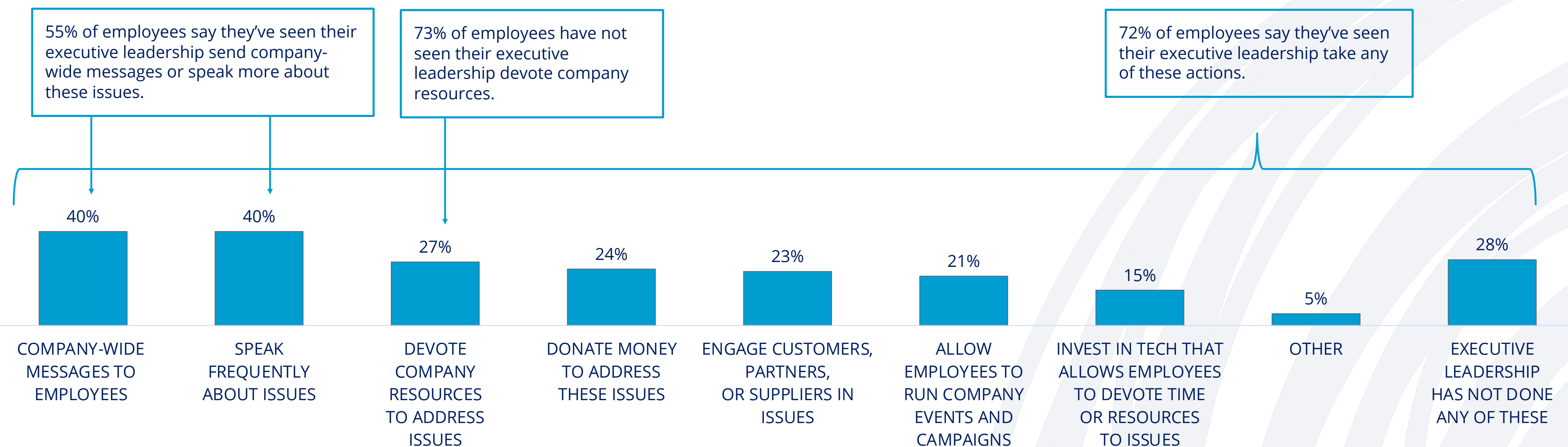


Actions taken by leadership are largely lip service

More than half (55%) of employees have heard company leadership address social issues, but far fewer have actually seen actions to bring their verbal and written statements to life.

Actions done by CEOs or Executive leadership since the death of George Floyd to address issues of racism, injustice, inequity, or lack of diversity and inclusion in the company

N=1,000



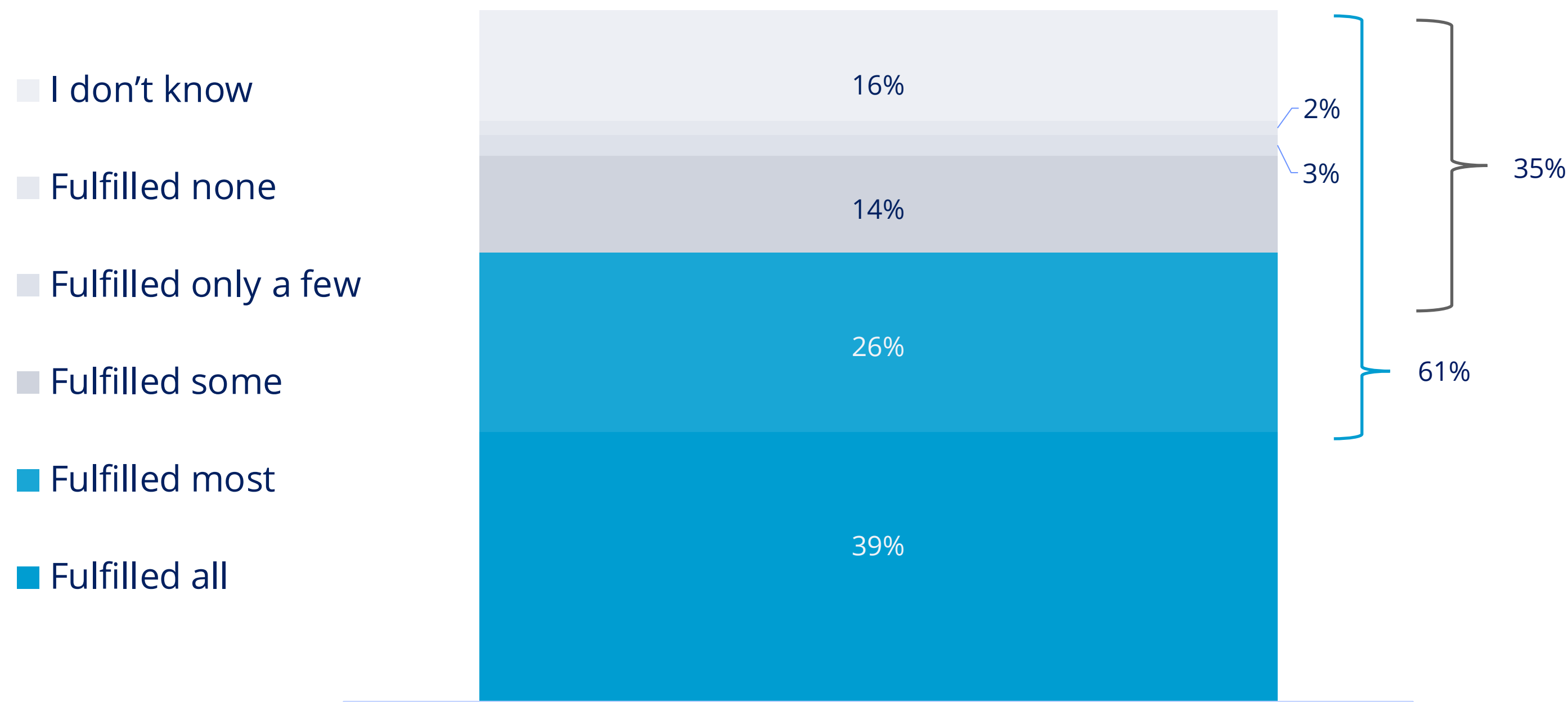
Which of the following, if any, have you seen your CEO or executive leadership do since the death of George Floyd to address issues of racism, injustice, inequity, or lack of diversity and inclusion in the company?

A year later, Employees can't say companies have fulfilled all public commitments

A year after taking a public stance, over a third (35%) of employees cannot say their companies have fulfilled most of their public commitments. A majority (61%) cannot say their companies have fulfilled all of their commitments.

Extent company has taken action and fulfilled public commitments to address racial justice and equity

AMONG THOSE WHOSE COMPANIES MADE PUBLIC COMMITMENTS, n=526



Spotlight:
66% of employees of ethnic or racial minorities cannot say their companies have fulfilled all public commitments.

Among those whose companies made public commitments: To what extent has your company taken action and fulfilled its public commitments to address racial justice and equity?

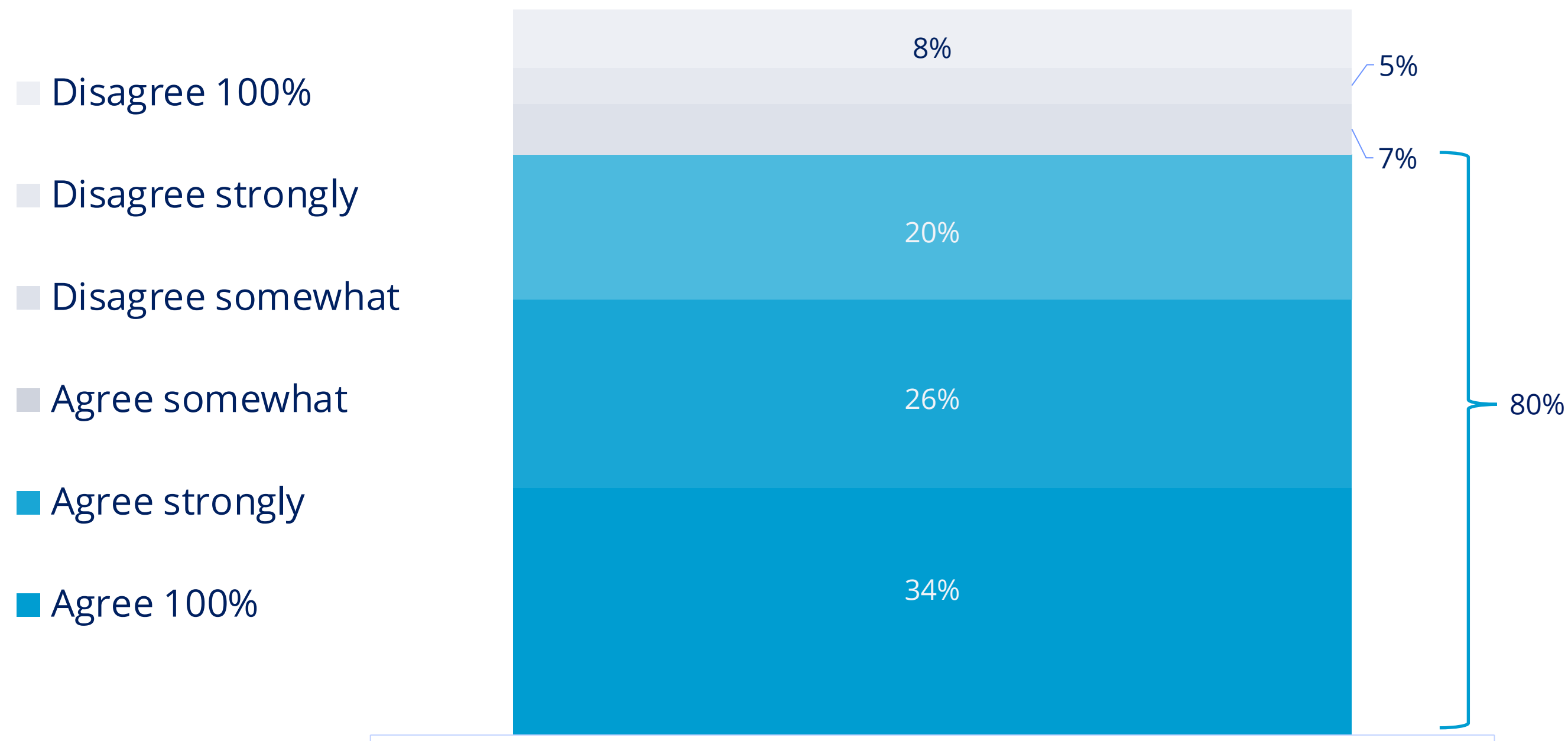


Employees say their company leadership is obligated to take action in addressing racial justice and equity

Employees overwhelmingly feel leadership needs to take action on social issues. Four in five (80%) employees believe it is the responsibility of company leadership to take action in addressing racial justice and equity.

% Who agree that it is company leadership's responsibility to take action addressing racial justice and equity

N=1,000



Spotlight:

There is unanimous agreement that company leadership is obligated to take action on addressing racial justice and equity, including among:

- White employees (77%)
- Employees of racial or ethnic minorities (86%)
- LGBTQ+ employees (94%)
- Non-LGBTQ+ employees (79%)
- Millennial employees (86%)
- Gen X employees (75%)
- Boomer employees (73%)
- Male employees (76%)
- Female employees (84%)

How strongly do you agree or disagree with the following statement? It is the responsibility of my company's leadership to take action in addressing racial justice and equity.

Employees want to have the hard conversations at work

Overwhelmingly, employees (73%) today agree that they want to have difficult conversations on social issues in the workplace.

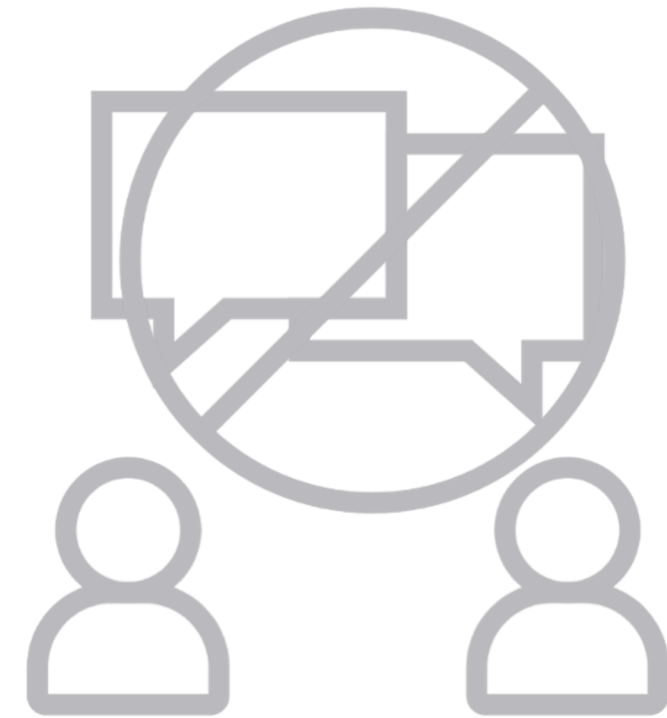
Want to have difficult conversations on social issues in the workplace.



73% of employees

vs.

Want to ignore social issues and not discuss them in the workplace.



27% of employees

Spotlight:

The majority of employees across the board are ready to engage in difficult conversations at work rather than ignore them, including:

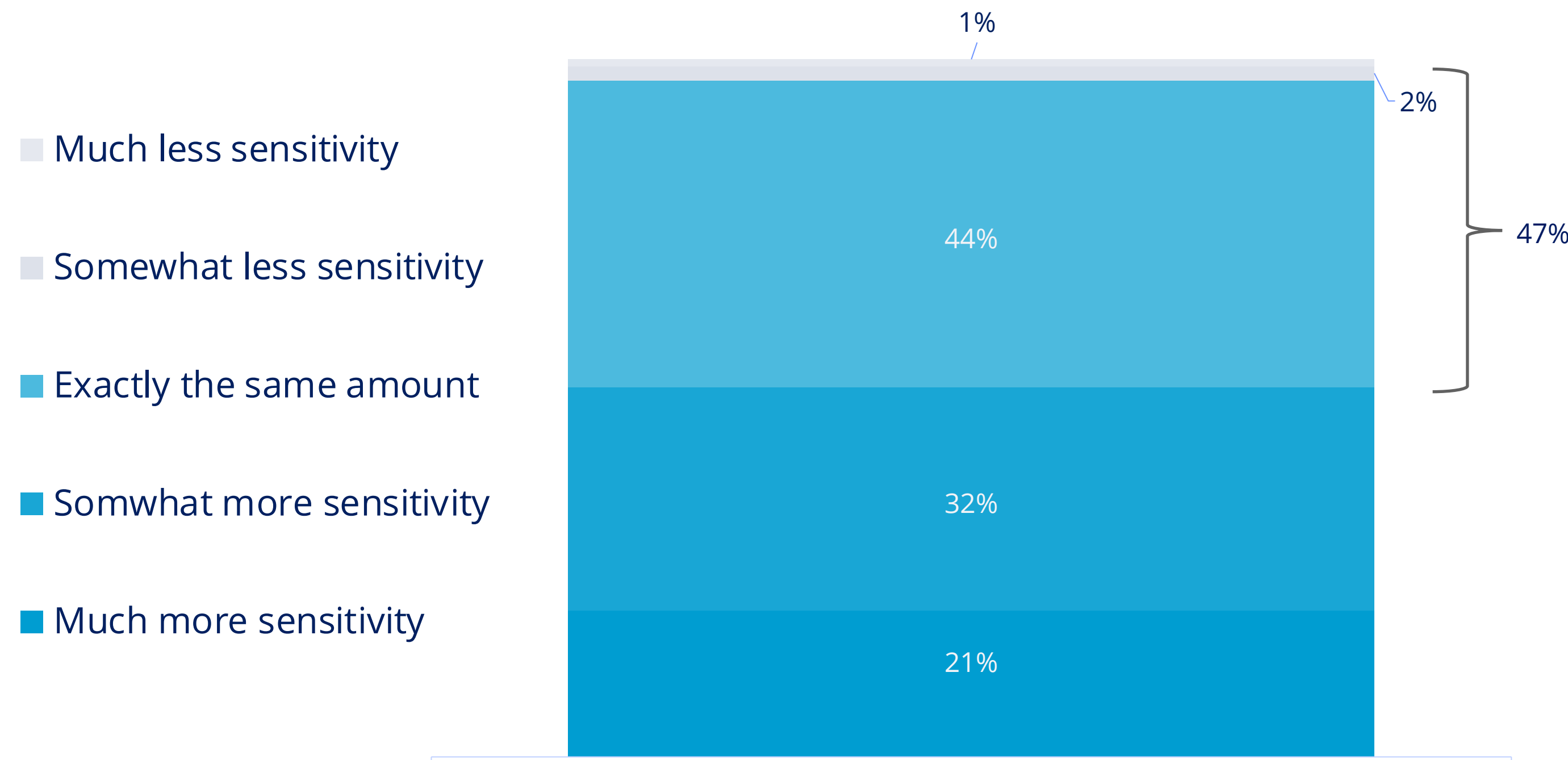
- White employees (70%)
- Employees of racial or ethnic minorities (77%)
- LGBTQ+ employees (87%)
- Non-LGBTQ+ employees (71%)
- Millennial employees (75%)
- Gen X employees (68%)
- Boomer employees (71%)
- Male employees (67%)
- Female employees (78%)

Many employees did not see positive changes in Racial sensitivity from leadership

The death of Georg Floyd marked a major shift in how our nation thinks about inclusion and equity. Even so, over 2 in 5 (47%) employees saw leadership practicing the same amount or less racial sensitivity towards employees following the death of George Floyd.

Perceived change in racial sensitivity practiced by leadership since George Floyd's death

N=1,000



Spotlight:
41% of employees of ethnic or racial minorities say they've seen company leadership practice less or the same amount of racial sensitivity towards employees.

Since the death of George Floyd, have you seen management and leadership at your company practice more, less, or exactly the same degree of racial sensitivity towards employees?

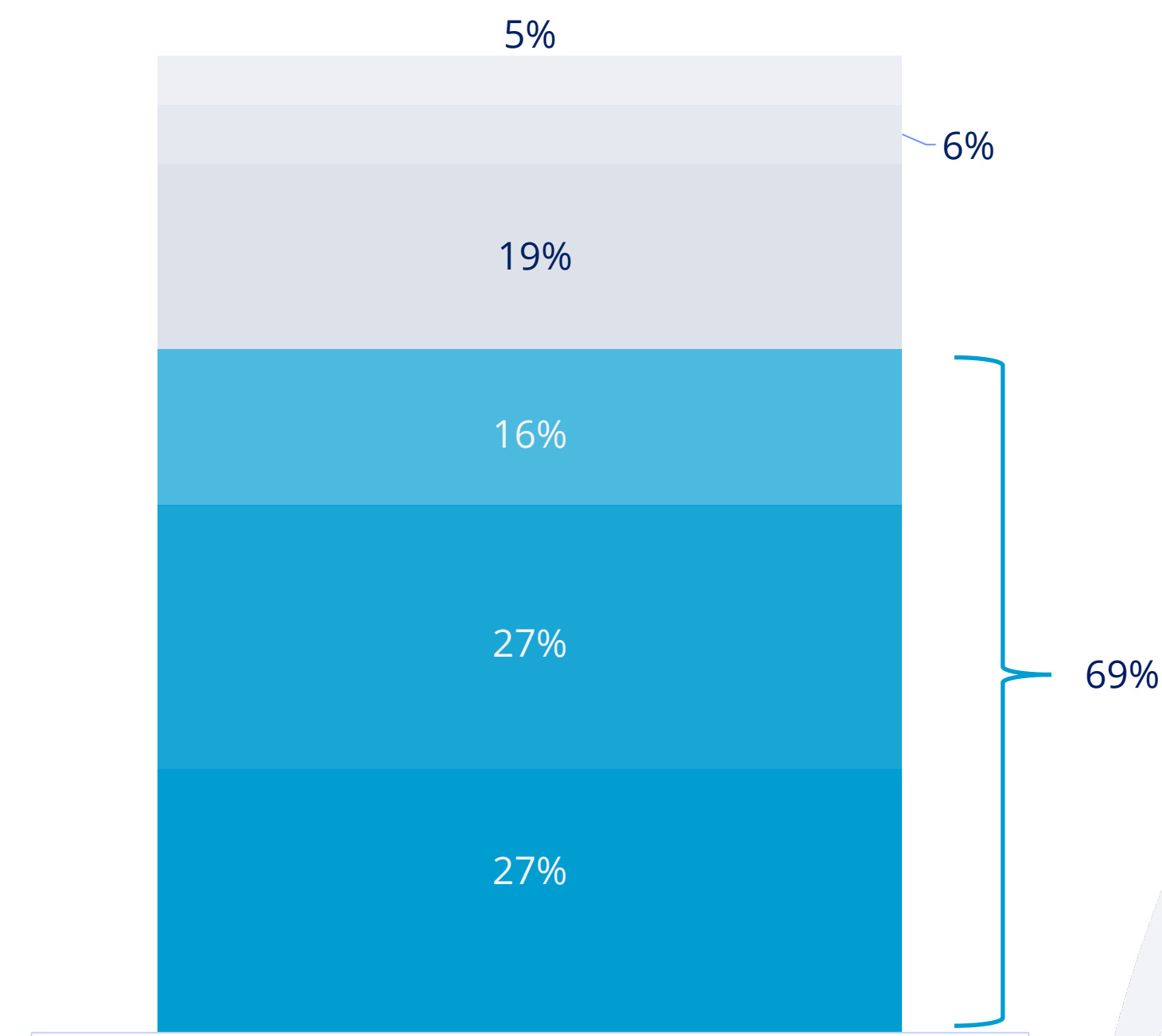
Addressing social and racial injustice results in loyalty and advocacy for the company

Companies that work towards addressing social issues also create a culture of advocacy for the company. The strong majority of employees (69%) are likely to recommend others work for their company if addressing social and racial injustice is made a priority.

Likelihood that employees would recommend others to work for company if their company made addressing social or racial injustice a significant priority

N=1,000

- Not at all likely / definitely would not do this
- Not very likely
- Unsure / might or might not
- Somewhat likely
- Very likely
- Completely likely / definitely would do this



Spotlight:

Addressing social and racial issues will result in advocacy among all, including:

- White employees (65%)
- Employees of racial or ethnic minorities (78%)
- LGBTQ+ employees (79%)
- Non-LGBTQ+ employees (68%)
- Millennial employees (80%)
- Gen X employees (63%)
- Boomer employees (55%)
- Male employees (67%)
- Female employees (71%)

How likely, if at all, would you be, to recommend others to work for your company if it made addressing social or racial injustice a significant priority as part of its corporate culture?



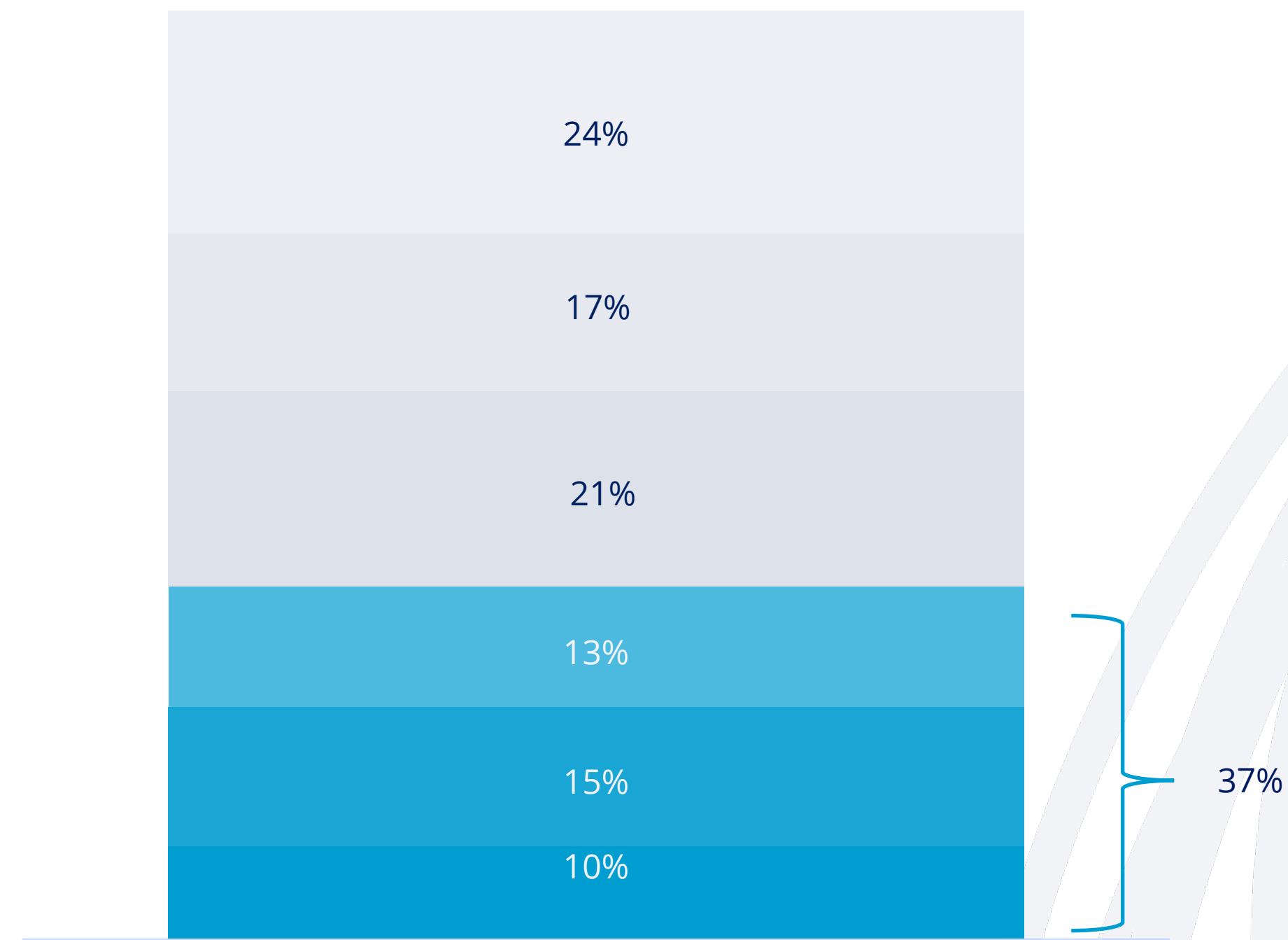
Failure to address social issues impacts employee retention

Companies that don't address social or racial injustice may lose top talent. More than a third (37%) of employees are likely to quit their job if their company failed to include addressing social or racial injustice as a top priority in corporate culture.

Likelihood that employees would quit if company failed to address social or racial injustice as a significant priority

N=1,000

- Not at all likely / definitely would not do this
- Not very likely
- Unsure / might or might not
- Somewhat likely
- Very likely
- Completely likely / definitely would do this



Spotlight:

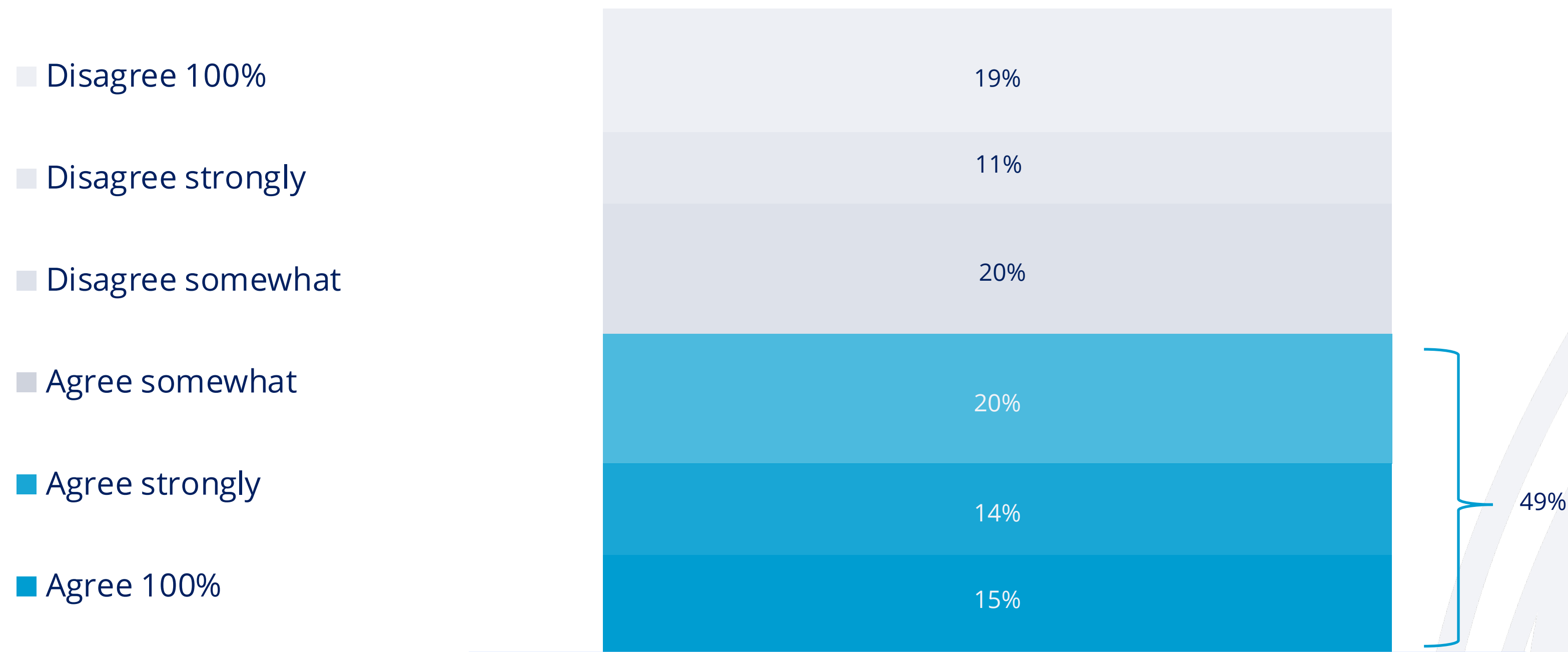
Failure to prioritize addressing social and racial injustice can lead to huge losses of employees including half or more Hispanic employees (54%), LGBTQ+ employees (61%), and Millennial employees (50%).

How likely, if at all, would you be, to recommend others to work for your company if it made addressing social or racial injustice a significant priority as part of its corporate culture?

Lack of inclusivity further stalls the return to in-person work

Among those currently working from home, a work culture that is not inclusive may deter a significant number of employees from returning to the office. Nearly half (49%) of employees say a lack of inclusivity in the workplace makes them less likely to choose in-person work.

% Who agree that the lack of inclusivity makes them less likely to choose in-person work
AMONG THOSE CURRENTLY WORKING FROM HOME, n=546



Spotlight:
Employees would rather stay away from the office if it means going back to a non-inclusive culture. This includes, employees of racial or ethnic minorities (60%) and Millennial employees (59%).

How strongly do you agree or disagree with the following statement? The lack of inclusivity in my workplace makes me less likely to choose in-person work.

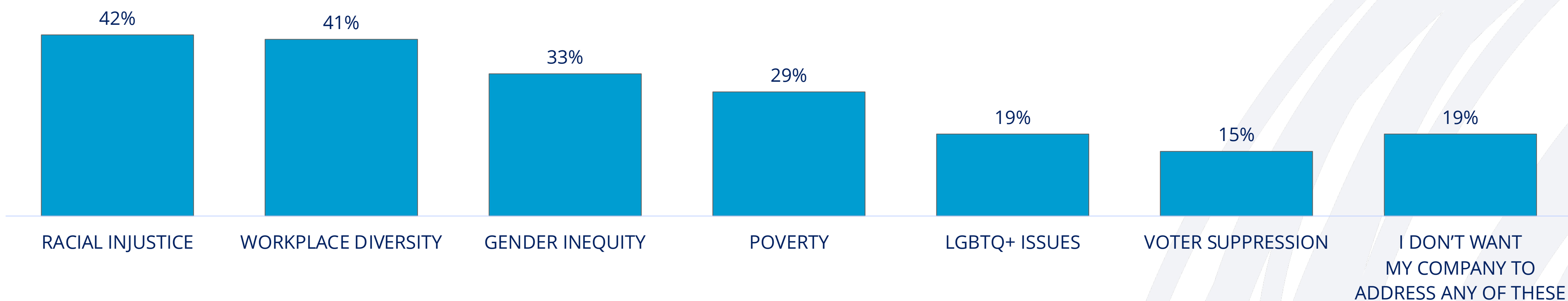


Racial injustice continues to be an area employees want their companies to prioritize

Looking ahead, companies need to maintain and remain focused on racial injustice. Addressing racial injustice is a top priority issue that employees want addressed along with workplace diversity.

Issues employees would like their company to prioritize most in the coming year

N=1,000



Looking ahead, which of the following issues, if any, would you like your company to prioritize most in the coming year? Please select up to three areas.



About Benevity

Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. A finalist in Fast Company's 2020 World Changing Ideas Awards, many iconic brands rely on Benevity's cloud solutions to power their purpose in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 20 languages, Benevity has processed more than 7 billion dollars in donations and 38 million hours of volunteering time, facilitated 340,000 positive actions and awarded over one million grants to 303,000 nonprofits worldwide. For more information, visit www.benevity.com.