



# Racial Justice and Equity *Survey*

June 17, 2021

# Research *Objective*

**On the eve of Juneteenth, a year after the global grassroots movement for racial justice...**

How are employees feeling about their company's commitment to and action on racial equity and social justice?





# 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 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**

**Millennial employees**

*25-40*

**N=411**

**Gen X employees**

*41-56*

**N=321**

**Boomer employees**

*57-75*

**N=187**

**Male employees**

**N=495**

**Female employees**

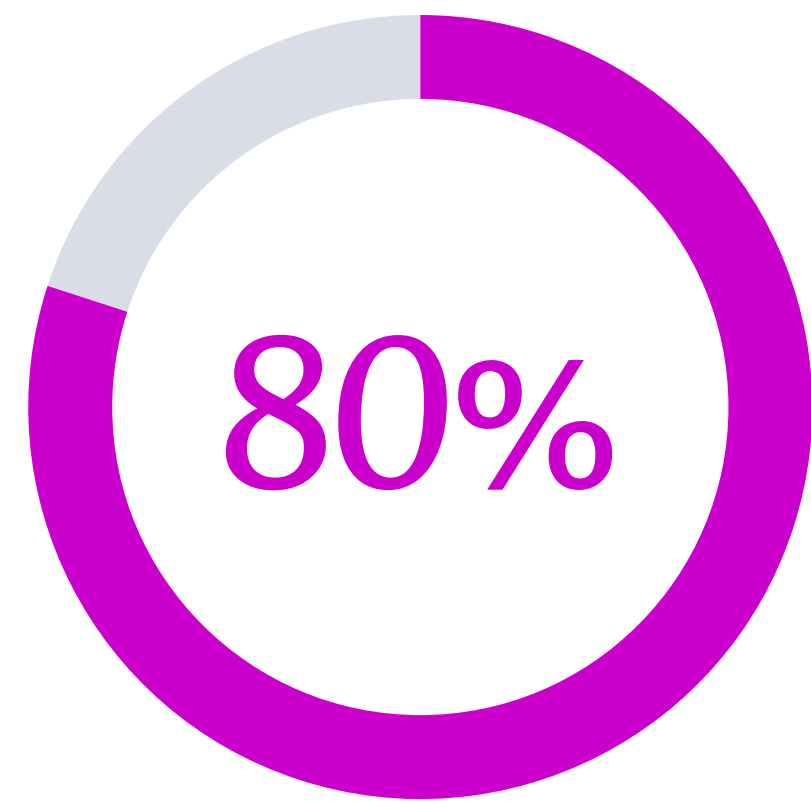
**N=495**

*The margin of error for the survey is +/- 3.1 percentage points at the 95% confidence level.*



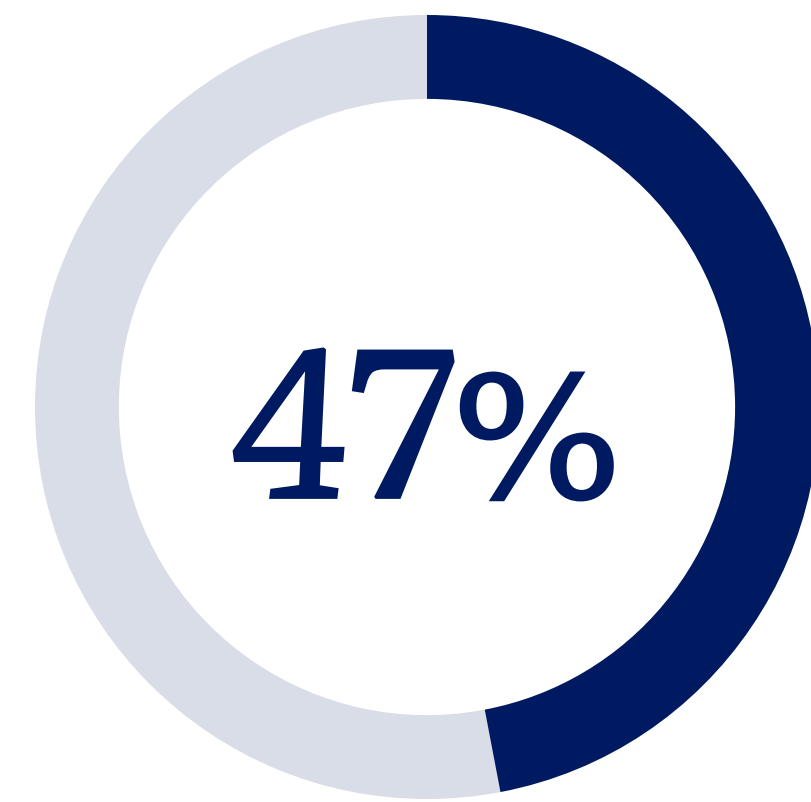
# *Key* Findings

# Employees Want More From their Employers on Racial & Social Justice (and they mean business!)



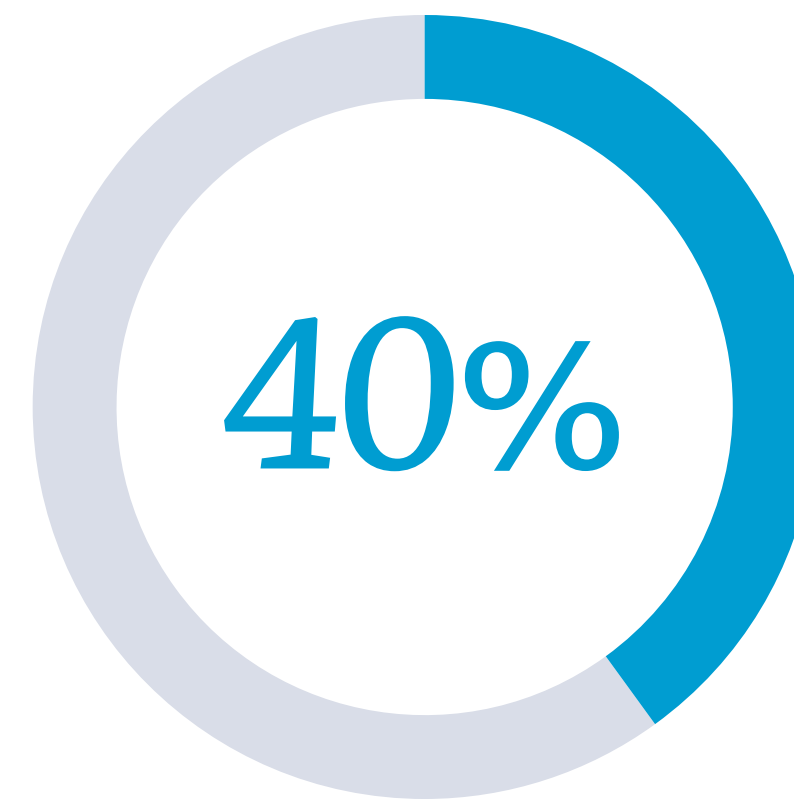
of employees believe it is the responsibility of company leadership to take action in addressing racial justice and equity

but nearly half



have not seen or do not know if their company made any public commitments to address racial justice and equity issues in the last year

at the same time



of employees said they would likely quit their jobs if their company did not prioritize addressing social or racial injustice

This sentiment is even more pronounced among people of color with **55% of Hispanic employees** and **47% of Black employees** likely to quit compared to just **35% of white employees**



# The “Say-Do” Gap Persists

More than half (55%) of employees have heard company leadership address social issues, but far fewer have seen action. Companies have a huge opportunity to demonstrate action by committing more resources.



*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?*

# Employees Want to Have the **Hard Conversations** At Work

Overwhelmingly



vs.



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

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

## Who Cares the Most?

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

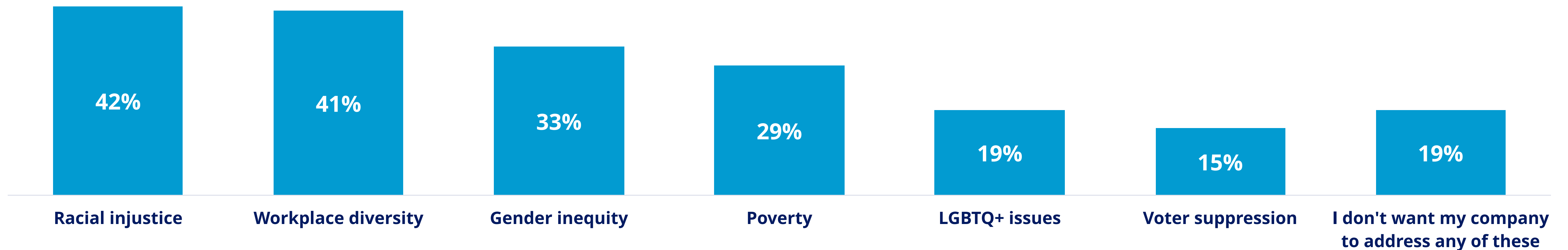
- LGBTQ+ employees (87%)
- Female employees (78%)
- Employees of racial or ethnic minorities (77%)
- White employees (70%)
- Non-LGBTQ+ employees (71%)
- Millennial employees (75%)
- Gen X employees (68%)
- Boomer employees (71%)
- Male employees (67%)





# Companies As Trusted Source of *Information and Action*

Looking ahead, companies need to remain focused on racial and social injustice, along with other issues of inclusion and equity both in the workplace and outside of it.



*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.*



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

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

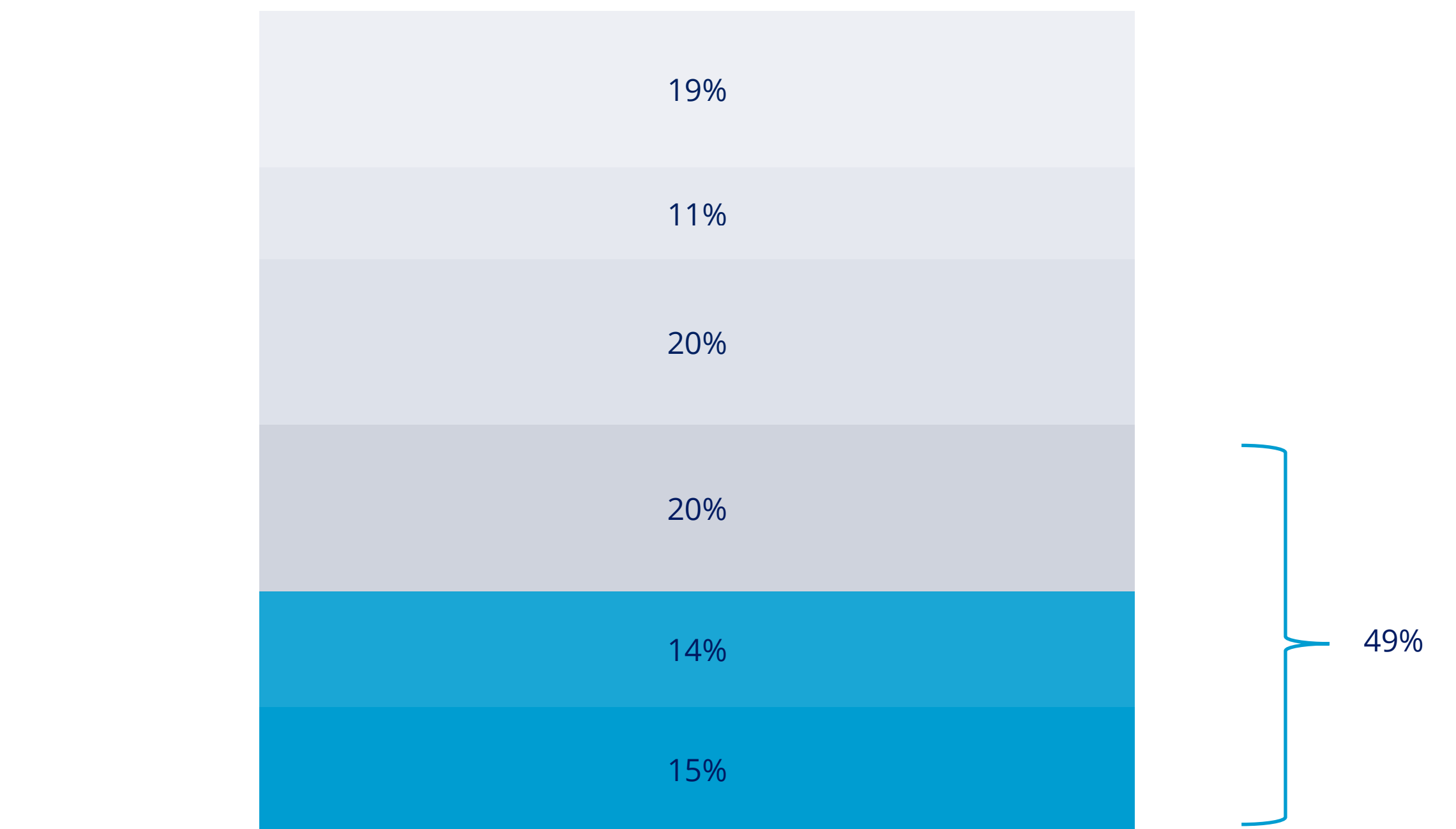
Among those currently working from home, n=546

*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.*

- Disagree 100%
- Disagree strongly
- Disagree somewhat
- Agree somewhat
- Agree strongly
- Agree 100%

### Spotlight:

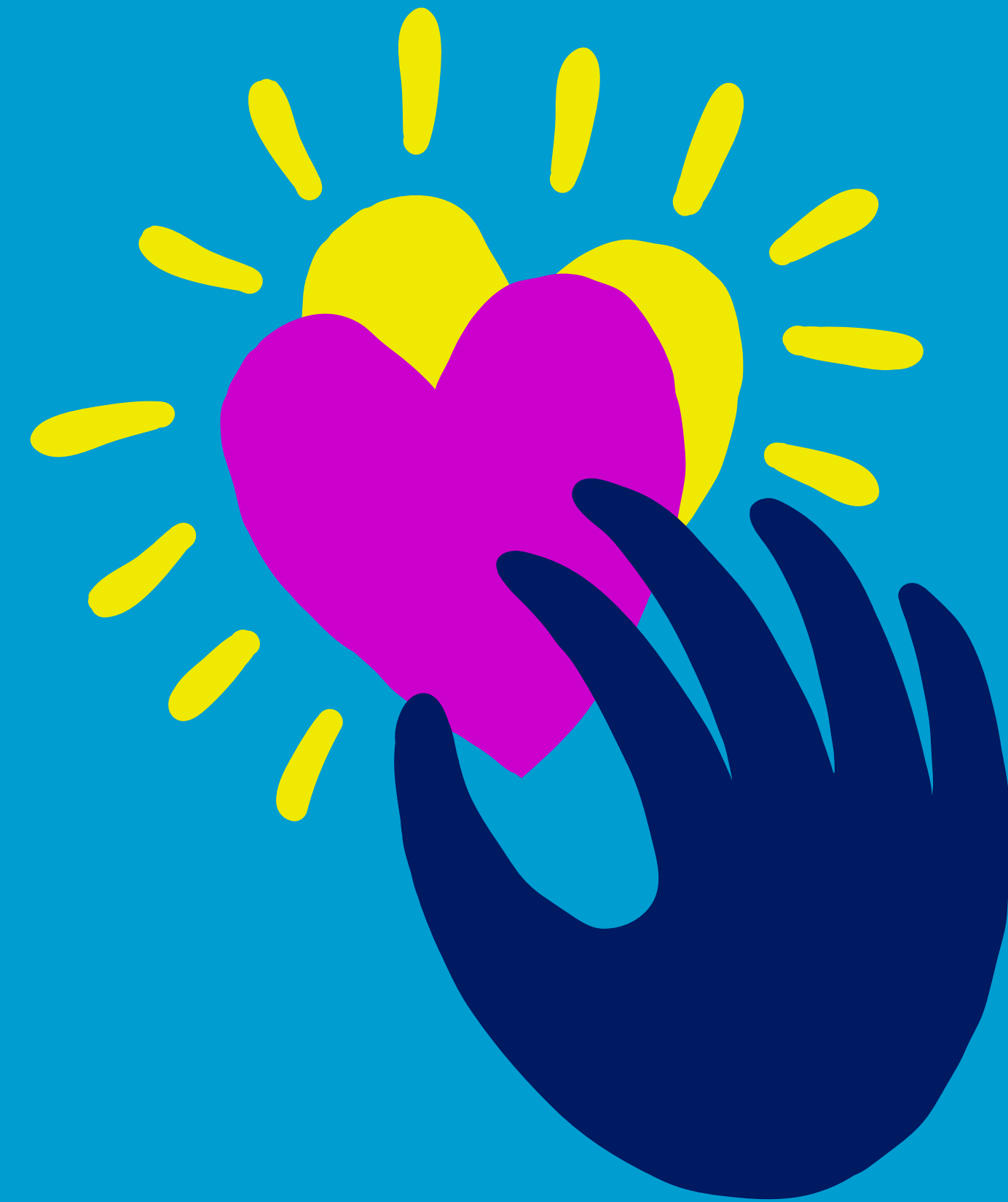
Employees would rather stay away from the office if it means going back to a non-inclusive culture. This includes, employees of racial or ethnic minorities (60%) and Millennial employees (59%).



# Corporate culture as *community*

Just a few ways companies can create a culture of community, action and inclusion:

- ✓ Participatory grantmaking
- ✓ Open cause choice
- ✓ Donation matching campaigns for racial/social justice causes
- ✓ Executive peer matching
- ✓ Volunteer opportunities
- ✓ User-generated content
- ✓ Learning content (created by Benevity, content partners or ERGs)



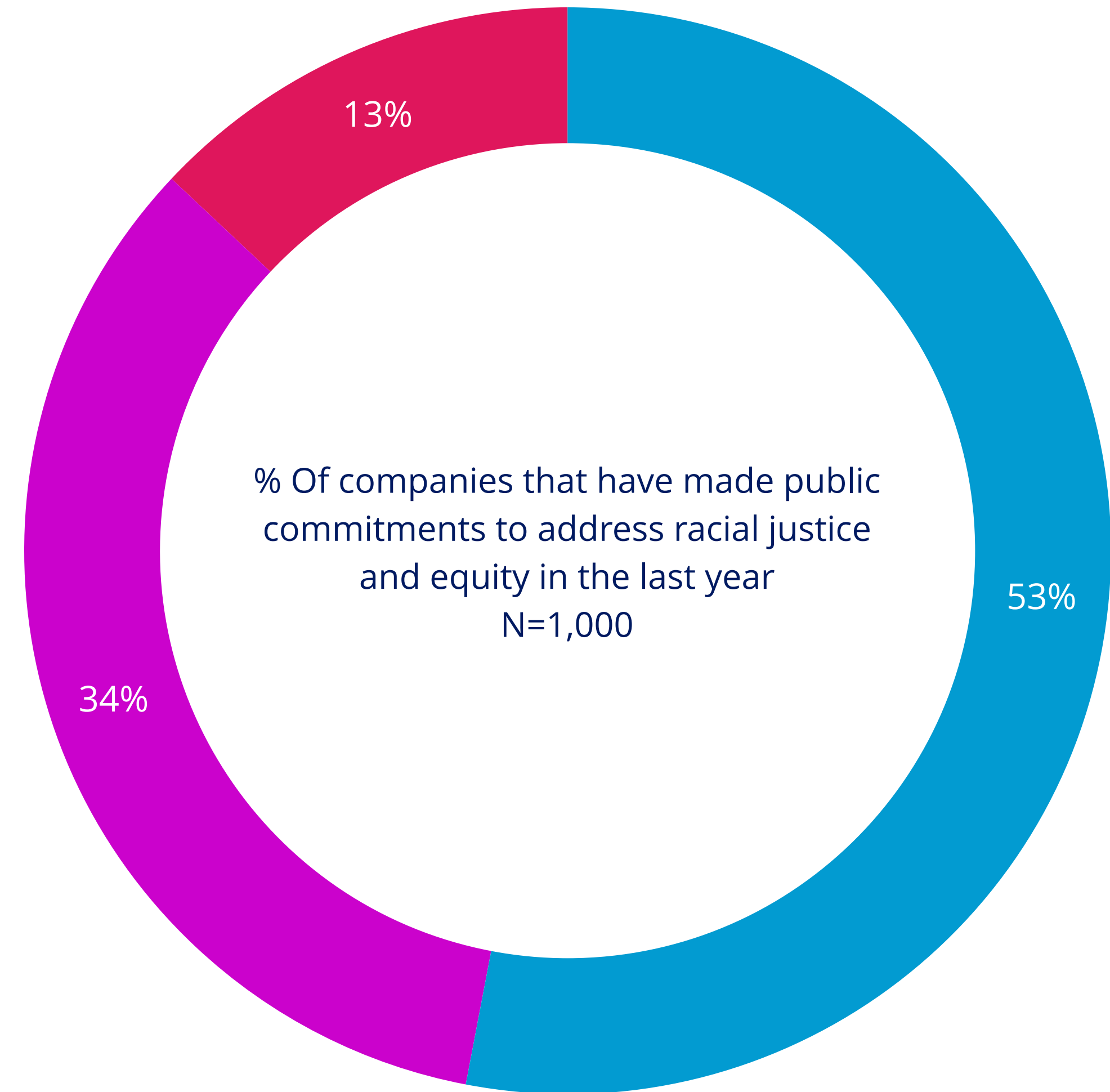


# *Additional Research* Findings

# 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.

● Yes    ● No    ● I don't know



*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?*

# 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.

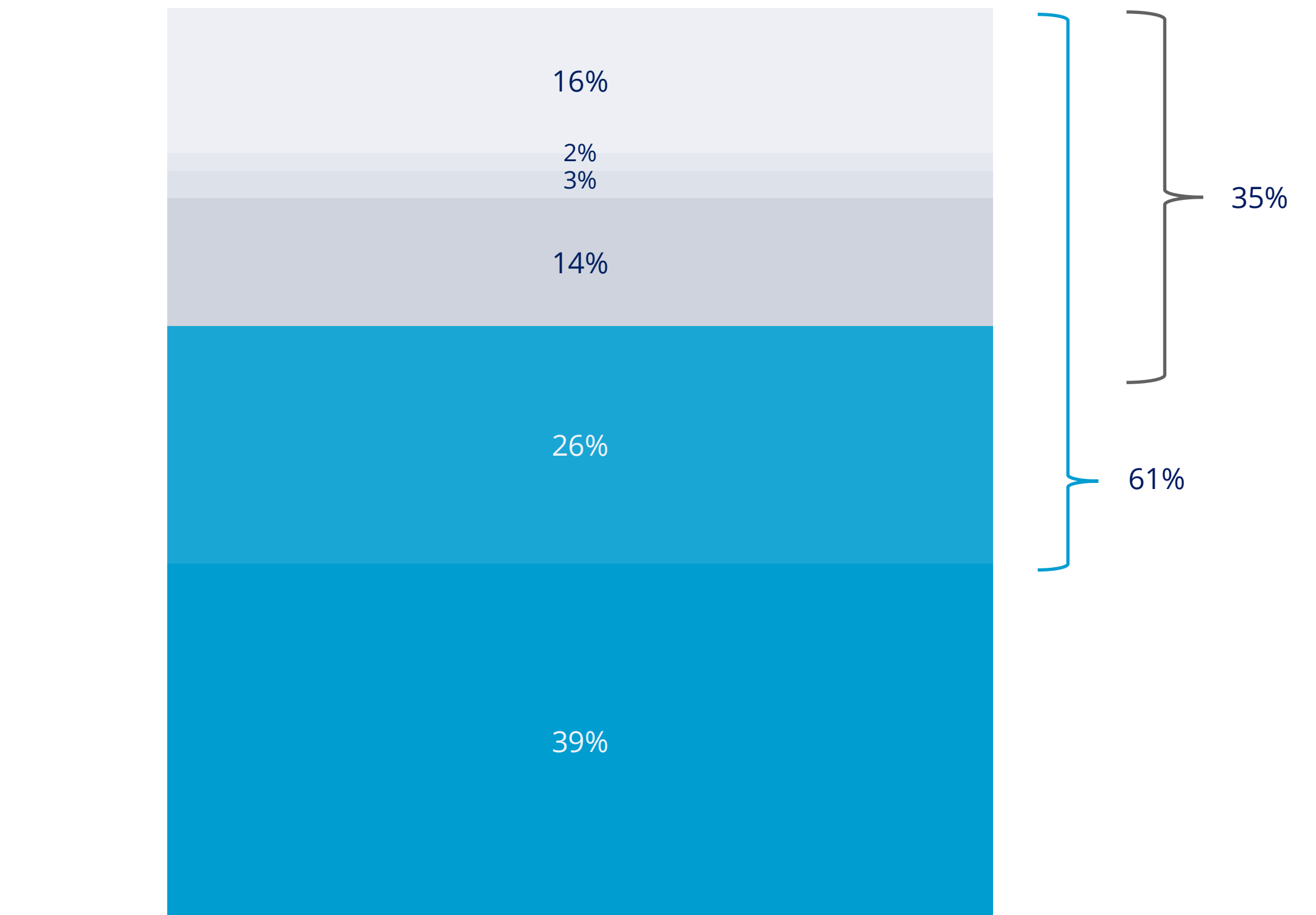
## Extent company has taken action and fulfilled public commitments to address racial justice and equity

Among those whose companies made public commitments, n=526

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?

- I don't know
- Fulfilled none
- Fulfilled only a few
- Fulfilled some
- Fulfilled most
- Fulfilled all

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



# 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

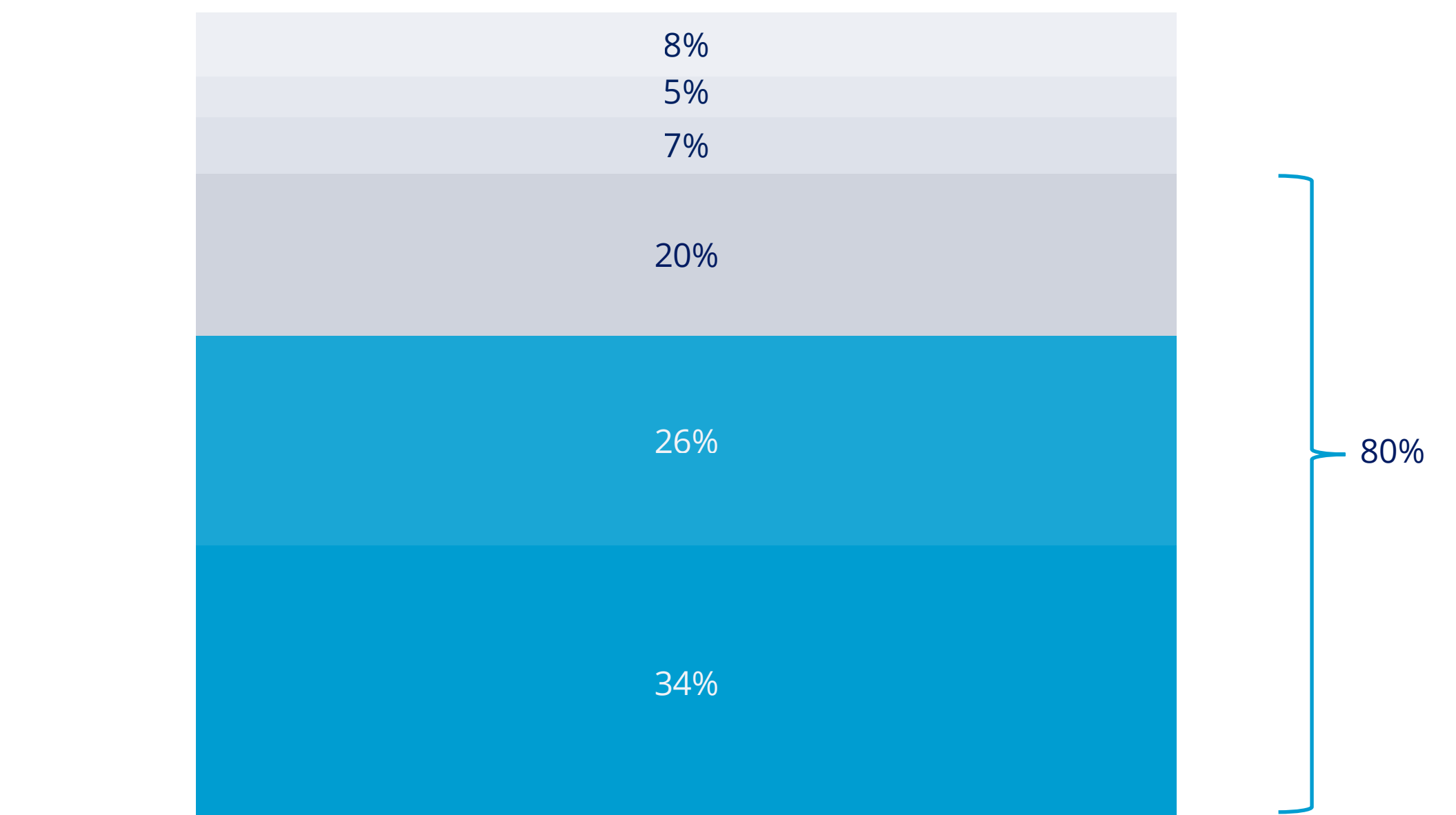
*How strongly do you agree or disagree with the following statement? It is the responsibility of my company's leadership to take action in addressing racial justice and equity.*

- Disagree 100%
- Disagree strongly
- Disagree somewhat
- Agree somewhat
- Agree strongly
- Agree 100%

### 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%)





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

The death of George 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

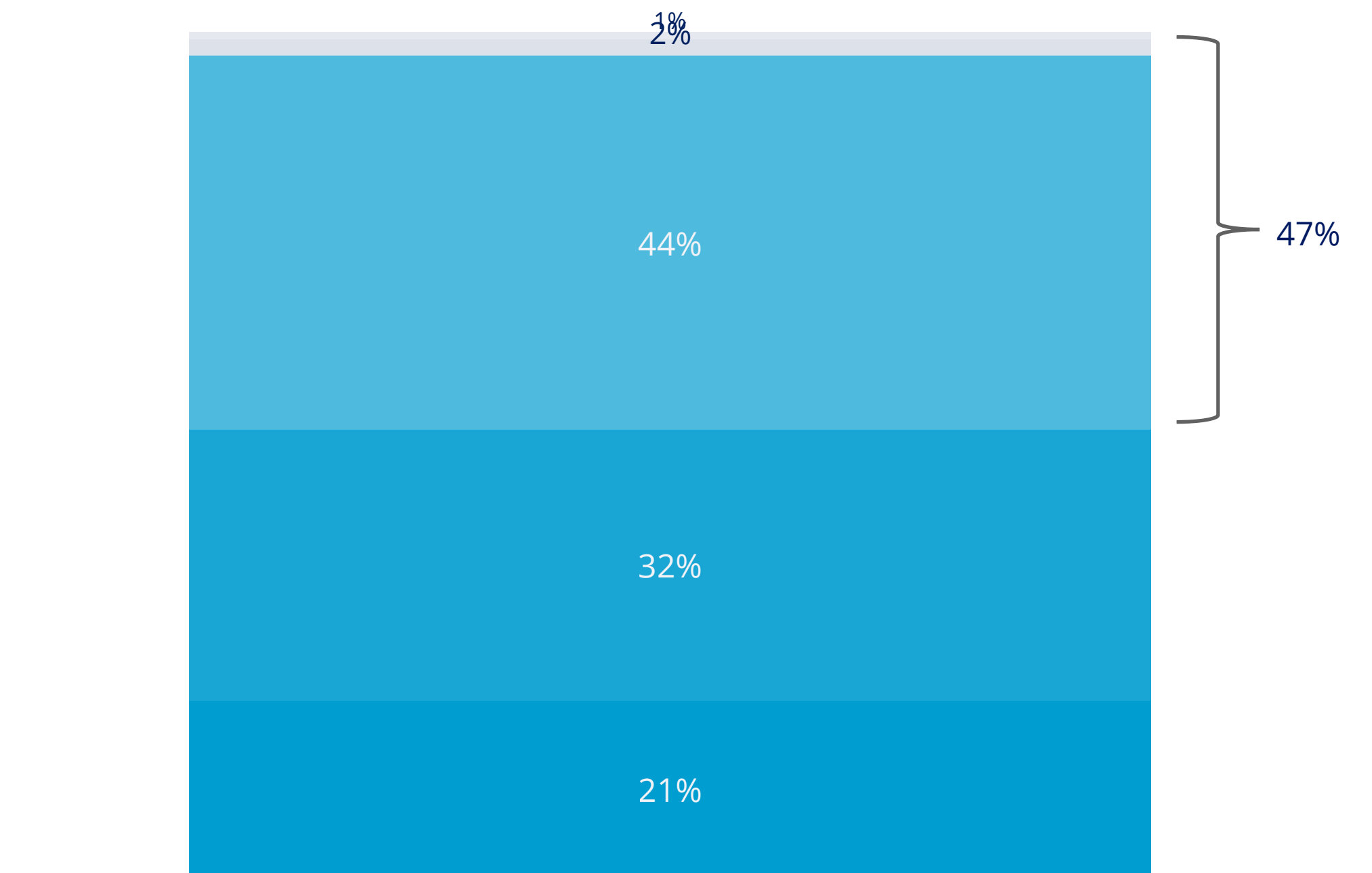
N=1,000

*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?*

- Much less sensitivity
- Somewhat less sensitivity
- Exactly the same amount
- Somewhat more sensitivity
- Much more sensitivity

### 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.





# 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

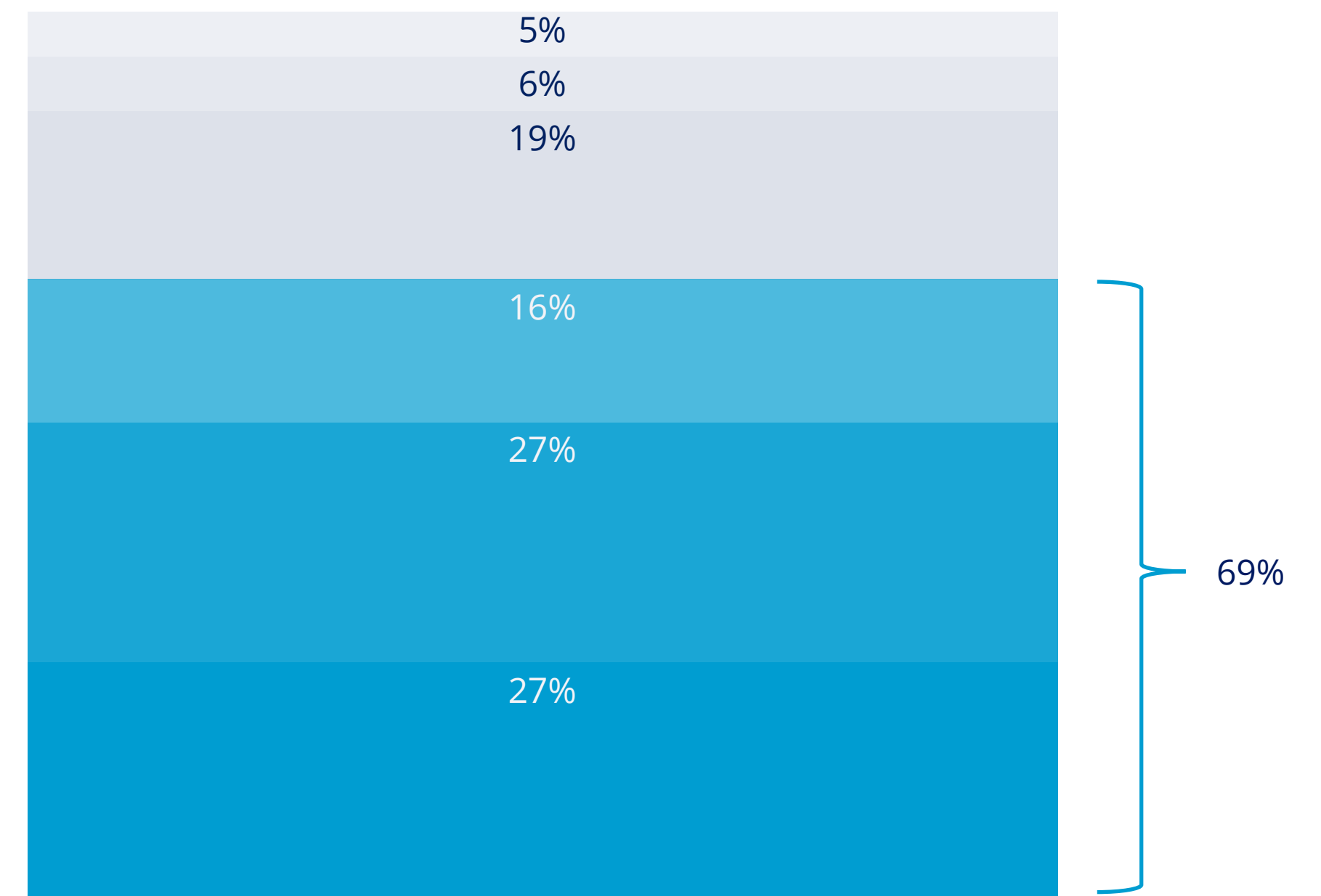
*How likely, if at all, would you be, to recommend others to work for your company if it made addressing social or racial injustice a significant priority as part of its corporate culture?*

- 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%)



# 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

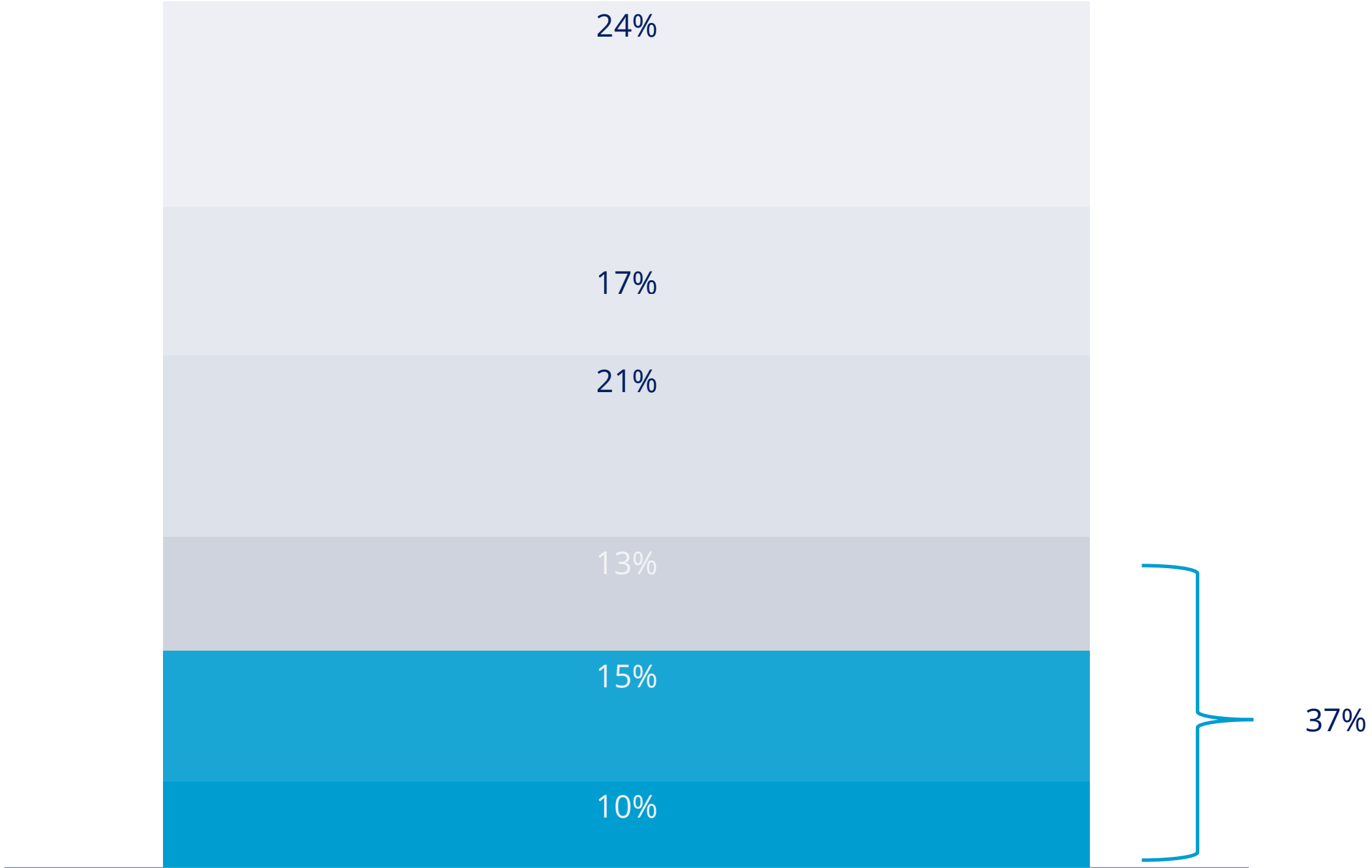
N=1,000

*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?*

- 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%).





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