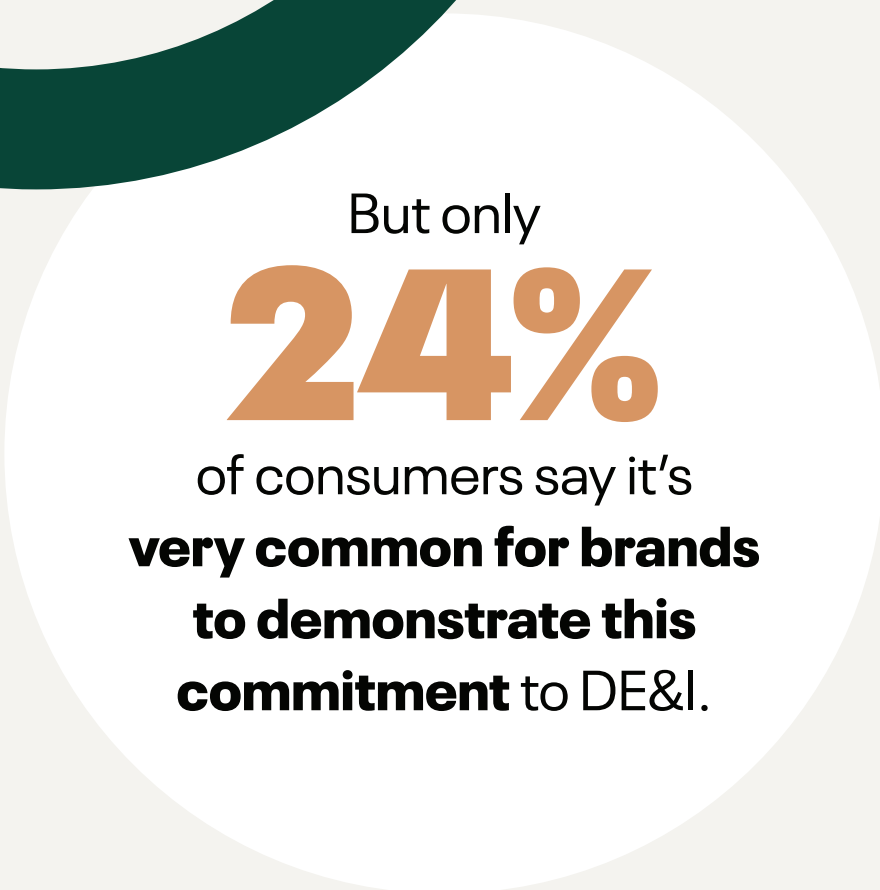
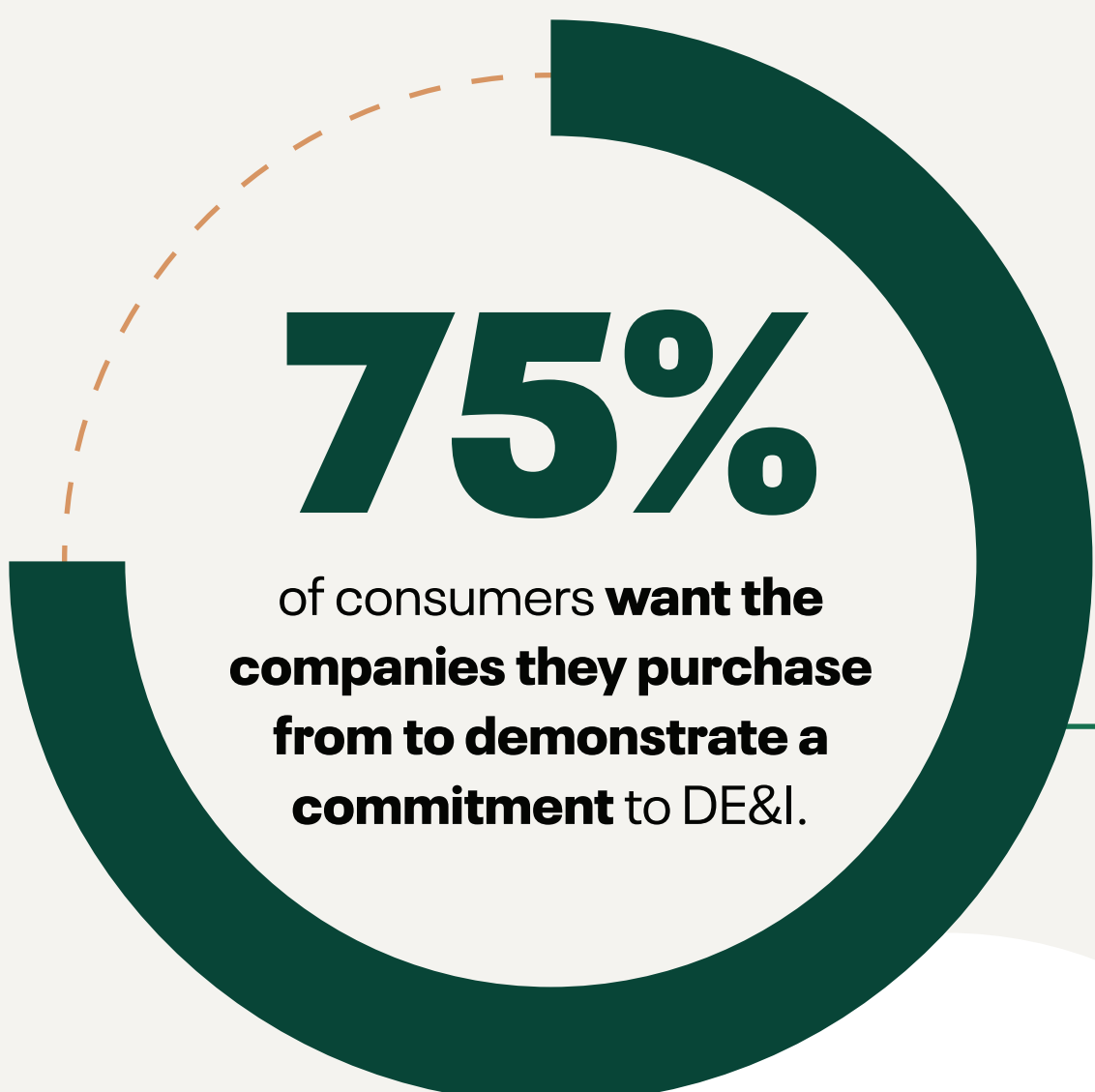


THE DE&I DIGEST

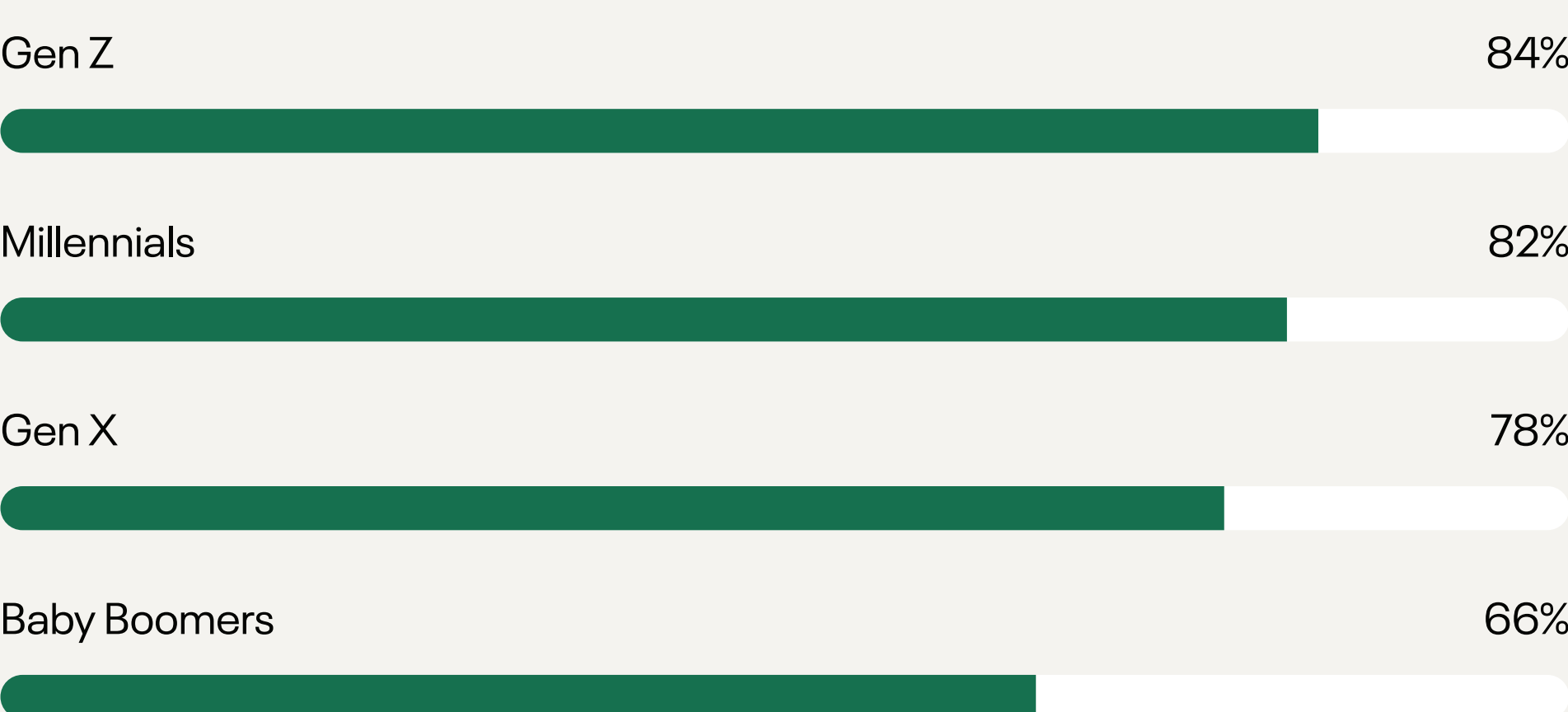
# What Does DE&I Really Mean to Consumers?

In a recent CARAVAN survey, Big Village asked 1,000 consumers (representative of the U.S. population) how important it is that a company or brand demonstrate a commitment to diversity, equity, and inclusion. We also asked open-ended questions about what it looks like when a company or brand authentically demonstrates the following terms: equity, inclusivity, and diversity. So, how do different demographic groups define these key terms?



**Consumers expect brands to care about diversity, equity and inclusion** and they're putting their money where their mouth is.

It's an even bigger issue for Millennials and Gen Z:



## Consumers expect to see companies...



**61%**

Treat all staff similarly and fairly, regardless of culture, background, or ability.

**52%**

Regularly show people of different cultures, abilities, and/or beliefs in advertisements.

**49%**

Offer products and services that are useful to a diverse range of people

**While there is agreement on the need for DE&I, the language to communicate authentic DE&I varies for different groups.**

### DIVERSITY

LGBTQ+ consumers are **25x more likely** to mention sexuality and orientation when describing diversity.

African American consumers mention "hire" **10x more** than non-black when discussing diversity.

Consumers with disabilities are **4x as likely** to use the word "all" when describing "equity."

### EQUITY

Hispanics are **12x more likely** to view equity as a lack of discrimination

African American consumers are **11x more likely** to use the word "everybody" when discussing "equity."

LGBTQ+ consumers are **4x more likely** to use "fair" to describe "equity."

### INCLUSION

Heterosexual & able-bodied consumers are **2x more likely** to mention advertising when describing inclusiveness.

Consumers of color, are **3x more likely** to describe authentic inclusivity as "real"

Hispanics were **2x more likely** to call out employment opportunities for specific ethnicities (ex: people of color in leadership.)

For a company to authentically demonstrate a commitment to diversity, it should **offer employee benefits that recognize and address the needs** of people of all different abilities, religions, sexual orientations, gender identities, ages, etc."



They don't judge you because of your race, religion, sexual orientation, or your age. **They would treat everyone the same and rules would apply to everyone.** No favoritism."

A brand is inclusive when they **include people from a variety of groups without being asked to.** They're being inclusive because they want to, not because they're expected to."

