



# **Diversity & Inclusion:** Brands and Consumer Purchase Intent

# Background

**ThinkNow** conducted a nationwide online survey of American adults 18 to 64 years of age to understand the impact of companies who show a commitment to supporting diversity and inclusion.

## Methodology



Online via  
ThinkNow's Omnibus Study  
Survey Method



April 2021  
Field Timing



1500  
Base Size



18 to 64  
Years of Age  
Screening Criteria



National  
Regional Coverage

# What does diversity and inclusion mean to you?

Diversity and inclusion means "racial equality" for the majority of Americans.





# What does diversity and inclusion mean to you?

Younger generations are more likely to see "gender equality" as an example of diversity and inclusion.

## Age Groups:

**A** Gen Z: 18 - 22  
(n=190)

**C** Gen X: 39 - 54  
(n=526)

**B** Millennials: 23 - 38  
(n=524)

**D** Boomers: 55 - 64  
(n=310)

### Racial Equality



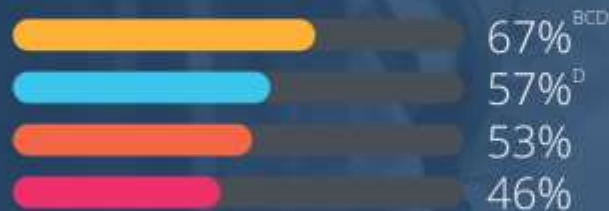
### Generational Equality



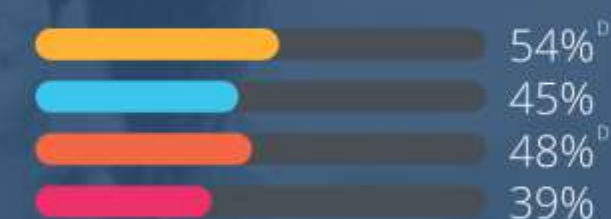
### LGBTQIA Equality



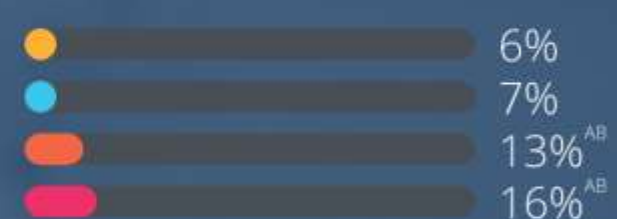
### Gender Equality



### Differently Abled Equality



### Other

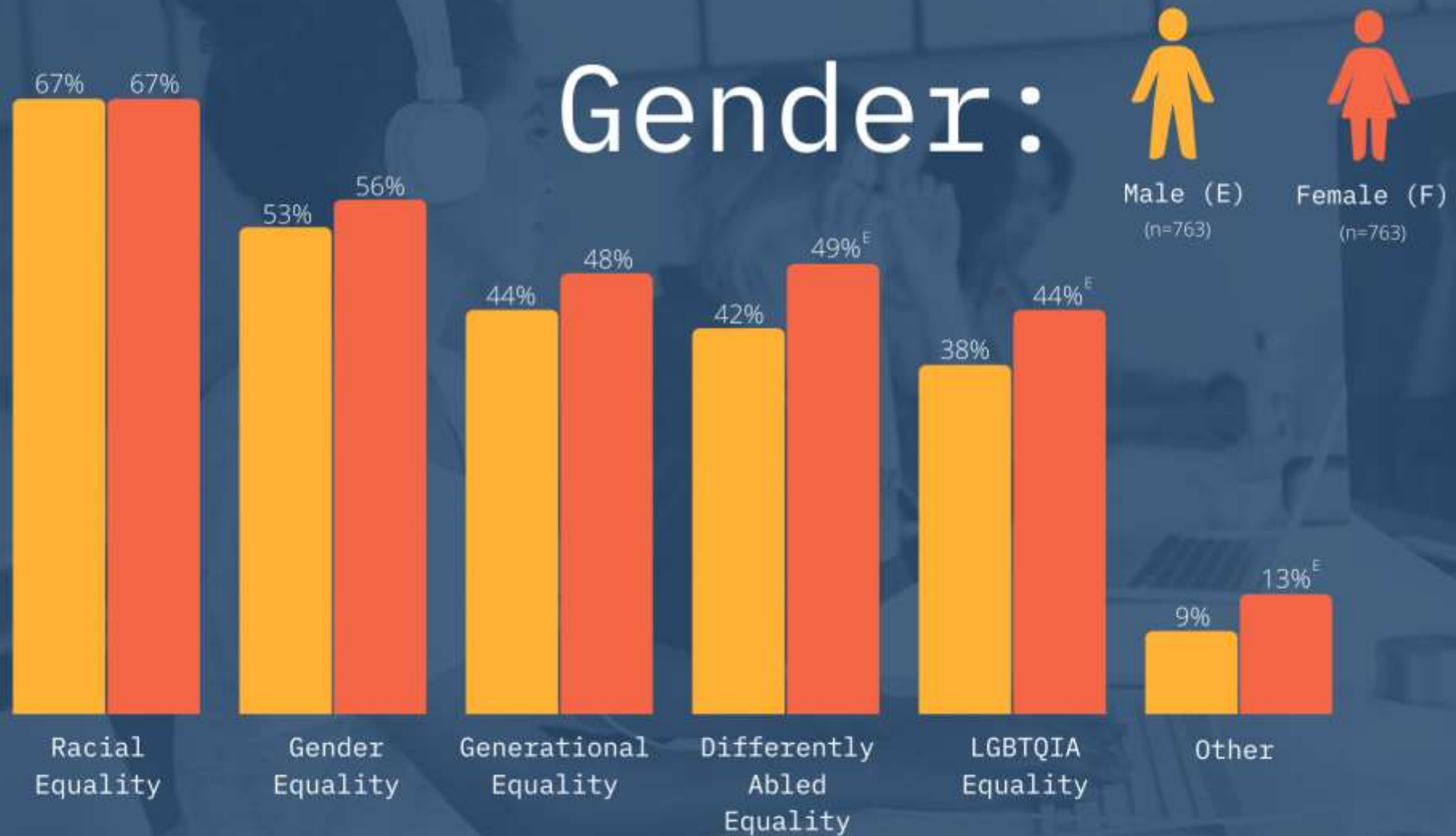


\*Letter indicate significant difference at 95% confidence level.

Base: Total Market

# What does diversity and inclusion mean to you?

Women are more likely than men to see "differently abled equality" and "LGBTQIA equality" as an example of diversity and inclusion.

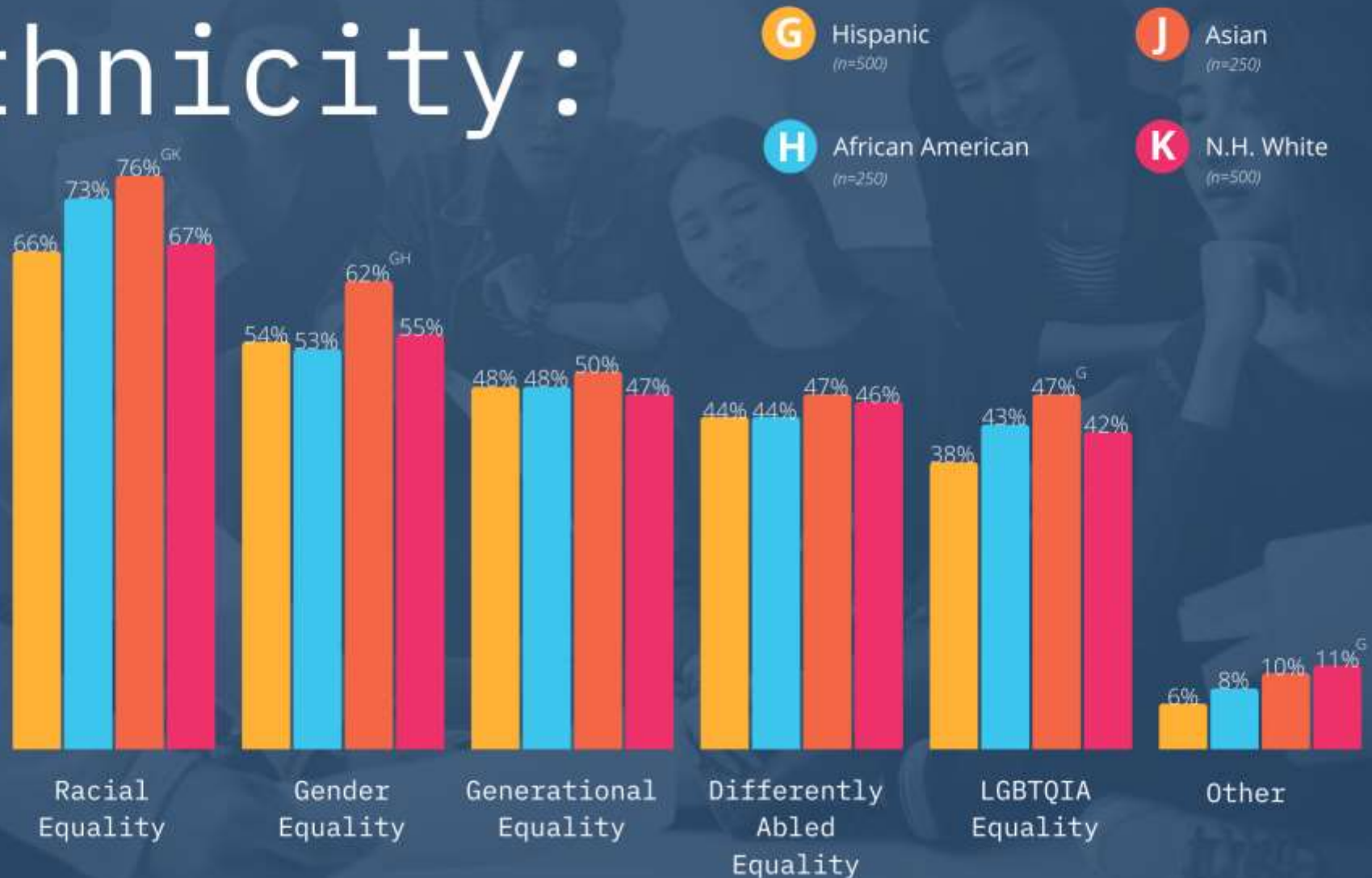


\*Letter indicate significant difference at 95% confidence level.

# What does diversity and inclusion mean to you?

Asian Americans are more likely to see "racial equality" as an example of diversity and inclusion, Hispanics and Non-Hispanic Whites are less likely.

## Ethnicity:

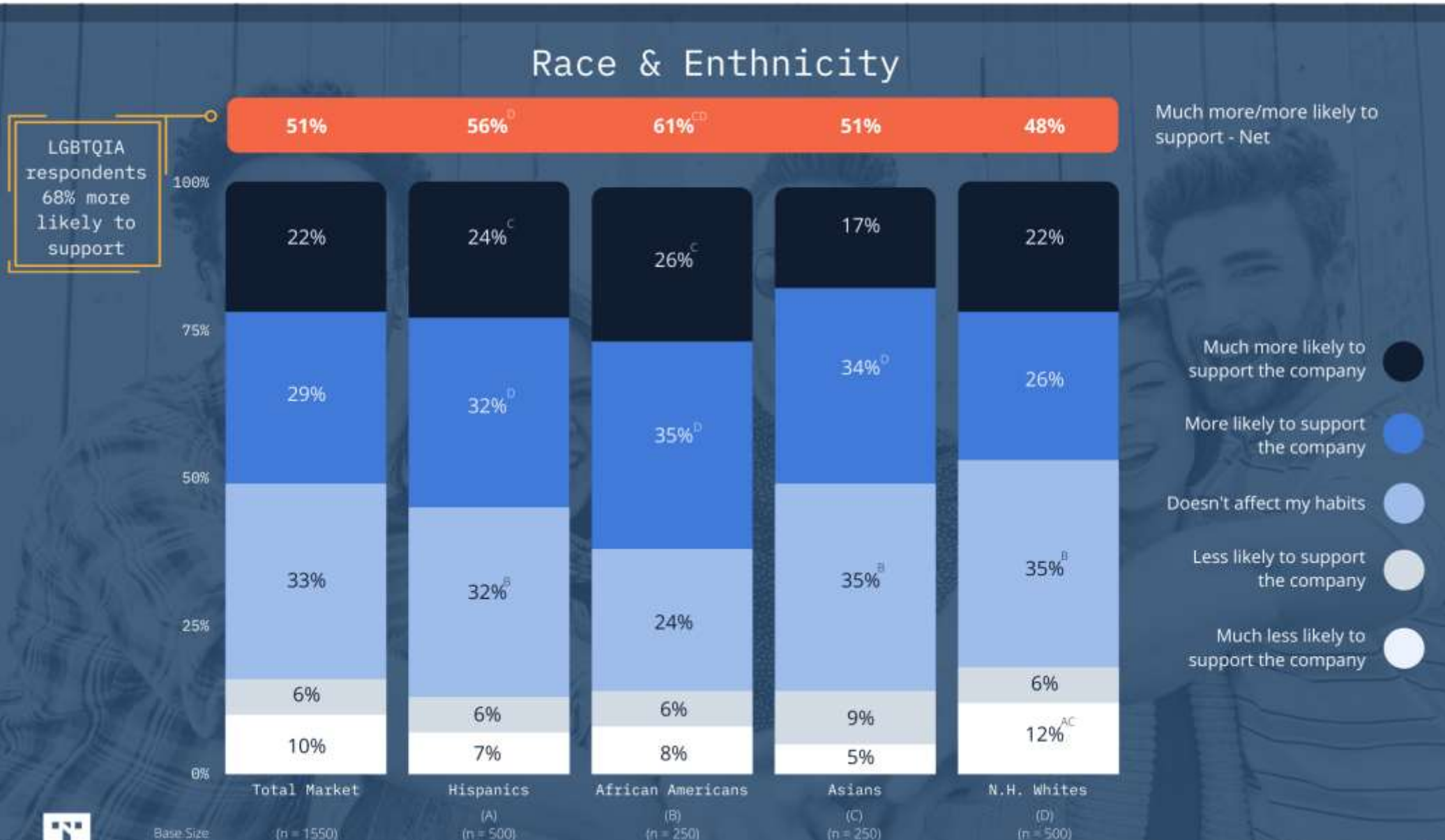


\*Letter indicate significant difference at 95% confidence level.



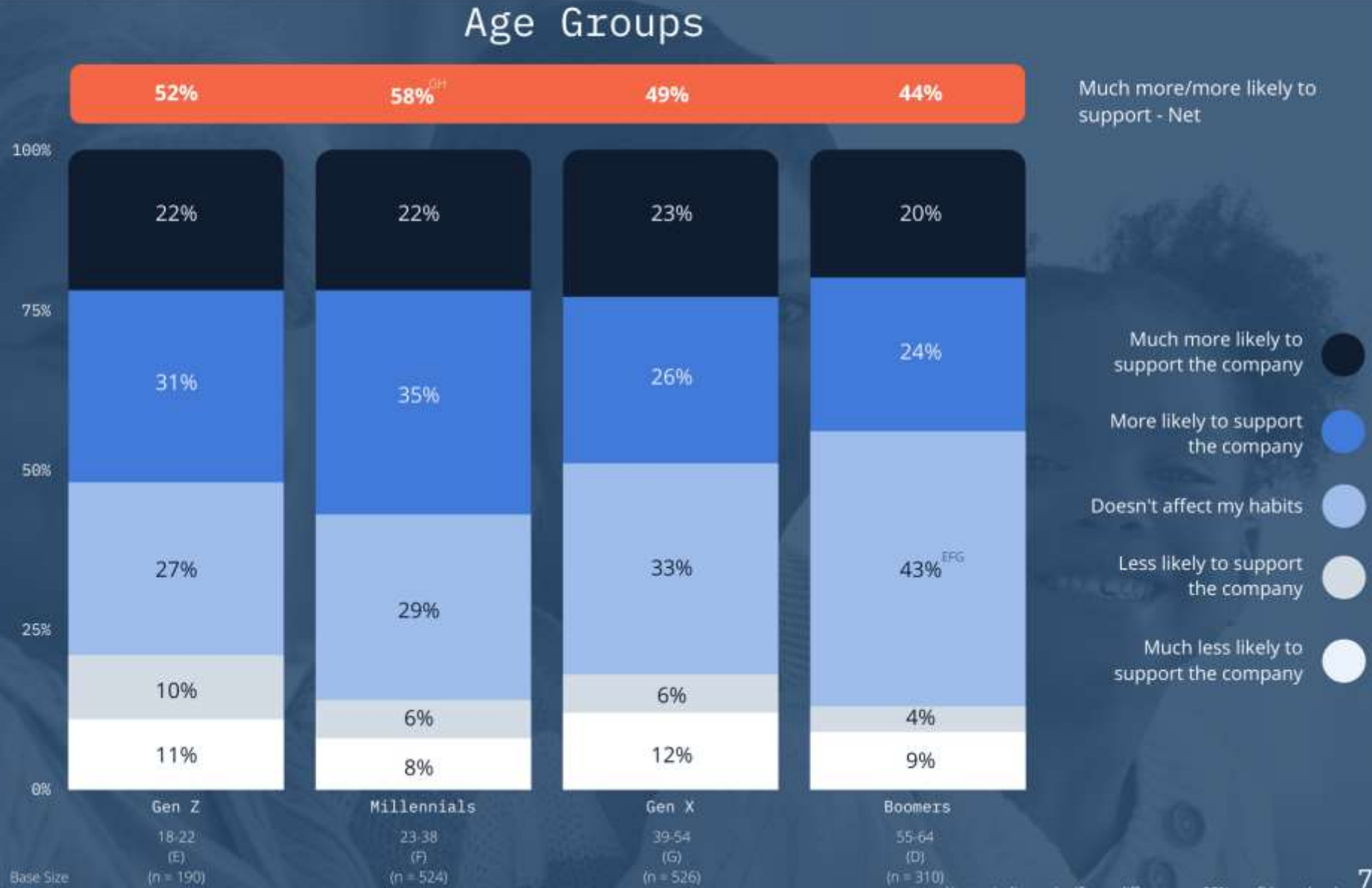
# When a company makes a public commitment to diversity and equality initiatives, does that make you...?

African American and Hispanic respondents are the most likely to support a company that makes a public commitment to diversity and inclusion initiatives.



# When a company makes a public commitment to diversity and equality initiatives, does that make you...?

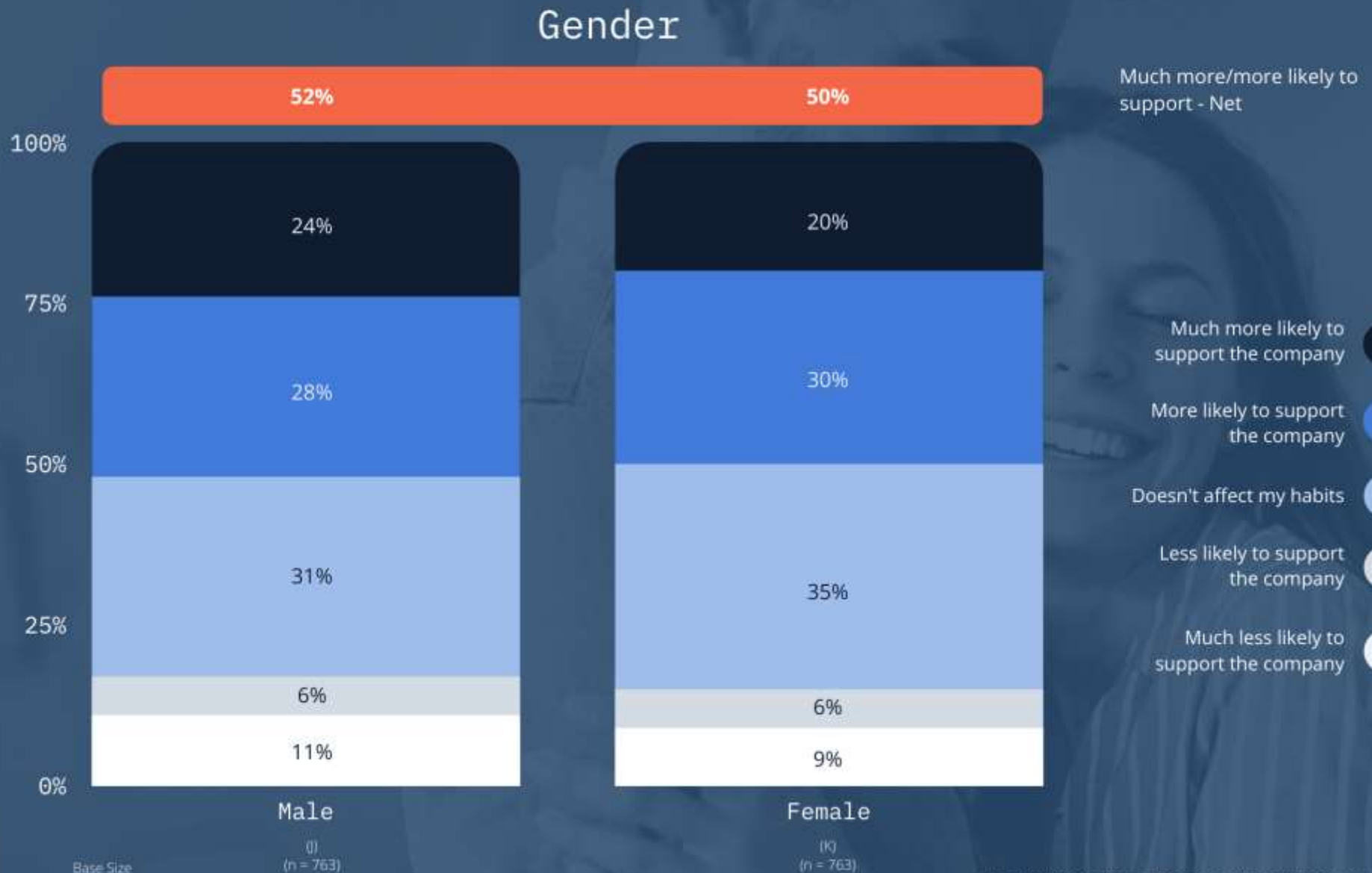
More Millennials and Gen Z would show support towards these companies than older cohorts.





# When a company makes a public commitment to diversity and equality initiatives, does that make you...?

There is no significant difference between men and women when it comes to supporting companies that make a public commitment to diversity and inclusion initiatives.



You mentioned that you are more likely to support a company that makes a public commitment to diversity and equality initiatives.

Base: More likely to support company (n=1550)

## DOES THIS MEAN THAT YOU...?

Respondents are most likely to share his/her support for these companies on social media.

Show your support on social media



49%

Spend more money at a store



44%

Go out of your way to go to a store you've never frequented



44%

Stop frequenting a store that does not publicly support diversity and inclusion



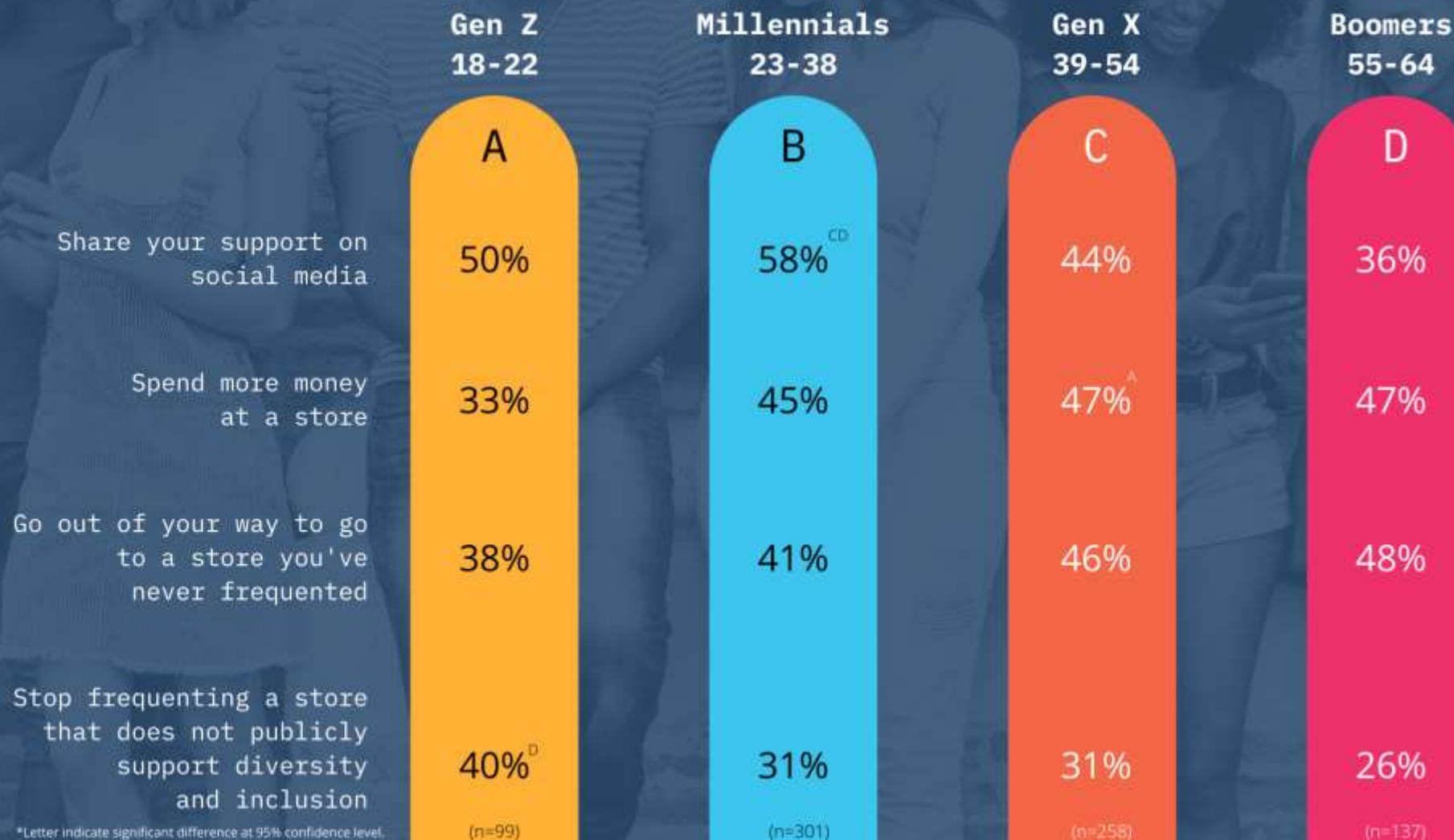
31%



Millennials in particular would show their support of these companies on social media. Gen Z are the most likely to stop frequenting a store that does not publicly support diversity and inclusion.

Base: More likely to support company

**You mentioned that you are more likely to support a company that makes a public commitment to diversity and equality initiatives. Does that mean you...?**



\*Letter indicate significant difference at 95% confidence level.





Men are more likely to spend more money at a store that publicly supports diversity and inclusion, while women are more likely to go out of their way to shop at a store they've never frequented.

Base: More likely to support company

**You mentioned that you are more likely to support a company that makes a public commitment to diversity and equality initiatives. Does that mean you?**

\*Letter indicate significant difference at 95% confidence level.

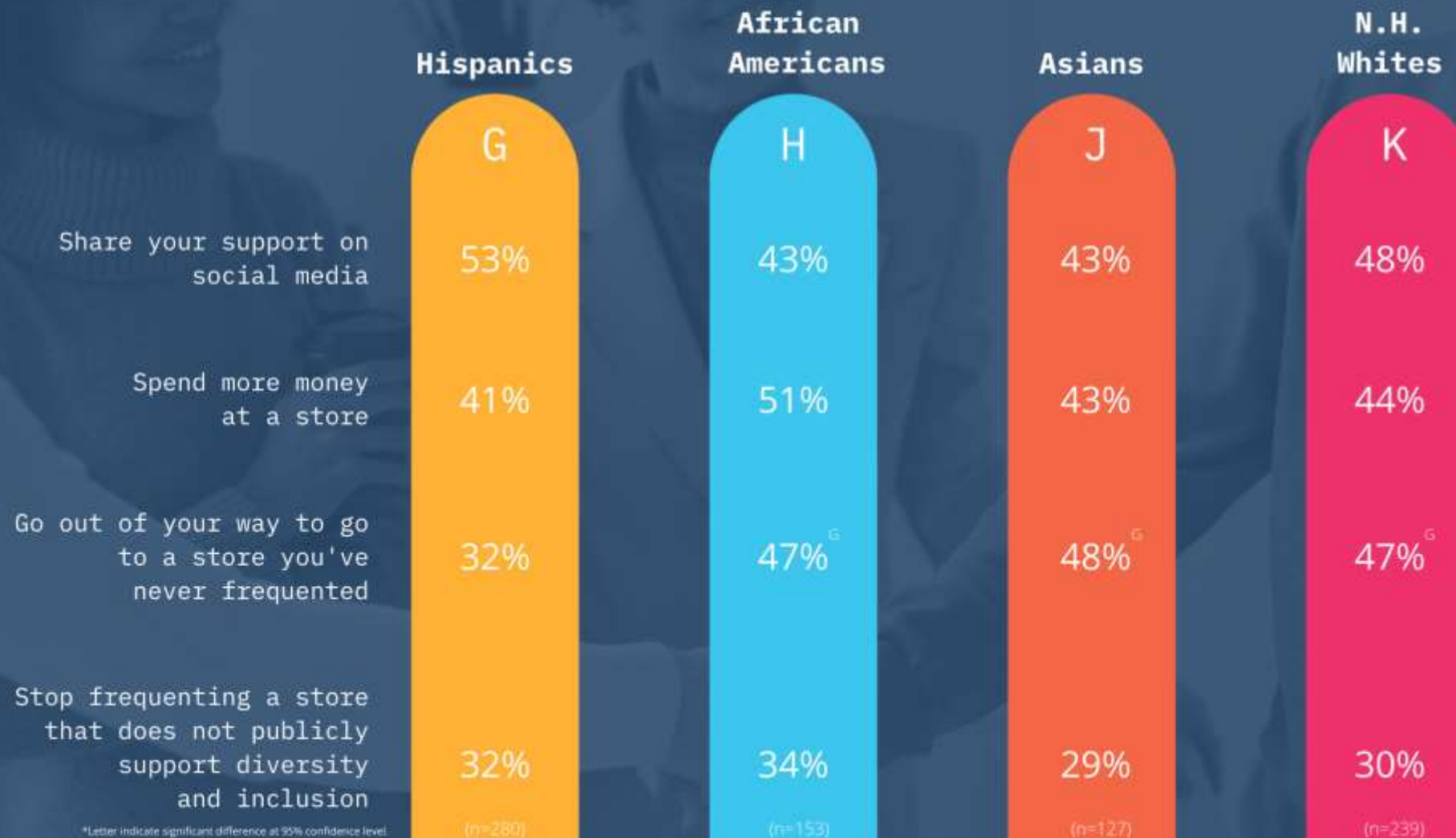


	Male	Female
	E	F
Share your support on social media	52%	44%
Spend more money at a store	50% <sup>F</sup>	38%
Go out of your way to go to a store you've never frequented	40%	47%
Stop frequenting a store that does not publicly support diversity and inclusion	29%	33%
	(n=398)	(n=381)

Hispanics are most likely to show their support of these companies on social media, and African Americans are most likely to spend more money at these stores.

Base: More likely to support company

**You mentioned that you are more likely to support a company that makes a public commitment to diversity and equality initiatives. Does that mean you:**



\*Letter indicate significant difference at 95% confidence level.



## % Likely to unfollow or openly criticize a brand if they felt their content was not authentic.

Data from **ThinkNow Connekt**, an audience segmentation tool, shows that LGBTQIA respondents are more likely than the general population to unfollow or openly criticize a brand if they feel their content is not authentic.

**Total Market**  
**34%**

**LGBTQIA**  
**51%**



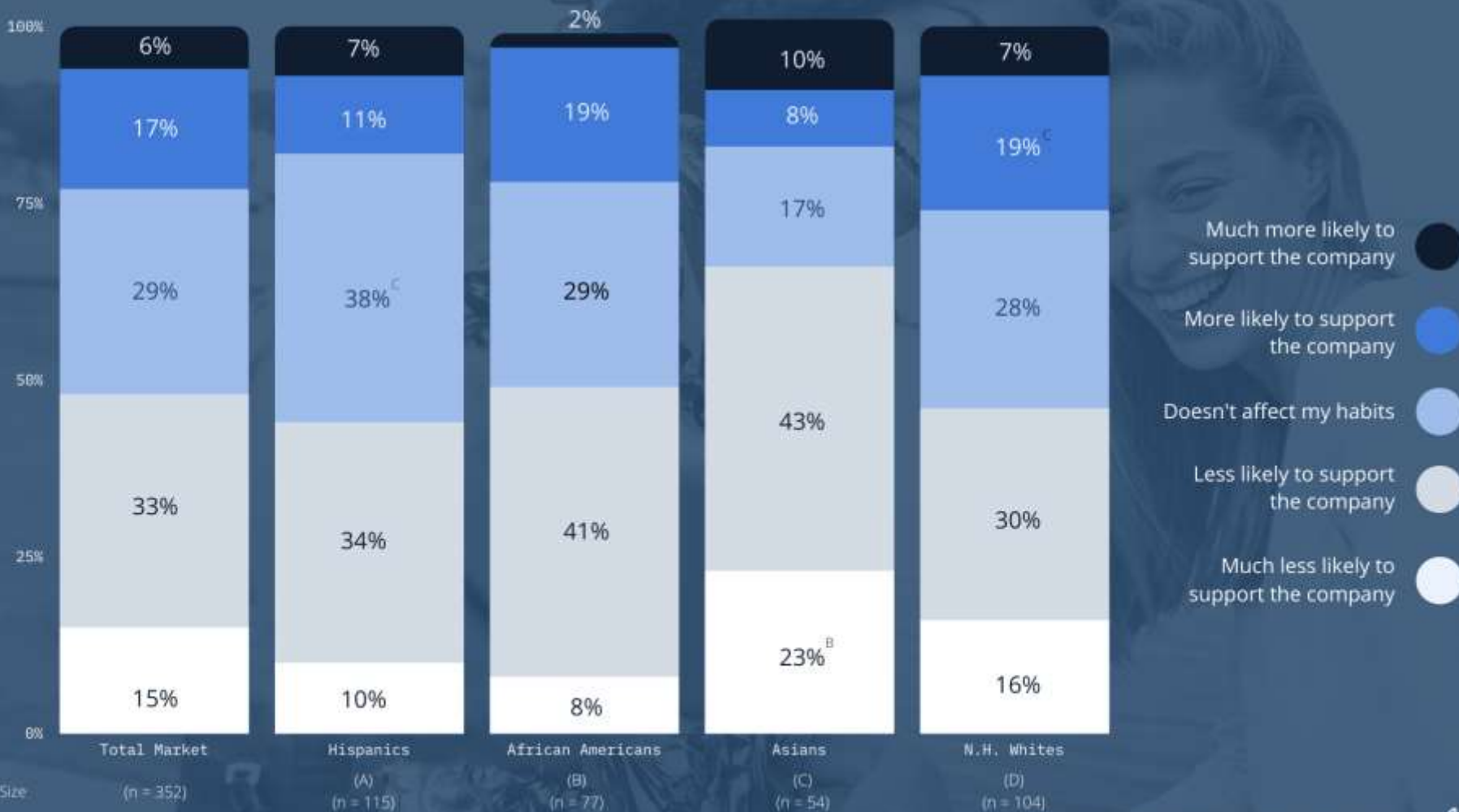
# You mentioned you would spend more money at a store that publicly supports diversity and inclusion. Roughly how much more would you spend?

Among respondents who indicated they would spend more money from a store that supports diversity and inclusion, roughly 8-out-of-10 would be wiling to spend as much as 49% more.

Base: Would spend more money at store

## Race & Ethnicity

29% of LGBTQIA respondents would spend up to 100% more, compared to 23% of Total Market.



\*Letter indicate significant difference at 95% confidence level.

# You mentioned you would spend more money at a store that publicly supports diversity and inclusion. Roughly how much more would you spend?

Millennials and men in general are willing to spend the most at stores that show a commitment to diversity and inclusion.

Base: Would spend more money at store

## Age & Gender



\*\* Caution: Small base size. \*Letter indicate significant difference at 95% confidence level.

	Total Market	Hispanics	African Americans	Asians	N.H. Whites
Gender					
Male	49%	50%	47%	47%	50%
Female	49%	48%	52%	52%	50%
Other (Net)	2%	2%	1%	2%	1%
Age					
18 to 22	12%	14%	14%	10%	11%
23 to 38	34%	39%	37%	44%	31%
39 to 54	34%	34%	31%	30%	34%
55 to 64	20%	12%	18%	16%	24%
Median Age	40	36	38	37	43
Base size	(n=1500)	(n=500)	(n=250)	(n=250)	(n=500)

	Total Market	Hispanics	African Americans	Asians	N.H. Whites
Ethnicity					
White (Non-Hispanic)	61%	-	-	-	100%
Black, African American	12%	-	100%	-	-
Hispanic/Latino	18%	100%	-	-	-
Asian	6%	-	-	100%	-
Region					
Northeast	18%	14%	17%	21%	19%
Midwest	21%	9%	17%	12%	26%
South	37%	37%	58%	23%	35%
West	24%	40%	9%	44%	20%
Base size	(n=1500)	(n=500)	(n=250)	(n=250)	(n=500)

# Appendix:

## Participant Profile



	Total Market	Hispanics	African Americans	Asians	N.H. Whites
Marital Status					
Single (Net)	30%	33%	38%	34%	26%
Married or living with partner	55%	51%	43%	59%	60%
Separated/divorced/widowed	14%	14%	18%	6%	14%
Prefer not to Answer	1%	1%	1%	1%	1%
Education					
High School Grad or Less (Net)	25%	37%	35%	10%	21%
Some College (Net)	33%	36%	30%	21%	34%
College Grad or More Net)	42%	27%	35%	67%	45%
Base size	(n=1500)	(n=500)	(n=250)	(n=250)	(n=500)

	Total Market	Hispanics	African Americans	Asians	N.H. Whites
Employment Status					
Employed (Net)	66%	59%	64%	67%	69%
Household Income					
Median	\$59.11K	\$46.42K	\$39.85K	\$83.49K	\$66.90K
People in Household					
Mean	3.04	3.44	2.96	3.09	2.95
Children at home, 1 or more (net)	1.76	1.84	1.83	1.49	1.75
Born Outside the US					
Born Outside the US	14%	40%	6%	50%	7%
Base size	(n=1500)	(n=500)	(n=250)	(n=250)	(n=500)

# Appendix:

## Participant Profile

Hispanics	
Language at Home	
Spanish Dominant (Net)	35%
Spanish and English Equally	35%
English Dominant (Net)	30%
Country of Origin	
Mexico	63%
South America	11%
Puerto Rico	11%
Centro America	10%
Cuba	4%
Dominican Republic	3%
Other	6%
Base size	(n=501)

Hispanics	
Acculturation Level	
Less Acculturated	24%
Bicultural	51%
More Acculterated	25%
Base size	(n=501)

# Appendix:

## Participant Profile

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