THE **PURPOSE PULSE** 2020

Special Report:
What BAME expect from brands on racial equality and to build trust in the UK

the BRC

PURPOSE UNION

ROOT CAUSE

Introduction

COVID-19 has elevated expectations of corporate behaviour. At the same time, the world is also debating the underlying inequalities that have compounded the effect of the pandemic. With the murder of George Floyd and protests across the globe, businesses are right to ask: How can we respond to racial inequality authentically?

The recent global revulsion at the horrific racist murder of a black man is an inflection point. A company's efforts to tackle racial injustice internally and externally will shape the reputations of organisations for years to come. This shift should be seen as an opportunity.

Our polling suggests that BAME people want change and believe that companies and their leaders can make a real difference. They want to work for employers that take a stand. They are willing to advocate for businesses that do their part. Now comes the time for action.

Lewis Iwu
Founding Partner, Purpose Union

The research for this report

- Quantitative representative online survey with 1,220 adults aged 16-44 in the UK. The survey included:
  - 243 BAME people (Black, Asian and ethnic minority). Please note, we have used the BAME categorisation in this analysis. We understand that there are nuances in how racial equality and racism are experienced by the communities included in this definition and will include larger samples of each in future studies to explore those differences.
  - 941 White people
- The analysis focuses on the views of these two demographic groups
- Survey was conducted by the Brand & Reputation Collective, Purpose Union and Root Cause December 4, 2019 - January 7, 2020

Margins of error
- For the entire sample: plus or minus 3 percentage points
- For the BAME sample: plus or minus 6 percentage points
- For the White sample: plus or minus 3 percentage points
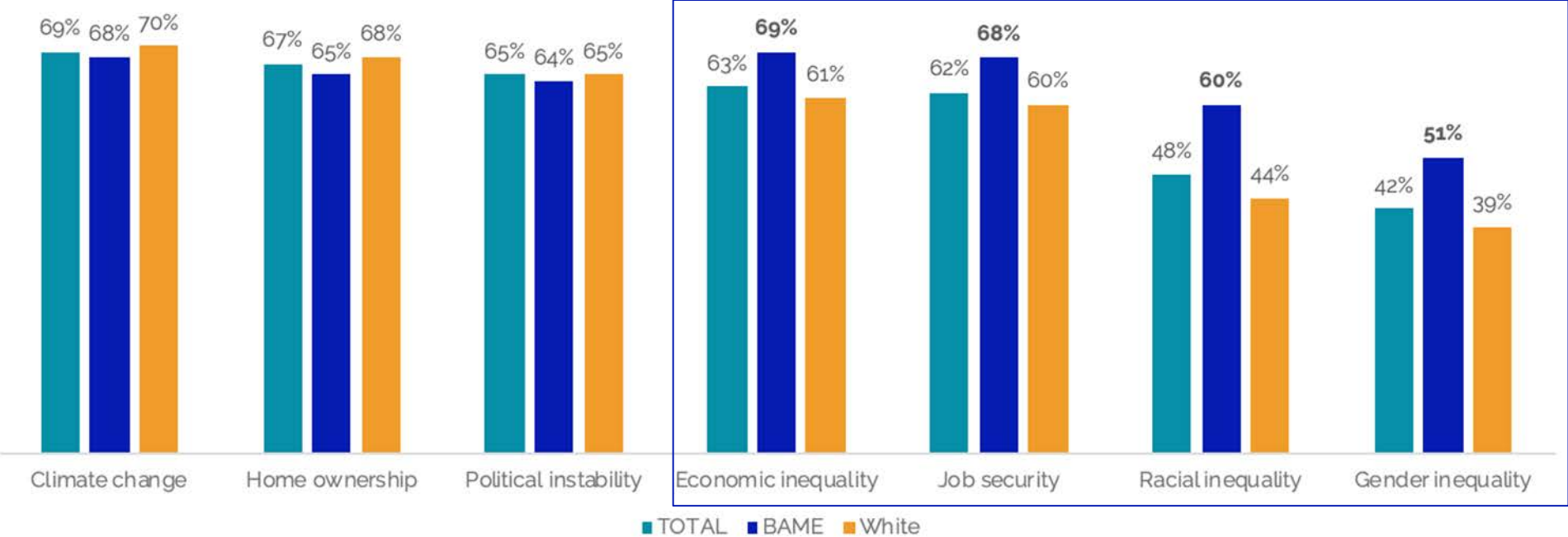
WHAT ARE THE

BIGGEST

CHALLENGES?

Photo by Koshu Kunii on Unsplash

BAME respondents are more likely than White respondents to see racial and other inequalities as challenges

BAME respondents are more likely than White respondents to say economic inequality (69% vs. 61%), job security (68% vs. 60%), racial inequality (60% vs. 44%), and gender inequality (51% vs. 39%) are significant challenges for their generation.

Q: How big of a challenge would you say each of the following issues is for your generation?
(% who say each is a "challenge")

Legend: ■ TOTAL ■ BAME ■ White

Categories and values:
- Climate change: 69%, 68%, 70%
- Home ownership: 67%, 65%, 68%
- Political instability: 65%, 64%, 65%
- Economic inequality: 63%, 69%, 61%
- Job security: 62%, 68%, 60%
- Racial inequality: 48%, 60%, 44%
- Gender inequality: 42%, 51%, 39%

(n=1220)

WHO IS BEST PLACED

TO SOLVE TODAY'S

# CHALLENGES?

Photo by Christina @ wocintechchat.com on Unsplash

All respondents (including Bame) are most likely to trust "individuals joining together" to solve the big challenges we face

BAME respondents are more likely than their White counterparts to say they trust business (43% vs. 33%) or government (42% vs. 30%) to solve today's big challenges.

Q: To what extent do you trust each of the following to be able to solve today's big challenges?
(% who say they "trust" each)

■ TOTAL ■ BAME ■ White

(n=1220)
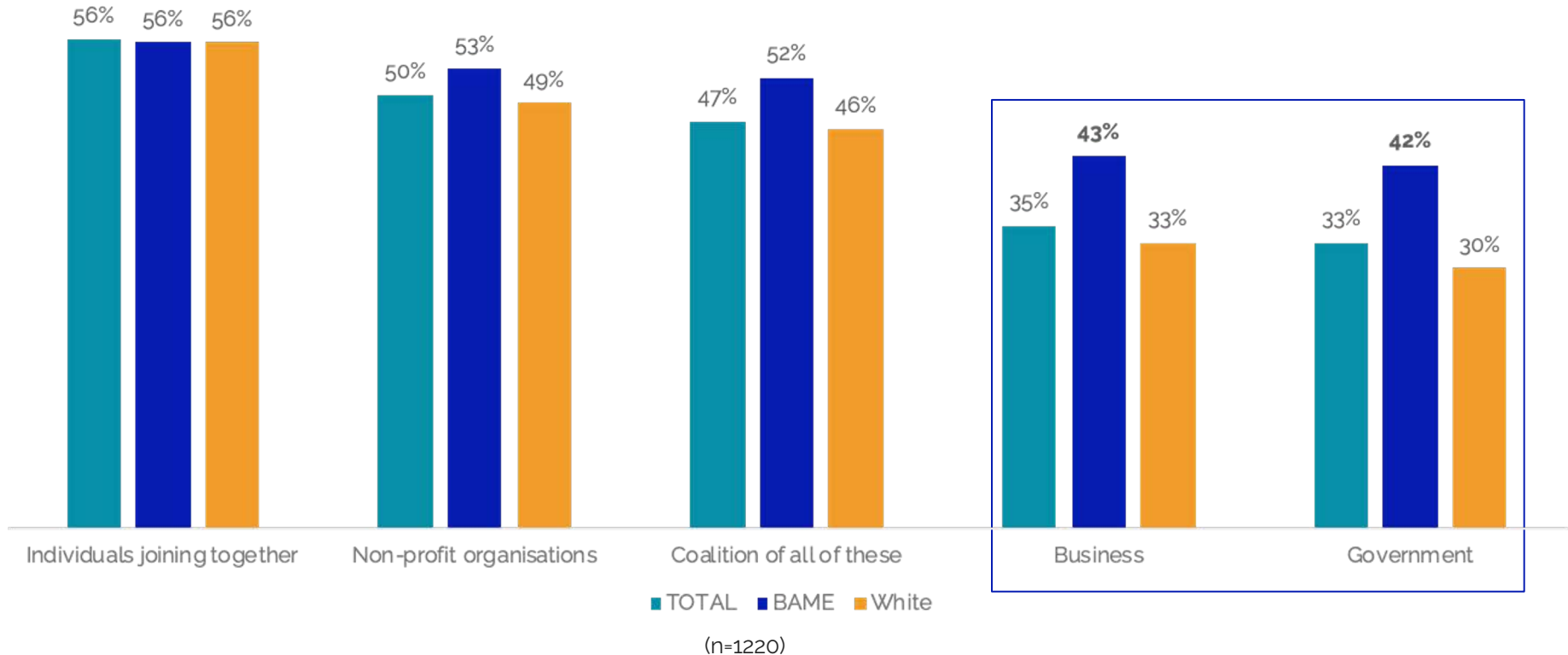
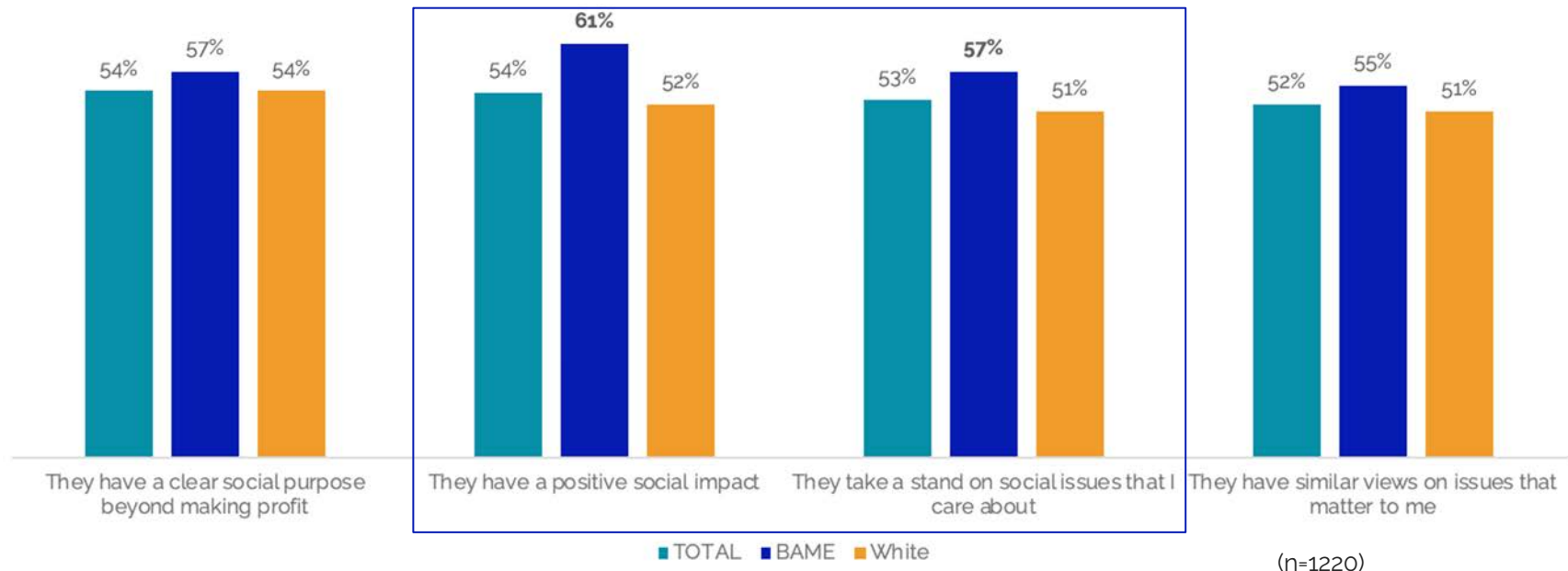# WHAT DO PEOPLE EXPECT FROM BUSINESS?

Photo by Koshu Kunii on Unsplash

BAME respondents are more likely to expect the brands they support to have a positive social impact or to take a stand on their issues

BAME respondents are more likely than White respondents to say that when they are deciding to buy a product or support a brand, it is important to them that the brand has a positive social impact (61% vs 52%) or takes a stand on social issues that they care about (57% vs 51%).

Q: How important are each of the following to you when deciding to buy products from or otherwise support a particular brand?

(% "Important" - 4 or 5)

	They have a clear social purpose beyond making profit	They have a positive social impact	They take a stand on social issues that I care about	They have similar views on issues that matter to me
TOTAL	54%	54%	53%	52%
BAME	57%	61%	57%	55%
White	54%	52%	51%	51%

(n=1220)

BAME respondents prefer to trust and support brands that have a clear vision and values, as well as a clear social purpose

Q: How important do you think each of the following are for a company to do to build trust and support amongst people like yourself?

TOTAL "Important" (4 or 5)

	TOTAL	BAME	White
Being transparent	71%	67%	72%
Clear vision and values	70%	**70%**	70%
Supporting equal pay for equal work	70%	66%	71%
Meeting your expectations	69%	67%	69%
Having a clear social purpose	66%	**70%**	65%
Supporting action on climate change	66%	64%	66%
Promoting diversity and inclusion	66%	67%	66%
Listening to you factoring your views into what they do	66%	66%	65%
Working closely with other companies to achieve social change	63%	63%	63%
Taking positions on social issues that matter to you	62%	65%	61%
Consistently doing and saying the same thing as an organization	61%	63%	61%
Advocating on behalf of people like you	61%	63%	61%
Having a strong culture	60%	65%	59%
Working closely with good cause organisations like Greenpeace	60%	62%	60%
Creating social media content that is relevant to you	47%	56%	49%

(n=1220)

June 2020
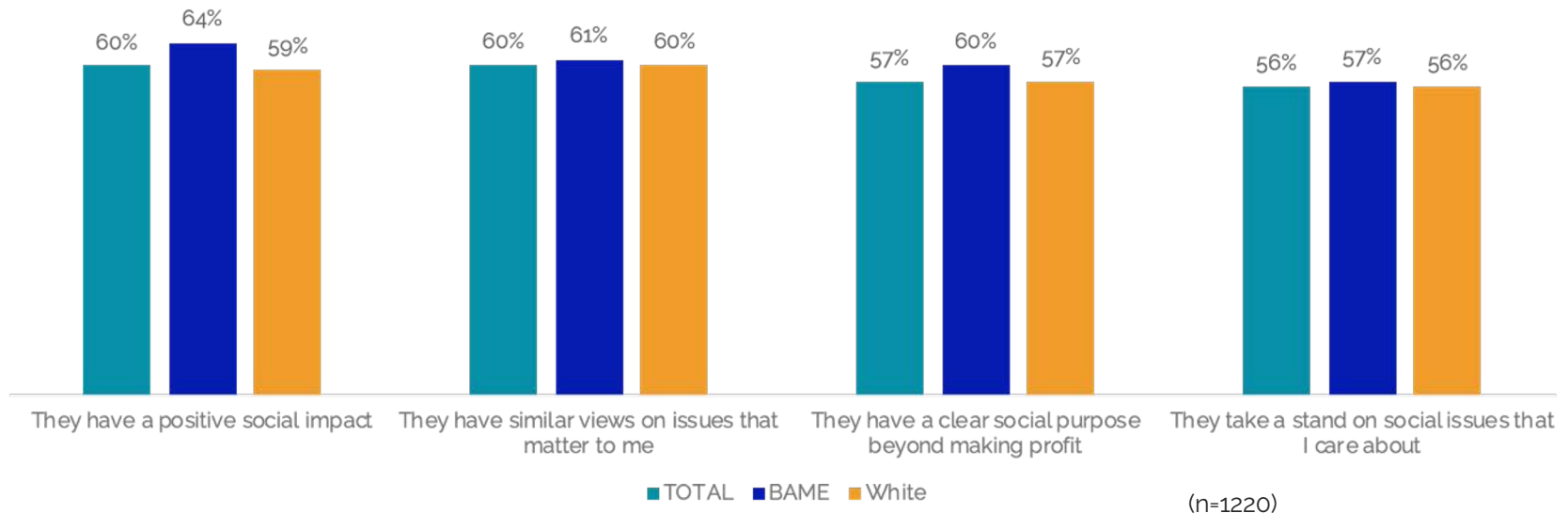
WHAT DO PEOPLE EXPECT FROM AN EMPLOYER?

Photo by Christina @ wocintechchat.com on Unsplash

Two thirds of BAME respondents say it is important that a potential employer has a positive social impact

Nearly as many BAME respondents say it is also important that the company has similar views on issues that matter to them (61%), has a clear social purpose (60%), and takes a stand on social issues that they care about (57%).

Q: How important are each of the following to you when deciding to work for a company?
(% saying "Important")

	They have a positive social impact	They have similar views on issues that matter to me	They have a clear social purpose beyond making profit	They take a stand on social issues that I care about
TOTAL	60%	60%	57%	56%
BAME	64%	61%	60%	57%
White	59%	60%	57%	56%

■ TOTAL ■ BAME ■ White   (n=1220)

BAME workers are more likely than White workers to say their employer takes concrete actions to support social or environmental issues

Q: Does your company take concrete actions to support any social or environmental issues?
(% of those who are employed who say "yes")

TOTAL (n=798)	48%
BAME (n=146)	58%
White (n=638)	46%

(n=798)
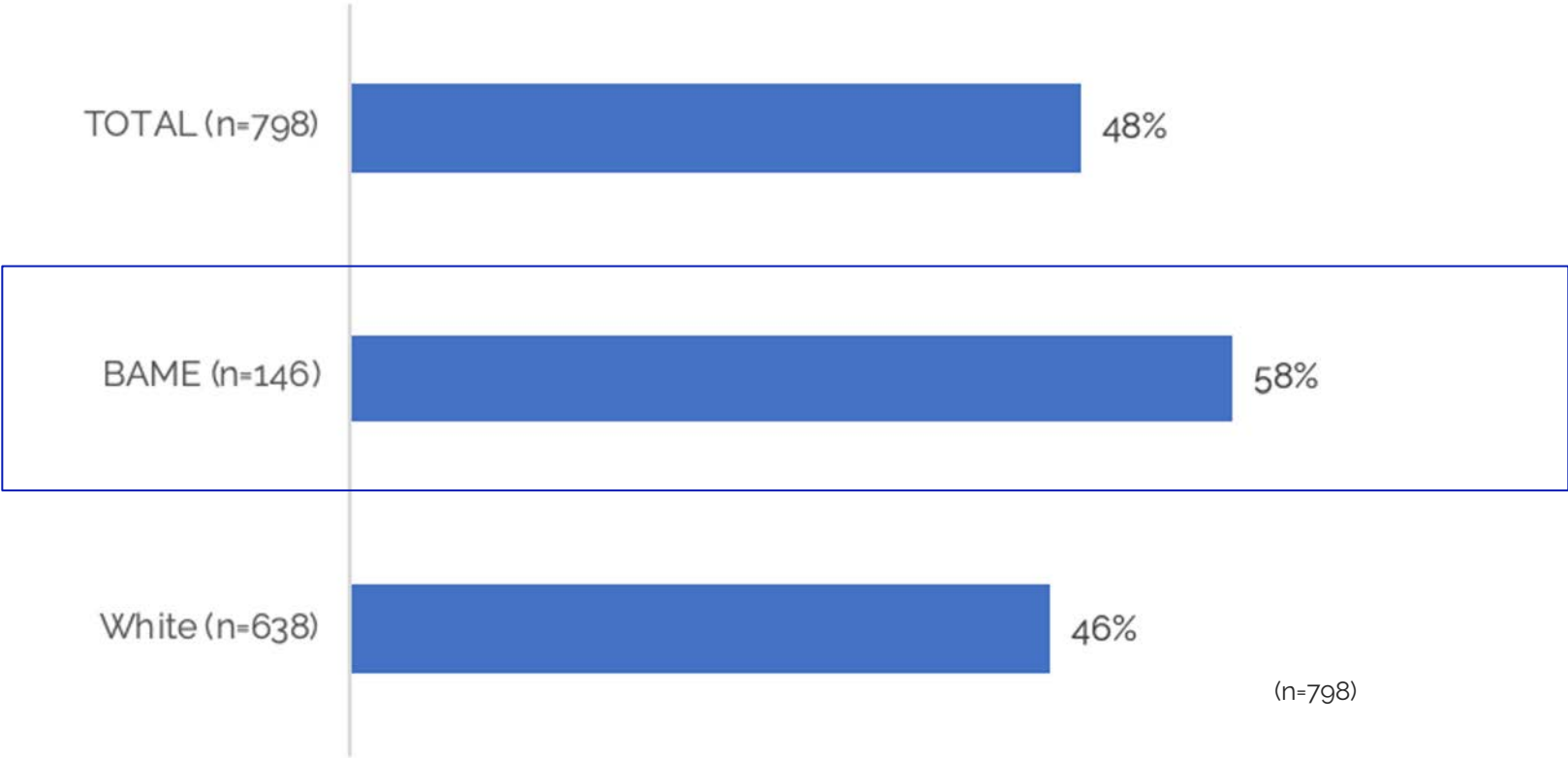
BAME respondents most likely to say their employers have taken concrete action on environmental issues

Q: What issues have they taken concrete action on?
(BAME only - 36 responses in total)

Climate Change / Environmental sustainability (n=7)

Reduction in use of plastic, paper (including cash payment) (n=6)

Recycling (n=4)

Energy efficiency / reduced use of cars (n=2)

General "issues" (n=6)

Charitable giving (n=3)

Diversity & Inclusion (n=3)

Equal pay / Economic inequality (n=2)

IN THEIR OWN WORDS: BAME respondents say diverse and inclusive businesses seek out and promote diversity in all its forms – up to the top of the organisation

Q: What do you think makes a business diverse and inclusive?
(BAME only)

Employing a spectrum of people, from various races, backgrounds, genders and being inclusive of disabilities. (Female, 29)

Leadership and a strong moral ethic. A diverse board from all backgrounds. (Male, 30)

Not only social demographics, but diversity of thought. (Male, 42)

They have a lot of people from different backgrounds working for them and they take a stand on racial inequality. (Male, 19)

By not caring about race, gender, sexuality etc. and only on the skill and education of the individual worker. (Male 16)

People of all different ages, races, and disabilities. (Female, 35)

Making sure that you are not being prejudiced and one that doesn't discriminate against people because of race, ability, skin colour, or way of thinking. (Female, 26)

Having clear measurable targets to end discrimination of any kind. (Female, 39)
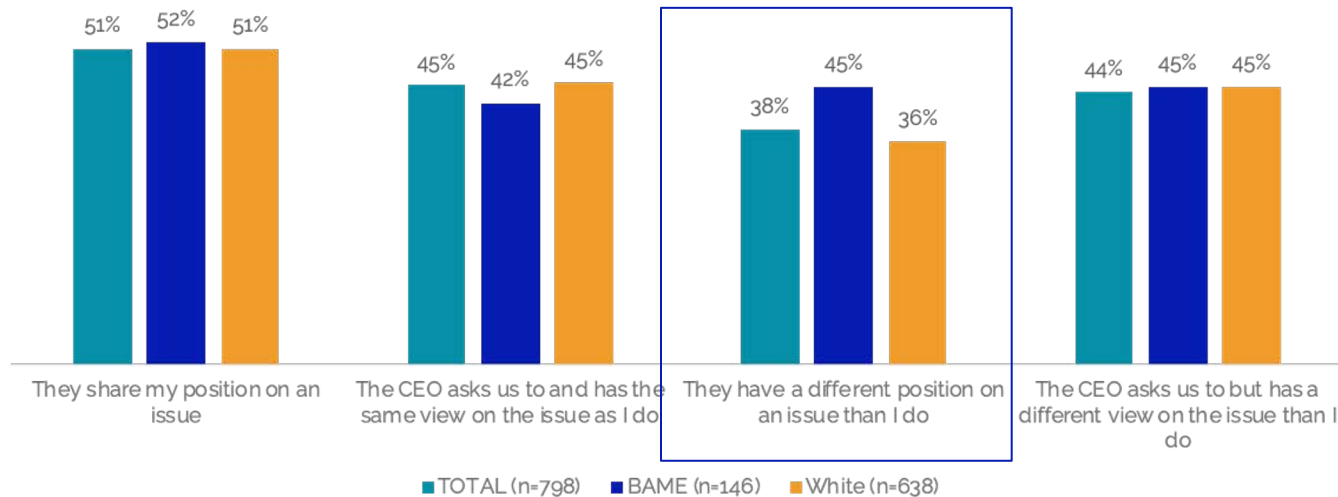
No prejudice towards different cultures and sexualities. Takes different viewpoints into consideration. (Female, 36)

BAME workers more likely to share their employer's content when it __doesn't__ reflect their views – highlighting the possibility of negative reactions amongst BAME people when the business takes positions that are out of step with what matters to them

Q: How likely would you be to share your employers' content with your own social network under the following scenarios?
(Employed respondents only)

TOTAL "Likely"
(4 or 5)

Category	TOTAL	BAME	White
They share my position on an issue	51%	52%	51%
The CEO asks us to and has the same view on the issue as I do	45%	42%	45%
They have a different position on an issue than I do	38%	45%	36%
The CEO asks us to but has a different view on the issue than I do	44%	45%	45%

■ TOTAL (n=798) ■ BAME (n=146) ■ White (n=638)
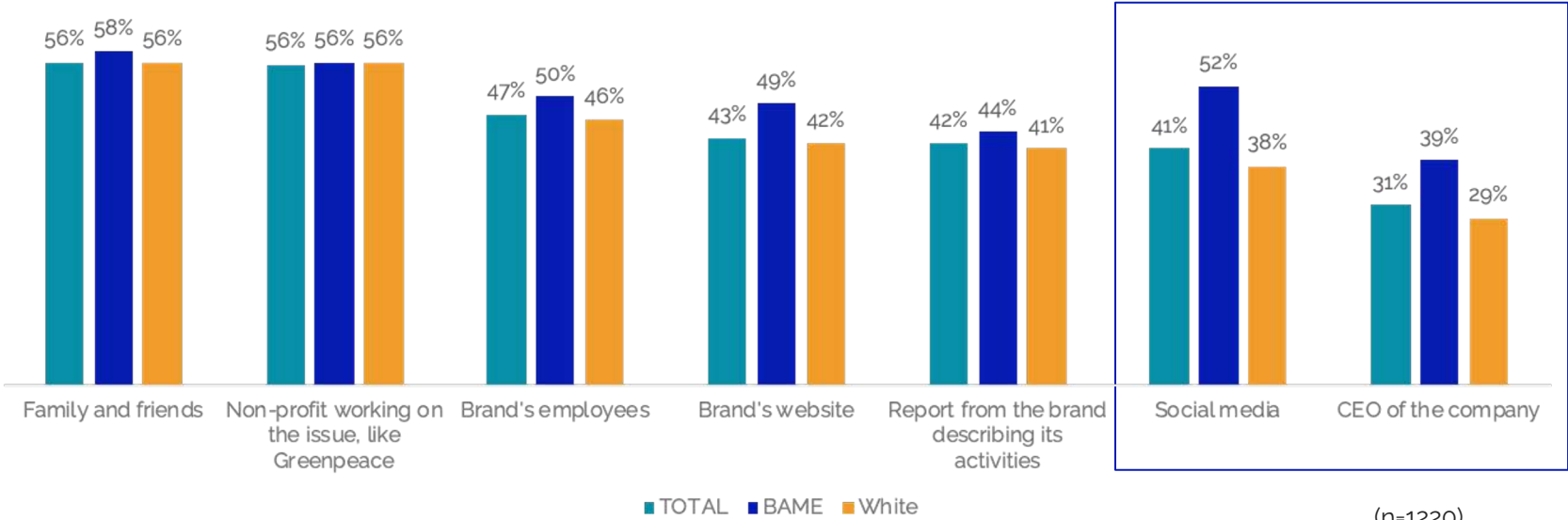
HOW TO CUT THROUGH THE NOISE

Photo by Mikaala Shackelford on Unsplash

People are most likely to trust family & friends and non-profits for information on delivering social purpose

BAME respondents are more likely than White respondents to say they would trust social media (52% vs. 38%) or the CEO of the company (39% vs. 29%) for information about what a brand is doing on social or environmental issues.

Q: How much would you trust each of the following sources for information about what a brand is doing on social or environmental issues?

TOTAL Trust (4 or 5)

Legend: ■ TOTAL ■ BAME ■ White

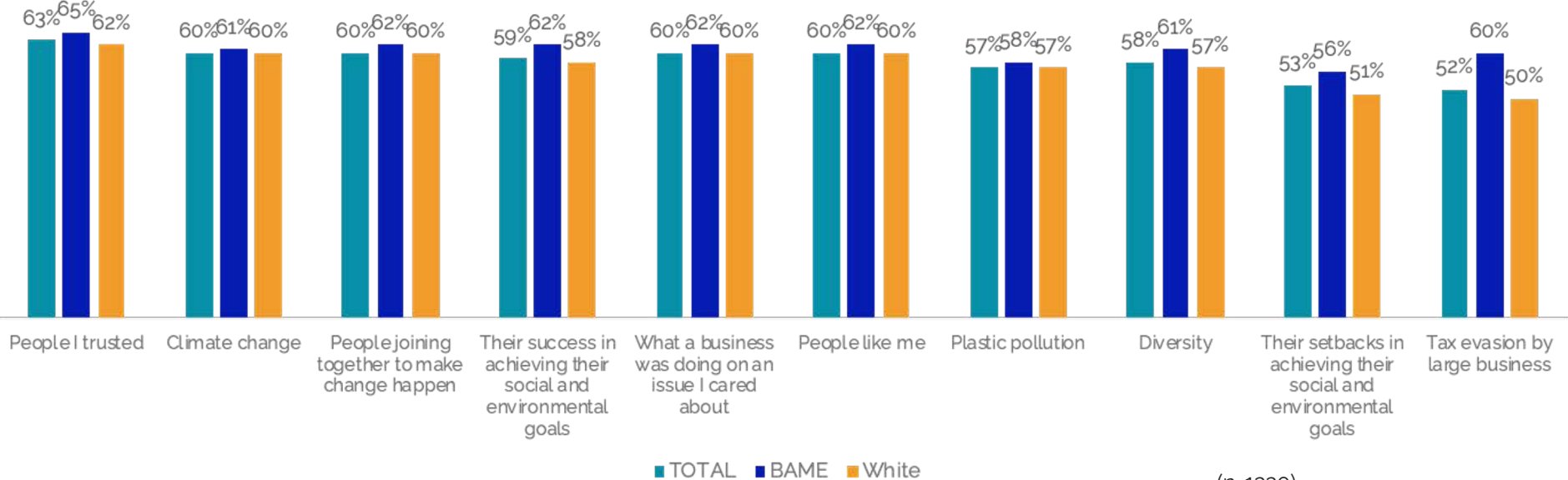|	Family and friends	Non-profit working on the issue, like Greenpeace	Brand's employees	Brand's website	Report from the brand describing its activities	Social media	CEO of the company
TOTAL	56%	56%	47%	43%	42%	41%	31%
BAME	58%	56%	50%	49%	44%	52%	39%
White	56%	56%	46%	42%	41%	38%	29%

(n=1220)

Brand messages that cut through show trusted people talking about issues that matter, such as diversity

Six in ten or more BAME respondents say they would pay attention to messages that included people they trusted (65%), people joining together (62%), a company's success in achieving their social goals (62%), what a company was doing on an issue they cared about (62%), people like them (62%), diversity (61%), and tax evasion (60%).

Q: How likely would you be to pay attention to a message from a company that included each of the following elements when talking about its purpose?

TOTAL "Likely"
(4 or 5)

Chart data (TOTAL / BAME / White):
- People I trusted: 63% / 65% / 62%
- Climate change: 60% / 61% / 60%
- People joining together to make change happen: 60% / 62% / 60%
- Their success in achieving their social and environmental goals: 59% / 62% / 58%
- What a business was doing on an issue I cared about: 60% / 62% / 60%
- People like me: 60% / 62% / 60%
- Plastic pollution: 57% / 58% / 57%
- Diversity: 58% / 61% / 57%
- Their setbacks in achieving their social and environmental goals: 53% / 56% / 51%
- Tax evasion by large business: 52% / 60% / 50%
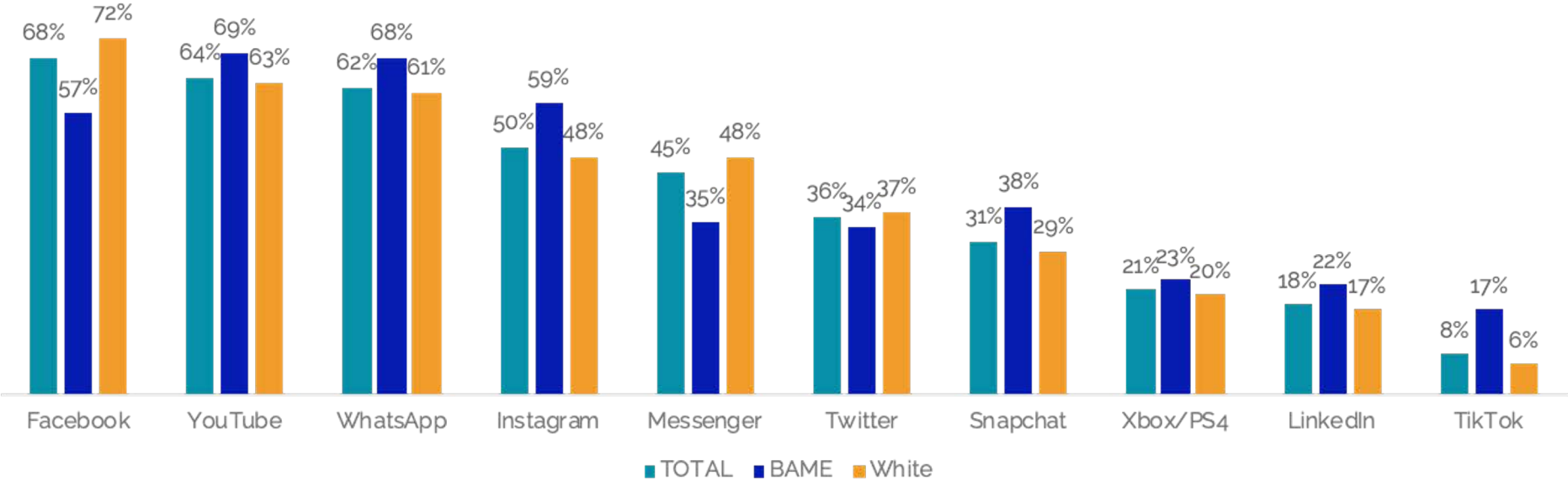
■ TOTAL ■ BAME ■ White

(n=1220)

BAME respondents less likely to use Facebook, tend to be more likely than White respondents to use YouTube, WhatsApp, Instagram, Snapchat, LinkedIn, and TikTok

Q: Which of the following social media channels do you use?

(% who say they use each)

Legend: ■ TOTAL ■ BAME ■ White

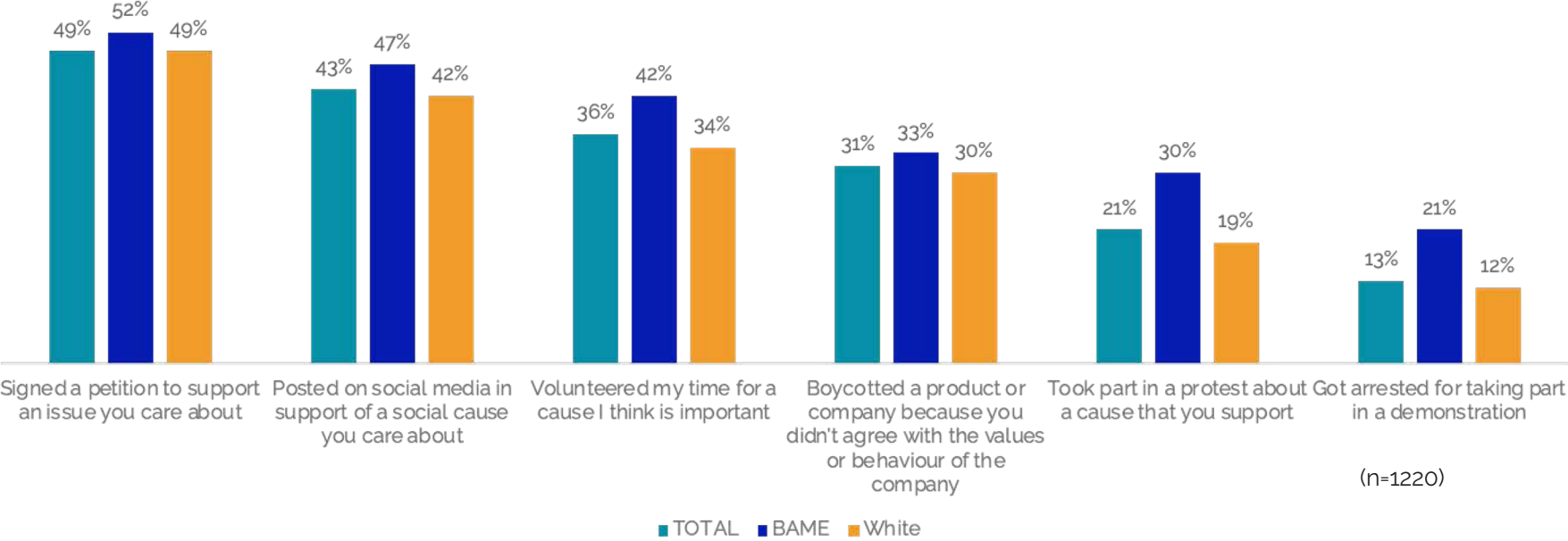|	Facebook	YouTube	WhatsApp	Instagram	Messenger	Twitter	Snapchat	Xbox/PS4	LinkedIn	TikTok
TOTAL	68%	64%	62%	50%	45%	36%	31%	21%	18%	8%
BAME	57%	69%	68%	59%	35%	34%	38%	23%	22%	17%
White	72%	63%	61%	48%	48%	37%	29%	20%	17%	6%

(n=1220)

June 2020

BAME respondents tend to be more politically active than White respondents

This suggests that BAME people may be more likely than White people to follow through with action on the issues that matter to them.

Q: Which of the following have you done in the past 12 months?

% who say they have . . .

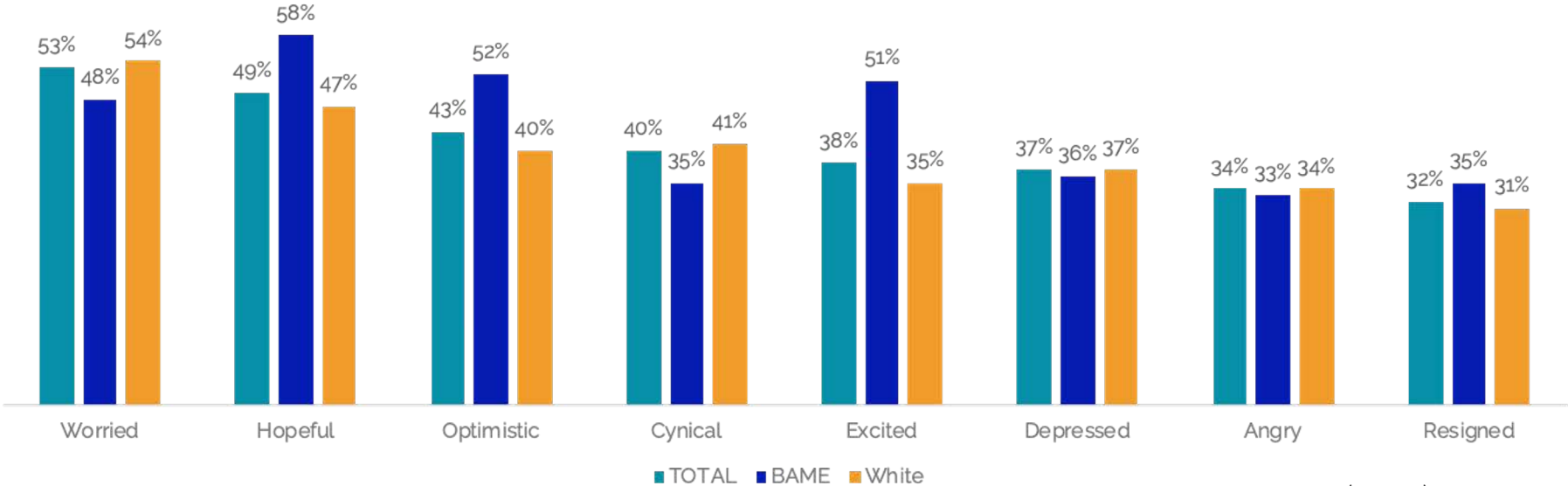|	Signed a petition to support an issue you care about	Posted on social media in support of a social cause you care about	Volunteered my time for a cause I think is important	Boycotted a product or company because you didn't agree with the values or behaviour of the company	Took part in a protest about a cause that you support	Got arrested for taking part in a demonstration
TOTAL	49%	43%	36%	31%	21%	13%
BAME	52%	47%	42%	33%	30%	21%
White	49%	42%	34%	30%	19%	12%

(n=1220)

■ TOTAL ■ BAME ■ White

BAME respondents are more hopeful, optimistic and excited about the future than White respondents

While these views were gathered before COVID-19 and the death of George Floyd in the US, these results suggest that BAME people in the UK will be energised and will remain focused because of these underlying positive emotions.

Q: And how well do each of the following words characterise your own view of the future?

% who say each describes them "well"

	Worried	Hopeful	Optimistic	Cynical	Excited	Depressed	Angry	Resigned
TOTAL	53%	49%	43%	40%	38%	37%	34%	32%
BAME	48%	58%	52%	35%	51%	36%	33%	35%
White	54%	47%	40%	41%	35%	37%	34%	31%

■ TOTAL ■ BAME ■ White

(n=1220)

CONCLUSIONS AND RECOMMENDATIONS

Photo by Christina @ wocintechchat.com on Unsplash

What this mean for brands

1. Build a culture where employees across the organisation are comfortable talking openly about race. For many people, this won't be easy. As tough as it might be for some, progress cannot happen unless employees - of all backgrounds - have the tools and space to understand and discuss race with each other at work.

2. Reframe existing initiatives on sustainability or social issues around racial justice (where appropriate). Use their influence and platform to reframe those social challenges around race or, at the very least, give airtime to the racial dimensions of those problems.

What this mean for brands

3. Companies driving purpose should ensure that any purpose-related initiatives or campaigns, internal or external, are co-created with BAME views and voices. Build coalitions that involve organisations specifically focused on improving the lives of people of colour.

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Please contact Phil Riggins or Lewis Iwu with any questions

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