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UK Diversity & Inclusion Workplace Survey

As the worldwide leader for insights about jobs and companies, Glassdoor's vision is for a world where workplace transparency leads to more inclusive company cultures and where every employee is treated equitably. Everyone deserves to work in a place where they can be their best selves and feel like they belong. Transparency into the state of diversity and inclusion ("D&I") at a company is key to achieving this.

Glassdoor's D&I workplace survey underscores how important D&I is to UK job seekers and employees today, revealing the opinions of underrepresented groups and the talent employers may miss out on if they do not take the opportunity to embrace transparency around D&I.

Key Findings

Glassdoor's UK Diversity & Inclusion Workplace Survey for 2020 finds that **employees among several underrepresented racial/ethnic groups, LGBTQ employees and female employees all feel strongly that they would not apply to a job at a company where there is a lack of diversity and that their current employer should be doing more to increase the diversity of its workforce.** Similarly, these groups are more likely to say that they have been held back in their career because of their race/ethnic background, gender identity or sexual orientation.

- More than 1 in 2 (54%) of mixed ethnicity and 49% of Black employees surveyed would not apply for a job at a company that does not have an inclusive culture. 61% of Black respondents would not apply for a job at a company where there is a lack of diversity among its workforce, compared to just 31% of white respondents.

Key Findings Cont.

- Black and Asian employees surveyed are more likely to agree* that a diverse workforce is an important factor when evaluating companies and job offers. Almost two thirds (64%) of white respondents agree* that this is important, compared to 86% of Black respondents and 85% of Asian respondents.
- Employees among several underrepresented racial/ethnic groups feel stronger about increasing workplace diversity: 76% of Asian respondents and 74% of Black respondents agree* that their employer should be doing more to increase the diversity of its workforce. Looking at gender breakdowns, 61% of women agree* compared to just 54% of men surveyed.
- Employees among all underrepresented racial/ethnic groups surveyed are more likely to feel they have been held back in their career because of their race/ethnic background, gender identity or sexual orientation than white respondents. With an overall average of 1 in 4 (25%) for the survey sample, the figure is 15% for white respondents and 50% for Black respondents. LGBTQ respondents are also well over average at 40%, compared to non-LGBTQ respondents.

*combined strongly agree and somewhat agree

UK employees would not apply to a job at a company...

	Overall	White	Black	Asian	Mixed	LGBTQ Employees	Heterosexual	Men	Women
That does not have an inclusive culture	42%	36%	49%	45%	54%	45%	41%	39%	44%
Where there is a lack of diversity among its workforce.	40%	31%	61%	55%	50%	44%	40%	38%	43%
That does not publicly state its goals to increase diversity among its workforce.	27%	23%	37%	34%	32%	33%	27%	27%	28%

To what extent do UK Employees believe that a diverse workforce is an important factor when evaluating companies and job offers?

	Overall	White	Black	Asian	Mixed	LGBTQ	Heterosexual	Male	Female
Agree	72%	64%	86%	85%	80%	77%	72%	68%	75%
Neither agree nor disagree	21%	26%	14%	12%	16%	15%	15%	22%	21%
Disagree	7%	10%	0%	3%	4%	8%	7%	10%	4%

To what extent do UK Employees believe that their employer should be doing more to increase the diversity of its workforce?

	Overall	White	Black	Asian	Mixed	LGBTQ	Heterosexual	Male	Female
Agree	58%	48%	74%	76%	72%	61%	58%	54%	62%
Neither agree nor disagree	29%	36%	19%	17%	19%	25%	29%	32%	27%
Disagree	13%	16%	7%	8%	9%	13%	13%	15%	11%

To what extent do UK Employees feel as equally valued and respected as their colleagues?

	Overall	White	Black	Asian	Mixed	LGBTQ	Heterosexual	Male	Female
Agree	68%	66%	67%	76%	69%	71%	68%	69%	67%
Neither agree nor disagree	20%	21%	19%	16%	18%	17%	20%	20%	20%
Disagree	12%	13%	14%	8%	13%	12%	12%	11%	13%

To what extent do UK Employees feel they have been held back in their career because of their ethnic background, gender or sexual orientation?

	Overall	White	Black	Asian	Mixed	LGBTQ	Heterosexual	Male	Female
Yes	25%	15%	50%	33%	42%	40%	24%	21%	29%
No	70%	82%	42%	60%	54%	56%	73%	74%	66%
Prefer not to say	5%	3%	8%	7%	4%	4%	3%	5%	5%

When it comes to understanding what diversity and inclusion is really like at a company, who do employees and job seekers trust most?

	Overall	White	Black	Asian	Mixed	LGBTQ	Heterosexual	Male	Female
UK employees trust other employees the most.	54%	54%	51%	57%	59%	58%	54%	53%	55%
UK employees trust the CEO and senior leaders the most.	11%	9%	17%	13%	12%	10%	12%	13%	10%
UK employees trust the company's website the most.	9%	8%	9%	13%	11%	11%	9%	9%	9%
UK employees trust recruiters the most.	4%	3%	7%	2%	7%	5%	4%	4%	4%

Are UK Employees more or less likely to share experiences and opinions on diversity and inclusion at their company if they can do so anonymously?

	Overall	White	Black	Asian	Mixed	LGBTQ	Heterosexual	Male	Female
More likely	48%	41%	61%	55%	59%	51%	48%	48%	48%
Equally likely or unlikely	39%	42%	31%	38%	35%	40%	39%	40%	38%
Less likely	4%	4%	6%	2%	3%	5%	4%	4%	4%
Not sure	9%	12%	3%	5%	3%	5%	9%	8%	10%

Summary

The vast majority of UK employees and job seekers today are paying attention to the state of D&I at companies. This survey reveals just how important D&I transparency is for UK job seekers, employees and employers. Access to D&I insights, trends and data is a crucial step in the job search process. If job seekers and employees don't have access to D&I information to make informed decisions about where to work, employers risk losing quality and diverse talent that otherwise may have contributed to their company's success.

At Glassdoor, we understand that advocating for change in the world starts with change at our own company as well. To see how we're taking action to improve diversity, equity and inclusion at Glassdoor, please see [this blog post](#) from our CEO, Christian Sutherland-Wong, and [this blog post](#) from our Chief People Officer, Carina Cortez, both published in July 2020.

Survey Methodology: Survey conducted online within the UK by Censuswide from 21st to 27th August, 2020. Sample comprises 2028 employees from across the UK with minimum quotas of 250 white, 250 Black, 250 Asian and 250 Mixed Ethnicity.