

Diversity & Inclusion Benchmarking Survey

Consumer Markets Data Sheet



247 Corporate Respondents

5 Regions

26 Countries

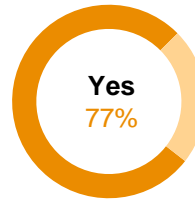
Consumer Markets Data Sheet

Many Consumer Markets (CM) organisations have publicly declared their commitment to Diversity & Inclusion (D&I), but how have they translated strategy into execution, and what impact is it having on the employee experience? PwC's D&I Benchmarking Survey seeks to find out.

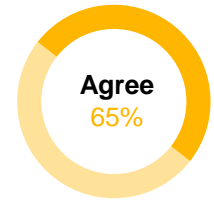
Organisations are making strides around diversity

CM organisations are making strides translating diversity into action. D&I is a stated value or priority area for 77% of organisations, and the number of respondents who do not feel diversity is a barrier to progression at their organisation is approaching the same percentage (65%).

D&I is a stated value or priority



Diversity is not a barrier to progression at my organisation



However, few D&I programmes reach full maturity

Only 5% of CM organisations' D&I programmes reach the highest level of maturity when assessed against the four dimensions of PwC's D&I maturity model.



1. Understanding the Facts of Today (UFT): Initiating a continuous data-driven process for understanding the facts of what's happening in the organisation today



2. Building an Inspirational Strategy (BIS): Creating a business-focused vision and strategy for D&I that reflects the reality of today and the real potential of tomorrow

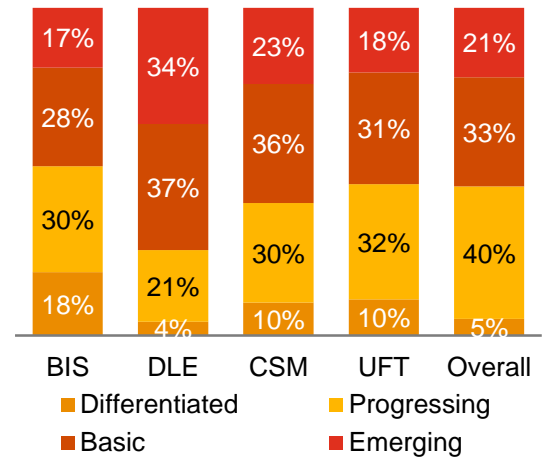


3. Developing Leadership Engagement (DLE): Engaging leadership around an inspirational D&I strategy by articulating the business case and establishing supportive governance



4. Creating Sustainable Movement (CSM): Executing the D&I strategy across all elements of the business

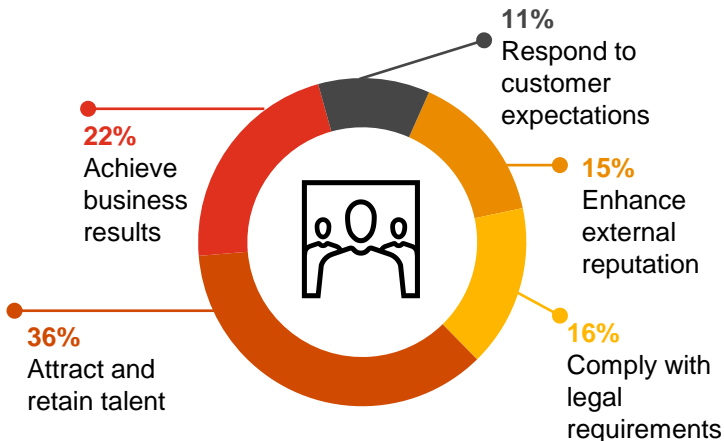
Degree of programme maturity



D&I programme goals

Over a third of CM organisations surveyed (36%) view their D&I programme primarily as a way to attract and retain talent, but fewer are connecting D&I directly to responding to customer expectations or enhancing their external reputation.

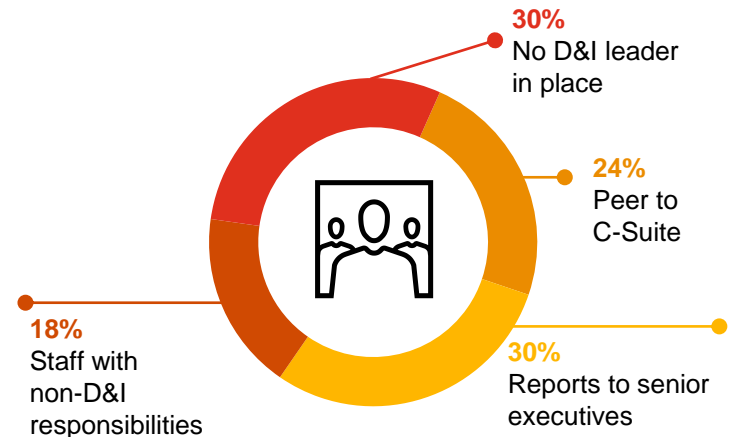
The primary objective of D&I is to...



Programme oversight

While D&I survey data indicates that having a C-Suite D&I leader is a differentiator between organisations where diversity is not considered a barrier to progression and those where it is, only 24% of organisations have adopted this programme structure.

The D&I programme leader is...





Accountability for D&I results

Tasking leaders with specific D&I goals is key to driving results. Despite this, only a third of CM organisations have adopted this practice (33%) and fewer measure progress towards the achievement of these goals.

How does your organisation drive accountability for D&I results?

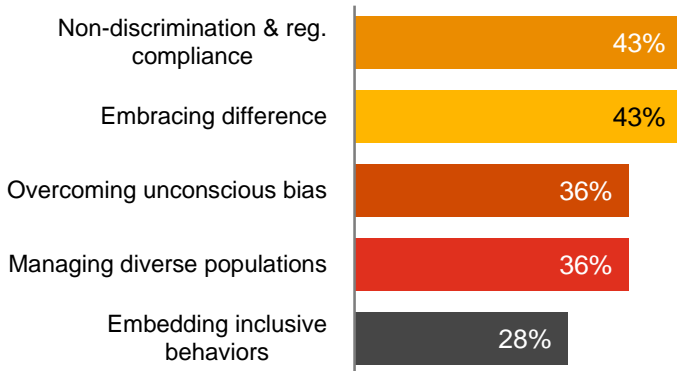
Leaders are tasked with specific D&I goals	33%
Leaders' progress toward meeting their D&I goals is measured	30%
D&I goals influence performance evaluation and compensation outcomes for leaders	26%
D&I goals influence performance evaluation and compensation outcomes for all employees	17%
None of the above	28%



Training programmes in place

Almost half of CM organisations (43%) provide training on embracing differences in the workplace and on non-discrimination. Yet only 28% have expanded training to focus on embedding inclusive behaviours in job responsibilities.

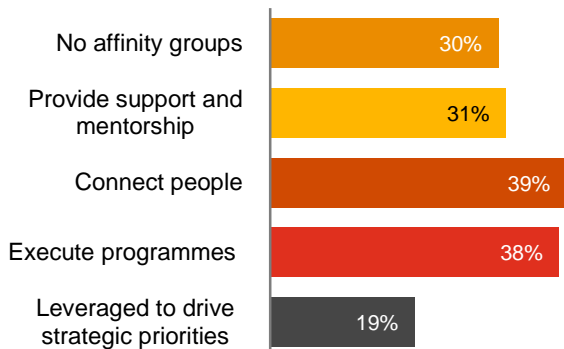
Training programmes focus on...



Role of affinity networks/ resource groups

While the majority (76%) of CM organisations have affinity groups, they are mostly used to connect people and execute programmes (e.g., Speaker's Series), rather than to inform decision-making and drive business priorities.

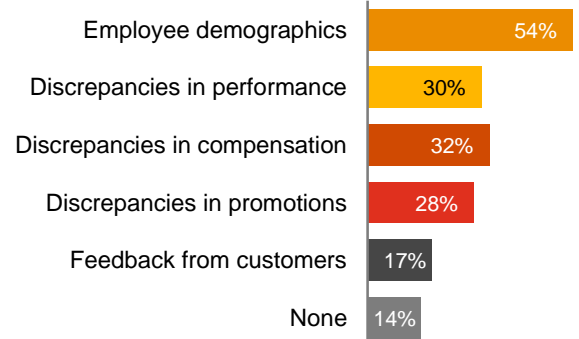
Affinity groups at my organisation...



Leveraging data

Driving sustainable change requires effective monitoring efforts. Roughly half of organisations track employee demographics (e.g., gender), but significantly less measure discrepancies in compensation, promotions, or customer feedback based on these attributes.

My organisation gathers and analyses the following types of data



Take the D&I Benchmarking Survey

Diagnose the maturity of your organisation's D&I programme, and see how your organisation compares to others in your region and industry.



pwc.com/diversity-survey



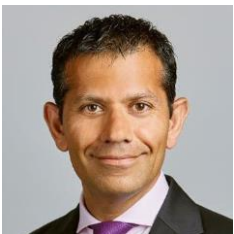
Additional reading

[Preparing for tomorrow's workforce today](#): How we work, the place of work within our lives and even what we mean by work are being transformed. What are organisations doing to prepare? And where do they need to step up?

[Out to Succeed](#): Find out what high potential LGBT+ employees want from employers. Are businesses delivering? What more should organisations do to enable LGBT+ talent to succeed?

[Mandatory UK Gender Pay Reporting](#): What do gender pay disclosures tell us? Through first year of required gender pay reporting, we are able to get a detailed sense of the gender pay gap that sits within the UK's key employers.

For a deeper discussion, contact:



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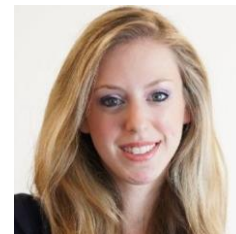


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