

 **BLACK INCLUSION INDEX**

BII Launch and Insights Overview

Date: May 2022

 **NielsenIQ**





T1 insights



We reached out to a nationally representative sample of the UK employees

Residents of the U.K.

Non-Black	84%
Black	16%

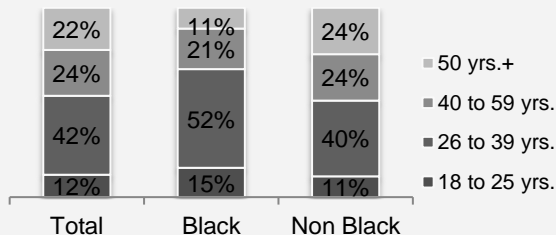
...equal split across genders...

	Total	Black	Non-Black
Male	49%	46%	49%
Female	51%	54%	51%

...who are employed...

	Total	Black	Non-Black
Full Time	86%	86%	86%
Part Time	14%	14%	14%

...are 18 years and above



...and spread across UK.

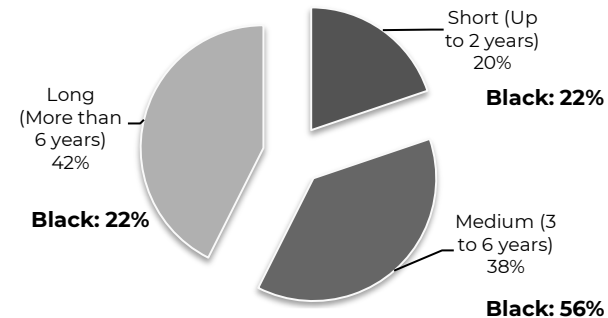
Area	Total Black	Black	Non-Black
Greater London	17%	45%	12%
South East	14%	13%	14%
North West	13%	12%	13%
East of England	9%	6%	10%
Yorkshire and the Humber	9%	3%	10%
West Midlands	9%	9%	9%
East Midlands	7%	6%	7%
South West	6%	3%	7%
Scotland	6%	1%	7%
North East	5%	1%	5%
Wales	4%	1%	5%
Northern Ireland	3%	1%	3%



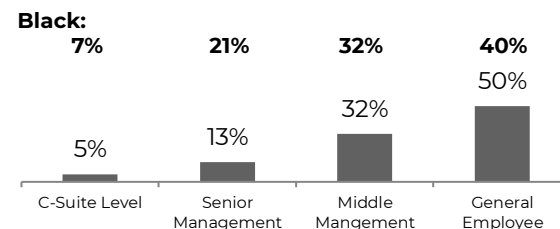
Size of the organization

	Total	Black	Non-Black
Small (Up to 250 employees)	22%	23%	22%
Medium (250 to 1000 employees)	24%	23%	24%
Large (1000 to 5000 employees)	24%	25%	23%
Very Large (More than 5000 employees)	31%	28%	31%

Tenure in the organization



Their role in the organization



Diversity in their current organization is viewed differently by Black and non-Black employees

60% UK employees agree there is a **fair representation** of Black people
46% Black employees vs. 63% non-Black employees

57% UK employees think Black people operate as **heads of department** or function
41% Black employees vs. 60% non-Black employees

6 out of 10 UK employees agree that Black people **operate as managers** in their companies
4 out of 10 Black employees in agreement

44% UK employees acknowledge having Black directors on the board; while when looking at the views of **Black employees** this drops to a **35% agreement**

Perceptions differ also regarding the strategy and communication within UK organisations

Top 2 Box%

	Total (N=1000)	Black Employees (N=155)	Non-Black Employees (N=845)
My organization is serious about being inclusive for Black People	72%	49% ▼	76%
My organization has a specific strategy to address Black representation and inclusion	60%	43% ▼	63%
My organization has made a clear statement about being Anti-Racist	72%	52% ▼	75%
My organization has taken tangible action to support fairness for Black people	65%	45% ▼	69%
My organization has set clear targets to address inclusion for Black people	60%	43% ▼	63%

Significantly different @95% CL from Total ▲ ▼

Q. This part of the survey allows us to capture your perceptions about what diversity and inclusion looks like at your current work place. Your fair and unbiased inputs will help diagnose the current challenges regarding Black inclusion at workplaces in UK. Please select the appropriate options for your workplace - on a 5 point agreement scale with 1 being strongly disagree and 5 being strongly agree

Views on the outcomes reached by their organisations

52% agree their organization gets involved in **community programs** aimed at improving the lives of Black people
42% Black employees vs. 54% non-Black employees

5 out of 10 agree their company actively sponsors, supports and amplifies **charities** and organizations which **support advancement and inclusion** for Black people
4 out of 10 Black employees in agreement

66% see their organization **actively supports** inclusion for Black people in **our industry**
44% Black employees vs. 69% non-Black employees

Top activities perceived influenced by skin colour within organisation

Top 2 Box%

A higher score means less bias for each attribute while a lower score means a higher bias perceived

	Total (N=1000)	Black Employees (N=155)	Non-Black Employees (N=845)
Reward and pay	71%	45% ▼	75%
Access to information	71%	48% ▼	75%
Workload Distribution	71%	48% ▼	75%
Recruitment Process	69%	46% ▼	73%
Performance appraisals	68%	49% ▼	72%
Disciplinary	68%	45% ▼	72%
Employee voice	68%	44% ▼	73% ▲

Q. Which of these activities do you believe are influenced by skin color in your organization. Please select on a 5 point agreement scale where 1 means Strongly Biased and 5 means Strongly Unbiased.

Significantly different @95% CL from Total ▲ ▼



Creating the Black Inclusion Index



Black Inclusion Index Journey

1 Main components of the Index

Using the data gathered from the T0 phase & establishing the relationship between the variables using advanced analysis, the **main variables** for the Index are **finalised**



2 Index creation

After the T1 interviews were completed, using advanced analysis, an algorithm was used to **create the Black Inclusion Index**



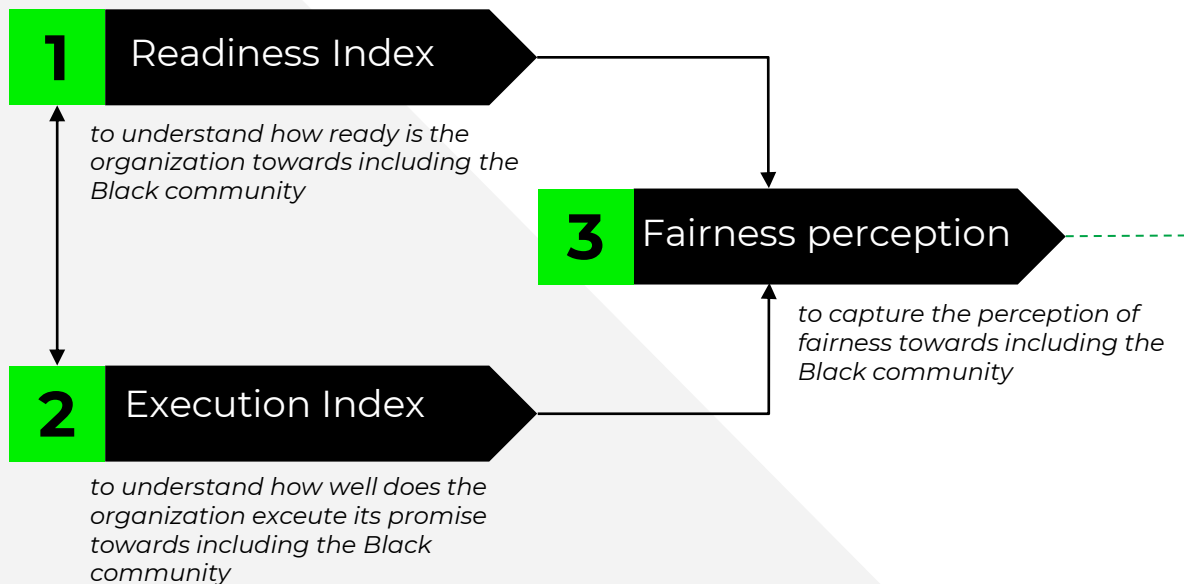
3 Initiate the T2 phase

Benchmark participant companies' Black inclusion level against UK average



Algorithm generated and validated for assigning an index to each participating company followed by annual Black Inclusion Surveys

We leveraged the insights uncovered in T0 stage for the Index creation



Black Inclusion Index

3 inputs to create the Index



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