

Millennials@Work: Perspectives on Diversity & Inclusion

More than one in three employed Americans today is a Millennial, an astounding 53.5 million people. During the first quarter of 2015, this generation surpassed Generation X to become the largest share of the American workforce, according to a [Pew Research Center analysis of U.S. Census Bureau data](#).

In this new study, co-sponsored by the **Institute for Public Relations (IPR)** and **Weber Shandwick**, we wanted to find out what the three generations currently in the workforce – Millennials (ages 18-35), Gen Xers (36-51) and Boomers (52-70) – think about diversity and inclusion at their workplaces. In an online survey by KRC Research, 1,002 adults were interviewed, including 634 employed respondents.



Millennials Tune-In to Discrimination Issues at Work

Millennials are significantly more likely than older generations to report that they see or hear about some form of discrimination and/or bias at their workplace.

Forms of Discrimination or Bias See/Hear About Most Frequently at Work	Employed Millennials %	Employed Gen Xers %	Employed Boomers %
Any of the following (net)	69*	57	46
Racial/ethnic	27* (#1)	21 (#1)	14
Gender	23*	16	13
Age	22	15	16 (#1)
Sexual orientation/gender identity	21*	14	9
Appearance/dress	18*	12	9
Job type, title, occupation	17	11	12
Level or type of education	13	8	8
Religion	11	9	4
Marital/parental status or other aspect of personal life	10*	4	3
Political party affiliation	9	9	7
Physical/mental disability	8	8	4
Economic/income level	8	6	6

*Statistically significantly higher than other generations

Millennials are more comfortable than other generations talking about issues of diversity and inclusion in the workplace

"I am comfortable discussing diversity and inclusion in the workplace" (% agree)

Employed Millennials **64***

Employed Gen Xers **57**

Employed Boomers **54**

*Statistically significantly higher than Boomers



Diversity and Inclusion Makes for a Better Place to Work

The generations agree: a prevailing reason employers emphasize diversity and inclusion is to improve the workplace experience. Millennials and Gen Xers also see heightened opportunities for all employees.

Reasons Employers Emphasize Diversity and Inclusion (Top 3)

	Employed Millennials	Employed Gen Xers	Employed Boomers
#1	To make it a better place to work in general (38%)	To increase opportunities for all employees (27%)	To make it a better place to work in general (29%)
#2	To increase opportunities for all employees (31%)	To make it a better place to work in general (25%) Because of outside pressures (25%)	To make themselves look better/improve their reputation (26%)
#3	To improve employee morale (28%)	To make themselves look better/improve their reputation (21%)	Because of outside pressures (25%)

Diversity and Inclusion is an Important Factor in Millennials' Job Search

Millennials are significantly more likely than older generations to consider the diversity and inclusiveness of a workplace to be an important criterion in their job search.

"If I were to look for a new job tomorrow, a diverse and inclusive workplace would be important in my job search" (% agree)

47*



Employed Millennials

33



Employed Gen Xers

37



Employed Boomers

*Significantly higher than other generations

Diversity and Inclusion Practices Don't Meet Millennial Standards

Although Millennials desire to work for more diverse and inclusive organizations, they are no more likely than other generations to end up working in such cultures. They may feel that their employer is not investing enough resources into creating a diverse and inclusive workplace.

% Agree with statements:

	Employed Millennials	Employed Gen Xers	Employed Boomers
My workplace is very diverse	53	46	54
My workplace is very inclusive	45	44	43
My employer does a good job communicating its diversity and inclusion goals, programs and initiatives	46	40	44
My employer invests too much time and/or money into promoting diversity and inclusion in the workplace	17*	16	10

*Significantly higher than Boomers

Diversity at Work Means a More Diverse Life

Although not every employee has a diverse workplace, one-third of all employees acknowledge that they have more diversity at work than in other aspects of their personal life outside of work.

	Employed Millennials	Employed Gen Xers	Employed Boomers
"There is more diversity in my workplace than in aspects of my personal life outside of work" (% agree)	36	35	32

For more information about Millennials@Work: Perspectives on Diversity & Inclusion, please contact:



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