

What's your Inclusivity IQ?

Take the Quiz. Visit The Equity Lounge to learn more.

Win an iPad at the Club Courage Celebration



3 forms of DEI pushback

that Gartner describes inside of organizations are:



Denial



Disengagement



Derailment

Forbes cited **11 brands** that were succeeding in diverse and inclusive advertising

GOOD AMERICAN

PROGRESSIVE

Häagen-Dazs



Coca-Cola

NIKE

Dove

PELOTON

Barbie



NBA

\$5.4
Trillion

A Kantar Study referred to at MarketingDive.com says that a lack of inclusiveness across the underserved populations could be costing businesses \$5.4 Trillion.

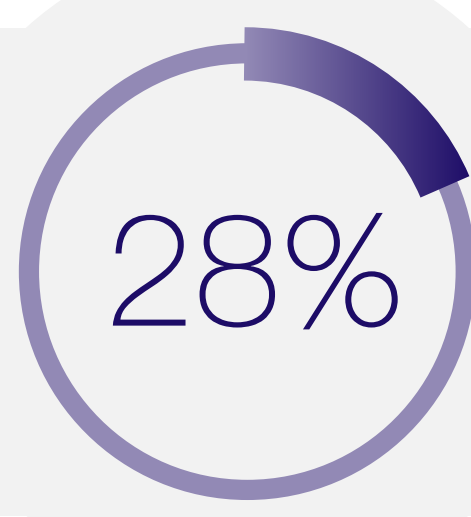


Among post Millennials in Sprout Social survey, 66% agree that they are more likely to buy from a brand that showcases diverse people (race, gender identity, age, etc).

\$1.4
Trillion

With HH income double that of the national average, the spending power of the LGBTQ+ community in the USA is \$1.4 Trillion.

BRIDGE CEO, Sheryla Daija, says the Selig Center, using US Census data, estimates the share of AA, AAPI, Hispanic & Native American spending share has increased in 2020 to 28%, up from 16% in 1990.



22
Million

Represented across 20 countries, Pew Research Center reports the Asian American population in 2019 was roughly 22 MM doubling between 2000 and 2019 - and will double again by 2060.



At 20% of the population and 50% of the US's new population growth, the Latino/Hispanic contribution to the GDP according to Insider Intelligence is 13%.

According to data from the EEOC, **white-collar Asian American workers are the least likely group to be promoted into management roles**—less likely than any other race.



20 MM

1 billion people live with some form of disability. In the US, 20 MM families have a member with a disability.