

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Organization size					
	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/Small (less than 50 employees)	Net: SME (1 to 249 employees)

For the following question, by 'meritocracy' we mean a society where people succeed through talent, effort, and achievement, rather than their social class or family background. To what extent, if at all, do you believe that the UK is a meritocracy?

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Very meritocratic	9%	7%	6%	15%	9%	6%	8%
Fairly meritocratic	44%	37%	51%	47%	44%	42%	43%
Not very meritocratic	35%	40%	34%	31%	32%	38%	37%
Not at all meritocratic	9%	10%	9%	5%	10%	10%	9%
Don't know	3%	5%	-	1%	4%	4%	3%

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Total	Work industry (MAIN)												
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/marketing / advertising / PR &	Medical & health services	Education	Transportation & distribution	Real estate	Other

For the following question, by 'meritocracy' we mean a society where people succeed through talent, effort, and achievement, rather than their social class or family background. To what extent, if at all, do you believe that the UK is a meritocracy?

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Very meritocratic	9%	8%	10%	13%	11%	10%	-	14%	7%	-	17%	7%	10%	3%
Fairly meritocratic	44%	37%	55%	36%	54%	41%	45%	49%	30%	52%	32%	36%	33%	44%
Not very meritocratic	35%	36%	19%	40%	30%	38%	36%	33%	44%	37%	38%	33%	58%	35%
Not at all meritocratic	9%	12%	11%	8%	5%	10%	19%	2%	17%	7%	-	16%	-	14%
Don't know	3%	8%	4%	2%	-	-	-	2%	3%	4%	12%	8%	-	5%

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Total	Company annual turnover					
	First year of trading	Less than £1 million	£1 million to £9.9 million	£10 million or more	Don't know	Prefer not to answer

For the following question, by 'meritocracy' we mean a society where people succeed through talent, effort, and achievement, rather than their social class or family background. To what extent, if at all, do you believe that the UK is a meritocracy?

Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
Very meritocratic	9%	-	6%	13%	10%	6%	3%
Fairly meritocratic	44%	36%	42%	42%	47%	35%	44%
Not very meritocratic	35%	51%	39%	31%	30%	52%	37%
Not at all meritocratic	9%	-	8%	9%	11%	7%	13%
Don't know	3%	13%	5%	4%	3%	-	3%

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Total	Omnibus Decision Maker									
	Marketing activities (e.g. advertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

For the following question, by 'meritocracy' we mean a society where people succeed through talent, effort, and achievement, rather than their social class or family background. To what extent, if at all, do you believe that the UK is a meritocracy?

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
Very meritocratic	9%	11%	10%	13%	12%	13%	13%	10%	12%	10%	13%
Fairly meritocratic	44%	42%	43%	43%	44%	41%	42%	44%	40%	43%	45%
Not very meritocratic	35%	32%	32%	30%	31%	30%	30%	32%	33%	34%	28%
Not at all meritocratic	9%	11%	10%	9%	8%	10%	9%	11%	10%	9%	8%
Don't know	3%	4%	4%	5%	5%	6%	6%	4%	5%	5%	6%

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	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/Small (less than 50 employees)	Net: SME (1 to 249 employees)

To what extent, do you agree or disagree with the following statements about your organisation?

Badly performing staff are let go

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Strongly agree	22%	30%	16%	22%	17%	26%	25%
Somewhat agree	48%	36%	52%	54%	53%	41%	44%
Somewhat disagree	17%	10%	22%	17%	22%	14%	14%
Strongly disagree	6%	6%	7%	6%	7%	6%	6%
Don't know	7%	19%	3%	1%	1%	14%	11%

High performing staff are promoted

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Strongly agree	25%	24%	25%	30%	25%	24%	26%
Somewhat agree	50%	40%	50%	55%	55%	44%	46%
Somewhat disagree	13%	12%	20%	12%	13%	14%	14%
Strongly disagree	4%	2%	2%	2%	6%	2%	2%
Don't know	8%	21%	3%	1%	1%	15%	12%

My organisation is meritocratic

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Strongly agree	36%	42%	42%	46%	26%	42%	43%
Somewhat agree	42%	30%	45%	42%	50%	35%	36%
Somewhat disagree	11%	5%	13%	9%	16%	7%	8%
Strongly disagree	4%	5%	-	1%	5%	3%	3%
Don't know	7%	18%	-	1%	2%	12%	10%

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Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Strongly agree	22%	21%	22%	19%	26%	24%	13%	23%	18%	18%	35%	18%	11%	20%
Somewhat agree	48%	52%	41%	48%	47%	47%	55%	53%	48%	52%	33%	49%	45%	43%
Somewhat disagree	17%	15%	23%	14%	15%	10%	14%	12%	15%	26%	21%	28%	45%	20%
Strongly disagree	6%	10%	9%	8%	7%	9%	-	3%	9%	-	10%	4%	-	6%
Don't know	7%	2%	6%	10%	5%	10%	18%	9%	10%	4%	-	-	-	11%

High performing staff are promoted

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Strongly agree	25%	20%	13%	28%	26%	33%	13%	36%	23%	16%	52%	13%	30%	26%
Somewhat agree	50%	61%	54%	40%	51%	38%	63%	41%	42%	71%	36%	61%	33%	50%
Somewhat disagree	13%	14%	20%	13%	12%	13%	11%	12%	20%	7%	12%	26%	10%	11%
Strongly disagree	4%	4%	3%	5%	6%	6%	-	4%	7%	3%	-	-	13%	1%
Don't know	8%	2%	11%	14%	5%	10%	13%	8%	8%	4%	-	-	13%	13%

My organisation is meritocratic

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Strongly agree	36%	28%	31%	34%	33%	35%	44%	43%	28%	40%	49%	26%	42%	43%
Somewhat agree	42%	55%	49%	41%	46%	35%	52%	33%	41%	44%	35%	51%	31%	34%
Somewhat disagree	11%	9%	7%	4%	16%	15%	4%	16%	16%	8%	10%	16%	13%	10%
Strongly disagree	4%	4%	5%	9%	3%	5%	-	-	7%	4%	-	8%	13%	3%
Don't know	7%	4%	8%	12%	3%	10%	-	8%	8%	4%	6%	-	-	10%

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To what extent, do you agree or disagree with the following statements about your organisation?

Badly performing staff are let go

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Strongly agree	22%	40%	28%	21%	17%	16%	22%
Somewhat agree	48%	23%	37%	55%	54%	39%	50%
Somewhat disagree	17%	-	12%	15%	23%	26%	10%
Strongly disagree	6%	-	6%	8%	5%	15%	3%
Don't know	7%	38%	16%	1%	1%	3%	14%

High performing staff are promoted

Unweighted base	522	8	143	97	203	33	38
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Somewhat agree	50%	13%	42%	48%	55%	68%	43%
Somewhat disagree	13%	-	12%	19%	12%	12%	14%
Strongly disagree	4%	-	3%	1%	5%	4%	3%
Don't know	8%	38%	18%	1%	2%	6%	15%

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Unweighted base	522	8	143	97	203	33	38
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Somewhat agree	42%	13%	28%	45%	51%	51%	39%
Somewhat disagree	11%	-	8%	7%	15%	18%	9%
Strongly disagree	4%	-	5%	2%	4%	4%	3%
Don't know	7%	38%	17%	1%	2%	-	8%

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Strongly agree	22%	25%	25%	30%	28%	29%	31%	24%	27%	27%	30%
Somewhat agree	48%	45%	46%	40%	42%	43%	41%	48%	43%	44%	42%
Somewhat disagree	17%	13%	15%	13%	13%	12%	13%	14%	13%	13%	12%
Strongly disagree	6%	7%	5%	6%	6%	5%	6%	7%	6%	8%	6%
Don't know	7%	10%	9%	10%	11%	10%	9%	7%	10%	9%	9%

High performing staff are promoted

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
Strongly agree	25%	29%	29%	33%	30%	34%	35%	31%	32%	30%	35%
Somewhat agree	50%	46%	46%	41%	44%	41%	40%	47%	40%	45%	40%
Somewhat disagree	13%	13%	13%	12%	11%	12%	12%	11%	14%	12%	12%
Strongly disagree	4%	2%	3%	3%	3%	2%	2%	3%	3%	2%	3%
Don't know	8%	10%	10%	11%	12%	12%	10%	8%	10%	10%	11%

My organisation is meritocratic

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
Strongly agree	36%	44%	44%	45%	43%	45%	46%	44%	43%	43%	46%
Somewhat agree	42%	34%	34%	34%	35%	33%	36%	38%	35%	35%	34%
Somewhat disagree	11%	9%	9%	7%	7%	7%	6%	8%	9%	8%	6%
Strongly disagree	4%	4%	4%	3%	3%	4%	3%	2%	3%	4%	3%
Don't know	7%	9%	9%	11%	10%	12%	10%	7%	10%	10%	11%

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	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/Small (less than 50 employees)	Net: SME (1 to 249 employees)

How comfortable, if at all, do you feel taking action to tackle discrimination against and support the following staff within your organisation?

Women							
Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Very comfortable	63%	67%	59%	47%	66%	64%	61%
Somewhat comfortable	25%	13%	30%	43%	27%	18%	23%
Somewhat uncomfortable	4%	2%	7%	3%	4%	4%	4%
Very uncomfortable	1%	2%	1%	1%	1%	2%	2%
Don't know	7%	16%	2%	5%	2%	12%	10%
Those from minority ethnic backgrounds							
Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Very comfortable	58%	61%	60%	51%	58%	60%	59%
Somewhat comfortable	25%	15%	26%	36%	29%	18%	22%
Somewhat uncomfortable	6%	5%	11%	5%	6%	7%	6%
Very uncomfortable	3%	1%	1%	1%	5%	1%	1%
Don't know	8%	19%	2%	6%	2%	13%	12%
LGBT							
Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Very comfortable	55%	57%	52%	52%	55%	56%	55%
Somewhat comfortable	23%	15%	29%	32%	26%	19%	22%
Somewhat uncomfortable	8%	5%	12%	8%	9%	8%	8%
Very uncomfortable	4%	4%	1%	1%	5%	3%	3%
Don't know	10%	19%	6%	6%	5%	15%	13%

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How comfortable, if at all, do you feel taking action to tackle discrimination against and support the following staff within your organisation?

Women														
Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Very comfortable	63%	61%	51%	63%	57%	67%	71%	66%	75%	69%	68%	59%	57%	61%
Somewhat comfortable	25%	25%	33%	22%	37%	24%	19%	20%	19%	24%	9%	34%	43%	22%
Somewhat uncomfortable	4%	8%	6%	2%	2%	-	5%	7%	3%	-	6%	8%	-	3%
Very uncomfortable	1%	-	-	4%	1%	-	-	5%	-	-	6%	-	-	-
Don't know	7%	5%	10%	9%	3%	9%	5%	3%	3%	8%	11%	-	-	15%
Those from minority ethnic backgrounds														
Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Very comfortable	58%	65%	55%	60%	53%	62%	57%	55%	55%	63%	62%	55%	55%	61%
Somewhat comfortable	25%	19%	22%	21%	39%	29%	33%	22%	25%	22%	15%	30%	22%	22%
Somewhat uncomfortable	6%	6%	12%	5%	3%	-	5%	11%	10%	4%	6%	15%	10%	2%
Very uncomfortable	3%	5%	2%	2%	2%	-	-	5%	3%	4%	6%	-	13%	-
Don't know	8%	4%	10%	12%	4%	9%	5%	7%	8%	8%	11%	-	-	15%
LGBT														
Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Very comfortable	55%	54%	51%	59%	47%	71%	57%	55%	54%	57%	67%	48%	24%	60%
Somewhat comfortable	23%	24%	28%	19%	34%	15%	26%	18%	31%	20%	10%	22%	53%	19%
Somewhat uncomfortable	8%	14%	6%	5%	6%	-	12%	12%	7%	8%	6%	31%	10%	4%
Very uncomfortable	4%	1%	5%	4%	5%	5%	-	9%	3%	4%	6%	-	-	-
Don't know	10%	7%	10%	13%	8%	9%	5%	7%	5%	11%	11%	-	13%	17%

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How comfortable, if at all, do you feel taking action to tackle discrimination against and support the following staff within your organisation?

Women							
Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
Very comfortable	63%	76%	61%	59%	66%	52%	69%
Somewhat comfortable	25%	-	17%	33%	27%	29%	24%
Somewhat uncomfortable	4%	-	3%	3%	4%	16%	-
Very uncomfortable	1%	-	3%	1%	1%	-	-
Don't know	7%	24%	16%	4%	2%	3%	7%
Those from minority ethnic backgrounds							
Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
Very comfortable	58%	49%	57%	61%	59%	46%	64%
Somewhat comfortable	25%	26%	15%	25%	29%	38%	26%
Somewhat uncomfortable	6%	-	7%	6%	6%	13%	2%
Very uncomfortable	3%	-	2%	3%	4%	-	-
Don't know	8%	24%	19%	4%	2%	3%	7%
LGBT							
Unweighted base	522	8	143	97	203	33	38
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Very comfortable	55%	40%	52%	58%	56%	48%	64%
Somewhat comfortable	23%	36%	14%	25%	27%	35%	24%
Somewhat uncomfortable	8%	-	10%	8%	8%	14%	-
Very uncomfortable	4%	-	5%	4%	4%	-	-
Don't know	10%	24%	18%	5%	6%	3%	12%

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Somewhat comfortable	25%	23%	23%	22%	24%	22%	22%	22%	23%	24%	22%
Somewhat uncomfortable	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	4%
Very uncomfortable	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
Don't know	7%	9%	9%	11%	10%	12%	11%	8%	11%	10%	11%
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Very comfortable	58%	59%	61%	59%	57%	58%	60%	63%	58%	59%	58%
Somewhat comfortable	25%	23%	20%	21%	23%	21%	21%	21%	22%	22%	21%
Somewhat uncomfortable	6%	6%	7%	6%	6%	6%	6%	5%	6%	7%	7%
Very uncomfortable	3%	2%	3%	3%	2%	3%	2%	2%	3%	2%	2%
Don't know	8%	10%	10%	11%	11%	13%	11%	9%	11%	10%	11%
LGBT											
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Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
Very comfortable	55%	55%	57%	54%	53%	52%	55%	60%	54%	54%	52%
Somewhat comfortable	23%	23%	19%	21%	22%	21%	21%	19%	21%	22%	22%
Somewhat uncomfortable	8%	8%	8%	8%	8%	8%	8%	7%	8%	7%	9%
Very uncomfortable	4%	4%	4%	5%	5%	5%	4%	3%	4%	4%	4%
Don't know	10%	11%	12%	12%	12%	14%	12%	10%	13%	12%	12%

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Over the past year, would you say the following have become more of a priority for you and your organisation, less of a priority or has there been no change?

Gaining a greater understanding of ethnic minority consumers

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
More of a priority	22%	8%	12%	22%	37%	9%	12%
No change	61%	65%	71%	61%	53%	67%	66%
Less of a priority	4%	2%	9%	6%	3%	4%	5%
Don't know	1%	2%	1%	1%	1%	2%	1%
Not applicable	12%	23%	7%	9%	5%	18%	16%

Gaining a greater understanding of LGBT consumers

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
More of a priority	18%	5%	9%	22%	31%	6%	10%
No change	64%	67%	74%	59%	58%	69%	67%
Less of a priority	5%	3%	8%	8%	5%	5%	6%
Don't know	1%	2%	1%	2%	1%	2%	2%
Not applicable	12%	23%	7%	9%	5%	18%	16%

Achieving a good standard of internal diversity and inclusion within the workplace

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
More of a priority	30%	8%	15%	32%	54%	10%	15%
No change	55%	64%	75%	58%	40%	68%	66%
Less of a priority	4%	2%	5%	6%	4%	3%	3%
Don't know	1%	2%	3%	2%	-	2%	2%
Not applicable	9%	24%	2%	1%	2%	17%	14%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Work industry (MAIN)												
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/marketing / advertising / PR &	Medical & health services	Education	Transportation & distribution	Real estate	Other

Over the past year, would you say the following have become more of a priority for you and your organisation, less of a priority or has there been no change?

Gaining a greater understanding of ethnic minority consumers

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
More of a priority	22%	18%	15%	21%	30%	29%	7%	23%	36%	29%	13%	21%	10%	16%
No change	61%	59%	66%	60%	50%	62%	72%	58%	51%	64%	76%	79%	77%	65%
Less of a priority	4%	4%	5%	8%	8%	-	-	5%	-	-	5%	-	13%	3%
Don't know	1%	-	3%	2%	4%	-	9%	-	-	4%	-	-	-	-
Not applicable	12%	18%	11%	10%	8%	9%	12%	14%	14%	4%	6%	-	-	17%

Gaining a greater understanding of LGBT consumers

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
More of a priority	18%	13%	12%	13%	21%	24%	7%	21%	32%	22%	17%	23%	10%	15%
No change	64%	60%	72%	69%	57%	62%	72%	58%	53%	74%	66%	77%	77%	65%
Less of a priority	5%	9%	2%	6%	11%	-	-	5%	2%	-	11%	-	13%	4%
Don't know	1%	1%	3%	2%	3%	-	9%	-	3%	-	-	-	-	-
Not applicable	12%	16%	11%	10%	8%	14%	12%	16%	11%	4%	6%	-	-	17%

Achieving a good standard of internal diversity and inclusion within the workplace

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
More of a priority	30%	37%	16%	25%	39%	29%	29%	40%	46%	29%	13%	22%	-	23%
No change	55%	51%	71%	61%	46%	62%	54%	44%	40%	63%	71%	71%	100%	57%
Less of a priority	4%	3%	2%	5%	9%	-	-	5%	-	4%	5%	8%	-	1%
Don't know	1%	1%	3%	2%	1%	-	10%	1%	3%	-	-	-	-	-
Not applicable	9%	7%	8%	8%	5%	9%	7%	9%	11%	4%	11%	-	-	20%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Company annual turnover					
	First year of trading	Less than £1 million	£1 million to £9.9 million	£10 million or more	Don't know	Prefer not to answer

Over the past year, would you say the following have become more of a priority for you and your organisation, less of a priority or has there been no change?

Gaining a greater understanding of ethnic minority consumers

Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
More of a priority	22%	-	10%	15%	36%	27%	6%
No change	61%	76%	62%	70%	54%	57%	73%
Less of a priority	4%	-	4%	7%	4%	3%	3%
Don't know	1%	11%	2%	1%	1%	-	-
Not applicable	12%	13%	21%	7%	5%	13%	18%

Gaining a greater understanding of LGBT consumers

Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
More of a priority	18%	10%	6%	16%	28%	24%	6%
No change	64%	52%	66%	69%	59%	63%	68%
Less of a priority	5%	13%	4%	6%	6%	-	8%
Don't know	1%	11%	2%	1%	2%	-	-
Not applicable	12%	13%	21%	7%	5%	13%	18%

Achieving a good standard of internal diversity and inclusion within the workplace

Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
More of a priority	30%	13%	10%	23%	52%	34%	5%
No change	55%	63%	67%	65%	41%	53%	63%
Less of a priority	4%	-	1%	8%	4%	-	5%
Don't know	1%	11%	2%	2%	1%	-	2%
Not applicable	9%	13%	20%	1%	2%	13%	24%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Omnibus Decision Maker									
	Marketing activities (e.g. advertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

Over the past year, would you say the following have become more of a priority for you and your organisation, less of a priority or has there been no change?

Gaining a greater understanding of ethnic minority consumers

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
More of a priority	22%	20%	19%	17%	17%	18%	17%	18%	20%	20%	16%
No change	61%	62%	63%	62%	63%	61%	62%	65%	61%	61%	64%
Less of a priority	4%	4%	4%	5%	4%	5%	4%	4%	4%	4%	5%
Don't know	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%
Not applicable	12%	13%	13%	16%	15%	15%	15%	12%	14%	14%	15%

Gaining a greater understanding of LGBT consumers

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
More of a priority	18%	17%	16%	15%	15%	15%	15%	16%	16%	16%	15%
No change	64%	63%	65%	60%	63%	61%	62%	65%	61%	63%	63%
Less of a priority	5%	5%	5%	7%	6%	8%	7%	5%	8%	6%	7%
Don't know	1%	1%	2%	0%	1%	1%	0%	2%	1%	1%	1%
Not applicable	12%	13%	13%	17%	15%	15%	15%	12%	14%	14%	15%

Achieving a good standard of internal diversity and inclusion within the workplace

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
More of a priority	30%	26%	26%	20%	22%	23%	21%	27%	23%	27%	21%
No change	55%	56%	58%	59%	60%	57%	59%	57%	58%	56%	59%
Less of a priority	4%	4%	4%	5%	4%	4%	5%	4%	4%	4%	5%
Don't know	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%
Not applicable	9%	12%	11%	14%	14%	14%	14%	11%	13%	12%	14%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Organization size					
	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/Small (less than 50 employees)	Net: SME (1 to 249 employees)

Do you think businesses have a role to play in fighting the following?

Racial inequality

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Yes, businesses have a large role to play	52%	48%	44%	47%	60%	47%	47%
Yes, businesses have a small role to play	34%	31%	40%	40%	32%	34%	35%
No, businesses do not have a role to play	10%	12%	10%	12%	8%	11%	11%
Don't know	4%	9%	6%	1%	1%	8%	6%

Gender inequality

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Yes, businesses have a large role to play	56%	53%	47%	49%	64%	51%	51%
Yes, businesses have a small role to play	31%	26%	40%	41%	27%	31%	33%
No, businesses do not have a role to play	10%	11%	9%	9%	9%	11%	10%
Don't know	4%	9%	4%	1%	1%	7%	6%

LGBT discrimination

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Yes, businesses have a large role to play	46%	44%	40%	45%	52%	42%	43%
Yes, businesses have a small role to play	36%	31%	41%	42%	36%	34%	36%
No, businesses do not have a role to play	13%	15%	14%	12%	11%	15%	14%
Don't know	5%	10%	5%	1%	1%	8%	7%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Work industry (MAIN)												
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/marketing / advertising / PR &	Medical & health services	Education	Transportation & distribution	Real estate	Other

Do you think businesses have a role to play in fighting the following?

Racial inequality

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Yes, businesses have a large role to play	52%	46%	36%	55%	53%	44%	33%	56%	65%	52%	40%	48%	68%	59%
Yes, businesses have a small role to play	34%	46%	42%	35%	35%	26%	54%	31%	27%	33%	29%	41%	22%	24%
No, businesses do not have a role to play	10%	6%	14%	9%	10%	19%	13%	11%	5%	15%	15%	11%	-	9%
Don't know	4%	2%	8%	2%	3%	10%	-	2%	3%	-	16%	-	10%	7%

Gender inequality

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Yes, businesses have a large role to play	56%	51%	44%	59%	56%	49%	47%	57%	71%	52%	40%	55%	68%	60%
Yes, businesses have a small role to play	31%	42%	39%	30%	30%	17%	40%	30%	22%	37%	29%	41%	32%	22%
No, businesses do not have a role to play	10%	5%	12%	9%	12%	23%	13%	10%	5%	11%	15%	4%	-	10%
Don't know	4%	2%	5%	2%	3%	10%	-	3%	3%	-	16%	-	-	7%

LGBT discrimination

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Yes, businesses have a large role to play	46%	43%	36%	53%	44%	49%	33%	44%	59%	45%	34%	47%	55%	52%
Yes, businesses have a small role to play	36%	39%	36%	33%	39%	21%	61%	35%	30%	45%	29%	44%	35%	31%
No, businesses do not have a role to play	13%	14%	22%	12%	13%	19%	6%	20%	5%	11%	27%	9%	-	7%
Don't know	5%	4%	5%	2%	4%	10%	-	2%	5%	-	10%	-	10%	10%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Company annual turnover					
	First year of trading	Less than £1 million	£1 million to £9.9 million	£10 million or more	Don't know	Prefer not to answer

Do you think businesses have a role to play in fighting the following?

Racial inequality

Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
Yes, businesses have a large role to play	52%	50%	46%	42%	60%	69%	42%
Yes, businesses have a small role to play	34%	26%	34%	42%	33%	13%	37%
No, businesses do not have a role to play	10%	-	13%	12%	7%	13%	13%
Don't know	4%	23%	7%	5%	-	6%	8%

Gender inequality

Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
Yes, businesses have a large role to play	56%	60%	50%	43%	63%	75%	51%
Yes, businesses have a small role to play	31%	13%	30%	40%	31%	9%	31%
No, businesses do not have a role to play	10%	13%	11%	12%	7%	13%	10%
Don't know	4%	13%	8%	5%	-	3%	8%

LGBT discrimination

Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
Yes, businesses have a large role to play	46%	50%	41%	44%	50%	63%	36%
Yes, businesses have a small role to play	36%	26%	34%	36%	41%	16%	38%
No, businesses do not have a role to play	13%	13%	16%	15%	9%	19%	16%
Don't know	5%	10%	9%	5%	1%	3%	10%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Omnibus Decision Maker									
	Marketing activities (e.g. advertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

Do you think businesses have a role to play in fighting the following?

Racial inequality

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
Yes, businesses have a large role to play	52%	52%	52%	45%	49%	47%	46%	51%	48%	50%	41%
Yes, businesses have a small role to play	34%	34%	33%	36%	35%	38%	38%	35%	36%	35%	41%
No, businesses do not have a role to play	10%	9%	10%	12%	12%	9%	9%	10%	11%	9%	10%
Don't know	4%	5%	5%	7%	5%	7%	6%	5%	6%	5%	8%

Gender inequality

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
Yes, businesses have a large role to play	56%	56%	56%	49%	52%	51%	51%	55%	52%	54%	46%
Yes, businesses have a small role to play	31%	31%	30%	33%	31%	34%	34%	30%	33%	31%	37%
No, businesses do not have a role to play	10%	9%	10%	11%	12%	9%	9%	9%	10%	10%	10%
Don't know	4%	5%	5%	6%	5%	7%	6%	5%	5%	5%	8%

LGBT discrimination

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
Yes, businesses have a large role to play	46%	47%	47%	43%	44%	42%	44%	47%	43%	44%	39%
Yes, businesses have a small role to play	36%	36%	36%	35%	37%	37%	37%	35%	37%	38%	39%
No, businesses do not have a role to play	13%	12%	12%	15%	14%	14%	13%	13%	14%	13%	14%
Don't know	5%	5%	6%	7%	5%	7%	7%	5%	6%	6%	8%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Organization size					
	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/Small (less than 50 employees)	Net: SME (1 to 249 employees)

Who, if anyone, have you noticed showing more interest in diversity since the Black Lives Matter protests? (please select all that apply)

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Our customers/clients (e.g. asking about the diversity of your workforce, where products come from, your staff policies etc.)	18%	9%	11%	24%	27%	9%	13%
Our staff (e.g. asking about internal policies, writing letters to senior staff, asking for more transparency with hiring etc.)	29%	3%	14%	23%	57%	7%	10%
Neither	59%	77%	77%	58%	36%	77%	73%
Don't know	6%	11%	3%	7%	3%	9%	8%
Not applicable – I have not heard of George Floyd nor the Black Lives Matter protests	1%	2%	-	-	-	1%	1%

Has your organisation taken any new action on diversity and inclusion as a result of the Black Lives Matter protests?

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Yes, it has	26%	6%	10%	29%	48%	7%	12%
No, it has not	70%	91%	90%	66%	46%	91%	85%
Don't know	4%	4%	-	5%	6%	3%	3%

How informed, if at all, are you about the actions you and/or your organisation could take to improve diversity and inclusion?

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Very informed	44%	40%	29%	57%	48%	37%	41%
Somewhat informed	42%	40%	55%	37%	40%	44%	43%
Not very informed	10%	12%	9%	5%	9%	11%	10%
Not at all informed	5%	8%	7%	1%	3%	8%	7%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Work industry (MAIN)												
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/marketing / advertising / PR &	Medical & health services	Education	Transportation & distribution	Real estate	Other

Who, if anyone, have you noticed showing more interest in diversity since the Black Lives Matter protests? (please select all that apply)

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Our customers/clients (e.g. asking about the diversity of your workforce, where products come from, your staff policies etc.)	18%	13%	4%	15%	29%	10%	14%	31%	29%	13%	13%	14%	20%	13%
Our staff (e.g. asking about internal policies, writing letters to senior staff, asking for more transparency with hiring etc.)	29%	21%	15%	24%	40%	24%	25%	43%	39%	38%	13%	26%	23%	21%
Neither	59%	71%	68%	59%	49%	62%	68%	43%	50%	52%	66%	67%	66%	65%
Don't know	6%	2%	14%	10%	2%	13%	-	3%	8%	3%	16%	-	-	7%
Not applicable – I have not heard of George Floyd nor the Black Lives Matter protests	1%	-	-	-	1%	-	-	-	-	-	5%	-	-	1%

Has your organisation taken any new action on diversity and inclusion as a result of the Black Lives Matter protests?

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Yes, it has	26%	21%	5%	21%	41%	24%	29%	36%	36%	29%	23%	19%	10%	18%
No, it has not	70%	79%	88%	71%	53%	66%	71%	58%	59%	67%	72%	81%	80%	82%
Don't know	4%	-	6%	8%	7%	9%	-	6%	5%	4%	4%	-	10%	-

How informed, if at all, are you about the actions you and/or your organisation could take to improve diversity and inclusion?

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Very informed	44%	44%	39%	31%	50%	37%	34%	47%	44%	45%	49%	45%	31%	49%
Somewhat informed	42%	43%	48%	43%	38%	52%	49%	44%	49%	43%	39%	29%	20%	35%
Not very informed	10%	3%	5%	18%	7%	-	17%	7%	8%	8%	11%	22%	49%	12%
Not at all informed	5%	10%	8%	8%	5%	11%	-	2%	-	4%	-	4%	-	5%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Company annual turnover					
	First year of trading	Less than £1 million	£1 million to £9.9 million	£10 million or more	Don't know	Prefer not to answer

Who, if anyone, have you noticed showing more interest in diversity since the Black Lives Matter protests? (please select all that apply)

Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
Our customers/clients (e.g. asking about the diversity of your workforce, where products come from, your staff policies etc.)	18%	-	13%	16%	27%	12%	6%
Our staff (e.g. asking about internal policies, writing letters to senior staff, asking for more transparency with hiring etc.)	29%	-	6%	17%	53%	39%	6%
Neither	59%	49%	76%	72%	39%	53%	76%
Don't know	6%	51%	7%	5%	3%	5%	10%
Not applicable – I have not heard of George Floyd nor the Black Lives Matter protests	1%	-	1%	-	-	3%	3%

Has your organisation taken any new action on diversity and inclusion as a result of the Black Lives Matter protests?

Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
Yes, it has	26%	13%	8%	18%	46%	25%	6%
No, it has not	70%	76%	90%	79%	49%	69%	89%
Don't know	4%	11%	2%	3%	5%	6%	5%

How informed, if at all, are you about the actions you and/or your organisation could take to improve diversity and inclusion?

Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
Very informed	44%	23%	40%	40%	49%	38%	50%
Somewhat informed	42%	77%	40%	41%	41%	46%	38%
Not very informed	10%	-	11%	12%	8%	16%	6%
Not at all informed	5%	-	9%	6%	2%	-	6%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Omnibus Decision Maker									
	Marketing activities (e.g. advertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

Who, if anyone, have you noticed showing more interest in diversity since the Black Lives Matter protests? (please select all that apply)

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
Our customers/clients (e.g. asking about the diversity of your workforce, where products come from, your staff policies etc.)	18%	20%	18%	21%	20%	22%	20%	20%	23%	20%	22%
Our staff (e.g. asking about internal policies, writing letters to senior staff, asking for more transparency with hiring etc.)	29%	25%	24%	19%	20%	21%	19%	26%	22%	22%	20%
Neither	59%	58%	60%	62%	63%	61%	65%	59%	59%	61%	61%
Don't know	6%	7%	7%	9%	8%	9%	8%	7%	9%	8%	8%
Not applicable – I have not heard of George Floyd nor the Black Lives Matter protests	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Has your organisation taken any new action on diversity and inclusion as a result of the Black Lives Matter protests?

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
Yes, it has	26%	22%	22%	21%	21%	22%	20%	25%	22%	22%	23%
No, it has not	70%	74%	74%	76%	76%	75%	75%	72%	73%	74%	75%
Don't know	4%	4%	4%	4%	4%	3%	5%	3%	5%	4%	3%

How informed, if at all, are you about the actions you and/or your organisation could take to improve diversity and inclusion?

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
Very informed	44%	44%	44%	45%	46%	43%	45%	45%	45%	46%	44%
Somewhat informed	42%	41%	41%	41%	38%	41%	39%	40%	40%	39%	40%
Not very informed	10%	10%	9%	9%	10%	9%	9%	8%	9%	8%	9%
Not at all informed	5%	5%	5%	5%	6%	6%	6%	7%	5%	6%	7%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Organization size					
	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/Small (less than 50 employees)	Net: SME (1 to 249 employees)

Do you think you and/or your organisation would or would not benefit from more guidance about how to improve diversity and inclusion in the workplace?

Unweighted base	522	164	86	78	194	250	328
Base: Decision makers	522	170	79	66	207	249	315
Yes, we would benefit	37%	18%	30%	45%	53%	22%	26%
No, we would not benefit	53%	73%	60%	40%	40%	69%	63%
Don't know	10%	10%	10%	15%	7%	10%	11%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Work industry (MAIN)												
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/marketing / advertising / PR &	Medical & health services	Education	Transportation & distribution	Real estate	Other

Do you think you and/or your organisation would or would not benefit from more guidance about how to improve diversity and inclusion in the workplace?

Unweighted base	522	61	37	54	71	21	17	63	41	29	18	16	9	85
Base: Decision makers	522	61	36	53	72	21	17	65	40	29	18	15	9	86
Yes, we would benefit	37%	38%	21%	37%	44%	36%	23%	49%	36%	33%	30%	59%	55%	28%
No, we would not benefit	53%	57%	68%	53%	47%	52%	53%	44%	47%	59%	50%	26%	32%	68%
Don't know	10%	6%	11%	10%	9%	12%	23%	8%	17%	8%	21%	15%	13%	5%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Company annual turnover					
	First year of trading	Less than £1 million	£1 million to £9.9 million	£10 million or more	Don't know	Prefer not to answer

Do you think you and/or your organisation would or would not benefit from more guidance about how to improve diversity and inclusion in the workplace?

Unweighted base	522	8	143	97	203	33	38
Base: Decision makers	522	8	146	89	208	33	38
Yes, we would benefit	37%	38%	19%	39%	50%	46%	18%
No, we would not benefit	53%	62%	69%	50%	42%	43%	73%
Don't know	10%	-	12%	11%	8%	11%	10%

YouGov - Black Lives Matter response, business decision makers

Fieldwork: 29th - 31st July 2020

Total	Omnibus Decision Maker									
	Marketing activities (e.g. advertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

Do you think you and/or your organisation would or would not benefit from more guidance about how to improve diversity and inclusion in the workplace?

Unweighted base	522	319	368	236	302	242	229	323	279	316	213
Base: Decision makers	522	318	368	233	301	240	225	321	280	316	211
Yes, we would benefit	37%	36%	34%	35%	33%	34%	34%	36%	35%	36%	34%
No, we would not benefit	53%	56%	57%	56%	58%	55%	55%	54%	53%	55%	58%
Don't know	10%	8%	9%	9%	9%	10%	11%	10%	11%	9%	8%