

## Workplace Poll

### Topline Results

- Deltapoll interviewed a sample of 1,993 adults in Great Britain online between 3<sup>rd</sup> to 7<sup>th</sup> May 2024.
- Questions were put to the entire sample except where otherwise stated.
- The data have been weighted to represent the British adult population as a whole.
- Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
- Study undertaken by Deltapoll on behalf of Policy Exchange.



I would like you to think about a situation where you might be at work and you were asked to wear a badge with your personal pronouns displayed (i.e. he/she/they). Do you think having to wear a badge like this would make you more to want to continue working for a company, less likely, or would it make no difference?

More likely	7%
Less likely	43%
No difference	45%
Don't know	5%

When it comes to an employer recruiting and promoting staff, which one of these statements best reflects your view?

Employers should appoint or promote the person most qualified person for the job, without taking into account factors such as race or gender	75%
Employers should appoint or promote people in a way that creates a diverse team which reflects the makeup of the UK	15%
Don't know	10%

Here are two examples of information/statements employers might include on their job advertisements for the same sort of role (e.g. assistant manager). Based on your impression of what each employer is trying to say, if you had to choose based on the below, which one of the two companies would you personally rather work for?

"We are passionately committed to delivering excellent customer service and always doing right by our customers. You will be joining a skilful and driven team united by a commitment to fostering innovation and strong partnerships."	61%
"We are an ethical company who always prioritise creating a diverse and inclusive space for everyone. We encourage all employees to bring their whole self to work and provide regular empowerment training sessions, workshops and events. We are particularly seeking applications from women, people from an ethnic minority background and people from the LGBT+ community."	28%
Don't know	11%

Have you ever worked in an organisation which operated a 'take your whole self to work' policy?

Yes	12%
No	69%
Don't know	20%




**Those with experience of a "take your whole self to work" policy:**  
Which of the following statements is truer of 'take your whole self to work' policies...

In practice, the policy creates a more open working environment where everyone is free to express their views	51%
In practice, the policy creates a less open working environment in which only some views are accepted	24%
Makes no difference	23%
Don't know	2%

Suppose for a moment you are thinking about getting a new job. When thinking about whether the company is welcoming for 'people like you', by 'people like you' do you mean, primarily, people of your...

Class	7%
Race	8%
Gender	9%
Hobbies and interests	9%
Nationality	7%
Religion	2%
Age	26%
Don't know	32%

Here are three photos that are part of an advertising campaign for a new phone. Please indicate which of these adverts would make you most inclined to purchase the product?

	7%
	7%
	14%
None of them would make me more inclined to buy the product	41%
All of them would make me more inclined to buy the product	24%
Don't know	7%

The following two candidates are applying for the same job. They both have the same qualifications and experience. From what you may have seen, heard or believe about today's society, which candidate do you think is more likely to get the job?

A Woman	10%
A Man	25%
Both candidates have the same likelihood of getting the job	59%
Don't know	6%

The following two candidates are applying for the same job. They both have the same qualifications and experience. From what you may have seen, heard or believe about today's society, which candidate do you think is more likely to get the job?

Ethnic minority candidate	17%
White candidate	23%
Both candidates have the same likelihood of getting the job	53%
Don't know	7%

If a company prominently took any of the following stances, would this make you more willing to buy their products, less willing, or would it make no difference?

#### Support for racial targets or quotas in their workforce

More willing to buy their products	16%
Less willing to buy their products	21%
Make no difference	51%
Don't know	12%

#### Opposition to the government policy of reducing immigration

More willing to buy their products	15%
Less willing to buy their products	24%
Make no difference	48%
Don't know	12%

#### Support for Black Lives Matter

More willing to buy their products	21%
Less willing to buy their products	20%
Make no difference	50%
Don't know	9%

#### Support for a Palestinian State

More willing to buy their products	16%
Less willing to buy their products	20%
Make no difference	47%
Don't know	16%

#### Support for transgender rights

More willing to buy their products	17%
Less willing to buy their products	22%
Make no difference	52%
Don't know	9%

To what extent do you agree or disagree with the following statements?

**Banks should not be allowed to stop doing business with someone because of their lawfully expressed opinions or political views**

Agree strongly	27%
Tend to agree	30%
Neither agree nor disagree	24%
Tend to disagree	7%
Disagree strongly	5%
Don't know	8%
Agree (all)	57%
Disagree (all)	12%
Balance	+45%

**Some of my working time is wasted by training or other activities related to equality, diversity and inclusion**

Agree strongly	11%
Tend to agree	17%
Neither agree nor disagree	24%
Tend to disagree	18%
Disagree strongly	17%
Don't know	12%
Agree (all)	28%
Disagree (all)	35%
Balance	-7%

**In my workplace, managers are too sensitive to complaints by employees from women and ethnic minorities**

Agree strongly	12%
Tend to agree	16%
Neither agree nor disagree	27%
Tend to disagree	17%
Disagree strongly	12%
Don't know	17%
Agree (all)	28%
Disagree (all)	29%
Balance	-1%

**Businesses have become too concerned with taking political positions on contested issues**

Agree strongly	19%
Tend to agree	31%
Neither agree nor disagree	24%
Tend to disagree	10%
Disagree strongly	4%
Don't know	11%
Agree (all)	50%
Disagree (all)	14%
Balance	+36%

**In my workplace, people are sometimes hired or promoted to meet diversity and inclusion objectives, rather than in the best interests of the company**

Agree strongly	13%
Tend to agree	21%
Neither agree nor disagree	25%
Tend to disagree	12%
Disagree strongly	12%
Don't know	17%
Agree (all)	34%
Disagree (all)	24%
Balance	+10%

**Large employers should have targets for the number of people they recruit from lower socio-economic backgrounds, or from state schools**

Agree strongly	9%
Tend to agree	21%
Neither agree nor disagree	30%
Tend to disagree	17%
Disagree strongly	11%
Don't know	12%
Agree (all)	30%
Disagree (all)	28%
Balance	+2%

**In the workplace today, you are more likely to be discriminated against for having a working class accent than because of the colour of your skin**

Agree strongly	9%
Tend to agree	21%
Neither agree nor disagree	31%
Tend to disagree	16%
Disagree strongly	8%
Don't know	16%
Agree (all)	30%
Disagree (all)	24%
Balance	+6%

**If an employer organises regular events to celebrate and champion causes like LGBT+ Pride and Black Lives Matter, do you think this is more likely to...**

Make everyone (or most people) feel welcome at the company	31%
Make it clear to some employees that certain types of views are not allowed at the company	22%
Neither	22%
Both	12%
Don't know	14%

**If a company uses aptitude or other tests or assessments when recruiting employees, do you think it should...**

Set the same pass-mark for everyone, regardless of background.	72%
Set a lower pass-mark for applicants who went to a less good school	11%
Don't know	17%

To the best of your knowledge, what percentage of the public do you think are...

Black (mean)	21%
Asian (mean)	18%
Born overseas (mean)	19%
Muslim (mean)	19%
Jewish (mean)	12%
Gay / Lesbian / Bisexual (mean)	18%
Transgender (mean)	9%

Are you currently in employment, or have you been in employment within the last five years?

Currently in employment	56%
Not currently employed but have been employed within last year	5%
Not currently employed but have been employed within last five years	10%
No	27%
Don't know	1%

**Those who have worked in the last five years:**

Do you, or did you, ever avoid saying professionally legitimate things at work for fear of not being sufficiently politically correct or of accidentally causing offence?

Very often	10%
Quite often	14%
Sometimes	25%
Rarely	17%
Never	29%
Don't know	5%

**Those who have worked in the last year:**

In the past year, has your employer made statements or organised events about social issues which you felt were outside the business / purpose of the company?

Yes	15%
No	72%
Don't know	13%