

Statistics and Studies Regarding DEIB Value & Importance

"The expectations of business to drive societal change and environmental change has never been higher," -Michele Parmelee, Deloitte Global Deputy CEO

DEIB work allows us to do what's right for people and what's good for business at the same time... It's a win-win situation. The ethical case for DEIB work centers around helping to ensure people feel welcomed, valued, respected, supported, and safe. The business case is grounded in data that illustrates the proven advantage of organizations invested in DEIB work. Here are a few statistics that speak to the business case:

Proven Value, Proven Importance...

- 35% advantage in hiring ([How diversity, equity, and inclusion \(DE&I\) matter | McKinsey](#))
- 70% more likely to capture new markets ([McKinsey & Company](#))
- 20% more likely to experience above average profitability ([Boston Consulting Group](#))
- 19% higher revenue due to innovation ([Boston Consulting Group](#))
- [10 Stats That Demonstrate Diversity, Equity, and Inclusion Are Good for Business | Cigna Newsroom \(thecignagroup.com\)](#)
- Gen Z makes up a large percentage of the US population and is the most ethnically diverse population in US history ([The Equity Imperative | Deloitte US](#))
- Gen Z makes has the highest percentage of participation in outdoor activities (60.8%) [2022-Outdoor-Participation-Trends-Report-1.pdf \(outdoorindustry.org\)](#)
- Gen Z accounts for 40% of consumers in the US (Business Insider)
- 94% of Gen Z expects companies to take a stand on social issues and 90% are more willing to buy products and utilize services from companies that do ([The Equity Imperative | Deloitte US](#))
- "If not addressed, the lack of diverse outdoor participation could lead to significant revenue loss for businesses in the outdoor market and less support for the conservation of public lands" -Outdoor Foundation (Boulder, CO) [2022-Outdoor-Participation-Trends-Report-1.pdf \(outdoorindustry.org\)](#)
- In 2021, 20% of employees in US (47 M) quit their jobs in the Great Resignation
- 58% took a pay cut to do so ([Pew Research Center](#))
- 57% of employees who quit in 2021 'felt disrespected' at work ([Pew Research Center](#))
- Discrimination lawsuits in the US amount to \$64 Billion annually for an average of \$125K per case ([Center for American Progress](#))
- [50 Diversity In the Workplace Statistics to Know in 2023 | Built In](#)