



Defining Diversity

We surveyed over 1,000 Minnesota employers to see what diversity means to them.

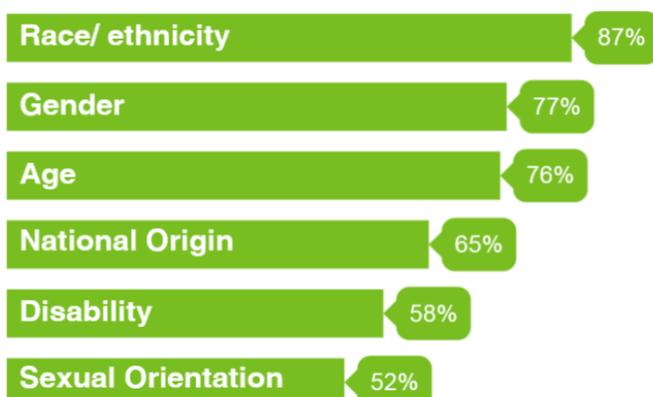
Here's what they told us.

What is diversity?

Employers use the term "diversity" to refer to many different things...



Percent of employers agreeing that they include the following in their definition of diversity:



Did You Know?

Large and small firms tend to view diversity differently.

- Businesses employing 250 or more workers are most likely to use a broad definition of diversity.
- Businesses employing fewer than 50 workers are least likely to have a working definition of diversity.

Are businesses diverse?

Seven out of 10 Minnesota employers report that their workforce is diverse, according to their own definition of diversity.



What about racial diversity?

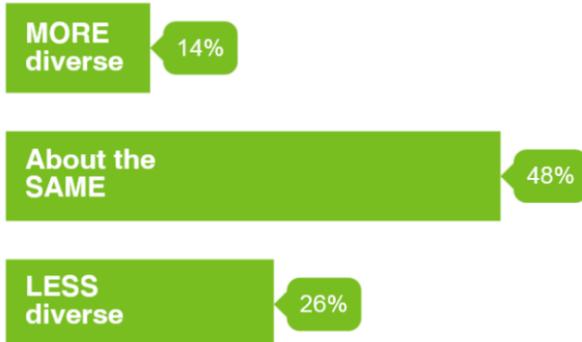
Location matters...

Businesses say that diversifying is difficult if they are located in areas with very little racial diversity.

So we asked them to compare the racial diversity of their workforce to the diversity of their community.



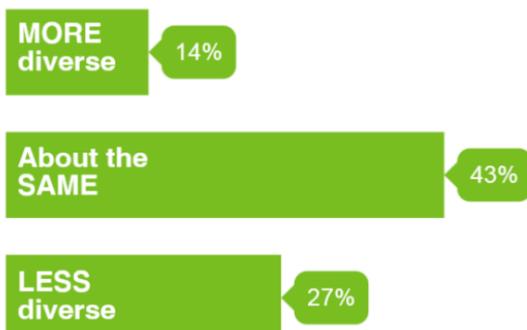
Compared to their CITY or TOWN, their workforce is...



Industry matters...

Employers in the education and public administration sectors are most likely to say they are less diverse than their customer base, which is the general public.

Compared to their CUSTOMER BASE, their workforce is...



And firm size matters...

Firms employing fewer than 50 workers are most likely to rate themselves as reflective of the racial diversity of their community.