

DE&I DECODED: APAC

The New DE&I in Asia Pacific

Four billion people. Hundreds of ethnicities. Thousands of languages. The APAC region is remarkably unique. When it comes to diversity, equity and inclusion, the region doesn't look the same in any two markets.

Our research sought to identify DE&I perceptions across APAC so we can act more relevantly and authentically to meet the needs of the region.

The results were compelling.



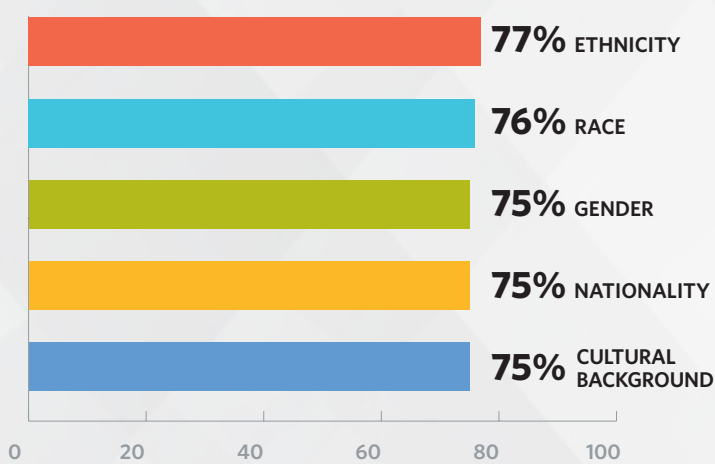
Our comprehensive research included interviews with over 5,000 people across 10 markets.

Perceptions and Needs of DE&I

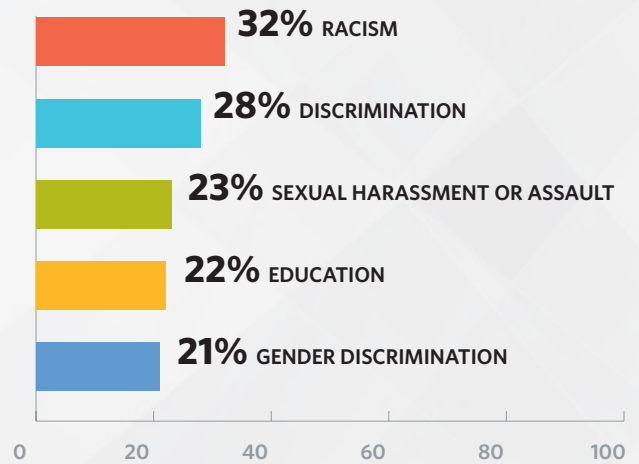


of the population is at least somewhat familiar with the concept of DE&I

The defining attributes of DE&I...



...differ from the most pressing needs



Economic equity influences action.



are active in advocating for economic status



are active in advocating for income

It's time for a change



of respondents agreed with "making people with different backgrounds more included in society" versus 11% who preferred to keep the current societal structures

Bystander, observer or ally?

30% consider themselves *Bystanders* on DE&I issues

26% consider themselves *Observers* on DE&I issues

17% consider themselves *Allies* on DE&I issues



of those surveyed get information about DE&I at least once a month. Here's where they find it:



People are most comfortable discussing themselves with people they know, however...

52% were also comfortable talking about themselves with new people

38% were uncomfortable speaking about themselves at work