

[FIRST PAGE]

Today we're interested in learning about your work life.

If you are interested in participating, you will be asked a series of questions about your professional experience. **[INCLUDE INFORMATION ABOUT INCENTIVE]**

All responses will be anonymous and confidential.

Thank you in advance, your input is important to us.

//PAGE BREAK

INCdem1 Which of the following best describes your present employment situation?

- 1 Job in the private sector
- 2 Job in government
- 3 Self-employed
- 4 Homemaker **[TERMINATE]**
- 5 Student **[TERMINATE]**
- 6 Retired **[TERMINATE]**
- 7 Unemployed **[TERMINATE]**
- 8 Other **[TERMINATE]**

[IF EMPLOYED]

[demEmploy = 1:3]

Q156 And, would you consider your job full-time or part-time? **[ROTATE 1:2]**

- 1 Full-time
- 2 Part-time
- 3 Don't know

[CAREER]

//PAGE BREAK

INC1 Would you say your current job is related to media, communications, marketing, advertising or public relations, or not? **[ROTATE 1:2]**

- 1 Yes
- 2 No

[TERMINATE IF INC1 = 2]

//PAGE BREAK

INC2 Which of the following industries do you currently work in? Please select all that apply. **[RANDOMIZE / SELECT ALL THAT APPLY]**

- 1 Finance / banking
- 2 Technology
- 3 Real estate
- 4 Management consulting
- 5 Insurance
- 6 Manufacturing
- 7 Oil and gas
- 8 Renewable energy
- 9 Entertainment/arts
- 10 Information, including information services, technology and products
- 11 Utilities
- 12 Agriculture
- 13 Government
- 14 Education services
- 15 Retail
- 16 Law
- 17 Food/grocery
- 18 Telecommunications
- 19 Health care/medical
- 20 Hospitality/travel
- 21 Media, including planning, technology and products
- 22 Advertising
- 23 Military / armed services
- 24 Other, please specify **[ANCHOR / OPEN END / FORCE RESPONSE]**

INC3 In what part of the media, communications, marketing, advertising or public relations industry does your company work in? **[RANDOMIZE]**

- 1 Client
- 2 Agency
- 3 Publisher
- 4 Non-profit
- 5 Other **[ANCHOR]**

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INC4 Which of the following best describes how your current position?
[RANDOMIZE]

- 1 Digital
- 2 Creative
- 3 Media
- 4 Sales
- 5 Finance
- 6 Analytics
- 7 Technology
- 8 Other **[ANCHOR]**

INC5 About how long have you been working in your current industry?

- 1 Less than 1 year
- 2 1 to less 3 years
- 3 3 to 7 years
- 4 More than 7 years

INC6 Before starting your job, were you close to anyone in the following industries? This includes family members and friends. Please select all that apply **[SELECT ALL THAT APPLY / RANDOMIZE]**

- 1 Finance / banking
- 2 Technology
- 3 Real estate
- 4 Management consulting
- 5 Insurance
- 6 Manufacturing
- 7 Oil and gas
- 8 Renewable energy
- 9 Entertainment/arts
- 10 Information, including information services, technology and products
- 11 Utilities
- 12 Agriculture
- 13 Government
- 14 Education services
- 15 Retail
- 16 Law
- 17 Food/grocery
- 18 Telecommunications
- 19 Health care/medical
- 20 Hospitality/travel
- 21 Media, including planning, technology and products
- 22 Advertising

- 23 Military / armed services
- 24 None of the above **[ANCHOR / EXCLUSIVE]**

//PAGE BREAK

[IF YES TO ANY INDUSTRY]

[INC6 = 1:22]

INC7 And did knowing someone in the following industries encourage you to go into the media, communications, marketing, advertising or public relations industries? **[MATRIX RANDOMIZE / ROTATE ANSWER OPTIONS]**

[ONLY SELECTED RESPONSES FROM INC6 WILL BE SHOWN]

[CARRY FORWARD INC6 SELECTED]

- 1 Finance / banking
 - 2 Tech
 - 3 Real estate
 - 4 Management consulting
 - 5 Insurance
 - 6 Manufacturing
 - 7 Oil and gas
 - 8 Renewable energy
 - 9 Entertainment/arts
 - 10 Information, including information services, technology and products
 - 11 Utilities
 - 12 Agriculture
 - 13 Government
 - 14 Education services
 - 15 Retail
 - 16 Law
 - 17 Food/grocery
 - 18 Telecommunications
 - 19 Health care/medical
 - 20 Hospitality/travel
 - 21 Media, including planning, technology and products
 - 22 Advertising
 - 23 Military / armed services
-
- 1 Yes
 - 2 No

//PAGE BREAK

[INC7_1:22 = 1]

INC8 And in your own words, in what ways were you encouraged to go into the media, communications, marketing, advertising or public relations industries by knowing someone in the following industries?

[YES ANSWERS TO INC7 WILL BE INCLUDED AS A REMINDER]

[CARRY FORWARD INC7 = 1]

Finance / banking
Tech
Real estate
Management consulting
Insurance
Manufacturing
Oil and gas
Renewable energy
Entertainment/arts
Information, including information services, technology and products
Utilities
Agriculture
Government
Education services
Retail
Law
Food/grocery
Telecommunications
Health care/medical
Hospitality/travel
Media, including planning, technology and products
Advertising
Military / armed services

[OPEN END DO NOT FORCE RESPONSE]**//PAGE BREAK**

INC9 Have you ever participated in a mentor or internship program? **[ROTATE 1:2]**

- 1 Yes
- 2 No

[IF YES TO MENTOR OR INTERNSHIP PROGRAM]**[INC9 = 1]**

INC10 In your own words, in what ways did participating in a mentor or internship program impact you? **[OPEN END DO NOT FORCE RESPONSE]**

//PAGE BREAK

INC11 Does your employer currently offer groups for the following, or not? **[MATRIX RANDOMIZE / ROTATE ANSWER OPTIONS]**

- 1 LGBTQ groups
- 2 Parent / parenting groups
- 3 Race or ethnicity groups

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- 4 Religious affinity groups
- 5 Women in business groups

- 1 Yes
- 2 No

//PAGE BREAK

INC12 Do you currently participate, or have you previously participated in the groups your employer currently offers, or have you never participated?
[MATRIX RANDOMIZE / ROTATE ANSWER OPTIONS]

[CARRY FORWARD INC11]

- 1 LGBTQ groups
- 2 Parent / parenting groups
- 3 Race or ethnicity groups
- 4 Religious affinity groups
- 5 Women in business groups

- 1 I currently participate in this group
- 2 I previously participated in this group but do not currently
- 3 I have never participated in this group

[IF YES TO PARTICIPATING IN ANY GROUPS PREVIOUSLY OR CURRENTLY]

[INC12 = 1:1]

INC13 Below is the list of groups you indicated you participate in currently:

[CARRY FORWARD INC13 = 1]

- LGBTQ groups
- Parent / parenting groups
- Race or ethnicity groups
- Religious affinity groups
- Women in business groups

In a few words, please describe your experiences with these groups.

[OPEN END / DO NOT FORCE RESPONSE]

//PAGE BREAK

INC14 If your current employer allowed employees to decide for themselves whether they'd like to work remotely or on-site, which would you choose?
[ROTATE 1:2]

- 1 Remote
- 2 On-site

INC15 Where do you primarily work for your employer, remote or on-site?
[ROTATE 1:2]

- 1 Remote
- 2 On-site

[INDEX]**//PAGE BREAK****[VOICE IN THE ROOM]**

INC16 Thinking about **the company** you currently work for, how much do you agree or disagree with each of the following statements? **[MATRIX RANDOMIZE]**

- 1 I am invited to meetings when important business decisions are made
 - 2 I feel comfortable sharing my perspective when important business decisions are being made in meetings
 - 3 My voice is being heard, respected, and considered when making business decisions in meetings
 - 4 I feel like my voice makes significant contributions to business decisions in meetings
 - 5 My manager includes my perspective in key decision-making processes
-
- 1 Strongly agree
 - 2 Somewhat agree
 - 3 Neither agree nor disagree
 - 4 Somewhat disagree
 - 5 Strongly disagree
 - 6 Not applicable

//PAGE BREAK**[VOICE IN THE COMPANY]**

INC17 Thinking about **the company** you currently work for, how much do you agree or disagree with each of the following statements? **[MATRIX RANDOMIZE]**

- 1 The company provides me the right resources to deliver superior performance in my current role
- 2 I have the same chance of progressing upward at my company as everyone else at my level
- 3 I see myself progressing to the next level at my current company
- 4 I see myself progressing to senior management at my current company
- 5 Voices like mine are included in decisions at the senior management level
- 6 Long term experience is highly respected
- 7 The company has a clear strategy to support diversity and inclusion
- 8 The company's strategy for supporting diversity and inclusion is connected to the overall business strategy
- 9 Diversity and inclusivity are incorporated into performance evaluations

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neither agree nor disagree
- 4 Somewhat disagree
- 5 Strongly disagree
- 6 Not applicable

//PAGE BREAK**[VOICE IN THE INDUSTRY]**

INC18 Thinking about **the media, communications, marketing, advertising and public relations industries**, how much do you agree or disagree with each of the following statements? **[MATRIX RANDOMIZE]**

- 1 I feel like I belong in this field
- 2 I see myself being successful in this field
- 3 Voices like mine are fairly represented across this field
- 4 Voices like mine are fairly represented at the senior most levels in the marketing, media, and advertising field

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neither agree nor disagree
- 4 Somewhat disagree
- 5 Strongly disagree
- 6 Not applicable

//PAGE BREAK**[NPS SCORES]**

INC19 How likely or unlikely is it that you will recommend each of the following to a friend? **[MATRIX RANDOMIZE]**

- 1 My manager
- 2 My role
- 3 The company I work for
- 4 The media, communications, marketing, advertising or public relations industries

- 1 0 – Not at all likely
- 2 1
- 3 2
- 4 3
- 5 4
- 6 5
- 7 6
- 8 7

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9 8
10 9
11 10 – Extremely likely

//PAGE BREAK

INC20 And briefly, if you have any additional thoughts about diversity and inclusion in the media, communications, marketing, advertising or public relations industries, please share them below. **[OPEN END DO NOT FORCE RESPONSE]**

[DEMOGRAPHICS - PERSONAL]

demAgeFull What is your age? **[DROPDOWN under 18 to 100 or over]**

INCdem2 What is your gender? **[ROTATE 1:2]**

- 1 Male
- 2 Female
- 3 Non-binary
- 4 Other, please specify: **[OPEN END FORCE RESPONSE]**
- 5 Prefer not to say

demHisp Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

- 1 Yes
- 2 No

INCdem3 Which term below best describes your race or background? Please select all that apply. **[SELECT ALL THAT APPLY / RANDOMIZE]**

- 1 Native American or Alaska Native
- 2 Asian
- 3 Black or African American
- 4 Native Hawaiian or Other Pacific Islander
- 5 White
- 6 Other, please specify: **[OPEN END FORCE RESPONSE / ANCHOR]**

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INCdem4 Were you born in the United States, or in another country? **[ROTATE 1:2]**

- 1 Born in the United States
- 2 Born in another country

INCdem5 Thinking about the language you speak at home, would you say you speak...? Check one

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- 1 Only English
- 2 Mostly English, but some another language as well
- 3 Both English and another language
- 4 Mostly another language, but some English as well
- 5 Only another language

//PAGE BREAK

demMarital What is your current marital status?

- 1 Single, never married
- 2 Married
- 3 Separated
- 4 Divorced
- 5 Widowed
- 6 Living with a partner

demLGBTQ1 Do you consider yourself to be...

- 1 Heterosexual or straight
- 2 Gay
- 3 Lesbian
- 4 Bisexual
- 5 Queer
- 6 Asexual
- 7 Something else

demLGBTQ2 Do you consider yourself to be transgender, genderqueer, gender non-conforming, or not?

- 1 Yes
- 2 No

demKidsnew Are you the parent or guardian of any children?

- 1 Yes
- 2 No

[IF HAS CHILDREN]

[demKidsnew = 1]

INCdem6 And how old are your children? Please select all that apply. **[SELECT ALL THAT APPLY]**

- 1 Under 6 years old
- 2 6 to 12 years old
- 3 13 to 17 years old
- 4 18 years or older

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INCdem7 Does any disability, handicap, or chronic disease keep you from participating fully in work, school, housework, or other activities?

- 1 Yes
- 2 No

INCdem8 Are you, or is anyone in your household, currently serving in the military or a military veteran, or not?

- 1 Yes
- 2 No

[IF SOMEONE IN HOUSEHOLD IS MILITARY]**[INCdem8 = 1]**

INCdem9 And who in your household is currently serving in the military or is a military veteran?

- 1 Self
- 2 Someone in my household
- 3 Both myself and someone in my household

//PAGE BREAK

INCdem10 Thinking about religion, would you describe yourself as...

- 1 Protestant
- 2 Roman Catholic
- 3 Mormon
- 4 Orthodox (e.g. Greek or Russian Orthodox)
- 5 Jewish
- 6 Muslim
- 7 Buddhist
- 8 Hindu
- 9 Atheist
- 10 Agnostic
- 11 Something else
- 12 Nothing in particular

//PAGE BREAK**[IF PROTESTANT, CATHOLIC, OR SOMETHING ELSE]****[demRelig = 1:2 OR 11]**

demEvang Would you describe yourself as a 'born-again' or evangelical Christian, or not?

- 1 Yes

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2 No

demEduFull What is the last grade or class you completed in school?

- 1 None, or grade 1-8
- 2 High school incomplete (grades 9-11)
- 3 High school diploma or equivalent, no further schooling
- 4 Technical or vocational school after high school
- 5 Some college, no degree
- 6 Associate's or two-year college degree
- 7 Four-year college degree
- 8 Graduate or professional school after college, no degree
- 9 Graduate or professional degree

//PAGE BREAK

[IF THEY WENT TO COLLEGE OR HIGHER]

[demEduFull = 7:9]

INCdem11 Thinking about the college you attended, is it a private college or university or is it a public college or university? **[ROTATE 1:2]**

- 1 Private college or university
- 2 Public college or university

[IF THEY WENT TO COLLEGE OR HIGHER]

[demEduFull = 7:9]

INCdem12 And specifically, which college did you attend? **[OPEN END FORCE RESPONSE]**

[IF THEY WENT TO ASSOCIATES COLLEGE OR HIGHER]

[demEduFull = 6:9]

INCdem13 What was your college major? Please select all that apply. **[SELECT ALL THAT APPLY]**

[IF THEY WENT TO ASSOCIATES COLLEGE OR HIGHER]

[demEduFull = 6:9]

INCdem14 Were you the first person in your immediate family to receive a higher education degree, including an associate's or bachelor's degree? **[ROTATE 1:2]**

- 1 Yes
- 2 No

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INCdem15 Which category represents your total, personal annual income? This includes money from jobs, net income from business, farm or rent,

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pensions, dividends, interest, social security payments and any other money income.

- 1 Under \$20,000
- 2 \$20,000 to \$34,999
- 3 \$35,000 to 49,999
- 4 \$50,000 to \$74,999
- 5 \$75,000 to \$99,999
- 6 \$100,000 or more

[IF MAKING MORE THAN \$100,000]

[INCdem15 = 6]

INCdem16 Is that...

- 1 \$100,000 to \$149,999
- 2 \$150,000 to \$199,999
- 3 \$200,000 to \$249,999
- 4 \$250,000 or more

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INCdem17 Are you currently the **primary** caretaker for a family member or close friend, or not? This can include older people like a parent or elderly neighbor, people your age, or younger people like a child or grandchild. **[ROTATE 1:2]**

- 1 Yes
- 2 No

INCdem18 Are you currently the **secondary** caretaker for a family member or close friend, or not? This can include older people like a parent or elderly neighbor, people your age, or younger people like a child or grandchild. **[ROTATE 1:2]**

- 1 Yes
- 2 No