

**MONSTER**

## Which box am I?

Exploring the role and impact of  
research & insights on Equity,  
Diversity, Inclusion and  
Accessibility.

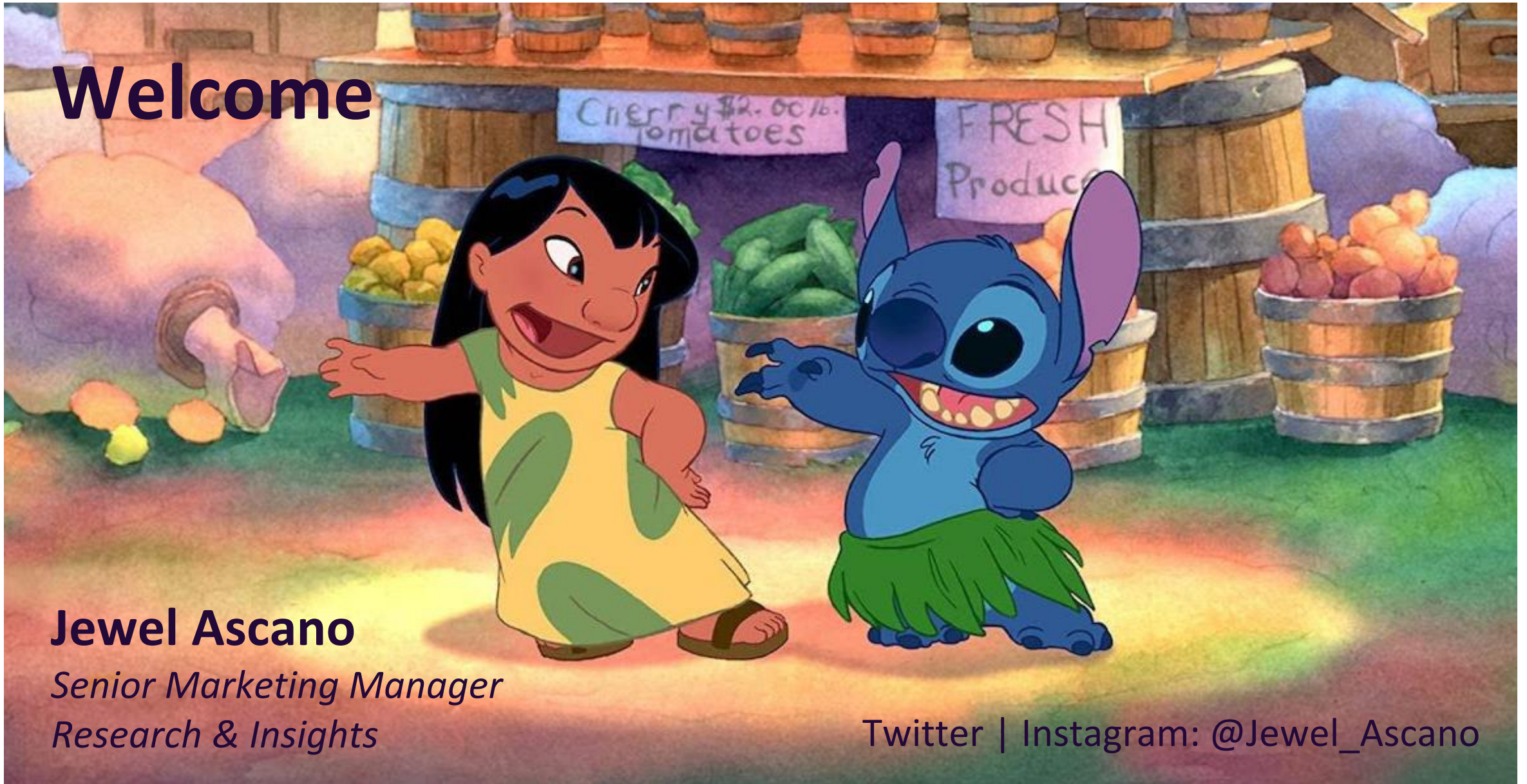


# Welcome

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Our journey of CURIOSITY



# The Diversity Market = Critical to business growth

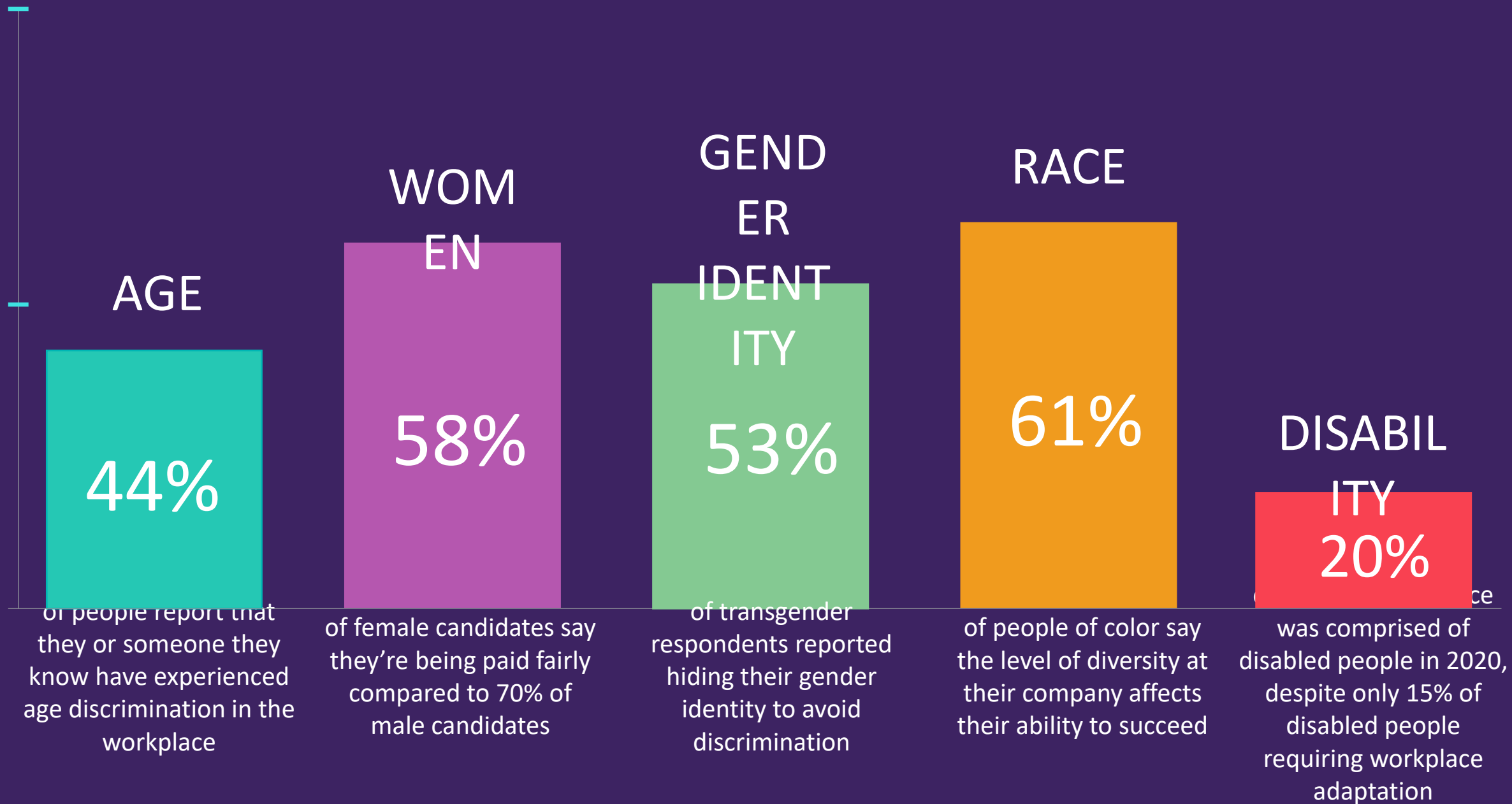
By 2045, the racial identity of the US population will be majority multicultural.

Currently, 51% of Americans under age 34 are multicultural / People of Color.

The spending power of all People of Color in the US would be 4th wealthiest country the world (after US whites, Japan and China).

52% of every business in America is Minority or Women-owned — only 6% of B2B transactions in America go to them.

LGBT identification increased to 5.6% in latest U.S. Estimate.  
1 in 6 adult Gen Z identify + 1 in 4 Millennials





More than half (54%) of American employees **do not believe** that their company has successfully created





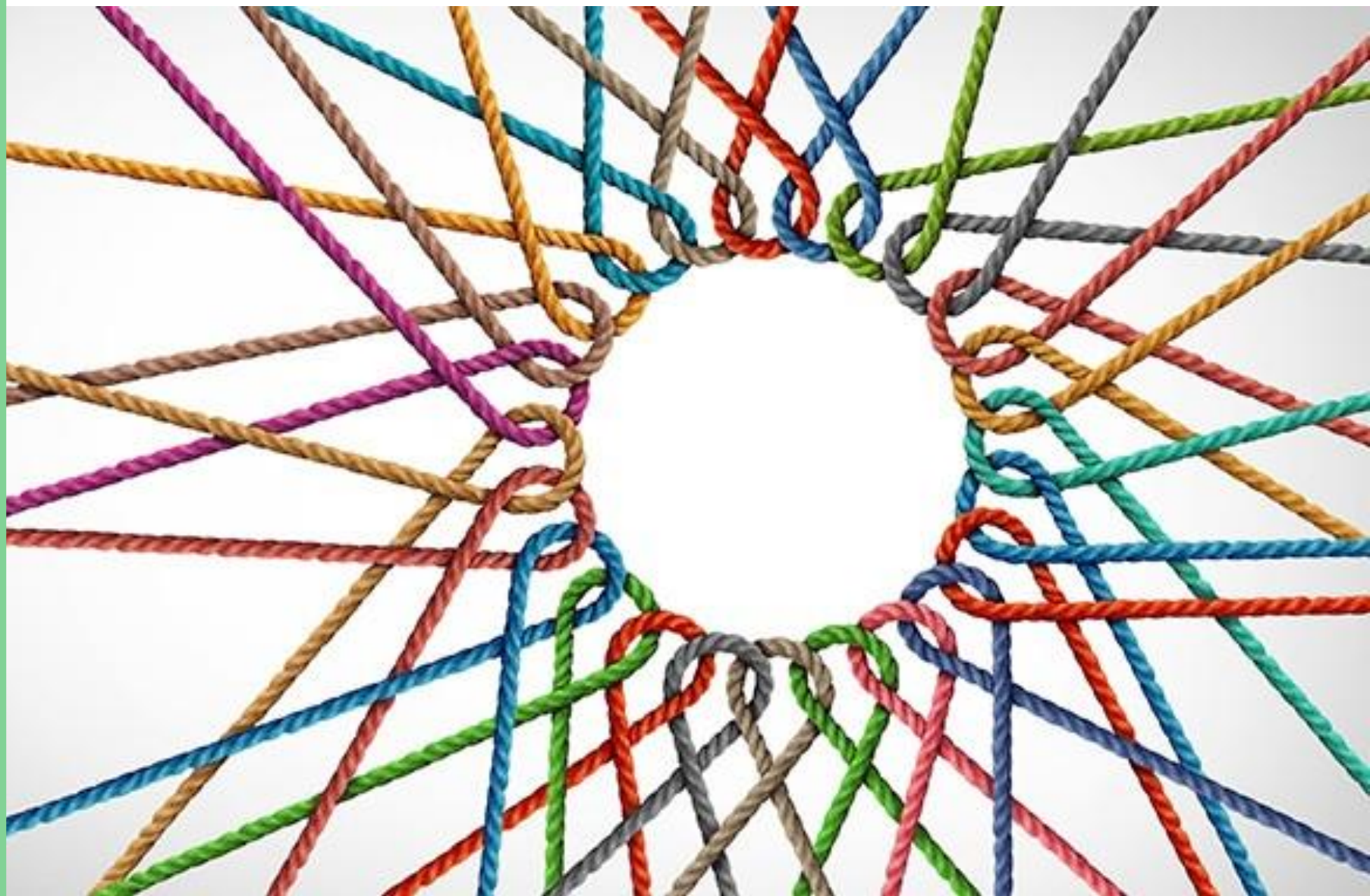


Research +  
Insights

Role and  
Responsibility





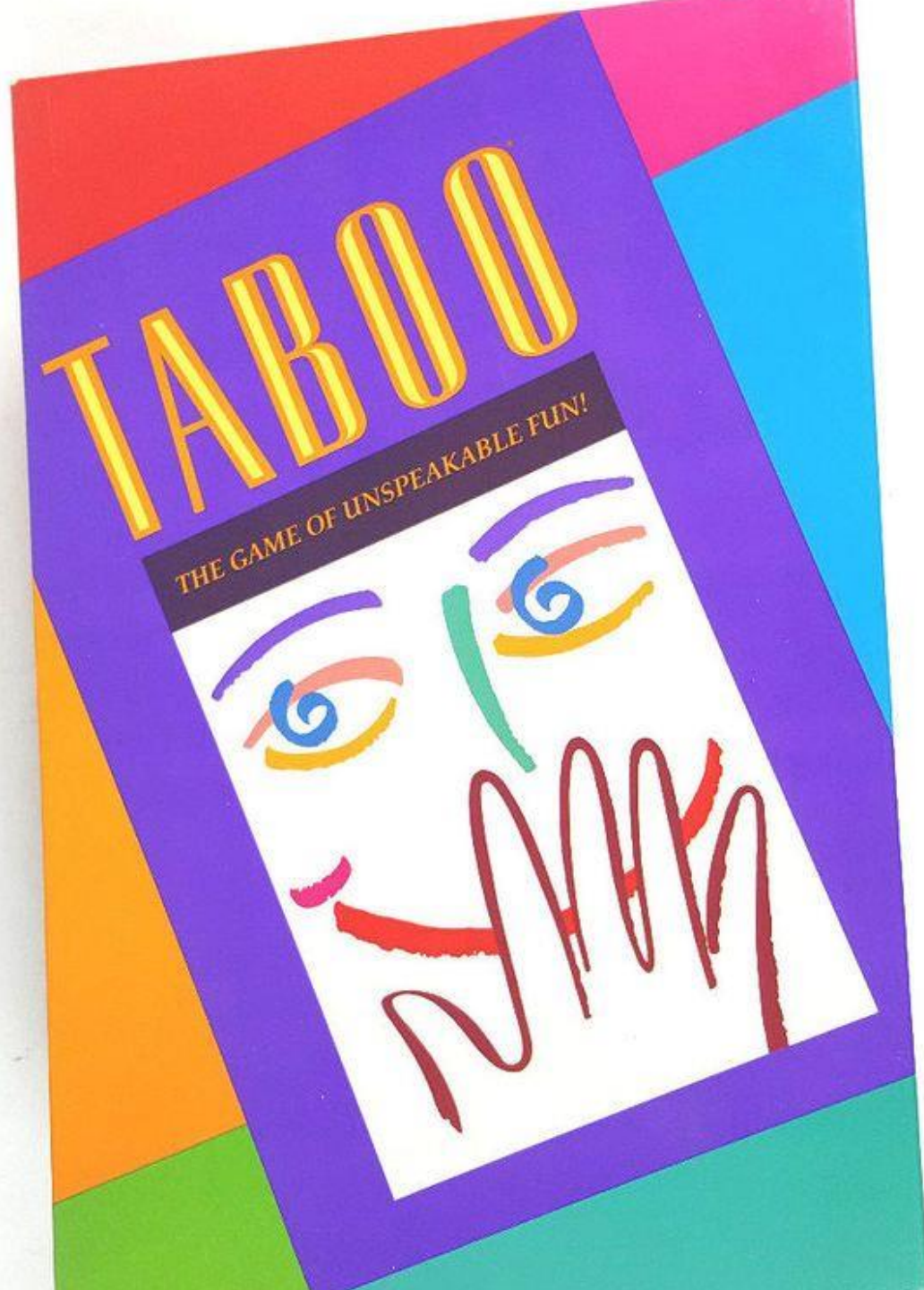




Have you ever...









Let's Share.



# Poke the research process



BUSINESS PROBLEM



METHODOLOGY



ANALYSIS



RSCH OBJECTIVES



SAMPLE



INSIGHTS





Our journey of CURIOSITY





**questions**



THANK  
YOU