

What people think, feel and do

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Key findings

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Project details

PROJECT NUMBER	OP19648
PROJECT NAME	Microaggression
CLIENT COMPANY NAME	CSP
PROJECT MANAGER NAME	Priya Minhas
SAMPLE	2,000 Nat Rep UK adults
FIELDWORK DATES	14 th – 17 th June 2022

Microaggression

Half would not be confident identifying a microaggression

Just a quarter of Brits (26%) are familiar with the term microaggression, with this rising to 40% of those aged 18-34, compared to 13% of those age 55+. Of those that are aware, 45% say they know a little about the term, and 22% have heard the term but don't know much about it, leaving just 22% who know a lot about the term.

With this in mind, once seeing a description of the term, half of Brits (49%) say they would not be confident identifying a microaggression, with this once again highest amongst those aged 55+ (58%).

A fifth have experienced a microaggression

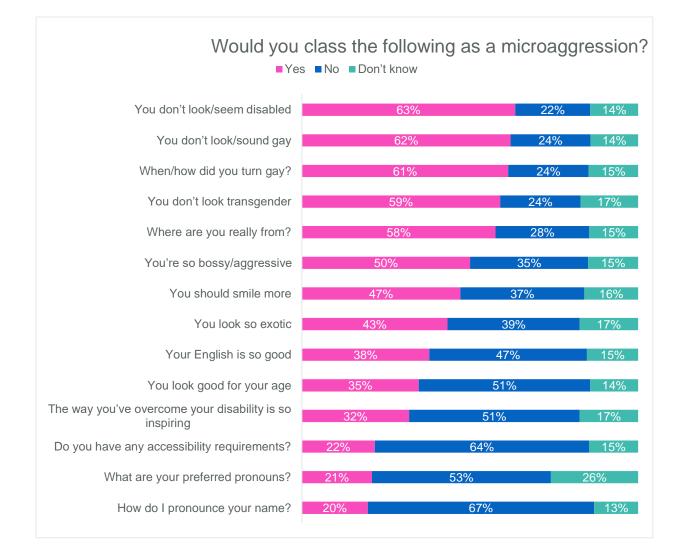
A fifth of Brits (19%) have experienced a microaggression, whilst a third (32%) are unsure whether or not they have. Whilst not experiencing them regularly, Brits do recognise the impact microaggressions can have. Half (53%) mention that if someone experienced a microaggression once it would have a negative impact on them, with this rising to 68% recognising an impact if this was regularly experienced.

If they were to experience or witness a microaggression, just a third of Brits (32%) say they would be likely to take action with the same proportion (32%) stating they would be unlikely to do so. Maybe due to their likelihood to recognise them more, younger groups aged 18-34 are significantly more likely to take action then their older counterparts (51% vs 21% respectively)).



If someone were to experience or witness a microaggression in the workplace, two fifths (38%) think this should be reported to a manager, and 30% think it should be reported to HR. A fifth though (22%) think the victim should confront the person who did it. Just one in ten (9%) think it should be ignored.

Looking at what people would define as a microaggressions, "you don't look / seem disabled" is the comment most would recognise as being so (63%) whilst just a fifth (20%) would deem "how do I pronounce your name?" to be a microaggression. The full fallout is:



About Opinium

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