



thecollective
think tank

LIVED EXPERIENCE SURVEY

In collaboration with The University of Massachusetts, University of North Carolina Chapel Hill, University of South Florida, and Ohio University, The Collective published an in depth survey that asked hundreds of early professionals and students about their experiences entering into the sports business industry.

40% OF WOMEN HAVE EXPERIENCED DISCRIMINATION AT WORK

4 in 10 women feel as though they have been treated unfairly due to their gender and/or ethnicity.



WOMEN AREN'T FEELING VALUED

33% of women feel as though people in their organization don't care about them, compared to 24% of men.



Organizations and leadership must prioritize inclusion holistically as a company, listen, withhold judgement, allow spaces for vulnerability in order for women and BIPOC communities to thrive.

BIPOC EMPLOYEES FEEL INVISIBLE

64% of BIPOC employees that work in the sports industry feel as though not much attention is paid to their opinions and thoughts most of the time.



WOMEN FEEL LESS COMFORTABLE SHARING THEIR OPINIONS

Only 60% of women feel comfortable expressing their opinions that diverge from the group, compared to 85% of men.

