

# Starbucks U.S. Workforce Demographics

## All Starbucks (U.S.)

### All Starbucks by Race

0.6% American Indian or Alaskan Native; 5.5% Asian; 8.0% Black; 26.9% Hispanic or Latinx; 4.7% Multiracial; 0.6% Native Hawaiian or Other Pacific Islander; 53.5% White; 0.1% Not Specified.

### All Starbucks by Gender

69.2% Female; 30.8% Male

### All Starbucks by Intersection (Gender and Race)

0.4% American Indian or Alaskan Native Female; 0.2% American Indian or Alaskan Native Male; 3.4% Asian Female; 2.1% Asian Male; 5.4% Black Female; 2.6% Black Male; 18% Hispanic or Latinx Female; 8.9% Hispanic or Latinx Male; 3.3% Multiracial Female; 1.4% Multiracial Male; 0.4% Native Hawaiian or Other Pacific Islander Female; 0.2% Native Hawaiian or Other Pacific Islander Male; 38.2% White Female; 15.4% White Male; 0.1% Not Specified Female; 0.1% Not Specified Male.

## Starbucks Retail

### Overall Retail by Race

0.6% American Indian or Alaskan Native; 5.1% Asian; 8.0% Black; 27.5% Hispanic or Latinx; 4.8% Multiracial; 0.6% Native Hawaiian or Other Pacific Islander; 53.2% White; 0.1% Not Specified.

### Overall Retail by Gender

70.1% Female; 29.9% Male.

### Overall Retail by Intersection (Gender and Race)

0.4% American Indian or Alaskan Native Female; 0.2% American Indian or Alaskan Native Male; 3.3% Asian Female; 1.9% Asian Male; 5.5% Black Female; 2.5% Black Male; 18.5% Hispanic or Latinx Female; 9% Hispanic or Latinx Male; 3.4% Multiracial Female; 1.4% Multiracial Male; 0.4% Native Hawaiian or Other Pacific Islander Female; 0.2% Native Hawaiian or Other Pacific Islander Male; 38.5% White Female; 14.7% White Male.

### Retail by Race and Job Level

#### American Indian or Alaskan Native

0.6% of baristas; 0.6% of shift supervisors; 0.6% of store managers; 0.3% of district managers; 0% of regional directors; 0% of regional vice presidents.

#### Asian

5.4% of baristas; 4.5% of shift supervisors; 4.2% of store managers; 3.5% of district managers; 0.8% of regional directors; 0% of regional vice presidents.

#### Black

8.4% of baristas; 7.1% of shift supervisors; 6.5% of store managers; 9.6% of district managers; 12% of regional directors; 17.6% of regional vice presidents.

### Hispanic or Latinx

28.7% of baristas; 26.6% of shift supervisors; 18.9% of store managers; 12.4% of district managers; 7.5% of regional directors; 5.9% of regional vice presidents.

### Multiracial

4.9% of baristas; 4.8% of shift supervisors; 3.9% of store managers; 3.6% of district managers; 6.8% of regional directors; 0% of regional vice presidents.

### Native Hawaiian or Other Pacific Islander

0.5% of baristas; 0.7% of shift supervisors; 0.8% of store managers; 0.4% of district managers; 0% of regional directors; 0% of regional vice presidents.

### White

51.4% of baristas; 55.6% of shift supervisors; 64.2% of store managers; 70% of district managers; 72.9% of regional directors; 76.5% of regional vice presidents.

## Retail by Gender and Job Level

### Female

70.5% of baristas; 69.4% of shift supervisors; 68% of store managers; 59.6% of district managers; 52.6% of regional directors; 64.7% of regional vice presidents.

### Male

29.5% of baristas; 30.6% of shift supervisors; 32% of store managers; 40.4% of district managers; 47.4% of regional directors; 35.3% of regional vice presidents.

## Retail by Intersection (Gender and Race) and Job Level

### American Indian or Alaskan Native

#### *Female*

0.4% of baristas; 0.5% of shift supervisors; 0.4% of store managers; 0.3% of district managers; 0% of regional directors; 0% of regional vice presidents.

#### *Male*

0.2% of baristas; 0.2% of shift supervisors; 0.2% of store managers; 0% of district managers; 0% of regional directors; 0% of regional vice presidents.

### Asian

#### *Female*

3.5% of baristas; 2.8% of shift supervisors; 2.6% of store managers; 2% of district managers; 0.8% of regional directors; 0% of regional vice presidents.

#### *Male*

1.9% of baristas; 1.8% of shift supervisors; 1.6% of store managers; 1.5% of district managers; 0% of regional directors; 0% of regional vice presidents.

Black

*Female*

5.8% of baristas; 4.9% of shift supervisors; 4.2% of store managers; 5.4% of district managers; 2.3% of regional directors; 5.9% of regional vice presidents.

*Male*

2.6% of baristas; 2.2% of shift supervisors; 2.3% of store managers; 4.1% of district managers; 9.8% of regional directors; 11.8% of regional vice presidents.

Hispanic or Latinx

*Female*

19.4% of baristas; 17.8% of shift supervisors; 12.1% of store managers; 6% of district managers; 4.5% of regional directors; 5.9% of regional vice presidents.

*Male*

9.3% of baristas; 8.8% of shift supervisors; 6.9% of store managers; 6.4% of district managers; 3% of regional directors; 0% of regional vice presidents.

Multiracial

*Female*

3.5% of baristas; 3.4% of shift supervisors; 2.8% of store managers; 2% of district managers; 3% of regional directors; 0% of regional vice presidents.

*Male*

1.4% of baristas; 1.4% of shift supervisors; 1.1% of store managers; 1.6% of district managers; 3.8% of regional directors; 0% of regional vice presidents.

Native Hawaiian or Other Pacific Islander

*Female*

0.3% of baristas; 0.5% of shift supervisors; 0.6% of store managers; 0.3% of district managers; 0% of regional directors; 0% of regional vice presidents.

*Male*

0.2% of baristas; 0.2% of shift supervisors; 0.2% of store managers; 0.1% of district managers; 0% of regional directors; 0% of regional vice presidents.

White

*Female*

37.6% of baristas; 39.6% of shift supervisors; 44.8% of store managers; 43.5% of district managers; 42.1% of regional directors; 52.9% of regional vice presidents.

*Male*

13.8% of baristas; 16% of shift supervisors; 19.4% of store managers; 26.4% of district managers; 30.8% of regional directors; 23.5% of regional vice presidents.

Not Specified

*Female*

0% of baristas; 0% of shift supervisors; 0.5% of store managers; 0.1% of district managers; 0% of regional directors; 0% of regional vice presidents.

*Male*

0% of baristas; 0% of shift supervisors; 0.4% of store managers; 0.3% of district managers; 0% of regional directors; 0% of regional vice presidents.

## Starbucks Corporate

### Overall Corporate by Race

0.2% American Indian or Alaskan Native; 19.2% Asian; 3.7% Black; 7.4% Hispanic or Latinx; 3.5% Multiracial; 0.5% Native Hawaiian or Other Pacific Islander; 65.2% White; 0.3% Not Specified.

### Overall Corporate by Gender

53.9% Female; 46.1% Male

### Overall Corporate by Intersection (Gender and Race)

0.1% American Indian or Alaskan Native Female; 0.1% American Indian or Alaskan Native Male; 9.6% Asian Female; 9.6% Asian Male; 2.2% Black Female; 1.4% Black Male; 4.2% Hispanic or Latinx Female; 3.2% Hispanic or Latinx Male; 2% Multiracial Female; 1.5% Multiracial Male; 0.3% Native Hawaiian or Other Pacific Islander Female; 0.2% Native Hawaiian or Other Pacific Islander Male; 0.2% Not Specified Female; 0.1% Not Specified Male; 35.3% White Female; 29.9% White Male.

### Corporate by Race and Job Level

#### American Indian or Alaskan Native

0.2% of ICs; 0.2% of MGRs; 0.3% of DIRs; 0% of VPs; 2.3% of SVP+.

#### Asian

20.7% of ICs; 15.1% of MGRs; 14.6% of DIRs; 20.5% of VPs; 2.3% of SVP+;

#### Black

3.7% of ICs; 2.6% of MGRs; 4.2% of DIRs; 6.3% of VPs; 11.6% of SVP+.

#### Hispanic or Latinx

8.1% of ICs; 5.6% of MGRs; 5.7% of DIRs; 3.6% of VPs; 2.3% of SVP+.

#### Multiracial

3.7% of ICs; 3.2% of MGRs; 2.9% of DIRs; 0.9% of VPs; 0% of SVP+.

#### Native Hawaiian or Other Pacific Islander

0.5% of ICs; 0.3% of MGRs; 0.3% of DIRs; 0% of VPs; 0% of SVP+.

#### Not Specified

0.4% of ICs; 0.1% of MGRs; 0.3% of DIRs; 0.9% of VPs; 0% of SVP+.

White

62.7% of ICs; 72.9% of MGRs; 71.8% of DIRs; 67.9% of VPs; 81.4% of SVP+.

### Corporate by Gender and Job Level

Female

54.5% of ICs; 51% of MGRs; 54.3% of DIRs; 52.7% of VPs; 51.2% of SVP+.

Male

45.5% of ICs; 49% of MGRs; 45.7% of DIRs; 47.3% of VPs; 48.8% of SVP+.

### Corporate by Intersection (Gender and Race) and Job Level

American Indian or Alaskan Native

*Female*

0.1% of ICs; 0% of MGRs; 0% of DIRs; 0% of VPs; 2.3% of SVP+.

*Male*

0.1% of ICs; 0.2% of MGRs; 0.3% of DIRs; 0% of VPs; 0% of SVP+.

Asian

*Female*

10.1% of ICs; 8.1% of MGRs; 8.1% of DIRs; 12.5% of VPs; 0% of SVP+.

*Male*

10.6% of ICs; 7% of MGRs; 6.5% of DIRs; 8% of VPs; 2.3% of SVP+.

Black

*Female*

2.3% of ICs; 1.4% of MGRs; 2.9% of DIRs; 3.6% of VPs; 7% of SVP+.

*Male*

1.4% of ICs; 1.2% of MGRs; 1.3% of DIRs; 2.7% of VPs; 4.7% of SVP+.

Hispanic or Latinx

*Female*

4.7% of ICs; 2.8% of MGRs; 2.9% of DIRs; 2.7% of VPs; 2.3% of SVP+.

*Male*

3.5% of ICs; 2.8% of MGRs; 2.9% of DIRs; 0.9% of VPs; 0% of SVP+.

Multiracial

*Female*

2.2% of ICs; 1.4% of MGRs; 2.1% of DIRs; 0.9% of VPs; 0% of SVP+.

*Male*

1.5% of ICs; 1.9% of MGRs; 0.8% of DIRs; 0% of VPs; 0% of SVP+.

Native Hawaiian or Other Pacific Islander

*Female*

0.3% of ICs; 0.1% of MGRs; 0% of DIRs; 0% of VPs; 0% of SVP+.

*Male*

0.2% of ICs; 0.2% of MGRs; 0.3% of DIRs; 0% of VPs; 0% of SVP+.

White

*Female*

34.7% of ICs; 37.2% of MGRs; 38.4% of DIRs; 32.1% of VPs; 39.5% of SVP+.

*Male*

28% of ICs; 35.6% of MGRs; 33.4% of DIRs; 35.7% of VPs; 41.9% of SVP+.

Not Specified

*Female*

0.2% of ICs; 0% of MGRs; 0% of DIRs; 0.9% of VPs; 0% of SVP+.

*Male*

0.1% of ICs; 0.1% of MGRs; 0.3% of DIRs; 0% of VPs; 0% of SVP+.

## Starbucks Manufacturing

### Overall Manufacturing by Race

1.2% American Indian or Alaskan Native; 4.6% Asian; 13.8% Black; 21.2% Hispanic or Latinx; 2.6% Multiracial; 1.0% Native Hawaiian or Other Pacific Islander; 52.9% White; 2.9% Not Specified.

### Overall Manufacturing by Gender

33.9% Female; 66.1% Male.

### Overall Manufacturing by Intersection (Gender and Race)

0.6% American Indian or Alaskan Native Female; 0.6% American Indian or Alaskan Native Male; 1.3% Asian Female; 3.3% Asian Male; 3.9% Black Female; 9.8% Black Male; 8.9% Hispanic or Latinx Female; 12.3% Hispanic or Latinx Male; 0.9% Multiracial Female; 1.7% Multiracial Male; 0.4% Native Hawaiian or Other Pacific Islander Female; 0.6% Native Hawaiian or Other Pacific Islander Male; 0.9% Not Specified Female; 2% Not Specified Male; 17% White Female; 35.9% White Male;

### Manufacturing by Race and Job Level

American Indian or Alaskan Native

1.3% of ICs; 0% of MGRs; 0% of DIRs.

Asian

4.5% of ICs; 5.6% of MGRs; 0% of DIRs;

Black

14% of ICs; 11.3% of MGRs; 12.5% of DIRs.

Hispanic or Latinx

22.1% of ICs; 11.3% of MGRs; 0% of DIRs.

Multiracial

2.7% of ICs; 1.4% of MGRs; 0% of DIRs.

Native Hawaiian or Other Pacific Islander

1% of ICs; 0% of MGRs; 0% of DIRs.

Not Specified

2.9% of ICs; 2.1% of MGRs; 0% of DIRs.

White

51.5% of ICs; 68.3% of MGRs; 87.5% of DIRs.

Manufacturing by Gender and Job Level

Female

34.4% of ICs; 28.2% of MGRs; 12.5% of DIRs.

Male

65.5% of ICs; 71.8% of MGRs; 87.5% of DIRs.

Manufacturing by Intersection (Gender and Race) and Job Level

American Indian or Alaskan Native

*Female*

0.7% of ICs; 0% of MGRs; 0% of DIRs.

*Male*

0.6% of ICs; 0% of MGRs; 0% of DIRs.

Asian

*Female*

1.4% of ICs; 0.7% of MGRs; 0% of DIRs.

*Male*

3.2% of ICs; 4.9% of MGRs; 0% of DIRs.

Black

*Female*

3.9% of ICs; 4.2% of MGRs; 0% of DIRs.

*Male*

10.1% of ICs; 7% of MGRs; 12.5% of DIRs.

Hispanic or Latinx

*Female*

9.3% of ICs; 3.5% of MGRs; 0% of DIRs.

*Male*

12.7% of ICs; 7.7% of MGRs; 0% of DIRs.

Multiracial

*Female*

1% of ICs; 0% of MGRs; 0% of DIRs.

*Male*

1.7% of ICs; 1.4% of MGRs; 0% of DIRs.

Native Hawaiian or Other Pacific Islander

*Female*

0.4% of ICs; 0% of MGRs; 0% of DIRs.

*Male*

0.7% of ICs; 0% of MGRs; 0% of DIRs.

White

*Female*

16.9% of ICs; 18.3% of MGRs; 12.5% of DIRs.

*Male*

34.6% of ICs; 50% of MGRs; 75% of DIRs.

Not Specified

*Female*

0.9% of ICs; 1.4% of MGRs; 0% of DIRs.

*Male*

2.1% of ICs; 0.7% of MGRs; 0% of DIRs.

## Data Dictionary

U.S. Partners Only. Totals may not add up to 100 percent due to rounding. Workforce composition metrics are derived from EEO-1 self-identification data.

Retail: Partners who work directly in stores or the retail management hierarchy that supports store partners

Corporate: Partners who work in support functions and not directly in 'Retail' or 'Manufacturing'

Manufacturing: Partners who work directly in, or for roasting plants and distribution centers

IC: Individual contributors with no direct reports

MGR: People managers below the director level

DIR: Directors

VP: Corporate vice presidents



SVP+: senior vice presidents and above. Including evp, group presidents, cfo, coo, ceo.

BIPOC: An aggregate representation of the EEO-1 designations including 'Black or African American'; 'Asian'; 'Hispanic or Latino'; 'American Indian or Alaskan Native'; 'Native Hawaiian or Other Pacific Islander'; and 'Two or More Races'

Black: A person having origins in any of the Black racial groups of Africa. EEO-1 identification of 'Black or African American'

Hispanic or Latinx: A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin. EEO-1 ethnicity identification of 'Hispanic or Latino' regardless of EEO-1 race identification.

Asian: A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.

Multiracial: A person who with two or more race/ethnic categories named. EEO-1 race identification of 'Two or More Races'

White: A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

American Indian or Alaskan Native: A person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment.

Native Hawaiian or Other Pacific Islander: A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

Not Specified: Partners who have not yet specified an ethnicity, race

U.S. Partners: Employees whose work location is in the United States