

# Starbucks U.S. Workforce Demographics

## All Starbucks (U.S.)

### All Starbucks by Race

8.1% Black; 31.7% Hispanic or Latinx; 5.9% Asian; 4.9% Two or more races; 48.1% White; 0.6% American Indian or Alaska Native; 0.5% Native Hawaiian or Other Pacific Islander.

### All Starbucks by Gender

71.4% Female; 28.3% Male.

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

5.8% Black Female; 2.4% Black Male; 22.3% Hispanic or Latinx Female; 9.3% Hispanic or Latinx Male; 3.8% Asian Female; 2.1% Asian Male; 3.5% Two or more races Female; 1.4% Two or more races Male; 35.3% White Female; 12.8% White Male; 0.4% American Indian or Alaska Native Female; 0.2% American Indian or Alaska Native Male; 0.4% Native Hawaiian or Other Pacific Islander Female; 0.2% Native Hawaiian or Other Pacific Islander Male.

## Starbucks Retail

### Overall Retail by Race

8.2% Black; 32.5% Hispanic or Latinx; 5.5% Asian; 5.0% Two or more races; 47.8% White; 0.6% American Indian or Alaska Native; 0.5% Native Hawaiian or Other Pacific Islander.

### Overall Retail by Gender

72.4% Female; 27.6% Male.

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

5.9% Black Female; 2.3% Black Male; 23.0% Hispanic or Latinx Female; 9.5% Hispanic or Latinx Male; 3.7% Asian Female; 1.8% Asian Male; 3.6% Two or more races Female; 1.4% Two or more races Male; 35.6% White Female; 12.2% White Male; 0.4% American Indian or Alaska Native Female; 0.2% American Indian or Alaska Native Male; 0.4% Native Hawaiian or Other Pacific Islander Female; 0.1% Native Hawaiian or Other Pacific Islander Male.

## Retail by Race and Job Level

### Black

19.0% regional vice president; 16.4% regional director; 10.6% district manager; 7.8% store manager; 7.1% shift supervisor; 8.5% barista.

### Hispanic or Latinx

14.3% regional vice president; 13.6% regional director; 15.8% district manager; 23.8% store manager; 31.1% shift supervisor; 33.7% barista.

### Asian

0.0% regional vice president; 2.9% regional director; 4.2% district manager; 4.3% store manager; 4.2% shift supervisor; 6.0% barista.

### Two or more races

4.8% regional vice president; 4.3% regional director; 4.0% district manager; 4.4% store manager; 4.8% shift supervisor; 5.0% barista.

### White

61.9% regional vice president; 62.9% regional director; 64.2% district manager; 58.5% store manager; 51.5% shift supervisor; 45.7% barista.

### American Indian or Alaska Native

0.0% regional vice president; 0.0% regional director; 0.2% district manager; 0.7% store manager; 0.6% shift supervisor; 0.6% barista.

### Native Hawaiian or Other Pacific Islander

0.0% regional vice president; 0.0% regional director; 1.0% district manager; 0.7% store manager; 0.6% shift supervisor; 0.5% barista.

## Retail by Gender and Job Level

### Female

52.4% regional vice president; 50.7% regional director; 60.0% district manager; 68.1% store manager; 71.3% shift supervisor; 73.3% barista.

### Male

47.6% regional vice president; 49.3% regional director; 40.0% district manager; 31.9% store manager; 28.7% shift supervisor; 26.7% barista.

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

### Black

#### *Female*

9.5% regional vice president; 6.4% regional director; 5.1% district manager; 4.9% store manager; 5.0% shift supervisor; 6.2% barista.

#### *Male*

9.5% regional vice president; 10.0% regional director; 5.5% district manager; 2.8% store manager; 2.0% shift supervisor; 2.3% barista.

### Hispanic or Latinx

#### *Female*

9.5% regional vice president; 5.7% regional director; 8.5% district manager; 15.3% store manager; 21.4% shift supervisor; 24.2% barista.

#### *Male*

4.8% regional vice president; 7.9% regional director; 7.3% district manager; 8.5% store manager; 9.7% shift supervisor; 9.5% barista.

### Asian

#### *Female*

0.0% regional vice president; 1.4% regional director; 2.1% district manager; 2.6% store manager; 2.7% shift supervisor; 4.0% barista.

#### *Male*

0.0% regional vice president; 1.4% regional director; 2.1% district manager; 1.7% store manager; 1.6% shift supervisor; 1.9% barista.

### Two or more races

#### *Female*

4.8% regional vice president; 1.4% regional director; 2.7% district manager; 3.1% store manager; 3.4% shift supervisor; 3.7% barista.

#### *Male*

0.0% regional vice president; 2.9% regional director; 1.3% district manager; 1.3% store manager; 1.5% shift supervisor; 1.3% barista.

### White

#### *Female*

28.6% regional vice president; 35.7% regional director; 40.8% district manager; 41.3% store manager; 37.9% shift supervisor; 34.4% barista.

#### *Male*

33.3% regional vice president; 27.1% regional director; 23.4% district manager; 17.2% store manager; 13.6% shift supervisor; 11.3% barista.

## American Indian or Alaska Native

### *Female*

0.0% regional vice president; 0.0% regional director; 0.2% district manager; 0.5% store manager; 0.4% shift supervisor; 0.4% barista.

### *Male*

0.0% regional vice president; 0.0% regional director; 0.0% district manager; 0.2% store manager; 0.2% shift supervisor; 0.2% barista.

## Native Hawaiian or Other Pacific Islander

### *Female*

0.0% regional vice president; 0.0% regional director; 0.7% district manager; 0.5% store manager; 0.5% shift supervisor; 0.3% barista.

### *Male*

0.0% regional vice president; 0.0% regional director; 0.3% district manager; 0.2% store manager; 0.2% shift supervisor; 0.1% barista.

## Starbucks Support

### Overall Support by Race

5.1% Black; 9.1% Hispanic or Latinx; 19.6% Asian; 3.7% Two or more races; 61.8% White; 0.3% American Indian or Alaska Native; 0.5% Native Hawaiian or Other Pacific Islander.

### Overall Support by Gender

55.8% Female; 44.2% Male.

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

3.0% Black Female; 2.1% Black Male; 5.5% Hispanic or Latinx Female; 3.7% Hispanic or Latinx Male; 10.2% Asian Female; 9.3% Asian Male; 2.2% Two or more races Female; 1.5% Two or more races Male; 34.6% White Female; 27.2% White Male; 0.1% American Indian or Alaska Native Female; 0.2% American Indian or Alaska Native Male; 0.3% Native Hawaiian

or Other Pacific Islander Female; 0.2% Native Hawaiian or Other Pacific Islander Male.

## Support by Race and Job Level

### Black

13.9% SVP+; 7.8% VP; 5.6% DIR; 3.3% MGR; 5.4% IC.

### Hispanic or Latinx

2.8% SVP+; 3.5% VP; 6.7% DIR; 8.5% MGR; 9.7% IC.

### Asian

16.7% SVP+; 19.1% VP; 13.4% DIR; 16.5% MGR; 21.0% IC.

### Two or more races

0.0% SVP+; 2.6% VP; 3.1% DIR; 3.4% MGR; 3.8% IC.

### White

66.7% SVP+; 67.0% VP; 71.0% DIR; 67.5% MGR; 59.3% IC.

### American Indian or Alaska Native

0.0% SVP+; 0.0% VP; 0.0% DIR; 0.4% MGR; 0.3% IC.

### Native Hawaiian or Other Pacific Islander

0.0% SVP+; 0.0% VP; 0.2% DIR; 0.4% MGR; 0.5% IC.

## Support by Gender and Job Level

### Female

47.2% SVP+; 58.3% VP; 60.1% DIR; 54.8% MGR; 55.7% IC.

### Male

52.8% SVP+; 41.7% VP; 39.9% DIR; 45.2% MGR; 44.3% IC.

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

### Black

#### *Female*

2.8% SVP+; 4.3% VP; 3.3% DIR; 2.0% MGR; 3.2% IC.

*Male*

11.1% SVP+; 3.5% VP; 2.2% DIR; 1.3% MGR; 2.2% IC.

Hispanic or Latinx

*Female*

0.0% SVP+; 2.6% VP; 3.1% DIR; 5.0% MGR; 5.9% IC.

*Male*

2.8% SVP+; 0.9% VP; 3.6% DIR; 3.5% MGR; 3.8% IC.

Asian

*Female*

5.6% SVP+; 12.2% VP; 9.1% DIR; 9.3% MGR; 10.6% IC.

*Male*

11.1% SVP+; 7.0% VP; 4.2% DIR; 7.2% MGR; 10.4% IC.

Two or more races

*Female*

0.0% SVP+; 2.6% VP; 2.0% DIR; 1.3% MGR; 2.4% IC.

*Male*

0.0% SVP+; 0.0% VP; 1.1% DIR; 2.0% MGR; 1.4% IC.

White

*Female*

38.9% SVP+; 36.5% VP; 42.5% DIR; 36.8% MGR; 33.2% IC.

*Male*

27.8% SVP+; 30.4% VP; 28.5% DIR; 30.7% MGR; 26.1% IC.

American Indian or Alaska Native

*Female*

0.0% SVP+; 0.0% VP; 0.0% DIR; 0.2% MGR; 0.1% IC.

*Male*

0.0% SVP+; 0.0% VP; 0.0% DIR; 0.2% MGR; 0.1% IC.

Native Hawaiian or Other Pacific Islander

*Female*

0.0% SVP+; 0.0% VP; 0.0% DIR; 0.2% MGR; 0.3% IC.

*Male*

0.0% SVP+; 0.0% VP; 0.2% DIR; 0.2% MGR; 0.2% IC

## Starbucks Manufacturing

### Overall Manufacturing by Race

16.2% Black; 20.5% Hispanic or Latinx; 4.5% Asian; 2.6% Two or more races; 54.3% White; 0.8% American Indian or Alaska Native; 1.1% Native Hawaiian or Other Pacific Islander.

### Overall Manufacturing by Gender

32.5% Female; 67.5% Male.

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

4.6% Black Female; 11.6% Black Male; 8.2% Hispanic or Latinx Female; 12.2% Hispanic or Latinx Male; 1.7% Asian Female; 2.7% Asian Male; 0.9% Two or more races Female; 1.7% Two or more races Male; 16.2% White Female; 38.1% White Male; 0.4% American Indian or Alaska Native Female; 0.4% American Indian or Alaska Native Male; 0.4% Native Hawaiian or Other Pacific Islander Female; 0.7% Native Hawaiian or Other Pacific Islander Male.

### Manufacturing by Race and Job Level

#### Black

14.3% DIR; 13.5% MGR; 16.4% IC.

#### Hispanic or Latinx

0.0% DIR; 8.5% MGR; 21.6% IC.

#### Asian

0.0% DIR; 2.1% MGR; 4.7% IC.

#### Two or more races

0.0% DIR; 3.5% MGR; 2.6% IC.

#### White

85.7% DIR; 72.3% MGR; 52.6% IC.

## American Indian or Alaska Native

0.0% DIR; 0.0% MGR; 0.9% IC.

## Native Hawaiian or Other Pacific Islander

0.0% DIR; 0.0% MGR; 1.2% IC.

## Manufacturing by Gender and Job Level

### Female

14.3% DIR; 27.0% MGR; 33.0% IC.

### Male

85.7% DIR; 73.0% MGR; 67.0% IC.

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

### Black

#### *Female*

0.0% DIR; 3.5% MGR; 4.7% IC.

#### *Male*

14.3% DIR; 9.9% MGR; 11.7% IC.

### Hispanic or Latinx

#### *Female*

0.0% DIR; 3.5% MGR; 8.7% IC.

#### *Male*

0.0% DIR; 5.0% MGR; 12.9% IC.

### Asian

#### *Female*

0.0% DIR; 1.4% MGR; 1.8% IC.

#### *Male*

0.0% DIR; 0.7% MGR; 2.9% IC.

### Two or more races

#### *Female*

0.0% DIR; 0.7% MGR; 0.9% IC.

#### *Male*

0.0% DIR; 2.8% MGR; 1.7% IC.



White

*Female*

14.3% DIR; 17.7% MGR; 16.1% IC.

*Male*

71.4% DIR; 54.6% MGR; 36.5% IC.

American Indian or Alaska Native

*Female*

0.0% DIR; 0.0% MGR; 0.4% IC.

*Male*

0.0% DIR; 0.0% MGR; 0.5% IC.

Native Hawaiian or Other Pacific Islander

*Female*

0.0% DIR; 0.0% MGR; 0.4% IC.

*Male*

0.0% DIR; 0.0% MGR; 0.8% IC.

## 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.

### Location

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

### Segment

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

Support: 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

### Job Level

IC: Individual contributors with no direct reports

MGR: Manager with or without direct reports

DIR: Directors

VP: Support Vice Presidents

SVP+: Senior Vice Presidents and above. Including EVP, Group Presidents, CFO, COO, CEO

Barista: Partners in the following positions: barista, barista in training, café attendant, siren retail porter, siren retail mixologist, siren retail commessa

Shift Supervisor: Partners in the following positions: shift supervisor, siren retail operations lead

Store Manager: Partners in the following positions: store manager, retail management trainee, assistant store manager, shift manager, siren retail store manager, siren retail associate store manager, and siren retail specialist

District Manager: District Managers for company owned, licensed stores, and siren retail operations managers

Regional Director: Regional Directors for company owned and licensed stores

Regional Vice President Regional Vice Presidents for company owned and licensed stores

## Identities

POC: 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.

Two or More Races: 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