

May 19, 2020

To: Change to Win

From: Jeff Liszt, Luke Martin; ALG Research

Re: **Sexual Harassment is a Pervasive Problem at McDonald's Locations Nationwide**

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According to the results of ALG Research's recent poll of 782 female McDonald's non-managerial employees, **more than 3-in-4 of these workers have personally experienced sexually inappropriate behavior** ranging from suggestive comments to rape and assault. While many of these workers acknowledge the McDonald's corporation has taken steps to address the issue, this effort has clearly come up short with a majority facing retaliation as a result of reporting sexually inappropriate behavior they have either experienced or witnessed.

- **An overwhelming majority of female workers (76%) have reported personally experiencing at least one form of harassment, while 66% have experienced multiple, and 25% work in an environment where they've experienced eight or more different forms of harassment.** The specific behavior ranges from 50% who have received sexual comments, to 34% who report unwanted touching, groping or fondling, to 12% who have been victims of sexual assault or rape. The perpetrators of this behavior are most likely to be their coworkers (51%) followed by customers (49%) and managers (14%). Only 20% of female employees work at a location where they have neither personally experienced nor witnessed sexually inappropriate behavior.
- This is not an issue of franchise locations not enforcing the rules – **workers at corporate locations are more likely to have experienced this behavior, with 83% reporting at least one instance of sexually inappropriate behavior, compared to 71% of workers at franchise locations.** This remains true for those who work in highly toxic environments with 31% of workers in corporate locations reporting they've experienced eight or more types of harassment, compared to just 23% in franchise locations.
- While nearly 7-in-10 (68%) workers are taking the proper steps to report sexually inappropriate behavior, they are facing significant backlash for doing so. **Overall, 71% faced some form of punishment after reporting and 42% lost income as a result** by way of being fired, being denied a raise or promotion, or having their hours cut. White workers are also less likely to face any retaliation (44% reported not facing any retaliatory actions) compared to their African American coworkers (26%).
- The view of **whether McDonald's is currently doing enough to address sexual harassment is largely influenced by whether they have personally experienced sexual harassment.** While a majority (56%) of those who have not experienced sexual harassment strongly agree that McDonald's is currently doing enough to address this issue, the level of agreement is far less among those that have personally experienced sexual harassment (20%).
- **There is a large gap between the preventative measure workers think are important and what is actually being implemented in their locations** - 63% believe requiring sexual harassment training for employees is very important yet only 36% currently work at a location that has implemented it. Similarly, nearly 3-in-4 (74%) employees believe training supervisors on how to identify and deal with sexual harassment is very important, yet less than half (47%) say this kind of training happens at their McDonald's restaurant.

*These findings are taken from an online survey of non-managerial female workers who either currently work at a McDonald's location or have within the last year. In total N=782 interviews were collected between April 9-21, 2020 from a mix of online panels and Facebook advertisements.*

**In total, 76% of female non-managerial McDonald's employees have personally experienced at least one form of harassment, while 66% have experienced multiple forms. Only 24% have never personally been sexually harassed at work.**

*"On the following screens you will see examples of unwanted or offensive behaviors some employees might experience in their workplace like sexual harassment, whether by a supervisor, coworker, or customer. For each one, please select whether the following unwanted or offensive sexual behaviors have ever happened to you, have happened to you once, or have happened to you more than once at your current or most recent McDonald's restaurant, or in any McDonald's restaurant in the last year."*

