

The Global DEI Census 2023

Republic of
Ireland market report



Acknowledgements

- Recognition of partners in Republic of Ireland
- Each country to add

Code of conduct

The multiple partner organisations behind this research have collected responses across their respective jurisdictions and made the data available in the spirit of making the global marketing industry a more diverse and inclusive place to work.

In return, we all need to recognise the sensitive nature of the data and to treat it appropriately.

By accessing this data, you are agreeing to abide by the following Code of Conduct:

Do:

- Share this data within your organisation to support actions relating to making our industry more diverse and inclusive.
- Share topline aggregated data outside of the organisation, for instance with the press, in order to raise visibility for the issues and drive constructive conversations

Don't:

- Share sensitive data outside of your organisation – or make any comparison between your national data and other countries/markets

If you are unsure, please contact your WFA/VoxComm colleagues if you have any queries.

Headlines

Diversity Headlines

There is relatively good representation across all minority groups (gender, ethnicity, religion, sexual orientation) compared to market census data with the exception of disability (12% of respondents are disabled vs 13.5% national average). Looking at seniority and indicative pay gaps, the proportion of women decreases at senior levels, and there appears to be a sizable pay gap across most levels.

Inclusion Headlines

Republic of Ireland scores better than the global Inclusion Index benchmark (68% vs 63%) and has increase by 6 ppts since the last DEI census in 2021 (62%). There is wide recognition from respondents that progress is being made, with 85% agreeing that their company is actively taking steps to be more diverse and inclusive (vs 72% global average). 64% of respondents agree things have improved in terms of the industry becoming more diverse and inclusive in the last 2 years (vs 50% global average).

Cost of turnover data shows that there is a potential risk of churn with 15% of respondents either indicating they are likely to leave the industry based on a lack of inclusion and diversity or preferring not to answer this question. This rises to 24% for LGBTQ+ respondents.

Sense of belonging is lower for minority respondents across all protected characteristics with the exception of religious minorities.

39% of respondents believe that age can be a hindrance at their company, this increases amongst older age groups, eg 51% for 55 – 64 year olds. We see a similar picture with family status with 47% of those who have dependent children indicating they believe that family status hinders one's career at their company.

1. Demographics and Index Overview



Republic of Ireland

OVERALL RESPONSES = 415

Company type	%
Brand (e.g., P&G, Unilever, Walmart, etc.)	12
Creative agency	23
Media agency	25
Media	8
Industry association / Trade body	2
Production House	2
Photography / Sound / Music Studio	-
Publisher	5
Research/Insights agency	4
I am a freelancer	6
PR agency	2
Digital agency	3
Tech	1
Other	5

Role / Function	%
Executive Management / C-Suite	12
New Business / Marketing / Communications / PR	14
Sales / Commercial	10
Account Management / Client Services	19
Account Planning and Strategy	9
Research / Information / Insight	3
Data Analytics and Planning	1
Social Media / Communities	3
Programming / Ad Tech	3
Creative, Design, and Studio	8
Creative Services / Project Management	1

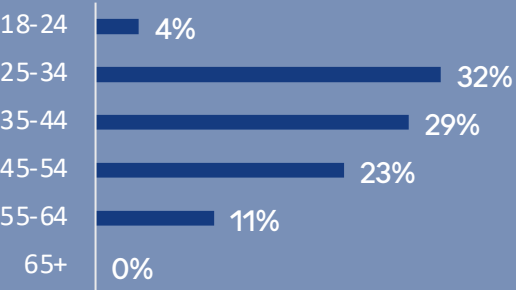
Role / Function	%
Production / Production Administration / Art and Print Buying	2
Media	7
Events	1
Finance	2
Human Resources and Training	1
IT / Technology	1
Procurement / Operations	1
Legal	-
Office Services	1
Other	2

Gender

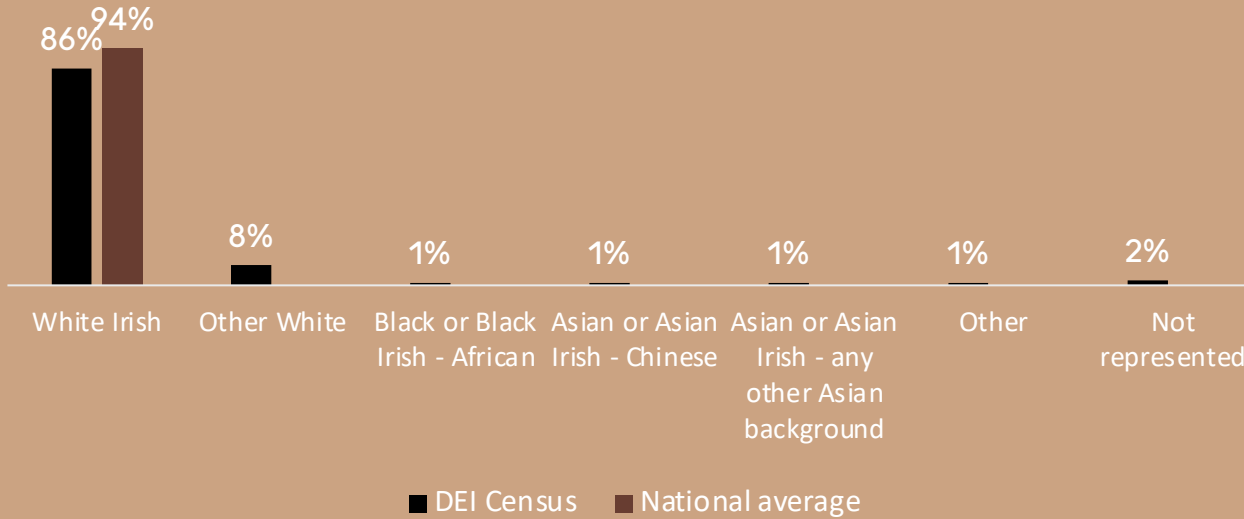
	Women	Men	Other Gender
DEI Census	65%	35%	*
National Average*	51%	49%	

*taken from national census data

Age



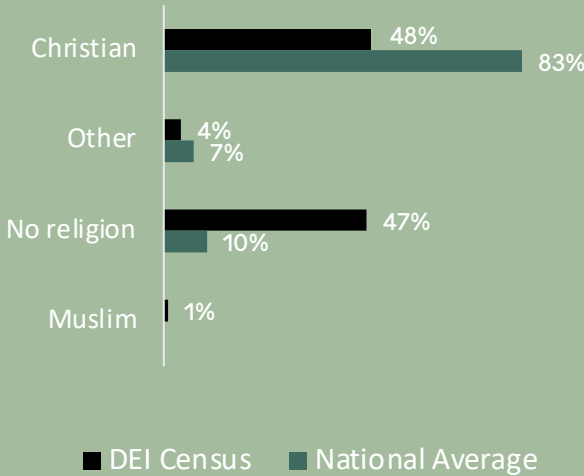
Ethnicity



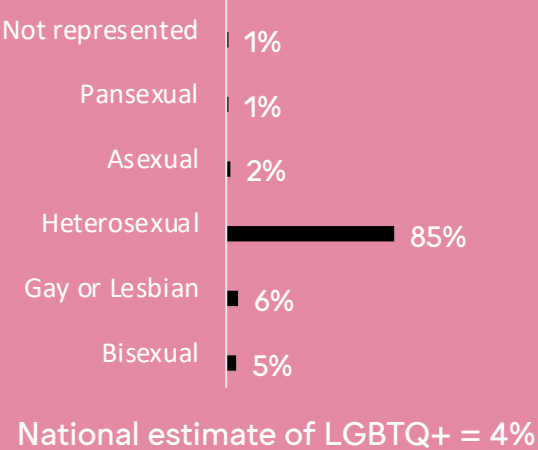
Disability Status

12% of respondents are disabled
Compared to 13.5% national average

Religion



Sexual Orientation



Caregiving

34% of respondents are parents to children under 16

25% of respondents provide care for someone else

About the Inclusion Index

The Inclusion Index is comprised of three sub-indices created through factor analyses, based on an employee's perception of the environment and their experience at the company.

- Sense of Belonging
- Absence of Discrimination
- Presence of Demeaning Behavior

While there are many diversity dimensions to consider, the Inclusion Index is based on these five: gender, ethnicity, sexual orientation, religion and disability*.

The Inclusion Index Score is the following formula:



*Note this will vary by market depending on questions asked

Inclusion Index

	Overall Inclusion Index
Republic of Ireland 2023 survey	68%
Global average 2023	63%
Republic of Ireland 2021 survey	62%

	Sense of Belonging	Absence of Discrimination	Presence of Demeaning Behaviour
Republic of Ireland 2023 survey	74%	97%	18%
Global average 2023	69%	96%	19%
Republic of Ireland 2021 survey	67%	96%	19%

2.

Attitudes towards Diversity and Inclusion in the Workplace and the Industry

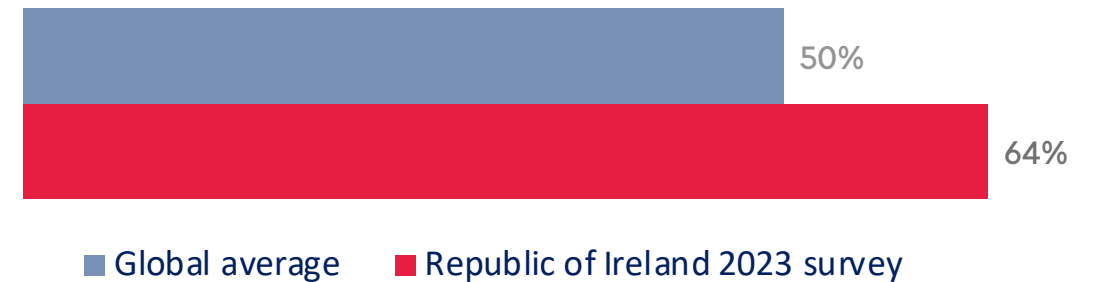


Republic of Ireland

Respondents agreeing that their company is actively taking steps to be more diverse and inclusive



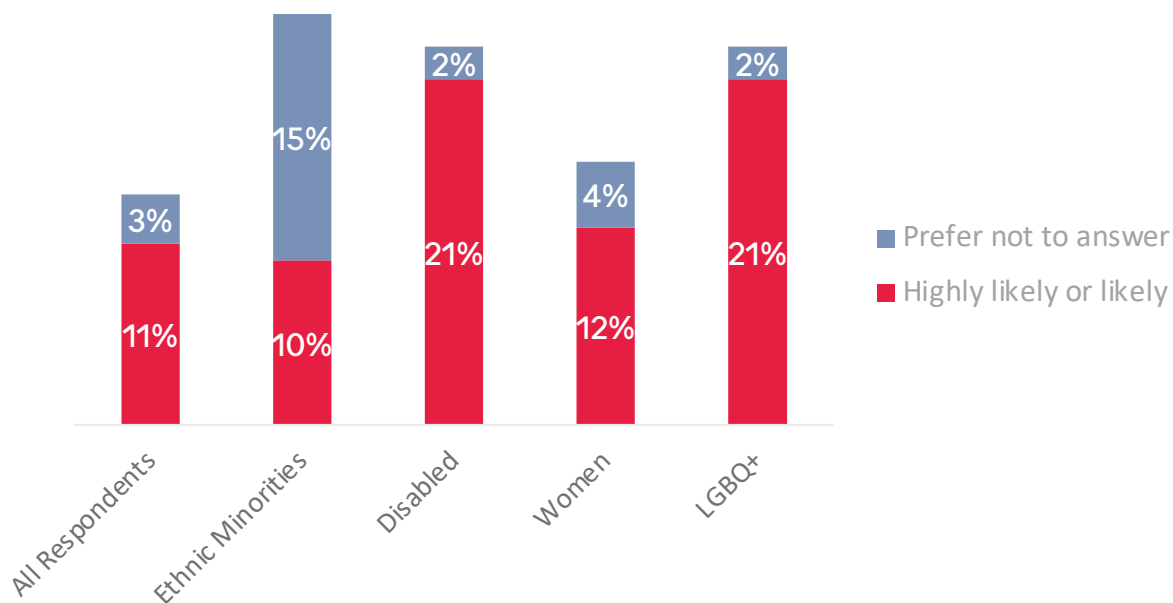
Respondents agreeing things have improved in terms of the industry becoming more diverse and inclusive in the last 2 years



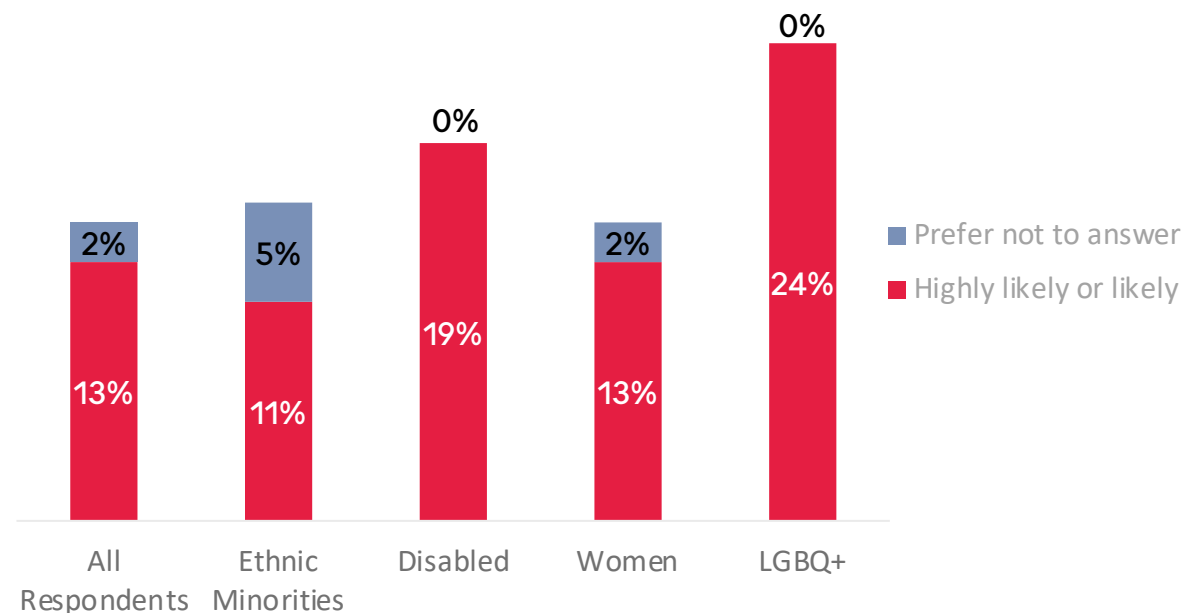
Republic of Ireland

Potential Cost of Turnover

How likely are you to leave your current organisation based on lack of inclusion and/or discrimination you've experienced?



How likely are you to leave your current industry based on lack of inclusion and/or discrimination you've experienced?



“Prefer Not to Answer” included in this instance as high risk of churn



3.

Key take-outs:

Gender, Ethnicity, Disability, Sexual Orientation, Religion, Age, Family Responsibilities

Key Metrics

Experiences of discrimination

“At my company, I have personally experienced negative behaviour or discrimination based on my...”

Escalation

“I believe that most colleagues would escalate inappropriate behaviour to senior management or HR”

Sense of Belonging

“I feel like I belong at my company”

Career obstacles

“I have faced obstacles in my career progression in this company which I believe are due to who I am”

Republic of Ireland Headlines

Experiences of discrimination

Experiences of discrimination is generally low amongst respondents, with disabled respondents reporting the highest levels of discrimination (13%)

Escalation

Minority respondents were less likely to believe that inappropriate behaviour would be escalated to senior leadership and HR, for example only 44% of LGBTQ+ respondents agreed with this statement.

Sense of belonging

Sense of belonging is lower for minority respondents across all protected characteristics with the exception of religious minorities.

Career obstacles

Most minority respondents reported facing obstacles in their career because of who they are, with disabled respondents (32%) most impacted

Gender in Republic of Ireland

8%

Of female respondents have experienced discrimination at their company based on their gender vs 6% global average. 7% of all respondents have witnessed discrimination towards others due to their gender.

61%

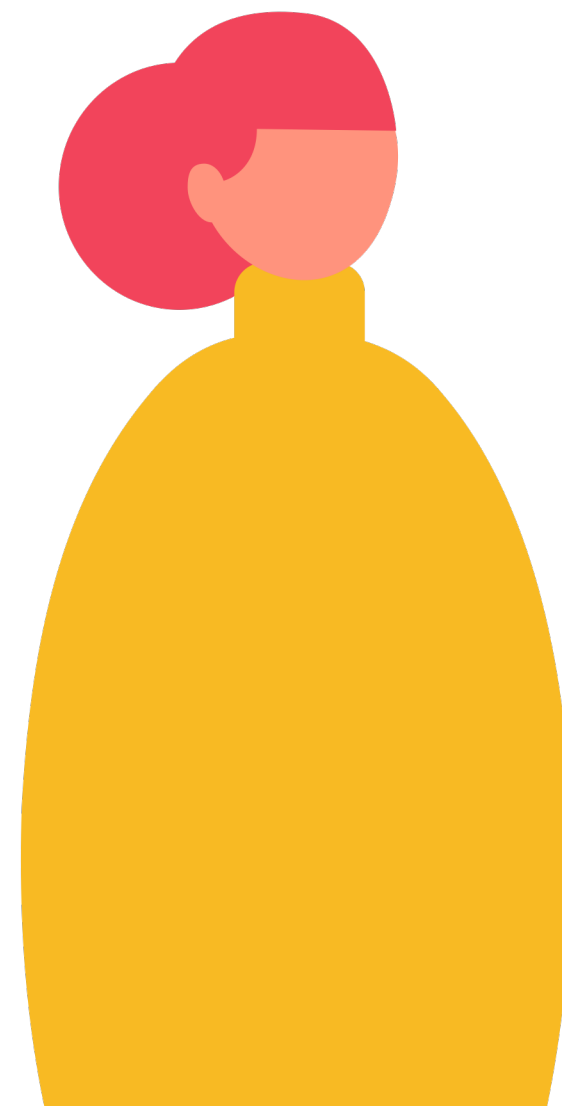
Of female respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 74% of men.

76%

Of female respondents feel like they belong at their company, compared to 78% of men.

21%

Of female respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 17% of men.



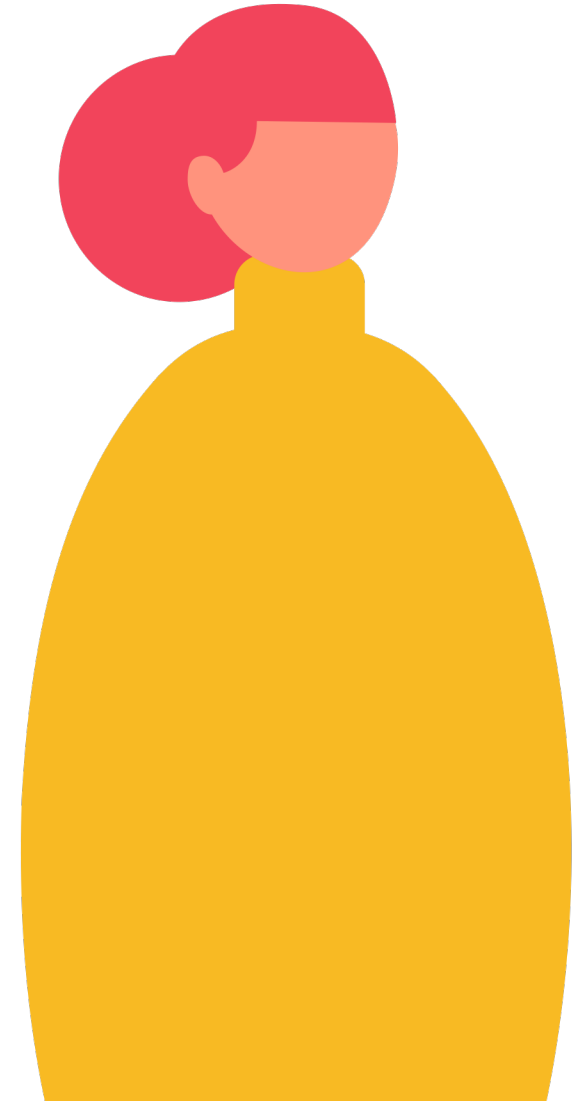
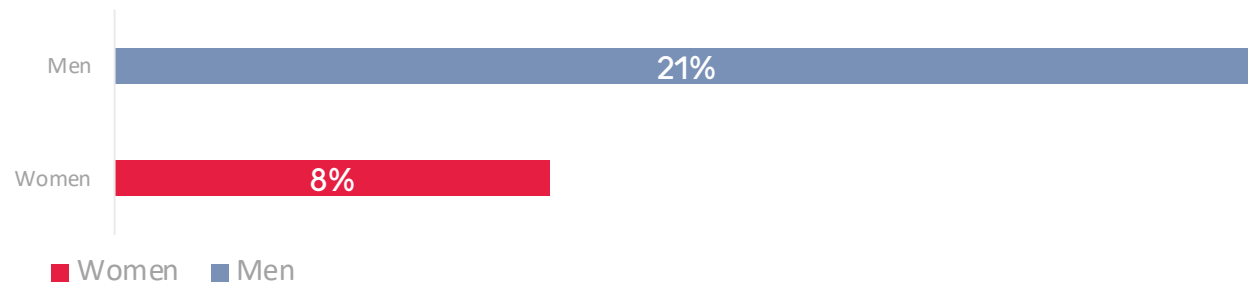
Gender in Republic of Ireland

Average Pay by Gender

*Note these are indicative pay gaps only
based on salary bands selected and not on
actual salary data*

Level	Men average salary	Women average salary	% Gap
Exec management/c-suite	€122,222	€99,242	-19%
Other senior staff	€69,444	€65,188	-6%
Manager	€56,323	€56,455	0%
Junior	€35,333	€32,580	-8%

% C-suite by Gender



Ethnicity in Republic of Ireland

11%

Of ethnic minority respondents have experienced discrimination at their company based on their ethnic background. 6% of all respondents have witnessed discrimination towards others due to their ethnicity.

76%

Of ethnic minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 64% of white respondents.

67%

Of ethnic minority respondents feel like they belong at their company, compared to 77% of white respondents.

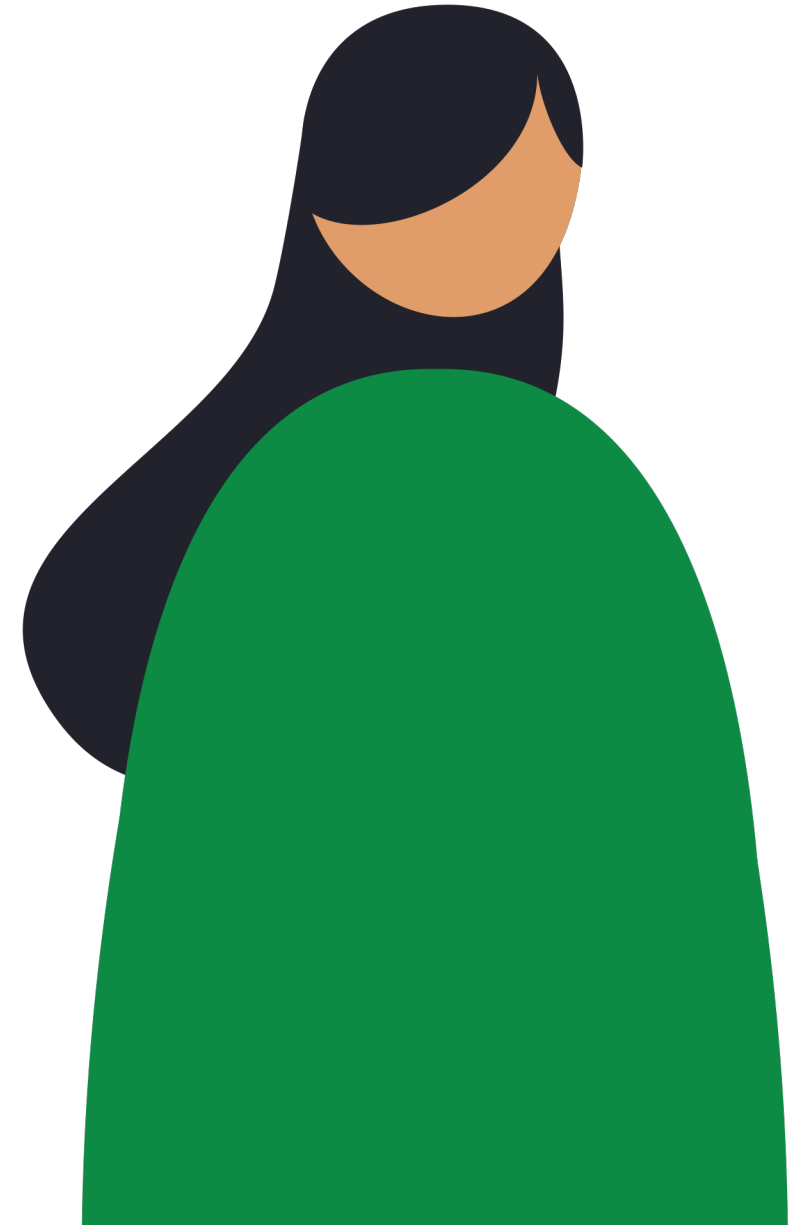
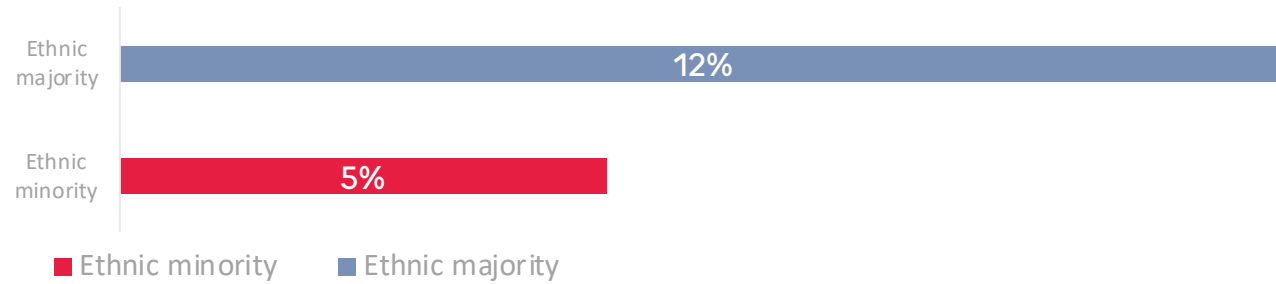
15%

Of ethnic minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 20% of white respondents.



Ethnicity in Republic of Ireland

% C-suite by Ethnicity



Disability in Republic of Ireland

13%

Of respondents with disabilities have experienced discrimination at their company based on their disabilities. 3% of all respondents have witnessed discrimination towards others due to their disability status.

49%

Of respondents with disabilities believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 69% of their counterparts without disabilities.

65%

Of respondents with disabilities feel like they belong at their company, compared to 80% of their counterparts without disabilities.

32%

Of respondents with disabilities believe they have faced obstacles in their career progression at their company due to who they are, compared to 18% of their counterparts without disabilities.



Conditions reported by those with a disability* in Republic of Ireland

Condition	%
Mobility impairments (e.g. amputation, paralysis, multiple sclerosis, muscular dystrophy, arthritis, spinal cord injury)	13
Fatigue / lack of stamina	19
Breathing capacity (e.g. asthma, COPD)	4
Neurodiversity (e.g. autism, Asperger's syndrome, dyslexia, dyscalculia, dyspraxia, ADHD, obsessive-compulsive disorder (OCD), Tourette syndrome)	34
Visual impairments (e.g. poor vision, colour blindness)	-
Motor skill impairments (e.g. arthritis, strokes, dexterity)	2
Mental health (e.g. depression, bipolar)	43
Stress / anxiety	45
Hearing impairments	2
Long-term implications from COVID	4
Other	21
None of the above	6

* Disability is defined as any physical or mental health condition lasting or expected to last 12 months or more that reduces or affects your ability to carry out day to day activities

Mental health overview in Republic of Ireland

42%

Of respondents report often being very stressed at work.

22%

Of respondents report that their work is having a negative impact on their **physical** health.

42%

Of respondents agree that their company has an active policy to minimise the risk of mental health issues.

55%

Of respondents agree that their workplace is open about mental health.

26%

Of respondents report that their work is having a negative impact on their **mental** health.

19%

Of respondents agree that mental health issues are seen as a sign of weakness in their workplace.

Sexual Orientation in Republic of Ireland

10%

Of LGBTQ+ respondents have experienced discrimination at their company based on their sexual orientation. 1% of all respondents have witnessed discrimination towards others due to their sexual orientation.

44%

Of LGBTQ+ respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR compared to 68% of their heterosexual counterparts.

76%

Of LGBTQ+ respondents feel like they belong at their company, compared to 77% of their heterosexual counterparts.

30%

LGBTQ+ respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 17% of their heterosexual counterparts.



Religion in Republic of Ireland

6%

Of religious minority respondents have experienced discrimination at their company based on their religious background. 1% of all respondents have witnessed discrimination towards others due to their religion.

59%

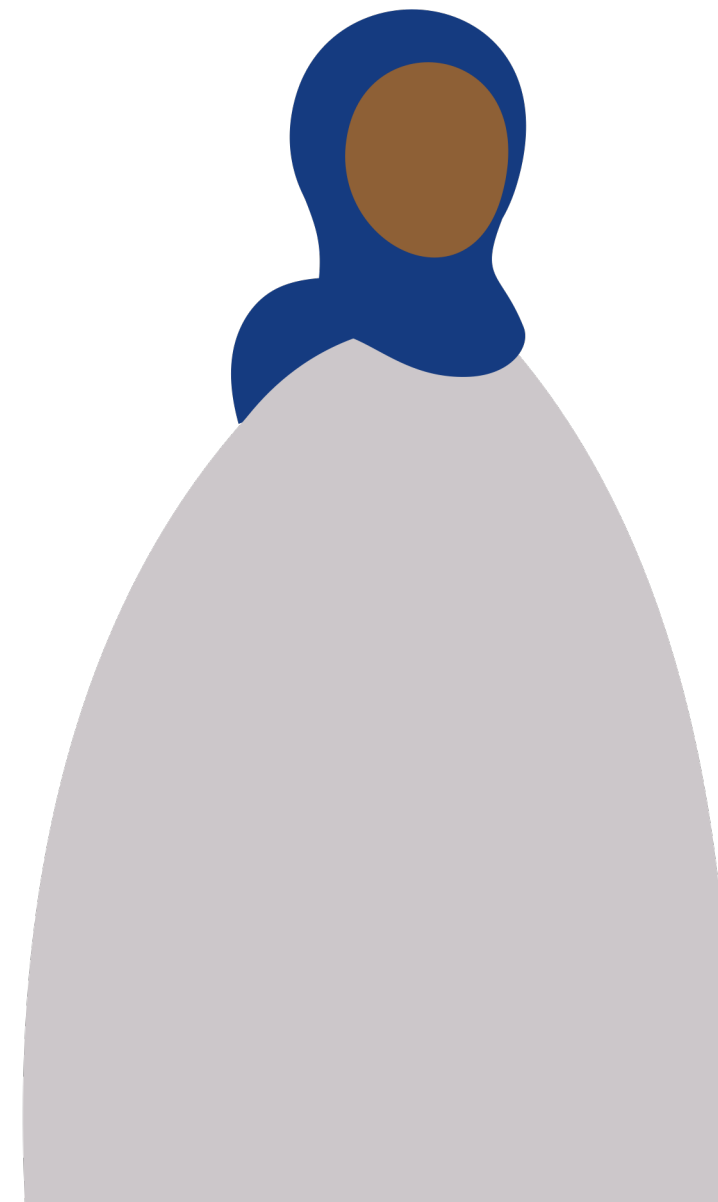
Of religious minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 64% of their religious majority counterparts.

82%

Religious minority respondents feel like they belong at their company, compared to 76% of their religious majority counterparts.

24%

Religious minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 19% of their religious majority counterparts.



Age in Republic of Ireland

11%

Of respondents have personally experienced discrimination due to their age.

39%

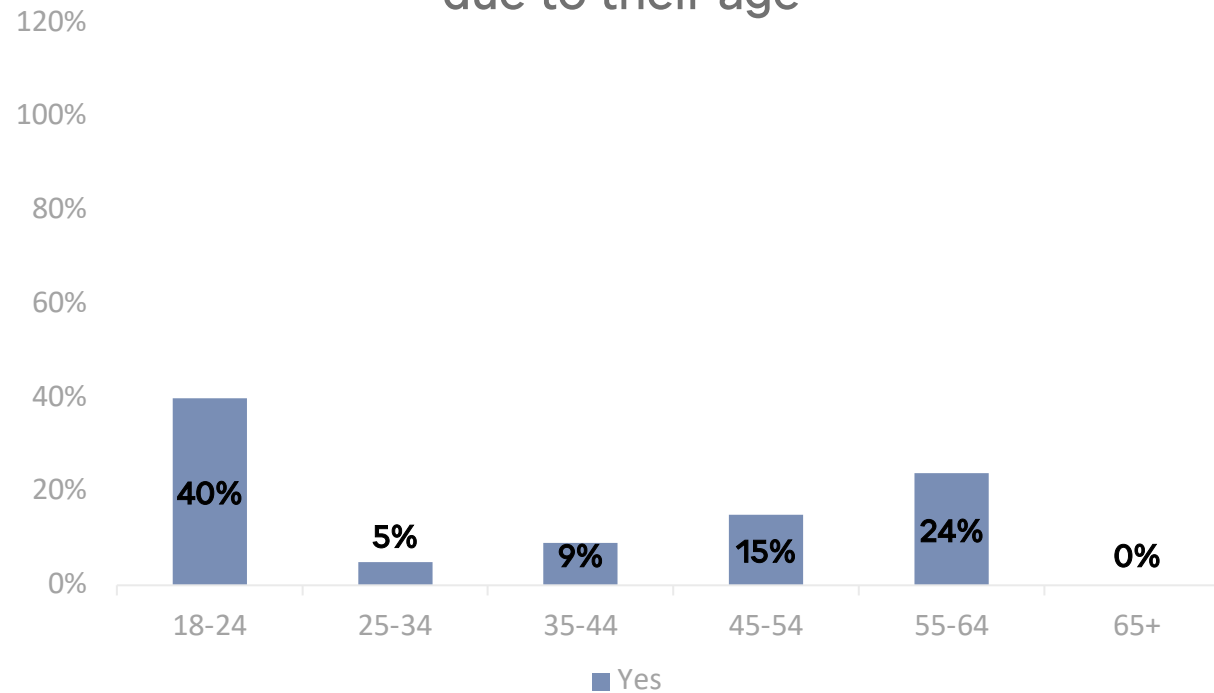
Of respondents believe that age can hinder one's career at their company.

12%

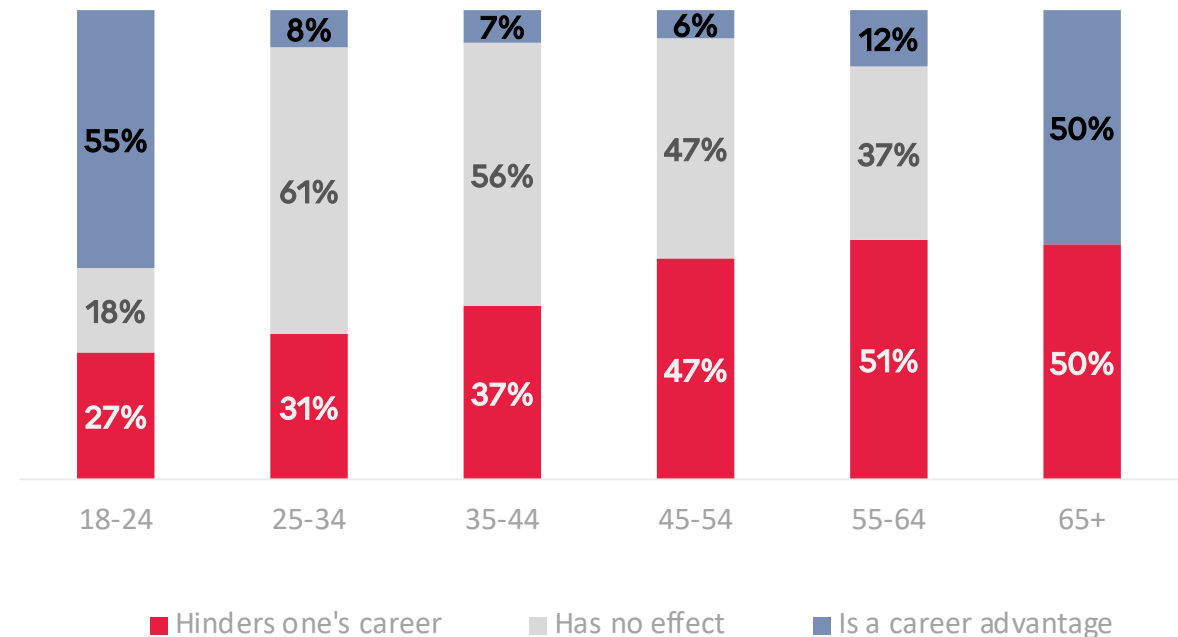
Of female respondents have personally experienced discrimination due to their age, compared to 10% of men.

Perceptions of Ageism in Republic of Ireland

% personally experienced discrimination due to their age



On average, does age hinder or enhance one's career at your company?



Family Responsibilities in Republic of Ireland

2%

Of respondents have personally experienced discrimination due to their family responsibilities.

31%

Of respondents believe that family responsibilities can hinder one's career at their company.

3%

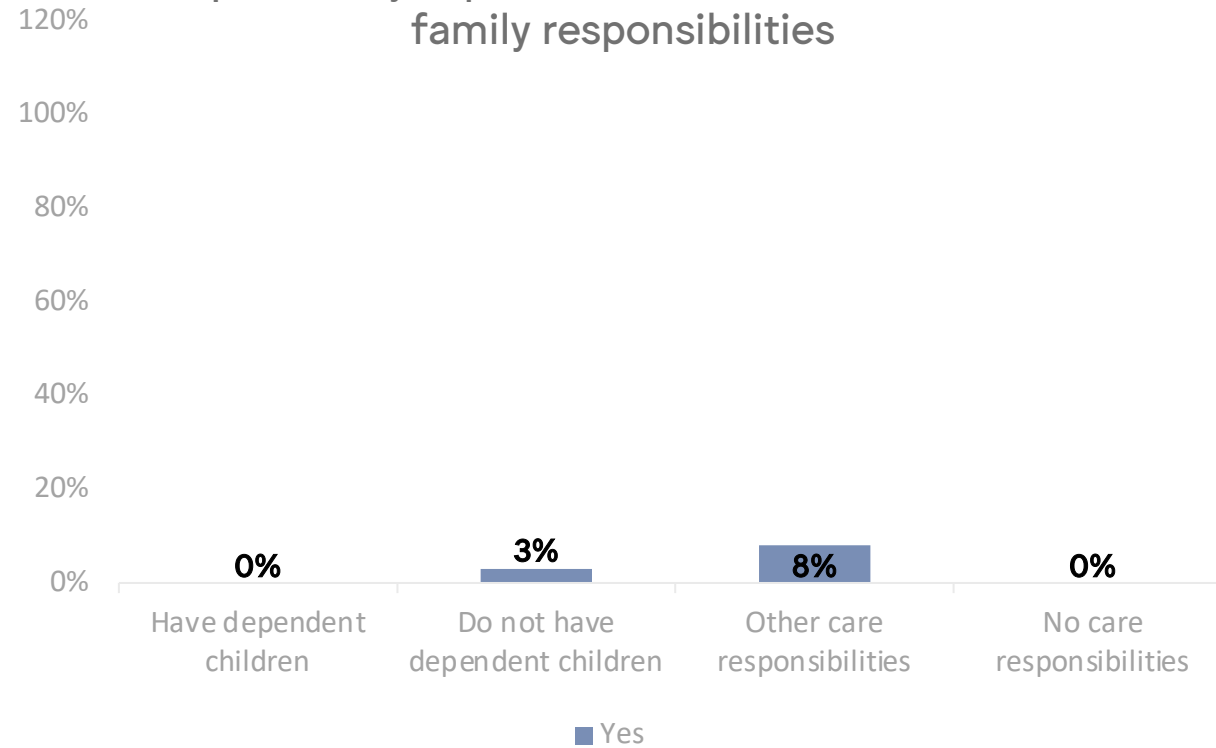
Of female respondents have personally experienced discrimination due to their family responsibilities, compared to -% of men.

30%

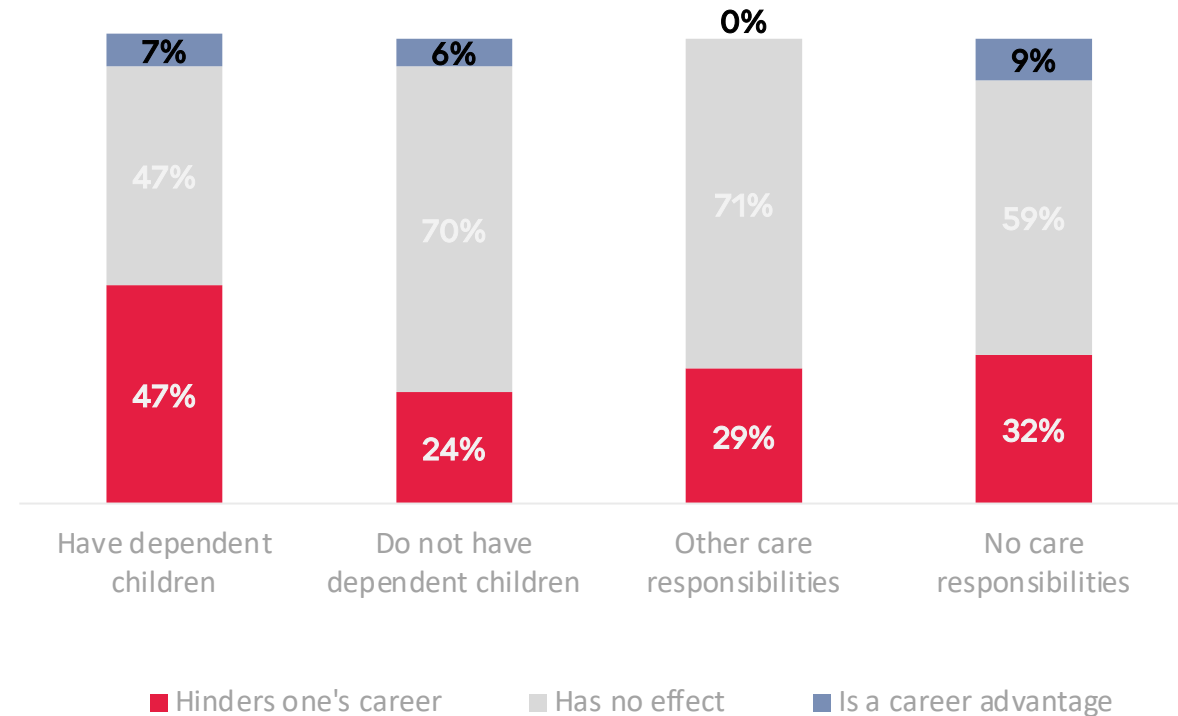
Of women respondents believe that family responsibilities can hinder one's career at their company, compared to 36% of men.

Perceptions of Family Responsibilities in Republic of Ireland

% personally experienced discrimination due to family responsibilities



On average, does family responsibilities hinder or enhance one's career at your company?



4.
Appendix



Index questions

Company sense of belonging:

How strongly do you agree or disagree with these statements?

1. Strongly disagree

2. Disagree

3. Neither agree or disagree

4. Agree

5. Strongly agree

99. Prefer not to answer

- I feel like I belong at my company.
- I am a valued and essential part of my direct team.
- I am a valued and essential part of my company.
- I am emotionally and socially supported at work.
- My unique attributes, characteristics, skills, experience and background are valued in my company.
- Employees in my company feel comfortable being themselves.
- Senior managers are fair when it comes to hiring or career advancements of those that report into them.
- I am provided with sufficient support to develop my skills and progress my career.

Presence of negative behaviour: Have you experienced any of the following within the last 12 months at your company?

Yes/No

- Unfairly spoken over or not listened to in meetings.
- Learning opportunities or progress restricted by senior colleagues.
- Undervalued compared to colleagues of equal competence.
- People taking sole credit for shared efforts.
- Bullied or undermined in any way.
- Physical harassment or violence.
- Exclusion from events or activities.
- Made to feel uncomfortable in the workplace.

Absence of discrimination: At your company, have you personally experienced negative discrimination in the following area? Yes/No

- Age
- Gender
- Family responsibilities
- Race
- Religion
- Disability status
- Sexual orientation
- Appearance
- Social background

Republic of Ireland and global data

Wave 2 - 2023 - total	Republic of Ireland	GLOBAL
Inclusion Index	68%	63%
Company Sense of Belonging Percent	74%	69%
I feel like I belong at my company - % agree	77%	74%
I am a valued and essential part of my direct team - % agree	88%	82%
I am a valued and essential part of my company - % agree	72%	71%
I am emotionally and socially supported at work - % agree	66%	64%
My unique attributes, characteristics, skills, experience and background are valued in my company - % agree	81%	70%
Employees in my company feel comfortable being themselves - % agree	81%	75%
Senior management do not discriminate when it comes to hiring or career advancements of those that report into them - % agree	63%	55%
I am provided with sufficient support to develop my skills and progress my career - % agree	67%	57%
Absense of Discrimination Percent	97%	96%
My Age - Personally Discriminated at Company - % no	89%	92%
My Gender - Personally Discriminated at Company - % no	94%	94%
My Family Status - Personally Discriminated at Company - % no	97%	95%
My Race - Personally Discriminated at Company - % no	99%	96%
Religion - Personally Discriminated at Company - % no	100%	99%
Disability Status - Personally Discriminated at Company - % no	99%	99%
Relationship status - Personally Discriminated at Company - % no	98%	99%
Appearance - Personally Discriminated at Company - % no	100%	96%
Social Class - Personally Discriminated at Company - % no	100%	97%
Presence of Negative Behavior Percent	18%	19%
Unfairly spoken over and not listened to in meetings - % yes	27%	27%
Learning Opportunities or progress restricted by senior colleagues - % yes	13%	17%
Undervalued compared to colleagues of equal competence - % yes	29%	28%
People taking sole credit for shared efforts - % yes	33%	32%
Bullied, undermined or harassed in any way - % yes	15%	13%
Physical harassment or violence - % yes	0%	1%
Exclusion from events/activities - % yes	10%	13%
Made to feel uncomfortable in the workplace - % yes	16%	22%