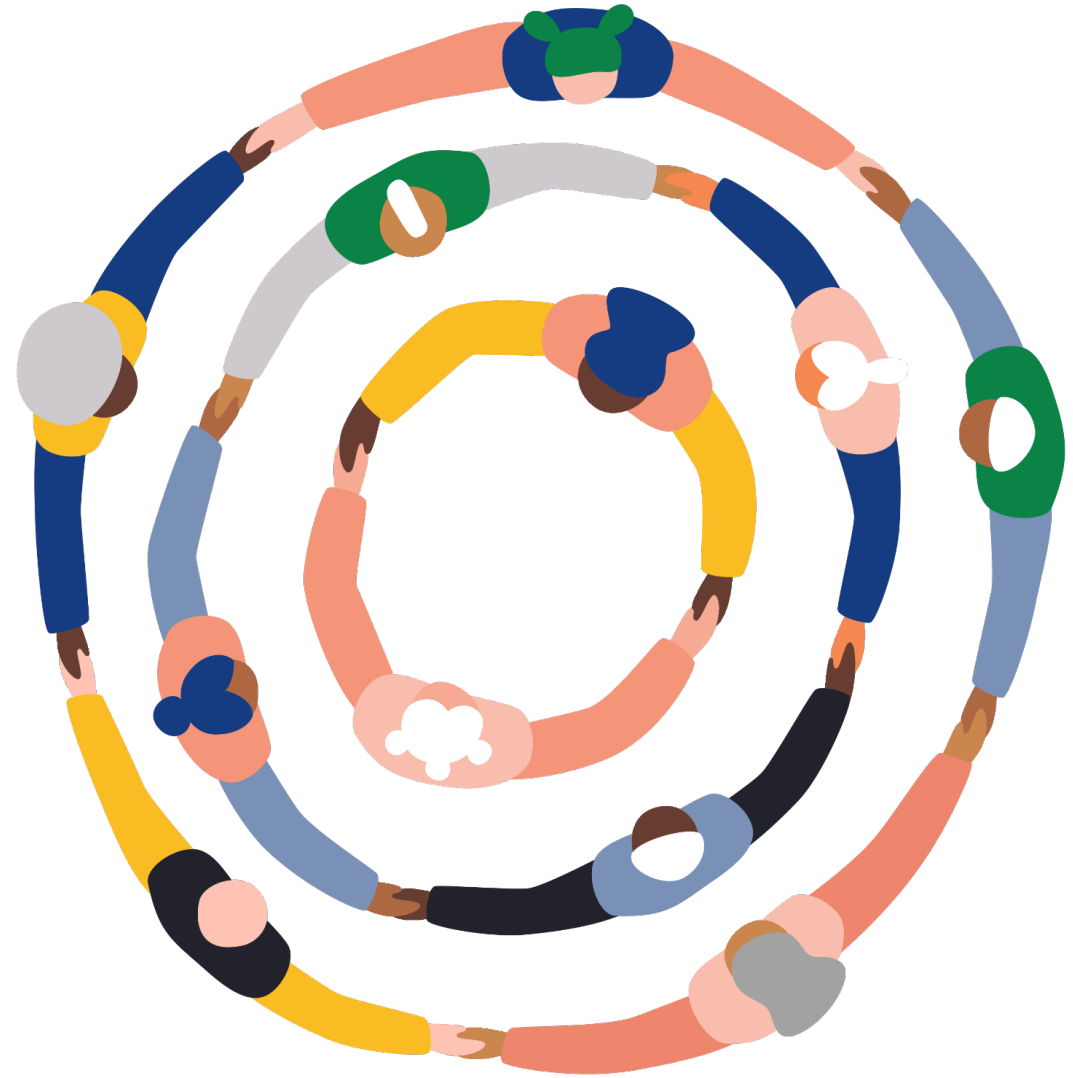


KANTAR

The Global DEI Census

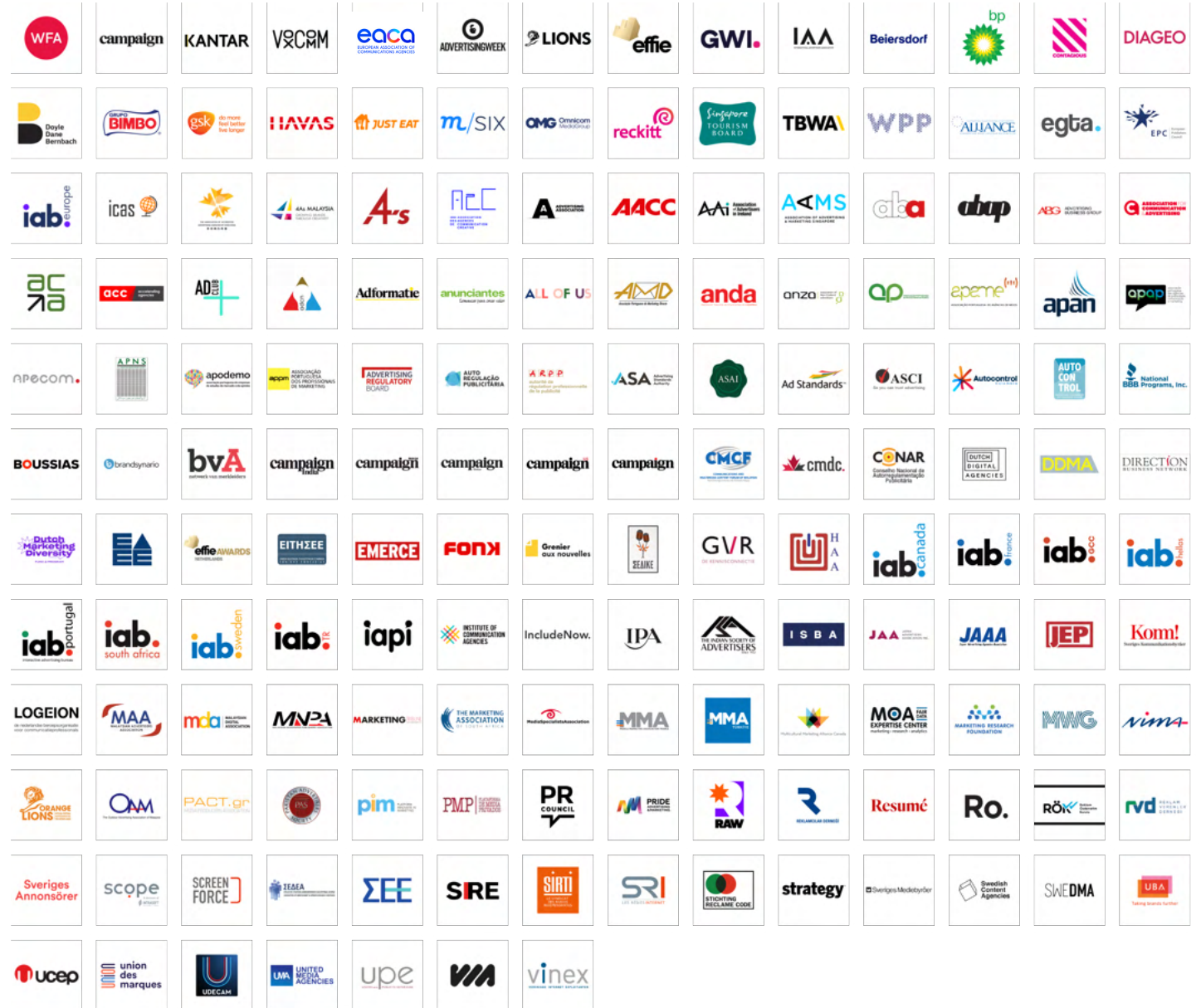
Ireland market report



Acknowledgements

We would like to express our gratitude to all organisations who took part in this collective effort. Without their support we would not have been able to conduct this historic first-ever global research.

A special word of thanks goes to the three organisations behind the *All In* census in the UK in March 2021 – the Advertising Association, ISBA and IPA – and which gave us the courage and the learnings to run a similar study globally.



Acknowledgements

- Recognition of partners in Ireland
- Each country to add

Methodology note – this is not a census, but a proof of concept

- No such thing as an optional census;
- But a critical proof of concept owing to legal and cultural sensitivities of asking for such sensitive data across 27 jurisdictions/countries;
- AND we need to start somewhere... 10,000 people's lived experiences is a great starting point;
- And while we know the findings are indicative, we are especially cautious about drawing too many learnings, especially from Colombia and Hong Kong where samples were relatively low;

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 recognize 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 colleagues if you have any queries

Headlines

Diversity Headlines

- Women are overrepresented at a total level but become underrepresented in higher positions. For example, women make up 65% of the workforce but only 48% of the executive management. Men also earn more on average at most levels.
- Likewise, ethnic minorities are on a par with the national average but are paid less on average compared to their white colleagues at every level.

Inclusion Headlines

- Ireland scores slightly lower than the global Inclusion Index benchmark (62% vs 64%) and the sense of belonging benchmark (67% vs 68%)
- Ethnicity was the basis of the highest levels of discrimination, with 13% of ethnic minority respondents experiencing ethnic discrimination.
- 45% of respondents believe that age can hinder one's career.
- 33% of women don't believe that their company treats all employees equally regardless of age, compared to 23% of men.
- Women respondents are much more likely to believe that family status can hinder their career (52% compared to 27% for men).

1. Demographics and Index Overview



Ireland

OVERALL RESPONSES = 483

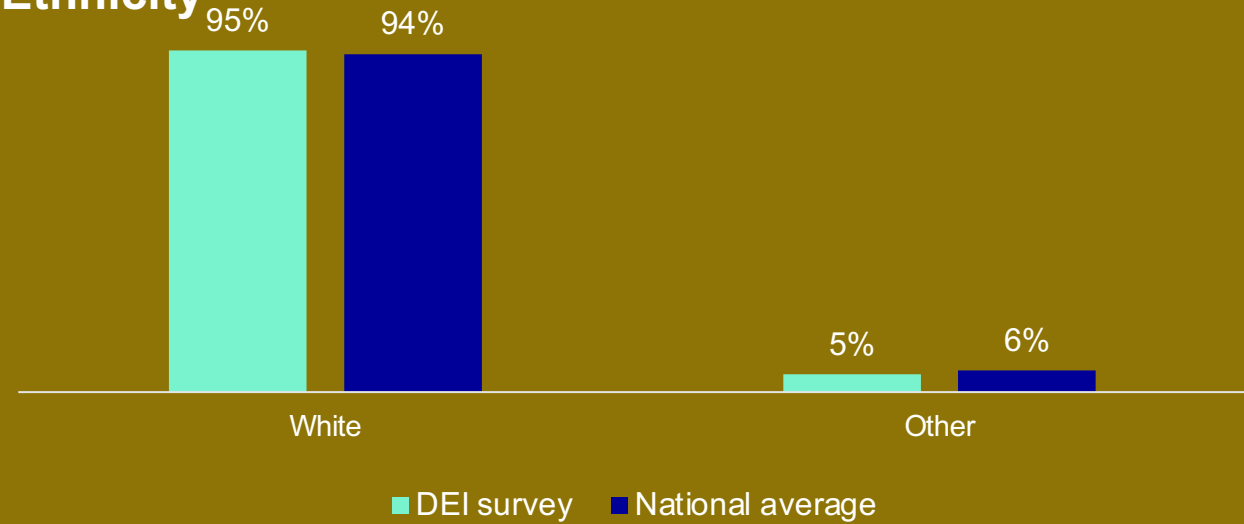
Company type	%
Brand (e.g. P&G, Unilever, etc.)	12
Creative agency	36
Media agency	32
Media/Tech	2
Industry association/trade body	1
Production House	*
Publisher	1
Research/insights agency	1
I am a freelancer	1
Media – ad sales	10
Other	5

Gender

	Women	Men	Gender non-conforming
DEI survey	65%	35%	-
National Average*	51%	49%	-

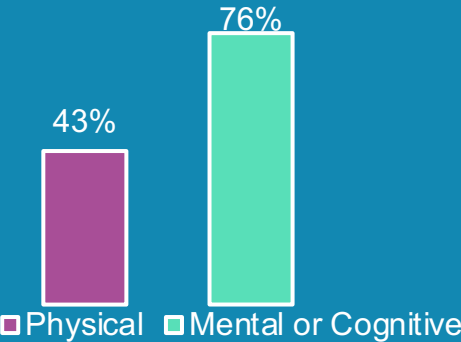
*taken from national census data

Ethnicity

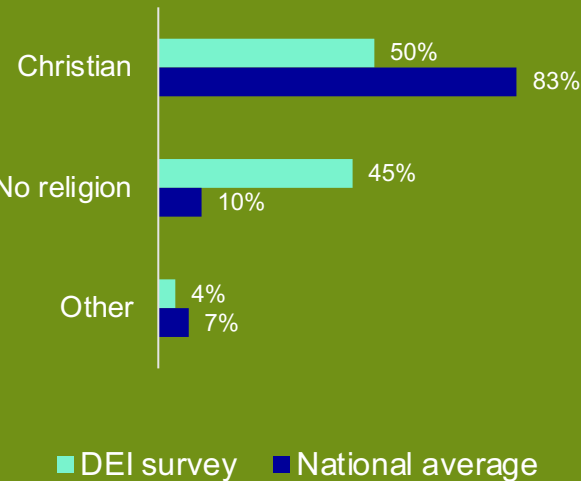


Disability Status

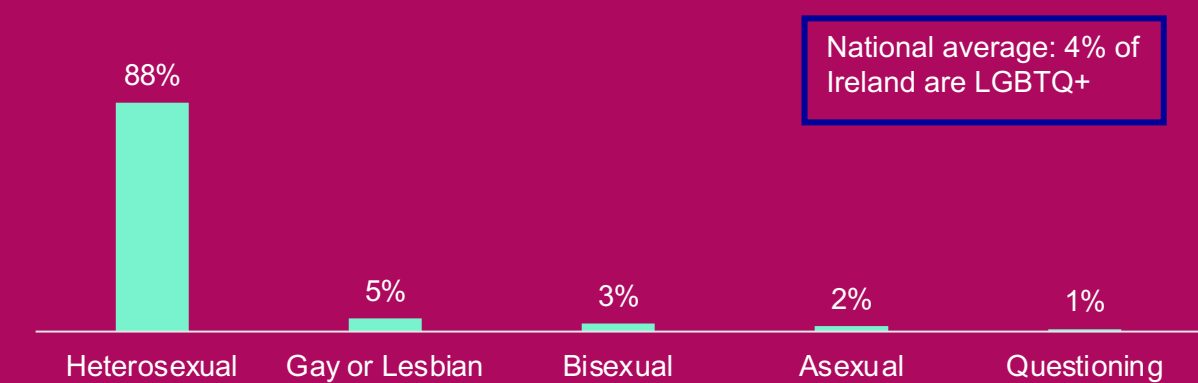
8% of respondents are disabled
Compared to 13.5% National Average



Religion



Sexual Orientation



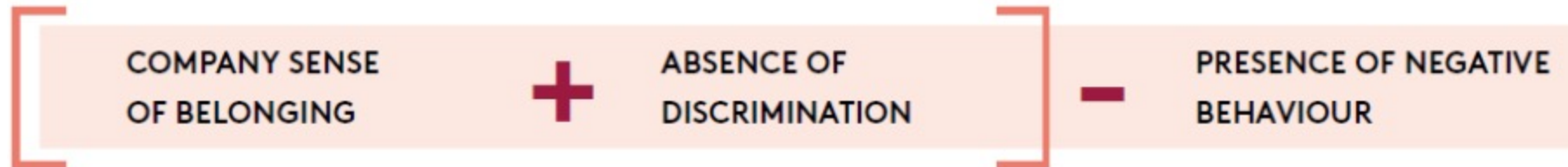
About the Inclusion Index

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 Behaviour

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
Ireland	62%
Global average	64%

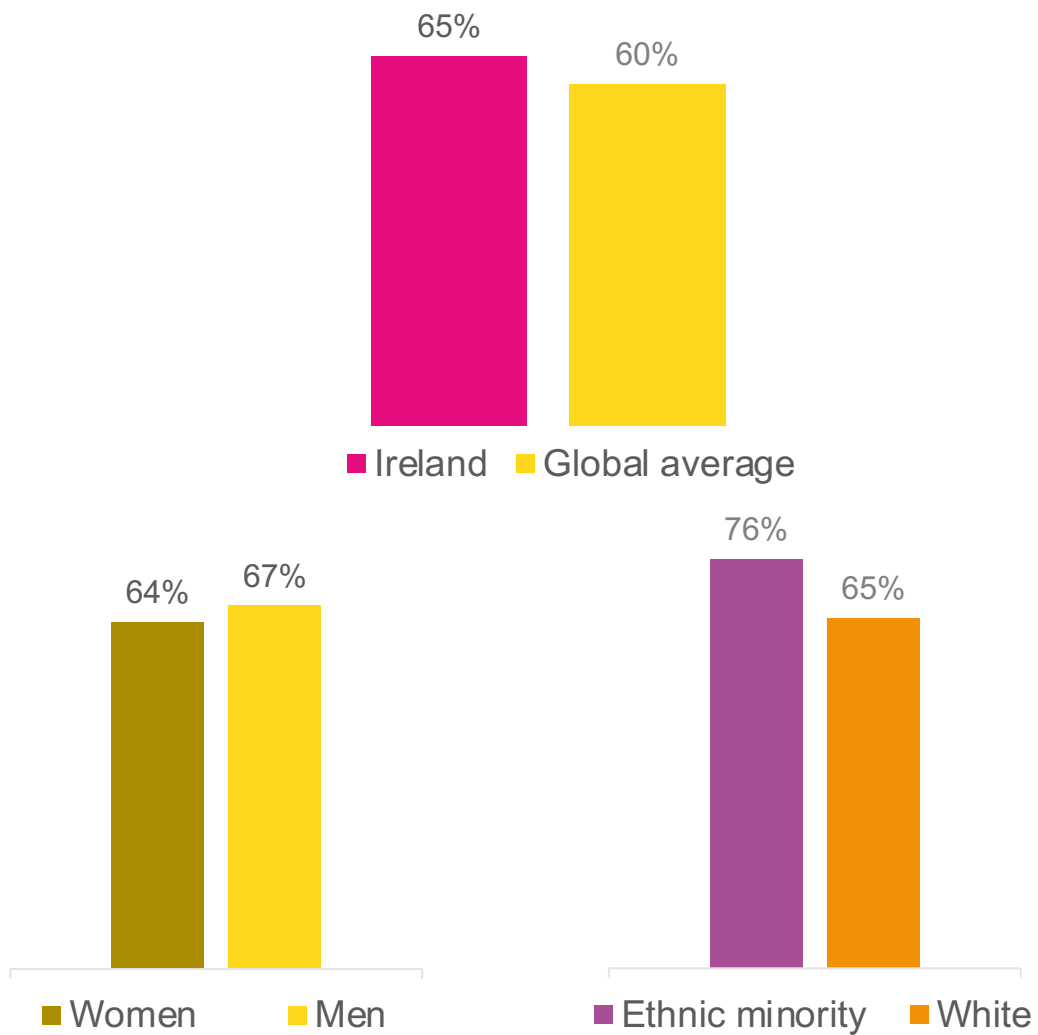
	Sense of Belonging	Absence of Discrimination	Presence of Demeaning Behaviour
Ireland	67%	96%	19%
Global average	68%	96%	18%

2. Attitudes towards Diversity and Inclusion in the Workplace and the Industry



Ireland

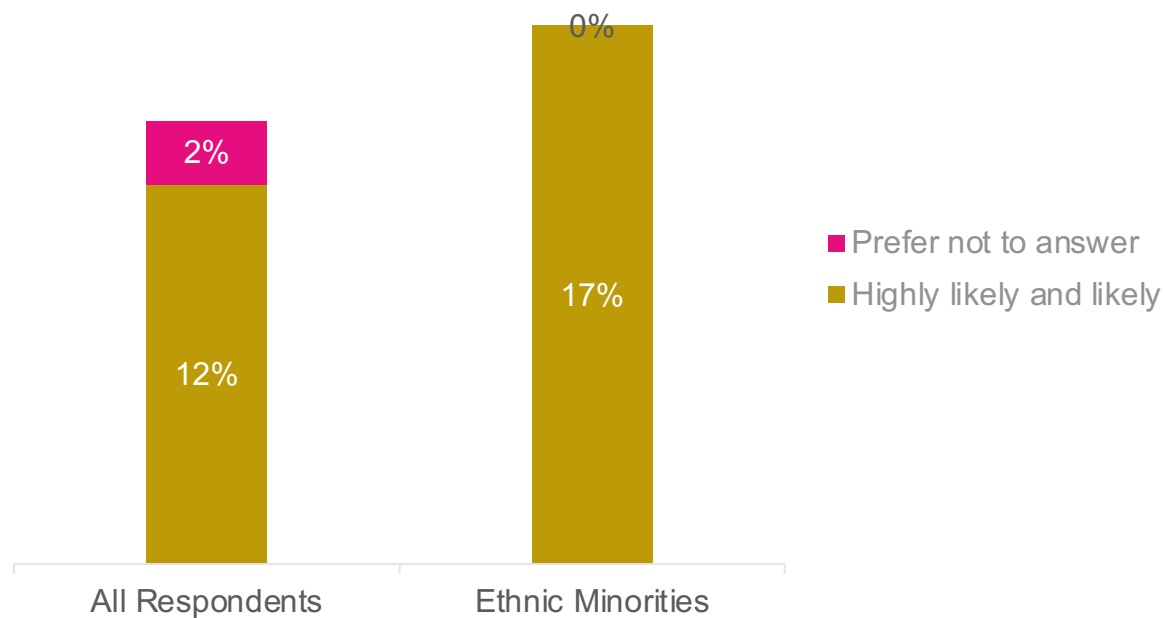
Respondents agreeing that their company is actively taking steps to be more diverse and inclusive



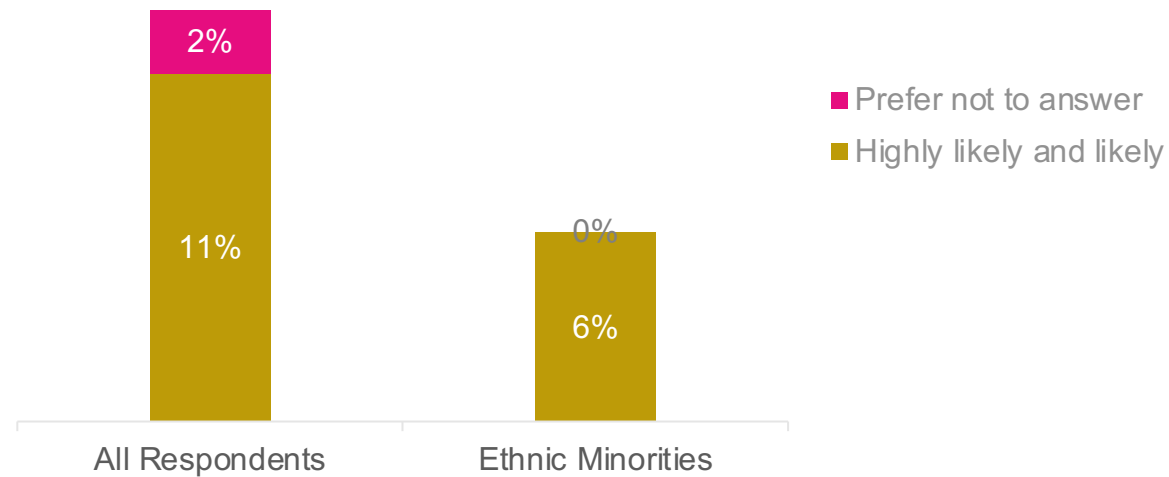
Ireland

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 on:

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

Key Metrics

Experiences of discrimination

“At your company, have you personally experienced negative discrimination resulting from...”

Escalation

“Do you 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 (e.g. my gender, race, ethnicity, LGBTQ status, social mobility, health, religion, etc)”



Ireland Headlines

Experiences of discrimination

Experiences of discrimination are generally low, but ethnic minorities have experienced the most discrimination at 13%.

Escalation

65% of respondents believe that inappropriate behaviour would be escalated to senior leadership and HR, but this is lower for religious and ethnic minorities.

Sense of belonging

The majority of employees feel like they belong at their companies, and this is consistent among protected groups.

Career obstacles

22% of LGBTQ+ respondents said that they have faced obstacles in their career due to who they are, the highest of any protected group, this is compared to 18% of heterosexual respondents.



Gender in Ireland

5%

Of women respondents have experienced discrimination at their company based on their gender vs 7% global average. 8% of all respondents have witnessed discrimination against others due to their gender.

63%

Of women respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 69% of men.

70%

Of women respondents feel like they belong at their company, compared to 75% of men.

19%

Of women respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 18% of men.



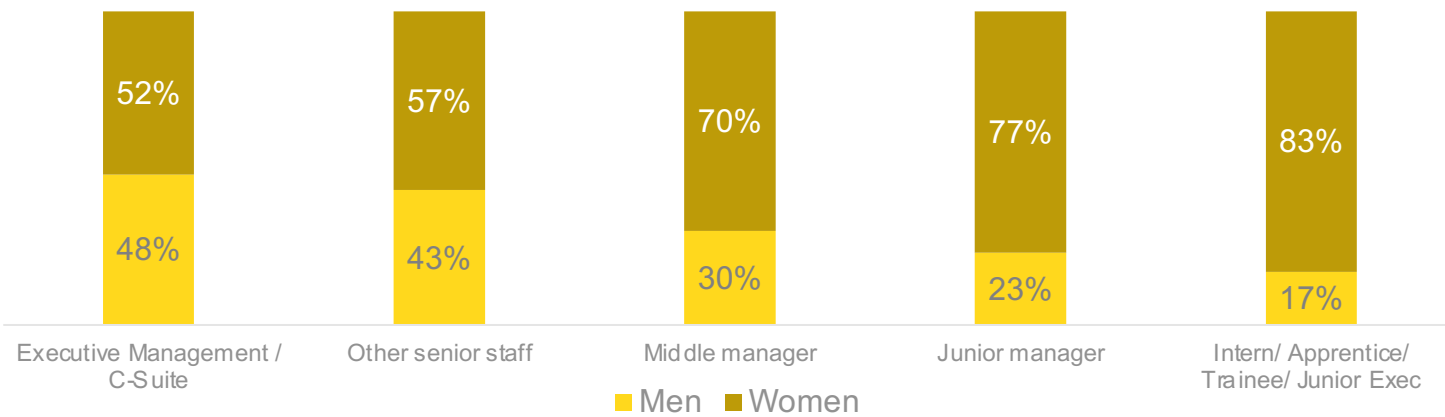
Gender in Ireland

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	€ 139,762	€ 114,534	22%
Other senior staff	€ 84,487	€ 77,941	8%
Middle manager	€ 61,216	€ 67,777	-10%
Junior manager	€ 42,500	€ 41,250	3%
Intern/Apprentice/Trainee/Junior executive	€ 28,750	€ 31,279	-8%

Position by Gender



Ethnicity in Ireland

13%

Of ethnic minority respondents have experienced discrimination at their company based on their ethnic background. 4% of all respondents have witnessed discrimination against others due to their ethnicity.

53%

Of ethnic minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 66% of their white colleagues.

90%

Of ethnic minority respondents feel like they belong at their company, compared to 72% of their white colleagues.

16%

Of ethnic minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 19% of their white colleagues.



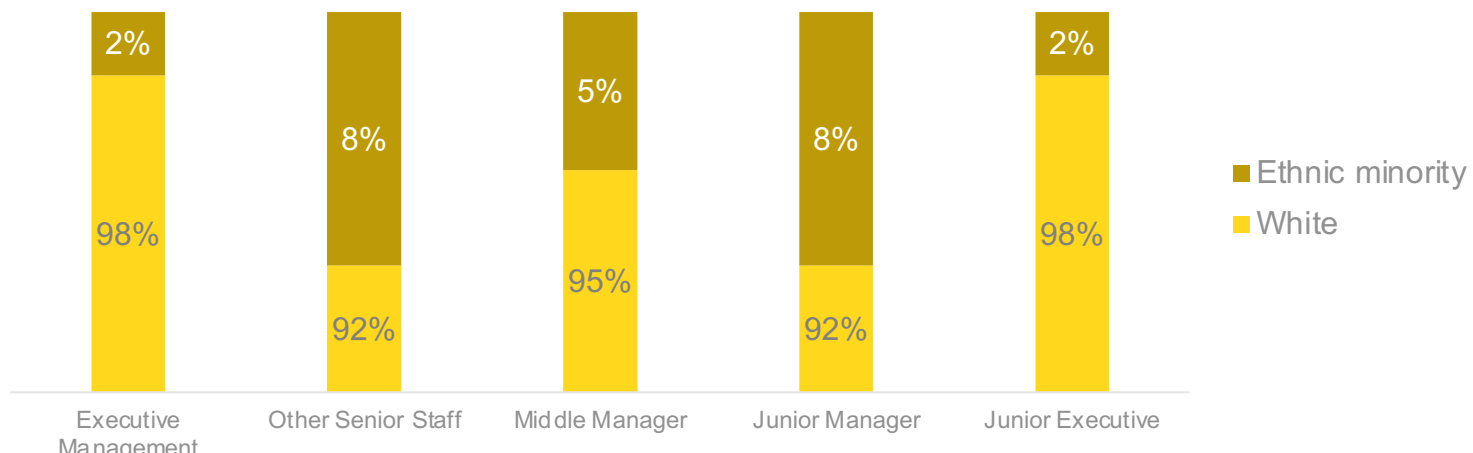
Ethnicity in Ireland

Average Pay by Ethnicity

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

Level	White average salary	Ethnic minority average salary	% Gap
Exec management/c-suite	€ 128,500	€ 125,000	3%
Other senior staff	€ 83,170	€ 63,750	30%
Middle manager	€ 66,271	€ 56,428	17%
Junior manager	€ 41,875	€ 37,500	12%
Intern/Apprentice/Trainee/Junior executive	€ 30,999	€ 25,000	24%

Position by Ethnicity



Disability in Ireland

4%

Of respondents with disabilities have experienced discrimination at their company based on their disabilities. 2% of all respondents have witnessed discrimination against others due to their disability status.

71%

Of respondents with disabilities believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 64% of their counterparts without disabilities.

71%

Of respondents with disabilities feel like they belong at their company, compared to 72% of their counterparts without disabilities.

17%

Of respondents with disabilities believe they have faced obstacles in their career progression at their company due to who they are, compared to 19% of their counterparts without disabilities.



Sexual Orientation in Ireland

5%

Of LGBTQ+ respondents have experienced discrimination at their company based on their sexual orientation. 2% of all respondents have witnessed discrimination against others due to their sexual orientation.

62%

Of LGBTQ+ respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR compared to 66% of their heterosexual counterparts.

65%

Of LGBTQ+ respondents feel like they belong at their company, compared to 73% of their heterosexual counterparts.

22%

LGBTQ+ respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 18% of their heterosexual counterparts.





Age in Ireland

29%

Of respondents do not believe that their company treats all employees equally regardless of age.

33%

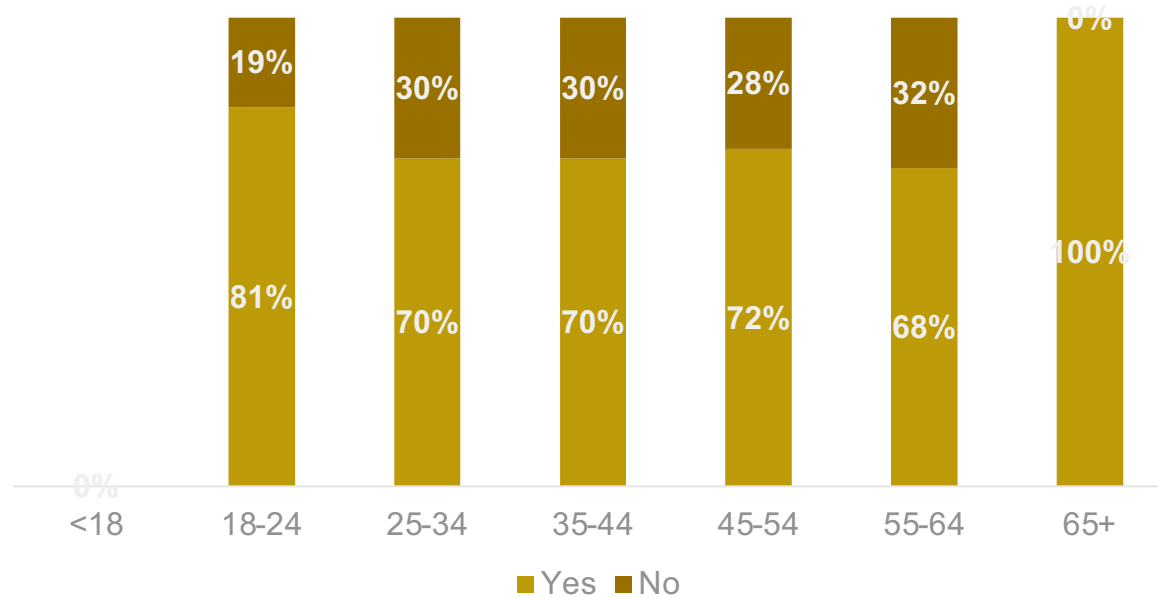
Of women respondents do not believe that their company treats all employees equally regardless of age, compared to 23% of men.

45%

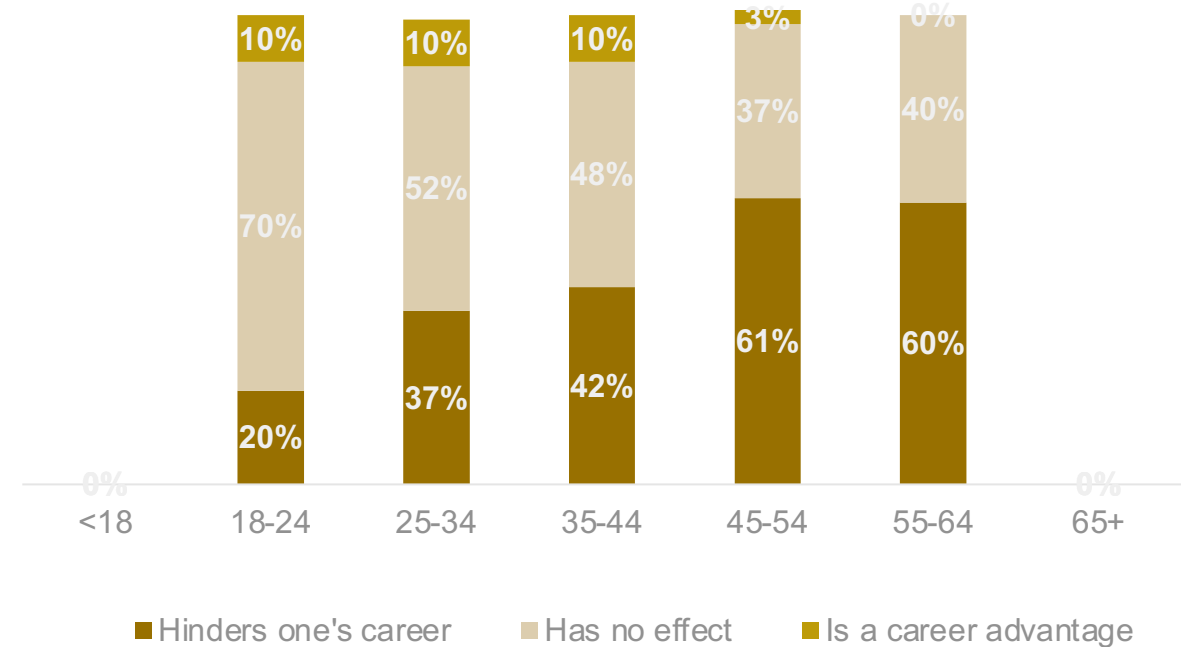
Of respondents believe that age can hinder one's career at their company.

Perceptions of Ageism in Ireland

Do you believe that your company treats everyone equally regardless of age?



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





Family Status in Ireland

31%

Of respondents do not believe that their company treats all employees equally regardless of family status.

42%

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

37%

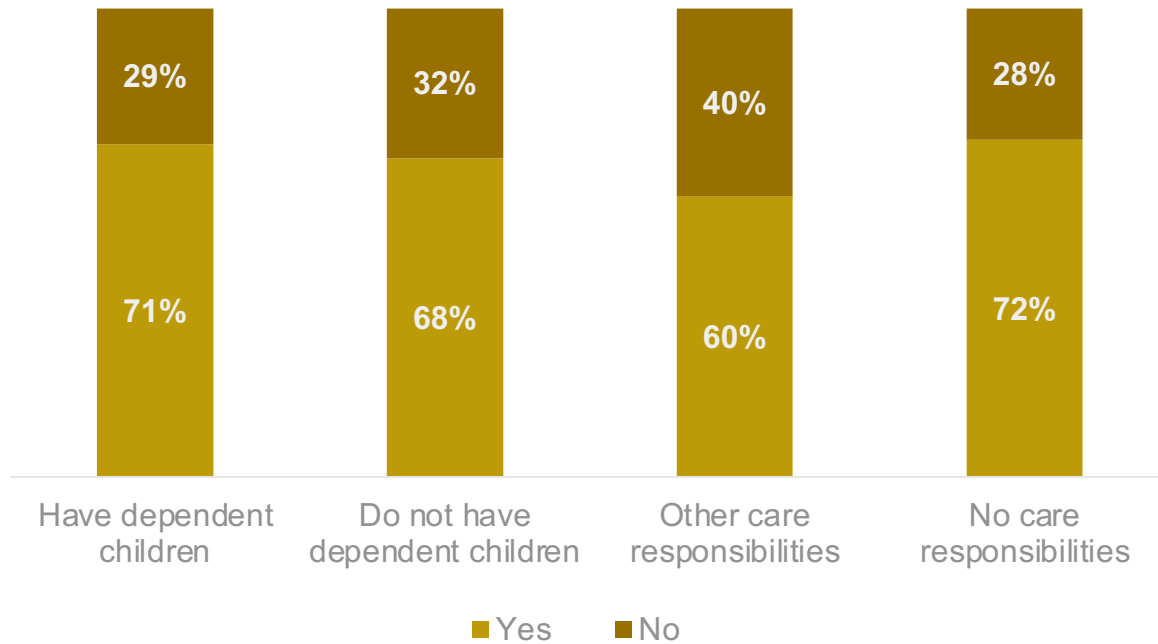
Of women respondents do not believe that their company treats all employees equally regardless of family status, compared to 21% of men.

52%

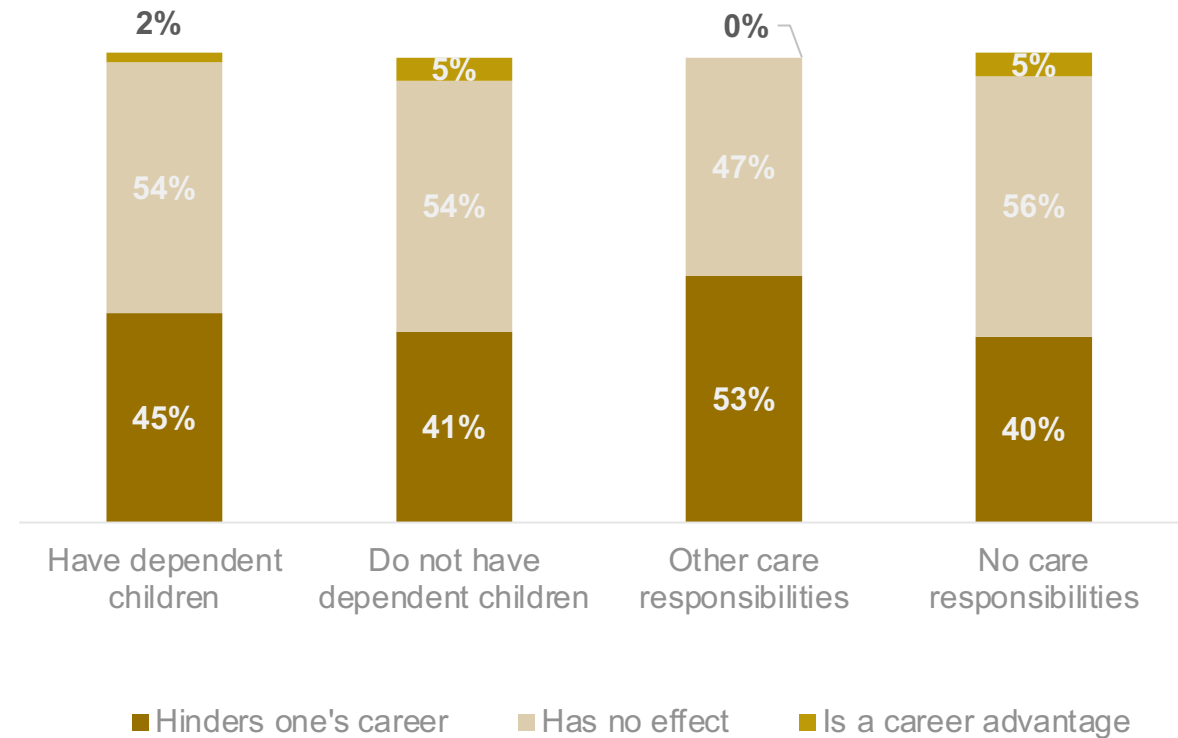
Of women respondents believe that family status can hinder one's career at their company, compared to 27% of men.

Perceptions of Family Status in Ireland

Do you believe that your company treats everyone equally regardless of family status?



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



4. Next steps



Follow up actions

18 October	18 October	Early December	Q1 2023	June 2023
Public release	WFA panel @ AWNY	WFA/VoxComm event	Wave II in field	Wave II results launched at Cannes Lions (TBD)
Press release with main global research findings; National Associations are invited to develop their own local releases based on their local reports	Results for USA and Canada presented at Advertising Week New York with panel (details)	Results presented and discussed with more detailed findings	WFA and partners to re-run the research; markets TBD	



Your complimentary digital delegate pass for Advertising Week New York October 18

As a supporter of the initiative, you have complimentary access to all live and on-demand sessions at Advertising Week New York, including the WFA panel on October 18 at 11:30 am East Coast Time (details about the panel [here](#)).

To claim your digital pass click [here](#).

5. 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.
 - Most 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

Ireland and global data

	IRE	Global
Inclusion Index	62%	64%
Company Sense of Belonging Percent	67%	68%
I feel like I belong at my company - % agree	72%	72%
I am a valued and essential part of my direct team - % agree	80%	82%
I am a valued and essential part of my company - % agree	70%	70%
I am emotionally and socially supported at work - % agree	57%	61%
My unique attributes, characteristics, skills, experience and background are valued in my company - % agree	69%	73%
Most employees in my company feel comfortable being themselves - % agree	80%	74%
Senior management do not discriminate when it comes to hiring or career advancements of those that report into them - % agree	56%	52%
I am provided with sufficient support to develop my skills and progress my career - % agree	55%	59%
Absence of Discrimination Percent	96%	96%
My Age - Personally Discriminated at Company - % no	91%	92%
My Gender - Personally Discriminated at Company - % no	95%	95%
My Family Status - Personally Discriminated at Company - % no	90%	94%
My Ethnicity - Personally Discriminated at Company - % no	98%	96%
Religion - Personally Discriminated at Company - % no	99%	98%
Disability Status - Personally Discriminated at Company - % no	99%	99%
Sexual Orientation - Personally Discriminated at Company - % no	99%	99%
Appearance - Personally Discriminated at Company - % no	95%	95%
Social Class - Personally Discriminated at Company - % no	96%	97%
Presence of Negative Behavior Percent	19%	18%
Unfairly spoken over and not listened to in meetings - % yes	32%	22%
Learning Opportunities or progress restricted by senior colleagues - % yes	20%	18%
Undervalued compared to colleagues of equal competence - % yes	31%	29%
People taking sole credit for shared efforts - % yes	28%	32%
Bullied, undermined or harassed in any way - % yes	17%	14%
Physical harassment or violence - % yes	0%	1%
Exclusion from events/activities - % yes	12%	10%
Made to feel uncomfortable in the workplace - % yes	15%	17%