

WE ARE IN

We are in

I'm in

We are in

We are in

ALL IN

UK ADVERTISING CENSUS

I'm in!

We are in.

I'M
IN

I'M
IN

WE ARE
IN

2023 Key Findings

ADVERTISING
ASSOCIATION

ISBA

IPA
Incorporated
by Royal Charter

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All In Objectives

- 1 To improve representation and inclusion in the UK advertising & marketing industry
- 2 To create a workplace where EVERYONE feels they belong

All In Census Response

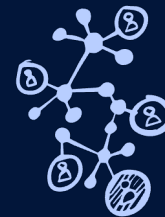
Almost
19,000
Responses



Which equates to an investment of...

£300,000

of the industry's time



The **LARGEST SURVEY RESPONSE**
ever recorded for our industry

The All In Census covered:

Representation

Gender

Disability

Ethnicity

Religion

Social mobility

Age

Sexual orientation



Experiences

Demeaning behaviour

Hybrid working

Retention

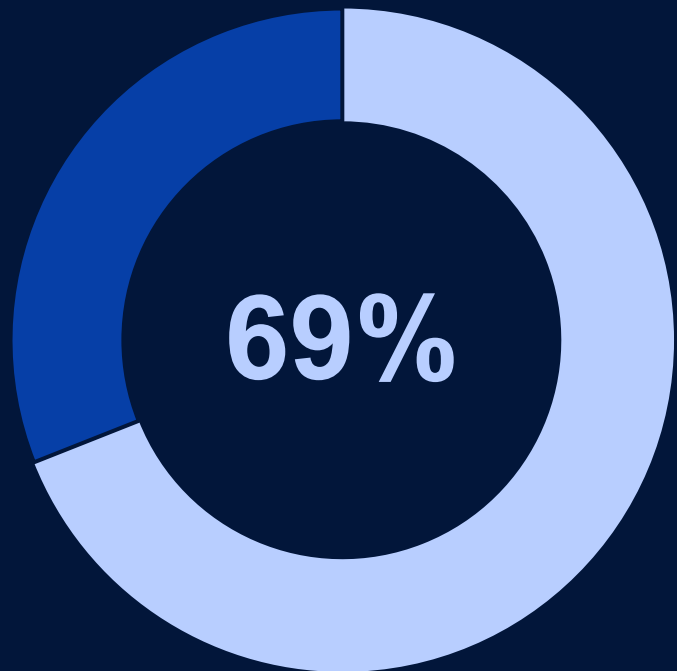
Mental Health

Discrimination

Company culture

Kantar's Inclusion Index

All In Inclusion Index Score 2023



+2 pts. since 2021

71%

Sense of belonging

+2 pts. since 2021

97%

Absence of discrimination

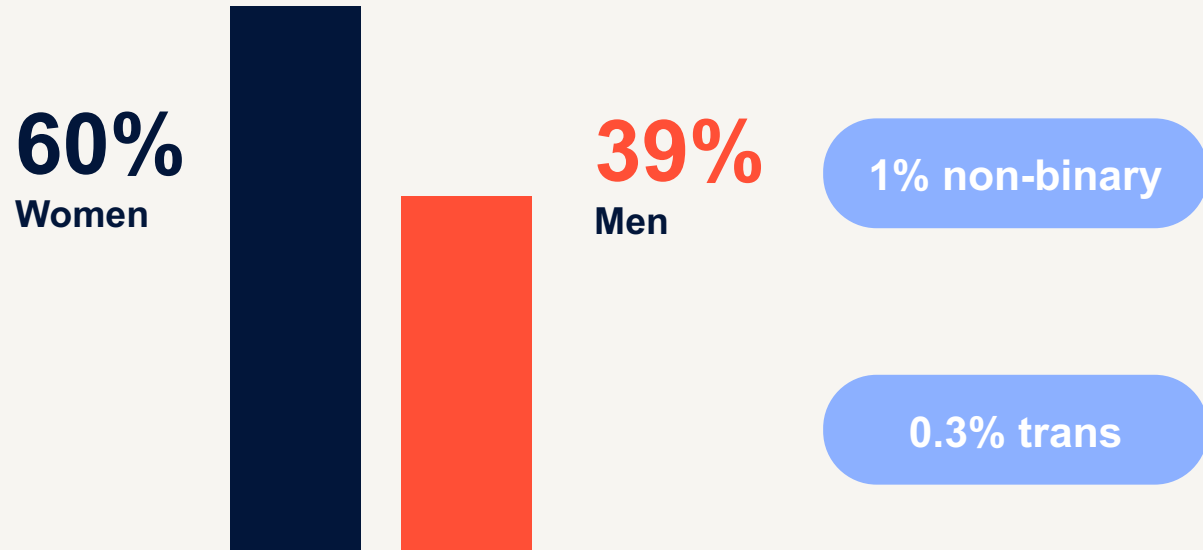
No change since 2021

15%

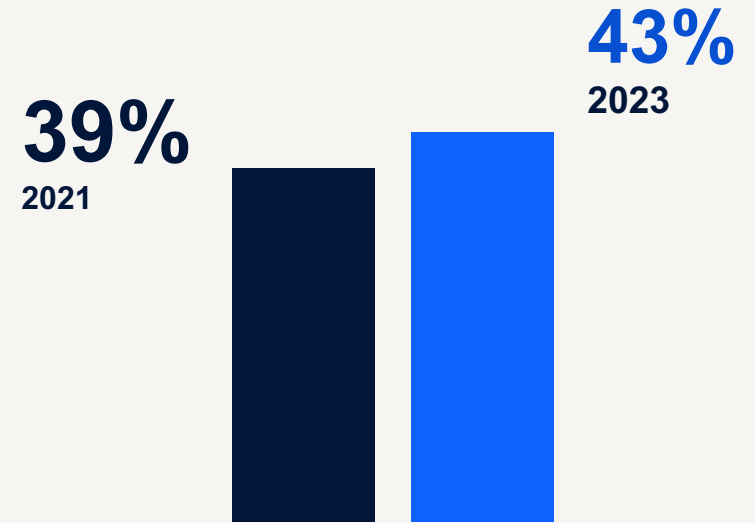
Presence of negative behaviour

-1 pts. since 2021

Gender - Representation

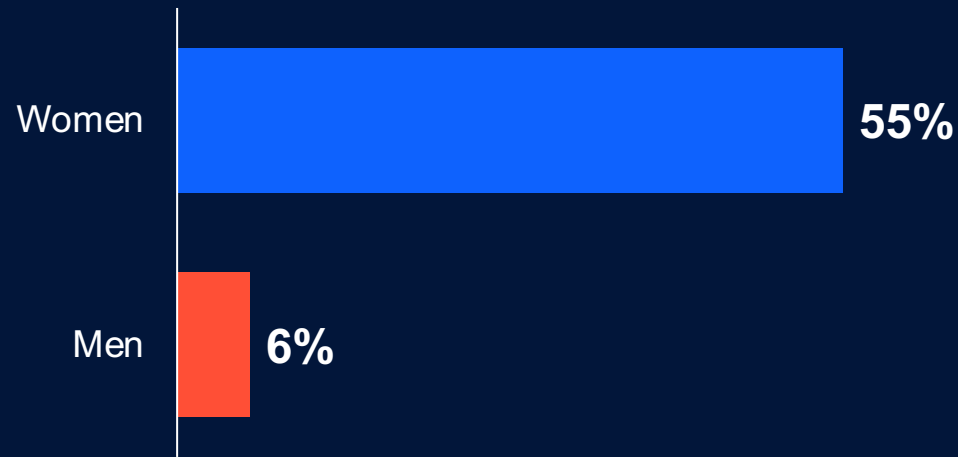


% of 2023 respondents by gender

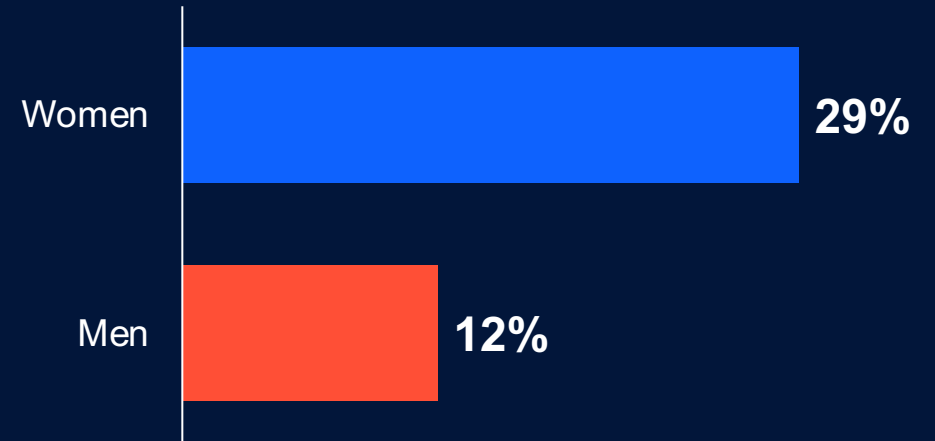


% of C-Suite that are women
– 2021 vs 2023

Gender - Experience



% of respondents who believe parental leave has negatively impacted their career progression



% of respondents who believe gender hinders one's career



Gender - Experience

% of respondents experiencing in the last

12 months:



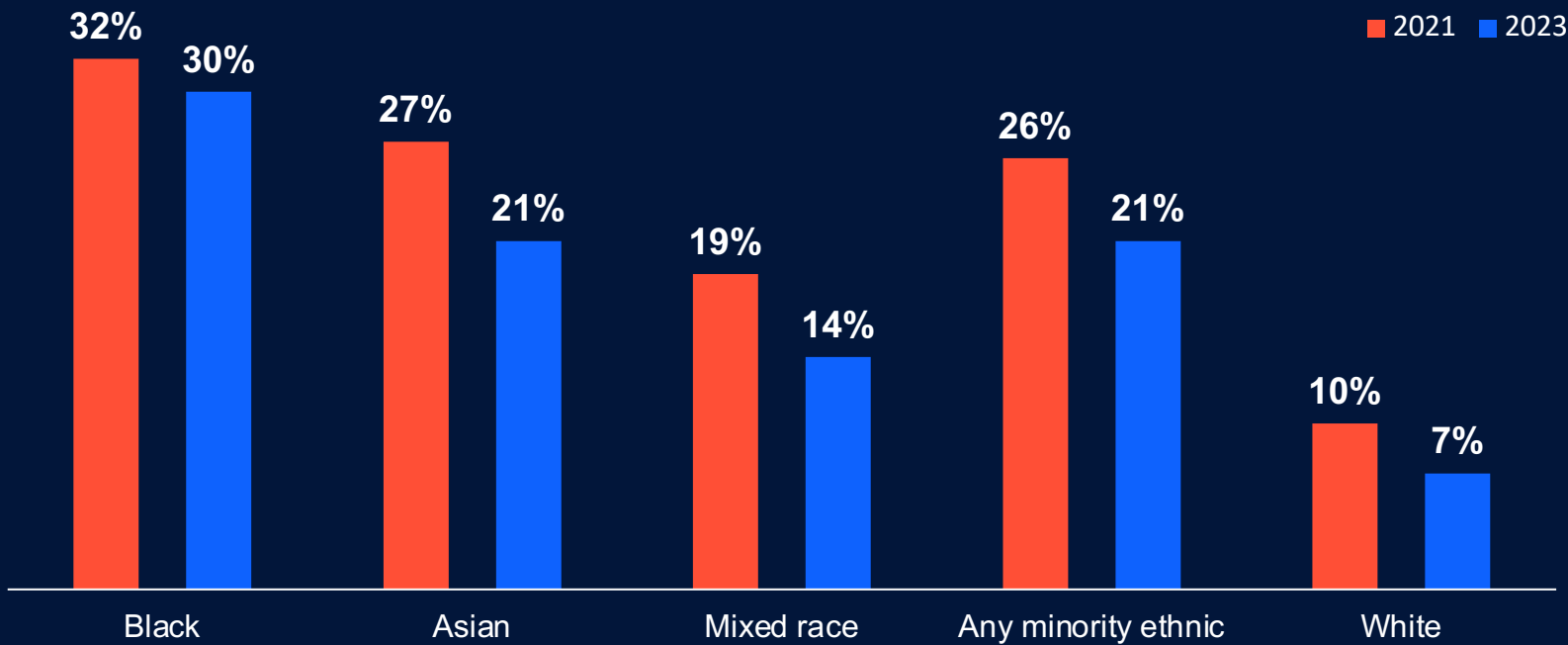
	Women	Men
Sexual discrimination	9%	2%
Sexual harassment	1%	1%

Ethnicity - Representation

	Black :	Asian:	Mixed race:	Any minority ethnic:
All In Total	4%	8%	5%	18%
UK working population	3%	8%	2%	14%
London working population	11%	18%	3%	38%
All In C-suite positions	2%	4%	3%	10%

Ethnicity - Experience

Likely to leave the industry due to lack of inclusion/discrimination – 2021 vs 2023



% experiencing discrimination

Black – **14%**

Asian – **11%**

Mixed Race – **8%**

Any minority ethnic – **11%**

Most likely to have experienced discrimination:

Black

14%

Asian

11%

Muslims

9%

Women

9%



However, these levels are all lower than in 2021



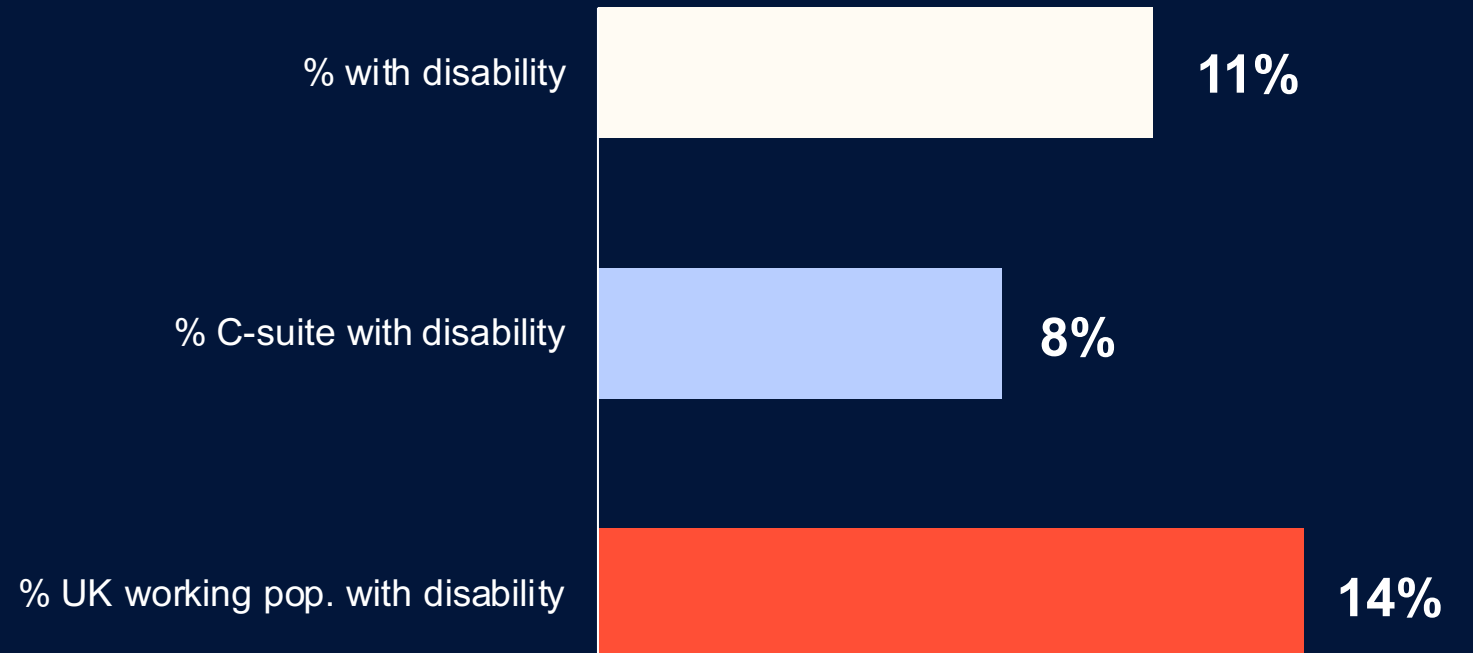
22%

15%

16%

12%

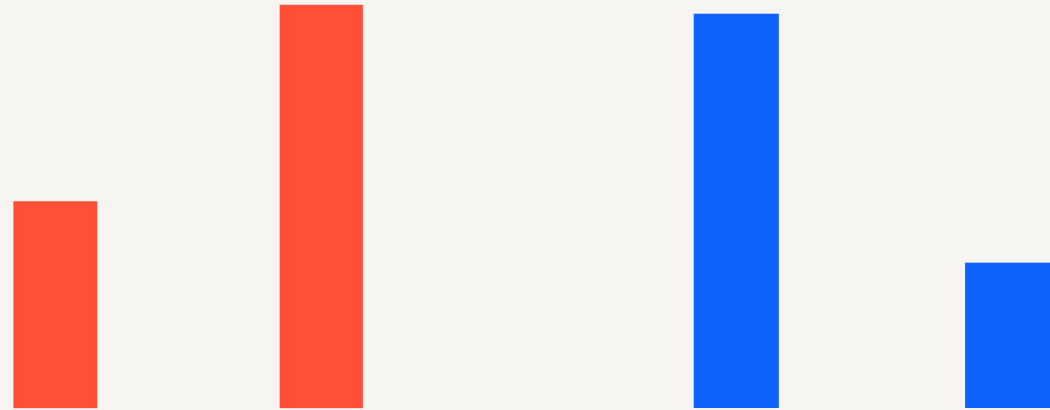
Disability - Representation



Disability - Experience

	2021	2023
Feel supported by their company	72%	76%
Experienced discrimination due to disability	6%	7%
Likely to leave the industry due to lack of inclusion/discrimination	22%	16%

Social Mobility - Representation



Working class are under-represented

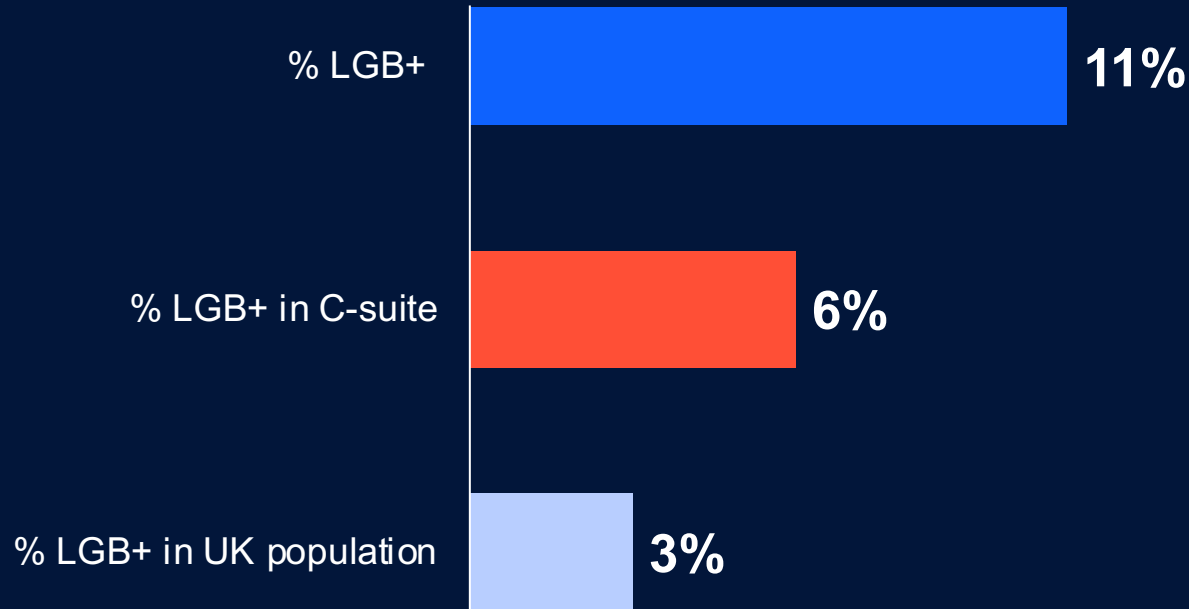
20% vs 40%

of general population

19% vs 8%

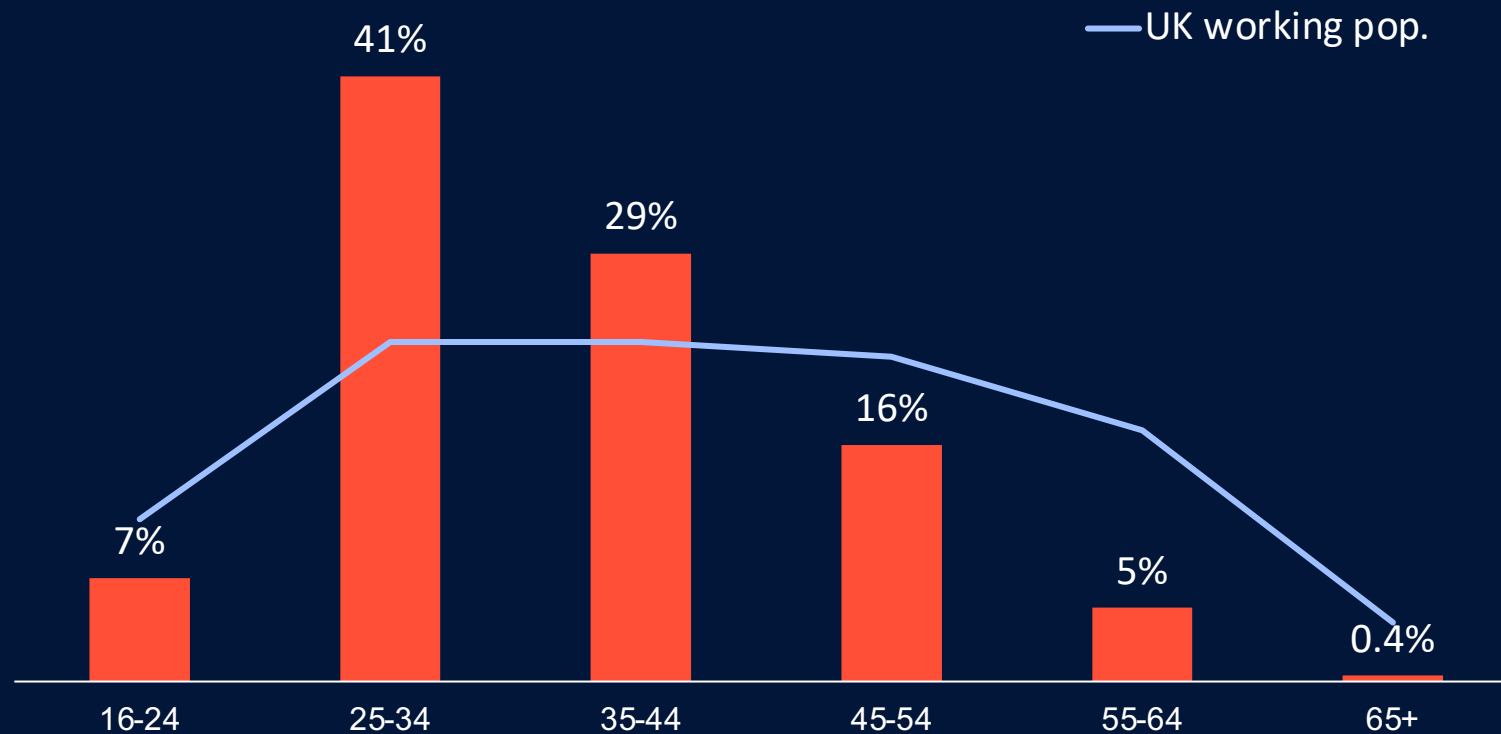
Those who attended a fee paying school vs general population

Sexual Orientation - Representation



27% of LGB+ respondents likely to leave their company in the next 12 months

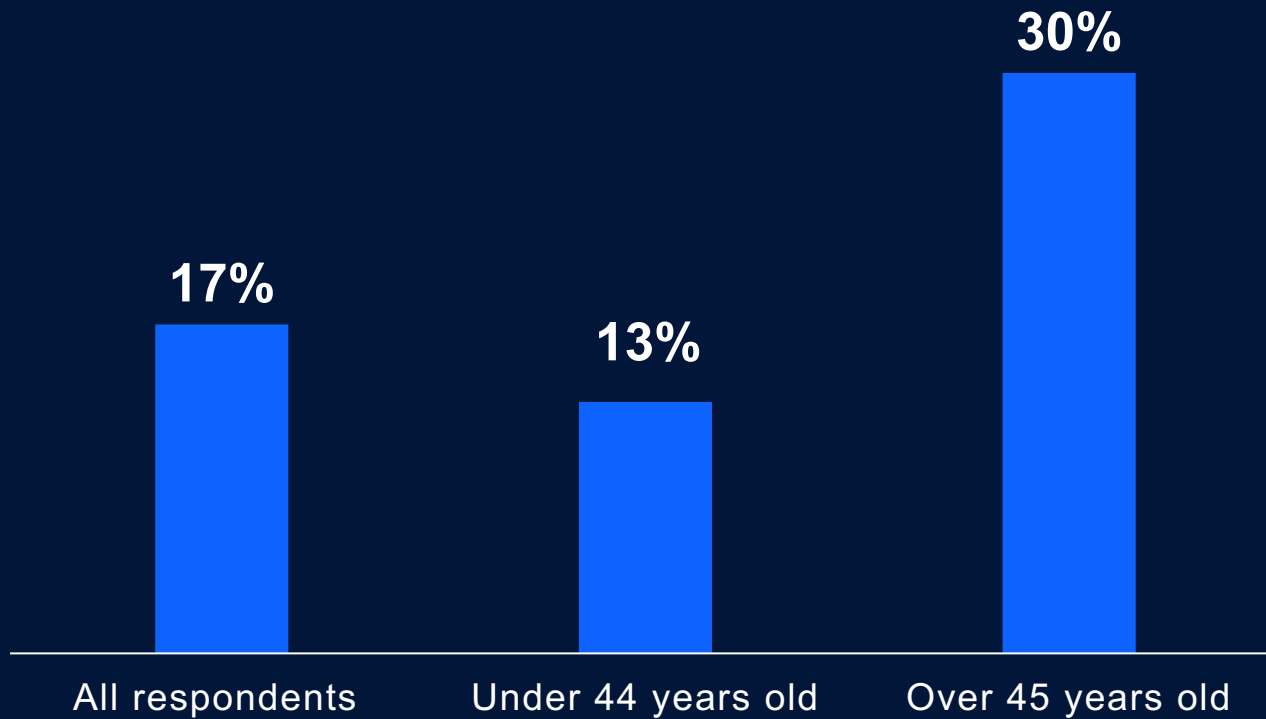
Age – Representation



% Age profile of respondents

Care giving status

% respondents currently providing care to a family member



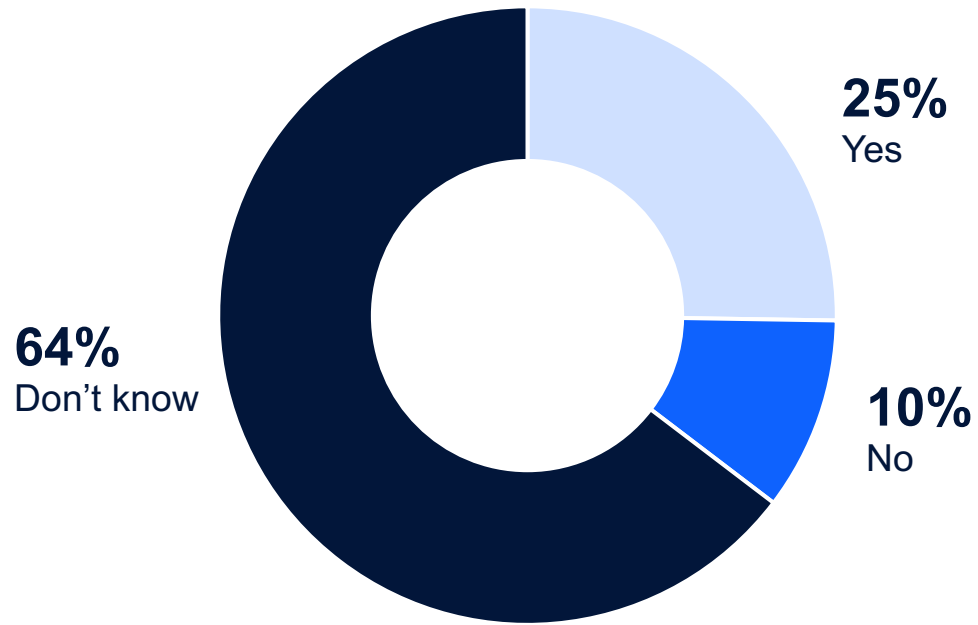
54%

are caring for a parent or grandparent

41%

of carers stated that their company is very supportive

Menopause



Does your company have a menopause policy in place?

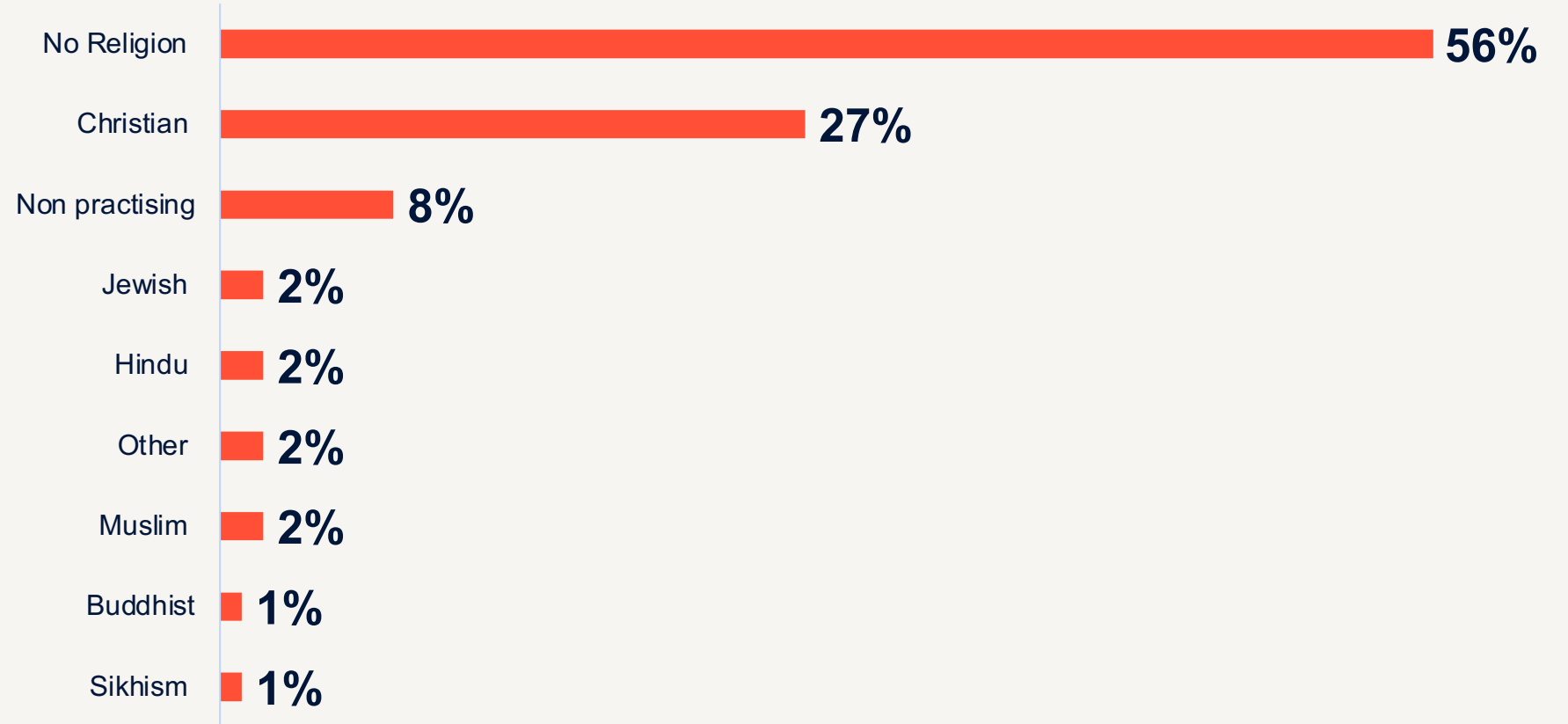
56%

of respondents believe their company would benefit from menopause awareness training

25%

of women would not feel comfortable approaching their manager about symptoms

Religion - Representation



Religion – Experience

% of respondents likely to leave the industry based on lack of inclusion and/or discrimination:

	2021	2023
MUSLIMS	32%	24%
HINDUS	27%	18%
SIKHS	23%	21%

Stress and anxiety

33%

of all respondents were affected by stress or anxiety

For **14%**

of respondents their stress/anxiety was primarily work related

Work related stress higher amongst:

22% Disabled

21% LGB+

19% Carers

38% of 25-34 year olds affected by stress/anxiety

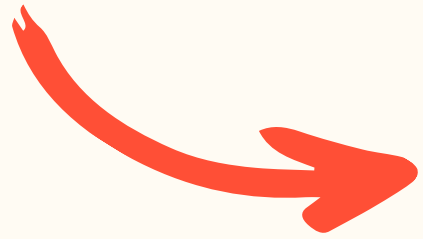
vs

25% of 45-54 year olds

Hybrid Working

Typical working location in an average week –

actual vs preferred



0.2 days

2.6 days

2.2 days



Actual

- Other
- Home
- Office

0.3 days

2.8 days

1.9 days



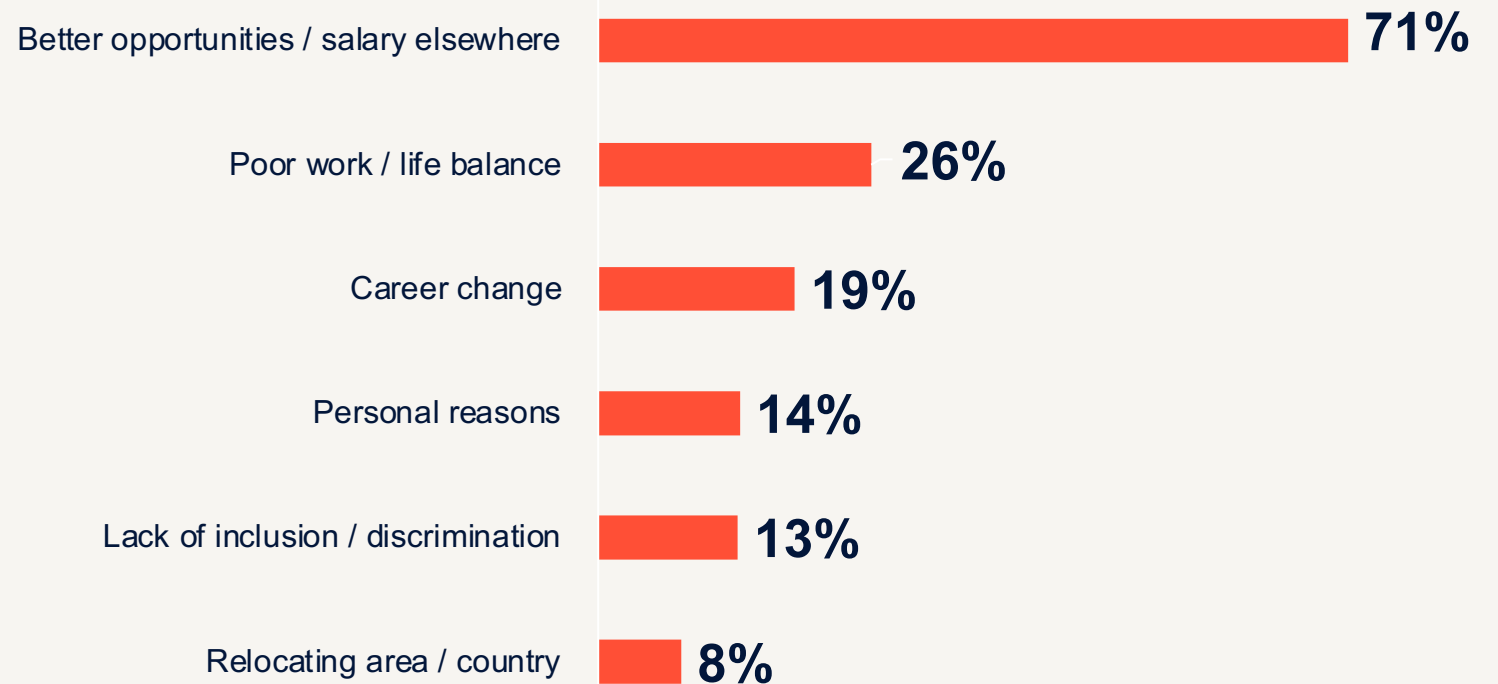
Preferred

Retention

21%

of respondents are likely to leave their company in the next 12 months

The main reasons for doing so being:



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Find out more at:
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