

The Global DEI Census

NAC. 10th February 2022



Census report launch event on Dec 9



The Global DEI Census

Diversity, Equity and Inclusion in the Global Marketing Industry

In partnership with:



www.wfanet.org/census



Gender and family status

Women may feel almost equally to men (61% vs 63%) that their company is taking active steps in being more diverse and inclusive at a global level. Nevertheless, women are still under-represented at the most senior levels of industry.

47% of women with dependent children say family status can hinder one's career.

Take action
Playing the numbers game won't solve the problem. Businesses need to understand and improve women's lived experiences. Support plans will need to be tailored to the cultural nuances and employment conditions in each market.

Best performer and most challenged
The markets where we see the largest differences between men and women's views on family responsibilities hindering one's career are:
Spain - 27% difference
Ireland - 25% difference
Japan - 24% difference
Sweden scored best with female respondents reporting the least amount of difference relating to family responsibilities hindering one's career (5%).

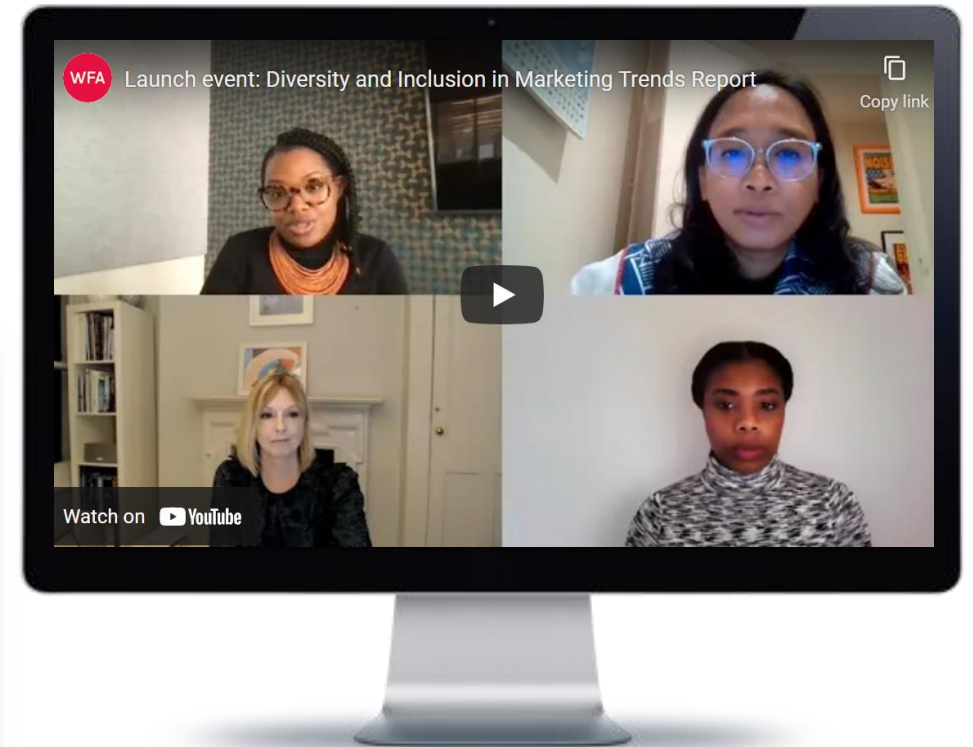
% Men vs Women by seniority levels (global averages)

| Seniority Level | Men (%) | Women (%) |
|--------------------|---------|-----------|
| C-Suite | 63% | 37% |
| Other Senior Staff | 58% | 42% |
| Middle Manager | 52% | 48% |
| Junior Manager | 45% | 55% |
| Junior Executive | 38% | 62% |

Some might argue that the high levels of female representation across the industry demonstrates there is a strong pipeline of female talent, which will eventually rise into senior positions, but this falls to acknowledge the distinctive obstacles linked to the realities of being a female employee.

Our data shows that the most common form of discrimination within the industry is linked to family status, which mostly affects women. Nearly half (47%) of women with children under 16 agreed that their family status hindered their career compared to 22% of men with children under 16.

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AdAge

PAY AND OPPORTUNITIES IN ADVERTISING ARE FAR FROM FAIR, REPORT SHOWS

The World Federation of Advertisers' latest diversity report shows just one-third of marketers feel their firm provides equal pay for equal work

By [Ethan Jakob Craft](#). Published on December 09, 2021.

campaign^{US}

US deep dive: Marketing industry's first global DEI census finds women, minorities face higher discrimination

The Drum

Women and minorities more likely to feel like they don't belong in adland

By [Ellen Ormesher](#) - December 10, 2021

campaign

WFA global census reveals 'major challenges' around age, gender and ethnicity

"Stark" results of ad industry's first global inclusion census.

campaign^{Asia-Pacific}

Risk of talent bleed in APAC for lack of diversity: WFA census

The APAC results from WFA's first-ever DEI census reveal worrying factors of discrimination and a higher-than-global average of willingness for people to leave their companies—or the industry—if things don't improve.

WFA

Here are

OUR TOP 10

findings from the report

**Are you in for the next edition of the
Global DEI Census in spring 2023?
Let us know by March 2022.**

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