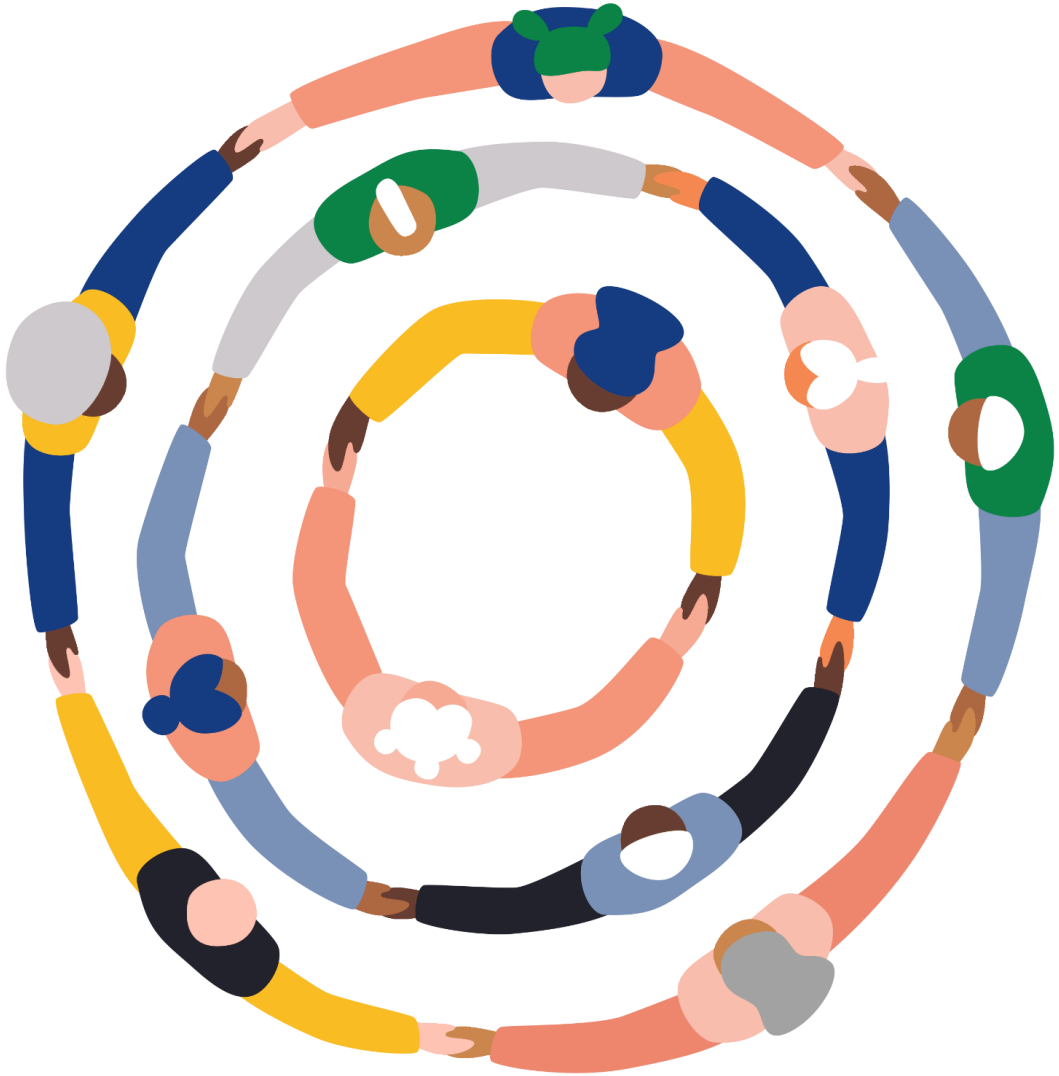
KANTAR

The Global DEI Census

Greece market report

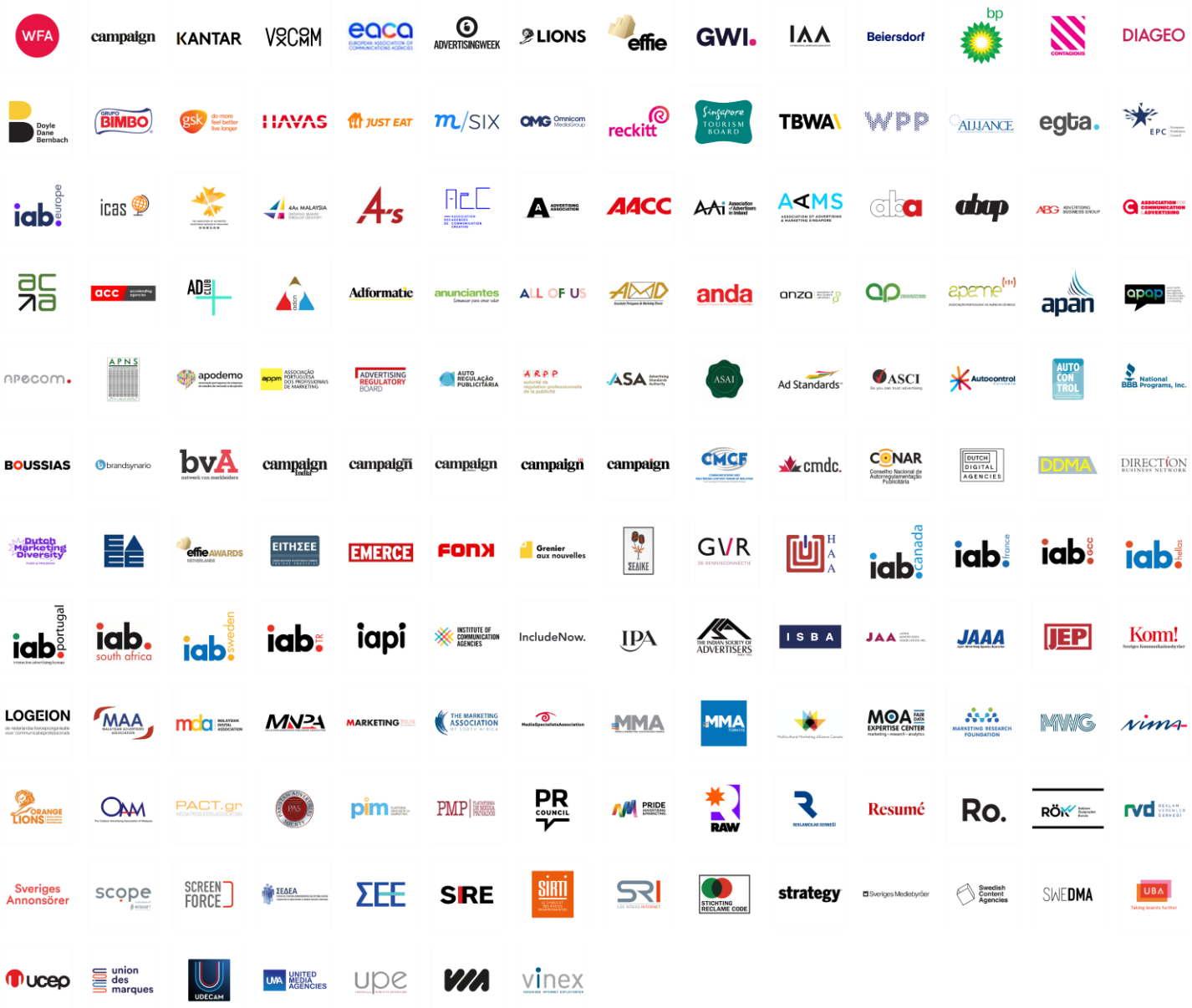


World Federation of Advertisers · campaign · KANTAR · VOXCOMM · eaca European Association of Communications Agencies · ADVERTISINGWEEK · LIONS · effie · GWI. · IAA International Advertising Association

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.



1. Of course, there's no such thing as an optional census
2. But it's a **critical proof of concept**
3. 10,000 people's lived experiences from 27 markets

1.
Demographics and Index Overview

Greece
OVERALL RESPONSES = 512

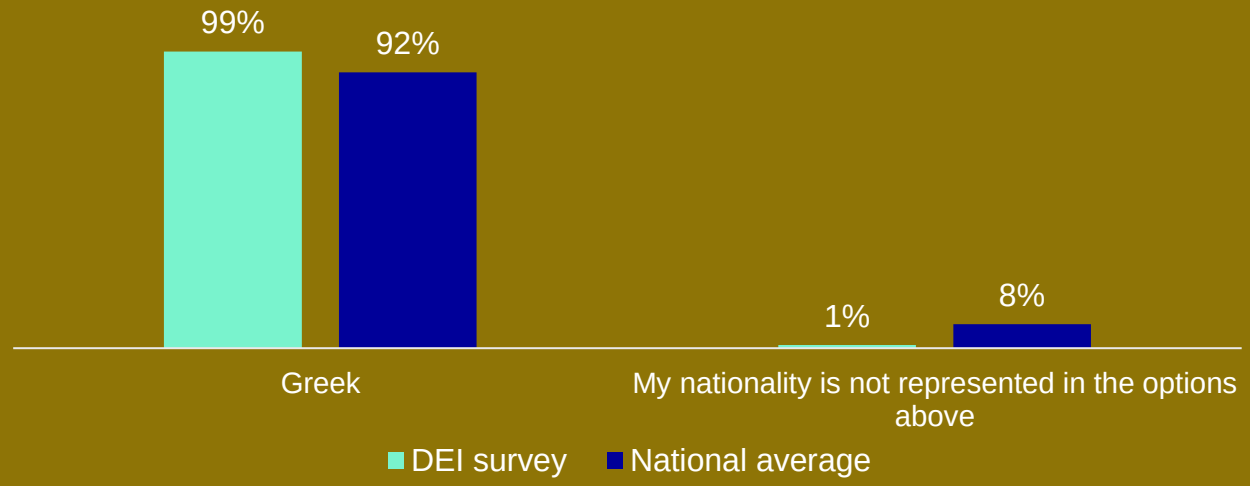
Company type	%
Brand (e.g. P&G, Unilever, etc.)	31
Creative agency	20
Media agency	20
Media/Tech	2
Industry association/trade body	2
Production House	2
Publisher	2
Research/insights agency	6
I am a freelancer	4
Media – ad sales	2
Other	8

Gender

	Women	Men	Gender non-conforming
DEI survey	**66%**	**34%**	**-**
National Average*	52%	48%	-

*taken from national census data

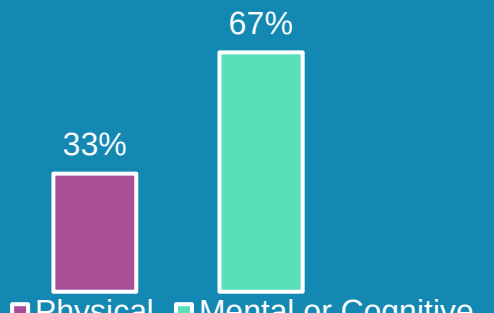
Nationality



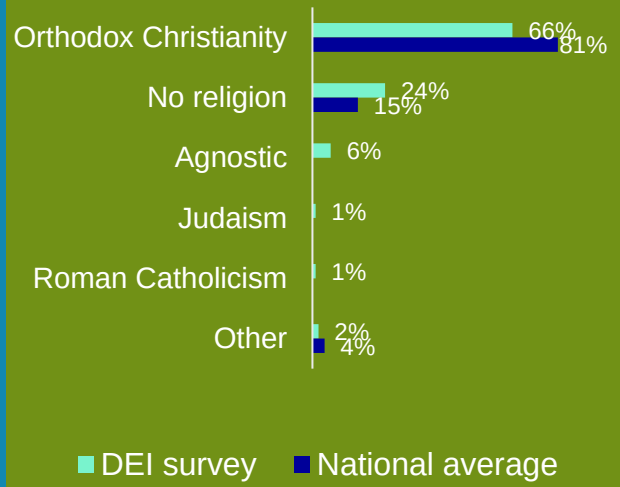
Disability Status

4% of respondents are disabled

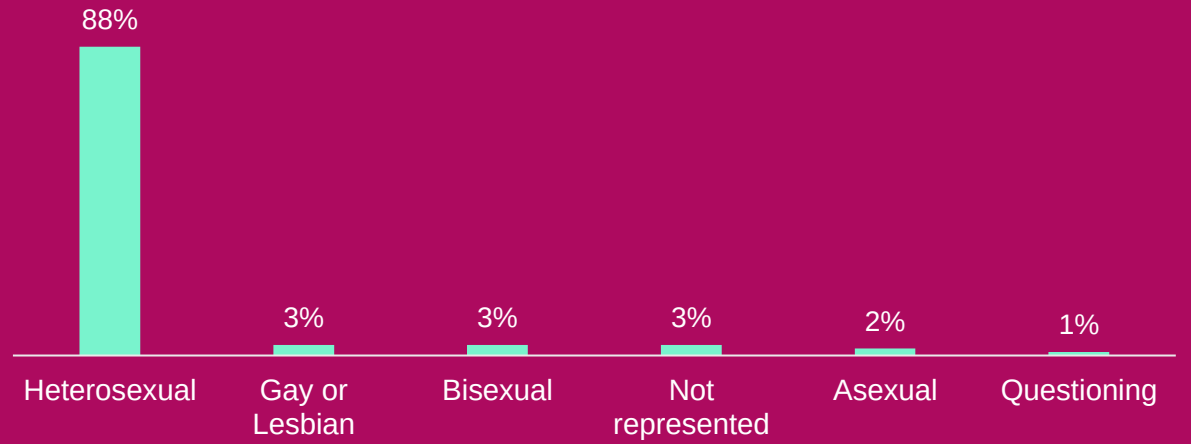
Compared to 10% National Average



Religion



Sexual Orientation



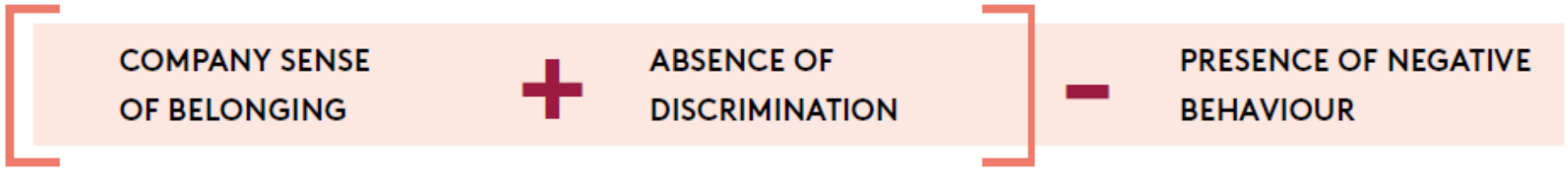
Note: census data not available for comparison

KANTAR

What is the Kantar Inclusion Index?

INCLUSION SCORE

The Inclusion Score is the following formula:



Inclusion Index

	Overall Inclusion Index
Greece	59%
Global average	64%

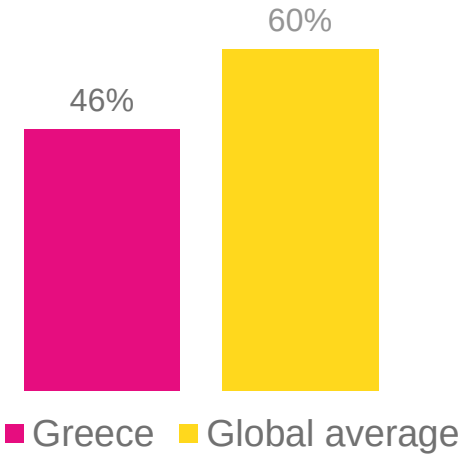
	Sense of Belonging	Absence of Discrimination	Presence of Demeaning Behaviour
Greece	66%	95%	21%
Global average	68%	96%	18%

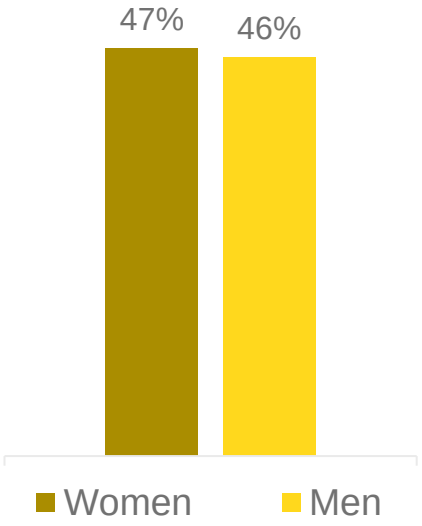
2.

Attitudes towards Diversity and Inclusion in the Workplace and the Industry

Greece

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

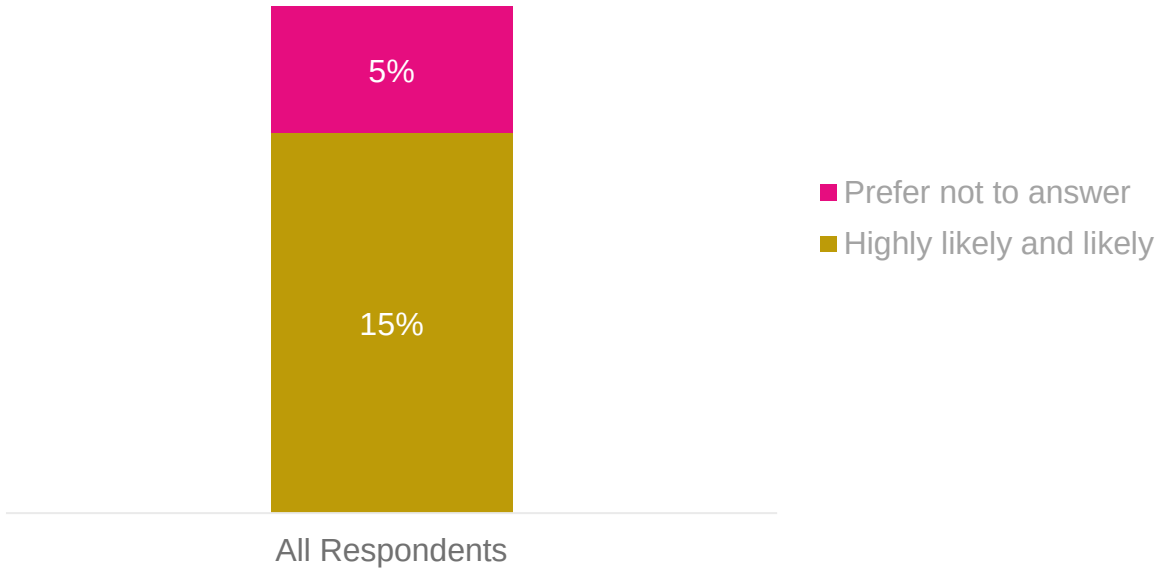




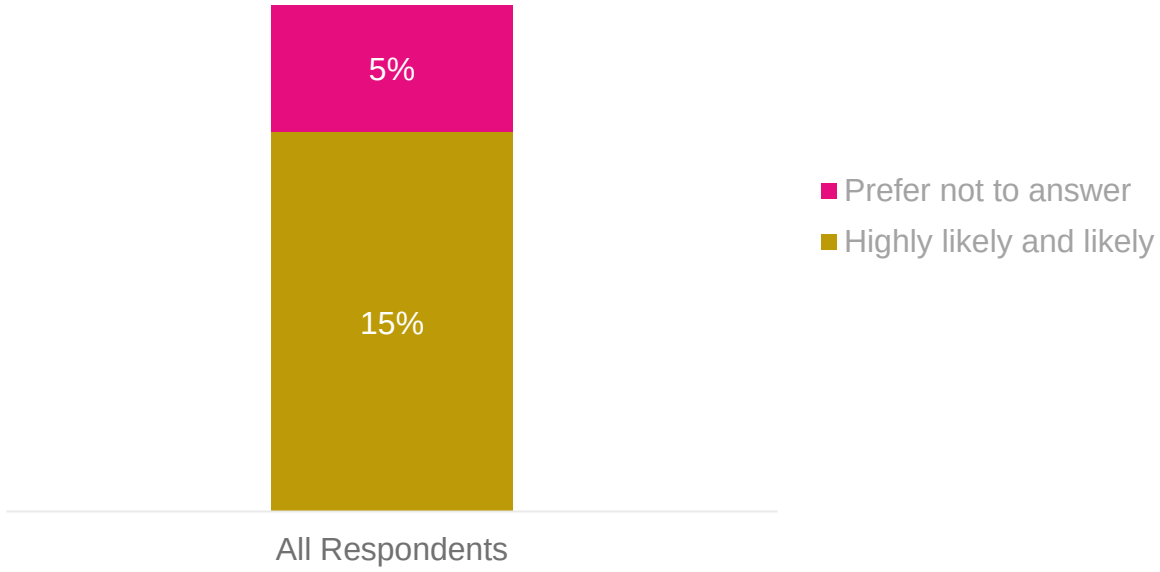
Greece

Potential Cost of Turnover

How likely are you to leave your current organization 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, Sexual Orientation, Religion, Age, Family Responsibilities

Key Metrics

Experiences of discrimination

"At your company, have you personally experienced negative discrimination resulting from…"

Sense of Belonging

"I feel like I belong at my company"

Escalation

"Do you believe that most colleagues would escalate inappropriate behaviour to senior management or HR?"

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)"

Gender in Greece

9%

Of women respondents have experienced discrimination at their company based on their gender, this is above the 7% global average. 6% of all respondents have witnessed discrimination towards others due to their gender.

63%

Of women respondents feel like they belong at their company, compared to 67% of men.

40%

Of women respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 51% 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 11% of men.

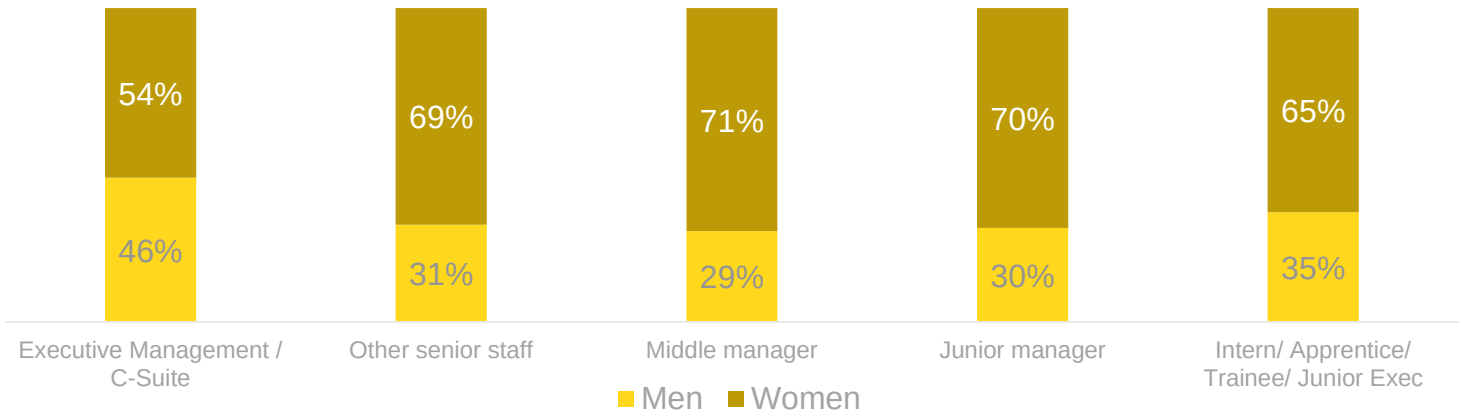
Gender in Greece

Gender pay gap

Note the gap percentages were measured based on salary bands selected and not on actual salary data

Level	% Gap between men and women
Exec management/c-suite	13%
Other senior staff	19%
Middle manager	0%
Junior manager	17%
Intern/Apprentice/Trainee/Junior executive	-2%

Position by Gender



Sexual Orientation in Greece

0%

Of LGBTQ+ respondents have experienced discrimination at their company based on their sexual orientation. 9% of all respondents have witnessed discrimination towards others due to their sexual orientation.

65%

Of LGBTQ+ respondents feel like they belong at their company, compared to 65% of their heterosexual counterparts.

39%

Of LGBTQ+ respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR compared to 45% of their heterosexual counterparts.

16%

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 Greece

1%

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.

56%

Religious minority respondents feel like they belong at their company, compared to 69% of their religious majority counterparts.

41%

Of religious minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR compared to 45% of their religious majority counterparts.

16%

Religious minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 17% of their religious majority counterparts.

Age in Greece

27%

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

34%

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

30%

Of women respondents do not believe that their company treats all employees equally regardless of age, compared to 22% of men.

Family Status in Greece

26%

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

33%

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

29%

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

38%

Of women respondents believe that family status can hinder one's career at their company, compared to 22% of men.