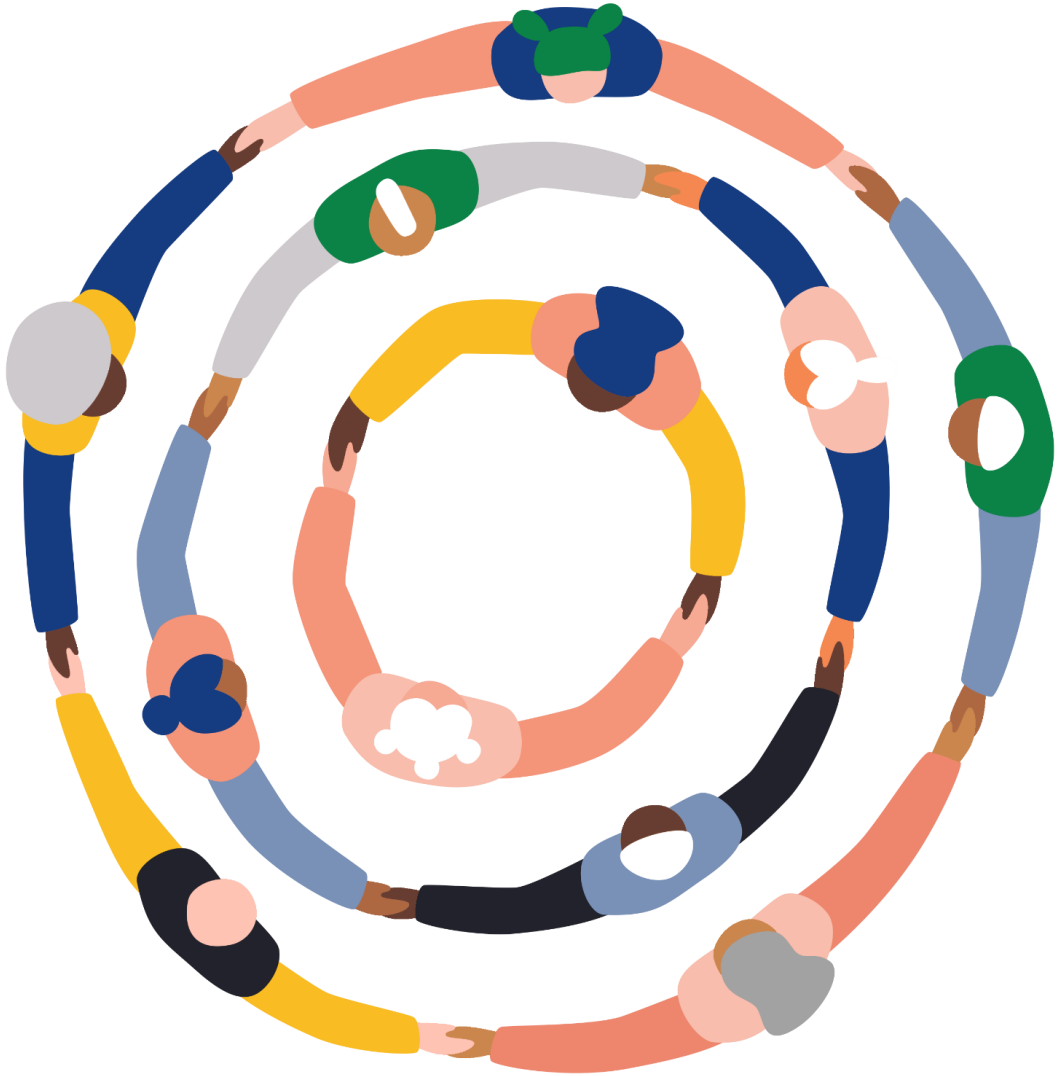
KANTAR

The Global DEI Census

Greece market report

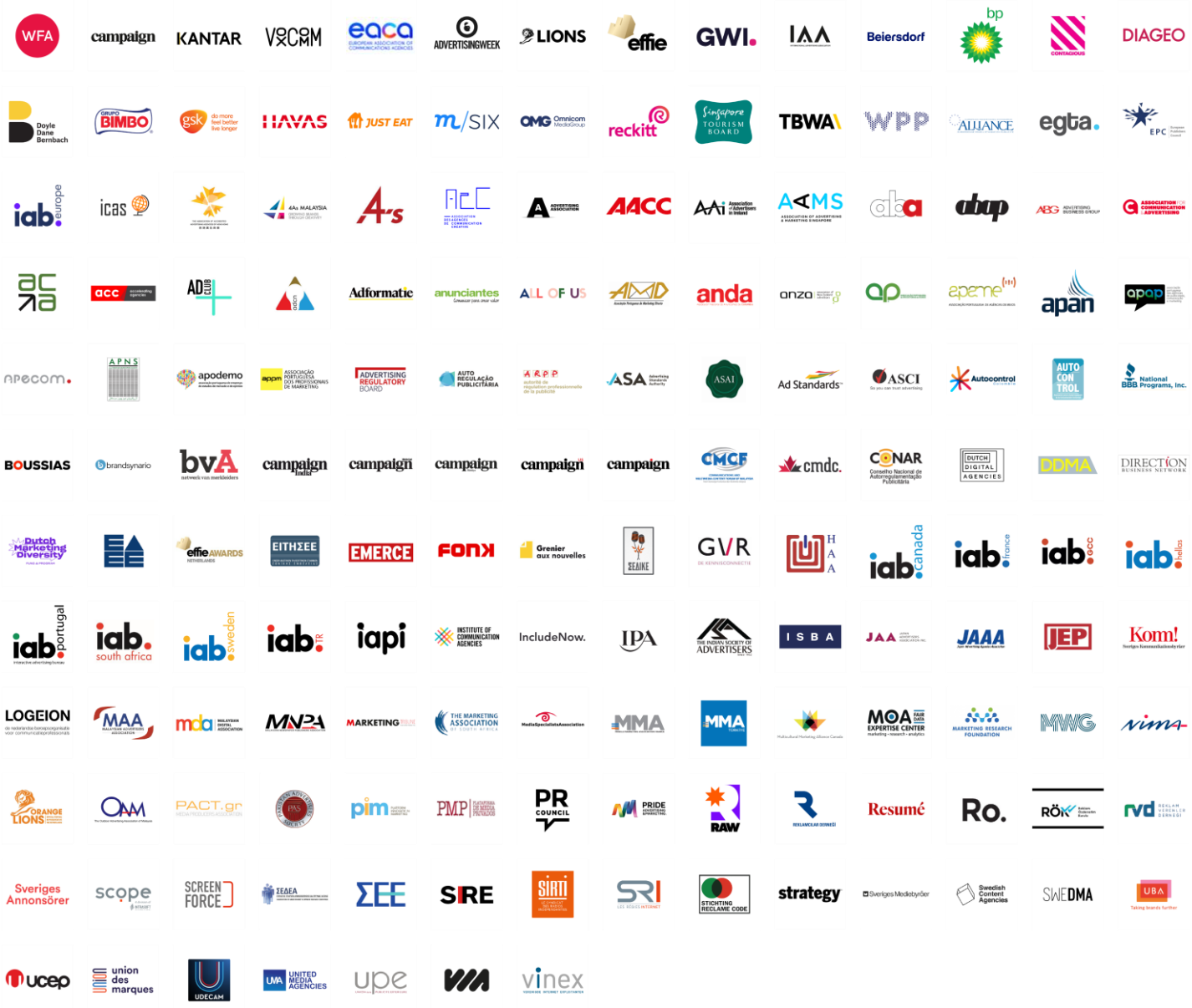


World Federation of Advertisers · campaign · KANTAR · VOXCOMM · eaca European Association of Communications Agencies · ADVERTISINGWEEK · LIONS · effie · GWI. · IAA International Advertising Association

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.



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

- There is good representation across some minority groups (gender, religion, sexual orientation) compared to market census data with the exception of disability (4% compared to 10% national average) and ethnicity. Ethnic minorities are underrepresented in the sample, with 99% of respondents being Greek.
- Men reportedly earn more on average than women in all levels apart from middle management and most junior levels (ie. junior executive, intern).

Inclusion Headlines

- Greece scores lower than the Global Inclusion Index benchmark (59% to 64%). However, 46% of respondents agree that their company is actively taking steps to be more diverse and inclusive.
- 20% of respondents indicated that they were likely to leave their company and industry due to lack of inclusion and diversity.
- Respondents with disabilities have reported the most experiences of discrimination (15%) and career obstacles (31%). Despite this they felt a higher sense of belonging (69%) than their majority counterparts (64%).
- Women also reported experiences of discrimination (9%) and felt that they had faced obstacles in their careers (19% compared to 11% for men).
- Respondents across all minority groups (excluding ethnicity) had less confidence that inappropriate behaviour would be escalated compared to their majority counterparts. Disabled respondents were the most sceptical with 36% believing incidents would be escalated.
- Women are more likely than men to believe that family status can hinder one's career at their company (38% compared to 22% for men).

1.
Demographics and Index Overview

Greece
OVERALL RESPONSES = 486

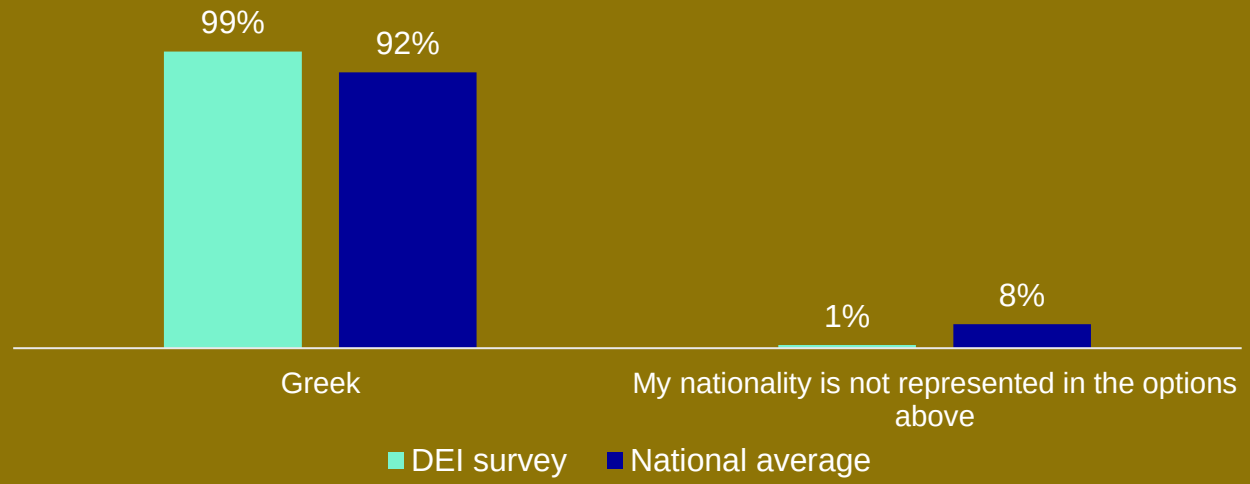
Company type	%
Brand (e.g. P&G, Unilever, etc.)	31
Creative agency	20
Media agency	20
Media/Tech	2
Industry association/trade body	2
Production House	2
Publisher	2
Research/insights agency	6
I am a freelancer	4
Media – ad sales	2
Other	8

Gender

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

*taken from national census data

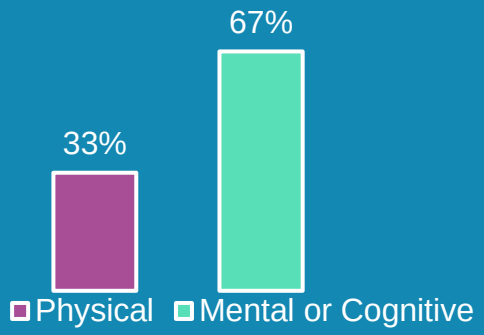
Nationality



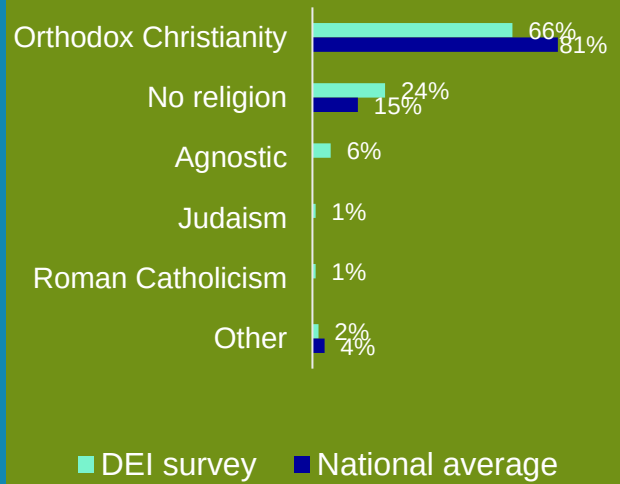
Disability Status

4% of respondents are disabled

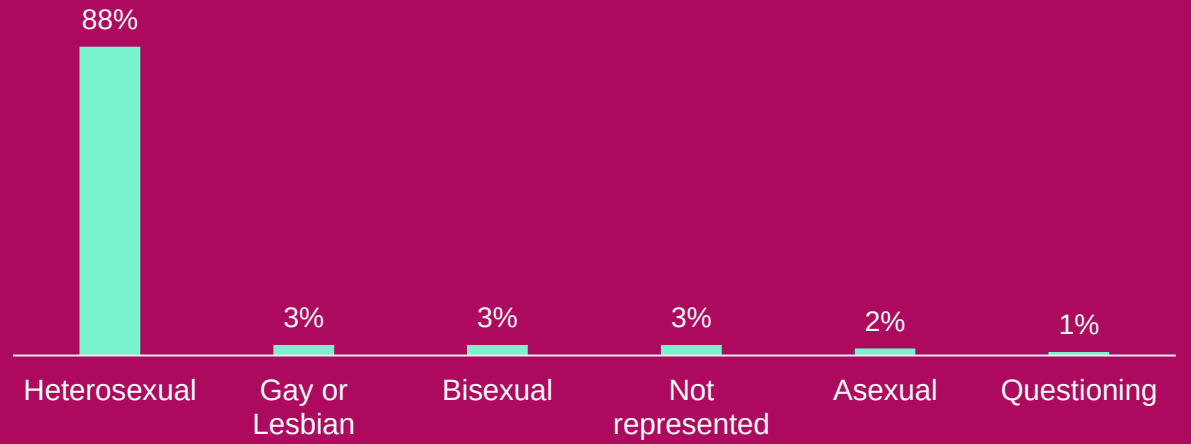
Compared to 10% National Average



Religion



Sexual Orientation



Note: census data not available for comparison

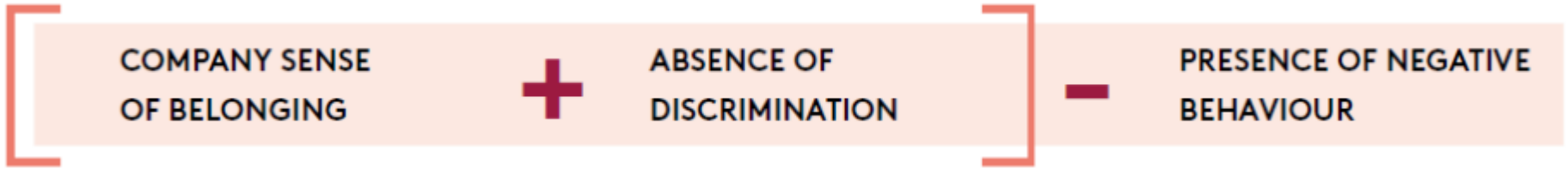
About the Inclusion Index

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
Greece	59%
Global average	64%

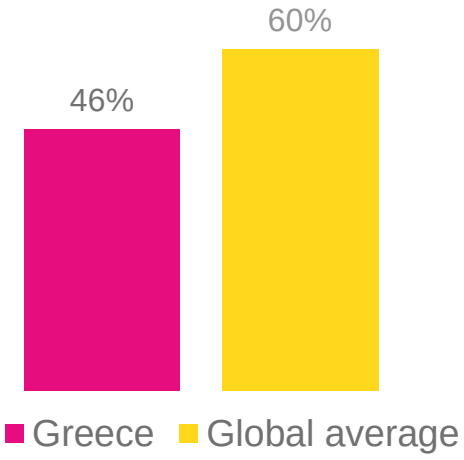
	Sense of Belonging	Absence of Discrimination	Presence of Demeaning Behaviour
Greece	66%	95%	21%
Global average	68%	96%	18%

2.

Attitudes towards Diversity and Inclusion in the Workplace and the Industry

Greece

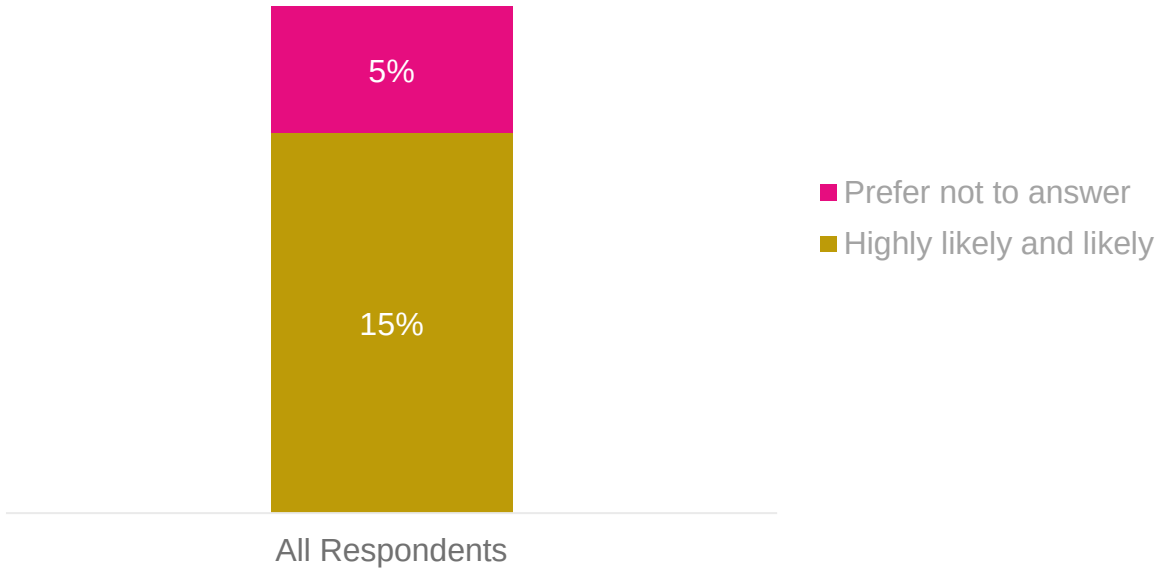
Respondents agreeing that their company is actively taking steps to be more diverse and inclusive



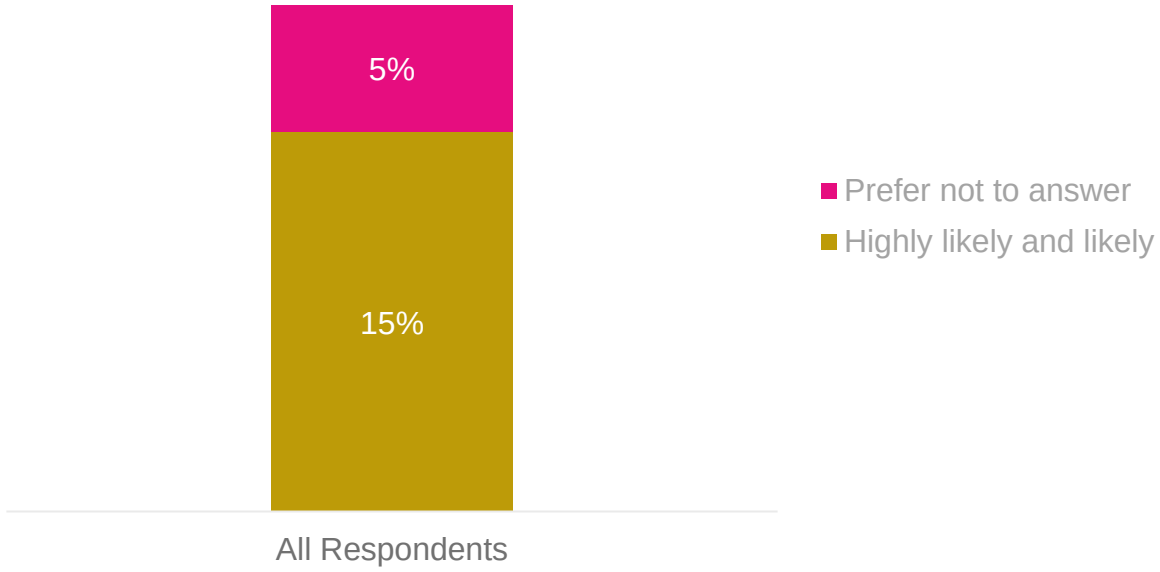
Greece

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, Disability, 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)"

Greece Headlines

Experiences of discrimination

Experiences of discrimination are generally low, with 95% of respondents experiencing an absence of discrimination. However disabled respondents report the highest levels of discrimination (15%).

Sense of belonging

Sense of belonging is lower for religious minority respondents (56%) and for women (63%). Disabled respondents (69%) felt they belonged more than their majority counterparts (64%).

Escalation

Minority respondents were less likely to believe that innapropriate behaviour would be escalated with disabled respondents being the least likely to believe this (36%).

Career obstacles

Disabled respondents have the highest belief to have faced more career obstacles (31%) due to who they are

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.

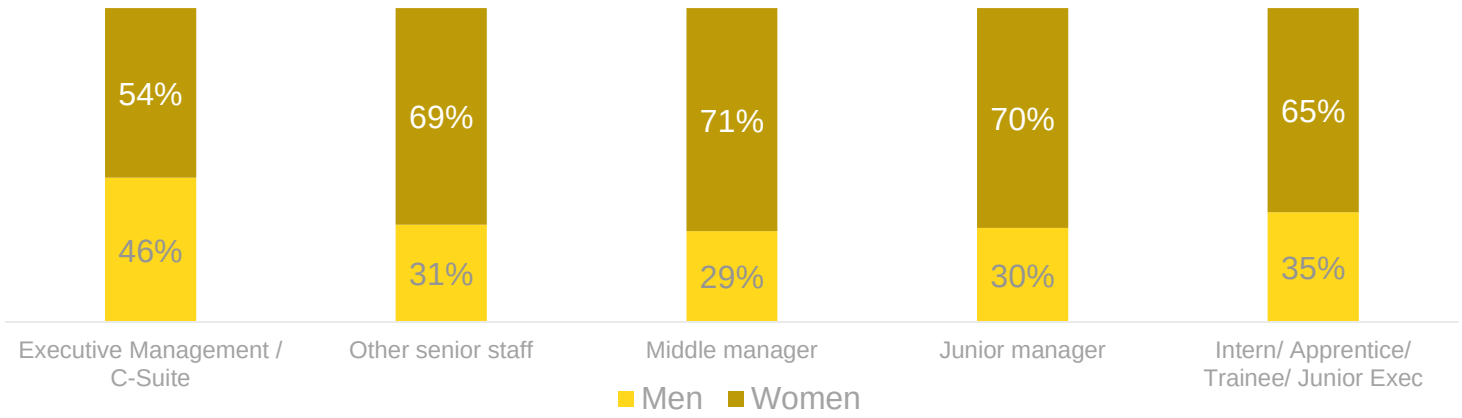
Gender in Greece

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



Disability in Greece

15%

Of respondents with disabilities have experienced discrimination at their company based on their disabilities. 4% of all respondents have witnessed discrimination towards others due to their disability status.

69%

Of respondents with disabilities feel like they belong at their company, compared to 64% of their counterparts without disabilities.

36%

Of respondents with disabilities believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 44% of their counterparts without disabilities.

31%

Of respondents with disabilities believe they have faced obstacles in their career progression at their company due to who they are, compared to 16% of their counterparts without disabilities.

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%

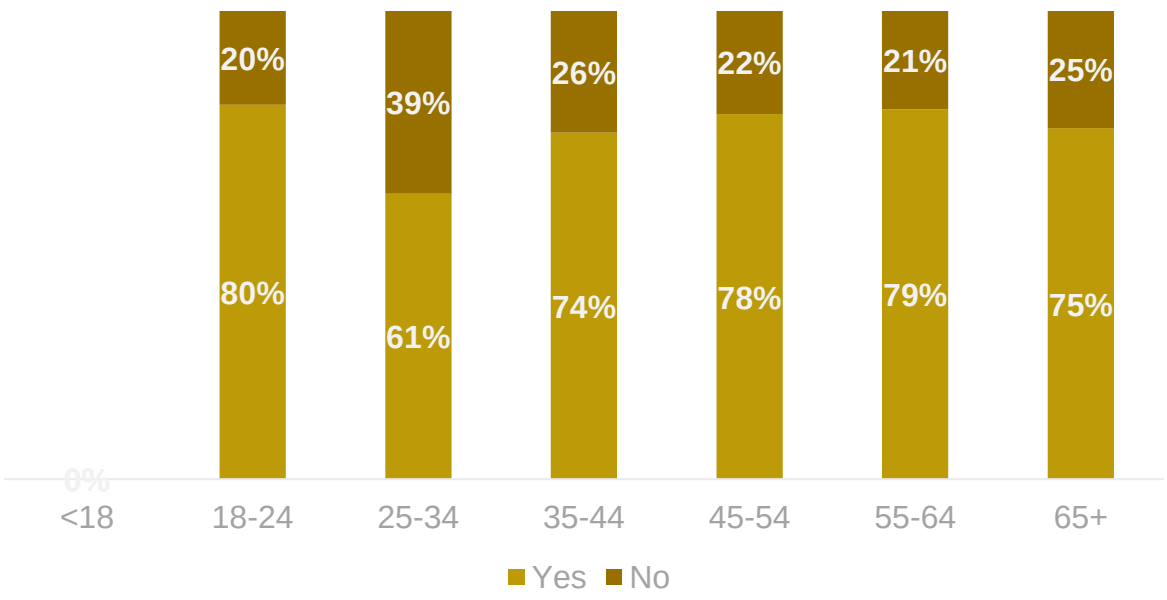
Of respondents believe that age can hinder one's career at their company.

30%

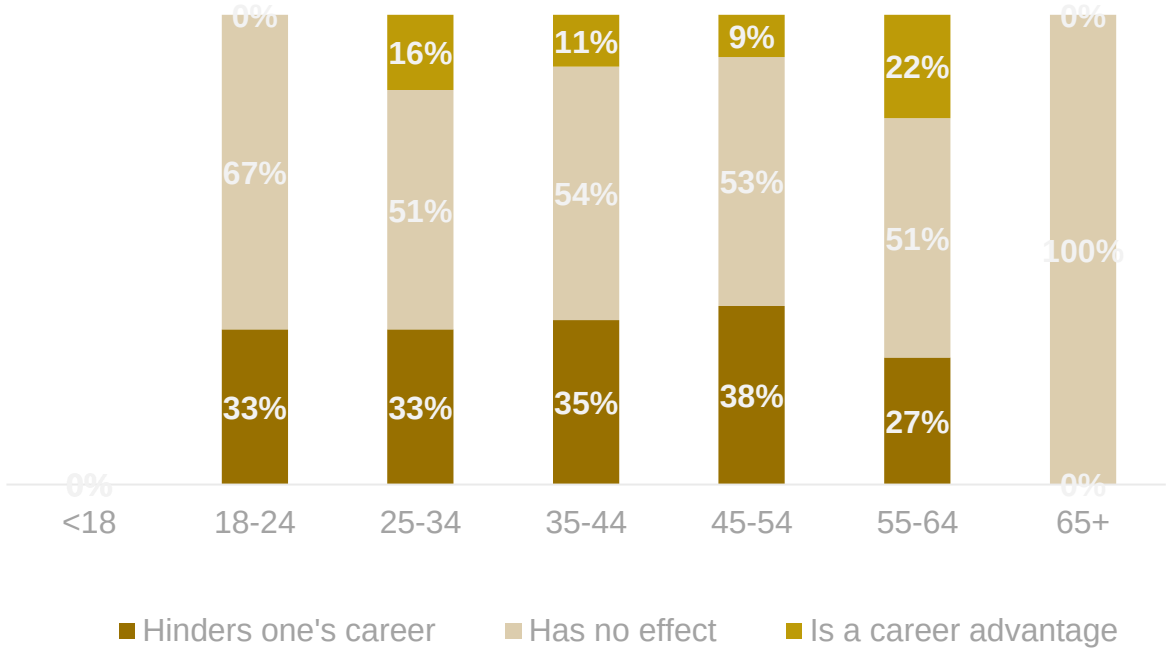
Of women respondents do not believe that their company treats all employees equally regardless of age, compared to 22% of men.

Perceptions of Ageism in Greece

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 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%

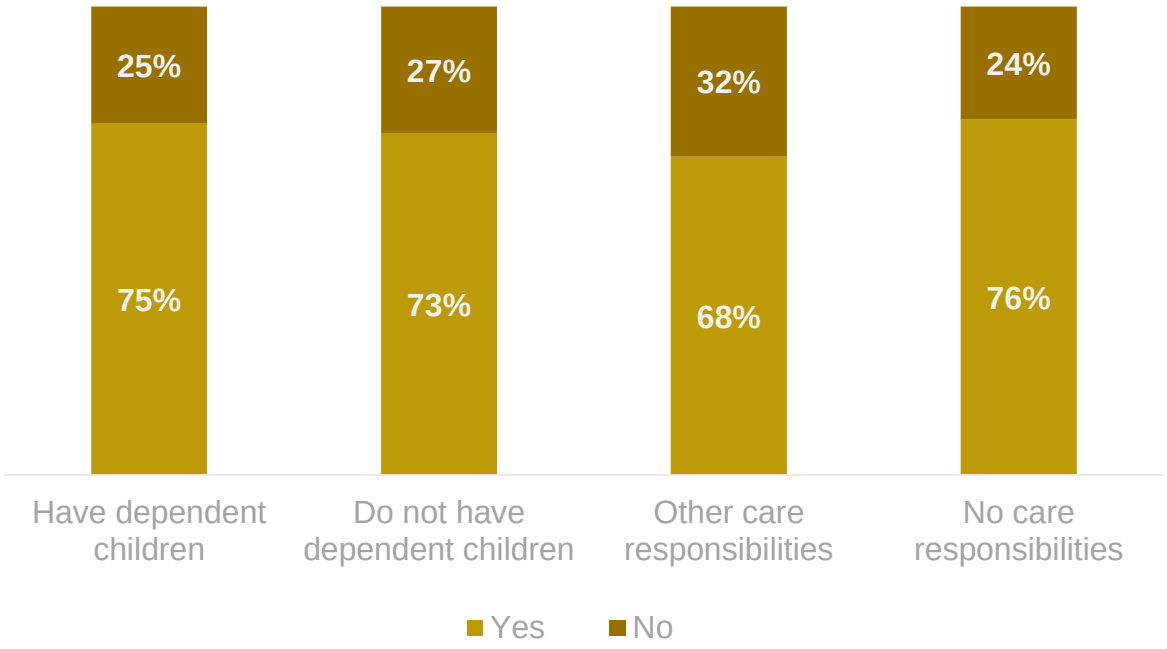
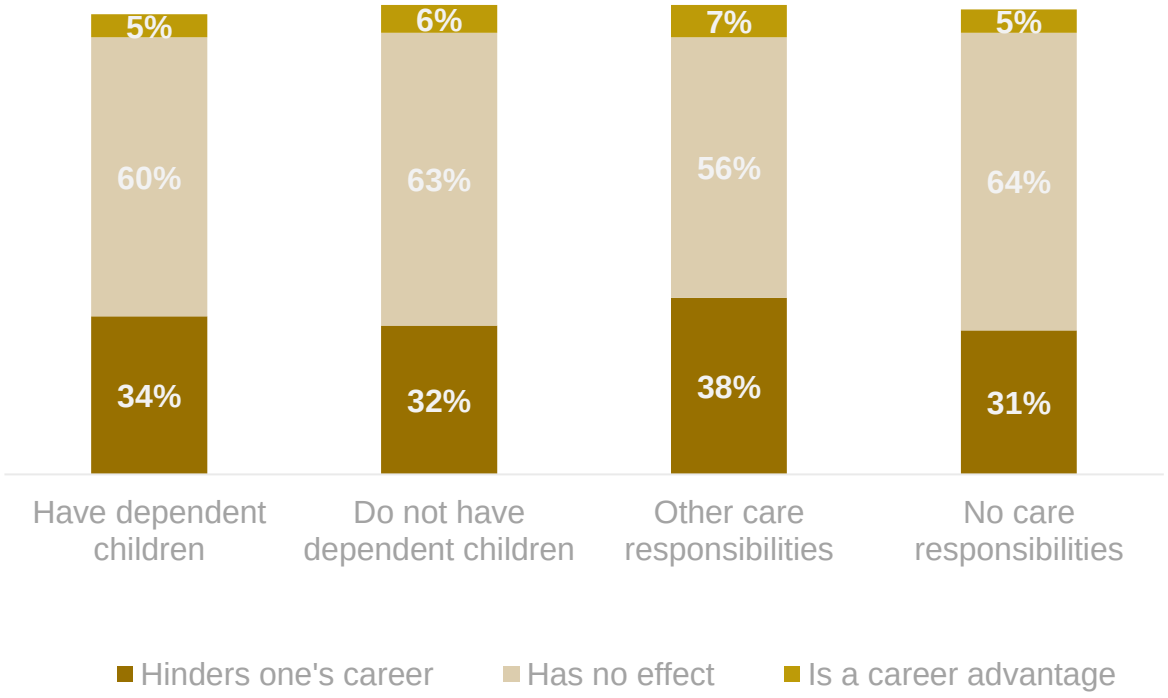
Of women respondents do not believe that their company treats all employees equally regardless of family status, compared to 21% of men.

38%

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

Perceptions of Family Status in Greece

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?