The Global DEI Census 2023

Greek market report

Acknowledgements – all organisations

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ΣΥΛΛΟΓΟΣ ΕΤΑΙΡΙΩΝ ΔΗΜΟΣΚΟΠΗΣΗΣ ΚΑΙ ΕΡΕΥΝΑΣ ΑΓΟΡΑΣ
ASSOCIATION OF GREEK MARKET & OPINION RESEARCH COMPANIES

Σ.Ε.Δι.Κ.Ε
Σωματείο Ερμηνευτών Διαφημιστικών Κειμένων Ελλάδας

ΣΕΕ
ΣΥΜΒΟΥΛΙΟ ΕΛΕΓΧΟΥ ΕΠΙΚΟΙΝΩΝΙΑΣ

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 recognise 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/VoxComm colleagues if you have any queries.

Headlines

Diversity Headlines

There is relatively good representation across all minority groups (gender, religion, sexual orientation) compared to market census data with the exception of disability (6% of respondents are disabled vs 10% national average) and nationality (2% non-Greek vs 8% national average). Looking at seniority and indicative pay gaps, the proportion of women decreases at senior levels, and there appears to be a sizable pay gap, particularly at senior levels for women.

Inclusion Headlines

Greece scores below the global Inclusion Index benchmark (57% vs 63%) and has decrease by 2 ppts since the last census in 2021 (59%). However, 66% of respondents agree that their company is actively taking steps to be more diverse and inclusive (vs 72% global average) and 54% agree things have improved in terms of the industry becoming more diverse and inclusive in the last 2 years (vs 50% global average).

Cost of turnover data shows that there is a potential risk of churn with 17% of respondents either indicating they are likely to leave the industry based on a lack of inclusion and diversity or preferring not to answer this question, vs 14% (1 out of 7) global average.

Sense of belonging is lower for minority respondents across most protected characteristics, with disabled respondents reporting the lowest sense of belonging (54%).

54% of respondents report often being very stressed at work and just 36% of respondents agree that their workplace is open about mental health.

32% of respondents believe that age can be a hindrance at their company, this increases amongst younger age groups, eg 42% for 18-24 year olds. We see a similar picture with family status, with 45% of those who have dependent children indicating they believe that family status hinders one's career at their company.

1.

Demographics and Index Overview

Greece
OVERALL RESPONSES = 628

Company type	%
Brand (e.g., P&G, Unilever, Walmart, etc.)	34
Creative agency	25
Media agency	6
Media	8
Industry association / Trade body	2
Production House	2
Photography / Sound / Music Studio	-
Publisher	2
Research/Insights agency	6
I am a freelancer	1
PR agency	4
Digital agency	3
Tech	2
Other	6

Role / Function	%
Executive Management / C-Suite	13
New Business / Marketing / Communications / PR	30
Sales / Commercial	5
Account Management / Client Services	17
Account Planning and Strategy	2
Research / Information / Insight	3
Data Analytics and Planning	*
Social Media / Communities	3
Programming / Ad Tech	*
Creative, Design, and Studio	10
Creative Services / Project Management	2

Role / Function	%
Production / Production Administration / Art and Print Buying	1
Media	6
Events	1
Finance	1
Human Resources and Training	2
IT / Technology	-
Procurement / Operations	*
Legal	*
Office Services	1
Other	2

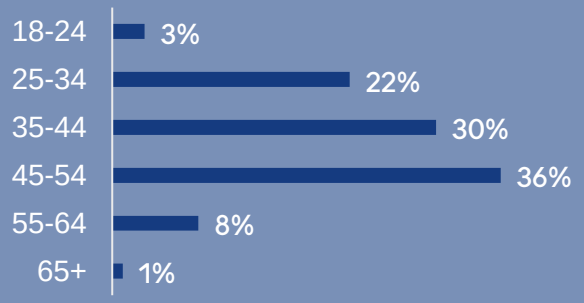
Greece Respondent Demographics

Gender

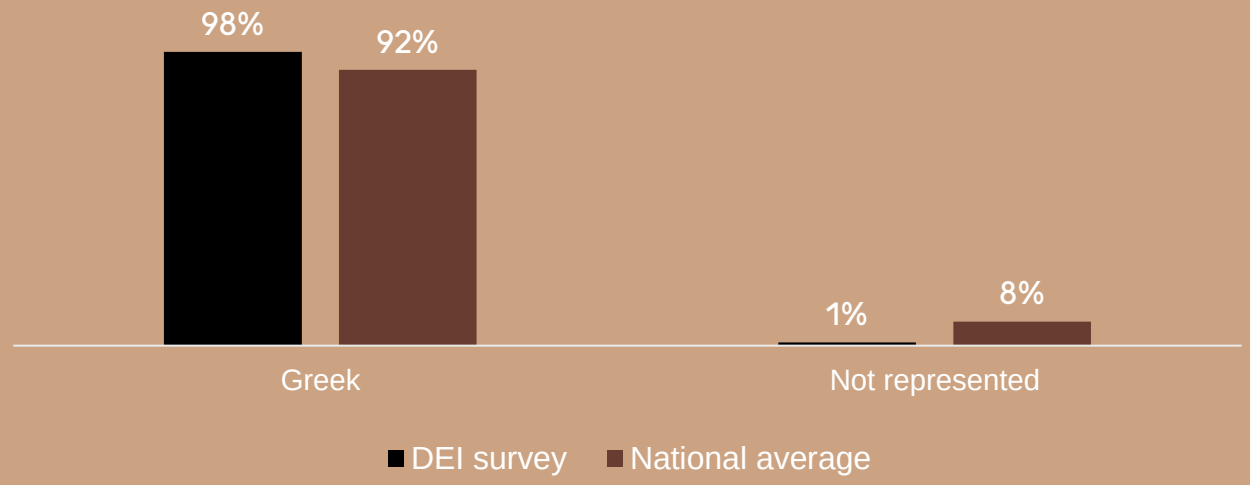
	Women	Men	Other Gender
DEI Census	70%	29%	*
National Average*	52%	48%	

*taken from national census data

Age



Nationality

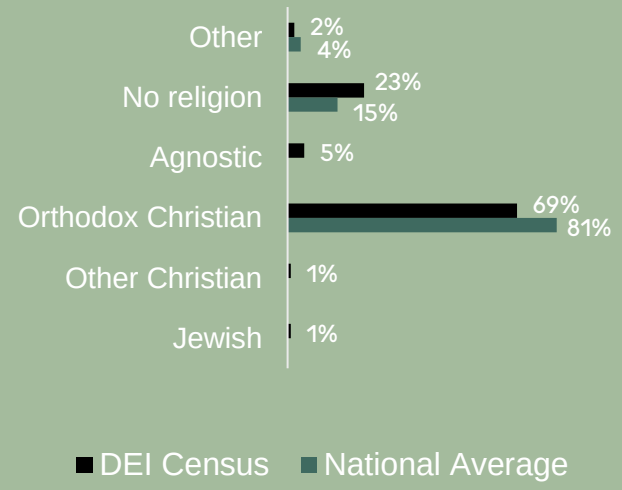


Disability Status

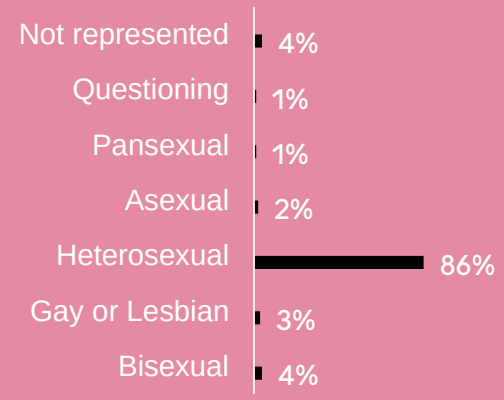
6%

of respondents are disabled
Compared to 10% national average

Religion



Sexual Orientation



Caregiving

39% of respondents are parents to children under 16

33% of respondents provide care for someone else

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

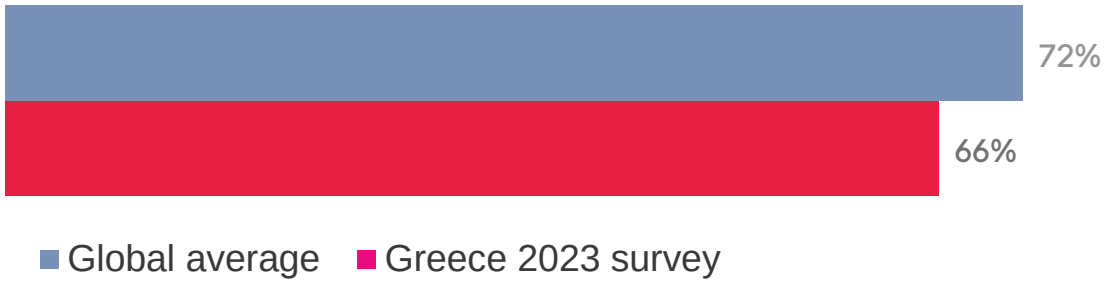
	Overall Inclusion Index
Greece 2023 survey	57%
Global average 2023	63%
Greece 2021 survey	59%

	Sense of Belonging	Absence of Discrimination	Presence of Demeaning Behaviour
Greece 2023 survey	63%	97%	23%
Global average 2023	69%	96%	19%
Greece 2021 survey	66%	95%	21%

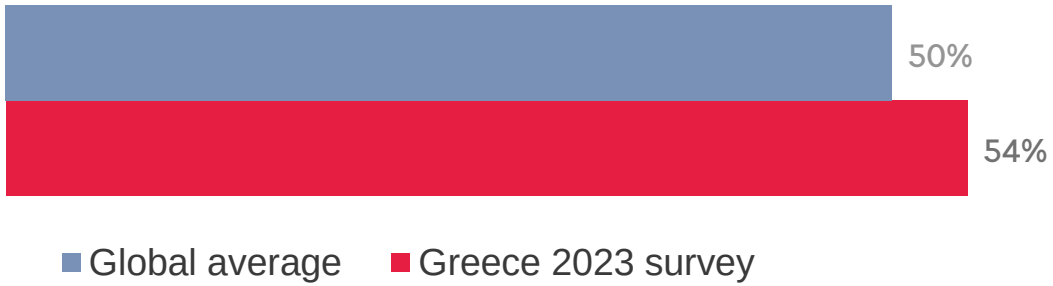
2.

Attitudes towards Diversity and Inclusion in the Workplace and the Industry

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

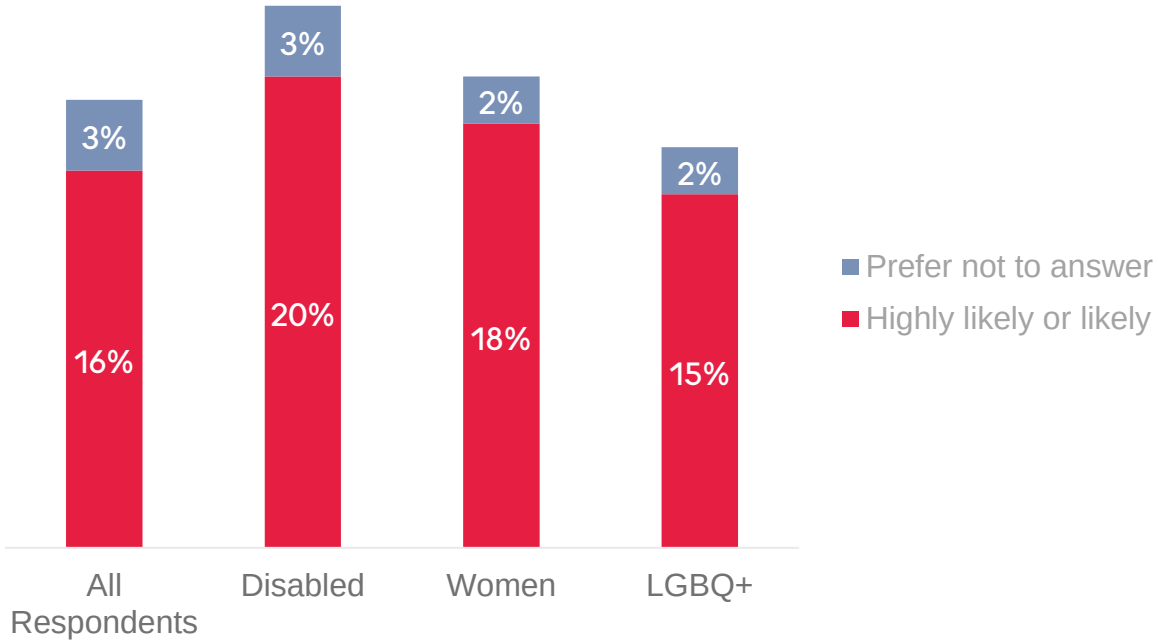


Respondents agreeing things have improved in terms of the industry becoming more diverse and inclusive in the last 2 years

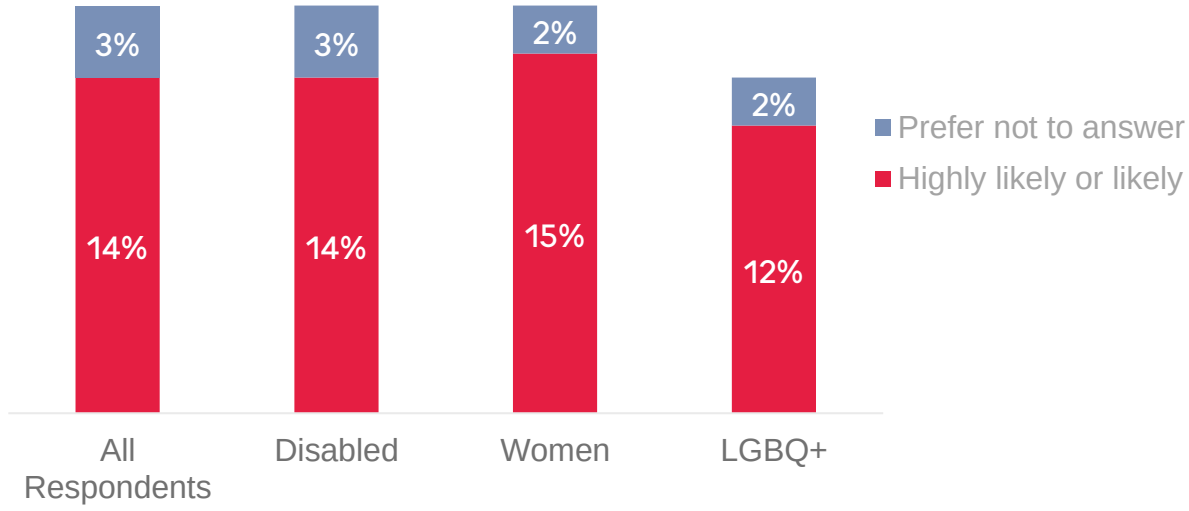


Potential Cost of Turnover

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:
Gender, Disability, Sexual Orientation, Religion, Age, Family Responsibilities

Key Metrics

Experiences of discrimination

“At my company, I have personally experienced negative behaviour or discrimination based on my...”

Sense of Belonging

“I feel like I belong at my company”

Escalation

“I 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”

Greece Headlines

Experiences of discrimination

Experience of discrimination is generally low amongst respondents, with religious minority respondents reporting the highest levels of discrimination (14%)

Sense of belonging

Sense of belonging is lower for minority respondents across most protected characteristics, with disabled respondents reporting the lowest sense of belonging (54%)

Escalation

Women (41%) and disabled respondents (35%) were less likely to believe that inappropriate behaviour would be escalated to senior leadership and HR

Career obstacles

Most minority respondents reported facing obstacles in their career because of who they are, with disabled respondents (24%) most impacted

Gender in Greece

9%

Of female respondents have experienced discrimination at their company based on their gender vs 6% global average. 12% of all respondents have witnessed discrimination towards others due to their gender.

62%

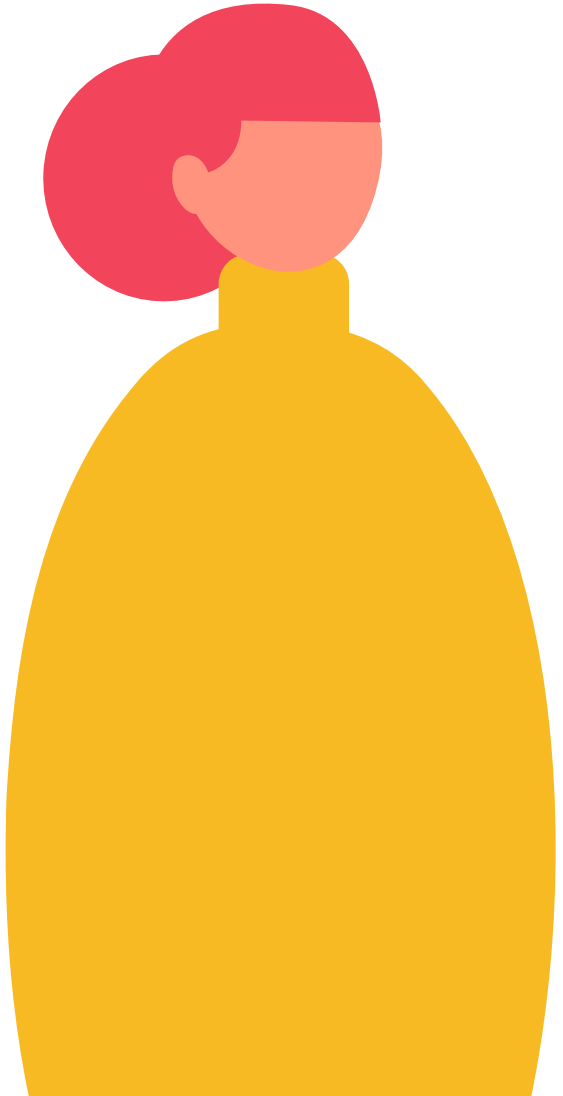
Of female respondents feel like they belong at their company, compared to 73% of men.

41%

Of female respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 53% of men.

18%

Of female respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 12% of men.



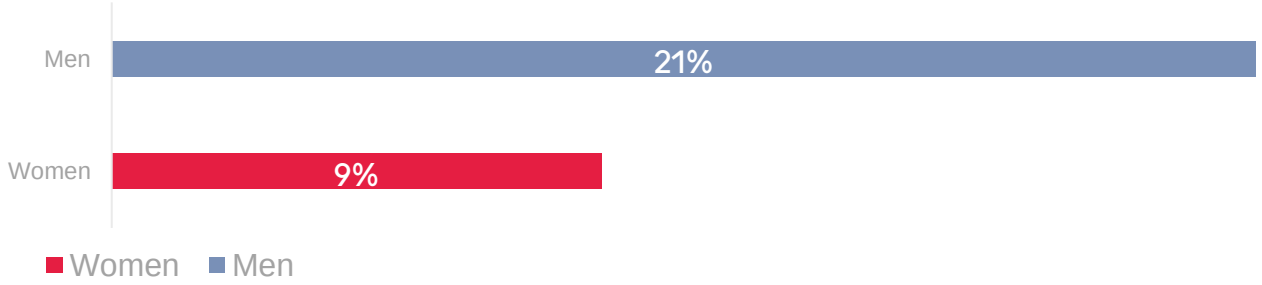
Gender in Greece

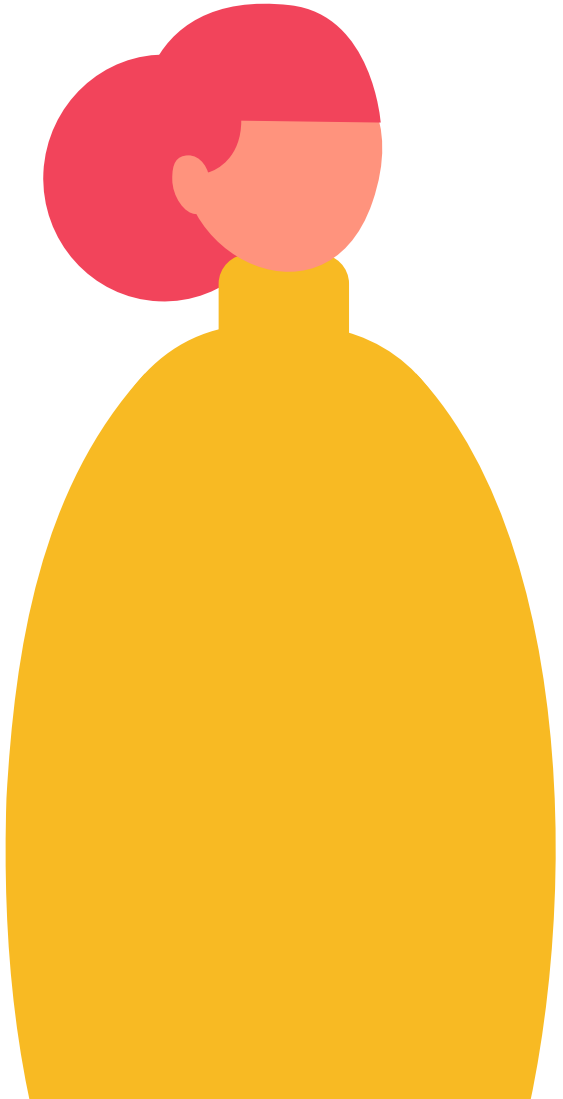
Average Pay by Gender

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	€83,867	€63,955	-24%
Other senior staff	€44,893	€41,826	-7%
Manager	€37,840	€29,110	-23%
Junior	€21,538	€30,203	40%

% C-suite by Gender





Disability in Greece

2%

Of respondents have witnessed discrimination towards others due to their disability status.

54%

Of respondents with disabilities feel like they belong at their company, compared to 68% of their counterparts without disabilities.

35%

Of respondents with disabilities believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 46% of their counterparts without disabilities.

24%

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.

Conditions reported by those with a disability* in Greece

Condition	%
Mobility impairments (e.g. amputation, paralysis, multiple sclerosis, muscular dystrophy, arthritis, spinal cord injury)	6
Fatigue / lack of stamina	20
Breathing capacity (e.g. asthma, COPD)	-
Neurodiversity (e.g. autism, Asperger's syndrome, dyslexia, dyscalculia, dyspraxia, ADHD, obsessive-compulsive disorder (OCD), Tourette syndrome)	9
Visual impairments (e.g. poor vision, colour blindness)	9
Motor skill impairments (e.g. arthritis, strokes, dexterity)	3
Mental health (e.g. depression, bipolar)	29
Stress / anxiety	60
Hearing impairments	3
Long-term implications from COVID	6
Other	14
None of the above	14

** Disability is defined as any physical or mental health condition lasting or expected to last 12 months or more that reduces or affects your ability to carry out day to day activities*

Mental health overview in Greece

54%

Of respondents report often being very stressed at work.

37%

Of respondents report that their work is having a negative impact on their **physical** health.

20%

Of respondents agree that their company has an active policy to minimise the risk of mental health issues.

36%

Of respondents agree that their workplace is open about mental health.

30%

Of respondents report that their work is having a negative impact on their **mental** health.

30%

Of respondents agree that mental health issues are seen as a sign of weakness in their workplace.

Sexual Orientation in Greece

2%

Of LGBQ+ respondents have experienced discrimination at their company based on their sexual orientation. 6% of all respondents have witnessed discrimination towards others due to their sexual orientation.

60%

Of LGBQ+ respondents feel like they belong at their company, compared to 66% of their heterosexual counterparts.

49%

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

15%

LGBQ+ 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

14%

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.

71%

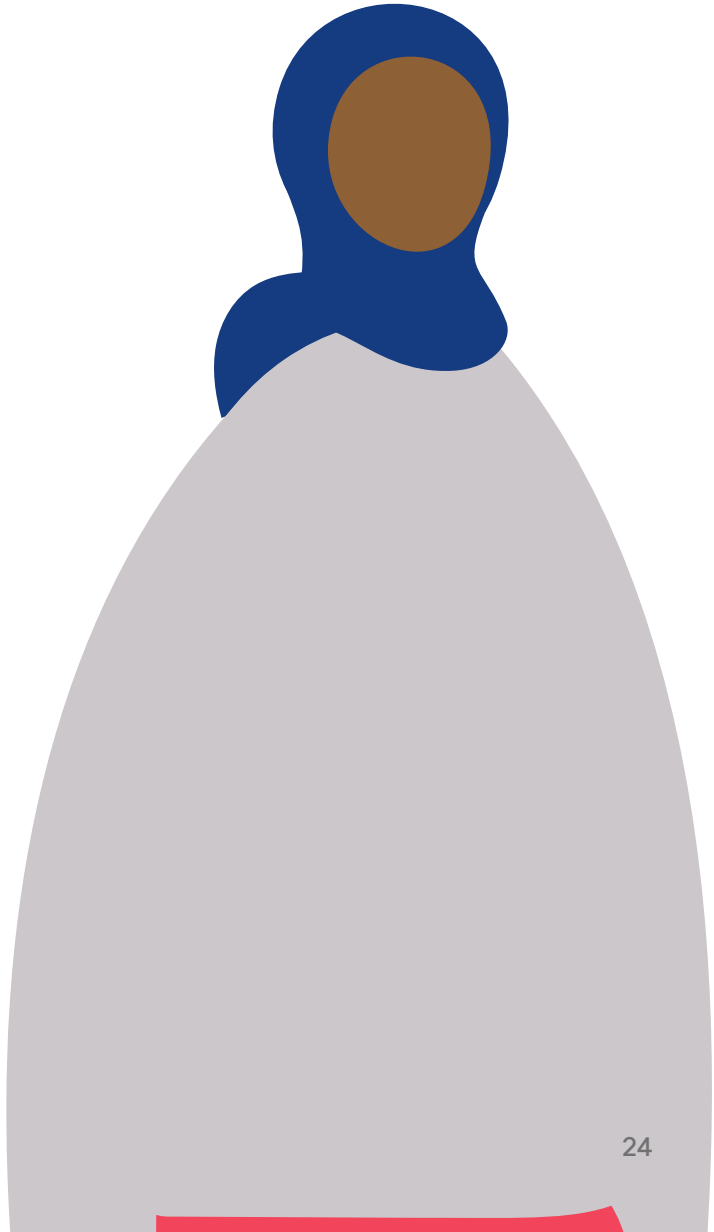
Religious minority respondents feel like they belong at their company, compared to 65% of their religious majority counterparts.

56%

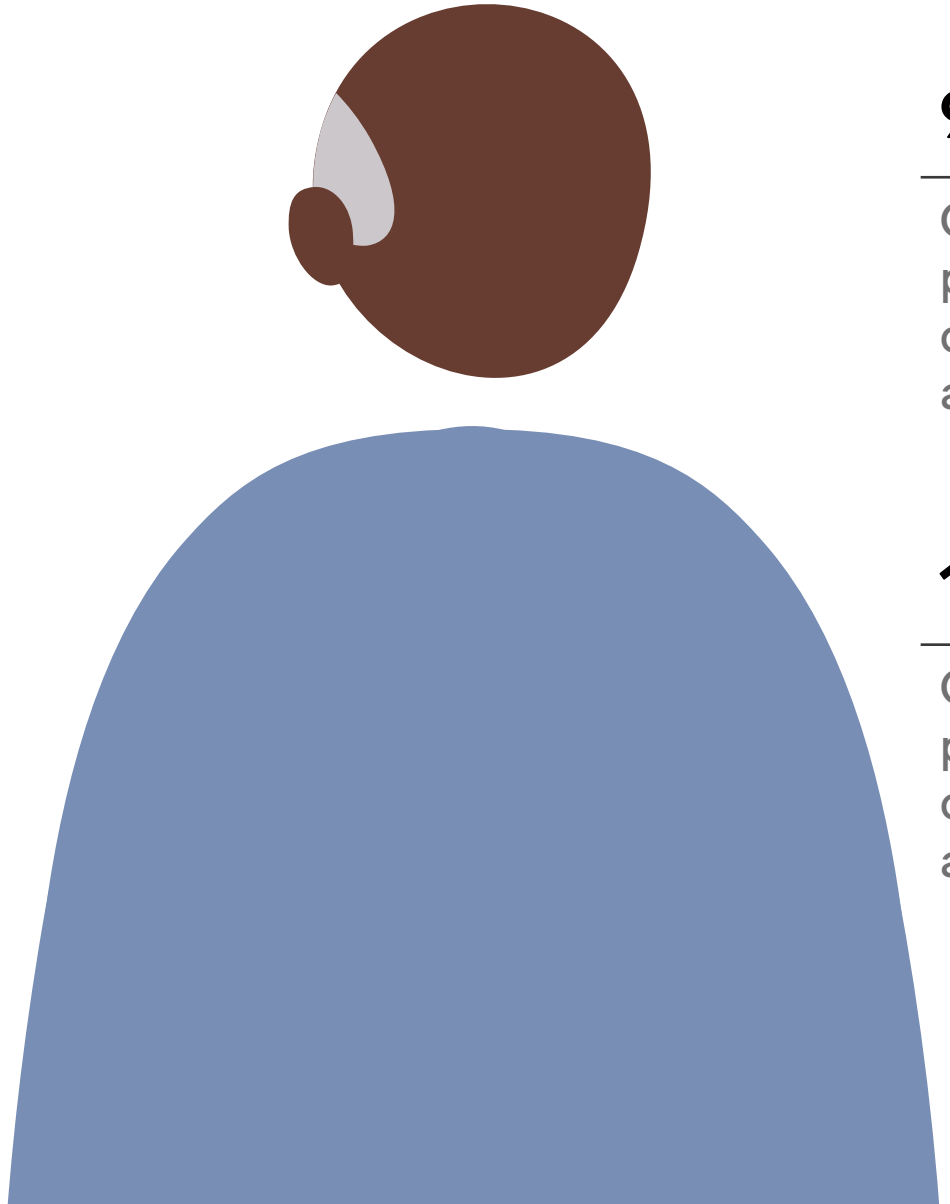
Of religious minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 44% of their religious majority counterparts.

22%

Religious minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 16% of their religious majority counterparts.



Age in Greece



9%

Of respondents have personally experienced discrimination due to their age.

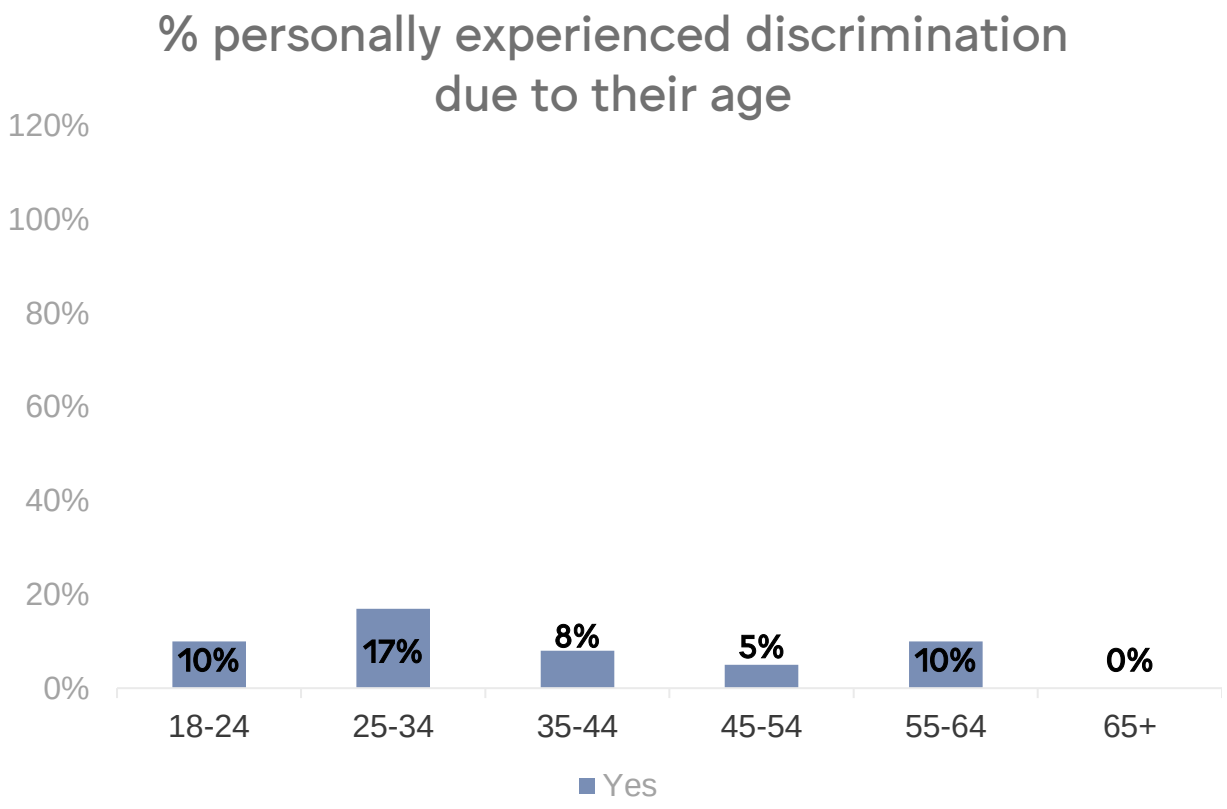
32%

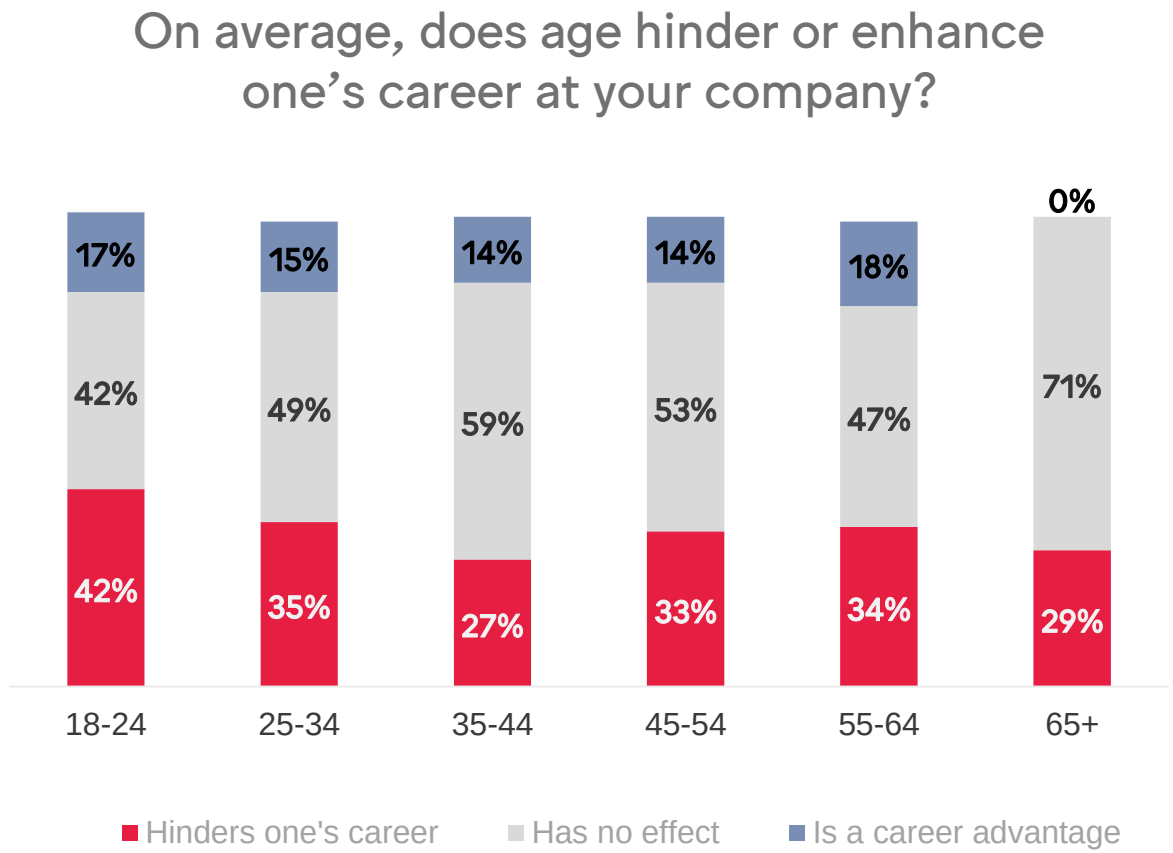
Of respondents believe that age can hinder one's career at their company.

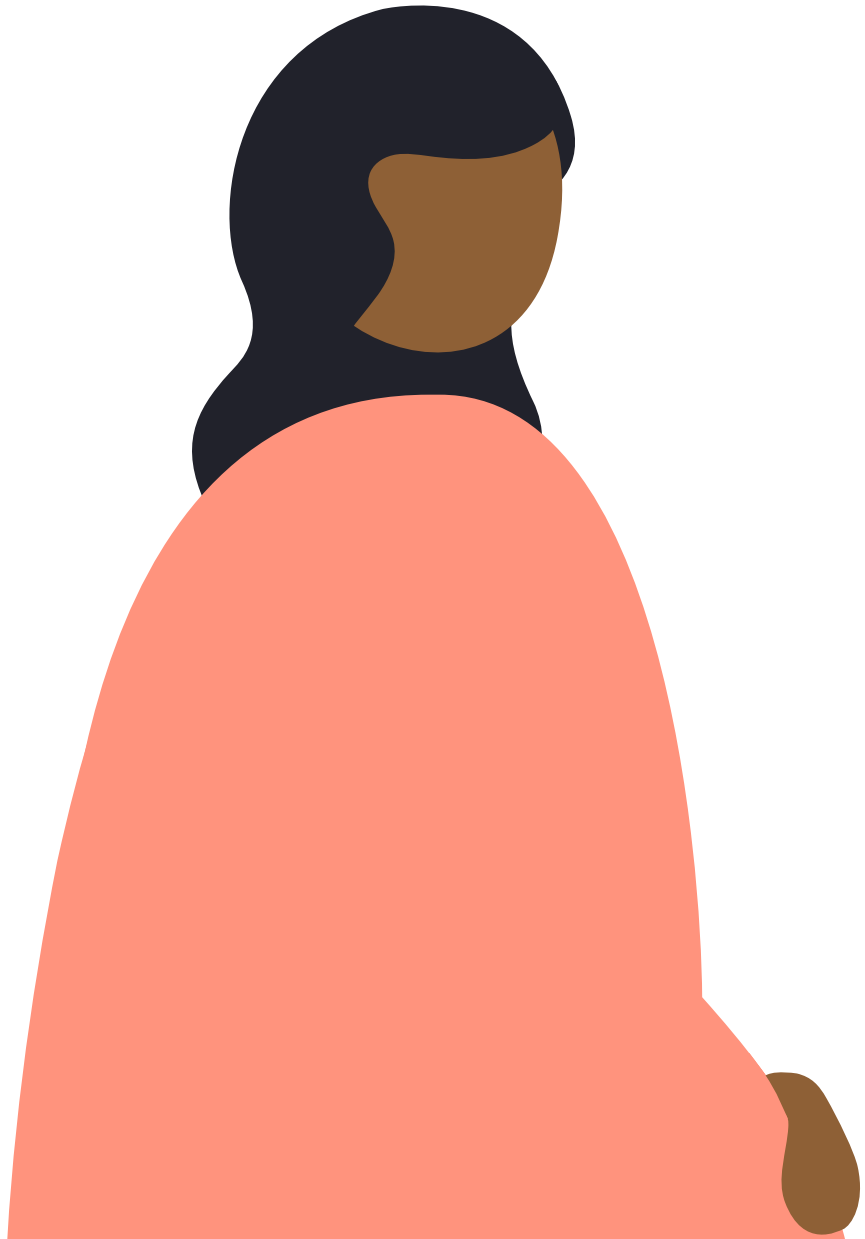
10%

Of female respondents have personally experienced discrimination due to their age, compared to 7% of men.

Perceptions of Ageism in Greece







Family Responsibilities in Greece

7%

Of respondents have personally experienced discrimination due to their family responsibilities.

35%

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

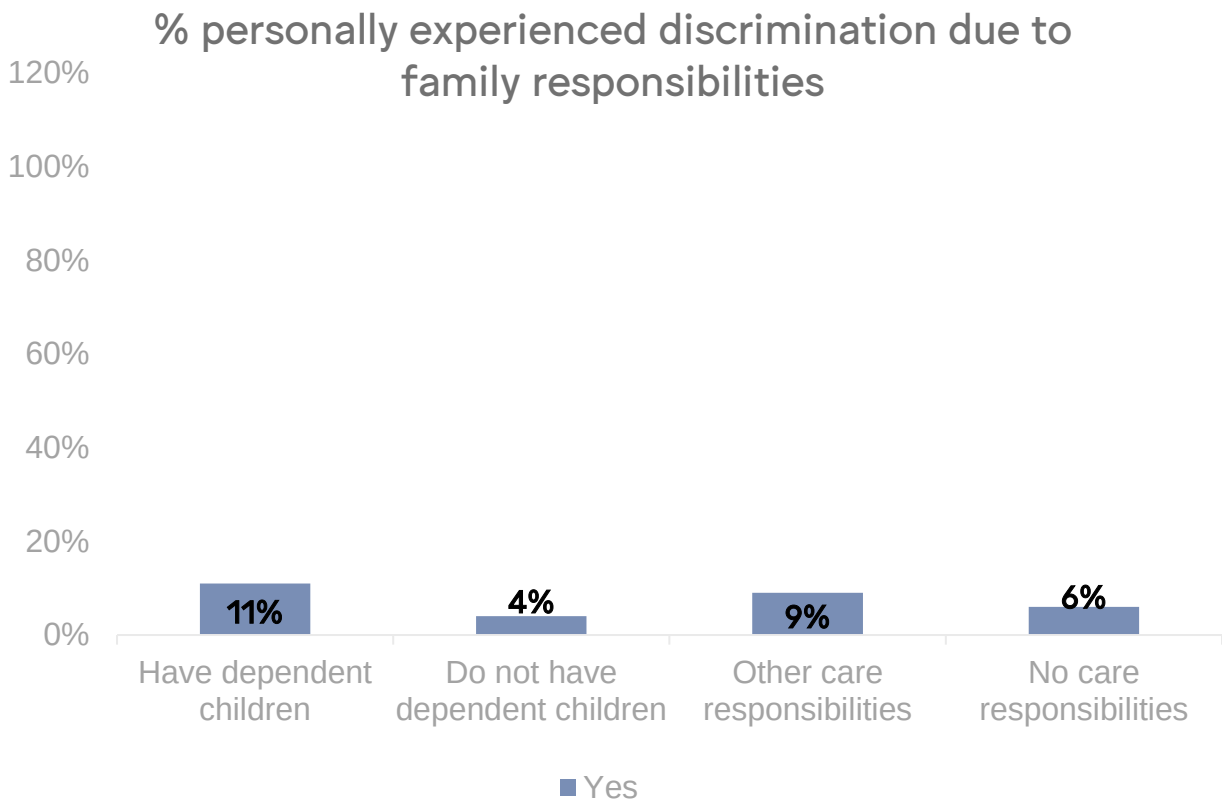
9%

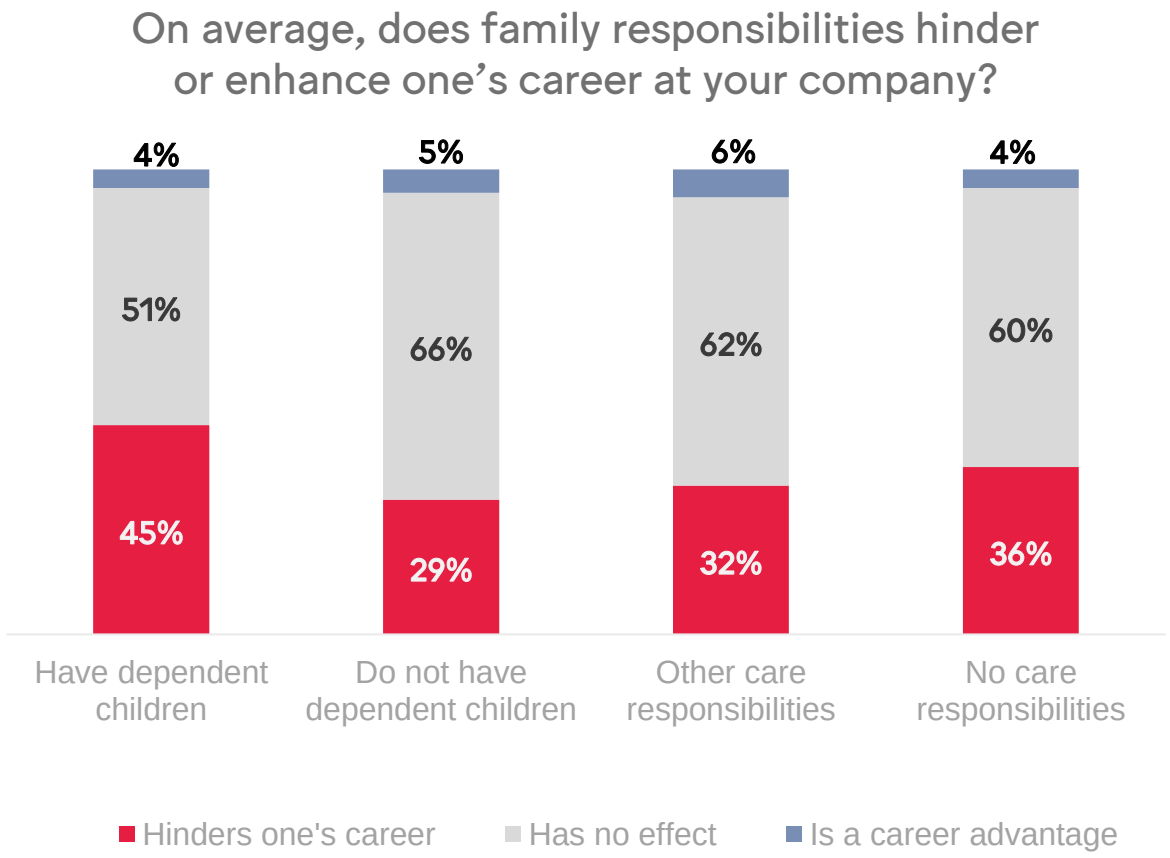
Of female respondents have personally experienced discrimination due to their family responsibilities, compared to 2% of men.

42%

Of female respondents believe that family responsibilities can hinder one's career at their company, compared to 21% of men.

Perceptions of Family Responsibilities in Greece





4.
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.
- 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

Greece and global data

Wave 2 - 2023 - total	Greece	GLOBAL
Inclusion Index	57%	63%
Company Sense of Belonging Percent	63%	69%
I feel like I belong at my company - % agree	66%	74%
I am a valued and essential part of my direct team - % agree	85%	82%
I am a valued and essential part of my company - % agree	70%	71%
I am emotionally and socially supported at work - % agree	54%	64%
My unique attributes, characteristics, skills, experience and background are valued in my company - % agree	65%	70%
Employees in my company feel comfortable being themselves - % agree	63%	75%
Senior management do not discriminate when it comes to hiring or career advancements of those that report into them - % agree	51%	55%
I am provided with sufficient support to develop my skills and progress my career - % agree	50%	57%
Absense of Discrimination Percent	97%	96%
My Age - Personally Discriminated at Company - % no	91%	92%
My Gender - Personally Discriminated at Company - % no	93%	94%
My Family Status - Personally Discriminated at Company - % no	93%	95%
My Race - Personally Discriminated at Company - % no	100%	96%
Religion - Personally Discriminated at Company - % no	99%	99%
Disability Status - Personally Discriminated at Company - % no	100%	99%
Relationship status - Personally Discriminated at Company - % no	99%	99%
Appearance - Personally Discriminated at Company - % no	96%	96%
Social Class - Personally Discriminated at Company - % no	97%	97%
Presence of Negative Behavior Percent	23%	19%
Unfairly spoken over and not listened to in meetings - % yes	33%	27%
Learning Opportunities or progress restricted by senior colleagues - % yes	23%	17%
Undervalued compared to colleagues of equal competence - % yes	31%	28%
People taking sole credit for shared efforts - % yes	39%	32%
Bullied, undermined or harassed in any way - % yes	20%	13%
Physical harassment or violence - % yes	1%	1%
Exclusion from events/activities - % yes	15%	13%
Made to feel uncomfortable in the workplace - % yes	24%	22%