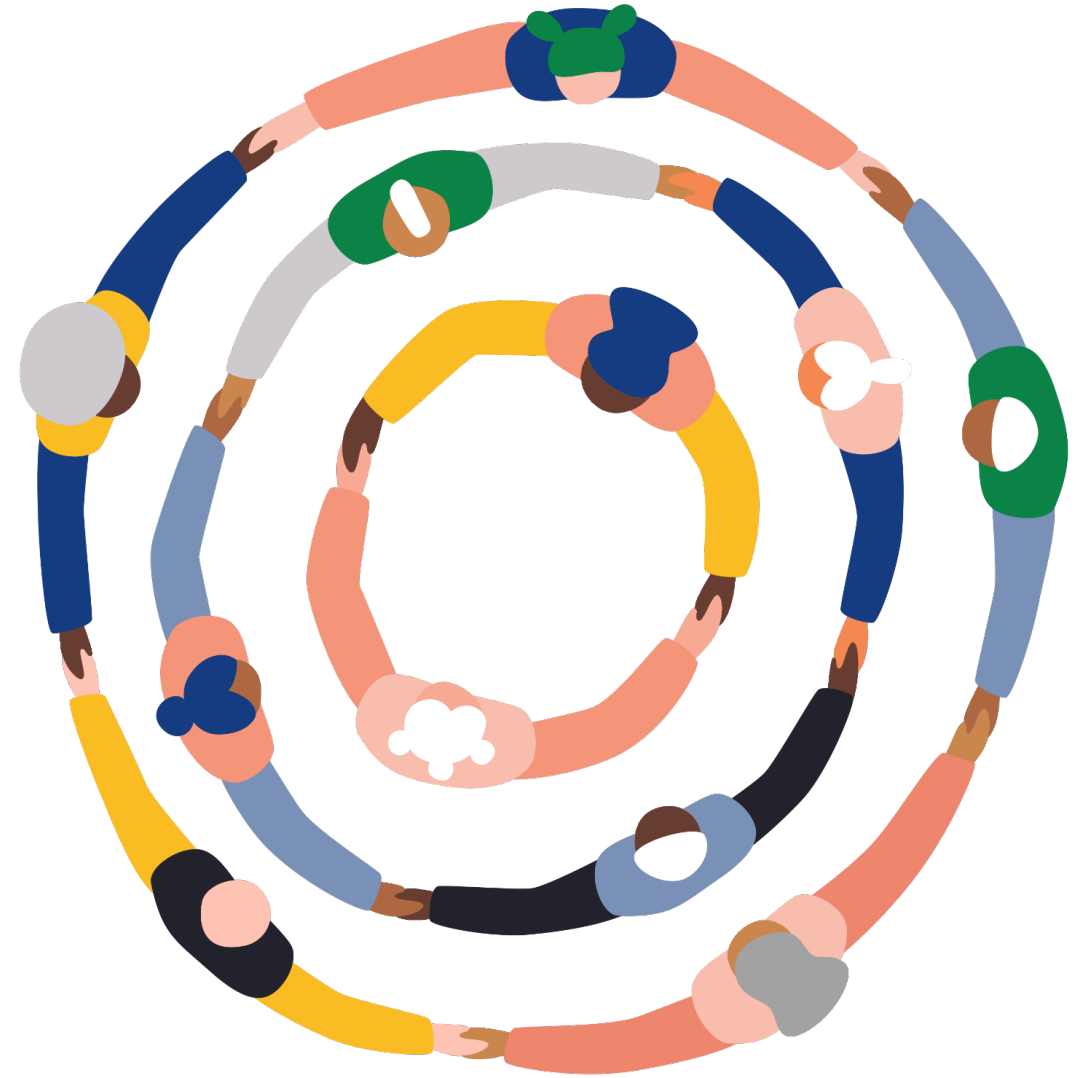


# KANTAR

## The Global DEI Census

Sweden market report



campaign

KANTAR

VOCOMM

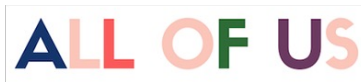


GWI.

IAA  
INTERNATIONAL ADVERTISING ASSOCIATION

**We would like to express our gratitude to all organizations who took part in this collective effort. Without their support for we would not have been able to conduct this historic first-ever research.**

Partners in Sweden



BERGHS  
SCHOOL OF  
COMMUNICATION



## 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 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

## Headlines

- Well under half (43%) of respondents do believe that their organisation is actively taking steps to diversify and become more inclusive.
- Considering all areas of the Inclusion Index, females are not trusting that peers would escalate inappropriate behaviour, and this could be contributing to the disparity of sense of belonging scores between genders.
- Women respondents are more likely to believe inequality of treatment based on age than men. A large proportion (37%) of respondents felt that careers are likely to be hindered based on age.
- Family status is perceived to negatively influence career progression **and** equal treatment, with more women respondents adopting this view in comparison to men. Whilst having familial responsibilities is seen as a source for unequal treatment and career hindrance, when combining equality of treatment and career obstacles, other care responsibilities were perceived to have the most adverse influence on a respondent's career compared to no responsibilities or dependent children.

**1.  
Demographics and Index  
Overview**



## Sweden

**OVERALL RESPONSES = 479**

Company type	%
Brand (e.g. P&G, Unilever, etc.)	24
Creative agency	16
Media agency	24
Media/Tech	4
Industry association/trade body	4
Research/insights agency	2
I am a freelancer	3
Media – ad sales	5
Other	17

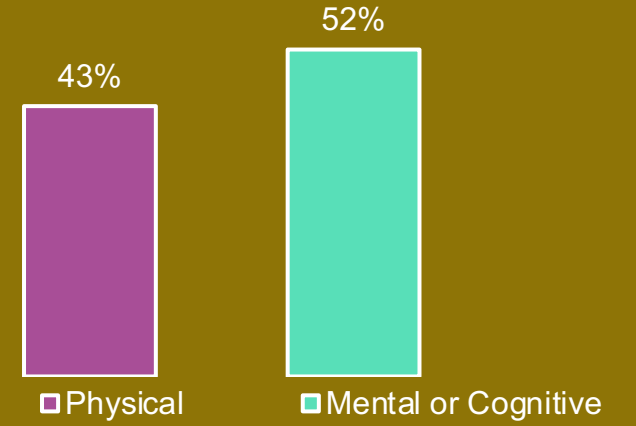
## Gender

	Women	Men	Gender non-conforming
DEI survey	67%	33%	-
National Average*	50%	50%	-

\*taken from national census data

## Disability Status

**5%** of respondents are Disabled  
Compared to 20% National Average



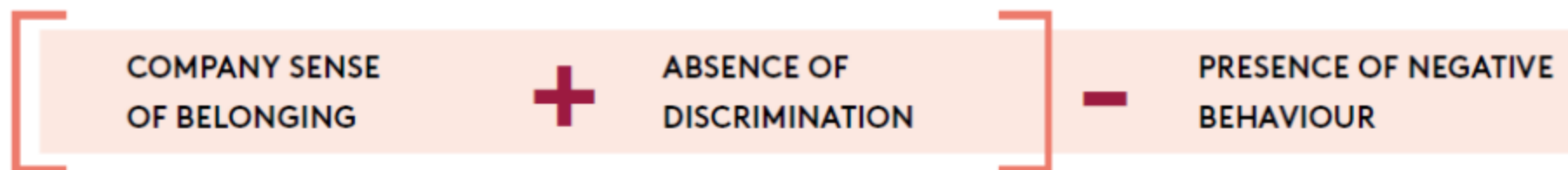
## About the Inclusion Index

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
Sweden	69%
Global average	64%

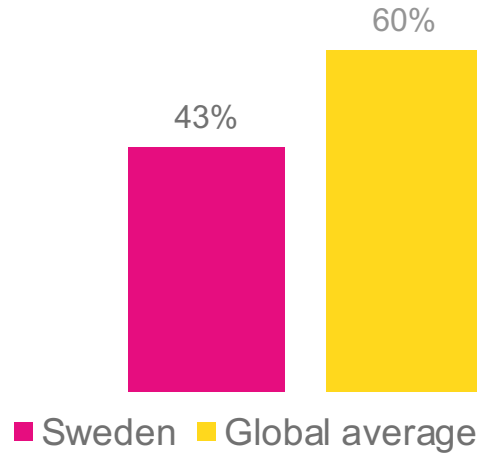
	Sense of Belonging	Absence of Discrimination	Presence of Demeaning Behaviour
Sweden	76%	97%	17%
Global average	68%	96%	18%

**2.  
Attitudes towards Diversity  
and Inclusion in the  
Workplace and the Industry**



# Sweden

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

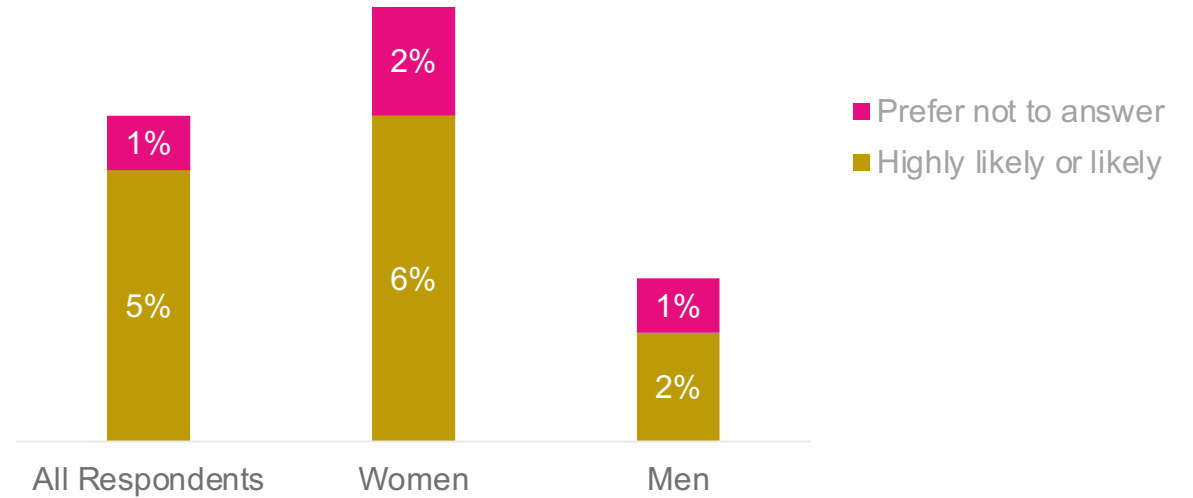
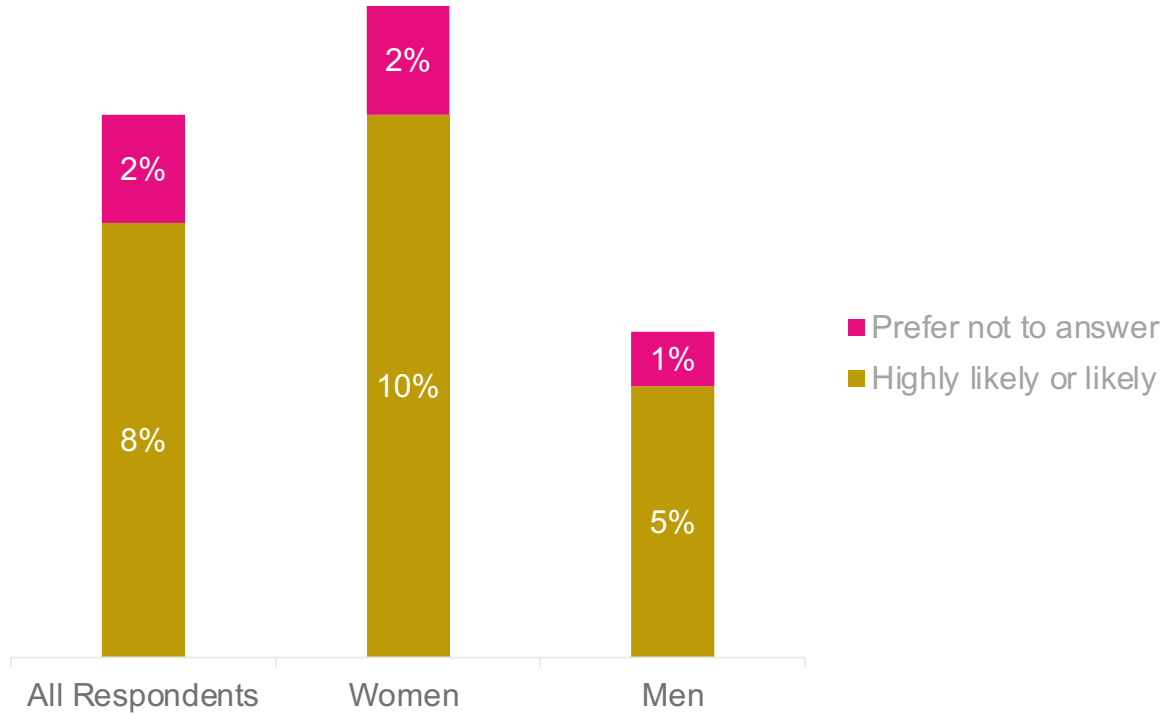


Sweden

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 on:**  
**Gender, Disability, Age, Family Responsibilities**

# Key Metrics

## Experiences of discrimination

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“At your company, have you personally experienced negative discrimination resulting from...”

## Escalation

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

## Sense of Belonging

---

“I feel like I belong at my company”

## 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 Sweden

7%

Of women respondents have experienced discrimination at their company based on their gender vs 7% global average. 4% of all respondents have witnessed discrimination against others due to their gender.

69%

Of women respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 85% of men.

77%

Of women respondents feel like they belong at their company, compared to 84% of men.

11%

Of women respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 10% of men.





## Age in Sweden

**23%**

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

**26%**

Of women respondents do not believe that their company treats all employees equally regardless of age, compared to 17% of men.

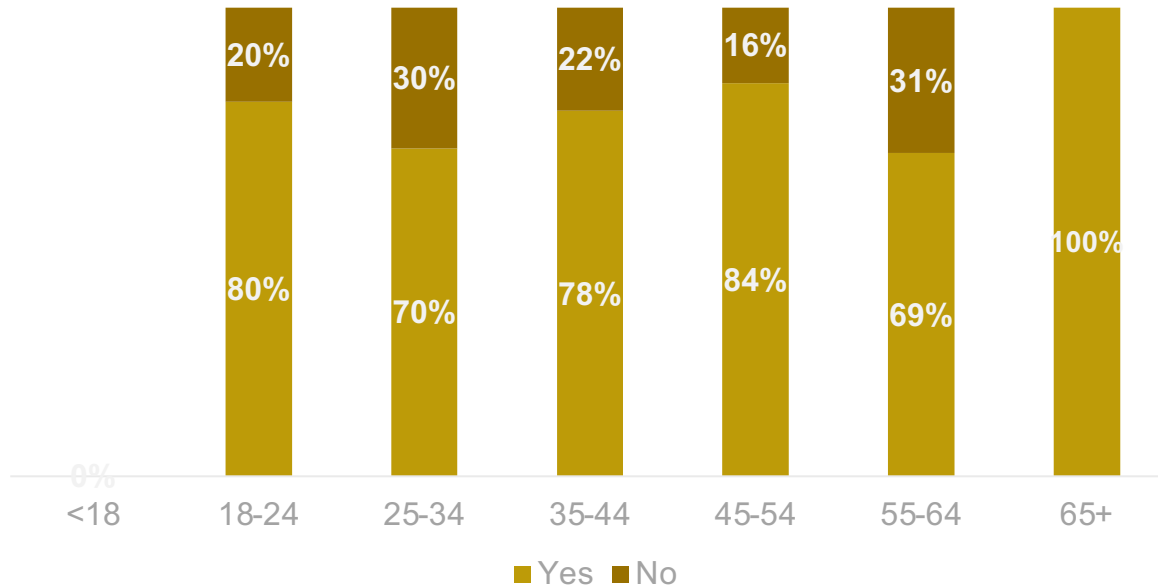
**37%**

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

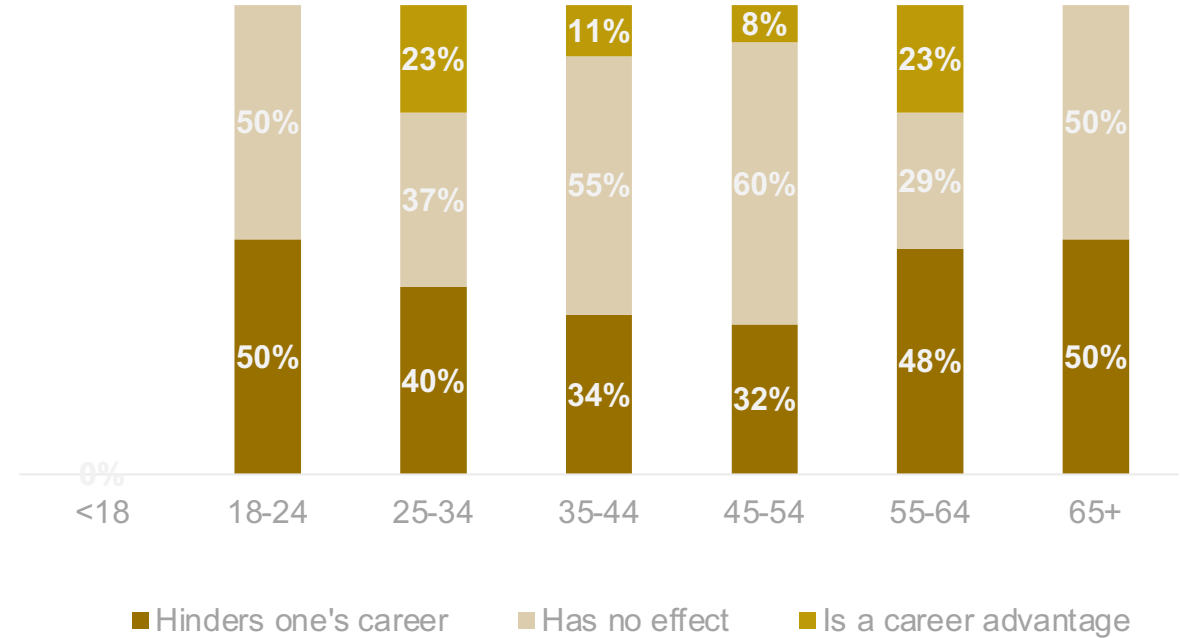


# Perceptions of Ageism in Sweden

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 Sweden

17%

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

24%

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

19%

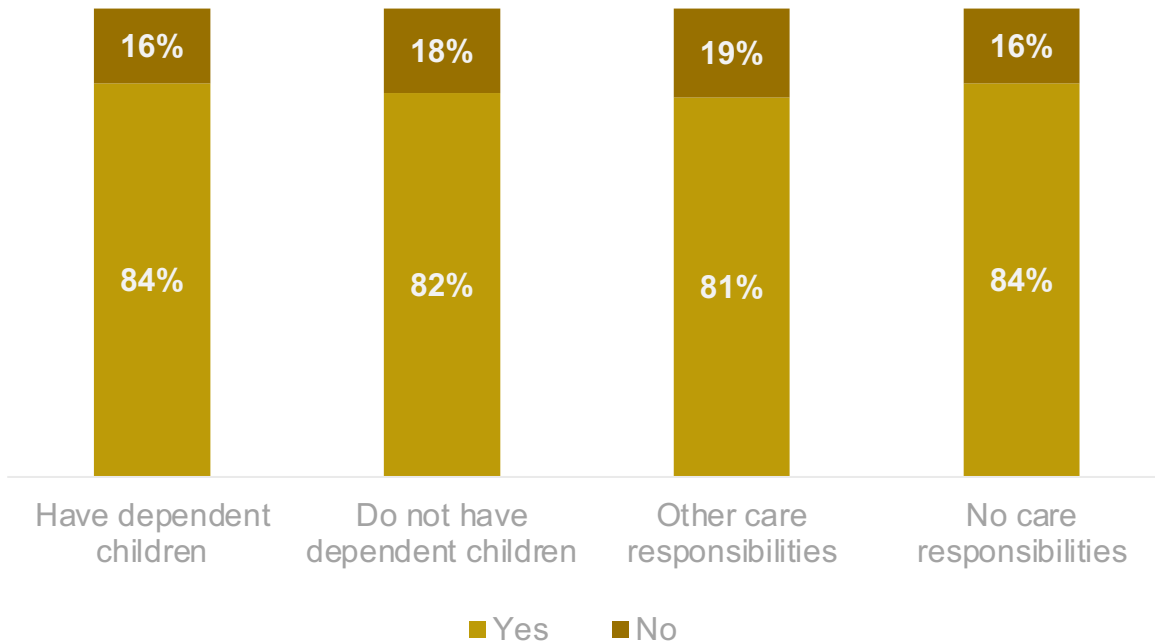
Of women respondents do not believe that their company treats all employees equally regardless of family status, compared to 12% of men.

26%

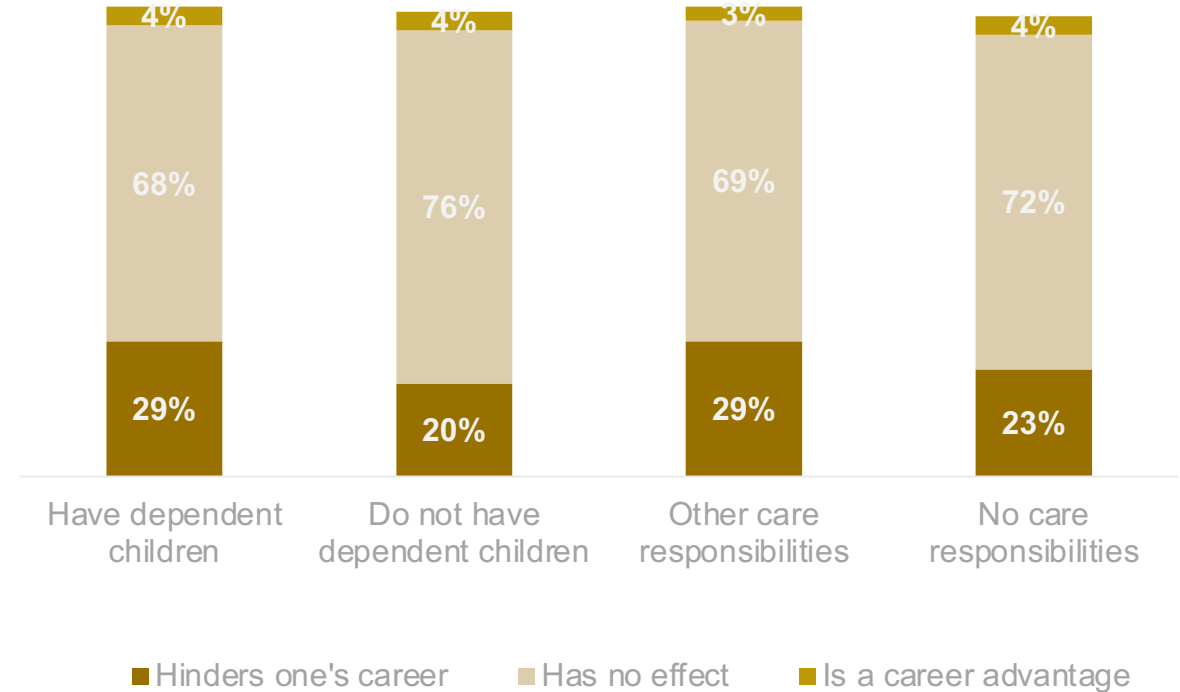
Of women respondents believe that family status can hinder one's career at their company, compared to 21% of men.

## Perceptions of Family Status in Sweden

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?



# 4. Next steps



## Follow up actions

18 October	18 October	Early December	Q1 2023	June 2023
Public release	WFA panel @ AWNY	WFA/VoxComm event	Wave II in field	Wave II results launched at Cannes Lions (TBD)
Press release with main global research findings; National Associations are invited to develop their own local releases based on their local reports	Results for USA and Canada presented at Advertising Week New York with panel ( <a href="#">details</a> )	Results presented and discussed with more detailed findings	WFA and partners to re-run the research; markets TBD	



### Your complimentary digital delegate pass for Advertising Week New York October 18

As a supporter of the initiative, you have complimentary access to all live and on-demand sessions at Advertising Week New York, including the WFA panel on October 18 at 11:30 am East Coast Time (details about the panel [here](#)).

To claim your digital pass click [here](#).



## 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.
  - Most 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

## Sweden and global data

	SWE	Global
<b>Inclusion Index</b>	<b>69%</b>	<b>64%</b>
<b>Company Sense of Belonging Percent</b>	<b>76%</b>	<b>68%</b>
I feel like I belong at my company - % agree	79%	72%
I am a valued and essential part of my direct team - % agree	92%	82%
I am a valued and essential part of my company - % agree	85%	70%
I am emotionally and socially supported at work - % agree	70%	61%
My unique attributes, characteristics, skills, experience and background are valued in my company - % agree	79%	73%
Most employees in my company feel comfortable being themselves - % agree	85%	74%
Senior management do not discriminate when it comes to hiring or career advancements of those that report into them - % agree	60%	52%
I am provided with sufficient support to develop my skills and progress my career - % agree	60%	59%
<b>Absence of Discrimination Percent</b>	<b>97%</b>	<b>96%</b>
My Age - Personally Discriminated at Company - % no	90%	92%
My Gender - Personally Discriminated at Company - % no	94%	95%
My Family Status - Personally Discriminated at Company - % no	95%	94%
My Ethnicity - Personally Discriminated at Company - % no	97%	96%
Religion - Personally Discriminated at Company - % no	99%	98%
Disability Status - Personally Discriminated at Company - % no	99%	99%
Sexual Orientation - Personally Discriminated at Company - % no	99%	99%
Appearance - Personally Discriminated at Company - % no	98%	95%
Social Class - Personally Discriminated at Company - % no	98%	97%
<b>Presence of Negative Behavior Percent</b>	<b>17%</b>	<b>18%</b>
Unfairly spoken over and not listened to in meetings - % yes	23%	22%
Learning Opportunities or progress restricted by senior colleagues - % yes	14%	18%
Undervalued compared to colleagues of equal competence - % yes	28%	29%
People taking sole credit for shared efforts - % yes	33%	32%
Bullied, undermined or harassed in any way - % yes	9%	14%
Physical harassment or violence - % yes	0%	1%
Exclusion from events/activities - % yes	9%	10%
Made to feel uncomfortable in the workplace - % yes	22%	17%