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IPA Diversity Survey 2017

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Background

In January 2016, IPA President Tom Knox set ambitious targets on gender and ethnic diversity representation for all the UK advertising, media and communications agencies to achieve by 2020.

The goals:

- On gender, women will hold 40% of senior positions within all agencies and at each stage of the career ladder (Executive or Assistant, Middle Manager, Head of Department, Director or Other Executive Management and amongst the Chair/CEO/MD level).
- On ethnic diversity, at least 15% of people in leadership positions in the IPA's biggest agencies will be from a non-white background.

These goals are in addition to the IPA's existing commitment to help the industry recruit 25% of new joiners from BAME backgrounds

Background

In April 2015 the then IPA President Tom Knox, addressed leading figures in the communications and wider business communities on his 'Here for Good' values-based agenda. The agenda sought to reassert, and secure for the future, advertising's role as a culturally, socially and economically enriching force for good.

He pledged to add to the existing work to attract and retain a talented and diverse workforce; to look at initiatives to ensure women are better represented in creative and senior roles. He also committed member agencies to contribute to an annual table in *Campaign* which lists the gender splits by seniority, as well as showing the percentage of BAME employees in each agency.

Sample structure and research methodology

In 2015 the IPA successfully initiated a pilot Gender and BAME survey among its member agencies with a gross income in excess of £20m or more than 200 employees. This generated responses from 39 member agencies (27 creative agencies and 12 media agencies). The results of this survey were reported in *Campaign* over two weeks in January 2016.

Following this successful pilot, the Gender and BAME survey was incorporated into the annual IPA Agency Census undertaken among all IPA member agencies. The data in this survey reports on the second iteration of this merged survey.

This survey was undertaken online between July and November 2017.

Survey response

230 member agencies were invited by email to respond to the survey on behalf of themselves or their group. A total of 128 survey responses were received out of the 230 contacted - representing 56% of those mailed.

The agencies responding account for 85.8% of the employed base in IPA member agencies.

Response by agency size and type was as follows:

- 91 creative agencies (Representing 81.5% of the employed base)

 - 57 with up to 200 employees.

 - 34 with more than 200 employees (or a gross income in excess of £20m).

- 37 media agencies (Representing 92.5% of the employed base)

 - 16 with up to 200 employees.

 - 21 with more than 200 employees (or a gross income in excess of £20m).

The overall findings are aggregated from the 128 survey responses, and those agencies with either staff of over 200 or with billings over £200m are specifically detailed within this deck.

Part 1 – Gender

Summary of Main Findings – All Agencies

- Overall across the industry there is an almost perfect gender diversity split with just under half of roles occupied by males and just over half occupied by females.
- In creative agencies 51.8% of the employed base are male indicating a slight bias towards males. While in media agencies the bias is towards females with 53.5% of the employed base female.
- The percentage of women in C-suite roles has progressed steadily from the 23.3% observed in 2006 to the 30.9% observed in this survey. The data trend suggests the percentage is inching towards the 40% target.
- In senior roles, below Executive Management, females account for 38.2% of Department Heads and 46.5% of Other Senior Roles, while in Middle Management and Junior roles they account for over 52.3% and 57.4% of employees respectively.
- Overall there are minor male/female salary differentials relative to the percentage of staff employed at the various grading levels covered by the survey.

* Chair/CEO/MD & Other Executive Management

Summary of Main Findings – Creative Agencies

- In creative agencies 51.8% of roles are occupied by males and 48.2% by females.
- Within the C-suite*, 30.4% of roles are occupied by females down slightly on the percentage reported in 2016. At the level of Chair/CEO/MD 27.4% of roles are occupied by females and 31.7% of roles at the level of Other Executive Management.
- Within creative agencies, 37.6% of Department Heads and 42.5% of Other Senior Staff are female, while at Middle Manager and Junior levels 50.3% and 57.8% respectively are female.
- In agencies with more than 200 employees or a gross income in excess of £20m, the percentage of females in a C-suite role stands at 31.3%. At the level of Chair/CEO/MD, 27.9% of roles are occupied by females and 32.6% at the level of Other Executive Management.

* Chair/CEO/MD & Other Executive Management

Summary of Main Findings – Media Agencies

- In media agencies 46.5% of employees are male and 53.5% female.
- Within the C-suite*, 31.8% of roles are occupied by females. Overall 25.6% of Chair/CEO/MD's and 34.6% of Other Executive Management are female.
- In larger media agencies 33.0% of roles within the C-suite are occupied by females; falling to 29.0% in smaller media agencies.
- In all media agencies females account for 38.9% of Department Heads and 52.1% of other senior staff, while at Middle Manager and Junior levels 55.3% and 56.9% respectively are female.

* Chair/CEO/MD & Other Executive Management

All Agencies Seniority & Salary Differentials

Gender Balance – All Agencies

% of Staff			
	Creative Agencies	Media Agencies	All Agencies
Male	51.8%	46.5%	49.5%
Female	48.2%	53.5%	50.5%

Text in green = achievement of gender balance

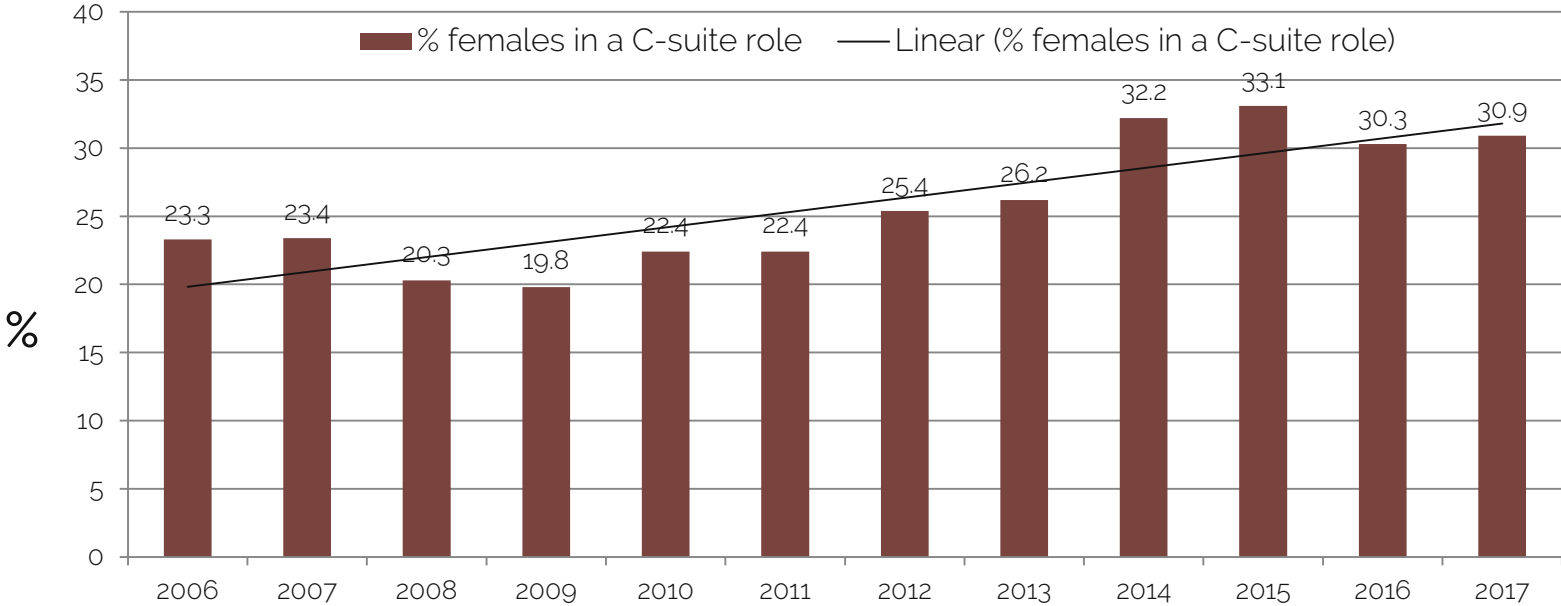
Gender Balance – All Agencies

	% of Staff			
	2016		2017	
	Male	Female	Male	Female
C-Suite	69.7%	30.3%	68.1%	30.9%
<i>Chair/CEO/MD</i>	<i>73.1%</i>	<i>26.9%</i>	<i>73.3%</i>	<i>26.7%</i>
<i>Other Executive Management</i>	<i>68.3%</i>	<i>31.7%</i>	<i>67.2%</i>	<i>32.8%</i>
Heads of Department	58.2%	41.8%	61.8%	38.2%
Other Senior Staff	51.0%	49.0%	53.5%	46.5%
Middle Managers	48.8%	51.2%	47.7%	52.3%
Junior/Executives/Assistants	44.0%	56.0%	42.6%	57.4%

Text in green = achievement of gender balance (40%+)



Gender Balance – All Agencies



Salary Differentials – All Agencies

Av % of Staff		
	Male	Female
Chair/CEO/MD	72.8%	27.2%
Other Executive Management	71.2%	28.8%
Heads of Department	62.8%	37.2%
Other Senior Staff	56.0%	44.0%
Middle Managers	48.1%	51.9%
Junior/Executives/Assistants	40.6%	59.4%

Av % of Salaries		
	Male	Female
Chair/CEO/MD	72.9%	27.1%
Other Executive Management	71.6%	28.4%
Heads of Department	64.1%	35.9%
Other Senior Staff	57.2%	42.8%
Middle Managers	47.9%	52.1%
Junior/Executives/Assistants	40.4%	59.6%

Base: Agencies providing salaries data

Creative Agencies Seniority & Salary Differentials

Gender Balance

All Creative Agencies

% of Staff			
	Up to 200 Employees	Over 200 Employees (or gross income £20m+)	All Creative Agencies
Male	50.9%	52.0%	51.8%
Female	49.1%	48.0%	48.2%

Text in green - achievement of gender balance

Gender Balance

All Creative Agencies

% of Staff				
	2016		2017	
	Male	Female	Male	Female
C-Suite	69.3%	30.7%	69.6%	30.4%
<i>Chair/CEO/MD</i>	<i>73.0%</i>	<i>27.0%</i>	<i>72.6%</i>	<i>27.4%</i>
<i>Other Executive Management</i>	<i>67.6%</i>	<i>32.4%</i>	<i>68.3%</i>	<i>31.7%</i>
Heads of Department	57.6%	42.4%	62.4%	37.6%
Other Senior Staff	54.9%	45.1%	57.5%	42.5%
Middle Managers	50.6%	49.4%	49.7%	50.3%
Junior/Executives/Assistants	44.6%	55.4%	42.2%	57.8%

Text in green - achievement of gender balance



Gender Balance

Creative Agencies - Up to 200 Employees (or Gross Income less than £20m)

	% of Staff			
	2016		2017	
	Male	Female	Male	Female
C-Suite	70.9%	29.1%	70.4 %	29.6%
<i>Chair/CEO/MD</i>	<i>75.6%</i>	<i>24.4%</i>	<i>73.2%</i>	<i>26.8%</i>
<i>Other Executive Management</i>	<i>67.4%</i>	<i>32.6%</i>	<i>70.1%</i>	<i>29.9%</i>
Heads of Department	56.8%	43.2%	61.1%	38.9%
Other Senior Staff	53.4%	46.6%	58.3%	41.7%
Middle Managers	50.9%	49.1%	46.5%	53.5%
Junior/Executives/Assistants	44.9%	55.1%	41.8%	58.2%

Text in green - achievement of gender balance

Gender Balance

Creative Agencies - More than 200 Employees (or Gross Income £20m+)

	% of Staff			
	2016		2017	
	Male	Female	Male	Female
C-Suite	69.3%	31.7%	68.7%	31.3%
<i>Chair/CEO/MD</i>	70.1%	29.9%	72.1%	27.9%
<i>Other Executive Management</i>	68.4%	31.6%	67.4%	32.6%
Heads of Department	58.1%	41.9%	63.2%	36.8%
Other Senior Staff	55.3%	44.7%	57.2%	42.8%
Middle Managers	50.5%	49.5%	50.7%	49.3%
Junior/Executives/Assistants	44.5%	55.5%	42.3%	57.7%

Text in green = achievement of gender balance



Salary Differentials

All Creative Agencies

Av % of Staff		
	Male	Female
Chair/CEO/MD	73.6%	26.4%
Other Executive Management	72.8%	27.2%
Heads of Department	63.2%	36.8%
Other Senior Staff	58.4%	41.6%
Middle Managers	48.8%	51.2%
Junior/Executives/Assistants	40.6%	59.4%

Av % of Salaries		
	Male	Female
Chair/CEO/MD	73.4%	26.6%
Other Executive Management	73.9%	26.1%
Heads of Department	64.8%	35.2%
Other Senior Staff	59.6%	40.4%
Middle Managers	47.9%	52.1%
Junior/Executives/Assistants	40.2%	59.8%

Base: Agencies providing salaries data

Salary Differentials

Creative Agencies - Up to 200 Employees (or Gross Income less than £20m)

Av % of Staff		
	Male	Female
Chair/CEO/MD	73.4%	26.6%
Other Executive Management	76.3%	23.7%
Heads of Department	64.3%	35.7%
Other Senior Staff	59.0%	41.0%
Middle Managers	46.9%	53.1%
Junior/Executives/Assistants	40.6%	59.4%

Av % of Salaries		
	Male	Female
Chair/CEO/MD	73.0%	27.0%
Other Executive Management	76.8%	23.2%
Heads of Department	67.0%	33.0%
Other Senior Staff	58.4%	41.6%
Middle Managers	47.4%	52.6%
Junior/Executives/Assistants	39.2%	60.8%

Base: Agencies providing salaries data

Salary Differentials

Creative Agencies – More than 200 Employees (or Gross Income £20m+)

Av % of Staff		
	Male	Female
Chair/CEO/MD	74.0%	26.0%
Other Executive Management	67.3%	32.7%
Heads of Department	61.2%	38.8%
Other Senior Staff	57.4%	42.6%
Middle Managers	52.3%	47.7%
Junior/Executives/Assistants	40.5%	59.5%

Av % of Salaries		
	Male	Female
Chair/CEO/MD	72.9%	27.1%
Other Executive Management	71.5%	28.5%
Heads of Department	62.5%	37.5%
Other Senior Staff	60.6%	39.4%
Middle Managers	50.6%	49.4%
Junior/Executives/Assistants	43.7%	56.3%

Base: Agencies providing salaries data

Media Agencies Seniority & Salary Differentials

Gender Balance

All Media Agencies

% of Staff			
	Up to 200 Employees	Over 200 Employees (or gross income £20m+)	All Media Agencies
Male	47.5%	46.3%	46.5%
Female	52.5%	53.7%	53.5%

Text in green - achievement of gender balance

Gender Balance

All Media Agencies

	% of Staff			
	2016		2017	
	Male	Female	Male	Female
C-Suite	70.5%	29.5%	68.2%	31.8%
<i>Chair/CEO/MD</i>	73.5%	26.5%	74.4%	25.6%
<i>Other Executive Management</i>	69.5%	30.5%	65.4%	34.6%
Heads of Department	58.7%	41.3%	61.1%	38.9%
Other Senior Staff	45.6%	54.4%	47.9%	52.1%
Middle Managers	45.7%	54.3%	44.7%	55.3%
Junior/Executives/Assistants	43.3%	56.7%	43.1%	56.9%

Text in green - achievement of gender balance

Gender Balance

Media Agencies – Up to 200 Employees (or less than £20m Gross Income)

	% of Staff			
	2016		2017	
	Male	Female	Male	Female
C-Suite	78.4%	21.6%	71.0%	29.0%
<i>Chair/CEO/MD</i>	84.8%	15.2%	80.5%	19.5%
<i>Other Executive Management</i>	73.2%	26.8%	63.5%	36.5%
Heads of Department	55.1%	44.9%	61.4%	38.6%
Other Senior Staff	44.3%	55.7%	48.1%	51.9%
Middle Managers	45.9%	54.1%	43.4%	56.6%
Junior/Executives/Assistants	40.4%	59.6%	43.8%	56.2%

Text in green - achievement of gender balance

Gender Balance

Media Agencies – More than 200 Employees (or more than £20m Gross Income)

	% of Staff			
	2016		2017	
	Male	Female	Male	Female
C-Suite	68.6%	31.4%	67.0%	33.0%
<i>Chair/CEO/MD</i>	<i>67.7%</i>	<i>32.3%</i>	<i>70.5%</i>	<i>29.5%</i>
<i>Other Executive Management</i>	<i>68.9%</i>	<i>31.1%</i>	<i>65.7%</i>	<i>34.3%</i>
Heads of Department	59.7%	40.3%	61.0%	39.0%
Other Senior Staff	45.8%	54.2%	47.8%	52.2%
Middle Managers	45.7%	54.3%	44.7%	55.3%
Junior/Executives/Assistants	43.8%	56.2%	43.1%	56.9%

Text in green - achievement of gender balance

Salary Differentials All Media Agencies

Av % of Staff		
	Male	Female
Chair/CEO/MD	70.6%	29.4%
Other Executive Management	67.0%	33.0%
Heads of Department	61.5%	38.5%
Other Senior Staff	49.7%	50.3%
Middle Managers	46.2%	53.8%
Junior/Executives/Assistants	40.6%	59.4%

Av % of Salaries		
	Male	Female
Chair/CEO/MD	71.7%	28.3%
Other Executive Management	65.3%	34.7%
Heads of Department	62.1%	37.9%
Other Senior Staff	50.7%	49.3%
Middle Managers	47.9%	52.1%
Junior/Executives/Assistants	41.1%	58.9%

Base: Agencies providing salaries data

Salary Differentials

Media Agencies – Up to 200 Employees (or less than £20m Gross Income)

Av % of Staff		
	Male	Female
Chair/CEO/MD	79.2%	20.8%
Other Executive Management	69.2%	30.8%
Heads of Department	62.7%	37.3%
Other Senior Staff	44.6%	55.4%
Middle Managers	47.7%	52.3%
Junior/Executives/Assistants	38.4%	61.6%

Av % of Salaries		
	Male	Female
Chair/CEO/MD	82.2%	17.8%
Other Executive Management	65.1%	34.9%
Heads of Department	62.4%	37.6%
Other Senior Staff	44.6%	55.4%
Middle Managers	48.9%	51.1%
Junior/Executives/Assistants	38.6%	61.4%

Base: Agencies providing salaries data

Salary Differentials

Media Agencies – More than 200 Employees (or more than £20m Gross Income)

Av % of Staff		
	Male	Female
Chair/CEO/MD	74.0%	26.0%
Other Executive Management	67.3%	32.7%
Heads of Department	61.2%	38.8%
Other Senior Staff	57.4%	42.6%
Middle Managers	52.3%	47.7%
Junior/Executives/Assistants	40.5%	59.5%

Av % of Salaries		
	Male	Female
Chair/CEO/MD	72.9%	27.1%
Other Executive Management	71.5%	28.5%
Heads of Department	62.5%	37.5%
Other Senior Staff	60.6%	39.4%
Middle Managers	50.6%	49.4%
Junior/Executives/Assistants	43.7%	56.3%

Base: Agencies providing salaries data

Agency Data

Gender Balance

Creative Agencies - More than 200 Employees (or Gross Income £20m+)

	% of Staff																	
	C-Suite		Chair/CEO/MD		Other Executive Management		Heads of Department		Senior Staff		Middle Managers		Junior		Other Staff**		All Staff	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Abbott Mead Vickers BBDO	67	33	75	25	65	35	36	64	62	38	50	50	46	54	-	-	50	50
adam&eveDDB	83	17	86	14	82	18	66	34	70	30	46	54	40	60	-	-	51	49
Bartle Bogle Hegarty*	67	33	100	0	67	33	-	-	-	-	-	-	-	-	45	55	46	54
Dentsu Aegis Creative	61	39	43	57	73	27	59	41	48	52	48	52	50	50	-	-	50	50
FCB Inferno	44	56	50	50	43	57	62	38	38	62	57	43	44	56	-	-	51	49
Geometry Global	73	27	0	100	80	20	73	27	67	33	65	35	42	58	-	-	60	40
Grey London	50	50	50	50	50	50	67	33	54	46	41	59	43	57	-	-	45	55
Havas Worldwide London	50	50	100	0	40	60	44	56	56	44	49	51	39	61	-	-	47	53
Imagination	96	4	100	0	95	5	76	24	59	41	59	41	37	63	-	-	59	41
Iris Worldwide	65	35	67	33	64	36	73	27	64	36	49	51	45	55	-	-	54	46

* As at 31.12.16 – Source Re:Sources UK **the Publicis Groupe does not capture and report data under the headings “Heads of Department”, “Senior Staff”, “Middle Managers” and/or “Junior”. The data in this column includes all staff below “Other Executive Management level”

Gender Balance

Creative Agencies - More than 200 Employees (or Gross Income £20m+)

	% of Staff																	
	C-Suite		Chair/CEO/MD		Other Executive Management		Heads of Department		Senior Staff		Middle Managers		Junior		Other Staff**		Total	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
J Walter Thompson	62	38	100	0	57	43	40	60	72	28	41	59	28	72	-	-	47	53
Karmarama	86	14	100	0	80	20	69	31	-	-	56	44	39	61	-	-	51	49
Leo Burnett*	60	40	100	0	50	50	-	-	-	-	-	-	-	-	47	53	47	53
M&C Saatchi	70	30	75	25	67	33	69	31	67	33	63	37	45	55	-	-	57	43
McCann Central	77	23	86	14	72	28	67	33	51	49	45	55	34	66	-	-	48	52
McCann London	57	43	83	17	38	63	56	44	51	49	42	58	35	65	-	-	44	56
McCann Manchester	60	40	67	33	58	42	65	35	54	46	47	53	48	52	-	-	50	50
Mother	60	40	-	-	60	40	33	67	55	45	46	54	38	62	-	-	45	55
MullenLowe London	89	11	100	0	83	17	55	45	47	53	47	53	40	60	-	-	50	50
Ogilvy & Mather Group UK	62	38	47	53	65	35	72	28	43	57	53	47	44	56	-	-	47	53

* As at 31.12.16 – Source Re:Sources UK **the Publicis Groupe does not capture and report data under the headings “Heads of Department”, “Senior Staff”, “Middle Managers” and/or “Junior”. The data in this column includes all staff below “Other Executive Management level”

Gender Balance

Creative Agencies - More than 200 Employees (or Gross Income £20m+)

	% of Staff																		
	C-Suite		Chair/CEO/MD		Other Executive Management		Heads of Department		Senior Staff		Middle Managers		Junior		Other Staff**		Total		
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	
Publicis*	62	38	50	50	64	36										43	57	44	56
RAPP	57	43	100	0	40	60	50	50	70	30	59	41	31	69	-	-	56	44	
Y&R London	80	20	100	0	67	33	60	40	56	44	69	31	47	53	-	-	57	43	
Saatchi & Saatchi*	56	44	100	0	50	50	-	-	-	-	-	-	-	-	-	52	48	52	48
Sapient*	84	16	100	0	80	20	-	-	-	-	-	-	-	-	-	69	31	70	30
TBWA\London	100	0	-	-	100	0	55	45	54	46	67	33	45	55	-	-	54	46	
VCCP Group Ltd	52	48	57	43	45	55	55	45	53	47	46	54	45	55	-	-	48	52	
WCRC	100	0	100	0	100	0	58	42	62	38	62	38	33	67	-	-	58	42	
Wieden + Kennedy	60	40	67	33	50	50	58	42	58	42	47	53	34	66	-	-	48	52	
Wunderman	75	25	50	50	100	0	82	18	65	35	48	52	37	63	-	-	49	51	

* As at 31.12.16 – Source Re:Sources UK **the Publicis Groupe does not capture and report data under the headings “Heads of Department”, “Senior Staff”, “Middle Managers” and/or “Junior”. The data in this column includes all staff below “Other Executive Management level”

Gender Balance

Media Agencies - More than 200 Employees (or Gross Income £20m+)

	% of Staff																	
	C-Suite		Chair/CEO/MD		Other Executive Management		Heads of Department		Senior Staff		Middle Managers		Junior		Other Staff**		All Staff	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Amplifi	43	67	100	0	33	67	62	38	38	62	45	55	42	58	-	-	43	57
Carat	70	30	-	-	70	30	75	25	45	55	40	60	32	68	-	-	42	58
DentsuAegis Media Network	68	32	60	40	71	29	59	41	37	63	33	67	33	67	-	-	40	60
Havas Media Group	75	25	74	26	78	22	66	34	87	13	46	54	40	60	-	-	48	52
IPG Mediabrands	85	15	81	19	90	10	65	35	61	39	51	49	49	51	-	-	54	46
iProspect	62	38	33	67	80	20	60	40	61	39	60	40	54	46	-	-	57	43
Kinetic	89	11	100	0	86	14	42	58	57	43	56	44	43	57	-	-	47	53
Manning Gottlieb OMD	47	53	50	50	47	53	53	47	43	57	42	58	46	54	-	-	44	56
Maxus Communications UK	67	33	50	50	70	30	74	26	52	48	36	64	45	55	-	-	48	52
MEC London/Manchester	74	26	80	20	71	29	63	37	43	57	48	52	42	58	-	-	47	53

Gender Balance

Media Agencies - More than 200 Employees (or Gross Income £20m+)

	% of Staff																	
	C-Suite		Chair/CEO/MD		Other Executive Management		Heads of Department		Senior Staff		Middle Managers		Junior		Other Staff**		All Staff	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Mediacom	56	44	50	50	56	44	56	44	43	57	42	58	38	62	-	-	43	57
MediaCom North	75	25	83	17	50	50	71	29	65	35	45	55	45	55	-	-	49	51
Mindshare UK	50	50	0	100	75	25	64	36	45	55	43	57	35	65	-	-	41	59
OMD	54	46	100	0	52	48	53	47	71	29	43	57	47	53	-	-	48	52
PHD UK	57	43	50	50	58	42	49	51	43	57	49	51	43	57	-	-	46	54
Starcom*	58	42	-	-	58	42	-	-	-	-	-	-	-	-	42	58	42	58
ZenithOptimedia*	68	32	75	25	67	33	-	-	-	-	-	-	-	-	44	56	45	55

* As at 31.12.16 – Source Re:Sources UK **the Publicis Groupe does not capture and report data under the headings “Heads of Department”, “Senior Staff”, “Middle Managers” and/or “Junior”. The data in this column includes all staff below “Other Executive Management level”

** Executive Management Committee

Part 2 – Ethnicity

Summary of Main Findings – All Agencies

- 12.9% of employees were identified as coming from a BAME background up from 12.0% in the 2016 survey. The overall trend remains on an upward path with BAME representation in IPA member agencies having more than doubled from the 6.1% when first tracked in the 2007 IPA Agency Census.
- In creative agencies 10.7% of employees are from a BAME background while in media agencies the percentage rises to 15.0%.
- There has been a marginal year-on-year decrease in roles within the C-suite* held by individuals from a BAME background, down from 5.2% in 2016 to 4.7% in 2017.
- Representation of individuals from a BAME background is highest at Junior level where it reaches 16.4%.

* Chair/CEO/MD & Other Executive Management

Summary of Main Findings – Creative Agencies

- In creative agencies 10.7% of employees were identified as coming from a BAME background up marginally on the 9.9% reported in 2016.
- In smaller creative agencies the percentage of employees from a BAME background has increased significantly from the 7.0% reported in 2016 and now stands at 12.5%.
- Within the C-suite* at the level of Chair/CEO/MD in creative agencies only 2.8% of roles are occupied by individuals from a BAME background while in Other Executive Management roles this rises to 5.0%.

* Chair/CEO/MD & Other Executive Management

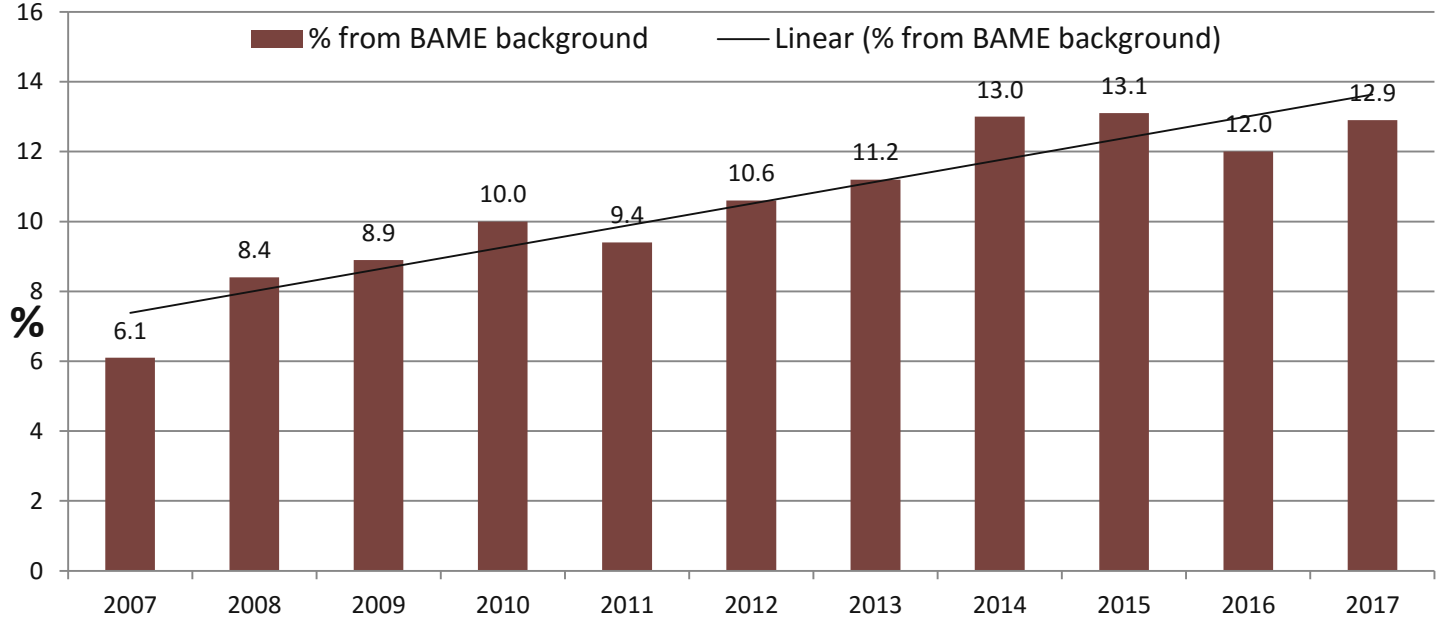
Summary of Main Findings – Media Agencies

- 15.0% of employees in media agencies were identified as coming from a BAME background up from 14.4% in 2016.
- Within the C-Suite* only 5.4% of roles are occupied by individuals from a BAME background.
- The highest proportion of individuals from a BAME background are to be found in Junior Positions (17.9%) and among Middle Managers (15.9%).
- In larger media agencies, 15.6% of individuals are identified as coming from a BAME background, up from 14.3% in 2016, while in smaller media agencies the figure has declined from 15.3% to 12.5%.

* Chair/CEO/MD & Other Executive Management

All Agencies

Ethnic Diversity in IPA member agencies



Ethnic Diversity – All Agencies

% of employees by grade

	2016		2017	
	White	BAME	White	BAME
C-Suite	94.8%	5.2%	95.3%	4.7%
<i>Chair/CEO/MD</i>	95.3%	4.7%	98.0%	2.0%
<i>Other Executive Management</i>	94.5%	5.5%	93.8%	6.2%
Heads of Department	92.6%	7.4%	91.7%	8.3%
Other Senior Staff	89.9%	10.1%	89.5%	10.5%
Middle Managers	87.7%	12.3%	87.4%	12.6%
Junior/Executives/Assistants	85.0%	15.0%	83.6%	16.4%
All employees	88.0%	12.0%	87.1%	12.9%

Base: Agencies providing ethnicity data

Creative Agencies

Ethnic Diversity - Creative Agencies

% Employees by Grade

	2016		2017	
	White	BAME	White	BAME
C-Suite	94.2%	5.8%	95.7%	4.3%
<i>Chair/CEO/MD</i>	94.7%	5.3%	97.2%	2.8%
<i>Other Executive Management</i>	94.0%	6.0%	95.0%	5.0%
Heads of Department	93.5%	6.5%	93.5%	6.5%
Other Senior Staff	92.7%	7.3%	90.0%	10.0%
Middle Managers	89.5%	10.5%	89.7%	10.3%
Junior/Executives/Assistants	87.6%	12.4%	85.8%	14.2%
All employees	90.1%	9.9%	89.3%	10.7%

Base: Agencies providing ethnicity data



Ethnic Diversity - Creative Agencies Up to 200 Employees (or Gross Income less than £20m)

% Employees by Grade

	2016		2017	
	White	BAME	White	BAME
C-Suite	96.5%	3.5%	93.4%	6.6%
<i>Chair/CEO/MD</i>	94.8%	5.2%	97.7%	2.3%
<i>Other Executive Management</i>	97.8%	2.2%	89.4%	10.6%
Heads of Department	93.2%	6.8%	90.1%	9.9%
Other Senior Staff	94.6%	5.4%	91.6%	8.4%
Middle Managers	91.9%	8.1%	88.4%	11.6%
Junior/Executives/Assistants	92.2%	7.8%	83.8%	16.2%
All employees	93.0%	7.0%	87.5%	12.5%

Base: Agencies providing ethnicity data

Ethnic Diversity - Creative Agencies

More than 200 Employees (or Gross Income £20m+)

% Employees by Grade

	2016		2017	
	White	BAME	White	BAME
C-Suite	92.3%	7.7%	95.4%	4.6%
<i>Chair/CEO/MD</i>	94.5%	5.5%	98.7%	1.3%
<i>Other Executive Management</i>	91.5%	8.5%	93.9%	6.1%
Heads of Department	93.6%	6.4%	93.0%	7.0%
Other Senior Staff	92.1%	7.9%	89.9%	10.1%
Middle Managers	88.8%	11.2%	89.2%	10.8%
Junior/Executives/Assistants	85.7%	14.3%	85.2%	14.8%
All employees	88.9%	11.1%	88.7%	11.3%

Base: Agencies providing ethnicity data

Media Agencies

Ethnic Diversity - Media Agencies

% Employees by Grade

	2016		2017	
	White	BAME	White	BAME
C-Suite	95.8%	4.2%	94.6%	5.4%
<i>Chair/CEO/MD</i>	96.9%	3.1%	99.1%	0.9%
<i>Other Executive Management</i>	95.5%	4.5%	92.1%	7.9%
Heads of Department	91.8%	8.2%	89.9%	10.1%
Other Senior Staff	86.7%	13.3%	88.9%	11.1%
Middle Managers	85.3%	14.7%	84.1%	15.9%
Junior/Executives/Assistants	82.5%	17.5%	82.1%	17.9%
All employees	85.6%	14.4%	85.0%	15.0%

Base: Agencies providing ethnicity data

Ethnic Diversity - Media Agencies Up to 200 Employees (or Gross Income less than £20m)

% Employees by Grade

	2016		2017*	
	White	BAME	White	BAME
C-Suite	96.7%	3.3%	93.4%	6.6%
<i>Chair/CEO/MD</i>	100.0%	0.0%	97.7%	2.3%
<i>Other Executive Management</i>	94.9%	5.1%	89.4%	10.6%
Heads of Department	88.6%	11.4%	90.1%	9.9%
Other Senior Staff	88.0%	12.0%	91.6%	8.4%
Middle Managers	83.3%	16.7%	88.4%	11.6%
Junior/Executives/Assistants	80.2%	19.8%	83.8%	16.2%
All employees	84.7%	15.3%	87.5%	12.5%

Base: Agencies providing ethnicity data

Ethnic Diversity - Media Agencies

More than 200 Employees (or Gross Income £20m+)

% Employees by Grade

	2016		2017	
	White	BAME	White	BAME
C-Suite	95.6%	4.4%	95.2%	4.8%
<i>Chair/CEO/MD</i>	95.5%	4.5%	100.0%	0.0%
<i>Other Executive Management</i>	95.6%	4.4%	93.1%	6.9%
Heads of Department	92.6%	7.4%	89.8%	10.2%
Senior Staff	86.6%	13.4%	88.2%	11.8%
Middle Managers	85.5%	14.5%	83.4%	16.6%
Junior/Executives/Assistants	82.8%	17.2%	81.7%	18.3%
All employees	85.7%	14.3%	84.4%	15.6%

Base: Agencies providing ethnicity data

Agency Data

Ethnicity

Creative Agencies - More than 200 Employees (or Gross Income £20m+)

	% of Staff															
	C-Suite		Chair/CEO/MD		Other Executive Management		Heads of Department		Senior Staff		Middle Managers		Junior		All Staff	
	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME
Abbott Mead Vickers BBDO	95	5	100	0	87	13	86	14	93	7	91	9	87	13	89	11
adam&eveDDB	100	0	100	0	100	0	89	11	92	8	88	12	82	18	88	12
Dentsu Aegis Creative	94	6	86	14	100	0	91	9	87	13	90	10	82	18	87	13
FCB Inferno	100	0	100	0	100	0	88	12	92	8	96	4	79	21	90	10
Geometry Global	91	9	100	0	90	10	91	9	94	6	88	12	90	10	90	10
Grey London	88	12	100	0	50	50	89	11	88	12	90	10	90	10	90	10
Havas Worldwide London	100	0	100	0	100	0	100	0	100	0	83	17	80	20	84	16
Imagination	100	0	100	0	100	0	96	4	93	7	87	13	67	33	86	14
Iris Worldwide	94	6	100	0	92	8	75	25	88	12	93	7	77	23	87	13

Ethnicity

Creative Agencies - More than 200 Employees (or Gross Income £20m+)

	% of Staff															
	C-Suite		Chair/CEO/M D		Other Executive Management		Heads of Department		Senior Staff		Middle Managers		Junior		All Staff	
	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME
J Walter Thompson	75	25	100	0	71	29	100	0	95	5	88	12	87	13	90	10
Karmarama	100	0	100	0	100	0	94	6	-	-	90	10	89	11	90	10
M&C Saatchi	100	0	100	0	100	0	94	6	88	12	82	18	76	24	83	17
McCann Central	95	5	100	0	92	8	100	0	91	9	93	7	82	18	90	10
McCann Manchester	93	7	100	0	83	17	96	4	91	9	96	4	95	5	95	5
MullenLowe London	100	0	100	0	100	0	95	5	67	33	86	14	82	18	78	22

* As at 31.12.16 – Source Re:Sources UK **the Publicis Groupe does not capture and report data under the headings “Heads of Department”, “Senior Staff”, “Middle Managers” and/or “Junior”. The data in this column includes all staff below “Other Executive Management level”

Ethnicity

Creative Agencies - More than 200 Employees (or Gross Income £20m+)

% of Staff																
	C-Suite		Chair/CEO/MD		Other Executive Management		Heads of Department		Senior Staff		Middle Managers		Junior		All Staff	
	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME
RAPP	100	0	100	0	100	0	100	0	90	10	83	17	84	16	84	16
Y&R London	100	0	100	0	100	0	100	0	100	0	88	12	94	6	94	6
TBWA\London	100	0	-	-	100	0	91	9	89	11	90	10	73	27	82	18
WCRS	100	0	100	0	100	0	100	0	100	0	96	4	88	12	96	4
Wieden + Kennedy	100	0	100	0	100	0	100	0	92	8	92	8	80	20	90	10

* As at 31.12.16 – Source Re:Sources UK **the Publicis Groupe does not capture and report data under the headings “Heads of Department”, “Senior Staff”, “Middle Managers” and/or “Junior”. The data in this column includes all staff below “Other Executive Management level”

Ethnicity

Media Agencies - More than 200 Employees (or Gross Income £20m+)

	% of Staff															
	C-Suite		Chair/CEO/MD		Other Executive Management		Heads of Department		Senior Staff		Middle Managers		Junior		All Staff	
	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME
Amplifi	100	0	100	0	100	0	90	10	87	13	86	14	84	16	85	15
Carat	100	0	100	0	100	0	100	0	85	15	87	13	89	11	87	13
Dentsu Agegis Media Network	97	3	100	0	96	4	90	10	85	15	77	23	89	11	84	16
Havas Media Group	100	0	100	0	100	0	92	8	75	25	88	12	77	23	80	20
iProspect	88	12	100	0	80	20	94	6	88	12	84	16	83	17	84	16
Kinetic	100	0	100	0	100	0	75	25	100	0	100	0	88	12	89	11
Manning Gottlieb OMD	100	0	100	0	100	0	88	12	94	6	82	18	85	15	86	14
Maxus Communications UK	96	4	100	0	95	5	74	26	89	11	70	30	67	33	75	25
MEC London/Manchester	89	11	100	0	86	14	92	8	97	3	84	16	83	17	88	12

Ethnicity

Media Agencies - More than 200 Employees (or Gross Income £20m+)

% of Staff																
	C-Suite		Chair/CEO/MD		Other Executive Management		Heads of Department		Senior Staff		Middle Managers		Junior		All Staff	
	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME	White	BAME
MediaCom North	100	0	100	0	100	0	100	0	100	0	87	13	87	13	89	11
Mindshare UK	100	0	100	0	100	0	80	20	80	20	85	15	72	28	78	22
OMD	81	19	100	0	80	20	88	12	80	20	81	19	81	19	81	19
PHD UK	100	0	100	0	100	0	93	7	81	19	83	17	87	13	86	14