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IPA Diversity Survey 2018

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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 September and November 2018.

Survey response

230 member agencies were invited by email to respond to the survey on behalf of themselves or their group. A total of 105 survey responses were received out of the 230 contacted - representing 45.6% of those mailed.

Response by agency size and type was as follows:

71 creative agencies

45 with up to 200 employees.

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

34 media agencies

18 with up to 200 employees.

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

Part 1 – Gender

Summary of Main Findings – All Agencies

- Among those agencies responding to the survey in 2018, 47.4% of roles are occupied by males and 52.6% occupied by females. (Page 13)
- In creative agencies, 49.5% of the employed base are male and 50.5% female while in media agencies 45.2% of roles are occupied by males and 54.8% by females.
- The percentage of women in C-suite* roles has progressed steadily from the 23.3% observed in 2006 to the 32.7% observed in this survey. The data trend suggests the percentage is moving steadily towards the 40% target. (Page 14)
- In senior roles, below Executive Management, females account for 43.5% of Department Heads and Other Senior Roles, while in Middle Management and Junior roles they account for over 51.2% and 58.0% of employees respectively.

* Chair/CEO/MD & Other Executive Management/Other C Suite

Summary of Main Findings – Creative Agencies

- In creative agencies, 49.5% of roles are occupied by males and 50.5 % by females. (Page 20)
- Within the C-suite* 32.8% of roles are occupied by females, up from the 30.5% recorded in 2017. At the level of Chair/CEO/MD 28.5% of roles are occupied by females as are 34.9% of roles at the level of Other Executive Management. (Page 21)
- Within creative agencies, 42.8% of Department Heads and 39.3% of Other Senior Staff are female, while at Middle Manager and Junior levels 48.6% and 57.7% respectively are female.
- In agencies with less than 200 employees, the percentage of females in a C-Suite role stands at 34.8% up from 29.6% in 2017. At the level of Chair/CEO/MD 26.9% of roles are occupied by females and 41.4% at the level of Other Executive Management/C-Suite. (Page 22)

* Chair/CEO/MD & Other Executive Management

Summary of Main Findings – Creative Agencies

- In creative 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 31.7%, up marginally from 31.5% in 2017. At the level of Chair/CEO/MD, 30.1% of roles are occupied by females while at the level of Other Executive Management 32.3% are occupied by females. Among Heads of Department 42.1% of roles are occupied by females, passing the gender diversity target of 40%. (Page 23)
- Among those agencies that provided salaries data there is a noticeable salary differential at each level of employment in favour of males, with the % of salaries higher than the % of staff. (Page 24)

* Chair/CEO/MD & Other Executive Management

Summary of Main Findings – Media Agencies

- In media agencies, 45.2% of employees are male and 54.8% female (Page 28)
- Within the C-suite* 32.7% of roles are occupied by females. Overall 24.2% of Chair/CEO/MD's and 35.4% of Other Executive Management are female. (page 29)
- In larger media agencies, 36.6% of roles within the C-suite are occupied by females; falling to 25.2% in smaller media agencies (Pages 30 & 31)
- In all media agencies females account for 44.7% of Department Heads and 49.3% of other senior staff, while at Middle Manager and Junior levels 54.7% and 58.3% respectively are female. (Page 29)

* Chair/CEO/MD & Other Executive Management

All Agencies Seniority & Salary Differentials

Gender Balance – All Agencies

% of Staff			
	Creative Agencies	Media Agencies	All Agencies
Male	49.5%	45.2%	47.4%
Female	50.5%	54.8%	52.6%

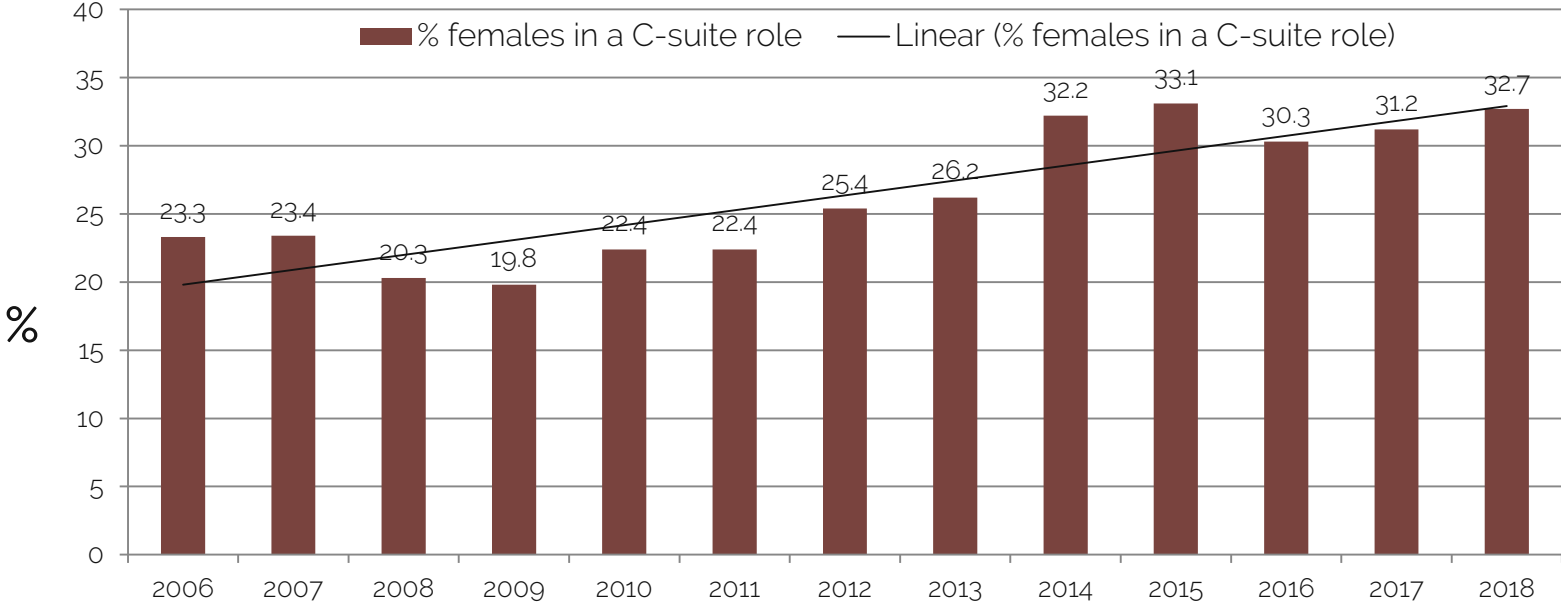
Text in green = achievement of gender balance

Gender Balance – All Agencies

	% of Staff			
	2017		2018	
	Male	Female	Male	Female
C-Suite	68.8%	31.2%	67.3%	32.7%
Chair/CEO/MD	72.6%	27.4%	73.0%	27.0%
Other Executive Management	67.2%	32.8%	64.9%	35.1%
Heads of Department	61.8%	38.2%	56.5%	43.5%
Other Senior Staff	53.5%	46.5%	56.5%	43.5%
Middle Managers	47.7%	52.3%	48.8%	51.2%
Junior/Executives/Assistants	42.6%	57.4%	42.0%	58.0%
All	49.5%	50.5%	47.4%	52.6%

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

Gender Balance – All Agencies



Salary Differentials – All Agencies

	% of Staff	
	Male	Female
C-Suite	65.9%	34.1%
Chair/CEO/MD	72.2%	27.8%
Other Executive Management	63.3%	36.7%
Heads of Department	57.9%	42.1%
Other Senior Staff	55.7%	44.3%
Middle Managers	48.5%	51.5%
Junior/Executives/Assistants	42.9%	57.1%
All	47.5%	52.5%

	% of Salaries	
	Male	Female
C-Suite	69.6%	30.4%
Chair/CEO/MD	76.3%	23.7%
Other Executive Management	66.0%	34.0%
Heads of Department	60.1%	39.9%
Other Senior Staff	61.2%	38.8%
Middle Managers	51.1%	48.9%
Junior/Executives/Assistants	43.9%	56.1%
All	53.9%	46.1%

Base: Agencies providing salaries data

Salary Differentials

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

	% of Staff	
	Male	Female
C-Suite	68.2%	31.8%
Chair/CEO/MD	75.5%	24.5%
Other Executive Management	62.6%	37.4%
Heads of Department	54.9%	45.1%
Other Senior Staff	50.9%	49.1%
Middle Managers	45.5%	54.5%
Junior/Executives/Assistants	41.4%	58.6%
All	47.6%	52.4%

	% of Salaries	
	Male	Female
C-Suite	73.2%	26.8%
Chair/CEO/MD	80.5%	19.5%
Other Executive Management	65.8%	34.2%
Heads of Department	57.8%	42.2%
Other Senior Staff	57.1%	42.9%
Middle Managers	45.4%	54.6%
Junior/Executives/Assistants	39.8%	60.2%
All	54.1%	45.9%

Base: Agencies providing salaries data

Salary Differentials

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

	% of Staff	
	Male	Female
C-Suite	65.0%	35.0%
Chair/CEO/MD	69.3%	30.7%
Other Executive Management	63.8%	36.2%
Heads of Department	59.2%	40.8%
Other Senior Staff	56.1%	43.9%
Middle Managers	49.1%	50.9%
Junior/Executives/Assistants	43.2%	56.8%
All	47.5%	52.5%

	% of Salaries	
	Male	Female
C-Suite	68.8%	31.2%
Chair/CEO/MD	74.2%	25.8%
Other Executive Management	66.6%	33.4%
Heads of Department	60.9%	39.1%
Other Senior Staff	61.5%	38.5%
Middle Managers	51.9%	48.1%
Junior/Executives/Assistants	44.6%	55.4%
All	54.0%	46.0%

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	47.3%	50.0%	49.5%
Female	52.7%	50.0%	50.5%

Text in green - achievement of gender balance

Gender Balance

All Creative Agencies

	% of Staff			
	2017		2018	
	Male	Female	Male	Female
C-Suite	69.5%	30.5%	67.2%	32.8%
Chair/CEO/MD	72.2%	27.8%	71.5%	28.5%
Other Executive Management	68.3%	31.7%	65.1%	34.9%
Heads of Department	62.4%	37.6%	57.2%	42.8%
Other Senior Staff	57.5%	42.5%	60.7%	39.3%
Middle Managers	49.7%	50.3%	51.4%	48.6%
Junior/Executives/Assistants	42.2%	57.8%	42.3%	57.7%
All	51.8%	48.2%	49.5%	50.5%

Text in green - achievement of gender balance



Gender Balance

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

	% of Staff			
	2017		2018	
	Male	Female	Male	Female
C-Suite	70.4%	29.6%	65.2%	34.8%
<i>Chair/CEO/MD</i>	73.2%	26.8%	73.1%	26.9%
<i>Other Executive Management</i>	70.1%	29.9%	58.6%	41.4%
Heads of Department	61.1%	38.9%	55.8%	44.2%
Other Senior Staff	58.3%	41.7%	56.5%	43.5%
Middle Managers	46.5%	53.5%	45.6%	54.4%
Junior/Executives/Assistants	41.8%	58.2%	40.1%	59.9%
All	50.9%	49.1%	47.3%	52.7%

Text in green - achievement of gender balance

Gender Balance

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

	% of Staff			
	2017		2018	
	Male	Female	Male	Female
C-Suite	68.5%	31.5%	68.3%	31.7%
<i>Chair/CEO/MD</i>	71.4%	28.6%	69.9%	30.1%
<i>Other Executive Management</i>	67.5%	32.5%	67.7%	32.3%
Heads of Department	63.2%	36.8%	57.9%	42.1%
Other Senior Staff	57.2%	42.8%	61.1%	38.9%
Middle Managers	50.7%	49.3%	52.4%	47.6%
Junior/Executives/Assistants	42.3%	57.7%	42.9%	57.1%
	52.0%	48.0%	50.0%	50.0%

Text in green = achievement of gender balance

Salary Differentials

All Creative Agencies

	% of Staff	
	Male	Female
C-Suite	67.7%	32.3%
Chair/CEO/MD	72.4%	27.6%
Other Executive Management	65.3%	34.7%
Heads of Department	59.3%	40.7%
Other Senior Staff	60.0%	40.0%
Middle Managers	51.8%	48.2%
Junior/Executives/Assistants	43.1%	56.9%
All	49.9%	50.1%

	% of Salaries	
	Male	Female
C-Suite	72.1%	27.9%
Chair/CEO/MD	76.5%	23.5%
Other Executive Management	69.3%	30.7%
Heads of Department	61.9%	38.1%
Other Senior Staff	64.2%	35.8%
Middle Managers	56.2%	43.8%
Junior/Executives/Assistants	45.3%	54.7%
All	57.9%	42.1%

Base: Agencies providing salaries data



Salary Differentials

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

% of Staff		
	Male	Female
C-Suite	65.6%	34.4%
Chair/CEO/MD	73.3%	26.7%
Other Executive Management	59.1%	40.9%
Heads of Department	55.9%	44.1%
Other Senior Staff	54.3%	45.7%
Middle Managers	46.6%	53.4%
Junior/Executives/Assistants	40.5%	59.5%
All	47.8%	52.2%

% of Salaries		
	Male	Female
C-Suite	71.6%	28.4%
Chair/CEO/MD	78.7%	21.3%
Other Executive Management	63.6%	36.4%
Heads of Department	60.2%	39.8%
Other Senior Staff	60.1%	39.9%
Middle Managers	45.4%	54.6%
Junior/Executives/Assistants	38.2%	61.8%
All	54.7%	45.3%

Base: Agencies providing salaries data

Salary Differentials

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

	% of Staff	
	Male	Female
C-Suite	69.9%	30.1%
Chair/CEO/MD	72.0%	28.0%
Other Executive Management	69.2%	30.8%
Heads of Department	61.4%	38.6%
Other Senior Staff	60.5%	39.5%
Middle Managers	53.1%	46.9%
Junior/Executives/Assistants	43.9%	56.1%
All	50.6%	49.4%

	% of Salaries	
	Male	Female
C-Suite	73.1%	26.9%
Chair/CEO/MD	75.5%	24.5%
Other Executive Management	72.0%	28.0%
Heads of Department	62.7%	37.3%
Other Senior Staff	64.5%	35.5%
Middle Managers	57.9%	42.1%
Junior/Executives/Assistants	47.1%	52.9%
All	58.8%	41.2%

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	46.4%	44.8%	45.2%
Female	53.6%	55.2%	54.8%

Text in green - achievement of gender balance

Gender Balance

All Media Agencies

	% of Staff			
	2017		2018	
	Male	Female	Male	Female
C-Suite	67.8%	32.2%	67.3%	32.7%
<i>Chair/CEO/MD</i>	73.3%	26.7%	75.8%	24.2%
<i>Other Executive Management</i>	65.1%	34.9%	64.6%	35.4%
Heads of Department	61.1%	38.9%	55.3%	44.7%
Other Senior Staff	47.9%	52.1%	50.7%	49.3%
Middle Managers	44.7%	55.3%	45.3%	54.7%
Junior/Executives/Assistants	43.1%	56.9%	41.7%	58.3%
All	46.5%	53.5%	45.2%	54.8%

Text in green - achievement of gender balance

Gender Balance

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

	% of Staff			
	2017		2018	
	Male	Female	Male	Female
C-Suite	71.0%	29.0%	74.8%	25.2%
<i>Chair/CEO/MD</i>	80.5%	19.5%	87.8%	12.2%
<i>Other Executive Management</i>	63.5%	36.5%	69.1%	30.9%
Heads of Department	61.4%	38.6%	53.5%	46.5%
Other Senior Staff	48.1%	51.9%	56.4%	43.6%
Middle Managers	43.4%	56.6%	45.7%	54.3%
Junior/Executives/Assistants	43.8%	56.2%	40.7%	59.3%
All	47.5%	52.5%	46.4%	53.6%

Text in green - achievement of gender balance

Gender Balance

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

% of Staff				
	2017		2018	
	Male	Female	Male	Female
C-Suite	66.3%	33.7%	63.4%	36.6%
<i>Chair/CEO/MD</i>	68.9%	31.1%	66.7%	33.3%
<i>Other Executive Management</i>	65.3%	34.7%	62.6%	37.4%
Heads of Department	61.0%	39.0%	56.1%	43.9%
Other Senior Staff	47.8%	52.2%	49.4%	50.6%
Middle Managers	44.7%	55.3%	45.2%	54.8%
Junior/Executives/Assistants	43.1%	56.9%	42.0%	58.0%
All	46.3%	53.7%	44.8%	55.2%

Text in green - achievement of gender balance

Salary Differentials All Media Agencies

	% of Staff	
	Male	Female
C-Suite	63.3%	36.7%
<i>Chair/CEO/MD</i>	71.9%	28.1%
<i>Other Executive Management</i>	60.7%	39.3%
Heads of Department	55.9%	44.1%
Other Senior Staff	49.8%	50.2%
Middle Managers	45.2%	54.8%
Junior/Executives/Assistants	42.8%	57.2%
All	45.3%	54.7%

	% of Salaries	
	Male	Female
C-Suite	65.9%	34.1%
<i>Chair/CEO/MD</i>	75.8%	24.2%
<i>Other Executive Management</i>	62.0%	38.0%
Heads of Department	57.3%	42.7%
Other Senior Staff	56.0%	44.0%
Middle Managers	46.0%	54.0%
Junior/Executives/Assistants	42.8%	57.2%
All	49.5%	50.5%

Base: Agencies providing salaries data

Salary Differentials

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

	% of Staff	
	Male	Female
C-Suite	75.9%	24.1%
<i>Chair/CEO/MD</i>	84.2%	15.8%
<i>Other Executive Management</i>	71.4%	28.6%
Heads of Department	52.3%	47.7%
Other Senior Staff	45.0%	55.0%
Middle Managers	43.6%	56.4%
Junior/Executives/Assistants	43.0%	57.0%
All	47.2%	52.8%

	% of Salaries	
	Male	Female
C-Suite	77.9%	22.1%
<i>Chair/CEO/MD</i>	86.6%	13.4%
<i>Other Executive Management</i>	71.1%	28.9%
Heads of Department	51.0%	49.0%
Other Senior Staff	47.2%	52.8%
Middle Managers	45.5%	54.5%
Junior/Executives/Assistants	42.9%	57.1%
All	52.7%	47.3%

Base: Agencies providing salaries data

Salary Differentials

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

% of Staff		
	Male	Female
C-Suite	59.8%	40.2%
<i>Chair/CEO/MD</i>	65.8%	34.2%
<i>Other Executive Management</i>	58.3%	41.7%
Heads of Department	56.8%	43.2%
Other Senior Staff	50.2%	49.8%
Middle Managers	45.4%	54.6%
Junior/Executives/Assistants	42.8%	57.2%
All	45.1%	54.9%

% of Salaries		
	Male	Female
C-Suite	63.6%	36.4%
<i>Chair/CEO/MD</i>	72.2%	27.8%
<i>Other Executive Management</i>	60.6%	39.4%
Heads of Department	58.5%	41.5%
Other Senior Staff	56.3%	43.7%
Middle Managers	46.1%	53.9%
Junior/Executives/Assistants	42.8%	57.2%
All	49.1%	50.9%

Base: Agencies providing salaries data

Part 2 – Ethnicity

Summary of Main Findings – All Agencies

- 13.8% of employees were identified as coming from a BAME background up from 12.9% in the 2017 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. (Pages 40 & 41)
- There has been a year-on-year increase in roles within the C-suite* held by individuals from a BAME background, up from 4.7% in 2017 to 5.5% in 2018. (Page 41)
- Representation of individuals from a BAME background is highest at Junior level where it reaches 16.9%.
- In creative agencies 12.4% of employees are from a BAME background, while in media agencies the percentage rises to 15.2%. (Pages 43 & 47)

* Chair/CEO/MD & Other Executive Management

Summary of Main Findings – Creative Agencies

- In creative agencies 12.4% of employees were identified as coming from a BAME background up from the 10.7% reported in 2017. (Page 43)
- Within the C-suite* of creative agencies at the level of Chair/CEO/MD creative agencies only 2.9% of roles are occupied by individuals from a BAME background although for Other Executive Management roles this rises to 8.0%.
- In larger creative agencies, 12.7% of employees are from a BAME background, while in smaller agencies this falls to 11.5%. (Pages 44 & 45)

* Chair/CEO/MD & Other Executive Management

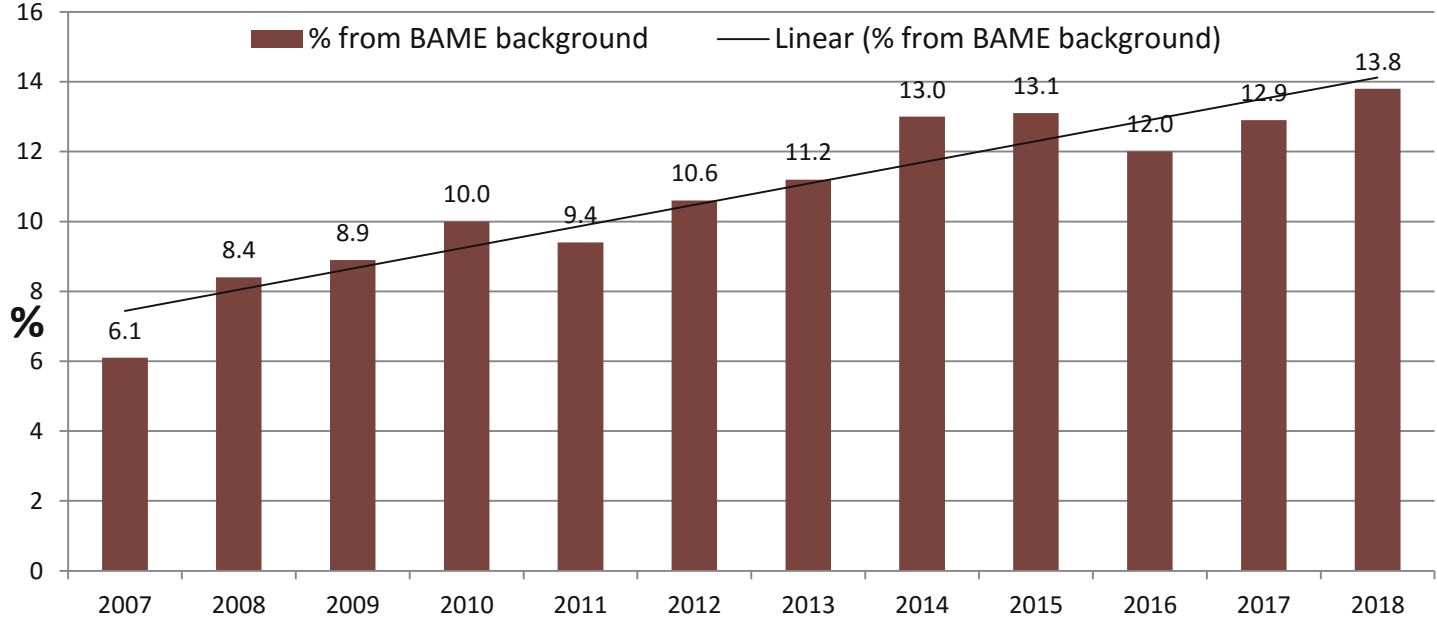
Summary of Main Findings – Media Agencies

- 15.2% of employees in media agencies were identified as coming from a BAME background up marginally from 15.0% in 2017. (Page 47)
- Within the C-suite* of media agencies at the level of Chair/CEO/MD creative agencies only 2.7% of roles are occupied by individuals from a BAME background , while for Other Executive Management roles the percentage stands at 4.6%.
- At 18.6%, the highest proportion of individuals from a BAME background is to be found at the level of Junior/Executive/Assistant.
- In larger media agencies, 15.3% of individuals are identified as coming from a BAME background up from , while in smaller media agencies the percentage is 15.0%. (Pages 48 & 49)

* Chair/CEO/MD & Other Executive Management

All Agencies

Ethnic Diversity in IPA member agencies



Ethnic Diversity – All Agencies

% of employees by grade

	2017		2018	
	White	BAME	White	BAME
C-Suite	95.3%	4.7%	94.5%	5.5%
<i>Chair/CEO/MD</i>	98.0%	2.0%	97.1%	2.9%
<i>Other Executive Management</i>	93.8%	6.2%	93.4%	6.6%
Heads of Department	91.7%	8.3%	90.6%	9.4%
Other Senior Staff	89.5%	10.5%	90.2%	9.8%
Middle Managers	87.4%	12.6%	88.0%	12.0%
Junior/Executives/Assistants	83.6%	16.4%	83.1%	16.9%
All employees	87.1%	12.9%	86.2%	13.8%

Base: Agencies providing ethnicity data

Creative Agencies

Ethnic Diversity - Creative Agencies

% Employees by Grade

	2017		2018	
	White	BAME	White	BAME
C-Suite	95.7%	4.3%	93.5%	6.5%
<i>Chair/CEO/MD</i>	97.2%	2.8%	97.1%	2.9%
<i>Other Executive Management</i>	95.0%	5.0%	92.0%	8.0%
Heads of Department	93.5%	6.5%	90.6%	9.4%
Other Senior Staff	90.0%	10.0%	91.6%	8.4%
Middle Managers	89.7%	10.3%	88.2%	11.8%
Junior/Executives/Assistants	85.8%	14.2%	85.0%	15.0%
All employees	89.3%	10.7%	87.6%	12.4%

Base: Agencies providing ethnicity data



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

% Employees by Grade

	2017		2018	
	White	BAME	White	BAME
C-Suite	96.3%	3.8%	88.5%	8.3%
<i>Chair/CEO/MD</i>	95.2%	4.8%	95.9%	4.1%
<i>Other Executive Management</i>	96.9%	3.1%	88.4%	11.6%
Heads of Department	94.8%	5.2%	85.0%	15.0%
Other Senior Staff	90.7%	9.3%	97.6%	2.4%
Middle Managers	92.1%	7.9%	89.9%	10.1%
Junior/Executives/Assistants	87.2%	12.8%	87.0%	13.0%
All employees	90.1%	9.9%	88.5%	11.5%

Base: Agencies providing ethnicity data

Ethnic Diversity - Creative Agencies

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

% Employees by Grade

	2017		2018	
	White	BAME	White	BAME
C-Suite	95.4%	4.6%	94.6%	5.4%
<i>Chair/CEO/MD</i>	98.7%	1.3%	98.4%	1.6%
<i>Other Executive Management</i>	93.9%	6.1%	93.5%	6.5%
Heads of Department	93.0%	7.0%	93.1%	6.9%
Other Senior Staff	89.9%	10.1%	91.0%	9.0%
Middle Managers	89.2%	10.8%	87.9%	12.1%
Junior/Executives/Assistants	85.2%	14.8%	84.4%	15.6%
All employees	88.7%	11.3%	87.3%	12.7%

Base: Agencies providing ethnicity data

Media Agencies

Ethnic Diversity - Media Agencies

% Employees by Grade

	2017		2018	
	White	BAME	White	BAME
C-Suite	94.6%	5.4%	95.9%	4.1%
<i>Chair/CEO/MD</i>	99.1%	0.9%	97.3%	2.7%
<i>Other Executive Management</i>	92.1%	7.9%	95.4%	4.6%
Heads of Department	89.9%	10.1%	90.7%	9.3%
Other Senior Staff	88.9%	11.1%	88.1%	11.9%
Middle Managers	84.1%	15.9%	87.9%	12.1%
Junior/Executives/Assistants	82.1%	17.9%	81.4%	18.6%
All employees	85.0%	15.0%	84.8%	15.2%

Base: Agencies providing ethnicity data



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

% Employees by Grade

	2017		2018	
	White	BAME	White	BAME
C-Suite	90.9%	9.1%	95.2%	4.8%
<i>Chair/CEO/MD</i>	95.8%	4.2%	97.1%	2.9%
<i>Other Executive Management</i>	88.1%	11.9%	94.3%	5.7%
Heads of Department	91.1%	8.9%	91.7%	8.3%
Other Senior Staff	91.6%	8.4%	90.8%	9.2%
Middle Managers	87.7%	12.3%	86.7%	13.3%
Junior/Executives/Assistants	80.3%	19.7%	81.5%	18.5%
All employees	85.8%	14.2%	85.0%	15.0%

Base: Agencies providing ethnicity data

Ethnic Diversity - Media Agencies

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

% Employees by Grade

	2017		2018	
	White	BAME	White	BAME
C-Suite	95.2%	4.8%	96.3%	3.7%
<i>Chair/CEO/MD</i>	100.0%	0.0%	97.4%	2.6%
<i>Other Executive Management</i>	93.1%	6.9%	96.0%	4.0%
Heads of Department	89.8%	10.2%	90.3%	9.7%
Senior Staff	88.2%	11.8%	87.5%	12.5%
Middle Managers	83.4%	16.6%	88.1%	11.9%
Junior/Executives/Assistants	81.7%	18.3%	81.4%	18.6%
All employees	84.4%	15.6%	84.7%	15.3%

Base: Agencies providing ethnicity data