

ALL IN

WE ARE IN

We are in

I'm in

We are in

We are in

**ALL IN**

I'm in!

**UK ADVERTISING CENSUS**

We are in.

I'm  
IN

## 2023 Key Findings

I'm  
IN

WE ARE  
IN

**ADVERTISING  
ASSOCIATION**

I S B A

**IPA**  
Incorporated  
by Royal Charter



## All In Objectives

- 1 To improve representation and inclusion in the UK advertising & marketing industry
- 2 To create a workplace where EVERYONE feels they belong

# All In Census Response

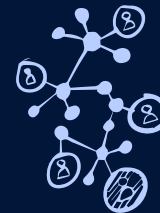
Almost  
**19,000**  
Responses



Which equates to an investment of...

**£300,000**

of the industry's time



The **LARGEST SURVEY RESPONSE**  
ever recorded for our industry

# The All In Census covered:

## Representation

Gender

Disability

Ethnicity

Religion

Social mobility

Age

Sexual orientation



## Experiences

Demeaning behaviour

Hybrid working

Retention

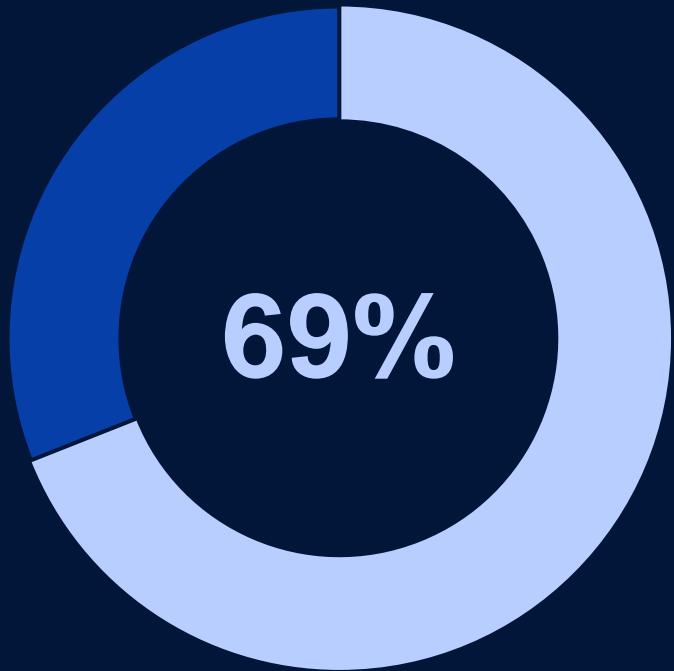
Mental Health

Discrimination

Company culture

# Kantar's Inclusion Index

All In Inclusion Index Score 2023



+2 pts. since 2021

71%

**Sense of belonging**

+2 pts. since 2021

97%

**Absence of discrimination**

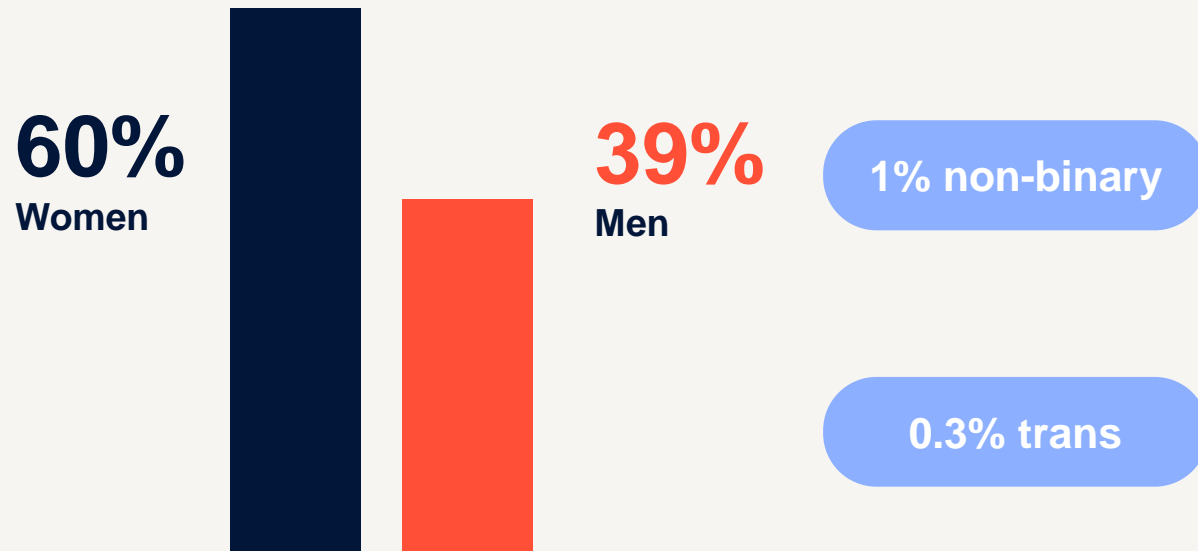
No change since 2021

15%

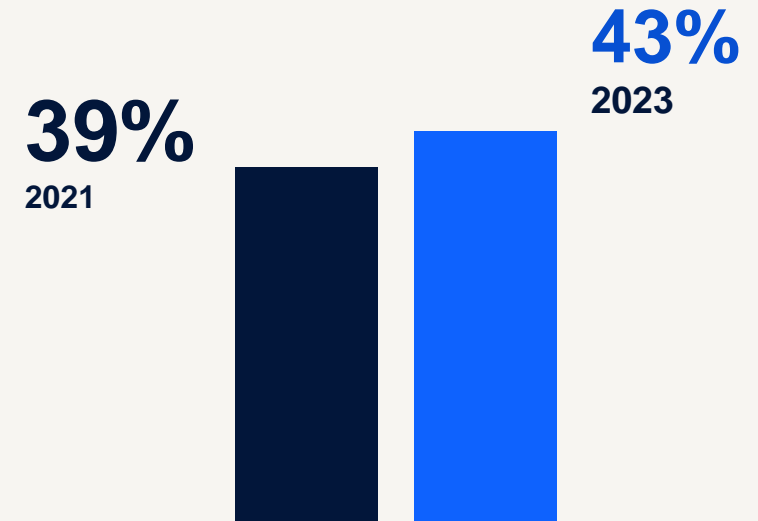
**Presence of negative behaviour**

-1 pts. since 2021

# Gender - Representation



% of 2023 respondents by gender



% of C-Suite that are women  
– 2021 vs 2023

# Ethnicity - Representation

	Black :	Asian:	Mixed race:	Any minority ethnic:
All In Total	4%	8%	5%	18%
UK working population	3%	8%	2%	14%
London working population	11%	18%	3%	38%
All In C-suite positions	2%	4%	3%	10%

# Most likely to have experienced discrimination:

Black

14%

Asian

11%

Muslims

9%

Women

9%



However, these levels are all lower than in 2021



22%

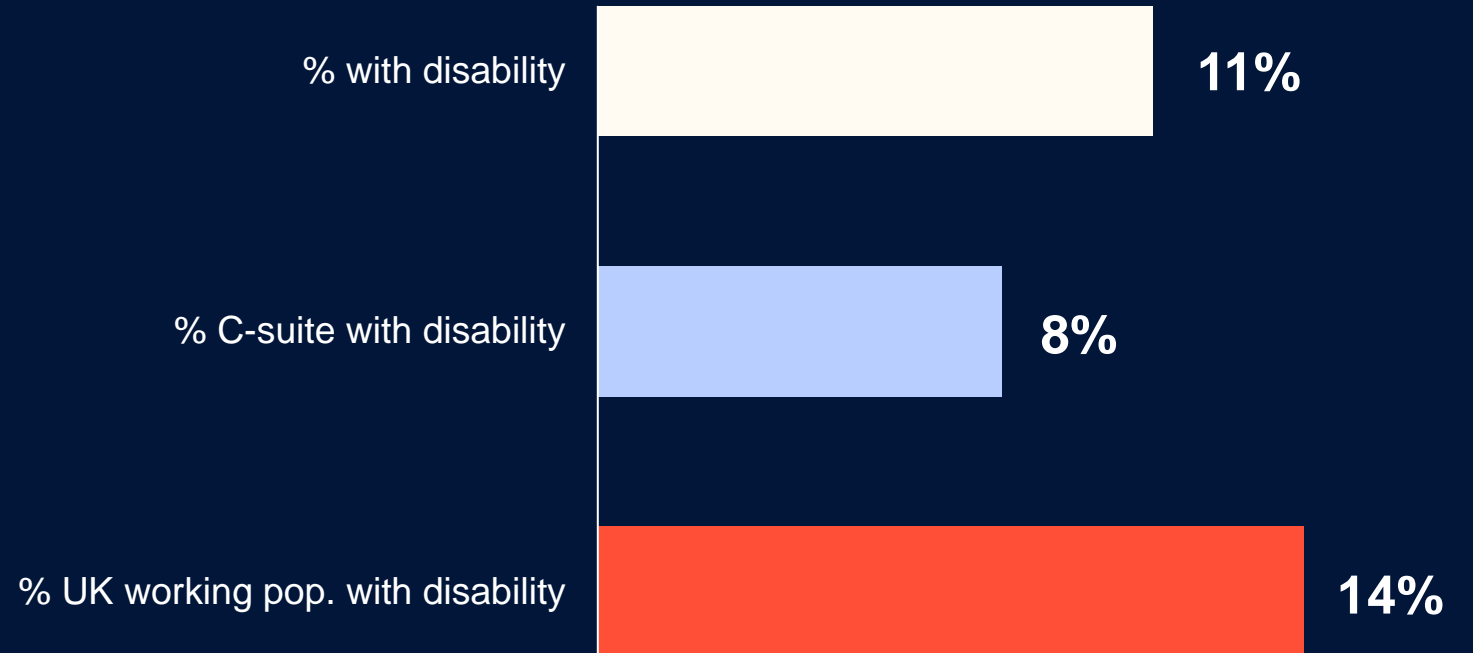
15%

16%

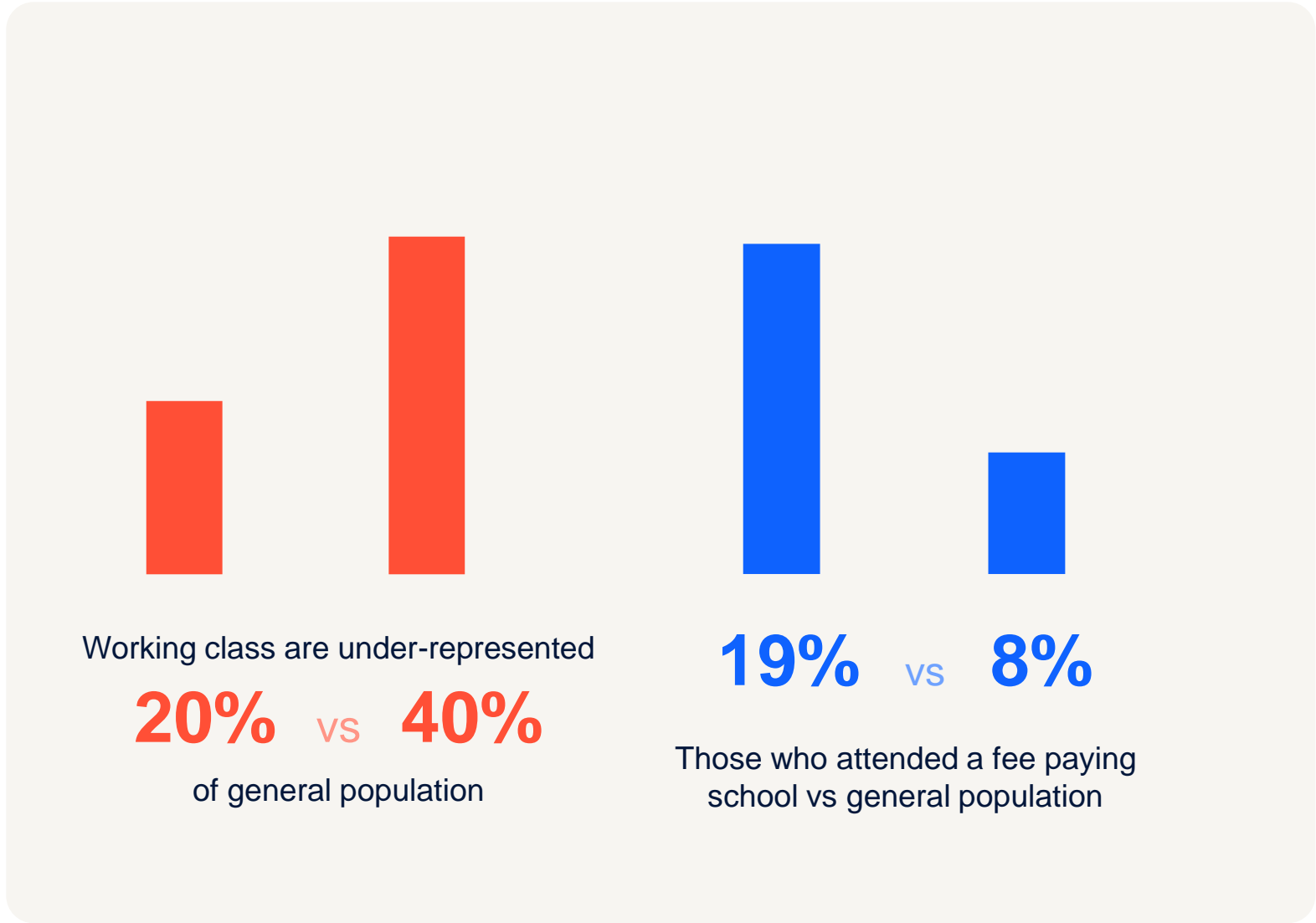
12%



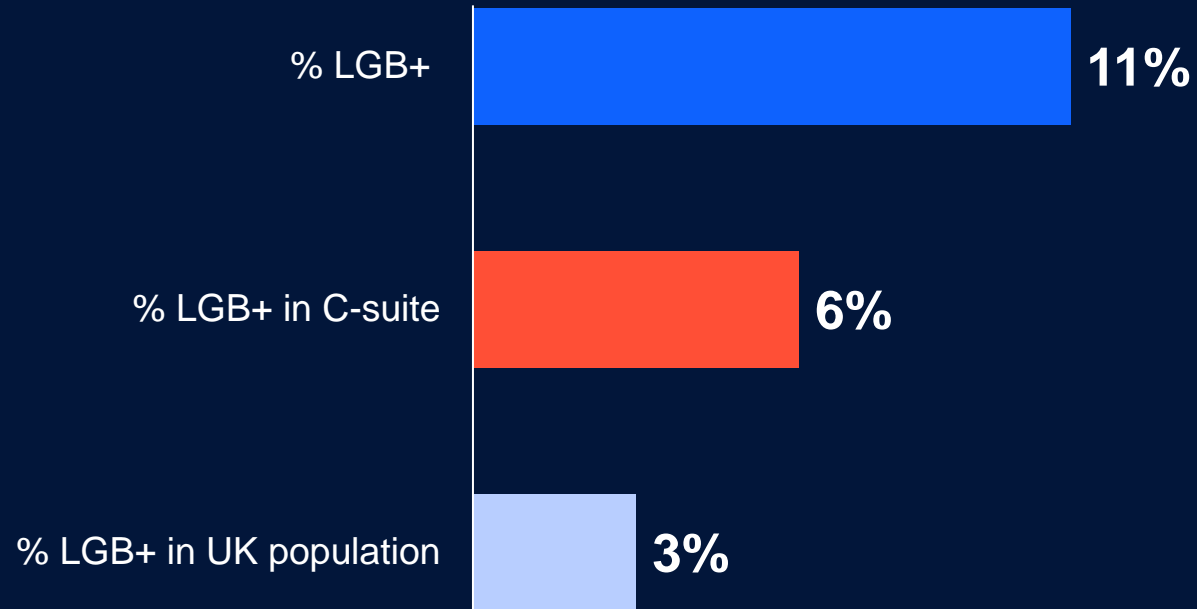
# Disability - Representation



# Social Mobility - Representation

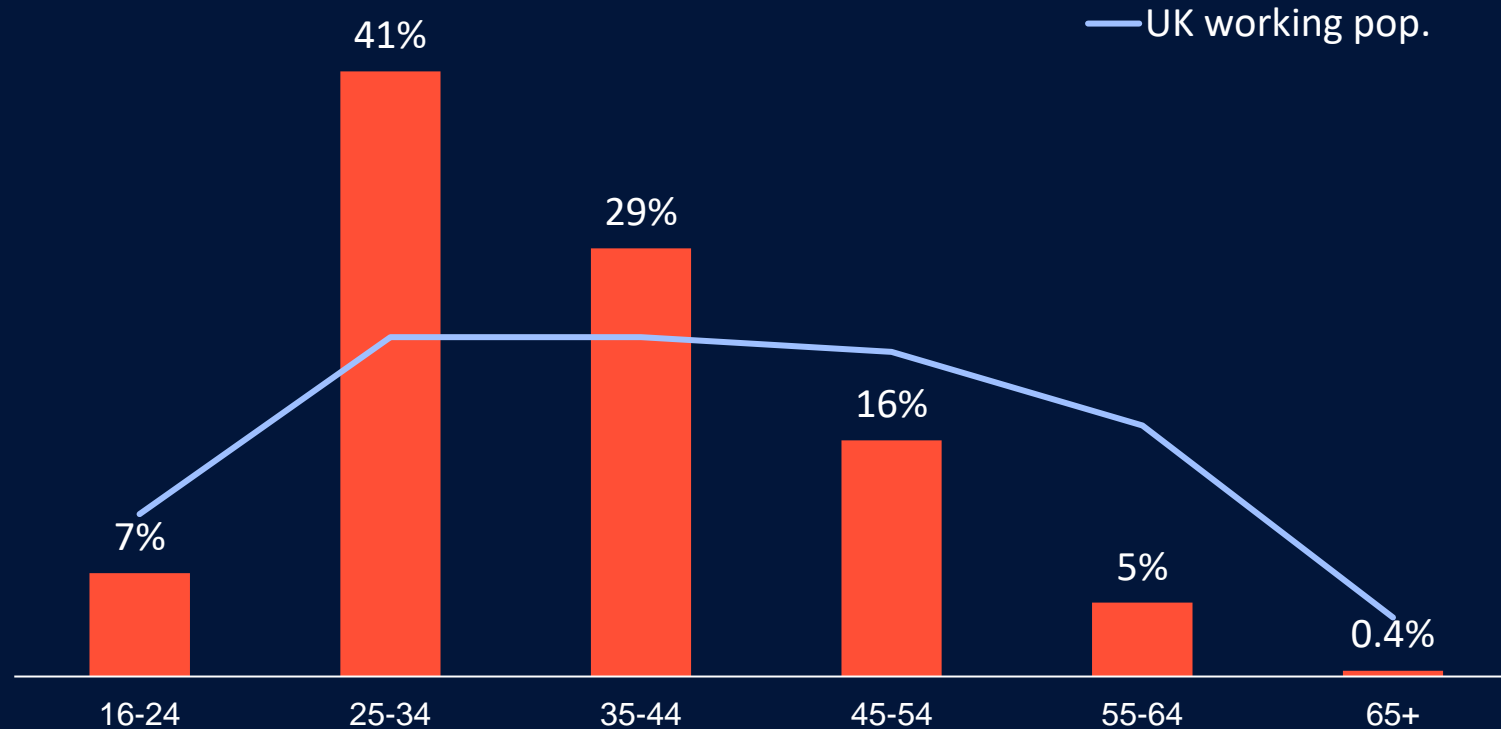


# Sexual Orientation - Representation



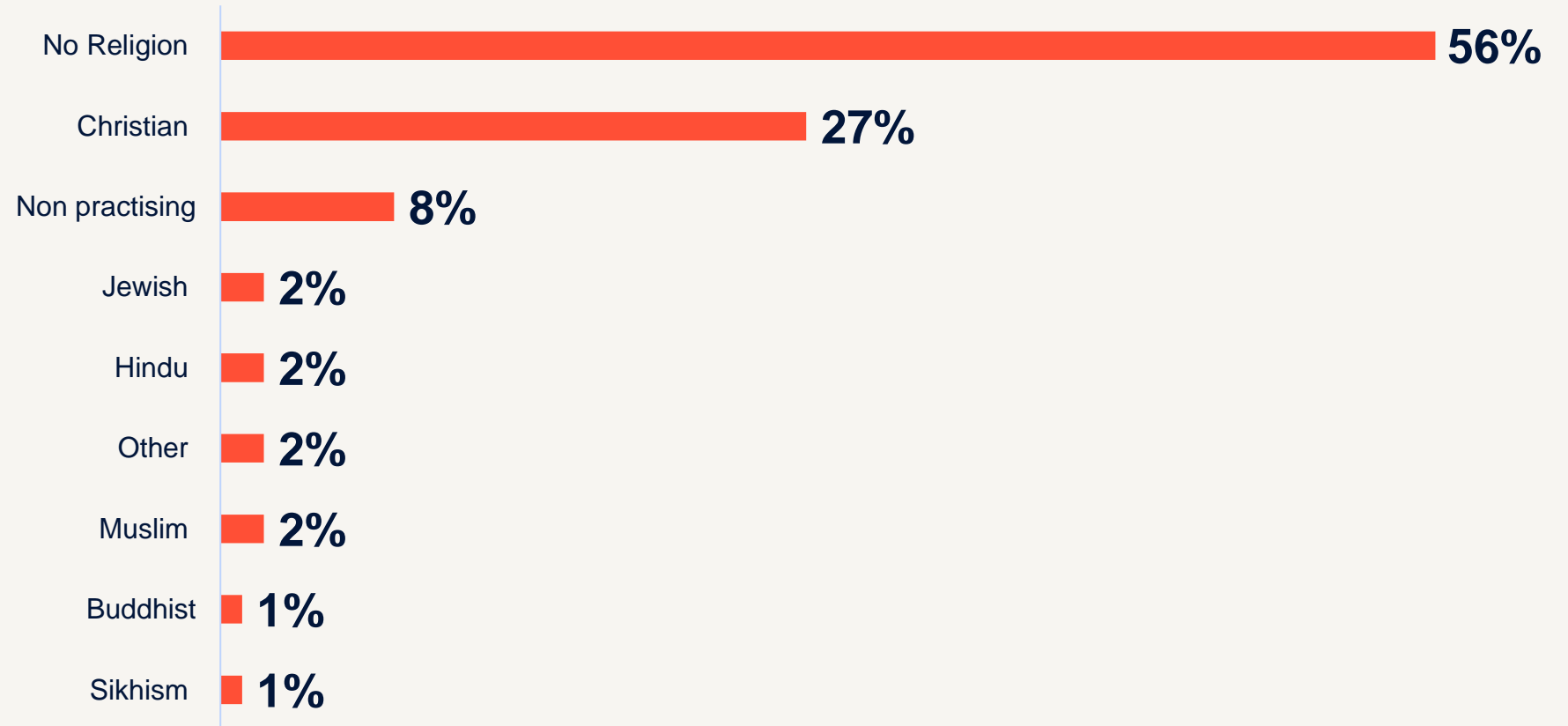
**27%** of LGB+ respondents likely to leave their company in the next 12 months

# Age – Representation



% Age profile of respondents

# Religion - Representation



# Stress and anxiety

**33%**

of all respondents were affected by stress or anxiety

For **14%**

of respondents their stress/anxiety was primarily work related

Work related stress higher amongst:

**22% Disabled**

**21% LGB+**

**19% Carers**

**38%** of 25-34 year olds affected by stress/anxiety

vs

**25%** of 45-54 year olds

# Hybrid Working

Typical working location in an average week –

**actual vs preferred**

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0.2 days

2.6 days

2.2 days



Actual

- Other
- Home
- Office

0.3 days

2.8 days

1.9 days



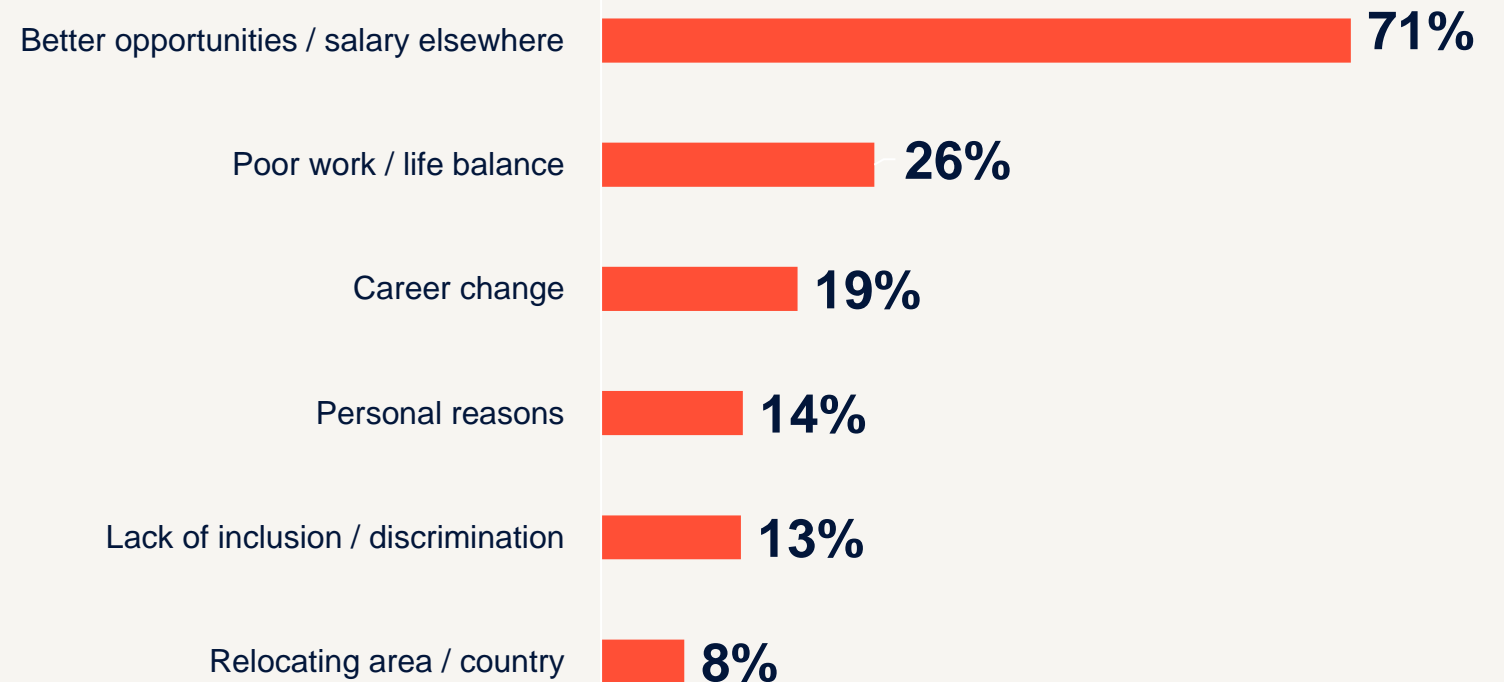
Preferred

# Retention

## 21%

of respondents are likely to leave their company in the next 12 months

### The main reasons for doing so being:





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Find out more at:  
[advertisingallin.co.uk](http://advertisingallin.co.uk)

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