

The Global DEI Census 2023

Canada Market Report



Driving
Marketing
Success



Acknowledgements

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



Acknowledgements

ACA wishes to thank the global partners for their support in making this first-ever global baseline survey possible



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 recognize 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 ACA if you have any queries.

Headlines

Diversity Headlines

There is relatively good representation across all minority groups (gender, ethnicity, religion, sexual orientation) compared to market census data with the exception of disability (13% of respondents are disabled vs 22% national average). Looking at seniority and indicative pay gaps, the proportion of women and racial minorities decreases at senior levels, and there appears to be a sizable pay gap at junior levels within both characteristics.

Inclusion Headlines

Canada scores better than the global Inclusion Index benchmark (65% vs 63%) but has fallen back 2 pts since the 2021 census (67%). There is wide recognition from respondents that progress is being made, with 87% agreeing that their company is actively taking steps to be more diverse and inclusive (vs 72% global average) and 63% agreeing that the industry has become 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 14% 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. This rises to 21% for racial minorities, 21% for LGBTQ+ respondents and 23% for disabled respondents.

Sense of belonging is lower for minority respondents across race, disability and LGBTQ+ characteristics, although women report a higher sense of belonging than men.

44% of respondents believe that age can be a hindrance at their company, this increases amongst older age groups, e.g. 75% for 65+. We see a similar picture with family status with 51% of those who have dependent children indicating they believe that family status hinders one's career at their company.

1.
Demographics and
Index Overview



Canada

OVERALL RESPONSES = 493

Company type	%
Brand (e.g., P&G, Unilever, Walmart, etc.)	32
Creative agency	27
Media agency	9
Media	7
Industry association / Trade body	4
Production House	3
Photography / Sound / Music Studio	-
Publisher	1
Research/Insights agency	2
I am a freelancer	2
PR agency	1
Digital agency	3
Tech	2
Other	7

Role/function	%
Executive Management / C-Suite	12
New Business / Marketing / Communications / PR	25
Sales / Commercial	3
Account Management / Client Services	10
Account Planning and Strategy	6
Research / Information / Insight	6
Data Analytics and Planning	2
Social Media / Communities	1
Programming / Ad Tech	*
Creative, Design, and Studio	8
Creative Services / Project Management	3

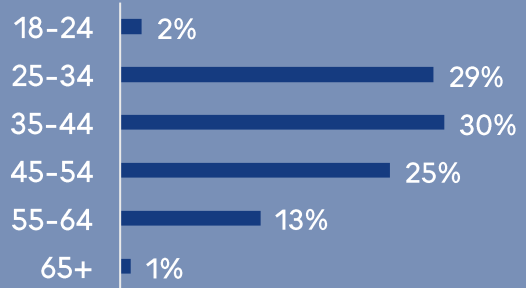
Role/function	%
Production / Production Administration / Art and Print Buying	5
Media	7
Events	1
Finance	2
Human Resources and Training	2
IT / Technology	1
Procurement / Operations	1
Legal	1
Office Services	1
Other	2

Gender

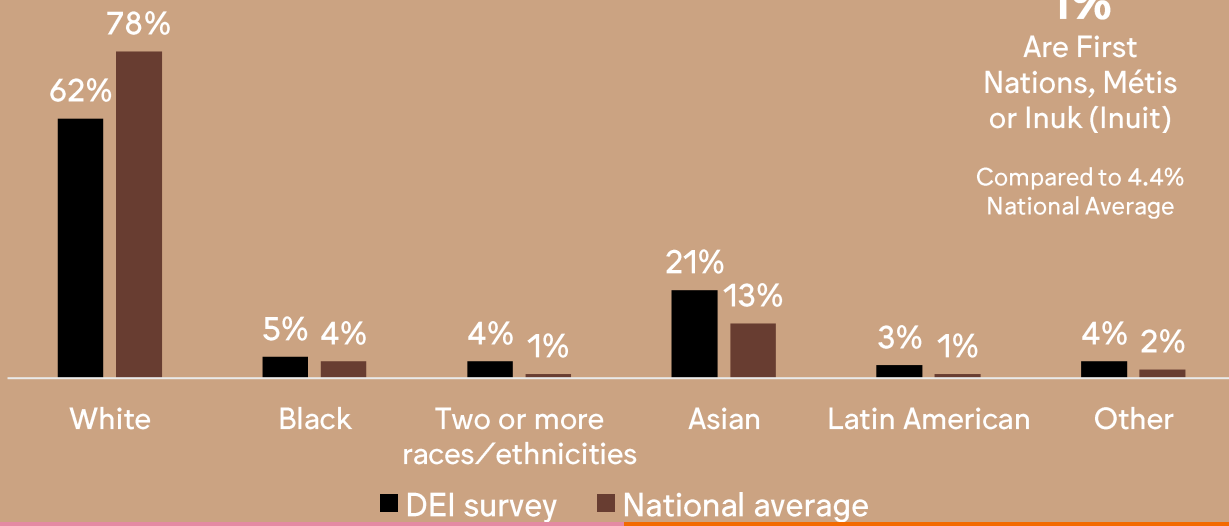
	Women	Men	Other Gender
DEI Survey	69%	27%	4%
National Average*	50%	50%	

*taken from national census data 2016

Age



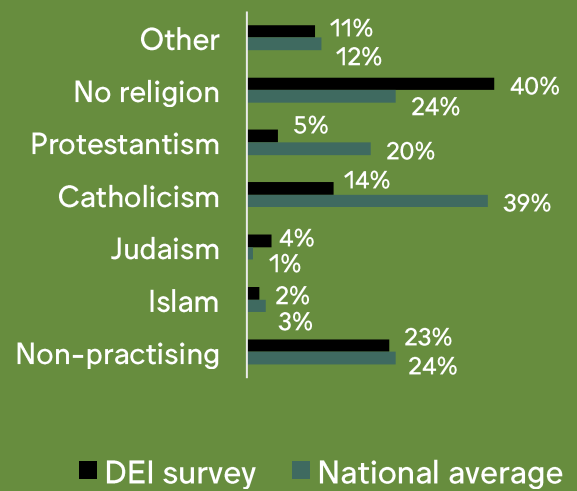
Race



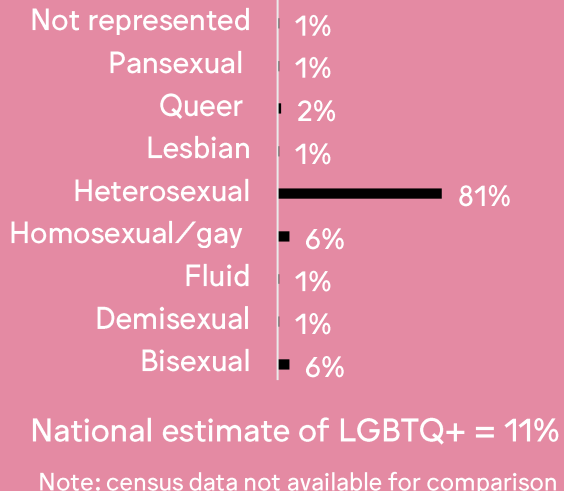
Disability Status

13% of respondents are disabled
Compared to 22% national average

Religion



Sexual Orientation



Caregiving

33% of respondents are parents to children under 16
27% 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 Behaviour

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

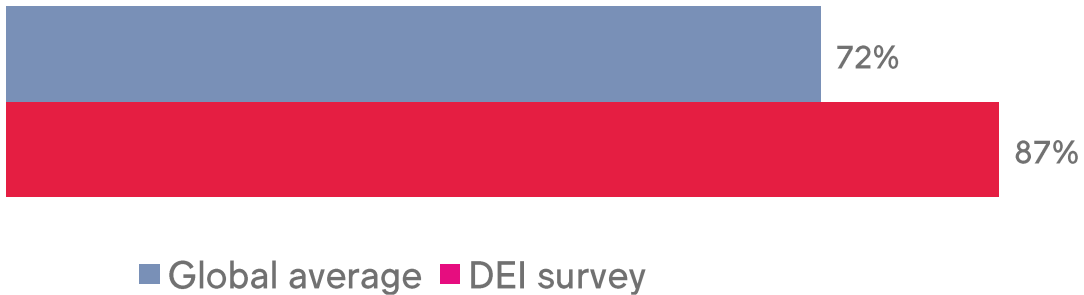
	Overall Inclusion Index
Canada 2023	65%
Global average 2023	63%
Canada 2021	67%

	Sense of Belonging	Absence of Discrimination	Presence of Demeaning Behaviour
Canada 2023	74%	95%	19%
Global average	69%	96%	19%
Canada 2021	71%	96%	16%

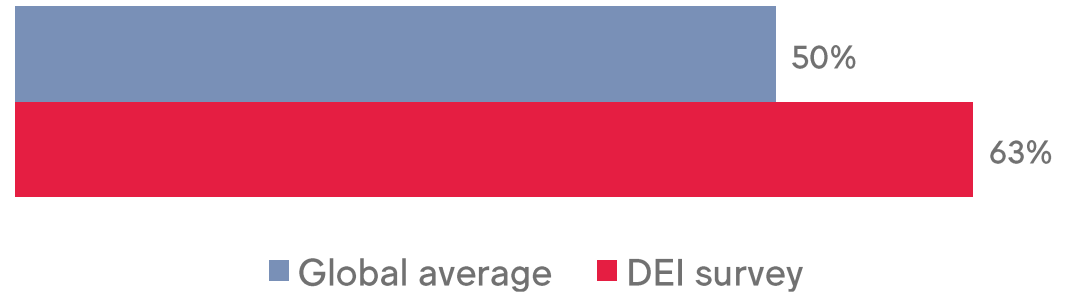
2.
**Attitudes towards Diversity
and Inclusion in the
Workplace and the Industry**



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

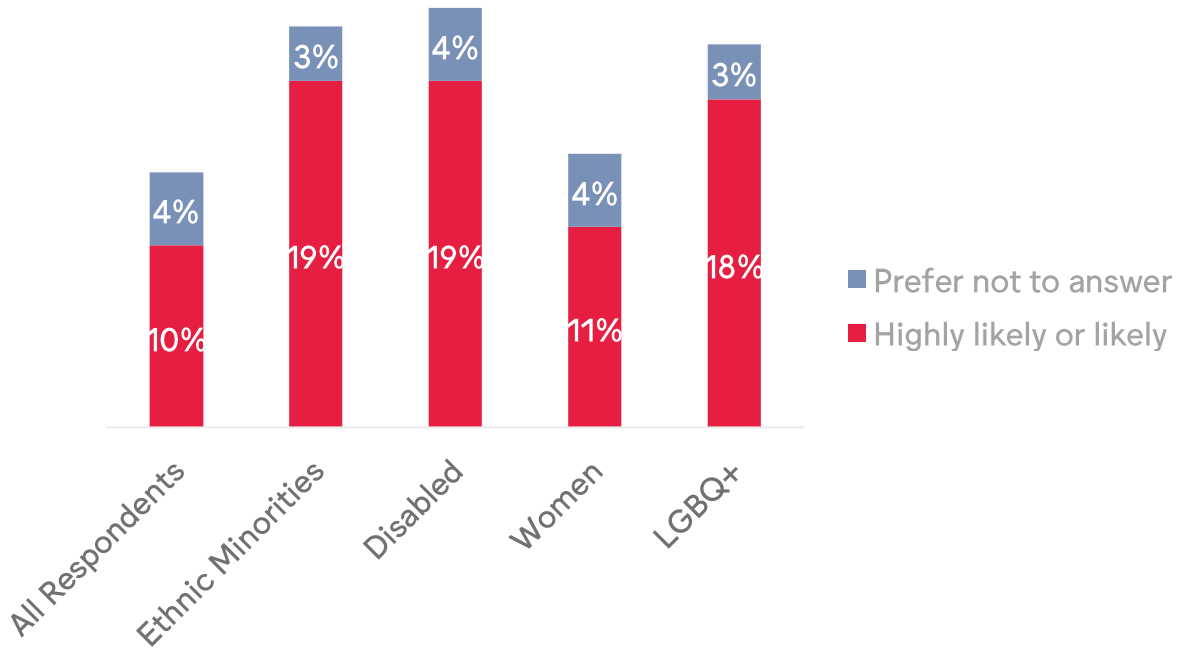


Respondents agreeing things have improved in terms of the industry becoming more diverse and inclusive in the last 2 years

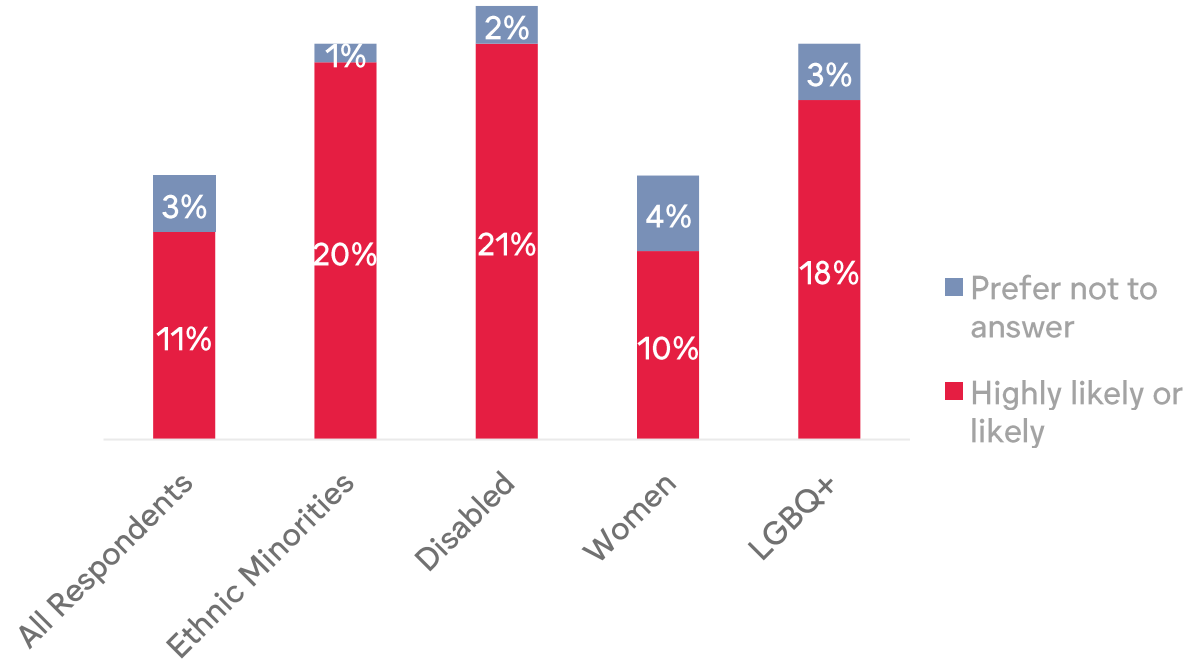


Potential Cost of Turnover

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, Race, 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...”

Escalation

“I 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”

Canada Headlines

Experiences of discrimination

Race (17%) and Age (14%) are the most common forms of discrimination in Canada.

Escalation

Women and disabled respondents were less likely to believe that inappropriate behaviour would be escalated to senior leadership and HR

Sense of belonging

Sense of belonging is lower for minority respondents across race, disability and LGBTQ+ characteristics, although women report a higher sense of belonging than men.

Career obstacles

Most minority respondents reported facing obstacles in their career because of who they are, with racial minorities (27%), LGBTQ+ respondents (29%) and disabled respondents (35%) most impacted

Gender in Canada

6%

Of female respondents have experienced discrimination at their company based on their gender vs 6% global average. 4% of all respondents have witnessed discrimination towards others due to their gender.

66%

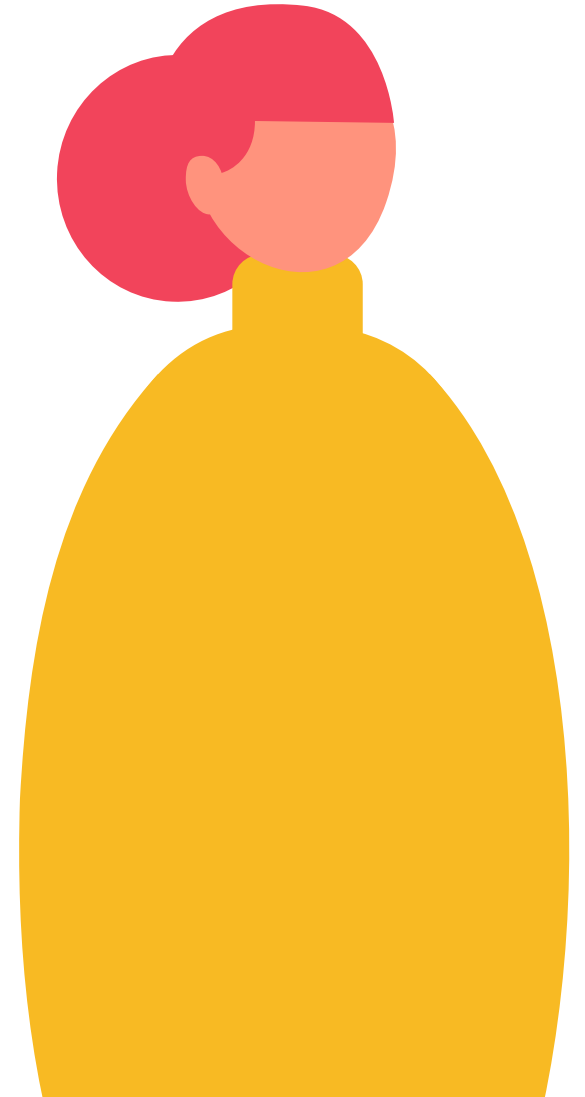
Of female respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 79% of men.

77%

Of female respondents feel like they belong at their company, compared to 74% of men.

22%

Of female respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 29% of men.



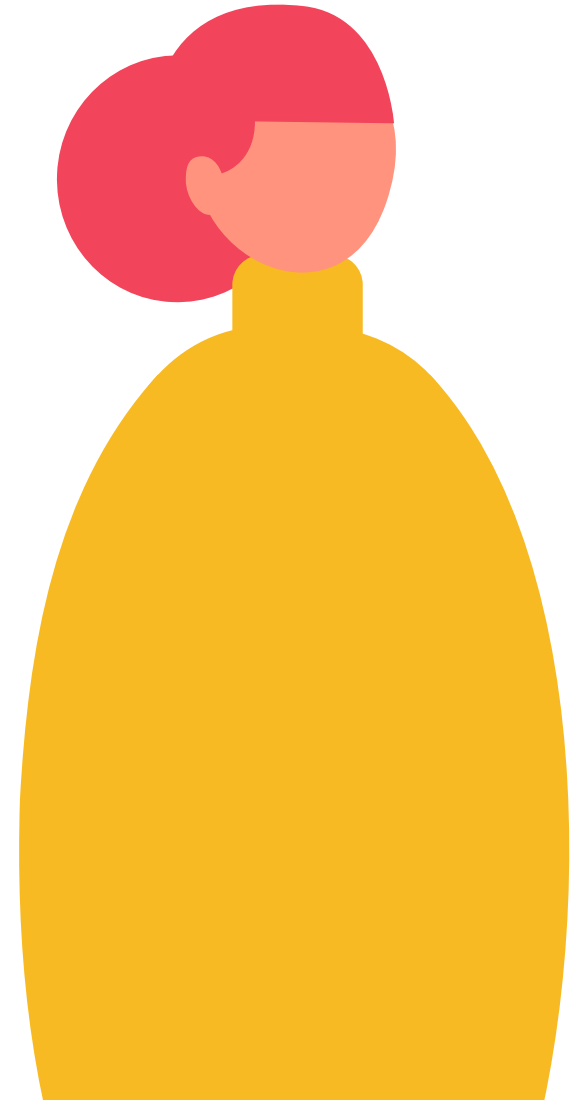
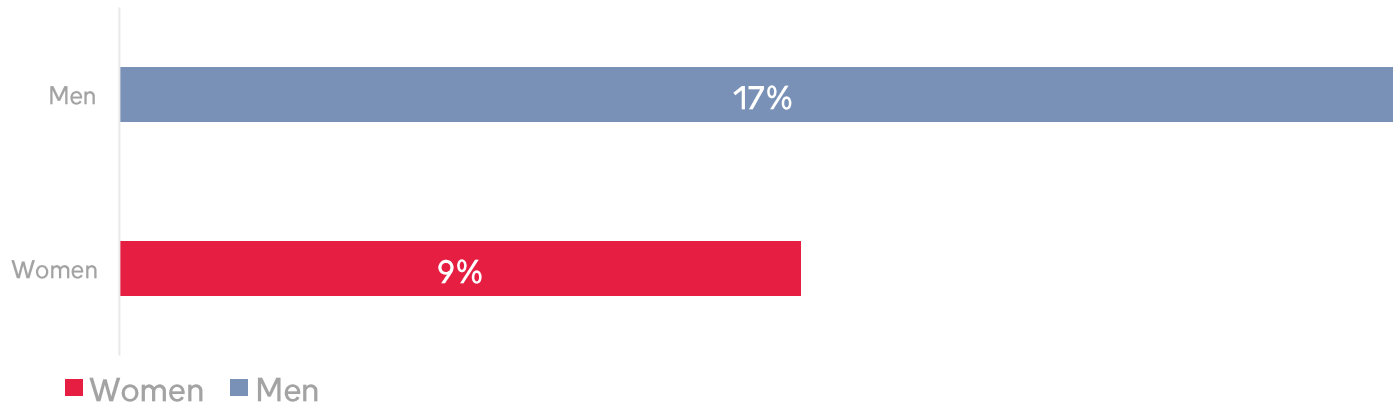
Gender in Canada

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	\$161,290	\$171,750	6%
Other senior staff	\$129,637	\$135,303	4%
Manager	\$98,670	\$103,333	5%
Junior	\$89,239	\$78,214	-12%

% C-suite by Gender



Race in Canada

17%

Of racial minority respondents have experienced discrimination at their company based on their racial background. 10% of all respondents have witnessed discrimination towards others due to their race.

70%

Of racial minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 68% of white respondents.

67%

Of racial minority respondents feel like they belong at their company, compared to 81% of white respondents.

27%

Of racial minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 22% of white respondents.



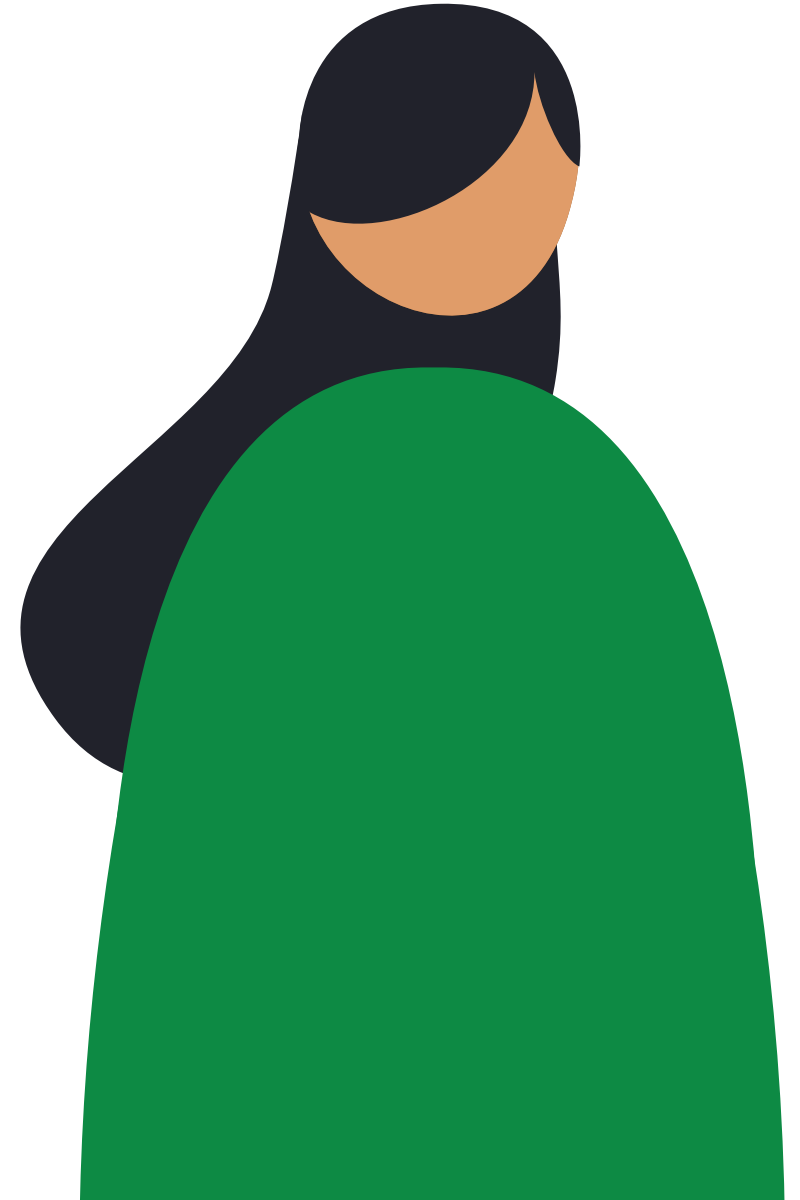
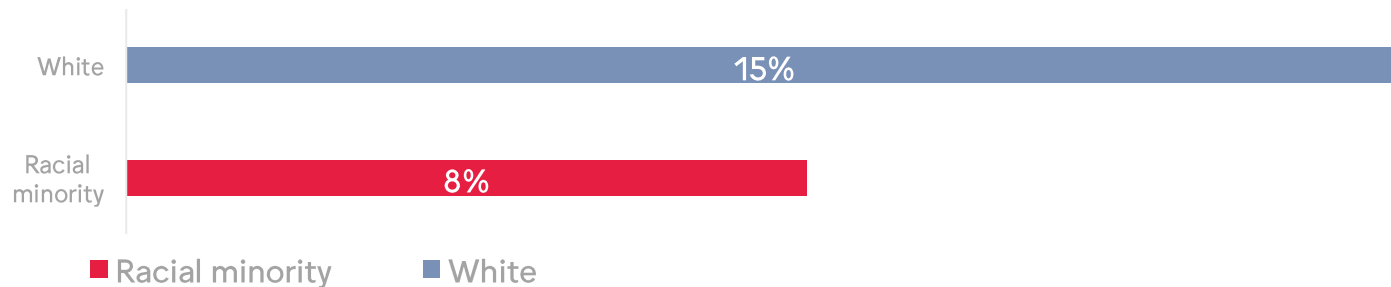
Race in Canada

Average Pay by Race

Level	White average salary	Racial minority average salary	% Gap
Exec management/c-suite	\$167,738	\$163,750	-2%
Other senior staff	\$130,974	\$132,241	1%
Manager	\$99,550	\$100,135	1%
Junior	\$92,575	\$78,387	-15%

Note: these are indicative pay gaps only based on salary bands selected and not on actual salary data

% C-suite by Race



Disability in Canada

6%

Of respondents with disabilities have experienced discrimination at their company based on their disabilities. 1% of all respondents have witnessed discrimination towards others due to their disability status.

53%

Of respondents with disabilities believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 72% of their counterparts without disabilities.

66%

Of respondents with disabilities feel like they belong at their company, compared to 79% of their counterparts without disabilities.

35%

Of respondents with disabilities believe they have faced obstacles in their career progression at their company due to who they are, compared to 22% of their counterparts without disabilities.



Conditions reported by those with a disability* in Canada

Condition	%
Mobility impairments (e.g. amputation, paralysis, multiple sclerosis, muscular dystrophy, arthritis, spinal cord injury)	6
Fatigue / lack of stamina	27
Breathing capacity (e.g. asthma, COPD)	14
Neurodiversity (e.g. autism, Asperger's syndrome, dyslexia, dyscalculia, dyspraxia, ADHD, obsessive-compulsive disorder (OCD), Tourette syndrome)	38
Visual impairments (e.g. poor vision, colour blindness)	8
Motor skill impairments (e.g. arthritis, strokes, dexterity)	5
Mental health (e.g. depression, bipolar)	54
Stress / anxiety	73
Hearing impairments	8
Long-term implications from COVID	10
Other	11
None of the above	-

* 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 Canada

42%

Of respondents report often being very stressed at work.

22%

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

44%

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

62%

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

28%

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

14%

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

Sexual Orientation in Canada

8%

Of LGBTQ+ respondents have experienced discrimination at their company based on their sexual orientation. 3% of all respondents have witnessed discrimination towards others due to their sexual orientation.

67%

Of LGBTQ+ respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR compared to 69% of their heterosexual counterparts.

65%

Of LGBTQ+ respondents feel like they belong at their company, compared to 79% of their heterosexual counterparts.

29%

LGBTQ+ respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 23% of their heterosexual counterparts.



Religion in Canada

3%

Of religious minority respondents have experienced discrimination at their company based on their religious background. 2% of all respondents have witnessed discrimination towards others due to their religion.

72%

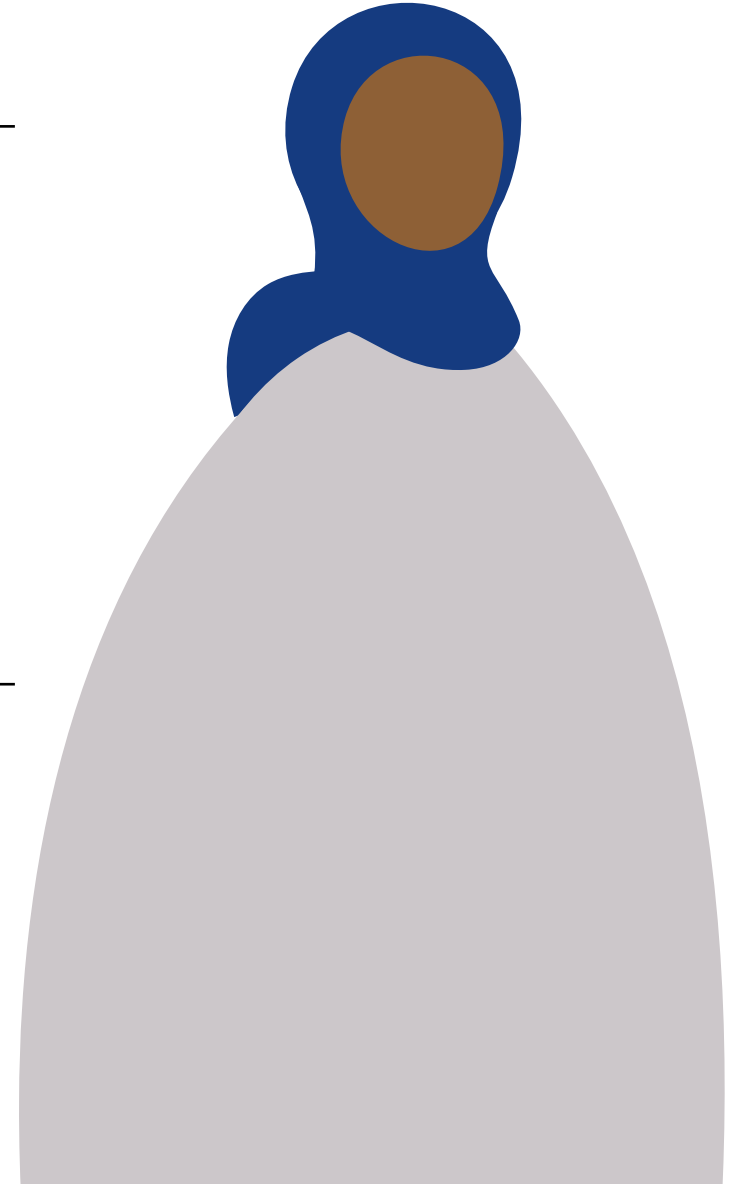
Of religious minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 67% of their religious majority counterparts.

76%

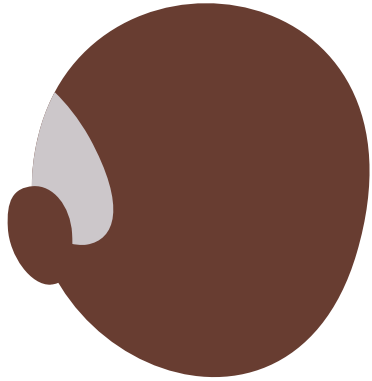
Religious minority respondents feel like they belong at their company, compared to 76% of their religious majority counterparts.

25%

Religious minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 22% of their religious majority counterparts.



Age in Canada



14%

Of respondents have personally experienced discrimination due to their age.

44%

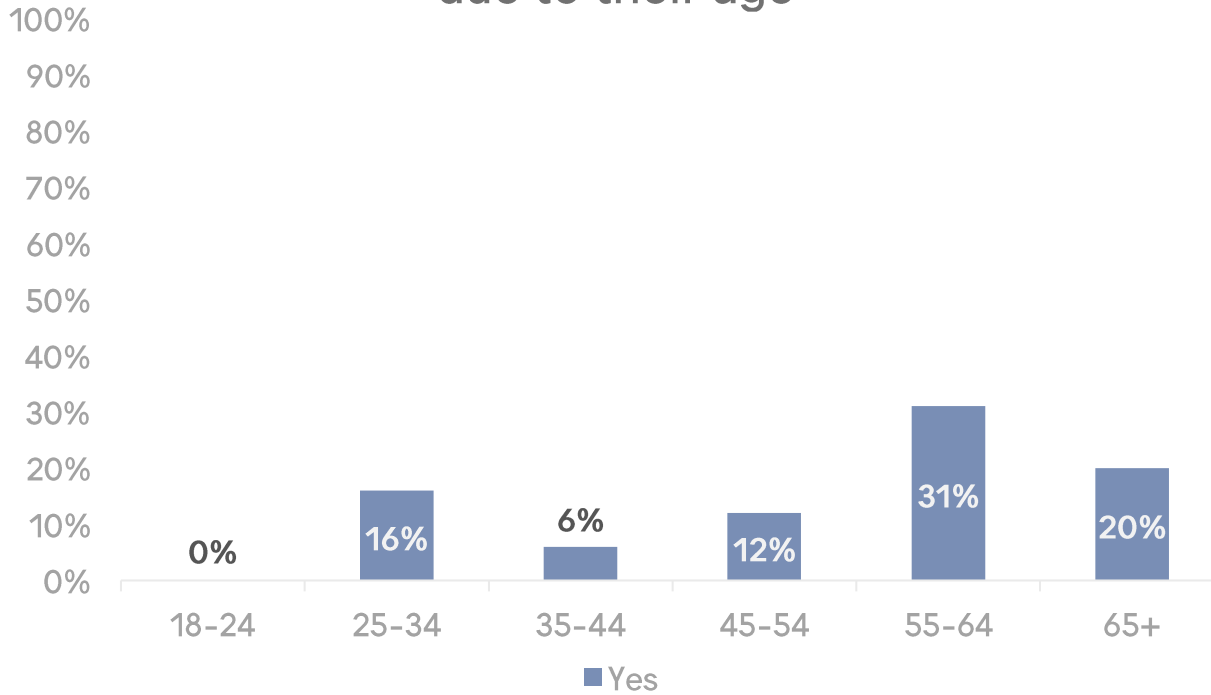
Of respondents believe that age can hinder one's career at their company.

15%

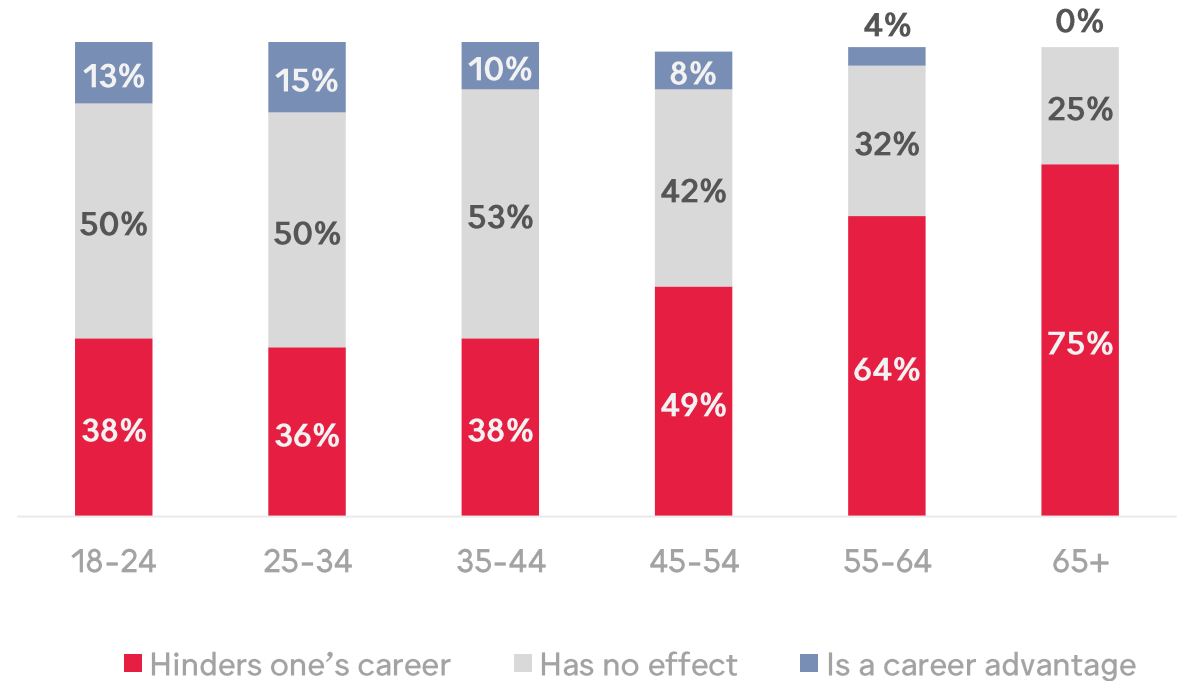
Of male respondents have personally experienced discrimination due to their age, compared to 13% of women.

Perceptions of Ageism in Canada

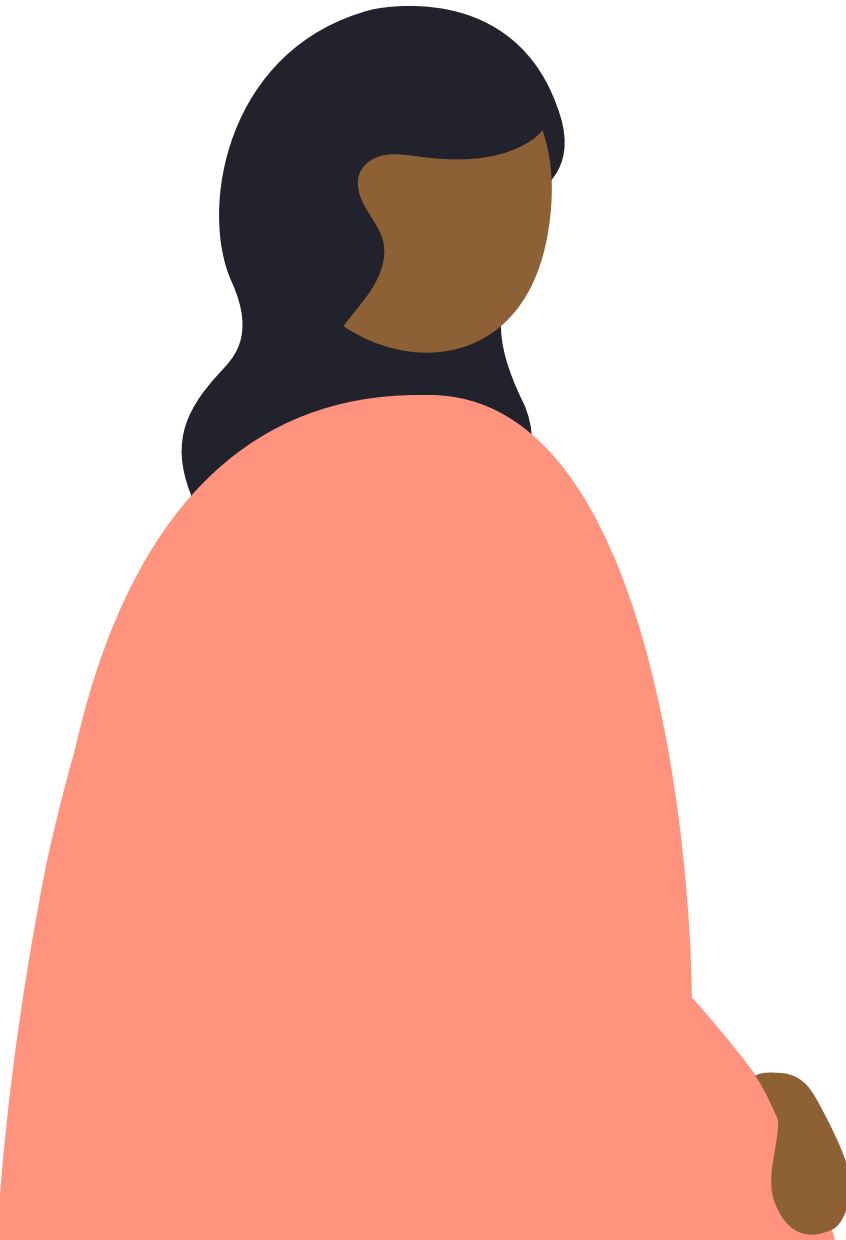
% personally experienced discrimination due to their age



On average, does age hinder or enhance one's career at your company?



Family Responsibilities in Canada



7%

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

40%

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

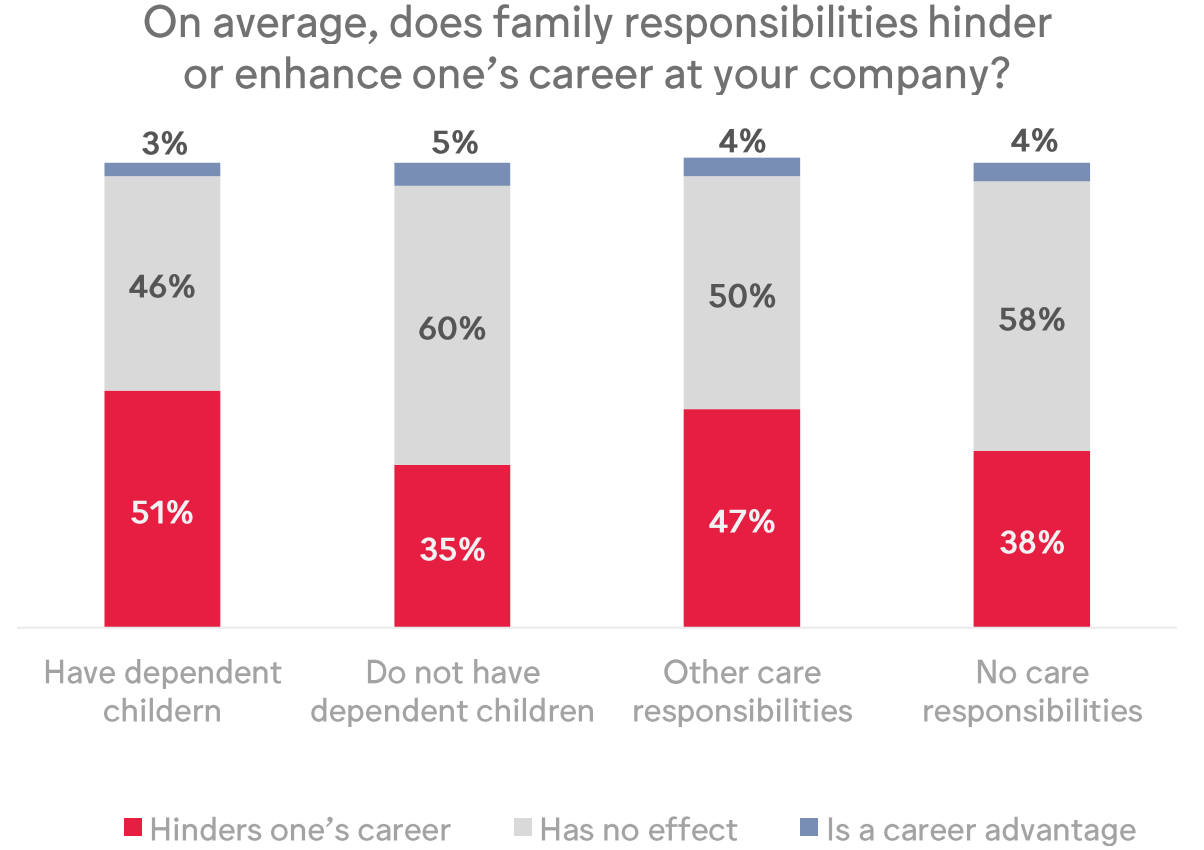
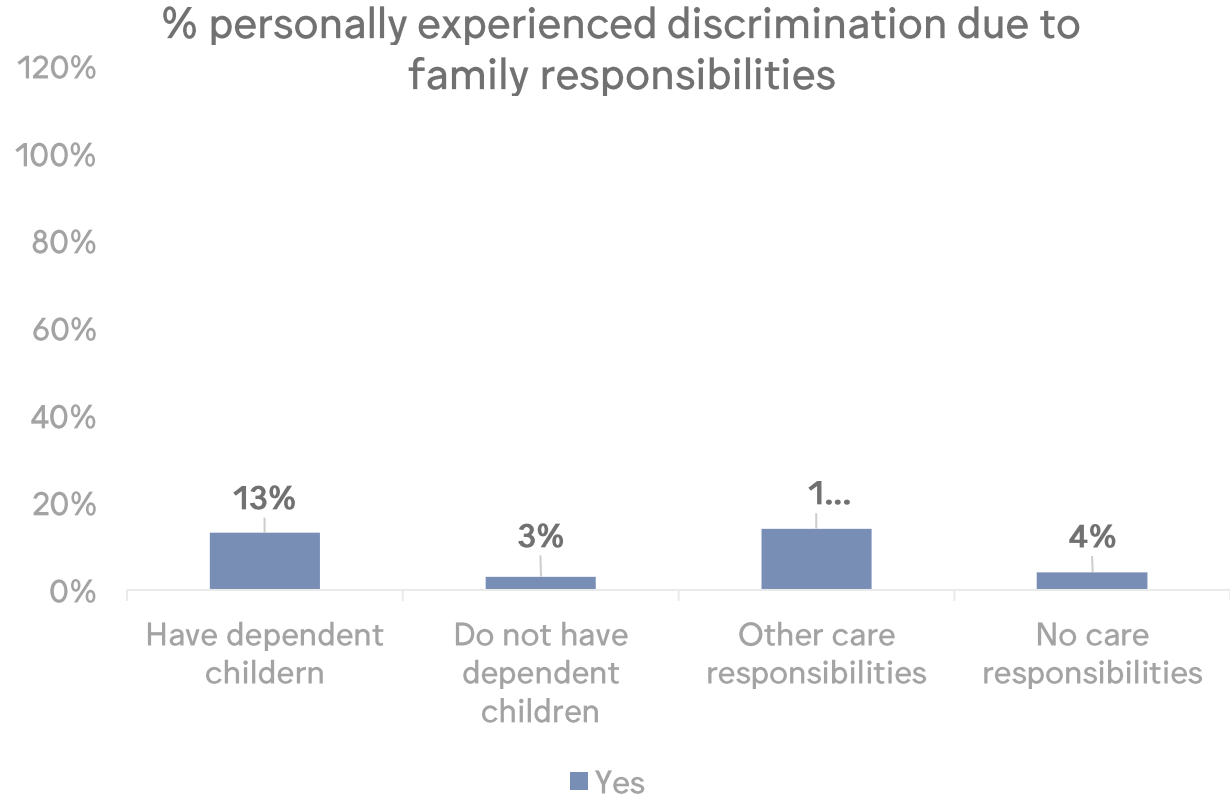
7%

Of female respondents have personally experienced discrimination due to their family responsibilities, compared to 5% of men.

45%

Of female respondents believe that family responsibilities can hinder one's career at their company, compared to 30% of men.

Perceptions of Family Responsibilities in Canada



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

Canada and global data

Wave 2 - 2023 - total

	Canada	GLOBAL
Inclusion Index	65%	63%
Company Sense of Belonging Percent	74%	69%
I feel like I belong at my company - % agree	76%	74%
I am a valued and essential part of my direct team - % agree	88%	82%
I am a valued and essential part of my company - % agree	76%	71%
I am emotionally and socially supported at work - % agree	72%	64%
My unique attributes, characteristics, skills, experience and background are valued in my company - % agree	77%	70%
Employees in my company feel comfortable being themselves - % agree	80%	75%
Senior management do not discriminate when it comes to hiring or career advancements of those that report into them - % agree	62%	55%
I am provided with sufficient support to develop my skills and progress my career - % agree	62%	57%
Absence of Discrimination Percent	95%	96%
My Age - Personally Discriminated at Company - % no	86%	92%
My Gender - Personally Discriminated at Company - % no	95%	94%
My Family Status - Personally Discriminated at Company - % no	93%	95%
My Race - Personally Discriminated at Company - % no	92%	96%
Religion - Personally Discriminated at Company - % no	98%	99%
Disability Status - Personally Discriminated at Company - % no	99%	99%
Relationship status - Personally Discriminated at Company - % no	98%	99%
Appearance - Personally Discriminated at Company - % no	95%	96%
Social Class - Personally Discriminated at Company - % no	97%	97%
Presence of Negative Behavior Percent	19%	19%
Unfairly spoken over and not listened to in meetings - % yes	29%	27%
Learning Opportunities or progress restricted by senior colleagues - % yes	19%	17%
Undervalued compared to colleagues of equal competence - % yes	30%	28%
People taking sole credit for shared efforts - % yes	31%	32%
Bullied, undermined or harassed in any way - % yes	14%	13%
Physical harassment or violence - % yes	1%	1%
Exclusion from events/activities - % yes	16%	13%
Made to feel uncomfortable in the workplace - % yes	16%	22%