

The Global DEI Census 2023

Spain market report



Acknowledgements

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



Acknowledgements

- Recognition of partners in Spain
- Each country to add

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

If you are unsure, please contact your WFA/VoxComm colleagues 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 (1% of respondents are disabled vs 8.5% national average). Looking at seniority and indicative pay gaps, the proportion of women decreases at senior levels, and there appears to be a sizable pay gap across a number of seniority levels.

Inclusion Headlines

Spain scores better than the global Inclusion Index benchmark (66% vs 63%), however it has dropped 3ppts since the 2021 census (69%). 71% agree that their company is actively taking steps to be more diverse and inclusive (vs 72% global average). In addition, 70% agree things have improved in terms of the industry becoming 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 12% 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.

Sense of belonging is lower for women, national minorities and religious minorities compared with their majority counterparts.

39% of respondents believe that age can be a hindrance at their company. We see a similar picture with family status with 49% of those who have dependent children and 52% of caregivers indicating they believe that family status hinders one's career at their company.

1.
Demographics and
Index Overview



Spain

OVERALL RESPONSES = 260

Company type	%
Brand (e.g., P&G, Unilever, Walmart, etc.)	34
Creative agency	20
Media agency	13
Media	4
Industry association / Trade body	5
Production House	-
Photography / Sound / Music Studio	-
Publisher	*
Research/Insights agency	7
I am a freelancer	2
PR agency	2
Digital agency	3
Tech	6
Other	5



Role / Function	%
Executive Management / C-Suite	24
New Business / Marketing / Communications / PR	18
Sales / Commercial	2
Account Management / Client Services	13
Account Planning and Strategy	6
Research / Information / Insight	4
Data Analytics and Planning	4
Social Media / Communities	1
Programming / Ad Tech	*
Creative, Design, and Studio	5
Creative Services / Project Management	2

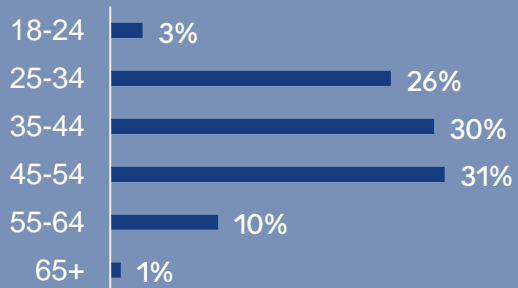
Role / Function	%
Production / Production Administration / Art and Print Buying	1
Media	5
Events	*
Finance	2
Human Resources and Training	3
IT / Technology	1
Procurement / Operations	1
Legal	1
Office Services	*
Other	3

Gender

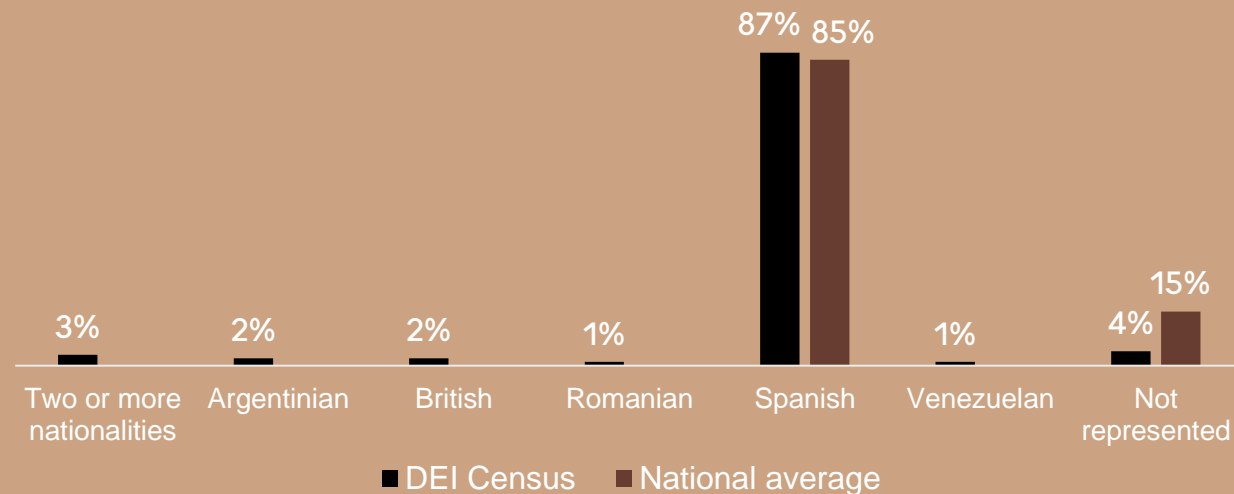
	Women	Men	Other Gender
DEI Census	67%	32%	-
National Average*	51%	49%	

*taken from national census data

Age



Nationality

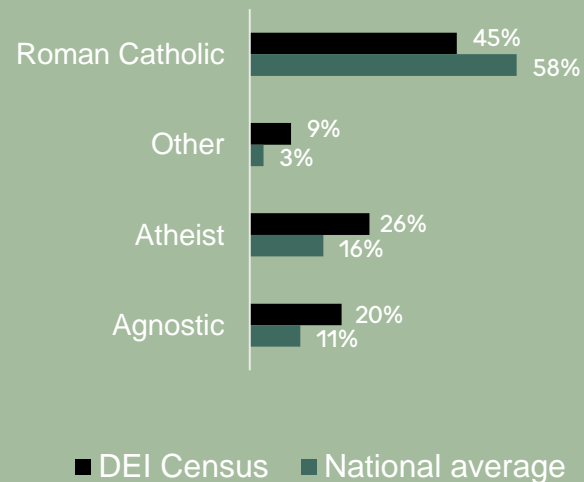


Disability Status

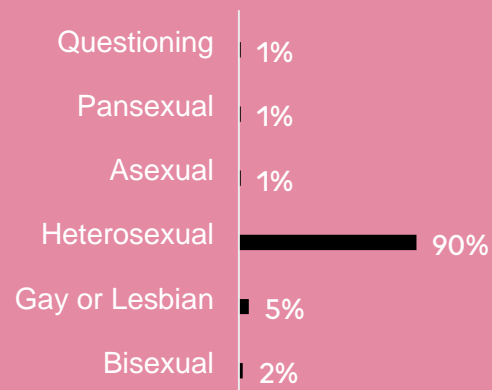
1%

of respondents are disabled
Compared to 8.5% national average

Religion



Sexual Orientation



National estimate of LGBTQ+ = 12%

Caregiving

38% of respondents are
parents to children under 16

25% 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 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
Spain 2023 survey	66%
Global average 2023	63%
Spain 2021 survey	69%

	Sense of Belonging	Absence of Discrimination	Presence of Demeaning Behaviour
Spain 2023 survey	68%	98%	16%
Global average 2023	69%	96%	19%
Spain 2021 survey	70%	97%	15%

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



■ Global average

■ Spain 2023 survey

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

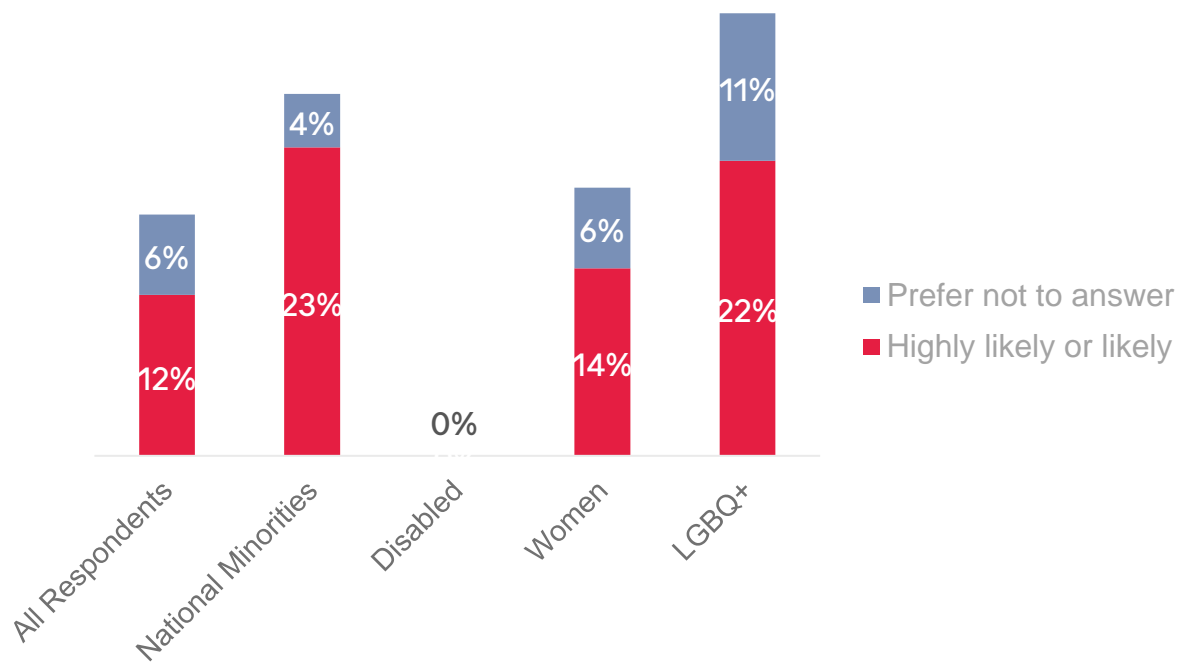


■ Global average

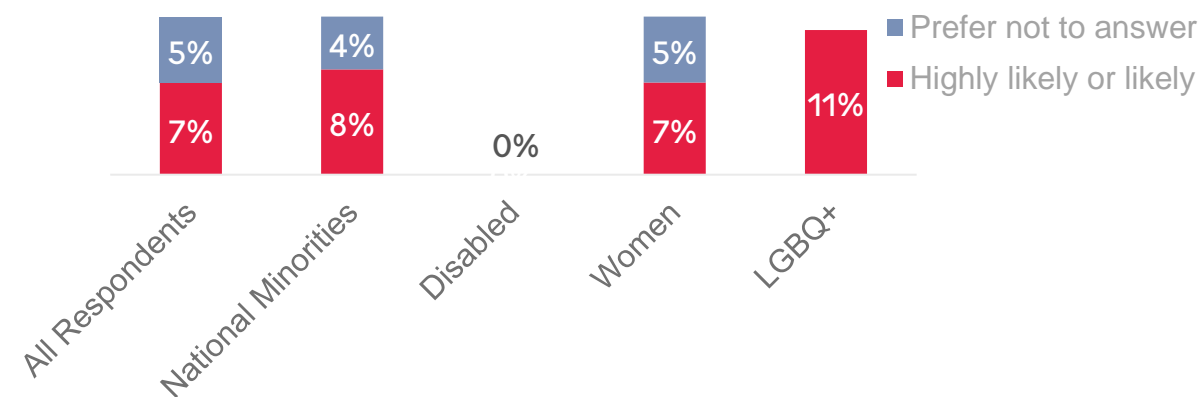
■ Spain 2023 survey

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, Nationality, 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”

Spain Headlines

Experiences of discrimination

Experience of discrimination is generally low amongst respondents, with national minority respondents reporting the highest levels of discrimination (12%)

Escalation

Women, national minority and religious minority 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 women, national minorities and religious minorities compared with their majority counterparts

Career obstacles

Women (29%) and national minorities (35%) were more likely to report facing obstacles in their career because of who they are compared with men and Spanish nationals

Gender in Spain

5%

Of female respondents have experienced discrimination at their company based on their gender vs 6% global average. 9% of all respondents have witnessed discrimination towards others due to their gender.

56%

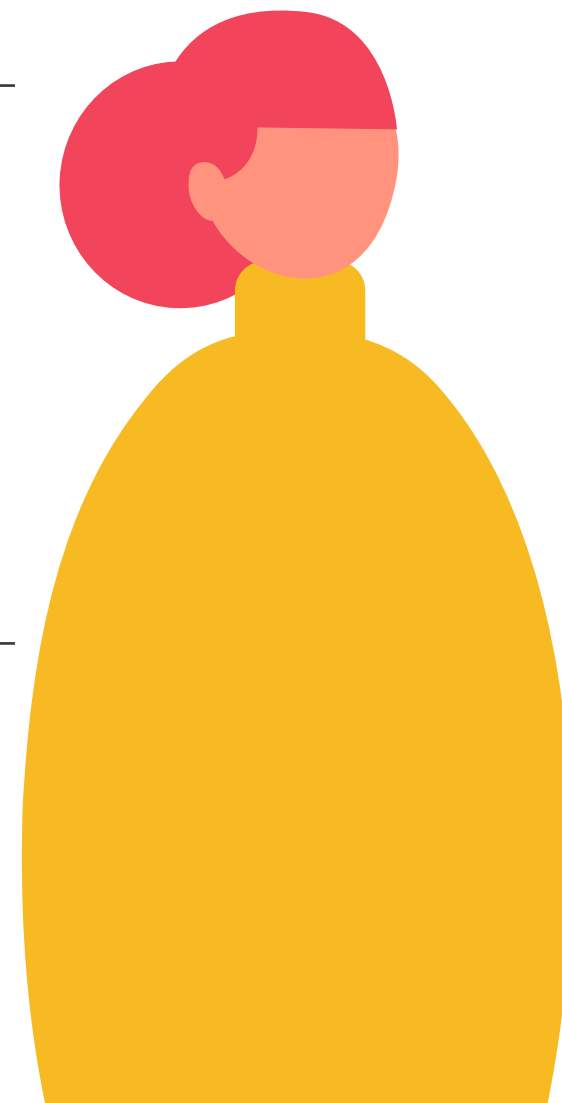
Of female respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 59% of men.

74%

Of female respondents feel like they belong at their company, compared to 78% of men.

29%

Of female respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 14% of men.



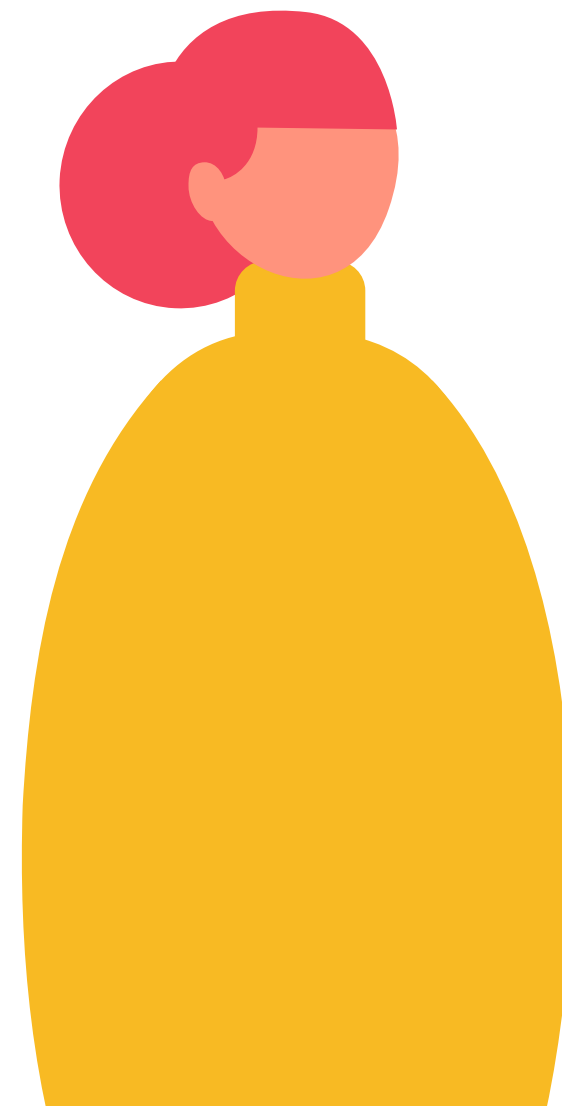
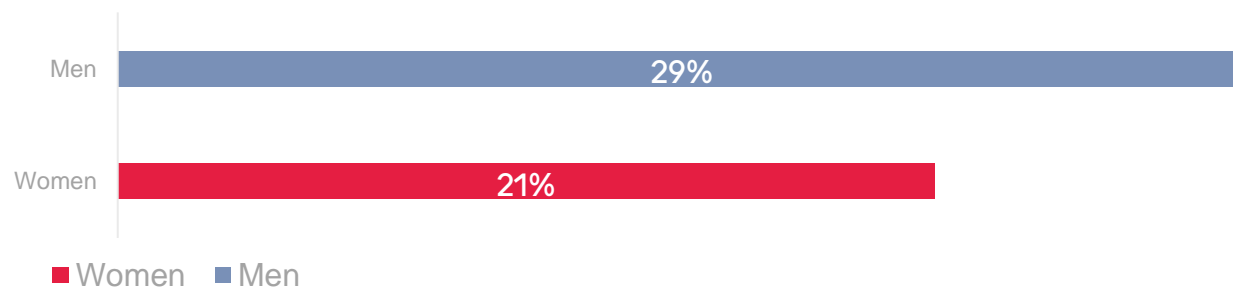
Gender in Spain

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	€103,000	€100,166	-3%
Other senior staff	€100,000	€71,086	-29%
Manager	€46,315	€48,189	4%
Junior	€54,999	€28,571	-48%

% C-suite by Gender



Nationality in Spain

12%

Of national minority respondents have experienced discrimination at their company based on their national background. 5% of all respondents have witnessed discrimination towards others due to their nationality.

55%

Of national minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 58% of Spanish respondents.

70%

Of national minority respondents feel like they belong at their company, compared to 75% of Spanish respondents.

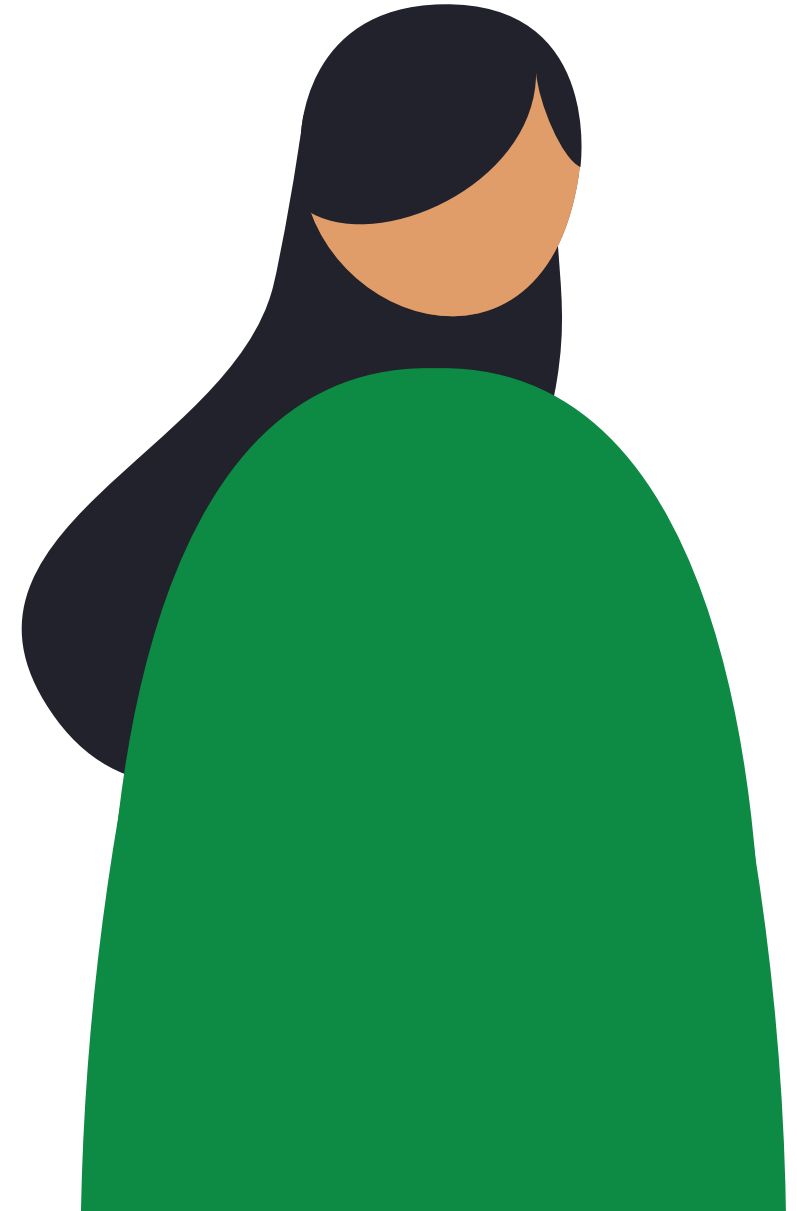
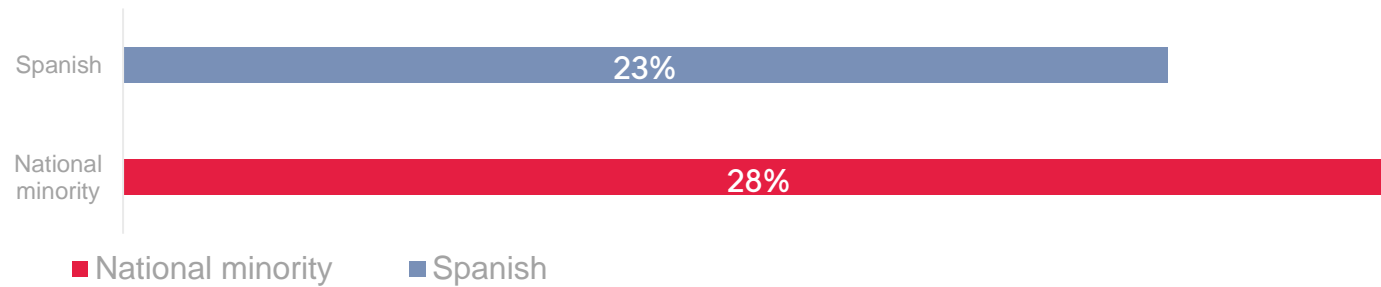
35%

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



Nationality in Spain

% C-suite by Nationality



Disability in Spain

1%

Of all respondents have witnessed discrimination towards others due to their disability status

Sample too low

To assess how many respondents with disabilities believe that most colleagues would escalate inappropriate behaviour to senior management or HR

Sample too low

To assess whether respondents with disabilities feel like they belong at their company

Sample too low

Sample too low to assess how many respondents with disabilities believe they have faced obstacles in their career progression at their company due to who they are



Conditions reported by those with a disability* in Spain

Condition	%
Mobility impairments (e.g. amputation, paralysis, multiple sclerosis, muscular dystrophy, arthritis, spinal cord injury)	50 (1 participant)
Fatigue / lack of stamina	-
Breathing capacity (e.g. asthma, COPD)	-
Neurodiversity (e.g. autism, Asperger's syndrome, dyslexia, dyscalculia, dyspraxia, ADHD, obsessive-compulsive disorder (OCD), Tourette syndrome)	-
Visual impairments (e.g. poor vision, colour blindness)	-
Motor skill impairments (e.g. arthritis, strokes, dexterity)	-
Mental health (e.g. depression, bipolar)	-
Stress / anxiety	-
Hearing impairments	-
Long-term implications from COVID	-
Other	-
None of the above	50 (1 participant)

* 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 Spain

32%

Of respondents report often being very stressed at work.

26%

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

32%

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

41%

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

19%

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

27%

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

Sexual Orientation in Spain

1%

Of all respondents have witnessed discrimination towards others due to their sexual orientation. No LGBTQ+ respondents have experienced discrimination at their company based on their sexual orientation.

82%

Of LGBTQ+ respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR compared to 55% of their heterosexual counterparts.

78%

Of LGBTQ+ respondents feel like they belong at their company, compared to 75% of their heterosexual counterparts.

13%

LGBTQ+ respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 25% of their heterosexual counterparts.



Religion in Spain

68%

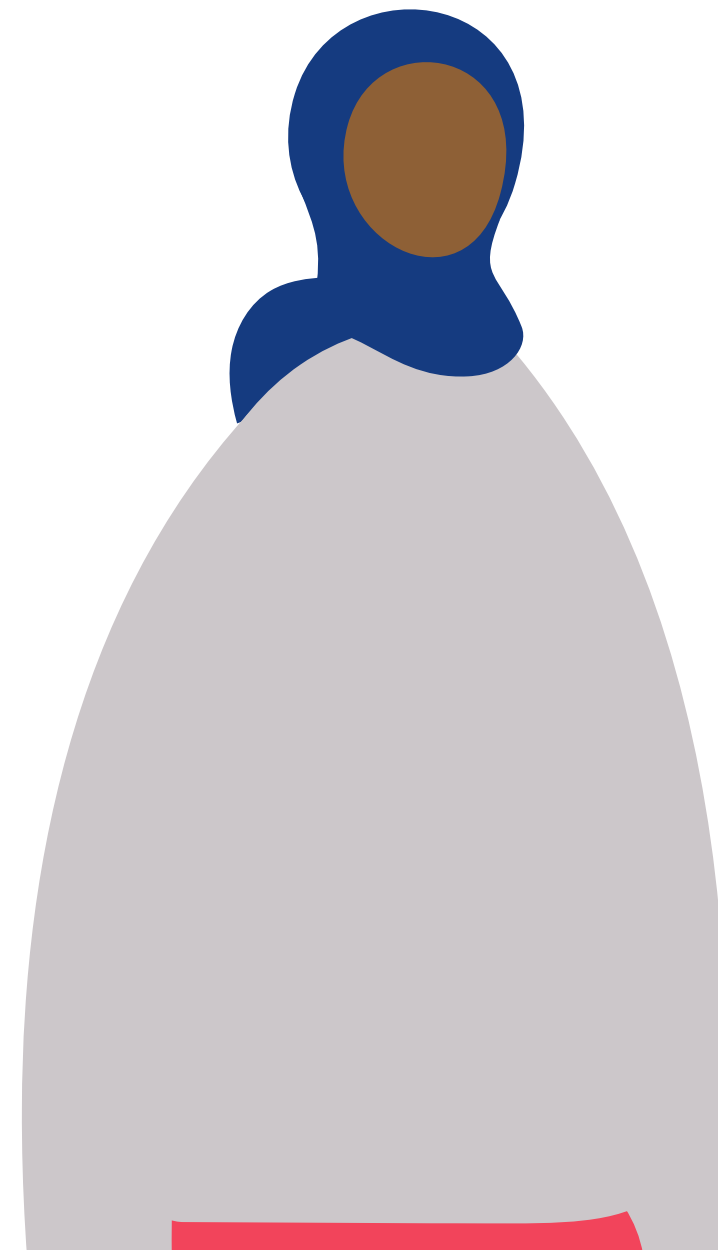
Religious minority respondents feel like they belong at their company, compared to 75% of their religious majority counterparts.

22%

Religious minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 25% of their religious majority counterparts.

50%

Of religious minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 57% of their religious majority counterparts.



Age in Spain

3%

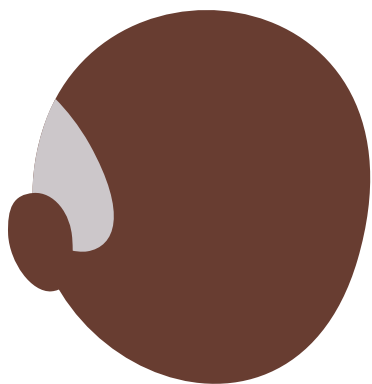
Of respondents have personally experienced discrimination due to their age.

39%

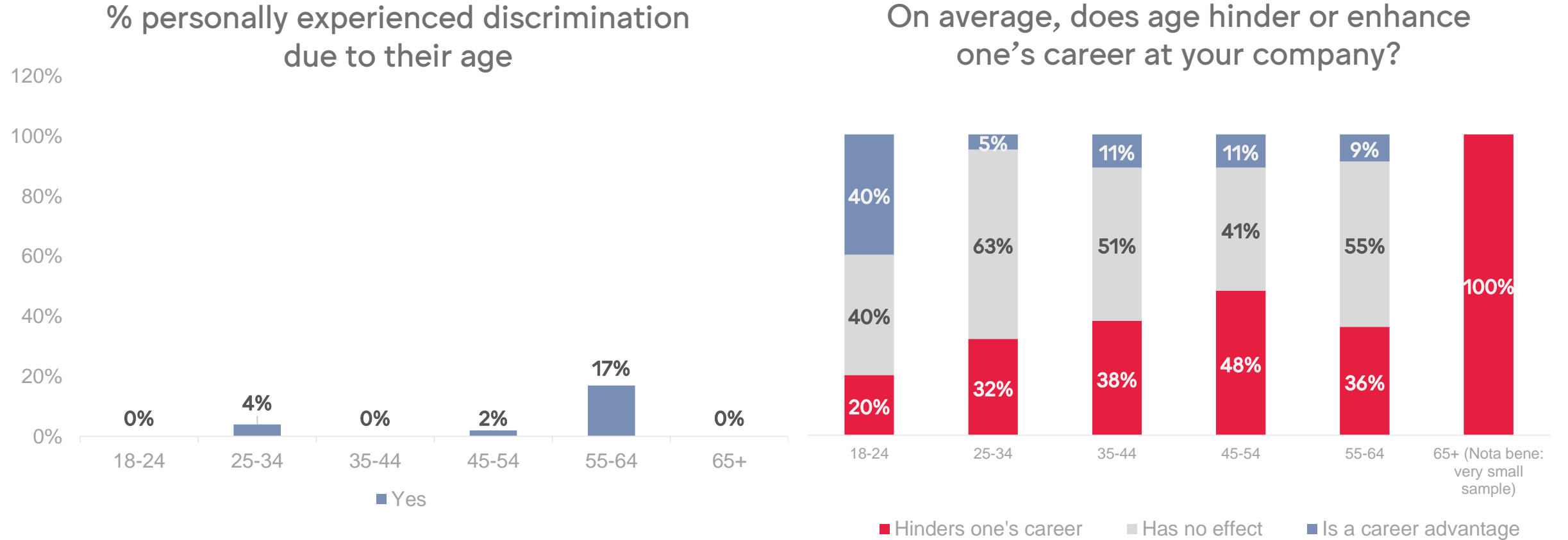
Of respondents believe that age can hinder one's career at their company.

2%

Of female respondents have personally experienced discrimination due to their age, compared to 4% of men.



Perceptions of Ageism in Spain



Family Responsibilities in Spain

5%

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

48%

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

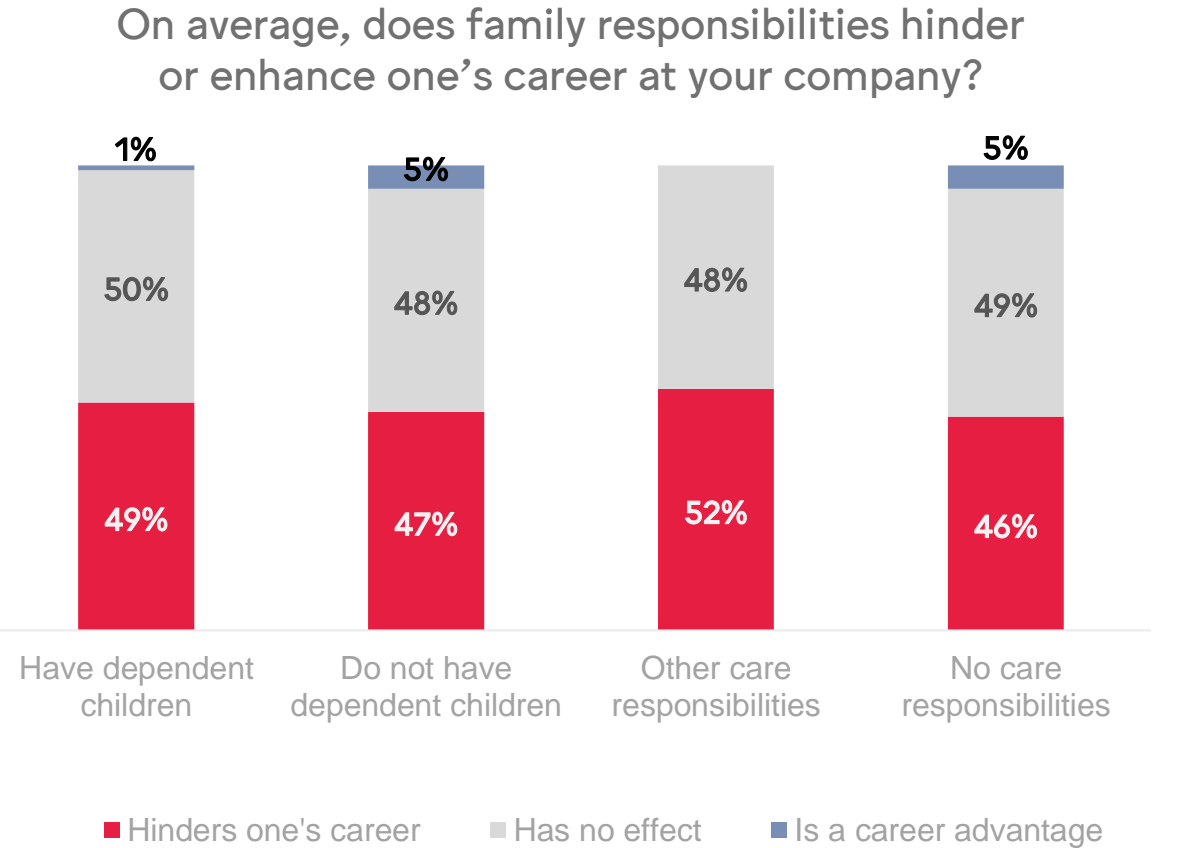
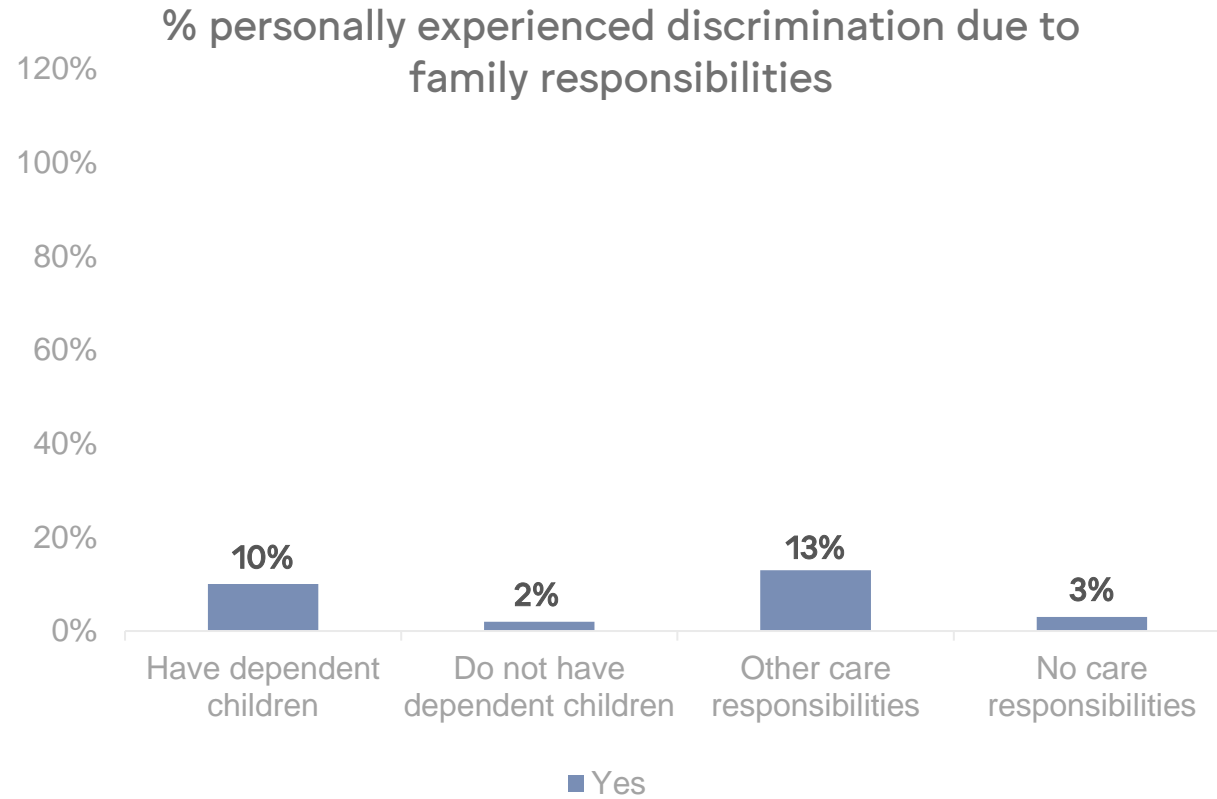
7%

Of female respondents have personally experienced discrimination due to their family responsibilities, compared to 1% of men.

54%

Of female respondents believe that family responsibilities can hinder one's career at their company, compared to 34% of men.

Perceptions of Family Responsibilities in Spain



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

Spain and global data

Wave 2 - 2023 - total	Spain	GLOBAL
Inclusion Index	66%	63%
Company Sense of Belonging Percent	68%	69%
I feel like I belong at my company - % agree	74%	74%
I am a valued and essential part of my direct team - % agree	79%	82%
I am a valued and essential part of my company - % agree	66%	71%
I am emotionally and socially supported at work - % agree	67%	64%
My unique attributes, characteristics, skills, experience and background are valued in my company - % agree	75%	70%
Employees in my company feel comfortable being themselves - % agree	78%	75%
Senior management do not discriminate when it comes to hiring or career advancements of those that report into them - % agree	48%	55%
I am provided with sufficient support to develop my skills and progress my career - % agree	55%	57%
Absence of Discrimination Percent	98%	96%
My Age - Personally Discriminated at Company - % no	97%	92%
My Gender - Personally Discriminated at Company - % no	96%	94%
My Family Status - Personally Discriminated at Company - % no	95%	95%
My Race - Personally Discriminated at Company - % no	98%	96%
Religion - Personally Discriminated at Company - % no	100%	99%
Disability Status - Personally Discriminated at Company - % no	100%	99%
Relationship status - Personally Discriminated at Company - % no	100%	99%
Appearance - Personally Discriminated at Company - % no	98%	96%
Social Class - Personally Discriminated at Company - % no	99%	97%
Presence of Negative Behavior Percent	16%	19%
Unfairly spoken over and not listened to in meetings - % yes	8%	27%
Learning Opportunities or progress restricted by senior colleagues - % yes	22%	17%
Undervalued compared to colleagues of equal competence - % yes	25%	28%
People taking sole credit for shared efforts - % yes	38%	32%
Bullied, undermined or harassed in any way - % yes	5%	13%
Physical harassment or violence - % yes	0%	1%
Exclusion from events/activities - % yes	16%	13%
Made to feel uncomfortable in the workplace - % yes	16%	22%