

# Our latest Equity, Diversity and Inclusion Survey results



## Who We Are 2023

As part of our ongoing commitment to building an inclusive culture, we are expanding our diversity and inclusion efforts to introduce a new focus on equity.

Equity is vital for creating a workplace where all of our people have equal access to opportunities, and where everyone – regardless of ethnicity, gender, sexual orientation, or disabilities – is respected and treated with dignity. It is a foundational part of our renewed 2023 Charter For Change.

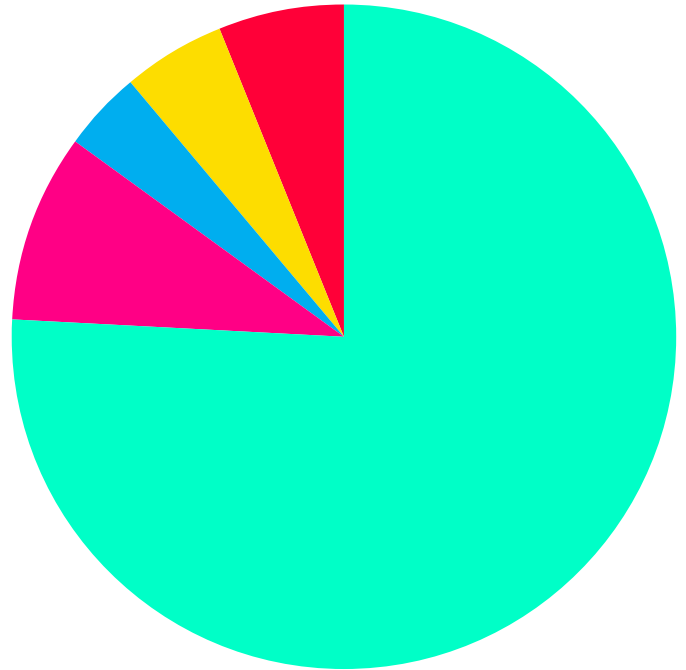
Backed by a representative agency makeup that has equal opportunities to progress, and which holds itself accountable both internally and publicly, we can continue to make work with cultural impact that speaks for the people we're trying to reach.

This annual update sheds light on who we are at We Are Social, and reflects our constant mission of seeking progress and promoting open and honest conversations. We are far more than numbers on a page, but numbers are a good place to start.

# Our ethnicity

True inclusion and representation at every level is crucial to both innovation and success. In 2021, we set ourselves a target of achieving 25% multi-ethnic representation. As of 2023, we are currently at 20% – up from 19% in 2022, and 18% the year before. This progression falls short of our target, but has been recognised in colleagues’ comments, and we will endeavour to accelerate this positive trend in line with our Charter for Change ambition.

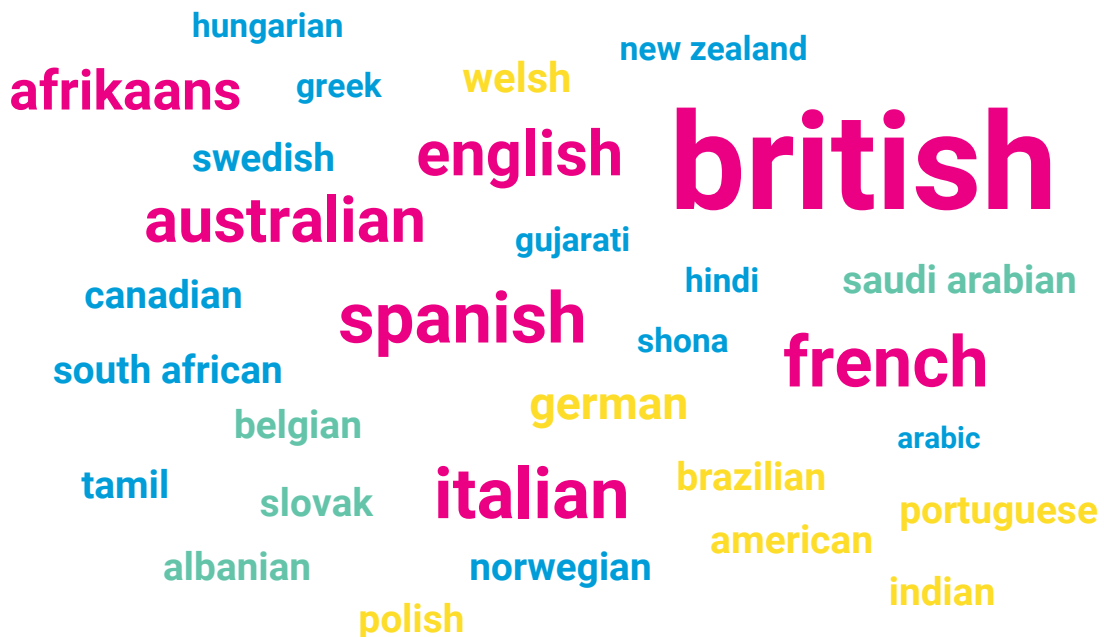
We can see that the early adjustments made to our recruitment process have already started to pay off, as 32% of our new joiners in the past year were from multi-ethnic backgrounds; this is an increase from 25% in 2021.



- 76% **White**
- 6% **Black**
- 9% **All Others**  
(includes South Asian - including Bangladeshi, Indian and Pakistani, East Asian, Southeast Asian, Middle Eastern, Latinx, Not specified)
- 5% **Multiracial/Mixed-race**
- 4% **Not specified**

# Our nationalities and languages

We are more global than we were in 2021. We are proud to have 20 different nationalities in our agency as well as 18 native languages spoken.



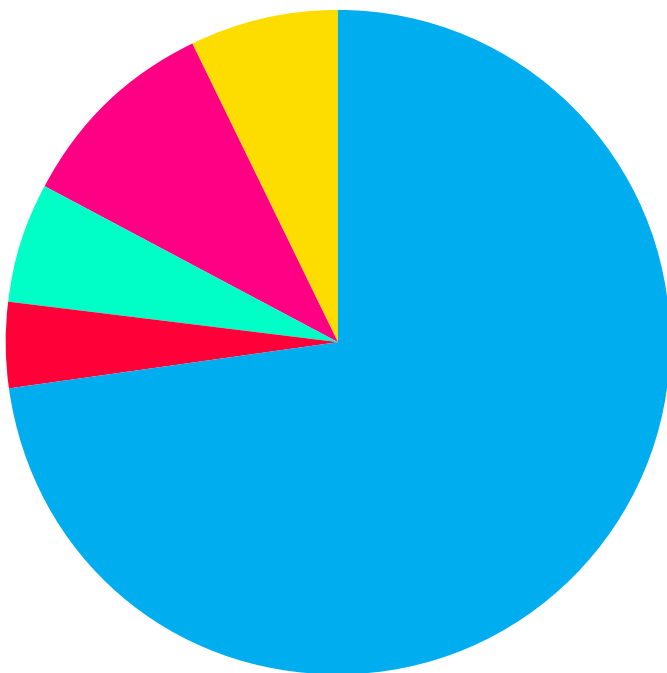
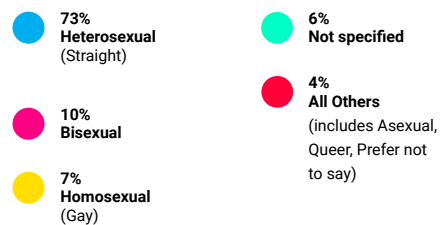
# How we identify ourselves

Women set ambitious goals in the presence of other women they admire. We have a good gender balance across all levels of the agency, including a leadership team where we have 46% women. But we're also aware that gender identity isn't always binary, and we respect and welcome all identities.



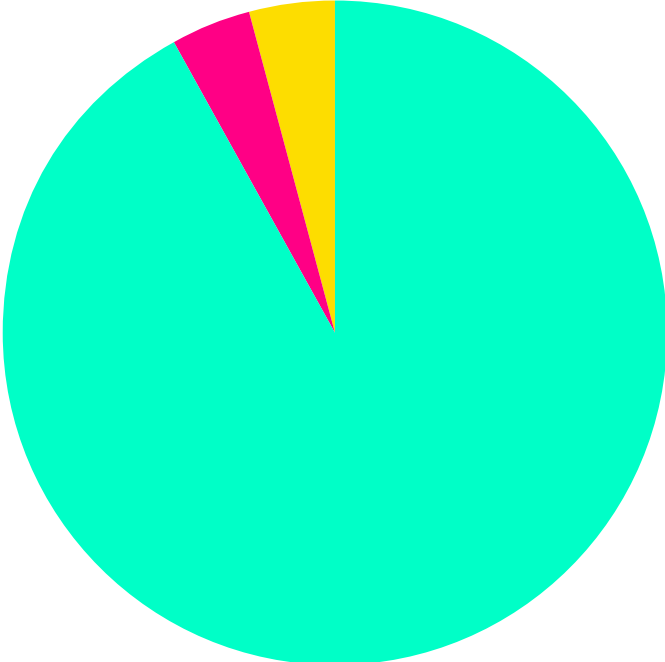
# Our sexual orientation

We're proud that our team feels comfortable celebrating their sexuality, with representation from the LGBTQIA+ community at various levels throughout the agency.



# Disability

Differences make us stronger. While 4% of people in our team have a non-visible disability, no-one identifies as having a physical disability. People with disabilities make up 16% of the UK working population, but are significantly underrepresented in advertising. We have more work to do here.



# Our neurodiversity

We believe neurodiversity is best described as the way people experience and interact with the world around them in many different ways; there is no one "right" way of thinking, learning, and behaving, and differences are accepted and embraced.

We have seen an increase of 50% since 2021 of people in our team who identify as neurodivergent. On a broader cultural level, people appear to be growing more comfortable with disclosing conditions such as ADHD and dyslexia, as well as becoming more aware and informed about them. Indeed, we have recently seen a decrease in the Prefer not to say and Not specified groups.

Education in this area remains a priority for us over the next 12 months.

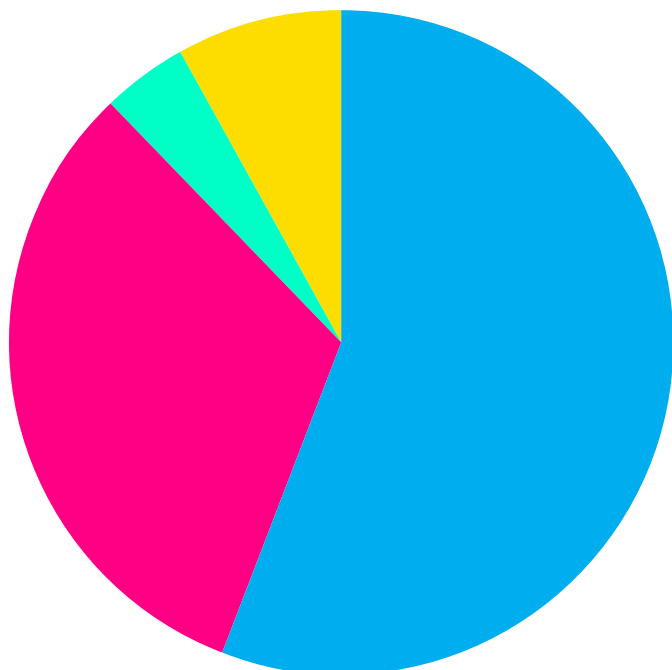
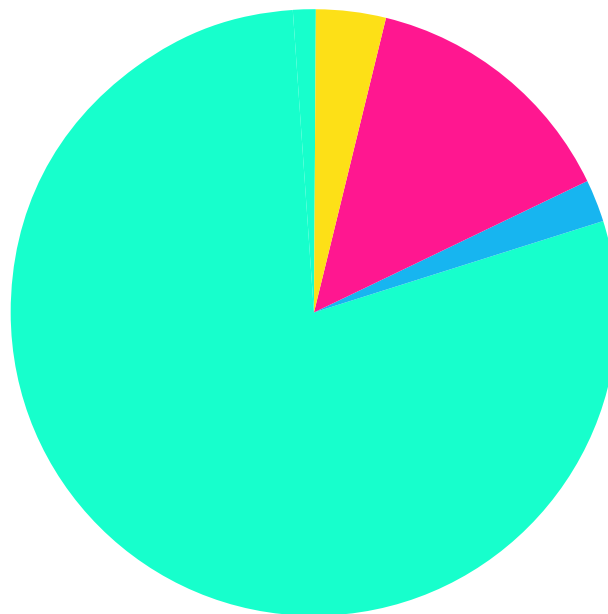
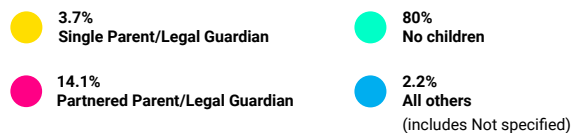


# We have different commitments

Many of our people have round the clock responsibilities. 20% of our team have children, an increase from 15.7% in 2021, while others have caring responsibilities.

We're proud to support parents and carers to take the time they need to get the right balance. In particular, we are looking to step up our support for first-time parents.

We also work with organisations like Creative Equals to encourage more women back to work after taking time out to be with their families.



# Our mental health

Mental health isn't a discussion to be swept under the carpet. According to Mind, 1 in 4 people will experience a mental health problem of some kind each year and we know a number of our team suffer or have suffered from some form of mental illness. We cannot underestimate the impact the last couple of years has had on us all. The impact on how we work and the freedoms we have been able to have outside of work has meant that we cannot travel as much or socialise as much as we want and that will directly impact how we feel day to day.

We want people to know they are not alone, by encouraging open and honest conversations about mental health at all levels of the business. Our programmes support this, from fully trained peer-to-peer Mental Health First Aiders, to a free helpline and access to counselling.

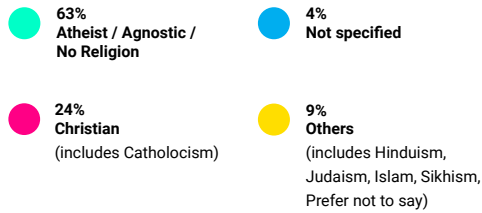
43 people (32%) say they have a mental health condition / 11 preferred not to say



# We have different beliefs

63% of the agency said they were atheist or agnostic. This is down slightly from 67% in 2021.

At the time of the survey our team followed 6 different religions or belief systems: Atheist, Christian, Sikhism, Hinduism, Islam, Judaism.



# What's next?

We're focused on building an inclusive and representative team.

You can read more on this in our 2023 Equity, Diversity & Inclusion Charter for Change. The Charter helps us make progress in the areas we have identified as priorities, and measure ourselves along the way. It's a set of agency commitments and goals to address all areas of our business, from our people, to our culture, to the work we produce.

We're committed to keeping conversations about mental health on the table and to support our team in being their best selves, both in and out of work.

We'll update our progress each year following our Diversity & Inclusion Survey. And we'll also strive to look beyond the areas we can measure, to build an agency that encourages, embraces and celebrates all diversity of thought.

We're looking for people who want to be part of this journey. If that's you, check out our current vacancies here.



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