

2024

OUR LATEST

EQUITY, DIVERSITY

AND INCLUSION

SURVEY RESULTS

WHO WE ARE

As part of our ongoing commitment to building an inclusive culture, we are always looking to expand our diversity and inclusion efforts. Our 2024 Charter for Change focuses on four key areas: Working Parents, Neurodiversity, Women in Leadership and Ethnicity.

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.

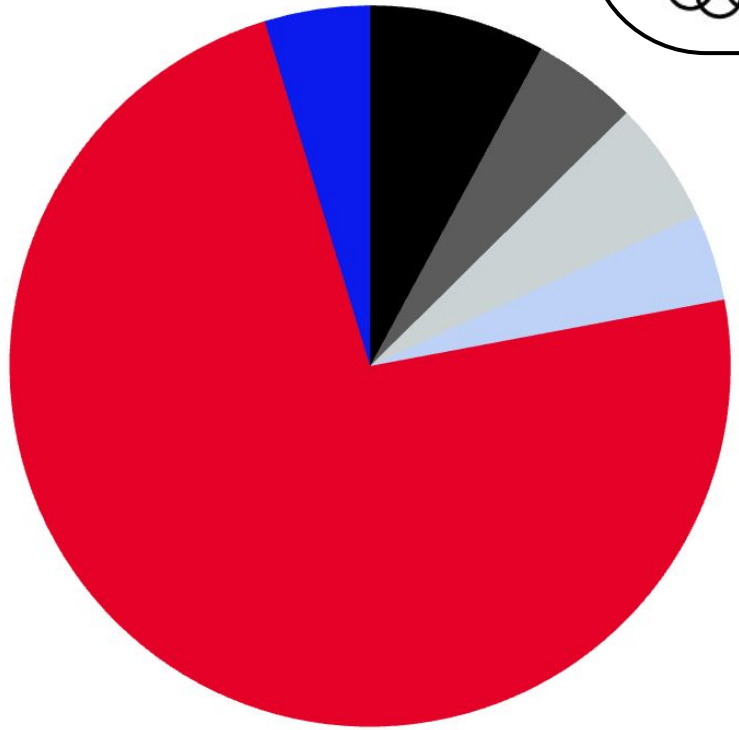
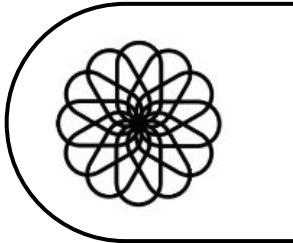
This annual update sheds light on who we are at We Are Social, and reflects our constant mission of seeking progress and promoting open and honest conversations. We are far more than numbers on a page, but numbers are a good place to start.

OUR ETHNICITY

True inclusion and representation at every level is crucial to both innovation and success. We set ourselves a target of achieving 25% multi-ethnic representation. As of 2024, we are currently at 20%. This is consistent with the previous year.

Through changing our job boards, working with external partners, and auditing our recruitment process, 47% of our applicants now come from multi-ethnic backgrounds.

We will endeavour to accelerate our efforts through recruitment and retention in line with our 2024 Charter for Change ambitions.



- 73% **White**
- 4% **South Asian**
- 5% **All Others**
(includes Not specified, Prefer not to say, Southeast Asian, East Asian, Latino/Hispanic/Latinx)
- 6% **Black**
- 5% **Multiracial/Mixed-race**
- 7% **Not specified**

OUR NATIONALITIES

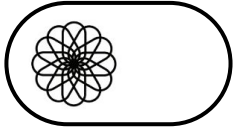
AND LANGUAGES

We are proud to have 18 different nationalities in our agency as well as 16 native languages spoken.



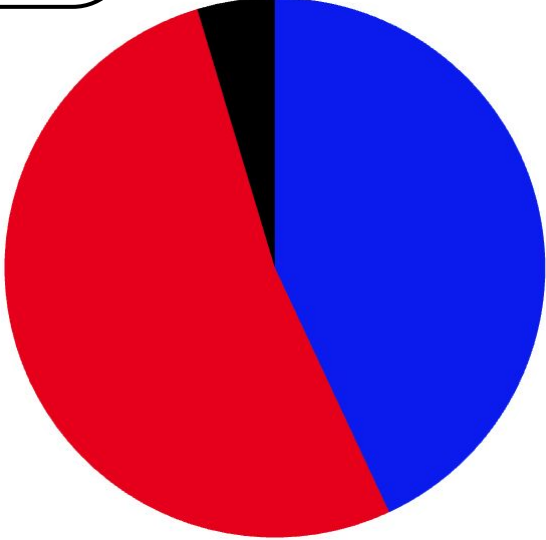
HOW WE IDENTIFY

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 our leadership team where 53% of the leadership team identify as women, up 7% from the previous year. But we're also aware that gender identity isn't always binary, and we respect and welcome all identities.

Women in Leadership is a focus for us in our 2024 Charter for Change.

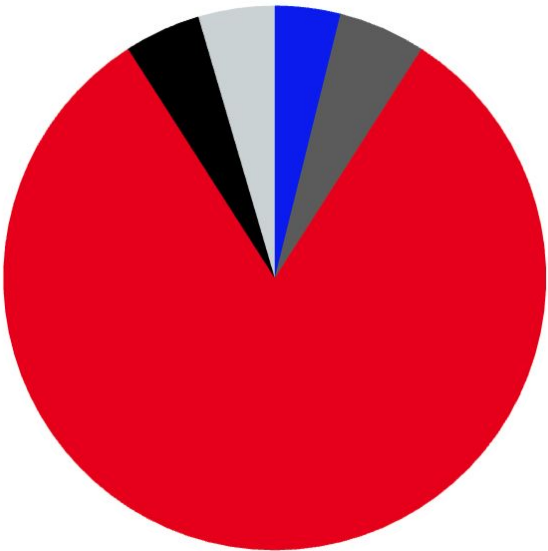


- **51%**
Woman - Cisgender
(your gender identity matches your sex assigned at birth)
- **42%**
Man - Cisgender
(your gender identity matches your sex assigned at birth)
- **7%**
Not Specified



OUR SEXUAL

ORIENTATION



- **79%**
Heterosexual
- **5%**
Homosexual (Gay/Lesbian)
- **5%**
Bisexual
- **5%**
Not specified
- **6%**
All Others
(includes Two-Spirit, Pansexual, Asexual, Queer)

Having LGBTQ+ presence in our workforce ensures that the community is represented in decision-making, processes, policies, and workplace culture. Representation fosters a sense of belonging and helps us to ensure that our work always considers the representation of the community too.

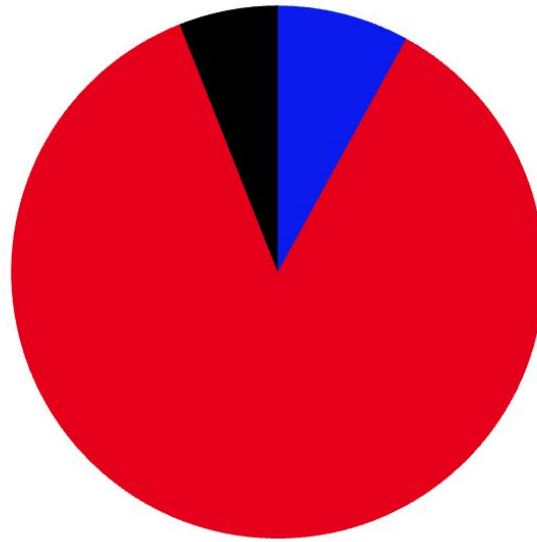
We will continue to educate and inform, with the help of our ERG, to ensure that true representation of the community is shown through our work and culture.



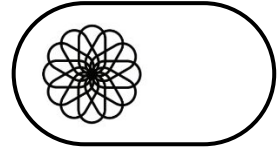
DISABILITY

Differences make us stronger. While 7% of people in our team have a non-visible disability, which is an increase of 4% on the previous year, 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.



● 86% No ● 7% Yes - a non-visible disability ● 7% Not Specified

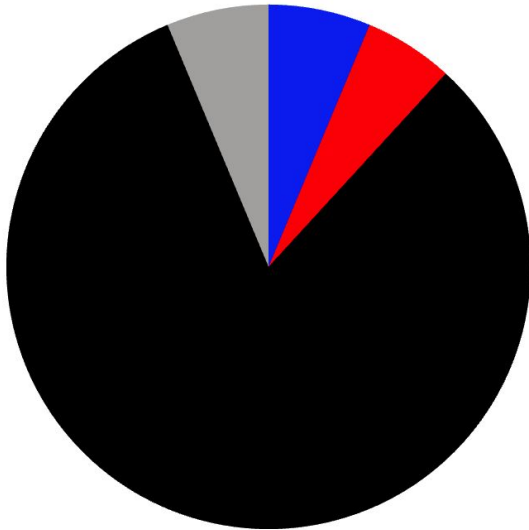


OUR

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.

18% of our people are neurodiverse, unchanged from the previous year. However, this is an area of focus for our 2024 Charter for Change. We will now focus on educating our line managers in these areas, as well as our wider agency.



● 82% Not specified ● 6% Dyslexia
● 6% ADHD ● 6% All Others (includes Not specified, Dyspraxia, Autism Spectrum Disorder (ASD), Dyscalculia, Prefer not to say)

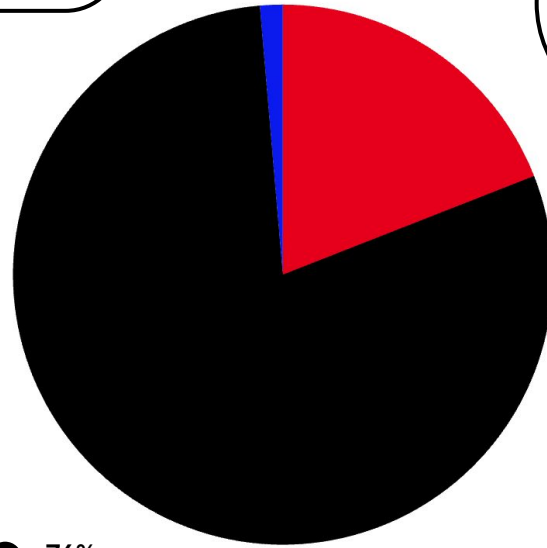


WE HAVE DIFFERENT

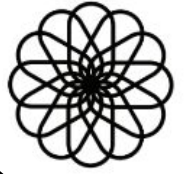
COMMITMENTS

Many of our people have round the clock responsibilities. 24% of our team have children, an increase of 4% on the previous year.

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 our working parents as part of our 2024 Charter for Change.

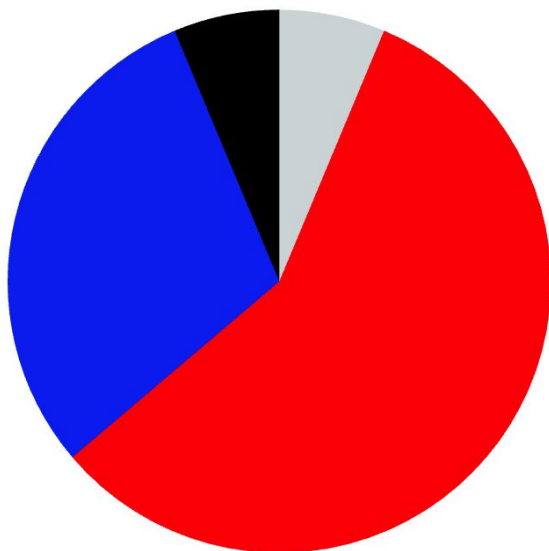


- 76%
No Children
- 22%
Partnered Parent/ Legal Guardian/ Foster/ Parent
- 2%
All Others
(includes Not specified, Single parent/ Legal Guardian/ Foster Parent, Not specified)



OUR MENTAL

HEALTH



- 62%
No
- 26%
Yes
- 6%
Prefer not to say
- 6%
Not specified

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. Indeed, 26% of our people have told us they have a mental health condition.

We encourage open and honest conversations about mental health at all levels of the business. Our programmes support this, a free helpline and access to counselling to therapy session via our partnership with Self Space.

We aspire to normalise conversations around mental health and provide various ways to support our people as needed, when needed.



WE HAVE DIFFERENT

BELIEFS



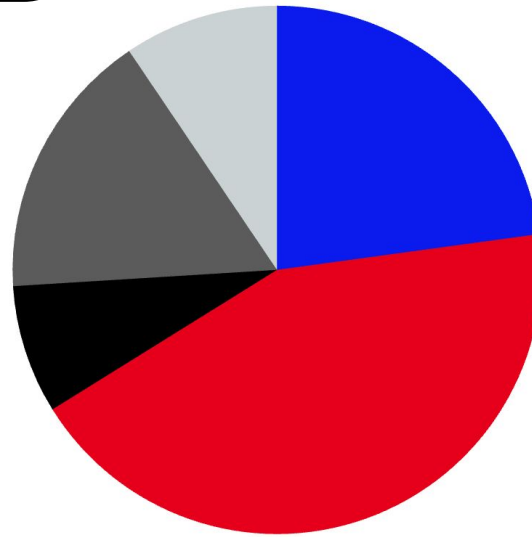
We have not seen any noticeable changes since the previous survey.

60% of the agency said they were atheist or agnostic. This is down slightly from the previous year.

23% were Christian (inc Catholic).

9% of our agency were Islam, Judaism or Prefer not to say.

Our ERG have been active in celebrating key religious events during the year.



- 43% Atheist/ No religion
- 23% Christianity (inc Catholicism)
- 17% Agnostic

- 8% Not specified
- 9% All Others (includes Islam, Judaism, Prefer not to say, Hinduism, Sikhism, More than one religion/belief)

WHAT'S NEXT?



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

You can read more on this in our 2024 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.

