

Taylor Bennett Foundation Survey Results

July 2022

Methodology

Dissemination

This survey aimed to explore the experiences of people from ethnic minority backgrounds working in Public Relations and Communications (PR/Comms) in the UK. The survey was shared by the Taylor Bennett Foundation via an email to their UK network alongside an invitation explaining the purposes of the research. It was also published on the News page of the Taylor Bennett Foundation's website and shared on their Twitter account. Various reminders were sent throughout the fieldwork period to encourage participation.

There were no incentives provided for taking part.

Fieldwork

This survey was conducted online by Ipsos between **12th March – 11th April 2022**.

Sample

A total number of 218 responses were achieved, of which 161 were from ethnic minority respondents. Although the survey indicated that it aimed to capture responses by ethnic minority respondents, there were 57 respondents who identified as non-ethnic minority (White). These respondents were asked only a subset of the survey questions.

Those who had worked in PR/Comms more than three years ago, or who had never worked in PR/Comms were screened out.

Methodology

Interpretation of quantitative findings

Throughout the report, findings will highlight, and make reference to, different sub-groups based on responses to certain questions. When interpreting the survey findings, it is important to remember that the results are based on a sample of the population, not the entire population of this audience. Consequently, results are subject to margins of error. It should be noted that the smaller the size of the sub-group, the less we can rely on the survey estimates to be true representatives of the population of this audience as a whole. In some cases, sub-groups comprising fewer than 50 respondents may be commented on in the report and these should be treated with particular caution.

Survey respondents are permitted to give a 'not applicable' or 'prefer not to say' answer to most of the questions.

Where percentages do not sum to 100%, this is due to computer rounding or respondents being able to give multiple answers to the same question.

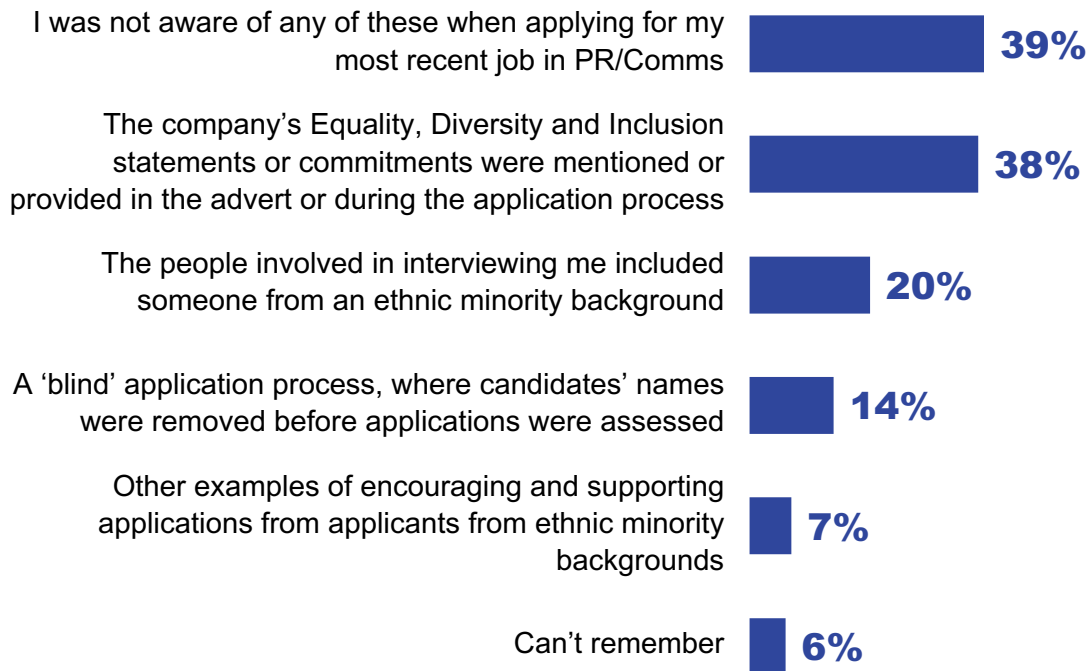
Findings

01

When applying for a job, almost two fifths of most candidates surveyed were not aware of any of the efforts to encourage or support applicants from ethnic minority backgrounds

Almost two fifths (38%) of applicants surveyed were aware of the company's Equality, Diversity and Inclusion statements during the application process, but only one in five (20%) were interviewed by someone from an ethnic minority background, and a smaller proportion (14%) went through a blind application process where candidates' names were removed before applications were assessed.

Q. When applying for your most recent job in PR/Comms, which, if any, of the following were you aware of during the application process ...?



Insight on specific groups

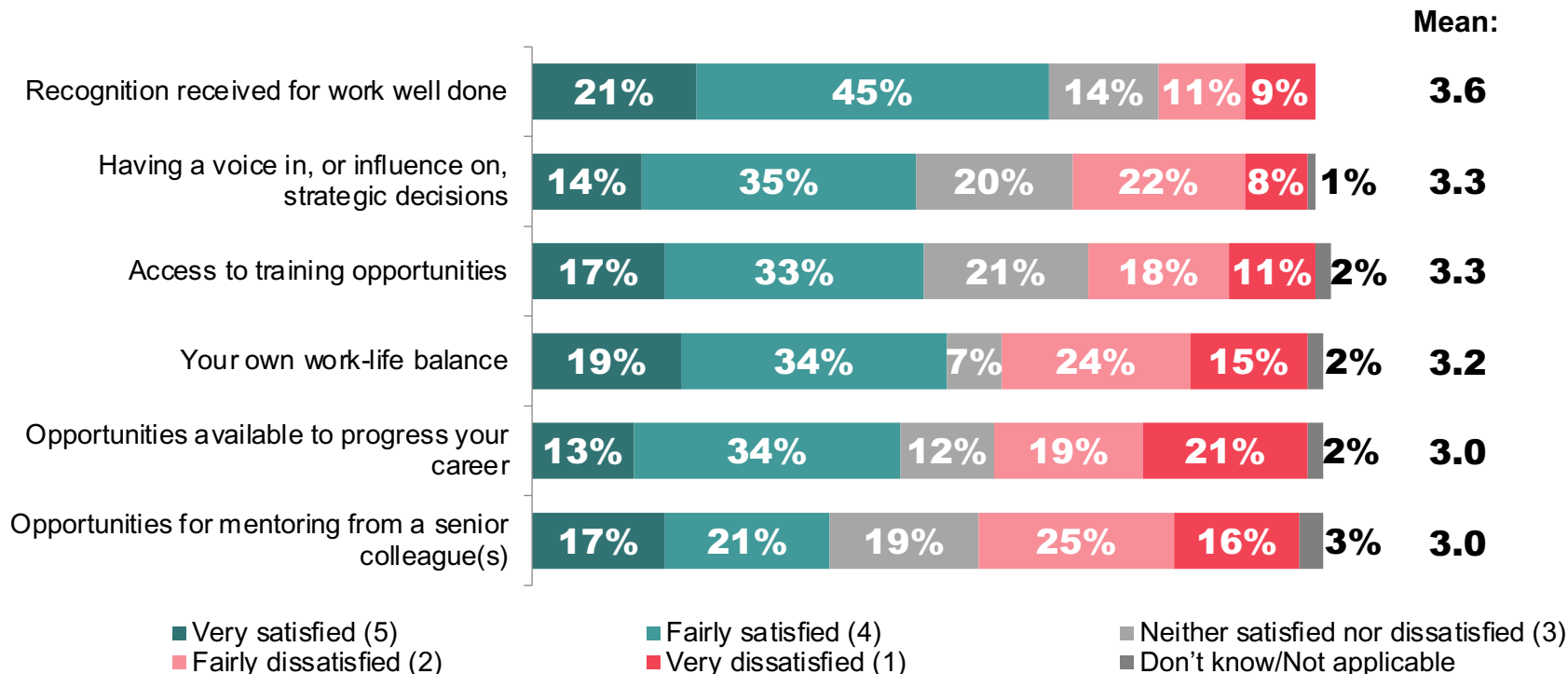
- Those working in **in-house roles** were more likely than those in **consultancy roles** to notice the company's Equality, Diversity and Inclusion statements (44% vs. 29%) and a 'blind' application process (17% vs. 7%). However, those in consultancy roles were more likely to see interviewers from an ethnic minority background (30% vs. 10%).
- Those in **Junior/Associate roles** were more likely than **Mid-senior** and **Senior** roles to see *any* of these examples (68% vs. 45%).

Base: Ethnic minority respondents n=161

Employees surveyed were more likely to be more satisfied with day-to-day aspects than with their opportunities for career progression and development

Two thirds (66%) of employees surveyed were satisfied with receiving recognition for work well-done and around half (53%) were satisfied with their work-life balance. These employees were most dissatisfied with their opportunities for mentoring from senior colleagues (40%), opportunities available to progress their careers (39%) and their own work-life balance (39%).

Q. Thinking about the organisation you currently work for/with, how satisfied or dissatisfied are you personally with the following?



Insight on specific groups

- Those working in **in-house roles** were more likely than those in **consultancy roles** to be dissatisfied with **all** aspects except work-life balance.
- Those in **Junior/Associate** roles were more likely than those in **Mid-senior** roles to be satisfied with opportunities for mentoring, training and advancing their career, as well as recognition for work well done.

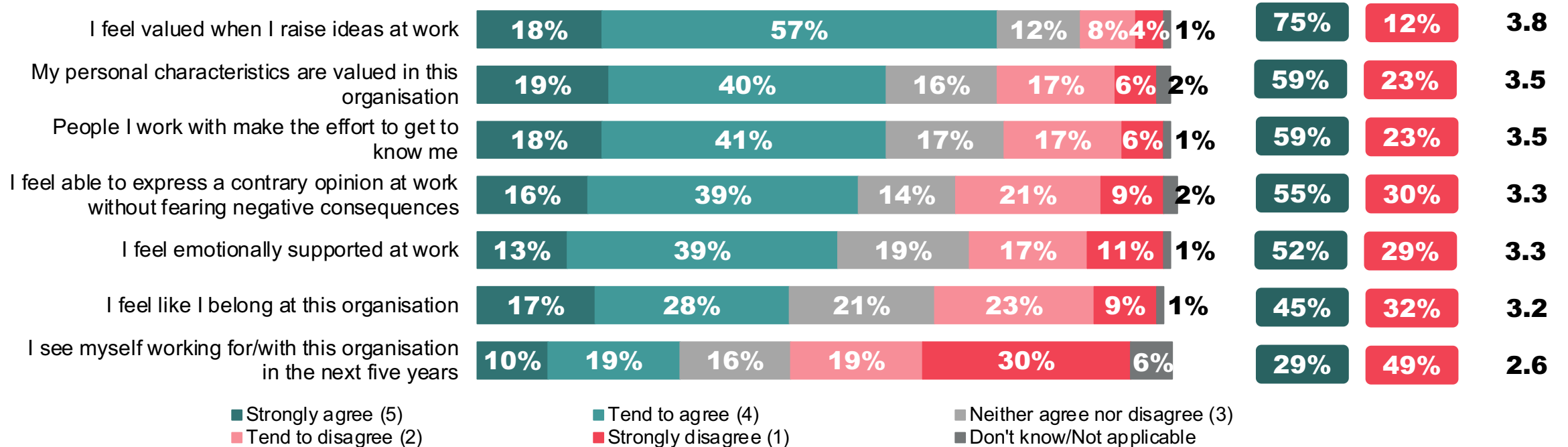
Base: Ethnic minority respondents n=161. Scores used to calculate mean in brackets.

A majority of employees surveyed felt valued at work, but not as many felt emotionally supported or a sense of belonging

Three in four (75%) employees surveyed felt valued when they raise ideas, and almost three fifths (59%) felt their personal characteristics were valued. However, close to a third did not feel like they belong at their organisation (32%), or able to express a contrary opinion without fearing negative consequences (30%). Approaching three in ten (29%) of employees surveyed saw themselves working with their organisation in the next five years, but this could be due to the changing work environment.

Q. Thinking about the current organisation which you work for/with... To what extent do you agree or disagree with the following statements?

Agree: Disagree: Mean:

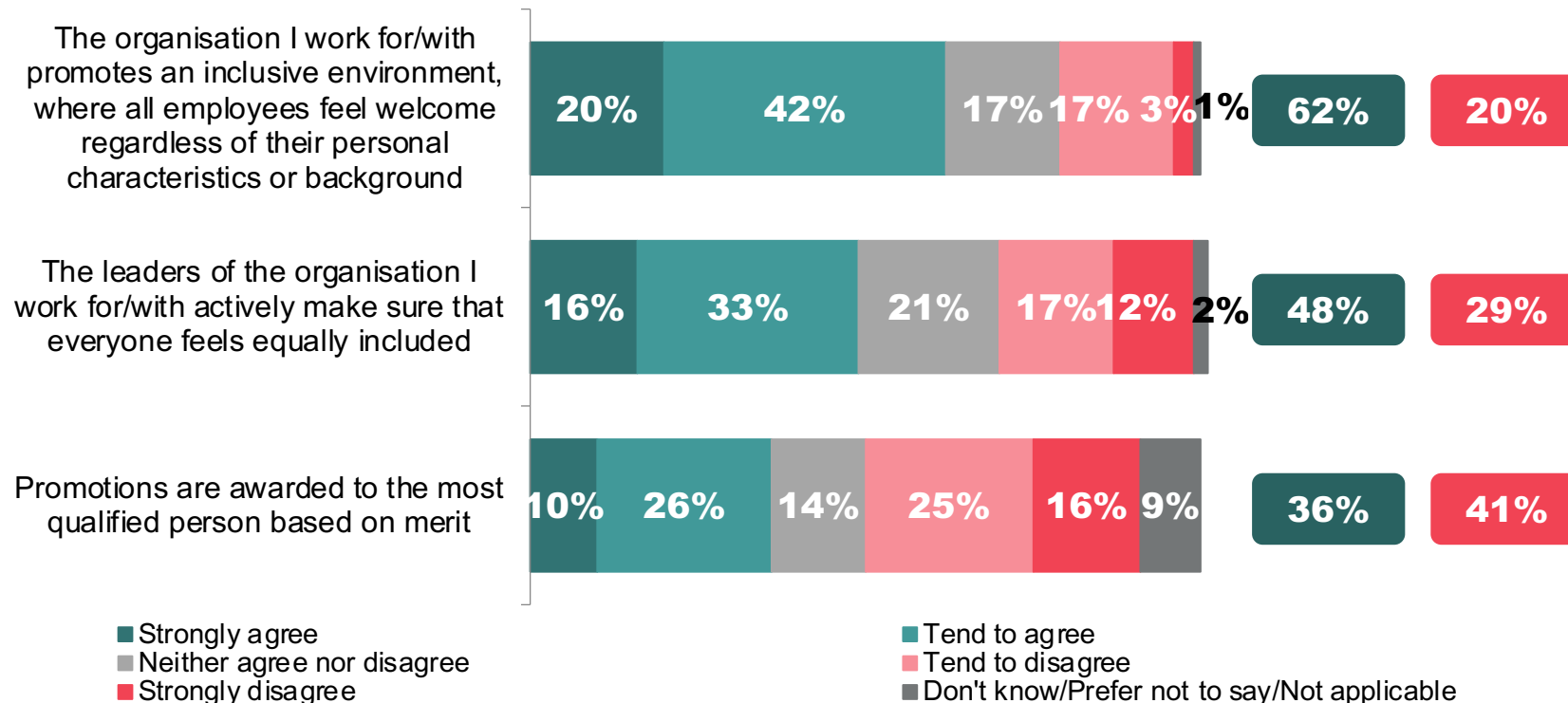


Base: Ethnic minority respondents n=161. Scores used to calculate mean in brackets.

Although the environment in organisations was felt to be inclusive, employees surveyed did not see fair career advancement processes

Over three fifths (62%) of employees surveyed agreed that their organisation promoted an inclusive environment where all employees feel welcome regardless of their personal characteristics or background, and close to half (48%) thought the leaders of their organisation actively make sure that everyone feels equally included. However, only around a third (36%) thought that promotions were awarded to the most qualified person based on merit, with over two fifths (41%) not thinking this was the case.

Q. To what extent do you agree or disagree with the following statements? **Agree:** **Disagree:**



Insight on specific groups

- Those working in **consultancy roles** were more likely than those in **in-house roles** to agree that promotions were awarded to the most qualified person based on merit (49% vs. 24%).
- Those who have **considered leaving their organisation** were more likely than those who have not considered this to **disagree** with all statements.

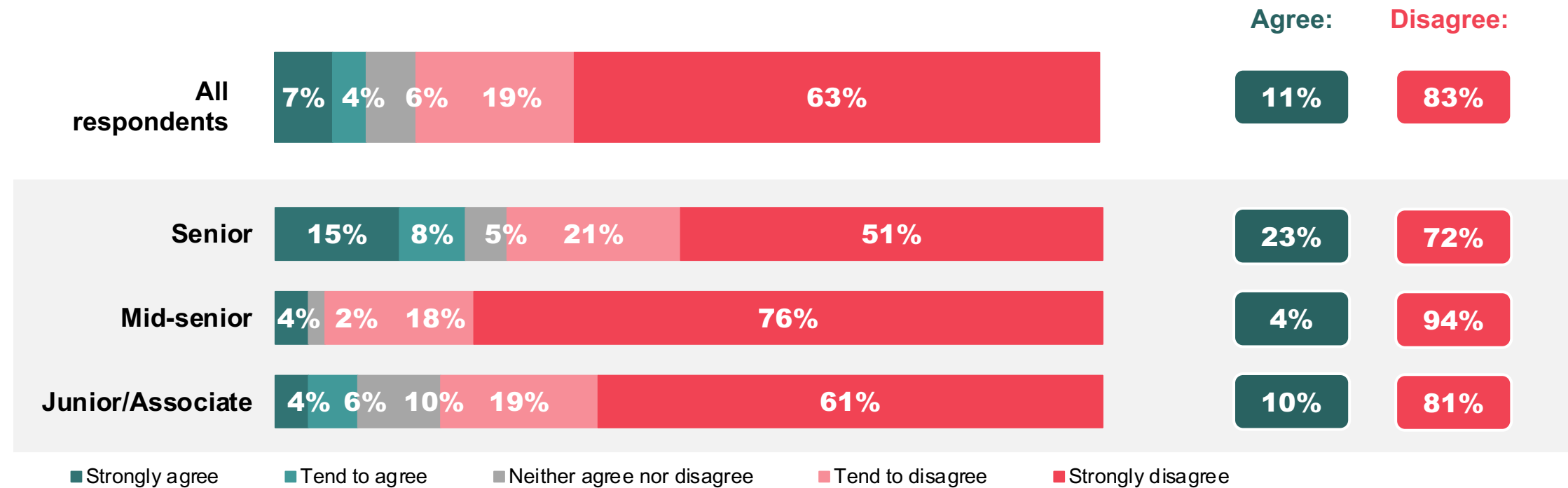
Base: Ethnic minority respondents n=161

The majority of employees surveyed did not think ethnic minority groups were well represented at all organisational levels, especially those working in mid-senior levels

More than four fifths (83%) of employees surveyed did not think people from ethnic minority groups were well represented at all levels of their organisation. This was most strongly felt amongst employees in mid-senior positions, with 94% of them disagreeing.

Q. To what extent do you agree or disagree with the following statements?

People from ethnic minority groups are well represented at all levels of the organisation I work for/with

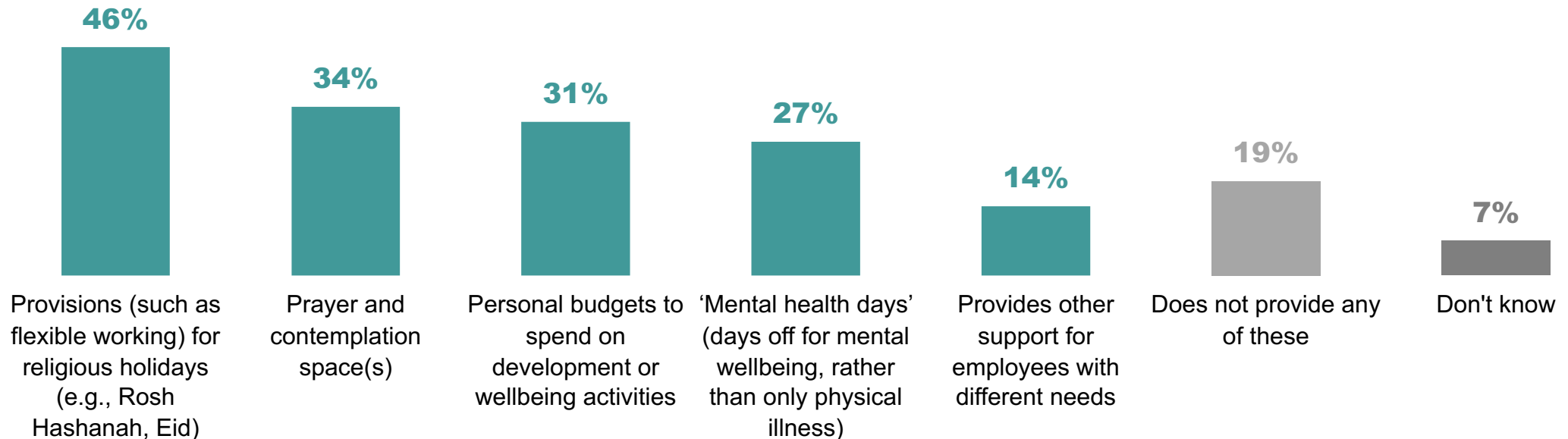


Base: Ethnic minority respondents n=161 /Base: Junior/Associate n=72 /Base: Mid-senior n=50 /Base: Senior n=39

Few organisations provided flexible arrangements for employees with cultural or religious needs, or support for employees' wellbeing

Although almost half (46%) of employees surveyed said their organisation had provisions for religious holidays, only around a third (34%) said their organisation had prayer and contemplation spaces. Less than a third (31%) said their organisation had personal budgets for development or wellbeing activities, or mental health days (27%). Close to one in five (19%) said their organisation did not have any of these five provisions.

Q. Which, if any, of the following does the organisation you currently work for/with provide for its employees?



Base: Ethnic minority respondents n=161

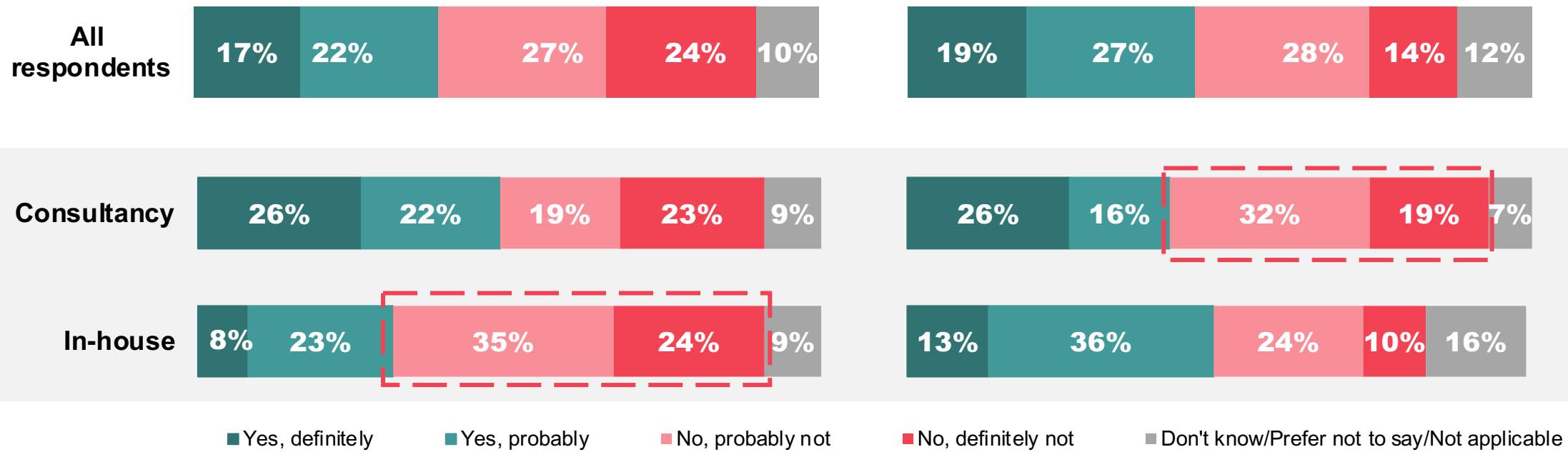
Ethnic background and social class were seen as barriers to progression

Over half (52%) of employees surveyed did not think everyone in their organisation has the same opportunities to progress regardless of their ethnic background, and 42% thought the same regarding social class. Ethnic background was seen as a bigger barrier by those working in-house than by those working in a consultancy role, but the opposite was true for social class.

Q. Do you believe that everyone in the organisation you work for/with has the same opportunities to progress, regardless of each of the following personal characteristics?

Ethnic background

Social Class



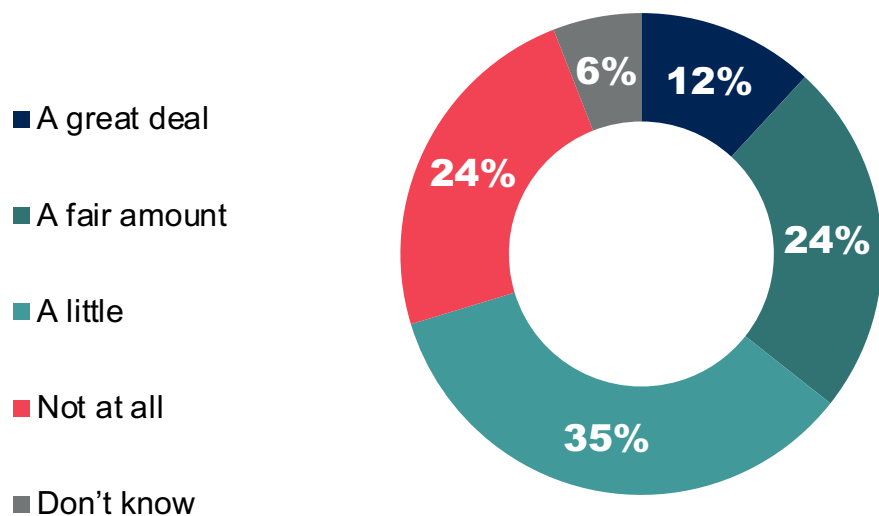
Base: Ethnic minority respondents n=161, Consultancy n=73, In-house n=86

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Around a third of employees surveyed thought their ability to progress was limited by their particular characteristics, especially their ethnic background and gender

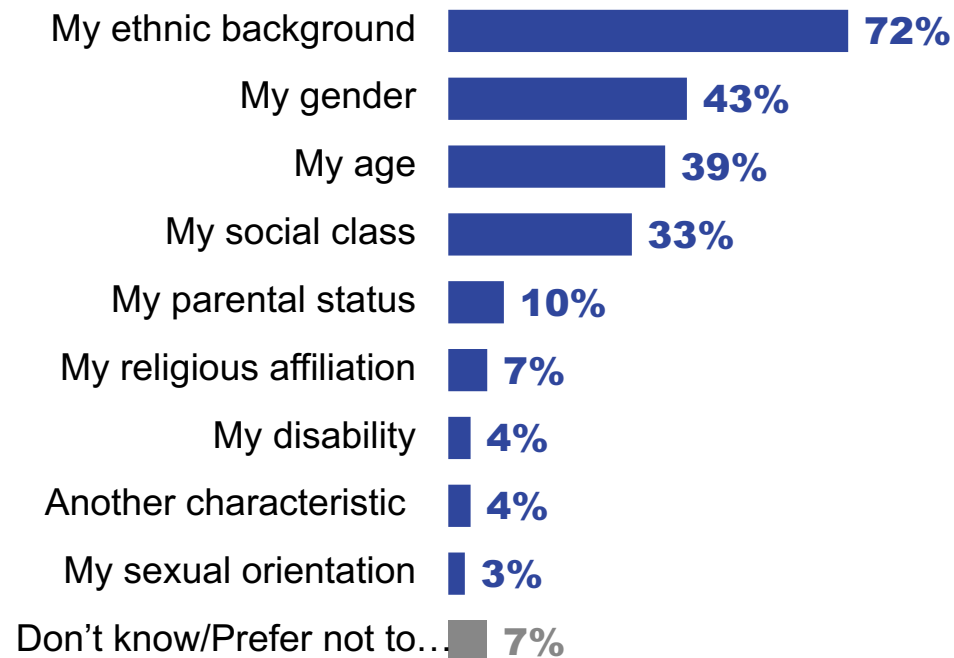
Seven in ten (71%) employees surveyed felt their ability to progress within their organisation had been limited by issues relating to their particular characteristics, with over a third (36%) saying their ability was limited “a great deal” / “a fair amount”. Of those who felt their ability to progress was limited, approaching three quarters (72%) felt their ethnic background was the characteristic responsible for this, followed by gender (43%) and age (39%).

Q. To what extent do you personally feel that your ability to progress within the organisation you work for/with has been limited by issues relating to any of your particular characteristics (such as age, race/ethnicity, gender, disability, etc.)?



Base: Ethnic minority respondents n=161

Q. And which particular characteristics do you feel have limited your ability to progress within the organisation you work for/with?

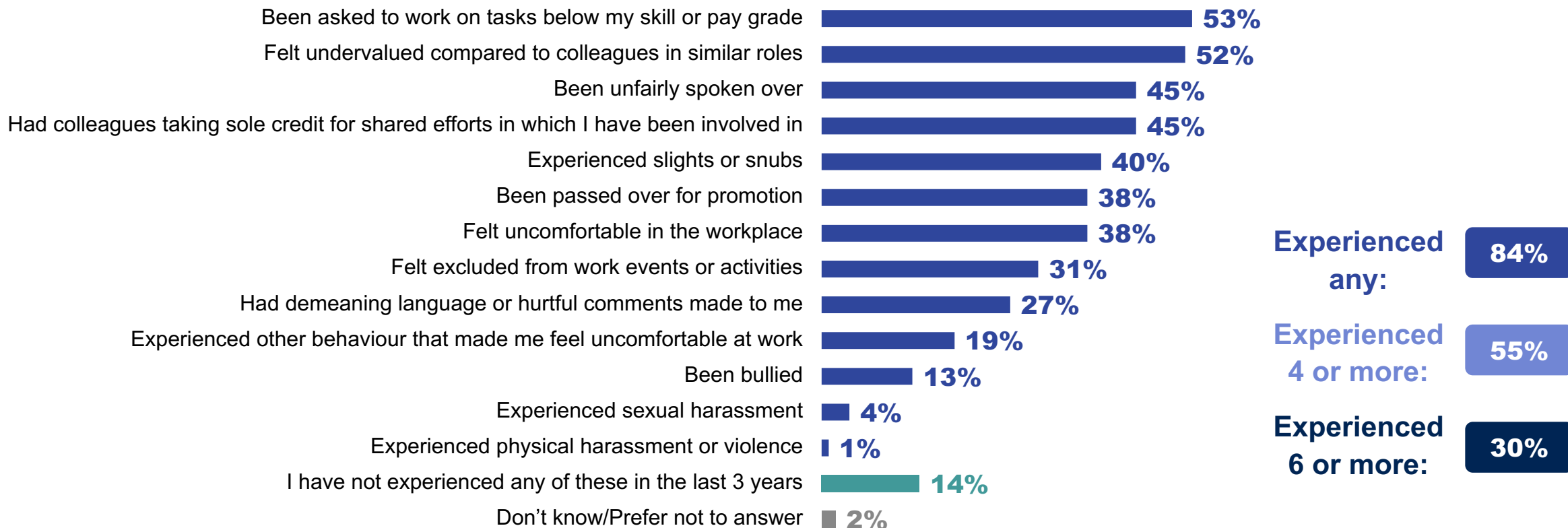


Base: Those who felt their ability to progress within their organisation was limited by issues relating to particular characteristics n=114

Over half of employees surveyed have had multiple negative experiences at work

Over half of employees surveyed had been asked to work on tasks below their skill/pay grade (53%) or felt undervalued compared to colleagues in similar roles (52%).

Q. Over the past 3 years, which, if any, of the following have you personally experienced while working in PR/Comms?



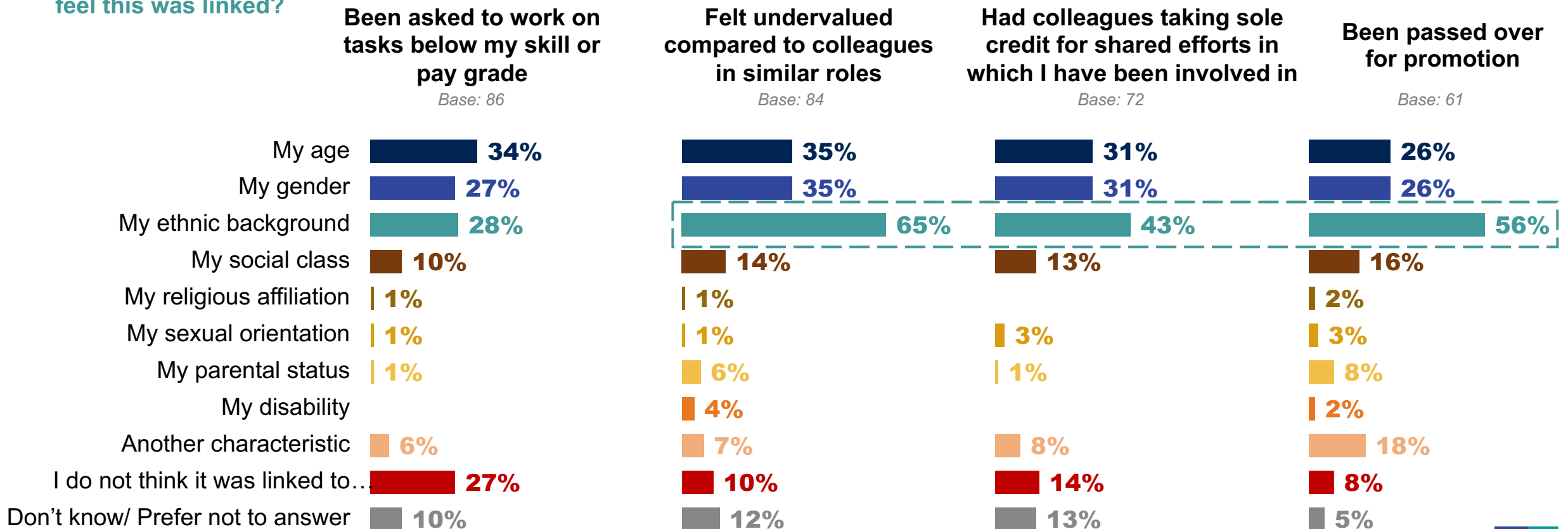
Base: Ethnic minority respondents n=161



Extent to which personal characteristics were linked to negative experiences (1)

Apart from working on tasks below their skill / paygrade, employees surveyed who had a negative experience in the past three years felt that their ethnic background was linked to feeling undervalued compared to colleagues in similar roles (65%), having colleagues taking sole credit for shared efforts (43%) and being passed over for promotion (56%). Sizeable minorities felt their age and gender were linked to these negative experiences.

Q. You mentioned in the last 3 years, you had a negative experience. To which, if any, of the following personal characteristics do you feel this was linked?

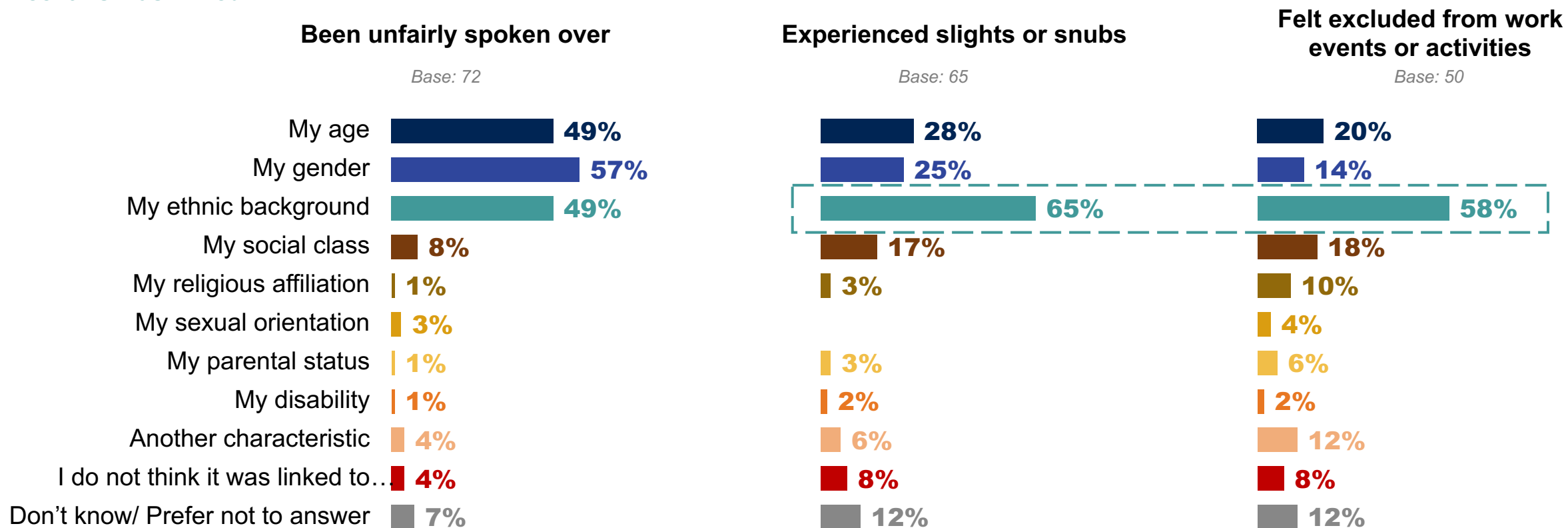


Only statements with over a base of 20 are shown

In some cases gender was linked to being spoken over, and ethnic background was linked to exclusion, slights and snubs (2)

Being unfairly spoken over was primarily seen as linked to gender (57%). Almost two thirds (65%) of those who experienced slights or snubs and over half (58%) of those who felt excluded from work events or activities felt that this was linked to their ethnic background.

Q. You mentioned in the last 3 years, you had a negative experience. To which, if any, of the following personal characteristics do you feel this was linked?

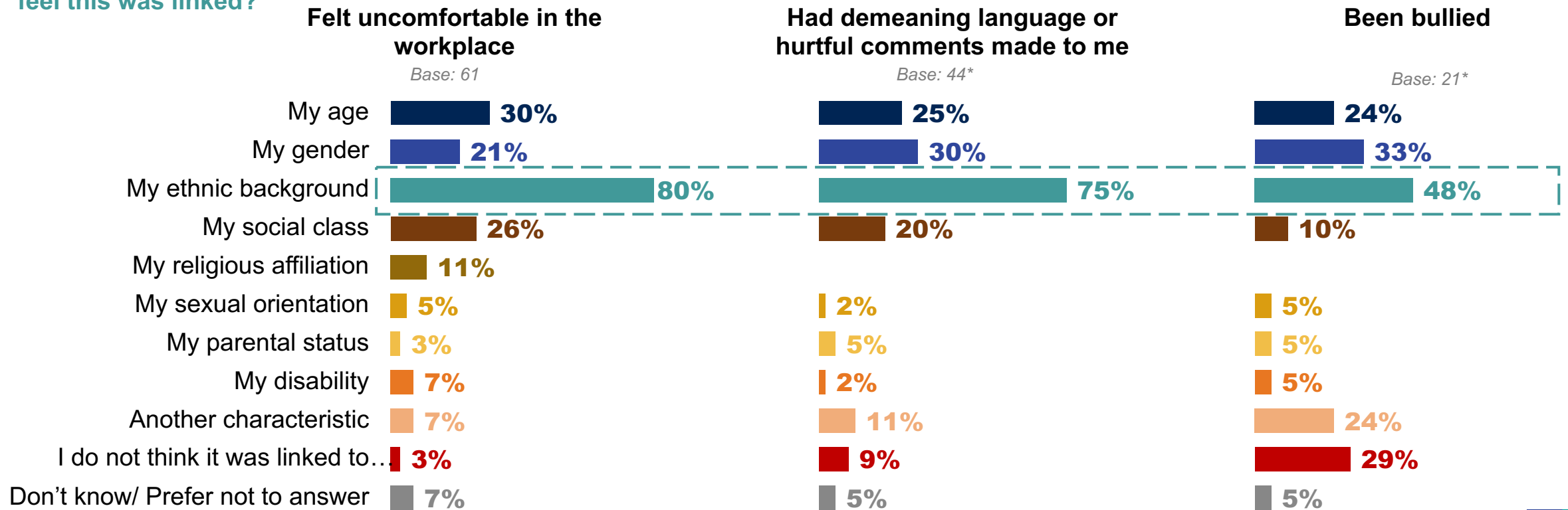


Only statements with over a base of 20 are shown

Ethnic background was the most commonly mentioned personal characteristic felt to be linked to more serious negative experiences such as feeling uncomfortable in the workplace, hurtful comments and bullying (3)

Four fifths (80%) of those who said they had felt uncomfortable in the workplace and three quarters (75%) of those who had demeaning language or hurtful comments made to them felt this was linked to their ethnic background. Almost half (48%) of those who were bullied felt this was linked to their ethnic background, but almost a third (29%) did not think this was linked to any personal characteristic.

Q. You mentioned in the last 3 years, you had a negative experience. To which, if any, of the following personal characteristics do you feel this was linked?



Only statements with over a base of 20 are shown

*Please treat results with caution as they are based on a small number of respondents

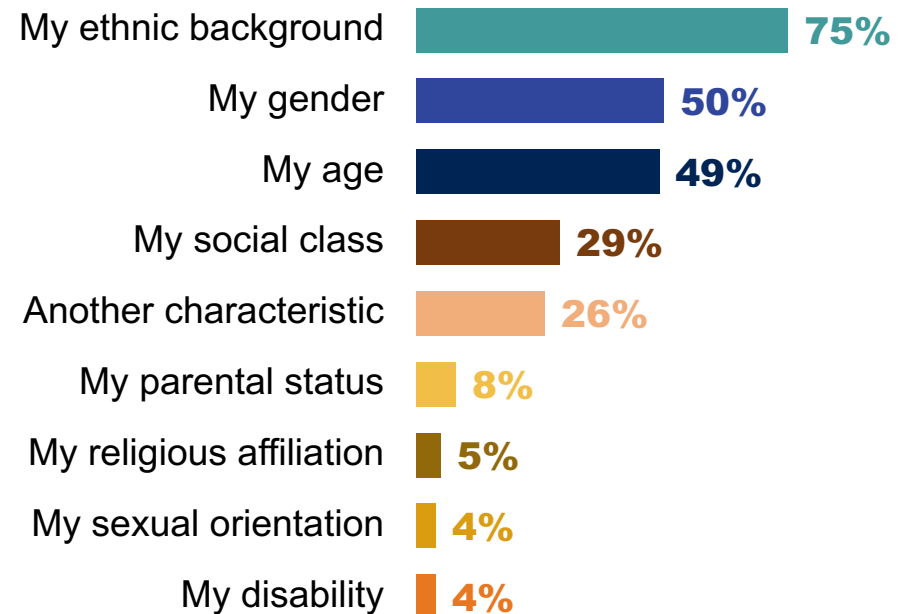


Ethnic background was the most commonly mentioned personal characteristic linked to negative experiences

Three in four (75%) of those who said they had a negative experience felt at least one experience was linked to their ethnic background. Around half felt at least one experience was linked to their gender (50%) or age (49%).

Q. You mentioned in the last 3 years, you had a negative experience. To which, if any, of the following personal characteristics do you feel this was linked?

Mentioned this personal characteristic for one or more negative experiences



Base: Those who had negative experiences n=136

Six in ten employees surveyed who had a negative experience did not raise it, mostly due to mistrust of the system of escalation or fear of negative impact

More than a third (38%) of employees raised their negative experiences with someone else, but out of these, close to two thirds (65%) said the issue was not resolved to their satisfaction. Out of the three fifths (60%) that did not raise their negative experience, around half did not do so as they did not trust the process of escalation / complaints (54%) or because they thought it would have negative career impact (49%).

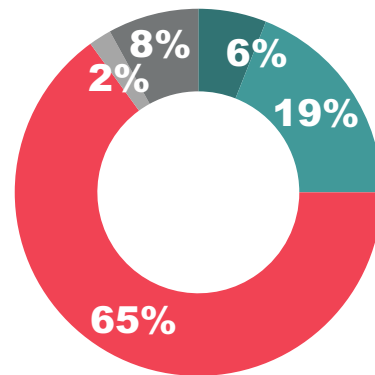
Q. Thinking about these negative experiences at work, did you raise this with senior leaders, HR, your manager or someone else?

38% yes

60% no

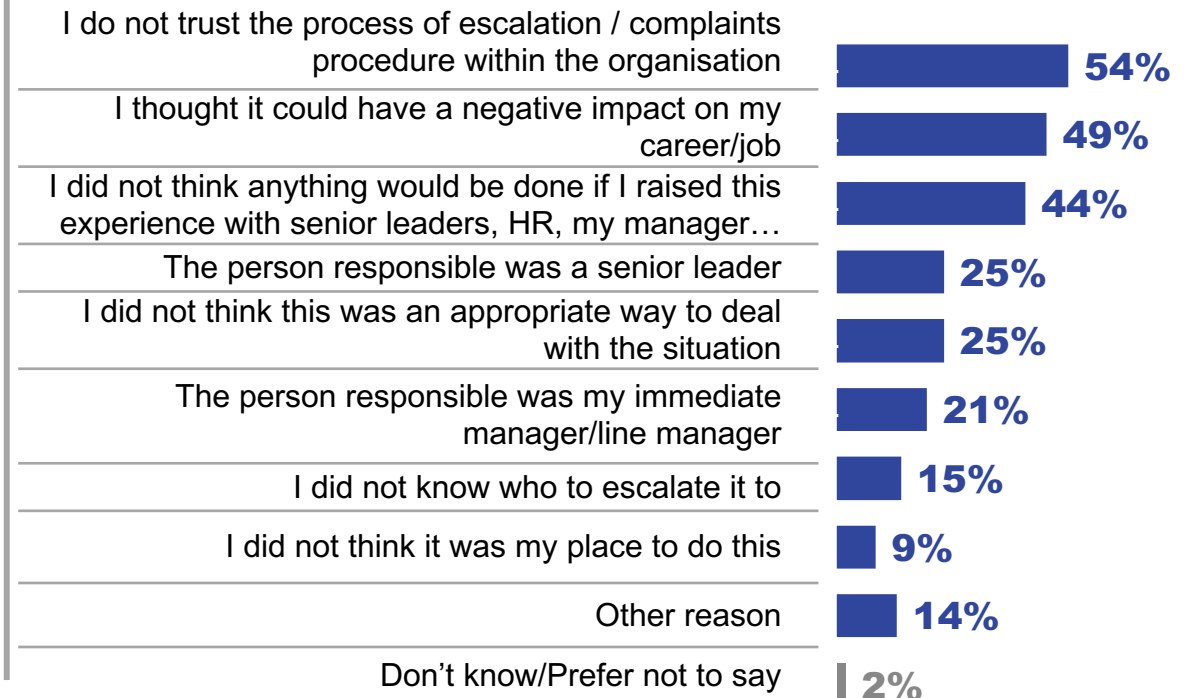
2% Don't know/
Prefer not to answer

Q. And when you raised your experience with senior leaders, HR, your line manager or someone else, was the issue...?



- Fully resolved to your satisfaction
- Partly resolved to your satisfaction
- Not resolved to your satisfaction
- It is still in the process of being looked into
- Don't know/Prefer not to answer

Q. You mentioned you did not raise your experience with senior leaders, HR, your manager or someone else. Why did you not raise this?



Base: Those who had negative experiences n=136

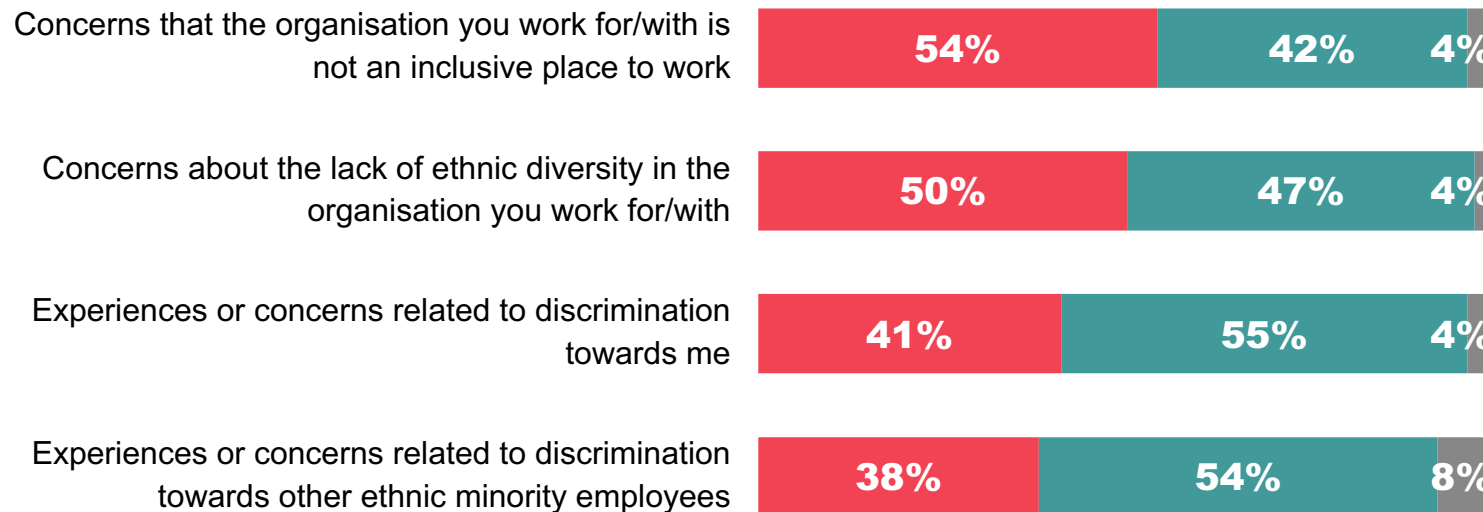
Base: Those who raised their negative experience=52

Base: Those who did not raise their negative experience n=81

Half or more of employees surveyed have considered leaving their job due to concerns that their organisation is not inclusive or ethnically diverse

Over half (54%) of employees surveyed have considered leaving their job due to concerns their organisation is not an inclusive place to work, and half (50%) due to concerns about the lack of ethnic diversity of their organisation. Around two fifths have considered leaving because of experiences or concerns related to discrimination towards them (41%) or towards ethnic minority colleagues (38%).

Q. In the last 3 years, have you or have you not considered leaving your job or role because of any of the following...?



■ Yes, I have considered leaving because of this ■ No, I have not considered leaving because of this ■ Prefer not to answer

Insight on specific groups



Those more likely to say they have considered leaving for any reason also:

- Have experienced one or more **negative events** in the past 3 years
- **Do not** think everyone in their organisation has the **same opportunities to progress** regardless of ethnic background
- Think **their own ability to progress** has been limited by issues relating to their particular characteristics

Base: Ethnic minority respondents n=161

Recruitment strategies and mentoring schemes are seen as the most helpful ways to create and promote an inclusive and diverse environment

Over two fifths thought that mentoring or coaching schemes (41%) and reduced bias in recruitment processes (43%) were the most helpful initiatives to create an inclusive and diverse environment for employees. Targeted recruitment for underrepresented groups and setting and publishing diversity goals were also seen as helpful strategies.

Q. The list below outlines some potential actions or initiatives organisations could implement. Which, in your opinion, would be the most helpful in creating and promoting an inclusive and diverse environment for employees in the PR/Comms industry?



Insight on specific groups



- **Older employees** (over 26) were more likely than younger employees (under 26) to think that setting and publishing diversity goals/strategies was helpful (44% vs. 21%); while **younger employees** were more likely to think that social events that are sensitive to employees of different backgrounds was helpful (34% vs. 7%).
- Employees that were **not Christian or agnostic** were more likely to think that social events that are sensitive to employees of different backgrounds was helpful, perhaps due to drinking culture associated with social events.

Base: Ethnic minority respondents n=161

Employees surveyed had many ideas of what can be done to make organisations as inclusive as possible in terms of ethnic diversity

Full answers are provided in a separate data file.

Q. Do you have any suggestions about what employees and/or senior management in the organisation you work for/with can do to make the organisation as inclusive as possible in terms of ethnic diversity? Verbatim responses:

***Paid work experience/ internships** - often people from ethnic backgrounds are of a lower social class and cannot afford to undertake unpaid work experience which is required to enter and progress in PR jobs.*

***Diversify recruitment teams** - they're the ones bringing people in and are the first port of bias as they are often the ones who write the **job descriptions**, have the initial phone calls with candidates etc. Enforce blank practices and **remove name, gender, age, education institutions** from the application process.*

*Start making the industry **look inclusive** (especially outside London) in your **marketing** so people from minority backgrounds will feel it is a career for them.
Educate in schools.*

*Creating **formal champions/senior allies** who are not from ethnic minority backgrounds, who will challenge the organisation and champion best practice.
More **visibility of lived experience** of ethnic minority staff in the workplace,
mandatory **unconscious bias training.***

*Ensure everyone receives proper **mentoring/training** so that they can progress within their organisation, and not feel like their race is a hinderance to any professional success. Also ensuring line managers/senior management have **DEI training** can encourage BME staff to stay with employers, and make them feel like they can inspire other BME friends/professional contacts to join the industry or company.*

Base: Ethnic minority respondents n=161

Differences between ethnicities

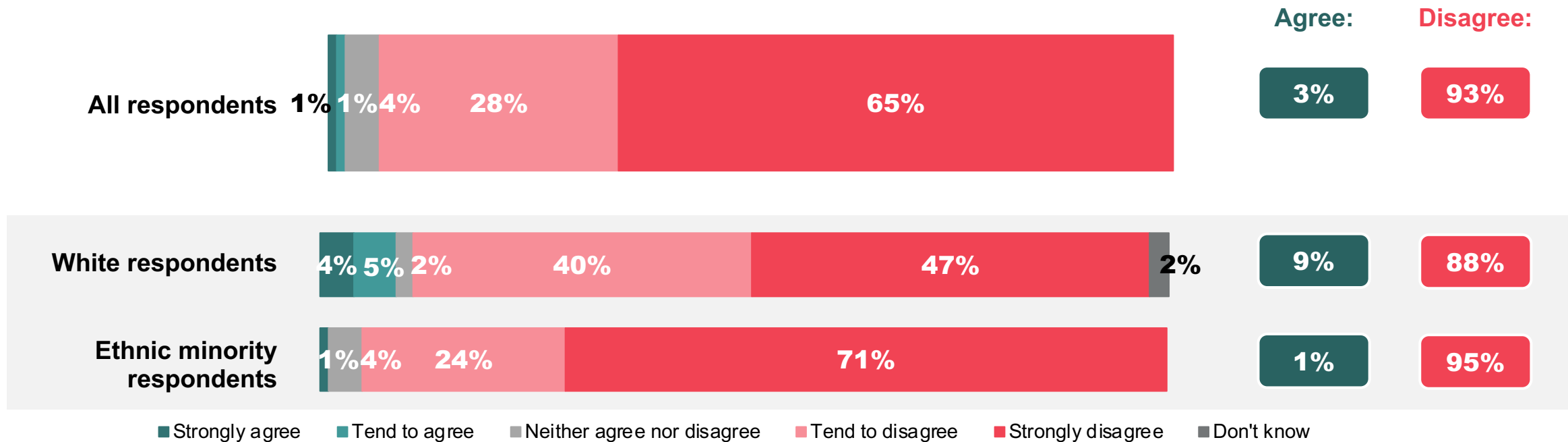
02

A vast majority of employees surveyed do not think that those from ethnic minority backgrounds are well represented in the PR/Comms workforce in the UK

White employees surveyed were slightly more likely than ethnic minority employees surveyed to agree with this statement (9% vs. 1%).

Q. This question is about the Public Relations and Communications (PR/Comms) industry in general, rather than your own personal experiences in the workplace. To what extent do you agree or disagree with the following statement?

People from ethnic minority backgrounds are well represented in the PR/Comms workforce in the UK



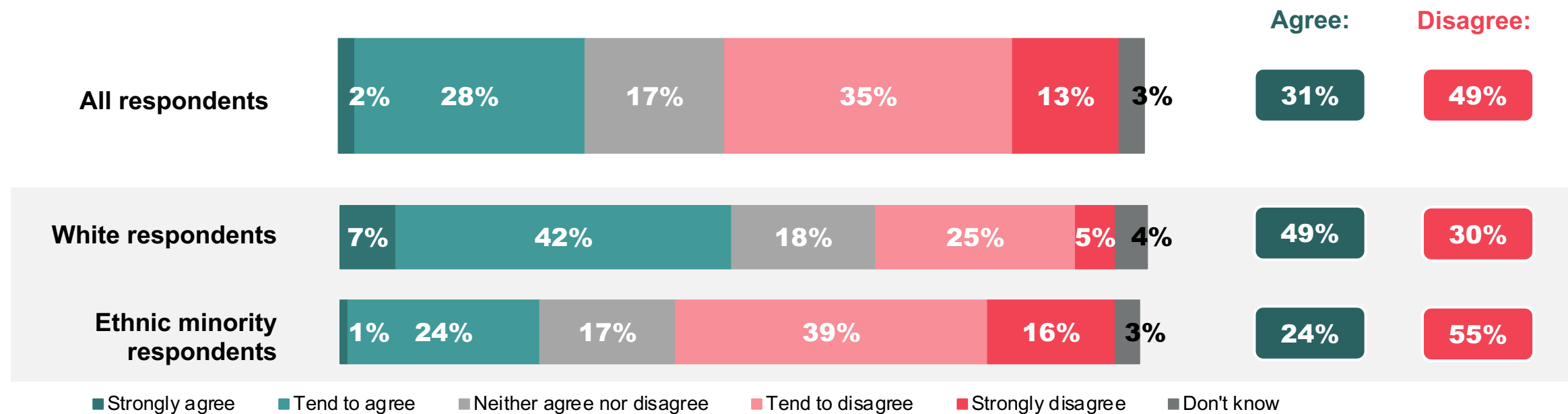
Base: All respondents n=218 / Base: White respondents n=57 / Base: Ethnic minority respondents n=161

White employees surveyed are more likely than ethnic minority employees surveyed to think that equality, diversity & inclusion issues are taken seriously within organisations

Almost half (49%) of White employees surveyed agree that equality, diversity & inclusion issues are taken seriously within PR/Comms companies operating in the UK, while half this proportion - only about a quarter (24%) of ethnic minority employees agree. Over half (55%) of ethnic minority employees disagree with this statement.

Q. This question is about the Public Relations and Communications (PR/Comms) industry in general, rather than your own personal experiences in the workplace. To what extent do you agree or disagree with the following statement?

Equality, diversity & inclusion issues are taken seriously within PR/Comms companies operating in the UK



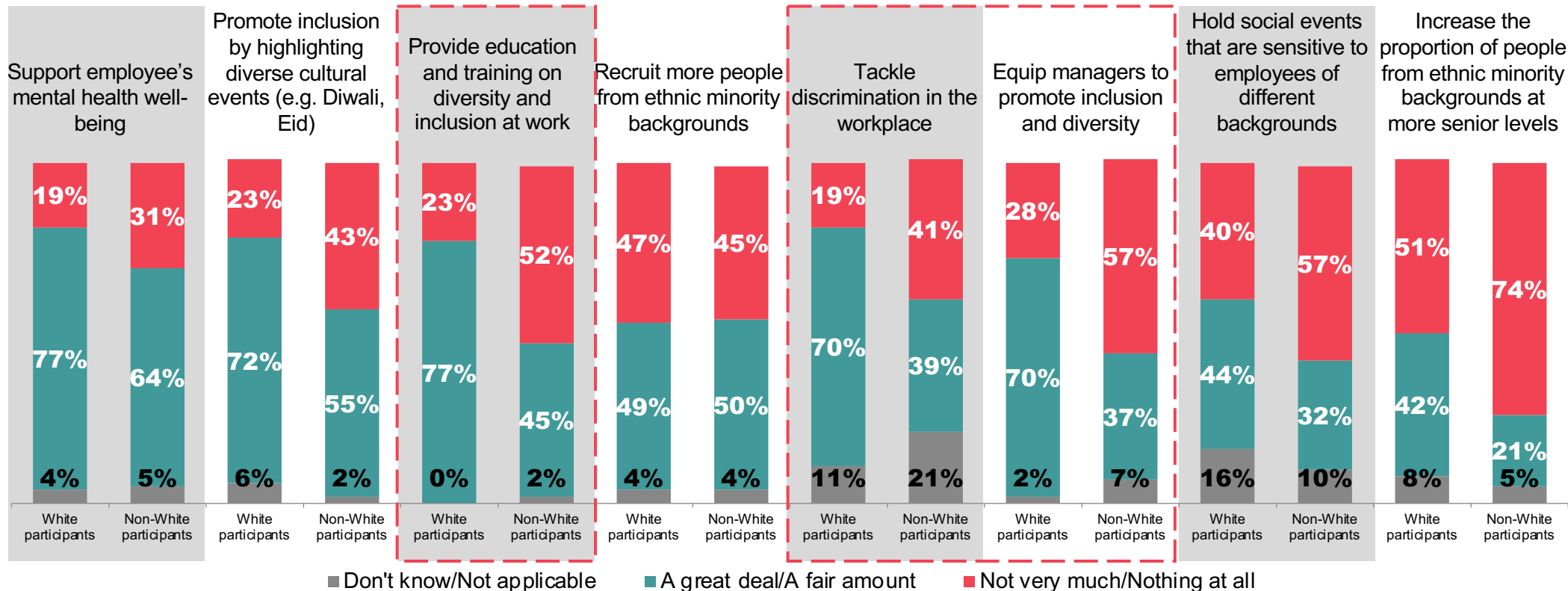
Base: All respondents n=218 / Base: White respondents n=57 / Base: Ethnic minority respondents n=161

Across almost all wellbeing and diversity initiatives, ethnic minority employees surveyed think less is being done than White employees surveyed

The biggest differences were in initiatives related to inclusion and diversity within the organisation (excluding recruitment). For example, while 70% of White employees surveyed felt a great deal or a fair amount was done to equip managers to promote inclusion and diversity only 37% of ethnic minority employees surveyed matched this sentiment. There were similar gaps for tackling discrimination in the workplace (70% vs. 39%) and providing education and training on diversity and inclusion at work (77% vs. 45%).

Q. Based on what you have seen, heard or experienced, how much do you think the organisation you work for/with is currently doing to...?

Statements ranked from left to right by overall highest agreement (Great deal/Fair amount)

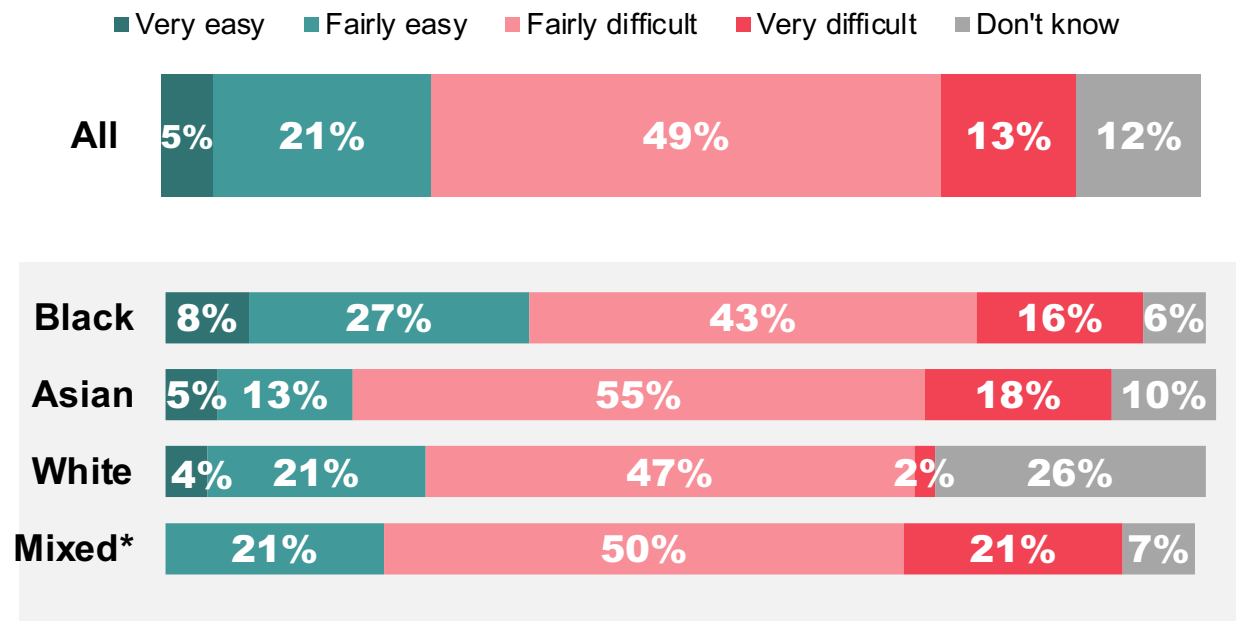


Base: All respondents n=218 / Base: White respondents n=57 / Base: Ethnic minority respondents n=161

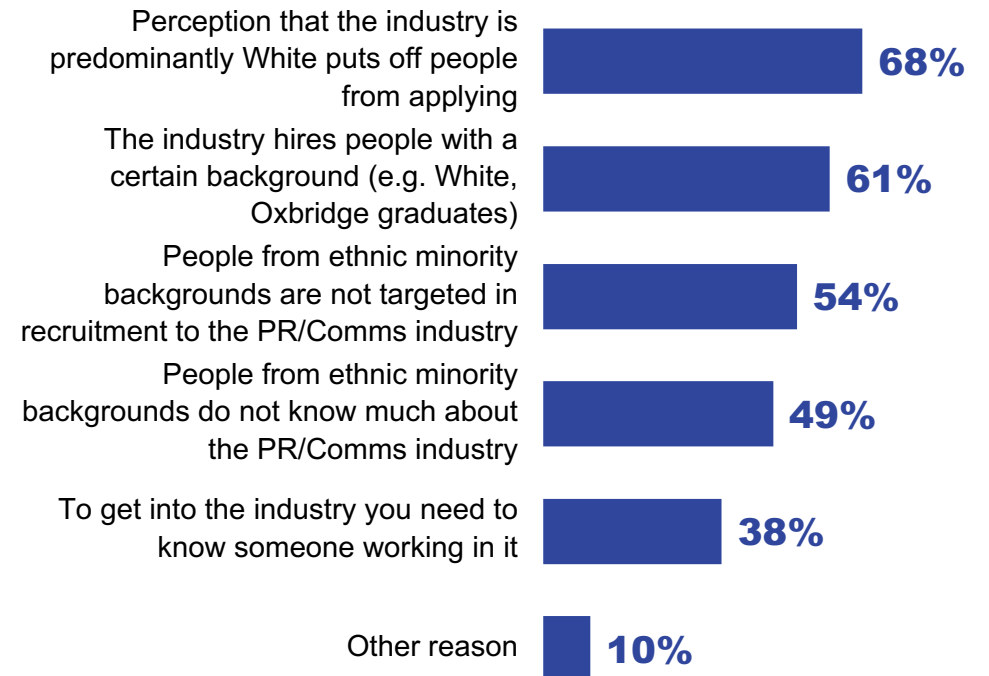
Employees surveyed recognise the difficulty of attracting ethnic minority candidates to PR/Comms, but a majority think this stems from practices and reputation of the industry

More than six in ten (62%) think it is difficult for the PR/Comms industry to attract people from ethnic minority backgrounds. It is seen as particularly difficult by employees from Asian (73%) and Mixed (71%) backgrounds. Most think the reasons for this difficulty are to do with exclusionary practices – such as the industry not having targeted recruitment and maintaining a perception that it is only for White people.

Q. How easy or difficult do you think it is for the PR/Comms industry to attract people from ethnic minority backgrounds?



Q. For what reasons do you think it is difficult for the PR/Comms industry to attract people from ethnic minority backgrounds?



Base: All respondents n=218 / Black respondents n=63 / Asian respondents n=62 / White respondents n=57 / Mixed respondents n=28*

*Please treat results with caution as they are based on a small number of respondents

Base: Respondents who think it is difficult for the PR/Comms industry to attract people from ethnic minority backgrounds n=136

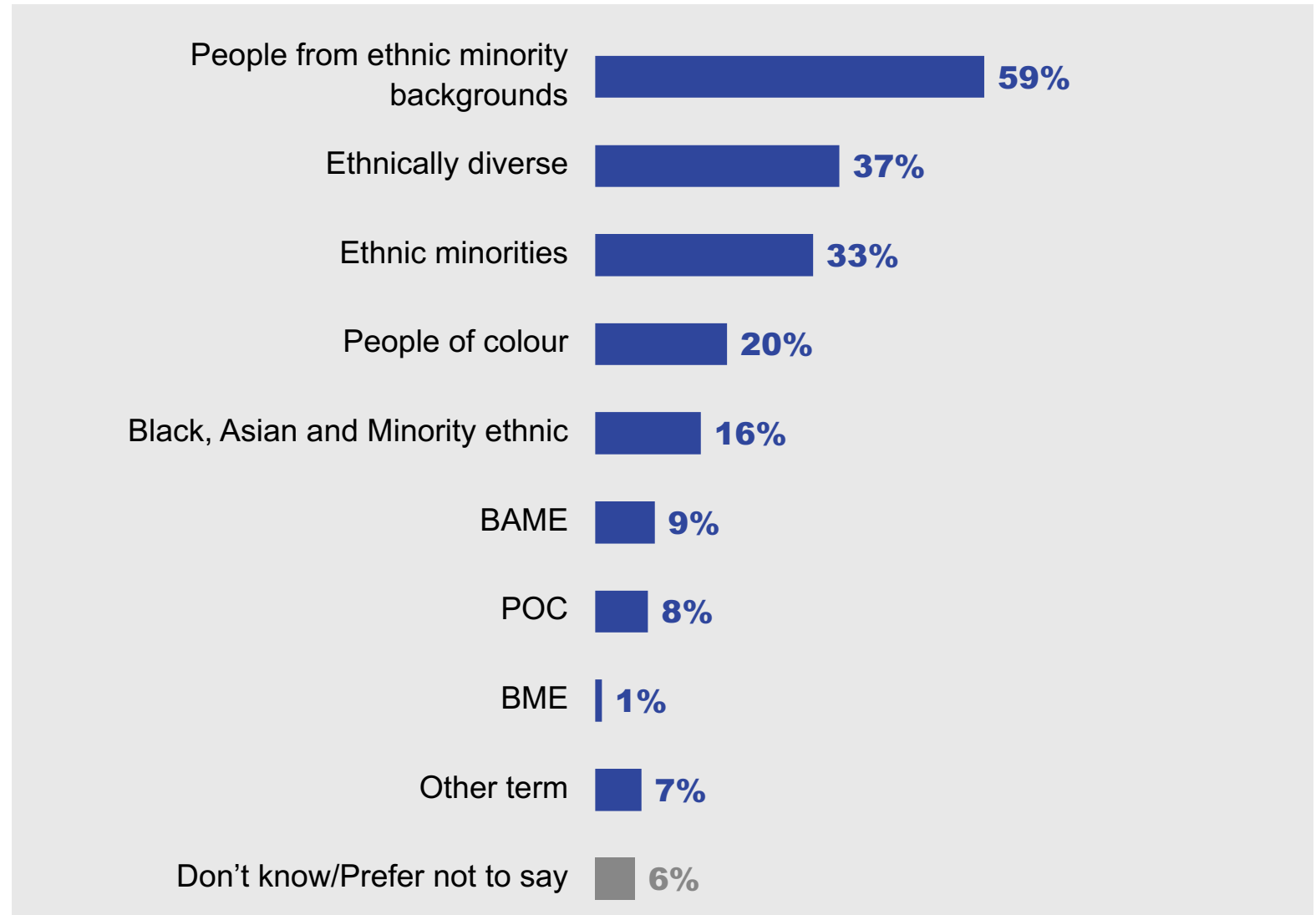


Appendix

03

Terminology

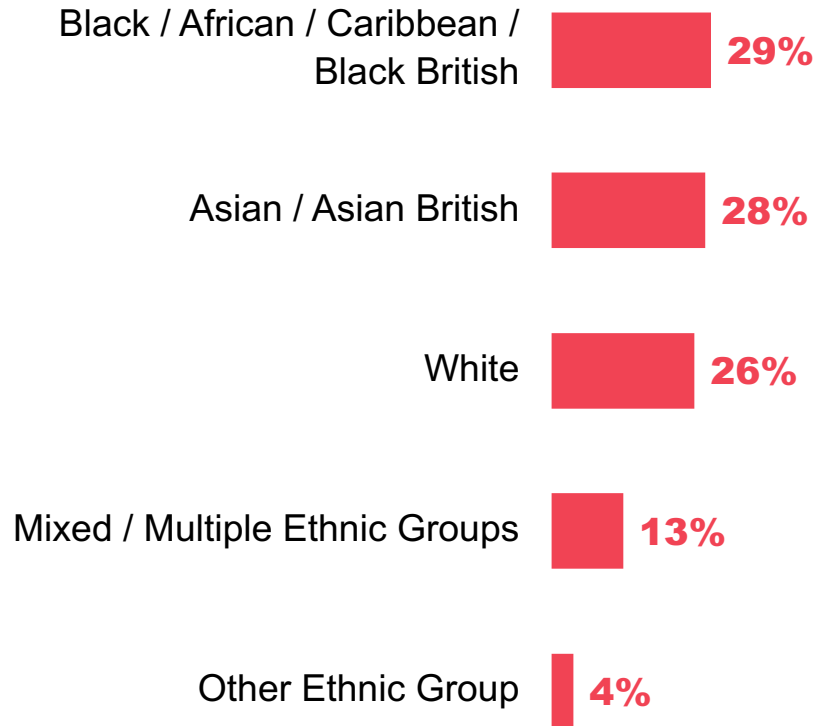
Q. Which, if any, of these terms do you think the Taylor Bennett Foundation should use in its communications when referring to people from ethnic minorities in the UK?
Please select all that apply.



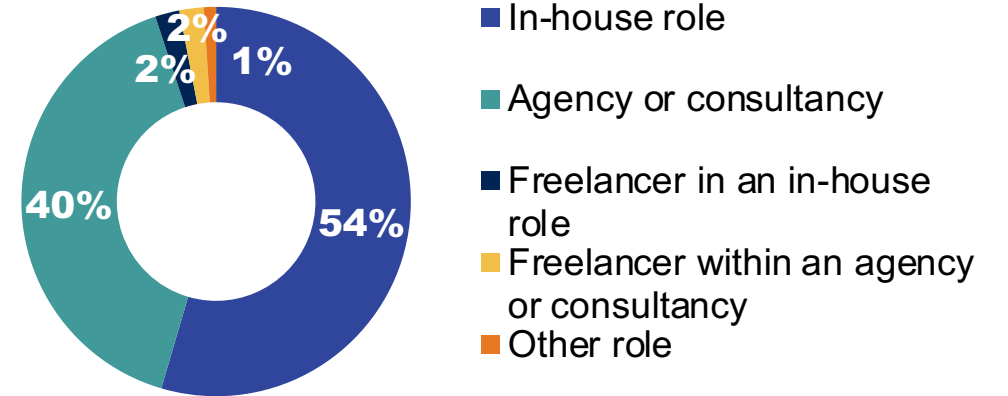
Base: Ethnic minority respondents n=161

Demographics – All respondents

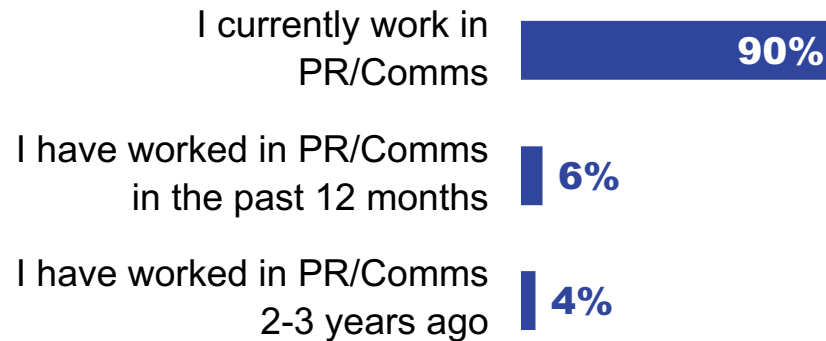
Ethnic group / background



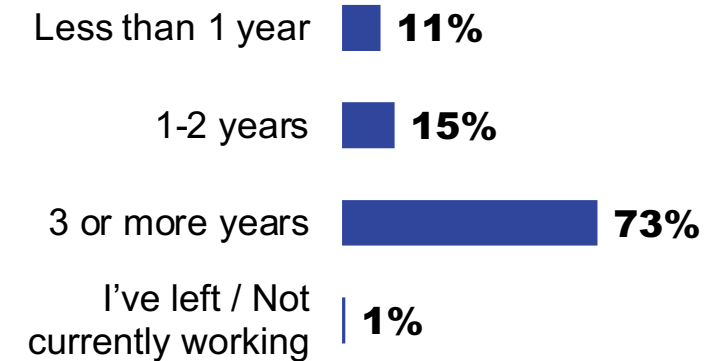
Current / most recent role



Current working status



Tenure in PR/Comms



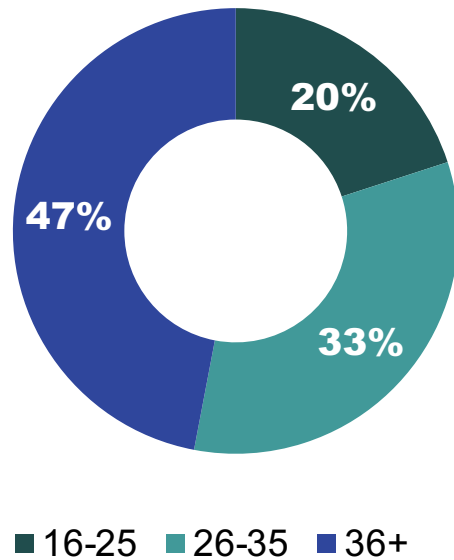
Base: All respondents n=218

Demographics – All respondents

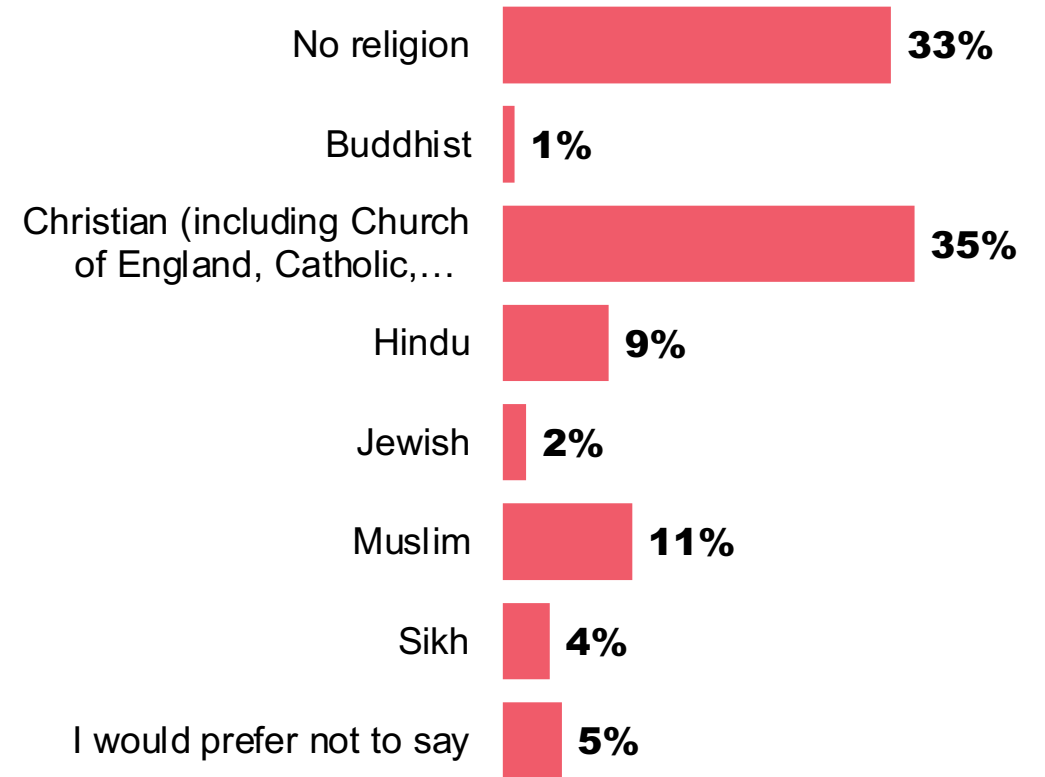
Gender



Age



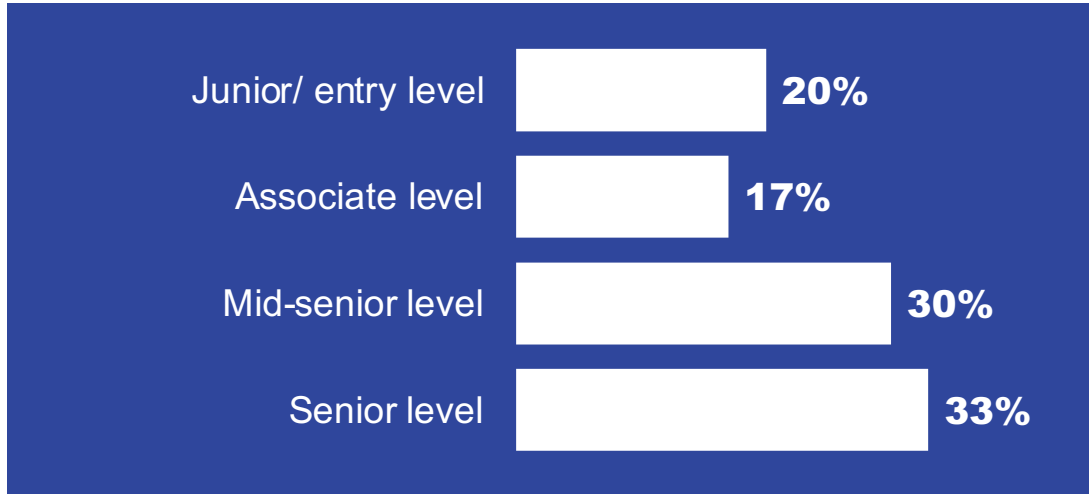
Religion



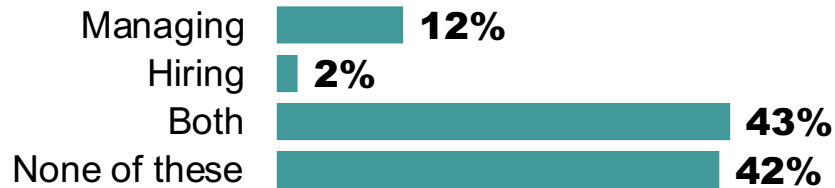
Base: All respondents n=218

Demographics – All respondents

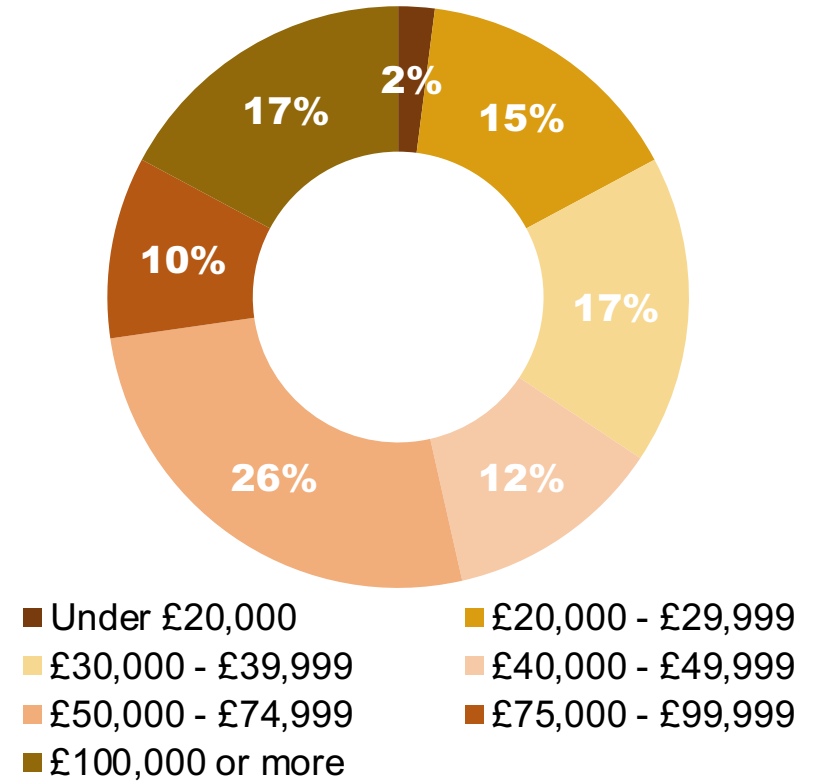
Current Working Level in PR/Comms



Responsibilities at Work



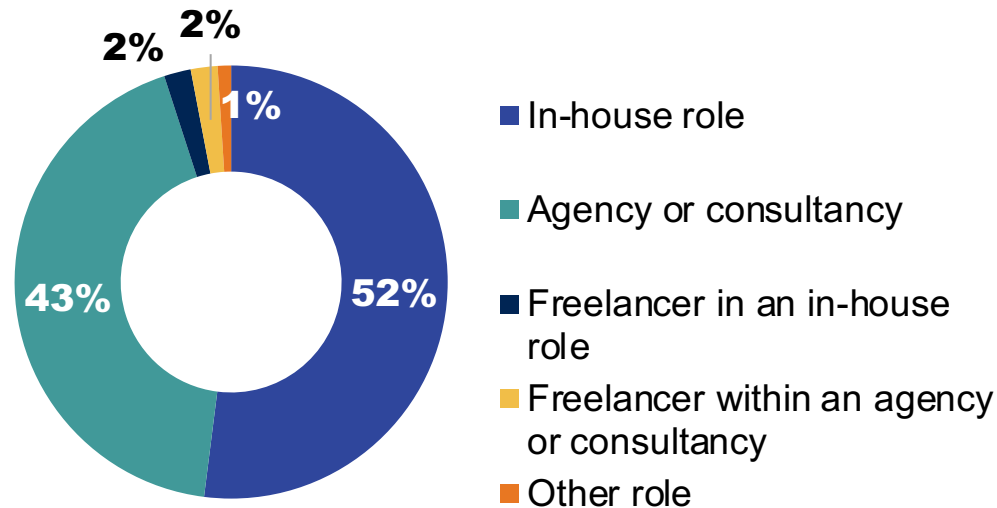
Salary



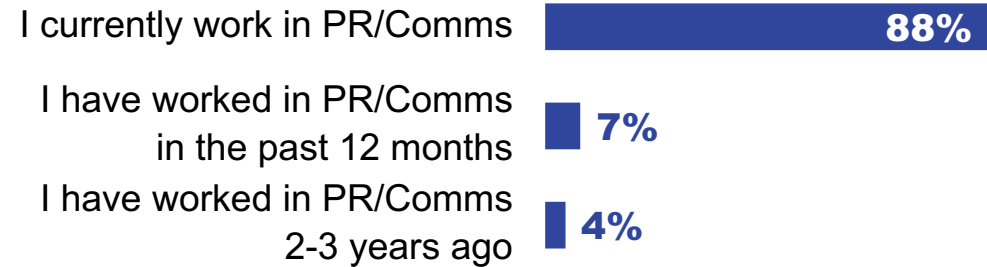
Base: All respondents n=218

Demographics – Ethnic Minority Respondents

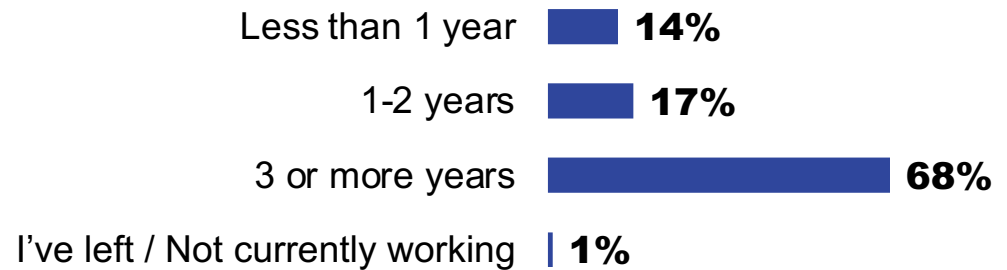
Current / most recent role



Current working status



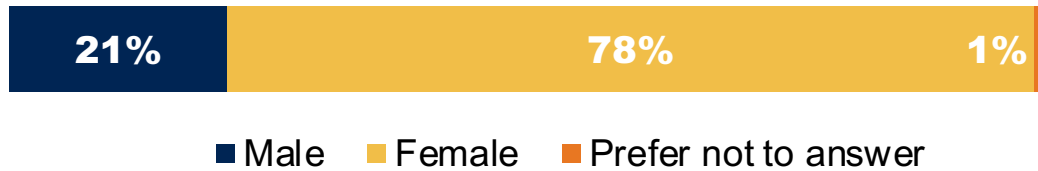
Tenure in PR/Comms



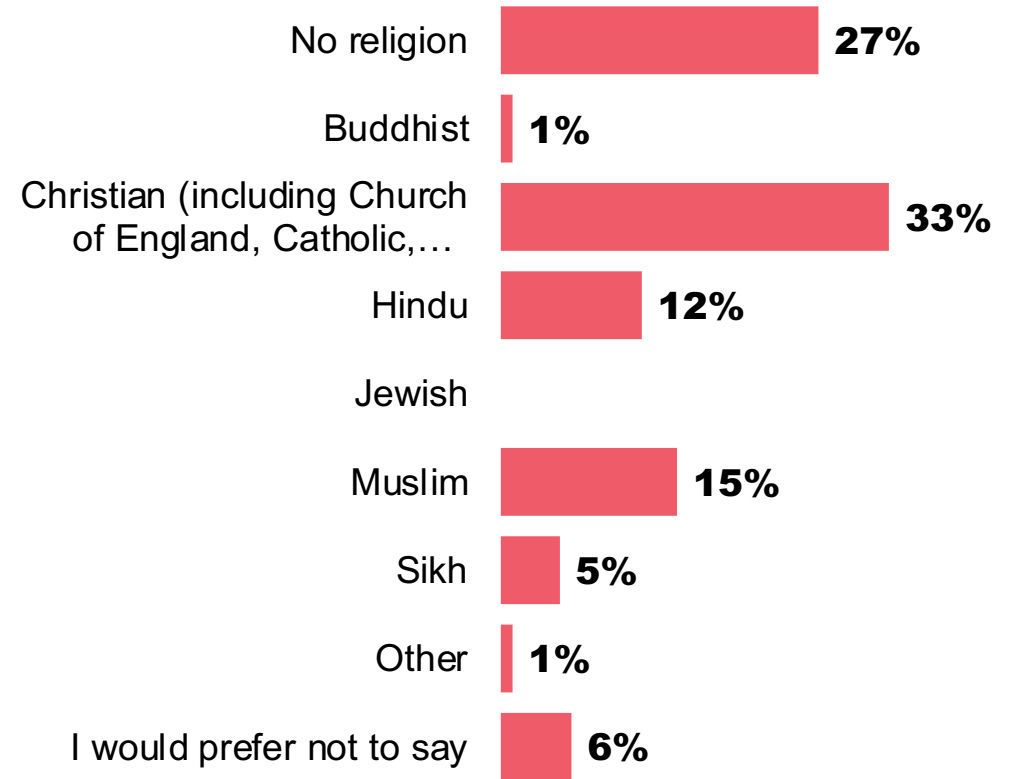
Base: Ethnic minority respondents n=161

Demographics – Ethnic Minority Respondents

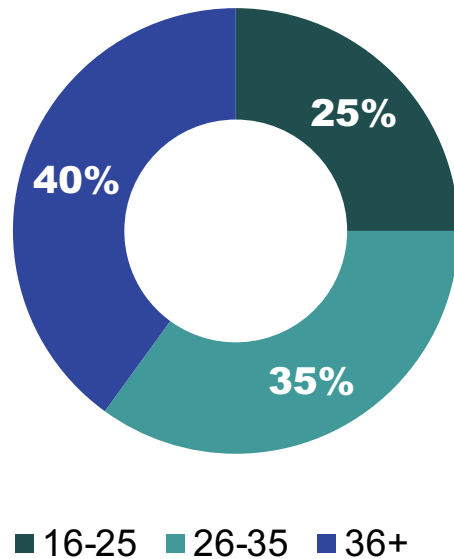
Gender



Religion



Age

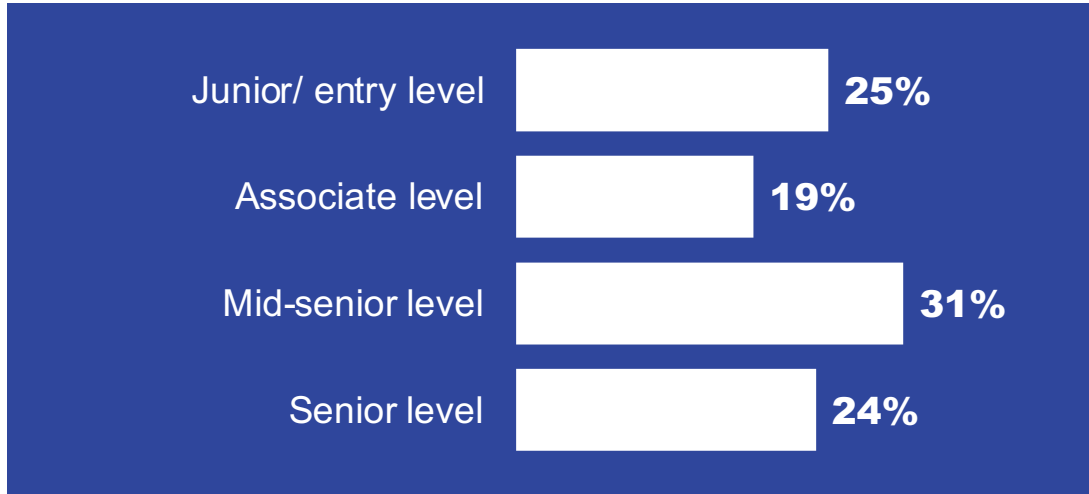


Base: Ethnic minority respondents n=161

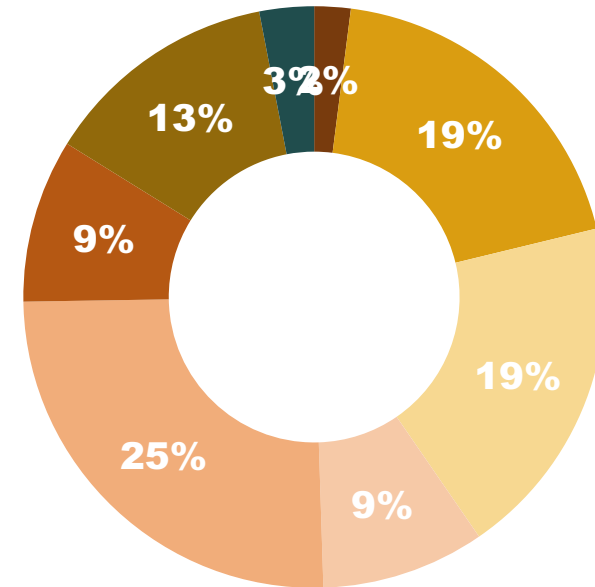


Demographics – Ethnic Minority Respondents

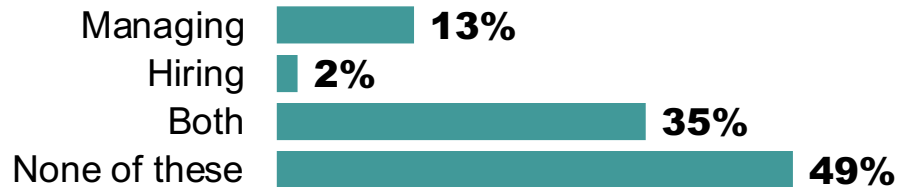
Current Working Level in PR/Comms



Salary



Responsibilities at Work



- Under £20,000
- £20,000 - £29,999
- £30,000 - £39,999
- £40,000 - £49,999
- £50,000 - £74,999
- £75,000 - £99,999
- £100,000 or more
- Prefer not to answer

Base: Ethnic minority respondents n=161

Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



ISO 20252 – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.



MRS Company Partnership – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252

ABOUT Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

You act better when you are sure.

“**Game Changers**” – our tagline – summarises our ambition to help our clients to navigate more easily our deeply changing world.

Thank you.

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