

The Global DEI Census 2023

Sweden 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 Sweden



Kom!

SWE DMA

BERGHS SOC

iab.
sweden



Sveriges
Annonörer

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 (12% of respondents are disabled vs 20% national average). Looking at seniority and indicative pay gaps, the proportion of women and national minorities decreases at senior levels, and there appears to be a pay gap at all levels below C-suite within both characteristics.

Inclusion Headlines

Sweden scores better than the global Inclusion Index benchmark (66% vs 63%), however the 2023 score is 3 pts below the 2021 census result (69%). Respondents are less likely to agree that their company is actively taking steps to be more diverse and inclusive (60% vs 72% global average), and only 30% 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 11% 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 25% for disabled respondents.

Sense of belonging is lower across all minority groups when compared with majority respondents. Of all minority groups, national minority respondents were the most to report being discriminated against and having experienced career obstacles.

36% of respondents believe that age can be a hindrance at their company, this increases amongst younger age groups, eg 63% for 18-24 year olds. We see a similar picture with family status, with 39% of those who have caregiving responsibilities indicating they believe that family status hinders one's career at their company.

1.
Demographics and
Index Overview



Sweden

OVERALL RESPONSES = 746

Company type	%
Brand (e.g., P&G, Unilever, Walmart, etc.)	18
Creative agency	25
Media agency	17
Media	4
Industry association / Trade body	6
Production House	1
Photography / Sound / Music Studio	-
Publisher	1
Research/Insights agency	2
I am a freelancer	2
PR agency	2
Digital agency	6
Tech	5
Other	11

Role / Function	%
Executive Management / C-Suite	16
New Business / Marketing / Communications / PR	15
Sales / Commercial	3
Account Management / Client Services	8
Account Planning and Strategy	5
Research / Information / Insight	2
Data Analytics and Planning	3
Social Media / Communities	5
Programming / Ad Tech	3
Creative, Design, and Studio	18
Creative Services / Project Management	8

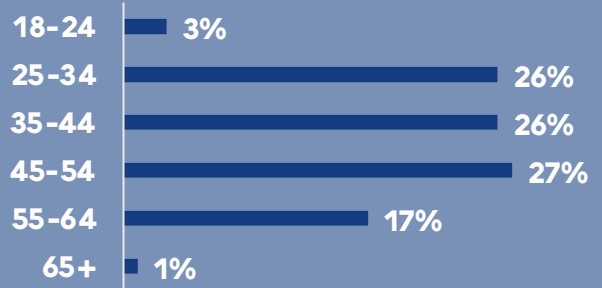
Role / Function	%
Production / Production Administration / Art and Print Buying	2
Media	5
Events	1
Finance	1
Human Resources and Training	1
IT / Technology	1
Procurement / Operations	*
Legal	-
Office Services	*
Other	3

Gender

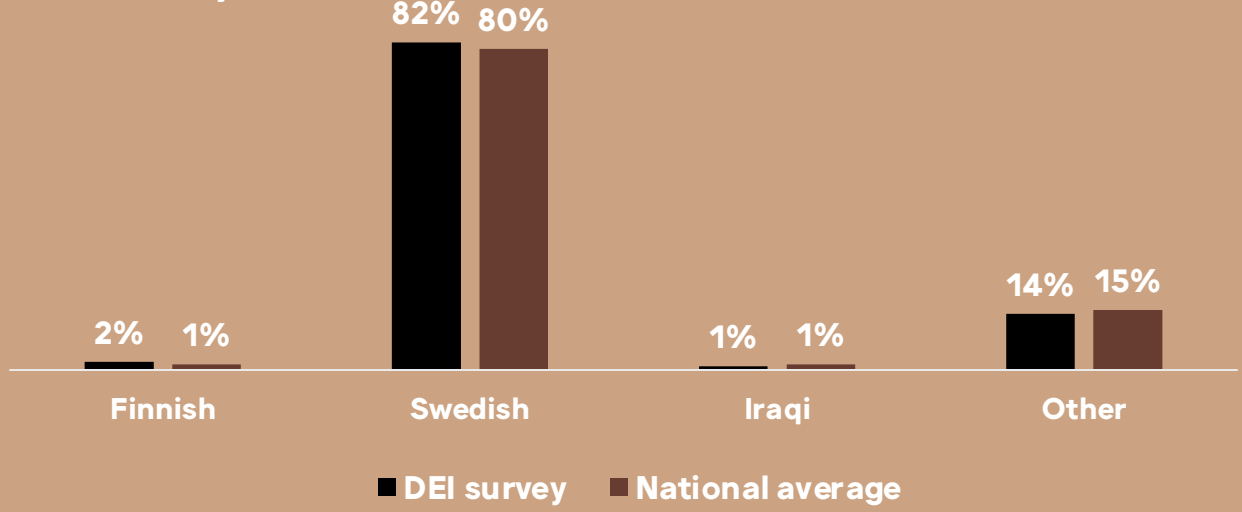
	Women	Men	Other Gender
DEI survey	67%	32%	*
National Average*	50%	50%	

*taken from national census data

Age



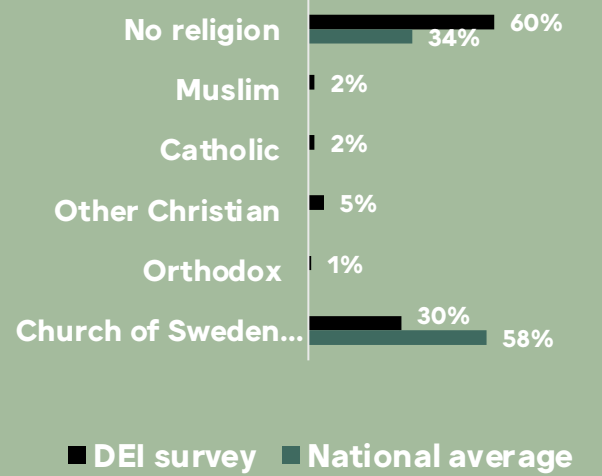
Nationality



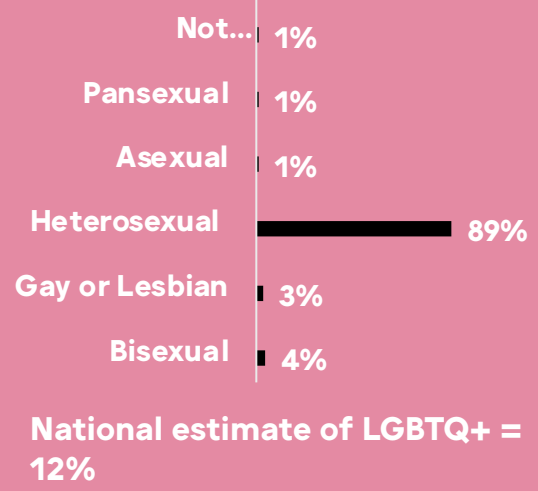
Disability Status

12%
of respondents are disabled
Compared to 20% national average

Religion



Sexual Orientation



Caregiving

46% of respondents are
parents to children under 16
18% 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

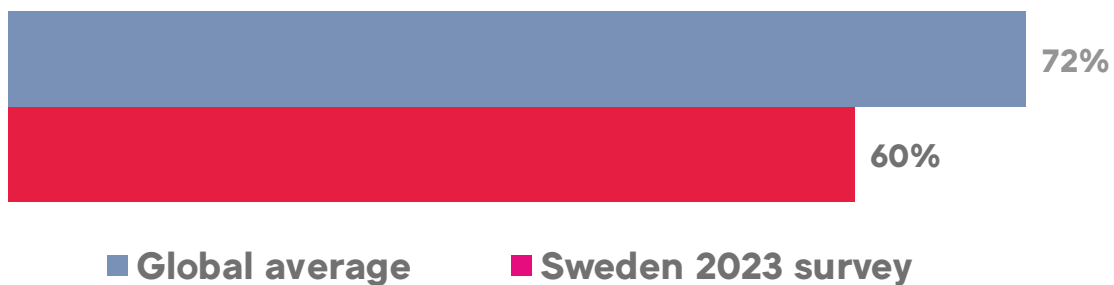
	Overall Inclusion Index
Sweden 2023 survey	66%
Global average 2023	63%
Sweden 2021 survey	69%

	Sense of Belonging	Absence of Discrimination	Presence of Demeaning Behaviour
Sweden 2023 survey	73%	96%	18%
Global average 2023	69%	96%	19%
Sweden 2021 survey	76%	97%	17%

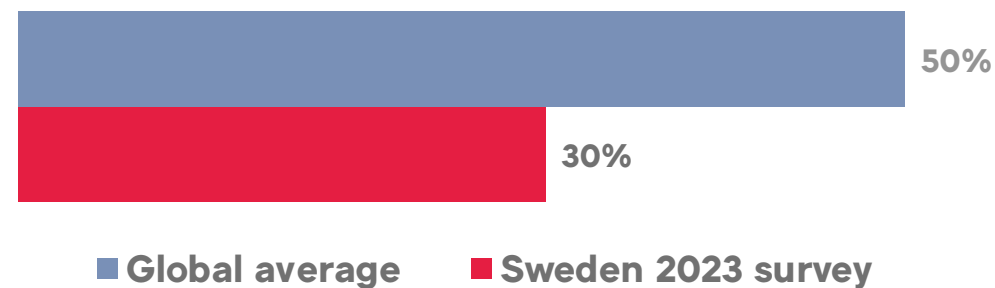
2.
**Attitudes towards Diversity and
Inclusion in the Workplace and the
Industry**



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

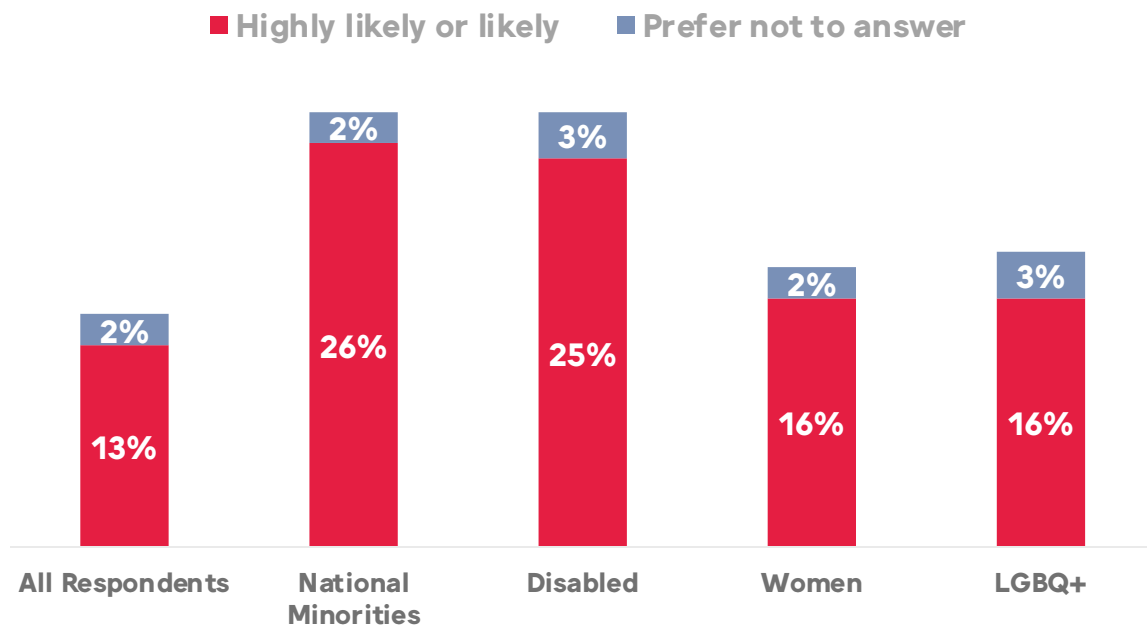


Respondents agreeing things have improved in terms of the industry becoming more diverse and inclusive in the last 2 years

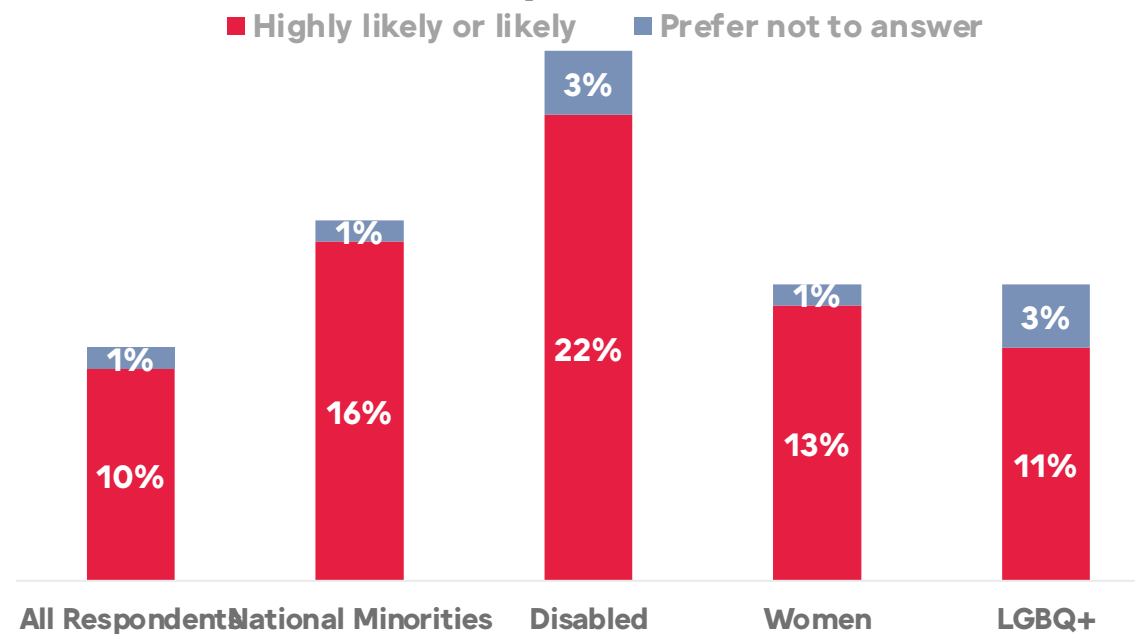


Potential Cost of Turnover

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, 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”

Sweden Headlines

Experiences of discrimination

Experience of discrimination is generally low amongst respondents, however this rises to 19% for national minority respondents

Escalation

Minority respondents were less likely to believe that inappropriate behaviour would be escalated to senior leadership and HR apart from religious minorities.

Sense of belonging

Sense of belonging is lower for minority respondents across all protected characteristics

Career obstacles

Most minority respondents reported facing obstacles in their career because of who they are, with national minorities (31%) and disabled respondents (29%) most impacted

Gender in Sweden

7%

Of female respondents have experienced discrimination at their company based on their gender vs 6% global average. 7% of all respondents have witnessed discrimination towards others due to their gender.

62%

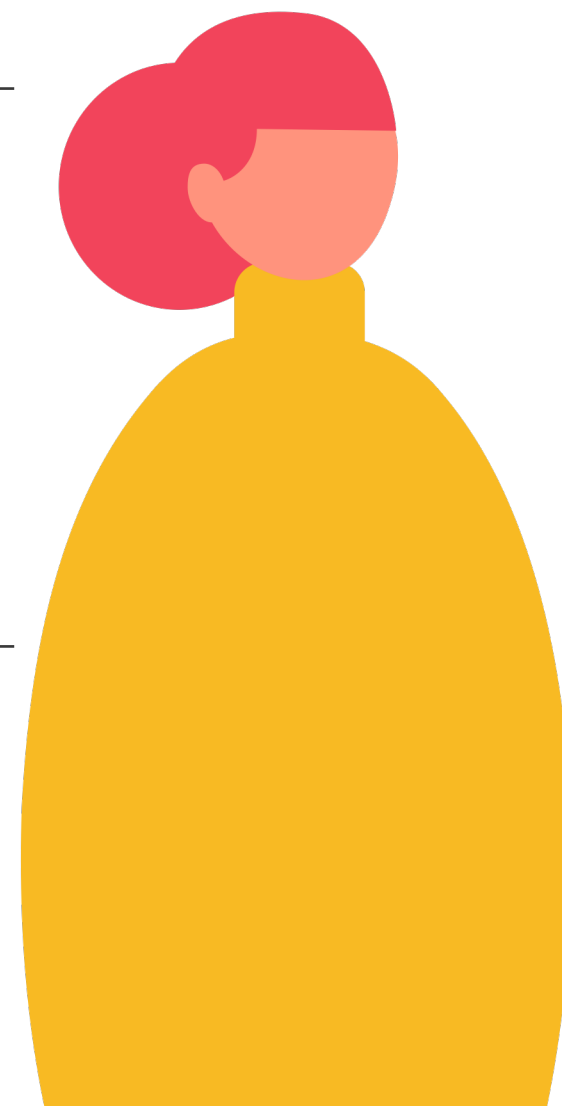
Of female respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 72% of men.

80%

Of female respondents feel like they belong at their company, compared to 86% of men.

17%

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.



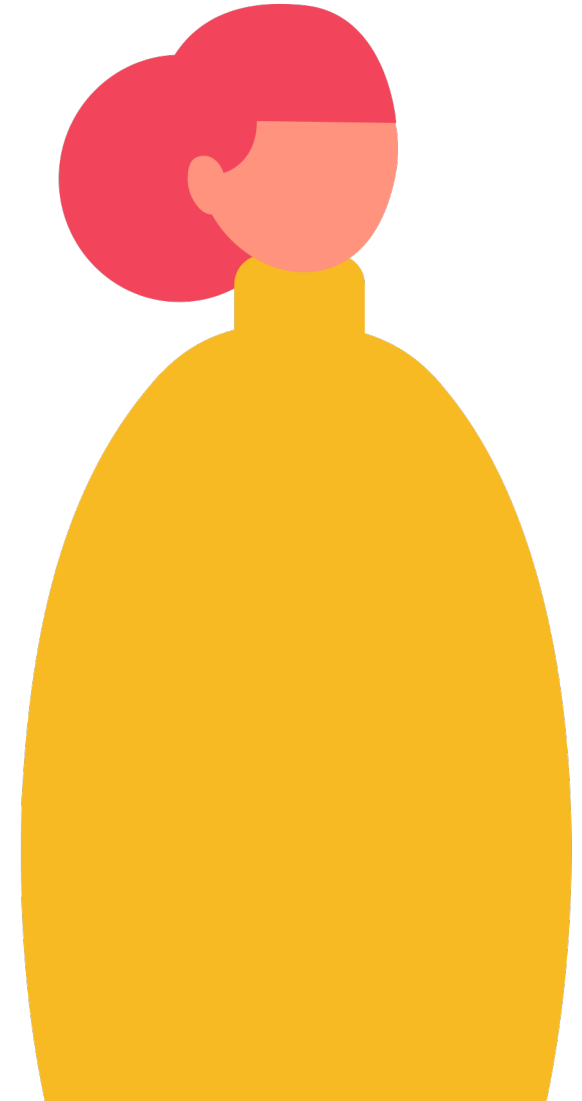
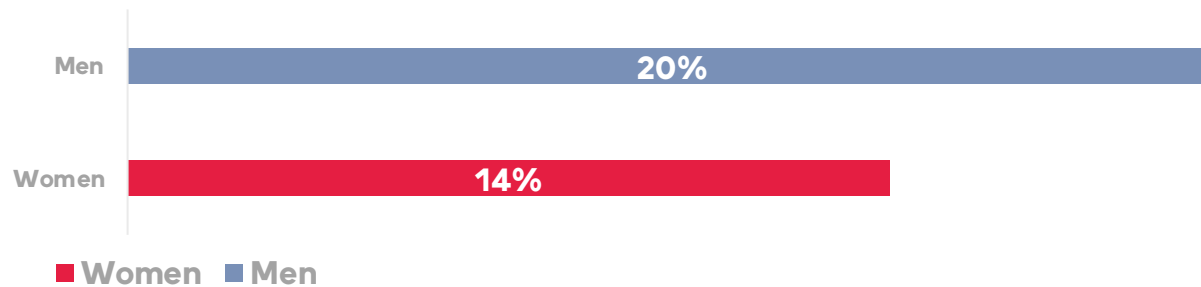
Gender in Sweden

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	SEK 795,098	SEK 802,205	1%
Other senior staff	SEK 778,571	SEK 761,428	-2%
Manager	SEK 703,947	SEK 644,078	-9%
Junior	SEK 517,857	SEK 488,132	-6%

% C-suite by Gender



Nationality in Sweden

19%

Of national minority respondents have experienced discrimination at their company based on their nationality 8% of all respondents have witnessed discrimination towards others due to their nationality.

51%

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

68%

Of national minority respondents feel like they belong at their company, compared to 84% of Swedish respondents.

32%

Of national minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 13% of Swedish respondents.



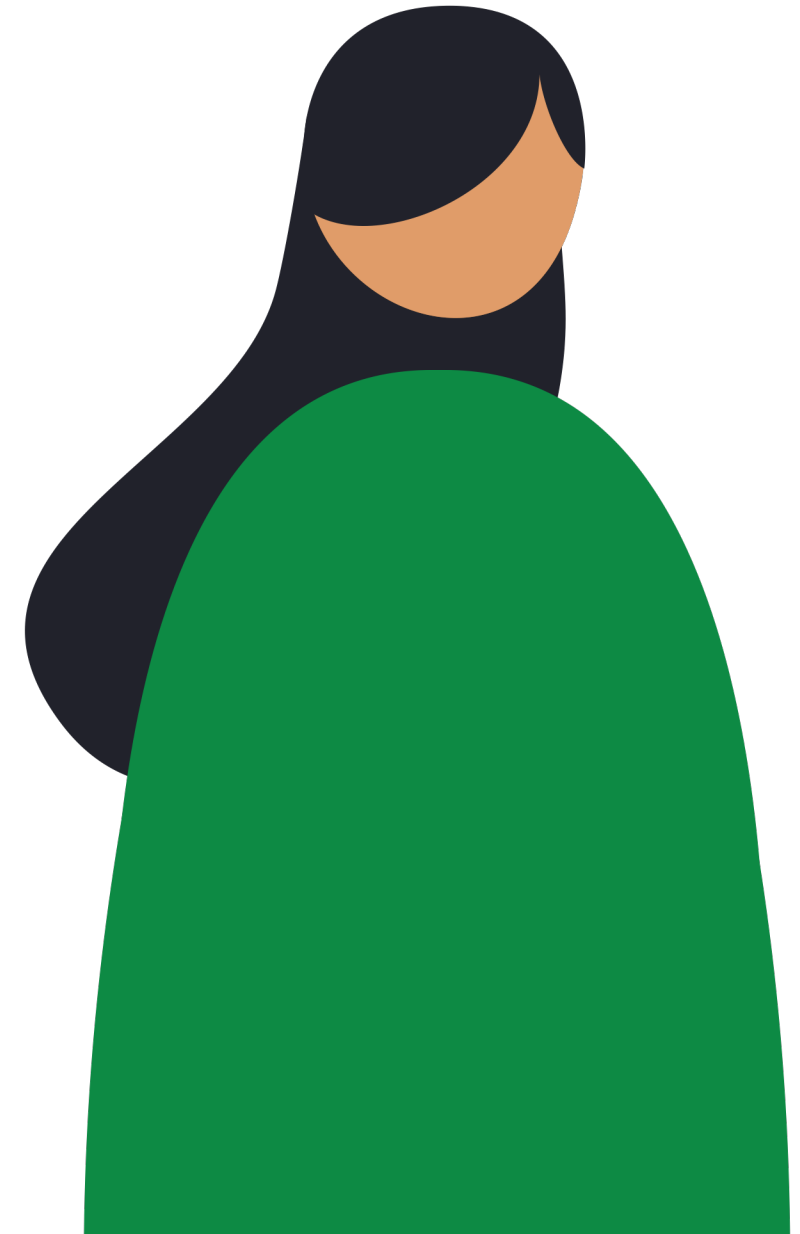
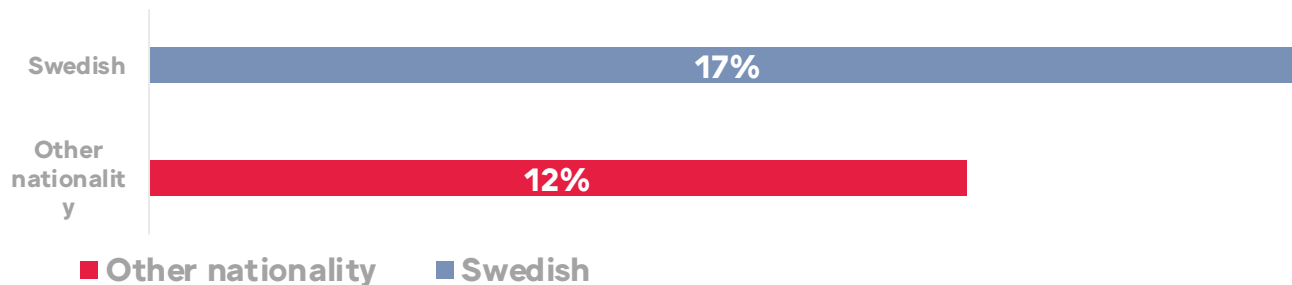
Nationality in Sweden

Average Pay by Nationality

Level	Swedish average salary	Other nationality average salary	% Gap
Exec management/c-suite	SEK 797,422	SEK 809,091	1%
Other senior staff	SEK 769,148	SEK 700,000	-9%
Manager	SEK 674,752	SEK 580,789	-14%
Junior	SEK 489,932	SEK 483,333	-1%

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

% C-suite by Nationality



Disability in Sweden

10%

Of respondents with disabilities have experienced discrimination at their company based on their disabilities. 4% of all respondents have witnessed discrimination towards others due to their disability status.

49%

Of respondents with disabilities believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 69% of their counterparts without disabilities.

66%

Of respondents with disabilities feel like they belong at their company, compared to 85% of their counterparts without disabilities.

29%

Of respondents with disabilities believe they have faced obstacles in their career progression at their company due to who they are, compared to 13% of their counterparts without disabilities.



Conditions reported by those with a disability* in Sweden

Condition	%
Mobility impairments (e.g. amputation, paralysis, multiple sclerosis, muscular dystrophy, arthritis, spinal cord injury)	10
Fatigue / lack of stamina	34
Breathing capacity (e.g. asthma, COPD)	7
Neurodiversity (e.g. autism, Asperger's syndrome, dyslexia, dyscalculia, dyspraxia, ADHD, obsessive-compulsive disorder (OCD), Tourette syndrome)	26
Visual impairments (e.g. poor vision, colour blindness)	5
Motor skill impairments (e.g. arthritis, strokes, dexterity)	6
Mental health (e.g. depression, bipolar)	37
Stress / anxiety	43
Hearing impairments	3
Long-term implications from COVID	3
Other	18
None of the above	3

* 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 Sweden

33%

Of respondents report often being very stressed at work.

20%

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

33%

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

43%

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

23%

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

13%

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

Sexual Orientation in Sweden

5%

Of LGBTQ+ respondents have experienced discrimination at their company based on their sexual orientation. 2% of all respondents have witnessed discrimination towards others due to their sexual orientation.

51%

Of LGBTQ+ respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR compared to 68% of their heterosexual counterparts.

73%

Of LGBTQ+ respondents feel like they belong at their company, compared to 84% of their heterosexual counterparts.

21%

LGBTQ+ respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 15% of their heterosexual counterparts.



Religion in Sweden

7%

Of religious minority respondents have experienced discrimination at their company based on their religious background. 3% of all respondents have witnessed discrimination towards others due to their religion.

69%

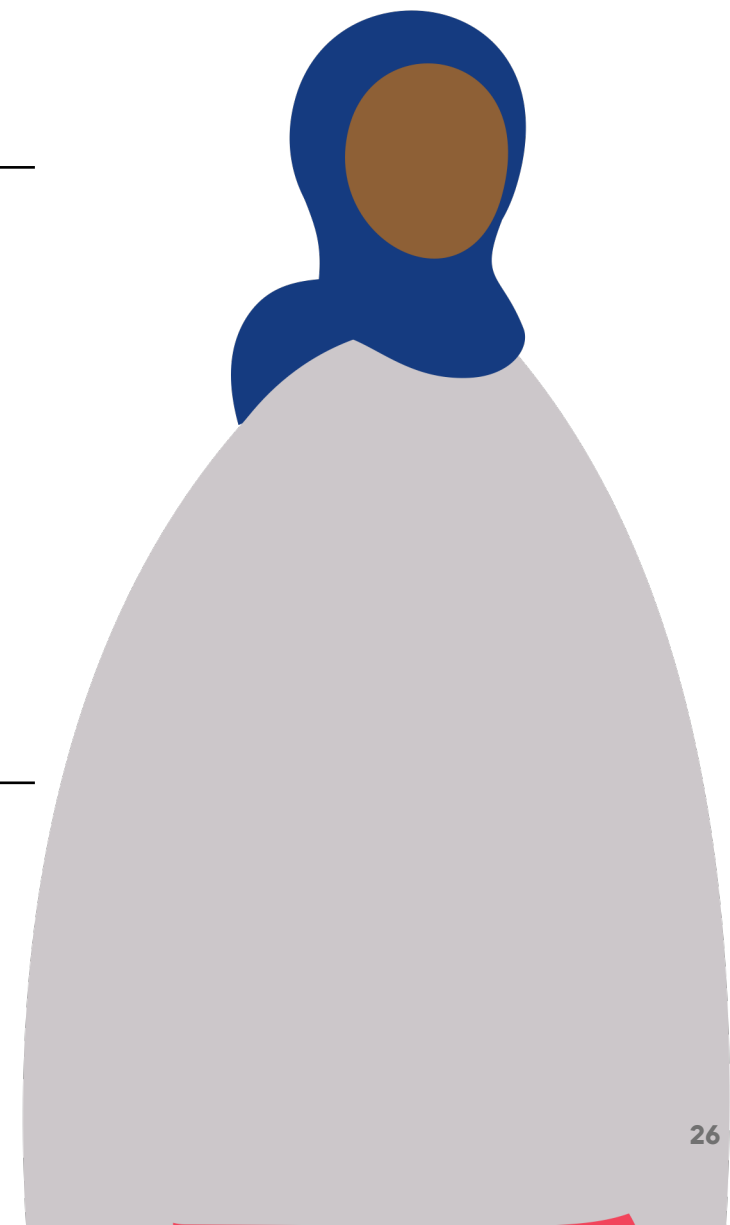
Of religious minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 65% of their religious majority counterparts.

76%

Religious minority respondents feel like they belong at their company, compared to 82% 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 15% of their religious majority counterparts.



Age in Sweden

11%

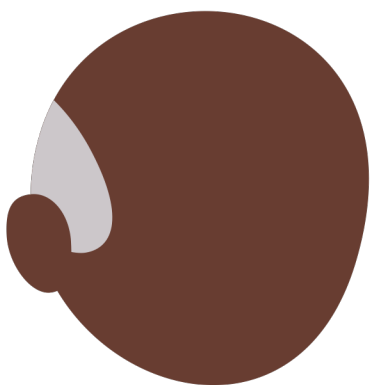
Of respondents have personally experienced discrimination due to their age.

36%

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

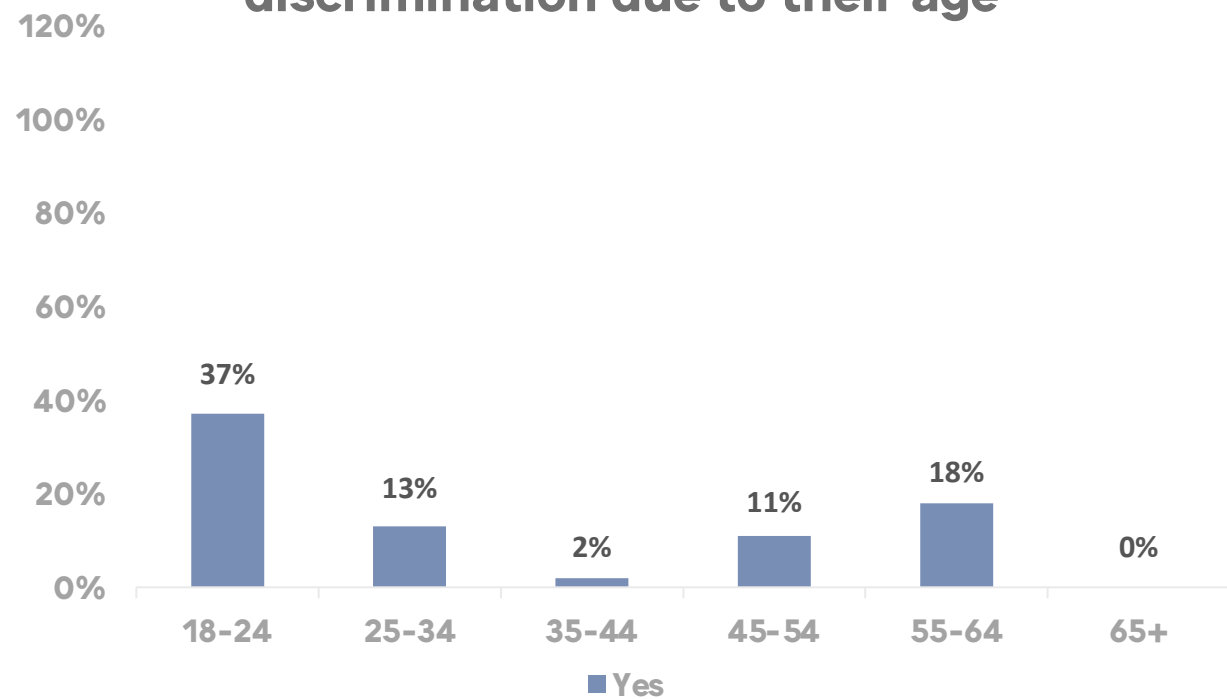
12%

Of female respondents have personally experienced discrimination due to their age, compared to 7% of men.

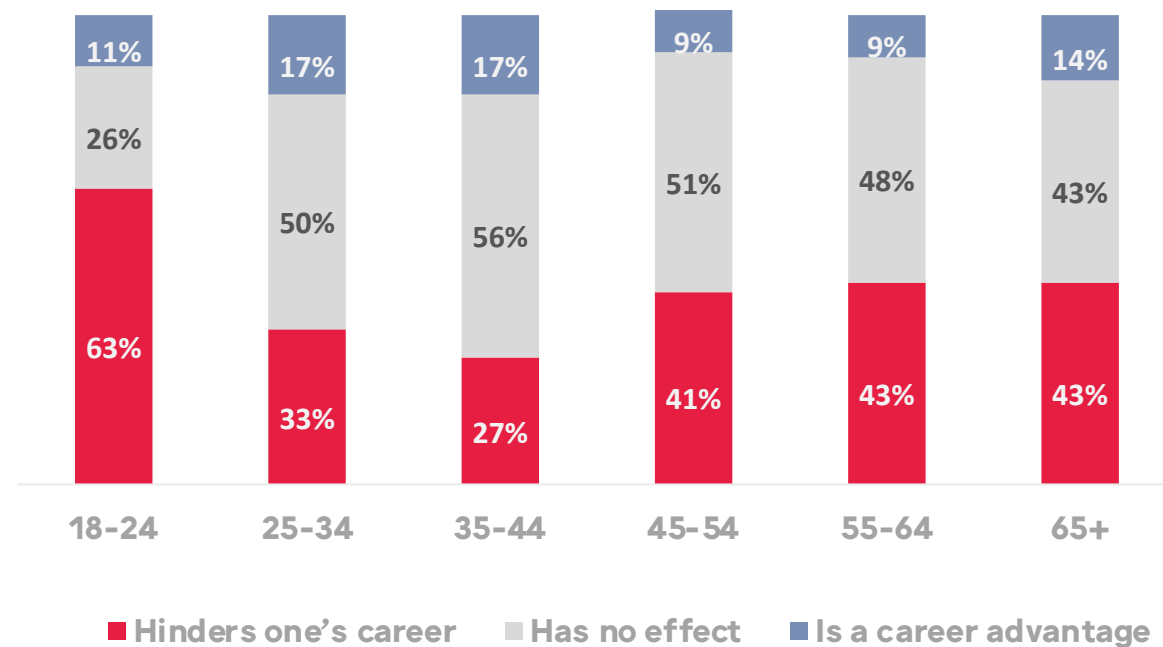


Perceptions of Ageism in Sweden

% personally experienced discrimination due to their age



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



Family Responsibilities in Sweden

5%

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

32%

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

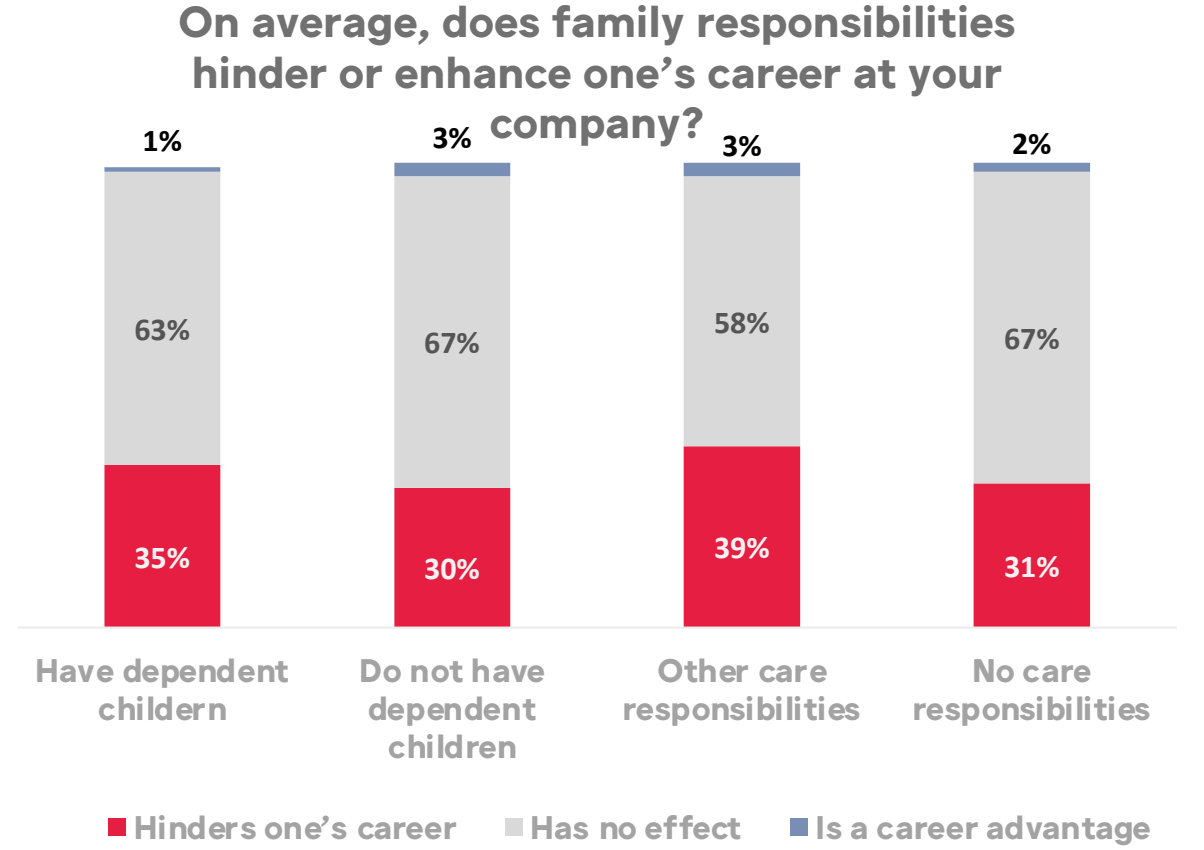
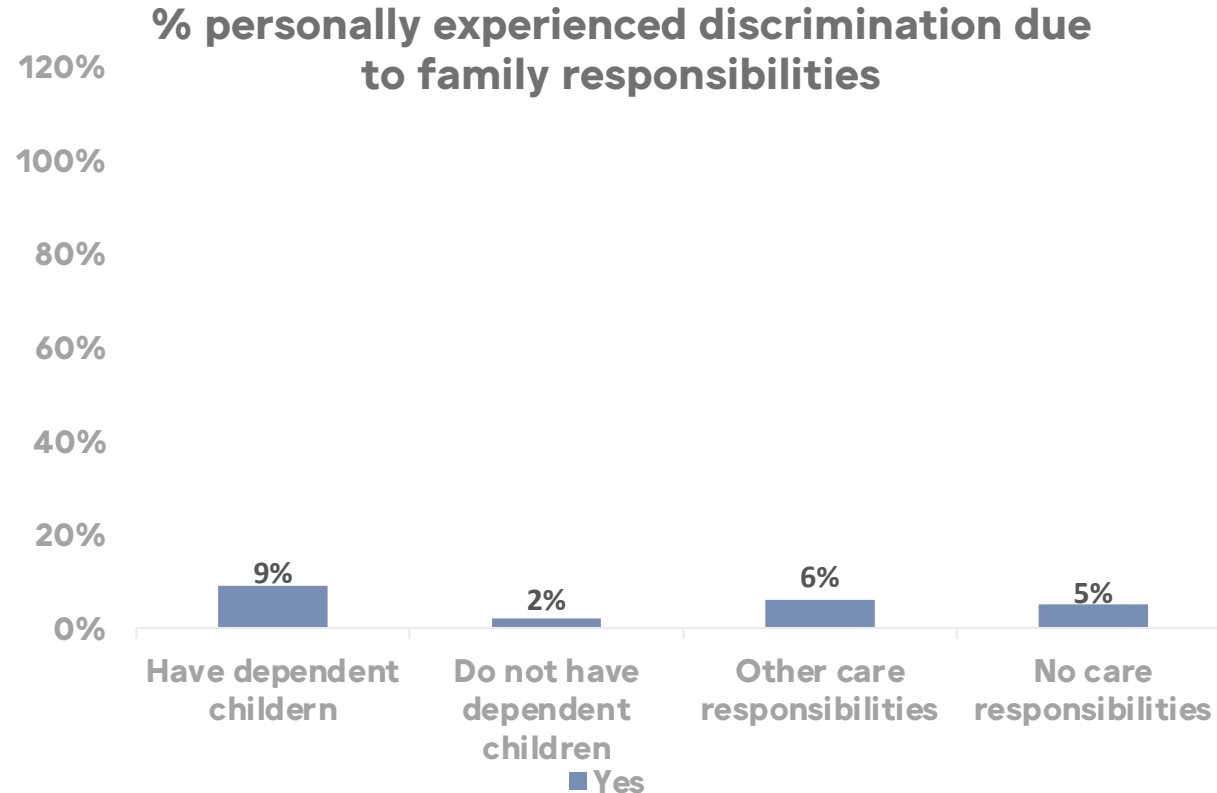
6%

Of female respondents have personally experienced discrimination due to their family responsibilities, compared to 3% of men.

36%

Of female respondents believe that family responsibilities can hinder one's career at their company, compared to 26% of men.

Perceptions of Family Responsibilities in Sweden



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

Sweden and global data

Wave 2 - 2023 - total	Sweden	GLOBAL
Inclusion Index	66%	63%
Company Sense of Belonging Percent	73%	69%
I feel like I belong at my company - % agree	82%	74%
I am a valued and essential part of my direct team - % agree	90%	82%
I am a valued and essential part of my company - % agree	79%	71%
I am emotionally and socially supported at work - % agree	68%	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	80%	75%
Senior management do not discriminate when it comes to hiring or career advancements of those that report into them - % agree	53%	55%
I am provided with sufficient support to develop my skills and progress my career - % agree	56%	57%
Absence of Discrimination Percent	96%	96%
My Age - Personally Discriminated at Company - % no	89%	92%
My Gender - Personally Discriminated at Company - % no	95%	94%
My Family Status - Personally Discriminated at Company - % no	95%	95%
My Race - Personally Discriminated at Company - % no	96%	96%
Religion - Personally Discriminated at Company - % no	99%	99%
Disability Status - Personally Discriminated at Company - % no	99%	99%
Relationship status - Personally Discriminated at Company - % no	99%	99%
Appearance - Personally Discriminated at Company - % no	96%	96%
Social Class - Personally Discriminated at Company - % no	98%	97%
Presence of Negative Behavior Percent	18%	19%
Unfairly spoken over and not listened to in meetings - % yes	27%	27%
Learning Opportunities or progress restricted by senior colleagues - % yes	16%	17%
Undervalued compared to colleagues of equal competence - % yes	26%	28%
People taking sole credit for shared efforts - % yes	31%	32%
Bullied, undermined or harassed in any way - % yes	9%	13%
Physical harassment or violence - % yes	0%	1%
Exclusion from events/activities - % yes	11%	13%
Made to feel uncomfortable in the workplace - % yes	27%	22%