

The Global DEI Census 2023

Switzerland 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 Switzerland
- 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 (6% of respondents are disabled vs 22% national average). Looking at seniority and indicative pay gaps, the proportion of women and ethnic minorities decreases at senior levels, and there appears to be a sizable pay gap - for women at all levels and for ethnic minorities at junior levels.

Inclusion Headlines

Switzerland scores better than the global Inclusion Index benchmark (70% vs 63%), with 57% of respondents agreeing that their company is actively taking steps to be more diverse and inclusive (vs 72% global average). 49% 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 8% 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 17% for LBGQ+ respondents.

Ethnic minorities and disabled respondents report a lower sense of belonging than their majority counterparts.

22% of respondents believe that age can be a hindrance at their company, this increases amongst older age groups, eg 28% for 45-54 year olds. We see a starker picture with family status, with 44% of those who have dependent children indicating they believe that family status hinders one's career at their company.

1.
Demographics and
Index Overview



Switzerland

OVERALL RESPONSES = 224

Company type	%
Brand (e.g., P&G, Unilever, Walmart, etc.)	23
Creative agency	15
Media agency	6
Media	25
Industry association / Trade body	1
Production House	1
Photography / Sound / Music Studio	-
Publisher	4
Research/Insights agency	1
I am a freelancer	2
PR agency	2
Digital agency	6
Tech	*
Other	14

Role / function	%
Executive Management / C-Suite	25
New Business / Marketing / Communications / PR	27
Sales / Commercial	7
Account Management / Client Services	8
Account Planning and Strategy	5
Research / Information / Insight	3
Data Analytics and Planning	3
Social Media / Communities	1
Programming / Ad Tech	-
Creative, Design, and Studio	3
Creative Services / Project Management	2

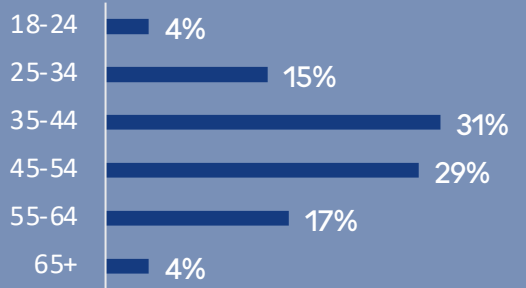
Role / function	%
Production / Production Administration / Art and Print Buying	1
Media	5
Events	-
Finance	-
Human Resources and Training	2
IT / Technology	3
Procurement / Operations	2
Legal	-
Office Services	-
Other	3

Gender

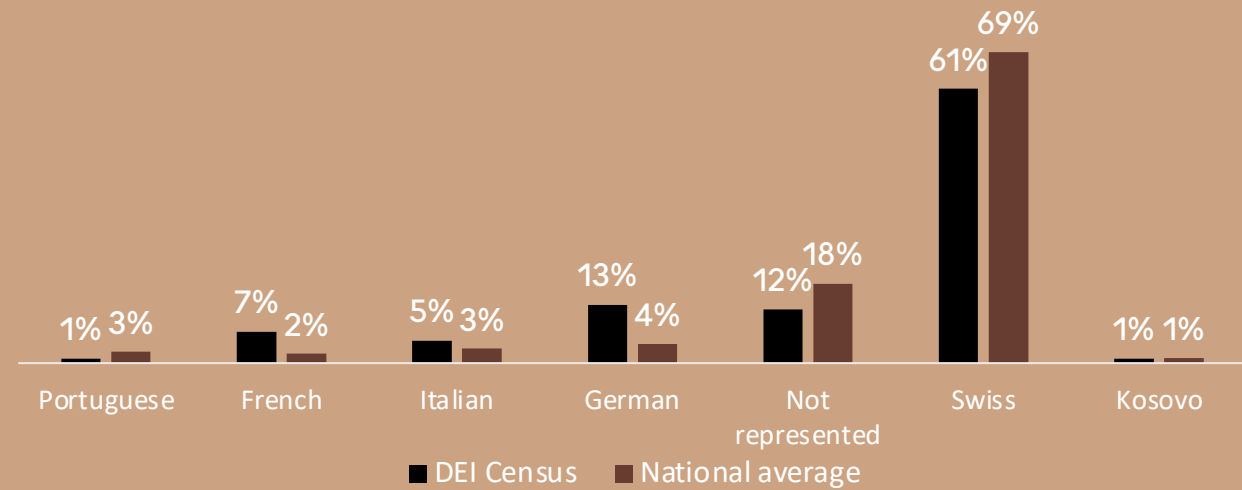
	Women	Men	Other Gender
DEI Census	57%	43%	*
National Average*	50%	50%	

*taken from national census data

Age



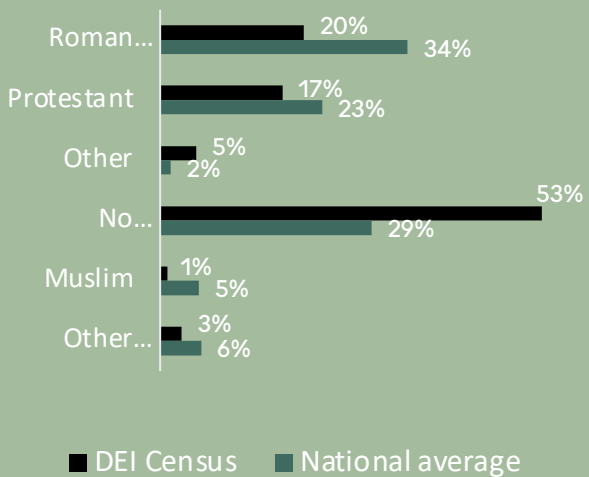
Ethnicity



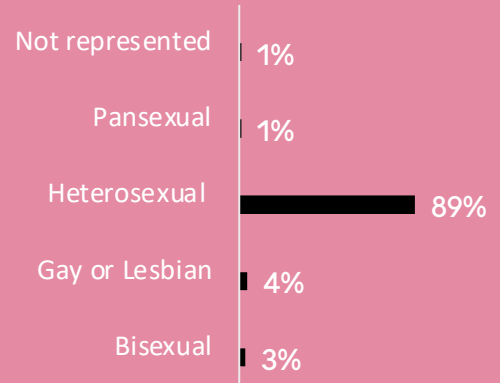
Disability Status

6% of respondents are disabled
Compared to 22% national average

Religion



Sexual Orientation



Caregiving

40% 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
Switzerland 2023 survey	70%
Global average 2023	63%
Switzerland 2021 survey	N/A

	Sense of Belonging	Absence of Discrimination	Presence of Demeaning Behaviour
Switzerland 2023 survey	78%	97%	17%
Global average 2023	69%	96%	19%
Switzerland 2021 survey	N/A	N/A	N/A

2.

Attitudes towards Diversity and Inclusion in the Workplace and the Industry



Switzerland

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



■ Global average ■ Switzerland 2023 survey

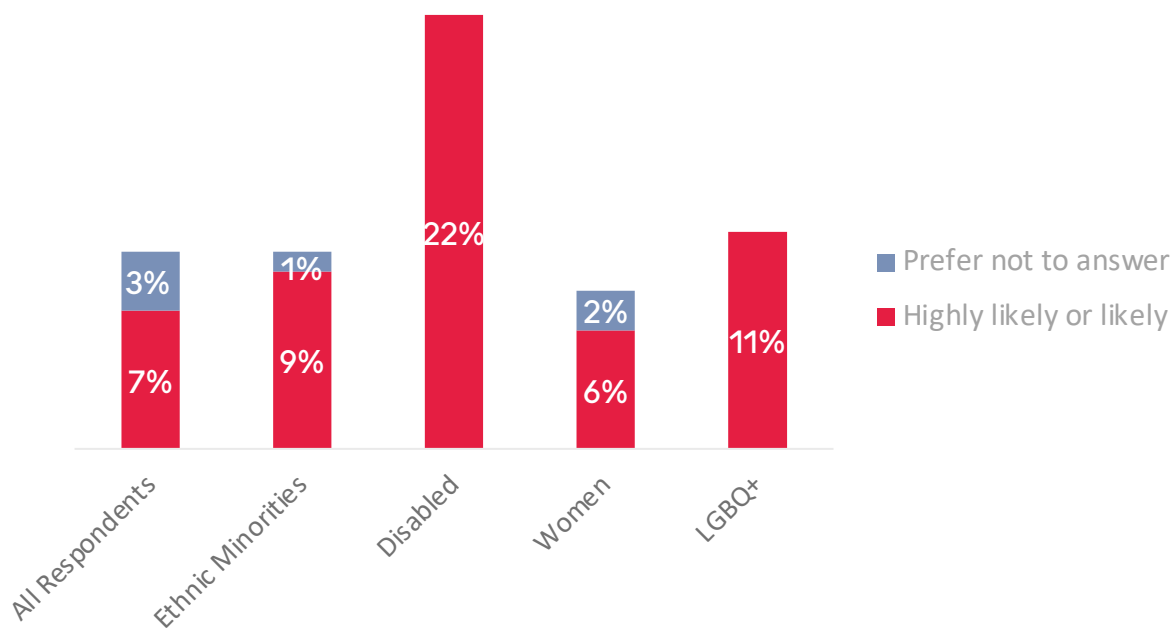
Respondents agreeing things have improved in terms of the industry becoming more diverse and inclusive in the last 2 years



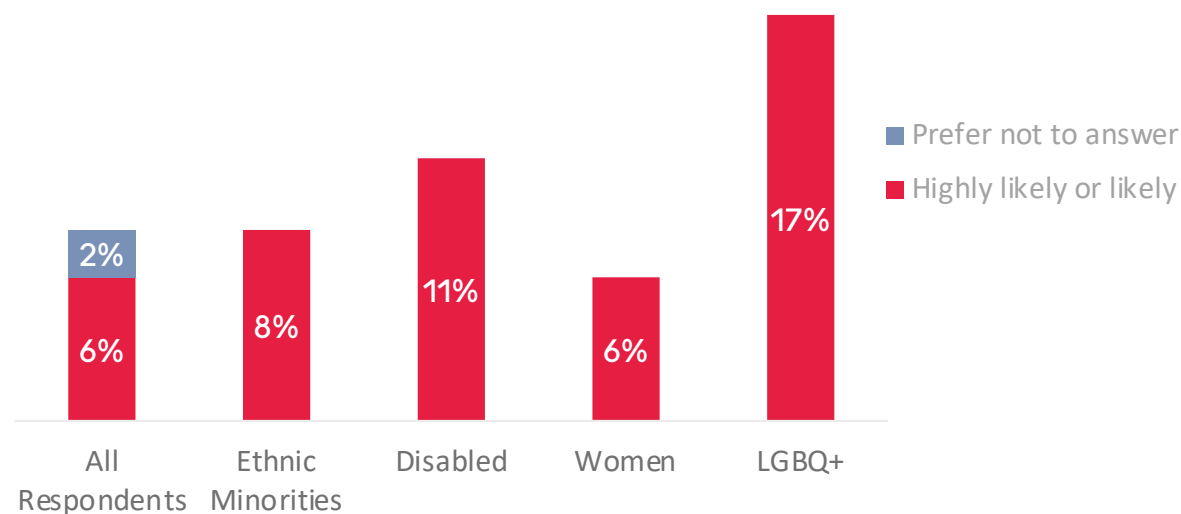
■ Global average ■ Switzerland 2023 survey

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, Ethnicity, 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”

Switzerland Headlines

Experiences of discrimination

Experience of discrimination is generally low amongst respondents, with women respondents reporting the highest levels of discrimination (18% vs 6% global average)

Escalation

Women, ethnic minorities and disabled respondents were less likely to believe that inappropriate behaviour would be escalated to senior leadership and HR

Sense of belonging

Ethnic minorities and disabled respondents report a lower sense of belonging than their majority counterparts

Career obstacles

All minority respondents reported facing obstacles in their career because of who they are, with LGBTQ+ respondents (30%) and disabled respondents (25%) most impacted

Gender in Switzerland

18%

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.

63%

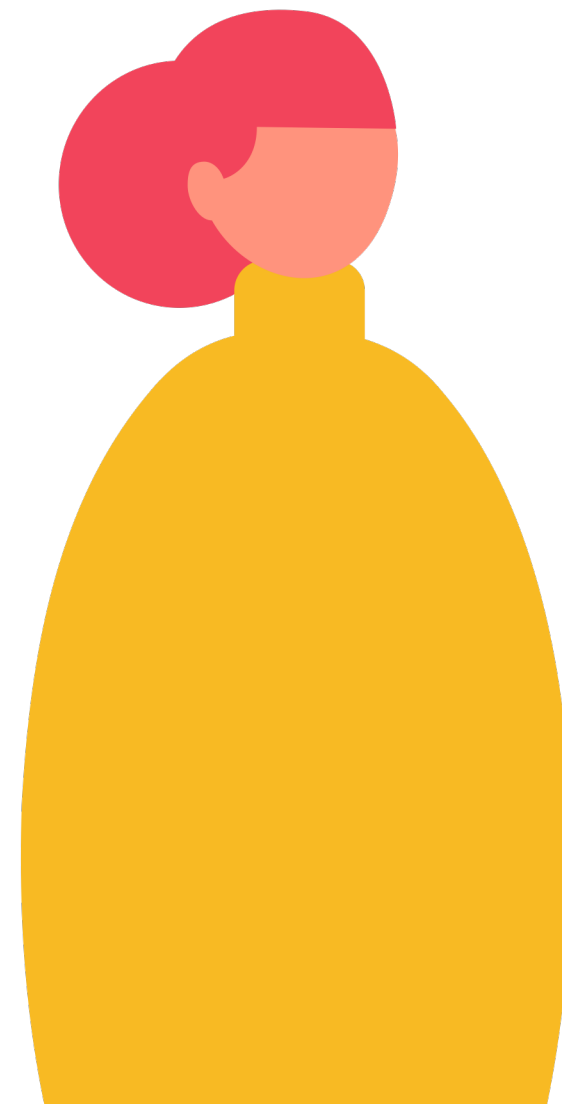
Of female respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 71% of men.

84%

Of female respondents feel like they belong at their company, compared to 84% of men.

18%

Of female respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 11% of men.



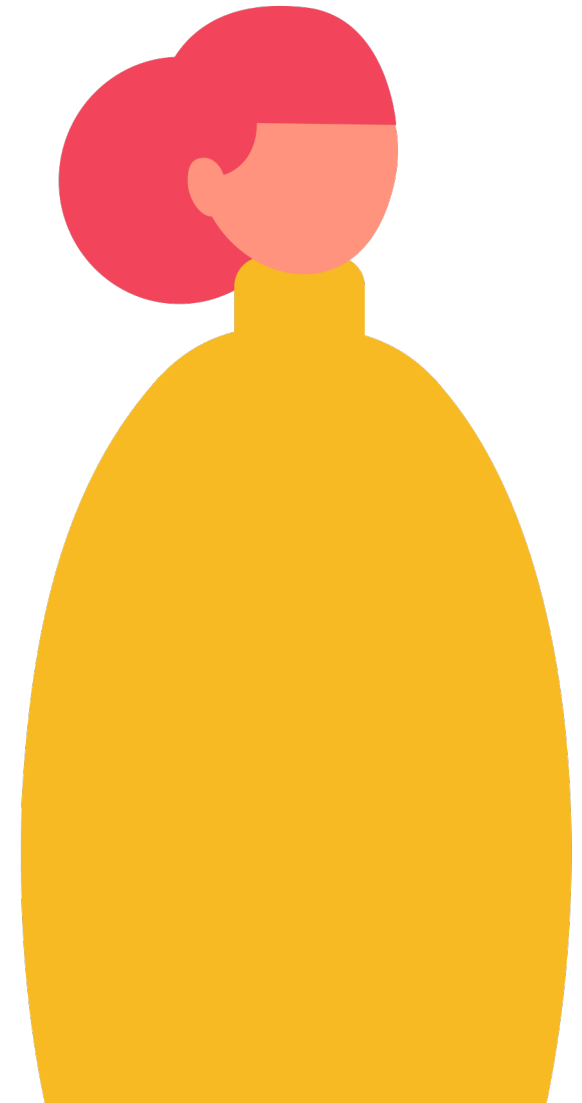
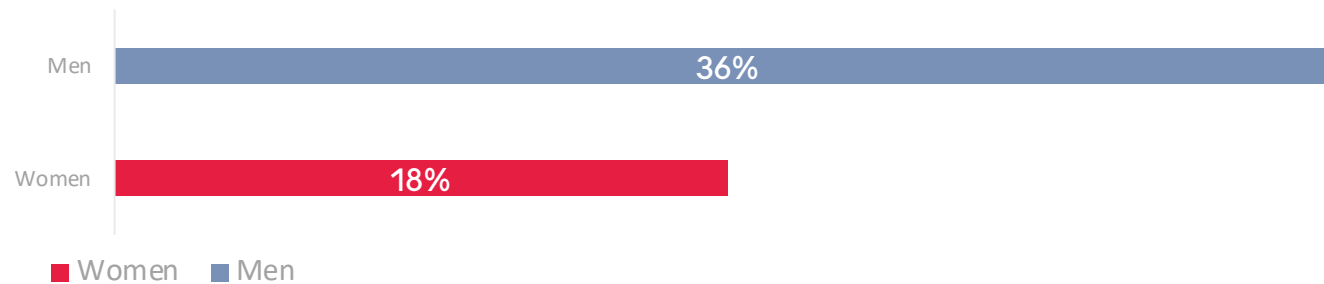
Gender in Switzerland

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	CHF 13,446	CHF 10,513	-22%
Other senior staff	CHF 10,893	CHF 9,859	-9%
Manager	CHF 11,326	CHF 7,707	-32%
Junior	CHF 7,071	CHF 6,926	-2%

% C-suite by Gender



Ethnicity in Switzerland

4%

Of ethnic minority respondents have experienced discrimination at their company based on their ethnic background. 1% of all respondents have witnessed discrimination towards others due to their ethnicity.

59%

Of ethnic minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 71% of Swiss respondents.

78%

Of ethnic minority respondents feel like they belong at their company, compared to 87% of Swiss respondents.

19%

Of ethnic minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 10% of Swiss respondents.



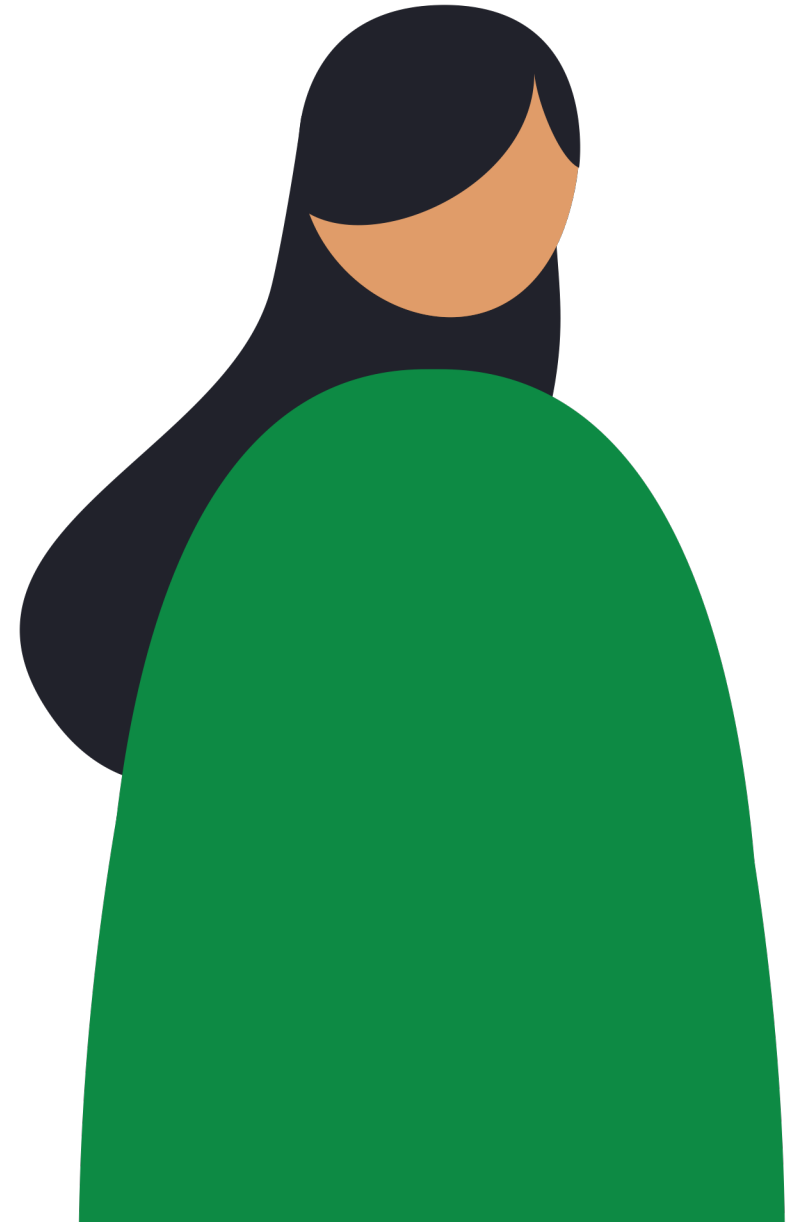
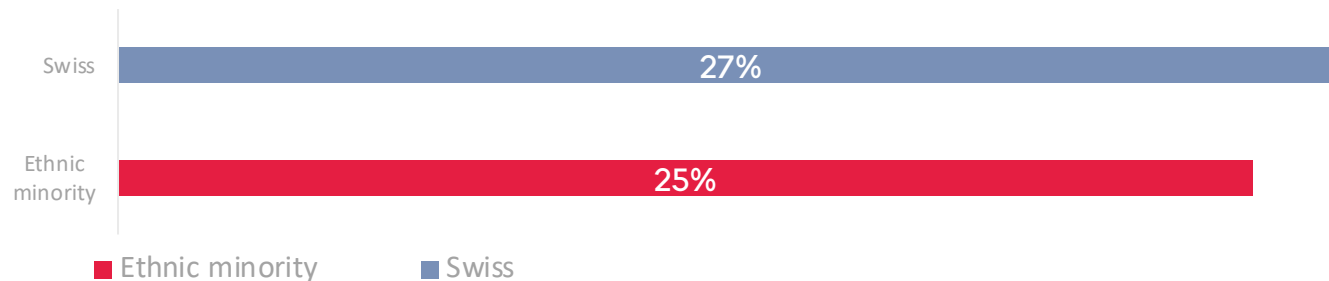
Ethnicity in Switzerland

Average Pay by Ethnicity

Level	Swiss average salary	Ethnic minority average salary	% Gap
Exec management/c-suite	CHF 11,852	CHF 13,133	11%
Other senior staff	CHF 10,182	CHF 10,167	0%
Manager	CHF 9,315	CHF 9,556	3%
Junior	CHF 7,594	CHF 5,714	-25%

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

% C-suite by Ethnicity



Disability in Switzerland

4%

Of all respondents have witnessed discrimination towards others due to their disability status. No respondents with disabilities have experienced discrimination at their company based on their disabilities.

50%

Of respondents with disabilities believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 67% of their counterparts without disabilities.

75%

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

25%

Of respondents with disabilities believe they have faced obstacles in their career progression at their company due to who they are, compared to 14% of their counterparts without disabilities.



Conditions reported by those with a disability* in Switzerland

Condition	%
Mobility impairments (e.g. amputation, paralysis, multiple sclerosis, muscular dystrophy, arthritis, spinal cord injury)	27
Fatigue / lack of stamina	27
Breathing capacity (e.g. asthma, COPD)	9
Neurodiversity (e.g. autism, Asperger's syndrome, dyslexia, dyscalculia, dyspraxia, ADHD, obsessive-compulsive disorder (OCD), Tourette syndrome)	9
Visual impairments (e.g. poor vision, colour blindness)	-
Motor skill impairments (e.g. arthritis, strokes, dexterity)	-
Mental health (e.g. depression, bipolar)	45
Stress / anxiety	27
Hearing impairments	-
Long-term implications from COVID	-
Other	9
None of the above	9

* 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 Switzerland

28%

Of respondents report often being very stressed at work.

21%

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

34%

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

46%

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.

20%

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

Sexual Orientation in Switzerland

4%

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.

76%

Of LGBTQ+ respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR compared to 67% of their heterosexual counterparts.

85%

Of LGBTQ+ respondents feel like they belong at their company, compared to 85% of their heterosexual counterparts.

30%

LGBTQ+ respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 13% of their heterosexual counterparts.



Religion in Switzerland

2%

Of all respondents have witnessed discrimination towards others due to their religion. No religious minority respondents have experienced discrimination at their company based on their religious background.

67%

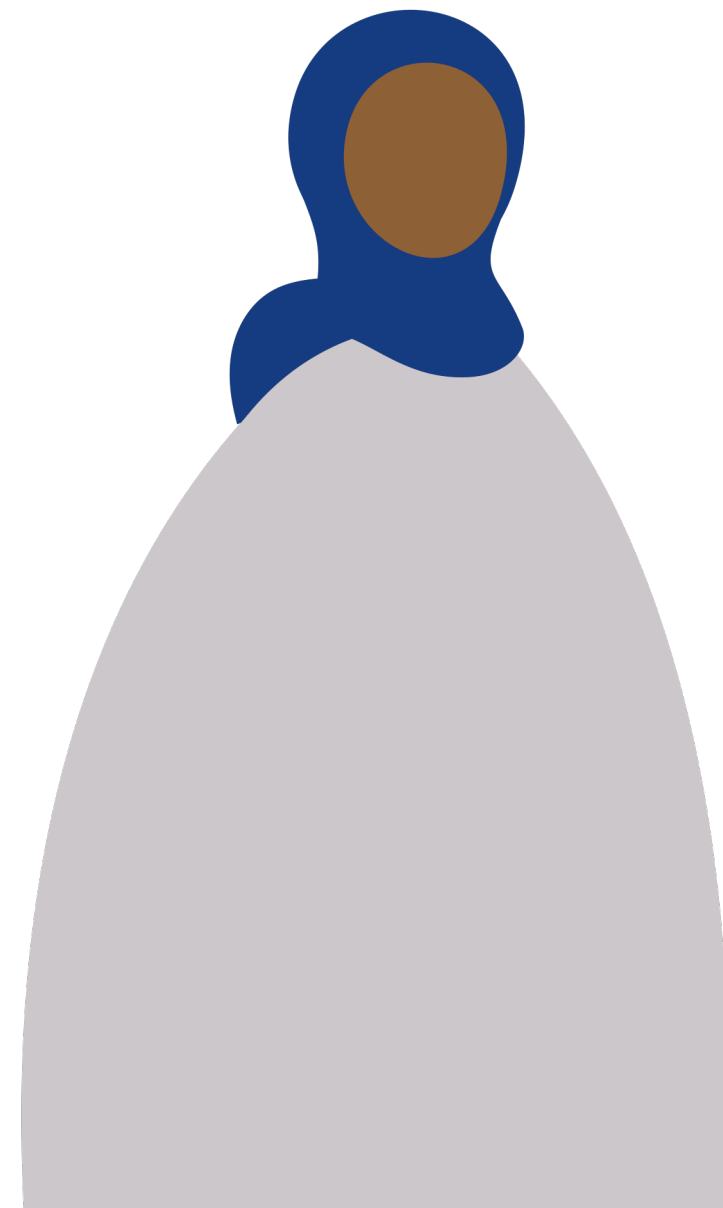
Of religious minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 66% of their religious majority counterparts.

87%

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

15%

Religious minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 14% of their religious majority counterparts.



Age in Switzerland

6%

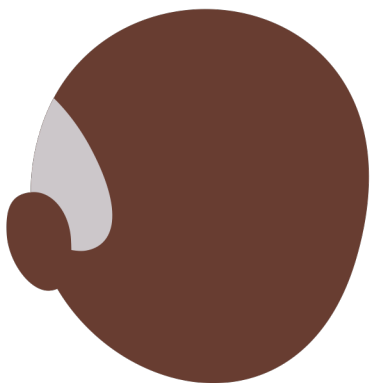
Of respondents have personally experienced discrimination due to their age.

7%

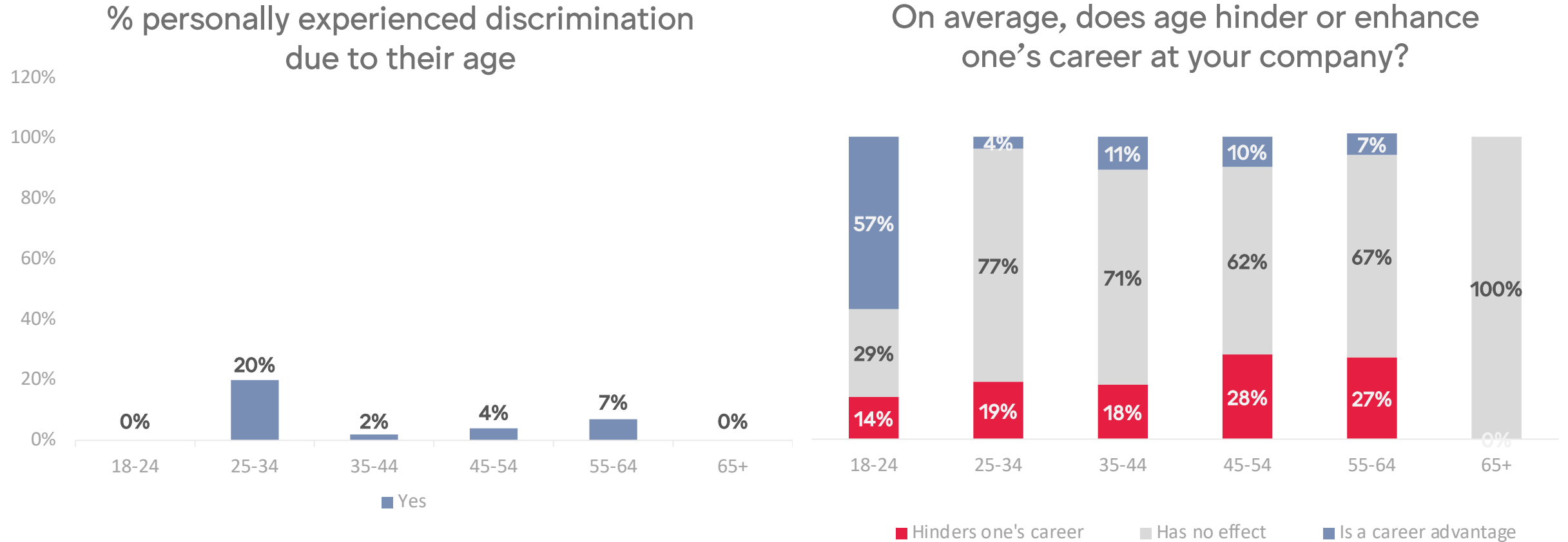
Of female respondents have personally experienced discrimination due to their age, compared to 4% of men.

22%

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



Perceptions of Ageism in Switzerland



Family Responsibilities in Switzerland

4%

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

34%

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

7%

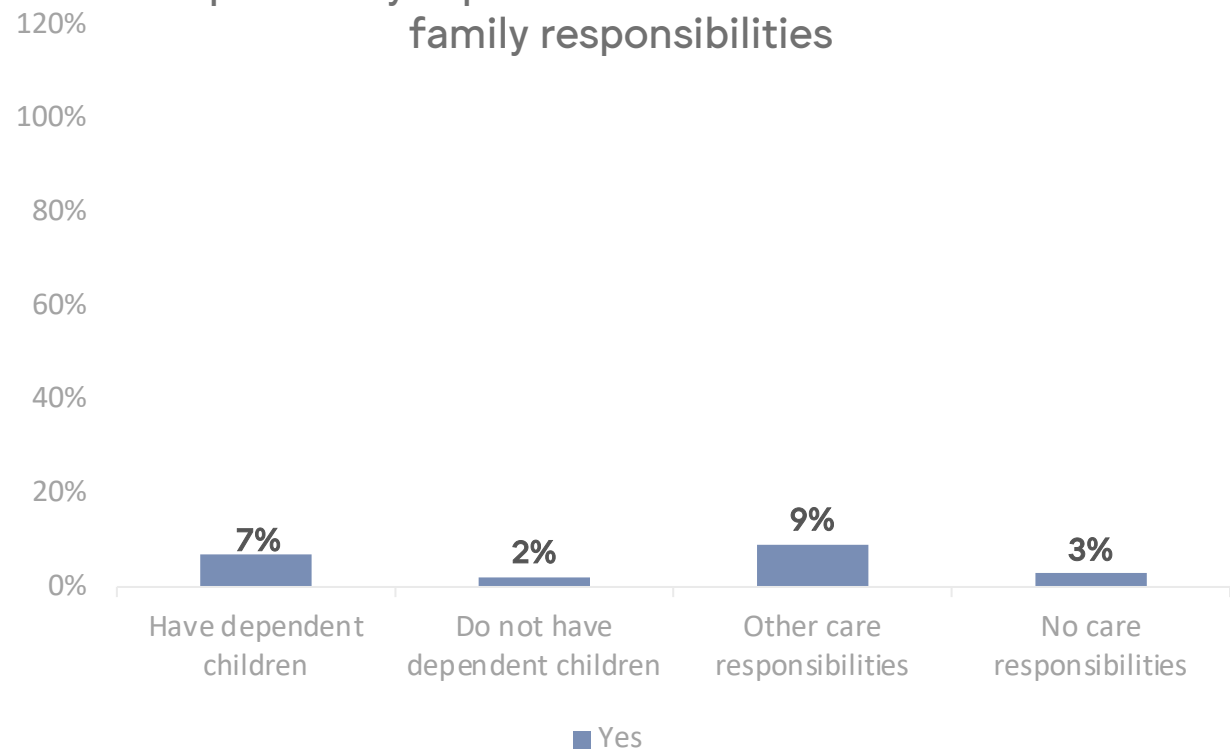
Of female respondents have personally experienced discrimination due to their family responsibilities, compared to 0% of men.

45%

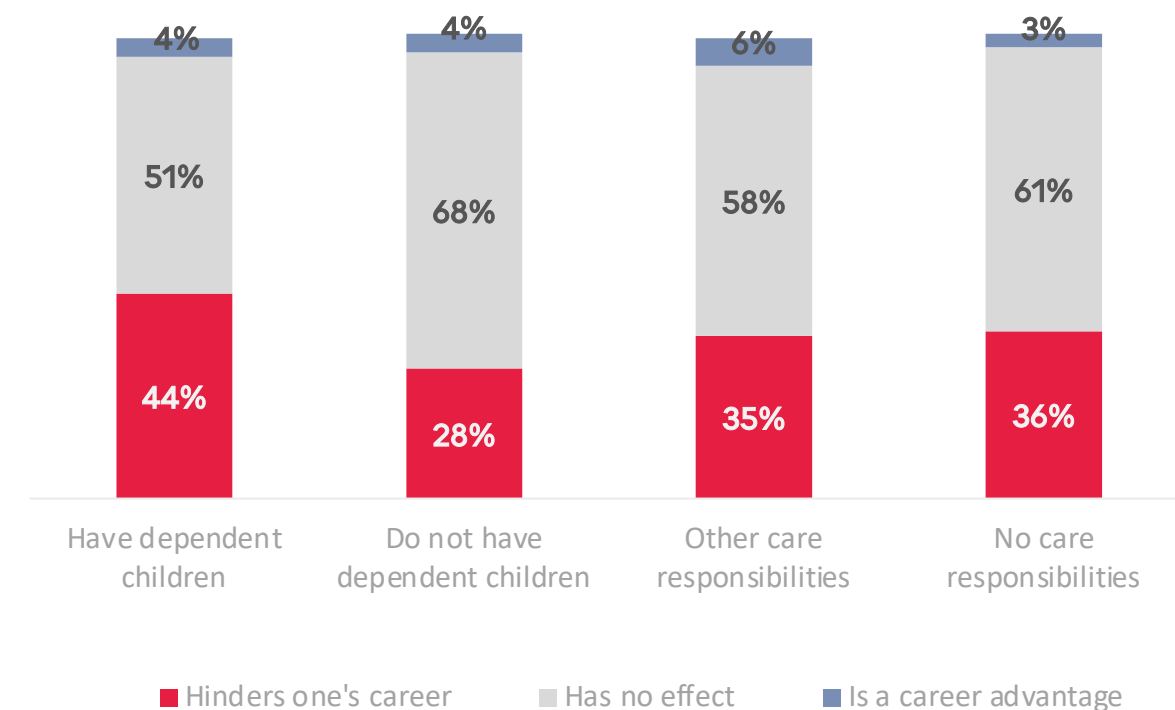
Of female respondents believe that family responsibilities can hinder one's career at their company, compared to 19% of men.

Perceptions of Family Responsibilities in Switzerland

% personally experienced discrimination due to family responsibilities



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



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

Switzerland and global data

Wave 2 - 2023 - total	Switzerland	GLOBAL
Inclusion Index	70%	63%
Company Sense of Belonging Percent	78%	69%
I feel like I belong at my company - % agree	83%	74%
I am a valued and essential part of my direct team - % agree	88%	82%
I am a valued and essential part of my company - % agree	82%	71%
I am emotionally and socially supported at work - % agree	77%	64%
My unique attributes, characteristics, skills, experience and background are valued in my company - % agree	84%	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	69%	55%
I am provided with sufficient support to develop my skills and progress my career - % agree	65%	57%
Absence of Discrimination Percent	97%	96%
My Age - Personally Discriminated at Company - % no	94%	92%
My Gender - Personally Discriminated at Company - % no	90%	94%
My Family Status - Personally Discriminated at Company - % no	96%	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	98%	97%
Presence of Negative Behavior Percent	17%	19%
Unfairly spoken over and not listened to in meetings - % yes	42%	27%
Learning Opportunities or progress restricted by senior colleagues - % yes	8%	17%
Undervalued compared to colleagues of equal competence - % yes	21%	28%
People taking sole credit for shared efforts - % yes	25%	32%
Bullied, undermined or harassed in any way - % yes	11%	13%
Physical harassment or violence - % yes	1%	1%
Exclusion from events/activities - % yes	11%	13%
Made to feel uncomfortable in the workplace - % yes	20%	22%