

# PPA Diversity & Inclusion Industry Survey 2021

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## Acknowledgements

This Diversity and Inclusion Industry Survey 2021 has been conducted and produced by The [PPA](#) (Professional Publishers Association) and [EA Inclusion](#), a leading diversity and inclusion consultancy.

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- Jessica Barclay, Head of HR, Haymarket Media Group
- Ben Bolton, Deputy Head of PR & Comms, Hearst UK
- Richie Booker, Diversity & Belonging Lead, Hearst UK
- Jill Ford, Head of HR/ Business Partner, UK Publishing, Bauer Media
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- Farrah Storr, Editor-in-Chief, ELLE UK
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### Notes

- The 2021 Census results for England and Wales are not expected to be published until March 2022, as such we are unable to make comparisons to the most recent Census data.
- This survey (including definitions and terminology) was designed in line with the Office of National Statistics Census and was developed to align with current diversity and inclusion best practice.
- All figures have been rounded to the nearest percentage, so as such, some combined figures may differ slightly.

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## Foreword by Owen Meredith, CEO, PPA

The PPA is delighted to present the results of our first-ever industry-wide diversity and inclusion survey, with input from 5,786 people working across 44 PPA member companies. This report offers new insight into the industry as a whole, helping provide a view of representation, a better understanding of the sense of belonging and inclusion, and a datapoint from which we can continue to track progress and tackle challenges.



We all know how important it is to ensure we have diverse, inclusive and welcoming workplaces, as the many initiatives to support D&I across our industry demonstrate. However, it is only with accurate data that we can see the true picture. That is why the PPA undertook this landmark survey and is proud to bring you the results in partnership with EA Inclusion.

The results show our industry faces challenges common across many UK business sectors. While the survey shows our workforce is broadly representative of the UK population, there are some groups that are underrepresented. This is especially so when we consider more of our businesses are based in London and other major cities, with significantly more diverse communities than the UK average suggests. As an industry, we are committed to doing more to ensure our people are more representative of the population as a whole, as well as the locations in which we primarily work.

The report also demonstrates a clear need to focus on retention and progression. Whilst female representation within the industry is greater than the FTSE 100 (36%) or FTSE 250 (33%) benchmarks, with women representing 42% of Executive Leadership and 46% of Senior Management, tracking this through, there does appear to be a progression gap for women, and ethnic minorities, moving into senior management and leadership roles.

We recognise change takes time. The PPA aims to support the industry as we move forward in this, accelerating change where possible. Progress in recent years, particularly on entry-level recruitment should lead to greater diversity within management roles in due course, providing companies have policies and practices in places to identify, develop and retain diverse talent.

This report is very much the next step on a journey. 2020 saw the introduction of the first Diversity Initiative of the Year Award at both the annual PPA Awards and the Independent Publisher Awards, in recognition of the important ongoing work across our industry to improve diversity, inclusion and belonging at all levels.

To help take the next steps on this journey, we have made the PPA D&I Working Group permanent. Initial areas of focus for the group will include:

1. Taking forward challenges highlighted in this year's survey, sharing knowledge and best practice, and showcasing these at PPA events and through a D&I hub on the PPA website.
2. Connecting existing employee groups through the PPA to bring diverse communities working across our industry together for networking and support.
3. Establishing key recommendations on tangible measures PPA members can take to foster welcoming environments for all staff members.
4. Promoting outreach to develop a broader recruitment pipeline.
5. Repeating the survey annually to track data over time, expanding the number of companies and individuals participating across the industry.

## Methodology

The Professional Publishers Association (PPA) has embarked on its first-ever industry-wide diversity and inclusion survey, in partnership with D&I specialists EA Inclusion. This survey was open to all members to participate in at no additional cost.

The aim of this research study is to provide an aggregate picture of diversity and inclusion across the industry, which will help identify opportunities to better promote diversity and inclusion in the workforce.

The data collection for this survey was conducted by the PPA and EA Inclusion and took place between December 2020 and March 2021.

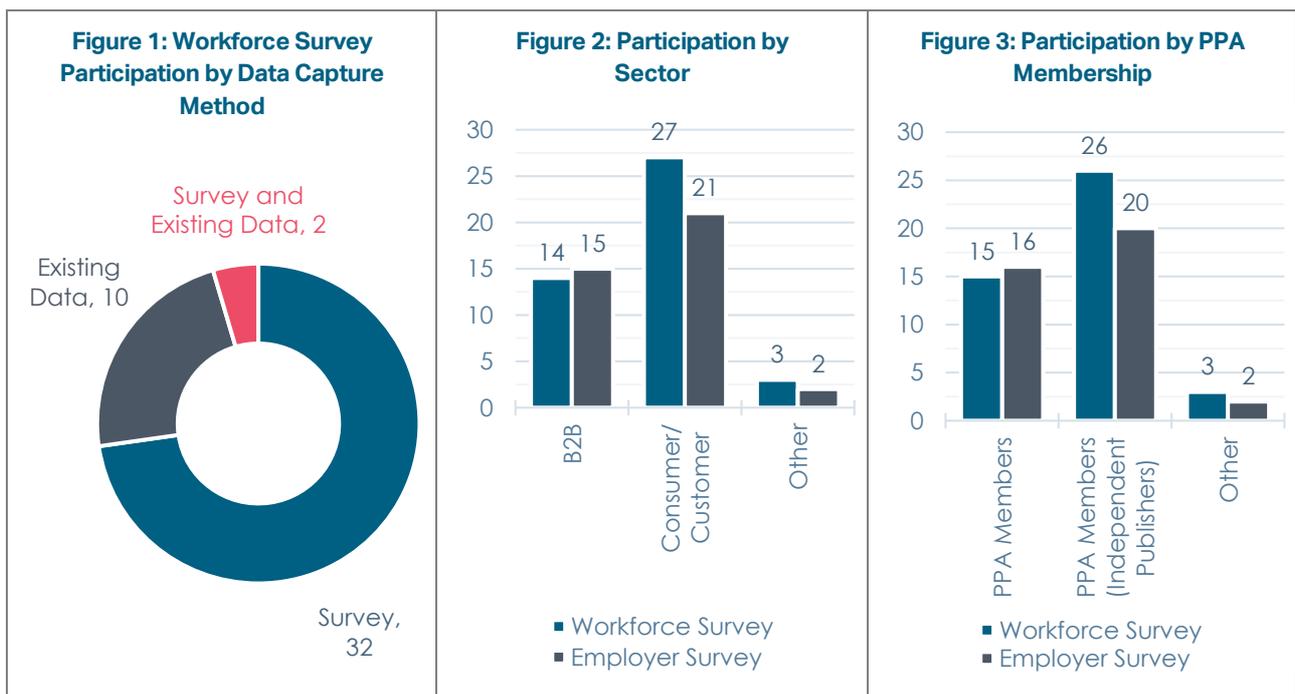
This research included two elements:

- **The Workforce Survey** - This survey asked employees questions on demographics, diversity, and their perception of inclusion.
  - EA Inclusion compiled an anonymous online survey for organisations to share with their employees to capture this data, which was designed in line with the Office of National Statistics Census and was developed to align with current diversity and inclusion best practice.
  - It was recognised that several organisations have already collected diversity and inclusion workforce data, and as such, organisations were also able to submit their existing data to be aggregated with the survey data.
  - A small number of organisations shared the survey with their employees, and also provided existing data. In these instances, we reviewed the number of responses for each question for both the survey and existing data, and we used the data set with the largest number of responses, discounting the other data set to avoid duplication.
  - It should be noted that as the existing data from organisations varied and was partial, and not every respondent answered every question in the survey, the base for each question can vary. This is noted alongside each question for reference.
  
- **Employer Survey** - As part of this research we also conducted an online survey for employers, where we collected data on organisations' publishing operations, including their sector, membership type (either PPA Member or PPA Member [Independent Publisher], referred to as PPA Independent Publishers throughout), and office locations, as well as data regarding gender at Executive Leadership and Senior Management levels.

## Participation

The organisations participating in this survey will remain anonymous.

- **Workforce Survey** - A total of 5,786 employees from 44 organisations took part in the Workforce Survey.
  - Breaking participation down by data capture method, 32 organisations shared the survey with their workforce, while 10 organisations were also able to submit existing data. The remaining two organisations shared the survey with their employees, and also provided us with existing data.
  - Looking at participation by sector, 14 organisations were from the B2B sector, and 27 organisations were from the Consumer/ Customer Sector. Sector was not relevant for three organisations.
  - Breaking participation down by PPA membership type, 15 organisations were PPA Members, and 26 organisations were PPA Members (Independent Publishers). PPA membership type was not relevant for three organisations.
- **Employer Survey** - A total of 38 organisations took part in the employer survey, with the majority (34) having taken part in the Workforce Survey. 10 organisations that took part in the Workforce Survey did not take part in the Employer Survey, and an additional four organisations that did not take part in the Workforce Survey took part in the Employer Survey.
  - Looking at participation by sector, 15 organisations were from the B2B sector, and 21 organisations were from the Consumer/ Customer Sector. Sector was not relevant for two organisations.
  - Breaking participation down by PPA membership type, 16 organisations were PPA Members, and 20 organisations were PPA Members (Independent Publishers). PPA membership type was not relevant for two organisations.



## Key Findings

### 1. About the Respondents

- Over half (55%) of respondents were at Employee level (with no line management responsibility), with the proportion of responses declining as seniority increased.
- Over a third (38%) of respondents were aged 25-34 and the proportion of responses declined with age.
- One in five (21%) respondents had family or friends working in the professional publishing industry before they started their career.
- Over half (55%) of respondents live in London, with significant populations living in the South (East and West) of England. The majority of the respondents also spent most of their childhood in these three regions.
- The proportion of respondents who can work from home has more than doubled, increasing from 40% to 92%.
- Three in 10 (29%) respondents have caring responsibilities for children, and one in 20 (5%) have caring responsibilities for adults.
- Over half (56%) of respondents were non-religious, with those who identify as either Christian or Muslim underrepresented in comparison to the UK population.

### 2. Gender

Over half (56%) of respondents identified as female.

- Two thirds (66%) of respondents at Employee level (with no line management responsibility) were female, and the representation of females declines with seniority.
- The representation of women in Executive Leadership (42%) and Senior Management (46%) is lower than within the industry overall (56%).
- Female and male respondents' perceptions of inclusion were very similar, with the exception of the statement, 'The culture in the professional publishing industry is inclusive', where the proportion of females who agreed was -11 percentage points lower than male respondents.

### 3. Ethnicity and Nationality

12% of respondents are from ethnic minorities (excluding White minorities) which is lower than the population of England and Wales (14% according to the 2011 Census - [ONS](#))

- Asian/ Asian British (5%) respondents were underrepresented in comparison to the population of England and Wales (8%), while Black/ Black British and Other ethnic groups were equally represented (3% and 1% respectively). The representation of respondents from Mixed/ multiple ethnic groups (4%) was double the population of England and Wales (2%).
- The proportion of respondents who identified as White British (75%) was lower than the population of England and Wales (81%), and the representation of respondents from White ethnic minority groups (8%) was double that of the population of England and Wales (4%).
- The representation of respondents from ethnic minorities (excluding White minorities) living in London (19%) was well below the London population (40% according to [ONS](#)).
- The representation of respondents from ethnic minorities (excluding White minorities) declines with seniority, from 16% at Employee level (with no line management responsibility), falling to 5% at Executive Leadership level.
- A lower proportion of respondents from ethnic minorities (excluding White minorities) agreed with each of the eight statements around inclusion in comparison to White respondents. The proportion of respondents from ethnic minorities (excluding White minorities) who agreed with the statement, 'I can be my authentic self at work', was -12 percentage points lower than White respondents.

85% of respondents identified their nationality as British/ Dual British which is lower than the UK population (91%) ([ONS](#)).

### 4. LGBT+

A significant 8% of respondents identified as LGB+ (lesbian/ gay, bi, or preferring to self-describe their sexual orientation) in comparison to the estimated 3% of the UK population ([ONS](#)).

- LGB+ representation declines slightly with seniority, dropping from 12% at Employee level (with no line management responsibility) to 8% and 9% respectively at Senior Management and Executive Leadership level.
- 57% of the LGB+ respondents were open about their sexual orientation with colleagues, which was much higher than the results from the [National LGBT Survey](#) (40%), while 20% were not open.
- A lower proportion of LGB+ respondents agreed with seven out of eight statements around inclusion in comparison to straight/ heterosexual respondents. The proportion of LGB+ respondents agreeing with the statement, 'I feel that I am able to develop myself and my role at my organisation', was -7 percentage points lower than straight/ heterosexual respondents.

1% of respondents' gender identity differed from the sex that was registered at birth, which is in line with UK population estimates ([Government Equalities Office](#)).

## 5. Socioeconomic Background and Education

Nearly three-quarters of respondents' (73%) primary household earner during their childhood held an ABC1 'middle class' occupation, which was significantly higher than the UK population (55%).

- The proportion of respondents from ABC1 'middle class' backgrounds increased with seniority, from 71% at Employee level (with no line management responsibility), to 79% at Executive Leadership level.
- A higher proportion of respondents from ABC1 backgrounds agreed with seven out of eight statements around inclusion in comparison to respondents from C2DE 'working class' backgrounds. The proportion of respondents from ABC1 backgrounds who agreed with the statement, 'Perspectives like mine are included in the decision making at my organisation', was +13 percentage points higher than respondents from C2DE backgrounds.

14% of respondents were eligible for free school meals during their school years.

16% of respondents attended independent or fee-paying schools, compared to 7% of the current UK school population ([Sutton Trust and Social Mobility Commission](#)).

75% of respondents are degree educated, in comparison to 19% of the UK population ([Sutton Trust and Social Mobility Commission](#)).

- 46% of respondents who attended university were the first generation in their family to do so.
- One in three (32%) respondents who attended university attended a Russell Group University, compared to 6% of the working age population ([Sutton Trust and Social Mobility Commission](#)).

## 6. Disability

6% of respondents have a disability or impairment, which is lower than workforce representation and targets set by Disability Confident Leaders like [Barclays](#) (9%) and the [BBC](#) (12%).

- Over a quarter (26%) of respondents with a disability or impairment reported they had either depression or anxiety, or musculoskeletal problems or disabilities.
- 20% of respondents with a disability or impairment were not open about it at work, while 16% said no one was aware of it at work.
- Two thirds (66%) of respondents' line managers were aware of their disability or impairment.
- Disability representation falls by more than half, from 9% at Employee level (with no line management responsibility) to 4% at both Management and Executive Leadership level.
- A lower proportion of respondents with disabilities agreed with all eight statements around inclusion in comparison to respondents without disabilities. The proportion of respondents with disabilities who agreed with both statements, 'I can be my authentic self at work' and 'Perspectives like mine are included in the decision making at my organisation', were -21 percentage points lower than respondents without disabilities.

## 7. Mental Health

One in five (19%) respondents are currently experiencing mental health problems or mental distress - a further 22% have experienced this in the past. This would suggest that prevalence of people currently experiencing mental health problems or mental distress is higher amongst respondents (19%) than the population who experience this in any given week (16%) ([Mind](#)). These statistics from Mind do not take into account the impact the last year has had on mental health, with [The Royal College of Psychiatrists](#) highlighting that there has been a sharp rise in mental ill health since the first lockdown in March 2020.

- One in three (31%) respondents who are currently experiencing mental health problems or distress are not open about it at work.
- Half (49%) of respondents who are currently experiencing mental health problems or distress said their line manager was aware.
- The proportion of those noting they are currently experiencing mental health problems or mental distress declines with seniority, with 28% of those at Employee level (with no line management responsibility) currently experiencing this, falling to just 9% at Executive Leadership level.
- A lower proportion of respondents with experience of mental health problems or mental distress agreed with all eight statements around inclusion in comparison to respondents who had not experienced this. The proportion of respondents with experience of mental health problems or mental distress agreeing with the statements, 'I feel respected at my organisation' and 'I can be my authentic self at work', was -9 percentage points lower than respondents who had not.

## Respondents' Perception of Inclusion

We asked respondents to scale the following statements according to how much they agreed/ disagreed to understand their perception of inclusion within their organisation and the industry:

1. Strongly Disagree	2. Disagree	3. Neither Agree nor Disagree	4. Agree	5. Strongly Agree
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- **1. I feel included at my organisation** - This statement scored the highest on average (4.1), with a slightly higher proportion of respondents (82%) agreeing with the statement.
- Each of the following statements scored on average in line with the majority of statements (4.0), with almost four in five (77% - 79%) respondents agreeing with these statements:
  - **2. I feel like I belong at my organisation.**
  - **3. I feel respected at my organisation.**
  - **4. I can be my authentic self at work.**
  - **5. My organisation values and is committed to diversity and inclusion.**
- The following two statements both scored lower than the majority of statements, scoring an average of 3.7, with around two thirds (66%/ 62%) of respondents agreeing:
  - **6. I feel that I am able to develop myself and my role at my organisation.**
  - **7. Perspectives like mine are included in the decision making at my organisation.**
- The final statement focused on the professional publishing industry, rather than the respondents' organisation: **8. The culture in the professional publishing industry is inclusive** - There was recognition amongst respondents that there are challenges surrounding the industry culture being inclusive, with respondents scoring this statement the lowest on average (3.3) and less than half (49%) of respondents agreed with this statement.



We conducted an analysis of these results by key demographics to identify any trends, which can be found within the relevant sections of this report.

## Findings

### 1. About the Respondents

#### Management Seniority

Over half (55%) of respondents were at Employee level (with no line management responsibility), with the proportion of responses declining as seniority increased.

Over half (55%) of respondents were Employees with no line management/ project management responsibility. Over a quarter (28%) were at Management level, while representation of those in Senior Management (11%) and Executive Management (4%) was much lower. Less than 1% of respondents were Apprentices.

1% of respondents preferred not to say.

#### Age

Over a third (38%) of respondents were aged 25-34 and the proportion of responses declined with age.

Two thirds (66%) of responses were concentrated in the 25-34 (38%) and 35-44 (28%) age brackets. A further 20% were aged 45-54, and just 8% were aged 55 or over. At the other end of the spectrum 6% were aged between 18 and 24, and none were under 18.

1% of respondents preferred not to say.

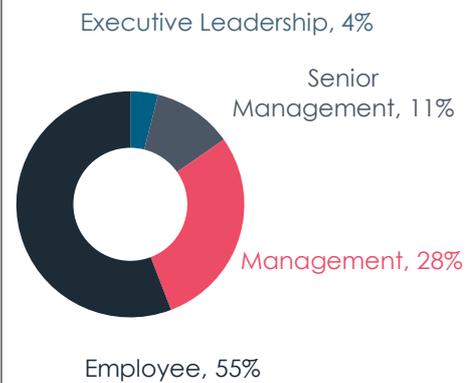
#### Family or Friends in Professional Publishing

One in five (21%) respondents had family or friends working in the professional publishing industry before they started their career.

The majority of respondents (77%) did not have family or friends working in the industry before they started their career in professional publishing, compared to 21% who did.

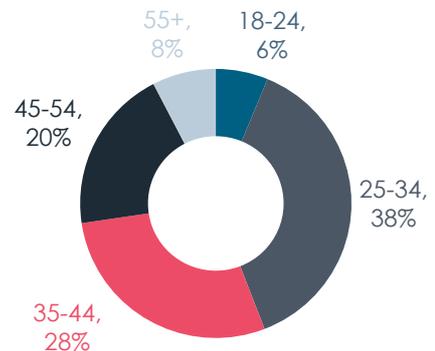
1% of respondents preferred not to say.

**Figure 5: Your Management Seniority:**



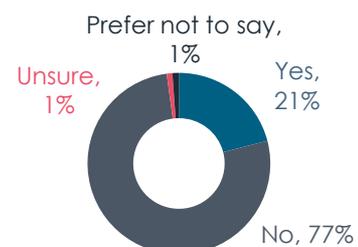
**Base:** 3,508 - All Responses

**Figure 6: What is your age range?**



**Base:** 4,960 - All Responses

**Figure 7: Before you started your career in professional publishing, did you have family or friends that worked within the industry?**



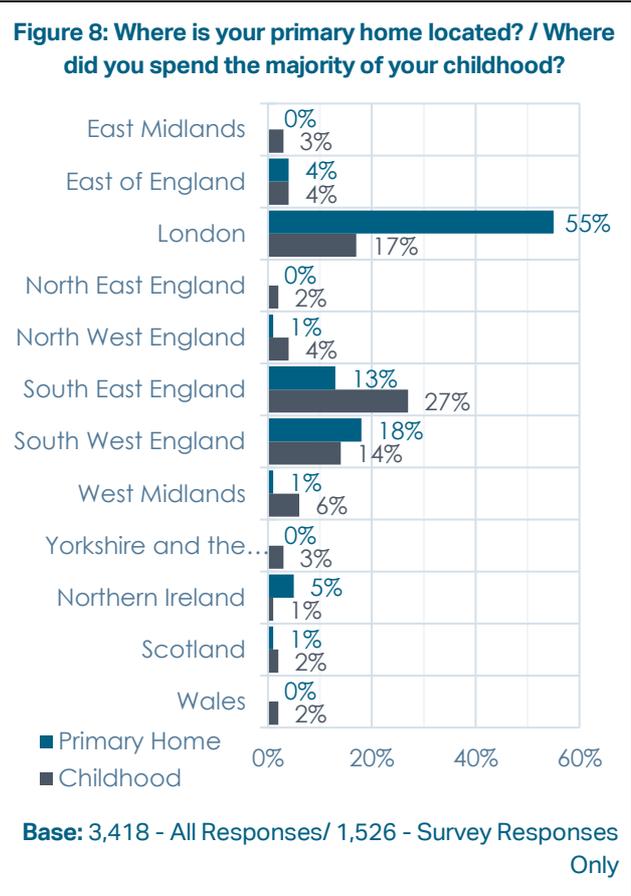
**Base:** 1,581 - Survey Responses Only

### Location - Primary Home and Childhood

Over half (55%) of respondents live in London, with significant populations living in the South (East and West) of England. The majority of respondents also spent most of their childhood in these three regions.

Over half (55%) of respondents live in London, which is more than three times the proportion of respondents who grew up there (17%). 18% of respondents live in the South West of England (with 14% growing up there), with 13% living in the South East of England (with 27% growing up there). All other regions and UK nations other than England were home to 5% or less respondents, with 6% or less growing up there.

13% of respondents grew up outside of the UK. 1% or less respondents preferred not to say for each question.



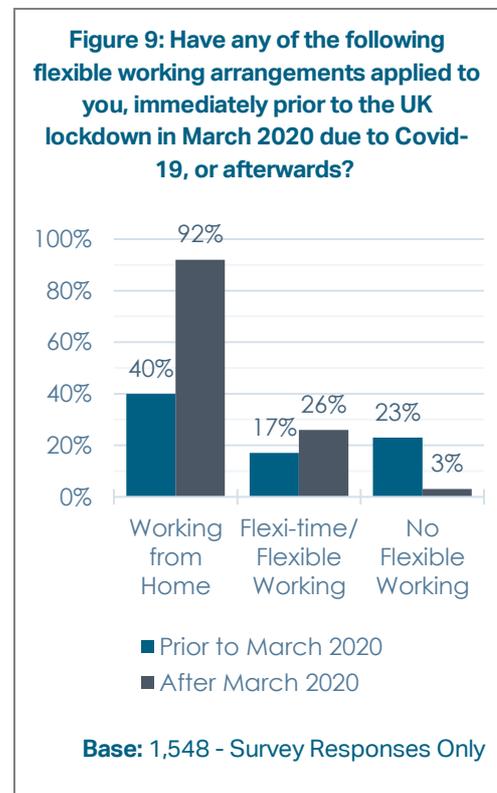
### Flexible Working

The proportion of respondents who can work from home has more than doubled, increasing from 40% to 92% since the first lockdown in March 2020.

Flexible working arrangements have changed significantly for many businesses since the UK lockdown in March 2020 due to Covid-19.

40% of respondents had the ability to work from home before the first UK lockdown in March 2020 (which was much higher than the UK population - 27% according to the [ONS](#)), and this has increased significantly following the first lockdown to 92%. The proportion of respondents who had the ability to work flexi-time or had flexible working, increased from 17% to 26% after the first lockdown. The proportion of respondents who had no flexible working arrangements fell from 23% to 3% after the first lockdown.

Less than 1% of respondents preferred not to say.



### Caring Responsibilities

Three in 10 (29%) respondents have caring responsibilities for children, and one in 20 (5%) have caring responsibilities for adults.

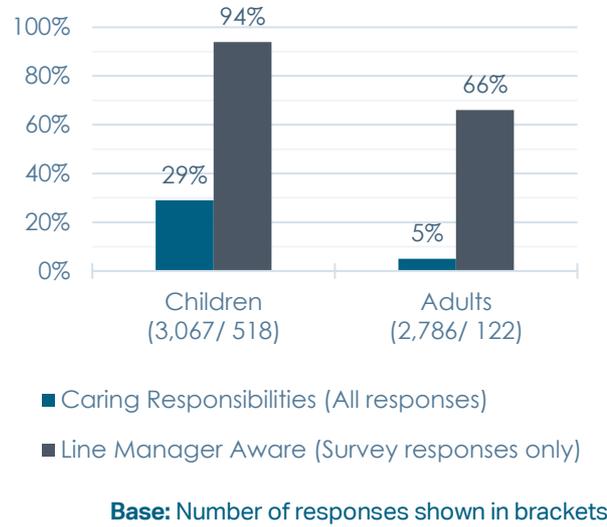
Three in 10 (29%) respondents have caring responsibilities for children, with the majority (94%) of respondents' line managers (or equivalent) being aware of this.

2%/ 3% of respondents preferred not to say.

One in 20 (5%) respondents have caring responsibilities for adults, with two thirds (66%) of respondents' line managers (or equivalent) being aware of this.

2%/ 13% of respondents preferred not to say.

**Figure 10: Do you have regular caring responsibilities? / If you have caring responsibilities, is your line manager (or equivalent) aware of your caring responsibilities?**



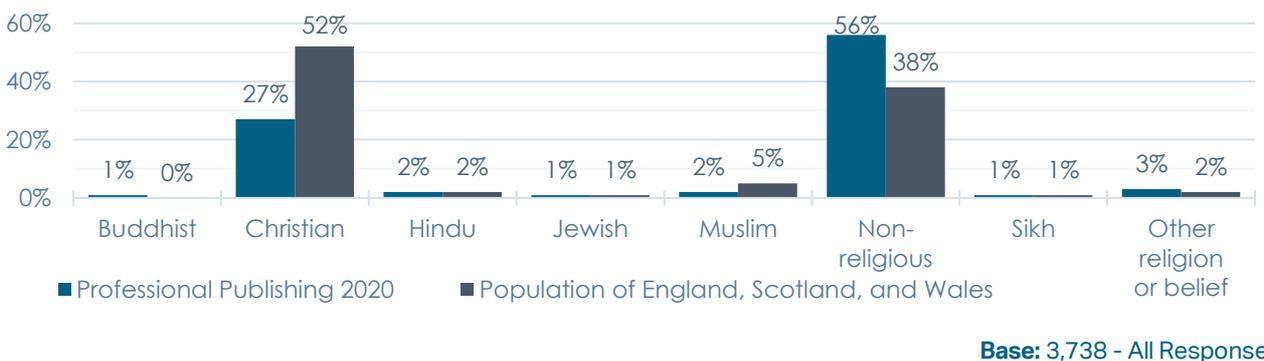
### Religion or Belief

Over half (56%) of respondents were non-religious, with those who identify as Christian and Muslim underrepresented in comparison to the UK population.

According to [ONS data](#), 38% of the population of England, Scotland, and Wales are non-religious and 52% are Christian. This trend is reversed for professional publishing industry respondents with the majority identifying as non-religious (56%) and a smaller proportion identifying as Christian (27%). There was an under representation of Muslims (2%) among industry respondents in comparison to the population of England, Scotland, and Wales (5%). The proportion of Hindu (2%), Jewish (1%), and Sikh (1%) respondents was in line with the population of England, Scotland, and Wales, while there was a slightly higher proportion of Buddhists (1% versus 0%) and Other religions (3% versus 2%) amongst professional publishing respondents.

7% of respondents preferred not to say.

**Figure 11: What is your religion or belief?**



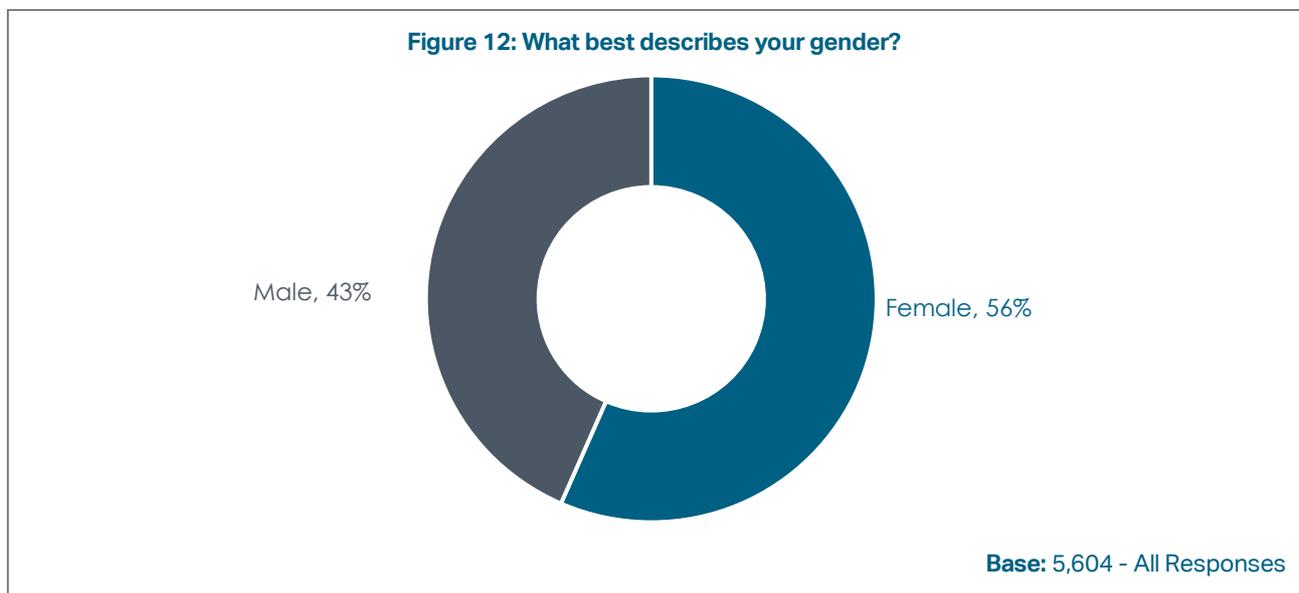
## 2. Gender

Over half (56%) of respondents identified as female.

Over half (56%) of respondents identified as female, which is a higher proportion than the estimated 47% of the UK workforce which is female ([World Bank](#)). 43% of respondents identified as male.

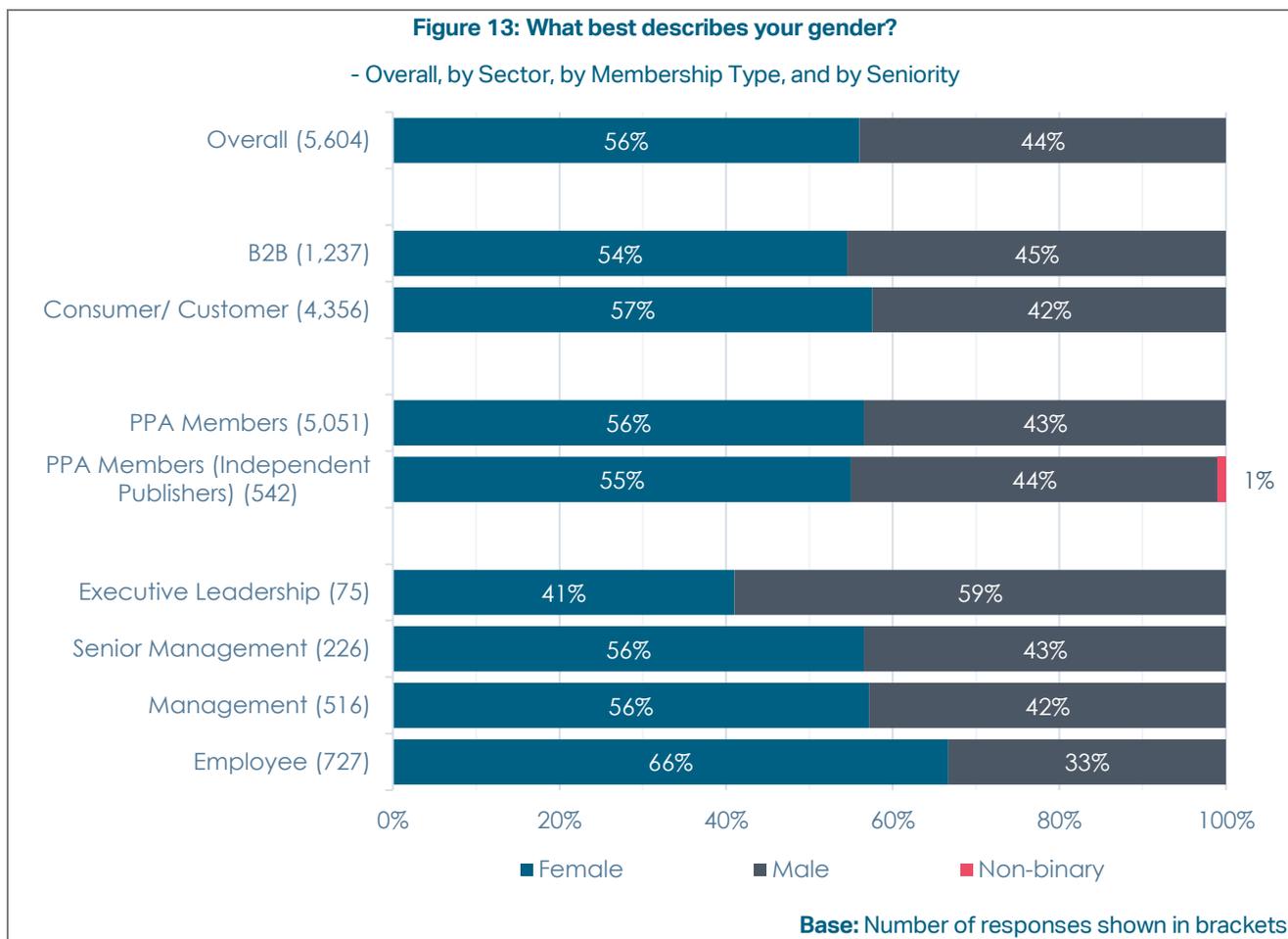
Less than 1% of respondents either identified as non-binary or preferred to self-describe their gender. A separate question on gender identity has been reported on within the LGBT+ section of this report.

Less than 1% of respondents preferred not to say.



We have segmented these results by Sector, Membership Type, and Seniority on the following page.

**Gender - Segmenting by Sector, Membership Type, and Seniority**

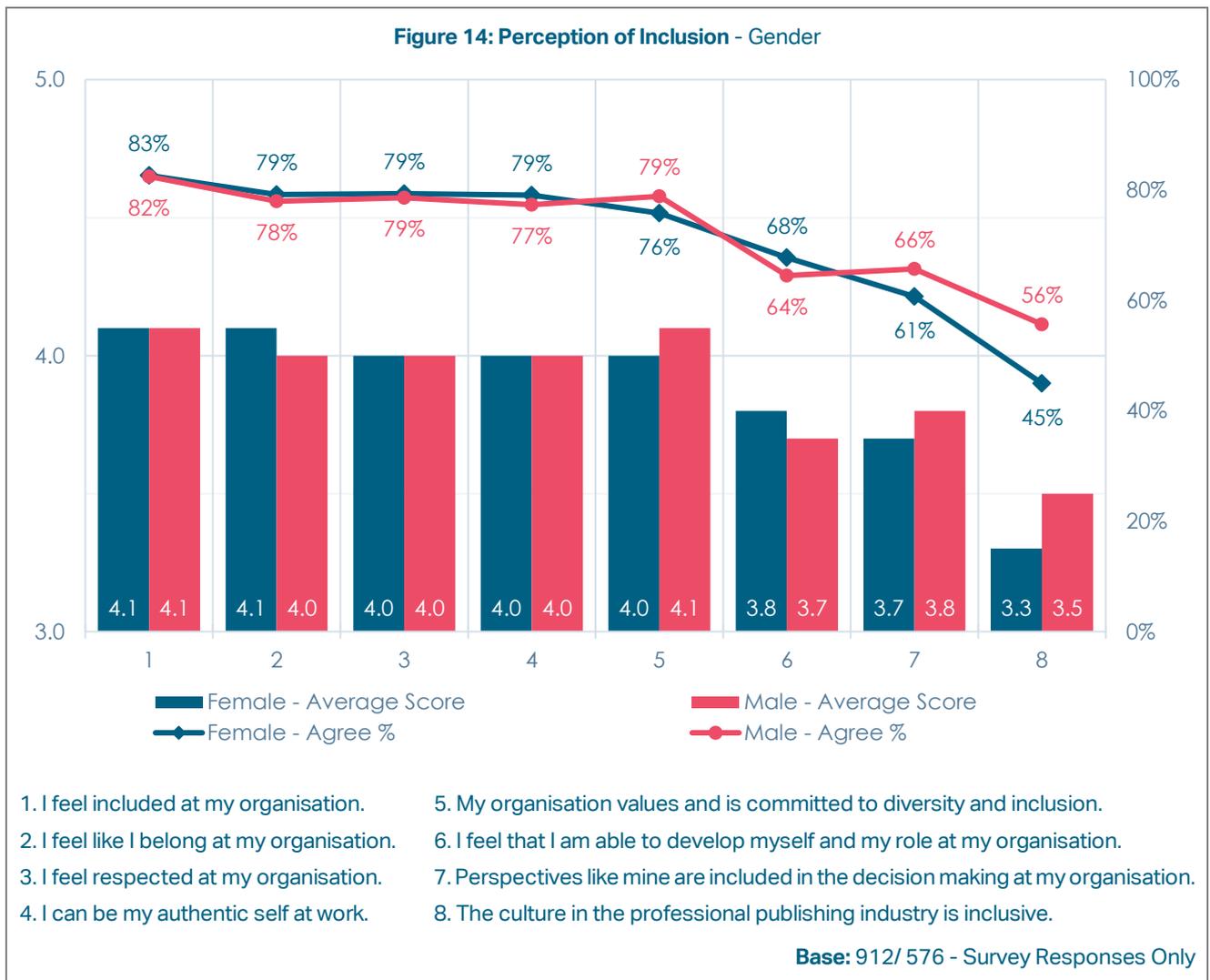


- **Segmenting by Sector** - There was a small variation of gender representation by sector, with females accounting for 54% of B2B respondents and 57% of Consumer/ Customer respondents.
- **Segmenting by Membership Type** - Gender representation remained relatively consistent for both membership types, with female representation in PPA Independent Publishers marginally lower (55%).
  - It should be noted that 1% of respondents from PPA Independent Publishers identified as non-binary.
- **Segmenting by Seniority** - Two thirds (66%) of respondents at Employee level (with no line management responsibility) were female, and the representation of females significantly declines with seniority, falling at Management and Senior Management levels (both 56%, which are in line with overall representation of females), and falling again at Executive Leadership level (41%).
  - Note: The base is much lower for this segment (total 1,581 versus 5,604 overall), as these results only take survey responses into account, and the results from the broader employer survey of gender in Executive Leadership and Senior Management have been detailed below.
  - We were unable to report on Apprentices as less than 10 responses were received.

**Gender - Perception of Inclusion**

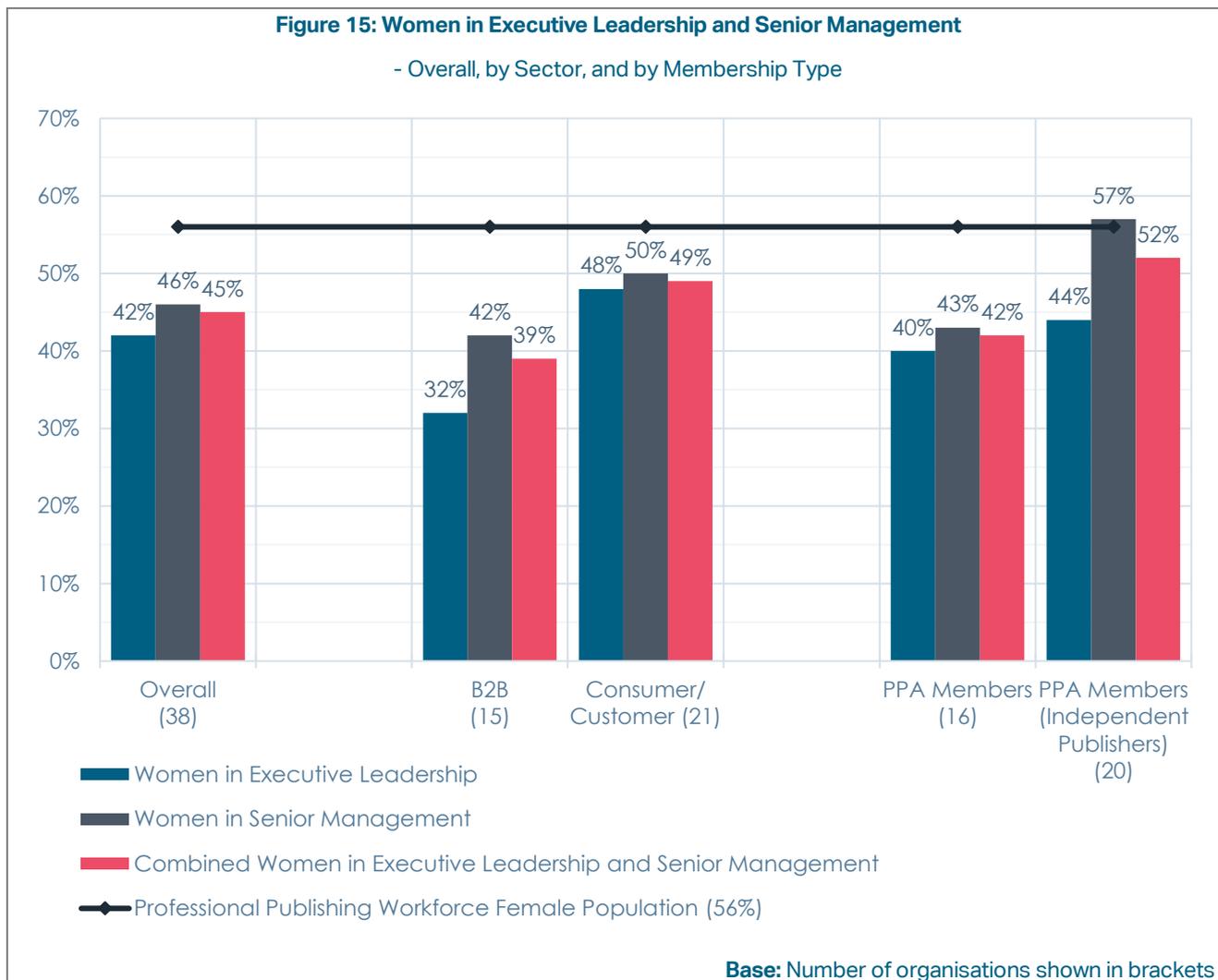
We compared the perceptions of inclusion of female and male respondents:

- The average scores for female and male respondents were very similar, with three statements scoring equally, males scoring three statements higher, and females scoring two statements higher. Female respondents' scoring ranged between -0.2 points lower and +0.1 points higher than male respondents, with there being no average difference.
  - The largest difference in scores (-0.2) between female and male respondents was for the statement 'The culture in the professional publishing industry is inclusive'.
- A similar proportion of female and male respondents agreed with most statements, with a higher proportion of females agreeing with half of the eight statements, a higher proportion of males agreeing with three statements, and one statement scoring equally. The proportion of females agreeing with statements varied between being -11 percentage points lower and +2 percentage points higher than male respondents.
  - The proportion of female respondents who agreed with the statement 'The culture in the professional publishing industry is inclusive' was -11 percentage points lower than male respondents.



### Employer Survey - Women in Executive Leadership and Senior Management

The representation of women in Executive Leadership (42%) and Senior Management (46%) is lower than within the professional publishing industry overall (56%)



The representation of women in Executive Leadership (42%) and Senior Management (46%) across the professional publishing industry overall, both separately and combined (45%), was below 50%, and was lower than the overall female representation within the industry (56%).

- Segmenting by Sector** - Consumer/ Customer publishing reported near parity on the proportion of women in Executive Leadership (48%) and Senior Management (50%), with women accounting for almost half (49%) of Executive Leadership Senior Management when combined. In comparison, B2B publishing has lower representation of women in Executive Leadership roles (32%) and Senior Management (42%) (39% combined).
- Segmenting by Membership Type** - PPA Independent Publishers have higher representation of women in Executive Leadership (44% versus 40%), however there is a gap in the proportion of women in Senior Management (57% versus 43%), and overall (52% versus 42%).

### 3. Ethnicity and Nationality

#### Ethnicity

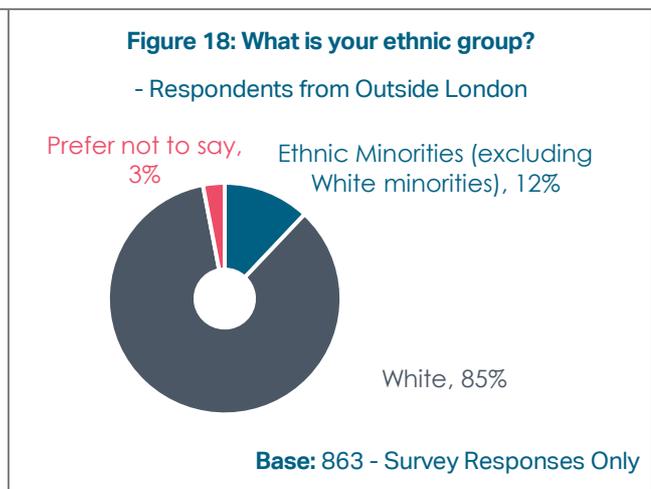
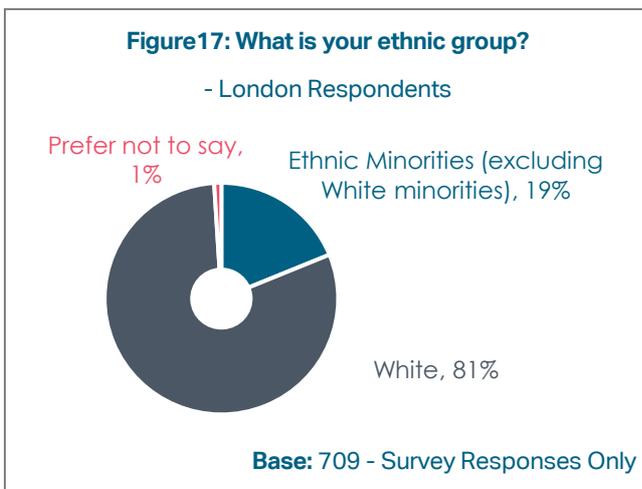
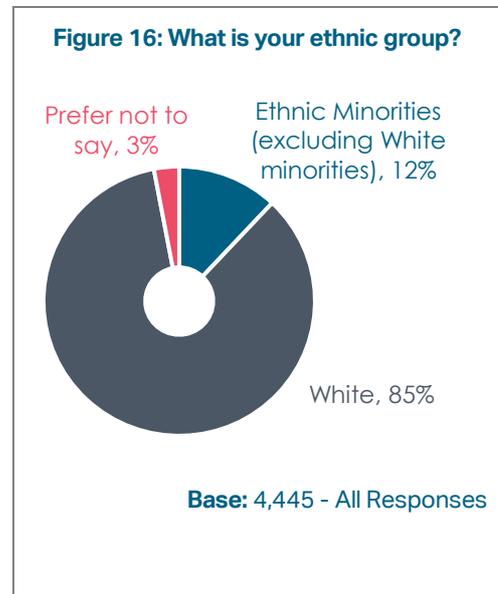
12% of respondents are from ethnic minorities (excluding White minorities).

Respondents from ethnic minorities (excluding White minorities) made up 12% of respondents, which is lower than the population of England and Wales (14% according to the 2011 Census - [ONS](#)). 85% of respondents were from White backgrounds, which is just below the national figure (86%).

3% of respondents preferred not to say.

We have broken these results down into more detail below.

We have also segmented these results by Sector, Membership Type, and Seniority.

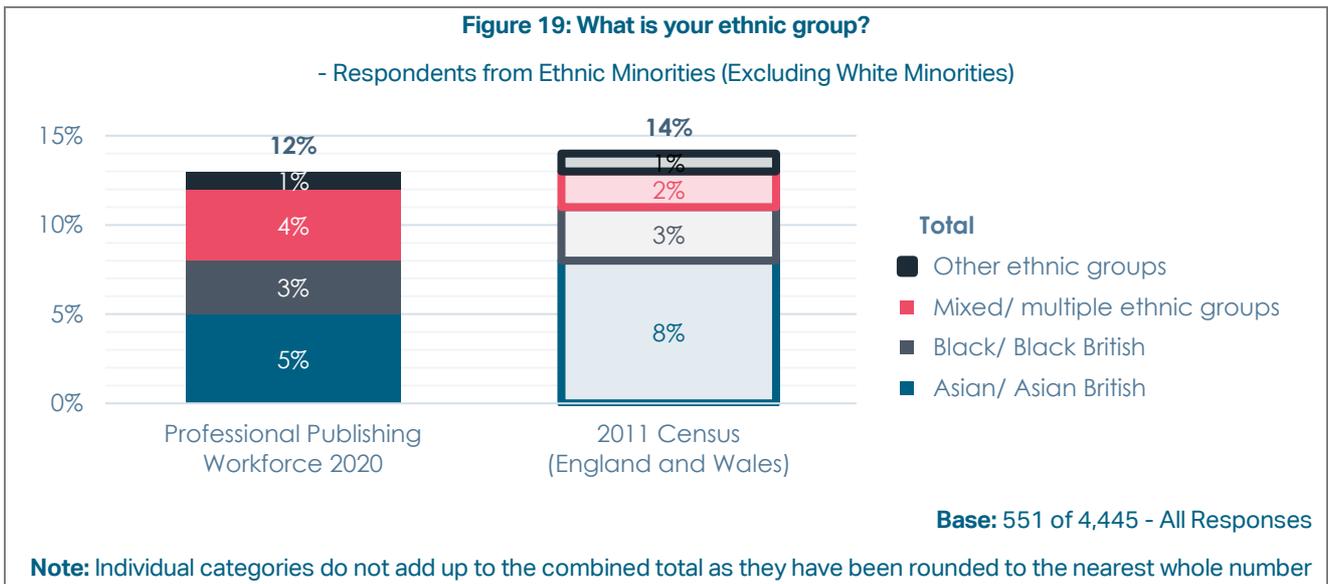


The representation of respondents from ethnic minorities (excluding White minorities) living in London (19%) was well below the London population (40% according to [ONS](#)), while the proportion living outside of London (12%) was below the overall population of England and Wales (14%).

In comparison to the London population, respondents from Asian/ Asian British ethnic groups (5% versus 13%) and Black/ Black British ethnic groups (7% versus 19%) are underrepresented, with respondents from Other ethnic groups underrepresented to a lesser extent (2% versus 3%). Respondents from Mixed/ multiple ethnic groups are equally represented in comparison to the London population (both 5%).

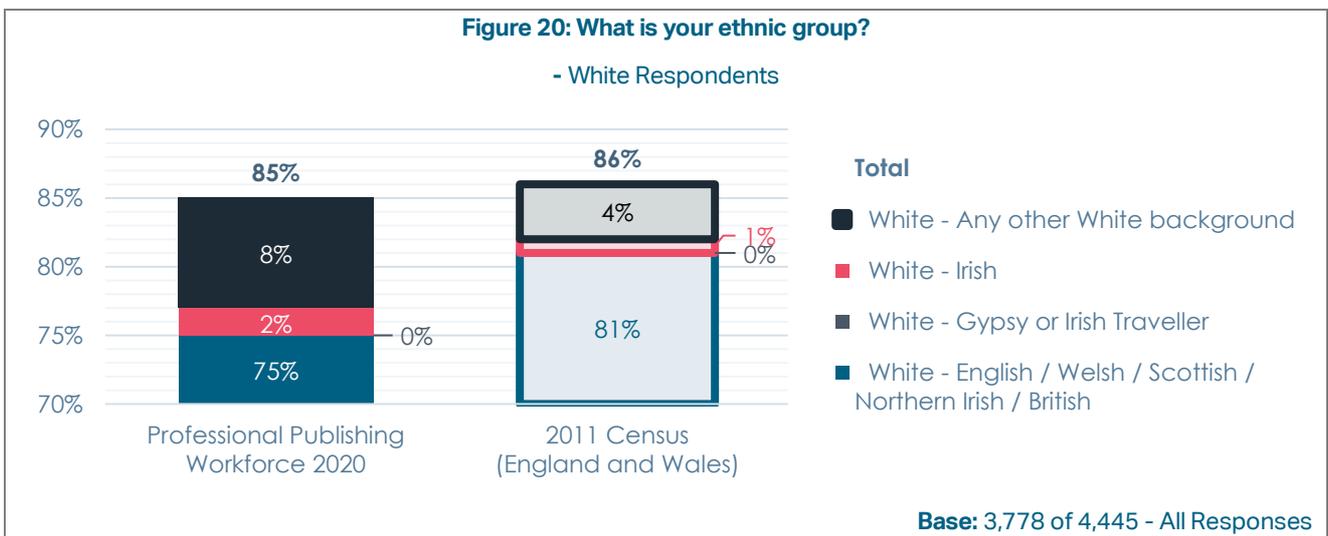
- Note: The base is much lower for this segment (total 1,581 versus 4,445 overall), as these results only take survey responses into account

**Respondents from Ethnic Minorities (Excluding White Minorities)**



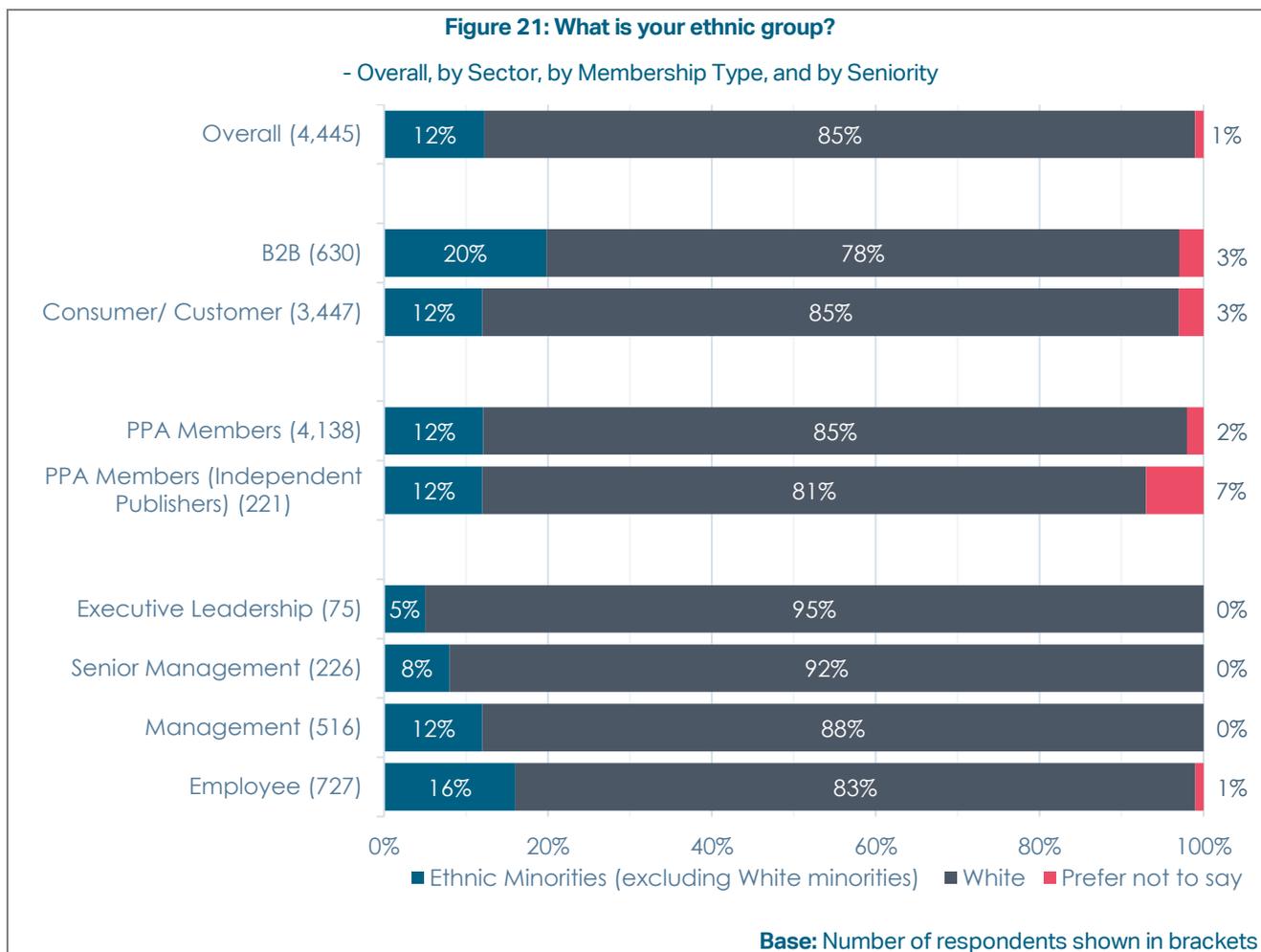
The overall representation of respondents who identified as ethnic minorities (excluding White minorities) (12%) was lower than the population of England and Wales (14%) at a headline level. In looking deeper, 5% of respondents identified as Asian/ Asian British, which is below the population of England and Wales (8%). In comparison to the population of England and Wales, an equal proportion of respondents identified as being either Black/ Black British (both 3%), or being from Other ethnic groups, (both 1%). There was a higher representation of respondents from Mixed/ multiple ethnic groups (4%) in comparison to the population of England and Wales (2%).

**White Respondents**



The overall representation of respondents who identified as White (85%) was lower than the population of England and Wales (86%) at a headline level. In looking deeper, the proportion who identified as White British (75%) was lower than the population of England and Wales (81%). Additionally, the representation of White Irish respondents (2%) and respondents from White ethnic minority groups (8%) were both double that of the population of England and Wales (1% and 4% respectively).

**Ethnicity - Segmenting by Sector, Membership Type, and Seniority**

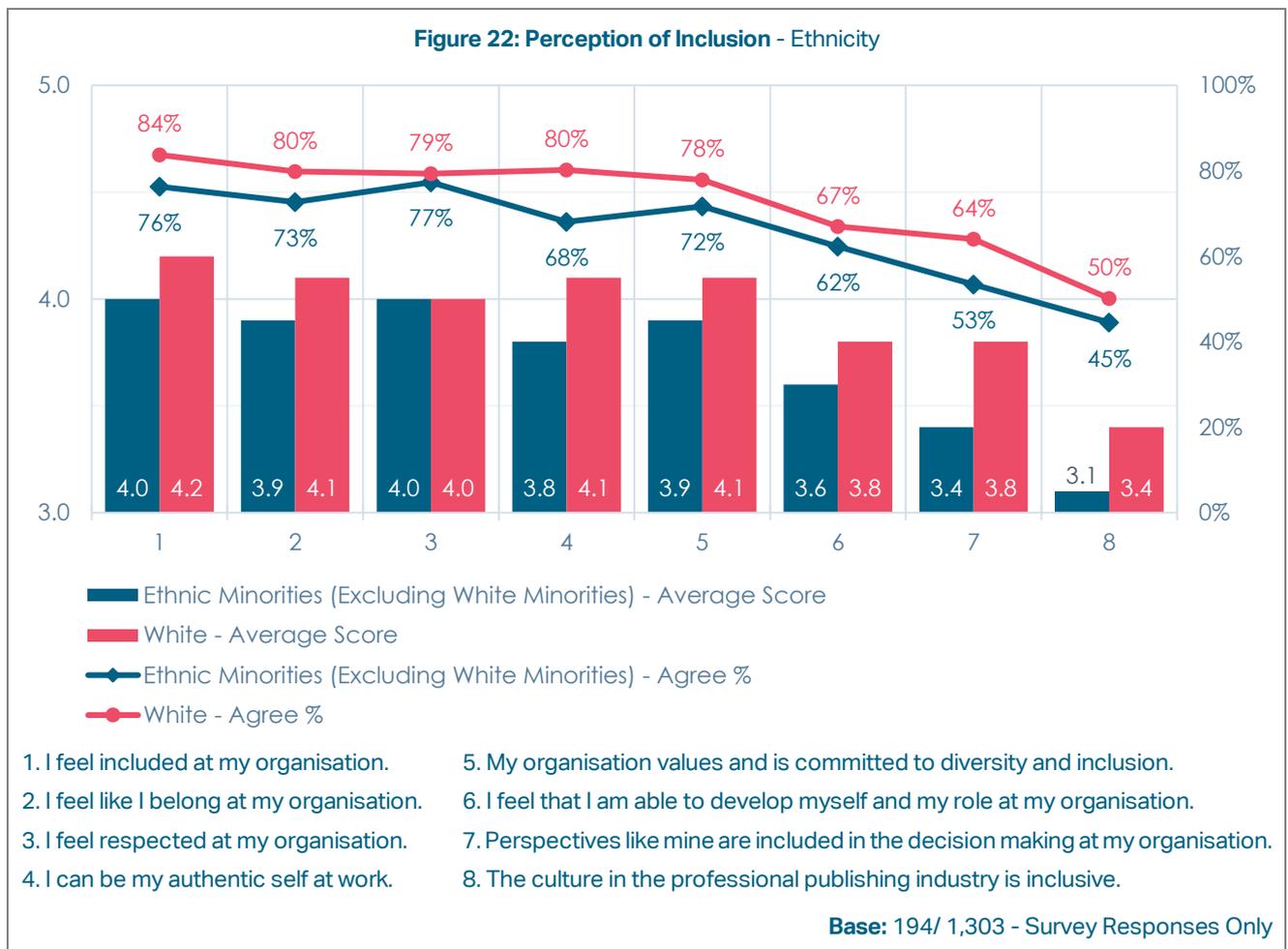


- **Segmenting by Sector** - B2B publishing reported representation of ethnic minorities (excluding White minorities) at 20%, with a higher representation than both Consumer/ Customer publishing (12%) and the population of England and Wales (14%).
- **Segmenting by Membership Type** - There was an equal representation of ethnic minorities (excluding White minorities) across membership types (both 12%), both of which were below the population of England and Wales (14%)
  - There was a notable variation in the representation of respondents who preferred not to say, with a much higher proportion from PPA Independent Publishers (7% versus 2%).
- **Segmenting by Seniority** - The representation of ethnic minorities (excluding White minorities) is higher than the population of England and Wales (14%) at Employee level (with no line management responsibility) (16%), but declines with seniority, falling at an almost even rate of around four percentage points through Management (12%), Senior Management (8%), and again at Executive Leadership level (5%).
  - Note: The base is much lower for this segment (total 1,581 versus 4,445 overall), as these results only take survey responses into account.
  - We were unable to report on Apprentices as less than 10 responses were received.

**Ethnicity - Perception of Inclusion**

We compared the perceptions of inclusion of respondents from ethnic minorities (excluding White minorities) and White backgrounds:

- Respondents from ethnic minorities (excluding White minorities) scored seven out of eight statements lower than White respondents, with one statement scoring equally. Respondents from ethnic minorities (excluding White minorities) scores ranged between -0.4 points and equal to White respondents, with the average difference being -0.2 points lower.
  - The largest difference in scores (-0.4) between ethnic minorities (excluding White minorities) and White respondents was for the statement 'Perspectives like mine are included in the decision making at my organisation'.
  - Respondents from ethnic minorities (excluding White minorities) and White backgrounds both scored the statement 'I feel respected at my organisation' equally.
- A lower proportion of respondents from ethnic minorities (excluding White minorities) agreed with each of the eight statements in comparison to White respondents, and these were between -2 and -12 percentage points lower.
  - The proportion of respondents from ethnic minorities (excluding White minorities) who agreed with the statement 'I can be my authentic self at work' was -12 percentage points lower than White respondents.

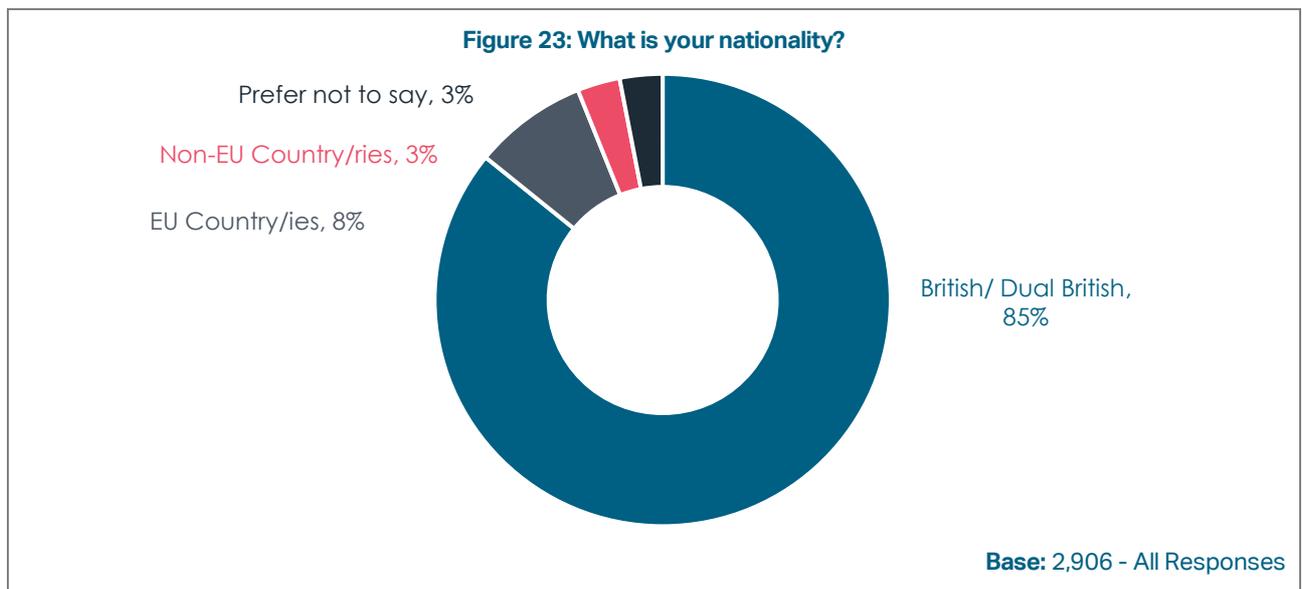


## Nationality

85% of respondents identified as British/ Dual British.

85% of respondents identified as British or dual British, which is lower than the UK population (91%) (2019 Population Estimates [ONS](#)). The majority of non-British nationals are from EU countries (8%), with just 3% are from non-EU countries. Less than 1% of respondents were from multiple EU and non-EU countries.

3% of respondents preferred not to say.



## 4. LGBT+

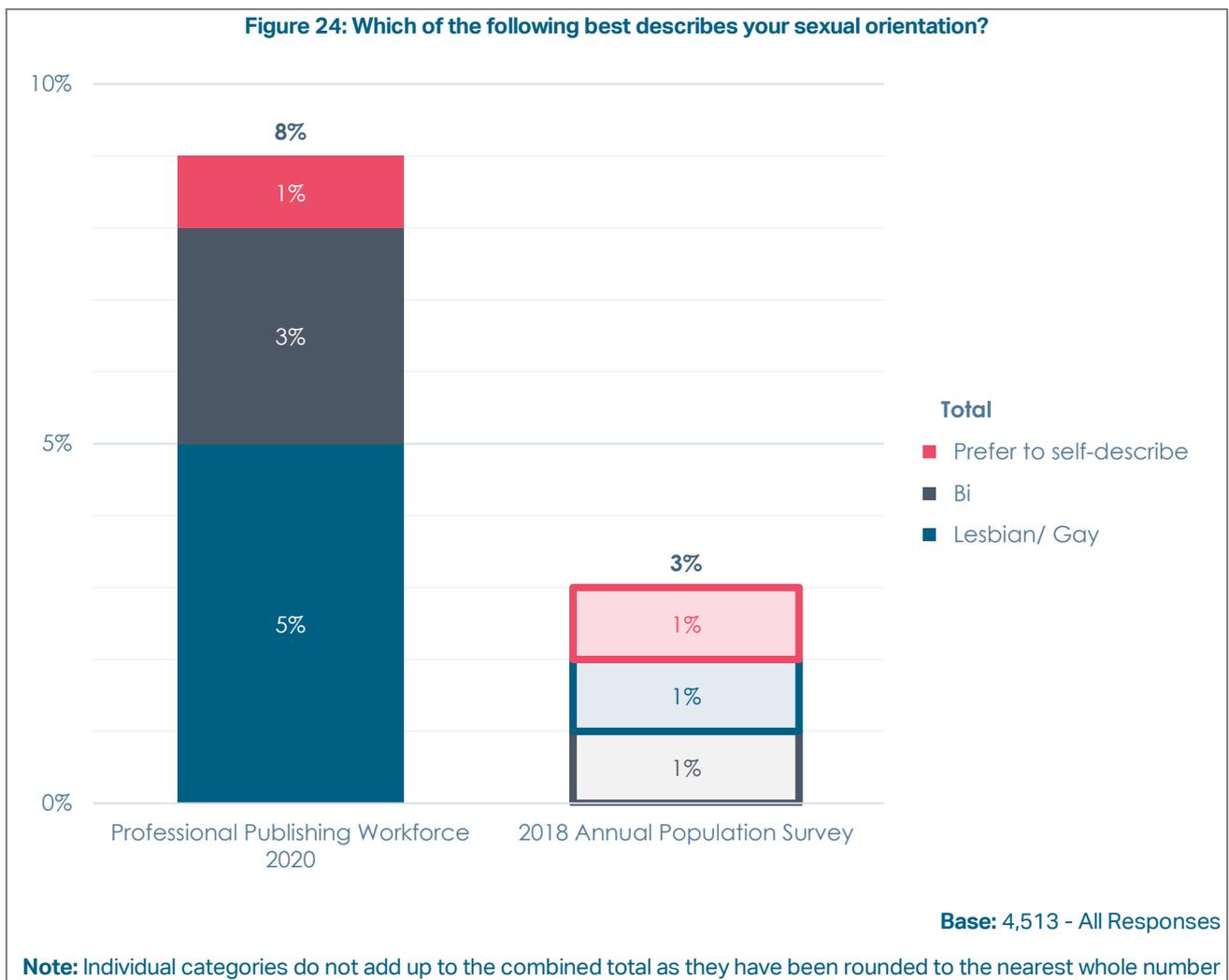
### Sexual Orientation

A significant 8% of respondents identified as LGB+.

The professional publishing workforce has a high proportion of respondents (8%) identifying as LGB+, in comparison to the estimated 3% of the UK population (ONS). 5% of respondents identified as lesbian/ gay, with a further 3% identifying as bi, and 1% preferring to self-describe their sexual orientation,

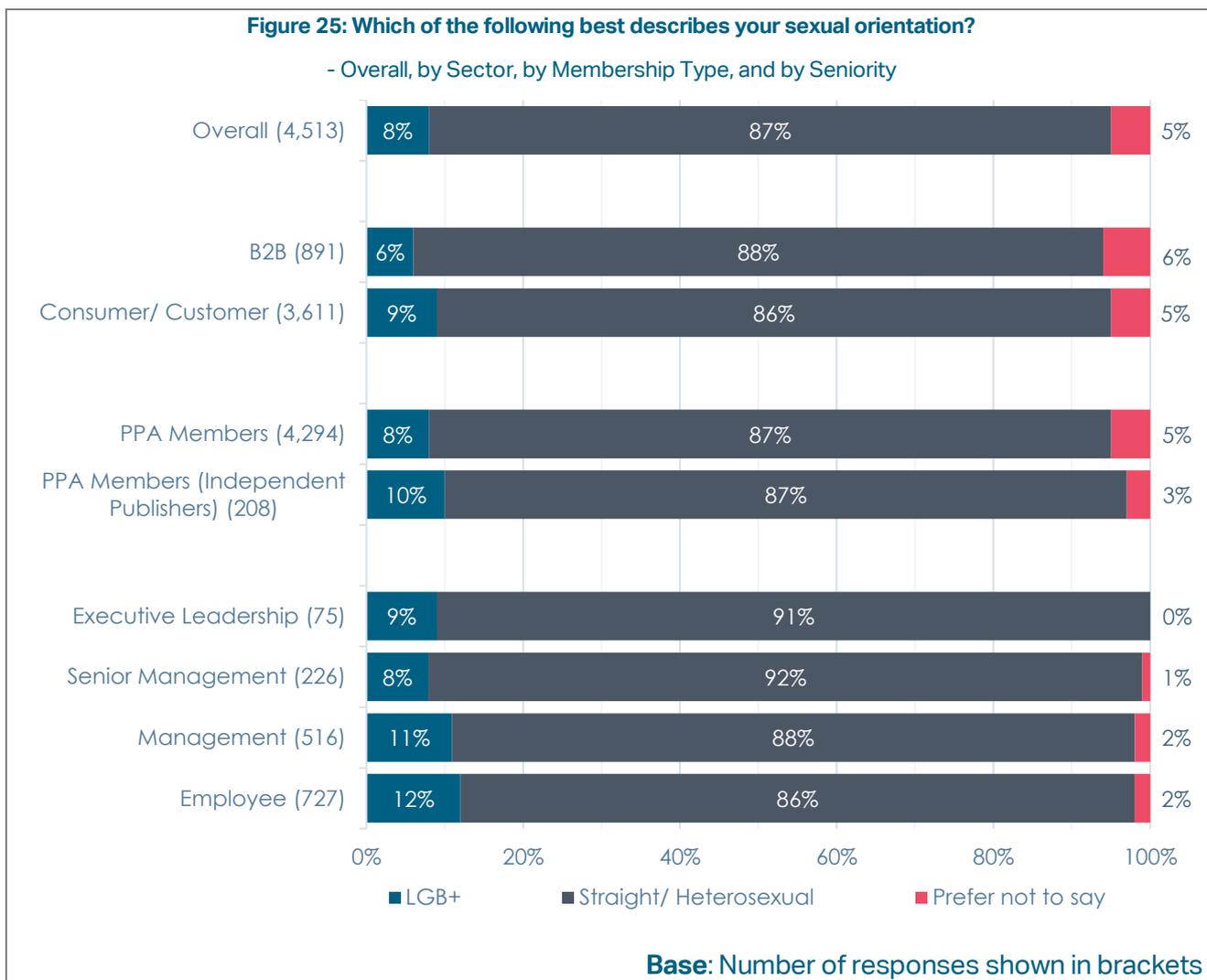
87% of respondents identified as straight/ heterosexual.

5% of respondents preferred not to say.



We have segmented these results by Sector, Membership Type, and Seniority on the following page.

**Sexual Orientation - Segmenting by Sector, Membership Type, and Seniority**

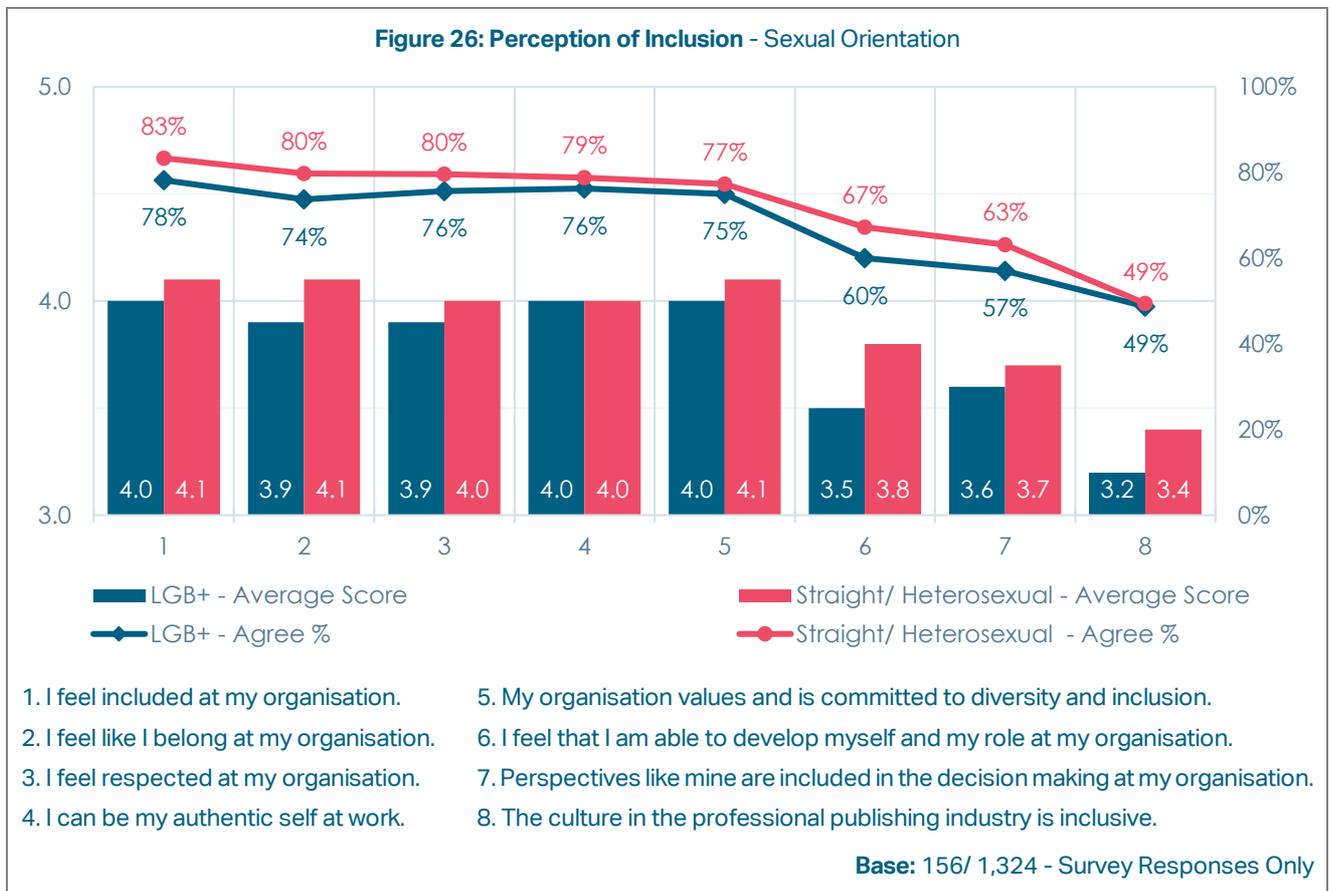


- **Segmenting by Sector** - Consumer/ Customer publishers (9%) have a higher LGB+ representation than B2B publishers (6%), both of which were higher than UK population estimates (3%).
- **Segmenting by Membership Type** - PPA Independent Publishers (10%) have a higher LGB+ representation than PPA Members (8%), both of which were higher than UK population estimates (3%).
- **Segmenting by Seniority** - LGB+ representation declines slightly with seniority, dropping from 12% at Employee level (with no line management responsibility) to 8% and 9% respectively at Senior Management and Executive Leadership level, although all levels were higher than UK population estimates (3%).
  - Note: The base is much lower for this segment (total 1,581 versus 4,513 overall), as these results only take survey responses into account.
  - We were unable to report on Apprentices as less than 10 responses were received.

**Sexual Orientation - Perception of Inclusion**

We compared the perceptions of inclusion of LGB+ and straight/ heterosexual respondents:

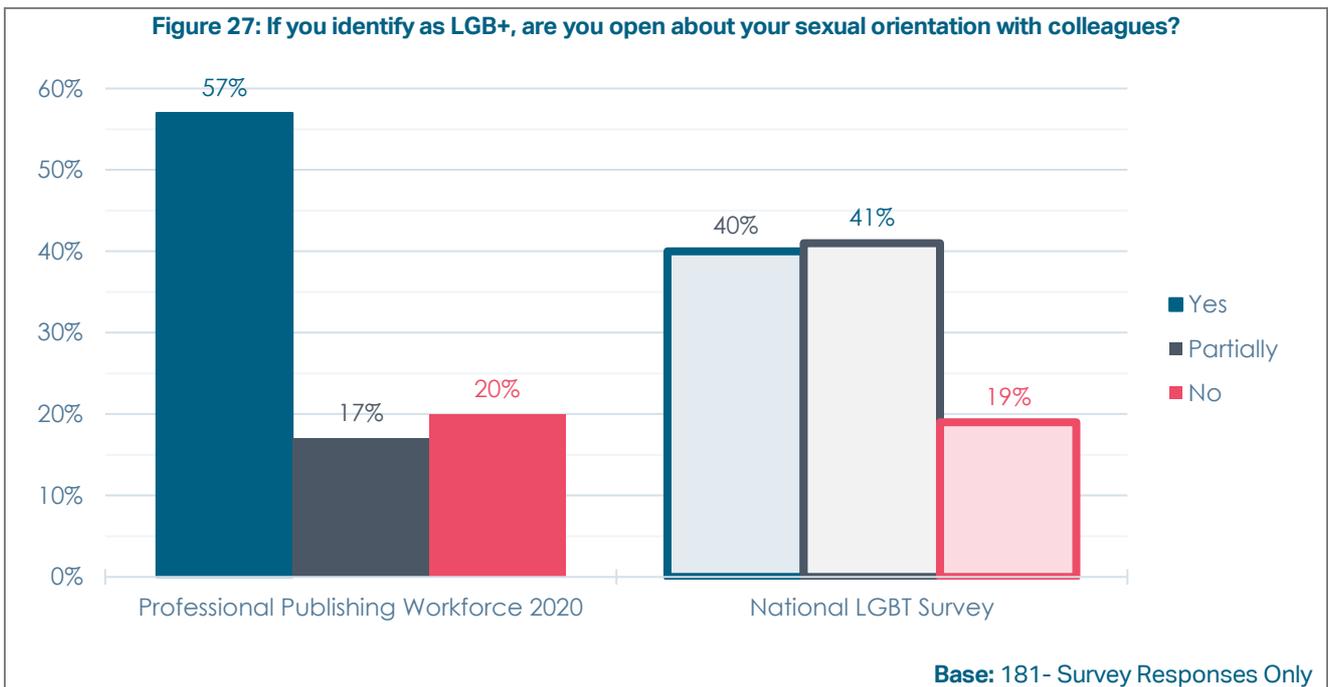
- LGB+ respondents scored seven out of eight statements lower than straight/ heterosexual respondents, with one statement scoring equally. LGB+ respondents' scoring ranged between -0.3 points lower and equal to straight/ heterosexual respondents, with the average difference being -0.1 points lower.
  - The largest difference in scores (-0.3) between LGB+ and straight/ heterosexual respondents was for the statement 'I feel that I am able to develop myself and my role at my organisation'.
  - LGB+ and straight/ heterosexual respondents both scored the statement 'I can be my authentic self at work' equally.
- A lower proportion of LGB+ respondents agreed with seven out of eight statements in comparison to straight/ heterosexual respondents, with one statement scoring equally. LGB+ respondents' scoring ranged between -7 percentage points lower and equal to straight/ heterosexual respondents.
  - The proportion of LGB+ respondents who agreed with the statement 'I feel that I am able to develop myself and my role at my organisation' was -7 percentage points lower than straight/ heterosexual respondents.
  - An equal proportion of LGB+ and straight/ heterosexual respondents agreed with the statement 'The culture in the professional publishing industry is inclusive'.



### Sexual Orientation Openness

57% of the LGB+ respondents were open about their sexual orientation with colleagues, while 20% were not open.

Respondents who identified as LGB+ were asked about their openness of their sexual orientation with colleagues at work, which is a key measure of inclusion. Over half (57%) of LGB+ respondents were open about their sexual orientation with colleagues at work, which was much higher than the results from the [National LGBT Survey](#) (40%). 20% of respondents said they were not open about their sexual orientation with colleagues, which is slightly higher than the 19% identified in the National LGBT Survey, despite the relatively high levels of LGB+ representation in the workforce.



### Gender Identity

1% of respondents' gender identity differed from the sex that was registered at birth.

Respondents were asked if their gender identity was the same as the sex that was registered at birth.

1% of respondents said it differed, with 98% saying that it remained the same. This corresponds with estimates by the [Government Equalities Office](#) that there are approximately 200,000 to 500,000 trans people in the UK, around 1% of the population.

1% of respondents preferred not to say.



## 5. Socioeconomic Background and Education

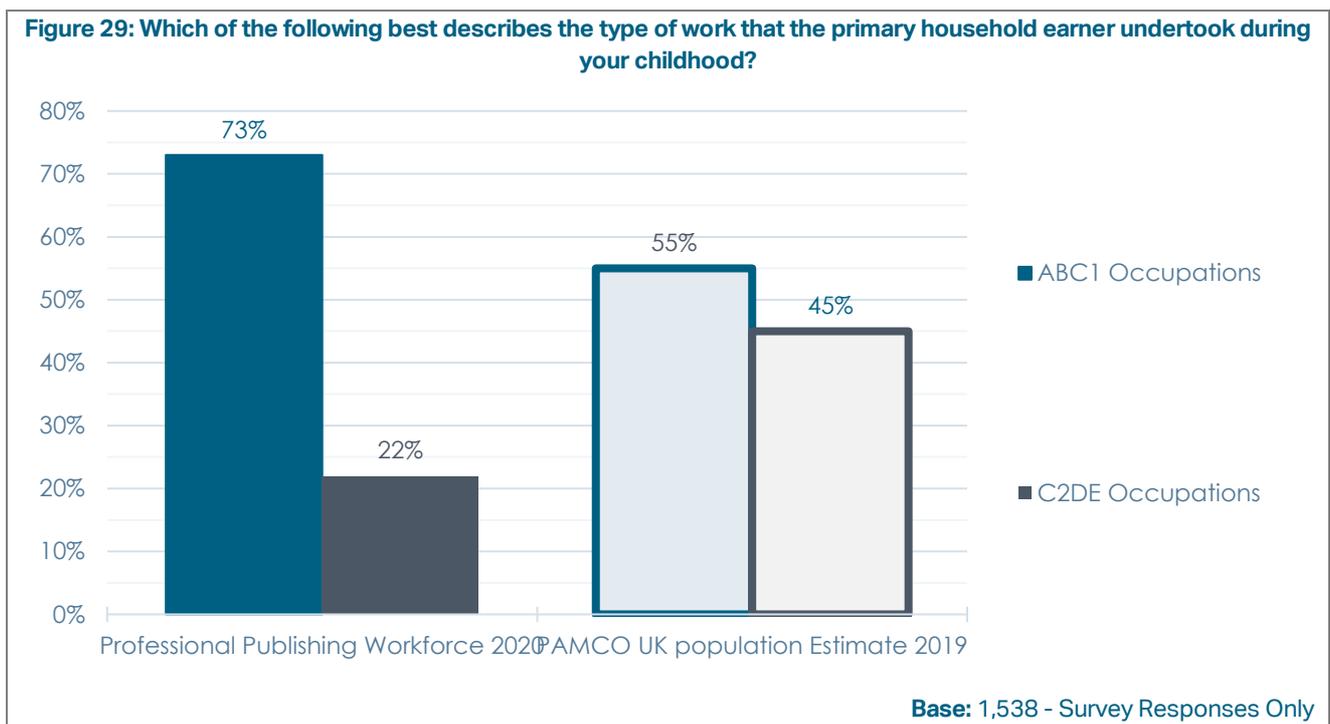
73% of respondents were from ABC1 'middle class' backgrounds.

Class background has been determined using the PAMCo social grades, a classification system based on occupation of the primary household earner during respondents' childhood. According to PAMCo, just over half of the population (55%) are in the ABC1 ('middle class') categories with the remaining 45% in the C2DE ('working class') categories.

For nearly three-quarters of respondents (73%), the primary household earner during their childhood held an ABC1 'middle class' occupation, which was higher than the UK population (55%), while those with childhood primary household earners in C2DE made up 22% of respondents, which is just under half of PAMCo's estimate for the UK population (45%).

2% of respondents said this question did not apply to them, or they did not know.

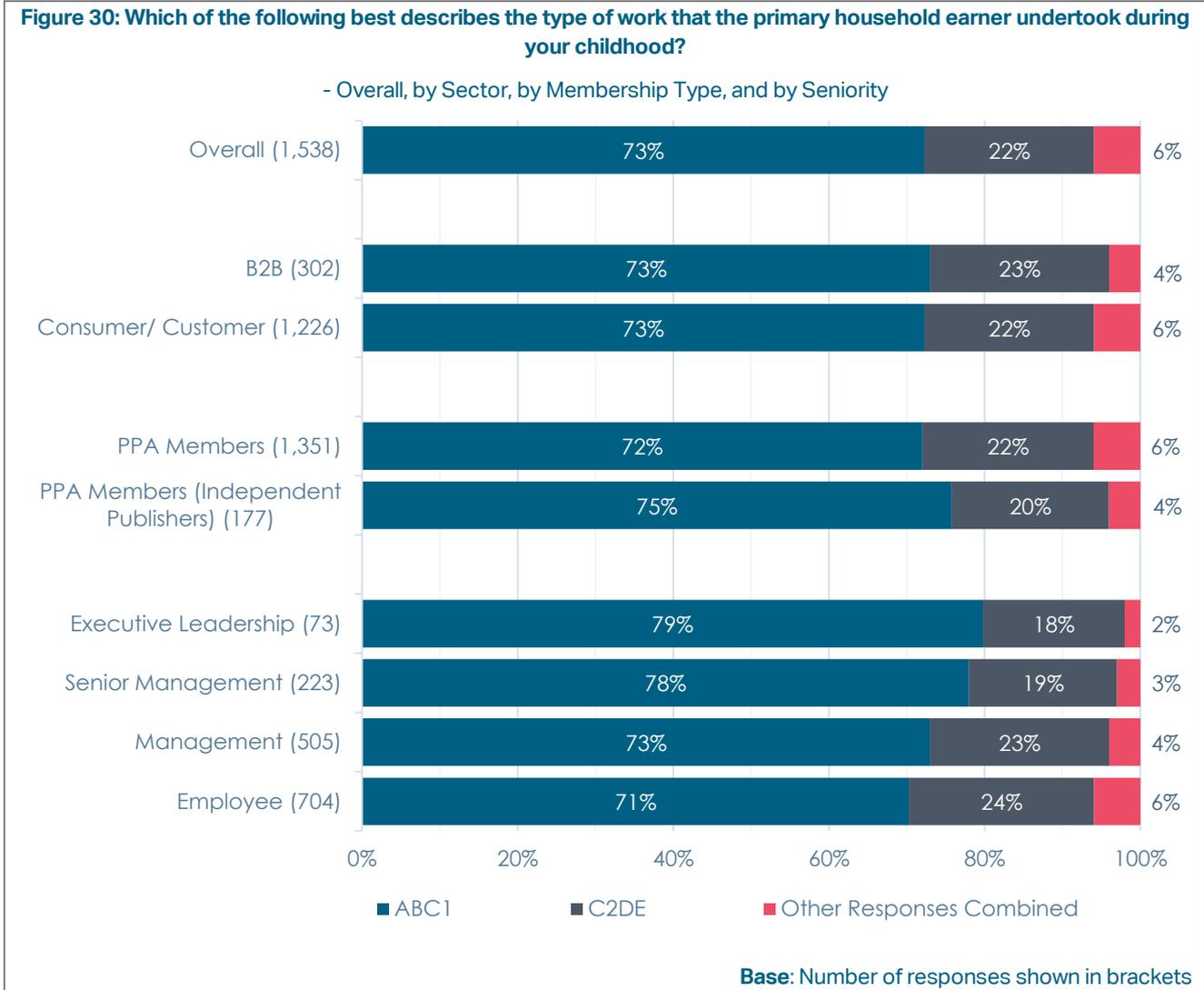
2% of respondents preferred not to say.



We have segmented these results by Sector, Membership Type, and Seniority on the following page.

**Socioeconomic Background - Segmenting by Sector, Membership Type, and Seniority**

**Figure 30: Which of the following best describes the type of work that the primary household earner undertook during your childhood?**

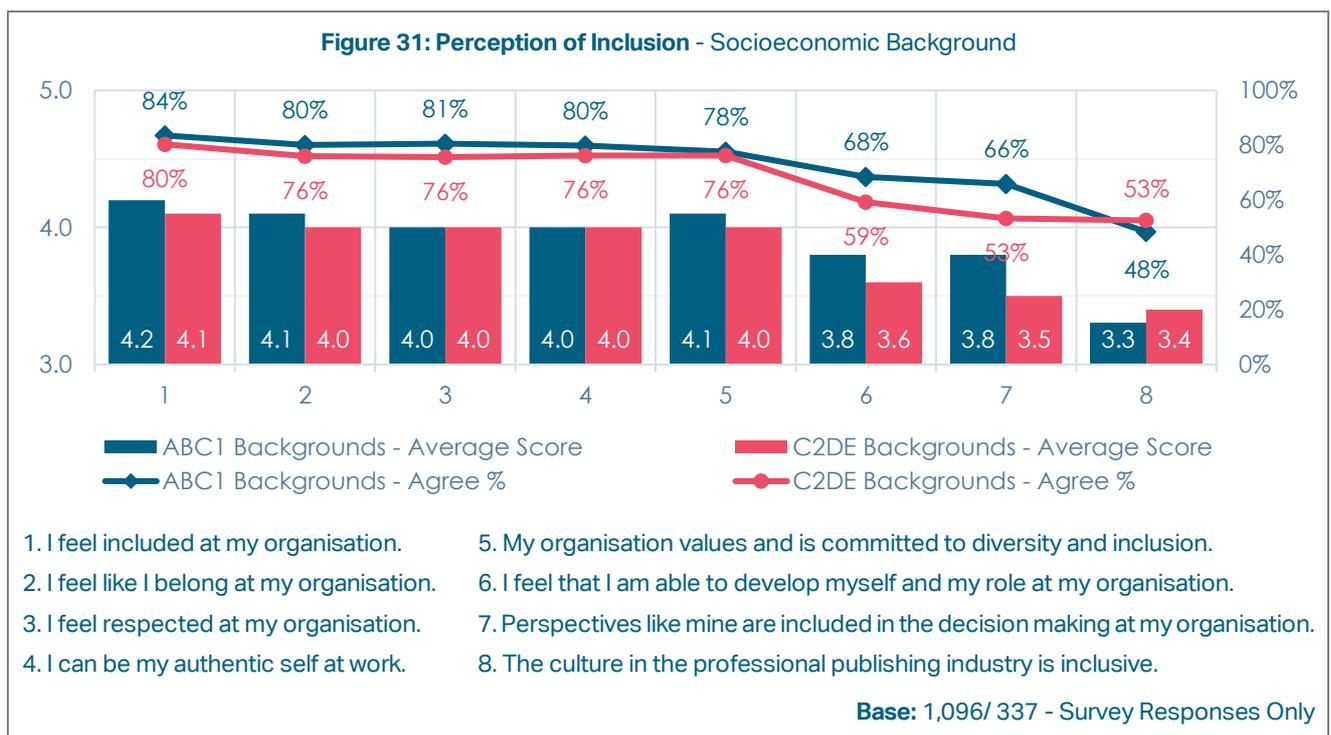


- **Segmenting by Sector** - There were minimal variations from the overall results amongst respondents from B2B and Consumer/ Customer sectors.
- **Segmenting by Membership Type** - There was a slightly higher representation of respondents from ABC1 'middle class' backgrounds amongst respondents from PPA Independent Publishers (75%) in comparison to PPA Members (72%).
- **Segmenting by Seniority** - The proportion of respondents from ABC1 'middle class' backgrounds increased with seniority. This was lowest at Employee level (with no line management responsibility) (71%) and highest at Executive Leadership level (79%), although this was higher than UK population estimates at all levels.
  - Note: The base is the same for this segment as only survey responses were taken into account.
  - We were unable to report on Apprentices as less than 10 responses were received.

**Socioeconomic Background - Perception of Inclusion**

We compared the perceptions of inclusion of respondents from ABC1 and C2DE backgrounds:

- On average, respondents from ABC1 backgrounds scored five out of eight statements higher than respondents from C2DE backgrounds, scoring two statements equally, and respondents from C2DE backgrounds scoring one statement higher. Respondents' from ABC1 backgrounds scoring ranged between -0.1 and +0.3 points higher than respondents from C2DE backgrounds, with the average difference being 0.1 points lower.
  - The largest difference in scores (+0.3) between respondents from ABC1 and C2DE backgrounds was for the statement 'Perspectives like mine are included in the decision making at my organisation'.
  - Respondents from ABC1 and C2DE backgrounds both scored the statement 'I feel like I belong at my organisation' and 'I feel respected at my organisation' equally.
- A higher proportion of respondents from ABC1 backgrounds agreed with seven out of eight statements in comparison to respondents from C2DE backgrounds, with a lower proportion agreeing with one statement. The proportion of respondents from ABC1 backgrounds who agreed with statements was between 13 percentage points higher and -5 percentage points lower than respondents from C2DE backgrounds.
  - The proportion of respondents from ABC1 backgrounds who agreed with the statement 'Perspectives like mine are included in the decision making at my organisation' was 13 percentage points higher than respondents from C2DE backgrounds.
  - A higher proportion (+5 percentage points higher) of respondents from C2DE backgrounds agreed that 'The culture in the professional publishing industry is inclusive' in comparison to respondents from ABC1 backgrounds.



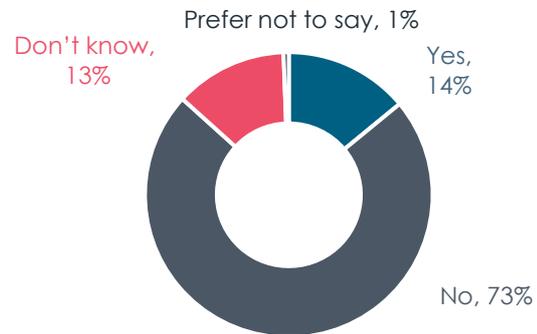
### Free School Meals

14% of respondents were eligible for free school meals during their school years.

14% of respondents were eligible for free school meals during their school years, while 73% were not. 13% of respondents didn't know whether they were eligible for free school meals.

1% of respondents preferred not to say.

**Figure 32: If you finished school after 1980, were you eligible for free school meals at any point during your school years?**



Base: 1,357 - Survey Responses Only

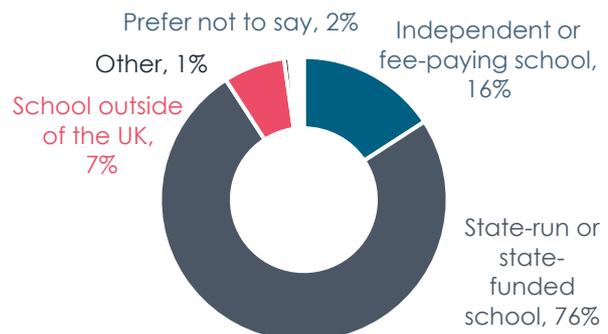
### School Attended

16% of respondents attended independent or fee-paying schools.

16% of respondents attended an independent or fee-paying school, compared to 7% of the current UK school population ([Sutton Trust and Social Mobility Commission](#)). The majority (76%) of respondents attended state run or state funded schools, while 7% attended school outside of the UK.

2% of respondents preferred not to say.

**Figure 33: What type of secondary or high school did you attend?**



Base: 2,195 - All Responses

Note: Select all that apply

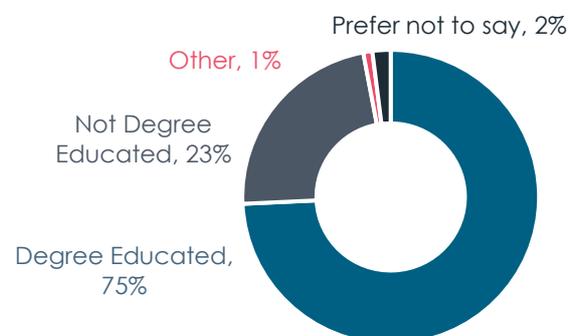
### Highest Level of Education

75% of respondents are degree educated

Three quarters (75%) of respondents were degree educated, in comparison to 19% of the UK population ([Sutton Trust and Social Mobility Commission](#)). 23% of respondents were not degree educated.

2% of respondents preferred not to say.

**Figure 34: What is the highest level of education you have achieved?**



Base: 2,915 - All Responses

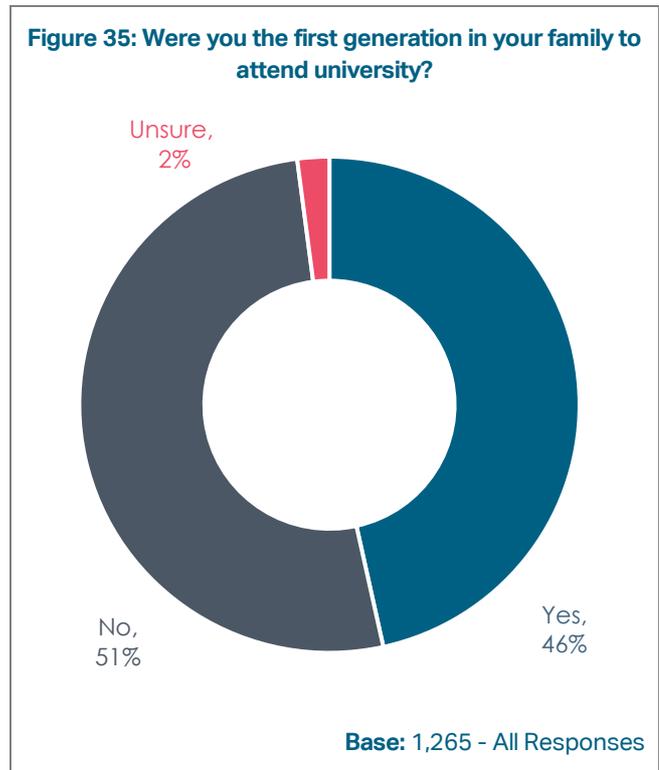
Those respondents who were degree educated were asked a series of further questions...

**First Generation to Attend University**

46% of respondents who attended university were the first generation in their family to do so.

46% of respondents who attended university were the first generation in their family to do so, while 51% were not.

Less than 1% preferred not to say.



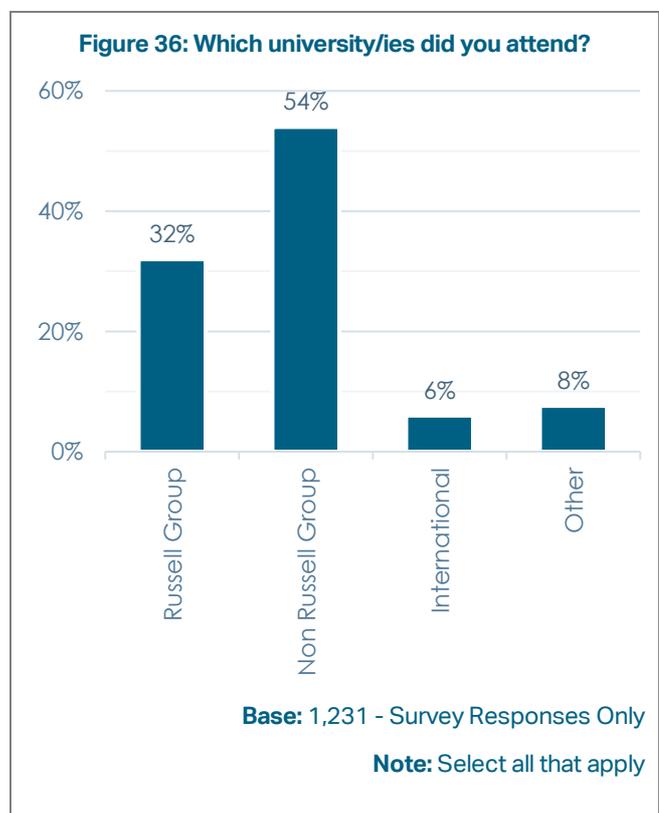
**University Attended**

One in three (32%) respondents who attended university attended a Russell Group University.

32% of respondents who attended university attended a Russell Group University, compared to 6% of the working age population ([Sutton Trust and Social Mobility Commission](#)). Over half (54%) of respondents who attended university attended a university that was not part of the Russell Group. 6% of respondents attended international universities, while 8% attended other universities.

There was an even spread of universities attended, with no single university being attended by more than 3% of respondents.

2% of respondents preferred not to say.



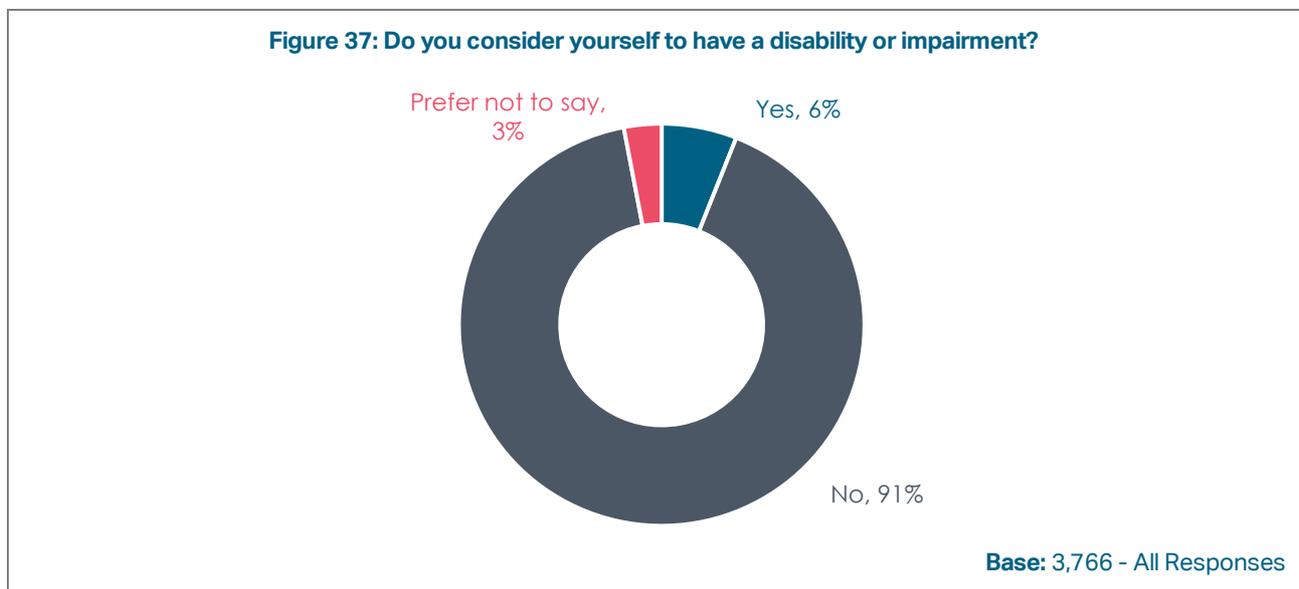
## 6. Disability

6% of respondents have a disability or impairment.

6% of respondents identified as having a disability or impairment, which is significantly lower than the overall UK working age population who have a disability or impairment (19%, [DWP](#)).

In comparing these figures, we must provide context, taking into account the disability employment gap (52% compared to 81% for people without disabilities, [ONS](#)) and considering the workforce representation and targets set by Disability Confident Leaders like [Barclays](#) (9%) and the [BBC](#) (12%). This finding therefore shows that individuals with disabilities or impairments are underrepresented to some extent, but to a lesser degree than when comparing to the national figure without context.

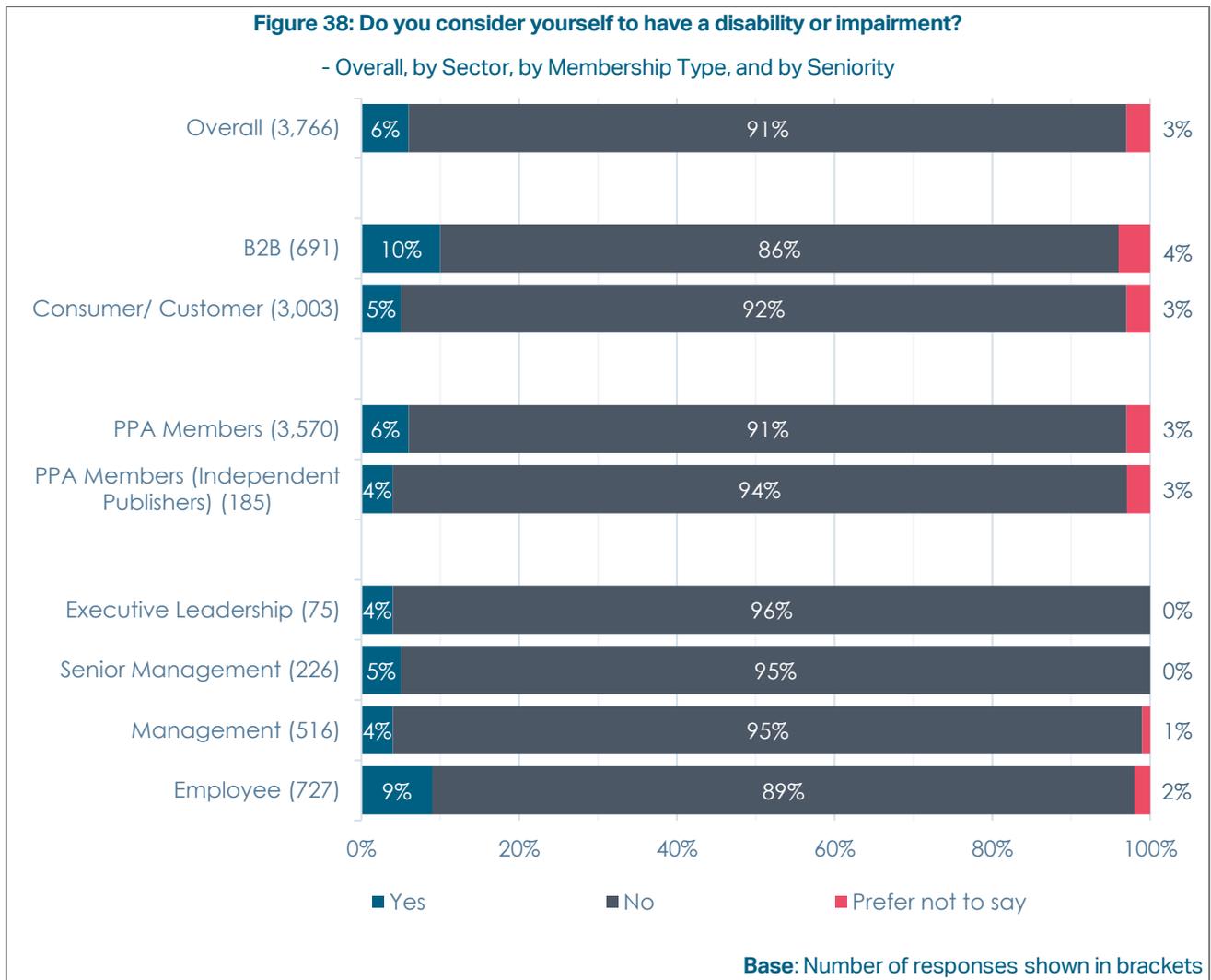
3% of respondents preferred not to say.



We have segmented these results by Sector, Membership Type, and Seniority on the following page.

The respondents who identified as having a disability or impairment within the survey were asked a series of further questions...

**Disability - Segmenting by Sector, Membership Type, and Seniority**

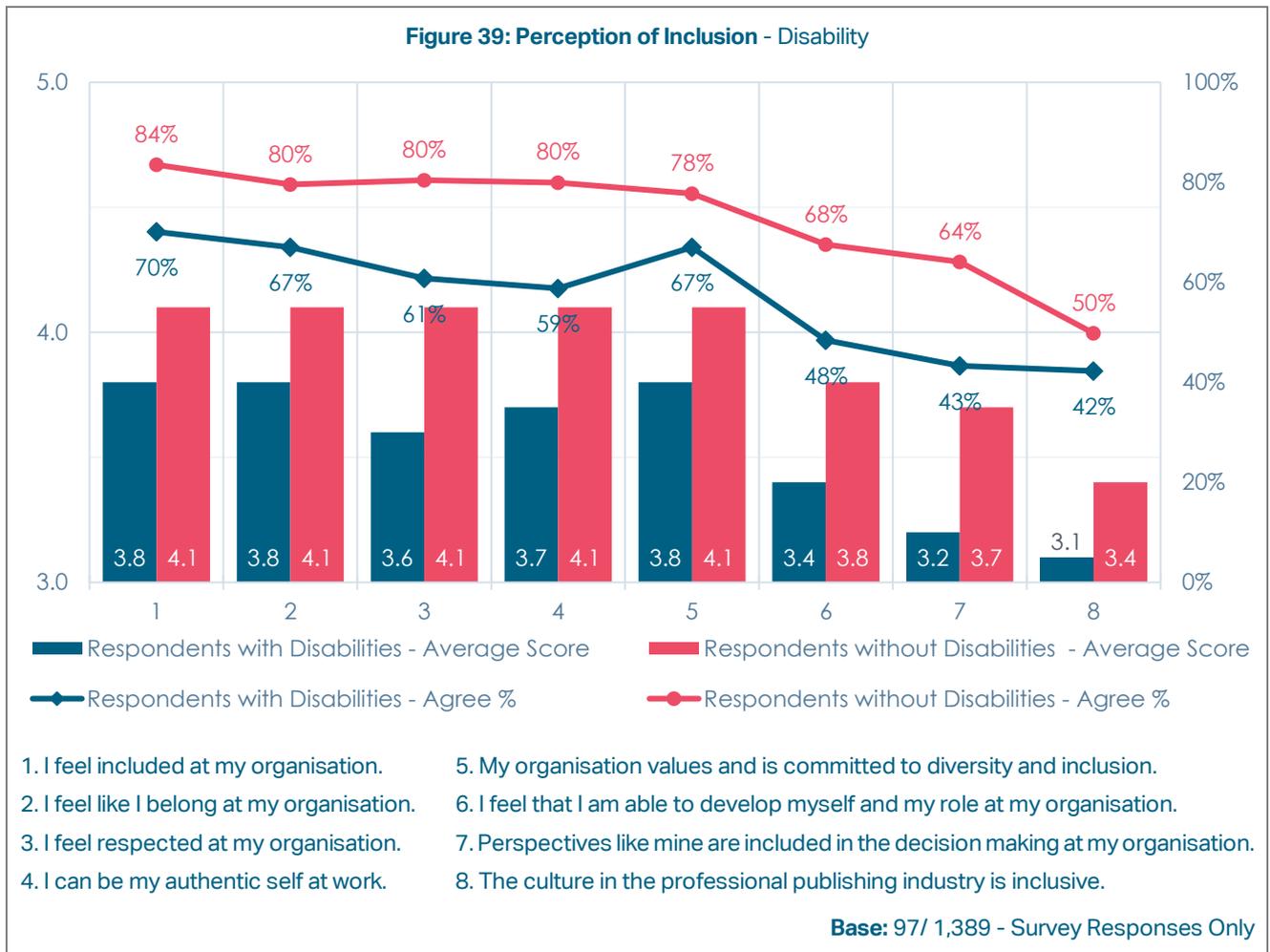


- **Segmenting by Sector** - B2B publishing reported disability representation at 10%, with Consumer/Customer publishing at 5%.
- **Segmenting by Membership Type** - There is a higher disability representation within PPA Members (6%) than PPA Independent Publishers (4%).
- **Segmenting by Seniority** - Disability representation falls by more than half, from 9% at Employee level (with no line management responsibility) to 4% at both Management and Executive Leadership level, increasing slightly to 5% at Senior Management level.
  - Note: The base is much lower for this segment (total 1,581 versus 3,766 overall), as these results only take survey responses into account.
  - We were unable to report on Apprentices as less than 10 responses were received.

**Disability - Perception of Inclusion**

We compared the perceptions of inclusion of respondents with disabilities to those who do not have disabilities:

- Respondents with disabilities scored all eight statements lower than respondents without disabilities, with scores ranging between -0.3 and -0.5 points lower than respondents without disabilities, with the average difference being -0.4 points lower.
  - The largest difference in scores (-0.5) between respondents with disabilities and respondents without disabilities were for the two statements 'I feel respected at my organisation' and 'Perspectives like mine are included in the decision making at my organisation'.
- A lower proportion of respondents with disabilities agreed with all eight statements in comparison to respondents without disabilities, with the proportion of respondents with disabilities who agreed with statements ranging between -8 and -21 percentage points lower than respondents without disabilities.
  - The proportion of respondents with disabilities who agreed with both statements. 'I can be my authentic self at work' and 'Perspectives like mine are included in the decision making at my organisation', was -21 percentage points lower than respondents without disabilities.



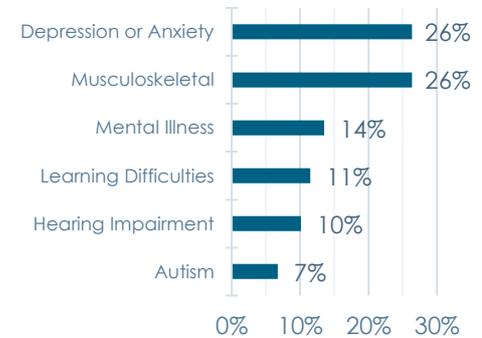
### Types of Disabilities

Over a quarter (26%) of respondents with a disability or impairment reported they had either depression or anxiety, or musculoskeletal problems or disabilities.

Of the respondents with disabilities that answered this question, the most common disabilities were depression or anxiety, or musculoskeletal problems or disabilities (both 26%). 14% of respondents reported a mental illness. The majority of the 11% of respondents with severe or specific learning difficulties outlined that they have dyslexia, while 10% of respondents with a disability or impairment had a hearing impairment, and 7% had Autism.

10% of respondents preferred not to say.

**Figure 40: If you consider yourself to have a disability or impairment, please select the relevant definition/s from the list below:**



**Base:** 148 - All Responses

**Note:** Select all that apply

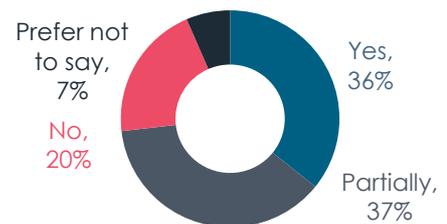
### Disability Openness

20% of respondents with a disability or impairment were not open about it at work.

Of those with a disability or impairment, one in three (36%) were open about it at work, while one in five (20%) were not open about it generally. A third (37%) were partially open about it.

7% of respondents preferred not to say.

**Figure 41: Are you open about your disability or impairment at work?**



**Base:** 123 - Survey Responses Only

### Disability Awareness

Two thirds (66%) of respondents' line managers were aware of their disability or impairment, while 16% said no one was aware at work.

Two thirds (66%) of respondents' line managers were aware of their disability or impairment. Almost half (44%) of respondents said that colleagues were aware, while one in three (34%) said that HR was aware. 16% said that no one was aware of their disability/ impairment at work.

10% of respondents preferred not to say.

**Figure 42: Who at your current workplace knows about your disability or impairment?**



**Base:** 122 - Survey Responses Only

**Note:** Select all that apply

## 7. Mental Health

One in 5 (19%) respondents are currently experiencing mental health problems or mental distress - a further 22% have experienced this in the past.

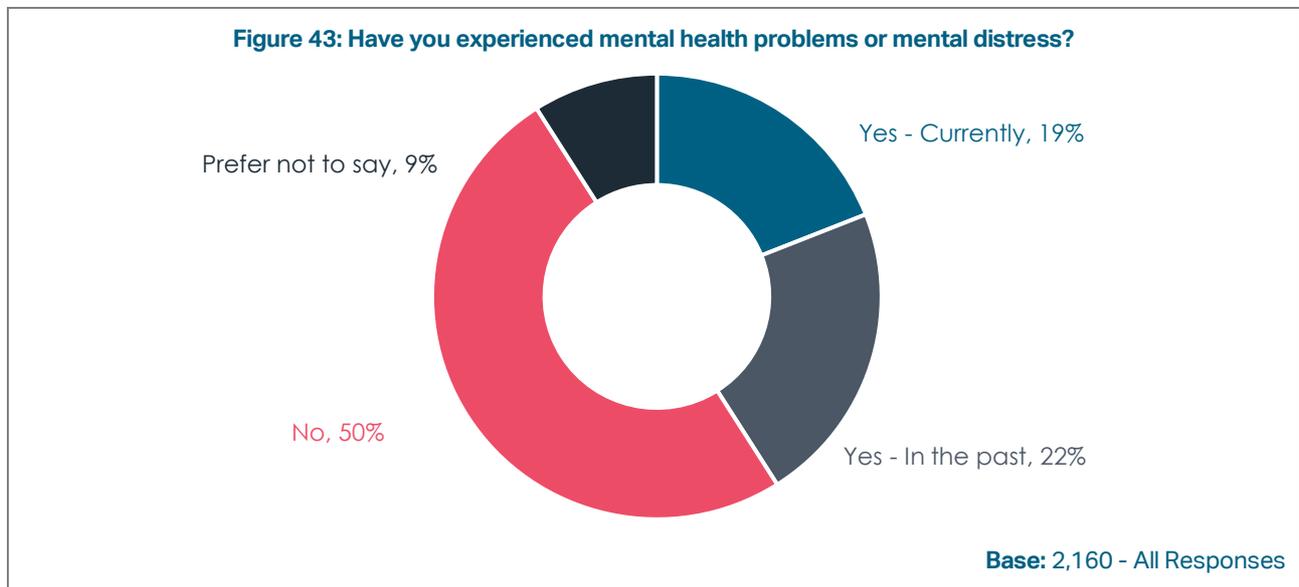
19% of respondents reported currently experiencing mental health problems or mental distress, with a further 22% having experienced this in the past. Half (50%) of respondents have no experience of mental health problems or mental distress.

To provide comparison to national figures, commonly cited statistics from mental health charity [Mind](#), report that:

- 1 in 4 (25%) people will experience a mental health problem of some kind each year in England
- 1 in 6 (16%) people report experiencing a common mental health problem (like anxiety and depression) in any given week in England

This would suggest that prevalence of people currently experiencing mental health problems or mental distress is higher amongst respondents (19%) than the population who experience this in any given week (16%). These statistics from Mind do not take into account the impact the last year has had on mental health, with [The Royal College of Psychiatrists](#) highlighting that there has been a sharp rise in mental ill health since the first lockdown in March 2020, with record numbers of people seeking NHS help last year for mental health problems such as anxiety or depression, or because they ended up in a mental health crisis.

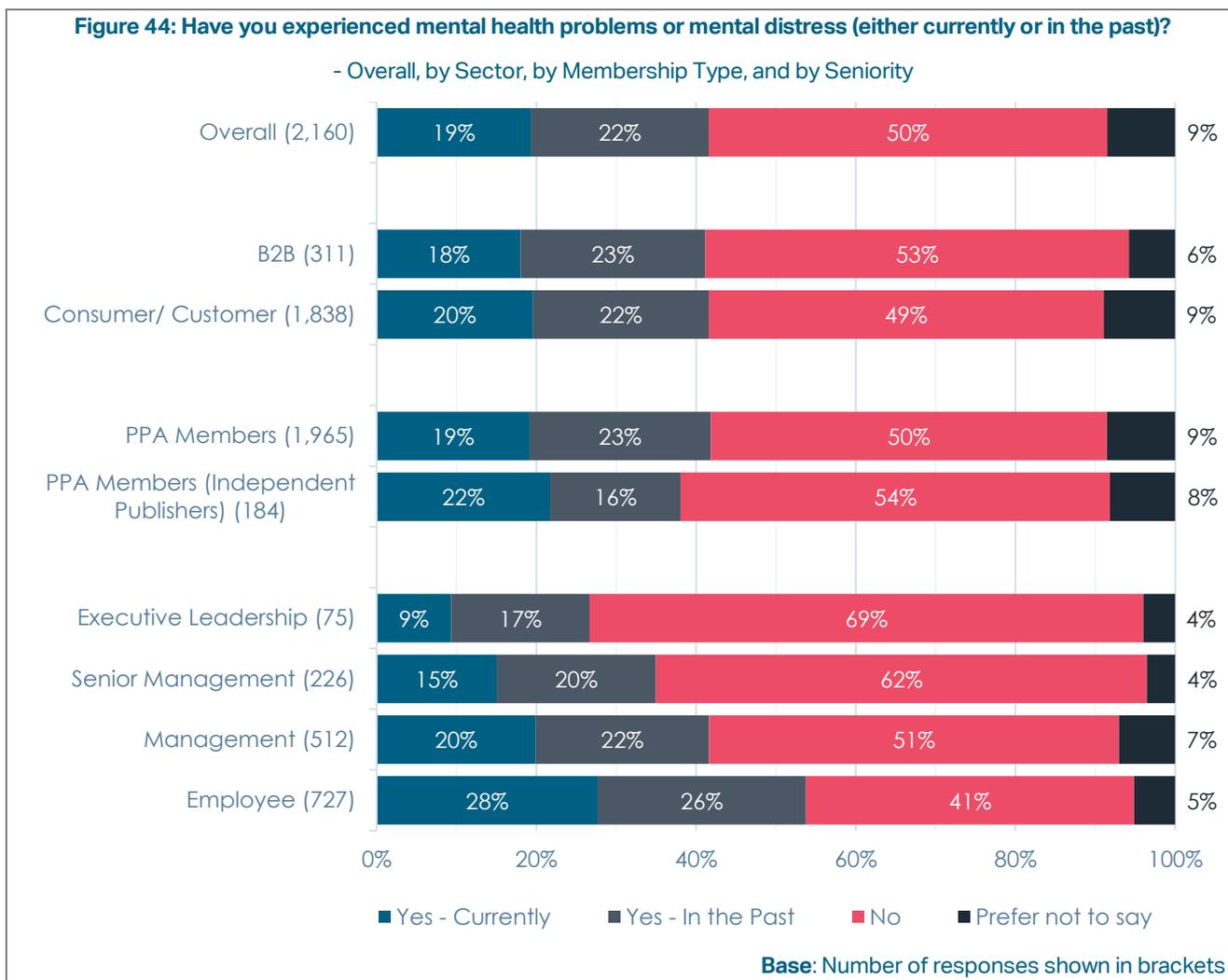
9% of respondents preferred not to say.



We have segmented these results by Sector, Membership Type, and Seniority on the following page.

The respondents who identified as **currently** experiencing mental health problems or mental distress within the survey were asked a series of further questions...

**Mental Health - Segmenting by Sector, Membership Type, and Seniority**



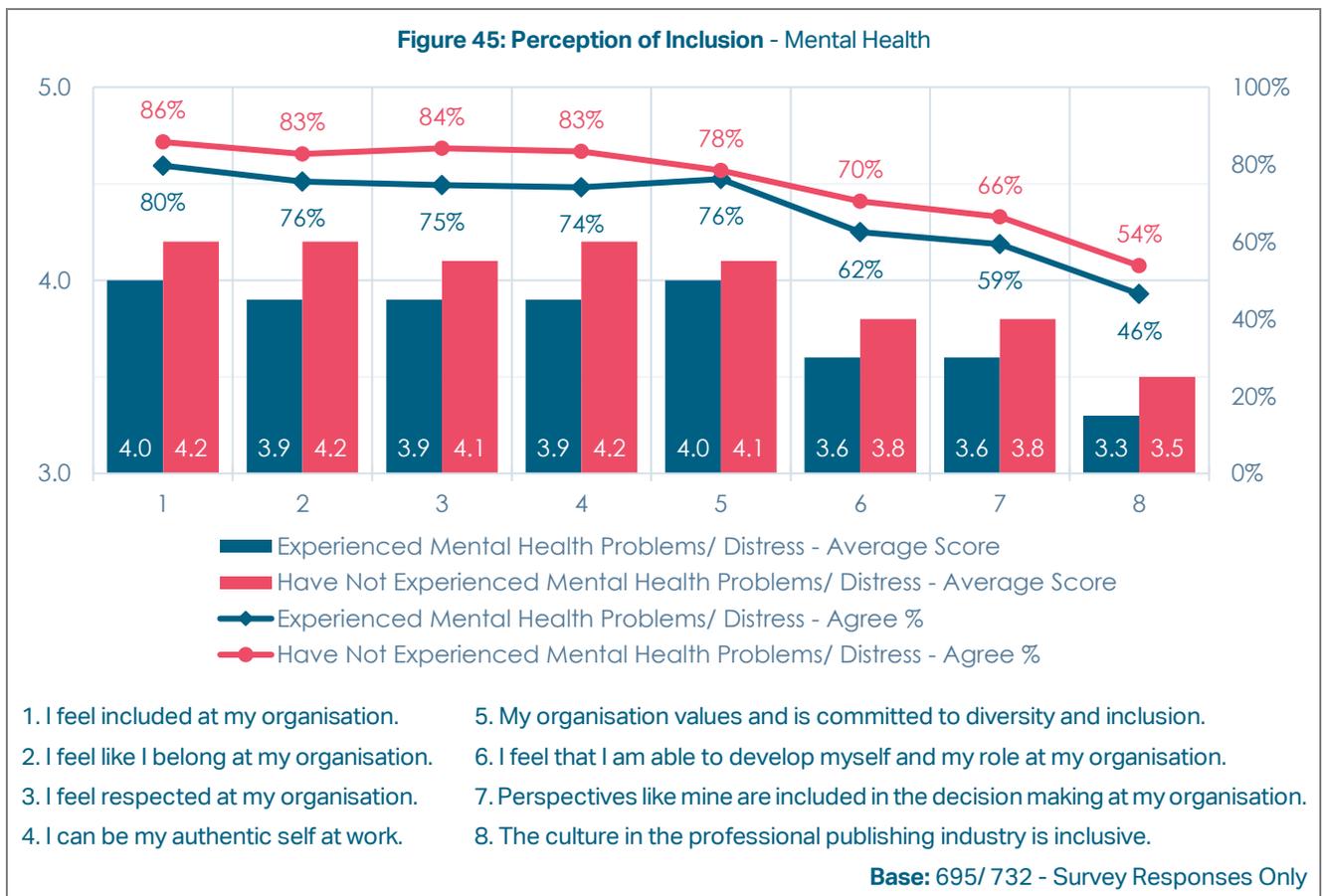
- Segmenting by Sector** - There is a slightly higher proportion of respondents currently experiencing mental health problems or mental distress within Consumer/ Customer publishing (20%) than B2B publishing (18%), with a similar proportion having experienced this in the past.
- Segmenting by Membership Type** - There is a slightly higher proportion of respondents currently experiencing mental health problems or mental distress within PPA Independent Publishers (22%) than PPA Members (19%), although this trend is reversed for those who have experienced this in the past.
- Segmenting by Seniority** - The proportion of those currently experiencing mental health problems or mental distress declines with seniority, with 28% of those at Employee level (with no line management responsibility) currently experiencing this, falling to just 9% at Executive Leadership level. There is a similar decline with those who have experienced mental health problems or mental distress in the past.

  - Note: The base is much lower for this segment (total 1,581 versus 2,160 overall), as these results only take survey responses into account.
  - We were unable to report on Apprentices as less than 10 responses were received.

**Mental Health - Perception of Inclusion**

We compared the perceptions of inclusion of respondents with experience of mental health problems or mental distress either currently or in the past, with those who have not experienced this:

- Respondents with experience of mental health problems or mental distress scored all eight statements lower than respondents who had not, with scores ranging between -0.1 and -0.3 points lower.
  - The largest difference in scores (-0.3) between respondents with experience of mental health problems or mental distress and respondents who had not were for the two statements 'I feel like I belong at my organisation' and 'I can be my authentic self at work'.
- A lower proportion of respondents with experience of mental health problems or mental distress agreed with all eight statements in comparison to respondents who had not. The proportion of respondents with experience of mental health problems or mental distress who agreed with statements ranging between -2 and -9 percentage points lower than respondents who had not.
  - The proportion of respondents with experience of mental health problems or mental distress who agreed with both statements. 'I feel respected at my organisation' and 'I can be my authentic self at work', was -9 percentage points lower than respondents who had not.

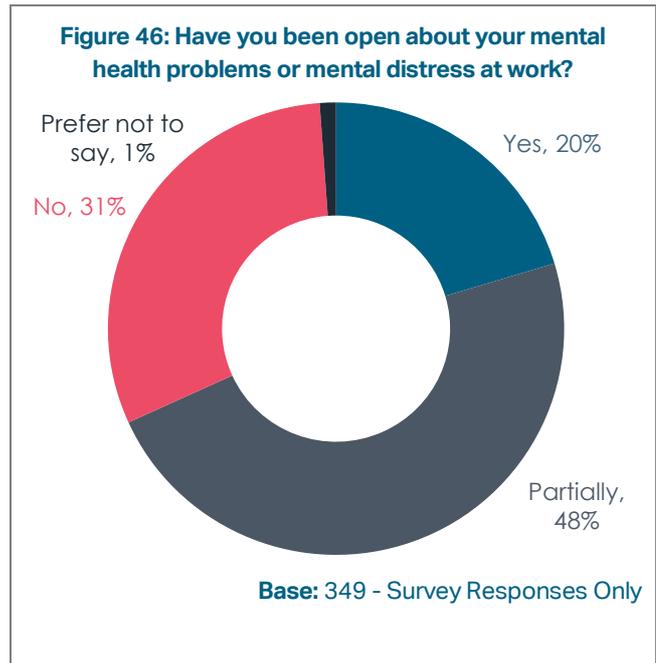


### Mental Health Openness

One in three (31%) respondents who are currently experiencing mental health problems or distress are not open about it at work.

Respondents were asked whether they were open about their experiences at work. Of those currently experiencing mental health problems or mental distress, just one in five were open (20%), with almost half partially (48%) open. 31% of respondents who are currently experiencing mental health problems or distress are not open about it at work.

1% of respondents preferred not to say.

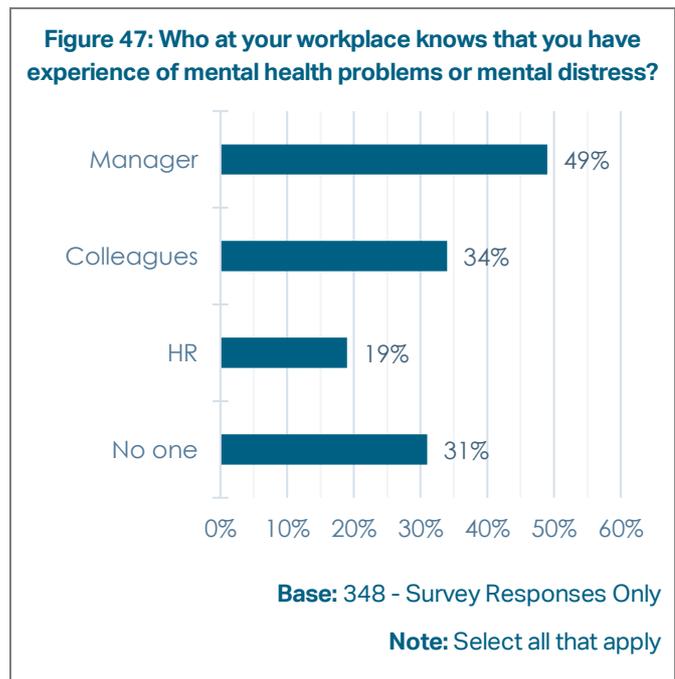


### Mental Health Awareness

One in three (31%) respondents who are currently experiencing mental health problems or distress said that no one was aware of it at work.

Of those respondents who are currently experiencing mental health problems or mental distress, half (49%) said their line manager was aware. One in three (34%) said that their colleagues were aware, while only one in five (19%) said that HR was aware. One in three (31%) said that no one was aware of it at work.

4% of respondents preferred not to say.



ppa

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 **Inclusion**  
Creating an Equal Approach together