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Report

PR PROFESSION Equity, Diversity, and Inclusion

DATE 4 MAR 2021 PROJECT NUMBER 82654-048





METHODOLOGY

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QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1231 Canadian PR Professionals was completed between January 4-February 3, 2021, via open-links provided by Leger and targeted towards PR Professionals who are members of CPRS, IABC, as well as major PR firms (CCPRF).

No margin of error can be associated with a non-probability sample (i.e. a web panel in this case). For comparative purposes, though, a probability sample of 1231 respondents would have a margin of error of $\pm 2.8\%$, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.

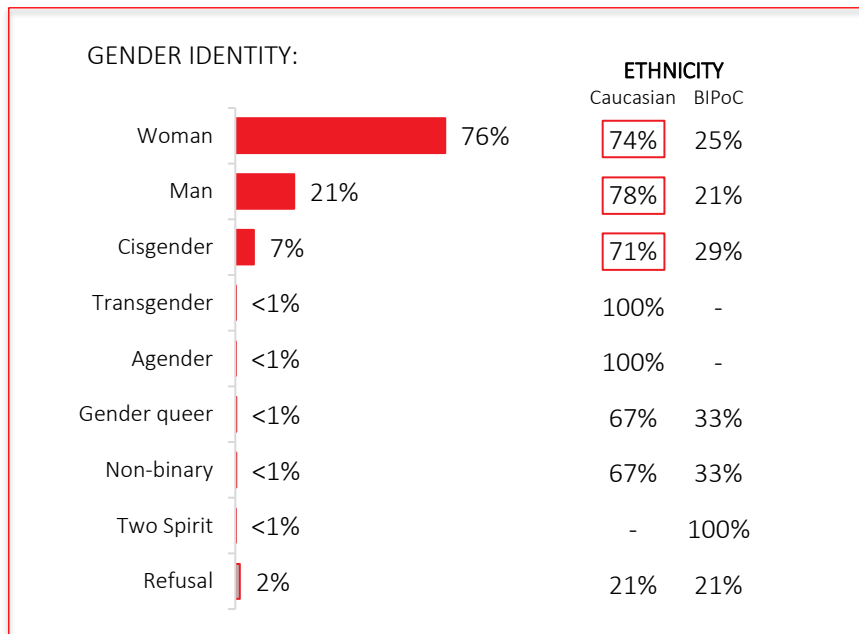
QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.



RESPONDENT PROFILE













RESPONDENTS:



 Significantly higher

RESPONDENTS:

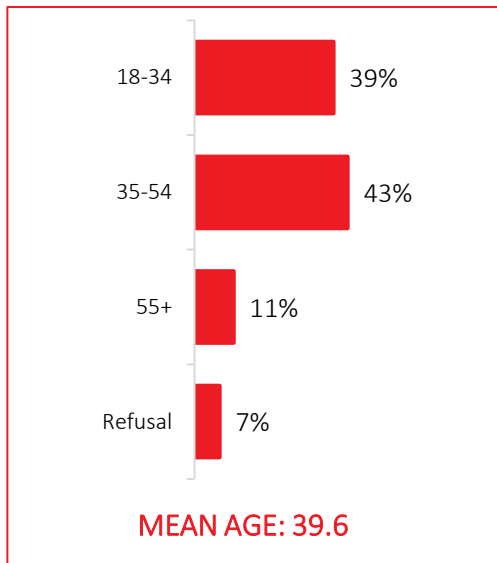
ETHNICITY:

	ATL	QC	ON	MB/SK	AB	BC
Caucasian (White, European) n=915  74%	93%	84%	72%	76%	75%	75%
Other Ethnicity (NET) n=295  24%	7%	16%	26%	20%	22%	24%
Black(African, African-Canadian, Caribbean, etc.)  6%	2%	4%	7%	2%	4%	1%
South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)  5%	2%	-	7%	4%	2%	3%
East Asian (Chinese, Korean, Japanese)  3%	-	3%	2%	-	2%	11%
Latin American (Mexican, Chilean, Costa Rican, etc.)  2%	-	-	2%	2%	2%	3%
Southeast Asian (Vietnamese, Cambodian, Malaysian, Filipino, etc.)  2%	2%	1%	2%	2%	2%	1%
Aboriginal / First Nations / Indigenous  1%	-	1%	<1%	7%	7%	3%
Arab (Middle East, North Africa)  1%	-	4%	1%	-	1%	-
West Asian (Iranian, Afghan, etc.)  <1%	-	-	<1%	-	-	-
Not listed here*  4%	2%	1%	5%	2%	3%	1%
I prefer not to answer n=21  2%	-	-	2%	4%	3%	1%

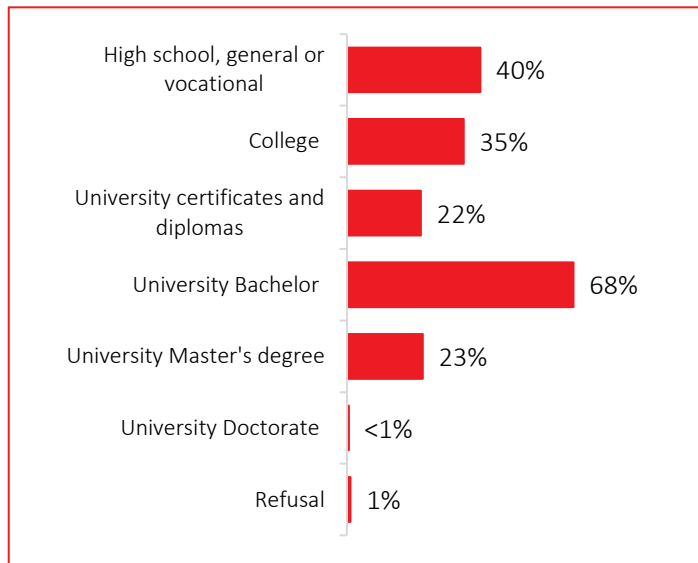
***Others mentioned being bi-racial/mixed race, Indo-Caribbean, Jewish, and Punjabi-Sikh.**

RESPONDENTS:

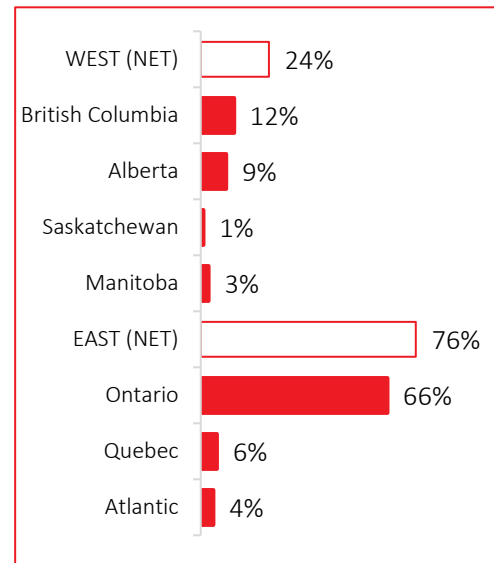
AGE:



EDUCATION:



REGION:



Four-in-ten work in-house, while nearly half work in a consultancy or agency.

PR/Communication professionals who are younger (<35) are significantly more likely than their older counterparts to work in a consultancy/agency, while those 55+ are more likely to work as an independent practitioner.

I WORK...	GENDER		ETHNICITY		AGE									
	Male	Female	Caucasian	BIPOC	<35	35-54	55+							
IN-HOUSE (NET)	41%							38%	42%	41%	43%	30%	54%	36%
...in-house in the private sector	15%							17%	15%	14%	21%	14%	19%	10%
...in-house in the public sector	18%							18%	18%	19%	15%	9%	27%	18%
...in-house for a not-for-profit or NGO	8%							3%	9%	8%	7%	7%	9%	9%
...in a consultancy/agency	46%							49%	46%	47%	43%	65%	36%	19%
...as an independent practitioner	9%							10%	8%	8%	9%	2%	7%	38%
DK/ prefer not to answer	4%							3%	4%	3%	5%	3%	2%	7%

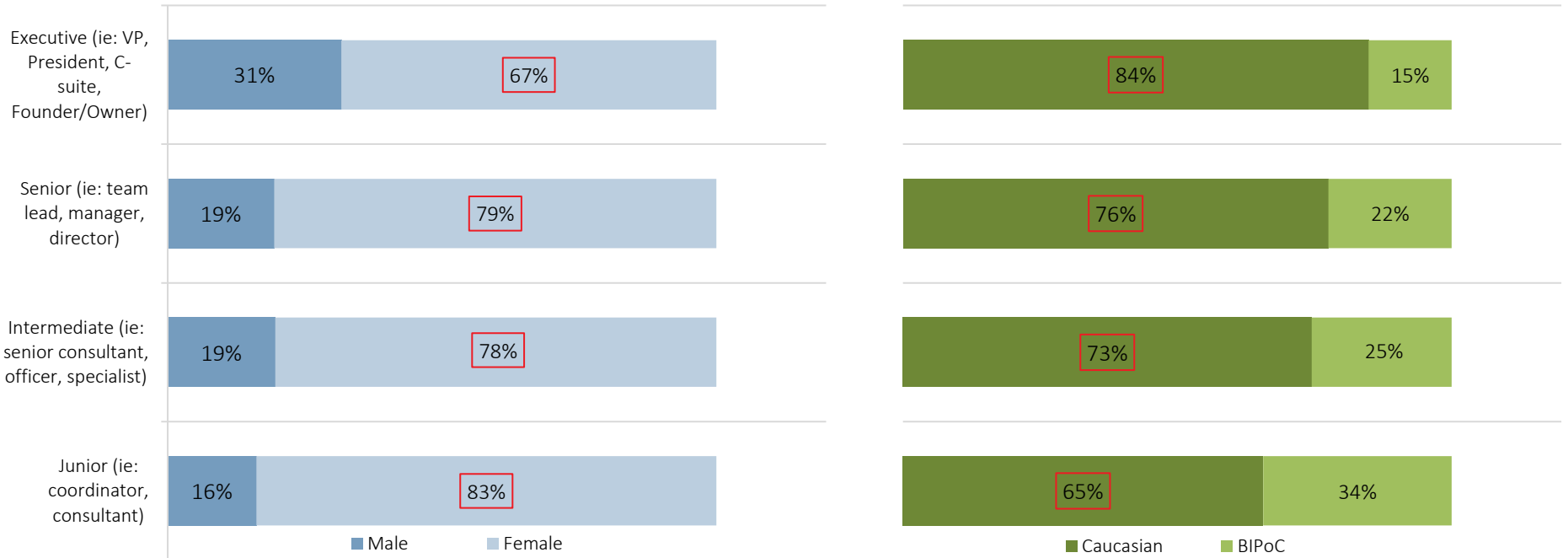
One-third of PR/Communication professionals say they are in a Senior position at their company, one-quarter are Intermediate, two-in-ten are Executives, and 16% are Junior employees. Gender, ethnicity, and age play roles here, especially at the highest and lowest ends of the professional spectrum.

POSITION IN COMPANY:	GENDER		ETHNICITY		AGE			
	Male	Female	Caucasian	BIPOC	<35	35-54	55+	
Executive (ie: VP, President, C-suite, Founder/Owner)	21%	30%	18%	23%	13%	1%	28%	55%
Senior (ie: team lead, manager, director)	34%	30%	35%	32%	26%	43%	29%	
Intermediate (ie: senior consultant, officer, specialist)	26%	22%	26%	25%	27%	36%	22%	7%
Junior (ie: coordinator, consultant)	16%	12%	17%	14%	23%	35%	4%	1%
DK/ prefer not to answer	4%	5%	3%	3%	5%	2%	3%	7%

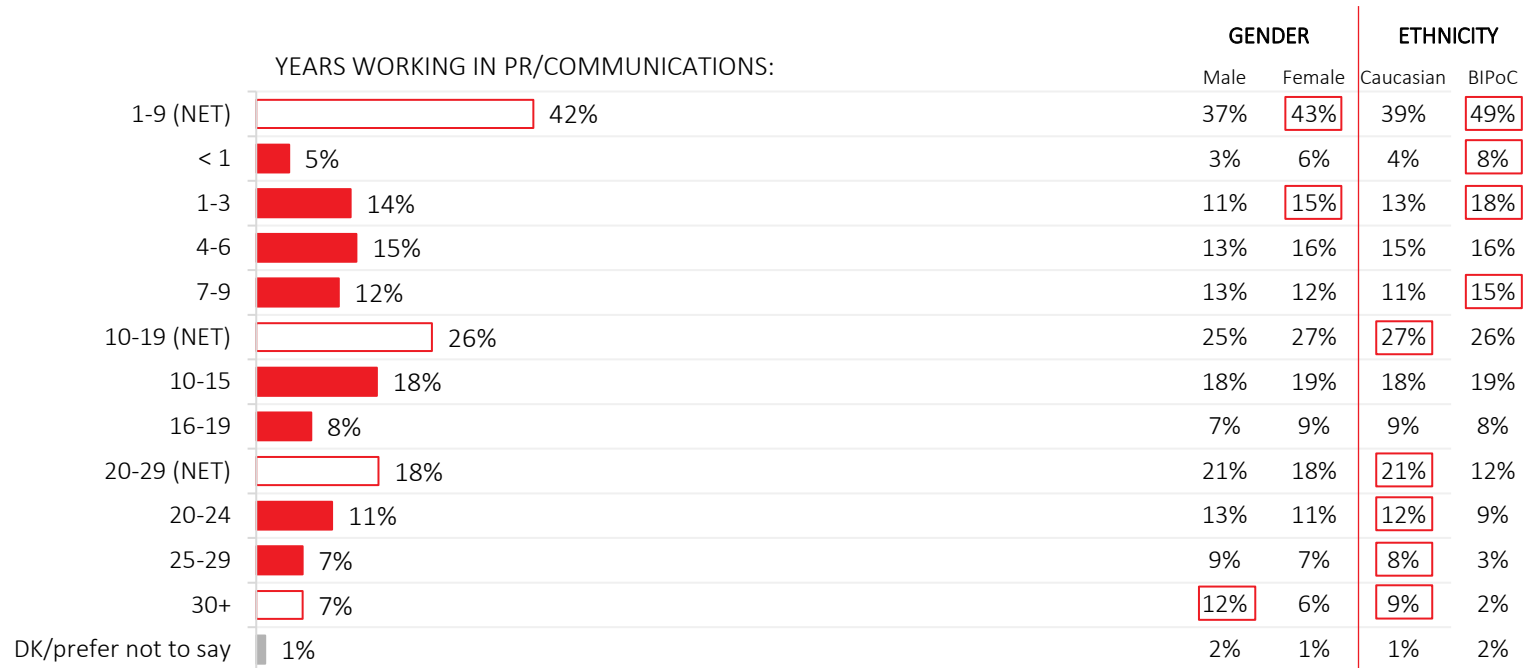
 Significantly higher

As the position in the company increases, so does the difference in the percentages between white employees and those of colour (i.e. Executive levels are occupied by 84% Caucasian/Europeans vs. 15% BIPOC). While women outnumber men in all positions, the difference lessens between the genders as the position gets higher (i.e. Junior positions 83% women vs. 16% men, however executive level sits at 67% women vs. 31% men).

POSITION IN COMPANY: RESULTS BY ROW %



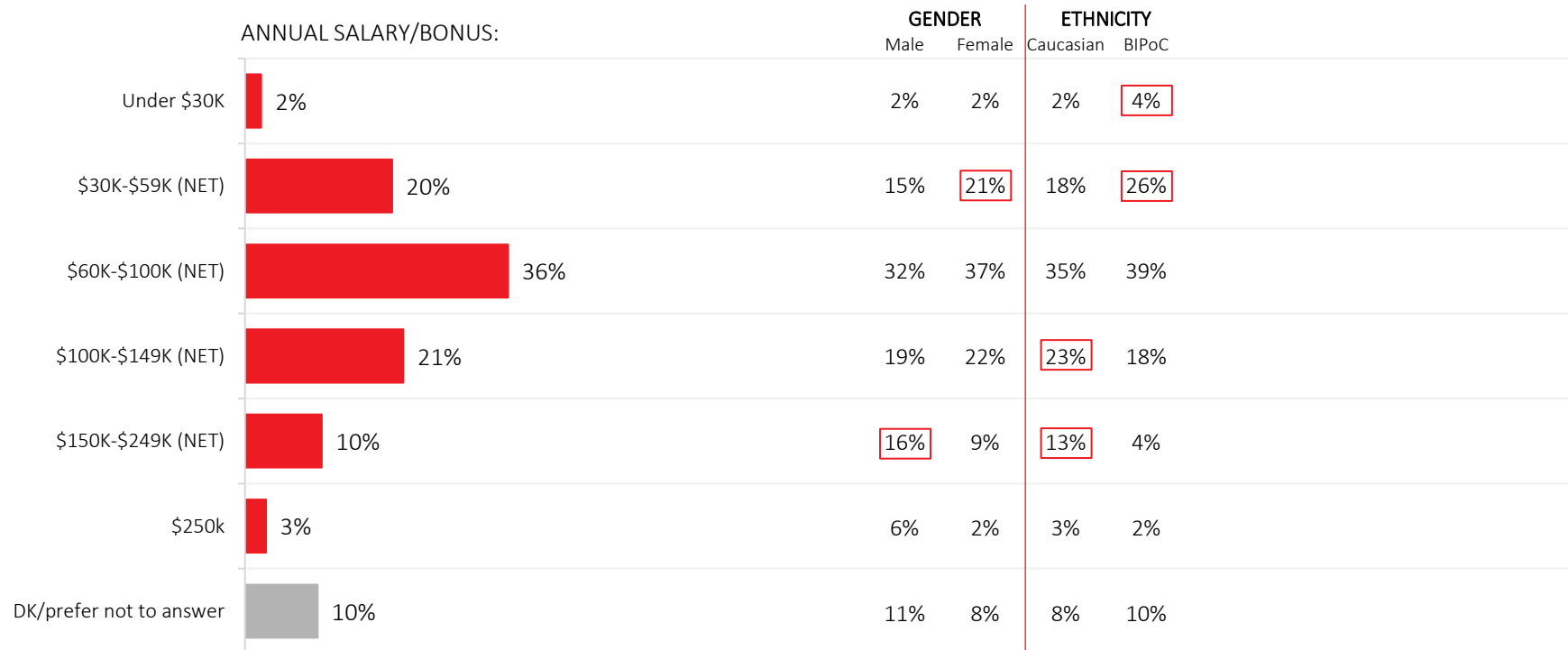
Four-in-ten have been working in PR/Communications for less than ten years, and that group skews female and BIPOC. Those working longer, especially 30+ years, tend to be male and Caucasian.



Q11 How many years have you been working in PR/communications? Base: ALL (n=1231).

Significantly higher

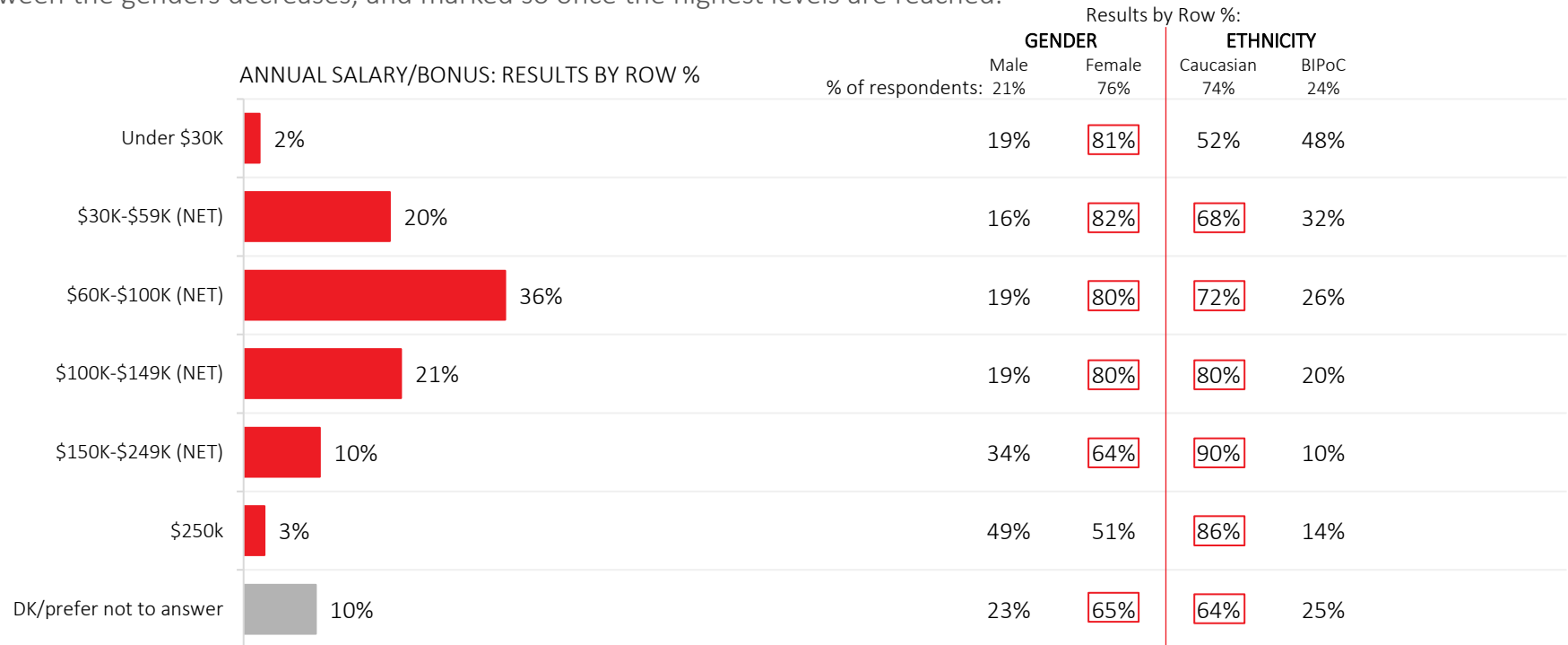
Results for income fall along similar lines as length of time working in PR/ Communications, with women and BIPOC likely to be earning on the low end, and men and Caucasian/Europeans earning more.



Q12 What is your annual salary compensation, including base salary and usual bonus level? Base: ALL (n=1231).

 Significantly higher

As the salary increases, so does the difference in the percentages between white employees and those of colour (i.e. those earning \$150K-\$249K are 90% Caucasian/Europeans vs. 10% BIPoC), however salary differences also reflect the demographics of BIPoC being concentrated in early-career positions. As with position in the company, while women significantly outnumber men in most salary categories, as the income rises, the differences between the genders decreases, and marked so once the highest levels are reached.



Q12 What is your annual salary compensation, including base salary and usual bonus level? Base: ALL (n=1231).

 Significantly higher



RESULTS:
Feelings of acceptance and value

Despite men representing about one-third of the respondents, they are significantly more likely to recommend a career in PR to women as well as agree with many other statements compared to women. White respondents are significantly more likely to agree to nearly all statements compared to those of colour.

	AGREEMENT WITH THE FOLLOWING (% AGREE):	GENDER		ETHNICITY	
		Male	Female	Caucasian	BIPOC
I would recommend a career in PR to people who identify as a woman	93%	96%	93%	96%	88%
I am proud to work in the PR profession	90%	89%	90%	92%	85%
I would recommend a career in PR to people who identify as LGBTQ2S+	89%	92%	89%	91%	84%
I would recommend a career in PR to people who identify as a man	89%	89%	89%	91%	84%
I feel valued and respected by my colleagues as a member of the PR profession	88%	90%	88%	92%	78%
I would recommend a career in PR to people who identify as Black, Indigenous, and/or people of colour	86%	89%	85%	90%	76%
I am satisfied with my current position within the PR industry	76%	75%	76%	80%	64%
I feel that I have been treated equally to others within the PR industry	74%	83%	72%	82%	52%
I believe that professionals of colour are treated equally within the PR industry	35%	46%	32%	37%	27%
I feel that PR professionals of all ethnicities, genders and backgrounds are treated equally on all respects within the PR industry	34%	40%	32%	36%	27%
I feel that Black professionals are treated equally within the PR industry	30%	39%	29%	33%	24%
I feel that Indigenous professionals are treated equally within the PR industry	19%	25%	18%	19%	19%

Q15 To what extent do you agree or disagree with the following statements. Base: ALL (n=1231).

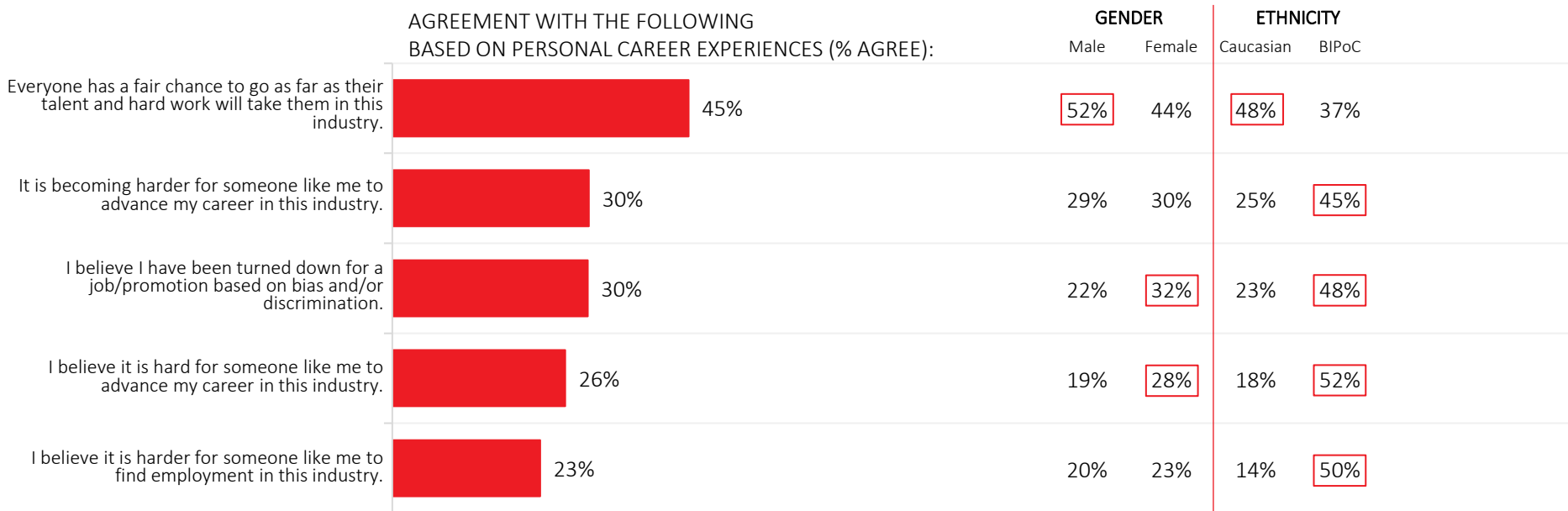
 Significantly higher

Women are significantly more likely to disagree that PR professionals are treated equally when it comes to ethnicities, genders, and backgrounds, and to recommend the career to other women. Those who are not Caucasian/European are significantly more likely to disagree with most statements around equality.

	AGREEMENT WITH THE FOLLOWING (% DISAGREE):	GENDER		ETHNICITY	
		Male	Female	Caucasian	BIPOC
I feel that PR professionals of all ethnicities, genders and backgrounds are treated equally on all respects within the PR industry	47%	41%	48%	40%	66%
I believe that professionals of colour are treated equally within the PR industry	41%	35%	43%	34%	63%
I feel that Black professionals are treated equally within the PR industry	38%	35%	39%	33%	55%
I feel that Indigenous professionals are treated equally within the PR industry	37%	37%	37%	36%	42%
I feel that I have been treated equally to others within the PR industry	22%	15%	24%	15%	44%
I am satisfied with my current position within the PR industry	21%	21%	21%	18%	31%
I feel valued and respected by my colleagues as a member of the PR profession	9%	8%	9%	6%	18%
I would recommend a career in PR to people who identify as Black, Indigenous, and/or people of colour	8%	5%	9%	5%	17%
I am proud to work in the PR profession	6%	7%	6%	6%	7%
I would recommend a career in PR to people who identify as a man	5%	6%	5%	4%	7%
I would recommend a career in PR to people who identify as LGBTQ2S+	4%	3%	4%	3%	5%
I would recommend a career in PR to people who identify as a woman	3%	1%	3%	2%	6%

 Significantly higher

Based on their own career experiences, men and PR professionals who are of Caucasian/European ethnicity are more likely to believe that they have had a fair chance. Women and those who are Black, Indigenous, and People of Colour are more likely to believe that it is more difficult for someone like them to advance in their career, it is also getting harder, and they believe they have been turned down for a job or promotion based on bias and/or discrimination.



Q16 To what extent do you agree or disagree with the following statements, based on your own career experiences? Base: ALL (n=1231).

 Significantly higher

While nine-in-ten feel trusted and valued, they are significantly more likely to be white rather than Black, Indigenous, or Person of Colour, and Caucasian/European and male PR professionals are more likely to feel accepted for who they are and feel listened to. Women are more likely to feel they have not been promoted or received raises at the same level as their colleagues, been excluded from social groups, and their work is often scrutinized more. BIPoC professionals are more likely to feel they need to conform to fit in, they have their work scrutinized more than others, and do not feel respected by the company.

	AGREEMENT WITH THE FOLLOWING RELATIVE TO OTHER PEOPLE AT SAME LEVEL (% AGREE):	GENDER		ETHNICITY	
		Male	Female	Caucasian	BIPoC
I feel that I am trusted.	91%	92%	91%	94%	86%
I feel like I am a valued member of my team.	89%	89%	89%	91%	84%
I feel accepted for who I am.	87%	92%	86%	91%	77%
I feel that I feel that my advice, opinion and counsel is usually heard, listened to and respected.	85%	88%	84%	87%	79%
I feel that I have not been promoted / received raises at the same level as my colleagues.	32%	23%	35%	31%	35%
I feel I have to conform and be someone I'm not to fit in.	27%	24%	27%	21%	45%
I have been excluded from some social groups at the office.	19%	15%	20%	18%	20%
I feel like my work is often scrutinized more.	17%	13%	19%	14%	28%
I feel the company does not respect me.	11%	9%	12%	10%	15%

 Significantly higher



RESULTS:
Equity, Diversity, and Inclusion

The following questions dive into the experiences of respondents when it comes to micro-aggression, unconscious bias, discrimination, and ‘gaslighting’ behaviours at their current or most recent work environment.

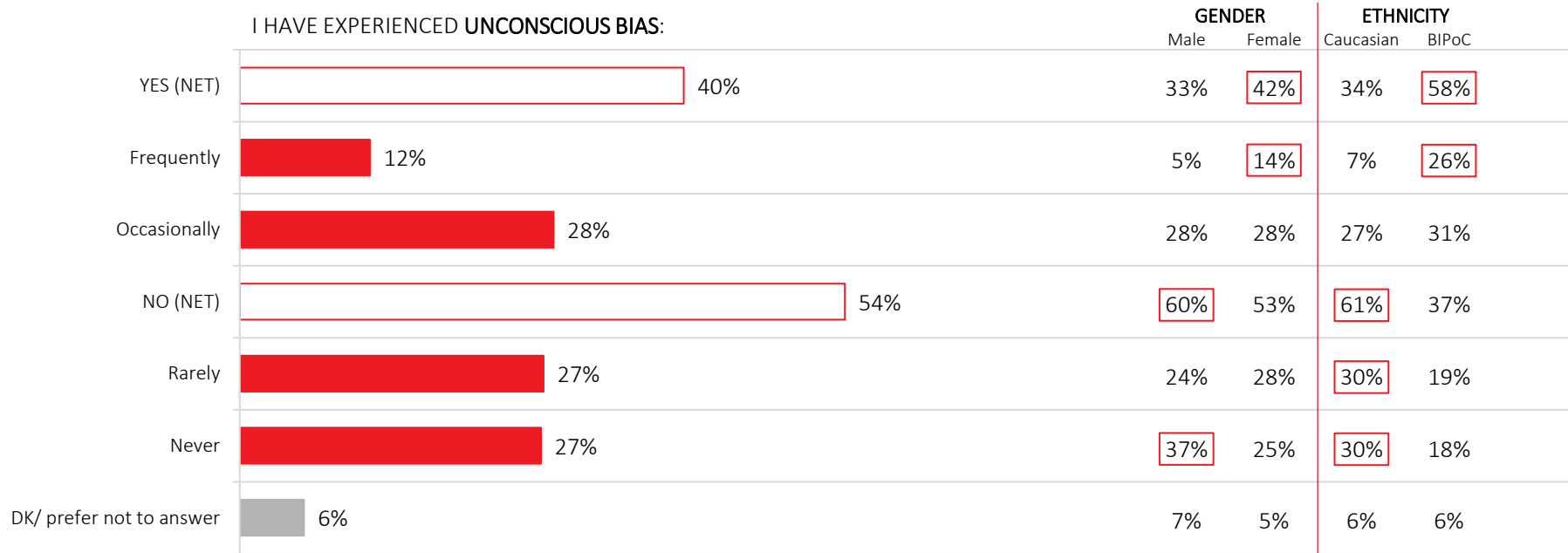
Micro-aggression: a statement, action, or incident regarded as an instance of indirect, subtle, or unintentional discrimination against members of a marginalized group such as a racial or ethnic minority. Examples of micro aggressions some members of the ACB (African Caribbean Black) communities hear include: “You’re so articulate.” “Where are you really from?” Examples of micro aggressions some women may experience include: “When are you going to have a baby?”

Unconscious biases are social stereotypes about certain groups of people that individuals form outside their own conscious awareness. Everyone holds **unconscious** beliefs about various social and identity groups, and these **biases** stem from one's tendency to organize social worlds by categorizing.

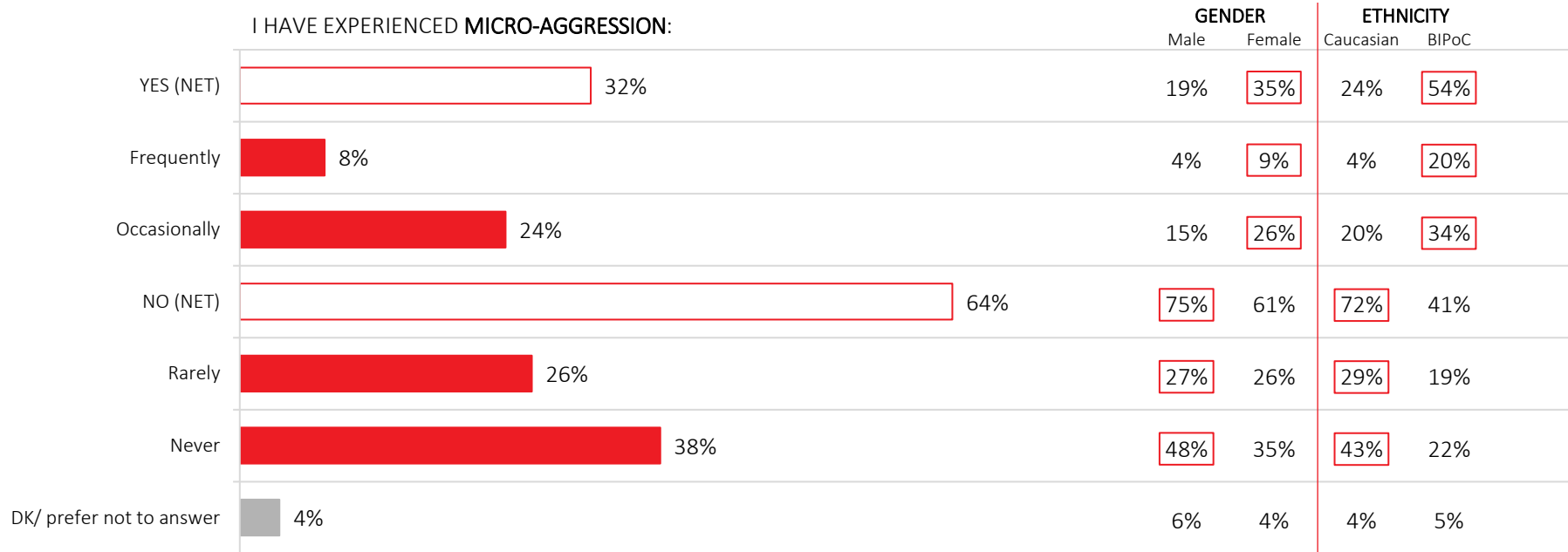
Discrimination the unjust or prejudicial treatment of different categories of people or things, especially on the grounds of race, age, or sex.

Gaslighting means to manipulate (someone) by psychological means into questioning their own sanity. For example, when a person brings up issues of discrimination (racial, sexual, etc.) to their colleagues and/or their manager and instead of being heard and believed they inform them that they may have “misunderstood” the intentions of the perpetrator.

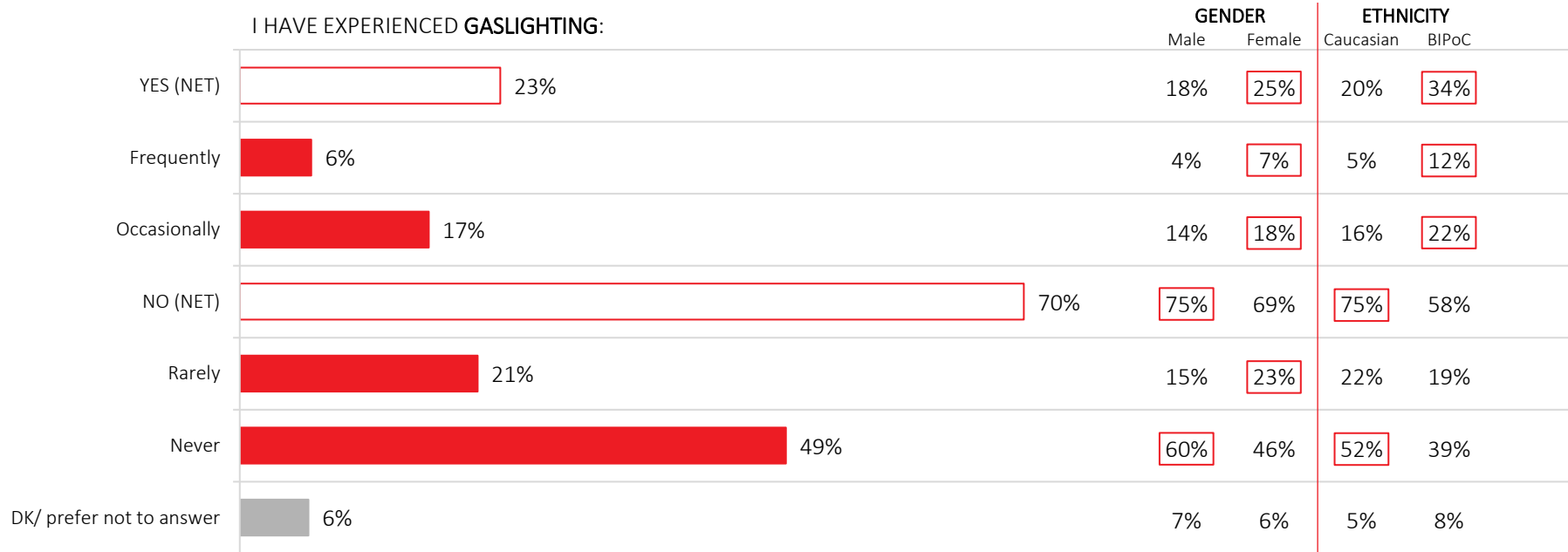
Four-in-ten have experienced **unconscious bias** in their current or most recent work environment. Again, it's least likely to be those who are white and male who say this, with women and those who are BIPOC significantly more likely to say they have not only experienced unconscious bias, but it has happened frequently.



While one-third say they have experienced **micro-aggression** in the workplace, that number jumps to just over half for those who are Black, Indigenous, and People of Colour (compared to Caucasian/European), and in fact 20% say it has happened frequently. Women (vs. men) are also more likely to have experienced this type of behaviour in their work environment.



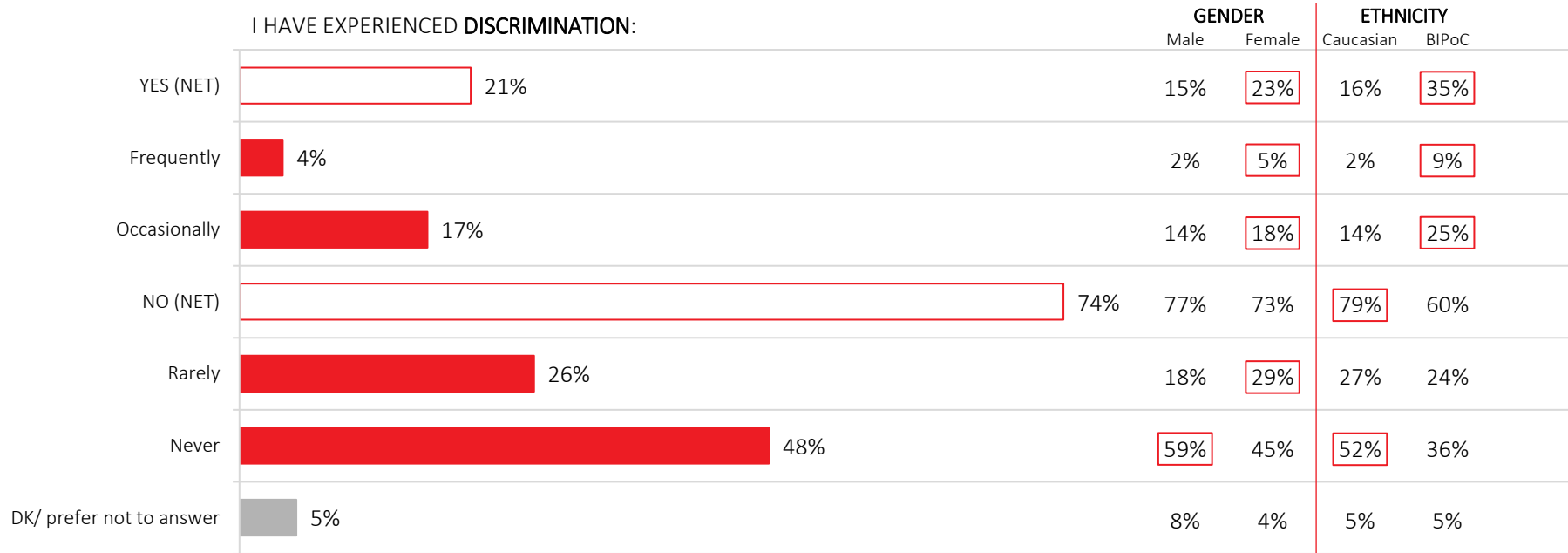
Seven-in-ten feel they have not experienced **gaslighting** in the workplace, driven primarily by those who are white and male. Those who have experienced gaslighting are significantly more likely to be women and BIPOC, although gender plays a smaller role here, with 23% of women also saying it's rarely happened to them.



Q18 To what degree do you feel that you have experienced each of these at your current or most recent work environment? Base: ALL (n=1231).

 Significantly higher

Those who say they have experienced **discrimination** are significantly more likely to be Black, Indigenous, People of Colour and women, although gender plays a smaller role here, as with gaslighting, as 29% of women say it's rarely happened to them.





RESULTS:
Mental, Emotional, and Physical Health

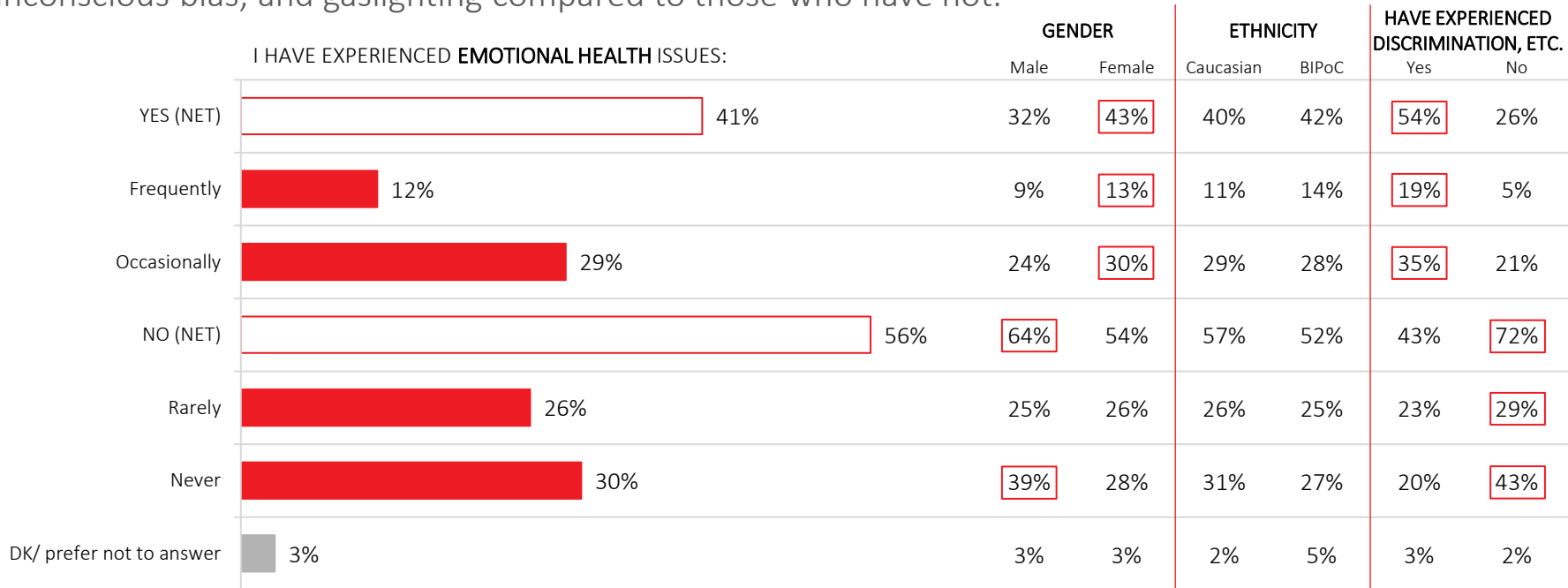
Half admit they have experienced detrimental mental health (anxiety, depression, helplessness, fear, irritability, etc.) due to their current place of employment. Women (vs. men) are significantly more likely to say they have mental health issues due to work, and say it's been frequent. Those who have also experienced discrimination, micro-aggressions, unconscious bias, and/or gaslighting are significantly more likely to have also experienced mental health issues.

		GENDER		ETHNICITY		HAVE EXPERIENCED DISCRIMINATION, ETC.	
		Male	Female	Caucasian	BIPOC	Yes	No
I HAVE EXPERIENCED MENTAL HEALTH ISSUES:							
YES (NET)	52%	44%	55%	53%	52%	65%	39%
Frequently	18%	13%	20%	18%	19%	27%	10%
Occasionally	34%	31%	35%	34%	33%	38%	30%
NO (NET)	45%	53%	43%	45%	44%	32%	59%
Rarely	26%	27%	26%	27%	26%	21%	33%
Never	19%	26%	17%	19%	18%	11%	26%
DK/ prefer not to answer	3%	3%	3%	2%	5%	3%	1%

Four-in-ten believe they have suffered detrimental physical health effects from their current place of employment, especially women (vs. men) who are significantly more likely to say they experience (and frequently experience) physical health issues, (headache, weight gain/loss, high blood pressure, frequent illness, insomnia, etc.). As with mental health, those who have experienced micro-aggressions, discrimination, unconscious bias, and gaslighting are significantly more likely to have had issues with their physical health.

	I HAVE EXPERIENCED PHYSICAL HEALTH ISSUES:		GENDER		ETHNICITY		HAVE EXPERIENCED DISCRIMINATION, ETC.	
	Male	Female	Caucasian	BIPOC	Yes	No	Yes	No
YES (NET)	42%		31%	45%	42%	42%	53%	30%
Frequently	13%		10%	14%	13%	14%	20%	6%
Occasionally	29%		22%	31%	29%	28%	34%	24%
NO (NET)	55%		65%	52%	55%	54%	43%	69%
Rarely	26%		29%	25%	25%	27%	24%	28%
Never	29%		37%	27%	30%	26%	19%	41%
DK/ prefer not to answer	3%		4%	3%	3%	5%	4%	2%

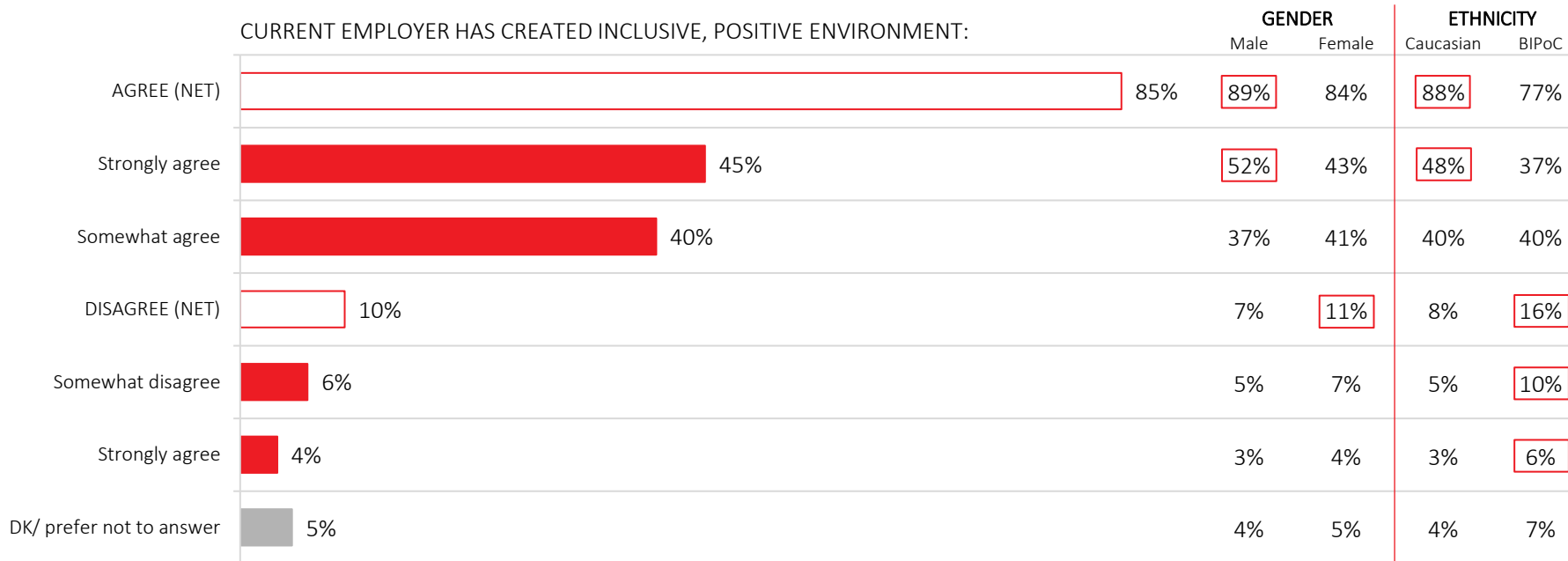
Four-in-ten say they have experienced emotional health issues, (appetite changes, memory and/or concentration difficulties, withdrawal, etc.) due to their current place of employment. As with other types of health, it's women (vs. men) who are significantly more likely to say they experience emotional health issues, and frequently. Emotional health issues are significantly more likely to be experienced by those who have encountered discrimination, micro-aggression, unconscious bias, and gaslighting compared to those who have not.





RESULTS:
Work Environment

Nearly all (85%) feel their current employer has created an inclusive positive environment where one is valued regardless of identity (race, gender, physical ability, sexual orientation, etc.). This feeling is largely driven by those who are male and white, however, as those who are women and BIPOC, are significantly more likely to disagree with this vs. their counterparts.



Q19_1 To what degree do you feel like your current employer has created an inclusive positive environment where you are valued regardless of your identity (i.e. race, gender, physical ability, sexual orientation, etc.)? Base: ALL (n=1231).

 Significantly higher



TEAM



DAVE SCHOLZ

Executive Vice-President,

Toronto Office

dscholz@leger360.com

416-964-4104

LISA COVENS

Vice-President,

Communications and Public Affairs

lcovens@leger360.com

416-964-4107

KATHLEEN THERIAULT

Research Analyst,

Communications and Public Affairs

ktheriault@leger360.com

416-964-4112