

# The Global DEI Census 2023

Türkiye Country 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

We also would like to express our gratitude to all Turkish partners who took part in this collective effort.



## 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, religion, disability) compared to market census data. Looking at seniority and indicative pay gaps, the proportion of women decreases at senior levels, although pay gap data suggest women's salaries are higher than men's across all seniority levels.

### Inclusion Headlines

Turkiye scores just below the global Inclusion Index benchmark (62% vs 63%), and has improved 2 pts against the 2021 Turkiye census (60%). 65% of respondents agree that their company is actively taking steps to be more diverse and inclusive (vs 72% global average) and 42% 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 18% of respondents either indicating they are likely to leave the industry based on a lack of inclusion and diversity or preferring not to answer this question. This rises to 25% for disabled respondents.

Sense of belonging is lower across all minority groups when compared with majority respondents.

40% of respondents believe that age can be a hindrance at their company, this increases amongst younger age groups, eg 48% for 25 – 34 year olds. We see a similar picture with family status with 47% of those who have dependent children indicating they believe that family status hinders one's career at their company.

**1.**  
**Demographics and**  
**Index Overview**



## Turkiye

**OVERALL RESPONSES = 137**

Company type	%
Brand (e.g., P&G, Unilever, Walmart, etc.)	27
Creative agency	15
Media agency	24
Media	6
Industry association / Trade body	4
Production House	1
Photography / Sound / Music Studio	-
Publisher	3
Research/Insights agency	2
I am a freelancer	1
PR agency	1
Digital agency	5
Tech	4
Other	7

Role / function	%
Executive Management / C-Suite	52
New Business / Marketing / Communications / PR	11
Sales / Commercial	1
Account Management / Client Services	3
Account Planning and Strategy	4
Research / Information / Insight	3
Data Analytics and Planning	3
Social Media / Communities	1
Programming / Ad Tech	-
Creative, Design, and Studio	2
Creative Services / Project Management	3

Role / function	%
Production / Production Administration / Art and Print Buying	2
Media	14
Events	-
Finance	-
Human Resources and Training	3
IT / Technology	-
Procurement / Operations	-
Legal	-
Office Services	-
Other	1

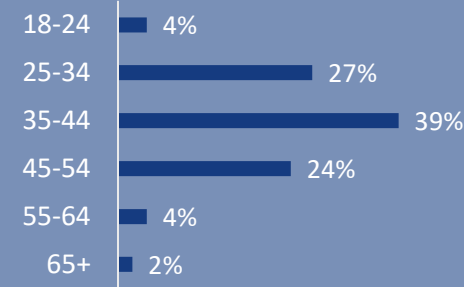


## Gender

	Women	Men	Other Gender
DEI census	55%	44%	-
National Average*	50%	50%	

\*taken from national census data

## Age

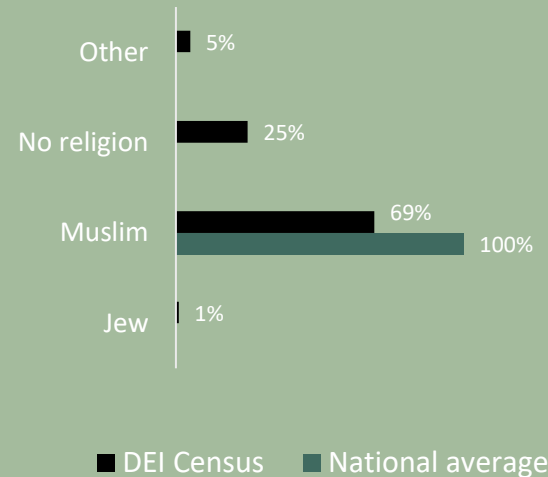


## Disability Status

**3%**

of respondents are disabled  
Compared to 3% national average

## Religion



## Caregiving

**41%** of respondents are parents to children under 16

**31%** 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
Turkiye 2023 survey	62%
Global average 2023	63%
Turkiye 2021 survey	60%

	Sense of Belonging	Absence of Discrimination	Presence of Demeaning Behaviour
Turkiye 2023 survey	62%	95%	17%
Global average 2023	69%	96%	19%
Turkiye 2021 survey	61%	97%	19%

**2.**

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



## Turkiye

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



■ Global average ■ Turkiye 2023 survey

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

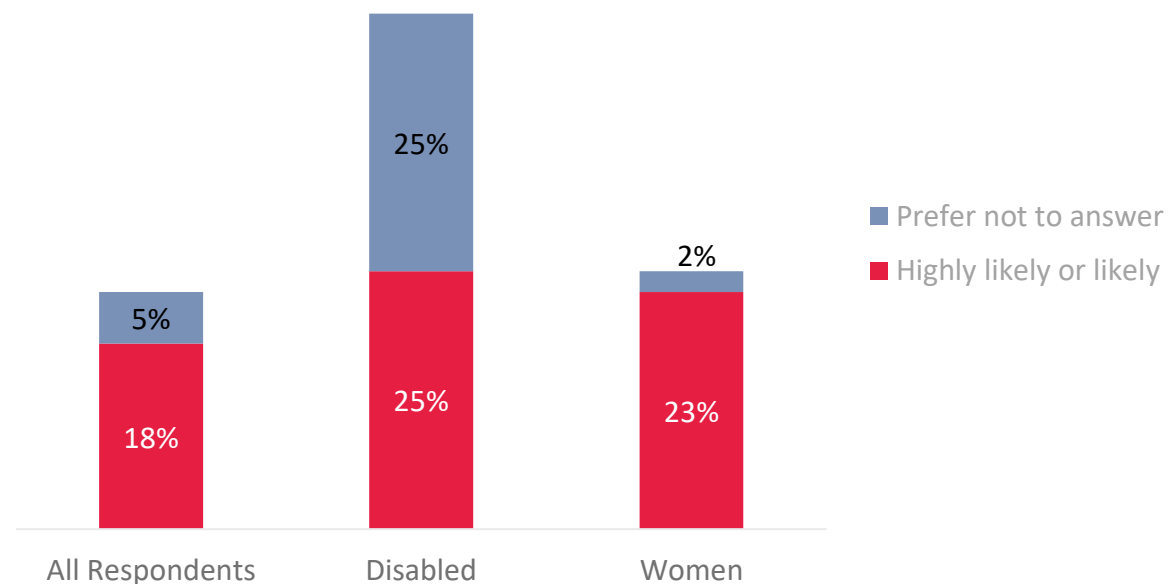


■ Global average ■ Turkiye 2023 survey

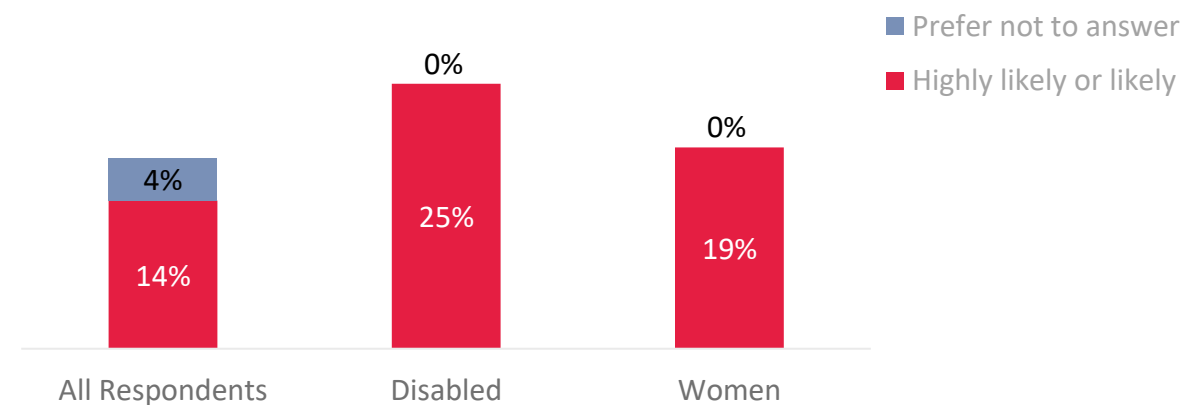
## Turkiye

## 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, Disability, Religion, Age, Family Responsibilities**

# Key Metrics

## Experiences of discrimination

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“At my company, I have personally experienced negative behaviour or discrimination based on my...”

## Escalation

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“I believe that most colleagues would escalate inappropriate behaviour to senior management or HR”

## Sense of Belonging

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“I feel like I belong at my company”

## Career obstacles

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“I have faced obstacles in my career progression in this company which I believe are due to who I am”



# Turkiye Headlines

## Experiences of discrimination

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Experiences of discrimination is generally low amongst respondents, with female respondents reporting the highest levels of discrimination (8%)

## Escalation

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Minority respondents were less likely to believe that inappropriate behaviour would be escalated to senior leadership and HR

## Sense of belonging

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

## Career obstacles

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Most minority respondents reported facing obstacles in their career because of who they are, with religious minorities (11%) most impacted

## Gender in Turkiye

**8%**

Of female respondents have experienced discrimination at their company based on their gender vs 6% global average. 4% of all respondents have witnessed discrimination towards others due to their gender.

**54%**

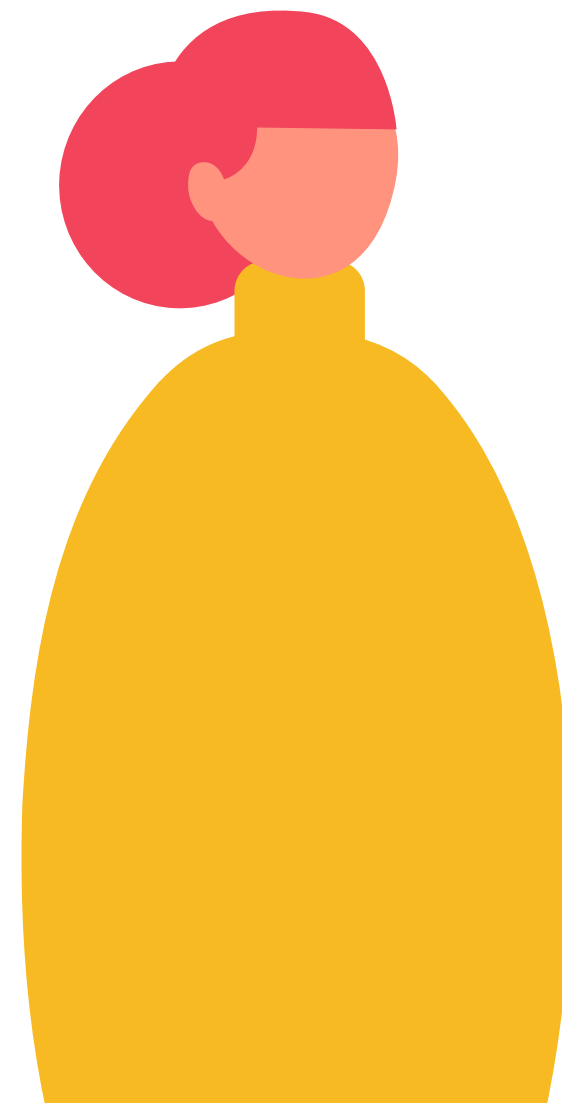
Of female respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 57% of men.

**61%**

Of female respondents feel like they belong at their company, compared to 69% of men.

**10%**

Of female respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 6% of men.



## Disability in Turkiye

**3%**

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

**50%**

Of respondents with disabilities believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 55% of their counterparts without disabilities.

**50%**

Of respondents with disabilities feel like they belong at their company, compared to 67% of their counterparts without disabilities.



## Conditions reported by those with a disability\* in Turkiye

Condition	%
Mobility impairments (e.g. amputation, paralysis, multiple sclerosis, muscular dystrophy, arthritis, spinal cord injury)	50
Fatigue / lack of stamina	25
Breathing capacity (e.g. asthma, COPD)	-
Neurodiversity (e.g. autism, Asperger's syndrome, dyslexia, dyscalculia, dyspraxia, ADHD, obsessive-compulsive disorder (OCD), Tourette syndrome)	25
Visual impairments (e.g. poor vision, colour blindness)	25
Motor skill impairments (e.g. arthritis, strokes, dexterity)	-
Mental health (e.g. depression, bipolar)	25
Stress / anxiety	50
Hearing impairments	-
Long-term implications from COVID	-
Other	-
None of the above	-

\* 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 Turkiye

**29%**

Of respondents report often being very stressed at work.

**25%**

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

**27%**

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

**43%**

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

**29%**

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

**31%**

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

## Religion in Turkiye

**5%**

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

**51%**

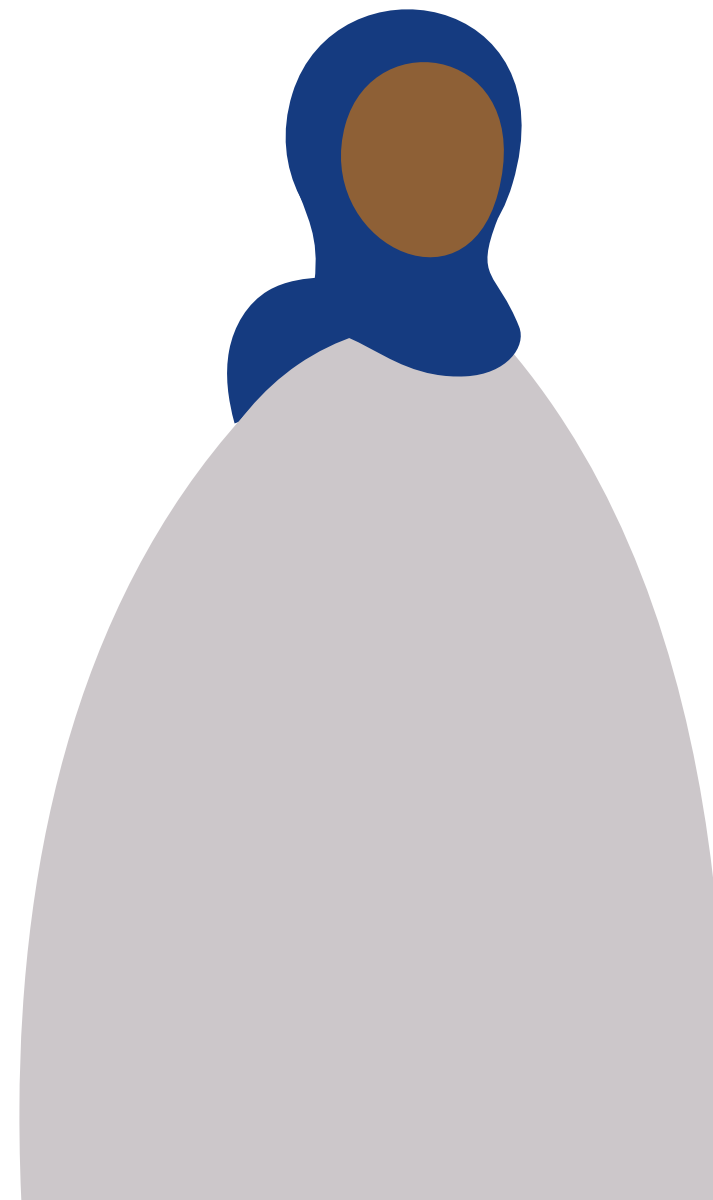
Of religious minority respondents believe that most colleagues would escalate inappropriate behaviour to senior management or HR, compared to 54% of their religious majority counterparts.

**60%**

Religious minority respondents feel like they belong at their company, compared to 65% of their religious majority counterparts.

**11%**

Religious minority respondents believe they have faced obstacles in their career progression at their company due to who they are, compared to 4% of their religious majority counterparts.



## Age in Turkiye

**16%**

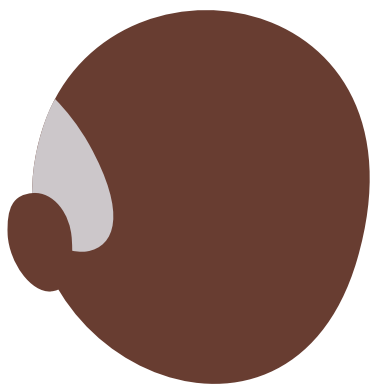
Of respondents have personally experienced discrimination due to their age.

**40%**

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

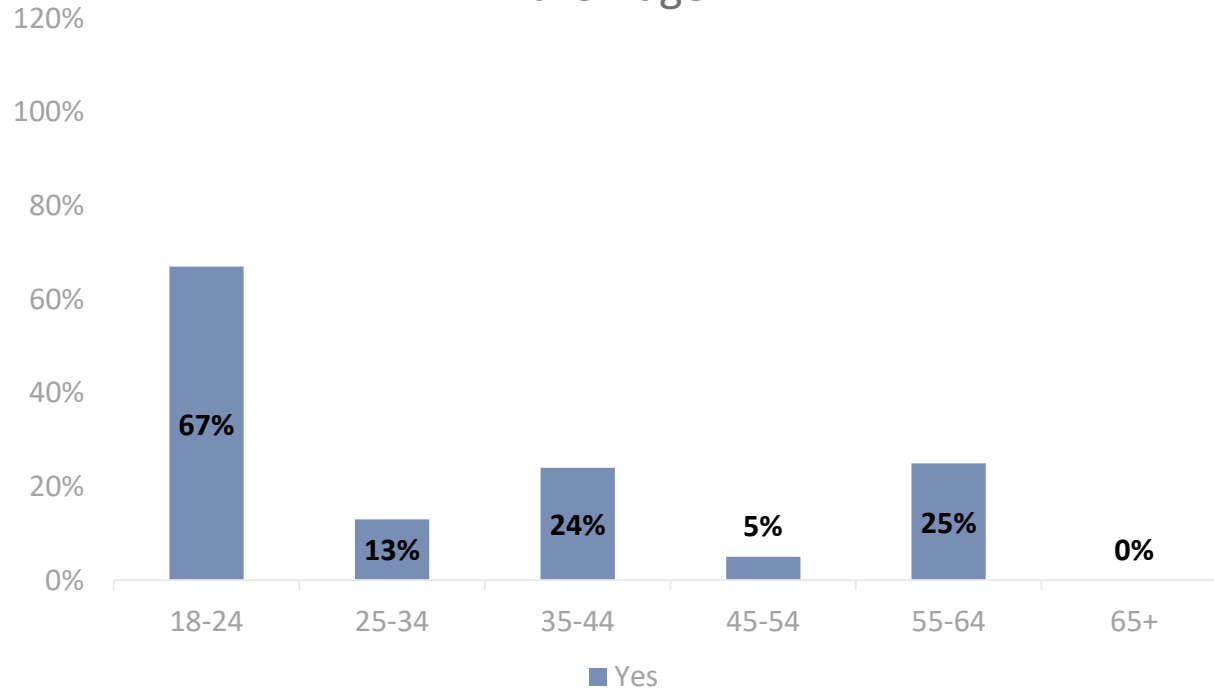
**21%**

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

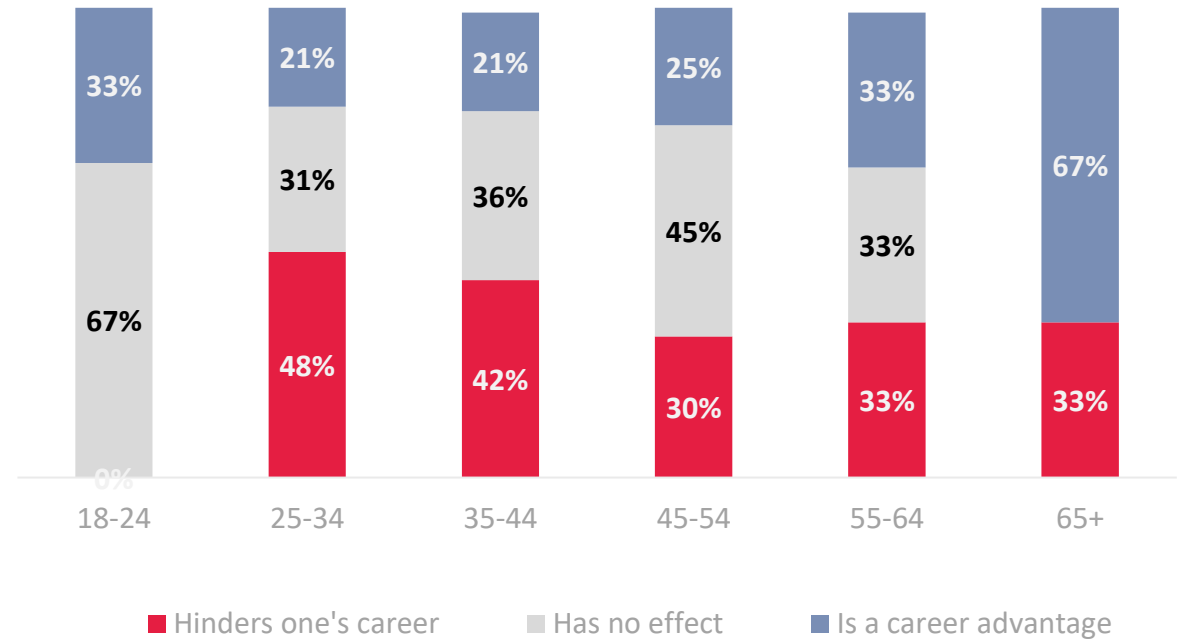


# Perceptions of Ageism in Turkiye

% personally experienced discrimination due to their age



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





## Family Responsibilities in Turkiye

**6%**

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

**38%**

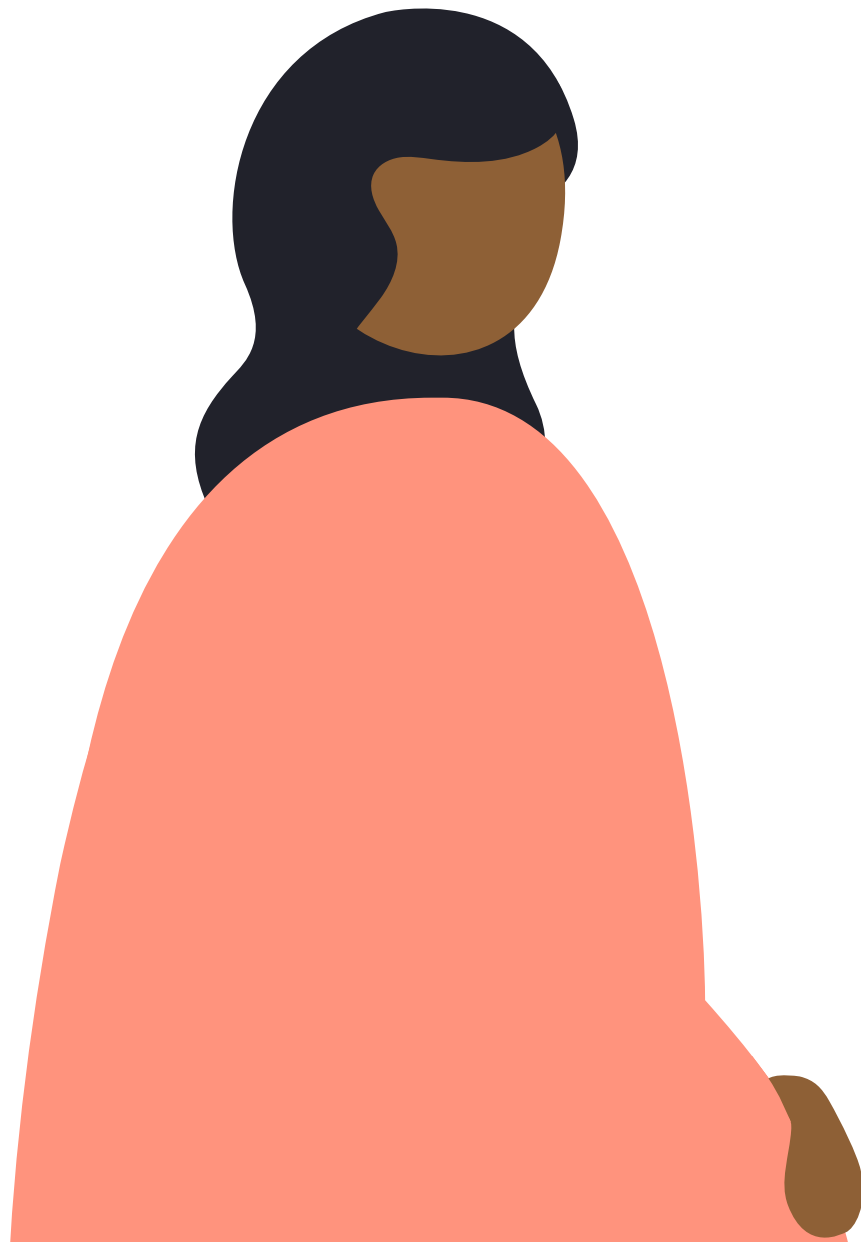
Of respondents believe that family responsibilities can hinder one's career at their company.

**11%**

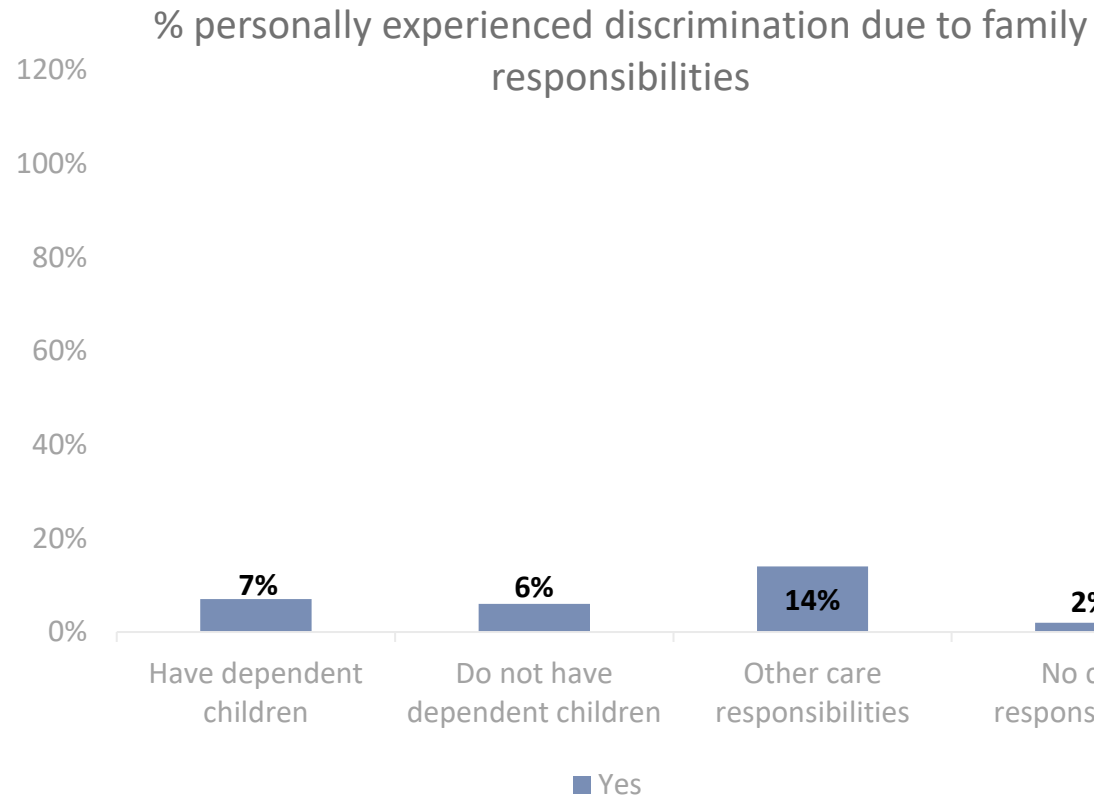
Of female respondents have personally experienced discrimination due to their family responsibilities, compared to -% of men.

**46%**

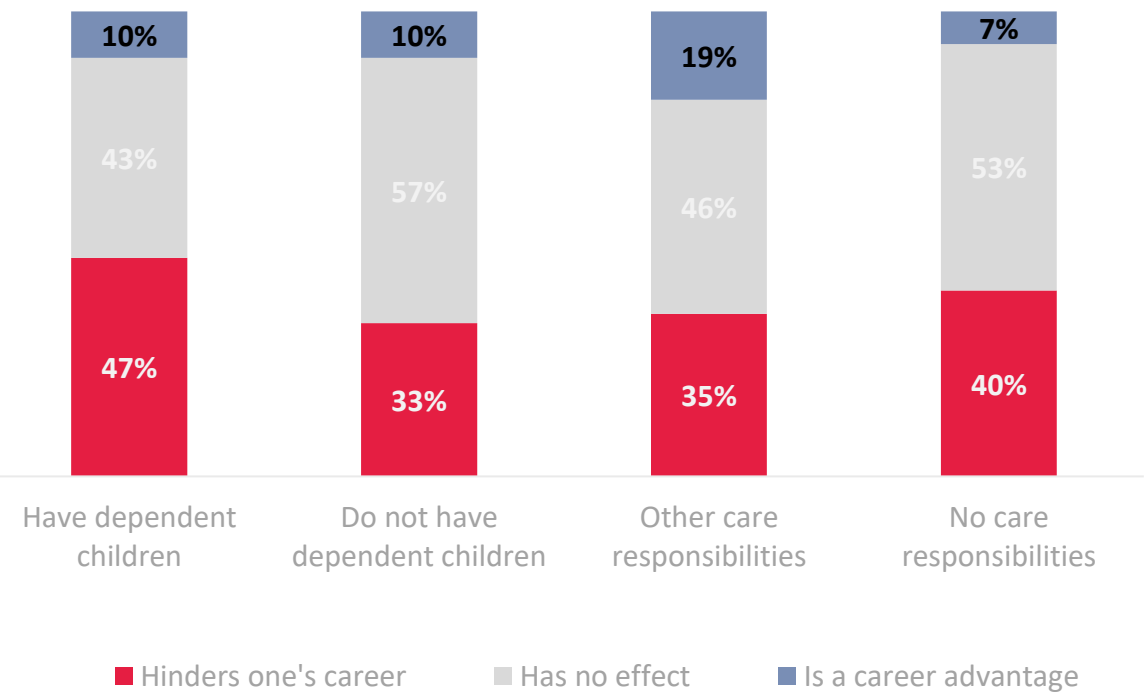
Of female respondents believe that family responsibilities can hinder one's career at their company, compared to 31% of men.



## Perceptions of Family Responsibilities in Turkiye



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

## Turkiye and global data

Wave 2 - 2023 - total	Turkiye	GLOBAL
<b>Inclusion Index</b>	62%	63%
<b>Company Sense of Belonging Percent</b>	62%	69%
I feel like I belong at my company - % agree	64%	74%
I am a valued and essential part of my direct team - % agree	79%	82%
I am a valued and essential part of my company - % agree	61%	71%
I am emotionally and socially supported at work - % agree	55%	64%
My unique attributes, characteristics, skills, experience and background are valued in my company - % agree	63%	70%
Employees in my company feel comfortable being themselves - % agree	66%	75%
Senior management do not discriminate when it comes to hiring or career advancements of those that report into them - % agree	60%	55%
I am provided with sufficient support to develop my skills and progress my career - % agree	48%	57%
<b>Absense of Discrimination Percent</b>	95%	96%
My Age - Personally Discriminated at Company - % no	84%	92%
My Gender - Personally Discriminated at Company - % no	93%	94%
My Family Status - Personally Discriminated at Company - % no	94%	95%
My Race - Personally Discriminated at Company - % no	99%	96%
Religion - Personally Discriminated at Company - % no	99%	99%
Disability Status - Personally Discriminated at Company - % no	99%	99%
Relationship status - Personally Discriminated at Company - % no	98%	99%
Appearance - Personally Discriminated at Company - % no	95%	96%
Social Class - Personally Discriminated at Company - % no	96%	97%
<b>Presence of Negative Behavior Percent</b>	17%	19%
Unfairly spoken over and not listened to in meetings - % yes	11%	27%
Learning Opportunities or progress restricted by senior colleagues - % yes	11%	17%
Undervalued compared to colleagues of equal competence - % yes	30%	28%
People taking sole credit for shared efforts - % yes	34%	32%
Bullied, undermined or harassed in any way - % yes	9%	13%
Physical harassment or violence - % yes	0%	1%
Exclusion from events/activities - % yes	9%	13%
Made to feel uncomfortable in the workplace - % yes	28%	22%