



# A Diversity Report for the Advertising/Marketing Industry

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**ANA Diversity Fair**

October 15, 2024

# Three studies

1. **ANA Board of Directors and Select Member Companies Diversity Benchmark:** Gender and ethnic diversity among the U.S.-based marketing departments of 88 ANA client-side marketer member companies, with 20k individuals.
2. **ANA Overall Membership:** Gender and ethnic diversity of the overall ANA membership, approximately 1,600 companies and 30k individuals.
3. **ANA Member CMOs:** Gender and ethnic diversity of the CMO/ CMO-equivalent at 936 ANA member client-side marketer members.





**ANA Board of Directors and  
Select Member Companies Diversity  
Benchmark: 2023 Survey**

# Historical Participation

## ANA Board of Directors and Select Member Companies Diversity Benchmark

|             | Number of Companies | Number of Marketers | Average Per Company |
|-------------|---------------------|---------------------|---------------------|
| <b>2023</b> | <b>88</b>           | <b>19,949</b>       | <b>227</b>          |
| 2022        | 81                  | 19,966              | 246                 |
| 2021        | 61                  | 16,514              | 271                 |
| 2020        | 40                  | 15,419              | 385                 |
| 2019        | 26                  | 13,078              | 503                 |
| 2018        | 17                  | 9,677               | 569                 |



# Overall Ethnic Diversity (%)

ANA Board of Directors and Select Member Companies Diversity Benchmark

| 2023 | 2022 | 2021 | 2020 | 2019 | 2018 |
|------|------|------|------|------|------|
| 30.8 | 32.3 | 30.8 | 28.5 | 27.6 | 29.4 |



# Historical Ethnic Diversity by Segment (%)

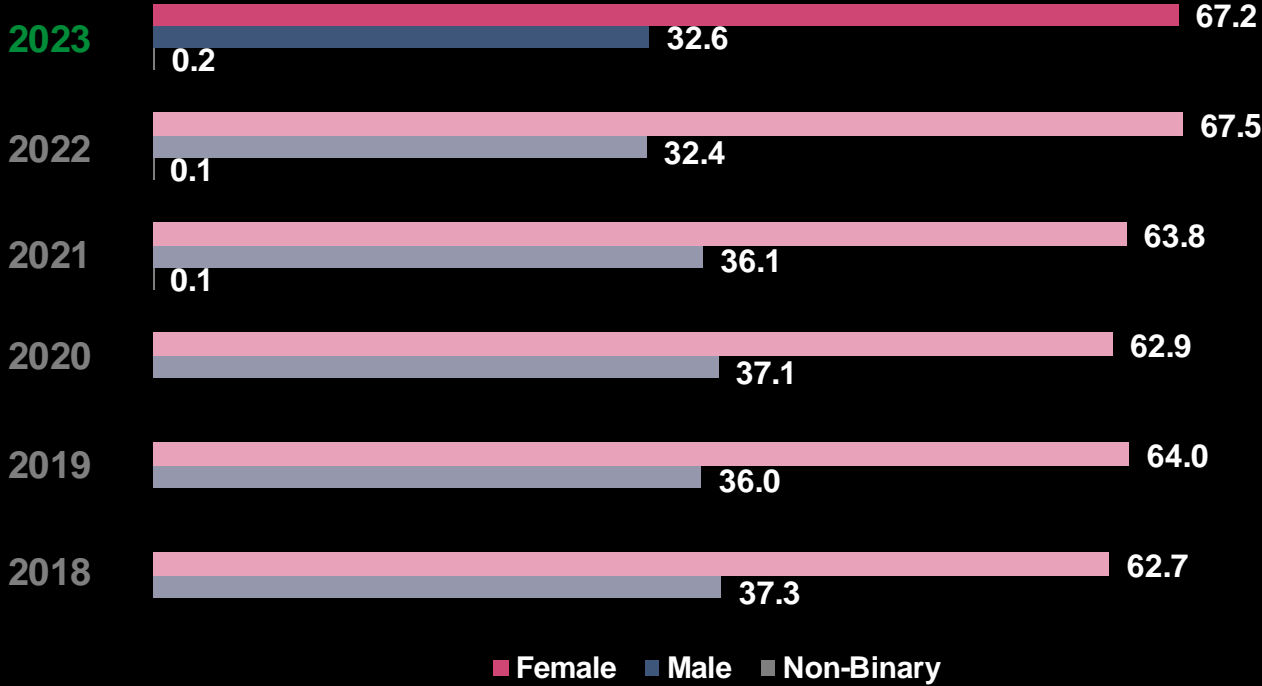
## ANA Board of Directors and Select Member Companies Diversity Benchmark

|                                  | % U.S. Population | 2023        | 2022 | 2021 |
|----------------------------------|-------------------|-------------|------|------|
| <b>TOTAL DIVERSE</b>             | <b>42.2</b>       | <b>30.8</b> | 32.3 | 30.8 |
| African American/Black           | 12.1              | 7.2         | 7.2  | 6.6  |
| American Indian/ Alaskan Native  | 0.7               | 0.3         | 0.4  | 0.5  |
| Asian                            | 5.9               | 10.3        | 10.2 | 11.7 |
| Hispanic/Latino                  | 18.7              | 9.5         | 10.9 | 8.9  |
| Native Hawaiian/Pacific Islander | 0.2               | 0.2         | 0.3  | 0.3  |
| White (Non-Hispanic)             | 57.8              | 69.2        | 67.7 | 69.2 |
| Multiracial                      | 4.1               | 2.4         | 2.5  | 2.2  |
| Other                            | 0.5               | 0.9         | 0.8  | 0.6  |



# Gender Identity (%)

ANA Board of Directors and Select Member Companies Diversity Benchmark



# Gender by Job Level (%)

ANA Board of Directors and Select Member Companies Diversity Benchmark

|                                 | Female      | Male        | Non-Binary |
|---------------------------------|-------------|-------------|------------|
| <b>ALL</b>                      | <b>67.2</b> | <b>32.6</b> | <b>0.2</b> |
| <b>Senior-Level</b>             | <b>57.7</b> | <b>42.1</b> | <b>0.2</b> |
| <b>Mid-Level/Upper End</b>      | <b>62.4</b> | <b>37.4</b> | <b>0.2</b> |
| <b>Mid-Level/Lower End</b>      | <b>68.2</b> | <b>31.5</b> | <b>0.3</b> |
| <b>Entry-Level Professional</b> | <b>68.9</b> | <b>31.0</b> | <b>0.1</b> |
| <b>Admin/Clerical/Support</b>   | <b>74.0</b> | <b>25.6</b> | <b>0.4</b> |





# Gender by Senior Level (%)

ANA Board of Directors and Select Member Companies Diversity Benchmark

| Senior Level Female Percentage |      |
|--------------------------------|------|
| 2023                           | 57.7 |
| 2022                           | 55.6 |
| 2021                           | 54.8 |
| 2020                           | 56.2 |
| 2019                           | 52.3 |
| 2018                           | 46.0 |



# Gender by Entry Level (%)

ANA Board of Directors and Select Member Companies Diversity Benchmark

| Entry Level Female Percentage |      |
|-------------------------------|------|
| 2023                          | 68.9 |
| 2022                          | 67.8 |
| 2021                          | 70.8 |
| 2020                          | 65.5 |
| 2019                          | 65.3 |
| 2018                          | 67.6 |



# Historical Ethnic Diversity by Job Level (%)

ANA Board of Directors and Select Member Companies Diversity Benchmark

|               | ALL  | Senior-Level | Mid-Level/<br>Upper End | Mid-Level/<br>Lower End | Entry-Level<br>Professional | Admin/Clerical/<br>Support |
|---------------|------|--------------|-------------------------|-------------------------|-----------------------------|----------------------------|
| TOTAL DIVERSE | 30.8 | 27.9         | 29.4                    | 31.2                    | 31.3                        | 32.4                       |



# Senior Level Diverse Percentage (%)

ANA Board of Directors and Select Member Companies Diversity Benchmark

| Senior Level Diverse Percentage |      |
|---------------------------------|------|
| 2023                            | 27.9 |
| 2022                            | 27.4 |
| 2021                            | 28.5 |
| 2020                            | 26.4 |
| 2019                            | 25.4 |
| 2018                            | 26.2 |



# Entry Level Diverse Percentage (%)

ANA Board of Directors and Select Member Companies Diversity Benchmark

| Entry Level Diverse Percentage |      |
|--------------------------------|------|
| 2023                           | 31.3 |
| 2022                           | 34.2 |
| 2021                           | 33.1 |
| 2020                           | 31.9 |
| 2019                           | 30.9 |
| 2018                           | 30.8 |



# LGBTQ+ and People with Disabilities (%)

ANA Board of Directors and Select Member Companies Diversity Benchmark

|      | LGBTQ+ | Disability |
|------|--------|------------|
| 2023 | 72     | 86         |
| 2022 | 62     | 83         |
| 2021 | 56     | 79         |
| 2020 | 50     | 84         |
| 2019 | 58     | 85         |

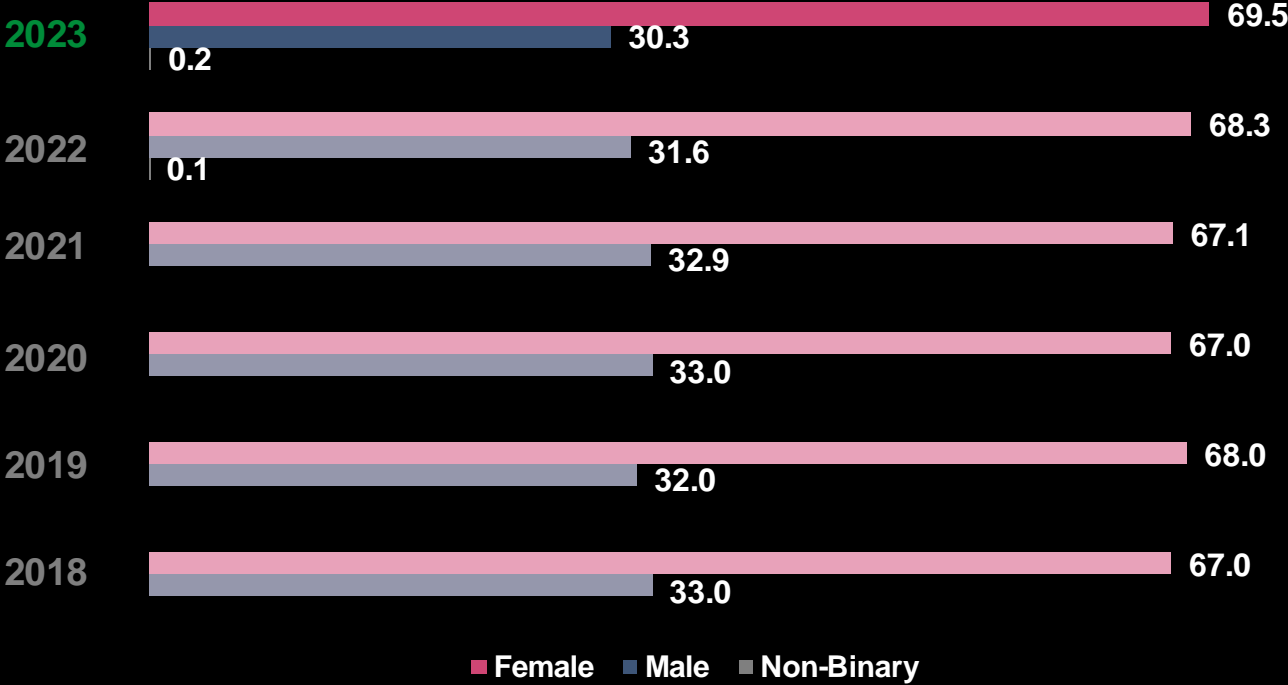




**ANA Overall Membership:  
Rolling Three-Year Average**

# Gender (%)

## ANA Overall Membership





# Ethnicity (%)

## ANA Overall Membership

2023

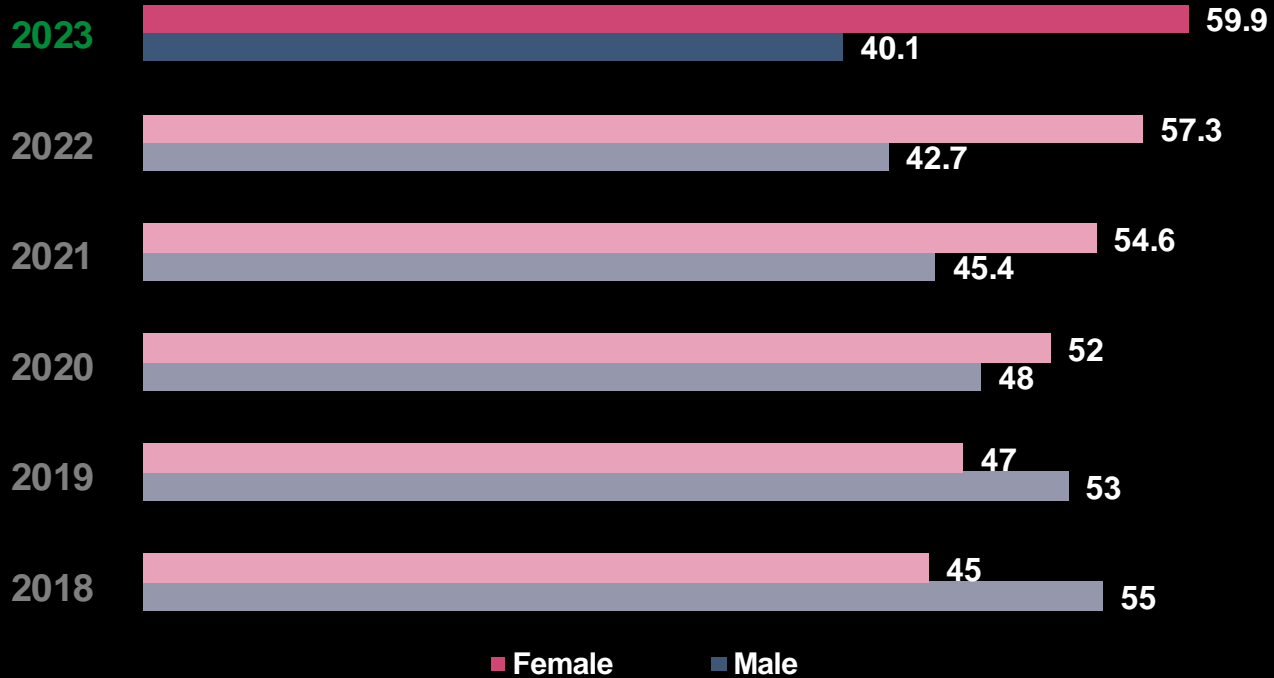
| TOTAL DIVERSE | African American/ Black | American Indian/ Alaskan Native | Asian | Hispanic/ Latino | Native Hawaiian/ Pacific Islander | White Non-Hispanic | Other (including Multiracial) |
|---------------|-------------------------|---------------------------------|-------|------------------|-----------------------------------|--------------------|-------------------------------|
| 31.3          | 6.9                     | 0.3                             | 10.5  | 9.6              | 0.1                               | 68.7               | 3.9                           |



# **ANA Member CMOs**

# Gender (%)

ANA CMOs



# Ethnicity (%)

ANA CMOs

|      | TOTAL DIVERSE | African American/ Black | Asian | Hispanic/ Latino | White Non-Hispanic |
|------|---------------|-------------------------|-------|------------------|--------------------|
| 2023 | 17.3          | 5.2                     | 7.5   | 4.6              | 82.7               |

# Wrap-up

## 1. Ethnicity in the Marketing Industry

- Two steps forward and one step back
- Blacks and Hispanics are underrepresented
- Asian over represented
- Ethnic diversity low at CMO level

## 2. Gender representation

- Industry 2/3 female
- Senior-level female representation rising

## 3. Other:

- Rising self identification of LGBTQ and People w/ Disabilities.
- Report has qualitative action steps to improve ethnic diversity.



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