

ALL IN

WE ARE IN

I'm in

We are in

We are in.

I'm
IN

I'm
IN

We are in

We are in

I'm in!

WE ARE
IN

ALL IN

UK ADVERTISING CENSUS

2025 Key Findings

**ADVERTISING
ASSOCIATION**

ISBA

IPA
Incorporated
by Royal Charter

Contents

Introduction	2	Age	16
Gender	6	Mental Health	17
Ethnicity	9	Hybrid Working	18
Disability	12	AI	21
Social Mobility	14	Retention	23
Sexual Orientation	15		

All In Census Response

Over
14,000
Responses



Which equates to an investment of...

£225,000

of the industry's time



The **largest survey** of its kind
undertaken in any UK industry

Employee satisfaction

78%

of All In respondents enjoy working
in the advertising industry

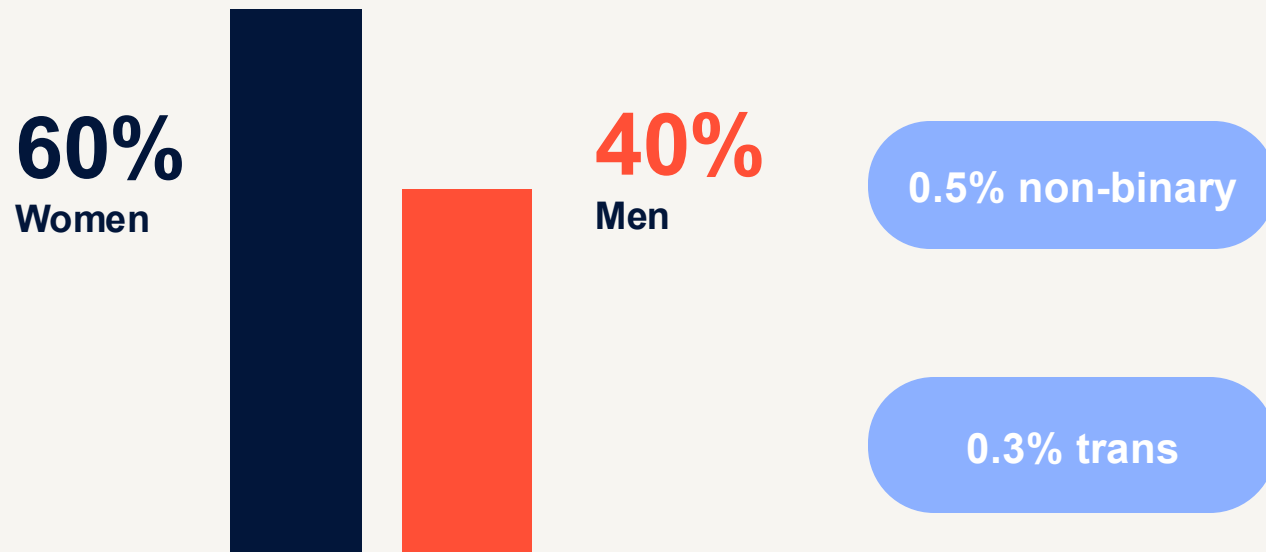
Employee satisfaction

Just 40% of respondents feel that advertising is a trustworthy industry to work in

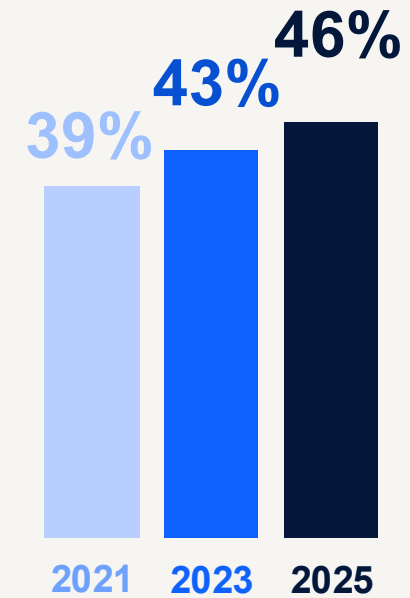
Just 44% of respondents believe that advertising has a positive impact on society

6% Employee Net Promoter Score (eNPS)

Gender - Representation



% of 2025 respondents by gender



% of C-Suite that are women
– 2021, 2023, 2025

Gender - Experience

% of respondents
experiencing in the last

12 months:

Sexual discrimination

Women

10%

Men

3%

Sexual harassment

2%

1%



Trans - Experience

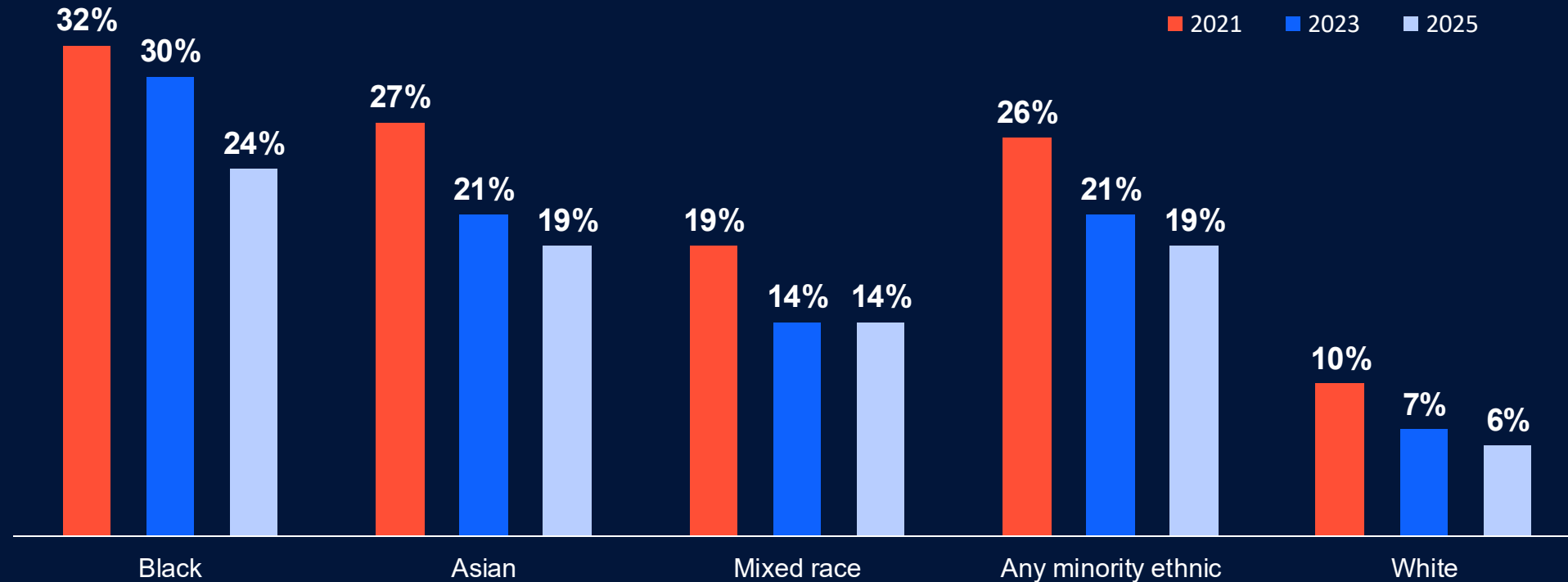
	Trans	All In Av.
Feel they belong at their company	51%	68%
Likely to leave the industry due to lack of inclusion/discrimination	23%	9%
Made to feel uncomfortable in the workplace	60%	15%
Experienced sexual discrimination	42%	7%

Ethnicity - Representation

	Black :	Asian:	Mixed race:	Any minority ethnic:
All In Total	4%	8%	5%	18%
UK working population	3%	8%	2%	14%
London working population	11%	18%	3%	38%
All In C-suite positions	2%	5%	4%	11%

Ethnicity - Experience

Likely to leave the industry due to lack of inclusion/discrimination – 2021 vs 2023 vs 2025



Most likely to have experienced discrimination:

Black

16%

Asian

12%

Muslims

12%

Women

10%



However, these levels are all lower than in 2021



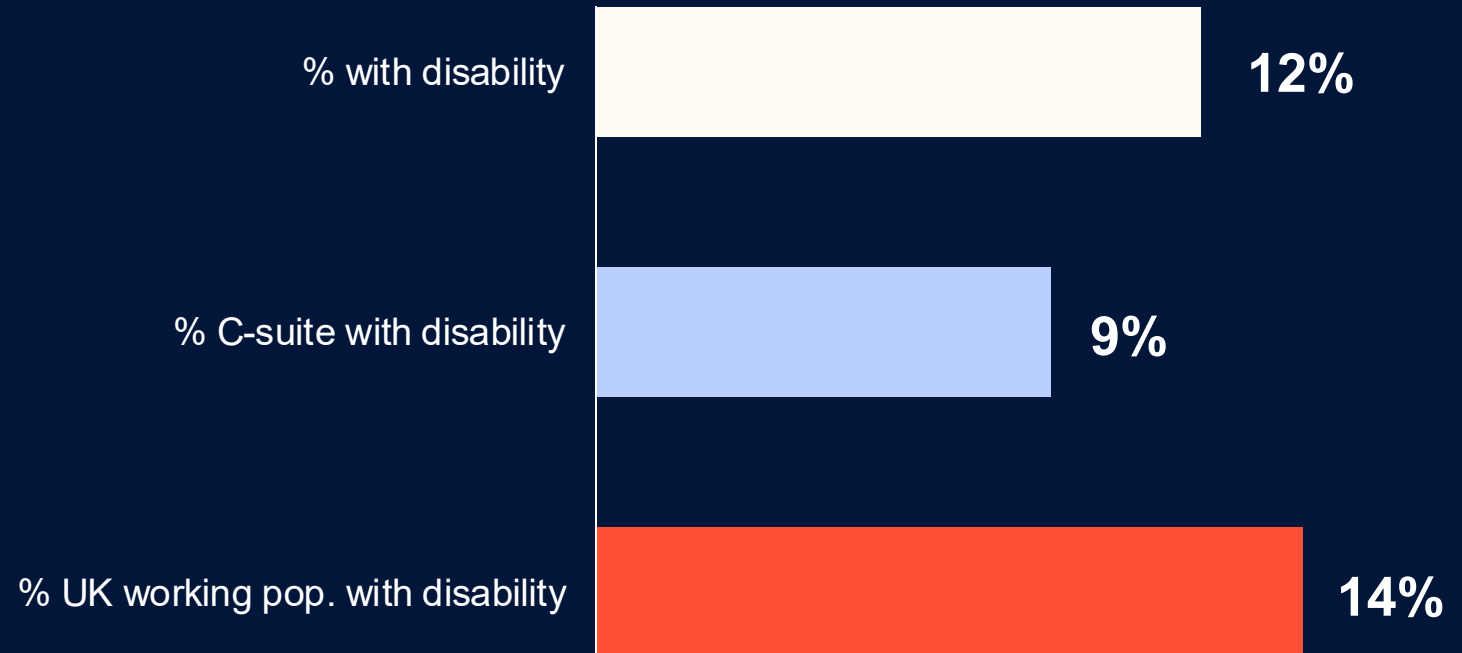
22%

15%

16%

12%

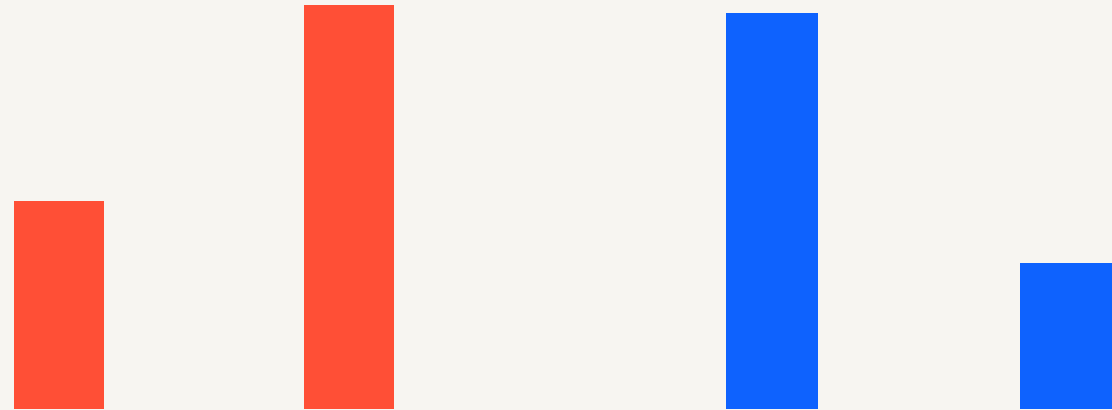
Disability - Representation



Disability - Experience

	2021	2023	2025
Feel supported by their company	72%	76%	72%
Experienced discrimination due to disability	6%	7%	8%
Likely to leave the industry due to lack of inclusion/discrimination	22%	16%	16%

Social Mobility - Representation



Working class are under-represented

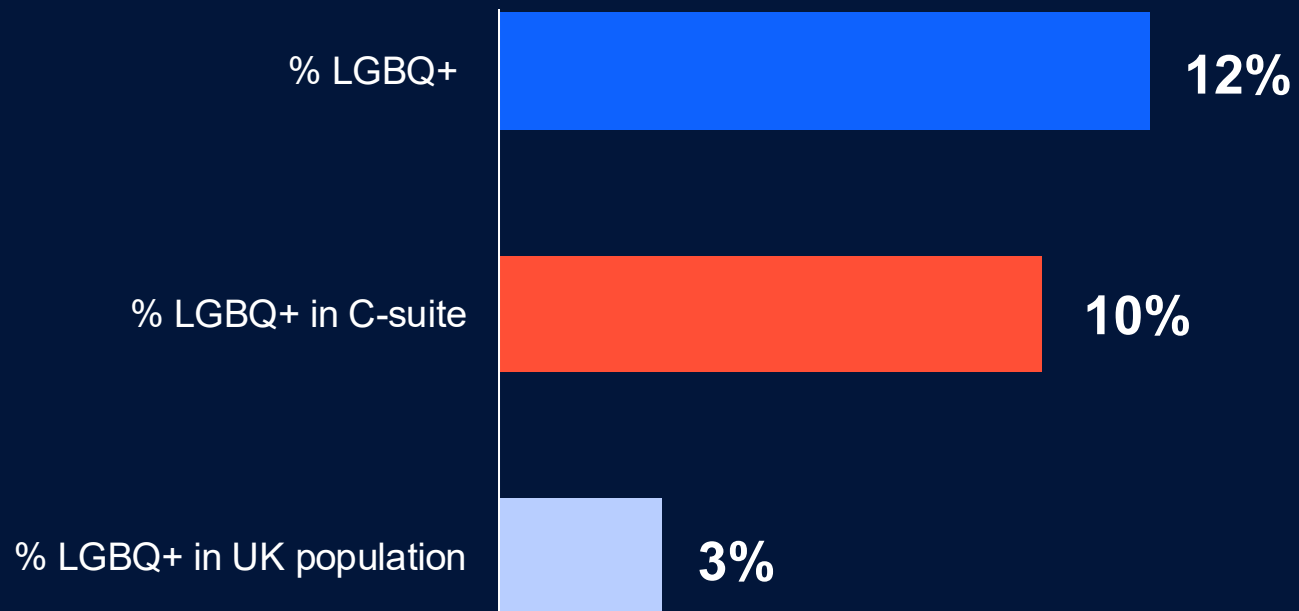
19% vs 40%

of UK population

18% vs 8%

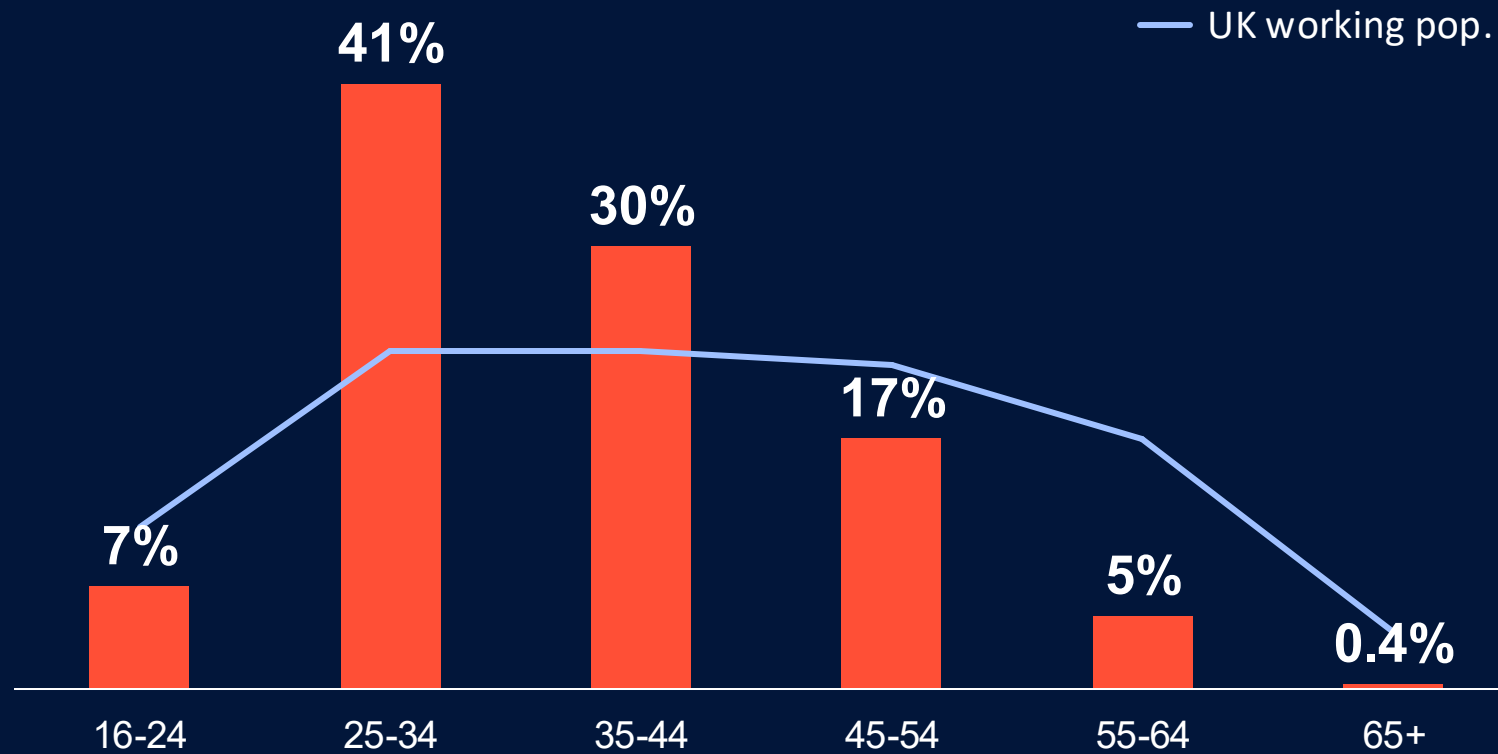
Those who attended a fee paying
school vs UK population

Sexual Orientation - Representation



14% of LGBTQ+ respondents likely to leave the industry due to a lack of inclusion and/or discrimination

Age – Representation



% Age profile of respondents

Mental Health

31%

of all respondents were affected by stress or anxiety

For 14%

of respondents their stress/anxiety was primarily work related

Work related stress higher amongst:

23% Disabled

19% LGBTQ+

36% of 25-34 year olds affected by stress/anxiety

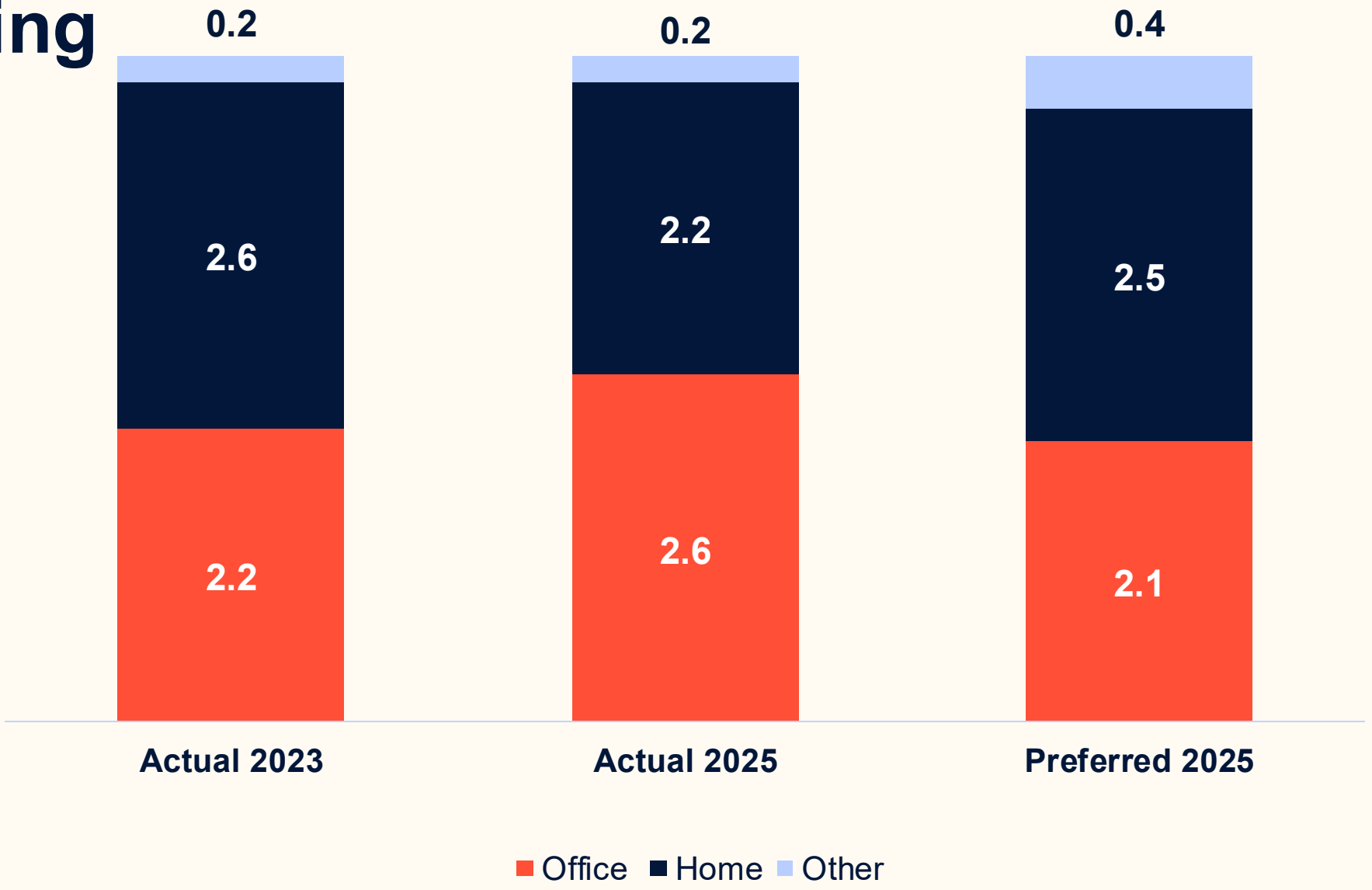
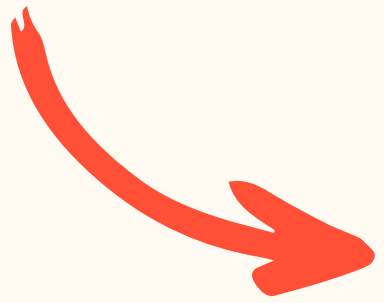
vs

25% of 45-54 year olds

Hybrid Working

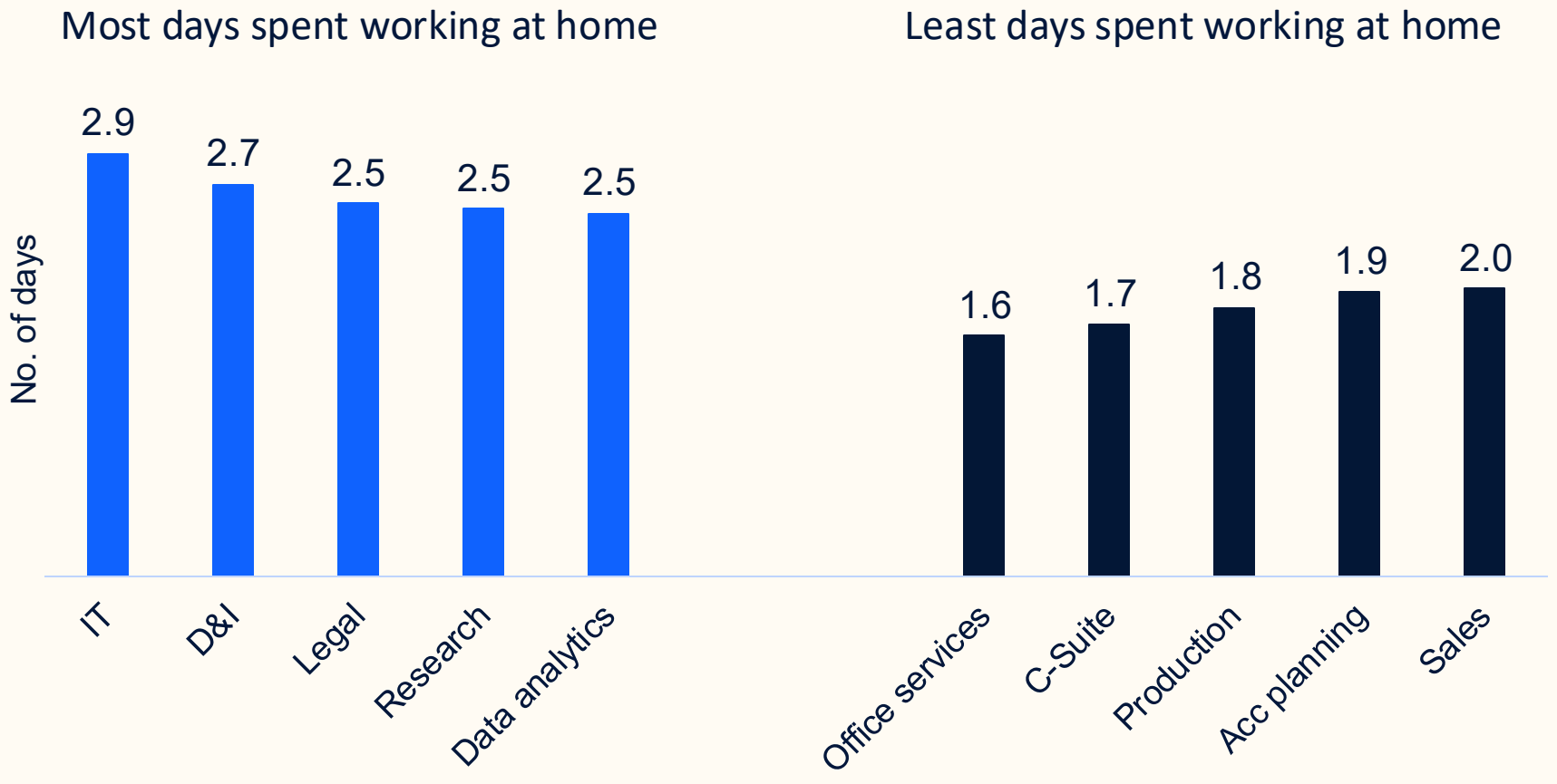
Typical working location in an average week –

actual vs preferred



Hybrid Working

Average number of days spent working at home – occupational function



Hybrid Working

Since you began your hybrid work arrangement, have the following aspects of your work improved, got worse or stayed the same?

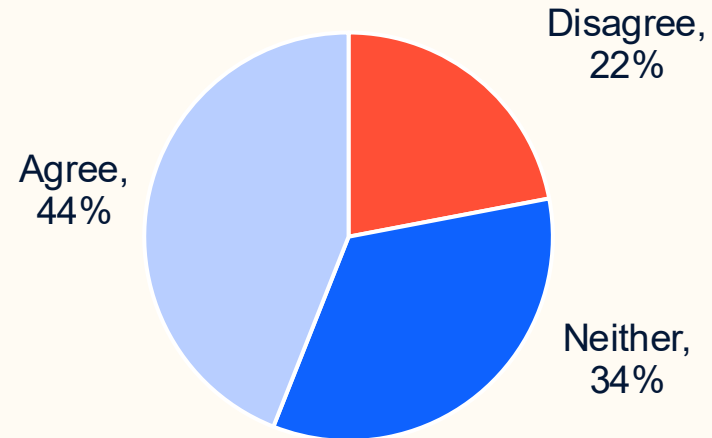
NET improvement score = Those answering 'improved' minus those answering 'got worse'

© 2023 All rights reserved. All trademarks are the property of their respective owners.

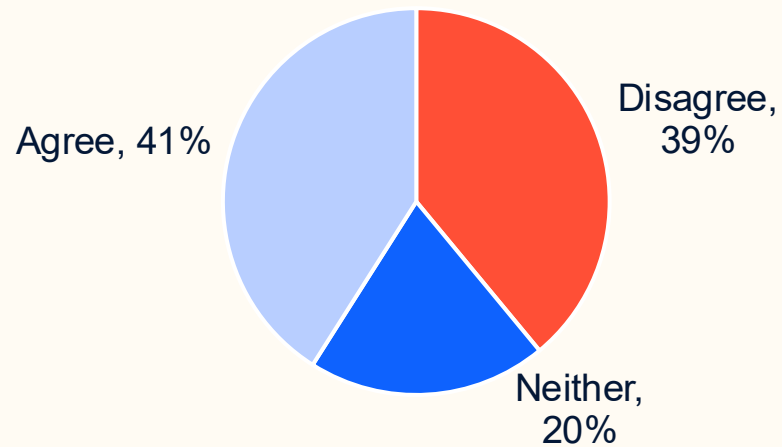


Use of AI

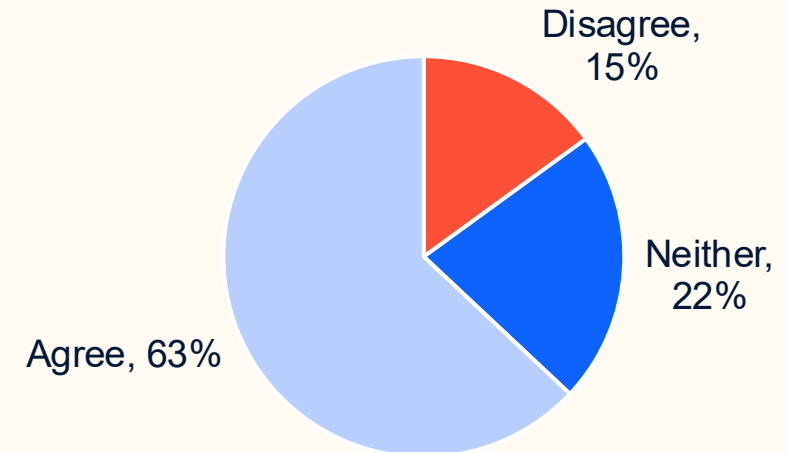
AI has made me more effective in my job



I use generative AI regularly to complete tasks



I am enthusiastic to use AI more in my role



Use of AI

I use generative AI regularly to complete tasks:

Agree:

1. C-suite - 56%
2. Creative - 55%
3. Data analytics - 55%

Disagree:

1. Finance - 63%
2. Production - 61%
3. Office - 54%

AI has made me more effective in my job:

Agree:

1. Data Analytics - 57%
2. Social media - 57%
3. C-suite - 56%

Disagree:

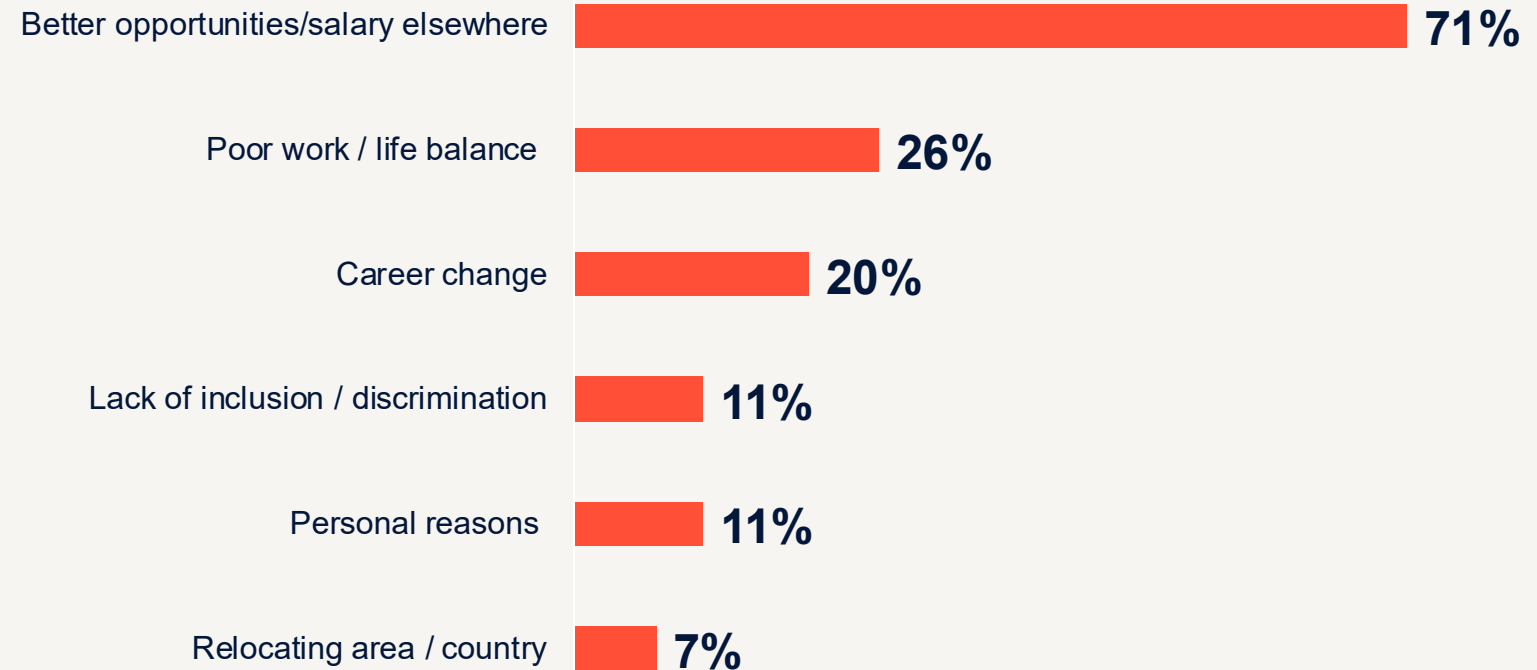
1. Production - 41%
2. Finance - 34%
3. Office - 34%

Retention

26%

of respondents are likely to
leave their company in the next
12 months

The main reasons for doing so being:



ALL IN

WE ARE IN

We are in

I'm in

We are in

We are in

I'm in!

We are in.

I'm
IN

I'm
IN

ALL IN

UK ADVERTISING CENSUS

Find out more at:
advertisingallin.co.uk

WE ARE
IN