

2020

UK PUBLISHING WORKFORCE

Diversity, inclusion and belonging



Acknowledgements

The Publishers Association would like to thank EA Inclusion for compiling and analysing the report data. Our thanks as well to the individuals and businesses who took part in the research.

Published by the Publishers Association. The Publishers Association Limited is a company limited by guarantee incorporated in England and Wales. Registration number: 3282879. Registered Office: 50 Southwark Street, London SE1 1UN.

Data collected, analysed, and compiled by EA Inclusion, a leading diversity and inclusion consultancy. Design by Eliza Kavanagh.

© The Publishers Association 2021. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright owner.

Contents

Introduction.....	3
Methodology.....	3
Participation.....	5
Key findings.....	6
About our respondents	7
Gender	9
Ethnicity	12
LGBT+	14
Class.....	17
Disability.....	20
Mental wellbeing	21

Introduction

Since we published our Inclusivity Action Plan in 2017, the support of publishing businesses and their employees for our annual survey has continued to grow. The breadth of this data is testament to the many people who have championed this survey in their workplaces and the many individuals who take the time to complete it each year. We are grateful to every person who lent their time or expertise to this publication.

As with previous years, this edition of the survey shows that our industry faces many of the same barriers to diversity and inclusion that occur in wider British society and business. There are also some areas that show progress. That at least 50% of senior management and executive leadership positions are held by women is outstanding when one considers that women make up just 36% of FTSE 100 boards. It is also positive to see the proportion of respondents who identify as LGBT+ increasing, as is the case for disability.

However, we should be under no illusions about the challenges that remain. At an industry level, the survey results show that representation of people from Black, Asian, and minority ethnic groups has stalled. It is a stark reminder we must do much more to attract, retain and progress staff from these groups.

We welcome the significant changes that publishers have made in their businesses over the last year, from voluntarily publishing ethnicity pay gap reports, to running paid remote internships and founding regional offices, to establishing new mentorship schemes and employee networks.

At the Publishers Association, we are continuing to develop our work in this area. In 2021, we will continue to expand the survey and we will be working with members and partners to review and update our Inclusivity Action Plan.

We are also launching a new cross-industry initiative focused on data collection for author ethnicity and will continue supporting members, partners, and activists in pursuing our shared vision for a thriving, diverse workforce where each individual feels like they truly belong.



Stephen Lotinga
Chief Executive of the
Publishers Association

Methodology

Since 2017, the Publishers Association has conducted annual socio-demographic surveys of the UK publishing workforce. The insights gleaned from these surveys feed into our ongoing work to understand representation within the industry and monitor changes over time.

The data collection for this year's survey was conducted by the Publishers Association and EA Inclusion and took place between July and October 2020 using the same methodology as previous editions of the study.

This study comprises two strands of research:

EA Inclusion's survey of publishing employees is modelled on the Office of National Statistics Census and developed to align with current best practice for the collection of socio-demographic data. Participating businesses either sent this survey to their staff or provided their pre-existing data, which EA Inclusion then aggregated to create a combined data set. As not every respondent answered every question in the survey, and some of the aggregate data provided by businesses was partial, the base can vary. This is noted where relevant.

The Publishers Association's online survey of participating businesses, collected data on publishing operations, including size, sector, and office locations, as well as gender at executive leadership and senior management level.

Participation

A total of 14,122 employees from 71 businesses took part in EA Inclusion’s survey of publishing employees, an increase of 11% in the number of respondents and 25% in the number of participating businesses compared to the previous year. 90% (64) of businesses that took part in EA Inclusion’s employees survey also took part in the Publishers Association’s business survey. A further seven businesses took part in the business survey that did not take part in the workforce survey, making a total of 71 businesses.

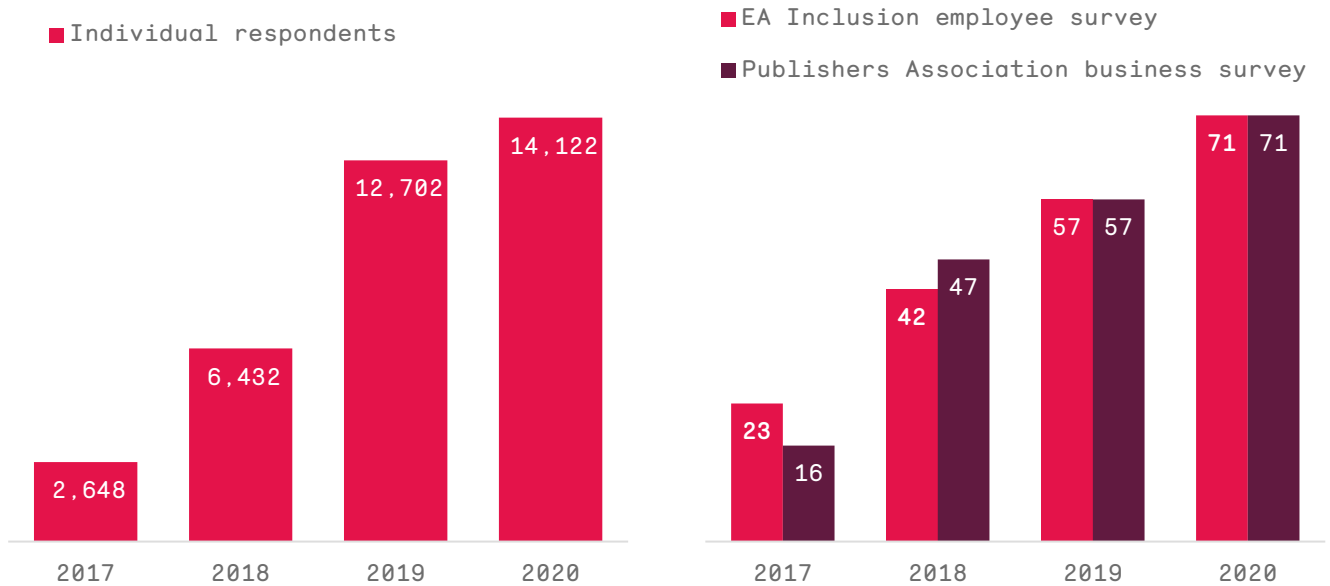


Figure 1: Number of individual respondents.

Figure 2: Number of participating businesses.

Key findings



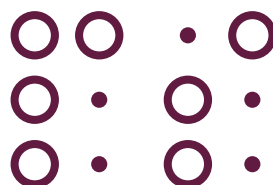
Women continue to dominate the workforce with females accounting for almost two thirds of respondents (64%) and half of executive leadership and senior management positions held by women (52% and 55% respectively).



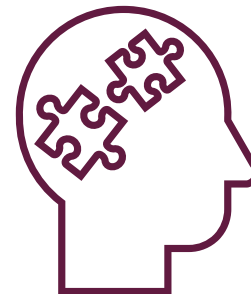
Representation of people from Black, Asian, and minority ethnic groups has not changed, remaining at around 13% since 2017.



LGBT+ representation continues to increase with 11% of respondents either identifying as lesbian, gay, or bi, or preferring to self-describe – a figure which has more than doubled since 2017 (5%) – and 0.6% identifying as trans.



The representation of people with a disability has increased four-fold from 2% in 2017 to 8% in 2020.



Almost half of respondents have experienced mental health problems. Compared to the previous year, this increased from 40% to 46%. At the time of the survey, one in five were currently experiencing mental health problems.

About our respondents

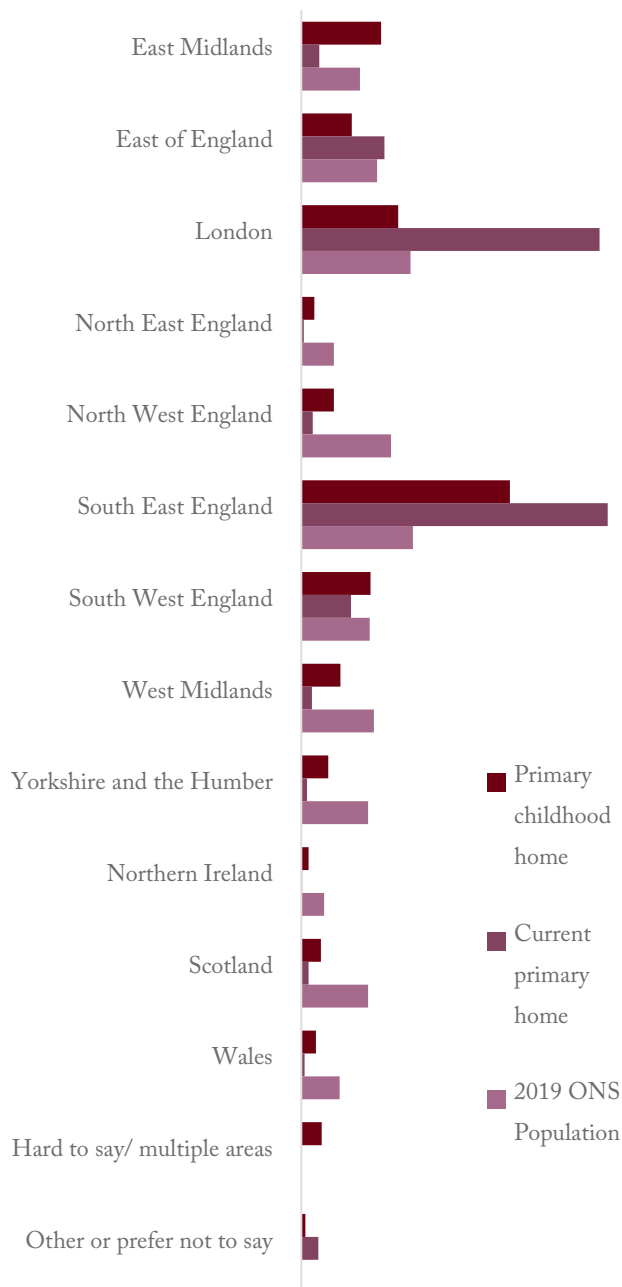


Figure 3: Where did you spend the majority of your childhood? Where is your primary home located?

Childhood home and where they live now

Three quarters (75%) of respondents live in South East England (38%) or London (37%), which is significantly higher than the proportion of respondents that grew up in those areas (26% and 12% respectively). Outside of London, 10% live in the East of England and 6% in the South West of England. All other regions and nations were home to 2% or fewer of respondents. Although it is not possible to be certain about the location of respondents' place of work, it is evident that the workforce is concentrated in the south of England.

Age

Compared to the UK workforce as a whole – 57% of whom are aged between 25 and 49 with 12% aged 16 to 24 and 32% aged 50 and over (ONS) – the age profile of publishing is concentrated in the 25 to 44 age bracket (67%) and the largest individual group being those aged 25 to 34 (37%). Just 5% were aged between 18 and 24 while at the other end of the spectrum 8% were aged 55 or over.

Base: “Where did you spend the majority of your childhood?” 5,465 respondents; “Where is your primary home located?”, 6,000 respondents.

Religion or belief

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 the publishing workforce with most respondents indicating they are non-religious (61%) compared to 26% who identify as Christian. Just 1% of respondents identified as either Muslim, Jewish or Hindu, while Buddhist and Sikh respondents accounted for less than 1% each.

Nationality

87% of respondents identified as British or dual British, which is slightly lower than the UK population (91% [according to the ONS](#)). The majority of the 13% non-British nationals hail from EU countries (9%) or multiple EU and non-EU countries (1%). Just 3% are from non-EU countries.

Caring responsibilities

More than a quarter (29%) of respondents had caring responsibilities for children, with the majority (96%) of respondents' line managers (or equivalent) being aware of this. One in 14 respondents had caring responsibilities for adults with almost two thirds (63%) of these respondents' line managers (or equivalent) being aware of this.

Figure 4: Do you have regular caring responsibilities?

Base: 4,991 respondents.

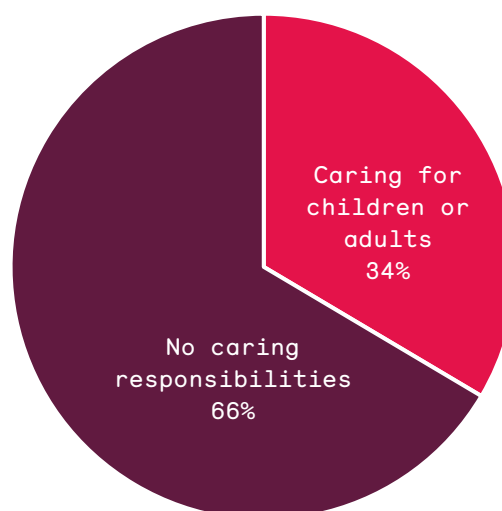
Note: Less than 1% of respondents preferred not to say.

Flexible working

Flexible working arrangements have changed significantly since the UK lockdown in March 2020 due to Covid-19. 40% of respondents had the ability to work from home before the UK lockdown, which was much higher than the UK population (27% [according to the ONS](#)). This increased significantly among respondents following the first lockdown to 89%. The proportion of respondents who had the ability to work flexitime or flexible working increased from 30% to 41% after the first lockdown while the proportion of respondents who had no flexible working arrangements fell from 22% to just 4% after the first lockdown.

Family or friends in publishing

The majority of respondents did not have family or friends working in the industry before they started their career in publishing compared to 16% who did.



Gender

64% of the publishing workforce identifies as female.

According to the World Bank, 47% of the UK workforce is female, compared to 64% in publishing, a level which has remained relatively consistent since the survey began. 36% of respondents identified as male and less than 1% identified as non-binary. Respondents were asked separately whether their gender identity differed from the gender that they were assigned at birth, which has been reported in the LGBT+ section of this report.

We will be reviewing the terminology for sex, gender, and gender identity in the next edition of the survey to bring it in line with the 2021 Census.

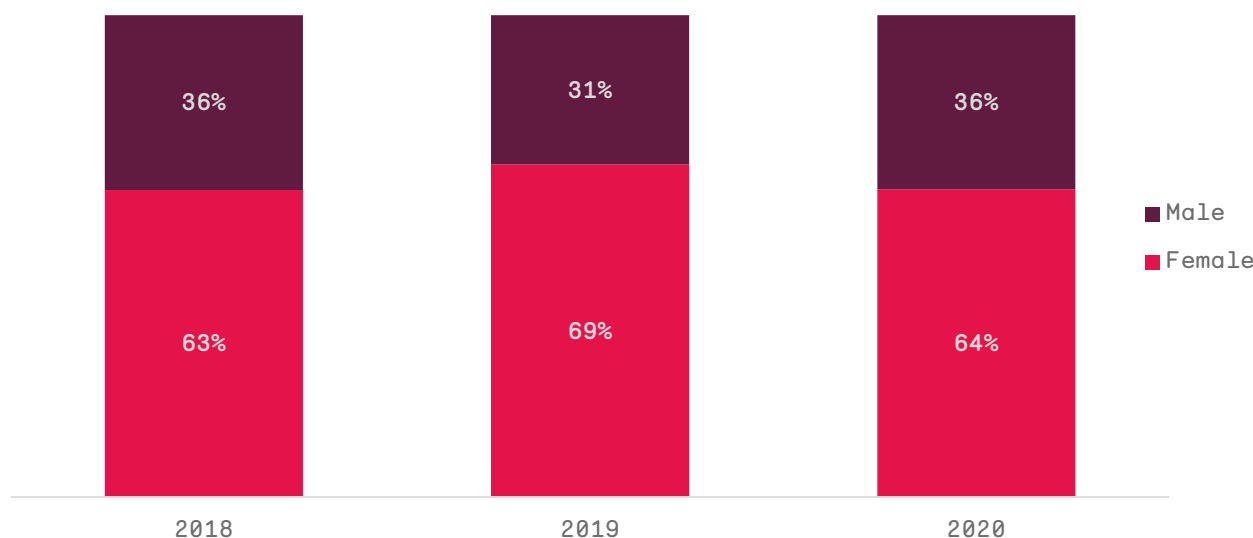


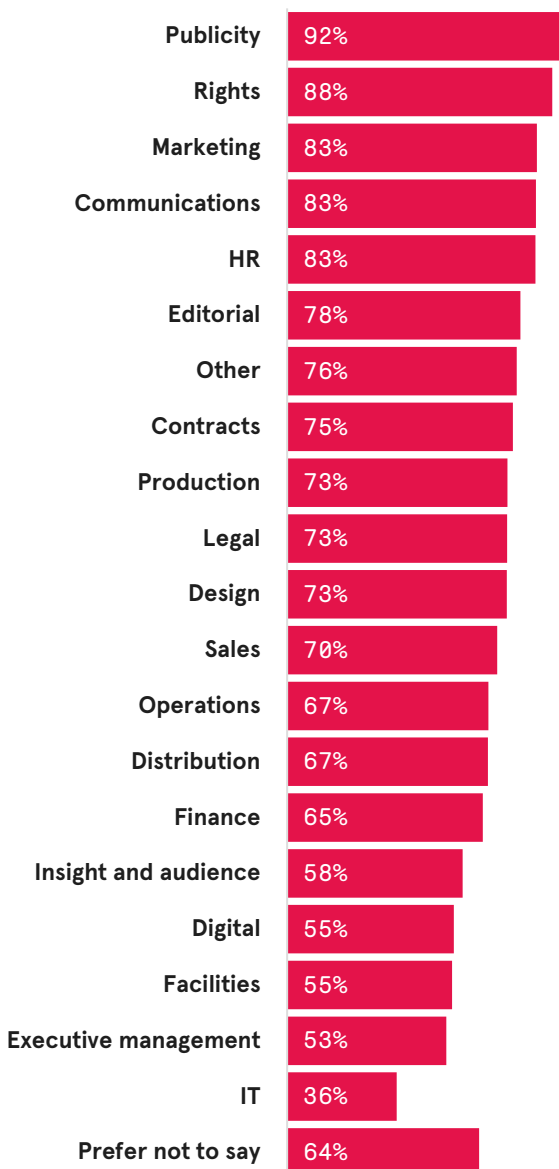
Figure 5: What best describes your gender?

2020 Base: All respondents (14,076).

Note: Less than 1% of respondents identified as non-binary, other term preferred, or preferred not to say.

// As an industry I believe we have a responsibility, not only to recruit inclusively, but to build welcoming and supportive cultures where people can truly be themselves.

Perminder Mann, CEO of Bonnier Books UK and Chair of the Publishers Association’s Consumer Publishers Council.



There are some differences in gender representation by size of business with small and medium-sized enterprises (SMEs) with fewer than 250 employees having a much higher proportion of females in their workforce (72%) than large businesses with 250 employees or more (63%). By sector, academic (64%) and education (62%) publishers were in line with the overall findings (64%), however, there was a significantly higher representation of females within consumer publishing (72%).

There was also variation across departments. Females make up the majority of respondents in publicity (92%), rights (88%), marketing (83%), communications (83%), HR (83%), and editorial (78%), while there was much lower representation in IT (36%).

Figure 6: Female representation by department

Base: 4,361 respondents.

Note: Digital includes audiobooks, ebooks, apps, games, and websites.

Women make up half of the executive leadership and senior management roles in publishing.

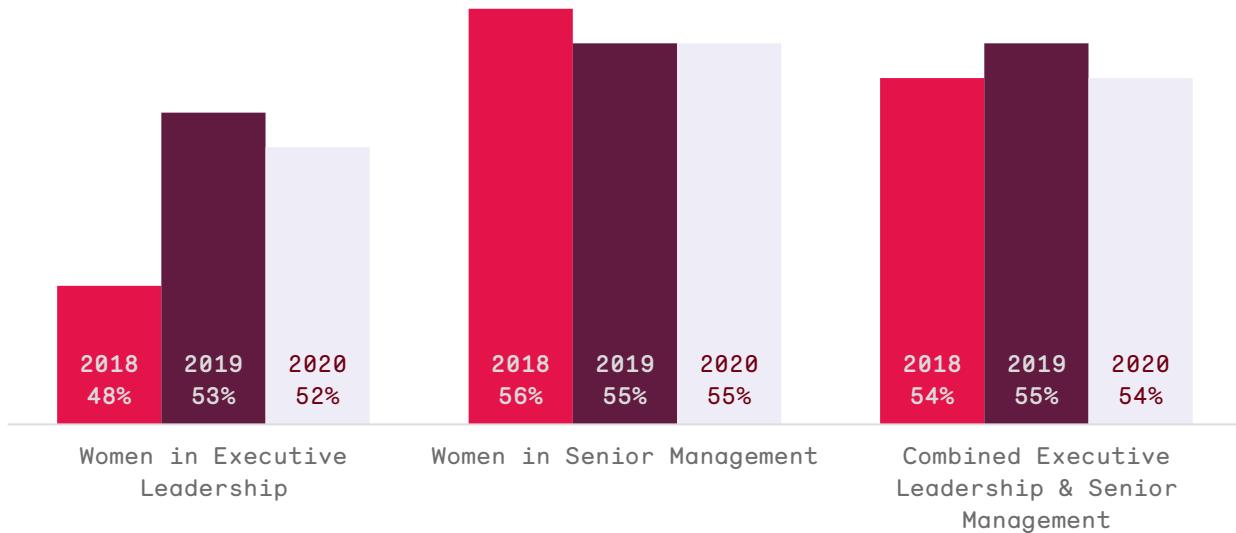


Figure 7: Women in executive leadership and senior management

Base: 71 organisations provided this data in 2020.

The representation of women in executive leadership (52%) and senior management (55%) across the industry as a whole, both separately and combined (54%), was on par with 2019 and continues to meet the Publishers Association’s target of at least 50%.

Segmenting by business size and sector, however, we do see variation. SMEs have higher representation than large businesses for women in executive leadership (58% versus 46%) and senior management (67% versus 52%).

By sector, consumer publishing is leading the way with the proportion of women in executive leadership and senior management both at 56%. Academic publishing has the lowest levels of women in executive leadership roles (43%) and senior management (48%) while education publishing is slightly higher at 45% and 50% respectively.

Ethnicity

People from Black, Asian, and minority ethnic groups continue to be underrepresented.

People from Black, Asian, and minority ethnic groups make up 13% of respondents, which is below the population of England and Wales (14% according to the ONS). This figure has remained relatively consistent over time and falls short of the Publishers Association’s target of 15% by 2022.

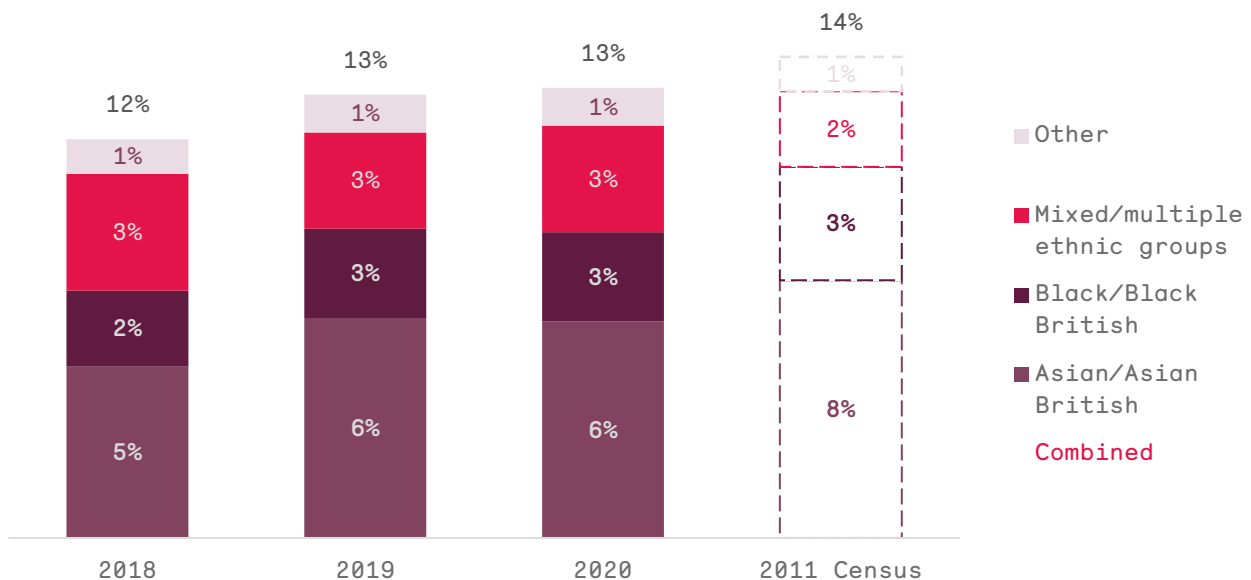



Figure 8: What is your ethnic group?
2020 Base: 11,590 respondents.

The proportion of respondents identifying as Black/Black British remains unchanged from 2019 at 3%, which is in line with the population of England and Wales (3%). The proportion of respondents identifying as Asian/Asian British has risen slightly from 5% in 2018 to 6% in 2020 though this is still two percentage points below the population of England and Wales (8% according to the ONS). 3% of respondents identified as having mixed or multiple ethnicities, one percentage point higher than the ONS data (2%).

The representation of respondents from Black, Asian, and minority ethnic groups living in London (16%) was well below the London population (40% according to [ONS](#)). People from Black/Black British ethnic groups make up 13% of the London population but only 2% of our respondents living in London identified as Black/Black British, a difference of 11 percentage points. People from Asian/Asian British ethnic groups (7%) are also significantly underrepresented in comparison to the London population (19%) at 12 percentage points.

Large businesses had a slightly higher proportion of people from Black, Asian, and minority ethnic groups (13%) compared to SMEs (12%). There was also slight variation across the sectors with academic publishing having the highest representation of people from Black, Asian, and minority ethnic groups (14%) followed by education (12%) and consumer (11%).

 **An inclusive workplace allows all to be truly themselves, to be valued and through their contribution to help lead the way for others.**

There are two important reasons to fully support D&I: there is a clear business case and there is also a moral imperative – it is simply the right thing to do.

Michiel Kolman (he/him), Chair of Inclusive Publishing & Literacy at the International Publishers Association and Senior Vice President at Elsevier.

LGBT+

LGB+ representation is relatively high and growing.

The publishing workforce has a substantially higher proportion of respondents identifying as lesbian, gay, bi, or other term preferred (LGB+) (11%) than the estimated 3% of the UK population ([ONS](#)). The proportion of respondents identifying as LGB+ has increased significantly since 2018 from 8% to 11%. The largest increase over time has been amongst those identifying as bi (5%) in comparison to the UK population as a whole (1%). Regionally, respondents identifying as LGB+ was highest amongst those living in London (14%).

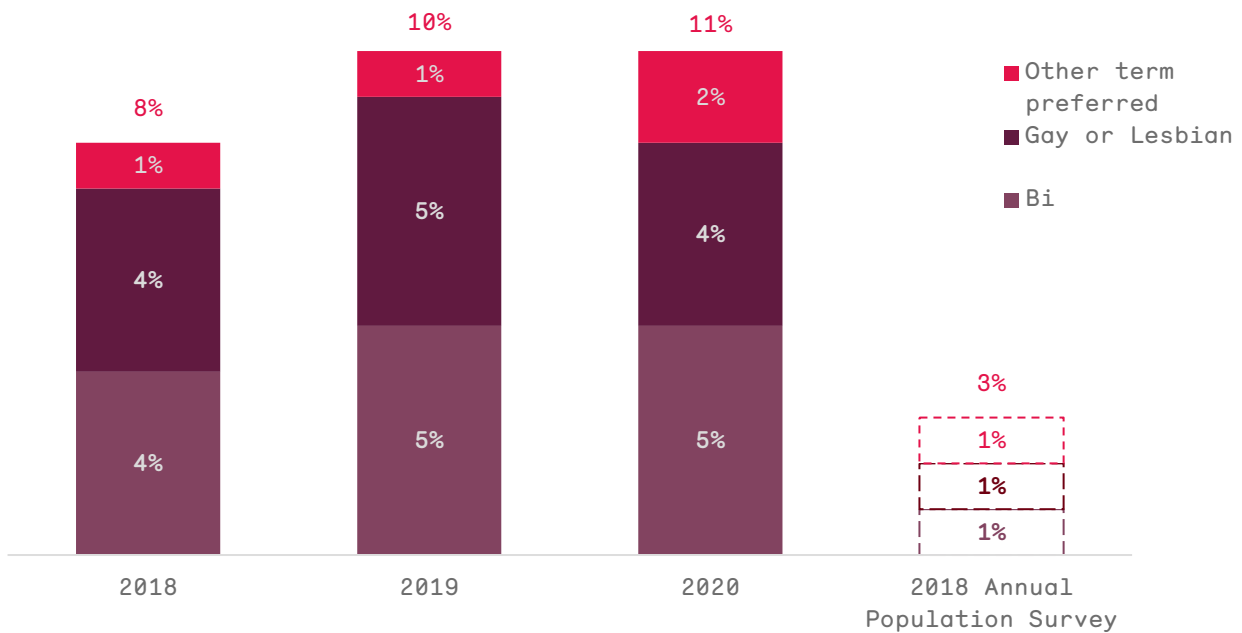


Figure 9: Which of the following best describes your sexual orientation?

Base: All respondents (7,410).

Note: Individual categories do not add up to the Combined figures as they have been rounded to the nearest whole number.

SMEs had a slightly higher proportion of LGB+ respondents (13%) than large businesses (11%). There was no variation in the proportion of LGB+ respondents by sector, with each of the academic, consumer, and education publishers all recording 11%.

LGB+ representation declined with seniority, dropping from 14% at employee level to half this at executive management level (7%). Within departments, there was also variation, ranging from 15% in each of digital and design to 6% in HR and finance.

// The Press has made great progress in becoming more inclusive and recognising our diversity.

Colleague-driven initiatives, such as our LGBT+ Network, have helped to start important conversations, challenged our business to change, and built intersectional connections where we have found support, solidarity, and a sense of community.

Jay Marie Moss (she/her), Development Editor and LGBT+ Network Chairperson at Cambridge University Press.

Transgender people make up 0.6% of respondents.

Respondents were asked if their gender identity differed from the gender that they were assigned at birth. 0.6% 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.

LGB+ openness at work remains low.

Respondents who identified as LGB+ were asked about their openness with colleagues at work, a key measure of inclusion. Of those who responded to the question, 24% said they were not open about their sexual orientation with colleagues, an increase of five percentage points since 2018. This is higher than the National LGBT Survey (19%) and increasing each year, despite the relatively high levels of LGB+ representation in the workforce.

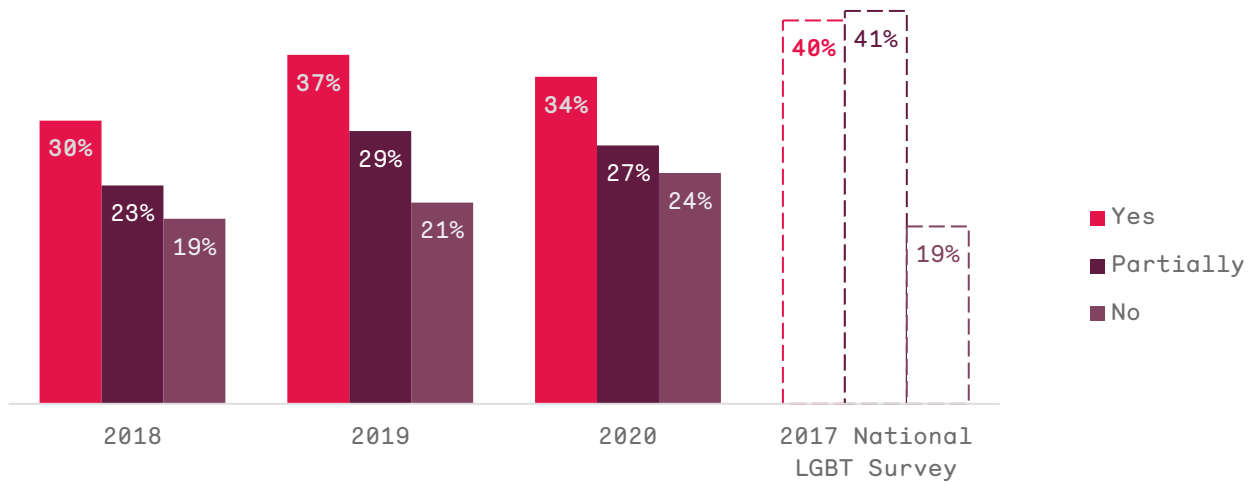


Figure 10: If you identify as LGB+, are you open about your sexual orientation with colleagues?

Base: 623 respondents.

Class and education

Socioeconomic background and education continue to represent major barriers to inclusion.

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.

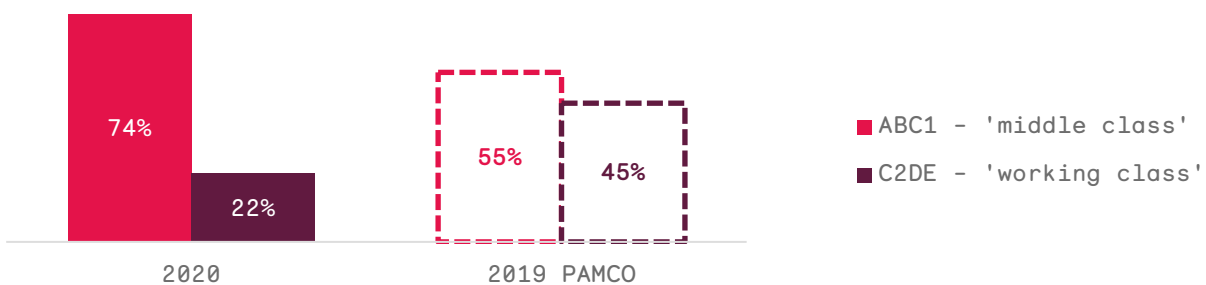


Figure 11: Which of the following best describes the type of work that the primary household earner undertook during your childhood?

Base: 5,539 respondents.

Note: 1-2% of respondents said this question did not apply to them, they did not know, or preferred not to say.

There is not data for 2017 – 2019 as 2020 was the first year this question was asked.

For nearly three-quarters of our respondents (74%), the primary household earner during their childhood held an ABC1 occupation, significantly higher than the UK population (55%), while those with childhood primary household earners in C2DE make up 22% of respondents, just under half of PAMCo's estimate for the UK population (45%).

There was little difference between large and SME businesses (75% versus 74% respectively) but substantial variation across sectors. In academic publishing, respondents with a middle-class upbringing outnumber those from working class origins by 9:1 (90%) compared to 76% in education and 72% in consumer.

The proportion of respondents with working class origins was highest at executive management level (23%) and lowest at senior management level (19%) though still significantly lower than UK population estimates at all levels. By department, editorial (81%), rights (81%), and digital (80%) all had significantly higher representation of respondents from middle class origins while HR (30%) and operations (28%) had higher representations of those from working class origins.

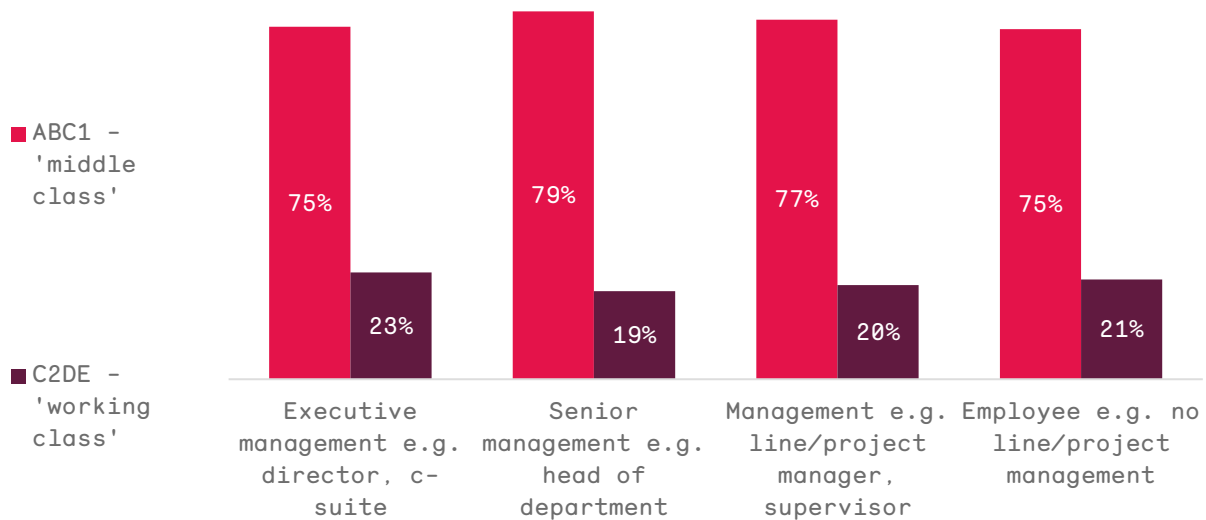


Figure 12: Occupation of primary household earner during childhood and seniority level.

Base: 4,264 respondents.

Note: 1-2% of respondents said this question did not apply to them, they did not know, or preferred not to say.

Those with private schooling and Russell Group degrees continue to dominate the workforce.

19% of respondents attended an independent school, compared to 7% of the current UK school population. 82% have an undergraduate degree or higher, compared to 19% of the UK population. Amongst those who attended university, 41% were the first in their family to have done so. 43% of respondents that went to university attended a Russell Group university compared to 6% of the working age population. 8% attended either the University of Oxford or the University of Cambridge compared to less than 1% of current 18-year-olds ([Sutton Trust and Social Mobility Commission](#)).

 **Workplace diversity has never been more relevant than it is today.**

Diverse perspectives drive innovation, help unlock our curiosity and make us better at serving our customers and learners. Equity and inclusion are the bedrock that inspires a sense of belonging.

This year, Pearson has adopted stretching goals and an action plan that includes support for apprenticeships. These will make us a more inclusive and anti-racist company.

Peter Hughes, Director of Talent, Performance Management and Diversity & Inclusion at Pearson.

Disability

Disability representation is increasing steadily each year. Up from 5% in 2018, 8% of respondents identified as having a disability. This is significantly lower than the overall UK working age population (19%, [DWP](#)), however, when taking into account the disability employment gap (54% compared to 82% for people without disabilities, [ONS](#)) and considering the targets set by Disability Confident Leaders like [Barclays](#) and the [BBC](#) (9% and 12% respectively), this was not too negative a finding.

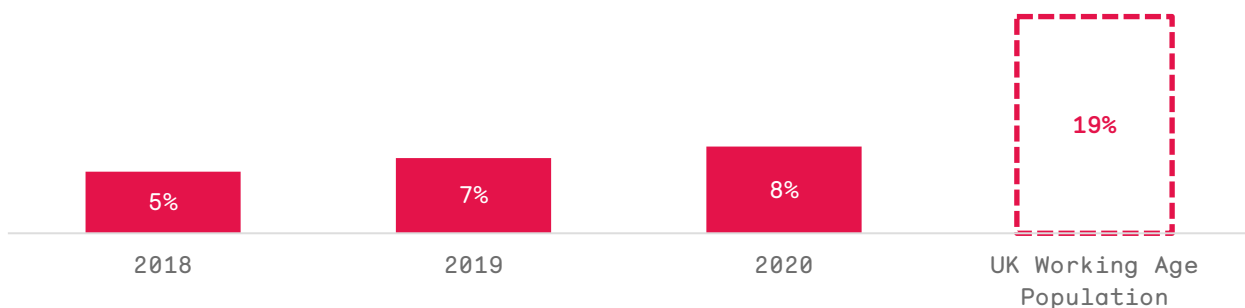


Figure 13: Do you consider yourself to have a disability or impairment?.

Base: 7,422 respondents.

By size, large businesses had a higher proportion of respondents with a disability (8%) in comparison to SMEs (5%). By sector, consumer publishers had a higher representation of respondents with disabilities (8%) compared to academic and education (both 6%). Disability representation declines with seniority, from 7% at employee level to 3% at executive management level.

The most common disability or impairment was mental illness with 37% of respondents living with depression, bad nerves, or anxiety, and 19% having phobias, panics, or other nervous disorders.

When respondents with a disability were asked who at work knew about their condition, 78% said they were either open or partially open about it generally. This has increased from 76% in 2019. Over half (52%) said their line managers were aware of their disability or impairment, while just over a third (35%) said that HR was aware. 14% said they were not open about it and 11% said that no one at work was aware of their disability.

Mental wellbeing

21% of respondents reported currently experiencing mental health problems or mental distress. This was higher in large businesses (21%) than SMEs (19%). By sector, there was slightly higher proportion in academic (22%) versus education and consumer (both 21%). Experience of mental health problems or mental distress was highest at employee level (26%) and declined as seniority increased to 8% at executive management level.

Respondents were also asked whether they were open about these experiences at work. Of those currently experiencing mental health problems or mental distress, just 1 in 5 were open (20%), with almost half partially (44%) open. Almost half (48%) of respondents' line managers were aware of their mental health problems or distress, while only 17% of respondents said that HR was aware. 35% said they were not open about it at work, and almost 1 in 3 (31%) said that no one at work was aware.

Published by

The Publishers Association

50 Southwark Street

London SE1 1UN

020 7378 0504

mail@publishers.org.uk

www.publishers.org.uk