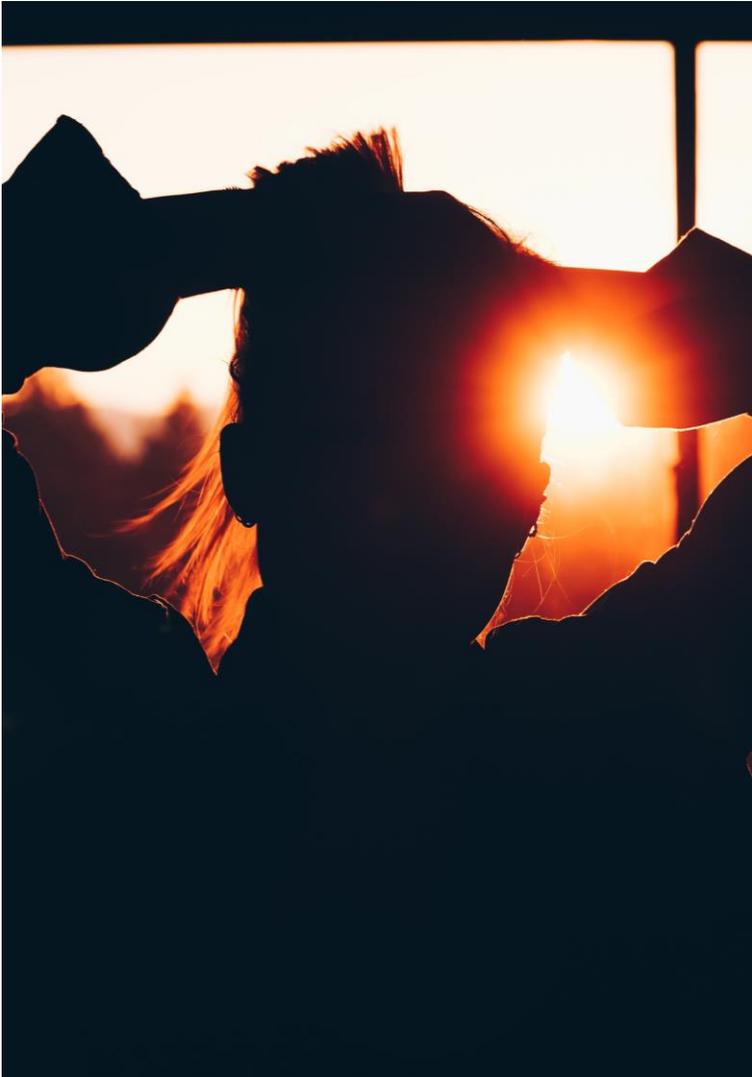# KANTAR

Gender Pay Gap Reporting 2022

We confirm that the information in this report is accurate and prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017

Gender Pay Gap Reporting

At Kantar, we are committed to creating an inclusive workplace. Understanding people is at the heart of what we do and we know this starts from within.

We know by creating an environment that embraces diversity and a culture of belonging, we can create an environment where everyone is empowered to succeed and can bring their whole selves to work.

The gender pay gap is the collective difference between the average hourly pay of women and men across an organisation, expressed as a percentage relative to men's earnings. This is different to 'equal pay' which is the difference between men and women's pay when working in the same role.
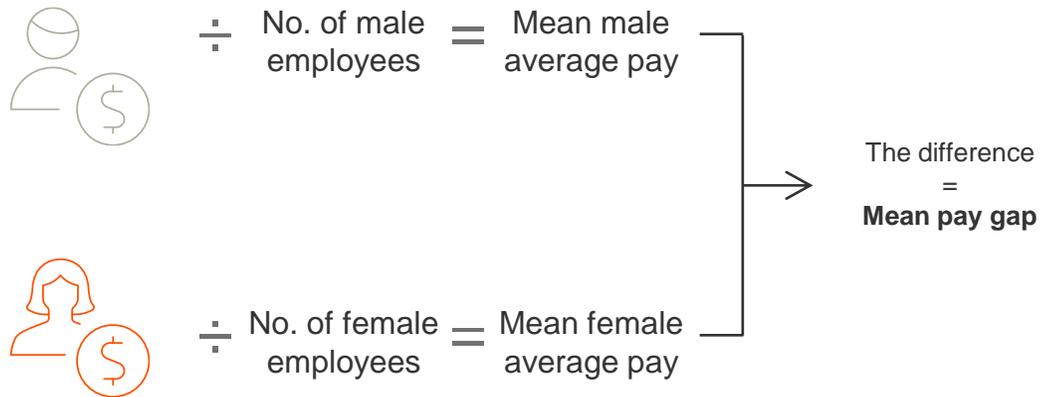
This reports outlines our Kantar UK gender pay gap reporting for 2022, and shares hourly pay and bonus pay gap data.

In line with UK regulations, this report shows consolidated data for all Kantar legal entities with at least 250 employees. As our legal entity structure in the UK is not wholly aligned to our operating and division based structure, this data represents 83% of our total UK population.

**As per the regulations, the data shown is a snapshot taken on 5 April 2022.**

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How do we calculate the mean (average) and the median?

Mean Difference

÷ No. of male employees = Mean male average pay

÷ No. of female employees = Mean female average pay

The difference = **Mean pay gap**

This takes the total of all male salaries, divides this by the number of male employees and compare this to the total of female salaries, divided by the number of female employees. The difference is our pay gap.

Median Difference

Lowest pay — Median — Highest pay

The difference = **Median pay gap**
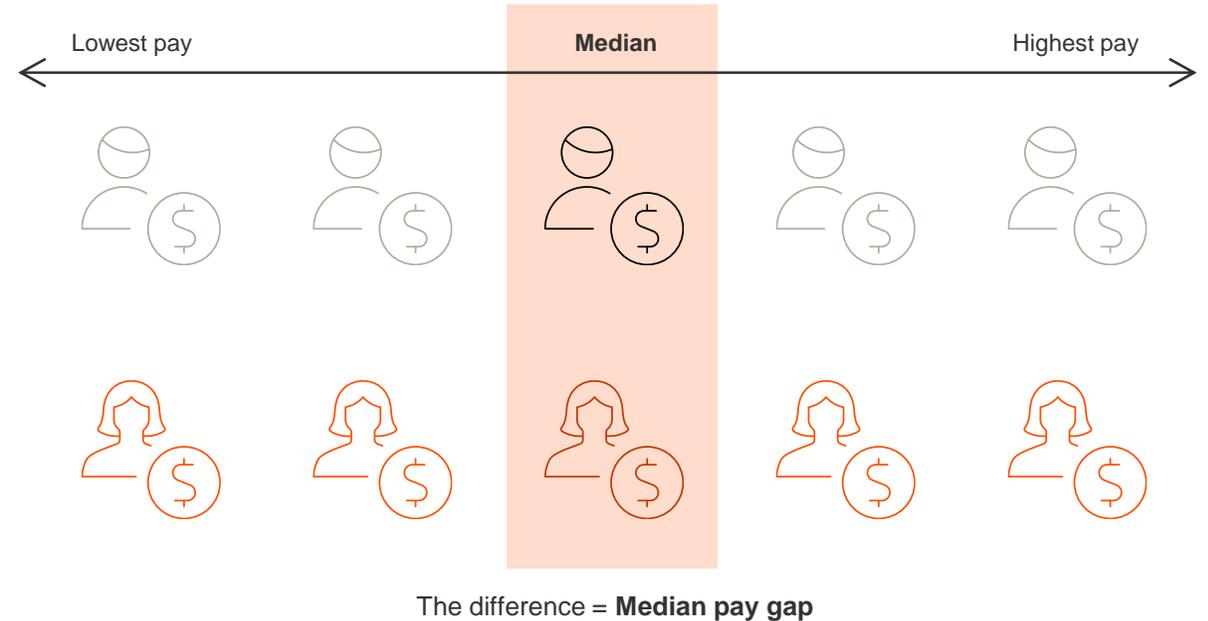
The median is the comparison of the relative mid-points of our male and female salaries across the whole of our organisation.
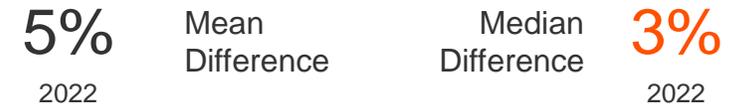
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Total population

53% 👤💲 👩💲 47%
2022   2022

% of men and women in each pay quartile

2022

58%	2022 upper	42%
52%	2022 upper middle	48%
53%	2022 lower middle	47%
50%	2022 lower	50%
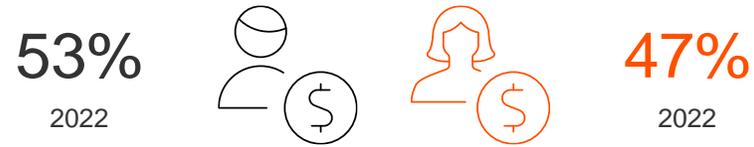
% of men and women who receive a bonus

29% 👤💲 👩💲 30%
2022   2022

Hourly pay gap

5%   Mean   Median   3%
      Difference   Difference
2022   2022

Bonus* pay gap

31%   Mean   Median   20%
      Difference   Difference
2022   2022

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* Bonus payments include commission payments, STIP, field bonuses, KPI bonuses, referral bonuses, stock gross payments and ad hoc bonuses.
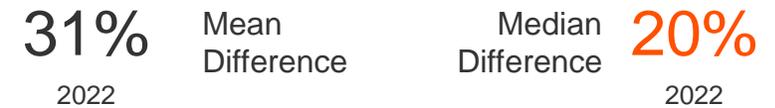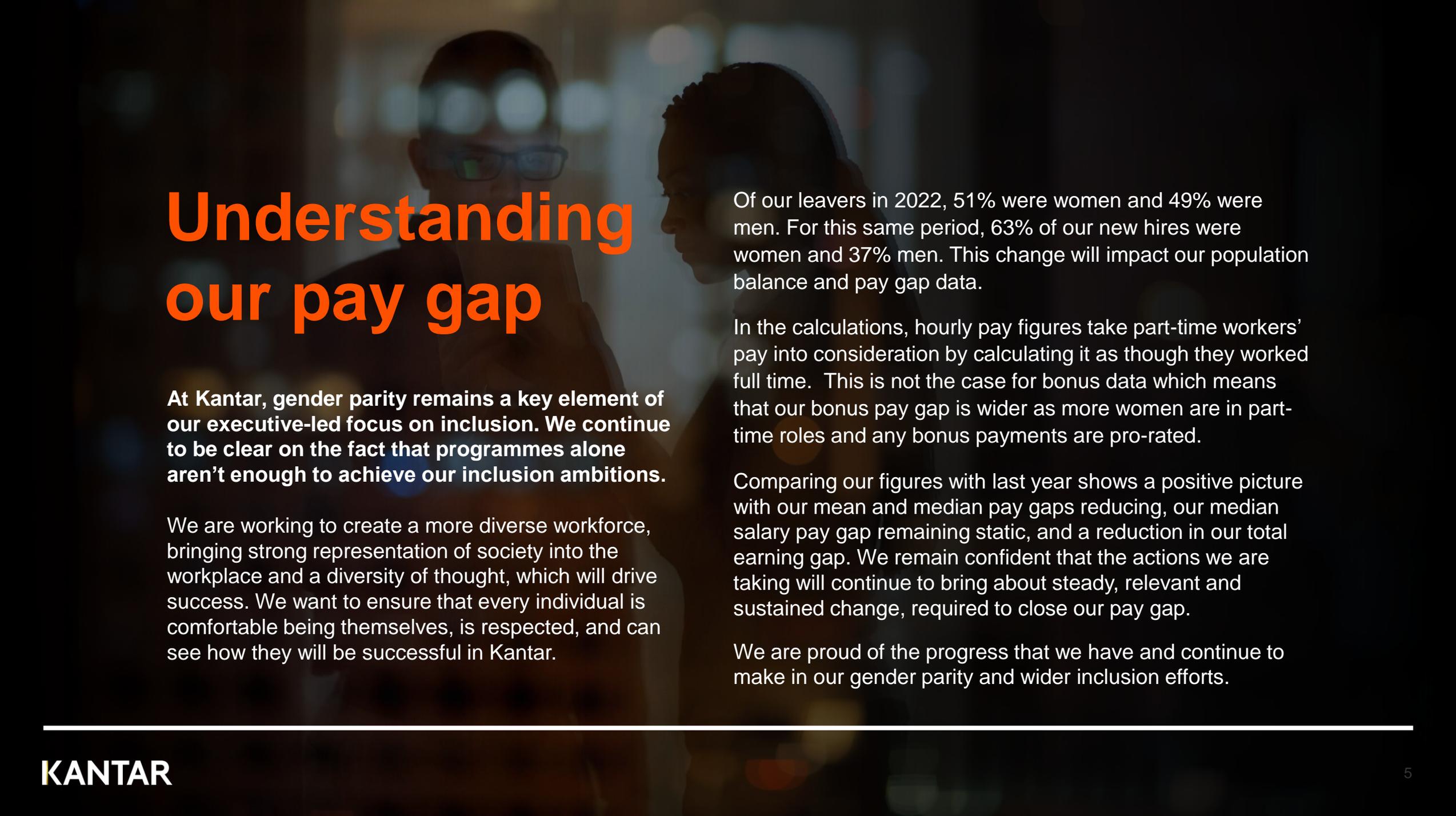
Understanding our pay gap

At Kantar, gender parity remains a key element of our executive-led focus on inclusion. We continue to be clear on the fact that programmes alone aren't enough to achieve our inclusion ambitions.

We are working to create a more diverse workforce, bringing strong representation of society into the workplace and a diversity of thought, which will drive success. We want to ensure that every individual is comfortable being themselves, is respected, and can see how they will be successful in Kantar.

Of our leavers in 2022, 51% were women and 49% were men. For this same period, 63% of our new hires were women and 37% men. This change will impact our population balance and pay gap data.

In the calculations, hourly pay figures take part-time workers' pay into consideration by calculating it as though they worked full time. This is not the case for bonus data which means that our bonus pay gap is wider as more women are in part-time roles and any bonus payments are pro-rated.

Comparing our figures with last year shows a positive picture with our mean and median pay gaps reducing, our median salary pay gap remaining static, and a reduction in our total earning gap. We remain confident that the actions we are taking will continue to bring about steady, relevant and sustained change, required to close our pay gap.

We are proud of the progress that we have and continue to make in our gender parity and wider inclusion efforts.

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Interpreting the data through our skale lens

Looking at the gender pay gap is a valuable exercise to really focus our attention on the areas that most need it and within a structure that can most effectively support learning and influence constructive change.

Therefore, we've taken our analysis one step further and looked at pay against our Kantar skales, comparing salaries for men and women in the same skale and location and looking at the % differences between average and median salaries.

Our findings show for skale 60 and below when looking at the average salaries of men and women and comparing these to each other, the pay ratio is negative which shows that females salaries are ahead. The mean is -0.21%.

For skale 70+, the mean changes to 37%. Roles in these more senior skales are more varied and we have more men than women in client roles where market pay is higher than roles in our Enabling Functions. Overall, we know that we have fewer women than men in more senior roles.

From skale 20 to 70, at each skale level we have a higher percentage of women than men. At skale 80, female representation starts to reduce and is 43%, at skale 90 it's also 43%.

Ultimately our analysis shows there is a gap in pay for some of our higher skales and changes in our reward philosophy are already in place to address this. We are addressing this through positive recruitment in to more senior level roles and offering more life-related policies, such as our Menopause policy introduced earlier this year, in order to support women in the workplace.

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Our work to promote change

Family friendly policies and flexible working

We have a commitment to remove any perceived or actual barriers to maintaining work life balance when considering opportunities for promotion.

This year, we have introduced our Life Leave policy, which now covers various types of leave including maternity, paternity and care-givers to name a few. We have harmonised the leave available in these policies world-wide.

We also have introduced BUPA Menopause cover specifically for individuals who wish to talk to a healthcare professional. This is available to all colleagues regardless of their take-up of medical cover.

We continue to evolve our thinking, introducing policies to support our colleagues and their families through different challenges in their lives.

Introduction of a new Inclusion & Diversity Lead

We take Diversity & Inclusion very seriously at Kantar and have invested for our future by appointing Megan Cross as Inclusion & Diversity Lead, reporting to our Chief People Officer.

Megan will lead our efforts in this space and will be our voice for the future.

So far this year, the I&D team have;

- Run mentoring and leadership development programmes targeted at women
- Helped to introduce policies and improve processes providing global minimum standards
- Won multiple awards for our I&D work

Challenging our thinking

We are hugely supportive of everyone in Kantar and aim to be a truly inclusive workplace. Examples include:

o Introducing a series of Disruption Talks podcasts about embracing different points of view, counteracting stereotypes, debunking myths, all with the aim of interrupting bias.

o Great leaders can inspire everyone in an organisation to achieve their very best. Our iManage and iLead toolkits help our managers to think about how they can refine their skills and become great managers who empower their teams to flourish.

o In our 2022 'Talent Talks' podcast series, we have helped to define the meaning of inclusive leadership as well as looking at its impact on clients and society. We also explored the importance of building and unlocking the potential of diverse teams.

2023 and beyond…

We are committed to reducing our gender pay gap. We have made progress through 2022 and are starting to see results. We must remain focused on our future…

We want the actions we put in place to improve diversity and opportunity in our workplace. Under the leadership of our new I&D Lead, we will…

We will:

Recruitment

- Mandate the use of Textio

- Introduce an Early Career and Apprenticeship role to cover the UK

- Introduce Global Guidelines for hiring managers to follow

Learning & Development

- Relaunch the Kantar Academy

- Have I&D in leadership development

- Introduce targeted programmes

- Make use of mentoring

Best at getting better

- Iterate via Advisory Group

- I&D questions in KES

- Inclusive benefits

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Appendix one
Data by legal entity

Data by legal entity

Kantar Group

						Upper Quartile		Upper Middle Quartile		Lower Middle Quartile		Lower Quartile			
						Male	Female	Male	Female	Male	Female	Male	Female		
Year	Number of employees	Mean Gender Pay Gap	Median Gender Pay Gap	Mean Bonus Gender Pay Gap	Median Bonus Gender Pay Gap									% Males who received a bonus	% Females who received a bonus
2022	250	5.94%	3.52%	11.60%	-49.37%	51.51%	48.39%	50.00%	50.00%	53.91%	46.03%	44.44%	55.56%	66.40%	60.80%

Kantar UK Limited
[Insights Division; Worldpanel Division; Profiles Division]

						Upper Quartile		Upper Middle Quartile		Lower Middle Quartile		Lower Quartile			
						Male	Female	Male	Female	Male	Female	Male	Female		
Year	Number of employees	Mean Gender Pay Gap	Median Gender Pay Gap	Mean Bonus Gender Pay Gap	Median Bonus Gender Pay Gap									% Males who received a bonus	% Females who received a bonus
2022	1644	15.73%	15.90%	39.76%	40.65%	58.89%	41.11%	49.76%	50.24%	36.78%	63.22%	42.79%	57.21%	73.44%	71.40%

Kantar Media Division

						Upper Quartile		Upper Middle Quartile		Lower Middle Quartile		Lower Quartile			
						Male	Female	Male	Female	Male	Female	Male	Female		
Year	Number of employees	Mean Gender Pay Gap	Median Gender Pay Gap	Mean Bonus Gender Pay Gap	Median Bonus Gender Pay Gap									% Males who received a bonus	% Females who received a bonus
2022	242	5.90%	-2.81%	54.33%	52.50%	69.23%	30.77%	69.23%	30.77%	74.36%	25.64%	64.10%	35.90%	29%	37%

Precise Media Monitoring Limited [Precise]

						Upper Quartile		Upper Middle Quartile		Lower Middle Quartile		Lower Quartile			
						Male	Female	Male	Female	Male	Female	Male	Female		
Year	Number of employees	Mean Gender Pay Gap	Median Gender Pay Gap	Mean Bonus Gender Pay Gap	Median Bonus Gender Pay Gap									% Males who received a bonus	% Females who received a bonus
2022	300	0.90%	-0.53%	42.81%	56.41%	62.67%	37.33%	69.33%	30.67%	76%	24%	60%	40%	24.38%	48.48%

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