

**MANY FEEL DIVERSITY IS  
SUPPORTED AND RESPECTED IN  
THEIR WORKPLACE**

**UNWELCOME  
COMMENTS/CONDUCT &  
DISCRIMINATION ARE HAPPENING**

**HALF OF ORGANIZATIONS HAVE  
AN EDI POLICY IN PLACE  
CURRENTLY**

**ABACUS DATA**

**BRIEFING**

# **A SNAPSHOT OF THE GOVERNMENT RELATIONS SECTOR IN CANADA THROUGH A DIVERSITY LENSE**

**CONDUCTED FOR GRIC**

**RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS  
AND MARKET RESEARCH EXPERTS**

# **METHODOLOGY**

**The survey was conducted with 96 professionals who are currently working in the GR or advocacy sector from April 19 to May 3, 2022.**

**Respondents were recruited to participate email and social media through GRIC's network.**

**Data is unweighted.**





# RESPONDENT PROFILE

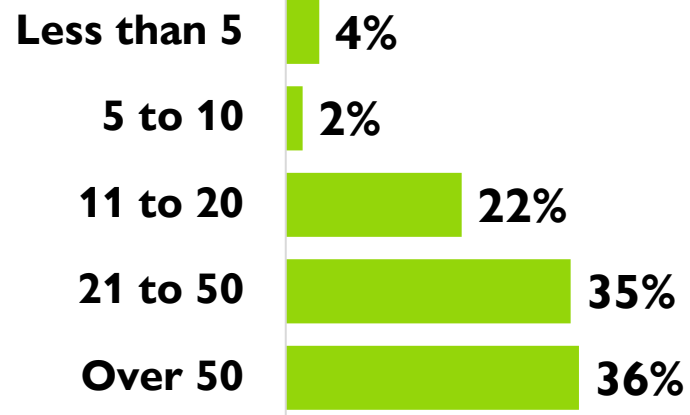
*N* = 96

**ABACUS DATA**

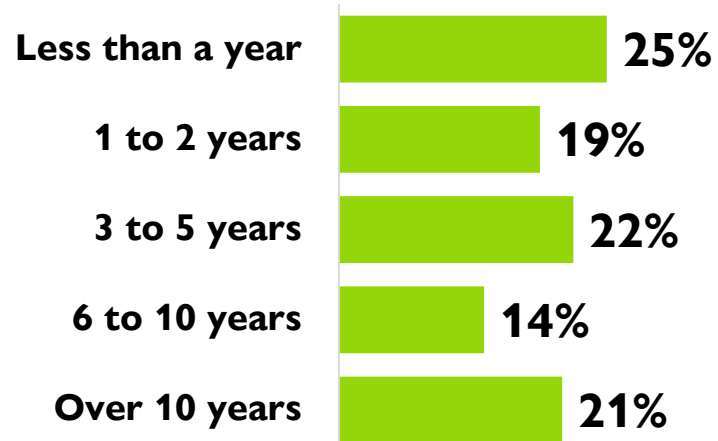


# COMPANY PROFILE

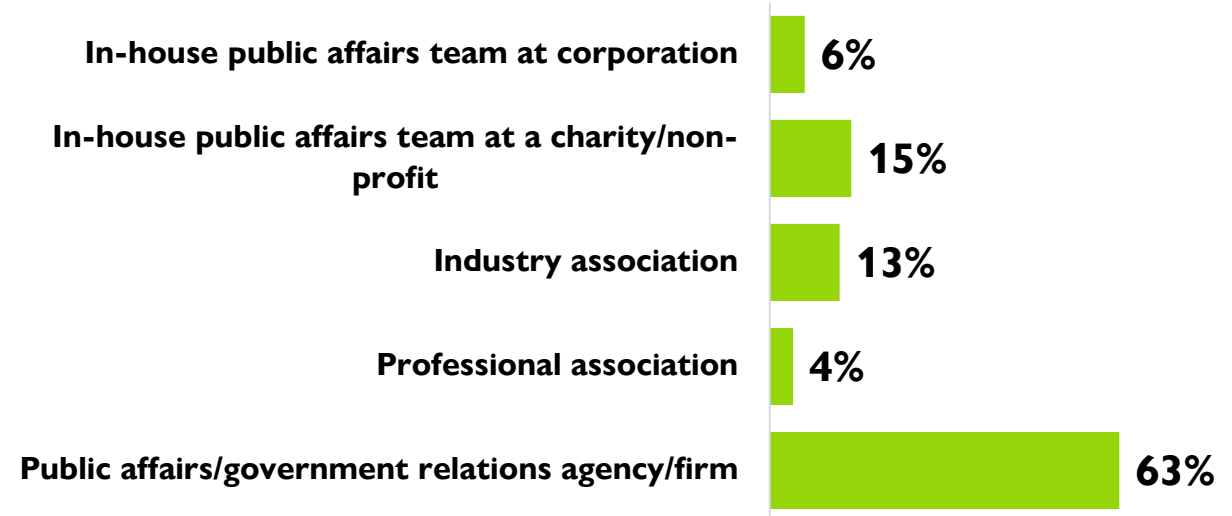
## # OF EMPLOYEES



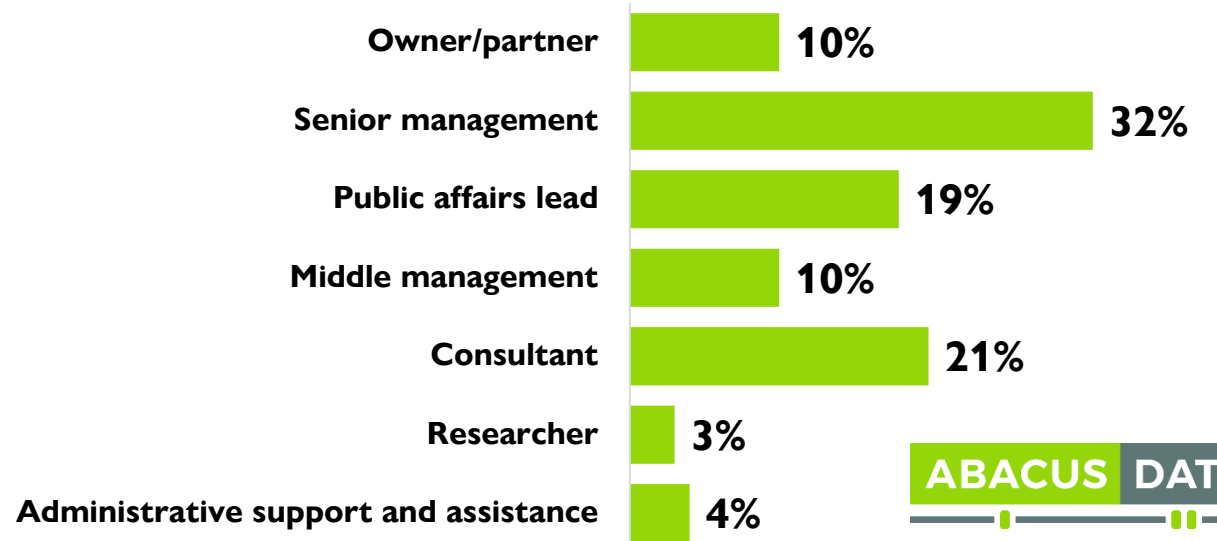
## LENGTH OF TIME AT COMPANY



## MAIN FUNCTION OF ORGANIZATION

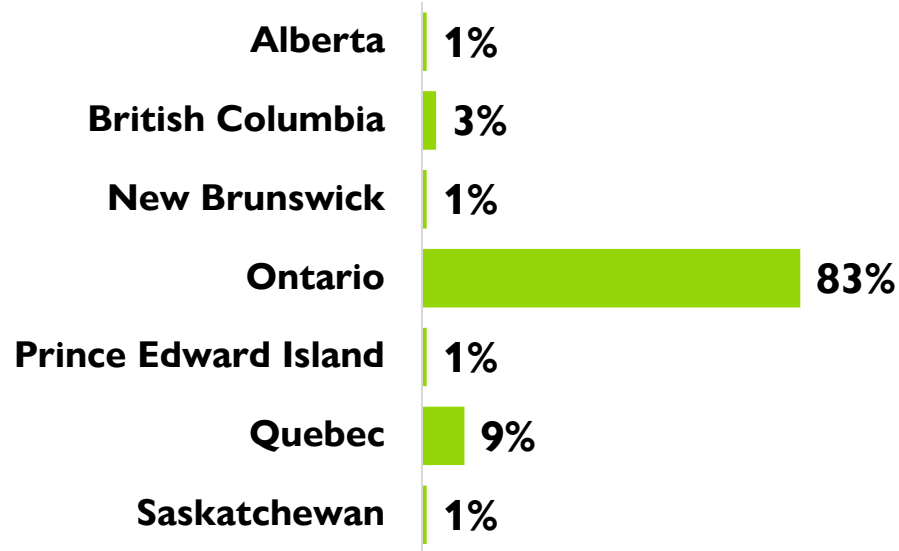


## ROLE AT ORGANIZATION

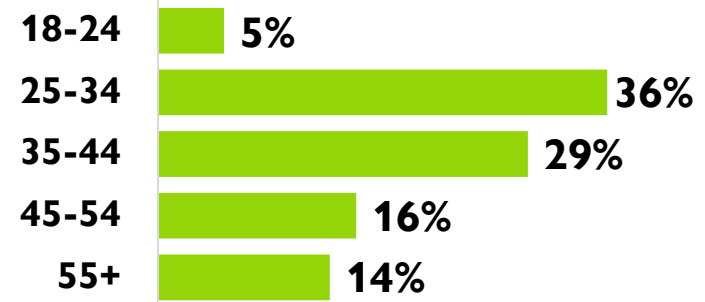


# RESPONDENT PROFILE - GENERAL

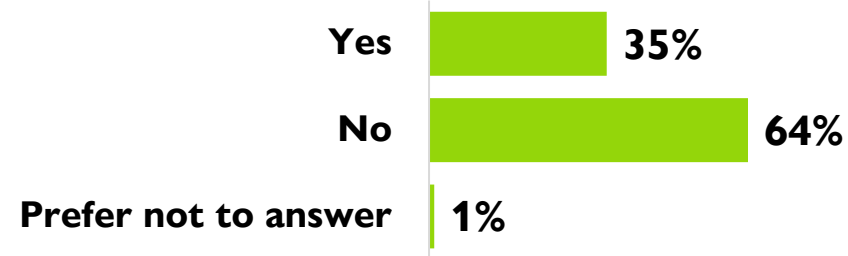
## REGION



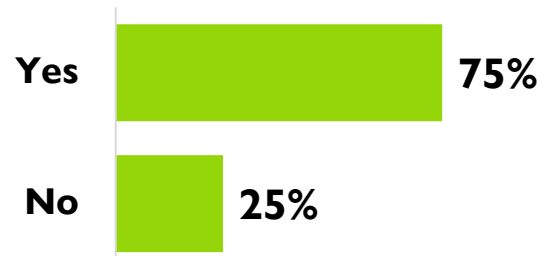
## AGE



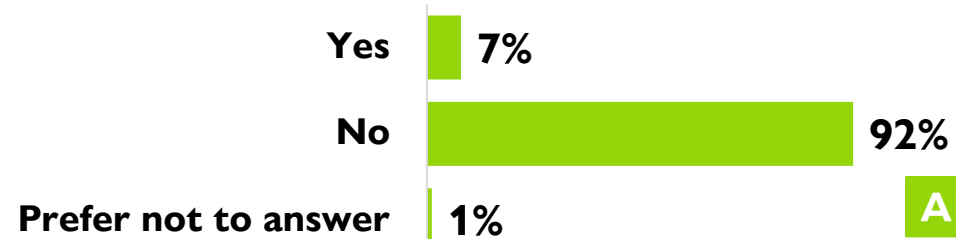
## PARENT/CARETAKER OF CHILDREN



## WORK OR LIVE IN NCR?

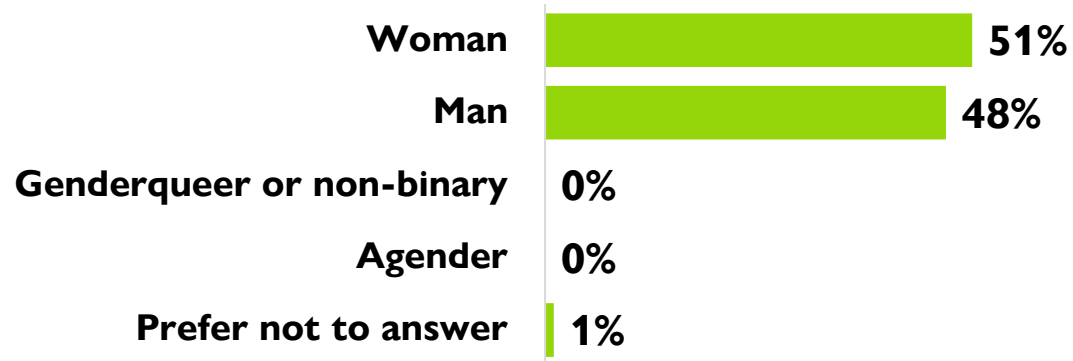


## CARETAKER OF ADULTS

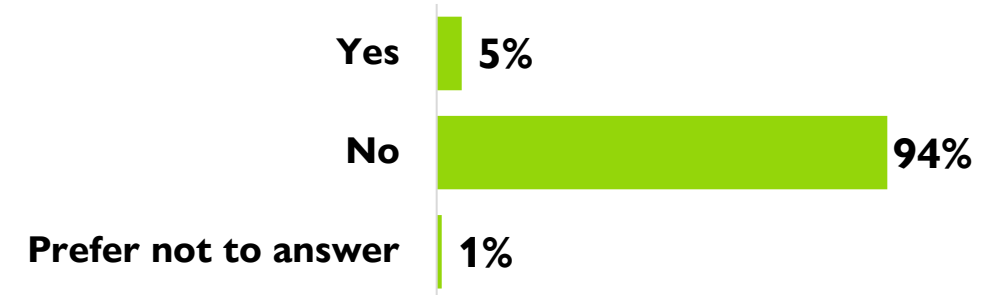


# RESPONDENT PROFILE - DIVERSITY

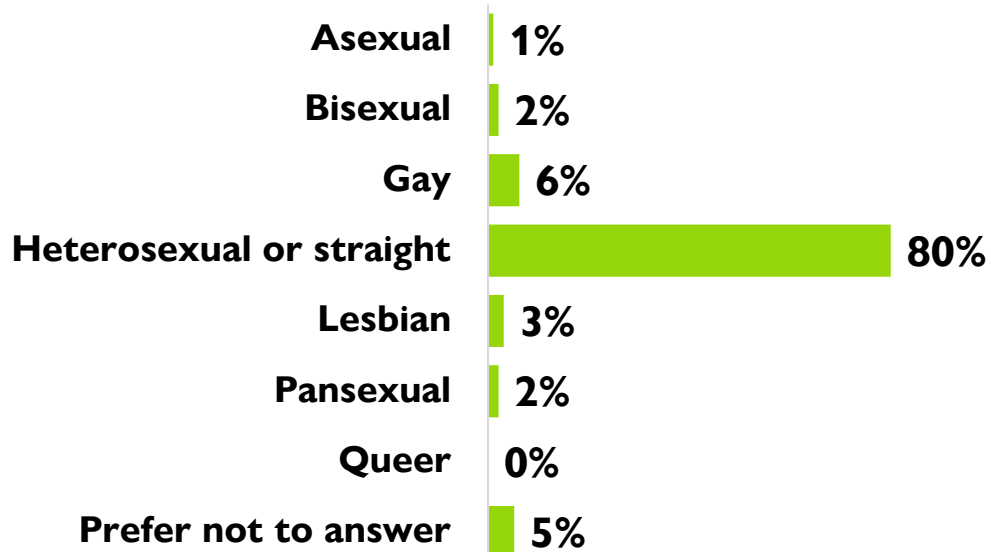
## GENDER



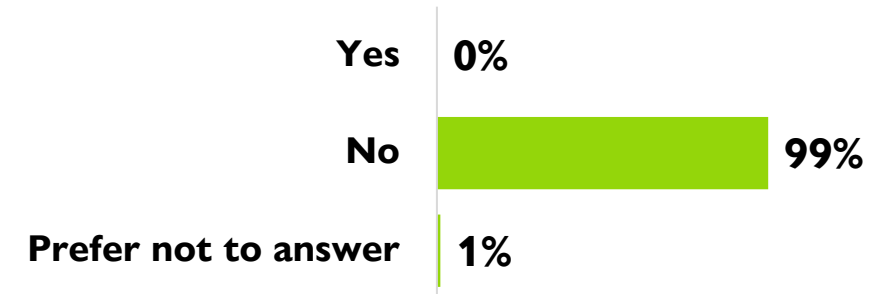
## PERSON WITH A DISABILITY



## SEXUAL ORIENTATION

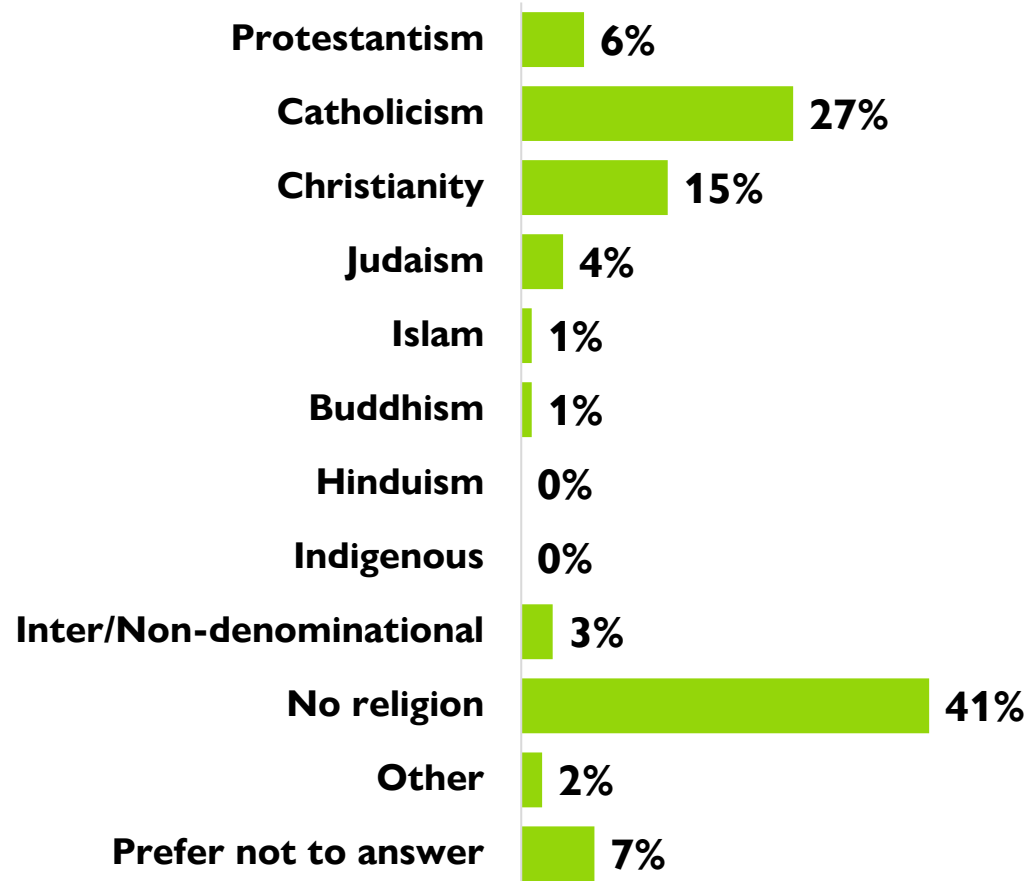


## IDENTIFY AS TRANSGENDER

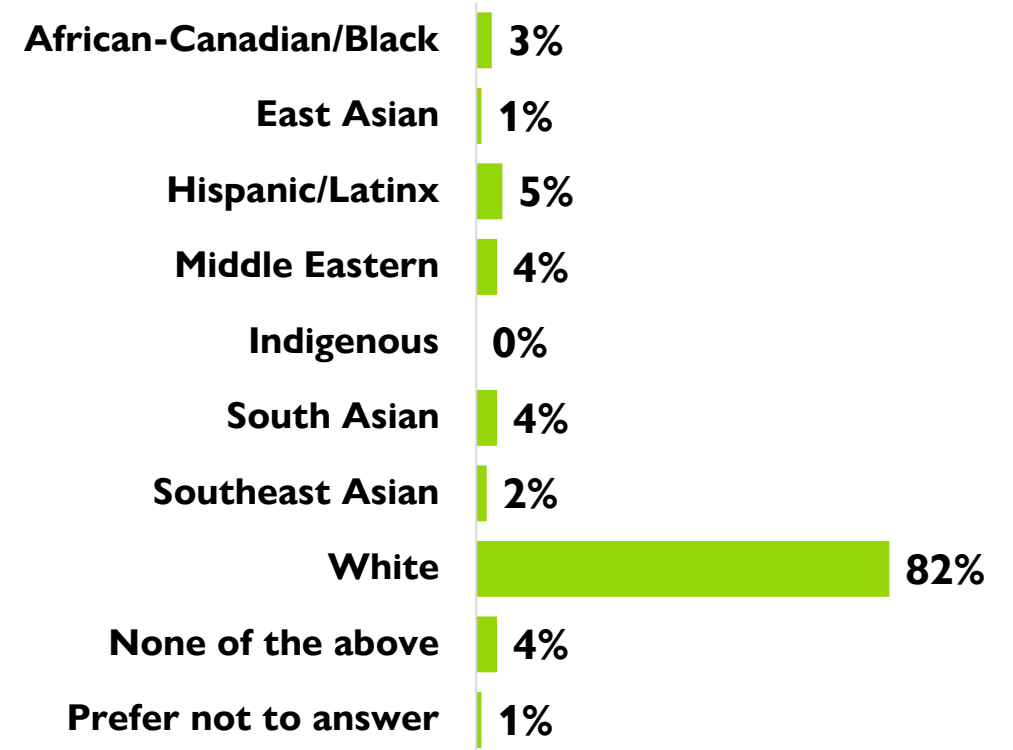


# RESPONDENT PROFILE - DIVERSITY

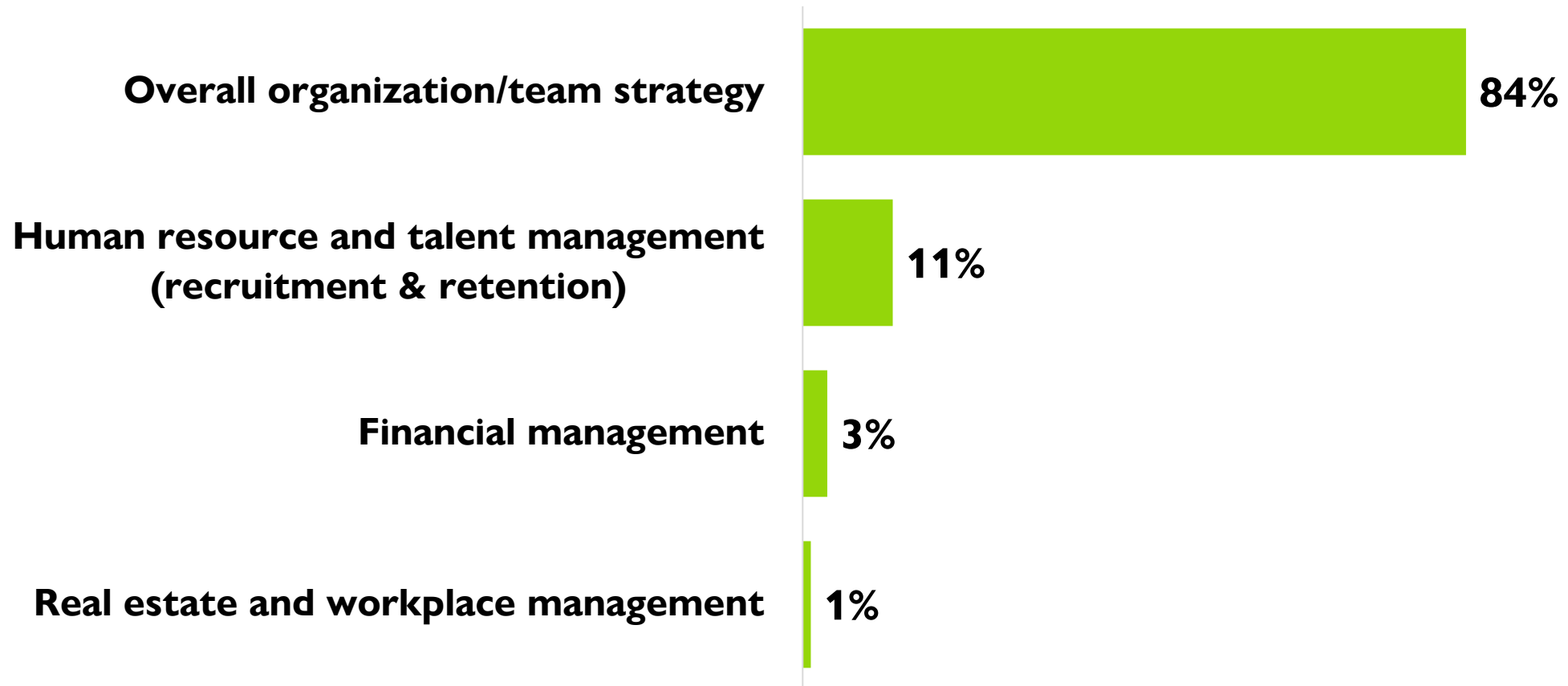
## RELIGION



## ETHNICITY



# INFLUENCE ON THE FOLLOWING FUNCTIONS



Do you lead or have significant influence on any of the following functions in your organization?

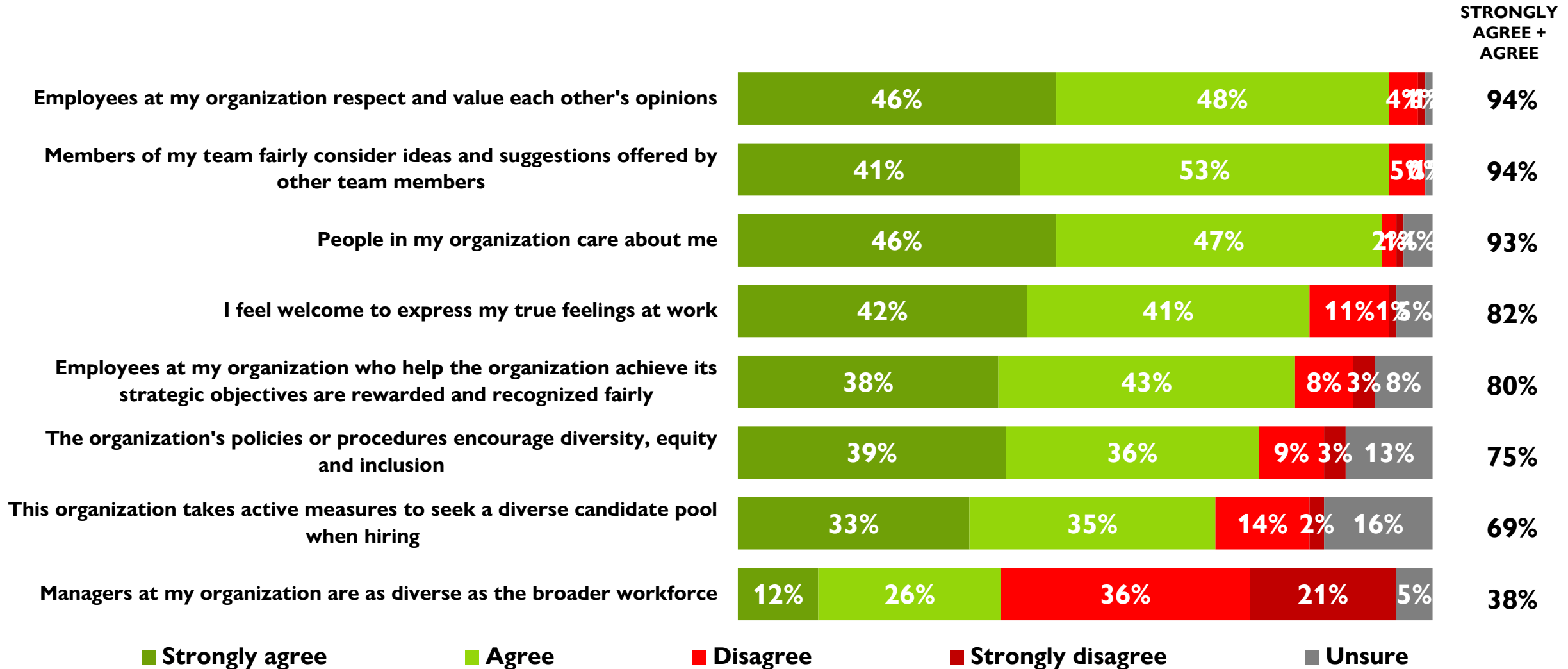


# SURROUNDING IMPRESSIONS

**ABACUS DATA**

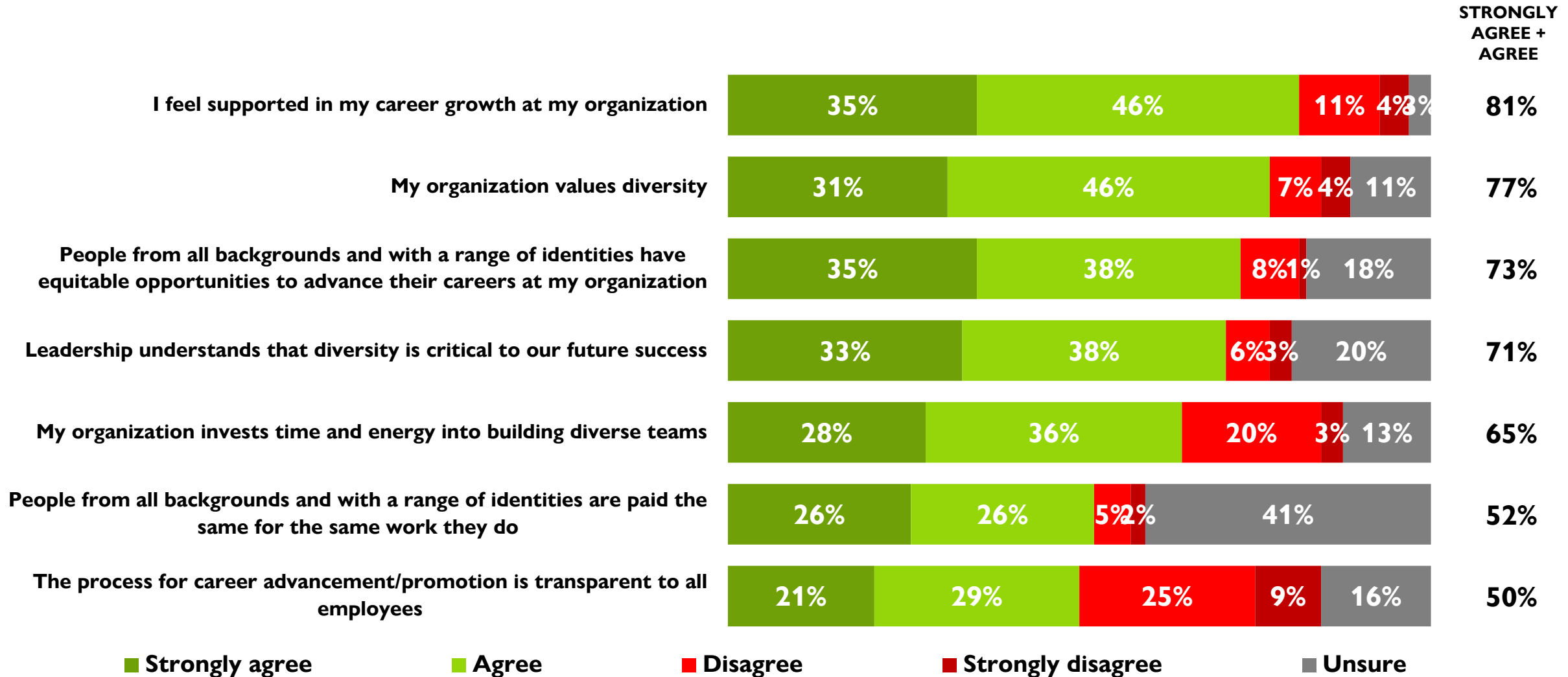


# AGREE/DISAGREE STATEMENTS



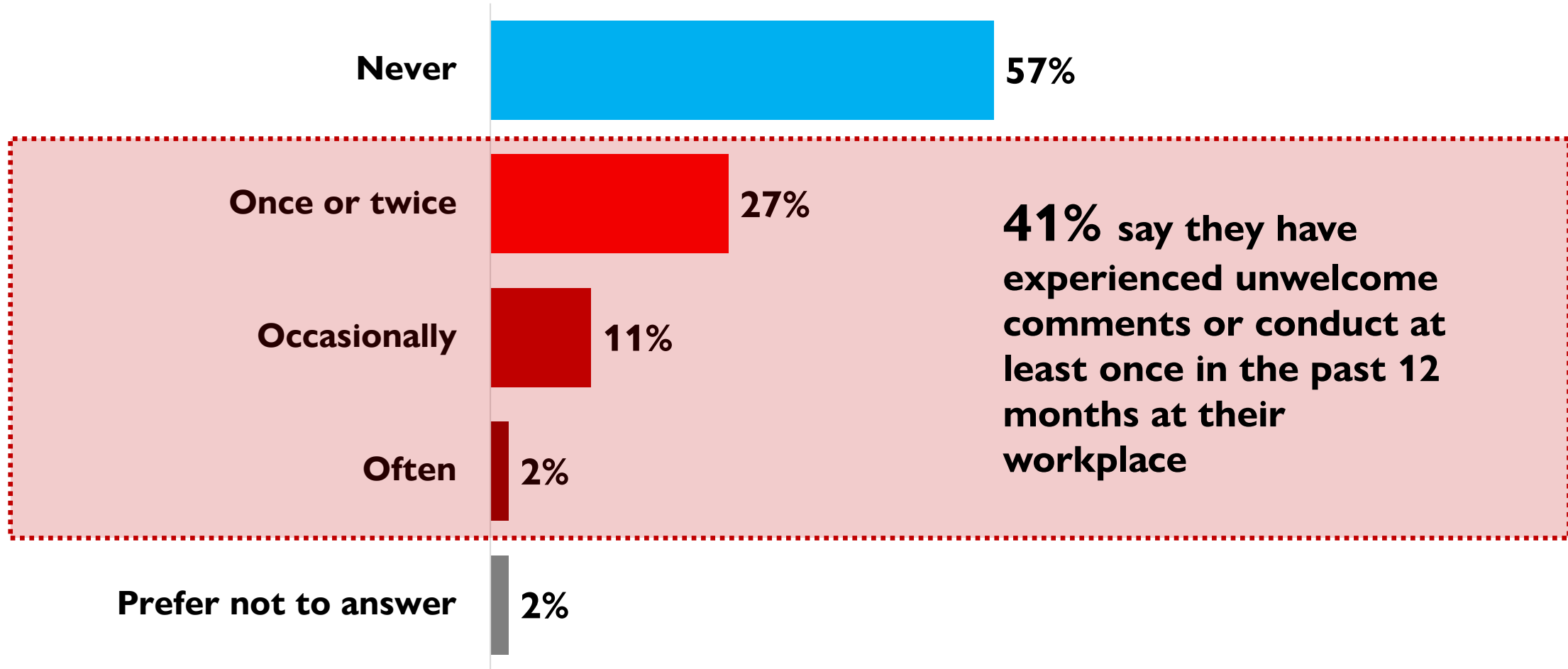
To what extent do you agree or disagree with the following statements?

# AGREE/DISAGREE STATEMENTS



To what extent do you agree or disagree with the following statements?

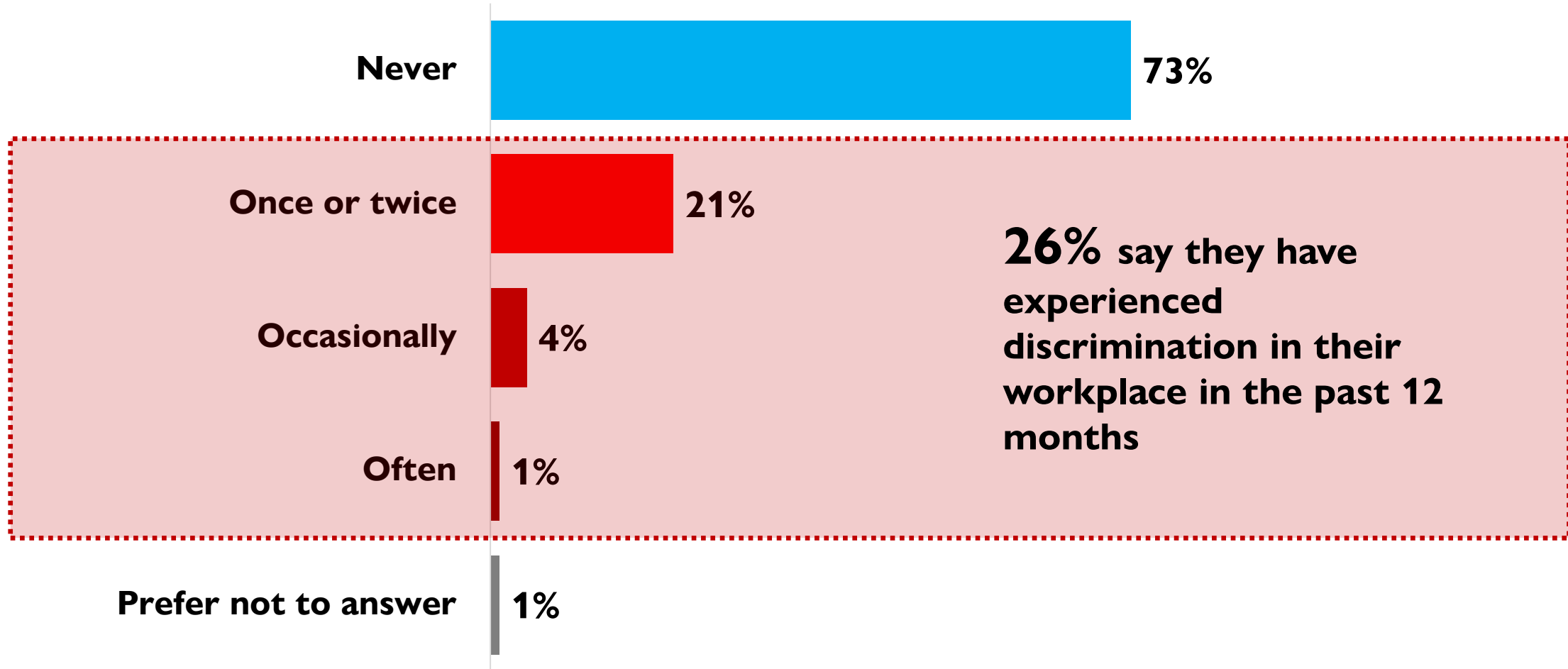
# EXPERIENCING UNWELCOME COMMENTS OR CONDUCT IN PAST 12 MONTHS



In the past 12 months, how often, if at all, have you experienced any unwelcome comment(s) or conduct at your company/organization that you felt was offensive, embarrassing, or hurtful (e.g., inappropriate jokes, slurs, rumors, hurtful gossip, isolating behaviors)?



# EXPERIENCING DISCRIMINATION IN PAST 12 MONTHS



In the past 12 months, how often, if at all, have you experienced any discrimination (i.e., unfair, negative, or adverse treatment) at your company/organization based on one or more aspects of your background or identity (e.g., gender, age, ethnicity, sexual orientation, etc.)?

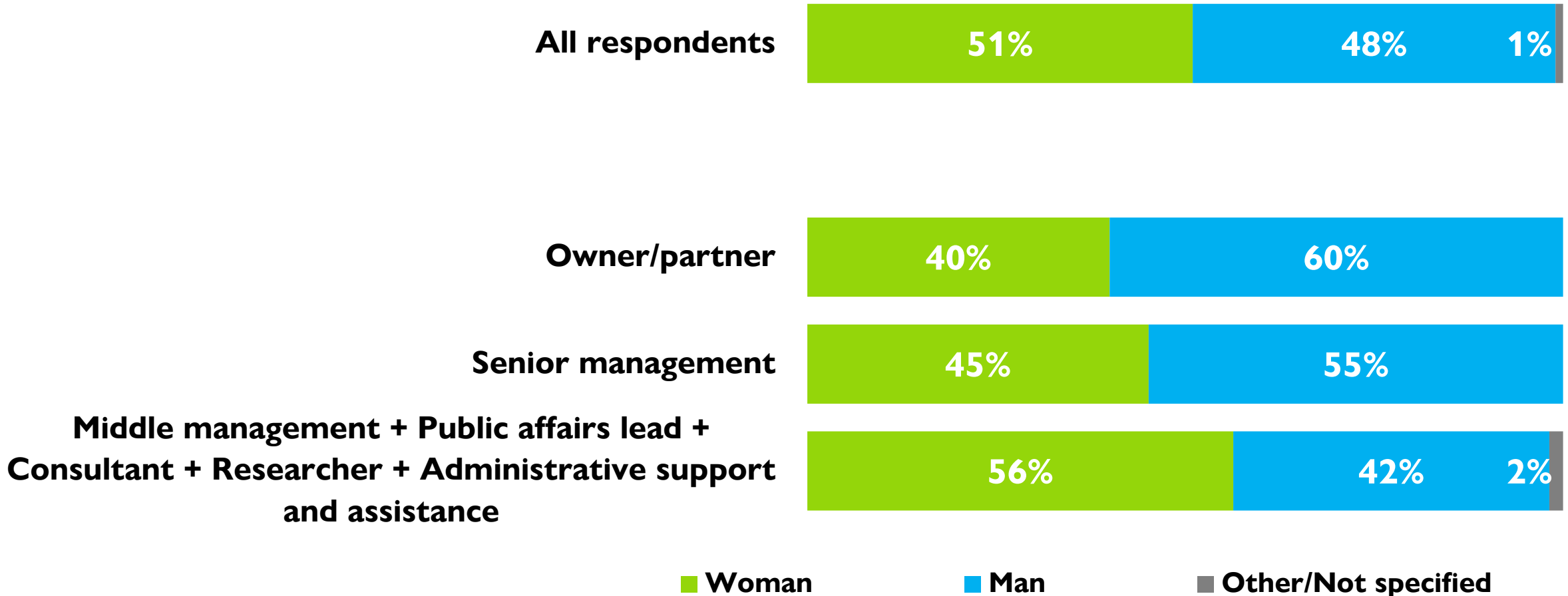
# OWNER/PARTNER & SENIOR MANAGEMENT

*N=41*

**ABACUS DATA**

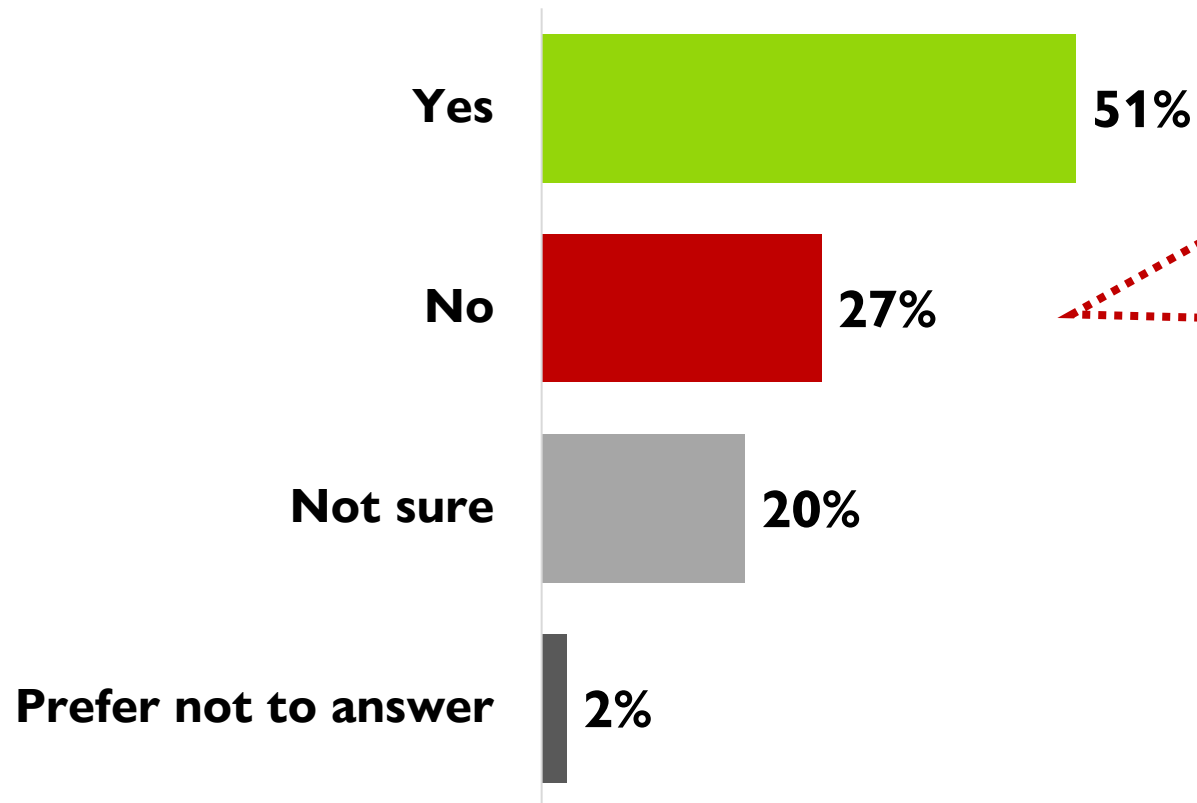


# GENDER IDENTITY BY ROLE IN ORGANIZATION

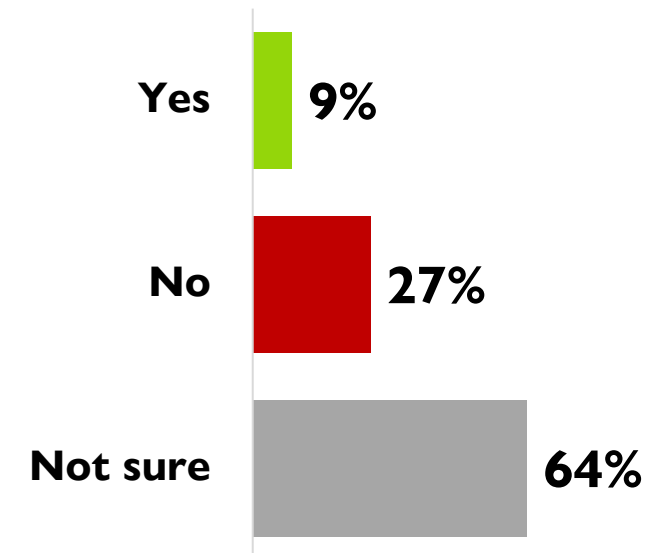


# CURRENT AND FUTURE PLANS FOR EDI POLICY IMPLEMENTATION

## EDI POLICY AT ORGANIZATION?



## PLANNING TO DEVELOP EDI POLICY IN NEXT YEAR?



Does your organization have a clearly articulated and written Equity, Diversity, and Inclusion strategy or policy? | Are you planning to develop an Equity, Diversity and Inclusion policy in the next year? [Those who are owners, partner, or senior management]



# MOST ORGANIZATIONS WITH AN EDI POLICY FEEL THEIR EMPLOYEES ARE FAMILIAR WITH IT

**86%**



**Most would say they are familiar with it**

**14%**



**Most would say they are unfamiliar with it**

If your employees were asked whether they are familiar with your organization's Equity, Diversity, and Inclusion strategy, would most say they are or are not familiar with it? [Among those with an EDI policy currently in place]

# EXTENT EDI IS CONSIDERED WHEN...

A GREAT  
DEAL +  
SOMEWHAT

**Hiring and recruiting new employees**



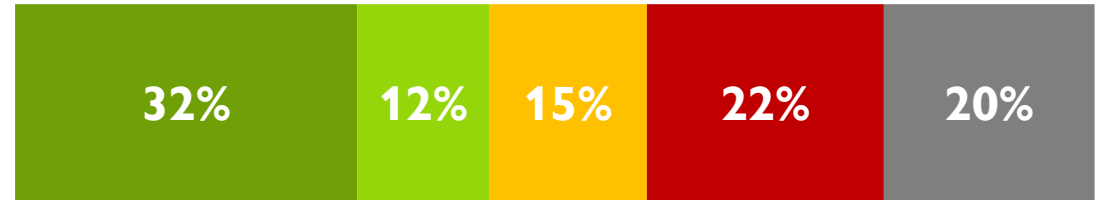
**80%**

**Deciding on promotions and career advancement**



**61%**

**Setting compensation policies**



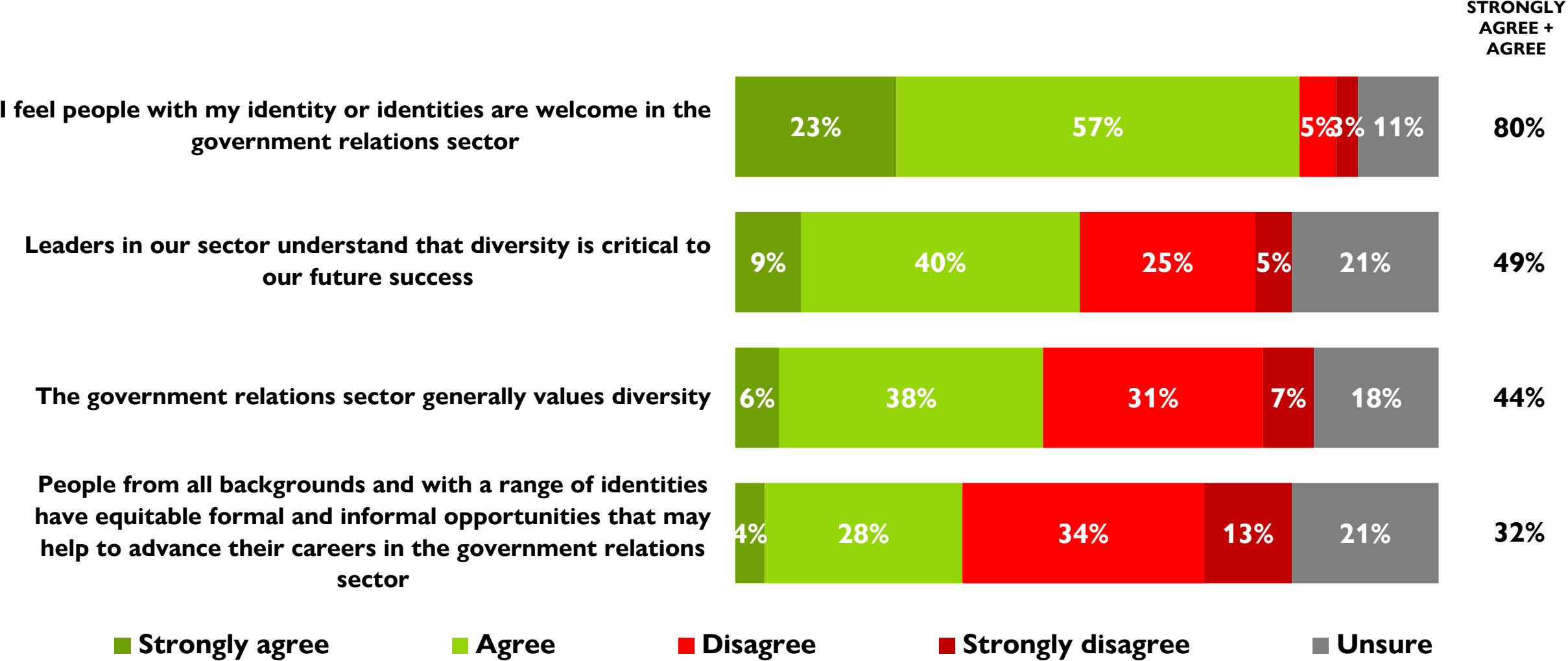
**44%**

■ A great deal    
 ■ Somewhat    
 ■ Only a little    
 ■ Not at all    
 ■ Prefer not to answer



To what extent does your organization consider Equity, Diversity, and Inclusion when...

# AGREE/DISAGREE STATEMENTS



To what extent do you agree or disagree with the following statements?

# APPENDIX – PLEDGES

**Maple Leaf Strategies**

**Syngenta**

**Impact Public Affairs**

**Temple Scott Associates**

**Global Public Affairs**

**Strategy Corp**

**McMillan Vantage**

**Public Affairs Advisors**

**Counsel Public Affairs**

**Rubicon Strategy**

**Summa Strategies**

**Earnscliffe**

**Sussex Strategy Group**

**Sandstone Group**

**Compass Rose Group**

