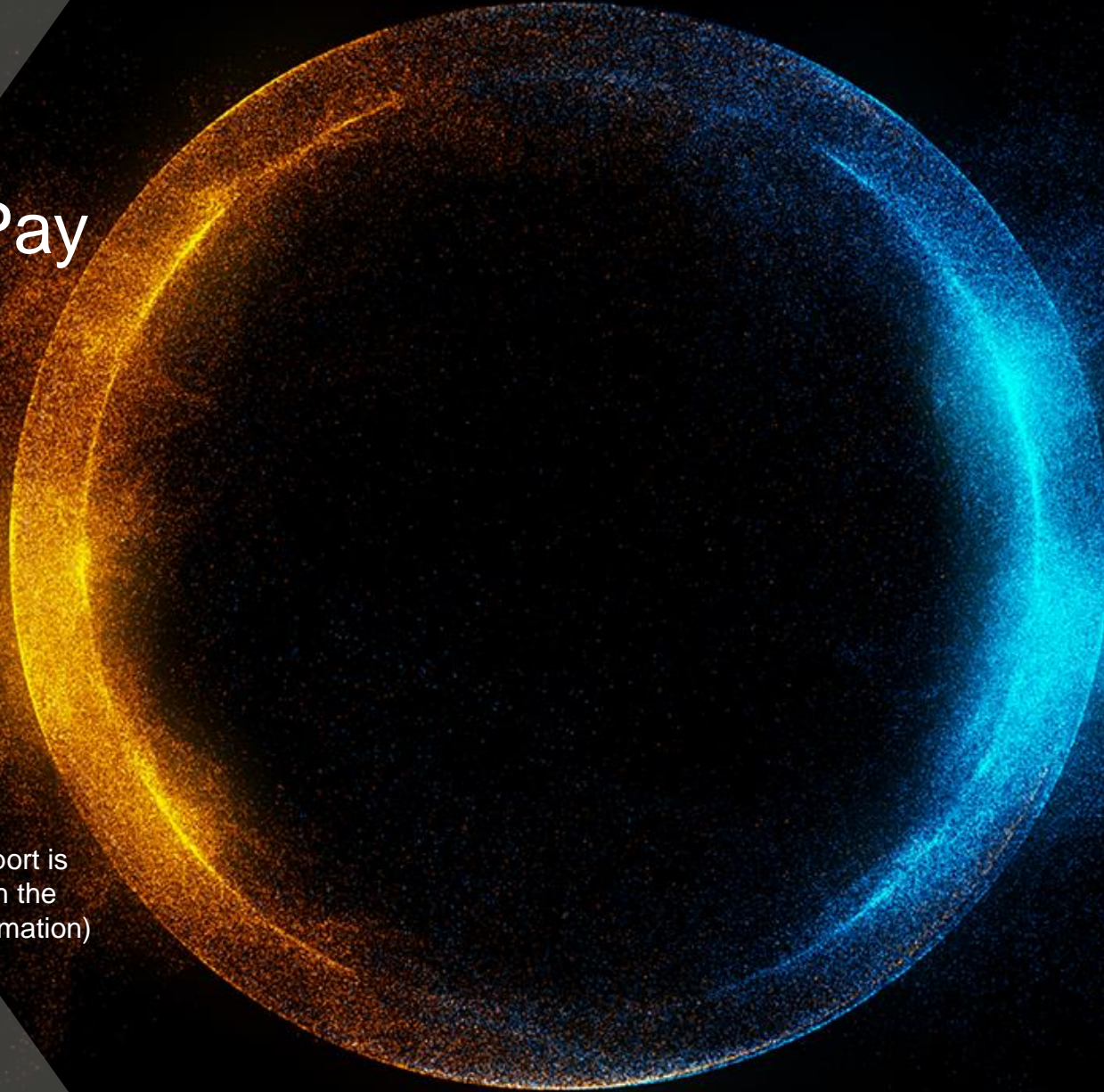# KANTAR

Kantar Gender Pay Gap 2024

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.

Our Gender Pay Gap

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.

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

This report outlines our UK Gender Pay Gap reporting for 2024 and shares hourly pay and bonus gap data. 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.

In line with UK regulations, this report shows consolidated data for all Kantar legal entities with at least 250 employees on 5 April 2024. Due to the way Kantar is structured, we publish separate Gender Pay Gap information for three different legal entities. The three legal entities we report on represent 87% of our UK population and the combined Gender Pay Gap data is shown in this report.

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Understanding the numbers

PAY GAP
This refers to the difference (both median and mean) in the hourly pay rates between all men and all women within an organisation, presented as a percentage of men's earnings as of 5 April 2024.

MEDIAN PAY GAP
This indicates the difference between the midpoints in the pay distributions of men and women.

MEAN PAY GAP
This measures the difference in the average hourly rates of pay for men and women.

BONUS GAP
This represents the percentage difference (median and mean) in total bonuses awarded to men and women over the 12 months leading up to the snapshot date.
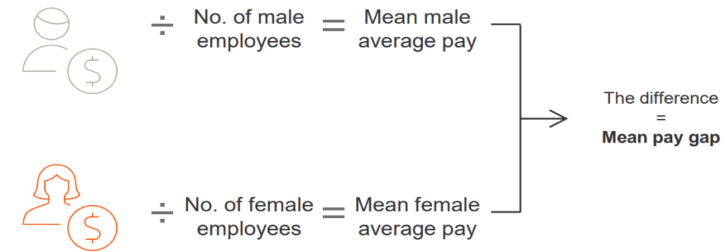
PROPORTION RECEIVING BONUS
This is the percentage of men and women who received a bonus in the 12 months before the snapshot date. The bonus pay gap for 2024 includes any bonuses distributed in April 2023 related to performance in the 2022 financial year.

PAY QUARTILES
This illustrates the percentage of men and women across various pay bands, with the workforce segmented into four equal parts (quartiles).

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**
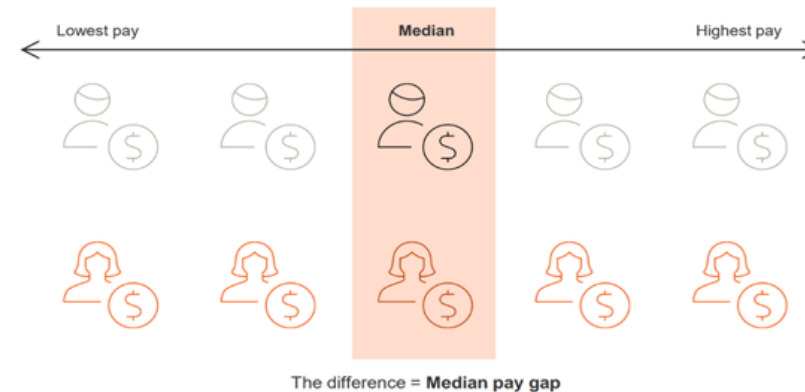
The median is the comparison of the relative mid-points of our male and female salaries across the whole of our organisation.

Kantar's UK Gender Pay Gap

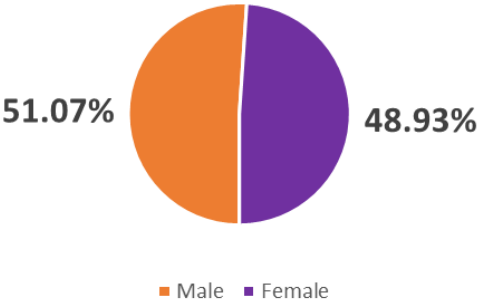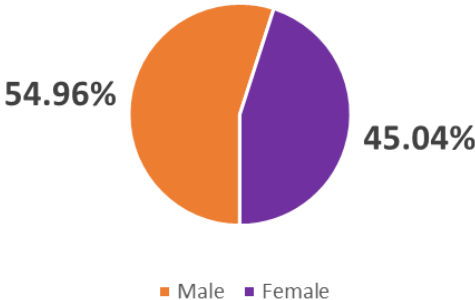All reported entities (representing 87% of our total UK population)

Pay Gap	
Mean	Median
11.5%	10.2%

Bonus Gap	
Mean	Median
25.3%	12.1%

Gender Split

51.07% · 48.93%

■ Male ■ Female

Proportion Recieving Bonus

54.96% · 45.04%

■ Male ■ Female

Percentage of Male and Female Employees by Quartile

	Lower Quartile	Lower Middle Quartile	Upper Middle Quartile	Upper Quartile
Female	51%	54%	51%	40%
Male	49%	46%	49%	60%

■ Male ■ Female
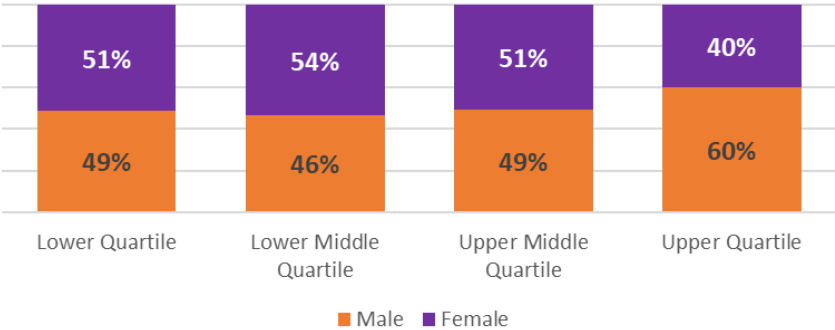
We are not comparing our results to prior years in this report. We have divested multiple businesses in recent years making year-over-year comparisons potentially misleading. Our median Gender Pay Gap of 10.2% is lower than the provisional 2024 figure for the UK published by the Office for National Statistics, which is 13.1%.

Using Job Levelling to help interpret our results

We've taken our analysis one step further and conducted pay analysis against our internal job levelling framework, which we call Skale.

When focusing on our population below Executive level (96% of our workforce), we see the mean gap per job level ranging between -1.9% to 5.8%. The mean Gender Pay Gap for our Executive population is higher, at 10.8%. So, while we have work to do outside of our Executive population, having more highly paid males in senior positions is contributing to our overall Gender Pay Gap. The relatively low proportion of women in senior positions also contributes to our Bonus Gap.

We strongly believe that to create a thriving business with a diverse and inclusive workforce, change needs to start at the top. Therefore, increasing gender diversity in our leadership is one of our global Inclusion and Diversity goals (see next page).

Our Inclusion and Diversity goals to promote change

Through our Kantar wide Inclusion and Diversity programme, we are committed to creating gender equity within the workplace. We're progressing towards this through clear goals, like our target of 50% female representation in leadership positions by the end of 2025.

To achieve this, we're creating opportunities to improve leadership gender diversity through initiatives such as;

✓ Targeted management and career development programmes to support women thrive and, retention initiatives like reverse mentoring.
✓ Evaluating gender representation across many of our processes. For example, making sure our recruitment methods are inclusive using technology like Textio to spot gender bias, when hiring.
✓ Our 'Be Counted' initiative which encourages colleagues to disclose their diversity data - this allows us to track gender balance across our organisation.
✓ Establishing communities such as our Women at Kantar and Parents & Carers Employee Resource Groups, who lead and encourage conversations about women's health.
✓ Reviewing employee policies. Over the last few years, we've launched a new Menopause policy and set a Global minimum standard on Life and Parental Leave.
✓ New empathy training for managers, who support team members returning from parental leave.
✓ Finally, building inclusive offices with facilities like recovery and breastfeeding rooms.

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Data by legal entity

Statutory disclosure

Due to the way Kantar is structured, we're required to publish separate gender pay gap information for three different legal entities. The three legal entities we report on represent 87% of our UK population and the combined gender pay gap information is shown in this report.

	Number of reported employees	Gender Split		Mean Pay Gap	Median Pay Gap	Mean Bonus Gap	Median Bonus Gap	% receiving bonus	
		Male	Female					Male	Female
Kantar UK Ltd	1,501	47.2%	52.8%	12.9%	13.4%	20.2%	18.9%	64.7%	54.8%
Kantar Group Ltd	253	50.6%	49.4%	18.0%	18.7%	8.1%	38.7%	75.0%	68.0%
Kantar Media Audiences Ltd	310	70.0%	30.0%	0.1%	-7.2%	3.6%	-311.9%	55.8%	37.6%

	Upper Quartile		Upper-mid Quartile		Lower-mid Quartile		Lower Quartile	
	Male	Female	Male	Female	Male	Female	Male	Female
Kantar UK Ltd	59%	41%	50%	50%	45%	55%	49%	51%
Kantar Group Ltd	61%	39%	57%	43%	56%	44%	47%	53%
Kantar Media Audiences Ltd	57%	43%	46%	54%	55%	45%	45%	55%

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